

# KENT COUNTY COUNCIL – RECORD OF DECISION

## DECISION TAKEN BY

Cabinet Member for Environment and Transport

## DECISION NO:

17/00020

## For publication

## Key decision\*

Yes – New Policy

**Subject:** Active Travel Strategy and Action Plan

## Decision:

As Cabinet Member for Environment and Transport, I agree to approve the Active Travel Strategy and Action Plan and to delegate to the Corporate Director, Growth Environment and Transport authorisation to make any further minor modifications which may be needed such as formatting changes and typographical errors in order to publish the Active Travel Strategy and Action Plan.

In addition, to endorse delegation to the Corporate Director, Growth Environment and Transport the authorisation to make any further minor modifications which may be needed such as formatting changes and typographical errors in order to publish the Active Travel Strategy and Action Plan.

## Reason(s) for decision:

Active travel (specifically choosing journeys by bicycle and on foot) has a range of beneficial effects; it can help to reduce congestion, contribute to economic development, improve the environment and the air we breathe, improve our health through being more active and is a way of encouraging physical activity in school-aged children.

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 and businesses.

The Action Plan has been created to help us achieve our targets. It focuses on new actions and changes/improvements to existing activities.

## Cabinet Committee recommendations and other consultation:

The Active Travel Strategy and Action Plan has been shaped by representatives of relevant KCC departments including Highways, Public Health and Countryside, Leisure & Sport and 4 Members from across the political parties.

A public consultation ran from 18 May 2016 to 13 July 2016. It showed overwhelming support for active travel

The proposal was considered and endorsed by Members of the Environment and Transport Cabinet Committee at their meeting on 13 March 2017.

## Any alternatives considered:

The alternative option to this Active Travel Strategy and Action Plan is 'do nothing and maintain the status quo'. This would mean not helping to bring about a culture change to active travel for short journeys, and not addressing the issues of obesity, air pollution and traffic congestion.

Any interest declared when the decision was taken and any dispensation granted by the Proper Officer:  
None

.....*M Balfour*.....  
signed

.....*20<sup>th</sup> April 2017*.....  
date

Name: *M. BALFOUR*