

Shepway District Council

**Transport Strategy  
Bus Travel**

January 2011

Prepared for  
**Shepway District Council**

## Revision Schedule

### Transport Strategy: Bus Travel January 2011

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

## 1.1 Background

- 1.1.1 URS / Scott Wilson has been commissioned by Shepway District Council (SDC) to prepare the Transport Strategy for the 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 future growth of Shepway.
- 1.1.2 SDC is currently preparing its Core Strategy, which is its lead document in the Local Development Framework. Within this, there are a number of Strategic Site allocations, where it is envisaged that future growth in the district could take place. The Transport Strategy will feed into the Core Strategy, which has been subject to public consultation at both the issues and options, and preferred options stages.

## 1.2 Purpose

- 1.2.1 The purpose of this report is to provide an overview of the existing opportunities for residents, employees and visitors within the Shepway District to travel by bus and to identify where issues exist or where potential improvements can be made to the bus network.
- 1.2.2 As part of this report, options to address the issues have been presented which will in turn inform the comprehensive, multi-modal Transport Strategy being prepared for the District. This report therefore provides the background to how the varying options were considered and developed.

## 1.3 Structure

- 1.3.1 The remainder of this section of the Transport Strategy is set out as follows:
  - Section 2 summarises the existing situation in Shepway, specifically in terms of how bus provision is currently provided;
  - Section 3 seeks to identify the issues which currently exist and indicate where improvements could be made; and
  - Section 4 presents the proposed strategy for bus travel within the District, which includes an overview of the predicted increase in bus passenger demand in relation to future growth in Shepway and the Strategic Site allocations.

## 2 Existing Situation

### 2.1 Introduction

- 2.1.1 This section will discuss the existing situation with regards to bus travel within the District and provide a review of relevant planning policies, an overview of bus services provided, who provides them, the ticketing mechanisms available and the District's bus coverage.
- 2.1.2 The integration with other modes of travel is also commented upon as it is imperative that sustainable modes of travel are linked with one another to ensure maximum uptake from potential users.

### 2.2 Policy Background

#### Planning Policy Guidance 13: Transport (2001)

- 2.2.1 PPG13 sets out the Government's guidance for integrating planning and transport at the national, regional, strategic and local level to reduce the need to travel and promote public transport, walking and cycling.
- 2.2.2 Key objectives relevant to sustainable travel and bus travel outlined in PPG13 include:
- Promoting more sustainable transport choices;
  - Ensuring that development comprising jobs, shopping, leisure and services offer a realistic choice of access by public transport, walking and cycling;
  - Giving priority to people over ease of traffic movement and plan to provide more road space to pedestrians, cyclists and public transport in town centres, local neighbourhoods and other areas with a mixture of land uses; and,
  - Ensuring the needs of disabled people as pedestrians, public transport users and motorists are considered.

#### Planning Policy Statement 1: Delivering Sustainable Development

- 2.2.3 PPS1 sets out the overarching planning policies on the delivery of sustainable development through the planning system and states that development planning should:
- "Aspire to make places better for people and deliver development where communities need it and which is sustainable"*
- 2.2.4 In relation to sustainable travel modes, and in particular bus travel in this case, PPS1 states that development should:
- Ensure high quality development through good and inclusive design, and the efficient use of resources;
  - Provide improved access for all to jobs, health, education, shops, leisure, community facilities, open space, sport and recreation by ensuring that as far as reasonable everyone can access services on foot, bicycle or public transport without relying on the private car; and,

- Reduce the need to travel and encourage public transport provision to ensure more sustainable patterns of transport development.

## Kent Local Transport Plan

2.2.5 The second Local Transport Plan (LTP) for Kent, covering the period up until 2011, was submitted in March 2006 and sets out the transport vision and programme of works for the County. The document outlines ten strategy objectives for the County, which comprises:

- **Accessibility:** Kent County Council (KCC) will support independence and reduce social exclusion by improving transport links to key destinations and bringing services closer to communities;
- **Demand Management:** KCC will seek to reduce the demand for transport both within and through Kent;
- **Environment, Heritage and Communities:** KCC will stabilise and, where possible, reverse the adverse effect of transport and its infrastructure on the natural and built environment and on local communities;
- **Health:** KCC will improve the health of Kent residents by reducing the impact of transport, encouraging increased physical activity and enhancing access to key health facilities;
- **Integration:** KCC will encourage integration to maximise the use of sustainable modes and therefore widen choice for Kent residents;
- **Keep Kent Moving:** KCC will manage and maintain the local highway network to maximise the safe and efficient use of road space and provide reliable journey times;
- **Road Safety:** KCC will strive to provide a safe and secure transport system for all users throughout the county;
- **Sustainable Regeneration:** KCC will promote development that reduces the need to travel while supporting the local economy;
- **UK Connections:** KCC will press for more efficient, sustainable transport links with London and the rest of the UK;
- **UK Gateway:** KCC will ensure that international traffic covers its costs, minimises the impact on Kent and its residents and maximises the use of rail.

2.2.6 The overarching objectives for the Kent LTP specifically require that sustainable transport plays a role in reducing demand on the highway network and providing affordable and legible accessibility for all. Bus travel therefore features as an important aspect of both existing and future plans within the County.

## Kent Local Transport Plan 3 (2011 – 2016)

2.2.7 Kent County Council is currently preparing its third Local Transport Plan (LTP3) to cover the period 2011 to 2016. This will help deliver the regeneration of Kent as outlined in the 'Unlocking Kent's Potential – Framework for Regeneration' document. The LTP3 document(s) is currently at the consultation stage of the process, ending in December 2010.

2.2.8 Notwithstanding this, the Countryside Access Improvement Plan (CAIP) 2007-2017 detailed in LTPs states that provision should be made for sustainable transport systems and high quality green space.

- 2.2.9 Moreover, the CAIP states that new developments should include opportunities to include facilities which reduce traffic congestion, improve safety and provide community recreational facilities.

## 2.3 Service Providers

- 2.3.1 The primary bus service provider within the Shepway is 'Stagecoach in East Kent' (SEK), with the main operations taking place out of Folkestone where the bus station and bus depot for the District are located.
- 2.3.2 SEK currently operates a fleet of 48 buses within the District, and as there are a number of high use routes, the buses are relatively modern with the majority being less than 10 years old. Of the fleet, a total of 31 buses are considered to be Disability Discrimination Act (DDA) compliant, in terms of providing improved accessibility for passengers impaired through disability. A further 11 buses are in the form of low-floor mini-buses with the remaining 6 vehicles not providing low-floor accessibility.
- 2.3.3 Long distance coach travel is primarily provided by National Express (NE) although there is no dedicated coach station within the Shepway District, however there are a number of locations within Shepway where coach services are accessible and this is discussed in more detail later on in this chapter.
- 2.3.4 There are additional bus service providers which offer reduced frequency services within the district, however for the purposes of this report the services provided by SEK have been considered in more detail due to the quantity of services provided and availability of data.

## 2.4 District Coverage

### Bus Travel

- 2.4.1 There are five key bus corridors present within the District which connect Folkestone town centre, as the primary urban area in Shepway, to the other towns and villages, hence the presence of the primary bus station and bus depot within the town. The five corridors provide connections to the following destinations or areas, with the primary individual route numbers shown in brackets:
- Ashford (Route 10);
  - Canterbury (Routes 16 & 17);
  - Dover (Routes 91, 101 & 102);
  - Elham Valley (Route 17, 558 & 630); and
  - New Romney, Lydd and Hastings (Routes 101 & 102).
- 2.4.2 It is also noted that the 558 will have a new timetable operating from January 2011, which will allow connections to be provided at Sandling with trains to and from Ashford and London, for passengers travelling to and from Hythe. This will re-introduce an important local facility for residents of Hythe and Saltwood.
- 2.4.3 A summary of the frequencies for the identified routes is shown below as **TABLE 2.1**. The information shown is based on typical Monday to Friday term time bus timetables. It is noted that

this table is not exhaustive and further routes operate circulatory routes within Folkestone town centre, as well as additional lower frequency routes, for example routes 558 and 630.

**TABLE 2.1 Primary Bus Route Frequencies**

Route ID	First Bus	Last Bus	Ave. Frequency
10	06:05	18:05	Hourly
16	06:40	22:20	20mins
17	07:15	21:40	Hourly
91	07:30	17:10	Two Hourly
101	07:15	19:10	Hourly
102	06:35	22:40	30mins

2.4.4 A plan illustrating the bus corridors is shown at **FIGURE 2.1**.

2.4.5 Folkestone bus station is situated within Bouverie Square in the town centre of Folkestone and has a drive-through configuration with access for vehicles provided off Middleburg Square. It is understood that an additional access is available off Sandgate Road / Bouverie Place which is used by routes 101 / 102 towards Dover every 20 minutes. The bus station is leased by Stagecoach, with the existing agreement due to terminate in 2054.

2.4.6 **FIGURES 2.2** and **2.3** show the primary and secondary bus station accesses, respectively.

**FIGURE 2.2 Primary Bus Station Access**





**FIGURE 2.3 Secondary Bus Station Access**



- 2.4.7 The bus station has six bays which provide 9 passenger boarding points. There are also additional focal points at Hythe, New Romney and Cheriton where bus services for the respective areas are prominent.
- 2.4.8 The current bus station provides driver facilities and allows shift changes to take place, thereby removing the need for all buses to stop on the highway to allow shift changes.
- 2.4.9 The bus depot is operated by SEK and is located off Kent Road in Folkestone and provides a base for servicing, maintaining and overnight storing of buses. The depot can currently accommodate approximately 50 buses and recent investment has seen new maintenance pits and washing facilities installed, and these have an approximate ten year life span. The location of the depot thereby means that buses serving the district rarely need to travel destinations outside of the district for maintenance and storage purposes.
- 2.4.10 **FIGURES 2.4 and 2.5** show the depot, washing facilities and maintenance building.

**FIGURE 2.4 Bus Depot**

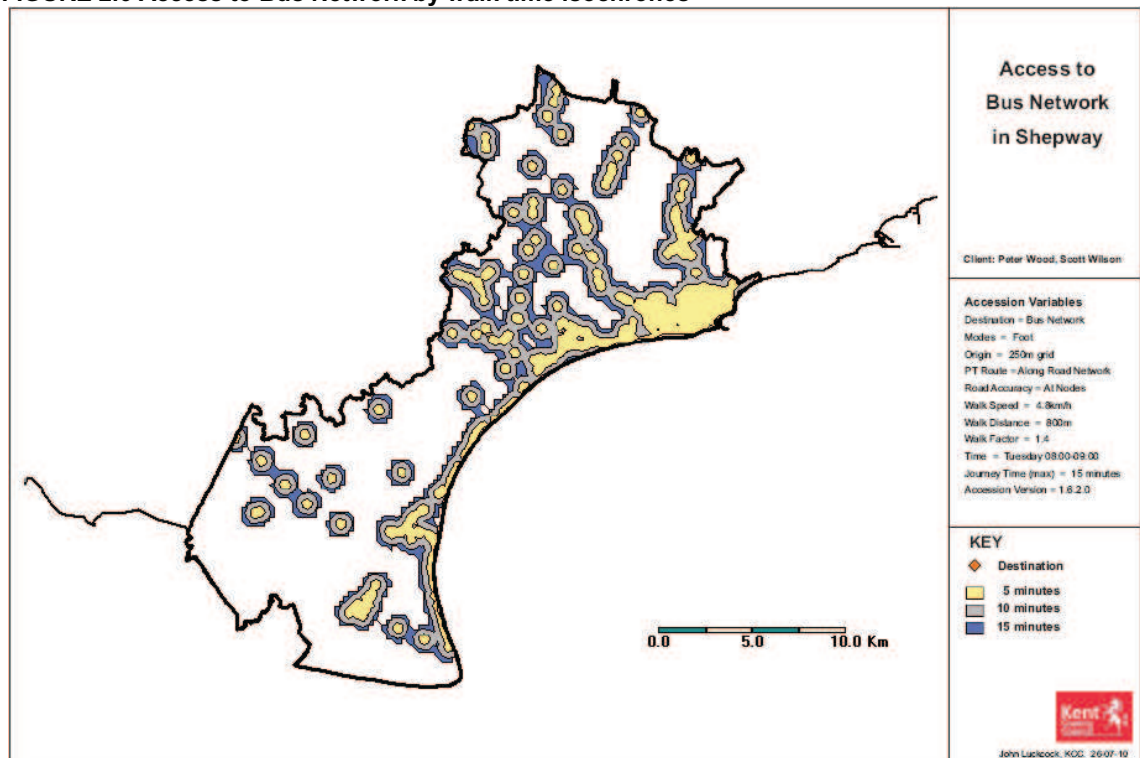


**FIGURE 2.5 Maintenance Building**



- 2.4.11 Access to the bus network is generally of a very good standard with the majority of the residential and employment localities able to access the bus network within a 15 minute walk from their respective origin. **FIGURE 2.6**, a plan which was provided by KCC and created using Accession Ver. 1.6.2.0, graphically illustrates bus accessibility for the District.

**FIGURE 2.6 Access to Bus Network by walk time isochrones**



- 2.4.12 According to SEK and consultation which has been undertaken as part of the preparation of this Transport Strategy, bus services within Shepway are generally very reliable and punctual. It is understood that more than 95% of bus services within the District are punctual, therefore arriving or departing not more than one minute early or more than five minutes late.
- 2.4.13 This provides those who travel by bus with a high degree of confidence that the services which they wish to use will be reliable and therefore supports consistent, repeat use of bus travel as a key mode of transport.
- 2.4.14 Furthermore, reliable and punctual bus services not only provide an indication of efficiently run bus services but also of the highway network more generally. Given that buses are reported as arriving and departing their respective locations on time on more than 95% of occasions, it can be considered that traffic flows and congestion are of a consistent and limited nature, as bus journey time variability is reported as being minimal.
- 2.4.15 The bus routes within Shepway are operated mainly in a corridor based approach, thereby providing direct routes which are typically more favoured by travellers as it removes the need for 'winding' routes through residential areas, and this offers a real alternative to travel by private motor car.

### School Bus Services

- 2.4.16 There are a number of bus services which are either dedicated school bus services or regular services which call at schools within the district for the morning drop off and afternoon pick up of pupils.
- 2.4.17 In total there are approximately seven dedicated bus services which serve a number of schools both within Shepway and the surrounding districts, namely the schools situated in Dover. These

are routes 971, 976, 977, 990, 991, 992 and 994. A summary of the schools served by each bus route is displayed below as **TABLE 2.2**.

**TABLE 2.2 Schools served by Bus**

Bus Route	Schools Served
971	The Harvey Grammar School
976	The Folkestone Academy
977	The Folkestone Academy
990	Dover Grammar School for Girls St. Edmund's Catholic School
991	Dover Grammar School for Girls St. Edmund's Catholic School
992	Astor College Dover Grammar School for Boys Dover Grammar School for Girls St. Edmund's Catholic School
994	The Harvey Grammar School Folkestone School for Girls

## Demand Responsive Transport

- 2.4.18 A Demand Responsive Transport (DRT) or dial-a-ride service is available within Shepway in the form of the Kent Karrier. This service is made available to travellers who have a medical condition which makes travelling on conventional public transport difficult or if they live in a rural area which is more than 500m from a conventional bus route. The service is operational on weekdays and in order to use the service travellers are required to be members of the scheme which carries an annual membership fee of £5. The service also charges a small fee for every journey made.
- 2.4.19 To provide an efficient service and provide maximum coverage, the district is served on an area basis in that different areas are served on different days of the week. The destinations are also fixed in a generalised sense, and these are Ashford, Canterbury, Folkestone, Hythe and New Romney although there are multiple drop off / pick up locations at each location.

## Coach Travel

- 2.4.20 As mentioned, coach travel for the purposes of longer distance travel is primarily provided by National Express, which provides travel throughout the UK. There are approximately six locations within Shepway which are currently served by coach travel, as summarised below:
- Folkestone Bus Station;
  - Sandgate High Street;
  - Seabrook Road;
  - Hythe;
  - Newingreen; and
  - Sellindge.

- 2.4.21 The coach services available generally require advance booking, and although the booking system allows travellers to use the coach services to travel within the District, it is envisaged that this would not commonly occur due to the infrequent nature of the coach services with approximately three journeys per day in each direction.
- 2.4.22 Coach services are available for travel between Dover and London Victoria, with the above identified locations situated along this route. To provide an indication of journey times, the timetable information available gives a journey time of 2 hours and 50 minutes between Folkestone and London Victoria and 25 minutes between Folkestone and Dover. A summary of the timetable information is provided as **TABLE 2.3**, and the frequencies presented are for a typical day, which according to National Express timetables includes weekends.

**TABLE 2.3 Coach Travel Service Frequencies**

Route	Departs	Arrives	Notes
Folkestone to London Victoria	06:55	09:50	
	09:30	12:20	
	13:35	17:50	via Dover
	15:30	18:20	
	19:00	22:20	via Dover
London Victoria to Folkestone	11:00	13:35	
	11:30	15:30	via Dover
	16:00	19:00	
	19:00	21:35	
	23:30	01:40	
Folkestone to Dover	13:35	14:00	
	19:00	19:25	
	21:35	22:00	
Dover to Folkestone	06:30	06:55	
	09:05	09:30	
	15:05	15:30	

- 2.4.23 Coach travel provides an alternative to rail travel and is considered to be the more affordable method for travel to destinations outside of Shepway. For example, a return ticket between Folkestone and London for one adult costs approximately £53.40 by rail, whereas by coach it costs significantly less at approximately £14.00.
- 2.4.24 The propensity for travellers between Folkestone and London to use coach travel as an alternative to rail travel is dependent on individual circumstances as there is the trade-off between money and time as generally coach journeys have a longer duration. It is however suggested that it is likely that students or individuals with lower incomes would be inclined to use coach travel given the significant reduction in costs.

### Taxi Services

- 2.4.25 Taxi services are available throughout the district, with the highest concentration of services located within Folkestone which is as expected due to the population concentration.



2.4.26 Taxi services provide a flexible means of travel, in terms of the journey start and finish locations not being fixed and at the request of travellers. Taxi Ranks are located at the following locations:

- Folkestone Taxi Ranks
  - West Terrace
  - West Cliff Gardens
  - Sandgate Road
  - Guildhall Street
  - Bouverie Square
  - Bouverie Road West
  - Joyes Road
  - Tontine Street x 2
  - Marine Parade
  - Harbour Street
  - Harbour Approach Road
  - Dover Road
  - Cheriton High Street
  - Radnor Park Avenue
- Hythe Taxi Rank
  - Chapel Street

2.4.27 The ranks indicated above can be used by Hackney Carriages which require no pre-booking. Currently there are 262 licensed taxis within the district, which comprises 226 Hackney Carriages and 36 Private Hire vehicles.

## 2.5 Passenger Movement - Buses

2.5.1 As discussed there are five key corridors of bus travel within the District as these provide access to the major residential and commercial areas of Shepway, or in some cases focal points within neighbouring areas, such as Dover and Ashford. These corridors are well established, thereby enabling the majority of routes using these corridors to be operated commercially as opposed to being subsidised by Kent County Council.

2.5.2 Passenger boarding information has been provided by SEK, broken down by bus route, which gives an indication of the demand which each bus route currently experiences over the course of a day. Discussions with SEK have identified that there is significant seasonal variance, in terms of the number of passengers, which is due to school or college attendance days and summer visitors. SEK has collected passenger boarding information for the past five years, and this has shown that September is the peak month, in terms of the maximum number of bus passengers, and therefore any data referenced in this section was obtained during September 2009.

2.5.3 It should be noted that routes 558 and 630 are not provided by the primary service provider, SEK, and therefore passenger data has not been obtained.

- 2.5.4 A high-level review of this data has highlighted that approximately 30% of all bus travel within Shepway is undertaken on the coastal routes comprising routes 100, 101 and 102 which serve the major residential areas within the District, including Folkestone, Hythe, New Romney and Lydd, whilst also extending to serve Dover to the north east and Hastings to the south west.
- 2.5.5 The bus route currently experiencing the highest passenger numbers is route 102, which connects Folkestone with Hythe, New Romney, Lydd and Dover. This route currently has an approximate 20% share of the total number of bus passengers within the District.
- 2.5.6 **TABLE 2.4** presents the distribution of passengers over the available bus routes in percentage terms for a typical weekday, as calculated using information provided by SEK.

**TABLE 2.4 Bus Route Patronage (Percentages)**

Corridor of Travel	Bus Route ID	Patronage (%)
Ashford	10	5%
Dover & Hastings	100 / 101 / 102	33%
Hastings	105	1%
Folkestone Town	127	3%
Folkestone Town	137	1%
Folkestone Town (Hawkinge)	138	1%
Canterbury	16 / 16A	15%
Hastings	160	2%
Canterbury	17	5%
Folkestone Town	71	16%
Folkestone Town	72	7%
Folkestone Town (Hawkinge)	73	8%
Folkestone Town	77	1%
Folkestone Town	78	1%
Dover	91	1%
<b>Total</b>		<b>100%</b>

- 2.5.7 To determine which corridor of bus travel is currently experiencing the highest demand in terms of passengers, it is necessary to group the individual routes on a corridor basis, and this is presented below as **TABLE 2.5**. It is noted that the individual corridors of Dover and Hastings have been combined due to both corridors being served by routes 100, 101 and 102. It is further noted that the Elham Valley corridor is not represented as the services are not provided by SEK and therefore data has not been obtained. It is, however, expected that due to the infrequent nature of the services and rural nature of the corridor, that patronage would not be of a significant level.

**TABLE 2.5 Bus Corridor Patronage (Percentages)**

Corridor of Travel	Patronage (%)
Ashford	5%
Canterbury	20%
Dover & Hastings	37%
Folkestone Town (inc. Hawkinge)	38%
<b>Total</b>	<b>100%</b>

- 2.5.8 **TABLES 2.4 and 2.5** have identified that six of the bus routes are considered to be Folkestone Town Centre services, with two further services serving both the Town Centre and Hawkinge. These combined account for 38% of total passengers boarding buses within the District on a typical weekday. Buses travelling on the combined corridor of towards Hastings and towards Dover account for 37% of total passengers boarding, with the remaining 20% towards Canterbury and 5% towards Ashford.
- 2.5.9 As passenger alighting information has not been made available, it has not been possible to accurately determine the patronage of individual bus routes as passengers could potentially board a bus in Folkestone Town Centre which routes towards Canterbury and alight a few stops later whilst the bus is still in Folkestone. The above analysis therefore represents an indicative breakdown of patronage across the bus network based on the best available data.
- 2.5.10 The data received has also been analysed to identify the locations where bus passengers are boarding the various buses, and a summary of this analysis is presented below in percentage terms for an average weekday, as **TABLE 2.6**.

**TABLE 2.6 Passenger Boarding Locations**

Bus Boarding Location	Percentage of Total Passengers
Folkestone Bus Station	29.7%
Cheriton	4.4%
Hythe (RLS)	3.8%
Cheriton High Street	3.7%
Folkestone Central Rail Station	3.7%
New Romney	3.4%
Hythe, Douglas Avenue	2.9%
Coolinge Lane, Folkestone	2.8%
Hawkinge	2.7%
Black Bull Road, Folkestone	2.0%
Dymchurch	1.9%
Cheriton Road	1.9%
Crete Way Down, Folkestone	1.8%
Aerodrome Road, Hawkinge	1.8%
Imperial, Folkestone	1.8%
Grove Road, Folkestone	1.6%
St Mary's Bay	1.4%



Tontine Street, Folkestone	1.4%
Trinity Gardens, Folkestone	1.3%
Seabrook Road, Folkestone	1.3%
Brock Hill Park School, Hythe	1.2%
Hythe (LRS)	1.1%
Lydd	1.1%
Sandgate	1.1%
Lyminge	1.0%
<i>Remaining Locations below 1.0%</i>	<i>19.2%</i>
<b>Total</b>	<b>100%</b>

- 2.5.11 **TABLE 2.6** presents the boarding locations, and it can be seen that the majority of passengers board at Folkestone Bus Station, approximately 30%, which is as expected due to the concentricity of bus services at this particular location. The remaining locations experience varied levels of bus boarding and therefore demand, but all are significantly lower than the Bus Station, with the second highest percentage approximately 4% at Cheriton.
- 2.5.12 Through discussions with SEK it is understood that the services routing to Canterbury from Folkestone, 16 and 17, are experiencing high levels of passenger growth, and this is believed to be due to Canterbury experiencing unbalanced growth in terms of the number of jobs which are available versus available housing. Workers therefore need to commute to Canterbury from surrounding Districts, with Shepway being one of them, in order to work within Canterbury.
- 2.5.13 Although bus services connecting with Ashford currently have to compete with the available train services, the bus routes are still experiencing a reasonable level of usage considering the variance in travel times in comparison to rail travel is over one hour.

## 2.6 Ticketing

- 2.6.1 There are various ticketing schemes available within Shepway, in addition to the normal pay as you travel method, which offer further encouragement to travel by bus through means of discounted costs and further schemes available specifically for school children.
- 2.6.2 The main ticketing options are discussed in more detail below.

### megarider

- 2.6.3 Megarider tickets are available in two forms, which are 'megarider' and 'megarider gold', with the former allowing unlimited travel within the Folkestone and Hythe ticket zone area (as illustrated in **FIGURE 2.7**) and a 'megarider gold' for all buses in Kent and East Sussex. Both of these ticket types are available in 7 day, 4 week, 13 week and 52 week formats offering flexible options to passengers, in terms of payment. For example a 7 day megarider costs £10.00, and a 7 day megarider gold costs £19.

FIGURE 2.7 Folkestone & Hythe Ticket Zone



## Freedom Pass

2.6.4 A scheme introduced by Kent County Council entitled 'Freedom Pass' is available to school children who are pupils at participating schools within the county, and a number of these schools are situated within the Shepway District. The schools within the District which are currently participating in the scheme are as follows:

- Alternative Curriculum Programme
- Adolescent Resource Centre
- Brockhill Park School
- Brook Education Centre
- Environmental Therapy Project
- Folkestone Academy
- Folkestone School for Girls
- Foxwood School
- Harvey Boys Grammar
- Marsh Academy

- Oakwood School
  - Pent Valley High School
  - St Marys Westbrook
  - Threshold (Folkestone)
  - Warm Stone Project
  - Highview School
- 2.6.5 The 'Freedom Pass' scheme is in place to make travel easier and more affordable for pupils with the main aims of the scheme being to:
- empower young people;
  - improve safety;
  - financially assist families;
  - promote healthier lifestyles;
  - encourage greater use of sustainable transport;
  - engender the use of bus travel amongst young people, as this may influence their future travel decisions;
  - reduce congestion and journey times (especially during the school runs); and
  - ultimately increase quality of life across the county.
- 2.6.6 The scheme has an annual fee of £50 and this allows pupils to travel on any participating public bus, at any time including weekends and school holidays, thereby offering a significant discount and benefit.

### **Concessionary Fares**

- 2.6.7 The national scheme providing concessionary fares for eligible users within England is in effect within the District, and SEK accept all English concessionary travel passes, which display the cross of St. George, for free travel from 09:00 on weekdays and all day during weekends and bank holidays.
- 2.6.8 This scheme allows eligible travellers, typically those above retirement age or with disabilities, to travel for free on local bus services throughout England, providing that the times of travel are outside of the morning peak during weekdays.

### **PLUSBUS**

- 2.6.9 The nationally recognised "PLUSBUS" ticketing scheme is in operation within Shepway and this scheme in essence allows travellers to purchase a single ticket which is valid for both the rail and bus segments of their respective journeys. An added benefit is also available whereby a discounted price is applicable for the bus element of the journey, which acts as a further incentive to use bus travel to interchange with rail services within the District.

## 2.7 Quality Bus Partnership

- 2.7.1 A Quality Bus Partnership (QBP) between Shepway District Council (SDC), Kent County Council (KCC) and Stagecoach in East Kent (SEK) is in place and the agreement was approved by the three parties in April 2010. The aim of the QBP is to develop and improve all aspects of bus travel within the District, including infrastructure, with the overall objective of increasing passenger numbers, thereby reducing the need to travel by car.
- 2.7.2 Through the QBP, SEK are committed to introducing low-floor buses which ensure ease of travel for the mobility impaired and those with small children or pushchairs. SEK will also consult with KCC and SDC regarding any significant changes to fares, and to plan the local bus network for the District.
- 2.7.3 Further to this, KCC will complement the introduction of additional low-floor buses by investing in further infrastructure works, in the form of raised kerbs and clearways at bus stops.
- 2.7.4 As part of the QBP, SDC has agreed to enforce parking clearance zones at bus stops to ensure that the bus stops are clear for use by buses and their passengers and to ensure that buses do not need to block the highway network unnecessarily to allow boarding and alighting of passengers.
- 2.7.5 Both councils have indicated that through the scheme, where appropriate, bus priority measures will be introduced to the highway network which will further support the high level of punctuality and reliability of local buses which is already being achieved within the District.

## 2.8 Sustainable Transport Integration

- 2.8.1 The distance and complexity of journeys which people often need to make requires that a level of integration between transport modes is present. Where transport modes can be effectively integrated, it is recognised that they can represent attractive travel options to those needing to undertake journeys. However, where integration is not maximised, travellers may choose to use their cars (assuming that they have access to a private car) rather than connect between a range of modes.
- 2.8.2 This section will identify how the bus network presently operating in the District is linked, or provides facilities for linkage to take place, with the other main modes of transport. These are considered to be rail, cycling and walking. It is unlikely that travel by private motor car would be linked with local bus travel and therefore is not included in this section.

### Rail

- 2.8.3 Rail is important in terms of travel as it provides access to a nationwide network which affords relatively fast travel speeds and therefore shorter journey times than some other modes. It is therefore essential that other modes of travel are integrated with the rail services available.
- 2.8.4 There are four mainline rail stations present within the District and these are Folkestone Central, Folkestone West, Sandling and Westenhanger. There are existing opportunities to integrate rail and bus travel through means of bus services which stop at, or near to each of the identified rail stations, with the exception of Westenhanger.
- 2.8.5 Through analysis of bus timetable information it has been identified that there is significant variance in the level of bus provision at each rail station, with Folkestone Central having a high level of bus provision with 13 bus routes calling at this station. Folkestone West is currently served by 8 bus routes.
- 2.8.6 Sandling and Westenhanger, however, currently experience a lower level of bus provision, with Sandling currently served by two bus services with a relatively low average frequency and Westenhanger currently experiencing no bus provision.
- 2.8.7 The integration between rail and bus travel is further enhanced for travellers through the availability of the nationally recognised “PLUSBUS” ticketing scheme, which has already been discussed in paragraph 2.6.9.

### Cycling

- 2.8.8 The ability for travellers to secure their respective cycles at bus stations or in the vicinity of bus stops is necessary in order to promote integrated journeys involving bus travel and cycling. At present, there is no formal cycle parking or facilities within Folkestone bus station, however there are a number of locations within close proximity to the bus station where clusters of Sheffield Stands are available for use.
- 2.8.9 The Sheffield Stands which are most likely to be used by bus passengers are located adjacent to Bouverie Place shopping centre along Middleburg Square, and these are approximately 40m from the perimeter of the bus station and therefore easily accessible by bus passengers. Further Sheffield Stands are located throughout the perimeter of the shopping centre and also within. There is currently no signage in place to direct cyclists to the available parking stands.

- 2.8.10 Currently there are no cycle routes leading directly to the bus station; however, National Cycle Network (NCN) Route 2, which routes along the coast, is situated immediately to the south of the bus station and is accessible within 300m, thereby enabling bus passengers to utilise NCN Route 2 in order to access the bus station.
- 2.8.11 It is understood that SEK typically do not allow the carriage of cycles on their bus network, however folding cycles are permitted, at the drivers discretion, if they can fit within the luggage pen.

### **Walking**

- 2.8.12 The nature of Shepway and the corridor approach of the bus network afford easy access to the bus network for passengers in terms of walking. As discussed prior in this section, access to the bus network is generally of a very good standard with the majority of the residential and employment localities able to access the bus network within a 15 minute walk from their respective origin.
- 2.8.13 This has been determined through analysis of accessibility plots provided by KCC which were created using Accession Ver. 1.6.2.0 and illustrate 5, 10 and 15 minute walk time isochrones from bus access points / bus stops, which translates to 400m, 800m and 1200m distances.
- 2.8.14 **FIGURE 2.6**, shown earlier in his document, graphically illustrates bus accessibility for the District in terms of accessing the bus network through means of walking.

## 3 Issue Identification

### 3.1 Introduction

- 3.1.1 This section is concerned with the identification of potential issues relating to bus travel within Shepway. The issues presented have been identified either through the analysis that has been undertaken as part of the development of the Transport Strategy, through consultation with the bus operator or through the consultation workshop events in which stakeholders were invited to discuss any issues which they felt were prevalent within the Shepway District.

### 3.2 Issues

#### Bus Links at Rail Stations

- 3.2.1 The availability of bus links at rail stations within the District has been identified as an issue, with a view that there are not enough bus services currently calling at the four rail stations within the District, namely Folkestone Central, Folkestone West, Sandling and Westenhanger.
- 3.2.2 As identified in Chapter 2, the number and frequency of services calling at rail stations within the District varies significantly, which to a certain degree is as expected as the bus provision is linked to the rail provision at each respective rail station and that these services are provided on a commercial basis by SEK. However, it is perceived by stakeholders that improvements can be made in relation to bus access at rail stations, especially at Westenhanger and Sandling rail stations where bus provision is low or absent.

#### Infrastructure

- 3.2.3 Through discussions with SEK, and the workshop consultation events, a number of issues and potential improvements to the existing bus infrastructure within the District have been identified. These range from improvements to bus stop facilities to the ability for buses to turn around at the extents of some bus routes.
- 3.2.4 Bus stops within the District generally consist of a simple 'pole and flag' format thereby not offering passengers waiting facilities, including weather protection. This is seen as a potential discouragement to bus travel as passengers generally will only stand in an exposed location if necessary and therefore it is suggested that this could be improved upon through means of the installation of 'bus shelters', where appropriate.
- 3.2.5 It is understood that buses which currently terminate in New Romney have limited facilities for turning around to reverse the route and currently use the Mountfield Industrial Estate, located to the south east of the town. A potential improvement could be to allow rerouting of buses along George Lane for turnaround purposes, or provide a dedicated bus turn around area. This final suggestion could incorporate a minor bus hub for the area and act as a new bus travel focal point for New Romney.
- 3.2.6 The current bus depot located in Folkestone is situated off of Kent Road which lies within a residential area with housing adjacent on all sides. For this reason, both SEK and KCC have to remain flexible in terms of the times and quantum of buses travelling to and from the depot and therefore makes it difficult to provide late night or early morning services, which could be seen as a limitation to providing high quality services, which are flexible to the needs of passengers.



## Access to Folkestone Bus Station

### Buses

- 3.2.7 The ability for buses to easily access Folkestone bus station is essential to providing a high quality, reliable service and as such it has been identified that the existing one way circulatory system in Folkestone town centre can act as a barrier to the movement of buses in the town.
- 3.2.8 The nature of the road network within the town of Folkestone also means that not all bus routes pass all locations, with some stopping adjacent to the bus station, and therefore it is not immediately clear to passengers where they need to be in order to board the desired bus.
- 3.2.9 It is understood that the current one way circulatory system was introduced to manage and mitigate the impact of traffic associated with the Folkestone port, particularly associated with the movement of HGV's. However, since the port operations have since wound down it is considered that the operation of the circulatory system in its current format could be reviewed.
- 3.2.10 Further to this, SEK have identified that buses travelling along Sandgate Road often experience delays due to a number of reasons including pedestrians crossing and on-street parking manoeuvres blocking the highway.
- 3.2.11 The size of the bus station is limited and therefore larger vehicles or additional departures could have an adverse impact upon the facility due to

### Pedestrians

- 3.2.12 Access to Folkestone bus station for pedestrians, particularly for mobility impaired pedestrians, has been identified as a potential issue due to the now aging bus station facilities. The existing raised kerb stones have been identified as a barrier to free movement of mobility impaired pedestrians.
- 3.2.13 On site observations have also found that signage directing pedestrians towards the bus station is lacking and often missing. For example, at the exit to the Bouverie Place Shopping Centre, a heavily trafficked area of Folkestone town centre in terms of pedestrians, there are no signs directing shoppers towards the bus station.

### Cyclists

- 3.2.14 The existing bus station in Folkestone does not provide for easy transition between the modes of bus travel and cycling as there are no cycle routes leading directly to the bus station, and no cycle parking within the confines of the bus station. Also, where cycle parking is located nearby there is insufficient signage directing cyclists towards it.

### Off-peak Services

- 3.2.15 During the consultation workshop events it was highlighted that off-peak services, those outside of the morning and evening commuting peaks, are lacking or perceived by bus travellers and potential bus travellers to be lacking.



- 3.2.16 Services during the off-peak periods, approximately between 10am and 3pm, typically run at lower frequency intervals than during the peak periods, and this is as expected, however four of the main bus services currently provide one bus per hour which may not be perceived as providing a high frequency, quality service for daytime travellers as their respective journeys would need to be organised around the bus timings.
- 3.2.17 A particular issue relating to off-peak bus services is the availability of evening services, which are typically not available after approximately 11pm, which therefore means that other modes of travel have to be used to achieve late night travel. **TABLE 2.1** presented earlier in this report provides the approximate timings of the primary bus routes, and includes details of the last daily bus.
- 3.2.18 It is understood that a 'Shepway Nite Rider' pilot scheme was in operation in 2005, which provided late night bus travel on Friday and Saturday evenings for leisure and social purposes, however it was withdrawn due to low passenger numbers and it is understood that a bus service of this nature has not been available since.

### Information

- 3.2.19 The ability for passengers and potential passengers to access information specific to travelling by bus is considered to be essential in promoting bus usage as it allows travellers to plan their journey accordingly and make best use of their time available.
- 3.2.20 It was identified during the workshop events that the availability of information regarding bus travel could be improved upon, and although no specific issues were raised, the attendees at the workshop events believed that an improvement to information dissemination and information accuracy could be made.
- 3.2.21 It is noted however, that there is no Real Time Information (RTI) in the district at the moment although bus punctuality and reliability has been reported as being very high. The need for RTI would therefore need to be considered in detail, perhaps just for key locations such as Folkestone bus station, other focal points such as Cheriton High Street and in the vicinity of rail stations.

### Access to New Developments

- 3.2.22 Any future growth within the District should be managed carefully to ensure that opportunities to travel using sustainable modes such as bus travel can be maximised and therefore, that the need to use private car travel is reduced. A key factor in achieving this objective is through the provision of high quality bus services, however the ability to access new developments within the District by bus travel is perceived as being a potential issue.
- 3.2.23 In order for any new developments to be integrated with the bus network it will be necessary for currently available bus services to be altered or for new services to be provided.
- 3.2.24 The viability of either of these options is considered to be an issue as the re-routing could have negative effects on the existing users of the service. Further to this, the funding required in order to 'set-up' additional bus services may not be viable for the bus operator, at least in the short term. Careful consideration must therefore be afforded to the design and implementation of changes to existing or the provision of new bus services.

- 3.2.25 Developer funding should be able to be secured for a determined period but this must be invested wisely to ensure that any new or altered services can become viable such that once the funding ends after an agreed period following the delivery of the development, the operator is able to take on the running of the service, in an economical manner without relying on third party contributions.
- 3.2.26 Access to new developments for buses would also need to be taken into consideration given that an ideal bus service would route through a development site for maximum coverage, as opposed to alongside or on the outskirts of it. For this reason, it is essential that the internal highway layout of development sites considers the movement of buses, although it is understood that this aspect would be dependent on the scale of development taking place.

### **Rural & Hospital Access**

- 3.2.27 Bus access is provided within the District, and surrounding Districts, to a number of health care facilities and key amenities, however hospital access, particularly in rural areas, has been raised as an issue as part of the consultation events.
- 3.2.28 As identified in Chapter 2, a large proportion of the District is within a 15 minute walk of a bus stop however there are gaps in the coverage where no residential or commercial 'clusters' are present, or in other words the areas are sparsely developed and typically have low populations. This does leave a number of smaller villages or hamlets within the District without bus provision; however the demand for bus services needs to be at a level which can sustain a bus service and unfortunately this is generally not possible at every locality.
- 3.2.29 Access to the William Harvey Hospital (WHH) by bus, which is to the west of the District on the outskirts of Ashford, has been raised as a concern by stakeholders during the workshop events. Currently there are two bus routes serving the District of Shepway which route to the WHH and this is Route 10/10a and 11/11a, which both run on an hourly basis.

## 4 Transport Strategy

### 4.1 Introduction

- 4.1.1 This note has provided a summary of the bus services which are currently available in Shepway and has generally concluded that a quality, reliable service is provided. Nonetheless, a number of issues have been identified both as part of this review and through consultation with a range of local stakeholders, as part of a series of workshop events.
- 4.1.2 Given that the bus system in Shepway is considered to be of a high standard however, it is considered that proposals to significantly alter the routes, services or frequencies would be inappropriate and could result in actually disincentivising bus travel.
- 4.1.3 The main objective of the bus strategy presented in this chapter is therefore to provide an enhanced bus network which builds on the existing five key corridors, promoting accessibility.
- 4.1.4 The strategy takes account of the issues which were raised as part of the consultation workshops as well as the wider matters which have been discussed in **SECTION 3**. In addition, measures relating to future development, within the context of the Core Strategy Strategic Site allocations in Shepway are also considered.

### 4.2 Addressing Existing Issues

- 4.2.1 As part of the consultation workshops, four underlying measures were identified as offering the potential to enhance bus services in Shepway. Following the analysis and preparation of this element of the strategy, it is subsequently considered that each of the four topic areas can be used to sub-divide the issues which were previously discussed in **SECTION 3**. Taking these in turn:

#### **B1 – Routes**

- 4.2.2 This option is tasked with ensuring that the five key corridors of bus travel continue to operate efficiently and maintain or increase passenger numbers along these corridors through encouraging bus travel. It is considered that the following issues discussed in **SECTION 3** fall within the remit of Bus Strategy Measure B1:

#### **Frequencies**

- 4.2.3 It is suggested that in order to maximise utilisation of the existing bus network, that support for increased frequencies on routes already experiencing high levels of utilisation be considered as a measure for increasing bus passenger numbers on existing bus corridors.
- 4.2.4 Increasing the frequencies of established bus routes is likely to increase passenger numbers overall as the routes are established, known to travellers and residents and known to be in demand. Further capacity is likely to be absorbed by increased demand if it is made available.

#### **Off Peak Services**

- 4.2.5 Liaison with a range of local stakeholders identified that there was demand for service extensions, not in terms of the routes which are served necessarily, but in terms of the hours of operation.

- 4.2.6 It is therefore recommended that a review is undertaken of the available evening and weekend services which are currently operated and the opportunities which exist for these to be extended, when compared to weekday services, in an economical manner.
- 4.2.7 As an example, the kick-starting of a Sunday service in the form of route 72, which operates within Folkestone and Cheriton, is considered as offering the potential to increase bus patronage in this area.

## **B2 – Network Review**

### **Folkestone Town Centre**

- 4.2.8 The one-way system in Folkestone town centre has been identified as potentially creating a constraint on the existing operation of the bus network in the town, meaning that bus movements are not as direct and legible as they could potentially be.
- 4.2.9 It is understood that an independent study has recently been commissioned to consider the opportunities to revise the layout of the one-way system, including the on-way working arrangements on Tontine Street. The Transport Strategy therefore awaits the outcome of this study and considers that both the implementation of contraflow systems which allow two-way bus movements as well as the re-instatement of all-vehicle two-way working should be fully considered.
- 4.2.10 If the aforementioned changes to the existing road network were undertaken, is it likely that bus journey times would be improved due to the more direct routing possibilities from and around the town centre.

### **Access to Folkestone Bus Station**

- 4.2.11 Easy, legible access to Folkestone bus station for all modes of non-motorised travel is essential for providing a user friendly service and thereby achieving increased passenger numbers, and therefore revenue and investment in the existing bus network.
- 4.2.12 As identified in **SECTION 3**, there are some existing minor issues relating to this aspect and as such it is recommended that the first measure would be to increase 'way-finding' and signage directing pedestrians and cyclists towards the bus station, whilst also providing directions towards key destinations within the town centre such as the shopping centre, rail station, civic offices and library. This measure also has the added benefit of potentially improving pedestrian and cyclist safety if the signage indicates the safest routes.
- 4.2.13 Further to this, the bus station currently does not provide cycle parking or storage for cyclists, such as lockers, which can be seen as a barrier to integrating bus and cycle travel as it means that cyclists wishing to use the bus services from the station have to park their respective cycles at other location. Further to this, there are currently no cycle routes connecting with the bus station. To improve access for cyclists, it is suggested that a dedicated cycle area be provided which will include cycle parking as a minimum, but it is also suggested that secure storage or lockers be provided which can allow travellers to store their cycling apparel before boarding a bus.

### **Bus Access to Healthcare Facilities**

- 4.2.14 A particular issue was raised as part of the consultation workshops regarding bus connections to healthcare facilities and the William Harvey Hospital (WHH). It is therefore considered that this should be reviewed in detail by KCC and Stagecoach, as the operator.
- 4.2.15 Professional judgement has been employed to establish whether it is viable to increase bus routes in order to provide better accessibility to the WHH. This has determined that due to the availability of rail services from the District it is unlikely that an additional bus service routing towards Ashford would be viable or sustainable. Further to this, analysis of data provided by SEK has indicated that currently routes 10 and 11 do not experience high levels of utilisation and therefore there is not a high demand for connections to the WHH. This is however based on a high level review, and as above it is recommended that a full review be undertaken to assess the viability of improving bus access to the WHH.

### **Bus Links at Rail Stations**

- 4.2.16 In addition to the above, bus links at rail stations were also identified as a potential issue which if addressed, may increase both bus patronage and rail use in the district. This was of particular significance at Sandling and Westenhanger, where in the case of the latter, there are currently no bus facilities in the immediate vicinity.
- 4.2.17 It is noted however, that one of the proposed Strategic Site allocations is located in close proximity to Westenhanger rail station, with two further developments being located at Lympne and Sellindge. Opportunities to enhance the bus network within this context are therefore discussed later in this chapter, with regard to the potential strategic developments which may come forward in Shepway, in the next few years.

## **B3 – Build on work of Quality Bus Partnership (QBP)**

- 4.2.18 It is essential that the benefits of having a QBP in place for the District are realised and therefore a key element of the Transport Strategy will be to build upon the partnership and introduce further improvement schemes throughout the bus network present in the District.

### **Bus Shelters and Waiting Facilities**

- 4.2.19 A review of the existing bus shelters and waiting facilities should be undertaken with a view of ensuring that facilities remain at an acceptable standard, agreed by the QBP, and where deemed appropriate proposals for improvements to facilities should be investigated.

### **Turning Facilities**

- 4.2.20 The bus network within Shepway typically operates in a corridor based approach as opposed to a circulatory system, and as such it is essential that buses have sufficient facilities in order to turn around.
- 4.2.21 Discussions with SEK have identified that there is currently no ideal location within New Romney for buses to turn in order to reverse the bus route, and as such buses are currently using the industrial estate for this purpose.
- 4.2.22 It is therefore recommended that options for the provision of a bus turning facility or small bus station located at New Romney are investigated, in order to improve bus presence within the area and provide a more efficient bus turning option.

## B4 – Bus Priority

### Information Provision

- 4.2.23 In order to improve information dissemination to bus travellers and potential bus travellers, the use of Real Time Information (RTI) could be investigated for use at key locations within the District which are considered to be the Folkestone bus station, rail stations and focal points in residential centres, such as the post office in Cheriton.
- 4.2.24 RTI provides up to date details on the likely arrival time of buses to boarding locations by recording the locations and speeds of buses currently using the highway network and therefore informs passengers if there is a delay or issue with the bus services.
- 4.2.25 There are a variety of systems currently available which vary the way in which information is disseminated, with the majority displaying the information at boarding locations as electronic signs, see **FIGURE 4.1** for an example. A number of systems also provide a web based interface which allows passengers to check the arrival time of buses through the internet without needing to visit the boarding location.
- 4.2.26 It is understood that KCC is currently in the process of developing a system which will track and monitor local bus services within Kent, which will utilise information from electronic ticket machines and vehicle location systems which make use of the Global Positioning System (GPS) to thereby report the exact location of each respective bus. The current fleet of buses operating within Shepway have recently had new ticket machines installed throughout, which enables GPS data transfer to take place.
- 4.2.27 The system will therefore be able to provide RTI for displays at bus stations, bus stops, the Kent Traffic and Travel website and other third party websites such as Traveline. Also, where delays have been detected it is proposed that where possible the existing Urban Traffic Control system will grant delayed buses priority at signalised junctions in order to reduce the effective delay.
- 4.2.28 There is no indicated time frame for implementation of this system, however it is suggested that as this will be a county wide scheme, SDC should assist in the development rather than investigate or implement a standalone system unique to the Shepway District.

**FIGURE 4.1 Example of Real Time Information Display** (Source: DfT, CENTRO RTI Case)



## 4.3 Strategic Development Sites

4.3.1 In addition to considering existing issues, it is also necessary to consider increases in bus demand which may arise through future development plans. SDC's Core Strategy has identified eight strategic development sites, although one of these has already been granted planning permission. The remaining seven are:

- New Romney;
- Folkestone Seafront;
- Risborough & Napier Barracks;
- Hawkinge;
- Folkestone Racecourse;
- Lympne Airfield; and
- Sellindge.

4.3.2 To establish the predicted bus demand the nationally adopted TEMPRO database was interrogated in order to establish trip rates for residential households in terms of bus trips, which is based on existing information and predicted trends. Further information regarding the methodology associated with these calculations is presented elsewhere in this Transport Strategy, in connection with the establishment of the Spreadsheet Model.

4.3.3 It has only been possible to carry out this exercise and establish bus user trip rates for the residential aspects of the strategic development sites, as the TEMPRO database which has been analysed for these investigations focuses on Home-Based trips.

4.3.4 **TABLES 4.1** through to **4.3** present the predicted bus demand for each of the strategic development sites which may be developed in the future in the District for the AM, PM and Average Weekday scenarios, based on the development scenarios currently envisaged for the sites, which is being promoted through the Core Strategy.

**TABLE 4.1 Additional Bus Passenger Demand for AM (08:00 – 09:00)**

Corridor	Development	Arrivals	Departures	Combined
Hastings	New Romney	0	26	26
Folkestone Town	Folkestone Seafront	1	64	65
Folkestone Town	Risborough & Napier Barracks	1	58	59
Canterbury	Hawkinge	0	19	19
Ashford	Folkestone Racecourse	0	26	26
Ashford	Lympne Airfield	0	26	26
Ashford	Sellindge	0	19	19
<b>Total</b>		<b>2</b>	<b>238</b>	<b>240</b>



**TABLE 4.2 Additional Bus Passenger Demand for PM (17:00 – 18:00)**

Corridor	Development	Arrivals	Departures	Combined
Hastings	New Romney	16	3	19
Folkestone Town	Folkestone Seafront	40	9	49
Folkestone Town	Risborough & Napier Barracks	36	8	44
Canterbury	Hawkinge	12	3	15
Ashford	Folkestone Racecourse	16	3	19
Ashford	Lympne Airfield	16	3	19
Ashford	Sellindge	12	3	15
<b>Total</b>		<b>148</b>	<b>32</b>	<b>180</b>

**TABLE 4.3 Additional Bus Passenger Demand for Average Weekday (07:00 – 19:00)**

Corridor	Development	Arrivals	Departures	Combined
Hastings	New Romney	122	153	275
Folkestone Town	Folkestone Seafront	305	382	687
Folkestone Town	Risborough & Napier Barracks	275	344	619
Canterbury	Hawkinge	92	115	207
Ashford	Folkestone Racecourse	122	153	275
Ashford	Lympne Airfield	122	153	275
Ashford	Sellindge	92	115	207
<b>Total</b>		<b>1130</b>	<b>1415</b>	<b>2545</b>

- 4.3.5 As the tables above show, it is predicted that over the course of an Average Weekday there will be an additional demand of approximately 2545 bus passenger trips associated with the residential elements of the seven identified strategic development sites.
- 4.3.6 In order to ascertain the likely destinations for the additional predicted bus travellers, Census journey to work data has been interrogated with a view of using car driver proportions as a proxy to determine the likely distribution for the predicted bus trips. This is shown as **TABLE 4.4**. It is noted that these values are averaged across the entire District and not unique to a specific location, however they provide a robust basis for a high level assessment.
- 4.3.7 This will be applied to the above bus demand in the subsequent sections which discuss each proposed strategic site in regards to the bus network and bus provision. The obtained proportions have been aggregated into manageable areas



**TABLE 4.4 Bus Journey Distribution**

Destination	Car Driver Journey-to-Work Distribution Proportions (%)
Ashford	12
Canterbury and East Kent	6
Folkestone & Cheriton	38
Dover	8
Hythe	7
Lydd & New Romney	12
Other	17
<b>TOTAL</b>	<b>100</b>

- 4.3.8 Due to the disparate locations of the strategic sites however, the demand for bus travel arising from the new developments will need to be catered for on a case-by-case basis if the number of bus trips undertaken is to be maximised. Further analysis has therefore been undertaken with this in mind:

### Folkestone

- 4.3.9 The analysis suggests that the two developments at Folkestone Seafront and Risborough & Napier Barracks have the greatest potential to generate trips which will take place using bus modes. It is considered however, that there are already high quality bus services available in the vicinity of the both of these sites.
- 4.3.10 Applying the obtained distribution proportions from **TABLE 4.4** to the daily predicted bus demand in **TABLE 4.3**, results in **TABLE 4.5**.

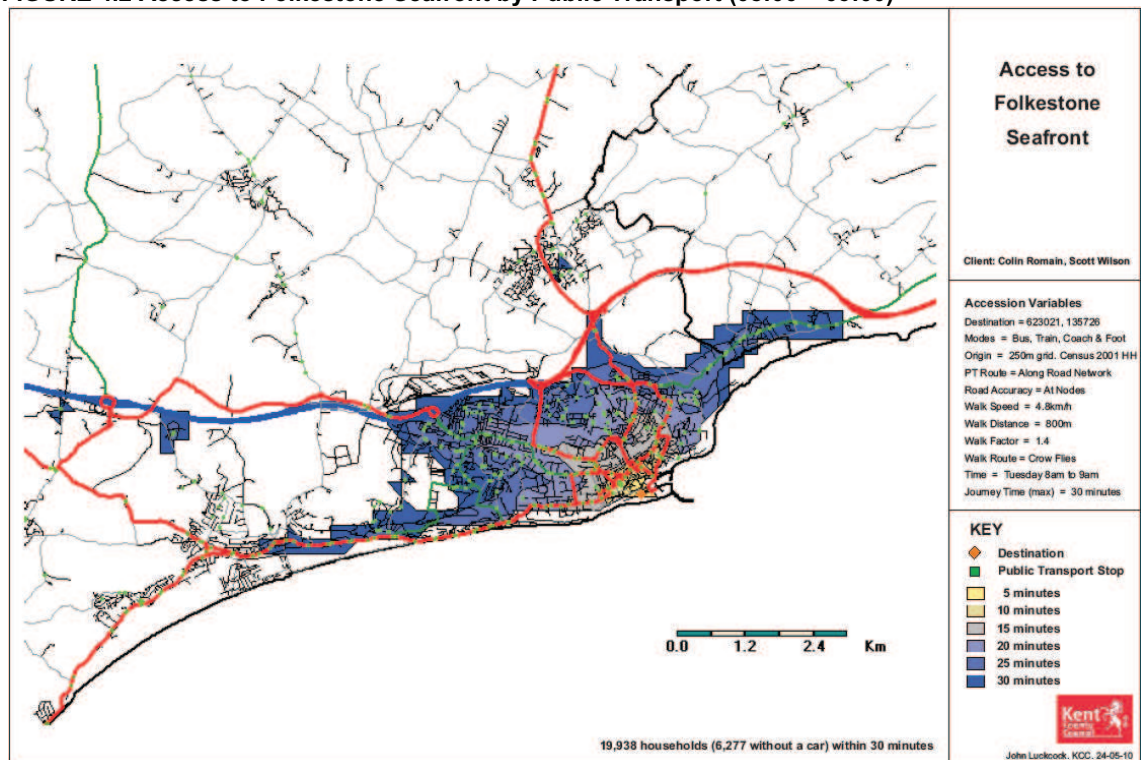
**TABLE 4.5 Distribution of Folkestone Seafront and R & Napier Barracks Bus Demand**

Destination	Bus Trips
Ashford	157
Canterbury and East Kent	79
Folkestone & Cheriton	496
Dover	104
Hythe	91
Lydd & New Romney	157
Other	222
<b>TOTAL</b>	<b>1306</b>

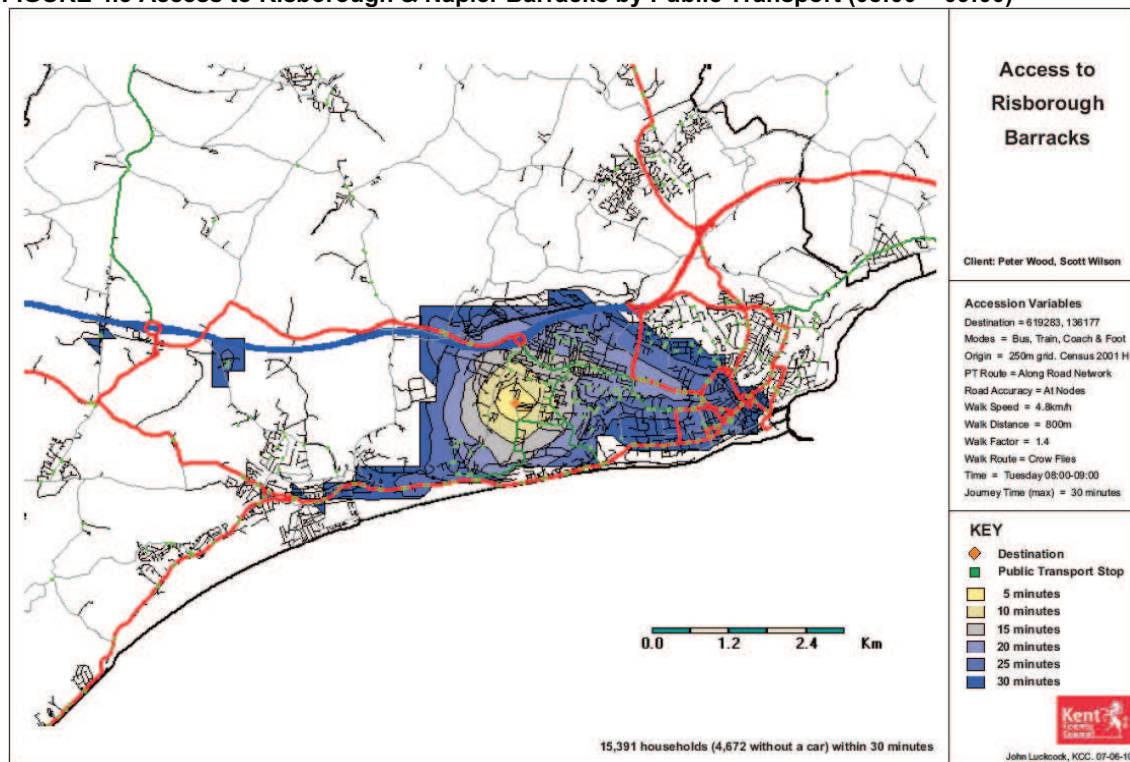
- 4.3.11 This suggests that 38% or approximately 496 bus journeys related to the Folkestone Seafront and Risborough & Napier barracks will be made on the bus network with the desired destinations being situated within Folkestone and Cheriton. It is suggested that the existing network of bus routes operating within the town centre would be sufficient to accommodate the additional demand
- 4.3.12 Approximately 157 trips are predicated to travel towards Ashford. This is likely to be accommodated by the existing route 10, which operates on an hourly basis. Alternative rail services are also available which could be used in combination with bus travel.

- 4.3.13 A further 12% is likely to travel towards Lydd and New Romney which can likely be accommodated by the existing routes 100, 101 and 102 which in combination offer a high frequency service.
- 4.3.14 A further in depth analysis of bus capacities would be required in order to accurately predict whether any increases in frequencies or additional bus routes are required.
- 4.3.15 **FIGURES 4.2 and 4.3** provide graphical representation of access to Folkestone Seafront and Risborough & Napier barracks though means of public transport for the AM period of 08:00 to 09:00. Although rail travel is also shown within the accessibility plots, the bus provision is prominently displayed and therefore easily identifiable as rail accessibility generally is only shown adjacent to rail stations.

**FIGURE 4.2 Access to Folkestone Seafront by Public Transport (08:00 – 09:00)**



**FIGURE 4.3 Access to Risborough & Napier Barracks by Public Transport (08:00 – 09:00)**



- 4.3.16 Investigations to date have identified however, that the bus system in Folkestone town centre may benefit from the revised operation of the existing one-way system. It is therefore recommended that this is considered within the context of these two developments as they may also both benefit from any resultant proposals and could therefore be requested to contribute towards it.

### New Romney

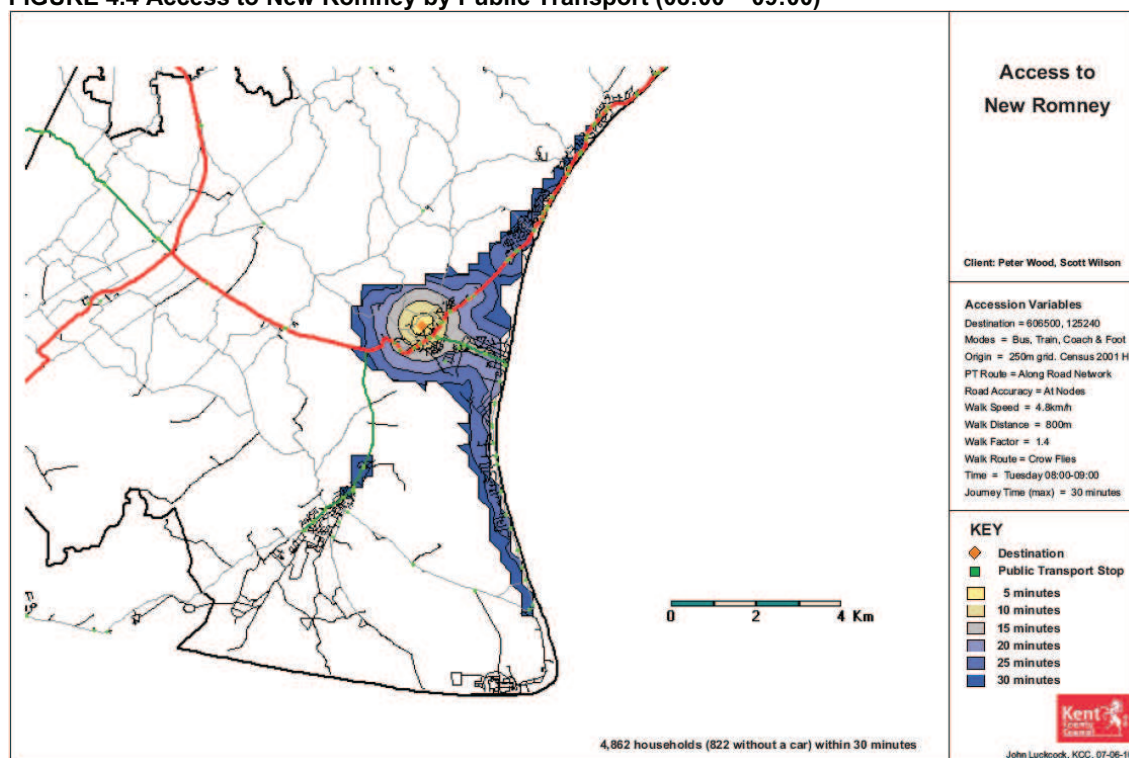
- 4.3.17 The analysis of TEMPRO suggests that the proposed development site at New Romney is expected to generate approximately 275 bus journeys over the course of a day, and as such it is essential that the bus network serving New Romney is capable of meeting this predicted demand.
- 4.3.18 New Romney is currently served by bus services 101, 102 and 11. The 101 and 102 provide bus travel between the destinations of Lydd and Dover, whilst also calling at Dymchurch, Hythe and Folkestone as well as other smaller destinations within Shepway.
- 4.3.19 Applying the obtained distribution proportions from **TABLE 4.4** to the daily predicted bus demand for this particular site, shown in **TABLE 4.3**, results in **TABLE 4.6**.

**TABLE 4.6 Distribution of New Romney Bus Demand**

Destination	Bus Trips
Ashford	33
Canterbury and East Kent	17
Folkestone & Cheriton	105
Dover	22
Hythe	19
Lydd & New Romney	33
Other	46
<b>TOTAL</b>	<b>275</b>

- 4.3.20 As with the sites located within Folkestone, the majority of trips will be towards Folkestone and this will be achievable, in terms of this site, through use of bus routes 100, 101 and 102. Once at this location, it will therefore be possible for passengers to achieve travel to other destinations such as Canterbury which are otherwise not accessible by bus from this site by bus.
- 4.3.21 **FIGURE 4.4** illustrates the current accessibility of the New Romney site in terms of public transport, and this shows that with the current bus provision provides access to the residential and commercial areas within the immediate vicinity of the site within a maximum of 30 minutes, however it is currently not possible to achieve travel to Hythe or Folkestone, the major centres within Shepway, within this time period.
- 4.3.22 As identified in **SECTION 3**, SEK have highlighted the desire for a dedicated turning facility or small bus station located within New Romney which will enable buses to turn around and improve bus presence within the area.

**FIGURE 4.4 Access to New Romney by Public Transport (08:00 – 09:00)**



## Hawkinge

- 4.3.23 The Hawkinge site is situated to the north of Folkestone and the TEMPRO analysis undertaken suggests that approximately 207 bus trips will be generated by the Hawkinge site per day.
- 4.3.24 Hawkinge is primarily served by route 16, which provides a high frequency bus connection between the two major centres of Folkestone and Canterbury.
- 4.3.25 Applying the obtained distribution proportions from **TABLE 4.4** to the daily predicted bus demand for this particular site, shown in **TABLE 4.3**, results in **TABLE 4.7**.

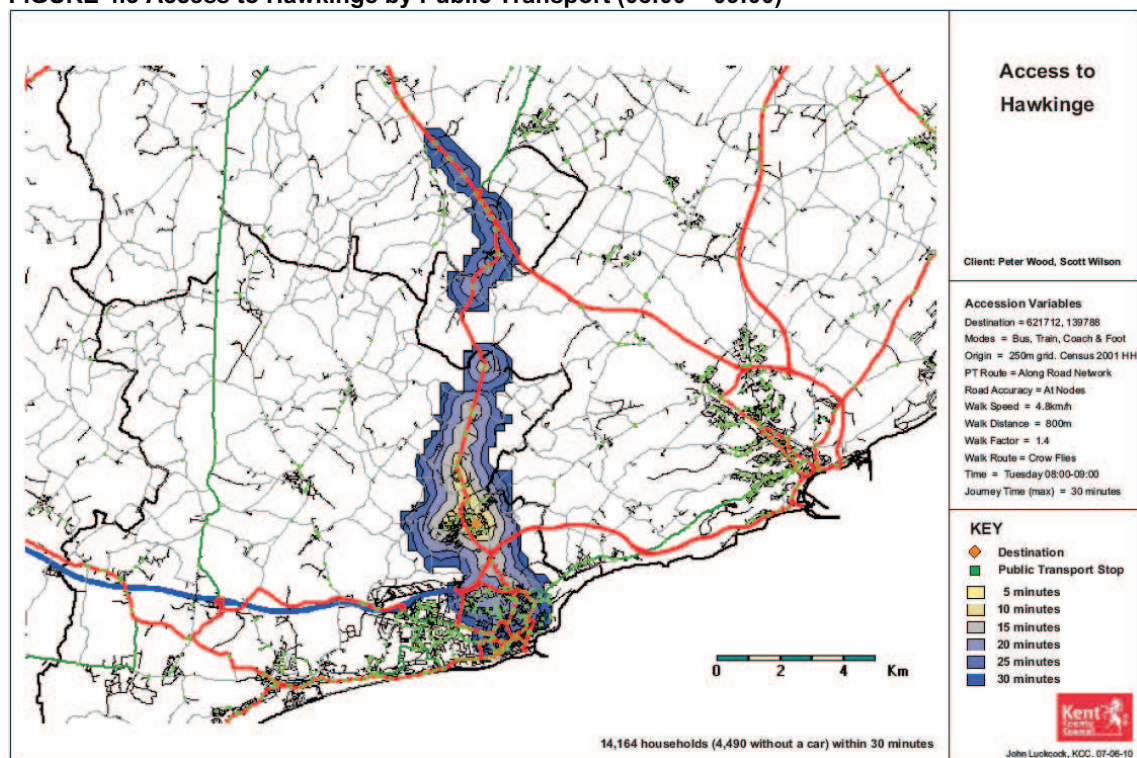
**TABLE 4.7 Distribution of Hawkinge Bus Demand**

Destination	Bus Trips
Ashford	25
Canterbury and East Kent	12
Folkestone & Cheriton	79
Dover	17
Hythe	14
Lydd & New Romney	25
Other	35
<b>TOTAL</b>	<b>207</b>



- 4.3.26 As with the previous sites, Folkestone is the major attractor for travellers and therefore the majority of trips will be towards Folkestone. In terms of this site, travel by bus will be achievable through bus route 16 which provides a high frequency service between Folkestone and Canterbury.
- 4.3.27 The level of accessibility currently experienced is illustrated in **FIGURE 4.5**, which shows accessibility by public transport to the Hawkinge site during the AM period of 08:00 to 09:00.
- 4.3.28 It is suggested that the existing bus route, route 16, could accommodate the predicted bus demand and therefore a new route is not required. In terms of a bus strategy for this location, it is suggested that integration with the existing route should be maximised and this could be through ensuring easy pedestrian access to bus stops or boarding locations which are served by the route, or diverting the service into the proposed development site. It is noted that the latter would be dependent on the finalised design of the internal road network of the site.

**FIGURE 4.5 Access to Hawkinge by Public Transport (08:00 – 09:00)**



## Strategic Triangle

- 4.3.29 The 'Strategic Triangle' relates to the triangle of strategic sites which are located at Folkestone Racecourse, the Former Lympe Airfield and Sellindge, respectively.
- 4.3.30 Bus provision for these sites is currently limited to the hourly service between Folkestone and Ashford, Route 10, which serves the Lympe and Sellindge sites. The Racecourse site is not currently served by bus; however it is in close proximity to the Westenhanger rail station.
- 4.3.31 Applying the obtained distribution proportions from **TABLE 4.4** to the daily predicted bus demand for this particular site, shown in **TABLE 4.3**, results in **TABLE 4.8**.

**TABLE 4.8 Distribution of Strategic Triangle Bus Demand**

Destination	Bus Trips
Ashford	91
Canterbury and East Kent	45
Folkestone & Cheriton	287
Dover	61
Hythe	53
Lydd & New Romney	91
Other	129
<b>TOTAL</b>	<b>757</b>

- 4.3.32 In order to accommodate the additional bus trips, investigations into the feasibility of diverting an existing bus route to serve the strategic triangle should be undertaken with a view of establishing maximum coverage of the triangle without hindering existing bus journey times significantly. Alternatively, options to provide a new bus route should also be investigated.
- 4.3.33 Preliminary discussions with SEK have indicated that an option to consider would also be to provide a new bus route which could operate at 20 minute frequencies, however for a service of this standard long-term funding would be required.
- 4.3.34 **FIGURES 4.6 to 4.8** show the accessibility of each site within the strategic triangle by public transport during the AM peak.

FIGURE 4.6 Access to Sellindge by Public Transport (08:00 – 09:00)

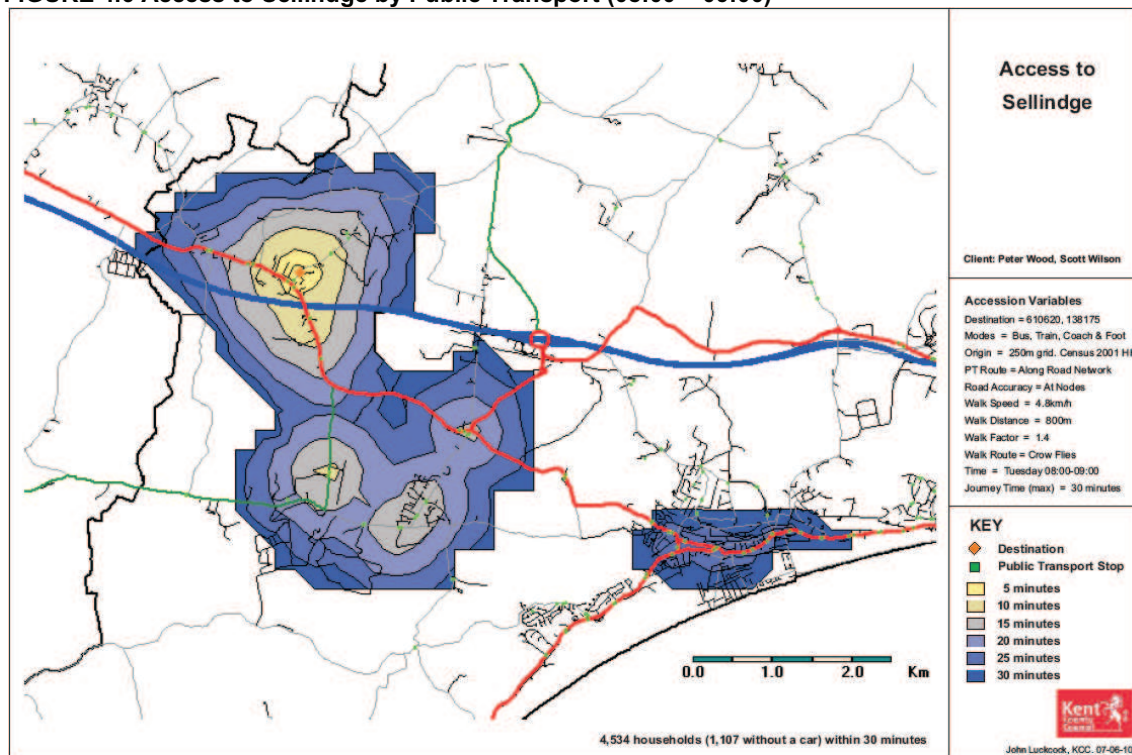
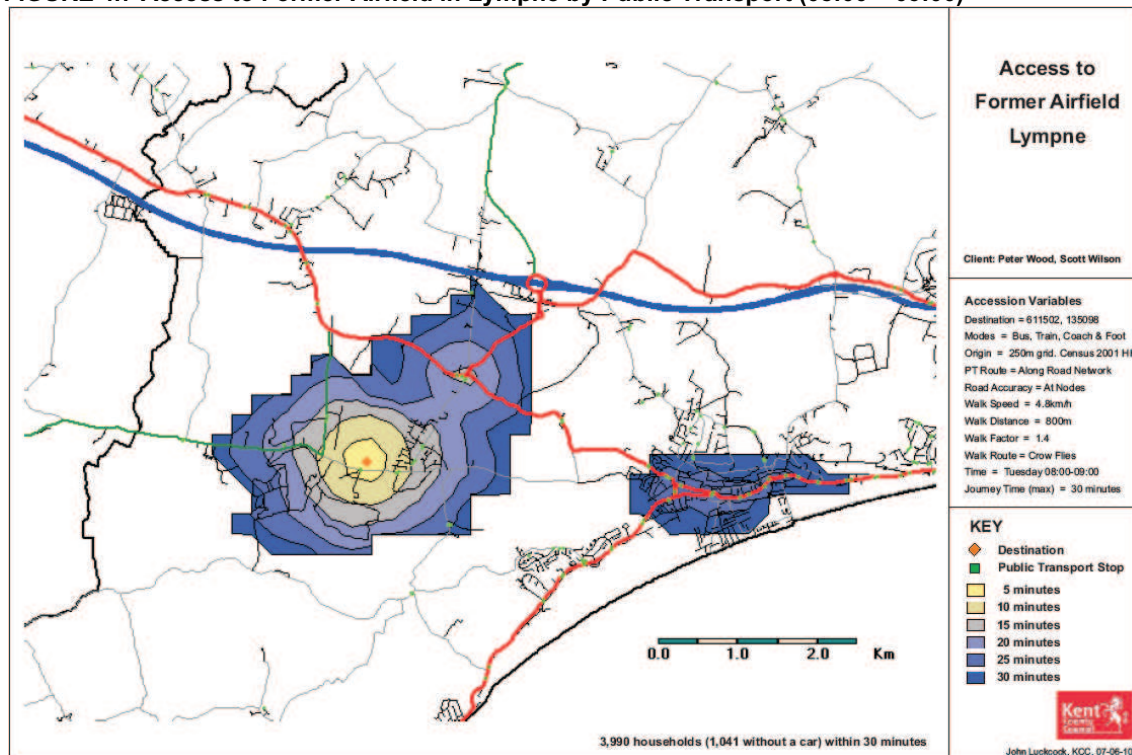
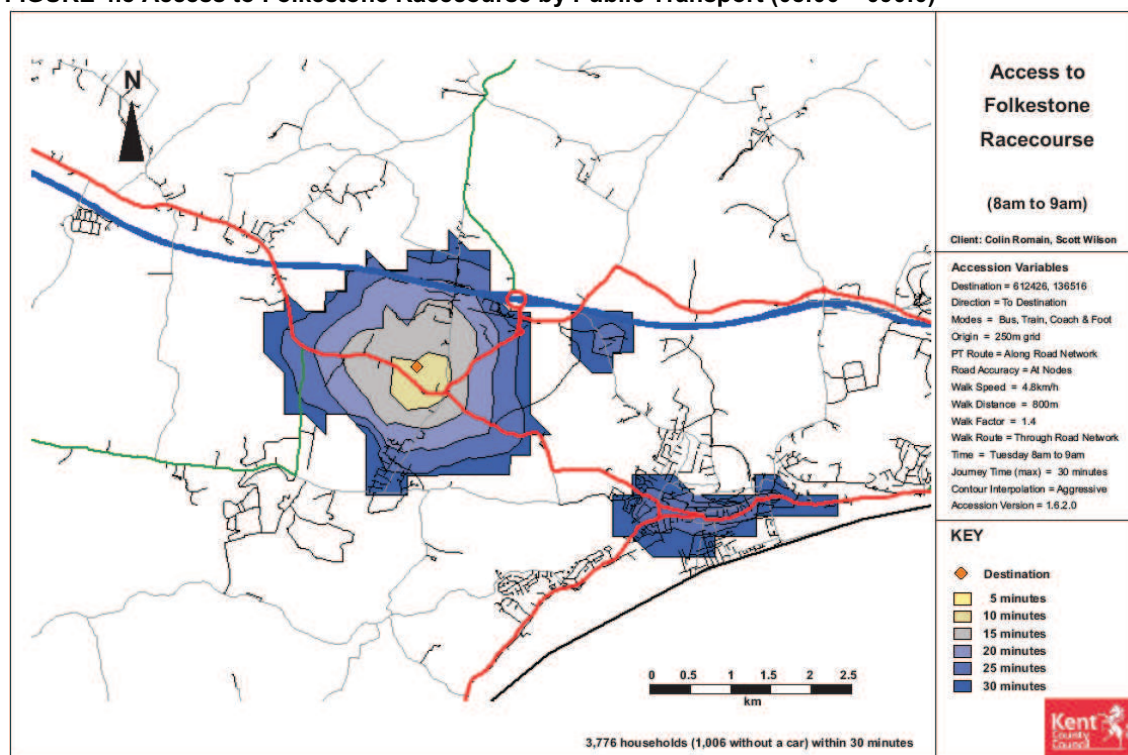


FIGURE 4.7 Access to Former Airfield in Lympe by Public Transport (08:00 – 09:00)





**FIGURE 4.8 Access to Folkestone Racecourse by Public Transport (08:00 – 09:00)**



## 4.4 Summary

4.4.1 This bus strategy has considered the existing issues which have been identified in the district of Shepway, including those that have been raised through the consultation workshops. As such, a number of key measures have been identified and these are summarised below:

**Over-arching Objective: To provide an enhanced bus network which builds on the existing five key corridors and promotes accessibility.**

- **B1 - Routes**

- Provide support to increase frequencies of busiest bus services; and
- Review the provision of off peak service, during evenings and at weekends.

- **B2 – Network Review**

- Study to consider revising one-way working arrangements in Folkestone town centre;
- Provide improved accessibility to Bouverie Place Bus Station;
- Provide cycle parking at the station;
- Provide improved signage and way-finding (eg. to Folkestone Central rail station);
- Review bus connections to health services; and
- Review bus connections with rail services, in the vicinity of rail stations.

- **B3 – Build on work of Quality Bus Partnership (QBP)**

- Review bus shelters & waiting facilities; and
- Investigate a turning facility at New Romney.

- **B4 – Bus Priority**

- Investigate the implementation of Real Time Information.

4.4.2 The strategic site proposals are to be considered within the context of respective local bus network, taking into consideration the required funding for the following potential network improvements:

- Folkestone sites to contribute towards town centre improvements;
- New Romney development site to contribute towards a bus turning facility / small bus station; and
- Strategic Triangle sites to be considered in partnership with investigations to be made into the potential for existing route diversion or new route implementation.





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Existing Bus Corridors



Figure 2.1

