

INTRODUCTION: A Walking and Cycling Town

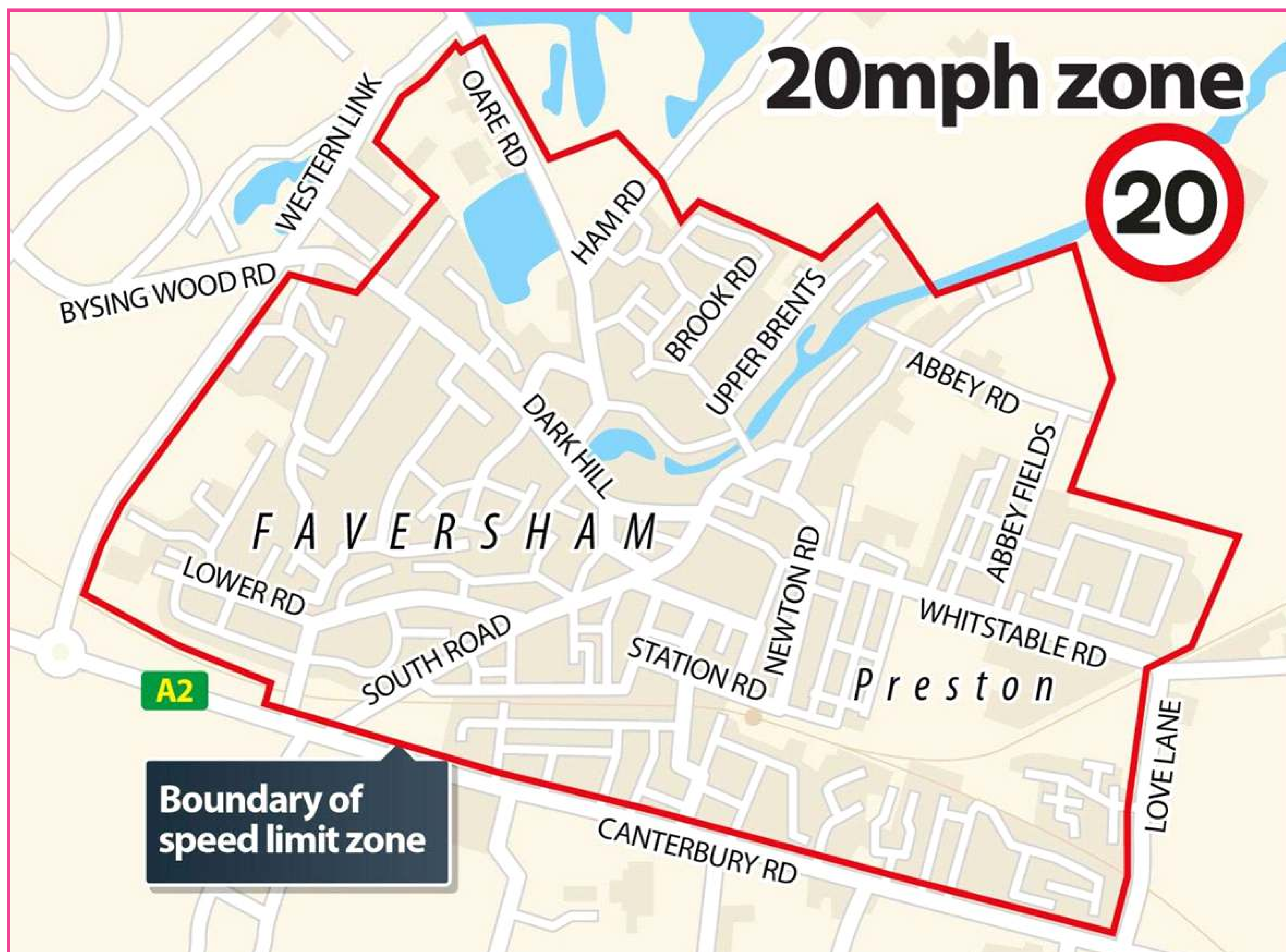
The Town Council is committed to making Faversham a town which is easy and safe to walk, wheel and cycle around. This ambition is reflected in the Faversham Neighbourhood Plan which has a key aim of promoting sustainable transport and active travel including cycling and walking.

The benefits of cycling and walking and making it as easy as possible for pram, pushchair and wheelchair users to move around are well documented and include:

- Improved public health
- Reduced air pollution, carbon emissions and noise pollution
- More use of local shops and cafes
- More casual social interactions
- Slower traffic and fewer collisions
- Less traffic congestion

The first steps in this process were a town-wide 20mph speed limit and an East West walking route. Faversham Town Council now plans to develop a North South Walking Route making it easier for people to move around the town without using motorised vehicles. This exhibition aims to inform residents and visitors about that plan.

The town wide 20mph scheme: A first step



The Faversham North South Cross Town Walking Route



The Story So Far

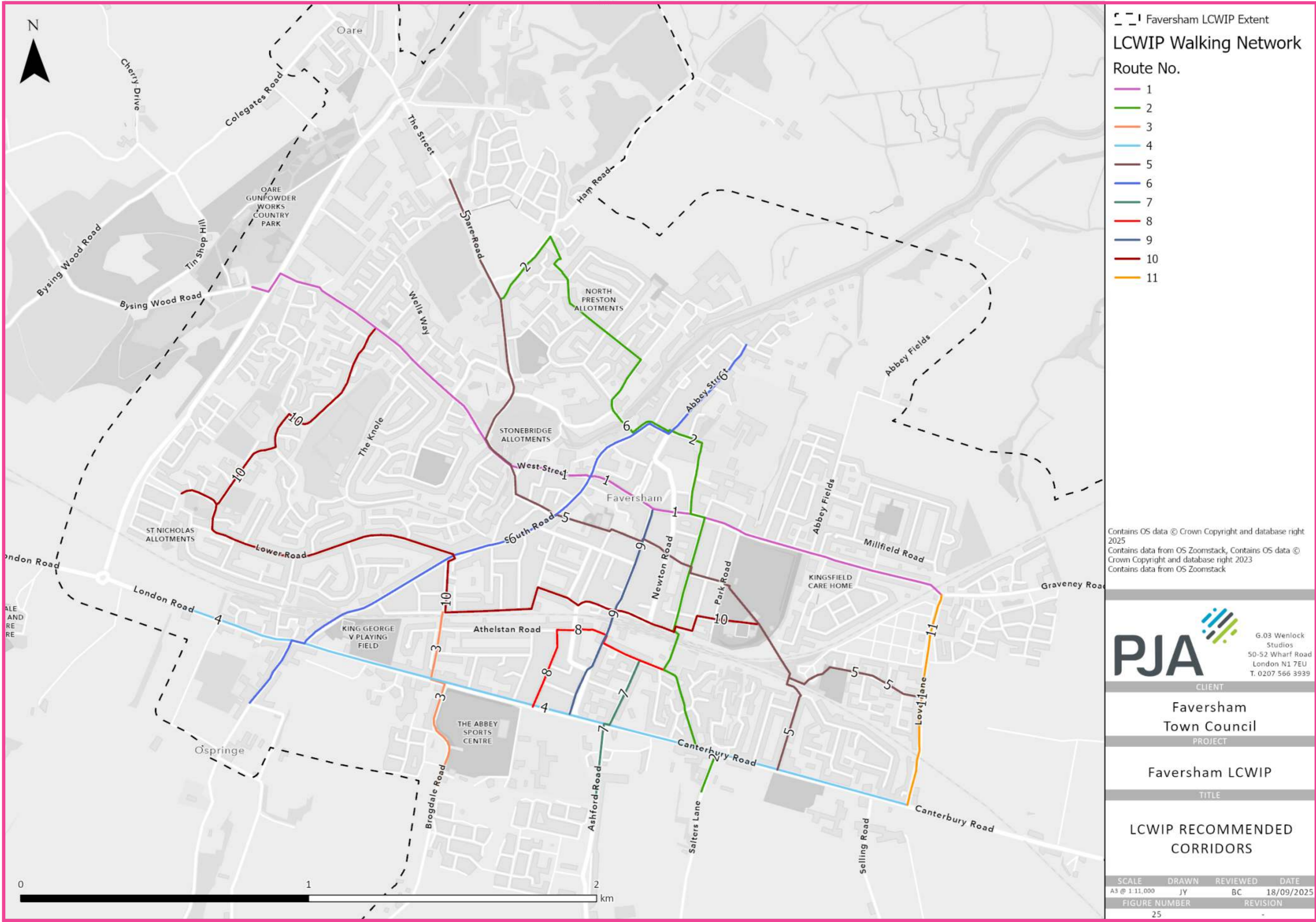
As a long term supporter of 20mph in Faversham the Town Council worked with Kent Highways to implement a **Town Wide 20mph Scheme**, with funding from Active Travel England.

We knew the 20mph scheme would need further physical interventions to slow traffic and in 2022 Swale Joint Transportation Board agreed our first **Local Cycling and Walking Infrastructure Plan (LCWIP)**. The LCWIP aims to improve the experience of pedestrians, cyclists and wheelchair users through an extensive set of highways interventions.

In 2023 Kent Highways successfully bid for funds from Active Travel England to develop an **East West Cross Town Walking Route** running from Lower Road through to the Recreation Ground by implementing a number of the interventions in the LCWIP. The Town Council actively supported the route development feeding back residents' views and Kent Highways completed the route early in 2025.

Kent Highways also allocated Swale Borough Council funding to design a **North South Cross Town Walking Route**. We are now seeking your views on the outline plan and designs for this route that consultancy firm WSP have developed.

Walking corridors identified in Faversham Local Cycling and Walking Infrastructure Plan



The East West Walking Route

The completed East West Walking Route runs from Lower Road to the Recreation Ground. It links a large residential area with the town's main facilities and services. The set of highways improvements has made it easier and safer for pedestrians and wheelchair users to access the town centre.

SCHEME IMPACT: Key outcomes so far

“The zebra crossings, informal crossing points and better road junctions have made our streets easier and safer to cross.”

“Road layout changes have reduced vehicle speeds, particularly on the faster roads.”

“Drivers are more aware of and give priority to pedestrians and cyclists at junctions and crossing points.”

“People are more aware of how safe walking routes enable access by foot or wheelchair to key community resources.”

Route Interventions Include:

New **zebra crossings** giving pedestrians and wheelchair users priority on South Road and Newton Road

Road narrowing to shorten crossing points at key junctions like Lower Road and Park Road

Raised tables at road junctions slowing vehicles at key junctions including Beech Close and Bank Street

Informal crossing points, encourage drivers to give pedestrians and wheelchair users priority

Speed cushions to slow traffic on roads such as Lower Road



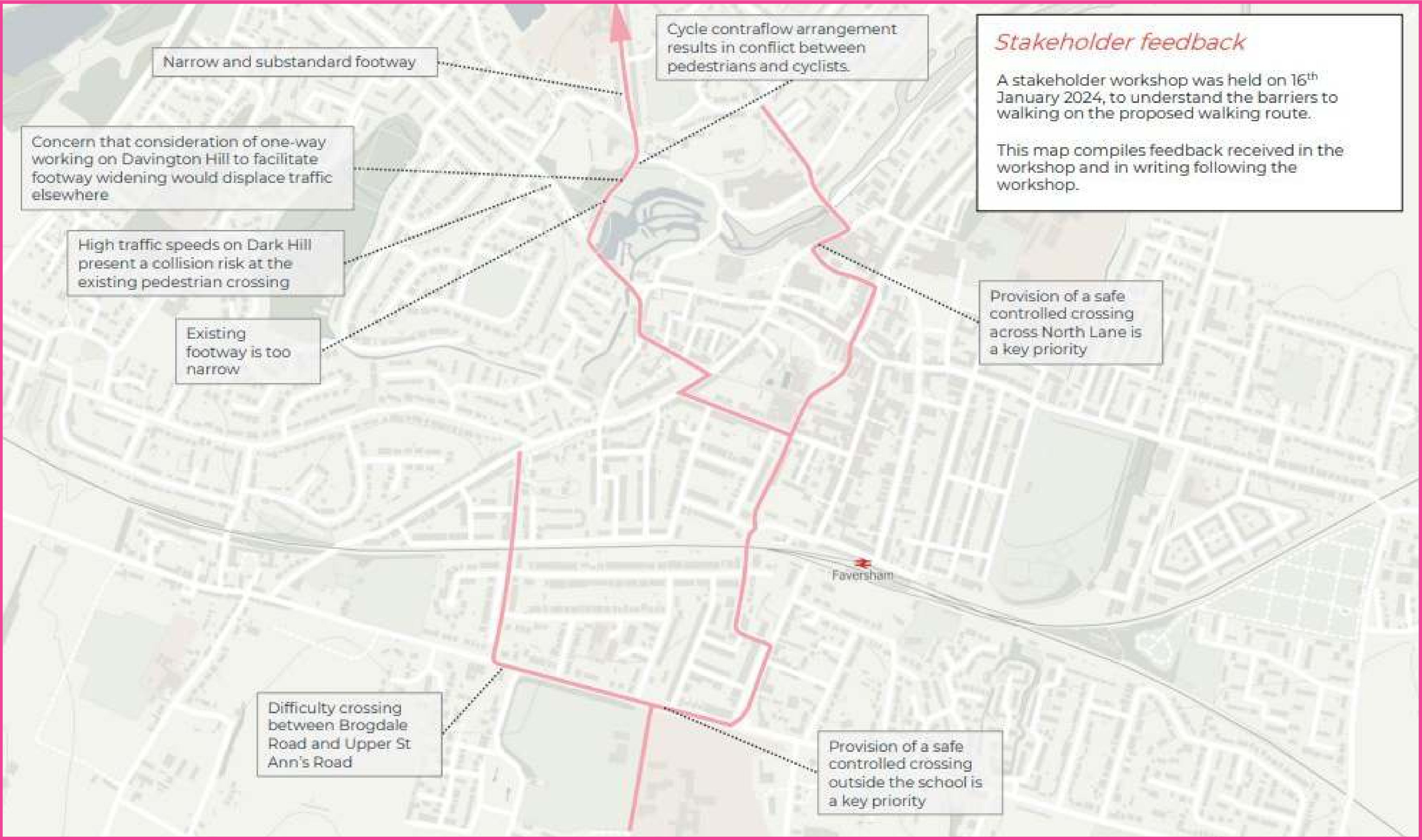
A NORTH SOUTH WALKING ROUTE: Background

The LCWIP identifies a walking corridor between the Abbey School and the residential areas of the Brents, Davington and North Preston via the Town Centre and Railway Station.

Pedestrians already use a variety of routes on this corridor for trips to community and business facilities like the Abbey School, the Railway Station, the Royal Cinema, Shepherd Neame Brewery, Faversham Creek, the Grammar School and Standard Quay.

However, there is often no direct, uniform route for pedestrians. They use a variety of streets, pavements, alleyways and cut throughs, often to avoid places which are difficult to cross, such as the A2, the railway line, Faversham Creek and South Road / North Lane. Pedestrians also find it difficult to cross local streets, such as Bridge Road, Stone Street and Forbes Road. The LCWIP identifies a long list of highways improvements to make it easier for pedestrians to walk safely along this corridor.

Map and Initial Stakeholder Feedback

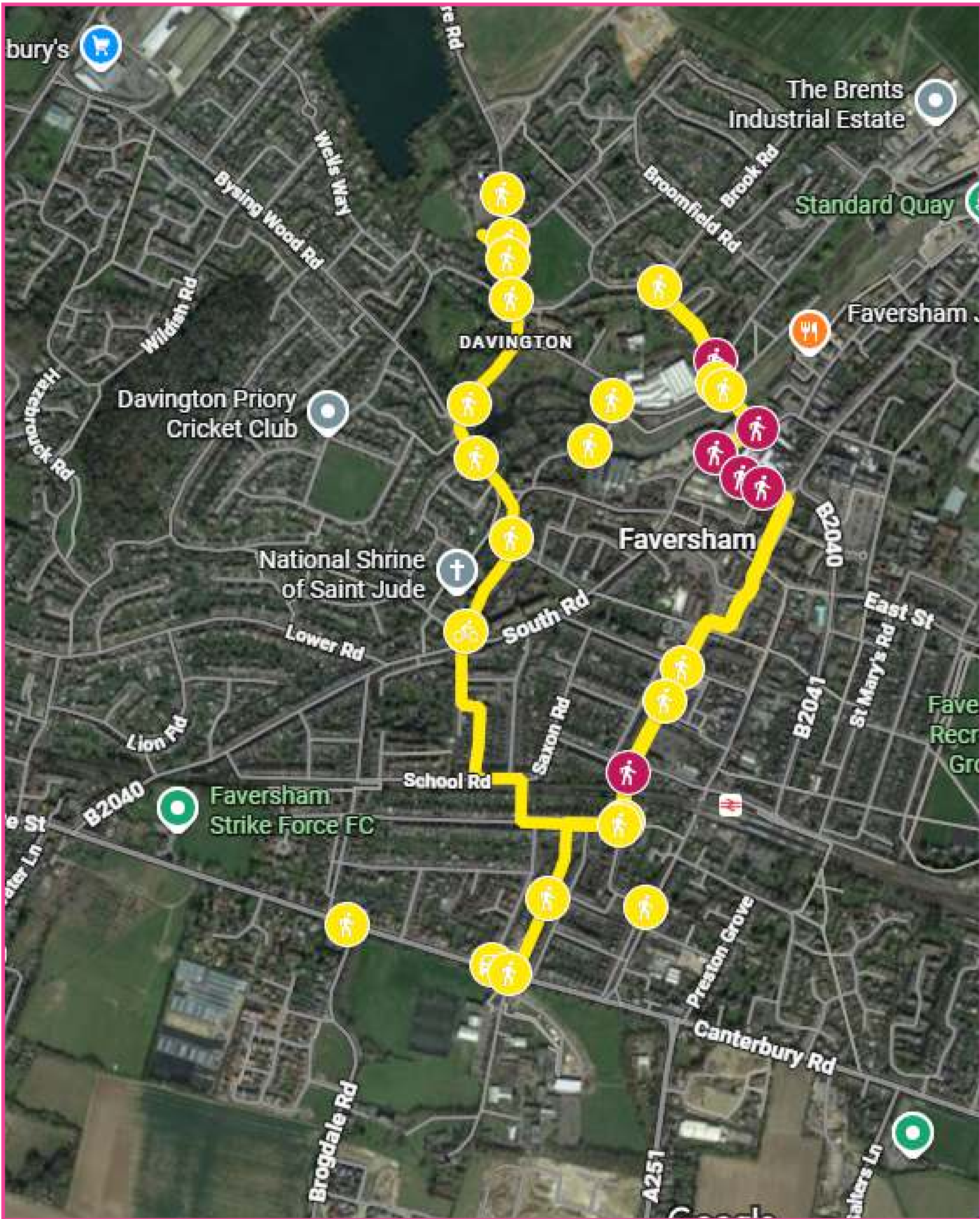


The Faversham North South Cross Town Walking Route



The Full List of Possible Interventions Along the North-South Walking Route

Crossing	Priory Row	Davington Primary School - raised Zebra crossing with build out
Improve Footway	Priory Row	Level and widen pavement to 1.8/ 2m
Improve Junction	Priory Row / Priory Road	Tighten junction, narrow road , raise crossing , add trees and seating
Widen pavement	Davington Hill	Widen pavement to 2m
Improved Crossing Point	Curtis Way	Safer crossing near Westbrook
Crossing	Tanner Street	Extend raised table , install zebra crossing, lose one parking space
Improve Junction	Reedland Crescent	Tighten junction, narrow road, raise crossing ; add trees and seating
Improve junction	Bramblehill Road / Church Road	Remove barriers, remove island, tighten junction , narrow road, increase pavement widths, raised crossing plus parklet with seating & trees. Removing 50m of parking.
Crossing	Brent Hill	Tighten junction and raised crossing at Brent Road ; parklet with seating & trees
Crossing	Church Road	Raised crossing to Front Brents
Crossing	Bridge Road	Raised crossing over end of road
Crossing	North Lane	Improve link to town centre from North Preston via Partridge Lane
Pedestrian Improvements	Partridge Lane	Improve link to town centre – wider pavements, raised crossing
Crossing	Stone Street	Raised crossing Bank St – Dorset Place
Lighting	Dorset Place	Ground lighting to enhance security and improve accessibility
Crossing	Briton Road	Tighten junction , remove island, narrow road, raised crossing plus trees at Forbes Road
Crossing	The Mall / Forbes Road	Raised crossing , parklet with seating, remove some on-pavement parking spaces
Extend 20mph	London Road	Extend 20mph speed limit along London Road
Crossing	London Road	Street level formal crossing at Abbey School
Improve Junction	Canute Road / Kingsnorth Road	Continuous crossing, entry/exit restrictions
Crossings & junction improvement	London Road / Brogdale Road	Tighten junction, continuous footway on the desire line at Brogdale Road entrance. Formal crossing over London Road between Brogdale Road and Upper St Anns Road .



NORTH SOUTH ROUTE DEVELOPMENT PROJECT: Key Challenges

Crossing the A2 near the Abbey School

The narrow concrete bridge on the A2 is unusable by people with mobility problems and pram and pushchair users. Introducing a surface level crossing near to the main pedestrian desire line would help students and others accessing Abbey School and residents on the Perry Court and Brogdale Road estates. A priority for the Town Council, Kent Highways officers recognise the issue and are exploring options.

Abbey School/A2 Bridge



Controlling Vehicles in the Town Centre

There has long been public concern about the volume of traffic using the medieval heart of Faversham. Swale Joint Transportation Board agreed in 2022 to ban all vehicles, apart from blue badge holders, from the Market Place and Preston Street during the day. Technical and financial issues have delayed plans to enforce the ban with ANPR cameras. The current commitment by SBC and Kent Highways to finding other solutions is limited to exploring other options 'once funds allow'.

Parked Cars in Market Place



Improving the Pedestrian Journey to Davington School

WSP has reviewed a range of possibilities. While it would be desirable to widen the footway on Davington Hill, the narrow width of the road would require a one-way system, which residents and councillors currently do not support. Other interventions on Priory Row, at the junction of Priory Row and Priory Road and at the bottom of Davington Hill should still be achievable.

Junction Davington Hill and Priory Road



Making it Safer to Travel Between the Brents and the Town Centre on Foot

Access to the Brents and the North Preston estate from the Town Centre requires pedestrians to cross North Lane or Quay Lane. Pavements are narrow or non-existent and there are no road crossings. The temporary bridge across the Creek has a walkway on one side only.

Entrance to Bridge Road from North Street



Development Project Activity

WSP Consultants identified the following main issues with the North South route:

- Poor junction geometry
- Narrow footways
- Lack of crossings

They have proposed four priority areas for interventions:

- North Lane/Partridge Lane
- Davington Hill*
- Forbes Road/Briton Road
- A2 London Road

** Davington Hill was later dropped for Bramblehill Road*

They produced detailed designs for three of them.

Getting Funding

The Town Council made an unsuccessful bid for Active Travel funding for the project earlier this year. Our capital spending priorities were for the following junctions:

- North Lane/Partridge Lane
- Briton Road/ Forbes Road
- Bramblehill Road

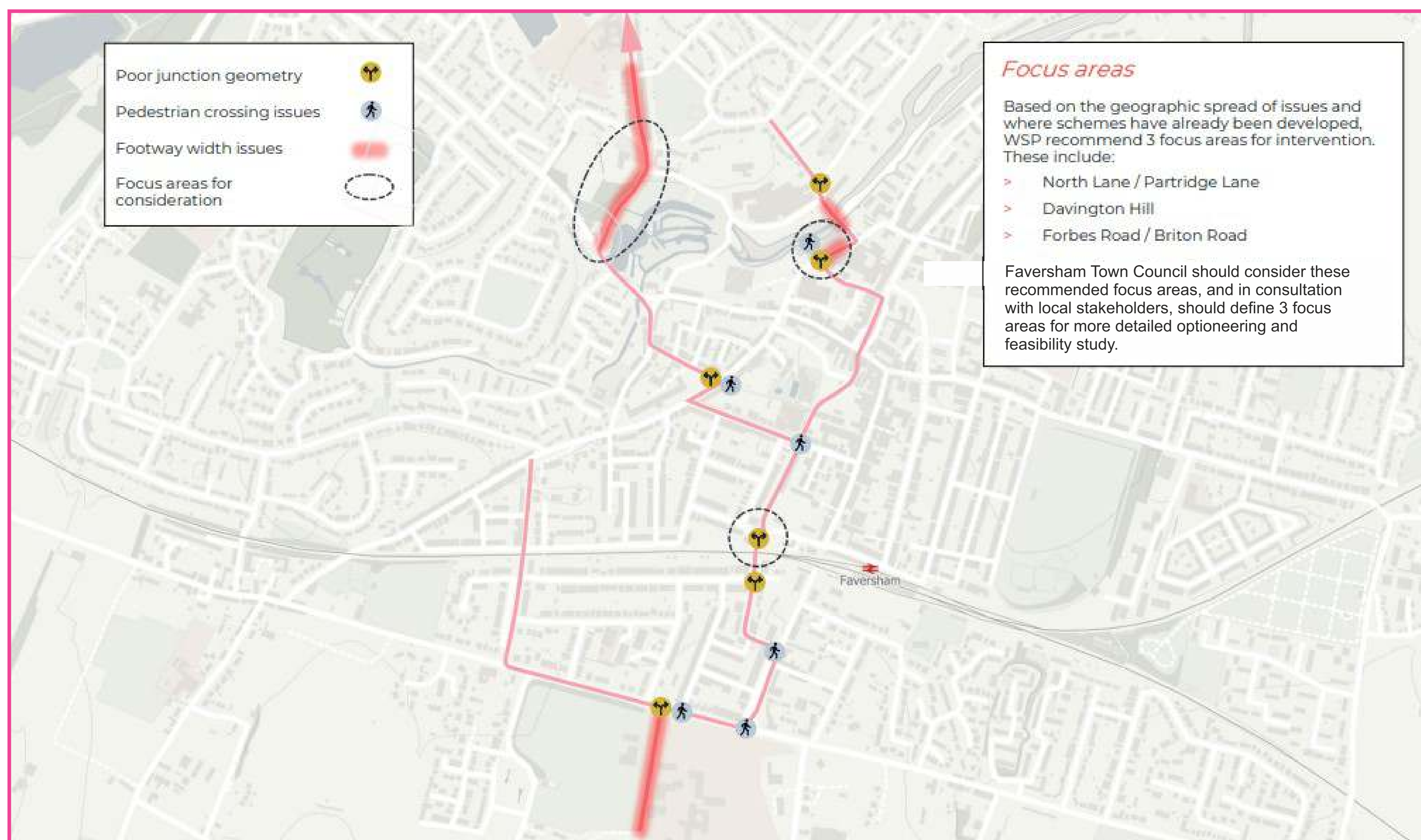
- The Mall/Forbes Road
- Stone Street/Bank Street

We also requested development funding for:

- A feasibility study looking at other potential North South route interventions
- A feasibility study looking at making Court Street and Market Place safer for pedestrians

We are hoping that the feedback we get during this exhibition will help us refine our proposal and show that we have local support for our plans, making it more likely that we will be successful next time.

WSP Focus Areas



Bramblehill Road Junction BEFORE Proposed Intervention



Bramblehill Road Junction AFTER Intervention



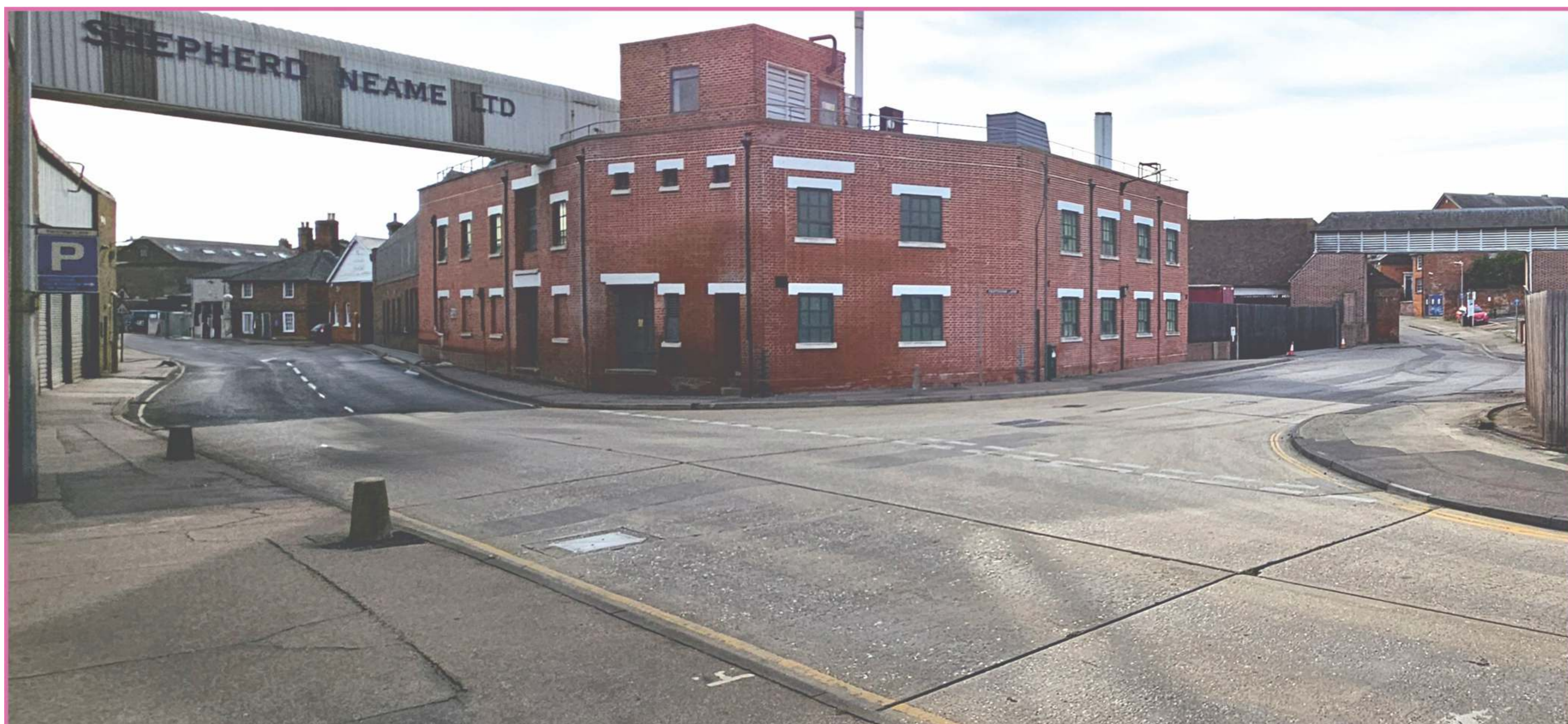
Briton Road Junction BEFORE Proposed Intervention



Briton Road Junction AFTER Intervention



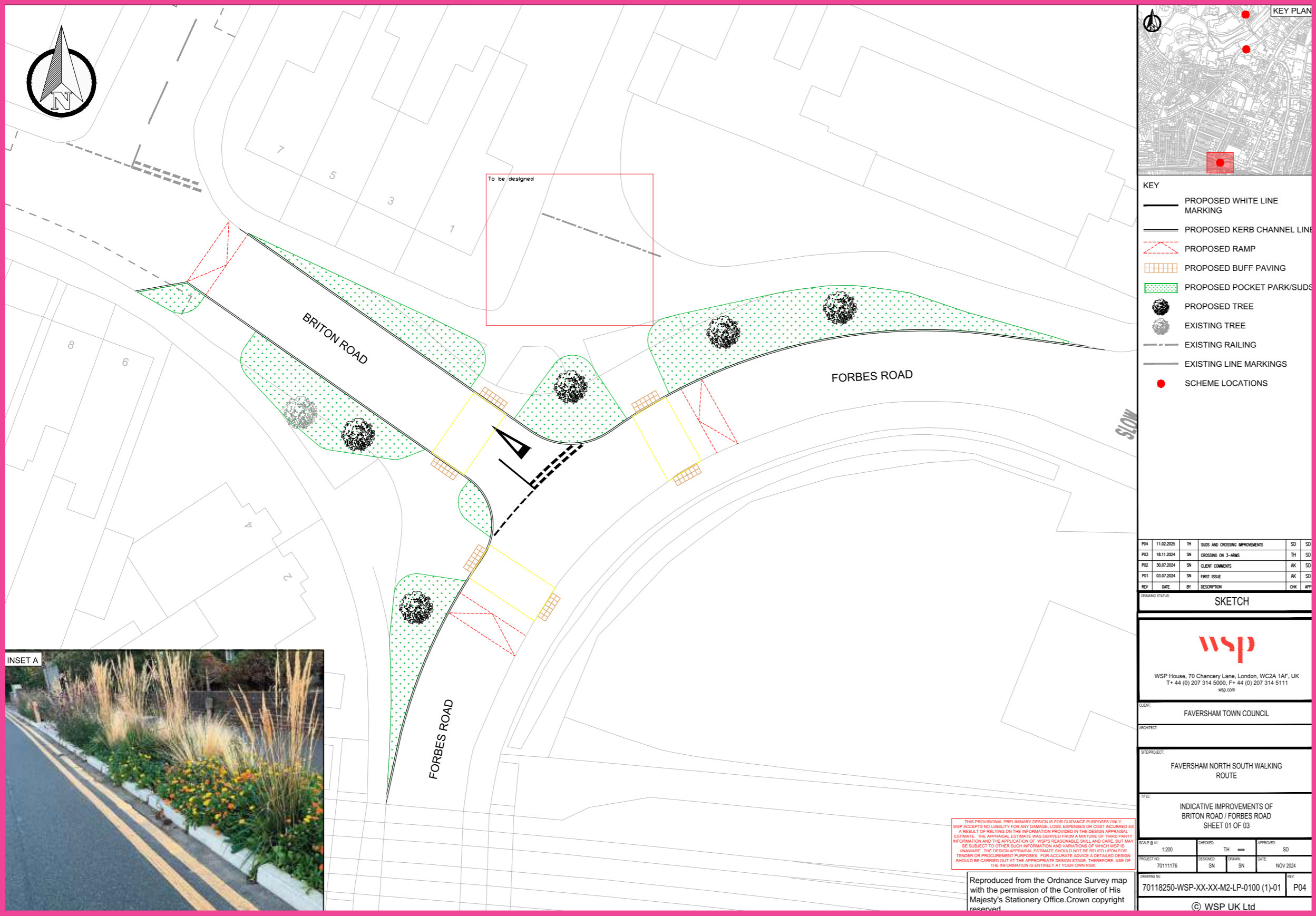
North Lane Junction BEFORE Proposed Intervention



North Lane Junction AFTER Intervention

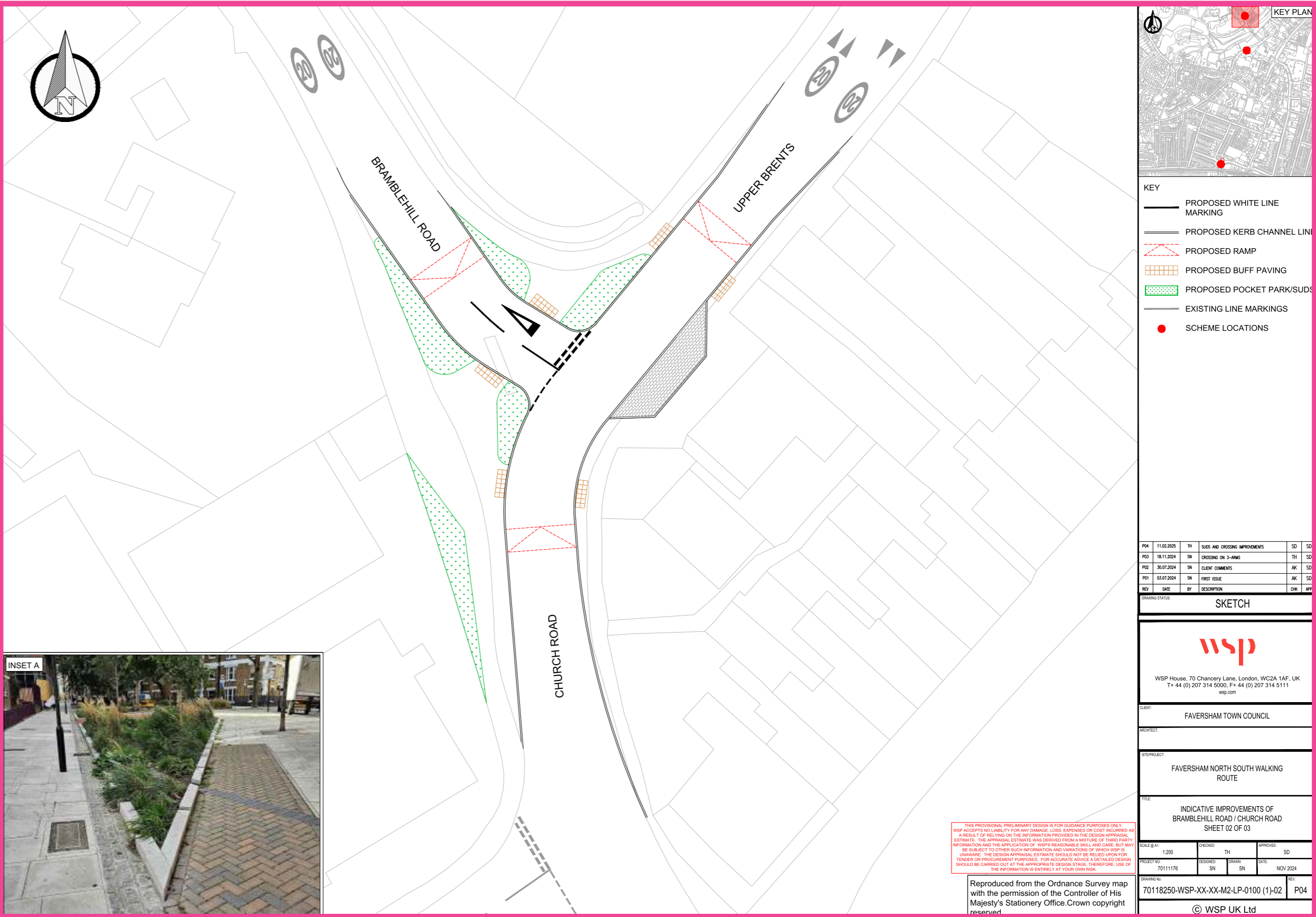


Intervention Designs

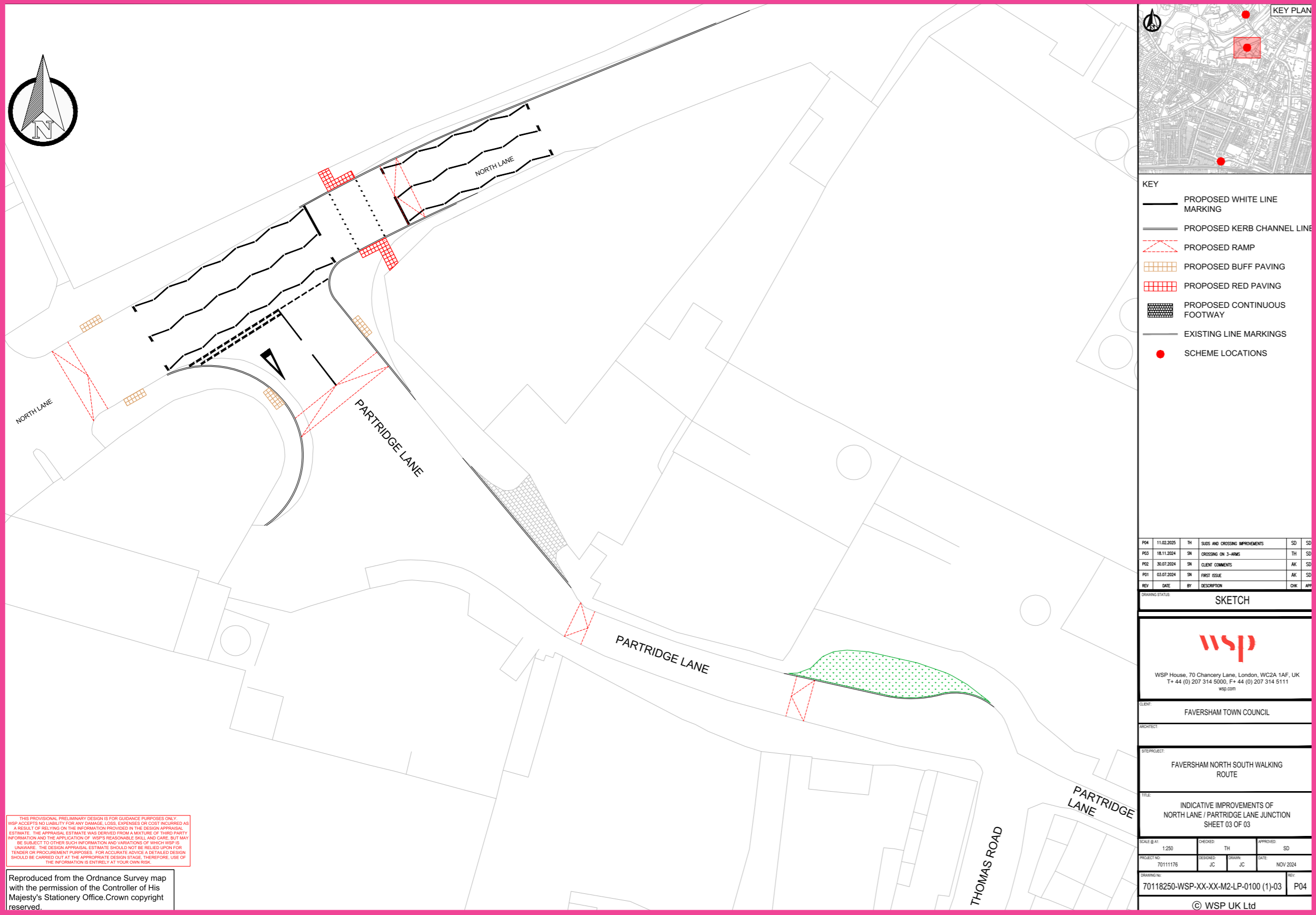


Briton Road Junction Design

Bramblehill Road Junction Design



North Lane Junction Design



The Faversham North South Cross Town Walking Route



Please Give Your Views

The Town Council is holding this exhibition to:

- Inform residents and visitors about the proposed North South Walking Route
- Gather views about how to improve the project, ensure a good level of support and address any concerns

Please fill out the feedback questionnaires which are available and tell us:

- What you think about the impact of previous projects make to Faversham better for walking and cycling
- The problems you face when walking to or from the town centre and North Preston / Davington or the Abbey School
 - Which are the key locations for improvements
 - Your thoughts about the proposed designs, or
 - Any other concerns you have about our plans

If you want to view these boards
on line they are available at:



You can fill out the exhibition
questionnaire online at:

