

Faversham 20mph scheme: Feedback from Commonplace Engagement

Introduction

The Faversham 20mph scheme originated from a community group coming together in 2015, following two deaths on zebra crossings and a hit-and-run involving a school child.

Based on the feedback from public community events, the group asked members of the public to identify places where they felt unsafe by marking them on a map of Faversham – what became known as the ‘red-dot map’. The sense of road danger, particularly for pedestrians, cyclists and other more vulnerable road users was not specific to particular places in Faversham but was felt throughout the town. As a result, the group decided to campaign specifically for a 20mph speed limit throughout Faversham.

The current Faversham Town Council supports 20mph as one component of a longer-term plan to enable more walking and cycling in the town and surrounding area.

Red dot map



A Healthier, cleaner, safer Faversham

The launch of the UK Government’s Emergency Active Travel Fund enabled Kent County Council to use an experimental order to introduce the town-wide scheme which Faversham Town Council had already designed. Time limits on this funding prevented the proposed layout changes being implemented in full initially.

In parallel with KCC consulting on whether to make the scheme permanent, Faversham Town Council asked residents for changes that they would like to make Faversham streets ‘healthier, safer and cleaner’ – similar to the earlier ‘red-dot’ consultation. This report summarises those findings:

- Respondents placed pins on a map highlighting concerns: e.g. no crossing, narrow pavement.
- Suggested interventions: e.g. pedestrian crossing, widen pavements.
- Respondents were able to add free text comments.

Some of the concerns expressed were addressed during trial, such as installing more town centre cycle racks, erecting signs to discourage cycling in pedestrianised areas and moving the planters near Sainsbury’s on Bysing Wood Road.

Commonplace landing page

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Commonplace reach

During the engagement period, nearly 3,000 people (c. 14% of the local population) visited the website, making over 1,000 contributions. Over 40% of those contributions (450) were original comments, with the rest (>600) agreeing with the comment(s).

While the objective of the engagement process was to ask for suggestions about improving the town, a minority (25%) chose to view it as a referendum on the 20mph scheme itself. We do not know how many of those pro/anti voices also responded to KCC consultation, but some (maybe many) are likely to have done so.

The results of both consultations (Commonplace and KCC) should not be seen as cumulative.

Reaching Commonplace

Commonplace tracks how people reached the website, whether via social media or links from another website. About 40% of respondents typed in the URL directly, or disabled tracking. From the remaining 60%, around ¼ came from Facebook, which was used by a number of people to mount a campaign against the 20mph scheme.

Visitor and contribution summary

20mph Faversham overview

This Commonplace launched on 05/08/2020. This Commonplace has reached 14% of the local population.

2852

Visitors



[View visitors](#)

An individual person who visited a Commonplace website. If a person used multiple devices, they may be counted as several visitors.

1088

Contributions



[View contributions](#)

The total number of comments and agreements by respondents to express their opinion.

474

Respondents



[View respondents](#)

A person who contributed to a Commonplace website by either adding a comment or an agreement.

Respondent origin

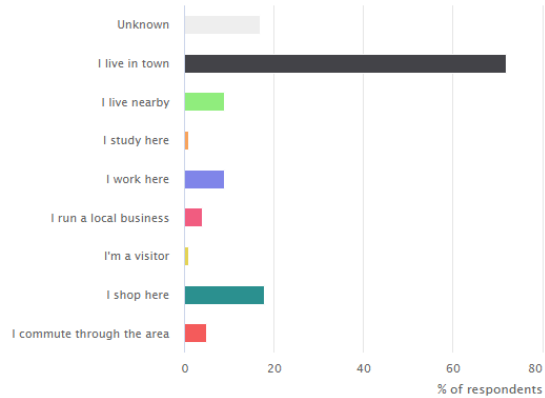
	Anti 20mph	Pro 20mph	Specific location	Total
(blank)	23	14	156	193
Facebook	24	7	75	106
20mphfaversham.commonplace.kent.gov.uk	7	1	61	69
Google	8	5	27	40
Google	2	2	10	14
favershamtowncouncil.gov.uk		1	7	8
Twitter			7	7
20splentyfaversham.wordpress.com			3	3
com.google.android.gm			1	1
commonplace.is			1	1
Linkedin			1	1
Total	64	30	349	443
Facebook	38%	23%	21%	24%

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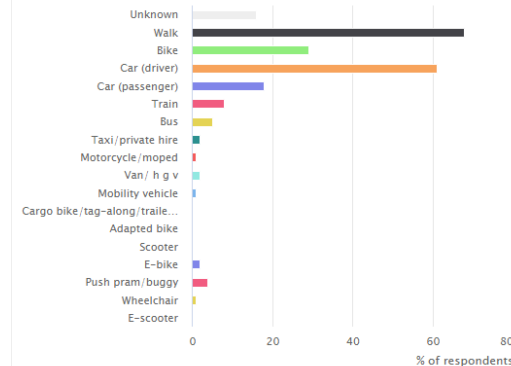
Getting to Faversham

Nearly ¼ of respondents live in Faversham, with 3 in 4 four saying that they walked or drove into the town. Nearly 1 in 3 also said that they used a bike.

What is your connection to Faversham? Choose all that apply



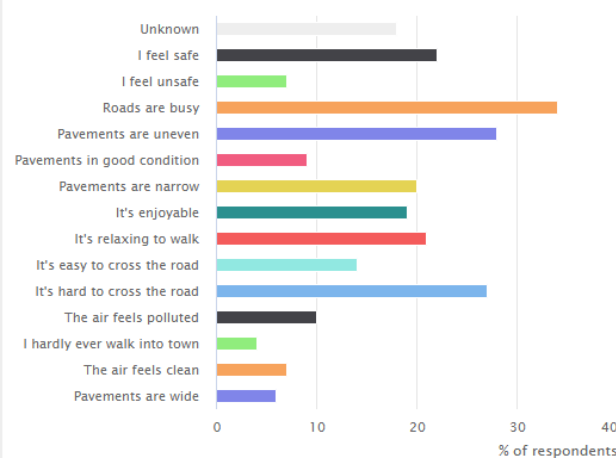
How do you usually travel in Faversham? Choose all that apply



Experience of walking and cycling in Faversham

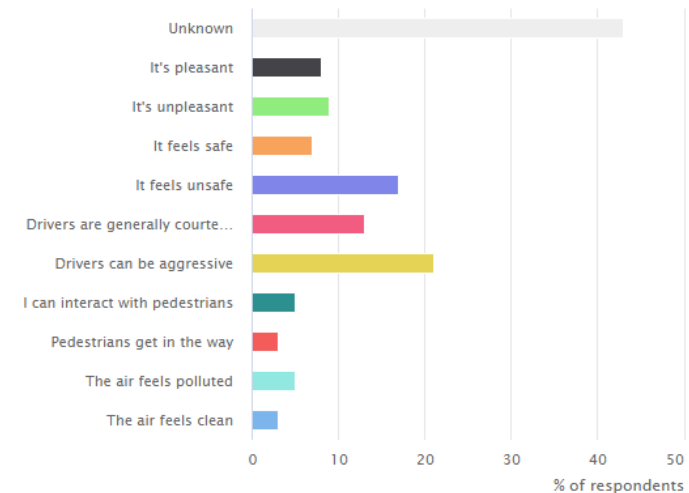
There is a mixed walking experience in Faversham. Many commented on how busy the roads are, that they are difficult to cross and that pavements are uneven. In general though, pedestrians feel safe.

What is your experience of everyday walking journeys within Faversham?



Cycling in Faversham is a less positive experience, with slightly more respondents saying that it's unsafe rather than safe and finding drivers aggressive.

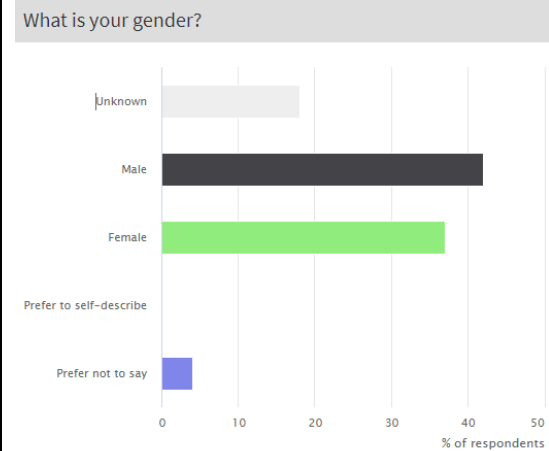
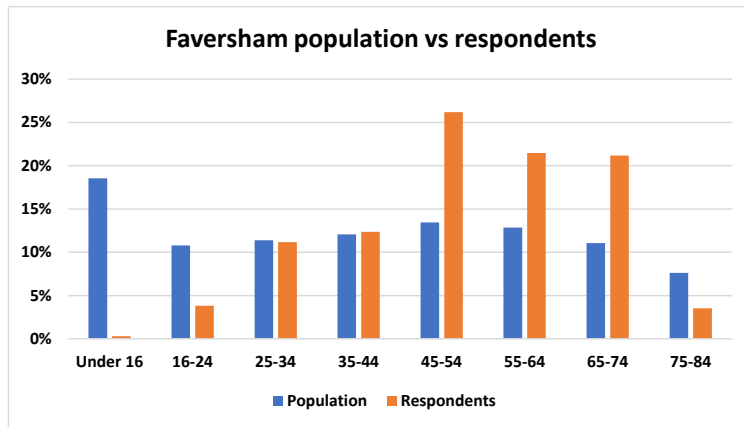
What is your experience of cycling in Faversham?



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Demographics

Slightly more males than females responded; those aged 45 – 74 were overrepresented, with fewer under 25s and over 75s than the general Faversham population

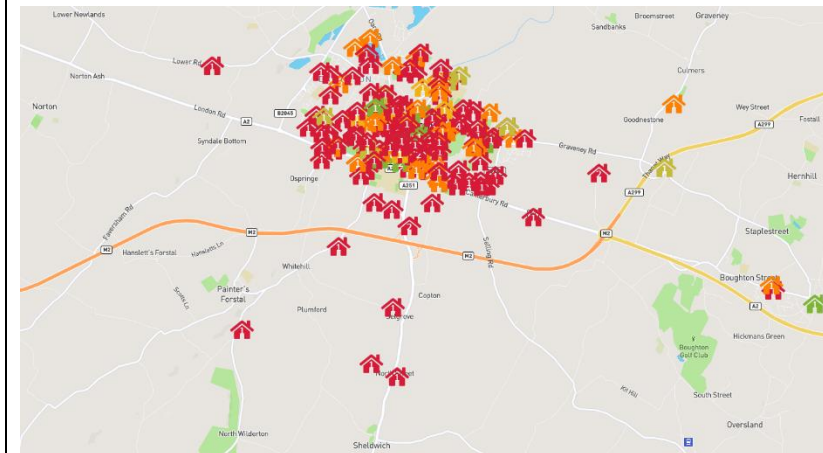


Postcode analysis

Two in three respondents came from postcodes within or near the 20mph scheme – postcodes ME13 7 and ME13 8.

			Specific location		Grand Total
	Anti	Pro	location	Neither	
Faversham (7,8)	29	17	254	4	304
Other ME13	5	4	19		28
Other	2		4		6
No postcode	28	9	72	3	112
Grand Total	64	30	349	7	450

Location of responses by postcode

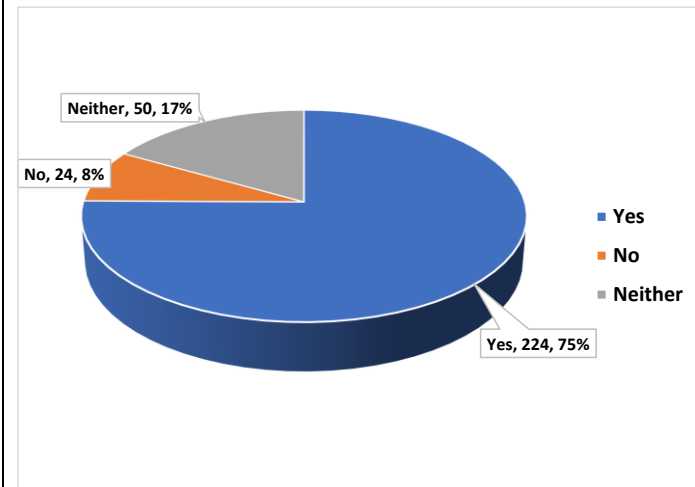


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Support for walking and cycling measures

There was very strong support for measures to improve the walking and cycling experience in Faversham, with 3 in 4 respondents agreeing. Fewer than 1 in 10 said that they didn't support the measures

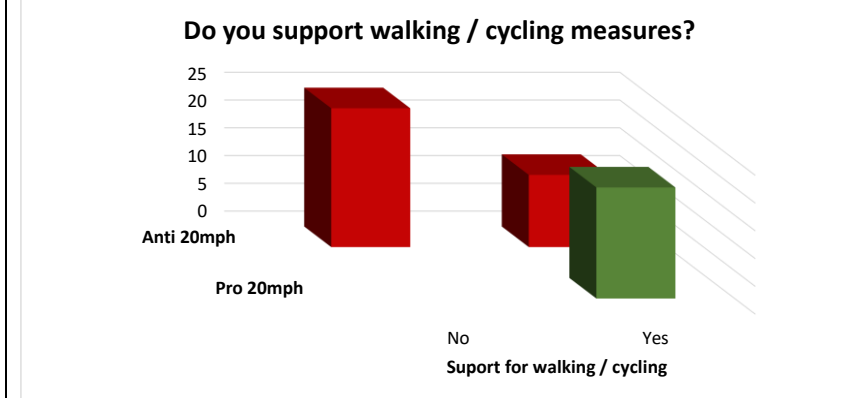
Chart of levels of support for walking and cycling



Correlation with 20mph views

Of those that that expressed a view about walking and cycling measures (305 out of 450 responses), opposition correlated with opposition to the 20mph scheme in general.

	Specific location	Anti 20mph	Pro 20mph	Total
No	19	25		44
Yes	228	13	20	261
Total	247	38	20	305

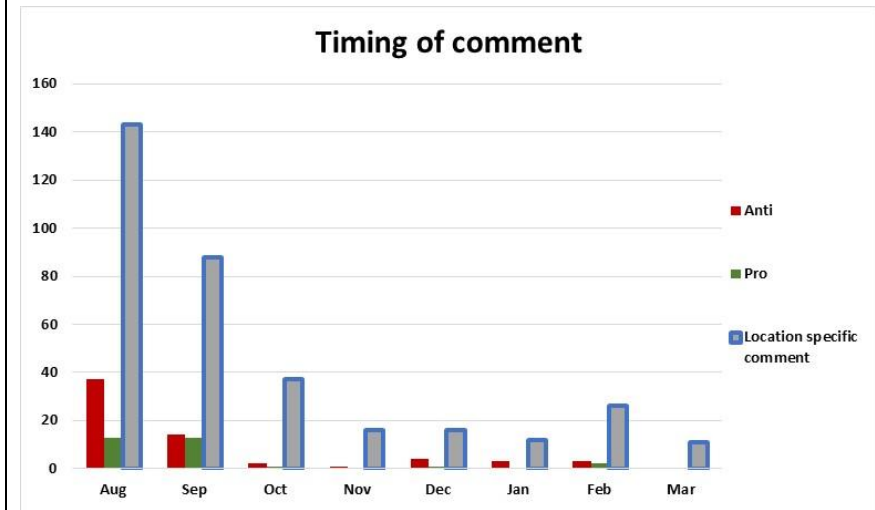


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Timing of comments

Most comments (348 out of 443) were received during the first three months of the engagement exercise, including many comments before the scheme was operational. Most comments received after the first few weeks were specific concerns about particular issues and suggestions for improvement.

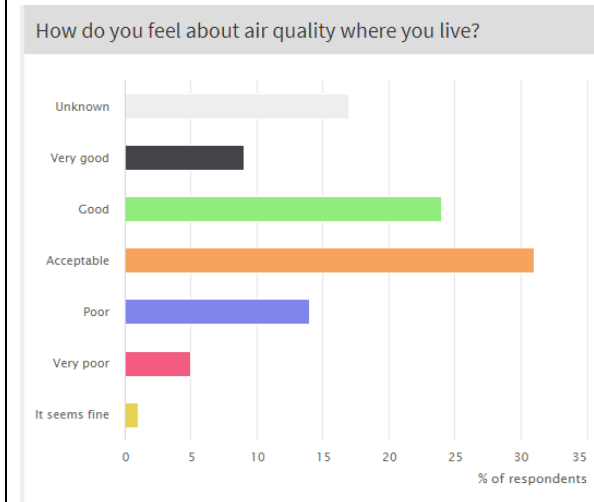
Comment development over time



Air quality

Relatively little overall concern was expressed about overall air quality in Faversham, with 25% (90 out of 359) saying it is poor or very poor. For those living in ME13 8 postcodes, dissatisfaction rises slightly to 31%, probably reflecting other evidence about air quality, particularly on the A2, which is not part of the scheme.

Views about local air quality

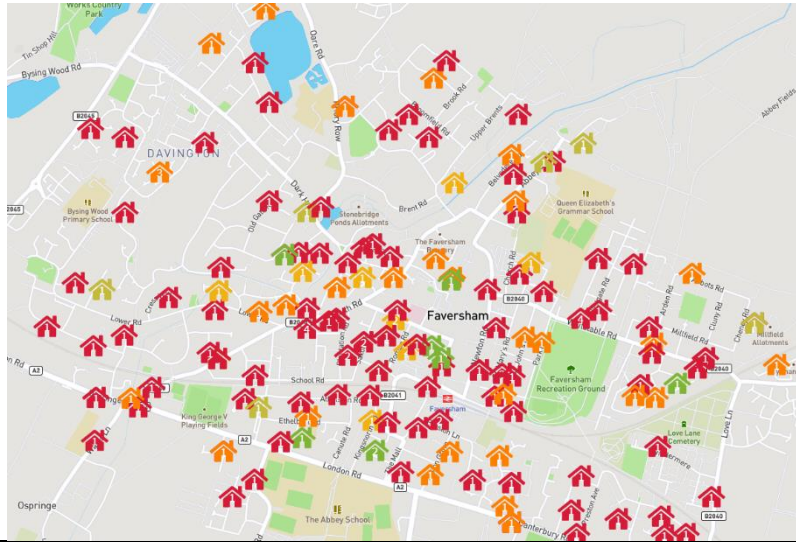


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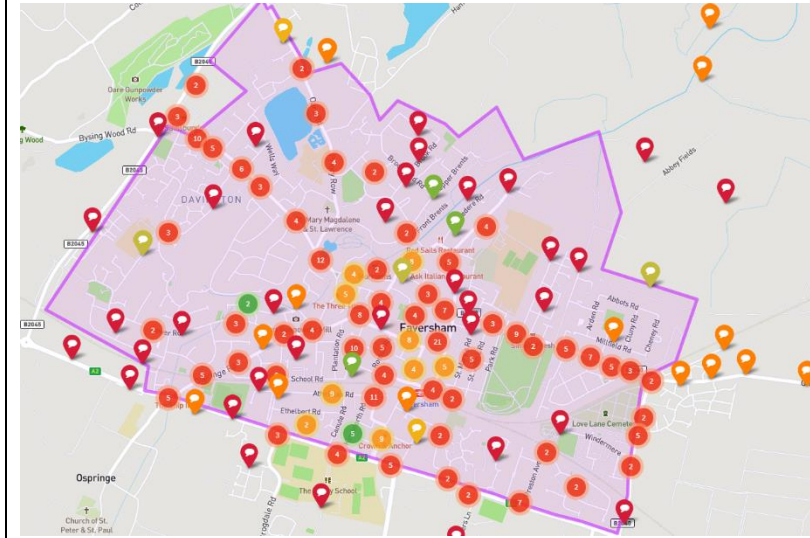
Location comments

Although there was some concentration of comments about particular streets, others were widely spread across town and came from multiple postcodes. No general correlation can be seen, although there are a few specific correlations for particular streets that are highlighted later.

Picture of postcode origin of comments



Picture of location of comments



Comment about what

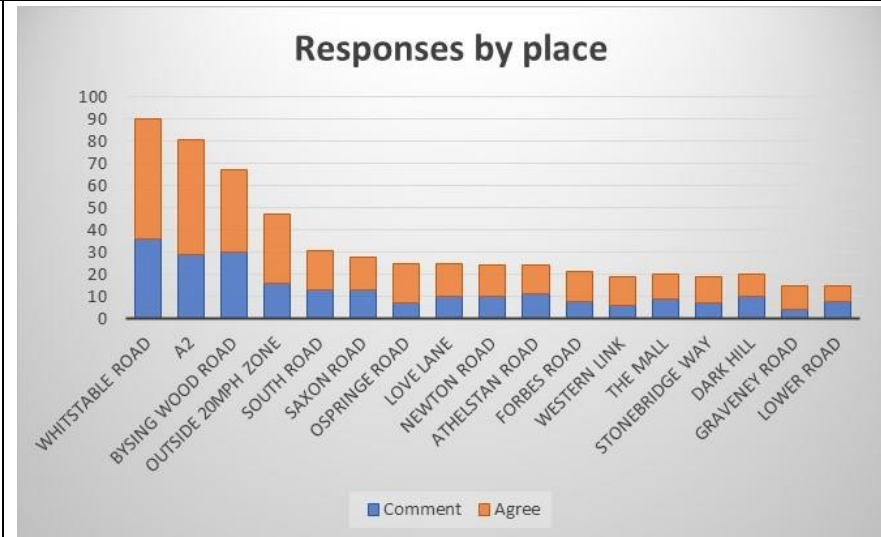
Perhaps unsurprisingly, most people (200 out of 450) chose "street" as the basis for the comment from the pre-populated list, although 59 picked road crossing, 35 selected junctions, with 33 people identifying cycle lanes and street parking as issues. Footpaths (27) and pavements (26) totalled 53 comments. 95 added their own comments, 40 of which referred to "the whole 20mph scheme", either positively or negatively

#	What are you commenting on?
200	Street
59	Road crossing
35	Junction
33	Cycle lane
33	Street parking
27	Footpath
26	Pavement
9	Area near school/nursery
9	Footbridge/underpass

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Where are the most issues?

70 different streets received comments, with Whitstable Road attracting the most concerns: 90 people either raised or agreed with an issue. This was followed by 81 commenting on the A2, despite it being outside the 20mph zone. Comments were divided fairly evenly across Canterbury and London roads and Ospringe Street. Bysing Wood Road attracted 67 comments / agreements, although these were often about the planters near Sainsbury's which were subsequently moved, with a number of comments about the cycle lane. Other streets within the 20mph scheme that attracted more than 20 comments included South, Saxon, Ospringe, Newton, Athelstan and Forbes roads, the Mall and Dark Hill. Other comments were spread among the other streets



Top concerns

Top of the list, unsurprisingly was 174 mentions of concerns about speeding vehicles with 124 people stating that it "feels unsafe". Of those, 24 people had answered the more general question that that Faversham felt 'safe' for walking. Although pedestrians feel generally safe, they are still able to identify specific places with safety concerns.

67 people also said that Faversham streets are not pedestrian friendly and 96 mentioned said that a street was difficult to cross and/or lacked a crossing point.

Regarding cycling, whereas 77 people said that cycling in Faversham was 'unsafe', only 25 of those identified a specific place. This implies that whereas cycling is generally seen as an unsafe activity, people can't easily identify specific places of concern. On the other hand, similar to pedestrians and walking, 40 people identified places that were not cycling friendly but did NOT say that cycling was generally unsafe.

These indicate the importance of considering perceptions of danger as well as actual danger.

A few people identified concerns about congestion (43), difficulties for people with pushchairs or using mobility aids (36) and narrow pavements (37).

174	Speeding vehicles
124	Feels unsafe
67	Not pedestrian friendly
66	Street difficult to cross
62	Not cycle friendly
52	No crossing point
43	Congested
36	Difficult for buggies/mobility aids/etc.
33	Narrow pavements
27	Polluted

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Concerns by location

Having identified what respondents were concerned about and where they had issues, we cross referenced the data to show specific concerns in particular places.

In the following analysis, comments about Ospringe Road are included under South Road and The Mall under Forbes Road

Feeling of being 'unsafe' focussed on Whitstable Road (18 comments), the A2 (15) and Bysing Wood Road (12), with some concerns expressed about South Road (7) and Saxon Road (6). Bysing Wood Road comments were often about the planters, which were subsequently moved.

Speeding vehicles were also identified as concerns on Whitstable Road (22 mentions) and the A2 (18) but also on Saxon Road (13) South Road (14) and Newton Road (9). Love Lane, Athelstan Road, Forbes Road and Lower Road also feature (6 - 7 comments).

The A2 (12 mentions) stands out as being not friendly for pedestrians, with South Road (7) also featuring.

Places that were not cycle friendly tended to be outside the 20mph scheme – Western Link (8) and the A2 (5) were mentioned. Within the zone, Whitstable Road had most mentions (5).

Streets that lacked crossing points or were seen as difficult to cross include Whitstable Road (10), the A2 (12) South Road (8) Love Lane and Forbes Road (both 9).

Congestion and pollution were seen as particular issues on the A2 (7,7) and Whitstable Road (11,4).

Table showing types of concerns in specific locations

Streetname	Generic			Walking				Drivers	Place	
	Feels unsafe	Not pedestrian friendly	Not cycle friendly	Narrow pavements	Street difficult to cross	No crossing point	Difficult for buggies/mobility aids/etc.	Speeding vehicles	Congested	Polluted
Whitstable Road	18	4	5	2	8	2	3	22	11	4
A2	15	12	5	5	7	5	9	18	7	7
Bysing Wood Road	12		3		1			4	2	
Outside 20mph zone	9	7	8	6	4	5	4	9	3	3
South Road	6	6	2	1	5	3	1	9	3	2
Saxon Road	6							13	1	
Ospringe Road	1	1	2	1	1	3	1	5		
Love Lane	4	2	1		4	5	1	7		
Newton Road	2	3	1		2	3		9		
Athelstan Road	2	1	2		3	1	1	7		
Forbes Road	5	3	3	1	4			6		1
Western Link	4	4	6	1	1	2	2	4		3
The Mall	1	1		1	3	2	1	1	2	1
Stonebridge Way	2	1	1			1				
Dark Hill	1	1		1	3	5	1	3		
Graveney Road	1	2	1	1	2	1		4		
Lower Road	3	1	1		2	1	1	6		

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<p>Other concerns</p>	<p>Other concerns includes comments about motor vehicles idling (22), or driving (20) or parking (19) on pavements. Concern was also expressed about cyclists using pavements (20)</p>	<p>22 Vehicle engines idling</p> <hr/> <p>20 Cyclists using pavements</p> <hr/> <p>20 Vehicles mounting pavement</p> <hr/> <p>19 Vehicles parked on pavements</p> <hr/> <p>19 Feels safe</p> <hr/> <p>16 Looks ugly</p> <hr/> <p>16 Pedestrian friendly</p>
<p>Suggestions for improvement</p>	<p>Mirroring concern about speeding vehicles, the top suggestion by far was to implement measures to slow traffic (152 mentions). Respondents were particularly focussed on wanting better facilities for pedestrians: more crossings (63), wider pavements (38), better visibility (33), narrower street junctions (21). 46 respondents mentioned the desire to have fewer motor vehicles.</p> <p>Improving the look and feel of Faversham also registered, with 24 respondents asking for more streets, with a similar number suggesting planters and 18 wanting more / better green space.</p>	<p>152 Slower traffic</p> <hr/> <p>63 Add pedestrian crossing</p> <hr/> <p>48 More cycle lanes</p> <hr/> <p>46 Fewer motor vehicles</p> <hr/> <p>38 Widen pavement</p> <hr/> <p>33 Improve visibility for pedestrians</p> <hr/> <p>24 Plant trees</p> <hr/> <p>24 Install planter</p> <hr/> <p>21 Narrower street or junction</p> <hr/> <p>18 Add/improve green space</p>

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Suggestion by location

The suggestions largely mirrored the concerns expressed earlier

Most calls for slower vehicles were on Whitstable Road (20), the A2 (19) and Saxon Road (13) in particular, but also on Newton Road (8), South Road/Ospringe (11), Love Lane and Athelstan Road (both 7).

More pedestrian crossings were requested on Whitstable Road (9) and the A2 (7), Dark Hill (6) and Forbes Road/The Mall (6) and South Road (5).

Reducing the number of vehicles was seen as a need on Whitstable Road (7) and Saxon Road (6)

Streetname	Walking				Motor vehicles		Place		Cycling
	Add pedestrian crossing	Narrower street or junction	Widen pavement	Improve visibility for pedestrians	Slower traffic	Fewer motor vehicles	Install planter	Plant trees	More cycle lanes
Whitstable Road	9	1	1	2	20	7	1		2
A2	7	1	2	5	19	4			1
Bysing Wood Road					4	1		1	2
Outside 20mph zone	5		6	5	6	3			8
South Road	5	3	1		7	1	2	2	2
Saxon Road					13	6	9		
Ospringe Road		1		1	4			1	1
Love Lane	2	1	1		7				2
Newton Road	3	2			8		1		1
Athelstan Road	1	2	2	2	7	1	1	3	1
Forbes Road	1	1	2	3	4		1	1	1
Western Link	1		1		5	1			4
The Mall	5		2	2	2	1	1	1	1
Stonebridge Way	2	1							
Dark Hill	6	1	3		1	1			
Graveney Road			1		4				1
Lower Road		1		1	6		1		

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Other suggestions		<table border="1"> <tr><td>18</td><td>Add/improve green space</td></tr> <tr><td>16</td><td>Trim overhanging bushes</td></tr> <tr><td>14</td><td>Cycle parking</td></tr> <tr><td>12</td><td>More facilities for disabled</td></tr> <tr><td>11</td><td>Beautify</td></tr> <tr><td>10</td><td>Better walking signs</td></tr> <tr><td>8</td><td>Add benches</td></tr> <tr><td>3</td><td>Add bus shelter</td></tr> </table>	18	Add/improve green space	16	Trim overhanging bushes	14	Cycle parking	12	More facilities for disabled	11	Beautify	10	Better walking signs	8	Add benches	3	Add bus shelter																													
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Additional comments	<p>In addition to selecting from the pre-populated lists of concerns and suggestions, respondents were able to add their own comments. Better cycle facilities – bike parking, cycle lanes etc – were mentioned most frequently (139 comments), followed by concern about (lack of) enforcement of 20mph (100). Crossings were mentioned 64 times. Other comments were about parking, speeding and Planters (c 40 mentioned)</p>	<table border="1"> <thead> <tr> <th></th> <th>Comment count</th> <th>Split</th> </tr> </thead> <tbody> <tr><td>Cycle facilities</td><td>139</td><td>24.0%</td></tr> <tr><td>Enforcement</td><td>100</td><td>17.3%</td></tr> <tr><td>Crossing</td><td>64</td><td>11.1%</td></tr> <tr><td>Parking</td><td>44</td><td>7.6%</td></tr> <tr><td>Speeding</td><td>43</td><td>7.4%</td></tr> <tr><td>Planters</td><td>42</td><td>7.3%</td></tr> <tr><td>Walking facilities</td><td>35</td><td>6.1%</td></tr> <tr><td>Cyclists</td><td>28</td><td>4.8%</td></tr> <tr><td>Rat-running</td><td>26</td><td>4.5%</td></tr> <tr><td>Environment</td><td>20</td><td>3.5%</td></tr> <tr><td>Signs</td><td>17</td><td>2.9%</td></tr> <tr><td>HGV</td><td>15</td><td>2.6%</td></tr> <tr><td>Active Travel</td><td>5</td><td>0.9%</td></tr> <tr><td>Grand Total</td><td>578</td><td>100.0%</td></tr> </tbody> </table>		Comment count	Split	Cycle facilities	139	24.0%	Enforcement	100	17.3%	Crossing	64	11.1%	Parking	44	7.6%	Speeding	43	7.4%	Planters	42	7.3%	Walking facilities	35	6.1%	Cyclists	28	4.8%	Rat-running	26	4.5%	Environment	20	3.5%	Signs	17	2.9%	HGV	15	2.6%	Active Travel	5	0.9%	Grand Total	578	100.0%
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Additional comment details

The geographic split of additional comments was similar to the pre-populated comment list, with Whitstable Road (71 mentions) and the A2 (57) mentioned most often, followed by South Road/Ospringe Road (25) Saxon (24), Newton (19), Forbes and Bysing Wood roads (both 15).

	Cycle facilities	Cyclists	Crossing	Walking facilities	Speeding	Enforcement	Parking	Rat- running	Environ ment	Grand Total
Town wide	23	13	6	10	1	10	5		3	71
Whitstable Road	12	2	7	1	4	21	5	1	4	57
A2	8		8	2	9	7	3		3	40
Saxon Road	2				4	5		13		24
Newton Road	5		3	2	2	3	2	1	1	19
Forbes Road	5		5		1	3	1			15
Bysing Wood Road	6				1	6		1	1	15
Preston Avenue	1		1	2		1	9			14
South Road	4		2			5	2			13
Athelstan Road	3		2	1	1	2		4		13
Dark Hill	2	2	4			4	1			13
Not specified	4	2			2	5				13
Ospringe Road	3		2		2	4			1	12
Lower Road			1	1	2	5	1		1	11
Outside 20mph zone	3	2		2	2		1			10

20mph extension

Respondents were asked where they would like to see 20mph extended. As well 20mph in all new developments (66 mentions), the A2 featured highly: Ospringe Street (57), Canterbury Road (39) and London Road (34) and also Love Lane (51). Other streets mentioned include Water Lane (39), Brogdale Road (35), Oare Road (27) and Salters Lane (23). Western Link was mentioned 25 times.

66	New developments
57	A2 Ospringe St
51	Love Lane
39	A2 Canterbury Road
39	Water Lane
35	Brogdale Road
34	A2 London Road
27	Oare Road
25	Western Link
23	Salters Lane

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Word search

Further detail was obtained through a search of words that came up most frequently. The size of the words in the diagram represents the frequency that the word was mentioned. E.g. “road” was mentioned most often, followed by “mph”, “speed” & “town”.

The words mentioned were then categorised into those related to walking (587 mentions), speeds (545), cycling (422), Motor vehicles (379), Road danger (311), Health & Environment (180)



Motor vehicle	379	Pedestrian & walking	587
cars	248	walk	154
parking	80	crossing	152
HGV	34	pedestrian	133
vans	17	footpath	87
Road danger	311	pavement	61
danger	112	Speeds & enforcement	545
driver	75	speeding	249
safety	58	20mph / 30mph	208
child	54	enforcement	57
visibility	12	police	31
Health & Environment	180	Cycling & cyclists	422
pollution	53	cycling	304
health	51	cyclist	118
environment	35	Active & sustainable travel	85
noise	34	bus	71
motorbike	7	active	14

Conclusions

Concerns about streets in Faversham and suggestions for improvements are widespread in terms of geography and types of interventions.

Comments were spread across the town. Streets which featured more frequently than others include: Whitstable Road, the A2, Bysing Wood Road, South Road/Ospringe Road, Saxon Road, Newton Road, Love Lane, Athelstan Road, Forbes Road/The Mall.

Although engagement with Commonplace was high – reaching around 14% of residents – some residents are more motivated to engage and care must be taken to avoid responding just to those with the loudest voices. There may be other places where changes are also needed.

Proposed interventions broadly fall into:

- Slower traffic to make it safer and easier for vulnerable road users to walk or cycle;
- more and better crossing points
- general improvements to the street scene

Some measures fulfil multiple purposes: narrowing a street with planters can improve the street scene, reduce traffic speeds and make it easier to cross.

Any proposed changes to street scenes or road layouts should be assessed against a set of criteria which include the relative cost benefit, the degree to which they have local community support, whether they are deliverable technically and can be funded.

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Next steps

The 20mph scheme is a necessary first step in the ambitions of the Town Council to make Faversham an excellent place for walking and cycling, both for leisure and for everyday purposes. Providing that the 20mph scheme is made permanent, three workstreams are in progress:

- 1) Additional measures to improve compliance with the 20mph speed limit.
- 2) A Local Cycling and Walking Infrastructure Plan, which builds on the 20mph scheme and the related measures. The LCWIP is currently being developed and contains two broad themes:
 - a) Measures to enable journeys within the existing built environment to be made by active travel.
 - b) Consideration of journeys from, to or within the new developments.
- 3) Design and implement a series of routes to link Faversham to the neighbouring villages: The “Town to Parishes” project.

The above workstreams will be integrated with the Swale Local Plan and the Faversham Neighbourhood Plan to ensure that both contain necessary provisions for active travel. Each workstream will result in a series of interventions or measures to improve walking and cycling in and around Faversham. Delivering them will require the development of detailed and costed designs, identification of funding sources identified and a programme of works to be timetabled over a number of years. Implicit in the programme will be the need to consult widely with particular interest groups and the general public in order to validate the proposals and to prioritise the different measures.

Postcode analysis

PROBABLY DELETE – NOT VERY HELPFUL...

As indicated above, comments on some streets came from particular postcode locations. Examples include:

Whitstable Rd (14 out of 26 comments from ME13 8B)

South and Ospringe roads (13 out of 17 from ME13 7L)

Saxon Rd (all 12 comments from ME13 8P or 8Q)

Athelstan Rd (6 out of 10 comments from ME13 8Q)

Newton Rd (7 out of 10 from ME13 8D)

	Whitstable Road	Saxon Road	Athelstan Road	Newton Road	South Road	Ospringe Road
ME13 7L					7	6
ME13 8Q		6	6		1	
ME13 8B	14					
ME13 8T				1		
ME13 7S	1					
ME13 8D	2				7	
ME13 8P		6				