

Shepway District Council

Transport Strategy
Walk, Cycle & Leisure Travel

January 2011

Prepared for

Shepway District Council

Revision Schedule

Transport Strategy: Walk, Cycle & Leisure Travel January 2011

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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 Strategic Site allocations and their possible future implications.
- 1.1.2 SDC is currently preparing its Core Strategy, which is its lead document in the Local Development Framework. The Transport Strategy will form part of the evidence base for 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 and workers within the Shepway District to travel to their chosen destinations through means of walking and / or cycling, and to identify where issues exist or where potential improvements can be made to the existing networks.
- 1.2.2 In addition, as it is recognised that both walking and cycling journeys are often undertaken both with a destination or purpose in mind, it is noted that these modes are also frequently utilised for leisure purposes with no other motive in mind, apart from the journey itself.
- 1.2.3 Within this context, walking and cycling has been considered in the District in relation to both existing and future residents and employees, as well as those who visit the District for leisure or tourism. Additional forms of transport that are used as part of leisure and recreation within the District have also been discussed within this document, such as equine and rail travel.
- 1.2.4 As part of this report, options to address associated issues have been presented which will in turn inform the comprehensive, multi-modal Transport Strategy being prepared for Shepway. This report therefore provides the background to how the varying options were determined or arrived at.

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 journeys made by walking, cycling and for leisure can currently be undertaken;
 - Section 3 seeks to identify the issues which currently exist; and,
 - Section 4 presents the proposed walking, cycling and leisure strategy.
 - Section 5 summarises the discussions

2 Existing Situation

2.1 Introduction

- 2.1.1 This section provides a review of the existing situation for walking, cycling and leisure travel in terms of appropriate national and regional policy, the facilities available to support these distinct modes of travel, the road safety record for these modes, and the integration of walking and cycling with other modes of transport such as rail and bus services.
- 2.1.2 It is important to recognise that walking and cycling are two distinct modes of travel, with separate needs and requirements. However; there is often some overlap between these modes, particularly when considering planning policy and facilities available to encourage walking and cycling as modes of travel for commuting or leisure purposes.

2.2 Policy

- 2.2.1 As discussed, there are a range of policies applicable to walking, cycling and leisure travel; either individually, or as a whole. These extend from the National to Regional and District levels, with a brief summary of such policies provided below.

Planning Policy Statement 1: Delivering Sustainable Development

- 2.2.2 PPS1 sets out the overarching planning policies on the delivery of sustainable development through the planning system. It states that planning should:
- 2.2.3 “Aspire to make places better for people and deliver development where communities need it and which is sustainable”
- 2.2.4 PPS 1 states that development should:
- Ensure high quality development through good and inclusive design, and the efficient use of resources;
 - Ensure development supports existing communities and contributes to the creation of safe, sustainable, liveable and mixed communities with good access to jobs and services;
 - 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.

Planning Policy Statement 7: Sustainable Development in Rural Areas

- 2.2.5 PPS 7 states the Government’s overall objectives for rural areas as follows:
- To raise the quality of life and the environment in rural areas
 - To promote more sustainable patterns of development

- Promote the development of the English regions by improving their economic performance so that all are able to reach their full potential
 - To promote sustainable, diverse and adaptable agriculture sectors
- 2.2.6 Whilst the above objectives do not specifically mention walking or cycling, PPS 7 recognises the role that these modes have to play in the promotion of sustainable developments; highlighting accessibility as a key consideration in all development decisions.
- 2.2.7 PPS 7 states that where possible, Local Planning Authorities should ensure that new development in identified service centres is supported through improvements to public transport, and to walking and cycling facilities, provided in partnership with the developer where appropriate.
- 2.2.8 PPS 7 also recognises the importance of tourism and leisure in rural areas; however states that rural tourism and leisure developments should not harm the character of the countryside, its towns, villages, buildings and other features.

Planning Policy Guidance 13: Transport (2001)

- 2.2.9 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.
- 2.2.10 Key objectives relevant to sustainable 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;
 - Using parking policies alongside transport measures to promote sustainable transport choices and reduce the reliance on the private car;
 - 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 in the design of individual developments.
- 2.2.11 PPG13 seeks to make maximum use of the most accessible sites and requires, where development is likely to have significant transport implications, transport assessments to be prepared to support planning applications. It is stated that accessibility to the site by all modes should be demonstrated and the likely modal split of journeys to and from the site.

Kent Local Transport Plan

- 2.2.12 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.
- 2.2.13 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. Travel by walking and cycling therefore features as an important aspect of future plans for within the County.

Cycling Strategy for Kent 2006 - 2011

- 2.2.14 KCC's 'Cycling Strategy for Kent' forms part of their wider Local Transport Plan (2006-2011), and builds upon their 2001 Cycling Strategy. It outlines national, regional and local objectives for transport, proposes a policy for cycling in Kent and outlines all the strategy themes which contribute to the policy.
- 2.2.15 The headline policy of the Strategy is that 'KCC will encourage cycling as an alternative to the private car for local journeys', with the target of increasing the number of cycle trips in Kent by 38% by 2011 based on the 2003/04 figure.
- 2.2.16 In order to achieve the headline target, the strategy is divided into the following three themes:
- Facilities
 - Safety
 - Promotion and Education
- 2.2.17 Specific actions are then given to sub-targets within each of the above themes, and an Action Plan is presented that assigns the sub-targets to specific areas of work, including LTP Integrated Programme, Smarter Choices Kent, Land-Use Planning, KCC Services and miscellaneous activities.

Shepway Cycling Plan

- 2.2.18 The Shepway Cycling Plan is currently in draft status, awaiting feedback from Public Consultation. It is understood that the final version will be presented to the Shepway Joint Transportation Board in March 2011 for approval / adoption. This is later than originally planned, to allow for further consultation with the Shepway Cycling Forum. In light of this, a review of the proposals map will take place in the lead-up to the final version, and it is understood that this review will include prioritising proposed routes into short, medium and long term aspirations.
- 2.2.19 The five-year plan has been produced by Kent County Council, and aims to recognise policies together with national and local issues and as such, proposes four main areas for consideration:
- **Creating new links:** Seeking new opportunities to extend routes to more people
 - **Maintenance of the Cycle Route Network:** Looking after what we already have, and improving it
 - **Spreading the word:** Raising awareness of existing and emerging cycle facilities
 - **Creating a safer cycling environment:** Designing safer routes and providing road safety education for cyclists.
- 2.2.20 The plan recognises the benefits of cycling, including those relating to health and the environment. In particular, it states that there is considerable scope for people to switch to using the bicycle for short journeys across the Romney Marsh, and in parts of Hythe and Folkestone where there is flat terrain. However, it is noted that the terrain in other parts of the District presents a barrier to encouraging cycling that should be addressed.
- 2.2.21 Additionally, as illustrated in **FIGURES 2.1** and **2.2**, the plan presents a series of maps showing both the existing and proposed cycle routes within Shepway. This is supplemented by the identification of several additional aspirational cycle routes within the District.

Online Cycle Journey Planner

- 2.2.22 An online cycle journey planner is due to be rolled out across Kent in the near future and it is understood that SDC has been contributing to the trialling of this tool such that on implementation, areas of Folkestone, Hythe and Hawkinge, as well as other urban areas of the District will be included.
- 2.2.23 Principally, this system will allow cyclists to access journey planning information via the internet to assist them in organising trips which can be undertaken on bicycle. Further information is expected to be forthcoming, via the KCC website.

2.3 Walking

- 2.3.1 Walking, in comparison to other modes of travel, forms the most environmentally and economically sustainable form of transport. It is a generally a realistic choice for a majority of the population, in terms of undertaking short journeys in town and villages, which includes travelling to work, school or for shopping. Walking can also often form a key element of longer journeys in terms of connecting with other modes of transport such as bus or rail.
- 2.3.2 As well as the above, walking is a great way to improve health, relax and relieve stress, and also forms a popular and inexpensive recreational activity.

- 2.3.3 According to the NHS, walking one mile in 15 minutes uses about the same number of calories as running a mile in eight and a half minutes. Walking has also been shown to help reduce the risk of serious medical conditions such as heart disease and stroke, with 37% of heart disease deaths related to inactivity. This can be compared to 19%, which are related to smoking.
- 2.3.4 In their “Guidelines for Providing for Journeys on Foot” (2000), the Chartered Institution of Highways and Transportation (CIHT – formerly the Institution of Highways and Transportation) indicate that approximately 80% of walk journeys and walk stages in urban areas are less than one mile, with the average length of a walk journey being one kilometre (0.6 miles). The average walking speed is approximately 1.4metre/sec, which equates to 400m in five minutes.
- 2.3.5 Furthermore, the document suggests that ‘acceptable’ walking distances will vary between individuals and circumstances. Acceptable walking distances vary on factors such as an individual’s fitness and physical ability, journey purpose, personal motivation, general deterrents to walking and the availability, cost and convenience of alternative modes of transport.
- 2.3.6 **TABLE 2.1** illustrates the suggested acceptable walking distances for pedestrians without mobility impairment for some common facilities, according to the CIHT.

TABLE 2.1 CIHT Suggested Acceptable Walking Distances

	Town Centres (m)	Commuting / School / Sight Seeing (m)	Elsewhere
Desirable	200	500	400
Acceptable	400	1000	800
Preferred Maximum	800	2000	1200

Accessibility and Facilities

- 2.3.7 In general, the role of walking as a mode of travel changes according to the location of the area in which people are walking in. For example, commuters are more likely to be found in urban areas, as opposed to those walking for leisure in a more rural setting. The accessibility and type of facility provided for pedestrians / ramblers therefore changes to meet these needs.
- 2.3.8 Additionally, walking is strongly related to the quality and type of connection provided between points. For example, a continuous footway either side of a busy highway is preferable to sections of footway either side of a highway, which forces pedestrians to cross at regular intervals. The quality and type of connection provided therefore has an impact on the accessibility of walking to the public.
- 2.3.9 As presented in **FIGURE 2.3**, walking has an important role to play in terms of tourism for the District. Such signs can be found at rail stations within the District, and inform tourists of local leisure routes that explore the area. Kent County Council also provides details of regional and local walks both within the County, and Shepway District. Information such as approximate distances, walk times and maps is available to download directly from their website.

FIGURE 2.3 Walking Signage at Folkestone Central Rail Station



- 2.3.10 Additionally, signage is provided for commuting purposes, that highlights transport interchanges and key destinations. An example is provided in **FIGURE 2.4**.

FIGURE 2.4 Signage to Transport Interchanges



- 2.3.11 **FIGURE 2.5** indicates that some of the signage has been vandalised, which could lead to a negative perception and increase concerns over personal safety within the District. As discussed in **SECTION 3** of this document, both safety and signage are included in the issues highlighted during a series of workshops held to help inform the Transport Strategy.

FIGURE 2.5 Vandalised Signage at Folkestone West Rail Station



Interchanges with other Modes

- 2.3.12 As presented above, signage is provided that directs pedestrians towards modal interchange points such as rail and bus stations. It is therefore important that adequate facilities are provided at these locations to encourage walking.
- 2.3.13 **FIGURE 2.6** presents a photograph of Folkestone Bus Station. Zebra crossing facilities are provided within the bus station, along with guard railing to improve safety, and covered waiting areas. Signalised crossing facilities are also provided, to allow access across Middelburg Square and Bouverie Square.

FIGURE 2.6 Folkestone Bus Station – Pedestrian Facilities



- 2.3.14 However, the quality of pedestrian facility varies from each modal interchange point; this largely being a reflection of the size and usage of the interchange point. For example, a bus stop in a rural area that is infrequently served is likely to have fewer facilities (e.g. covered waiting area) than a major transport interchange hub, such as Folkestone Bus Station.
- 2.3.15 The accessibility of modal interchange points, in terms of time taken to walk to the facility, is also an important consideration for pedestrians. **FIGURE 2.7** presents approximate walk times to each of the four rail stations within the District, as calculated by KCC's Accession team.

- 2.3.16 Analysis of **FIGURE 2.7** indicates that a large proportion of residents and employees in Folkestone are within a 20 minute walk of either Folkestone West or Folkestone Central rail stations. In particular, those within the A2034 Cheriton Road corridor are within a 10 minute walk to either of these two stations (based on an average walking speed of 4.8kph).
- 2.3.17 **FIGURE 2.8** presents the accessibility of the bus network for pedestrians within the District, for the AM Peak Hour (0800-0900), based on a 15 minute maximum walk time. This indicates that bus services are accessible (in terms of walk time to bus stops) from the main urban centres of the District, with accessibility decreasing in the more rural areas (as may be expected).
- 2.3.18 The DfT suggests that in residential areas, bus stops should ideally be located so that nobody in the neighbourhood is required to walk more than 400m from their home. Additionally, the spacing of bus stops should, where possible, take account of gradients on the footpaths within the vicinity of the stop. Consideration should also be given to the population of the local area, with the distance to bus stops being shortened in locations (for example) in proximity to residential care homes and day centres.

2.4 Cycling

- 2.4.1 Cycling offers a healthy and sustainable alternative to using the private car, especially for shorter journeys. As with walking, cycling can be used for commuting purposes, or as a leisure activity. The type of facility and accessibility to cycling therefore varies according to these journey purposes.
- 2.4.2 Again, the topography of the District plays a role in the promotion of cycling; however it is anticipated that this can add to the attraction of this mode of travel, particularly for leisure purposes. As such, there are a number of cycle routes within the District, as discussed below and illustrated in **FIGURE 2.9**.

Current Cycle Routes

- 2.4.3 Cyclists can cross almost any type of terrain, and do not necessarily have to follow advertised cycle routes. However, these routes are often recommended as they are less congested and have cycle friendly facilities (such as advanced stop lines at junctions) to encourage this mode of transport. Additionally, cycle routes have a beneficial impact for those who feel less confident riding a bike, such as young children and inexperienced cyclists.
- 2.4.4 As presented in **FIGURE 2.9**, the range and type of cycle routes within the District varies from the National Cycle Network (NCN), to Regional and local on and off-road routes.
- 2.4.5 NCN route 2 is a long distance cycle route that (when complete) will link Dover to St Austell in Cornwall. The route is fully open between Dover and Brighton, and passes through many of the smaller towns / villages within Shepway. Where possible, the route avoids passing directly through large urban areas, and uses either traffic free routes or roads with less traffic on them. The route is well marked using distinctive signage, as illustrated in **FIGURE 2.10**

FIGURE 2.10 NCN 2 Signage



- 2.4.6 In addition to NCN 2, there are a number of local on and off road cycle routes within the District, providing access to local facilities and transport interchanges. Again, signage is provided, that differentiates between leisure routes and commuting routes, as presented in **FIGURES 2.11** and **2.12** below.

FIGURE 2.11 Leisure Route in New Romney



FIGURE 2.12 Cycle Signage to Transport Interchanges



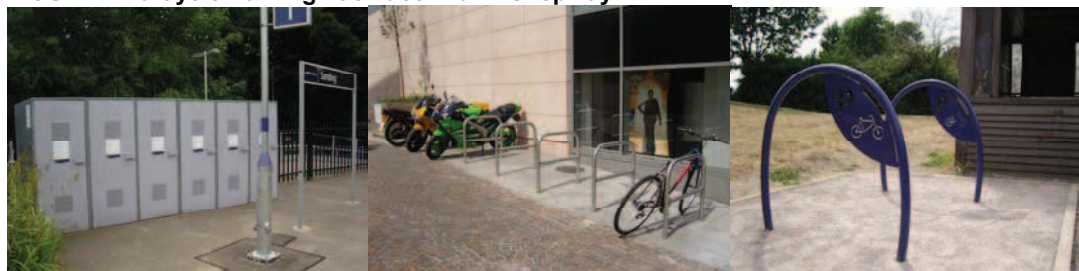
Proposed Cycle Routes

- 2.4.7 It is understood that NCN Route 17 currently routes from Rochester to Maidstone, however it is planned to extend south to connect with Ashford before continuing into the Shepway District and to NCN Route 2, which is situated on the south coast.
- 2.4.8 The future development of this scheme will provide a greater level of permeability for the established national cycle network and add recognisable benefits for cyclists within the District by connecting the existing NCN Route 2 with NCN Route 18, which currently routes through Ashford.
- 2.4.9 Further proposed and aspired schemes are highlighted in the (Draft) Shepway Cycling Plan (included at **APPENDIX A**), produced by KCC. These include linkages to the NCN to / from urban centres, and also new links within urban areas, connecting to community facilities, schools and tourist centres.

Cycle Facilities

- 2.4.10 Observations made within Shepway suggest that there are a number of good quality facilities provided for cyclists within the District. There are numerous examples of cycle parking areas at transport interchanges, shopping areas, and leisure facilities, as presented in **FIGURE 2.13** below.

FIGURE 2.13 Cycle Parking Facilities within Shepway



- 2.4.11 However, it should be noted that cycle parking facilities are not provided at all transport interchanges within the District. For example, it is understood that there is no cycle parking available at Folkestone Bus Station, despite this being a major transport hub in Shepway.
- 2.4.12 As presented in **FIGURE 2.14**, observations suggest that on-road facilities for cyclists are provided in the form of cycle lanes, and advanced stop lines at signalised junctions in urban areas. Again, it should be noted that not all roads have these facilities for cyclists.

FIGURE 2.14 On-Road Provision for Cyclists



- 2.4.13 Furthermore, a number of issues have been identified as part of the workshop events held to inform the Transport Strategy. These are discussed in greater detail in **SECTION 3** of this document.

2.5 Safety

- 2.5.1 The **Highways Impact Report** provides details of the road safety record of the District, over the five year period of January 2005 to December 2009 inclusive. A brief summary is provided below concerning walking and cycling as modes of transport.
- 2.5.2 Personal Injury Accident (PIA) data was provided by KCC, covering the five year period. PIA data provides details of all reported accidents which occurred within the Shepway District, and details the location, severity, time and date, causality factors and types of vehicles involved.
- 2.5.3 Analysis of this data indicates that there were a total of 1477 reported accidents within the study period. 29 (2%) of these were recorded as fatal in severity, 164 (11%) as serious, and 1284 (87%) as slight.
- 2.5.4 Of the 1477 reported accidents, 251 (17%) involved pedestrians and 89 (6%) involved cyclists. Furthermore, approximately 21% of all reported fatal accidents involved pedestrians, and 10% cyclists.
- 2.5.5 Using road safety information available on the DfT website, a comparison has been undertaken according to national road casualty statistics, for the period 2005-2009. **TABLE 2.2** presents the results of these calculations, specifically for the pedestrian and cycle modes of travel.

TABLE 2.2 Comparison of Road Casualty Statistics

Mode	2005-2009 Average UK Accidents	2005-2009 Average UK Proportion (%)	2005-2009 Shepway Accidents	2005-2009 Shepway Proportion (%)
Pedestrian	29965	12%	251	17%
Cycle	16463	7%	89	6%
Other	199623	81%	1137	77%
TOTAL	246050	-	1477	-

- 2.5.6 Analysis of **TABLE 2.2** above indicates that Shepway had a higher proportion of pedestrian accidents compared to the UK average over the five year study period, whereas the proportion of cycle accidents is similar to the UK average for the same five year period.
- 2.5.7 The PIA data has also been used to establish the locations of each of the reported pedestrian and cycle accidents within the District, over the 5 year study period. These are presented in **FIGURES 2.15** and **2.16**, respectively.
- 2.5.8 As anticipated, the majority of the pedestrian and cycle accidents are located within the urban centres of Shepway. This is likely to be related to the population and provision of facilities of these areas, in comparison to the more rural areas.

2.6 Mode Integration

- 2.6.1 As discussed above, it is important that facilities are provided at modal transfer points that increase accessibility to walking and cycling. Further details concerning the existing facilities provided at the main rail and bus stations are provided in the **Rail Travel**, **Bus Travel** and **Parking** notes, respectively; however a brief summary is provided below.

Rail

- 2.6.2 Shepway has four main rail stations, namely Westenhanger, Sandling, Folkestone West and Folkestone Central. Accessibility to these stations for pedestrians and cyclists varies according to the location of each of these stations, with those in more rural locations (Westenhanger and Sandling) being less accessible than those in urban locations (Folkestone West and Central).
- 2.6.3 Access to both Westenhanger and Sandling stations by foot is considered limited, with access to Westenhanger also being considered limited for cyclists.
- 2.6.4 Sandling, Folkestone West and Folkestone Central all have formal cycle parking facilities, and all stations have sheltered waiting areas. Furthermore, it is understood that cycles are permitted on trains calling at these stations, with exception to those services arriving in London between 0700-0959 and those services departing London between 1600-1859. Folding cycles are allowed on all trains however.

Bus

- 2.6.5 As discussed above, it is understood that there are no cycle parking facilities at Folkestone Bus Station, however observations indicate that cycle parking is provided at the nearby Bouverie Place shopping centre.
- 2.6.6 Additionally, discussions with Stagecoach (one of the main operators in Shepway) indicate that cycles are not permitted on buses within the District.
- 2.6.7 In terms of pedestrian access, crossing facilities are provided at Folkestone Bus Station, linking with Folkestone Central Train Station. These include signalised crossings, zebra crossings and dropped kerbs with tactile paving. Zebra crossings are also provided within the bus station itself.
- 2.6.8 Finally, discussions with Stagecoach have confirmed that the majority of their services within Shepway have easy access floors, to facilitate boarding and alighting the buses.

2.7 Leisure

- 2.7.1 Walking and Cycling play an important role as a leisure activity in Shepway, and as discussed above, facilities are in place to help encourage these modes of transport for tourists and the residents of the District.
- 2.7.2 Additionally, a number of cycle hire shops are available for those wishing to hire bikes on an hourly or daily basis. These shops also offer evening rides, to encourage cycling and provide information of the variety of different routes that are available within the District. However; it is understood that these cycle hire shops are located away from the main transport interchange points, and so may be inaccessible for tourists / day trippers.
- 2.7.3 It is noted that leisure transport is not confined to walking and cycling. For example, there are a number of equestrian centres within the District, supported by numerous bridleways and Folkestone Racecourse.
- 2.7.4 It is understood that nationally, leisure riding is the main equestrian activity, showing an increase of five percent in just over five years. Furthermore, 43% of GB households have a household member with some form of interest in equestrianism.
- 2.7.5 Kent County Council has produced a document entitled “Ride Kent”, which details the opportunities for horse riding with the County, and provides contact information of Riding Clubs Stables.
- 2.7.6 Further leisure based modes of transport include the Romney, Hythe and Dymchurch Railway (RHDR), offering transport between Hythe and Dungeness. It is understood that the railway is predominantly used by tourists and rail enthusiasts; however it is also well used by school children within the District.
- 2.7.7 The RHDR also offers a number of facilities at its seven stations, including cafés and souvenir shops. It is also possible to purchase steam driver experience days, that allow rail enthusiasts to gain tuition in driving steam locomotives.

3 Issue Identification

3.1 Introduction

- 3.1.1 As discussed within the **Transport Strategy Note**, two workshop events were held to help inform the production of the Strategy, including the identification of existing issues or areas of concern that impact on walking, cycling and leisure trips within the District.
- 3.1.2 The workshop events were attended by a number of stakeholders, including those with a particular interest in walking and cycling within the District. As such, a number of issues were identified within the first workshop event, with the second workshop event providing a focus for the identification of potential solutions to these issues.
- 3.1.3 It should be noted that at the end of the first workshop, the identified issues were prioritised (according to a simple vote), allowing for the relative significance of each issue to be considered. Additionally, leisure transport was considered within specific modes, for clarity.
- 3.1.4 This section discusses the issues that were identified during the first workshop, with **Section 4** presenting the proposed solutions.

3.2 Walking

- 3.2.1 Three main issues were identified during workshop one, comprising:

- Safety (46%)
- Signage (42%)
- Topography (12%)

Safety

- 3.2.2 As discussed, when comparing the last 5 years worth of accident data, Shepway has a higher proportion of pedestrian accidents than the UK as a whole. As may be anticipated however, these accidents are predominantly focussed within the urban zones of the District. Analysis undertaken for the **Highways Impact Report** suggests that the majority of these accidents involved pedestrians crossing the road and being struck by vehicles.
- 3.2.3 Discussions during the workshop event also highlighted that some pedestrians can feel unsafe, from a personal (as opposed to road traffic) point of view. This includes walking through urban areas at night / feeling intimidated by others.

Signage

- 3.2.4 This issue relates to a perceived lack of legibility for pedestrians searching for a particular destination (e.g. train station / bus station). Some stakeholders felt that it would be best to revise / update the signage available for pedestrians, for both commuting and leisure purposes.
- 3.2.5 There were also concerns that simple journeys were being made difficult due to inappropriate signage and the mix of styles of signage throughout the District.

- 3.2.6 Additionally, other options for signage were discussed, such as the use of public art or on-path markings.

Topography

- 3.2.7 As discussed, the topography of the District varies from the relatively flat area of Romney Marsh to the south, and the cliffs and hills to the north. This can be seen as a barrier to pedestrians, particularly to the young and elderly.

3.3 Cycling

- 3.3.1 Again, three main issues were highlighted, concerning:

- Safety (54%)
- Gaps in the Cycle Network (42%)
- Legibility and Signage (4%)

Safety

- 3.3.2 As presented, Shepway has a similar proportion of cycle related accidents to the UK average, when comparing accident data from the past five years. However; there is a perception that cycling within the District is unsafe, particularly within the urban areas. It is anticipated that this is due to the larger volumes of vehicular (and cyclist) traffic at these locations.

Gaps in the Cycle Network

- 3.3.3 A further issue highlighted during the workshop event was that there are gaps in the cycle network within the District. This includes a lack of 'connector' routes between the main national / regional cycle paths, and cycle routes between specific places of interest (e.g. schools and leisure / shopping facilities). Furthermore, the possibility of diverting routes was discussed, to include such places of interest.
- 3.3.4 Additionally, it was discussed that links to other modes of travel could be improved, including cycle crossing facilities at appropriate locations.

Legibility and Signage

- 3.3.5 Legibility and Signage was discussed as an issue for cyclists, however this didn't receive as many votes in comparison to safety and gaps in the cycle network. It is understood that this issue is similar to that discussed above for pedestrians – a lack in consistency of signage, both in terms of the amount (i.e. too much / too little), and type of signage. **FIGURE 3.1** presents an example of too much signage.

FIGURE 3.1 Cycle Signage – too many signs?



- 3.3.6 The image above shows four signs all relating to cycling, located within a few metres of one another. In this instance, it may be preferable to reduce the amount of signage at this location.
- 3.3.7 Additionally, in terms of legibility, there is concern over cyclists' knowledge of regulations when considering where they are permitted to cycle. For example some cyclists are unaware if they are permitted to use footpaths, bridleways, bus lanes etc.

4 Transport Strategy

4.1 Introduction

- 4.1.1 As discussed in **Section 3**, two workshop events were held with the stakeholders to discuss the transport related issues (workshop 1) and potential solutions (workshop 2) for discussion within the Transport Strategy.
- 4.1.2 This section focuses on the suggested solutions to the identified issues, and sets out a number of measures / options in response to the identified issues, for consideration. Overall, the aim is to ensure that walking and cycling are promoted as a dominant mode of travel for short trips.

4.2 Walking

- 4.2.1 Four initial options have been suggested:

W1 – Improve Road Crossing Points

- 4.2.2 In particular, this relates to road crossing points in urban areas, and those in proximity to major transport interchanges (eg. bus / rail stations). Consideration should also be taken of road crossing points in proximity to individual bus stops, or at particular areas where a cluster of pedestrian accidents involving crossing the carriageway have occurred. Additionally, consideration should be taken of crossing points in the vicinity of community and leisure facilities (such as schools / retail areas) The type road crossing point should be appropriate to its location (i.e. zebra crossing, signalised crossing).
- 4.2.3 As discussed, PIA data has been reviewed concerning pedestrian (and cycle) accidents within the District, over the period of January 2005 to December 2009 inclusive. The locations of the reported pedestrian accidents are presented in **FIGURE 2.15**, with the analysis indicating that there is a concentration of fatal accidents involving pedestrians in the New Romney area.
- 4.2.4 Further analysis indicates that there were a number of reported accidents within Folkestone town centre; however these were not reported as fatal in severity. Nevertheless, it is suggested that a priority is placed on improving / introducing road crossing points within New Romney and Folkestone town centre as a priority, with consideration also being taken of crossing points in Hythe town centre, as there was also a cluster of pedestrian accidents within this area.

W2 – Improve Signage and Reduce Clutter

- 4.2.5 The use of appropriate signage has been highlighted as being an issue for pedestrians across the District. It is suggested that a review of the signage is undertaken, that identifies areas where improvements can be made in terms of the amount and type of signage provided.
- 4.2.6 The overall aim would be to provide appropriate signage in a clear and consistent manner that increases accessibility for both residents and visitors to the District, and provides a safe route to major transport hubs and community / leisure facilities.
- 4.2.7 Specifically, as the largest settlement within the District, an appropriate strategy should be developed for Folkestone, that compliments the emerging town centre strategy. It is suggested that a 'brand' could be developed for a signage strategy within Folkestone, which could then be

used as a basis for the rest of the District. Where possible, the signage strategy should follow guidance contained within the Manual for Streets (versions 1 and 2).

W3 – Complete Selected Links

- 4.2.8 This is in line with options W1 and W2 above, but also relates to the identification and promotion of safe and accessible walking routes to key destinations within the District, including those for commuting, leisure and tourist purposes.
- 4.2.9 Wherever possible, walking should be promoted as a safe, convenient and accessible mode of sustainable travel. It is suggested therefore, that the first priority to achieving this is to establish a network of walking routes within the District that meet these aims.
- 4.2.10 As a target, the Strategic Sites should look to link into and complete the existing network of walking routes in the District, again placing an emphasis on safety and accessibility. Further analysis of the PIA data may indicate specific locations where walking routes should be extended / linked together so as to increase pedestrian safety.

W4 – Enhance the Environment of the Town Centres

- 4.2.11 Improvements to the public realm within the town centres will lead to increased safety and enjoyment of these areas. This may include better lighting, surveillance, street furniture and public art.
- 4.2.12 The provision / extension of pedestrian zones should be considered alongside the role of shared space, depending on the character of the town centre. This could have an additional benefit for the economy of the town centres, as people are encouraged to visit high quality urban zones.
- 4.2.13 In Folkestone, this should be undertaken with consideration of the emerging town centre strategy, which may then be used as a basis for improving (in terms of pedestrian access) the town centres of other urban centres within the District.
- 4.2.14 Additionally, the masterplanning process for the Strategic Sites should take into consideration the town centre environment, and should look to promote access for pedestrians wherever possible, in conjunction with and according to the Manual for Streets guidance.

Additional Areas for Consideration

- 4.2.15 During the second workshop, a number of additional areas for consideration were discussed. These are seen to support measures / options presented above.
- 4.2.16 As such, the following points were discussed:
 - Promotion of walking as being good for health and well-being
 - Provision of suitable directions for pedestrians from the new (Strategic Site) developments to areas of interest was recognised, along with the importance of providing short connections within the Strategic Sites themselves
 - Information concerning links to / from transport interchanges should be made more accessible
 - Implementation of Travel Plans at residential and commercial sites, including public transport interchanges.

4.3 Cycling

- 4.3.1 A total of six measures / options have been suggested for cycling, as discussed below.

C1 – Connect Selected Links

- 4.3.2 This involves the creation of a comprehensive District wide cycle network that incorporates appropriate community facilities and transport hubs, in the long term. Focus should initially be placed on linking existing national, regional and local routes together, with identification of additional routes for inclusion at a later stage. The links should recognise the role of the District both as a tourist / leisure destination, and as an important economic hub within South East England. **FIGURE 4.1** illustrates suggested cycle corridors that will help to achieve this aim.
- 4.3.3 Following discussions with the Shepway Cycle Forum at the workshop events, a detailed plan of their preferred cycle links within Folkestone was provided, as illustrated in **APPENDIX B**. It is suggested that KCC and SDC liaise with the Shepway Cycle Forum, in order to identify specific locations within the District where existing links can be connected in the first instance, and where new links could be provided in the future.
- 4.3.4 Additionally, where possible, cycle lanes should be continuous with priority over (motor) vehicular traffic. For example, a cycle lane following a major carriageway should have priority over vehicles emerging from a side road, as presented in **FIGURE 4.2**.

FIGURE 4.2 Cycle lane with priority over side road (from TfL's "London Cycling Design Standards")



- 4.3.5 As suggested in 'the Kent Design Guide' (2005 / 2006), space for cyclists should be designed to ensure safety of cyclists and pedestrians and encourage use. However, the need to provide and indicate segregation should be balanced against the need to minimise the clutter and confusion created by small areas of different coloured surfacing, tactile paving, line marking and signs.
- 4.3.6 As with W3, the Strategic Sites should look to link into and enhance the existing cycle network within Shepway. For example, the Folkestone Seafront site should (if developed) link into the existing National Cycle Route that extends along the seafront. Further links could then be provided towards the town centre, bearing in mind the topography of the area. As such, a direct link could be provided, along with a link that incorporates shallow gradients wherever possible.

C2 – Enhance Road Crossing Facilities

- 4.3.7 As with **W1**, this is primarily aimed at crossing facilities within urban areas, due to the larger population and level of road traffic. As such, it is suggested that where appropriate, TOUCAN crossings are provided, to assist cyclists crossing the carriageway.
- 4.3.8 The location of the crossing facilities should consider the proximity of any existing / planned cycle routes, so as to increase accessibility for this mode of travel. Again, proximity of the crossing facilities to community and leisure facilities should also be considered, along with areas of employment.
- 4.3.9 In addition to the above, consideration should be taken to limit the time cyclists spend stationary at a junction / crossing point. For example, a cycle priority system could be introduced at signalised junctions, as presented in **FIGURE 4.3**. In such a situation, and where appropriate, a balance should be struck between providing a visible and effective priority to cyclists, and the overall performance of the junction and local highway network. As such, capacity assessments should be undertaken and presented to KCC as local highway authority and the Highways Agency, as appropriate, to review the overall operation of the facility.

FIGURE 4.3 Cycle Priority System (from TfL's "London Cycling Design Standards")



- 4.3.10 The aim of such measures is to limit the time that cyclists spend off their bikes. These schemes also provide a visual tool to promote cycling as an accessible and efficient mode of transport.
- 4.3.11 Initially, it is suggested that a review is undertaken of the cycle crossing facilities in proximity of modal interchange points, particularly within the urban areas of the District. For example, within Folkestone the main bus station is located approximately 1/3 of a mile from Folkestone Central rail station. On site observations indicate that pedestrian crossing facilities exist, however a review would indicate if these are suitable for cyclists and what options exist.
- 4.3.12 As above, the review should include analysis of crossing facilities in proximity of schools, shopping centres and leisure facilities, so as to increase the accessibility of this mode of transport.

C3 – Enhance Signage

- 4.3.13 The amount and type of signage provided for cyclists should be carefully considered to avoid over / under provision. In urban settings, signage should be provided at key 'decision points', where cyclists are required to consider their route. In addition, where there are long stretches of continuous cycle lanes, signage should be provided to reassure cyclists that they are still on the

correct route. A similar principal could be followed in rural settings, for those 'leisure cyclists' following specific cycle routes.

- 4.3.14 Appropriate signage should also be provided that indicates where cyclists should dismount (e.g. at crossing points or within pedestrian zones), and where they are allowed to cycle in both the rural and urban settings.
- 4.3.15 As discussed under W2, it is suggested that a 'brand' is developed within a signage strategy for Folkestone, which may then be expanded across Shepway. Again, this should be in accordance with guidance presented in Manual for Streets versions 1 and 2.
- 4.3.16 The signage strategy should compliment C1 and C2 above, so that a coherent cycle network is developed initially for Folkestone, and then Shepway as a whole.

C4 – Promote Parking Facilities at Destinations

- 4.3.17 Good quality, secure and safe parking should be provided whenever appropriate. The cycle parking should be well lit and ideally would be covered / sheltered from the weather. In particular, cycle parking should be available at all key modal transfer points, and at community / leisure facilities (including schools and retail areas).
- 4.3.18 Furthermore, the cycle parking should be located close to the main entrance to the particular facility it is provided for, to ensure the promotion and accessibility of cycling as a mode of transport.
- 4.3.19 In particular, on-site observations indicate that there is no cycle parking at Folkestone Bus station. It is suggested that this is addressed as a priority, and should be complimented with a detailed audit of the cycle parking at all major bus and rail interchange points (including details of the quantity, quality and accessibility of cycle parking).
- 4.3.20 Additionally, all new developments (including the Strategic Site developments) should include a comprehensive cycle parking strategy, which may be included as part of the dedicated Travel Plan for each site, as appropriate. Where appropriate, the strategy should recognise the dual role of the Strategic Site as both a producer and attractor of cycle trips.

C5 – Consider Cycle Hire

- 4.3.21 Cycle hire facilities should be considered at key modal interchange points, such as mainline rail stations and bus stations. Cycle hire should be open to both residents and visitors to the District, with promotional material provided on other modes of transport.
- 4.3.22 Discussions could take place with public transport operators to enable the cost of cycle hire to be incorporated within bus / rail tickets, in a similar manner to the 'PlusBus' scheme. Additionally, investigations should be undertaken concerning the introduction of cycle hire within the Strategic Sites. This may be a scaled down version of London's cycle hire scheme (which can then be developed across the District), or may simply include cycle vouchers as part of wider Travel Planning measures.

C6 – Promote Safety Awareness

- 4.3.23 The safety of cyclists should be promoted at every opportunity, both in terms of other road users, and the behaviour of cyclists themselves.
- 4.3.24 Safety awareness can be achieved through a variety of forms, ranging from posters to signage and on-road warnings. Where possible, traffic free cycle lanes should be provided in areas of high vehicular traffic flow, and coloured cycle lanes provided where this isn't practicable. Additionally, advanced stop lines (ASL) should be provided at signalised junctions.
- 4.3.25 Cyclists should also be encouraged to wear helmets, appropriate high visibility clothing and install lights on their cycles, to ensure that they are easily spotted when cycling. Furthermore, where appropriate, cycle training schemes should be promoted amongst schools and local employers.
- 4.3.26 As discussed previously within this document, there were 89 reported accidents involving cyclists in Shepway within the five year study period. Additionally, approximately 10% of all reported fatal accidents involved cyclists. Analysis of **FIGURE 2.16** indicates that there are no clusters of fatal accidents within the District, whilst the majority of accidents were observed to occur within the major urban centres.
- 4.3.27 Safety awareness campaigns should therefore be concentrated within these urban centres, and measures / options C1, C2 and C3 should be considered as part of any such campaigns.
- 4.3.28 Additionally, whilst the design of the Strategic Sites should encourage cycling wherever possible, consideration should be taken of the safety of cyclists within the development sites, and along links / cycle paths extending from these sites. Cycle training schemes could also be introduced as a Travel Planning measure at each of the Strategic Sites.

Additional Areas for Consideration

- 4.3.29 Again, the second workshop identified a number of additional areas for consideration. These should be seen to compliment the measures and options presented above. As such, the following points were discussed:
- Cycle parking facilities should be provided at Folkestone Bus Station.
 - Leisure and family cycling should be encouraged, and the health benefits of cycling should be promoted.
 - It was also recognised that on-road routes may not be suitable for inexperienced cyclists.
- 4.3.30 Correspondence with SDC has also highlighted, as discussed earlier in this document, that an online Cycle Journey Planner is in the process of being developed for Kent. It is anticipated that this resource will include the built up areas of Shepway, including Folkestone, Hythe and Hawkinge. Wherever possible therefore, residents and visitors of the District should be encouraged to use this resource, which will serve to increase the accessibility of cycling within Shepway.

4.4 Implementation of Measures

- 4.4.1 Following on from the above, **TABLES 4.1** and **4.2** below present suggestions as to how each of the measures / options discussed above may be implemented at each of the Strategic Sites. It is recommended that further consultation is undertaken between the respective developers and SDC, KCC and the HA as the masterplan for each site develops, but that this information could be used to guide any such discussions.

TABLE 4.1 Suggested Implementation of Walking Measures – Strategic Sites

Strategic Site	Measure W1	Measure W2	Measure W3	Measure W4
New Romney	Improve crossing points in town centre in response to accident record. Review of crossing facilities at shops, railway and schools	Introduce a clear and legible signage strategy, in line with the signage ‘branding’ across the District.	Provide safe routes into New Romney town centre. Link into and complete existing walking network in proximity of site.	Consider guidance contained within MfS 1 and 2
Folkestone Seafront	Provide appropriate facilities to and from the town centre.		Provide links to seafront promenade and towards Folkestone Town Centre. Investigate reinstatement of and links to / from Leas Lift.	Incorporate pedestrian strategy with emerging Folkestone town centre strategy
Risborough and Napier Barracks			Provide safe links towards Folkestone town centre, including Folkestone West rail station	Consider guidance contained within MfS 1 and 2
Hawkinge			Provide safe links towards town centre	
Folkestone Racecourse	Ensure site masterplan incorporates promotion of walking through good design and safe links towards Westenhanger rail station			
Lympne Airfield	Ensure site masterplan incorporates promotion of walking through good design			
Sellindge				
Nickolls Quarry	N/A		N/A	N/A

TABLE 4.2 Suggested Implementation of Cycling Measures – Strategic Sites

Strategic Site	Measure C1	Measure C2	Measure C3	Measure C4	Measure C5	Measure C6
New Romney		Review road crossing facilities for cyclists in proximity to The Marsh Academy, railway line and town centre.		Develop comprehensive cycle parking strategy, in line with appropriate guidance and Travel Planning measures. All cycle parking to be secure, well lit, accessible and conveniently located.	Investigate potential for cycle hire for leisure purposes.	Provide cycle training scheme as part of Travel Planning measures. Ensure cyclists are safe through good design, and in line with MfS 1 and 2.
Folkestone Seafront	Provide links to NCN 2 and towards town centre.	Implement adequate crossing facilities to ensure continuity of NCN 2, and access to town centre.	Develop a cycle signage strategy in line with District 'brand'. Signage to direct to key points of interest and community use both within and external to development site.	Exemplary facilities should be provided for both residents and visitors to the site, bearing in mind proximity to NCN 2.	Promote local businesses that offer cycle hire. Investigate potential for a dedicated cycle hire shop within the development site.	Links with signage strategy and road crossing facilities. Appropriate safety strategy should be implemented, considering context of the development within a tourist destination area and proximity to NCN 2.
Risborough and Napier Barracks	Provide links towards town centre. Ensure priority is placed for cyclists over vehicle movements internal to the site.	Provide adequate road crossing facilities for cyclists towards rail station and food retail area / Cheriton High Street.		Develop comprehensive cycle parking strategy, in line with appropriate guidance and Travel Planning measures. All cycle parking to be secure, well lit, accessible	Investigate potential of cycle hire scheme. Provide cycle vouchers as part of Travel Planning measures.	Provide cycle training scheme as part of Travel Planning measures. Ensure cyclists are safe through good design, and in line with MfS 1 and 2.

Hawkinge	Provide links to Regional Cycle Route 17.	Review and implement suitable crossing facilities on RCR 17 in proximity to site, and towards Hawkinge town centre.	Develop a cycle signage strategy in line with District 'brand'. Signage to direct to key points of interest and community use both within and external to development site.	and conveniently located.		Consider safety implications of proximity of site to the A260 Canterbury Road. Ensure cohesion with measures C1 and C2.
Folkestone Racecourse	Ensure priority is placed for cyclists over vehicle movements internal to the site.			Implement cycle strategy reflecting role of the site as both an attractor and producer of cycle trips. Ensure appropriate facilities are provided in proximity to rail station.		
Lympne Airfield	Provide links to local employment areas. Ensure priority is placed for cyclists over vehicle movements internal to the site.	Enhance road crossing facilities, as appropriate		Develop comprehensive cycle parking strategy, in line with appropriate guidance and Travel Planning measures. All cycle parking to be secure, well lit, accessible and conveniently located.	Anticipated low demand for cycle hire – cycle vouchers as part of Travel Planning measures considered more appropriate.	Provide cycle training scheme as part of Travel Planning measures. Ensure cyclists are safe through good design, and in line with MfS 1 and 2. Consideration should be taken of proximity of the A20 Ashford Road within the cycle training scheme.
Sellindge	Ensure priority is placed for cyclists over vehicle movements internal to the site.					
Nickolls Quarry	N/A	N/A	N/A	N/A	N/A	N/A

5 Summary

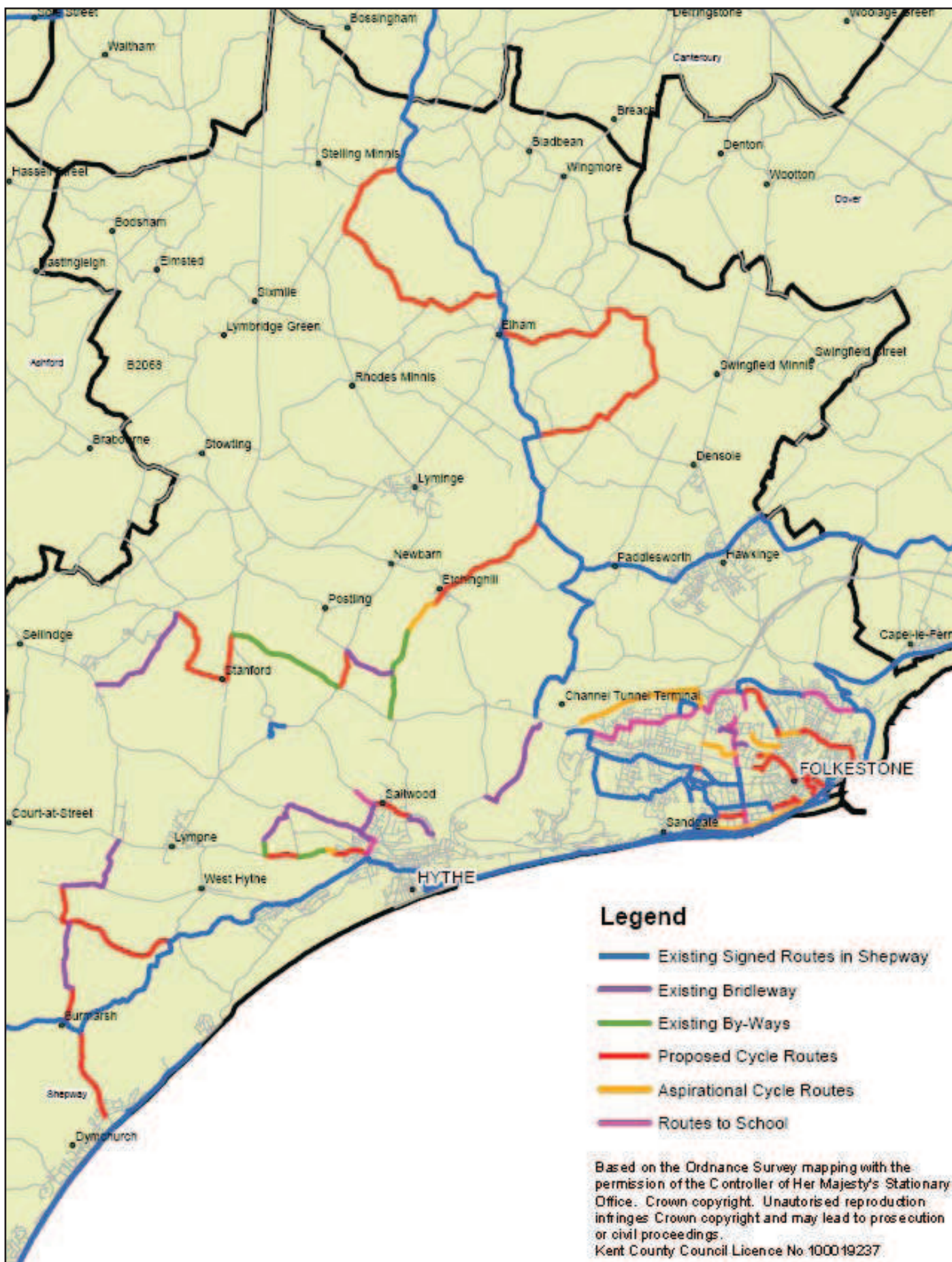
- 5.1.1 URS / Scott Wilson has been commissioned by Shepway District Council (SDC) to prepare the Transport Strategy for the District. The remit of the Transport Strategy is to include and consider transport matters which relate to the existing District area, as well as those relating to the future growth of Shepway.
- 5.1.2 The purpose of this report is to provide an overview of the existing opportunities for residents and workers within the Shepway District to travel to their chosen destinations through means of walking and / or cycling, and to identify where issues exist or where potential improvements can be made to the existing networks. Consideration of leisure travel within the District has also been discussed.
- 5.1.3 As such, a policy review has been undertaken concerning walking, cycling and leisure travel within the District. This identified sections within PPS1, PPS7, PPG13, Kent's Local Transport Plan and the Shepway Cycling Plan as being appropriate for consideration.
- 5.1.4 The existing provision for pedestrians, cyclists and leisure travel was then investigated. This indicated that whilst the provision for these modes of travel are good, there are some instances where modal interchange points could be improved, or where facilities are lacking. Additionally, the proportion of pedestrian accidents reported within Shepway over the five year period 2005-2009 was higher than the national average for the same time period.
- 5.1.5 This information, along with the findings of the first workshop event was then used to establish a number of key issues for walking and cycling within the District. These issues were then prioritised, by mode as part of the first workshop.
- 5.1.6 Finally, a series of measures and options have been presented to respond to the identified issues, ranging from **W1 - W4** for walking and **C1 - C6** for cycling, as identified below. The aim of these measures and options is to ensure that walking and cycling are actively promoted as the ideal mode of travel for short trips, in line with the following over-arching objectives:

Over-arching Objective: To promote a safer environment for walking within centres, and enhanced legibility for visitors

- W1 – Improve Road Crossing Points
- W2 - Improve Signage and Clutter
- W3 – Complete Selected Links
- W4 – Enhance the Environment of the Town Centres

Over-arching Objective: To provide routes which are suitable for different 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

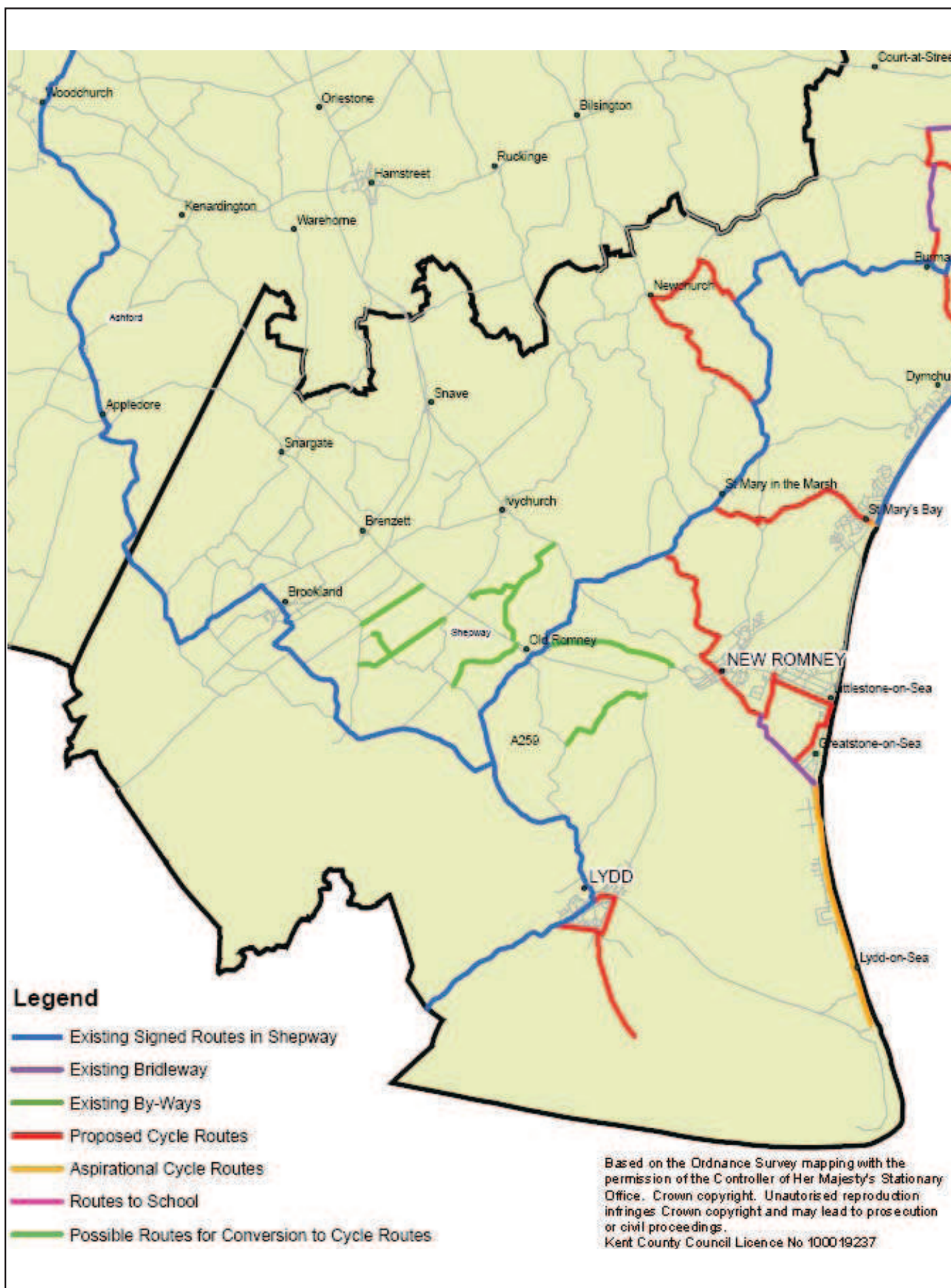


Shepway Cycling Plan - Cycle Route Map Folkestone, Hythe & Elham Valley



Figure 2.1



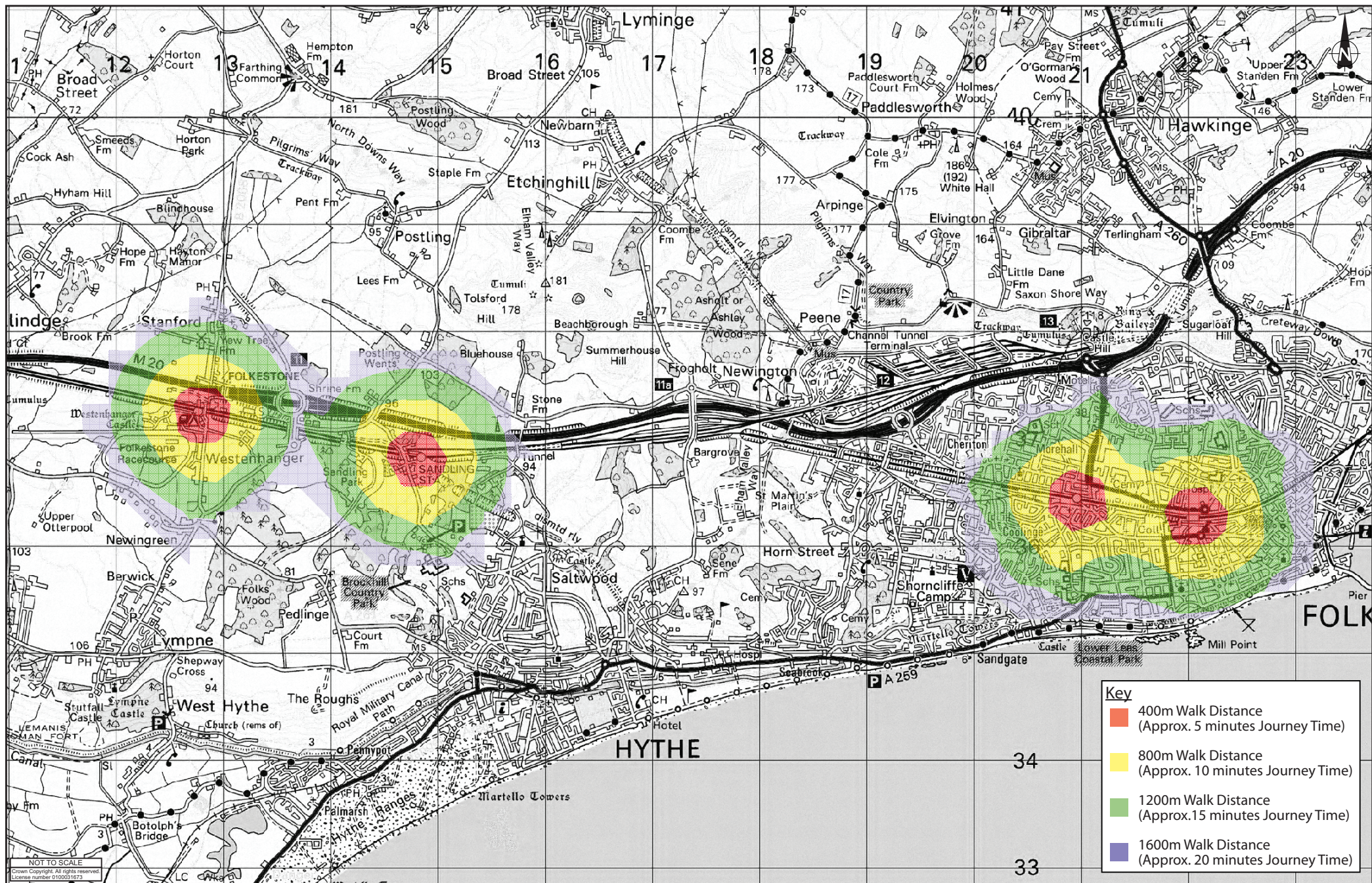


Shepway Cycling Plan - Cycle Route Map Romney Marsh

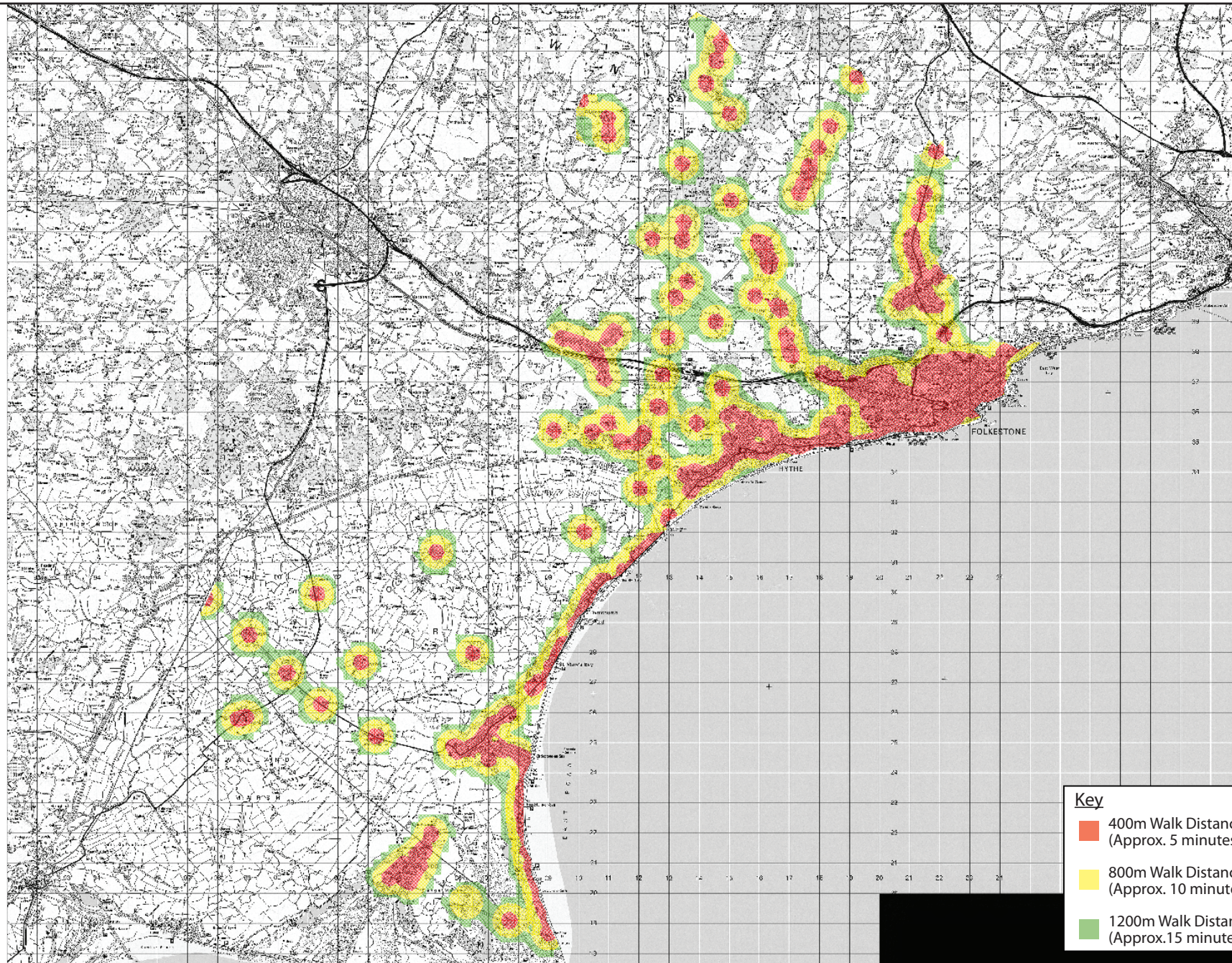


Figure 2.2

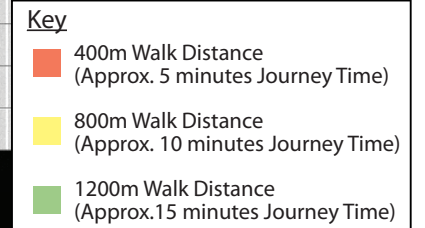




Accessibility to Rail Network by Foot



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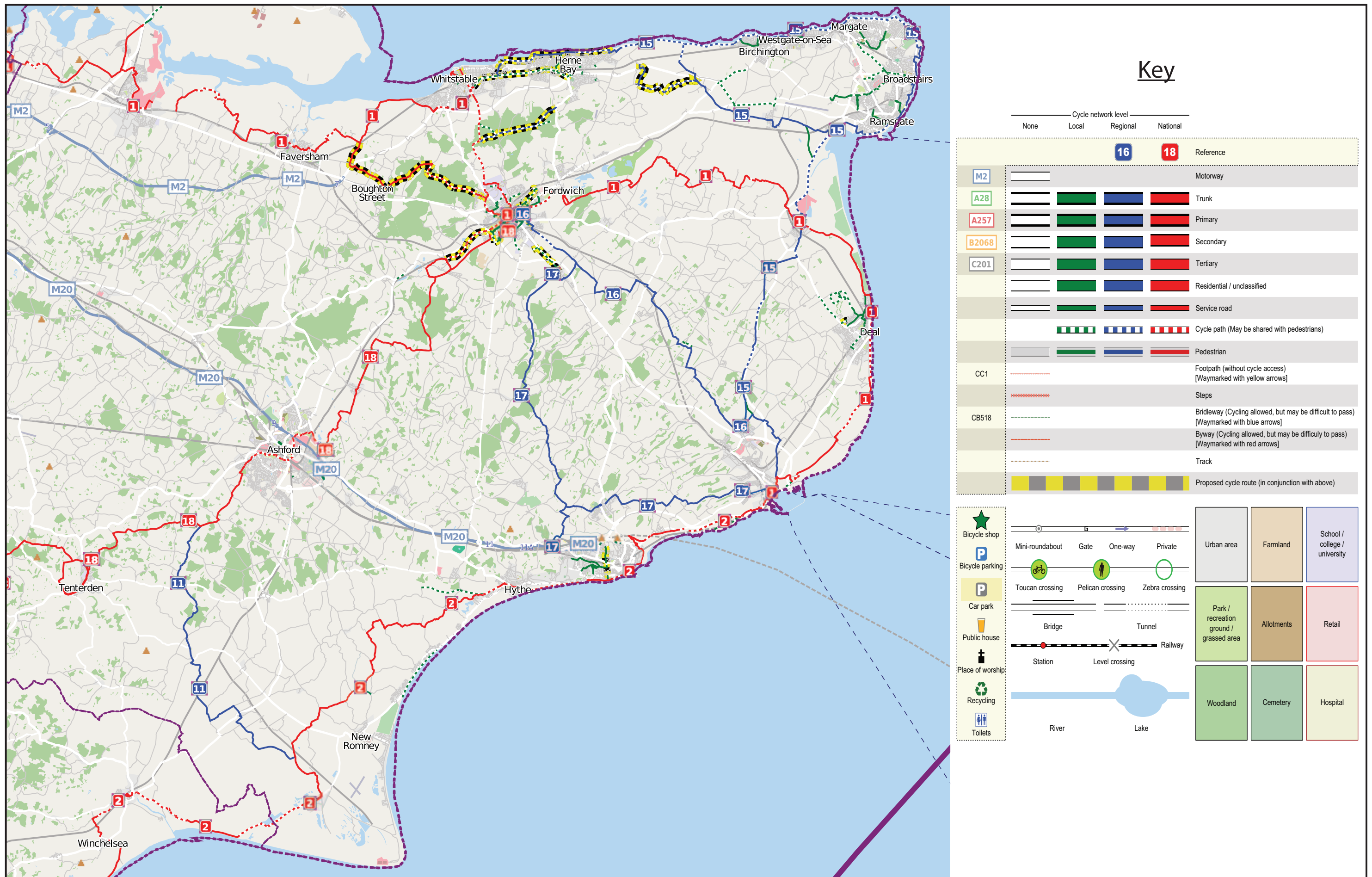


Accessibility to Bus Network by Foot - AM Peak Hour



Figure 2.8



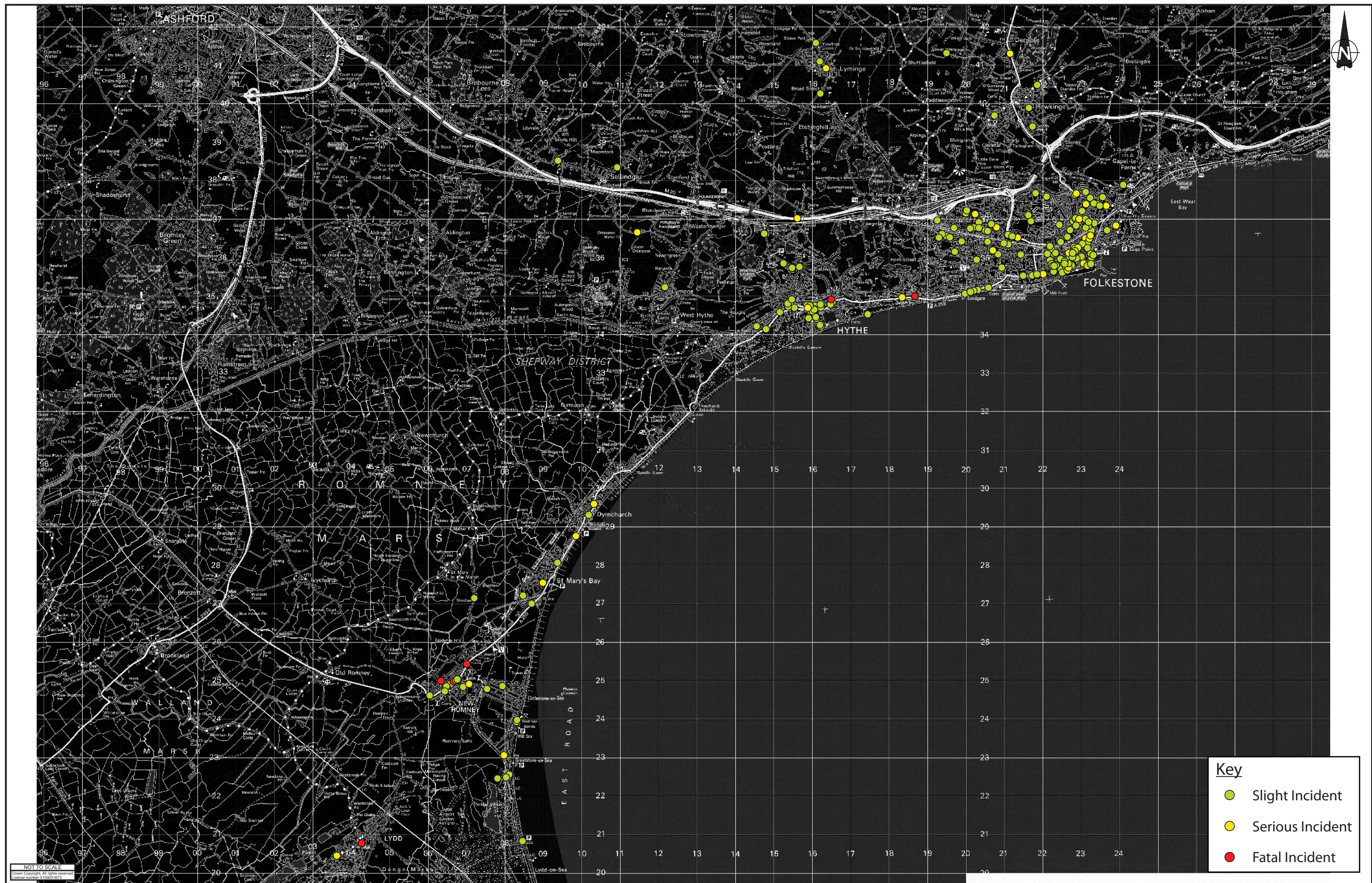


Existing Cycle Network - East Kent

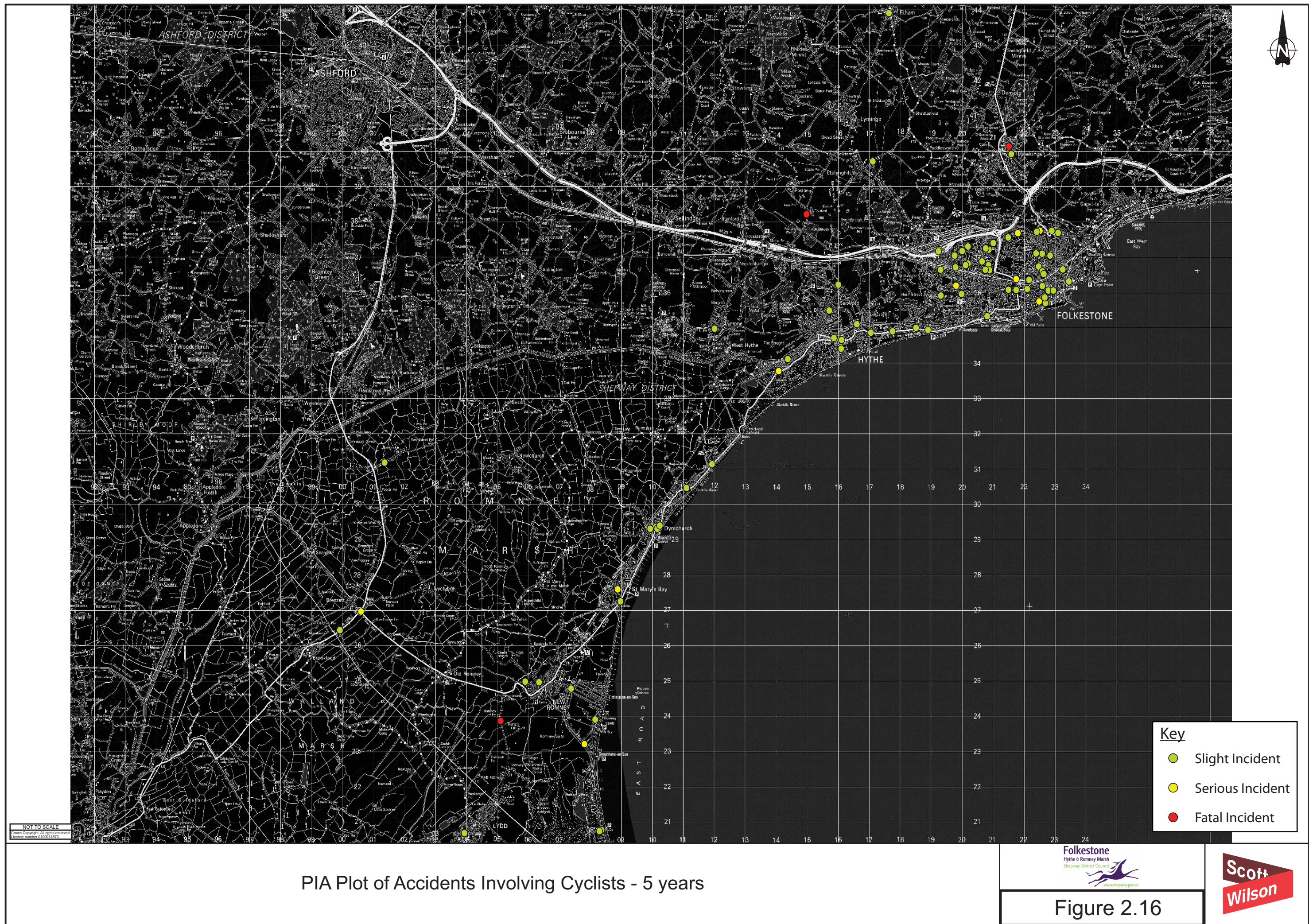


Figure 2.9





PIA Plot of Accidents Involving Pedestrians - 5 years





Suggested Cycle Corridors

Shepway Cycling Plan

Public Consultation

Draft 2010



Shepway Cycling Plan

1. The reasons we should promote more cycling?

- 1.1 Shepway District is a largely rural district situated in the south east corner of Kent; and includes the urban areas of Folkestone, Hythe, Lydd and New Romney. The total population of the District at the last census was 96,238.
- 1.2 Shepway has long been associated with European travel for both freight, leisure and business. However for the residents of Shepway, local travel is more important than European travel with many residents working, attending school and partaking in leisure activities in the District.
- 1.3 Cycling has many advantages as a means of transport, as bicycles occupy little road space, save energy and cause no noise or air pollution. Cycling is good exercise and is beneficial to individual health.

Age and Health

- 1.4 According to census data (2001), the population / age profile for both men and women in the District is similar to that of the national average. With the two age groups of 'under 15s' and 'over 65s' there is an increased likelihood of dependence on friends and family for travel, especially where public transport and services are poor. For these groups, the Cycling Plan is important. For the under 15s, the majority of whom are still at school, it is thought that the earlier a person takes up cycling the more likely they are to carry it on in later life. With the over 65s, cycling can increase the accessibility of many destinations in the Shepway District, and the introduction of dedicated routes can also benefit those who use mobility vehicles.
- 1.5 The Government's Chief Medical Officer calls for much greater investment in "low-cost sustainable" initiatives to encourage walking and cycling. "The evidence is clear: integrated walking and cycling programmes in Local Transport Plans can get more people active and deliver significant benefits, offering high value for money" (Active Travel Strategy, 2010).
- 1.6 A profile of the Shepway District is produced by the Public Health Observatories annually, and gives a good indication of the health of the District's residents. This document indicated that a total of 23% of the adult residents in the District are categorised as 'obese'. By leading an active life, individuals can significantly reduce their risk of premature death due to obesity related illnesses.

Environment

- 1.7 Cycling is an environmentally sound form of transport with the positive benefits of improved air quality and less noise pollution. Cyclists can enjoy sights and sounds not fully appreciated when travelling by car, making a person more environmentally aware.

- 1.8 Poor air quality, resulting from increased vehicle usage, is problematic in many areas around the UK. Whilst there are no Air Quality Management Areas within Shepway, encouraging cycling in the District will be highly beneficial to reducing emissions in highly trafficked areas within the District.
- 1.9 Within Shepway, there are several areas in need of preservation and protection. These include Sites of Special Scientific Interest (SSSI), Special Protection Areas (SPA) and a Special Area of Conservation (SAC) which are located throughout the Romney Marsh and North Downs area.

Congestion

- 1.10 The road network is under ever increasing pressure particularly in urban areas and approximately 25% of all car journeys are less than 2 miles. There is considerable scope for people to switch to using the bicycle to make such journeys particularly across the **Romney Marsh** and in parts of **Hythe** and **Folkestone** where there is a flat terrain. However approximately 73% of Shepway is considered rural and there are physical and geographical barriers that need to be addressed and overcome particularly in the **Elham Valley** area. With an associated increase in the different types of vehicles used, it is hoped that there will be a more tolerant and courteous use of road space, that recognises the shared rights of the cyclist and encourages respectful behaviour and driving/cycling habits all round. This will hopefully lead to a more efficient use of the current and future highway network.

2. Supporting Cycling

- 2.1 A summary of national/local/regional policies that support cycling are contained in the Policy Overview Appendix.
- 2.2 The Shepway Cycling Plan is a five year plan that aims to recognise policies together with national and local issues and as such proposes four main areas (see plan):
- Creating New Links – seeking new opportunities to extend routes to more people
 - Maintenance of the Cycle Route Network – looking after what we already have, and improving it
 - Spreading the word – raising awareness of existing and emerging cycle facilities
 - Creating a safer cycling environment – designing safer routes and providing road safety education for cyclists.
-

3. Creating New Links

- 3.1 Kent Highway Services (KHS) will continue to work in conjunction with the independent, self administrating Shepway Cycle Forum to develop new routes. These routes will promote accessibility and will be safe and convenient.
- 3.2 New routes must link with existing cycle routes extending the cycle network to both the urban areas of Folkestone and Hythe and from many of the District's villages to the town centres. Opportunities for linking to the Public Rights of Way Network will also be considered.
- 3.3 Routes will be developed in partnership with external partners aimed at leisure cycling and improving accessibility to many of the tourist destinations. Where possible we will also look to encourage commuter cycling as an alternative to work based car travel.
- 3.4 Local strategic partners will be consulted to ensure priority and influence is given to cyclists in planning and designing new developments.
- 3.5 Routes are to be designed and built in accordance with Kent County Council and Department for Transport guidelines (DfT).
- 3.6 Roads currently classed as unsuitable for motor vehicles will be considered for conversion to cycle lane use as long as they link strategically with the existing greater cycle network.
- 3.7 Suitable routes that are currently being promoted by outside organisations, for example: Spokes and White Cliffs Countryside Project will be considered for adoption.
- 3.8 A higher priority will be given to transport schemes which include measures that actively encourage cycling such as:
 - Signalised junctions with facilities such as cycle lanes and advanced stop lines; existing pelican crossings will be assessed as potential "toucan" crossings
 - New road schemes that wherever practical provide segregated cycle facilities.
- 3.9 Conversion of public footpaths will be considered using the Cycle Tracks Act: 1984 under the following conditions:
 - There is an over-riding safety issue where there is a conflict between cyclists and high speed vehicular traffic on adjacent routes
 - The route has potentially high usage by commuters and/or school children
 - Where the route forms a key part of a longer strategic route.

- 3.10 Schemes which intersect uncontrolled railway level crossings will not be progressed unless there is an over riding reason on grounds of safety and/or lack of alternative.
- 3.11 An “access for all” approach will be adopted for both new and existing routes to accommodate the needs of pedestrians, cyclists, equestrians and the mobility impaired.
- 3.12 The aim is to provide high quality infrastructure. Unsegregated shared cycle tracks that we recognise could result in conflict between pedestrians and cyclists will be a last resort when no other solution is available and where the infrastructure will support it.
- 3.13 Facility widths outlined in the table below will be followed. Additionally they will consider the use of unsegregated shared facilities on existing pavements if the pedestrian flow exceeds 500 movements per day.

Cycle Route Type	Desirable Width	Minimum Width
One Way Travel : On Carriageway	1.5m	1.2m
One way travel: Shared unsegregated	2.0m	1.75m
One way travel: Shared segregated	3.25m (1.5m cyclists, 1.75m pedestrians)	2.7m (1.35 cyclists, 1.35m pedestrians)
Two way travel: Shared unsegregated	3.0m	2.5m
Two way travel: Shared segregated	4.75 (3.0m cyclists, 1.75m pedestrians)	3.1m (1.75m cyclists, 1.35m pedestrians)

- 3.14 If a new segregated route is to be adjacent to a footway then the following will be provided:
- A white delineation line
 - Bar tactile markings at the beginning and the end
 - Blister tactile markings if the route crosses any other roads
 - Signs indicating the use of the route.
- 3.15 If a suitable alternative cannot be found, KHS will consider promoting cycle routes through pedestrianised areas. Cycle parking facilities will be considered at convenient locations within the pedestrianised zone.
- 3.16 At new developments KHS will look to maximise cycle provision through the development control process. Where such development is in a pertinent location and of an appropriate scale, KHS will seek contributions from Developers in the form of land, cycle facilities or financial contributions, to achieve the targets set out in this Plan.
- 3.17 Cycle parking will be maximised at strategic locations, including town centres, transport interchanges and residential properties, along the current and

developing cycle route network. Cycle parking provision must be secure, innovative and attractive but in line with cycle parking guidelines, as identified in the Kent Vehicle Parking Standards.

- 3.18 Early consultation with the Shepway Cycling Forum has identified a number of new routes potentially suitable for future development. These are shown on the Proposals Map in Section 9.

The following routes have been identified by KHS for further investigation in the period leading up to 2012:

- NCR 2 links with New Romney, Dymchurch and St Mary's Bay
- Folkestone North – South Cycle Route linking The Leas with the Folkestone Academy using Earls Avenue and Cornwallis Avenue
- Folkestone West to East linking west Cheriton to Folkestone Town Centre. This route will follow roads north or south of the railway line avoiding Cheriton High Street.

The Proposals Maps in Section 9 also includes a number of other potential routes that have either already been identified for future investigation, flagged up as key parts of the wider network that require safeguarding, or could form part of a future development proposal.

4. Maintenance of the Cycle Route Network

- 4.1 There is one national cycle route (NCR) and three regional routes (RR) in Shepway:

- NCR 2 Dover to St Austell, Cornwall
- RR 11 Lydd to Ashford via NCR 2 & 18
- RR 17 Canterbury – Elham – Hawkinge – West Hougham - Dover
- RR17 Paddlesworth – Newington - Folkestone

RR17 also has a link to the Channel Tunnel terminal.

- 4.2 An on and off road cycle route maintenance schedule will be sought to provide value for money and target resources appropriately, subject to available funding.
- 4.3 This maintenance schedule will explore the use of volunteers (e.g. Sustrans Rangers) in helping to carry out minor condition reporting of the cycle route network throughout the District.
- 4.4 New routes will only be introduced if they can remain well-maintained after their introduction. Longer term maintenance will need to be appraised throughout the District.

- 4.5 New cycle route signing will be strategically placed for maximum benefit while being minimised wherever practicable, and to lessen the burden of future maintenance costs upon the public purse. Signing will be in accordance with The Traffic Sign Regulations and General Directions 2002 (TSRGD2002) and the Traffic Signs Manual.
 - 4.6 Where appropriate, existing cycle route signing will be improved to include information such as distance to the next destination on the route. The use of time as a description of distance could be considered subject to DfT approval.
 - 4.7 All existing routes will be improved where possible to raise levels of cycle participation in the area.
 - 4.8 Road surfaces will be monitored to ensure sufficient condition to allow and encourage cycling, upgrading the road surface wherever identified as not suitable.
 - 4.9 Wherever practical, upgrade the Public Right Of Way (PROW) network to include cycling facilities.
-

5. Spreading the word

- 5.1 Kent County Council will actively encourage the continuation of the Shepway Cycling Forum and involve its members in planning for cycling.
- 5.2 Cycling will be promoted as an alternative mode of transport to both potential and current users. A cycle route map for the District will be produced, which could also include information about cycle-friendly areas such as 20mph zones.
- 5.3 Residents in the Shepway District need to be made aware of the environmental and health benefits of regular cycling, which can potentially reduce the risk from illnesses such as coronary heart disease and those associated with obesity. KHS will seek to work in partnership with the Local Health Authority and consider providing cycle route maps at all local healthcare facilities.
- 5.4 Large employers will be identified, who could benefit from their employees increased usage of the bicycle as a mode of transport to work. This will be carried out through the promotion of company travel plans.
- 5.5 Closer working with local schools to actively promote cycling as an alternative mode of transport to help reduce peak time congestion and improve health.

- 5.6 Working with external strategic partners to promote cycling. Benefits could be gained by learning from international visitors where the quality of their cycling infrastructure is considered to be higher.
 - 5.7 Cycle routes need to address the physical and perceived barriers to cycling; for example, seeking to ensure that safe storage facilities are available at strategic and local destinations.
 - 5.8 Schemes that offer a real alternative to the car particularly to young adults as they make the move from school to work will be promoted and publicised.
-

6. Creating a safer cycling environment

- 6.1 Cycle routes that avoid congestion hotspots and that have been identified in the Local Transport Plan 2006-2011 will be encouraged. These include the following:
 - 1 A259 Sandgate High Street
 - 2 A259 Seabrook Road
 - 3 Blackbull Road, Folkestone
 - 4 Canterbury Road, Folkestone
 - 5 Cherry Garden Avenue, Folkestone
 - 6 Sandgate Road, Folkestone
- 6.2 Measures that improve cyclist safety at signalised road junctions, such as priority stop lines will be promoted
- 6.3 Wherever practical, a speed limit review will be undertaken where an on-road cycle path is located.
- 6.4 The design of a cycle route intersecting a railway level crossing will be avoided unless absolutely necessary.
- 6.5 Crashes that involve personal injury on the public highway will be monitored, using data provided by Kent Police, on an annual basis. When patterns of crashes are identified, Crash Remedial Schemes are developed, and KHS can promote measures that attempt to reduce the amount of crashes occurring in the future. These schemes will include strategies that seek to address personal injury crashes involving cyclists.
- 6.6 A safety audit will be carried out on all new routes so that any potential hazards can be assessed and a solution identified. A safety audit will be carried out during the design and after construction of all new routes and facilities.

- 6.7 Road safety information will be provided to all road users and age groups through Young Driver education, business driving and pedestrian education programmes. This information will be targeted towards raising awareness of the correct use of cycle route facilities.
 - 6.8 KHS is committed to providing road safety education specifically targeted at cyclists. Cycle training is open to all Year 6 pupils in the Shepway District, through the Kent Rider Scheme – An Introduction to Safer Cycling.
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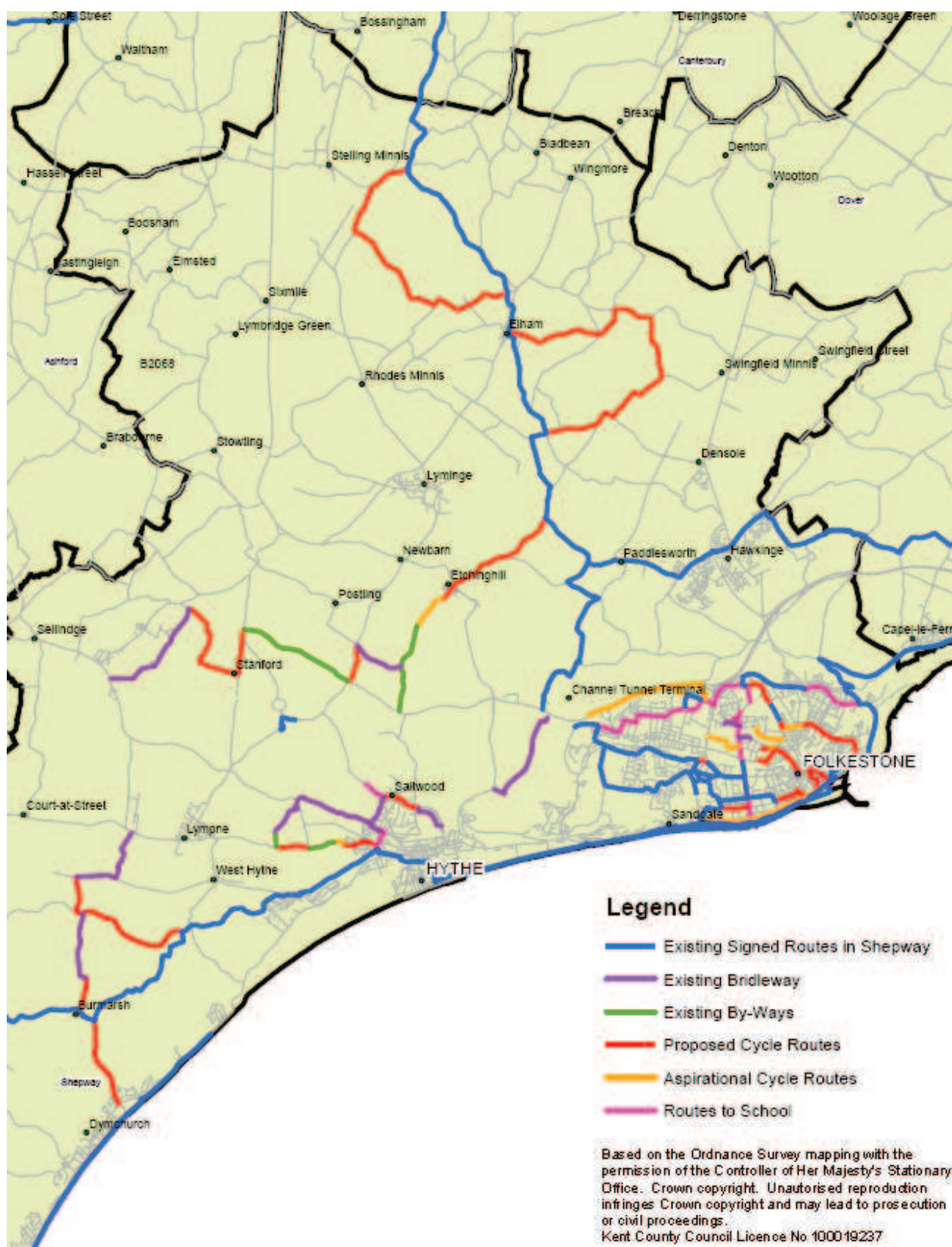
7. Setting Local Priorities for Shepway

- 7.1 There has been a recent increase in leisure cycling particularly between Folkestone and Hythe and on quiet roads on the Romney Marsh. This is in part due to the work of third party organisations such as the Romney Marsh Countryside Project and the Shepway Cycle Forum. The Cycling Plan will have the potential not only to extend the scope of these “leisure” routes to give people of all ages more confidence on their bikes, but more importantly to provide safe routes to schools and around town to make the bicycle the natural choice for short journeys every day of the week.
 - 7.2 Local priorities will be collected using information gathered through the consultation process from statutory consultees, District/County Members and members of the public using the Questionnaire and Feedback form.
 - 7.3 The Questionnaire and Feedback Form is based on experience gained from the original form used for the Dover District Cycling Plan Consultation, which provided important feedback.
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8. Monitoring the Shepway Cycling Plan

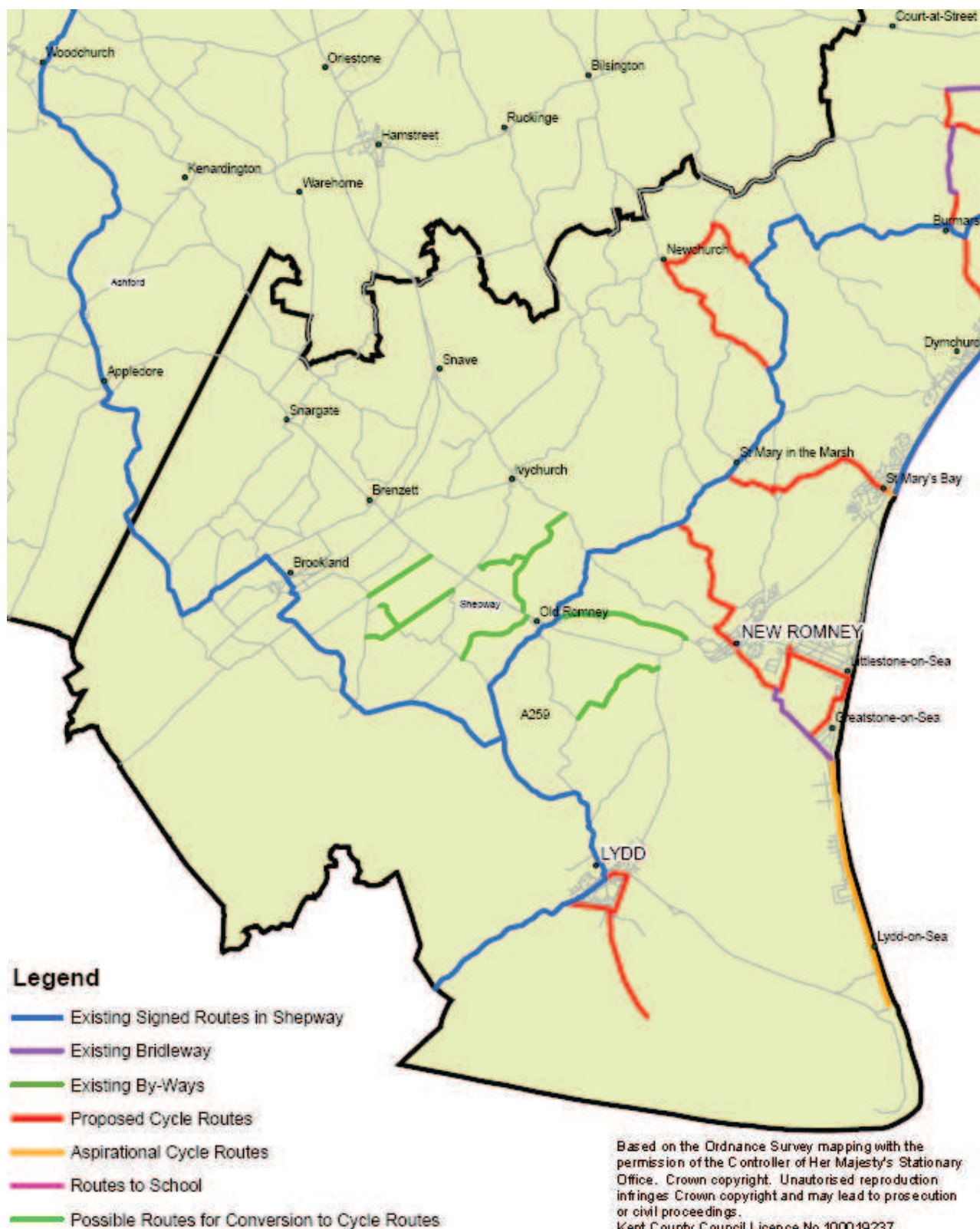
- 8.1 The Shepway District Cycling Plan will be monitored on an annual basis to ensure that Kent Highway Services are maintaining their commitment to achieving the objectives as set out in this plan.
 - 8.2 Where possible KHS will consider the installation of new automatic cycle counts and cordon counts placed strategically around the network in Shepway to monitor the effectiveness of the new infrastructure.
-

9. Proposal Map



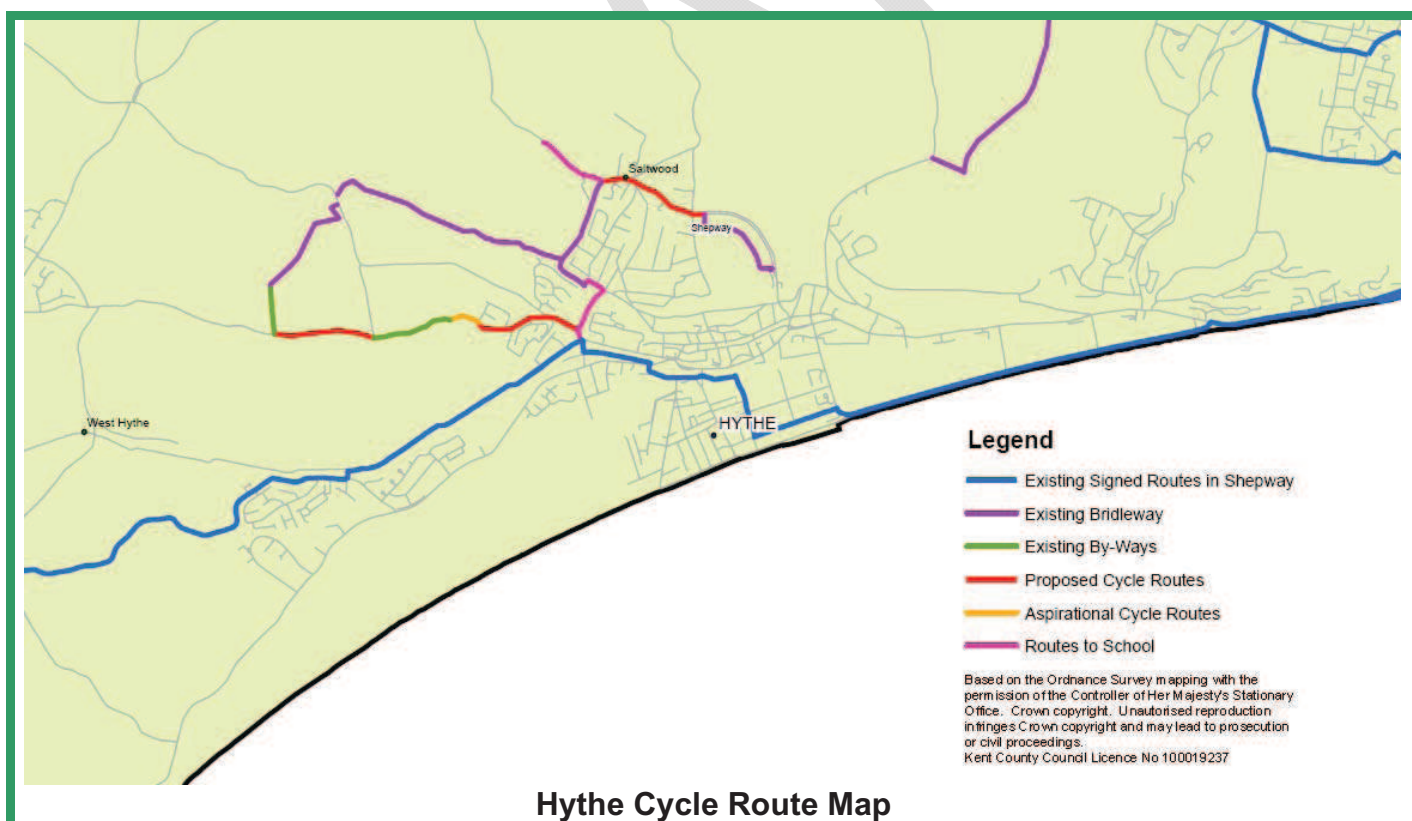
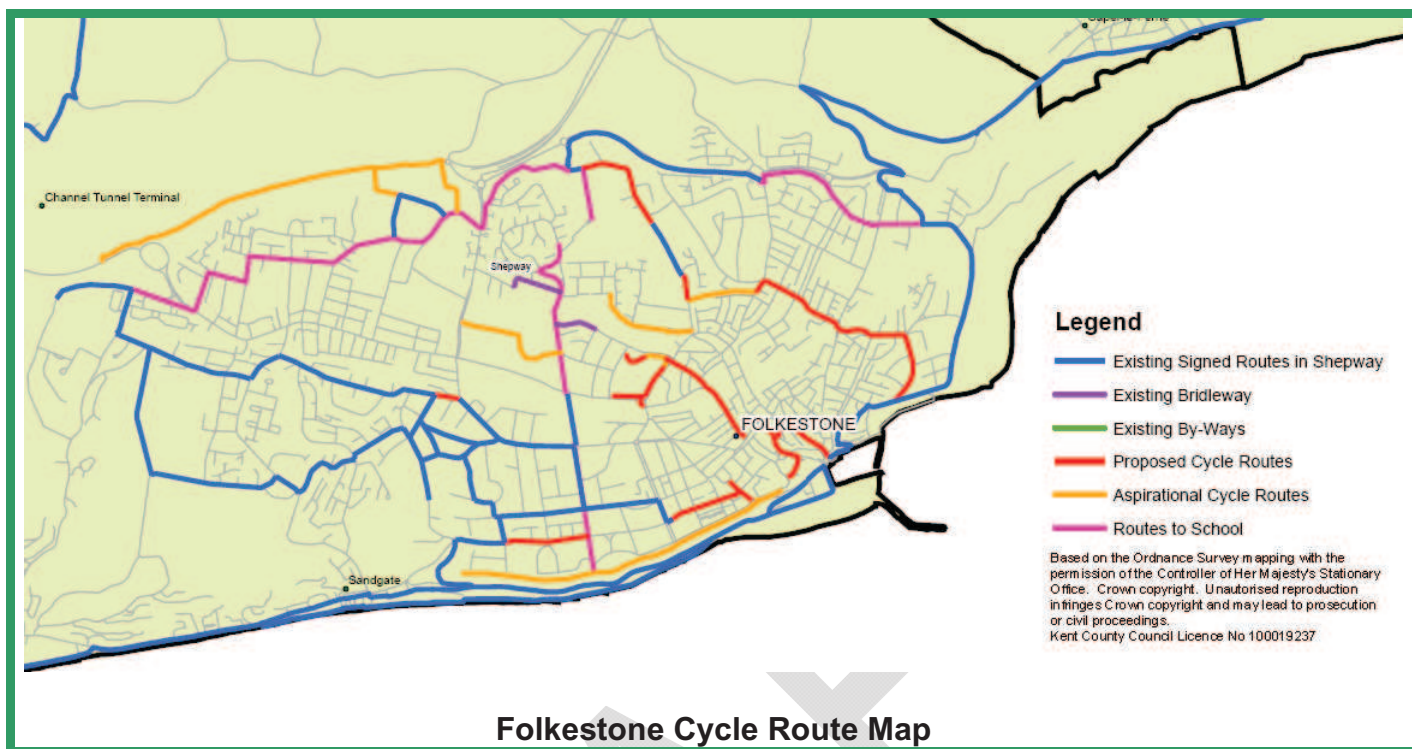
Folkestone, Hythe and Elham Valley Cycle Route Map

It should be noted that all future cycle routes are indicative and are subject to change through the consultation and design processes.



Romney Marsh Cycle Route Map

It should be noted that all future cycle routes are indicative and are subject to change through the consultation and design processes.



It should be noted that all future cycle routes are indicative and are subject to change through the consultation and design processes.

What Happens Next

Early consultation has included the appropriate KCC Departments, Shepway District Council, adjoining Local Authorities, the Shepway Cycling Forum and other interested parties. Views have also been invited from all Kent County Councillors and Shepway District Councillors.

As part of this consultation process local priorities will be identified prior to producing the Final Plan for Member approval. The public are invited to consider the current proposals map as shown in Section 9.

After a 12 week full public consultation period a final plan will be prepared for Member approval in December 2010.

Policy Overview Appendix

National Policy

Delivering a Sustainable Transport System (DaSTS)

The DaSTS sets out the Governments actions for tackling the issues currently facing our transport system and shaping it to meet the longer term challenges that we face to 2014 and beyond. The document outlines five goals for transport, focusing on the challenge of delivering strong economic growth while at the same time reducing greenhouse gas emissions:

- Support national economic competitiveness and growth, by delivering reliable and efficient transport networks
- Reduce transport's emissions to tackle climate change
- Improve safety, security and health by reducing the risk of death, injury or illness arising from transport and by promoting travel modes that are beneficial to health
- Promote equality of opportunity for all citizens
- Improve quality of life for transport users and non-transport user, and to promote a healthy natural environment.

These goals are important to building a society we want to live in. Many of the goals have a strong link and can help to reduce regional economic imbalance. The Government is also committed to a reduction of at least 80 per cent in greenhouse emissions by 2050 compared to 1990 levels and is also committed to demanding overall targets for 2020.

The priority to 2014 is making better use of the existing network, combined with a targeted programme of improvements to improve capacity, reliability and safety in the most congested areas.

Planning Policy Statement (PPS) and Planning Policy Guidance (PPG)

A PPS or PPG is targeted towards developers making a commitment with their developments that are more sustainable and hence more accessible by bicycle or by foot. The table below gives a short summary of the relevant national policies:

Ref	Title	Year	Details.
PPS3	Housing	2006	Focusing on living environments and giving priority to the needs of pedestrians and cyclists.
PPS6	Town centres and retail developments	2005	New development must be made more accessible to walking / cycling.
PPG13	Transport	2001	New developments should be accessible by walking and cycling, offering a realistic choice between different modes of transport. Developers should prioritise the movement of pedestrians and cyclists over normal traffic. More road space should be dedicated to pedestrians, cyclists and public transport.

National Cycling Strategy (NCS)

The National Cycling Strategy Board (NCSB) was set up in 1996 to oversee the implementation of the NCS. The NCS sets out 24 strategic objectives split over a total of 9 main areas as shown in the table:

NCS Area	Description
The vision – more cycling	Using 1996 base figures, double cycling trips by the end of 2002, and quadruple the amount of cycling trips by the end of 2012.
Planning – to make places more accessible by cycle	Working with developers and local Public Transport providers
First Steps – improving safety	Identify hazards confronting cyclists
Getting there – road space and priority safety	Undertaking cycle route audits and the implementation of “cycle friendly infrastructure”
At the destination – cycle parking	Identification of strategic locations for cycle parking and enforcement of cycle parking standards for developers
Security – tackling cycle theft	Working with local Police to develop a bicycle registration scheme.
Cultural Shift – changing attitudes	Promoting cycling as a safe, enjoyable form of daily transport
Resources – the drive for change	Making funding available for objectives in the cycling strategy.
The road ahead – directing and monitoring action	Developing a system of monitoring

The NCSB was replaced in 2005 by Cycling England (CE), who is now continuing to carry out the original role of NCSB. It has the support of a team of expert advisors representing key government departments including Health, Transport, Sport and Education.

Local Policy

Local Transport Plan (LTP) 2006-2011

Kent County Council (KCC) Local Transport Plan highlights key actions for the future such as improving accessibility, road safety, air quality and congestion and encouraging the wider use of sustainable transport modes.

Increasing the levels of cycling for leisure and work purposes will improve accessibility; help air quality and help towards relieving congestion.

The Shepway District Cycling Plan links with the objectives of the Local Transport Plan (LTP) for Kent (2006-2011). Within the LTP there is a Cycle Strategy for Kent

2006-2011 (Appendix 9). The table below demonstrates the connection between each LTP objective and cycling:

LTP Objectives	Connection with cycling
Accessibility	Increasing the provision for cycling improves accessibility to local destinations, therefore widening choices for all.
Demand Management	Cycling has relatively little adverse environmental impact, so there is no requirement to manage the demand for cycling in terms of restricting usage.
Environment, Heritage and Communities	Transferring journeys from cars to cycles will reduce emissions. Cycle routes require less space and can blend into the landscape
Health	Cycling is a good form of exercise and can reduce the risk of developing major chronic disease such as heart failure by up to 50%
Integration	Creating links between public transport interchanges (e.g. railway stations, bus terminals), and residential areas.
Keep Kent Moving	Improving access to places of work, providing more opportunities for employers and employees in the market place
Road Safety	Well designed cycle facilities reduce conflict between cyclists and motorised vehicles. Better training encourages cyclist to act in a safe, responsible way.
Sustainable Regeneration	As a non polluting form of transport, cycling is an integral part of sustainable development
UK Connections	Whilst not suited to long distances, cycling can link with other forms of transport to provide an alternative to the private car.
UK Gateway	NCR 2, which runs from Dover to St Austell, Cornwall links Shepway to the wider UK cycle network.

Cycling has the ability to contribute to the achievement of these objectives. As part of the LTP a cycling strategy was produced, this provides the framework for the Shepway Cycling Strategy and will seek to deliver the aims of the Kent Cycling Strategy at a District level.

Also as part of Kent County Councils work to achieve the aims as set out in the Appendix 9 of the Local Transport Plan, KCC aims to increase cycling trips by 38% by 2011 based on the 2003/04 figures.

Kent County Council is currently preparing its third Local Transport Plan and this section will be revised when the LTP3 priorities and objectives have been determined.

Vision For Kent

The Vision for Kent is the Community Strategy for the County. It sets out a long-term vision and guides a wide range of key players in their activities to improve the quality of life for everybody in Kent. In a vision for “*Keeping Kent Moving*”, it looks to

"improve the environment by reducing congestion and pollution, widening the choice of transport available, developing public transport, walking and **cycling**".

The Vision For Kent identifies that 22% of households do not have access to a car, relying on other modes like cycling to reach essential goods and services. A short-term priority is "reducing the environmental impacts of transport by promoting alternative fuels, public transport, walking and **cycling**".

Shepway District Local Plan 2006

The District Local Plan adopted in 2006 announces the support of a cycling strategy in consultation with local cycling groups where they exist along with the provision of a district wide cycle network to encourage the wider use of cycles for all purpose trips. The district planning authority will ensure that new development is sympathetic to the existing cycle network and facilities, developers may be asked to contribute to cycle facilities where the development is expected to generate significant traffic movements.

Shepway District Council has adopted the Kent Vehicle Parking Standards 2003 for new developments which identifies a maximum number of parking spaces allowed based on the size and type of development, this will encourage other forms of travel. The parking standards also provides a minimum number of cycle parking spaced that should be provided based on the size and type of development. By ensuring sufficient cycle parking is available at new developments, cycle use is promoted.

It is identified in the Shepway Local Plan that it is the aim that 3300 homes are expected to be built over the plan period to 2011. In addition 64 hectares are available for new employment opportunities in the same period, cycling facilities in new developments should be encouraged through section 106 agreements.

Changes to the national planning system have led to the phasing out of Local Plans and their replacement by Local Development Frameworks (LDF). SDC are currently carrying out a Local Plan Review that will see the current local plan phased out and replaced with a Local Development Framework. It is an important document for the District, as it sets the future pace, scale, pattern and quality of development for the period 2011-2026. This document will ensure all future development will be more sustainable.

South East Plan

The South East Plan is a new type of planning document, which has superseded the Kent and Medway Structure Plan. It sets out a vision for the future of the South East region to 2026, outlining how we need to respond to challenges facing the region such as housing, the economy, transport and protecting the environment.

The South East Plan may be viewed at www.gos.gov.uk. It provides a spatial context within which Local Development Frameworks and Local Transport Plans need to be prepared.

Three main policies are included below for reference:

Policy	Description
C6: Countryside Access and Rights of Way Management	<p>Through Rights of Way Improvement Plans and other measures, local authorities should encourage access to the countryside, taking full advantage of the Countryside and Rights of Way Act 2000, particularly by:</p> <ul style="list-style-type: none"> i. Maintaining, enhancing and promoting the Public Rights of Way system, and permissive and longer distance routes, to facilitate access within, to and from the countryside for visitors and all members of the local community ii. Identifying opportunities and planning for routes within and between settlements, seeking to reduce car use for shorter journeys iii. Where possible, making new routes multi-functional to allow for benefits for multiple users and contribute to the wider objectives of green infrastructure
TSR2: Rural Tourism	<p>Opportunities to promote tourism and recreation-based rural diversification should be encouraged where they provide jobs for local residents and are of a scale and type appropriate to their location.</p> <p>Local planning authorities in formulating planning policies and taking decisions will:</p> <ul style="list-style-type: none"> i. Support proposals which seek to develop the tourism opportunities associated with all types of rural development initiatives ii. Omitted iii. In surrounding countryside areas with significant tourism potential, local authorities should identify actions to strengthen linkages between market towns and their hinterlands through the provision of integrated sustainable transport and complementary product development, investment and marketing
S1: Supporting Healthy Communities	<p>Local development documents should embrace preventative measures to address the causes of ill health by reflecting the role the planning system can play in developing and shaping healthy sustainable communities, including:</p> <ul style="list-style-type: none"> i. Community access to amenities such as parks, open spaces, physical recreation activity, and cultural facilities ii. Mixed and cohesive communities, with a particular focus on access to housing for socially excluded groups iii. Healthier forms of transport, "

Countryside Access Improvement Plan (CAIP)

The CAIP includes the current condition of the entire Public Rights of Way network in Kent and identifies key objectives regarding network management. The overall vision is targeted towards increasing the usage and enjoyment of public rights of way.

CAIP Objective	Description
N3	Increase provision for off-road cycling and mountain biking activity
I4	Produce and distribute information on cycling and horse riding
I7	Work in partnership to improve regional/national/international awareness of walking cycling and horse riding opportunities in Kent, to directly support tourism objectives.
D4	Develop multi-user routes that allow walking, cycling and horse riding from towns to the

	wider countryside
ST2	Identify and investigate where the public rights of way network can provide safe alternative routes to avoid having to walk, ride or cycle on busy roads
ST3	Develop the public rights of way network to support the County Council's "Healthy Schools" initiative

DRAFT

Folkestone Cycle Routes

- National Cycle Route 2
- Existing Cycle Route
- Suggested Cycle Route

Existing Cycle Route
Suggested Cycle Route

April 2005

FOLKESTONE

