

# Medway Provisional Local Transport Plan

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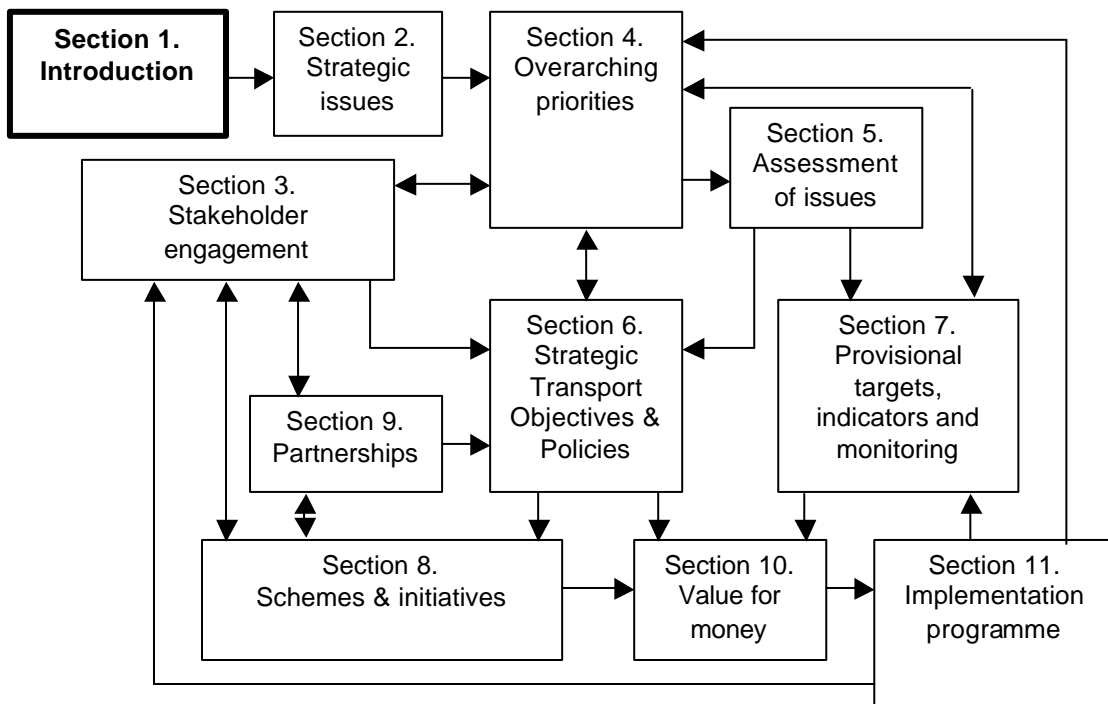
# Section 1 INTRODUCTION

## 1.1 CONTEXT

1.1.1 This section sets out the reasons for the document and describes the overriding aims of the Local Transport Plan (LTP). The section provides a brief insight into an overview of Medway Council's characteristics, and mentions the transport issues in context. Key challenges are raised together with the prospects for transport investment. The importance of stakeholder consultation is mentioned and this has assisted in shaping the LTP.

1.1.2 This section links:

- forward to section 2 as the key challenges are expanded relating to regional, sub regional and local issues relating to Medway.



## **1.2 THE TRANSPORT ACT 2000**

- 1.2.1 The Transport Act 2000 requires the majority of local transport authorities in England, outside London, to produce and implement an LTP, in a way that takes account of statutory guidance issued by the Secretary of State. The LTP system aims to encourage high quality planning and effective delivery of local transport and seeks to provide a basis for monitoring performance locally.

## **1.3 LTP GUIDANCE NOTES**

- 1.3.1 The Department for Transport (DfT) produced Full Guidance Notes to assist all Local Authorities in producing the second edition of their Local Transport Plans.

Provisional LTPs are to be produced by the end of July 2005, after which Medway Council will have the opportunity to produce a revised and finalised local transport plan by the end of March 2006.

- 1.3.2 The Guidance's overriding aim seeks:

- to enhance the quality of local transport planning
- to increase the effectiveness of the LTP system as a performance system
- to focus efforts on a small number of key priorities

- 1.3.3 The DfT now expects all local authorities to: -

- focus on delivering a smaller set of key outcomes, reflecting the shared priorities agreed between central and local government
- improving access to jobs and services, particularly for those most in need, in ways that are sustainable
- improved public transport, reduced problems of congestion, pollution and safety

In order to meet the above objectives, the Guidance notes have established four new key principles, which LTPs should meet.

- 1.3.4 The LTP objectives are: -

- set transport in a wider context
- set locally relevant targets for outcome indicators
- identify the best value-for-money solutions to deliver those targets
- set trajectories for key targets, to enable greater transparency and rigour in assessing performance

The Guidance Notes suggest that LTPs should also encompass other changes since the first round of LTPs. These include:-

- five-year 'Planning Guideline' budgets for the maintenance and integrated transport blocks, to inform LTP development
- a new requirement to produce accessibility strategies as part of the LTP
- the progressive incorporation of Air Quality Action Plans and Rights of Way Improvement Plans
- a Transport Asset Management Plan report
- a Strategic Environmental Assessment.

## **1.4 MEDWAY IN CONTEXT**

1.4.1 Medway is made up of the towns of Strood, Rochester, Chatham, Gillingham and Rainham and more rural areas, including the Hoo Peninsula. It is a modern place with green spaces and superb quality of life, close to breathtaking countryside. Medway has a highly skilled workforce and a young and culturally diverse population.

Medway grew up around the river from which it takes its name. Today, the river is still shaping the area and its business, leisure and growth. Medway is recognised by the Government as part of the developing Thames Gateway region which will play an increasing role on the European and global stage. It is situated in Kent in the South East of England just 45 minutes from the centre of London, the Channel Tunnel and ports. The area has excellent access to the national motorway and rail networks. Medway Council is a unitary authority, providing all local government services for a quarter of a million people.

1.4.2 Medway works in partnership with 148 local organisations, which together make up the Medway Local Strategic Partnership (LSP) called *More to Medway*. This brings together all the main organisations representing the community, including businesses, voluntary and community groups and public bodies like the police, the health service and the council.

1.4.3 Medway has a 64.5% employment percentage; this is above the average employment percentage of 16 to 74 year olds when compared with the average of England as a whole of 60.6%. The population age distribution places Medway at an average of 36.5 years and this ranks the authority 7<sup>th</sup> youngest in the region. This average compares to mean ages of 39.1 regionally and 38.7 nationally. Although Medway has a younger than average population older people in the area are living longer and more independently than 10 years ago.

1.4.4 The area has an economically active full time students percentage of 2.3 % In 2001 there were 9,804 full-time students and

schoolchildren aged 16 to 74 in Medway. Of these, 4,522 were aged 18 and over. This figure will increase over the period of the LTP due to the design and construction of Medway's multi-university campus for over 6,000 students as a phased development. It will see the refurbishment of Chatham Maritime's Drill Hall, turning it into Europe's longest learning resource centre and the University of Kent at Medway's (UKM) new buildings, which will incorporate state-of-the-art teaching space, student support specialists and access courses taught by Mid-Kent College.

1.4.5 Together with the existing University of Greenwich buildings and the proposed Canterbury Christ Church University College facility in Pembroke Court, a true campus will be born. It will have its own distinctive features, academic specialities like pharmacy and sports, student societies and arts groups. It is estimated that the campus will add £10 million to the local economy and create an additional 600 jobs and offer real opportunities, not only to Medway's young people but also to adult learners who wish to take advantage of the opportunity to re-train by studying locally.

1.4.6 Medway is steeped in history and rich in culture alongside maritime and military links. Many of its major attractions are an insight of the area's military heritage from the Napoleonic period to the present day. Rochester Cathedral is England's second oldest cathedral established in 604AD and has become a place of pilgrimage for 1,400 years.

## **1.5 MEDWAY'S TRANSPORT IN CONTEXT**

1.5.1 Transport movements in Medway have historically been restricted by the topography of the area, and the significant increase in car ownership in recent years.

1.5.2 The River Medway follows a tortuous course dividing up the urban area and creating steep dip slopes. This results in severely restricted route options and river crossings for road and rail.

1.5.3 Road

With the above tourist attractions, Medway has important business and commerce centres alongside major business parks at Gillingham and Medway City Estate. Traffic patterns will also be altered by a number of regeneration areas that will commence during the life of the plan and be complete during future plans. From traffic counts at 4 key principle routes within Medway between 1999 and 2003 there has been an increase of traffic by 8%. The A2 Rochester Bridge a central point in Medway carries over 34,000 vehicle movements a day. From the 2001 census total (private) vehicle ownership indicated a 24.3% increase since the 1991 census.

The A228 is a major north/south link through Medway from the authority's southern boundary at Snodland through to the north at Thamesport on the Isle of Grain. Although currently the Isle of Grain is a predominantly rural area, the Grain site does provide a number of significant regeneration opportunities on brownfield sites. During the life of the first LTP major upgrade has taken place on the route between Main Road and Ropers Lane, however, there are other locations in need of upgrade along its route.

#### 1.5.4 Rail

The rail network is centred around the north Kent line, which serves Rainham, Gillingham, Chatham, Rochester and Strood. This provides services to the main London terminals of Victoria, Charing Cross, Waterloo, Cannon Street and London Bridge. There is also a secondary rail line through the Medway Valley serving Cuxton and Halling and through to Maidstone West. During the life of the plan new train operators will take on the Integrated Kent (Rail) Franchise following the bidding process.

#### 1.5.5 Bus

The bus network extends through the urban area with a major terminal at Chatham. The network also extends to neighbouring towns of Gravesend, Sittingbourne and Maidstone, and the Bluewater shopping complex at Greenhithe. The majority of services are local urban routes with a length of under 5 miles from the principle core area to the outer suburbs, operating at a frequency of between 2 and 8 buses per hour. More infrequent services extend into the rural areas of Medway in particularly the Grain peninsula.

The principle bus operator is Arriva, although other operators do operate on more peripheral routes.

In June 2004, Arriva launched *Operation Overdrive* in the Medway area. 61 new buses were introduced, all of which featured low-floor, easy access to help those with restricted mobility and parents with young children. 5 key routes also saw frequency improvements, which accommodate 10-minute frequencies.

#### 1.5.6 Coach Travel

A number of private companies provide commuter coach services from Medway to London. These predominantly serve the southern peripheral areas of the conurbation close to the M2.

An hourly National Express Service runs from Dover to London and stops at the Hempstead Valley Shopping Centre on route.

### 1.5.7 Cycling Facilities

Medway Council is continually looking to expand its cycle network, with both on road and off road lanes. The majority of road routes in Medway have cycle facilities, and a series of other routes are proposed to increase take up of cycling.

### 1.5.8 Walking

Utility walking continues to decline in Medway, but schemes continue to be implemented to improve pedestrian facilities, including disabled access. Issues of accessibility form one of the 12 objectives.

## 1.6 KEY CHALLENGES

### 1.6.1 There are two overriding challenges that Medway faces with regard to the LTP.

These are: -

- inter- connectivity with the wider area
- ensuring efficient movement within Medway

### 1.6.2 Inter-connectivity

Medway has a strategically important position at the heart of the Thames Gateway as the sole unitary authority in the southern spine of the Gateway area, and forms the midway point between London and the continent, along the M2/A2 corridor.

The area suffers from a perceived lack of inaccessibility, which hinders future economic development.

It is imperative therefore that Medway is able to be connected into the rest of the South East, London, the UK, and the continent.

The motorway and trunk road network in north Kent have limited spare capacity. On the rail side, the links to London are already running to capacity and Medway suffers from poor public transport links to other major Kent towns for example Maidstone, and West Kent. Rail travel to other parts of Britain depends on travelling through London, for both passengers and freight.

### 1.6.3 Efficient Movement

It is vital that Medway's transport system can be maintained and improved to meet the expected regeneration and levels of

development over the medium to long term. With economic growth it is of paramount importance that the Medway conurbation does not suffer from increased congestion, and that transport movements are sustainable.

Medway has a number of significant redevelopment sites, including the Isle of Grain. This represents one of the important long-term regeneration opportunities in the Thames Gateway and its redevelopment can be regarded of being of regional and national importance.

Further analysis of the detailed issues that are derived from these overriding aims are explored in Chapter 2.

## **1.7 PROSPECTS FOR TRANSPORT INVESTMENT**

1.7.1 In the short and medium term timescale the DfT has stated that there will be reduced funding from a Government level for large scale transport infrastructure, and instead efforts will be concentrated on making best use of existing infrastructure in the most cost effective and sustainable way.

Medway will seek to do this in all areas of the LTP ensuring the principle of “Value for Money” is followed.

1.7.2 With all developments, Medway will seek to ensure that maximum funding can be accrued from developers via Section 106 agreements. This is primarily utilised where improvements can be made to the transport infrastructure surrounding developments, and encompass LTP targets.

1.7.3 With its prime position in the Thames Gateway, Medway has benefited from funding from the Office of the Deputy Prime Minister (ODPM) via its Sustainable Communities Plan. Sustainable communities are places where people want to live and work, now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. They are safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all.

## **1.8 CROSS BOUNDARY ISSUES**

- 1.8.1 Medway Council as a Unitary Authority assumes full control of all activities in its administrative area. However there are occasions where it is essential that other bodies and partnerships are involved in negotiations and decision-making processes.
- 1.8.2 Partnership working forms an essential part of daily exchange with Medway's neighbouring authorities, Kent County Council at the county level and at the district level Maidstone BC, Tonbridge & Malling BC, Gravesham BC, and Swale BC. It also covers working with other strategic authorities such as the Government Office of the South East (GOSE), Highways Agency, Strategic Rail Authority/ DfT (Rail), Port Authority, Health Authorities, Department of Work & Pensions through local job centres together with the various business communities so that the area can develop to its full potential.
- 1.8.3 There are particular transport issues where Medway has liaison with other neighbouring authorities for example bus provision and traffic flows to neighbouring areas. Types of partnership working are covered in section 9 of the document.

## **1.9 STAKEHOLDER INVOLVEMENT**

- 1.9.1 Medway Council continues to give the highest importance to ensuring that consultation on the development of the LTP offers a genuine opportunity for local communities and interested parties to influence and improve the development of LTP policies, targets, programmes and schemes.
- 1.9.2 Medway has a good record in engaging local community involvement and feedback. Medway's Citizens Panel engaged during the first LTP, and their views will be sought again during the provisional LTP consultation.
- 1.9.3 The Medway Local Strategic Partnership brings together all the main organisations representing the community of Medway. More details on stakeholder involvement are included in section 3 and partnerships in section 9.

## **1.10 TARGETS**

- 1.10.1 The Government and the Local Government Association agreed a set of seven shared priorities for local government. The four-shared priorities for transport are:
- tackling congestion
  - delivering improved accessibility

- safer roads
- better air quality

1.10.2 Medway's consultation with key stakeholders on the second round of LTPs has established that equal weight should be given to all four shared priorities for implementation locally, as no single shared priority emerged as most important.

Locally priorities are:

- sustainable regeneration
- improving health

1.10.3 Both National and local priorities are discussed in Section 4 - Overarching priorities.

1.10.4 Alongside the above national and shared priorities as a result of consultation 10 issues have been identified that produce challenges for the delivery of the priorities these are discussed in more detail as part of Section 5 – Assessment of Issues.

## **1.11 INDICATORS AND TRAJECTORIES**

1.11.1 National guidance for the second LTP aims to facilitate improved local transport achieved through enhancing the quality of local transport planning. The LTP will be used as a performance management tool focusing on a number of key priorities that are realistic and relevant.

1.11.2 The approach adopted over the life of the first LTP and the formulation of indicators for the second plan has been very much based on consultation.

1.11.3 The types of indicators and trajectories are explained in more detail in Section 7 of this document.

## **1.12 OUTCOMES AND MEASURES**

1.12.1 Principles used to determine the outcomes have taken place through consultation with stakeholders and the community. The measures of the targets are based on Best Value Performance Indicators (BVPI) and LTP Guidance. The purpose of Best Value is to establish a culture of achieving high standards and delivery of efficient and effective schemes that meet users' needs.

1.12.2 The status of targets will be measured against the following hierarchy and classification of targets and associated indicators as follows: -

- Level 1: Targets for key outcome indicators – these may be set out by Government or an indicator deemed by Medway to directly measure the achievement of the key 6 shared priorities.
- Level 2: Targets for intermediate outcomes – These cover mandatory indicators set out by Government.
- Level 3: Targets for contributory output indicators – These are indicators measuring how the scheme is delivered.
- Level 4: Targets for any other outcome or output indicators – These are indicators that measure the achievements of Medway’s local priorities.

1.12.3 An explanation on the targets hierarchy can be found in Section 7 of this document.

### **1.13 VALUE FOR MONEY**

1.13.1 It is a requirement for all LTPs to demonstrate “Value for Money”. The document intends to show by producing graphs and tables how schemes link to the shared and local priorities. Section 10 covers details on value for money and section 11 indicates the funding allocation based on the indicative allocation.

1.13.2 In section 8 it demonstrates the Schemes and Initiatives that Medway is proposing throughout the next LTP period and the link to the supporting strategies that will be the means for implementation.

1.13.3 Each scheme proposal is linked to the objectives and targets of the plan; costs and benefits are shown with each proposal appraised using the best available evidence. This will also encompass non-monetised benefits such as environmental impacts and quality of life improvements.

1.13.4 Medway will aim to demonstrate why the targets chosen represent the best achievable performance. The council has introduced new management processes to seek to ensure that all stated LTP projects are closely linked to the overriding challenges by quarterly management reports and closer integration between transport policy and procurement.

## Section 2 STRATEGIC ISSUES

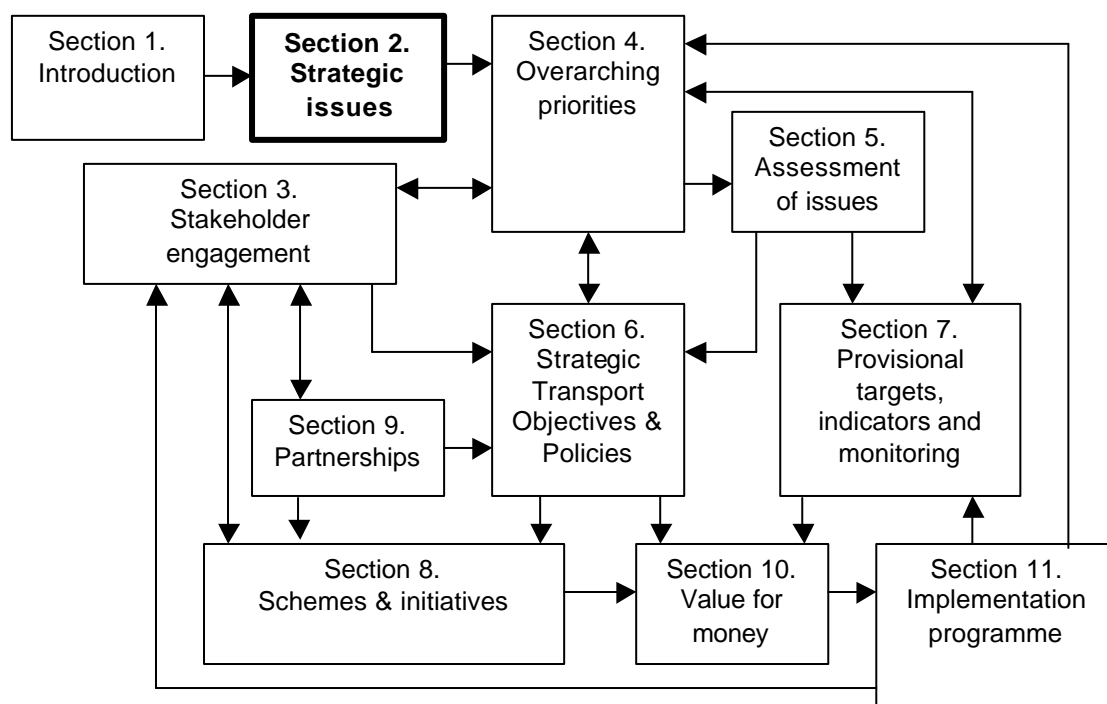
### 2.1 CONTEXT

2.1.1 This section sets out the strategic issues for the authority in terms of its place as a local planning and highway authority, its role within the sub regional and regional together with a range of issues that need to be addressed over the next 15–20 years.

This section also describes the various mandatory and supporting strategies that underpin this five-year plan.

2.1.2 This section links:

- forward to section 4 as strategic issues are closely linked to the shared LTP priorities.



## **2.2 LONGER TERM STRATEGY**

2.2.1 Although this Local Transport Plan covers the five-year period 2006/2011, it is important that it reflects a longer term strategy and regional and sub regional issues, which have a bearing on local needs. This section therefore considers the wider context and outlines a broad strategy, which later sections of the document translate into a detailed action programme for the period of the plan.

## **2.3 THAMES GATEWAY**

2.3.1 Medway is situated within the Thames Gateway, one of four national growth areas. A framework for development and growth was established in 1995 and was intended to have around a thirty-year life. The framework document has been further refined in a number of documents since then. Although it envisages development on a large scale this is to be achieved primarily through a programme of urban regeneration and the re-use of previously developed land.

2.3.2 In the case of Medway this involves an urban renaissance concentrated on the urban riverside and re-investment in the urban core plus the development of a new settlement on surplus defence land at Chattenden/Lodge Hill.

2.3.3 The original framework and all subsequent work indicate that timely infrastructure provision will be critical if the ambitious levels of growth envisaged for the Gateway are to be achieved. This is particularly so with transport. Key considerations leading to this view include:

- High levels of growth contained within the existing urban structure cannot rely on current capacity or car dependent strategies if appropriate levels of sustainability are to be achieved and unacceptable levels of congestion avoided. Between 1991 and 2001 the number of cars and vans increased in Medway by 24.3%.<sup>1</sup>
- In terms of economic performance the Thames Gateway lags behind the rest of the South East and London. Much of this is attributed to problems of accessibility and a consequent difficulty in attracting economic investment.
- Inter urban movements within the Gateway rely on use of rail systems already operating above their effective capacity and road movements focussed on the A2/M2 and M25 corridors together, with the Dartford Crossing, which have no or very

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<sup>1</sup> From Census Data

limited spare capacity. This road system forms a key part of the national network and congestion resulting from local growth has implications for the country as a whole and for trade with Europe.

Between 1999 and 2003 4 key principal routes into Medway (A229 Bluebell Hill, A2 Rainham, A226 Higham, A228 Halling) saw a total increase in traffic by 7.8%.<sup>2</sup>

2.3.4 The position is further complicated by the geography of the Thames Gateway. The Thames and Medway estuaries act as natural barriers to movement and the main transport corridors run east west on constrained alignments. The very strong inter-relationship with London also means that a broad view needs to be taken of any capacity enhancements and, due to the geographic constraints, improvements tend to have a high capital cost.

2.3.5 It is clear therefore that far-reaching solutions are required to not only address historic deficiencies but also to provide the future capacity required to support the agenda for growth. Many of these solutions lie beyond Medway’s administrative boundary and need to be assessed at a sub regional, regional or national level but they are, nevertheless, critical to realising Medway’s role as a major, city scale, conurbation within the Thames Gateway.

## 2.4 ISSUES

2.4.1 A detailed assessment of the current position indicates a range of issues that need to be addressed over the next 15 –20 years as summarised below. In turn these also help to define the overarching strategy, which underpins this five-year plan.

Topic	Issue
<b><i>Regional/sub regional</i></b>	
<i>Roads</i>	Congestion on M25 system, particularly around A2 junction leading to perception of inaccessibility and associated disincentives to investment
	Congestion on M20 (junctions 3-5) placing artificial restrictions on development along A228 corridor, including Halling and Temple Waterfront
	Congestion on M2 (junction 5) caused by poor alignment and development associated with second Swale Crossing leading to rat-running on Medway roads

<sup>2</sup> Data from Kent County Council Kent Travel Report 1999-2003

Topic	Issue
	Lower Thames Crossing: Potentially critical to cater for Thames Gateway growth but with national and European implications; potentially major implications for development pattern north of Strood, for M2 Junctions 1 & 2 and A228 south of M2. Impacts need to be assessed on a regional and national basis
<i>Rail</i>	<p>Capacity/reliability limitations on North Kent system acting as disincentive to investment and unacceptable conditions for commuters. Requires strategic review</p> <p>Channel Tunnel Rail Link (CTRL) Domestic: adequate services to Medway which also increase base capacity to serve largest urban concentration in Kent part of Thames Gateway and to boost economic investment</p> <p>Rail freight: Lack of base capacity to serve growth of Kent/Medway ports, exploit Channel Tunnel, reduce barrier effect of London and encourage switch to rail</p> <p>Lower Thames Crossing: Potential major value for rail freight and express services by-passing London. Could supplement CTRL for international services and provide Thames Gateway with direct connections to Stansted and Gatwick. Also provides potential for Thames Gateway “metro” service linking areas north and south of the Thames</p> <p>Station/Interchange investment: Chatham is identified as a “hub” in the Regional Transport Strategy. Potential for new Strood station/public transport interchange dependant on nature of CTRL services</p> <p>Medway Valley Line: Need for investment in signalling and infrastructure to allow line to adopt new sub-regional role – metro style services to Maidstone/Medway Gap and mainline services to Gatwick</p>

<b>Topic</b>	<b>Issue</b>
<i>Air</i>	Thames Gateway access to international airports: need for adequate surface access (see above)
<i>Sea</i>	Need to ensure adequate landside capacity for onward movement of freight from deepwater ports and local berths: growth prospects dependant on Shellhaven decision in Essex. Need for emphasis on rail freight (see above)
	Protection of strategic facilities: Based on critical assessment of future growth and changes in the size of ships together with the future role of smaller scale facilities
<i>Buses/Coaches</i>	Determine strategic coach network for Thames Gateway and associated interchange facilities in Medway
	Transport for Medway (TfM) project is looking at short and longer-term measures to improve transport in Medway. One option is to explore the scope for Fast Track connections to Medway (links to/from Kent Thameside)
	Determine scope/desirability of collection facility for cross channel coach services
<i>Cycling/Walking</i>	Identification of strategic networks at Kent Thames Gateway level related to regional park/green grid etc.,
<b>Medway Wide</b>	
<i>Roads</i>	Separation of cross roads functions of Chatham and Strood with town centre role – diverting through traffic away from central areas while improving overall capacity
	A2 Capacity constraints: as previously mentioned re Strood. Capacity and environmental improvements for Star Hill, Luton Arches and Canterbury Street Junctions linked to comprehensive Urban Traffic Management Control system (UTMC)
	Capacity/environmental improvements Capstone Road/Luton Road: Highly constrained route acting as principal road providing central area access from substantial suburban neighbourhoods. Also key bus route
	Horsted gyratory/City Way and Maidstone Road: Major congestion on Maidstone Road and at gyratory

<b>Topic</b>	<b>Issue</b>
<i>Rail</i>	Mainline Stations: progress re-construction of all stations (Strood, Rochester, Chatham, Gillingham and Rainham) and define the interchange role of each
	Investigate potential for Thames Gateway Metro network to serve planned growth points
	Station improvements to Medway Valley line in conjunction with re-investment in signalling and capacity if recognition given to strategic potential of the line
	Provision of integrated PT information and ticket purchase at all stations
<i>Air</i>	Determine long term role/potential of Rochester Airport for general aviation
<i>Sea/River</i>	Role of Thamesport based on Shellhaven decision and scope for diversification/value added activity
	Chatham Docks: determine medium/long term role in light of increased size of deep sea vessels and continuing consolidation of local wharfs
	Local wharfs: identification of sites with adequate landside connections and compatibility with urban regeneration
	River buses: continue to investigate potential for seasonal tourist service tied to network of piers
	Visiting berths: promote in conjunction with tourism strategy
<i>Buses/Coaches/Park &amp; Ride</i>	Development of new Chatham interchange
	Identify P&R sites for Rainham and Cuxton to link with Whitewall Creek and Horsted and develop. Construct bus only link between Canal Road and Commissioners Road in Strood to facilitate loop P&R services
	Identify enhanced bus network, review fare system and interchange points, delineate and develop quality bus corridors and bus priority measures (including opportunities for PT priority roads where parallel routes are available)
	Participate on inter urban route developments: A228, A229 and Chatham/Gravesend with adjoining authorities

<b>Topic</b>	<b>Issue</b>
	Develop high quality stops in all main town centres with associated pedestrian improvements and signing
	Investigate potential for bus/coach interchange at M2 J4 or Chapel Lane, Hempstead linked to potential bus connection to Lordswood/Walderslade
	Investigate enhanced ticket purchase and interactive public transport information systems. Provision of integrated public transport information and ticket purchase at all stations.
<i>Cycling and Cycle Network</i>	Continue implementation based on already adopted primary network
	Cycle facilities: develop specifications for cycle parking, lockers etc., for rail stations, town/local centres and major employment developments
<i>Pedestrian Movement</i>	Public rights of way network: Improvement plan linked to development of green grid and green tourism opportunities
	Barriers to movement: Forward programme of schemes to relieve barriers to town and local centre access
<i>Safer Routes to School</i>	Integration in terms of scheme design with road safety, structural maintenance, street lighting and traffic management based on area wide approach
<i>Quality in the Public Realm</i>	Development of design codes related to wider design strategy to improve the public realm
<i>Demand Management</i>	Investigation of scope to limit future demand for travel through pricing and physical constraint measures
<i>Accessibility Planning</i>	Investigation of measures to minimise social exclusion and reduce the need to travel through more responsive spatial planning and the development of sustainable neighbourhoods

## 2.5 OVERALL STRATEGY

2.5.1 Based on these issues it is considered that the long-term strategy for transport in Medway should be based on the following themes and principles:

- Limiting the need for travel through the development of a more sustainable economy and spatial framework for the area – reduced dependence on commuting, increased ability to

support a full range of local services, marked reduction in average length of trips.

- Improved strategic connectivity – to provide the basis for improved economic performance and recognising the regional and national role of the Thames Gateway as a growth area and destination in its own right.
- A step change in public transport capacity for movements within the area – to facilitate choice, support urban regeneration and growth and minimise social exclusion.
- Intelligent management of the highway system – to maximise efficiency, minimise noise and pollution and assist public transport reliability.
- Consolidating Medway’s role as a gateway for freight serving the wider South East – through selected port development and the promotion of rail freight.
- Setting new standards in terms of public transport integration – cutting edge information systems, high quality interchange facilities, through/integrated ticketing and signposting, consistent development of the bus network.
- Development of cycling and pedestrian networks as valued resources for the whole community – coherent network development, removal of barriers, urban/rural integration through the public rights of way network
- Accessibility driven development – Medway at the forefront of intelligent and sustainable development meeting the needs of all
- Integrated approach to local scheme development and area measures including safer routes to schools – creating “added value” through intelligent approaches to road safety, traffic management, structural maintenance, street lighting.
- High quality design standards – recognising that transport networks make up a substantial part of Medway’s public realm and the contribution that can make to regeneration and community pride and confidence.

## **2.6 UNDERLYING STRATEGIES / ACTION PLANS**

2.6.1 In taking forward the overarching themes through the schemes and initiatives in Section 8 there are a number of Strategies and Action Plans that support this document and form the means to which the plan is implemented. As well as these supporting documents it is

important that the Local Transport Plan is seen as a document essential to the support of the Southeast Regional Plan targets as well as complementing Medway Council's Local Strategic Plan and Local Development Plan.

2.6.2 The Strategies, Framework and Action Plans supporting the Local Transport Plan can be summarised into those strategies that are mandatory and support the LTP, further strategies that provide clarity in the delivery of the LTP within specific topic areas:-

2.6.3 Mandatory and supporting strategies

### **Strategic Environmental Assessment**

This document assesses the environmental impact set out in the LTP, and gives proper consideration both during plan development and implementation. The requirement of the document is due to a new European Commission Directive implemented via Statutory Instrument 2004 no 1633. The document must be published in parallel to the draft LTP strategy.

### **Medway Bus Strategy**

The Bus Strategy aims to address the following issues of improving the image of the bus service. This takes the form of tackling reliability, journey times, and the quality of the network. It sets out the contribution that the bus can make to Medway's ambitious regeneration agenda. The strategy is closely linked to the Public Transport Information Strategy.

### **Medway Accessibility Strategy**

Accessibility planning was introduced by the Social Exclusion Unit report 'Making the Connections' 2003. The report set out the relationship between transport, accessibility and social exclusion and a cross-Government strategy for improving access to jobs and essential public services.

Accessibility is identified as one of the four issues under the transport shared priority. It is defined as *the ease in which members of the local community and in particular disadvantaged or vulnerable groups can access the services and facilities they need such as work, education, health care, shopping and leisure*.

It is a requirement of Medway's Accessibility Strategy to effectively and significantly contribute to this key priority. As part of the delivery of the strategy it will significantly feed into the

other shared priorities. By improving accessibility, the transport infrastructure as a whole will be improved.

### **Medway Transport Asset Management Plan**

Medway uses an Asset Management computer programme called CONFIRM. The programme records all activities, inspections, complaints and repairs in a particular street or against any particular feature in the street including the costs of any works done. The database can then be accessed to aid in the decision-making process taking into account the past history of the asset or group of assets.

### **Medway Air Quality Action plan**

The Environmental Act of 1995 required the Government to produce a National Air Quality Strategy that contained standards and objectives for air quality and described measures to achieve these objectives. The 1995 Act also laid the foundation for the system of Local Air Quality Management (LAQM). LAQM requires local authorities to assess air quality in their area and establish whether there are locations where air quality objectives are unlikely to be met. These locations must be formally designated as Air Quality Management Areas (AQMA's) and an Action Plan prepared to move towards meeting objectives.

### **Medway Rights of Way Improvement plan**

This plan is currently in preparation.

## 2.6.4 Further strategies that provide clarity in the delivery

### **Medway Cycling Strategy**

This Cycling Strategy sets out the framework for encouraging and promoting cycling in Medway. The plan builds on previous cycling initiatives and the creation of the cycle forum as part of Medway local Strategic Partnership.

### **Medway Walking Strategy**

This walking plan sets out to deliver a number of measures to improve the pedestrian environment, deliver accessibility improvements and promote walking as a fundamental part of the transport solution for Medway

### **Medway Schools Travel Plan Strategy**

This school travel plan documents sets out how Medway will tackle reducing car use on the "school run" and provides a

framework within which individual schools will be able to develop their own travel plan

### **Medway Transport Development Strategy**

The Transport Development Plan sets out to support national, regional and local planning policies, establishing strong linkages between land use planning and transport. It aims to bring improved clarity to the assessment process when considering the transport aspects of planning applications. The plan endeavours to formalise standards by which applications are judged from a transport viewpoint.

### **Medway Road Safety Plan**

The Medway Road Safety Plan seeks to provide the safest possible highway environment for all road users and investigates the use of various measures that demonstrate value for money and enhance the safety of the highway.

### **Medway Public Transport Information Strategy**

The Information Strategy aims to provide effective information so that people can make informed model travel choices. The plan needs to be read in conjunction with the bus strategy and traffic management plans.

### **Medway Developer Contribution Strategy**

This plan is currently in preparation.

### **The Medway Local Strategic Partnership**

The Medway Local Strategic Partnership brings together all the main organisations representing the community of Medway. These organisations include local businesses, voluntary and community organisations and public bodies such as the police, health service and council. This plan is the partnership's second Community Plan for Medway.

### **Transport for Medway**

Transport for Medway (TfM) is a major project being undertaken by Colin Buchanan working on behalf of Medway Council to develop a new integrated transport strategy for Medway. The project has already involved a large programme of public consultation, where the views of stakeholders, businesses and residents have been considered. Final proposals being considered are due to be consulted on alongside the provisional Local Transport Plan in the autumn.

The project was developed as Medway has been identified by the Government as an area of substantial regeneration and growth through the Office of the Deputy Prime Minister's Sustainable Communities Plan due to travel demands in the area expected to increase significantly over the coming years as a result of this growth.

### **Medway Waterfront Renaissance Strategy**

The renaissance of Medway's Waterfront is based on sustainability principles. The aim is to achieve a better quality of life for all members of the community, now and for future generations, integrating social, economic and environmental objectives. The strategy establishes the policy direction for the Waterfront for the next 20 years.

### **Chatham and Waterfront Development Framework**

The Development Framework is based on a number of key regeneration objectives for Chatham. It sets a new direction for the future of Chatham establishing it as a destination choice. The framework contributes to social and economic regeneration but still catering for the needs and aspirations of all sections of the community. The document ensures that future development is of a high quality and encourages best practice for the implementation in the built environment.

## **2.7 SOURCE OF FUNDING FOR REGENERATION**

2.7.1 To meet the strategies within the next local transport plan period, at present Medway does not envisage proposing large-scale new infrastructure projects in line with DfT guidance.

2.7.2 However, because of Medway's position in the Thames Gateway as a major regeneration area, some of the above topics listed could potentially evolve into projects of a status deemed to be classified as a major project in the life of this current LTP. Subsequently, Medway may seek to procure funds from various sources alongside developer funding, and mainstream DfT LTP funding, for example Sustainable Communities funding, or from the ODPM.

## **2.8 KEY REGENERATION AREAS**

### **2.8.1 Rochester Riverside**

A 30-hectare area north of Corporation Street, Rochester between Rochester Bridge and Doust Way, is earmarked for a vibrant mixed-use community.

Medway Council, with Medway Renaissance Partnership, has prepared a draft strategy for the regeneration of Medway Waterfront. The strategy is an overarching framework for the next 20 years that brings together and builds upon planning guidance already in place. Rochester Riverside is a key part of the Renaissance programme.

The development will include between 1,800 and 2,000 new homes (including homes for shared ownership and for key workers); a hotel and conference centre, school, community centre, small business centre, a neighbourhood store, riverside walk and cycleway, and a new town square, and a linked “avenue” linking into central Rochester.

The timescale for the project runs from 2005 - 2020.

### **2.8.2 Chatham Centre and Waterfront**

Chatham Town Centre will be developed as the major, multi-use “city” centre for Medway. As the heart of Medway, it lies close to the River Medway, and therefore the regeneration will encourage creative, and effective use of the river. Chatham has a huge potential, which is to be recognised over the next 20 years.

The vision for Chatham is a thriving centre, with outstanding architecture, exceptional green spaces, culture and a mix of activities including living, working, learning, shopping, and leisure.

1,500 new homes will be built, and other plans include a new central library (now completed), waterfront park, a new arts facility, hotel development, food supermarket and expansion of the town’s main shopping centre. With particular reference to the local transport plan changes being made to Chatham’s one-way system, increased use of public transport, a new bus station and enhanced car parking.

### **2.8.3 Strood Riverside**

On the west bank of the River Medway, downstream from the main railway line, Strood Riverside will complement the Rochester Riverside development.

500 new homes will be built, and there are proposals for housing, community facilities and a riverside walk. There will be improvement works carried out to the waterside with a programme of improvements to the road network.

### **2.8.4 Strood Waterfront**

This site already encompasses the Medway Valley Park development adjacent to the M2 at junction 2 (A228). The 98-

hectare site will extend northwards along the bank of the River Medway with a development including a mixture of different uses from homes to employment options. As part of the development community facilities, open spaces, sports facilities improvements to road links, and a possible new railway station are proposed.

### **2.8.5 Gillingham Waterfront**

The site is adjacent to the A289 Gillingham Northern Relief Road and predominantly includes a former chemical works (owned by Akzo Nobel), and Gillingham Pier. A planning application has been approved with the potential for 1,000 homes being built and associated community facilities.

### **2.8.6 Chatham Maritime & St Mary's Island**

This area formed part of the former Royal Naval Base, and has already been developed to a certain extent with an Outlet Shopping Centre, businesses, university facilities, and homes. Future redevelopment plans include further university expansion, homes, office development, conference centre, leisure uses, and a major tourist attraction.

### **2.8.7 Chattenden**

The site of a former military Royal School of Military Engineers site, which has now been partially vacated. In the medium to long term it is likely that the site has significant redevelopment opportunities, with the potential for as much as 5,000 homes, associated community facilities and light commercial developments.

### **2.8.8 Kingsnorth and Grain**

On the largely rural peninsula to the north of the major Medway conurbation, there are two major sites for regeneration, namely Kingsnorth, and Grain. Both sites are earmarked for major mixed used industrial development. Grain in particular is now the largest strategic economic development site in the Thames Gateway, and is of regional importance. The Isle of Grain as a whole represents one of the most important long-term regeneration areas in the Thames Gateway and its redevelopment can therefore be regarded as being of regional and national importance.

### **2.8.9 Rochester Airfield**

In the Medway Local Plan 2003, an area of 25 hectares is allocated for high quality business, science and high technology development on Rochester Airfield whilst retaining Rochester Airport operating from a single runway instead of two runways as at present. Subsequent to the adoption of the local plan in 2003, the Council

resolved not to pursue the science park proposal and to retain the airport in its existing form. The allocation extends beyond the boundary of the airport and includes a caravan park and vacant industrial buildings to the south, between Rochester Road and Maidstone Road. A smaller scale proposal for a high technology scheme within this area in the buildings adjacent to Maidstone Road is now being pursued.

#### **2.8.10 Lower & Upper Upnor**

The two villages are situated on the west bank of the River Medway and has the picturesque Upnor Castle in its midst. The Ministry of Defence is disposing of land, which gives the opportunity for 100 new homes to be built, and community facilities for new and existing residents.

### **2.9 PLANNING & MANAGING THE HIGHWAY NETWORK**

- 2.9.1 Highway maintenance within the Medway area is a vital element of the local transport plan. The quality of a highway surface affects its potential use by pedestrians and cyclists, as well as providing safe, comfortable riding surfaces for road vehicles. Motorcyclists, cyclists and pedestrians have repeatedly reported in consultation exercises that a major barrier to their movement is poor quality road surfaces and footways.
- 2.9.2 The council strategy continuing on from the previous local transport plan is that whilst concentrating on the upkeep of the primary route network it does not undervalue the importance of maintaining the non-principal roads. Medway due to unitary status has an opportune position acting in its role as both planning and highway authority. This enables Medway to be more pro-active in highway maintenance.
- 2.9.3 The highway maintenance assessment employed highlights roads in need of repair and these are then further prioritised so as to target maintenance expenditure (both revenue and capital) onto routes that: -
- assist in the delivery of the objectives of the local transport plan, and thereby help provide high quality pedestrian, cycle and bus routes.
  - support the road hierarchy. Those routes intended to carry the highest volumes of traffic, particularly HGVs.
  - target road safety problems. To consider Local Safety Scheme expenditure with maintenance expenditure to ensure best value, particularly with resurfacing works and to minimise risk and to protect the authority against public liability claims.
  - maintain the integrity of the infrastructure.

Medway uses the Best value performance indicators (BVPI) to measure the quality of highways against specific targets, in particular using BVPI 223, Principal Road Condition; BVPI224a Non Principal Road Condition; and BVPI 224b Unclassified Road Condition.

More details regarding Targets and Indicators are contained in section 7.

## **2.10 THE ROLE OF THE TRAFFIC MANAGER**

2.10.1 The Traffic Management Act 2004 issued a requirement for all Local Transport Authorities to perform a network management duty

“to manage their road network with a view to achieving, so far as may be reasonably practicable having regard to their other obligations, policies and objectives. These objectives are:

- (a) securing the expeditious movement of traffic on the authority’s road network; and
- (b) facilitating the expeditious movement of traffic on road networks for which another authority is the traffic authority”<sup>3</sup>

2.10.2 The Act requires that to meet these objectives a Traffic Manager be appointed. The scope of the Traffic Manager is widespread. The main considerations for the Traffic Manager are as follows: -

- to consider the needs of all road users, including utilities, when carrying out its network management duty. This includes managing the road space for everyone, and make decisions about trade-offs between competing demands
- to identify current and future causes of congestion and disruption, and to plan and take action accordingly
- to assist the running of punctual public transport services
- putting arrangements in place to gather accurate information about planned works or events, consider how to organise them to minimise their impact and agree their timing to best effect
- to establish contingency plans for dealing with unforeseen circumstances (such as weather conditions, and security alerts/incidents) promptly and efficiently
- to identify trends in traffic growth on specific routes, and put in place policies for managing incremental change
- to facilitate cross border movements. The Traffic Manager is required to facilitate the expeditious flow of traffic on the networks of others. This would include consultation on initiatives, the sharing of information needed to meet the duty, and processes for ensuring cross border policies are

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<sup>3</sup> DfT Traffic Management Act 2004 Network Management Duty Guidance November 2004 p4

consistent. Traffic authorities are to agree joint working arrangements.

Medway has a Traffic Manager to meet the objectives of the Act's requirements.

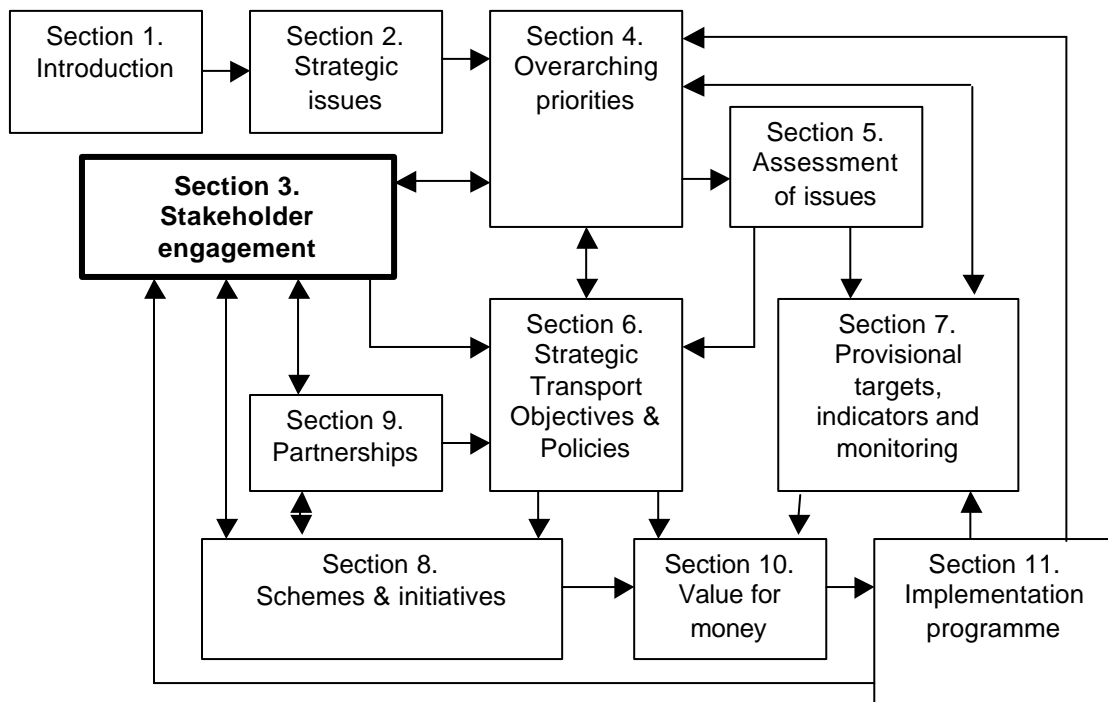
## Section 3 STAKEHOLDER ENGAGEMENT

### 3.1 CONTEXT

3.1.1 This section sets out the stakeholder engagement carried out in the development of the LTP with the preliminary stakeholder consultation and Member task group. In early 2005 the Framework for the LTP was produced and this was developed into the provisional LTP for consultation in autumn 2005.

3.1.2 This section links:

- forward to section 4, by detailing how the consultation process developed and the comments made on the LTP shared priorities.
- forward to section 6, as through the Framework consultation the initial 17 objectives were able to be consolidated into 12 refined objectives.
- forward to section 9, as stakeholder consultation has been carried out through the Local Strategic Partnership Transport Group along with other stakeholder groups.



## **3.2 DEVELOPMENT OF LTP**

3.2.1 Medway Council will ensure that consultation on the development of the LTP offers a genuine opportunity for local communities and interested parties to influence and improve the development of LTP policies, targets, programmes and schemes.

3.2.2 Medway Council has and will encourage public and key stakeholder contribution throughout the development of the new LTP. Consultation on the LTP will incorporate the following elements:

- Preliminary stakeholder consultation
- Member task group
- LTP 2006/2011 framework consultation
- LTP 2006/2011 provisional plan consultation

3.2.3 The development of Medway's second LTP is being closely undertaken alongside the work being carried out for Transport for Medway (TfM). At this stage this includes the sharing of data and results of recent consultation.

## **3.3 DETAILS OF CONSULTATION**

### **3.3.1 Preliminary stakeholder consultation**

An LTP stakeholder leaflet and response form was distributed in autumn 2004. This provided a brief context and set out an overview of the opportunities to input into the development of the LTP. The leaflet was distributed to:

- in excess of 400 main stakeholder organisations, and
- 300 members of the Local Strategic Partnership.

During the consultation, Medway Council officers met with the following groups to discuss the transport issues affecting them within Medway:

- Medway Transport Partnership (this includes transport providers)
- Medway Pensioners Forum
- Medway Economic Partnership
- Kent County Council
- LA 21 Transport Forum
- Medway Access Group

In total 56 responses were received, consisting of 20 formal written responses and 36 response forms returned. A summary of the

responses regarding the Government's four shared priorities is set out in the table below.

<b>SUMMARY OF RESPONSES REGARDING THE RELATIVE IMPORTANCE OF THE SHARED PRIORITIES</b>				
<b>Shared Priorities</b>	<b>Relative priority</b>			<i>Total</i>
	<b>High</b>	<b>Medium</b>	<b>Low</b>	
Reduce congestion	22	6	2	<b>30</b>
Improve accessibility	20	9	1	<b>30</b>
Improve road safety	21	9	0	<b>30</b>
Reduce environmental impacts	20	9	0	<b>29</b>

The above analysis demonstrates that there is not a clear local preference amongst the shared priorities listed in the consultation.

### 3.3.2 **Member Task group**

A task group of five members was established by the Environment and Front Line Services Overview and Scrutiny Committee in 2004 to research an element of the LTP review. The group decided to focus on issues associated with accessibility, as this was a new statutory obligation of the LTP process.

The group identified a number of interest groups and organisations to give evidence, along with some additional representatives who were asked to supply written evidence. Five meetings were held to enable evidence to be heard from a cross-section of organisations.

Subsequent to hearing all the evidence, the group agreed a set of recommendations to be considered for incorporation in the new LTP. These were considered by the Environment and Front Line Services Overview and Scrutiny Committee on 19 January 2005.

The recommendations of the Member Task Group and recommended actions in the provisional LTP are detailed below:

Recommendations from the Member task group	Recommended actions in the LTP
"That officers work on the feasibility of the following and report their findings to the November 2005 meeting of this committee.	

<b>Access to work</b>		
a)	A fully costed proposed Transport for Medway (TfM) be developed by the Transport for Medway Programme Manager and Public Transport Manager, working with bus companies, setting out options for improving the bus service to areas of employment, in particular Medway City Estate, Knight Road estate and Gillingham Business Park.	Noted in Section 8 (2.4), but will be the subject of separate report.
b)	Partnerships be built with major local employers to promote alternatives to private cars for journeys to work and develop work place travel plans.	Partnership noted in Section 9 (9.2.8)
c)	The introduction of a Travelsmart scheme in an area in Medway, working in partnership with Sustrans, suggesting ways of attracting funding for such a scheme.	Action included in Section 8 (10.3)
<b>Access to health care and leisure</b>		
a)	A proposal for working in partnership with bus companies, the voluntary sector and the health service on the issue of access to healthcare with a view to responding more adequately to patients' transport needs.	Action included in Section 9 (9.3.2)
b)	The Ambulance Service is being afforded the same access to planning applications as other emergency services in order that they may make their own comment on them.	Actioned.
c)	A partnership being set up with further education providers and the bus companies to assess the transport needs of students and develop proposals to address those needs.	Action included in Section 9 (9.2.4)
<b>Access to education</b>		
a)	Working in partnership with schools to draw up a plan to extend the walking bus scheme to schools, publicising the benefits more widely. Also to consider the continuance of the yellow bus scheme.	Action included in Section 8 (10.4 and 10.5)
b)	Asking the School Travel Plan Advisers to work with schools to produce a programme of awareness of the social and environmental benefits of pupils walking to school.	Action included in Section 8 (10.4)
c)	All secondary schools in Medway having travel plans in place by 2010.	Action included in Section 8 (10.1)
d)	Working with a secondary school on a pilot scheme to encourage cycling to school, including the provision of appropriate	Action included in Section 8 (10.6)

	storage and facilities at the school to assess the impact on journeys to school.	Target in Section 7 (4.4)
e)	Creating partnerships with further education establishments to work with the council to deliver improvements to encourage walking, cycling and public transport initiatives.	Action included in Section 9 (9.2.4)
f)	Requesting all councillors involved in school governing bodies in Medway promote with their governing body the development of School Travel Plans.	Member action
<b>Access to shopping</b>		
a)	As part of the review of the council's transport information strategy that proposals be brought forward to positively promote the dial-a-ride and shopmobility services.	Action included in Section 8 (2.8)
b)	The council working in partnership with the Learning and Skills Council to develop life skills training to assist vulnerable groups to access transport in the area.	Action included in Section 9 (9.4.1)
<b>Other issues</b>		
a)	The Transport for Medway Programme Manager and Head of Traffic Management, Parking and Safety reporting to the committee on the implications of increasing the price of long-stay car parking in Chatham at the same time as implementing an adequate and quality park and ride system to serve that area.	Part action in Section 8 (6.5). Further report required.
b)	Developing a proposal for extending the bus priority measures, and the inclusion of bus lanes at peak times across Medway.	Action included in Section 8 (2.1)
c)	Developing the Urban Traffic Management Control systems to improve congestion and aid the public to know where car parking spaces are still available.	Actions included in Section 8 (1.2 and 6.2)
d)	Putting measures in place to ensure that when the council's staff and contractors are undertaking highways work they adhere to the same standard expected of statutory undertakers in the way that they carry out their work."	Operational issue

The above themes have been developed in the following chapters of the LTP

### **3.3.3 Engagement on the LTP 2006/2011 framework**

Engagement on the LTP 2006/2011 framework was undertaken during February and March 2005 and involved:

- publication of the full framework document on the web and a limited print run in hard copy
- direct contact with key stakeholders through meetings and direct mailing
- presentations given to Medway Local Strategic Partnership - Transport Partnership Group, Medway Council's Rural Liaison Committee and the Medway Branch of the Kent Association of Parish Councils.

The results of the consultation, along with intelligence already obtained through other consultation activities, have been fed back into the process of preparing the provisional LTP.

### **3.3.4 LTP 2006/2011 provisional plan consultation**

Consultation on the new 2006/2011 provisional LTP will be undertaken during the autumn of 2005. Details of the consultation process are currently being finalised, however the aim will be to carry out presentations to Medway Council Committees alongside organised public meetings for stakeholders and public consultation on the Transport for Medway (TfM) Project.

The results of the autumn consultation will be fed into the process of finalising the LTP, which will be adopted by Medway Council in early 2006.

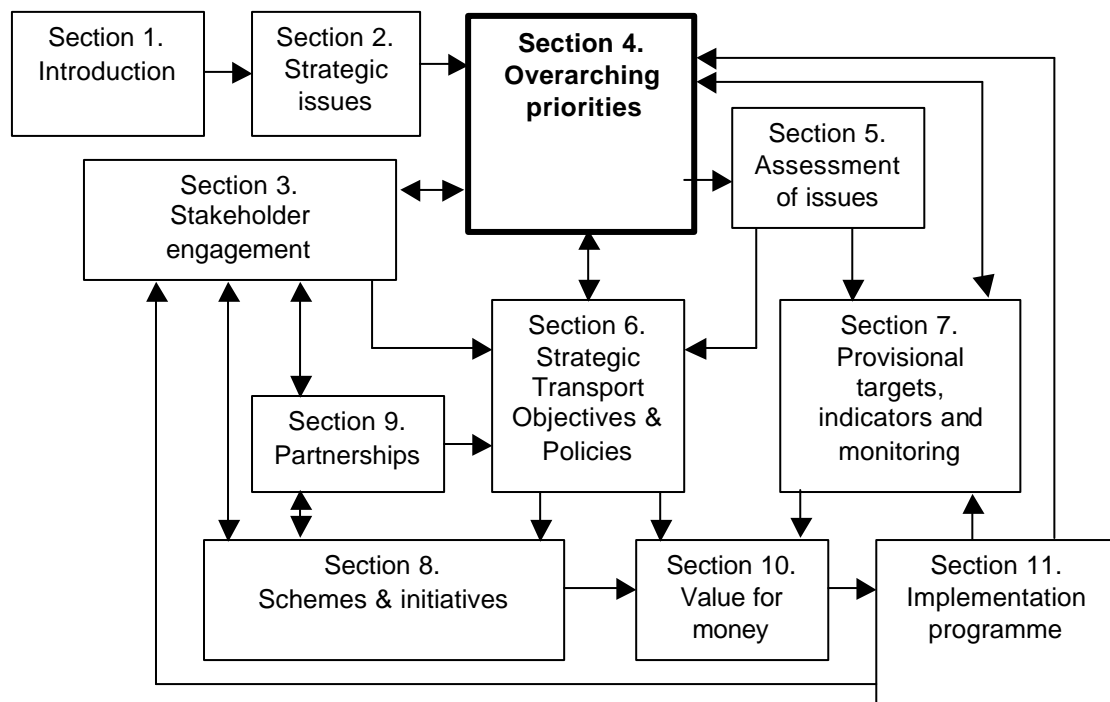
## Section 4 OVERARCHING PRIORITIES

### 4.1 CONTEXT

4.1.1 This section details Medway's overarching LTP priorities, taking into account the national shared priorities.

4.1.2 This section links:

- from sections 2 and 3, by assessing the strategic issues and consultation feedback from stakeholders overarching priorities for the LTP can be established as representative for Medway
- forward and back to section 3, as stakeholder consultation plays an important part as the overarching priorities are discussed by stakeholders.
- forward to section 5 as each LTP priority has been assessed against the identified issues or problems in Medway that produce challenges for the delivery of the LTP.
- forward to section 6, as this section demonstrates the percentage of objectives delivering the LTP priorities and the number LTP priorities being delivered through each objective.



## **4.2 BACKGROUND TO LTP PRIORITIES**

4.2.1 In July 2002, the Government and the Local Government Association agreed a set of seven shared priorities for local government. These priorities, which include raising the standards across schools, transforming the local environment and meeting local transport needs more effectively, are a focus for the efforts of Government and councils for improving public services. The shared priorities are also informing the Audit Commission's work in developing the Comprehensive Performance Assessment (CPA).

The four-shared priorities for transport include:

- tackling congestion
- delivering improved accessibility
- safer roads
- better air quality

4.2.2 Medway's consultation with key stakeholders on the second round of LTPs has established that equal weight should be given to all four shared priorities for implementation locally, as no one shared priority emerged as most important.

4.2.3 Additional areas highlighted for priority by Government are other quality of life issues, such as neighbourhood renewal, the quality of public spaces, community safety, public health, noise and climate change. The Government does not expect local transport strategies to necessarily deal with these additional areas as key priorities, except where it is identified as a 'local priority'. Nevertheless, the implementation of Medway's LTP will contribute towards addressing such issues.

4.2.4 The aim of delivering the shared priorities is at the heart of Medway's LTP and the associated supporting strategies. However, Medway has also identified two other local priorities, these being:

- sustainable regeneration – Medway is designated as a growth area within the Thames Gateway, as identified in the Government's Sustainable Communities Plan. As a result, Medway is the focus of major development pressures, with the associated demands for travel.
- improve health – Medway Council is keen to improve the health of its residents, particularly in socially deprived wards.

Therefore, the overarching priorities for the LTP are formed from a combination of the shared priorities and local priorities.

### 4.3 MEDWAY'S LTP PRIORITIES

4.3.1 Medway's LTP has at its core the delivery of the LTP priorities. All schemes and initiatives will be judged against their positive contribution to the plan priorities and objectives. It will normally be expected for all schemes and initiatives to deliver at least two of the shared priorities.

The table below details Medway's overarching LTP priorities, split between national shared priorities and local priorities.

LTP priorities		Priority type
1	Tackling congestion	National shared
2	Delivering improved accessibility	National shared
3	Safer roads	National shared
4	Better air quality	National shared
5	Sustainable regeneration	Local
6	Improving health	Local

The following sections provide an explanation of the aims of each priority.

#### 4.4 LTP PRIORITY 1 – TACKLING CONGESTION

4.4.1 Congestion can have a negative impact on economic performance, air quality and quality of life for an area.

4.4.2 In the second round of LTPs, and to underpin delivery of the national objective to reduce congestion, the Government needs to be satisfied that major urban areas set congestion targets for the period to 2011 which are both realistic and stretching. The Medway Council area has not been identified by Government to fall within the category of "major urban area" and as a result, there is no requirement for Medway Council to set a congestion target.

4.4.3 However, Medway is a focus for substantial growth and the associated demands for travel will impact on the transport infrastructure, causing existing congestion conditions to deteriorate unless measures are put in place to tackle a growing problem. Medway Council is committed to monitoring congestion trends through journey time surveys and will develop a target to tackle congestion in conjunction with the Transport for Medway project.

#### 4.5 LTP PRIORITY 2 – DELIVERING IMPROVED ACCESSIBILITY

4.5.1 The ability of people to access places of work, learning, health care, shopping, leisure, and other opportunities can significantly impact on their quality of life, and their life chances. Medway Council is committed to using accessibility planning techniques to develop

effective transport services for all sections of the community within the budgets available.

- 4.5.2 Medway Council will integrate an Accessibility Strategy within the LTP. This will include undertaking detailed accessibility mapping and developing delivery mechanisms with key partners. Medway Council has set out the overarching principles of the Accessibility Strategy in the LTP and will develop the strategy with partners in accordance with the Government's timescale.

#### **4.6 LTP PRIORITY 3 – SAFER ROADS**

- 4.6.1 The national road safety strategy, *Tomorrow's Roads – Safer for Everyone*, set 2010 targets for casualty reductions, compared to the 1994-1999 average, of:

- a 40% reduction in the numbers of people killed or seriously injured (KSI)
- a 50% reduction in the numbers of children killed or seriously injured
- a 10% reduction in the slight casualty rate, expressed as the number of people slightly injured per 100 million vehicle kilometres.

- 4.6.2 Medway Council has achieved the second and third targets ahead of schedule and is on track to deliver the first target by the target date. However, there is now a growing recognition of the need to tackle the significantly higher incidence of casualties in disadvantaged areas.

#### **4.7 LTP PRIORITY 4 – BETTER AIR QUALITY**

- 4.7.1 The Environment Act 1995 laid the foundation for the system of Local Air Quality Management (LAQM). LAQM requires local authorities to assess air quality in their area and establish whether there are locations where air quality objectives are unlikely to be met.

- 4.7.2 Medway Council has responsibilities under the LAQM regime to review and assess local air quality and take the appropriate action in pursuit of air quality objectives. Medway Council has declared six Air Quality Management Areas (AQMA).

#### **4.8 LTP PRIORITY 5 – SUSTAINABLE REGENERATION**

- 4.8.1 Medway is designated as a growth area within the Thames Gateway and as a result the travel demands associated with the regeneration of Medway will be significant.

- 4.8.2 It is essential that adequate and appropriate transport measures are put in place to ensure the protection of the local economy, social fabric and environment.

#### **4.9 LTP PRIORITY 6 – IMPROVING HEALTH**

- 4.9.1 There are areas of significant deprivation in the urban areas of Medway, measured by the English Indices of Deprivation 2004. This shows Medway to have three localities<sup>4</sup> within the most deprived 20% in England for the Health Deprivation and Disability Domain<sup>5</sup>. There are, however, links between health and income and employment deprivation. Research has shown that the incidence of obesity, risk of mental illness<sup>6</sup> and smoking behaviour<sup>7</sup> are much higher in households of low income or on state benefits. The areas of health deprivation are also areas of income and employment deprivation – with one area being in the most deprived 10% in England.
- 4.9.2 Low car ownership is also a feature of these areas<sup>8</sup>. It is important that all these factors are addressed to raise health standards. More effective public transport and better accessibility would improve connectivity to services and opportunities and assist in breaking the spiral of decline. This would ultimately bring significant benefits to the health of the areas by improved transport and better lifestyles linked to less deprivation. In addition, certain parts of the rural area have high numbers of older people, with associated poorer health rates and reduced accessibility.
- 4.9.3 Medway Council is keen to improve the health of its residents through increased activity and this can be delivered as part of everyday life through small changes to the way people travel about Medway.

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<sup>4</sup> Super Output Areas

<sup>5</sup> The English Indices of Deprivation 2004 (ODPM);

<sup>6</sup> Monitoring poverty and social exclusion 2003 – Joseph Rowntree Foundation

<sup>7</sup> Disadvantaged households: Results from the 2000 General Household Survey, Supplement A (ONS)

<sup>8</sup> 2001 Census

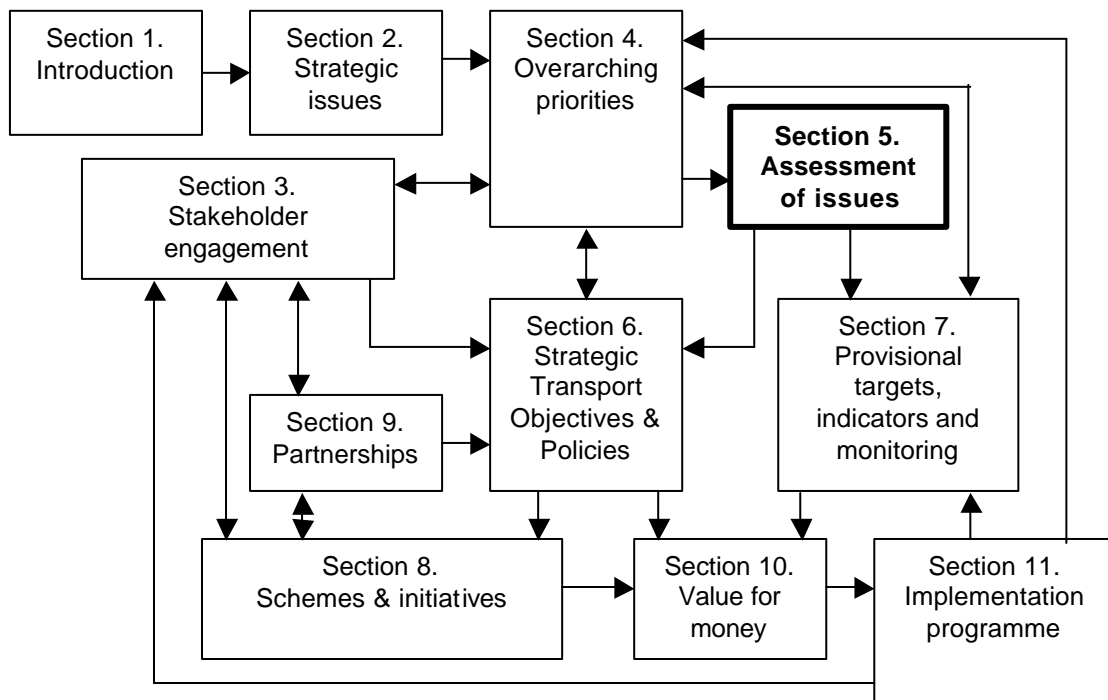
# Section 5 ASSESSMENT OF ISSUES

## 5.1 CONTEXT

5.1.1 This section details the number of identified issues or problems that produce challenges for the delivery of the LTP priorities.

5.1.2 This section links:

- from sections 4, as 10 identified local issues are considered in detail against each of the agreed LTP overarching priorities.
- forward to section 6, as the local issues feed into the aims to deliver the 12 objectives.
- forward to section 7 as the issues give direction alongside Government directives on the focus for the provisional targets, indicators and monitoring required for the LTP.



## 5.2 IDENTIFIED LOCAL ISSUES

5.2.1 In Medway, there are a number of identified issues or problems that produce challenges for the delivery of the LTP priorities. The identified issues are listed below:

- Issue 1: Impact of major new development
- Issue 2: Traffic growth predicted to be in excess of national average
- Issue 3: Road casualty figures are too high for certain road users
- Issue 4: Growth in car ownership
- Issue 5: Parking demands
- Issue 6: The journey to and from school
- Issue 7: The journey to and from work
- Issue 8: Buses are expensive and unreliable
- Issue 9: Barriers to movement for pedestrians and cyclists
- Issue 10: Adequacy of highway maintenance

5.2.2 These issues are considered in detail against each of Medway's LTP priorities listed below:

Medway's LTP priorities		Priority type
1	Tackling congestion	Shared
2	Delivering improved accessibility	Shared
3	Safer roads	Shared
4	Better air quality	Shared
5	Sustainable regeneration	Local
6	Improving health	Local

## 5.3 LTP PRIORITY 1 - TACKLING CONGESTION

5.3.1 Issue 1 - Impact of major new development

All new residential development creates demand for travel. Many of Medway's regeneration sites are focused in urban locations, where traffic generation from the sites is likely to exacerbate existing highway capacity problems, particularly at key junctions and at peak times.

5.3.2 Issue 2 - Traffic growth predicted to be in excess of national average.

Whilst nationally traffic growth is in the order of 1.3% per year<sup>9</sup>, Medway is a focus for substantial regeneration, being situated within the heart of the Thames Gateway. As a result, the demand for travel will be in excess of the national average.

<sup>9</sup> For the year 2003 – Taken from “Full Guidance on Local Transport Plans – draft for consultation” (July 2004), page 29.

The completion of the final phase of the Medway Towns Northern Relief Road in 1999 provided major opportunities for the regeneration of the Medway Towns, by diverting through traffic from the heart of Medway thereby reducing congestion in the town centres. However, these benefits have been quickly eliminated by background traffic growth and additional traffic associated with new development, bring traffic levels up to levels experienced prior to the opening of the Medway Tunnel.

Micro-simulation transport modelling undertaken for Strood has demonstrated that, in the do nothing situation, traffic speed through Strood during the morning peak will reduce from the current average speed of 16.7 kilometres/hour to 7.2 kilometres/hour by 2011.

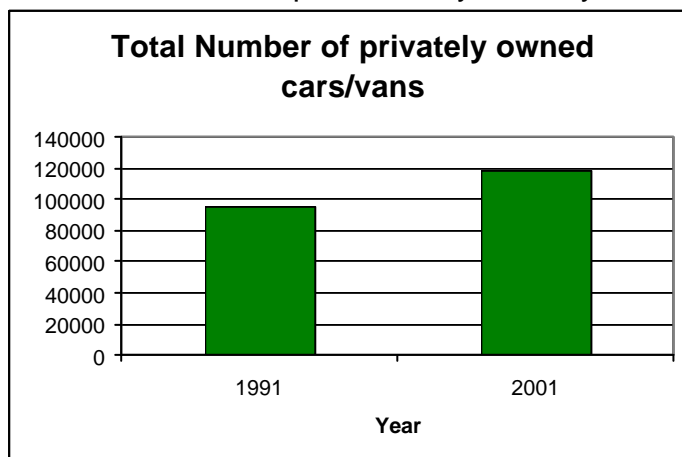
Medway Council has undertaken a number of journey time surveys on key transport routes throughout the heart of Medway, and these routes will be regularly measured to give an indicator of congestion in Medway.

#### 5.3.3 Issue 3 - Road casualty figures are too high for certain road users

Traffic levels in Medway are predicted to rise above the national trend, due to major development opportunities. Significant increases in traffic volume is likely to increase personal safety risks to vulnerable road users, such as pedestrians crossing busier roads and cyclists being intimidated by high traffic volumes.

#### 5.3.4 Issue 4 - Growth in car ownership

In line with national trends, car ownership in Medway has significantly increased over the last 10 years without the regeneration, which is expected in the future. The chart below shows car ownership in Medway for the years 1991 and 2001<sup>10</sup>.



<sup>10</sup> Based on Office of National Statistics Census Data.

The chart demonstrates that private vehicle ownership has increased by 24.3% during the period from 1991 to 2001. An increase in car ownership naturally leads to increase in car use on an already congested road network.

### 5.3.5 Issue 5 - Parking demands

The growth in car ownership has been demonstrated in issue 4 and this leads to increased parking demands in Medway, both at the origin and destination of journeys. Congestion occurs in Medway where parking demand exceeds capacity leading to inappropriate on-street parking. Typical locations include:

- in older residential areas with predominantly no on-site parking
- in the vicinity of schools
- close to railway stations
- town centres
- local business parks
- close to motorway junctions (commuter coach and car share users)

Vehicles parked in areas where waiting restrictions apply cause obstruction to the free flow of traffic including buses.

### 5.3.6 Issue 6 - The journey to school

Nationally, it is estimated that in term time the school run accounts for nearly 1 in 10 of vehicles on the local highway network during the morning peak hour and at the peak time of 08.50hrs this figure rises to 1 in 5<sup>11</sup>. In Medway, the variation in traffic flow between term time and non-term time is very apparent, making the journey to school a major contributing factor to congestion on the highway network, as more parents drive their children to school.

### 5.3.7 Issue 7 - The journey to work

People travelling to work comprise the majority of the morning and evening peak traffic flows in Medway, although there is a tendency for a percentage of linked trips, with the morning journey to work often including dropping off children at school and the evening home journey including shopping.

Medway Council has been active in developing workplace travel plans, either through partnership working with existing local major employers or through conditions attached to new planning consents. At present ten workplace travel plans are in place. These plans aim to reduce employee car trips by encouraging alternatives.

<sup>11</sup> Walking and cycling: an action plan (Department for Transport, 2004)

### 5.3.8 Issue 8 - Buses are perceived to be expensive and unreliable

Medway Council has undertaken detailed and widespread consultation in conjunction with the preparation of the LTP and the *Transport for Medway* study. The general theme running through all consultation feedback is that buses are considered expensive and unreliable.

Congestion can be tackled by encouraging more people to use bus services rather than private cars. However, when bus services use the same road space as cars they suffer the same delays due to congestion, together with additional delays at bus stops, resulting in the reliability of services being affected.

Buses are considered unreliable partly due to the uncertainty over service arrival time. Much needs to be done to improve availability of information, including an area wide roll-out of real-time information at stops to improve certainty.

Whilst Medway has benefited from investment in new vehicles from the major operator, improvements to the roadside infrastructure are essential to promote an image of a quality service and improve facilities for customers.

Bus fares are an area where the Council has little direct control, as these reflect the commercial judgement of the bus operators. Clearly measures to improve journey time and reliability on the road network can help to improve the efficiency of the bus operators. This, in turn, helps to contain costs and keep fares down.

The Council has been supportive of reduced fares for pensioners and people with disabilities by offering travel at 30p rather than the half-fare required. This will move to free travel in April 2006. It has also undertaken a number of pilot projects to assess the impact on travel to and from school by bus by offering cheaper fares for these journeys.

### 5.3.9 Issue 9 - Barriers to movement for pedestrians and cyclists

Through Medway's walking consultation<sup>12</sup>, heavy traffic has been identified as a barrier to pedestrian movement and therefore a major factor in discouraging walking. However, the introduction of numerous controlled crossing points could be detrimental to tackling congestion, due the interference caused to the free flow of traffic.

<sup>12</sup> Surveys carried out in 2003/2004 and fed into the TfM project

Medway's consultation on cycling has established that inexperienced, novice adult cyclists would prefer off-road routes to encourage them to cycle more, thereby reducing motor traffic levels and congestion.

#### 5.3.10 Issue 10 - Adequacy of highway maintenance

Not applicable

### 5.4 LTP PRIORITY 2 – DELIVERING IMPROVED ACCESSIBILITY

#### 5.4.1 Issue 1 - Impact of major new development

All new residential development creates demand to access services. Many of Medway's major regeneration sites are situated in highly accessible urban locations with good access to services. However, unless high quality, focused packages of transport measures are put in place to encourage residents to use alternatives and to discourage car use, dependence on the private car will remain high in areas where realistic alternatives should be commonplace.

Major development pressure is also predicted to be strong in locations outside areas of high accessibility, where access to services by people without access to a private car is likely to be inadequate. Unless high quality, site-specific packages of transport measures are implemented, people without access to a car will be socially excluded.

#### 5.4.2 Issue 2 - Traffic growth predicted to be in excess of national average

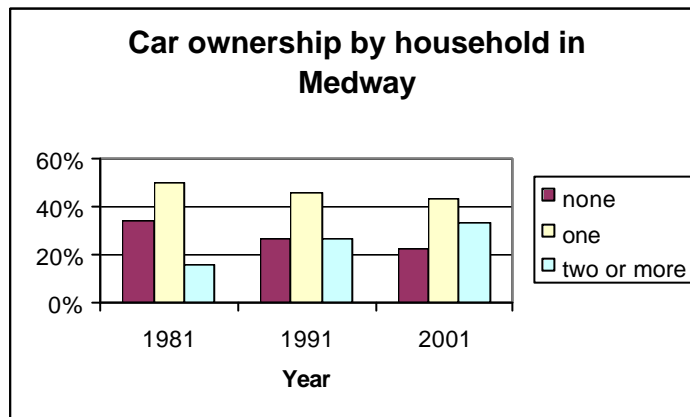
Journey times throughout the urban areas of Medway will increase as a direct impact of traffic growth from major regeneration sites putting increasing demands on the strategic road network. This will result in accessibility to services being less reliable, unless measures are put in place to tackle the increased demands on the road network.

#### 5.4.3 Issue 3 - Road casualty figures are too high for certain road users

Pedestrians and cyclists need to access services, such as education, shopping or employment. The movements associated with these needs result in requirements to pass through barriers to movement, such as crossing busy roads or junctions. Regrettably, errors of judgement at these locations of conflict can lead to road casualties.

#### 5.4.4 Issue 4 - Growth in car ownership

Current lifestyles demand good accessibility to employment, education, shopping, health care and leisure facilities, often over increasing longer distances. However, as the growth in car ownership shows, more people in Medway rely on the private car to access these services due to a real or perceived lack of realistic travel alternatives, particularly in rural areas with low levels of accessibility by public transport. Growth in car use results in less people using public transport, the economic viability of services reducing and services being withdrawn. This circle of decline leads to a worst service for people who rely on public transport, reducing their accessibility and increasing their social exclusion. According to 2001 Census data 23% of households in Medway do not have access to a car as the chart below demonstrates.



This has been compounded in recent years through changes in the location employment and shopping facilities to more out-of-town locations, resulting in radical changes to the length of journeys and the pattern of movements associated with accessing needs.

#### 5.4.5 Issue 5 - Parking demands

The growth in car ownership has delivered improved accessibility for many, but has also resulted in increased parking demands in Medway.

People who are registered disabled who have access to a private car depend on the provision of disabled parking to enable their accessibility to services. Parking for disabled people is provided at all retail centres and car parking standards require the provision at new business premises, hotels, shopping and recreation land uses. However, certain routes between disabled parking provision and services cause barriers to movement for people with mobility difficulties.

#### 5.4.6 Issue 6 -The journey to school

The introduction of parental choice has resulted in increased journey lengths to school in Medway, as parents often choose the most academically appropriate school for their child without considering distance as a major factor due to the accessibility offered by the private car.

However, parents who do not have access to a car for transporting children to school must rely on buses, trains, taxis, walking or cycling. This can impact on their choice of school if adequate, affordable transport options are not available, thereby possibly impacting on a child's life chances.

#### 5.4.7 Issue 7 - The journey to work

The ability for residents to access work opportunities is often restricted by limited accessibility to place of employment. This is particularly an issue in the socially deprived areas of Medway, where access to personal transport is below average. Nationally, an average of 27% of households do not have access to a car, whereas this figure is significantly worse in certain Medway wards, for example the percentage of households with no access to a car is 39% in River ward and 36% in Chatham Central ward<sup>13</sup>.

This is further exacerbated by the two major employment sites at Medway City Estate and Gillingham Business Park being poorly served by public transport, having inadequate links to the cycle network and not being within easy walking distance of deprived wards.

#### 5.4.8 Issue 8 - Buses are expensive and unreliable

Accessibility to services and employment can be affected by the affordability and reliability of bus services, for example:

- people are unlikely to enter into low paid employment where they rely on public transport to get to work and where the service is considered unreliable, or where the cost of the journey is prohibitively expensive compared to the salary earned.
- 10% of all outpatient appointments are missed as a result of transport problems.
- Bus services need to be made more accessible by improving information at stops and by providing accessibility improvements at stops

<sup>13</sup> Data Source – 2001 Census data

#### 5.4.9 Issue 9 - Barriers to movement for pedestrians and cyclists

Medway Council's walking consultation identified the difficulty crossing busy traffic routes, parking on footways and poor footway surfacing to be major barriers to pedestrian movement in Medway.

A significant number of barriers to pedestrian movement may need to be removed to deliver improved accessibility for people walking in Medway, which could conflict with other key priorities. For example, pedestrian guardrailling is installed to discourage pedestrians crossing roads at potentially dangerous locations, but also represents a barrier to movement for many pedestrians.

Difficulty of access to buses for pedestrians with mobility difficulties is a major problem, with level access to buses at stops and a continuous accessible route to the stop often not provided.

The consultation on cycling established that there was a need to remove barriers to cycle movement to provide more joined-up direct routes.

#### 5.4.10 Issue 10 - Adequacy of highway maintenance

Poor footway maintenance may discourage walking, particularly for people with restricted mobility, thereby reducing accessibility by foot.

Obstructions to public rights of way will reduce permeability and access to the countryside.

### 5.5 LTP PRIORITY 3 - SAFER ROADS

#### 5.5.1 Issue 1 – Impact of major new development

New development generates new travel needs, which can introduce new or intensified hazards to highway safety due to the introduction of new junctions, inadequate facilities for users of the highway, increased pressure on existing junctions, poor crossing facilities for pedestrians and cyclists or lack of adequate visibility for drivers.

The major regeneration sites will increase vehicle movements on the highway network thereby increasing risk, which will be in conflict with the target for casualty reductions.

Furthermore, inappropriate vehicle speed on new residential streets can cause unnecessary hazards to vulnerable road users.

#### 5.5.2 Issue 2 - Traffic growth predicted to be in excess of national average.

Concerns mentioned in issue 1 can also be applied to issue 2.

#### 5.5.3 Issue 3 – Road casualty figures are too high for certain road users

Medway has been very successful in reducing the number of killed or seriously injured casualties to below the Government's target for 2010, through accident reduction measures and promotional initiatives. However, the casualty figures for powered two-wheelers still remains unacceptably high in Medway.

#### 5.5.4 Issue 4 - Growth in car ownership

Growth in car ownership arises from travel needs that cannot be satisfied by alternative modes of transport and leads to increased car trips on Medway's road network.

Growth in trip making by car on Medway's road network exacerbates hazards to highway safety due demands at key junctions exceeding capacity leading to risk taking, together with increased car trips to key locations, such as schools, colleges, densely populated residential areas and major places of employment, leading to inconsiderate and dangerous on-street car parking.

Growth in trip making on a restricted road network also leads to rat-running on unsuitable residential roads, introducing additional hazards to residents and particularly children who may be denied access to playing outside.

#### 5.5.5 Issue 5 - Parking demands

The growth in car ownership has resulted in bigger parking demands in Medway. Where parking demand exceeds capacity inappropriate on-street parking can often occur, causing hazards to highway safety due to vehicles being parked:

- in areas where waiting restrictions apply, causing obstruction to driver visibility and the free flow of traffic
- on footways causing obstruction to pedestrians

The first issue is being tackled by increased enforcement undertaken by Medway Council as a result of parking offences being decriminalised.

#### 5.5.6 Issue 6 - The journey to school

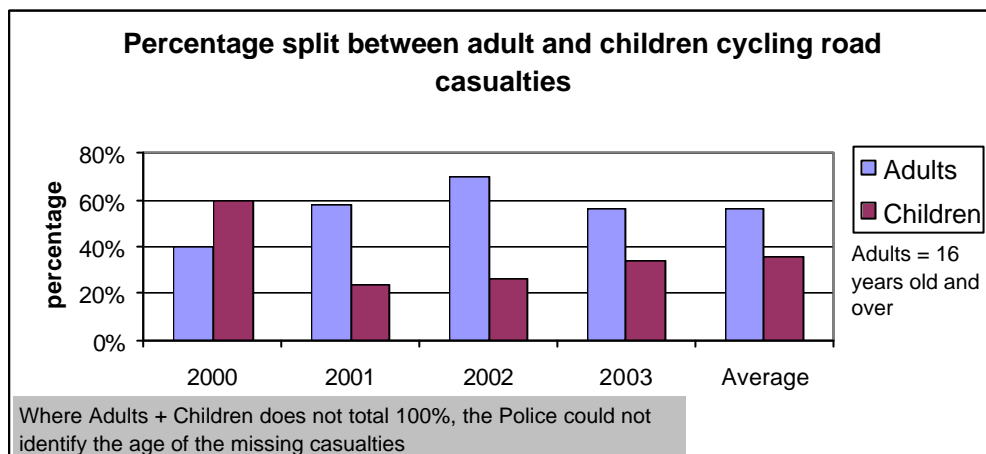
As more parents drive their children to school, the conditions outside many of Medway's schools have become congested with traffic at school start and finish times, due to parents competing for

limited parking spaces. These conditions often result in the safety of children walking and cycling to school being compromised.

Medway Council has been proactive in improving conditions in the vicinity of schools through School Travel Plans and enforcement of School Keep Clear waiting restrictions. Medway Council had in place 17 School Travel Plans at the time of publishing it's 2004 APR and this figure is growing continually.

#### 5.5.7 Issue 7 - The journey to work

Encouraging people to cycle and walk to work introduces additional risks, in particular adults cycling to work may be inexperienced and lack confidence. Accident statistics indicate a higher proportion of adult cycling casualties compared to children, as the chart below demonstrates



#### 5.5.8 Issue 8 - Buses are expensive and unreliable

Bus travel is generally recognised as being safer than travel by car, foot or bicycle. Therefore, overcoming the perceived barriers to bus travel will encourage greater use of a "safe" mode and improve safety standards accordingly. However, there will be safety concerns among bus users, often related to the experience of walking to and from the bus stop and the time spent waiting for the bus to arrive. There is a need to review the sense of security at bus stops to help encourage greater use of the bus network.

#### 5.5.9 Issue 9 - Barriers to movement for pedestrians and cyclists

People with mobility difficulties, particularly people using wheelchairs or mobility scooters, often experience accessibility problems due to the lack of adequate facilities to cross roads, often causing personal risk by undertaking hazardous manoeuvres to carry out relatively short journeys to local services.

Safety measures are often installed that, whilst improving the safety at a location, seek to reinforce the dominance of the car by introducing significant barriers to pedestrian accessibility. For example, pedestrian guardrailing is installed to discourage pedestrians crossing roads at potentially dangerous locations, but also represents a barrier to movement for many pedestrians.

The cycling consultation established that inexperienced cyclists prefer routes away from heavy traffic, as dominant traffic is considered to be a major safety concern and a deterrent to cycling. In addition, consideration should be given to providing an off-road mountain bike facility to enable cycling skills to be developed.

#### 5.5.10 Issue 10: Adequacy of highway maintenance

Poor carriageway and footway maintenance will introduce hazards to highway safety, and will affect the quality of the ride for public transport users. The percentage of Medway's highway network requiring maintenance is significant despite extensive emphasis on delivery in this area.

## 5.6 LTP PRIORITY 4 - BETTER AIR QUALITY

### 5.6.1 Issue 1 - Impact of major new development

All new residential development creates demand for travel to access services. Many of Medway's regeneration sites are focused in urban locations, where there are already declared areas of poor air quality and the additional movements associated with major new development is likely to exacerbate and extend existing problems, particularly where congestion is, or predicted to be, a problem.

### 5.6.2 Issue 2 - Traffic growth predicted to be in excess of national average.

Concerns mentioned in issue 1 can also be applied to issue 2.

### 5.6.3 Issue 3 - Road casualty figures are too high for certain road users

The above issue does not impact on the better air quality priority.

#### 5.6.4 Issue 4 - Growth in car ownership

Growth in car ownership arises from travel needs that cannot be satisfied by alternative modes of transport that emit fewer pollutants per person to Medway's atmosphere. Growth in trip making by car on Medway's road network exacerbates air quality problems in locations where areas of poor air quality have been declared.

#### 5.6.5 Issue 5 - Parking demands

Where parking demand exceeds capacity vehicle queuing can occur, exacerbating episodes of poor air quality. This is potentially a problem in town centres, where residential units are being encouraged to be developed.

#### 5.6.6 Issue 6 - The journey to school

In Medway, the variation in traffic flow on the primary highway network between term time and non-term time is very apparent, making the journey to school a major contributing factor to poor air quality in areas of declared air quality action areas.

#### 5.6.7 Issue 7 - The journey to work

People travelling to work comprise the majority of the morning and evening peak traffic flows in Medway. The intensity of traffic during peak periods can have a detrimental affect on air quality, particularly in air quality action areas.

#### 5.6.8 Issue 8 - Buses are expensive and unreliable

Improvements to air quality can be delivered by greater use of buses rather than the private car, especially in an area such as Medway where there has been a major investment in new and refurbished buses with the latest emissions standards. However, if buses are considered to be expensive and unreliable, then modal change is unlikely to take place.

#### 5.6.9 Issue 9 - Barriers to movement for pedestrian and cyclists

Encouraging people to walk and cycle for short journeys can deliver improvements to air quality. However, barriers to accessibility need to be removed to improve pedestrian and cyclist permeability and access to key destinations.

#### 5.6.10 Issue 10 - Adequacy of highway maintenance

Not applicable

## 5.7 LTP PRIORITY 5 - SUSTAINABLE REGENERATION

### 5.7.1 Issue 1 – Impact of major new development

Many of Medway's major regeneration sites are located in highly accessible urban locations with good access to services. These sites can potentially be developed to encourage more sustainable movement with reduced car parking provision enabling increased development densities, but this depends on good travel alternatives to the private car being delivered and maintained prior to first occupation.

Major development pressure is also predicted to be strong in locations outside areas of high accessibility, where dependence on the private car is likely to be high, leading to developments that are less sustainable unless a package of sustainable transport measures are put in place.

The LTP consultation has demonstrated that existing bus services in Medway are considered to be unreliable, expensive and not providing an adequate service to for today's lifestyles. Medway Council's ability to support socially necessary bus services is restricted due to revenue expenditure pressures and income from developers through Section 106 planning agreements is generally time limited.

### 5.7.2 Issue 2 - Traffic growth predicted to be in excess of national average.

Journey times throughout the urban areas of Medway will reduce as a direct impact of traffic growth from major regeneration sites putting increasing demands on the strategic road network. The principles of sustainable regeneration need to be applied to ensure traffic growth associated with regeneration is kept to a minimum.

### 5.7.3 Issue 3 - Road casualty figures are too high for certain road users

Sustainable regeneration depends on encouraging a shift away from the reliance on the car, which would naturally lead to more people being 'out and about' in their local community. For this to be successful, services need to be provided in walking distance of residential areas.

Actively encouraging increasing the number of people walking and cycling in urban environments will increase the risk to vulnerable road users unless safe routes are provided to access these services

#### 5.7.4 Issue 4 - Growth in car ownership

Sustainable regeneration aims to develop in a manner that reduces the need to own a car, by the provision of realistic alternatives to access services. Accessibility by means other than the private car is key to the delivery of sustainable regeneration, but the expectation of car ownership in Medway's areas of high accessibility is high. Failure to be signed up to the principles of sustainable regeneration in central urban areas of Medway will lead to increased demands on the already congested urban road network.

#### 5.7.5 Issue 5 - Parking demands

All new development creates demand for travel, but sites in the centre of urban Medway bring the opportunity to reduce on-site car parking provision due to their high accessibility to services and public transport. Policies in PPG3, PPG13 and the Regional Transport Strategy support this approach.

However, maximum parking standards can be a weak tool to restrain car use and unless parking demands in excess of on-site provision are positively managed, parking on adjoining residential streets may occur, causing harm to residential amenity.

#### 5.7.6 Issue 6 - The journey to school

The travel demands associated with existing schools results in congestion on the highway network. The majority of the major regeneration sites are situated in urban locations where additional educational trips by car would cause further congestion to the road network, resulting in reduced and un-reliable journey times.

#### 5.7.7 Issue 7 -The journey to work

Additional trips resulting from new employment opportunities associated with the major regeneration of Medway will exacerbate existing congestion problems on the highway network.

For all significant new developments, the level of additional trips can be reduced by the rigorous application of workplace travel plans, maximum car parking standards and developer contributions towards accessibility improvements.

#### 5.7.8 Issue 8 - Buses are expensive and unreliable

For sustainable regeneration to be successful, it requires less dependence on the private car and more use of reliable and affordable public transport. Travel habits are unlikely to change if buses are considered to be expensive and unreliable.

Therefore, major regeneration sites need to contribute to improvements to improve the reliability, frequency and quality of bus services and associated roadside infrastructure, and implement travel plans that incorporate subsidised bus travel.

#### 5.7.9 Issue 9 - Barriers to movement for pedestrians and cyclists

For sustainable regeneration to be successful, it requires less dependence on the private car and more use of sustainable modes such as walking and cycling. Major new developments need to provide good permeability for pedestrians and cyclists, including removing barriers and making links to strategic routes.

#### 5.7.10 Issue 10 - Adequacy of highway maintenance

The above issue does not impact on the sustainable regeneration priority.

### 5.8 LTP PRIORITY 6 - IMPROVE HEALTH

#### 5.8.1 Issue 1 - Impact of major new development

Many of Medway's major regeneration sites are situated in highly accessible urban locations with good access to services by foot or cycle. Development pressure is also predicted to be strong in locations outside areas of high accessibility, where car dependence will be higher. However, even in areas of low accessibility there are likely to be walking and cycling needs to local amenities and leisure areas.

However, unless high quality, focused packages of pedestrian and cycle measures are put in place to encourage walking and cycling, exercise will be discouraged from forming a significant part of peoples everyday lives.

#### 5.8.2 Issue 2 - Traffic growth predicted to be in excess of national average.

Similar concerns to issue 1.

#### 5.8.3 Issue 3 - Road casualty figures are too high for certain road users

Working in partnership with other public services, Medway Council is seeking to promote walking and cycling as realistic alternatives to the car for short journeys, as encouraging people to walk or cycle short journeys will improve their health. However, the local environment through which walking and cycling trips are encouraged needs to be safe to avoid increasing casualty figures.

5.8.4 Issue 4 - Growth in car ownership

The growth in car ownership and use in Medway has led to serious implications for the health of local people due to reduced physical activity leading to health conditions such as obesity and osteoporosis and an increase in falls. Working in partnership with the health service, Medway Council is actively seeking to incorporate walking and cycling into daily lives as an effective means of travel. However, whilst walking and cycling are on the health agenda, it is often seen as a leisure pursuit rather than an effective mode of transport that can help improve health.

5.8.5 Issue 5 - Parking demands

Not applicable

5.8.6 Issue 6 - The journey to school

Nationally, the percentage of children travelling to school unaccompanied has significantly reduced. Twenty-five years ago, nearly one in three 5-10 year olds made their own way to school, whereas now only one child in nine does<sup>14</sup>.

The increase in children being taken to school by car in Medway has resulted in reduced physical activity, which can lead to an increase in the occurrence of medical conditions amongst children associated with lack of exercise, such as obesity.

5.8.7 Issue 7 - The journey to work

The majority of people travel to work by car as the 2001 census data demonstrates. Encouraging people to travel to work by public transport, foot or cycle will promote physical activity that will improve the health of Medway's workforce.

5.8.8 Issue 8 - Buses are expensive and unreliable

Bus travel can bring health benefits. For example, the need to walk to and from the bus stop will contribute to the well-being of bus users, and the potential to assist with air quality improvements will bring health benefits more generally.

<sup>14</sup> A New Deal for Transport: Better for everyone (The Government's White Paper on the Future of Transport) (ODPM, July 1998)

5.8.9 Issue 9 - Barriers to movement for pedestrians and cyclists

Providing good accessibility for pedestrians and cyclists will encourage people to be more active, thereby improving their overall fitness levels.

The consultation on cycling supported the principle of providing an off-road mountain bike facility to enable cycling skills to be developed and to raise the profile of cycling locally.

5.8.10 Issue 10 - Adequacy of highway maintenance

Obstructions to public rights of way will reduce access to the countryside, thereby discouraging walking for health.

## 5.9 LINKAGE TO PLAN PRIORITIES

5.9.1 The issues raised and links to the priorities of the plan are summarised in the table below.

Issue no.	Issue	Tackling congestion	Delivering improved accessibility	Safer roads	Better air quality	Sustainable regeneration	Improving health
1	Impact of major new development	✓	✓	✓	✓	✓	✓
2	Traffic growth predicted to be in excess of national average	✓	✓	✓	✓	✓	✓
3	Road casualty figures are too high for certain road users	✓	✓	✓		✓	✓
4	Growth in car ownership	✓	✓	✓	✓	✓	✓
5	Parking demands	✓	✓	✓	✓	✓	
6	The journey to school	✓	✓	✓	✓	✓	✓
7	The journey to work	✓	✓	✓	✓	✓	✓
8	Buses are expensive and unreliable	✓	✓	✓	✓	✓	✓
9	Barriers to movement for pedestrians and cyclists	✓	✓	✓	✓	✓	✓
10	Adequacy of highway maintenance		✓	✓			✓

## Section 6

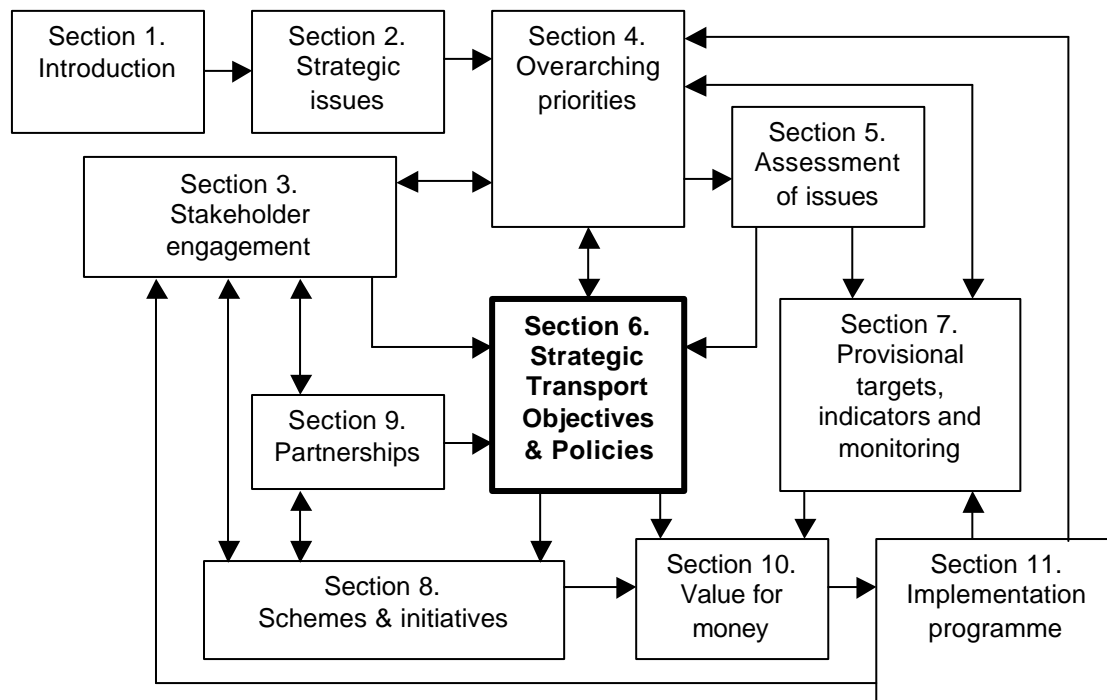
# STRATEGIC TRANSPORT OBJECTIVES AND POLICIES

### 6.1 CONTEXT

6.1.1 This section sets the transport policy framework by detailing the 12 strategic transport objectives of the LTP. A transport policy, objective aims, delivery mechanism and links to LTP priorities are detailed for each objective. Schemes and initiatives will be developed that deliver each objective of the plan.

6.1.2 This section links:

- from sections 3, 5 and 9, by setting the policy framework for the delivery of the LTP taking into account the assessment of issues, together with the views of stakeholders and partners
- forward to sections 8 and 10, by providing policy framework for the development of schemes and initiatives, and the value for money priority appraisal
- back to section 4, by providing an audit of objective delivery against the overarching LTP priorities



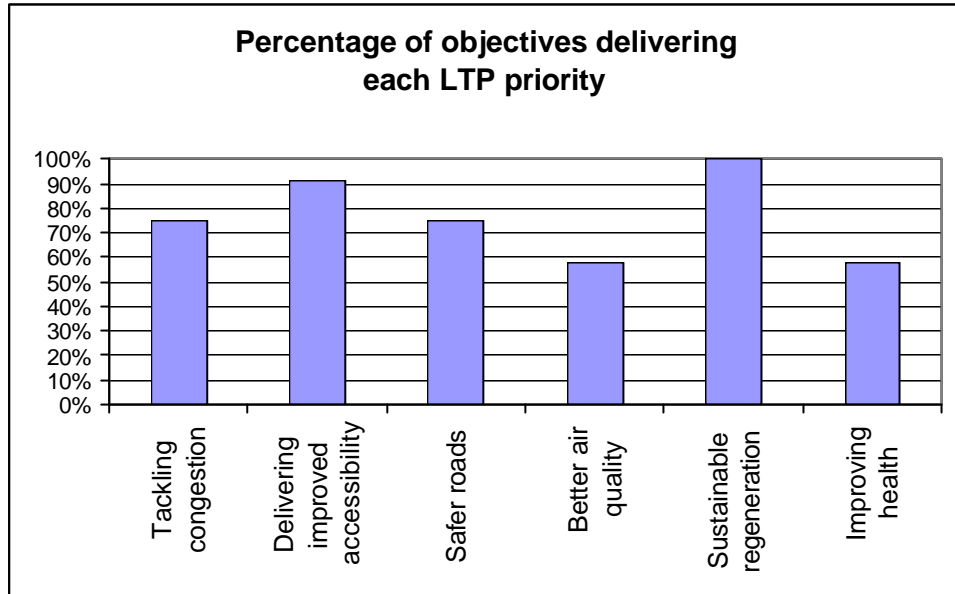
## 6.2 STRATEGIC TRANSPORT OBJECTIVES

6.2.1 The strategic transport objectives will span a period of 10 to 20 years, a much longer time period than the life of the LTP. The challenge is to deliver transport objectives that strike the right balance between the six key priorities of the plan and meet the sometimes conflicting aspirations of residents, businesses and employees.

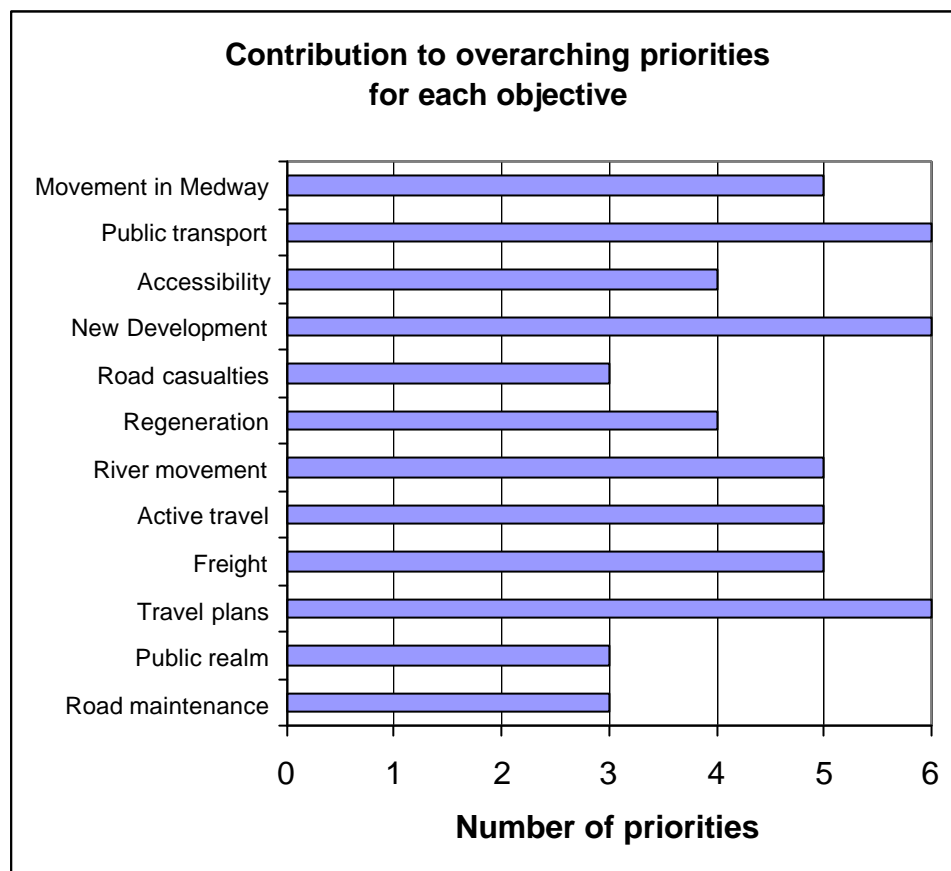
6.2.2 The strategic transport objectives for Medway are listed below, with each objective having a specific focus.

	<b>Objective focus</b>	<b>Objective</b>
1	Movement in Medway	To manage traffic efficiently and safely in Medway and to provide appropriate new infrastructure where justified
2	Public transport	To ensure public transport becomes a realistic alternative choice to the private car
3	Accessibility	To improve access for Medway residents to key services by all modes of travel
4	New development	To ensure an integrated, accessible transport approach to development sites
5	Road casualties	To reduce casualties on Medway's roads
6	Regeneration	To improve Chatham as a transport destination
7	River movement	To support the use of the River Medway and its banks as a transport corridor
8	Active travel	To develop transport corridors that encourage personal movement which promotes better health
9	Freight	To contribute towards improving freight movements through Medway
10	Travel plans	To encourage changes to travel habits by the implementation of school and workplace travel plans
11	Public realm	To enable transport to contribute towards improving the quality of the built environment
12	Road maintenance	To undertake enhanced maintenance of the highway network in the most sustainable way practical

6.2.3 The ambition is to deliver objectives that link to more than one LTP priority. The table below demonstrates the percentage of the total number of strategic transport objectives delivering each LTP priority. More detailed assessment is provided as part of the analysis of each objective and at the end of the objectives section.



6.2.4 The table below demonstrates the contribution each objective makes to the six overarching priorities of the plan.



### 6.3 DETAILS OF STRATEGIC TRANSPORT OBJECTIVES AND ASSOCIATED POLICIES

6.3.1 Schemes and initiatives will be developed and implemented during the life of the plan that deliver the objectives of the plan and these are detailed in Section 8 ‘Schemes and Initiatives’. In many cases the actions are detailed in supporting strategies.

6.3.2 This section analyses the objectives, providing the following information for each objective:

- transport policy specific to the objective
- aims of the objective
- delivery mechanism for the objective
- links to delivery of the plan priorities

6.3.3 For each objective, Medway Council has proposed a specific transport policy by which all proposals will be judged.

<b>Objective 1</b>	<p><b><i>Movement in Medway</i></b></p> <p><b>To manage traffic efficiently and safely in Medway and to provide appropriate new infrastructure where justified</b></p>
<b>Policy LTP1</b>	
	<p><i>Medway Council will seek to make the best use of the existing highway network ensuring there is a balance of priority between modes, minimising delays and producing safe conditions for all travellers.</i></p> <p><i>Medway Council will continually monitor Medway's roads so that we are proactive on measures to reduce congestion.</i></p> <p><i>On-street and publicly available off-street vehicle parking will be proactively managed in Medway; ensuring spaces are allocated to the most appropriate use taking into account local economic vitality and residential amenity. Controlled Parking Zones will only be implemented with the support of local residents. Car park charging regimes will be based on the level of supply versus demand, other policies of Medway Council and the relative charging policies of nearby town centres.</i></p> <p><i>New development will be required to take account of the appropriate policies set out in the Local Plan when determining the level of on-site parking provision.</i></p>
<p>This objective aims to improve the operation of Medway's existing road network without compromising safety and to provide new highway where justified. The aims are to:</p> <ul style="list-style-type: none"> <li>▪ tackle congestion in priority zones, which are in: <ul style="list-style-type: none"> <li>- town centres, with particular focus on Strood and Chatham</li> <li>- major areas for employment</li> <li>- areas of deprivation</li> <li>- the vicinity of schools</li> <li>- areas of declared poor air quality</li> </ul> </li> <li>▪ use technology to make the best use of existing road spaces</li> <li>▪ support initiatives that encourage an increase in the number of journeys made by foot, cycle or public transport</li> <li>▪ enable the delivery of goods.</li> </ul> <p><i>Continued</i></p>	

*Objective 1 continued*

The need for new highway may arise due to the need to improve road capacity or safety, realise opportunities for environmental enhancement, improve access for all or to serve new development.

Improvements to the existing road network will be delivered by the implementation of a package of measures, which will include:

- Ob 1.1 Improved travel information
- Ob 1.2 Urban Traffic Management Control (UTMC)
- Ob 1.3 Major reconfiguration of Strood gyratory
- Ob 1.4 Car parking management
- Ob 1.5 On-street parking management
- Ob 1.6 Improved management of the road network as part of the Traffic Management Act 2004
- Ob 1.7 Cycle audit

Further details are contained in Section 8, in the Medway Transport Asset Management Plan and the Transport for Medway study. This objective will assist with the delivery of the following priorities:

<i>Tackling congestion</i>	improves traffic flows at key locations on the strategic highway network in Medway
<i>Delivering improved accessibility</i>	improves journey times to key destinations on the strategic highway network
<i>Safer roads</i>	reduces risk taking as a result of improved capacity at key junctions
<i>Better air quality</i>	reduces stationary traffic and improves journey times
<i>Sustainable regeneration</i>	provides for the additional travel demands associated with new development

<b>Objective 2</b>	<b><i>Public transport</i></b>  <b>To ensure public transport becomes a realistic alternative choice to the private car</b>
<b>Policy LTP2</b>	
	<i>Medway Council, its partners and developers shall increase the journey choice by public transport, by promoting and supporting enhancements to bus infrastructure, services and journey information, including improvements to reliability, punctuality, information, accessibility and quality of service.</i>

This objective aims to:

- increase travel choice
- improve the quality of the public transport offered in Medway
- encourage an increase in public transport use
- enable development that is less car dependent

This objective will be delivered through partnership working with local bus operators and rail companies. Medway Council has a Quality Partnership agreement with the principal bus operator in Medway, Arriva Medway Towns, and plans to complete similar agreements with other operators.

Improvements to public transport in Medway will be delivered by the implementation of a package of measures, which will include:

- Ob 2.1 Localised bus priority measures
- Ob 2.2 Improvement of bus infrastructure
- Ob 2.3 Improvement to taxi infrastructure
- Ob 2.4 Transport for Medway major public transport scheme
- Ob 2.5 On-street parking restrictions
- Ob 2.6 Community bus service
- Ob 2.7 Use of appropriate technologies
- Ob 2.8 Promotion – *simple messages, repeated regularly*
- Ob 2.9 Joined-up journeys through integrated information
- Ob 2.10 Improved rail services
- Ob 2.11 Joined-up journeys for walking routes
- Ob 2.12 User-focused information
- Ob 2.13 Trustworthy information
- Ob 2.14 Leading by example

The actions listed above represent short-term improvements. Further details are contained in Section 8 and the Medway Bus and Public Transport Information Strategies.

*Continued*

*Objective 2 continued*

The Transport for Medway study has identified the need for short-term measures and will develop further proposals linked to the council's regeneration agenda.

This objective will assist with the delivery of the following priorities:

<i>Tackling congestion</i>	contributes to reducing reliance on the car through encouraging bus use
<i>Delivering improved accessibility</i>	provides improved access to services and more certainty of journey experience for people without access to a car and improves integration at train stations
<i>Safer roads</i>	public transport use is safer than car use cycling or walking
<i>Better air quality</i>	reduces reliance on the car for local trips, with the associated improvements to air quality
<i>Sustainable regeneration</i>	enables higher density developments in accessible locations through less reliance on the private car
<i>Improving health</i>	encourages walking as part of the journey

<b>Objective 3</b>	<b><i>Accessibility</i></b>  <b>To improve access for Medway residents to key services by all modes of travel</b>
<b>Policy LTP3</b>	
	<i>Medway Council, its partners and developers shall seek to improve people's life chances by tackling accessibility barriers to key destinations particularly for people without access to a private car.</i>

The ability of people to access places of work, education, health care, shopping, leisure and other opportunities can significantly impact on their quality of life, and their life chances. This objective seeks to improve accessibility to jobs, learning, health facilities, food shops and leisure facilities, particularly for people without access to a car. The objective aims to improve travel opportunities by public transport, foot and cycle.

The actions associated with this objective will be based on the analysis of strategic mapping and consultation with partners. These initiatives cover a broad spectrum of accessibility issues and are planned to include the following issues:

- Ob 3.1 Access by public transport to key services
- Ob 3.2 Pedestrian access to town centres, local shops and amenities
- Ob 3.3 Pedestrian and cyclist access to railway stations
- Ob 3.4 Access improvements for people with mobility difficulties
- Ob 3.5 Cycle route network
- Ob 3.6 Promotional activities

This objective will be delivered through partnership working with other key public services and the land-use planning process. It will be informed by an accessibility mapping exercise. Further details are contained in section 8 and in the Medway Accessibility Strategy (which is under development). This objective will assist with the delivery of the following priorities:

<i>Tackling congestion</i>	aims to improve public transport services, thereby contributing to reducing reliance on the private car
<i>Delivering improved accessibility</i>	primarily aims to improve access to key services for people who are socially excluded by all modes
<i>Sustainable regeneration</i>	aims to promote major new development in locations that provide good accessibility to key services by all modes
<i>Improving health</i>	aims to improve access to healthcare for people who are socially excluded and encourages physical activity

<b>Objective 4</b>	<b><i>New development</i></b>  <b>To ensure an integrated, accessible transport approach to development sites</b>
<b>Policy LTP4</b>	
	<i>Medway Council shall require the transport assessment associated with new development to consider all modes of transport and accessibility to and from the site to local services. Where appropriate legal agreements with developers will be sought to secure transport improvements.</i>

This objective aims to ensure that new development is judged against integrated, accessible transport criteria to ensure development is accessible by all modes and car dependency is reduced. This objective will be delivered through strong integration between transport planning and the land-use planning processes. The actions associated with this objective include:

- Ob 4.1 Integration of services
- Ob 4.2 Developer obligations
- Ob 4.3 Provision of vehicle parking

In appropriate circumstances this objective will seek financial contributions from developers to fund:

- improvements to local and wider area accessibility
- safer routes to school initiatives
- highway capacity improvements
- implementation and management of travel plans

Further details are contained in Section 8, the Medway Developer Contributions Strategy (which is under development) and the Medway Local Plan. This objective will assist with the delivery of the following priorities:

<i>Tackling congestion</i>	seeks to reduce the need to travel by car and encourage development in accessible locations
<i>Delivering improved accessibility</i>	improves access to services for people without access to a car and ensures the provision of a permeable site layout for pedestrians and cyclists
<i>Safer roads</i>	ensures that development proposals do not introduce hazards to users of the public highway and makes a positive contribution to the conditions for pedestrians and cyclists
<i>Better air quality</i>	seeks to restrain any deterioration in air quality as a result of increased travel demands associated with new development
<i>Sustainable regeneration</i>	ensures the principles of sustainable regeneration are considered at all stages of the development process, leading to a reduction in road network impact
<i>Improving health</i>	provides opportunity for exercise as part of daily routine

<b>Objective 5</b>	<b><i>Road casualties</i></b> <b>To reduce casualties on Medway's roads</b>
<b>Policy LTP5</b>	
	<i>Medway Council aims to provide the safest possible highway environment for all road users and will investigate the use of whichever measures can demonstrably provide value for money and enhance the safety of the highway.</i>

The aims of this objective are to:

- identify safety-weak areas
- reduce casualty figures in Medway to below the Government's national targets
- ensure new development does not introduce significant new hazards to highway safety

This objective will be delivered by implementing road safety improvements and initiatives, and ensuring all new road infrastructure does not introduce unacceptable levels of additional risk to the travelling public. The actions associated with this objective will focus on:

- Ob 5.1 Education
- Ob 5.2 Engineering
- Ob 5.3 Enforcement
- Ob 5.4 Journey to school
- Ob 5.5 Cycle training

Further details are contained in Section 8 and the Medway Travel Safety Plan. This objective will assist with the delivery of the following priorities:

<i>Tackling congestion</i>	reduces risk taking by drivers by improving road capacity
<i>Safer roads</i>	implements measures that improve road safety and reduce inappropriate vehicle speed
<i>Sustainable regeneration</i>	encourages layouts of new developments that restrict vehicle speed and give priority to pedestrians and cyclists
	ensures that vehicular access and parking arrangements associated with new development do not cause significant hazards to highway safety

<b>Objective 6</b>	<b><i>Regeneration</i></b> <b>To improve Chatham as a transport destination</b>
<b>Policy LTP6</b>	
	<i>Medway Council will promote improvements to the transport infrastructure in Chatham commensurate with its status in the Thames Gateway and the identified need to improve accessibility and permeability</i>

The aims of this objective are to:

- contribute to the major regeneration of Chatham as the city centre in the Thames Gateway
- improve Chatham as a transport hub (as identified in the Regional Transport Strategy)
- improve accessibility for the development of the evening economy

This objective will be delivered through a number of initiatives including:

- Ob 6.1 Major reconfiguration of ring road
- Ob 6.2 Urban Traffic Management Control (UTMC)
- Ob 6.3 Improvements to public transport infrastructure
- Ob 6.4 Improvements for pedestrians and cyclists
- Ob 6.5 Car park management

Further details are contained in Section 8 and the Chatham Centre and Waterfront Development Framework. This objective will assist with the delivery of the following priorities:

<i>Tackling congestion</i>	aims to improve the existing road network capacity through traffic management control systems, and aims to improve public transport services to Chatham thereby contributing to reducing reliance on the private car for trips into the urban centre
<i>Delivering improved accessibility</i>	improves access to key services for people who are socially excluded and provides focus on interchange improvements
<i>Safer roads</i>	rationalised car parking and improved signing thereby reducing the need to hunt for parking spaces, thereby reducing unnecessary movements
<i>Sustainable regeneration</i>	aims to improve access by public transport, car, walking and cycling, contributing to the regeneration of Chatham

<b>Objective 7</b>	<b><i>River movement</i></b>  <b>To support the use of the River Medway and its banks as a transport corridor</b>
<b>Policy LTP7</b>	<i>Medway Council will encourage the use of the River Medway and its banks as a transport corridor subject to the requirements of the Medway Ports Authority and policies T9 and T10 of the Medway Local Plan</i>

This objective aims to recognise the asset of the River Medway as a transport corridor to the area.

Commercial traffic is now largely directed to Chatham Dock and Thamesport. This has made the river potentially more accessible to leisure users and to passenger river buses.

Medway Council supports, in principle, the provision of river bus services, but has no plans to operate or commercially support any such services itself. Consequently, proposals for river bus services will need to fulfil the technical, operational and financial requirements of a commercial operator.

Initiatives to support objective 7 will focus on:

- Ob 7.1 River Pier network
- Ob 7.2 Riverside walk/cycle route
- Ob 7.3 Ports and Wharves
- Ob 7.4 Delivery of bulk construction materials

Further details are contained in Section 8 and the Medway Local Plan. This objective will assist the delivery of the following priorities:

<i>Tackling congestion</i>	contributes towards reducing reliance on the private car, particularly for trips associated with tourism
<i>Delivering improved accessibility</i>	improves accessibility to the river, particularly for trips associated with leisure/tourism
<i>Better air quality</i>	contributes to reducing car trips and the associated pollution
<i>Sustainable regeneration</i>	reduces demands on the local highway network associated with local car trips between tourism attractions
<i>Improving health</i>	encourages physical activity

<b>Objective 8</b>	<b><i>Active travel</i></b>  <b>To develop transport corridors that encourage personal movement which promotes better health</b>
<b>Policy LTP8</b>	<i>Medway Council, its partners and developers shall promote and support walking and cycling as a healthy, sustainable form of transport for utility and leisure trips, and seek to implement a range of walking and cycling priority schemes and initiatives that will result in encouraging walking, and enabling and encouraging safer cycling among potential and inexperienced cyclists.</i>

The aims of this objective are to:

- increase walking and cycling as leisure and tourism activities
- encourage cycling among potential and inexperienced cyclists
- reduce the vulnerability of pedestrians and cyclists and to promote their safety and security
- remove barriers to pedestrian movement

This objective and policy will be delivered by implementing a range of measures to encourage leisure walking and cycling (utility walking and cycling is contained within objective 3), including:

- Ob 8.1 Walking for health
- Ob 8.2 Pedestrian access to rights of way
- Ob 8.3 Improvements to the perception of personal safety
- Ob 8.4 Cycling for health and leisure
- Ob 8.5 Promotion of walking and cycling

Further details are contained in Section 8 and the Medway Walking and Cycling Strategies. This objective will assist with the delivery of the following priorities:

<i>Delivering improved accessibility</i>	contributes towards improving access to services for people without access to a car
<i>Safer roads</i>	improves conditions for pedestrians and cyclists; leads to more people being out and about, resulting in higher natural surveillance
<i>Better air quality</i>	contributes to reducing car trips and improving air quality by encouraging walking and cycling
<i>Sustainable regeneration</i>	reduces travel demands on the local highway network associated with new development
<i>Improving health</i>	encourages physical activity

<b>Objective 9</b>	<b><i>Freight</i></b> <b>To contribute towards improving freight movements through Medway</b>
<b>Policy LTP9</b>	
	<i>Medway Council, its partners and developers shall seek to enhance rail and road transport corridors associated with significant freight movements through Medway and beyond.</i>
<p>The aims of this objective are to:</p> <ul style="list-style-type: none"> <li>▪ seek to transfer freight movements from road to rail</li> <li>▪ improve the efficiency of freight movement through Medway</li> <li>▪ ensure that major freight traffic generating development proposals provide access to the rail network for freight movements.</li> <li>▪ ensure that development which is a road freight generator does not cause harm due to HGV traffic on unsuitable roads</li> </ul>	
<p>This objective seeks to promote a range of initiatives and schemes, including:</p> <ul style="list-style-type: none"> <li>Ob 9.1 Improvements to the A228 from Ropers Lane to Grain</li> <li>Ob 9.2 Improvements from Ropers Lane to Kingsnorth</li> <li>Ob 9.3 Maintaining rail facilities</li> <li>Ob 9.4 Improvements to the freight railway line to Grain</li> <li>Ob 9.5 Increased use of the Medway Valley Line</li> <li>Ob 9.6 Increased use of the River Medway</li> </ul>	
<p>Further details are contained in Section 8. This objective will assist with the delivery of the following priorities:</p>	
<i>Tackling congestion</i>	road and rail improvements enhance transport network capacity
<i>Delivering improved accessibility</i>	improved access unlocks the development of major regeneration sites
<i>Safer roads</i>	road network improvements benefit all road users
<i>Better air quality</i>	transfer of HGV traffic from road to rail will contribute towards reducing pollution
<i>Sustainable regeneration</i>	improves access to major regeneration sites by rail and reduces the percentage of freight movements on roads

<b>Objective 10</b>	<b><i>Travel plans</i></b>  <b>To encourage changes to travel habits by the implementation of school, workplace and residential travel plans</b>
<b>Policy LTP10</b>	<p><i>Medway Council will promote safe and sustainable methods of travel to and from places of education, employment and new major residential areas by:</i></p> <ul style="list-style-type: none"> <li>• <i>endeavouring to offer school communities and their residents a support network</i></li> <li>• <i>encouraging major local employers to implement workplace travel plans</i></li> <li>• <i>requiring travel plans for all developments that require a transport assessment or as otherwise required by the Council's vehicle parking standards</i></li> </ul>

This objective seeks to ensure that travel plans are agreed and robustly implemented in all schools, in the workplace and as part of major new residential development within the Medway area. This objective aims to:

- reduce travel demands on the highway network during peak periods
- contribute to the reduction in the number of child pedestrian casualties in Medway
- improve access to the workplace and schools for people without access to a car
- make services more accessible for residents of new developments who do not have access to a car
- encourage trips by public transport, walking and cycling
- improve standards of health within the local community

This objective and policy will be delivered through partnership working with schools, educational professionals, employers, other public services, and through the planning process. Actions will focus on:

- Ob 10.1 School travel plans
- Ob 10.2 Workplace travel plans
- Ob 10.3 Residential travel plans
- Ob 10.4 Walking to school
- Ob 10.5 Public transport trips to school
- Ob 10.6 Cycling to school
- Ob 10.7 Walking to work
- Ob 10.8 Cycling to work

*Continued*

*Objective 10 continued*

Further details are contained in Section 8 and Medway Schools Travel Plan Strategy.

This objective will assist with the delivery of the following priorities:

<i>Tackling congestion</i>	reduces the need to travel by car; reduces single occupancy car travel
<i>Delivering improved accessibility</i>	improves access for people without access to a car
<i>Safer roads</i>	promotes safer travel for vulnerable road users
<i>Better air quality</i>	reduced trip making by car will reduce pollution associated with car travel
<i>Sustainable regeneration</i>	In the context of travel, ensures the principles of sustainable regeneration are considered at all stages of the development process
<i>Improving health</i>	encourages physical activity

<b>Objective 11</b>	<b><i>Public realm</i></b>
	<b>To enable transport to contribute towards improving the quality of the built environment</b>
<b>Policy LTP11</b>	
	<i>The design of transport infrastructure should be appropriate in relation to the character, appearance and functioning of the local built and natural environment and should seek to enhance the character in regeneration areas.</i>

This objective aims to enhance the built and natural environment in the context of transport corridors, ensuring that both the public realm and open spaces are accessible and retain a high amenity value, thereby encouraging use, nurturing community values and a sense of pride.

This objective will be delivered by the use of appropriate and quality materials when undertaking works on the public highway or through public open spaces. The following initiatives are proposed that will contribute towards the delivery of this objective:

- Ob 11.1 Chatham Centre and Waterfront
- Ob 11.2 Materials and clutter
- Ob 11.3 Living Streets
- Ob 11.4 Pedestrian friendly spaces
- Ob 11.5 Review of construction design and adoption guidance
- Ob 11.6 Designing out crime and anti-social behaviour

Further details are contained in Section 8 and the Chatham Centre and Waterfront Development Framework. This objective will assist with the delivery of the following priorities:

<i>Delivering improved accessibility</i>	opens up new routes by reducing the perceived risk of personal attack
<i>Sustainable regeneration</i>	encourages local movement by foot or cycle
<i>Improving health</i>	encourages local activity by foot or cycle

<b>Objective 12</b>	<b>Road maintenance</b>
	<b>To undertake enhanced maintenance of the highway network in the most sustainable way practical</b>
<b>Policy LTP12</b>	
	<i>Medway Council acknowledges the need to address the overall decline in the structural condition of Medway's public highways and will focus resources where the need is greatest, on non-principal and unclassified roads and enhanced footway maintenance, but without causing detriment to the relative structural condition of principal roads. Medway Council will seek additional funding to enhance the maintenance of the public highway and will seek to use materials from more sustainable sources where practical and tested.</i>

The percentage of the network requiring maintenance is significant despite extensive emphasis by Medway Council on delivery in this area as a result of successful LTP supplementary bids for additional funding. However, the supplementary bid for additional highway maintenance funding as part of the 2004 Annual Progress Report was unsuccessful.

The aims of this objective are to:

- improve the overall structural condition of Medway's public highways
- improve conditions of safety for people using Medway's public highways
- locally sourced materials and use of recycled materials where practical

The following actions are proposed to deliver objective 12:

- Ob 12.1 Structural carriageway improvements
- Ob 12.2 Recycling
- Ob 12.3 Footway maintenance
- Ob 12.4 Cycle route maintenance

A programme of enhanced highway maintenance will seek to deliver this objective. Further details are contained in the Medway Transport Asset Management Plan. This objective will assist with the delivery of the following priorities:

<i>Delivering improved accessibility</i>	improves accessibility for people with mobility difficulties by improved footway/footpath condition
<i>Safer roads</i>	improves condition of roads, footways and cycle tracks thereby reducing the risk of accidents
<i>Sustainable regeneration</i>	encouraging the use of materials from more sustainable sources

## 6.4 LINKAGE BETWEEN STRATEGIC TRANSPORT OBJECTIVES AND OVERARCHING PRIORITIES

6.4.1 The following table summaries the linkage between the strategic transport objectives of Medway's LTP and the overarching priorities of the plan. The table summarises the percentage of objectives that contribute to each of the overarching priorities.

<i>LTP Objectives</i>		Overarching priorities					
		Shared				Local	
		Tackling congestion	Improved accessibility	Safer roads	Better air quality	Sustainable regeneration	Improving health
1	Movement in Medway	✓	✓	✓	✓	✓	
2	Public transport	✓	✓	✓	✓	✓	✓
3	Accessibility	✓	✓			✓	✓
4	New development	✓	✓	✓	✓	✓	✓
5	Road casualties	✓		✓		✓	
6	Regeneration	✓	✓	✓		✓	
7	River movement	✓	✓		✓	✓	✓
8	Active travel		✓	✓	✓	✓	✓
9	Freight	✓	✓	✓	✓	✓	
10	Travel plans	✓	✓	✓	✓	✓	✓
11	Public realm		✓			✓	✓
12	Road maintenance		✓	✓		✓	
	<b>Percentage of objectives contributing to each priority</b>	<b>75%</b>	<b>91%</b>	<b>75%</b>	<b>58%</b>	<b>100%</b>	<b>58%</b>

# Section 7

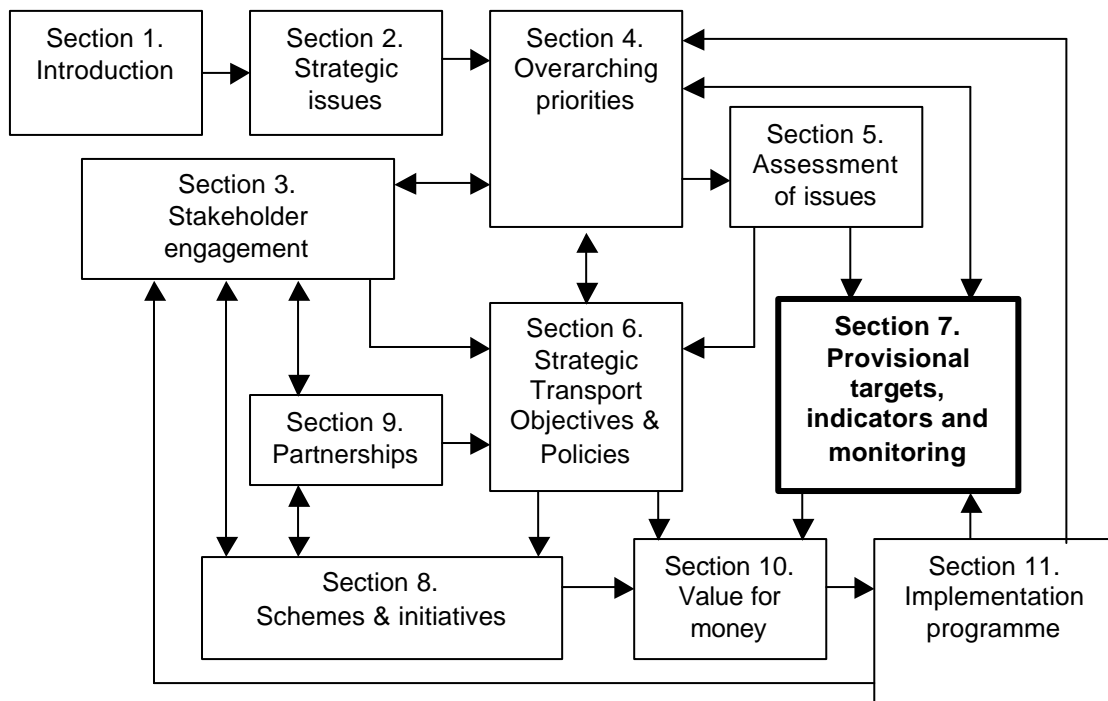
## PROVISIONAL TARGETS, INDICATORS AND MONITORING

### 7.1 CONTEXT

7.1.1 This section details the 24 provisional LTP targets, together with supporting indicators and monitoring arrangements. It classifies each target in a target hierarchy and identifies the status of each target. A detailed analysis of the provisional targets is provided at Appendix A, where the targets have been grouped in 9 target sets.

7.1.2 This section links:

- from sections 4 and 5, by setting provisional targets that take account of the overarching LTP priorities and the assessment of issues
- from section 11, by measuring the outcomes and outputs of schemes and initiatives against targets
- forward to section 10, by forming a significant factor in assessing the relative value for money of schemes and initiatives detailed under the transport objective headings.
- back to section 4, by providing an assessment of plan outcomes and outputs against the overarching LTP priorities



## **7.2 BACKGROUND**

7.2.1 A target is defined as a specific point that we want to reach by a stated time and should generally be set against a base line. An indicator is the quantifiable measure used to monitor progress towards the target.

7.2.2 This section sets out Medway's provisional LTP targets, establishes where each target is located in the target hierarchy and analyses each target in target sets.

7.2.3 Medway's provisional LTP targets have been developed taking account of the following principles:

- to build on the achievements made during Medway's first LTP
- to ensure that all targets are SMART – specific, measurable, attainable, relevant and time-related
- to reflect the emerging problems and opportunities that Medway faces in the longer-term
- to make use of existing mechanisms where appropriate such as Best Value to ensure that robust reporting mechanisms are used to underpin the LTP
- to be relevant to the national, regional and local transport agenda
- to be clear and robust yet flexible enough to enable new future targets to be adopted to reflect new Government policy, Public Service Agreements (PSA) and new major schemes such as the public transport options arising from the Transport for Medway study
- to ensure targets are challenging and yet realistically take into consideration likely levels of investment available

## **7.3 MANDATORY LTP TARGETS AND INDICATORS**

7.3.1 The Government has set out a number of mandatory indicators against which the council must set targets and associated trajectories for the LTP period. These cover:

- most of the current best value performance indicator (BVPI) set including:

- BVPI223 Principal Road condition (formerly BVPI 96)
- BVPI224a Non-Principal Road Classified Road condition (formerly BVPI97a)
- BVPI224b Unclassified Road condition (formerly BVPI97b)
- BVPI99x Total killed and seriously injured casualties
- BVPI99y Child killed and seriously injured casualties
- BVPI99z Total slight casualties
- BVPI102 Public transport patronage
- BVPI104 Satisfaction with bus services
- BVPI187 Footway condition

- other key indicators relevant to Medway:

- LTP1 An accessibility target
- LTP2 Change in area wide road traffic mileage
- LTP3 Cycling trips
- LTP4 Mode share of journeys to school
- LTP5 A bus punctuality indicator
- LTP8 An air quality target

7.3.2 Provisional targets are set for all the above indicators with the exception of LTP2 – Change in area wide road traffic mileage. The guidance advises that this is a proxy indicator for improvements to air quality and a reduction in greenhouse gas emissions. Medway Council considers it is inappropriate to set a provisional target for this indicator because:

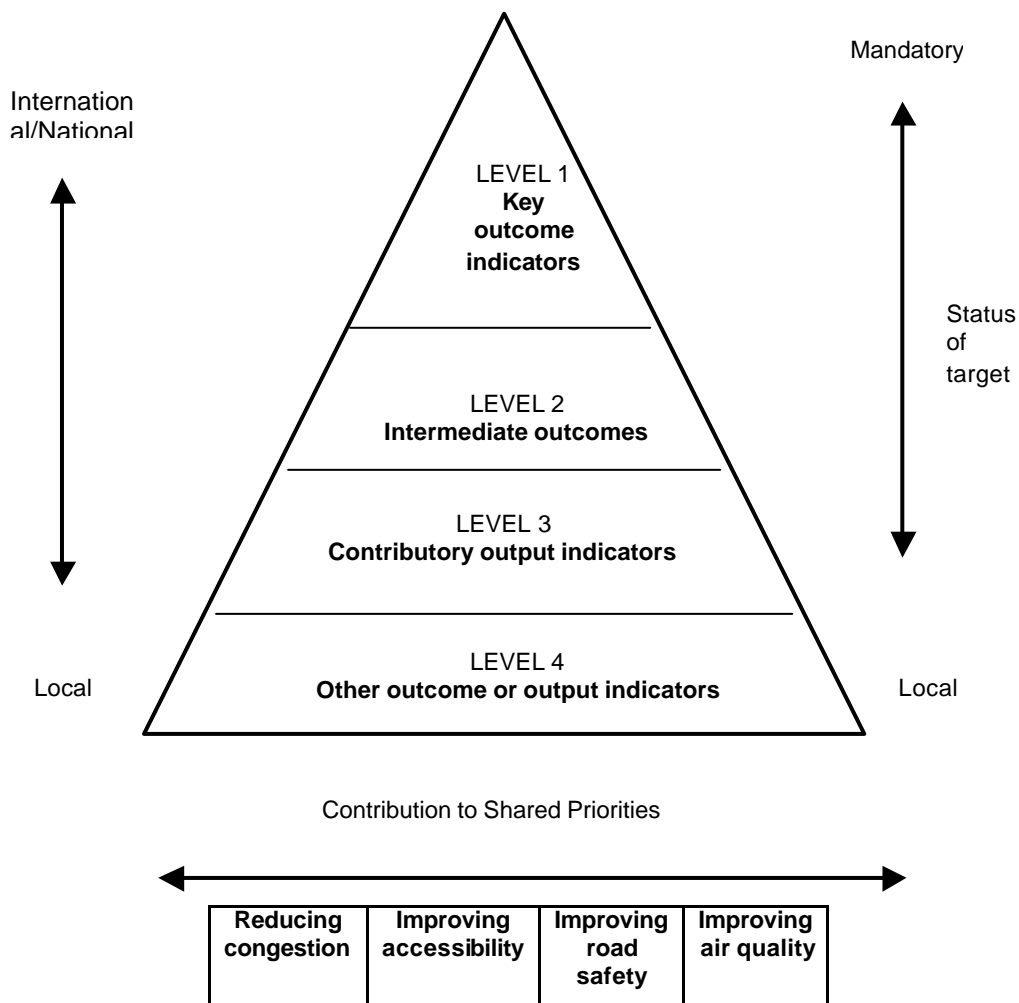
- an air quality target at level one is proposed; and
- Medway is within a designated regeneration area and major new development will result in increased demands for travel.

7.3.3 However, Medway Council will aim to report on indicator LTP2 subject to appropriate area-wide road traffic mileage statistics being made available from the DfT.

## 7.4 TARGET HIERARCHY

7.4.1 Medway's LTP targets need to reflect the guidance provided by Government.

7.4.2 The status of all targets is classified against the following target hierarchy model, with greater importance applied to higher-level targets. The diagram also shows links to the target status and the shared priorities.



7.4.3 The classification for each level in the target hierarchy is as follows:

### **Level 1: Targets for key outcome indicators -**

- *targets for the relevant mandatory indicators set out in Government guidance*
- *any other targets for indicators that, in the opinion of Medway Council, directly measure the achievement of shared priorities*

## **Level 2: Targets for intermediate outcomes –**

- *proxies or milestones towards key outcome targets*
- *targets for relevant mandatory indicators set out in Government guidance, such as bus user satisfaction, bus punctuality, mode share, cycling levels, traffic levels on particular routes and the number of users of park-and-ride services*

## **Level 3: Targets for contributory output indicators**

- *indicators measuring the delivery of schemes, policies or initiatives that will contribute towards the achievement of the higher level targets in the hierarchy*

## **Level 4: Targets for any other outcome or output indicators**

- *includes indicators that measure the achievement of local priorities only*

## 7.5 SUMMARY OF PROVISIONAL TARGETS

7.5.1 Medway Council proposes the provisional LTP targets set out in the following table. The table details for each target whether its status is mandatory, optional or local. The column titled 'standard' for targets in levels 1 and 2 uses the following abbreviations where a minimum mandatory standard applies:

- M Conforms to minimum satisfactory standard
- E Exceeds minimum satisfactory standard
- S Conforms to minimum stretching standard

	Level 1 - Key outcome targets	Target type			Standard
		Mandatory	Optional	Local	
	<p><b>Notes on level 1 provisional targets:</b></p> <p>1. Negative residual life.</p> <p>2. Target to be set when revised baseline data for 2005/2006 is available in accordance with guidance from DfT dated 9 June 2005</p>				
1.1	To reduce the total number of people killed or seriously injured in road accidents by 40% by 2010/2011 compared to a baseline of the 1994/98 average.	✓			M
1.2	To reduce the total number of children killed or seriously injured in road accidents by 50% by 2010/2011 compared to a baseline of the 1994/98 average.	✓			M
1.3	To achieve a reduction in the total number of slightly injured casualties by 10% by 2010/2011 compared to a baseline of the 1994/98 average.	✓			S
1.4	To reduce the percentage of the principal road network in need of repair due to the structural integrity of the road being beyond local repair <sup>(1)</sup> to a value of 30% of the network by 2010/2011 compared to an estimated baseline at 2004.	✓			E
1.5	Target theme: To reduce the percentage of the non-principal classified road network in need of repair due to the structural integrity of the road being beyond local repair <sup>(1)</sup> No provisional target set <sup>(2)</sup>	✓			E
1.6	To reduce the percentage of the unclassified road network in need of repair due to the structural integrity of the road being beyond local repair <sup>(1)</sup> to a value of 2.3% of the network by 2010/2011 compared to an estimated baseline at 2004.	✓			E
1.7	To reduce the percentage of the footway network in need of repair due to the structural integrity of the footway being beyond local repair <sup>(1)</sup> to a value of 27% of the network by 2010/2011 compared to an estimated baseline at 2004.	✓			E
1.8	To ensure that 80% of all bus stops in Medway area are accessible to people with disabilities and have bus boarders by 2010/2011.	✓			-
1.9	To increase bus patronage by 10% by 2010/2011 compared to a baseline of 2003/04.	✓			-
1.10	To seek to ensure that the declaration of the Medway Air Quality Management Area (AQMA) be revoked by 31 December 2010 from a base line of making the declaration of the Medway AQMA in May 2004.	✓			-
1.11	No reduction in the percentage of students walking to school by 2010/2011 compared to 2006/2007 levels at those schools with a school travel plan in place by 2005.	✓			M

	<b>Level 2 - Intermediate outcome targets</b>	<b>Target type</b>			<b>Standard</b>
		<b>Mandatory</b>	<b>Optional</b>	<b>Local</b>	
2.1	To increase the percentage of bus passengers satisfied with local bus services to 50% by 2009/2010 from a baseline of 47% in 2003/04.	✓			M
2.2	To aim that 90% of buses run on time by 2014/2015.	✓			M
2.3	To increase the level of cycling on the primary cycle route network in Medway by 5% by 2010/2011 compared with 2003/04 levels	✓			E
2.4	To manage Medway's road network proactively to reduce predicted congestion through a comprehensive Urban Traffic Management Control System by 2010.			✓	-

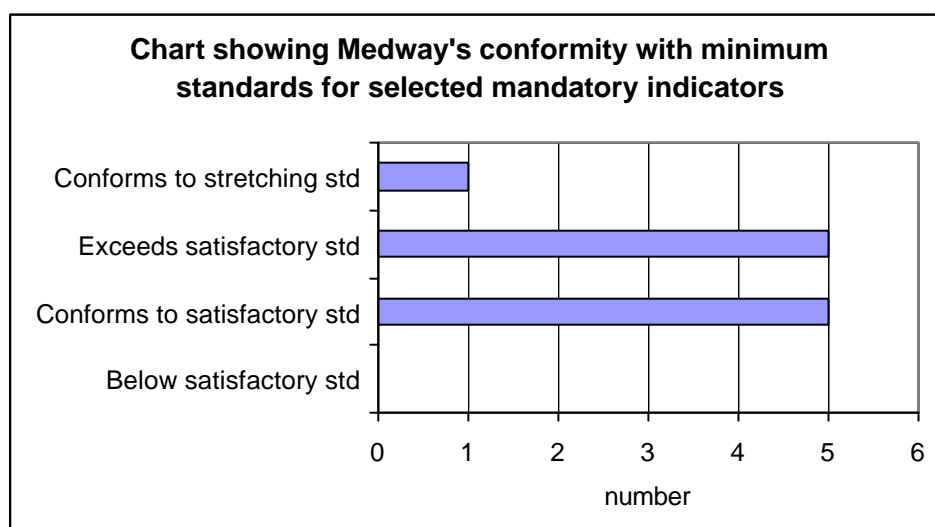
	<b>Level 3 - Contributory output targets</b>	<b>Target type</b>		
		<b>Mandatory</b>	<b>Optional</b>	<b>Local</b>
3.1	To increase the length of Medway's cycle network from 70km in 2003/04 to 100km by 2010/2011			✓
3.2	To set up a system for monitoring existing traffic levels in Urban Medway through journey time measurement to enable base line data to be established and trends forecast for future years.			✓
3.3	To ensure that no more than 10% of all major planning applications for residential development granted by Medway Council exceed Medway's adopted parking standards		✓	
3.4	By 2007 enter into a partnership with a key public service provider to deliver improvements to accessibility			✓
	<b>Level 4 - Other outcome or output targets</b>			
4.1	To achieve a reduction in the total number of young pedestrian casualties (aged 0 – 15) by 50% by 2010/2011 compared to a baseline of the 1994/98 average.			✓
4.2	To ensure that all new and existing controlled pedestrian crossings have facilities to assist pedestrians with mobility disabilities by 2008			✓
4.3	To increase the accessibility of footpaths and public rights of way from 42% in 2003/2004 to 70% by 2010/2011			✓
4.4	To increase cycling by 25% at 2 pilot schools by 2010 compared to cycling levels prior to the commencement of the initiative at each school			✓
4.5	To increase the number of rail passengers cycling to one major railway station in Medway by 15% by 2010 measured against a base line of 2004			✓

## 7.6 OVERVIEW OF MEDWAY'S PROVISIONAL TARGETS

7.6.1 In all 24 targets are proposed. The table below details the number of targets for each target hierarchy level and whether targets are mandatory, optional or local.

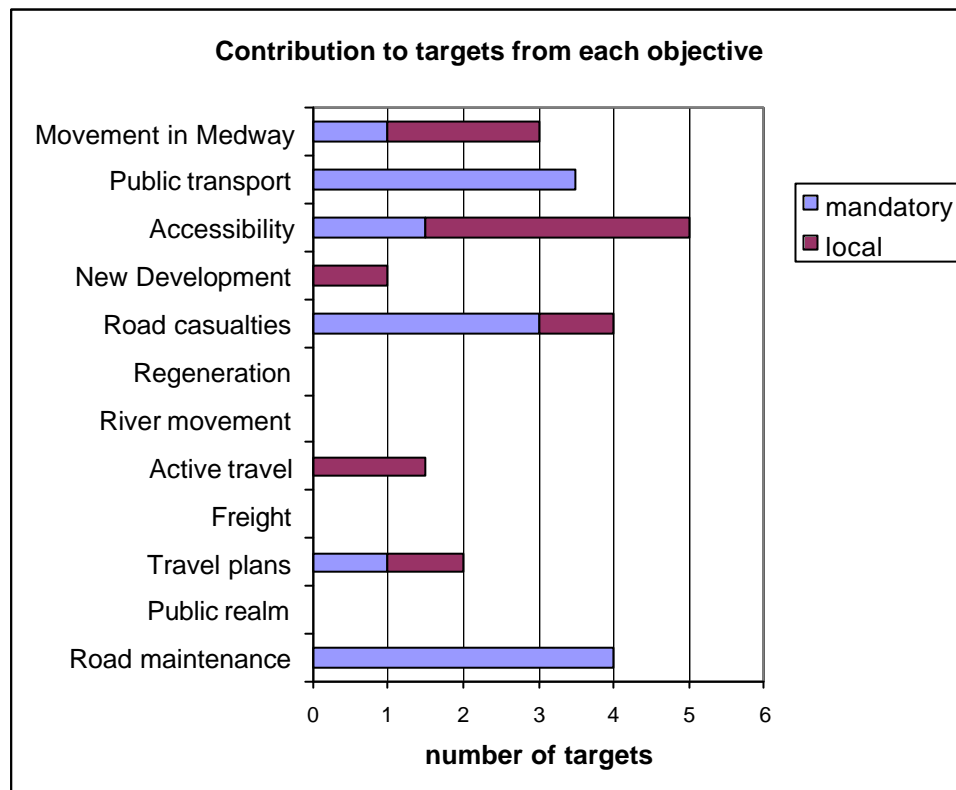
Target level	Number of targets	Type of indicator		
		Mandatory	Optional	Local
1	11	11		
2	4	3		1
3	4	-	1	3
4	5	-		5
<b>Total</b>	<b>24</b>	<b>14</b>	<b>1</b>	<b>9</b>

7.6.2 11 of Medway's mandatory targets will be judged against minimum standards set by Government. All of Medway's relevant targets exceed, or conform to, the minimum satisfactory standard required by the Government, as the chart below demonstrates.



7.6.3 It is vital to assess the link between the delivery of the LTP objectives and the achievement of the provisional targets, to enable financial decisions concerning the allocation of funding between the various objectives to be made.

7.6.4 The table below demonstrates the contribution each transport objective makes to the delivery of the LTP targets, split between mandatory and local targets. The chart demonstrates that some objectives contribute to both mandatory and local targets, some contribute to either local or mandatory targets and several objectives make no contribution to any targets.



7.6.5 Medway's targets are analysed in appendix A to the LTP. The analysis details:

- the link back to LTP priorities
- the delivery mechanism through transport objectives
- the hierarchy of related LTP targets and indicators
- trend and trajectory (where applicable)
- the target status
- the method of measurement
- whether Best Value Performance Indicators or Local Transport Plan indicators apply

7.6.6 In the analysis at appendix A, the provisional targets have been grouped together in target sets to enable comparison between targets with common themes and to demonstrate links between targets at the various hierarchy levels.

7.6.7 The summary table below lists the target sets and details:

- the number of provisional targets in each set, split between the 4 target hierarchy levels
- the number of indicators in each set, split between whether the indicator is mandatory or local

		<i>Number of targets</i>				<i>Number of Indicators</i>		
		Target level				Total	Mandatory	Local
		1	2	3	4			
Target sets	No.	No.	No.	No.	No.	No.	No.	
1	Safety	3			1	4		
2	Maintenance	4				4		
3	Accessibility	1		1		2	6	1
4	Buses	1	2			3		1
5	Air Quality	1				1		1
6	Walking	1			2	3		
7	Cycling		1	1	2	4		2
8	Congestion		1	1		2	1	2
9	Development			1		1		
	<b>Total</b>	<b>11</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>24</b>		

7.6.8 The following table identifies the target set for each of the provisional LTP targets and indicators.

Level 1 targets		Target sets								
<p><i>Notes on level 1 provisional targets:</i></p> <p>1. Negative residual life.</p> <p>2. Target to be set when revised baseline data for 2005/2006 is available in accordance with guidance from DfT dated 9 June 2005.</p>		1	2	3	4	5	6	7	8	9
		Road safety	Maintenance	Accessibility	Buses	Air Quality	Walking	Cycling	Congestion	Development
1.1	To reduce the total number of people killed or seriously injured in road accidents by 40% by 2010/2011 compared to a baseline of the 1994-98 average.	✓								
1.2	To reduce the total number of children killed or seriously injured in road accidents by 50% by 2010/2011 compared to a baseline of the 1994-98 average.	✓								
1.3	To achieve a reduction in the total number of slightly injured casualties by 10% by 2010/2011 compared to a baseline of the 1994-98 average.	✓								
1.4	To reduce the percentage of the principal road network in need of repair due to the structural integrity of the road being beyond local repair <sup>(1)</sup> to a value of 30% of the network by 2010/2011 compared to an estimated baseline at 2004.		✓							
1.5	Target theme: To reduce the percentage of the non-principal classified road network in need of repair due to the structural integrity of the road being beyond local repair <sup>(1)</sup> . No provisional target set <sup>(2)</sup> .		✓							
1.6	To reduce the percentage of the unclassified road network in need of repair due to the structural integrity of the road being beyond local repair <sup>(1)</sup> to a value of 2.3% of the network by 2010/2011 compared to an estimated baseline at 2004.		✓							
1.7	To reduce the percentage of the footway network in need of repair due to the structural integrity of the footway being beyond local repair <sup>(1)</sup> to a value of 27% of the network by 2010/2011 compared to an estimated baseline at 2004.		✓							
1.8	To ensure that 80% of all bus stops in Medway area are accessible to people with disabilities and have bus boarders by 2010/2011.			✓						
1.9	To increase bus patronage by 10% by 2010/2011 compared to a baseline of 2003/04.				✓					
1.10	To seek to ensure that the declaration of the Medway Air Quality Management Area (AQMA) be revoked by 31 December 2010 from a base line of making the declaration of the Medway AQMA in May 2004.					✓				
1.11	No reduction in the percentage of students walking to school by 2010/2011 compared to 2006/2007 levels at those schools with a school travel plan in place by 2005.						✓			

Level 2 targets		Target sets								
		1	2	3	4	5	6	7	8	9
		Road safety	Maintenance	Accessibility	Buses	Air Quality	Walking	Cycling	Congestion	Development
2.1	To increase the percentage of bus passengers satisfied with local bus services to 50% by 2009/2010 from a baseline of 47% in 2003/04.				✓					
2.2	To aim that 90% of buses run on time by 2014/2015.				✓					
2.3	To increase the level of cycling on the primary cycle route network in Medway by 5% by 2010/2011 compared with 2003/04 levels.							✓		
2.4	To manage Medway's road network proactively to reduce predicted congestion through a comprehensive Urban Traffic Management Control System by 2010.								✓	
Level 3 targets										
3.1	To increase the length of Medway's cycle network from 70km in 2003/04 to 100km by 2010/2011.							✓		
3.2	To set up a system for monitoring existing traffic levels in Urban Medway through journey time measurement to enable base line data to be established and trends forecast for future years.								✓	
3.3	To ensure that no more than 10% of all major planning applications for residential development granted by Medway Council exceed Medway's adopted parking standards.									✓
3.4	By 2007 enter into a partnership with a key public service provider to deliver improvements to accessibility.			✓						
Level 4 targets										
4.1	To achieve a reduction in the total number of young pedestrian casualties (aged 0 – 15) by 50% by 2010/2011 compared to a baseline of the 1994-98 average.	✓								
4.2	To ensure that all new and existing controlled pedestrian crossings have facilities to assist pedestrians with mobility disabilities by 2008.						✓			
4.3	To increase the accessibility of footpaths and public rights of way from 42% in 2003/2004 to 70% by 2010/2011.						✓			
4.4	To increase cycling by 25% at 2 pilot schools by 2010 compared to cycling levels prior to the commencement of the initiative at each school.							✓		
4.5	To increase the number of rail passengers cycling to one major railway station in Medway by 15% by 2010 measured against a base line of 2004							✓		

Indicators		Target sets								
		1	2	3	4	5	8	7	8	9
		Road safety	Maintenance	Accessibility	Buses	Air Quality	Walking	Cycling	Congestion	Development
3a	Percentage of pupils of compulsory school age, and pupils of compulsory school age in receipt of free school meals within: 15 and 30 minutes of a primary school; and 20 and 40 minutes of a secondary school by public transport.			✓						
3b	Percentage of 16 - 19 year olds within 30 and 60 minutes of a further education establishment by public transport.			✓						
3c	Percentage of people of working age, and people in receipt of Jobseekers' allowance, within 20 and 40 minutes of work by public transport.			✓						
3d	Percentage of households, and households without access to a car, within 30 and 60 minutes of a hospital by public transport.			✓						
3e	Percentage of households, and households without access to a car, within 15 and 30 minutes of a GP by public transport.			✓						
3f	Percentage of households, households without access to a car, within 15 and 30 minutes of a supermarket by public transport.			✓						
3g	Progress with the completion and operation of an accessibility model for Medway based on the 'accession' software provided by the Department for Transport.			✓						
4a	The percentage of people satisfied with local public transport information				✓					
7a	The number of rail passengers cycling to railway stations in Medway						✓			
7b	The number of employees/students cycling to work/higher education establishments at those workplaces/higher education establishments with a cycle action plan						✓			
8a	The number of schools in Medway with an adopted school travel plan							✓		
8b	The number of workplace in Medway with an adopted workplace travel plan.							✓		
8c	Area-wide traffic flows							✓		

## 7.7 MONITORING

7.7.1 A SMART analysis has been undertaken on all the provisional targets to ensure they are robust. A comprehensive programme of monitoring will be undertaken in conjunction with the provisional targets and indicators set out in the plan.

7.7.2 The monitoring arrangement for each target is detailed in Appendix A and a summary of the monitoring arrangements is listed below by target set.

Target set	Method of measurement	Reporting period (years)
1. Road safety	Returns of the Police STATS 19 forms.	1
2. Maintenance	Mechanised survey techniques. Course and detailed visual inspection.	1
3. Accessibility	Direct measurement and Accession accessibility model.	1
4. Buses	Patronage data and passenger surveys.	1
5. Air quality	Review and assessment process.	3
6. Walking	School travel plans, school census system, direct measurement and survey.	1
7. Cycling	Automatic counters, direct measurement and survey.	1
8. Congestion	Project progress.	1
9. Development	Direct measurement.	1

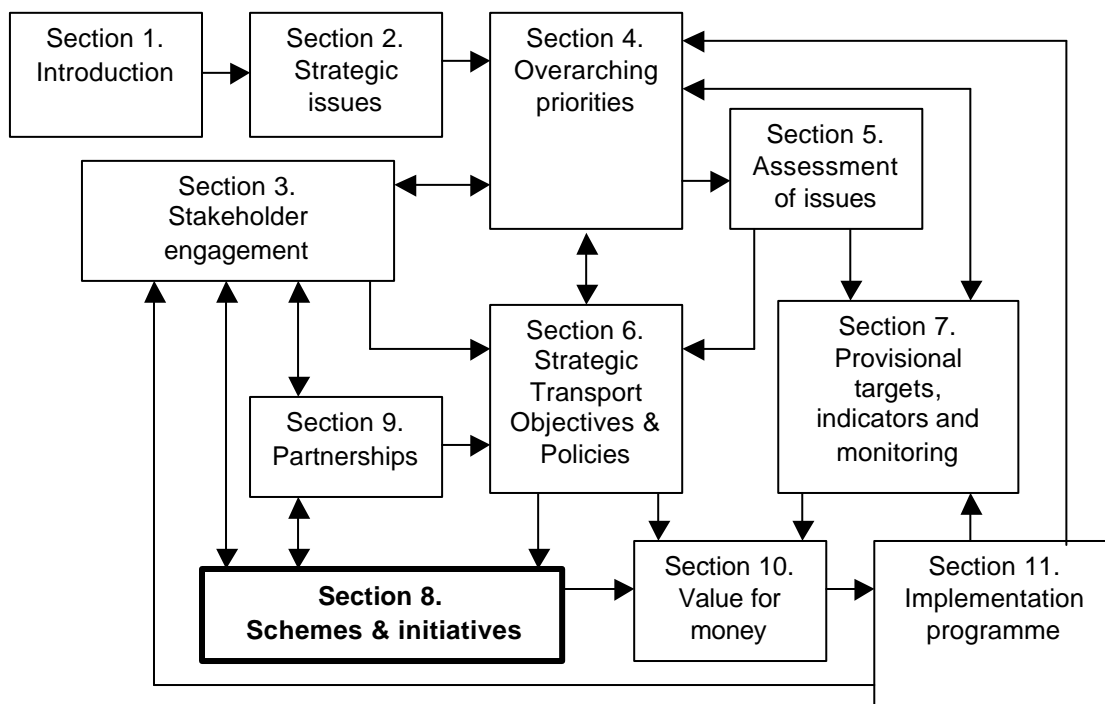
# Section 8 SCHEMES AND INITIATIVES

## 8.1 CONTEXT

8.1.1 This section details the actions necessary to deliver the LTP, broken down under the 12 strategic transport objectives. Each objective heading is then broken down into sub-headings where schemes are described, including identifying funding sources and where appropriate the location of supporting detail.

8.1.2 This section links:

- from section 6, by detailing schemes that deliver the transport objectives
- from and to sections 3 and 9, by taking into account the views of stakeholders and partners in scheme and initiative development
- forward to section 10, by providing a scheme and initiative list for relative value for money priority assessment to be undertaken.



## 8.2 OBJECTIVES SUMMARY

8.2.1 Detail of the schemes and initiatives to deliver Medway's Local Transport Plan are broken down under the transport specific objectives of the plan.

8.2.2 A summary of the transport specific objectives of the plan are listed below:

- 1 **Movement in Medway:**  
To manage traffic efficiently and safely in Medway and to provide appropriate new infrastructure where justified
- 2 **Public transport:**  
To ensure public transport becomes a realistic alternative choice to the private car
- 3 **Accessibility:**  
To improve access for Medway residents to key services by all modes of travel
- 4 **New development:**  
To ensure an integrated, accessible transport approach to development sites
- 5 **Road casualties:**  
To reduce casualties on Medway's roads
- 6 **Regeneration:**  
To improve Chatham as a transport destination
- 7 **River movement:**  
To support the use of the River Medway and its banks as a transport corridor
- 8 **Active travel:**  
To develop transport corridors that encourage personal movement which promotes better health
- 9 **Freight:**  
To contribute towards improving freight movements through Medway
- 10 **Travel plans:**  
To encourage changes to travel habits by the implementation of school and workplace travel plans
- 11 **Public realm:**  
To enable transport to contribute towards improving the quality of the built environment
- 12 **Road maintenance:**  
To undertake enhanced maintenance of the highway network in the most sustainable way practical

### 8.3 SCHEMES AND INITIATIVES DETAIL

8.3.1 The following details all the actions associated with the implementation of the LTP. Schemes or initiatives marked with the reference <sup>(1)</sup> relate to recommendations of the meeting of the Overview and Scrutiny Committee on 19 January 2005 in consideration of the recommendations of a member working party to consider the accessibility implications of the review of the LTP.

#### 8.3.2 **Objective 1 – Movement in Medway:**

**To manage traffic efficiently and safely in Medway and to provide appropriate new infrastructure where justified**

<i>Contribution to overarching priorities</i>	Congestion	Accessibility	Safety	Air Quality	Regeneration	Health
	✓	✓	✓	✓	✓	

The following schemes and initiatives are proposed to deliver objective 1 and thereby ensure the most efficient operation of the various transport networks and the highest return on new investment

<b>Ob 1.1</b>	<b>Improved travel information</b>
Description:	<p>Through the provision of accurate real time information at key locations this scheme will deliver:</p> <ul style="list-style-type: none"> <li>• Variable Message Signing at significant driver decision locations</li> <li>• information on the status of certain key traffic routes, including the Medway Tunnel, M2 and the A228</li> <li>• development of Medway Council’s travel information web site providing real-time traffic and parking information</li> <li>• real time travel information on other transport systems to aid travel choice</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• planning obligation</li> </ul>
More information:	Urban Traffic Management Control project report for Medway

<b>Ob 1.2</b>	<b>Urban traffic management control<sup>(1)</sup></b>
Description:	<p>This scheme will optimise use and efficiency of the highway network through the dynamic management of traffic on key routes through:</p> <ul style="list-style-type: none"> <li>• improved and optimized traffic signal system for the town centres of Chatham, Rochester, Strood and major routes</li> <li>• introduction of urban and rural traffic speed management where appropriate</li> <li>• improved accessibility for delivery vehicles</li> <li>• introduction of bus priority measures to improve the operational performance of bus services</li> <li>• improved monitoring of delays, congestion and journey times for display and management of road network</li> <li>• application of real-time air quality values to traffic management systems</li> <li>• providing real-time car parking information to assist driver destination choices</li> <li>• providing cross boundary information with adjoining and relevant authorities to give wider geographical content of travel information</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• bids</li> <li>• planning obligations</li> </ul>
Notes:	1. Recommendation from Overview and Scrutiny task group
More information:	Urban Traffic Management Control project report for Medway

<b>Ob 1.3</b>	<b>Major reconfiguration of Strood gyratory</b>
Description:	<p>Strood Town Centre is a major crossroads (A2/A228) and in need of significant regeneration, which will be achieved through a number of major built developments. It is essential that the existing highway network is radically improved to maintain necessary capacity and improve environmental conditions. In conjunction with a development framework for Strood, this scheme will deliver:</p> <ul style="list-style-type: none"> <li>• improved vehicular circulation in Strood town centre</li> <li>• possible alternative route for the A228 avoiding Darnley Arch</li> <li>• riverside walk and cycle track</li> </ul> <p>The preliminary action is to undertake a transport review as part of the progression of the development framework and investigate options.</p>
Funding:	<ul style="list-style-type: none"> <li>• Sustainable Communities Plan (ODPM)</li> <li>• bids</li> </ul>
More detail:	Policy S10, Medway Local Plan (adopted version 2003). Medway Waterfront Renaissance Strategy
<b>Ob 1.4</b>	<b>Car parking management</b>
Description:	<p>In order to minimise delays, reduce driver search patterns and provide an improved visitor experience, this scheme will deliver:</p> <ul style="list-style-type: none"> <li>• real-time monitoring and display of car parking availability</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• revenue</li> <li>• planning obligation</li> </ul>
<b>Ob 1.5</b>	<b>On street parking management</b>
Description:	<p>This scheme will deliver:</p> <ul style="list-style-type: none"> <li>• on-street parking restrictions in appropriate locations to assist the free flow of traffic taking into account residents and business needs</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Planning obligation</li> </ul>

<b>Ob 1.6</b>	<b>Improved management of the road network as part of the Traffic Management Act 2004</b>
Description:	<p>This scheme will deliver:</p> <ul style="list-style-type: none"> <li>• improved co-ordination with measures that are undertaken in conjunction with statutory undertakers work</li> <li>• co-ordination of highway maintenance and improvement schemes</li> <li>• better working relationship with the adjoining highway authority to tackle cross-boundary issues (see section 1.2)</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• Revenue</li> </ul>
<b>Ob 1.7</b>	<b>Cycle audit</b>
Description:	<p>This process will deliver cycle audits:</p> <ul style="list-style-type: none"> <li>• to assess the impact on cyclists of highway schemes and the promotion of alternative measures to mitigate detrimental impacts</li> <li>• on all major land-use development projects</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation for specific delivered schemes</li> </ul>
More information:	Medway Cycling Strategy

### 8.3.3 **Objective 2 - Public transport:**

#### **To ensure public transport becomes a realistic alternative choice to the private car**

<i>Contribution to overarching priorities</i>	Congestion	Accessibility	Safety	Air Quality	Regeneration	Health
	✓	✓	✓	✓	✓	✓

The following schemes and initiatives are proposed to deliver objective 2. In combination these are intended to achieve a step change in both the perception and use of public transport through higher profile services, radically improved information and improved infrastructure.

<b>Ob 2.1</b>	<b><i>Localised bus priority measures</i></b>
Description:	As an integral part of the development of quality bus corridors and responsive traffic management this scheme will deliver: <ul style="list-style-type: none"> <li>• priority measures at traffic signal junctions<sup>(1)</sup></li> <li>• localised town centre priority measures<sup>(1)</sup></li> <li>• priority improvements as an outcome of accessibility planning</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• planning obligations</li> <li>• bids</li> </ul>
Notes:	1. Recommendation from Overview and Scrutiny task group
More detail:	Medway Bus Strategy Medway Accessibility Strategy (under preparation)
<b>Ob 2.2</b>	<b>Improvement of bus infrastructure</b>
Description:	This scheme will deliver: <ul style="list-style-type: none"> <li>• improved quality of bus stops</li> <li>• improvements to, and greater provision of, bus shelters</li> <li>• a new public transport interchange in Chatham</li> <li>• real time information provision at bus stops, major shopping centres and further education establishments</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• bids</li> <li>• planning obligations</li> </ul>
More detail:	Medway Bus Strategy

<b>Ob 2.3</b>	<b>Improvement of taxi infrastructure</b>
Description:	This scheme will deliver: <ul style="list-style-type: none"> <li>• a review of the existing taxi rank location and provision</li> <li>• a review of directional signing to taxi ranks</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• Planning obligations</li> </ul>

<b>Ob 2.4</b>	<b>Transport for Medway major public transport scheme</b>
Description:	The <i>Transport for Medway</i> study is a major consultancy assignment that is investigating the most appropriate scheme to deliver a step change in public transport provision that is appropriate in Medway. The outcomes from this study will include: <ul style="list-style-type: none"> <li>• report detailing options for major improvements to public transport in Medway</li> <li>• adoption of a preferred public transport scheme</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• Sustainable Communities Plan (ODPM)</li> <li>• bids, possibly including major scheme bid to Government</li> <li>• planning obligations</li> </ul>
More detail:	Transport for Medway options report (under preparation)

<b>Ob 2.5</b>	<b>On-street parking restrictions</b>
Description:	In order to secure the effective management of available road space and to improve bus service reliability this scheme will deliver: <ul style="list-style-type: none"> <li>• on-street restrictions in appropriate locations to assist the passage of bus services</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• revenue budget</li> <li>• planning obligations</li> </ul>
More detail:	Medway Bus Strategy

<b>Ob 2.6</b>	<b>Community bus service</b>
Description:	This scheme will deliver: <ul style="list-style-type: none"> <li>• development of demand responsive bus services</li> <li>• bus trips for rural residents as part of the Medway Rural Initiative for Transport (MERIT)</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• bids</li> <li>• revenue budget</li> <li>• planning obligations</li> </ul>
More detail:	Medway Bus Strategy

<b>Ob 2.7</b>	<b>Use of appropriate technologies</b>
Description:	This scheme will deliver: <ul style="list-style-type: none"> <li>• electronic real-time displays at stops</li> <li>• mobile phone based information</li> <li>• bus stop location maps and 'smart signing' at rail stations</li> <li>• comprehensive timetables and network maps at main stops</li> <li>• departure times displayed at most stops</li> <li>• in rural areas information provided in village shops</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• revenue budget</li> <li>• planning obligations</li> </ul>
More detail:	Medway Bus Strategy Medway Public Transport Information Strategy

<b>Ob 2.8</b>	<b>Promotion - simple messages, repeated regularly</b>
Description:	<p>This scheme will seek to achieve the display of simple messages:</p> <ul style="list-style-type: none"> <li>• at stops on high-frequency branded routes</li> <li>• at appropriate bus station entrances</li> <li>• at rail stations and bundled with other information</li> <li>• by simplified network maps</li> <li>• mobile phone (SMS) 'next buses' information</li> </ul> <p>Traveline phone number and website journey planner to be repeated on all literature. The dial-a-ride and shopmobility services will be positively promoted<sup>(1)</sup>.</p>
Funding:	<ul style="list-style-type: none"> <li>• revenue budget</li> <li>• bids</li> <li>• planning obligations</li> </ul>
Notes:	1. Recommendation from Overview and Scrutiny task group
More detail:	Medway Public Transport Information Strategy
<b>Ob 2.9</b>	<b>Joined-up journeys through integrated information</b>
Description:	<p>This scheme will seek to deliver at the exit to rail stations:</p> <ul style="list-style-type: none"> <li>• real-time or scheduled bus departure screens</li> <li>• automated train announcements to include bus information</li> <li>• network maps</li> </ul> <p>Additionally, at the main bus station in Chatham the scheme will seek to deliver:</p> <ul style="list-style-type: none"> <li>• real-time train departure information</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• planning obligations</li> <li>• bids</li> </ul>
More detail:	Medway Bus Strategy Medway Public Transport Information Strategy

<b>Ob 2.10</b>	<b>Improved rail services</b>
Description:	This initiative will seek to deliver a better rail service for Medway through infrastructure improvements at stations and better train services by: <ul style="list-style-type: none"> <li>• lobbying rail operators and Government</li> <li>• pursuing the feasibility of the relocation of Rochester railway station closer to the centre of the town</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• external funding</li> <li>• LTP integrated transport block allocation</li> <li>• planning obligations</li> </ul>
More detail:	Medway Waterfront Renaissance Strategy
<b>Ob 2.11</b>	<b>Joined-up journeys for walking routes</b>
Description:	This scheme will deliver: <ul style="list-style-type: none"> <li>• maps and directions showing the best walking routes</li> <li>• smart signage</li> <li>• bus stop maps at rail stations, the start of a bus station and groups of stops</li> <li>• nearest bus stops to rail stations, main shopping and employment areas prominently marked.</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• revenue budget</li> <li>• developer obligations</li> <li>• bids</li> </ul>
More detail:	Medway Bus Strategy Medway Public Transport Information Strategy
<b>Ob 2.12</b>	<b>User-focused information</b>
Description:	This scheme will deliver: <ul style="list-style-type: none"> <li>• adopting a user viewpoint by ensuring information faces the right direction</li> <li>• ensuring that information is in understandable formats for both existing and new users</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• planning obligations</li> <li>• revenue budget</li> </ul>
More detail:	Medway Bus Strategy Medway Public Transport Information Strategy

<b>Ob 2.13</b>	<b>Trustworthy information</b>
Description:	<p>This initiative will ensure:</p> <ul style="list-style-type: none"> <li>• information is consistent, complete and up-to-date</li> </ul> <p>For example, Medway Council needs to take leadership for promoting improvements to the bus network, providing up to date network maps – published at stops and on the website.</p>
Funding:	<ul style="list-style-type: none"> <li>• revenue budget</li> <li>• planning obligations</li> </ul>
More detail:	<p>Medway Bus Strategy Medway Public Transport Information Strategy</p>

<b>Ob 2.14</b>	<b>Leading by example</b>
Description:	<p>This initiative will seek to ensure that Medway Council and other public sector bodies lead by example as part of a concerted effort to establish a culture of public transport use across the community, including providing website and other information for accessing Council sites by train, bus, cycle and on foot.</p>
Funding:	<ul style="list-style-type: none"> <li>• revenue budget</li> </ul>
More detail:	<p>Medway Bus Strategy Medway Public Transport Information Strategy</p>

8.3.4 **Objective 3 - Accessibility:**

**To improve access for Medway residents to key services by all modes of travel**

<i>Contribution to overarching priorities</i>	Congestion	Accessibility	Safety	Air Quality	Regeneration	Health
	✓	✓			✓	✓

The following schemes and initiatives are proposed to deliver objective 3. These schemes cover the broad spectrum of accessibility issues to services by various transport modes.

<b>Ob 3.1</b>	<b>Access by public transport to key services</b>
Description:	<p>Through accessibility modeling, other data collection processes and consultation, this scheme will seek to deliver improved accessibility by public transport to key destination choices including:</p> <ul style="list-style-type: none"> <li>• public transport service improvements</li> <li>• changes to the way services are delivered</li> <li>• investigate Smart Card technology for ticketing</li> <li>• improved access for people with disabilities through the wide-spread provision of raised kerbs and low floor buses</li> <li>• operation of community bus services</li> <li>• other public transport initiatives identified by accessibility modelling</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• revenue budget</li> <li>• planning obligations from residential developments</li> <li>• key external partners</li> </ul>
More detail:	<p>Medway Accessibility Strategy (under preparation) Medway Bus Strategy</p>

<b>Ob 3.2</b>	<b>Pedestrian access to town centres, local shops and amenities</b>
Description:	<p>This scheme will deliver improved pedestrian accessibility to town centres, local shopping parades and amenities through:</p> <ul style="list-style-type: none"> <li>• improvements to key pedestrian routes in both urban and rural areas</li> <li>• additional seating and dropped kerbs</li> <li>• review of pedestrian crossing facilities</li> <li>• pedestrian signing improvements</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• planning obligations from residential developments</li> <li>• key external partners including rail operators</li> </ul>
More detail:	Medway Walking Strategy

<b>Ob 3.3</b>	<b>Pedestrian and cyclist access to railway stations</b>
Description:	<p>This scheme will deliver improved pedestrian and cycle accessibility to railway stations from shopping, commercial and residential areas and further education establishments by:</p> <ul style="list-style-type: none"> <li>• improvements to key pedestrian routes</li> <li>• further pedestrianisation in town centres</li> <li>• improved pedestrian and cyclist road crossing facilities</li> <li>• improved cycle links</li> <li>• pedestrian signing improvements</li> <li>• implementation of parts of the 'Safer routes to stations' report</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• planning obligations from residential developments</li> <li>• key external partners including rail operators</li> </ul>
More detail:	<p>Medway Cycling Strategy Medway Walking Strategy</p>

<b>Ob 3.4</b>	<b>Access improvement for people with mobility difficulties</b>
Description:	<p>This initiative seeks to improve the pedestrian environment for mobility, visually and auditory impaired people by the following actions:</p> <ul style="list-style-type: none"> <li>• use materials that are beneficial to people with mobility difficulties wherever possible</li> <li>• controlled road crossings are accessible by people with disabilities</li> <li>• identify strategic accessibility pedestrians corridors for all people and improve these corridors to a standard to assist people with mobility difficulties</li> <li>• review and improve accessibility to town centres including car parking</li> <li>• proactively respond to requests to construct drop kerbs to improve routes for people with mobility difficulties</li> <li>• in urban areas ensure bus stops and route to stop are accessible</li> <li>• pursue access improvements in rural areas where practical</li> <li>• raise awareness in the disabled community regarding the help Medway Council can offer with accessibility improvements</li> <li>• incorporate drop kerb crossing points as part of routine footway maintenance</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• key external partners</li> <li>• planning obligations</li> <li>• bids</li> </ul>
More detail:	Medway Walking Strategy

<b>Ob 3.5</b>	<b>Cycle route network</b>
Description:	<p>This scheme will deliver:</p> <ul style="list-style-type: none"> <li>• expansion of the cycle priority and advantage routes</li> <li>• improved links to education establishments</li> <li>• improvements to the national cycle route network through Medway</li> <li>• development of the Green grid initiative</li> <li>• ensuring that any new river crossing makes provision for cyclists</li> <li>• improved cycle parking at significant journey destinations</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• Planning obligation</li> <li>• Bids</li> </ul>
More detail:	Medway Cycling Strategy
<b>Ob 3.6</b>	<b>Promotion</b>
Description:	<p>This initiative seeks to promote the accessibility of transport alternatives as a healthy and environmentally sound transport solution through the following actions:</p> <ul style="list-style-type: none"> <li>• accessibility workshops</li> <li>• review of literature produced by Medway Council and partners</li> <li>• promote accessibility initiatives in Medway</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• revenue budget</li> <li>• key external partners</li> <li>• bids</li> </ul>
More detail:	Medway Accessibility Strategy (under preparation)

8.3.5 **Objective 4 - New development:**

**To ensure an integrated, accessible transport approach to development sites**

<i>Contribution to overarching priorities</i>	Congestion	Accessibility	Safety	Air Quality	Regeneration	Health
	✓	✓	✓	✓	✓	✓

The following schemes and initiatives are proposed to deliver objective 4:

<b>Ob 4.1</b>	<b>Integration of services</b>
Description:	Medway Council's land use and transport planning services will continue to be closely integrated to ensure that development proposals take full and detailed account of the priorities and objectives of the Local Transport Plan and that a high quality service is maintained.
Funding:	<ul style="list-style-type: none"> <li>• revenue budget</li> </ul>

<b>Ob 4.2</b>	<b>Developer obligations</b>
Description:	<p>Medway Council will seek contributions from developers to fund transport measures essential for the travel needs of the future occupiers, made up from a combination of the following initiatives:</p> <ul style="list-style-type: none"> <li>• improvements to local accessibility, including: <ul style="list-style-type: none"> <li>- pedestrian route improvements including road crossings</li> <li>- real-time bus information</li> <li>- bus boarders and bus stop improvements</li> <li>- cycle route connections</li> <li>- travel information</li> </ul> </li> <li>• improvements to wider accessibility, including: <ul style="list-style-type: none"> <li>- improvements to bus services</li> <li>- cycle route network improvements and links</li> <li>- contribution to Urban Traffic Management Control system and CCTV</li> </ul> </li> <li>• safer routes to school projects for residential development which will potentially accommodate school age children</li> <li>• highway improvements for development that is predicted to generate traffic movements in excess of highway capacity</li> <li>• travel plan monitoring fee</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• planning obligation</li> </ul>
More detail:	Medway Developer Contribution Strategy (under preparation)
<b>Ob 4.3</b>	<b>Provision of vehicle parking</b>
Description:	<p>Medway Council will seek appropriate levels of on-site parking based on the relative accessibility of a site for the following vehicle types:</p> <ul style="list-style-type: none"> <li>• private car</li> <li>• private car for persons with disabilities</li> <li>• service vehicles</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• planning condition</li> </ul>
More detail:	<p>Medway Local Plan (adopted version 2003)</p> <p>Medway Developer Contribution Strategy (under preparation)</p>

8.3.6 **Objective 5 - Road casualties:**

**To reduce casualties on Medway's roads**

<i>Contribution to overarching priorities</i>	Congestion	Accessibility	Safety	Air Quality	Regeneration	Health
	✓		✓		✓	

The following schemes and initiatives are proposed to deliver objective 5. These schemes and initiatives cover a broad range of three 'e's of education, engineering and enforcement.

<b>Ob 5.1</b>	<b>Education</b>
Description:	This scheme will deliver: <ul style="list-style-type: none"> <li>• cycling proficiency</li> <li>• junior pedestrian training</li> <li>• minibus driver training</li> <li>• school crossing patrols</li> <li>• speed awareness training and young driver programme</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• revenue budget</li> <li>• bids</li> </ul>
More detail:	Medway Schools Travel Plan Strategy Medway Road Safety Plan
<b>Ob 5.2</b>	<b>Engineering</b>
Description:	Identified through a combination of statistical investigation and stakeholder engagement, this scheme will deliver: <ul style="list-style-type: none"> <li>• significant alterations to the highway</li> <li>• simple remarking of road markings</li> <li>• installation of additional on-street parking restrictions in locations where travel safety is compromised</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• bids</li> </ul>
More detail:	Medway Schools Travel Plan Strategy Medway Road Safety Plan

<b>Ob 5.3</b>	<b>Enforcement</b>
Description:	Enforcement of traffic and parking offences will be undertaken by: <ul style="list-style-type: none"> <li>• static and mobile safety cameras</li> <li>• an integrated, one-stop enforcement team</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• revenue budget</li> </ul>
More detail:	Medway Schools Travel Plan Strategy Medway Road Safety Plan Kent and Medway Safety Camera Partnership
<b>Ob 5.4</b>	<b>Journey to school</b>
Description:	This initiative will seek to reduce child pedestrian casualties, promote healthy travel habits and improve the travel environment by the implementation of: <ul style="list-style-type: none"> <li>• practical pedestrian education and training in primary schools</li> <li>• Medway road safety campaign 'SAFE' in schools</li> <li>• waiting restrictions around schools</li> <li>• highway measures around schools</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• revenue budget</li> </ul>
More detail:	Medway Schools Travel Plan Strategy
<b>Ob 5.5</b>	<b>Cycle training</b>
Description:	This initiative will seek: <ul style="list-style-type: none"> <li>• extension of basic cycle training as part of school cycle pilot</li> <li>• training to employees through workplace travel plans</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• revenue budget</li> <li>• planning obligations</li> </ul>
More detail:	Medway Schools Travel Plan Strategy

8.3.7 **Objective 6 - Regeneration:**

**To improve Chatham as a transport destination**

<i>Contribution to overarching priorities</i>	Congestion	Accessibility	Safety	Air Quality	Regeneration	Health
	✓	✓	✓		✓	

The following schemes and initiatives are proposed to deliver objective 6. These measures incorporate the broad range of engineering schemes designed to significantly contribute towards the regeneration of Chatham into the 'city' centre of Thames Gateway.

<b>Ob 6.1</b>	<b>Major reconfiguration of ring road</b>
Description:	This scheme will deliver: <ul style="list-style-type: none"> <li>• returning the existing ring road to two-way traffic</li> <li>• removal of the existing flyover</li> <li>• the release of new development sites</li> <li>• the re-connection of the centre with the river</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• Sustainable Communities Plan (ODPM)</li> <li>• bids to other possible funding sources</li> </ul>
More detail:	Chatham Centre and Waterfront Development Framework
<b>Ob 6.2</b>	<b>Urban Traffic Management Control<sup>(1)</sup></b>
Description:	This scheme will deliver: <ul style="list-style-type: none"> <li>• improved and optimized traffic signal system for Chatham town centre</li> <li>• improved junction capacities thereby maximizing development opportunities</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• Sustainable Communities Plan (ODPM)</li> <li>• LTP integrated transport block allocation</li> <li>• bids to other possible funding sources</li> <li>• planning obligations</li> </ul>
Notes:	1. Recommendation from Overview and Scrutiny task group
More detail:	Chatham Centre and Waterfront Development Framework

<b>Ob 6.3</b>	<b>Improvements to public transport infrastructure</b>
Description:	<p>Schemes will deliver:</p> <ul style="list-style-type: none"> <li>• new high quality, accessible town centre bus station</li> <li>• closure of Pentagon bus station</li> <li>• new station access road and bus/rail interchange improvements</li> <li>• bus priority measures</li> <li>• a review of taxi rank locations</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• Sustainable Communities Plan (ODPM)</li> <li>• bids to other possible funding sources</li> <li>• planning obligations</li> </ul>
More detail:	Chatham Centre and Waterfront Development Framework
<b>Ob 6.4</b>	<b>Improvements for pedestrians and cyclists</b>
Description:	<p>This scheme will deliver:</p> <ul style="list-style-type: none"> <li>• new pedestrian routes</li> <li>• improved link between Chatham railway station and the town centre</li> <li>• improved cycle access, including riverside route linked to National Cycle Route 1</li> <li>• removal of barriers to pedestrian and cycle movement</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• Sustainable Communities Plan (ODPM)</li> <li>• LTP integrated transport block allocation</li> <li>• bids to other possible funding sources</li> <li>• planning obligations</li> </ul>
More detail:	Chatham Centre and Waterfront Development Framework

<b>Ob 6.5</b>	<b>Car park management</b>
Description:	<p>This scheme will deliver:</p> <ul style="list-style-type: none"> <li>• improved parking for people with disabilities close to new library and learning centre</li> <li>• more efficient use of town centre car park provision including rationalisation of spaces and review of charging regime<sup>(1)</sup></li> <li>• operation of a six days a week park and ride service, part funded from car parking revenues<sup>(1)</sup></li> <li>• charging regime to encourage long stay parking at park and ride sites<sup>(1)</sup></li> <li>• increase in the overall town centre provision based on assessment of planned development and overall town centre parking demand compared with parking standards</li> <li>• release of existing car parks for built development</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• Sustainable Communities Plan (ODPM)</li> <li>• LTP integrated transport block allocation</li> <li>• planning obligations</li> <li>• revenue budget</li> <li>• bids</li> </ul>
Notes	1. Recommendation from Overview and Scrutiny task group
More detail:	Chatham Centre and Waterfront Development Framework

8.3.8 **Objective 7 - River movement:**

**To support the use of the River Medway and its banks as a transport corridor**

<i>Contribution to overarching priorities</i>	Congestion	Accessibility	Safety	Air Quality	Regeneration	Health
	✓	✓		✓	✓	✓

The following schemes and initiatives are proposed to deliver objective 7:

<b>Ob 7.1</b>	<b>River Pier network</b>
Description:	Medway Council will work with partners to maintain and develop a comprehensive network of piers which will support river taxi, mini cruise and other leisure related services. Associated encouragement will be given to private enterprise to operate a river taxi. It is considered this would be most successful in the tourism market and if operated on a seasonal basis.
Funding:	<ul style="list-style-type: none"> <li>• EU tourism and other funding</li> <li>• tourism promotion budget</li> <li>• private investment</li> </ul>
More detail:	Medway Waterfront Renaissance Strategy
<b>Ob 7.2</b>	<b>Riverside walk/cycle route</b>
Description:	This scheme will open access to the river banks to provide improved pedestrian access, a high quality public realm and recreational and utility cycle routes by: <ul style="list-style-type: none"> <li>• construction of high quality riverside walks and cycle tracks provided in conjunction with major developments</li> <li>• develop links to Maidstone along river corridor</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• planning obligation</li> <li>• bids</li> <li>• LTP integrated transport block allocation</li> <li>• Sustainable Communities Plan</li> </ul>
More detail:	Medway Waterfront Renaissance Strategy

<b>Ob 7.3</b>	<b>Ports and Wharves</b>
Description	<p>This scheme will identify and safeguard existing ports and wharves with potential to meet future needs and which have satisfactory landside access and environmental qualities. It will be realized through the:</p> <ul style="list-style-type: none"> <li>• preparation of a comprehensive ports and wharves study</li> <li>• safeguarding of sites through the Local Development Framework</li> <li>• working with partners</li> </ul>
Funding	<ul style="list-style-type: none"> <li>• bids</li> <li>• revenue</li> </ul>
More detail	Medway Waterfront Renaissance Strategy
<b>Ob 7.4</b>	<b>Delivery of bulk construction materials</b>
Description	<p>Large-scale regeneration along Medway's urban riverside provides potentially significant opportunities for marine transfer to support the construction process and limit the impact from HGV movements. This potential will be realized by the:</p> <ul style="list-style-type: none"> <li>• proactive use of planning conditions</li> <li>• close liaison with the Port Authority and marine operators.</li> </ul>
Funding	Not applicable
More detail	Medway Waterfront Renaissance Strategy

**Objective 8 - Active travel****To develop transport corridors that encourage personal movement which promotes better health**

<i>Contribution to overarching priorities</i>	Congestion	Accessibility	Safety	Air Quality	Regeneration	Health
		✓	✓	✓	✓	✓

The following schemes and initiatives are proposed to deliver objective 8. These schemes specifically relate to leisure walking and cycling; utility walking and cycling is contained within objective 3 – accessibility.

<b>Ob 8.1</b>	<b>Walking for health</b>
Description:	<p>This initiative will be delivered through partnership working and will progress the following actions:</p> <ul style="list-style-type: none"> <li>• accessibility improvements to pedestrian routes</li> <li>• develop a pilot quiet lanes project</li> <li>• input to Green Grid strategy for Medway</li> <li>• small scale non-highway improvements for walkers</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• key external partners</li> <li>• planning obligations</li> <li>• bids</li> </ul>
More detail:	Medway Walking Strategy
<b>Ob 8.2</b>	<b>Pedestrian access to rights of way</b>
Description:	<p>This initiative will seek to deliver:</p> <ul style="list-style-type: none"> <li>• improved access to designated rights of way network</li> <li>• more of the network accessible to people with disabilities</li> </ul> <p>An Accessibility Study will support this initiative.</p>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• revenue budget</li> <li>• bids</li> </ul>
More detail:	Medway Rights of Way improvement plan (under preparation)

<b>Ob 8.3</b>	<b>Improvements to the perception of personal safety</b>
Description:	<p>Promotion of improvements to personal pedestrian safety by the following actions:</p> <ul style="list-style-type: none"> <li>• identification of a priority pedestrian network (PPN)</li> <li>• improvements to street lighting and visibility on the PPN</li> <li>• improved pedestrian access arrangements to car parks</li> <li>• expansion of real-time information at bus stops</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• planning obligations</li> <li>• bids</li> </ul>
More detail:	Medway Walking Strategy
<b>Ob 8.4</b>	<b>Cycling for health and leisure</b>
Description:	<p>This initiative will seeks to:</p> <ul style="list-style-type: none"> <li>• investigate an off-road mountain bike facility and prepare bid</li> <li>• extension of leisure cycle routes, particularly in rural areas</li> <li>• improved cycle parking at significant rest stops</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• key external partners</li> <li>• developer contributions</li> <li>• bids</li> </ul>
More detail:	Medway Cycling Strategy

<b>Ob 8.5</b>	<b>Promotion of walking and cycling</b>
Description:	<p>This initiative seeks to promote walking and cycling as healthy transport solutions through the following actions:</p> <ul style="list-style-type: none"> <li>• walking and cycling literature</li> <li>• promote walking and cycling routes in Medway</li> <li>• promotional events</li> <li>• cycling to stations scheme promotion</li> <li>• produce promotional material for GP referral scheme</li> <li>• partnership working</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• revenue budget</li> <li>• key external partners</li> <li>• bids</li> <li>• LTP integrated transport block allocation</li> </ul>
More detail:	<p>Medway Cycling Strategy Medway Walking Strategy</p>

8.3.10 **Objective 9 - Freight**

**To contribute towards improving freight movements through Medway**

<i>Contribution to overarching priorities</i>	Congestion	Accessibility	Safety	Air Quality	Regeneration	Health
	✓	✓	✓	✓	✓	

The following schemes and initiatives are proposed to deliver objective 9:

<b>Ob 9.1</b>	<b>Improvements to the A228 from Ropers Lane to Grain</b>
Description:	<p>This scheme seeks to improve road access to Grain, which includes the fastest growing container port in the south east at Thamesport, to facilitate the development of the largest strategic economic development site in the Thames Gateway, which is of regional importance. Works involve:</p> <ul style="list-style-type: none"> <li>• localized widening and re-alignment of the carriageway</li> <li>• improved level crossings over the Grain freight railway line</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• planning obligations</li> <li>• bids</li> </ul>
Notes	<p>Current traffic volumes and scheme advice indicates that at present this scheme would be unlikely to obtain major scheme approval from the DfT. However, circumstances may change radically during the period covered by the plan and the Council will continue to explore all avenues to bring this scheme forward, or other schemes which would bring similar transport benefits to road users.</p>
More detail:	Policy S13, Medway Local Plan (adopted version 2003).
<b>Ob 9.2</b>	<b>Improvements from Ropers Lane to Kingsnorth</b>
Description:	<p>This scheme seeks to improve road access to Kingsnorth to facilitate major development. Works involve:</p> <ul style="list-style-type: none"> <li>• localized widening and re-alignment of the carriageway</li> <li>• improved facilities for pedestrians and cyclists</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• planning obligations</li> <li>• bids</li> </ul>
More detail:	Policy S12, Medway Local Plan (adopted version 2003).

<b>Ob 9.3</b>	<b>Maintaining rail facilities</b>
Description:	This initiative seeks to protect rail facilities from development. Medway Council is protecting (through statutory instruments) rail sidings from development and seeks to ensure that, where practicable, major freight traffic generating development proposals provide access to the rail network for freight movements.
Funding:	<i>not applicable</i>
More detail	Medway Local Plan (adopted version 2003)
<b>Ob 9.4</b>	<b>Improvements to the freight railway line to Grain</b>
Description:	This scheme seeks to improve rail capacity to Grain and Thamesport to facilitate the development of the largest strategic economic development site in the Thames Gateway, which is of regional importance. Works involve: <ul style="list-style-type: none"> <li>• signaling upgrade</li> <li>• provision of a loop at Hoo junction</li> <li>• improved sidings at Grain</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• planning obligations</li> <li>• rail authorities</li> <li>• bids to other possible funding sources</li> </ul>
<b>Ob 9.5</b>	<b>Increased use of the Medway Valley Line</b>
Description:	This scheme seeks to improve use of freight on the line. Works involve: <ul style="list-style-type: none"> <li>• increased freight from cement works</li> <li>• delivery on construction materials to housing developments along route</li> <li>• expansion of retail and leisure development at the Medway Valley Estate, possibly requiring a new station</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• planning obligations</li> <li>• bids</li> </ul>

<b>Ob 9.6</b>	<b>Increased use of the River Medway</b>
Description:	<p>This scheme seeks to improve the use of the river as a valuable asset to the area and facilitate access to the river banks and involves:</p> <ul style="list-style-type: none"> <li>• promoting the use of the river for freight traffic</li> <li>• encouraging the delivery of construction materials to development sites adjacent to the river</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• planning obligations</li> <li>• bids</li> </ul>
More detail:	Policy T9 &T10, Medway Local Plan (adopted version 2003).

**Objective 10 - Travel plans:****To encourage changes to travel habits by the implementation of school, workplace and residential travel plans**

<i>Contribution to overarching priorities</i>	Congestion	Accessibility	Safety	Air Quality	Regeneration	Health
	✓	✓	✓	✓	✓	✓

The following schemes and initiatives are proposed to deliver objective 10:

<b>Ob 10.1</b>	<b>School travel plans</b>
Description:	Aim to implement school travel plans at all schools throughout Medway <sup>(1)</sup> , including: <ul style="list-style-type: none"> <li>• continuing to work with the Healthy Schools initiative</li> <li>• develop a school travel plan campaign</li> <li>• introducing an accreditation scheme</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• revenue budget</li> </ul>
Notes:	1. Recommendation from Overview and Scrutiny task group
More detail:	Medway Schools Travel Plan Strategy Policy T14, Medway Local Plan (adopted version 2003)
<b>Ob 10.2</b>	<b>Workplace travel plans</b>
Description:	To implement workplace travel plans at existing and new places of employment throughout Medway by: <ul style="list-style-type: none"> <li>• working in partnership with local employers</li> <li>• use of the development control planning process</li> <li>• focusing on major areas of employment</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• revenue budget</li> </ul>
More detail:	Policy T14, Medway Local Plan (adopted version 2003)
<b>Ob 10.3</b>	<b>Residential travel plans</b>
Description:	To implement residential travel plans at major new developments by: <ul style="list-style-type: none"> <li>• use of the development control planning process</li> <li>• investigating the introduction of a 'TravelSmart' scheme<sup>(1)</sup></li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• planning obligation</li> </ul>
Notes:	1. Recommendation from Overview and Scrutiny task group

<b>Ob 10.4</b>	<b>Walking to school</b>
Description:	<p>This scheme will deliver:</p> <ul style="list-style-type: none"> <li>• pedestrian route improvements to schools</li> <li>• appropriate highway infrastructure around schools</li> <li>• road crossing instruction</li> <li>• a safer pedestrian environment</li> </ul> <p>This scheme will also support and promote:</p> <ul style="list-style-type: none"> <li>• expansion of the walking bus initiative<sup>(1)</sup></li> <li>• walking initiatives as part of school travel plan aims</li> <li>• information and education on 'safer walking'</li> <li>• international, national and local Safer Routes to Schools initiatives</li> <li>• 'Green Step' scheme</li> <li>• awareness of the social and environmental benefits<sup>(1)</sup></li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• planning obligations associated with residential development</li> <li>• revenue budget</li> <li>• bids</li> </ul>
Notes:	1. Recommendation from Overview and Scrutiny task group
More detail:	Medway Schools Travel Plan Strategy Medway Walking Strategy
<b>Ob 10.5</b>	<b>Public transport trips to school</b>
Description:	<p>This scheme will seek to support and assist in:</p> <ul style="list-style-type: none"> <li>• providing bus safety education to year 6 pupils</li> <li>• the needs of students in rural areas</li> <li>• the 'Yellow Bus' initiative<sup>(1)</sup></li> <li>• the promotion of half price bus fare trial</li> </ul> <p>This initiative will seek opportunities in the new School Transport Bill</p>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• planning obligation associated with residential development</li> <li>• revenue budget</li> </ul>
Notes:	1. Recommendation from Overview and Scrutiny task group
More detail:	Medway Schools Travel Plan Strategy

<b>Ob 10.6</b>	<b>Cycling to school</b>
Description:	<p>This initiative will deliver:</p> <ul style="list-style-type: none"> <li>• measures to increase cycling at 2 pilot schools<sup>(1)</sup></li> <li>• improved secure parking for cycles</li> <li>• awareness campaigns</li> <li>• new links to the cycle route network</li> <li>• cycle initiatives as part of school travel plan aims</li> </ul> <p>This initiative will continue to support Medway cycling proficiency</p>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation for specific delivered schemes</li> <li>• revenue budget</li> <li>• school travel plan budget</li> </ul>
Notes:	1. Recommendation from Overview and Scrutiny task group
More detail:	<p>Medway Cycling Strategy</p> <p>Medway Schools Travel Plan Strategy</p>

<b>Ob 10.7</b>	<b>Walking to work</b>
Description:	<p>This initiative will seek to ensure:</p> <ul style="list-style-type: none"> <li>• all major employers encourage walking to work</li> <li>• workplace travel plans incorporate a walking element</li> <li>• employment land-use proposals take account of the needs of pedestrians</li> </ul> <p>This initiative will also seek to deliver improved pedestrian links through and from major areas of employment to:</p> <ul style="list-style-type: none"> <li>• public transport interchanges</li> <li>• bus stops</li> <li>• large local residential areas</li> <li>• through business parks</li> <li>• between Chatham and the Medway City Estate</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• planning obligations from commercial development</li> <li>• revenue budget</li> </ul>
More detail:	Medway Walking Strategy

<b>Ob 10.8</b>	<b>Cycling to work</b>
Description:	<p>This initiative will deliver:</p> <ul style="list-style-type: none"> <li>• measures to encourage an increase in cycling at those destinations with a cycle action plan</li> <li>• improved cycle links from major areas of employment</li> <li>• improved secure parking for cycles</li> <li>• employment land-use proposals take account of cyclists needs</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• external partners</li> <li>• planning obligations</li> </ul>
More detail:	Medway Cycling Strategy

8.3.12 **Objective 11 - Public realm**

**To enable transport to contribute towards improving the quality of the built environment**

<i>Contribution to overarching priorities</i>	Congestion	Accessibility	Safety	Air Quality	Regeneration	Health
		✓			✓	✓

The following schemes and initiatives are proposed to deliver objective 11, by improving the quality of the public realm, making important public areas of human scale and more inviting to pedestrians, taking advantage of opportunities for innovative design and the introduction of landmark features:

<b>Ob 11.1</b>	<b>Chatham Centre and Waterfront</b>
Description:	<p>This scheme will deliver substantial improvements to the public realm in Chatham through the delivery of a package of measures including:</p> <ul style="list-style-type: none"> <li>• major reconfiguration of the ring road</li> <li>• improvements to public transport infrastructure</li> <li>• streetscape improvements</li> <li>• improvements to parking areas</li> </ul> <p>Further details are contained in objective 6.</p>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• bids</li> <li>• planning obligations</li> </ul>
More detail:	Chatham Centre and Waterfront Framework

<b>Ob 11.2</b>	<b>Materials and clutter</b>
Description:	<p>This initiative will deliver:</p> <ul style="list-style-type: none"> <li>• the use of high quality materials and furniture on public highways</li> <li>• avoidance of unnecessary street furniture and signage on new works and the rationalization of signs and clutter where practicable</li> <li>• signing review on major routes and town centres to cut down clutter</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• planning obligations</li> </ul>

<b>Ob 11.3</b>	<b>Living streets</b>
Description:	<p>This initiative seeks to promote improvements to the public realm by the following actions:</p> <ul style="list-style-type: none"> <li>• traffic free zones will be reviewed and new zones investigated</li> <li>• 20mph zones introduced in appropriate residential areas backed by detailed design guidance</li> <li>• take forward the 'Streets for all' initiative by the development of a public realm highway design guide for Medway</li> <li>• development of "pocket parks"</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• key external partners</li> <li>• bids</li> </ul>
<b>Ob 11.4</b>	<b>Pedestrian friendly spaces</b>
Description:	<p>This initiative seeks to improve conditions for pedestrians by reducing the impact of motorised traffic in:</p> <ul style="list-style-type: none"> <li>• Strood town centre</li> <li>• Gillingham town centre</li> <li>• Globe Lane/Military Road, Chatham</li> <li>• the High Street between Chatham and Rochester</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• Sustainable Communities Plan (ODPM)</li> <li>• key external partners</li> <li>• bids</li> <li>• planning obligation</li> <li>• LTP integrated transport block allocation</li> </ul>
<b>Ob 11.5</b>	<b>Review of construction design and adoption guidance</b>
Description:	<p>This initiative seeks to update and extend existing guidance to improve quality and consistency by:</p> <ul style="list-style-type: none"> <li>• Updating current design manuals</li> <li>• Reviewing and publishing a highways adoption manual</li> <li>• Establishing a training and review programme for all relevant professional staff</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• Existing revenue training budget</li> </ul>

<b>Ob 11.6</b>	<b>Designing-out crime and anti-social behaviour</b>
Description:	<p>This initiative seeks to tackle anti-social behaviour, criminality, fly tipping and improve the quality of life by designing out crime by:</p> <ul style="list-style-type: none"> <li>• designing out crime in new development</li> <li>• implementing gating schemes on public highways under the Cleaner Neighbourhoods Act</li> <li>• investing in upgrading the appearance of streets</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP Integrated Transport block allocation</li> <li>• contribution from those directly benefiting from the initiative</li> <li>• further funding to be identified</li> </ul>

**Objective 12 - Road maintenance:****To undertake enhanced maintenance of the highway network in the most sustainable way practical**

<i>Contribution to overarching priorities</i>	Congestion	Accessibility	Safety	Air Quality	Regeneration	Health
		✓	✓		✓	

The following schemes and initiatives are proposed to deliver objective 12, which are planned to improve the structural condition of Medway's roads and footways.

<b>Ob 12.1</b>	<b>Structural carriageway improvements</b>
Description:	<p>Schemes will deliver:</p> <ul style="list-style-type: none"> <li>• improved structural condition of Medway's public highways</li> <li>• improved conditions of safety for people using Medway's public highways</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• revenue budget</li> </ul>
More detail:	Medway Transport Asset Management Plan
<b>Ob 12.2</b>	<b>Recycling</b>
Description:	<p>This initiative seeks to deliver:</p> <ul style="list-style-type: none"> <li>• locally sourced materials and use recycled materials where practical</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• revenue budget</li> </ul>
More detail:	Medway Transport Asset Management Plan
<b>Ob 12.3</b>	<b>Footway maintenance</b>
Description:	<p>This initiative seeks to improve the condition of footways by:</p> <ul style="list-style-type: none"> <li>• improved footway maintenance</li> <li>• improved cleansing regime</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation</li> <li>• revenue budget</li> <li>• bids</li> </ul>

<b>Ob 12.4</b>	<b>Cycle route maintenance</b>
Description:	This initiative will deliver a review of:
	<ul style="list-style-type: none"> <li>• cycle route maintenance regimes</li> <li>• standard of existing cycle routes</li> </ul>
Funding:	<ul style="list-style-type: none"> <li>• LTP integrated transport block allocation for specific delivered schemes</li> <li>• revenue budget</li> </ul>
More detail:	Medway Cycling Strategy

## Section 9 PARTNERSHIPS

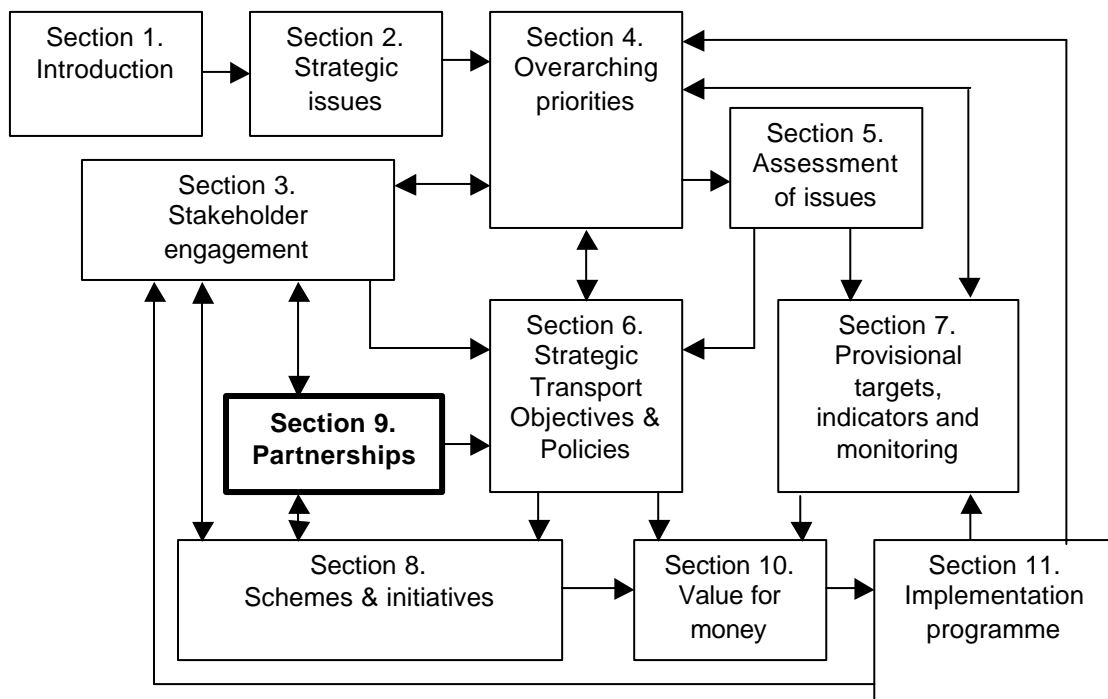
### 9.1 CONTEXT

9.1.1 This section considers the various partnership links that are currently in place with Medway Council, partnerships that would be of benefit to further develop during the life of the LTP and those that are considered desirable to instigate. Each partnership has a description of the function, its status, how it contributes to the target sets mentioned in section 7 and the analysis in Appendix A.

A number of the partnership functions inter-relate with other council departments and this is identified with a description entitled more information.

9.1.2 This section links:

- from sections 3, as the partnership groups are an integral part of the consultation process in developing the LTP
- forward to section 6, as the input from the partnership groups feed into the way the aims are expressed when considering how to deliver the 12 objectives
- forward to section 8, as the input from the partnership groups have fed into the details of the schemes and initiatives



## 9.2 ACTIVELY WORKING IN PARTNERSHIP

9.2.1 Medway Council is committed to actively work in partnership to deliver transport initiatives and schemes in Medway and across the region. This section details the partnerships in Medway that contribute towards the delivery of the LTP. The detail for each partnership describes the status of the group and where more information can be found.

Partnerships marked with the reference <sup>(1)</sup> relate to decisions of the meeting of the Overview and Scrutiny Committee on 19 January 2005 in consideration of the recommendations of a member working party to consider the accessibility implications of the review of the LTP.

Partnerships are categorised as either:

- active
- in development
- desirable

## 9.3 ACTIVE PARTNERSHIP GROUPS

The following partnerships are either active, in development or have been identified as desirable. Existing active partnerships operate in either formal or informal manner depending on the circumstances.

9.3.1	Medway Transport Partnership
Description:	<p>This partnership is a lead group on Medway's Local Strategic Partnership and deals with strategic transport matters in Medway. Membership of the group includes:</p> <ul style="list-style-type: none"><li>• transport users</li><li>• national and local pressure groups</li><li>• transport providers</li><li>• Medway Council</li></ul> <p>The group has three sub-groups dealing with:</p> <ul style="list-style-type: none"><li>• transport planning</li><li>• rail issues</li><li>• sustainable regeneration</li></ul>
Status:	Medway Transport Partnership – formal arrangement, with meetings of the lead group every three months.

Target set contribution	This partnership contributes to the following target sets:– 4 buses, 5 air quality, 6 walking, 7 cycling
More information:	Medway Community Plan. From Medway Council's Integrated Transport Manager

### **9.3.2 Cross boundary issues**

Description:	Medway Council will seek to work in partnership with Kent County Council and the neighbouring district councils to deliver coordinated and seamless transport services that are not restricted by administrative boundaries. The cross-boundary partnership working will focus on: <ul style="list-style-type: none"> <li>• interface on the future of primary and secondary routes, including A2, A226, A228, A229 and A289</li> <li>• Lower Thames Crossing</li> <li>• Accessibility planning</li> <li>• passenger rail, in particular the North Kent Line and the Medway Valley Line</li> <li>• rail freight</li> <li>• local bus service development, subsidy and integrated ticketing</li> <li>• traffic management issues</li> <li>• rural transport issues – see 9.2.10</li> <li>• interface on integrated transport schemes, particularly around Walderslade and Lordswood</li> <li>• sharing of data associated with the measurement of performance indicators and targets</li> </ul>
Status:	Informal.
Target set contribution	This partnership contributes to the following target sets:– 4 buses, 5 air quality
More information:	Medway Public Transport Strategy.

### **9.3.3 Quality bus partnerships**

Description:	To improve the quality and reliability of bus services, Medway Council will continue to work in partnership with: <ul style="list-style-type: none"> <li>• local bus operators</li> </ul>
Status:	Arriva - formal partnership. other partnerships being developed.
Target set contribution	This partnership contributes to the following target sets:– 4 buses, 5 air quality, 6 walking, 7 cycling, 8 congestion
More information:	Medway Public Transport Strategy.

<b>9.3.4</b>	<b>Further and higher education</b>
Description:	To encourage walking, cycling and bus travel to further and higher education establishments, Medway Council will seek to work in partnership with: <ul style="list-style-type: none"> <li>• further and higher education providers</li> <li>• bus companies</li> <li>• students</li> </ul>
Status:	Informal.
Target set contribution	This partnership contributes to the following target sets:– 4 buses, 5 air quality, 6 walking, 7 cycling
More information:	Access for all – Local Transport Plan review
<b>9.3.5</b>	<b>People with restricted mobility</b>
Description:	To deliver improvements to enhance life opportunities for people with restricted mobility Medway Council will work in partnership with: <ul style="list-style-type: none"> <li>• Medway Access Group</li> <li>• Medway Pensioners Forum</li> </ul>
Status:	Medway Access Group and Medway Pensioners Forum – formal groups.
Target set contribution	This partnership contributes to the following target set:– 6 walking
<b>9.3.6</b>	<b>Cycling</b>
Description:	To deliver the cycling strategy Medway Council will seek to work in partnership with: <ul style="list-style-type: none"> <li>• Medway Cycle Forum</li> <li>• Local Strategic Partnership</li> <li>• Sustrans</li> <li>• adjoining local authorities</li> <li>• Cycling England</li> </ul>
Status:	Medway Cycle Forum and Local Strategic Partnership – formal arrangement. Sustrans, adjoining local authorities and Cycling England – informal.
Target set contribution	This partnership contributes to the following target sets:– 5 air quality, 7 cycling
More information:	Medway Cycling Strategy.

<b>9.3.7</b>	<b>Access to public rights of way</b>
Description:	To actively encourage recreational walking, Medway Council will seek to improve the accessibility to public rights of way by working in partnership with the following organizations individually and through Medway's Local Access Forum: <ul style="list-style-type: none"> <li>• land owners</li> <li>• Public rights of way users</li> <li>• user groups</li> </ul>
Status:	Local Access Forum – formal arrangement, with meetings every three months. Individual groups - informal arrangement
Target set contribution	This partnership contributes to the following target set:– 6 walking
More information:	Medway Public Rights of Way improvement plan; Medway Walking Strategy
<b>9.3.8</b>	<b>Travel plans</b>
Description:	To seek to develop travel plan initiatives, Medway Council will seek to develop the following groups: <ul style="list-style-type: none"> <li>• school travel plan forum</li> <li>• cycling to work forum</li> </ul> <p>Medway Council will continue to pursue partnerships with the following groups:</p> <ul style="list-style-type: none"> <li>• students and parents</li> <li>• teachers, school management and governors</li> <li>• major local employers</li> <li>• Sustrans, to investigate the introduction of a 'Travelsmart'</li> <li>• KM Kent and Medway Walking Bus Partnership</li> <li>• developers</li> </ul> <p>Medway Council will seek to raise awareness of school travel plans through councillors involvement on school governing bodies<sup>(1)</sup></p>
Status:	Adopted travel plans - formal arrangement
Target set contribution	This partnership contributes to the following target sets:– 4 buses, 5 air quality, 6 walking, 7 cycling
More information:	Medway School Travel Strategy; Workplace Travel Plan Strategy; Access for all – Local Transport Plan review.

<b>9.3.9</b>	<b>Passenger rail</b>
Description:	This initiative will seek to improve passenger rail services, particularly to London, by continuing to work in partnership with: <ul style="list-style-type: none"> <li>• rail industry</li> <li>• Kent County Council</li> <li>• Transport for London</li> <li>• passenger groups</li> </ul>
Status:	Informal.
Target set contribution	This partnership contributes to the following target set:– 5 air quality
<b>9.3.10</b>	<b>Rural transport</b>
Description:	Medway's Rural Initiative for Transport (MERIT) has continued to build interest in community transport in rural Medway. This initiative is delivered in partnership with: <ul style="list-style-type: none"> <li>• Parish Councils</li> <li>• Rural communities</li> <li>• local businesses</li> <li>• voluntary organisations</li> </ul> <p>Furthermore, Medway Council actively participates in the Kent and Medway Rural Transport Partnership is delivering initiatives across a larger geographic area. Other members of the partnership include:</p> <ul style="list-style-type: none"> <li>• Kent County Council</li> <li>• District Council's across Kent</li> <li>• voluntary organisations</li> <li>• the Countryside Agency</li> </ul>
Status:	MERIT - informal, but planned to become more formal. Kent and Medway Rural Transport Partnership – formal arrangement
Target set contribution	This partnership contributes to the following target set:– 4 buses
More information	From Medway Council's Rural Transport Development Officer.

<b>9.3.11</b>	<b>Travel safety</b>
Description:	To contribute towards reducing road casualties, Medway Council works in partnership to co-ordinate the delivery and operation of fixed and mobile safety cameras in Kent and Medway: <ul style="list-style-type: none"> <li>• Kent Police</li> <li>• Kent County Council</li> </ul>
Status:	Kent and Medway Safety Camera Partnership – formal arrangement.
Target set contribution	This partnership contributes to the following target set:– 1 road safety
More information:	Medway Road Safety Plan
<b>9.3.12</b>	<b>Contract procurement</b>
Description:	To deliver economy of scale through joint procurement of transport contracts in partnership with: <ul style="list-style-type: none"> <li>• the Highways Agency</li> <li>• Kent County Council</li> </ul>
Status:	Informal.
<b>9.3.13</b>	<b>Health</b>
Description:	Medway Council will seek to improve the health of people living and working in Medway by the following partnership actions: <ul style="list-style-type: none"> <li>• work with Primary Care Trust (PCT) health promotions team</li> <li>• participate on both the Falls Awareness Strategy Group and the Obesity Strategy Group</li> <li>• supporting the development of travel plans for PCT and acute services</li> </ul>
Status:	Falls Awareness Strategy Group and Obesity Strategy Group - formal Link with PCT - informal.
Target set contribution	This partnership contributes to the following target sets:– 6 walking, 7 cycling
More information:	From Medway Council's Integrated Transport Manager.

## 9.4

### PARTNERSHIP GROUPS IN DEVELOPMENT

#### 9.4.1

#### **Accessibility improvements**

Description:	This initiative will encourage the development of an accessibility partnership that will seek to deliver improvements to access to at least one of the following key destinations: <ul style="list-style-type: none"> <li>• work</li> <li>• health care</li> <li>• education</li> <li>• leisure</li> <li>• food shopping</li> </ul>
Status:	Informal, but likely to be developed into a more formal arrangement.
Target set contribution	This partnership contributes to the following target sets:– 3 accessibility, 4 buses, 7 cycling
More information:	Medway Accessibility Strategy (under preparation).

#### 9.4.2

#### **Access to health care**

Description:	Medway Council seeks to actively work with the following organizations on the issue of access to healthcare with the objective to respond more adequately to patients' transport needs: <ul style="list-style-type: none"> <li>• bus companies</li> <li>• the voluntary sector</li> <li>• the health service</li> </ul>
Status:	Informal.
Target set contribution	This partnership contributes to the following target sets:– 4 buses, 6 walking, 7 cycling
More information:	Medway Accessibility Strategy (under preparation); Access for all – Local Transport Plan review.

<b>9.4.3</b>	<b>Walking for health</b>
Description:	To actively encourage walking for health, Medway Council will seek to work in partnership with local health professionals in the following organizations: <ul style="list-style-type: none"> <li>• Primary Care Trust (PCT)</li> <li>• Local Improvement Finance Trust (LIFT)</li> <li>• formal links between health professionals and green gym activities</li> <li>• GP's to develop referral schemes</li> <li>• Local Access Forum</li> </ul>
Status:	Informal.
Target set contribution	This partnership contributes to the following target set:– 6 walking
More information:	Medway Walking Strategy; Medway Accessibility Strategy.

<b>9.4.4</b>	<b>Freight by rail</b>
Description:	This initiative will seek to encourage the movement of freight by rail by working in partnership with: <ul style="list-style-type: none"> <li>• port operators in Medway</li> <li>• large freight operators</li> <li>• Kent County Council on strategic freight issues</li> <li>• Rail operators</li> <li>• Freight Forum in Kent</li> </ul> <p>This partnership will seek to promote:</p> <ul style="list-style-type: none"> <li>• the provision of new terminals and the upgrading of existing ones that have good rail and road access;</li> <li>• mineral and waste strategies to use rail as the preferred mode.</li> </ul>
Status:	Informal.
Target set contribution	This partnership contributes to the following target sets:– 5 air quality

<b>9.4.5</b>	<b>Taxis and private hire</b>
Description:	Medway Council will seek to enhance the taxi and private hire service in Medway by working in partnership with: <ul style="list-style-type: none"> <li>• representatives from the taxi trade</li> <li>• operators of key destinations</li> <li>• interest groups representing people with restricted mobility and the elderly</li> </ul>
Status:	Informal.
Target set contribution	This partnership contributes to the following target set:– 5 air quality
More information:	From Medway Council’s Licensing Manager.

## 9.5 DESIRABLE PARTNERSHIP GROUPS

<b>9.5.1</b>	<b>Life skills training</b>
Description:	This initiative seeks to assist vulnerable groups to access transport in the area by working in partnership with: <ul style="list-style-type: none"> <li>• the Learning and Skills Council</li> <li>• local bus operators</li> </ul>
Target set contribution	This partnership contributes to the following target set:– 4 buses
More information:	Access for all – Local Transport Plan review.

<b>9.5.2</b>	<b>Bus Punctuality Improvement Partnership (PIP)</b>
Description:	This initiative seeks to assist in the monitoring for the purpose of the LTP5 indicator as part of the second round LTP. <ul style="list-style-type: none"> <li>• local bus operators</li> </ul>
Target set contribution	This partnership contributes to the following target set:– 4 buses
More information:	Medway Bus Strategy

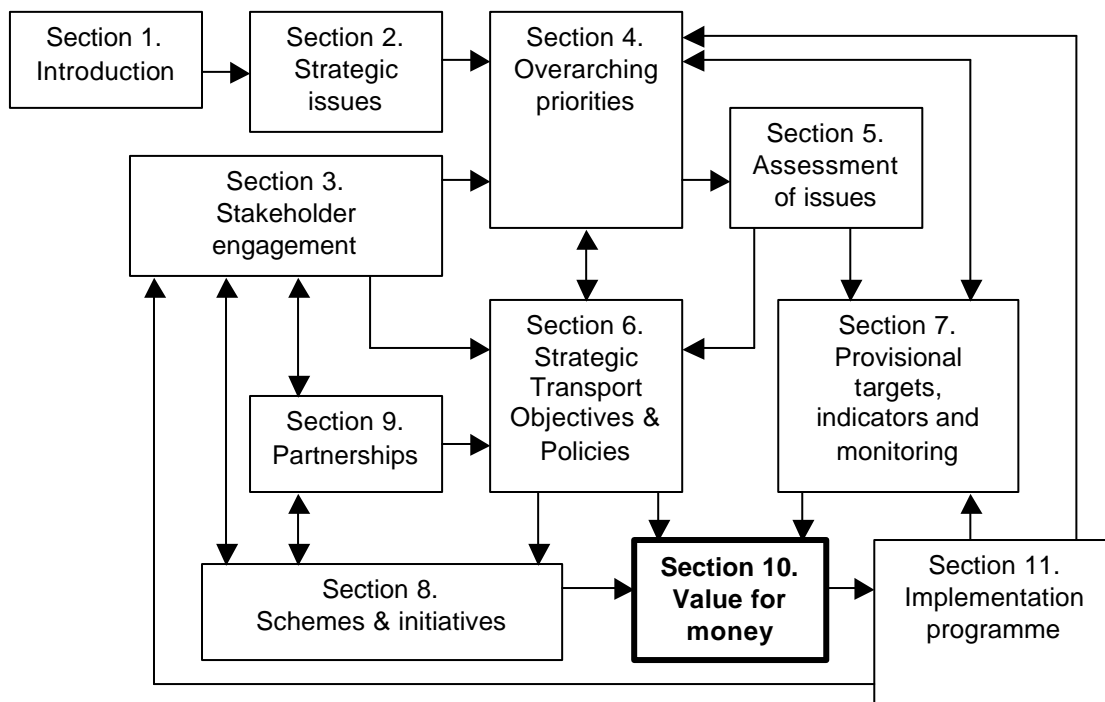
## Section 10 VALUE FOR MONEY

### 10.1 CONTEXT

10.1.1 This section details the value for money priority appraisal process applied to the schemes and initiatives. It details a relative value for money preference and funding apportionment factor for each LTP objective. It also details how the plan will achieve value for money in the context of buses, managing car use and contract procurement.

10.1.2 This section links:

- from sections 6 and 8, by applying priorities to proposed schemes and initiatives detailed under the transport objectives headings
- forward to section 11, by detailing how the implementation programme is affected by the apportionment of funds based on the relative priorities
- back to section 7, by influencing the allocation of funding to focus on the delivery of the plan targets



## **10.2 FUNDING APPORTIONMENT**

10.2.1 The projects that deliver Medway's provisional LTP are collectively listed in the plan under the various transport objectives in Section 8 - Schemes and Initiatives, and the predicted costs for each project heading are detailed in Section 11 – Implementation Programme.

10.2.2 Section 11 demonstrates that the predicted sum total for all capital Integrated Transport projects exceeds the Government's indicative LTP financial allocation for each year of the plan. (This excludes large schemes, regeneration schemes funded by the ODPM and road maintenance). Medway Council will seek additional funding and contributions to increase the value for money achieved on projects. Additional capital funds will be sought from the following sources:

- planning obligations
- Sustainable Communities Plan
- other bidding sources
- key external partners

10.2.3 In the context of the funding received through the LTP process, it is essential to be able to robustly allocate limited funding in a way that focuses delivery on the priorities and targets of the plan. Therefore, value for money has been assessed by judging the collection of schemes and initiatives delivered under the 12 objectives of the plan against the LTP priorities and targets, factored to take account of the position of each target in the target hierarchy.

10.2.4 This analytical process prioritises the 12 objectives based on the contribution each objective makes to the targets and priorities of the plan. Each objective is assessed by the summation of the points accrued using the following criteria:

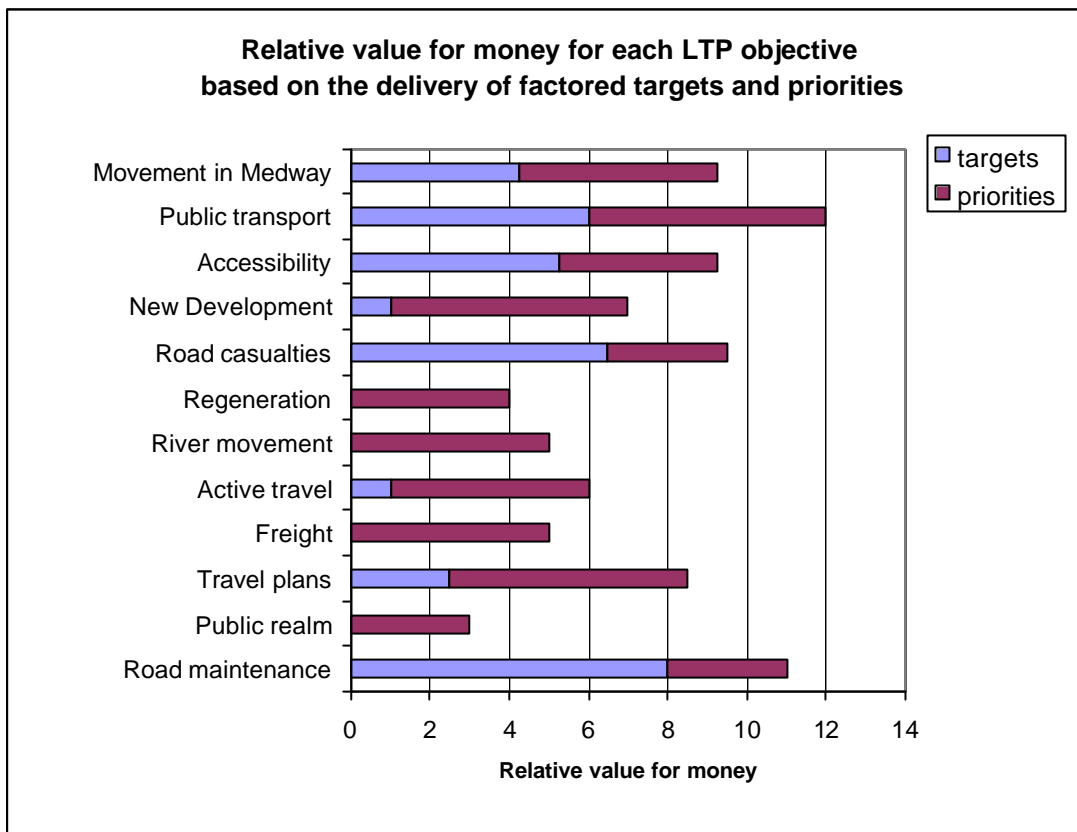
For a contribution to each LTP target at:

- hierarchy level one: 2.0 points
- hierarchy level two: 1.5 points
- hierarchy level three: 1.0 point
- hierarchy level four: 0.5 points

For a contribution to each overarching plan priority: one point

10.2.5 This analysis may be further elaborated after the consultation on the provisional LTP to take account of the relative priorities identified through the consultation process.

10.2.6 The chart following details the outcome of the value for money analysis of the transport objectives.



10.2.7 From the chart above, the importance of each LTP objective to the delivery of the plan targets and priorities can be assessed. The chart enables LTP objectives to be prioritised in order of preference.

10.2.8 Based on the chart above, the table below categorises each LTP objective into high, medium or low preference in the context of delivering the LTP targets and objectives.

LTP Preference	HIGH	MEDIUM	LOW
Objectives	<ul style="list-style-type: none"> <li>• Public transport</li> <li>• Road maintenance</li> <li>• Road casualties</li> </ul>	<ul style="list-style-type: none"> <li>• Movement in Medway</li> <li>• Accessibility</li> <li>• Travel Plans</li> <li>• New development</li> </ul>	<ul style="list-style-type: none"> <li>• Regeneration</li> <li>• River movement</li> <li>• Active travel</li> <li>• Freight</li> <li>• Public realm</li> </ul>

10.2.9 In section 11, the cost of delivering each LTP objective is established. As previously stated in 10.2.8 each objective is prioritised as high, medium, or low preference. The LTP contribution to the delivery of each LTP objective is factored as a percentage of the total cost, based on its relative importance to the delivery of the LTP.

The apportionment factor has been applied as follows for the High, Medium and Low preference levels.

LTP Funding Preference Level	Apportionment Factor (Proportion of budget met through LTP process)	LTP Objective
HIGH	80%	<ul style="list-style-type: none"> <li>• Public transport</li> <li>• Road casualties</li> </ul>
MEDIUM	55%	<ul style="list-style-type: none"> <li>• Movement in Medway</li> <li>• Accessibility</li> <li>• Travel Plans</li> <li>• New development</li> </ul>
LOW	30%	<ul style="list-style-type: none"> <li>• Regeneration</li> <li>• River movement</li> <li>• Active travel</li> <li>• Freight</li> <li>• Public realm</li> </ul>

This means that for the High rated objectives, 80% of the cost of the schemes will be met from the LTP pot. The LTP road maintenance budget is identified separately by DfT, and the capital budget profile for road maintenance in Appendix B identifies a significant funding shortfall compared to the capital budget allocation from Government.

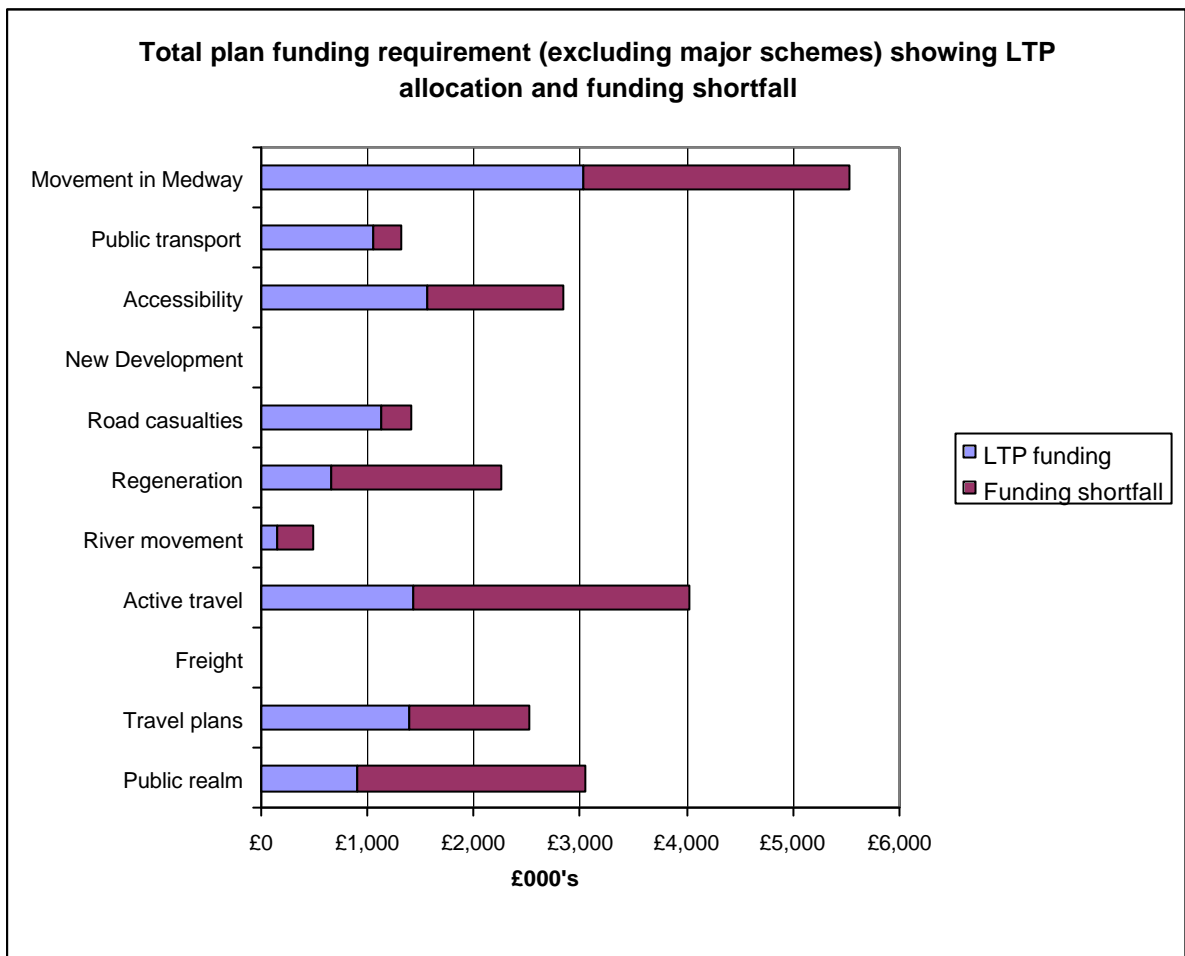
- 10.2.10 This process demonstrates a robust value for money assessment based on the relative importance of the various LTP objectives linked back to the plan targets and priorities.
- 10.2.11 However, Medway’s method of funding apportionment does not result in the total allocation being split between the LTP objectives just based on the funding apportionment factors. This is because the value of works to deliver each LTP objective is different. The value of the projects in each LTP objective is detailed in Section 11. For example the Movement in Medway objective receives the most LTP funding, but because this is only rated as Medium, this means that only 50% of the cost of Movement in Medway schemes are met through the LTP budget. This is shown in the graph in 10.2.15
- 10.2.12 Whilst it is acknowledged that the regeneration of Medway is of major importance and requires significant investment, the transport works needed to enable regeneration of Chatham in particular, are funded predominantly from non-LTP sources, (such as ODPM, and developer contributions) and as a result are of low priority for LTP funds. The increased trips associated with the impact of

regeneration are contained within the “Movement in Medway” objective.

- 10.2.13 The funding apportionment factor for each LTP objective is applied to the total estimated value of delivering the objective minus the cost of large schemes where funding will be sought from other sources. This process results in the apportionment of funds being based on the relative priority, and the cost of delivering, the objective. The chart below details the funding apportionment over the life of the plan and identifies funding shortfalls over the various LTP objectives.
- 10.2.14 Medway Council has been successful in achieving additional transport funding through various funding sources including the urban and rural bus challenge funds, Public Service Agreements, the Sustainable Communities Plan, the Travel Plan bursary fund and developer contributions. Medway Council will continue to rigorously pursue capital and revenue funding opportunities through the submission of bids and developer contributions as a result of the additional travel demands associated with new development.
- 10.2.15 The different proportional levels of funding shortfall arise from the application of the funding apportionment factor. This demonstrates that the Integrated Transport block allocation is proposed to be focused on LTP objectives where it provides maximum effect to plan priorities and targets. Medway’s LTP therefore conforms with the Government requirement to propose “a prioritised programme to deliver the best possible value for the indicated capital funding levels<sup>15</sup>”
- 10.2.16 A detailed breakdown of the projects and costs that form the basis of the chart below is given in section 11.

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<sup>15</sup> Full Guidance on Local Transport Plans, paragraph 4.4



10.2.17 This chart demonstrates that Medway has sought to identify and prioritise the local transport policies and schemes that will deliver best value for money, by focusing investment in the following ways:

- Major focus for investment in the “Movement in Medway” objective in recognition of the economic, environmental and social benefits that arise from improving the efficiency of Medway’s existing transport infrastructure, together with delivering a reduction in delays and journey times. This focus for investment makes the best use of existing assets by reducing the need to upgrade infrastructure as a result of significant regeneration pressures and contributes towards improving the local bus service by reduced journey times. The appointment of a Traffic Manager for Medway with responsibilities for securing the “expeditious movement of traffic” has focused actions for the improvement to traffic conditions as detailed in the “Movement in Medway” objective.

There is currently no requirement to set a congestion target in Medway as the area marginally falls below the population criteria set by Government. However, it is recognised that there may be a requirement to set a congestion target in the future and it is considered that investment now will reduce an

exacerbation of congestion problems in the future, which would be likely to be more challenging and expensive to address.

- significant sums are allocated to:
  - improving accessibility, in recognition of the demonstrable need to reduce social exclusion in Medway's deprived areas, with schemes aiming to improve access to health and work opportunities, thereby reducing health and unemployment burdens;
  - travel plan projects, in recognition of the value for money associated with reducing congestion in Medway during peak periods by focused schemes that deliver real changes in travel behaviour;
  - projects that encourage active movement, to improve the health of Medway's residents thereby contributing towards reducing the burden on health services and improving the quality of life of residents.
- a reasonable LTP allocation to public transport improvements, which will be reviewed after the detailed outcomes of the Transport for Medway study are known. Furthermore, the significant proportion of the LTP allocation to improving the efficiency of Medway's road network will also operationally benefit bus operators, and funding from the ODPM to deliver a new high quality, accessible bus station in Chatham will significantly contribute to the value for money associated with the LTP investment in bus services;
- a reduced sum on reducing road casualties compared to Medway's first LTP, in recognition of the success in exceeding the Government targets for delivering reductions in road casualties by focusing funds provided from the first LTP and a Public Service Agreement. Furthermore, additional significant investment on travel plans will enable the delivery of focused travel safety schemes in the vicinity of schools and major places of employment, that are designed to encourage walking and cycling where existing hazards may deter this type of movement.

10.2.18 In addition, Medway Council has introduced new management processes to ensure that all LTP funded projects are more closely linked to the overarching priorities and targets of the plan, through closer officer liaison and the production of quarterly progress reports for management purposes.

10.2.19 The total cost of schemes and initiatives does exceed the Government's funding planning guideline resulting in a funding shortfall. However, the plan does identify realistic alternative funding sources to close the funding gap, such as:

- planning obligations, required from developers as a result of additional demands imposed on Medway's constrained transport network. Through an integrated approach to land-use and transport planning, Medway Council has been successful in securing significant developer obligations from major development proposals and this is predicted to continue;
- realistic opportunity for additional investment by Government as a result of the increased travel demands associated with being located within an identified area for substantial growth. Medway Council will seek further additional funding from the Office of the Deputy Prime Minister and the Sustainable Communities Plan budget.

Therefore, it is not considered that the funding gap represents a significant level of unfunded aspirations. However, during the life of the new LTP Medway Council will seek additional LTP funding allocation for Integrated Transport and maintenance measures identified in the funding gap.

10.2.20 The issues that produce challenges in the delivery of transport improvements in Medway are assessed in Section 5 and a range of options are considered in the supporting Strategic Environmental Assessment judged against established assessment criteria, which link to value for money considerations.

10.2.21 The Medway LTP is not just a capital investment plan. In Section 8 (Schemes and Initiatives) it demonstrates how opportunities will be taken to deliver the objectives of the plan through the effective use of revenue budgets.

### **10.3 ACHIEVING VALUE FOR MONEY THROUGH BUSES**

10.3.1 The Transport for Medway study is a major consultancy assignment funded by the Office of the Deputy Prime Minister and project managed by Medway's Regeneration Unit. The study is investigating the most appropriate public transport scheme to deliver a step change in public transport that is appropriate in Medway and provides value for money. The outcome of the study will be incorporated in Medway's final LTP.

## **10.4 ACHIEVING VALUE FOR MONEY BY MANAGING CAR USE**

10.4.1 Medway Council seeks to effectively manage car use by an integrated package of complementary measures detailed in this LTP, including:

- close linkage between transport and land-use planning
- promotion of travel plans
- encouragement of walking and cycling
- improvements to the public realm
- town centre car park management

## **10.5 CONTRACT PROCUREMENT ECONOMIES**

10.5.1 Medway Council seeks to deliver economy of scale in contract procurement through:

- joint procurement of transport contracts (paragraph 9.2.12 provides further details)
- packing of contracts to attract better competitive rates

## **10.6 ENVIRONMENTAL IMPACTS**

10.6.1 In combination with the value for money aspects of the LTP, Medway Council is committed to reducing the environmental impacts associated with the demands for travel. Actions include:

- assessment of the environmental impacts of the capital investment detailed in the LTP through a Strategic Environmental Assessment, which forms a supplementary report to the provisional LTP
- actively participating in the second phase of the national pilot 'Carbon Trust' project
- operation of a Medway Council work place travel plan and school travel plans

## **10.7 LEARNING FROM BEST PRACTICE**

10.7.1 Medway Council is committed to ensuring its officers develop their skills and learn from others to improve the delivery of the LTP. This includes:

- being an active member of the national Local Authority Cycle Planning Steering Group
- undertaking study trips to other Local Authorities, for example, in conjunction with
  - the Transport for Medway study
  - smart ticketing investigations

- planned improvements to the LTP delivery processes
- approaches to urban design
- participating in the Community Speed Watch programme in partnership with Kent County Council and Kent Police
- ensuring the structure of Medway cycle training is developed from best practice
- acquiring best practice from the Institute of Road Safety Officers, LARSOA and ROSPA
- reviewing of other speed awareness campaigns
- taking an active involvement in the national CTC benchmarking project
- being members of the Association of Commuter Transport, TRICS and the Cyclist Touring Club
- officer membership of the Transport Planning Society
- active participation of email groups
- subscribing to the appropriate technical literature and attendance at technical training events

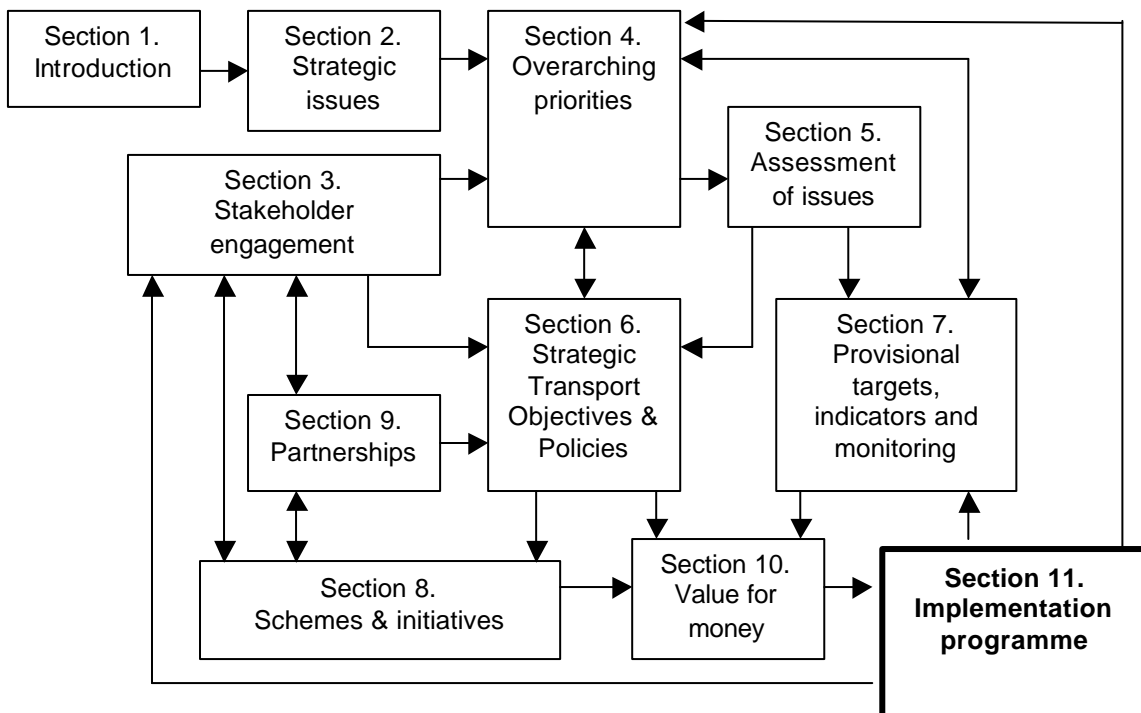
# Section 11 IMPLEMENTATION PROGRAMME

## 11.1 CONTEXT

11.1.1 This Section together with Appendix B follows on from Section 10 - Value for money, and indicates by means of tables the apportioned indicative funding allocation for the 12 objectives.

11.1.2 This section links:

- from sections 10, as the apportionment of funds based on the relative priorities are applied to the funding allocation
- forward to section 7, as the implementation programme over the LTP period will directly effect by way of output and /or outcomes for the targets and indicators alongside any adjustment necessary for the monitoring process
- forward to section 4 both through section 7 and directly as the implementation programme will through the economy of scale in contract procurement and joint procurement of transport contracts aim to achieve the LTP shared and local overarching priorities



## 11.2 IMPLEMENTATION PROGRAMME

- 11.2.1 The following table and the detailed tables in Appendix B list the various transport objectives as shown in Section 8 – Schemes and Initiatives, and assign a predicted capital cost where appropriate.
- 11.2.2 The following summary table demonstrates that the predicted sum total for all the capital budget profile exceeds the Government's indicative LTP financial allocation. Section 10 has indicated where additional funding sources will be sought to achieve contract procurement.
- 11.2.3 Furthermore, it is the intention of Medway Council through the life of the LTP to pursue with the appropriate authorities an allocation of the funds raised from the toll at the Dartford Crossing. Revenue obtained through this funding source will be earmarked specifically to fund the shortfall in the public transport schemes identified in the plan.
- 11.2.4 Section 10 has demonstrated the analytical process followed to achieve the apportioned values in a robust manner for each objective and sub heading indicating the means by which the objective will be developed. The ranking shown in the tables is applied to the five year total for each objective with variations throughout individual years due to specific funding requirements.

## 11.3 EXPLANATION OF TABLES

- 11.3.1 Notes for Summary table in 11.3.3.

Column 1	indicates the 12 objectives mentioned in section 6
Column Group 2	indicates the capital budget profile including all major schemes over the period of the plan
Column Group 3	indicates the LTP indicative allocation excluding any major schemes over the period of the plan
Column 4	indicates the ranking of the objectives by using the methodology described in section 10 – ranking the preference of each objective as either High (H) Medium (M) or Low (L)

The summary table is populated by each of the individual 12 objective tables detailed in Appendix B.

11.3.2 Individual objective tables in Appendix B

Column 1	indicates the various transport objectives mentioned in section 6 and the detailed explanation in section 8 on how the initiatives will be achieved
Column 2 & 3 <sup>16</sup>	indicates whether the scheme or initiative can be classified as a Capital or Revenue cost
Column 4 <sup>17</sup>	identifies whether the scheme or initiative has a direct impact on a specific target listed in section 7, with the target number shown where appropriate
Column Group 5	indicates the capital budget profile including all major schemes over the period of the plan
Column Group 6	indicates the LTP indicative allocation excluding any major schemes over the period of the plan
Column Group 7	demonstrates where additional capital funds will be sought alongside LTP funding where appropriate in accordance with paragraph 10.2.2

<sup>16</sup> Columns 2 and 3 are indicated as C2 and C3 for purposes of space

<sup>17</sup> Column 4 indicated as C4 for the purposes of space

### 11.3.3 Summary of Objective Financial Table

This is a summary table showing the spend profile of the LTP bid. For full analyses and how the spend profile is broken down, see Appendix B - Finance Tables.

	Column 1	Column Group 2					Column Group 3					Column 4
		<b>Capital budget profile</b>					<b>LTP spend profile</b>					
	<b>Objective</b>	06/07	07/08	08/09	09/10	10/11	06/07	07/08	08/09	09/10	10/11	
		£000's					£000's					Rank
1	Movement in Medway	1500	1094	1314	1294	674	464	544	664	704	654	M
2	Public Transport	246	317	280	202	290	231	227	179	167	249	H
3	Accessibility	298	558	613	743	678	140	364	349	404	303	M
4	New development	0	0	0	0	0	0	0	0	0	0	M
5	Road casualties	235	235	235	235	235	285	225	230	165	225	H
6	Regeneration	3523	2073	4141	1920	920	53	112	154	170	181	L
7	River Movement	30	200	30	200	30	30	30	30	30	30	L
8	Active travel	725	975	875	725	725	438	129	242	260	361	L
9	Freight	20	1320	6320	6720	3020	0	0	0	0	0	L
10	Travel Plans	510	510	510	500	490	298	298	278	268	358	M
11	Public Realm	760	3760	3610	1610	610	195	205	215	185	110	L
	<b>Integrated Transport sub total</b>	<b>7947</b>	<b>11142</b>	<b>18028</b>	<b>14249</b>	<b>7772</b>	<b>2134</b>	<b>2134</b>	<b>2241</b>	<b>2353</b>	<b>2471</b>	
	LTP indicative allocation for Integrated Transport	2134	2134	2241	2353	2471						
<b>12</b>	<b>Road Maintenance</b>	<b>3700</b>	<b>3700</b>	<b>3700</b>	<b>3700</b>	<b>3700</b>	<b>1702</b>	<b>1736</b>	<b>1823</b>	<b>1914</b>	<b>2009</b>	H
	LTP indicative allocation for Road Maintenance	1702	1736	1823	1914	2009						