Faversham Town Council

Local Cycling and Walking Infrastructure Plan

September 2025

Berendt Consulting Ltd

Version Control and Approval

This update has been drafted by Berendt Consulting Ltd, based on the original LCWIP prepared by Phil Jones Associates in October 2022. Once the changes are approved by Faversham Town Council, Swale Borough Council and Kent County Council, it will become the definitive version of the LCWIP unless and until superseded by further versions. Any major updates to this version will be submitted for approval to the above authorities.

This version is written in the early stages of a new UK Government, at a time when future policy directions have a degree of uncertainty.

Prepared for

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1. Introduction and summary

1.1. Objectives

This Local Cycling and Walking Infrastructure Plan (LCWIP) identifies interventions needed to meet the current and future transport and movement objectives of Faversham, as outlined in Faversham's Neighbourhood Plan. Aim 4: "To promote sustainable transport and active travel, including cycling and walking" is the key aim for this LCWIP. It should also contribute towards meeting many of the other aims, by enabling greater numbers of people to make journeys sustainably in Faversham, principally wheeling, walking or cycling.

1.2. Interventions summary

A list of over 100 interventions (proposed or implemented) aimed to deliver the above objective is contained at 7. Appendix 1: Interventions tables and grouped as follows:

1.2.1. East West cross town walking route

Implemented in 2024/25 with funding from Active Travel England, a variety of crossings, junction tightening and continuous pavements has significantly improved the walking and wheeling experience for those accessing the town centre from the Recreation Ground in the east to Lower Road in the west.

1.2.2. Other interventions already implemented.

Other junction improvements and crossings have been implemented using funds from a variety of sources, including developer funding.

1.2.3. North South active travel route

The next priority for this LCWIP is to improve the route from North Preston, via the town centre to the A2 for those walking or wheeling. Like the East West route, it includes junction improvements, wider and continuous pavements and improved crossings. Funding has been sought from Active Travel England.

1.2.4. Future interventions

A further 70+ interventions are listed; priorities and timing depend on resource availability.

1.3. Key Stakeholders

Faversham Town Council (FTC) leads the LCWIP with support from Swale Borough Council (SBC), Kent County Council (KCC) and local stakeholders, all represented on the FTC's Active Travel Advisory Group which co-ordinates the LCWIP's development and reports to the FTC's Active Travel Committee.

1.4. Relationship with other policies and strategies

As well as contributing towards the aims of FTC's developing Neighbourhood Plan other relevant documents include SBC's Local Plan and LCWIP and KCC's Local Transport Plan and countywide KCWIP. A subset of proposed interventions is included in FTC's Highways Improvement Plan.

This LCWIP includes reference to a series of recommendations to improve sustainable travel between Faversham and nearby communities. These are contained in a document entitled "Parishes to Town report" and summarised at 2.2.8 Parishes to Town study recommendations with more detail in Appendix 2: .

1.5. Methodology

The LCWIP was developed using the Department for Transport's six stage methodology:

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

2. Study Context

2.1. National Policy Context

2.1.1. Gear Change and LTN 1/20

The national policy context for active travel changed significantly in recent years with the UK's Department for Transport (DfT) 'Gear Change' and revised Local Transport Note 1/20 'Cycle Infrastructure Design'. These significantly change transport planning and design in the UK by prioritising measures that enable walking wheeling and cycling and endorsing LCWIPs as a delivery mechanism.

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

(Gear Change, 2020)

As well as receiving COVID-19 emergency funding to implement the town-wide 20mph scheme, funding of £1m from Active Travel England enabled KCC and FTC to implement a series of interventions to improve the East-West walking route from Faversham Recreation Ground to Lower Road. Further detail is in section 5.3.1 and Table 4 of Appendix 1.

2.1.2. Current context

Subsequently, the DfT revised its guidance and withdrew specific funding for Active Travel. With continued uncertainty about national priorities for Active Travel, consider a variety of funding sources – national and local – for future interventions.

2.1.3. Local Cycling and Walking Infrastructure Plans (LCWIP)

LCWIPs identify priority investments in new infrastructure over the short, medium and long-term to support more people making journeys sustainably. Issued in 2017, the DfT guidance sets out the process as part of its Cycling & Walking Investment Strategy (CWIS). A fundamental aim of an LCWIP is to help meet the government's targets for journeys undertaken sustainably.

Key stages in the LCWIP:

1) Understand existing or forecast travel needs and patterns.
2) Evaluate existing conditions for active travel.
3) Identify interventions to improve those conditions to meet travel needs.

Main outputs:

- A network plan for walking and cycling with preferred routes and core zones for further development.
- A prioritised programme of infrastructure improvements for future investment; and
- An analysis to support the above.

LCWIPs should be 'live' documents, updated to reflect national and local changes – policy changes, new development sites, funding opportunities and additional routes – to ensure delivery of a consistent high quality of walking and cycling infrastructure.

While walking as well as cycling improvements were always in the DfT guidance, later versions lay greater stress on walking and on the need for inclusivity for those with specific needs or those living in more deprived communities. This has been emphasised by the Transport Secretary

"We want to make sure that the funding is delivered where it's needed … rather than where they've got the best bid writers."

Louise Haigh September 2024

2.1.4. National Planning Policy Framework (NPPF)

The NPPF[1] sets out Government planning policies for England and their application, including an increased focus on design as recommended by the Building Better Building Beautiful Commission "Living with Beauty" report. Local development plans and planning decisions must consider the NPPF's ***'presumption in favour of sustainable development'***.

Of particular relevance:

[1] The new Government is expected to make as yet unknown changes to the NPPF.

- Chapter 9 'Promoting sustainable Transport', Paragraph 110 on the design of streets, parking areas, other transport elements and associated standards need to reflect the National Design Guide and the National Model Design Code.
- Chapter 9, Paragraph 106 refers to LCWIPs providing attractive and well-designed walking and cycling networks.
- Chapter 8 'Promoting healthy and safe communities' recommends promoting social interaction with '*street layouts that allow for easy pedestrian and cycle connections within and between neighbourhoods, and active street frontages'.*

2.1.5. National Model Design Code (2021)

The NMDC, which informs local design guides and codes, places local communities at the heart of plans for new developments to reflect the history and unique character of their areas. The code places great weight on Manual for Streets and Manual for Streets 2 as good practice on street design. Paragraph 58 outlines '*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. KCC Transport strategy and Local Transport Plan (Draft LTP 5)

KCC has identified an approach of "Vision and Validate", which aims to place people and communities rather than movement at the heart of its transport strategy. In direct contrast to its previous strapline of "Keep Kent moving", the latest draft LTP5 reflects this new approach and places active and sustainable travel at the forefront of its transport solutions across the county. For districts such as SBC, the LCWIP is key for documenting efforts to increase walking and cycling.

2.2.2. KCC Active Travel Strategy (2017) and Cycling and Walking Infrastructure Plan (KCWIP)

This strategy aims to 'make active travel an attractive and realistic choice for short journeys in Kent'. As well supporting the ambitions of the DfT and Active Travel England and complementing other KCC plans and policies the strategy supports District level Cycling Strategies and Air Quality Management Plans. KCC has set the following targets:

- 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%.

The KCWIP complements town and district level LCWIPs; in the case of FTC, **the primary document remains this LCWIP**.

2.2.3. SBC draft Transport Strategy 2022-2037 (2021)

The Borough's draft Transport Strategy reflects the pressures created by the proposed 13,000 new homes and 10,900 new jobs in the Borough by 2037, as well as responding to SBC's climate and ecological emergency declaration in 2019. The Transport Strategy will ensure that 'sustainable and active travel becomes a real choice 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 with six overarching objectives:

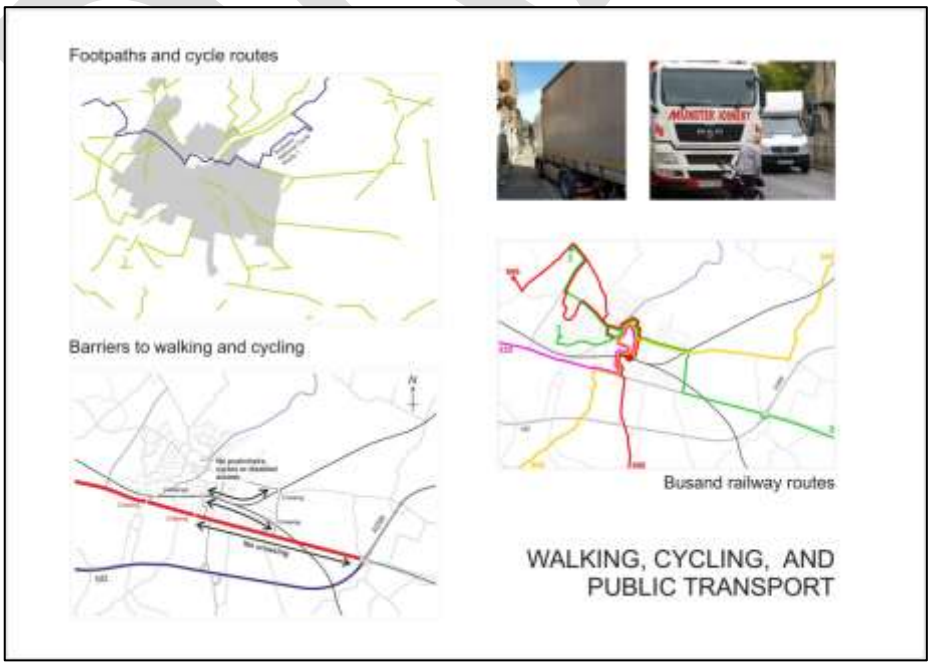
- Promote active and sustainable travel enabling residents to take up these modes
- Reduce and mitigate the impact of poor air quality related to transport (strive for net zero)
- Improve journey time reliability and resilience across the transport network
- Support economic growth and development projected in the local plan review
- Consider the needs of all users across the transport network
- Substantially reduce road casualties and to progress towards zero killed and seriously injured (KSI) casualties (Vision Zero)

The LCWIP will support and complement the Transport Strategy.

2.2.4. Active Travel priority in Swale

Active Travel is a priority in SBC's Corporate Plan and currently has the only dedicated active travel officer within a second-tier council in the county. FTC is the only town council in Kent with an Active Travel Committee and its own LCWIP.

2.2.5. Faversham Neighbourhood Plan (FNP)



Neighbourhood Plans enable communities to plan for growth and change. The LCWIP supports and complements the developing FNP[2], particularly '3.4 Movement and Sustainable Transport'.

2.2.6. KCC Highways Improvement Plan (HIP)

KCC offers local communities, particularly parish councils the opportunity to bid for funds for a few low-cost interventions to improve the local road network. With FTC's focus on active and sustainable travel, the HIP is therefore a subset of its LCWIP, highlighting specific interventions align with KCC's Active Travel objectives. The HIP is a separate document to this LCWIP.

2.2.7. Faversham 20mph Scheme (2020) and feedback on future interventions

A town-wide 20mph speed limit adopted in 2020 and covering 83% of streets in Faversham aims to make the town safer, cleaner and healthier. Seen as a first step in enabling more walking and cycling, the LCWIP prioritises interventions that increase compliance with 20mph in key places, such as Newton Rd, South Rd, Oare Rd, North Lane and Lower Rd.

Following the implementation of the 20mph scheme, FTC asked local residents and businesses about making Faversham's streets 'Healthier, Safer and Cleaner'. With over 1,000 contributions, the feedback provides a comprehensive body of information on travel behaviours, feedback on the 20mph scheme, support for walking, wheeling and cycling proposals, air quality, and key improvement areas.

The feedback identified four themes for improvement:

- Extending 20mph to more streets, particularly Love Lane and Watling St[3], which increasingly form a central part of the Faversham as a consequence of developments to the south and east of the town;
- Slower traffic to make it safer and easier for vulnerable road users to walk and/or cycle;
- Improved crossing points; and
- Streetscape improvements.

[2] Faversham Neighbourhood Plan currently subject to local referendum.
[3] "Watling St" refers to interventions across the whole of London Road, Canterbury Road or Ospringe St.

2.2.8. Parishes to Town study recommendations[4]

SBC Eastern Area committee commissioned this study to explore options for increasing walking and cycling between Faversham and the surrounding communities as a complement to the LCWIP. The recommendations are in two categories:

- General measures, covering all or most parishes; and
- Specific interventions to add or improve connections with specific communities

3. The recommendations of the study are summarised here, with more details in Appendix 2: "Parishes to Town" project summary and recommendations

. The full report is held by Faversham Town Council.

3.1.1.1. General measures

- KCC and SBC to develop a Quiet Lanes or Quiet Ways project for all communities to reduce traffic speed and volumes on rural lanes.
- KCC to implement lower speeds limits of 30mph / 40mph on rural roads and 20mph in villages and on the narrowest lanes.
- Highways Improvement Plans to include specific interventions.

3.1.1.2. Specific interventions

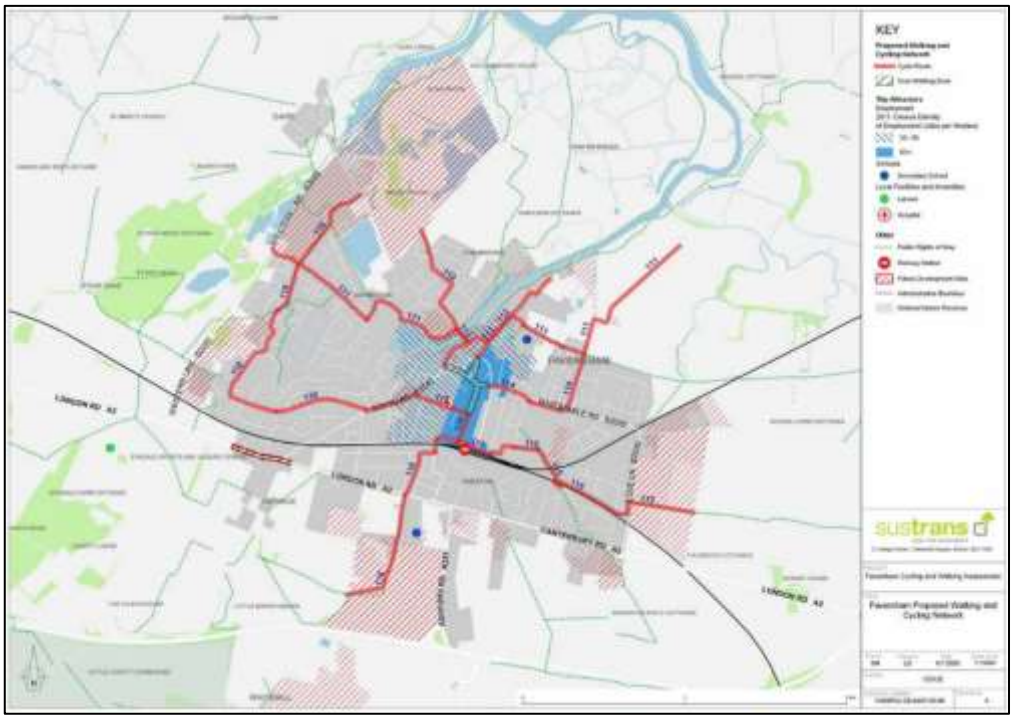
Appendix 1: Interventions tables is a detailed list of proposed interventions. The LCWIP includes those within the FTC boundary with Parish Councils delivering other interventions.

- Oare: given the close proximity of the community to Faversham, include interventions to promote walking and cycling within the Faversham LCWIP.
- Teynham: Improving the cycle route along Lower Rd is both possible and could generate significant amounts of people cycling. Of particular importance is that Teynham lies on the strategic cycling route to Sittingbourne. Sustrans is producing a feasibility report. Further recommendations will depend on that output.
- Painter's Forstal: a set of detailed interventions to increase walking and cycling into Faversham
- Boughton: existing demand and future demand for cycling is considerable, not least because it lies on the strategic route to Canterbury. SBC, FTC and Boughton Parish Councils to agree which routes to develop further.
- Graveney and Goodnestone. For cycling, upgrade NCN1 from Seasalter Beach to Faversham Creek. For walking, a number of interventions to improve connectivity between the two villages and into Faversham. Improvements to the Graveney Rd will help both walking and cycling.

[4] Subsequent to the Parishes to Town study, a community bus scheme was started in 2024. This is an important complement to active travel measures by reducing reliance on motor vehicles.

– Specific interventions in other locations have lower priority due to lack of proximity to Faversham, lower populations, or less community support.

3.1.2. Sustrans' Audit



The LCWIP considers the 2020 Sustrans walking and cycling audit results.

4. LCWIP Methodology

The DfT guidance for LCWIPs:

1. Be evidence-led and comprehensive;
2. Have a pipeline of investment, ideally over ten years;
3. Deliver a complete and coherent walking and cycling network, particularly core walking zones;
4. Increase walking and cycling: focus on places with highest demand; and

5. Consider over travel demand, irrespective of current mode.

In Faversham, the historically compact nature of the town means a significant overlap of cycling and walking components. Newer developments, present additional challenges and increase the need for developing other sustainable travel options, particularly cycling.

Table 1: LCWIP stages

LCWIP Stage	Name	Description
1	Determine Scope	Establish the geographical extent of the LCWIP, and arrangements for governing and preparing the plan.
2	Gather Information	Identify existing patterns of walking and cycling and potential new journeys. Review existing conditions and identify barriers to walking and cycling. Review related transport and land use policies and programmes.
3	Network Plan (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 Plan (walking)	Identify key trip generators, core walking zones and routes, audit existing provision and determine the type of improvements required.
5	Prioritise	Develop a phased programme for future investment.
6	Integrate and apply	Integrate outputs into local planning and transport policies, strategies and delivery plans.

4.1. Stage 1: Determining Scope



The DfT guidance recommends that LCWIPs concentrate on more urban settlements, with typical trip lengths of up to 10km for cycling and 2km for walking. Stage 1 establishes the LCWIP's geographic scope, as follows:

- Walking + Cycling Catchment Areas use Isochrones to provide a sense of scale for walking and cycling.
- Key Developments: Plotting new developments, particularly major housing and employment sites and their relationship to the existing settlement is essential for assessing the impact on trip generation and distribution.
- First Impressions: Providing a summary of first impressions helps

4.1.1. Walking + Cycling Catchment Areas

Catchment area plans use straight lines to indicate distances and adjusted to take account of the various severance features impacting permeability and journey times.

Until recently, Faversham was a small and compact town with a historic core alongside the Creek, flowing into the Swale Estuary. Recent and future developments around Faversham will materially affect movement patterns and modes used in and around the town. The town's population has increased by about 6% from 19,000 in 2011 to 20,000 in 2021 and is likely to increase further in the coming years. While much of the town's population has lived within a 20-minute walk of the town centre, some of the new developments are further away, making walking less realistic. There is an urgent need to develop cycling and public transport alternatives for these communities.

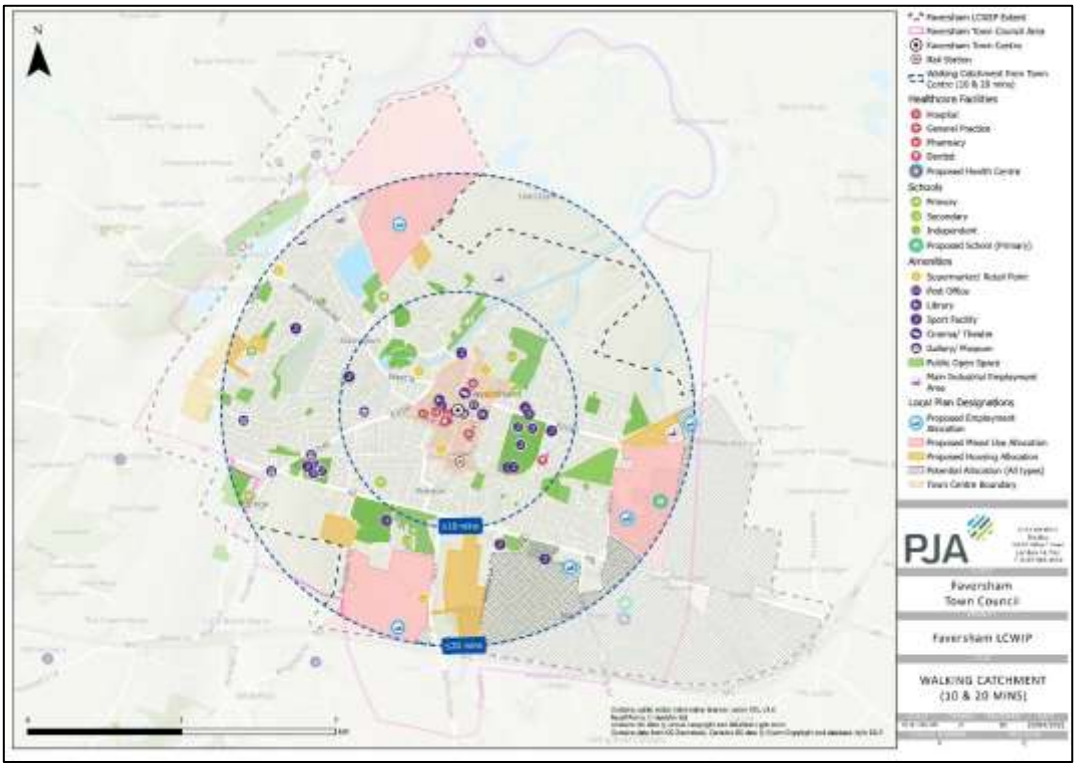


Figure 1: 20-minute walking catchment area from Faversham Town Centre

Most of Faversham is within a 10-minute cycle of the town centre, with local settlements such as Teynham, Boughton-under-Blean, Graveney and Selling all within 20 minutes. The Parishes to Town project complements the LCWIP, showing possible routes between Faversham and surrounding settlements. It includes adding to the existing National Cycle Network (NCN) Route 1, to link Faversham with Sittingbourne, Whitstable and Canterbury.

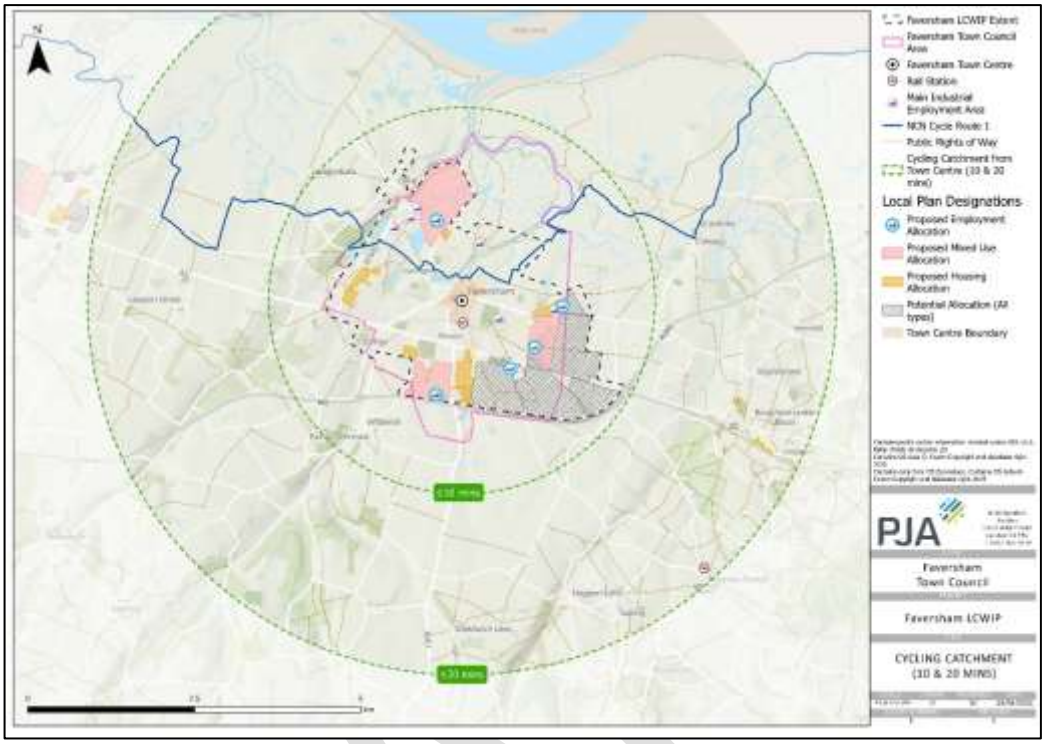


Figure 2: 20-minute cycling catchment area from Faversham town centre

4.1.2. Key Developments

Work on SBC's new Local Plan is starting and may result in a significant volume of residential units outside the historic footprint of Faversham. Understanding the location of developments and likely desire lines helps to future proof the LCWIP. Indicative desire lines to/from newly built and potential developments highlight the need to solve the severance issues, particularly to the south and south-east of the town centre and is a key consideration when seeking funding sources.

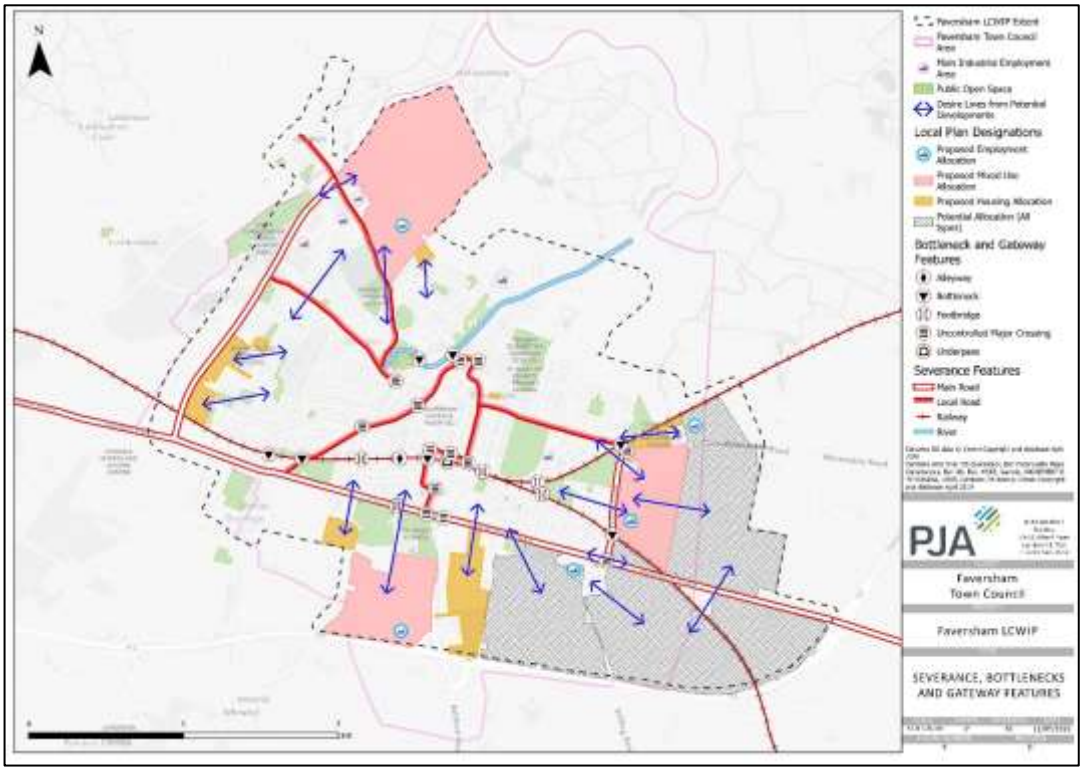


Figure 3: New and Potential Development Sites and Movement Patterns

4.1.3. First Impressions

Walkability: The historically compact nature of Faversham, with its dense urban network made it inherently walkable, a state which the new developments challenge. Reducing motor vehicle usage in the town centre could enhance some streets and alleys within the town for pedestrians.

Historic Streetscapes: Faversham's network of streets with high-quality public realm in its historic town centre – The Market Square, West St, East St, Napleton Rd and Court St – are high-quality streetscapes which combine sensitive heritage materials with low-traffic conditions.

Cycling Network: despite the limited and substandard cycle infrastructure, people of all ages already use bikes in the town.

Severance + Connectivity: severance issues impact almost all walking and cycling routes into the town centre: Faversham Creek, the railway lines and the A2, an issue which will worsen with developments to the south and east in particular.

Onward Connectivity: the lanes and Public Rights of Way (PRoW) around Faversham have potential for cycling and walking. The Parishes to Town Report referred to elsewhere include further details.

4.2. Stage 2: Data Collection

DfT guidance recommends collecting a broad range of data collection, including:

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

4.2.1. Local Context

Two other considerations are important:

4.2.1.1. Air Quality

The Ospringe St AQMA was originally introduced in 2011 and extended in 2016. AQMAs are declared at sites which are unable to achieve the national air quality objectives and require responses to the identified issues.

The below plan shows Annual NO2 Concentrations across the LCWIP study area from Mid Kent's Annual Survey Results (ASR) for air quality sites. All sites in Faversham in 2021 exceeded the WHO recommendation of 10µg/m3 with the Ospringe St having the highest concentrations of NO2 and NO - mainly fossil fuel combustion.

Increasing active travel helps to improve air quality through modal shift away from motor vehicles.

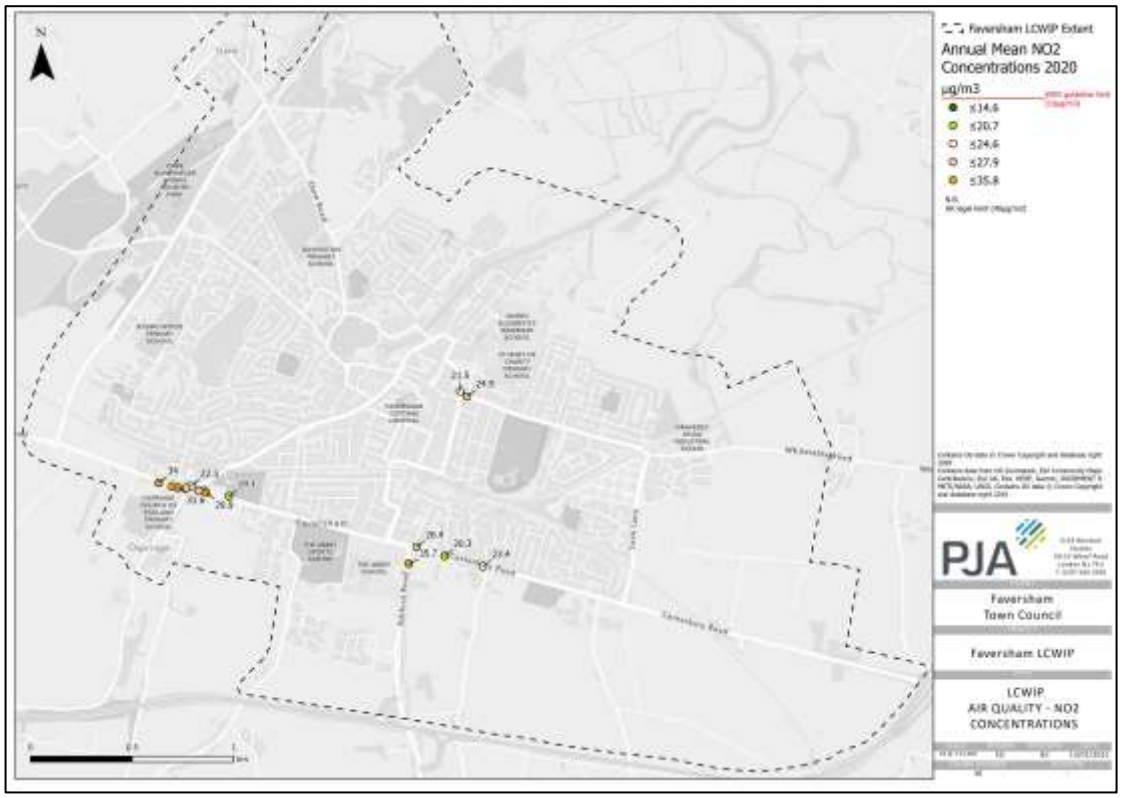


Figure 4: Air Quality NO2 Concentrations (2021 – Annual Survey Result Outputs)

4.2.1.2. Indices of Multiple Deprivation (IMD)

IMDs use seven 'domains of deprivation' to rank LSOAs in England, based on: 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%). Four areas in Faversham are within the 30% most deprived LSOAs in England:

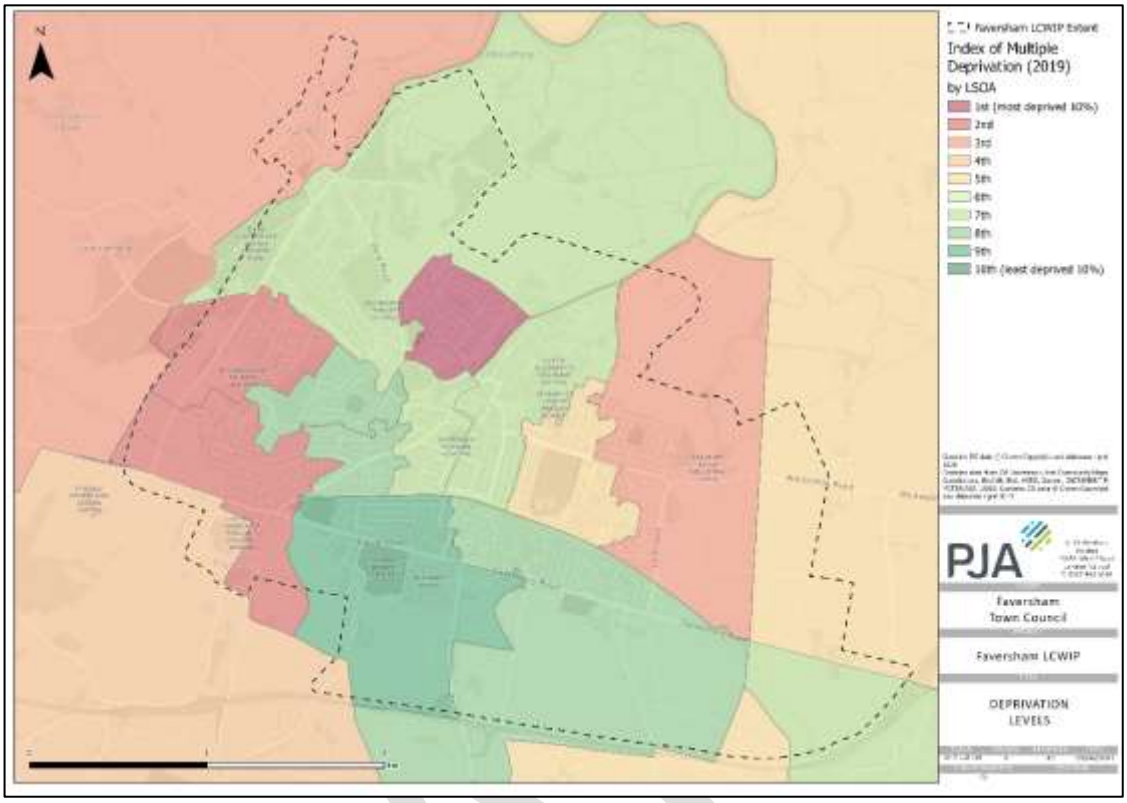


Figure 5: Index of Multiple Deprivation (2019)

- 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)

4.2.2. Key Destinations and Trip Generators

Key destinations include schools, leisure and retail facilities, cycle routes, Public Rights of Way (PRoW), open spaces, and key employment sites. Key leisure and retail destinations, transport connections and medical facilities are in the town centre, extending to the train station and Faversham Recreation Ground, with other destinations spread across town.

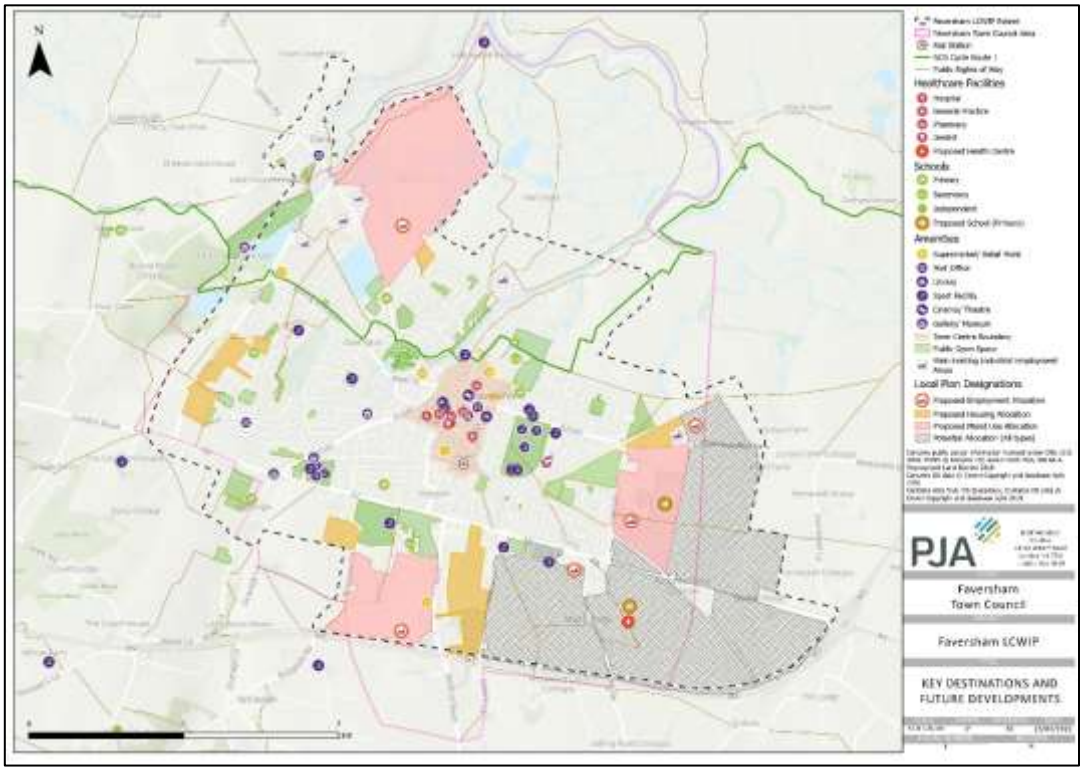


Figure 6: Local Context + Future Developments

Future development sites significantly alter the geography of Faversham, with a high potential impact on the LCWIP particularly to the south and east. With around 4,000 new residential units plus employment sites, two schools and a supermarket, these sites will need significant active travel interventions to solve the severance caused by Watling St and railway lines.

4.2.3. Transport Network

Although many roads serve Faversham, Watling St, which connects Faversham with Sittingbourne (7.5miles) and Canterbury (8 miles) carries most motor vehicles. The A299 connects to Whitstable (7 miles), and the A251 connects to Ashford (11 miles). Faversham's compact layout – one mile north-south and two miles across east-west – makes it easy to make many trips in the town on foot or bike. There are few roads in the town where the primary or sole function is vehicle movement. Most roads contain residential, commercial or community facilities.

The Southeastern High Speed Rail line connects Faversham to 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.

4.2.4. Travel Patterns

The LCWIP uses commuter census data and non-commuter travel (School Trips, Everyday Trips and Strava analysis) to inform existing and future travel demand. Changes to the town's footprint are likely to have a major impact on travel patterns.

4.2.4.1. Commuting Behaviours

According to the DfT, commuting accounted for 19% of trips in 2017. From Faversham West, most commuter trips (609 in 2011; 381 in 2021) are to Faversham East: 323 residents walk and 244 use private motor vehicles. 326 residents both live and work in Faversham West, of whom 162 use a private motor vehicle. Use of a private motor vehicle was the most common mode for trips to places outside Faversham.

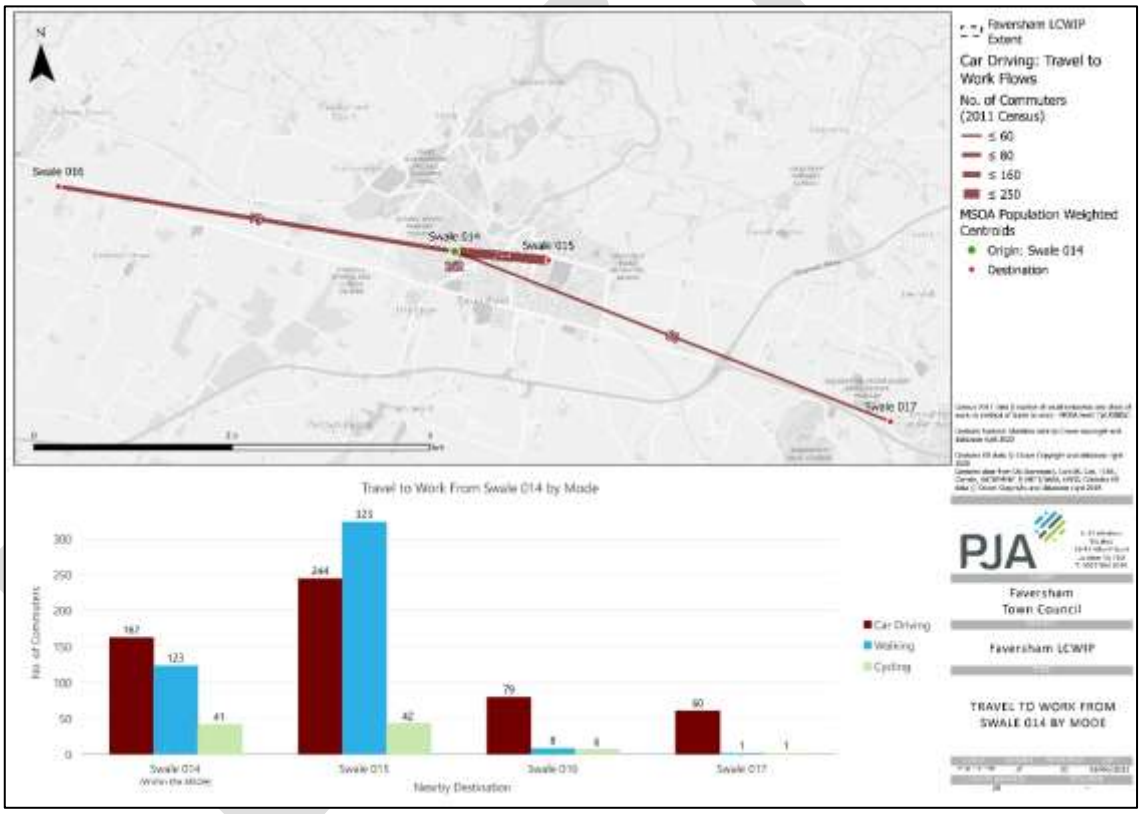


Figure 7: Travel to Work plans from Faversham West (MSOA 014)

A significant proportion of residents (867 in 2011; 637 in 2021) live and work in Faversham East, of whom 651 (75%) either walk or cycle to work. In 2011, 252 residents commuted to Faversham West (294 in 2021), including 71% who drive.

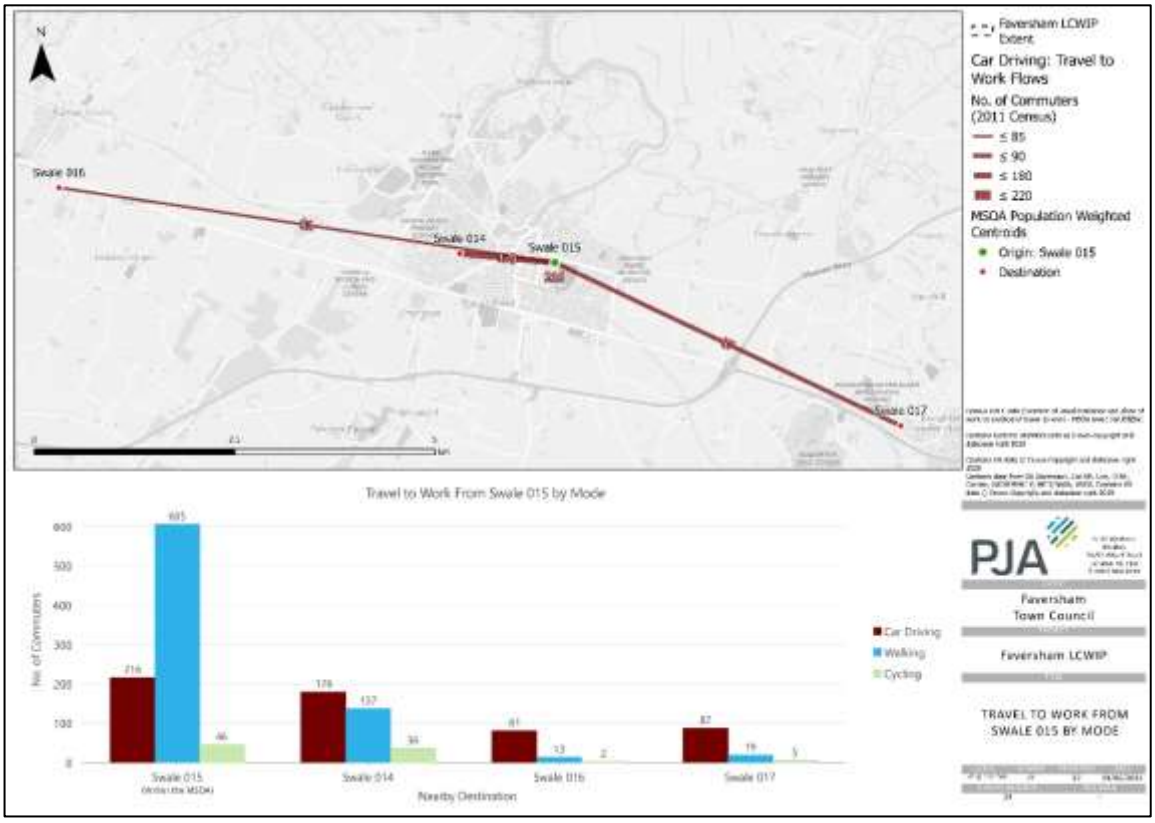


Figure 8: Travel to Work plans from Faversham East (MSOA 015)

4.2.4.2. Propensity to Cycle Tool (PCT)

The PCT (www.pct.bike) shows current rates and estimates future demand for cycling based on commuting and school trips. It does not, currently have everyday trips to shops, or other activities. The forecasting tool assesses commuter trips under five scenarios, ranging from the 'Government Target' of 6% of commuting trips by bicycle to 'E-Bike' 22% of trips. The PCT provides two sets of outputs:

- Straight-Line Networks: direct paths between LSOA Origin-Destination points gives an overview of the key desire lines
- Applied Networks: applies straight desire line to the existing road network to provide more detail about where increased cycle flows would take place on the local network

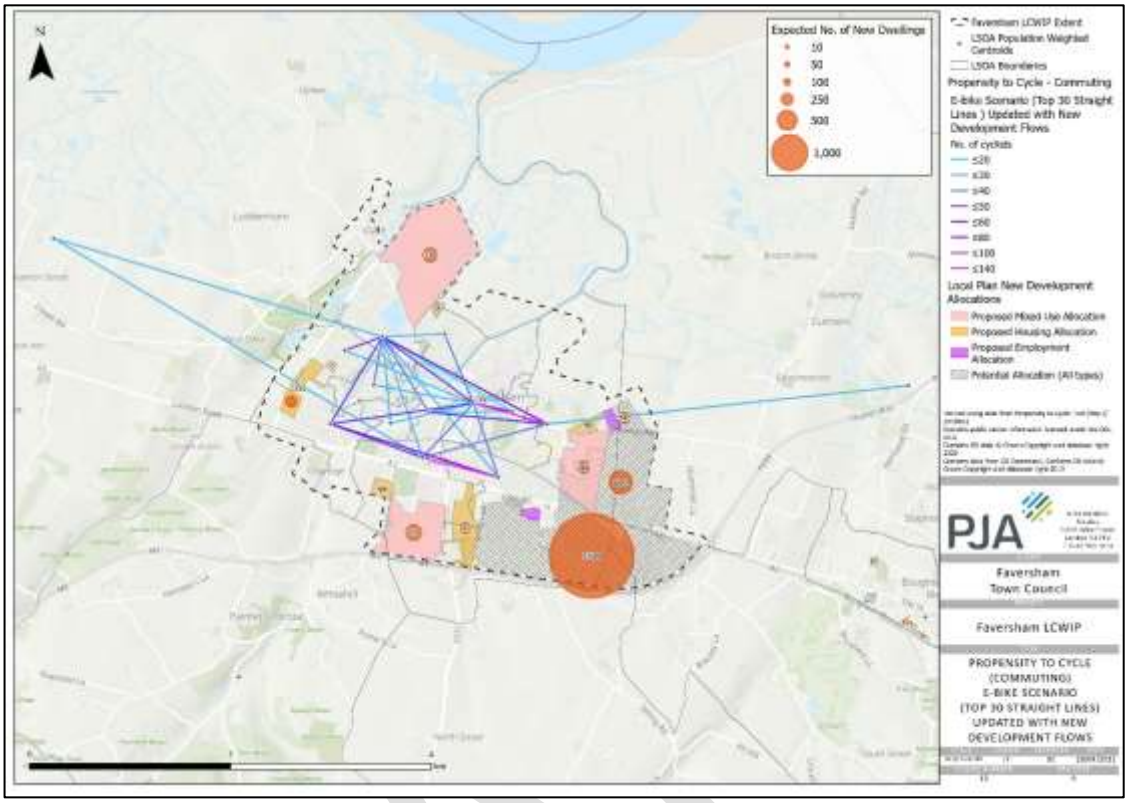


Figure 9: PCT: Top 30 Straight Desire Lines

The PCT analysis uses the 'E-Bike' scenario to give a longer-term outlook and provides for assumed advances in the town's cycle network. It includes population forecasts to reflect potential future demand.

Most commuting demand is in the town centre and to the east of Faversham, with the highest number of commuters located in:

- North East (015B) - Town Centre (015C) (140 commuters) - Whitstable Rd
- South East (015F) – South (014E) (116 commuters) - Watling St
- East (015A) –Town Centre (015C) (61 commuters) - East St / Whitstable Rd
- South East (015F) – South West (014F) (57 commuters)- Watling St
- North West (015D) - Town Centre (015C) (56 commuters) - Brent Hill/Conduit St/East St

The tool does not consider potential on non-highway route, such as Faversham and King George V recreation grounds.

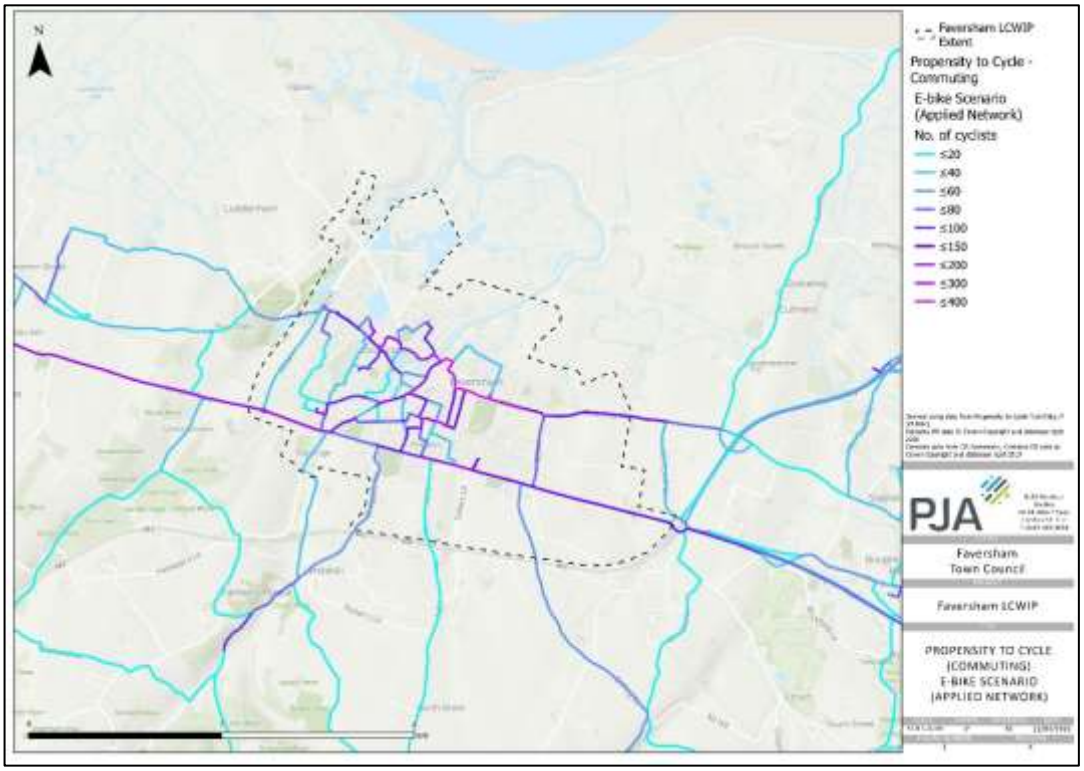


Figure 10: Top 30 Routes - Applied network

The PCT models future school travel under three scenarios. This LCWIP uses the 'Go Dutch' scenario, which assumes a cycle mode share of 41% of trips cycled to existing and proposed schools. The following routes have the highest potential:

- Watling St corridor (Water Lane – Kingsnorth Rd)
- Kingsnorth Rd/Athelstan Rd/Forbes Rd (Watling St – Train Station)
- South Rd/Conduit St (Napleton Rd – Abbey St)
- Abbey St (Conduit St – Abbey Rd)

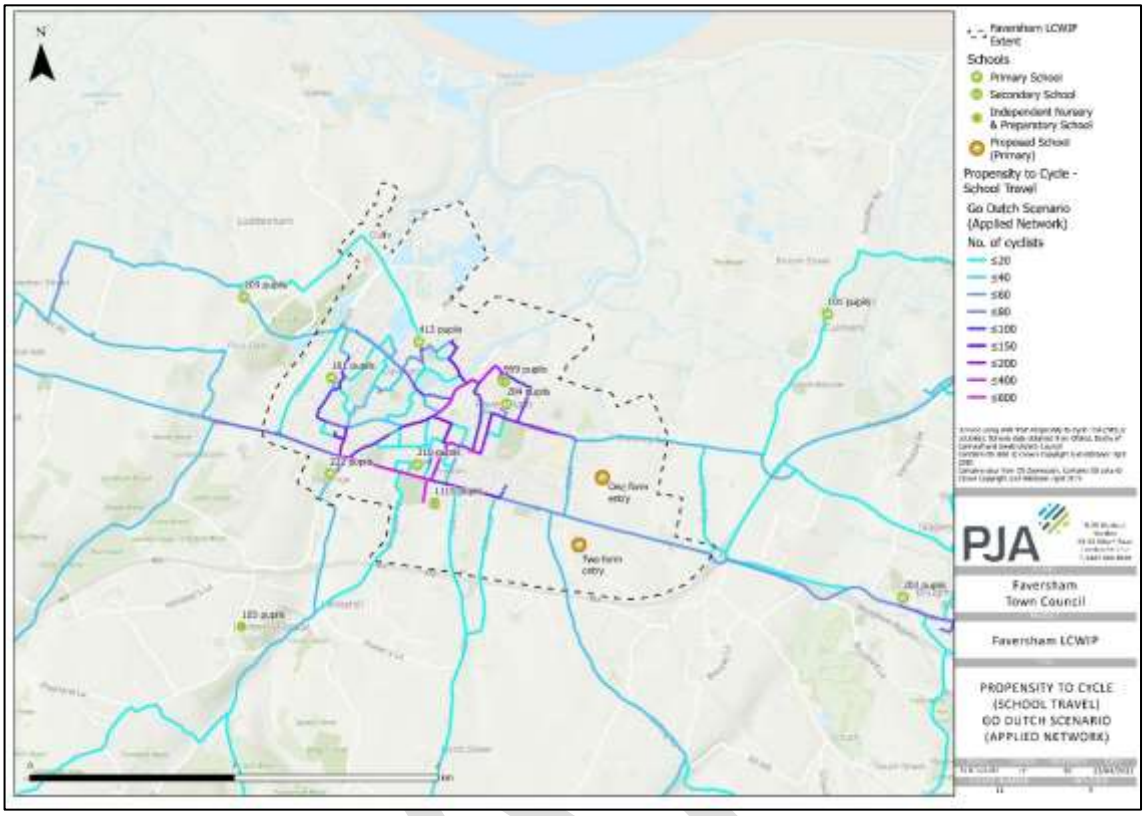


Figure 11: PCT School Travel – 'Go Dutch' Applied Network

4.2.4.3. Strava data

Since the PCT excludes non commuting and school cycling estimates for other trips use Strava data for January to March 2021. While Strava data is mainly for leisure and recreation, c. 5-10% are commuters. Strava patterns show the following alignments with significantly higher cycle trips:

- West of Faversham: Colegates Rd – The Street – Oare Rd – Brent Hill – Town Centre
- East of Faversham: Town Centre – Whitstable Rd – Graveney Rd – Head Hill – Goodnestone – Graveney
- Watling St: Brogdale Rd to Love Lane
- Bysing Wood Rd
- Brogdale Rd
- Love Lane
- Selling Rd

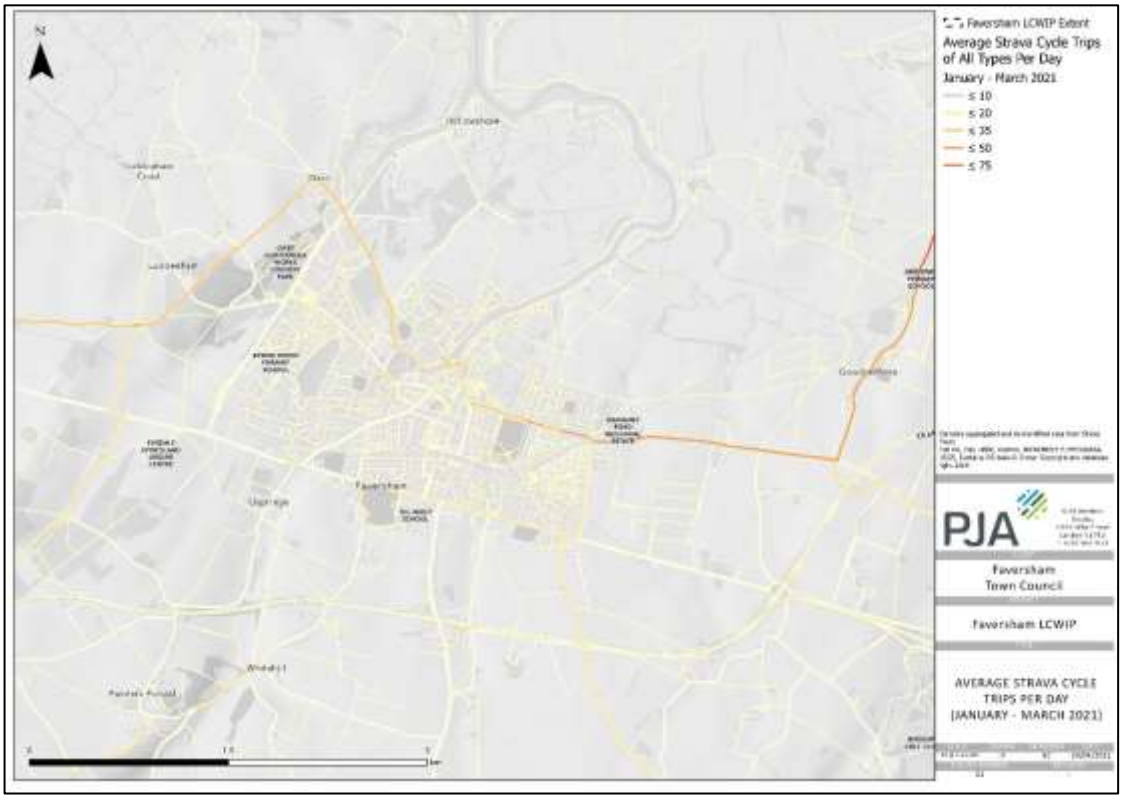


Figure 12: Strava Daily Cycling Trips: January – March 2021

Strava data also includes 'on foot' trips: concentrated in the town centre, particularly on Whitstable Rd and the Recreation Ground with several corridors having higher levels of trips:

- A2 (Western Link / Love Lane)
- Whitstable Rd
- Oare Rd (Oare/Stonebridge Ponds)
- Faversham Recreation Ground
- Abbey Fields
- Ospringe Rd (Water Lane / Stone St)

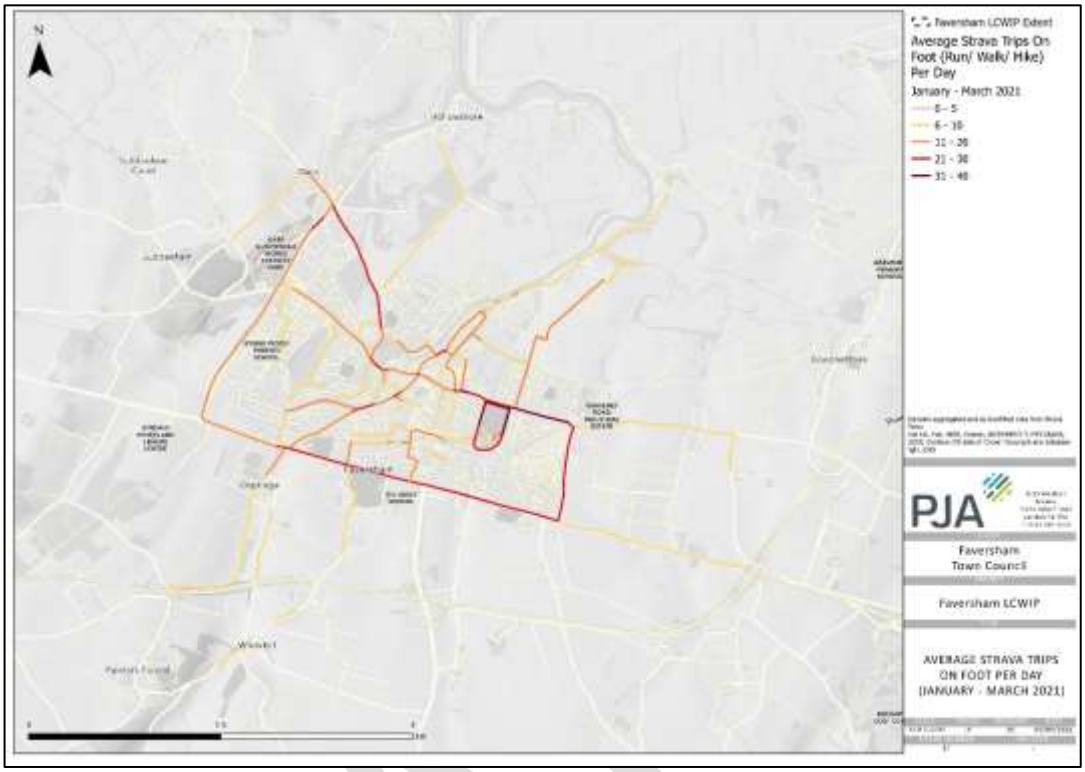


Figure 13: Strava Daily 'On-Foot' trips: January – March 2021

4.2.4.4. 'Everyday' Trips

Estimates for 'Everyday' cycling trips pair population centres ("origins") with likely "destinations" for leisure, recreation, local centres and other amenities.

Origins are defined as 0.25km2 hexoids with >100 residential dwellings (actual or projected)

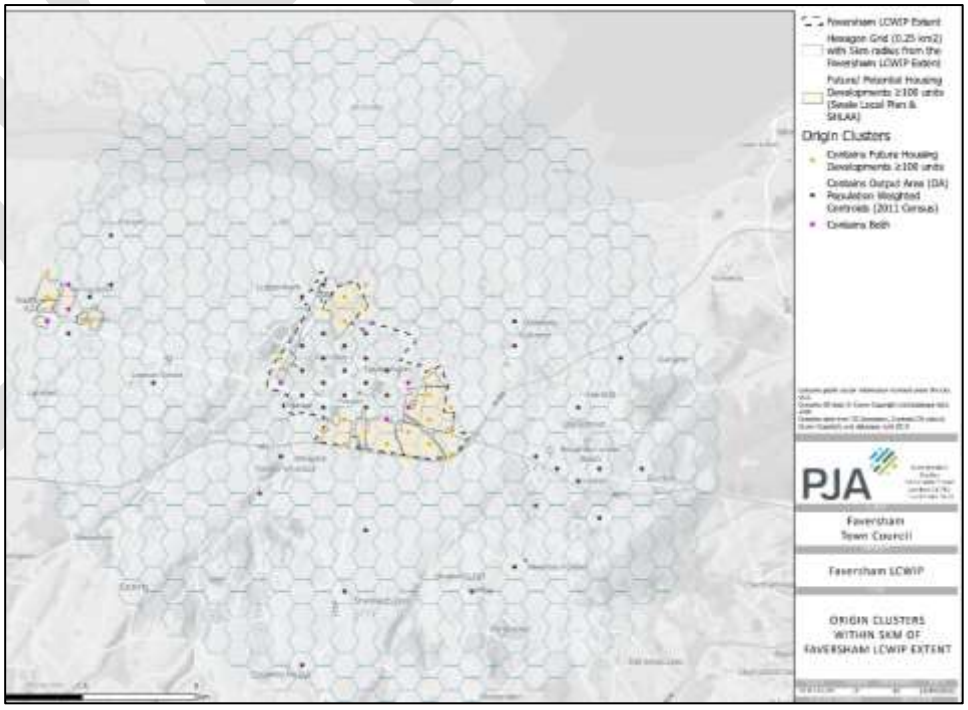


Figure 14: Origin clusters

Destinations were based on data from SBC:

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

Class 1 destinations tend to generate a higher number of cycling trips as they have larger catchment areas than Class 2 destinations, which generate more locally based trips.

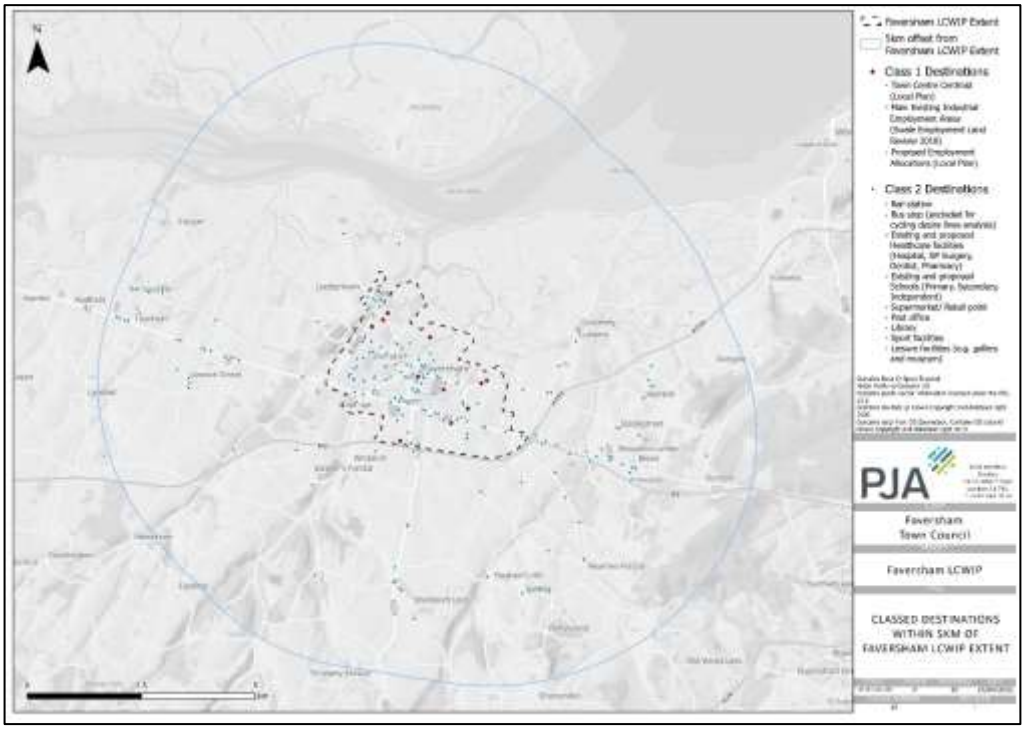


Figure 15: Destination clusters

The Origin and Destination hexoids were joined and compared with PCT outputs to provide a comprehensive review of desire lines within Faversham, as follows:

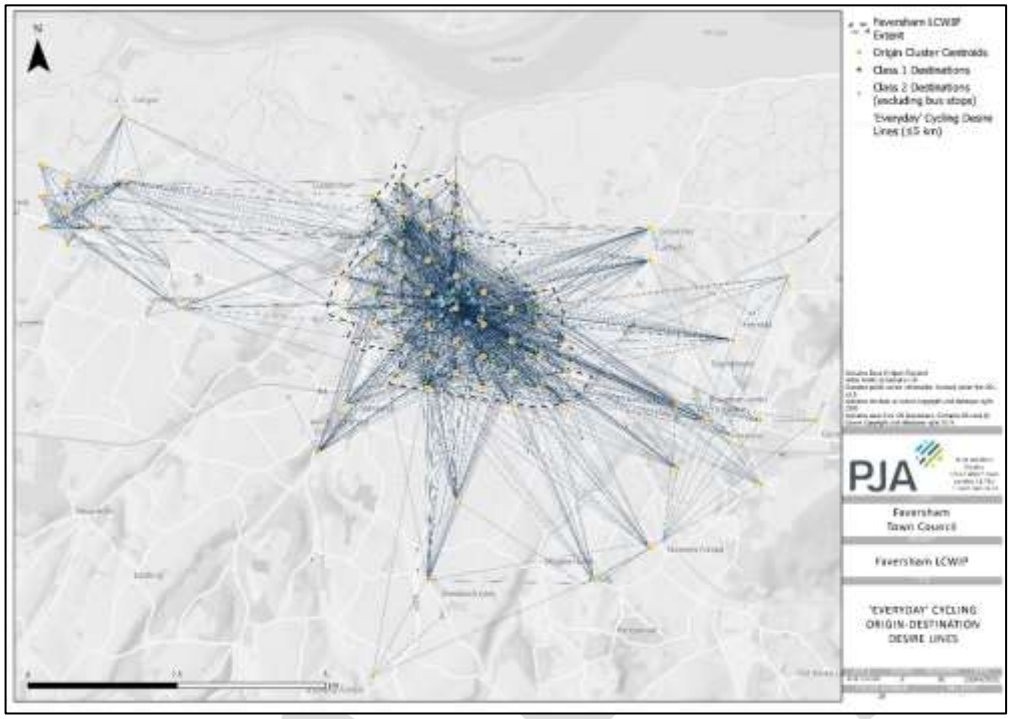


Figure 16: Origin:Destination pairs

A "K-means" analysis clustered the desire lines into the top 20 lines: those most likely to generate the highest number of everyday trips.

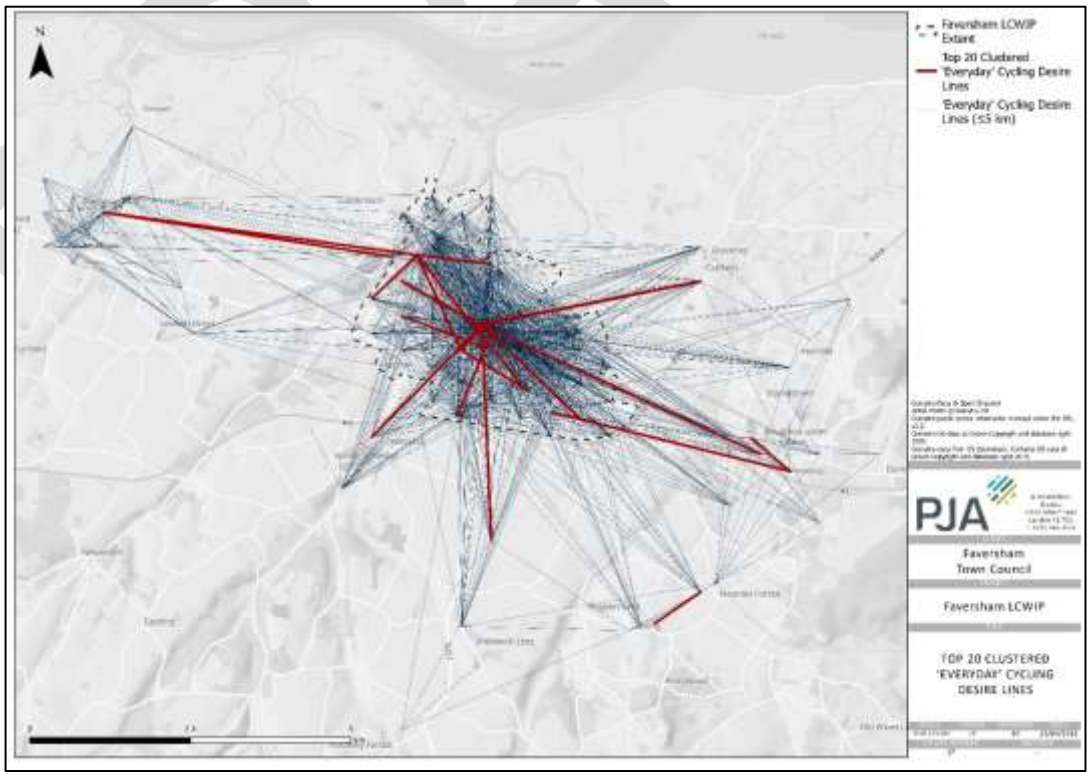


Figure 17: Top 20 Desire Line Clusters

Results from PCT and Everyday Trips were compared to show top combined corridors overall, mainly in the town centre and in the north-west towards Oare, plus communities such as Teynham and Boughton. PCT results are shown in orange and 'everyday' desire lines in green. For consistency with the LCWIP approach, desire lines exceeding 5km were removed and included in the Parishes to Town study.

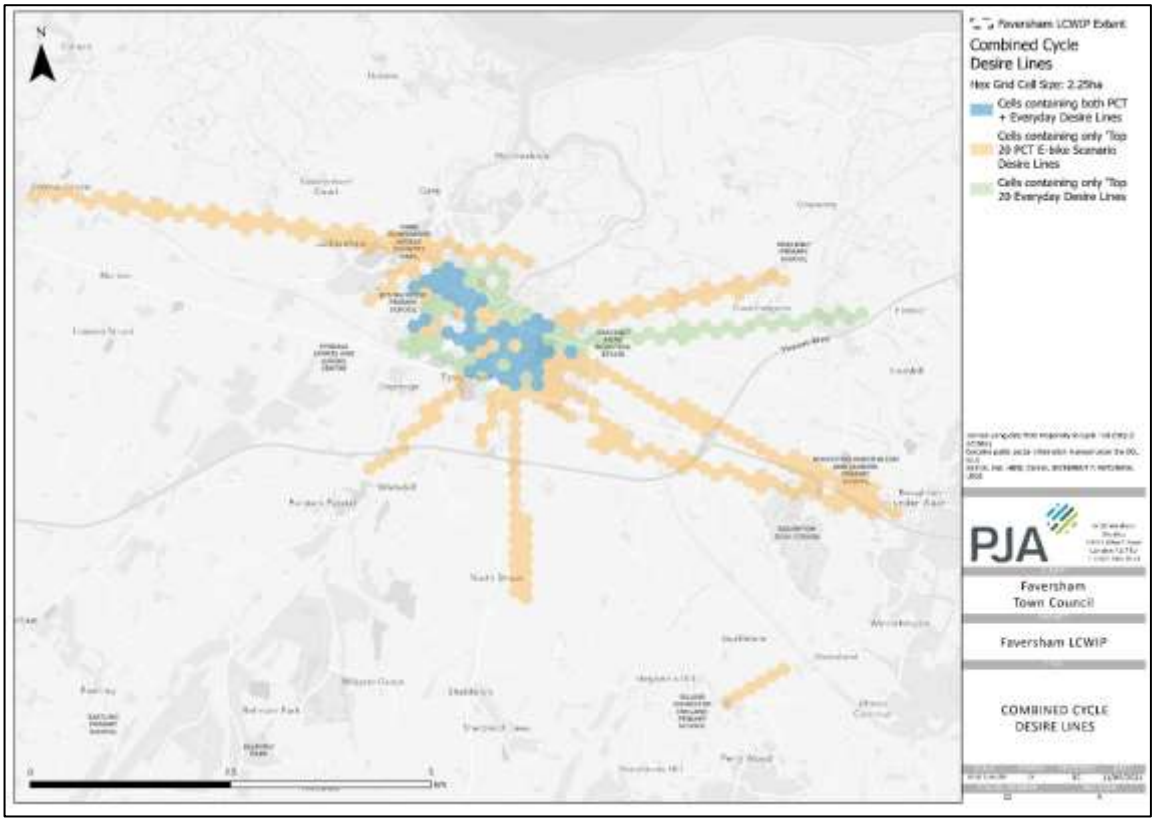


Figure 18: Comparison of Everyday and PCT Commuting Desire Lines

4.2.5. Existing barriers to walking and cycling

The key challenges in Faversham are severance and the volume / speed of motor vehicles in places with inadequate infrastructure for those walking or using bikes.

4.2.6. LCWIP network recommendations

The corridors identified in Stage 2 were used for Stages 3 / 4 audit, including main routes into the town centre, through residential areas and ones that connect to proposed development sites. A whole street approach for both walking and cycling was used since the routes often overlap.

5. LCWIP Stages 3 & 4: Network Planning for Cycling and Walking



5.1. LCWIP Stage 3: Network Planning for Cycling

11 'routes' were audited in order to develop a programme of cycle infrastructure improvements. Four of the proposed cycle routes currently include sections (*) which do not allow cycle access; the closest alternative parallel routes are identified in brackets below.

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

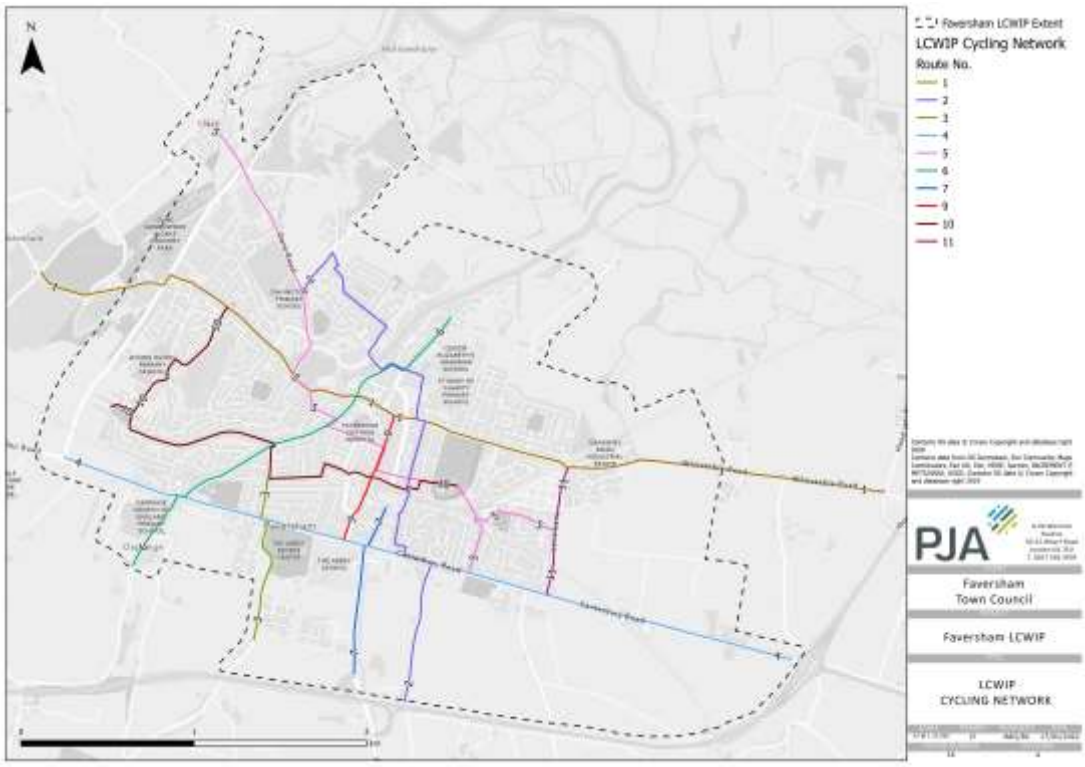


Figure 19: Map of recommended LCWIP cycling network

5.1.1. Route Selection Tool (RST)

The RST, as set out in the LCWIP guidance uses six criteria to audit each route section to determine the best route for each straight-line corridor under existing conditions:

- Directness: Length of cycle route versus the equivalent vehicle route. Shorter cycle routes score positively. Higher scores are achieved through modal filters or routing cyclists through parks/open spaces to provide a more direct connection.
- Gradient: Lower scores if the steepest section of route exceeds 5% over >50m.
- Safety: Vehicle flows and speeds to assess the exposure of cyclists to vehicles. Routes with protected cycle facilities or few vehicles score highest
- Connectivity: The number of individual cycle connections into the route: aim to have >4 connections per km.
- Comfort: 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: Design issues including vehicle flows, protection from vehicular traffic, wide junction splays, and junction geometries

5.1.2. Audit Results

The results across the 11 routes range from 40% (Route 11) to 87% (Route 3). Overall, the RST correlates closely with cyclists' exposure to general traffic. Lowest scores were on Love Lane (Route 11) and Watling St (Route 4).

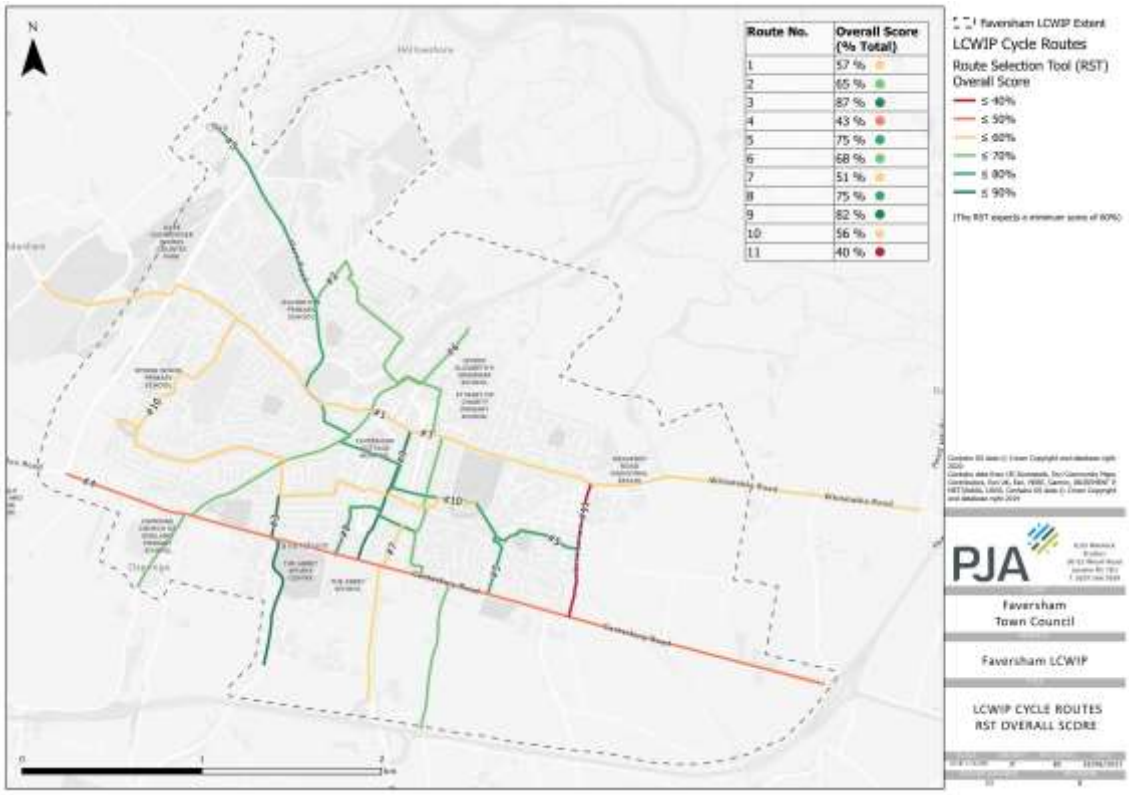


Figure 20: Results of cycling network audit

The average score across the LCWIP routes was 63.5%. Individual route scores are:

Table 2: Route Selection Tool summary

Criteria	Highest Score (%)	Lowest Score (%)	Mean Score (%)
Directness	100	60.0	90.9
Gradient	86.0	0	50.1
Safety	78.2	0	46.5
Connectivity	100	78.4	96.9
Comfort	89.6	0	33.3

The mean score for Directness of 90.9% shows that the proposed LCWIP routes are the same as or shorter than the equivalent motor vehicle route. Connectivity (96.9%) is high due to the dense street network in Faversham which provides many links to the routes.

Comfort was low at 33.3% (9 out of the 11 cycling routes scored <60%) due to the lack of dedicated cycling infrastructure where cyclists mix with general traffic flows of >2500 vehicles per day.

Safety (46.5%) is low for similar reasons; the 20mph town-wide limit improves scores slightly.

Figure 21: Cyclists mixing with general traffic on Bysing Wood Road (left) and Whitstable Road (right)

On Bysing Wood Rd, cyclists often use the road due to the poor quality of the cycling infrastructure.

The Critical Junctions assessment shows many junctions do not satisfy the RST criteria. These closely relate to cyclists having to mix with high volumes and speeds of vehicles at junctions – particularly Watling St and Love Lane – plus junction designs frequently having flared entries.

Figure 22: Major junctions with no controlled pedestrian or cycle crossings Western Link (left); Love Lane/A2 (right)

5.1.3. Cycle Route Recommendations

5.1.3.1. Junctions and crossing

The relatively few controlled crossing points, particularly on routes with higher volumes of traffic, reduces the permeability of the town and is a particular challenge for more vulnerable groups. The recommendation is to incorporate

- dedicated cycle crossing facilities at major junctions to protect cyclists; and
- parallel pedestrian + cycle crossings in quieter locations.

Figure 23: Controlled pedestrian & cycle crossing (Left - Lea Bridge Road), and parallel zebra crossing (Right – Richmond Road)

5.1.3.2. Dedicated cycle infrastructure

On roads such as Watling St, Love Lane and Whitstable Rd, consider the feasibility of protected cycle facilities, while recognising the challenge of existing highway layouts.

Consider contraflow cycle facilities on one-way streets to improve the overall porosity of the cycle network while restricting vehicle access.

Figure 24: Two way cycling on one-way street for motor vehicles (Westminster)

5.1.3.3. Modal filters

Given the limited scope for dedicated cycling facilities on main roads, an alternative is to use existing residential streets. In some cases, vehicle flows will need to be reduced, using 'modal filters', which prevent driving through an area while retaining access for all road users. Modal filters can be physical – bollards, planters, outdoor seating – cameras to detect 'through traffic', or one-way sections on some streets. Developing 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 lower traffic flows.

Figure 25: Examples of 'modal filters' used to reduce vehicle access

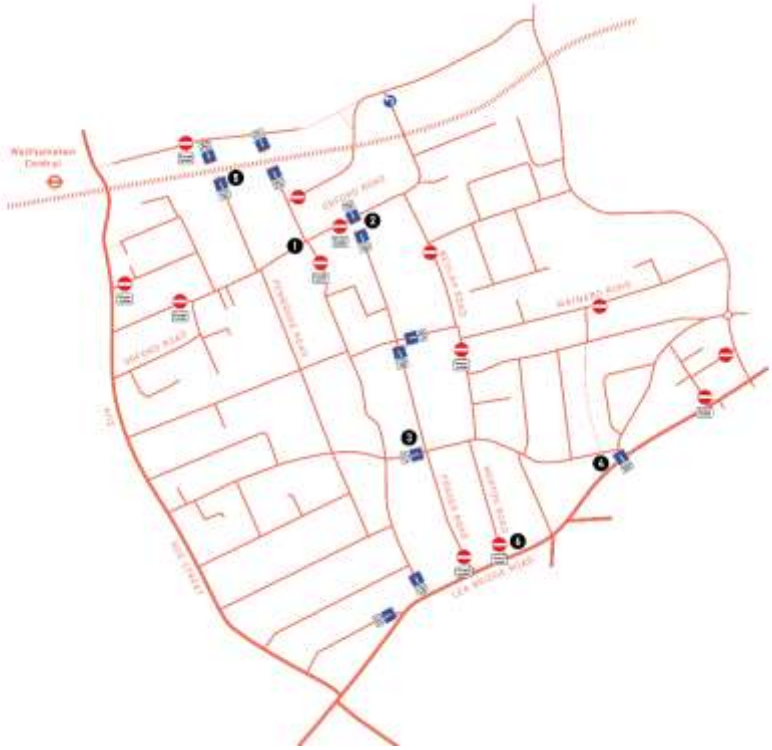
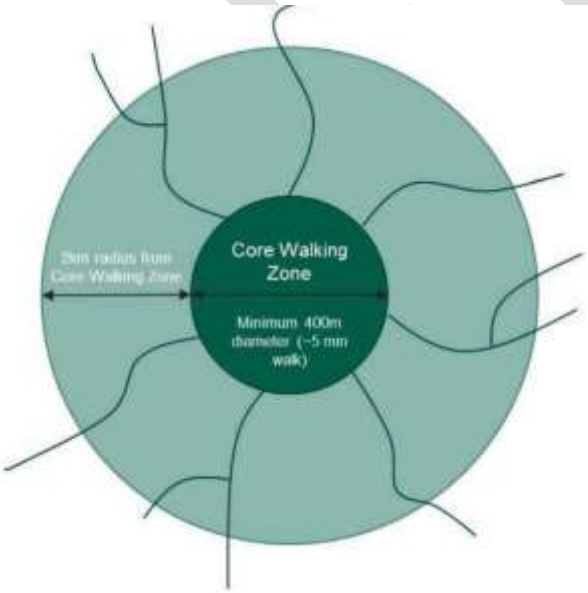


Figure 26: Example of one-way streets to reduce vehicle flows (Walthamstow village)

5.2. LCWIP Stage 4: Network Planning for Walking

Stage 4 focusses on the quality and coverage of the walking network. The schematic below shows how a 'Core Walking Zone' (CWZ) in Faversham town centre could generate more walking trips and enable wider connectivity and permeability.



5.2.1. LCWIP Walking Network

11 walking routes audited:

- Route 1: Bysing Wood Rd – Dark Hill – West St – Whitstable Rd
- Route 2: Ham Rd – Broomfield Rd – Conduit St – Bridge Rd – St. Mary's Rd – Preston Lane
- Route 3: Brogdale Rd – Upper St. Ann's Rd
- Route 4: Watling St
- Route 5: Oare Rd – Napleton Rd – Stone St – Preston St – Chapel St – Long Bridge – Preston Avenue
- Route 6: Water Lane – South Rd – Abbey St

- Route 7: Ashford Rd – Preston Grove
- Route 8: Kingsnorth Rd – Athelstan Rd
- Route 9: The Mall – Preston St
- Route 10: Wildish Rd – Lower Rd – St. Ann's Rd – School Rd – Briton Rd
- Route 11: Love Lane

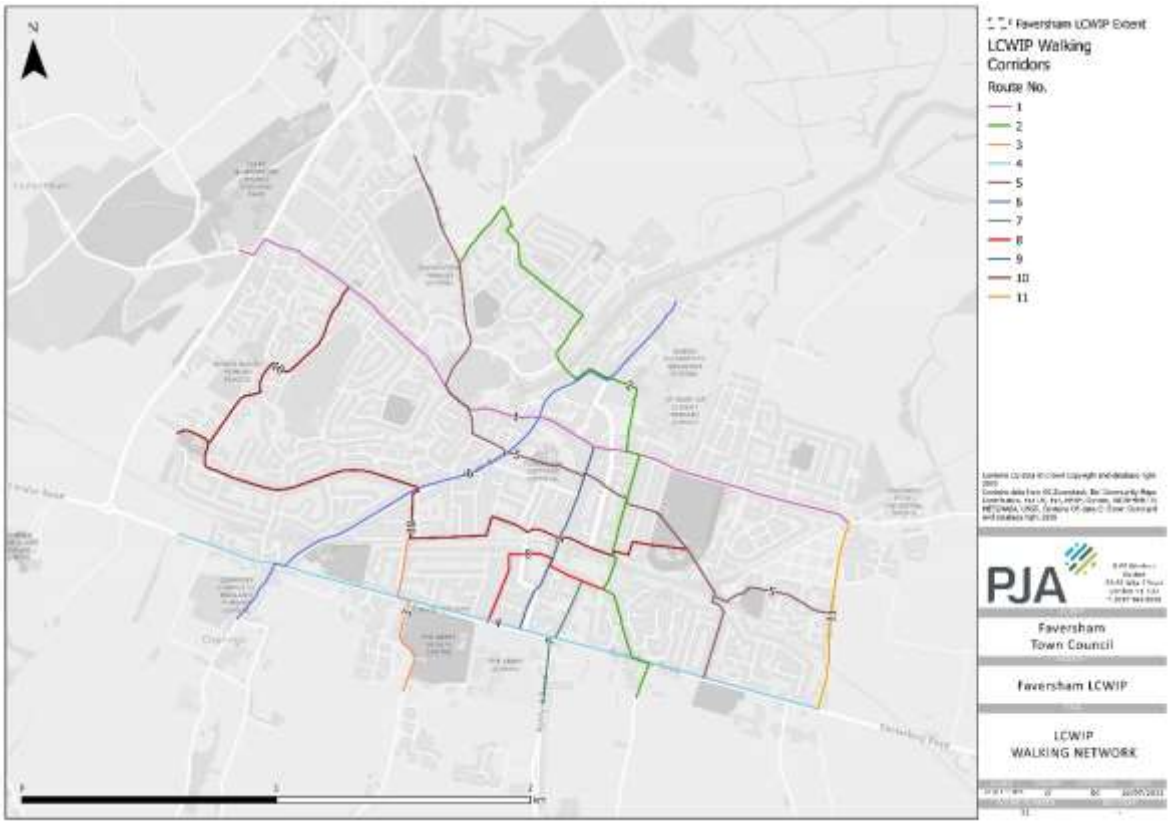


Figure 27: Walking route audit map

5.2.2. Walking Route Audit Tool (WRAT)

The audited routes radiate out from the CWZ into surrounding areas based on a 20min walking distance. The WRAT scores Red (0), Amber (1), or Green (2) for each route section, based on:

- Attractiveness: maintenance, traffic noise, pollution and fear of crime
- Comfort: Space available for walking and the impact of obstructions: footway parking, street clutter and staggered crossings
- Directness: Alignment with the natural desire line, including pedestrian crossings
- Safety: Vehicle volumes and speeds and interaction with pedestrians
- Coherence: Provision of dropped kerb and tactile pavements

5.2.3. Audit Results

The highest or 'best' scores relate to the impact of Controlled Crossings on Journey Time (97%), Green Man Time (94%) and Width on Staggered Crossings (93%)). However, the limited provision of controlled crossings in Faversham makes these unrepresentative the walking network. Other high scores include Footway Parking (90%) – although this is apparently worse at night – Visibility (84%), Gradient (84%) and Footway Provision (80%).

Table 3: Walking Route assessment tool summary

Theme	Criteria	Mean score (out of 2)	Mean 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%

Figure 28: Footway parking reducing the footway width (Bysing Wood Road); wide junction radii prioritise turning vehicles and elongate pedestrian crossing (Canterbury Road)

Low scores for Coherence (38%) and Footway Width (53%) suggest that the basic functionality of the walking network is poor. Combined with inconsistent provision of tactile information and dropped kerbs these make for an uncomfortable and inconsistent walking network. Traffic Volume and Traffic Speed both also scored low @ 62%.

Figure 29: Narrow footway (West Street); Pedestrian crossing away from desire line (Bramblehill Road)

5.2.4. Walking Route Recommendations

Recommendations for interventions to improve walking include the following:

5.2.4.1. Crossings

While 'Directness' of walking routes is generally acceptable, crossings are either missing or not on the natural desire line at key locations, such as Napleton Rd to Cross Lane and The Mall/Forbes Rd. Even crossings implemented recently, such as on Graveney Rd and Love Lane, do not meet the latest design standards. The images below show how design can embed natural pedestrian desire lines over the carriageway. As with cycle route recommendations, more controlled crossing points on main walking routes, particularly around the town centre and at major junctions would enhance the continuity of key walking routes and prioritise pedestrians over vehicles.

Figure 30: Implied crossing provides direct crossing on pedestrian desire line (Left- Downs Road), and example of a raised table crossing in Norwich (Left – Westlegate)

5.2.4.2. Footway provision

The WRAT tool aims for a 2m clear footway width. While highways constraints sometimes make this infeasible, such as West St and Preston St, removing street clutter and excess signage, prohibiting footway parking, providing recessed loading/parking bays to enable local widening and addressing poor maintenance can increase the effective widths. The examples show enhancements that could maximise the footway effectiveness even in constrained environments.

Figure 31: Example of clear footway space incorporating SUDs (Left – Crossway) and Recessed loading pads enable footway widening in constrained streetscapes (right – Clapham Old Town)

5.2.4.3. Continuity

Missing dropped kerbs/tactiles and wide side- junction entries are an issue throughout the town. Resolving these is critical for creating a coherent and continuous walking network in Faversham. The examples below pedestrian desire lines priorities over vehicle movements.

Figure 32: Continuous footway provision (Left – Claylands Road) and Dropped kerb with tactile paving (Right – Sans Walk)

5.2.4.4. Severance and Connectivity

As noted elsewhere addressing severance is a key consideration in the LCWIP's design recommendations to improve permeability for walking and cycling:

- Railway Lines: reduce north-south porosity for walking and cycling, particularly from the south-east
- Watling St: limited controlled crossing opportunities are a major barrier to north-south movements; narrow footways and high vehicle volumes make walking east-west unpleasant.
- Faversham Creek: As the sole crossing point over the Creek, the bridge is a movement bottleneck to North Preston. The narrow footway is unpleasant for pedestrians and cyclists have to share the narrow carriageway with motor vehicles.

Significant funding allocations is required to address this severance and improve these essential walking and cycling routes.

Figure 33: Example of light installation used on railway bridge (Left – Southwark Street) and discreet markings used to highlight disjointed walking route (Right – Hannington Lane)

Figure 34: 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)

The site audits identified legibility and wayfinding as opportunities to improve the town's walking and cycling networks.

6. Prioritisation

Stage 5 establishes a priority programme and possible funding sources for delivering the recommendations from Stages 3 and 4. The approach enabled for FTC / SBC and KCC to succeed in a bid to Active Travel England for £1m to improve the East West crossing town walking route.

6.1. Categorisation of Measures

The type, cost and scale of interventions against projected benefits are used to assign priorities and are categorised as:

- **Individual Site Measures:** generally junction improvements, such as dropped kerb and tactiles, raised tables, new crossings, maintenance and footway widening.
- **Link/Corridor Schemes:** measures that improve conditions for walking and/or cycling along a whole corridor - protected cycling facilities or reviewing side-entry junctions.
- **Area Based Measure**: –a combined set of measures across an area or town-wide, such as reducing traffic volumes.
- **Additional Measures** – either to overcome major issues such as severance or smaller items, such as trees, benches etc.

6.2. Prioritisation Approach

6.2.1. Existing policy support

The LCWIP and the proposed interventions support the strategic objectives of KCC, SBC and FTC, particularly regarding climate change, sustainability, pollution, active travel and transport. The overall policy objectives prioritise the **needs of people over vehicles** and of **place over movement**.

6.2.2. Design standards

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 of 20mph wherever people and motor vehicles mix
- New cycling infrastructure to avoid mixing bicycles with pedestrians or in places with high volumes or speeds of motor vehicles.
- Junction design to reduce the speed of turning traffic to protect vulnerable road users
- New highway schemes prioritise the needs of vulnerable road users above other road users

Priorities are dynamic, as circumstances change, as more information becomes available and measures are implemented, with higher rankings for measures which:

- Gain further compliance with 20mph and/or extend the 20mph scheme;
- Bring multiple benefits, particularly to those walking and/or who live in more deprived areas;
- Are identified as needed / wanted by the community;
- Represent good value for money (cost versus benefit);
- Have a degree of certainty over funding and imminent delivery;
- Have high visual impact; and/or
- Can combine with other interventions to reduce costs /disruption.

6.3. Categorisation and delivery

There are three main groupings:

1) Already delivered, including East West walking route
2) North South Active Travel route.
3) Other

Each intervention has a number in the table below with a summary description, location and a potential delivery project. Interventions coloured green are already implemented. Those forming part of the proposed North-South route are in yellow and the rest are in amber.

6.3.1. Interventions agreed or implemented (green in the table in Appendix)

These include interventions funded by:

KCC or developers: new crossings at Stonebridge Pond, on Love Lane, Ospringe Rd, Whitstable Rd and Graveney Rd; tightened junctions on Forbes Rd (Athelstan Rd) and Dark Hill; and

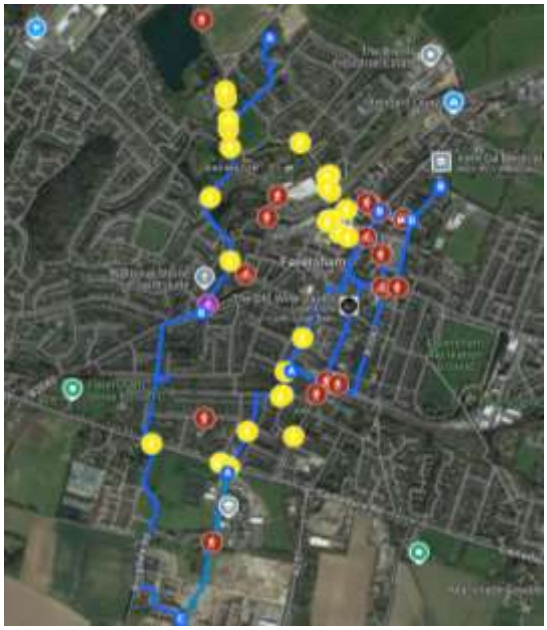
Active Travel England: Upgraded East-West walking route – see Figure 35 – including traffic calming and tighter junctions on Lower Road, tighter junction and improved crossing on South Rd at

Napleton Rd / Cross Ln, improved crossings on Bank St and Newton Rd, better connections on roads in St Mary's.

Figure 35: East West walking route improvements

Figure 36: Proposed and actual changes to South Rd / Lower Rd junction

6.3.2. Interventions forming a North / South active travel route (yellow in Appendix)



A network of routes, running broadly north / south to link:

- North Preston and Davington to the new developments south of Watling St. via the Town Centre (branch A) and St Ann's Road (branch B).
- Queen Elizabeth Grammar School to the Abbey School, via Forbes Roads (branch C) and the station (branch D).

Funding availability will determine whether te route is delivered in one phase or in stages. It is intended to apply to Active Travel England, for funding when the next round is announced.

A number of design lessons learned from the East-West walking route are consider in designing future interventions. Outline designs are in progress for:

- A crossing plus other interventions to improve walking at North Ln / Partridge Ln (#17)
- A new road-level crossing at the Abbey School (#32 and #63 on interventions list) and related works such as 20mph on London Road;
- A tighter junction of Briton Rd at Forbes Rd (#64)

- A tighter junction and improved crossing points at Bramblehill Rd / Upper Brent (#71).

These are the interventions which are most needed and deliverable in the short / medium term. Top priorities are the North Lane improvements to facilitate pedestrian access from North Preston and the Abbey School crossing, used by over 1,000 students daily.

Other interventions include another crossing on London Road @ Brogdale Rd (#72), a crossing on Stone St @ Dorset Place (#90), a public realm scheme at Reedland Cr (#9), a raised table and crossing on The Mall (#30), a series of interventions in and around Priory Row / Davington Hill

6.3.3. Other interventions (amber in Appendix)

Some interventions are grouped according to potential projects. Prioritisation is likely to change significantly from time to time, depending on a variety of factors, such as new developments or

initiatives and/or funding availability. Included in this section are generic interventions to enhance the walking, wheeling and cycling experience, such as:

- trees to provide shade and a more pleasant street scene
- benches to enable the elderly and those with walking difficulties to access the town on foot
- secure cycle parking to enable people to store their bikes safely.

7. Conclusion and recommendations

The LCWIP is a comprehensive set of measures currently needed to improve conditions for walking, wheeling and cycling across Faversham and it will be amended as needs change. Delivering the proposed interventions will depend on funding, amongst other things.

The underlying principles for specific measures for the proposed network in certain places, should apply across the town.

Taken together, the interventions support the emerging Local and Neighbourhood Plans, with the overall objective of reducing car dependency in Faversham and to favour place over movement. As the definitive statement about transport priorities in town, the LCWIP should be considered in assessing how future changes, developments and applications impact movement within the town.

8. Appendix 1: Interventions tables

Table 4: Interventions already implemented / being implemented

#	Intervention	Location	Detail	Project
13	Crossing	Curtis Way/West St	@ Stonebridge Pond / Westbrook crossing	0. Implemented
14	Crossing	Dark Hill	Tighten junctions / add crossing at Davington Hill & Stonebridge Way	0. Implemented
15	Improve junction	South Rd / Napleton Rd	Table top, continuous footway, tighter junction	1. E-W cross town walking
18	Crossing	Bank St	Table top, continuous footway	1. E-W cross town walking
20	Crossing	Newton Rd	Gatefield Lane: includes parking reconfiguration	1. E-W cross town walking
29	Crossing	Forbes Rd / Athelstan Rd	Tighten jn/resite crossing; KCC budget 22/23	0. Implemented
39	Crossing	Ospringe Rd	Near George V playing fields; KCC budget 23/24	0. Implemented
40	Improve junction	Lower Rd	Tighten junctions, buildouts, crossings, light segregation cycleway	1. E-W cross town walking
43	Crossing	St Mary's Rd	Dropped kerbs only	1. E-W cross town walking
44	Crossing	St John's Rd	Raised crossing	1. E-W cross town walking
45	Crossing	Park Rd	Raised table and crossing	1. E-W cross town walking
49	Crossing	Whitstable Rd	@ Jubilee centre	0. Implemented
53	Crossing	Love Ln	New zebra at mini-roundabout	0. Implemented
66	Crossing	Whitstable Rd	Millfield	0. Implemented
70	Crossing	Love Ln	New crossing at PROW ZF28	0. Implemented
73	Improve junction	South Rd	Tighten junction with Lower Road and add crossing to St Ann's Road, continuous footways, raised table	1. E-W cross town walking
85	Crossing	Tanner Street	Tighten junction with South Road, drop kerbs	1. E-W cross town walking

Table 5: Interventions proposed as part of the North South Active Travel Route

32	Crossing	London Rd	Street level crossing @ Abbey School + Filter Canute or Kingsnorth	2. N-S active travel route
63	Extend 20mph	London Rd	Around Abbey School, Canute Road etc	2. N-S active travel route
64	Improve junction	Briton Rd / Forbes Rd	Tighten junction, add Forbes Rd crossing	2. N-S active travel route
71	Improve junction	Bramblehill Road	Tighten junction + Raised crossing @ church Rd	2. N-S active travel route
17	Crossing	North Ln	Tighten junction plus crossing on North lane	2. N-S active travel route
90	Crossing	Stone St	Crossing from Bank St to Dorset place	2. N-S active travel route
9	Improve junction	Reedland Crescent	Public realm scheme to add trees, seating, cycle parking	2. N-S active travel route
30	Crossing	Mall / Forbes Rd	Raised table and crossing	2. N-S active travel route
6	Improve junction	Priory Row	Re-imagine junction - tightening, road narrowing etc	2. N-S active travel route
7	School street	Priory Row	Potential school street TBA	2. N-S active travel route
72	Improve junction	London Rd / Brogdale Rd	@Brogdale road to include safe pedestrian crossings	2. N-S active travel route
75	Widen pavement	Davington Hill	Widen pavement to 2m; remove centre lines	2. N-S active travel route
76	Widen pavement	Priory Row	Level pavement & instal 'Dutch' entrance kerbs. Widen to 1.8m to kerb back.	2. N-S active travel route
77	Crossing	Priory Row	Raised Zebra and east build out	2. N-S active travel route
113	Continuous footway	Priory Road	Narrow carriageway to add pavement	2. N-S active travel route
114	Ground level lighting	Dorset Place	*2	2. N-S active travel route
25	Crossing	Tanner Street	Extend raised table; install raised zebra crossing. Lose 1 parking space and build out east side.	2. N-S active travel route
67	Improve junction	Partridge Ln	Widen pavement to 2m, add bollard to enforce no motor vehicles	2. N-S active travel route
122	Crossing	Brent Hill	Tighten junction and raised crossing at Brent Road; parklet with seating & trees	2. N-S active travel route
120	Crossing	Church Road	Raised crossing to Front Brents	2. N-S active travel route
121	Crossing	Bridge Road	Raised crossing over end of road	2. N-S active travel route

Table 6: Other interventions, not yet prioritised

#	Intervention	Location	Detail	Project
24	Healthy street	Cambridge Road	Potential Healthy street TBA	6. Safer streets
26	Healthy street	Athelstan Rd	Potential Healthy street TBA	6. Safer streets
27	Crossing	Ethelbert Rd	@school plus community corner	6. Safer streets
28	School street	Ethelbert Rd	Potential school street TBA	6. Safer streets
19	Crossing	Preston St	Detailed design required:tactiles, raised crossing?	zTBA
21	Crossing	Newton / Solomons	Crossing	zTBA
83	Ground level lighting	Multiple	Gatefield Lane, Cross lane	zTBA
87	Ground level lighting	Recreation ground	0	zTBA
60	Enhance gateway	Whitstable Rd	Enhance Love Ln gateway; lower speed limit, Railway bridge and roundabout improvements	Love Lane
31	Improve junction	Mall/Watling St	New crossing; community artwork space	Watling St
36	Extend 20mph	Ospringe St	Around Ospringe Road / Water Lane etc	Ospringe Public Realm
52	Enhance gateway	Whitstable Rd	Move planters to Love Lane / Graveney Road	Love Lane
54	Extend 20mph	Love Ln	Extend 20mph	Love Lane
2	Extend 20mph	New developments	20mph in all new developments	zTBA
35	Improve junction	Watling St	Tighten various junctions; possible modal filters	Watling St
65	Wayfinding signs	Town centre	Walk/cycle times: key destinations in progress	zTBA
62	Drop kerbs, tactiles	Town centre	Install in places where no other intervention planned	Drop kerbs, tactiles
109	Extend 20mph	Canterbury Rd	Around Ashford Road	Watling St
34	Improve junction	Grove Place	Incorporate 2 way cycle access	Ospringe Public Realm
112	Footway / cycleway	Graveney Road	Improve pavements crossings and cycle facilities	zTBA
3	Traffic calming	Oare Rd	Solution TBA for cycling and walking safety	5. Oare active travel route
38	School street	Water Ln	Potential school street TBA	Ospringe Public Realm
11	School street	Lower Rd	Potential school street (Bysing Wood) TBA	School street
47	School street	St Mary's Rd	Potential school street TBA	School street
68	Improve junction	Abbey St	Prioritise pedestrians at Court St / Abbey St; wider pavements on Conduit St; continuous footway @ Belvedere Rd	zTBA

#	Intervention	Location	Detail	Project
4	Extend 20mph	Oare	Oare Parish Council to decide	5. Oare active travel route
5	Enhance gateway	Oare Rd	Upgrade traffic lights?	5. Oare active travel route
12	Cycleway	Bysing Wood Rd	Realign / upgrade route to town centre	3. Bysing Wood Rd cycle path
10	Enhance gateway	Bysing Wood Rd	Move west of Wildish Road, implement with cycle lane upgrade	3. Bysing Wood Rd cycle path
37	Extend 20mph	South of Watling St	Extend 20mph south of Watling St	Watling St
100	Remove severance	Flood Lane	Add pedestrian gate to access HomeBargains	0. Implemented
102	Remove severance	Main station	Lifts too small for bikes; no gulley to wheel bikes up stairs	Station public realm
103	Wayfinding signs	Main station	Exit signs on platforms 1&2 contradict those on platforms 3&4	Station public realm
105	Crossing	Canterbury Rd / Salters Ln	To connect to PROW ZF24 / ZF26, part of Augustine's Camino	Watling St
106	Crossing	Canterbury Rd / Selling Rd	To connect to PROW ZF21 / ZF22	Watling St
107	Crossing	Love Ln	To connect to PROW ZF28 / new development	zzdelete
108	Crossing	Ospringe St / Water Ln	Reduce wait time at crossing	Ospringe Public Realm
48	Cycleway	Recreation ground	Review & upgrade existing paths to permit cycling (to station)	zTBA
101	Cycle parking	Town centre	Various locations with natural surveillance	zTBA
46	Healthy street	St Mary's Rd	Potential Healthy street TBA	Healthy streets
22	Crossing	Station Rd	Upgrade existing zebra at Station to table top	Station public realm
42	Remove severance	Hazebrouck Rd	Rearrange barrier@Kiln Court for pedestrians & cyclists	zTBA
51	Cycleway	Whitstable Rd	Add cycle/footpath to existing railway bridge	Whitstable Rd / Love Ln
58	Drop kerbs, tactiles	Multiple	Install on lower priority desire lines as part of other interventions	Drop kerbs, tactiles
56	Improve junction	Multiple	Other junctions to be tightened - lower priority	zTBA
16	Remove severance	East St	Allow west-east cycling	zTBA
61	Improve junction	Love Ln / Canterbury Rd	Traffic lights being implemented; pedestrian/cycle phase later	Whitstable Rd / Love Ln
1	Remove centre line	Various	Deferred pending further investigation	zTBA
74	Walking and cycling route	Oare Rd	Investigate alternatives. Fishing Lakes? Lakeside Ave / Churchill way?	5. Oare active travel route
91	Cycleway	Ham Road	Extend ZF55 - surface, widen and change to Cycletrack. LTN1-20 example of off road path	5. Oare active travel route
92	Drainage	Flood Lane	Fix drainage issues	zTBA

#	Intervention	Location	Detail	Project
93	Crossing	Court Street	Remove cobbles from Court St crossing @ Crescent road jn	zTBA
81	Crossing	Crescent Road	Upgrade crossing to raised crossing	zTBA
82	Improve junction	East St	@ Crescent Rd/Newton Rd.Advanced Stop Lines and cycle filters for early release LTN1-20 S10.6.14	zTBA
94	Continuous footway	South Road	Continuous footway across Stone Street and Plantation Road	zTBA
95	Continuous footway	Whitstable Rd	*6	zTBA
96	Ground level lighting	Long Bridge	north side - towards Windermrere	zTBA
97	Ground level lighting	Bramley Ave	Lane near Bramley Avenue	zTBA
98	Remove severance	Main station	Re-consider entire station layout to improve access for all to and through station	Station public realm
89	PROW improvement	ZF18	Improve footpath and consider changing to bridleway	zTBA
88	Footway / cycleway	King George V Rec	All year active travel link from Upper St Ann's Rd to Ospringe Rd	zTBA
99	Remove severance	Provender Walk	Remove wall to connect Provender Walk to Standard Quay	zTBA
104	Crossing	London Rd / King George	To connect to PROW ZF11	Watling St
84	Crossing	Napleton Road	Remove cobbles 3* crossings	zTBA
8	Improve junction	Barnfield Rd	Raised table; pedestrianise?	5. Oare active travel route
59	Remove severance	Swing Bridge	Include cycling & walking benefits	Swing bridge
23	Public realm	Station Rd	"New Faversham Entrance". Access to station, bridge, St Mary's, Preston St	Station public realm
55	Remove severance	Long Bridge	Iconic but expensive; design for cycling as well as walking	South East severance
86	Cycleway	Tanner Street	Make bi-directional for cycles	zTBA
41	Remove severance	Lower Rd	Remove barrier to cycling @Judd Road	zTBA
110	Public realm	Town wide	Trees to provde shade to improve walking	zTBA
111	Public realm	Town wide	Benches to facilitate more independent walking	zTBA
116	Public realm	West Street	Reduce vol/weight of traffic	zTBA
117	Improve junction	St Nicholas Rd	Reduce speeds at Wallers Road junction	zTBA
115	Crossing	Curtis Way / Westbrook	Add crossing - see 13 above	zTBA
118	Crossing	Lakeside Av.	Add pedestrian phase to traffic lights	zTBA
119	0	Graveney Road	Reduce speed limit to 30mph	zTBA

9. Appendix 2: "Parishes to Town" project summary and recommendations

9.1. Project introduction

The Eastern Area Committee of Swale Borough Council commissioned a "Parishes to Town" project in Dec-21. The project has four stages:

1) Develop an outline network
2) Consult on the network with Parish Councils and others
3) Audit the network to identify barriers and suggest possible improvements
4) Summary report for inclusion in the Faversham Town, Swale Borough councils' LCWIPs and Kent County Council's KCWIP.

9.2. Summary and conclusions

Increasing active travel between Faversham and the surrounding communities needs interventions that are either location-specific – such as safe crossings or segregated cycling infrastructure – or generic throughout the area – lower speeds and reduced traffic flow on rural roads.

9.3. Issues and potential solutions

Active travel options between Faversham and local communities are currently seen as dangerous and/or unpleasant. A tour of the local lanes and meetings with Parish and District Councillors and local residents identified multiple, specific concerns, summarised as:

"Too many, too large vehicles travelling too fast make local residents fear using the lanes for cycling, walking or horse-riding"

Solutions for achieving a significant modal shift to walking or cycling into Faversham come under three broad categories:

1) Building dedicated infrastructure for cycling: possible in some places but requires political commitment and likely to be costly.

2) Upgrading existing footpaths and bridleways for year-round use for walking and, in some cases, cycling. While lower cost, it requires community support and is unlikely to generate significant numbers of people walking or cycling.
3) Reducing volumes and speeds of vehicles on existing roads. As well as making lanes more pleasant and less eroded, this brings them closer to their original purpose: routes for local people to use safely on foot, on horseback, by bike or in a motor vehicle. Relatively low cost, but the design needs to be carefully considered in order to achieve community support.

9.4. Prioritisation

At Stage 1 a set of criteria for assessing route priorities was agreed (details in Appendix):

a. Proximity to Faversham – up to 40 minutes (walking or cycling);
b. Places with larger populations given greater priority;
c. Demonstration of Parish Council support for active travel;
d. Route deliverability, assuming funding available (mainly cycling); and
e. Strategic nature of route (mainly cycling) – whether the link forms part of wider route network.

Based on these criteria the following places were prioritised at stage 2:

Walking: **Oare, Goodnestone and Painters Forstal** – all within 40 minutes, paths mostly exist and/or upgradable at modest cost

Cycling: As above plus **Graveney, Boughton & Teynham**. All within 30 minutes cycling distance of Faversham station, have Parish Council support, are largely deliverable, cover the larger centres of population and are on a network of strategic routes.

9.5. Stage 2 recommendations

The stage 2 report recommended the following actions:

1) Produce more detailed plans for walking and cycling routes for the six priority communities;
2) Suggest a list of possible actions for individual Parish Councils;

3) Leverage other project opportunities as they occur[5];
4) Lower speed limits across all rural roads, as Surrey CC has recently done and West Sussex is considering; and
5) Designate some lanes as 'access only', potentially as part of a 'Quiet Lanes' project – recent examples in Suffolk[6] and Cornwall[7]. Where using physical barriers prove to be impossible, using signed-only "Access only" TRO could be investigated as a first step. This would reduce but not eliminate through traffic by removing certain lanes from Satnavs.

9.6. Summary conclusions

1) Output from the project is included the overall SWALE LCWIP and in the countywide KCWIP.
2) General (all or some parishes):
    a. Develop Quiet Lanes or Quiet Ways project by Kent County Council and Swale Borough Council with individual Parish Councils to reduce traffic speed and volumes on rural lanes.
    b. Lower speeds limits of 30mph / 40mph on rural roads with 20mph in villages and on the narrowest lanes.
    c. Write Highways Improvement Plans with specific interventions.
3) Specific:
    a. Oare: given the close proximity of the community to Faversham, **include interventions to promote walking and cycling within the Faversham LCWIP**.
    b. Teynham: Improving the cycle route along Lower Road is possible and could generate significant amounts of people cycling over time. Of particular importance is that Teynham lies on the strategic cycling route to Sittingbourne. **Sustrans is producing a feasibility report. Further recommendations will depend on that output.**
    c. Painter's Forstal: a **detailed report is appended**, which focuses on improving both walking and cycling.
    d. Boughton has existing demand for cycling and considerable longer-term potential, not least because it lies on the strategic route to Canterbury. The **attached report** describes the multiple alternative routes and the next step for

[5] Includes promoting tourist opportunities, such as the Augustine Camino, which runs through Painter's Forstal to Salters Lane via Faversham (comment added Sep-24).
[6] https://www.quietlanessuffolk.co.uk/about-us
[7] https://letstalk.cornwall.gov.uk/truro-quiet-lanes

Swale, Faversham and Boughton councils should be to agree which of those routes to develop further. Some recommendations do not depend on the chosen route, particularly interventions east of Brenley Corner.

e. Graveney and Goodnestone are considered together. For cycling, Sustrans is conducting a feasibility study on a proposed upgrade to NCN1 from Seasalter Beach to Sandbanks Lane. While the **attached report** includes recommendations for walking between the two villages and into Faversham, the **output from the Sustrans study is needed** to confirm much of the detail, particularly around the creek area.
f. Specific interventions in other locations have been given a lower priority at this stage, due to lack of proximity to Faversham, lower populations, or less community support.

Table 7: Parishes to Town – recommended interventions

Parish	Item	Issue	Solution	Location	Comment
Boughton	1	Traffic speed / vol	20mph	Replace existing 30mph limit in Boughton	From existing gateway at South plus enhance gateway
Boughton	2	Traffic speed / vol	30mph	From current 30mph to Canterbury Road / Stockers Hill jn	buffer zone, plus gateway and signs to indicate cycle route
Boughton	3	Junction safety	Remodel	Junction of Canterbury rd/Stockers Hill	Minimise flare on entry/extra
Boughton	4	Multiple	Multiple	Canterbury Road to Brenley Corner	Lower priority: Minimise carriageway widths / meximise pavement / add cycle lane? 40mph? Maintain - regular sweeping…
Boughton	5	Multiple	Multiple	Canterbury Rd @ Chalkley Rd	Redesign, new signs etc to link to off road route on north east of carriageway
Boughton	23	Multiple	Multiple	Brenley Corner	Needs redesign from National Highways. Interim: rephase lights to respond quicker to cyclists. ?Route cycles east/north depending on route into Faversham
Boughton	24	No cycleway	Remodel	Brenley Corner / London Road North	Possibility of using existing concrete surface
Boughton	25	Land ownership	Land ownership	North of London Road	Investigate attitude of landowner to using land inside hedge or tracks to reach ZR496
Boughton	26	Surface quality	Resurface	on ZR496	Severe flooding observed - solution needed
Boughton	27	No cycleway	Upgrade / uprate	ZR496	Footpath crosses field - landowner might resist upgrade to bridleway or similar. Alternative uses north/south track to London Road
Boughton	28	Traffic speed / vol	Traffic calming	Homestall lane	Homestall Lane not currently usable by many cyclists - need signficant reductions in vehicle numbers and speeds
Boughton	29	No cycleway	Cycleway	Graveney Road	Segregated route benefits Graveney and Goodnestone residents
Boughton	30	Surface quality	upgrade	ZR496	Concrete path ends, would need upgrading to make usable for cycles
Boughton	31	No cycleway	Land ownership	new link from London Road to ZR496	Linked to #24 diversion towards ZR 496
Boughton	32	No cycleway	upgrade	Chalkpit needs solution	Depends on Duchy of Cornwall plans
Boughton	33	Access	Cycleway	London Road railway bridge	Potential to use footbridge. Barrier removal

Parish	Item	Issue	Solution	Location	Comment
Graveney	6	Traffic speed	20mph	All Saints, Graveney to Pippins, Goodnestone	Exact location TBA
Graveney	7	Traffic speed	30mph	Outside 20mph speed limit	Extend 30mph as buffer
Graveney	8	Access	Remove barrier	At end of Sandbanks Lane	Replace 2 'cycle barriers' with bollards (or remove)
Graveney	9	Access	Remove barrier	Near Iron Wharf Yard	Remove cycle barrier
Graveney	10	Surface quality	Maintenance	Near Sandbanks Lane	cut back growth and resurface
Graveney	11	Surface quality	Resurface	Parallel with Creek	Resurface
Graveney	12	No cycleway	New route	Iron Wharf	Re-route cyclepath to avoid sewage works - Iron Wharf or along Abbey Fields
Graveney	13	Surface quality	Resurface	Creek	Better signs and surfaces (if no new route)
Graveney	14	Surface quality	Resurface	Sewage Farm	If no new route, resurface
Graveney	15	Unclear route	Replace signs	Sewage Farm	If no new route, better signs
Graveney	16	No footpath	Footpath	Graveney village to All Saints	New on/off road footpath to church from edge of village
Graveney	17	No footpath	Footpath	Graveney to Goodnestone	New on/off road footpath between villages
Graveney	18	Access	Barrier	Railway crossing ZR492	Replace 2 stiles with kissing gates
Graveney	19	Surface quality	Maintenance	ZR492 near railway	Pond makes foopath impassable after rain
Graveney	20	Surface quality	Maintenance	ZR492 near Goodnestone Court	Foopath impassable after rain
Graveney	21	Surface quality	Maintenance	ZR494 south of Goodnestone Court	Very muddy stretch
Graveney	22	No cycleway	Upgrade	Graveney Road	Walking and cycling along Graveney Rd is unpleasant / dangerous. Need off-road footpath/cycleway

Parish	Item	Issue	Solution	Location	Comment
Painter's Forstal	34	Traffic speed / vol	20mph	In village?	Parish Council prefers uniform 30mph
Painter's Forstal	35	Traffic speed / vol	centre lines	Remove in village	Can reduce traffic speeds, removes street clutter
Painter's Forstal	36	Traffic speed / vol	30mph	Eastling Road	Extend from village to Brogdale Road
Painter's Forstal	37	Traffic speed / vol	centre lines	Eastling Road	Can reduce traffic speeds, removes street clutter
Painter's Forstal	38	Unclear route	Footpath	Lorenden	Permissive path ?status
Painter's Forstal	39	No footpath	Footpath	Eastling Road	Add pavement / off road path - new access opposite Plumford Lane
Painter's Forstal	40	Traffic speed / vol	centre lines	Brogdale Road	Can reduce traffic speeds, removes street clutter
Painter's Forstal	41	Traffic speed / vol	20mph	Brogdale Road	Extent TBA
Painter's Forstal	42	No cycleway	Cycleway	Perry Court	Upgrade existing PROW ZR18
Painter's Forstal	43	Junction safety	Crossing	Remodel Brogdale / London Road	to include crossing of London Road
Painter's Forstal	44	Traffic speed / vol	Quiet Lane	Vicarage Lane	remove through traffic
Painter's Forstal	45	Traffic speed / vol	20mph	Vicarage Lane	Entire length
Painter's Forstal	46	Surface quality	Maintenance	Painter's Forstal Road	Remove vegetation from footway
Painter's Forstal	47	Traffic speed / vol	30mph	Painter's Forstal Road and Water Lane	Extent TBA
Painter's Forstal	48	Surface quality	Maintenance	Water Lane near M2	Remove vegetation from footway
Painter's Forstal	49	Traffic speed / vol	Traffic calming	Water Lane	Traffic calming to slow traffic (cycle route)
Painter's Forstal	50	Traffic speed / vol	30mph	Water Lane	Extent TBA
Painter's Forstal	51	Unclear route	Footpath	St Peter & St Paul	Improve signs
Painter's Forstal	52	Unclear route	Footpath	Permissive path	Investigate status - formalise?
Painter's Forstal	53	Surface quality	Maintenance	Water Lane, near Mutton Lane	Remove vegetation from footway
Painter's Forstal	54	Traffic speed / vol	School street	Water Lane	Consider whether potential school street?
Painter's Forstal	55	Traffic speed / vol	20mph	Water Lane, north of St Peter & St Paul Church	Exact location TBA
Painter's Forstal	56	No safe crossing	Crossing	King George V / London Road	Crossing type TBA
Painter's Forstal	57	No safe crossing	Crossing	London Road, west of Western Link	To join ZR351 to ZR328: NOTE added after report prepared