

# MEDWAY LOCAL CYCLING AND WALKING INFRASTRUCTURE PLAN







**MEDWAY COUNCIL  
DECLARED A CLIMATE  
EMERGENCY IN 2019 AND  
PLEGGED TO ACHIEVE NET  
ZERO CARBON EMISSIONS  
BY 2050.**

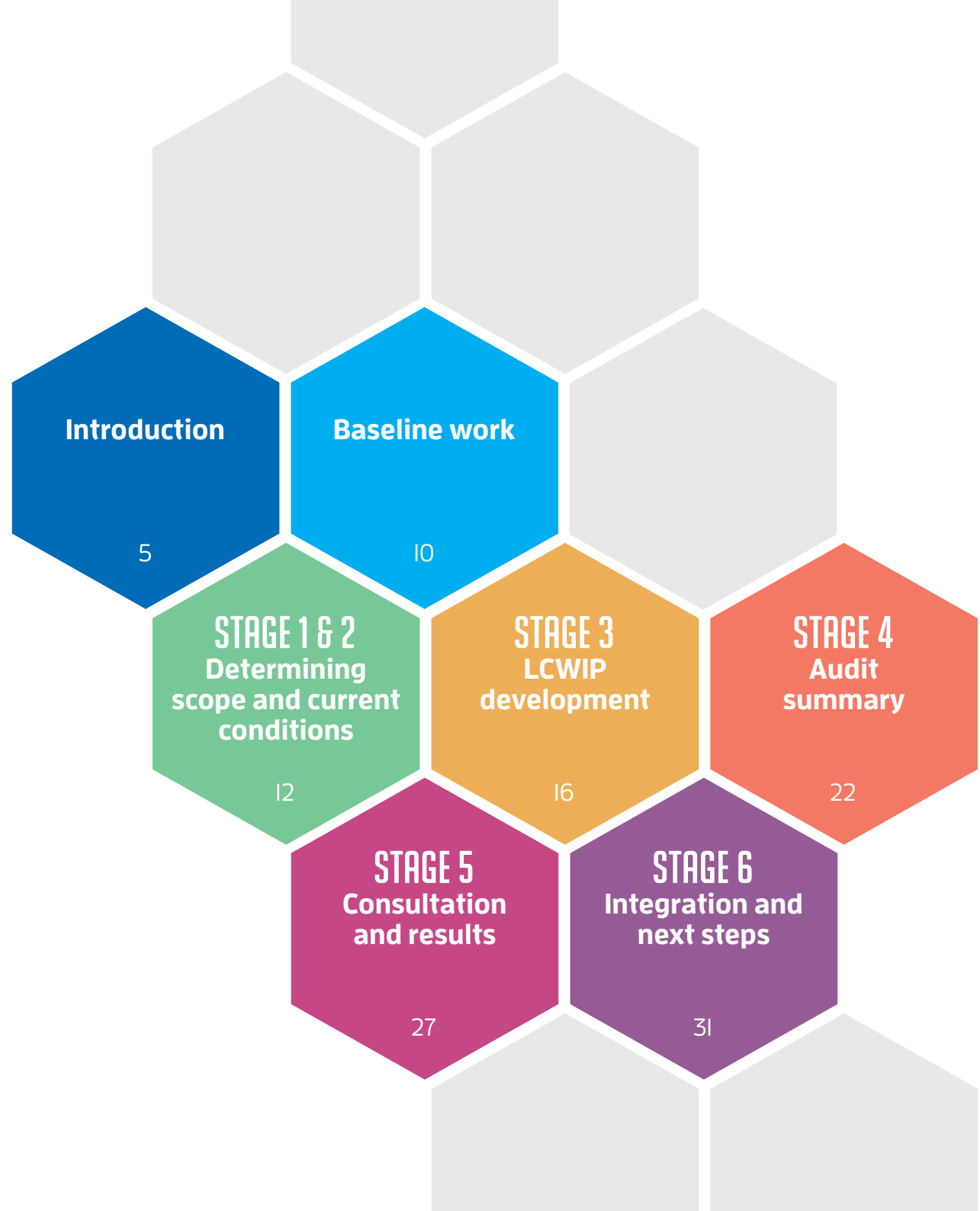
We are also committed to adopting our new Local Plan by 2025, which will provide the details on how development and regeneration for our economy, our communities and our environment in Medway will go forward to 2040.

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This information can be made available in other formats phone, **01634 333333**

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# FOREWORD

Medway Council declared a climate emergency in 2019 and pledged to achieve Net Zero Carbon emissions by 2050. We are also committed to adopting our new Local Plan by 2025, which will provide the details on how development and regeneration for our economy, our communities and our environment in Medway will go forward to 2040.

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 the future regeneration of Medway. It provides a strategy to develop a much-improved cycling and walking network for our communities now and over the long term.

An LCWIP details the work needed in the short, medium and long term to provide a safer, more attractive network for people to walk and cycle on their shorter journeys. Whilst there have been extensive improvements to the network across Medway in recent years, we know there is lots more that we can do. Levels of cycling and walking are lower in Medway than at regional and national levels. We know that more people would choose to walk and cycle if it was safer and if routes were attractive and convenient. The LCWIP consultation we ran in 2024 confirmed that there is support for measures that make walking and cycling safer and more attractive.

Giving us the choice to walk or cycle rather than drive will have huge benefits for air quality, congestion, carbon reduction, and our physical and mental health. Having the LCWIP in place will help us unlock more funding from central government and other funding streams. The plan is ambitious and will help support the new Local Plan, Medway Local Transport Plan and our Climate Action Plan, in shaping the future of active travel in Medway.



Councillor  
Simon Curry  
Portfolio Holder for  
Climate Change  
and Strategic  
Regeneration



## INTRODUCTION

# WHAT IS AN LCWIP?

Our Local Cycling and Walking Infrastructure Plan (LCWIP) is a ten-year strategy for the delivery of cycling and walking improvements in Medway. It reflects our commitment to tackle climate change and enhancing the health and well-being of our residents through active travel.

National Government's Cycling and Walking Investment Strategies, published in 2017 and 2023, set out the ambition to make cycling and walking 'the natural choices for shorter journeys or as part of a longer journey'. Realising this ambition will need sustained investment and collaboration with residents, businesses, and other key stakeholders. Local Cycling and Walking Infrastructure Plans are the preferred approach for identifying and delivering walking and cycling improvements. They take a holistic approach to network planning by providing a clear, long-term framework for promoting active travel and are flexible enough to be revisited and updated over time.

THE LCWIP PROCESS INCLUDES SIX STAGES, AS SET OUT BELOW:



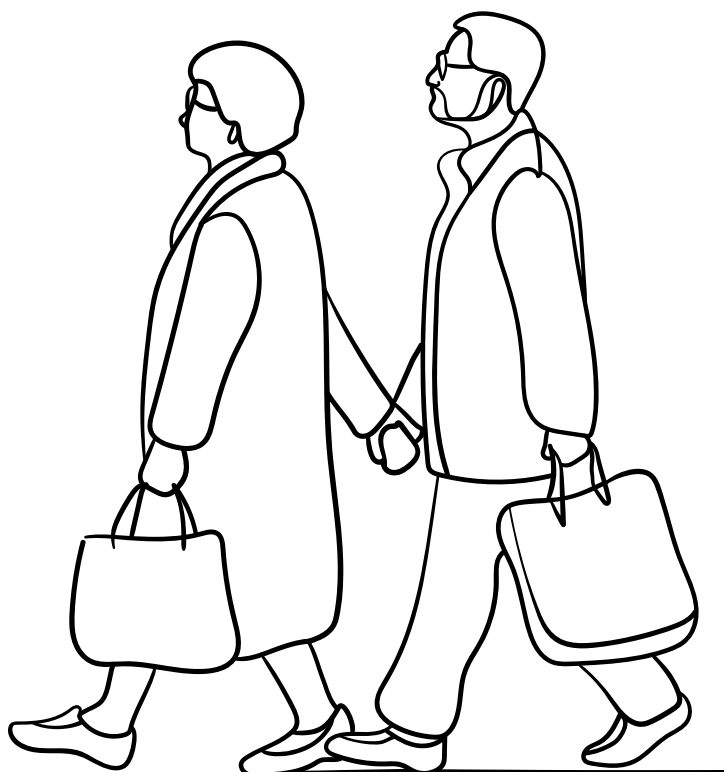






# WHY IS IT IMPORTANT AND WHAT WILL IT DELIVER?

Our LCWIP is important because it will help us to develop active travel routes across Medway and provide more opportunities to walk and cycle.



LCWIPS 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

## THE KEY OUTPUTS OF LCWIPS ARE:



### A PRIORITISED PROGRAMME

Infrastructure improvements for future investment



### NETWORK PLAN

For walking and cycling which acknowledges the existing network and identifies preferred routes and core zones for further development



### REPORT

Sets out the underlying analysis carried out and provides a narrative which supports the identified improvements and network

# BENEFITS OF WALKING AND CYCLING

According to Census data, levels of cycling and walking in Medway are lower than the regional and national average. We would like to encourage active travel by providing an attractive, safe, and extensive walking and cycling network. The more people walk and cycle, the more we could benefit environmentally, socially, and in terms of our health and well-being.



## PHYSICAL ACTIVITY

Research has shown that keeping physically active can reduce 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.



## REDUCTION OF NOISE 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.



## ECONOMIC IMPACT

Increased walking and cycling has been proven to have a range of economic benefits for both the region and individuals. Walking and cycling is 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.



## IMPROVES HEALTH

Walking and cycling directly contribute towards a range of physical, mental and neurological health benefits, such as reducing the risk of all-cause mortality, fewer symptoms of depression and improved quality of life.





## GREENHOUSE GAS (GHG)

Transport is responsible for 31% of GHG emissions in Medway, the second largest source of emissions.\* Encouraging a shift towards more sustainable modes of travel is one of the most important ways to reduce transport GHG emissions.

\* BASED ON UK LOCAL AUTHORITY AND REGIONAL GREENHOUSE GAS EMISSIONS STATISTICS FOR 2022 (PUBLISHED IN 2024) FROM THE DEPARTMENT FOR ENERGY SECURITY AND NET ZERO



## CREATES CLEANER AIR AND REDUCES CONGESTION

By improving walking and cycling routes we are encouraging a modal shift away from single car occupancy vehicle, thus reducing car travel which in turn leads to a reduction in air pollution, carbon dioxide emissions and congestion.



## INCREASES ACCESSIBILITY

By making it easier for residents and visitors to both walk and cycle in Medway, we can make the region far more inclusive and accessible for all.





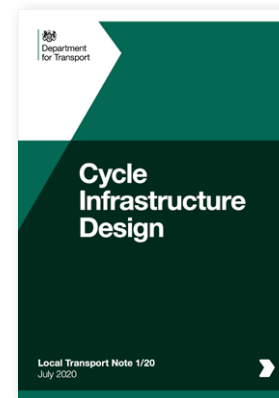
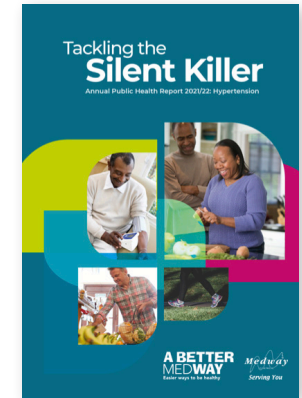
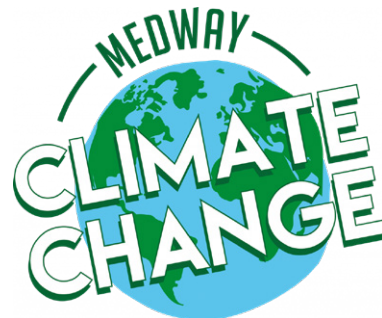
## BASELINE WORK

# POLICY

In 2020, National Government set out its 'Gear Change' vision for walking and cycling, which included a target that half of all journeys in towns and cities will be made using active modes of travel by 2030. Medway's LCWIP will support this target, and our local transport and climate change strategies, by providing a long-term plan for delivering a safe and attractive network for walking and cycling. It will also help us when we seek to secure the funding we need to improve our active travel infrastructure.

50%

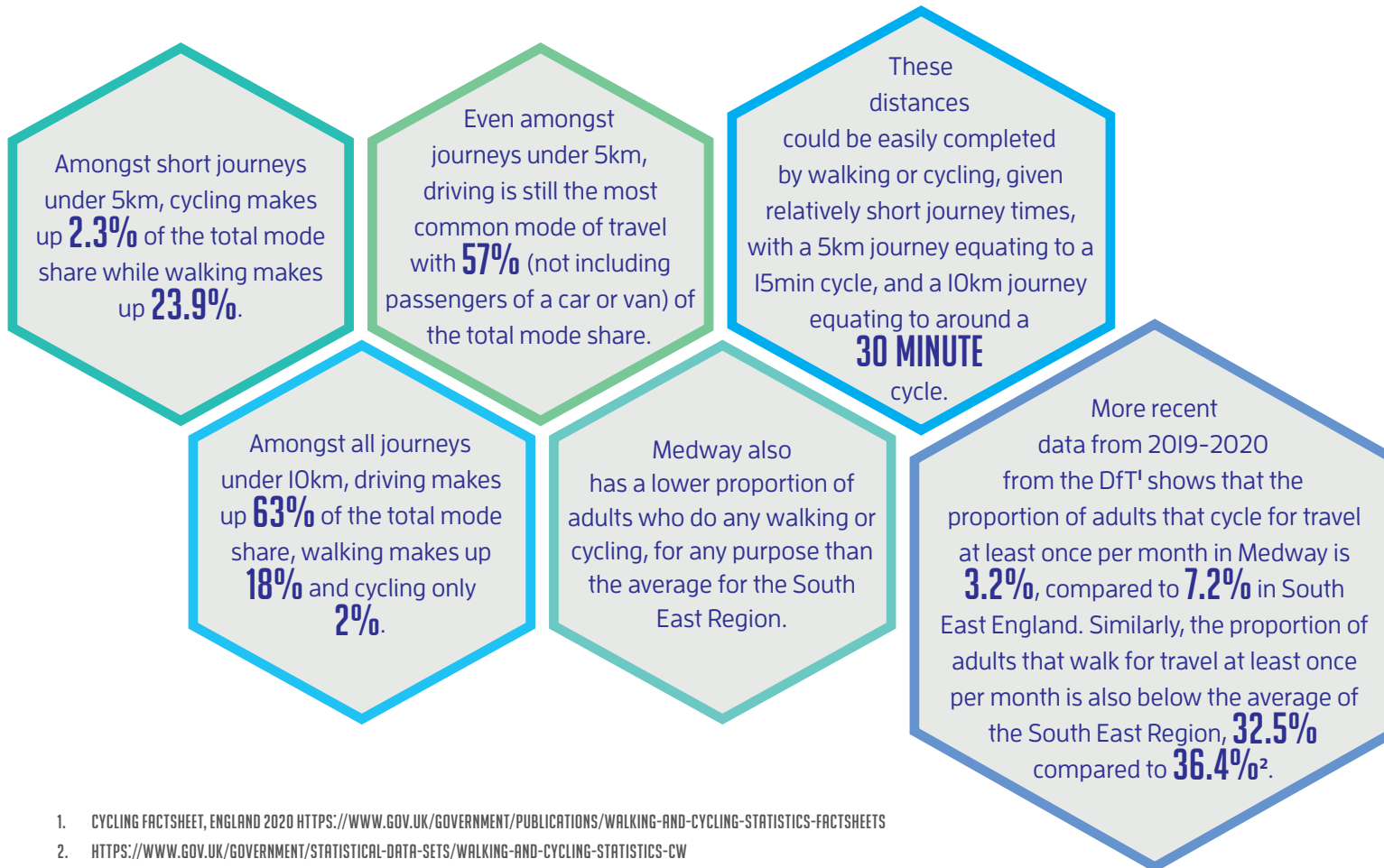
of all journeys  
in towns and cities  
should be made  
using active modes  
of travel by  
2030





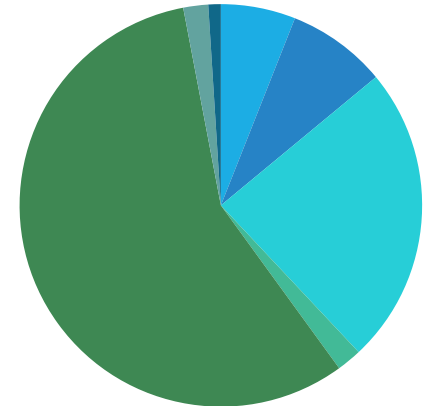
# MEDWAY - CURRENT LEVELS OF CYCLING

The DfT has set a goal of half of journeys in cities and towns to be made by walking and cycling by 2030. According to 2021 Census data, only 0.7% of trips to work in Medway are undertaken by bicycle.

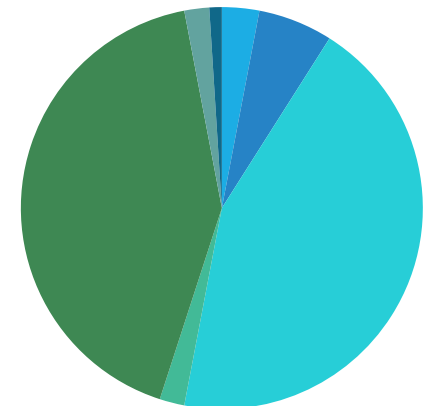


1. CYCLING FACTSHEET, ENGLAND 2020 [HTTPS://WWW.GOV.UK/GOVERNMENT/PUBLICATIONS/WALKING-AND-CYCLING-STATISTICS-FACTSHEETS](https://www.gov.uk/government/publications/walking-and-cycling-statistics-factsheets)
2. [HTTPS://WWW.GOV.UK/GOVERNMENT/STATISTICAL-DATA-SETS/WALKING-AND-CYCLING-STATISTICS-CW](https://www.gov.uk/government/statistical-data-sets/walking-and-cycling-statistics-cw)

Method of Travel to Work for Trips Under 5km (3.1mi)



Method of Travel to Work for Trips Under 2km (1.2mi)



- Bus, minibus
- Passenger in a car or van
- On foot
- Train, underground, metro, light rail or tram
- Driving a car or van
- Bicycle
- Other

# STAGE 1 AND 2 DETERMINING SCOPE AND CURRENT CONDITIONS

## WALKING AND CYCLING IN MEDWAY

OUR LCWIP WILL COVER THE WHOLE OF MEDWAY



Medway already has approximately **81 MILES OF CYCLE PATHS**, many of which form part of the National Cycle Network.

In addition to the above, the Medway Public Rights of Way Improvement Plan (ROWIP) has identified nearly 200 miles of rights of way available for residents and visitors to enjoy.

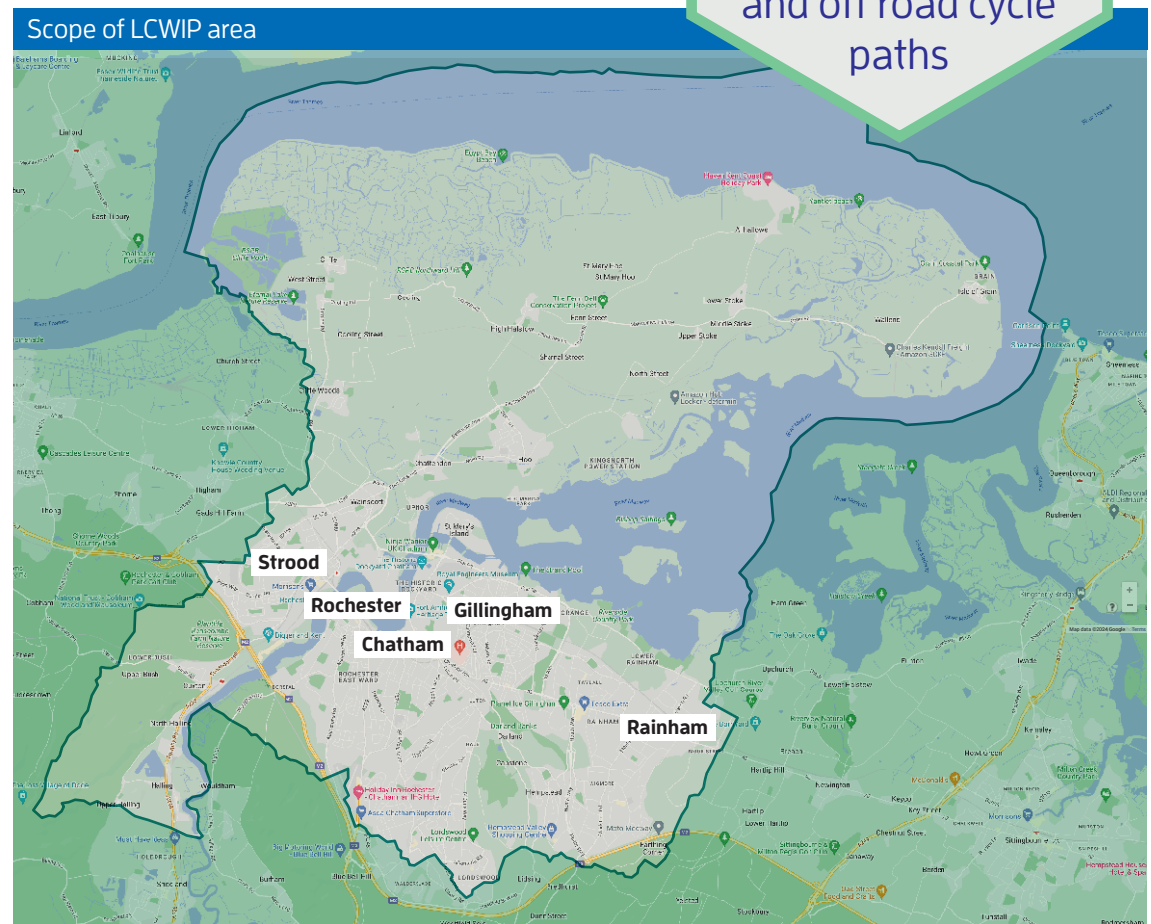
**280,000** people living in Medway expected to grow by **40,500** (15%) by 2035



This means we need to promote sustainable travel for short local journeys to reduce the pressure on our road network, improve air quality and support health and well-being.

The LCWIP will support this, by planning infrastructure improvements across Medway and identifying a long-term plan for investment.

Medway Council has invested **£2.5M** over the last 5 years in cycling to create on and off road cycle paths





# RECENT IMPROVEMENTS TO INFRASTRUCTURE

There has been significant investment in the walking and cycling network by Medway Council over the last few years.

In 2020, we used funding from the Government to improve the cycle lane on Dock Road in Chatham, enhance eleven miles of footpaths across Medway and improve accessibility at junctions by installing dropped kerbs and tactile paving.

We improved existing facilities on Four Elms Hill by widening the footway, enhancing visibility at junctions, and providing additional crossings to make it safer for people walking and cycling.

Cycle lane on Dock Road, Chatham



Shared use facility on Maritime Way, Chatham



Newly resurfaced and widened share use path and improved crossing - Four Elms Hill scheme





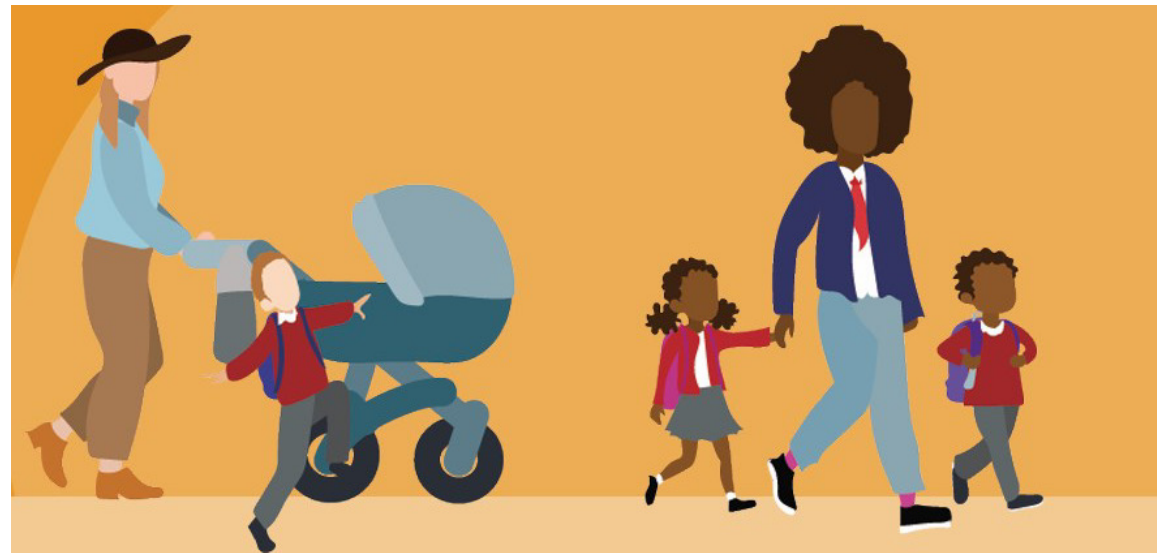


Raised table crossing at Beacon Hill Lane, Four Elms Hill scheme

## SCHOOL STREETS

Improvements to infrastructure are supported by initiatives aimed at behavioural change in favour of sustainable transport, including a focus on travel to school through our School Streets programme.

A School Street is a road outside a school that has temporary vehicle restrictions at drop-off and pick-up times during the school term. The road becomes a pedestrian and cycle only area at these times to create a safer environment for children and parents to travel to school. There are now seven School Streets in Medway, with more planned to be introduced over time, in line with national guidance.



# CURRENT CHALLENGES

Audits of the existing and proposed walking and cycling network has highlighted a range of issues and challenges we will try to address over time.

This has highlighted a range of challenges for both walking and cycling.

## CYCLING & WALKING CHALLENGES





## STAGE 3 LCWIP DEVELOPMENT

# NETWORK DEVELOPMENT

### CYCLING

Stage 3 of the LCWIP process sets out the recommended steps for mapping a future cycling network and identifying infrastructure improvements. The Propensity to Cycle Tool (PCT) has been used to forecast the levels of cycling in an area compared to the current under various

scenarios of change. The PCT tool is a strategic planning tool that provides forecasts of the levels of cycling in an area compared to the current under various scenarios of change.

The PCT is cited as the preferred method of mapping origins and destinations (trip generation). The tool enables us to map desire lanes based on origin and destination mapping as shown below.

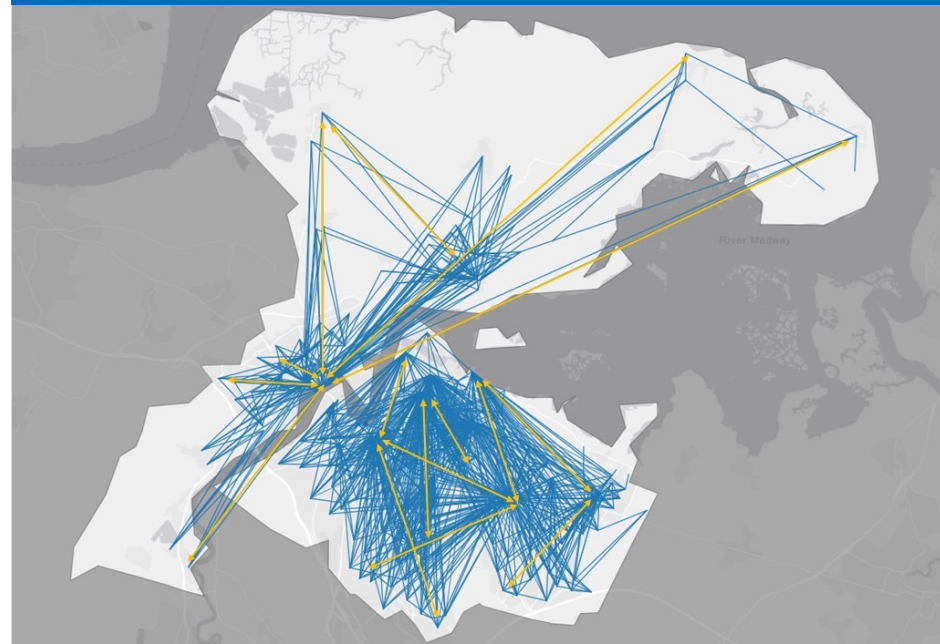
The corridors identified by the PCT analysis and the origin-destination analysis have been mapped onto the road and path network using the shortest possible route to illustrate what the straight-line network would look like when mapped across Medway. This is shown in Map 2.

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 network shown in Map 3.

Map 1: Desire lines from origin and destination mapping



Map 2: Desire lines with additional key corridors



Map 3: Desire lines mapped on to the existing network





## WALKING

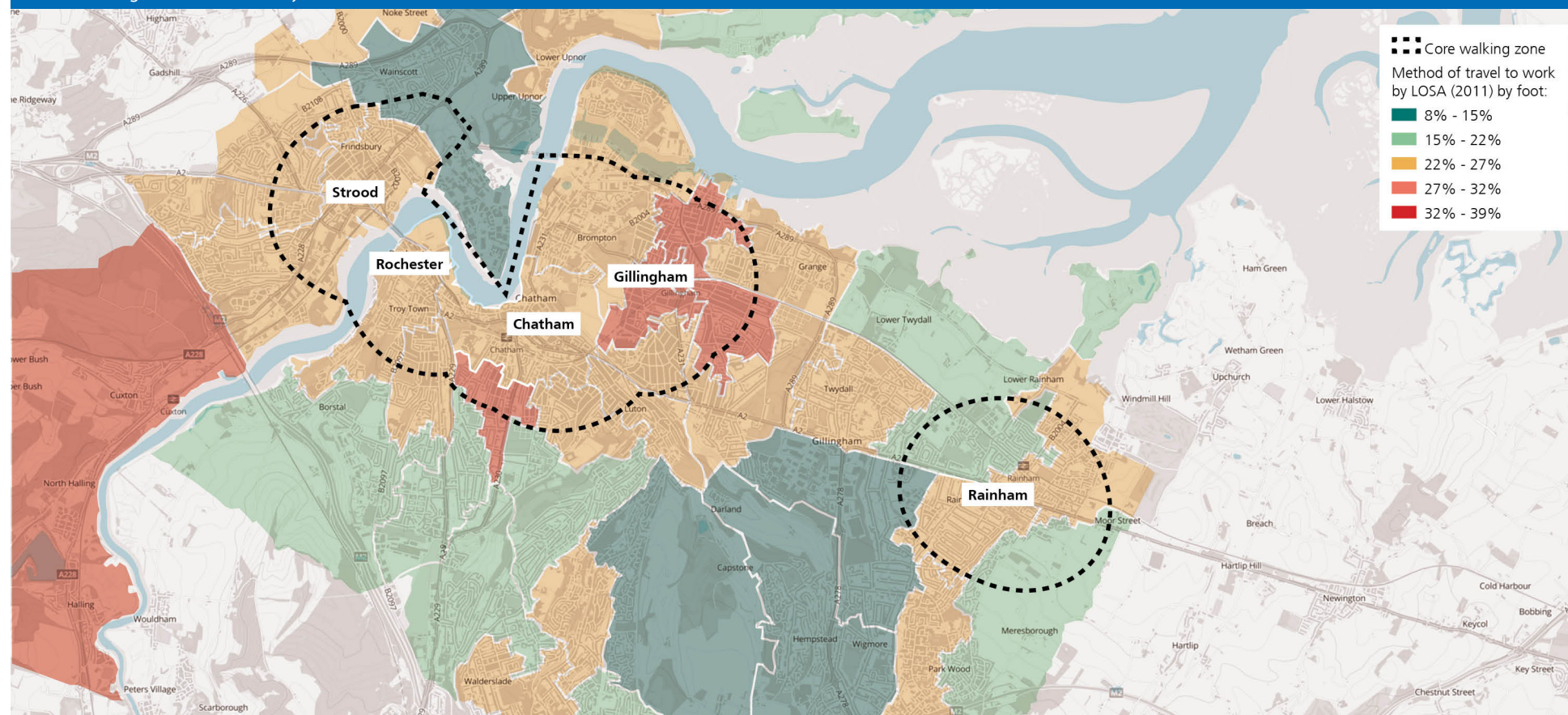
The first stage of the development of a walking network is to identify the Core Walking Zones (CWZ). The LCWIP guidance recommends that:

- 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.

The origin-destination mapping in Stage 2 has been used to inform the development of the walking network maps through identifying walking trip generators in Medway.

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 the map.

Core walking zones in Medway



# PRIORITY CYCLING ROUTES

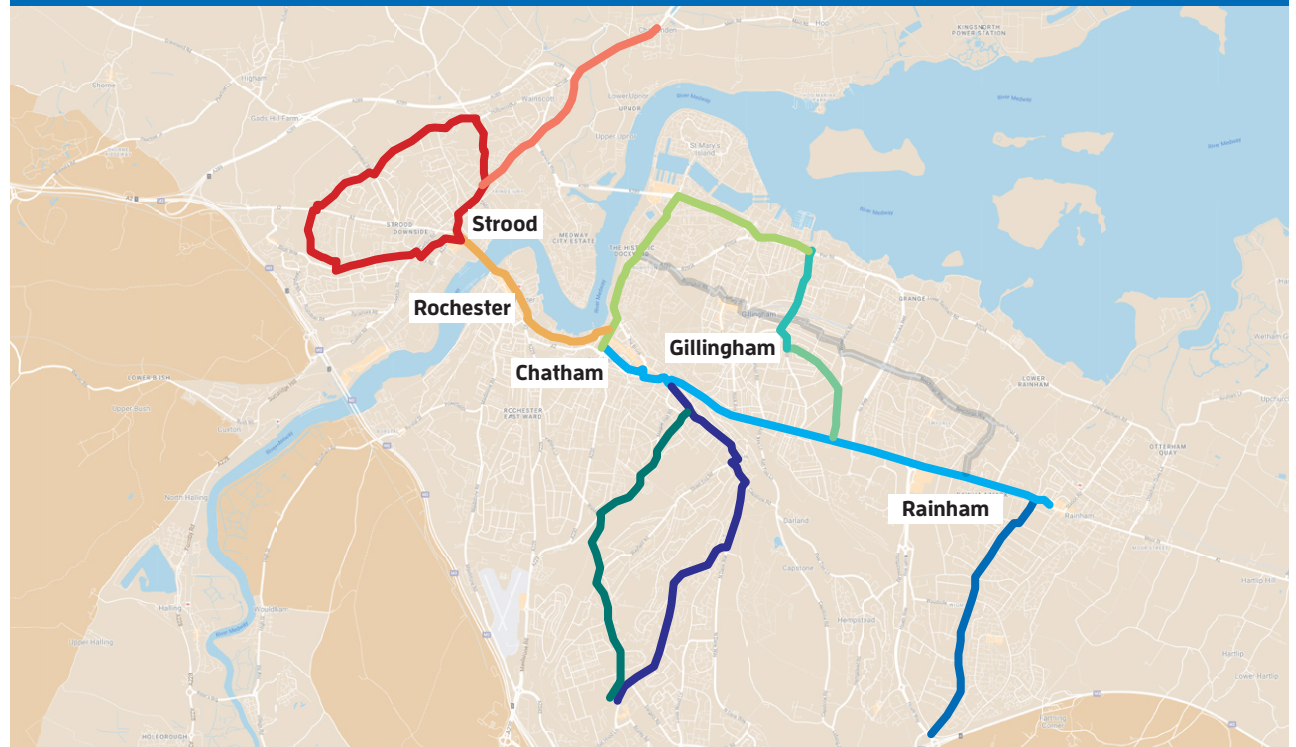
The DfT LCWIP guidance document indicates that these routes should first be prioritised and then audited to identify where improvements are required. A prioritisation process was therefore undertaken to identify which routes should be taken forward for auditing.

## 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

Following the prioritisation process, 10 priority cycling routes have been identified as shown in the table below.

Cycling routes in Medway



Route	Description	Length
1	A2 High Street, Rainham to Best Street, Chatham	7.6km
2	Maidstone Road, Rainham	1.7km
3	Walderslade Road to Chatham Hill Gyratory, Chatham	5.3km
4	Upper Luton Road to Kitchener Avenue, Chatham	3.3km

Route	Description	Length
5	Church Street to Sturdee Avenue, Gillingham	2.1km
6	Sturdee Avenue to Woodlands Road, Gillingham	2.48km
7	Dock Road, Chatham	1.88km
8	Corporation Street, Rochester to Waterfront Way, Chatham	2.55km

Route	Description	Length
9	Sections 1 & 2 (Peninsula Way, Chattenden to Sans Pareil roundabout, Wainscott)	4km
10	Brompton Farm Road to Watling Street, Strood	1.8km



# PRIORITY WALKING ROUTES

Priority walking routes 1 to 3



Route	Description	Length
1	A2 London Road, <b>Rainham</b>	2.1km
2	B2004 Station Road, <b>Rainham</b>	1km
3	Maidstone Road, <b>Rainham</b>	0.9km
4	PriestField Road/Balmoral Road/High Street/Brompton Road/Wood Street, <b>Gillingham</b>	2.4km
5	Windmill Road/ Canterbury Street/ High Street/ James Street/ Richmond Road/ Medway Road/ B2004 Pier/ Road/ Purser/ Johnson Avenue, <b>Gillingham</b>	2.2km

Priority walking routes 4 to 14

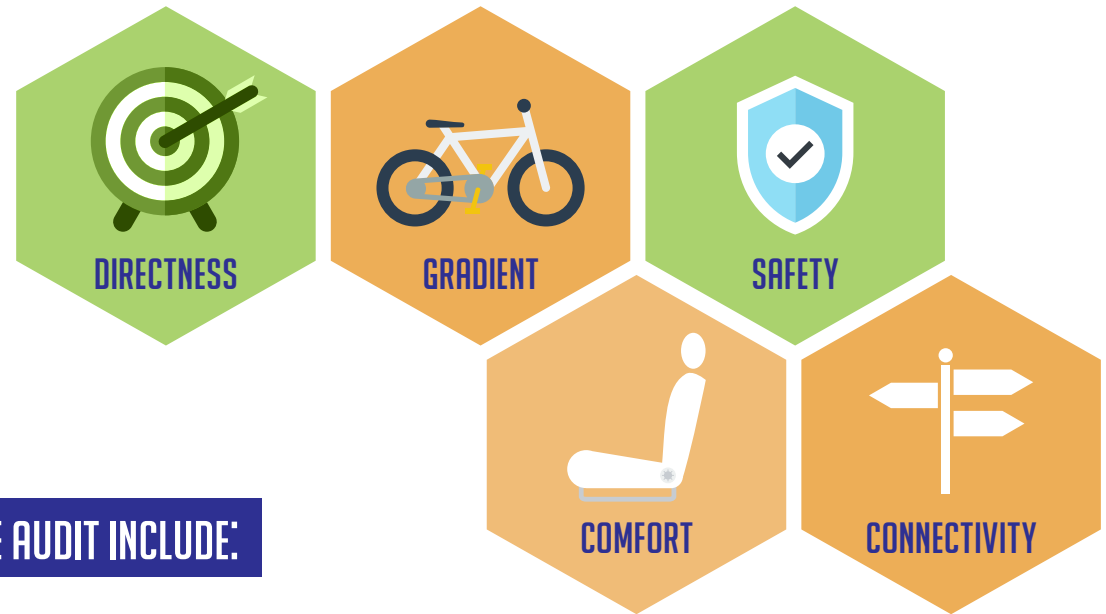


Route	Description	Length
6	Great Lines Heritage Park/ Mill Road, <b>Gillingham</b>	1.4km
7	Maggie Hall Road/ High Street, <b>Chatham</b>	2.5km
8	Maidstone Road, <b>Chatham</b>	2.3km
9	City Way/ Star Hill/ Corporation Street/ High Street, <b>Rochester</b>	2km
10	Maidstone Road/ Crow Lane/ High Street/ Blue Boar Lane, <b>Rochester</b>	1.2km
11	St Margaret's Bank, <b>Rochester</b>	0.5km

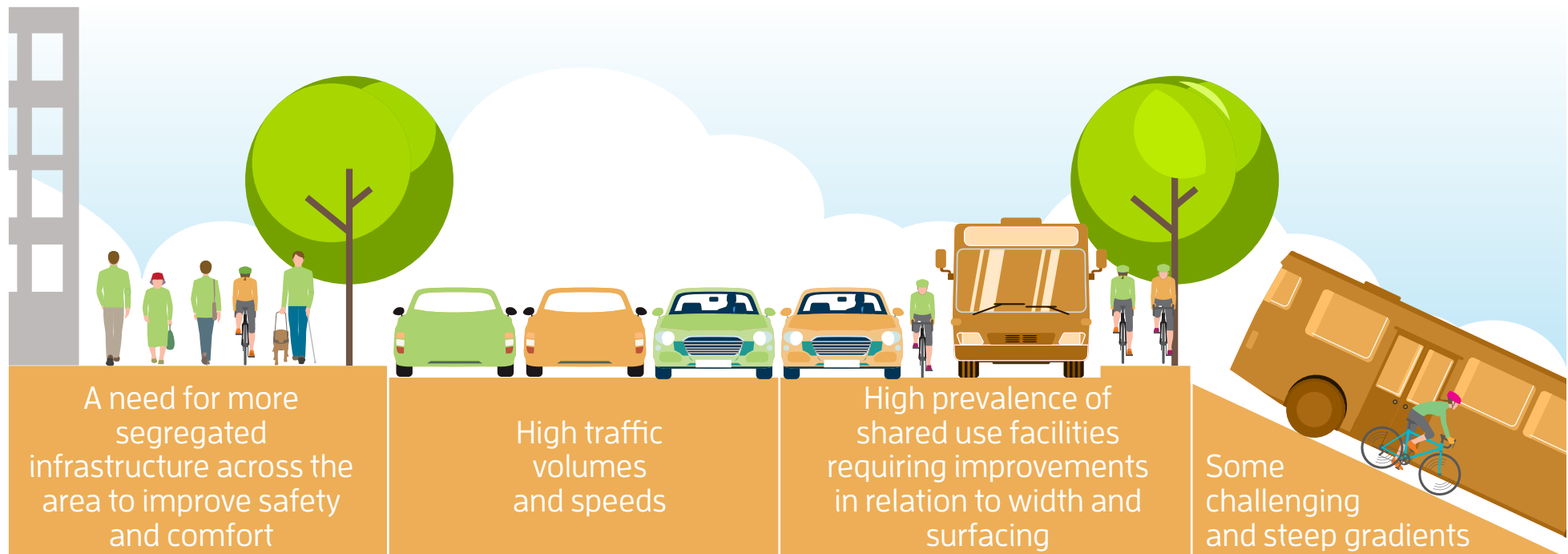
Route	Description	Length
12	High Street/ North Street/ Frindsbury Road/ Cliffe Road, <b>Strood</b>	1.4km
13	A2 High Street/ London Road/ Watling Street, <b>Strood</b>	1km
14	Cuxton Road/ Gun Lane/ Frindsbury Road, <b>Strood</b>	2km

# ROUTE AUDITS

The priority walking and cycling routes have been audited to identify where improvements are required to bring the route up to the expected standard. All the routes have been audited using a DfT tool which scores the routes against 5 assessment criteria.



## COMMON ISSUES THAT WERE IDENTIFIED AS PART OF THE AUDIT INCLUDE:





## STAGE 4 AUDIT SUMMARY

# ROUTES AND DESIGNS

As noted on the previous page, the audit of the existing network identified a range of issues that reduce the quality of the routes.

### WALKING ISSUES

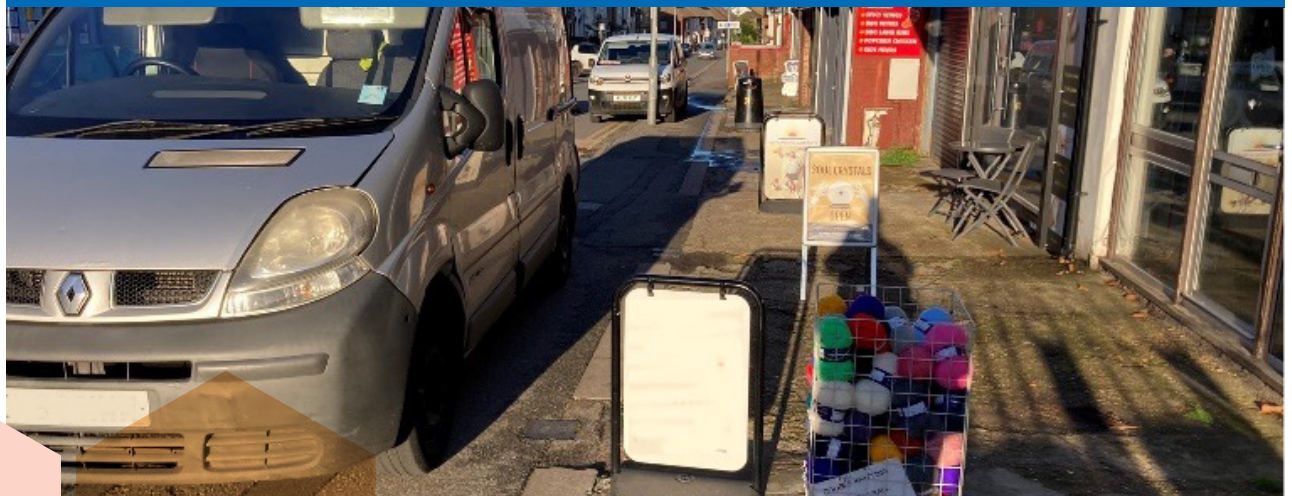
Narrow and uneven footway



Wide junction with no tactiles or dropped kerbs



Pavement parking and street clutter



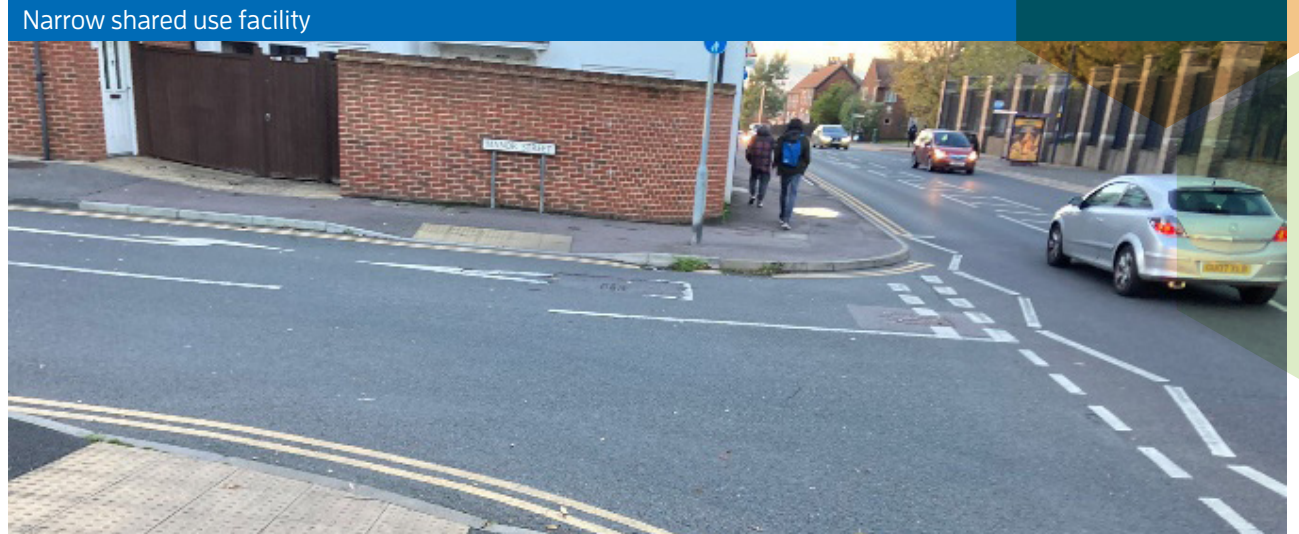


## CYCLING ISSUES

Lack of side road priority crossing for cyclists



Narrow shared use facility



Lack of segregation for cyclists using carriageway



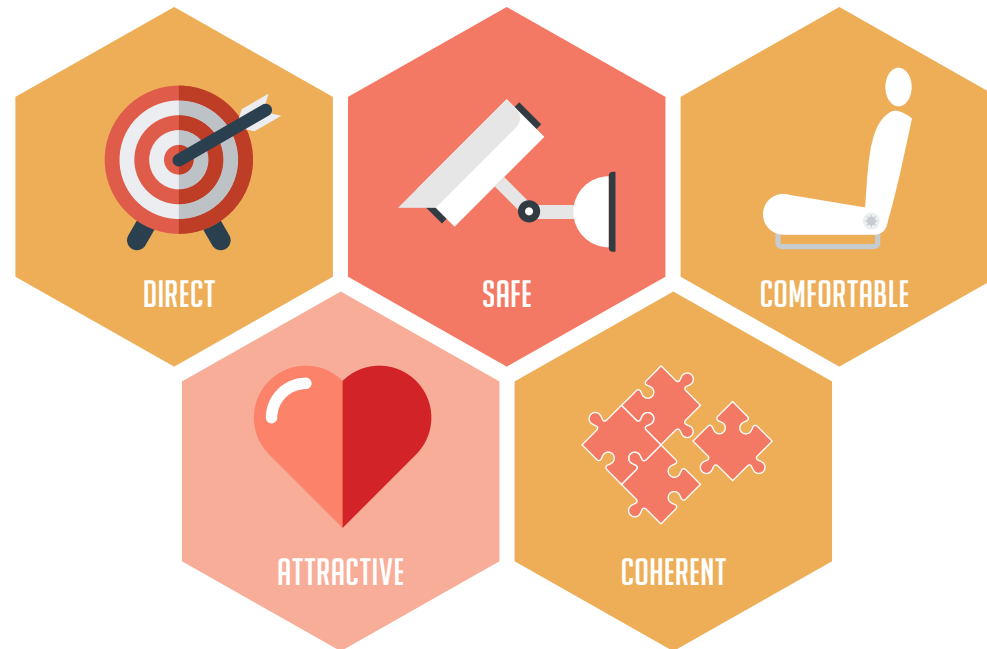


# TYPES OF INTERVENTION AND LEVEL OF DESIGN

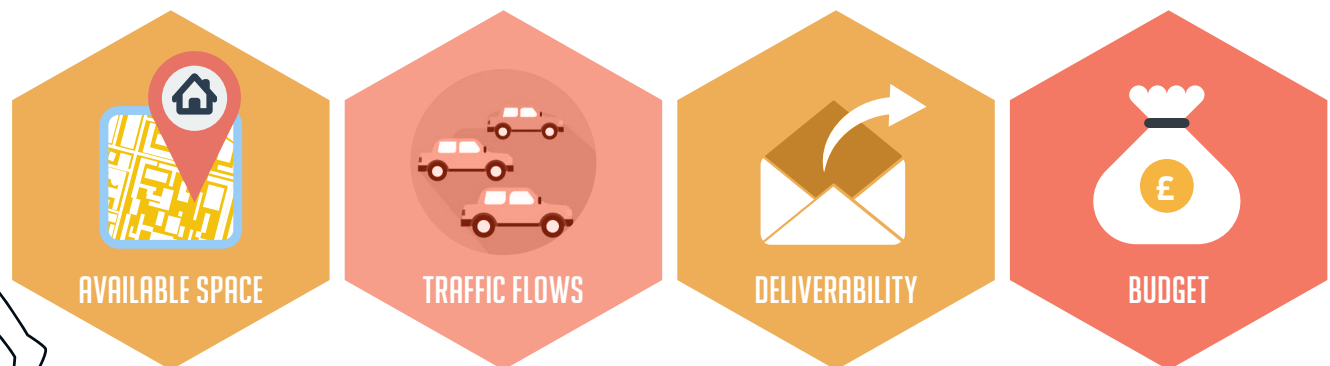
When improving the cycling and walking network in Medway we will look to follow guidance as set out in the Local Transport Note I/20. The core design principles of LTN I/20 seek to improve accessibility for all and are summarised above:



## CORE DESIGN PRINCIPLES TO IMPROVE ACCESSIBILITY FOR ALL



## TYPE OF INTERVENTION INFLUENCED BY NUMEROUS FACTORS:



There are a variety of interventions we can make to address the core design principles and improve accessibility:

Raised table to improve crossing



Segregated cycle path



Modal filters to reduce traffic flows on residential streets



Shared use facilities



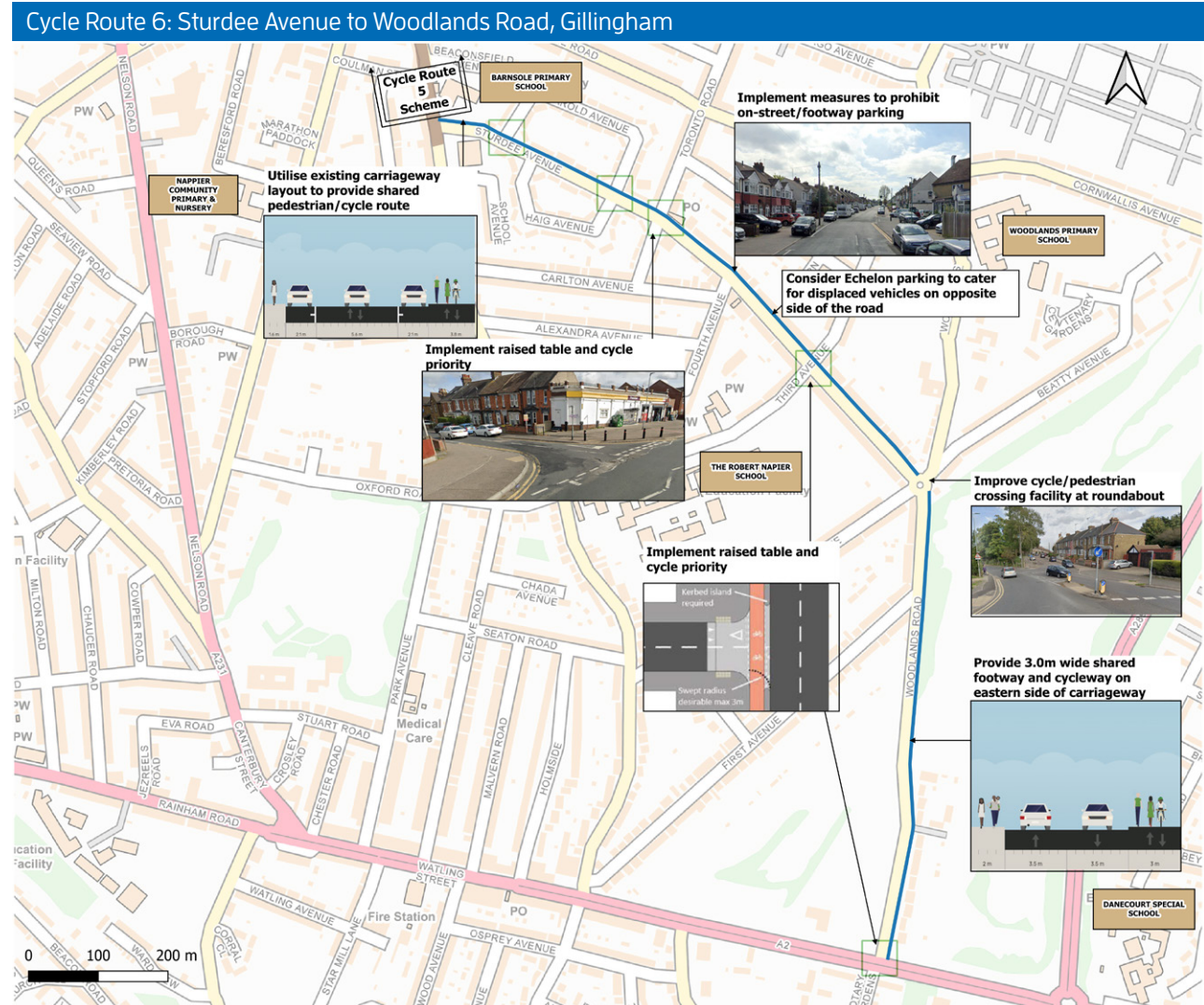


# PRIORITY WALKING AND CYCLING ROUTES

Outline concept designs have been created for the priority walking and cycling routes. These designs are not detailed or final and would be developed and subject to further consultation when funding comes forward.

In early 2024 Medway Council consulted on these concept designs for the priority walking and cycling routes set out on Page 19-20. These designs are contained within Appendix B and can be found by following this link:

[www.medway.gov.uk/activetravel](http://www.medway.gov.uk/activetravel)



## STAGE 5 CONSULTATION AND RESULTS

# CONSULTATION SUMMARY

As part of the LCWIP process, a public consultation was undertaken to gain the views of Medway residents and key stakeholders on the concept designs noted in the previous section.

The consultation ran from 22<sup>nd</sup> January to 3<sup>rd</sup> March 2024 with a dedicated webpage serving as the hub for the engagement. The webpage hosted a survey to gather the views of residents on their current levels of walking and cycling, key barriers to walking and cycling locally and gave them the opportunity to comment on each of the concept designs.

In addition to the online survey, two face to face events were delivered at Medway Park Sports Centre, Gillingham and Pentagon Shopping Centre, Chatham, with staff from Medway Council and SYSTRA. These events gave members of the public the opportunity to look at the concept designs and maps of the network and engage with the project team directly.

The consultation was also promoted via Medway Council social media channels and local news outlets to increase awareness.

The online survey received a total of 358 responses from residents and stakeholders from across Medway. In addition to this 64 emails providing more detailed feedback were received to a dedicated inbox that was set up to support the consultation exercise. Both consultation events were well attended and more than 500 engaged with the consultation process across the various channels. The level of engagement with the consultation really demonstrates the level of interest in improving walking and cycling in Medway.

## LOCAL CYCLING&WALKING INFRASTRUCTURE PLAN

# HAVE YOUR SAY

### GIVE US YOUR FEEDBACK REGARDING NEW WALKING AND CYCLE ROUTES

Tuesday, **30 January** 2024 3pm-7pm  
**Medway Park Sport Centre, Gillingham**

Wednesday, **31 January** 2024 9am-1pm  
**The Pentagon Shopping Centre, Chatham**

The consultation runs from Monday,  
22 January to Sunday, 3 March 2024




For more information and  
to send us your feedback visit:  
[medway.gov.uk/ActiveTravel](https://medway.gov.uk/ActiveTravel)





## DEMOGRAPHICS / KEY STATS



97%  
MEDWAY

## Where respondents to the consultation lived

**MAJORITY**  
**35-44**

Age of respondents

21%  
45-54

50%  
BY CAR

A stylized blue outline icon of a car, viewed from the front. It features two circular headlights, a central grille with three horizontal lines, and two circular side mirrors. The car is positioned below the '50% BY CAR' text.

Respondents  
primary  
mode of  
travel




## INTERVENTIONS TO ENCOURAGE MORE WALKING AND CYCLING

**43%** of respondents stated that **REMOVAL OF STREET CLUTTER / PAVEMENT PARKING** would encourage them to walk more



**33%** wanted to see **IMPROVED CYCLE ROUTES** with segregation from vehicle traffic



**REDUCED VEHICLE SPEEDS** and reducing the volume of through traffic were also commonly noted as being key to encouraging more active travel

Most respondents, **53%** found out about the consultation via **SOCIAL MEDIA**



# VIEWS ON THE PRIORITY ROUTES

The online survey gave respondents the opportunity to comment on each of the identified priority walking and cycling route designs. Respondents could comment on all of the proposals or just those that were most relevant to them geographically or otherwise.

A more detailed summary of the consultation results can be found in Appendix D to the LCWIP technical report at [www.medway.gov.uk/activetravel](http://www.medway.gov.uk/activetravel)

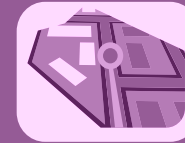


## KEY THEMES



### CYCLE ROUTE 2 IN RAINHAM

46% of respondents commented on Cycle Route 2 in Rainham with the majority of disagreeing with its alignment and introduction of a shared footway / cycle path on Maidstone Road



### CYCLE ROUTE 6 IN GILLINGHAM

Attracted strong support with respondents particularly keen to see measures to prohibit footway parking, this was a strong theme throughout the consultation



### ROUTE PROPOSALS

The majority of respondents felt that the proposals would improve safety for cyclists along the routes



### PRIORITY WALKING ROUTES

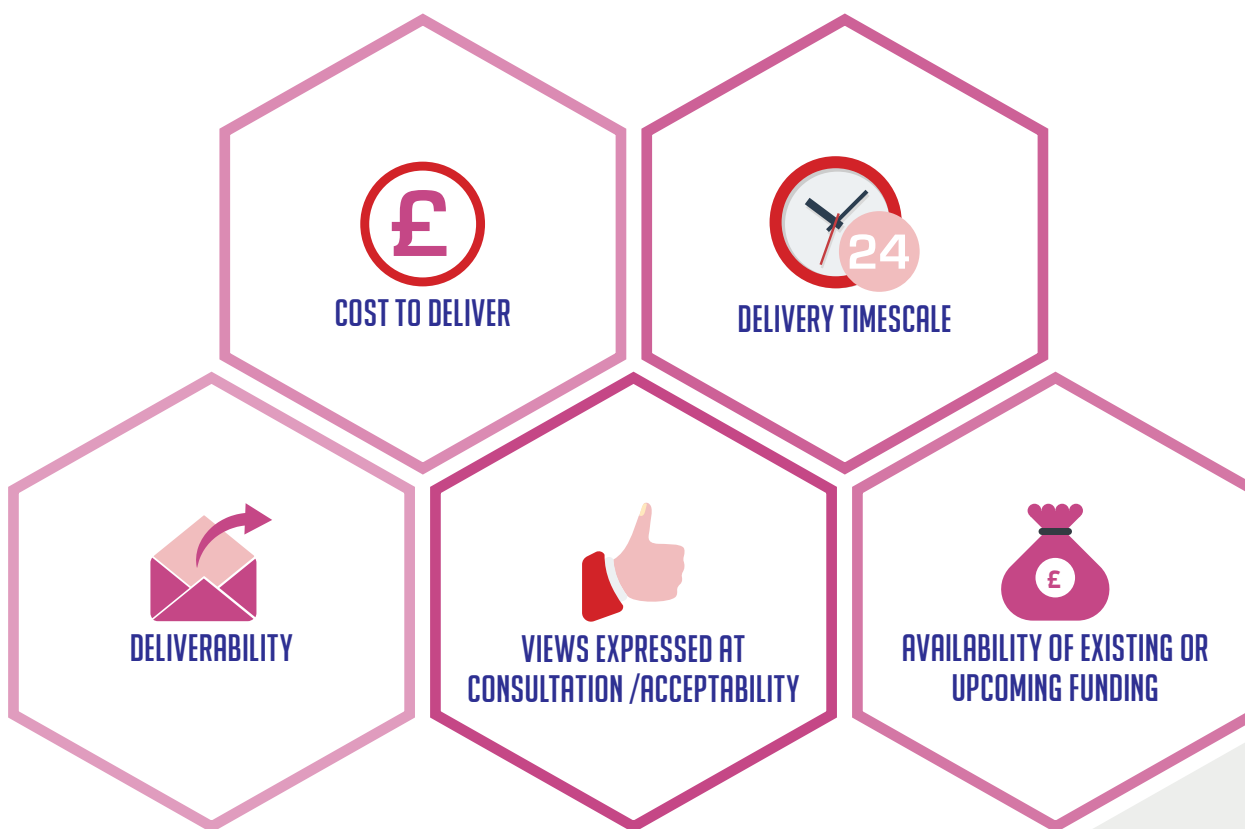
Both of the priority walking routes attracted strong support, with footway resurfacing and enforcement of parking restrictions again highlighted as key



# PRIORITISATION

Following the results of the consultation, a final prioritisation exercise was undertaken to identify which route improvements would be taken forward first as and when funding became available.

## SCHEMES WERE PRIORITISED AGAINST THE FOLLOWING CATEGORIES:



Schemes that could be delivered in a shorter timescale, required less funding and had been given support at the consultation tended to score higher in the prioritisation exercise. As a result walking routes scored highly as they had widespread support at the consultation and require less financial outlay. For cycling, Routes 5 in Gillingham scored the highest and will be prioritised in the short term.

It is important to note that those schemes that did not score highly during the prioritisation or were unpopular at consultation such as Cycle Route 2 in Rainham will not be abandoned but may require further study and engagement at a later stage. All of the routes consulted on for the LCWIP were high level, concept designs so would require more detailed design and localised, formal engagement.

For more information on the LCWIP including the technical report, prioritisation scoring matrix and consultation technical note please visit:

[www.medway.gov.uk/activetravel](http://www.medway.gov.uk/activetravel)



## STAGE 6 INTEGRATION AND NEXT STEPS

# CONCLUSION & NEXT STEPS

The development of this LCWIP gives Medway Council the framework to develop the walking and cycling network across the region for the next ten years.

The LCWIP will support future funding bids to national government to continue improving the walking and cycling network in Medway.

The LCWIP will be adopted as a formal policy for Medway Council, meaning that it will need to be considered in relation to future plans for not only transport but also planning and development.

The adoption of the LCWIP is an important step in Medway's path towards net zero carbon, demonstrating the key role a transition to more active and sustainable transport modes will play in the future.

FOR MORE INFORMATION ON THE LCWIP AND  
ON WALKING AND CYCLING IN MEDWAY PLEASE  
CONTACT [LCWIP@MEDWAY.GOV.UK](mailto:LCWIP@MEDWAY.GOV.UK)





