



# **Action Plan**

**Kent County Council**  
**Active Travel Strategy (ATS)**

**Version 1.4**  
**6 February 2017**

## **Introduction**

This is the action plan for the Kent Active Travel Strategy (ATS). The Kent Active Travel Strategy is intended to build on KCC's statutory transport, environment and road safety policies to promote walking and cycling as a regular means of travel. The overarching ambition of the 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 active travel is prioritised in future planning processes. In addition, the Strategy will encourage active travel to be better integrated with other types of transport e.g. walking to the bus stop or cycling to the train station. 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 actively travel are unable to do so. There is a need to provide facilities such as safe crossings along routes and secure cycle storage at destinations. It is also important that these routes are well maintained and designed to be as inclusive as possible.

### **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 active travel to schools and work, and promotion of available routes.

This action plan sets out the actions and steps required to deliver against these actions. KCC is already doing a wide range of things to encourage more active travel. This action plan does not detail existing schemes which will remain unchanged, but concentrates on new ideas or improvements to those existing schemes. In this way, this action plan and the Active Travel Strategy will be focused towards meeting the targets and make a greater difference to active travel in Kent. The diagram below illustrates some of the existing initiatives that KCC already carries out.

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## Action 1: 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.

	Activity	Lead	Delivery Partners	Outputs	Outcomes	Monitoring & Evaluation	Timescales
1.1	At time of writing or re-writing, all KCC strategies to reflect ATS principles where they relate to travel of a workforce and/or customers	Charlotte Owen, Safer Mobility team	All policy writing teams in KCC	Map relevant KCC strategies with expected refresh dates. KCC stakeholder workshop post-strategy adoption. Promotion on internal KNet site	All relevant future KCC strategies to support ATS principles	List of KCC strategies which could relate to active travel and no. which directly support its principles	July 2017
1.2	Use ATS to support development, and inclusion of active travel schemes through Local Transport Plan 4 (LTP4)	Katie Pettitt, Transport Strategy team	District Councils	Transport priority schemes listed in LTP4 to include active travel schemes	Active travel schemes are supported in KCC policy and therefore will have a stronger chance of attracting funding and being delivered	Check final version of LTP4 contains active travel schemes throughout	Summer 2017
1.3	Include active travel in	Sarah	District	GIF chapters to	Lobbying tool for	Check	Sep

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	Growth & Infrastructure Framework (GIF) refresh	Platts, Strategic Planning and Infrastructure team	Councils	reflect necessity for active travel infrastructure	Government	inclusion of active travel in GIF and related delivery plan at regular intervals	2017
1.4	Engage with District Council planning departments & senior management to support inclusion and delivery of active travel in Local Plans	Sarah Platts, Strategic Planning and Infrastructure team	District councils; Public Health team; Transport and Development Planning team	Guidance document provided to District councils on how to include active travel in their Local Plans. Commitment to deliver active travel infrastructure linking existing and new developments in Local Plans	More active travel infrastructure provided in every District. Securing funding for active travel Infrastructure through Community Infrastructure Levy	No. Local Plans with reference to improving active travel	June 2017 and on-going
1.5	Engage with District Council planning departments & senior management to support inclusion and delivery of Active Travel in Infrastructure Delivery Plans and Transport Strategies	David Joyner and Sally Benge, Transport and Development Planning team	District Councils; Strategic Planning and Infrastructure team	Commitment to deliver active travel infrastructure linking existing and new developments in Infrastructure Delivery Plans and Transport Strategies	More active travel infrastructure provided in every District	No. Infrastructure Delivery Plans and Transport Strategies with reference to improving active travel	June 2017 and on-going
1.6	Identify opportunities for active travel within Community Infrastructure Levy funding	Strategic Planning and Infrastructure team	District councils; Public Health team; KCC	Report detailing potential funding opportunities and how they can be used	Funding opportunities used to deliver active travel infrastructure.	Report written and updated 6 monthly	June 2017

			Transport and Development Planning team				
1.7	Ensure active travel is strongly embedded in all KCC responses to Borough Council strategic applications (250 dwellings or more)	Strategic Planning and Infrastructure team	Transport and Development Planning Team; District Councils; Public Health team	<p>Transport and Development Planning team to strongly embed active travel into their responses to the Strategic Planning and Infrastructure team</p> <p>Presentation to Transport and Development Planning team on best practice of active travel in application responses</p> <p>Template of standard items to consider for active travel in every application response</p> <p>Strategic Planning</p>	More active travel infrastructure provided in every District and new developments to be designed with active travel as a priority	Regular exception report on any strategic application responses which did not have active travel strongly embedded within them	On-going

				and Infrastructure team to then strongly embed active travel into their overarching response to the Borough Councils			
1.8	Provide health intelligence data to support business cases for active travel infrastructure	Terry Hall, Public Health team;  Kent and Medway Public Health Observatory	Transport and Development Planning team;  District Councils	Health intelligence mapping and reports	Increased likelihood of securing funding for active travel infrastructure	No. funding bids (both successful and unsuccessful) which have used public health data to support business case	April 2017
1.9	Improve accuracy of issue reporting on active travel network.	Terry Pryde, Business team	Katie Cullen, Transport and Development Planning team; PROW; District councils;	IT project to improve quality of mapping of cycling and walking routes shown in the KCC Highways fault reporting tool	Easier for public to report issues on active travel routes.  Streamlining issue reporting to fix faults more efficiently.	Customer satisfaction on fault reporting tool; No. issues resolved	Summer 2017



## Action 2: 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.

	Activity	Lead	Delivery Partners	Outputs	Outcomes	Monitoring & Evaluation	Timescales
2.1	Dedicated cycle tracks to be incorporated into annual highway inspections	David Latham, Highway Policy and Inspections Manager		Formal annual inspection of every off road cycle route	Off road cycle routes are kept in better condition; earlier reporting of faults	% off road cycle routes formally inspected each year	April 2017
2.2	Key active travel routes are prioritised in order of maximum measurable benefit (potential for greatest number of users)	Alan Casson, Road and Footway Asset team; Graham Rusling,	Katie Cullen, Transport Planning and Development team; District	Prioritisation list of active travel routes to help target limited resources on most used routes	Key active travel routes are better maintained; more usage of active travel routes	Level of maintenance carried out on the most used routes; number of users	Jan 2018 and ongoing

		PROW	Managers; Parish Councils; Ramblers Association ; AONB; Landowner s				
2.3	Monitor funding opportunities to bid for new and improvements to active travel infrastructure	Kerry Clarke, Transport Innovations team	Borough Councils; Lee Burchill, Local Growth Fund Programme Manager; Transport and Development Planning team Schemes; Planning and Delivery team	List of all funding streams to be created and updated every 4 months Funding bids submitted	More active travel infrastructure is delivered	No. funding streams and initiatives bid for	May 2017
2.4	Explore sponsorship of key active travel routes	Charlotte Owen, Safer	St John Harvey, Commercial	Private funding for maintenance of key active routes	Proactive, regular and high quality maintenance of key	No. sponsorship arrangements; length of active	October 2017

		Mobility team	<p>I Services; Landscaping team; Road and Footway Asset team;</p> <p>Street Lighting team</p> <p>Explore Kent;</p> <p>PROW;</p> <p>Sustrans</p>		<p>active routes</p> <p>Wider and more intensive promotion of active travel routes</p>	<p>travel routes included</p>	
2.5	20mph schemes to target increased active travel, improved health and reduced air pollution	Nikola Floodgate, Schemes Planning and Delivery team	Borough Councils	<p>Deliver at least one 20mph scheme a year with designated £50,000 funding</p> <p>Support external funding bids for further 20mph schemes</p>	Improved highway environment for active travel	No. of 20mph schemes delivered targeted at areas for increasing active travel	On-going
2.6	Establish a more complete rights of way network. This includes creating new links through consultation with members of the public and our partners	Graham Rusling, PROW	<p>Parish Councils;</p> <p>Ramblers' Association ; AONB; landowners ;</p>	Annually deliver a programme of improvement schemes endorsed by the Access Forum.	More usage of all PROW for active travel; ore extensive PROW network	No. of users; Length of new routes delivered.	On-going

			Developers				
2.7	Use Strava route mapping data to better understand which routes cyclists take and the change in number of journeys.	Colin Finch, Transport and Development Planning Team	Katie Cullen, Transport and Development Planning Team; Kerry Clarke, Transport Innovations ; Lee Burchill, Major Projects team	Look at areas most cycled and make improvements to popular cycle journeys. Use data to support funding bids for cycle infrastructure. Use data to show change in cycling levels for monitoring success of the ATS.	Better understanding of cycling journeys at local level. More funding secured for cycle infrastructure improvements.	Annual review of Strava data. No. funding bids using data.	On-going
2.8	Recruitment of Sustrans rangers to regularly patrol and provide light maintenance for active travel routes in designated areas.	Kerry Clarke, Transport Innovations	Sustrans; Katie Cullen; Transport and Development Planning Team; PROW; Highway Operations	Recruitment, training and support for 30 additional rangers. Rangers are reporting faults and providing light maintenance to specific active travel routes.	Specific active travel routes are better maintained.	No. rangers recruited and trained. Report from Sustrans on activity (no. times routes patrolled and actions carried out).	March 2018

2.9	Improve signage on key active travel routes.	Kerry Clarke, Transport Innovations	Sustrans; Highway Operations; Katie Cullen; Transport and Development Planning Team; PROW	Signage is clearer, better joined up, more consistent and up to date.	It is easier to follow key active travel routes.	No. routes and signs refreshed.	March 2018
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### Action 3: 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 travel.
  - 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.

	Activity	Lead	Delivery Partners	Outputs	Outcomes	Monitoring & Evaluation	Timescales
3.1	Encourage and support both existing and new commissioned service providers to promote and prioritise active travel to both staff and clients.	David Aspinall, Strategic Contracts and Commissioning Support Manager	All commissioners across all KCC commissioned services; Andrew Loosemore, Head of Highways Asset Management	Add a specification clause to all new contracts over £50k in HTW to encourage active travel. KCC will support providers by providing a list of suggested active travel considerations and KCC contacts	Greater provider workforce that participates in and promotes active travel and sustainable transport	No. of KCC providers signing up to JamBusters.	On-going

			Phil Lightowler, Head of Public Transport	for advice (Transport Innovations team). Provide advice on kent.gov to Kent businesses. Internal Communication campaign on KNet. Presentation at KCC Commissioning Network.			
3.2	Work with Clinical Commissioning Group (CCG) and wider health and social care sector to promote active travel initiatives and to embed active travel in care pathways.	Terry Hall, KCC Public Health team	Health & Wellbeing Boards; CCGs; GPs; Community Health staff	Inclusion and promotion of active travel in prevention and treatment pathways for mild depression, diabetes, cardiovascular disease, overweight and obesity and other inactivity related conditions.	Active travel adopted by population to keep well and to recover from ill health.	Case studies collected, celebrated and communicated annually in each CCG area in Kent.	Ongoing
3.3	Promote the Six Ways to Wellbeing campaign which has 'Be Active' and 'Connect' as key behaviour associated with longer, healthier, disability free lives.	Terry Hall, KCC Public Health team	All commissioners across all KCC commissioned services; Explore Kent	Six Ways To Wellbeing health promotion materials are circulated across Kent. The Six Ways to Wellbeing Pages on KCC website have growing number of	Increasing numbers of people across the life course are aware of the Six Ways to Wellbeing 'Connect' and 'Be Active' message and increase/start to participate in active	Public Health data on website hits; Sport England surveys of Active population	Ongoing

				hits.	travel.		
3.4	Share best practice to schools and businesses around active travel	Iona Rogulski, Transport Innovations	Education and Young People's Services; Sustainable Business team	Regular newsletter/promotional memo to promote best practice and advice sent to: <ul style="list-style-type: none"> <li>- all schools</li> <li>- all businesses signed up to Jam Busters website</li> </ul>	More schools and businesses actively promoting active travel	No. schools and businesses signed up to Jam Busters for travel plans	Sep 2017
3.5	Seek private sponsorship funding to deliver more Bikeability training in schools	Peter Wedlake, Safer Mobility Team	Private companies; Schools	Private funding for Bikeability training	More children are trained in cycling safely on the roads Children are familiar with cycling around the school environment	No. sponsorship arrangements; no. children trained	August 2017
3.6	Identify the number of KCC employees that live within 5 km of their workplace, and promote active travel to them to increase the proportion who travel to work in this way	Deborah Kapaj, Sustainable Estates team	Internal Communication team; HR; Property Group/GEN2; Transport Innovations team; Explore Kent	Staff survey to identify how staff travel to work and distance travelled as well as personal barriers to active travel  Action plan to address these specific barriers  Internal promotional campaign to	Increased % of staff who use active travel to get to work  Improved active travel infrastructure at KCC places of work	Staff travel survey	Jan 2018



				encourage active travel			
3.7	Include promotion and support for active travel in the Kent Healthy Business Awards (KHBA).	Terry Hall, KCC Public Health	Kent Sport/ Workplace challenge	KHBA accreditation and awards scheme to make reference to supporting active travel including secure cycle storage, cycle to work scheme, staff changing etc.	Increase in number of people cycling or walking to work	No of businesses meeting criteria; reporting on active travel numbers as part of awards	Ongoing
3.8	Promote appropriate driving around cyclists using KCC liveried vehicles	Hazel Walters, Highway Inspections team	Operations team; Steve Horton, Casualty Reduction team; Vicky Watkins, Road Safety team	All KCC liveried vehicles to display wrap with regularly updated key message on appropriate driving around cyclists	Drivers driving more considerately around cyclists on the road. Cyclists are and feel safer and less hassled when cycling on the road, leading to more cycling trips	No. KCC vehicles promoting key messages	June 2017
3.9	Pilot a no parking zone around a school to increase active travel and reduce parking problems	Iona Rogulski, Transport Innovations	Schools	Restricted parking zone around school	More children who travel actively to school Reduced no. cars parking inappropriately around schools Increased safety for children travelling actively around	Before and after surveys of no. children travelling actively to school (including last leg of journey after parking outside of	Sep 2017

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					schools	restricted parking zone)	
3.10	Social media campaign to promote and inspire active travel on the school run	Iona Rogulski, Transport Innovations	Schools; Explore Kent	Twitter campaign aimed at school trips	More children and parents using active travel for all or part of their journey on the school run	No. children using active travel to school	June 2017
3.11	Responsible Parking Squad (Student led in school campaign to tackle inappropriate parking outside secondary schools)	Iona Rogulski, Transport Innovations	Schools; Lorna Day, Parking Manager	Resource toolkit produced Webpage created	Reduced inappropriate parking outside school gates More children using active travel to get to school	No. schools taking part in initiative and feedback from them	June 2017
3.12	Promoting importance of active travel to new KCC elected Members	Charlotte Owen, Safer Mobility team	Katie Cullen, Transport and Development Planning team	Attending and presenting at an induction seminar for new KCC elected Members Providing contact list for more information	New elected Members have good understanding of active travel and how to promote it within work of KCC	Attendance at induction seminar	June 2017
3.13	Encourage more women into regular cycling by establishing formal referral route between KCC adult cycle training and volunteer led Breeze rides.	Peter Wedlake, Safer Mobility team	Louise Milne, Kent Sport; Explore Kent; Breeze and British Cycling	Breeze ride leaders have contact details to refer riders to cycle training Cycle Training team promote Breeze rides to all adult females on cycle training courses.	More women take up regular cycling and improve in fitness, confidence and ability.	No. of referrals. No. of women attending Breeze rides after KCC cycle training.	Sep 2017
3.14	Refresh guidance on inclusive design best	Nikola Floodgate,	Access Groups	Refresh Inclusive Design and	Highway environment is better designed for	Guidance document is	Dec 2017

	practice	Schemes Planning and Delivery team	Groups representing disabled people and elderly people	Placemaking guidance document. Designers follow best practice when designing new highway schemes or changes to existing ones.	accessibility.	refreshed.	
3.15	Encourage older people into regular cycling by providing tailored cycle training courses.	Peter Wedlake, Safer Mobility team	Kent Sport; Active Retired Association	Tailored cycle courses designed for older people. Promotion of courses to older people through Active Retired Association and other relevant groups.	Greater numbers of older people take up regular cycling and improve in fitness, confidence and ability.	No. older people taking up cycle courses. No. older people who subsequently continue regular cycling.	Ongoing
3.16	Include Active Travel messaging and promotion in Kent 'One You' healthy lifestyles campaign related to physical activity and healthy weight	Terry Hall, KCC Public Health team	Public Health England; KCC Communications team	Press copy & marketing materials to promote active travel as part of lifestyle change.	More people taking up active travel for a healthy lifestyle.	Campaign evaluation	Sep 2017
3.17	Active travel to be included in measures to increase physical activity as part of Kent 'One You' integrated adult healthy lifestyles service	Terry Hall, KCC Public Health team	Commissioned service providers	Active travel specifically discussed and promoted within service pathways as part of integrated adult healthy lifestyles service.	More people taking up active travel for a healthy lifestyle.	Commissioned service provider reporting; Public Health reporting.	Sep 2017

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3.18	Promote active travel through English National Concessionary Travel Scheme (ENCTS) bus pass	Phil Lightowler, Head of Public Transport	Explore Kent; Safer Mobility team	Leaflet sent with all new or replacement ENCTS bus passes to promote Explore Kent routes and benefits of active travel.	Greater number of older people who take up regular active travel.	No. bus passes with leaflets issued.	Jan 2018
3.19	Seek funding to update and provide town active travel maps.	Steve Law, Explore Kent	Kerry Clarke, Transport Innovations; KCC Public Health; District Councils	Funding for maps	More people aware of active travel routes in their local town.	Amount of funding secured. No. active travel maps updated.	On-going
3.20	Expand community bicycle re-use scheme	Kerry Clarke, Transport Innovations	Cycle Community charity; Safer Mobility team; Katie Cullen; Transport and Development Planning Team;	More bicycles are available for local people to buy at affordable prices.  School pupils are trained in cycle maintenance.  People are engaged and encouraged to cycle more at sales events.	More people have access to a bicycle.	No. bikes recycled and sold.	March 2018