Shepway District Council

Transport Strategy

February 2011

Prepared for

Shepway District Council

Revision Schedule

Transport Strategy
February 2011

Rev	Date	Details	Prepared by	Prepared and Reviewed by	Approved by
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1 Introduction

1.1 Background

1.1.1 URS / Scott Wilson were commissioned by Shepway District Council (SDC) in May 2010 to prepare a Transport Strategy for their district. The remit of the Transport Strategy is to include and consider both transport matters which relate to the existing district area, as well as those relating to the potential Strategic Site allocations which have been made for future development.

1.1.2 The District Council is currently preparing its Core Strategy, which is its lead document for the Local Development Framework (LDF). As such, the Core Strategy has been subject to public consultation at the issues and options and preferred options stages. The Core Strategy preferred options document includes further information regarding potential Strategic Site allocations.

1.1.3 A publication draft of the Core Strategy document is expected to be available for public representations in mid 2011 and submission to the Planning Inspectorate for public examination is scheduled for the latter half of 2011.

1.1.4 The overall objective of this Transport Strategy has been to prepare a sound and robust evidence base, following SDC's Brief dated February 2010, which can feed into the Core Strategy and assist in meeting the requirements of PPS 12 (Local Spatial Planning). In this context, it is also recognised that this approach helps to ensure the conformity of the LDF with PPS12.

1.1.5 With this in mind, the role of the Transport Strategy has been to inform the District Council and its partners of the transport related issues and opportunities that are predicted to result from the delivery of the Core Strategy, identifying appropriate transport measures, where necessary.

1.2 Core Strategy

1.2.1 The Core Strategy preferred options consultation document proposes housing growth of up to around 400 houses per year in the period 2006 to 2026, and the carrying forward of existing employment allocations which are yet to be implemented.

1.2.2 Mixed use development is to be concentrated at up to seven new potential Strategic Sites, with the balance of housing to be made up on smaller new sites, which will be identified through a future Development Plan Document.

1.2.3 The Council has proposed Strategic Option 3 (SO3) as their preferred spatial strategy for the Core Strategy, which includes the following objectives:

- To guide most major development to the largest towns and villages within individual parts of the district (unless a countryside location is essential);
- To provide 300 - 400 new homes a year across Shepway, including increased affordable housing and homes that are adaptable as people age;

- To conserve and enhance the natural environment;
- To provide new jobs by helping existing businesses expand, promoting the start up of local businesses and developing new employers in the district by providing 4 - 14 hectares of land for industrial and office uses in and around the main towns by 2026; and,
- To focus on other key economic sectors across Shepway.

1.2.4 In feeding into the Core Strategy, the Transport Strategy has sought to emphasise the opportunities for the implementation of appropriate sustainable transport measures. In this context, measures which could contribute to the management of transport impacts, especially those that may arise from future development, were prioritised.

1.2.5 In particular, accessibility between the recent High Speed rail service and new developments has been identified for promotion, along with providing improved sustainable transport options for members of the rural communities of the District.

1.3 Advice on Format and Approach

1.3.1 From the outset of preparing the Transport Strategy, a Steering Group was established consisting primarily of representatives of Shepway District Council, Kent County Council, the Highways Agency and URS / Scott Wilson.

1.3.2 Regular Steering Group meetings were held and through this process it was agreed that the Transport Strategy should be prepared with due regard to relevant advice from the statutory authorities and the Planning Inspectorate.

1.3.3 URS / Scott Wilson have therefore liaised closely with Shepway District Council and the Steering Group on the format and approach to be adopted in producing the Transport Strategy. At the initial stages, it was agreed that there were broadly three approaches which could be undertaken to prepare the Transport Strategy, as set out within the 'Local Development Frameworks: Evaluating Transport Impacts' guidance, prepared by the Highways Agency:

A. Full Transport Evaluation (FTE)

The FTE approach is the most detailed of the three options and uses industry standard software. It considers the assessment of Do-minimum and Do-something scenarios, impacts on the Strategic Road Network, cumulative impacts, mode transfer and select link analysis.

B. Non-Quantitative Evaluation (NQE)

The NQE approach is recommended as being appropriate where low levels of development are proposed or where an overall Transport Strategy has been established, following a major study or Multi-Modal Study.

C. Reduced Transport Evaluation (RTE)

The RTE approach represents a 'middle ground' method, based around first principles. The approach builds on the four stage transport modelling process and is similar to that

employed in preparing Transport Assessments, which are prepared as part of planning applications to assess the impacts of developments. This form of analysis is often based on spreadsheet type assessments.

1.3.4 Following consultation with Kent County Council as the local highway authority, as well as the Highways Agency, it was agreed that the RTE approach was most suitable, taking into account the level of development which is proposed for the district, as well as the broad transport characteristics of Shepway.

1.3.5 With this in mind, it was agreed that the preparation of a full transport model of the District (akin to the FTE approach) may overcomplicate the assessment and be excessively onerous. It was therefore agreed that URS / Scott Wilson would utilise a methodology for developing a spreadsheet type assessment of development options which would provide the basis for a detailed evidence base whilst allowing a range of scenarios to be compared and tested.

1.4 Purpose and Structure

1.4.1 This report is the lead Transport Strategy document. Its aim therefore is to collate the technical work undertaken in investigating the existing and future transport network within the District, and to provide a summary of a suite of Transport Strategy Notes which accompany this report, that have been prepared as part of the assessment methodology.

1.4.2 A broad delivery and implementation strategy is also included, which identifies the requirements of the potential Strategic Site allocations, and of the existing transport network.

1.4.3 The remainder of this Transport Strategy report is set out as follows:

- Section 2 sets the context of the Transport Strategy and summarises the methodology which has been employed;
- Section 3 provides an overview to the existing transport situation in Shepway;
- Section 4 provides a summary of the detailed analysis that has been undertaken and links this to the supporting Transport Strategy Notes. Further guidance is provided in this section regarding the implementation of the strategy and in relation to the potential Strategic Site allocations; and,
- Section 5 summarises the conclusions of the Transport Strategy.

2 Context and Methodology

2.1 Core Strategy

Background

2.1.1 The Core Strategy forms part of a wider folder of documents, collectively known as the Local Development Framework. The LDF is the statutory set of local planning policies that form the starting point for the determination of all planning applications.

2.1.2 The Core Strategy looks to the long term (2006 – 2026) spatial planning for the district, and as such it sets the course for Shepway, rather than the detail. As a result, the Core Strategy not only focuses on land use and traditional development but considers wider spatial planning, such as social, physical and economic aspects of local communities, environments and places, including service provision and infrastructure.

2.1.3 In early 2008, the Core Strategy was subject to public consultation at the issues and options stage. This involved asking local residents, organisations and other interested parties for their views of the future of the District, in particular to the following 'Big Decisions':

- What is the best pattern of development across the District?
- What type of development is best for the District?
- What will drive development in the District?

2.1.4 Following this process, and with consideration of the evidence, views and information received, the Council published their preferred options, and these were also subject to consultation, in this case during the summer of 2009. The 'Preferred Options' document sets out the proposed overall vision for the District, as discussed below.

Vision

2.1.5 The proposed vision for Shepway is suggested as follows:

"By 2026, all parts of Shepway will have developed their strengths and the district will have flourished into a distinct area of quality coast and quality countryside"

2.1.6 It was anticipated that the vision would be achieved through:

- Planning for a smart, self-confident and secure district; and,
- Enhancing the district's diverse and special environments.

2.1.7 In order to realise the vision for Shepway, it was proposed that there would be three key themes, or 'big issues' in the District, that would be considered as priorities. **TABLE 2.1** provides a summary of each of these issues.

TABLE 2.1 Key Themes of the 'Preferred Options'

Key Theme	Further Details
A - Capitalising on East Kent's growth	The opportunity exists for the district to compete with destinations in eastern Kent to capitalise fully on planned infrastructure improvements and growth
	Shepway's towns need further increases in their quality of life to tackle deprivation and remain attractive
B - Tackling local implications of sea level and climate change	This is a major challenge to the management of the precious and varied landscapes and habitats within the district
	Global changes also mean Shepway needs to address specific local flooding, drinking water, and energy issues
C - Addressing changing household and service needs	Shepway needs to deliver high quality housing, community facilities and employment to meet the needs of changing local households
	This is especially important given the needs of a substantially older district population by 2026

Delivery

2.1.8 It is important that the overall approach to delivering the preferred options provides an adequate supply of both housing and employment to meet the **vision** for Shepway, and to address the three **key themes** that have been identified.

2.1.9 As discussed previously, a series of overall strategic options were subsequently considered, with SDC subsequently identifying that the preferred delivery option would be **Strategic Option 3 (SO3)** (see **SECTION 1** for further information).

2.1.10 In order to meet the predicted housing, community and employment demands of SO3, the Council have identified seven new potential Strategic Sites across the District as areas which are potentially suitable for new mixed use development to be located. It should be noted that for the purposes of the Transport Strategy, an eighth site (Nickolls Quarry) has also been included, as this site has recently been granted planning permission and will contribute to the overall strategic development objectives within the District. These eight sites are discussed in greater detail below.

2.2 Potential Strategic Sites

2.2.1 The eight identified sites are located across the District and consist of sites of varying size and characteristics. As such, their potential uses differ both in terms of development quantum and use. The location of each of the sites is illustrated at **FIGURE 2.1**.

2.2.2 **TABLE 2.2** provides greater detail of the order of development which has been considered thus far, at each of the sites.

TABLE 2.2 Potential Strategic Site: Development Levels (2010 estimate)[1]

Potential Strategic Site	Development Levels
New Romney	400 residential dwellings, plus open space
Folkestone Seafront	1000 residential dwellings, restaurant / bar uses and possible water-sports
Nickolls Quarry[2]	*1050 residential dwellings, plus employment (15000sqm) and commercial (5000sqm)*
Risborough and Napier Barracks	900 residential dwellings, improved MOD facilities, open space and community facilities including GP Surgery
Hawkinge	300 residential dwellings and extension to Battle of Britain Museum
Folkestone Racecourse	400 residential dwellings, local shops and small amount of office development, community facilities
Lympne Airfield	400 residential dwellings, open space and recreation facilities
Sellindge	300 residential dwellings, open space and recreational facilities

[1] At the commencement of this study in 2010, it was considered that the most reliable and appropriate development levels to utilise were those published in the LDF Core Strategy preferred options document.
[2] Nickolls Quarry development has been granted planning permission

2.2.3 In order for the Transport Strategy to reflect the characteristics of each of the development sites and reflect the context of development proposals at each of the identified locations, meetings were held between SDC, URS / Scott Wilson and developer representatives of each of the potential Strategic Sites.

2.2.4 It should be noted that further discussions were not held with representatives of the Nickolls Quarry development however, as the scheme had already received planning consent, prior to the Transport Strategy being prepared.

2.2.5 The developer meetings identified that each of the sites are at different stages of the planning process, with some development options being at the early development feasibility stages and others already having masterplans being prepared.

2.2.6 Where appropriate, the Transport Strategy has looked to take into account both the development aspirations which have been set out as part of the 'Preferred Options', as well as the discussions which have taken place with the associated application teams.

2.2.7 Further information regarding each of the potential Strategic Sites is provided below. In each case, an accessibility plot of each site has been provided, which has been prepared by Kent County Council using their Accession accessibility software.

New Romney

2.2.8 The proposed New Romney site is located on the western border of the town, between Cockreed Lane and Rolfe Lane. It is anticipated that the site may be suitable for a development of approximately 400 residential dwellings, plus open space.

2.2.9 **FIGURE 2.2** indicates that New Romney is accessible via a range of modes of transport, including walking and bus. It is anticipated that the town centre facilities will be a 5 – 10

minute walk from the proposed site, with access to Lydd and Dymchurch being provided by the existing bus network.

Folkestone Seafront

2.2.10 The Folkestone Seafront site is located in the Folkestone Harbour area, along Marine Parade and is one of the largest site allocations which have been identified in Shepway. The development proposals for this site include the provision of approximately 1000 dwellings, restaurants / bars and possible water-sports facilities.

2.2.11 As such, the considered delivery of the development will be extremely important as the site is expected to deliver both homes and places of employment for people to live and work, as well as sites for leisure and recreation, for people to visit.

2.2.12 It is understood that the applicant teams 'vision' for the development is in the process of being translated into a detailed development masterplan, and it is noted that discussions with Shepway District Council and Kent County Council, concerning the potential impact of the proposals are on-going.

2.2.13 The proximity of the site to Folkestone town centre means that there are a range of transport services which are available in the nearby area, as shown in **FIGURE 2.3**. There is a significant grade difference between the site and town centre however and the one-way system in the town are likely to contribute to a lower level accessibility than may be initially expected.

Nickolls Quarry

2.2.14 This Strategic Site was granted planning permission in May 2010 for a development of 1050 dwellings, plus associated community facilities and employment. The site is located to the north of the A259 Dymchurch Road, and is bordered by the Romney, Hythe and Dymchurch railway line to the north west, Palmarsh Avenue to the north east, and Botolphs Bridge Road to the south west.

2.2.15 Further details concerning the development are available through Shepway District Council's planning database, using application number Y06/1079/SH.

Risborough and Napier Barracks

2.2.16 This site is located on existing Ministry of Defence (MoD) land, to the west of Folkestone town centre. As such, the potential development for the site is expected to provide improved MOD facilities, approximately 900 dwellings, open space and community facilities, including a GP surgery.

2.2.17 As presented in **FIGURE 2.4**, the site is accessible to various modes of sustainable transport, and benefits from its location in proximity to Folkestone and specifically Cheriton, as well as Folkestone West rail station.

Hawkinge

2.2.18 The Hawkinge site consists of three parcels of adjacent land, located to the west of the town centre, off Aerodrome Road. It is anticipated that due to the size of the site, it will accommodate approximately 300 residential dwellings, and will include an extension to the existing Battle of Britain Museum.

2.2.19 It is understood that a planning application has been made for a separate mixed use development in Hawkinge (although this does not form part of the potential Strategic Site allocations), located off Haven Drive. This potential development has been considered within the Transport Strategy and further information is provided later in this document.

2.2.20 The Hawkinge site itself is accessible by bus, although is located further from the main High Street of the town than may be appropriate for some users to walk. **FIGURE 2.5** illustrates the accessibility of the site.

Folkestone Racecourse

2.2.21 The Folkestone Racecourse site has been identified as a potential location for a development of approximately 400 residential dwellings, local shops and employment. This development would be combined with the reconfiguration and upgrade of the racecourse and associated facilities.

2.2.22 A provisional masterplan has been prepared for the development, with a series of consultation events being held in 2010. The masterplan identifies Westenhanger rail station as a key means of sustainable transport, as access to the site by other modes such as walking or bus is limited. An accessibility plan for the site is provided at **FIGURE 2.6**.

Lympne Airfield

2.2.23 The Lympne Airfield site is located to the north west of Lympne, and is bordered by Aldington Road to the south, and the Lympne Industrial Estate to the west. The Core Strategy suggests that the site may be suitable for approximately 400 residential dwellings, open space and recreational facilities.

2.2.24 In June 2010, the site developer held a two day public consultation event, presenting three potential masterplan options for the site, with a view to obtaining local views on the best way to develop the site. A bus service is available in the vicinity of the site but again, given the location of the site, access to sustainable modes is reduced compared with more urban areas. An accessibility plan for the site is provided at **FIGURE 2.7**.

Sellindge

2.2.25 A specific site to the east of the village of Sellindge has been included in the Core Strategy preferred options consultation with potential to accommodate approximately 300 residential dwellings.

2.2.26 As a result of public feedback, the potential of the village has been investigated through a special Rural Masterplanning Fund project which is scheduled to be completed in early 2011. To date, this has identified two alternative ways in which residentially-led mixed use development could deliver community priorities (including a village green and traffic calming). These options were developed with the community and subject to public consultation in December 2010.

2.2.27 It is understood that the site masterplanning process is at its early stages, but that there are opportunities to integrate with the 'village centre'. Bus travel is available nearby and an accessibility plan for the site is provided at **FIGURE 2.8**.

2.3 Assessment Methodology

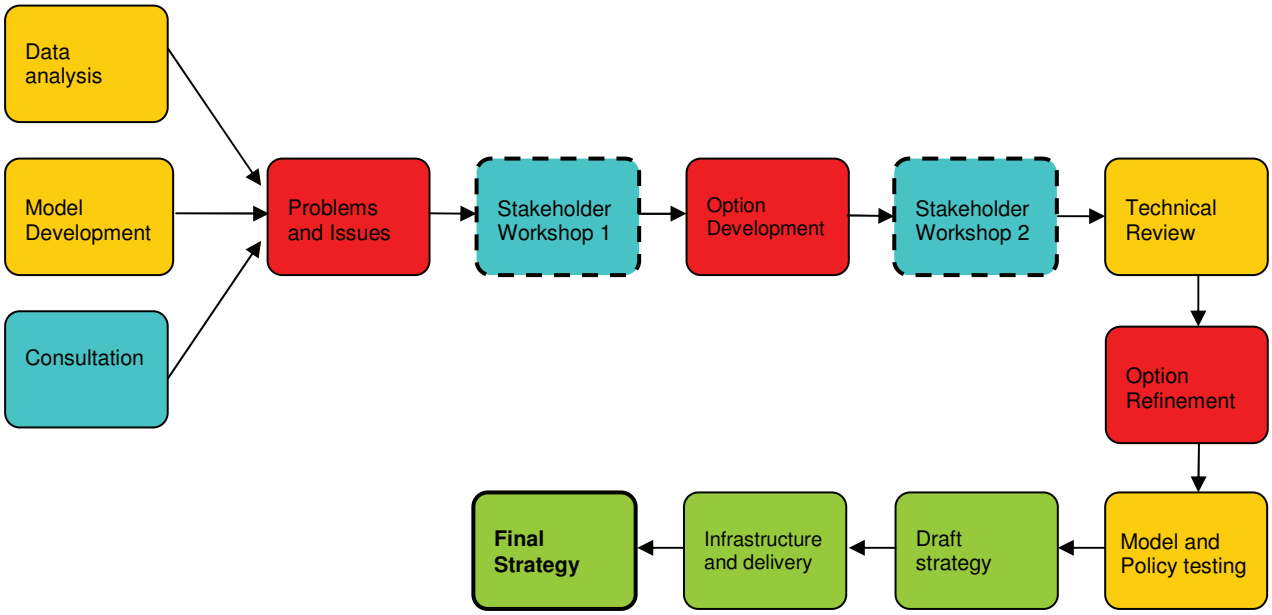
2.3.1 Whilst a key aspect of the Transport Strategy is to consider the potential Strategic Site allocations and the associated development options, the Strategy first sought to establish a detailed understanding of the existing transport environment within the District.

2.3.2 As such, an assessment methodology was developed which placed its emphasis on identifying the existing issues as well as areas of success, with the transport network in Shepway. Through understanding the areas of concern within the existing transport network, potential solutions were able to be considered and refined according to the specific demands of the District.

2.3.3 Liaison with SDC and other key stakeholders (including Kent County Council and the Highways Agency), allowed the preferred approach to undertaking the assessment and preparing the Transport Strategy to be established. The resultant approach could then be broken down into a number of stages, commencing with data gathering and analysis, followed by consultations at the issues and options stages, prior to the detailed assessment and modelling tasks, which would then lead into the preparation of the Transport Strategy.

2.3.4 The approach is illustrated below at **FIGURE 2.9**.

FIGURE 2.9 Transport Strategy - Approach



2.3.5 The 'approach' shown in the Transport Strategy illustration was colour coded according to the broad strategic elements that together form the overall assessment methodology:

- Yellow – relates to **Technical Work** and Analysis;
- Blue – refers to **Consultation** events or Workshops;
- Red – corresponds to the establishment and review of '**Issues**' and '**Options**'; and,
- Green – represents a **Deliverable**.

2.3.6 Further information on the approach is provided below:

Technical Work

2.3.7 A substantial amount of technical work has been undertaken through the development of the Transport Strategy, including the development of a District wide highway spreadsheet model. This model considers the key links and junctions within Shepway, and includes calculations concerning the potential growth in traffic on a year-by-year basis up to 2026 (the final year of the Core Strategy), and potential additional traffic associated with the potential Strategic Sites and other committed developments.

2.3.8 The highway model has been developed through consultation with Shepway District Council, Kent County Council (acting as the local highways authority) and the Highways Agency. As such, the model was subject to technical review at two different stages by SDC, KCC and the HA.

2.3.9 The first review was undertaken following completion and calibration of the baseline version of the model, which compiled all of the observed traffic data which was supplied and obtained for the District.

2.3.10 The second review took place following the completion and calibration of the Core Strategy year (2026) scenarios, which incorporate a range of identified committed developments, project background traffic growth as well as the potential Strategic Site developments.

2.3.11 The full methodology associated with the preparation of the highway spreadsheet model is provided in two Strategy notes that have been prepared as part of the Transport Strategy. These are entitled '**Spreadsheet Model Report**', which was prepared in advance of the spreadsheet model being built for sign off by the Steering Group, and the '**Highways Impact Report**', which was prepared following the completion of the modelling work.

2.3.12 Alongside the preparation of the highway model, research has been undertaken concerning the operation of the public transport system within Shepway, and meetings have been held with the major public transport operators, and appropriate members of SDC, KCC and the HA.

Consultation, Issues & Options

2.3.13 As discussed, the importance of consultation with key stakeholder groups was recognised from the outset of the Transport Strategy. An engagement process was therefore agreed with the Steering Group and implemented, and two workshop events were subsequently held in Folkestone in June and July 2010, respectively.

2.3.14 The purpose of these consultation events was to obtain the views of the local stakeholders concerning the issues of a number of different modes of travel within Shepway.

2.3.15 As such, at the first workshop event, the stakeholders were split into groups relating to their particular interest(s) and a mode based approach to travel within the District was taken. The workshop allowed a number of issues to be identified that were of concern to existing users of the transport network.

2.3.16 At the end of the event, opportunity was provided to discuss each mode of travel with the wider audience, and a vote was held concerning the main priorities that the Transport Strategy should address.

2.3.17 Following the event, a summary note was issued to all attendees and to those that were invited, but were unable to attend. This information was then used to provide a focus for the investigations concerning the Transport Strategy, and provided a basis for a number of Transport Strategy Notes that present the evidence base and wider detail of the issues for each mode of travel.

2.3.18 The same stakeholders were invited to the second, follow-up workshop event, which focussed on discussing solutions to the identified issues. A series of measures and actions were presented, responding to these issues. Again, these were categorised according to mode, although it was recognised that the proposed measures and actions may cross between modes.

2.3.19 The second half of the workshop provided a focus on the potential Strategic Site allocations themselves. The objective of this exercise was to provide an initial discussion concerning the potential transport implications and requirements of each site, and to identify specific measures and actions that should be applied to the sites, should they be developed.

2.3.20 Again, a summary note was issued to all attendees, and to those who were unable to attend the event. The information presented and discussed at these workshop events was then used within each of the Transport Strategy Notes. The **'Workshop Summary'** notes are included with this Transport Strategy.

2.3.21 Outside of the workshop events, further liaison was undertaken with key operators of public transport services within the District, such as Stagecoach and Southeastern, as well as Network Rail. These meetings explored the existing situation and future strategy of the public transport operators, for inclusion within the Transport Strategy itself.

2.3.22 Additionally, the Notes include discussions of the potential Strategic Site allocations and potential impacts on the transport environment within the District. Meetings have been held with all of the respective site developers / agents, to establish the progress of each masterplan, and their aspirations for development.

Delivery

2.3.23 As discussed, the information gained through the consultation process, along with discussions with SDC, KCC and the HA, were used to provide a focus for a number of mode based Transport Strategy Notes, as follows:

- Transport Strategy Note – Walking, Cycling and Leisure
- Transport Strategy Note – Bus Travel
- Transport Strategy Note – Rail Travel
- Transport Strategy Note – Smarter Choices
- Transport Strategy Note – Parking
- Transport Strategy Note – Spreadsheet Model Report

- Transport Strategy Note – Highway Impact

2.3.24 Each of the Transport Strategy Notes were issued to the Steering Group during November and December 2010 for review and these documents were then circulated more widely amongst the officers of Shepway District Council, Kent County Council and the Highways Agency's term consultant. Comments were received on the documents and final versions were prepared in January 2011.

2.3.25 Copies of all of the mode specific, Final Transport Strategy Notes are included with this Transport Strategy Report. Notwithstanding this, summaries of each of the Notes are included within this document (see **SECTIONS 3** and **4**).

3 Existing Situation

3.1 Context

3.1.1 Throughout the production of the Transport Strategy, consideration has been taken of the existing situation, in transport terms, of the District. As such, this has included analysis of appropriate policy, data and issues, which help form a picture of the transport characteristics of Shepway.

3.2 Policy Review

3.2.1 Where appropriate, each Transport Strategy Note took into consideration existing policy guidance in relation to the primary transport mode it refers to. As a guide however, the following documents have been considered as part of the Transport Strategy:

National Planning Guidance

- DfT Circular 02 / 2007: Planning and the Strategic Road Network
- DfT (2007) Guidance on Transport Assessments
- DfT White Paper (2007): Delivering a Sustainable Railway:
- Planning Policy Guidance 13: Transport
- Planning Policy Statement 1: Delivering Sustainable Development
- Planning Policy Statement 7: Sustainable Development in Rural Areas
- Planning Policy Statement 12: Local Spatial Planning
- DfT (2008) The Essential Guide to Travel Planning
- DfT (2009) Low Carbon Transport: A Greener Future
- DaSTS – Regional Transport Board Report 12 March 2010

Regional Planning Guidance

- Kent Local Transport Plan 2 (2006-2011)
- Kent Local Transport Plan 3 (2011-2016)
- KCC Guide to Development Contributions and the Provision of Community Infrastructure
- KCC SPG 4: Kent Vehicle Parking Standards
- Kent County Council Interim Guidance Note 3, Residential Parking
- New Ways 2 Work: Best Practice Guide to Travel Plans in Kent
- Cycling Strategy for Kent 2006-2011

Local Planning Guidance

- Shepway Local Development Framework - Core Strategy: Preferred Options

- Shepway Local Development Framework Annual Monitoring Report
- Strategic Housing Land Availability Assessment (SHLAA)
- Evaluating Transport Impacts of Local Development Frameworks - Advice letter from the HA to LDF teams in LPAs - August 2007
- Shepway Cycling Plan

3.2.2 Additional best practice guidance such as the Manual for Streets (versions 1 and 2), has also been considered during the preparation of the Transport Strategy. References are included within the detail Strategy Notes, as appropriate.

3.3 Data Gathering

3.3.1 A significant amount of information was gained from the two workshop events and through liaison with site developers and public transport operators. However; in addition to the stakeholder consultations, a requirement of the Transport Strategy was for it to build upon a sound and credible evidence base, using appropriate data and background information.

3.3.2 As detailed in the individual Transport Strategy Notes, a number of sources of information have been interrogated as part of the analysis. These include, but are not limited to, the following:

National Databases

- Office of National Statistics: Census Database (2001)
- Department for Transport: TEMPRO database (planning data projections)
- Highways Agency: TRADS database (traffic survey data)
- Highways Agency: LATS database (traffic survey data)

Information held by Kent County Council

- Traffic Survey data (historic and current)
- Road safety (Personal Injury Accident) data
- Junction geometry and traffic signal information
- Accession (accessibility) plots
- Travel Plan data

Information held by Shepway District Council

- Traffic Survey data (from planning applications)
- Car parking and utilisation data
- Base mapping
- Information regarding major employers in the district
- Committed and proposed development details

Consultation exercises / Meetings

- Steering Group meetings
- Stakeholder Workshops
- Public Transport Operator meetings
- Developer meetings

Primary / Site based information

- Traffic surveys (to fill 'data gaps' in the network)
- On site surveys and photographs
- Parking surveys
- Public transport interchange surveys
- Walking and cycling audits
- Highway performance and queue data

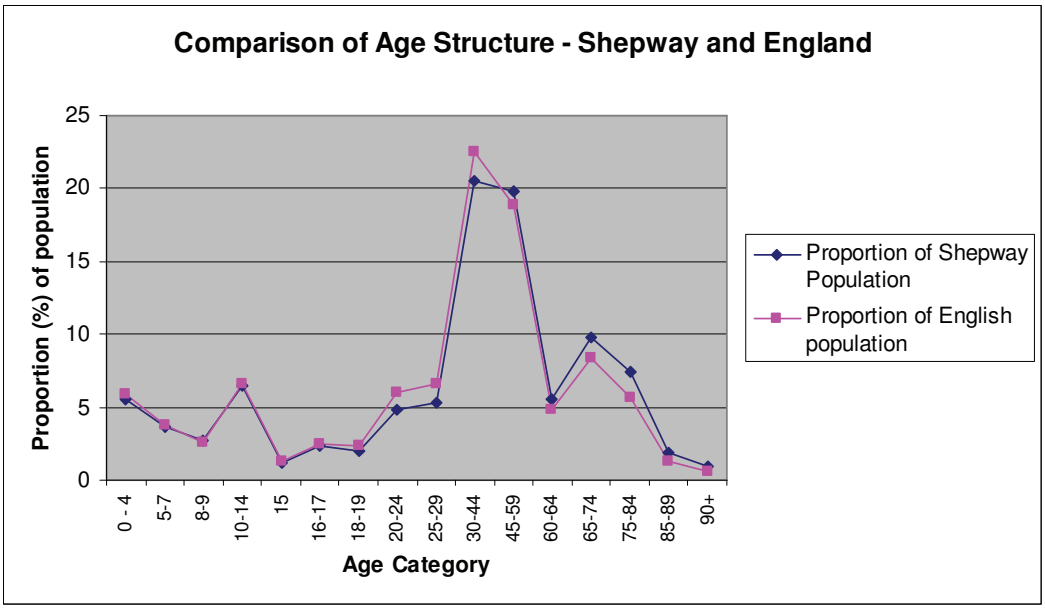
3.4 Baseline Conditions

3.4.1 In establishing the baseline transport characteristics for the Shepway District, a number of data sources were consulted, as referred to above. A brief summary of this baseline analysis is presented below.

Population

3.4.2 According to the 2001 Census, the Shepway District had a resident population of approximately 96,238 people (46,052 males and 50,186 females). The population profile for the dataset is comparable to trends for England, as presented below at **FIGURE 3.1**.

FIGURE 3.1 Shepway (and England) Population and Age Composition

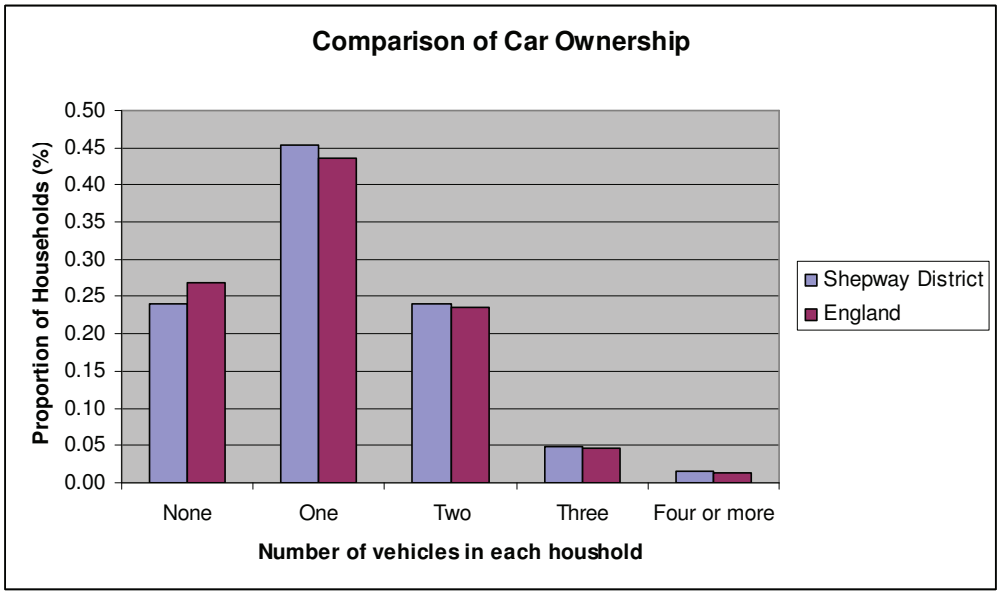


Car Ownership

3.4.3 Census information has been used to establish the existing (2001) levels of car ownership within the District, compared to England as a whole. This indicates that approximately 76% of households within Shepway own one or more cars, compared to 73% throughout England.

3.4.4 These trends are also reflected by the average car ownership rates for Shepway (1.15 vehicles per household), compared to England (1.11 vehicles per household). **FIGURE 3.2** provides further details concerning car ownership.

FIGURE 3.2 Car Ownership Comparison – Shepway and England



3.4.5 The slightly higher than average car ownership rate of Shepway is reflected by the slightly lower proportion of households with no cars, when compared England as a whole. Overall however, Shepway demonstrates a similar level of car ownership when compared to the national average.

Travel Characteristics and Mode Choice

3.4.6 The 2001 Census database provides information such as the main mode of travel, for journeys undertaken for work purposes. Analysis of the database indicates that approximately 59% of the Shepway working population travel to work by car, which is slightly higher than the average for England.

3.4.7 Notwithstanding this, the proportion of people working from home (10%), travelling as a car passenger (7%) and travelling on foot (12%) were all slightly in excess of England average values.

3.4.8 A full breakdown of this analysis is provided below in **TABLE 3.1**.

TABLE 3.1 Journey to Work Census Data – Mode of Travel (Shepway and England)

Mode of Travel	Percentage Mode Share (%)	
	Shepway	England
Home	10	9
Underground	0	3
Train	3	4
Bus	4	8
Motorcycle	1	1
Car Driver	59	55
Car Passenger	7	6
Taxi	1	1
Bicycle	2	3
Foot	12	10
Other	1	0

3.4.9 As illustrated above, comparison of the journey to work mode share for Shepway and England indicates that the District has a higher than average proportion of people driving to work (59% vs 55%) and a lower than average modal share of bus use (4% vs 8%). It should be noted that this represents journeys to work only, and may not be representative of the overall modal share within the District (or England).

Movement Patterns

3.4.10 Using 2001 Census Journey to Work data, the movement patterns of residents of the District can be observed. As illustrated in **FIGURES 3.3** and **3.4**, the data indicates that of those workers who drive to their place of employment, approximately 65% of residents drive to work within the District itself, with 12% driving to work in Ashford. Approximately 5% of those driving into the District for work live in Ashford.

3.4.11 When considering rail travel, approximately 50% of Shepway residents travelling to work by train work in London, whereas 5% of those travelling by train to the District for work live in London. It should be noted however, that this information is based on the 2001 Census and as such, does not include an allowance for the completion of the High Speed rail connections between Shepway and London.

3.4.12 It is anticipated that the High Speed rail link will have an important role to play in the promotion of sustainable modes of transport within the District, and could encourage residents to consider changing the way they travel to work and wider travel patterns. In particular, the High Speed railway could lead to a reduction in the number of car trips to areas served by the rail network, particularly employment hubs such as Ashford and London.

3.4.13 Aside from trips made by commuters, analysis of highway based transport data has confirmed anecdotal evidence that the District experiences considerable fluctuations in traffic levels throughout the year, particularly related to tourism. As such, higher levels of

traffic have been observed to occur during summer months (particularly in August), as well as at Christmas.

Accessibility

3.4.14 Through liaison with KCC, a series of plots have been produced illustrating the accessibility of the major urban centers of the District, according to the availability of sustainable modes of transport. These plots have been prepared by KCC, using their Accession based software. Where appropriate, these maps are presented within the Transport Strategy Notes, including accessibility to bus and rail services within Shepway.

3.4.15 For illustration however, **FIGURES 3.5** to **3.7** present the accessibility of the town centers of Folkestone, Hythe and New Romney to sustainable modes of transport. As presented, each of these urban centres has been identified as being within a 30 minute journey to the respective town centre.

3.5 Issues and Constraints – Existing Transport Network

3.5.1 The baseline analysis which was undertaken, including consideration of the Steering Group meetings and stakeholder consultation events identified a number of existing issues and constraints which users of the transport network in Shepway were concerned about. Taking a transport mode based approach, the following issues were identified:

Walking

3.5.2 Safety and signage were considered to be the main issues for walking within Shepway, either as a form of leisure, or for commuting purposes. Additionally, it was recognised that the geography of the District and specifically the topography in coastal areas particularly, such as Folkestone town centre, could be a hindrance to walking.

3.5.3 In summary, the principle issues for this mode were:

- Safety;
- Signage; and,
- Topography.

Cycling

3.5.4 Safety is a primary concern for cyclists of all ages and this was confirmed as being a key issue for cyclists within Shepway, for both commuting and leisure purposes. Additionally, issues with the existing cycle network across the District were identified for further improvement, as such measures were seen as offering the potential to encourage the increased uptake of this sustainable mode of transport.

3.5.5 In summary, the principle issues for this mode were:

- Safety;
- Gaps in the Cycle Network; and,
- Legibility and Signage.

Bus

3.5.6 Access to the rural areas of the district has been identified as a key issue for bus use, along with the times of service. It was widely recognised however, that the District does benefit from an effective and efficient bus service, which offers a good level of coverage.

3.5.7 Links to rail stations were identified as an area that could also potentially be improved, and the availability of real time information was discussed at the Workshop Consultations as a possible measure which may enhance the accessibility of bus travel.

3.5.8 In summary, the principle issues for this mode were:

- Bus Links at Rail Stations;
- Infrastructure (for example, bus stop facilities);
- Access to Folkestone Bus Station;
- Off-peak Services;
- Information provision; and,
- Rural & Hospital Access.

Rail

3.5.9 The main issue concerning the provision of rail services within Shepway was identified as being the accessibility of the rail stations, especially by bus, and the importance of facilitating the links between these two modes of transport.

3.5.10 The specific facilities which are provided at each of the District's rail stations has also been considered in detail, including parking provision for both cycles and drivers.

3.5.11 Through the consultation exercises, the potential for a 'Parkway Station' was also discussed and has been considered in more detail, through the preparation of the Transport Strategy.

3.5.12 In summary, the principle issues for this mode were:

- Station Accessibility (including bus links); and,
- Station Facilities (including parking provision).

Highways

3.5.13 The highways assessment has focused in the main, on highway link and junction capacity and road safety. These assessments have been considered for the existing scenario, as well as the future scenario in 2026, when the Core Strategy period is scheduled to come to an end.

3.5.14 In the 2026 cases therefore, without and with 'Strategic Allocation Developments' scenarios have been considered.

3.5.15 In addition to the above, issues were raised regarding the Folkestone one-way system, signing, Operation Stack and parking (see the 'Parking' section). Further issues include the review and implementation of an appropriate routing strategy for tourists, and investigations concerning the operation (and possible improvement) of junction 12 of the M20.

3.5.16 In summary, the principle issues for this mode were:

- Highway Safety; and,
- Highway Capacity (of links and junctions).

Parking

3.5.17 The provision of parking facilities has been investigated in detail, across the district. For the purposes of preparing this Transport Strategy, parking issues were divided into private and public provision.

3.5.18 In terms of private parking, this focused on businesses and industrial areas located within the district as well as parking at new developments (including the potential Strategic Site allocations). Public parking considered both on and off street parking arrangements, parking at rail stations and parking for cyclists.

3.5.19 In light of the above, a review of current parking policy was undertaken and the approach to parking charges has also been assessed.

3.5.20 In summary, the principle issues for parking were:

- Parking demand associated with major employers;
- Parking associated with new developments;
- On street parking provision (in towns and town centres);
- Off street parking provision and space utilisation;
- Parking at rail stations; and,
- Cycle parking facilities.

Smarter Choices

3.5.21 The final area which was considered for the purposes of 'identifying issues' related to travel choice and specifically the 'smarter choices' which can be made in relation to planning and undertaking journeys.

3.5.22 It was recognised that local businesses and employers contribute to a significant proportion of the overall total number of journeys which are undertaken, particularly at peak travelling times. The role that employees can play in the provision and promotion of Travel Plans, to encourage the use of more sustainable modes of transport was therefore identified as being important.

3.5.23 The availability of information concerning such sustainable modes of transport was also considered as an important issue, not only to employees, but also to the general public, including tourists and other visitors to Shepway.

3.5.24 In summary, the principle issues for 'smarter choices' were:

- Travel Planning (at workplaces and for businesses); and,
- Information Provision.

Issue Prioritisation

3.5.25 As a concluding exercise to the first of the Stakeholder Workshops (Issues), a vote was conducted amongst the attendees such that the issues that had been identified could be prioritised. The most important issues were subsequently identified, in priority order, as:

- Bus links at rail stations;
- Role of local employers and business Travel Plans;
- Cycling safety; and,
- Parking at transport interchanges.

3.6 Issues and Constraints – Potential Strategic Sites

3.6.1 The second workshop event provided an opportunity to discuss the potential transport issues concerning the potential Strategic Site allocations, should these be developed in the future. Whilst further detail is provided in the accompanying Strategy Notes and '**Workshop Summary**', a brief summary is presented below.

New Romney

3.6.2 The potential for congestion within New Romney and through Hythe was considered as being an important issue for the New Romney site; however, it was recognised that good public transport links are provided towards Folkestone. It is noted that SDC consider congestion within the town as an important issue given its attractive environment, and circumstances of through traffic on the historic High Street, and the circulation of tourists and residents being limited by a single pedestrian crossing.

Folkestone Seafront

3.6.3 Access to the potential development was seen as being the most important consideration, particularly for pedestrians and cyclists. As one of the largest potential developments in the District, traffic generation was identified as being a key consideration and it was noted that an opportunity existed through this development, to investigate the implications of revising the Folkestone one-way system.

Risborough and Napier Barracks

3.6.4 The Horn Street railway bridge was identified as a constraint on the highway network in proximity of these sites, and it was noted that improvements may be required in order to facilitate the proposed developments.

3.6.5 Additionally, it was noted that accessibility within the site should be extended towards public transport interchanges and local services. There may also be a requirement to re-route bus services through the site, if appropriate.

Hawkinge

3.6.6 Local congestion issues were raised regarding the potential Strategic Site allocations in Hawkinge, although it was suggested that recent highway improvements may be able to accommodate the additional traffic associated with the potential future development.

Folkestone Racecourse, Former Lympne Airfield and Sellindge

3.6.7 Concerns were raised over the ability of the highway network to accommodate the traffic associated with these potential development sites. In particular, concerns were raised regarding the configuration of the existing Newingreen junction, both from a capacity perspective in the context of the additional traffic demands that are likely to be created by new development in the area, as well as from a road safety point of view.

3.6.8 It was noted that access towards Westenhanger rail station should be improved, along with improving access to sustainable modes of transport, such as cycle facilities and the bus network.

3.6.9 This was of particular concern, as the sites are located away from other urban centres within the District. A comprehensive sustainable transport package was therefore considered as being a key delivery requirement, according to one or a combination of these sites coming forward.

3.7 Summary

3.7.1 All of the issues summarised above have been considered in detail and have contributed towards a series of potential measures for delivery, through the life of the Transport Strategy. Further information, specific to each of the modes and potential Strategic Sites is provided in the respective Strategy Notes, and below, in **SECTION 4**.

4 Transport Strategy – Approach & Measures

4.1 Approach and Objectives

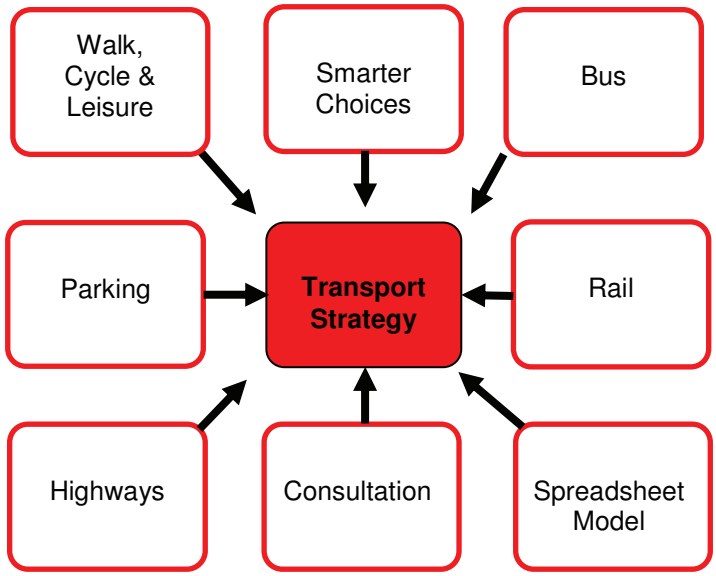
4.1.1 A range of issues concerning the transport network within Shepway have been identified, both in terms of the existing situation, and also concerning the potential Strategic Site allocations.

4.1.2 These issues have been investigated in further detail through the production of a series of Transport Strategy Notes, which provide greater information and clarification for each specific mode of travel. Additionally, a highway spreadsheet model has been built to enable greater clarity over the operation of the highway network, and to identify possible areas of constraint in the future.

4.1.3 Throughout the production of the Transport Strategy Notes, an emphasis has been placed on the opportunities for promoting sustainable transport within the District, whilst recognising that new development within Shepway may place an additional strain on the highway network. However, a wide range of opportunities are available to help mitigate against the potential impact on the transport network, with such opportunities benefiting both the future and existing residents and businesses of Shepway.

4.1.4 **FIGURE 4.1** below presents the overall approach taken towards the development of the Transport Strategy. As discussed, this has involved analysing the information presented within each of the mode based Transport Strategy Notes, to develop an overall Strategy appropriate to the requirements and characteristics of the District.

FIGURE 4.1 Structure of the Transport Strategy



4.1.5 Through analysis of the existing transport situation within the District, and consideration of the possible future pressures on the transport network, the overall aim of the Shepway District Council Transport Strategy was determined, as follows:

To provide a choice of travel options to access jobs, services and communities whilst minimising the environmental impact of transport

4.1.6 In delivering this aim, a number of objectives were also identified, as follows:

- Achieve a fully integrated transport service;
- Promote best use of resources;
- Improve information to users;
- Promote climate change reduction;
- Enhance the public realm; and,
- Promote alternatives to the car.

4.2 Measures

4.2.1 In order to meet these objectives, a series of measures and actions allocated to specific modes of travel were developed. The respective Transport Strategy Notes set out in detail how the associated measures have been derived and how they seek to respond to the various transport issues which were raised.

4.2.2 A summary of the suggested measures and actions is provided in **TABLE 4.1** below, on a mode by mode basis. Again, the individual Transport Strategy Notes provide further detail and evidence to support these suggestions. It should be noted that each mode also has an overall 'modal aim', to which the measures and actions will work towards.

TABLE 4.1 Transport Strategy Measures and Actions

Mode	Aim	Measures and Actions
Walk, Cycle & Leisure	To promote a safer environment for **walking** within centres and enhanced legibility for visitors	W1 - Improve road crossing points W2 - Improve signage and reduce clutter W3 - Complete selected links W4 - Enhance the environment of the town centres
	To provide routes which are suitable for different **cycle** user groups	C1 - Connect selected links C2 - Enhance road crossing facilities C3 - Enhance signage C4 - Promote parking facilities at destinations C5 - Consider cycle hire C6 - Promote safety awareness
Bus	To provide an enhanced **bus** network which builds on the existing five key corridors and promotes accessibility	B1 - Routes B2 - Network review B3 - Build on work of Quality Bus Partnership (QBP) B4 - Bus Priority
Rail	To provide better access to and integration with the **rail** stations	R1 - Promote integration of rail stations R2 - Promote rail station Travel Plans R3 - Build on accessibility provided through HS1 R4 - Consider the role of the RHD line
Smarter Choices	To inform those who travel of the **choice** that is available	SC1 - Encourage Travel Plans for businesses, health facilities and service providers SC2 - Work with schools and colleges to deliver their Travel Plans SC3 - Support car sharing and car clubs
Parking	To balance supply and demand of **parking**	P1 – Encourage better utilisation of car parks P2 – Manage on street parking P3 – Consider the demand for park and ride

Highways

4.2.3 In addition to the above, measures and actions for 'highways' have been identified through the analysis conducted as part of the '**Highways' Strategy Note**', or as part of on-going analysis being conducted by Shepway District Council, Kent County Council and the Highways Agency.

4.2.4 The measures that have been subsequently identified are:

- **H1: Highway Review** – This includes a review of the operation of selected junctions and links, road safety and feasibility of replacing the one-way system in Folkestone with a two-way system;
- **H2: Improved Network Management** – For example, the use of intelligent transport systems, and considered use of appropriate signage; and,
- **H3: Review Operation Stack** – In particular, possible alternative holding areas when Operation Stack is in use.

Ports and Airports

4.2.5 Shepway plays an important role as being the first port of call for many visitors to the UK, either through Lydd Airport, Euro Tunnel or historically at Folkestone Harbour. With the exception of the Euro Tunnel, numbers of passengers have declined recently at these

ports and airports; however many people recognise the benefit that these facilities can provide to Shepway.

4.2.6 In particular, discussions with Shepway District Council and other stakeholders have included information concerning the proposed expansion of Lydd Airport, and re-use of Folkestone Harbour as a passenger ferry route connecting to Boulogne in France.

4.2.7 As such, the following measures are suggested for promoting the use of the ports and airports within Shepway:

- **PA1: Promote Connections** – This includes both existing links from Shepway's ports and airports to outside the District (e.g. rail and coach services), and new links both within and outside of the District (including to Europe); and,
- **PA2: Support Access to Lydd Airport** – Both in terms of passengers travelling to / from the airport, and flights arriving / departing the airport.

4.3 Funding

4.3.1 Contributions can be sought to development, where the associated funds can be targeted at specific mitigation measures, in a number of ways. In accordance, a range of policy guidance should be considered when contribution levels are being determined. These include:

Circular 05 / 2005

4.3.2 Circular 05 / 2005 sets out the basis for securing obligations in planning policy terms. Principally, five tests are set out within the guidance which planning obligations should meet for them to be applied.

4.3.3 In this case, planning obligations should be:

- Relevant to planning;
- Necessary to make the proposed development acceptable in planning terms;
- Directly related to the proposed development;
- Fairly and reasonably related in scale and kind to the proposed development; and,
- Reasonable in all other respects.

Community Infrastructure Levy (CIL), 2010

4.3.4 The Community Infrastructure Levy (CIL) recognises that almost all forms of development will have some level of impact on, or on the need for, infrastructure. As such, it is considered that proportional contributions towards infrastructure should be appropriate.

4.3.5 The CIL is mindful however, that such processes should not hinder the development planning system and that contributions should be targeted toward worthwhile infrastructure programmes which the developments are also able to benefit from.

Core Strategy Preferred Options Policy CC1 (Contributions to Infrastructure)

4.3.6 The Core Strategy proposals for Shepway District Council conforms with the above, national planning guidance and states that:

The Local Development Framework will approach developer contributions by setting out priorities in the Core Strategy. Contributions will be secured by legal procedures such as Section 106 agreements, with the prospect of further Local Development Documents in the LDF setting out additional details on delivery of policy objectives.

4.3.7 The Core Strategy goes on to state that developer contributions will be sought on a site-by-site basis and be proportionate to the scale and kind of development and the anticipated level of impact which is expected to be created.

Local Sustainable Transport Fund, 2011

4.3.8 The Government published its local transport white paper, the 'Local Sustainable Transport Fund' on 19th January 2011, setting out a budget of £560million for the period 2011 to 2015.

4.3.9 The fund seeks to target investment to improve the physical infrastructure of local transport systems, rather than necessarily promoting new 'major schemes'. The funding support which can be provided through this approach will …*empower local authorities to make their own decisions on transport schemes…*

4.3.10 As such, transport schemes will need to be supported by other funding streams. It is thus proposed by the Government that Local Enterprise Partnerships engage with local transport authorities to prepare partner bids for funding. This will most likely then need to be supported by additional developer funding.

4.4 Delivery and Implementation

4.4.1 It is recognised that a number of the measures which have been identified are complimentary to the overall aims and objectives and through their implementation, may contribute to the goals of other measures.

4.4.2 With this in mind and taking into account that it is unlikely that all of the measures will be able to be implemented, due to financial and other reasons, this Transport Strategy Report builds on the information presented in the Strategy Notes and seeks to provide further advice and guidance relating to the delivery and implementation of the proposed Strategy Measures.

4.4.3 In light of the above, an evaluation matrix has been prepared which includes each of the Transport Strategy Measures. Principally, the matrix seeks to 'score' each of the measures in relation to their ability to deliver the over-arching objectives of the transport strategy and their conformity with wider planning policy, within the context of the anticipated costs which would be involved.

4.4.4 The resultant scores have then been used to group together and rank the different measures, such that a prioritisation guide could be provided. A copy of the full evaluation matrix is included at **FIGURE 4.2**.

4.4.5 It should be noted that the following cost, implementation and objective 'scores' have been applied in preparing the evaluation matrix:

Objective & Policy Scoring

+ 2 Major Benefit – Significant benefits or positive impacts expected from the delivery of the measure in isolation to other schemes

+ 1 Moderate Benefit – Benefits or positive impacts expected from the delivery of the measure in isolation to other schemes

+ 0 Neutral – Some benefits or positive impacts expected, but the measure is predicted to generate most advantage when combined with other measures

- 1 Moderate Cost – The measure is expected to lead to some knock-on negative impacts which may influence the delivery of other measures

- 2 Major Cost – The measure is expected to lead to compromise the delivery of other measures, against the direction of the overall strategy

Implementation Scoring

+ 1 Fair – The measure is expected to be implementable without significant issues / conflicts

+ 0 Neutral – The measure is expected to be implementable, but that there may be some constraints which need to be overcome

- 1 Challenging – The measure is expected to be difficult to implement and may need a number of complicated issues to be overcome

Cost Scoring

+ 1 Low Relative Cost – The cost of implementing the measure is considered to be relatively low and may be able to be supported by other funding sources

+ 0 Neutral – The associated cost is considered to be proportionate to the benefit

- 1 High Relative Cost – The cost of implementing the measure is considered to outweigh the benefit which may be derived and the opportunity to derive supporting funding is considered to be low

4.4.6 A summary of the results and the 'priority order' of the measures is provided below at **TABLE 4.2**. It should be noted that measures with a combined score of 19 or higher (out of a possible 24) have been recommended as high priority measures, scores of 10 - 18 have been suggested as being medium priority measures and scores of less than 10 have been suggested as being low priority measures. Within each classification, measures have been listed in priority order, by their respective score.

TABLE 4.2 Evaluation Matrix Summary – Measure Prioritisation

Priority	Score Range	Measures and Actions
High	> 18	R2 - Promote rail station Travel Plans R1 - Promote integration of rail stations R3 - Build on accessibility provided through HS1 C4 - Promote (cycle) parking facilities at destinations C6 - Promote (cycle) safety awareness B1 – (Bus) Routes SC1 - Encourage Travel Plans for businesses, health facilities and service providers P2 – Manage on street parking P1 – Encourage better utilisation of car parks
Medium	10 – 18	W3 - Complete selected (walk) links C1 - Connect selected (cycling) links B2 – (Bus) Network review SC2 - Work with schools and colleges to deliver their Travel Plans W1 - Improve road crossing points (for pedestrians) C2 - Enhance road crossing facilities (for cyclists) W2 - Improve signage and reduce clutter (for pedestrians) C3 - Enhance signage (for cyclists) SC3 - Support car sharing and car clubs
Low	< 10	C5 - Consider cycle hire B3 - Build on work of Quality Bus Partnership (QBP) R4 - Consider the role of the RHD line B4 - Bus Priority W4 - Enhance the environment of the town centres P3 – Consider the demand for park and ride

High Priority Measures

4.4.7 Nine of the identified Transport Strategy measures have been identified as being 'high priority' for delivery and implementation. These are the measures which have scored the highest within the context of their accordance with the six overriding objectives of the Transport Strategy, their implementation score and the associated cost.

4.4.8 In terms of ranking, it is noted that some of the measures are similar to each other and a consolidated priority order is therefore suggested as follows:

H1. Promote integration of rail stations and rail station Travel Plans (R1 & R2)

H2. Promote cycle parking at destinations (C4)

H3. Promote cycle safety awareness (C6)

H4. Review bus routes (B1)

H5. Encourage Travel Plans for businesses, health facilities & service providers (SC1)

H6. Manage on street parking and encourage better utilisation of car parks (P1 & P2)

It is considered that the accessibility provided by HS1 can be built upon by R1 and R2, and therefore that R3 does not need to be promoted as a measure in its own right, in the context of the above

Medium Priority Measures

4.4.9 Nine of the identified Transport Strategy measures have been identified as being 'medium priority' for delivery and implementation. These measures are recognised as offering benefits, within the context of the six over-riding objectives of the Transport Strategy, but

either do not contribute to all of the objectives or are considered as being more challenging in terms of their implementation and / or having cost implications which may influence their delivery.

4.4.10 In terms of ranking, it is noted as above that some of the measures are similar to each other and a consolidated priority order is therefore suggested as follows:

M1. Complete selected walking and cycling links (W3 and C1)

M2. Work with schools and colleges to deliver their Travel Plans (SC2)

M3. Improve road crossing facilities and signage for pedestrians and cyclists, and reduce clutter (W1, C2, W2 and C3)

M4. Support car sharing and car clubs (SC3)

It is considered that a bus network review can be dealt with as part of B1, one of the high priority measures, and B2 does not therefore need to be promoted in its own right

Low Priority Measures

4.4.11 The measures set out in this section have been identified as being of 'low priority'. This is not to say that these measures could not offer significant benefits in their own right, simply that they do not offer the range of benefits that other measures could be expected to deliver.

4.4.12 It has been considered that three of the 'low priority' measures should be discounted from further consideration, following the analysis undertaken as part of the Transport Strategy. Further information is provided in the detailed Strategy Notes and whilst the benefits of these measures are not to be wholly ignored, it is considered that their implementation as part of the strategy itself, would be at a significant loss compared to the potential implementation of other measures:

A. Build on work of Quality Bus Partnership (QBP) (B3) – This measure will be indirectly promoted through the review of the bus routes and network, as well as the consideration of bus priority measures

B. Consider the role of the RHD line (R4) – Although this measure contributes to sustainable travel in the district, it does not conform with some of the Transport Strategy objectives as well as some other measures and may have limited potential to draw down necessary, additional funding

C. Consider the demand for park and ride (P3) – The demand for such a facility has not been identified as being sufficient, in terms of associated implementation and costs

4.4.13 In terms of ranking the remaining 'low priority' measures, the following order is therefore suggested:

L1. Consider cycle hire (C5)

L2. Bus Priority (B4)

L3. Enhance the environment of the town centres (W4)

Summary

4.4.14 The Transport Strategy has developed and considered the delivery and implementation of a wide range of measures to further enhance and promote sustainable travel and particularly travel choice, within the District of Shepway.

4.4.15 As part of the evaluation process, it has been recognised that some of these mode specific measures will be highly complimentary to some of the other measures which have been suggested.

4.4.16 As such, a priority ranking has been derived which in some cases, has sought to combine similar measures together. High priority measures have been identified where the relative cost of implementing the measure has been considered to be relatively low in relation to the expected outcome, all within the context of the over-riding transport objectives of the Strategy and the 'implementability' of the measure.

4.4.17 As part of this process, some measures have been discounted or prioritised to a lesser extent, when compared with other measures. This is not to say that they could not make a contribution to sustainable travel in Shepway, but that the other measures have been identified as comprising the preferred package, to be taken forward.

4.4.18 The consolidated ranking of the recommended Transport Strategy measures is summarised below at **TABLE 4.3**.

TABLE 4.3 Prioritised Transport Strategy Measures

Priority	Measures and Actions
High (H)	H1. Promote integration of rail stations and rail station Travel Plans H2. Promote cycle parking at destinations H3. Promote cycle safety awareness H4. Review bus routes H5. Encourage Travel Plans for businesses, health facilities & service providers H6. Manage on street parking and encourage better utilisation of car parks
Medium (M)	M1. Complete selected walking and cycling links M2. Work with schools and colleges to deliver their Travel Plans M3. Improve road crossing facilities and signage for pedestrians and cyclists, and reduce clutter M4. Support car sharing and car clubs
Low (L)	L1. Consider cycle hire L2. Bus Priority L3. Enhance the environment of the town centres

4.5 Potential Strategic Site Allocations

4.5.1 Of the seven new potential Strategic Site allocations which have been identified through the Core Strategy process, consideration has been given to each of the sites and their potential to be developed within the context of the Transport Strategy objectives.

4.5.2 As with the Measure Evaluation Matrix, a similar exercise has been undertaken, scoring each of the development sites in relation to their 'fit' with the Transport Strategy. In this case, a mode based assessment has been undertaken and scores have been awarded based on the following criteria:

+ 1 The development of the site is expected to have a positive impact, on that mode

0 The development of the site is expected to have a neutral impact, on that mode

- 1 The development of the site is expected to have a negative impact, on that mode

4.5.3 This analysis has allowed the sites to be ranked, in accordance with their anticipated level of impact and specifically in relation to this Transport Strategy, the relative 'fit' of each site with the main objectives. A copy of the full site evaluation matrix is included at **FIGURE 4.3**.

4.5.4 The ranking order is summarised below in **TABLE 4.4**.

TABLE 4.4 Potential Strategic Site Allocations - Ranking

Rank	Potential Strategic Site Allocation
1	Folkestone Seafront
2	Risborough and Napier Barracks
3	New Romney
	Folkestone Racecourse
5	Sellindge
6	Hawkinge
	Lympne Airfield

Potential Strategic Sites – Key Considerations

4.5.5 For each of the seven potential strategic allocations, it is recognised that there will be a range of site specific opportunities and constraints, which will relate to their potential future development.

4.5.6 The following section therefore seeks to identify the opportunities and constraints relating to each of the sites, providing further recommendations and items for consideration, as appropriate (see **TABLES 4.5 – 4.11**).

Folkestone Seafront

4.5.7 The Folkestone Seafront site potentially offers the opportunity for the largest level of development to come forward of any of the potential Strategic Site allocations. As such, the site has the potential to generate the greatest amount of traffic (negative impact), whilst creating the greatest number of community and wider benefits (positive impact).

TABLE 4.5 Folkestone Seafront – Opportunities and Constraints

Opportunities	Constraints
Proximity to town centre	Highway network capacity
Access to high order sustainable modes	Level difference & gradients
Complimentary land uses (eg. opportunity to balance parking demand)	Parking supply (on / off street)
Critical mass to support local facilities and wider benefits	

4.5.8 It is anticipated that the site will need to be served by multiple vehicular and non-vehicular accesses and that transport contributions should be sought to mitigate the impact of the development and promote wider benefits.

Risborough and Napier Barracks

4.5.9 The Risborough and Napier Barracks site also offers the potential for a relatively large development to come forward within the primary urban area of Folkestone. Again therefore, transport impact will be a key consideration although the benefits of the sites location in relation to a range of local facilities should be borne in mind.

TABLE 4.6 Risborough and Napier Barracks – Opportunities and Constraints

Opportunities	Constraints
Proximity to town centre	Highway network capacity
Critical mass to support local facilities and wider benefits	Pedestrian / cycle permeability
Access to high order sustainable modes	

4.5.10 It is anticipated that the site will need to be served by multiple vehicular and non-vehicular accesses and that transport contributions should be sought to mitigate the impact of the development and promote wider benefits.

New Romney

4.5.11 The New Romney site is located in the Romney Marsh area of the District, but in close proximity to the New Romney town centre. Access to existing facilities is therefore available, as well as bus connections.

TABLE 4.7 New Romney – Opportunities and Constraints

Opportunities	Constraints
Access to sustainable modes	Access to high order sustainable modes
Proximity to town centre	Limited potential for wider benefits (eg. arising from Travel Planning)
Pedestrian / cycle linkages	Existing network eg. footpaths

4.5.12 It is anticipated that the site will need to be served by either a single point of vehicular access plus an emergency access, or two vehicular accesses. Transport contributions should be sought to mitigate the impact of the development on central New Romney and promote local benefits, as appropriate.

Folkestone Racecourse

4.5.13 The Folkestone Racecourse site is the other, large development site allocation in the District and would facilitate the re-orientation and enhancement of Kent's only racecourse. Whilst benefiting from a mainline rail station, there are limited other sustainable connections in the vicinity of this site.

TABLE 4.8 Folkestone Racecourse – Opportunities and Constraints

Opportunities	Constraints
Access to rail network	Access to other sustainable transport
Critical mass to support local facilities and some wider benefits	Proximity to local facilities
Provides facilitating development to support existing services in the district (racecourse)	Existing parking issues need to be considered

4.5.14 It is anticipated that the site will need to be served by two vehicular accesses, to the south of the site, in addition to connections (possibly for emergency vechiles, as well as pedestrians and cyclists) onto Stone Street. At this stage, a vehicular connection onto Stone Street is not recommended. Transport contributions should be sought to mitigate the impact of the development and promote local benefits, especially linkages between the site and Westenhanger rail station.

Sellindge

4.5.15 The site at Sellindge offers the opportunity to extend the village, whilst retaining close proximity to the village centre. Bus connections are available, as well as local facilities, although other high order sustainable transport modes are not available in the immediate vicinity.

TABLE 4.9 Sellindge – Opportunities and Constraints

Opportunities	Constraints
Ability to tie in to 'local centre'	Access to high order sustainable transport
Pedestrian / cycle linkages	Limited potential for wider benefits (eg. arising from Travel Planning)

4.5.16 It is anticipated that the site will need to be served by a single vehicular access to the west of the site, in addition to an emergency access to the north of the site. Transport contributions should be sought to mitigate the impact of the development and promote local benefits.

Hawkinge

4.5.17 The site at Hawkinge offers the logical opportunity to extend the town to the west. Some bus connections are available nearby, although local facilities are not available in the immediate vicinity.

TABLE 4.10 Hawkinge – Opportunities and Constraints

Opportunities	Constraints
Extension to existing urban fabric	Distance from town centre
Pedestrian / cycle linkages	Access to high order sustainable transport
	Network capacity (and proximity to HA network)

4.5.18 It is anticipated that the development parcels will need to be served by single vehicular accesses respectively. Transport contributions should be sought to mitigate the impact of the development and promote local benefits.

Lympne Airfield

4.5.19 The Lympne Airfield site offers the opportunity to provide development in proximity to an existing area of employment. There is limited access to public transport and local facilities in the area surrounding the site.

TABLE 4.11 Lympne Airfield – Opportunities and Constraints

Opportunities	Constraints
Ability to provide sustainable link to adjacent industrial area	Proximity to local facilities
Pedestrian / cycle linkages	Access to high order sustainable transport
	Limited potential for wider benefits (eg. arising from Travel Planning)

4.5.20 It is anticipated that the site will need to be served by a single vehicular access, plus a connection (which may only need to be for emergency vehicles) to the existing industrial estate. Should this not be possible, a second access may need to be considered. Transport contributions should be sought to mitigate the impact of the development and promote local benefits.

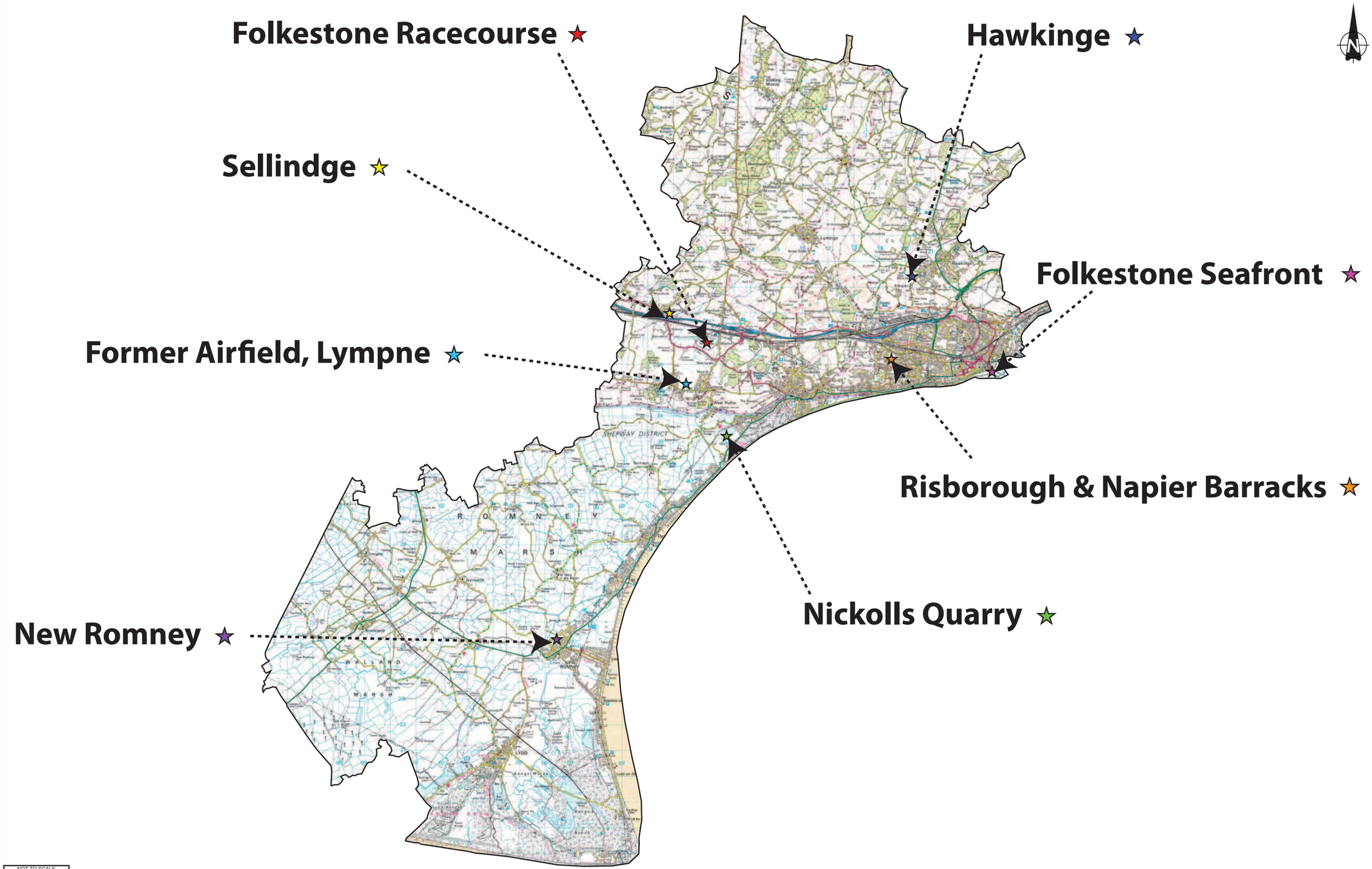
Potential Strategic Sites - Summary

4.5.21 As each of the potential strategic developments come forward in the district, it will be necessary for the respective applicant team to prepare detailed Transport Assessments and Travel Plans. These will need to be reviewed by Shepway District Council as the planning authority, Kent County Council as the highway authority, and the Highways Agency.

4.5.22 The role of the site specific Transport Assessments will be to consider and analyse the anticipated level of impact that the respective development will create on the local transport networks. Following agreement with the relevant authorities the TA will subsequently help to inform the establishment of the mitigation package for the development.

4.5.23 It is recommended that in parallel to the Transport Assessments being undertaken, site Travel Plans are also prepared. These documents should seek to set sustainable travel targets for the developments covering the delivery and early occupation of the site (usually a minimum of five years from first occupation).

4.5.24 Measures will need to be identified with a view to the targets being achieved, with control measures being available to the developer (or funds being available to the local authority) for remedial action, should the initial targets not be met. Through monitoring the Travel Plans and the inclusion of appropriate mechanisms, the overall impact of the developments should be able to be reduced and the uptake of sustainable travel practices increased.

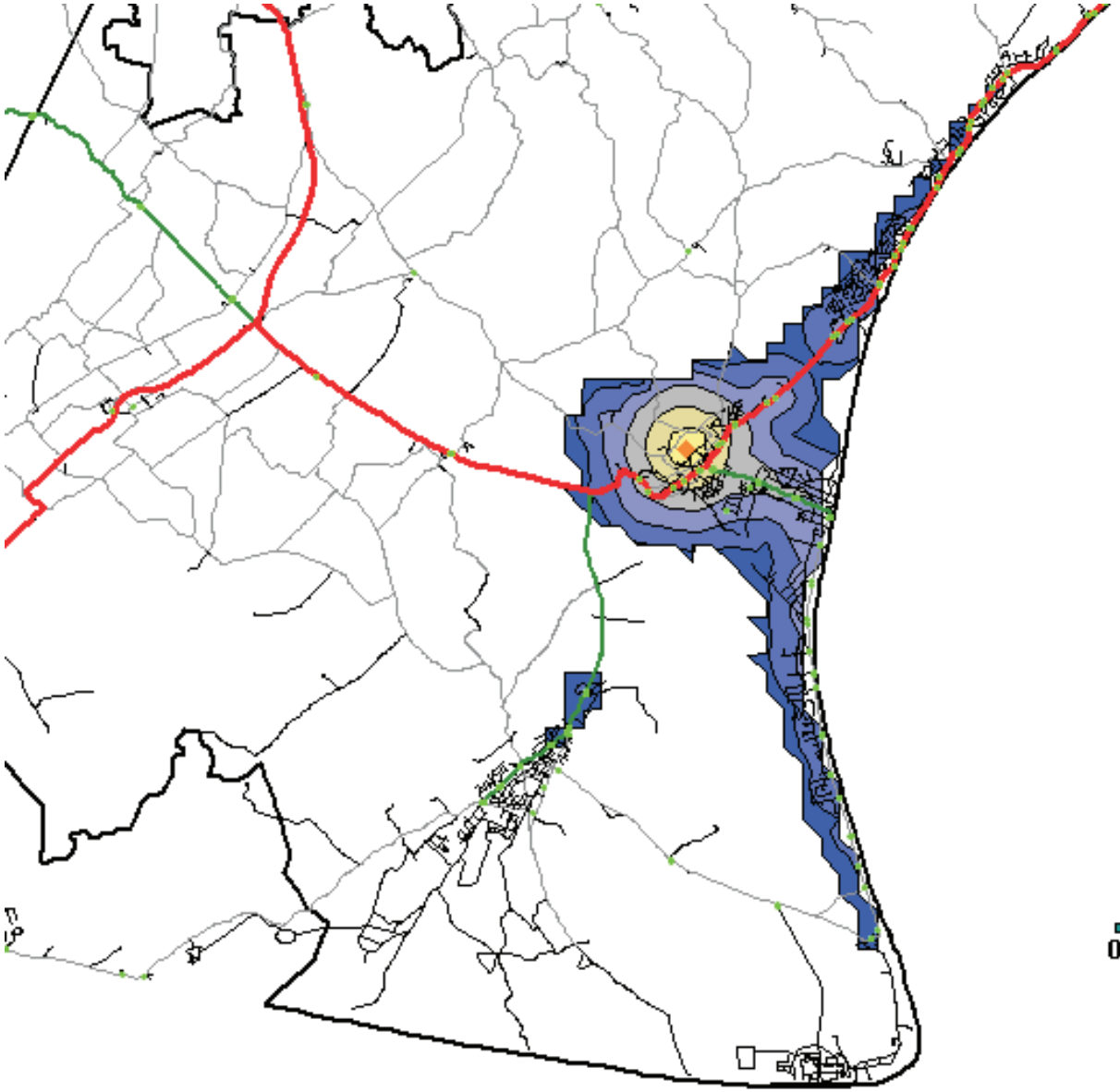


NOT TO SCALE

Strategic Site Locations

Figure 2.1

Drawing Ref:M:\Development Control\D130901 Shepway\Drawings\Figures\TRANSPORT STRATEGY\TS Report\2-1 Strategic Site Locations.ai



0 2 4 Km

4,862 households (822 without a car) within 30 minutes

Figure 2.2
Access to
New Romney

Client: Peter Wood, Scott Wilson

Accession Variables

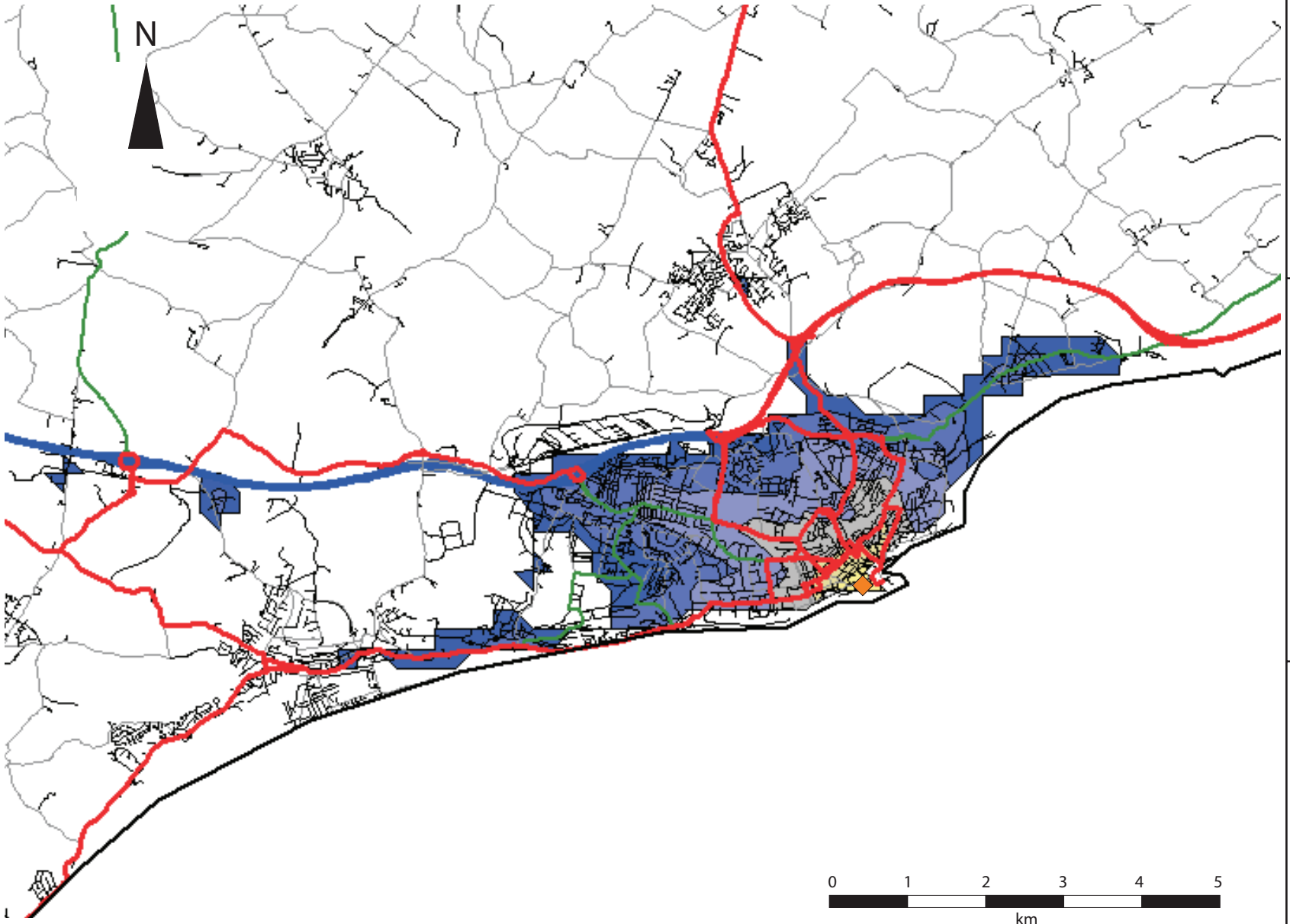
Destination = 606500, 125240
Modes = Bus, Train, Coach & Foot
Origin = 250m grid. Census 2001 HH
PT Route = Along Road Network
Road Accuracy = At Nodes
Walk Speed = 4.8km/h
Walk Distance = 800m
Walk Factor = 1.4
Walk Route = Crow Flies
Time = Tuesday 08:00-09:00
Journey Time (max) = 30 minutes

KEY

- Destination
- Public Transport Stop
- 5 minutes
- 10 minutes
- 15 minutes
- 20 minutes
- 25 minutes
- 30 minutes

Kent County Council

John Luckcock, KCC. 07-06-10



19,643 households (6,218 without a car) within 30 minutes

Figure 2.3
Access to Folkestone Seafront

Client: Colin Romain, Scott Wilson

Accession Variables

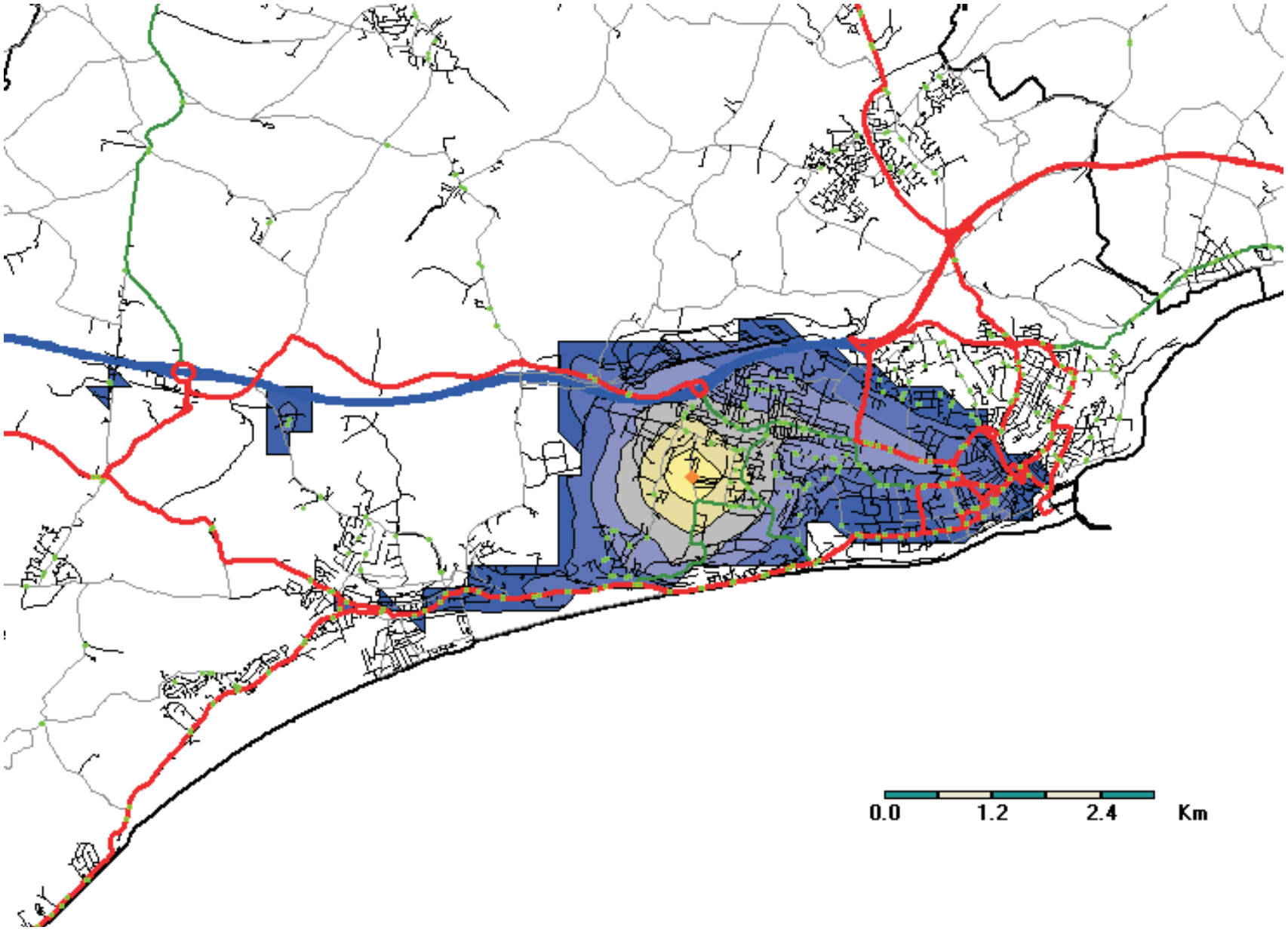
Destination = 623021, 135726
Direction = To Destination
Modes = Bus, Train, Coach & Foot
Origin = 250m grid
PT Route = Along Road Network
Road Accuracy = At Nodes
Walk Speed = 4.8km/h
Walk Distance = 800m
Walk Factor = 1.4
Walk Route = Through Road Network
Time = Tuesday 8am to 9am
Journey Time (max) = 30 minutes
Contour Interpolation = Aggressive
Accession Version = 1.6.2.0

KEY

- Destination
- 5 minutes
- 10 minutes
- 15 minutes
- 20 minutes
- 25 minutes
- 30 minutes

Kent County Council

John Luckcock, KCC. 08-10-10



15,391 households (4,672 without a car) within 30 minutes

Figure 2.4
Access to Risborough Barracks

Client: Peter Wood, Scott Wilson

Accession Variables

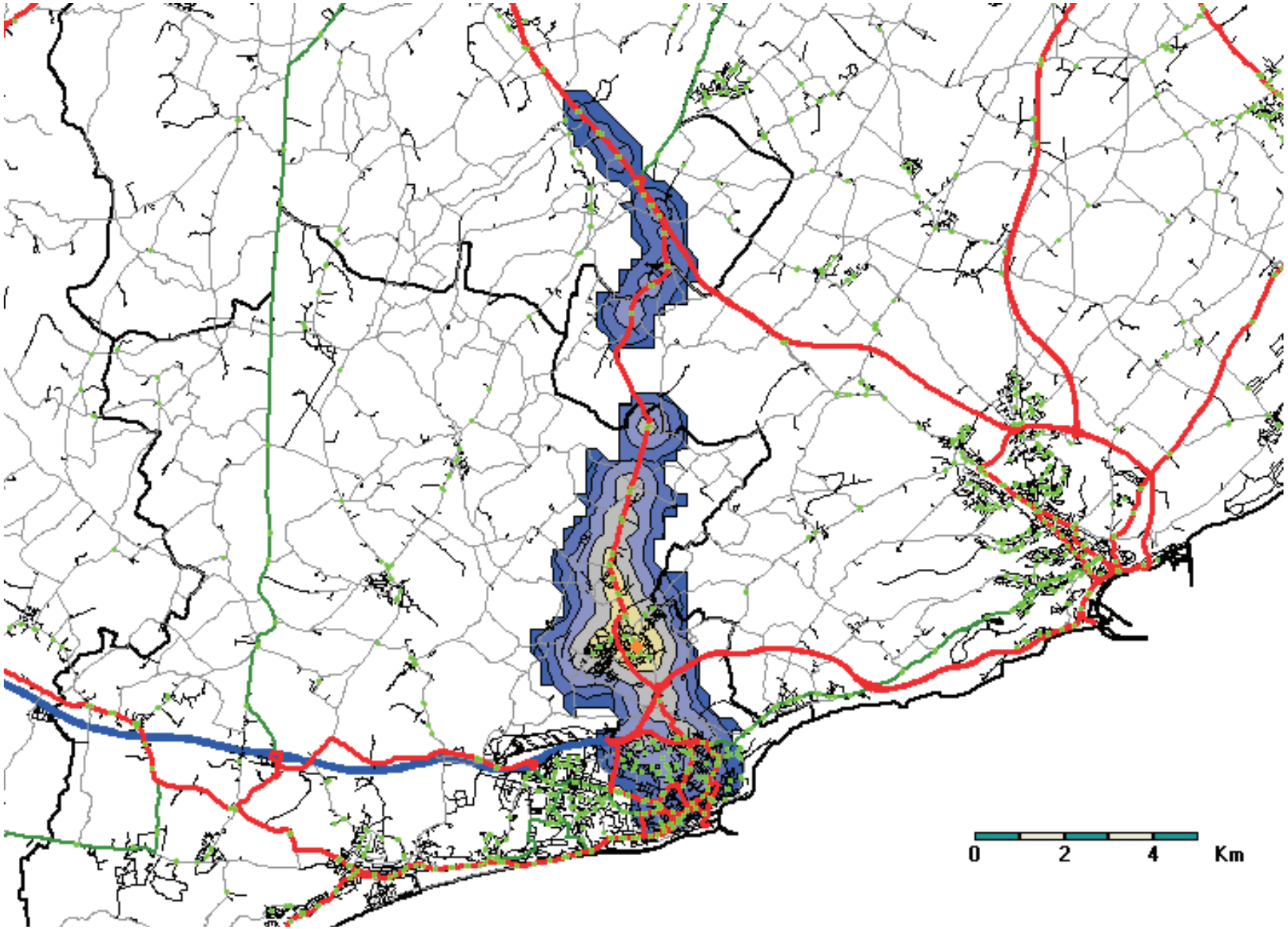
Destination = 619283, 136177
Modes = Bus, Train, Coach & Foot
Origin = 250m grid. Census 2001 HH
PT Route = Along Road Network
Road Accuracy = At Nodes
Walk Speed = 4.8km/h
Walk Distance = 800m
Walk Factor = 1.4
Walk Route = Crow Flies
Time = Tuesday 08:00-09:00
Journey Time (max) = 30 minutes

KEY

- Destination
- Public Transport Stop
- 5 minutes
- 10 minutes
- 15 minutes
- 20 minutes
- 25 minutes
- 30 minutes

Kent County Council

John Luckcock, KCC. 07-06-10



14,164 households (4,490 without a car) within 30 minutes

Figure 2.5
Access to Hawkinge

Client: Peter Wood, Scott Wilson

Accession Variables

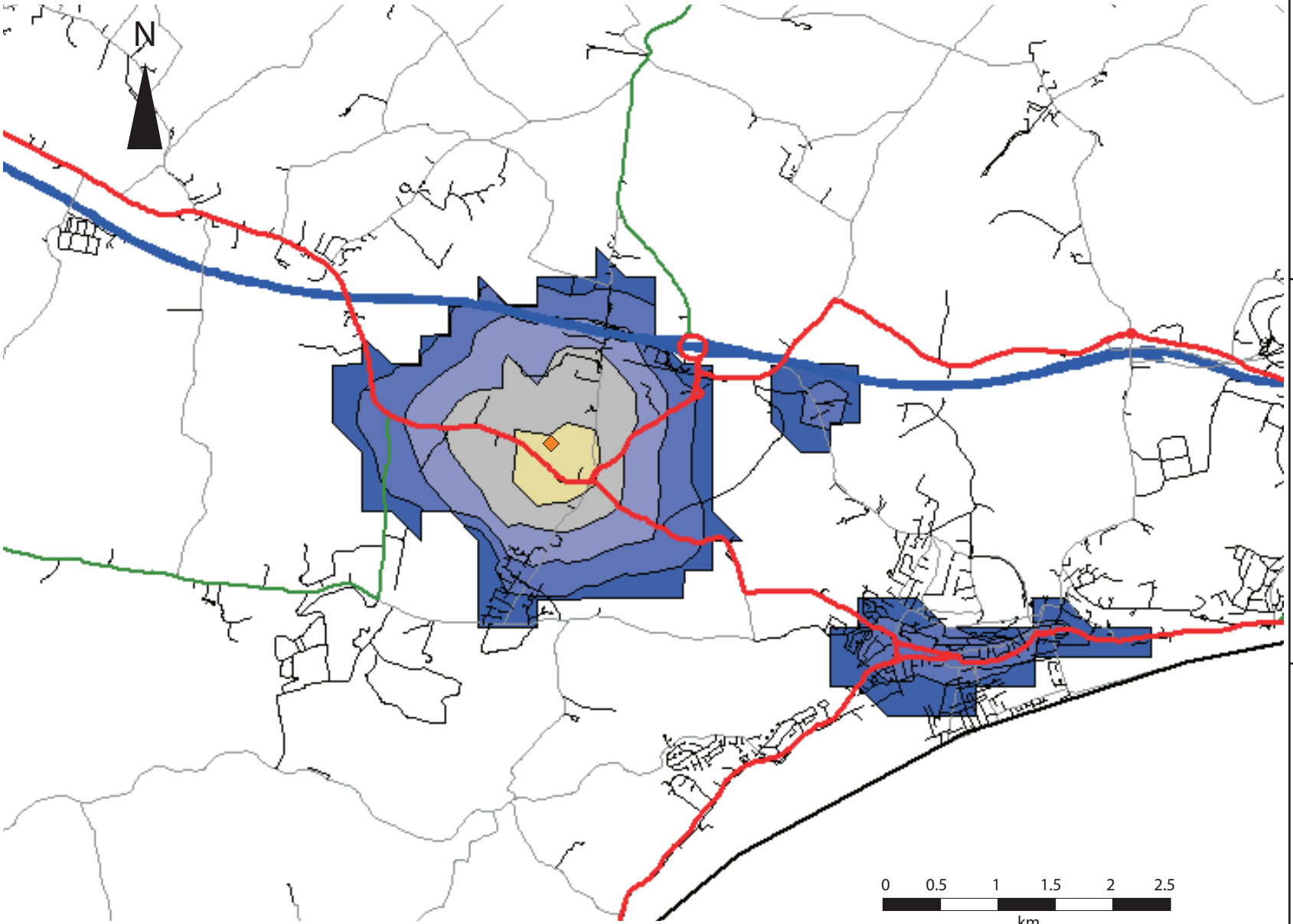
Destination = 621712, 139788
Modes = Bus, Train, Coach & Foot
Origin = 250m grid. Census 2001 HH
PT Route = Along Road Network
Road Accuracy = At Nodes
Walk Speed = 4.8km/h
Walk Distance = 800m
Walk Factor = 1.4
Walk Route = Crow Flies
Time = Tuesday 08:00-09:00
Journey Time (max) = 30 minutes

KEY

- Destination
- Public Transport Stop
- 5 minutes
- 10 minutes
- 15 minutes
- 20 minutes
- 25 minutes
- 30 minutes

Kent County Council

John Luckcock, KCC. 07-06-10



3,776 households (1,006 without a car) within 30 minutes

Figure 2.6
Access to Folkestone Racecourse

Client: Colin Romain, Scott Wilson

Accession Variables

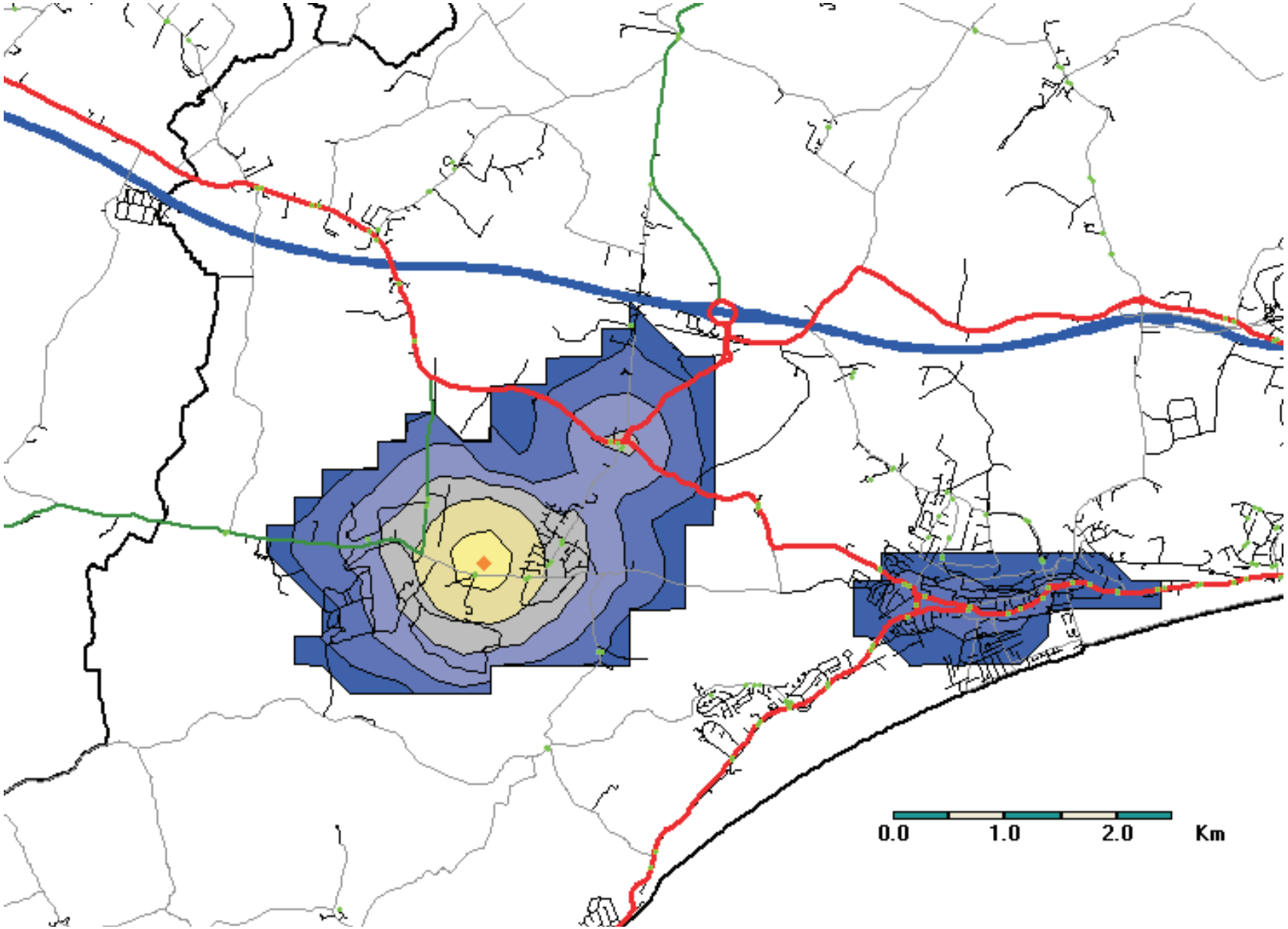
Destination = 612426, 136516
Direction = To Destination
Modes = Bus, Train, Coach & Foot
Origin = 250m grid
PT Route = Along Road Network
Road Accuracy = At Nodes
Walk Speed = 4.8km/h
Walk Distance = 800m
Walk Factor = 1.4
Walk Route = Through Road Network
Time = Tuesday 8am to 9am
Journey Time (max) = 30 minutes
Contour Interpolation = Aggressive
Accession Version = 1.6.2.0

KEY

- Destination
- 5 minutes
- 10 minutes
- 15 minutes
- 20 minutes
- 25 minutes
- 30 minutes

Kent County Council

John Luckcock, KCC. 08-10-10



3,990 households (1,041 without a car) within 30 minutes

Figure 2.7
Access to Former Airfield Lympne

Client: Peter Wood, Scott Wilson

Accession Variables

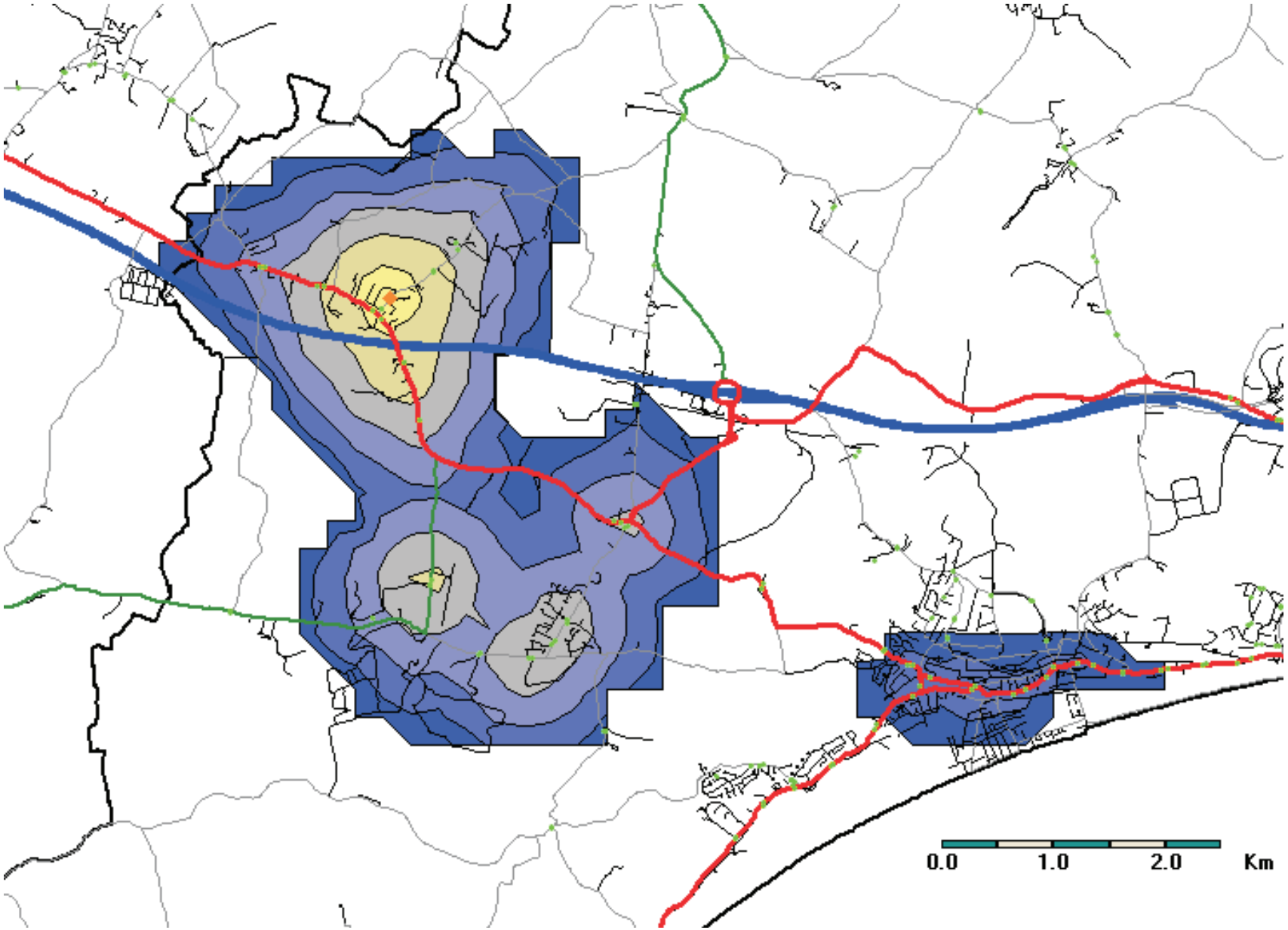
Destination = 611502, 135098
Modes = Bus, Train, Coach & Foot
Origin = 250m grid. Census 2001 HH
PT Route = Along Road Network
Road Accuracy = At Nodes
Walk Speed = 4.8km/h
Walk Distance = 800m
Walk Factor = 1.4
Walk Route = Crow Flies
Time = Tuesday 08:00-09:00
Journey Time (max) = 30 minutes

KEY

- Destination
- Public Transport Stop
- 5 minutes
- 10 minutes
- 15 minutes
- 20 minutes
- 25 minutes
- 30 minutes

Kent County Council

John Luckcock, KCC. 07-06-10



4,534 households (1,107 without a car) within 30 minutes

Figure 2.8
Access to Sellindge

Client: Peter Wood, Scott Wilson

Accession Variables

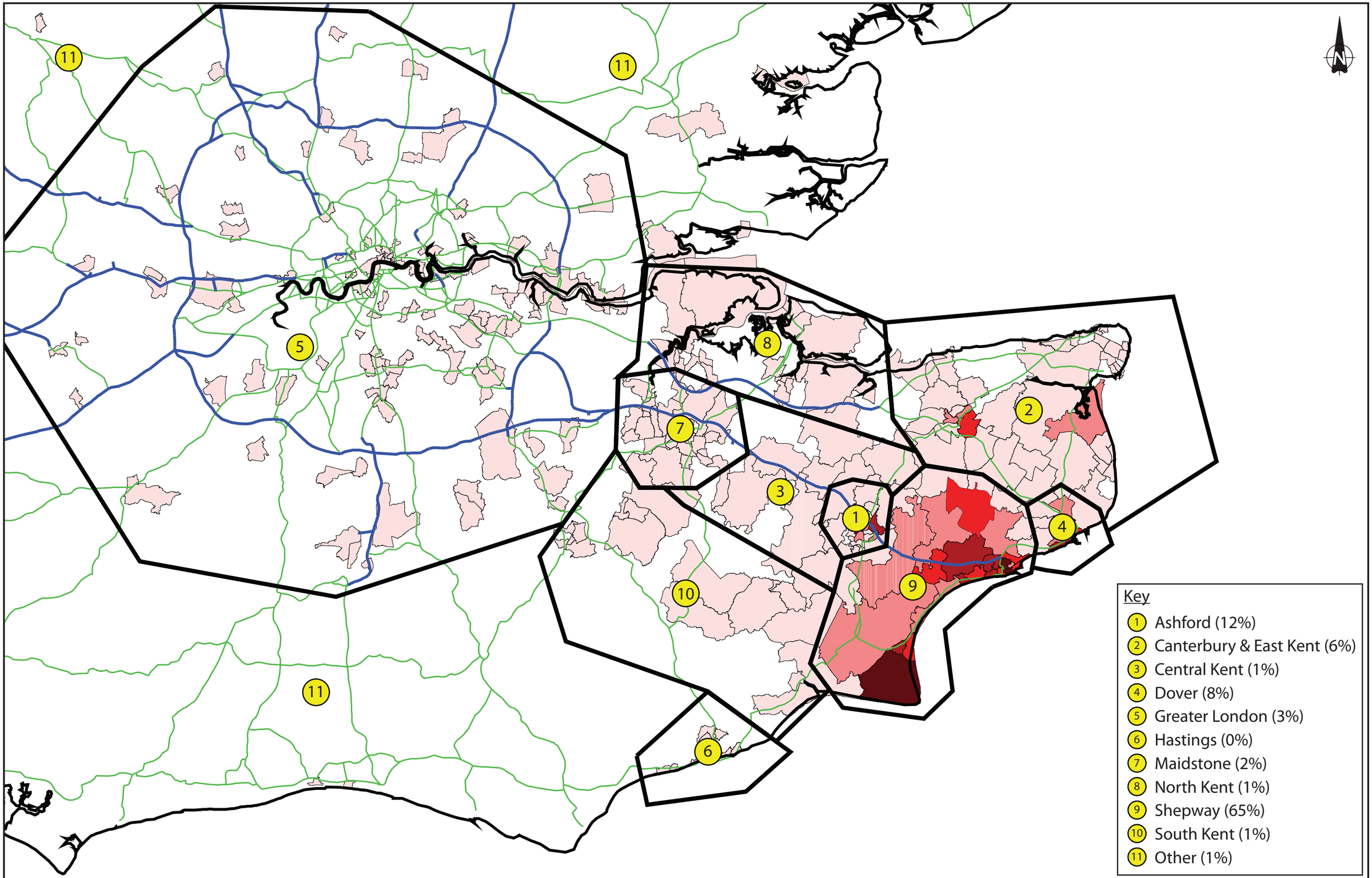
Destination = 610620, 138175
Modes = Bus, Train, Coach & Foot
Origin = 250m grid. Census 2001 HH
PT Route = Along Road Network
Road Accuracy = At Nodes
Walk Speed = 4.8km/h
Walk Distance = 800m
Walk Factor = 1.4
Walk Route = Crow Flies
Time = Tuesday 08:00-09:00
Journey Time (max) = 30 minutes

KEY

- Destination
- Public Transport Stop
- 5 minutes
- 10 minutes
- 15 minutes
- 20 minutes
- 25 minutes
- 30 minutes

Kent County Council

John Luckcock, KCC. 07-06-10



Residential Distribution (Car Driver)

Folkestone Hythe & Romney Marsh Shepway District Council

Figure 3.3

Scott Wilson

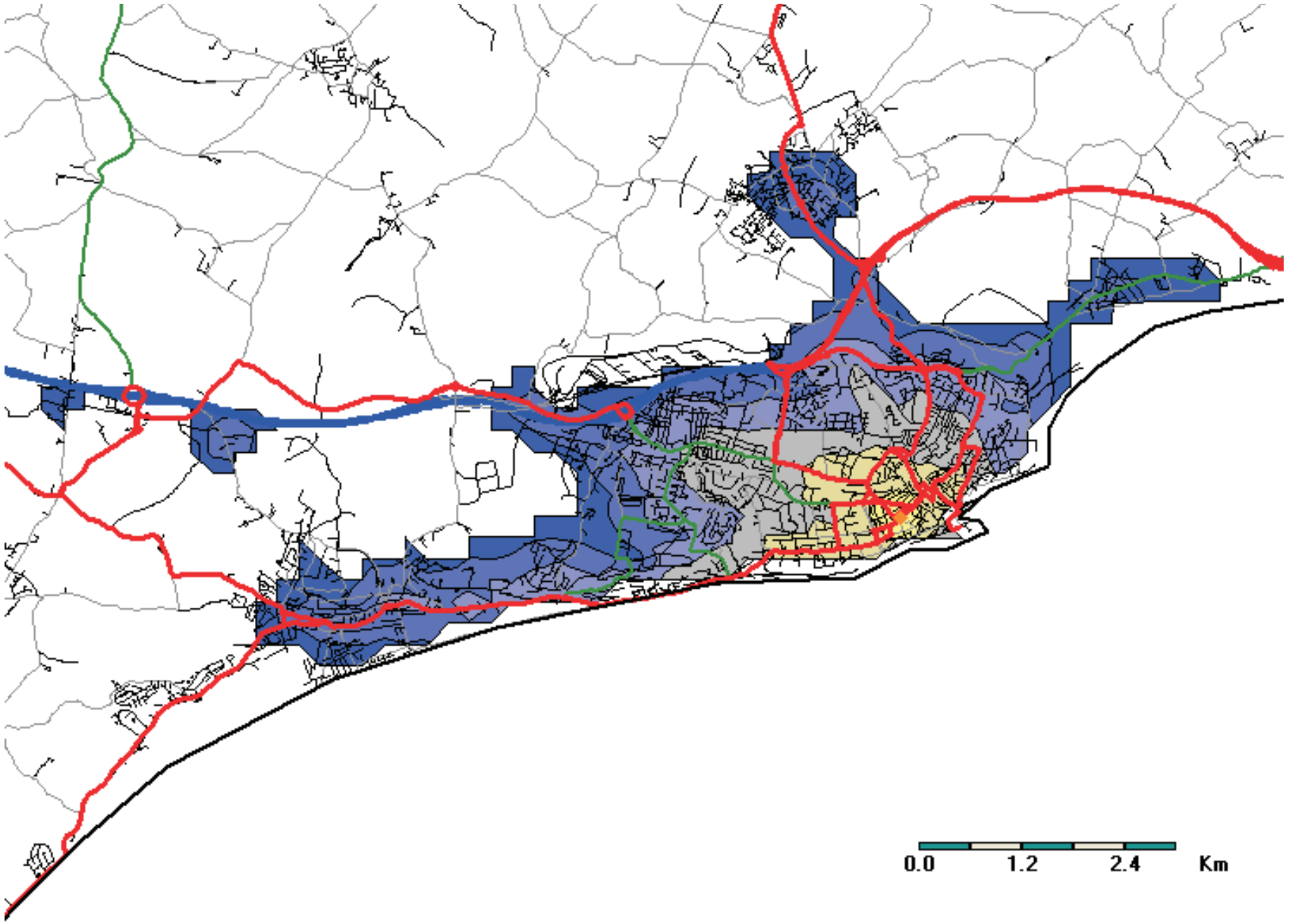
Drawing Ref:M:\Development Control\D130901 Shepway\Drawings\Figures\TRANSPORT STRATEGY\TS Report\3-3 Distribution Residential.ai

Key

1. Ashford (5%)
2. Canterbury & East Kent (10%)
3. Central Kent (1%)
4. Dover (7%)
5. Greater London (1%)
6. Hastings (0%)
7. Maidstone (1%)
8. North Kent (1%)
9. Shepway (72%)
10. South Kent (1%)
11. Other (1%)

Employment Distribution (Car Driver)

Figure 3.4



24,928 households (7,737 without a car) within 30 minutes

Figure 3.5
Access to Folkestone Town Centre

Client: Peter Wood, Scott Wilson

Accession Variables

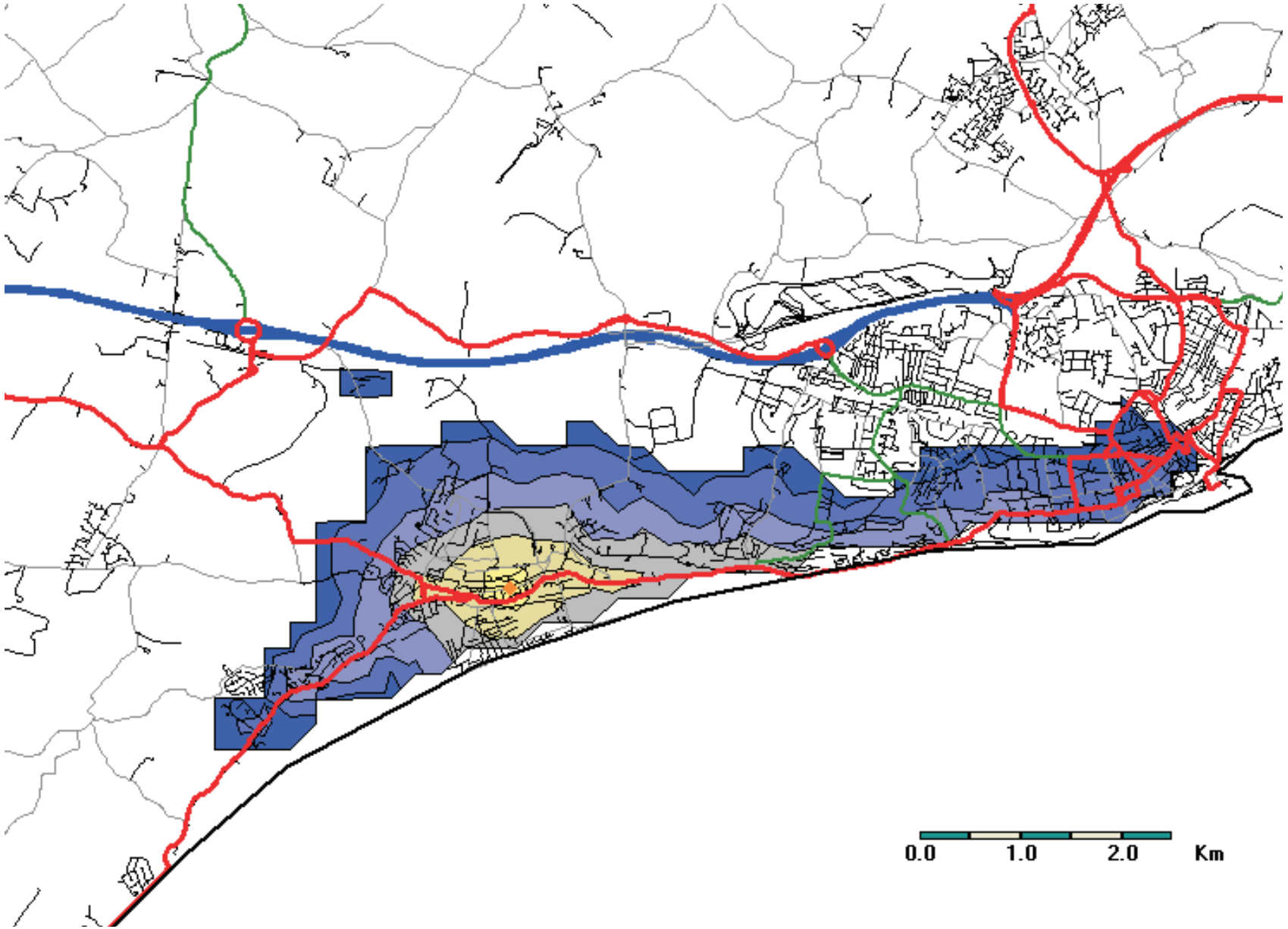
Destination = 622585, 135923
Modes = Bus, Train, Coach & Foot
Origin = 250m grid. Census 2001 HH
PT Route = Along Road Network
Road Accuracy = At Nodes
Walk Speed = 4.8km/h
Walk Distance = 800m
Walk Factor = 1.4
Walk Route = Through Road Network
Time = Tuesday 08:00-09:00
Journey Time (max) = 30 minutes

KEY

- Destination
- 5 minutes
- 10 minutes
- 15 minutes
- 20 minutes
- 25 minutes
- 30 minutes

Kent County Council

John Luckcock, KCC. 22-07-10



12,662 households (3,896 without a car) within 30 minutes

Figure 3.6
Access to Hythe

Client: Peter Wood, Scott Wilson

Accession Variables

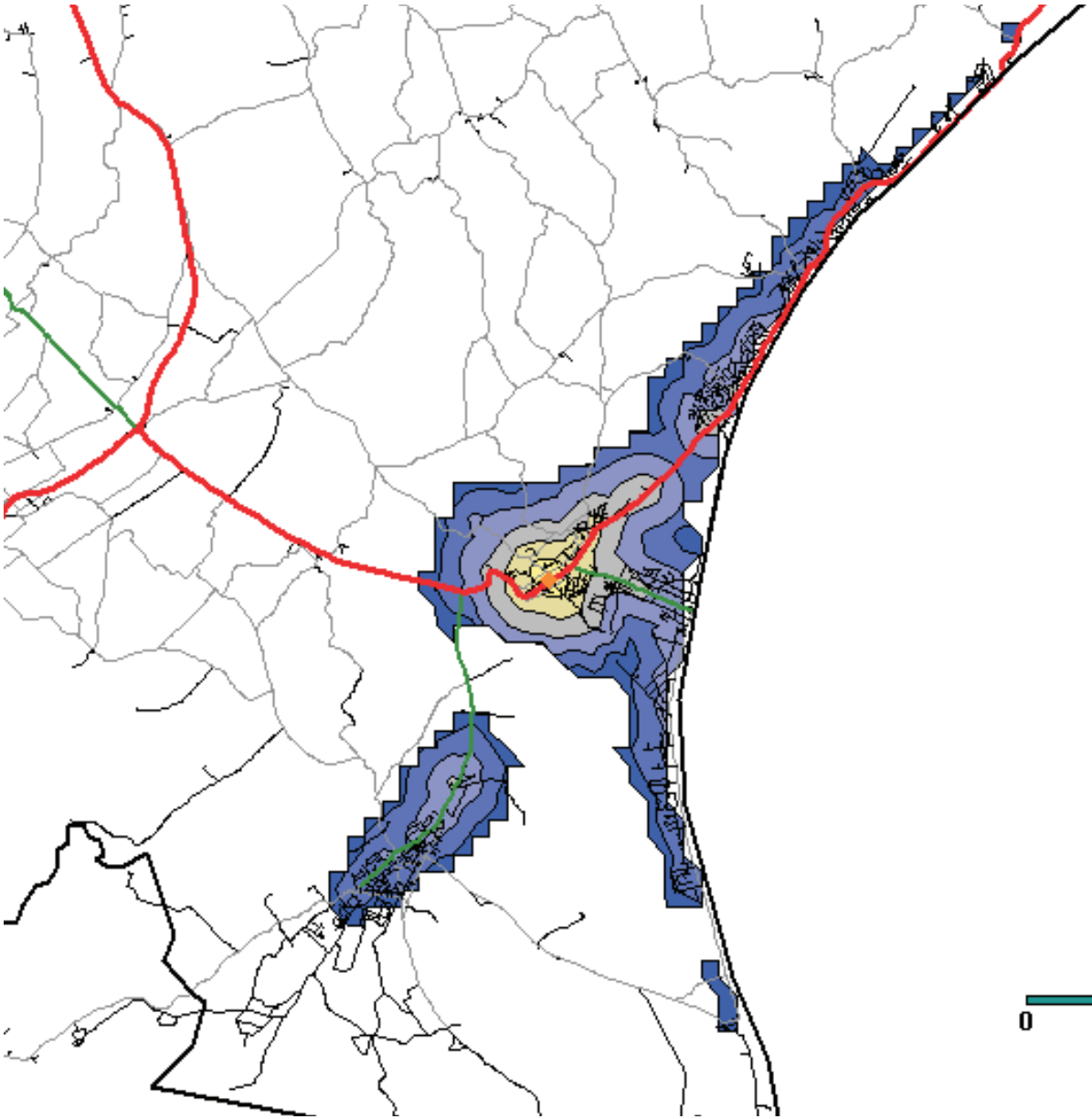
Destination = 616239, 134785
Modes = Bus, Train, Coach & Foot
Origin = 250m grid. Census 2001 HH
PT Route = Along Road Network
Road Accuracy = At Nodes
Walk Speed = 4.8km/h
Walk Distance = 800m
Walk Factor = 1.4
Walk Route = Through Road Network
Time = Tuesday 08:00-09:00
Journey Time (max) = 30 minutes

KEY

- Destination
- 5 minutes
- 10 minutes
- 15 minutes
- 20 minutes
- 25 minutes
- 30 minutes

Kent County Council

John Luckcock, KCC. 22-07-10



0 2 4 Km

6,373 households (1,122 without a car) within 30 minutes

Figure 3.7
Access to
New Romney

Client: Peter Wood, Scott Wilson

Accession Variables

Destination = 606731, 125018
Modes = Bus, Train, Coach & Foot
Origin = 250m grid. Census 2001 HH
PT Route = Along Road Network
Road Accuracy = At Nodes
Walk Speed = 4.8km/h
Walk Distance = 800m
Walk Factor = 1.4
Walk Route = Through Road Network
Time = Tuesday 08:00-09:00
Journey Time (max) = 30 minutes

KEY

- Destination
- 5 minutes
- 10 minutes
- 15 minutes
- 20 minutes
- 25 minutes
- 30 minutes

Kent County Council

John Luckcock, KCC. 22-07-10

EVALUATION MATRIX			TRANSPORT STRATEGY OBJECTIVES							IMPLEMENTATION		COST		OVERALL SCORE		
Mode	Reference	Measure	Achieve a fully integrated transport service	Promote best use of resources	Improve information for users	Promote climate change reduction	Enhance the public realm	Promote alternatives to the car	Total Score	Implementation Indicator	Weighted Implementation Indicator	Cost Indicator	Weighted Cost Indicator	Overall Score	Overall Score (%)	RANKING
Walking	W1	Improve road crossing points	1	1	1	0	2	2	**7**	0	**0**	1	**6**	**13**	**0.54**	14
	W2	Improve signage and reduce clutter	0	1	2	0	2	0	**5**	1	**6**	0	**0**	**11**	**0.46**	16
	W3	Connect selected links	2	1	1	1	1	2	**8**	0	**0**	1	**6**	**14**	**0.58**	10
	W4	Enhance the environment of the town centres	1	2	2	1	2	1	**9**	-1	**-6**	-1	**-6**	**-3**	**-0.13**	23
Cycling	C1	Connect selected links	2	1	1	1	1	2	**8**	0	**0**	1	**6**	**14**	**0.58**	10
	C2	Enhance road crossing facilities	1	1	1	0	2	2	**7**	0	**0**	1	**6**	**13**	**0.54**	14
	C3	Enhance signage	0	1	2	0	2	0	**5**	1	**6**	0	**0**	**11**	**0.46**	16
	C4	Promote parking facilities at destinations	2	1	1	1	2	1	**8**	1	**6**	1	**6**	**20**	**0.83**	4
	C5	Consider cycle hire	1	1	1	1	0	2	**6**	0	**0**	0	**0**	**6**	**0.25**	19
	C6	Promote safety awareness	1	1	2	1	2	1	**8**	1	**6**	1	**6**	**20**	**0.83**	4
Bus	B1	Routes	2	1	1	1	1	2	**8**	1	**6**	1	**6**	**20**	**0.83**	4
	B2	Network review	2	2	1	1	0	2	**8**	0	**0**	1	**6**	**14**	**0.58**	10
	B3	Build on work of Quality Bus Partnerships	1	1	1	1	1	1	**6**	0	**0**	0	**0**	**6**	**0.25**	19
	B4	Bus priority	1	2	1	1	2	1	**8**	-1	**-6**	0	**0**	**2**	**0.08**	22
Rail	R1	Promote integration of rail stations	2	2	1	1	1	2	**9**	1	**6**	1	**6**	**21**	**0.88**	2
	R2	Promote rail station Travel Plans	2	2	2	2	0	2	**10**	1	**6**	1	**6**	**22**	**0.92**	1
	R3	Build on accessibility provided through HS1	2	2	1	1	1	2	**9**	1	**6**	1	**6**	**21**	**0.88**	2
	R4	Consider the role of the RHD Line	1	1	0	0	1	0	**3**	0	**0**	0	**0**	**3**	**0.13**	21
Smarter Choices	SC1	Encourage Travel Plans for businesses, health facilities and service provides	2	2	2	1	0	1	**8**	1	**6**	1	**6**	**20**	**0.83**	4
	SC2	Work with schools and colleges to deliver their Travel Plans	2	1	2	1	0	2	**8**	0	**0**	1	**6**	**14**	**0.58**	10
	SC3	Support car sharing and car clubs	1	2	1	1	0	0	**5**	0	**0**	1	**6**	**11**	**0.46**	16
Parking	P1	Encourage better utilisation of car parks	1	2	1	1	2	0	**7**	1	**6**	1	**6**	**19**	**0.79**	9
	P2	Manage on street parking	1	2	2	1	2	0	**8**	1	**6**	1	**6**	**20**	**0.83**	4
	P3	Consider the demand for Park and Ride	0	0	0	1	0	-1	**0**	0	**0**	-1	**-6**	**-6**	**-0.25**	24

SCORING CRITERIA		
Objective and Policy Scoring		
Major Benefit	Significant benefits expected, in isolation to other schemes	2
Moderate Ben	Benefits expected, in isolation to other schemes	1
Neutral	Some benefits expected, combination with other measures beneficial	0
Moderate Cost	The measure is expected to lead to compromise the delivery of other measures, against the direction of the overall strategy	-1
Major Cost	Measure expected to lead to some knock-on negative impacts which may influence the delivery of other measures	-2
Cost Scoring		
Fair	The measure is expected to be implementable without significant issues / conflicts	1
Neutral	The measure is expected to be implementable, but that there may be some constraints which need to be overcome	0
Challenging	The measure is expected to be difficult to implement as there may be a number issues which need to be overcome	-1
Cost Scoring		
Low Rel Cost	The cost of implementing the measure is considered to be relatively low and may be able to be supported by other funding sources	1
Neutral	The associated cost is considered to be proportionate to the benefit	0
High Rel Cost	The cost of implementing the measure is considered to outweigh any benefit and the opportunity to derive supporting funding is considered to be low	-1

6	Implementation Weighting Factor (wh 12 would give equal weighting to strategy measures)
6	Cost Weighting Factor (where 12 would give equal weighting to strategy measures)

Transport Strategy Measure Evaluation Matrix

Figure 4.2

Drawing Ref:M:\Development Control\D130901 Shepway\Drawings\Figures\TRANSPORT STRATEGY\TS Report\4-2 Matrix 1.ai

Strategic Site	TRANSPORT STRATEGY OBJECTIVES						OVERALL SCORE		
	Walk, Cycle & Leisure	Bus	Rail	Smarter Choices	Parking	Highway Impact	**Overall Score**	**Overall Score (%)**	**Ranking**
New Romney	1	1	-1	0	0	0	**1**	**0.17**	3
Folkestone Seafront	1	1	1	1	0	-1	**3**	**0.50**	1
Risborough and Napier Barracks	0	1	1	1	0	-1	**2**	**0.33**	2
Hawkinge	0	0	-1	0	-1	0	**-2**	**-0.33**	6
Folkestone Racecourse	-1	0	1	1	0	0	**1**	**0.17**	3
Lympne Airfield	-1	0	0	0	-1	0	**-2**	**-0.33**	6
Sellindge	0	1	0	0	-1	0	**0**	**0.00**	5

Impact	
Positive	1
Neutral	0
Negative	-1

Strategic Site Allocation Evaluation Matrix

Figure 4-3