

Active Travel Strategy

Kent County Council

2016- 2021

DRAFT V7.0 to Environment & Transport Cabinet Committee

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Foreword

Active Travel – journeys made using physically active means of transport – can bring many benefits to health and wellbeing, the economy and the climate. Kent faces a number of challenges in coming years, and declining levels of physical activity and an increase in traffic on the roads are two that will have a major impact on the life of residents in the county. This Strategy sets out Kent County Council’s vision for making cycling and walking the preferred option for residents taking short journeys, or as part of longer journeys that include public transport.

Kent already has a number of cycling and walking routes across the county, from those with international and historical significance to the local routes that provide a connection between Kent residents and local shops, parks and services. These include the picturesque North Downs Way, Greensands Way, the historic Crab & Winkle trail, the Viking Coastal Trail and the Saxon Shore Way, the national cycle routes connecting the UK to the continent, and the miles of cycle lanes and pedestrian routes that provide a vital transport network for local journeys.

This Active Travel Strategy proposes how we will build on these assets, maximise use of the existing network, and address the challenges we face in increasing walking and cycling in a population with a growing reliance on cars. A range of infrastructure and behaviour change projects will contribute towards achieving success, and an implementation plan will follow this Active Travel Strategy to deliver the ambitions and objectives outlined within.

This Strategy also sets a direction for partnership working across the county, as public sector spending cuts mean that this Strategy needs to maximise current investment, deliver value for money and realise benefits across a range of partners.

The development of this Active Travel Strategy has been informed by engagement with stakeholders, communities and the Kent Youth County Council, and by following recommendations set down by health bodies, charities, government departments and a range of other sources. It has also been guided by cross-party elected members of Kent County Council. I am grateful to all those who have helped to inform the content of this Strategy.

[Clive Pearman]

Introduction

Kent County Council's (KCC) Active Travel Strategy aims to make active travel an attractive and realistic choice for short journeys in Kent. By developing and promoting accessible, safer and well-planned active travel opportunities, this Strategy will help to establish Kent as a pioneering county for active travel.

Active Travel means walking or cycling as a means of transport; in order to get to a particular destination such as work, the shops or to visit friends. It does not cover walking and cycling done purely for pleasure, for health reasons, or simply walking the dog¹.

Active travel can be for complete journeys or parts of a journey, and more people in the community making more active travel journeys can lead to a range of positive individual and shared outcomes. These include improved health, reduced traffic congestion, reduced pollution and financial savings to the individual.

In the current climate of reduced budgets, this strategy will provide a basis on which KCC will be able to prioritise internal resources, influence how new communities are developed and to support bids for external funding for a range of active travel measures. It will also support local initiatives to promote active travel within the county².

Benefits of Active Travel

Being more physically active can benefit everyone and can lower the chances of developing diabetes, heart disease and other preventable conditions³. Active travel gives people an opportunity to be physically active as part of their daily routine and incorporating physical activity into everyday tasks reduces the need to find extra time or money for exercise. It can also make it cheaper to travel by saving on fuel, vehicle running costs and parking charges.

Making shorter journeys using active travel helps to reduce the number of vehicles on the road and improve air quality. It can also be quicker, as in urban areas journey times are often shorter when walking or cycling as users can take advantage of routes not accessible to motor vehicles.

Investment in active travel can also deliver economic benefits; in a time of restricted public spending active travel is affordable and delivers value for money in achieving health, transport and wider policy objectives.

¹ Welsh Government (2014) Active Travel: Walking and Cycling www.gov.uk/government/statistics/active-travel-financial-year-ending-march-2015

² **Annex 1 Policy Context** provides further details

³

Annexe 2 Evidence provides further details.

Barriers to Active Travel

Feedback from Kent residents and organisations⁴ shows that the main reasons for not making short journeys using active travel are a lack of suitable routes between homes and community services, workplaces or schools, and not enough promotion of existing routes. Other issues include a lack of facilities such as lockers and secure parking, obstacles in cycle lanes and in footways, and feelings of safety when walking and cycling. Another barrier to active travel is the convenience of using a car, especially to carry heavy or bulky loads, and the need to make linked trips such as a school drop-off on the way to work. As part of this Strategy, KCC will work to overcome these barriers to ensure that active travel is easy, safer and more accessible in Kent.

Our Ambition

Our overarching ambition of this Active Travel Strategy is to:

Make active travel an attractive and realistic choice for short journeys in Kent

Delivering on this ambition will lead to more people walking and cycling, contributing to the following outcomes:

- Improved health through an increase in physical activity
- Reduced congestion on the highway network by providing better travel choices
- Safer active travel.

These outcomes will be realised by delivering the following actions:

Action 1: Integrate active travel into planning

This Strategy will influence commissioning decisions and ensure walking and cycling are prioritised in future planning processes. In addition, the Strategy will encourage integration of all types of transport as part of the strategic road network. This will be led by current commissioning guidance and best practice, existing KCC policies and strategies, and key partners' policies and strategies with a commitment to encouraging active travel.

Action 2: Provide and maintain appropriate routes for active travel

Kent needs fit-for-purpose active travel routes that people want to use. Kent's existing cycling and walking routes have developed over time as resources have allowed. They are not always continuous or direct, and may not serve important community services, which means that some people who would like to walk or cycle are unable to do so. There is a need to provide facilities such as pedestrian crossings along routes and secure cycle storage at destinations. It is also important that these routes are well maintained.

Action 3: Support active travel in the community

There is a need to encourage and promote active travel in our community. People need the skills, confidence, information and, most importantly, the motivation to make active travel their preferred choice. Initiatives needed to support this change include pedestrian and cycle training, road safety campaigns, projects to encourage walking and cycling to schools and work, and promotion of available routes.

⁴ **Annexe 3 Engagement Workshops** provides further details

Delivering the actions

Integrate active travel into planning

- Inform the development and application of the County Council's transport policies through the Local Transport Plan
- Support district and borough councils to ensure that active travel is used to deliver sustainable growth and development through local plans and in determining planning applications
- Use the principles and ambitions of KCC's Active Travel Strategy to influence partner policies and strategies
- Work with developers to ensure active travel routes are a priority, both within developments and linking sites to other services, community facilities and transport hubs
- Work with developers to secure sufficient areas within developments for green spaces and attractive routes and environments that encourage active travel
- Work with strategic transport providers to deliver infrastructure that supports active travel.

Provide and maintain appropriate routes for active travel

- Give appropriate consideration to active travel when designing new routes and maintaining highway assets
- Maintain the public highway, Public Rights of Way (PRoW), and active travel resources such as signage to enable safe and effective active travel
- Work in partnership with key organisations both within and neighbouring Kent to identify and prioritise new active travel routes and any maintenance issues on the existing active travel network
- Ensure that active travel improvements to the highway and PRoW network are made in places where there is an evidenced need and where they are supported by local demand and resource
- Make reasonable adjustments to active travel route design to maximise the inclusivity and accessibility to all users
- Support improvements to the local environment in and around schools, hospitals and other public buildings to provide opportunities to cycle or walk all year-round, including appropriate surfacing, cycle storage and lockers
- Evaluate funding for active travel infrastructure and maintenance and proactively seek additional funding
- Support Kent's Casualty Reduction Strategy in delivering key routes to address road safety issues for vulnerable road users.

Support active travel in the community

- In schools, further and higher education:
 - support initiatives including School Travel Plans and other active travel programmes
 - support training for pedestrians and cyclists and support the development of independent travel training programmes.
- In workplaces:
 - support businesses in developing active travel plans and provide information to support active travel in the workplace
 - develop active travel provision within KCC to enable active travel by council staff; KCC should lead by example.
- In health services:
 - work with health professionals to promote active travel and provide support to increase levels of active travel
 - develop methods of including information on active travel in all physical activity advice given by health professionals

- integrate walking and cycling for travel purposes into public health services and commissioning processes.
- In communities:
 - develop and maintain recreational routes as a means of introducing people to active travel⁵.
 - support road safety initiatives for all road users, especially the most vulnerable such as cyclists and pedestrians
 - promote locally-based programmes to encourage walking and cycling, and integrate active travel as part of longer journeys involving public transport.

Funding

Active travel initiatives are funded from a number of different sources and budgets with priorities set within the Local Transport Plan for Kent and other corporate strategies. Government funding allocated to KCC has decreased and is likely to continue to do so as government budgets are also under pressure. However, it is anticipated that opportunities will arise. Previously KCC has been successful with bids for specific Government grants such as to the Local Sustainable Transport Fund, through which grants have been made to schools and businesses. Recent announcements of further funding allocations and opportunities, as outlined in the National Cycling and Walking Investment Strategy⁶, will support the delivery of this Strategy. These funding streams include Bikeability; the Access Fund; the Local Growth Fund and the Integrated Transport Block. This Strategy will also support the proposed development of Ebbsfleet as an NHS Healthy New Town.

This Active Travel Strategy will be key in supporting the sourcing of external funding to promote active travel in Kent as well as seeking active travel network improvements through building development funding.

KCC seeks to support active travel by funding and delivering Independent Travel Training support. This support helps both young people and adults with disabilities to gain confidence in traveling independently, so that they can access college, work and other activities.

This strategy will also provide KCC with a platform to engage with partners and extend and support public/private partnerships that aim to promote and support active travel initiatives and investment. Working in partnership will be vital to the success of this Strategy.

⁵

Annexe 2 Evidence provides further details.

⁶ www.gov.uk/government/uploads/system/uploads/attachment_data/file/512895/cycling-and-walking-investment-strategy.pdf

Annexe 1 Policy Context

Policy/Strategy/Guidance	Owner	Summary	Link	Dates
KCC				
Increasing Opportunities, Improving Outcomes.	KCC	KCC's strategic statement 2015-2020	http://www.kent.gov.uk/about-the-council/strategies-and-policies/corporate-policies/increasing-opportunities-improving-outcomes	2015-2020
Growth, Environment and Transport (GET) Business Plan	KCC - Growth, Environment and Transport	The key priorities for GET for the year ahead	http://www.kent.gov.uk/about-the-council/strategies-and-policies/corporate-policies/business-plans	2015-2016
Social Care, Health and Wellbeing (SCHW) Business Plan	KCC – Social Care, Health and Wellbeing	The key priorities ahead for SCHW for the year ahead	http://www.kent.gov.uk/about-the-council/strategies-and-policies/corporate-policies/business-plans	2015-2016
Mind the Gap	KCC Public Health	Kent's Health Inequalities Action Plan	http://www.kent.gov.uk/social-care-and-health/health/health-and-public-health-policies	2012-2015
Joint Health and Wellbeing Strategy	Kent Health and Wellbeing Board	Kent's strategy for improving health care services in Kent.	http://www.kent.gov.uk/social-care-and-health/health/health-and-public-health-policies/joint-health-and-wellbeing-strategy	2014-2017
Kent Environment Strategy and Implementation Plan	KCC – Growth Environment and Transport	A strategy for environment, health and economy.	http://www.kent.gov.uk/about-the-council/strategies-and-policies/environment-waste-and-planning-policies/environmental-policies/kent-environment-strategy	2016
Home to School Transport Policy	KCC - Education	Kent's obligations to deliver Home to School Transport to children living in Kent	http://www.kent.gov.uk/_data/assets/pdf_file/0019/19009/Home-to-school-transport-guidance-booklet.pdf	2016/2016
16 – 19 Transport Policy	KCC – Highways,	A policy that allows schools, colleges	http://www.kent.gov.uk/about-the-	2015-2016

	Transportation and Waste	and training providers to secure a 16+ travel card for their students to use on all registered public service bus routes in Kent.	council/strategies-and-policies/transport-and-highways-policies/post-16-transport-policies	
Development and Infrastructure - Creating Quality Places	KCC – Growth, Environment and Transport	A framework by which KCC, along with partners, will deliver necessary community infrastructure.	http://www.kent.gov.uk/about-the-council/strategies-and-policies/regeneration-policies/development-and-infrastructure	
Kent Design Guide	KCC – Growth, Environment and Transport	The guide aims to encourage well considered schemes that create developments where people really want to live, work and enjoy life.	http://www.kent.gov.uk/about-the-council/strategies-and-policies/regeneration-policies/kent-design-guide	2000
Unlocking Kent's Cultural Potential	KCC – Growth, Environment and Transport	A cultural strategy for Kent that promotes how the county's cultural offer can enhance the lives of people who live in Kent.	http://www.kent.gov.uk/about-the-council/strategies-and-policies/culture-and-sport-policies/cultural-strategy	2010-2015
Local Transport Plan 4	KCC – Highways, Transportation and Waste	Describes how KCC will work towards our transport vision over a 5 year period using government funding.	Will be here - http://www.kent.gov.uk/about-the-council/strategies-and-policies/transport-and-highways-policies/local-transport-plan	2016-2021
Road Casualty Reduction Strategy	KCC - Highways, Transportation and Waste	A strategy for reducing road casualties in Kent.	www.kent.gov.uk/roads-and-travel/road-safety/road-casualty-reduction-strategy	2014-2020
Strategic Framework for Sport and Physical Activity in Kent	KCC – Growth, Environment and Transport	A strategy to provide a direction of travel for sport and physical activity in Kent	http://www.kent.gov.uk/about-the-council/strategies-and-policies/culture-and-sport-policies/framework-for-sport-and-physical-activity	2012-2022
KCC's Countryside & Coastal Access Improvement Plan	KCC – Growth, Environment and Transport	This plan aims to increase the use and enjoyment of Kent's public rights of way and open green space.	http://www.kent.gov.uk/about-the-council/strategies-and-policies/environment-waste-and-planning-policies/countryside-policies-and-reports/countryside-and-coastal-	2013-2017

			access-improvement-plan	
Kent Better Homes - Better homes: localism, aspiration and choice	KCC	This document describes the strategic direction for housing across Kent	http://www.kent.gov.uk/about-the-council/strategies-and-policies/housing-policies/better-homes	2011
New Ways of Working	KCC (Infrastructure leading investment/refurbishment aspect)	Investment programme to deliver transformed office spaces and facilities to support flexible working (also ow looking at parking and how to reduce demand and costs)	http://knet/ManagingatKCC/Pages/CS3-Support-for-office-moves.aspx	
Partners				
Local Plans and Transport Strategies	Local district/ borough councils	Each district/borough will develop a local transport plan for their area.	These plans will be available on district/borough websites.	
District Cycle Strategies	District/ borough councils	In partnership with the district councils, KCC has a number of local cycling strategies, which focus on specific local issues.	http://www.kent.gov.uk/about-the-council/strategies-and-policies/transport-and-highways-policies/cycling-strategies	
School Travel Plans	Individual schools	These plans help encourage smarter and sustainable ways to travel when on the journey to and from school	More information can be found here: http://jambusterstpms.co.uk/x.jsp?ano=1	
Business Travel Plans	Individual businesses	The plans encourage more sustainable methods of commuting to work and to meetings.	More information can be found here: http://www.kent.gov.uk/business/Business-and-the-environment/sustainable-business-transport	
Kent Downs AONB Management Plan	Kent Downs AONB	The aim is to ensure that the natural beauty and special character of the landscape and vitality of the communities are recognised, maintained and strengthened well into the future.	http://www.kentdowns.org.uk/guidance-management-and-advice/management-plan	2014-2019
South East Local Enterprise Partnership Growth Deal	SELEP	Growth Deals are a £12 billion long-term programme to revitalise local economies.	http://www.southeastlep.com/growth-deal	2015-221
National Policy				
Securing the Value of Nature;	KNP	This report explains the benefits of	http://www.kentnature.org.uk/assets/fi	2011

the Kent Nature Partnership Action Plan		the value of nature to support the economy, public health and land management.	les/Resources/Securing-the-Value-of-Nature-in-Kent.pdf	
Public Health Outcomes Framework	Department of Health	This document sets out desired outcomes for public health and how they will be measured	https://www.gov.uk/government/publications/healthy-lives-healthy-people-improving-outcomes-and-supporting-transparency	2013-2016
Everybody Active, Every Day	Public Health England	An evidence-based approach for national and local action to address the physical inactivity epidemic	https://www.gov.uk/government/publications/everybody-active-every-day-a-framework-to-embed-physical-activity-into-daily-life	2014
Start Active, Stay Active	Department of Health	UK-wide report with guidelines on the volume, duration, frequency and type of physical activity required to achieve general health benefits	https://www.gov.uk/government/publications/start-active-stay-active-a-report-on-physical-activity-from-the-four-home-countries-chief-medical-officers	2011
NICE Guidance PH41: Walking & Cycling	National Institute of Health & Care Excellence	Public health guidance on increasing walking and cycling as forms of physical activity	https://www.nice.org.uk/guidance/ph41	2012
NICE Guidance PH8: Physical Activity & the Environment	National Institute of Health & Care Excellence	Public health guidance on changes to the built and natural environment to facilitate physical activity	https://www.nice.org.uk/guidance/ph8	2008
NICE Guidance PH13: Physical Activity in the Workplace	National Institute of Health & Care Excellence	Public health guidance on encouraging employees to walk and cycle	https://www.nice.org.uk/guidance/ph13	2008
National Infrastructure Plan	HM Treasury, Infrastructure UK and Infrastructure and Projects Authority	This document shows the government's progress on delivery and sets out its long-term plans for UK infrastructure.	https://www.gov.uk/government/publications/national-infrastructure-plan-2014	2014
Creating Growth, Cutting Carbon	Department for Transport	The government's vision for a sustainable local transport system that supports the economy and reduces carbon emissions.	https://www.gov.uk/government/publications/creating-growth-cutting-carbon-making-sustainable-local-transport-happen	2011
Door to Door Strategy	Department for	Sustainable door-to-door journeys	https://www.gov.uk/government/publi	2013

	Transport	strategy	cations/door-to-door-strategy	
Cycling and Walking Investment Strategy	Department for Transport	The CWIS will set out a long-term vision for walking and cycling to 2040	https://www.gov.uk/government/consultations/draft-cycling-and-walking-investment-strategy	2016-2040

Annexe 2 Evidence for the benefits of active travel

Physical Activity

Evidence for the beneficial effect of increasing levels of physical activity in all parts of the population is robust and well documented⁷⁸. Low levels of physical activity are responsible for 17% of all premature deaths in the UK population, causing diabetes, heart disease and other preventable conditions⁹.

Initiatives to improve levels of physical activity in Kent are needed. 44%¹⁰ of the Kent adult population do not currently meet recommended weekly levels of physical activity¹¹. 28%¹² of these people are 'physically inactive', meaning they do little or no physical activity of any kind. The Kent population falls below the UK average for levels of physical activity¹³. 65% of adults in Kent are above a healthy weight, and 33% of children are above a healthy weight by the time they leave primary school¹⁴.

Active travel gives people an opportunity to be physically active as part of their daily routine, which can contribute to improved health and help to prevent or manage a range of chronic diseases^{15,16,17}. The contribution that active travel can make to physical activity and health has also been recognised by Government^{18,19}. Using active travel also incorporates physical activity into everyday tasks, which can reduce the need to find extra time or money to exercise specifically for the health benefits.

⁷ World Health Organisation (2010). Global Recommendations on Physical Activity for Health.

http://www.who.int/dietphysicalactivity/factsheet_recommendations/en/

⁸ Department of Health (2011). Start Active, Stay Active: a report on physical activity from the four home countries' Chief Medical Officers. <https://www.gov.uk/government/publications/start-active-stay-active-a-report-on-physical-activity-from-the-four-home-countries-chief-medical-officers>

⁹ Lee, I, et al. (2012). Effect of physical inactivity on major non-communicable diseases worldwide: an analysis of burden of disease and life expectancy. *The Lancet*. 380 (9838), 219-229.

[http://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(12\)61031-9/abstract](http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(12)61031-9/abstract)

¹⁰ Public Health England (2016). Public Health Outcomes Framework. <http://www.phoutcomes.info/public-health-outcomes-framework#gid/1000042/pat/6/ati/102/page/0/par/E12000008/are/E10000016>

¹¹ Department of Health (2011). Start Active, Stay Active: a report on physical activity from the four home countries' Chief Medical Officers. <https://www.gov.uk/government/publications/start-active-stay-active-a-report-on-physical-activity-from-the-four-home-countries-chief-medical-officers>

¹² Public Health England (2016). Public Health Outcomes Framework. <http://www.phoutcomes.info/public-health-outcomes-framework#gid/1000042/pat/6/ati/102/page/0/par/E12000008/are/E10000016>

¹³ IBID

¹⁴ IBID

¹⁵ Public Health England (2014). Everybody Active Every Day. <https://www.gov.uk/government/publications/everybody-active-every-day-a-framework-to-embed-physical-activity-into-daily-life>

¹⁶ Department of Health (2011). Start Active, Stay Active: a report on physical activity from the four home countries' Chief Medical Officers. <https://www.gov.uk/government/publications/start-active-stay-active-a-report-on-physical-activity-from-the-four-home-countries-chief-medical-officers>

¹⁷ UK Active (2014). Steps to Solving Inactivity

http://www.ukactive.com/downloads/managed/Steps_to_Solving_Inactivity_-_Up_to_date.pdf

¹⁸ Department for Transport (2009) The Physical Fitness Sub-objective, TAG Unit 3.3.12, Transport Appraisal Guidance <http://www.dft.gov.uk/webtag/documents/expert/unit3.3.12.php>

¹⁹ Department for Transport (2011) Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen <http://www.dft.gov.uk/pgr/regional/sustainabletransport/>

It is recognised that recreational routes can assist with modal shift towards active travel for functional journeys. Active travel, in particular walking, has few barriers to participation. Encouragement of walking has been found to be the most effective method for the promotion of physical activity in a sedentary population²⁰.

Congestion & Air Quality

Making shorter journeys using active means of travel can contribute to reducing congestion by reducing the number of cars on the road²¹. In urban areas, journey times are often shorter when walking or cycling as users are able to take advantage of paths not accessible to motor vehicles.

5.3% of early deaths in the UK can be attributed to long-term exposure to small particles polluting the air²², making air pollution the greatest environmental risk linked to deaths every year.

Reducing the number of cars on the road can also contribute to improved air quality and reduced carbon emissions²³. In 2012, 21% of UK domestic greenhouse gas emissions were from transport²⁴. Road transport is the largest contributor to total transport greenhouse gas emissions, comprising 68% of the total amount produced, including 40% from cars and taxis²⁵. Making more journeys using active travel, including part-journeys that use public transport, can make a significant contribution to reducing the levels of emissions from private motor vehicles.

The number of cars on the road has increased year-on-year since 1950²⁶, and this trend is projected to continue. Making more journeys using active travel will become of greater importance and convenience in the future.

The number of people walking and cycling has declined in the last 20 years. Fewer than 1 in 10 people walk to work in the South East, with an average journey time of 14 minutes. At average walking speeds, this would mean covering distances of half a mile to one mile. 3 out of every 100 people cycle to work in the South East despite 45% of people over the age of 5 years old owning a bike. Men are more than twice as likely to cycle to work as women, and the average length of journeys by cycle has increased since 1996²⁷.

Walking is significantly more popular than cycling as a transport option. 22% of all journeys in the UK in 2013 were made by walking; just 2% were made by cycling. Walking to school or college is currently the main

²⁰ Hillsdon, M. (1996) A systematic review of physical activity promotion strategies, British Journal of Sports Medicine, volume 30, number 2, pp. 84-89.

²¹ NICE (2012) Walking and cycling: local measures to promote walking and cycling as forms of travel or recreation. PH41. <http://guidance.nice.org.uk/PH41>

²² Public Health England (2016). Public Health Outcomes Framework. <http://www.phoutcomes.info/public-health-outcomes-framework#gid/1000042/pat/6/ati/102/page/0/par/E12000008/are/E10000016>

²³ NICE (2012) Walking and cycling: local measures to promote walking and cycling as forms of travel or recreation. PH41. <http://guidance.nice.org.uk/PH41>

²⁴ Department for Transport (2014) Road Transport Statistics 2014 <https://www.gov.uk/government/statistics/transport-statistics-great-britain-2014>

²⁵ IBID

²⁶ IBID

²⁷ Department for Transport (2014) Road Transport Statistics 2014 <https://www.gov.uk/government/statistics/transport-statistics-great-britain-2014>

reason people walk for transport; 22% of journeys made by walking were for the school run whilst just 8% were for commuting to work or business trips²⁸.

Barriers to Active Travel

Whilst walking and cycling offer increased health through physical activity, they also present risks through, for example, atmospheric pollution, road crashes and social inequality.

A series of workshops to engage stakeholder organisations in Kent showed that common reasons for not making short journeys using active travel include:

- a lack of joined-up routes that allow people to make functional journeys through active travel;
- a lack of knowledge of opportunities for active travel, including knowing where cycle lanes and paths are;
- car parking, street furniture and building in cycle lanes or pedestrian routes;
- issues with safety on roads, particularly for vulnerable user groups;
- the relative greater comfort of using a car.

Other issues cited as common barriers to active travel include a lack of motivation in individuals and populations, a lack of time due to modern lifestyles, necessity for families to make multi-drop journeys, disability or injury, carrying heavy loads or transporting young children and pets, poor weather especially in winter, and the social trend that with increasing affluence people are able to buy mobility and convenience²⁹.

Another key issue is safety. Pedestrians and cyclists suffer the second and third highest casualty rates of all transport types, with 29 and 27 fatalities respectively per billion kilometres travelled³⁰. The perceived safety of cars is supported by evidence, with only two fatalities for the same distance travelled. Perceptions of safety for pedestrians and cyclists go beyond road traffic accidents and include travelling alone along unlit or poorly-lit alleyways and through areas with high rates of crime, particularly for vulnerable groups including children or lone females.

Active Travel in Kent

The following statistics have been identified for Kent:

- 10.1% of Kent workers walk to work, this is higher than the national and regional figure of 9.8%³¹
- Only 1.1% of people in Kent cycle to work in comparison to 1.9% in England³².

²⁸ Department for Transport (2014) Road Transport Statistics 2014

<https://www.gov.uk/government/statistics/transport-statistics-great-britain-2014>

²⁹ Mackett, R & Brown, B (2011) Transport, Physical Activity and Health: Present knowledge and the way ahead

<https://www.ucl.ac.uk/news/pdf/transportactivityhealth.pdf>

³⁰ Department for Transport (2014) Road Transport Statistics 2014

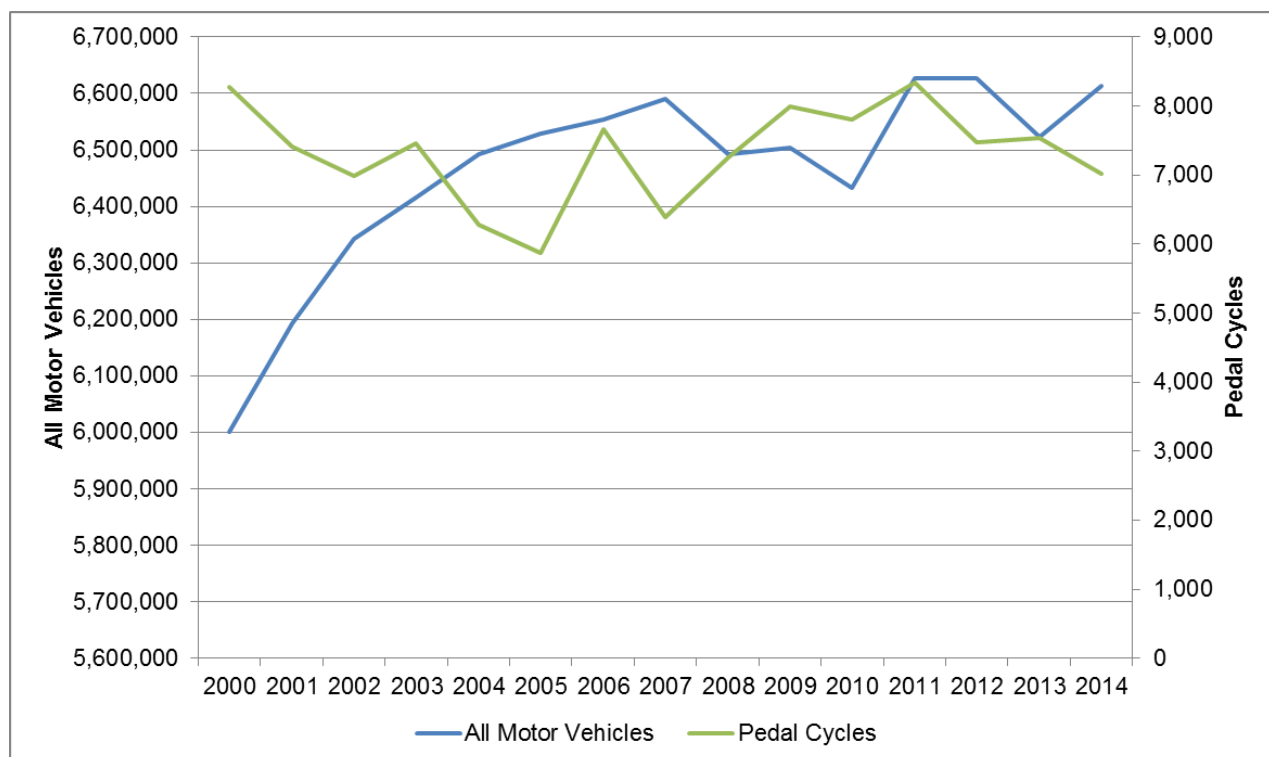
<https://www.gov.uk/government/statistics/transport-statistics-great-britain-2014>

³¹ shareweb.kent.gov.uk/Documents/facts-and-figures/Population-and-Census/2011%20Census/2011-method-of-travel-to-work.pdf

³² <http://webarchive.nationalarchives.gov.uk/20160105160709/http://www.ons.gov.uk/ons/publications/re-reference-tables.html?edition=tc%3A77-353510>

- In Kent, 14.5% of people in Kent say they cycle more than once per month, which is slightly below the national average³³
- Pedal cycle KSI casualties have increased in Kent in 2014 to 126% above the 2004-2008 average and collisions involving pedal cycles are now 51% above the 2004 to 2008 baseline³⁴.

The Department for Transport carry out annual count surveys across the county³⁵, the below figure illustrates trends in cycling and all traffic since 2000 to 2014. Traffic figures at regional and national level are robust and are reported as National Statistics. However, this is not the case for road traffic at a local level. These figures are taken from counters on strategic routes across the county and may not reflect the true numbers of cyclists on the roads.



Annexe 3 Engagement Workshops

Summary

A series of events were held to engage with stakeholders and target populations to inform the development of the Active Travel Strategy for Kent. The two main points raised across all discussions were:

1. Kent needs joined-up pedestrian and cycle routes that people actually want to use
2. Effective and widespread promotion of active travel opportunities is necessary

³³ Department for Transport (2014) Road Transport Statistics 2014 www.gov.uk/government/statistics/transport-statistics-great-britain-2014

³⁴ Kent County Council 2015

³⁵ www.dft.gov.uk/traffic-counts/area.php?region=South+East&la=Kent

To support the development of the Active Travel Strategy for Kent, a series of engagement events were held to discuss the development of the strategy with partners and stakeholders. A Task & Finish group was tasked by the main Project Group with delivering this engagement process. This annexe outlines the engagement process and outcomes.

Stakeholder Workshops

Two pre-consultation engagement workshops were held, split geographically to suit stakeholders from the west and east of the county. Both workshops followed the same format and were intended to:

- Explore interest in active travel from a range of different stakeholder groups;
- Provide an opportunity to think about issues relating to the infrastructure required to promote active travel interventions;
- Seek ideas about how KCC can support behaviour change that encourages more cycling and walking across the county;
- Allow participants to shape thinking at an early stage and influence detailed work going forward.

Over 70 representatives of external stakeholder organisations were involved in the workshops, including representation from:

- Schools/Children and Young People
- Workplaces, businesses and higher education
- Housing associations, community organisations, charities and local authorities
- Transport planning, infrastructure and highways
- NHS, health and social care

Workshop Outcomes

The two main points that came out of all discussions at workshops and in follow-up discussions with stakeholder organisations and Kent residents were that:

1. Kent needs joined-up pedestrian and cycle routes that people actually want to use
2. Effective and widespread promotion of active travel opportunities is needed.

A summary of the discussions from all stakeholders across both workshops is below.

General

- Active travel and road safety legislation would have the biggest impact
- Any strategy requires political support at all levels

Infrastructure

- Kent needs joined-up active travel routes that people actually want to use
- Active travel must be a priority in transport and development planning
- Separated lanes are ideal but unrealistic, there will always be some shared use
- Lack of knowledge of opportunities; need hard signage for routes
- 20mph zones in key areas can promote safety and the perception of safety

Behaviour

- Promote the available infrastructure
- Deliver a positive-messages communications plan to promote active travel routes and opportunities
- Encourage promotion by all partners including through partnerships with housing associations, schools, NHS, workplaces, estate agents, leisure centres, and with transport organisations.
- Understand motivations in specific populations or locations and message appropriately
- Discouraging parking, car use, blocking cycle lanes, building in cycle lanes or pedestrian routes
- Safety on roads and perceptions of safety, particularly in vulnerable road users

Further Engagement

In addition to the stakeholder workshops, sessions were held with local further education college students and Youth County Council members to identify issues specific to young people around driving age. The session highlighted that young people face similar barriers to active travel as the rest of the population, but that promotion and marketing should be specific to that age group.