Medway Council Local Cycling and Walking Infrastructure Plan
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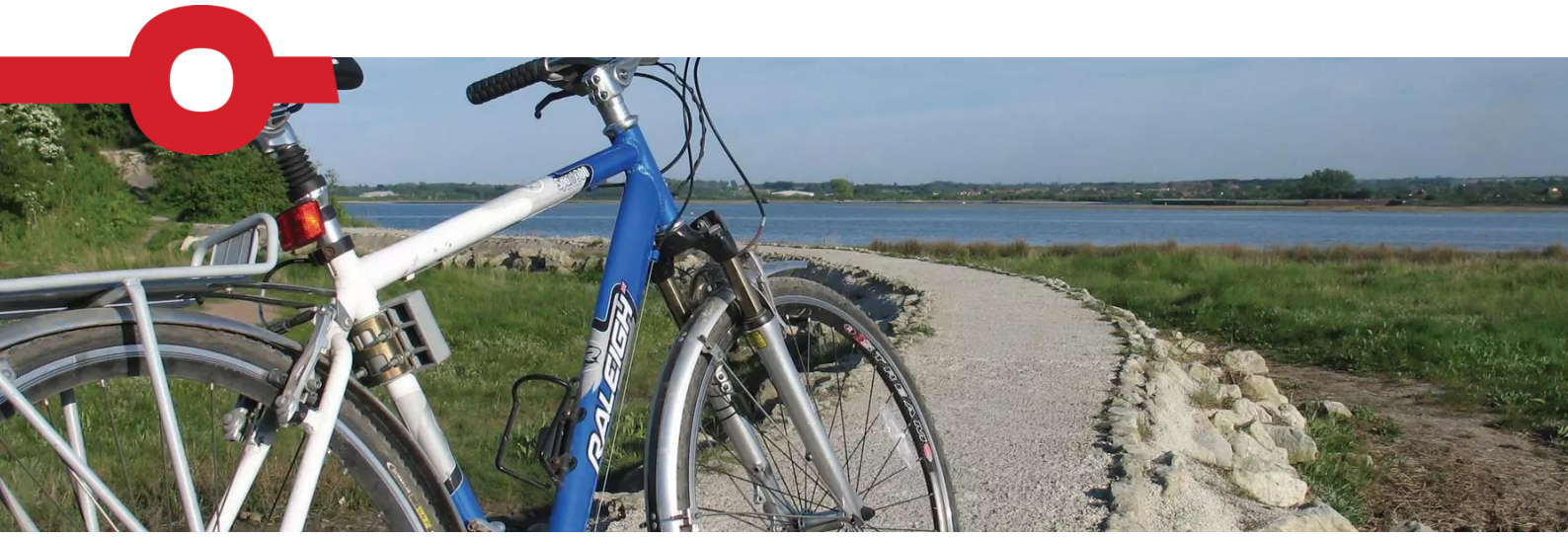
MEDWAY COUNCIL LOCAL CYCLING AND WALKING INFRASTRUCTURE PLAN



MEDWAY COUNCIL LOCAL CYCLING AND WALKING INFRASTRUCTURE PLAN

LCWIP REPORT

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1. FOREWORD FROM CABINET MEMBER

1.1.1 Medway Council declared a climate emergency in 2019 and pledged to achieve Net Zero Carbon emissions by 2030. The development of the new Medway Local Cycling and Walking Infrastructure Plan (LCWIP) will contribute to our efforts in relation to the climate emergency and provide a strategy to develop a much-improved cycling and walking network in the region over the long term.

1.1.2 An LCWIP provides a strategy for improving infrastructure across Medway in the short, medium and long term to provide a safer, more attractive network for people to walk and cycle their shorter journeys. Whilst there have been extensive improvements to the network across Medway in recent years, we know there is lots more that could be done and further investment is required to deliver this change. Levels of cycling and walking are lower in Medway than the regional and national level and improving infrastructure to enable more people to feel safe and enjoy travelling actively is key to increasing those levels and unlocking the myriad benefits of active travel. Replacing vehicle journeys for walking and cycling will have a range of benefits for air quality, congestion, physical and mental health.

1.1.3 We know that more people would choose to walk and cycle if it was safer and if routes were attractive and convenient. We need to offer our residents safe and attractive alternatives to polluting motor vehicles especially for short journeys.

1.1.4 Having the LCWIP in place will provide a strategic direction for development of the active travel network in Medway and help us unlock more funding from central government and other funding streams. The plan is ambitious and will help support Medway's Local Transport Plan (2011-2026) and Climate Action Plan (Councillor Simon Curry, 2024).

2. INTRODUCTION

2.1 What is a Local Cycling and Walking Infrastructure Plan (LCWIP)?

2.1.1 The Local Cycling and Walking Infrastructure Plan (LCWIP) will provide Medway with a plan for the delivery of cycling and walking interventions that will maximise the uptake of active travel, building upon the recent increases. For the purposes of this report, active travel should be interpreted as cycling, walking and wheeling journeys. Wheeling journeys include wheelchair users, pedestrians with prams and pushchairs, non-motorised scooters and slow-moving mobility vehicles.

2.1.2 The LCWIP will be complementary to the Council's existing and emerging policies and programmes, focused upon an ambitious commitment to active travel and the range of benefits this is expected to deliver, including, but not limited to, responding to the climate change emergency, improving air quality, enhancing public health, reducing inequality, and cutting congestion.

2.1.3 In 2017 the government published its first Cycling and Walking Investment Strategy which sets out the ambition to make cycling and walking 'the natural choices for shorter journeys or as part of a longer journey'. This was followed in 2023 by the second Cycling and Walking Investment Strategy (CWIS2). LCWIP's are noted in the investment strategy as the preferred approach to identify cycling and walking improvements at the local level.

2.1.4 Realising the ambition to make cycling and walking the natural choices will require sustained investment in infrastructure for both modes, partnership with local bodies and the wider public and private sector to build a local commitment. The LCWIP is designed to facilitate a long-term approach to developing networks, but also designed so that the document can be updated and revisited.

2.1.5 As detailed above, LCWIP's are Active Travel England (ATE) and the Department for Transport's (DfT) preferred approach for identifying and in turn delivering walking and cycling improvements. LCWIP's take a holistic approach to network planning and provide a clear, long-term framework for local authorities to deliver on their ambitions around active travel.

2.2 LCWIP Guidance

2.2.1 An LCWIP is the recommended approach developed by the DfT to help local authorities plan networks of walking and cycling routes. LCWIP's form a strategic approach to identifying cycling and walking improvements required at the local level. They enable a long-term approach to developing local cycling and walking networks and form a vital part of the DfT strategy to increase the number of trips made on foot or by cycle.

2.2.2 The key outputs of LCWIP's are:

- A network plan for walking and cycling which acknowledges the existing network and identifies preferred routes and core zones for further development;

- A prioritised programme of infrastructure improvements for future investment; and
- A report which sets out the underlying analysis carried out and provides a narrative which supports the identified improvements and network.

2.2.3 The LCWIP process includes six stages, as set out in Table 1.

Table 1. LCWIP process

STAGE	NAME	DESCRIPTION
1	**Determining Scope**	Establish the geographical extent of the LCWIP, and arrangements for governing and preparing the plan.
2	**Gathering Information**	Identify existing patterns of walking and cycling and potential new journeys. Review existing conditions and identify barriers to cycling and walking. Review related transport and land use policies and programmes.
3	**Network Planning for Cycling**	Identify origin and destination points and cycle flows. Convert flows into a network of routes and determine the type of improvements required.
4	**Network Planning for Walking**	Identify key trip generators, core walking zones and routes, audit existing provision and determine the type of improvements required.
5	**Prioritising Improvements**	Prioritise improvements to develop a phased programme for future investment.
6	**Integration and Application**	Integrate outputs into local planning and transport policies, strategies, and delivery plans.

2.3 Why is encouraging more cycling and walking important to Medway?

Overview

2.3.1 Increasing the levels of everyday walking and cycling has myriad benefits for society ranging from mental and physical health improvements, improved air quality and increased social mobility. However, there are a number of key barriers to more people walking and cycling nationally and locally in Medway. Key to this is a lack of a joined-up network of walking and cycling routes that improve road safety and make walking and cycling for local journeys more attractive as an alternative to the private motor vehicle.

2.3.2 There has been investment into the cycle network from Active Travel England and a variety of measures implemented by the council to increase cycling levels across Medway. Similarly for walking the Public Rights of Way (PROW) network has benefited from significant improvements over recent years. Notwithstanding this there is scope for improvement to

create a more joined up network and continue to minimise users having to mix with motor vehicles, maximising safety. More detail on the existing network and its limitations can be found in **Section 4**.

2.3.3 Investing in walking and cycling and developing a logical and extensive network that enables people to reach their destinations by active modes rather than private motor vehicles can unlock a wide range of benefits for the individual and the region as a whole.

Health benefits

2.3.4 Active travel is an easy, accessible way of achieving recommended physical activity levels. The Active People Survey[1] has shown that people who cycle for travel purposes are four times as likely to meet physical activity guidelines.

2.3.5 The NHS recommends that adults between 19 and 64 get at least 150 minutes of moderate aerobic exercise per week, which includes brisk walking or riding a bike. Active travel can help people increase their physical activity, which can help improve physical and mental health.

2.3.6 As covered in more detail in **Section 5** there is scope to increase levels of walking and cycling across Medway. It is important to note, due to the implementation of local initiatives such as active travel to schools initiatives and wider public health strategies, that the situation locally across Medway has improved considerably since 2011 Census data.

2.3.7 According to the 2011 Census the cycling mode share for commuting trips across Medway and journeys under 5km in the region were relatively low in comparison to other modes of transport. Short journeys such as this could be walked and cycled relatively easily rather than utilising a vehicle and the benefits for Medway residents' health would be significant. Increased cycling is linked to improved health benefits such as weight loss and cardiovascular conditions.

2.3.8 As detailed above, active travel activities can improve an individual's mobility, health and social interaction. However, one major obstacle to the prevalence of active travel is community severance, whereby transport infrastructure or motorised traffic acts as a physical or psychological barrier to movement of pedestrians and cyclists. This severance may form a barrier to accessing local resources, exacerbating a lack of community cohesion and increasing social isolation. Therefore, this LCWIP seeks to make walking and cycling more accessible and attractive for residents of Medway and make active modes the first choice for short journeys.

[1] Active Lives Children and Young People 2021-22 Report
https://activekent.org/children-and-young-people/active-lives-children-young-people-survey/

Climate change

2.3.9 Medway Council declared a climate emergency in April 2019 and passed a motion committing to:

- Reduce its carbon footprint
- Provide the local community with a clean, green future
- Be a place people want to work and live, which has a sustainable future
- Establish a clear action plan for Medway to deal with climate change, setting out an achievable and clear timeline

2.3.10 The Council has committed to achieving net zero carbon in Medway by 2050 and have developed an action plan to help address the climate emergency.

2.3.11 The Council in the Climate Change Action Plan[2] has identified 11 high level priorities in order to reach its net zero targets. 'Transport, travel and digital connectivity' is one of those key priorities which seeks to provide improved opportunities for people to walk, cycle and use public transport.

2.3.12 The LCWIP and ensuing network development and delivery will be integral to Medway delivering on this pledge by providing a safe and attractive network for walking and cycling and helping to reduce dependence on private motor vehicles.

Air quality

2.3.13 Poor air quality is the largest environmental risk to public health in the UK, as long-term exposure to air pollution can cause chronic conditions such as cardiovascular and respiratory diseases as well as lung cancer, leading to reduced life expectancy. Nitrogen Dioxide (NO2) has been identified as having various adverse health effects particularly on the respiratory system. Short-term exposure to this pollutant can increase the likelihood of reaction to allergens such as pollen and has been known to increase asthma in some people. Children exposed to this pollutant may have an increased risk of respiratory infections.

2.3.14 There are four areas in Medway where air quality levels are above the expected level and do not meet the objectives for the pollutant nitrogen dioxide[3].

2.3.15 Walking and cycling are the ultimate low emission options. For short trips, or longer trips combined with public transport, higher levels of active travel could make a significant contribution to reducing pollution. Dedicated, well-designed cycle infrastructure is essential, not just because it helps people make non-polluting trips, but also because facilities such as segregated cycle paths take space from cars and move motor traffic away from building façades where long-term exposure to exhaust fumes is likely to occur.

[2] Climate Change Action Plan (2019)
https://www.medway.gov.uk/climatechangeplan
[3] Medway Air Quality Action Plan (draft)
https://www.medway.gov.uk/downloads/file/7339/medway_air_quality_action_plan_draft

2.3.16 More information on Medway's Air Quality Action Plan can be found in **Section 4**.

Benefits for Medway transport network

2.3.17 As detailed earlier in this section and later in the report, Census and DfT data demonstrates that residents of Medway are reliant on their own private vehicles for the majority of their journeys. This reliance on vehicles leads to regular congestion on the road network, especially at peak times.

2.3.18 An over reliance on motor vehicles for short trips also has negative impacts for air quality and physical activity levels. Cycling and walking are far more efficient and healthy ways to complete short local journeys without the negative impacts associated with motor vehicles.

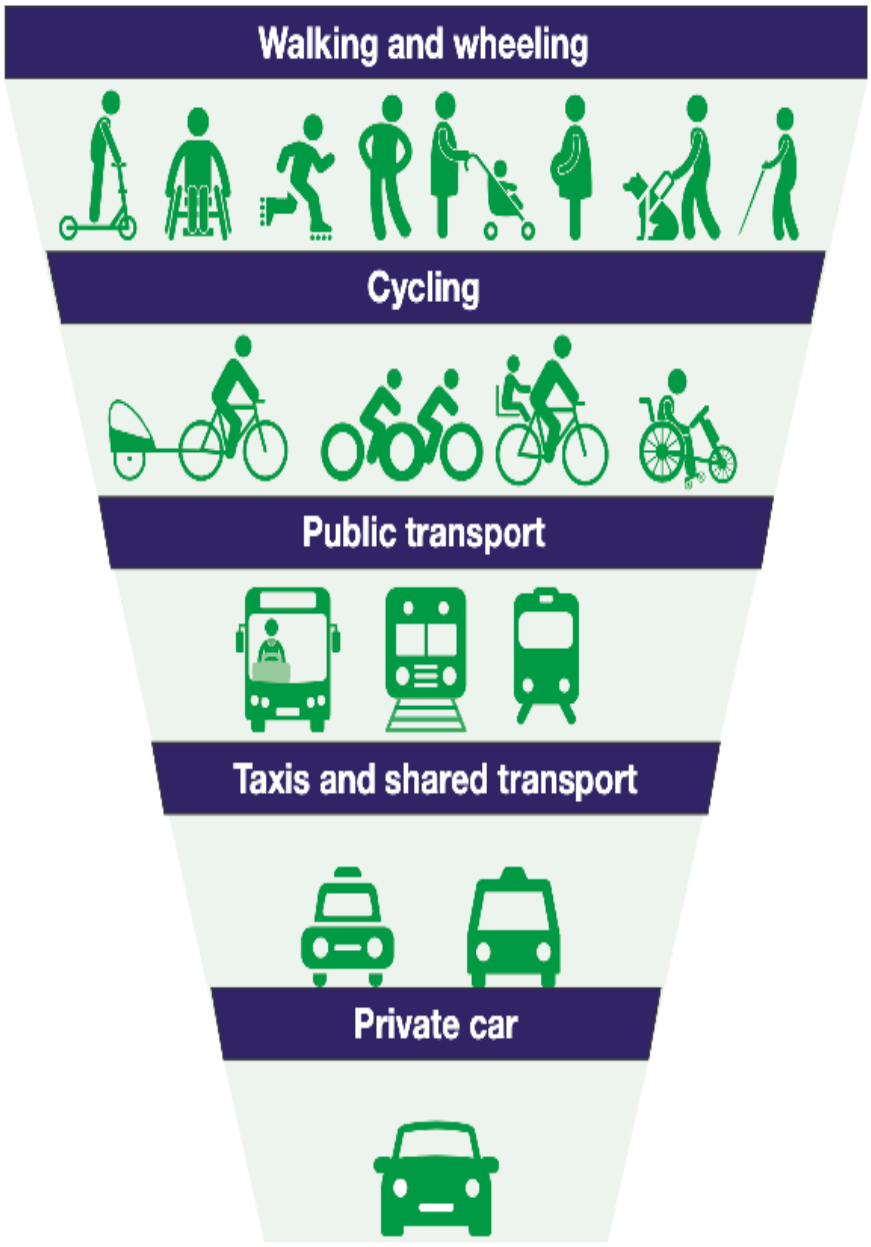
2.3.19 Any modal shift away from driving to active modes such as walking and cycling will benefit not only the individual making that change but also the wider transport network, freeing up space for essential car journeys and buses.

2.3.20 The sustainable travel hierarchy has been considered as part of the development of this LCWIP and is widely utilised in order to prioritise more sustainable modes when making policy or investment decisions in relation to transport. The transport hierarchy places those walking, wheeling and cycling at the top as they are the most sustainable modes but also the most vulnerable users of our roads.

2.3.21 The hierarchy is also a useful tool to assist individuals in improving the impact of their journeys. The higher up the hierarchy, the more sustainable and greener the travel option. Travelling on foot or by bicycle doesn't create any carbon emissions, meaning it is the most sustainable and green way to make a journey. Each mile walked rather than driven saves 276g of carbon dioxide (CO2)[4].

[4] Energy Saving Trust
https://energysavingtrust.org.uk/an-introduction-to-the-sustainable-travel-hierarchy/

Figure 1. Sustainable transport hierarchy

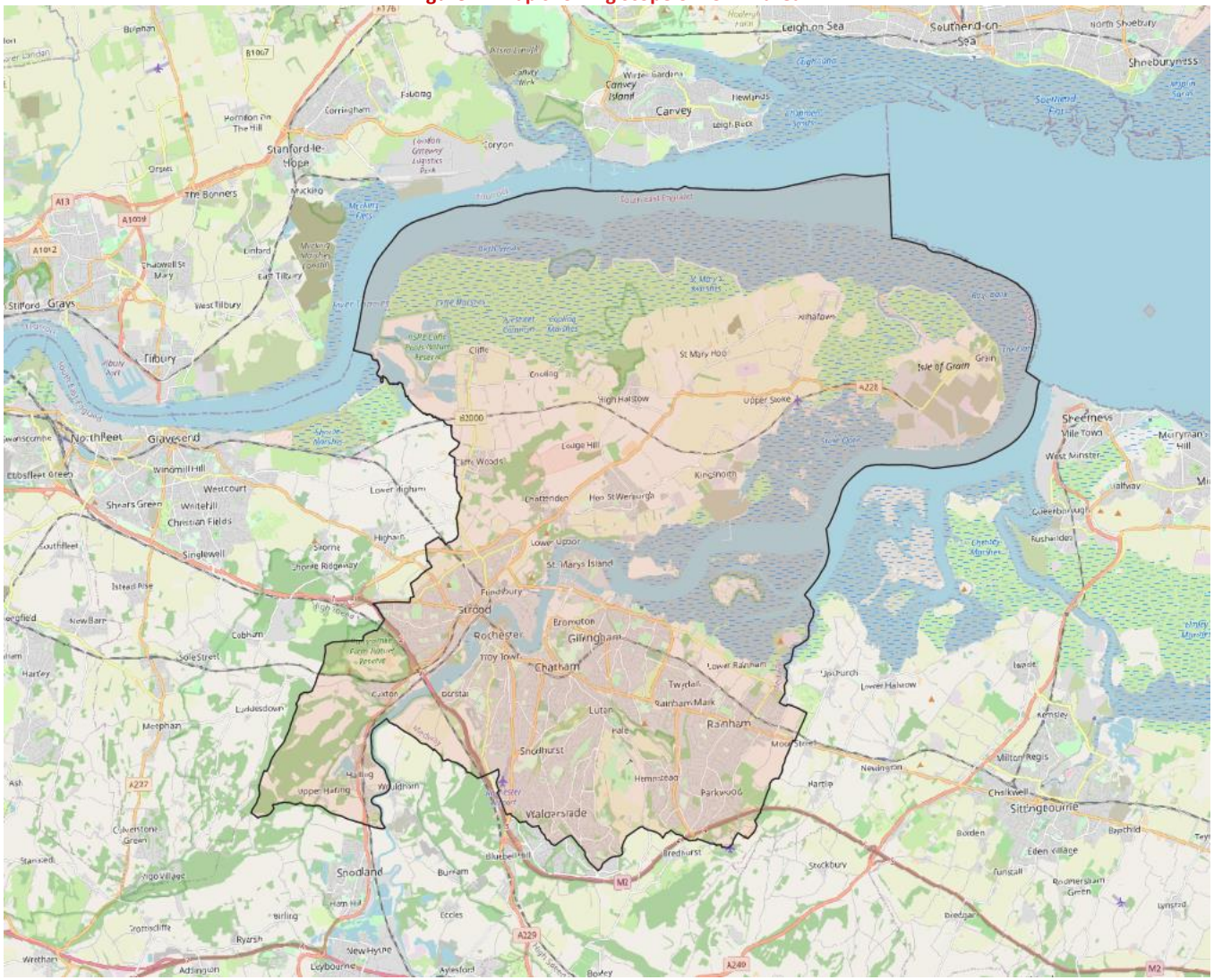


3. DETERMINING SCOPE

3.1.1 In Stage 1, it has been agreed with Medway Council that the LCWIP will cover the whole of the council area, reflecting the desire to improve facilities for active travel throughout.

3.1.2 Figure 2 below shows the area covered by this LCWIP.

Figure 2. Map showing scope of LCWIP area



3.2 Report Structure

3.2.1 Following this introductory section, the remainder of this Background Evidence Report is structured as follows:

- **Section 4: Policy Review** – Provides an overview of relevant current and emerging national, regional and local policies and strategies that need to be considered when developing an LCWIP.
- **Section 5: Baseline Conditions** – Details current transport conditions and provision across Medway.
- **Section 6**: **Cycle Network Development** – Analysis of cycle demand and identification of a potential cycle network that serves desire lines.
- **Section 7: Walking Network Development –** Identification of core walking zones.
- **Section 8: Prioritisation of the Network –** Process to prioritise network options.
- **Section 9: Auditing the Cycle Network** – Identifying improvements to priority cycle routes.
- **Section 10: Auditing the Walking Network –** Identifying improvements for walking routes.
- **Section 11: Consultation on Route Options –** Presentation of the proposed network and routes to the public and stakeholders to check whether all opportunities have been covered, what improvements they would prioritise and why.
- **Section 12: Costing -** Outlining high level costs.
- **Section 13: Prioritisation -** A multi-criteria assessment of the identified routes
- **Section 14: Future Funding / Integration -** Summary of LCWIP process next steps and integration of the plan with wider Medway policy.

Appendices:

- **Appendix A - Concept Designs** - Concept designs that highlight existing issues along the priority routes and potential interventions that could be implemented to improve conditions for those walking and cycling
- **Appendix B - Consultation Summary Technical note –** Full technical note summarising consultation process and analysis.
- **Appendix C – Intervention Prioritisation –** Scoring matrix for prioritisation process

4. POLICY REVIEW

4.1 General

4.1.1 In order to establish the context for the LCWIP across Medway, a comprehensive review of current and emerging policy and strategy documents related to development and transport and current active travel schemes has been undertaken.

4.1.2 The documents considered in the Policy Review are shown in the Figure 3.

Figure 3. Policy review documents

National Policy Documents:
Gear Change: A Bold Vision for Cycling and Walking
The Cycling and Walking Investment Strategy
Local Transport Note 1/20
Plan for Drivers

Primary Local Policy Documents:
One Medway Council Plan 2024/28
Medway 2035
Medway's Cycling Action Plan
Medway Local Transport Plan
Medway Local Development Scheme
Medway Local Plan
Medway Rights of Way Improvement Plan
Medway Air Quality Communications Strategy
Medway Air Quality Action Plan

Other Local Policy Documents Included:
Bus Service Improvement Plan
Enhanced Partnership Plan 2022
Second Round Housing Infrastructure Fund Consultation
Annual Public Health Reports
Community Safety Partnership Plan 2020

4.2 National Policy Documents

Gear Change: A Bold Vision for Cycling and Walking

4.2.1 This document, published by the DfT, sets a goal that cycling and walking will be the natural first choice for many journeys, with half of all journeys in towns and cities being cycled or walked by 2030. This will occur through a travel revolution in our streets, towns, and communities in which places will become truly walkable. The report sets out actions required at all levels if government to make this goal a reality, under four overarching themes:

- Theme 1: Better streets for cycling and people;
- Theme 2: Putting cycling and walking at the heart of transport, place-making and health policy;
- Theme 3: Empowering and encouraging local authorities; and
- Theme 4: Enabling people to cycle and protect them when they cycle.

4.2.2 Better streets for cycling and people: a requirement for on-road cycle tracks separated from traffic; cycle, bus and walking corridors; more neighbourhood placemaking schemes; more school streets; and improvement of the National Cycle Network to make it entirely off road or traffic-calmed by 2040.

4.2.3 Putting cycling and walking at the heart of transport, place-making and health policy: increasing spending on cycling and walking; ensuring that new road schemes include appropriate cycling provision; smoothing the integration of cycling with public transport; increased cycle parking; and promoting cycling for freight.

4.2.4 Empowering and encouraging local authorities: improved capacity and assistance for local authorities; channelling most of the allocated funds through local authorities; the development of the Active Travel England body, which inspects and approves schemes, and reviews major planning applications.

4.2.5 Enabling people to cycle and protect them when they cycle: safe cycle training; combat bike theft by consolidating ownership registers; and changing highway codes to protect vulnerable road users.

The Cycling and Walking Investment Strategy – Report to Parliament

4.2.6 The Cycling and Walking Investment Strategy (CWIS) sets a range of short-term goals to meet the government's ambitious plan of half of journeys to be made by walking and cycling by 2040. Most notably, by 2025, the government aims to double cycling, increase walking activity and increase the number of children walking to school to 55% (from 49& in 2014).

4.2.7 The report reviews the progress of actions set to be achieved between April 2016 and March 2019. The major outputs noted in the review include: 912,349 people completed cycle training, 13,112 new or upgraded cycle parking spaces, 2,096 new or upgraded cyclists and pedestrian crossings and 129 rail stations benefitting from cycle improvements and facilities. An update of this paper, Cycling and Walking Investment Strategy 2 is expected soon.

Local Transport Note 1/20 – Cycle Infrastructure Design

4.2.8 This Local Transport Note (LTN) provides guidance and good practice for the design of cycle infrastructure, in support of Gear Change. It explains the five core design principles, which represent the essential requirements to achieve more people travelling by cycle or on foot, based on best practice. Networks and routes should be coherent, direct, safe, comfortable and attractive. Infrastructure must be accessible to all, and the needs of vulnerable pedestrians and local people must be considered early in the process to ensure schemes are supported locally in the long term.

4.2.9 Planning for cycling should be based around providing a network of on- and/or off-carriageway routes that are suitable for all abilities. Subject to topographical constraints, the aim is to create a densely spaced network so that all people can easily travel by cycle for trips within and between neighbourhoods. Developing a network plan should follow a process of thinking about the people who make trips, the places that they go and the journey purpose to pursue a demand-led approach to cycle infrastructure provision.

Plan for Drivers, Department for Transport

4.2.10 This recent policy document seeks to 'rebalance' previous transport policy and practice towards being less punitive to drivers. It focuses on issues which the government know matter to drivers such as smoother journeys, stopping unfair enforcement, easier parking, cracking down on inconsiderate driving and helping the transition to zero-emission driving.

4.2.11 This may affect future funding and roll out of measures which can benefit pedestrians and cyclists such as lower speed limits, camera enforcement, bus priority measures and schemes to reduce traffic in residential areas.

4.2.12 The call to smooth traffic flow and reduce hold ups and delays to drivers could have implications for the spacing of crossings and the crossing times available for pedestrians and cyclists. Any active travel measures which are regarded as 'aggressively anti-driver traffic management measures' will be restrained.

4.2.13 There is an expectation that local authorities will need to demonstrate strong public support for any further roll out of Low Traffic Neighbourhoods and area-wide 20mph speed limits.

4.2.14 The foreword states that *'None of (the content) replaces the significant investment we've made in public transport and active travel. It sits alongside them as part of our long-term plan to help people across our country travel in the way that works best for them.'*

4.2.15 It is important to note that there has been a change in government since the Plan for Drivers was published and it is unclear if the new government plans to implement its approach.

4.3 Local Policy Documents and Public Health Policy

One Medway Council Plan

4.3.1 This plan sets out Medway Councils vision, ambitions and priorities for the next four years until 2028, outlining the values and behaviours that shape the approach. A priority of this plan is 'enjoying clean, green, safe and connected communities' acknowledging that the place where we live affects our health, well-being and happiness. The plan was developed with the support of residents, and it states that engagement has identified safety and cleanliness as priorities for residents.

4.3.2 The plan states that Medway Council want to ensure residents can enjoy a well-connected and sustainable travel system. The council will enable increased walking and cycling networks

and work with partners to ensure an integrated, accessible, safe and sustainable public transport system across Medway and beyond.

4.3.3 A sub-priority is to: Provide improved opportunities to walk, cycle, use public transport and electric vehicles, reducing carbon emissions and improving air quality.

Medway 2035

4.3.4 The vision for Medway set out in 'Medway 2035' has ambitions to transform the area into a Waterfront University City, with notable regeneration intended in and around the centres of Chatham, Gillingham, Rochester and Strood. The Council's regeneration ambitions promote the provision of more homes in the town centres alongside a wider range of businesses. The focus on urban development provides for growth in accessible locations that offer a choice of sustainable travel options.

Medway Climate Change Action Plan

4.3.5 Medway Council declared a climate emergency in 2019 to respond to the challenge of climate change. The council recognises that they will be unable to combat climate change alone and it will require the combined actions of Medway residents, communities and businesses.

4.3.6 The Climate Change Action Plan therefore provides a framework for how the council and the community will respond to climate change. It is a working document that will evolve as new challenges and opportunities arise and new technologies become available.

4.3.7 There are 11 high level priorities contained within the Climate Change Action Plan. 'Transport, Travel and Digital Connectivity' is the most relevant to this LCWIP with a focus on reducing emissions from transport and giving residents more opportunities to walk and cycle locally.

Medway Local Transport Plan

4.3.8 The Council's most recent Local Transport Plan sets out the Council's Transport Strategy for the period from 2011 to 2026. It identifies an increase in travel demand based on population growth in Medway as a major challenge, particularly within the nationally designated regeneration area of the Thames Gateway. A key aim of the Local Transport Plan is to contribute to better health in the region by encouraging walking and cycling and by improving accessibility to key services.

4.3.9 With respect to active travel, the plan seeks to support a healthier natural environment with improved air quality, support healthier communities through plans to expand the cycle network, improve public rights of way, and educate, promote and enforce safe routes to school and other public safety initiatives.

4.3.10 The Council also plans to improve accessibility to bus services through a programme of bus stop improvements in which 60% of the high frequency bus stops will become accessible. Furthermore, they plan to encourage walking and cycling by improving accessibility to public

rights of way through network improvement and waymarking as well as participating in the development of sub-regional cycle networks in coordination with the NCN.

Medway Local Development Scheme

4.3.11 The Local Development Scheme, published in September 2021, provides an updated programme for the production of a new local plan to provide the basis for development policy in Medway. The Local Plan is a means of setting the vision for the region's growth and mapping out the strategy and policies.

4.3.12 Medway is operating under the 2003 Local Plan. A new plan to run until 2037 is being developed.

Medway Local Plan

4.3.13 The current Medway Local Plan sets out to create safe and attractive walking and cycling provision throughout the area and promote high density, mixed-use development in and around town centres and near to major transport interchanges. Improved transport infrastructure is essential to other important policy aims such as economic regeneration and social equality. The strategy also seeks to achieve a better relationship between land uses to reduce the length and number of journeys and to enable multi-purpose trips to take place.

4.3.14 Better conditions for pedestrians, linked to locational policies which promote the provision of facilities and activities (such as district and local centres) close to people's homes, could lead to a significant change in travel choices. The Council set out to ensure, where practical, that development adjacent to the Medway riverfront provides a riverside walk suitable for pedestrians, cyclists and people with disabilities.

4.3.15 **Policy T3**: Provision for Pedestrians will develop a safe network of footpaths to link houses, schools, town centres, workplaces, recreation areas and public transport routes. It also requires that new development proposals must also provide attractive and safe pedestrian access.

4.3.16 The plan aims to encourage cycling for short journeys through cycle lanes, shared use surfaces and advisory routes. Additionally, **Policy T4**: Cycle Facilities requires that secure cycle parking and associated facilities will be sought at public transport interchanges, buildings open to the general public and in Chatham town centre and other District and Local centres.

Figure 4. Crossing upgrade – City Way (Rochester)

Medway Rights of Way Improvement Plan

4.3.17 The Medway Rights of Way Improvement Plan (ROWIP) is a strategy document that sets out the Council's public rights of way (PROW) and access from 2020 to 2030. Medway currently has a network of 438 paths covering 186.1 miles and is depicted in Figure 5. Most of the PROWs are footpaths, which can only be used by people walking. There are also public bridleways, which can be used by pedestrians, horse riders and cyclists, restricted byways, which can be used by all of the above and horse drawn carriage drivers, and byways open to all traffic, including motor vehicles.

4.3.18 PROWs help support the needs of Medway's residents and ensure residents have a high quality of life. PROWs aid active travel as they can link with roadside pavements and cycle lanes in urban areas. Other PROWs leading from towns to the countryside provide ways for people to make longer journeys. The Council is seeking to increase the role of PROWs in delivering strategic active travel routes and connecting new developments to the surrounding network.

Figure 5. Public rights of way

Road Safety Plan

4.3.19 Medway's emerging Road Safety Plan will support the priorities set out within the One Medway Council Plan 2024/28, the Joint Health and Wellbeing Strategy, the statutory Local Transport Plan (2011-26), Sustainable School Travel Strategy (2018-23), the Climate Change Action Plan, Local Cycling and Walking Infrastructure Plan (in development) and Air Quality Action Plan. It will also contribute to Medway's Smart City programme and Child-Friendly Medway agenda and aligns with the Safe Systems approach, as set out within the Vision Zero Strategy endorsed by the Kent and Medway Safer Roads Partnership.

4.3.20 The Road Safety Plan will set out how Medway Council plans to meet its challenging road casualty reduction targets and provides a revised strategy for the next five-year period. Local government is the main delivery agent of road safety; local authorities have a statutory duty under section 39 of the 1988 Road Traffic Act, to "take steps both to reduce and prevent accidents". As such, the Road Safety Plan for Medway sets out an approach that embraces a direction of travel towards the adoption of the Safe Systems approach while cross-agency collaboration is developed further.

4.3.21 The strategy will detail what the council intend to do to further improve road safety in Medway over the next five years and describe how targets are identified, how progress will be measured and set out measures to further reduce road deaths and injuries over the next five years.

Figure 6. Layby scheme and road safety measure – Four Elms Hill

Medway Sustainable School Travel Strategy

4.3.22 The Medway Sustainable School Travel Strategy (SSTS) is currently being updated and builds upon this strategy that envisions that every child can meet their travel requirements in order to fulfil their educational potential in a matter that is independent, safe and sustainable. The report identified the needs of young people to encourage sustainable school travel. These include cycle/scooter storage, safe cycle routes, reduction in speed limits, zebra crossings and traffic calming measures, amongst others.

4.3.23 The overarching objectives in the report include: 1) reducing the levels of car use on journeys to school, 2) increasing the number of children using all forms of active travel to journey to school, 3) improving accessibility to schools by walking, cycling and public transport and 4) reducing negative environmental and health impacts of travel.

4.3.24 Census data has demonstrated that Medway currently has a higher proportion of children that walk to school and lower proportion of children being driven to school than the national average, which puts Medway in a strong position to carry out further improvements.

4.3.25 Through establishing the vision, challenges, and needs of improving sustainability of school travel, different interventions are developed. Examples of these interventions include inviting schools to participate in active travel initiatives / road safety education at least 3 times per year, monitoring walking bus and walk to school initiative uptake on a quarterly

basis, and signposting users to web based information on footpaths, cycle routes and buses serving individual schools.

4.3.26 These interventions will be monitored and will be updated over time through a review in 2024 and annual progress updates reported in the interim.

4.3.27 To achieve the objectives, several active travel provisions have been implemented. First, some children who are too far to walk to school will be offered free public transport, and others under 16 can qualify for the Medway Youth Pass, which offers fares at half the adult rate. The Council also provides Bikeability courses to school children in Medway as well as road safety education lessons to Key Stage 1 and 2 students.

4.3.28 In 2024 Medway introduced 7 new 'School Streets' where the road immediately outside of the school is closed to the majority of traffic at pick up and drop off times. 'School streets' have been introduced to help improve road safety outside the school gates and encourage modal shift to more sustainable modes when travelling to school.

4.3.29 Medway Council secured £486,000 from the government Active Travel Fund to deliver their initial cohort of 'school streets' noted below:

- Burnt Oak Primary School, Cornwall Road, Gillingham
- Greenvale Primary School, Symons Avenue, Chatham
- Miers Court Primary School, Silverspot Close, Rainham
- Phoenix Primary School, Glencoe Road, Chatham
- St Mary's Catholic Primary School, Greenfield Road, Gillingham
- St Peter's Infant School, Holcombe Road, Rochester
- St Thomas More Catholic Primary School, Bleakwood Road, Walderslade

Medway's Joint Strategic Needs Assessment (JSNA) – Physical Activity

4.3.30 JSNAs were introduced as a statutory requirement in the Local Government and Public Involvement in Health Act 2007 and retained in the latest Health and Care Act 2022. It identifies and summarises the current and future health and social care needs of the local community and is a fundamental part of planning and commissioning (buying) services at a local level.

4.3.31 It documents prominent medical needs and issues in the council. Problems such as obesity, cardiovascular disease, and health inequalities in particular are key areas that the development of the LCWIP should address.

'Medway Can'

4.3.32 Medway Can is a campaign that encourages the public to live healthier lives and become more active. Various local organisations such as employers, organisations, education settings, food providers, residents and health professionals can apply for funding to establish initiatives to tackle obesity, such as funding some exercise classes, buying kitchen equipment

to help the community cook healthy meals or buy high-vis jackets to start a regular walking group.

4.3.33 The Medway Can website provides a wide range of resources to help residents transition into a healthier lifestyle, such as a portal to help the public search for activities in their local area, recipes for more healthy eating, tips on how to start active travelling, and templates to help track personal Medway Can Initiatives.

A Better Medway

4.3.34 A Better Medway is a one stop shop online service that provides various services to assist both physical and mental wellbeing, from getting an NHS health check, to finding a self-guided walk.

4.3.35 It also provides many resources that supports active travelling, such as finding “A Better Medway Cycling Projects” and “Health Walks”, which are cycling and walking groups led by leaders for public participation, which are suitable for people from all walks of life and physical level.

Explore Medway

4.3.36 Explore Medway is part of Explore Kent and is an online resource that details different scenic and interesting walk routes around Medway, including interactive maps, sites of historical significance, journey planning and information on the nearest train station allowing the public to easily plan leisure walks in their free time.

Figure 7. Riverside route

Figure 8. Copperhouse route

Medway Air Quality Communication Strategy and Medway Air Quality Action Plan

4.3.37 Medway Council recognises its duty to protect the health of its residents by achieving the national air quality standards. The 2017 Air Quality Communications Strategy aims to increase the awareness of the health impacts of air pollution.

4.3.38 Medway designated four areas as Air Quality Management Areas (AQMAs), as shown in Figure 9: Pier Road Gillingham, High Street Rainham, Central Medway and Four Elms Hill, Chattenden. The main source of air pollution in Medway is road traffic emissions from major roads (most notably from the: M2, A2, A228, A229, A230, A231, A276 and A289).

Figure 9. AQMAs in Medway

4.3.39 The Air Quality Management Plan aims to reduce transport emissions in the AQMAs by an estimated 10% to improve air quality with a further 10% reduction achieved by traffic management schemes through 12 key measures:

- Improve freight management;
- Encourage the increased use of public transport;
- Improvement in taxi emissions;
- Traffic management;
- Promotion of cycling and walking;
- Eco driving;
- Procurement;
- Travel planning;
- Development planning;
- Promote health awareness and air quality issues; and
- Feasibility studies and funding.

4.3.40 The Council has created a series of communications activities to increase awareness of the health impact of air pollution and stimulate changes in the way people and businesses address this challenge. Some of the key messages, aimed at encouraging active travel include

the health benefits of cycling and walking and that taking quieter streets when walking or cycling can reduce the risk of exposure to air pollution by up to 20%.

4.3.41 Medway publish an annual Air Quality Annual Status report (ASR) in line with the requirements of the Environment Act. The most recent update in 2022 demonstrates that there is a trend of decreasing concentrations of nitrogen oxide however exceedances do still regularly occur and there is a need for the AQMA's to remain in place. Road transport remains the dominant source of pollution locally so efforts to increase the levels of walking and cycling as part of this LCWIP will be key in achieving the aims of the Medway Air Quality Action Plan.

Medway's Bus Service Improvement Plan (BSIP)

4.3.42 Designed to provide bus services for the community which are accessible for all, helping to achieve aims for climate change and reduce congestion on roads. This ambitious plan reflects the challenging circumstances of the Medway Council area, as new travel patterns emerge in the post-Covid era.

4.3.43 New funds will allow Medway to continue to work hand in hand with local bus operators, to develop and improve timetables, and to bring a better standard of bus service for the residents of Medway. Programme of schemes for 2024/25 are described below.

- Continuing support of existing socially necessary contracts so no cuts to services
- Additional evening and Sunday services on key routes
- Proposal to have free summer holiday travel for children
- Initiate a new bus service to leisure facilities and country park
- Red routes on key parts of highway
- Camera enforcement in Lordswood and other bus lanes
- Repairs, and improvements to bus shelters
- Increase CCTV and public announcement provision at Chatham Waterfront Bus Station
- Improve driver toilet facilities at Chatham Waterfront Bus Station
- Free Bus weekends
- Small scale accessibility improvements from LTP/S106 funding.
- Launch of Kent and Medway Bus Passenger Charter.
- Investigate Potential ticketing scheme across operators
- Improvements to wayfinding, and signage at Chatham Waterfront Bus Station

5. BASELINE CONDITIONS

5.1.1 Understanding how people currently travel within Medway, and thus their potential to switch to active travel is an important aspect of the LCWIP. The chapter gathers publicly available information on existing travel patterns within Medway.

5.2 General

5.2.1 The area of Medway mainly comprises the urban agglomeration of five towns, Rochester, Gillingham, Chatham, Rainham and Strood within the heart of the Thames Gateway. These are approximately 50km from Central London and located along a rapidly changing growth corridor spanning from London to Kent. Medway also includes the much more rural area of the Hoo Peninsular. The urban areas of Medway have good road and rail links. However, the strategic highway and rail networks are under pressure at peak times, and opportunities are sought to promote a mode shift in favour of walking and cycling to help alleviate such pressures. Public transport is much sparser in more rural areas, being limited to infrequent bus services.

5.2.2 Severance caused by the River Medway, established commuting flow patterns and travel behaviour, the legacy of post-war development designed for the car, generous car parking provision, the existing public transport offer and emerging trends make for a challenging environment in promoting sustainable transport. Many local roads in Medway are nearing capacity at peak times and a continuation of historic travel behaviour may result in a network unable to accommodate movement generated by new development. The study area is depicted in Figure 1in the shaded region.

5.2.3 Medway has a population of approximately 280,000 people and is expected to grow by 40,500 (15%) to 317,529 by 2035, and it has a higher growth level than the rest of the South East region of England[5].

5.2.4 The Medway Towns are a polycentric conglomeration of five towns, Strood, Rochester, Gillingham and Rainham, with Chatham at the centre. According to the Medway Bus Service Improvement Plan[6], central Chatham is the single most important destination in the Medway Towns, despite its dominance having declined significantly following the loss of industry.

5.2.5 The topography of the area presents challenges to the transport network, including the barrier of the River Medway (just two crossing points for local users) and a hilly hinterland to the south, rising up to over 175m (500ft). To the north is the Hoo Peninsular primarily composing of villages with populations of 1,000 or below, and industrial areas amongst areas of significant wildlife importance. To the south are the Medway Valley villages of Cuxton and Halling.

[5] https://www.medway.gov.uk/download/downloads/id/231/demography_population_projections_2016.pdf
[6] Bus service improvement plan (BSIP) for Medway 2021 to 2026 https://www.medway.gov.uk/downloads/file/6899/bus_service_improvement_plan_bsip_for_medway_2021_to_2026

5.3 Public Transport

5.3.1 Medway's five main rail stations (Strood, Rochester, Chatham, Gillingham and Rainham) are serviced by Southeastern Railway and the Thameslink. In addition to regular trains to London Victoria, Charing Cross, London Bridge, Ramsgate and Dover, there are also high-speed trains between London St Pancras and Chatham taking only 34 minutes. Smaller railway stations in Cuxton and Halling also offer Southeastern Railway services to Strood and Maidstone.

5.3.2 Medway's bus services along the main corridors operate every 10 to 20 minutes. The Chatham Waterfront Bus Station was built in 2011 for £9 million and has over 1,100 departures a day.

5.3.3 Local consultation responses align with the national wants identified by Transport Focus, which include buses running more often, buses going to more places, more buses running on time, better value for money, more effort to tackle anti-social behaviour, better quality of information at bus stops, accessible buses and cleaner buses.

5.3.4 Medway Council are part of the Kent Community Rail Partnership (KCRP), led by Sustrans, who encourage communities to support their local railway stations and lines, with focus in Medway on Halling, Cuxton and Strood stations. Though the Council has no responsibility for the rail network, rail services or commercial bus services, connecting to these to encourage sustainable first and last mile journey legs will be a key part of developing a holistic LCWIP.

5.3.5 Medway's BSIP details that by working with operators through enhanced partnership Medway's bus vision is for: A modern, sustainable public transport network for the residents of Medway that is reliable, accessible, affordable and carbon free, working collaboratively with partners to:

- Put passengers at the heart of everything we do, supporting equal opportunity of access to employment, education and other key services.
- Respond to Climate Change by reducing congestion and allowing buses to move more freely though our communities.

5.3.6

5.4 Road Network

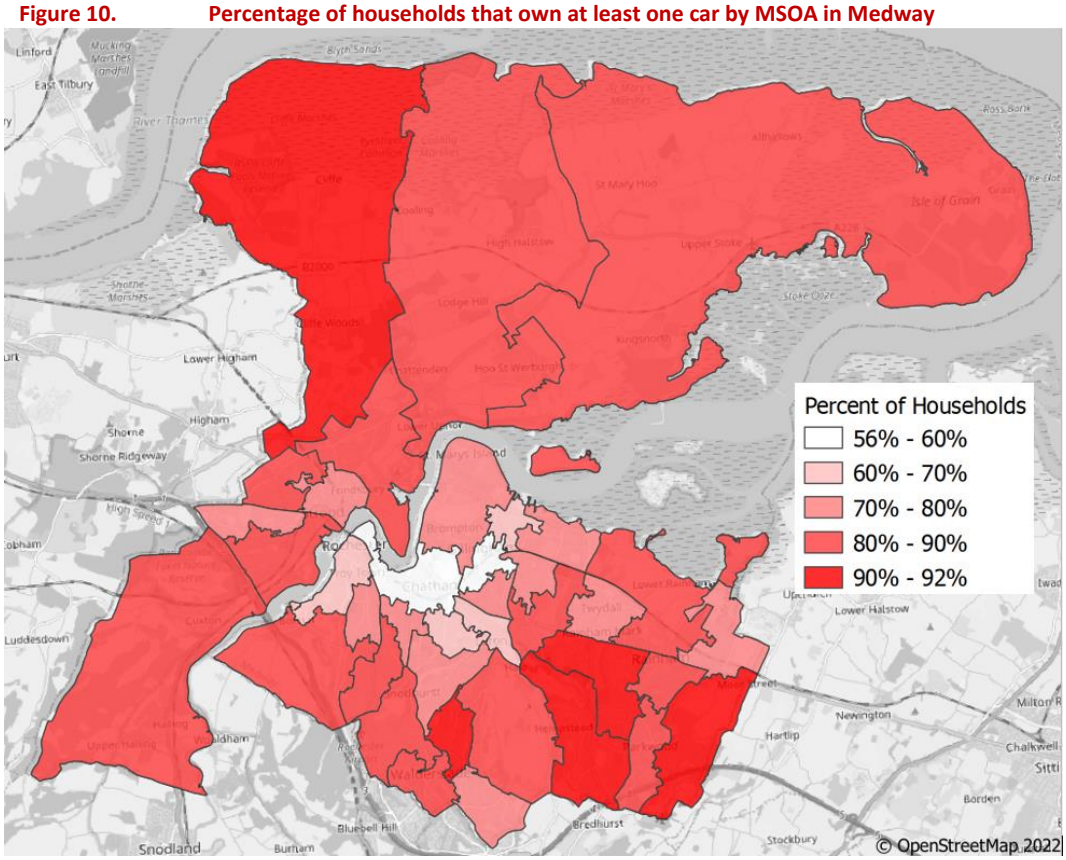
5.4.1 The M2 motorway runs along the south of Medway and extends from near Canterbury to West of Strood, where it joins with the A2. The A2 dissects Medway from Rainham to the east to Strood to the west. The A2 extends from Dover to London's Inner Ring Road. Through much of eastern Medway near Rainham, the A2 is a 4-lane, dual carriageway road, becoming a 2-lane, single carriage road in Gillingham and continuing through Chatham and Strood as primarily a single carriageway.

5.4.2 According to the 2011 Census, Medway has a lower car ownership level than Kent and the wider South East region. 21.9% of Medway households do not own a car, compared to 18.6% in the South East region. Around High Street Gillingham and Chatham Railway Station, almost

44% of residents do not own a car. Car ownership is generally much higher in more rural areas. Figure 10 shows the percent of car ownership in Medway by MSOA.

5.4.3 Whilst the main focus of Medway Council is to promote a reduction in car dependency and a transition to public transport and active modes it is important to note that there is significant investment in electric vehicle charging infrastructure. Whilst this transition to electric vehicles may not reduce car usage it will have a positive impact on air quality through a reduction in nitrogen oxide from conventional petrol and diesel vehicles.

Figure 10. Percentage of households that own at least one car by MSOA in Medway



5.4.4 Actions taken by the council to reduce car ownership include reducing the number of car parking spaces in central Chatham and Gillingham, allowing them to be redeveloped, principally for residential use. Increasing residential numbers in town centres, where car parking is limited, should help increase demand for public transport.

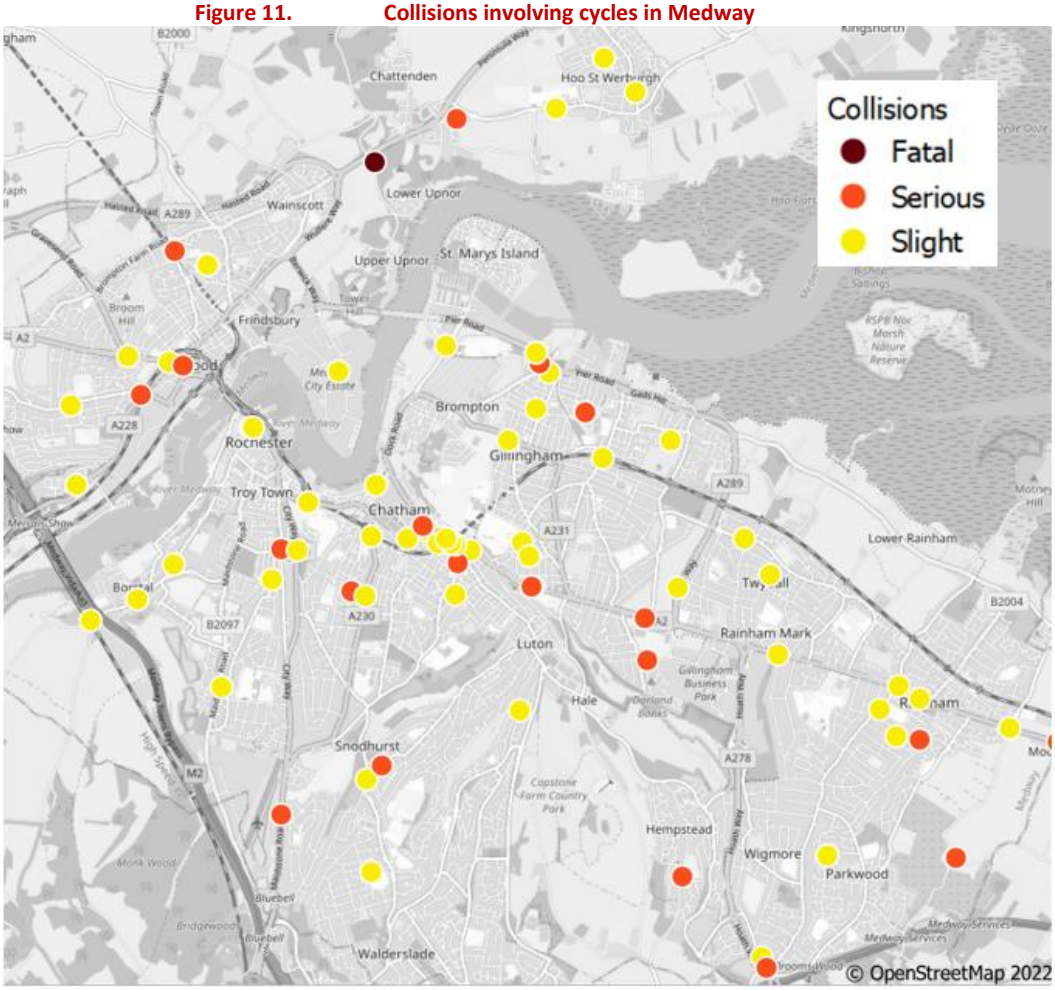
5.5 Collisions

5.5.1 Collision Data, from DfT[7], shows that there was a total of 2,762 collisions between 1 April 2016 and 31 March 2021. Of these collisions, 489 resulted in a pedestrian casualty and 85

[7] Road Safety Data
https://www.data.gov.uk/dataset/cb7ae6f0-4be6-4935-9277-47e5ce24a11f/road-safety-data

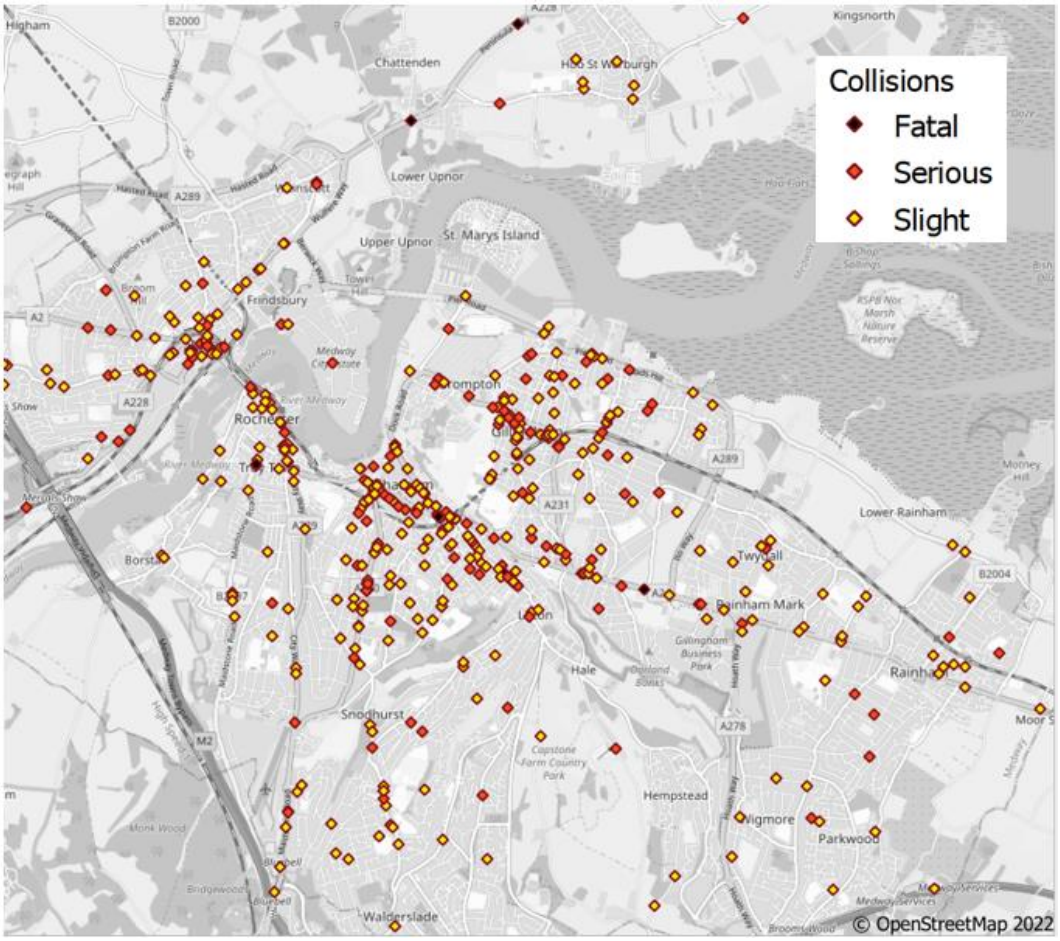
involved a cyclist. There is a cluster of cycle collisions around the junction of A2 and A231 near Chatham High Street. There are also three collisions at the junction of Piers Road and B2004. The only fatal collision involving a cyclist occurred on A228 near the junction with Upchat Road.

Figure 11. Collisions involving cycles in Medway



5.5.2 Pedestrian casualties are clustered around the high streets of Gillingham, Chatham, Strood and Rochester as well as along A2 between Rainham and Chatham and A229 south of Rochester.

Figure 12. Collisions resulting in a pedestrian casualty



5.6 Existing Cycle Network in Medway

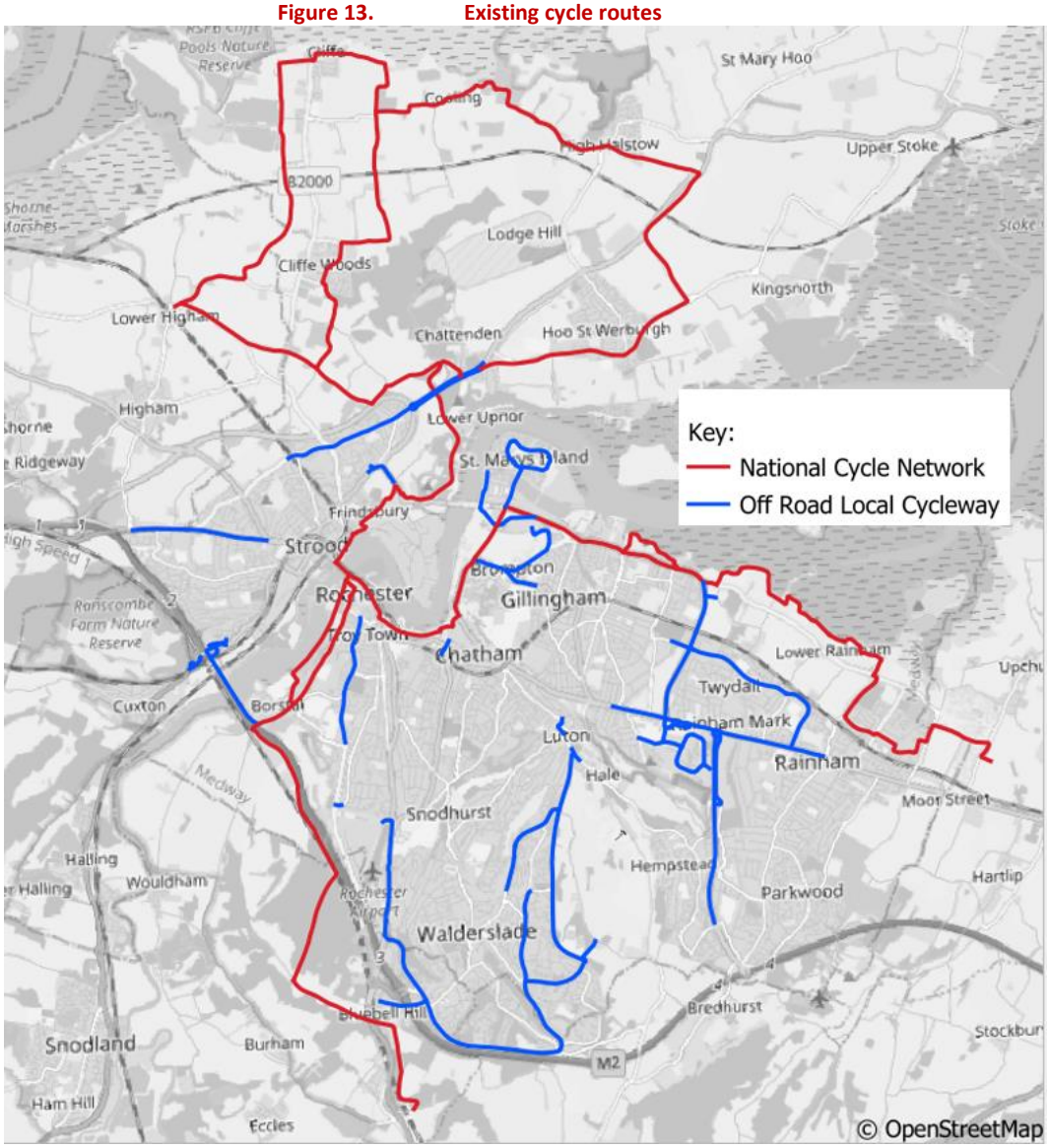
5.6.1 Medway has at the time of writing, over 81 miles of cycle paths across the five towns. The Council has invested £2.5 million over the last five years in cycling to create on and off-road cycle paths and set up regular community cycle groups in addition to the nine sports cycling clubs[8]. The cycle lane along the A2 is not consistent, creating places where cyclists have to merge with traffic. There is only one bridge crossing available for cyclists around the centre of Medway. Moreover, the cycle lane along Pier Road offers connectivity to St Mary's Island, but less connectivity to the universities or to High Road in Gillingham. Recently, A228 Four Elms Hill shared footway/cycleway has also been widened to accommodate increasing cycling demand.

5.6.2 The cycle lanes in red in Figure 13 represent the National Cycle Network (NCN). Much of the cycle routes in red around Hoo in the north of Medway are likely more for leisure cycling as opposed to cycling for transport. There is also a clear lack of cycling infrastructure to the south of Strood in Cuxton and Halling. The cycling networks in the urban areas are patchy,

[8] https://www.medway.gov.uk/info/200221/a_better_medway/445/cycling_and_cycling_groups_in_medway

and often don't connect. Whilst the NCN provides a good orbital route, internal connections between key destinations are limited.

Figure 13. Existing cycle routes



5.7 Travel Habits

5.7.1 The most consistent measure of modal split is the journey to work which is reported every 10 years in the Census. Census 2021 data is not being utilised for journey to work data in this analysis as at the time of data collection the UK was still subject to Covid lockdown restrictions and working from home was recommended. Therefore the 2011 Census collected travel to work data by mode and by district.

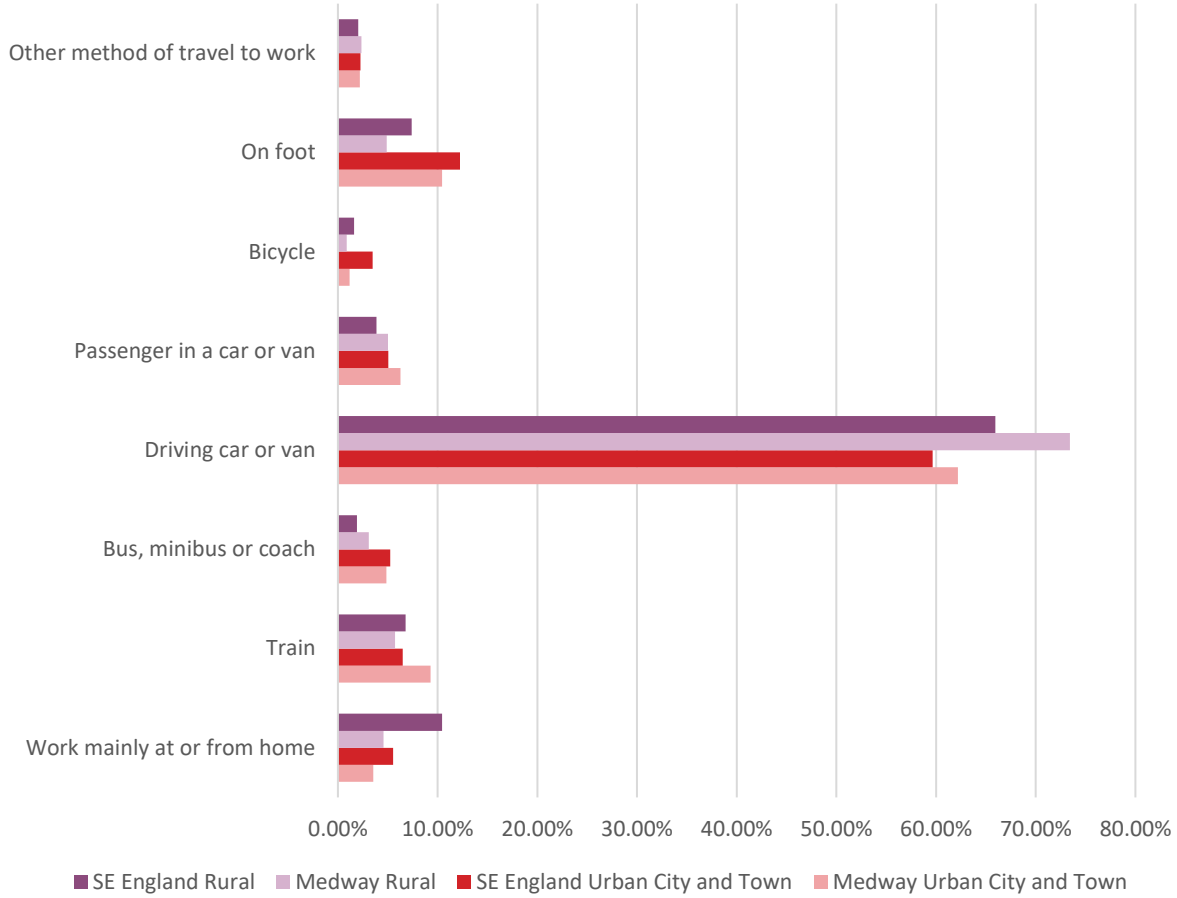
5.7.2 The total inflow of people coming to Medway for work was 22,766, while the total outflow was 50,749. Most Medway residents remain in Medway to work. The next most common place of work is London with 17,300 Medway commuters. The list of where people commute is depicted in Table 2.

Table 2. Location of place of work for Medway residents

LOCATION	NUMBER OF COMMUTERS
Medway	53,629
London (All Boroughs)	17,300
Maidstone	7,578
Tonbridge and Malling	6,354
Swale	4,201

5.7.3 A breakdown of how people travelled to work in Medway compared to other regions is depicted in Figure 14.

Figure 14. Method of travel to work (2011)



5.7.4 People in Rural Medway, the areas beyond the main towns and urban areas to the North of Strood and Gillingham and to the West of Rochester, are more likely to commute to work by driving a car or van (73%), compared to the rest of South East Rural England (66%), and less likely to walk of cycle. People in Urban Medway are similarly less likely to walk or cycle, and more likely to drive than South East England as a whole. However, they are more likely to commute to work by train (9%) compared to the South East England Urban City and Town average (6.5%).

5.8 Walking and Cycling Mode Share

5.8.1 The DfT has set a goal of half of journeys in cities and towns to be made by walking and cycling by 2030, but according to 2011 Census data, cycling makes up only a small percentage of trips to work in Medway, (0.7%). Amongst short journeys under 5km, cycling makes up 2.3% of the total mode share while walking makes up 23.9%. Even amongst journeys under 5km, driving is still the most common mode of travel with 57% (not including passengers of a car or van) of the total mode share. Amongst all journeys under 10km, driving makes up 63% of the total mode share, walking makes up 18% and cycling only 2%. These distances could be

easily completed by walking or cycling, given relatively short journey times, with a 5km journey equating to a 15min cycle, and 10km one being a 30min cycle.

Figure 15. Method of travel to work for trips under 5km (3.1mi)

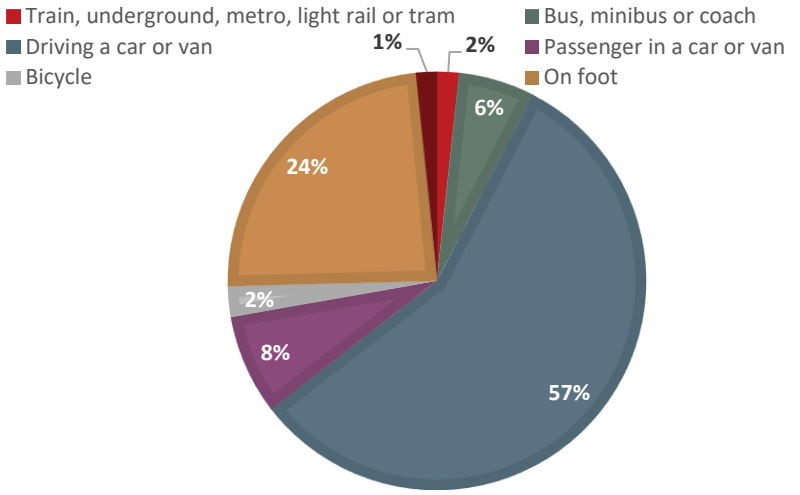
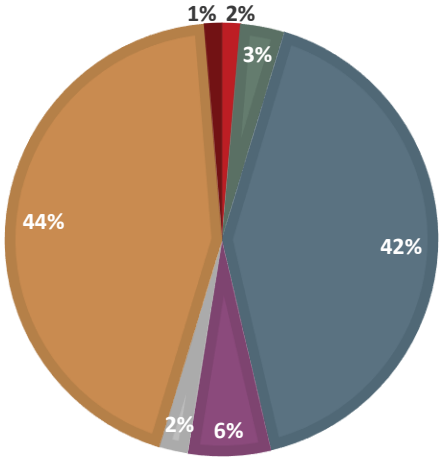


Figure 16. Method of travel to work for trips under 2km (1.2mi)



5.8.2 More recent data from 2019-2020 from the DfT[9] shows that the proportion of adults that cycle for travel at least once per month in Medway is 3.2%, compared to 7.2% in South East England. Similarly, the proportion of adults that walk for travel at least once per month is also below the average of the South East Region, 32.5% compared to 36.4%[10]. Medway also has a lower proportion of adults who do any walking or cycling, for any purpose than the average for the South East Region.

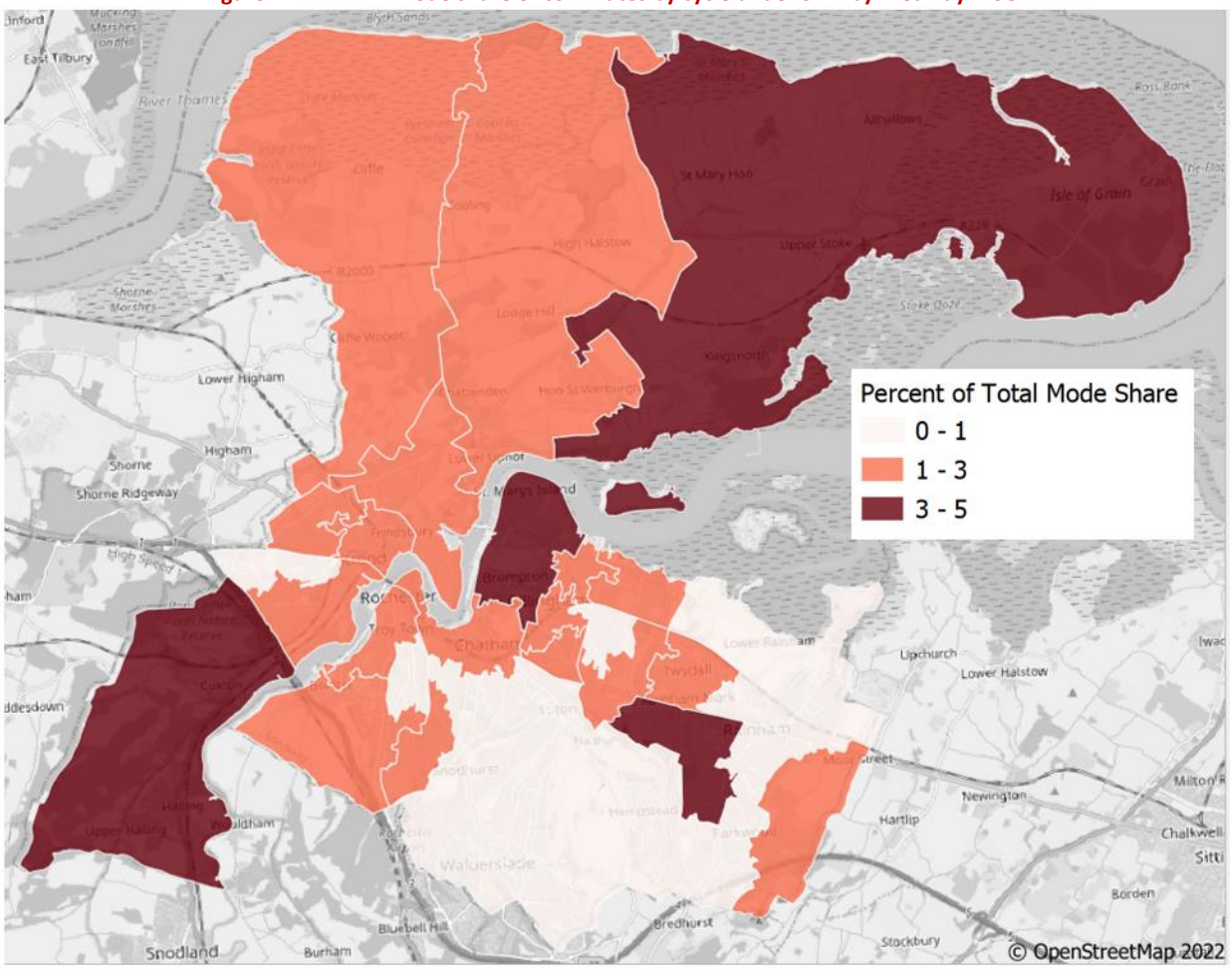
[9] Cycling Factsheet, England 2020
https://www.gov.uk/government/publications/walking-and-cycling-statistics-factsheets
[10] https://www.gov.uk/government/statistical-data-sets/walking-and-cycling-statistics-cw

Table 3. Proportion of adults who do any walking or cycling for any purpose

LOCATION	ONCE PER MONTH	ONCE PER WEEK	THREE TIMES PER WEEK	FIVE TIMES PER WEEK
Medway	**70.8**	**63.6**	**42.1**	**33.2**
South East	79.4	72.4	48.8	36.8
Kent	77.0	70.5	46.5	35.1
Gravesham	68.4	65.2	37.6	27.4
Maidstone	76.7	67.2	44.5	33.4

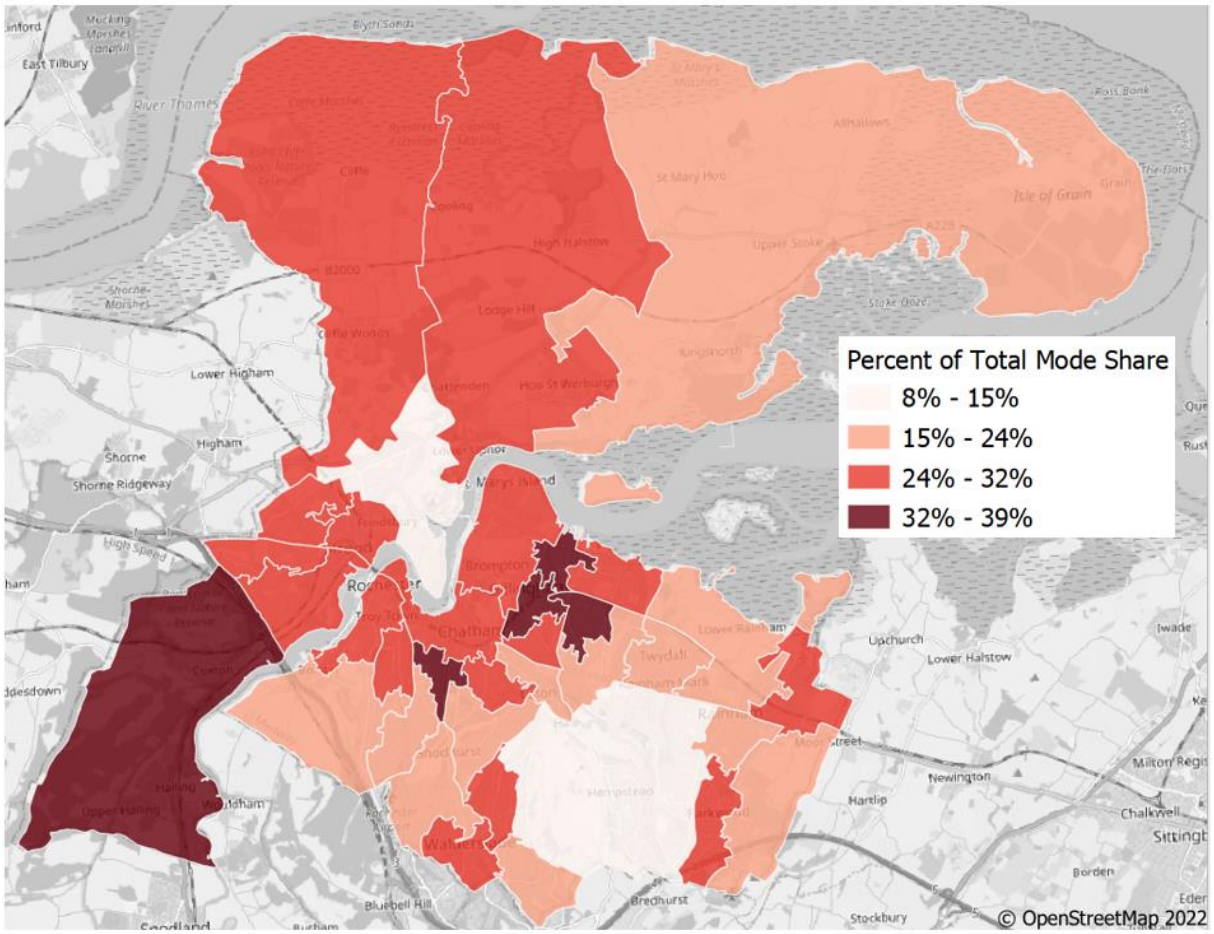
5.8.3 Of journeys made to work under 5km, Figure 17 shows the mode share of the Middle Layer Super Output Area (MSOA), a geographical level at which Census estimates are provided, in Medway by percent of commutes under 5km made by cycle. Figure 18 shows the mode share of the MSOAs in Medway by percent of commutes under 5km made by foot.

Figure 17. Mode share of commutes by cycle under 5km by Medway MSOA



5.8.4 Proportions of residents cycling short trips to work are low across Medway, although rates are slightly higher on some the outlying rural areas. It is notable that many of the more urban areas have very low rates of cycling to work.

Figure 18. Mode share of commutes by foot under 5km by Medway MSOA

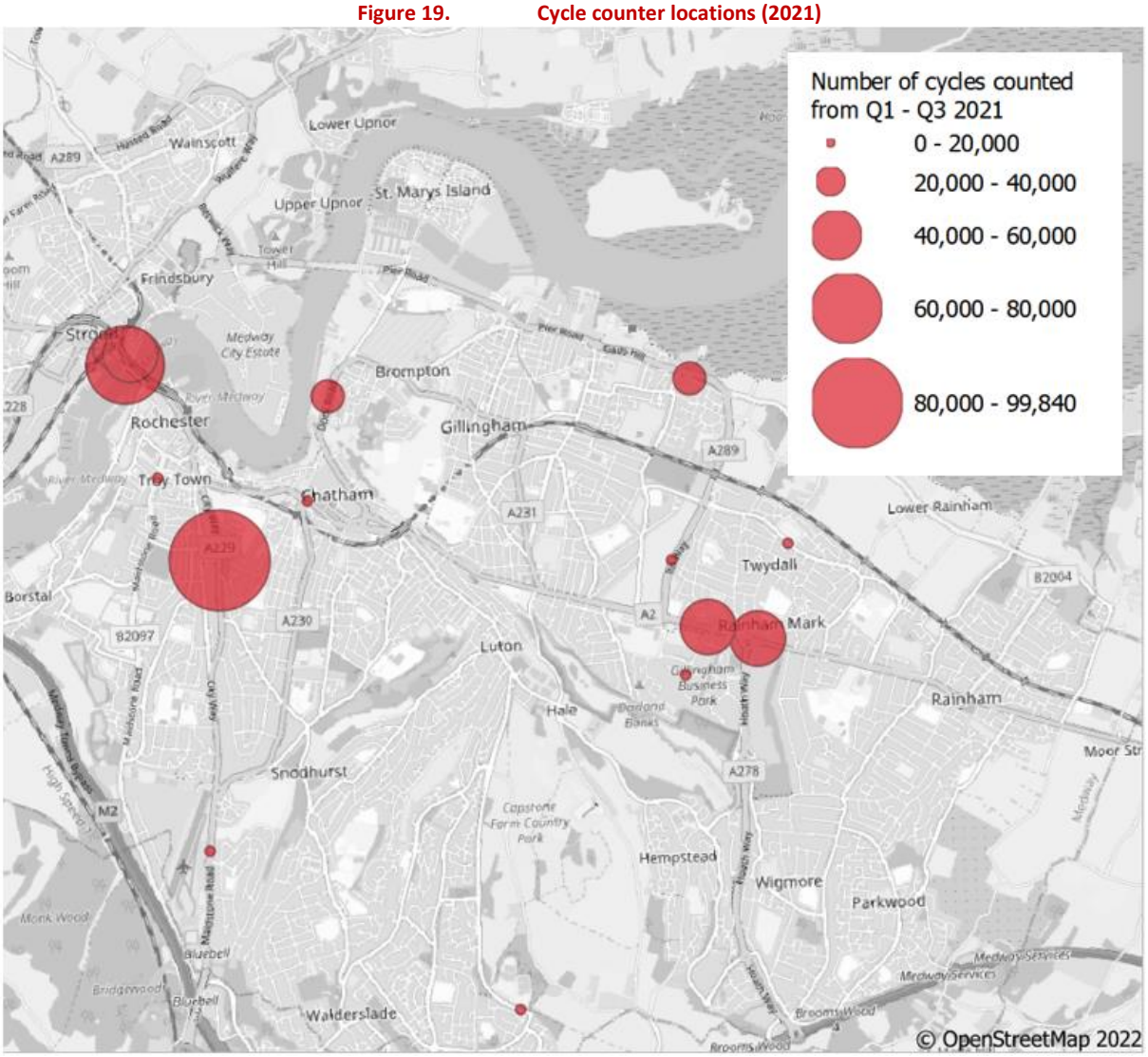


5.8.5 The areas around Chatham, Rochester and Strood have, on average, the highest levels of walking and cycling and the lowest levels of car use for commutes under 5km. The area of Cuxton (MSOA 028) southwest of the M2 also has high levels of walking and cycling journeys. All journey data under 5km is available in Appendix A.

5.9 Cycling Trends

5.9.1 Data gathered by the council's permanent automatic cycle counters, demonstrated a 17% increase in cycle journeys on Medway's cycle network between 2009 and 2014. In 2009, the cycle counters in total recorded approximately 383,000 cycles and increased to 450,000 by 2014. In 2020, cycle counters counted a total of 509,000 cycles. According to the automatic traffic counters (ATC) from 2021, the sites with the most bicycle traffic in Quarter 1-Quarter3 2021 are Site 18 – City Way Rochester, Site 6a – A2 High Street Strood and A2 – Watling Street. The locations of the cycle counters are depicted in red in Figure 19.

Figure 19. Cycle counter locations (2021)



5.9.2 The most recent 2024 data for these sites and an additional count location at Four Elms Hill demonstrate an increase in cycle volumes at almost all sites, the average per site in quarter one stood at 8,578, 9% more than the 2023 equivalent.

5.10 Walking Trends

5.10.1 Data for walking in Medway is limited. Across the country, although the overall number of walking trips declined in 2020 compared to 2019, the proportion of trips made, in relation to other transport modes, increased. People made 32% of their trips by walking compared to 26% in 2019. Moreover, the average miles walked per person increased to its highest levels

since earliest recordings in 2002. This follows the 34% increase in average walking trips over a mile in 2020 compared to 2019[11].

5.10.2 Footfall monitoring from Gillingham High Street shows that between 13,000 – 32,000 people were walking on the High Street per day in 2021, around 25% below pre-COVID levels given national restrictions were still in place at this point. Footfall on Gillingham High Street is consistently highest in the afternoon hours between 11:00 and 15:00.

5.11 COVID-19 Impact

5.11.1 The COVID-19 pandemic and associated lockdowns and restrictions have fundamentally changed day-to-day life for almost everyone. The impacts on transport have been particularly profound, with the number, type and mode of trips changing. Whilst some changes are likely temporary reactions to the situation, some are likely to become permanent changes to the way people travel.

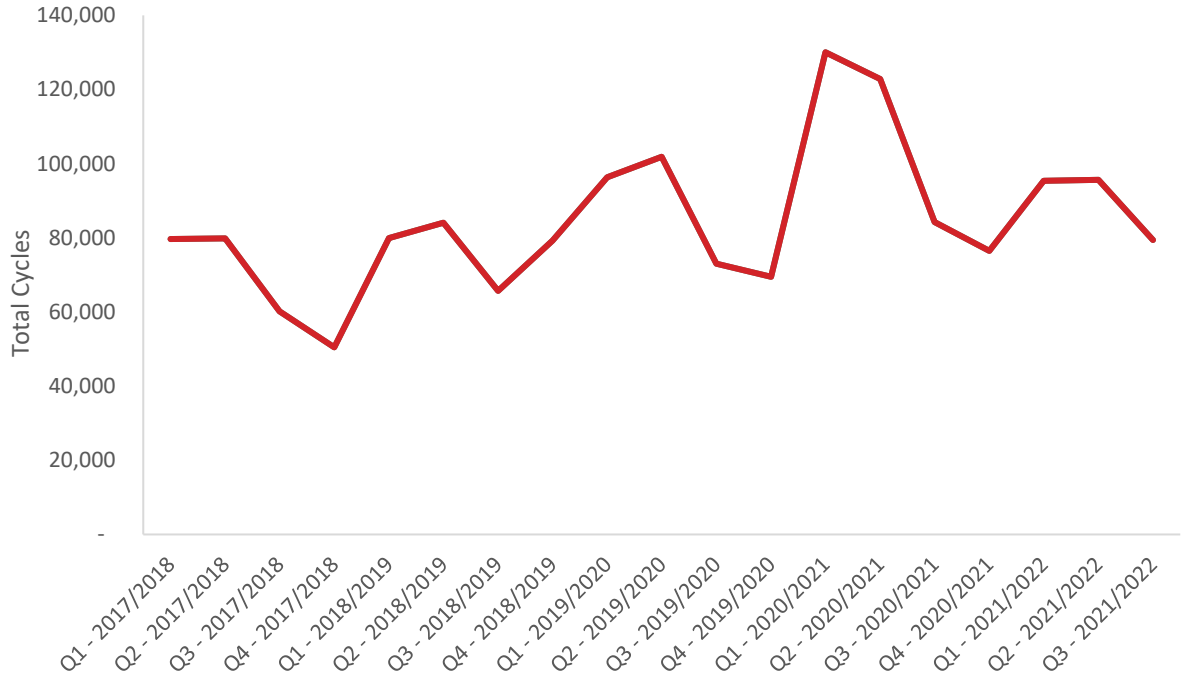
5.11.2 According to the DfT, cycling increased by 26% in England in 2020 compared to 2019[12]. This trend has then continued to increase into 2022 with a 3% increase when compared to 2021[13].In Medway, sites with automatic traffic counters saw an overall increase in cycle counts of 18% between 2019-2020. The ATC on A289 and Daines Hill saw an increase of 21,213 cyclists, an 89% increase, between 2019 and 2020. The trend in the number of cycle journeys across all sites is shown below, illustrating a big jump soon after the impact of COVID-19 first hit, but a return to pre-COVID levels with Q1 and Q2 of 2021/22 having been lower than two years prior, and Q3 being slightly higher.

[11] https://www.gov.uk/government/statistics/walking-and-cycling-statistics-england-2020/walking-and-cycling-statistics-england-2020

[12] https://www.gov.uk/government/statistics/walking-and-cycling-statistics-england-2020/walking-and-cycling-statistics-england-2020

[13] Cycling Factsheet, England 2022
https://www.gov.uk/government/publications/walking-and-cycling-statistics-factsheets

Figure 20. Total cycle counted, all Medway count points



5.11.3 Changes in journey habits are reflected in traffic data for Medway. Motor vehicle traffic decreased by 21% in 2020 compared to 2019[14]. Public transport patronage has also seen a significant reduction as a result of the pandemic. Even in early 2022, public transport usage in Medway was still 23% lower than pre-pandemic levels. Despite these figures, post-pandemic bus patronage in Medway is recovering at a faster rate than nearby areas. The recent BSIP[15] details the DfT figures that show that although Medway has lost bus patronage over the period 2009/10 to 2019/20, the decline has not been as steep as the global figure for England (excluding London). Medway lost only 14.19% of passengers, compared to 16.68% nationally in England.

5.11.4 The long-term impacts of COVID-19 on transport can be summarised as:

- A reduction in the number of commuting trips;
- Fewer trips in the traditional peak hours, but more during the day;
- Changes in patterns of commuting as people rethink where they live and when they travel;
- A reduction in business trips as meetings increasingly take place virtually;
- A reduction in individual retail trips, but an increase in retail deliveries;

[14] https://roadtraffic.dft.gov.uk/local-authorities/6

[15] Bus service improvement plan (BSIP) for Medway 2021 to 2026 https://www.medway.gov.uk/downloads/file/6899/bus_service_improvement_plan_bsip_for_medway_2021_to_2026

- A prolonged reluctance to use public transport amongst a significant minority and consequent increase in private car usage; and
- An increase in walking and cycling trips amongst some people.

5.11.5 Because the exact nature of these changes cannot be easily determined, there is a risk that much behaviour could return to pre-pandemic patterns without further policy intervention or changes to the transport network.

5.12 Conclusions on Walking and Cycling Trends

5.12.1 Whilst Medway has good rail and road links towards London and south-east into Kent, the internal geography poses several challenges. The River Medway divides the local authority area, with limited crossing opportunities, major roads also create severance in locations, and hilliness will make walking and cycling harder in places. The majority of the population lives in the five urban towns, and whilst these are all close together, levels of cycling and walking are relatively low, though cycling has shown some growth in the past decade. The cycle network is patchy with the National Cycle Network not being complemented by a comprehensive internal network. The relative proximity of most residents to key services and destinations, sections of high-quality cycle route, and relatively low car ownership in central areas all provide opportunities for the LCWIP to develop a network that will increase cycling and walking. This will also need to consider how to overcome the challenges provided by the local geography.

6. DEVELOPMENT OF THE CYCLING NETWORK

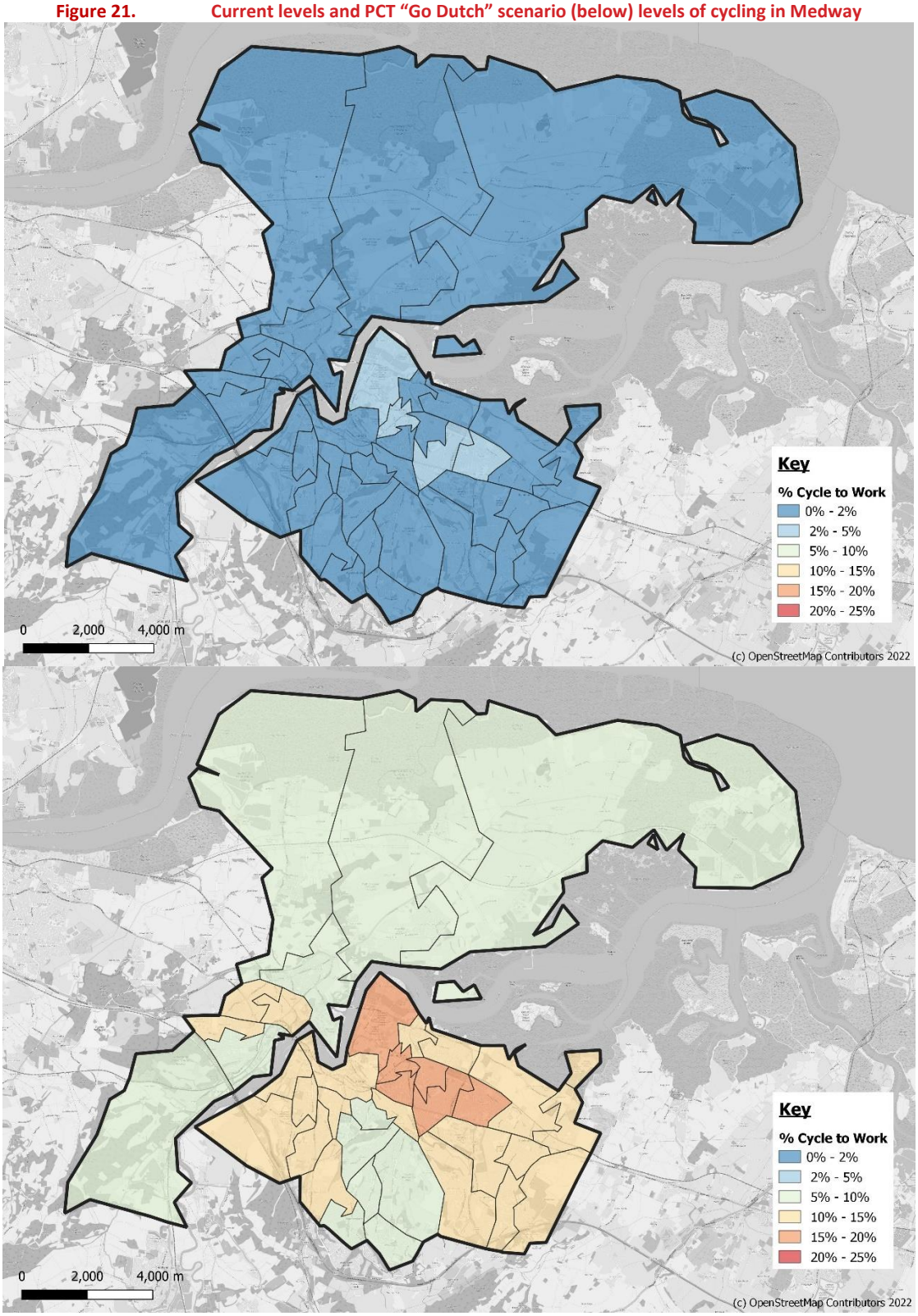
6.1 General

6.1.1 The third stage of the LCWIP process sets out the recommended steps for mapping a future cycling network and identifying infrastructure improvements. This chapter sets out the findings from the evidence collected and analysed for the information gathering stage of the LCWIP (Stage 2). These findings will aid in the identification and prioritisation of a cycling network in Medway.

6.2 Propensity to Cycle Analysis

6.2.1 The Propensity to Cycle Tool (PCT) is a strategic planning tool that provides forecasts of the levels of cycling in a given area compared to the current under various scenarios of change. These range from meeting the government Target in the Cycling and Walking Investment Strategy of doubling the numbers of people cycling, to an ambitious “Go Dutch” scenario in which cycling levels equivalent to the Netherlands are reached in England and Wales. The PCT can also be used to estimate future mode share for cycling along specific corridors that can be achieved through new infrastructure. The figure below shows the comparison between current cycling levels and those that would be forecast under the “Go Dutch” scenario, illustrating the scale of potential cycling current being suppressed by an absence of high-quality infrastructure.

Figure 21. Current levels and PCT "Go Dutch" scenario (below) levels of cycling in Medway



6.2.2 This section sets out the findings of the PCT analysis for Medway and the methods used. It is strongly recommended by the DfT's LCWIP technical guidance that local authorities use the PCT in the LCWIP process to map trip origins and destinations (trip generation), identify desire lines for cycle trips (trip distribution) and allocate trips to specific routes (trip assignment).

6.2.3 The outputs from the PCT are expressed in terms of one-way daily cycling flows, and the outputs can be shown as:

- Straight Lines - representing the desire lines or origin-destination pairs. Each line has information showing the distance between the origin-destination point, how many commuters in total take this route, how many of these commuters currently cycle and what the propensity for cycling is.
- Route Network – aggregates all the cycling flows using the shortest distance between locations mapped onto the road network. This prioritises the most direct routes. More analysis will be conducted to identify the most cycle-friendly routes.

6.2.4 Figure 22 illustrates the top 50 desire lines indicative of where the most people would wish to cycle to under the PCT 'Go Dutch' scenario. These lines suggest the connections that if served by a high-quality cycle infrastructure would have the most cycle to work trips in Medway. As would be expected they show a concentration in trips to employment centres, particularly Chatham and Gillingham town centres, and Gillingham Business Park.

6.2.5 These straight lines can be assigned to the road network, as has been done in Figure 23. This process finds the shortest, least hilly route on the road network and assigns all potential work cycling trips to this. It does not take account of the available infrastructure, or routes not on the road network, for example through parks. This process shows many potential cycling trips along a clear east -west desire line through the local authority area, as well as links connecting into Gillingham and Strood.

6.2.6 Trips to and from school can also be added to this potential trip analysis, as has been done in Figure 24. The increase in routes with high levels of potential cycling is notable, reflecting the generally short nature of school cycling trips making many potentially cyclable. The most popular links remain, but a need for a greater density of network linking to the east west axis emerges.

Figure 22. PCT outputs for the Go Dutch scenario

Figure 23. PCT analysis – cycle demand for commutes mapped onto the route

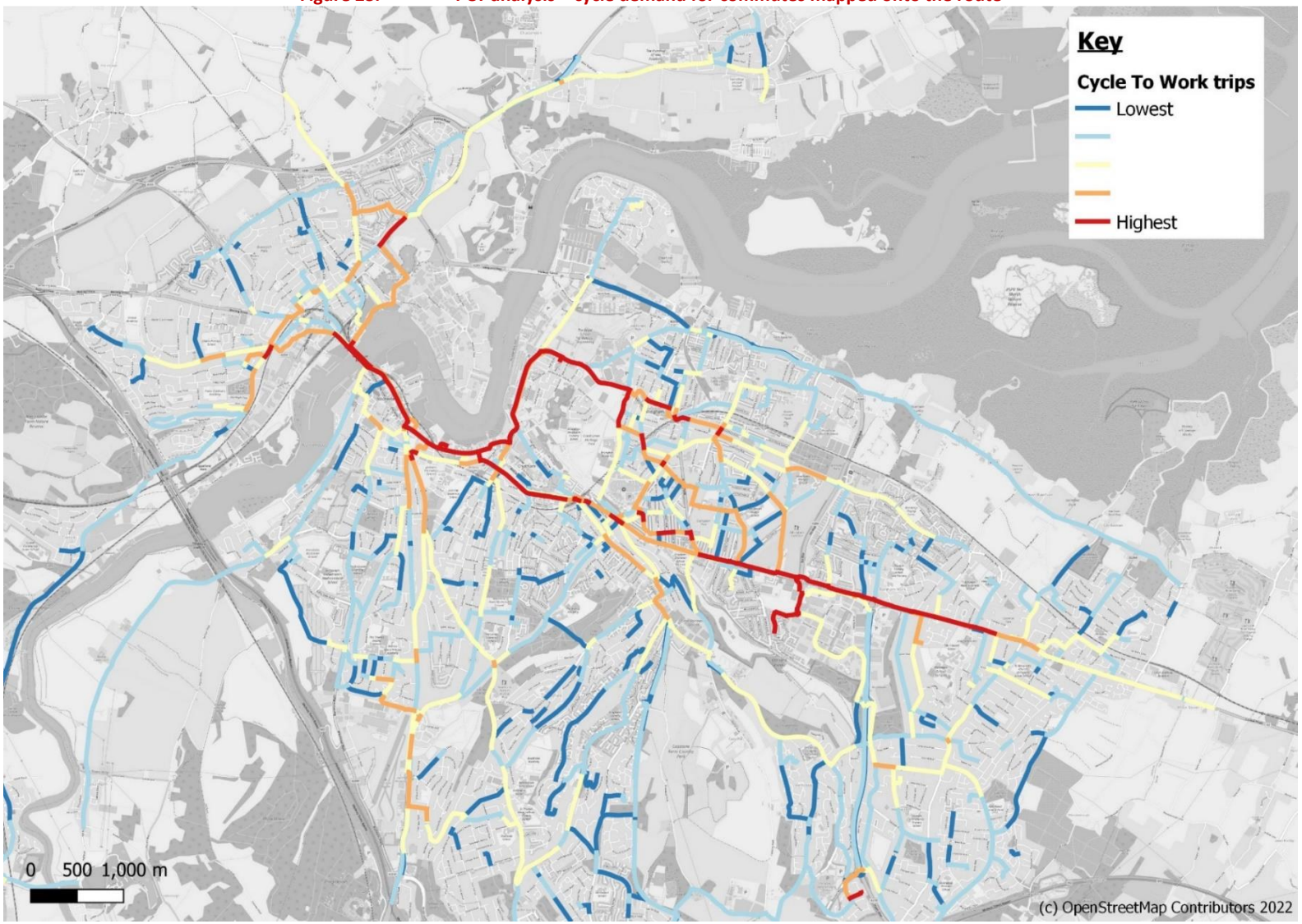
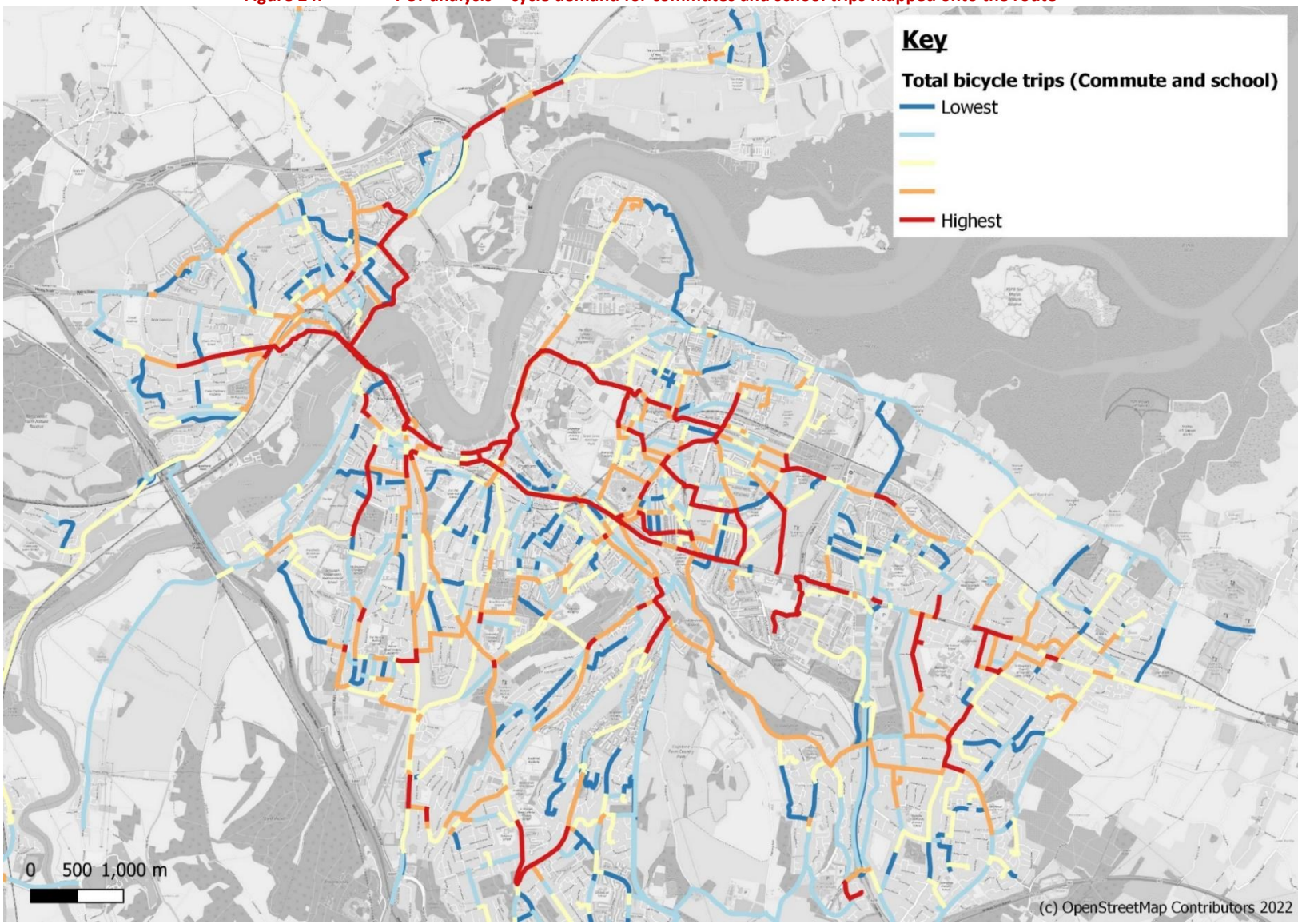


Figure 24. PCT analysis – cycle demand for commutes and school trips mapped onto the route



6.3 Origin and Destination Analysis

6.3.1 The PCT provides a detailed analysis of existing and potential cycling trips related to commuting to work or school. However, nationally commute trips make up only 20% of total cycle trips. There are a wide range of other trips that people will make by cycling, many of these to visit other destinations, but also those made solely for the pleasure of cycling. This section considers the potential demand for and origins and destinations of these trips in Medway.

6.3.2 The identification of demand for the strategic network started with the mapping, of the main origin (key residential areas and future residential developments) and destination points across the area. Due to the size of the geographical area being covered the study area was divided by the River Medway (north and south of the river), with significant trip generators included, as well as future development sites that would influence people's travel behaviour:

- Town centres.
- Surgeries and hospitals.
- Leisure facilities and entertainment spaces, including the football club and Leisure Centres.
- Supermarkets.
- Healthcare facilities.
- Parks and greenspace.
- Future development sites.

6.3.3 Figure 25 shows the key origins and destinations in Medway.

6.3.4 Figure 26 then shows the origins connected to destinations. Every origin connects to the nearest destination on the respective side of the River Medway, illustrating all the possible desire lines to either side of the river.

6.3.5 Based on the trends in the origin and destination connections, Figure 27 shows the key corridors in yellow identified for Medway in addition to the desire lines from the PCT. It should be noted the PCT only shows commuting and school trips, whereas the origin/destination analysis includes a wider spread of trips such as leisure and shopping.

Table 4. Key local trip attractors

KEY EMPLOYMENT AREAS	MAJOR SHOPPING AREAS	LEISURE ATTRACTIONS	KEY TRANSPORT INTERCHANGES	MAJOR EDUCATION FACILITIES
Medway Maritime Hospital	Dockside Shopping Centre	Gillingham Football Club	Chatham Rail station	University of Greenwich
Medway Council	Gillingham High Street	The Historic Dockyard	Strood Rail station	MidKent College (Gillingham campus)
Medway City Estate	The Pentagon Shopping Centre	Rochester Castle	Rochester Rail station	Canterbury Christ Church University
London Medway Commercial Park	Asda (Gillingham)	Medway Valley Leisure Park	Rainham Rail station	University of Kent
Innovation Park Medway	Hempstead Valley Shopping Centre	Medway Park Sports Centre	Gillingham Railway Station	University Technical College
BAE Systems	Strood Retail Park	Diggerland Kent	Chatham Waterfront Bus Station	
Chatham Maritime				

Figure 25. Key destinations in Medway

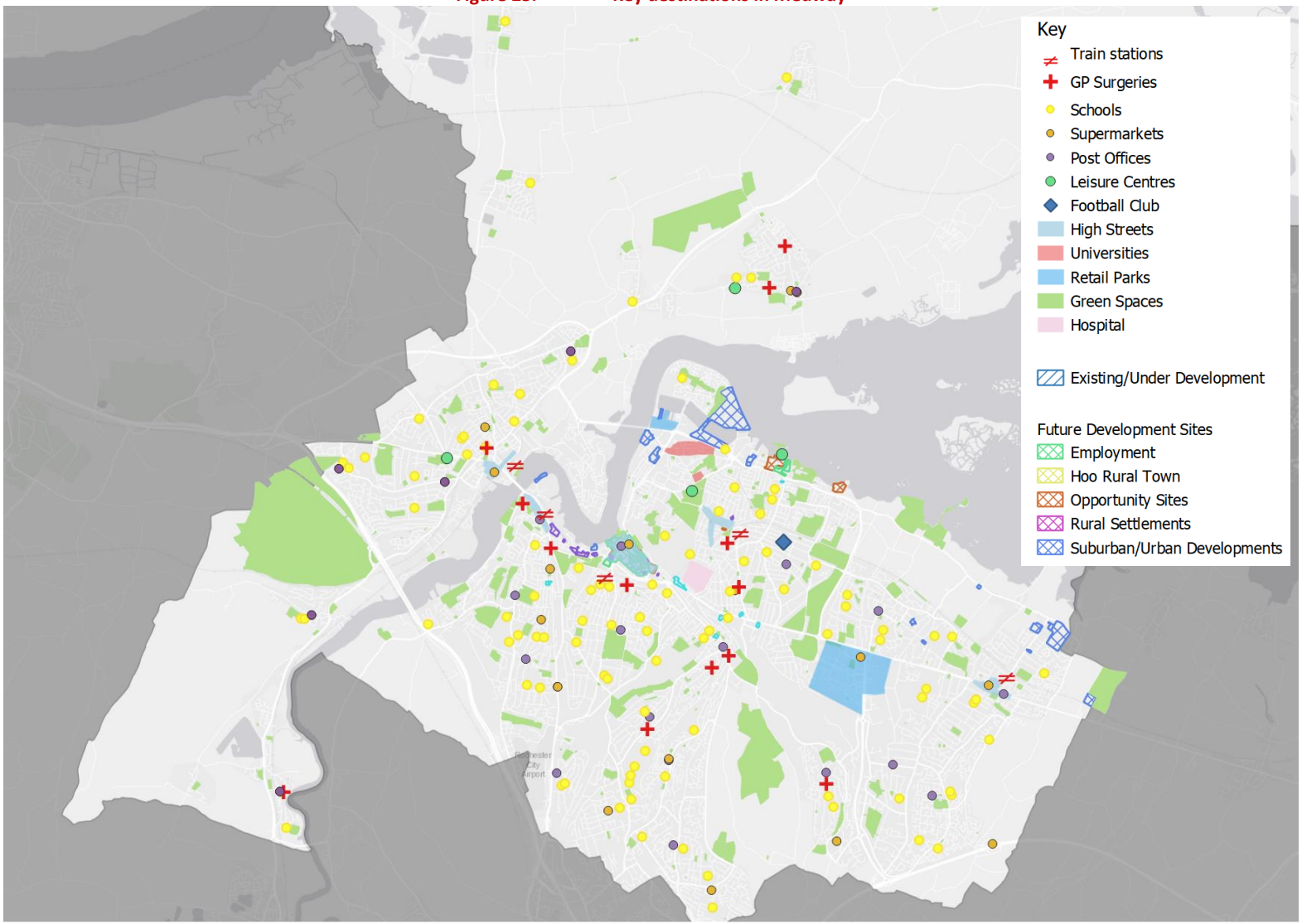


Figure 26. Desire lines derived from origin and destination mapping

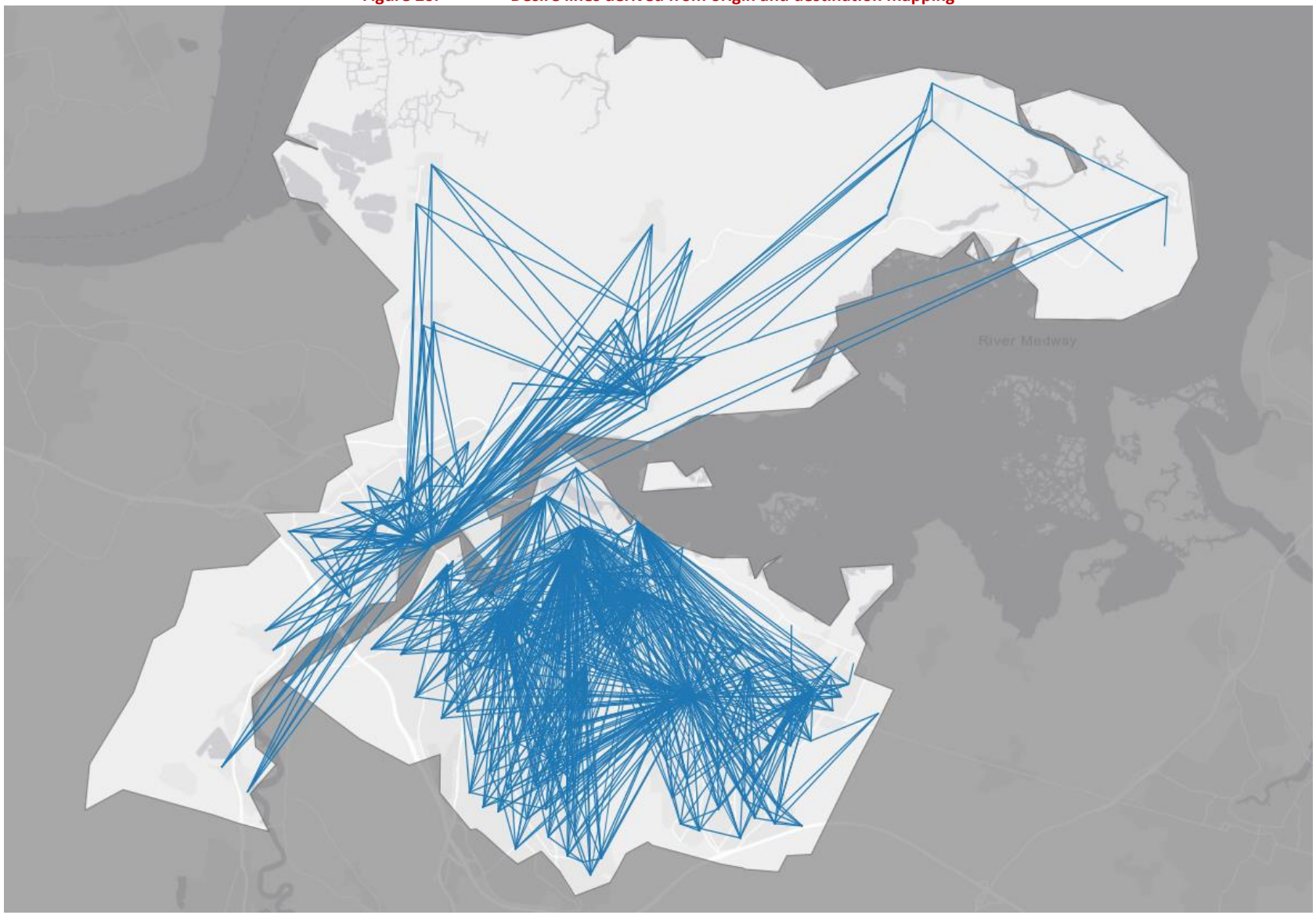
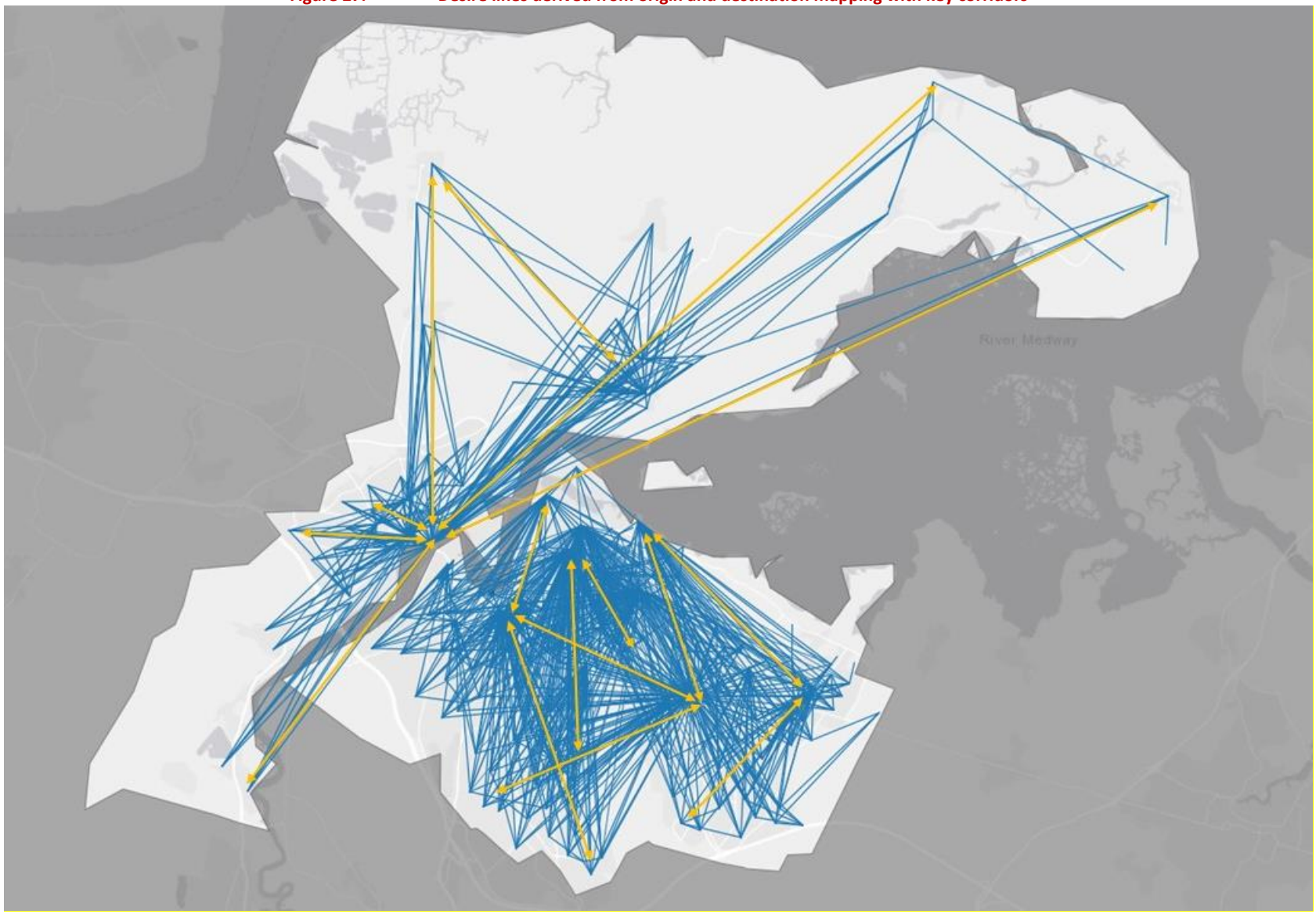


Figure 27. Desire lines derived from origin and destination mapping with key corridors



6.4 Map of Cycle Demand

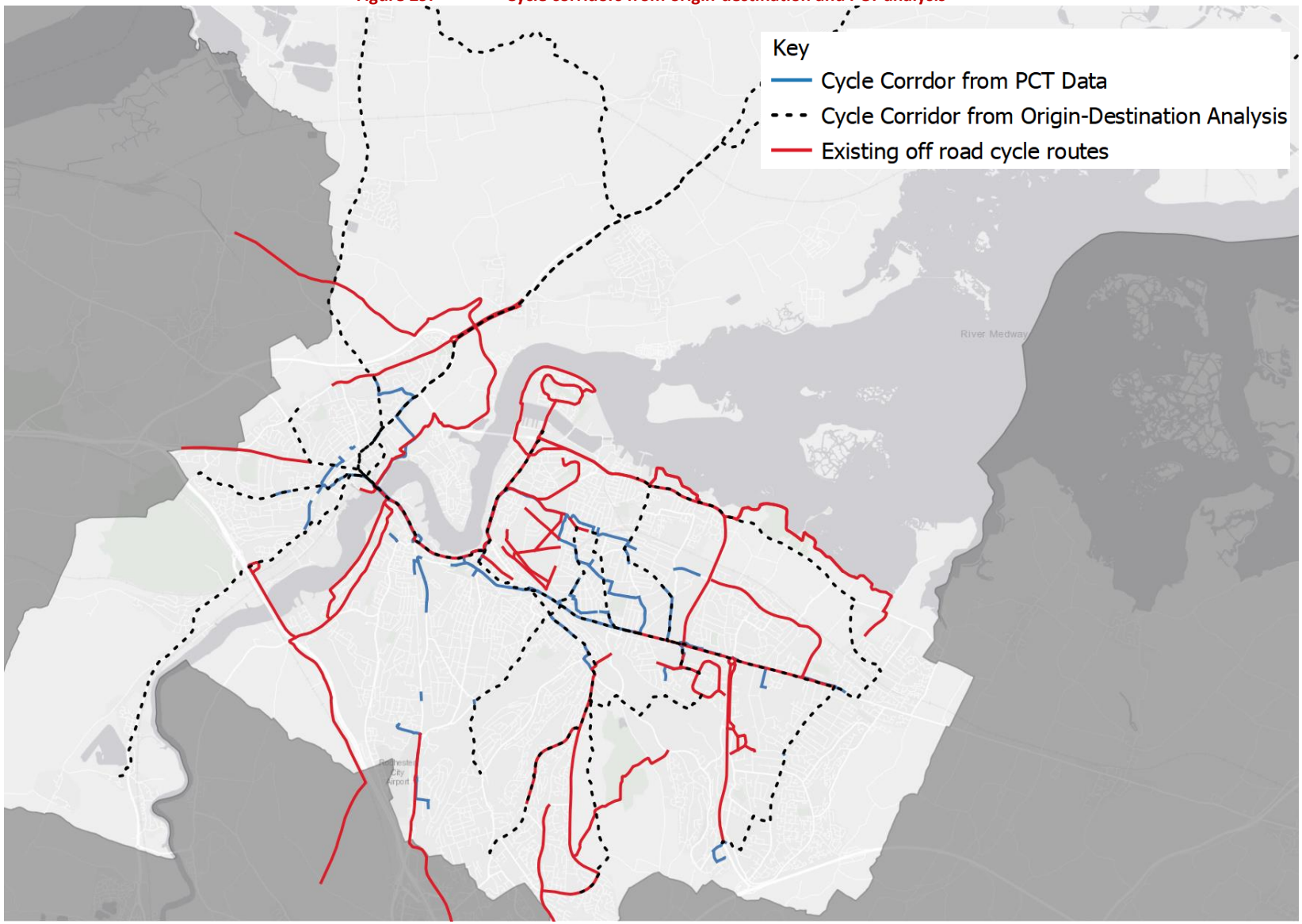
6.4.1 The corridors identified by the PCT analysis and the origin-destination analysis have been mapped onto the road and path network in GIS using the shortest possible route to illustrate what the straight-line network would look like when mapped to the road network across Medway.

6.4.2 Figure 24 illustrates the required desire line network implied by the origin destination analysis, when each key corridor is assigned to the shortest route on the available network.

6.4.3 The desire line network from the origin-destination analysis, can be combined with the existing network, and the most popular routes as suggested by the PCT analysis. This provides the networks shown in Figure 29.

Figure 28. Cycle corridors from origin-destination analysis

Figure 29. Cycle corridors from origin-destination and PCT analysis



6.4.4 Combining the desire line routes that emerge from the PCT and origin destination analysis creates a network, but one with that is incomplete in places. These gaps or incomplete links can be filled in to provide a complete 'desire line network', which is shown in Figure 30 and Figure 31.

Figure 30. Desire line network, Medway

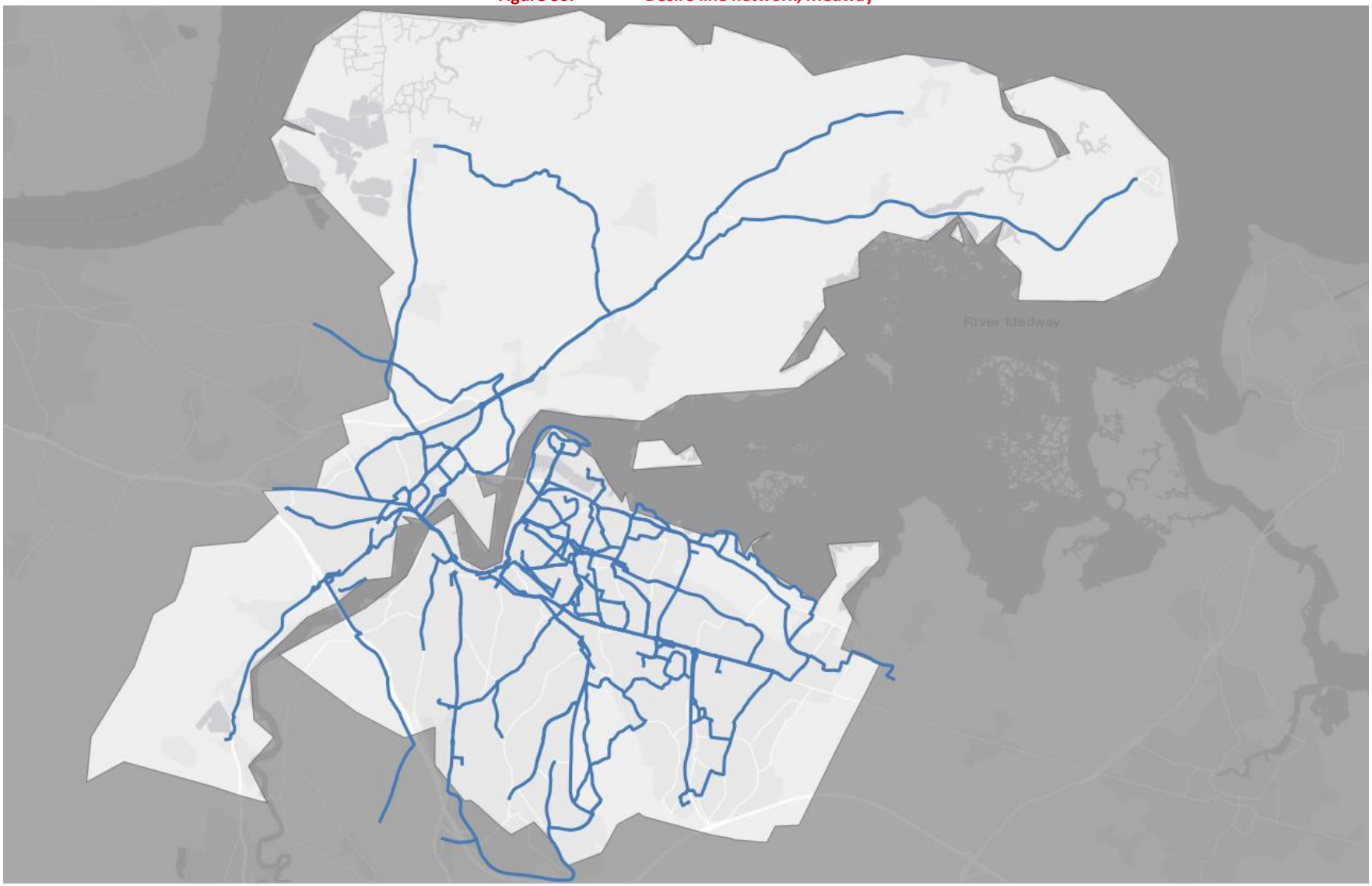
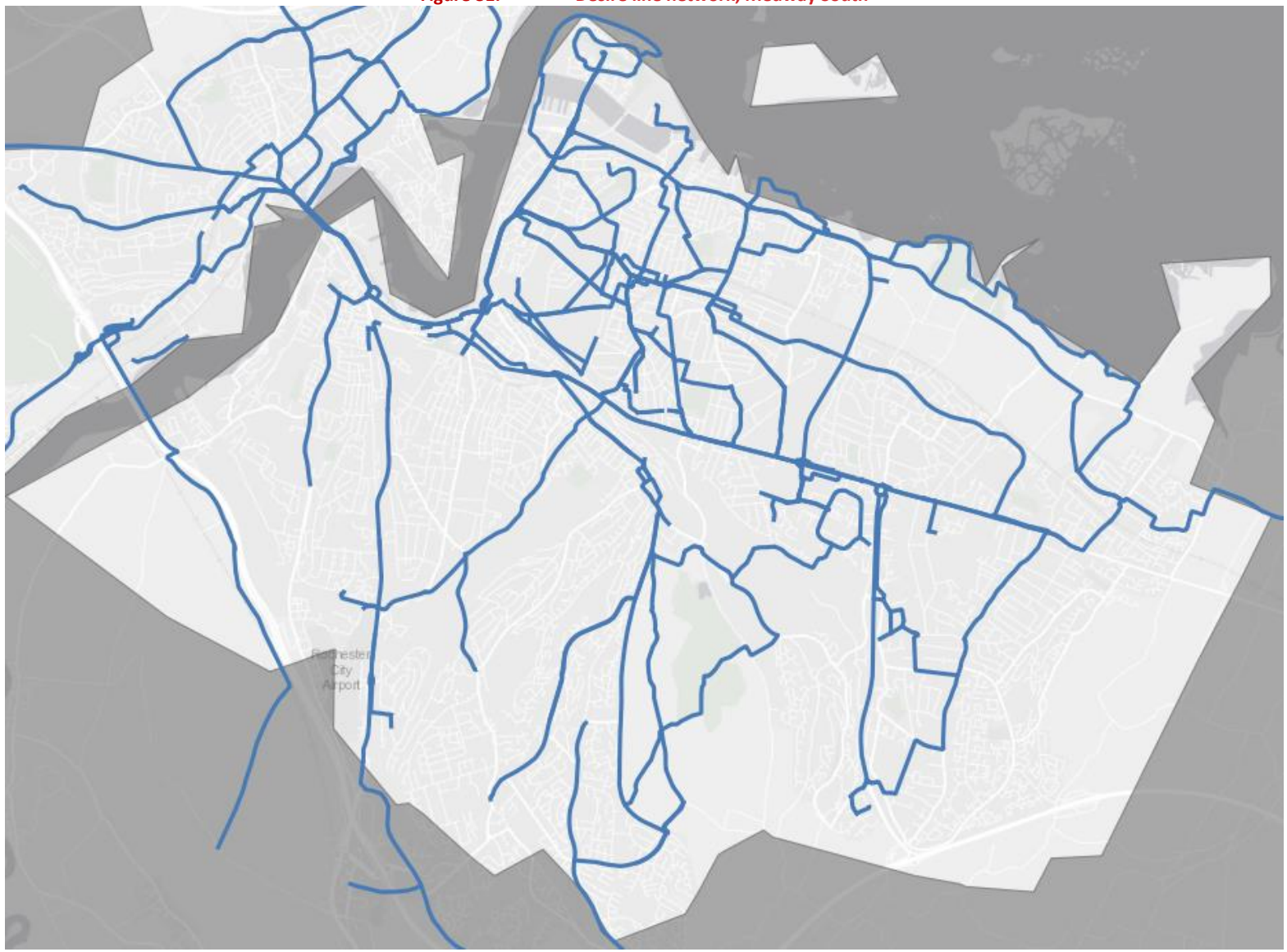


Figure 31. Desire line network, Medway South



7. DEVELOPMENT OF CORE WALKING ZONES

7.1 General

7.1.1 The first stage of the development of a walking network is to identify the Core Walking Zones (CWZ). The LCWIP guidance recommends that:

- CWZs should consist of a number of walking trip generators that are located close together - such as a town centre or business parks.
- An approximate five-minute walking distance of 400m should be used as a guide to the minimum extents of CWZs.
- All pedestrian infrastructure should be deemed as important within the CWZs.
- Once the CWZs have been identified, the important pedestrian routes (key walking routes) that serve them should then be located and mapped.

7.1.2 The origin-destination mapping in the previous chapter has been used to inform the development of the walking network maps through identifying walking trip generators in Medway.

7.1.3 Using this information and local knowledge of the area, the CWZs identified are Chatham Gillingham, Rainham, Rochester and Strood with a 1km radius around each town centre as shown in Figure 29. The 1km radius has been modified slightly around Rochester to reflect a logical border than includes key residential areas and follows the line of the River Medway.

7.1.4 In addition, Census 2011 walk to work data has been analysed to understand where there are pockets of high walking demand – these are useful to consider when identifying and prioritising Core Walking Zones. Figure 32 shows a plan of the walk to work mode share by LSOA. This shows that the highest walk to work mode shares are located near Gillingham High Street and south of the Chatham Town Centre.

Figure 32. Core walking zones and walking mode share

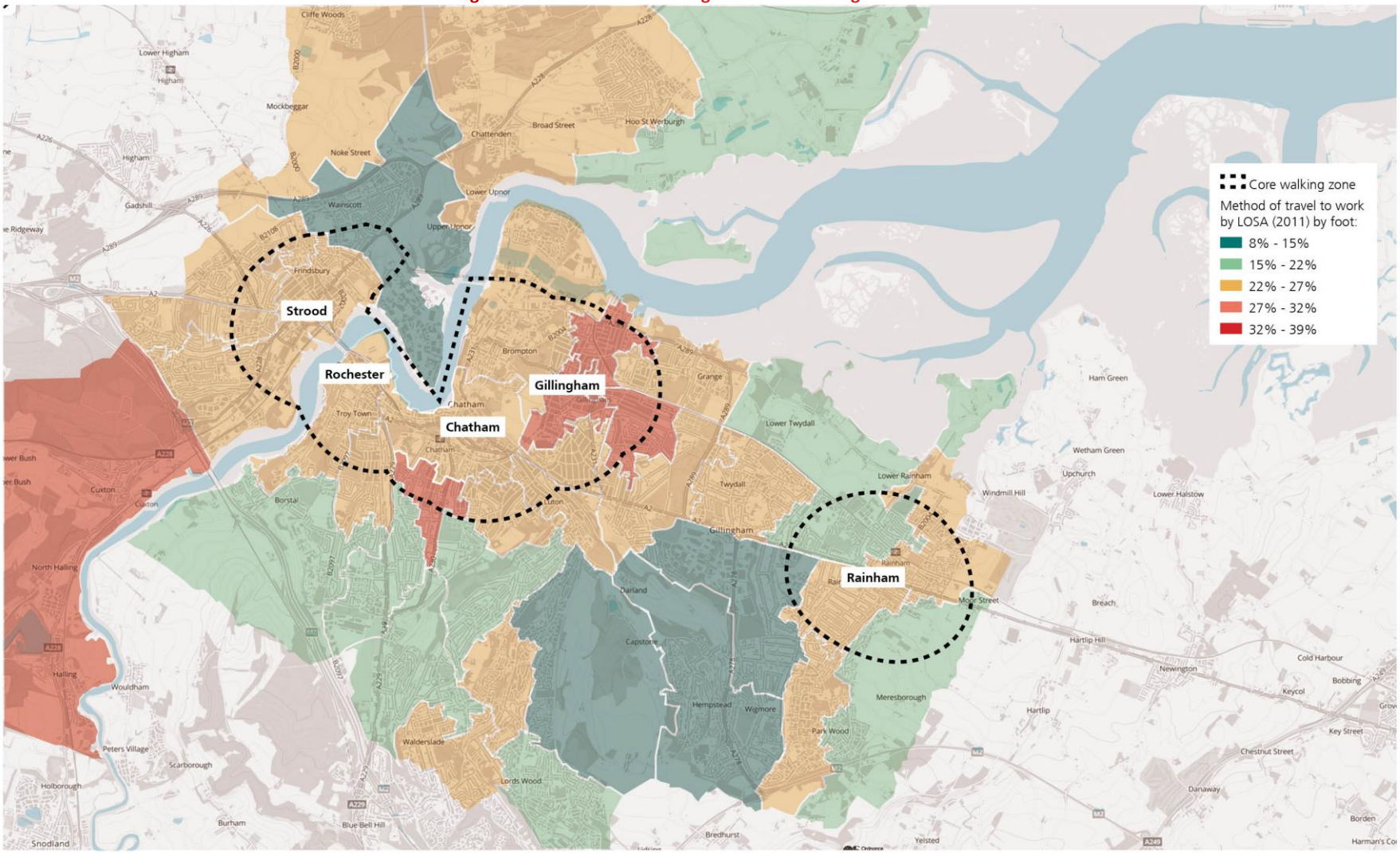
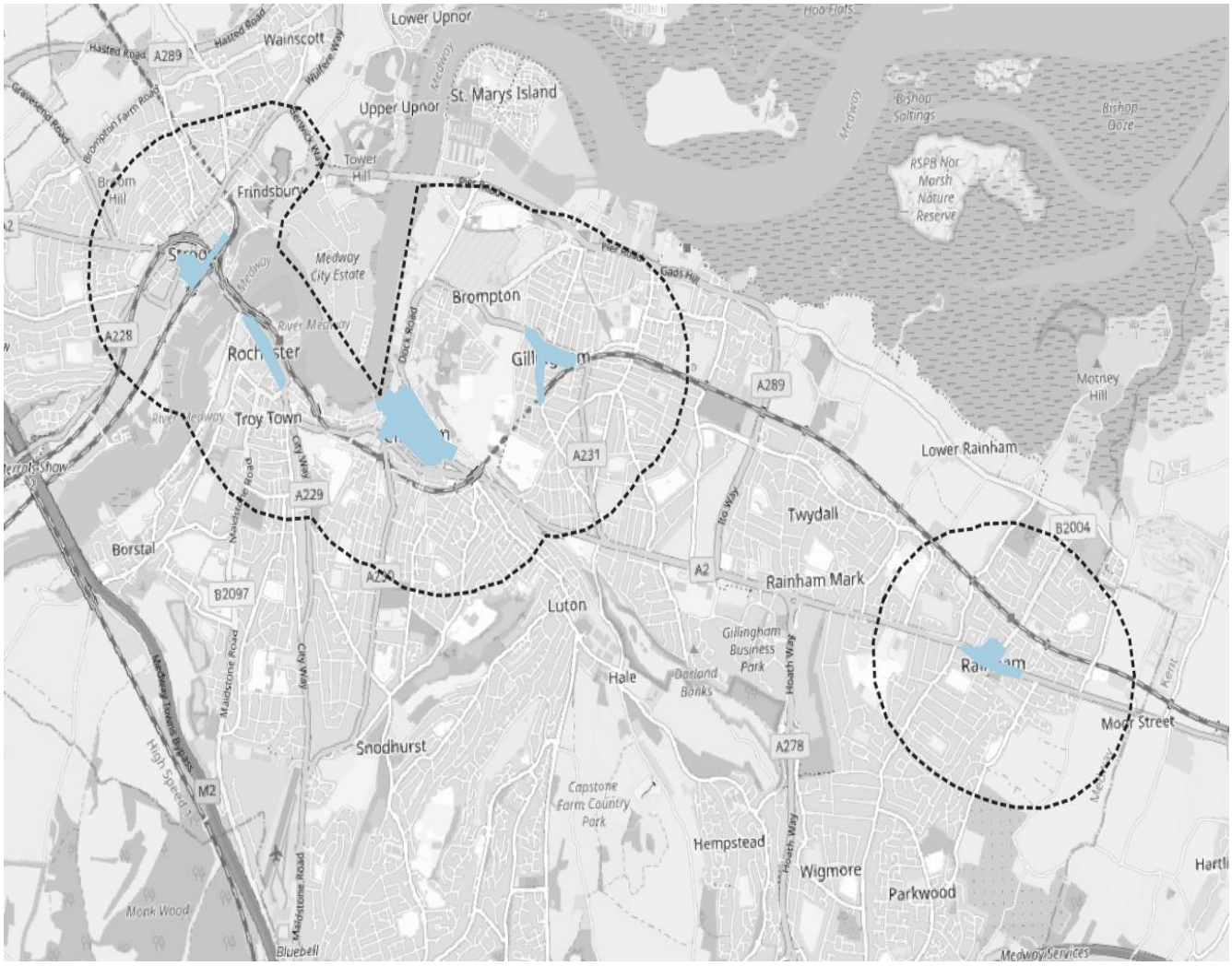


Figure 33. Core walking zones



8. PRIORITISATION OF THE NETWORK

8.1 Introduction

8.1.1 The previous section provided maps indicating a strategic network for walking and cycling across Medway. The LCWIP guidance document indicates that these routes should first be prioritised and then audited to identify where improvements are required. A prioritisation process was therefore undertaken to identify which routes should be taken forward for auditing.

8.1.2 Medway Council officers were engaged via a workshop session to identify the priority routes to be taken forward for auditing.

8.1.3 Key criteria for prioritisation of routes were as follows:

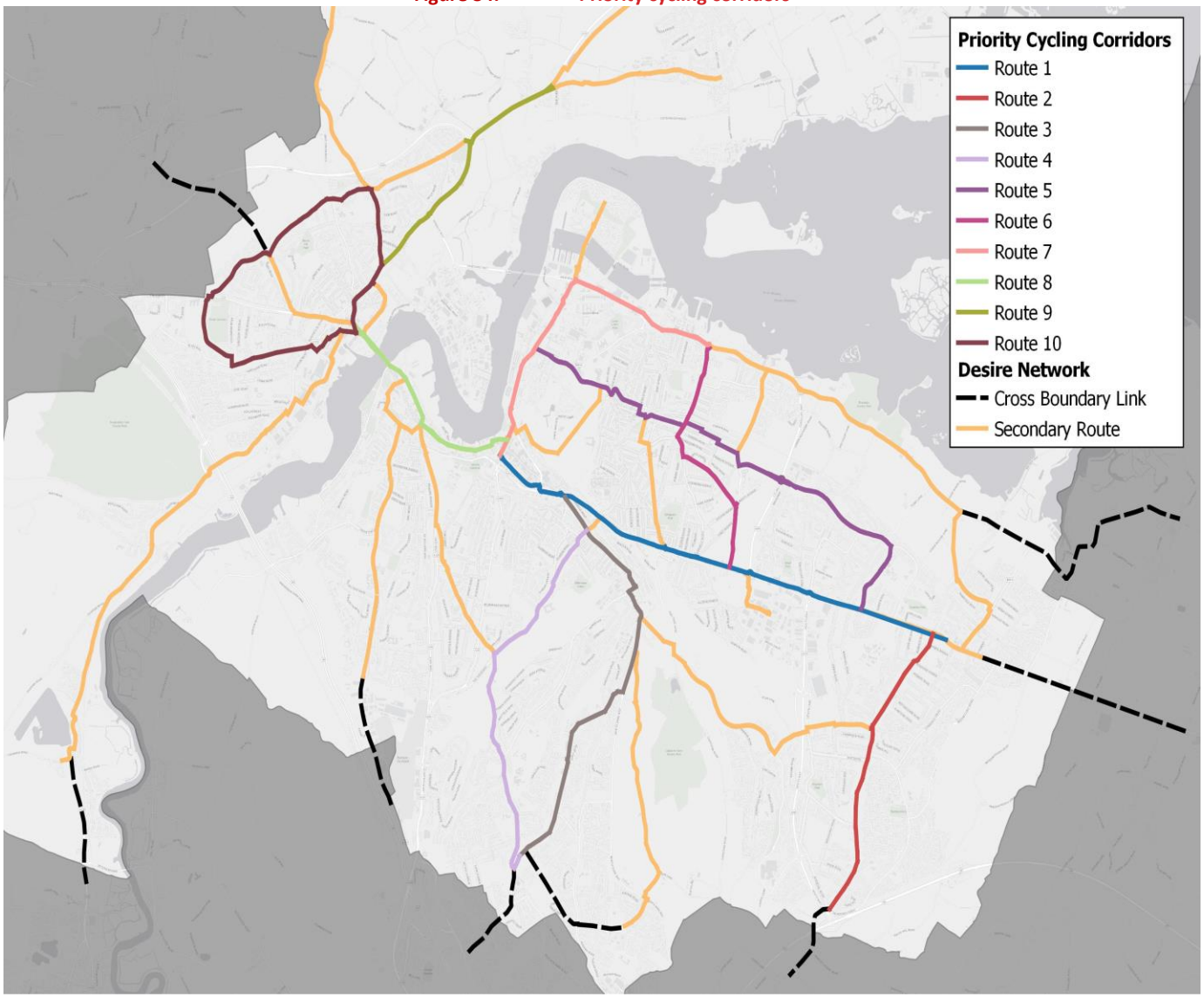
- Existing and potential future cycling demand (as identified in the previous section)
- Proximity to large scale developments
- Proximity to education establishments
- Access to major employment hubs

8.1.4 Following the prioritisation process 10 priority cycling corridors have been identified as shown in the table and map below.

Table 5. Priority cycling corridors with lengths

ROUTE	DESCRIPTION	LENGTH
1	Station Road (Rainham)to Maidstone Road via A2 (Chatham)	7.6km
2	High Street to Woodside (near A1306) (Rainham)	1.7km
3	Walderslade Road to Chatham Hill Gyratory (Chatham)	5.3km
4	Upper Luton Road (near Chatham Hill) to Kitchener Avenue (Magpie Hall Road) (Chatham)	3.3km
5	London Road to Dock Road (Chatham)	6.85km
6	Sovereign Boulevard (A2) to Grange Road (Gillingham)	2.48km
7	Railway Street to Brunel Way (Gillingham)	1.88km
8	Waterfront Street to Corporation Road (Strood)	2.55km
9	Main Road (Chattenden) to Station Road (Strood)	4km
10	Columbine Road (between A2 and Darnley Road) to Brompton Farm Road (Strood)	1.8km

Figure 34. Priority cycling corridors



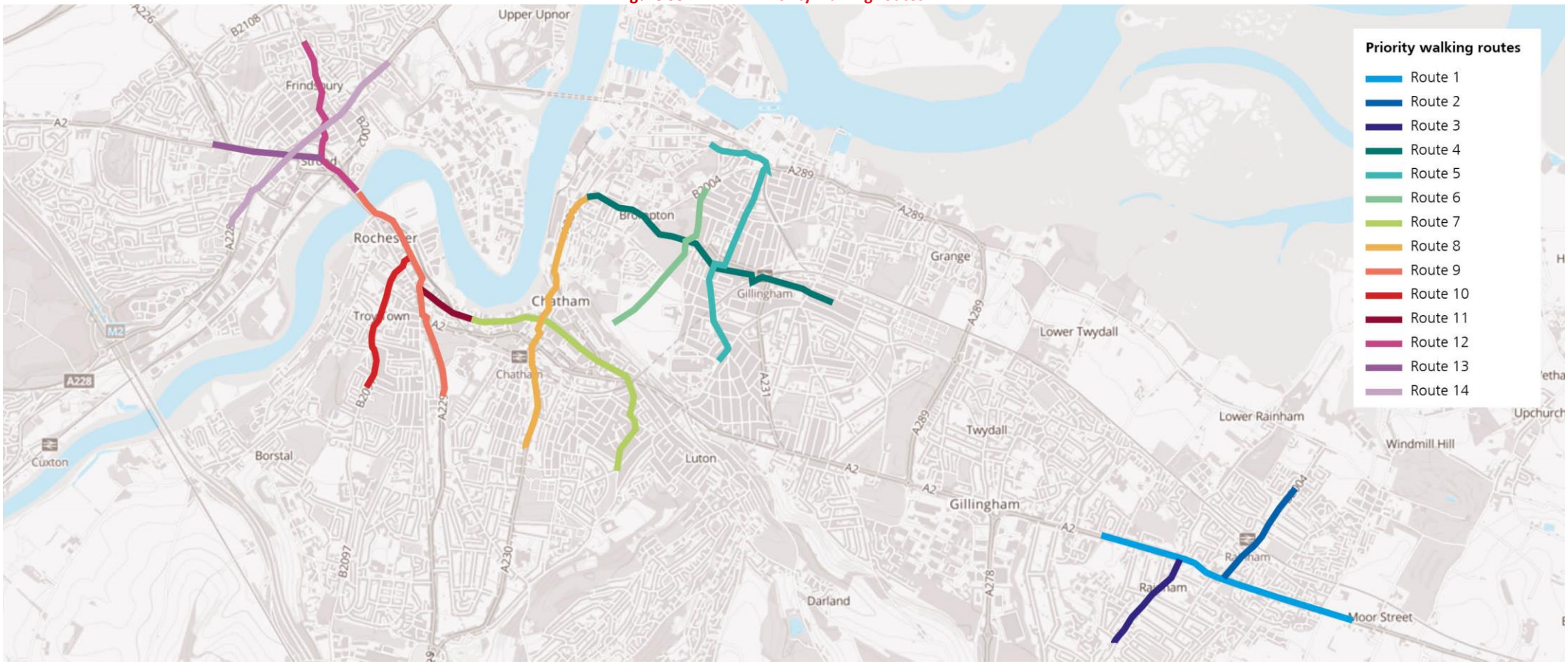
8.1.5 Following the process of identifying the priority cycling routes, the prioritisation of walking routes involved assessing existing and future walking demand. It considered the core routes across the town centres where footfall is highest and proximity to the central trip attractors and employers.

8.1.6 Audits took place on all 14 walking routes noted in Figure 35 below. It is important to note that some of these walking routes also follow identified cycle routes identified in Figure 34 so were audited at the same time. Routes will have been walked or cycled along, stopping at various points to take photographs noting key issues and constraints.

Table 6. Priority walking routes with lengths

ROUTE	DESCRIPTION	LENGTH
1	A2 London Road **(Rainham)**	2.1km
2	B2004 Station Road **(Rainham)**	1km
3	Maidstone Road **(Rainham)**	0.9km
4	Priestfield Road/Balmoral Road/High Street/Brompton Road/Wood Street **(Gillingham)**	2.4km
5	Windmill Road/ Canterbury Street/ High Street/ James Street/ Way/ Richmond Road/ Medway Road/ B2004 Pier/ Road/ Purser/ Johnson Avenue **(Gillingham)**	2.2km
6	Great Lines Heritage Park/ Mill Road **(Gillingham)**	1.4km
7	Magpie Hall Road/ High Street **(Chatham)**	2.5km
8	Maidstone Road **(Chatham)**	2.3km
9	City Way/ Star Hill/ Corporation Street/ High Street **(Rochester)**	2km
10	Maidstone Road/ Crow Lane/ High Street/ Blue Boar Lane **(Rochester)**	1.2km
11	St Margaret's Bank **(Rochester)**	0.5km
12	High Street/ North Street/ Frindsbury Road/ Cliffe Road **(Strood)**	1.4km
13	A2 High Street/ London Road/ Watling Street **(Strood)**	1km
14	Cuxton Road/ Gun Lane/ Frindsbury Road **(Strood)**	2km

Figure 35. Priority walking routes



9. CYCLE ROUTE AUDITS

9.1.1 The cycling route audits follow a similar methodology to what was applied for walking. The DfT Route Selection Tool (RST) was utilised to assist with the audits.

9.1.2 This tool scores routes against five criteria to determine their suitability and comfort for cycling. The five assessment criteria are:

- **Directness** – the length of the route compared to the corresponding shortest motor vehicle route
- **Gradient** – how steep the route is
- **Safety** – whether there is physical segregation from motor traffic, and if not, the speed and volume of motor traffic. Also takes into account lighting and passive surveillance
- **Connectivity** – how well connected the route is to the surrounding area
- **Comfort** – how much space is dedicated to cycling, the quality of the surface material and its condition and whether the space is shared with substantial volumes of motor traffic or pedestrians

9.1.3 The RST assigns a score between 5 (the highest score) and 0 (the lowest) against each of the above criteria. Due to the length of routes being longer for walking and cycling each route was broken down into sections.

9.1.4 The aim of the audits is to identify routes which score 3 or above against the design criteria listed above.

9.1.5 In addition to the above criteria, critical junctions were also identified as part of the audit process. Critical junctions are defined as those that have characteristics that pose a hazard to cycling due to their size, lack of segregation, high speeds or high volumes of traffic.

9.2 Key findings

9.2.1 All of the audited routes scored 5 for directness with similarly high scores for connectivity however the two key categories of comfort and safety scored far lower.

Low scores:

- Lack of segregated infrastructure leads to poor scores against safety and comfort
- High traffic volumes and speeds also lead to poor scores against safety and comfort
- Narrow shared use facilities close to high traffic dual carriageways or not ample space to share with pedestrians
- Challenging steep gradients especially on Constitution Hill and Beacon Hill Lane

High scores:

- Some sections of routes in residential areas with low levels of motor traffic

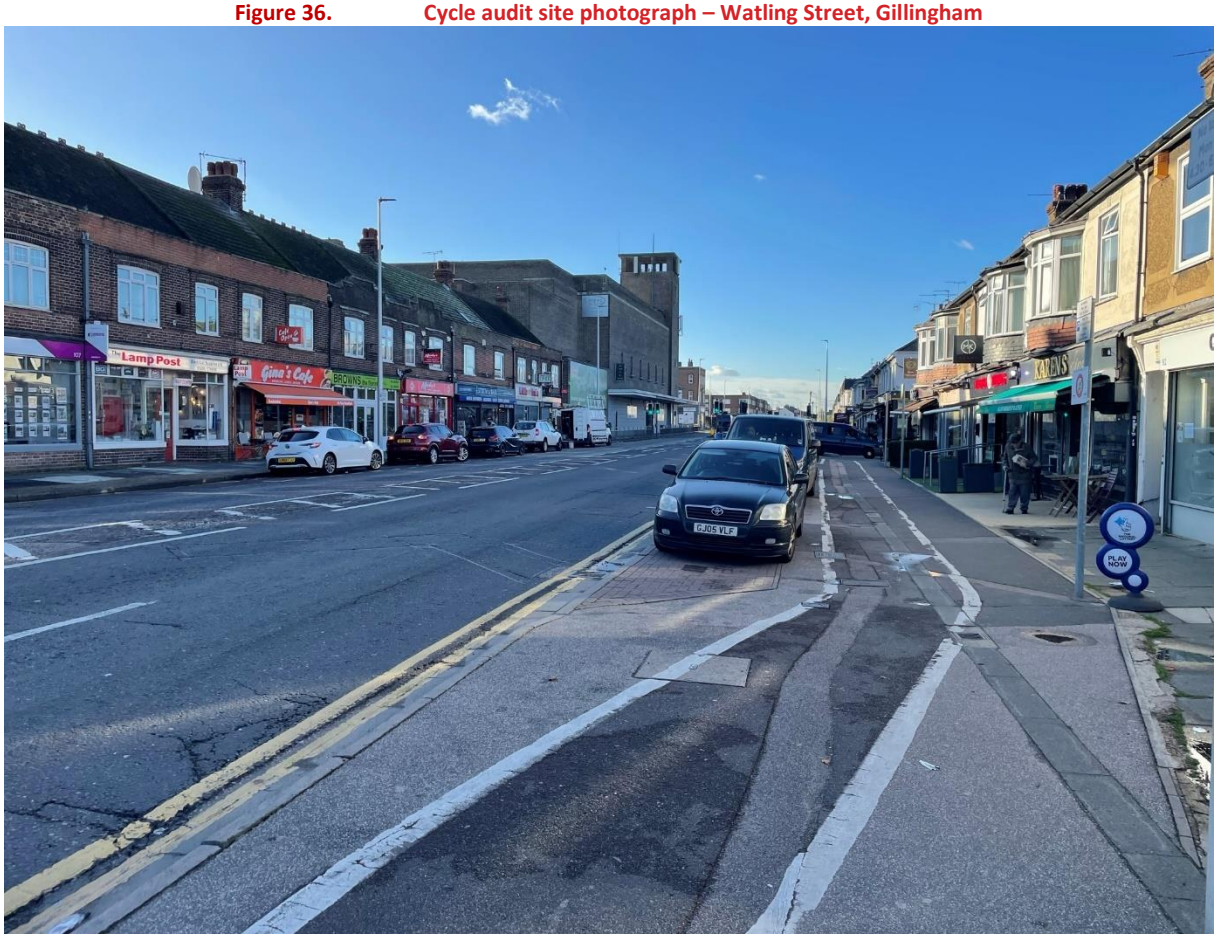
9.2.2 It is also important to note that there were a total of 48 critical junctions identified within the routes. Addressing safety concerns at these junctions will be key to improving the scores of these routes and providing safer and attractive routes for local cyclists.

9.2.3 A summary of the results of the cycling audits is shown below in Table 7.

Table 7. Cycling corridor audit summary table

Route	Description	Location	Length	Directness	Gradient	Safety	Connectivity	Comfort	Critical Junctions
1	Station Road (Rainham)to Maidstone Road via A2 (Chatham)	Gillingham	7.6km	5.0	4.8	3.6	4.6	3.2	10
2	High Street to Woodside (near A1306) (Rainham)	Rainham	1.7km	5.0	2.0	1.0	5.0	0.0	3
3	Walderslade Road to Chatham Hill Gyratory (Chatham)	Chatham	5.3km	5.0	4.3	1.0	4.4	0.4	6
4	Upper Luton Road (near Chatham Hill) to Kitchener Avenue (Magpie Hall Road) (Chatham)	Chatham	3.3km	5.0	1.4	2.9	5.0	1.4	4
5	London Road to Dock Road (Chatham)	Chatham	6.85km	5.0	4.2	3.6	5.0	2.0	7
6	Sovereign Boulevard (A2) to Grange Road (Gillingham)	Gillingham	2.48km	5.0	3.5	1.0	5.0	0.0	0
7	Railway Street to Brunel Way (Gillingham)	Gillingham	1.88km	5.0	4.5	3.5	4.3	4.0	1
8	Waterfront Street to Corporation Road (Strood)	Strood	2.55km	5.0	5.0	3.1	4.3	1.0	5
9	Main Road (Chattenden) to Station Road (Strood)	Strood	4km	5.0	2.3	2.7	3.6	1.1	10
10	Columbine Road (between A2 and Darnley Road) to Brompton Farm Road (Strood)	Downside	1.8km	5.0	3.2	2.4	4.8	3.0	2

Figure 36. Cycle audit site photograph – Watling Street, Gillingham



9.3 Identifying improvements to priority cycle routes

9.3.1 The results of the audit have informed the process of identifying which interventions will be required. A range of potential interventions have been identified that could be utilised to create improved conditions for cycling and bring routes into compliance with LTN 1/20 guidance. The most suitable intervention will be determined by the locations and issues identified but a range of potential measures are outlined below:

- Construction of cycle tracks that provide physical protection from motor traffic
- Making improvements at critical junctions by modifying existing crossings or installing new ones
- Redesigning junctions to enable those on bikes to make safer crossings
- Reallocation of road space to enable the implementation of segregated cycle tracks
- Reducing the speed limit to 20mph and introducing traffic calming measures
- Permitting two way cycling on one-way streets (contraflow cycling) which can aid cycle journey times
- Widening and improving off carriageway cycle paths to reduce conflict with motor vehicles or pedestrians
- Removal of barriers that may obstruct nonstandard cycles such as trikes and cargo bikes
- Improving (or providing) lighting on off road routes

- Considering restricting motor vehicle through traffic in residential roads to create lower traffic conditions more suitable for cycling
- Improved maintenance on off road cycle paths to reduce encroachment by vegetation
- Avoiding using subways where possible

9.3.2 There are a range of other measures, not necessarily within the remit of this LCWIP, that could be considered by the council in order to help support increased cycling locally:

- Delivery of additional and better-quality cycle parking that is covered and secure wherever possible. Conveniently located and secure cycle parking will complement the improved cycle network by reducing concerns about the ability to park at key destinations and security.
- Improved way finding through consistent and well-placed signage will significantly aid the development of the Medway cycle network and encourage further use.
- The introduction of modal filters as part of environmental neighbourhood placemaking schemes, to stop or reduce through traffic can provide a greatly enhanced environment for cycling in residential areas without the need for more costly and at times difficult to deliver protected cycle infrastructure. Removing through traffic in residential areas provides a safer and more attractive option for people cycling and walking locally.

9.3.3 The audit process was used to identify where interventions were required to bring the cycle routes up to the standards recommended by LTN 1/20. The following section provides a range of early-stage concept designs for each of the identified priority walking and cycling routes.

9.3.4 Following the audit process on the priority corridors a further prioritisation exercise took place with officers to identify which routes should be taken forward for concept design and consultation. A number of the priority corridors that had been identified as part of the baseline assessment were noted as being significant in length (some more than 5km) so needed to be broken down in to links for design and consultation purposes.

9.3.5 This further prioritisation and refinement of the corridors into priority cycle routes took place with Medway officers. Routes selected are listed below and have had concept designs developed for consultation with the public.

Figure 37. Priority cycle routes

CYCLE ROUTE NUMBER	LOCATION
CR2	Maidstone Road, Rainham
CR5	Church Street to Sturdee Avenue, Gillingham
CR6	Sturdee Avenue to Woodlands Road, Gillingham
CR7	Dock Road, Chatham

CYCLE ROUTE NUMBER	LOCATION
CR8	High Street to Waterfront Way, Chatham
CR9	Peninsula Way (Chattenden) to Sans Pareil roundabout (Wainscott)
CR10	Brompton Farm Road to Watling Street, Strood
CR11	Carnation Road to Commercial Road, Strood

10. WALKING ROUTE AUDITS

10.1 Introduction

10.1.1 Following the identification of priority walking and cycling routes, an auditing process was undertaken.

10.1.2 The auditing process seeks to understand whether the identified routes are of a suitable standard and if not which elements need to be improved.

10.2 Walking route audits

10.2.1 The walking route audits used the DFT's Walking Route Audit Tool (WRAT). This tool identifies the standard of the existing route and where improvements may be required.

10.2.2 The WRAT tool comprises 5 main themes against which routes are audited:

- Attractiveness
- Comfort
- Directness
- Safety
- Coherence

10.2.3 Each theme contains a number of criteria against which the route is then audited. For example, within the attractiveness theme there are 4 main criteria to be scored against: maintenance, fear of crime, traffic noise and other. Each criteria is scored by the auditor between 0 and 2. A score of 2 represents good provision while 0 represents poor provision. From this scoring process an overall score for the route or section is derived.

10.2.4 The notes provided within the WRAT tool indicate that a score of 70% (a score of 28 out of 40) is regarded as the minimum level of provision. The overall score and sections scoring 0 can be identified as in need of improvements.

10.2.5 All 14 of the walking routes identified during the network development stage were audited and scored as part of the LCWIP process. The audit process helped to inform the prioritisation exercise covered in Section 13.

10.2.6 Six of the 14 walking routes audited scored less than 28 out of 40 which represents the minimal level of provision for a safe and attractive walking route:

- A2 London Road, from Dorset Square to Westmoor Farm Access (W01) (Rainham)
- Canterbury Street, from York Avenue to New Kent Road (W05) (Gillingham)
- City Way / Star Hill / Corporation Street / High Street, from Onslow Road to Rochester Bridge (W09) (Rochester)
- High Street / North Street / Frindsbury Road / Cliffe Road, from Rochester Bridge to Merryfields (W12) (Strood)
- A2 High Street / London Road / Watling Street, from North Street to Watling Street (W13) (Strood)
- Cuxton Road / Gun Lane / Frindsbury Road, from Temple Gardens to Bingham Road (W14) (Strood)

10.2.7 The rest of the routes scored above the minimum of 28 with three routes scoring 35 or above out of 40:

- Maidstone Road, from Highfield Road to London Road (W03) (Rainham)
- Great Lines Heritage Park / Mill Road, from Chatham Naval Memorial to Medway Road (W06) (Gillingham)
- St Margarets Bank, from Bingley Road to Corporation Street (W11) (Rochester)

10.2.8 Issues were identified across all of the routes with common issues across each category summarised below:

Attractiveness:

- Sections that suffer from excessive levels of traffic noise
- Street clutter including bins from local shops obstructing the footway
- Damage to street furniture such as bins and bollards
- Instances of graffiti

Comfort:

- Poor condition of footways with cracking of surface or broken / uneven paving slabs
- Footway parking
- Narrow footways

Directness:

- Lack of crossing facilities on desire lines
- Lack of controlled crossings on heavily trafficked roads
- Staggered crossings adding to journey time

Safety:

- Close proximity to high traffic volumes
- Instances of limited visibility at pinch points

Coherence:

- Lack of tactile paving and dropped kerbs noted on several routes
- Misaligned tactile paving

10.2.9 A summary of the results of the walking audits is shown below in Table 8.

Table 8. Walking audit results summary

Route	Road	Start Point	End Point	Length (m)	Attractiveness	Comfort	Directness	Safety	Coherence	Total
W01	A2 London Road **(Rainham)**	Dorset Square	Westmoor Farm Access	2123	5.0	6.0	7.0	2.0	0.0	20.0
W02	B2004 Station Road **(Rainham)**	Ellison Way	London Road/High Street	1025	6.0	8.0	11.0	4.0	2.0	31.0
W03	Maidstone Road **(Rainham)**	Highfield Road	London Road	886	8.0	8.0	12.0	5.0	2.0	35.0
W04	Priestfield Road/Balmoral Road/High Street/Brompton Road/Wood Street **(Gillingham)**	MEMS Priestfield Stadium	Dock Road	2388	6.0	10.0	10.0	4.0	2.0	32.0
W05	Windmill Road/ Canterbury Street/ High Street/ James Street/ Way/ Richmond Road/ Medway Road/ B2004 Pier/ Road/ Purser/ Johnson Avenue **(Gillingham)**	York Avenue	New Kent Road	2210	5.0	6.0	9.0	3.0	1.0	24.0
W06	Great Lines Heritage Park/ Mill Road **(Gillingham)**	Chatham Naval Memorial	Medway Road	1430	5.0	12.0	12.0	6.0	1.0	36.0
W07	Magpie Hall Road/ High Street **(Chatham)**	Haig Avenue	Bingley Road	2465	6.0	6.0	12.0	6.0	0.0	30.0
W08	Maidstone Road **(Chatham)**	Gladstone Road	Wood Street	2310	8.0	6.0	10.0	6.0	0.0	30.0
W09	City Way/ Star Hill/ Corporation Street/ High Street **(Rochester)**	Onslow Road	Rochester Bridge	2070	4.0	7.0	6.0	2.0	1.0	20.0
W10	Maidstone Road/ Crow Lane/ High Street/ Blue Boar Lane **(Rochester)**	Cecil Road	Corporation Street	1180	8.0	7.0	12.0	5.0	2.0	34.0
W11	St Margaret's Bank **(Rochester)**	Bingley Road	Corporation Street	520	8.0	8.0	12.0	6.0	1.0	35.0
W12	High Street/ North Street/ Frindsbury Road/ Cliffe Road **(Strood)**	Rochester Bridge	Merryfields	1400	6.0	5.0	10.0	4.0	0.0	25.0
W13	A2 High Street/ London Road/ Watling Street **(Strood)**	North Street	Watling Street	956	4.0	7.0	8.0	2.0	0.0	21.0
W14	Cuxton Road/ Gun Lane/ Frindsbury Road **(Strood)**	Temple Gardens	Bingham Road	1980	6.0	8.0	9.0	2.0	0.0	25.0

Table 9. Walking route 1 audit photograph

10.3 Identifying improvements for walking routes

10.3.1 The results of the walking audits were used to identify possible interventions that could improve the environment for pedestrians along the prioritised walking routes identified in the previous section.

10.3.2 Some examples of the type of interventions that have been considered for the next stage of designing improved routes are summarised below:

- Improving and maintaining footway surfaces
- Narrowing of junctions to enable safer, quicker and easier crossing for pedestrians
- Removal of street clutter such as 'A boards' outside shops
- Improvements to tactile paving to assist pedestrians with visual impairments
- Removal of on street parking in order to potentially widen the footpath
- Increasing 'greening' alongside streets with planters and street trees.

10.3.3 A reduction in traffic flows to reduce noise and pollution are also key to improving the pedestrian environment but are more complex to deliver and cannot easily be delivered within the scope of this LCWIP process. However, this LCWIP process will identify tangible improvements to the identified walking routes which should in turn lead to an uptick of walking amongst Medway residents.

11. CONSULTATION ON ROUTE OPTIONS

11.1 Background

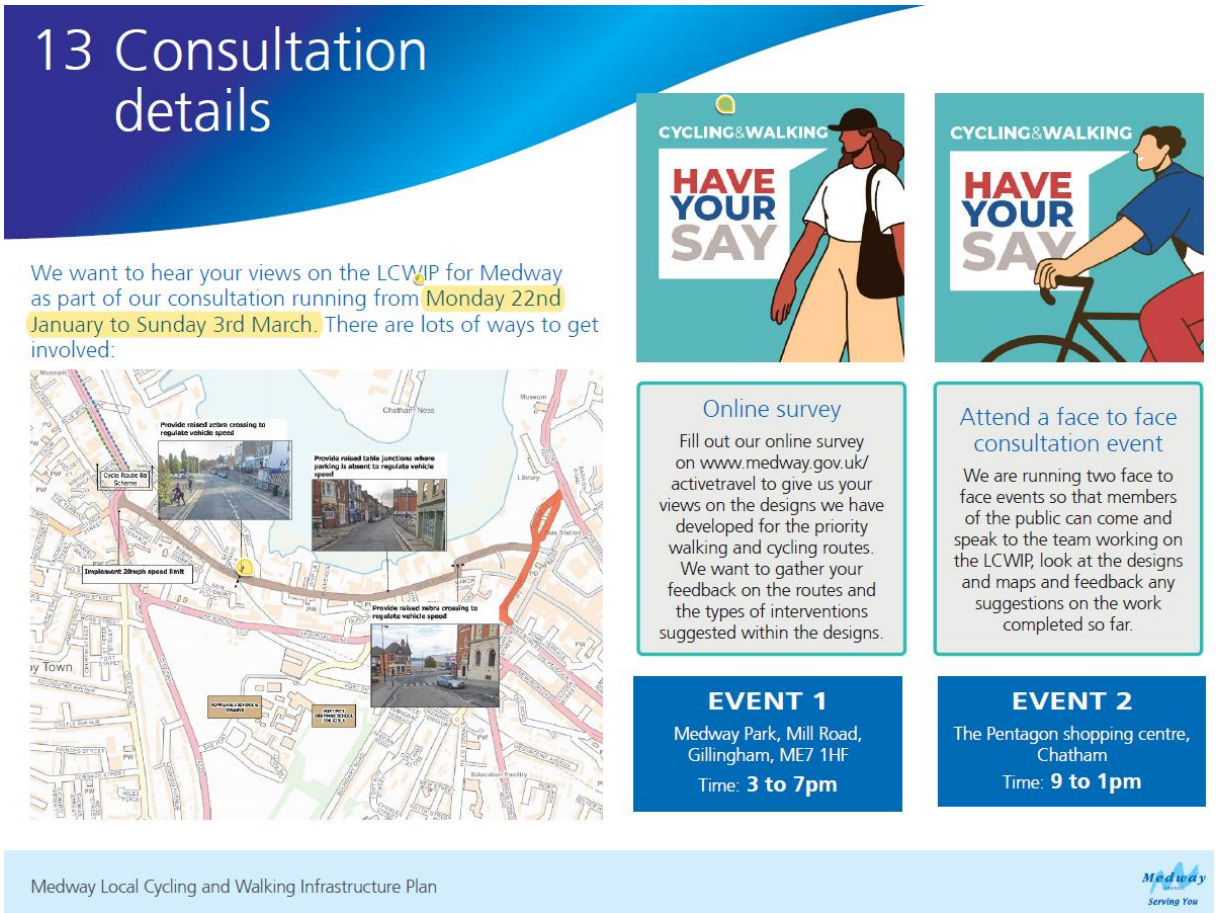
11.1.1 Consultation with the public and key stakeholders is identified as a key stage in the LCWIP process. As detailed in this strategy document an extensive baseline review of walking and cycling has taken place as part of the LCWIP process and informed the creation of a network for future development. The high-level concept designs outlined in the section above, have been developed for the priority routes identified within the network and formed the basis of the consultation.

11.1.2 This technical LCWIP report was summarised to create a consultation document which describes the LCWIP process undertaken so far and how the network has been developed.

11.2 Consultation activity

11.2.1 The LCWIP consultation ran from 22nd January until 3rd March 2024. A bespoke website was developed by Medway Council (https://www.medway.gov.uk/ActiveTravel) which acted as the hub for consultation information.

Figure 38. Excerpt from the LCWIP consultation report

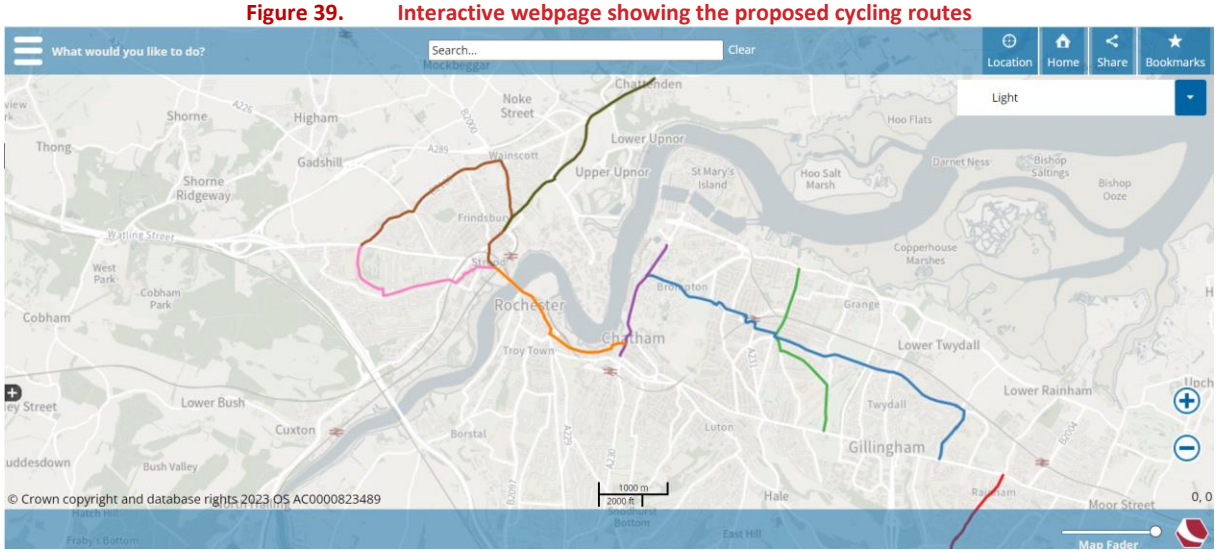


11.2.2 The consultation report was available for download to enable the public to understand the LCWIP process and how the network and route designs had been established.

11.2.3 The webpage contained the following:

- Introductory information
- Introductory video from relevant portfolio holder
- Summary consultation document (in development)
- Map showing the proposed cycling routes and walking zones.
- Survey questionnaire to collect views on the routes
- Designs for cycle and walking routes

Figure 39. Interactive webpage showing the proposed cycling routes

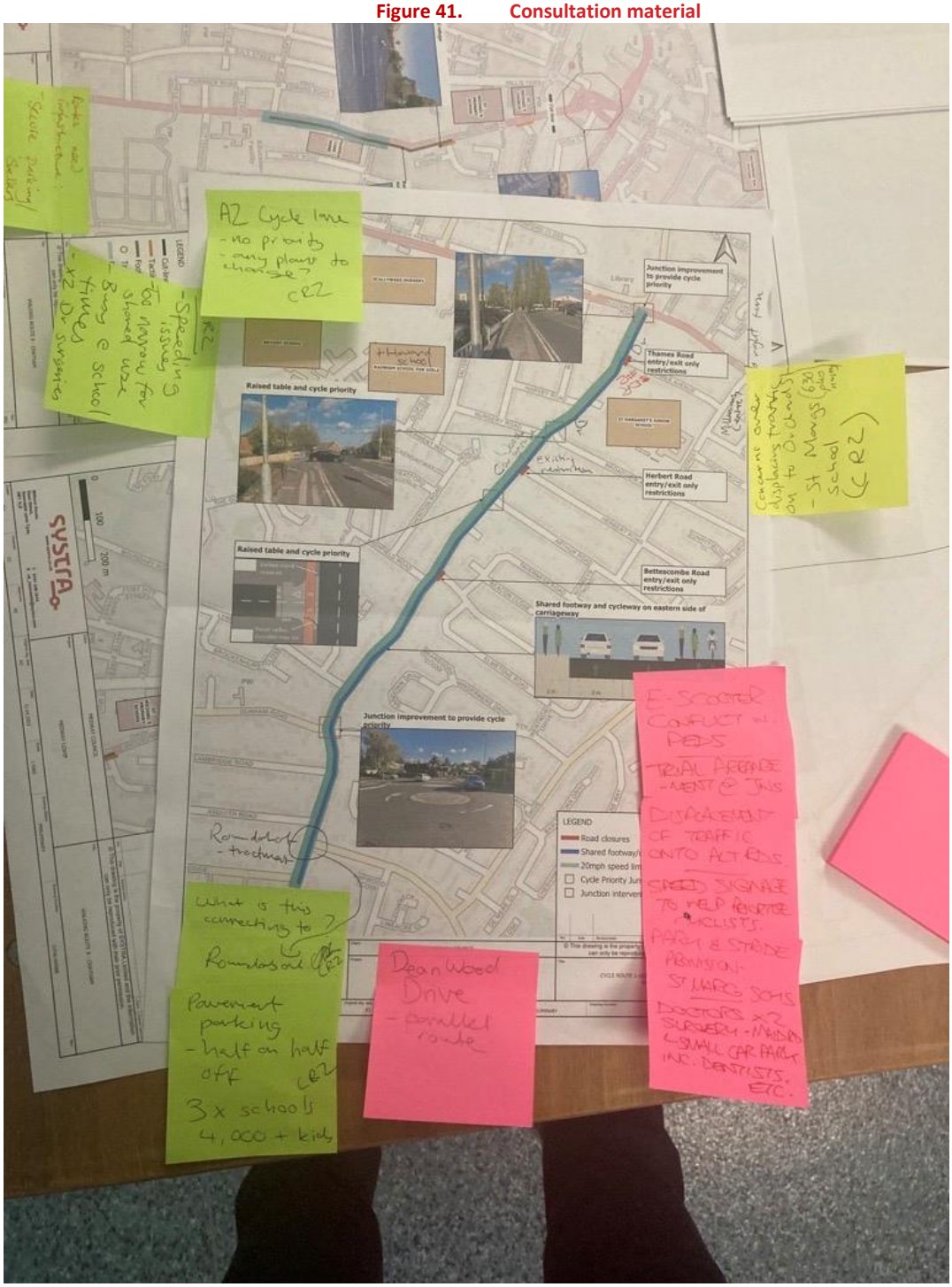


11.2.4 The consultation was promoted across several existing Medway social media channels to raise awareness of the consultation. Additionally, a short video was recorded with the Portfolio Holder for Climate Change and Strategic Regeneration to promote the consultation. The consultation details were picked up by local media with both BBC and ITV local news featuring it in their evening bulletins.

Figure 40. Consultation event banner

11.2.5 Two face to face consultation events were delivered to give people the opportunity to engage with SYSTRA staff and officers from Medway Council in person. A3 printed maps for all the priority cycling and walking routes were provided along with paper copies of the consultation report. Both events were well attended with approximately 60-80 people engaged over the two days.

Figure 41. Consultation material



11.3 Consultation results

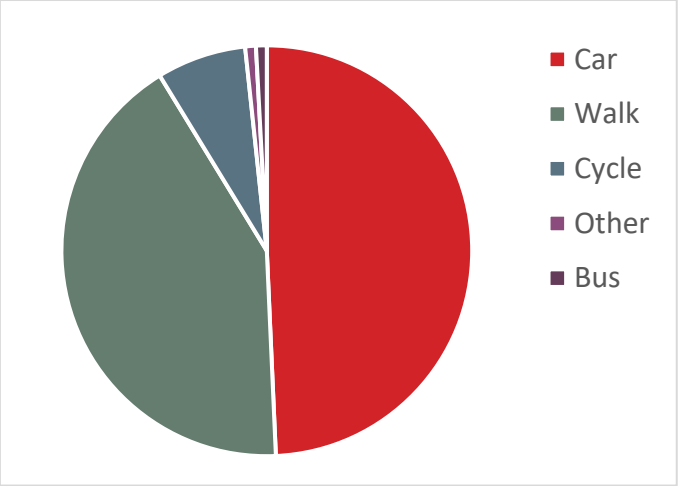
11.3.1 The online survey received a total of 358 responses. An additional 64 emails were received to a dedicated consultation mailbox plus 2 letters of representation from the Hoo Consortium and The Independent Group on Medway Council representing Hoo St Werburgh and High Halstow Ward. Detailed responses to each of the cycling and walking routes can be found in the LCWIP Consultation Technical Note (Appendix B).

11.3.2 Survey demographics detailed below:

- The majority of respondents (96.9%) responded as a Medway resident, living in Rainham (42.0%), Strood (12.5%), Chatham (12.2%), Gillingham (12.2%), Rochester (9.9%), Hoo Peninsula (7.8%), Cuxton and Halling (1.4%), and others (3.5%).
- 23.6% of the respondents reported having health problems or disabilities.
- There were slightly more male respondents (49.0%) than female (43.9%)
- The majority of respondents were White – English / Welsh / Scottish / Northern Irish / British at 84.8% (304 respondents).
- Most of the respondents found out about the consultation through social media (53.4%), with word of mouth (14.8%) and local media (12.6%) following behind.

11.3.3 Most people listed their primary mode of travel as car (49.3%), with walking following closely behind (42.0%)

Figure 42. Respondents' primary mode of travel



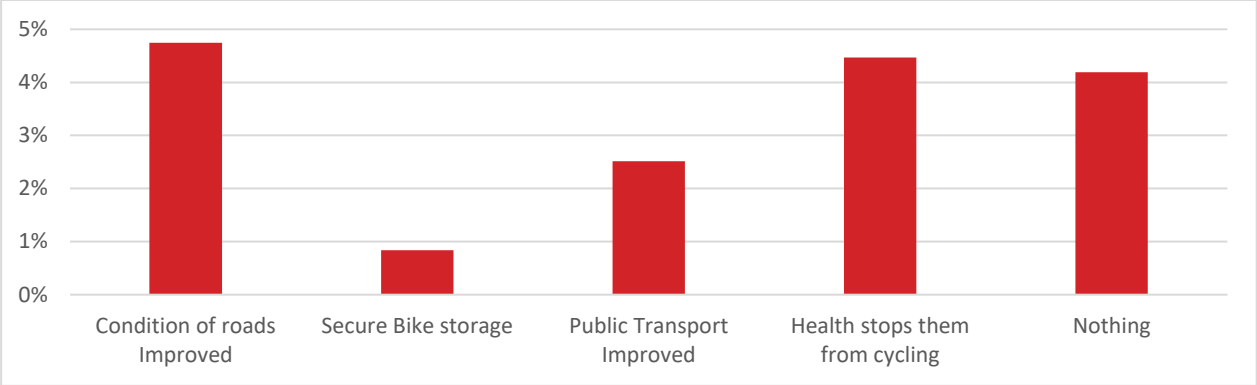
11.3.4 In the survey, respondents were asked different questions about their current travel habits. They were also asked what would encourage them to walk and cycle more and were given the option to highlight factors that might help them make that change. Respondents were able to select multiple options.

11.3.5 Most respondents chose *'Removal of street clutter / pavement parking'* (43.6%) as one of the factors that would encourage them to walk or cycle more, followed by Other (35.2%), Improved cycling routes segregated from traffic (33.0%) and reduced vehicle speeds (26.3%). This is demonstrated below.

Figure 43. Key interventions that would encourage more walking and cycling

11.3.6 33.0% of respondents chose the 'other' option with many stating that not much could be done to encourage them to cycle or walk more, partially due to health or disability reasons. Others quoted improving the condition of roads (filling potholes etc), provision of secure bike storage, and improved public transport as interventions that would encourage them to walk and cycle more. This is shown below.

Figure 44. Other interventions that would encourage residents to walk and cycle more



11.3.7 A selection of quotes provided by respondents to the 'other' option are provided below and are presented verbatim.

> *"Due to a disabled child, travel by car is the safest and most efficient form of travel for me."*
>
> *"I am a pensioner with little walking possible - only means of transport to and from supermarket is by car. Cannot carry shopping and walk."*
>
> *"None of the above. With lack of public transport the only realistic way to get around the Medway towns is use of a private car."*

11.3.8 The survey sought feedback from respondents in relation to the priority cycling routes. Respondents were given the option of commenting on all the routes or just those that they were interested in.

11.3.9 The following table highlights the number of responses and the percentage of respondents that commented for each route.

Table 10. Total responses for each cycle route

CYCLE ROUTE	COUNT	PERCENTAGES
Cycle Route 2: Maidstone Road, Rainham	165	46%
Cycle Route 5: Church Street to Sturdee Avenue, Gillingham	42	12%
Cycle Route 6: Sturdee Avenue to Woodlands Road, Gillingham	46	13%
Cycle Route 7: Dock Road, Chatham	70	20%
Cycle Route 8: Corporation Street, Rochester to Waterfront Way, Chatham	72	20%
Cycle Route 9: Section 1 & Section 2 (Peninsula Way, Chattenden to Sans Pareil roundabout, Wainscott)	55	15%
Cycle Route 10: Brompton Farm Road to Watling Street, Strood	54	15%
Cycle Route 11: Carnation Road to Commercial Road, Strood	35	10%

11.3.10 As illustrated in the table above Cycle Route 2 attracted nearly 50% of total responses in relation to the routes. Detailed responses to each of the cycling and walking routes can be found in the LCWIP Consultation Technical Note (Appendix B).

11.4 Conclusion

11.4.1 Overall, the consultation showed that residents are broadly content with the LCWIP, with most interventions achieving 50% or above agreeing with most interventions proposed.

11.4.2 Cycle Route 2 attracted a significant volume of objections however there was support for the majority of interventions on other routes. Most of the objections for Cycle Route 2 were in relation to the side road closures and the concerns around the shared use path. There are a number of large schools in the vicinity of the proposed route which respondents noted led to significant traffic issues especially during the morning and afternoon rush hours periods.

11.4.3 It is also important to note that there was strong support for interventions that would improve conditions for walking such as widening and uncluttering pavements. In relation to cycling there was strong support for segregated cycling facilities but less for shared use facilities highlighting the potential case for road reallocation and provision of more space for walking and cycling on Medway's network.

11.4.4 However, residents also voiced many of their concerns, in particular about the congestion issues in Medway and the financial burden that these interventions may bring for Medway Council. These concerns should be acknowledged and future plans should detail how

these and other concerns have been taken in to account. For example, it should be made clear in any future communications around the LCWIP that this plan will support Medway Council to attract external funding to deliver walking and cycling improvements going forward.

12. COSTING

12.1 Costing of schemes

12.1.1 As part of the Medway LCWIP project and as per the fifth stage of the LCWIP process, an integral element to the prioritisation of walking and cycling infrastructure improvements is a high-level construction costing exercise.

12.1.2 This LCWIP strategy document has outlined below the likely delivery costs of the cycling and walking schemes and also provides a low and high cost estimate. The costings are shown on the following pages and are for the sections of routes audited by SYSTRA as identified in Sections 9 & 10.

12.1.3 The assumptions and exclusions adopted in this cost estimation exercise are detailed in Appendix C.

Table 12. Combined cycle and walking route intervention costing summary

Route	Location	Town	Start	End	Description	Low Cost Estimate	Cost Estimate	High Cost Estimate
CY02	Maidstone Road	Rainham	A2	Woodside	Proposed shared cycle/footway along the eastern length of the route, alongside a speed limit reduction and introduction of cycle priority crossings and restrictions to entry exit of three adjacent streets.	£2,118,146	£2,647,682	£3,177,219
CY05	Church Street to Sturdee Avenue	Gillingham	The Strand Roundabout	Sturdee Avenue	Route to become 20mph, with the introduction of raised zebra crossings to enforce speed limit.	£61,446	£76,808	£92,170
CY06	Sturdee Avenue to Woodlands Road	Gillingham	Barnsole Road	A2 (Sovereign Boulevard)	Implement a shared path along the proposed stretches of Sturdee Avenue and Woodlands Road, along with raised priority crossings across various side roads.	£2,040,346	£2,550,432	£3,060,519
CY07	Dock Road	Chatham	Brunel Way	Wood Street Roundabout	Proposed segregated foot/cycleway along Dock Road with a proposed raised priority crossing and signalised parallel crossing, with a small stretch of shared foot/cycle way.	£936,994	£1,171,242	£1,405,490
CY08A	High Street to Waterfront Way	Rochester	Commercial Road	Bardell Terrace	Nothing is proposed for this section of the route, there is an existing shared path and segregated cycleway across the Rochester Bridge and along Corporation Street.	£ -	£ -	£ -
CY08B	High Street to Waterfront Way	Rochester	A2 (Star Hill)	Globe Lane	Proposed implementation of a 20mph along High Street and the introduction of raised tables and zebra crossings to help regulate vehicle speed.	£159,907	£199,883	£239,860

Route		Town	Start	End	Description	Low Cost Estimate	Cost Estimate	High Cost Estimate
CY09A	Peninsula Way to Sans Pareil roundabout	Chattenden	Main Road Hoo	Four Elms roundabout	There are plans already in place to develop the foot/cycle infrastructure along this route though we propose a further length of segregated cycle/footway and to improve the crossing facilities at the Four Elms roundabout.	£844,640	£1,055,800	£1,266,960
CY09B	Peninsula Way to Sans Pareil roundabout	Wainscott	Four Elms Roundabout	Parsonage Lane	Proposed shared pathway along the eastern side of the route, including a signalised parallel crossing across Berwick Way. Note a departure from the original proposal where the proposed off-road route is now a continuous shared path on the existing footway.	£1,899,520	£2,374,400	£2,849,280
CY10	Brompton Farm Road to Watling Street	Strood	Brompton Farm Road	Watling Street	Improvements to cycle infrastructure with the introduction of priority crossings, improvement of 2 major junctions and a considerable length of shared path.	£3,330,058	£4,162,572	£4,995,086
CY11	Carnation Road to Commercial Road	Strood	A2 (Watling Street)	Commercial Road	Improvements to cycling and pedestrian infrastructure with the introduction of shared paths, segregated paths and zebra crossings as well as raised priority crossings to connect the various sections of paths.	£2,515,795	£3,144,744	£3,773,693
W05A	Canterbury Street	Gillingham	Saunders Street	Stopford Road	Improvements to pedestrian infrastructure with the addition of tactile paving and enforcing parking restrictions.	£135,105	£168,882	£202,658
W05B	Richmond Road / A289	Gillingham	A289 (Pier Road)	Saunders Street	Improvements to pedestrian infrastructure with re-phasing of traffic signals, reviewing tactiles, enforcing parking restrictions and a signalised one-way route on Medway Road.	£217,843	£272,304	£326,765

W08A	Maidstone Road	Chatham	Chatham Station	Gladstone Road	Improvements to pedestrian infrastructure with the introduction of tactiles, resurfacing footways and enforcing parking restrictions.	£190,207	£237,759	£285,311
Route		**Town**	**Start**	**End**	**Description**	**Low Cost Estimate**	**Cost Estimate**	**High Cost Estimate**
W08B	A231 Dock Road	Chatham	Middle Street	Chatham Waterfront Station	Improvements to pedestrian infrastructure with the introduction of tactiles and reviewing the phasing of pedestrian lights at Waterfront Bus Station and Chatham Station Junctions.	£22,480	£28,100	£33,720
					Totals =	**£14,472,487**	**£18,090,609**	**£21,708,731**

12.1.4 To provide a further robust cost estimate, further design work would need to be undertaken to the preliminary and detailed stages with suitable topographical survey, Site Investigation, Road Safety Assessments (RSA's), 3D design, C3 utility quotations and to finalise signal and signage requirements. This will provide further detail on earthworks and utility costs/ implications and highlight any further issues that may be raised from receipt of the additional information and in turn provide further surety of the total costs.

13. PRIORITISATION

13.1 Introduction

13.1.1 This LCWIP Strategy Document was created using a methodology set out by the DfT which enabled routes to be selected, scored, and prioritised. The guidance from the DfT recommends that the infrastructure improvements proposed in an LCWIP should be prioritised into three categories. The table below provides a brief description of the criteria for each category.

Table 13. Criteria for categorising proposal timescales

	TIMESCALE	CRITERIA
Short Term	Less than 3 years	Improvements which can be implemented quickly (relatively low cost, with few barriers to delivery) or which are already under development. Delivery within or close to this timescale is dependent on securing funding rapidly upon adoption of the LCWIP.
Medium Term	3 to 5 years	Improvements where there is a clear intention to act, but delivery is dependent on further funding availability or other issues (which may mean that some of these improvements take longer than 5 years to deliver).
Long Term	More than 5 years	More aspirational improvements, which will require significant funding and may not yet have a clearly defined solution. Most major primary route improvements fall into this category. These are generally the improvements which will have the greatest impact, but which are the most difficult and costly to implement.

13.1.2 Following the costing exercise a prioritisation exercise was undertaken with the Medway Council project team to ascertain the cycling and walking routes that should be prioritised going forward.

13.1.3 As suggested by the LCWIP guidance, priority should be given to improvements that are most likely to have the greatest impact on increasing the number of people who chose to walk and cycle, and therefore provide the greatest return on investments. Evidence of such benefits will strengthen the case for further investment. In addition to this, evidence of benefits on other policy areas, such as improvements to health and social inclusion, or evidence of public support defined through the engagement process can be also taken into account.

13.1.4 The prioritisation process for walking and cycling improvements involves:

- Developing timescales for delivery over short, medium and long term
- High-level appraisal and costing of schemes
- Prioritising improvements considering effectiveness, cost and deliverability.

13.1.5 The below prioritisation process and Multi-Criteria Assessment (MCA) comprises a method of assessing different considerations across multiple schemes. It enables comparisons of relative priorities of route network improvements. The factors adopted in the MCA include:

- Delivery timescale
- Cost (£)
- Value for money
- Current funding availability
- Deliverability
- Accessibility

13.1.6 The scoring was complemented by local officer knowledge to provide an overall priority ranking of high, medium or low.

13.1.7 The tables below outline the high, medium and low cycling and walking routes with detail on the multi-criteria assessment. Further criteria and notes are available in the spreadsheet appendices.

Table 14. High priority cycling routes

REFERENCE	LOCATION	DESCRIPTION	DELIVERY	LOW (£)	HIGH (£)	DELIVERABILITY	ACCEPTABILITY	SCORE	RANKING
CY05	Ingram Road /Church Street, Gillingham	Route to become 20mph, with the introduction of raised zebra crossings to enforce speed limit.	5	61,446.00	92,170.00	4	2	15	Higher priority - low cost - easy win - schools
CY06	Sturdee Avenue / Woodlands Road, Gillingham	Implement a shared path along the proposed stretches of Sturdee Avenue and Woodlands Road, along with raised priority crossings across various side roads.	5	2,040,346.00	3,060,519.00	3	4	15	Higher priority - potential quick win. More popular at consultation.

Table 15. Medium priority cycling routes

REFERENCE	LOCATION	DESCRIPTION	DELIVERY	LOW (£)	HIGH (£)	DELIVERABILITY	ACCEPTABILITY	SCORE	RANKING
CY08 B	High Street, Rochester	Proposed implementation of a 20mph along High Street and the introduction of raised tables and zebra crossings to help regulate vehicle speed.	4	159,907.00	239,860.00	4	4	16.5	Medium priority
CY09 A	A228 Peninsula Way to Four Elms Roundabout, Chattenden	There are plans already in place to develop the foot/cycle infrastructure along this route though we propose a further length of segregated cycle/footway and to improve the crossing facilities at the Four Elms roundabout.	4	844,640.00	1,266,960.00	3	2.5	12.5	Medium priority

Table 16. Low priority cycling routes

REFERENCE	LOCATION	DESCRIPTION	DELIVERY	LOW (£)	HIGH (£)	DELIVERABILITY	ACCEPTABILITY	SCORE	RANKING
CY07	Dock Road, Chatham	Proposed segregated foot/cycleway along Dock Road with a proposed raised priority crossing and signalised parallel crossing, with a small stretch of shared foot/cycle way.	3	936,994.00	1,405,490.00	4	4	14.5	Lower priority as there is existing provision
CY11	Carnation Road / Darnley Road, Strood	Improvements to cycling and pedestrian infrastructure with the introduction of shared paths, segregated paths and zebra crossings as well as raised priority crossings to connect the various sections of paths.	3.5	2,515,795.00	3,773,693.00	2	3	11.5	Lower medium
CY10	Brompton Farm Road / Rede Court Road, Strood	Improvements to cycle infrastructure with the introduction of priority crossings, improvement of 2 major junctions and a considerable length of shared path.	3	3,330,058.00	4,995,086.00	2	3	11	Lower priority - longer term scheme

REFERENCE	LOCATION	DESCRIPTION	DELIVERY	LOW (£)	HIGH (£)	DELIVERABILITY	ACCEPTABILITY	SCORE	RANKING
CY09 B	A289 Four Elms Hill to Maritime Academy, Wainscott	Proposed shared pathway along the eastern side of the route, including a signalised parallel crossing across Berwick Way. Note a departure from the original proposal where the proposed off-road route is now a continuous shared path on the existing footway.	3	1,899,520.00	2,849,280.00	2	2.5	10.5	Lower priority - longer term scheme
CY02	Maidstone Road, Rainham	Proposed shared cycle/footway along the eastern length of the route, alongside a speed limit reduction and introduction of cycle priority crossings and restrictions to entry exit of three adjacent streets.	3	2,118,146.00	3,177,219.00	2	1	10	Low priority - needs potential realignment

Table 17. High priority walking routes

REFERENCE	LOCATION	DESCRIPTION	DELIVERY	LOW (£)	HIGH (£)	DELIVERABILITY	ACCEPTABILITY	SCORE	RANKING
W08 B	A231 Dock Road, Chatham	Improvements to pedestrian infrastructure with the introduction of tactiles and reviewing the phasing of pedestrian lights at Waterfront Bus Station and Chatham Station Junctions.	5	22,480.00	33,720.00	5	4	19	Higher – quick win
W05 A	Canterbury Street, Gillingham	Improvements to pedestrian infrastructure with the addition of tactile paving and enforcing parking restrictions.	5	135,105.00	202,658.00	4.5	3.5	17	Higher - quick win
W05 B	Richmond Road / A289, Gillingham	Improvements to pedestrian infrastructure with re-phasing of traffic signals, reviewing tactiles, enforcing parking restrictions and a signalised one-way route on Medway Road.	5	217,843.00	326,765.00	3.5	3.5	16	Higher - quick win
W08 A	Maidstone Road, Chatham	Improvements to pedestrian infrastructure with the introduction of tactiles, resurfacing footways and enforcing parking restrictions.	5	190,207.00	285,311.00	4	4	16	Higher - quick win

13.2 Prioritisation results

13.2.1 This prioritisation exercise has identified the following cycling schemes to be taken away for further consideration:

High priority:

- Route 5 - Ingram Road /Church Street, Gillingham
- Route 6 - Sturdee Avenue / Woodlands Road, Gillingham

Medium priority:

- Route 8B - High Street, Rochester
- Route 9A - A228 Peninsula Way to Four Elms Roundabout, Chattenden

Low priority:

- Route 7 - Dock Road, Chatham
- Route 11 - Carnation Road / Darnley Road, Strood
- Route 10 - Brompton Farm Road / Rede Court Road, Strood
- Route 9B - A289 Four Elms Hill to Maritime Academy, Wainscott
- Route 2 - Maidstone Road, Rainham

13.2.2 The following walking schemes identified to be taken away for further consideration:

High priority:

- Walking Route 8B - A231 Dock Road, Chatham
- Walking Route 5A - Canterbury Street, Gillingham
- Walking Route 5B - Richmond Road / A289, Gillingham
- Walking Route 8A - Maidstone Road, Chatham

13.2.3 The highest priority or quick wins for cycling are Routes 5 and 6 in Gillingham. Route 5 is a lower cost scheme benefitting people walking, wheeling and cycling and Route 6 is a more costly scheme but it received significant support at consultation.

13.2.4 The medium priority cycle schemes identified are Route 8B in Rochester which was outlined as lower cost due to the introduction of a 20mph zone. Consultation indicated that for Route 9A, Four Elms Hill roundabout poses a challenge in terms of deliverability but is located within a focus area for Medway Council.

13.2.5 The cycling schemes identified as lower priority or likely to be developed more longer term, principally due to high costs or delivery challenges include Route 2 in Rainham which was unpopular at consultation and Route 7 where there is already some cycling provision at present.

13.2.6 As noted previously Route 2 attracted significant opposition during the consultation and is unlikely to be deliverable in its current form. However, Medway Council have noted the issues raised at consultation around the impact of the traffic associated to local schools and local concerns around speeding and congestion. Offering an alternative to the private vehicle locally by improving walking and cycling routes would help alleviate

some of these local concerns so Medway Council will look at alternative options in the future for Rainham and the Maidstone Road corridor.

13.2.7 All of the walking routes scored well in the prioritisation exercise due to lower costs and ease of delivery, it was noted during consultation that W08B in Chatham could improve links to public transport.

13.3 Delivery

13.3.1 During the final prioritisation exercise proposals were grouped in to short, medium and long term in terms of priority in line with their deliverability and political acceptability. The likely timescales for each category are noted below but are subject to change:

- short term (0-2 years)
- medium term (3 to 5 years)
- longer term (5 to 10 years)

13.3.2 As more information becomes available, future reviews of the LCWIP could identify which schemes could potentially be funded by Section 106 agreements. Medway Council has already begun to identify where Section 106 funding could be applied in relation to the identified routes in this LCWIP.

13.3.3 The crucial factor which will determine the order of delivery will be the availability and the source(s) of funding and resources to undertake feasibility studies, design work, and finally delivery. It may be appropriate (depending on the funding source) to group a number of proposals together into a larger package of works (especially where these proposals apply to a continuous route or to routes which are directly connected to one another).

13.3.4 Note that this is a generalisation, and prioritisation of the proposals set out in the LCWIP Strategy Document will be adjusted dynamically in order to respond to funding opportunities.

13.3.5 The proposals made in this LCWIP are subject to revision or removal as scheme development work progresses and more information becomes available regarding the deliverability of these proposals. Additional proposals may also be added over the lifetime of the LCWIP in response to new information.

14. FUTURE FUNDING

14.1.1 As well as providing a basis for the preparation of bids for funding from central government for the development and delivery of active travel schemes, the LCWIP provides a wish-list of active travel infrastructure improvements to which local funding sources (most notably developer contributions or direct delivery) should be applied. The prioritisation of schemes in the LCWIP will be adjusted dynamically in order to respond to funding/delivery opportunities.

14.1.2 As and when the proposals in the LCWIP are funded and progressed, significant changes to the local transport network will be subject to further public consultation on a scheme-by-scheme basis.

14.1.3 The LCWIP should not preclude Medway Council from seeking other improvements, for example when linked to future developments not identified at this stage.

14.1.4 The LCWIP was developed with assistance from local stakeholders. Similar engagement will be undertaken during future reviews of the LCWIP.

14.1.5 The Medway LCWIP Strategy document is a 'living document', which will serve as a key point of reference to ensure that it reflects any significant changes in local circumstances (including changes to the relevant policy and guidance set out in section 3), as well as to reflect progress made with implementation of the original proposals.

15. APPENDIX A – DESIGN TECHNICAL NOTE

15.1.1 This note summarises the key safety issues highlighted along the priority walking and cycling routes, as well as highlighting the proposed interventions to combat the identified issues.

16. APPENDIX B – CONCEPT DESIGNS

16.1.1 The drawings included in appendix B are intended as high-level concept designs that highlight existing issues along the identified priority routes and potential interventions that could be implemented to improve conditions for those walking and cycling.

16.1.2 It is important to note that these designs are intended to provide a high-level overview of the type of interventions that could be delivered based on the audits that have been conducted as part of the LCWIP process.

17. APPENDIX C – CONSULTATION REPORT

17.1.1 Appendix C contains the consultation report that was presented to the public and stakeholders during the consultation process of this LCWIP. It summarises the work undertaken and key findings of this LCWIP report.

18. APPENDIX D – CONSULTATION TECHNICAL NOTE

18.1.1 This technical note contains full details in relation to the response rate, demographics and views expressed during the consultation that was undertaken in January and February 2024.

19. APPENDIX E – PRIORITISATION SCORING MATRIX

19.1.1 A multi criteria assessment (MCA) to provide a final level of prioritisation for the identified cycling and walking routes following the consultation and costing exercise.

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