

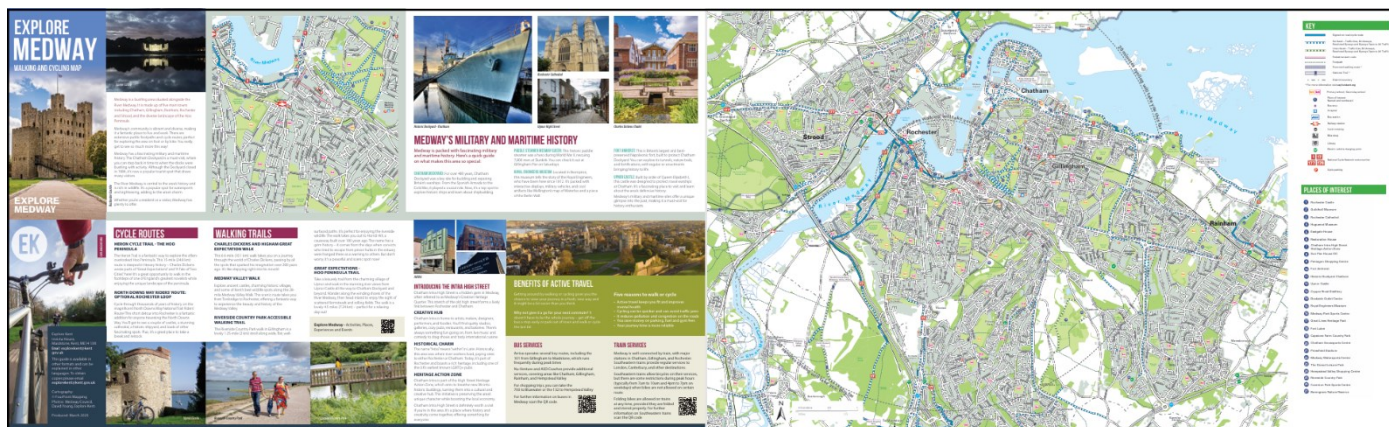
Medway Council - Active Travel Updates [September 2025]

Public Health Cycling Projects

Spring and Summer is events season, providing an ideal opportunity to promote our Active Travel Programmes and encourage people to access our fantastic green spaces in Medway, as endorsed by Councillor Simon Curry (pictured right, with officers).

Our Dr Bike sessions are a popular edition to the events calendar enabling people to bring their bikes for basic repairs and servicing for free and get back on the cycle paths and green spaces for travel and recreation.

Follow the link [here](#) to our Explore Medway map, a popular helpful resource for those that cycle in Medway, a popular and useful takeaway from our well attended events in Medway.



To encourage cycling we have links to an organisation, Paramount CIC, that supports young people from our communities to recycle bikes which can then be passed on to children and adults that might otherwise be unable to afford one. Officers have worked with colleagues in our family hubs and social care to identify individuals who could benefit from this project and supplied bikes to several people throughout the spring and summer.

Capability Self-Assessment Rating

Medway's return was submitted to Active Travel England in late August and outlines significant progress in leadership, planning, and delivery of active travel initiatives. The Council proposes an upgrade from Level 1 to Level 2 across all three capability areas - leadership & organisational capability, network planning, and delivery - citing the formal adoption of its Local Cycling and Walking Infrastructure Plan (LCWIP), expansion of School Streets schemes, and integration of active travel into broader policy frameworks such as the Local Plan and Climate Change Action Plan. The cross-party Active Travel Group provides strategic oversight, and schemes are increasingly aligned with LTN1/20 standards. Monitoring and stakeholder engagement are embedded, with growing participation in school travel. These developments reflect a maturing approach and an emerging integrated network, positioning Medway for continued advancement in active travel.

Walkin N Wheelin Challenge – Medway’s Active Travel Champions Revealed!

The winners of this year’s *Walkin’ N Wheelin’* challenge have been announced, celebrating our schools in Medway that went the extra mile during National Walk to School Week in May.

In the primary school category, Balfour Infant School claimed the top prize with an impressive 94.4% of pupils travelling actively, earning a £500 Halfords voucher for their efforts. It was a tight contest, with Twydall Primary School and Nursery securing second place at 91.1%, and Cliffe Woods Primary School coming in third with 83.1%. These schools received £300 and £200 vouchers, respectively.



Deanwood Primary School was recognised for the most improved performance, increasing active travel participation by 11.3% compared to last year. Their achievement earned them a £100 voucher.

In the secondary school category, The Victory Academy (pictured above with Medway Council’s Transport Planner, Jen Tolley) emerged as the overall winner, closely followed by Strood Academy. Both schools were rewarded with £500 and £300 vouchers, respectively, funded through an external active travel revenue grant.

All winning schools received a personalised framed certificate, while every participating school was awarded an e-certificate to celebrate their commitment to promoting active travel.

Living Streets WOW campaign – end of year results & future funding



The full-year results from our Living Streets WOW campaign highlight the positive impact of encouraging active travel among pupils in Medway. Data collected from schools that completed the baseline survey at the start of the campaign shows a notable 15.48% increase in active travel.

This uplift includes:

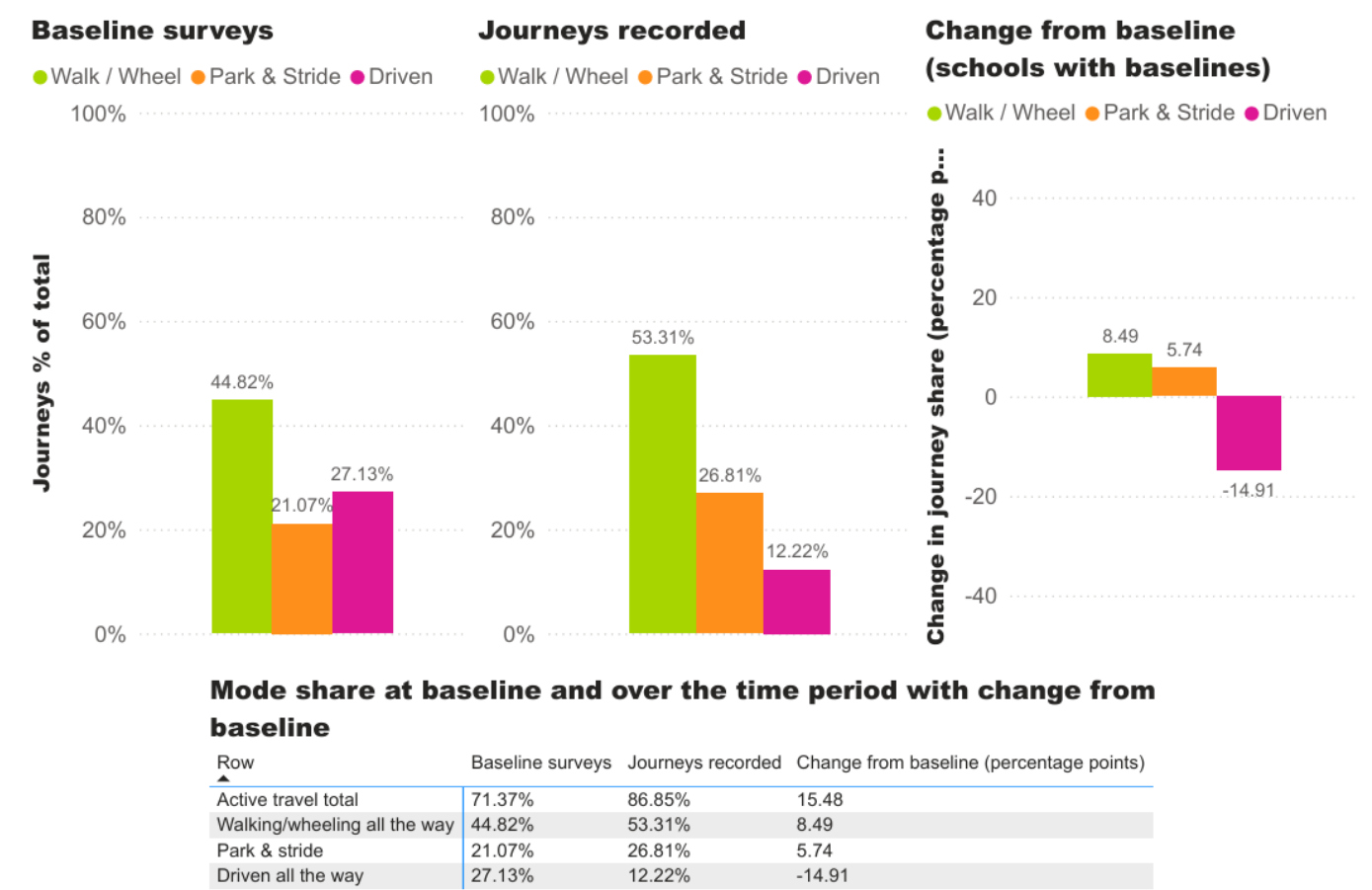
- Walking and wheeling: up by 8.49%
- Park & Stride: up by 5.74%

In addition to boosting active travel, the campaign has also contributed to a significant reduction in car journeys. On days when travel data was logged, there was a nearly 15% decrease in the number of pupils being driven to school. These results demonstrate the campaign’s effectiveness in promoting healthier, more sustainable travel choices and reducing traffic congestion around school sites.

As we move into the new academic year, we’re excited to continue supporting schools through funding made available via the Council’s external Capability Revenue Grant from Active Travel England.

We currently have 15 schools registered to take part in the WOW campaign 2025/2026, and we’ll be actively promoting this initiative from September, with the goal of engaging even more schools across Medway.





ABOVE: WOW Data provided by Living Streets between academic year 2024/2025



October is International Walk to School Month

From Monday 6th to Friday 10th October, Medway Council is inviting all schools to take part in our exciting local competition: Little Trekkers for primary schools and Striders for secondary schools.

Schools will go head-to-head to see who can record the highest percentage of active travel journeys—including walking, wheeling, and park & stride—over a one-week period. The top-performing schools will be rewarded with prizes for their efforts. Schools can learn more about the competition on our webpage medway.gov.uk/WalkToSchool



Cycle to School Week 2025



Between 13-17 October, the Sustainable Transport team are encouraging all Medway schools to take part in Cycle to School Week—a fun, week-long celebration that encourages pupils, families, and staff to hop on their bikes or scooters and give active travel a go.

Whether you're a school, a family, or an individual, everyone can get involved by making a simple pledge to cycle or scoot to school. It's a great way to promote healthier lifestyles, reduce traffic, and support sustainable travel. You can find out more about the campaign and how to pledge by visiting bikeability.org.uk/cycletoschoolweek.

Expanding School Engagement with Modeshift STARS

The Sustainable Transport Team is proud to have successfully registered 14 Medway schools to take part in the Modeshift STARS School Travel Plan Accreditation Scheme to date. Starting this September, the team will continue to promote the scheme to even more schools, with the aim of growing participation across Medway.

To support both new and existing members, officers will be offering “Getting Started” and support workshops, designed to help schools navigate the Modeshift STARS system and explore the wide range of initiatives available to achieve accreditation.

To further strengthen our support, the team will be launching a brand-new Modeshift Medway newsletter. This will keep schools informed about upcoming initiatives, key accreditation dates, and useful resources. There are three editions planned per year - Autumn, Winter, and Spring - with flexibility to add special updates when needed, such as “Meet the Team” features.

The Sustainable Transport Team’s work continues in partnership with Public Health, Climate Change, and Road Safety teams, ensuring that our Medway schools receive well-rounded support for initiatives that promote healthier, safer, and more sustainable travel.



Medway Council Staff Travel Plan

Officers are currently in discussions with the Gun Wharf Improvement Board to ensure that the plan aligns with potential infrastructure improvements. Our Transport officers have also engaged with Public Health to review previous initiatives and explore how their workstreams and targets can be integrated into the Travel Plan. A working draft has now been completed, and officers are now assessing which initiatives to implement with input from Transport and Public Health. The timing for a comprehensive staff travel survey is still to be confirmed. The Travel Plan is being developed under the Modeshift STARS platform, with the goal of achieving a “Good” accreditation by July 2026.

School Streets – Tranche 2

The project team are excited to announce the launch of five new School Streets across Medway, aimed at reducing congestion and improving safety around school gates. These new School Street zones will help make roads safer at pick-up and drop-off times, creating a more secure environment for children and families. Building on the success of the first seven School Streets that have been live since March 2024.

The launch of these five new School Streets coincides with Walk to School Month in October. The team will be offering a variety of activities to support the new zones and encourage families to walk, wheel, or cycle to school. A School Street is a pedestrian and cycle zone that operates at set times during the school term, specifically around school drop-off and pick-up times.

The new School Streets, launching on Monday, 29th September 2025, will be at the following schools:



School Streets
For safer, healthier trips to school

- Cliffe Woods Primary School, Cliffe Woods Pre-School, and the City of Rochester School, Cliffe Woods (View Road, operational times: 8am–9:15am and 3pm–4pm)
- Fairview Primary School, Rainham (Drewery Drive, operational times: 8:15am–9:15am and 3pm–4pm)
- Hilltop Primary School, Frindsbury (Hilltop Road, operational times: 8:20am–9am and 2:30pm–3:30pm)
- St Margaret’s Church of England Junior School and St. Margaret's Infant School, Rainham (Orchard Street, operational times: 8am–9am and 3pm–4pm)

On Monday, 3rd November 2025, High Halstow Primary Academy will also introduce its School Street (Harrison Drive, operational times: 8am–9am and 3pm–4pm). Further details are available [here](#).

The team will be working to support schools with the transition, with a number having already expressed their appreciation and excitement for the implementation of these schemes - *“Thank you again for your help on this. Hopefully the front of our school will be safer for all.”* - Head Teacher. These measures will not only improve safety but also help to create a healthier environment for our children.

An additional four School Streets are also being progressed under Tranche 2, some of which, following



feedback, are undergoing further development and subject to statutory consultation. A School Streets monitoring report, which focuses on the participating schools to date, is in the final draft stages and will be circulated once the remaining data has been made available.

Reprioritising space for people and active journeys

As part of the School Streets programme, the project team are also exploring opportunities for improving the public realm outside our schools and School Street zones. When the number of vehicles in a space are reduced, there is opportunity to reprioritise the space for people, define the area and promote a more welcoming environment. We are in the early phases of this and just starting to understand what might be possible. Some examples of the types of initiatives we are considering have been illustrated. Officers will continue to work with schools to develop any proposals.



New Bus Shelters

Five new shelters have been installed at Pump Lane (Rainham), King Street, Pier Road, and Brompton Road (Gillingham), some of which are pictured below. Further shelters will be installed in Luton Road, Chatham Hill, Delce Road, Yarrow Road, Lordswood Lane, and The Tideway with bee roofs (at selected stops), and LED lighting in due course. Public Transport officers are also liaising with Bauer to further update their shelters at selected locations, following a photo opportunity to mark the launch of a vertical meadow and living roof bus shelter near Bath Hard Lane in Rochester during the Summer; see coverage below.



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A first for us in Rochester!

We've brought together two of our most impactful green infrastructure products, a Living Roof bus shelter and a [@VerticalMeadow](#), side by side with Medway Council.

Both play a vital role in addressing biodiversity loss and climate change:

- Supporting pollinators and native wildlife 🌸
- Reducing rainwater runoff and mitigating urban heat ☁️
- Powered by solar and rooted in sustainability 🌱

Funded by our Environmental Innovation Fund and supported by [@TheWildlifeTrusts](#), this is an example of how Out of Home infrastructure can deliver more than just ads. It can drive local environmental changes.

[@Medway_Council_News](#)

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Local Bus Infrastructure Plan (LBIP)

Medway's LBIP, developed by Project Centre, continues to focus on improving reliability and journey times on key bus corridors, with Route 132 identified as the highest priority. Current workstreams include:



- **A2/Mierscourt Road junction:** Design completed, and consultation concluded. Construction planned for 2026 (outside school term), pending contractor procurement and statutory consultation.
- **Bus stop layby closures:** Aimed at reducing delays caused by buses rejoining traffic. Design brief issued, awaiting safety audit and consultation.
- **Wigmore Road lane markings:** Preliminary design complete to reduce queue lengths; detailed design procurement underway.
- **Traffic signal upgrades:** Puffin crossing conversions to reduce red light time. Design brief prepared, awaiting input from signal engineers before external commissioning.

These interventions align with Medway's Bus Service Improvement Plan (BSIP) by improving public transport efficiency, reducing congestion, and complementing Medway's climate and air quality objectives.

Bus timetable updates

Our Public Transport officers continue to monitor punctuality across Medway's bus network, in line with our Enhanced Partnership with local bus operators. Recent data shows a clear and sustained improvement in performance. Since the timetable change introduced in late April, punctuality has risen significantly, from 76.6% earlier in the year to over 85% in the weeks following the change. Notably, on 22 May 2025, Medway achieved a 90% punctuality rate, making it the most punctual depot in the UK on that day. This strong performance has continued through the summer, with June, July, and August all maintaining punctuality levels above 83%, and individual days such as 24 August reaching over 90%. These results reflect the effectiveness of recent service adjustments and support our wider goals of making public transport a more reliable and attractive option for residents.



Free Bus Travel Weekend



Medway's Free Bus Travel Weekend promotion took place on 21–22 June 2025, and saw participation from all local bus operators, with services starting in Medway running free throughout both days. The initiative resulted in a 32.5% increase in overall bus usage compared to a standard weekend. The Saturday saw a more modest uplift of 19.2%, while Sunday experienced a significant rise of 66.4%, the highest Sunday figure recorded across all previous free travel weekends.

When compared to earlier initiatives, the June weekend performed slightly below the December 2024 weekends, which saw overall uplifts of 38.5% and 36.9% respectively. However, it outperformed the September 2024 weekend, which recorded a 23.3% increase.

The data continues to show that Sunday consistently delivers stronger results than Saturday, and seasonal timing, particularly in December, appears to influence uptake positively. The strong Sunday performance in June suggests that there remains considerable potential to grow weekend bus patronage through targeted promotions and well-timed campaigns.

The following table sets out how we have compared to our previous Free Bus Travel Weekends.

Weekend	Saturday uplift	Sunday uplift	Overall uplift
June 21/22 2025	19.2%	66.4%	32.5%
December 21/22 2024	29.0%	65.0%	38.5%
December 14/15 2024	31.8%	50.5%	36.9%
September 28/29 2024	20.8%	29.7%	23.3%
December 9/10 2023	28.3%	55.1%	35.3%

Summer promotion - Free Bus Travel for Children



As part of our Enhanced Bus Partnership with local operators, Medway Council ran a free summer bus travel promotion from 19 July to 31 August 2025, allowing up to three children (aged 18 and under) to travel free when accompanied by a fare-paying adult or concessionary pass holder. The offer was valid on all Medway bus services until 8pm daily.

Funded through the UK Government's Bus Service Improvement Plan (BSIP), the initiative aimed to support families in accessing local attractions and services affordably during the school holidays.

The scheme saw strong uptake, with 31,000 children travelling free over the summer. Total usage of accompanied tickets increased by 7% compared to last year's promotion.

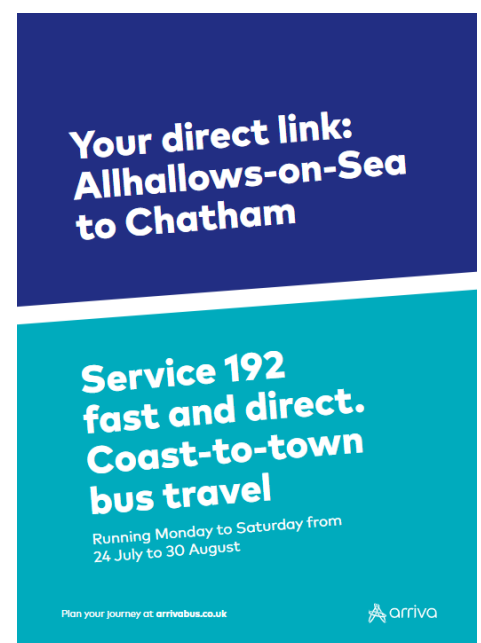
Summer 192 Bus Service – Allhallows to Chatham

The Council received notification from Arriva regarding a new commercial registration for a direct summer service (192) running from Allhallows Holiday Park, via Hoo and the Medway Tunnel, to Dockside Outlet Centre and Chatham.

The service commenced on 24 July and ran throughout the summer, until 30 August.

According to usage data provided by Arriva, the service averaged 88 passengers per day, equating to approximately 9 passengers per journey. This level of patronage was not sufficient for Arriva to consider the service commercially viable over a longer-term period in its current form.

Officers will be meeting with Arriva to explore options for future years. One possibility may be to revise the route to start from Strood Station, for example.



Chatham Waterfront Bus Station improvements



Works to improve the flow of the bus station on the Paddock side, including landscaping and changes to pedestrian crossings, are scheduled to begin in late September. During this period, some disruption is expected as buses will be temporarily relocated to alternative stops along Waterfront Way.

As part of ongoing enhancements:

- Four new CCTV cameras are being installed to improve safety and monitoring.
- Repainting of columns has recently been completed, refreshing the station's appearance.
- We are also planning a deep clean of the bus station, subject to budget availability as a result of cost increases.

Regarding the Real Time Information Screen upgrades, a proposal and quote has been received via Kyndi. While the scheme has been approved by the Department for Transport as part of our BSIP delivery plan, it is currently awaiting Cabinet approval. A confirmed implementation date is therefore to be agreed.

Other schemes

Upgraded bus stops with raised kerbs and clearways in Pattens Lane, are completed and engineers are starting to design improvements to stops in North Dane Way and High Halstow.

Other schemes in the pipeline include:

- Berengrave Lane / Childscroft Road, Rainham - bus stop boarder kerbs
- Goudhurst Road / Twydall Green - amendments to kerbs
- Heron Way, Chatham - raised kerbs and clearways
- Purser Way, Gillingham - road alignment to assist buses
- Weeds Wood bus stop upgrades
- Woodlands Road, Gillingham - Rail fencing around island near school.



Climate Change Action Plan refresh



On 26 August 2025, the Cabinet formally adopted the refreshed Climate Change Action Plan 2025-2028 - an important milestone in Medway's journey toward a more sustainable and resilient future. The public-facing version of the plan can be found [here](#), along with the detailed [action tables](#).

Among the five newly defined priority areas, Sustainable Travel and Transport stands out as a key enabler of both climate and health outcomes. Transport is one of the largest contributors to Medway's greenhouse gas emissions at 35%.

The plan outlines targeted actions to enhance public transport and promote active travel, supported by infrastructure improvements and engagement. Emphasis is placed on delivering the Bus Service Improvement Plan and the Local Cycling and Walking Infrastructure Plan (LCWIP), both of which are central to creating cleaner, safer, and more accessible travel options for all.

The Climate Response Team are currently working with the Digital Team to update the Council's climate change web pages. These updates will host the refreshed plan, quarterly progress reports and support for all our communities, ensuring transparency and aiding local climate action.

Information about free bus travel for children in Medway this Summer has been promoted on the Medway Climate Change social media channels. Looking ahead, officers from the Medway Active Travel Group have been invited to present to the Climate Oversight and Implementation Board (chaired by Adam Bryan, Director of Place) in October. This session will provide an opportunity to reflect on progress against the Climate Change Action Plan, share insights, and openly discuss areas where further support may be needed.

Public Rights of Way improvements

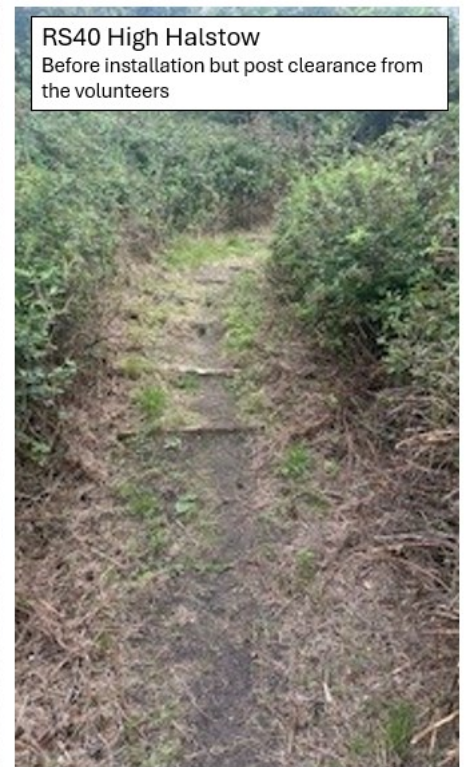
RS18 – Snodhurst Avenue

Supported by Local Transport Plan (LTP) funding, minor resurfacing works have been completed to address damaged sections of the path. A broken fence previously obstructed the handrail, making access difficult—especially given the steep gradient. Vegetation has been cleared, the fence removed, and the surface repaired to improve accessibility; see before and after pictures below.

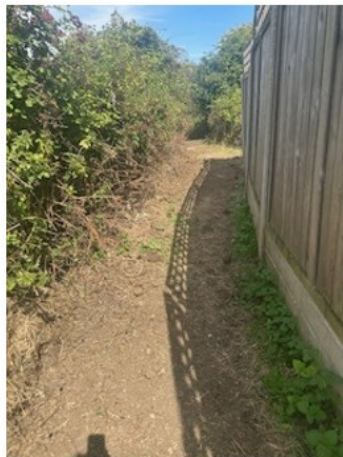


RS40 – High Halstow

Funded through the Rural England Prosperity Fund, this path has seen significant upgrades. The entrance has been reopened, over 30 new steps installed (with a handrail at the top), and drainage improvements made. Two small culverts were added to manage water flow, and stone surfacing was laid to stabilise the path; see before and after pictures below.



RS40 High Halstow
Before installation but post clearance from the volunteers



RS328 – Maritime Academy

This public right of way footpath has been partially segregated, with a new section running between Frindsbury Hill and Chalk Lane (the school's new access road), which is currently unsurfaced and has the potential to become muddy and unusable during wet weather. The objective is to create a wide, surfaced path that will serve as a secondary pedestrian access to the school and support future development in the area. This aligns with several active travel objectives and supports the school's travel plan.

Stakeholders including the Portfolio Holder, Ward Councillors, and residents have been informed of the proposed works. A TTRO application was recently approved, and coordination is underway with Volker to programme the physical delivery. Funding includes a £2,600 S106 contribution, with the majority of costs expected to be covered through the Local Transport Plan (LTP).



Whose Hoo

This 4-year initiative, funded by the National Lottery Heritage Fund, is currently in the survey phase for the *Walk the Peninsula* route. A package of capital works and promotional materials will follow.

Rural England Prosperity Fund (REPF)

With a spend deadline of March 2026, REPF aims to deliver green infrastructure improvements, support small rural businesses, and establish a community hub. Progress is underway at Deangate Community Park, where the hub is being developed.

National Trail / DEFRA

- A new bridge is being installed on the England Coast Path (ECP) in Allhallows.
- On the North Downs Way (NDW), improvements include new kissing gates, vehicle gates, horse stiles, and surface upgrades at Nashenden Lane.



Pipeline Works

- RS120 / RR2 – Proposed for the next LTP client group meeting.
- A minor works schedule is being compiled, focusing on small-scale improvements (under £5k), such as surface repairs, new PROW furniture, and signage installation.
- A tender exercise is being prepared for future maintenance of Public Rights of Way.

A228 Four Elms Hill – Scheme Successfully Inspected by Active Travel England

The A228 Four Elms Hill active travel scheme was successfully inspected by Active Travel England (ATE) earlier this year, who recognised the improvements as a positive step forward in enhancing walking and cycling infrastructure in Medway. Delivered by Medway Council under the ATF2 programme and funded through the Active Travel Fund, the scheme included the resurfacing and widening of the existing shared cycle/pedestrian footway and visibility improvements at Beacon Hill Lane.



ATE's inspection praised the scheme's contribution to improving accessibility and safety, particularly through thoughtful design interventions such as vegetation clearance, upgraded crossings, and repositioned lamp columns. The scheme was acknowledged as a valuable foundation for future active travel enhancements in the area, aligning with our LCWIP objectives.

Further works on the opposite side of Four Elms Hill were completed ahead of schedule back in February 2024, included the construction of a new section of footway with raised kerbs to prevent footway parking, narrowing of the layby entrance and exit with kerb buildouts, and the installation of double yellow lines to prohibit waiting.



Timber knee-rail fencing was added to discourage parking, and advanced signage installed to restrict layby access and deter HGVs. Improvements to adjacent footways and crossing points were also delivered.

Additionally, a new cycle counter has been installed to support monitoring of the recently completed ATF2 scheme. Together, these works demonstrate a strong and ongoing commitment to delivering safer, more accessible, and better-connected active travel routes across Medway.

School Crossing Patrol AGM



An annual School Crossing Patrol (SCP) team building event took place at Mid Kent College on 21 July, in recognition of the important work that our School Crossing Patrol officers carry out each day in crossing our children and families in line with the school journey. The event was supported by the Leader – Cllr Vince Maple and included a positive video message from the Portfolio Holder for Community Safety, Highways and Enforcement - Cllr Alex Paterson. The AGM was well-received, with presentations, group tasks and quizzes. A number of new starters have recently joined the SCP team, with other vacancies currently out to advert. Details about the SCP service can be found [here](#), including a group photo from the AGM below.



ABOVE: School Crossing Patrol AGM at Mid Kent College – July 2025, including Medway Council Leader - Cllr Vince Maple, Sustainable Transport Manager – James Sutton, Senior Road Safety Officer – Leanne Adams, Road Safety Officer – Denise Graves, and some of our School Crossing Patrol staff, who continue to play a vital role in supporting school communities across Medway.