

COUNCIL

3 MARCH 2011

LOCAL TRANSPORT PLAN 3 (POLICY FRAMEWORK)

Portfolio Holder: Councillor Phil Filmer, Front Line Services

Report from: Robin Cooper, Director of Regeneration, Community and Culture

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Summary

The report seeks Council approval to the amended statutory Local Transport Plan (2011 - 2026) following public consultation on the provisional plan, as part of the Council's Policy Framework.

1. Budget and Policy Framework

- 1.1 The Local Transport Plan (LTP) forms part of the Council's policy framework, as set out in the Constitution, and as such is a matter for Council approval.

2. Background

- 2.1 It is a statutory requirement for Medway Council to produce a Local Transport Plan (LTP) under the Transport Act 2000, as amended by the Local Transport Act 2008. The current Local Transport Plan (LTP2) expires at the end of March 2011; the council's third plan is required to be adopted for commencement on 1 April 2011. Whilst the level of LTP funding has reduced, the new plan is still very important strategy document that secures significant funding and enables robust bids to be prepared.
- 2.2 Medway's provisional plan priorities for LTP3 focus on:
- Regeneration, economic competitiveness and growth
 - The natural environment
 - Connectivity
 - Equality of opportunity

- Safety, security and public health.

2.3 Cabinet has previously considered LTP3 at its meeting on 20 April 2010, when the following was agreed:

Decision:

61/2010 The Cabinet approved the provisional Local Transport Plan 3 (LTP3) Transport Strategy for consultation purposes.

62/2010 The Cabinet agreed to grant delegated authority to the Director of Regeneration, Community and Culture in consultation with the Portfolio Holder for Front Line Services to undertake minor amendments to the provisional LTP3 Transport Strategy.

63/2010 The Cabinet agreed to receive a report on the outcome of the consultation on the provisional LTP3 Transport Strategy and Implementation Plan in December 2010.

2.4 Public consultation commenced on Monday 28 June 2010 and was concluded on Thursday 30 September 2010. The formal consultation exercise was achieved through the following methods:

- An article in Medway Matters
- Direct public engagement at LTP3 exhibition events
- Direct mailing
- Document on the council's website
- Update newsletters

While reporting comments from the public consultation to the RCC Directorate and Corporate Management Team meetings a decision was taken to complement the formal public consultation by giving diversity groups a further opportunity to comment on the plan. As a result, the consultation period was extended to Friday 3 December 2010. During the extended consultation period an additional 93 letters were sent to encourage more response.

2.5 The article in Medway Matters encouraged comment on the plan through the council's website and on line survey. Direct engagement with the public was undertaken through exhibitions in libraries and shopping centres, together with meetings and discussion groups. Attached at Appendix 1 is a list of all the events undertaken as part of the LTP consultation process.

2.6 On 22 September 2010 the government announced a new £560m (comprising both capital and revenue) Local Sustainable Transport Fund over the next four year spending review period. Guidance for applying for the Local Sustainable Transport Fund was announced on 19 January 2011. In addition, on the same day the new Transport White Paper "Creating Growth, Cutting Carbon: Making Sustainable

Local Transport Happen" was launched, together with funding allocations to authorities to undertake *Bikeability* cycle training.

- 2.7 As part of the simplification and radical devolution of local government finance, the Coalition Government will no longer be providing a specific ring-fenced grant to support road safety delivery and enforcement – including camera enforcement - at local level. This funding stream is being wrapped up into the wider local government funding settlement, and allocated by formula. The government considers that these reforms will give greater autonomy and flexibility to local authorities in deciding how best to tackle their road safety problems.
- 2.8 The Coalition Government has made clear that it wants to end the era of top-down government by providing a radical devolution of power and greater financial autonomy to local authorities. The government considers that greater local control, participation and accountability is the most effective way to increase the sustainability of local transport systems so they can support economic growth and reduce carbon emissions in their communities, as well as delivering cleaner environments and improved air quality, enhanced safety and reduced congestion. It is therefore important that our LTP Implementation Plan reflects this emphasis on economic growth and reducing carbon emissions, so that Medway is in a strong position to demonstrate delivery of government policy when preparing bids for funding.
- 2.9 A number of major transport schemes were identified in Medway's LTP2, including:
- Major reconfiguration of the Chatham ring road
 - Improvements to the A228 between Ropers Lane and Grain
 - *Transport for Medway* short term projects
 - Public Transport improvement schemes
 - Installation of an Urban Traffic Management Control System
- 2.10 It is satisfying to note that all the major transport schemes identified above are being delivered. Furthermore, 22 out of the 23 challenging targets in Medway's LTP2 have been achieved during the life of the plan, including reducing road casualties, increasing public transport patronage and growing cycling.
- 2.11 During the life of Medway's LTP2, significant funding was secured, including:
- £14.4m Integrated transport block allocation
 - £10.1m Highway maintenance
 - £13.0m A2 strategic public transport corridor/Urban Traffic Management Control system
 - £9.0m A228 Ropers Lane to Grain
 - £4.9m Medway tunnel
 - £1.5m Gillingham railway station

In addition, fundraising from the Rochester Bridge Trust to invest in the Medway Tunnel was obtained.

3. Consultation details

3.1 Medway Matters

The June/July edition of Medway Matters carried a feature encouraging response to the provisional LTP through an online survey. 150 online surveys were completed; the key results are summarised in section 5 and detailed in Appendix 2 of this report. 90 respondents also provided detailed comments.

3.2 Public engagement at exhibitions and workshops

During the consultation period, the LTP3 exhibition was taken to all the five towns main libraries along with some key rural libraries for periods of a week at a time. Advertising indicated the periods during the week when officers would be present at the libraries to discuss transport issues. Press articles were also sent out indicating LTP3 exhibitions in the Pentagon Shopping Centre and Hempstead Valley Shopping Centre. These events resulted in 51 comments. In addition, meetings were held with key stakeholder forums, such as the Medway Access Group and the Pensioners Forum.

Transport officers also participated in a number of Community Futures Workshops including in the deprived wards of Luton & Wayfield and Chatham Central, together with Twydall and Strood South wards. A further two workshops were undertaken in February/March 2010 in the Brook Lines neighbourhood, which is Medway's most deprived neighbourhood (in River Ward). Officers are continuing to be involved in these workshops to help shape the Implementation Plan.

3.3 Letters and emails

A letter advising of the consultation process was emailed to over 200 consultees, including key stakeholders. To ensure consistency, the Local Development Framework consultation database was utilised for developing the consultation list. In the public consultation extension period a further 93 consultees were contacted by letter and additional organisations visited. In total 20 responses were received by either letter or email. In general, the responses received complimented the strategy and supported the five overarching priorities of the plan. The content of responses focused on buses, rail, road layout, Rochester Airport, suggestions for SMART bus, rail ticketing and Green Grid issues.

A summary of the results is provided at Appendix 2.

3.4 A number of respondents requested that the status of Rochester Airport be raised in the strategy. To ensure consistency, it is

recommended that the agreed policy position set out in the Local Development Framework pre-publication draft Core Strategy be replicated in the LTP3 Transport Strategy.

3.5 Newsletter

Update on the developing strategy was provided by the production of newsletters published in December 2009 and May 2010. These were published on the web and emailed to key stakeholders.

3.6 Summary of consultation results

The results of the consultation indicate that there is no public pressure to make significant amendments to the document. However, the policy position for Rochester Airport and the River Medway needed minor amendment to ensure consistency with the Pre-publication Draft Core Strategy of the Medway Local Development Framework.

3.7 In addition, since the provisional LTP3 was produced with the change of Government it is the intention of the Coalition Government to abolish the South East Plan through the new Localism Bill.

4. **Prioritisation of schemes and investment**

4.1 From the announcements in the Comprehensive Spending Review, all highway authorities will receive less LTP capital resources from 2011/12. Furthermore, the government's introduction of the localism agenda sets a higher emphasis on setting local priorities.

4.2 Medway's provisional LTP3 Transport Strategy sets out a number of overarching actions that contribute towards delivering local priorities including those set out in the Council Plan, the Sustainable Communities Plan and LTP3. With limited resources, it is essential that LTP actions contribute to delivering higher-level strategic plans, with actions being demonstrably linked through a 'golden thread', together with achieving best value for money.

4.3 It is proposed that the prioritisation assessment for setting an investment framework works from both a "top down" and "bottom up" approach, taking into account:

- Contribution to delivering the priorities of the council and its partners
- Results of consultation
- Bidding opportunities

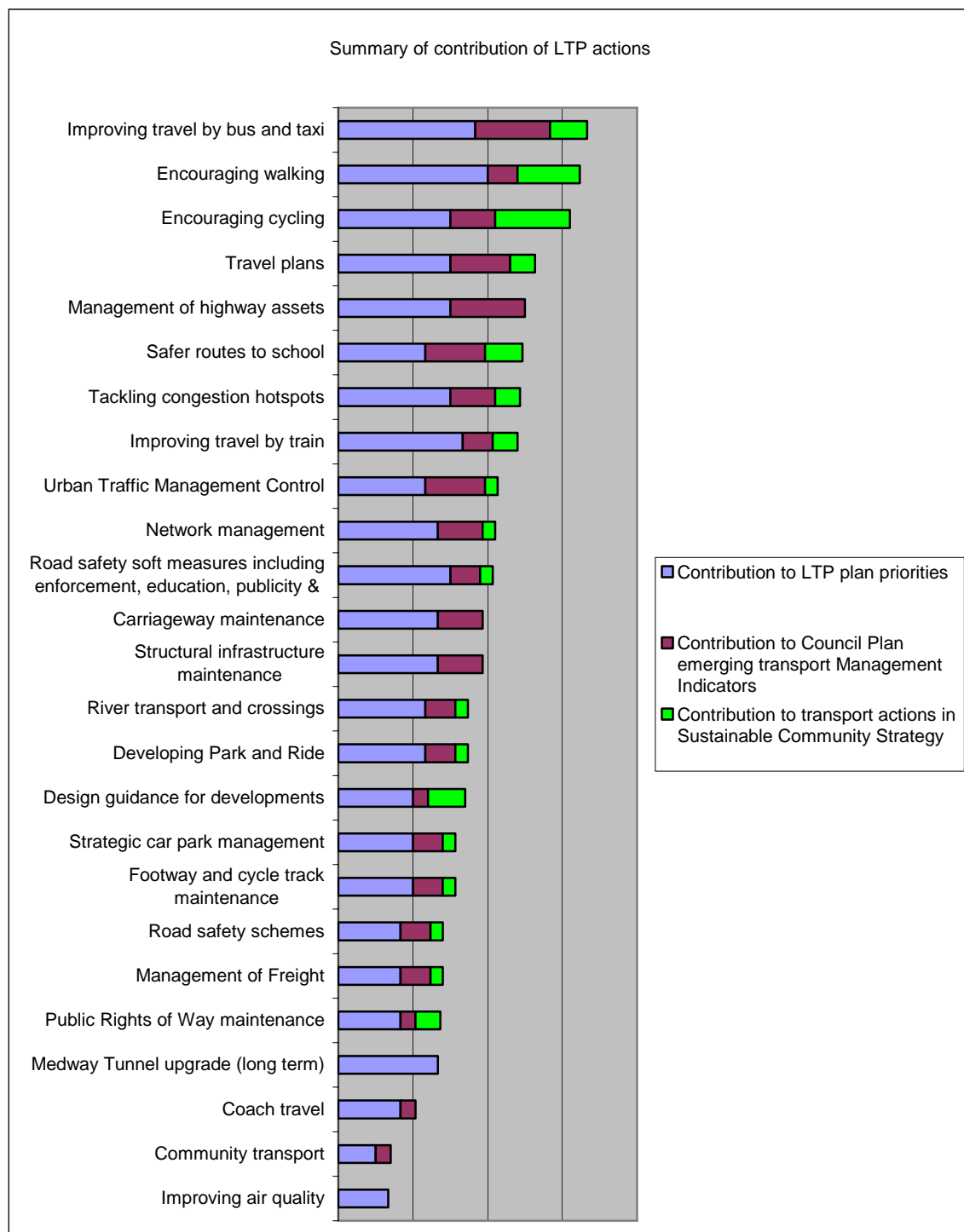
- 4.4 LTP3 sets out a number of key actions to deliver the strategy. To assess the relative importance of the key actions, they have been assessed against:
- the contribution each action makes to the:
 - emerging Management Indicators that support the Council Plan;
 - Sustainable Communities Plan;
 - LTP3 priorities.
 - the results of the consultation process;
 - opportunities for funding through bidding processes
- 4.5 This process creates an effective triangle of assessment:



5 Contribution of LTP3 actions to local priorities

- 5.1 A detailed assessment has been undertaken to understand the contribution each LTP action makes to the following:
- the emerging transport Management Indicators that support the Council Plan;
 - transport actions in the Sustainable Communities Plan;
 - LTP3 plan priorities (As regeneration is a key overarching priority for the council, actions that deliver the LTP3 economic regeneration and competitiveness priority have been give a double score compared to other LTP3 priorities).

5.2 The result of this assessment is shown in the chart below.



6. Results of LTP3 consultation

6.1 The consultation indicates that, of the five LTP3 priorities:

- The most important priorities were supporting a safer, healthier and more secure community in Medway, and ensuring Medway has good quality transport connections;
- Of moderate importance was supporting a healthier natural environment, and supporting Medway's regeneration;
- The least important priority was supporting equality of opportunity.

6.2 For each LTP3 priority (taken in order of importance as detailed above) the four actions of highest importance arising from the consultation exercise are detailed in table 6.1. This table maps the level of importance from the consultation results, with the top left of the table showing the most important action in the most important priority, with less important actions the further to the right and below.

6.3 In addition, 90 respondents provided information in a "free text" box. Individual comments have been summarised and batched together into subject areas. The comments were recorded as follows:

Subject area	% of responses
Bus	48%
Cycle	11%
Congestion	9%
Road layout-safety	9%
Train	7%
Maintenance	4%
General	4%
River	3%
Parking enforcement	3%
Airport	2%

6.4 The summary of the "free text" information generally compares well with the analysis in table 6.1:

Table 6.1
Assessment of relative importance of LTP3 actions from consultation results

[illegible]

7. Combined “top down” and “bottom up” assessment

7.1 By combining the foregoing “top down” and bottom up” assessments, an overall category of scheme priority for projects has been developed. This approach was discussed as Regeneration, Community & Culture Directorate Management Team, who recommended the following amendments:

- Because of the high priority locally for economic regeneration, the LTP priority to support Medway’s regeneration and economic competitiveness be given higher priority. This results in the associated actions also being given higher priority.
- The methodology to take account of potential funding opportunities, for example the Local Sustainable Transport Fund.

7.2 Table 7.1 sets out a framework for developing investment priorities. This takes into account:

- contribution each LTP3 action makes to delivering key commitments of the Council Plan, the Sustainable Communities Plan and LTP3;
- regeneration being a key local priority;
- results of consultation;
- opportunities for additional funding through the Local Sustainable Transport Fund, which focuses on supporting economic growth and reducing carbon emissions.

7.3 In table 7.1, each LTP Priority has a maximum of two actions for high, medium and low priority categories. Whilst it is acknowledged this is a subjective approach and will change over time, it is considered that Table 6.1 will form a useful framework for determining investment priorities for the first Implementation Plan 2011 – 2015 as the funding level is known.

7.4 Actions in bold text in table 7.1 identify opportunities for bids through the Local Sustainable Transport Fund that deliver outcomes that support economic growth and/or reduce carbon emissions. This approach shifts the relative importance of the LTP priorities, with highest priority being given to three priorities focusing on supporting Medway’s regeneration; ensuring Medway has good quality transport connections; and supporting a healthier natural environment.

7.5 Taking into account the need to deliver on all five LTP3 priorities, together with the foregoing assessment linked to local priorities and the results of consultation, it is considered that only the un-shaded actions in table 7.1 are priorities for action during the first four years of LTP3. It is therefore proposed that these actions form the basis of the first LTP3 four year Implementation Plan.

Table 7.1 – Framework for developing investment priorities

		LTP Actions		
	LTP Priority	High priority	Medium priority	Low priority
HIGHEST <				

8. Diversity Impact Assessment

- 8.1 The process for developing the LTP3 has been subject to a Diversity Impact Assessment. A meeting took place on 10 December 2010 to feedback to the Research and Review DIA group on any Diversity issues that arose during the LTP public consultation. No issues were considered that required any further work as the LTP had covered all aspects of the DIA process. The DIA Screening Form is attached as Appendix 4.

9. Local Transport Settlement 2011/12 – 2012/13

- 9.1 Ministers announced on 13 December 2010 the final local transport capital block settlement for 2011/12 to 2012/13 and indicative allocations for 2013/14 to 2014/15.
- 9.2 Medway Council has received a slight decrease in Maintenance allocation and a considerable reduction in Integrated Transport. In summary, the settlement for the commencement of LTP3 2011/2012 and 2012/2013 amounts to:

LTP3	Final Allocations		Indicative Allocations	
	2011/12	2012/13	2013/14	2014/15
Integrated Transport	£1.477m	£1.576m	£1.576m	£2.216m
Maintenance block	£ 2.353m	£2.350m	£2.153m	£2.122m

- 9.3 The allocation for the last 2 years of LTP2 is detailed in the table below, together with the in-year budget cuts:

LTP2	Allocations		2010/11 in-year budget cut	
	2009/10	2010/11	Budget reduction	2010/11 final
Integrated Transport	£3.163m	£3.494m	-£0.8625m	£2.6315m
Maintenance block	£2.140m	£2.462m		£2.462m

- 9.4 Comparing the 2011/12 allocation to the LTP2 final year budget (before the in-year budget cut) shows:
- For Integrated Transport block a budget reduction from the original allocation of £3.494m (reduced to £2.6315m during 2010/11) to £1.477m, a decrease of 58% (44% reduction compared to the 2010/11 in-year revised allocation)
 - For the Maintenance block a budget reduction from £2.462m to £2.353m, a reduction of 4%
- 9.5 A bid to the Local Sustainable Transport Fund is being prepared following publication of the guidance. From the first impressions of the

guidance the emphasis expressed in our LTP3 strategy should give Medway Council a good basis for being able to make a strong case to support bids.

10. Implementation Plan

- 10.1 As previously stated, the assessment for the prioritisation of investment has been undertaken from both a bottom up and top down approach. The outcome of the assessment is a list of priority actions to be delivered during the LTP3 Implementation Plan 2011/2015. These are detailed in table 10.1, together with the justification for each action.

Table 10.1 – LTP3 Implementation Plan 2011/2015 Proposed priority actions and justification for actions	
Priority action	Significantly contributions to:
Effective highway maintenance, including footways and cycleways	<ul style="list-style-type: none"> - 5 emerging Management Indicators - 3 LTP priorities - Consultation identified action as high priority in most important LTP priority
Improved pedestrian access to local facilities	<ul style="list-style-type: none"> - 2 emerging Management Indicators - 1 action Sustainable Communities Str. - 4 LTP priorities - Consultation identified action as high priority in most important LTP priority
Road safety interventions incorporating schemes, enforcement, education, publicity & promotion	<ul style="list-style-type: none"> - 2 emerging Management Indicators - 2 actions Sustainable Communities Str. - 3 LTP priorities - Consultation placed action in most important LTP priority
Safer routes to school	<ul style="list-style-type: none"> - 4 emerging Management Indicators - 1 action Sustainable Communities Str. - 2 LTP priorities - Consultation placed action in most important LTP priority
Public safety interventions	<ul style="list-style-type: none"> - 1 emerging Management Indicators - 1 action in Sustainable Communities Str. - 1 LTP priority
Tackling congestion hotspots	<ul style="list-style-type: none"> - 3 emerging Management Indicators - 1 action Sustainable Communities Str. - 2 LTP priorities - High priority from consultees
Improve travel by bus and taxi, including development of Fastrack style links	<ul style="list-style-type: none"> - 5 emerging Management Indicators - 3 actions Sustainable Communities Str. - 4 LTP priorities - High priority from consultees
More efficient management of car parks	<ul style="list-style-type: none"> - 2 emerging Management Indicators - 1 LTP priority
Improving travel by train including improvements to rail stations	<ul style="list-style-type: none"> - 2 emerging Management Indicators - 1 action Sustainable Communities Str. - 3 LTP priorities - High priority from consultees

Table 10.1 (Continued) – LTP3 Implementation Plan 2011/2015 Proposed priority actions and justification for actions	
Priority action	Significantly contributions to:
More coordinated network management with partners	<ul style="list-style-type: none"> - 3 emerging Management Indicators - 3 LTP priorities - High priority from consultees
Improved management of the highway network	<ul style="list-style-type: none"> - 3 emerging Management Indicators - 1 action Sustainable Communities Str. - 2 LTP priorities - High priority from consultees
Encouraging cycling	<ul style="list-style-type: none"> - 3 emerging Management Indicators - 1 action Sustainable Communities Str. - 3 LTP priorities - High priority from consultees
Improving accessibility to bus services for people with mobility difficulties	<ul style="list-style-type: none"> - 2 emerging Management Indicators - 1 action Sustainable Communities Str. - 1 LTP priority - High priority from consultees
Supporting students to access the learning quarter by public transport, walking and cycling	<ul style="list-style-type: none"> - 3 emerging Management Indicators - 2 actions Sustainable Communities Str. - 4 LTP priorities - High priority from consultees

- 10.2 A budget for each action has been developed taking account of the contribution to overarching priorities and key transport projects. Some actions have been amalgamated to produce a shorter, more rational list. More detail for each action is provided at Appendix 3. The proposed funding allocation for each action is detailed in table 10.2.

Table 10.2 – Implementation Plan 2011/2015 Priority Actions Proposed LTP3 funding allocations for 2011/12 and 2012/13			
	Proposed funding allocation		
	2011/ 2012	2012/ 2013	Total 2011/ 2013
Actions	£000's	£000's	£000's
Effective highway maintenance	2353	2350	4703
Road safety interventions	£250	£250	£500
Encouraging walking	£158	£100	£258
Safer routes to school	£100	£100	£200
Public safety interventions	£50	£50	£100
Tackling congestion hotspots	£214	£575	£1,125
Improve travel by bus and taxi	£250	£276	£526
More efficient management of car parks	£25	£0	£25
Improving access to stations	£230	£15	£245
Encouraging cycling	£100	£110	£210
Supporting students to access the learning quarter	£75	£75	£150
LTP coordination	£25	£25	£50
Total (excluding highway maintenance)	£1,477	£1,576	£3,053

- 10.3 A prioritised list of projects is being developed for each action and will be finalised later. However, key areas of expenditure in table 10.2 relate to:
- Traffic management improvements to Darnley Arch in conjunction with the reconstruction of the railway arch by Network Rail;
 - Gillingham station pedestrian accessibility scheme, undertaken in conjunction with station improvements;
 - Developing design for a new link parallel to A289 between Four Elms Roundabout and Medway Tunnel to separate local traffic from through traffic.
- 10.4 The LTP Implementation Plan 2011/2015 will be formed of:
- Priority actions to be delivered during the life of the plan (detailed in table 10.1)
 - Funding allocation for the priority actions (detailed in table 10.2 for the first two years)

11. Regeneration, Community and Culture Overview and Scrutiny Committee – 10 February 2011

- 11.1 The Regeneration, Community and Culture Overview and Scrutiny Committee considered a report detailing the responses received from the consultation and outlining the proposed framework of where the council should focus its priorities for the forthcoming year.
- 11.2 The report gave details of the consultation process and listed the number of organisations and places in which consultation had taken place. The committee was asked to consider the comments received as part of the consultation, the eleven schemes, which were the recommended areas where spending should take place next year, and make recommendations to Cabinet.
- 11.3 Members commented that the report did not give details of what would not be achieved due to the reduction of 58% in funding and were advised that the LTP gave an overview of what the council would like to achieve and the Implementation Plan would set out what could be achieved within the available funding. When requested, officers advised that the Implementation Plan was not available until the overarching strategy had been agreed at Council on 3 March 2011.
- 11.4 The Regeneration, Community and Culture Overview and Scrutiny Committee noted the comments received as part of the consultation for the draft 15 year LTP3 Transport Strategy and the framework on which the first LTP3 Implementation Plan is based and recommended it to Cabinet.

12. Cabinet – 15 February 2011

12.1 The Cabinet considered this report on 15 February 2011 and made the following decisions:

- The Cabinet recommended the revised Local Transport Plan (LTP) 3 Transport Strategy detailed at Appendix 5 to Council for adoption (decision no. 23/2011)
- The Cabinet agreed the proposed LTP3 funding allocations for 2011/12 and 2012/13 detailed in table 10.2 of the report, subject to Council agreeing both the LTP3 Transport Strategy and the LTP budget contained within the Council budget setting process (decision no. 24/2011)
- The Cabinet agreed the priority actions detailed in table 10.1 of the report and the proposed LTP3 funding allocations for 2011/12 and 2012/13 detailed in table 10.2 of the report form the basis of the LTP Implementation Plan covering the period 2011/15 (decision no. 25/2011)
- The Cabinet agreed that the completion of the LTP Implementation Plan 2011/2015 be delegated to the Director of Regeneration, Community and Culture in consultation with the Portfolio Holder for Front Line Services (decision no. 26/2011)
- The Cabinet agreed that the work of the LTP Advisory Group continues during the early stages of LTP3 (decision no. 27/2011).

13. Director's comments

- 13.1 The plan seeks to positively support the continued regeneration of Medway, by enabling efficient movement in the area and by contributing to the various national and local strategies.
- 13.2 The plan sets out the strategic policy for transport in Medway between 2011 and 2026. At the start of this plan period there are many challenges to unlocking growth potential in Medway and this will require developing more partnerships opportunities and creative solutions
- 13.3 Details of how this strategy will be delivered are contained in complementary Implementation Plans, which cover shorter delivery time periods. These plans will be produced taking account of available resources including the Local Transport Plan funding received from Central Government.
- 13.4 Delivering the priorities of Medway's third Local Transport Plan will, of course, be a challenge for both Medway Council and its key partners.

14. Risk Management

14.1 Risk management is an integral part of good governance. The Council has a responsibility to identify and manage threats and risks to achieve its strategic objectives and enhance the value of services it provides to the community. The following table considers any significant risks arising.

Risk	Description	Action to avoid or mitigate risk														
The new LTP is not adopted by 31 March 2011, when the current plan expires.	<p>The adoption and delivery of the LTP is a statutory responsibility. In preparing a new LTP, the consequences if these risks are realised are:</p> <ul style="list-style-type: none">- The council will not be undertaking statutory functions- If a minority of key stakeholders respond to the consultation then the LTP Transport Strategy could be considered not to reflect all transport modes.	<p>The mitigation measures that will be required to put in place include:</p> <ul style="list-style-type: none">a) Robust project management processes;b) Close working with members and Key Stakeholders.c) A wide selection of the community has been contacted through Medway Matters and use of the council's web site.d) Service Manager to closely oversee the plan preparation; ande) Close partnership working with both internal and external partners.														
LTP not taking full account of local views.																
<table><tr><th colspan="2">Description of risk</th></tr><tr><th>Likelihood</th><th>Impact:</th></tr><tr><td>A Very high</td><td>1 Catastrophic (Showstopper)</td></tr><tr><td>B High</td><td>2 Critical</td></tr><tr><td>C Significant</td><td>3 Marginal</td></tr><tr><td>D Low</td><td>4 Negligible</td></tr><tr><td>E Very low</td><td></td></tr><tr><td>F Almost impossible</td><td></td></tr></table>			Description of risk		Likelihood	Impact:	A Very high	1 Catastrophic (Showstopper)	B High	2 Critical	C Significant	3 Marginal	D Low	4 Negligible	E Very low	
Description of risk																
Likelihood	Impact:															
A Very high	1 Catastrophic (Showstopper)															
B High	2 Critical															
C Significant	3 Marginal															
D Low	4 Negligible															
E Very low																
F Almost impossible																
This risk is rated - E2																

15. Financial and legal implications

15.1 The Transport Act 2000 requires all authorities to develop policies for the promotion and encouragement of safe, integrated, efficient and economic transport to, from and within their area, to produce a plan containing those policies, and to keep that plan under review.

15.2 The LTP is an important bidding document to Government for capital funds and competition for future funding will be high. The LTP3 allocations are split into three categories:

- Integrated transport block - funding accident reduction measures, traffic management, public transport infrastructure improvements, cycling and walking schemes, and safer routes to schools projects.
- Capital maintenance allocation - funding the maintenance of carriageways, footways, bridges, highway drainage and traffic signals.
- Local Sustainable Transport Fund. Separate bids are being prepared for this funding.

15.3 The LTP3 Implementation Plan 2011/2015 does take account of any firm or indicative financial allocation provided by government.

16. Member Advisory Group

16.1 Cabinet agreed the creation of a Member Advisory Group to support the development of LTP3. Membership was agreed to be 5 (ratio of 3:1:1) nominated by the group whip. The group has helped steer the development of the LTP3 Transport Strategy. This has proved effective in discussing with members the implications of the consultation results and policy direction. It is recommended that the work of the LTP Advisory Group continues during the early stages of LTP3.

17. Recommendation

17.1 The Cabinet recommends the revised Local Transport Plan (LTP) 3 Transport Strategy detailed at Appendix 5 to Council for adoption.

Appendix

- Appendix 1 List of public consultation events, meetings and discussion groups.
- Appendix 2 Summary of consultation results
- Appendix 3 Assessment of contribution of LTP3 Implementation Plan actions to overarching plans and LTP3 plan priorities
- Appendix 4 Diversity Impact Assessment Screening Form
- Appendix 5 LTP3 Transport Strategy

Background papers

Transport Act 2000
Transport Act 2008

Appendix 1

List of LTP public consultation events, meetings and discussion groups (excluding Communities Futures Workshops).

Date	Location
24 June 2010	Regeneration, Community and Culture Directorate meeting St Georges Centre
14 July	Taxi meeting at Sturdee Avenue
19- 23 July	Chatham Library exhibition (staffed Mon 19 July - am; Thurs 22 July pm)
26-30 July	Gillingham library (staffed on Tues 27 July 10am to 1pm) Twydall library (staffed on Mon 26 July 2pm to 5pm)
29 July	Health Trainers meeting Fort Horsted
2-6 August	Rainham library (staffed on Thurs 5 Aug, 10am – 1pm) Wigmore library (Tue to Friday exhibition- staffed on Fri 6 August 2-5pm)
9-13 August	Strood Library (staffed on Mon 9 August 10am- 1pm) Cuxton Library (Tues- Fri exhibition- staffed Fri 13 3-6pm)
18 August	Regeneration, Community and Culture Overview and Scrutiny Committee
19- 20 August	Pentagon Centre, Chatham (Fully staffed for 2 days)
23—27 August	Rochester Library (staffed on Thurs 26 Aug 10- 1pm) Lords Wood library (staffed on Tues 24 Aug, 2 to 5pm)
6 September	Sustrans Rangers Meeting
16-18 September	Hempstead Valley Shopping Centre (Fully staffed for 3 days)
22 September	Maidstone & District Staff Reunion Meeting
27 September	Rural issues with Parish Councils and interest groups
7 October	Regeneration, Community and Culture Divisional Management Team
3 November	Chief Executive's Management Team
17 November	Ethnic Minority Group Day Centre in Chatham

24 November	Medway Ambassadors Meeting presentation
10 December	Diversity Impact Assessment meeting

LTP3 Consultation Survey Response summary

Medway's 5 transport priorities

The ranked order of importance from our survey is:-

1. Supporting a safer, healthier and more secure community in Medway
2. Ensuring Medway has good quality transport connections
3. Supporting a healthier natural environment
4. Supporting Medway's regeneration
5. Supporting equality of opportunity to employment

Surprisingly although one the Council's key priorities is regeneration, the respondents of the transport survey ranked it much lower.

Priorities in details- supported actions

- Economic Regeneration- the two highly ranked actions were **"Improvements on the Road network focussing on congestion hotspots"** (55.0%) followed by **"Improving the quality of bus services"** (37.6%), and **Encouraging walking and cycling** (24.5%)
- Healthy Natural environment- All three actions – more efficient **management of the highway network**, improving the quality of **bus services**, and encouraging **walking and cycling**, got over 40% ranking them as important.
- Quality of transport connections- the action rated highest by the public by a large margin was **Improved public transport services across the south-east region (and facilities to connect Medway with key business centres and labour markets, including improvements to rail stations)** (56.8%) and **more co-ordinated highway network management** (25.7%)
- Supporting equality of opportunity to employment, education, and services- the two most important actions are **"Revised design guidance for new developments that supports improved accessibility by walking, cycling and public transport"** (33.1%). and **"Supporting independence by maintaining socially necessary bus services and providing transport services to day services"** (31.8%).
- Supporting a safer, healthier and more secure community – the two top actions supported by our respondents was **"Effective highway maintenance, including footways and cycleways"** (36.1%) and **"Improved pedestrian access to local facilities"** (28.5%)

- Maintenance – the three top actions were **Inspecting and maintaining carriageways** (43.5%), **Winter service** (31.5%) and **reactive fixing/potholes** (31.5%)

Details of survey population

The survey population represented a good spread of age ranges broadly representing a “normal” distribution, 57% female, 11% stated they have a disability or health issue, and 86% employed or part time employed. In total 150 people have responded.

General consultation responses

Highways Agency

Mentioned some concern at the issue of Park and Ride sites and how that may impact on the Highway Agency’s road network.

Liftshare

Suggested that more emphasis should be mentioned in the document on car sharing.

Natural England

The letter received welcomed the plans commitments to improved transport however went on to mention that the plan to provide detail on the natural environment and the opportunities for its enhancement and a range of ecosystem services. Access to the countryside does not feature strongly in the plan and how the Green Grid may be used to deliver attractive safe routes for recreational trips.

Medway Trade Union Council

Provided a document concerning bus transport in the area, although it concentrated mainly in the Sittingbourne area, some comments relevant for Medway.

Medway Branch, Royal Aeronautical Society and Chairman, MAPS Limited

Requested the document mention Rochester Airport due to its importance.

Member of the public

These comments centred on a number of issues concerning more trains calling at Rochester, concern at parking on pavements, the request for more late night buses, road layout in Strood and the number of traffic lights on the A2 through the Medway towns.

Member of the public

Mentions concerns at the number of road traffic accidents generally ideally there should be the aim to reduce to zero. With the emphasis on cycling there needs to be a proposal to allow cycling in Medway Tunnel. Too many roadworks causing delays in the area and in some cases poorly sighted

temporary lights do not help the situation. A few general comments with some of the text / layout of the document which could be taken into account.

Member of the public

General comments on a number of issues concerning trains and buses. He recommends more bus lanes and more direct train services between Medway towns and other major centres. He also suggests the idea of a river bus and some form of smart ticketing for transport like the 'oyster' card in London.

Member of the public

General comment was the document was well thought out and covered the local areas. He went on to request further consideration for safety improvements in specific roads and a fast track type bus service to and from Chattenden along with more improved bus service provision in the Upnor area and links to Ebbsfleet. The email also requests consideration of a river taxi.

Member of the public

Submitted a very detailed comprehensive view on a number of road junction with suggestion as a member of the Institute of Advance Motorists (IAM) and a qualified observer, although he stresses the comments are his and not that of the IAM. The detail of the submitted document warrants further investigation and this will be forwarded to Traffic Management.

Member of the public

Requested more reference to the use of the river and suggests a fast catamaran passenger ferry service between Chatham, Strood, Medway CITY Estate and Chatham Dockyard with occasional calls at Upnor.

Open Spaces Society

General comments on issues relating to walking and horse riding facilities. The author of the letter has been contacted and the issues discussed. Many of these issues are taken into account within the Public Rights of Way Strategy and will be more appropriate in the Green Grid strategy document currently under development.

Police

In the response letter the Police mention the importance of early engagement with schemes and monitoring. A theme that comes through in the letter is one of continued partnership working as this will lead to a safer community, reduce crime and reduction anti-social behaviour.

Rochester Airport Consultative Committee

Submitted a detailed response explaining how the airport is a significant benefit to the local economy allowing national and international visitors to the area along with its close links to the Innovation Centre. The detail document also mentions the potential for the airport during 2012 and links for the Olympics and high speed trains to Stratford.

Rochester Airport Limited

Gives detailed remarks on various paragraphs in the plan and requests reference to the airport. He mentions that over 50 people are employed by the

airport or the tenants. The location is close to the Innovation Centre and the airport can and provide important links especially for the Olympics in 2012.

Rochester Bridge Trust

A detailed letter was submitted with observations that demonstrated various links between the Plan and the Rochester Bridge Trust responsibilities. All points made have been accommodated within the amended version of the Plan.

A member of the South East England Marine Association (SEaMA)

Submitted a detailed document on individual paragraphs of the document and linking back to the importance of the river Medway and potential for further use.

A member of the South East England Marine Association (SEaMA)

Detailed email expressing the importance of the river and the continue maintenance of wharves for use of a river taxi.

Earlier on in the year we have also received correspondence from this person regarding Rochester Airport and the importance of this for the local area.

The Theatre Trust

Wrote in but felt unable to make comments as not relevant to the Trusts Theatre work.

University for the Creative Arts

The letter received suggested that that any investment in further development in the area should ensure transport was fully taken into account along with the needs of University students. With this as a priority it may encourage students to stay and work in Medway.

Medway Officers

Road Safety Officer

Suggested further comments in the plan to complement Road Safety aspects.

Greenspace Development Manager

Mentioned the need to address congestion on the Lower Rainham Road and A229 around Horsted gyratory. He suggested how Riverside Country Park could be a destination for a river taxi if progressed.

Environmental Health Manager

Recommended slight changes in text associated with Air Quality issues.

Actions to be considered for the first LTP3 Implementation Plan

	Implementation Plan Actions	Schemes
1	Effective highway maintenance	Includes maintenance of carriageways, structures, footways and cycleways
2	Road safety interventions	Incorporates schemes, enforcement, education, publicity & promotion
3	Encouraging walking	Improved pedestrian access to local facilities, promotion & organised activities
4	Safer routes to school	Incorporates schemes, education, publicity & promotion
5	Public safety interventions	Incorporating schemes, partnership working and promotion
6	Tackling congestion hotspots	Improved management of highway network, scheme development and implementation, and working with partners
7	Improve travel by bus and taxi	Incorporates schemes, operational delivery, partnership working and promotion
8	More efficient management of car parks	Includes reviewing car parking provision and charges, review of developer contributions
9	Improving access to stations	Accessibility improvements to railway stations
10	Encouraging cycling	Incorporates schemes, education, promotion & organised activities
11	Supporting students to access the learning quarter (including Mid Kent College)	Improvements to public transport, walking & cycling


Diversity Impact Assessment: Screening Form

Directorate RCC	Name of Strategy Integrated Transport - Local Transport Plan LTP3		
Officer responsible for assessment Mark Johnson		Date of assessment 31 January 2011	New or existing? Existing
Defining what is being assessed			
1. Briefly describe the purpose and objectives	<p>Completion of the delivery of the integrated transport service LTP3 in Medway from 2011 - 2026.</p> <p>At the time of preparing the LTP3, the five DfT goals were:</p> <ul style="list-style-type: none"> • Supporting economic growth • Tackle climate change • Promote equality of opportunity • Contribute to better safety, security and health • Improve quality of life <p>The DfT guidance issued advised local authorities that there was a need to consider the relative importance of the five national goals for their area. These goals have been superseded by further guidance due to changes in government and the launch on 19 January 2011 of the new Transport White Paper "Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen". The final LTP3 is robust to be able to accommodate the additional emphasis as part of the 'White paper'.</p>		
2. Who is intended to benefit, and in what way?	Medway residents and council tax payers Service users.		
3. What outcomes are wanted?	<ul style="list-style-type: none"> • A cohesive partnership that is fit for purpose and that fits with Schools strategies and LSP planning • Fair and accessible services, for schools, employment and leisure • Effective use of resources 		
4. What factors/forces could contribute/detract from the outcomes?	<p>Contribute</p> <ul style="list-style-type: none"> • Funds from Government grants and the Local Transport Plan (LTP) • links with public transport operators • links with public health and Education 	<p>Detract</p> <ul style="list-style-type: none"> • Lack of support from stakeholders to key projects 	
5. Who are the main stakeholders?	Public Transport Operators, Developers for Regeneration Areas, Members (links with schools strategies), Other		

	Medway Council teams especially Economic Development, LSP groups, , current and future business communities, residents, visitors/tourists	
6. Who implements this and who is responsible?	Key client officers Public Transport Operators Funding resources from the LTP, Government Grants and Developer contributions for integrated transport schemes Partnership working with Public Transport Operators Local Strategic Partnership.	
Assessing impact		
7. Are there concerns that there <u>could</u> be a differential impact due to <i>racial groups</i> ?		Brief statement of main issue Consultation carried out as part of the LTP3 process with approximately 300 consultees, To ensure consistency, the Local Development Framework consultation database was utilised for developing the consultation list.
	NO	
What evidence exists for this?	Results of LTP3 public consultation during 2010 are detailed in various committee reports to O&S and Cabinet committees.	
8. Are there concerns that there <u>could</u> be a differential impact due to <i>disability</i> ?		
	NO	
What evidence exists for this?	Results of LTP3 public consultation during 2010 detailed in various committee reports to O&S and Cabinet committees.	
9. Are there concerns that there <u>could</u> be a differential impact due to <i>gender</i> ?		
	NO	
What evidence exists for this?	During the consultation no gender issues raised.	
10. Are there concerns there <u>could</u> be a differential impact due to <i>sexual orientation</i> ?		
	NO	
What evidence exists for this?	During the consultation no sexual orientation issues raised.	
11. Are there concerns there <u>could</u> be a have a differential impact due to <i>religion or belief</i> ?		
	NO	
What evidence exists for this?	During the consultation no religion or belief issues raised.	
12. Are there concerns there		

<u>could</u> be a differential impact due to people's age?	NO	
What evidence exists for this?	The public consultation for LT3 was made available to all ages of people.	
13. Are there concerns that there <u>could</u> be a differential impact due to <i>being trans-gendered or transsexual</i>?	NO	
What evidence exists for this?	Monitoring of gender identity has been identified as an issue requiring a corporate approach.	
14. Are there any <i>other</i> groups that would find it difficult to access/make use of the function (e.g. people with caring responsibilities or dependants, those with an offending past, or people living in rural areas)?	NO	If yes, which group(s)?
What evidence exists for this?	Public transport delivery is affected by financial constraints, however in the rural areas, the Villager community bus project is addressing accessibility issues by providing frequent trips for those within transport that join the membership list.	
15. Are there concerns there <u>could</u> be a have a differential impact due to <i>multiple discriminations</i> (e.g. disability <u>and</u> age)?	NO	Brief statement of main issue
What evidence exists for this?	Corporately as an authority in recognition of an ageing population and an increase in SEN support among children and young people, increased commissioning capacity at senior levels of management has been built into the staffing structure. Service improvements are intended through more tailored and accessible services for vulnerable children and adults in Medway.	
Conclusions & recommendation		
16. Could the differential impacts identified in questions 7-15 amount to there being the potential for adverse impact?	NO	Brief statement of main issue No adverse impacts were raised as part of the public consultation exercise during 2010 for LTP3.
17. Can the adverse impact be justified on the grounds of promoting equality of opportunity for one group? Or another reason?	NO	Please explain

Recommendation to proceed to a full impact assessment?	
NO	This function/ policy/ service change complies with the requirements of the legislation and there is evidence to show this is the case.

NO, BUT ...	What is required to ensure this complies with the requirements of the legislation? (see DIA Guidance Notes)?	Continue to make more of existing information from other Medway council departments
YES	Give details of key person responsible and target date for carrying out full impact assessment (see DIA Guidance Notes)	Mark Johnson
Action plan to make improvements		
Outcome	Actions (with date of completion)	Officer responsible
Deliver Council Plan effectively and cost-effectively	Links made ('golden thread') with extended schools agenda and LSP planning to ensure there is continued coordination between transport, SCS & LDF	Mark Johnson
Better quality information upon which to plan	To continue to identify relevant sources of data held by other parts of the council, especially to do with transport in different geographic areas in Medway and/or travelling at different times of day when preparing future implementation plans	Mark Johnson
Planning ahead: Reminders for the next review		
Date of next review	Commencement of next Implementation Plan 2015	
Areas to check at next review (e.g. new census information, new legislation due)	N/A	
Signed (completing officer/service manager)	Date Jan 11	
Signed (service manager/Assistant Director) 	Date Jan 11	
Related documents		
LTP3 consultation and various committee reports written during the LTP3 process.		

Medway Local Transport Plan 2011-2026

Moving forward together



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Executive Summary

Medway's third Local Transport Plan (LTP) sets out Medway's transport strategy for the next 15 years, embracing the wider aspirations for Medway to be a City of rich heritage and a great future at the heart of the Thames Gateway. In addition, it is a mechanism to obtain significant funding to deliver transport projects. It forms part of Medway Council's policy framework documents and is a statutory function of Medway Council.

There is a major challenge for the Medway area associated with the increased demand for travel that will arise from being within the Thames Gateway, a nationally designated regeneration area. Furthermore, there is now stronger recognition of how transport influences and adds value to many key priorities including economic growth, the natural environment, connectivity, equality of opportunity and health.

Our priorities

Our LTP3 seeks to address wider social, economic and environmental challenges for the area, based on an analysis from public consultation and work undertaken with our neighbours through a Multi Area Agreement. The transport strategy is closely aligned to Medway's Sustainable Communities Strategy, the emerging Local Development Framework and priorities in the Council Plan.

Whilst available budgets at the commencement of the strategy are constrained, the ambition of this strategy is to deliver transport interventions that contribute to five overarching priorities that focus on:

Supporting Medway's regeneration, economic competitiveness and growth by securing a reliable and efficient local transport network

Supporting a healthier natural environment by contributing to tackling climate change and improving air quality

Ensuring Medway has good quality transport connections to key markets and major conurbations in Kent and London

Supporting equality of opportunity to employment, education, goods and services for all residents in Medway

Supporting a safer, healthier and more secure community in Medway by promoting active lifestyles and by reducing the risk of death, injury or ill health or being the victim of crime

What we want to achieve

The Transport Strategy will support Medway's ambitious plans by:

- ensuring highway infrastructure is maintained to the highest possible standard within the available resources
- efficiently managing and improving Medway's local highway network to ensure reliability of journey times
- ensuring public transport becomes a realistic alternative choice to the private car
- contributing to better health by encouraging walking and cycling and by improving accessibility to key services
- ensuring that people can move around safely in Medway

What we will do

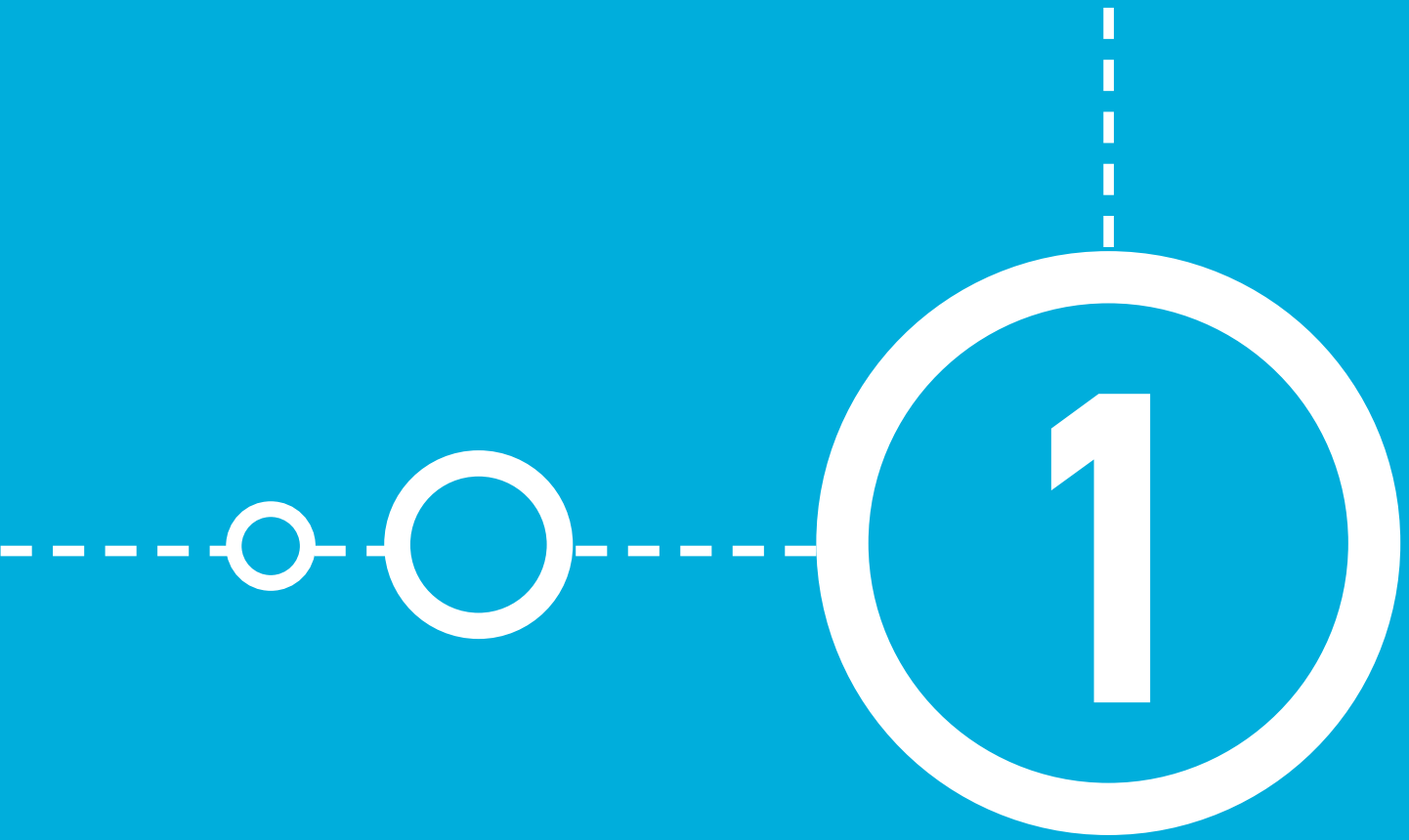
The strategy sets out a framework of actions delivered through a set of five Transport Objectives. These actions will significantly contribute to the plan priorities. Whilst the strategy includes a wide package of measures, key interventions will focus on:

1. More efficient management of the highway network and car parks, together with highway improvements that focus on congestion and air quality hotspots, thereby improving the reliability and environmental impact of the transport network.
2. Working in partnership both locally and sub-regionally to deliver step change improvements to encourage more people to use public transport. Outputs will focus on delivering better service quality, punctuality and information. Key actions will include the development of Fastrack style bus links, expansion of park and ride services and improvements to stations.

3. Effective highway maintenance, including the Medway Tunnel. This is a vital highway asset that supports all the regeneration proposals in the area. There will be a need for further upgrades to the operating systems within the tunnel with the advancements in technology during the life of the plan.
4. Encourage active travel by supporting students to access the learning quarter by sustainable travel modes, expanding the cycle network, improving accessibility to bus services for people with mobility difficulties, improving public rights of way and delivering the Green Grid and Coastal Access projects.
5. Improve travel safety by road safety interventions, incorporating highway schemes, education, publicity, promotion and enforcement, safer routes to school projects and public safety initiatives.

Measuring our success

Implementation Plans covering a three-year period will be produced setting out planned actions and targets. Our achievements will be measured by outcome and output based indicators, which will assess the combined impact of projects.



Introduction

Section 1: Introduction

1.1 Context

1.1.1 Medway's third Local Transport Plan (LTP) sets out Medway's transport strategy for the next 15 years, embracing the wider aspirations for Medway to be a City of learning, culture, tourism and enterprise at the heart of the Thames Gateway. In addition, it is a mechanism to obtain significant funding to deliver transport projects – during the five-year LTP2 period £52.8m funding was secured. It forms part of Medway Council's policy framework documents and is a statutory function of Medway Council.

1.1.2 The strategy firstly sets out the story of place and then develops priorities taking into account local, regional and national policy and guidance. The strategy then sets out a framework for delivery based around a package of transport objectives.

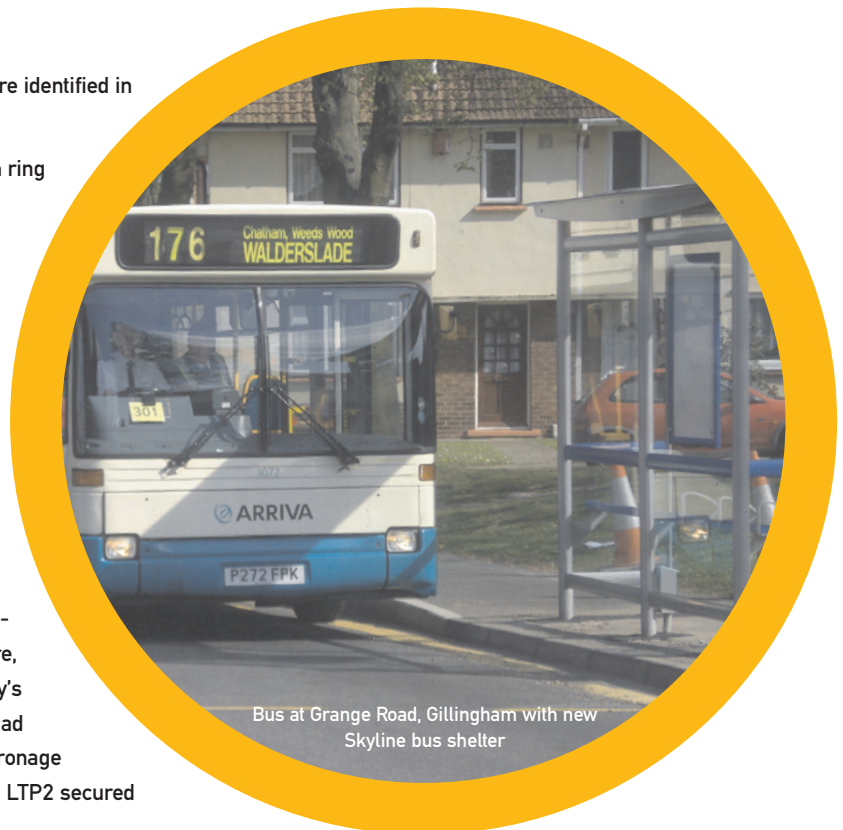
1.1.3 A number of major transport schemes were identified in Medway's LTP2 and these included:

- Major reconfiguration of the Chatham ring road
- Improvements to the A228 between Ropers Lane and Grain
- Transport for Medway short term projects
- Public Transport improvement schemes
- Installation of an Urban Traffic Management Control System

1.1.4 It is satisfying to note that all the LTP2 transport schemes identified above have either been delivered or are to be completed in the early stages of LTP3. Furthermore, 22 out of 23 challenging targets in Medway's LTP2 were achieved, including reducing road casualties, increasing public transport patronage and growing cycling. In addition, Medway's LTP2 secured significant funding including:

- £14.4m Integrated transport
- £10.1m highway maintenance
- CIF funded project -£13.0m A2 strategic public transport corridor
 - £ 9.0m A228 Ropers Lane to Grain
 - £ 1.5m Gillingham railway station
- £4.9m Medway tunnel

1.1.5 Medway's third LTP not only seeks to continue the success of Medway's previous LTPs, but in a more constrained financial environment Medway's LTP3 seeks to contribute to a broader policy context set out in the Sustainable Communities Plan and the Council Plan. Firstly, there is a major challenge associated with the increased travel demand arising from being within a nationally designated regeneration area. Furthermore, there is now stronger recognition of how transport influences and adds value to many key priorities including economic growth, the natural environment, connectivity, equality of opportunity and health.



Bus at Grange Road, Gillingham with new Skyline bus shelter

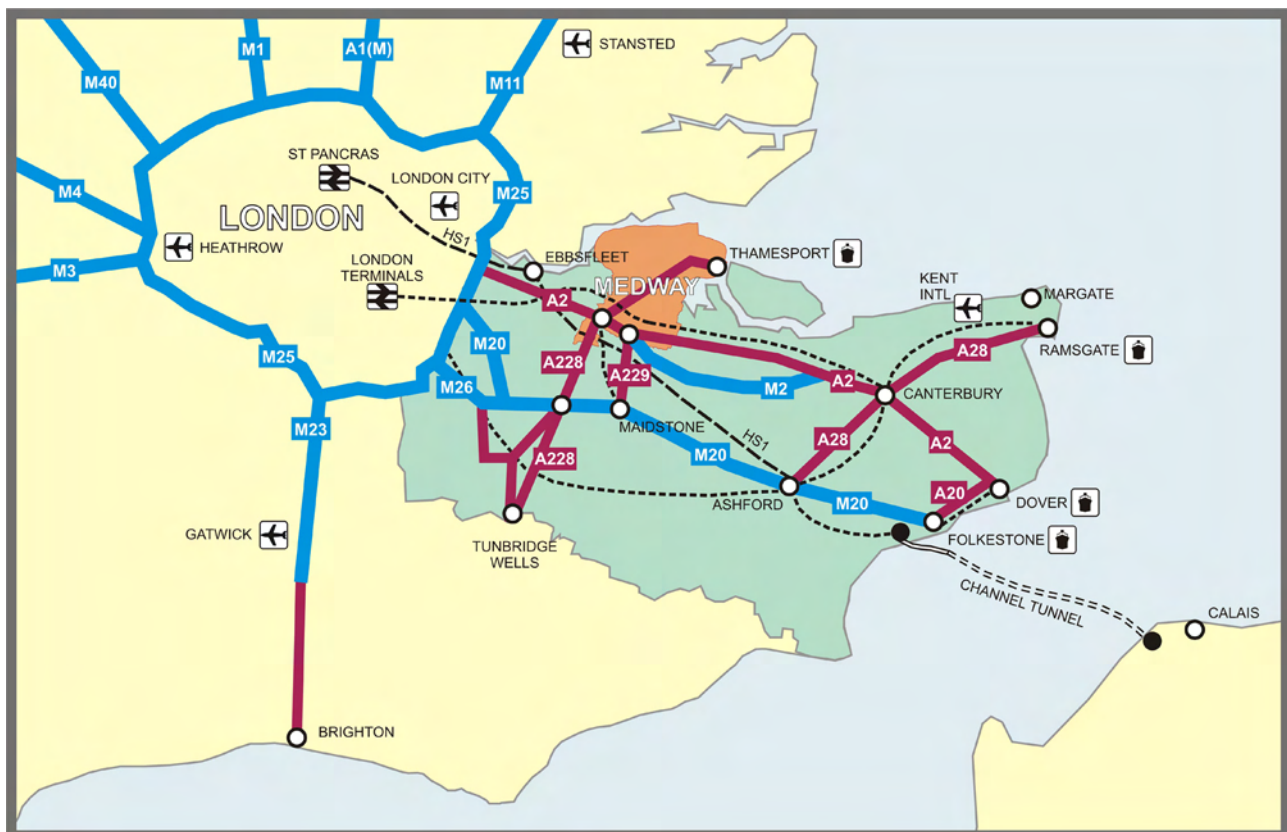
1.1.6 During the 15 year life of this strategy, three-year LTP3 Implementation Plans will be prepared, which will be the overarching programme management tool used to deliver the strategy. Medway's LTP3 Implementation Plans will detail a rolling three-year work programme that take into account available resources. The three-year time period for Implementation Plans links to the Medway Sustainable Community Strategy and Council Plan.

1.1.7 Public consultation and stakeholder input has been very important in the development of Medway's LTP and this is referenced throughout this document. Comments received have influenced the local emphasis of the priorities and transport objectives discussed in the plan and the investment framework in the Implementation Plans. The consultation comments have steered the types of interventions proposed and these are detailed in our Implementation Plan, which delivers this strategy.

1.2 Medway – the location

1.2.1 Medway is recognised by the government as a major element of the developing Thames Gateway region, which is a national priority area for regeneration and growth. As a result, Medway plays an important role on the European and global stage.

1.2.2 Medway is the largest urban conurbation in the south east outside London. It is located only 30 miles from London and 40 miles from Dover and is surrounded by the administrative area of Kent. At the centre of urban Medway are the five historic towns of Strood, Rochester, Chatham, Gillingham and Rainham. The River Medway is at the heart of this urban conurbation and provides a rich resource for commerce and tourism, and is shaping the area and its business, leisure and growth. Larger villages in the more rural parts of Medway include the Medway Valley villages of Cuxton and Halling and the Hoo Peninsula.



Location of Medway



The Quays, new mixed use regeneration at Chatham Maritime

- 1.2.3 The area has excellent access to the national motorway network, being located adjacent to the M2, an identified transport corridor of international significance. The area is also well served by rail networks, with Medway now being served by the High Speed 1 rail commuter service, which significantly reduces the journey time to London.
- 1.2.4 In terms of aviation there is Rochester Airport – a general aviation facility with two grass runways, catering for leisure flying, flight training and some emergency service uses. It is subject to airspace safeguarding by the Council
- 1.2.5 This plan supports the Local Development Framework to continue to work with the operator of Rochester Airport to objectively consider the future of the general aviation facility, bearing in mind its co-location with a strategic employment opportunity. However, with no scheduled service operating at present traffic issues have very localised impacts. A development brief and masterplan for Rochester Airport is being produced and as this develops changes to the highway network will be considered in the successive Implementation Plans for LTP3.

1.3 Where we are now – Medway the story of place

- 1.3.1 The overall picture of Medway in 2010 is of an area recovering well from the collapse of its traditional economic base in the 1980s, with a strong potential to fulfil its role as a regional economic growth area. At the same time the area still faces many economic, social and environmental challenges.
- 1.3.2 In economic terms Medway has benefited from considerable investment arising from its strategic location within the Thames Gateway Growth Area. A major transformation has taken place around the former naval buildings in Chatham creating the Medway Campus, home to three universities and Mid Kent College. A new community has been created at Chatham Maritime, where £400 million of public and private investment has created a showpiece living and working environment attracting large corporate names.
- 1.3.3 Recent investment in infrastructure includes the Medway Tunnel, widening of the M2 and the High Speed Rail Link from the Channel Tunnel to London. As a result, external transport links are excellent. The new bus station at Chatham and associated Quality Public Transport Corridor works will improve the bus services within Medway. However, there are issues around bus punctuality, public transport integration and accessibility (particularly on the Hoo Peninsula).
- 1.3.4 A welcome diversification of the economic base is occurring, towards the creative industries, financial and business services, education, and environmental and energy technologies, adding to Medway's long standing manufacturing strengths. Good progress has been made in raising skill levels, which are growing significantly faster than the regional and national averages. In addition, the unique cluster of universities, the Mid Kent College and the University for the Creative Arts at Rochester have contributed greatly to this. These developments are leading to changes in local travel patterns and the need to improve pedestrian, cycle and public transport links.
- 1.3.5 The business start up rate has now improved in line with Medway's target for 'business births', partly due to the establishment of the Medway Enterprise Hub and the

Medway Innovation Centre. However, the deficiency in employment space of the right type and in the right place may constrain economic growth. Furthermore, Medway remains a relatively low wage area with high levels of out commuting.

1.3.6 The potential for developing Medway as a tourism destination and for improving its image is being tackled in the Medway Regeneration Plan and improving transport services is a key factor in achieving this. The Rochester Destination Benchmarking Study undertaken in 2009 compared Rochester to other national historic towns¹ and established:

- 64% of visitors travel to Rochester by private vehicle compared to a national average of 74%;
- 26% used public transport which includes train, and bus travel;
- Travel by train had increased from 13% (2003) to 18% (2006) to 19% (2009) – national average in 2009 was 13%. The growth in rail trips has been helped by joint tourism promotion with Southeastern Trains, since 2004.
- 7% travelled by bus, compared to a national average of only 3%.
- 4% walked.

1.3.7 In 2012 Great Britain will host one of the most prestigious events in the world, the 2012 Olympics. Medway will be hosting Olympic teams that are training at various venues including the newly refurbished Medway Park sports complex at Gillingham. Good accessibility to facilities is important. This is regularly assessed as part of the Rochester Destination Benchmarking Study, which established in 2009:

- 96% reported having found car parks either quite easy or very easy. An average score for Rochester of 4.68 out of a maximum of 5.00 compares well to the national average of 2.95 for all Historic towns surveyed;

- 73% considered the cost of parking was very reasonable, with a further 22% considering it was quite reasonable. An average score for Rochester of 4.64 compared well to the national average of 2.95 for all historic towns surveyed.

1.3.8 The population of Medway is around 253,500 and is expected to grow to approximately 280,200 over the period of the plan. The social profile is younger than the national average but it is ageing faster. This profile results in calls for improved travel concessions for young people and improved travel services for the growing number of older people.

1.3.9 The area has higher levels of deprivation than neighbouring local authorities in Kent and the south east. It is ranked as the 150th most deprived local authority out of 354 in England. At ward level it has some of the most affluent and some of the most deprived areas in the country. This results in the need for socially necessary bus services in these deprived areas where car ownership is statistically lower. The quality of some private housing and their surrounding environment is poor particularly in some of the more deprived areas. As a result the Housing Partnership is embarking on a targeted partnership approach to



¹ Included Bath, Chichester, Carlisle, Colchester, Guildford, Lancaster, Oxford, Salisbury and Winchester



Walking group launched at St Andrews Independent Primary School

improving housing in the All Saints and Luton ward areas. Neighbourhood engagement at ward level has helped to identify local issues including transport problems.

1.3.10 The overall attainment of children and young people at school in Medway is better than similar local authorities in England and has improved consistently in recent years. However, the 'school run' continues to be a problem even though the number of school travel plans in Medway is proportionately high and a number of travel concessions for young people have been introduced. Significant changes in travel patterns occur between school days and non-school days and this leads to journey times improving by up to 50%² during non school days.

1.3.11 Mental health services for both young people and adults are a priority for improvement particularly in relation to dementia and people with learning difficulties. A lack of understanding of how to use public transport can be a barrier to independence for people with learning difficulties.

1.3.12 Smoking, obesity and diet in Medway are amongst the worst in the south east with average life expectancy lower than the south east and England. At ward level the gap in life expectancy is 6.8 years: significant but well below that seen in some big cities. However, more adults are exercising regularly as a result of improvements to sports and leisure facilities. Encouraging activity through active travel initiatives can significantly contribute to these issues.

1.3.13 Crime is falling fast and is lower than similar places. Anti social behaviour has also reduced. However the perception of crime lags behind the reality and people remain concerned about safety and the way crime and anti social behaviour is dealt with, particularly in the more deprived areas. The transport space and the associated public transport is a large part of the public realm, and therefore transport improvements can contribute to improving personal security.

1.3.14 Medway has a diverse natural environment ranging from the marshlands and wetlands of the Hoo Peninsula to the downland in the west of the area, including eight nature conservation areas and three parks with green flags. Improving accessibility and use of these areas is a priority, to encourage more activity and to improve quality of life.

1.4 What we want to achieve

1.4.1 We want Medway to develop into a fine and welcoming city: a city where people want to achieve in all aspects of their life, through work, leisure and learning. This reflects the main Council vision:

By 2020 Medway will become a prosperous City of learning, culture, tourism and enterprise.

1.4.2 The ability to move around Medway easily and safely whilst reducing social exclusion and addressing the environmental impacts of transport are key to delivering this vision. The Transport Strategy will also support Medway's ambitious plans, which include:

- Creating a new riverside town centre at Chatham that has a busy night time economy as well as day time through the cultural strategy

² Data taken from a comparison of journey times using Automatic Number plate Recognition cameras

- Promoting Chatham Dockyard and its Defences as a World Heritage Site, including improving the accessibility and awareness of the Great Lines Heritage Park, for residents and tourists
- Investigate the potential of the River Medway for work and leisure travel and for further river crossings

1.4.3 The ambition of this strategy is for transport interventions to contribute to five overarching priorities that focus on:

- Regeneration, economic competitiveness and growth
- The natural environment
- Connectivity
- Equality of opportunity
- Safety, security and public health

1.5 What we will do

1.5.1 The Transport Strategy will support Medway's ambitious plans by:

- ensuring highway infrastructure is maintained to the highest possible standard within the available resources
- efficiently managing and improving Medway's local highway network to ensure reliability of journey times
- ensuring public transport becomes a realistic alternative choice to the private car
- contributing to better health and improved local air quality by encouraging walking and cycling and by improving accessibility to key services
- ensuring that people can move around safely in Medway

1.5.2 The strategy sets out a framework of actions delivered through a set of five Transport Objectives. These actions will significantly contribute to the plan priorities. Whilst the strategy will include a wide package of measures, key interventions will focus on:

1. More efficient management of the highway network and car parks, together with highway improvements that focus on congestion and air quality hotspots, thereby improving the reliability and environmental impact of the transport network.



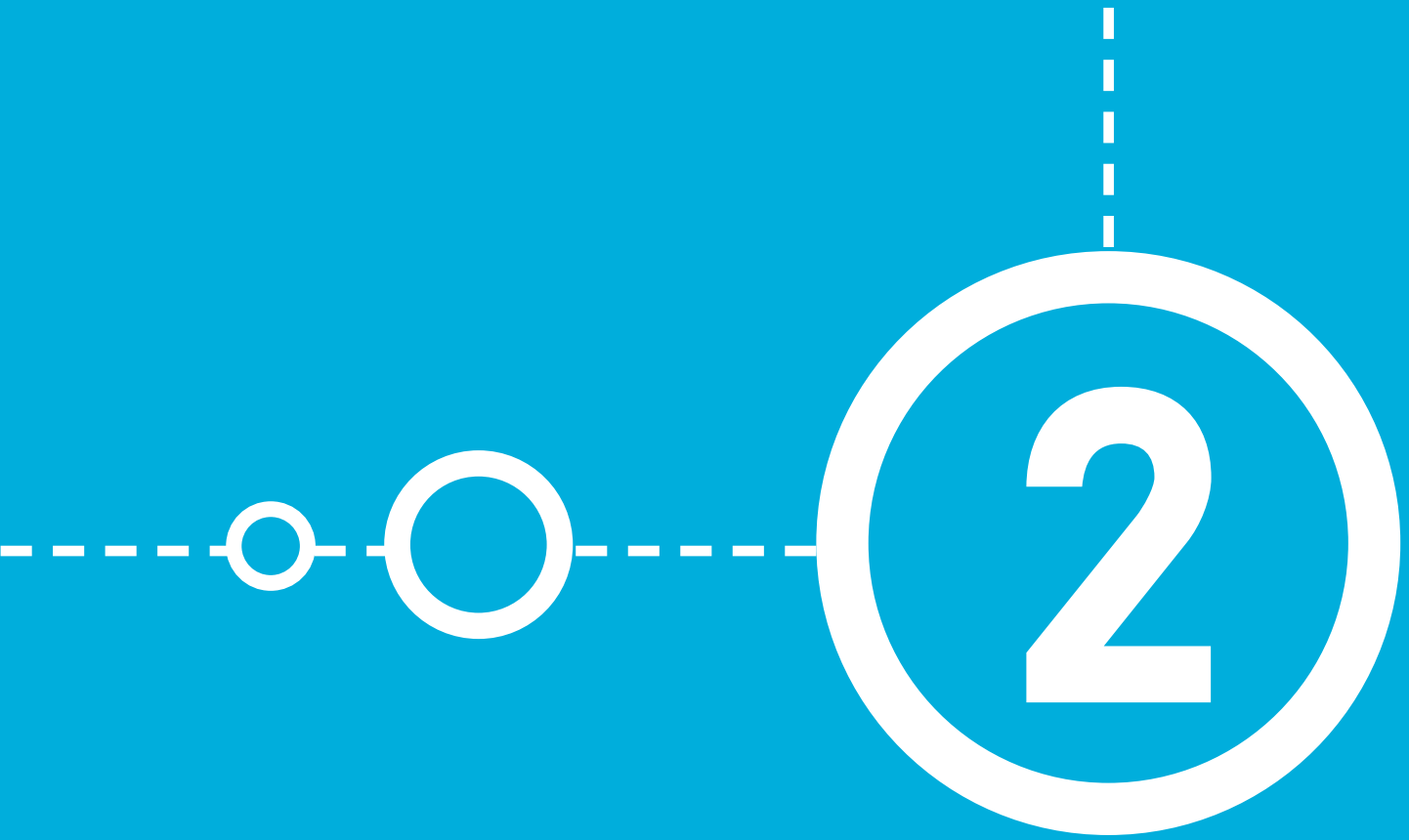
2. Working in partnership both locally and sub-regionally to deliver step change improvements to encourage more people to use public transport. Outputs will focus on delivering better service quality, punctuality and information. Key actions will include the development of Fastrack style bus links, expansion of park and ride services and improvements to stations.
3. Effective highway maintenance, including the Medway Tunnel. This is a vital highway asset that supports all the regeneration proposals in the area. There will be a need for further upgrades to the operating systems within the tunnel with the advancements in technology during the life of the plan.
4. Encourage active travel by supporting students to access the learning quarter by sustainable travel modes, expanding the cycle network, improving accessibility to bus services for people with mobility difficulties, improving public rights of way and delivering the Green Grid and Coastal Access projects.
5. Improve travel safety by road safety interventions, incorporating highway schemes, education, publicity, promotion and enforcement, safer routes to school projects and public safety initiatives;

1.6 Our measures of progress and success

- 1.6.1 Implementation Plans will be produced setting out planned actions. Our achievements will be measured by outcome and output based indicators, which will assess the combined impact of interventions.

1.7 Diversity and equalities statement

- 1.7.1 A Diversity Impact Assessment has been undertaken and screening concluded that the Local Transport Plan complies with the requirements of the relevant legislation and there is evidence to show this is the case. The plan has been developed in consultation, including surveys of the key stakeholders living and working in Medway. The strategy covers the whole population of Medway and does not discriminate on grounds of racial groups, disability, gender or other identified groups. As interventions are developed for specific areas, there will be an opportunity for detailed local consultation and further feedback throughout the life of the plan to ensure there is no discrimination.



Developing the plan
priorities

Section 2: Developing the plan priorities

2.1 Introduction

2.1.1 The Local Transport Plan process is a statutory function and applies to all local transport authorities in England outside London under the Transport Act 2000, as amended by the Local Transport Act 2008. The 2008 Act states that LTPs should contain policies and implementation plans. Medway Council has decided that this involves the production of two separate documents covering:

- Long term Transport Strategy (2011 – 2026)
- Short term Implementation Plan (3 years)

2.1.2 This document is the long term Transport Strategy that will help place-shape Medway for the 15 year period of the plan. The strategy will be delivered by short term Implementation Plans, which will set out a three-year rolling programme of actions. Medway's three year Implementation Plans will link the plan priorities and transport objectives with available financial resources for delivery including the LTP funding allocation from government.

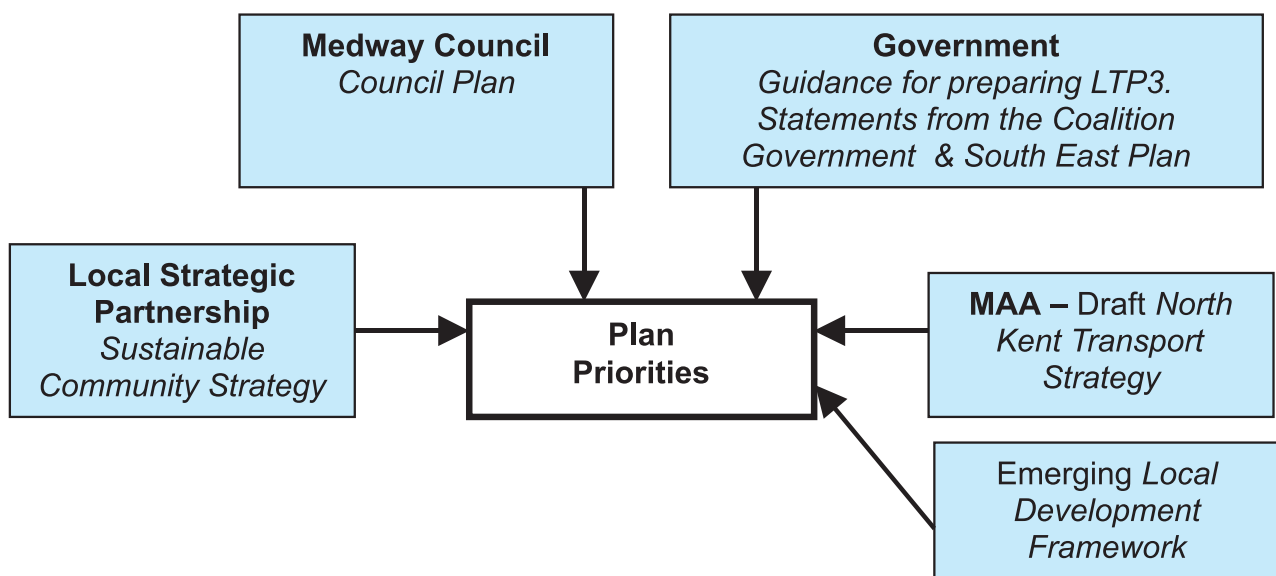
2.1.3 A number of different influences have fed into the development of the plan priorities from a national, regional and local perspective as the flow chart below shows:

2.1.4 Gathering information in preparation for Medway's LTP3 started following the issue by Government of draft guidance in December 2008. In order to reduce duplication, combined stakeholder meetings and workshops were organised in 2009 in conjunction with the preparation of the Local Development Framework and the Sustainable Community Strategy. Both strategies had similar time horizons of 2026 although the LDF has now been rescheduled with an end date of 2028.

2.1.5 This section details the development of the five overarching strategic priorities that underpin the plan and how they have been derived from local, sub-regional, regional and national guidance.

2.2 National Guidance

2.2.1 Development of the initial plan focused on using key elements from the document 'Delivering a Sustainable Transport System' (DaSTS), in which the Government indicated commitment to long term transport planning. This has since been superseded by new direction issued from the government and linked to the DfT business plan issued in November 2010. This business plan gives an indication of the Government priorities up to 2015.



2.2.2 The Climate Change Act 2008 requires greenhouse gas emissions across the UK economy to be reduced by at least 80% on 1990 levels by 2050 and 34% on 1990 levels by 2020. The transport sector represents 21% of the total UK domestic greenhouse gas emissions. The Government's strategy Low carbon transport: A Greener future (2009) acknowledges the scale of the challenge for transport. Government considers local authorities are particularly important in leading change, resulting in the expectation that LTP3s make a significant contribution towards mitigating climate change. In addition to putting in measures to reduce greenhouse gas emissions, it is important that local authorities put in place measures to improve the resistance of local transport to the impacts of climate change, such as flooding and deterioration of roads.

2.2.3 Government published their Active Travel Strategy in February 2010. This recognises that cycling and walking are a very simple way for people to incorporate more physical activity into their lives and are very important for increasing access to jobs and services for many people. When replacing trips by car they can also help reduce emissions and ease local congestion and improve local air quality. The strategy acknowledges that the UK has some of the lowest rates of cycling in Europe - only 2% of trips in England are cycled. As a result, this strategy places particular emphasis on cycling, declaring that "we want cycling to be the preferred model of local transport in England in the 21st Century". In addition, the strategy recognises that in an increasingly budget constrained world, local authorities will have to do more with less, focusing on low-cost, high value measures.

2.2.4 The Local Transport White Paper published in January 2011 set out the Government's vision for a sustainable local transport system that supports the economy and reduces carbon emissions. It explained how the Government is placing localism at the heart of the transport agenda, taking measures to empower local authorities when it comes to tackling these issues in their areas. The White Paper underlined Central Government's direct support to local authorities through the Local Sustainable Transport Fund.

2.3 LTP Guidance

2.3.1 Since the inception of the Local Transport Plan process it has brought about change in the way local authorities plan transport in their areas. LTPs are a vital tool to help local authorities work with stakeholders to strengthen its place-shaping role and delivery of services in the most effective way possible for the community.

2.3.2 The Local Transport Act 2008 removes the requirement to produce a separate bus strategy; rather, improvements to bus services are required to be an integral part of the LTP strategy. The guidance expects that buses will be a key element in achieving the five DfT goals and the plan priorities in LTP3, especially those related to supporting economic growth and tackling climate change. Within Medway's Implementation Plan emphasis will be placed on schemes that deliver improvements to bus punctuality to meet the requirements of the Traffic Commissioner¹.

¹ Traffic commissioner has set targets for bus operators to achieve 95% 1min before to 5min after the published schedule timetable.



Arriva bus in Twydall

2.4 Potential National and Regional proposals

- 2.4.1 During the period of the plan if national or regional transport or infrastructure proposals of a significant nature to the Medway area are taken forward by Government², then a review of the plan may need to be carried out. At the time of preparing Medway's LTP3, it was understood that the Department for Transport had commenced a national study on the Lower Thames Crossing but there were no agreed proposals for the location of a new crossing.
- 2.4.2 In addition to major infrastructure, this plan has to consider the resilience of the highway network to major growth of external facilities such as the International Gateway ports in the South East³. The continuing increase of freight through these ports especially at Dover and the potential traffic management interventions on the strategic road network could result in the migration of these movements onto the M2, which may then have detrimental impact on further regeneration within Medway. During 2010 a regional transport study assessed the impact of growth on the London to Dover Docks transport corridor, which passes through the Medway area.



Thamesport at Grain

2.5 Regional and sub-regional strategies

South East Plan

- 2.5.1 The Regional Spatial Strategy for the South East of England (known as the South East Plan) sets out the long-term spatial planning framework for the region with the end date of 2026. With the change of Government it is the intention to abolish the South East Plan through the new Localism Bill (November 2010)
- 2.5.2 However at the time of preparing Medway's LTP, the South East Plan was still a material consideration.

- 2.5.3 The South East Plan includes spatial policies for housing, infrastructure, economy, environment and tackling climate change - all themes that need to be addressed by Medway's LTP3. The South East Plan identifies Chatham as a regional hub and mentions that Chatham centre is to be developed and designated as a city centre within Thames Gateway. In addition the plan considers the potential for attracting new high value activity, or accommodating the expansion of transport, energy, distribution and the manufacturing industry. The plan identifies Thamesport as an International Gateway.

- 2.5.4 Medway's LTP3 needs to take account of the vision set out in the South East Plan, which states:

Our vision is a high quality transport system to act as a catalyst for continued economic growth and provide for an improved quality of life for all in a sustainable and socially inclusive manner; a regional transport system that progressively reaches the standard of the best in North West Europe.

² Such as a new Lower Thames Crossing or any other significant infrastructure proposal of such a size to affect Medway

³ As defined in the South East Plan, 2009

2.5.5 This vision for the South East is translated into a set of regionally specific objectives that integrate spatial and transportation planning at the regional level, these being:

- i. to facilitate urban renaissance and foster social inclusion by re-balancing the structure and use of the transport system. In particular, bringing forward measures that encourage modal shift to more sustainable modes and significantly improve the attractiveness of local public transport services, walking and cycling
- ii. to reduce the wider environmental, health and community impact associated with the transport system, by bringing forward management measures that reduce our reliance on single occupancy car use.

2.5.6 The Kent Thames Gateway implementation section of the South East Plan states:

The efficient functioning of the Kent Thames Gateway depends on reliable east-west road and public transport routes, and the growth already planned depends entirely on their timely improvement. Efficient north-south movement by public transport and by road will be of increasing importance even with the existing level of planned growth. Regional and international traffic will be affected by congestion on the transport networks serving development in the Growth Area. Therefore, there are regional and national reasons to improve transport capacity.

With the change of Government it is the intention to abolish the South East Plan through the new Localism Bill (November 2010).

Thames Gateway Kent Business Plan

2.5.7 The Thames Gateway was a planning concept that emerged in the 1980s. It is now Europe's largest regeneration project covering an area from the east and southeast of London along both sides of the River Thames through North Kent as far as Sittingbourne and the Isle of Sheppey and on the north side of the River Thames as far as Southend-on-Sea.

2.5.8 The Thames Gateway Kent Business Plan sets out for Medway to focus on the evolution of a regional river-

side city, with cultural, educational, tourism and hi-tech facilities. Grain on the Hoo Peninsula is identified as a national hub for port-related activities, energy production, environmental technology and a value added industry. The transport objectives developed for LTP3 need to address the development ambitions in the Thames Gateway Kent Business Plan

North Kent Transport Strategy

2.5.9 The Thames Gateway Kent Partnership is made up of representatives from the local authorities located in the area, including Dartford, Gravesham and Swale district councils, Kent County Council and Medway Council. This partnership has agreed a North Kent Multi Area Agreement (NK-MAA) with Government. The NK-MAA helps to facilitate and strengthen partnership working to improve the economic and regeneration of the area through common aims, objectives and targets.

2.5.10 The NK-MAA has enabled a North Kent Transport and Connectivity Officer Group to be established, which has developed a draft North Kent Transport Strategy. This sub-regional transport strategy for North Kent sets out five objectives that seek to address wider social, economic and environmental challenges for the area, which put a sub-regional emphasis on the Government's planned future direction for transport. Developed from the national DaSTS goals, the North Kent Transport Strategy draft objectives are:

- Economic regeneration and competitiveness
- Natural environment
- Connectivity
- Equality of opportunity and improved quality of life.
- Safety, security and public health

The priorities for Medway's LTP3 seek to develop these sub-regional objectives further, taking account of the local context.

2.6 Key local strategies

Local Development Framework

2.6.1 Medway Council is responsible for preparing a Local Development Framework (LDF) for its area that will consist of Development Plan Documents (DPD) and other local development documents.

2.6.2 The first components of the LDF will comprise a Core Strategy followed by an Allocations and Development Management Development Plan Document (DPD). It is intended that the Core Strategy DPD will contain the overarching spatial policies for Medway, whilst the Allocations and Development Management DPD will contain site-specific allocations and policies used for determining planning applications.

2.6.3 It is programmed for the formal submission of the Core Strategy to the Secretary of State to take place in November 2011. The priorities and transport objectives of LTP3 need to support the development and regeneration agenda set out in the LDF, by planning for the future predicted additional journeys on a constrained highway network.

Medway Council Plan

2.6.4 This plan sets out Medway Council's core values and priorities for the operation of the Council. The core values of the plan are:

- Putting our customers at the heart of everything we do
- Giving value for money

2.6.5 Medway's LTP3 is the strategic policy framework that delivers and contributes to key commitments of the Council Plan.

The Sustainable Community Strategy

2.6.6 Medway's Sustainable Community Strategy was adopted in the spring 2010, with a similar 2026 year horizon period as LTP3. It is the successor to the Medway Community Plan 2007-10, reflecting recent changes in Medway and its national, regional and global context. It is the overarching strategy for Medway, setting the ambitions for Medway with the key aim for Medway to have a thriving, diverse and sustainable economy matched by an appropriately skilled workforce supported by a Higher Education Centre of Excellence.

2.6.7 The Medway Local Strategic Partnership has led the development of the strategy in consultation with the community and partner agencies. The strategy takes a



longer term view of many of the issues facing the area. Collaborative working has taken place in developing the Sustainable Community Strategy and LTP3, and as a result Medway's LTP3 will significantly contribute to the delivery of the strategy.

2.6.8 Medway's LTP3 also seeks to closely relate to the delivery of other strategies of Medway Council.

2.7 Links to strategies of other organisations

National Health Service (NHS)

2.7.1 The Eastern and Coastal Kent NHS and West Kent NHS Primary Care Trusts produced a report in 2008 entitled 'A strategy for consultation on Tackling Overweight and Obesity Across Kent'. This report covered the health of Medway residents. In section 2.5, the report considered the importance of the relationship between transport and health and concluded that a key area of change is required to encourage walking and cycling. Promoting healthier alternatives to the car leading to more exercise for individuals significantly contributes to tackling obesity and in turn reduces traffic congestion, improves air quality and the general health of individuals. Medway's LTP3 can contribute to this initiative by encouraging 'active' travel.

Kent Fire and Rescue service

2.7.2 In the Kent Fire and Rescue service Area Performance report (1 April 2008 – 31 March 2009) one of the aims identified was to reduce the number of road traffic collisions. Extensive partnership collaboration to achieve this aim is taking place through various events, advertising and promotions, together with working in partnership with the Police and Medway Council through the Road Safety Partnership and Local Strategic Partnership forum.

Police

2.7.3 One of the aims in Policing Kent 2009/2012 is to make the roads safer by continuing the target to reduce the number of adults and children killed or seriously injured in road traffic collisions.

2.7.4 In support of both the Police and the Kent Fire and Rescue service, road traffic collisions need to be considered as a key element of the transport objectives for Medway's LTP3.

Rochester Bridge Trust

2.7.5 Medway is fortunate to also have within the authority area The Rochester Bridge Trust. This was established over 600 years ago to oversee and provide funds, provision of crossings free of charge to the public for the crossing of the River Medway. The Trust is an important partner in providing and maintaining a key element of the transport infrastructure for the Medway area.

2.8 Network assessment

2.8.1 In order to provide a robust evidence base to support the transport policies and proposals in both the LDF and LTP3, an area-wide transport model has been developed using SATURN software. The model was developed in partnership with the Highways Agency.

2.8.2 The model has been used to predict likely highway traffic conditions in 2026, at the end of the LDF / LTP3 period. This has been achieved by predicting the likely impact on the highway network of traffic growth and the delivery of planned developments up to 2026, taking into account the impact of known transport improvement projects. The modelling work combined with local

experience has resulted in critical points in the network being identified where significant congestion is either experienced or predicted during the plan period. The key congestion hotspots are:

- A229 gyratory junction with former Mid Kent College, Horsted
- A2 Corporation Street junctions with The Esplanade & Gas House Road
- A2 junctions and link between Chatham Hill and Canterbury Street junctions
- A2 junction with Canal Road
- A289 link between Four Elm roundabout and Medway Tunnel including Sans Pareil and Anthony's Way roundabouts and exit from Medway City Estate
- A2/A228 Strood town centre
- A228 junction at Darnley Arch Bridge, Strood
- A2 Star Hill junction with A229 City Way roundabout
- A231 Dock Road junction with Wood Street roundabout
- A278 junction with Sharsted Way/Wigmore Road
- A2 junction with Mierscourt Road, Rainham
- A2 junctions with A278 Hoath Way & A289 Ito Way
- B2004 link through Lower Rainham



PC O'Meara meeting members of the public at the opening of an accessibility scheme in Hoo St Werburgh

2.8.3 The modelling work predicts that vehicle demand on the network will increase 27% by 2026 and average journey times during the morning peak hour are likely to increase by around 7-8% for the modelled urban network^{4,5}. Additional transport improvement schemes and interventions have been modelled to assess their impact on journey times, congestion and value for money. Actions have been developed as a result of the modelling work, which are detailed in section 5.

2.9 Achievements during LTP2

2.9.1 The achievements during LTP2 need to be taken into account when developing LTP3. Following government advice, Medway's LTP2 contained 23 targets covering a broad range of interventions. Medway has been successful in achieving or exceeding 22 of the 23 targets, which by March 2010 has resulted in:

- Growth of bus patronage by 10.2 % since 2004
- Reduced the child killed and seriously injured by over 50%, and reduced the killed and seriously injured overall by over 40% since 1994-98.
- 363 bus stops now have raised kerbs installed. 59% of high frequency bus stops now have raised kerbs to improve access to bus services.
- Over 110km of cycle routes have been installed, together with 18 permanent continuous cycle counters. These have recorded over 12,000 cycle movements per week during the summer months.
- 100 out of 117 (85%) schools in Medway have active school travel plans.
- Major accessibility schemes improving access to local shops and services in Hoo.
- Expansion of commuter coach park and ride site at Wigmore to support commuter coach services from the south of the authority area.
- Agreement with NHS Medway to fund active travel co-ordinator to promote walking, cycling and general improvements to health.
- Excellent partnership working with Arriva to continue quality bus partnership agreement including bus



Hoo accessibility scheme

punctuality, promotion of all bus services via area wide timetable book, and online.

- Partnership working with Network Rail, and South eastern to progress with solutions for Medway's mainline rail stations - Strood, Rochester, and Chatham. Rochester is in the South East Rail Utilisation Strategy programme.
- Through the Rochester Bridge Trust's programme of investment major maintenance works have been completed on the A2 Rochester Bridge river crossing totaling £9.9million

2.9.2 In the last year of LTP2 (2010/11) the following projects are expected to be completed or have commenced.

- Gillingham railway station forecourt area modernised and upgraded as part of £1.5m Community Infrastructure Fund (CIF) investment from Government.
- Investment in new dynamic bus facility in Chatham town centre replacing old bus station.
- £13m CIF funding for Medway's UTM system and quality public transport corridor including new bus shelters and upgraded real time information system.

⁴ Some links experiencing greater journey time increases

⁵ Medway LDF Transport Issues and Preliminary Options Report Phase 1 April 2009

- Improvements to A228 on the Hoo Peninsula to Grain including the construction of a new bridge over a railway crossing and the construction of a new roundabout on a notorious bend at Fenn Corner. Projects to be funded by CIF funding and £5.375m developer contribution from National Grid with regard to a new business park development at Grain.

2.9.3 Medway's LTP2 contained 23 challenging targets and out of these 22 have been achieved. The one remaining involved installing of bus borders and this work will be continued through into LTP3.

2.10 Development of LTP3 – consideration of high level options

2.10.1 In developing Medway's LTP3 and the transport strategy that supports Medway's LDF, four high level options were considered:

- do minimum
- predict and provide – predict the likely growth in traffic and fully accommodate the growth by building more roads



- high quality public transport, including:
 - improve bus journey times, reliability, quality of service, accessibility, journey information and smart ticketing
 - improve rail services through station improvements and lobbying for network improvements

- sustainable transport – package of integrated transport and land-use planning measures, including:
 - enabling more sustainable transport choices, through improving and promoting public transport, walking and cycling networks
 - improving the efficiency of the existing transport networks;
 - tackling congestion hotspots;
 - ensuring new development has high accessibility to public transport services;
 - encouraging mixed use development.

2.10.2 Table 2.1 assesses the transport strategy options against the delivery of national DaSTS transport goals in December 2009. For greater detail see the Strategic Environmental Assessment. This simple assessment demonstrates that, in terms of policy fit, the high quality public transport and the sustainable transport package approaches are the favoured options, with the 'do minimum' and 'predict & provide' options being contrary to national policy.

	Transport strategy options			
	Do minimum	Predict & provide	High quality PT	Sustainable transport
National transport goals:				
Support economic growth	X	✓	✓	✓
Reduce carbon emissions	X	X	✓	✓
Promote equality of opportunity	X	X	✓	✓
Contribute to better safety, security and health	X	X	✓	✓
Improve quality of life and a healthy natural environment	X	X	✓	✓

2.10.3 Furthermore, the delivery of major infrastructure (such as a new relief road) would have significant challenges for the following reasons:

- very unlikely to attract government major scheme funding in the current funding climate;

- unlikely to be affordable from developer contributions;
- increased carbon emissions from new trips;
- likely to have high level of detriment to environmental issues.

2.10.4 The do minimum option would be likely to lead to worsening congestion and increased journey times resulting in:

- reduced competitiveness of the area and a deterrent to future inward investment;
- increased air quality problems leading to worsening health;
- increased carbon emissions.

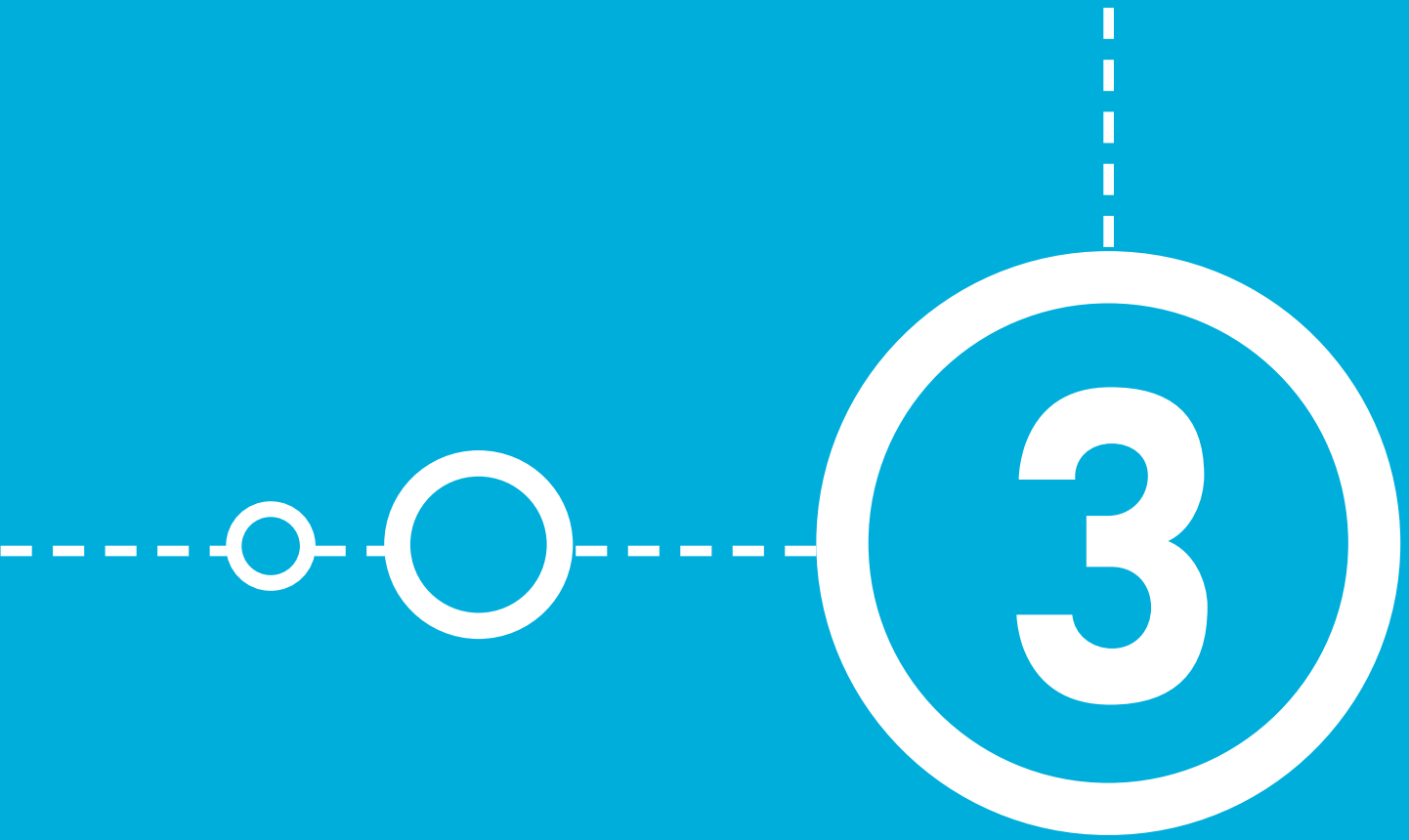
2.10.5 Taking into account policy fit, funding availability and contribution to the overarching priorities of Medway Council and its partners, the favoured transport policy option for Medway's LTP3 is a sustainable transport approach combined with an improved, high quality public transport service, which collectively will aim to manage travel demand.

2.11 Appraisal of transport objectives

2.11.1 In accordance with the LTP guidance, appraisal of the plan priorities is carried out in the form of a Sustainable Environmental Assessment (SEA) and this forms a separate document prepared as part of the LTP process.



Wigmore coach park
park and ride
scheme



Our priorities

Section 3: Our priorities

3.1 Plan priorities

3.1.1 Our LTP3 plan priorities seek to address wider social, economic and environmental challenges for the area, whilst taking into account emerging government policy, the developing North Kent Transport Strategy, the emerging LDF and the priorities of Medway Council and its partners. Links to these key policy drivers has been explained in section 2. As a result, Medway's plan priorities for LTP3 focus on:

- Regeneration, economic competitiveness and growth
- The natural environment
- Connectivity
- Equality of opportunity
- Safety, security and public health

3.1.2 The ambition is for Medway's LTP3 to deliver a package of transport actions that contribute to achieving these overarching priorities.

3.1.3 The following paragraphs provide details of each plan priority. Key actions are identified for each priority – some actions are duplicated where they significantly contribute to more than one priority. Key indicators are identified for each priority, which will enable the level of success to be reported.

3.2 Regeneration and economic competitiveness

Priority 1 - To support Medway's regeneration, economic competitiveness and growth by securing a reliable and efficient local transport network

3.2.1 A combination of the successful regeneration of Medway and background traffic growth to 2026 is likely to have a significant impact on the efficiency of the highway network. Actions are required to avoid increased congestion from the increased movements predicted.

3.2.2 Key actions of Medway Council and partners will include:

- more efficient management of the highway network and car parks;
- improvements to the strategic road network focusing on congestion hotspots;
- improving the quality of bus services, including the development of Fastrack style bus links and smart ticketing;
- better management of freight, including improved access to the International Gateway at Grain;
- encouraging walking and cycling for short journeys;
- investigating river transport and additional river crossings.

3.3 Natural environment

Priority 2 - To support a healthier natural environment by contributing to tackling climate change and improving air quality

3.3.1 Nationally and locally there is a desire to reduce the potential negative impact of transport on the natural environment. The plan will support measures that reduce transport's emissions of carbon dioxide and other greenhouse gases and pollutants.



3.3.2 Key actions of Medway Council and partners will include:

- encouraging alternatives to the private car by:
 - improving the quality of bus services, including the development of Fastrack style bus links;
 - encouraging walking and cycling for short journeys.
- more efficient management of the highway network including air quality, traffic management schemes and tackling congestion hotspots.

3.4 Connectivity

Priority 3 - To ensure Medway has good quality transport connections to key markets and major conurbations in Kent and London

3.4.1 The plan will support measures that enhance inter- and intra-regional connectivity to and from Medway, including major regeneration sites.

3.4.2 Key actions of Medway Council and partners will include:

- improved sub-regional public transport services and facilities to connect Medway with key business centres and labour markets, including improvements to rail stations;
- Seeking funding opportunities;
- longer distance trips into Medway captured by park and ride services to reduce town centre traffic;
- more coordinated sub-regional highway network management by working in partnership with the Highways Agency and Kent County Council;
- encouraging commuters to cycle to railway stations as part of their outward journey to work;
- development of sub-regional cycle routes;
- ongoing investment in the bridges and tunnel crossing the River Medway.

3.5 Equality of opportunity

Priority 4 - To support equality of opportunity to access employment, education, goods and services for all residents in Medway

3.5.1 The plan will support measures that enhance accessibility to key destinations. The inability to access employment, education, goods and services is closely linked to social exclusion; improving access to transport networks will provide people with more equal opportunities.

3.5.2 Good design in new developments in terms of layout and effective integration of modes can significantly contribute towards improving accessibility to local services.

3.5.3 Key actions of Medway Council and partners will include:

- improving accessibility to bus services for people with mobility difficulties;
- supporting students to access the learning quarter by public transport, walking and cycling;
- subject to funding supporting independence by maintaining key socially necessary bus services and providing transport services to day services;
- revised design guidance for new developments that supports improved accessibility by walking, cycling and public transport;
- community transport schemes.

3.6 Safety, security and public health

Priority 5 - To support a safer, healthier and more secure community in Medway by promoting active lifestyles and by reducing the risk of death, injury or ill health or being the victim of crime



High speed trains at Rainham Station

3.6.1 Increasing the frequency and distance that people walk and cycle has health benefits in terms of tackling obesity and related illness. Furthermore, deteriorating road safety should not be seen as an acceptable consequence of any increase in demand for travel.

3.6.2 Key actions of Medway Council and partners will include:

- road safety interventions incorporating highway schemes, education, publicity, promotion and enforcement;
- safer routes to school initiatives;
- encouraging cycling;
- improved pedestrian access to local facilities;
- development of Green Grid and the coastal access initiatives, and improving public rights of way;
- public safety initiatives;
- effective highway maintenance, including footways and cycleways.

3.6.3 Indicators will include:

- number of road traffic accidents;
- number of cyclists on the strategic cycle network;
- number of students travelling to school by car.

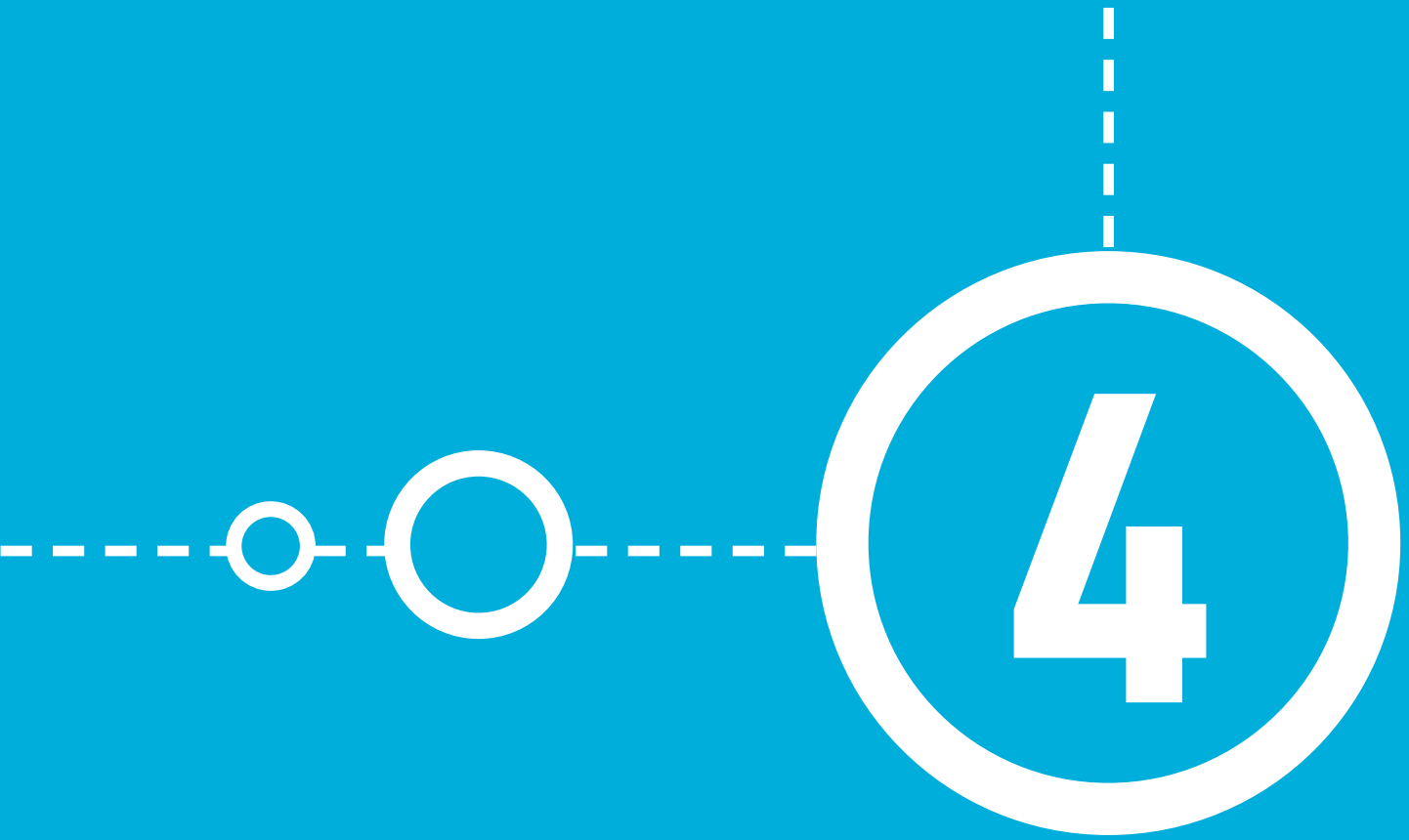
3.7 Planned actions

3.7.1 Section 4 details the Transport Objectives and long term aims, which will be used as a framework to deliver the plan actions.

3.7.2 Section 5 sets out by Transport Objective the high level actions that will be developed and implemented during the 15-year plan period. These actions will be developed in the Implementation Plans throughout the period of the plan.



Service user accessing mobility bus at
Bean Lodge Day Centre



Our framework for
delivery

Section 4: Our framework for delivery

4.1 Introduction

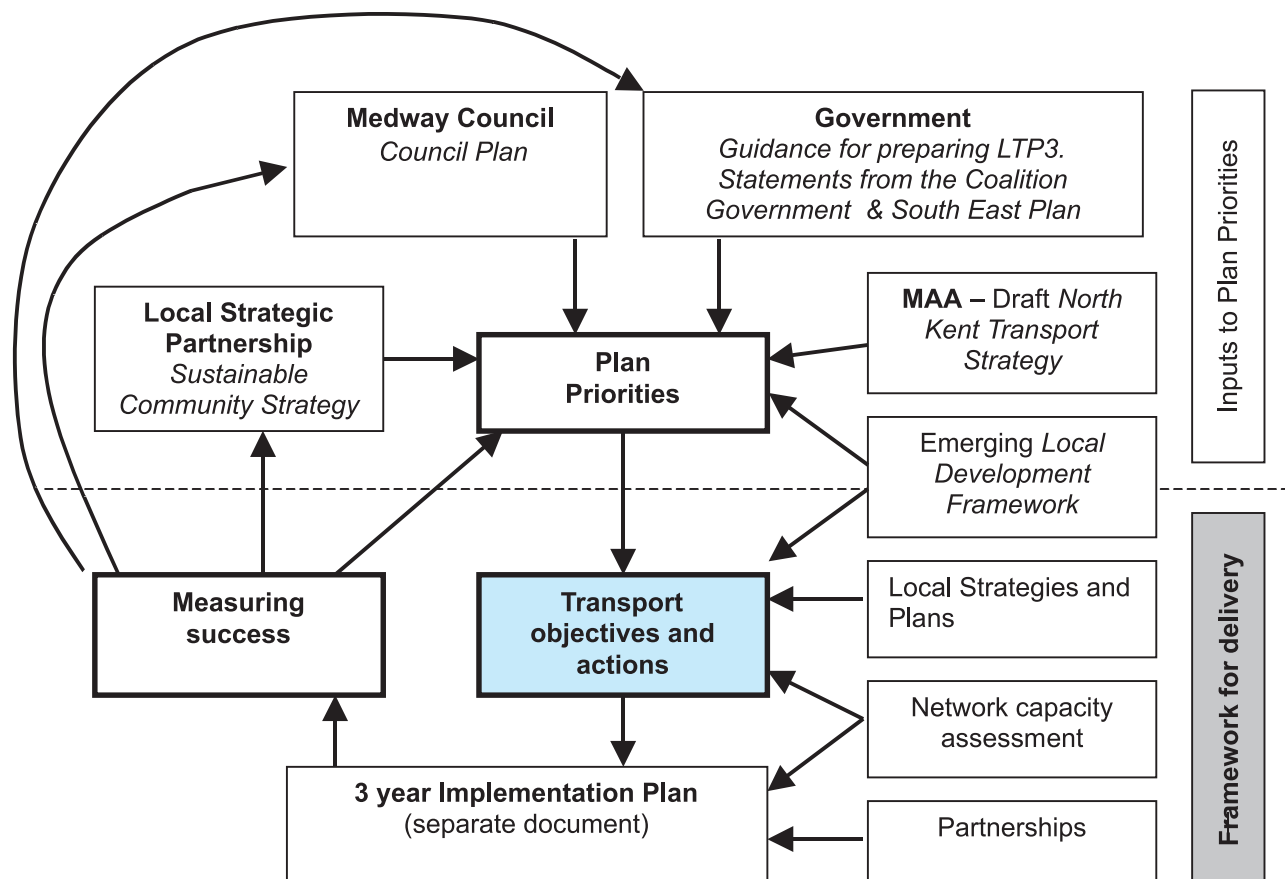
4.1.1 The basis for the LTP3 plan priorities has been demonstrated in section 3. This section details our framework for delivery, which include our long-term transport objectives. These underpin the plan priorities and form the framework for the development of the three-year Implementation Plans.

4.1.2 The chart below is expanded from the flowchart shown previously in section 2. The chart shows the framework for delivery, including the transport objectives and actions, and the interplay between a number of key mechanisms and partnerships. An important element of the whole process is measuring success which will feed back to the Local Strategic Partnership and Medway Council's Council Plan.

4.1.3 The transport objectives span the period of the plan and can demonstrate continuity from the objectives previously adopted in LTP2. The challenge is to deliver transport objectives that strike the right balance between the five overarching priorities of the plan and meet the sometimes conflicting aspirations of residents, businesses and employees.

4.1.4 Each transport objective has a specific focus and seeks to deliver improvements towards the plan priorities, together with contributing to other agendas of Medway Council and its partner organisations. The transport objectives for Medway are:

- Highway maintenance
- Improving transport infrastructure capacity
- Improving public transport
- Encouraging active travel and improving health
- Improving travel safety





These transport objectives form a framework for developing actions that improve moving around Medway as well as influencing travel sub-regionally.

4.1.5 The following paragraphs detail each transport objective and demonstrate how they contribute to the plan priorities. The ambition is to develop transport objectives that not only link to more than one LTP priority, but also contribute to delivering a collection of wide-ranging strategies covering other agendas within the Medway area. These Medway-wide strategies seek to deliver a series of improvements and change across a range of economic, environmental and social issues.

4.1.6 The transport objectives will be delivered in partnership with others. Arrangements are detailed under each objective that focus on delivering added value by:

- Recognising the interdependences with other organisations
- Joint funded projects
- Better coordination of services

4.1.7 Where appropriate, developer contributions will be sought towards the delivery of the transport objectives.

4.1.8 The transport objectives have been developed from the initial comments received through consultation. This included stakeholder workshops that took place in conjunction with consultation on the development of the LDF and Sustainable Community Plan. A complete list of the groups and workshops attended along with more detail on the issues raised is included in Appendix A. A summary of the key issues raised by the public is detailed under each of the transport objectives.

4.2 Transport objective 1 - Highway maintenance

4.2.1 Principle of objective:

To undertake enhanced maintenance of the highway network in the most sustainable way practical

4.2.2 The ambition is for Highway Infrastructure to be maintained to the highest possible standard within the available resources.

4.2.3 The table below demonstrates how this transport objective contributes to the plan priorities:

LTP priority	Contribution from this transport objective
Regeneration, economic competitiveness and growth	<ul style="list-style-type: none"> • effective maintenance of strategic links, including the Medway Tunnel • well maintained highway network
Natural environment	<ul style="list-style-type: none"> • effective maintenance of the cycleway infrastructure demonstrates a strong, ongoing commitment to encourage cycling and as a result contributing to improved air quality.
Connectivity	<ul style="list-style-type: none"> • effective maintenance of strategic links, which provide links to the sub-region
Equality of opportunity	<ul style="list-style-type: none"> • effective maintenance of footways and cycleways, providing accessibility to key services for people without access to a car
Safety, security & public health	<ul style="list-style-type: none"> • maintenance of highway network to a standard to avoid incidents and collisions • maintenance and improvement of public rights of way, footpaths and cycleways, which encourages walking and cycling thereby contributing to improved local air quality • effective winter maintenance strategy



ANPR police cameras in
Maidstone Road,
Chatham

4.2.4 This objective links to the Highways Act 1980 and the maintenance of highway infrastructure and public rights of way. It enables safe and reliable movement around Medway. A key link with this objective is the Economic Development Strategy because maintaining an effective infrastructure allows economic movement for business.

4.2.5 This objective ensures the efficient operation of Medway's highway network through coordination with utility companies, the emergency services of Police, Fire and Ambulance and key partners such as the Rochester Bridge Trust.

4.2.6 Through the various workshops and public meetings during the development of the plan, key responses received regarding highway maintenance covered the following areas:

- Repair potholes in roads and damaged kerbs
- Change traffic light operational efficiency so more time for users to cross

4.2.7 The objective seeks to contribute to addressing the following issues:

- Maintaining public highways to a satisfactory standard is a legal requirement
- Tackling the decline in structural condition of a proportion of Medway's roads

4.3 Transport objective 2 - Improving infrastructure capacity

4.3.1 Principle of objective:

To respond to regeneration by efficiently and safely managing and improving Medway's road network, including improving road freight movements through Medway

4.3.2 The ambition is to efficiently manage and improve Medway's local highway network to ensure reliability of journey times.

4.3.3 The table below demonstrates how this transport objective contributes to the plan priorities:

LTP priority	Contribution from this transport objective
Regeneration, economic competitiveness and growth	<ul style="list-style-type: none"> • more reliable and efficient road network • more punctual bus services • better car parking offer • more efficient freight network
Natural environment	<ul style="list-style-type: none"> • reduced emissions from private car use by more efficient highway network
Connectivity	<ul style="list-style-type: none"> • improved sub-regional network management and freight management by working in partnership with the Highways Agency and Kent County Council
Equality of opportunity	<ul style="list-style-type: none"> • reduced barriers to movement for pedestrians and cyclists by tackling congestion hotspots
Safety, security & public health	<ul style="list-style-type: none"> • improvements to road safety as a result of better network management

4.3.4 This objective links to the Traffic Management Act. Furthermore, it contributes to the Local Development Framework, Medway's Young Peoples Plan and Medway's Economic Development and Regeneration Strategies.

4.3.5 The established coordination between Medway Council, the Highways Agency and Kent County Council enable sub-regional strategic traffic management to be effectively delivered. Furthermore, Medway Council works with Kent County Council and Network Rail to strategically manage freight.

4.3.6 Where appropriate developer contributions will be sought for:

- Tackling congestion hotspots
- Traffic management schemes
- Strategic car park management

4.3.7 Through the various workshops and public meetings during the development of the plan, key responses received regarding improving infrastructure capacity covered the following areas:

- Less congested roads and traffic flow improvements
- Road capacity has got to keep up with development
- Ensure that buses run on time
- Parking regulations enforced
- There is lots of parking but it is in the wrong place
- More river crossing facilities required

4.3.8 The objective seeks to contribute to addressing the following issues:

- 16,300 new dwellings are planned in Medway by 2028, with the population predicted to increase by 26,700 over the same period. This major growth in population will place additional travel demands on Medway's road network.
- Planned local job creation is predicted to increase local journey to work movements; at present 28% of the work force out commute to jobs - approximately 48,300 people¹
- Medway has three declared Air Quality Management Areas due to nitrogen dioxide caused by traffic emissions.
- Traffic in Medway is growing above the national average; traffic growth in Medway increased by 0.5% above the national average between 1998 and 2008².
- Growth in car ownership in Medway - it grew by more than 24% between 1991 and 2001 to stand at around 120,000 vehicles³, and is expected to show more growth in the 2011 Census data.
- Medway has higher than average 16 to 74 year olds in employment leading to proportionately higher travel to work peak hour demand.

4.4 Transport objective 3 - Improving public transport

4.4.1 Principle of objective:

To respond to the regeneration of Medway by encouraging travel by public transport including improving the quality, reliability, punctuality and efficiency of services

¹ Source: Medway Economic Development Strategy 2009-12 para 6.12

² Source: Department for Transport's National Road Traffic Survey
Medway growth in traffic km from 1998-2008 was 10.94%, England 10.45%

³ 2001 Census data



Traffic waiting to join the Strood one-way system

4.4.2 The ambition is to ensure public transport becomes a realistic alternative choice to the private car.

4.4.3 The table below demonstrates how this transport objective contributes to the plan priorities

LTP priority	Contribution from this transport objective
Regeneration, economic competitiveness and growth	<ul style="list-style-type: none"> improved quality of bus and rail services more reliable, punctual and efficient bus services reduced demand on the road network by transfer of journeys from private car to bus reduced need for long-stay town centre car parking
Natural environment	<ul style="list-style-type: none"> reduced emissions by encouraging modal shift from private car to bus
Connectivity	<ul style="list-style-type: none"> improved sub-regional transport network by rail, coach and bus
Equality of opportunity	<ul style="list-style-type: none"> improved accessibility to services by community transport schemes, better public transport and smart ticketing
Safety, security & public health	<ul style="list-style-type: none"> promotes more active lifestyle improves security on public transport

4.4.4 This objective links to the Transport Act 2000 and 2008. Furthermore, it contributes to the Local Development Framework, the South East Plan, Network Rail's Kent Route Utilisation Strategy (published 2010), and Medway's Social Regeneration (2008) and Housing Strategies (2008).

4.4.5 This objective recognises the interdependences between public services and commercial transport operators. It will contribute to sub-regional and local improvements to public transport through established partnership working arrangements with Network Rail, Southeastern Trains, bus operators and MAA partners.

4.4.6 Where appropriate developer contributions will be sought for:

- Improvements to bus services and infrastructure including expansion of the real time information system
- Developing and operating Park & Ride services.

4.4.7 Through the various workshops and public meetings during the development of the plan, key responses received regarding improving public transport covered the following areas:

- Efficient, reasonably-priced, well-linked and timely public bus service from early morning to late evening
- Improvements in bus driver behaviour to passengers
- Ensure that buses run on time
- No through service, it's a slow process having to change buses at Chatham
- Electronic bus display times should reflect the times of the buses arriving
- More buses at peak times
- The need for more park and ride locations
- Safety of taxi drivers
- Better access across the river

4.4.8 Bus services and public transport information have improved as part of the ongoing work through LTP2 but more needs to be done. The objective seeks to contribute to addressing the following issues:



- Encourage more people to travel by public transport. 16,300 new dwellings are planned in Medway by 2028, with the population predicted to increase by 26,700 over the same period. In addition, planned local job creation is predicted to increase local journey to work movements; at present 28% of the workforce out commute to jobs. This major growth in trip making will place additional travel demands on Medway's road network unless a significant shift to bus from car is achieved.
- Bus punctuality needs improvement to improve the quality of the service. The Traffic Commissioner, who requires at least 95% of local bus services to be punctual, has highlighted this problem.
- Poor quality of main line rail stations at Rochester, Strood and Chatham creates a poor gateway to Medway.
- Low bus patronage compared with other similar sized local authority areas, brings the potential to grow passenger numbers from a low base.
- Consultees generally consider more use should be made of the river as a transport corridor.

LTP priority	Contribution from this transport objective
Regeneration, economic competitiveness and growth	<ul style="list-style-type: none"> • encouraging walking and cycling for short trips, reducing car trips for local journeys • improved pedestrian access to bus services • travel plans reduce travel demand on the road network
Natural environment	<ul style="list-style-type: none"> • encouraging walking and cycling, resulting in reduced emissions from private car use • local interventions improve air quality
Connectivity	<ul style="list-style-type: none"> • development of sub-regional cycling and walking routes
Equality of opportunity	<ul style="list-style-type: none"> • improved accessibility for people with mobility difficulties to bus services • enhanced accessibility to key services from existing and new developments
Safety, security & public health	<ul style="list-style-type: none"> • promotes more active lifestyle by encouraging walking and cycling for utility and recreational trips

4.5 Transport objective 4 – Encouraging active travel and improving health

4.5.1 Principle of objective:

To contribute to improving health by promoting and developing transport corridors that encourage personal movement and by improving air quality

4.5.2 The ambition is to contribute to better health by encouraging walking and cycling and by improving accessibility to key services.

4.5.3 The table at the top of the page demonstrates how this transport objective contributes to the plan priorities:

Lunchtime walking group

Join us for lunchtime walks during National Walk to Work Week and feel relaxed, revived and energised.

- Monday, 26 April - 30 minutes
- Wednesday, 28 April - 40 to 50 minutes
- Friday, 30 April - 50 to 60 minutes

Meet in reception 12noon

WALK TO WORK WEEK APRIL 26-30

For more information contact
Naomi Clayphan, Active Travel Co-ordinator.
Phone 01634 331371 or
email naomi.clayphan@medway.gov.uk

AN ACTIVE MEDWAY
Easier ways to enjoy exercise
Brought to you by NHS Medway and Medway Council

Poster for Walk to Work Week 2010, a joint initiative between Medway Council and NHS Medway

4.5.4 This objective links to air quality legislation, Medway's Air Quality Action Plan, the national Coastal Access Strategy and Medway's Accessibility Strategy. Furthermore, it contributes to the Local Development Framework, the South East Plan, Medway's Rural Action Plan and Medway's Social Regeneration and Housing Strategies, Medway PCT's 'A Healthy Medway' strategy. Encouraging activity also links to green initiatives such as the Medway Wildlife, Countryside and Open Space Strategy.

4.5.5 As well as delivering actions locally, this objective will add value to sub-regional improvements to pedestrian and cycle networks, through joint funded initiatives such as the Greening the Gateway Kent and Medway projects. These will be delivered through established partnerships with MAA partners, Sustrans and voluntary groups.

4.5.6 Where appropriate developer contributions will be sought for improvements that:

- Encourage walking and cycling
- Result in better accessibility to bus services
- Contribute to improving air quality where the pollution has a traffic source.

Developers will also be required to implement travel plans through planning conditions.

4.5.7 Through the various workshops and public meetings during the development of the plan, key responses received regarding improving personal mobility and health covered the following areas:

- Accessible buses for the mobility impaired and people with pushchairs
- More access to the riverside and better riverside walks
- More cycle paths and cycle parking
- Considering the number of students now in Medway, cycling through Medway Tunnel is needed
- Buses need to have the ability to carry cycles through the Medway Tunnel
- Access guides to town centres
- Develop a buddy and mentoring scheme for people with learning difficulties
- Expand The Villager bus scheme

- Change traffic light operational efficiency so more time for users to cross

4.5.8 The objective seeks to contribute to addressing the following issues:

- Social exclusion – People in Medway without access to a car make eight times fewer trips. 23% of households in Medway do not have access to a car and in some wards the figure rises to 36%⁴ (Chatham Central). Three localities in Medway are within the most deprived 20% in England, where likely incidence of obesity, risk of mental health illness and smoking behaviour are much higher
- Residents of Medway are living longer compared to ten years ago. This results in higher demands for access to services by means other than the car.
- People with mobility difficulties have trouble using public transport.

⁴ Census data



Bikeability training

- Obesity levels in Medway are above the national average, Of the 67 Local Authorities in the South East, Medway has the sixth highest percentage of people that are obese⁵.
- 10% of all outpatient appointments are missed as a result of transport problems.
- Public transport information needs to be more accessible to people with English not as their first language, particularly as ethnic groups in Medway make up 5.4% of the population.

4.6 Transport objective 5 - Improving travel safety

4.6.1 Principle of objective:

To reduce casualties on Medway's roads and to encourage changes to travel habits by the implementation of Safer Routes to School projects

4.6.2 The ambition is to ensure that people can move around safely in Medway.

4.6.3 The table below demonstrates how this transport objective contributes to the plan priorities:

4.6.4 This objective links to the national indicators on road safety and it is a key Sustainable Community Plan aspiration to support the safer routes to school programme in

LTP priority	Contribution from this transport objective
Regeneration, economic competitiveness and growth	<ul style="list-style-type: none"> • more reliable and efficient road network by focused enforcement • reduced cost to the local economy by reducing collisions • public safety initiatives such as the SOS bus encourage the night-time economy
Natural environment	<ul style="list-style-type: none"> • Safer routes to school projects encourage walking and cycling, resulting in reduced emissions from private car use
Connectivity	<ul style="list-style-type: none"> • application of initiatives consistently across the sub-region, such as through the Kent and Medway Safety Camera Partnership
Equality of opportunity	<ul style="list-style-type: none"> • reduced barriers to pedestrian and cycle movement by road safety schemes
Safety, security & public health	<ul style="list-style-type: none"> • road safety including road improvements, education, training, awareness & enforcement • public safety initiatives such as the SOS bus

⁵ NHS Medway/Medway Council Joint Strategic Needs Assessment Annual Public Health Report 2008/09



Medway. Furthermore, it contributes to the Local Development Framework, the South East Plan and the Young Peoples Plan. Improving travel safety also contributes to the Social Regeneration Strategy for Medway by education and promotion to further reduce and prevent incidents on the highway network. This objective operates at a local level.

4.6.5 Established partnership working arrangements contribute to delivering this objective. For example, effective partnerships operate with the emergency services, KCC and local schools. These joint funded interventions deliver projects such as the Kent and Medway Walking Bus Initiative and the Kent and Medway Safety Camera Partnership.

4.6.6 Where appropriate developer contributions will be sought for:

- Road safety schemes
- Safer routes to school projects

4.6.7 Through the various workshops and public meetings during the development of the plan, key responses received regarding improving travel safety covered the following areas:

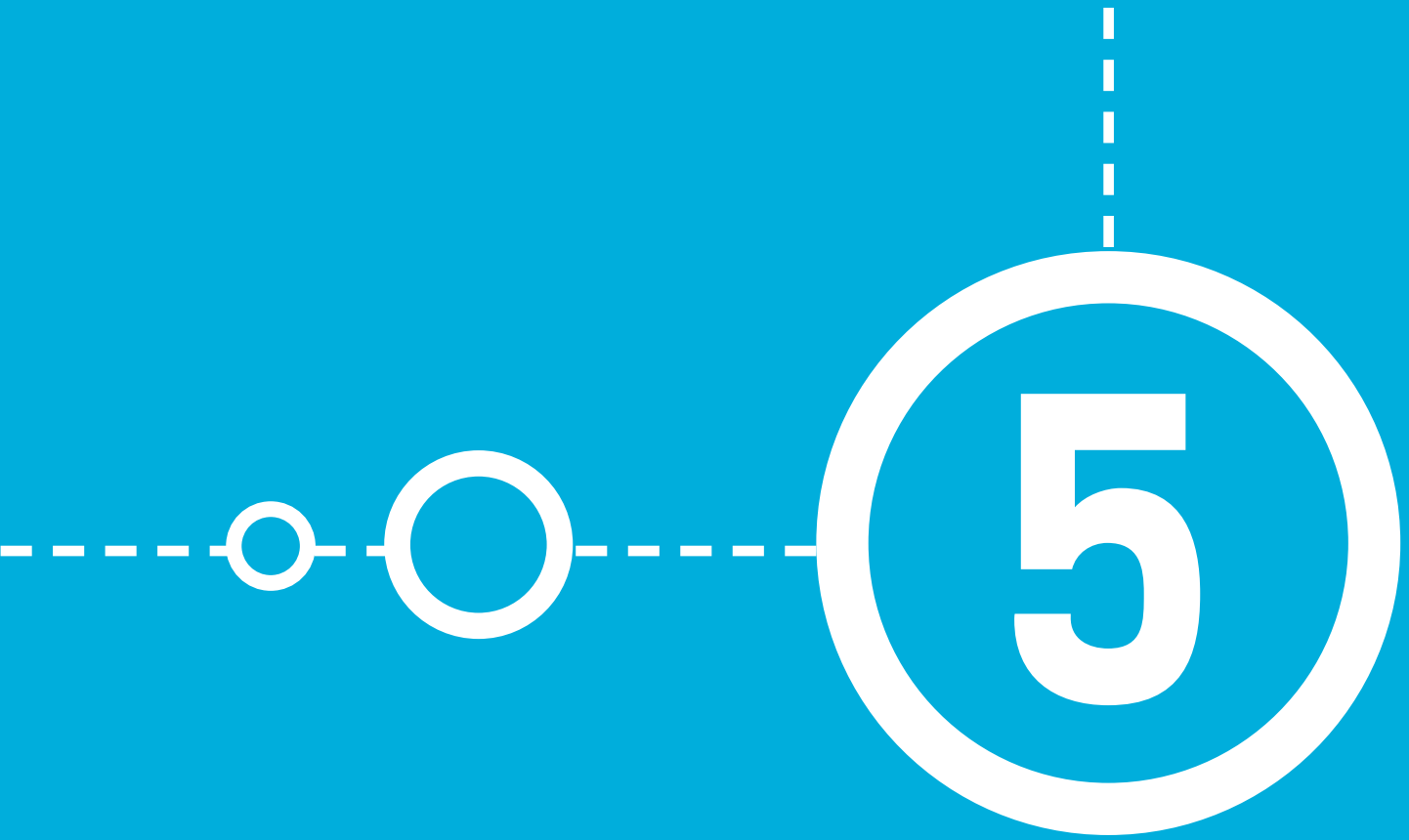
- Medway to be a safe place to travel
- More safe facilities for parking cars
- Speeding regulations enforced
- Expand the SOS bus community safety scheme

4.6.8 This objective seeks to contribute to addressing the following issues:

- Reducing road casualties
- Addressing road user behaviour and attitudes
- Developing road user skills in children by encouraging walking and cycling to school. By promoting sustainability in the way children travel we are changing hearts and minds in our future adults and encouraging a healthier life style

4.7 Planned actions

4.7.1 This section has demonstrated the importance of the long-term objectives and aims, and the linkage back to the LTP3 plan priorities and other strategies and plans. Section 5 sets out the actions that are planned to deliver the objectives and how the success of the plan will be measured.



Delivering our
priorities

Section 5: Delivering our priorities

5.1 Introduction

5.1.1 Section 4 demonstrated how the transport objectives contribute to delivering the five overarching plan priorities. Section 5 details the actions required to deliver the long-term aims of each of the transport objectives. To allow funding for large one-off projects to be effectively targeted during the 15-year period of the strategy, some interventions are prioritised for short, medium and long-term delivery. These periods are defined as:

- **Short term: April 2011 to March 2016**
- **Medium term: April 2016 to March 2021**
- **Long term: April 2021 to March 2026**

Other projects will be delivered during the life of the plan period

- Structural infrastructure maintenance
- Carriageway maintenance
- Footway and cycle track maintenance
- Public rights of way maintenance



5.2 Transport objective 1: Highway Maintenance

Objective: To undertake enhanced maintenance of the highway network in the most sustainable way practical.

5.2.1 As a Highway Authority, Medway Council maintains 522 miles (840km) of adopted highway and 182 miles (293km) of Public Rights of Way.

5.2.2 Medway Council will actively manage and co-ordinate maintenance works on the highway to ensure minimum disruption for all road users. The programming of highway works on bus routes will be undertaken to minimise disruption to bus services as a priority action. Where incidents do occur on the network, Medway Council will have processes in place to ensure they are dealt with quickly and effectively. This objective will be delivered by the following ongoing actions:

- Management of highway assets
- Medway Tunnel upgrade (medium term)

Management of highway assets

5.2.3 During LTP2 a new asset management system was developed called CONFIRM. It is a computer-based information system that manages and maintains a portfolio of asset and infrastructure information. It enables the ability to plan, maintain and make strategic investment decisions about the highway assets. An updating procedure has been developed to ensure the data is maintained up to date and this will continue to provide an invaluable tool for LTP3. Medway's highway asset management system is being used to reduce street clutter and maximise efficiency. Actions include improvements to street lighting, traffic signals and highway drainage.

5.2.4 Street lighting asset data is held in CONFIRM. Maintenance is generally routine including testing, street light maintenance, cleaning and fault repairs. Medway are keen to investigate innovative ways of minimising street lighting energy consumption and this will be continued in LTP3. During LTP2 extensive traffic signal lantern changes

have taken place, with LED low voltage type lights being installed. All new installations are being installed to the latest energy saving specifications.

- 5.2.5 New planned maintenance regimes were instigated in LTP2 for highway drainage with digitised mapping, this has achieved positive outcomes by reducing reactive incidents and will continue in LTP3.

Medway Tunnel upgrade

- 5.2.6 On the A289, the Medway Tunnel is the most important highway asset that falls under the jurisdiction of Medway Council as highway authority. Since its completion in 1996 the tunnel has become a strategically important link under the River Medway that has enabled the extensive regeneration of the Chatham Maritime area. The tunnel is also closely co-located to the Medway City Estate and as a result has supported transport and logistics to 680 businesses. In 2010/11 the tunnel underwent a process of undergrading of the operating and control systems, and these will be complemented by further upgrades during LTP3.



Medway Tunnel exit looking out to Chatham Maritime

Structural infrastructure maintenance

- 5.2.7 The structures inventory is well documented and maintenance generally occurs in accordance with the Code of Practice. Medway Council works in partnership with Kent County Council to accommodate the structures requirements including the Bridge Condition Indices (BCIs). A specialist consultant is employed to carry out this work.

Carriageway maintenance

- 5.2.8 Based on the Code of Practice for highways, details of responsive and routine maintenance procedures are clearly detailed together with plans for how carriageway condition is assessed and monitored. The carriageway maintenance regime incorporates a number of condition surveys to enable programmed maintenance to be more effective, especially on unclassified roads. Condition surveys include UKPMS (UK Pavement Management System), visual, community feedback, traffic patterns and volumes.

Footway and cycle track maintenance

- 5.2.9 Medway Council footways and on-highway cycle tracks are inspected in accordance with UKPMS, which incorporates frequency of usage and location on the network. Routine and planned maintenance relies on inspector reports. Whilst the requirement for footway surveys became non-mandatory during LTP2 period, Medway Council considered it was good practice for UKPMS surveys to be continued for footways. This enables an independent and accredited audit of condition to be maintained. UKPMS surveys would be continued and extended for footways. Volunteers from the Sustrans cycle ranger scheme supplement the inspection of cycle tracks by reporting observed defects. Responsive repairs and annual planned programme maintenance are carried out as a result of these inspections.

Public Rights of Way maintenance

- 5.2.10 Public Rights of Way (PROW) are inspected yearly and form part of the inspection regimes for the Highways Inspectors. The majority of PROWs are programmed to be inspected in April or May, with some that are inspected at the end of the summer period. Each Inspector completes a PROW Condition Survey after inspecting a PROW and these are scanned and linked to

the site of the PROW in CONFIRM. Any issues relating to PROW are followed up. In addition, our PROW officers and the Highway Inspectors visit PROW on a reactive basis to deal with new enquiries and complaints.

Table 5.1 demonstrates the contribution objective 1 makes to the plan priorities

Table 5.1 Contribution to plan priorities – Objective 1 – Highway maintenance					
Actions	Plan priorities				
	Economic regeneration, competitiveness and growth	Natural environment	Connectivity	Equality of opportunity	Safety, security & public health
Management of highway assets	✓ ✓	✓	✓ ✓		✓ ✓
Medway Tunnel upgrade	✓ ✓		✓ ✓		✓ ✓
Structural infrastructure maintenance	✓ ✓		✓ ✓		✓ ✓
Carriageway maintenance	✓ ✓		✓ ✓		✓ ✓
Footway / cycle track maintenance		✓ ✓		✓ ✓	✓ ✓
Public rights of way maintenance		✓		✓ ✓	✓ ✓
Key					
Significant contribution	✓ ✓				
Slight contribution	✓				

out how the highway network will be managed. Given the significant demands on the network that are anticipated, it is proposed to review the Network Management Plan to complement the LTP3 Implementation plans.

Operation of Urban Traffic Management and Control

5.3.3 Medway Council secured significant government funding to install a contemporary Urban Traffic Management and Control system (UTMC) that incorporates some advanced features related to bus priority and air quality assessment. Medway Council will operate this system proactively to:

- improve the operational efficiency of the highway network;
- provide real time travel and parking information to drivers;
- respond to incidents on the network;
- enable bus services to be more punctual and have improved journey times;
- monitor traffic-related air quality and respond to short term increases in pollution levels where possible;
- link to neighbouring local authorities and the Highway Agency to enable sub regional traffic management.

5.3 Transport objective 2: Improving infrastructure capacity

Objective: To respond to regeneration by efficiently and safely managing and improving Medway's road network, including improving road freight movements through Medway.

5.3.1 This transport objective will be delivered by the following ongoing actions:

- Network management
- Operation of Urban Traffic Management and Control
- Tackling congestion hotspots (programme detailed in table 5.2)
- Strategic car park management
- Management of freight

Network management

5.3.2 Medway Council manages the road network under the requirements of the Traffic Management Act 2004. Medway's Network Management Plan 2009 - 2011 sets

Tackling congestion hotspots

5.3.4 As a result of extensive transport modelling and utilising local experience, congestion points in the network have been identified, as detailed in Table 5.2. Medway Council will seek to improve the efficiency of the transport network during the life of the plan by reducing local capacity constraints at identified congestion hotspots, resulting in journey times being more reliable.

5.3.5 The localities on key strategic corridors listed in table 5.2 will be assessed for opportunities to increase traffic flow and improve bus operations. Key actions will include:

- Development of traffic management schemes to improve the operational efficiency of the highway network.

Location (link or junction)	Programme period	Justification of programme position
A229 gyratory junction with former Mid Kent College, Horsted	Short	To be delivered as part of the P&R upgrade
A289 link between Four Elms roundabout and Medway Tunnel including Sans Pareil and Anthony's Way roundabouts and exit from Medway City Estate.	Short / medium	Phased intervention to link to the development of Lodge Hill, Chattenden development. Currently under investigation
A2 Corporation Street junctions with The Esplanade & Gas House Road	Short / medium	Works to be delivered as part of the CIF 2 funded bus priority scheme
A2 junction with Canal Road	Short / medium	Delivery timeframe dependant on the completion of the A2 Corporation street works
A2 junctions and link between Chatham Hill and Canterbury Street junctions	Medium	Significant localised congestion. Major intervention required to tackle problem
A2/A228 links through Strood town centre	Medium	Delivery timeframe dependant on the completion of the Darnley Arch bridge widening. Scheme to be developed
A228 junction at Darnley Arch Bridge, Strood	Medium	Delivery timeframe dependant on the completion of the Darnley Arch bridge widening
A2 Star Hill junction with A229 City Way roundabout	Medium	Delivery timeframe linked to the development of Rochester Riverside and the completion of the A2 Corporation street works
A231 Dock Road junction with Wood Street roundabout	Medium	Transport modelling indicates this position in programme
A278 junction with Sharsted Way/Wigmore Road	Medium	Transport model results indicate this level of priority
A2 junction with Mierscourt Road, Rainham	Medium	Significant localised congestion. Major intervention required
A2 junctions with A278 Hoath Way & A289 Ito Way	Long	Transport modelling indicates this position in programme
B2004 link through Lower Rainham	Long	Transport modelling indicates this position in programme

- Working in partnership with public transport operators to develop bus priority schemes to improve reliability and operational efficiencies through congestion hotspots to allow reinvestment into service improvements.
- The use of new technologies to mitigate physical constraints on the network.

5.3.6 Bus routes with operational difficulties caused by congestion on distributor roads (rather than on the key strategic corridors detailed in table 5.2) will also be targeted for improvement.

5.3.7 Additional actions will include:

- Working in partnership with the Highways Agency, to understand the impact of traffic growth on M2

junctions 1, 2, 3 and 4 arising from the Council's Local Development Framework;

- Encouraging the transportation of freight using the rail network.

Strategic car park management

5.3.8 During LTP3 the strategic management of public car parking will be extended. Actions will focus on:

- More efficient use of Chatham centre car park provision including seeking to rationalise existing spaces and the development of three strategically located car parks.
- The review of parking charges to discourage long stay parking in identified locations (this action to be delivered in conjunction with the expansion of Park and Ride facilities);
- Review the overall parking provision in centres of regeneration. This will be based on an assessment of projected parking demand associated to the new development and the overall existing town centre demand with due regards to Parking standards.
- Develop a robust process to secure developer contributions towards the provision and operation of town centre parking and Park and Ride sites.
- Operate real-time monitoring and display of car parking availability, to reduce driver search patterns and provide an improved visitor experience.

Management of Freight

5.3.9 Medway Council will work with key strategic partners including Kent County Council and Network Rail to seek to:

- Continue to improve the A228 to Grain.
- Improve the Thamesport freight line, including Hoo junction.
- Improve the efficiency of road based freight movements through Medway, with HGV traffic being directed away from unsuitable roads.

- Ensure major freight traffic generating developments provide access to the rail network for freight movements.
- Encourage freight movements to use rail and river transport.
- Monitor growth in freight movements originating from International Gateways throughout Kent and work sub-regionally to mitigate negative consequences.
- Investigate the provision of faster and more reliable highway linkages from business, storage and distribution sites to the strategic highway network supporting wider connectivity.

Table 5.3 demonstrates the contribution objective 2 makes to the plan priorities.

Table 5.3 Contribution to plan priorities - Objective 2 – Improving infrastructure capacity					
Actions	Plan priorities				
	Economic regeneration, competitiveness and growth	Natural environment	Connectivity	Equality of opportunity	Safety, security & public health
Network management	✓ ✓	✓ ✓	✓		✓
Urban Traffic Management Control	✓ ✓	✓ ✓			✓
Tackling congestion hotspots	✓ ✓	✓ ✓		✓	✓
Strategic car park management	✓ ✓	✓	✓		
Management of Freight	✓ ✓		✓		
Key					
Significant contribution	✓ ✓				
Slight contribution	✓				

5.4.1 Building on the success of interventions delivered during LTP2, this transport objective will be delivered by the following ongoing actions:

- Improving travel by bus and taxi
- Developing Park and Ride
- Improving travel by train
- Coach travel
- Community transport
- River transport and river crossings

Improving travel by bus and taxi

5.4.2 Encouraging travel by bus can significantly contribute to reducing congestion, which is key to delivering economic regeneration and improved competitiveness in Medway. The action also supports the environmental priority and contributes to improving equality of opportunity. Working in partnership with bus operators, Medway Council successfully bid for a number of CIF funded opportunities which facilitated:

- The development of quality bus corridors to support bus service reliability.
- The replacement of the Pentagon bus station in Chatham to improve operations and raise the perception of public transport in Medway.

5.4.3 Taxis provide a flexible transport solution, which can be especially important for the elderly and disabled users.

5.4 Transport objective 3: Improving Public Transport

Objective: To respond to the regeneration of Medway by encouraging travel by public transport including improving the quality, reliability, punctuality and efficiency of services.



HGVs on the A228 at Grain

5.4.4 Future actions will focus on:

- Development of Fastrack-style bus links to Chattenden and other major development sites.
- The development of new Park and Ride sites together with supporting routes and infrastructure.
- Expansion of Quality Public Transport Corridors routes to support service
- Development of traffic management schemes that contribute to more reliable bus journey times;
- Expansion of the real-time information system and/or text messaging service to all stops across the bus network
- Development of sub-regional bus services in partnership with operators and neighbouring authorities.
- Improved ticketing and fares initiatives, including investigating the introduction of Smartcard technology potentially in partnerships with neighbouring authorities.
- Continued support for initiatives that encourage young people to use bus services.
- Improved promotion of bus services, in particular through workplace and residential travel plans and personalised travel planning;
- Enhanced promotion of bus services through all forms of media.



Bus stop flag showing
Traveltext code

- Review of taxi rank locations and waiting facilities for accessibility and personnel safety
- Investigate the provision of CCTV in all taxis operating in Medway.
- Investigate the opportunities for concessions to use travel credits in taxis or buses using a smartcard based system
- Investigate the potential for a new river crossing to support public transport, walking and cycling.
- Improved partnership working with operators to identify opportunities to improve the operational environment for public transport.
- Improved customer care training for front line staff, including considerate driving skills and supporting vulnerable user groups.
- The introduction of bus stop improvements, which aid accessibility for passengers whilst assisting in reducing layover times at bus stops.
- The use of on-bus CCTV parking enforcement to ensure bus priority routes remain congestion free

Developing Park and Ride

5.4.5 A network of Park and Ride sites serving key destinations will be identified with key stakeholders and implemented to support:

- The economic regeneration of Medway, by the release of valuable town centre land for development.
- The development of a sustainable integrated public transport system.
- Reduced traffic emissions by encouraging less use of the private car.

5.4.6 Actions to deliver the provision of a Park and Ride service are proposed to include:

- Expansion of existing Park and Ride site at Horsted.
- New Park and Ride site at Whitewall Creek (developer funded).
- New Park and Ride sites to be identified near Strood.
- New Park and Ride site to be identified to the east of Gillingham, possibly located on or close to Gillingham Business Park.
- Quality Public Transport Corridors linking Park and Ride sites to key destinations.

- Operation of bus services between Park and Ride sites and key destinations.
- Implementation of town centre parking strategy to reduce long stay car parking spaces in town centres.

Improving travel by train

5.4.7 Since 2009, Medway has been served by 'High Speed' services to London St Pancras in addition to the long - established links to Victoria, Charing Cross, Cannon Street and London Bridge stations in London and the various towns along the North Kent and Medway Valley Lines.

5.4.8 Improving travel by train can significantly contribute to improving connectivity to and from Medway. Encouraging travel by train helps to reduce congestion. It also contributes to economic regeneration at a sub regional level. However, it could result in additional burdens on the local transport network and town centre long stay car parking provision due to increased rail heading.

5.4.9 Medway Council has developed an excellent working relationship with the rail industry, which has already resulted in a £3 million scheme to substantially upgrade Gillingham station entrances and forecourt area. Medway Council will continue to work in partnership with Network Rail and the train operating company to:

- Pursue major station improvements, including:
 - Rochester - reconstruction and possible relocation (identified in Network Rail's Kent Route Utilisation Strategy, 2010);
 - Strood station;
 - Chatham - to support regeneration and improve the gateway to the town centre.
- Deliver accessibility improvements to stations, including forecourt improvements at Rainham station;
- Seek capacity improvements at Rochester bridge junction as part of East Kent resignalling (identified in Kent RUS, 2010);
- Pursue further improvements to services with the renewal of the franchise by 2014 working with Kent County Council and other interested stakeholders
- Improve transport interchange opportunities at key mainline stations; working in partnership with Kent County Council;

- Encourage cycling to stations by improved cycle links and more secure cycle parking at stations.

Coach travel

5.4.10 In response to the high level of out commuting from Medway to London, Medway Council worked in partnership with the Kings Ferry Travel Group during LTP2 period in the development of a Park and Ride site to support services whilst maintaining local residential amenity.

5.4.11 Working with coach bus operators, future priorities will focus on improving coach park and ride.



Wigmore Coach park and ride site

Community transport

5.4.12 Community Transport services can complement commercial and supported bus services. The Villager was established in Medway in 2006 as a community transport project that tackled social exclusion in rural areas. The Villager initiative runs two 16 seater accessible minibuses, with the service supported by a number of volunteer drivers. Over 300 individuals and 45 groups are members of the scheme and there are over 300 trips per year.



5.4.13 Working with the voluntary sector, it is anticipated that future priorities will focus on developing The Villager as a community transport service in Medway.

River transport and river crossings

5.4.14 The River Medway represents an asset as a transport corridor. The river is used by commercial and leisure traffic, but also does offer some potential for utility passenger traffic. Short links from Chatham town centre to Medway City Estate, and from the proposed Park and Ride at White-wall Creek to Chatham Maritime, would improve accessibility. Furthermore, the development of a river taxi and other innovative transport solutions could support the existing tourist attractions situated along the river. The introduction of a new river crossing could encourage movement across the river by more sustainable means and mitigate the restrictions that apply for pedestrians and cyclists who are currently unable to use the Medway tunnel. Future actions will focus on:

- Maintaining and developing a comprehensive network of piers that could support a river taxi and other leisure related services.

- Seeking a partner to operate a river taxi or possibly an amphibious vehicle.
- Investigate the potential for a new river crossing for pedestrians, cyclists and public transport in association with the Rochester Bridge Trust.

5.4.15 Table 5.4 demonstrates the contribution objective 3 makes to the plan priorities.

5.5 Transport objective 4: Encouraging active travel and improving health

Objective: To contribute to improving health by promoting and developing transport corridors that encourage personal movement and by improving air quality

5.5.1 Building on the success of interventions delivered during LTP2, this transport objective will be delivered by the following ongoing actions:

- Accessibility to bus services
- Encouraging walking
- Encouraging cycling
- Green Grid
- Improving air quality
- Design guidance for new developments
- Travel Plans

Table 5.4
Contribution to plan priorities -
Objective 3 – Improving public transport

Actions	Plan priorities				
	Economic regeneration, competitiveness and growth	Natural environment	Connectivity	Equality of opportunity	Safety, security & public health
Improving travel by bus and taxi	✓ ✓	✓ ✓	✓ ✓	✓ ✓	✓
Developing Park and Ride	✓ ✓	✓ ✓			✓
Improving travel by train	✓ ✓	✓ ✓	✓ ✓	✓	✓
Coach travel	✓	✓	✓ ✓		
Community transport				✓ ✓	✓
River transport and river crossings	✓ ✓	✓		✓ ✓	
Key					
Significant contribution	✓ ✓				
Slight contribution	✓				

Accessibility to bus services

5.5.2 During LTP2 a programme of accessibility improvements to bus services was undertaken in partnership with bus operators. These works improved access for people with mobility difficulties by the widespread provision of raised kerbs at bus stops together with the operation of low floor buses. The works focused on high frequency bus corridors due to value for money considerations and at the end of the LTP2 period it is anticipated that at least 60% of bus stops on the high frequency network are accessible.

5.5.3 Improving accessibility to bus services will be continued during LTP3 by:

- Programme of bus stop improvements, building on a network where 60% of the high frequency bus stops are accessible.
- Alterations to bus stops to increase patron's feelings of safety while waiting for services including the introduction of CCTV.
- Investigation of measures to allow those with learning disabilities to undertake independent travel.
- Partnership working with operators to investigate

opportunities to reduce costs for operators and utilise savings in the reduction of fares and /or increased frequency of services.

Encouraging walking

5.5.4 Working in partnership, a number of initiatives were delivered during LTP2 that encouraged walking including:

- Engineering schemes that improved pedestrian accessibility for people with mobility difficulties to facilities, such as local shops, shopping centres and amenities.
- Annual walking festival organised in partnership with environmental and walking groups.
- Adopted and commenced implementing a Public Rights of Way Improvement Plan.
- GP exercise referral scheme – physical activity and weight management programme to which GPs, physiotherapists, and dieticians refer clients.
- Medway Health Walks – scheme that supports the establishment of walking groups and encourages use of local greenspaces.

5.5.5 Encouraging walking throughout the LTP3 period will contribute to improving public health, tackling obesity and reducing carbon emissions. The future priorities will include:

- Development of schemes that allow easy access to local shopping facilities and amenities with priority given to those in areas of social and economic deprivation.
 - Improving accessibility to public rights of way through network and waymarking improvements, including making more of the network accessible to people with mobility difficulties.
 - Participation as appropriate in the regional Coastal Access project and sub-regional Valley of Visions project.
 - Ensure new development provides adequate facilities to access facilities by foot.
- Expand the walking bus initiative detailed in objective 5.



New bus shelter and raised kerb
on Watts Avenue,
Rochester



- Increase opportunities to access play and park facilities as a pedestrian by the co-ordination of works.
- Develop schemes that remove barriers to pedestrian movement including a programme of installing drop kerbs at junctions.

Encouraging cycling

5.5.6 During LTP2 the length of cycle network in Medway increased to 70 miles (110km), with a high number of the busy, strategic corridors having off-road segregated cycle routes. In addition, there are a number of popular recreational routes in country parks and on quiet lanes, which enables less confident cyclists to safely develop their skills. Bikeability is offered to year 6 students and the cycle network is promoted through a regularly updated cycle map. A group of volunteers provide additional inspection of the network through the Sustrans cycle ranger scheme. The LTP2 target to increase the level of cycling on the strategic cycle network by 5% by 2010/11 compared to 2003/04 levels has been exceeded, with five key routes showing growth of 65%¹.

¹Total of 5 key routes in 2003 from 7am-7pm one-day manual surveys recorded 308 cyclists. Comparable survey in 2009 recorded 508 cyclist, indicating an increase of 65%

5.5.7 Achieving further growth in utility and recreational cycling will contribute to improving public health, tackling obesity, reducing carbon emissions and other traffic pollutants. Working in partnership with key stakeholders, the future priorities include:

- Participation in the development of a sub-regional cycle network and enhancement of the National Cycle Routes.
- Promotion of the cycle facilities and the health benefits of cycling.
- Organised cycling activities.
- Ensuring new development provides adequate facilities for cyclists, including off-site cycle links.
- Support the Sustrans cycle ranger scheme.
- Enhancing the existing routes, by improved maintenance and minor improvements.
- Increasing and improving secure cycle parking.
- Creating new opportunities for recreational cycling, by developing more facilities off-road and on quiet roads.
- Expanding the existing utility cycle network by infilling gaps and making linkages to key destinations.



Green Grid

5.5.8 The Green Grid project has been developed during LTP2, building on work undertaken during LTP1 period. The Green Grid initiative focuses on delivering a strategically informed functional open space network, taking account of the North Kent Greening the Gateway strategy. It complements regeneration initiatives, integrating high quality open space and countryside with functional pedestrian and cycle access routes to amenities.

5.5.9 Medway Council is an active partner in the Greening the Gateway Kent and Medway project which has the aim of improving the green infrastructure in urban areas, and conserving, restoring and enhancing the quality and accessibility of the adjacent natural environment. A key element of the project is the development of cluster studies. These are a vision for future development on areas of intensive regeneration and change where there are superb opportunities to create strategically important new greenspaces, which will raise expectations, add value to existing investment and create high quality green infrastructure for future development. Medway has cluster studies for the Hoo Peninsula, Capstone Valley, sections of the Thames and Medway Canal, and Shorne to Shore cluster studies.

5.5.10 Working in partnership with key stakeholders, the future priorities include:

- Delivering the transport elements of the Green Grid Strategy
- Ensuring major new development links to the Green Grid where practical

Improving air quality

5.5.11 Long-term exposure to poor air quality has been shown to have a detrimental affect on health. Following detailed analysis of air quality in Medway, Air Quality Management Areas (AQMAs) were declared for areas within Medway in 2005. Following further assessments, new declarations were made in 2010 and these will be the focus of interventions that contribute to improving local air quality. Interventions that seek to change travel habits have been implemented during LTP2 period, but AQMAs that result from traffic pollutants still remain.

5.5.12 Working in partnership with key stakeholders, the future priorities include:

- Development of AQMA traffic management schemes with the key objective of improving local air quality
- Development of operational protocols, to enable UTMC to respond to short-term levels of elevated pollution episodes of poor air quality.
- Supporting interventions that contribute to tackling poor local air quality.
- Working with Network Rail to widen Darnley Arch, which has been identified as a significant point of constriction on the highway network in Strood associated to poor air quality.
- Investigate opportunities to further engage with the public health and environmental health professionals and consider ways to promote the air quality benefits of reduced reliance on the private car, along with disseminating high-resolution air quality data to hospitals and doctors surgeries to assist patients with respiratory illnesses.
- Reviewing transport schemes for air quality impact

Design guidance for developments

5.5.13 The way a new development is used by its occupiers can be significantly influenced by layout. The location of key services in relation to residential areas can significantly encourage walking and cycling, and reduce the need for car use.

5.5.14 Medway Council will seek to improve the quality of new development by:

- Taking account of new design guidance when considering estate layouts, for example Manual for Streets.
- Updating current design standards and parking standards taking into account guidance in the revised PPG13 (Nov 2010)
- Reviewing and publishing a highways adoption manual
- The use of shared space at selected locations.
- Incorporating infrastructure for electric vehicle charging where practicable



Medway Building at the University of Medway

Travel plans

5.5.15 Travel plans will be developed through the planning process and partnership working with key stakeholders and employers to encourage modal shift. Travel plan outcomes will focus on:

- Increasing active travel by encouraging walking and cycling.
- Promoting public transport use.
- Improving accessibility to goods, services and employment for people without access to a car.
- Reducing the need to travel, particularly during peak periods.
- Proactively monitoring the success of travel plans associated with new development and seeking additional measures if targets are not achieved.
- Car sharing schemes.

5.5.16 Following the success of travel plans initiated during LTP2, the development of new travel plans during LTP3 will focus on the following major traffic generators:

- Existing and new schools without an active travel plan (developed in conjunction with the Safer Routes to School initiative in objective 5).
- Major new residential developments.
- Further and higher education establishments.

5.5.17 Table 5.5 below demonstrates the contribution objective 4 makes to the plan priorities.

5.6 Transport objective 5: Improving travel safety

Objective: To reduce casualties on Medway's roads and to encourage changes to travel habits by the implementation of Safer Routes to School interventions.

5.6.1 There has been excellent progress in reducing the overall numbers of casualties through local safety schemes, education, and enforcement, with partners pressing for even more challenging targets up to 2011 through the Local Strategic Partnership. Given the predicted growth in travel demands arising from the regeneration of the area, it will be a challenge to maintain the current level of casualties arising from road traffic collisions during the life of the

Table 5.5
Contribution to plan priorities –
Objective 4 – Improving personal mobility and health

Actions	Plan priorities				
	Economic regeneration, competitiveness and growth	Natural environment	Connectivity	Equality of opportunity	Safety, security & public health
Accessibility to bus services	✓			✓ ✓	
Encouraging walking	✓ ✓	✓ ✓	✓ ✓	✓ ✓	✓ ✓
Encouraging cycling	✓	✓ ✓	✓ ✓	✓	✓ ✓
Green Grid		✓ ✓	✓ ✓	✓	✓ ✓
Improving air quality		✓ ✓		✓	✓
Design guidance for developments	✓	✓		✓ ✓	✓
Travel plans	✓ ✓	✓ ✓		✓	✓ ✓
Key					
Significant contribution	✓ ✓				
Slight contribution	✓				

strategy. Furthermore, rat running may increase as pressure on the strategic highway network increases, resulting in the potential for increased traffic on unsuitable roads.

5.6.2 Building on the success of interventions delivered during LTP2, this transport objective will focus on:

- Identifying safety-weak areas.
- Continuing to reduce road casualty figures in Medway to as low as possible through a combination of education, engineering, and enforcement.
- Ensuring new development does not introduce significant new hazards to highway safety.
- Potential to reduce transport-related crime and anti-social behaviour through improved safety and security measures

5.6.3 This objective will be delivered by the following ongoing actions:

- Road safety schemes
- Road safety education and training

- Road safety publicity and promotion
- Road safety enforcement
- Safer routes to school projects
- Public Safety Interventions

Road safety schemes

5.6.4 Identified through a combination of data analysis and stakeholder engagement, road safety schemes will include:

- Alterations to the road environment to modify road user behaviour
- Alterations to the road layout (on a varying scale) to control vehicle movements at various locations, examples include the B2000.
- Additional on-street parking restrictions in locations where road safety is compromised

Road safety education and training

5.6.5 Medway Council will be proactive in the delivery of education initiatives to improve road safety. Actions will include:

- Continuing Bikeability cycle training for school students.
- Practical pedestrian training.
- Monitoring and training school crossing patrols.
- Working with schools to deliver the correct road safety message to the correct age group.
- Loaning Educational Resources to schools.
- Working with partners to focus on vulnerable road users including young drivers and moped riders.
- Extending the Junior Road Safety Officer scheme.

Road safety publicity and promotion

5.6.6 Medway Council, linked with national Government and partners, will continue to prepare publicity material and promotions covering road safety message and campaigns that focus on:

- Drink and drug driving.
- Distractions in collision causation.
- Being visible on the highway network.
- Walk to School schemes throughout the year.



Travel safety lesson

Road safety enforcement

5.6.7 Improvements to road safety during LTP2 have been achieved in part by focused traffic enforcement, including the introduction of two mobile parking enforcement camera vehicles and additional static safety cameras including installing an average speed SPECS system on the A228 to Grain to maintain the speed limit of the road.

5.6.8 During LTP3 it is anticipated that enforcement of traffic and parking offences will be undertaken by:

- Static safety cameras.
- Operation of static and mobile safety cameras by the Kent and Medway Safety Camera Partnership.
- Integrated parking enforcement team, including the operation of camera enforcement vehicles.

Safer routes to school

5.6.9 This initiative builds on the success in delivering safer routes to school projects during LTP2. Working in partnership with schools, the future priorities include:

- Improvements to pedestrian routes from key catchment areas to schools.
- Expanding the existing walking bus initiative.
- Appropriate highway infrastructure and focused parking enforcement in the vicinity of school entrances.
- Campaigns and initiatives.
- Information and education on safer walking.
- Providing bus safety education.
- Encouraging schools to work with neighbouring schools so that joint initiatives can reflect any wider issues within the area.
- Improving infrastructure that encourages cycling to school.

Public safety interventions

5.6.10 During LTP2 the concept of a safe haven 'SOS bus' to administer first aid, advice on sexual health, counselling and practical help was delivered in partnership with the Police. This service is operated from a converted single decker bus staffed by volunteers that operates in Rochester on a Friday and Saturday night. The facility is able to prevent the



need for an ambulance to be called and saving valuable resources should a major incident occur. This helps to develop the night time economy, by making visitors feel more safe and secure. At other times the bus is also used for community initiatives by various services for promotion activities.

5.6.11 During the life of the plan it is anticipated that further public safety initiatives will be developed, including:

- Partnership working with the police and community groups to identify areas where accessibility to services is compromised by the environment of the area.
- Introduction of low energy street lighting solutions at significant locations to improve feelings of security for patrons.
- Introduction of CCTV coverage at significant locations to improve feelings of security for patrons

5.6.12 Table 5.6 demonstrates the contribution objective 5 makes to the plan priorities.

Table 5.6 Contribution to plan priorities - Objective 5 – Improving travel safety					
Actions	Plan priorities				
	Economic regeneration, competitiveness and growth	Natural environment	Connectivity	Equality of opportunity	Safety, security & public health
Road safety schemes	✓			✓	✓ ✓
Road safety education	✓			✓	✓ ✓
Road safety publicity & promotion	✓			✓	✓ ✓
Road safety enforcement	✓ ✓		✓ ✓		✓ ✓
Safer Routes to School	✓	✓ ✓		✓	✓ ✓
Community safety initiatives	✓				✓ ✓
Key					
Significant contribution	✓ ✓				
Slight contribution	✓				

5.7 Implementation Plans

- 5.7.1 The 15 year transport strategy will be delivered through three year Implementation Plans, which will detail schemes to be delivered over their three-year life. Scheme lists will be reviewed annually on a rolling three-year basis and will be based on available funding
- 5.7.2 Implementation Plans will take into account the three-year financial settlement from government and other funding including Section 106 contributions and will contribute to the delivery of the Council Plan and the Sustainable Communities Plan. The Implementation Plans will also demonstrate how schemes will contribute to the LTP3 priorities.
- 5.7.3 It is anticipated that should other funding become available from Local Sustainable Transport Funding sources or other areas that the Implementation Plans will be adjusted accordingly.

5.8 Measuring Success

- 5.8.1 Monitoring the achievements of LTP3 will be carried out throughout the period of the plan in a number of ways, including:
- Consultation through the Local Strategic Partnership network

- Reviewing in conjunction with the Sustainable Communities Plan
- Reviewing progress with bus operators through Quality Bus Partnerships
- Reviewing actions with partners through Multi-Area agreements
- Annual public consultation through the council's citizen panel
- By collection of monitoring data

5.8.2 Indicators will be developed that focus on outcome achievements and will be linked to central government data requirements measures of success set out in the Council Plan and LTP3 local indicators. Monitoring data will be managed through the council's 'Covalent' Performance Management system

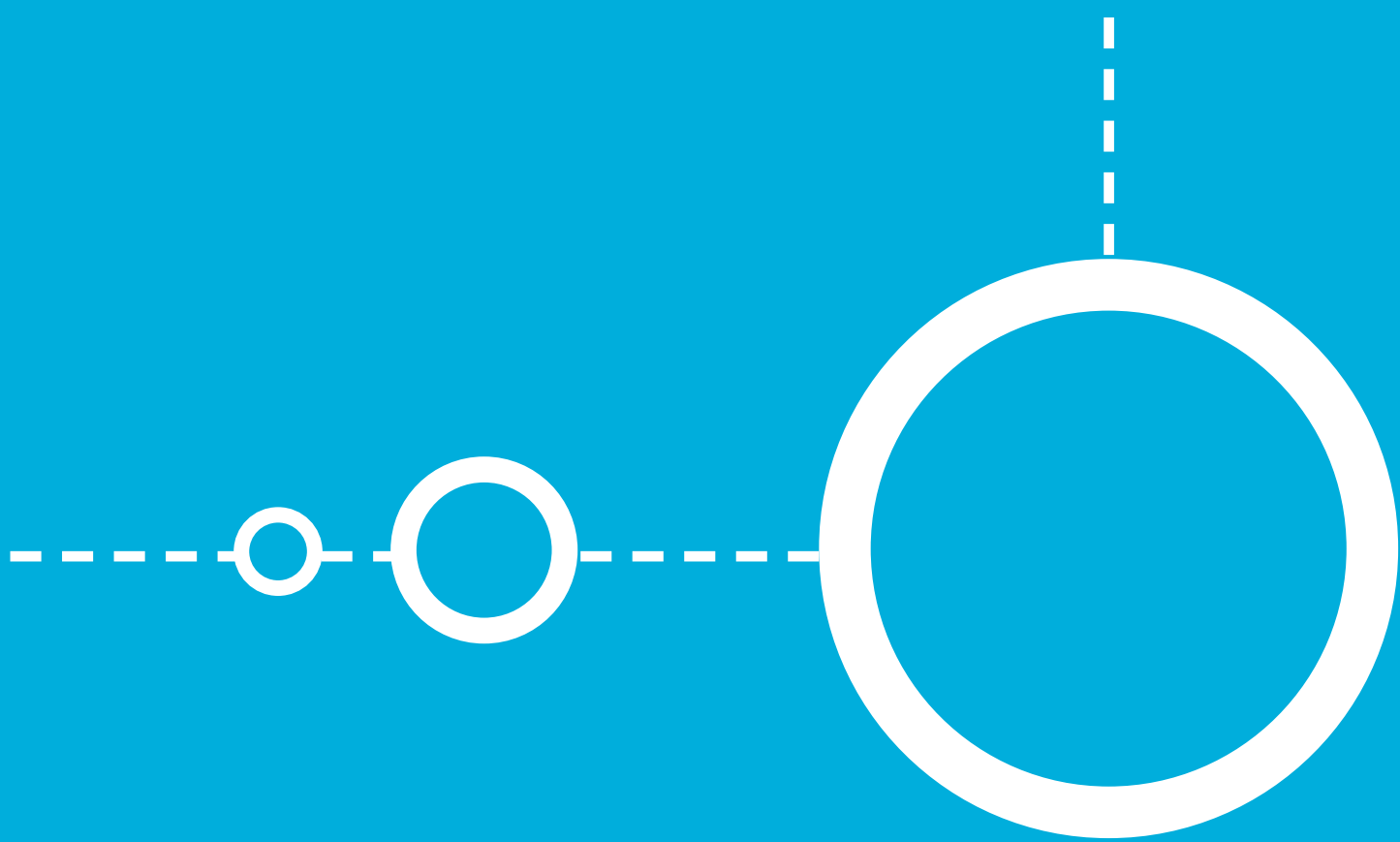
5.8.3 Previous performance will be reviewed through Implementation Plans. Medway Council will publish information on how schemes are progressing and delivering the overall priorities of the plan.

5.9 Ongoing Public Consultation

- 5.9.1 A major part of the development of LTP3 has been the continued public consultation. Appendix A outlines the various key stakeholders and public consultations that have taken place in the development of the plan. Consultation will continue as each Implementation plan is prepared, so they represent the views received as the impact of interventions take effect.
- 5.9.2 Throughout the LTP3 plan period, Medway Council will report on the progress made on implementing LTP3 schemes.

5.10 Ongoing Partnership working

- 5.10.1 Partnership working with the various professional organizations, key stakeholders, and user groups with the associated collaborative forms of working is key to successfully implementing the LTP3 strategy.
- 5.11.2 Demonstrations of the types of partnership all ready in operation have been mentioned in Section 4. These partnerships will be supported and complemented by working with the voluntary sector on schemes and projects that cover 'soft' measures.



Glossary

Glossary

ANPR	Automatic Number Plate Recognition. This is a camera system used by Kent Police that automatically recognises and records the time/date and vehicle number plate when vehicle passes by. With a network of ANPRs it is possible to calculate journey times of individual vehicles between two points on the road network.
AQAP	An Air Quality Action Plan is the local authorities' response to meet the government's targets and objectives in meeting air quality levels. Each local authority must periodically review the quality of air within its area. This is carried out for both the current air quality and for the likely quality of the air at a stated time in the future.
AQMA	Air Quality Management Areas The following areas are part of the Medway Air Quality Management Area declared in 2002 and amended in 2010:
Pier Road, Gillingham	An area along Pier Road, Gillingham between Church Street and Kelly Drive
High Street, Rainham	An area along the High Street, Rainham between High Dewar Road and Quinnell Street
Central Medway	One large central AQMA which includes Frindsbury Road, Cuxton Road, Strood Centre, Rochester Centre and Chatham Centre and also Luton Road and Rainham Road, Chatham.
Bikeability	Bikeability is 'cycling proficiency' for the 21st century, designed to give the next generation the skills and confidence to ride their bikes on today's roads. There are three Bikeability levels. A child will typically start Bikeability lessons once they have learnt to ride a bike, with 10-11 year olds progressing through to Level 2, and then Level 3 at secondary school (11-18 year olds). Certificates and shiny luminous badges for each level are awarded to children who successfully complete each course. In 2011 Medway Council offers free Bikeability Level 2 training via primary schools who wish to take part.
Bus boarders	Engineering works at bus stops facilitating access to and from buses. There are two types that are often used together: "Bus piers" extend the footway into the road, often between lines of parked vehicles; "Raised kerbs" lift the level of the pavement to that of the bus entrance.
Bus priority	Measures to reduce the adverse effects of urban traffic congestion upon bus services, such as delay and unreliability. Examples include priority signals at junctions, bus only turns and bus lanes.
Bus route	The physical street layout over which a bus service operates as registered with the Traffic Commissioners.
Carriageway	A highway or part of a highway over which the public have a right of way for vehicles. These rights may be restricted by the use of traffic regulation, speed-limit or other orders.
CCTV	Closed Circuit Television
CIF	Community Infrastructure Fund is a government funding source via the Homes & Communities Agency
CONFIRM	CONFIRM is a computer based information system managing and maintaining a portfolio of assets and infrastructures information.

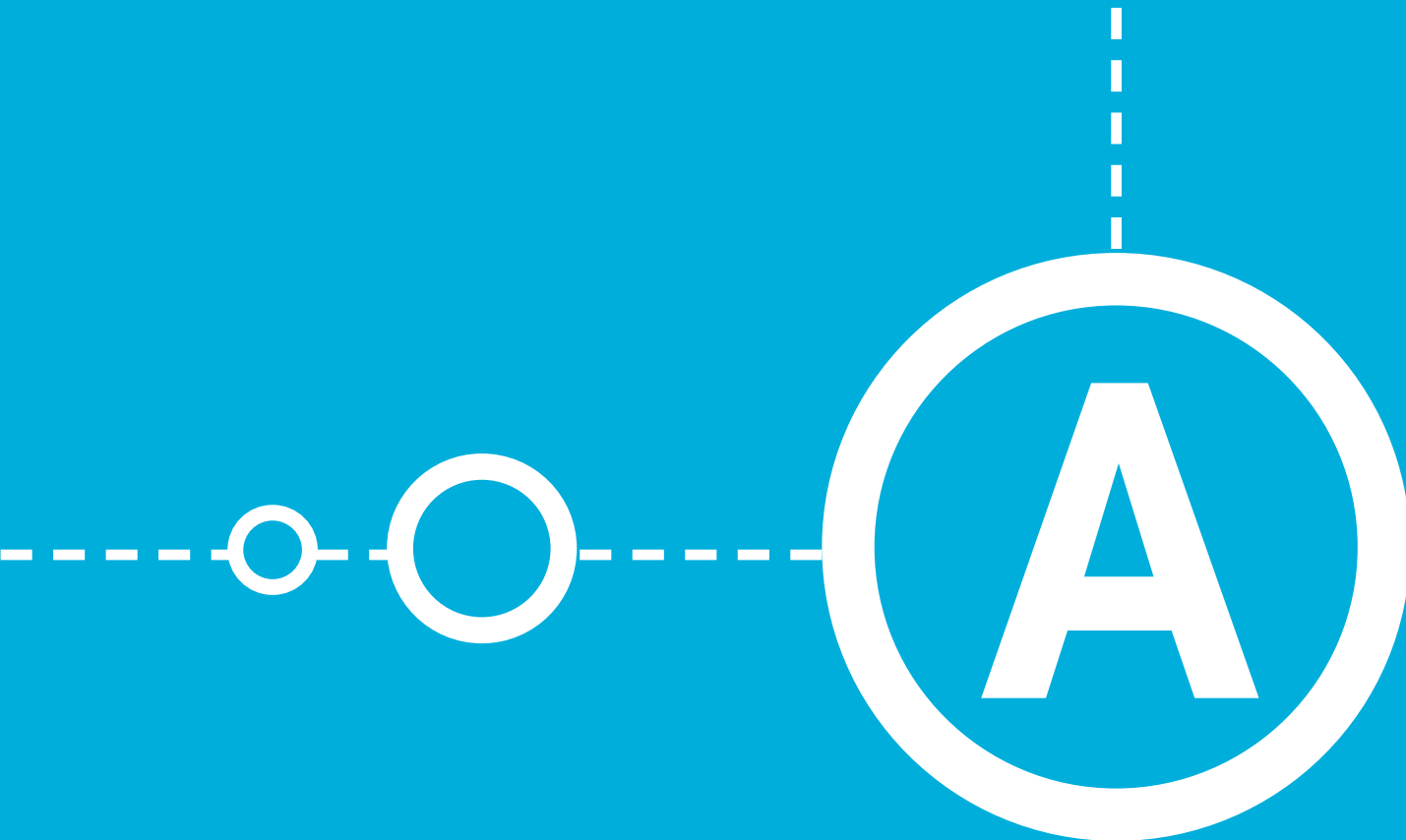
CTC	Cycling Touring Club
CTRL	Channel Tunnel Rail Link. This runs from the tunnel entrance at Cheriton to St Pancras in London. The line for part of its route runs parallel to the M2 along Medway Council's southern boundary. High Speed 1(HS1) and Eurostar service uses the lines
DaSTS	Delivering a Sustainable Transport System – DfT guidance which underlined five goals for transport schemes, including supporting economic growth, reduce emissions, contribute to safety and security, promote equality of opportunity, and improve quality of life.
DfT	Department for Transport oversee the delivery of policies to provide a reliable, safe and secure transport system that responds efficiently to the needs of individuals and business whilst safeguarding the environment.
DPD	Development Plan Document
Footway	This is part of a highway alongside a carriageway, over which the public have right of way on foot only. A footway is often referred to by the general public as the pavement.
Fastrack	Fastrack is a high quality public transport system operating in the Kent Thameside area of Kent. It consists of 40km of route with some bus only ways, and priority at certain junctions. It is supplemented by high quality bus shelters, information and vehicles.
GIS	Geographical Information System. An organised collection of electronic forms of geographically referenced information.
Green Grid	<p>Green Grid explores the way green spaces connect to create cycle and walking routes and wildlife corridors that encourage flora and fauna to move and spread throughout Medway, making them healthier places for everyone. It also looks beyond Medway's boundaries by finding ways of linking up cycle ways and footpaths with neighbouring council areas to encourage better off-road routes across north Kent.</p> <p>The role of the River Medway, the effect it has on movement patterns and the opportunities it presents to protect biodiversity through the creation of wildlife corridors Medway is also being explored as part of Green Grid.</p>
GtGKM	Greening the Gateway Kent & Medway
HGV	Heavy Goods Vehicle. Any goods vehicle with an operating weight (gross permitted weight) exceeding 7.5 tonnes. Maximum weight of HGV's is now 44 tonnes with six axles.
KSI	Killed or Seriously injured in road traffic accidents
LAA	Local Area Agreements (LAAs) set out the priorities for a local area agreed between central government and a local area (the local authority and Local Strategic Partnership) and other key partners at the local level.
LAQM	Local Air Quality Management- 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.

LDF	Local Development Framework - The Planning and Compulsory Purchase Act 2004 established a new approach to spatial planning. It requires each Local Planning Authority to prepare a Local Development Framework or LDF. This replaces the old system of regional planning guidance, structure plans and local plans
Low floor buses	Buses with wide step-free entrances, which can be lowered so that the floor of the bus is at the same level as the footway. Low Floor Buses allow easy access for wheelchairs, pushchairs and those with mobility difficulties.
LSP	The Local Strategic Partnership (LSP) acts as a focal point for a wider network of organisations and individuals from the public, private, voluntary and community sectors that have influence over, or an interest in the improvement in Medway.
LTP	Local Transport Plan- A formal document which aims to encourage high quality planning and effective delivery of local transport and provides a basis for monitoring performance locally. LTPs 1 and 2 both lasted for five years, but LTP3 will last for 15 years.
Modal shift	The change from one mode of transport to another that takes place over time.
NCR	National cycle route (NCR) forms part of the National Cycle Network that a comprehensive network of safe and attractive routes to cycle, running throughout the UK.
North Kent Multi Area Agreement (NK MAA)	This is a comprehensive agreement which is used as an means to secure swifter, better, and more certain delivery of objectives for north Kent including regeneration, skills/employment and transport. It's membership includes Medway Council, Kent County Council, Swale Borough Council, Gravesham Borough Council, Dartford Borough Council, and Jo Centre Plus.
North Kent Transport Strategy	In parallel with the NK MAA, the Thames Gateway Kent Partners (TGKP) have developed a North Kent Transport Strategy (NKTS) setting out the objectives, key priorities and actions to support delivery of the TGKP vision. This sub-regional transport strategy for North Kent aligns with the emerging integrated transport strategy for Kent and the LTP3
OAP	Old aged pensioner
Park and ride (P&R)	Car trips are intercepted on the outskirts of an urban area and people encouraged to complete their journey by dedicated public transport services, thereby reducing city centre traffic congestion and car park requirements/
PCT	Primary Care Trusts are free-standing statutory bodies responsible for delivering better health care and health improvements to their local area.
PIP	Bus Punctuality Improvement Partnership
PMS	Pavement management system is used in assessment of the condition of the UK local road network and for planning investment and maintenance on paved carriageways, kerbs, footways and cycle-tracks within the UK.
PROW	Public Rights of Way
PROWIP	Public Rights of Way Improvement Plan

Public Transport (PT)	A communal form of transport other than private car or taxi and including rail, bus, light rail.
Quality partnership	A joint approach by both Medway Council and local transport operators to improve services that has a statutory basis. An agreement is reached whereas a local authority invests in transport infrastructure, passenger facilities and information and the transport operator invests in higher quality services and newer vehicles.
QPTC	Quality Public Transport Corridor
Real time information	Electronic displays at bus stops and stations providing up to the minute timetable information. The displays can also incorporate 'countdown' information, as well as variable messages. Sometimes also known as Real Time Passenger Information (RTPI).
RFA	Regional Funding Allocation
Right of Way	A right possessed by the public to pass along linear routes over land at all times.
ROWIP	Public Rights of Way Implementation Plan
RPG	Regional Planning Guidance. A directive from the Secretary of State for the Environment as to how PPG notes are to be interpreted in each of the regions, and addresses strategic issues such as the provision of housing, employment and transport.
RUS	Rail Utilisation Strategy is study which looks at the present-day infrastructure and train services on the railway network in a given geographical area. It then compares those with the capability that is expected to be required in 10-15 years time, taking into account predicted growth and any other factors which may have an impact on demand.
SATURN	SATURN (Simulation and Assignment of Traffic to Urban Road Networks) is a suite of flexible network analysis programs
SCOOT	Split Cycle Offset Optimisation Technique is a tool for managing and controlling traffic signals in urban areas. It is an adaptive system that responds automatically to fluctuations in traffic flow through the use of on-street detectors embedded in the road.
Section 106 Agreement (s106)	Part of the 1990 Town and Country Planning Act that allows for local authorities to require developers to make contributions for, amongst other things, transport infrastructure, to meet the wider social and economic needs generated by the development.
SEA	Strategic Environmental Assessment. A requirement for local authorities to produce an Environmental Report on the likely significant environmental impacts of the measures proposed in their LTP strategy.
Social exclusion	Sections of the population that have limited or no access to transport, through financial constraints, choice, age, or mobility difficulties. These restrictions can be temporal, financial or geographical.
SPECS	SPECS average speed camera systems utilising state of the art video systems with Automatic Number Plate Reading (ANPR) digital technology. Installed in Medway on the A228.

Sustainable Communities Plan	A plan initiated by the ODPM to provide homes for key workers, regenerating towns and cities, and providing parks for families and children.
Sustrans	Sustrans is the UK's leading sustainable transport charity.
TfM	Transport for Medway (TfM) was a major study being conducted by Colin Buchanan and Partners (CBP) completed in 2005 working closely with Medway Council to develop a new integrated transport policy for Medway.
Thames Gateway	An area of south east England, running along both banks of the River Thames, eastwards from London. This area has been identified as an area of regional and national priority for regeneration in RPG9 by the government and various agencies exist to help achieve this. South of the river the area includes Dartford, Gravesend, Sheerness and Sittingbourne (Swale) as well as Medway.
Thamesport	Thamesport is on the Isle of Grain, and is one of the UK's leading container ports. It is regarded as an international gateway.
The Villager	The Villager is a community transport scheme that currently has two minibuses available for hire. These vehicles can seat up to 16 passengers and have removable seats, allowing room for up to three wheelchairs. The minibuses have a low-floor, easy-access entrance at the front, air-conditioning and manual transmission. It was established by MERIT-Medway's Rural Initiative for Transport.
TIF	Transport Innovation Fund. A fund established by the DfT to support additional innovative and coherent transport measures. These measures might include road pricing, modal shift and better bus services. The fund will also be used to support innovative mechanisms, which raise new funds locally.
Traffic calming	Any engineering scheme that acts to slow the speed of traffic along a section of road. This may take the form of traffic humps, traffic cushions, chicanes, gateways and build-outs.
Traffic Commissioner	Government body with whom all bus services have to be registered and have to be notified of any changes to a service. They also have the responsibility of regulating the running of services as well as the condition of the vehicles used.
TM	The Traffic Management Act was introduced in 2004 to tackle congestion and disruption on the road network. The Act places a duty on local traffic authorities to ensure the expeditious movement of traffic on their road network and those networks of surrounding authorities. the Act gives authorities additional tools to better manage parking policies, moving traffic enforcement and the coordination of street works.
UKM	University of Kent at Medway – part of the Universities at Medway complex at Chatham Maritime.
UKPMS	United Kingdom Pavement Management System. UKPMS is the standard system for the assessment of the condition of the UK local road network and for planning investment and maintenance on paved carriageways, kerbs, footways and cycle-tracks within the UK.
UTMC	Urban Traffic Management Control- A Department for Transport programme designed to help local authority road managers to use integrated, modular traffic management systems based on open standards for the effective management of traffic in accordance with a variety of local policy drivers. Systems can include Urban Traffic Control (UTC), Variable Message Signs (VMS) and CCTV networks.

VAS	Vehicle activated signs (VAS), are road side digital signs that display a message when they are approached by a driver exceeding the speed limit
VMS	Variable message signs- VMS can be used to inform drivers about travel information delays, accidents, car park occupancy and parking space availability, weather conditions and many other important messages.
Walking bus	A scheme whereby a number of school children are escorted to school along a predetermined route, collecting children as they go. These schemes can either be operated voluntarily or by local authority employees.



Appendix A

Appendix A: Consultation

List of LTP public consultation events, meetings and discussion groups (excluding Communities Futures Workshops)

Date	Location
24 June 2010	Regeneration, Community and Culture Directorate Awayday- presentation to Medway Council staff- St Georges Centre
14 July	Medway Licenced Taxi Drivers Association meeting at Sturdee Avenue
19- 23 July	Chatham Library exhibition (staffed Mon 19 July - am; Thurs 22 July pm)
26-30 July	Gillingham library (staffed on Tues 27 July 10am to 1pm) Twydall library (staffed on Mon 26 July 2pm to 5pm)
29 July	Natural England Health Trainers meeting Fort Horsted
2-6 August	Rainham library (staffed on Thurs 5 Aug, 10am – 1pm) Wigmore library (Tue to Friday exhibition- staffed on Fri 6 August 2-5pm)
9-13 August	Strood Library (staffed on Mon 9 August 10am- 1pm) Cuxton Library (Tues- Fri exhibition- staffed Fri 13 3-6pm)
18 August	Regeneration, Community and Culture Overview and Scrutiny Committee
19- 20 August	Pentagon Centre, Chatham (Fully staffed for 2 days)
23—27 August	Rochester Library (staffed on Thurs 26 Aug 10- 1pm) Lords Wood library (staffed on Tues 24 Aug, 2 to 5pm)
6 September	Sustrans Rangers Meeting
16-18 September	Hempstead Valley Shopping Centre (Fully staffed for 3 days)
22 September	Maidstone & District Staff Reunion Meeting
27 September	Rural issues with Parish Councils and interest groups
7 October	Regeneration, Community and Culture Divisional Management Team
3 November	Chief Executive's Management Team
17 November	Ethnic Minority Group Day Centre in Chatham
24 November	Medway Ambassadors Meeting presentation
10 December	Diversity Impact Assessment meeting

