

MEDWAY COUNCIL

REPORT	Delegated Decision Report - 09/02/2024
Report Title	Safer, Healthier Streets Programme - Provision of Red Routes Controls (Chatham and Rochester) TRO Results of Consultation and Recommendations
Department	Climate Change and Strategic Regeneration Frontline Services
Report Author/ Contact details	Alex Constantinides – Strategic Lead, Frontline Services
Wards affected	Rochester West and Borstal, Chatham Central and Brompton, and Rochester East and Warren Wood.
Public Access	Personal details have been redacted before being released to the public
Appendices	Appendix A Notice of Proposal (published in the Medway Messenger) Appendix B Responses received

1. SUMMARY

- 1.1 With the increased regeneration, housing and population growth in Medway vehicle numbers and traffic has continued and will continue to grow. To help meet council policy and the aims set out in the Local Transport Plan, a strategic network of Red Routes has been proposed to help maintain a safe and efficient highway network. Installing these restrictions will provide more effective enforcement of indiscriminate parking which will help to improve road safety and create less delays on essential bus routes.
- 1.2 As part of the Safer, Healthier Streets programme it is proposed to implement four red routes on key strategic transport links within Chatham and Rochester. This involves replacing existing double yellow line restrictions with double red lines across the four routes. All formal parking bays on the routes are maintained, with 2 additional bays proposed following requests from the community.
- 1.3 At the Cabinet meeting held on the 5 September 2023, Cabinet agreed to progress 5 Red Routes, subject to the formal Traffic Regulation Order (TRO) process and the outcome of the statutory 21-day consultation period. This report considers 4 of the 5 routes which are:
 - Corporation Street between The Esplanade continuing onto Start Hill,
 - Star Hill between Corporation Street and New Road/City Way
 - Best Street between Union Street and Railway Street
 - The Brook between The Brook Theatre, Whiffend Avenue, and the unction of New Road (including Union Street)
- 1.4 Delegated authority was approved for the Director of Place in consultation with the Portfolio Holder for Climate Change and Strategic Regeneration to consider the outcome

of the TRO consultation process and whether to proceed with the infrastructure work and implementation of the scheme.

- 1.5 This report considers the statutory consultation and makes recommendations on the following orders which can be found in Appendix A:

The Medway Council (Chatham and Rochester) (Red Routes) Traffic Order 202*

The Medway Council (Chatham) (Parking Places and Waiting, Loading and Stopping Restrictions) (Amendment No. -) Order 202*

2. RECOMMENDATIONS

- 2.1 For the reasons set out in this report and the Cabinet report presented on the 5 September 2023 the Director of Place in consultation with the Portfolio Holder for Climate Change and Strategic Regeneration in line with approved delegated powers, is recommended to:

- Consider the objections received to these traffic orders and accept officers response as detailed in appendix B of the report
- Agree to make the traffic orders which give permanent effect to the 4 Red Route Controls as laid out in section 1.3 under the provisions of section 124, Schedule 1 and Part IV of Schedule 9 of the Road Traffic Regulation Act 1984 and of the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 regulations 23 and 24.

3. TRO CONSULTATION PROCESS

- 3.1 The statutory TRO consultation took place between 30th November and 22nd December 2023 which included:

- Publication of the "Notice of Proposals" in the Medway Messenger on 30th November 2023;
- Street notices were placed on lamp columns along each red route site;
- emails to statutory / representative organisations, including the emergency services, and other key stakeholders.

- 3.2 The Notice of Proposals referred to above is attached as Appendix A.

- 3.3 A separate Notice of Proposal was also advertised for Rainham.

4. STATUTORY OBJECTIONS / FEEDBACK

As part of the consultation process, emails were sent to all statutory consultees notifying them of the advertised traffic orders and inviting feedback on the proposed scheme. Feedback received has been provided below:

Emergency services

- 4.1 On 30th November 2023 a representative from Kent Police confirmed that they had no specific objections to the scheme. The remaining emergency services have not raised any specific concerns, objections, or comments in relation to the Medway Red Route (Chatham and Rochester) traffic order.

Road Haulage Association

- 4.2 The Road Haulage Association have not raised any specific concerns, objections or comments in relation to the Medway Red Route (Chatham and Rochester) traffic order.

Freight Transport Association

- 4.3 The Freight Transport Association have not raised any specific concerns, objections or comments in relation to the Medway Red Route (Chatham and Rochester) traffic order.

Bus companies

- 4.4 On 22nd December 2023, Bus Company Arriva confirmed they are in full support of the Medway Red Route (Chatham and Rochester) traffic order.

Other statutory feedback

- 4.5 As part of the TRO process, we delivered over 800 letters to residents and business in the local areas to the proposed red route sites and updated the council website to keep the community informed.
- 4.6 During the 3-week statutory TRO consultation, 31 submissions were received, 16 of which were objections, seven were submissions of support and eight general comments. The details of each submission can be found within Appendix B of this report and have been considered and officers comments provided.
- 4.7 Seven of the 31 submissions included requests for additional information, including the Notice of Proposals. These requests were all actioned during the period.
- 4.8 Of the 16 objections key themes and concerns raised included:

Theme	Question/concern/comment	Officers' comments
Congestion	<p>Causes of congestion won't be addressed by a red routes restriction.</p> <p>Reports that main source of congestion is road works, traffic light sequencing and poor road layout, not indiscriminate parking.</p>	<p>Reducing congestion in Medway is a key objective set out in both the Council Strategy and Local Transport Plan. Reducing congestion is a complex issue caused by a variety of factors that requires a multi-faceted approach and this is why the council is investing in several programmes to improve the flow of the network. Among others this includes remote connectivity of our traffic signals in town centres to allow monitoring and response to live traffic condition to optimise traffic flow, a dedicate team that manage and co-ordinate essential road works across the network, individual highway improvement schemes and the safer healthier streets programme.</p> <p>The Safer, Healthier, Streets Programme includes the proposed introduction of Red Routes which aims to help contribute to a better flow of traffic by reducing obstructions such as indiscriminate parking.</p> <p>One of the reasons for the proposal of this scheme is that the existing double yellows were originally put in place to stop vehicles parking in locations which would lead to road safety issues or reduce the capacity of the road network. Feedback from the public consultation suggest that residents have</p>

		experienced dangerous and inconvenient parking along the 5 proposed red route locations despite the presence of double yellow line restrictions. The introduction of the red routes will enable more efficient and effective management of the network and reduce obstructions such as indiscriminate parking which will aid towards improve congestion and the safety of the network.
Programme cost	Public money should be redirected to other programmes. Implementation of programme is revenue raising exercise for council.	Introducing red routes is an effective traffic management tool which enables better enforcement of traffic restrictions through the use of ANPR technology. These restrictions will provide several benefits including more effective enforcement of indiscriminate parking which will help to improve road safety and reduce congestion, create less delay on essential bus routes. The enforcement of moving traffic restrictions will contribute to reducing dangerous and indiscriminate driving behaviours improving road safety. Income from PCNs will be used to service the running costs associated with back-office resource, necessary enforcement and capital set up costs of infrastructure and associated ongoing maintenance. Any surplus income is ring fenced to Transport and Highways. Examples of what it can be used for include highway repairs, public transport infrastructure and environmental improvement projects.
Impacts to loading	Impacts of loading to properties on West side of Star Hill.	Possible loading locations have been considered with an addition bay on the Eastern Side of Star Hill. Due to the narrow nature of the footway and carriageway on Star Hill it is not possible to include further loading bays. There is loading opportunity in both side roads of Victoria Street and King Street.
Consultation process	Lack of public support and concerns that statutory consultation notices were not clear and transparent. Concerns regarding lack of transparency.	In line with best practice and council policy, an open and accessible engagement process was conducted to build understanding and seek feedback on the proposal. From July 2023, officers acting on behalf of Medway conducted a public consultation. All outcomes of the consultation process were published in the report listed under item 6, which was presented in full to cabinet and is publicly available.

5. IMPLICATIONS

5.1 The financial, legal and equalities implications of the scheme, and the impact on climate change, the environment and health and wellbeing are set out in the Cabinet Report approved on 5th September 2023.

6. BACKGROUND INFORMATION

5th September 2023 – Cabinet Report: [Safer, Healthier Streets Programme – Red Routes and Moving Traffic Enforcement](#)

7. CONCLUSION

- 7.1 Having considered all feedback to the statutory consultation, it is felt there is insufficient relevant compelling reasons that has been presented during the statutory consultation to require a significant change to the proposal and subsequently to the traffic orders, therefore the 4 Red Routes within Chatham and Rochester should proceed and the traffic order made permanent.

I agree / disagree with the recommendations laid out in this report.

Signed



Date

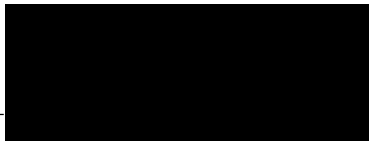
14/02/24

Councillor Simon Curry

Portfolio Holder for Climate Change and Strategic Regeneration

Medway Council

Signed



Date

14/02/24

Adam Bryan

Director of Place

Medway Council



PROVISION OF RED ROUTE CONTROLS

NOTICE OF PROPOSAL

The Medway Council (Chatham and Rochester) (Red Routes) Traffic Order 202*

The Medway Council (Chatham) (Parking Places and Waiting, Loading and Stopping Restrictions) (Amendment No. -) Order 202*

The Medway Council (Rochester) (Parking Places and Waiting, Loading and Stopping Restrictions) (Amendment No. -) Order 202*

1. NOTICE IS HEREBY GIVEN that Medway Council proposes to make the above-mentioned Orders.
2. The general effect of the Orders would be to introduce Red Route controls, where the stopping of vehicles (other than as specified in paragraph 3 of this Notice) is prohibited at any time, in:
 - (a) **The Brook, Chatham (A231)**, between its junction with Dock Road (A231) and its junction with Union Street; **Union Street, Chatham (A2)**; and **Best Street, Chatham**; and
 - (b) **Corporation Street, Rochester (A2)**, between its junction with Esplanade and its junction with Star Hill (A2); **Star Hill, Rochester (A2)**; **New Road, Rochester (A2)** at its junction with Star Hill; and **City Way, Rochester (A229)** at its junction with Star Hill,

and extending up to 20 metres on both sides of each of the side roads or vehicle entrances opening into those roads and to remove all existing 'yellow line' waiting and loading restrictions in those lengths of road.

3. Within the lengths referred to in paragraph 2 of this Notice, the following exemption to the stopping restrictions would be provided: loading only (20 minutes maximum stay) between 10am and 4pm and between 6pm and 6am (the red route no stopping restriction applies at all other times) in **Corporation Street, Rochester (A2)**, south-west side, opposite Durdles House (approximately 20 metres in length); **Star Hill, Rochester (A2)**, east side, outside Nos. 33 to 39 Star Hill (approximately 20 metres in length).
4. Copies of the proposed Orders, the Council's statement of reasons for making the Orders, and of plans showing their effect, may be inspected at the front reception, Medway Council, Gun Wharf, Dock Road, Chatham, Kent, ME4 4TR during normal office hours on Mondays to Fridays inclusive (except for public holidays). Alternatively, electronic copies of the documents can be requested by sending an email to **parkingdesign@medway.gov.uk** on the understanding that requests may take up to 5 working days to be processed and the copies sent.
5. Any objections or other representations to the proposed Orders should be sent in writing to be considered, by email to **parkingdesign@medway.gov.uk** or by post to "Parking Design team" at the address specified in paragraph 4 above by 5pm on **Friday, 22 December 2023** stating name, address and the grounds for objection or support.

Dated: Thursday 30 November 2023

ADAM BRYAN
Director of Place

APPENDIX B – Responses received.

Please note – all identifying information has been removed from this report.

Name / road	Objection / Feedback	Officer's response
	<p>Red routes proposal for Medway</p> <p>I would like to express my opposition to the proposal to install red routes in Medway. I feel that the justification for this plan is flawed. The problems with congestion at the proposed sites is not mainly caused by a heavy number of private owned vehicles stopping or parking.</p> <p>Much of the congestion is caused is instead caused by a combination of bad road design, bad traffic management and a rise in extremely bad driving standards.</p> <p>For example, when looking at Star Hill and Corporation Street the problems start all the way over in Strood at the junction of the High Street and Station Road. Congestion greatly increased at this junction when the traffic was allowed to turn right from Station Road. The increased time that traffic on the A2 is held up by these lights means increased congestion back across Rochester Bridge, not helped by traffic lights still in operation on the road that run past the old civic centre that led to the carpark holding traffic up for no reason.</p> <p>Congestion is further increased by the “priority” bus lane in Corporation Street just before the bridge with traffic lights triggered by buses, taxis, and minibuses as soon as they reach the end of the lane at its junction with Rochester High Street. Because these lights are not in sync with the lights at the junction with the Esplanade just a few vehicles using the bus lane can cause congestion all the way back to the Blue Boar Lane. Which is ironic, because it means that buses using the bus lane cause congestion that stops other buses reaching the bus lane!</p> <p>Add to this that opposite the railway station and on Star Hill buses stop directly in the left lane causing congestion because it now takes them much longer to load and unload passengers.</p> <p>A red route would have zero effect on any of this. In fact, the rules for red routes actually make the vehicles most responsible for congestion exempt.</p>	<p>Objection noted.</p> <p>Reducing congestion in Medway is a key objective set out in both the Council Strategy and Local Transport Plan.</p> <p>Traffic control measures are put in place to appropriately distribute and control road traffic flows, to help avoid incidents between road users or to reduce their impacts if they are to occur.</p> <p>In the town centres, traffic signals are remotely monitored and respond to live traffic conditions at peak times to optimise traffic low. Our network of traffic signals are subject to ongoing monitoring and fault identification to make sure they are working as efficiently as possible.</p> <p>Medway council is undertaking a review of the traffic signals along the A2 corridor between Strood and Rochester to make sure they are optimised.</p> <p>The traffic light junctions are assessed when implemented and /or changed to see the impact they will have on the overall network. This is balanced against the benefits to improve connectivity for residents and visitors. The right turn at station road had helped increase that connectivity.</p> <p>One of the other ways we are investing in reducing congestion is the review of traffic light system to optimise traffic flow. The A2 corridor between Strood</p>

Name / road	Objection / Feedback	Officer's response
	<p>For a red route to work effectively it needs ALL vehicles to be included. This includes buses not stopping unless there is a bus layby for them to use.</p> <p>In my view the installation of a red route here only achieves one thing. The wasting of funds. Something Medway cannot afford right now.</p> <p>The other locations suffer very similar problems. The Brook suffers with a badly placed bus station with too many traffic lights around it combined with lane restrictions that causes congestion. And the whole junction of Union Street and Best Street and massive collection of traffic lights and restricted turnings is nothing but a congestion creating machine. Something that the installation of red lines is not going to cure at all.</p> <p>Medway is now riddled with badly designed junctions and an overindulgence in traffic lights that cause more problems than good. Adding red routes to these will have a very limited impact on the problem but a massive impact on budgets. There are a lot better and more effective answers to deal with congestion. That is of course if this proposals real objective is to stop congestion and not just a poorly veiled reason to try and raise money.</p>	<p>and Rochester is currently being investigate and reviewed.</p>
	<p>I disagree with the proposed route. I travel down star hill along corporation street and over the bridge through Strood to the A2 6 days a week between 7.30 am to 8.30am and 4.30 pm and 5.30 pm . I have yet to see vehicles parked on the yellow lines already in place. What I do see is traffic chaos and congestion caused by poor road planning and layout, constantly changing traffic and pelican crossing lights. I never witnessed parking apart from outside the school on star hill. Drivers parking are not the issue.</p> <p>1 constant stopping for 9 pelican crossings 3 of which are less than 50 yards from each other. 2 6 Sets of traffic lights. 3 the junction of Station road Strood that introduced a right turn when exiting station road. 4 red routes are unnecessary and costly and will not enhance or improve the traffic congestion that we suffer daily. The public consultation that was first set out overwhelmingly voted against the red routes and was ignored. It should be scrapped, and the money used to improve the road layout.</p>	<p>Objection noted.</p> <p>Reducing congestion in Medway is a key objective set out in both the Council Strategy and Local Transport Plan.</p> <p>Traffic control measures are put in place to appropriately distribute and control road traffic flows, to help avoid incidents between road users or to reduce their impacts if they are to occur.</p> <p>To help manage the journey demands along Star Hill / Corporation Street the Council have used a range of measures.</p> <p>Pelican crossings have been installed to provide pedestrians with safe opportunities to cross the road. They enable safe passage across to local amenities,</p>

Name / road	Objection / Feedback	Officer's response
	<p>It is nothing but an attempt to penalise and obtain revenue. Listen to your residents.</p>	<p>and key destinations. it is imperative these controlled crossings are available within these desired locations.</p> <p>In the town centres, traffic signals are remotely monitored and respond to live traffic conditions at peak times to optimise traffic flow. Our network of traffic signals are subject to ongoing monitoring and fault identification to make sure they are working as efficiently as possible.</p> <p>Traffic light junctions are assessed when implemented and /or changed to see the impact they will have on the overall network. This is balance against the benefits to improve connectivity for residents and visitors. The right turn at station road had helped increase that connectivity.</p> <p>One of the other ways we are investing in reducing congestion is the review of traffic light system to optimise traffic flow. The A2 corridor between Strood and Rochester is currently being investigate and reviewed.</p> <p>During the informal consultation, respondents were asked to provide details about why they did or did not agree with the proposed red routed programme. This feedback was then used to review proposals to make sure they met the need of communities. As a result of feedback and concerns for lack of loading opportunities, Council Officers altered the proposals to include 2 additional loading bays.</p> <p>Congestion is a complex issue caused by a variety of factors that requires a multi-faceted approach. This is why the council is investing in several programmes, including red routes, to improve the flow of the network.</p>

Name / road	Objection / Feedback	Officer's response
	<p>Dear Team.</p> <p>I am writing to object to the plans for red routes. I can only comment on the plans for Chatham and Rochester as I rarely go to Rainham.</p> <p>I gather the primary aim of the red route proposal is to prevent traffic congestion/improve traffic flow.</p> <p>In my view the proposed red route will not achieve this aim, and this is why I object to the proposals.</p> <p>I live in Rochester, and I work regularly in Rochester and Chatham. I work in parking enforcement.</p> <p>At present most traffic congestion is due to the sheer weight of traffic at certain times of the day (rush hours) and not due to vehicles stopping or parking on these roads. Conditions become worse when extra factors come into play such as road works, traffic accidents and festivals. Red lines will not stop any of these situations from arising. This is why I am objecting to the Red route proposals.</p> <p>.....</p> <p>I do acknowledge that there is some inconsiderate and disallowed parking occurring on these routes, some more often than others. I believe (from my regular viewpoint at the roadside) that these are not responsible for causing traffic congestion. Primarily because current parking or stopping occurs off the roadway; on pavements, in bus stops, in the coach bay area.</p> <p>The attached photo (from Facebook) illustrates PCN numbers and money raised, these figures suggest many fines are not paid. They also indicate a low level of offenders picked up at present by CEOs on foot. Numbers will potentially rise with camera enforcement, but traffic flow will not be improved.</p> <p>As an illustration The Brook generates the most PCNs at present with there being 5 hotspots areas: 1. Outside Brook House/old police station (takeaway delivery drivers) 2. Car Sales Business at 101. (cars for sale/ customers) 3. The Brook Garage and BKR</p>	<p>Objection noted.</p> <p>Reducing congestion in Medway is a key objective set out in both the Council Strategy and Local Transport Plan. Reducing congestion is a complex issue caused by a variety of factors that requires a multi-faceted approach and this is why the council is investing in several programmes to improve the flow of the network. Among others this includes the traffic management team that manage and co-ordinate essential road works across the network, individual improvement schemes like Strood regeneration and the safer healthier streets programme.</p> <p>Additional in the town centres, traffic signals are remotely monitored and respond to live traffic conditions at peak times to optimise traffic flow. Our network of traffic signals are subject to ongoing monitoring and fault identification to make sure they are working as efficiently as possible.</p> <p>The Safer, Healthier, Streets Programme includes the proposed introduction of Red Routes which aims to help contribute to a better flow of traffic by reducing obstructions such as indiscriminate parking. As you mentioned there are areas where this does occur.</p> <p>One of the reasons for the proposal of this scheme is that the existing double yellows were originally put in place to stop vehicles parking in locations which would lead to road safety issues or reduce the capacity of the road network. Feedback from the public consultation suggest that residents have experienced dangerous and inconvenient parking along the 5 proposed red route locations despite the presence of double yellow line restrictions. The introduction of the red routes will enable more efficient and effective management of the network and reduce obstructions such as</p>

Name / road	Objection / Feedback	Officer's response
	<p>Garage, 110a. (Cars waiting for repair/customers) 4. Rear entrance/ "driveway" to White Lion Pub.</p> <p>5. Silver Spoon Restaurant, 310a High Street. (takeaway delivery drivers).</p> <p>In most of these case vehicles are parked off the roadway, adjacent to the no loading restrictions and hence they are not contributing to traffic congestion whilst parked. They can impede traffic flow when leaving/rejoining the roadway, but this is very brief and only a minor contributor to traffic congestion. I</p> <p>I think camera enforcement on red routes would lead to increased numbers of PCNs being issued, especially to food takeaway delivery drivers in The Brook but I don't think this will decrease traffic congestion. This is why I think that the Red routes will not meet the aim of improved traffic flow and that is why I am writing to object to the proposal.</p> <p>Yours Sincerely</p>	<p>indiscriminate parking which will aid towards improve congestion and the safety of the network.</p> <p>Delivery drivers will still be able to access any private properties, retail or hospitality businesses, they will just need to use formal loading and parking bays. All currently parking and loading bays will be maintained, with two additional bays being introduced – 1 on Corporation Street and 1 of Star Hill.</p> <p>As per the Highway Code, vehicles must not park within 10m of a junction. This is to allow drivers emerging from or turning into the junction clear view of the road and hazards such as pedestrians crossing. The red markings will eliminate this inconsiderate / illegal parking.</p>
	<p>I'd just like to point out that local Councillor Trysten Ozborn has publicly stated this whole scheme needs to fail to be able to use the fines to recoup the huge costs.</p> <p>The fines are required; therefore the congestion will continue!</p> <p>Introducing this will be the economics of madmen (& women).</p>	<p>Objection noted.</p> <p>Reducing congestion in Medway is a key objective set out in both the Council Strategy and Local Transport Plan.</p> <p>The Safer, Healthier, Streets Programme includes the proposed introduction of Red Routes which aims to help contribute to a better flow of traffic by reducing obstructions such as indiscriminate parking. The issuing of a PCN is a deterrent against parking.</p> <p>Any income from PCNs will be used to service the running costs associated with back-office resource, necessary enforcement and capital set up costs of infrastructure and associated ongoing maintenance. Any surplus income is ring fenced to Transport and</p>

Name / road	Objection / Feedback	Officer's response
		Highways. Examples of what it can be used for include highway repairs, public transport infrastructure and environmental improvement projects.
	<p>To Whom It May Concern</p> <p>I would like to formally object to the proposals to put Red Routes in Medway. I specifically object to the proposals for Rochester as being a local resident I know Corporation Street and Star Hill well and I therefore know the aim given in the TRO "to reduce congestion" and "deter illegal and unsafe parking" will not be achieved through the Red Routes.</p> <p>I have tried to understand if the Red Routes could make an improvement to traffic congestion, but Medway Council have been unable to provide any evidence to suggest that this will be the case. From my experience and other residents in the area we are fully aware that there is a problem with traffic congestion but that this is not caused by vehicles pulling over on the side of the road illegally.</p> <p>I believe the money that is proposed to be invested into the Red Route scheme could be invested into something more effective to reduce traffic congestion and improve air quality (e.g. investments into public transport). If Medway Council are hopeful that the Red Routes could be a source of income, I would also suggest that there are more positive ways to spend the money which could bring a positive return of investment and benefit the community.</p> <p>With best wishes</p>	<p>Objection noted.</p> <p>Reducing congestion in Medway is a key objective set out in both the Council Strategy and Local Transport Plan. Reducing congestion is a complex issue caused by a variety of factors that requires a multi-faceted approach and this is why the council is investing in several programmes to improve the flow of the network. Among others this includes the traffic management team that manage and co-ordinate essential road works across the network, individual improvement schemes like Strood regeneration and the safer healthier streets programme.</p> <p>The Safer, Healthier, Streets Programme includes the proposed introduction of Red Routes which aims to help contribute to a better flow of traffic by reducing obstructions such as indiscriminate parking.</p> <p>One of the reasons for the proposal of this scheme is that the existing double yellows were originally put in place to stop vehicles parking in locations which would lead to road safety issues or reduce the capacity of the road network. Feedback from the public consultation suggest that residents have experienced dangerous and inconvenient parking along the 5 proposed red route locations despite the presence of double yellow line restrictions. The introduction of the red routes will enable more efficient and effective management of the network and reduce obstructions such as indiscriminate parking which will aid towards improve congestion and the safety of the network.</p>

Name / road	Objection / Feedback	Officer's response
	<p>Dear NAME REDACTED,</p> <p>I write to formally object to the proposal for the introduction of Red Route controls on Star Hill, as detailed in the notice dated 30 November 2023. As residents of REDACTED we are deeply concerned about the impact these controls will have on our daily lives, particularly in relation to receiving deliveries.</p> <p>Our primary concern is the limitation of the ability for deliveries to be made to properties on the northbound side of Star Hill, including our residence REDACTED. The current proposal would greatly inconvenience us, especially when receiving larger items, such as furniture, delivered by larger vehicles. While we acknowledge the provision of a loading area on the opposite side of the road, this does not benefit residents like us. The distance of over 50 meters and the need to traverse four lanes of traffic make it impractical and potentially hazardous.</p> <p>To address this concern, we propose the introduction of an additional loading bay to serve the northbound side of Star Hill. A suitable location could be the wide section of pavement directly outside REDACTED, achieved by introducing a drop kerb and designated loading area.</p> <p>Furthermore, we previously voiced a broader set of objections during the first consultation and are yet to receive a specific response addressing our concerns. The generalized response statement on the council's website for the final consultation does not allay our apprehensions. We remain sceptical about the purported benefits of the Red Route, such as easing congestion and reducing air pollution, especially when our specific concerns appear to be overlooked.</p> <p>Lastly, we would like to draw your attention to the inadequate placement and securing of the Red Route notices. I personally found one concealed within a bundle of leaves on my driveway. Additionally, the notice placed at the bottom of Star Hill, outside No. X, is tied low on a post, rendering it barely visible to passersby.</p> <p>In conclusion, while we understand the council's objective of improving traffic flow and reducing congestion, it is essential to consider the practical implications for residents. We urge the council to reconsider the current proposal, taking into account the concerns of those most affected, and to engage in a more transparent and responsive consultation process. Thank you for your attention to this matter. We look forward to receiving a prompt and detailed response to our concerns.</p> <p>Yours sincerely,</p>	<p>Objection noted.</p> <p>Possible loading locations have been considered with an addition bay on the Eastern Side of Star Hill. Due to the narrow nature of the footway and carriageway on Star Hill it is not possible to include further loading bays. There is loading opportunity in both side roads of Victoria Street and King Street.</p> <p>Delivery drivers will still be able to access any private properties, retail or hospitality businesses, they will just need to use formal loading and parking bays. All currently parking and loading bays will be maintained, with two additional bays being introduced – 1 on Corporation Street and 1 of Star Hill.</p> <p>If there is an infrequent event that requires loading and unloading directly to a property (such as moving house or large furniture), residents are encourage to reach out to parking services team to discuss the requirements where it could be possible to obtain a dispensation for a certain duration.</p> <p>TRO Notices were placed in the vicinity and were onsite for the 21-day notice period. However, they were in addition to broader public notifications on the council websites, and letters to directly impacted businesses and residents.</p> <p>During the informal consultation, respondents were asked to provide details about why they did or did not agree with the proposed red routed programme. This feedback was then used to review proposals to make sure they met the needs of impacted communities. As a result of feedback and concerns for lack of loading opportunities, Council Officers altered the proposals to include 2 additional loading bays. These outcomes were communicated bac to the community via the</p>

Name / road	Objection / Feedback	Officer's response
		Council website and by direct mail to impacted businesses and residents.

Name / road	Objection / Feedback	Officer's responses
	<p>Good morning, Kent Police have no specific observations to make regarding the waiting restriction proposals, however in general terms we would expect the following:</p> <ul style="list-style-type: none"> • The application meets the necessary criteria • The introduction or removal of Parking restrictions complies in all respect with the Traffic Signs Regulations and General Directions 2016 • The introduction of such measures will not leave the Police with the task of carrying out constant enforcement issues • The safety of other road users is not compromised by the introduction of these measures <p>Civil Parking Enforcement will require Local Authority to ensure resources are available to enforce these proposals. Our reference for your proposals is 315/23 Kind Regards,</p>	Medway Council will implement the scheme in accordance with items noted by Kent Police.
	<p>To whom it may concern.</p> <p>There is insufficient evidence and or justification for imposing an unnecessary red route misunderstood use of a red route.</p>	<p>Objection noted.</p> <p>Reducing congestion in Medway is a key objective set out in both the Council Strategy and Local Transport Plan. Reducing congestion is a complex</p>

Name / road	Objection / Feedback	Officer's responses
	<p>You are misusing the red route criterion for financial gain. Traffic doesn't stop along this route and blockages are not due to parking just sheer volume. The red route will have effect at all .</p> <p>To impose such financial penalties in utilities and companies etc is unacceptable.</p> <p>There is absolutely no proof that drawing two red lines on a road will change the volume of traffic. Repairing pot holes and tarmac generally would be a better use of funding. Please concentrate on sensible systems of traffic management. Think the bigger picture.</p> <p>REGARDS</p>	<p>issue caused by a variety of factors that requires a multi-faceted approach and this is why the council is investing in several programmes to improve the flow of the network. Among others this includes the traffic management team that manage and co-ordinate essential road works across the network, individual improvement schemes like Strood regeneration and the safer healthier streets programme.</p> <p>Additionally in the town centres, traffic signals are remotely monitored and respond to live traffic conditions at peak times to optimise traffic flow. Our network of traffic signals are subject to ongoing monitoring and fault identification to make sure they are working as efficiently as possible.</p> <p>The Safer, Healthier, Streets Programme includes the proposed introduction of Red Routes which aims to help contribute to a better flow of traffic by reducing obstructions such as indiscriminate parking.</p> <p>One of the reasons for the proposal of this scheme is that the existing double yellows were originally put in place to stop vehicles parking in locations which would lead to road safety issues or reduce the capacity of the road network. Feedback from the public consultation suggest that residents have experienced dangerous and inconvenient parking along the 5 proposed red route locations despite the presence of double yellow line restrictions. The introduction of the red routes will enable more efficient and effective management of the network and reduce obstructions such as indiscriminate</p>

Name / road	Objection / Feedback	Officer's responses
		parking which will aid towards improve congestion and the safety of the network.
	<p>To whom it may concern.</p> <p>Please may I have copies of the proposed Orders, the Council's statement of reasons for making the Orders, and of plans showing their effect?</p> <p>From all information seen to date and knowing the area personally I cannot see how this proposal will have any positive impact on the existing road network. Any congestion on the proposed routes is due to excessive house building and poorly timed roadworks, nothing to do with parked or stopped vehicles.</p> <p>Regards</p>	<p>Noted.</p> <p>Copies of TROs sent during consultation period to enable individual to review and make comment further.</p> <p>The development of housing sites within the Medway is governed by the planning application process. This process looks at how the application matches against Medway planning policy and among other things impacts on the local community such as traffic. The development of red routes it a management tool to help the flow of the network and is not in place to enable or resolve the impact of housing developments.</p>
	<p>Hi team</p> <p>Please would you send me details for order traffic order out for consultation at the moment including the feasibility study and any relevant documentation.</p> <p>The Medway Council (Rainham) (Red Route) Traffic Order 202*</p> <p>The Medway Council (Rainham North) (Parking Places and Waiting, Loading and Stopping Restrictions) (Amendment No. -) Order 202*</p> <p>The Medway Council (Rainham South) (Parking Places and Waiting, Loading and Stopping Restrictions) (Amendment No. -) Order 202*</p> <p>Best wishes</p>	<p>Noted.</p> <p>Copies of TROs sent during consultation period to enable individual to review and make comment further.</p> <p>No formal consideration needed.</p>
	Dear Sir	Objection noted.

Name / road	Objection / Feedback	Officer's responses
	<p>At, this time when Medway Council is struggling to find the money to meet its obligations, the proposed Red Routes are a waste of money and will not speed up the traffic.</p> <p>.</p>	<p>All decisions regarding expenditure are made in line with Medway Council's strategic plans. The red routes programme assists the council in meeting the objectives set out in the Medway Council Strategy 2023 to 2024 and the Local Transport Plan.</p> <p>One of the reasons for the proposal of this scheme is that the existing double yellows were originally put in place to stop vehicles parking in locations which would lead to road safety issues or reduce the capacity of the road network. Feedback from the public consultation suggest that residents have experienced dangerous and inconvenient parking along the 5 proposed red route locations despite the presence of double yellow line restrictions. The introduction of the red routes will enable more efficient and effective management of the network and reduce obstructions such as indiscriminate parking which will aid towards improve congestion and the safety of the network.</p>
	<p>Dear sirs.</p> <p>In this economic crisis wherein, we have a situation of KCC under threat of going bankrupt & Medway having a financial "shortfall" of around 17 Million, how can the council even consider waiting 805k of this total waste of council tax payers money.</p> <p>I'm not suggesting that the plan is shelved indefinitely. But once the council has reduced this deficit it can be re considered.</p> <p>Save this money, trash this unrealistic farce and reallocate it to a scheme more worthy rather than just painting the existing yellow lines red & annoying many businesses & motorists to boot.</p> <p>If the council does know how to do something its waste money.... like the foot/cycle path farce on four Elms Hill... over run by weeks, caused unbelievable traffic backlog & know doubt wasn't completed on budget</p>	<p>Objection noted.</p> <p>All decisions regarding expenditure are made in line with Medway Council's strategic plans. The red routes programme assists the council in meeting the objectives set out in the Medway Council Strategy 2023 to 2024 and the Local Transport Plan.</p> <p>Feedback received during the informal consultation was used to review proposals to make sure they met the needs of impacted communities. As a result of feedback and concerns for lack of loading</p>

Name / road	Objection / Feedback	Officer's responses
	<p>and only weeks after completion and lovely new tarmac laid, its dug up to allow the repositioning of a speed limit sign that had illumination above it.... Couldn't the council have targeted work so this was done before the tarmac was laid.</p>	<p>opportunities particularly for businesses, Council Officers altered the proposals to include 2 additional loading bays.</p>
	<p>Hi</p> <p>Please can you email copies of the proposed Orders, the Council's statement of reasons for making the Orders, and of plans showing their effect for red routes for Rochester, Chatham and Rainham as per the consultation.</p> <p>Many thanks</p>	<p>Copies of TROs sent during consultation period to enable individual to review and make comment further.</p> <p>No formal consideration needed.</p>
	<p>Please send copies of the three orders together with the council's reasoning and the plans showing effects to this email address.</p>	<p>Copies of TROs sent during consultation period to enable individual to review and make comment further.</p> <p>No formal consideration needed.</p>
	<p>Please could you forward a copy of all the electronic TRO document sets associated with Red Routes for Medway (Rainham, Chatham and Rochester).</p> <p>Thank you</p>	<p>Copies of TROs sent during consultation period to enable individual to review and make comment further.</p> <p>No formal consideration needed.</p>
	<p>Dear Sirs</p> <p>I would be very grateful if I could be provided electronic copies at the earliest opportunity of the Local Authority's proposed Orders, statement of</p>	<p>Copies of TROs sent during consultation period to enable individual to review and make comment further.</p> <p>No formal consideration needed.</p>

Name / road	Objection / Feedback	Officer's responses
	<p>reasons for making the Orders, and of plans showing their effect in relation to Traffic Order 202.</p> <p>Thank you for your help, I look forward to hearing from you.</p> <p>Best Regards,</p>	
	<p>Dear Sirs</p> <p>I believe I completed a form/questionnaire objecting to the 'Medway Red Route.' However, I have not received an acknowledgement and would like to ensure my objection is noted.</p> <p>The routes mentioned are always congested due to the amount of traffic. There would be no benefit in introducing such a system and I have yet to see anyone blocking the roads. It's a pointless exercise and is a waste of taxpayers' money.</p> <p>Yours faithfully</p>	<p>Objection noted.</p> <p>All respondents received a response to indicate their submissions to the statutory consultation were received. As per statutory requirements, a further response will be sent once a decision has been made by delegated authority.</p> <p>The Council dose not reply to each respondent who completed the online survey as part of informal consultation in July, but all 975 individual responses were carefully analysed. The community's valuable insights were used to refine plans to ensure they meet the needs of the residents and businesses. Outcomes of this input were communicated back to the public via the Council website, and leaflets to impacted residents and businesses.</p> <p>Reducing congestion in Medway is a key objective set out in both the Council Strategy and Local Transport Plan. Reducing congestion is a complex issue caused by a variety of factors that requires a multi-faceted approach and this is why the council is investing in several programmes to improve the flow of the network.</p> <p>Red Routes are a measure used by traffic engineers to improve traffic flow. It is one tool the council is investing in to help alleviate congestion. It</p>

Name / road	Objection / Feedback	Officer's responses
		also has other benefits like reducing unsafe and indiscriminate parking.
	Please explain how a council on the verge of bankruptcy can justify spending almost one million pounds on a red route scheme that isn't wanted or needed!!! If you have that much spare cash sloshing around spend it on fixing potholes or properly organising roadworks, which both are an absolute disgrace in this borough!	<p>Objection noted.</p> <p>All decisions regarding expenditure are made in line with Medway Council's strategic plans. The red routes programme assists the council in meeting the objectives set out in the Medway Council Strategy 2023 to 2024 and the Local Transport Plan.</p> <p>Introducing red routes is an effective traffic management tool which enables better enforcement of traffic restrictions through the use of ANPR technology.</p> <p>These restrictions will provide several benefits including more effective enforcement of indiscriminate parking which will help to improve road safety and reduce congestion, create less delay on essential bus routes.</p> <p>The enforcement of moving traffic restrictions will contribute to reducing dangerous and indiscriminate driving behaviours improving road safety. Income from PCNs will be used to service the running costs associated with back-office resource, necessary enforcement and capital set up costs of infrastructure and associated ongoing maintenance. Any surplus income is ring fenced to Transport and Highways. Examples of what it can be used for include highway repairs, public transport infrastructure and environmental improvement projects.</p>
	To Whom It May Concern.	Objection noted.

Name / road	Objection / Feedback	Officer's responses
	<p>I write with regards to the subject shown above and the recent article in the Kent online.</p> <p>Please accept this e-mail by way of my personal objection to such a project.</p> <p>I speak from the experience of a resident of Medway of some 30 plus years, having been schooled in Medway before becoming a resident.</p> <p>Your plans will not work, as knowing the roads as I do, their narrow as they are and would be more cause of chaos on the roads for which I am a car user.</p> <p>Your plans during covid where cycle lanes popped up overnight, have been disastrous as no one uses them and more of a nuisance speaking from a car drivers point of view.</p> <p>If you create the red routes, you're using it as a stalking horse in order to charge motorists more money in fines, and the way the bus fares are priced, no one will take the bus, so you will have empty buses running in the lanes.</p> <p>I trust this e-mail will serve as a vote for NO to the red route project and stop it in its tracks before you cause more misery for the residents of Medway.</p> <p>Regards</p>	<p>Reducing congestion in Medway is a key objective set out in both the Council Strategy and Local Transport Plan. Reducing congestion is a complex issue caused by a variety of factors that requires a multi-faceted approach and this is why the council is investing in several programmes to improve the flow of the network.</p> <p>One of the reasons for the proposal of this scheme is that the existing double yellows were originally put in place to stop vehicles parking in locations which would lead to road safety issues or reduce the capacity of the road network. This includes as mentioned, on narrow section of carriageway, where the introduction of the red routes will enable more efficient and effective management of the network and reduce obstructions such as indiscriminate parking which will aid towards improve congestion and the safety of the network.</p>
	<p>Hi</p> <p>As stated on the Medway Council website below, can you please supply email copies of the TROs that are proposed for the Red Routes in Medway</p> <p>https://www.medway.gov.uk/downloads/file/8497/rainham_red_routes_traffic_order_202</p>	<p>Copies of TROs sent.</p> <p>No formal response needed.</p>

Name / road	Objection / Feedback	Officer's responses
	Many thanks	
	<p>The council is planning on spending a million pounds of taxpayers money when the council is nearly if not already bankrupt. On something that will not reduce the traffic congestion at all.</p> <p>The reason the traffic is so bad around Medway towns is the amount of traffic lights one after another. We do not then need these red routes put in place.</p> <p>Thanks</p>	<p>Objection noted.</p> <p>All decisions regarding expenditure are made in line with Medway Council's strategic plans. The red routes programme assists the council in meeting the objectives set out in the Medway Council Strategy 2023 to 2024 and the Local Transport Plan.</p> <p>Red routes are a common traffic management tool used by highways engineers to improve traffic flow and reduce congestion. It is one of the ways we can smooth traffic flow without requiring significant changes to the road layout.</p> <p>Reducing congestion is a complex issue caused by a variety of factors that requires a multi-faceted approach and this is why the council is investing in several programmes to improve the flow of the network. Among others this includes the traffic management team that manage and co-ordinate essential road works across the network, individual improvement schemes like Strood regeneration and the safer healthier streets programme.</p> <p>In the town centres, traffic signals are remotely monitored and respond to live traffic conditions at peak times to optimise traffic flow. Our network of traffic signals are subject to ongoing monitoring and fault identification to make sure they are working as efficiently as possible.</p> <p>One of the reasons for the proposal of this scheme is that the existing double yellows were originally put in place to stop vehicles parking in locations</p>

Name / road	Objection / Feedback	Officer's responses
		<p>which would lead to road safety issues or reduce the capacity of the road network. Feedback from the public consultation suggest that residents have experienced dangerous and inconvenient parking along the 5 proposed red route locations despite the presence of double yellow line restrictions. The introduction of the red routes will enable more efficient and effective management of the network and reduce obstructions such as indiscriminate parking which will aid towards improve congestion and the safety of the network.</p> <p>All decisions regarding expenditure are made in line with Medway Council's strategic plans. The red routes programme assists the council in meeting the objectives set out in the Medway Council Strategy 2023 to 2024 and the Local Transport Plan.</p>
	<p>To whom it may concern,</p> <p>I totally OBJECT to any Red lines going in Medway. This will ruin businesses . We are not London .</p> <p>Regards</p>	<p>Objection noted.</p>
	<p>This is my formal objection to the proposed red route</p>	<p>Objection noted.</p>
	<p>I reply regarding the above consultation. I have never experienced any vehicles parked on these proposed routes, other than extremely rare occasions. These occasions were both for short and understandable</p>	<p>Objection noted.</p>

Name / road	Objection / Feedback	Officer's responses
	<p>situations none of which caused any traffic problems. Bringing strict and fineable, restrictions are a sledgehammer to crack a nut. More congestion is caused by the appalling general road planning and provision, especially in Strood. It appears that any road panning merely exacerbates the problems you profess to want to reduce. More pollution is caused by this and the never-ending addition of more housing in an already congested area. All this at a cost of £805,000 by a Council that is facing bankruptcy. Estimated costs are always exceeded so a £1,000,000 plus bill is more likely. If you expect to recoup this cost from fines, London charge £160 per offence, it will mean 5,031 fines just to break even and this from very few law-breaking vehicles.</p> <p>The majority of those consulted voted against the scheme, 61% and 974 in Rochester and Chatham, 473 in Rainham. You said you'd honour the vote and yet you may just ignore it. Hardly the democratic success claimed by some Councillors.</p> <p>More road signs are proposed as a benefit when we already have a confusing plethora. Reducing pollution and improving air quality when there are constant traffic jams across Rochester Bridge? It's political, woke drivel, the current flavour of the moment.</p> <p>There are better ways of achieving what you claim to want. Free up the flow of traffic in Rochester and Strood, none of which is caused by parking on existing yellow lines.</p> <p>A complete redesign of Strood Town centre is needed.</p> <p>Stop wasting money on London clone projects.</p> <p>Stop claiming that everything must be done in the name of good health, better air quality, global warming, climate change etc.</p> <p>This Red Route plan is a route to nowhere other than further decent into the black hole of bankruptcy.</p> <p>I OPPOSE THE PLAN.</p>	<p>All decisions regarding expenditure are made in line with Medway Council's strategic plans. The red routes programme assists the council in meeting the objectives set out in the Medway Council Strategy 2023 to 2024 and the Local Transport Plan.</p> <p>Reducing congestion in Medway is a key objective set out in both the Council Strategy and Local Transport Plan. Reducing congestion is a complex issue caused by a variety of factors that requires a multi-faceted approach and this is why the council is investing in several programmes to improve the flow of the network.</p> <p>Among others this includes the traffic management team that manage and co-ordinate essential road works across the network, individual improvement schemes like Strood regeneration and the safer healthier streets programme.</p> <p>The Safer, Healthier, Streets Programme includes the proposed introduction of Red Routes which aims to help contribute to a better flow of traffic by reducing obstructions such as indiscriminate parking.</p> <p>One of the reasons for the proposal of this scheme is that the existing double yellows were originally put in place to stop vehicles parking in locations which would lead to road safety issues or reduce the capacity of the road network. Feedback from the public consultation suggest that residents have experienced dangerous and inconvenient parking along the 5 proposed red route locations despite the presence of double yellow line restrictions. The introduction of the red routes will enable more efficient and effective management of the network</p>

Name / road	Objection / Feedback	Officer's responses
		<p>and reduce obstructions such as indiscriminate parking which will aid towards improve congestion and the safety of the network.</p> <p>During the informal consultation, respondents were asked not just if they supported the proposal, but also about why they did or did not agree with the proposed red routed programme. This feedback was then used to review proposals to make sure they met the needs of impacted communities. As a result of feedback and concerns for lack of loading opportunities, Council Officers altered the proposals to include 2 additional loading bays.</p> <p>The development of housing sites within the Medway is governed by the planning application process. This process looks at how the application matches against Medway planning policy and among other things impacts on the local community such as traffic. The development of red routes it a management tool to help the flow of the network and is not in place to enable or resolve the impact of housing developments.</p>
	<p>Dear</p> <p>As a Gillingham North councillor, I'm excited about the Red Route plans in Rainham, Chatham and Rochester. They're going to make our roads safer and less congested, which is great for everyone. We've also made sure there are spaces for short stays, loading, and disabled parking, considering everyone's needs.</p> <p>Kind Regards</p>	<p>Support noted.</p>

Name / road	Objection / Feedback	Officer's responses
	<p>Dear Sir,</p> <p>I wish to share my support for both of these schemes.</p> <p>I travel around the Medway Towns as a driver and through leisure activities. Congestion caused by inappropriately parked vehicles increases my travel time and I fear that as a result I contribute to the high pollution experienced in the Medway Towns. I don't wish to do as ultimately it adds pressure to the NHS and other public services.</p> <p>I would also add that as a runner many of the routes used in the evenings are along these roads because of the public lights and added safety this provides, particularly for females. Running provides many people with the opportunity to gather and helps to reduce mental health instances.</p> <p>My own experiences along Rainham High Street has involved lorries delivering to the fast food outlets blocking the paths. On several occasions I have assisted parents with buggies having to pass these lorries by walking into the A2 road. All of these establishments have rear entries and would be able to accept deliveries.</p> <p>Rainham, Chatham and Rochester have public car parks near to the shops and introducing the red routes might possibly increase footfall by making it easier to drive to and from the area. I would also add that as the A2 is a major route for emergency services I would certainly, if needed, like them to arrive as soon as possible and not be delayed because of inconsiderate drivers.</p> <p>Yours faithfully,</p>	<p>Support noted.</p>

Name / road	Objection / Feedback	Officer's responses
	<p>Dear sirs.</p> <p>I wish to add my support to the proposal for red routes in Medway, there is no reasonable argument for not having them. They stop illegal and inconsiderate parking and allow a 24-7 coverage should it be needed and does not rely on a traffic warden being in attendance or having to be verbally abused. The suggestion of this having a negative impact on businesses is also wrong, there are plenty of local car parks which can be used by the shops patrons.</p> <p>Kindest regards</p>	<p>Support noted.</p>
	<p>Hello,</p> <p>I would like to write in support of the proposals for Red Route Controls in High street Rainham(A2), the Brook(Chatham) and Corporation street, Star Hilland City way (Rochester).</p> <p>These are key routes through Medway, that should be kept as clear as possible to allow the flow of traffic.</p> <p>Best Regards.</p>	<p>Support noted.</p>
	<p>Good Afternoon,</p> <p>I am writing in support of the above named TROs. Both proposals are sensible, proportionate measures to manage the impacts of illegal loading and waiting activities in the areas defined. I am satisfied with the level of consultation and engagement undertaken and would wish to see these TROs implemented.</p> <p>Kind regards</p>	<p>Support noted.</p>

Name / road	Objection / Feedback	Officer's responses
	<p>Good afternoon,</p> <p>I would like to make representation about both:</p> <p>Chatham and Rochester red routes Traffic Order 202 & Rainham red routes Traffic Order 202.</p> <p>I feel it's important for a number of reasons that these red routes are implemented. Not only are they important to reduce congestion and speed up drive town in those areas. It also really important for air quality in Medway. Air quality as a result of congestion can be avoided and with the impact on people's health, especially they young, it should be a top priority. Enforcement is the only way this can be achieved and most of the residents in this area agree and they would benefit.</p> <p>Thank you.</p> <p>Kind regards,</p>	<p>Support noted.</p>
	<p>Hi,</p> <p>On behalf of the bus operator Arriva, I would like to give our views and feedback on the proposed red routes in Medway.</p> <p>Arriva are the largest bus operator in Medway, and we carry approximately 8.5million passenger journeys a year on our Medway services. Assuming an average vehicle occupancy of 1.1 this is equivalent to 7.7million car journeys annually. Bus reliability and consequential journey speeds are one of the biggest drivers behind our passenger satisfaction which ultimately drives the decision of whether to use the bus or not.</p> <p>Our average scheduled journey speed on our Medway routes is just under 13mph. This is a lot slower at times of peak congestion.</p>	<p>Support noted.</p>

Name / road	Objection / Feedback	Officer's responses
	<p>We firmly believe that the proposed red routes will reduce traffic congestion and delays to buses and also improve average journey speeds. In terms of the specific routes, we have the following feedback:-</p> <ol style="list-style-type: none"> 1. Corporation Street, Star Hill – We typically serve this section of route with up to 13 buses an hour in each direction. As well as being the core route to serve Rochester, it is also the main link between Chatham and Strood. Delays and disruption on this section of route is very common and the consequential delays to services can be observed in Strood, Grain, and Gravesend. The red route on this section will significantly be of benefit to bus passengers in Medway. 2. The Brook, Best St - We typically serve this section of route with up to 20 buses an hour in each direction. This is one of the main routes to and from Chatham town centre and the Waterfront bus station. Delays and disruption on this section of route is very common and the consequential delays to services can be observed at Rainham, Walderslade, Lords Wood, Gillingham, Medway Hospital and Hempstead Valley. The red route on this section will significantly be of benefit to bus passengers in Medway. 3. Rainham High St - We typically serve this section of route with up to 4 buses an hour in each direction. This bus route is the main one connecting Chatham to Hempstead Valley. Rainham High Street is a real bottleneck on the highways network. Delays and disruption on this section of route is very common. The red route on this section will significantly be of benefit to bus passengers in Medway. <p>The impact of traffic congestion on buses is huge. It causes buses to operate slower and less reliably, meaning that as an operator we need to put additional resource into services to maintain service levels or reduce service levels to reflect the slower journey times. This affects both the costs of operation and also the revenue generated, both in a negative manner. In addition, longer journeys and less reliable journeys makes the bus less attractive to passengers who seek alternative journeys or modes of travel.</p> <p>In addition, the vitality of a bus network is driven by the economic strength and attractiveness of the destinations the network serves. Traffic congestion and gridlock makes areas less attractive destinations, driving down the</p>	

Name / road	Objection / Feedback	Officer's responses
	<p>latent demand for travel to these destinations, which in turn makes the bus services serving them less viable and sustainable.</p> <p>Medway, by its nature is an historic area which causes natural bottlenecks in the highways network, where more capacity is needed but is unable to be provided in the space available. Hence maximising the efficiency of the existing highways network is paramount to keeping Medway moving. It would never be countenanced that railways could be blocked by parked vehicles because it is clear that they would cease to function effectively, yet the blocking of roads is more widely accepted. The introduction of the red routes in the key targeted locations as proposed will allow the highways network to flow smoother and reduce congestion, and we full support this because our passengers will feel the full benefit of their buses being able to move through these pinch points a lot quicker and more reliably.</p> <p>If you require anything further from me, please don't hesitate to get in touch.</p> <p>Regards</p>	