

## Strategic Working Group Minutes

Thursday 3<sup>rd</sup> July 2025

Present: Cllrs Rowlands, Eyre, Saunders

Apologies: Cllr C Martin

1. Election of Chair and Vice Chair

Cllr C Martin was elected Chair and Cllr Eyre was elected Vice Chair.

2. Minutes and Matters Arising

Minutes noted

3. CIL – S106

**Recommendation:** To write to Swale Borough Council to ask them to adopt the Community Infrastructure Levy.

**Recommendation:** That the Strategic Working Group is responsible for collating a Section 106 wish list.

4. Budget 2026-2027

**Recommendation:** The Strategic Working Group starts working on a questionnaire via email, for consideration at the Policy and Resources Committee on 1<sup>st</sup> September.

5. Shape the Future 1: Travel Habits Report

The outcome report was noted which showed a strong argument to link with Canterbury and Thanet (Appendix A)

6. Shape the Future 2: Facilities in Faversham

The newsletter containing the survey will be delivered w/c 14<sup>th</sup> July, we have received 100 responses online to date.

7. LGR Motion – Next Steps

**Recommendation:** To write to Swale Leader and CEO to advise the town council's preferred model and advise the public including a questionnaire, to be agreed via email.

8. KALC Survey

Responses were agreed for the KALC LGR survey and will be submitted due to the deadline.

9. LGR Meetings - Update

The Oare Gunpowder Works visitor centre will be next on the list for transfer from SBC. The draft LGR report was considered and a request for information on Medway and Kent's debt to be included.

**Recommendation:** To host a meeting with chairs and clerks from parishes in the East Downs on Tuesday 2<sup>nd</sup> September (NB neither the Town Clerk nor Deputy Town Clerk are available this date).

10. Date of Next Meeting

Tuesday 19<sup>th</sup> August 2.30pm (virtual)

## **APPENDIX A**

### **Report: Travel Patterns of Faversham Residents — East vs. West**

Faversham Town Council is committed to ensuring that the voices of residents are heard as we look towards the future of our community. Over the next few months, we will be conducting a series of surveys to gather your insights on various topics that will help guide the town council's decisions, particularly regarding local government reorganisation. Your feedback is essential in shaping the way services and resources are managed within our town.

This report analyses the data from the town council's first survey, which was open from February to April 2025 and featured in Faversham Town Council's Spring Newsletter. The survey "Shaping Our Community's Future" asked a series of questions to help analyse the travel patterns among Faversham residents.

The primary focus is to determine whether residents are more likely to travel eastward toward Canterbury or westward within the county (e.g. Sittingbourne, Medway, Maidstone). The survey received 448 responses.

#### **1. Healthcare Travel Patterns**

- **GP Surgery Location (Q1):**
  - 89% of respondents are registered with a GP in Faversham.
  - Only 4.25% use a surgery in Sittingbourne (west).
  - Just 1.34% use a surgery in Whitstable (east).
  - **Conclusion:** Residents overwhelmingly use local healthcare; limited routine east- or west-bound travel for GP services.
- **Hospital Attendance (Q2):**
  - **52.7%** of respondents attended **Kent and Canterbury Hospital** (east).
  - **13.5%** attended **William Harvey Hospital** in Ashford (east).
  - Only **4.0%** went to **Medway Hospital** and **1.9%** to **Maidstone** (both west).
  - **Conclusion:** There is a significant tendency to travel eastwards for hospital services, especially to Canterbury.

#### **2. Work and Education Travel Patterns**

- **School Attendance (Q4):**
  - **64.2%** of children attend school in Faversham.
  - **23.4%** attend school in **Canterbury**.
  - **8.5%** in **Sittingbourne**, with negligible numbers in other westward towns.
  - **Conclusion:** Canterbury is a more common school destination than Sittingbourne, suggesting an eastward skew.
- **Work Locations (Q3):**

- While specific figures are not shown, anecdotal data suggests a wide range of workplace locations including home-based working.
- **Further detail needed** to draw robust conclusions, though the pattern may reflect similar travel habits as healthcare and education.

### **3. Retail and Leisure Travel Patterns**

- **Shopping Habits (Q5):**
  - **81.8%** shop in **Canterbury**, compared with **17.3%** in **Sittingbourne**.
  - **Ashford (12.8%)**, **Bluewater (17.3%)**, and others trail behind.
  - **Conclusion:** Canterbury is by far the dominant secondary retail centre after Faversham itself.
- **Leisure Activities (Q6):**
  - **16.2%** visit Canterbury for leisure, compared to **4.3%** for Sittingbourne.
  - Faversham dominates at **70.3%**, followed by Canterbury.
  - **Conclusion:** When travelling out of town for leisure, residents favour Canterbury.

### **4. General Time Spent Outside Faversham (Q7)**

A total of 322 residents responded, offering open-ended answers which have been analysed to determine the geographic direction of travel—particularly focusing on whether residents tend to go east or west.

#### **Directional Summary**

<b><u>Direction</u></b>	<b><u>Common Destinations</u></b>	<b><u>Approx. Frequency</u></b>	<b><u>Observation</u></b>
<b>East</b>	Canterbury, Whitstable, Herne Bay, Thanet, Margate	Very High (200+ mentions)	Dominant direction of travel
<b>West</b>	Sittingbourne, Medway, Maidstone	Low (15–20 mentions total)	Secondary/occasional use
<b>North/London</b>	London, Bexley, Rochester	Moderate	Work/family connections
<b>South</b>	Ashford, Folkestone	Some (15–20 mentions)	Less than east, more than west

### **Summary & Conclusion**

The data strongly indicates that **Faversham residents are more inclined to travel eastward, particularly to Canterbury**, for:

- Hospital appointments

- Secondary education
- Shopping
- Leisure activities

By contrast, travel westward (e.g. to Sittingbourne, Medway, or Maidstone) is significantly less frequent across nearly all categories.

### **Implications**

- **Transport planning and infrastructure investment** should prioritise links between Faversham and Canterbury.
- **Service coordination** (e.g. NHS, education) should consider Faversham's eastward alignment.
- Future community strategies (e.g. housing, leisure) could explore ways to increase self-sufficiency or reduce dependency on Canterbury.

### **Next Survey**

Faversham Town Council's second survey will ask residents how important various services and community assets in Faversham are to them. This will be sent to all residents in the Summer Newsletter, but will also be available to complete online.

Town Clerk  
May 2025