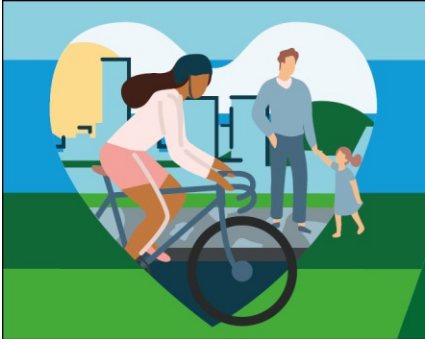


Cheriton to Folkestone Central Station: Proposed walking, wheeling and cycling improvements



Consultation Report

Alternative Formats: This document can be made available in other formats or languages, please email alternativeformats@kent.gov.uk or telephone 03000 421553 (text relay service 18001 03000 421553). This number goes to an answer machine, which is monitored during office hours.



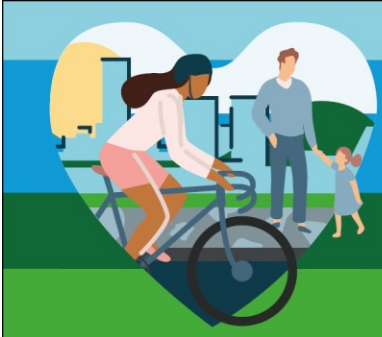
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1. Introduction

From 21 June to 1 August 2023, Kent County Council (KCC) consulted on a proposal to introduce a connected safer cycle and walking scheme from Cheriton's shopping area to Folkestone's Central Railway Station. This followed earlier consultations which took place between December 2020 to Jan 2021 and a second consultation between September to October 21. The previous consultations were based on the initial ideas and design for the scheme.

We place a high priority on encouraging active travel and we want to ensure that walking and cycling across Kent is safe, easy, attractive and inclusive.

The aim of the scheme is to encourage healthier and safer local journeys through walking, cycling and wheeling. This location has been identified as a suitable route to enhance cycling, walking and wheeling facilities for short local journeys with the aim to connect to the wider cycling network across Folkestone and beyond as part of the Local Cycling Walking Infrastructure Plan: [Local cycling and walking infrastructure plan | Folkestone & Hythe District Council \(folkestone-hythe.gov.uk\)](https://www.folkestone-hythe.gov.uk/local-cycling-and-walking-infrastructure-plan/)

The following report details the purpose of the consultation and summarises the consultation process and feedback received.

1.1 Purpose of the consultation

We want to continue to understand and incorporate the views of the local community, stakeholders, and the travelling public into the design of this scheme.

The proposed scheme includes:

- a possible 20mph zone between Somerset Road and Coombe Road. The proposal includes the removal of road markings within the zone.
- improvements along Cheriton High Street. These would be:
 - the creation of pedestrian priority junctions with table top speed ramps for safer crossing,
 - improved bus stop borders with kerb buildouts
 - segregated cycle lanes, advance cycle stop lines and on-road cycle lanes
 - reduction of street signs and lines
 - no impact on parking



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- provision of a new segregated cycleway between Cherry Garden Avenue and Cornwallis Avenue
- scheme extended to go from Cornwallis Avenue to the Folkestone Central railway station roundabout
- improvements to the Cherry Garden Avenue and Cheriton Road traffic signal junction including the widening of the footway and realigning the layout of the junction. The aim is to reduce the number of collisions at this junction and to improve the crossings for pedestrians and cyclists

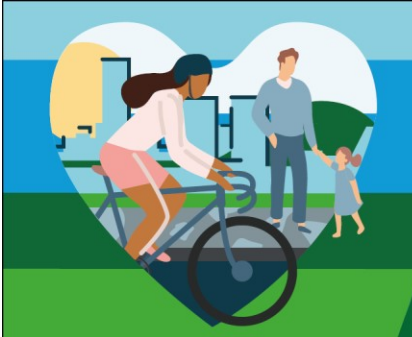
A consultation document, scheme plans and an Equality Impact Assessment (EqIA) were made available on the consultation webpage: www.kent.gov.uk/cheritonat

People were asked to provide feedback via a consultation questionnaire, which was available online and in a paper version on request.

2. Consultation process

This chapter outlines the process followed to deliver the consultation and details the activities and documentation developed to support the delivery of the consultation. The consultation was divided into the five stages. Detailed information on each section is given in this Chapter.

Undertake Equality Impact Assessment (see Chapter 3)	<ul style="list-style-type: none"> • Identify possible impacts on protected characteristic groups
Develop consultation process and promotional activities	<ul style="list-style-type: none"> • Identify stakeholders • Define consultation activities • Define communication activities and frequencies
Pre-consultation activity/engagement	<ul style="list-style-type: none"> • Meetings and correspondence with Folkestone and Hythe District Council and Local KCC Members • Meeting with key stakeholders including local business owners and bus operators



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<p>During consultation activity</p>	<ul style="list-style-type: none"> • Consultation postcards delivered to residents and businesses in the immediate vicinity of the proposal • Launched consultation webpage and online questionnaire • Advertised consultation on social media • Responded to queries
<p>Post consultation activity</p>	<ul style="list-style-type: none"> • Analysis and reporting of consultation responses • Review of proposals • Review of EqIA • Feedback to consultees and stakeholders • Attendance at Folkestone and Hythe Joint Transportation Board

2.1 Pre-consultation activities

KCC officers held various meetings with the local KCC Members, Folkestone & Hythe District Council Councillors and officers during the months prior to the public consultation to help identify local concerns, aspirations and site limitations. The information from these meetings informed the design of the proposed scheme. These meetings also identified issues beyond the remit of this project. This information will be fed back to the appropriate teams at KCC.

2.2 Promoting the consultation

The following promotional activities were undertaken to support the delivery of the public consultation:

- Posters were displayed in Cheriton library
- Webpage appeared on the main Let's talk Kent [homepage](#) and the [Highways Hub](#)
- An email was sent to 935 people who have requested them through Let's talk Kent to be kept informed of consultations on transport and roads in the district of Folkestone & Hythe
- An email was sent to 400 people who took part in the previous consultations.
- Email sent to statutory stakeholders



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- A [press release](#) was issued
- Postcards delivered to residents living near the proposed scheme
- Social media posts promoting the consultation

Social media posts were published promoting the consultation, these had a reach of 31,404, with 2,228 clicks.

2.3 Consultation material

The following material was produced for the consultation and was made available on the consultation webpage:

- Consultation Document
- Equality Impact Assessment
- Scheme plans
- Consultation questionnaire

Hard copies of the consultation questionnaire were delivered to residents that required a paper version.

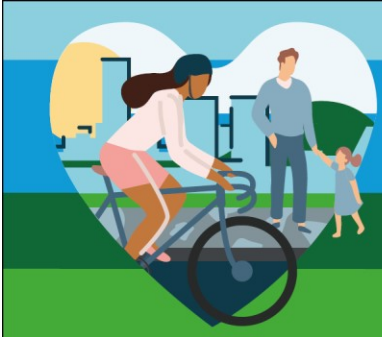
In total there were 2,180 document downloads from the webpage. The page was viewed 10,993 times with 3,275 unique visitors.

2.4 Feedback mechanism

People were asked to provide feedback via a consultation questionnaire, which was available online and in a Word version. The Word version was available in hard copy on request via telephone or email. Emails and letters were also accepted and analysed alongside responses to the questionnaire. We received 247 responses to the questionnaire. Some responses were received by email and through the post, these have been included within the consultation results.

2.5 Drop-in session

Two drop-in sessions were held at Folkestone Indoor Bowls Club on the 11 and 12 July 2023. The drop-in sessions gave local residents and businesses the opportunity to view larger copies of the scheme plans and discuss any queries with staff. There were approximately 100 attendees over both days.



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3. Equality and accessibility

The Equality Impact Assessment (EqIA) provides a process to help us to understand how the proposals may affect people based on their protected characteristics (age, disability, sex, gender identity, race, religion / belief or none, sexual orientation, pregnancy and maternity, marriage and civil partnership and carer's responsibilities).

An EqIA was completed prior to commencement of the consultation and was available as one of the consultation documents on the webpage and on request. We will use the feedback gathered from the consultation to review and update the EqIA before the detailed design is finalised.

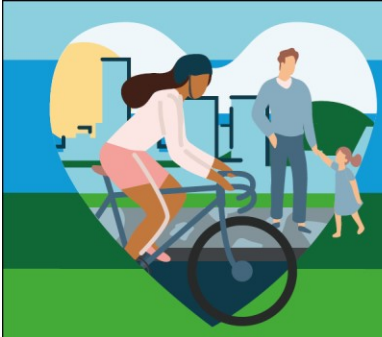
The following steps were taken to help ensure the consultation was accessible:

- Hard copies of the consultation questionnaire and other material was available on request throughout the consultation period.
- All consultation material included a phone number and email address for people to request hard copies and alternative formats of the consultation material or to ask a question.
- All documents uploaded to the webpage were accessible for people using assisted technology.
- Two face to face drop-in sessions were arranged for people unable to use web based material
- The consultation document, EqIA and questionnaire were made available in large print upon request.

We asked respondents if there was anything we should consider relating to equality and diversity (Q11). A total of 72 people answered this question.

The key areas identified within the consultation responses for the EqIA are:

- the scheme looks to make it easier access for buses;
- raised tables would help with crossing the roads;
- more central islands may be required to give a place of shelter as crossing the whole road width may be a challenge (more islands have been added to the route since this was raised),
- and the state of the paving along the road should be looked at for repair and trip hazards.



Many comments praised the fact the parking was not being affected outside the shops as these aid those who need to use motor transport.

A copy of the updated EqlA will be made available online at kent.gov.uk/cheritonat.

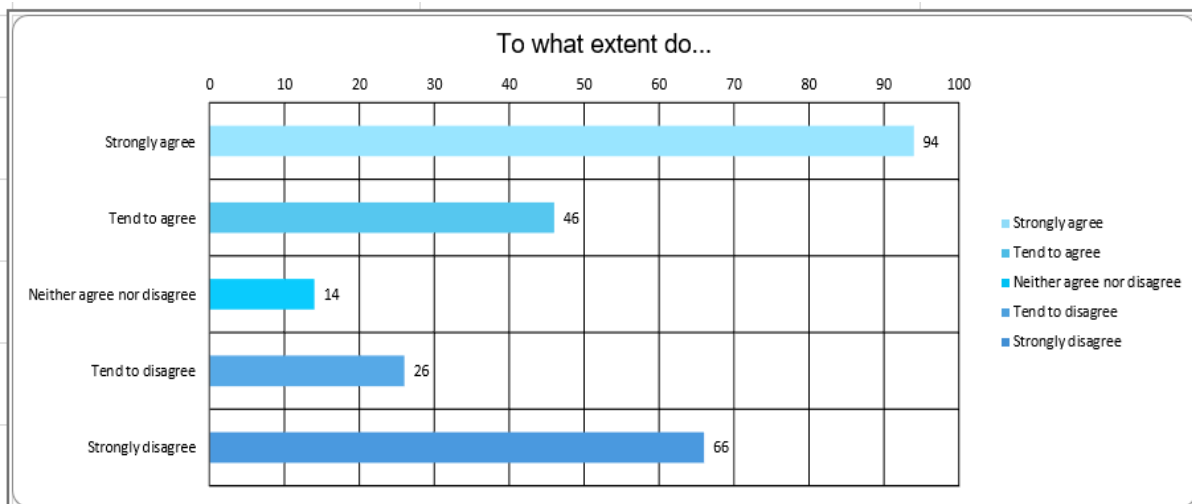
4. Summary of responses

This chapter summarises the number of consultation responses received and who responded to the consultation. There was a total of 247 responses to the questionnaire. Seven responses were received by letter, one via email. The majority online.

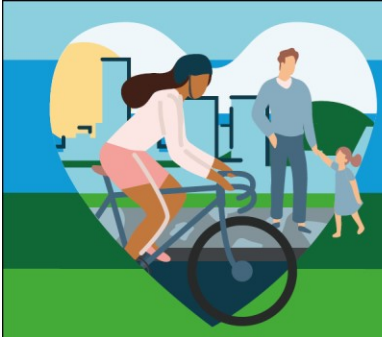
4.1 The Scheme

The following questions were asked, and the following data was gathered on each question.

4.1.1 Q5. To what extent do you agree or disagree with the pedestrian and walking improvements on Cheriton High Street?



Strongly agree	94
Tend to agree	46
Neither agree nor disagree	14
Tend to disagree	26
Strongly disagree	66



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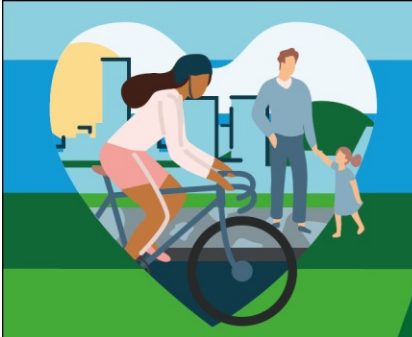
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4.1.2 Q5a. Please tell us the reason for your answer.

There were 228 responses to this question. These responses were grouped into themes. A breakdown of the comments in agreement and disagreement are shown in the tables below. Some responses had more than one theme:

Frequency	Verbatim comments
	Strongly agree
85	<p>“Improvements to people's ability to move around without the use of personal cars but in a healthy, safe, sustainable way should be the focus going forward.”</p> <p>“Anything that improves cycling and pedestrian infrastructure is to be strongly encouraged!”</p> <p>“Will make crossing safer”</p> <p>” Improved safety and prioritisation for pedestrians”</p> <p>“I want to be able to cycle safely in my local neighbourhood.”</p>
	Tend to agree
41	<p>“The proposal is interesting but how will the trees be saved?”</p> <p>“The overall scheme is aimed at improving the safety and utility of this busy area for all road users, including pedestrians. Raised pedestrian crossings are very effective - I am familiar with their use on Heath Road, Coxheath - a similarly busy and congested location. Improvements to the many junctions and general 'cooling' of traffic by localised 20mph speed limits are likely to make the route more attractive to walk or ride (cheaper too, when you factor in parking at the Railway station!). The reduction in motorised traffic resulting from people changing to travelling by bike or on foot will improve traffic flow for remaining motorised road users.”</p>
	Neither agree nor disagree
13	<p>“Wide enough footpaths and road wide enough to accommodate cars and bikes.”</p> <p>“Reducing traffic will reduce business for the small shops along the route.”</p>

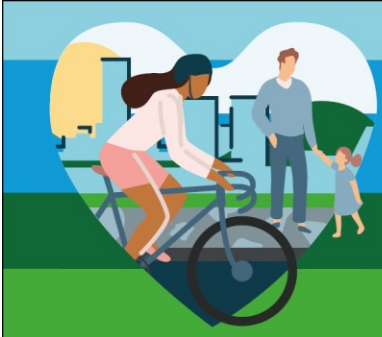


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	<p>"I feel the money could be spent better on road repairs. Our road in like a patch work quilt"</p>
	<p>Tend to disagree</p>
25	<p>"It's totally fine for pedestrians as it is."</p> <p>"The whole project is not worth the money irrespective of where the money is coming from, Just make the area 20mph along with a lot of other area's in & around Folkestone & Hawkinge & everyone will be safer anyway. You cannot get to the area safely on a bike anyway so I would not be using the new cycle lanes for cycling anyway. So its ok for people living in the exact area with bikes but no one else. It will impact the shops in the area as people will not bother driving there."</p>
	<p>Strongly disagree</p>
63	<p>"I don't believe this proposal goes far enough to encourage the use of cycling as a mode of transport. There is no incentive for modal shift as there is no dedicated cycle route along the majority of the proposed scheme. I feel the original proposal should be incorporated into the final scheme design. An opportunity to look at the purchase of third party land was not explored, trees can be replanted with a more suitable species for the environment and if KCC is seeking to change the mindset of individuals to utilise a different mode of transport, such as a bicycle, this scheme does not promote that ethos."</p> <p>"The pavements are more than adequate along Cheriton high street."</p> <p>"No need. Waste of our money. Too few cyclists to warrant tearing up roads"</p>

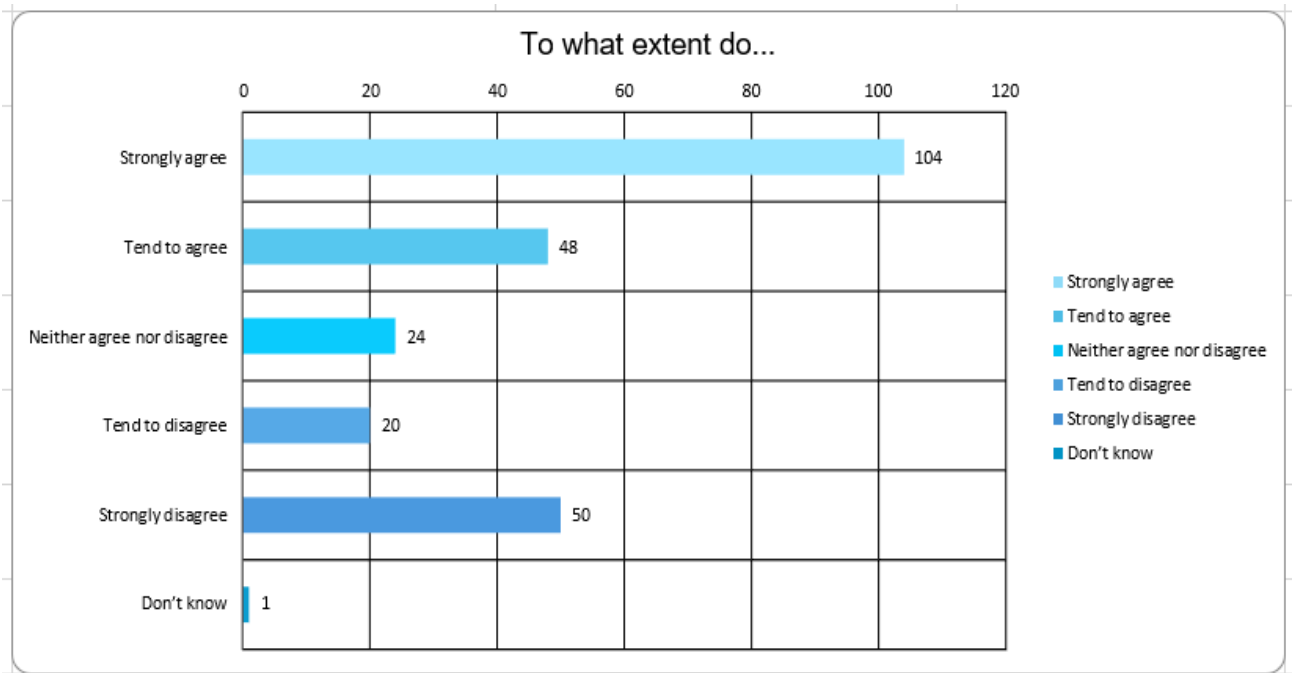


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4.1.3 Q6. To what extent do you agree or disagree with the proposed 20mph zone between Ashley Avenue and Coombe Road?



Strongly agree	104
Tend to agree	48
Neither agree nor disagree	24
Tend to disagree	20
Strongly disagree	50
Don't know	1

4.1.4 Q6a. Please tell us the reason for your answer.

There were 221 responses to this question. These responses were grouped into themes. A breakdown of the comments in agreement and disagreement are shown in the tables below. Some responses had more than one theme:

Frequency	Verbatim comments
	Strongly agree
92	<p>“Traffic calming in this area will increase safety and will also dissuade unnecessary traffic which could enter the towns via faster main routes instead.”</p> <p>“We must slow down motorised traffic in and around Folkestone and Cheriton - and I say this as a driver. Motorised vehicles move far too fast in</p>

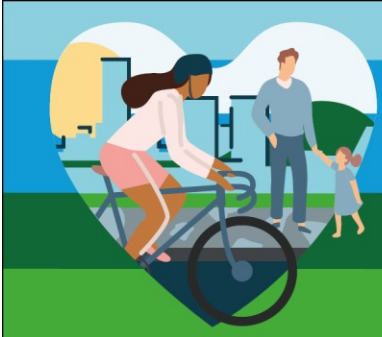


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	<p>these towns and it makes being a pedestrian utterly frightening and clearly discourages cycling for those who might want to.”</p> <p>“Road is too fast, also when I cycle on the road I am often overtaken dangerously”</p>
	Tend to agree
43	<p>“Will reduce accidents”</p> <p>“It seems to me that achieving 20mph in busy times is a rarity, and in the off-peak times traffic currently drives too fast for the safety of pedestrians and other road-users, so it should not inconvenience too many people.”</p>
	Neither agree nor disagree
21	<p>“20mph zones are pointless without proper enforcement. People will still drive at 30.”</p> <p>“It's fine as it is”</p>
	Tend to disagree
19	<p>“Will make the road more dangerous with traffic that doesn't adhere to the 20 zone and for such a short distance”</p> <p>“It will increase pollution”</p>
	Strongly disagree
45	<p>“How many accidents /incidents has there been to justify making a 20mph zone?”</p> <p>“Cheriton High Street is a major thoroughfare and as such any restrictions would be detrimental and cause congestion”</p>

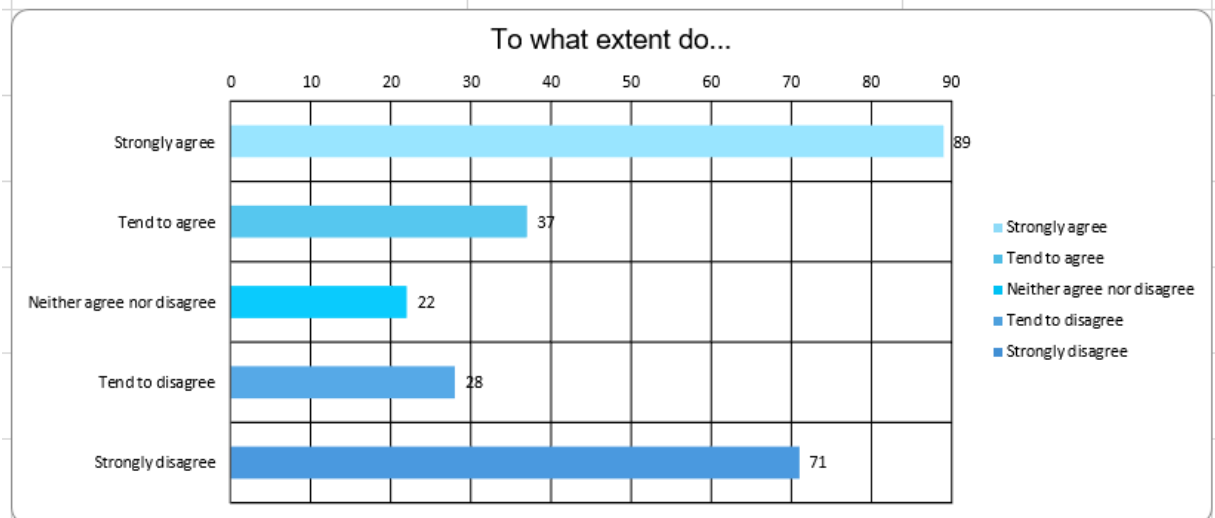


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4.1.5 Q7. To what extent do you agree or disagree with the cycling improvements along Cheriton Road?



Strongly agree	89
Tend to agree	37
Neither agree nor disagree	22
Tend to disagree	28
Strongly disagree	71

4.1.6 Q7a. Please tell us the reason for your answer.

There were 216 responses to this question. These responses were grouped into themes. A breakdown of the comments in agreement and disagreement are shown in the tables below. Some responses had more than one theme:

Frequency	Verbatim comments
	Strongly agree
80	<p>“Improved safety and accessibility. Makes cycling much more feasible along a currently intimidating, busy and dangerous route.”</p> <p>“I would cycle more if cycling was safer. I might also walk more, since there would be a noise/pollution gap between the footpath and the road.”</p>
	Tend to agree
28	<p>“Not a cyclist myself but feel it’s good to make some improvements to the area to promote this.”</p>



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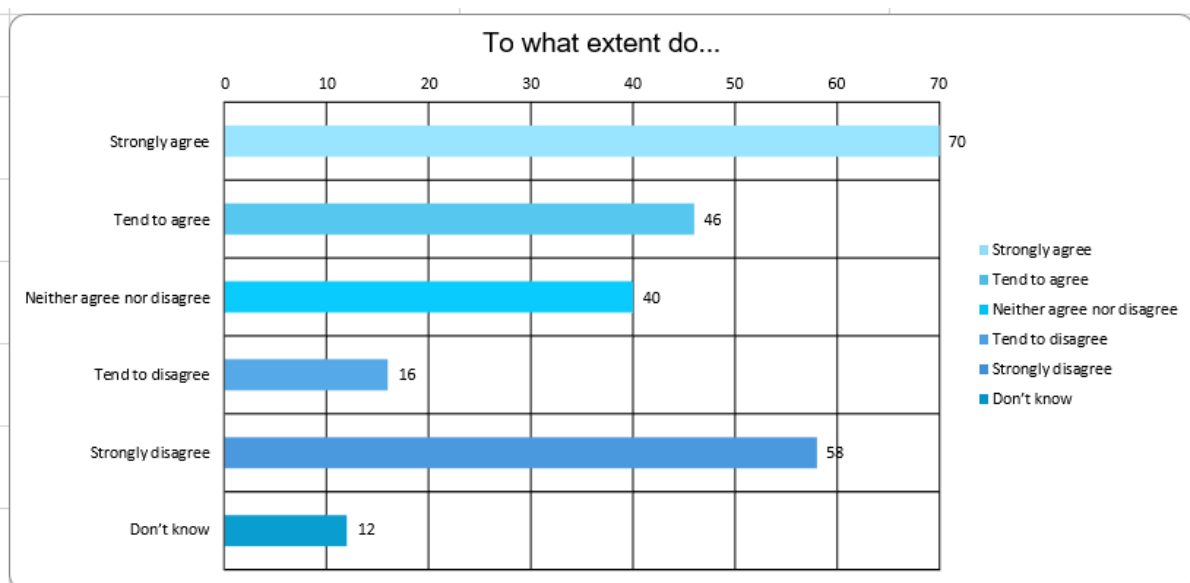
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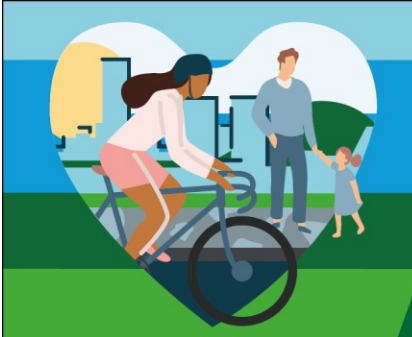
	“Will keep cyclist I hope off the paths”
	Neither agree nor disagree
17	“The number of cycle users is not a large amount in this area.”
	Tend to disagree
24	“We all need to get around not just cyclists. Making wide cycle lanes strangles everything else”
	“Having lived in this area for some 8 years I can see that cycle usage is fairly low and any priority to this group would adversely affect the flow of traffic on Cheriton High Street”
	Strongly disagree
67	“There is a lack of users that cycle this route. KCC started a cycle lane on shorncliffe Road which ends half way along why not finish that instead!”
	“Insufficient volume of cyclists to warrant such a project. Cheriton is possibly one of the safest roads in the area,”

4.1.7 Q8. To what extent do you agree or disagree with the traffic signal alterations at the Cherry Garden Avenue and Cheriton Road junction?

- 116 agreed (70 strongly and 46 tend to agree) with the proposed changes
- 74 disagreed (58 strongly and 16 tend to disagree) with the proposals
- 40 were neutral on their views and 12 answered don't know



Strongly agree	70
Tend to agree	46
Neither agree nor disagree	40



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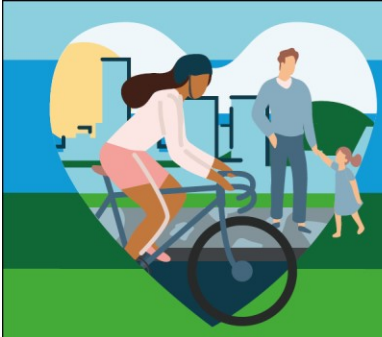


Tend to disagree	16
Strongly disagree	58
Don't know	12

4.1.8 Q8a. Please tell us the reason for your answer.

There were 194 responses to this question. These responses were grouped into themes. A breakdown of the comments in agreement and disagreement are shown in the tables below. Some responses had more than one theme:

Frequency	Verbatim comments
	Strongly agree
57	<p>“One assumes that the alterations will improve the safety and flow of the traffic in this area”</p> <p>“Current traffic lights are a nightmare. Take too long to change so traffic builds up”</p>
	Tend to agree
32	<p>“Modernisation of the lights, and layout is very welcome as a pedestrian and a cyclist.”</p> <p>“At the moment, crossing the roads is dangerous due to the speed of cars!”</p>
	Neither agree nor disagree
17	“I’m not clear on this improvement but am happy if it assists the rest of the plan”
	Tend to disagree
15	<p>“Looks like it will just slow traffic and gridlock area worse than already is. Most people travel out of town for employment and this will just hinder it further”</p> <p>“They are ok as they are”</p>
	Strongly disagree
52	<p>“It works why change it”</p> <p>“Reducing the lanes on CGA from 3 to 2 will cause huge queues. On busy rush times these queues can already go down as far as Corone Close. This will extend if you reduce lanes. The improvement of alignment straight over is useful.”</p>

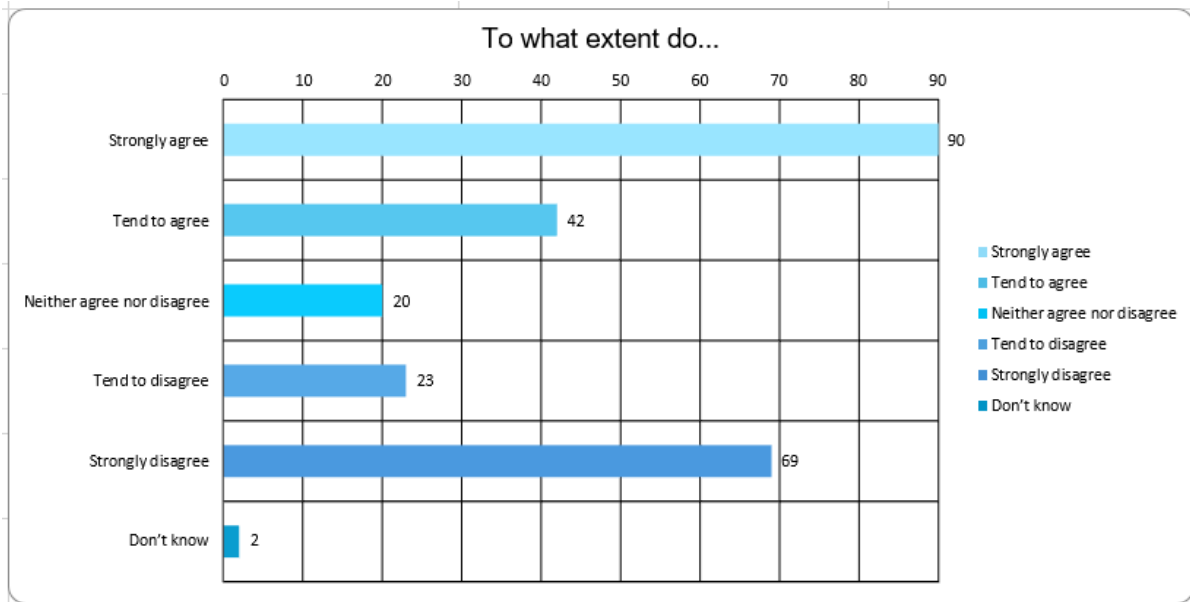


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4.1.9 Q9. To what extent do you agree or disagree with the overall proposed active travel scheme?



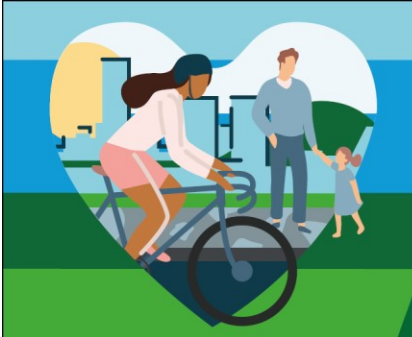
Strongly agree	90
Tend to agree	42
Neither agree nor disagree	20
Tend to disagree	23
Strongly disagree	69
Don't know	2

4.1.10 Q9a. Please tell us, in the box below, the reason for your support or objection to the overall proposed active travel scheme?

There were 196 responses to this question. These responses were grouped into themes as shown in the table below.

Comments in support of the scheme overall

Frequency	Theme / Summation of Comments
46	Good scheme to support the larger Active Travel proposals
34	Safer travel for vulnerable road users / more path space needed
20	Safer layout makes is safer for all / improve paving and reduce hazards
7	Its fine / makes sense



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6	Environmental benefits including reduced noise and air pollution
5	Boost local economy i.e. promoting more people to walk has a positive impact to increased trade for businesses, cafes and bars
2	At school peak periods / school journeys will be safer
2	Support scheme, however without enforcement, it may not work
1	No parking being taken away
1	It will reduce speeding along the route

Some comments that supported the scheme are:

- “This seems a sensible ‘carrot’ rather than ‘stick’ proposal, and should encourage people to use it as intended”
- “We need to encourage walking and cycling and reduce driving”
- “Safer roads. Cycle friendly.”
- “A very congested area. Good for Harvey Grammar school.”

Comments objecting to the scheme overall

Frequency	Theme / Summation of Comments
65	Waste of money, no changes needed / repair footpath
7	Discourage people from shopping and spending
5	Issue when M20 is closed
5	Not enough done to create modal shift
4	Cherry Garden junction will have queues/ will be worse
3	None of the costly changes will help against collision to cyclists
3	Not happy with consultation advertisement and notification
2	Cycle facility on carriageway is needed to remove cyclists from pavement – more cycle lanes
2	Parking restrictions needed instead
1	20mph is not necessary as speeds are low already
1	Create rat runs
1	More needs to be done for all

Some comments that objected to the scheme are:



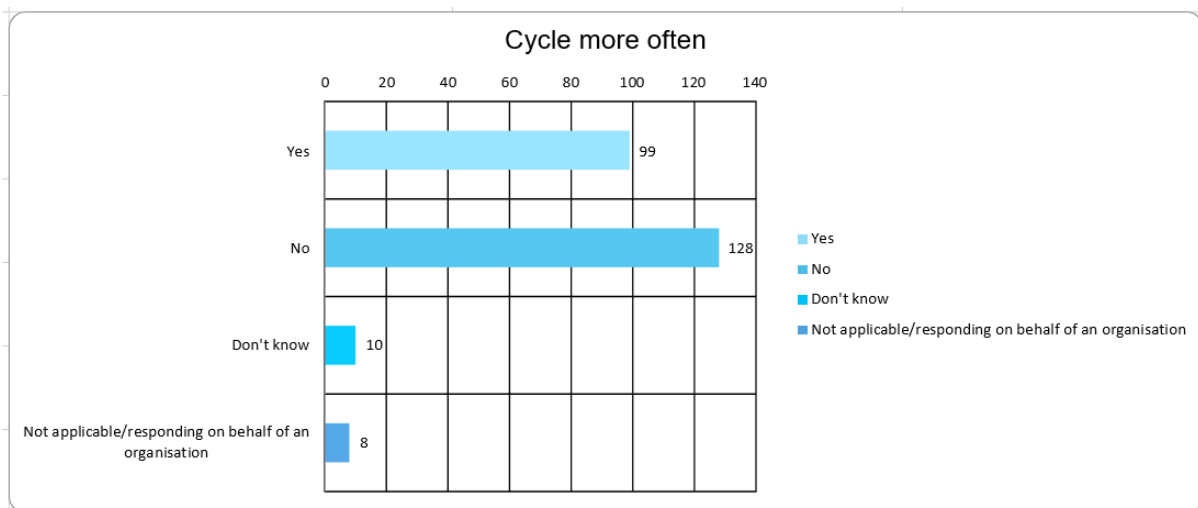
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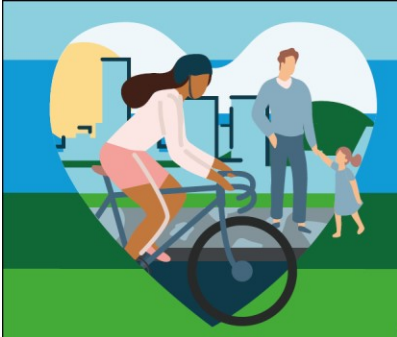


- “Only in so much that it doesn’t go far enough to encourage the use of cycling as an alternative mode of transport.”
- “Money should be spent elsewhere – ridiculous amount of money for very little benefit to a few.”
- “It’s a very busy road, already too slow and congested. Don’t see too many folk riding bicycles on Cheriton Road. Why bother. Oh and I don’t have any problems walking from Folkestone to Cheriton, plenty of space because most people drive!!”

4.1.11 Q10. Would the active travel improvements proposed for Cheriton High Street and Cheriton Road encourage you to...?

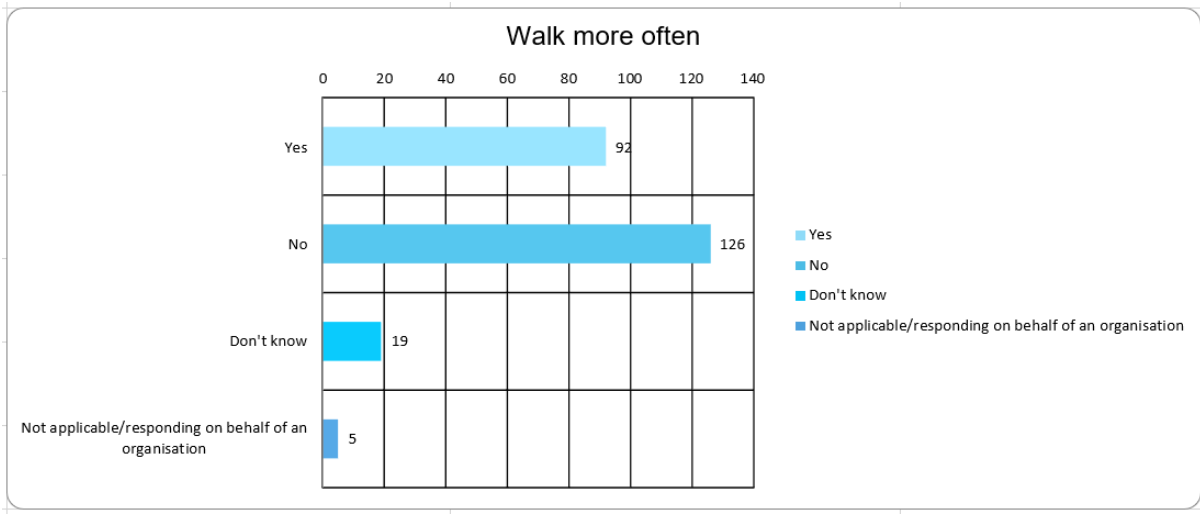


Yes	99
No	128
Don't know	10
Not applicable/responding on behalf of an organisation	8



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Yes	92
No	126
Don't know	19
Not applicable/responding on behalf of an organisation	5



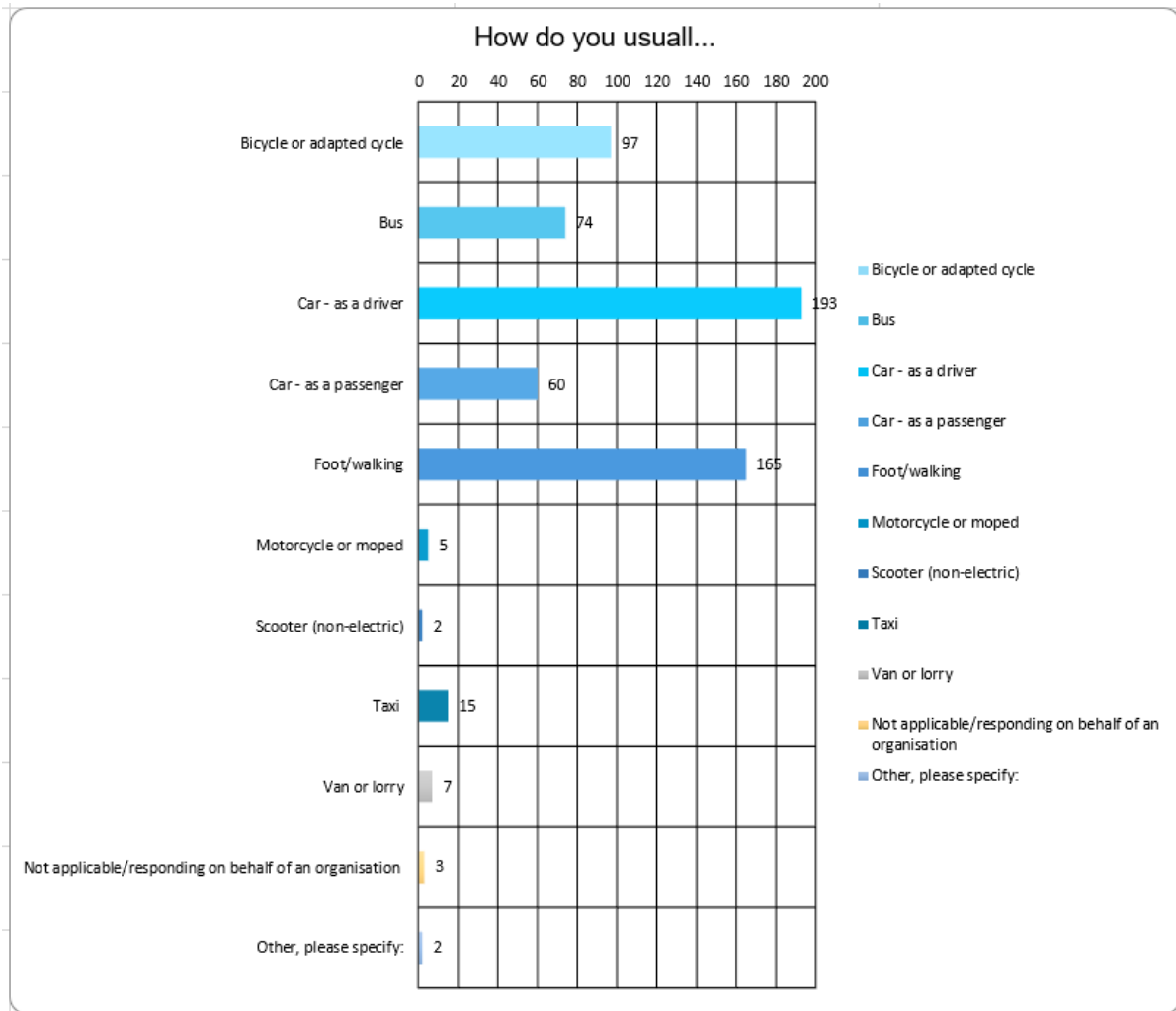
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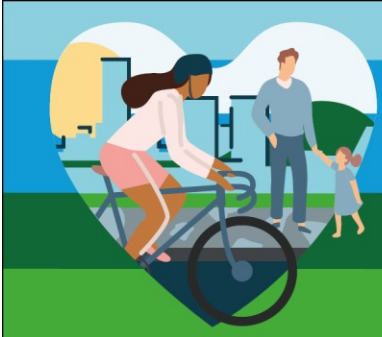


4.1.12 Q4. How do you usually travel in and around Folkestone?

Please note respondents were able to select multiple responses to this question.



Bicycle or adapted cycle	97
Bus	74
Car – as a driver	193
Car – as a passenger	60
Foot/walking	165
Motorcycle or moped	5
Scooter (non-electric)	2
Taxi	15
Van or Lorry	7
Not applicable/on behalf of an organisation	3
Other	2



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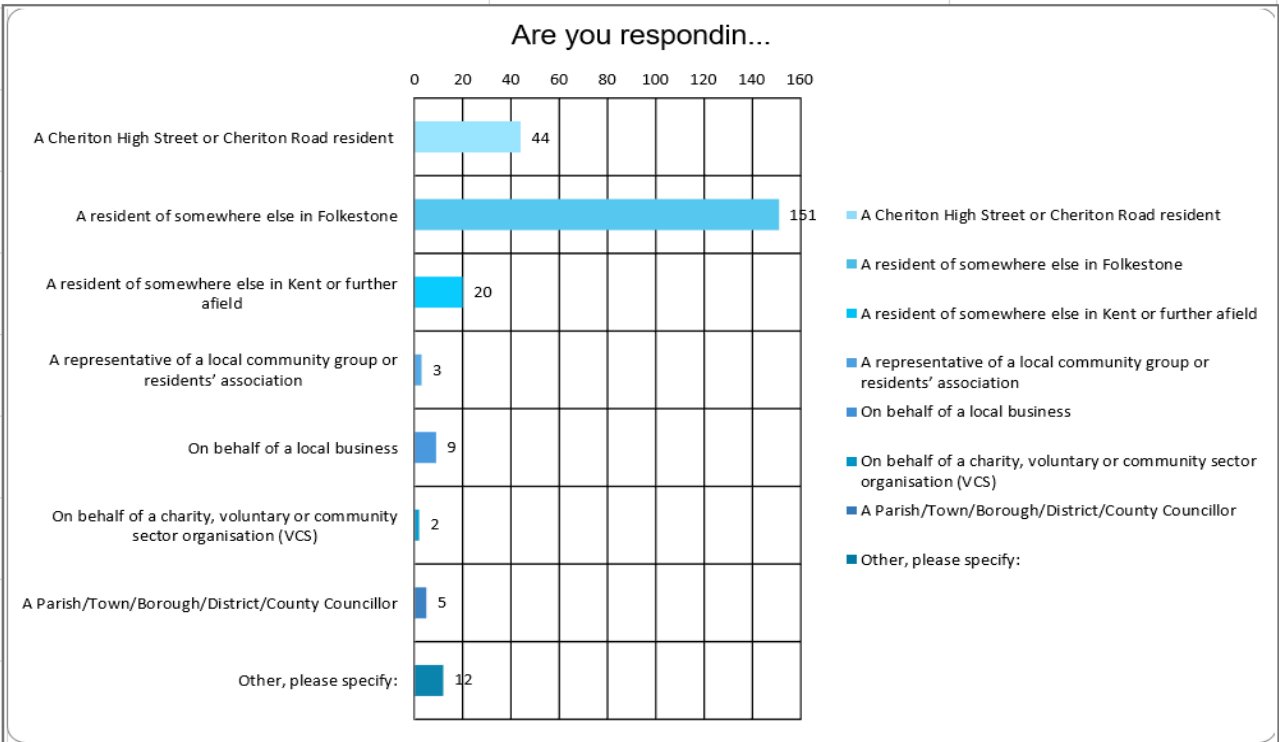


4.2 Respondent demographics

The following section documents the demographics of the respondents. This data was collated using the 'About you' and 'More about you' questions in the questionnaire for the consultation. The 'More about you' questions were optional and a total of 168 respondents answered these.

4.2.1 Q1. Are you responding as a...?

Respondents were asked to select the option that most closely represents how you were responding to the consultation. Of those that responded:



Cheriton High Street or Cheriton Road resident	44
A resident of somewhere else in Folkestone	151
A resident of somewhere else further afield	20
A representative of a local community group or residents' association	3
On behalf of a local business	9
On behalf of a charity, voluntary or community sector organisation (VSC)	2
A Parish/Town/Borough/District/County Councillor	5
Other, please specify:	12



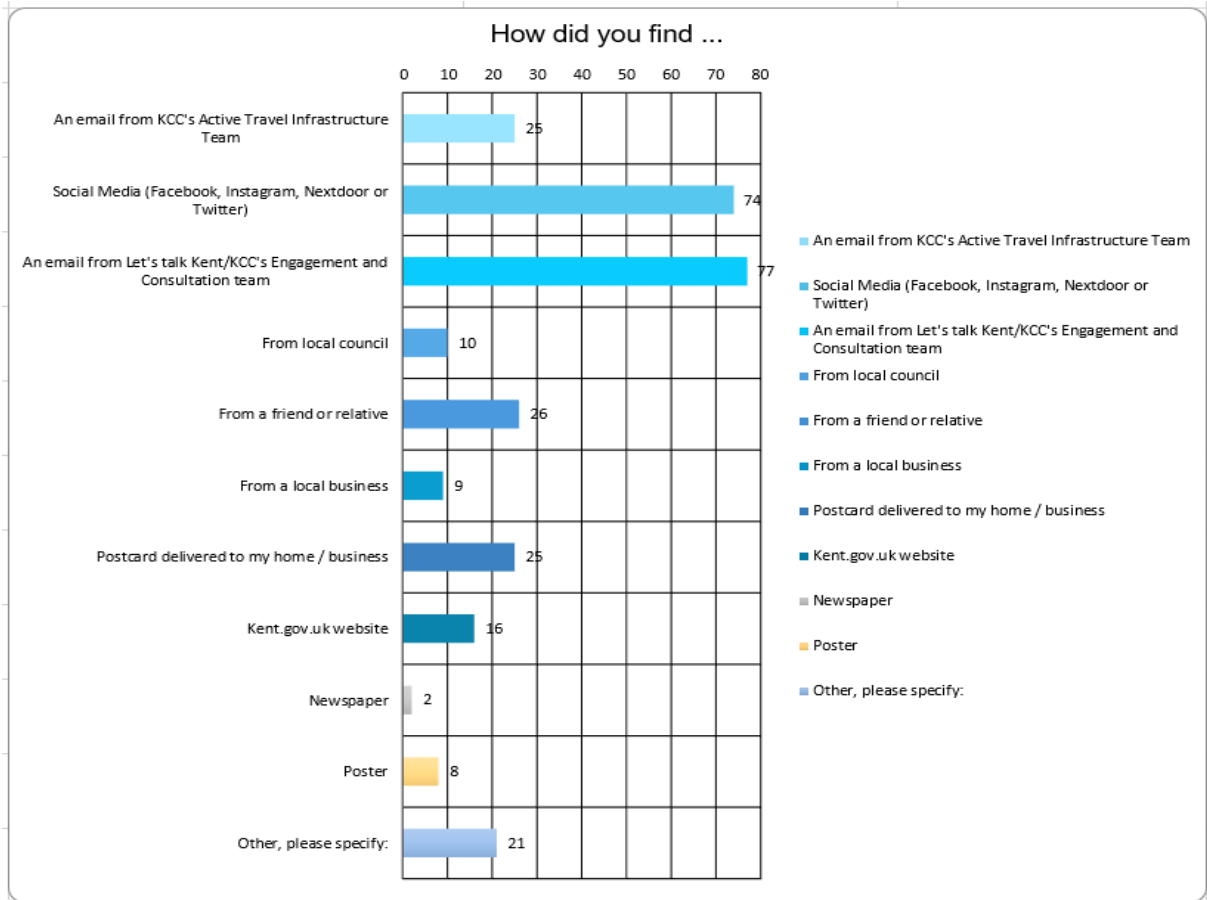
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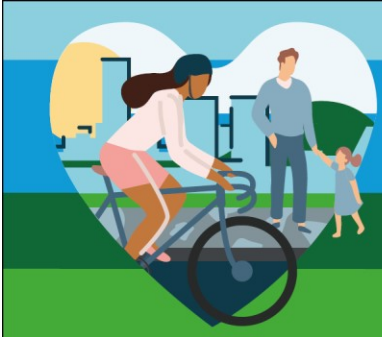


4.2.2 Q3. How did you find out about this consultation?

There were 293 responses to this question. Respondents were able to select multiple responses to this question. Some other specified methods included 'local community group' and 'exhibition at bowls club'.



An email from KCC's Active Travel Infrastructure Team	25
Social Media (Facebook, Instagram, Nextdoor or Twitter)	74
An email from Let's talk Kent/KCC's Engagement and Consultation team	77
From local council	10
From a friend or relative	26
From a local business	9
Postcard delivered to my home / business	25
Newspaper	16
Poster	2
Other	21

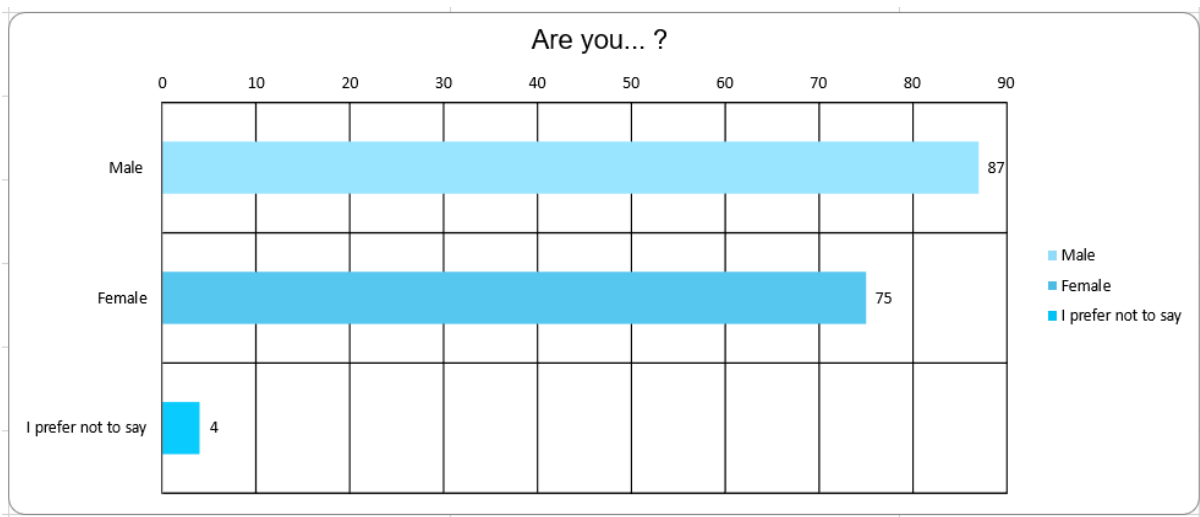


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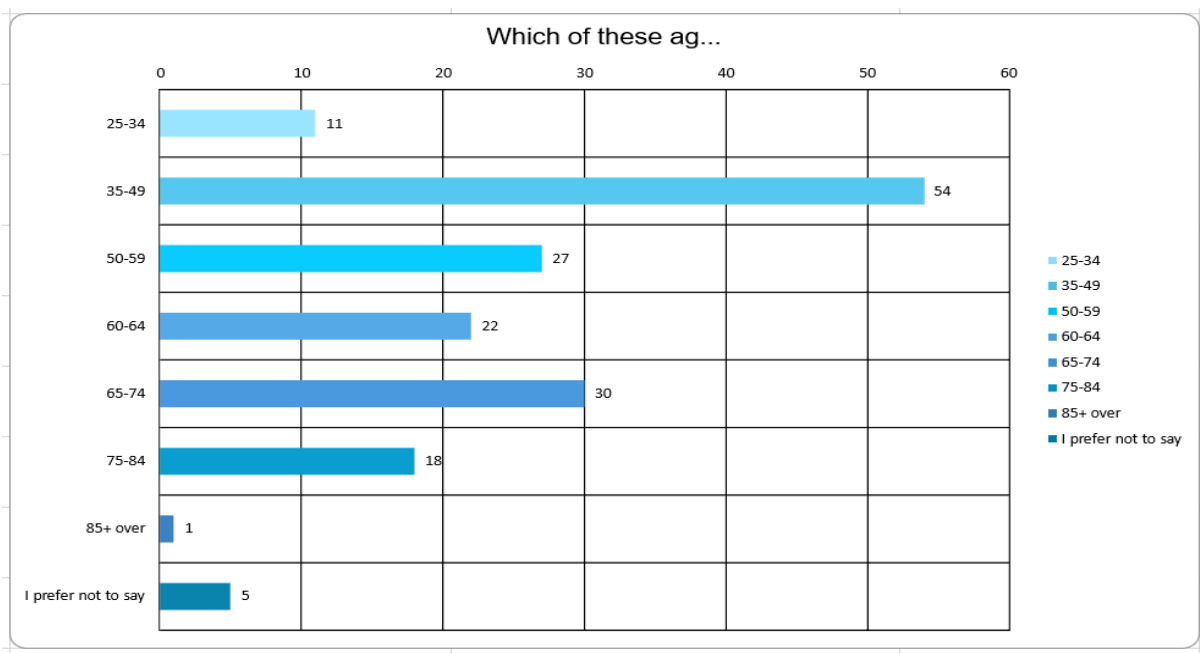
4.2.3 Q12. Are you...? (Sex)

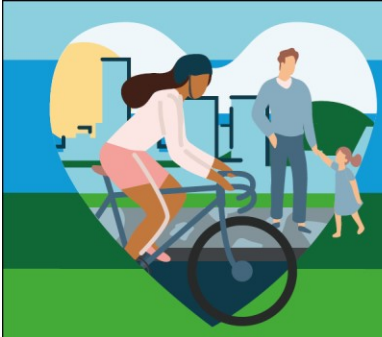


Male	87
Female	75
Preferred not to say	4

4.2.4 Q13. Which of these age groups applies to you?

168 respondents answered this question.





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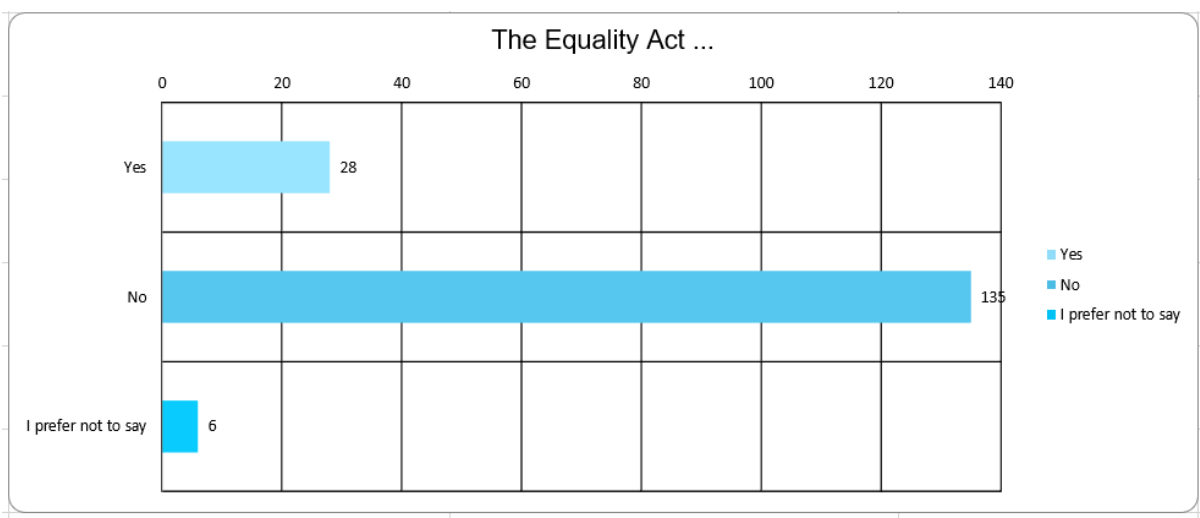


25-34	11
35-49	54
50-59	27
60-64	22
65-74	30
75-84	18
85+ over	1
Prefer not to say	5

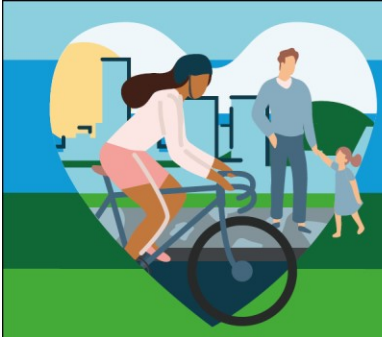
We found that 82% (53 respondents) of those aged under 50-year-olds (25-49 year olds) mainly agreed with the scheme. While only 49% (47 respondents) aged between 50 and 85+ over agreed with the overall scheme.

4.2.5 Q14. Do you consider yourself to be disabled as set out in the Equality Act 2010?

169 respondents answered this question.



Yes	28
No	135
Prefer not to say	6

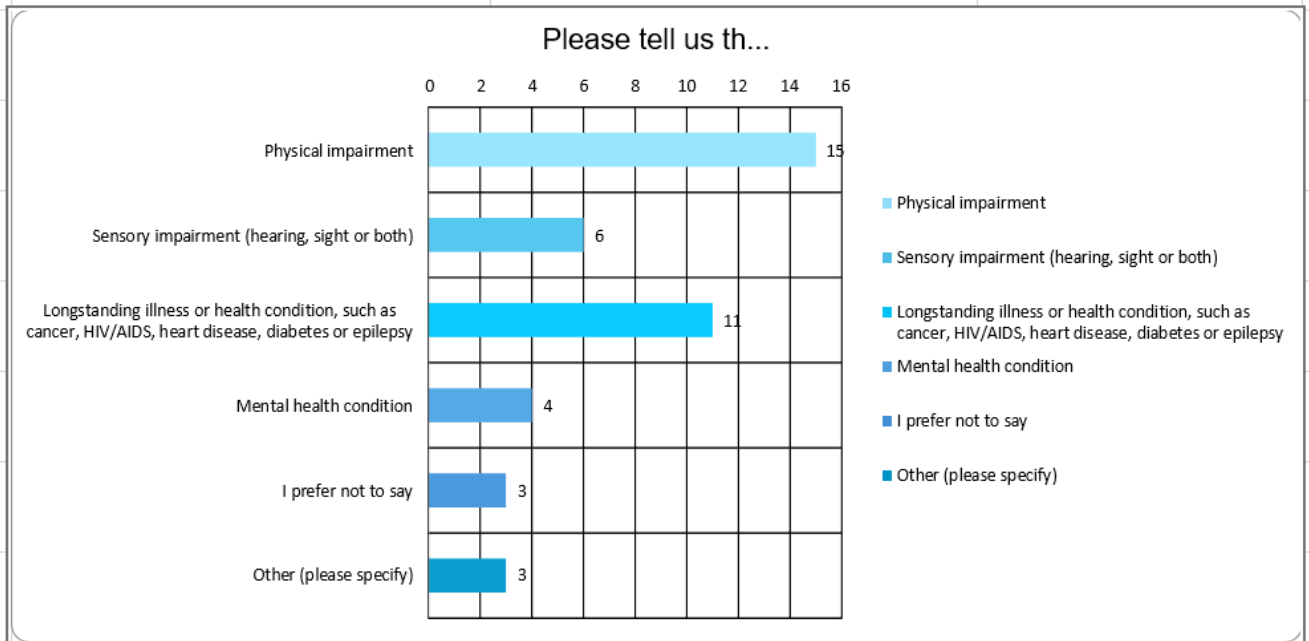


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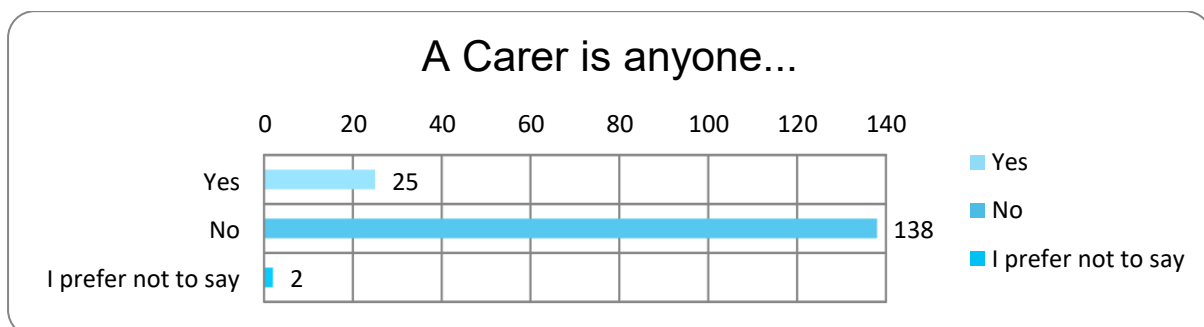
Of those that stated that they did have a disability (Q14a):

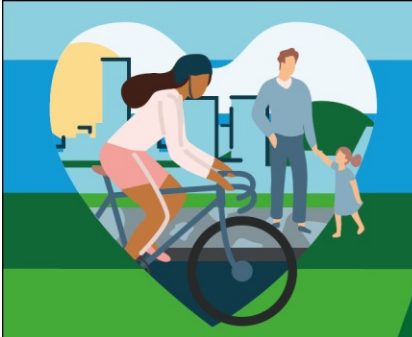


Physical impairment	15
Sensory impairment (hearing, sight or both)	6
Longstanding illness or health condition, such as cancer, HIV/AIDS, heart disease, diabetes or epilepsy	11
Mental health condition	4
I prefer not to say	3
Other	2

4.2.6 Q15. Are you a carer?

165 respondents answered this question.





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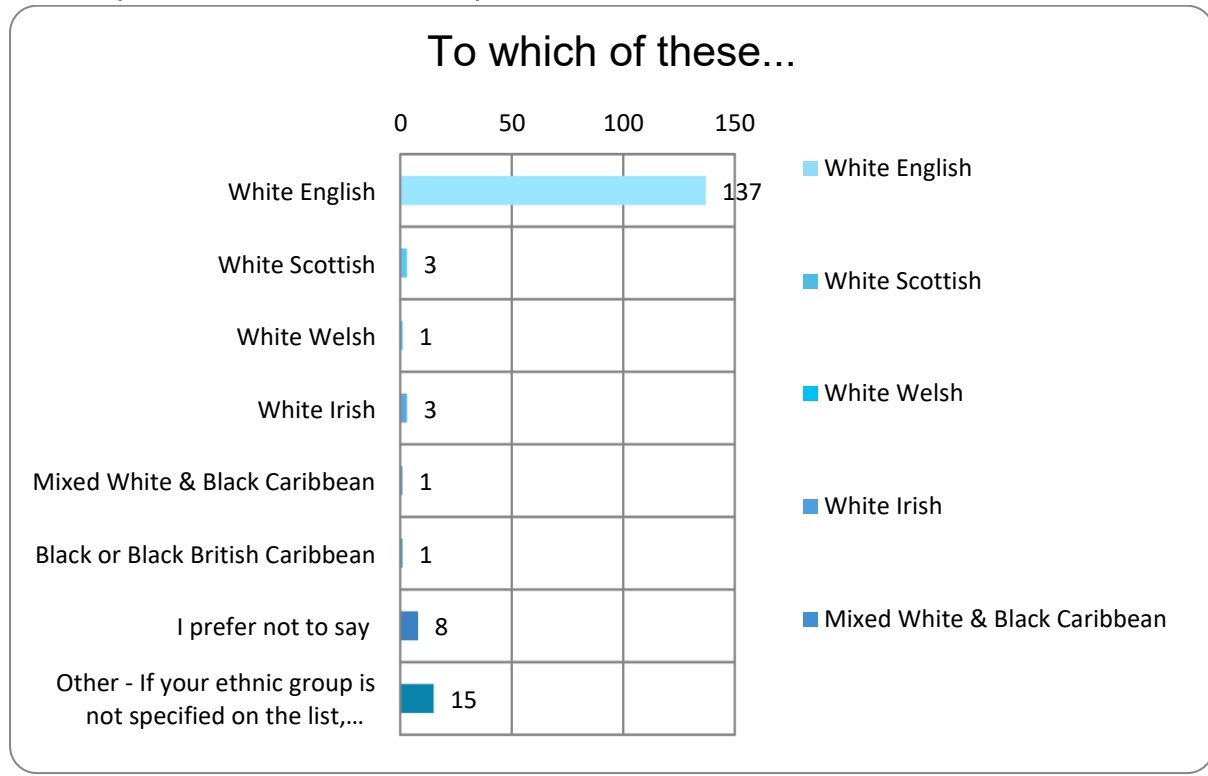
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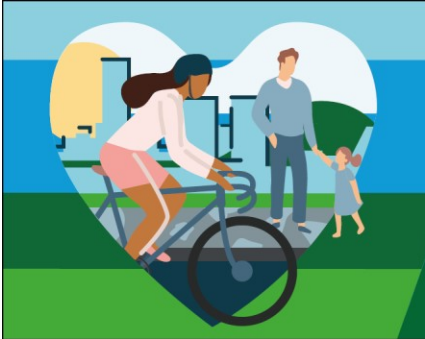
Yes	25
No	138
Prefer not to say	2

4.2.7 Q16. To which of these ethnic groups do you feel you belong? (Source 2011 Census)?

169 respondents answered this question.



White English	137
White Scottish	3
White Welsh	1
White Irish	3
Mixed White & Black Caribbean	1
Black or Black British Caribbean	1
I prefer not to say	8
Other	15



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5. Next steps

Following the feedback from this consultation, the design team will be carefully considering points raised to establish whether further design changes are appropriate and can be made.

It can be seen from the responses received that there is support for the scheme. KCC's recommendation is to now progress the scheme including the potential of a 20mph speed limit to detailed design and construction.

The following actions will be added to address the concern for loss of parking on Cheriton Road by the football club:

- Potential non-mandatory cycle lane along this short stretch, or
- No cycle markings along this short stretch, except cycle symbols on the carriageway as a reminder to drivers

This consultation report will be presented at the Folkestone & Hythe Joint Transportation Board (JTB) held on the 11 September.

If the outcome from the JTB is their recommendation for the scheme to proceed, it will enter the detailed design stage which will involve Active Travel England as scheme funder. Construction is likely to start in Spring 2024 and we will advertise any Traffic Regulation Order's (TRO's) needed for the scheme. A Start of Works Notice will also be published to inform residents, businesses and members of the public.

This report is available on our website www.kent.gov.uk/cheritonat and we will send a notification to those who have provided contact details throughout the process, including stakeholder organisations.