

Active Travel Initiative 2026

Progress Update – May & June 2026

Planning for Faversham Town Council's Active Travel programme for May and June 2026 is progressing well. The initiative will promote walking throughout May and cycling throughout June, encouraging residents and visitors to choose healthier, more sustainable ways to travel while exploring Faversham.

Promotional Leaflet

Work is underway on a tri-fold DL leaflet (1,000 print run), which will act as the central promotional tool for the programme. Content is currently being gathered to ensure comprehensive coverage of all walks, cycling activities and supporting information. The leaflet is scheduled for print by 20th March, enabling distribution at the Easter Fair.

The design approach will be bright, welcoming and family-friendly, incorporating green tones as a subtle nod to environmental messaging. The leaflet will promote the core messages of the campaign:

- Choosing walking or cycling instead of driving
- Supporting environmentally friendly travel
- Improving health and wellbeing
- Encouraging people to get active while exploring beautiful Faversham

The leaflet content will include:

- Organised walks in May, including third-party events such as a Bat Walk and Bee Trail
- Cycling activities in June, including a Family Bike Ride organised by Faversham Rotary Club
- Walking routes in and around Faversham (Food Trails, Town Trails and local walking spots)
- Cycle routes and bicycle parking locations
- Accessible opportunities for wheelchair users
- Promotion of the Hopper Bus as part of sustainable travel options
- Details of the ECO Fair on 21st June (awaiting this from Samuel Brookfield SBC)
- Pop-up activities
- A QR code linking to a dedicated page on the FTC website with full event details

A map may also be incorporated, subject to final confirmation of activity locations.

ECO Fair – 21st June

The ECO Fair on 21st June will play a significant role in promoting cycling as part of the June programme. A range of cycling-focused activities are being planned, including opportunities to access free bikes and free bike repairs. These elements will strongly reinforce the campaign's message around sustainable travel and provide practical support to residents wishing to take up or return to cycling. Faversham Town Council have a stall at this event promoting Active Travel. If any of the Active Travel Committee would like to also attend please let Claire – Event Officer know.

June Cycling Highlight – Pedal Powered Scalextrics

A key attraction for the June cycling programme is the proposed Pedal Powered Scalextrics event, booked for 7th June 2026 at Faversham Market and supplied by Outspoken Cycles.

The quote (Reference QU-19297) includes staffing, travel, two bikes, full track setup, leaderboard, and event management from 10:00–16:00.

Total cost (including VAT): £982.80

This interactive activity aligns strongly with the cycling promotion theme and is designed to engage families and encourage participation in a fun, visible way within the town centre.

This quotation is attached for discussion and authorisation by the Active Travel Committee.

Outspoken!

Cycles

QUOTE

Faversham Town Council
12 Market Place
Faversham
Kent
ME13 7AE
GBR

Date
25 Feb 2026

Expiry
27 Mar 2026

Quote Number
QU-19297

Reference
Pedal powered Scalextrics
7th June 2026

VAT Number
152524627

Outspoken Cycles
The Bike Depot
140 Cowley Road
Cambridge
CB4 0DL
CAMBRIDGESHIRE

Description	Quantity	Unit Price	VAT	Amount GBP
Pedal Powered Scalextrics, 10:00-16:00, 7th June 2026 @ Faversham Market.	1.00	819.00	20%	819.00
Includes one member of staff, travel, two bikes, track and leaderboard.				
Parking for van (height 2.6m) on site is required. Set up 2 hours prior and pack down straight after.				
Staff member will require a short break in the day.				
Subtotal				819.00
TOTAL VAT 20%				163.80
TOTAL GBP				982.80

Terms

Please see our separate terms and conditions. To request a copy please contact us at team@outspokencycles.co.uk