

# Strategy and Policy Review

To support the Kent Rights of Way  
Improvement Plan

Produced for Kent County Council  
Final Report November 2017

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# Policy Review

## Legislative and Policy Context

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### Introduction

The importance of rights of way, the countryside, coast, and urban green space is recognised in many national and local strategies and is also afforded strong protection in law. An estimated 4000 individual statutes, regulations and judgements have a direct relevance to its protection, usage and development.

High quality, legally protected and well-promoted access for recreation, walking, cycling and horse riding is also essential in meeting many public policy objectives. Good management of rights of way and other public access supports tackling health inequality and disadvantage in our communities, providing low cost sustainable transport and generally improving the quality of life of Kent's residents.

### Delivering Kent's Priorities

Due to the wide reach of the work of the Countryside Access Service, the Rights of Way Improvement Plan (ROWIP) contributes to the delivery of many Kent policies and strategies. Some of these are Kent County Council policies and strategies; others are those of partner organisations.

# Policy Diagram



## Summary of Strategy Links

### Overview of Strategy Links - Main Strategies

Local Transport Plan 4	Active Travel Strategy	Growth Without Gridlock
Sets out transport needs to accommodate growth	Aims to increase 'active travel' to improve congestion and health and wellbeing	Sets out transport improvements required to accommodate growth and to provide transport capacity and resilience.
The ROWIP directly supports all the outcomes of LTP 4, including routes to school, traffic free routes and supporting active travel.	The ROWIP is an important delivery vehicle: working with partners, creating new and traffic-free routes and promoting recreational routes.	The ROWIP supports modal shift to active travel which will help reduce congestion and improve air quality.
Kent Environment Strategy	Vision for Kent	District Cycling Strategies
Sets out how economic growth and an enhanced and protected environment can go hand in hand.	Vision for Kent is the county's community strategy. It sets out three ambitions: to grow the economy, to tackle disadvantage and to put the citizen in control.	Cycling strategies produced in partnership with district authorities aim to increase cycling and improve infrastructure so that everyone can cycle more.
The ROWIP supports delivery in several areas: access to the countryside and coast, improving health, maximising funding and supporting green infrastructure needs.	The ROWIP particularly contributes through supporting the visitor economy, improving health and wellbeing and promoting volunteering.	The ROWIP will directly support delivery of new and improved cycling routes, through upgrading and improving rights of way and filling missing links in the network.
Green Infrastructure Strategies and Policies	Local Plans and Neighbourhood Plans	Joint Health and WellBeing Strategy
Green infrastructure is a planned network of green spaces, which can deliver a wide range of environmental and quality of life benefits.	Local Plans set out policies covering a range of spatial planning issues. The Localism Act 2011 also created a right for local communities to produce Neighbourhood Plans.	The Joint Health and WellBeing Strategy aims to tackle health inequality, gaps in provision and improve quality of life for people with a range of health issues.
Rights of way are particularly valuable green corridors, both for people and nature. The ROWIP will help deliver strategic-scale GI and access routes to greenspaces. The Service will raise recognition of the contribution that the rights of way network makes in the delivery of green infrastructure.	Rights of way have an important contribution to both Local and Neighbourhood plans, helping to support sustainable travel, recreation, health and wellbeing and green infrastructure needs to ensure that growth does not negatively affect the quality of life of residents.	The strategy and the Joint Strategic Needs Assessment Sustainability Chapter recognise the contribution of access to greenspace to health outcomes, including improved physical activity and mental health and lower childhood obesity. Active travel leads to reduced health-damaging air pollution.

Other Strategies to which the ROWIP directly contributes

<p><b>Kent Children and Young People's Framework 2016-2019</b> (Kent Children's Trust)</p>	<p><b>Visitor Economy Strategies and Tourism Destination Management Plans</b> (District Authorities)</p>	<p><b>Area of Outstanding Natural Beauty Management Plans</b> (AONB Units)</p>	<p><b>Kent Rural Delivery Framework</b> (Kent Rural Board 2007)</p>	<p><b>Increasing Opportunities Improving Outcomes 2015 – 2020</b> (Kent County Council)</p>
<p><b>Unlocking Kent's Potential</b> (Kent County Council 2009)</p>	<p><b>Unlocking Kent's Cultural Potential - A Cultural Strategy for Kent 2010 – 2015</b> (Kent Partnership)</p>	<p><b>Kent County Council Equality and Human Rights Policy and Objectives 2016-2020</b> (Kent County Council)</p>	<p><b>Growth and Infrastructure Framework 2017</b> (Kent County Council)</p>	<p><b>Kent Country Parks Strategy 2014-2017</b> (Kent County Council)</p>

## Shared Objectives

	Local Transport Plan 4	Active Travel Strategy	Growth Without Gridlock	Kent Environment Strategy	Vision for Kent	District Cycling Strategies	Green Infrastructure Strategies and Policies	Local Plans and Neighbourhood Plans	Joint Health and WellBeing Strategy
Support the economy of Kent	✓	✓	✓	✓	✓	✓	✓	✓	
Improve levels of physical activity	✓	✓	✓		✓	✓			✓
Tackle health inequalities	✓	✓			✓	✓			✓
Improve quality of life for Kent's residents	✓	✓	✓	✓	✓	✓	✓	✓	✓
Reduce congestion and improve travel speed and safety	✓	✓	✓			✓			
Reduce air pollution	✓	✓	✓	✓		✓			
Improve Kent's environment	✓	✓	✓	✓		✓	✓		
To empower local people and communities		✓		✓	✓	✓	✓	✓	✓

Summary of Strategy Links - Main Strategies and the Contribution of the ROWIP

This table is provided to be included in the Appendix of the ROWIP.

	Objectives	Examples of delivery through the ROWIP
Local Transport Plan 4: Delivering Growth Without Gridlock 2016-2031 (Kent County Council)	<p>The ROWIP directly supports all the outcomes of the LTP 4:</p> <p><b>Outcome 1: Economic growth and minimised congestion</b> – modal shift to cycling and walking, especially for short journeys, can help ease congestion and help keep towns moving at peak flow times.</p> <p><b>Outcome 2: Affordable and accessible door-to-door journeys</b> – walking and cycling are affordable travel alternatives.</p> <p><b>Outcome 3: Safer travel</b> – Rights of way can provide a motorised traffic-free network which improves safety.</p> <p><b>Outcome 4: Enhanced environment</b> – increased cycling and walking and reduced congestion improves air quality. Green corridors also actively ameliorate air pollution and provide connections for wildlife.</p> <p><b>Outcome 5: Better health and wellbeing</b> – active travel (walking and cycling for transport) directly improves health and wellbeing by incorporating physical activity into everyday routine as well as reduce the number of vehicles on the road and improve air quality. The LTP 4 also commits to making active travel an attractive and realistic choice for short journeys, supported by the Active Travel Strategy.</p>	<p>Routes to schools – prioritising traffic free routes walking and cycling routes, to improve health and wellbeing, reduce congestion and air pollution.</p> <p>Improving and upgrading rights of way to increase cycling, especially in urban areas to support modal shift for short journeys.</p> <p>Providing traffic free routes to help create safe cycling and walking networks.</p> <p>Further detail under Active Travel Strategy.</p>

	Objectives	Examples of delivery through the ROWIP
Active Travel Strategy 2016 - 2021 (Kent County Council)	<p>By integrating active travel into planning, providing and maintaining appropriate routes for walking and cycling and supporting people through training and building skills, KCC plans to establish Kent as a pioneering county for active travel.</p> <p>The ROWIP makes a direct contribution to the three action areas:</p> <p><b>1 - Integrate active travel into planning</b></p> <p><b>2 - Provide and maintain appropriate routes for active travel</b></p> <p><b>3 - Support active travel in the community</b></p>	<p>Integrate active travel into planning support district councils and to influence partner authorities.</p> <p>Work with developers to ensure active travel routes are incorporated, link to networks and hubs and that routes and greenspaces are attractive.</p> <p>Maintain the public rights of way network to support safe and easy travel.</p> <p>Work in partnership to provide new and upgraded routes in areas of evidenced need and to improve safety.</p> <p>Develop and promote recreational routes to introduce people to active travel.</p>
Growth Without Gridlock 2010 (Kent County Council)	<p>This strategy sets out the transport improvements required if Kent is to accommodate planned growth and is to have sufficient capacity and resilience to provide for efficient and reliable journeys. It states that the county's highway network is already overloaded at critical points and that transport has a key role to play in enabling a transformation of the fortunes of communities in the county.</p> <p>Improving the cycling and walking networks in the areas of greatest growth and all major urban settlements is a theme throughout the document and is contained within the ten significant priority actions of the plan.</p>	<p>The ROWIP will support modal shift to active travel, especially for short journeys, which will help reduce congestion and improve air quality. Further detail is shown under the Active Travel Strategy.</p>

	Objectives	Examples of delivery through the ROWIP
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Kent Environment Strategy 2016 (Kent County Council)</p>	<p>The ROWIP can support the delivery of several of the key issues identified in the Kent Environment Strategy:</p> <p><b>Air quality</b> – poor air quality increases mortality and morbidity. Kent has high congestion, freight traffic and easterly winds bringing pollution from London.</p> <p><b>Transport</b> – Increased congestion has economic and health impacts. Shifting to active travel can help to alleviate these pressures.</p> <p><b>Severe weather, heat and flooding</b> – severe weather events and flooding have a severe impact on communities and incur economic costs. Increased heat, especially in urban areas, leads directly to increased mortality.</p> <p><b>Land-use change</b> – Kent needs to accommodate significant housing and economic growth in the period to 2031.</p> <p><b>Biodiversity</b> – Kent’s 2010 biodiversity targets were not met and there has been a gradual loss of habitat.</p> <p><b>Energy consumption and generation</b> – transport is a contributor to greenhouse gases, so increases in active travel will support reductions in emissions.</p>	<p>The ROWIP primarily supports priority 7 – ‘Support sustainable access and connectivity for businesses and communities’ and, in particular, the sub-priorities:</p> <p>7.1 - Develop an integrated approach to sustainable access to our countryside, heritage and coast, supporting Kent’s economy and improving health outcomes through outdoor sport and leisure opportunities and</p> <p>7.2 - Support our residents, businesses and communities in being well connected to services, with sustainable and active travel options</p> <p>It also directly contributes to:</p> <p>3.2 - Maximising funding opportunities, and</p> <p>8.2 - Mitigate the impacts and address the ambitions identified through the Growth and Infrastructure Framework and local plans, such as sustainable and alternative transport options, green infrastructure, energy, water and flooding.</p> <p>The ROWIP also underpins delivery of many other priorities, through promoting active travel and green routes, which can improve air quality, health, provide urban shading and wildlife corridors and reduce greenhouse gas emissions.</p>

	Objectives	Examples of delivery through the ROWIP
Vision for Kent 2012 – 2022 (Kent Partnership, 2011)	<p>Vision for Kent is the county’s community strategy. It contains three county-wide ambitions:</p> <p><b>To grow the economy</b> - ‘for Kent to be open for business with a growing, successful economy and jobs for all.’</p> <p><b>To tackle disadvantage</b> – ‘for Kent to be a county of opportunity, where aspiration rather than dependency is supported and quality of life is high for everyone’.</p> <p><b>To put the citizen in control</b> – ‘for power and influence to be in the hands of local people so they are able to take responsibility for themselves, their families, and their communities’.</p> <p>The ROWIP makes direct contributions in each of these areas.</p>	<p>Supporting the rural visitor economy, making the most of Kent’s natural assets and supporting Kent’s Small and Medium Sized Enterprises are all important ROWIP priorities.</p> <p>Vision for Kent’s priorities to tackle disadvantage include improving health and mental health through physical activities, including walking and cycling. Better and more accessible walking and cycling infrastructure is a priority to help regenerate deprived areas and tackle disadvantage.</p> <p>Promoting volunteering and empowering citizens is central to the Vision for Kent. The Countryside Access Service has a long-standing team of volunteer wardens and will continue to support communities to create better places to live through engaging with Neighbourhood Planning and the Countryside Access Forum.</p>
District Cycling Strategies	<p>Cycling strategies have been produced in partnership with many of Kent’s local authorities. These aim to increase cycling and improve infrastructure so that everyone can cycle more, for travel, for work and for pleasure.</p>	<p>The ROWIP will directly support the delivery of new and improved cycling routes, through upgrading and improving rights of way, filling missing links in the network, especially in urban areas.</p>
Green Infrastructure Strategies and Policies	<p>Green infrastructure is a planned network of green spaces. All local planning authorities must set out their approach to creating a strategic network. This should be designed and managed to deliver a wide range of environmental and quality of life benefits for local communities, including biodiversity, recreation and health and wellbeing. Green infrastructure includes, amongst other types of greenspace, parks, open spaces, playing fields, woodlands and allotments as well as rights of way, commons and open access land. Rights of way have a particularly valuable role as green corridors, both for people and nature.</p>	<p>The ROWIP will help deliver strategic-scale GI, e.g. new linking routes and green corridors, which bring benefits to nature as well as people.</p> <p>The Service will raise recognition of the contribution that the rights of way network makes in the delivery of green infrastructure.</p> <p>The rights of way network is also important in providing access routes to greenspaces.</p>

	Objectives	Examples of delivery through the ROWIP
Local Plans and Neighbourhood Plans	Local Plans set out a range of policies on a range of spatial planning issues, including housing, community infrastructure and a range of other land use matter. The Localism Act 2011 also created a right for local communities to produce Neighbourhood Plans to help shape development in their local area. Rights of way have an important contribution to both Local and Neighbourhood plans, helping to support sustainable travel, recreation, health and wellbeing and green infrastructure needs to ensure that growth does not negatively affect the quality of life of residents.	<p>The ROWIP will make sure there is no net loss of rights of way due to development and will make sure that high quality routes are provided for new and existing communities.</p> <p>The ROWIP will seek an increase in sustainable travel routes and create better networks of routes.</p>
Joint Health and WellBeing Strategy: Outcomes for Kent 2014-2017 (KCC on behalf of the Kent Health and Wellbeing Board)	<p>The five outcomes of the strategy will be delivered through four priorities:</p> <p><b>Outcomes</b></p> <ol style="list-style-type: none"> <li>1. Every child has the best start in life;</li> <li>2. Effective prevention of ill health by people taking greater responsibility for their health and wellbeing;</li> <li>3. The quality of life for people with long term conditions is enhanced and they have access to good quality care and support;</li> <li>4. People with mental health issues are supported to 'live well';</li> <li>5. People with dementia are assessed and treated earlier, and are supported to live well.</li> </ol> <p><b>Priorities</b></p> <ol style="list-style-type: none"> <li>1. Tackle key health issues where Kent is performing worse than the England average;</li> <li>2. Tackle health inequalities;</li> <li>3. Tackle the gaps in provision;</li> <li>4. Transform services to improve outcomes, patient experience and value for money.</li> </ol>	<p>The strategy acknowledges that robust delivery needs to consider the wider factors affecting short and long term physical and mental health, including access to green space, climate change resilience and air quality. It recognises that the coastline, green spaces and wider countryside provide opportunities for improving physical activity and helping people feel connected with the environment and that these should be viewed as powerful assets to improve health outcomes. The ROWIP directly supports implementation of this approach.</p> <p>In particular it supports physical activity and 'green exercise' which has demonstrated physical and mental health benefits.</p> <p>Childhood obesity is higher in more deprived areas. Access to the countryside, use of greenspaces and active travel can help children tackle obesity and to embed the exercise habitat for life. School travel plans and new traffic-free links to schools support this.</p>

	Objectives	Examples of delivery through the ROWIP
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Joint Strategic Needs Assessment - Sustainability Chapter 2013-14 (Kent Public Health Observatory)</p>	<p>Kent’s Joint Strategic Needs Assessment (JSNA) acknowledges the clear interdependency between public health, social care and sustainability, stating that Health and Wellbeing Boards are required to consider wider social, environmental and economic factors that impact on health and wellbeing – such as access to green space, the impact of climate change, air quality, housing, community safety, transport, economic circumstances and employment. The sustainability chapter of the JSNA sets out key focus areas:</p> <ul style="list-style-type: none"> <li>• <b>Planning;</b></li> <li>• Housing and fuel poverty;</li> <li>• <b>Transport;</b></li> <li>• <b>Natural and Historic Environment;</b></li> <li>• Climate resilience;</li> <li>• <b>Air Quality;</b></li> <li>• Workplace and supply chain.</li> </ul> <p>The ROWIP can make particular contributions to those areas shown in bold.</p>	<p>Ensuring that green infrastructure, greenspaces and access routes are properly considered in areas of growth, in regeneration plans and in areas of health inequality.</p> <p>Promoting and providing the infrastructure for active travel; improving health and wellbeing and reducing air pollution.</p> <p>Increasing access to nature supports increased physical and mental wellbeing. Green spaces can provide social benefits and help reduce air pollution. However, availability and quality are not evenly distributed, with those in deprived urban areas having access to up to five times fewer public parks or green space.<sup>1</sup></p>

<sup>1</sup> Effect of increasing active travel in urban England and Wales on costs to national health service, Jarrett et al., 2012 The Lancet, 379(9832) 2198-2205

Other Strategies the ROWIP helps to Deliver

Strategy	Shared objectives and links with the ROWIP
<p><b>Kent Children and Young People's Framework 2016-2019</b> (Kent Children's Trust)</p>	<p>The Children and Young People's Framework sets out four outcomes, that children should:</p> <ul style="list-style-type: none"> <li>• Grow up in safe families and communities;</li> <li>• Have good physical, mental and emotional health;</li> <li>• Learn and have opportunities to achieve throughout their lives;</li> <li>• Make safe and positive decisions.</li> </ul> <p>Work through the ROWIP can support aims to reduce obesity and mental health problems in children. Actions such as school transport plans and new traffic-free routes to school support the uptake of active travel. Access to the countryside and promotional products such as geocache trails make recreational activities in the countryside more appealing to children.</p>
<p><b>Kent Downs Area of Outstanding Natural Beauty Management Plan 2014 - 2019</b></p>	<p>Theme 12 of the Kent Downs AONB Management Plan set out the AONB's vision that <i>"In 2034... the Kent Downs AONB is a place of natural beauty with opportunity and access for all people; they feel welcome to participate in quiet recreation for health, relaxation, enjoyment and for cultural and artistic expression. Improved management ensures that the Public Rights of Way and much of the highway network is safe, quiet and convenient for walkers, cyclists and horse riders and public transport is an attractive option to reach and enjoy the landscape. Maintenance of the Public Rights of Way and highway network is sympathetic to biodiversity and landscape character."</i> The ROWIP also contributes to 'Quality of Life Components', particularly in the advancement of sustainable tourism.</p>
<p><b>High Weald Area of Outstanding Natural Beauty Management Plan 2014 - 2019</b></p>	<p>The High Weald AONB covers most of Tunbridge Wells Borough and parts of Ashford and Sevenoaks districts. Included in the 20 year vision for the AONB is a landscape which:</p> <ul style="list-style-type: none"> <li>• Encourages active participation by people, their communities and businesses, in conserving the area and managing change;</li> <li>• Provides a warm welcome and high quality experience for residents and visitors seeking inspiration and enjoyment of its landscape and rich, well understood and celebrated cultural heritage.</li> </ul> <p>The ROWIP particularly contributes to Objective UE4: To develop and manage services that support informal open-air recreation to facilitate 'green' use by all residents and visitors.</p>

Strategy	Shared objectives and links with the ROWIP
<p><b>Kent Rural Delivery Framework</b> (Kent Rural Board, 2007)</p>	<p>The first dedicated multi-agency action plan for Kent's rural areas seeks, through partnership working, to address the issues affecting rural businesses, communities and environment. The Framework recognises the importance of public rights of way in several areas:</p> <ul style="list-style-type: none"> <li>• Supporting tourism through themed /guided walks and walking, cycling and equestrian tourism products;</li> <li>• Maximising opportunities for exercise and to develop health and safe communities;</li> <li>• Improving accessibility, connectivity and information about Kent's public rights of way network.</li> </ul>
<p><b>Increasing Opportunities Improving Outcomes 2015 – 2020</b> (Kent County Council)</p>	<p>Increasing Opportunities Improving Outcomes is KCC's strategic statement, setting out the vision and priorities of the council. The vision of the document is 'Our focus is on improving lives by ensuring every pound spent in Kent is delivering better outcomes for Kent's residents, communities and businesses.'</p> <p>This vision will be achieved through three outcomes:</p> <ul style="list-style-type: none"> <li>• Children and young people in Kent get the best start in life</li> <li>• Kent communities feel the benefits of economic growth by being in-work, healthy and enjoying a good quality of life;</li> <li>• Older and vulnerable residents are safe and supported with choices to live independently.</li> </ul> <p>The ROWIP directly support several of the sub-outcomes of the strategic statement:</p> <ul style="list-style-type: none"> <li>• Kent's communities are resilient and provide strong and safe environments to successfully raise children and young people;</li> <li>• Children and young people have better physical and mental health;</li> <li>• Physical and mental health is improved by supporting people to take more responsibility for their own health and wellbeing;</li> <li>• Kent residents enjoy a good quality of life, and more people benefit from greater social, cultural and sporting opportunities;</li> <li>• Kent's physical and natural environment is protected, enhanced and enjoyed by residents and visitors.</li> </ul>

Strategy	Shared objectives and links with the ROWIP
<p><b>Unlocking Kent's Potential</b> (Kent County Council 2009)</p>	<p>Unlocking Kent's Potential is KCC's Regeneration Framework.</p> <p>The ROWIP directly delivers against priority 4, '<i>Building homes and communities, not estates</i>', through providing essential elements to improve quality of life, including access to greenspace and recreation. The ROWIP also plans for Kent's changing population, thereby addressing priority 3, '<i>Embracing a growing and changing population</i>'. It also delivers against priority 5, '<i>Delivering growth without transport gridlock</i>', through providing walking and cycling routes.</p> <p>The ROWIP also supports two cross-cutting themes: '<i>Meeting the climate challenge</i>' through supporting sustainable travel modes, and '<i>Recognising Kent's diversity</i>', through providing services to all members of Kent's population.</p>
<p><b>Growth and Infrastructure Framework 2017</b> (Kent County Council)</p>	<p>The Growth and Infrastructure Framework seeks to identify the infrastructure needs, including for recreation and access to greenspace, of Kent's increasing population. Rights of way have an important role in providing green access routes, particularly as part of urban green networks and to link town and countryside.</p>
<p><b>Kent Country Parks Strategy 2014-2017</b> (Kent County Council)</p>	<p>The rights of way network provides access to all of Kent's Country Parks. Maintenance and rights of way improvements particularly help to support Country Park's Strategic Aim to provide country parks for access and enjoyment and protect their landscape, heritage and wildlife.</p>
<p><b>Kent County Council Equality and Human Rights Policy and Objectives 2016-2020</b> (Kent County Council)</p>	<p>KCC recognises the diverse needs of Kent's communities and is committed to promoting equality of opportunity in service delivery. KCC promises to treat people with dignity and respect, help people to be safe and socially included, support and enable people to make informed choices and challenge discrimination and encourage respect, understanding and dignity for everyone living, working and visiting Kent.</p> <p>The rights of way network and accessible greenspaces are available, free of charge, for everybody. The Countryside Access Service will continue to strive to make access to the countryside as inclusive as possible and will seek ways to further break down the barriers which stop people gaining the full benefit from this resource. The ROWIP sets out how this will be done, in particular setting out actions for disabled people and minority groups.</p>

Strategy	Shared objectives and links with the ROWIP
<p><b>Unlocking Kent's Cultural Potential - A Cultural Strategy for Kent 2010 – 2015</b> (Kent Partnership)</p>	<p>The Cultural Strategy for Kent 2010-2015 promotes a shared understanding of how the county's cultural offer can enhance the lives of Kent's residents and how it can be used to strengthen the individual, collective and economic wellbeing of the county.</p> <p>The strategy has three 'Intentions'. Intention 2 states 'We will protect Kent's existing strengths by being passionate and responsible stewards of Kent's built and natural environment'.</p> <p>The Countryside Access Improvement Plan will support the emphasis of the Cultural Strategy to encourage people to enjoy their built and natural environment and encourage wider use of the countryside.</p> <p>The Countryside Access Improvement Plan will support the emphasis of the Cultural Strategy to encourage people to enjoy their built and natural environment and encourage wider use of the countryside.</p>
<p><b>Tourism Destination Management Plans</b></p>	<p>Several district authorities have produced Destination Management Plans to support the visitor economy. Several of them highlight that Kent's countryside is an attractor and the importance of encouraging those visiting to walk, cycle and take part in other recreational activities. The ROWIP will support this through maintaining and promoting routes, alongside seeking to upgrade and open new destination routes in priority areas.</p>

# Literature Review of Needs and Benefits

## Introduction

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Section 60 of the Countryside and Rights of Way Act creates the need for every local highway authority to produce a rights of way improvement plan. The plan must contain the authority's assessment of:

- The extent to which local rights of way meet the present and likely future needs of the public;
- The opportunities provided by local rights of way for exercise and other recreation and enjoyment;
- Accessibility of rights of way to blind, partially sighted and others with mobility problems.<sup>2</sup>

A wide range of functions and public benefits which are provided by rights of way are potentially encompassed by the above points. The present and future needs of the public not only include the use of the rights of way as a leisure resource, but also a range of wider public needs, including supporting better health, supporting the local economy and providing routes for more sustainable and less polluting transport.

Whilst there is clear need for highway authorities to meet their statutory duties, focus only on these will not adequately deliver the needs of the public, either now or in the future. The assessment provided by the revision of the Kent ROWIP provides an opportunity to take a more integrated view of the value of the rights of way network to fulfilling the needs of the communities of Kent.

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<sup>2</sup> Section 60, para 2 (a)-(d).

## Fulfilling Public Needs

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Evidence around the benefits provided by access to the countryside has increased in recent years. Rights of way are a very important component of the overall access resource, providing important social and economic benefits for people and communities. The Countryside Access Service is also responsible for ensuring access to areas of common land and land accessible through the Countryside and Rights of Way Act 2000.

Increasingly, methods are being developed to evaluate the benefits achieved in these areas in economic terms. However, some benefits provided by rights of way, such as enjoying a view or finding solitude, are more difficult to attach a monetary value to. Nonetheless, these are important needs which the rights of way network provides for. In the ROWIP, these are summarised under the following broad categories:

- Health and wellbeing
- Supporting economic growth
- Visitor economy and leisure
- Active travel

The need of supporting sustainable development and improving the environment is an overarching theme, to which all of the above categories contribute. Many of the needs and benefits are inter-related: for example increasing active travel also has environmental and health benefits such as reducing air pollution and increasing levels of physical activity, which in turn have economic benefits through, for example, increased productivity.

There is also strong evidence that the public value the resource, as borne out in the consultation carried out for this ROWIP.

Open spaces and trails showed strong evidence of positive effect across all the areas considered – physical health, mental health, social benefits, environmental sustainability and safety/injury prevention. There was strong evidence of the positive effect of pedestrian and cycle facilities for safety and injury prevention and economic benefits, and moderate evidence of positive benefits to mental health, social benefits and environmental sustainability.<sup>3</sup>

In Bedfordshire, respondents showed a strong preference and a clear willingness to pay the current cost of provision of rights of way (at that time £6/household/year). There was willingness to pay more for public rights of way if this resulted in 'significant' improvements in the services provided, including improvements in physical condition, signage and facilities.<sup>4</sup>

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<sup>3</sup> (Sallis, et al., 2015)

<sup>4</sup> (Angus, Brawn, Morris, Parsons, & Stacey, 2006)

## Prioritising Needs

After statutory duties have been met, further decisions need to be made around how resources will be allocated. This not only includes decisions on capital expenditure, but also on where to invest staff resources to develop projects and funding bids. Assessment of how well a project meets a range of needs is already carried out. However, budgetary and staff resources are under increasing pressure and there is now a greater need to ensure that each project provides the greatest benefit to cost ratio and aligns most closely with Kent's needs, as identified in a range of strategies and policies. Through developing this revision of the ROWIP an evidence base has been developed to support this prioritisation.

Evaluation of effectiveness is also crucial in ensuring that the service is fulfilling identified needs, both overall and on a project by project basis. Therefore, the outcomes and outputs of the ROWIP need to be evaluated.

Evaluation will use a range of key indicators appropriate to project, e.g.:

- Economic indicators – multipliers based on direct spend, indirect spend, induced spending derived from existing research or a locally derived indicator;
- Numbers of users and of particular types of user;
- 'Willingness to pay' by service can be used to put a monetary value on the benefit that group of users perceives to arise from the project/improvement of right of way;
- Social indicators – harder to measure improvements in health, congestion etc. and difficult to attribute to the project/improvement in a cause-and-effect chain, but can ask users about quality of life improvements;
- Interviewing users, profiling users, assessing behaviour change.<sup>5</sup>

Surveys of over 40 local authorities showed that although public rights of way are justified in principle in terms of social and economic benefits, there is little formal evaluation of whether these benefits are actually achieved.<sup>6</sup>

## Kent's Economic Needs

Over the last 5 years Kent has fallen in national ranking compared to other authorities in seven indicators: unemployment, resident and workplace earnings, employment rate, 5 year change in employees, net change in business stock and 3 year business survival rates. Productivity, measured in Gross Value Added (GVA), is below both the national and South East level.<sup>7</sup> The east-west divide is also clear in economic performance, with GVA lowest for

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<sup>5</sup> Some ideas in (Davies & Weston, 2014)

<sup>6</sup> (Angus, Brawn, Morris, Parsons, & Stacey, 2006)

<sup>7</sup> (Kent County Council, April 2017, Gross Value Added Bulletin)

the east Kent local authorities. Thanet has the lowest GVA in Kent, with Dover third lowest<sup>8</sup>; Dartford, Tunbridge Wells and Tonbridge and Malling are the top three.

Robust infrastructure can enable development; conversely, a lack of infrastructure can fundamentally limit development. The ROWIP directly contributes to three areas identified in Kent's Growth and Infrastructure Framework as critical infrastructure to support growth in the period to 2031; transport, green infrastructure and open spaces. Transport capacity issues will arise, however commuting in the county will predominantly take place intra-district,<sup>9</sup> which also presents opportunities for increasing local, short-distance active travel commuting to reduce congestion and air pollution. The ROWIP can also contribute to green infrastructure and planning, supporting the development of strategic access routes as well as more local connections.

The ROWIP also support aims of the South East Local Enterprise Partnership Rural Strategy to support the development of sustainable rural tourism and to safeguard our natural assets, heritage and quality of life.

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<sup>8</sup> Gravesham is second lowest.

<sup>9</sup> (Kent County Council, 2015, Growth and Infrastructure Framework)



## Health and Wellbeing

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Poor health, as well as being detrimental to the individuals themselves, incurs a cost to society. Not only is this through the direct costs of health care provision, it also results in reduced economic outputs due to, for example, lower employee productivity, higher absence rates and early mortality.

Being physically active is strongly linked to better health and wellbeing. There is an established causal link between physical activity and at least 20 different chronic health conditions, including coronary heart disease, stroke, cancer, type 2 diabetes and mental health problems.<sup>10</sup> The natural environment supports increased physical activity, with level of activity influenced by:

- Distance to a green space;
- Ease of access;
- Size of the green space in terms of levels of population use;
- Connectivity to residential and commercial areas;
- Attractiveness, including biodiverse habitats and absence of graffiti and litter;
- Range of amenity - the wider the range of facilities the more likely the space is to be used by different kinds of people.<sup>11</sup>

Healthy lifestyles result in a range of benefits for human health and the environment. Air pollution caused by road traffic has a detrimental effect on health, increasing both mortality and morbidity. Increased walking and cycling for journeys (termed 'active travel'), reduces local levels of air pollution and helps to improve health. Walking in particular has been described as "*the nearest activity to perfect exercise*", being the easiest, most accessible, cost effective, and enjoyable way for most people to increase their physical activity.<sup>12</sup>

The Marmot Review<sup>13</sup> highlighted that the fair distribution of health, wellbeing and sustainability are important social goals and that health and wellbeing is influenced by a wide range of factors. These include community resilience, the built environment and the local economy as well as the wider environment. Sustainable places and communities are one of the Marmot Review's policy objectives, recognising the importance of good quality open and greenspace in tackling health inequality. However, availability and quality of access to greenspace is not evenly distributed, with those in deprived urban areas often having less

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<sup>10</sup> (Department of Health/Chief Medical Officers, 2011)

<sup>11</sup> (Grant, Bird, & Marno, 2012)

<sup>12</sup> (Heron & Bradshaw, 2010)

<sup>13</sup> Fair Society, Healthy Lives (The Marmot Review) (2010)

access to health-improving greenspace; perhaps five times fewer public parks or green space.<sup>14</sup> Health and wellbeing has historically been poorly integrated with spatial planning, an issue recognised in Kent's Joint Strategic Needs Assessment (Sustainability Chapter) leading to the creation of places which do not support people in improving their health through regular activity through walking or cycling or which contribute to poor health through high levels of road pollution, for example.<sup>15</sup>

Access to and physical activity in the natural environment also has a greater impact on improved mental health than physical activity alone.<sup>16</sup> Improvements in self-esteem,<sup>17</sup> positive and negative mood, anxiety levels and feelings of calmness and comfort, with exercise in all types of green environment showing these benefits.<sup>18</sup> Viewing nature can also help recovery from an acute stressor.<sup>19</sup> Often the activity takes place with family, friends or in a group, increasing the mental health benefits gained through social interaction.

Active children also do better. Physical activity is essential for healthy growth and development, it increases cognitive outcomes and school attainment and improves social interaction and confidence.<sup>20</sup>

The UK All Party Commission on Physical Activity recommends measures to design physical activity back into our everyday lives, stressing the importance of active travel as regular daily transport and planning developments and infrastructure to be 'health-checked' to ensure prioritisation of walking, cycling and physical exercise.

The rights of way network can have a significant role in delivering this and improving health and wellbeing and can contribute to redressing some the spatial planning deficiencies, for example through:

- Providing access resources in areas of high health inequality – particularly important where other green space provision is lacking;
- Increasing sustainable and 'active travel' through providing safe walking and cycling routes for short journeys and, through this, improving health and reducing pollution;

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<sup>14</sup> (Jarrett, et al., 2012 )

<sup>15</sup> (Barton H. , 2009), (Building Health Foundation, 2009)

<sup>16</sup> (Pretty J. e., 2005), (Thompson Coon, et al., 2011)

<sup>17</sup> (Barton, Hine, & Pretty, 2009)

<sup>18</sup> (Rogerson, Brown, Sandercock, Wooller, & Barton, 2016), (Barton & Pretty, What is the best dose of nature and green exercise for improving mental health? A multi-study analysis, 2010)

<sup>19</sup> (Brown, Barton, & Gladwell, 2013)

<sup>20</sup> (All-Party Parliamentary Commission on Physical Activity, 2014)

- Enabling access beyond the urban areas (where there are generally the highest levels of health deprivation) to natural habitats and attractive landscapes, providing connectivity to nature and cultural landscapes;
- Providing a basic resource for community-based activities, such as walking for health and local walking groups, thereby not only improving health, but also fostering social cohesion;
- Providing free-at-the-point-of-use resource facilities for exercise, thereby removing barriers for economically disadvantaged communities.

The findings from the 'Walk this Way' project highlighted the importance of walking in particular in promoting exercise in inactive people and also recognising the important of information provision, signage and good quality paths especially in areas of need.<sup>21</sup> In areas of deprivation, where access to greenspace may be limited, increasing walking can be a particularly effective and low-cost way of increasing physical activity.

### **Kent's Health and Wellbeing - Priorities and Needs**

Improving health disadvantage is an important priority for Kent. Vision for Kent's prioritises tackling physical and mental health disadvantage include through physical activities, including walking and cycling and better and more accessible walking and cycling infrastructure, especially to help regenerate deprived areas.

Kent's Joint Health and WellBeing Strategy Priorities are to tackle key health issues where Kent is performing worse than the England average; tackle health inequalities and gaps in provision and to transform services to improve outcomes, patient experience and value for money.

Kent overall is performing worse than the England average for two public health indicators which the ROWIP can contribute to improving; excess weight in adults and those killed and seriously injured on roads.<sup>22</sup> However, the Kent average hides local disparities, all but two of the districts are performing worse than the national average for at least one of these indicators (see next page). There is also local variation within districts, with pockets of much poorer health with localised areas.

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<sup>21</sup> (Heron & Bradshaw, 2010)

<sup>22</sup> (Public Health England, Kent Profile, 4th July 2017)

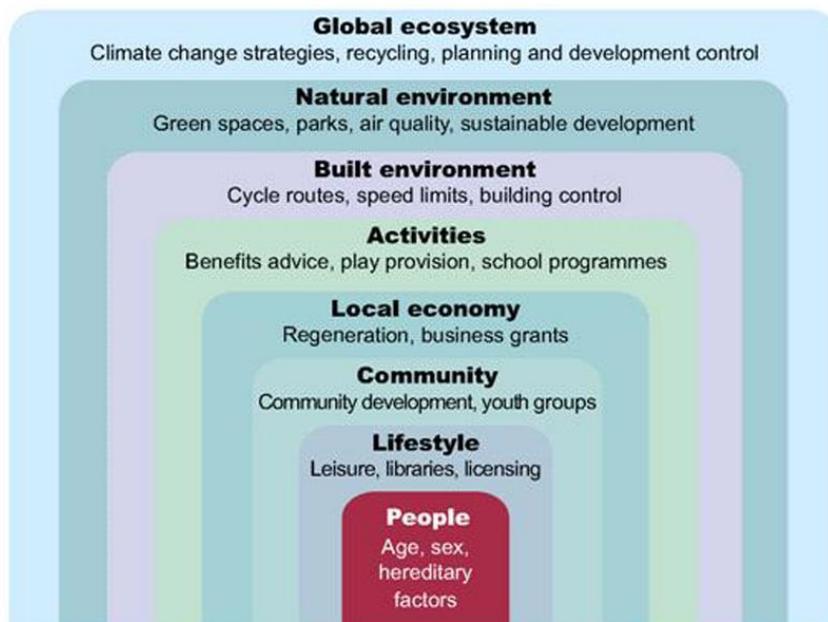
Table 1: Health indicators below England average<sup>23</sup>

Health Indicator	Obese Children (Year 6)	Percentage of Physically Active Adults	Excess Weight in Adults	Recorded Diabetes	Life expectancy at birth	Killed and seriously injured on roads	Under 75 mortality rate - cardiovascular
Kent							
Ashford							
Canterbury							
Dartford							
Dover							
Gravesham							
Maidstone							
Sevenoaks							
Shepway							
Swale							
Thanet							
Tonbridge and Malling							
Tunbridge Wells							
	= Significantly worse than England average				Worse than England average but not significantly		

<sup>23</sup> (Public Health England, 4th July 2017)

The second Kent JSNA deals with tackling health inequalities. These are differences between people due to social, geographical, biological or other factors. Some differences, such as ethnicity, may be fixed. Others are caused by social or geographical factors and can be avoided or mitigated. NICE outlines local government services which can bring about improvements. The ROWIP can directly influence several of these areas.

Social determinant of health and local government activities which can bring about improvements<sup>24</sup>



In 2015, Public Health England published analysis of Kent's performance on health inequalities against Marmot Review<sup>25</sup> objectives. Overall, Kent scored significantly worse than the England average for 'Utilisation of outdoor space for exercise/health reasons'.<sup>26</sup> There is also great inequality between different areas of Kent. The Indices of Multiple Deprivation combine data drawn from seven domains<sup>27</sup> producing an overall deprivation score for geographic areas. The Kent JSNA recommends focusing efforts on these areas as this will have greatest impact on reducing health inequalities. The most deprived 10% of areas in Kent is shown below.

<sup>24</sup> <https://www.nice.org.uk/advice/lgb4/chapter/introduction>

<sup>25</sup> Fair Society, Healthy Lives (The Marmot Review) (2010)

<sup>26</sup> 2013/14 figures. (Kent Public Health Observatory, August 2016)

<sup>27</sup> Income, employment, education, skills, health, crime, housing and the environment,

Table 2: The 10% most deprived Lower Super Output Areas in Kent<sup>28</sup>

The 10% most deprived Lower Super Output Areas in Kent: (Rank 1 to 45 out of 90)

Source: Indices of Deprivation 2015, Communities and Local Government A rank of 1 is the most deprived

Table presented by Strategic Business Development & Intelligence, Kent county Council

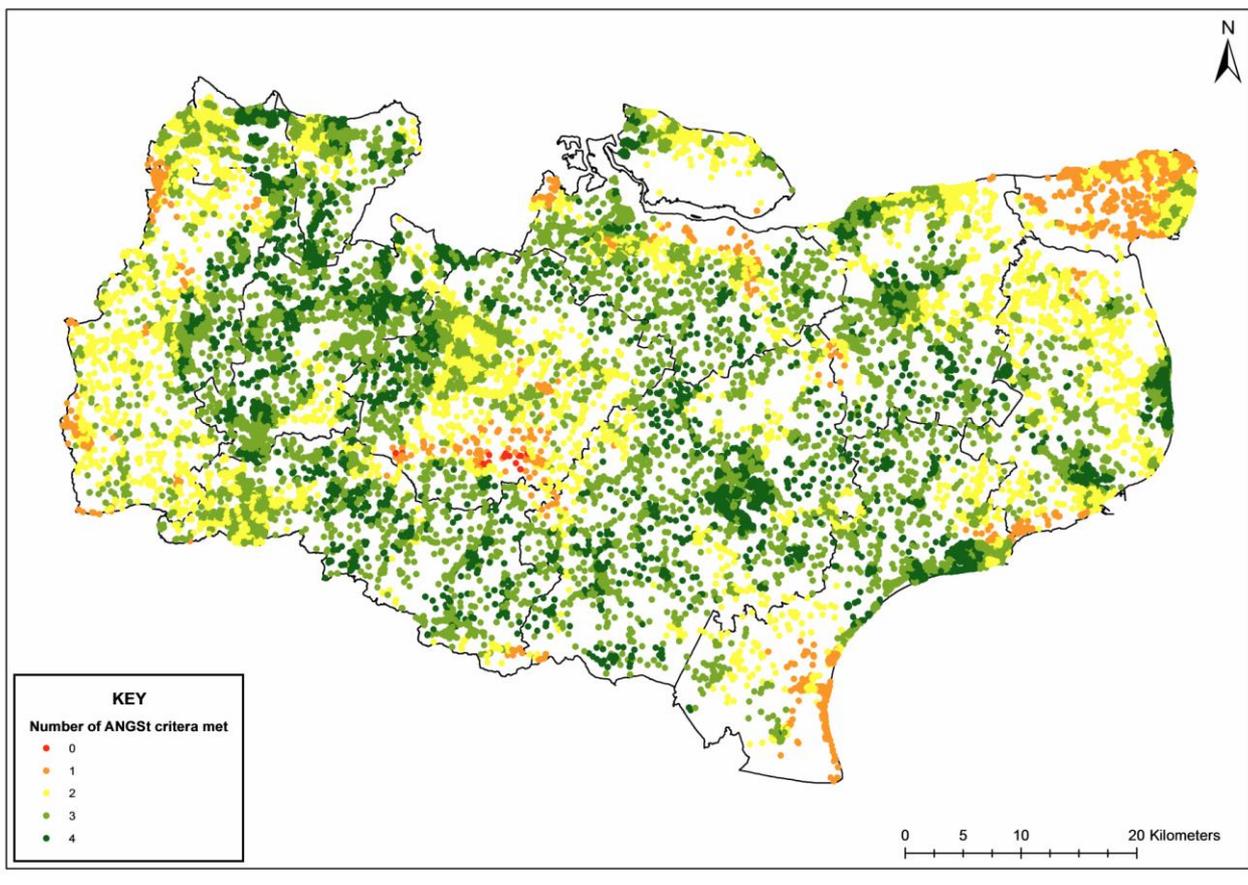
2011 LSOA Name	2011 Ward Name	National rank		South East rank		Kent Rank	
		position out of 32,844 LSOAs	Within top 10% most deprived	position out of 5,382 LSOAs	Within top 10% most deprived	Position out of 902 LSOAs	Within top 10% most deprived
Thanet 001A	Cliftonville West	4	Yes	1	Yes	1	Yes
Thanet 001E	Margate Central	21	Yes	2	Yes	2	Yes
Thanet 003A	Margate Central	35	Yes	3	Yes	3	Yes
Swale 001A	Sheerness East	46	Yes	4	Yes	4	Yes
Thanet 001D	Cliftonville West	117	Yes	7	Yes	5	Yes
Thanet 001B	Cliftonville West	233	Yes	10	Yes	6	Yes
Swale 010C	Murston	329	Yes	14	Yes	7	Yes
Swale 006A	Leysdown and Warden	366	Yes	18	Yes	8	Yes
Thanet 016D	Eastcliff	423	Yes	22	Yes	9	Yes
Thanet 006D	Dane Valley	452	Yes	24	Yes	10	Yes
Thanet 013B	Newington	486	Yes	26	Yes	11	Yes
Shepway 014A	Folkestone Harbour	572	Yes	29	Yes	12	Yes
Swale 002C	Sheerness West	626	Yes	31	Yes	13	Yes
Swale 002A	Sheerness West	674	Yes	32	Yes	14	Yes
Thanet 003E	Westbrook	692	Yes	33	Yes	15	Yes
Swale 002B	Sheerness West	739	Yes	36	Yes	16	Yes
Thanet 013E	Northwood	968	Yes	42	Yes	17	Yes
Swale 006D	Sheppey Central	1013	Yes	44	Yes	18	Yes
Swale 004E	Sheppey Central	1036	Yes	46	Yes	19	Yes
Swale 005C	Queenborough and Halfway	1053	Yes	48	Yes	20	Yes
Thanet 006E	Dane Valley	1065	Yes	52	Yes	21	Yes
Thanet 004A	Cliftonville West	1171	Yes	54	Yes	22	Yes
Shepway 014B	Folkestone Harvey Central	1343	Yes	63	Yes	23	Yes
Dover 011F	St Radigunds	1358	Yes	64	Yes	24	Yes
Swale 015D	Davington Priory	1649	Yes	74	Yes	25	Yes
Shepway 003C	Folkestone East	1751	Yes	76	Yes	26	Yes
Gravesham 011D	Singlewell	1876	Yes	81	Yes	27	Yes
Gravesham 001C	Northfleet North	1877	Yes	82	Yes	28	Yes
Dartford 001A	Joyce Green	1951	Yes	85	Yes	29	Yes
Maidstone 013A	Park Wood	1979	Yes	86	Yes	30	Yes
Gravesham 002E	Riverside	2017	Yes	89	Yes	31	Yes
Dover 012F	Castle	2065	Yes	94	Yes	32	Yes
Swale 006B	Leysdown and Warden	2109	Yes	97	Yes	33	Yes
Thanet 003D	Salmestone	2224	Yes	102	Yes	34	Yes
Swale 001B	Sheerness East	2240	Yes	104	Yes	35	Yes
Thanet 016E	Eastcliff	2319	Yes	107	Yes	36	Yes
Dover 013B	Maxton, Elms Vale and Priory	2330	Yes	108	Yes	37	Yes
Gravesham 011C	Singlewell	2533	Yes	118	Yes	38	Yes
Swale 001C	Sheerness East	2564	Yes	121	Yes	39	Yes
Thanet 013A	Newington	2633	Yes	123	Yes	40	Yes
Gravesham 007A	Westcourt	2730	Yes	128	Yes	41	Yes
Thanet 001C	Cliftonville West	2739	Yes	129	Yes	42	Yes
Thanet 016C	Central Harbour	2751	Yes	130	Yes	43	Yes
Thanet 015D	Eastcliff	2850	Yes	134	Yes	44	Yes
Maidstone 013B	Park Wood	2857	Yes	137	Yes	45	Yes

<sup>28</sup> (Kent County Council, October 2015)

The Kent Nature Partnership’s Health and Nature subgroup produced a natural greenspace needs assessment, which identified those areas where there is both a low prevalence of the population being physically active and a low level of natural greenspace provision.<sup>29</sup> Populations with a high level of physical inactivity and with limited access to natural greenspace close to home were found in Thanet, Ashford, Swale, Gravesham, Dover and Canterbury.

The Plan below shows levels of access to semi-natural greenspace sites of various sizes. People living in the darker green areas have access to the most semi-natural greenspace sites, whereas those in the orange and yellow areas have poorer levels of access.

Plan 1: The number of ANGSt met by each postcode with respect to natural greenspace



Kent’s Joint Strategic Needs Assessment - Sustainability Chapter also considers wider social, environmental and economic factors that impact on health and wellbeing – such as access to green space, the impact of climate change, air quality, housing, community safety, transport, economic circumstances and employment. In recognising the past shortcomings of spatial planning in creating places where people are impeded in taking physical activity, accessing nature, or with high air pollution levels, several cross-cutting themes are set out. The ROWIP

<sup>29</sup> (Bennett, Davies, Hodgson, Pett, & Witts, 2016)

can particularly contribute to delivery of the cross-cutting themes of planning, transport, environment and natural heritage, and air quality.

Some part of Kent have high levels of road air pollution. The Kent Environment strategy highlights high air pollution stating that “Kent’s unique position between London and the continent brings significant challenges in relation to air pollution through cross-channel freight and traffic. In addition, easterly winds can bring pollution from the continent and westerly winds bring it from London. There are currently 40 air quality management areas in the county where air pollutants have been known to exceed objectives set by Government.” This contributory factor to health inequality is examined further in the ‘Active Travel’ section.

Table 3: Kent’s Health and Wellbeing – Needs and Contributions

Identified Need	Contributions by the ROWIP
Support measures to tackle health issues where Kent is performing worse than the England average	<ul style="list-style-type: none"> <li>• Prioritise encouraging physical activity especially in those districts where uptake of this is lower than the England average (Dover, Gravesham and Thanet) and where diabetes and cardiovascular conditions are higher than the England average (Shepway, Swale, Thanet, Gravesham, Dartford);</li> <li>• Encourage active travel to schools, through promotion and route creation, particularly where there is a high level of childhood obesity or deprivation affecting children;</li> <li>• Within these districts in particular, but also in pockets of poorer health within less health deprived districts, deliver improvements in priority areas to increase active travel, to improve green access networks and connectivity and to encourage recreational activity;</li> <li>• Support promotion activities to increase active travel and recreation activities in areas of poorer health.</li> </ul>
Support measures to address health inequalities	<p>Support measures to address health inequalities, prioritising those areas of greatest inequality:</p> <ul style="list-style-type: none"> <li>• Improve access to the natural environment and greenspaces particularly in those areas where existing access to greenspace is low and where there is poor health, using the rights of way as alternative green areas for active travel and recreation;</li> <li>• Support reduction of air pollution, particularly in those area where levels are high and measures of deprivation and health is poor (see also Active Travel section);</li> <li>• Support the regeneration of areas through improvements to accessible networks, active travel, visitor economy and recreation opportunities.</li> </ul>
Delivering cross	<ul style="list-style-type: none"> <li>• Contribute to strategic and green infrastructure planning;</li> </ul>

cutting JSNA sustainability themes	<ul style="list-style-type: none"><li>• Contribute to cross-cutting approach to planning, particularly to air quality, sustainable transport, access to green space and opportunities for sense of place;</li><li>• Support improved communication with planning officers to ensure access is integrated into developments and best practice is applied;</li><li>• Remove barriers to active travel and recreation and promote routes and opportunities;</li><li>• Work with partners to support implementation of health improvement initiatives, such as Walking for Health and GP referrals, for example through route accessibility improvements;</li><li>• Support volunteering in greenspace to support health and well-being;</li><li>• Promote access to natural heritage, biodiversity and heritage.</li></ul>
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## Health and Wellbeing – Benefits, Outcomes and ‘Sound-Bites’

A national review of inactivity estimated that physical inactivity costs Kent £306,000,000 and 300 premature deaths each year.<sup>30</sup>

Physical activity programmes in the workplace have resulted in reductions of absenteeism between 33% and 50%. An increase in physical activity of more than one hour per week, easily achieved by walking or cycling to work, would be expected to lead to a measurable reduction in levels of absenteeism.<sup>31</sup>

Physical inactivity represents ten per cent of total societal costs when compared against other top-tier public health concerns including sexual health, smoking, obesity and drug and alcohol misuse. The utilisation of green space is a determining factor in reducing levels of physical inactivity.<sup>32</sup>

Transport related air pollution impacts most on the disadvantaged with increased risk of respiratory diseases and other illness. People in the 10% most deprived areas in England experience worst air quality, suffering for example 41% higher concentrations of nitrogen dioxide than the average.<sup>33</sup>

An analysis of the creation of a canal side cycle route was predicted to deliver economic benefits due to health improvements, with between a 2.22:1 to 11.77:1 cost benefit ratio, contingent on a modal shift to cycling of between 2.5% and 10%. The range of the benefits accrued over 10 years was estimated to be between €26.269m and €141.122m from an initial €12m investment.<sup>34</sup>

Children who walk or cycle to school tend to be more attentive and achieve better results.<sup>35</sup>

The health impacts of tourism and leisure cycling can be assigned economic values. One estimate suggests that, adjusted to 2010 prices, the UK economy benefits by £30.84 in health care cost savings and £52.14 in productivity savings (i.e., reduced work absences due to sickness), for every regular cyclist. An example of estimated cost savings for particular provision is that, as a result of the participation of Near and Far Residents and Near Day

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<sup>30</sup> (UK Active, 2014)

<sup>31</sup> (Davies & Jones, 2007)

<sup>32</sup> (UK Active, 2014)

<sup>33</sup> (Walker, Fairburn, Smith, & Mitchell, 2003)

<sup>34</sup> (Deenihan & Caulfield, 2014)

<sup>35</sup> (Raje & Saffrey, 2016)

Trippers, the Viking Trail in Thanet in Kent generates, at 2010 prices, an annual health care cost saving to the Kent economy of £114,111, and a saving to the local economy of Thanet of £75,486.<sup>36</sup>

Visits to the Wales Coast Path produces £16m gross value added to the Welsh economy each year, and 7 deaths were prevented in the c23,000 population who walked on the path every week compared to people who did not walk regularly, representing an economic value of £18.3m per year.<sup>37</sup>

Compared with exercising indoors, exercising in natural environments was associated with greater feelings of revitalization and positive engagement, decreases in tension, confusion, anger, and depression, and increased energy. ... Participants reported greater enjoyment and satisfaction with outdoor activity and declared a greater intent to repeat the activity at a later date.<sup>38</sup>

Within 20 years, the reduction in the prevalence of seven diseases (type 2 diabetes, dementia, cerebrovascular disease, breast cancer, colorectal cancer, depression, and ischaemic heart disease) because of increased physical activity alone, primarily through active travel, would save roughly £17 billion (in 2010 prices). This does not include the additional health benefits through reduced air pollution from an increase in active travel.<sup>39</sup>

The benefits of green exercise happen almost immediately. Only 5 minute of exposure improves self-esteem and mood, irrespective of gender, age and health status. The presence of water heightened the impact.<sup>40</sup>

Active children do better. Physical activity is essential for healthy growth and development, it increases cognitive outcomes and school attainment, and improves social interaction and confidence.<sup>41</sup>

The UK faces an epidemic of physical inactivity. Over the last half century we have simply stopped moving—in our schools, our work places, our towns, cities—and how we get between them. In all human history, we have never been so inactive. But the human body was

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<sup>36</sup> (SPEAR, Canterbury Christ Church University, 2011)

<sup>37</sup> (Cavill, Rutter, & Gower, 2014)

<sup>38</sup> (Thompson Coon, et al., 2011)

<sup>39</sup> (Jarrett, et al., 2012 )

<sup>40</sup> (Barton & Pretty, What is the best dose of nature and green exercise for improving mental health? A multi-study analysis, 2010)

<sup>41</sup> (All-Party Parliamentary Commission on Physical Activity, 2014)

designed to move, and this slow down in activity has seen significant consequences to our health and economy.<sup>42</sup>

Physical inactivity costs the UK £20bn per year and leads to 37,000 premature deaths.<sup>43</sup>

Self-esteem scores for visitors leaving four National Trust countryside sites were significantly higher than those just arriving and overall mood also significantly improved. Feelings of anger, depression, tension and confusion all significantly reduced and vigour increased. Thus, the environment plays an important role in facilitating physical activities

A large cohort study (263,540 participants) concluded that cycle commuting was associated with a lower risk of cardio vascular disease, cancer and all cause mortality and that walking commuting was also associated with a lower risk of cardiovascular disease. The report states the initiative to encourage and support active commuting could reduce risk of death and the burden of important chronic conditions.

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<sup>42</sup> (All-Party Parliamentary Commission on Physical Activity, 2014)

<sup>43</sup> (All-Party Parliamentary Commission on Physical Activity, 2014)

## Visitor Economy and Leisure

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Tourism is an important industry for Kent, with the total tourism value estimated at £3.6 billion in 2015, supporting just under 52k full time equivalent jobs.<sup>44</sup>

The rights of way network has a critical role in supporting tourism. Some assets are attractions in themselves, for example long-distance trails such as the North Downs Way. The overall network is also important, as is the 'packaging' of rights of way into promoted routes and itineraries which can also raise the status of Kent to visitors from outside the county. Ideally, to ensure true positive economic impact for Kent, new spend is required and not displacement of existing activity from elsewhere in the county. Access to the countryside can help to support this when allied with the combined promotion of other tourism attractions, raising the profile of other activities available to lengthen stays and promote awareness of the range of countryside and access activities Kent has to offer. The quality of routes, the provision of types of access which can support new markets, e.g. off-road cycling, the creation, linking and upgrading of routes and the marketing of these need to be in place to fully support tourism.

### Kent's Visitor Economy - Priorities and Needs

Tourism is significant to the local economies of several local authority areas, bringing income and supporting employment. Those districts in which tourism jobs, as a percentage of all employment, are above the Kent average of 10% are the east Kent authorities of Thanet (17%), Dover (16%), Canterbury (15%) and Shepway (13%).

The landscape and countryside of Kent is a key attractor. Kent has one of the longest coastlines in the UK and two Areas of Outstanding Natural Beauty (AONBs). The Kent and Medway Tourism Development Framework recognises Kent's countryside as one of the county's strongest assets as a destination and the South East LEP also notes the importance of visitor economy, particularly in rural and coastal areas.<sup>45</sup> This is echoed in many of the local authority Destination Management Plans, which highlight that the countryside and access to it is an important component of the offer for their area (see Table 4). The Kent Downs AONB Management Plan identifies sustainable rural leisure and tourism as a key way to support the socio-economic well-being of rural areas, providing jobs and supporting community services.

There are common primary identified needs for the Kent visitor economy which rights of way and access can support, shown in Table 5.

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<sup>44</sup> Visit Kent (2016), *Economic Impact of Tourism – Kent – 2015 Results*.

<sup>45</sup> South East LEP, Growth Deal and Strategic Economic Plan, para 2.22.

Table 4: Kent's Visitor Economy – Needs and Contributions

Identified Need	Contributions by the ROWIP
Increasing length of stay	Turning day visits to short break and converting short breaks to holidays through: <ul style="list-style-type: none"> <li>• Packaging and linking products to increase attractiveness;</li> <li>• Developing new products (e.g. new routes or new promoted routes);</li> <li>• Promoting the resource widely to target short break audiences.</li> </ul>
Grow new markets	Support development of new, higher spending markets: <ul style="list-style-type: none"> <li>• Support development of growing sectors such as adventure sports and active leisure;</li> <li>• Support marketing to short break market interested in the countryside, e.g. country-loving empty nesters;</li> </ul>
A strong brand for Kent	The unifying brand for Kent is ' <i>Kent – The Garden of England</i> '. Countryside and access can strengthen the brand of Kent as a whole and in local areas: <ul style="list-style-type: none"> <li>• Not all parts of Kent fully utilise their countryside resource as a tourism asset;</li> <li>• Maintain primary promoted routes to a high standard to safeguard Kent's high-quality reputation;</li> <li>• Developing new products (e.g. new routes or new promoted routes) taking a strategic view of Kent's needs and markets.</li> </ul>
Sustainable rural tourism	<ul style="list-style-type: none"> <li>• Help to keep spend by visitors (e.g. walkers and cyclists) in the local and rural areas through linkages with local businesses, thereby supporting Kent's small business sector;</li> <li>• Develop access which does not conflict with nature conservation interest and support mitigation measures which may require recreational pressure to be diverted from sensitive sites;</li> <li>• Provide information to help support community led tourism.</li> </ul>

*Table 5: Summary of Kent Destination Management Plans*

	Needs/Priorities	Identified Target Markets	Target Audiences	Rights of way and access contribution
<b>Canterbury</b>	<p>Canterbury has a strong heritage draw with high numbers of visitors. Accommodation within the city can be at capacity. DMP focus is on those visiting the city as the primary market.</p>	<ul style="list-style-type: none"> <li>• Markets which can travel midweek</li> <li>• Prioritise out of season activity</li> <li>• Staycations</li> <li>• London and the home counties</li> <li>• International markets</li> </ul>	<ul style="list-style-type: none"> <li>• Cultural boomers</li> <li>• Learning families</li> </ul>	<p>Much of the DMP itself focuses on Canterbury City itself and the heritage attractions as these are the primary draw for the city. However, the research behind the DMP reveals that the countryside is also an important factor. Attractive countryside was the 5<sup>th</sup> most important factor in influencing visits to Canterbury<sup>46</sup> and 40% of those surveyed identified 'stunning scenery' and 'walking opportunities' as characteristics associated with Canterbury. There is a potential opportunity in places outside of the city centre to utilise the countryside and access resource further in tourism development.</p>
<b>Maidstone</b>	<ul style="list-style-type: none"> <li>• Use tourism to reinvent what a County Town means for the 21st century</li> <li>• Encourage more overnight visitors to the Borough to come into the town centre – including in the early evening – and to explore Maidstone's countryside and villages</li> <li>• Connect the town with its surrounding countryside in tangible ways that encourage visitors to</li> </ul>	<ul style="list-style-type: none"> <li>• International</li> <li>• Overnight visitors especially at the weekend (high occupancy with business during midweek)</li> </ul>	<ul style="list-style-type: none"> <li>• Me time – high spend couple and friends – shopping, relaxing, spas;</li> <li>• Business and Leisure – looking for get togethers, events or attractions;</li> <li>• Explore (key segment for countryside visitors) – stimulating experiences, strong sense of place, use as base to explore area.</li> </ul>	<p>One of the three action strands is making more of the countryside through marketing, new themed trails and new routes and better signing.</p> <p>The most significant opportunity is the river – as a place to spend time on the water and along the riverbank. It presents a real opportunity to create a blue-green corridor to link the town with its countryside.</p> <p>DMP also recognises that Maidstone's countryside is an underplayed asset. Of particular relevance to the access resource:</p>

<sup>46</sup> Visit Kent (2013), *Canterbury destination management plan – research report*.

	Needs/Priorities	Identified Target Markets	Target Audiences	Rights of way and access contribution
	<p>explore further and stay longer</p> <ul style="list-style-type: none"> <li>Strengthen potential visitors' awareness and image of the Borough by using the Shared Story to develop a strong brand positioning.</li> </ul>			<ul style="list-style-type: none"> <li>The Borough's rural offer is a strong asset – the villages, a concentration of oast houses, the river valleys, the Downs and Weald. Opportunities to strengthen Maidstone's associations with local produce and the Borough's rural heritage.</li> <li>Long-distance walks pass through the Borough. These are brand names that guarantee quality footpaths, but the Borough is not strongly enough associated with these routes.</li> </ul>
<b>Shepway</b>	<ul style="list-style-type: none"> <li>Increasing the number of people who stay overnight;</li> <li>Increasing the number of nights they stay;</li> <li>Increasing the amount they spend.</li> </ul>	<ul style="list-style-type: none"> <li>Domestic markets within 2-3 hours travelling – London, south east counties and Essex</li> <li>International visitors</li> <li>Leisure visitors</li> </ul>	<ol style="list-style-type: none"> <li>Country loving traditionalist</li> <li>Young professionals</li> <li>Multi-generational families</li> <li>Special interest groups and enthusiasts</li> <li>Local residents hosting visiting friends and family (VFR)</li> </ol>	<p>As part of product development of packaging and promotion of existing products to attract target markets and audiences.</p> <p>Specific actions relating to access:</p> <ul style="list-style-type: none"> <li>WT4: A4 Development of the north Downs Way National trail strategy;</li> <li>WT4:A5 Cycle path development on the Royal Military Canal;</li> <li>WT4:P3 Develop a strategy to improve walking and cycling access between town and countryside.</li> </ul>

	Needs/Priorities	Identified Target Markets	Target Audiences	Rights of way and access contribution
Thanet	<ul style="list-style-type: none"> <li>• Beach management and development</li> <li>• Coastal regeneration</li> <li>• Telling our stories</li> </ul>	<ul style="list-style-type: none"> <li>• Short breaks</li> <li>• 'Staycation' and people taking leisure breaks in the UK</li> <li>• Londoners</li> <li>• Those living outside Kent</li> <li>• Those on near continent</li> </ul>	<p>Seeking to expand market of 'young Londoners' to take short breaks, which offers greatest growth potential.</p> <p>Targeting this market means 'joining-up' what's on offer across the district so that Thanet presents a critical mass of experiences that suggest somewhere with enough to do for a short break - from cultural attractions and eclectic shopping in Margate, to waterfront restaurants and bars in Ramsgate and Broadstairs, to watersports and <b>trails around the coastline</b> [emphasis added].</p>	<p>'Attractive countryside' is the third most important reason visitors choose to visit Thanet, after 'beaches' (1<sup>st</sup>) and 'heritage' (2<sup>nd</sup>).</p> <p>Specific actions relating to access:</p> <ul style="list-style-type: none"> <li>• Integrate existing trails and walks more strongly with each other and public transport links;</li> <li>• Develop themed trails, walk and itineraries and promote on Visit Thanet – themes to include arts, nature and wildlife.</li> </ul>
Tunbridge Wells	<ul style="list-style-type: none"> <li>• To identify and communicate the essence of the place – as a contemporary historic town, deep in its High Weald and Garden of Kent setting</li> <li>• To develop the all-round offer to visitors, so they are inspired by the experience</li> <li>• To embrace a modern information plan</li> </ul>	<ul style="list-style-type: none"> <li>• Short breaks</li> </ul>	<ul style="list-style-type: none"> <li>• Professional couples and friends – live within 1-2 hours travel time, either UK or near continent;</li> <li>• Active 'empty-nesters' – 50+ years, 1-2 hours travel time, <b>very active - great walkers</b>, relatively affluent [emphasis added];</li> <li>• Special interest groups – group tours, touring for 3-7 days, interested in gardens</li> </ul>	<p>Countryside access and interpretation a specific area of product development. States: <i>"This ought to be good walking country but the signposting and information about paths and manageable circular routes are not well provided."</i></p> <p>Recommendation of a Walking Festival and 48 and 72 hour itineraries linking town and country.</p>

	Needs/Priorities	Identified Target Markets	Target Audiences	Rights of way and access contribution
	<ul style="list-style-type: none"> <li>To strengthen the networks of collaboration and innovation in the sector</li> </ul>		and heritage; <ul style="list-style-type: none"> <li>Pure indulgence – groups of women, indulgent trip, short breaks.</li> </ul>	

### Destination Management Plan References<sup>47</sup>

Canterbury City Council (2013), *Canterbury Destination Management Plan*.

Maidstone Borough Council (2015), *Maidstone Destination Management Plan*.

Shepway District Council (2016); *A Tourism Destination Management Plan for Shepway 2016- 2020, Executive Summary*.

Thanet District Council (2013); *Thanet Destination Management Plan*.

Tunbridge Wells Borough Council (2013), *Destination Management Plan for Tunbridge Wells*

Visit Kent (2013), *Canterbury Destination Management Plan – Research Report*.

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<sup>47</sup> Those not listed do not have publicly available Destination Management Plans (but may have plans in preparation).

## Tourism – Benefits, Outcomes and ‘Sound-Bites’

In a survey of around 15,000 visitors, enjoying the natural world and scenery was the most important factor to tourists, given by 71% of respondents, and important to both UK and international visitors. In the same research, 62% of those interviewed would consider a short (<2 hour) coast or countryside walk (7<sup>th</sup> out of 40 possible choices), with 53% considering a long (> half day walk) (14<sup>th</sup> place). However, only a minority had actually engaged in these activities (13% for short walks and 10% for long walks), which indicates a large untapped market.<sup>48</sup>

70% of domestic tourist trips in the UK include walks under 2 miles (UK Research Liaison Group 2002).

Research in 2005 into the economic and social benefit of countryside access routes in the North East concluded that an annual investment of £1 per person (approx. £2.5 million) generated £240 per annum and helped to create 9,000 full time jobs.<sup>49</sup>

The impact of walking activities in Wales in 2009 was estimated to be £275m of gross value added<sup>50</sup> and 11,980 person years of employment. Domestic overnight visitors staying away from home were the major contributing factor.<sup>51</sup>

Income and group size are key determinants of expenditure in relation to leisure cycling. Eliciting greater economic impact from leisure cycling required focusing on cycling packages which increase the duration of rides and which also encourage larger groups and higher income segments.<sup>52</sup>

Cycle tourists on average spend more: around 9% per head per trip, or around £81 per head per trip.<sup>53</sup>

Where more people are already cycling, there is a greater propensity for cycle-tourism.<sup>54</sup>

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<sup>48</sup> (Visit England, 2017)

<sup>49</sup> (Countryside Recreation Network (Bull, M. (Ed)), 2005)

<sup>50</sup> Gross value added (GVA) is the measure of the value of goods and services produced in an area, industry or sector of an economy.

<sup>51</sup> (Bryan, Jones, Munday, & Roche, 2011)

<sup>52</sup> (Downward & Weston, 2009), (Lumsdon, Downward, & Cope, 2004)

<sup>53</sup> (Raje & Saffrey, 2016)

<sup>54</sup> (Raje & Saffrey, 2016)

Spend by users of the South West Coastal Path was estimated to be £468.5m in 2014, supporting 10,610 full time equivalent jobs.<sup>55</sup>

45% of international visitors to the South East between 2006 and 2011 walked in the countryside, compared with 24% for the whole UK; the second highest of any UK region. 25% of international visitors to the South East walked by the coast, compared with 8% for all the UK. Outdoor activities, especially walking, were highlighted as being popular in the South East.<sup>56</sup>

The total spend in England attributable to walking from overseas visitors was £286m in 2015, while £99m was attributable to cycling.<sup>57</sup>

‘Countryside’ was the second most important factor stated by international visitors to London which would persuade them to explore the UK further. 78% of those who had explored beyond London state that the unique and beautiful countryside was one of the reasons for doing so.<sup>58</sup> This presents a strong opportunity for Kent.

In 2000, the positive impact of walking to Wales’ rural economy was estimated to be £55m, creating 3,000 jobs. Creating a rural job through improving walking opportunities was estimated to involve public cost of £433, whereas the indirect public cost of supporting a job in agriculture was ten times higher at £4,279.<sup>59</sup>

In 2014 the economic impact of coastal walking in Wales was assessed. It estimated that the economic benefit attributable to walking the Welsh coast was £540.9m of additional output in the Welsh economy, £271.4m of gross value added and around 12,230 person years of employment.<sup>60</sup>

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<sup>55</sup> (South West Coast Path Partnership, 2015)

<sup>56</sup> (BDRC Continental for Visit England, 2016)

<sup>57</sup> (BDRC Continental for Visit England, 2016)

<sup>58</sup> (BDRC Continental for Visit England, 2016)

<sup>59</sup> (Midmore, 2000)

<sup>60</sup> (McDonough & Roche, 2015)

At 2010 UK prices, the average tourism and leisure cyclist not staying overnight in the local area spends £7.95 per person. Cyclists staying overnight spend, on average, £43.33 per person per night, which includes spending on accommodation. Evidence broadly suggests that for every cyclist that stays overnight there are ten cyclists that do not stay overnight, and on this basis the average spend per person per day of a tourism and leisure cyclist is £15.06.<sup>61</sup>

Important route factors affecting tourism and leisure cycling participation are: the need for clear, coherent and visible signing and waymarking; the opportunity to cycle a circular route; the availability of route maps with clear information on distances, likely cycling time and refreshment stops; flat routes on a good quality surface; wide route paths to allow cycling in a social formation.<sup>62</sup>

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<sup>61</sup> (SPEAR, Canterbury Christ Church University, 2011)

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## Active Travel

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Active travel allows people to be physically active as part of their daily lives, bringing a range of health and wellbeing benefits. It also has a range of additional benefits to individuals, such as saving money or reducing the need to find additional time for exercise. It helps both the environment and health through reducing air pollution and reduces outputs of climate change gases. It can not only help to reduce congestion, in urban areas it may also provide a quicker journey than by motor vehicle. Investment in active travel also makes economic sense, with a high benefit to cost ratio for many schemes.

A well-designed, accessible environment can encourage people to walk or cycle. People cycle more when there is cycle infrastructure and separation from traffic. Conversely, a lack of routes, poor availability of information about routes, concerns over safety and the speed and convenience of motorised transport can all act as barriers to people choosing active travel.<sup>63</sup>

### Kent's Active Travel Needs

The number of people who cycle to work in Kent is decreasing, by -5.2% between the 2001 and 2011 Census's. This is in contrast to the increases seen nationally of 13.3% and for the South East region of 3.6%. Contrary to the decline in Kent as a whole, cycling to work has increased in Ashford, Canterbury Dartford, Maidstone and Tunbridge Wells. Cycling to work is lowest in Gravesham and Sevenoaks, at less than 1%, and highest in Canterbury at 2.7%. However, all Kent districts are below the South east average of 2.9% and Kent as a whole is 1.7%.<sup>64</sup> Concerted action is required to reverse this trend.

There are 36 areas in Kent where air pollution, caused by road traffic, exceeds the Government's objectives. Although previously located mainly on the motorway and trunk road network, air pollution around local roads in urban areas is steadily increasing.<sup>65</sup> Public Health England estimates that in 2010 this led to a mortality burden of 745 premature deaths and 7436 life years lost for Kent as a whole. The highest mortality burdens were in Thanet and Canterbury, followed by Maidstone.<sup>66</sup> The Air Quality Management Areas for Maidstone and Thanet cover large part of the urban area. There are congestion hotspots in all main urban areas of Kent, which has both an economic impact as well as adding to air pollution. Road transport is also responsible for around 30% of Kent's greenhouse gas emissions.<sup>67</sup>

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<sup>63</sup> (Lee & Moudon, 2004), (Kent County Council, 2017, Active Travel Strategy (draft))

<sup>64</sup> (Kent County Council, 2013, Cycling to Work Census 2011)

<sup>65</sup> Kent County Council (2010), Growth Without Gridlock.

<sup>66</sup> (Public Health England, 2014) Thanet 90 premature deaths, Canterbury 81 and Maidstone 75.

<sup>67</sup> Kent Environment Strategy (2016).

Rights of way can make a positive contribution to increasing levels of sustainable travel. Rights of way are not only present in the rural areas, they create links through towns and urban areas and can link the urban areas to the wider countryside. They have an important contribution to make to supporting the uptake of active travel, not only through providing safe, traffic which can lead to increases in these modes for functional journeys.

*Table 6: Kent's Travel – Needs and Contributions*

Identified Need	Contributions by the ROWIP
<b>Minimising congestion and keeping Kent moving</b>	<ul style="list-style-type: none"> <li>• Modal shift to cycling and walking, especially for short journeys, can help ease congestion and help keep towns moving at peak flow times. Rights of way can provide traffic-free alternatives to on-road routes, which can encourage people to travel by cycle or foot;</li> <li>• Providing traffic-free walking and cycling routes to schools, to improve health and wellbeing, reduce congestion and air pollution;</li> <li>• Improving and upgrading rights of way to increase cycling, especially in urban areas to support modal shift for short journeys.</li> </ul>
<b>Safer travel</b>	<ul style="list-style-type: none"> <li>• Rights of way can provide a motorised traffic-free network which improves safety and encourages active travel uptake.</li> </ul>
<b>Improved environment</b>	<ul style="list-style-type: none"> <li>• Increased cycling and walking and reduced congestion improves air quality and reduce greenhouse gas emissions. Green corridors also actively ameliorate air pollution and provide connections for wildlife.</li> </ul>
<b>Increase uptake of active travel</b>	<ul style="list-style-type: none"> <li>• Integrate active travel into planning support district councils and to influence partner authorities.</li> <li>• Work with developers to ensure active travel routes are incorporated, link to networks and hubs and that routes and greenspaces are attractive.</li> <li>• Maintain the public rights of way network to support safe and easy travel.</li> <li>• Work in partnership to provide new and upgraded routes in areas of evidenced need and to improve safety.</li> <li>• Develop and promote recreational routes to introduce people to active travel.</li> </ul>

## Active Travel – Benefits, Outcomes, ‘Sound-Bites’

In a Dutch study, those that cycled to and from their places of work had one day less absenteeism than those that did not cycle.<sup>68</sup>

Supporting cycling to work leads to lower staff turnover (greater staff retention).<sup>69</sup>

Cycling and walking schemes can achieve more for less money. Benefit to cost ratios in the range of 5:1 to 19:1 reported in a review of the economic impact of cycling.<sup>70</sup>

A project to create a new green cycle belt around Bruges, targeting both recreational and commuting cyclists, was predicted to bring a wide range of benefits, with annual economic benefits through:<sup>71</sup>

Avoiding costs by not commuting	€413,910
Recreational benefits	€3,049
Environmental effects	€38,084
Health effects from cycling	€47,041
Road safety improvements	€95,834

Across all of the studies that considered the question of shared or traffic-free routes or roads, the universal finding was that all types of cyclists prefer traffic-free environments. While more experienced cyclists will cycle on routes shared with traffic if they have to, or in order to ride on a better quality of surface, for many less experienced cyclists, for women, and for family groups, routes shared with traffic are a barrier to, and traffic-free routes are a facilitator of, cycle route use.<sup>72</sup>

In depth evaluation of the Sustainable Travel Towns (2004-2009) showed a real impact on mode shift from car use to other, more sustainable modes of transport. Based on the decongestion benefits alone, the programme's benefit cost ratio (BCR) has been estimated as 4.5:1, with substantial shifts to walking and cycling.<sup>73</sup>

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<sup>68</sup> (Hendriksen, Simons, Garre, & Hildebrandt, 2010)

<sup>69</sup> (Raje & Saffrey, 2016)

<sup>70</sup> (Raje & Saffrey, 2016)

<sup>71</sup> (Vandermeulena, Verspechta, Vermeireb, Van Huylenbroecka, & Gellyncka, 2011)

<sup>72</sup> (SPEAR, Canterbury Christ Church University, 2011)

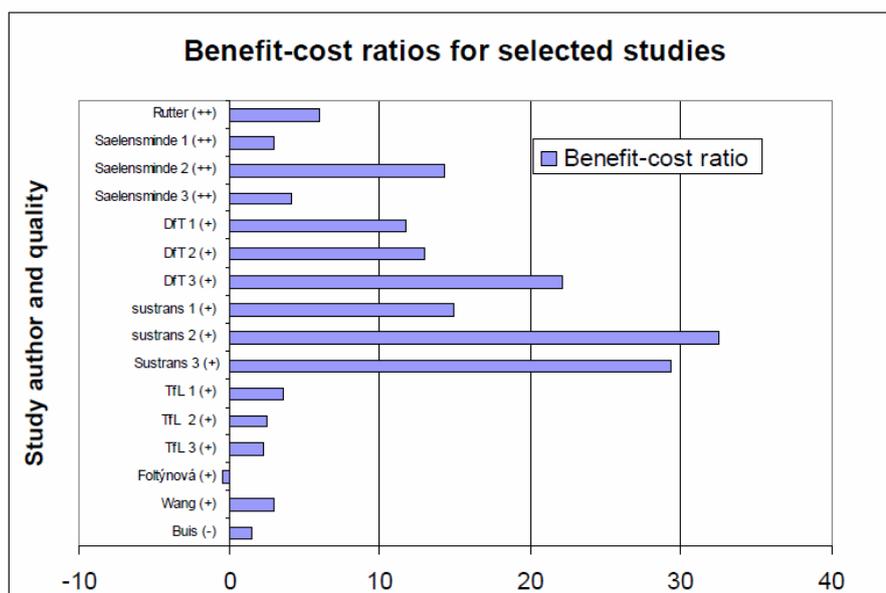
<sup>73</sup> (Department for Transport, 2015) (Sloman, et al., 2010)

The Linking Communities programme targeted increasing the numbers of people who walked or cycled to school. The average BCR across the programme was found to be in excess of 10:1 with individual schemes ranging from 3.7:1 to 32.8:1.<sup>74</sup>

Table 7: Sample of BCRs<sup>75</sup>

Table 2.1: Summary of BCRs discussed		
	BCR	Comment
Sustainable Travel Towns	4.5:1	Decongestion benefits only
Cycling Demonstration Towns	2.59:1	Adult health benefits only
Local Sustainable Transport Fund [ex ante appraisal]	5.1:1	Based on 12 large schemes business cases
Cycling Ambition Grants [ex ante appraisal]	5.5:1	Based on business cases for 12 funded schemes
Linking Communities Fund	10:1	Based on eight representative schemes
Literature Review	5.6:1	Average BCR for UK case studies, overall average 6.3:1
Transport for London Cycling Vision [ex ante appraisal]	2.9:1	Very large programme - conservative BCR
Living Streets	0.1-37:1	Only subset of benefits monetised

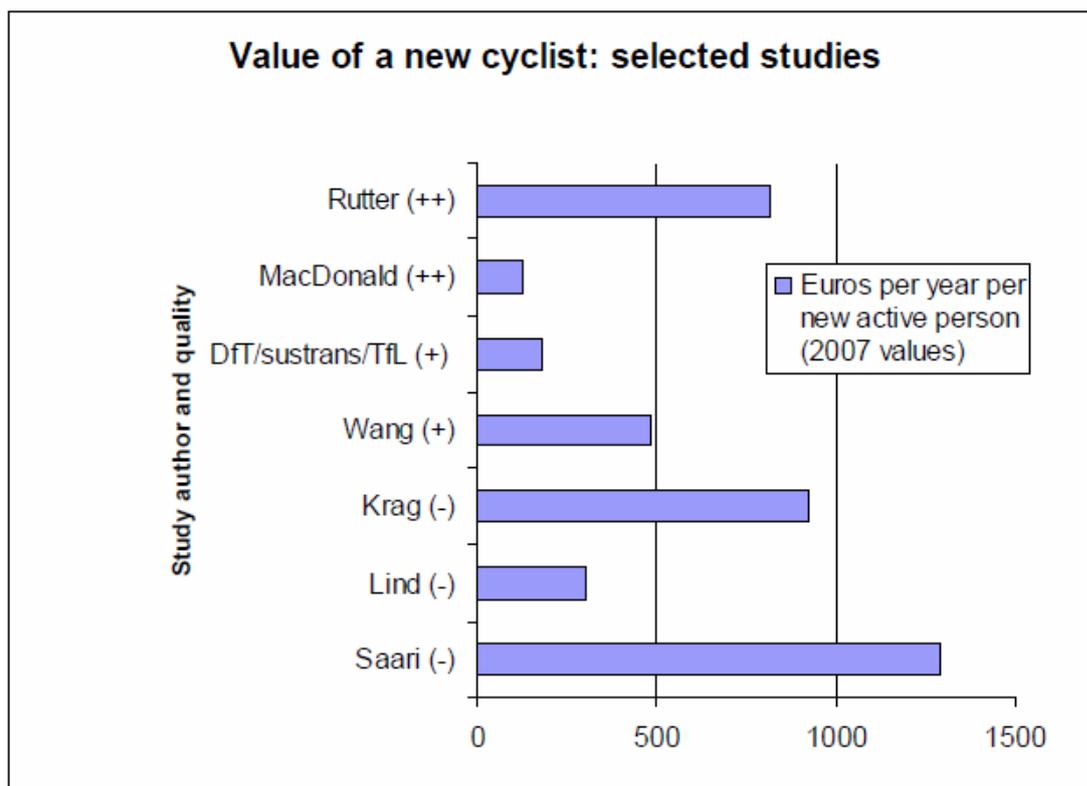
Figure 1 BCR's for walking and cycling schemes summarised in (Cavill, Kahlmeier, Rutter, Racioppi, & Oja, 2008):



<sup>74</sup> (Department for Transport, 2015)

<sup>75</sup> (Department for Transport, 2015)

Figure 2: Value of new cyclist from (Cavill, Kahlmeier, Rutter, Racioppi, & Oja, 2008)



The summary from this review has some useful points:

This review has shown that cost-benefit analyses of cycling and walking infrastructure generally produce positive benefit-cost ratios (BCRs). Although these should be treated with caution due to the diverse methods used, it can be concluded that eight authors produced sixteen benefit-cost BCRs for various cycling/walking projects, and only one was negative. The BCRs were also of an impressive magnitude: the **median BCR was 5:1**, which is far higher than BCRs that are routinely used in transport infrastructure planning. **In the United Kingdom for example, a BCRs of over 2 is counted as 'high value for money'** and if this is demonstrated, 'most if not all' projects should generally be funded. Even some projects with BCRs as low as 1.5:1 are sometimes funded (Department for Transport, 2007). It appears that health benefits make a significant contribution to the high BCRs for cycling and walking projects.<sup>76</sup> [emphasis added]

<sup>76</sup> (Cavill, Kahlmeier, Rutter, Racioppi, & Oja, 2008)

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