

Medway Local Cycling and Walking  
Infrastructure Plan  
Reference number GB01T21F06

23/05/2024

## MEDWAY LCWIP CONSULTATION



**SYSTRA**

# MEDWAY COUNCIL LOCAL CYCLING AND WALKING INFRASTRUCTURE PLAN

## LCWIP CONSULTATION REPORT

### IDENTIFICATION TABLE

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## 1. INTRODUCTION

### 1.1 What is an LCWIP?

1.1.1 The Local Cycling and Walking Infrastructure Plan (LCWIP) will provide a ten-year plan for the delivery of cycling and walking improvements in Medway that will maximise the uptake of active travel, building upon the recent improvements made to the Medway network in recent years.

1.1.2 The LCWIP will be complementary to the Council's existing and emerging policies and programmes, focused on 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.

1.1.3 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). LCWIPs are noted in the investment strategy as the preferred approach to identify cycling and walking improvements at the local level.

1.1.4 Realising the ambition to make cycling and walking the natural choices will require sustained investment in infrastructure for both modes, and 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 throughout the 10-year period.

1.1.5 As detailed above LCWIPs are Active Travel England and the Department for Transport's (DfT) preferred approach for identifying and in turn delivering walking and cycling improvements. LCWIPs 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.

### 1.2 Why is delivering an LCWIP important and why is Medway doing it.

1.2.1 An LCWIP is the recommended approach developed by the DfT to help local authorities plan networks of walking and cycling routes. LCWIPs 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.

1.2.2 The Key outputs of LCWIPs 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

- A report which sets out the underlying analysis carried out and provides a narrative which supports the identified improvements and network.

1.2.3 There are many benefits to walking and cycling, including:

- Physical activity reduces heart and circulatory disease by up to 35% and risk of early death by up to 30%. Replacing short car journeys with walking and cycling directly contributes to a more sustainable and healthier lifestyle.
- Physical activity is a vital tool in overcoming and even preventing depression and anxiety.
- A shift to active travel away from private motor vehicles can have a positive impact on air pollution.
- Increased active travel and modal shift away from vehicles will reduce noise pollution which is proven to have a range of negative impacts on personal health and wellbeing.
- Increased walking and cycling have been proven to have a range of economic benefits for both the region and individuals. Walking and cycling are a relatively cheap form of transport so can provide financial savings for the individual whilst any reduction in congestion via modal shift away from private vehicles will have a positive impact on the economy.

### 1.3 Why is Medway consulting on the draft LCWIP?

1.3.1 Consultation with the public and key stakeholders is identified as a key stage in the LCWIP process. 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. High-level concept designs have been developed for the priority routes identified within the network which will form the basis of the consultation.

1.3.2 The technical LCWIP report has also been summarised to create a consultation document which describes the LCWIP process undertaken so far and how the network has been developed.

## 2. CONSULTATION ACTIVITY

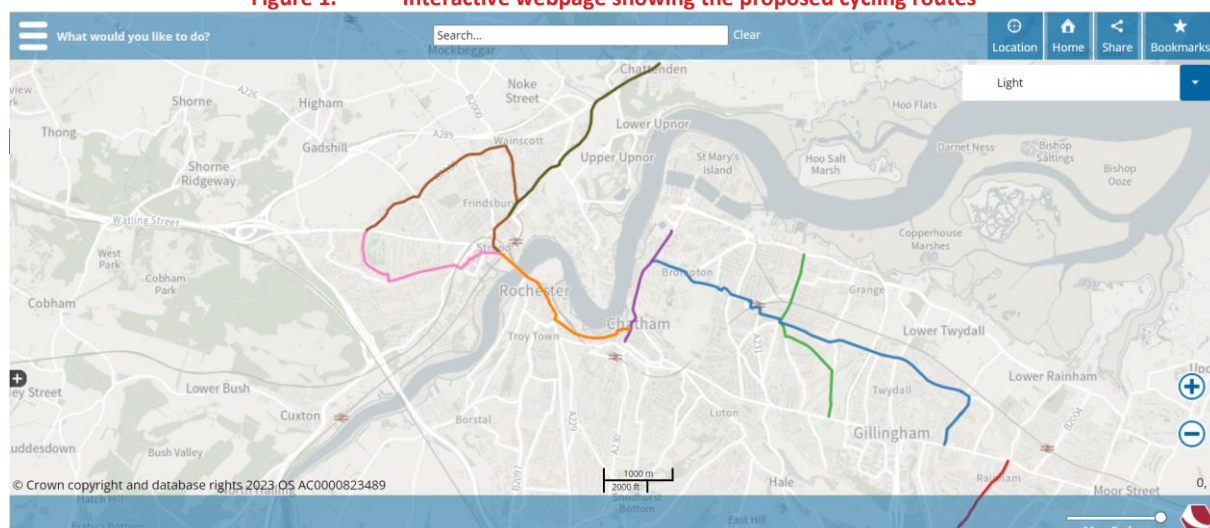
2.1.1 The LCWIP consultation ran from 22<sup>nd</sup> January until 3<sup>rd</sup> March 2024. A bespoke website was developed by Medway Council (<https://www.medway.gov.uk/ActiveTravel>) which acted as the hub for consultation information.

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

2.1.3 The webpage contained the following:

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

**Figure 1. Interactive webpage showing the proposed cycling routes**



2.1.4 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 Cllr Simon Curry to promote the consultation.

2.1.5 The consultation details were picked up by local media with both BBC and ITV local news featuring it in their evening bulletins.

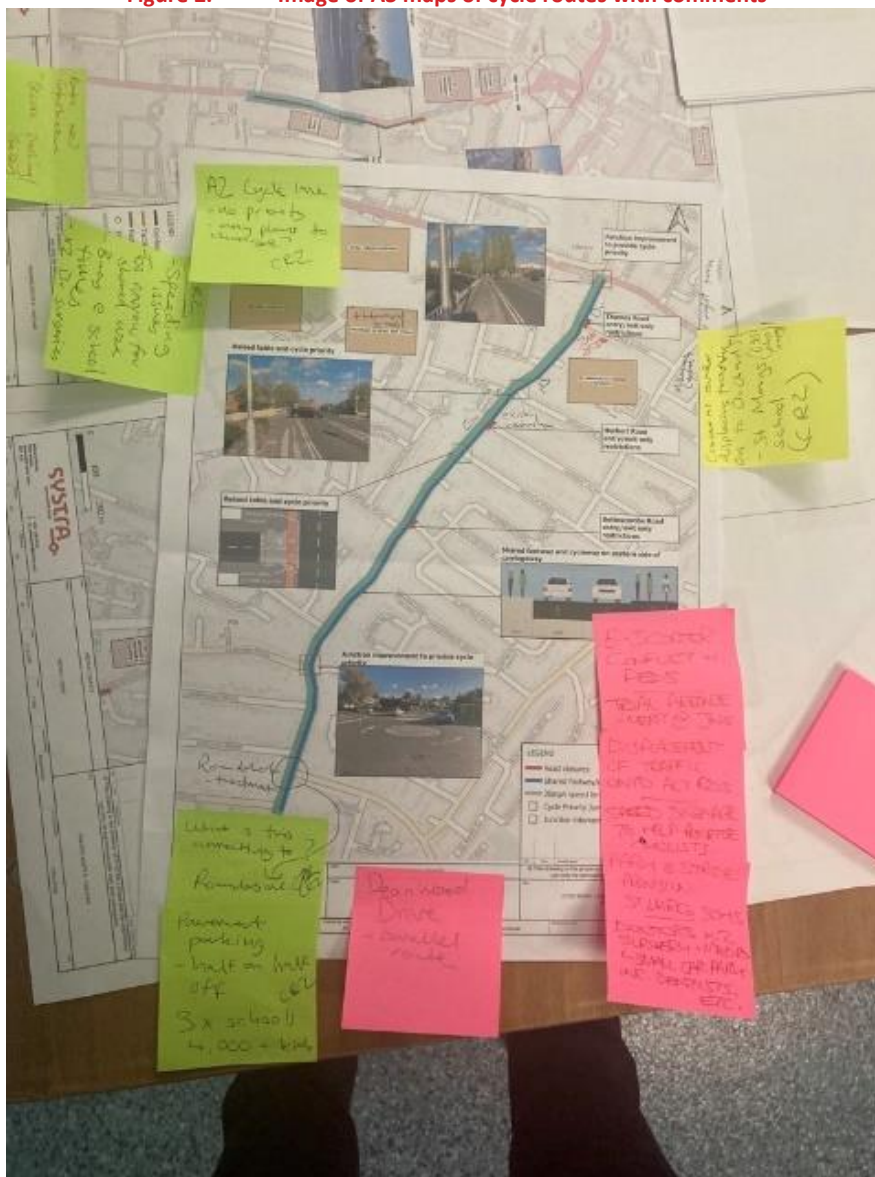
## 2.2 Face to face events

2.2.1 Two face to face consultation sessions were delivered to give people the opportunity to engage with SYSTRA staff and officers from Medway Council in person.

2.2.2 A3 printed maps for all the priority cycle routes were provided along with paper copies of the consultation report. As seen in Figure 2



**Figure 2. Image of A3 maps of cycle routes with comments**



2.2.3 The face-to-face engagement events took place at Medway Park Leisure Centre in Gillingham and The Pentagon shopping centre in Chatham, as seen below.

**Table 1. Consultation Event Details**

LOCATION	DATE	TIME
Medway Park	30/1/2024	15:00 – 19:00
The Pentagon	31/1/2024	09:00 – 13:00



**Figure 3. Image of the consultation banner**



2.2.4 Both events were well attended with approximately 60-80 people engaged over the two days.

2.2.5 Attendees were encouraged to voice their opinions and talk to Medway Council and SYSTRA staff directly or were given post-it notes to write down their opinion and label areas of cycling routes that they think require further improvements or changes.

**2.3 Online Survey**

2.3.1 An online survey was developed for residents and stakeholders to complete.

2.3.2 The survey sought feedback on respondents’ current modes of travel, barriers to walking and cycling and the concept designs that have been developed for the priority walking and cycling routes.

2.3.3 A summary of the number of responses to the survey and the key themes arising is detailed in Section 5.

2.3.4 Full details of the survey and responses received has been appended to this report as Appendix A.

### 3. CONSULTATION RESULTS

#### 3.1 Total Responses

3.1.1 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 and High Halstow Ward.

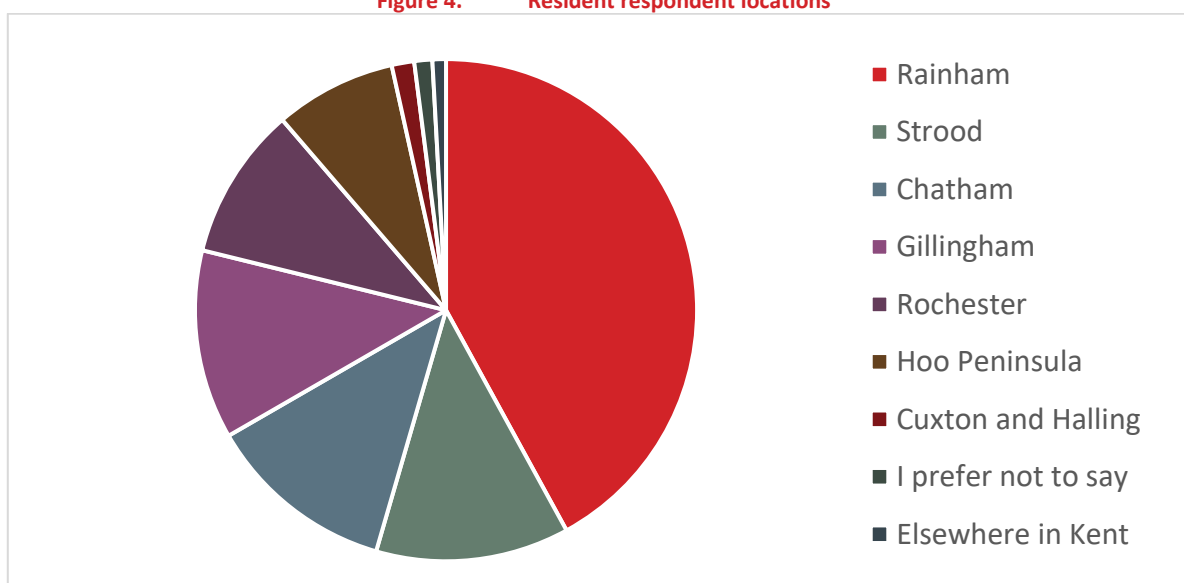
3.1.2 The results of these responses have been summarised in the following sections.

#### 3.2 Survey Demographics

3.2.1 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%).

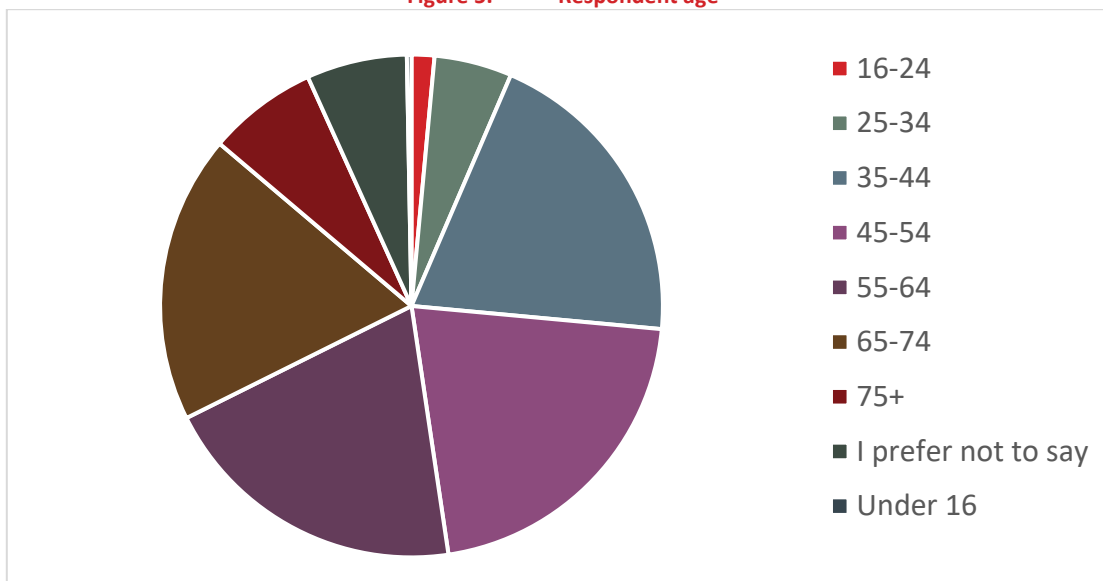
3.2.2 It is worth noting that, as described later in this report, that Cycle Route 2 in Rainham attracted the most responses which may have skewed the results of the respondent locations.

**Figure 4. Resident respondent locations**



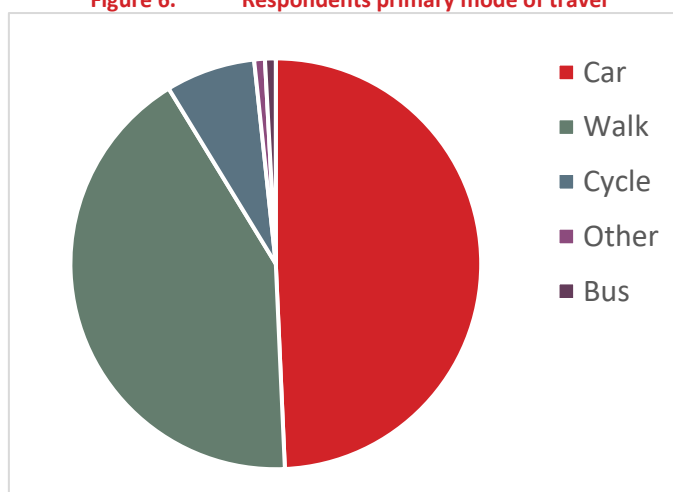
3.2.3 The majority of respondents were 35 years old or older, with the biggest group being 45-54 (21.2%), then 35-44 (20.0%), then 55-64 (20.0%), 65-74 (18.5%), and 75+ (7.1%)

**Figure 5. Respondent age**



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

**Figure 6. Respondents primary mode of travel**



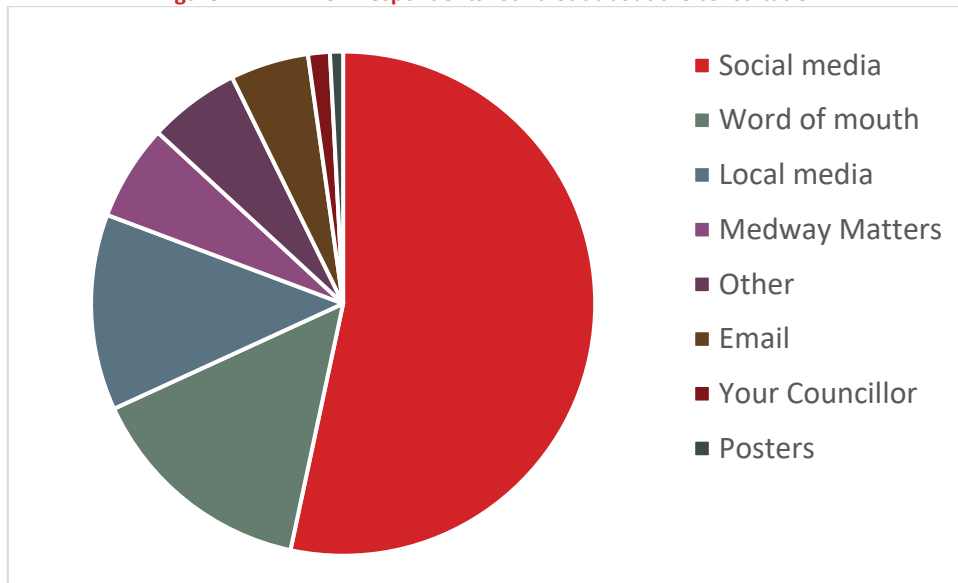
3.2.5 23.6% of the respondents reported having health problems or disabilities.

3.2.6 There were slightly more male respondents (49.0%) than female (43.9%)

3.2.7 The majority of respondents were White – English / Welsh / Scottish / Northern Irish / British at 84.8%.

3.2.8 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.

**Figure 7. How respondents found out about the consultation**

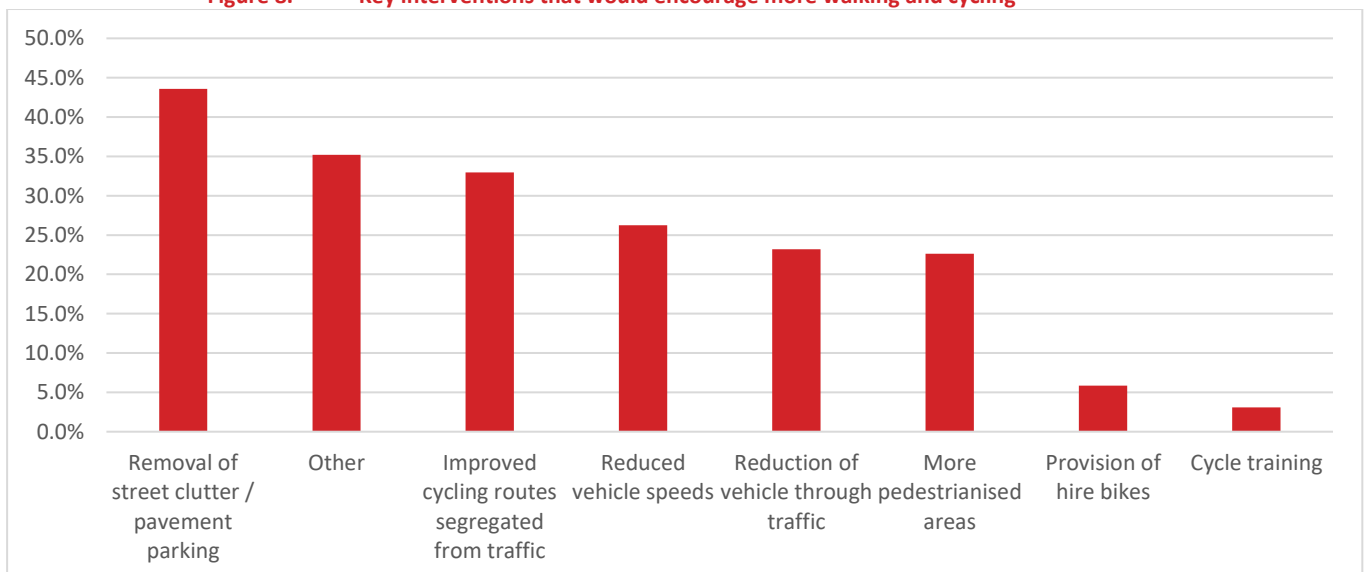


### 3.3 Factors that would encourage respondents to walk and cycle more

3.3.1 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.

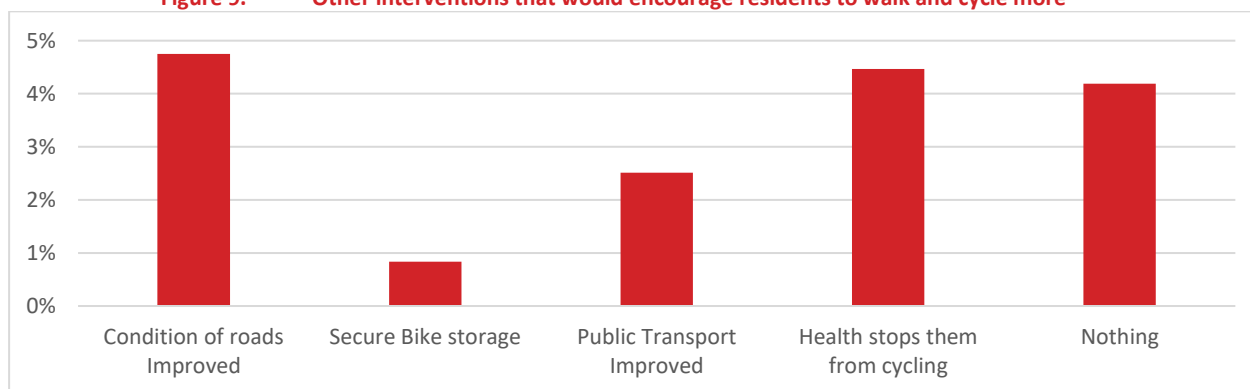
3.3.2 Most respondents chose 'Removal of street clutter / pavement parking' (43.6%) as one of the factors that would encourage them to walk or cycle more, followed by Other (35.2%), Improved cycling routes segregated from traffic (33.0%) and reduced vehicle speeds (26.3%). This is demonstrated in Figure 8 below.

**Figure 8. Key interventions that would encourage more walking and cycling**



3.3.3 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 in Figure 9 below.

**Figure 9. Other interventions that would encourage residents to walk and cycle more**



3.3.4 A selection of quotes provided by respondents to the ‘other’ option are provided below and are presented verbatim.

*“Due to 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.”*

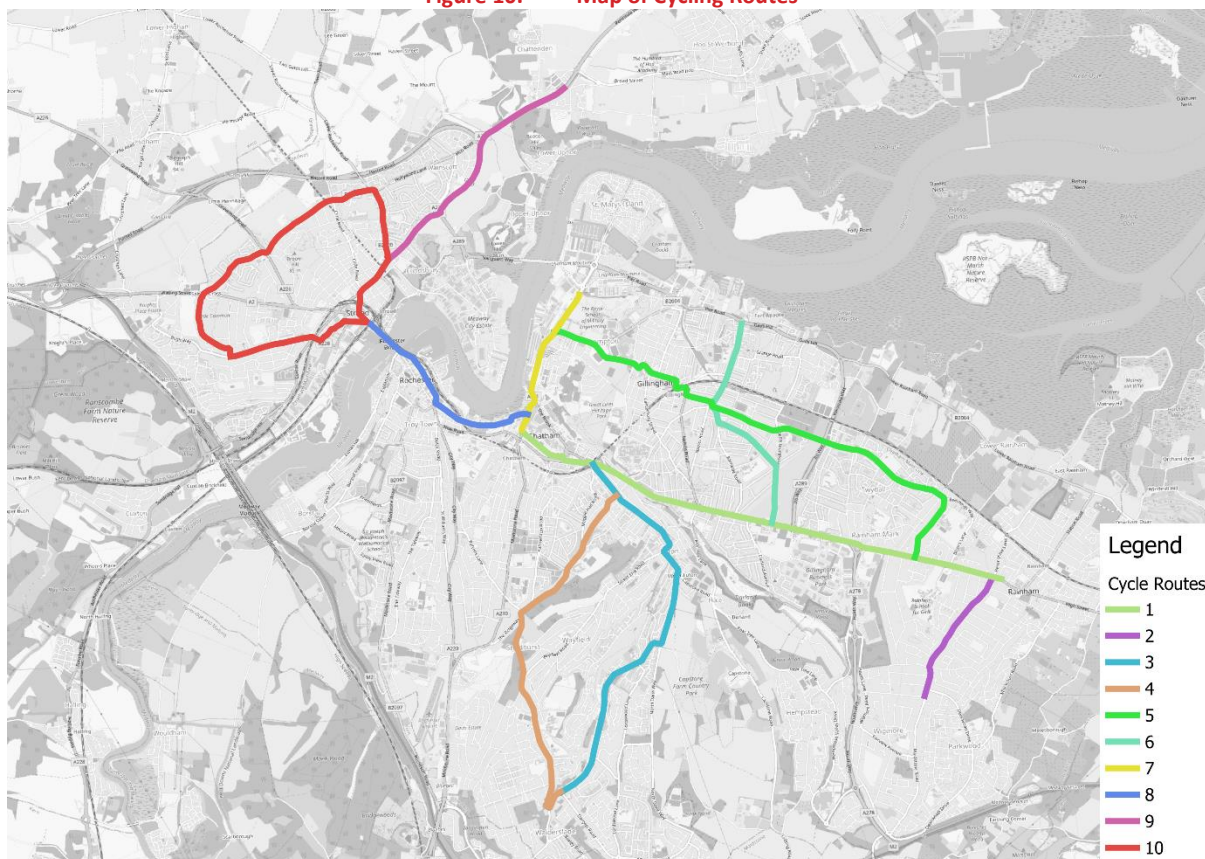
*“Knowing my bike will not be stolen when locked up. So many get stolen from stations and high streets. Also the cycle routes need to join up so you do not need to cycle on any roads”*

**3.4 Overall number of responses for each route**

3.4.1 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.

3.4.2 The cycling routes are shown in the figure below:

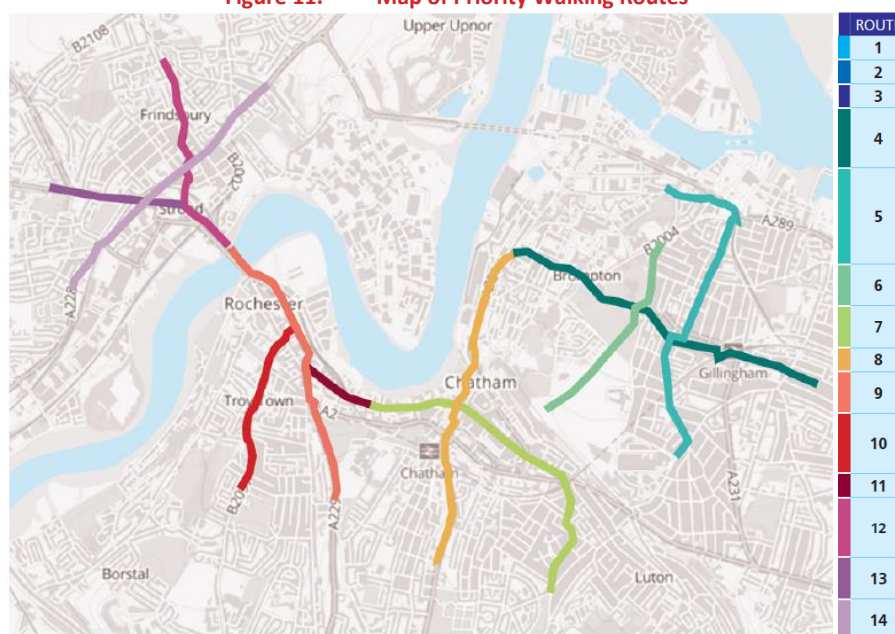
**Figure 10. Map of Cycling Routes**





3.4.3 The cycling routes are shown in the figure below:

**Figure 11. Map of Priority Walking Routes**



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

**Table 2. Total responses for each Cycle Route**

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

3.4.5 As illustrated in the table above Cycle Route 2 attracted nearly 50% of total responses in relation to the routes., We have therefore undertaken more detailed analysis of the responses to this route. For the other remaining routes, we have summarised the key themes and comments arising.

### 3.5 Cycle Route 2: Maidstone Road, Rainham

#### Quantitative Findings

3.5.1 Cycle Route 2 had a substantial number of people that strongly disagreed with the route taken, shared footway/cycle path, raised table crossing/junction, entry/exit only restrictions, 20mph speed limit, and cycle priority junction, with more than 40% or more voting strongly disagree for each question. The following table demonstrates the number of people that agree/strongly agree to each intervention against disagree/strongly disagree.

**Table 3. Agree and Disagree counts of each intervention in Cycle Route 2**

INTERVENTION	AGREE/STRONGLY AGREE	DISAGREE/STRONGLY DISAGREE
Route taken	24%	62%
Shared footway/cycle path	23%	66%
Raised table crossing/junction	26%	53%
Entry/exit only restrictions	19%	71%
20mph Speed Limit	32%	50%
Cycle priority junctions	24%	60%

**Table 4. Other questions asked for Cycle Route 2**

	YES	NO
Overall, do you feel the proposed improvements to Cycle Route 2 will encourage you to cycle more?	15%	80%
Overall, do you feel these proposed improvements will increase safety for cyclists along Cycle Route 2?	22%	66%

## Qualitative Findings

3.5.2 There were many issues and comments mentioned regarding each intervention:

### 3.5.3 For the route taken:

- There were concerns that the introduction of the cycling path will further exacerbate the congestion along Maidstone Road, as it is a main road connecting the North and South of Medway, which is already relatively narrow. This especially affects disabled and vulnerable groups, due to the lack of public transport provision.

*"I live up the maidstone road i work around the local area and need to get by car to all clients as well as transporting my elderly and sick mother as and when she require it. These plans would make it very much harder and are totally not required as well as being authoritarian and costly"*

*"It will largely narrow Maidstone rd & cause even more congestion. Blocking off Thames view & Herbert will cause Broadview Avenue to become a rat run & along with schooling will cause major congestion & devalue residents properties"*

- Moreover, there are concerns of the congested traffic on the main road being diverted in the side roads.

*"I think it's going to push additional traffic onto Orchard Street past the primary schools if you can't enter and exit Thames Avenue - it's not just a residential side road, there's a Drs surgery on it and it picks up parking for the dentist on Maidstone Road."*

- Concerns with safety and increased pollution for school children along the main and side roads.

*"You will close all roads leading to Maidstone Rd from orchard St, Arthur Rd etc making more traffic for the school not good for your so called green credentials. Shared paths do not take disabled residents into consideration as usual. Why only bottom half of Maidstone Rd"*

*"Its the main route from Rainham through to the motorway and Savacentre. The rad is very long and rather steep. Lots of school children walk up and down, no way should there be shared space with cyclists."*

- There are also concerns regarding the financial implications and burden of the construction of this cycling route and whether the council has sufficient funds to install it.

*“Waste of money especially as people won’t use the cycle lanes. Money better spent on bringing what we have up to scratch before undertaking another vanity project”*

*“There are no businesses or areas of significant commerce in this area, it is primarily residential, where the majority of residents use cars or public transport to move in and out of the area. Introducing a cycle route when there is almost nothing to cycle to is a waste of valuable council tax payer money. This money would be much better utilised elsewhere.”*

- Concerns regarding the gradient of the chosen route and whether it is cyclable.

*“The road is a long steep climb. Only a few dozen people a day would ever cycle up it. Totally unneeded project.”*

*“This route starts nowhere and ends nowhere, it also takes in the steepest part of Maidstone Road”*

- Concerns regarding why the route not being thorough enough and only goes halfway through the road.

*“It makes no sense, why would a cycle route only go half way up Maidstone road?”*

### 3.5.4 Disagree with the shared pathway/cycle path

- The largest concern raised by respondent is regarding conflict between people walking and cycling, and pedestrians accidentally getting in the way of cyclists when they aren’t aware that they are on a shared path. Therefore, most recommend segregation between the users instead of shared use.

*“I've used shared footway / paths and they don't mix, the maintenance are forgot when they are installed, for example look at Cornwallis Avenue and the Bridge over Ito Way, paint fading, branches, bushes hanging over walking area and rubbish, people tend to walk into cycle lanes (crowds of young people), with the greatest danger now the electric scooter, you will by its nature encourage these scooters in the cycle lanes as you*

*call the, I think you are naïve to believe these vehicles will not travel at those speeds of 30mph, the council should be held reasonable for any incidents that may occur.”*

*“Will cause more congestion as the take up to walk or cycle will be minimal and the cyclists will be a menace travelling at speeds that far exceed the stated limited for other vehicles”*

*“From the plans it looks dangerous to foot passengers and gives too much attention to the lesser used people, cyclists.”*

- Further safety concerns were raised regarding the width of the path and that it is not sufficient for effective shared use between users, particularly for elderly and vulnerable groups.

*“There is not enough room in Maidstone Road to allow for this. It would also affect Maidstone residents being able to park their cars. They will be forced into the streets around Maidstone Road making those roads even more dangerous. There will also be added dangers to cyclists from cars pulling out of their drives and danger to pedestrians from cyclists. If cyclists are currently not allowed to ride on the pavements because of pedestrian safety, how can a shared path possibly be safe?”*

*“The road is not wide enough to lose lane space. Also elderly people and school children will be put at risk by inconsiderate cyclists who would ignore other users safety.”*

- The gradient of the route and the speed people cycling could reach going downhill is also a concern and was flagged as a potential safety issue for people walking.

*“The route in Maidstone Road would be dangerous for pedestrians many of whom are elderly going to the two doctors surgeries on the same side. Cyclists travelling downhill may be travelling at speeds likely to cause a hazard to pedestrians and mobility vehicle users and risk accidents. It is not possible to see oncoming cyclists travelling down the path if you are exiting your drive on Maidstone Road and risking serious injury to cyclists. I live at 41 Maidstone Road and there is a high fence to the left of my drive and even if I move out down cannot see anything coming down the path and if a cyclist is travelling downhill at speed they may crash into my vehicle. The route would be better in Edwin or Marshall Road which is quieter from the A2.”*

*“In my experience cyclists on shared paths do not respect the hierarchy of road users as detailed in Rules H1 and H2 of the highway code. Shared spaces makes this worse. Additionally for myself and I'm severely deaf and I rarely hear cyclists approaching at speed behind me on a shared path. Therefore I actively avoid walking on these types of paths. As someone who lives in the ME8 postcode and walks pretty much daily for 30 mins or more I regularly use Maidstone Rd, I fear these changes will actively remove a walking route I enjoy for myself.”*

*“Not all cyclists ride sedately and could easily knock pedestrians over, especially children and the elderly. There is an increasing number of electric scooters being used in the area*

*which goes unnoticed by the Police, they travel at speeds that could badly injure pedestrians. Both pedestrians and motorists will be crossing the cycle lane to get on and off premises and buses.”*

### 3.5.5 Disagree with the raised table crossing/junction

- Many think that the scheme is a waste of funds and should be better utilised for other more practical purposes.

*“Totally ridiculous. You need to repair the general state of the roads before spending money on raised tables.”*

- Some also have concerns about exacerbating the current high levels of traffic congestion as raised table crossings generally slows traffic down.

*“Traffic flow have already been compromised and significantly slowed due to the increase in volume of traffic following the amount of housing development in Medway and lack of real investment in the infrastructure and roads. Medway Council needs to consider whether using the material and expenditure required for a raised table would be better spent on repairing the existing road surfaces, which I believe are causing more accidents and damage to vehicles than cyclists currently experience.”*

- Some residents also fear that raised table crossing and junction might damage their vehicle.

*“They are damaging to vehicle suspension however slow you go over them and annoying for push bikes”*

*“raised tables cause problems for vehicles when stopping at junctions as they are rarely long enough to accommodate the vehicle on the table.”*

- Some users, despite agreeing with the motive behind the installation of a raised table crossing, are not convinced that this is an effective intervention for changing the current scenario.

*“I believe these will only encourage bad junction behaviour by drivers. I'm not convinced they will make any difference - the current highway code already gives priority to pedestrians crossing a junction like those indicated for this modification but hardly any motorists abide by this already.”*

- Some users also have concerns that raised table crossings might cause flooding, pooling or other hazards



*“Only a disagree to highlight that the raised table on the Herbert Road / Orchard Street junction has caused flooding problems since it was installed and has been altered numerous time”*

*“This is more damaging for road users/car drivers. Sloping sides can be hazardous for younger cyclists and in wet weather too. Pooling of water in wet weather. Will they be negotiable for wheelchair, mobility users and pushchairs, etc”*

*“Because there is a danger that cyclists will sweep round the corner without paying attention to any pedestrians. The raised table is also a potential trip hazard.”*

### 3.5.6 Disagree with the entry/exit restrictions

- Respondents are concerned these restrictions might encourage rat-running, resulting in traffic being diverted elsewhere, which might potentially increase pollution and cause safety issues in surrounding areas like school and neighbourhoods with children, elderly and other vulnerable people. Specific areas of concern include Orchard Street and Broadview Avenue.

*“You’re just pushing the traffic elsewhere. The A2 is permanently gridlocked literally all day as it is so to restrict the other roads is madness!!”*

*“Again no as this is going to put more pressure on Maidstone Road and Orchard street.”*

*“Where do I start? To make the roads one way will restrict usage of roads for people, and lead to more traffic down roads that do not have these restrictions. During school drop off and pick up, the roads around the area are already blocked, and this is just going to add to the already heavy traffic and potentially gridlock. Orchard Street and Broadview are already heavily effected by the school traffic, or when the A2 is blocked.”*

*“The problems with restrictions is that it causes rat runs to develop, if they cant use the restricted route another route will be used causing greater congestion and pollution in a new area. With so many changes in Maidstone Road, more cars will be using Salisbury Avenue, Edwin Road and Marshall road to name a few. Are you actually indicating commercial vehicles cant use Maidstone road as the average width is 3m with a given width of 3.1m and we all know how road build are near enough.”*

*“This will force increased traffic onto Orchard Street impacting residents there, increasing traffic issues at the junction of Orchard Street and A2 and jeopardise child safety for St Margaret's schoolchildren due to increased road traffic.””*

*“Will cause a lot more traffic and pollution along other roads especially at school drop off/ pick up times.”*

*“I live on Broadview Avenue, and if this will be the two way street in between Thames Avenue and Herbert Road, this road Broadview Avenue will most likely be used as a 'rat run' for all the traffic that don't want to use the one way streets and this will cause my road to become very congested, busy and de-value the properties there. This is near a primary school and is already extremely busy, can be dangerous with all the cars and*

*making it the only two way street in between the others will only add to further problems.”*

*“Broadview Avenue is already a 'rat run', closing 3 roads will further add to traffic on Broadview Avenue and Arthur road. Broadview Avenue is already chaotic at school drop off/pickup times. Additionally there have been several accidents in Broadview Avenue recently. Additional traffic on Broadview Avenue and Arthur Road will only add to the risk of accidents and also reduce the air quality for the residents and school children (Orchard Street school is a primary school)”*

- There are also concerns about how these policies can be enforced and how effective they will be.

*“It is a TOTALLY ridiculous concept. Have you EVER been down these roads? Have you seen what they are like at 8:30 and 3:30 Monday to Friday? Do you realise how dangerous having such restrictions will be? And the impact it will have on residents who are already suffering the sheer lack of consideration from a great many school parents who feel it is their right to drive, park and generally act as they wish, with no through to the safety of others or the law. How on earth will these restrictions be policed?? Are you going to have a police officer there every day ensuring nobody breaks the rules by going into the restricted route the wrong way? Believe me - as a resident having lived on Broadview for many years - a 'No entry' sign will not make the blind bit of difference to a lot of the entitled road users we have to deal with on a daily basis. And with no plan to police it, it is only a question of time until somebody is badly hurt.”*

- Concerns about the impact on emergency services were raised.

*“As you have stated! Restriction, ! The person that thought of this will cause emergency services to be compromised with potential loss of life”*

*“They are annoying for everyone trying to get around the local area and delay emergency vehicles.”*

### 3.5.7 Disagree with the 20mph speed limit

- Most respondents view the scheme as unnecessary and are content with the current 30mph speed limit, questioning whether the lower speed limit would improve safety for pedestrians.

*“For the most part a 30mph speed limit is acceptable. Whilst there is the occasional accident I'm not aware of speed having been a major cause. If anything, speed is a greater problem on the upper part of Maidstone Road”*

- On top of that, residents fear that reducing the speed limit will further exacerbate congestion on the road.

*“Congestion at rush hour in that area is already bad enough. Lowering speed limit will not reduce congestion there or on surround areas. Likely to just push traffic into the smaller side streets to maintain their speeds.”*

*“Maidstone Road is a main route and a normal 30 mph speed limit allows the high volume of traffic to proceed at a safe speed. Reducing the speed will only cause congestion and encourage traffic to divert onto other local routes adding to congestion and danger to pedestrians including school children who circulate on local roads.”*

*“It’s a nonsense. Most drivers don’t exceed that speed anyway due to the flow of traffic on these routes”*

- Many residents are also concerned that reducing the speed limit might divert traffic to side roads such as Orchard Street.

*“Again returning to my point about the congestion existing north south routes in Rainham placing a 20mph restriction on one of those routes will I feel lead to significant traffic relocation to other roads (Lonsdale, Marshall/Edwin/ Miers Court, Orchard St) and that needs to be considered in any plan so for example parking restrictions are place on Lonsdale to permit free flow in both directions. Additionally a 20mph reduction on most residential roads linking East West in Rainham between the arterial north south routes would in my opinion be much much cheaper and much better alternative in encouraging more people to walk or cycle in the local area.”*

*“If Maidstone Road is changed to 20mph then any satnav (emergency services, delivery drivers, taxis and members of the public) will default to using the surrounding residential roads that remain at 30mph in theory but in practise are much narrower than Maidstone Road. Traffic coming from the East will use Orchard Street, past the school, traffic from the West will use Salisbury, Century or Roberts roads as rat runs”*

- Some residents questioned how the speed limit could be enforced.

*“The 20mph speed limit is not necessarily a bad thing however unless speed cameras are along the route there's little chance of enforcing it. We have a slow sign right outside our property. People have driven faster along this stretch of road since the installation. Fact. Whilst this may not be a sufficient reason to disagree it would need enforcement for this to work.”*

*“30mph is not enforced and therefore 20mph also likely to be unenforced and with raised junctions is likely to result in increased risk of incidents.”*

- However, some residents also think the scheme is acceptable, but only in certain areas like school zones

*"I don't agree with them fullstop, apart from immediately outside a school."*

*"I drive/ride in London regularly, so have significant experience of 20mph zones. The only thing I have noticed is a considerable increase in pedestrians just walking out in front of you, or cars/bikes pulling out in front of you because they know you can stop. Never experienced anything like it. It's worse now than it ever was, esp amongst young adults. And the Maidstone Road really doesn't need to be 20mph. That should be reserved for small side roads and outside schools."*

*"Maybe around the area of the schools, to be honest you can't even go 30mph the majority of the bottom of Maidstone road anyway"*

### 3.5.8 Disagree with the cycle priority junctions

- Many residents expressed concerns that this will increase the amount of danger for all users.

*"Does the cyclist get priority or does the illegal scooter have priority as well, again the council must take responsibility of any incidents that may occur."*

*"I think changing priority on some junctions causes confusion and increases the risk of accidents"*

*"Cyclists in the area seem to ride responsibly and this would encourage cyclists they can get away with faster speeds putting pedestrians and motorists at much greater risk"*

- Many residents also referred to the low number of cyclists in Medway and there being insufficient justification for the installation of the priority signs.

*"Very few cyclists will use this junction so why waste money!"*

*"I don't believe cyclists require priority, there are so many more cars than cyclists it will cause mayhem."*

- Many residents took this as an opportunity to express their dissatisfaction with cyclists.

*"Why are they needed, apparently the highway code gives them priority anyway ! For a group of people who don't contribute to the cost of roads, they get there monies worth!"*

*"Cyclists are a law to themselves, until they have insurance, have to pass a test and pay road tax then they don't have the right of way."*

- Many also expressed their concerns about the scheme causing further congestion.

*“On already busy major junctions it will make it more congested and even harder for motorist. Particularly the junction at A2/Maidstone Road. Also how will this be policed?”*

*“Why give priority to a handful of cyclists and lengthening journeys for many, many car drivers.”*

### 3.5.9 Other issues considered to improve safety along Cycle Route 2

- Improve and maintain the road conditions of cycle lanes (eg. potholes)
- Improved public transport
- Reduce pavement parking

### 3.6 Cycle Routes 5 to 11

- 3.6.1 There were fewer responses for the rest of the routes, with themes relatively similar to Cycling Route 2. The responses have therefore been summarised in the below table.
- 3.6.2 There was significantly less opposition to the proposed interventions for Cycle Routes 5-11 than as detailed above for Cycle Route 2. With some exceptions, most interventions attracted support.
- 3.6.3 Footway widening and crossing improvements attracted strong support from respondents which is line with sentiments expressed in earlier questions regarding the need to declutter pavements and reduce pavement parking.
- 3.6.4 Except for Route 5 it is also notable that the introduction of 20mph speed limits attracted majority support.

**Table 5. Agree and Disagree counts of each intervention in Cycle Routes 5 – 11**

CYCLE ROUTE	INTERVENTION	AGREE/STRONGLY AGREE	DISAGREE/STRONGLY DISAGREE
5: Church Street to Sturdee Avenue, Gillingham	Route taken	24%	62%
	20mph Speed Limit	32%	50%
	Raised Crossings Zebra	24%	60%
6: Sturdee Avenue to Woodlands Road, Gillingham	Route Taken	63%	31%
	Crossing Improvements	59%	27%
	Cycle Junctions Priority	50%	37%
	Footway Widening	58%	30%
	The measures to prohibit on-street/footway parking	61%	30%
	Echelon Parking	50%	24%
Route Taken	Shared Footway/Cycle Path	48%	37%
	Route Taken	62%	23%

CYCLE ROUTE	INTERVENTION	AGREE/STRONGLY AGREE	DISAGREE/STRONGLY DISAGREE
<b>7: Dock Road, Chatham</b>	Shared Footway/Cycle Path	49%	35%
	Segregated Cycle Track	61%	27%
	Cycle Crossing	54%	34%
	Footway Widening	62%	28%
<b>8: Corporation Street, Rochester to Waterfront Way, Chatham</b>	Route Taken	60%	23%
	Raised Table Crossings	58%	17%
	20mph Speed Limit	60%	28%
<b>9: Section 1 &amp; Section 2 (Peninsula Way, Chattenden to Sans Pareil roundabout, Wainscott)</b>	Route Taken	44%	40%
	Shared Footway/Cycle Path	42%	38%
	Segregated Cycle Track	53%	33%
	Improved Crossing Facilities	57%	31%
	Widened existing Shared Use Facility	42%	42%
	Off Road route	47%	25%
	Renewed Tactile Paving	46%	22%
<b>10: Brompton Farm Road to Watling Street, Strood</b>	Route Taken	55%	30%
	Shared Footway/Cycle Path	54%	39%
	Raised Table Crossing/Junction	48%	27%
	20mph speed limit	46%	31%



CYCLE ROUTE	INTERVENTION	AGREE/STRONGLY AGREE	DISAGREE/STRONGLY DISAGREE
	Cycle Junctions	49%	37%
	Priority Junction Improvements	45%	25%
<b>11: Carnation Road to Commercial Road, Strood</b>	Route Taken	46%	29%
	Shared Footway/Cycle path	43%	37%
	Bi-directional cycle track	51%	23%
	Raised Crossing	Table 55%	23%
	20mph Speed Limit	51%	35%
	Junction Interventions	49%	31%

**Table 6. Total responses relating to whether improvements will increase safety on Cycle Route 5 – 11**

OVERALL, DO YOU FEEL THESE PROPOSED IMPROVEMENTS WILL INCREASE SAFETY FOR CYCLISTS ALONG	YES	NO
<b>Cycle Route 5:</b> Church Street to Sturdee Avenue, Gillingham	50%	39%
<b>Cycle Route 6:</b> Sturdee Avenue to Woodlands Road, Gillingham	50%	40%
<b>Cycle Route 7:</b> Dock Road, Chatham	47%	33%
<b>Cycle Route 8:</b> Corporation Street, Rochester to Waterfront Way, Chatham	47%	46%
<b>Cycle Route 9:</b> Section 1 & Section 2 (Peninsula Way, Chattenden to Sans Pareil roundabout, Wainscott)	46%	41%

OVERALL, DO YOU FEEL THESE PROPOSED IMPROVEMENTS WILL INCREASE SAFETY FOR CYCLISTS ALONG	YES	NO
<b>Cycle Route 10:</b> Brompton Farm Road to Watling Street, Strood	54%	37%

Table 7. Counts of responses on whether improvements will encourage more cycling on Cycle Route 5 – 11

DO YOU FEEL THESE PROPOSED IMPROVEMENTS WILL ENCOURAGE YOU TO CYCLE MORE	YES	NO
<b>Cycle Route 2:</b> Maidstone Road, Rainham	33%	55%
<b>Cycle Route 5:</b> Church Street to Sturdee Avenue, Gillingham	44%	48%
<b>Cycle Route 6:</b> Sturdee Avenue to Woodlands Road, Gillingham	40%	47%
<b>Cycle Route 7:</b> Dock Road, Chatham	40%	50%
<b>Cycle Route 8:</b> Corporation Street, Rochester to Waterfront Way, Chatham	40%	56%
<b>Cycle Route 9:</b> Section 1 & Section 2 (Peninsula Way, Chattenden to Sans Pareil roundabout, Wainscott)	41%	54%
<b>Cycle Route 10:</b> Brompton Farm Road to Watling Street, Strood	51%	40%

There are generally more positive sentiments to the cycling routes than negative ones.

3.6.5 When asked to comment on why people were dissatisfied about various interventions, the responses were largely similar to Cycle Route 2. Key themes include:

- Proposed interventions will increase congestion in the road network and encourage rat-running.
- The small number of cyclists does not justify the construction costs of intervention proposed.
- Increased pollution in the vicinity of the proposed network
- The scheme will cause further financial burden on the council, and that money is better spent on improving other public services.

- More side roads can be utilized instead of the main road to reduce impact on existing traffic.
- Enforcement of illegal parking would improve the cycling experience in the network.
- Interventions such as parking enforcement and 20mph speed limit might be difficult to police and enforce.
- Shared footways/cycle paths are dangerous for both pedestrians and cyclists
- The relatively minimal number of cyclists do not justify the investment made to deliver cycling infrastructure.

### 3.7 Walking Routes

3.7.1 Table 8 shows the total number of responses for each walking route and the percentage of overall responses received.

3.7.2 Walking Route 5 is located in Gillingham, beginning at Windmill Road, extending along Richmond Road, and ending at Johnson Avenue. (Coloured blue in the map below)

3.7.3 Walking Route 8 is located in Chatham, along Maidstone Road. (Coloured yellow in the map below)

3.7.4 There is generally less opposition to various interventions for the walking routes than cycling routes, as seen in the tables below:

**Table 8. Total responses for each Walking Route**

WALKING ROUTE RESPONSE SUMMARY	COUNT	PERCENTAGES
<b>Walking Route 5:</b> Gillingham	76	21%
<b>Walking Route 8:</b> Chatham	61	17%

**Table 9. Agree and Disagree counts of each intervention in Walking Route 5 and 8**

WALKING ROUTE	INTERVENTION	AGREE/STRONGLY AGREE	DISAGREE/STRONGLY DISAGREE
<b>Walking Route 5:</b> Gillingham	Route taken	42%	25%
	Tactile Paving	47%	22%
	Dropped Kerbs	56%	24%
	Improved traffic signal phasing at pedestrian crossings	49%	28%
	Enforcement of pavement parking restrictions	60%	25%

WALKING ROUTE	INTERVENTION	AGREE/STRONGLY AGREE	DISAGREE/STRONGLY DISAGREE
	Vehicular shuttle working – to provide wider footways	42%	28%
<b>Walking Route 8: Chatham</b>	Route Taken	49%	28%
	Tactile Paving	59%	20%
	Dropped Kerbs	56%	19%
	Improved traffic signal phasing at pedestrian crossing	59%	23%
	Footway Resurfacing	64%	19%
	Enforcement of Pavement Parking Restrictions	70%	16%

**Table 10. Counts of responses on whether improvements will increase safety on Walking Route 5 and 8**

DO YOU FEEL THESE PROPOSED IMPROVEMENTS WILL INCREASE SAFETY FOR PEDESTRIANS ALONG	YES	NO
<b>Walking Route 5: Gillingham</b>	42%	40%
<b>Walking Route 8: Chatham</b>	48%	36%

**Table 11. Counts of responses on whether improvements will encourage more cycling on Cycle Route 5 and 8**

DO YOU FEEL THESE PROPOSED IMPROVEMENTS WILL ENCOURAGE YOU TO WALK MORE	YES	NO
<b>Walking Route 5: Gillingham</b>	32%	50%
<b>Walking Route 8: Chatham</b>	41%	44%

3.7.5 There are significantly less responses that disagree with various walking interventions when compared to the cycling routes. When asked to comment on why people were

dissatisfied about various interventions regarding the walking routes, they generally commented on the following:

- Proposed interventions will increase congestion in the road network
- Financial concerns on the scheme and whether the money is better spent elsewhere.
- The changes made are cosmetic and minor, which does not contribute to true modal shift.
- Concerns regarding gradient and surface material in some parts of the station and its unsuitability for disabled users, example being Maidstone Road (near Chatham Station)

### 3.8 Overall Comments and main themes

3.8.1 Overall, there are different themes that Medway residents have raised in their comments. These are highlighted in Table 12:

**Table 12. Main themes of overall comments on LCWIP**

THEMES:	COUNT
Dissatisfaction with the plan and that it might increase financial burden on the council	83
Certain parts of network neglected in the LCWIP	23
Safety in cycle lanes needs improvement	18
Comments that are supportive of the plans	18
Cycle lanes should not only be constructed, but also needs to be well maintained - e.g. potholes on cycle lanes should be filled	17
Pavement should be made safer for pedestrians	13
The LCWIP doesn't fix fundamental problems, demonstrating that it is not bold and sufficient, and are simply rebranding existing routes	12
Public Transport in Medway is inadequate and should be improved as not everyone can cycle.	11
Routes should be linked up to create a cohesive network	10
Pavements should be improved for better pedestrian experience	9
Concerns regarding school children and drop offs	9
More secure bike storage should be provided	8
More consideration needs to be given to people who have accessibility or health problems eg. elderly or wheelchair users	7

THEMES:	COUNT
Pedestrians are neglected in the plans, an example being shared use paths posing danger to pedestrians.	6
Concerns regarding the consultation process	6
Complaints about cyclists cycling recklessly	5
Complaints on plan increasing pollution and traffic	5
Explanations on constraints that make not using a car difficult	4
Concerns about people creating the plan does not seem to know the local area very well	4
Concerns regarding pavement parking	4
Support for 20mph zones	3
Urban sprawl in Medway results in difficulty in walking anywhere	3
Hilly environment in Medway hinders cycling and walking proposals	2
Concerns regarding parking being reduced	2
Scooter/Bike/Ebike Hire should be introduced to encourage cycling	1

## 4. CONCLUSION

### 4.1 Conclusion

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

4.1.2 As noted above Cycle Route 2 attracted a significant volume of objections however there was widespread support for the majority of interventions on other routes. 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.

4.1.3 However, residents also voiced many of their concerns, in particular about the congestion issues in Medway and the financial burden that this scheme is going to 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 in the future.

### 4.2 Next steps

4.2.1 Following the completion of the consultation stage, the following actions will be carried out in conjunction with the emerging strategy:

- Review plans for Cycle Route 2 in Rainham
- High level costing exercise for the identified routes
- Final prioritisation and programme for the routes
- Finalise the LCWIP report
- The finalised LCWIP will be taken through Medway Council's internal governance processes and if approved will align with other key policies

4.2.2 The results of this consultation will be used to further understand and consolidate the opinions of Medway residents, allowing the council to make informed decisions based on what is desired locally.

4.2.3 Results of the strategy and prioritisation process is anticipated to be completed by Summer 2024 and will be released to the public as soon as possible.



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