Faversham Town Council

Local Cycling and Walking Infrastructure Plan

October 2022

Project Code: 05415

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A	12 October 2021	Ben Coleman, Justin Yim + John McQueen	Ben Coleman	John McQueen
B	14 December 2021	Ben Coleman, Justin Yim + John McQueen	Ben Coleman	John McQueen
C	20th January 2022	Ben Coleman, Justin Yim + John McQueen	Ben Coleman	John McQueen

Once approved by Faversham Town Council, Swale Borough Council and Kent County Council, Version C will be used as the definitive version of the LCWIP unless and until superseded by further versions. Updates to this Version C are expected from time to time, based on future feedback or additional information, including changes to funding availability or other circumstances. Any major changes to the document will be submitted for approval to the above authorities.

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1 Introduction

1.1 Introduction

This report summarises the findings from Faversham's Local Cycling and Walking Infrastructure Plan (LCWIP) study. LCWIPs identify and prioritise investment in new infrastructure to support greater number of people making journeys on foot or on cycle. LCWIPs should identify infrastructure interventions over a short, medium, and long-term horizon that meet the transport and movement objectives of Faversham.

The development of the LCWIP was led by Faversham Town Council with the support of Swale Borough Council and Kent County Council as well as local stakeholders. These organisations were all represented on the LCWIP Working Group which co-ordinated the development of the LCWIP. The LCWIP was also developed in co-ordination with the Faversham Neighbourhood Plan and 20mph Design Intervention projects which were being developed at the time of the LCWIP.

The report summarises the LCWIP study based upon the six key stages from the LCWIP methodology:

1 Determining Scope
2 Data Collection
3 Network Planning for Cycling
4 Network Planning for Walking
5 Prioritisation
6 Integration

2 Study Context

This chapter summarises the context for this study with particular focus on the policy framework and major developments proposed in the Borough.

2.1 National Policy Context

2.1.1 Gear Change and LTN 1/20

The national policy context for active travel changed significantly in 2020 with the DfT's publication of 'Gear Change' and the revised Local Transport Note 1/20 'Cycle Infrastructure Design'. These two polices outline significant changes for the future of transport planning and design in the UK and the prioritisation of measures that encourage increased levels of walking and cycling.

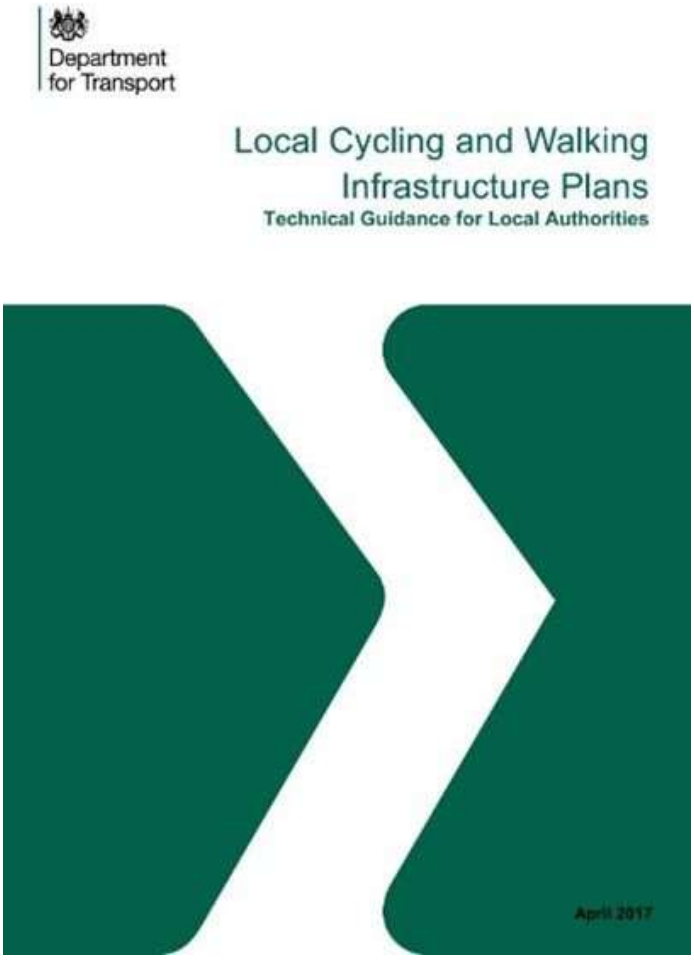
> 'We want – and need – to see a step change in cycling and walking in the coming years. The challenge is huge, but the ambition is clear. We have a unique opportunity to transform the role cycling and walking can play in our transport system, and get England moving differently'

(Gear Change, 2020)

These new documents both fully endorse the Local Cycling and Walking Infrastructure Plan (LCWIP) and Low Traffic Neighbourhood (LTN) approaches as means to help improve conditions for walking and cycling.

2.1.2 Local Cycling and Walking Infrastructure Plans (LCWIP)

An LCWIP is a Local Cycling and Walking Infrastructure Plan that identifies priority investment in new infrastructure to support greater number of people making journeys on foot or on cycle. The LCWIP should identify infrastructure interventions over a short, medium, and long-term horizon that meet the transport objectives of Faversham.



The process for undertaking an LCWIP is set out in the Department for Transport's (DfT) process guidance, issued in 2017 as part of the Cycling & Walking Investment Strategy (CWIS). A fundamental aim of an LCWIP should be to help meet the government's aspiration of doubling the number of journeys undertaken by walking or cycling, and as such planning infrastructure around existing or forecast travel patterns is a core principle of an LCWIP. A key consideration in the development of an LCWIP is understanding existing conditions for active travel, and how these facilities can be incorporated into the LCWIP networks. The key outputs of an LCWIP are as follows:

- A network plan for walking and cycling which identifies preferred routes and core zones for further development (Appendix A combines all GIS mapping completed for the LCWIP)

- A prioritised programme of infrastructure improvements for future investment
- A report which sets out the underlying analysis completed to support the LCWIP's development and recommended LCWIP network

LCWIPs are produced with a ten year timeframe for delivery, however the DfT's intention is that the documents are flexible and therefore should be considered as 'live' documents. This provides local authorities with the flexibility to update their network plans to reflect local changes, including new development sites, funding opportunities and additional routes. On this basis, whilst the plan has recommended initial sites in the town, future work streams should consider expanding and evolving these initial proposals to ensure that a consistent high quality of walking and cycling infrastructure is provided across Faversham.

The Department for Transport are currently reviewing the LCWIP guidance and are intending to 'refresh' the guidance in 2021/22. The changes are not intended to be significant and instead will be focussed on refreshing specific elements of the methodology to provide more information and to expand on some technical aspects.

2.1.3 National Planning Policy Framework (NPPF)

The NPPF has been revised to implement policy changes in response to the Building Better Building Beautiful Commission "Living with Beauty" report and incorporate the increased focus on design. The NPPF sets out the Government's planning policies for England and how these should be applied. It must be considered in preparing local development plans, and is a material consideration in planning decisions. At the heart of the framework, is a 'presumption in favour of sustainable development'.

Within Chapter 9 'Promoting sustainable Transport', Paragraph 110 is of particular relevance requiring the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code. Paragraph 106 makes specific reference to LCWIPs as a means for providing attractive and well-designed walking and cycling networks.

Chapter 8 'Promoting healthy and safe communities' also recommends promoting social interaction with *'street layouts that allow for easy pedestrian and cycle connections within and between neighbourhoods, and active street frontages'.*

2.1.4 National Model Design Code (2021)

Building on the 2019 National Design Guide, the National Model Design Code is intended to inform local design guides and codes or, in the absence of local guidance, act in their stead. It places local communities at the heart of plans to make sure that new developments reflect the history and unique character of their areas and are beautiful and well-designed. The code places great weight

on Manual for Streets and Manual for Streets 2, which continue to represent good practice on street design. Paragraph 58 outlines that 'a connected network of streets, good public transport and the promotion of walking and cycling as key principles'.

2.2 Local Policy Context

2.2.1 Draft Transport Strategy 2022-2037 - Swale Borough Council (2021)

The Borough's new Transport Strategy is intended to respond to the pressures created by the proposed 13,000 new homes and 10,900 new jobs being created in the Borough by 2037, as well as responding to Swale's own climate and ecological emergency declaration in 2019. The Transport Strategy will ensure that 'sustainable and active travel become real choices for people in the borough so that the borough can become a less car dependent place'. The transport strategy will support the delivery of Swale's Local Plan.

The strategy consists of six overarching objectives which support its delivery:

- To promote active and sustainable travel enabling residents to take up these modes
- To reduce and mitigate the impact of poor air quality related to transport whilst striving for net zero
- To improve the journey time reliability and resilience across the transport network
- To support the economic growth and development projected in the local plan review
- To consider the needs of all users across the transport network
- To substantially reduce all road casualties and progress towards zero killed and seriously injured (KSI) casualties

The LCWIP will support and complement the delivery of the Transport Strategy, and there are specific references throughout the document to improving conditions for walking and cycling.

2.2.2 Draft Faversham Neighbourhood Plan (2021)

Neighbourhood plans enable communities to plan positively for growth and change within their community, and the Faversham Neighbourhood Plan provides an opportunity to translate elements of this document into planning policy. The LCWIP provides a robust evidence base to support the emerging policies of the neighbourhood plan. Together these documents will inform the growth strategy and future decisions in the neighbourhood area (https://favershamtowncouncil.gov.uk/neighbourhood-plan/)

The LCWIP and Neighbourhood Plan working groups have been in contact throughout the projects to ensure that the contents and outputs are co-ordinated and complementary. The LCWIP working group provided specific advice on the content of 'Movement and Sustainable Transport' sections within the Neighbourhood Plan.

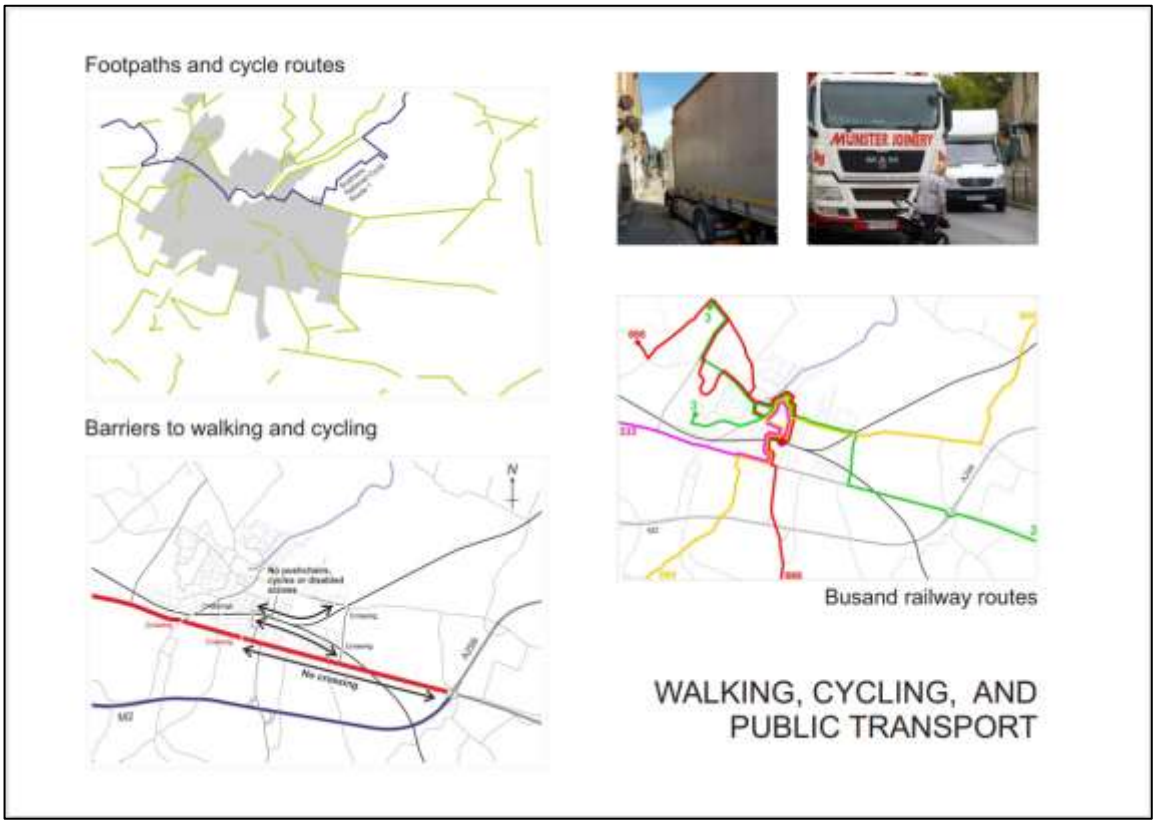


Figure 2-1: Neighbourhood Plan overview of key movement challenges in Faversham

2.2.3 Faversham Town-Wide 20mph Speed Limit (2020)

PJA were initially appointed by the Town Council in 2018 to provide technical advice on implementing a town-wide 20mph speed limit in Faversham. A town-wide limit was identified as the preferred approach as it would require less signage, would provide a consistent layout and therefore was more likely to increase compliance with the new speed limit.

Figure 2-2: 20mph gateway feature

The report reviewed data on existing road collisions, local people's perceptions of road danger and the existing patterns of trip-making across the town. The results from the review suggested that there was significant potential for an increase in walking and cycling and a commensurate reduction in short car trips; and that a town-wide 20mph limit would help to achieve this. Such a shift in travel mode throughout the town would improve road safety, air quality and public health. The report recommended a staggered delivery approach to the implementation of 20mph in Faversham, based on three criteria:

- Streets considered acceptable for 20mph by KCC
- Streets considered acceptable based on further analysis by PJA
- 'Edge' streets where existing traffic speeds or conditions may not be appropriate for 20mph implementation in their current state (e.g. Love Lane)

Based on the above classifications, 83% of streets in Faversham were considered suitable for a sign-only 20mph limit (or had an existing 20mph limit).

The 20mph town-wide limit was introduced in 2020 as part of the town's Emergency Active Travel Fund (EATF) response measures and was supported by complementary 'gateway' features which were installed at key locations around the town to raise awareness of the scheme. (https://www.kent.gov.uk/roads-and-travel/road-projects/in-progress-road-projects/emergency-active-travel-fund-schemes/faversham-20mph-limit)

2.2.4 Kent County Council Active Travel Strategy (2017)

This strategy, produced at a County level, aims to 'make active travel an attractive and realistic choice for short journeys in Kent'. This Active Travel Strategy supports the ambitions within the Department for Transport's Cycling and Walking Investment Strategy. It sits alongside several other plans and policies within KCC and both complements and strengthens the commitments already being worked towards. A few of the main related policies are outlined below. In addition to these, this strategy will help to support District Council Plans such as Cycling Strategies and Air Quality Management Plans. KCC has set the following targets to help us achieve the County's ambition:

- 2 in 3 primary children and 1 in 3 secondary children will travel actively to school.
- the proportion of people that work within 5km of their home and actively travel to work in Kent, to increase to 40%.
- the number of people cycling along key routes monitored by the Department of Transport in Kent to increase by 10%.

2.2.5 Sustrans' Audit

Sustrans was appointed by Swale Borough Council and Kent County Council in 2020 to complete a cycling and walking audit of Faversham.. The results from that document have been considered by PJA in the development of this document.

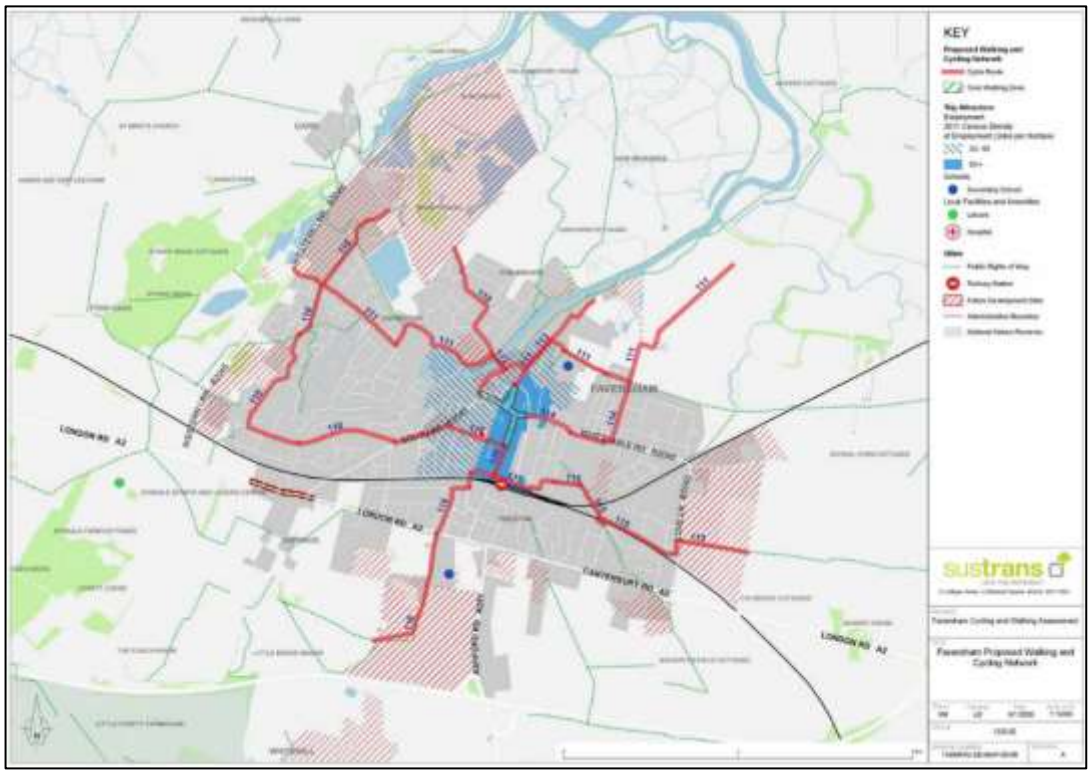


Figure 2-3: Sustrans' Audit Cycle Network

2.3 Faversham 20mph Scheme: Commonplace Feedback

In 2020, Faversham Town Council asked local residents how they would like to make Faversham's streets 'Healthier, Safer and Cleaner' using a Commonplace portal. During the engagement period, the Commonplace site was visited 3000 times and over 1000 contributions were made. The feedback provides a comprehensive body of information on travelling behaviours, feedback on the 20mph scheme, support for walking and cycling proposals, air quality, and key areas for improvement.

Based on the feedback gathered, the three key design themes identified for improvement were:

- Slower traffic to make it safer and easier for vulnerable road users to walk and/or cycle
- Improve provision of crossing points
- General improvements to streetscapes

The key areas identified for improvements included: Whitstable Road, London Road (A2), Bysing Wood Road South, South Road/Ospringe Road, Saxon Road, Newton Road, Love Lane, Athelstan Road and Forbes Road/The Mall.

2.4 Emergency Active Travel Fund (EATF) Response

Figure 2-4: Gate closure of East Street to vehicular traffic

In July 2020, Swale Borough Council introduced temporary road closures in Sittingbourne, Sheerness and Faversham town centres to enable social distancing during the pandemic. The closures were part of a nationwide response to the COVID-19 Pandemic and the Department for Transport's Reopening High Streets Safely Fund which provided funding to local authorities to install temporary measures to enable social distancing. Informal consultation took place with local residents and businesses in Faversham prior to implementation. The Faversham closure restricted vehicle access through to the town centre by closing access points at the junctions of Court Street/Crescent Road and East Street/Newtown Road. The road closures have now been removed

however Swale Borough Council are currently developing a proposal for a pedestrianisation scheme in the town centre which can go out for formal consultation.

Figure 2-5: Gate closure of Market Place to vehicular traffic

3 LCWIP Methodology

This chapter provides an overview of the LCWIP process and how it has been applied in Faversham. The DfT technical guidance for authorities developing an LCWIP sets out a methodical approach to the planning and delivery of cycling and walking infrastructure and the process is based on the six stages listed below.

LCWIPs should be evidence-led, and comprehensive. An LCWIP should identify a pipeline of investment, ideally over a ten year period, so that a complete walking and cycling network is delivered at an appropriate geography (see LCWIP Stages 1 and 2) and that walking and cycling improvements are delivered coherently, in particular within core walking zones (see Stage 4 – Planning for Walking). The goal of an LCWIP should be to increase the use of cycling and walking, which means looking at routes and areas where more people could choose these modes in preference to other means of travel. Therefore, an LCWIP should consider travel demand regardless of mode, rather than looking just at existing walking and cycling trips.

The geographic scope for the cycling element and walking elements need not be the same, but there can be efficiencies where cycling infrastructure also considers walking and vice-versa, and planning them together can avoid one mode compromising the other. Given the compact scale of Faversham, it is anticipated that there will be overlap between the networks.

LCWIP Stage	Name	Description
1	Determining Scope	Establish the geographical extent of the LCWIP, and arrangements for governing and preparing the plan.
2	Gathering Information	Identify existing patterns of walking and cycling and potential new journeys. Review existing conditions and identify barriers to cycling and walking. Review related transport and land use policies and programmes.
3	Network Planning for Cycling	Identify origin and destination points and cycle flows. Convert flows into a network of routes and determine the type of improvements required.
4	Network Planning for Walking	Identify key trip generators, core walking zones and routes, audit existing provision and determine the type of improvements required.
5	Prioritising Improvements	Prioritise improvements to develop a phased programme for future investment.
6	Integration and Application	Integrate outputs into local planning and transport policies, strategies and delivery plans.

Table 3-1: LCWIP Stages

4 LCWIP Stage 1: Determining Scope

The purpose of Stage 1 is to establish the Geographic Scope of the LCWIP which forms the subsequent basis of the LCWIP Data Analysis and Site Auditing. The DfT guidance recommends that LCWIPs are concentrated on more urban settlements, with a focus of typical trip lengths of up to 10km for cycling and 2km for walking.

Our approach to determining the scope includes a high-level review of the below datasets which we have found to be highly influential on the extents of LCWIPs:

- Walking + Cycling Catchment Areas: Walking and cycling isochrones help to provide a sense of scale and to better understand the extent to which trips could be walked and cycled. Comparing the isochrones also helps to understand the relationship between future walking and cycling routes in the LCWIP.
- Key Developments: New developments, particularly major housing and employment sites, have significant impacts upon trip generation and also trip distribution. Plotting future development sites therefore is essential for understanding the impacts of developments and how these relate to existing settlements.
- First Impressions: Providing a summary of our first impressions helps

4.1 Walking + Cycling Catchment Areas

The purpose of walking and cycling isochrones is to understand the potential for walking and cycling based on the area covered by 20 minute walking and cycling catchment areas. Faversham is a small and compact town with a current population of around 20,000. The town is generally low-lying with a historic core alongside the Creek, which flows into the Swale Estuary. Future developments around Faversham will affect the distribution of the local population which in turn will impact upon movement behaviours in the town. It is important therefore to also consider the relationship of the future developments to the town and how the LCWIP incorporates these developments.

The catchment area plans are based on straight-line ('as the crow flies') distributions to provide an indication of the distances that can be travelled. This point is particularly important in Faversham given the impact of severance features, including the railway line, Faversham Creek and the A2, which have a significant impact upon the overall permeability of Faversham for walking and cycling.

The walking plan suggests that a majority of Faversham is located within a 20 minute walk of the town centre. The potential development sites to the south-east and north of the town are slightly beyond the 20 minute area, and are likely to be longer than a 20 minute walk given the impact of severance in these areas caused by Faversham Creek and the Railway line. The impact of severance features is a key feature in Faversham's walking and cycling networks, particularly in relation to neighbourhoods/developments which are further from the town centre.

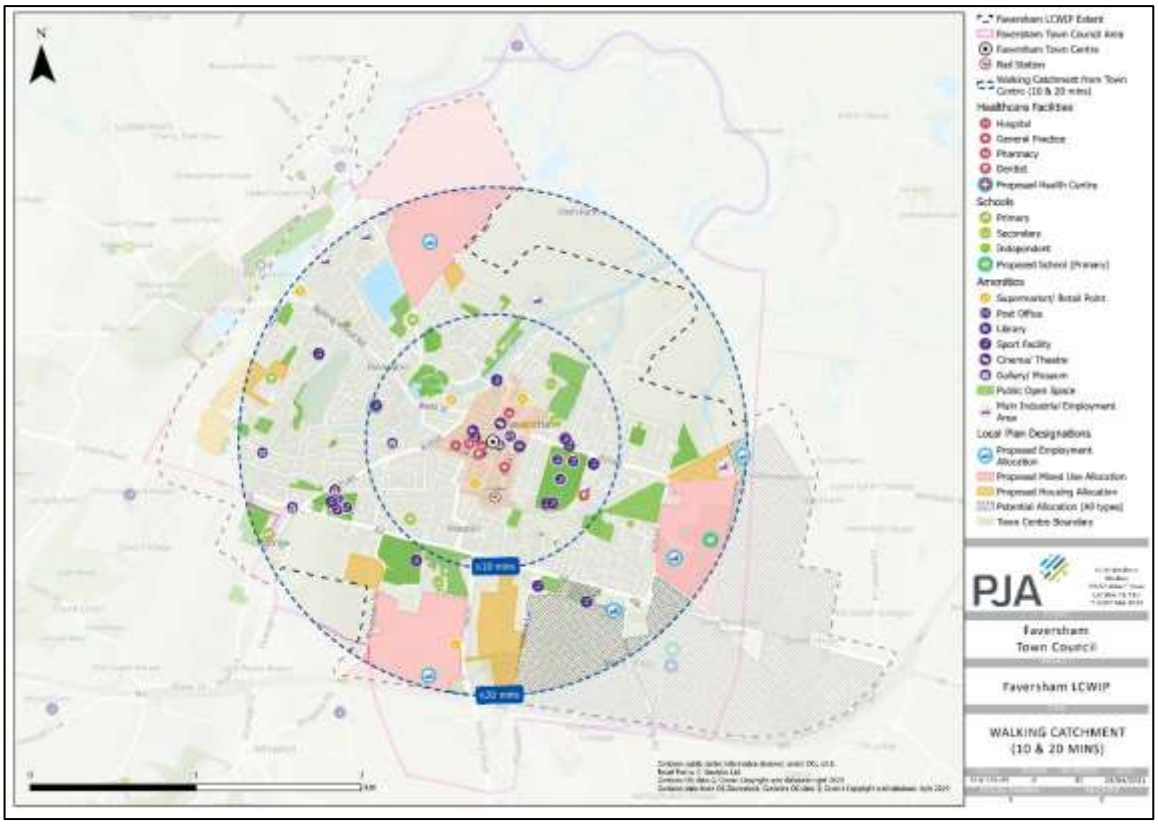


Figure 4-1: 20 minute walking catchment area from Faversham Town Centre

The cycling plan illustrates that all of the LCWIP study area falls within a 10 minute cycle from the town centre, and that the full width of the town can therefore be cycled in under 20 minutes. The wider 20 minute isochrone extends to include several local settlements, including: Teynham, Boughton-under-Blean, Graveney and Selling.

Faversham Town Council is in the early stages of planning a complementary 'Town to Parishes' project to develop routes between Faversham and surrounding settlements. The project will build on the LCWIP cycling network when complete and could be integrated with a wider cycle network that builds on the existing National Cycle Network (NCN) Route 1, to link Faversham with Sittingbourne, Whitstable and Canterbury. Seed funding for the project has been provided by Swale Borough Council, and Kent County Council has applied for additional funding from the Department for Transport (DfT) for Mini Holland development funding which could potentially include a wider network.

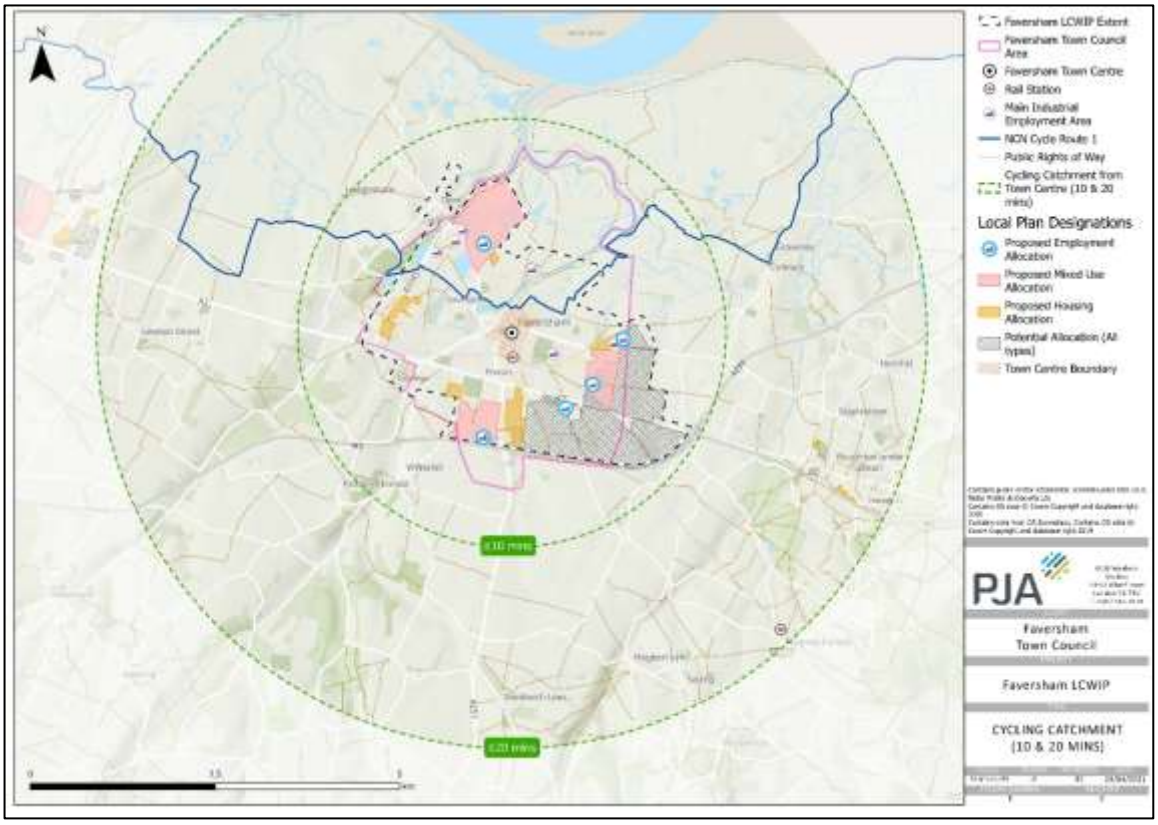


Figure 4-2: 20 minute cycling catchment area from Faversham town centre

4.2 Key Developments

SBC's preferred option for its developing Local Plan suggests a significant volume of development in Faversham. The plan below identifies all agreed and potential developments. Understanding the location of the developments and the likely desire lines will help to integrate the sites into the town's walking and cycling networks and the LCWIP.

The allocated and potential development sites are a mixture of mixed use, housing and employment allocations, the most significant housing developments are as follows:

- 2500 x Dwellings at south-east Faversham (SLA18/226)
- 600 x Dwellings at Lady Dane Farm (SLA18/091)
- 370 x Dwellings at Perry Court Farm
- 330 x Dwellings at Oare Gravel Works
- 260 x Dwellings at Lady Dane Farm
- 250 x Dwellings at Western Link (Mixed-Use)
- 240 x Dwellings at Graveney Road (SLA18/135)
- 217 x Dwellings at Preston Fields

The plan also includes indicative desire lines to/from the potential developments to help illustrate their potential movement relationship with the existing town. The future access routes to/from the town and new developments to the south and south-east of Faversham will be particularly important given the combined impact of the railway line and A2.

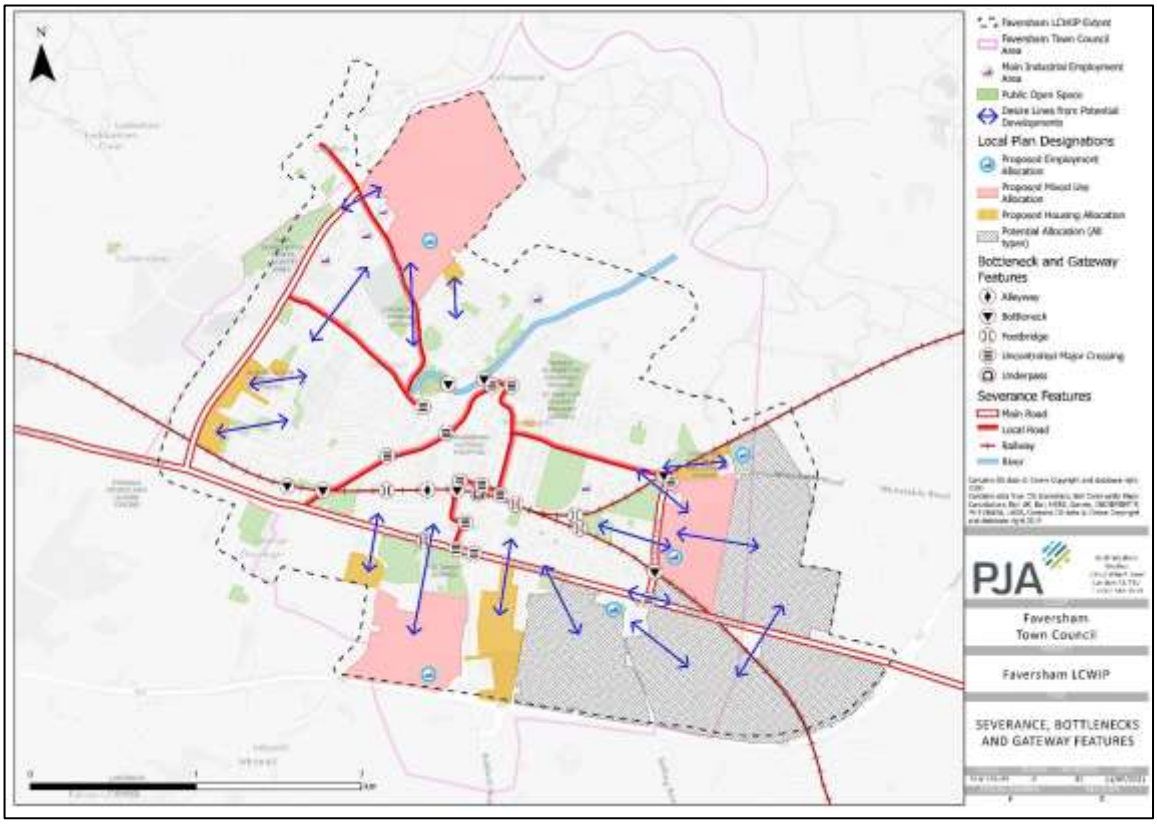


Figure 4-3: Future Development Sites and Movement Patterns

4.3 First Impressions

This section briefly summarises the project team's first impressions of Faversham from our inception site visit. The purpose of the site visit was to better understand the local context, and to review conditions for walking and cycling. We have summarised the findings into the following groups:

- **Walkability**: The compact nature of Faversham combined with its dense urban network create an environment which is inherently walkable. The town is concentrically designed with a majority of Faversham within a 20 minute walk from the centre. This is further complemented by a series of pedestrianised streets and alleys within the town which prioritise pedestrians over other modes. The trial removal of general traffic in the town centre and the forthcoming plans for permanent proposals could result in a transformational scheme which creates a significant pedestrianised area.

- **Historic Streetscapes**: Faversham benefits from a network of streets with high-quality public realm within its historic town centre. The Market Square, West Street, East Street, Napleton Road and Court Street are examples of particularly high-quality streetscapes which combine sensitive heritage materials with low-traffic conditions.

- **Cycling Network**: there is currently limited cycle infrastructure within the town except for the protected cycle facilities on Bysing Wood Road (which form part of the NCN1 route). Despite the limited infrastructure, we observed many cyclists moving through the town from all ages.

- **Severance + Connectivity**: the combined impact of Faversham Creek, railway lines and the A2 have a significant impact upon the permeability of Faversham and its walking and cycling networks. A majority of key routes into the town have to negotiate at least one of these severance features at some point. The south and south-eastern parts of Faversham are particularly affected by the combination of the railway line and A2 which both run east-west across the town, and this issue is likely to be exacerbated with these future development sites also impacted by the issues of severance and connectivity

- **Onward Connectivity**: there is a surrounding network of cycling routes and Public Rights of Way (PRoW) around Faversham which provide onward connections to local settlements and destinations. Several local settlements, including: Teynham, Boughton-under-Blean, Graveney and Selling are within a 20 minute cycle of Faversham.

5 LCWIP Stage 2: Data Collection

The focus of Data Collection (LCWIP Stage 2) is to understand the local context to inform the development of the LCWIP walking and cycling networks. DfT guidance recommends that a broad range of information should be gathered to inform the preparation of the LCWIP, including the below:

- Local Context
- Location of significant trip generators;
- Transport network;
- Travel patterns; and
- Existing barriers to cycling and walking.

5.1 Local Context

Given the compact nature of Faversham, the focus of the data collection was understanding the local context and travel patterns within the existing historic townscape of Faversham, and also to understand how future developments could impact upon the town and movement patterns. The isochrone plans illustrated that a majority of the existing town is within a 20 minute walk and the 20minute cycle isochrone covers a significant catchment area beyond Faversham.

5.1.1 Key Destinations

The below plan summarises the distribution of key destinations within the town, including schools, future development sites, leisure and retail facilities, cycle routes, Public Rights Of Way (PRoW), open spaces, and key employment sites. The plan highlights the main cluster of destinations in the town centre extending to the train station and Faversham Recreation Ground. This cluster includes the majority of the town's leisure and retail destinations, transport connections and medical facilities. The remaining key destinations in Faversham are spread across the town within residential areas.

The plan also illustrates the significance of the potential development sites and how these will alter the geography of Faversham. The possible future sites were a key consideration in the development of the LCWIP to ensure that future demand generated by these sites was incorporated into the walking and cycling networks. The proposed sites to the south and east of Faversham are expected to introduce at least 4,000 new residential units in addition to new employment sites, two schools and a supermarket. Sites to the south and east were of particular interest as they are anticipated to generate significant levels of activity from parts of the town which already have limited porosity due to the severance caused by the London Road (A2) and railway lines.

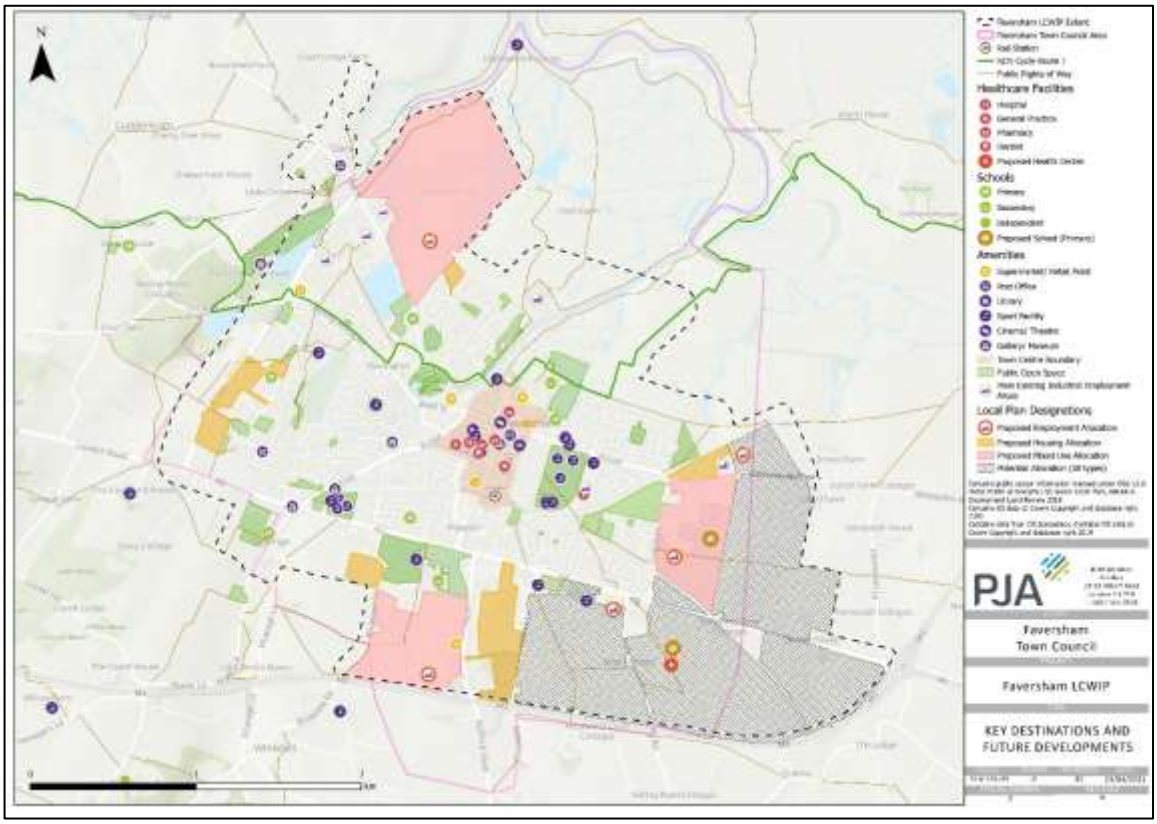


Figure 5-1: Local Context + Future Developments

5.1.2 Air Quality

The A2/Ospringe Street AQMA was originally introduced in 2011 and extended in 2016 and is one of six AQMAs within Swale. AQMAs are declared at sites which are unable to achieve the national air quality objectives and therefore management is required to respond to identified issues.

The below plan summarises Annual NO2 Concentrations across the LCWIP study area and also identifies the existing A2/Ospringe Street Air Quality Management Area (AQMA). NO2 is a gas that is mainly produced during the combustion of fossil fuels along with nitric oxide (NO). The plan summarises the results from Mid Kent's Annual Survey Results (ASR) for air quality sites in Faversham. The results suggest that all sites in Faversham in 2021 exceeded the WHO recommendation of 10µg/m3. The UK average annual mean concentration of NO2 at urban background sites in 2020 was at a record low of 15.1µg/m3).

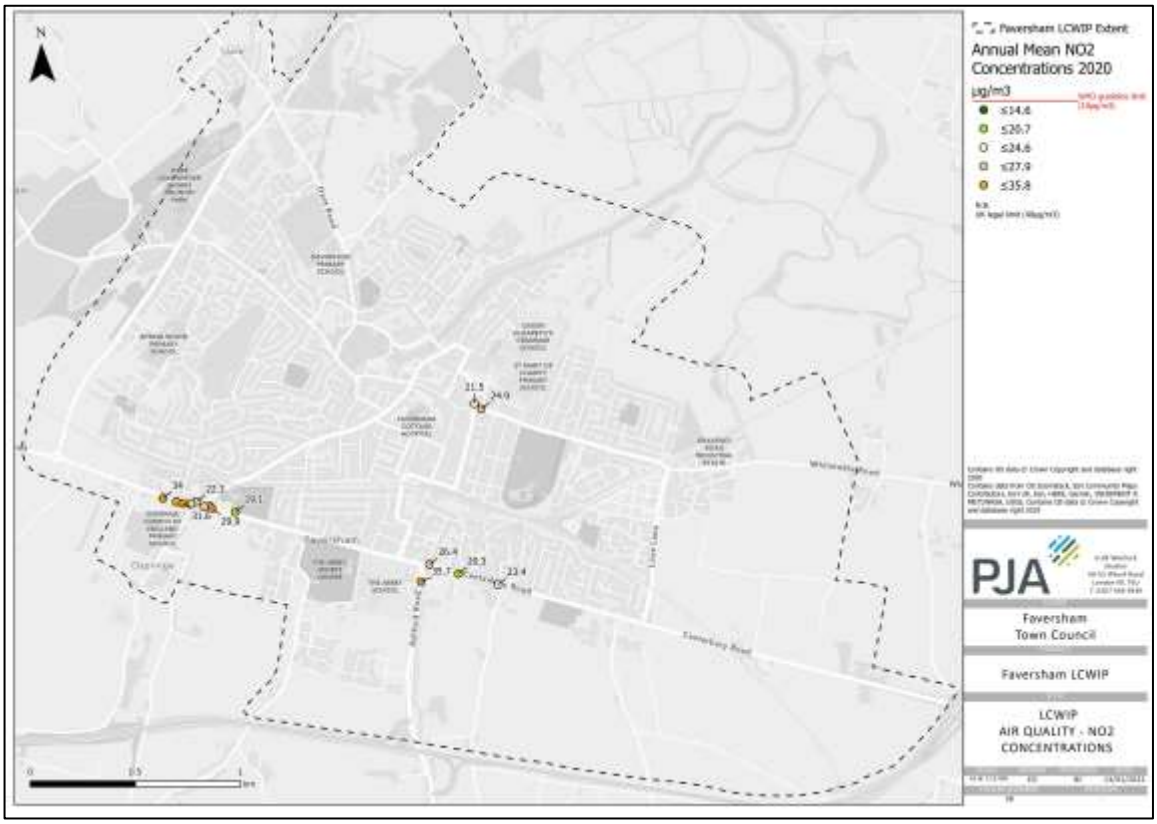


Figure 5-2: Air Quality NO2 Concentrations (2021 – Annual Survey Result Ouputs)

5.1.3 Indices of Multiple Deprivation (IMD)

The Indices of Multiple Deprivation (IMD) is a notational dataset calculated using seven 'domains of deprivation' and ranks all LSOAs in England. Each domain is individually weighted in the final IMD calculation: Income (22.5%), Employment (22.5%), Education (13.5%), Health (13.5%), Crime (9.3%), Barriers to Housing and Services (9.3%), and Living Environment (9.3%). The below plan summarises the 2019 results for Faversham based on 10% intervals and provides insight into levels of deprivation across the town. The plan highlights four areas which are within the 'top 30%' most deprived LSOAs in England:

- Most deprived 10%: Swale 15D (North Faversham)
- Most deprived 20%: Swale 14C (West Faversham) and 14F (South-West Faversham)
- Most deprived 30%: Swale 15B (East Faversham)

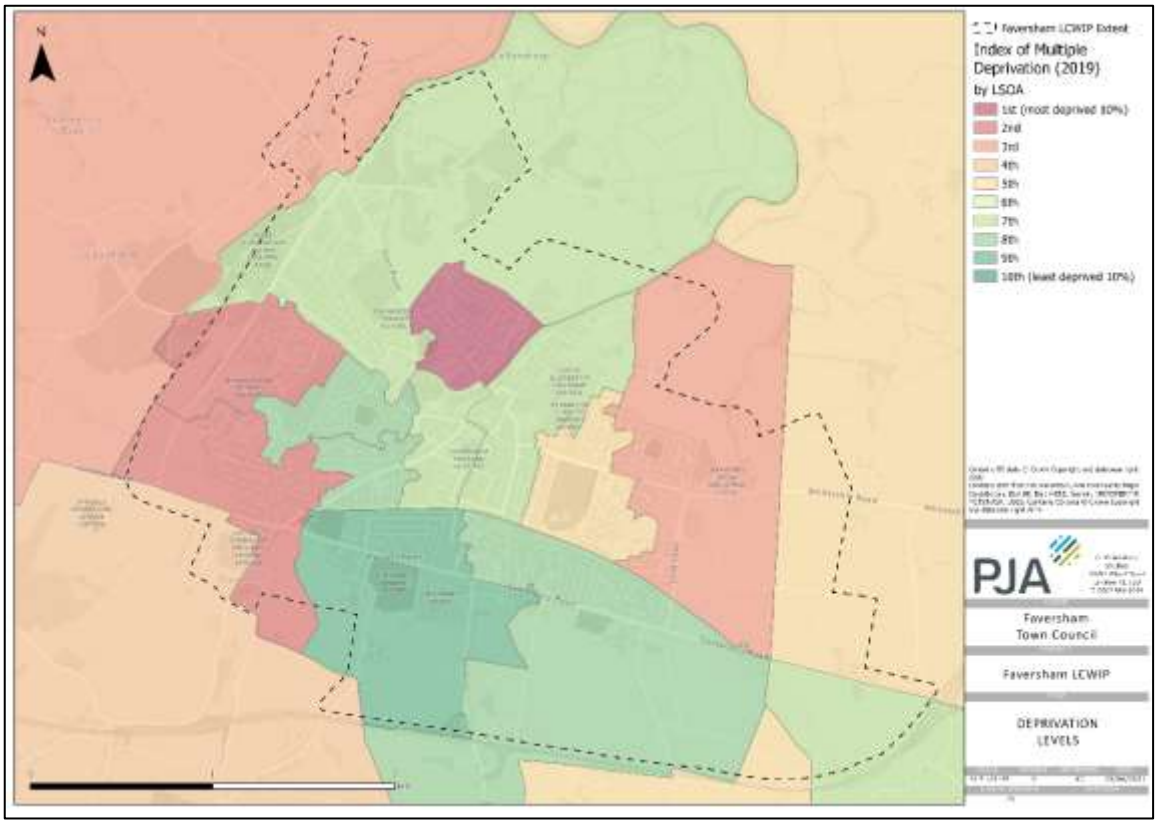


Figure 5-3: Index of Multiple Deprivation (2019)

5.2 Transport Network

Although there are numerous roads serving Faversham, the town's location away from the principal road network means that the largest volumes of vehicular traffic are concentrated on the A2. The A2 connects Faversham with Sittingbourne (7.5miles) and Canterbury (8 miles), and the A299 connects onto Whitstable (7 miles), and the A251 connects to Ashford (11 miles). Faversham's compact layout – roughly a mile across north-south and two miles across east-west – means that many internal trips in the town could feasibly be undertaken on foot or by cycle. Because of its location and the nature of the roads within the town, there are few roads where the primary or sole function is for the movement of vehicular traffic. The majority of roads and streets are residential, commercial, or are fronted by community facilities.

Faversham is connected to various towns via the Southeastern High Speed Rail line including Dover (42 minutes), London St. Pancras International (68 minutes), and Ramsgate (40 minutes). The town's station is an important location and is situated immediately south of the town centre, within walking distance of most of the town and comfortably within cycling distance of the whole town.

5.3 Travel Patterns

Understanding existing and potential future travel patterns is an important step in developing the LCWIP networks to ensure they reflect local demand. Our analysis of travel patterns has combined analysis of existing commuter patterns (Census 2011 Commuting Data),and non-commuter travel patterns (School Trips, Everyday Trips and Strava analysis),

5.3.1 Commuting Behaviours

To better understand commuting trip behaviours, data was extracted from the 2011 Census to summarise modes of travel for commuting trips originating from Faversham. The census asks participants 'How do you usually travel to work?', and the results therefore reflect the main mode of travel for commuting (In 2017, Commuting trips accounted for 19% of all trips ('Modal Comparisons', DfT, 2017). The modal commuting data is only available at Middle Super Output Area (MSOA) scale, Faversham consists of two MSOAs: Faversham West (MSOA 014) and Faversham East (MSOA 015). The following figures summarise the distribution of car based commuting trips from each of the MSOAs, and the preferred mode of travel from each MSOA to local destinations.

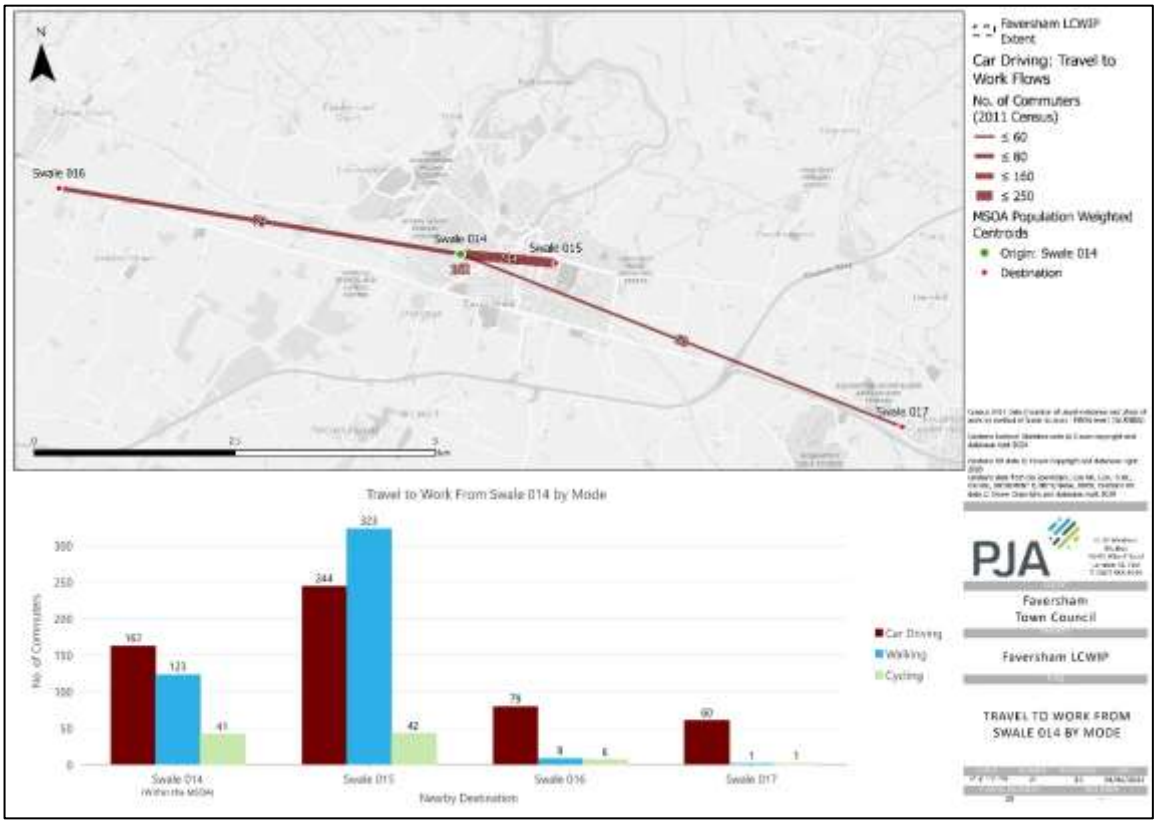


Figure 5-4: Travel to Work plans from Faversham West (MSOA 014)

The results suggest that Faversham East is the most frequent destination for commuting trips for residents of Faversham West (609 commuters), compared to 326 commuters that both work and

live in Faversham West. Walking to Faversham East was the common journey and mode of commute for residents of Faversham West (323 commuters = 53%), although interestingly private vehicle was the preferred mode of travel for commuting trips that stayed within MSOA 014 (162 commuters). The plan also illustrates that 244 commuters are using private vehicles to commute to Faversham East. Private vehicle was also the preferred mode of commute for trips to outside of Faversham (Swale 016 and Swale 017).

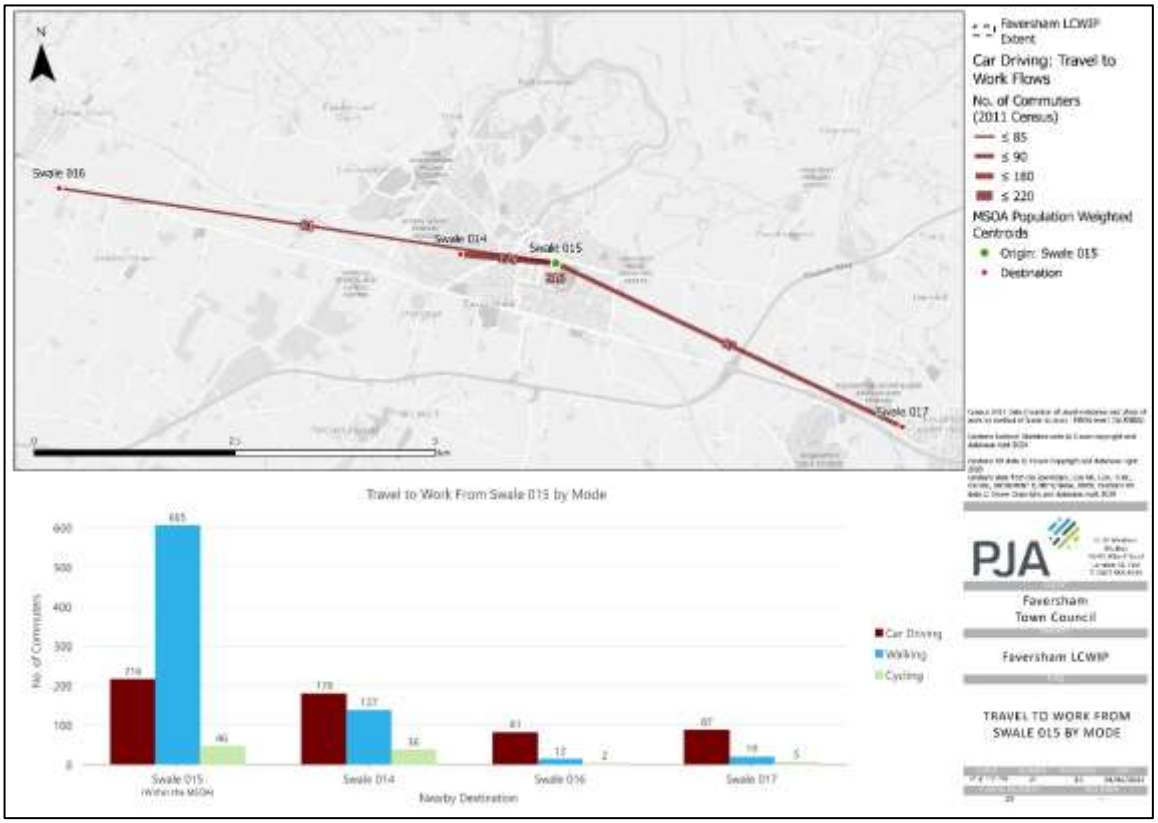


Figure 5-5: Travel to Work plans from Swale 015 (east)

The results from Faversham East suggest a significant proportion of its residents are employed in Faversham East (867 commuters) and 75% of commuters either walk or cycle to work (651 commuters). 252 residents commute to Faversham West and 71% of those commuters preferred to drive to work.

5.3.2 Propensity to Cycle Tool (PCT)

The Propensity to Cycle Tool (www.pct.bike) is a nationwide model that identifies where increases in the rates of cycling can be expected through the provision of better infrastructure. It uses census travel to work data and school travel data, and looks at trip distances to see where there may be scope for more short journeys to be undertaken by cycling. The PCT provides seven scenarios for forecasting future levels of cycling which range in ambition from the 'Government Target' (assumes

6% of commuting trips by bicycle) up to the 'E-Bike' scenario (assumes 22% of commuting trips by bicycle and improved access to e-bikes). The PCT provides two sets of mapping outputs:

- Straight-Line Networks – these plans show direct paths between LSOA Origin-Destination points which gives an overview of the key desire lines for cycling flows
- Applied Networks – applies the straight desire line to the existing road network to provide a more detailed summary of where increased cycle flows would take place on the local network

The PCT tool was used to identify the greatest latent demand for cycle and school commuting. The PCT analysis used the 'E-Bike' scenario, which models the same mode share for cycling as in the Netherlands, adjusting for trip distance and topography and includes improved access to E-Bikes. Using the 'E-Bike' scenario provides a more ambitious and longer-term outlook for cycling flows which is advantageous in network planning as it ensures that the LCWIP cycle network will provide for assumed future advances in the town's cycle network. To accommodate for future commuting demand from proposed developments, the population forecasts for each proposed site were incorporated into the PCT forecasts to provide a more accurate reflection of a potential future scenario. The forecast populations were assigned to the nearest available LSOA to each development site (n.b. this approach is limited as some development sites, including sites each of Love Lane, are currently >1km from the nearest LSOA).

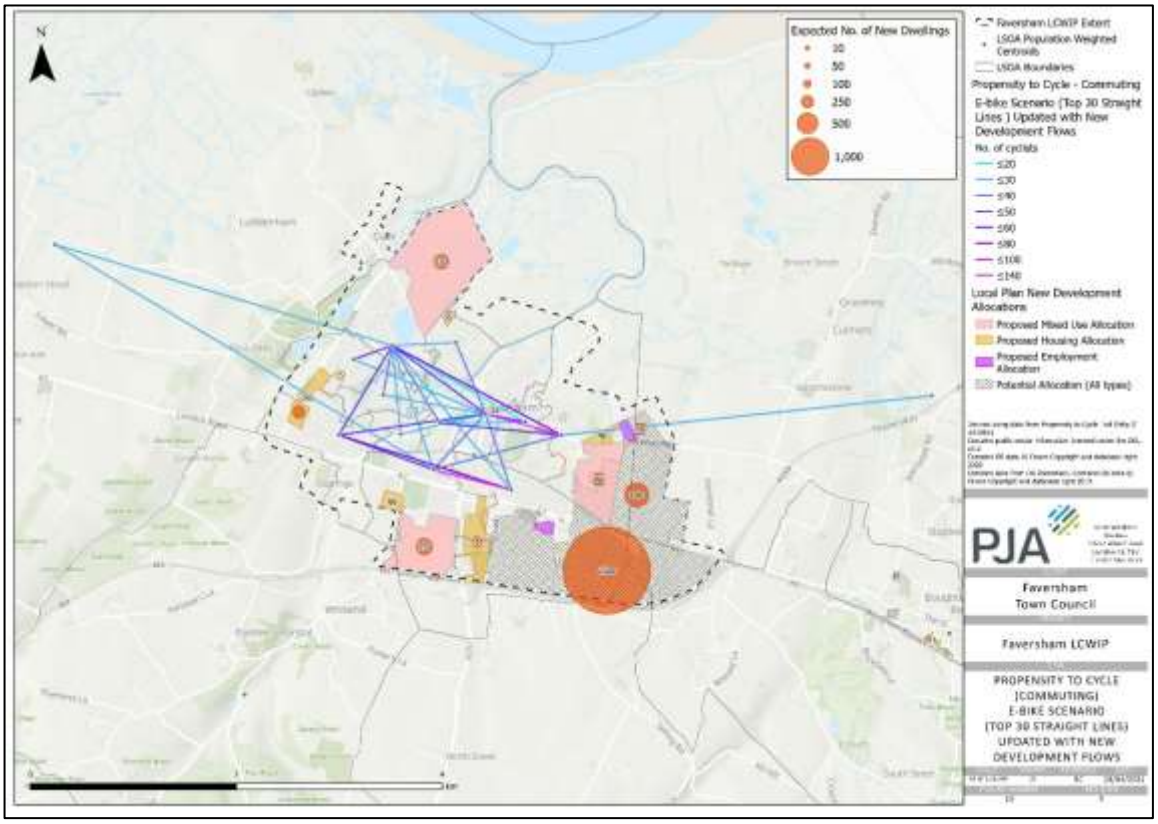


Figure 5-6: PCT: Top 30 Straight Desire Lines

The results suggest that future commuting demand would be concentrated both in the town centre and to the east of Faversham. It's worth noting that the areas of high demand in the east of Faversham will include future demand from the development sites to the south and east of town. The desire lines with the highest number of commuters are as follows:

- Faversham North East (015B) - Faversham Town Centre (015C) (140 commuters)
- Faversham South East (015F) – Faversham South (014E) (116 commuters)
- Faversham East (015A) – Faversham Town Centre (015C) (61 commuters)
- Faversham South East (015F) - Faversham South West (014F) (57 commuters)
- Faversham North West (015D) - Faversham Town Centre (015C) (56 commuters)

The PCT tool also provides an 'applied network' scenario which snaps the straight-line desire lines to closest applicable road alignment to provide an indication of more applied demand.

- Faversham North East (015B) - Faversham Town Centre (015C) = Whitstable Road
- Faversham South East (015F) – Faversham South (014E) = London Road (A2)
- Faversham East (015A) – Faversham Town Centre (015C) = East Street/Whitstable Road
- Faversham South East (015F) - Faversham South West (014F) = London Road (A2)
- Faversham North East (015B) - Faversham Town Centre (015C) =Brent Hill/Conduit Street/East Street

The plan suggests future demand would be concentrated on the main road network, specifically Whitstable Road, London Road (A2), Court Street, Station Road, Bysing Wood Road. Whilst the applied network outputs are useful, it should be noted that the tool does not consider non-highway route, such as Faversham Recreation Ground.

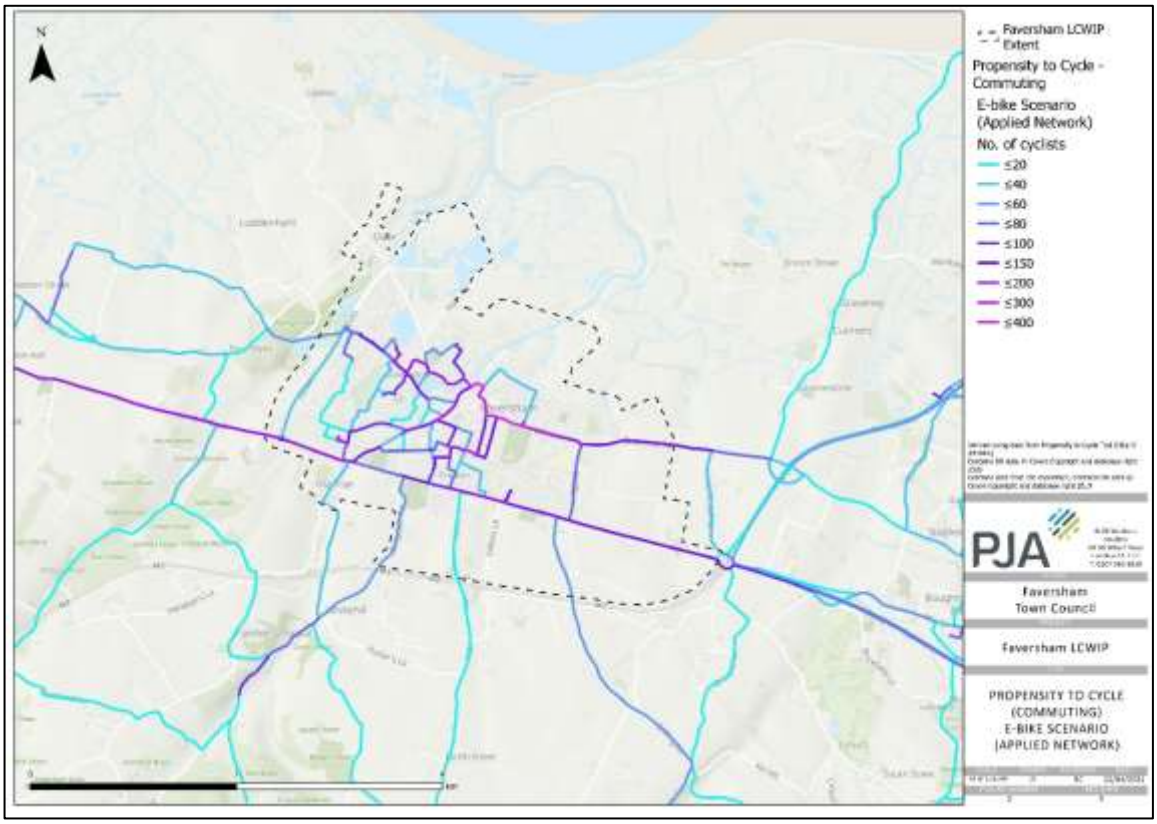


Figure 5-7: Top 30 Routes - Applied network

The PCT tool also provides a school travel scenario using the travel to school results from the 2011 Census. The below plan presents the 'Go Dutch' school travel results for Faversham which assumes a cycle mode share of 41% of trips being cycled to school (the plan also includes existing and proposed school locations in the town). The plan highlights the location of several clusters of routes which are anticipated to have significant increases in the number of cycling trips to school, including:

- Watling Street (A2) Corridor (between Water Lane – Kingsnorth Road)
- Kingsnorth Road/Athelstan Road/Forbes Road (between Watling Street – Train Station)
- South Road/Conduit Street (between Napleton Road – Abbey Street)
- Abbey Street (between Conduit Street – Abbey Road)

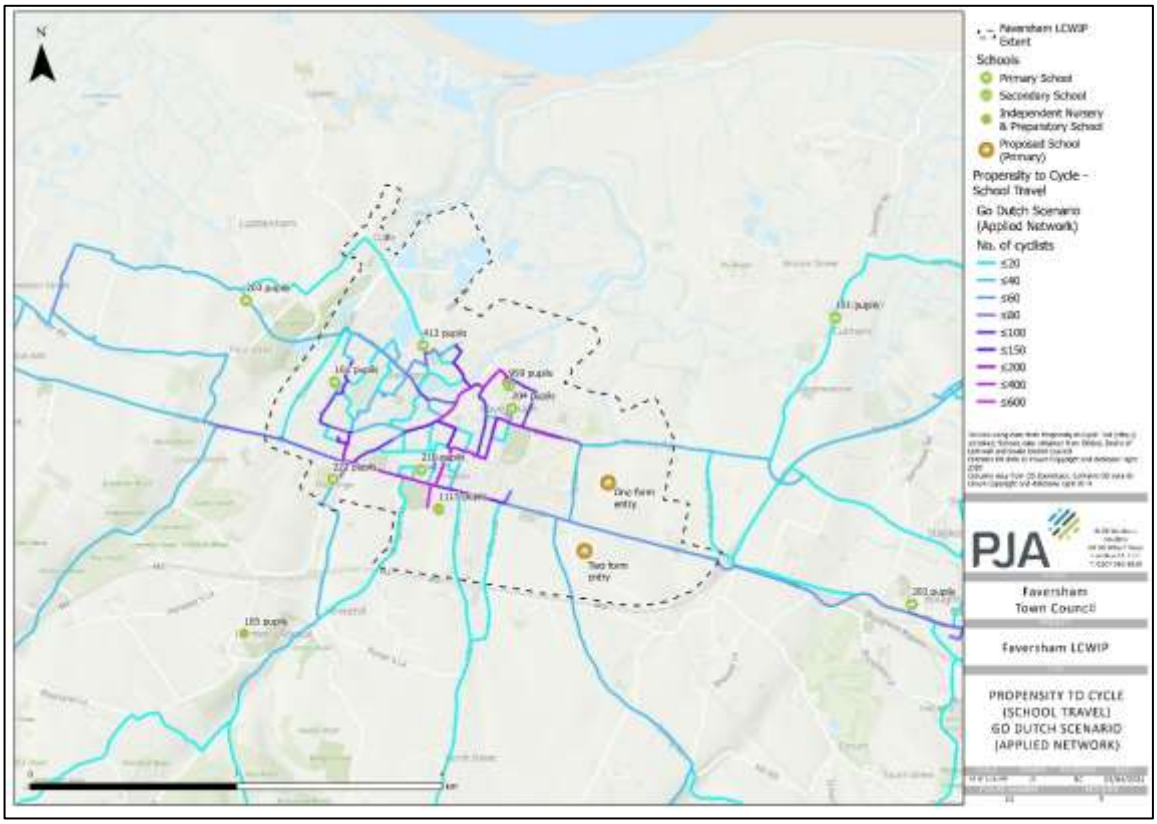


Figure 5-8: PCT School Travel – 'Go Dutch' Applied Network

A limitation of the PCT is its focus on commuting and school trips which tends to produce outputs focussed around key employment and education sites. The PCT results were used alongside an analysis of non-commuting, and leisure trips to enable the development of a cycle network that also includes leisure and recreation trips.

5.3.3 Strava Data

To help supplement the PCT results, Strava data was used to provide additional information on trips 'on foot' (including walking, running, hiking etc.) and trips 'on bike'. Strava data is available in batches of three consecutive batches, data was therefore obtained for the most recent dataset available (January – March 2021) and data was also obtained for May – July 2020 to provide context (this was the busiest three month period in 2020 based on daily trips). Strava data consists predominantly of leisure and recreational trips, however it also includes commuter trips which generally account for c.5-10% of entries. Comparing the patterns of 'on foot' to 'cycling' trips illustrates some interesting differences in the preferred routes being used in and around Faversham. The cycle results will also be particularly useful for informing the development of the 'Parish to Towns' network for routes beyond Faversham.

The May-July 2020 results highlights several alignments where daily cycle trip volumes were significantly higher, including the below. The distribution of cycle routes is predominantly focussed on carriageway based routes with a clear east-west desire line through the town.

- West of Faversham: Colegates Road – The Street – Oare Road – Brent Hill – Town Centre
- East of Faversham: Town Centre – Whitstable Road – Graveney Road – Head Hill – Goodnestone – Graveney
- London Road (A2) between Brogdale Road and Love Lane
- Bysing Wood Road
- Brogdale Road
- Love Lane
- Selling Road

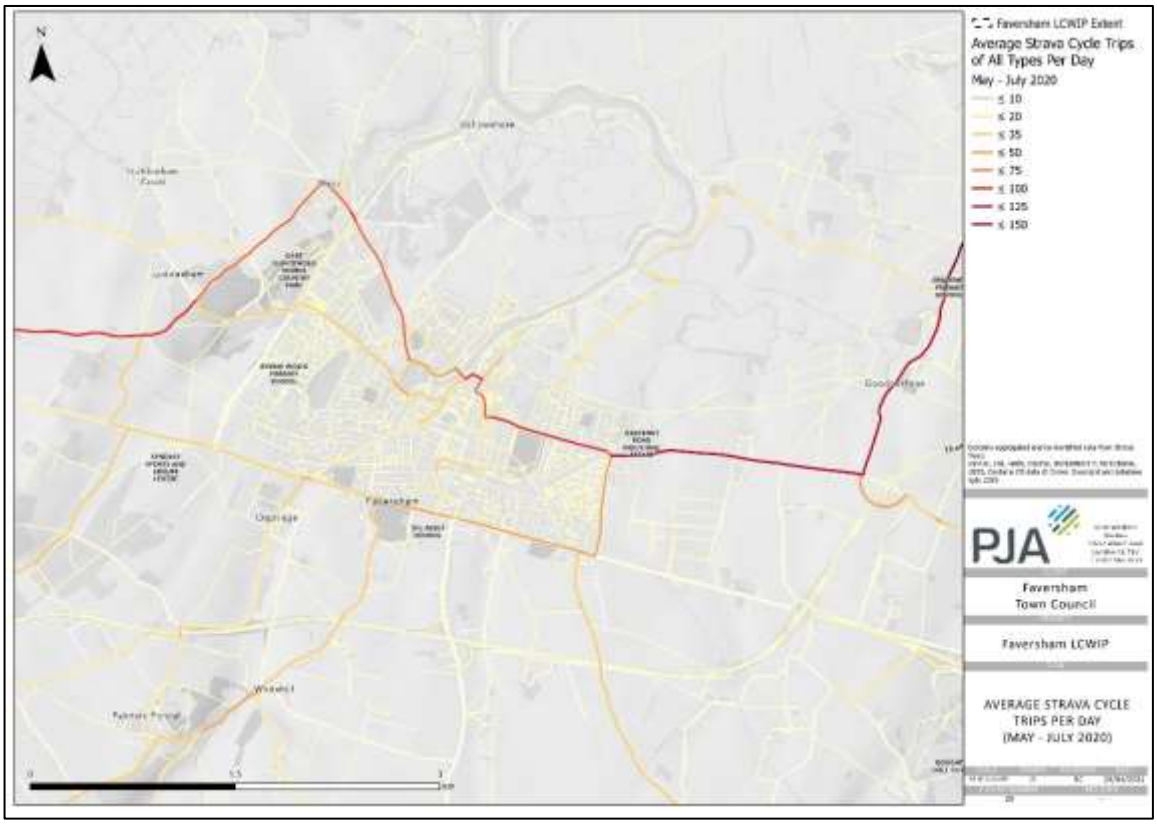


Figure 5-9: Strava Daily Cycling Trips: May – July 2020

The overall number of cycle trips recorded in the January – March 2021 were lower than the May-July 2020 period however the trends for key routes remained consistent particularly on the 'West of Faversham' routes via Oare, and the 'East of Faversham' routes to Goodnestone.

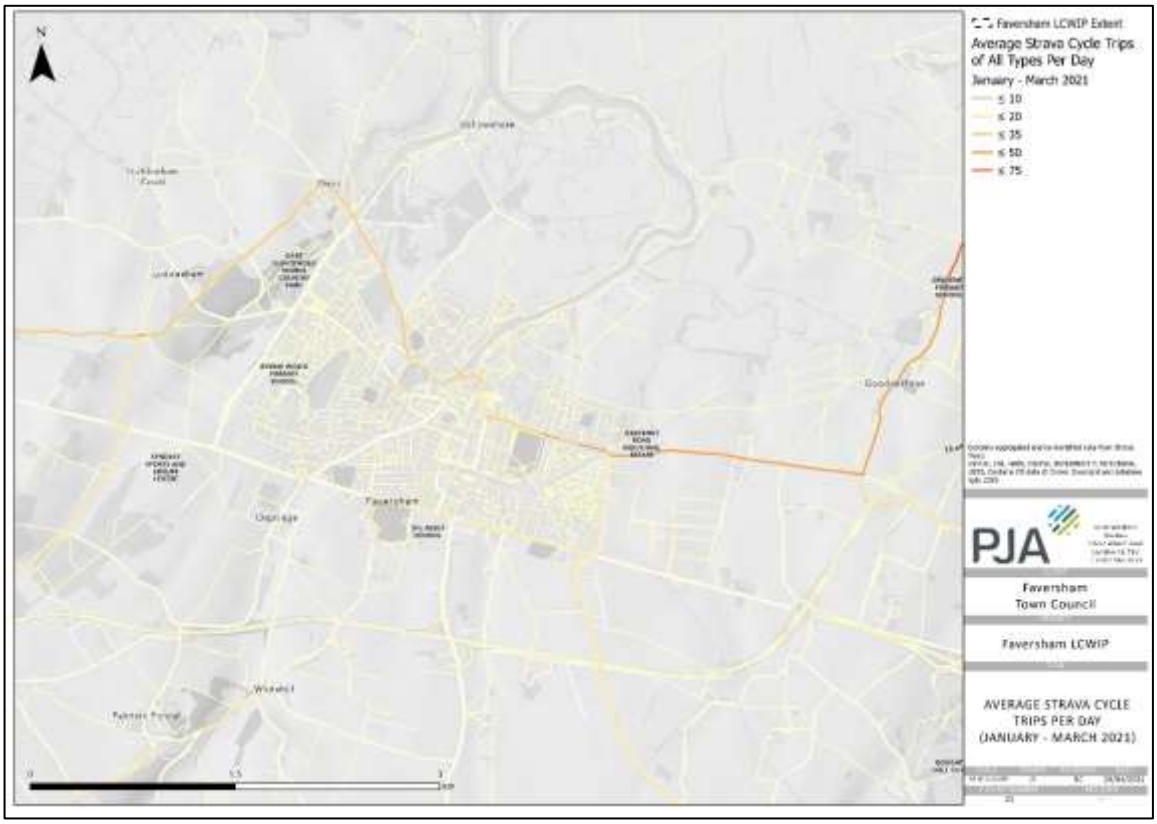


Figure 5-10: Strava Daily Cycling Trips: January – March 2021

Interestingly, whilst the Strava cycling results were reasonably consistent between the two datasets, the results for the 'on foot' Strava trips are quite different. The January – March 2021 trip distribution is more concentrated in the town centre, particularly on Whitstable Road and the Recreation Ground, whilst the May-July 2020 were more widely distributed beyond Faversham. The difference in overall distribution could be a result of the time of year and people's willingness to travel further in the summer period, however the COVID-19 restrictions could have also affected results. Despite the differences in overall distribution, several corridors are highlighted in both datasets for having higher levels of 'on foot' trips:

- A2 (between Western Link and Love Lane)
- Whitstable Road
- Oare Road (between Oare and Stonebridge Ponds)
- Faversham Recreation Ground
- Abbey Fields
- Ospringe Road (between Water Lane and Stone Street)

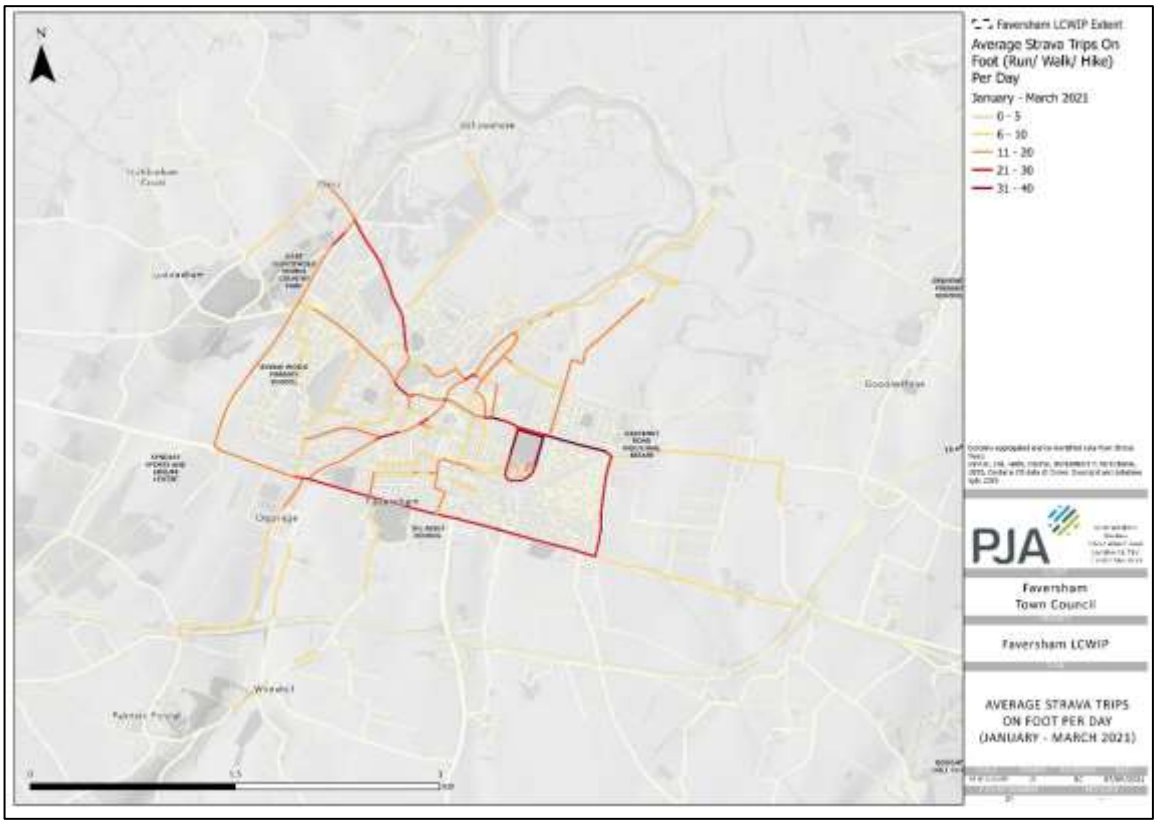


Figure 5-11: Strava Daily 'On-Foot' trips: January – March 2021

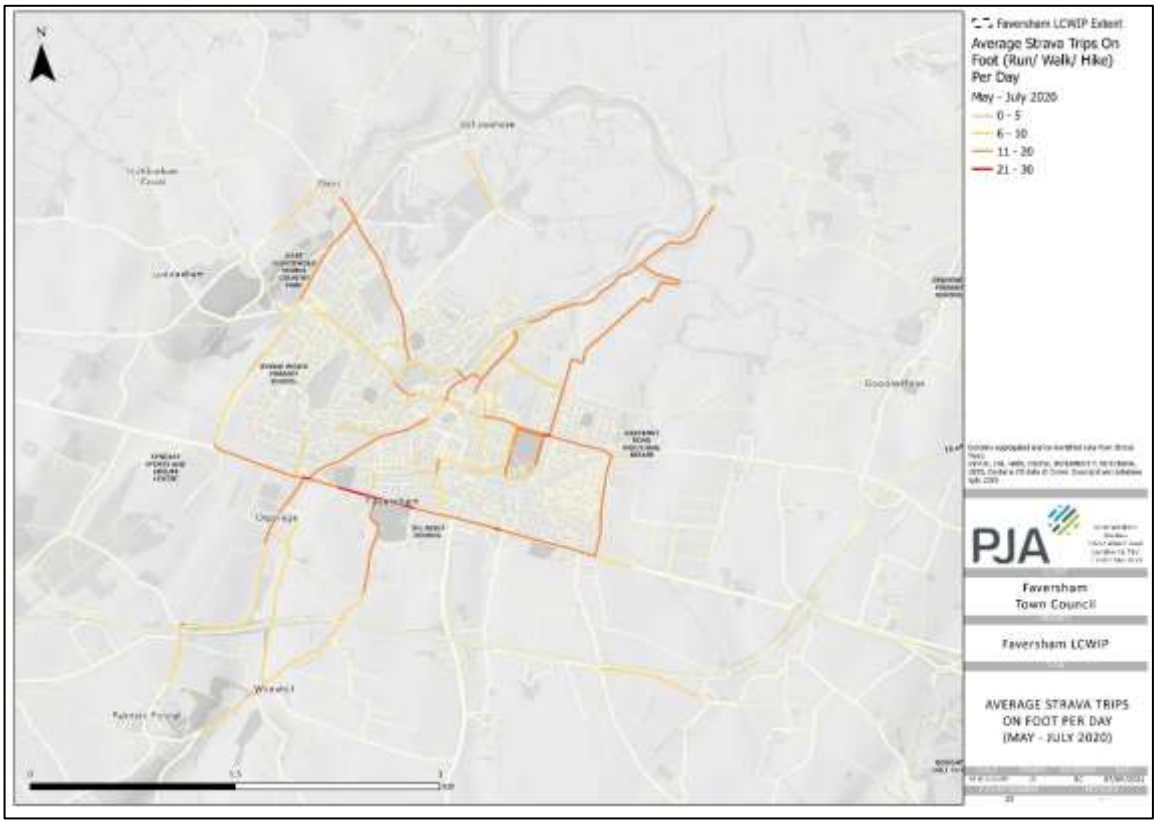


Figure 5-12: Strava Daily 'On-Foot' trips: May – July 2020

5.3.4 'Everyday' Trips

The PCT outputs provided indicative cycling networks based on commuting and school trips, whilst the Strava data is generally focussed on trips for recreation and/or exercise. The purpose of the Desire Line Clustering therefore was to provide an additional layer of analysis that focussed on 'Everyday' cycling trips which would include: leisure and recreation, trips to local centres, and amenity trips. Combining the 'Everyday' trips, Strava and PCT outputs provided a comprehensive demand model for developing the LCWIP network. It should be noted that desire lines that were longer than 5km were removed from the analysis for consistency with the LCWIP approach. This should not preclude the development of longer distance cycling routes in the wider area which could connect into Faversham. Indeed, future development of 'inter-urban' cycling routes will be an important step in the future 'Parish to Towns' project.

Developing the Desire Lines required the identification of all Origins and Destinations within a 5km catchment area of Faversham using data supplied by the client team. The catchment area was divided into a hexagon grid using 0.25km2 hexoids.

For the purposes of the analysis, all hexoides which currently contain >100 residential dwellings and/or are anticipated to include >100 residential dwellings in the future were included as Origins.

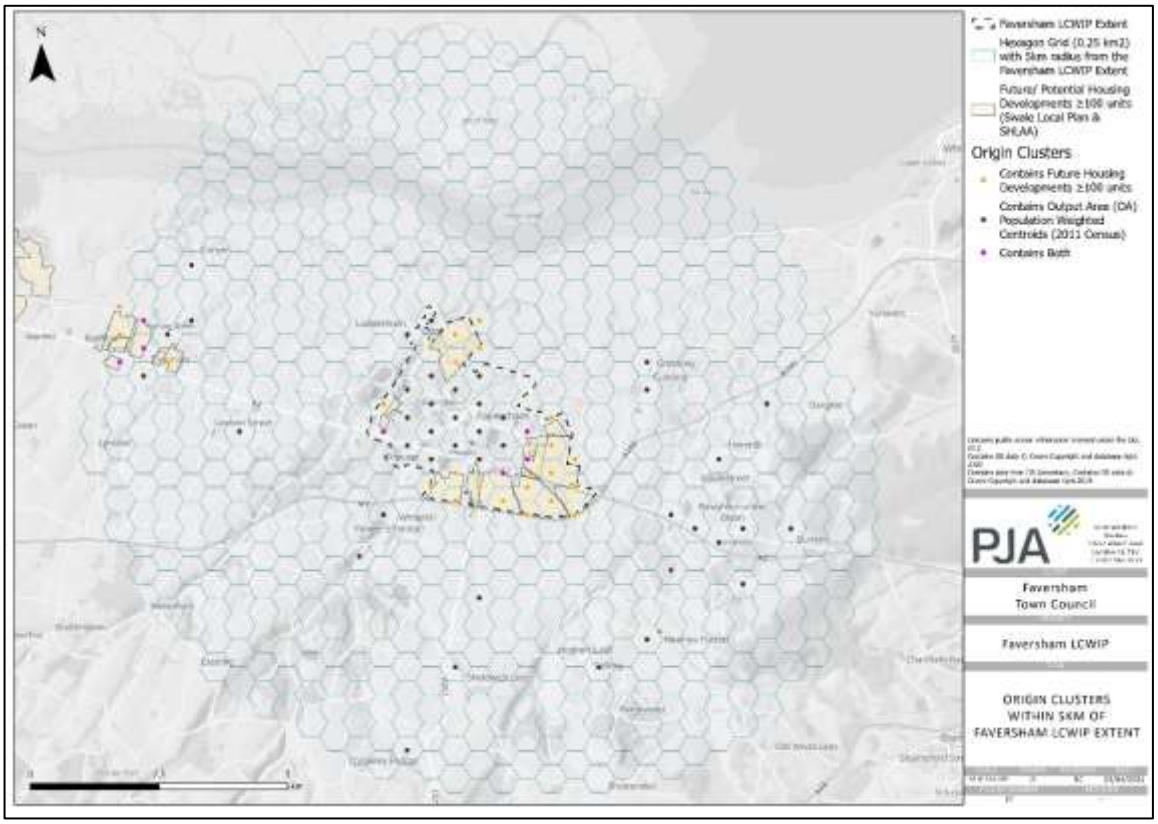


Figure 5-13: Origin Clusters

Having identified the Origins, Destinations were identified based on data provided by SBC. All destinations were categorised as below:

- Class 1: Town, Village and Local Centres; Key Employment Sites.
- Class 2: Bus Stops, Existing and Proposed Schools, Railway Stations, Hospitals, Supermarkets, Leisure Centres and Libraries.

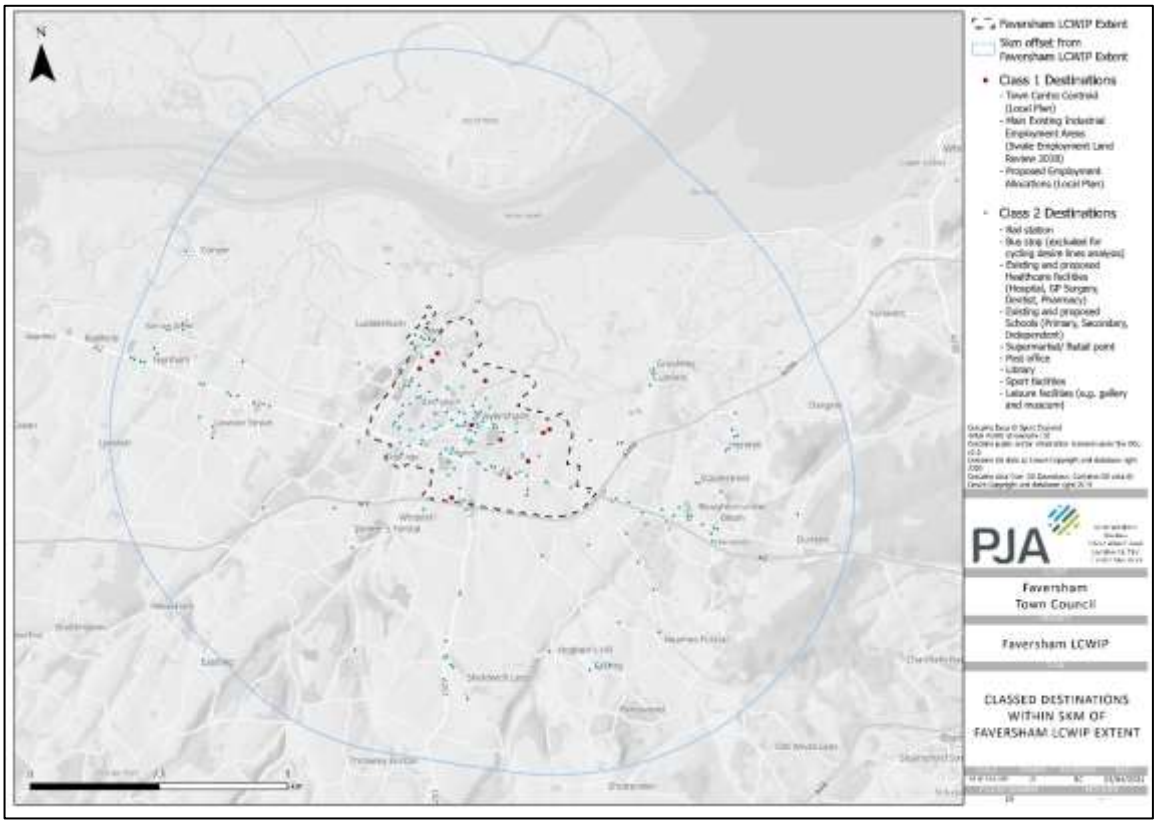


Figure 5-14: Destination Clusters

The combined Origin and Destination datasets were used to develop the walking and cycling networks in Stages 3 and 4. This analysis provided an important non-commuting dataset which was compared against the Propensity to Cycle Tool (PCT) outputs to provide a comprehensive review of desire lines within Faversham and also to the proposed development sites. It was assumed in the analysis that Class 1 destinations would generate a higher number of cycling trips and that they are also likely to have a larger catchment area of cyclists from across Faversham, compared to Class 2 destinations which would generate more locally based trips.

To determine the key desire lines for Faversham's LCWIP, the spatial relationship between Origin and Destinations was analysed. 'Everyday' Origin-Destination desire lines were created from each origin centroid to its nearest Class 2 destination, and then also to all Class 1 destinations in the Study Area (all desire lines >5km were excluded from the analysis). This was based on the assumption that the Class 1 destinations would generate a higher number of trips and that they are also likely to have a larger catchment area of trips from across the study area, compared to Class 2 destinations which would generate more locally based trips. The below figure provides an indication of the volume of desire lines that were considered in the development of the LCWIP network.

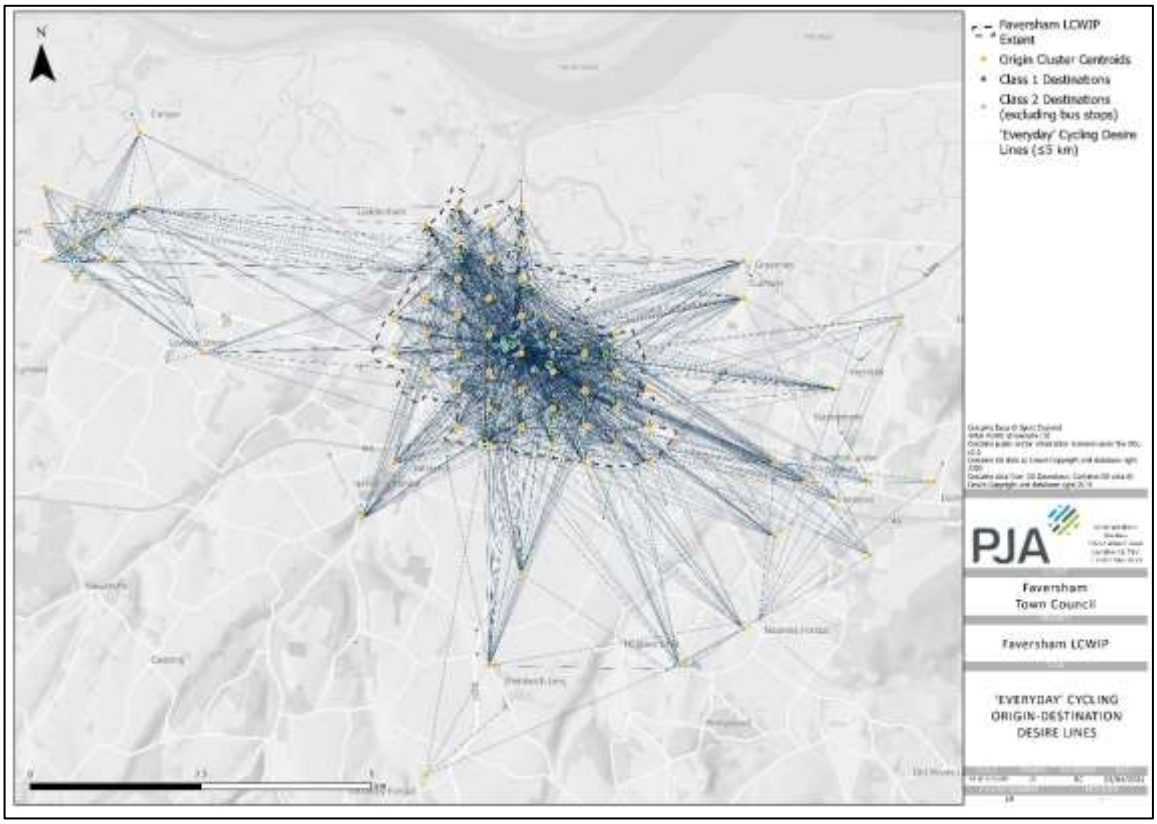


Figure 5-15: Origin: Destination pairs

Having identified all available desire lines, a "K-means" clustering analysis was used to cluster the above desire lines into a more refined plan which identified the top 20 desire line clusters. The K-means methodology identifies individual desire lines which are within close proximity to each other and combines these into grouped desire lines. The top lines therefore represent the general alignments which are likely to generate the highest number of everyday trips.

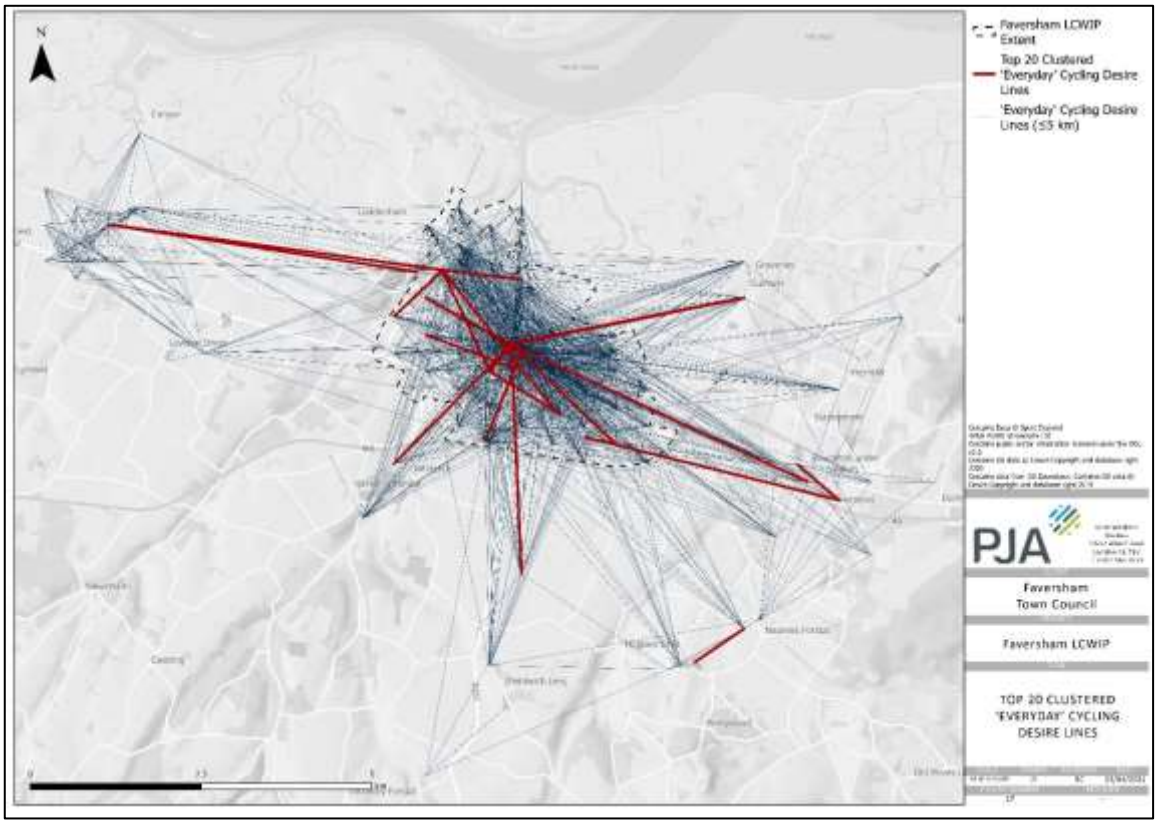


Figure 5-16: Top 20 Desire Line Clusters

To help compare the results from the PCT and Everyday Trip analysis, the below plan was prepared which highlights where the results overlapped. The areas highlighted in blue included both top desire lines from the PCT and Everyday results – these are largely concentrated in the town centre and in the north-west towards Oare. The combined results also illustrate that the PCT results (orange) are generally more concentrated in Faversham and the town centre, whilst the 'everyday' desire lines (green) extend beyond Faversham to nearby settlements.

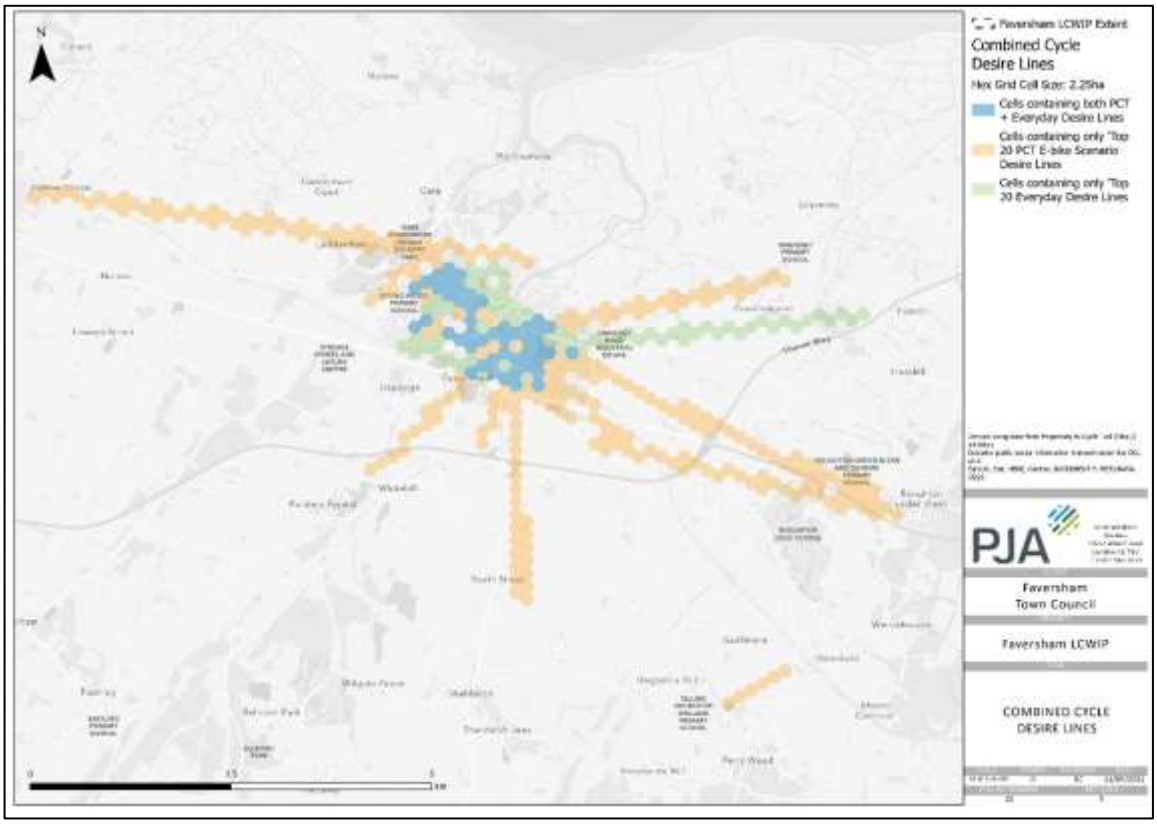


Figure 5-17: Comparison of Everyday and PCT Commuting Desire Lines

5.4 Existing barriers to walking and cycling

Severance has already been highlighted as a key challenge for Faversham and improving its walking and cycling networks. For the purposes of this analysis, severance has been defined as features which interrupt the visual and/or physical continuity of routes and sightlines. Severance inadvertently causes bottlenecks and specific sites which provide the only route to overcome the severance features, typical examples of bottlenecks in Faversham include subway and footbridge crossings, footbridges over the A2 and the temporary bridge over Faversham Creek.

Understanding the impact of severance on the town's permeability is important for developing the LCWIP networks and locating sites which may require more substantial design intervention to overcome severance. The below plan identifies the key severance features in Faversham, namely: Faversham Creek, the railway lines, and the A2 corridor. The plan includes 'desire lines' from potential development sites to illustrate how these sites could interface with the severance features.

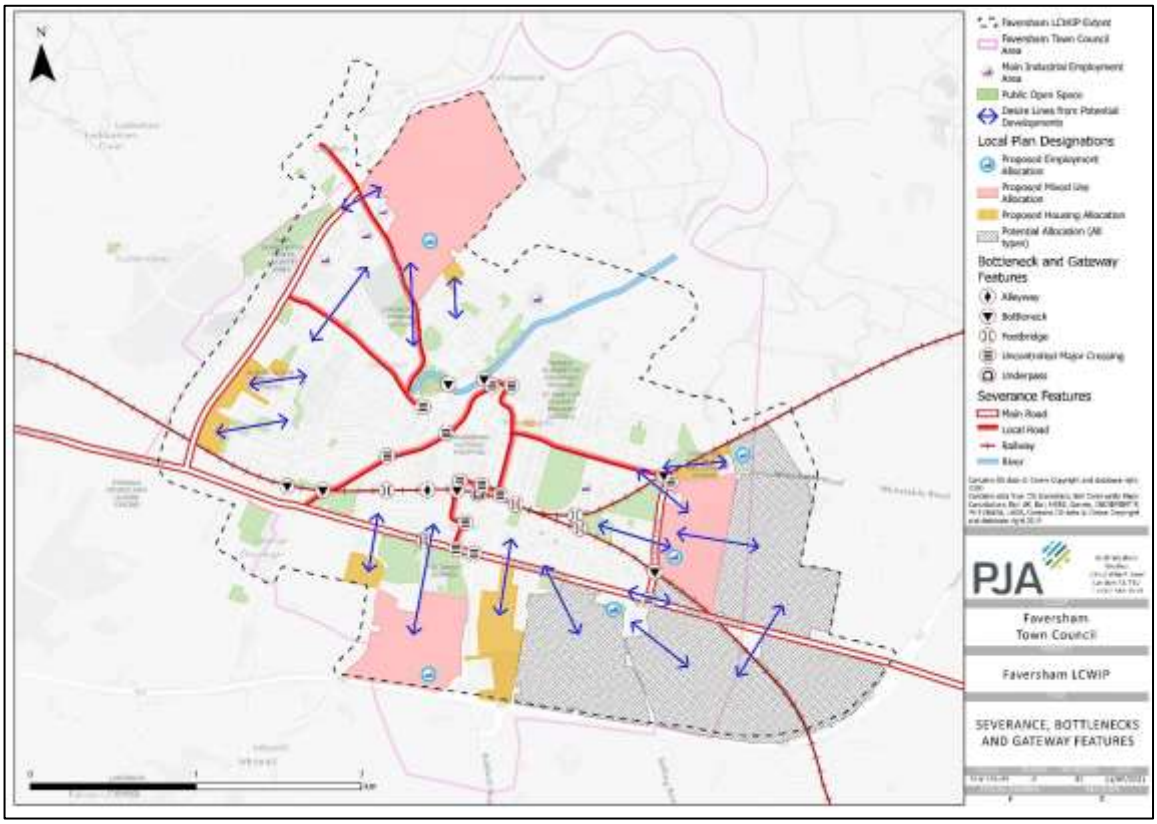


Figure 5-18: Key severance features in Faversham

5.5 LCWIP network recommendations

A workshop was held with the LCWIP Working Group to present the findings from Stage 2 and to recommend the LCWIP walking and cycling networks. For the purposes of the network development, the LCWIP methodology recommends developing 'routes' which form the basis of the auditing in Stages 3 and 4. The network therefore represent indicative routes which might be followed for walking and cycling, however they are not intended to be routes that will necessarily be followed from beginning to end. A mixture of route types was selected, ranging from main routes into the town centre, routes through residential areas, and routes that provided onward connectivity to the proposed development sites.

The recommended LCWIP walking and cycling routes overlapped with each other at several points in the town. This is perhaps unsurprising given the compact scale of Faversham and the limited number of major routes through the town This was particularly applicable to the main road network, such as Whitstable Road, Bysing Wood Road, South Road and London Road (A2). This point was discussed with the LCWIP Working Group and it was agreed that a 'whole street' approach which responded to conditions for both walking and cycling would therefore be the most beneficial for the LCWIP where routes overlapped.

6 LCWIP Stage 3: Network Planning for Walking and Cycling

Stage 3 used the outputs from Stage 2 to develop a preferred cycle network for site auditing. The site audit results are then informed to develop a programme of cycle infrastructure improvements. The recommended cycle network consisted of 11 routes as shown below. The cycling network was developed with the LCWIP working group who provided feedback on the route alignments and provided recommendations for additional routes too. Currently, four of the proposed cycle routes include sections (denoted *) which are do not allow cycle access. The closest alternative parallel routes to avoid these sections, if cycling is not permitted, have been identified in brackets.

- Route 1: Bysing Wood Road – Dark Hill – West Street* – Market Street* (alternative via Partridge Lane/Court Street/Crescent Road) - Whitstable Road
- Route 2: Ham Road – Broomfield Road – Conduit Street – Bridge Road – St. Mary's Road – St. Catherine's Drive
- Route 3: Brogdale Road – Upper St. Ann's Road
- Route 4: Watling Street (A2)
- Route 5: Oare Road – Napleton Road – Stone Street – Preston Street – Solomons Lane* (alternative via Station Road/Beaumont Terrace/ St. John's Road) -Chapel Street – Long Bridge – Preston Avenue
- Route 6: Water Lane – South Road – Abbey Street
- Route 7: Ashford Road – Preston Grove
- Route 9: The Mall – Railway Underpass * (alternative via Forbes Road) - Preston Street
- Route 10: Wildish Road – Lower Road – St. Ann's Road – School Road – Briton Road
- Route 11: Love Lane

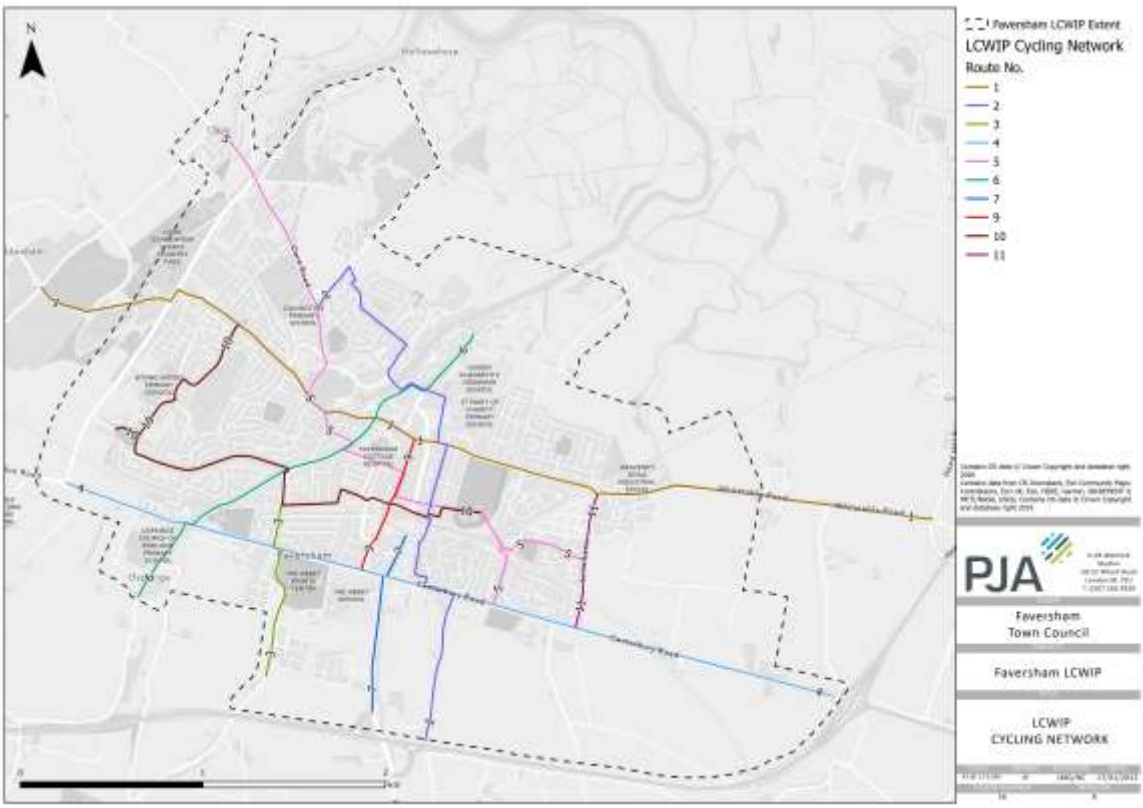


Figure 6-1: Map of recommended LCWIP cycling network

6.1 Route Selection Tool (RST)

Each route was audited using the "Route Selection Tool" as set out in the LCWIP guidance. The Route Selection Tool (RST) is an appraisal methodology that allows practitioners to determine the best route to fulfil a particular straight line corridor, referencing against existing conditions and the shortest available route. It considers the six important criteria that determine the quality of a cycling route which are described below. The RST divides routes into shorter sections which should reflect changes in the character and layout of the alignment.

- Directness: Compares the length of cycle route against the equivalent vehicle route with cycle routes that are shorter than the vehicle are scored positively for Directness. Higher scores can be achieved through the introduction of modal filters or routing cyclists through parks/open spaces to provide a more direct connection
- Gradient: Identifies the steepest section of route within the proposed alignment with gradients that exceed either 5% in gradient and/or 50m in length scoring lower

- Safety: Considers vehicle flows and speeds to better understand the exposure of cyclists to vehicular traffic. Routes with either protected cycle facilities or low traffic environments score highest
- Connectivity: Records the number of individual cycle connections into a section of route – routes should aim to have >4 connections per km.
- Comfort: Assesses the space available for cycling and the quality of surfacing with a preference for protected cycle facilities of >3m (bi-directional) or >2m (uniflow).
- Critical Junctions: Provides a number of critical junction design issues including: vehicle flows, protection from vehicular traffic, wide junction splays, and junction geometries

6.2 Audit Results

The RST results across the 11 routes ranged from 40% (Route 11) up to 87% (Route 3). The overall RST results were closely correlated to cyclists' exposure to general traffic, which is reflected by the lowest scoring routes being Love Lane (Route 11) and London Road (A2) (Route 4). The next section provides a more detailed analysis of the overarching issues identified across the 11 routes.

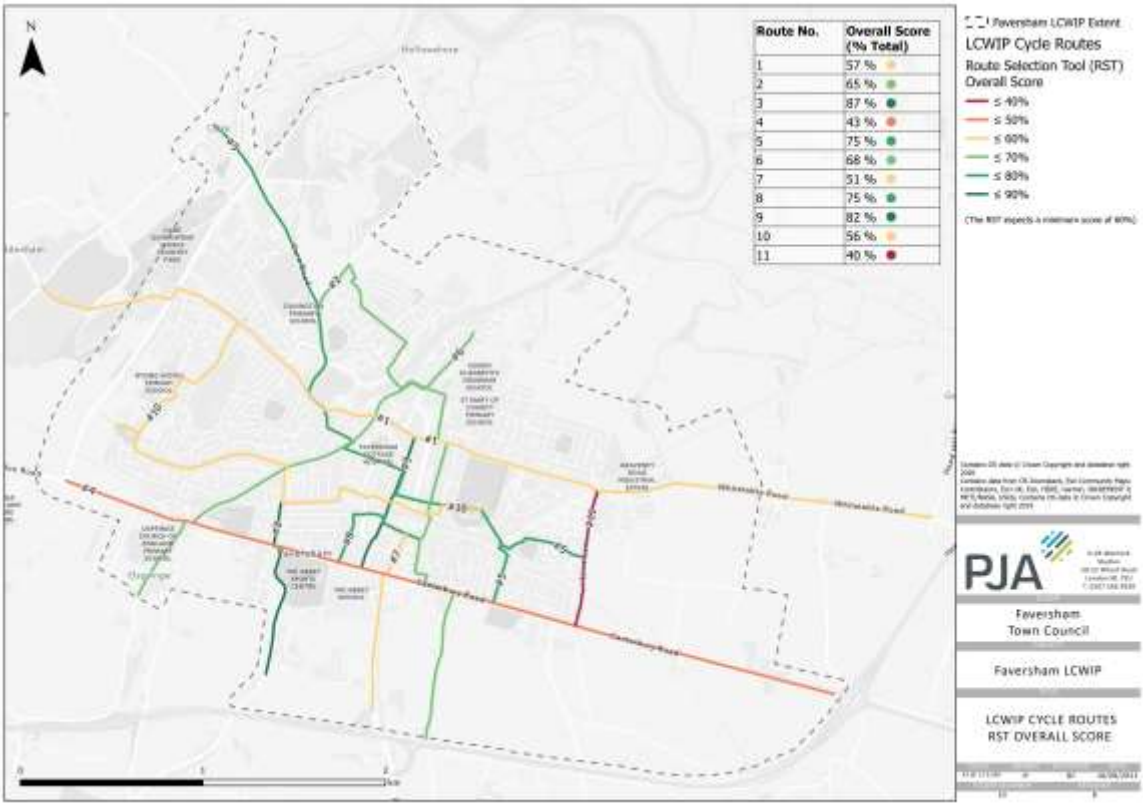


Figure 6-2: Map of recommended LCWIP cycling network

The Route Selection Tool consists of five scoring criteria (Directness, Gradient, Comfort, Connectivity, Safety) and the Critical Junctions assessment. The average score across the LCWIP routes was 63.5% and the individual route scores are presented below:

Table 6-1: RST Summary

Criteria	Highest Score (%)	Lowest Score (%)	Average Score (%)
Directness	100	60	90.9
Gradient	86	0	50.1
Safety	78.2	0	46.5
Connectivity	100	78.4	96.9
Comfort	89.6	0	33.3

The average criteria scores for Directness (90.9%) and Connectivity (96.9%) were the highest amongst the RST's scoring criteria. The results suggest that the proposed LCWIP routes are generally following direct alignments compared to equivalent vehicle route (and in some instances the cycle routes are shorter). The high score for Connectivity reflects the dense street network in Faversham which provides many adjoining links and therefore opportunities to join the cycle routes.

The average score for Comfort was 33.3% with 9 out of the 11 cycling routes scoring <60%. The lack of dedicated cycling infrastructure was the main factor behind the low Comfort results particularly on routes where cyclists have to mix with general traffic flows of >2500 vehicles per day (which automatically generates a zero score).

The average score for Safety was (46.5%), the scores for safety assess average vehicle speeds and flows and whether cyclists are protected from vehicular traffic. Similarly to the Comfort scores, the low scores are a reflection of lack of dedicated cycling infrastructure and sharing the road with vehicle flows of <2500 vehicles per day. The presence of the 20mph town-wide limit helped to improve the scores but the challenge remains of mixing cyclists with high volumes of vehicular traffic.

Figure 6-3: Examples of cyclists mixing with general traffic on Bysing Wood Road (left) and Whitstable Road (right)

The Critical Junctions assessed all junctions against nine different criteria, including vehicle speeds and volumes, junction geometries and visibility. The assessment records the number of junctions along a route which satisfy at least one of the criteria. It is worth noting that there were poor quality junctions in the town which did not satisfy the RST criteria however they will still be considered in the design development stage.

Figure 6-4: Examples of major junctions in the town with no controlled crossing for either cyclists or pedestrians (Western Link/Bysing Wood Road (left) and Love Lane/A2 (right)

The results from the Critical junction assessment were closely related to volumes and speeds of vehicular traffic at junctions – particularly on busier routes including Watling Street (A2) and Love Lane. The most common issue identified in the assessments was cyclists mixing with large volumes of vehicular traffic (>5000 vehicles per day). Other issues identified related to junctions where vehicle speeds were considered high (>35mph) and junctions with wide/flared junction entries.

6.3 Cycle Route Recommendations

There are relatively few controlled crossing points within Faversham for walking and cycling which was raised in both the RST and WRAT audits as an issue on routes with higher volumes of traffic. Cumulatively, the lack of crossings reduces the permeability of the town and is a particular challenge for more vulnerable groups when crossing larger roads.

6.3.1 Junctions and Crossings

The RST audits scored poorly on the Critical Junctions assessments due to the lack of protected facilities at the main junctions in the town. The recommendation at major junctions is to incorporate dedicated cycle crossing facilities which protect cyclists from vehicular traffic. As well as improving facilities at major junctions, parallel pedestrian + cycle crossings could be considered in quieter locations.

Figure 6-5: Controlled pedestrian and cycle crossing (Left - Lea Bridge Road), and parallel zebra crossing (Right – Richmond Road)

6.3.2 Protected cycle facilities

There are few dedicated cycle facilities in the town except for National Cycle Network route 2 (NCN2). Consequently, the lack of dedicated facilities was an issue raised in the RST audits (Safety and Comfort) and was a particular issue on busier routes including Watling Street (A2), Love Lane and Whitstable Road. Where feasible, the recommendation would be to consider protected cycle facilities, recognising however that there is limited design scope on many of the town's main corridors for introducing dedicated cycle facilities given the constrained highways layouts, narrow footways, and on-street parking facilities. Contraflow cycle facilities should also be considered on existing one-way streets in Faversham to improve the overall porosity of the cycle network whilst retaining restrictions of vehicle access.

Figure 6-6: Examples of high-quality narrow protected cycling facilities (Lea Bridge Road (left) and cycle tracks incorporated into historic streetscape materials (Colombia Road (right))

6.3.3 Low-Traffic alternatives

Given the limited design scope, an alternative approach may therefore be required to improve cycle conditions in Faversham without necessarily introducing dedicated facilities. 'Low Traffic' arrangements are an increasingly popular tool for reducing flows of vehicular traffic which in turn enables area-wide improvements to walking and cycling facilities. 'Modal filters' are used to remove vehicle access whilst retaining access for all other users. This approach significantly reduces volumes of vehicular traffic and therefore improves local conditions for cycling. Typically, modal filters are enforced using bollards, planters or even outdoor seating to physically prevent vehicle access. The development of low-traffic environments requires extensive data collection and stakeholder engagement to ensure that proposals do not adversely affect streets in surrounding areas and to maximise the benefits beyond focussing only on traffic flows.

Creating a series of low-traffic environments can help to increase network coverage at a lower cost than installing protected facilities. For example, the London Borough of Lambeth has started including streets within Low-Traffic areas in their Healthy Streets network to raise the profile of these routes as the vehicle volumes are sufficiently low to satisfy TfL's requirements.

Figure 6-7: Examples of 'modal filters' used to remove vehicle access and enforce 'Low Traffic Neighbourhoods' (LTNs) (Richborne Terrace using community adopted planters (left) and xxx using a bench instead of bollards (right))

Both of these approaches would respond to the issues identified in the RST by reducing the scope for conflict between cyclists and vehicles and therefore improve the safety and comfort of these routes. The below example of Walthamstow Village illustrates how a 'low-traffic' approach was implemented using a combination of one-way restrictions and modal filters installed throughout the neighbourhood.

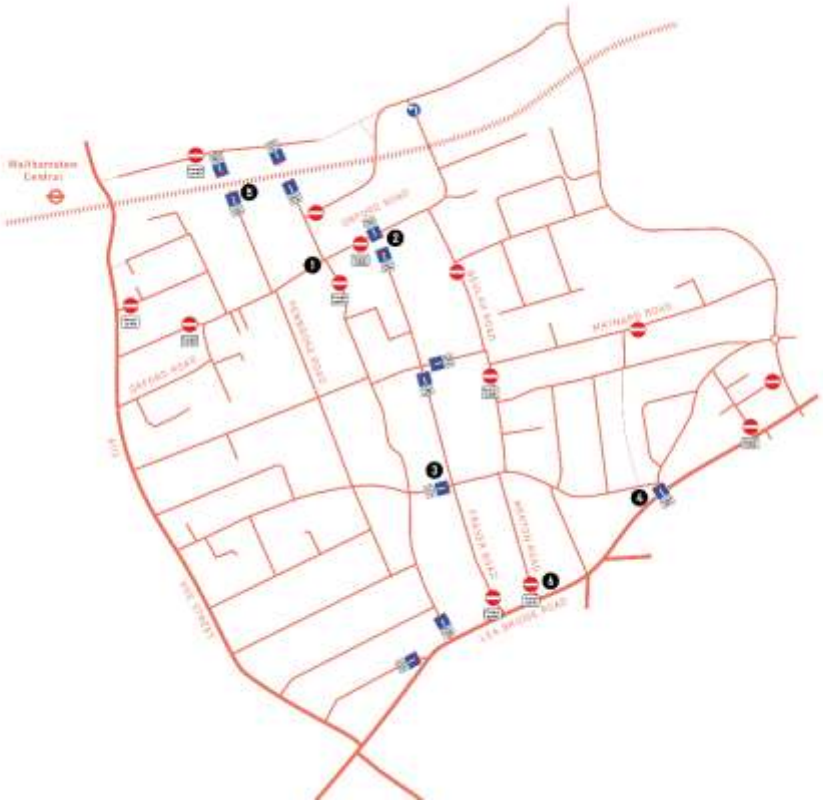
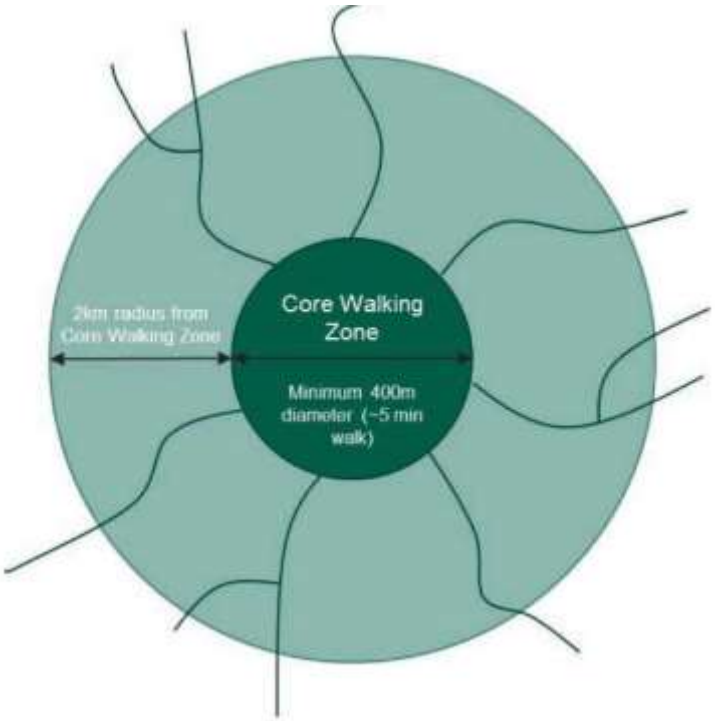


Figure 6-8: Walthamstow Village – example of a 'Low Traffic Neighbourhood' layout

7 Network Planning for Walking

The purpose of Stage 4 is to develop a Network Plan of walking measures accompanied by a series of infrastructure improvements. The main focus of the infrastructure improvements is to upgrade and extend the quality and coverage of the existing walking network. The below figure illustrates how the development of the LCWIP walking network is based upon the identification of 'Core Walking Zones' (CWZ) which represent areas that are expected to contain key walking trip generators and therefore likely to create higher levels of footfall. For the purposes of Faversham's LCWIP, the town centre was identified as the Core Walking Zone. As well as reviewing walking conditions within the CWZ itself, the site audits review conditions on the key walking routes into the CWZ. This ensures that the wider connectivity and permeability of the CWZs is considered during the network development.



7.1 LCWIP Walking Network

The recommended walking network consisted of 11 routes:

- Route 1: Bysing Wood Road – Dark Hill – West Street – Whitstable Road
- Route 2: Ham Road – Broomfield Road – Conduit Street – Bridge Road – St. Mary's Road – Preston Lane
- Route 3: Brogdale Road – Upper St. Ann's Road
- Route 4: Watling Street (A2)
- Route 5: Oare Road – Napleton Road – Stone Street – Preston Street – Chapel Street – Long Bridge – Preston Avenue

- Route 6: Water Lane – South Road – Abbey Street
- Route 7: Ashford Road – Preston Grove
- Route 8: Kingsnorth Road – Athelstan Road
- Route 9: The Mall – Preston Street
- Route 10: Wildish Road – Lower Road – St. Ann's Road – School Road – Briton Road
- Route 11: Love Lane

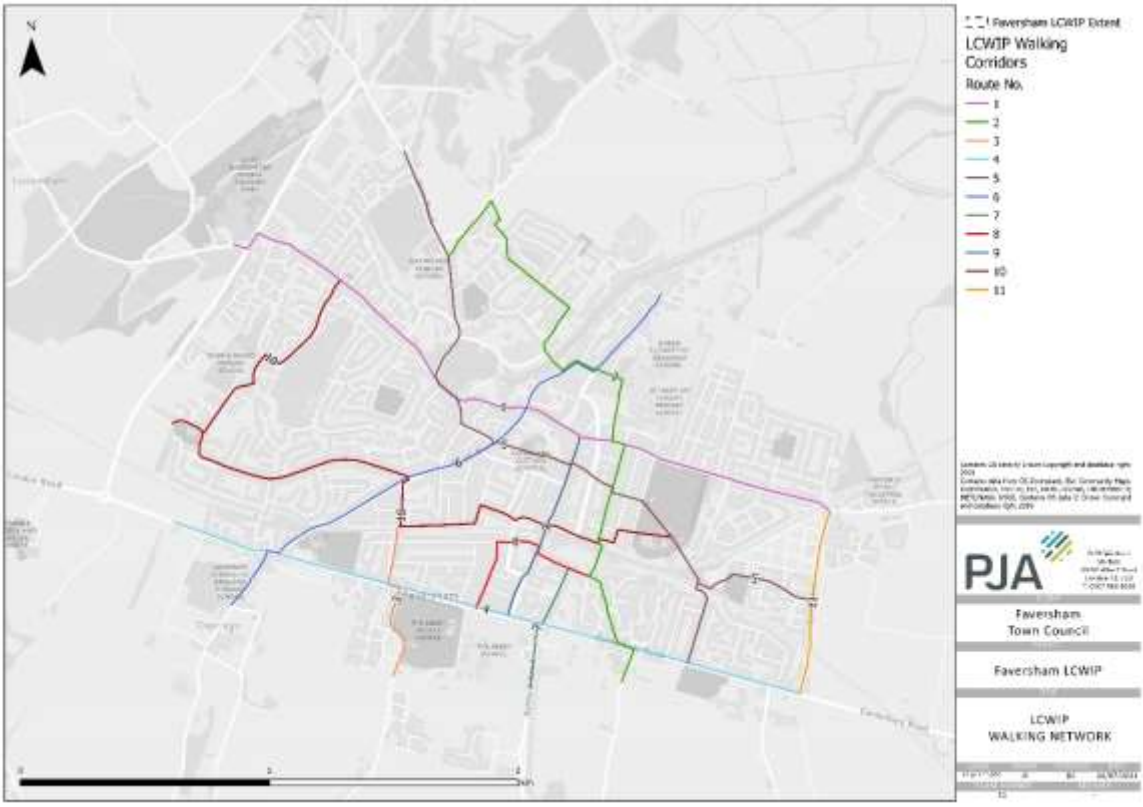


Figure 7-1: Map of recommended LCWIP walking route network

7.2 Walking Route Audit Tool

Having confirmed the Core Walking Routes, each route was then audited on site using the Walking Route Audit Tool (WRAT) methodology set out in the DfT LCWIP process guidance. The walking routes for each zone radiate out from the centre and connect out into surrounding areas based on a 20mins walking distance. Key walking routes were identified ideally radiating in all directions from the Core Walking Zone to ensure that the walking network catered for desire lines in all directions surrounding the zones. Walking audits were undertaken by a combined team of local volunteers and PJA. The Walking Route Audit Tool (WRAT) is divided into several categories for analysis and uses a Red Amber Green (RAG) scoring technique:

- Attractiveness: Considers the impact of maintenance, traffic noise, pollution and fear of crime upon the attractiveness of a route
- Comfort: Reviews the amount of space available for walking and the impact of obstructions upon walking such as footway parking, street clutter and staggered crossings
- Directness: Assesses how closely pedestrian facilities are aligned with the natural desire line and accommodating the crossing facilities are for pedestrians to follow their preferred route
- Safety: Focusses on the impact of vehicle volumes and speeds and interaction with pedestrians
- Coherence: Focuses on the provision of dropped kerb and tactile information for pedestrians

7.3 Audit Results

This section summarises the results from the on-site assessments focussing particularly on the performance of the walking routes against the 20 WRAT scoring factors. Analysis of the factors' results provides a useful indication of the key strengths and weaknesses of Faversham's walking network, and helps to identify the areas for improvement.

Table 7-1: Summary of WRAT results by theme

Theme	Criteria	Average score (out of 2)	Average score (%)
Attractiveness	Maintenance	1.43	72%
	Fear of crime	1.55	78%
	Traffic noise and pollution	1.35	68%
Comfort	Condition	1.24	62%
	Footway width	1.05	53%
	Width on staggered crossings / pedestrian islands/refuges	1.85	93%
	Footway parking	1.80	90%
	Gradient	1.69	84%
Directness	Footway provision	1.59	80%
	Location of crossings in relation to desire lines	1.32	66%
	Gaps in traffic (where no controlled crossings present or if likely to cross outside of controlled crossing)	1.41	70%
	Impact of controlled crossings on journey time	1.95	97%
	Green man time	1.88	94%
Safety	Traffic volume	1.24	62%
	Traffic speed	1.24	62%
	Visibility	1.68	84%
Coherence	Coherence	0.76	38%

The above table illustrates that the highest scoring factors were related to controlled crossing facilities (Impact of Controlled Crossings on Journey Time (97%), Green Man Time (94%) and Width on Staggered Crossings (93%)). However, given the limited provision of controlled crossings in Faversham, these scores are probably not the best reflection of the town's walking network. Other factors that achieved high scores included: Footway Parking (90%) - this is apparently worse at night – the audit was performed during the day, Visibility (84%), Gradient (84%) and Footway Provision (80%).

Figure 7-2: Example of footway parking reducing the footway width (Left – Bysing Wood Road) and wide junction radii prioritise turning vehicles and elongate pedestrian crossing (Right – London Road (A2)

The lowest average scoring factors were: Coherence (38%), Footway Width (53%), Footway Condition, Traffic Volume and Traffic Speed (all 62%). The low scores related to Coherence and Footway Width are particularly important as these factors suggest the basic functionality of the walking network is poor. Narrow footways combined with inconsistent provision of tactile information and dropped kerbs is ultimately not conducive to creating a comfortable and consistent walking network.

Figure 7-3: Example of narrow footway (Left – West Street) and Pedestrian crossing away from desire line (Right – Bramble Hill Road)

7.4 Walking Route Recommendations

The key issues raised in the WRAT for walking routes focussed on the condition and width of footways, and the provision of tactile/dropped kerb information at crossings. These factors combined undermined the continuity of walking routes and the comfort for pedestrians at crossing points. This section presents recommendations for improving conditions for walking based on the WRAT results.

7.4.1 Crossings

The WRAT assessments reviewed the 'Directness' of walking routes and the scores for these assessments were generally acceptable, however there were several important locations in the town where crossings were either missing or not on the natural desire line, for example: Napleton Road/Cross Lane, and The Mall/Forbes Road. Similarly to the recommendations for cycle crossings, the LCWIP will need to consider improving the provision of controlled crossing points on the main walking routes particularly around the town centre and at major junctions. This will help to enhance the continuity of key walking routes and prioritise the walking network over vehicular traffic. The below images provide examples of where the streetscape design embeds the natural pedestrian desire line over the carriageway.

Figure 7-4: Implied crossing provides direct crossing on pedestrian desire line (Left- Downs Road), and example of a raised table crossing in Norwich (Left – Westlegate)

7.4.2 Footway provision

The WRAT tool aims for a clear footway width of 2m (unfortunately this is not feasible in all locations given highways constraints, particularly on more historic streets, including West Street and Preston Street). However, the effective width of footways could still be enhanced by: removing street clutter and excess signage, prohibiting footway parking, providing recessed loading/parking bays to enable local footway widening and addressing issues of poor maintenance to maximise the use of existing footways and path. The examples below therefore focus on enhancements that could be made to maximise the effectiveness of footways even in more constrained environments.

Figure 7-5: Example of clear footway space incorporating SUDs (Left – Crossway) and Recessed loading pads enable footway widening in constrained streetscapes (right – Clapham Old Town)

7.4.3 Continuity

Missing dropped kerbs/tactile information was an issue throughout the town and was further exacerbated by wide side-junction entries which increased crossing distances. Resolving these points in the LCWIP is a critical issue for creating a coherent and continuous walking network in Faversham. The examples below provide examples of side-entry junctions and headway treatments which have prioritised pedestrian desire lines over vehicle movements. This approach will reinforce the LCWIP's movement hierarchy with pedestrian needs as the first consideration.

Figure 7-6: Continuous footway provision (Left – Claylands Road) and Dropped kerb with tactile paving (Right – Sans Walk)

7.5 Severance and Connectivity

Severance was not an issue directly identified by the site auditing however it will be a key consideration in the design recommendations for the LCWIP. The three main severance features in

Faversham are the railway lines, Faversham Creek and the A2 corridor. These features reduce the permeability of the town for walking and cycling and each feature presents its own challenges:

- Railway Lines: the railway lines reduce north-south porosity for walking and cycling, and are a particular barrier to movements from the south-east of Faversham towards Love Lane and the development sites
- Watling Street (A2): there are very limited controlled crossing opportunities along the A2 corridor and consequently the route is a major barrier to north-south movements, and is also unpleasant to use in an east-west direction given the narrow footways and high volumes of vehicular traffic.
- Faversham Creek: The temporary bridge provides the only crossing point over the Creek and therefore a movement bottleneck for those moving through this area. The bridge's footways are narrow, and cyclists are expected to mix with vehicles on the narrow carriageway.

Given the scale of these severance features, a majority of the recommendations below are for major infrastructure improvements which are likely to require significant funding allocations. Nonetheless, addressing the points of severance will be essential in improving walking and cycling connectivity in the town as well as integrating with future development sites.

Figure 7-7: Example of light installation used on railway bridge (Left – Southwark Street) and discreet markings used to highlight disjointed walking route (Right – Hannington Lane)

Figure 7-8: Example of a pedestrian + cycle bridge (Left – Mariabrug) and example of a new bridge incorporating access for steps, lift and ramps (Right – Wallis Road, Olympic Park)

Legibility and wayfinding was also identified during the site audits as an opportunity to further improve the town's walking and cycling networks, and Swale BC has recently commissioned a separate Wayfinding Strategy to explore this subject further.

8 Prioritisation

The purpose of Stage 5 is to establish a prioritised programme for the delivery of the walking and cycling measures identified in Stages 3 and 4 of the LCWIP. The prioritised list of measures should aid future network development by outlining the top priority schemes for delivery. The results can also be used as a mechanism for funding applications or seeking developer contributions towards new walking and cycling infrastructure. As noted previously, LCWIPs are considered to be 'live' documents by the DfT and local authorities therefore should consider updating/revising the prioritisation table to reflect latest developments. The LCWIP methodology includes a suggested approach for prioritising measures however it also emphasises that the methodology should be tailored to the local context.

8.1 Walking and Cycling Measures

Faversham benefits from a pipeline of design measures which have been previously prepared as part of the 20mph scheme and these measures have been incorporated into the LCWIP where applicable. Kent CC also submitted bids to the Department of Transport in August 2021 for funding a 'Mini Holland' for Faversham and to implement further walking and cycling improvements.

Based on the findings from the RST and WRAT audits, design recommendations were made for each cycling and walking route and are summarised in the below plan. As well as developing measures based on the LCWIP networks, the designs have also been categorised based on the type and scale of intervention i.e. footway improvements, new crossing, protected cycle facilities etc (see below). Categorising the design recommendations provides an alternative option for the implementation of schemes, and some local authorities have opted to focus on the delivery of design categories rather than the LCWIP routes. For example, Brighton & Hove City Council used the findings from their pilot LCWIP to deliver a programme of dropped kerb and tactile paving improvements at sites identified in the study area

- **Individual Site Measures** – these measures focussed on individual sites for improvements and were generally focussed around junction improvements, including: provision of dropped kerb/tactile information, raised table treatments, new crossing points, maintenance issues, and footway widening.
- **Link/Corridor Schemes** – measures that would improve conditions for walking and cycling along a whole corridor, such as introducing protected cycling facilities or reviewing side-entry junction treatments along a whole corridor.
- **Area Based Measures** – these proposals targeted a wider neighbourhood/town scale for improvement and were generally focussed on reducing traffic volumes to improve conditions for walking and cycling.
- **Additional Measures** - In addition to identifying discreet design measures to improve both walking and cycling conditions, complementary measures have been identified which would produce more transformational changes in Faversham. These measures would help to reduce

the impact of general traffic on walking and cycling and would help to overcome issues related to severance caused by the railway line and main road network. Given the ambitious scale of these measures, it is likely that they will need to be considered as medium/long-term approaches.

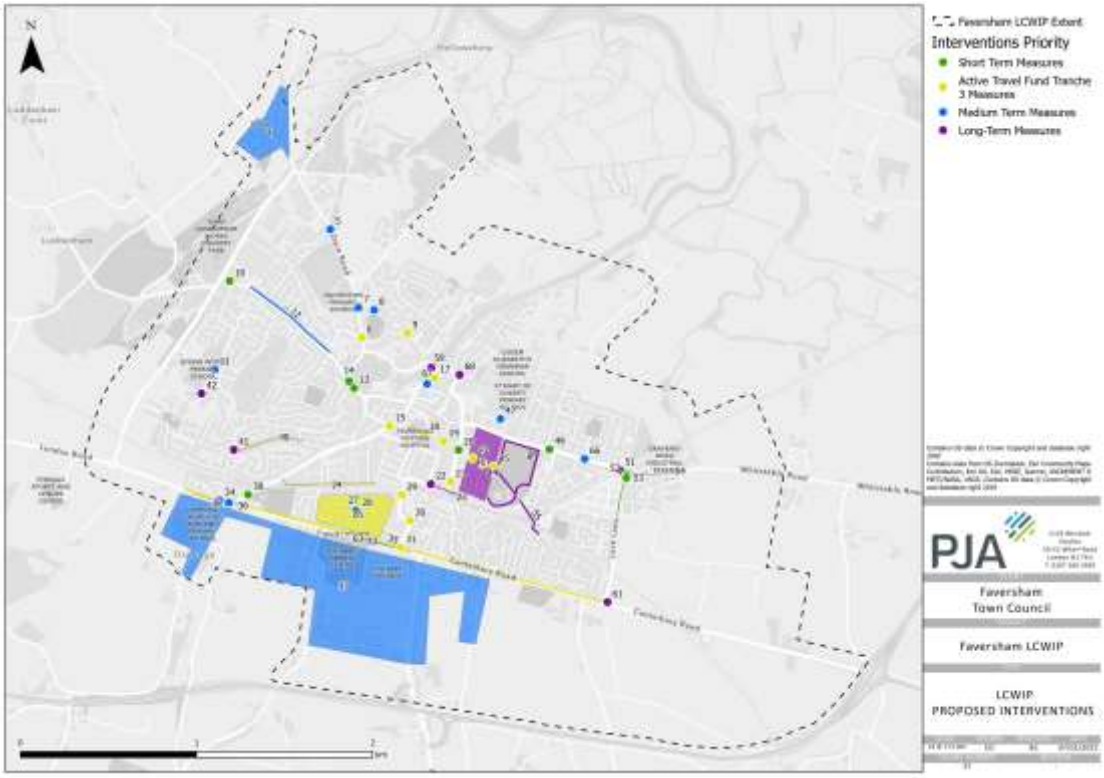


Figure 8-1: Summary of recommended design measures

It was important during the development of measures to ensure that they were co-ordinated with ongoing programmes of work, development sites and funding bids for Faversham. Faversham benefitted from already having a pipeline of design measures which had been prepared previously as part of the 20mph town-wide limit and these were incorporated into the LCWIP's recommendations. Kent CC also submitted a bid to the Department for Transport in August 2021 for 'Mini-Holland' funding for Faversham which applied for just over £1m of funding for the delivery of walking and cycling measures across the town.

8.2 Prioritisation Approach

The schedule of proposed interventions has been developed in the context of town, borough and county council policies and objectives and in line with national guidance. It forms part of Faversham's Local Cycling and Walking Plan (LCWIP). The LCWIP methodology includes a suggested approach for prioritising measures however it also emphasises that the methodology should be tailored to the local context. On this basis, it was agreed with the LCWIP working group that members would rank the recommended design measures based on the below prioritisation factors

The schedule is intended to be dynamic, as circumstance change and more information becomes available. The priorities depend on multiple, sometimes conflicting considerations, with higher ranking for those that:

- Gain further compliance with 20mph and/or were in the original 20mph scheme;
- Have been identified as needed / wanted by the community in feedback to the council;
- Bring multiple benefits to the most number of people, particularly those walking, cycling or using other forms of sustainable transport;
- Represent good value for money (cost versus benefit);
- Have a degree of certainty over funding;
- Are designed in greater detail;
- Are capable of being delivered soonest;
- Have high visual impact and serve as examples of what could be achieved in other places;
- Number of interdependencies with other interventions e.g. changes to Kingsnorth Road junction with Watling Street might depend on land use changes; and/or
- Can be combined with other interventions to reduce costs /disruption. Project plans will need to be developed where multiple interventions exist in one location.

Interventions are grouped into four broad categories, based on the above, ranging from those with pre-existing designs and an identified funding source, through interventions with less well-defined designs / less certainty about the funding source, to concept projects which need further investigation. The schedule is based on a number of underlying assumptions:

The LCWIP and the proposed interventions support:

1 The strategic objectives and policies of Kent County Council, Swale Borough Council and Faversham Town Council, particularly regarding climate change, sustainability, pollution, active travel and transport.
   - the objectives and strategies in the emerging SBC Local Plan and the FTC Neighbourhood Plan
   - The overall policy objectives are to prioritise the needs of people over vehicles and of place over movement.
2 New developments and infrastructure will comply with the latest design standards, particularly with respect to the street scene – currently LTN 1/20 and Manual for Streets 2 – and with the latest guidance in, for example, the Highway Code, including:
   - A speed limit in all new developments of 20mph wherever people and motor vehicles mix
   - New cycling infrastructure to avoid mixing bicycles with pedestrians or motor vehicles
   - New junctions to reduce, rather than maximise, the speed of turning traffic in order to protect vulnerable road users

- New highway works to prioritise the needs of vulnerable road users above other road users
- General presumption that centre-lining will not be replaced

Priority Ranking	Scheme No.	Location	Intervention	Ward	Detail	Design & cost status	Potential funding
1	10	Enhance gateway	Bysing Wood Rd	Priory	Move west of Wildish Road	Detail	KCC
2	49	Crossing	Whitstable Rd	Abbey	@ Jubilee centre developer funded under s278	Detail	Developer
3	13	Crossing	Curtis Way / West St	St Ann's	@ Stonebridge Pond / Westbrook	Detail	KCC
4	14	Improve junction	Dark Hill	Priory	Plus crossing. Tighten junctions on Davington Hill and Stonebridge Way	Outline	KCC
5	20	Crossing	Newton Rd	Abbey	Gatefield Lane: includes parking reconfiguration	Outline	FTC
6	53	Crossing	Love Ln	Watling	New zebra at mini-roundabout by s278	Outline	Developer
7	39	Crossing	Ospringe Rd	Watling	Included in bid for KCC funding 2022/23 cost of £20,500	Detail	KCC
8	2	Extend 20mph	Multiple	Town wide	20mph in all new developments	Concept	Developer
9	57	Drop kerbs, tactiles	Town centre	Abbey	SBC installing in key places in town centre	Concept	SBC
10	65	Wayfinding signs	Town centre	Town centre	Signs with walking / cycling times to key destinations Multiple places	Concept	SBC
11	15	Improve junction	South Rd	St Ann's	Includes crossing @Napleton. End of x-town walking route Does this include cycle crossing?	Detail	ATF T3
12	40	Improve junction	Lower Rd	St Ann's / Watling	Tighten 4 junctions, buildouts, crossings, excludes South Rd	Detail	ATF T3
13	52	Enhance gateway	Whitstable Rd	Abbey	Move planters to Love Lane / Graveney Road	Concept	ATF T3
14	54	Extend 20mph	Love Ln	Watling	Consider with #52 and #53	Concept	ATF T3
15	29	Improve junction	Forbes Rd / Athelstan Rd	Watling	Tighten junction plus resite crossing. Included in bid for KCC funding 2022/23 for £55,000	Detail	ATF T3
16	30	Crossing	The Mall / Forbes Rd	Watling	Raised table and crossing	Outline	ATF T3
17	21	Improve junction	Newton Rd / Solomons Lane	Abbey	Includes crossing	Outline	ATF T3
18	9	Improve junction	Reedland Crescent	Priory	Public realm scheme to improve location - trees, seating, cycle parking	Concept	ATF T3
19	17	Crossing	North Ln	Abbey	Links town centre to North Preston	Concept	ATF T3
20	44	Crossing	St John's Rd	Abbey	Community feedback to say if sufficient, or need modal filter to remove through traffic	Outline	ATF T3
21	45	Crossing	Park Rd	Abbey	Community feedback to say if sufficient, or need modal filter to remove through traffic	Outline	ATF T3
22	43	Crossing	St Mary's Rd	Abbey	Community feedback to say if sufficient, or need modal filter to remove through traffic	Outline	ATF T3
23	24	Modal filter	C'bridge/School rds	St Ann's	Introduce modal filters to address through traffic issues as trial scheme	Concept	ATF T3
24	25	Modal filter	C'bridge/School rds	St Ann's	Full placemaking scheme if trial successful - community corners etc	Concept	ATF T3
25	60	Enhance gateway	Whitstable Rd	Abbey	Enhanced Gateway on Graveney Rd / Love Lane; drop 40/30 speeds to 30/20mph	Concept	ATF T3
26	26	Modal filter	Athelstan Rd	Watling	Buy-in from local community needed. Consider trial then permanent placemaking scheme	Concept	ATF T3
27	27	Crossing	Ethelbert Rd	Watling	School crossing and community corner; Possibly combine with #28 school street	Outline	ATF T3
28	18	Crossing	Bank St	St Ann's	Part of cross town walking route	Detail	ATF T3
29	31	Enhance gateway	The Mall / Watling St	Watling	Includes new crossing @ The Mall; space for community artwork; consider with #35	Outline	ATF T3
30	6	Improve junction	Priory Row	Priory	Junction tightening, road narrowing and others. Corner of Priory Rd?	Concept	ATF T3
31	19	Crossing	Preston St	Abbey		Outline	ATF T3
32	35	Improve junction	Watling St	Watling	Tighten junctions; possibly add modal filters. 5 @£15k	Concept	ATF T3
33	66	Crossing	Whitstable Rd	Abbey	Millfield	Concept	ATF T3
34	70	Crossing	Love Ln	Watling	New crossing at PROW ZF28	Concept	Developer
35	62	Drop kerbs, tactiles	Town centre	Abbey	Install on key desire lines where no other intervention planned. 100 pairs @£2,000/pair	Concept	TBC

Priority Ranking	Scheme No.	Location	Intervention	Ward	Detail	Design & cost status	Potential funding
36	63	Extend 20mph	London Rd	Watling	Around Abbey School, Canute Road etc	Concept	TBC
37	64	Extend 20mph	Canterbury Rd	Watling	Around Ashford Road	Concept	TBC
38	34	Modal filter	Grove Place	Watling	Add modal filter incorporating 2 way cycle access	Concept	TBC
39	36	Extend 20mph	Ospringe St	Watling	Around Ospringe Road / Water Lane etc	Concept	TBC
40	3	Speed cushions	Oare Rd	Priory	Under consideration	Outline	TBC
41	67	TBC	Partridge Ln	Abbey	Investigate desire line to town centre. Link to #17	Concept	TBC
42	68	Crossing	Abbey St	Abbey	Investigate solution for pedestrian crossing	Concept	TBC
43	38	School street	Water Ln	Watling	Ospringe: signs, tactical urbanism, plus engagement, publicity etc	Concept	TBC
44	8	Improve junction	Priory Row	Priory	Raised table @Barnfield Road, possibly pedestrianise	Concept	TBC
45	11	School street	Lower Rd	St Ann's	Kiln Court: signs, tactical urbanism, plus engagement, publicity etc	Concept	TBC
46	7	School street	Priory Row	Priory	Davington: Signs, tactical urbanism, plus engagement, publicity etc	Concept	TBC
47	47	School street	St Mary's Rd	Abbey	Orchard Place: Signs, tactical urbanism, plus engagement, publicity etc	Concept	TBC
48	4	Extend 20mph	Oare	Oare PC	Oare Parish Council to decide	Concept	TBC
49	28	School street	Ethelbert Rd	Watling	Ethelbert: Signs, tactical urbanism, plus engagement, publicity etc	Concept	TBC
50	5	Enhance gateway	Oare Rd	Priory	Consider with other Oare Road	Outline	TBC
51	12	Cycleway	Bysing Wood Rd	Priory	Priory Rd or Dark Hill? Part of NCN 1. identify route alignment to town centre; cycleway on Bysingwood Rd not LTN1/20 compliant (side junction crossings)	Concept	TBC
52	33	Improve junction	Canute Rd	Watling	No left turn, junction tightening and or no entry. Include Kingsnorth Rd Consider with #32	Concept	TBC
53	32	Crossing	Abbey School	Watling	@ Abbey School; combine with modal filter on Canute Road?	Concept	TBC
54	37	Extend 20mph	South of Watling St	Watling	Extend 20mph south of A2. Confirm 20mph on Perry Court & other new developments	Concept	TBC
55	23	Public realm	Station Rd	Abbey	"New Faversham Entrance". Access to station, bridge, St Mary's, Preston St	Concept	TBC
56	41	Modal filter	Lower Rd	St Ann's	Remove barrier to cycling @Judd Road	Concept	TBC
57	55	Remove severance	Long Bridge	Abbey / Watling	Potentially iconic; possibly expensive; detail design for cycling as well as walking?	Concept	TBC
58	42	Modal filter	Hazebrouck Rd	St Ann's	Remove barrier to cycling / walking @Kiln Court	Concept	TBC
59	48	Cycleway	Recreation ground	Abbey	Review existing cycle access; upgrade existing paths to permit cycling	Concept	TBC
60	46	Modal filter	St Mary's Rd	Abbey	Incl. St John's / Park Rd. Need community buy-in. 3 filters: trial then permanent placemaking scheme	Concept	TBC
61	69	Improve junction	Watling St	Watling	Additional junction tightening (lower priority) 5 @£15k	Concept	TBC
62	22	Crossing	Station Rd	Abbey	Upgrade existing zebra crossing at Station on to table top Gulleys in good location	Concept	TBC
63	51	Cycleway	Whitstable Rd	Abbey	Add cycle/footpath to existing railway bridge	Concept	TBC
64	56	Improve junction	Multiple	Town wide	Check junctions that need tightening (other than specific jns)	Concept	TBC
65	58	Drop kerbs, tactiles	Multiple	Town wide	Install on other desire lines without other interventions say 150 pairs at £2,000 per pair.	Concept	TBC
66	16	Modal filter	East St	Abbey	Allow west-east cycling	Concept	TBC
67	59	Remove severance	Swing Bridge	Abbey / Priory	Major project - must include benefits for cycling and walking	Concept	TBC
68	61	Improve junction	Love Ln / Watling St	Watling	Traffic lights to include pedestrian and cycle phase	Concept	Developer
69	50	Crossing	Whitstable Rd	Abbey	Enhance existing - move to desire line and upgrade to zebra	Concept	TBC

Table 8-1: LCWIP Recommended Measures

9 Recommendations

9.1 LCWIP Recommendations

The LCWIP has developed a comprehensive set of design measures which would improve conditions for walking and cycling across Faversham, and also integrated with future development sites. The recommended measures have also been prioritised and therefore provide a clear strategy for delivery over the next ten years.

It is recommended that the LCWIP is considered in all future developments and applications in the town which either directly impact upon the LCWIP networks or are likely to affect conditions for walking and cycling in general. Whilst the LCWIP has developed measures only for the LCWIP network, a majority of these recommendations could be adopted and applied to sites across the town to further improve the town's walking and cycling conditions. It is also recommended that the LCWIP is integrated with ongoing strategies and policies in the town, including the Faversham Neighbourhood Plan and further development of the 20mph town-wide speed limit.

Figure 9-1: Looking north along Preston Street

Local Cycling and Walking Infrastructure Plan