

JOINT TRANSPORTATION BOARD 6th September 2010

Subject: **Ashford Cycling Strategy**

Director/Head of Service: Director of Kent Highway Services

Decision Issues: These matters are within the authority of the Kent County Council and Ashford Borough Council

Decision: Members' approval of the Strategy is sought

CCC Ward/KCC Division: **Ashford**

Summary: This report sets out the results from the public consultation of the Draft Ashford Cycling Strategy and seeks approval of the Final Version of the Strategy

For Information:

Classification: THIS REPORT IS OPEN TO THE PUBLIC

Background

Members were asked to support the Draft Ashford Cycling Strategy going out to public consultation at the meeting of the Ashford Joint Transportation Board in December 2009. This Strategy was subsequently sent out as a Draft for consultation from 1 March until 31 May 2010.

Results from the Public Consultation on the Draft Ashford Cycling Strategy

The comments received from the on-line consultation form revealed that the majority of respondents agreed with the proposed plans, with the most popular being the Birling Road to Mill Court route, with 86% voting for this route. The next most popular were Willesborough Dykes, Bentley Road to Hythe Road and The Street to William Harvey Hospital, with 80% saying these routes were a good idea. Even the least popular routes in the Top Ten Priority List had over 50% of respondents voting for them. Of those who e-mailed their comments in – all supported the top ten routes, but some with some amendments, which will be undertaken when it comes to the detailed design stages.

With regard to maintenance, 73% of respondents wanted to see more resources put into vegetation cut-back, and 66% more resources put into maintaining signs and lines. Only 20% said they were happy with current maintenance of cycle routes. As a result of this, Kent Highway Services is

currently developing a pilot project in Ashford to work out schedules for inspections and maintenance of cycle routes and vegetation cut-backs. This is mentioned in the final version of the Strategy. If the pilot project is successful, it will be rolled out to other areas of the county.

Kent Highway Services set out in the Strategy the various different options for cycle parking for Ashford Town Centre. These options varied from innovative designs to simple, but secure designs such as Sheffield bike stands. 80% of on-line respondents said they prefer secure and practical covered cycle parking over more creative designs. Indeed, this was also the opinion of all those who e-mailed in with their opinions on cycle parking.

Comments received on the Promotion Section of the Strategy were that people wanted to see the Ashford Cycle maps available through the 'Bike It' Officer who works with schools and at local places such as libraries, the Station, surgeries and sports centres, at local events etc, with support and information available in the local press and via local noticeboards such as Parish Councils. Further suggestions were promotion of the network at local supermarkets and Farmers' Markets, as well as displaying maps in prominent key areas. These suggestions are mentioned in the Strategy and the current map supply will be distributed to these places by Officers until the supply runs out, but further promotion will depend on future funding available.

On the Strategy as a whole, people commented on some individual routes that they would like to see constructed and most of these are 'missing links' in the Ashford cycle network. On-line respondents generally wanted to see the same links constructed, but also said they wanted to see more cycle paths alongside 'A' roads such as the A28, where people are at present forced to cycle on busy roads. They also wanted to see the new proposed Park & Ride facilities in Ashford cater for cyclists by allowing them to park and then cycle into town – possibly free as an incentive. People also said that at certain sections, for example in Victoria Park up to Victoria Park, line markings are fading and they want to see these maintained, so that it is clear to all where you are supposed to cycle and easier to avoid conflict with pedestrians.

Most want to ensure this Strategy is also extended out to rural areas as well, although this document is a Strategy for the Town Centre. It has been included in the Strategy that this is Kent Highway Services' intention for the future and that this Strategy is the first step in extending the cycle network outwards into the Ashford Borough.

Conclusion

All of the respondents said they were in support of the Strategy, but some voiced their concern that they did not want to see this as a document which purely is produced and then 'sits on a shelf'. All comments received have been documented and are attached as supporting information to accompany this report. Further, the suggestions received have, where appropriate, been incorporated within the final version of this Strategy and my comments as to

where these have been included are either recorded within this report or in the attached documents; Appendix 1: Fifteen Respondents On-line and Appendix 2: Responses Received Via E-mail

Recommendations

- That the Ashford Cycling Strategy is approved by this Joint Transportation Board
- That the Strategy is reported to the Environment, Highways & Waste Policy & Overview Scrutiny Committee for approval as Policy
- That the Strategy is reported to The Executive at Ashford Borough Council for approval as Policy

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Appendix 1

FIFTEEN RESPONDENTS ON-LINE

Section 1.3

Have we made it clear how cycling fits into the local transport strategies? Numbers thinking we've made this clear:

Yes	13 (86%)
No	

Section 2.3

In the 'Strategy' section we have come up with a 'top ten' priority list.

Please indicate whether you think each one is a good idea:

Numbers thinking routes are good idea:

Routes 1 &2: Improvements to Willesborough Road - National Route 18 (yes/no)	11 (73%)
Route 3: Better Links to Godinton Park (yes/no)	11 (73%)
Route 4: An extended Learning Link Path (yes/no)	10 (66%)
Route 5: Birling Road to Mill Court (yes/no)	13 (86%)
Route 6: Church Road, Sevington to Aylesford Green (yes/no)	11 (73%)
Route 7: The Street to William Harvey Hospital (yes/no)	12 (80%)
Route 8: The Stour Centre to Tannery Lane (yes/no)	8 (53%)
Route 9: Willesborough Dykes (yes/no)	12 (80%)
Route 10: Bentley Road to Hythe Road (yes/no)	12 (80%)

Section 2.4

Tell us your thoughts about general maintenance:

I would like to see more resources put into vegetation cut-back (drop-down list)	11 (73%)
I am happy with the current maintenance of cycle routes (drop-down list)	3 (20%)
I would like to see more resources put into maintaining signs and lines (drop-down list)	10 (66%)

Section 2.6

Cycle parking - please tell us your preferences for Ashford Town Centre:

Covered Cycle Racks (check box)	12 (80%)
Innovative Design (check box)	0
A Secure Locker System (check box)	2 (13%)

Section 2.8

Promotion - please tell us how we can tell more people about Ashford's Cycle Network:

How can we tell people more?

(Insert limited character comments box to 500 characters)

Through schools, involving the 'Bike It' Officer, who is doing a great job - and through the local press, libraries and Gateway Centre.
Leaflets into schools to take home. In libraries, surgeries, supermarkets - use local media eg free papers and Kentish Express
Local sports centre exhibitions

Mail shots in areas serving those most likely to use the network
Presentation stand at train station
Presentation stand at sports centre
Via local press, tv and Parish Councils
Article in Kentish Express and posters around town
Publish info on Parish Websites, Parish noticeboards, Parish magazines and Kentish Express
Leaflets in supermarkets and schools
Promote at Farmers' Markets, schools and leaflets in libraries
Good maps of the area and maps displayed in key areas

The Strategy as a Whole

If you have anything further you'd like to add, please tell us here:

(Insert limited character comments box to 500 characters)

Comments from on-line form:

Designers of routes insufficient knowledge of areas designed for

Need route from Park Farm to Tesco - Reed Crescent, Bluebell Road - School to shop

Need safe route along Romney Marsh Road for commuting and leisure in Town Centre

Need cycle path between M20 and Henwood to link from Gore Hill to Mace Lane Cycle Path. This would enable safe cycling parallel with Hythe Rd for pupils to get to North and Grammar Schools. Cyclists would then get from Kennington to Willesborough safely.

Segregated cycle/footpaths - could the distinction between the 2 sides be made clearer? In some places markings faded - eg Victoria Park up to Victoria Rd

Is the shared cycle/footpath in Chart Rd (btwn Cuckoo Lane and Long Length) going to be reinstated when Ward Homes have finished the Highfields development?

Park Farm - cycle paths terminate at main dual carriageway roundabouts, probably the most dangerous place for a cyclist, with no further access to town centre. A safe cycle path route into town from Park Farm should be a priority. Much work has been done on a path south from Norman Road, paralleling Romney Marsh Road, but now is derelict.

I regularly use the route from Mill Court to Birling Road. The condition of the route is not good, and is very insecure at night. I have seen drug dealers operating in this area, hopefully an up-grade of this route with lights etc would make this a less favourable area for the drugs dealers to ply their trade.

Need to make clear where cycle tracks end. Pedestrians need to be more clearly told that they are on a combined footpath/cycle track, so they look out for cyclists and are not abusive to them.

Please oh please consider paths alongside A roads for cycles and pedestrians. Traffic has changed since 1950.

Articulated 40 tonne trucks at 50 mph kill unknowingly. We must have pedestrian and cycle access to our roads in the countryside throughout the Ashford Borough Council remit. In Section 2.11 add www.CycleCircle.co.uk as a local cycling resource for Ashford (adults and children) - cycle training, activities and maintenance.

3: Godinton Park - extend route to include a spur leading to gates of Godinton House (Estate Manager has expressed an interest in increasing cycl journeys to Godinton House). This may provide an opportunity to negotiate further use of paths/routes through the Godinton House Estate in the P&R - Ensure people are able to park and subsequently ride their bikes into town (ideally free of charge). Ensure a clear and safe route is provided to facilitate this.

8: Provide a cycle/walking ring around all of Stour
Ensure route from the station to town via underpass to Elwick Rd (ie not through car park). Also, it is currently unclear whether you can cycle on the 'path' alongside lower part of Elwick Road linking to the 'shared space' bridge and beyond to 'Bolt'. This route is surely the direct route to town following the 'pavement stream'.

Godinton, not Godington

Maps 6 & 7 in Appendix F do not match-up re existing and proposed routes.

Appledore Village would like a safe cycle/footpath to Appledore Railway Station to encourage residents who do not drive to use the station and encourage cycling tourism in the area.

It's a shame this strategy only covers Ashford and not whole District

APPENDIX 2 RESPONSES RECEIVED VIA E-MAIL

Respondent	Date	Comments
EHW	17 Feb '10	Ensure refer to Appendix 9 of LTP2 - bottom p12 you mention KLTP6 - make sure you say is a Local Indicator (Added this in on pages 4&12)
Kingsnorth Residents	10 March '10	Very pleased to see cycle routes around Ashford are at last being taken seriously. Keen cyclist and jogger, and family also enjoy cycling and walking. Live on Park Farm and work near to Eureka Park. If I were to cycle, I would be taking my life into my own hands along the Romney Marsh Road. From Norman Road, the route is excellent. Park Farm simply cut off from the rest of Ashford! Family would also love to be able to cycle or walk to the town centre, Stour Centre or Outlet from Park Farm - but again this is not viable at the moment. There are some beautiful parts of the Borough that could be opened up if your plans come to fruition. Please take this as +ve feedback for addressing the problem, but please do not let this plan be shelved for years to come. (Added this request in on P15)
Roads Policing Unit	25 March '10	Kent Police in principle have no objections to your proposals and have the following observations: at the off-road sections and where there is sufficient width available, Kent Police would prefer any footway/cycleway to be segregated. Any signing and markings should comply with the Traffic Signs Regulations & General Directions, 2002 (Added-in that KHS will consider this advice where appropriate - p15)

County Member	5 March '10	<p>Replied to consultation, but also wants to see a route down Romney Marsh Road from Tesco Park Farm to Stanhope and also towards Christchurch School. Routes on Park Farm need to be extended along Reed Crescent to Bluebell Road to Tesco (Inserted into Appendix H - the Southern Ashford Urban Extension Path will provide many of these links)</p>
Resident from Canterbury	16 March '10	<p>S1.3 - yes, clear how fits into Local Transport Strategies S 2.3 Routes 1&2 - yes, uninterrupted routes should be key aim. Current NCR18 requires crossing a busy road twice and in fairly quick succession. Both introduce delays and risk of accidents into journeys. Much more sense to continue on same side of road for whole section, and also provide routes straight to sits of significant employers in the town, thus encouraging journeys to be made by bike instead of car. Where cycle routes cross side roads should be made clearer to road users - eg coloured path across entrances. (Highlighted that people have written in during consultation process to support this route)</p>
		<p>Route 3 - better links to Godinton Park - yes - avoids need for significant detour to be able to legally cycle between these areas of Ashford. Viable alternative to encourage modal shift from cars to bikes. Route 4 - Yes. Important as will make heart of Ashford easily accessible using a traffic-free path. Reasonably direct, efficient bike journeys and will link to an area of Ashford ear-marked for significant future housing development. Of strategic significance to be able to achieve a truly sustainable town in the future, as local, regional and national policies require. (Added in at relevant development section) Route 5 - Birling Road to Mill Ct - this already used informally by many</p>

		cyclists. Sensible that it's formally adopted and up-graded to a higher standard. Lighting is important to encourage this route to be used throughout the year and especially for commuting and school journeys on winter mornings/evenings (Added in on P15)
		Route 6 - Church Rd to Aylesford Grn - yes - however, colours on drawing back-to-front: red is existing route and blue should be proposed route. (Amended route and replaced) Current route beside A2070 narrow and beside a road with fast-moving traffic and barrier separates the traffic and cyclists using the path. Feels unsafe and would be unsafe should a vehicle mount the path. Proposed route significantly safer, plus more directly links users of the path to their homes. To further the benefit of this route, a link should also be considered to Willesborough Junior School by continuing round on a path beside Ripley Road, then Highfield Road to reach the school entrance. This could also be made to link-up with Route 10, between Bentley Road and Hythe Road (nb - I've already bid for this - rejected in SPS)
		Route 7 - Street to William Harvey Hospital - Yes, however some markings on the map don't look quite right for this proposal. Red markings for a proposed cycle path to the east of Kennington Road actually where a cycle path already exists. (Agreed - map amended and re-inserted in Appendices) Lighting bridge will be important to encourage the route to be used in all seasons, especially for commuting journeys which are in the dim and dark in the winter months. Kennington Rd can be busy and a controlled crossing will be needed to allow cyclists and pedestrians to safely get between the bridge at The Street and cycle

		path on the east side of the road.
		<p>Route 8: Stour Centre to Tannery Lane - Yes. This will close a gap in the current cycle network within Ashford. Its proximity to the Stour Centre, the town centre and the station makes it a particularly important route to be completed.</p> <p>Route 9: Willesborough Dykes - Yes. This route will significantly reduce the distance for cycle journeys between Park Farm and the centre of Ashford. The route proposed is almost direct and is completely traffic-free, thus making it an attractive option for regular cycling journeys. The planning application that's currently been submitted for this includes lighting, thus making the route accessible at all times of the year. With the forthcoming Cheeseman's Green development, this route will also be of strategic significance in providing one of the links between this substantial new community and the rest of the town. <i>(Added further information at this section on p20)</i></p>
		<p>Route 10: Bentley Road to Hythe Road. Yes. This closes a gap in the cycle network and will also benefit Willesborough Primary School by providing a cycle route to its entrance. <i>(Added-in at P20 at this section)</i></p>
		<p>Thoughts on maintenance: I would like to see more resources put into vegetation cut-back. In particular, I would like to see a regular maintenance schedule drawn-up for all cycle paths where vegetation causes a recurring issue. Contractors should also sweep the paths to prevent them being narrowed over time as soil creeps onto them as well as clearing-up fully after cutting back work, to avoid punctures. <i>(Have included info on new pilot maintenance scheme for Ashford on p21)</i> The</p>

		<p>sweeping will also keep them free of hazards such as glass. The lines in Ashford are generally in good condition, but, as with the vegetation maintenance, a regular schedule should be drawn-up to refresh the lines. Signs should all have useful destinations listed on them, together with distances. Guide cycling and walking times listed against these destinations would also be a good idea. Signs that form part of the Butterfly Network that's proposed should also clearly identify the route name. A colour can be used to identify the route at a glance as well, as has been suggested, but the name should be shown as well, such that it's not inaccessible to the colour blind. As an example, the signing in Peterborough has clear distances marked to the nearest $\frac{1}{4}$ mile, together with cycle route names for the core routes. The standard red and blue National Cycle Network patches identifying those numbered routes are also detailed along the paths of those routes. Some of the cycle route signing in South Wales includes walking/cycling times as well. I'm able to supply photographic examples, so please get in touch with me if required. (Included further info on p21)</p>
		<p>A gritting and ice clearance schedule for Ashford's cycle network should be devised. Not having one would be counter to this Cycling Strategy's own objectives for assisting a modal shift away from private motor transport and towards cycling. Similar objectives for a modal shift can be found in Ashford's Local Development Framework and in Kent's current and future transport strategies. Mature cycling nations, such as the Netherlands, already have such schedules and dedicated equipment for keeping their cycle networks running. (Added further info on p21)</p>

		<p>Section 2.6 - Cycle Parking - In my view functionality is far more important than innovative design. In practical terms, this means that Sheffield stands are the best design. I would disagree with the findings of the strategy that these types of stands are insecure - it's the location of them and not locking bikes properly that makes them insecure. To counter that, all cycle parking should be made highly prominent, such that it's well-observed by many people. It should be well-lit and ideally in view of CCTV, in order to act as a deterrent. Other Districts etc have installed signs next to cycle parking to advise of best practice for locking bikes - eg recommended locks - not combi locks, not leaving locks in place without bikes. Ashford should also adopt an abandoned bike policy to clear discarded bikes from valuable parking spaces - eg Oxford and more recently, Canterbury (Mentioned relevant points on pp 23 & 24)</p>
		<p>Section 2.8 - Promotion - Should be multi-faceted - eg:</p> <ul style="list-style-type: none"> - Work with GPs and wider NHS to promote health benefits of cycling (have mentioned that KHS currently doing this with PCT on Calorie Maps and on Bike to Work Challenge with Eastern and Coastal Communities NHS - p29) - Make maps of cycle network readily accessible - ie council's offices, libraries, colleges, schools and community centres etc - also on KCC website - (Distributing these with help of Sustrans this summer) - Offer free bike training to anybody that lives or works in Ashford Borough that wishes to take part - (will liaise with Road Safety if this would be a possibility for her team? - also we are doing this

		<p>under the Bike to Work Challenge with local schools and businesses - see p33)</p>
		<p>Strategy as a whole: It's not made clear within the strategy what its geographic scope is. Routes discussed are all within and very close to Ashford town itself, but Borough much wider than this. (This is an Ashford Town Cycling Strategy - mentioned in Introduction on p3). Eg a better, more direct, less hilly and traffic-free alignment of NCR 18 from Ashford to Canterbury should be sought. (Cant to Chartham already being constructed). Plans beyond Chartham have been publicly discussed (only aware of discussions - no route shared with KHS), but this isn't mentioned in the Strategy. Equally, the community at Charing deserves a better cycle connection to Ashford Town. Strategy should detail how it intends to provide cycle connections for all communities within a 5-mile radius, as this distance accessible to large sections of the community for commuting and school journeys. Further cycle provision for Tenterden, especially as the A28 which passes through is inaccessible to most cyclists. (Included in Future Rural Routes section on p20)</p>
		<p>It would be useful to increase the number of cycle counters over time. Counters should be installed on all new routes that are developed, to measure their usage and justify the expenditure. The four for the whole town in existence discussed in S1.4 will only give a limited overview for the town, since there is a limited number of them. (Included on p35) A bit concerned at suggestion in S 3.2, that the counters might be moved around. Obviously they can only collect one set of data at once, so this will lead to incomplete data in multiple places. Further, unless particular</p>

		<p>care is taken to move the counters around to the same places over the same periods per year, this would mean the data isn't truly comparable between years either</p>
		<p>It would be wise to invest in cycle counters capable of collecting more than just a raw count of cyclists. Ideally you'd want to be able to look at seasonal variations in cycling levels and also be able to determine the time of day that the counts were measured (such that you can determine whether it's likely to be commuting or school traffic, as well as determine whether the lack of lighting may be putting people off cycling at dark times of the year, for example). Counters need to be able to tell the difference between weekdays and weekends (ideally Bank Holidays), so that it's possible to get a better indication of what proportion of cycle traffic is for leisure, or is simply day-to-day traffic. Generally, more accurate cycle traffic figures could better justify cycle expenditure on maintenance and parking for example. <i>(Included on p35)</i></p>
		<p>S 1.5 of the Strategy states the intention is to provide route signage on the ground instead of finger signs <i>(Was not mentioned - this was as well as less signs on posts - included on p21, now S2.4)</i>. I understand the benefits that this has with regard to reducing the ambiguities of route signing, lessening the likelihood of somebody altering the signage, reduction in vandalism and removing what some people may perceive as clutter. However, I'm also concerned that signing on the ground alone will leave the network much less usable in wintry weather, unless at least daily route clearance schedule is in place during such weather, since the signs would obviously just be covered by snow and ice. Also the Strategy</p>

		stations route signage should "... provide clear indications of how cycle paths link to public transport modes ...". I believe that the signing should have greater scope than just that - eg include amenities such as libraries, schools, parks and community centres. (Agreed, as already planned to do this - check if in, although advised to check with schools, as some have objected in the past)
		S2.4 - the eFault fault-reporting system is mentioned. There is now a better KHS fault reporting system available at: http://www.kent.gov.uk/KHSFaults (Agreed - have up-dated on p 21)
		Cycle parking - I'd like to pass my comments as a regular cyclist as to their suitability. The spiral design parking will not provide the best secure parking, as it will encourage only one wheel to be locked. Also, by supporting the whole bike via a single wheel, it will inevitably damage some bikes through buckled wheels. The Bike Tree, aside from appearing ugly in my personal view, seems quite impractical. I'm also worried about its failure mode - what happens when the bike won't lower back down for some reason? The design also doesn't appear to be pannier friendly - try loading a pannier in this configuration! A traditional Sheffield stand would support the bike whilst you're loading the pannier. (This section discusses possible innovative and practical designs and is purely for comparison - I tried to compare and then comment as to the most suitable - have qualified this on p23 & 24)
		The final version of the Strategy document should include concrete plans for the Butterfly Network that's just shown in draft form in the Strategy. (Disagree - this is only in draft, as extensive site visits would

		<p>need to take place once funding for different phases of this route is in place - needs to be visited and properly planned before a route can be shown, which is beyond the scope of this Strategy - this would be detailed design phase)</p>
		<p>Minor corrections:</p> <ul style="list-style-type: none"> • In Table of Contents, Appendix C is referred to being for both Cycling & Walking, but the Appendix itself is titled just for cycling (Agreed - amended) • Targets listed in Section 1.4 include one solely for walking. While this is laudable, the scope of this Strategy is now just for Cycling, so I'm not sure that this fits within the document (Agreed and removed) • Pie charts in S1.5 all use different variations for displaying data. Good practice states that a consistent style should be used and that 3D charts should be avoided, because the false perspective effect can mislead readers on the true proportions of the data being displayed. I also note that whilst most of the charts in this section show percentages, the final bar chart isn't shown as percentages, and may therefore appear misleading (Disagree, as we need to show non-technical charts to be user-friendly) • S2.4 refers to 'Ashford Cycle Forum' - correct name is the 'Ashford Cycling and Walking Forum' (Amended) • S2.9 refers to 'Ashford Cycling Forum'. The correct name is 'Ashford Cycling and Walking Forum' (Amended) • S2.12 refers to five automated cycle counters, whereas S1.4

		says there are four. One of these sections is obviously wrong (Agreed - there are five - amended)
Spokes East Kent Cycle Campaign	March 2010	<ul style="list-style-type: none"> • It's a great pity that the document only covers Ashford and not the surrounding District. I would have liked to see the local villages included within the strategy, and sadly this time has been lost. (Unsure what this means, but asked to do a Town Strategy, but have also mentioned KHS keen to encompass rural routes radiating from the town as well - new section on p20) There are several large villages within a 5 mile radius of the town centre which are within easy commutable distance. • Ashford is doing well with regard to urban cycle routes, but more needs to be done to improve the network, signage and parking. Routes highlighted in the Strategy will provide a much-improved network... I believe that routes mentioned in the Strategy are excellent and will certainly serve the local community.
		<ul style="list-style-type: none"> • With regard to funding for maintenance, this desperately needs to be addressed. Sadly we often find that vast amounts of money are used in the creation of good cycle routes at the initial stages and then years of neglect follow... Cycle routes need to be maintained, attractive, safe and usable all the year. (Agreed and mentioned the pilot maintenance project and highlighted under the maintenance section on p21).
		<ul style="list-style-type: none"> • Cycle parking should be plentiful and in areas that are both visible and of practical use to commuters, shoppers etc. All too

		<p>often, cycle stands are hidden away down alleys and away from areas where people actually want to go. Cycling organisations all over the country have been debating cycle stands for years and the basic Sheffield stand is the most practical and popular solution... Covered cycle parking where possible and lockers are fine, but v expensive. Innovative designs for cycle stands like the so-called bike tree are impractical, expensive, require maintenance and are not pannier-friendly. All cycle stands need to support the frame of the bike and allow two locks to be used. Stands like front wheel grabbers and toast racks should not be used. (Agreed -explained that these are solutions KHS has been asked to look at by local businesses and orgs, and stress Sheffields are recommended. - pp 23 & 24)</p>
		<ul style="list-style-type: none"> • All cycle routes need to be promoted and town maps need to be up-dated regularly and kept up-to-date. Tourist guides, websites and display boards in prominent positions should be used to advertise and promote the network. Signing should be useful and using the continental methods of time instead of distance should be considered. (Agreed - this is what I'm putting in now, already included on p32)
		<ul style="list-style-type: none"> • Please include the 'Kent Active Travel Strategy', which fits into Kent's Integrated Transport Strategy and has had input from various campaign groups and organisations like Sustrans and Living Streets (Agreed - added-in as Appendix J)

Ashford Cycling and Walking Forum	4 May 2010	On behalf of the Ashford Cycling and Walking Forum (ACWF), I am writing to you about the consultation on the Ashford Cycling Strategy. The ACWF is grateful for being consulted and delighted to have already been able to provide input and ideas to KHS. As a result, there is broad and substantial support from the Forum for the Strategy as a whole. We do have a few comments on some of the details:
		S1.5: Partnerships end of first para - cycle path layout and design should promote the continual and free movement of cycles, so that cycle paths do not simply offer an alternative means of transport, but actually will have advantages over car use. (Agreed - added-in on p12)
		Cheeseman's Green Wishlist - Cycle path layout and design should promote the continual and fluid motion of cycles by, for example, giving cycle paths priority at cul-de-sacs and providing flowing curves at junctions, rather than right angles. Cycle paths should have priority at private drives and access roads. (Agreed, but already in on p50) Where construction of a path stops, it should merge back to the existing road in a similar style to a slip road on a motorway, rather than a right angle bend, or even worse, just stopping with an 'End' mark. (Agreed, added-in on p50) Path type and form should not keep changing over short distances. Either shared or split use cycle/footpath is acceptable, but not changing from one to the other over a few metres. Similarly, having the path cross a road, only to cross back a short distance further on should be strongly avoided. (Agreed, added-in on p50)
		Cycle Parking - The ACWF supports improved cycle parking and generally favours Sheffield stands correctly installed in good locations. In other

	<p>words, having stands which are strong, secured to the ground and adequately spaced both apart and set back from any wall. Security is offered by placing them in a prominent position, in groups and ideally in the view of security personnel or CCTV, as opposed to being hidden round the back of buildings. Whilst some of the parking options presented could provide architectural street interest, we would prefer not to see the installation of such infrastructure as 'bike trees', diverting funds away from simpler, higher capacity parking. (Agreed as previously - to ensure this section highlights the options, and then the majority preference for Sheffield's) Is the statement in S2.5 on theft of bikes stolen from Sheffield stands fair? Would the thefts have occurred from almost any type of stand? Were the Sheffield stands installed correctly? (Reworded and included in this section)</p>
	<p>S2.3 Future of the Network - it would be helpful to have more introduction on the development of the network in general terms, before launching into the list of specifics. We suggest that the goal of the network strategy is in the short-term to provide links across Ashford to connect the urban communities with the town centre, including the nearby station. Longer-term, this develops to providing connections between adjacent communities and then the out-lying villages of the Borough. Given the constraints of an existing situation and limited funding, this translates to developing the network at a number of key locations, and longer-term as the development of schemes such as the Butterfly Network. (Agreed - added-in some further background at pp30 & 31) It is suggested that the heading 'Completing the Missing</p>

		Links' is changed to 'Completing the Key Missing Links', so as not to imply everything will be sorted once the list is done! (Agreed and amended - as will provide further clarification)
		S2.9 Butterfly Map - There has been some confusion on how this fits in the development timeline. It is suggested that the text is improved to explain that this is a more longer-term goal and that there will be further consultation and development of the location of the routes. (Agreed as above - highlighted)
		Appendix E on Cheeseman's Green - should be more forceful and insist that direct routes should go to the centre of Ashford and not just "towards", which could be just a few metres of path pointing in the general direction! (Agreed - and amended)
		<p>General grammatical points:</p> <ul style="list-style-type: none"> • The ACWF is referred to several times in different ways (eg "Ashford Cycling Forum"). Please could we be referred to consistently as "Ashford Cycling and Walking Forum" or ACWF (Agreed - will amend doc) • The inclusion of page numbers (or more number references of section headings) would make it easier to reference parts of the document (Agreed - to add page numbers) • The word "link" is used a lot, particularly in S1.5. It is suggested some are changed with 'connectivity', as it also implies purpose, as well as just physical form (Agreed - to amend) • S1.5 - plural of forum is forums - not fora (Do not agree - fora is irregular plural of forum)

		<ul style="list-style-type: none"> • S1.5 - "trafficked" has illegal connotations and an alternative phrase might be more appropriate (Do not agree - that would only be the case in a different context) • S2.4 - the web link has now change (Agreed as above - amended) • S2.8 Sport and Role Models - refers to an annual bike race. The word 'Race' can actually be off-putting to some of the less competitive groups that the Strategy is trying to encourage. It is suggested that the words 'family rides' or 'fun-rides' are substituted (Agreed - amended)
<p>Countryside Access Improvement Plan Officer - E,H & W</p>	<p>May 2010</p>	<ul style="list-style-type: none"> • Please add in new plans for the Pilgrim's Trail (Agreed as working on this with Countryside Access Improvement Service, to ensure direction signage user-friendly - although to include heading 'proposed Pilgrim's Trail, as not yet confirmed as safety audited - amended and included background in Appendix K) • Route 18 links to Wye should be included (These are already included within the Ashford Cycle Map - to up-date document with 2010 latest version) • Please include new plans to further extend the new route from Canterbury to Chartham up to Ashford (Agreed - to mention will be liaising with Spokes East Kent and Sustrans on planning the route, as well as consultation with local people - added-in on p20) • Should be highlighted which parts of cycle routes and Butterfly network we want developers to construct (Disagree - all routes and proposals which are included in the Strategy are potentially all open to developer-funding - this document is for developers to work with

		<p>KHS to construct new cycle routes where needed - in present climate, none of these routes are currently being constructed using ITS funds - any further details are sorted out in the detailed design phase of any route construction)</p> <ul style="list-style-type: none"> • Document should be written in-line with LDF - (It already has been, so all proposals and ideas within the document are in-line with LDF)
Ashford BC Urban Extensions	25 June 2010	<ul style="list-style-type: none"> • In terms of background to Chilmington Green and Cheesemans' Green Urban Extensions, the Core Strategy (policy CS5) states that they should be planned and implemented in a comprehensive way, with an Area Action Plan (AAP) produced for each urban extension which provides a framework for development. The AAPs will include a masterplan for the development of the area against which development proposals will be expected to accord, and plans which show where and when on-site infrastructure would be provided. Such infrastructure will include cycle and footpaths, and the strategic parks planned at both Chilmington and Cheeseman's. Core Strategic policy CS18a sets out the requirement for the creation of the strategic recreational open spaces, the required size and boundaries of which will be determined through AAP documents • The Ashford Cycling Strategy (ACS) will therefore be a positive strategy document in helping to bring about better-connected communities and in encouraging a healthier, more active means for new and existing residents and visitors to travel within, to and through Ashford <p>Chilmington Green: Masterplanning of Chilmington Green is already</p>

		<p>underway and as such, we are keen to integrate pedestrian and cycle paths into the overall development framework. Specifically, Chilmington Green is identified in the Strategy as an urban extension site which should be planned to accommodate no less than 3,350 dwellings and 600 jobs by 2021, with the potential for up to 7,000 dwellings and 1,000 jobs in total. (Added-in new Section entitled 'How does this Strategy compliment future development proposals for Ashford?')</p> <ul style="list-style-type: none">• One of the key development principles for the AAP will be to ensure that Chilmington Green is well-connected to the surrounding communities, and that surrounding communities can benefit from the range of local shops, services, employment opportunities and open space and leisure opportunities which will come forward as part of the phased development of this site.• Map 4 of the strategy sets out the Learning Link path, which passes through South Ashford and into Chilmington Green. I support the principle of this link which provides a direct connection between Chilmington Green with the town centre. However, it should be noted that, until the masterplanning process is more advanced, the representation of Chilmington Green and Discovery Park shown in map 4 should be treated as purely indicative, as it is based on the 2005 GADF work (Agreed - made it clear that these are just initial outline plans)<ul style="list-style-type: none">• Willesborough Dykes - the link shown in map 9 will also be advantageous to the development and integration of Chilmington
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		<p>Green with the surrounding communities. A key driver is also the provision of Discovery Park, the strategic open space. The footprint for the park is not yet determined, but it is envisaged that the park, by its 'end state' (around 2030) will be a leisure destination which attracts visitors from Ashford and further afield. Hence, it would be highly desirable to link a section of this route as directly as possible into Chilmington Green and Discovery Park, thus connecting Ashford town centre and the residents of surrounding communities to the leisure and recreational opportunities at Discovery Park, as well as the facilities and local services at Chilmington.</p> <p>In particular, the socio-economic benefits of a cycle path which passes through Stanhope and Brisley Farm to Chilmington Green and the town centre should not be understated. Stanhope contains pockets of deprivation which, for some deprivation indices (Indices of Multiple Deprivation 2007) are within the 10% most deprived nationally. There is thus a real opportunity to improve the quality of life for residents of these communities by improving their access to future services and job opportunities at Chilmington and further afield, and encouraging healthier lifestyle choices</p> <p>(Added-in some of this extra information in support of Willesborough Dykes path)</p> <ul style="list-style-type: none">• The masterplanning process will also look at how the existing lanes and roads within the site, such as Long Length, can be used for cycle and pedestrian links within the site, and which connect
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		<p>further afield into the surrounding countryside. I would welcome on-going input from KHS as part of this work (Agreed to keep Charlotte informed of successful KHS project bids) I also support the provision of safe cycle parking at appropriate places and at key destinations within Chilmington Green and Discovery Park</p> <ul style="list-style-type: none">• Cheeseman's Green - Cheeseman's Green is identified in ABC's Core Strategy (policy CS5) as a mixed-use urban extension site which should be planned to accommodate around 4,300 dwellings and at least 1,475 additional jobs in the combined area by 2021. After 2021, there is potential for a further 2,200 dwellings and at least 750 jobs. The policy requires that an AAP, supported by an integrated masterplanning process, sets out the development framework and establish policies for residential, employment and infrastructure development within the area. <p>The site has some existing planning consents which will be taken into account as part of the AAP masterplanning process, as well as some constraints which are capable of being overcome in order to allow development to proceed. The masterplanning process has not yet started. However, I welcome the principle of integrating cycle links into Cheeseman's Green and Waterbrook and the proposed strategic park (to be defined through the masterplanning process), and linking these paths directly into the town centre and surrounding communities (Added-in extra info on Cheeseman's Green future proposals as appropriate)</p> <p>I am uncertain of where the 'Wish List' for Cheeseman's Green has</p>
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		<p>originated from. Could you provide a source? The practicalities of bringing forward some of these aspirations will be looked at as part of the masterplanning and AAP process, as well as through future planning applications (This information provided after the wish list)</p>
<p>Appledore Parish Council</p>	<p>29 June 2010</p>	<ul style="list-style-type: none"> • In response to the question as to whether a cycle path to the station would be used, 37% of 81 people (who answered the question) said they would use it. Although this is clearly not a majority view (the population is about 800), the path may well be used by cyclists and walkers from outside the parish, keeping people off what is quite a hazardous road. This new dimension to the Parish would also be environmentally friendly, encouraging people to use the station and leave their cars at home. (This wasn't mentioned within the Strategy - unaware of conducting a specific survey on Appledore station - but have now added this in on P20) • To give some background to this, Appledore Station is about 1 ½ miles away from the nearest built-up area of Appledore village, along a bendy, relatively narrow road with poor visibility and a 60 mph limit. This makes it very dangerous to walk or cycle along the road to the station, resulting in fewer people making use of the hourly train service to Ashford, Rye and Hastings. The suggestion of a cycle path to the station going over fields has been made to Highways and Sustrans in the past, and it has been met with some interest, although it would clearly be quite expensive and complicated to build. However, Appledore and

		<p>Romney Marsh are significant tourist destinations, which would mean that such a route would be well-used, and would join with other national routes in the area. Also, a major landowner in the area has been encouraging about using their land. It would be helpful if this idea could be put into the strategy in an appropriate place. (Agreed to mentioned on p20)</p>
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ASHFORD

**CYCLING
STRATEGY**

**2011 -
2016**



ASHFORD CYCLING STRATEGY

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ASHFORD TOWN CYCLING STRATEGY

1 Introduction

This document has been written to provide a strategy for cycling in the town of Ashford. However, this is envisaged as a starting point and will discuss future extensions of routes out into more rural areas, as highlighted in the future proposed routes section.

1.1 Why Promote Cycling?

Cycling has numerous benefits for the community in Ashford and the rest of the County. The growth of Ashford has obvious implications for congestion and levels of pollution, making sustainable methods of travel such as cycling and walking extremely important. There is growing evidence associating active travel such as walking and cycling to both work and school with positive benefits for both health and well-being.

Cycling and walking to school allows children to learn important life skills as well as providing vital additional exercise. In addition, the infrastructure required to enable people to walk and cycle safely benefits the whole community and, when well-designed, make the environment a more pleasant place to live.

Recent evidence suggests that ... "Risk decreases the more people cycle..." ie the more people cycle, the safer cycling becomes; (*Cycling Info, June 2008*).

1.2 Policy Background: How Does Ashford's Cycling Strategy Fit in with Kent's Local Transport Plan?

As part of the Local Transport Plan (LTP2) for Kent, the priorities for attention highlighted amongst local communities were the following:

- Accessibility & Social Inclusion
- Sustainable Regeneration
- Environment
- Congestion
- Road maintenance
- Integration, Interchange and Improvement of and between different modes of public transport and
- Solving school run problems

Local residents attended focus groups where they expressed that the absence of alternatives to car use was a real barrier to switching to public transport. It was also felt that parents taking children to school in cars was one of the major factors contributing to road congestion problems. People in Ashford want cheaper fares, easier access to other modes of public transport and improved coverage of destinations, including getting to and from work and local schools.

A funding allocation exercise was held with both Stakeholders and Residents in Kent regarding prioritisation of investment and it was expressed that integration of transport modes should be prioritised according to local needs ie routes to work and schools and avoiding congestion.

One of the main objectives of Kent's LTP2 is to improve the health of its residents and Appendix 9 refers to targets for encouraging cycling in Kent generally. This is an ideal opportunity for the promotion of Ashford's Cycling Strategy, to provide clearer, improved cycle routes to work, schools and other local amenities. This would also encourage people to cycle to work instead of using cars, and thus help to reduce congestion and pollution in the area and promote regular exercise. This draft Strategy will be formulated together with East Kent's Cycling and Walking Officer for the NHS at Ashford & Shepway to ensure the health benefits of Cycling and Walking routes are promoted.

1.3 **Where Does Cycling fit into Ashford's Transport Strategy?**

In March 2001, Ashford was identified as one of four main growth areas in the South East, leading to extensive technical studies and a stakeholder and community consultation exercise which, in late 2002, culminated in a recommendation for Ashford growth targets of an additional 31,000 homes and 28,000 jobs by 2031. These targets were carried through into the Government's Sustainable Communities Plan of February 2003 (and formalised through alteration to the Regional Planning Guidance for the South East, RPG9 July 2004).

From 2003, Ashford's Future Partnership undertook an extensive consultation and master-planning exercise, including transport studies. It developed a detailed vision for Ashford's Future which was laid out in the Greater Ashford Development Framework (GADF, April 2005), a comprehensive masterplan for the development of the Ashford urban area to 2031. This vision has been detailed in Ashford Borough Council's Local Development Framework Core Strategy, and informs associated documents such as Area Action Plans, the Ashford's Future Programme for Development and the Transport Strategy for Ashford (November 2006).

The Transport Strategy sets out a vision to achieve a significant shift away from car use by maximising use of public transport, walking and cycling. This is a crucial aspect of delivering a 'compact model' for Ashford's growth as identified in the GADF masterplan. The latest Ashford's Future Programme for Development (September 2008) lists 'improved walking and cycling connections in and around the town' and 'develop options for a new pedestrian and cycle bridge linking the town centre to new developments to the south of the railway' amongst its key priorities for 2008-11. This is the context within which this new Cycling Strategy Sits.

This Strategy also aims to tie in with the Town Centre Area Action Plan (TCAAP) for Ashford, incorporating some its aims and aspirations for the improvement of existing and creation of new strategic routes such as the Learning Link. This will encourage working partnerships between Ashford's Future and Kent County Council to ensure new

developments include new cycle and walking routes and provide accessible links throughout the town of Ashford. Further information on the TCAAP is available from the Ashford Borough Council website.

1.4 **How does this Strategy fit in with the Countryside Access Improvement Plan (CAIP)?**

The Countryside Access Improvement Plan is a 10-year Strategy for improving access to the countryside based on local and national research and covers the years 2007 – 2017. This plan, as with the Ashford Cycling Strategy, has involved much consultation with organisations outside of Kent County Council, as well as members of the public.

The first aim of the CAIP is to determine whether the present public rights of way in Kent meet the current and future needs of the public. The Ashford Cycling Strategy similarly provides a commitment to investigate the current and future needs of cyclists. This document has also been developed in conjunction with local organisations and the public to ensure any future plans for routes and cycle parking etc are needed, user-friendly and accessible. All new routes and projects are discussed in conjunction with members of the CAIP to ensure connectivity between cycle routes and public rights of way.

Increasing opportunities for leisure and exercise is another main focus of the CAIP, as it is for the Ashford Cycling Strategy. All new routes are developed with commuting and links to leisure routes in mind – for example the proposed Butterfly Network will use existing strategic routes and National Cycle Route 18 to expand further trails out into woodland areas and link villages further out in rural areas of the Ashford Borough to Ashford Town Centre. KHS is also working on partnership projects such as the 'Bike to Work Challenge' to encourage more people to cycle to and from work and with the local PCT to develop calorie maps which will be promoted to local businesses to help improve the health and well-being of local residents and workers in the Ashford Area.

As with the CAIP, KHS plans all new cycle facilities and routes with accessibility in mind and consults with the relevant local accessibility groups and the public to ensure these needs are incorporated into new cycle infrastructure and routes.

1.5 **Progress To-date:**

- ***Levels of Cycling:***

There is evidence, from five automatic cycle counters, that there has been an increase in average yearly cycling figures, as illustrated in Figure 1. For 2006-07 there was an average 13.3% increase in cycling figures.

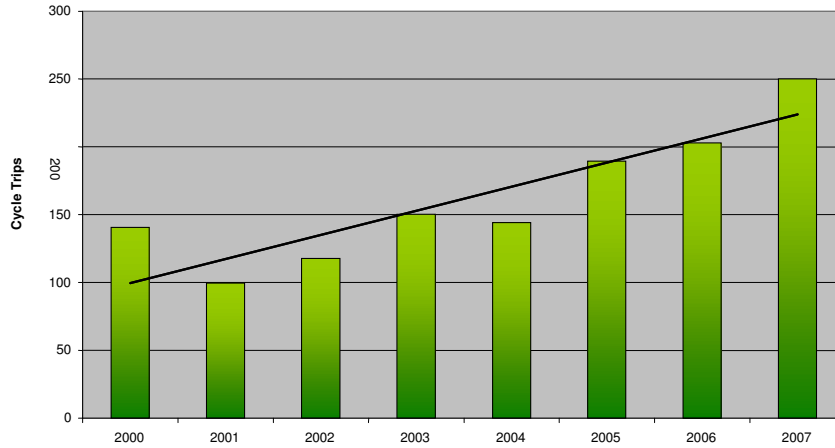


Figure 1: Average Yearly Cycle Counts in Ashford, Kent.

In Bike It schools there has been an increase in the average number of children choosing to travel by bike. Figure 2 illustrates the increase in the average number of children cycling to school everyday, a 77% increase.

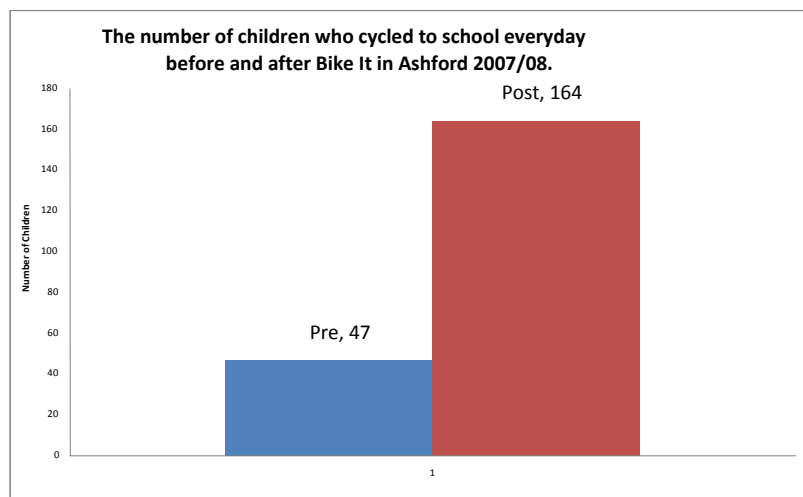
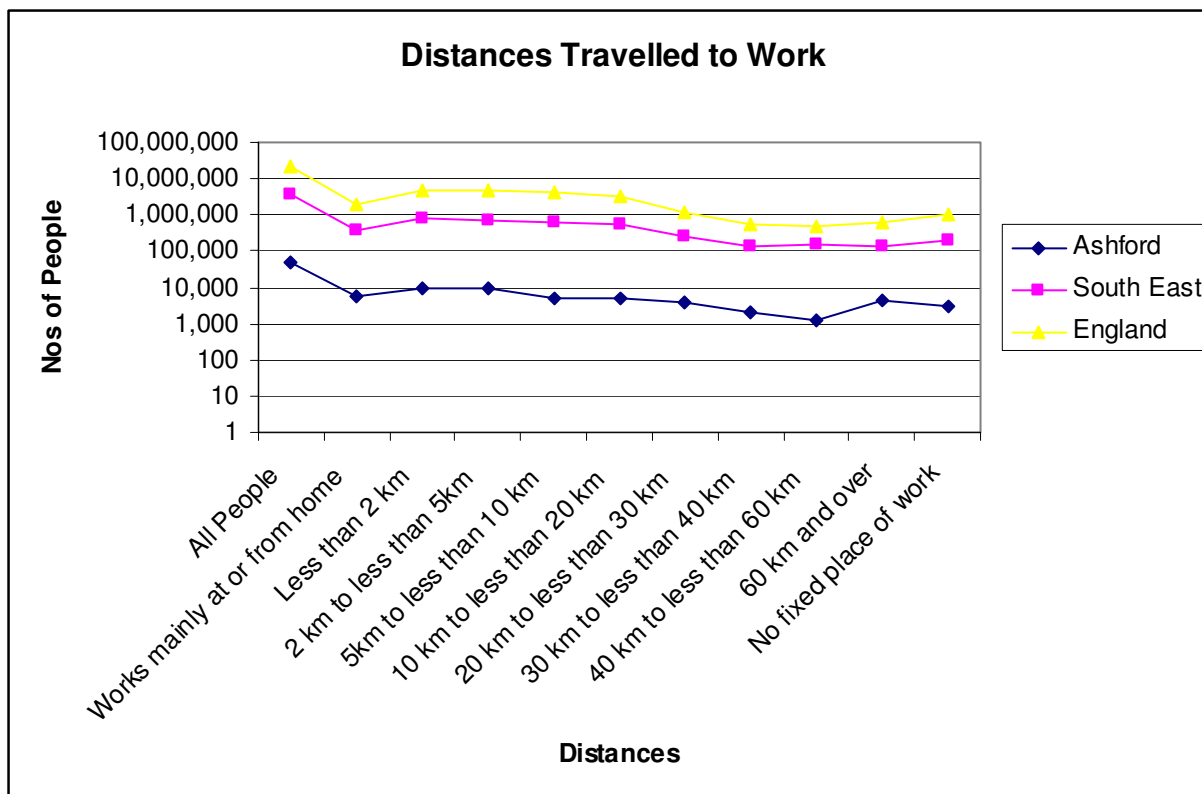


Figure 2: The number of children who cycle to school everyday before and after Bike It in Ashford 2007/08.

Cycling to Work:

We looked back at the recorded trends for commuters and data gathered to determine numbers of people cycling in the area. In 2004 there were over 40,000 commuters in Ashford, with over 24,000 commuting at distances of less than 10 km:



Source: 'Travel to Work Distances (2001 Census); Last up-dated 18 November 2004 from the Office for National Statistics

Over 5,500 of those commuting up to 10 km chose walking or cycling to get to work. However over 29,000 people in Ashford used their cars to get to work.

Many new developments are currently being planned in Ashford, for example, Cheeseman’s Green, Waterbrook and Sevington to the south and south-east of Ashford and Park Farm and Chilmington to the south and south-west of Ashford. Cheeseman’s Green will produce approximately 4,300 dwellings and at least 1,475 additional jobs are planned for in the combined area by 2021. With these areas being expanded to accommodate new residential and business units, new links to leisure and sustainable transport routes will become even more important. With more people coming into the town the demand on the local transport systems will greatly increase and we mean to address and reduce the pressure on these systems by improving and maintaining Ashford’s Cycling and Walking Networks and endeavouring to make these a healthier, more attractive, more pleasurable alternative to car travel.

Modes of Travel to Work

	Ashford	South East	England
All People (Persons)	73,012	5,766,307	35,532,091
Works mainly at or from home (Persons)	5,541	386,302	2,055,224
Underground, metro, light rail or tram (Persons)	53	8,949	709,386
Train (Persons)	2,620	218,822	950,023
Bus, minibus or coach (Persons)	1,409	169,312	1,685,361
Taxi or minicab (Persons)	143	16,032	116,503
Driving a car or van (Persons)	29,466	2,301,493	12,324,166
Passenger in a car or van (Persons)	3,171	219,850	1,370,685
Motorcycle, scooter or moped (Persons)	428	43,731	249,456
Bicycle (Persons)	1,330	119,315	634,588
On foot (Persons)	4,483	385,450	2,241,901
Other (Persons)	228	19,500	104,205
Not currently working (Persons)	24,140	1,877,551	13,090,593

Source: '2001 Census'; Last up-dated 18 November 2004
From the Office for National Statistics

According to the above statistics, Ashford's figures show percentage of people using the bike to travel to and from work to be around 2% of the total trips to work, whilst those travelling on foot are around 6%. These figures appear to be the same as the national average.

However, it is the intention of this Cycling Strategy to increase these figures significantly via promotion of Ashford's Cycling and Walking Networks, ensuring new routes constructed are accessible, promoted via the Ashford Cycle Map and marketing the routes generally via the Ashford Cycling and Walking Forum and engaging with the local community and businesses.

TARGETS:

- To endeavour to increase the amount of people cycling to work to 5% by 2015

Existing Cycle Network:

Ashford has an extensive network of cycle routes. National Cycle Route 18 runs through the town linking Ashford to Canterbury in the north and to Tenterden and Tunbridge Wells to the South West.
















Kent County Council (KCC) and Ashford's Future, as well as local cycling organisations, have been conducting surveys of the existing cycle routes to determine the repairs and improvements needed to the existing network.

KCC, Ashford's Future and Sustrans¹ arranged for an interim map to be produced and displayed at Ashford Domestic station on Southeastern's display boards ahead of the production of a long-term map in partnership with Sustrans and Spokes cycling and walking charities.

An up-dated map has been developed by Kent Highway Services and the National Cycling Charity, Sustrans, Kent County Council’s Countryside Access Service, Ashford Cycling & Walking Forum and from comments derived from local public consultation. From the work with and public consultation with the local community, other useful information, such as footpath and bridleway locations, and locations of local pubs is being incorporated within the map. For the future it is intended to develop this further by incorporating information about local tourist accommodation, sports facilities and public transport information.

Attached overleaf is a final copy of this interim map, the key for which appears below. This has been published both in paper form and distributed around the Ashford area; with the front cover pictured on the following page.

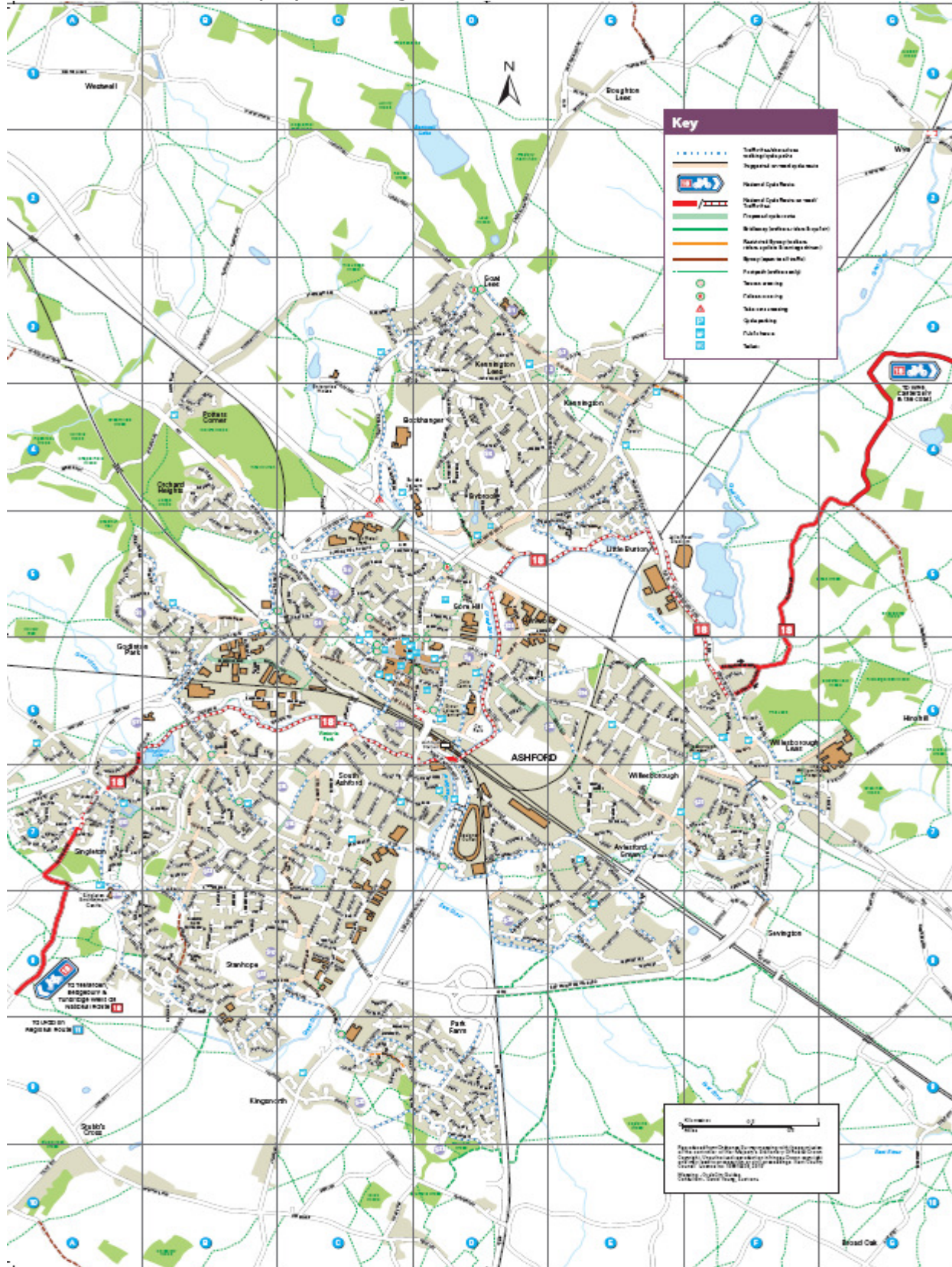
Key to Ashford Interim Cycle Map:

	Traffic-free/shared use walking/cycle paths
	Suggested on-road cycle route
	National Cycle Route
	National Cycle Route on-road/ Traffic-free
	Proposed cycle route
	Bridleway (walkers, riders & cyclists)
	Restricted Byway (walkers, riders, cyclists & carriage drivers)
	Byway (open to all traffic)
	Footpath (walkers only)
	Toucan crossing
	Pelican crossing
	Take care crossing
	Cycle parking
	Public house
	Toilets

¹ Sustrans is the UK’s leading sustainable transport charity. For more information, please visit: www.sustrans.org.uk

Current Ashford Cycle Map

You can access this map by following the link below:



<http://www.kent.gov.uk/NR/rdonlyres/C839457C-E85B-4812-878A-CC51058E7CD4/0/AshfordWEB3.pdf>

Ashford

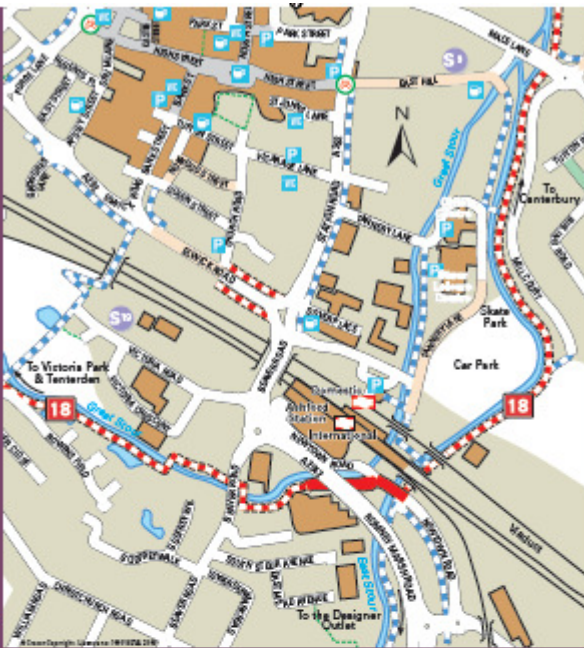
The largest borough in Kent, Ashford has a fast-growing population which has risen by over 40% in the last 40 years to around 112,800 residents. Ashford is undergoing an exciting transformation that aims to create a prosperous and exciting place to live, work and do business.

With a programme of progressive change aimed at improving life, as well as mental, educational, leisure and transport facilities, Ashford is enjoying a period of sustained growth and regeneration. The multi-million pound investment in development will create a place that offers a better quality of life, is safe, inviting and has improved access for all.

A borough well known as an expanding urban area, much of the borough is made up of picturesque villages and stunning protected countryside including Romney Marsh, the North Downs and the High Weald, which are important in contributing to Ashford's £1.8 billion tourism industry.



Ashford Tourism



Key

- Traffic-free shared use walking/cycling paths
- Suggested reserved cycle route
- National Cycle Route
- National Cycle Route as road traffic-free
- Proposed cycle route
- Railway walking/cycling routes (where applicable)
- Railway walking/cycling routes (where applicable)
- Spring (open to all traffic)
- Footpath (public only)
- Town centre
- Police warning
- Take care warning
- Quiet parking
- Public house
- Tables

Cycle to school

- | | | |
|-----------------|----------------------|-------------------------------|
| The Town School | Ashford School | Linden Grove |
| Crown Lane | Mount Ashford | Chest Church |
| Eastington | Myson | Rosefield |
| Millway | Great Dean | East Lane |
| Phoenix | Green Dean | Whitnough |
| St Leonards | John Road | Park Park |
| Highways | Ashford Vale | Ashford School of the Cottage |
| Station | St Thomas of England | The Church School |

Cycling

There is no better way to get around Ashford quickly than on a bicycle. Over 50km of safe traffic-free cycle paths means the majority of households around the town will have easy access to the town station and town centre.

Most of Route 18 of the National Cycle Network is the spine of Ashford's walking and cycling network through the town to the station in the West and Little Barton in the East.

National Route 18 provides that easy cycling as it meanders, traffic-free, through the heart of Ashford overlooking roads, railway lines and the M25 with safe crossings and a clear passage.

Take a closer look at your map and see how easy it is to get from your home to the station, school, or town centre traffic-free!

Cycling isn't just a rewarding and fun way to get around town - regular cycling has enormous health benefits too. Think of it as one of the best physical and mental medicines you can get - and it's free!

There is no need to sit in traffic jams, worry about being late or parking the car. In fact most journeys by bike will be quicker, more reliable and enjoyably, especially during peak travel hours.



Ashford Tourism

Part of the all-over 18 National Cycle Network is a well-used route through Ashford in no exception with many commuters, parents with pushchairs, shoppers, dog walkers, joggers and older babies, the elderly and less able all using and enjoying the network regularly. Public rights of way are shown on the map. Cyclists are permitted to use footways, restricted byways and byways. To report a problem on a right of way call 0845 245 0210.

Explore Ashford by bike
Have fun, stay as fit!

Explore Ashford by bike



SPORGS is an active campaign group in Kent that supports encourage cycling and provides its benefits. SPORGS organises a full programme of (city and cycle) events in and around the County to be enjoyed by all and may be found at www.sportsinKent.org.uk

Bike It is a national, practical project that delivers an intensive practical educational programme in both primary and secondary schools. In a Bike It school cycling levels are typically twice the national average. Co-funded by Kent Highway Services and Sportsworld, the project has been running in Ashford since March 2000. It is currently working with 71 engaged schools and supporting 5 other schools. In September 2008 two new schools will join the project.

Sustrans is the UK's leading award-winning transport charity, working on practical projects to encourage people to travel in ways that benefit their health and the environment. The charity is behind many ground-breaking projects including the National Cycle Network, over 10,000 miles of traffic-free, quiet lanes and on-road walking and cycling routes around the UK. www.sustrans.org.uk 0845 112 0145

Kent County Council is currently working in partnership with Sustrans, Sportsworld, Ashford Cycling Forum and Ashford Borough Council to improve Ashford's Cycle Network and Cycle Parking facilities. Users can report faults on the Cycle Network at www.kent.gov.uk/cyclehelp/ashfordreportfault.aspx

Designers: Graham, David, Ewing, Design and Marketing: The City Centre, Theatre: Ashford Borough Council, David, Ewing

Open Kent is a Best Case Good Incentive

Leisure routes

National Route 18 out of Ashford westward to Tenterden is well signed via quiet country roads and lanes. Anyone who thinks Kent is flat may well reconsider after the following leg to Tunbridge Wells.

National Route 18 out of Ashford eastward to Weir is also well signed via quiet country roads and lanes however the route onto Canterbury can be hazardous and not recommended for the faint hearted.

Route	Miles
Route 18	5/8
Route 18	14/22
Route 18	17/27
Route 11 & 11	11/21
Route 11 & 2	10/16



John Innes Sculpture, Ashford, Kent

Cycle facilities

Ashford International Railway Station Ashford International Railway Station currently serves a total 2.6 million passengers per annum, making it one of the busiest stations in the region and offers excellent connections to many of the top spots on Kent's rural and coastal Cycle Network. For further information on the new bike cycle routes around the County go to www.kent.gov.uk or telephone 08450 247905 for your copy of 'The plain Kent by Bike'.

Southeastern operate one of the busiest rail networks in the country and during peak periods, many services are crowded with some passengers obliged to stand. On peak services cycles take up space needed by passengers.

Southeastern's current cycle policy is that cycles are not permitted on peak time services arriving in London from Monday to Friday between 07:30 and 09:00 and leaving London between 16:30 and 18:00. Folding cycles may be carried on board any train, provided they are folded before being taken onto the platform and remain folded on the train during the journey.



Cycle parking facilities at Ashford International Station

Cycle parking facilities are marked in the map - inset symbol Ashford International Station has excellent cycle parking facilities, the majority of these are located outside the north entrance to the station entrance.

A new cycle compound with a single card entry system is available with capacity for 70 bicycles. Key fobs are available to hire from the Station Ticket Office at a cost of

- £15 for 3 months
- £35 for 6 months
- £60 for 12 months

In addition, 160 British Transport Police recommended cycle stands are available to use free of charge, these are also located outside the north entrance to the station.

Ashford International Rail Departures and Arrivals times www.internationalrail.co.uk/timetable.aspx?TW=UK



Bicycle repair station at Ashford International Station



Local cycle hire at Ashford International Station

Hotels and accommodation

- Ashford International Hotel
Tel: 01223 216885
www.ashfordint.co.uk
- Earthenware Hotel
Tel: 01223 213023
www.earthenware.co.uk
- Holiday Inn Ashford Central
Tel: 0870 408 9801
www.holidayinn.co.uk
- Holiday Inn Ashford North
Tel: 01223 712222
www.holidayinn.com
- The Cowleybrook Hotel
Tel: 01223 624843
www.cowleybrook.co.uk
- Boys Hall
Tel: 01223 421772
www.boyshall.co.uk
- Downshire Guest House
Tel: 01223 421191
www.ashfordtourism.co.uk
- See it, Live it, Guest House
Tel: 01223 445884
www.seeitliveit.co.uk
- Eleventh Court Farm
Tel: 01223 782249
www.11thcourtfarm.co.uk
- Derwentbury Holiday Park
Tel: 01223 420889
www.derwentbury.co.uk
- Derwentbury Camping & Caravaning Park
Tel: 01223 420889
www.derwentbury.co.uk



Modern accommodation at Ashford International Station

Places to visit

- Ashford Tourist Information Centre
Tel: 01223 421191
www.ashfordtourism.com
- Ashford Borough Museum
Tel: 01223 421191
www.ashfordmuseum.co.uk
- Willborough Windmill
Tel: 01223 712164
www.willboroughwindmill.co.uk
- Staglets & Deerwood
Cottrell Ashford Community Woodland
Tel: 01223 624843
www.btc.org.uk
- Ashford Designer Outlet
Tel: 01223 646030
www.AshfordDesignerOutlet.co.uk
- Coastal Square Shopping Centre
Tel: 01223 421191
www.coastalshoppingcentre.com
- Stewer Centre
Tel: 01223 642033
www.stewercentre.co.uk
- Julia Bow Athletic Stadium
Tel: 01223 612121
www.juliabowathletic.co.uk
- Ashford A&E Bowling Club
Tel: 0870 782000
www.ashorbol.co.uk
- Chawston Park
Tel: 0870 300000
- Ashford Town Bowls Club
Tel: 01223 624843
www.ashfordbowls.co.uk
- Coastal Square Shopping Centre
Tel: 01223 646030
www.coastalshoppingcentre.com



Windmill at Ashford

1.6 Who and how did we Consult?

Public Involvement & Ashford Cycling & Walking Forum

KHS felt it was important to consult with the local community with regard to the Cycling Strategy, as it wanted to obtain its views as to how best to enhance the existing network as well as working together with them to plan the future routes and improvements. As far as possible, local residents' groups, members of the public, schools, businesses and local cycling organisations have been invited to take part in the new Ashford Cycling & Walking Forum.

The Kent Travel Plan Officer will also be consulted while putting this Strategy into practice, to ensure the views of the public regarding travel to work and school distances are taken into account when attempting to improve inter-changeability between different modes of transport and to find ways of encouraging greater numbers of people to walk, use cycles and public transport, rather than cars.

Partnerships:

KHS is currently actively working with local developers to ensure that all new developments in the Ashford area incorporate new cycle parking provision and new routes within their plans and that they adhere to the adopted standards for construction, helping to ensure these all link-up to local amenities, schools and public transport routes where possible. The design and layout of cycle paths should promote the continual and free movement of cycles, so that cycle paths not only offer an alternative means of transport, but will also have advantages over car use.

KHS, Sustrans and Ashford Borough Council will work together to ensure route directions provide clear indications of how cycle paths join-up with public transport modes and new signage will be provided in the form of markings on the cycle paths itself, to reduce costs, avoid confusion by people turning signs around and to avoid clutter

KHS and Ashford Borough Council will work with local organisations, and businesses to promote the improved cycle route network and its connections to public amenities and public transport services.

KHS and Ashford Borough Council will work with the Tourist Information office to promote transport links to outside visitors.

The Cycling Strategy is also being promoted through other local groups such as the Ashford Domestic Station Travel Plan Group, to ensure the needs of local cyclists and pedestrians are taken into account and that the future route proposals and new maps are included on the proposed Station Travel Plan website. The Station Travel Plan working group is made up of Southeastern, KHS, Sustrans, Stagecoach, Ashford Borough Council, SEEDA and Eurostar.

KHS in its work with the Countryside Access Service uses the Explore Kent web pages on the Kent County Council Web-site to help promote its cycle routes. Explore Kent promotes walking, cycling, country parks and horse riding in Kent and provides interactive maps and ideas for days out. You can access this information at: http://www.kent.gov.uk/leisure_and_culture/countryside_and_coast/cycling.aspx

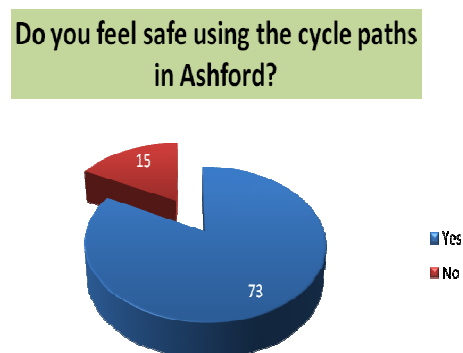
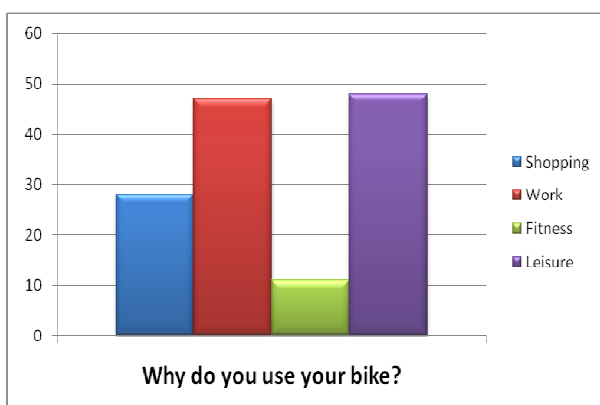
KHS has also recently started working with East Kent Primary Care Trust as part of the objectives for this Strategy, in order to produce calorie maps for both cycling and walking

routes easily achievable for local employees within their lunch hours or before/after work. These calorie maps will be developed based on industrial areas with high employment in and around Ashford, as well as the Town Centre based employers. A launch of this initiative will take place in summer 2010, in conjunction with other events planned to launch this Cycling Strategy.

What do people think about cycling in Ashford?

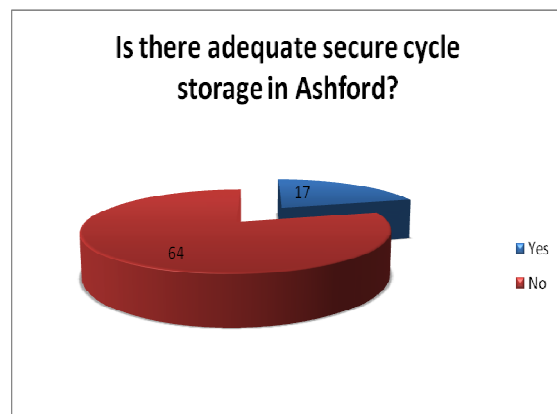
As part of the consultation process, local residents were asked for their views on cycling in Ashford. A number of different consultation methods were used, including face-to-face interviews, workshops and comments received from the Ashford Cycling and Walking Forum.

People stated that they most frequently used their bicycle for work and/or leisure purposes and the majority stated that they felt safe using the existing cycle network. However, people did state that they felt vulnerable at night if the cycle track was not lit and that the lack of continuity in the existing network decreased the level of safety.



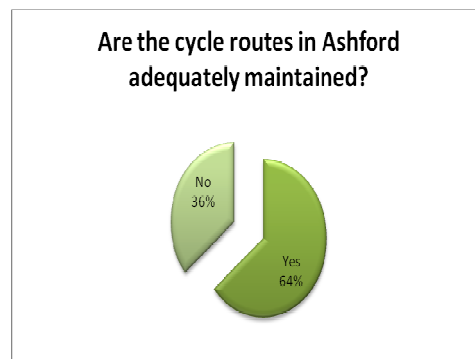
The majority of respondents did not feel there was enough secure cycle storage in the town and at key destinations such as the Stour Centre and Railway Station. In addition, respondents stated that they would like to see cycle storage that was covered and with additional security measures such as CCTV monitoring.

It was also felt that the existing cycle network is not well publicised enough and may not be obvious to non-cyclists and people that are new to the area. Further, there were several comments about the way the network is signposted and the possibility of making routes colour-coded to aid navigation.

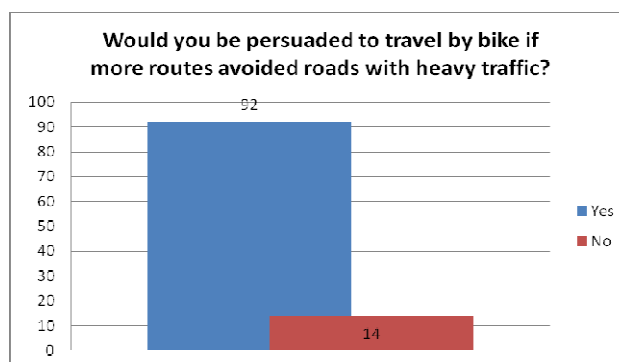


The majority of respondents stated that they felt the cycle network was generally well-maintained, although it was acknowledged that much of the network is relatively new and maintenance has not yet been required as a result. It was also stated that there was often overgrown vegetation at the side of cycle tracks that presented a potential hazard.

There was a slight preference for dedicated cycle tracks. However, equal numbers stated that they were satisfied with shared cycle-footways or that they did not have a preference as long as there were designated cycle tracks available. A frequent statement was that people felt the network was not as comprehensive as it could be and that routes frequently ended without warning and need to be joined up in a number of places.



Finally, respondents overwhelmingly felt that routes away from heavily trafficked roads would encourage them to cycle.



A Strengths, Weaknesses, Opportunities and Threats (SWOT) exercise was conducted at the first Ashford Cycling & Walking Forum on 14 November 2008 and the comments collated with regard to the existing Ashford Cycle Route Network, **please see Appendix A** for a break down of the SWOT analysis.

From the comments received from the workshops held, there were many constructive suggestions as to how to overcome some of the difficulties associated with Ashford's current cycling and walking network, as well as comments received through questionnaires conducted face-to-face with the public at various locations in Ashford.

Ashford's population was projected as 68,800 at the end of 2008, with approximately 2,132 people cycling regularly (based on 3.1% of the population as listed in the KCC publication 'Travel to Work Patterns 2008' {*Source: 2001 Census, Standard Table 119, Office for National Statistics (Crown Copyright)*}).

It is the intention of this strategy to work with the Ashford Cycling & Walking Forum to help promote the benefits of cycling, improve the networks by taking into account the views of local people and increase the percentage of cyclists, in line with the Local Transport Plan for Ashford, (KLTP 6 – a local indicator set to encourage more cycling in the area).

1.7 How does this Strategy compliment future development proposals for Ashford?

With regard to the proposed developments at Chilmington Green and Cheeseman's Green Urban Extensions, the Core Strategy (Policy CS5) (available to view at: http://www.ashford.gov.uk/pdf/Planning_Adopted_Core_Strategy_July08.pdf) highlights that these should be planned and implemented in a comprehensive way, with an Area Action Plan (AAP) produced for each urban extension, which provides guidance for development. The AAPs will include a masterplan for the development of the area which development proposals will be expected to follow and plans which highlight where and when on-site infrastructure would be provided. This will include cycle and footpaths and strategic parks planned at both Chilmington Green and Cheeseman's Green. Core Strategic Policy CS18a details the requirement for the creation of the strategic recreational open spaces, the required size and boundaries of which will be dictated by the AAP documents.

The Ashford Cycling Strategy will be a positive document in helping to create better-connected communities and in encouraging a healthier, more active means for new and existing residents and visitors to travel within, to and through Ashford.

Chilmington Green:

The masterplanning of Chilmington Green is already in progress and as such Ashford Borough Council (ABC) is keen to integrate pedestrian and cycle paths into the overall development framework. Specifically, Chilmington Green is identified in the Strategy as an urban extension site which should be planned to accommodate no less than 3,350 dwellings and 600 jobs by 2021, with the potential for up to 7,000 dwellings and 1,000 jobs in total.

One of the main development principles for the AAP will be to ensure that Chilmington Green is well-connected to the neighbouring communities, and that these neighbours will be able to profit from the range of local shops, services, employment open space and leisure opportunities which will arise as part of the phased development of the site.

Appendix D of this Strategy sets out the initial draft map of the Learning Link path which passes through South Ashford and into Chilmington Green. Ashford Borough Council supports the principle of this connection, which will provide a direct link between Chilmington Green and the Town Centre. However, it must be noted that until the masterplanning process is more advanced, the representation of Chilmington Green and Discovery Park on this map should be accepted as purely indicative. Indeed this plan was based on 2005 Greater Ashford Development Framework plans and KHS have since expanded the proposal for the Learning Link Path to extend from the south right up to the north of Ashford, taking in further schools, colleges, the library and other relevant institutions along the way. This proposal has been developed in conjunction with Ashford Borough Council and will be funded in the future by developers and other local funding streams.

Willesborough Dykes:

This proposed cycle path detailed in Map 9 of Appendix G will also be of benefit to the future development and integration of Chilmington Green with the surrounding communities. Another key driver is the creation of Discovery Park, the planned strategic

open space. The details for the park have not yet been decided, but it is hoped that the park by its 'end state' (around 2030) will be destination attracting visitors from Ashford and beyond. Thus, it would be very advantageous to link a section of this route direct into Chilmington Green and Discovery Park. This would connect Ashford Town Centre and the residents of surrounding communities to the leisure and recreational opportunities at Discovery Park, as well as the amenities and local services at Chilmington.

Specifically, the socio-economic advantages of a cycle path passing through Stanhope and Brisley Farm to Chilmington Green and the Town Centre should not be understated. Stanhope contains pockets of deprivation which, for some deprivation indices (Indices of Multiple Deprivation 2007), are within the 10% most deprived nationally. There is therefore a genuine opportunity to improve the quality of life for residents of these communities by enhancing their access to future services and job prospects at Chilmington and further afield, as well as encouraging healthier lifestyle choices.

The masterplanning process will similarly look at how existing lanes and highways within the site, such as Long Length, can be used for cycling and pedestrian links within the site and how to extend this further out into the countryside. Ashford Borough Council will be working in partnership with Kent Highway Services as part of this work and supports the provision of safe cycle parking at appropriate places and key destinations within Chilmington Green and Discovery Park.

Cheeseman's Green:

This proposed development is identified in ABC's Core Strategy (Policy CS5) as a mixed-use urban extension site which should be planned to accommodate around 4,300 dwellings and at least 1,475 extra jobs in the whole area by 2021. After this time, there is an opportunity for the construction of a further 2,200 dwellings and at least 750 jobs. The policy demands that an AAP, supported by an integrated masterplanning process, details the development framework and establishes policies for residential, employment and infrastructure development within the area.

Cheeseman's Green has some existing planning consents which will be considered during the AAP masterplanning process, as well as some constraints, which are capable of being overcome in order to permit development to proceed. This process has not yet begun. However, ABC welcomes the idea of integrating cycle connections into Cheeseman's Green and Waterbrook and the proposed Strategic Park (details to be finalised during the masterplanning process), and joining these paths directly into the Town Centre and surrounding communities.

Conningbrook Park:

This proposed park will consist of a regional watersports facility to complement the Julie Rose Stadium in the area to the eastern side of Willesborough Road, adjacent to the Julie Rose. Although the site has been identified for major leisure use, there will be a limited element of housing development. The existing National Cycle Route 18 runs adjacent to the proposed site, and proposed improvements as detailed in Appendix G will provide an excellent cycle route from Conningbrook to the Town Centre, Ashford International Station and the wider cycle network. The extent of and detailed plans of the site have yet to be determined and bus services 517 and the C-line will need to be expanded to improve public transport accessibility of the Park.

2 Strategy

2.1 Cycle-friendly Design

This Strategy aims to ensure a high construction standard for all future routes in the Ashford area and to follow the recent guidance from the Department for Transport (DfT) with respect to cycle route design. This means that the strategy will endeavour to ensure all new routes will be fit for purpose – ie appropriate for the route concerned – and will follow the guidelines set down in the DfT's 'Local Transport Note 2/08 – Cycle Infrastructure Design'.

Where possible, this Strategy aims to promote more proactive thinking about road design to change priorities in favour of the pedestrian and cyclist, as a way of encouraging more people to switch to sustainable methods of transport.

In this way, the Strategy aims to demonstrate how encouraging these forms of transport can actually reduce commuting times, as cyclists and pedestrians will not be stuck in traffic.

In response to the consultation conducted to inform Ashford's Cycling Strategy, KHS and Ashford's Future will endeavour to advise that when constructing new roads that separate cycle routes (either on or off-road) will be included

KHS has already begun this practice by advising other project teams constructing routes in the area to adopt the guidelines from the Department for Transport as above.

KHS will work in partnership on the construction of new cycle tracks with the Public Rights of Way Department to ensure efficient working and to source funding streams.

KHS has consulted with Kent Police on the design of cycle paths and has agreed that where appropriate, such as busy off-road paths where sufficient space is available, KHS will consider the construction of segregated footway/cycleways. KHS also has agreed that all signs and markings on-highway will comply with the Traffic Signs Regulations & General Directions 2002.

KHS will ensure compliance with the Cycle Tracks Act where necessary in the construction of new routes.

KEY TARGET(S):

- 1 To continue to follow the above documents in developing new cycle paths and routes**
- 2 To share this guidance with developers, to ensure a consistent high standard of cycle routes in Ashford**

This strategy will endorse priority of cyclists where appropriate, as set out in the Cycle Infrastructure Design guidelines issued by the DfT on p 65 of their 'Local Transport Note 2/08 – Cycle Infrastructure Design'.

2.2 Ashford's Cycle Network

Kent Highways Services is currently working on closing the existing gaps in Ashford's Cycle Network as part of its daily tasks for the Ashford Team. In addition, it is also bidding for Integrated Transport Programme funding and working with local developers

to resource this work.

Inclusion for all Ages & Ability

Of great importance to the existing and future development of Ashford's cycle network is to ensure that all routes are accessible for use by people with disabilities, wheelchair users, mobility vehicles and parents with pushchairs etc. Where currently some routes prohibit access for wheelchairs due to unsuitable gates or street furniture, the strategy aims to improve this and design these obstacles out in future route development.

On future network maps the strategy aims to include useful information as to the accessibility of routes etc – ie location of accessible toilets, steep gradients or any potential hazards.

It is the aim of this Strategy to encourage an increase in cycling in Ashford by continuing to consult on all future proposed routes with the local community and all relevant stakeholders. However, it is also the intention to ensure all cycle routes are suitable for both younger and older users, mobility impaired users and all different levels of cyclists. For example, the needs of experienced cyclists, children and recumbent trike users. Where possible, future routes will try and avoid busy roads and possible conflicts with heavy traffic.

2.3 Future of the Network

The strategy for the future development of Ashford's cycling network is in the short-term, where funding is available, to complete the 'missing links' in the current network and to connect the urban communities with the town centre, including other transport interchanges such as the railway station and bus services, local amenities such as schools, colleges and libraries etc. In the longer-term, the network will be further extended to link urban communities, amenities, businesses and transport interchanges with the out-lying villages within the Ashford Borough, as detailed in the proposed Butterfly Network (section 2.9) and Rural Routes sections below. It is also the intention of this Strategy that all new proposed developments will be linked into Ashford's existing cycle networks. Kent Highway Services will work in partnership with local developers to ensure optimum new cycle routes within and to and from new residential and commercial developments are planned and constructed. KHS already work closely on the detailed designs for such new connections with local developers and will continue to do so.

Completing the Key Missing Links:

Via the public consultation mentioned in this document and working with the Ashford Cycling and Walking Forum, the following Routes have been identified, in order of priority, which will be programmed in to improve Ashford's Cycle Network (Please see Appendix F for plans – apart from the proposed Butterfly Route):

- **NCR18 – Willesborough Road** – this project has been bid for under Kent Highway Services' Scheme Prioritisation System, but unfortunately cut from the budget, but will be put in as a wider improvement bid, together with the next project bid – reason: Safety of pedestrians and cyclists

- **NCR18 – Kennington Road – Up-grade path through narrow bends at Blackwall road north** – reason: safety of pedestrians and cyclists, but this is also a major road traffic issue with lorries getting stuck and the route being blocked for ambulances
- **Godinton Park – Up-grade of existing tracks to provide link to Green Sands Way and to Orchard Heights** – reason: safety of pedestrians and cyclists, but also in anticipation of the development of the cycle path onwards along the river. The Countryside Access Service originally put this existing track in and have reported some opposition by local residents regarding changing this section into a cycle route, so careful public consultation needs to be undertaken when planning this section.
- **Learning Link Path** – this scheme will be developed in conjunction with Ashford’s Future as one of the key links in the Regeneration of Ashford Town Centre
- **Birling Road to Mill Court – Up-grade existing path to shared use, resurface and light** – reason: safety, as avoids busy narrow part of Hythe Road. During the consultation process for this Strategy, people have written in to say it would be a good idea to formalise this as an official route, as people already use this as a cycle path. It would need lighting to encourage use of the route throughout the year, especially for commuting and school journeys on winter evenings and mornings
- **Church Road, Sevington to Aylesford Green (to link through Nelson Close)** – reason: safety, as avoids busy Bad Munstereifel Road and would link to existing cycle path leading over M20 and up to The Street. Comments received during the consultation process for this Strategy are that the current route beside the A2070 is narrow and beside a road with fast-moving traffic and a barrier separates traffic and cyclists using this link – it feels unsafe to people. People view this route as significantly safer and it is a more direct link to residential areas. Plans have also been drawn-up to link Willesborough Junior School, Highfield Road, Bentley Road and Hythe Road, and this awaits confirmation of funding. Public Rights of Way numbers AU94 and AU101 would need to be converted under the Cycle Tracks Act in order to permit cycling along this proposed cycle route, so detailed public consultation will have to be undertaken
- **Improve link from The Street up into William Harvey Hospital (include lighting on bridge)** – reason: safety – requests following face-face questionnaires undertaken at the hospital in autumn 2008 and comments received following public consultation for this document.
- **Connect existing shared path at the Stour Centre to Tannery Lane** – reason: to complete the route. Comments received from workshops held at the Ashford Cycling and Walking Forum, face-to-face questionnaires in Ashford and during the consultation period for this Strategy have highlighted the need for this route. Its proximity to the Stour Centre, town centre and the station all combine to make this an important missing link to complete in the cycle network.
- **Willesborough Dykes** - reason: to provide a strategic link between Park Farm and the town Centre and to the proposed future developments in South Ashford, such as

Cheeseman's Green and Waterbrook (See Appendices D and F for details). During the consultation of this document, residents have written in to express their wishes to see Park Farm linked to the rest of Ashford – at present, they feel cut off in respect of cycling and walking routes from here to the Outlet Centre, Stour Centre and town centre amenities. People do not feel safe using links along Romney Marsh Road, as vehicles travel at high speeds here. This off-road link would resolve these issues and they are keen to see this link constructed. This route would provide new links between substantial new communities proposed in south Ashford and the rest of the town. The planning application for this route also includes lighting, which will make this accessible for everyone at all times of the year.

- **Bentley Road to Hythe Road** – reason: to provide the missing link between Aylesford Green and Willesborough. Comments received during the consultation period for this document show people feel this route would not only close a gap in the cycle network, but also benefit Willesborough Junior School by providing a cycle route to its entrance.
- **Butterfly Network (Please see Section 2.9)**

Key Targets:

- 3 To plan and construct a comprehensive cycle network in Ashford
- 4 Continue to work with local developers to help extend Ashford's Cycle Network

- **Future Rural Routes in the Ashford Borough** – As mentioned in the Introduction to this document, this Strategy is a starting point for Ashford's cycle routes and focuses on Ashford Town Centre. However, as can be seen from Ashford's Cycle Map, National Cycle Route 18 bisects the town centre and already provides links out to Tenterden and beyond to the west and Wye and Canterbury to the East. Also, many cyclists already cycle from outlying villages into Ashford Town Centre, and Kent Highway Services has received many suggestions for improved and new rural links to Ashford Town.
 - Work is also being done in partnership with the Ashford Cycling and Walking Forum to identify new future rural routes and these will also be put forward as bids for construction in the future. For example, Kent Highway Services is currently working with Sustrans to provide an improved shared cycle route in Tenterden and further work needs to be done here to improve cycle links through Tenterden to Ashford. Work is currently being done to investigate the extension of the route currently under construction from Canterbury to Chartham to link-up with an off-road route from Chartham to Ashford. This route would solve the issues related to cyclists currently only having the option of the A28 to travel between Ashford and Chartham.
 - Appledore Parish Council have also sent in suggestions for constructing a cycle path from residential areas to Appledore railway station, as they feel this would encourage more people to use the station and leave their cars at home. At present, the route to the station for cyclists takes people along a bendy, relatively narrow road with poor visibility and a 60 mph speed limit. This discourages more people to walk or cycle to the station from their homes. The Parish Council have informed KHS that there is a landowner in the area willing

to allow use of their land. This route will also be investigated as part of the Strategy for the network.

2.4 Maintenance & Signage

Much progress has recently been made regarding the maintenance of Kent County Council's cycle routes and a separate budget has now been allocated. This is an important step, as this means that cycle route maintenance will now be separate from the overall highways maintenance budget, and can be monitored and targeted more easily to areas requiring more maintenance – ie routes travelling through greener areas which are more likely to become overgrown.

KHS are also currently investigating regular maintenance schedules for cycle routes and a pilot scheme will be launched in Ashford to work out the most efficient ways of carrying out this work. KHS is also currently looking into working in partnership with local authorities to ensure that routes are litter-picked as well as having vegetation regularly cut back.

Suggestions have also been received that KHS should instigate a gritting system for all cycle/shared routes, as many of these become inaccessible during certain winter periods and thus prevents many from using these routes instead of using their vehicles. This possibility will be investigated, but will depend on available funding.

There is also now an on-line reporting system which can be accessed by following this link: <http://www.kent.gov.uk/KHSFaults> .

This enables tracking of the areas needing the most attention and makes reporting easier for the public.

As a back-up to this, Kent Highway Services also works closely with Sustrans Rangers, local residents and the Ashford Cycling & Walking Forum direct to try and resolve any maintenance issues. Sustrans Rangers are able to go out in groups of volunteers to perform light maintenance works on an ad hoc basis, such as light vegetation cut-back.

It is proposed that all routes should have useful destinations such as schools, libraries, parks and community centres listed along them, as well as distances in both units and guide times for cycling and walking. This is now being done on new routes. Colour-coded routes are also being investigated, and these will be signed as well as marked by colours/names to ensure routes are as user-friendly and accessible as possible.

2.5 Safety

KHS have also been working with local schools via the School Travel Planners at KCC and Bike-It Officer for Ashford to obtain details of the issues facing young people whilst cycling around Ashford. KHS works together with Sustrans and local schools to endeavour to provide 'Safer Routes to Schools' where possible and link these in with Ashford's Cycle Network.

From the comments received it is evident that a large percentage of young and adult cyclists prefer off-road cycle paths where possible, however many people would also like to cycle on-road if traffic can be managed in such a way as to engender a feeling of safety for the cyclist – KHS and is committed to following the guidance as set out in 'Local Transport Note 2/08 – Cycle Infrastructure Design' published by the Department for Transport.

From the questionnaire and forum data, and other information from schools, local parents and teachers are most concerned with issues facing young people when travelling on on-road cycle routes to and from school and for other cycle journeys. The conclusions from the above joint report by Jacobs and KHS are as follows:

Conclusions:

"From the data that has been analysed there is evidence to support that for those crashes involving child cyclists, the cyclist was more likely to be at fault, failing to either give way or look properly. Although less apparent, for those crashes involving adult cyclists conflicting with other vehicles, the motorist was more likely to be at fault.

The reasons for this reversal between child and adult cycle crashes could be explored. For example:

Can adult cyclists deal with complex junction situations, as they also may be motorised drivers and have more road user experience?

Are existing road layouts too complex for child cyclists?

Does more education and training initiatives need to be directed at child cyclists, to help them judge whether or not to ride out on to the road when using cycle path/ road intersections and other conflict points?

Do motorists need to be made more aware of the greater potential of child cyclists failing to cope with the road environment than adult drivers (sic)?"

From:

KHS Road Safety Child Cyclist Crash Data Report

Second Draft, November 2008

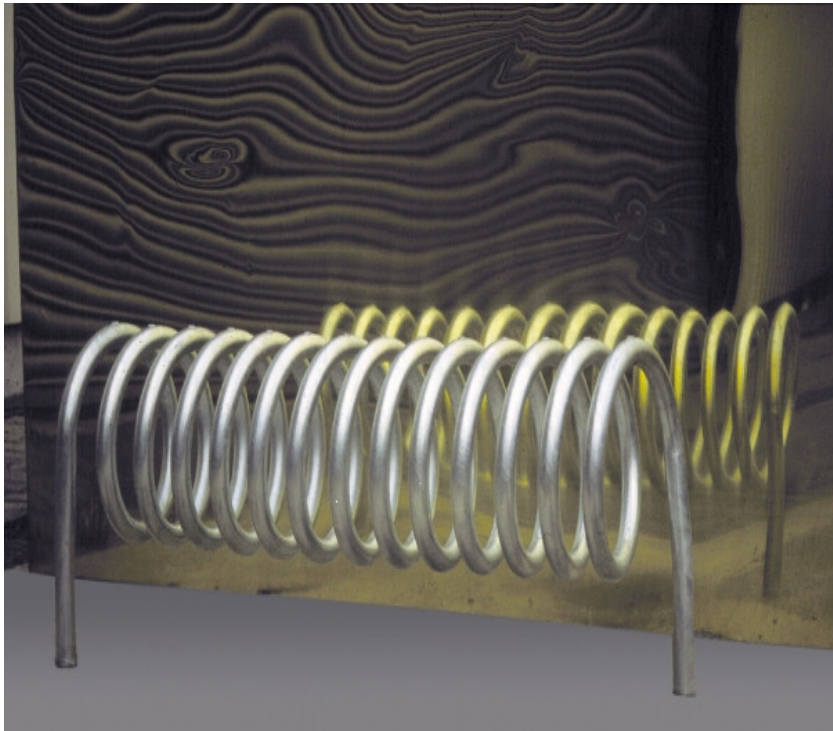
Currently Kent County Council works with the 'Bike It' Officer for Ashford from the Sustrans Cycling Charity to promote cycle safety throughout local schools. Close liaison is maintained with this Officer to highlight any potential safety problems throughout the network and also to discuss ways of improving Ashford's Cycling Network.

Kent Highway Services also has a Cycling Safety Officer who provides training for both children and adults. Further information can be obtained by using this link to the Kent Road Safety Team: <http://www.kentroadsafety.info/cyclesafe/> .

2.6 Cycle Parking

Ashford Town Centre – KHS will work in partnership with local cycling organisations, Ashford Borough Council, local schools and businesses to improve cycle parking provision and route directions to cycle paths within the town centre, and to promote links between local amenities, public transport and cycle routes. KHS will endeavour to provide innovative, attractive and user-friendly cycling parking which does not hinder accessibility on any shared surface or public highway

Innovative cycle parking has been considered for local businesses as below, to match their needs:



Much of the consultation conducted in support of this Strategy has identified a real lack of secure cycle parking within the town centre. Many local cyclists have commented that although they regularly cycle to the station to and from work or to and from the station to commute, they will not cycle into town, but prefer to either walk or travel by car to access the town centre, as they do not feel safe leaving their bikes in town and many said their bikes had been stolen from bike racks in the town centre. However, the problem of theft does seem to occur in well-overlooked areas such as Ashford International Station, as well as the bike racks located in less frequented areas. The 'Sheffield' design bike racks do provide an opportunity to use more than one lock to secure a bike and from comments received seem to be the preferred style of bike rack for the town centre, providing practicality, rather than a purely innovative design.

The Ashford Cycling and Walking Forum also supports improved cycle parking and generally favours Sheffield stands installed correctly, ie well-spaced apart from the next rack, secured properly to the ground and set back from any walls and ideally in view of security personnel or CCTV – not hidden around the back of buildings. The ACWF would prefer to see simple, high capacity parking solutions, rather than innovations such as the

Bike Tree and KHS agrees to prioritise these types of solutions where possible for Ashford Town Centre.

Other districts have adopted the practice of installing signs adjacent to cycle parking areas which offer advice as to best practice for locking bikes and tips for the best styles of lock to use etc, which KHS will also undertake for new cycle parking areas. For example, the City of London Police offer advice on how and where best to lock bikes, and where possible how to avoid theft – similar advice as found at <http://www.cityoflondon.police.uk/CityPolice/Departments/TerritorialPolicing/CyclePatrol/cyclesecurity.htm> will be displayed at Ashford cycle parking areas in the future.

To this end, Kent Highway Services has also been working with the Ashford Cycling and Walking Forum as to the type and design of cycle parking required. Current work is ongoing on a project to include two secure covered cycle parking sites in Ashford Town Centre. This project is being finalised with help from Ashford Borough Council to find the optimum locations for these.

Cycle Parking Within New Developments

In the past many new developments have been constructed without any commitment to the provision of sufficient cycle parking. It is the aim of this Strategy to ensure that in future all new developments will provide ample secure covered cycle parking provision. This will include residential, business and educational developments.

Innovative Secure Cycle Parking Solutions for the Town Centre

After initial public consultation with the public in Ashford, a need for more secure cycle parking has been identified for the town centre. As well as a new project currently underway to provide covered cycle parking in the town centre, this strategy aims to provide some form of even safer ways for the public to leave their bikes in the town centre, without fear of theft or damage. The following systems have been investigated:

Option 1 – Lockers such as Round Lockers

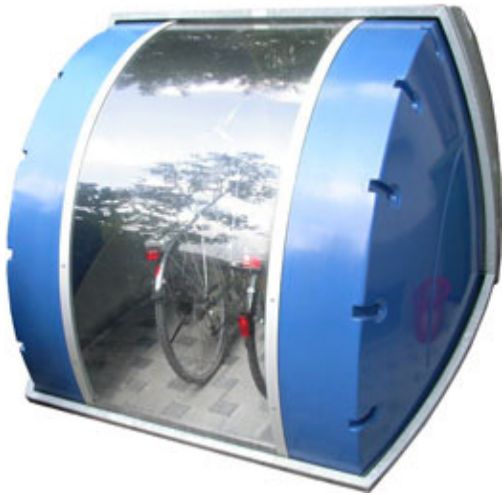


This option is only viable at locations where management of a locker system would be possible – ie at places of work, leisure centres etc.

Option 2 – Bike Caves

This design would be useful at sites around the town where renting systems are in operation and opens like a bread-bin lid. However, this option would require some maintenance and is of a less robust design than some locker systems. This would probably be best managed by a cycle hire company which could be trialled around the town centre or for use by companies for their staff/visitors. Since beginning this draft, the South East of England Development Agency has installed the Bike Caves illustrated below at

International House in Ashford, and KHS will be working with other businesses in the area to encourage more cycle parking solutions such as these.

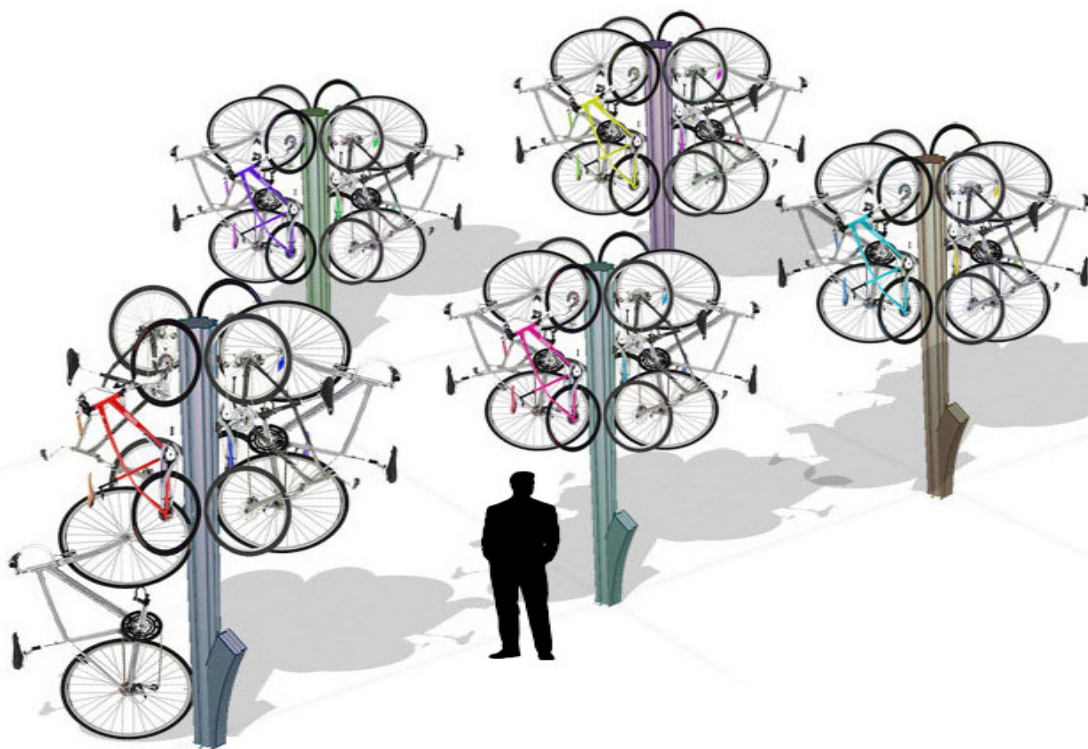


Option 3 – Lockers

This design is very secure and flexible, and the lockers are designed in a pie shape, which means you can set these lockers out in different shapes and can be inter-linked to save space. They come in different colours, but the stainless steel option would fit in very well with the new layouts around Ashford Town Centre.



Option 4 – The Bike Tree:





The Bike Tree option avoids the dilemma of having to worry about administration of key or card systems for lockers. Once you have locked your bike in place, you press a button and your bike is raised above head height, making it a lot more difficult for anyone to tamper with your bike. Also, each track on the tree is fitted with a tamper sensor. The 'tree' comes with a sensory alarm system, can be linked to a smart card which can be linked to future 'oyster' type travel cards and linked to promotions or discounts. A system such as this could well be an option for the future, with the planned introduction of the new 'Smartlink' bus rapid transit system, which will be run using a 'smartcard' system similar to the Oyster card, which would be compatible with the Bike Tree system. The units are solar powered and can be easily installed or moved in less than 6 hours. Each unit can accommodate up to twelve bikes and does not take up much floor space.

The Future – Proposed Cycle Parking Compound

Additional aims of the Strategy would be a secure cycle parking compound operated by staff, providing secure parking, cycle maintenance and a repair shop, tyre pump, coffee shop, relaxation area, showers and changing rooms, all in a town centre location. This is common-place in European countries where cycle facilities are further advanced, and considering Ashford's growing cycle network, would be a chance for Ashford to be one of the first towns to offer such a facility.

Key Targets:

- 5** To encourage further cycle parking with local businesses in Ashford
- 6** To continue to provide further cycle parking locations in Ashford
- 7** To propose an Indoor Secure Cycle Parking Facility

2.7 Integration with Public Transport

KHS and Ashford Borough Council are keen to work with local cycling organisations, public transport service providers, schools, local residents and other organisations in order to improve existing and develop new cycle paths. Further, KHS will endeavour to improve the local cycle network's interchange with public transport modes.

Ashford's Cycling Strategy will seek to improve the interchange with public transport points such as:

Ashford International Station (Eurostar side) – KHS will work with Ashford Borough Council and Eurostar to provide cycle racks at this side of the railway station for use by both staff and the general public. In the future, there will also be a new pedestrian and cycle ramp into this side of the station and possibly a new pedestrian crossing over the roadway into the station

New cycle racks with increased capacity are being provided to the front of the domestic side of Ashford International Station and next to the bus and taxi stops, providing an improved interchange between these different transport modes and encouraging greater use of cycles on routes to and from school, work and local amenities

KHS and Ashford Borough Council are arranging to work with the Travel Planners for Ashford Domestic Station to ensure a new interactive Cycle Routes Map is available via a proposed Station Travel Plan website. This will include details of the new user-friendly Butterfly Routes, as well as how they link-up with the other existing cycle routes and provide useful local information and details of interchanges with other transport modes and walking routes.

KHS will also be working with KCC Travel Planners to ensure local businesses and other organisations can develop their own Travel Plans, which will benefit from the improvements of Ashford's Cycling and Walking Network.

Inter-change Deliverables:

Data collated by local cycling organisations and travel planners will be used to improve inter-modal transport links to cycle routes. In addition there will be continued consultation with local cycling organisations, schools, businesses and residents to promote new interchanges between public transport services and cycle routes in Ashford.

Locations of interchanges between public transport and cycle routes will be publicised in future cycle maps, interactive maps and KCC's website.

School Travel Plans:

KHS is currently working with schools in Ashford to ensure that all local schools produce a Travel Plan, where issues regarding cycling /walking/taking public transport to school rather than using cars are highlighted. For instance, overgrown or poorly maintained footways and cycle paths can cause parents not to give permission for their children to cycle to school, as well as paths where cyclists or pedestrians are not easily visible to drivers or feel isolated. Parents also feel interchanges between cycle/footpaths with other forms of public transport are important if pupils are to use their bikes, as not all older pupils come to school from the immediate vicinity

The Sustrans' Bike It Officer works with Ashford schools to find practical ways to enable more pupils to use their bikes when travelling to school. And also provide data on how children get to school at present and what can be done to enable more children and parents to use their bikes as a viable form of transport. KHS is currently working with KCC's School Travel Planners to provide recycled cycle racks free to local schools and to identify new 'Safer Routes to Schools' in the form of new cycle routes. KHS also works with Sustrans to provide these new routes and land acquisition issues which may result.

KEY TARGETS:

- 8** To integrate the Cycling Strategy with Ashford's Public Transport Services
- 9** To help local schools increase the numbers of pupils, staff and parents switch to cycling to travel to and from school
- 10** To provide details of how the public transport network interlinks with Ashford's cycling and walking networks via improving Ashford's Cycle Map
- 11** Ensure all future cycling/shared routes also serve local schools where possible

2.8 Promotion

Health Benefits

This strategy aims to promote the advantages of cycling for health reasons to the local community in Ashford via working on projects in conjunction with the local Primary Care Trust such as:

- Calorie Maps for specific cycling and walking routes in Ashford Campaigns highlighting the benefits of cycling in the fight against obesity and related health problems.
- Initiatives to enable more people to choose cycling and walking as active forms of transport
- The aim is also to work with local schools and businesses to promote these benefits – as previously mentioned, work has already begun on developing cycling and walking calorie maps for use by local people, in conjunction with the local Primary Care Trust. These could then be used by local businesses to encourage breaks at lunchtime and to get to know the area better. This way, people who did not previously cycle could take advantage of local cycle routes and thus also improve their health & well-being

Moving Away from the Car & Reducing Congestion & Pollution

A way of avoiding congestion – one of the main aims of this Strategy is to promote cycling as an ideal way of avoiding congestion on Ashford's streets – particularly in respect of morning school runs by parents – and through the Ashford Cycling and Walking Forum, cycling will be advertised as a faster means of travelling to and from school and working together with School Travel Planners and local cycling officers to identify safe routes to school. Pollution – Highlight all off road routes, inform public of environmental benefits of a greater modal shift to cycling.

Sport & Role Models

It is the aim of this strategy to work with local sports organisations to help promote Ashford's Cycle Routes and to help promote the above benefits of cycling. A good way to start the promotion of the cycle routes and further encourage local people to get involved will be to launch an annual family bike ride in Ashford. The first of these events was open to everyone and a short and longer route were included and this was organised between Kent Highway Services and Ashford Pilgrim's Hospice. It was a successful event and it is hoped that from now on this will continue to take place annually and grow, involving local organisations and businesses. Using role models to promote these local events will be a great way to publicise Ashford's cycling routes, as well as persuading more people to move away from their cars. Off road facilities are also popular in Ashford and development of a mountain bike course at The Warren would provide facilities for those preferring off-road cycling. In the long term the Strategy aims to apply for a larger 'velodrome' facility for Ashford, to further encourage cycling, people interested in training to become professional athletes and a focus for cycling events, whereby people could also come from Europe to use the facilities.

KEY TARGETS:

- 12** To promote the health benefits of cycling via projects with local businesses and schools
- 13** To work with the local Primary Care Trust to produce calorie maps for cycling and walking routes in Ashford
- 14** To promote the benefits of active commuting to school and work
- 15** To promote an annual cycling event for all abilities and ages

2.9 Butterfly Map

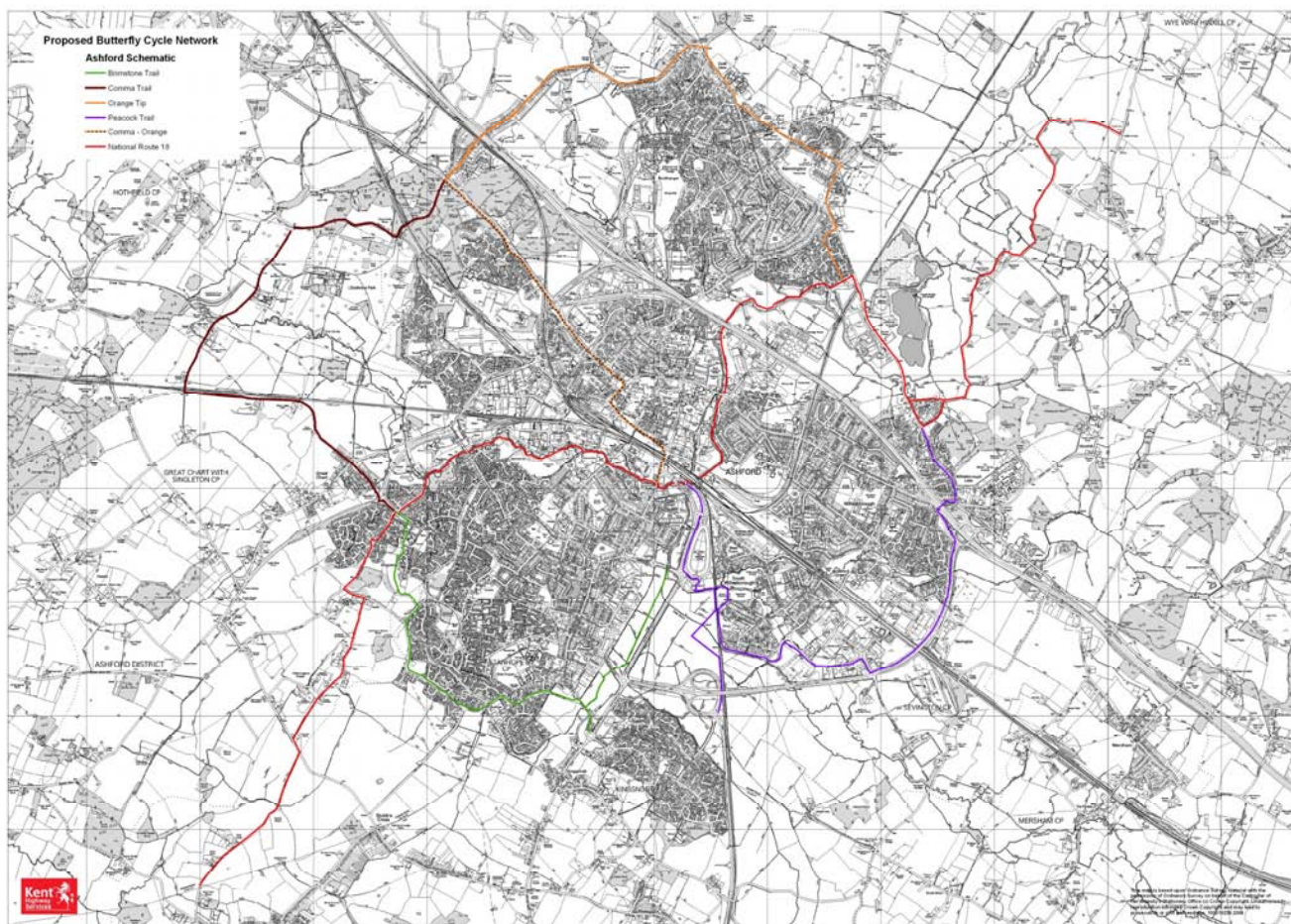
KHS have drafted a proposed 'Butterfly' Cycle Network for Ashford which consists of a simple network of colour-coded routes which will help link together Ashford's existing network, but also extend these further out into leisure and green areas, as well as providing simple commuting and shopping routes around the town. This new proposal for a 'Butterfly Routes' network is being developed in conjunction with the Blue and Green Grid Strategy for Ashford, to ensure future proposals to improve access to local woodlands, leisure trails and waterways tie in with the improvements to Ashford's Cycle routes. This would not only provide the local area with a more user-friendly network, but would ensure all routes lead back to the centre of town and link in to National Cycle Network Route 18.

The proposed Butterfly Network is based on some of the existing cycle routes around Ashford, and has been designed to link-up with future developments such as Discovery Park, Cheeseman's Green (please see Appendix D for an example of what the Strategy would like to obtain from developers) and Waterbrook Park. These proposed developments will each have their own cycle tracks and Ashford's Future and KHS will work in partnership with local Development Control Officers to ensure that Developers' funds for cycle routes are used to construct appropriate routes and that they link-up with the main Butterfly Routes.

Future aspirations of this Strategy for Ashford’s Cycle Routes also encompass planned east-west and north-south routes across the town, as well as construction of a ‘Learning Link’ cycle route which will link schools, colleges, libraries and museums within Ashford’s town centre. Details of these routes will be included within this Strategy following consultation with Ashford Cycling & Walking Forum.

The proposed schematic design for Ashford’s main cycle routes will form the shape of a butterfly. The ‘body’ of the butterfly is formed of Route 18 which traverses the town of Ashford and the four ‘wings’ will make up the four main routes: The Comma Trail (shown in brown), the Peacock Trail (shown in purple), the Orange Tip Trail (shown in orange), the Brimstone Trail (shown in green) and the Comma-Orange – where these two routes overlap – (shown hatched brown and orange) are all routes named after four rare breeds of butterfly found in Ashford and which are featured at Ashford’s Rare Breeds Centre. The proposed network design is shown below.

Draft Proposal: Butterfly Route Schematic – 2009



KEY TARGET (S):

- 16 To Integrate the Cycling Strategy with Ashford’s Public Transport Services**
- 17 To help local schools increase the numbers of pupils, staff and parents switch to cycling to travel to and from school**
- 18 To provide details of how the public transport network interlinks with Ashford’s cycling and walking networks via improving Ashford’s Cycle Map**
- 19 Continue to work with local developers to help extend Ashford’s Cycle Network**

2.10 Public Information

In addition to the Ashford Cycling Strategy document an up-dated cycle routes map is planned, showing improved cycle routes via a stylised and colour-coded route map. This leaflet should be made readily available at key locations such as stations, tourist information offices, schools, colleges, leisure centres and possibly in specially designed boxes at key points on some cycle routes or close to cycle parking facilities in the town centre. The new maps will contain further details such as;

- Location of cycle parking facilities
- Details of route interchanges with public transport (train¹, bus) including web addresses and phone numbers for further information such as Southeastern trains web-site, as well as the proposed Station Travel Plan website
- Details of cycle hire and cycle sales and repairs
- Availability of toilet facilities and locations of any proposed cycle storage and changing facilities
- Cycle schemes
- Toilet facilities
- Tourist Information
- Approximate cycle journey times for main routes

In addition, this leaflet could also be adapted as a large scale map to be mounted at a variety of key locations throughout the town such as the railway and bus stations, the town centre and along Sustrans route 18, as cyclists enter the urban area.

Following production of the new interactive Ashford Cycling Map and associated paper copies, it is proposed to ensure sufficient promotion of the same, by distributing these not only to the local Tourist Information Office, but also to many locations within the community which people are likely to be spending a good deal of time, such as local

¹ **Southeastern trains** Cycles are not permitted on peak time services arriving in London from Monday to Friday between 07.00 and 09.59, and leaving London between 16.00 and 18.59. If the journey starts from one of the following boundary stations (Gillingham, Otford, Tonbridge and Redhill), heading away from London, cycles are permitted at any time. If journey starts in Kent or east Sussex and terminates anywhere before these stations, cycles are permitted, subject to onboard space. Folding cycles are permitted at all times provided they are folded prior to boarding and remain so throughout the journey. Cycle parking is available at Ashford International Station with further information on other stations available at : <http://www.southeasternrailway.co.uk/your-journey/station-information/> (**Information correct as at July 2010**)

Southern Cycles are not permitted on trains travelling towards either London or Brighton and due to arrive between 07:00 and 10:00 and trains leaving either London or Brighton between 16:00 and 19:00. Outside of these times cycles are permitted free of charge without a prior reservation. Folding cycles are permitted at all times. (**Information correct as at July 2010**)

opticians, doctors' and dentists' offices, schools, sports centres, the station, supermarkets, libraries and hospitals, as well as handing these out to community groups, at local events and where possible at Farmers' markets. The maps will also be given to the Ashford 'Bike It' Officer who is currently funded in partnership with Kent Highway Services and Sustrans and works with local Ashford schools on bike training. KHS also has a proposed project to improve map displays in the centre of Ashford via an interactive cycle map on the High St, which is awaiting funding.

KEY TARGET(S):

- To produce an interactive cycle map for Ashford, located in the Town Centre, in partnership with Ashford Borough Council and Ashford Town Centre Management

2.11 Education and Training

Bike It and Children's Cycling Safety:

Bike It is a Sustrans managed project that is jointly funded by Kent Highway Services. Sustrans is the UK's leading sustainable transport charity. The Bike It Officer works with schools in Ashford and Canterbury to find practical solutions to enable more children to cycle safely to school. This includes ensuring that schools have secure cycle storage, access to cycle instruction, undertaking lessons on how to find a safe route to school and learning how to mend a puncture. Bike It works with 12 schools each academic year and aims to build a sustainable cycling culture and to involve the whole community as much as possible.

More information about Bike It and other Sustrans projects can be found at www.sustrans.org.uk.

Cycle Instruction:

KHS also has a Cycling Safety Officer who provides training for both children and adults. Further information can be obtained by using this link to the Kent Road Safety Team: <http://www.kentroadsafety.info/cyclesafe/>.

It is the aim of this Strategy to offer further cycle training to adults by working with the Kent Road Safety Team through local businesses, community groups and local events to encourage more people to overcome their fears of cycling on roads and increase the numbers of new adult cyclists. Evidence has been received from conducting face-to-face questionnaires (**please see Appendix G**) and work with the Ashford Cycling & Walking Forum to suggest that there are a number of adults who never learned how to ride a bike, and feel embarrassed about this. They did say however, that if there was the opportunity to attend adult bike training courses where people would be taken on the roads and learn about cycle safety and bike maintenance, that they would be persuaded to start cycling. Comments received during the consultation process for this Strategy have highlighted the requirement for free bike training to anyone living or working in the Ashford Borough that wishes to take part.

Ashford was recently successful in a bid to operate the 'Bike to Work Challenge' project and Kent County Council, Ashford's Future, Sustrans, Eastern Coastal Kent Community Services and Ashford Borough Council are currently working on this project with additional funding from the Cycling Touring Club. This involves working with local businesses to offer free cycle training and advice, to encourage more local people to

cycle and use the local Ashford Cycle network and to help people to improve their health and wellbeing. Further information on this project can be found at www.ashfordcyclechallenge.org.uk.

2.12 Monitoring

At present, the cycle trips are monitored by five automatic cycle counters positioned at different sites across the town. In addition, there is an annual inner and outer cordon count that records all road usage including cyclists.

In the future, KHS will endeavour to bid for extra funds to include resources for further cycle counters on new routes, in order to provide future evidence on how well-used the new routes are. To monitor the success of new cycle tracks, it is intended to monitor the number of cycle trips undertaken both before and after new schemes are constructed.

Key Target (s):

- **To continue to monitor the number of cycle trips being undertaken**
- **To monitor the number of cycle trips both before and after new cycle tracks are constructed at key designated sites**

3 WHAT PEOPLE CAN DO NOW

Get Involved:

If people would like to help continue to build, improve and promote Ashford's growing cycle network, they can join the Ashford Cycling and Walking Forum, where they can be a part of the future plans for the network. People can also contact the Ashford & Swale Transport & Development Team at Kent Highway Services to discuss any issues or use the on-line reporting form as detailed in Section 2.4.

How well are we doing?

It's all very well planning, consulting and constructing new routes, but we need to know that afterwards people will feel happy to use these new cycle paths.

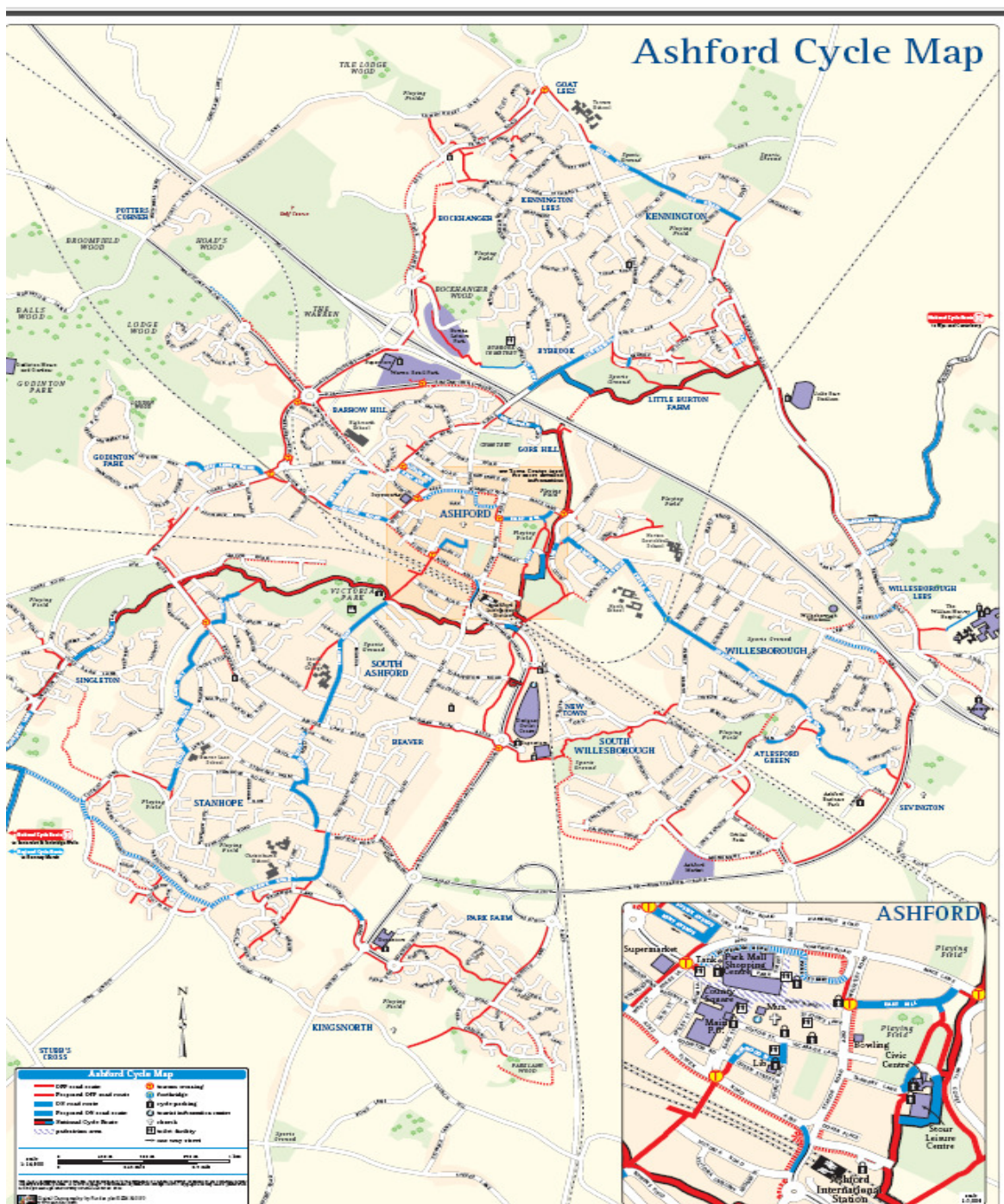
Of paramount importance is to learn lessons as we go along and continue to improve on the design, standards and 'user-friendliness' of all current and future routes. To do this, we plan to move around the mobile automatic counters currently in place around Ashford, to monitor the amount of users. KHS may have to move automatic cycle counters around due to lack of funding, but where this has to be done, KHS will ensure that this is done in a consistent manner. However, as mentioned previously on p31, KHS will endeavour to bid for funds within new projects to cover the installation of new cycle counters. Where possible, KHS will try to install counters capable of capturing more than just raw data – ie time of day counts measured, seasonal variations etc, to enable KHS to determine the likelihood of the type of traffic – whether school/commuting/leisure etc. KHS will also endeavour to carry out post-construction surveys amongst users to see what they think of new links and routes. All this will combine to help provide justification for cycle infrastructure and maintenance expenditure.

APPENDICES

APPENDIX A

ASHFORD'S FIRST CYCLE MAP – 2004

Ashford's cycle network was first mapped back in 2004 by a former colleague in preparation for inclusion in a new Cycle Strategy for Ashford and to look at improving the existing routes in line with future developments and transport initiatives being undertaken in the Ashford area.



Appendix B

(Strengths, Weaknesses, Opportunities, Threats Exercise carried out with Ashford Cycling & Walking Forum)

Strengths	Weaknesses	Opportunities	Threats
<p>Many cycle paths</p>	<p>Badly planned network, many pinch points</p>	<p>Improve the network via proposed schematic to ensure links actually link-up! And extend out where local people would use them</p>	<p>Plans may require TROs or permission from private landowners to link-up routes – need to minimise this by looking at more than one alternative re-routing</p>
<p>Off-road route along Willesborough</p>	<p>Path from Blackwall Road South up past Julie Rose Stadium along Willesborough Road requires cyclists to keep dismounting and cross a busy road – used at all times of day and night due to shift work patterns in adjacent factories – unclear for cyclists as to whom has right of way – this route is too optimistic, as is too narrow for cycling and on a blind corner – dangerous dead end/crossing point</p>	<p>Work together with Givaudan Ashford & Premier Foods to find an alternative route</p>	<p>Not getting permission to re-route cycle paths over private land</p>

Strengths	Weaknesses	Opportunities	Threats
Proposed off-road route along Romney Marsh Road	No current plans to extend path down from Romney Marsh Road to the Tesco Store due to omission at the planning permission stage	Any new proposals will have to come from KCC or other funding or working in partnership with others	May prove costly getting permission over private land and/or constructing new path
Off-road route along Bad Munstereifel Road away from heavy traffic	Small on-road route along Church Road before bridge over Bad Munstereifel Road – difficult to see location of bridge due to poor signage	Improve the signage and/or road markings	May not be able to arrange under standard maintenance – finding funds to complete may be a problem
Off-road route along Romney Marsh Road in good location	Unfinished!	This route could be completed to carry on down to meet up with routes adjacent to Ashford Road, thereby helping to join-up the route around Stanhope, thus helping realise the strategic plan for Ashford	Have been land issues in the past – cost could be excessive, but need to revisit this to investigate
Kingsnorth Road provides an acceptable radial route to the south from the station.	However, Beaver Road South is unpleasant for cyclists – particularly because of queuing traffic	Investigate improvements	May require a scheme to reduce queues or alter traffic priorities etc, which may be impossible due to the works already undertaken in the town centre, or take a long time to achieve approval
Route 18 is a good example of what a cycle path should be	Some signage missing and directions unclear	Improve and/or repair directional signage/markings	May require separate funding for some of the works, although improvements to Victoria Park already ordered

Strengths	Weaknesses	Opportunities	Threats
Cradle Bridge links to footpath to Willesborough	Blind corner on exit to Willesborough Road path	Improve warnings to cyclists of blind corner coming up or reroute from cradle bridge up to the rear of factories instead of along Willesborough Road	As above, rerouting would be dependent on private owners giving permission
Orchard Heights and Godinton Park have some nice routes	No current paths link these two areas together	Extend routes to link up – will match plans for schematic and link-up with Ashford’s Cycling Strategy and the Local Transport Plan	Cost – where will the funding come from? If involves TROs etc, time needs to be factored in – use Ashford Cycling & Walking Forum to help obtain funding
Godinton Park Footpath already in existence	Does not link-up to Godinton Lane	Extend routes to link up – will match plans for schematic and link-up with Ashford’s Cycling Strategy and the Local Transport Plan	Cost – where will the funding come from? If involves TROs etc, time needs to be factored in – use Ashford Cycling & Walking Forum to help obtain funding
Warren Lane – ideally placed for links to Fougères Way	Passes underneath Fougères Way, thus missing the Retail Park	Could install a ramp up to Warren Lane for access to the retail park from other side	Cost - where will funding come from – would this be used?
Many cycle paths	Loss of right of way at junctions	Check these when looking at improving the network	Cannot put traffic measures in at every junction due to cost – prioritise
Sandyhurst Lane – quiet road	No path off Sandyhurst to Enterprise House	Could construct new route here	Land ownership & cost
Route 18 quite clearly marked	Some route 18 detour signage on the A28 still there, but is now redundant	Remove redundant signage	None foreseen

Strengths	Weaknesses	Opportunities	Threats
Spearpoint corner well-served by cycle paths	Very busy roundabout and crossing points	Consider installing a zebra crossing here	Funding/time delays
Godinton Park, Hoad's Wood, Broomfield Wood and Ball's Wood – jewel of Ashford to visit	Not linked to rest of cycle network	Take out proposed butterfly route into countryside as planned to ensure more opportunities for safe leisure cycling in Ashford	Funding/land ownership issues
Good existing route out to Great Chart for Golf and leisure	Not all dedicated cycle ways	Continue plans to link-up existing cycle ways with places of interest/leisure opportunities	Funding/TROs?
Singleton Environment Centre	Not linked to rest of cycle network	Create links – would tie in with sustainability targets/provides facilities open to users en-route to elsewhere – i.e. toilets/café etc – joint funding opportunity with BTCV?	Funding/land ownership issues
Routes avoiding heavily trafficked areas	Cannot always avoid on-road routes, due to lack of space or land issues	Endeavour to avoid where possible and look at alternative routes if available	Space/land issues
Many routes	Incoherent and many dead ends	Ensure that routes link-up or are made redundant if unused or incomplete	Funding/land ownership issues
Traffic systems	Slow to change for pedestrians/cyclists	Check phasing's where possible – particularly check timings of any new equipment installed in relation to what is required vis-à-vis traffic flows	Would need examples of specific units where timings are slow in order to correct

Strengths	Weaknesses	Opportunities	Threats
Many routes	Not good to go to town with children on roads from Willesborough	Look at alternative routes and/or work with Premier Foods and Givaudan to investigate possibility of re-routing cycle path over factory land	Land ownership permissions and costs
Some good cycle parking in the town centre	Inadequate – particularly in terms of security and at certain locations – i.e. on High St and at the Stour Centre	Improve and look at alternative cycle parking arrangements	Funding – finding better locations to site the parking
Routes avoiding roads	Sudden dead ends	Investigate finishing or closing routes which 'go nowhere'	Funding/land ownership issues
Relatively large network	Quality of network poor, sudden dead ends, poor maintenance, slow toucans, problems with large roundabouts	Improve signage	Getting rid of Church Road footbridge with the M20 junction 10 a works will be a potential disaster for cyclists and walkers
Ambition	Only small team and little resources to fulfil 'Ashford's wish list'	Produce draft strategy to highlight the need for further resources for improving Ashford's cycle network	Constrained by lack of equipment/budget/software availability
Flat terrain	Sections of flat routes not publicised well-enough	Need to advertise cycle rides on flat rural loops - e.g. towards Bethersden, Pilgrims' Way and Charing	Timescale/funds for producing new Ashford Cycle map
Good strategic route between Magazine Road & the Ring Road	Too narrow to accommodate both bikes and cars at the moment	Make one way for cars to allow for extra room for cyclists and/or widen footway	Could be costly scheme

Strengths	Weaknesses	Opportunities	Threats
Shared use between Gore Hill and Magazine Road a good idea	Plenty of obstructions – including a bus shelter!	Investigate encroachment – relocation	Would require permission of Stagecoach
Good signage on most routes	Route 18 signs to Kennington confusing over the bridge	Remove redundant signage and/or put down road markings instead	Timescales
Shared use on Magazine Road	Cyclists are on a climb when turning right into Magazine Road and then must cross traffic to reach cycleway	Change traffic layout	Probably very unlikely, as shared surface already exists
Heath field Road/Gore Hill – Good links to R18	Difficult turning out of Heathfield Road from Henwood into Canterbury Road and right towards Kennington	Investigate possible improvements	Could be lack of space/funding to introduce a separate cycle track here
Cemetery Lane – Good links up to Eureka	On turning out of Cemetery Lane onto Canterbury Road, traffic builds up going towards Canterbury and often blocks cycleway	Investigate Rerouting as not enough room to put in cycleways over bridge over M20	Not enough space/funding for alternate route
Bybrook Road	Not currently official part of the cycle network and cars turning left often squeeze cyclists against railings	There is a wide footway on this corner to allow cyclists to make left turns within the hand railing, so this could be investigated as an off-road section – possibly extending further	Funding/must be sure sufficient space

Strengths	Weaknesses	Opportunities	Threats
J/O Rylands/Bybrook Rd/Canterbury Road – Good links from here to other cycle routes	Difficult to cross road on Canterbury to Bybrook and no cycle lane past traffic lights	Could investigate crossing point using the lights at Bybrook Junction and/or use lay-by and hatched section on Canterbury Road for a cycle lane?	Funding/must be sure sufficient space
Oakfield Road/Canterbury Road – well used road for cyclists	Difficult to turn into Oakfield Road from Canterbury Road	By providing a dropped kerb off the Canterbury Road Cycle Lane, this would provide access into Oakfield Road, thereby adding flexibility to the cycle network at minimal cost.	Funding/space on footway
George Williams Way – good links to Route 18	Difficult to turn safely into this road from Canterbury Road	Again could use lay-by to assist – extra cycle turning lane	Funding/space on carriageway
York Road – Faversham Road – Good area for cycling and near cycle parking	Difficult to turn safely into York Rd from Faversham Road	Corner could easily be adapted so that cyclists could drop into York Road and/or go inside the railings to use wide footway towards Northumberland Ave as shared use	Would need checking to see if wide enough – how would fit in with wider cycling strategy
Little Burton Farm Lane/Dudley Road – potential to link with cycle route from George Williams Way	No safe crossing point over Canterbury Road A28 to Dudley Road	Could try and construct safe crossing point	This has been attempted, but no space to safely do this, due to narrow/non-existent footways and □artilage of houses backing straight onto road

Strengths	Weaknesses	Opportunities	Threats
The Ridge – near to off road routes	The road is a cul-de-sac, but could construct a link through for cycles	Investigate constructing a cycle path over the playing field from The Ridge through to The Street	This would be difficult, as this is currently a playing field and footways already exist and no cycle way already along The Ridge
Faversham Road – potential to link to cycle routes	Short cycle-lane leading to Penlee Point – unclear as to what cyclists should do next – few motorists indicate - fast traffic	Investigate alternate routes	Funding – strategic plans – does this fit in, or would an alternative be more suitable
Nettlefields shops frequented by cyclists	No cycle parking	Investigate installation in line with strategy	Dependent on future funding
Many cycle routes on & off-road	Some routes conflict with traffic	Consider installation of 'Think Bike' markings	Dependent on future funding – also signs often expensive and prone to vandalism – could we use markings ground/carriageway instead?
Cemetery Lane – Good links up to Eureka	No cycle parking	Investigate installation in line with strategy	Dependent on future funding
Park Road/Rylands Road	Potential link via pedestrian link	Investigate widening to include a cycle track	Would need to ensure eventually could link-up to other routes in line with the cycling strategy
Tritton Fields/Ball Lane - already a cycle route to Tritton Fields	No link through to Sports Fields	Could investigate route from Tritton Fields to Sports Ground	Dependent on future funding

APPENDIX C

How this Cycling Strategy Relates to the Greater Ashford Development Framework

The following is taken from the working Masterplan section on Movement & Access, outlining the aspirations for cycling and walking in Ashford.

The proposed cycling network for Ashford aims to establish cycling as a high profile mode of transport through the provision of direct, uninterrupted facilities along clear strategic corridors to the town centre and other important locations. Safe and convenient access to the strategic routes from homes and businesses will be via a series of local connections comprised mostly of dedicated facilities.

Strategic cycle routes, including the Green Necklace through the town, will connect existing local centres, the urban villages, and key movement generators (schools, hospitals, supermarkets) with the Town Centre and one another. Where appropriate, they will link into the National Cycle Network, accommodating the existing NCN route 18 and the proposed NCN Route 17 with scenic or urban route options. Proposals have been prepared in consultation with Sustrans to provide for the requirements of the existing National Cycle Route 18 and proposed route 17. This includes improvements to Route 18.

A secondary network of local connections will feed the strategic corridors. These might be comprised of either on or off carriageway facilities. New lower order links within the existing urban area are identified where required to connect existing routes. For the purposes of this plan local connections are not identified in the growth areas since this will typically occur during subsequent design stages.

Constraints such as roadside parking may occasionally rule out the provision of direct facilities for cyclists in the form of cycle lanes in locations where they would otherwise be desirable. Elsewhere, low traffic volumes and speeds may render them unnecessary. In such instances, traffic calming measures and/or new signage are proposed to improve conditions for cyclists and maintain route coherency.

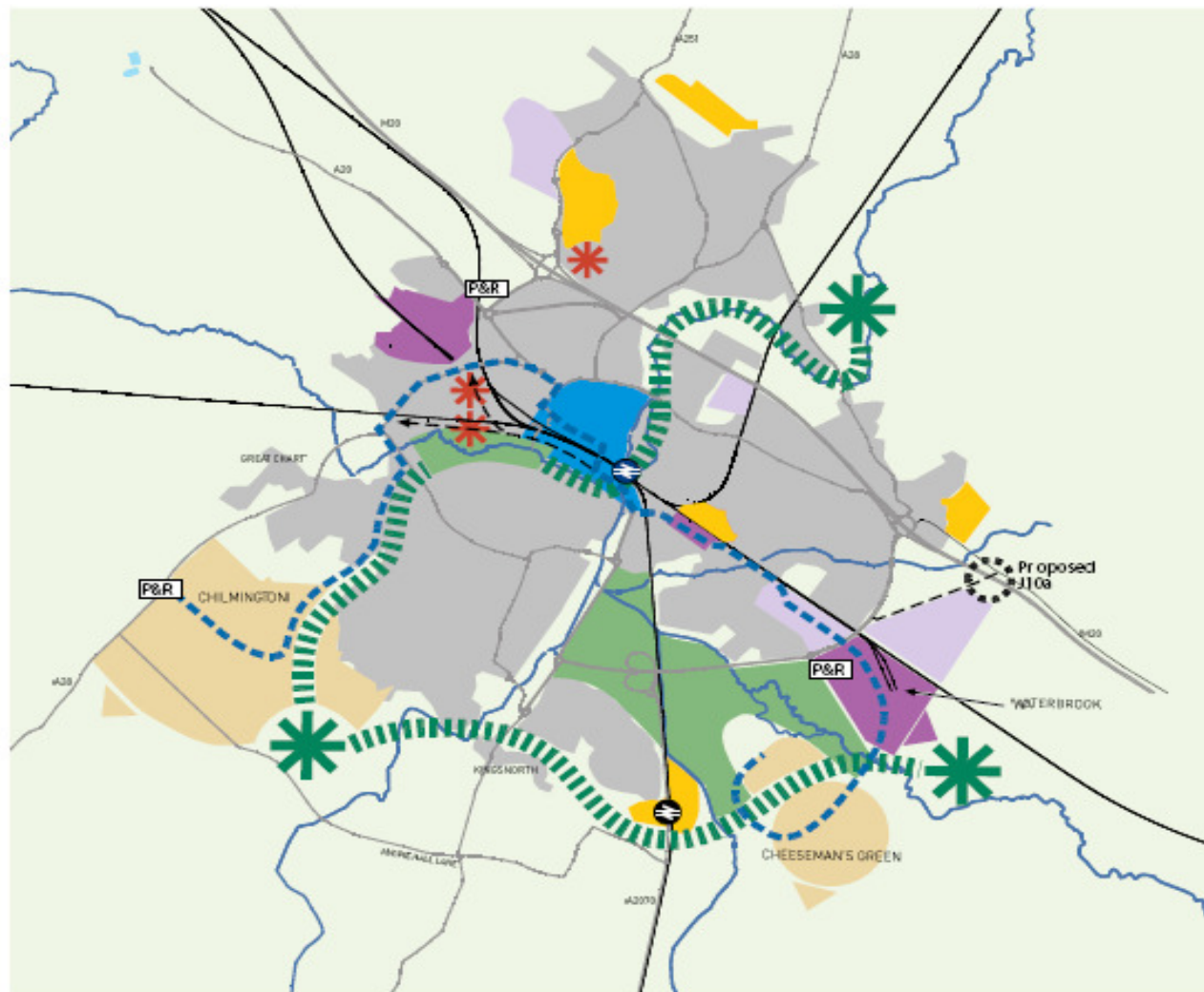
The strategic cycling corridors in the town centre will also form the backbone of a walking network with local connections.

Further development of a strategy for walking and cycling will be undertaken as the development framework plan is refined.

APPENDIX C (Continued)

- The idea is to create a network of walking and cycling routes in Ashford
- Although many of the routes exist, they are largely fragmented, making it difficult to move across larger areas of Ashford by foot or bike
- It will be critical to extend these networks beyond Ashford, this will provide the opportunity of linking in to national walking trails, heritage trails and areas of outstanding natural beauty, such as the North Downs
- Development adjacent to these routes needs to enhance and front onto these routes, providing informal security and a greater sense of ownership.

ASHFORD DEVELOPMENT MAP



Ashford Growth Area Diagram
(not to scale)



LEGEND

- - Town centre regeneration area
- - Primarily employment development areas
- - Primarily residential development areas
- - Mixed use development areas
- ✱ - Areas of search for mixed use (re)development opportunities
- - Main urban extension areas (CS5)
- ▶ - Possible direction of post 2021 urban extensions
- - Proposed highway schemes
- - - - Initial SMARTLINK route
- - Strategic parks
- ✱ - Strategic parks awaiting further clarification
- ■ ■ - Green necklace

APPENDIX E

Wish List for Cheeseman's Green

- New roads within the new development should have a network of good quality cycle paths along them
- However, roads should also be designed with space and safety for cyclists in mind, to cater for those who are experienced/confident and wish to ride on the road, rather than be constrained by cycle paths, which are often shared with walkers
- Within the development, cycle paths should directly link to the heart of the new development and to shops, schools, employment areas, etc, with as few road-crossing points as possible
- There should be adequate good quality cycle storage facilities at these destination points
- It is envisaged that there will be a 'leisure' cycling /walking route along the length of the 'green necklace' (parks, open spaces and woodlands) in Ashford. There need to be a number of easy access points from the new development onto the green necklace route. Attention needs to be paid to, and use made of, existing rights of way and reference should be made to the Interim Ashford Cycle Map (2010) – or the latest version – which now contains Public Rights of Way information, to help developers understand the existing network and how best to build on and improve this
- There should be occasional picnic areas with cycle racks along the green necklace route
- Where the green necklace ends in the east, there should be links from the route into the surrounding country lane network, eg onto Flood Street, Blind Lane and Church Road, to give people the choice of continuing their leisure ride into the countryside and nearby villages (eg the Farrier's Arms at The Forstal!) Again, attention needs to be paid to, and use made of, existing rights of way
- Direct access to the surrounding countryside also need to be provided from the parts of the new development that do not border the green necklace
- Within the development, a cycle route should be provided alongside the proposed SMARTLINK route – if this goes ahead - with cycle storage provided to facilitate easy transfer between modes
- There need to be direct routes out of the development to Ashford town centre to facilitate and encourage 'commuter' cycling
- One of these direct routes would be out along the existing Waterbrook Avenue, across the A2070, via dedicated crossings and into Orbital Park
- At the Waterbrook/A2070 junction it should also be possible to turn right onto a dedicated cycle route running up to Church Road and M20 J10

beyond (allowing access to the Hythe Road route into town, William Harvey Hospital and NCN 18 at Willesborough)

- The Highways Agency should be keeping the Church Road footbridge over the A2070. There should be a direct cycle route from within the new development at Waterbrook into Sevington to access this bridge
- The plans for the M20 Junction 10a include a cycle bridge over the M20 from Kingsford Street, facilitating access to the north side of Hythe Road, William Harvey Hospital, etc. A direct route should exist within the Waterbrook development through Sevington, to directly access this bridge
- Cycle connections from Cheeseman's Green and Waterbrook to Park Farm would also be useful, along the green necklace route, but also possibly along the southern side of Bad Munstereifel Road
- Cycle path layout and design should promote the continual and unhindered motion of cycles by, for example, giving cycle paths priority at cul-de-sacs and providing flowing curves at junctions, rather than right angles. Cycle paths should also have priority at private drives and access roads and over road junctions where possible
- Where a cycle path ends, it should merge back onto the carriageway in the form of a mandatory cycle lane if possible and not just stop dead
- Types of path, eg shared path, should not change over short distances, but keep the same style for as long a distance as possible to avoid confusion and inconvenience to cyclists
- Paths should avoid crossing roads, only to cross back a short distance further on, as for example, at Willesborough Road, where KHS is currently looking to remedy this problem

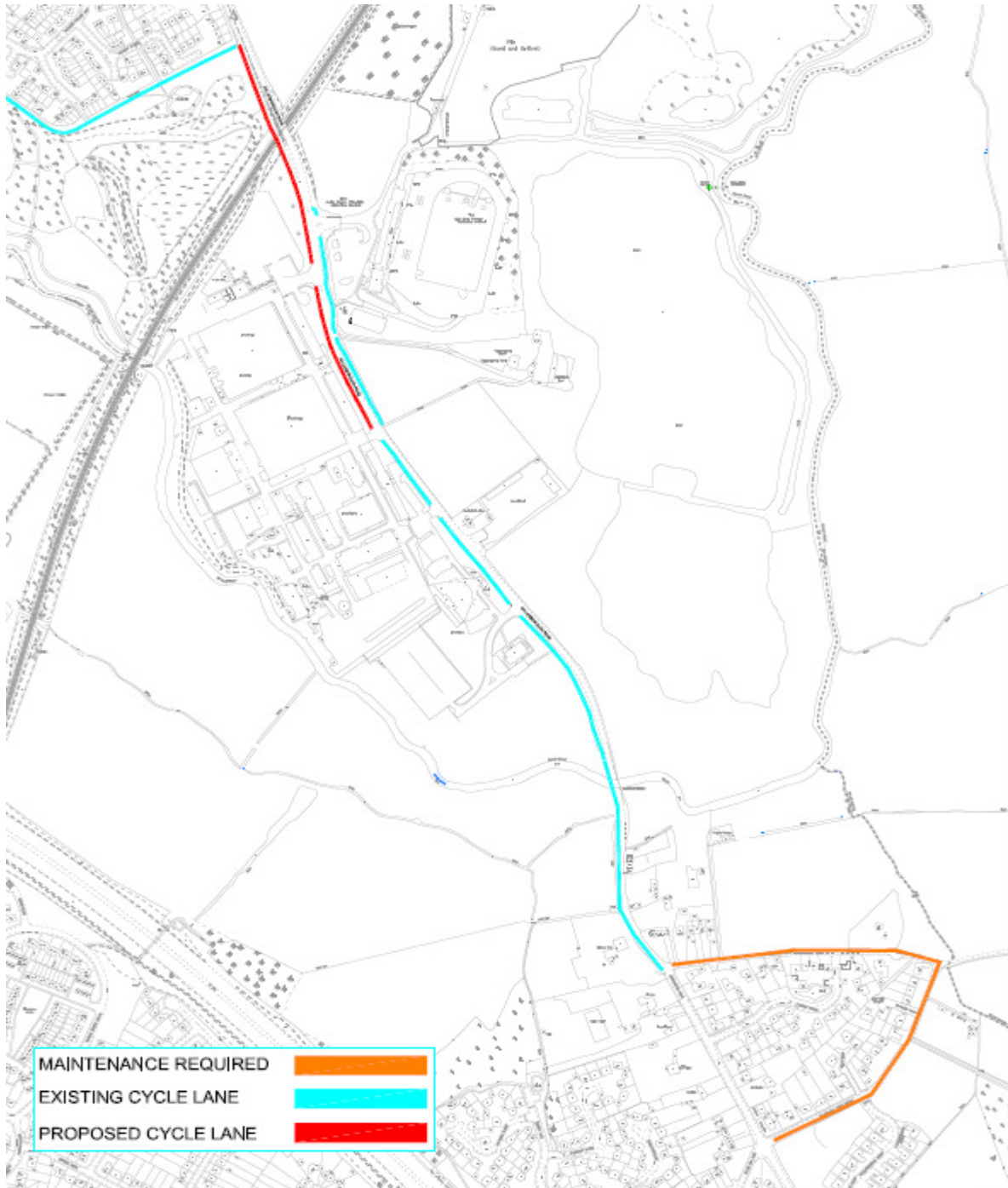
(Source: KHS and comments from the Ashford Cycling & Walking Forum)

CHEESEMAN'S GREEN DEVELOPMENT PLAN



PRIORITY PROPOSED NEW CYCLE ROUTES

1 & 2 NCR18 – Willesborough Road



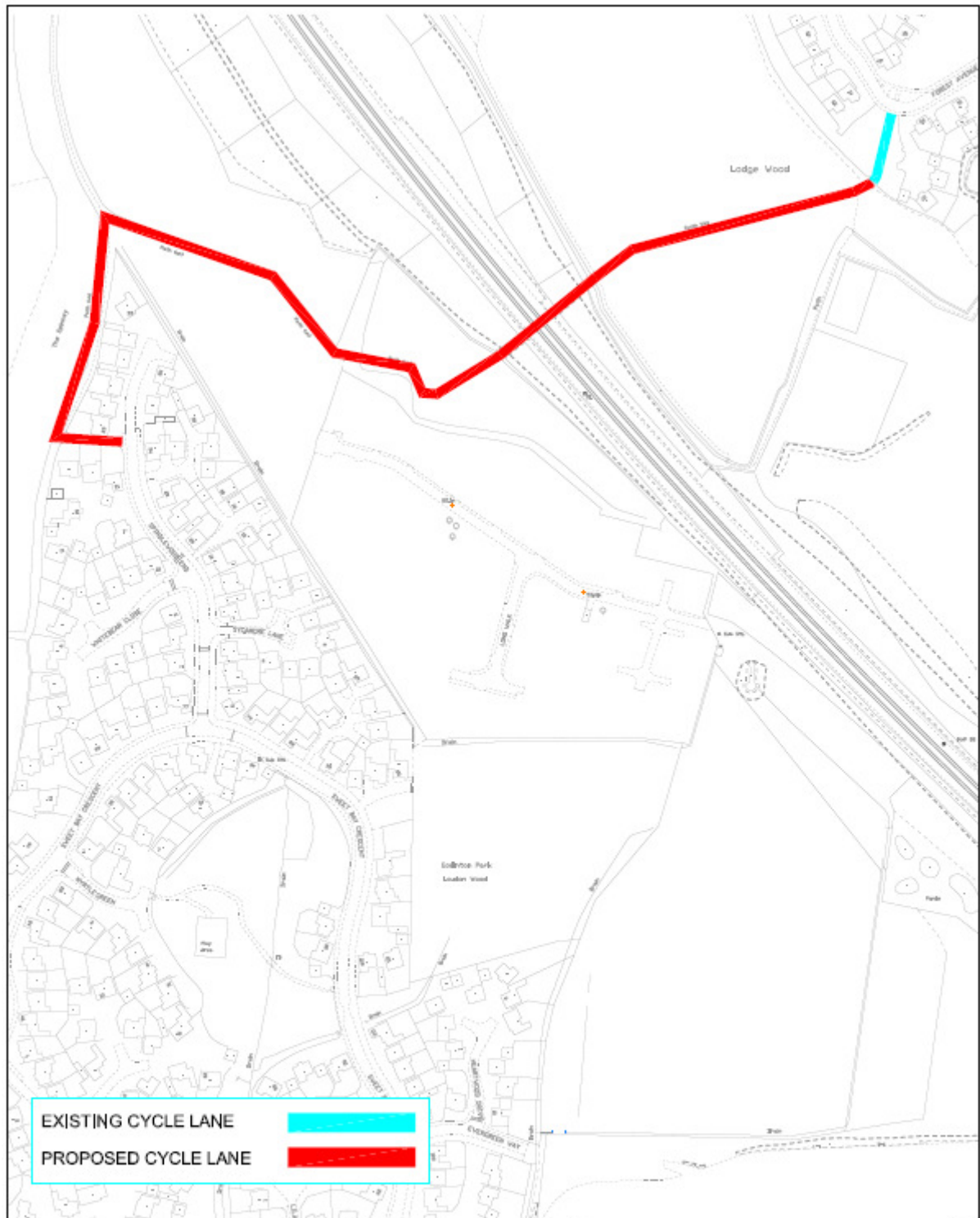
MAINTENANCE REQUIRED
EXISTING CYCLE LANE
PROPOSED CYCLE LANE



Revision	Date					
Revision	A	B	C	D	E	F
Amended						
Checked						
	Signed			Date		
Prepared	WS			July 09		
Checked						

Project	Future Network Links
Title	Willesborough Road
A4	NTS
Dwg No	NCR18 - WILLESBOROUGH RD

3 Godington Park – Up-grade of existing tracks to provide link to Green Sands Way and to Orchard heights

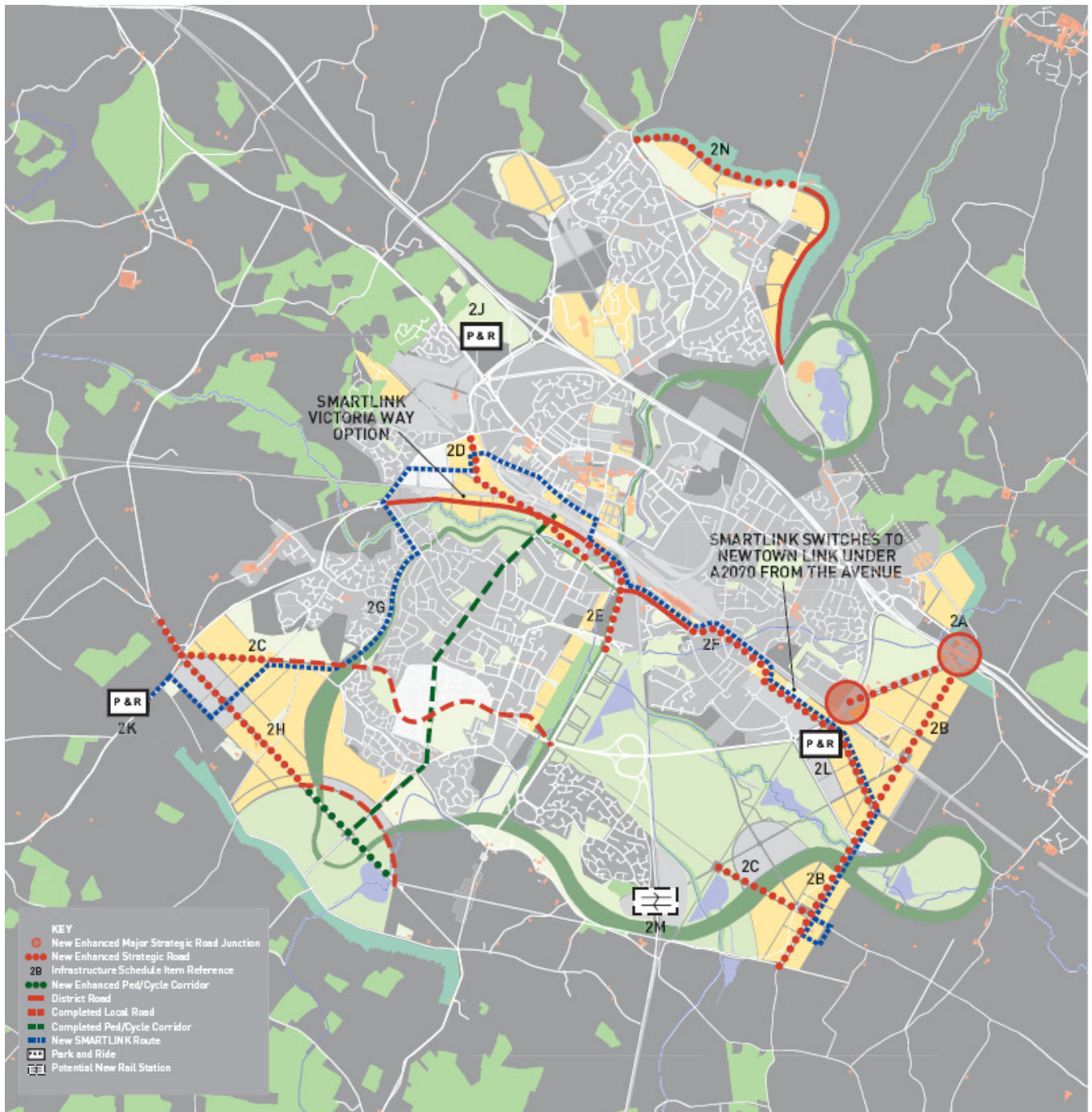


Revision	Date					
Revision	A	B	C	D	E	F
Amended						
Checked						
	Signed			Date		
Prepared	WS			July 09		
Checked						

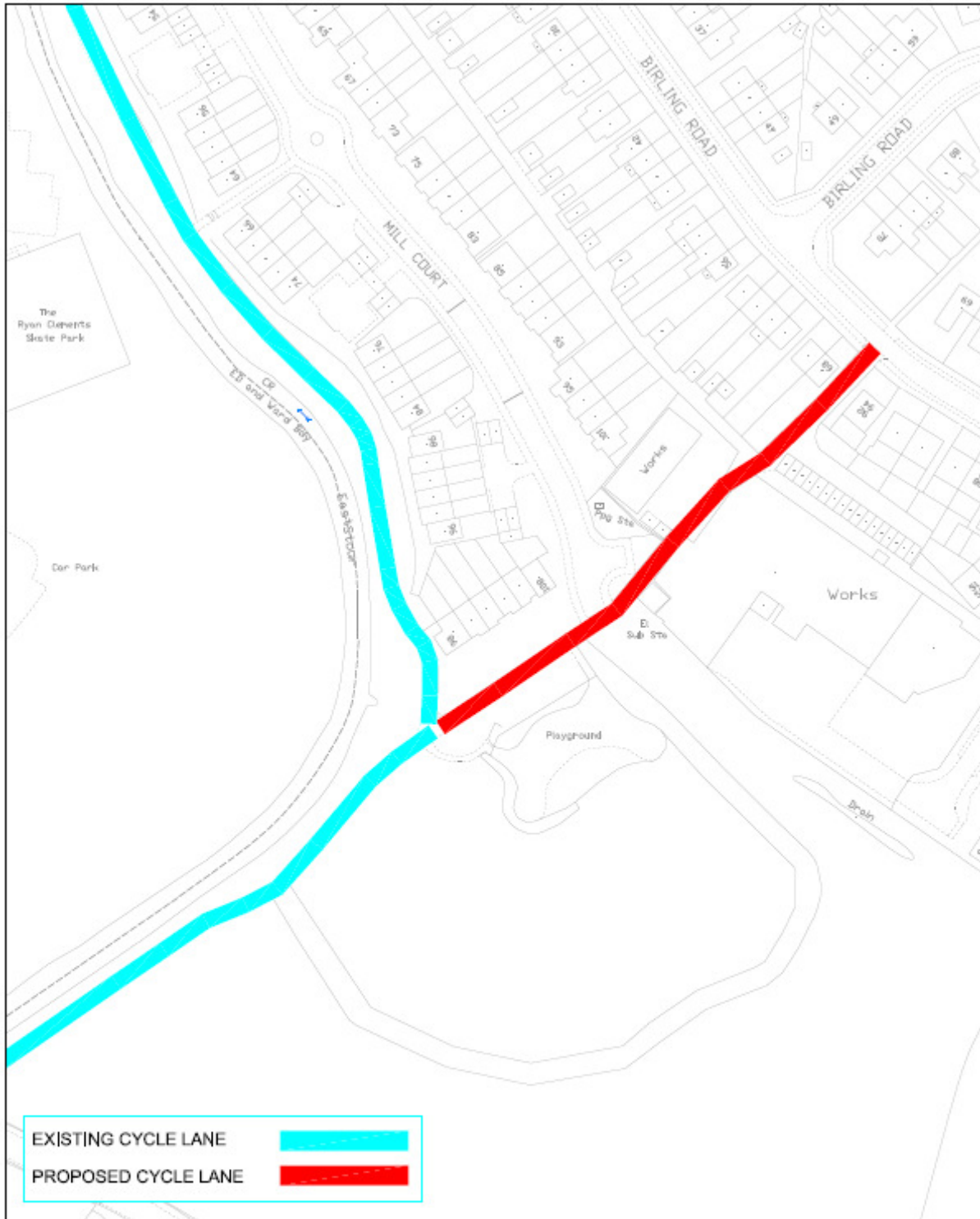
Project	Future Network Links
Title	Godington Park Orchard Heights
A4	NTS
Dwg No	

4 Learning Link Path (Highlighted in Green Dashed line on Plan Below):

(From: *Greater Ashford Development Framework, Phase 1, Chapter 8*)



5 Birling Road to Mill Court – Up-grade existing path to shared use, resurface and light



Revision	Date					
Revision	A	B	C	D	E	F
Amended						
Checked						
	Signed		Date			
Prepared	WS		July 09			
Checked						

Project	Future Network Links
Title	Birling Road to Mill Ct
A4	NTS
Dwg No	BIRLING RD TO MILL COURT

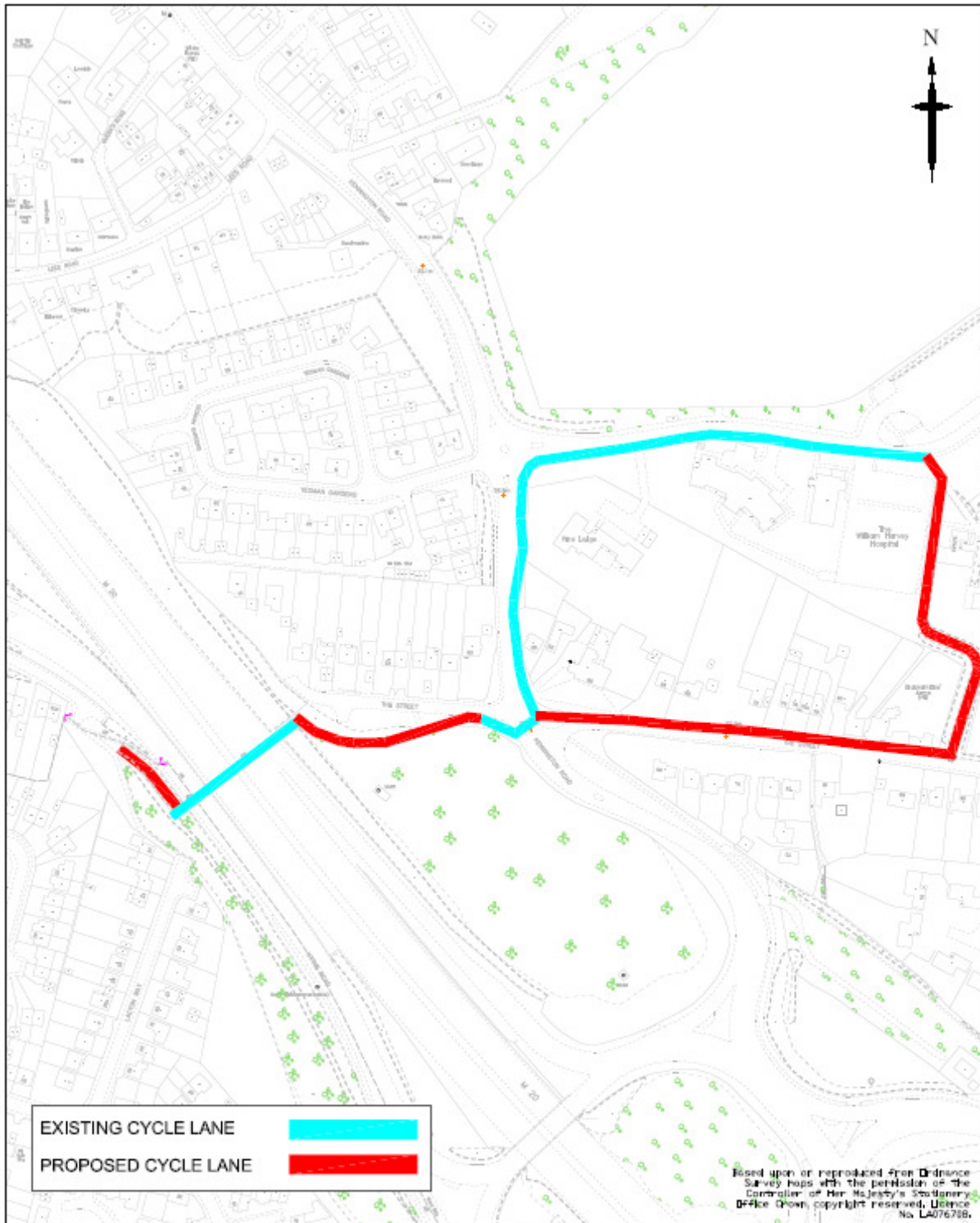
6 Church Road, Sevington to Aylesford Green (to link through Nelson Close)



Revision	Date					
Revision	A	B	C	D	E	F
Amended						
Checked						
	Signed		Date			
Prepared	WS	July 09				
Checked	LG	July 10				

Project	Future Network Links
Title	Church Rd, Sevington to Aylesford Gr
A4	NTS
Dwg No	10-MISC-ASH-12

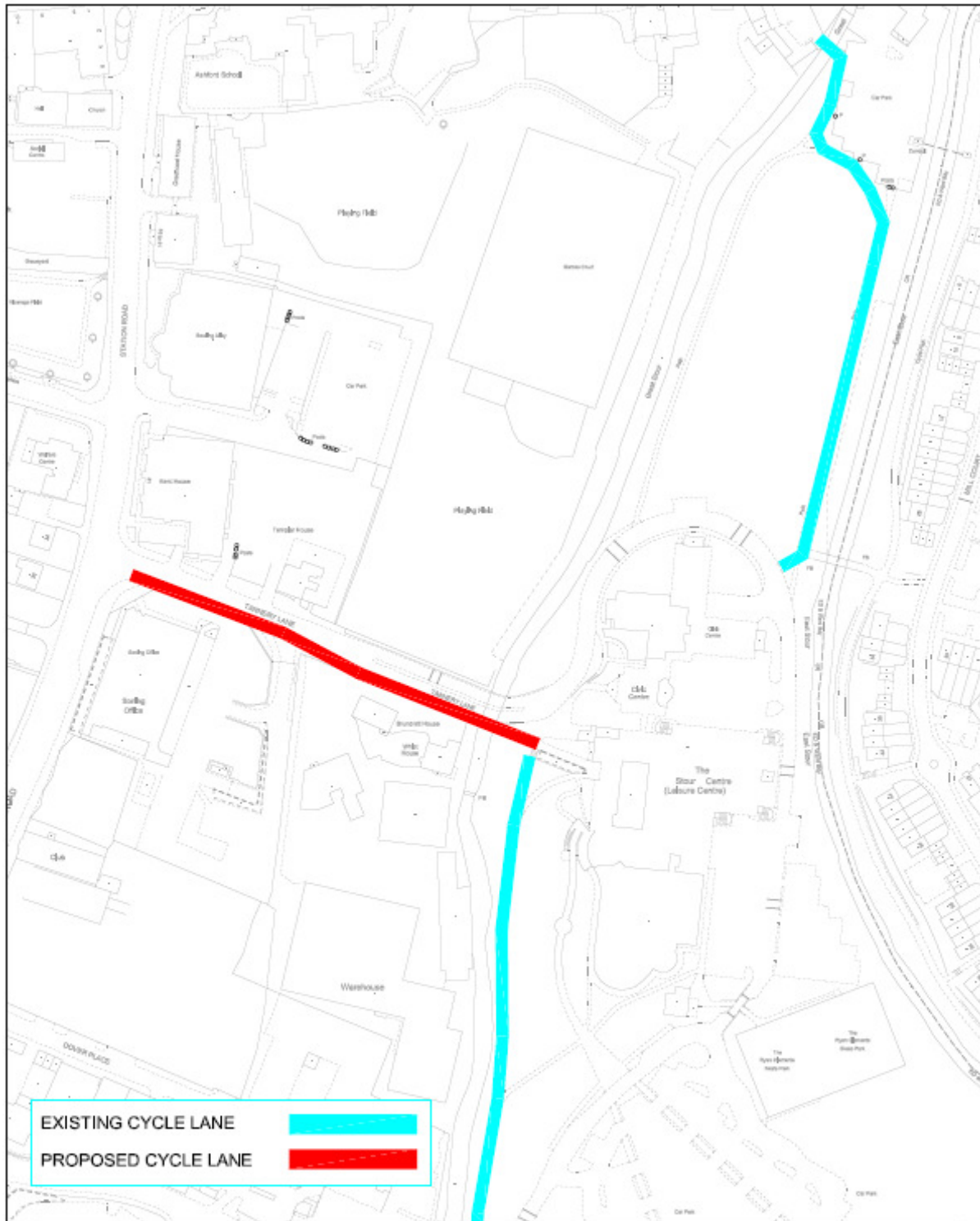
7 Improve link from The Street up into William Harvey Hospital (include lighting on bridge)



Revision	Date					
Revision	A	B	C	D	E	F
Amended						
Checked						
	Signed		Date			
Prepared	WS	July 09				
Checked	LG	July 10				

Project	Future Network Links
Title	The Street into William Harvey Hospital
A4	NTS
Dwg No	10-MISC-ASH-11

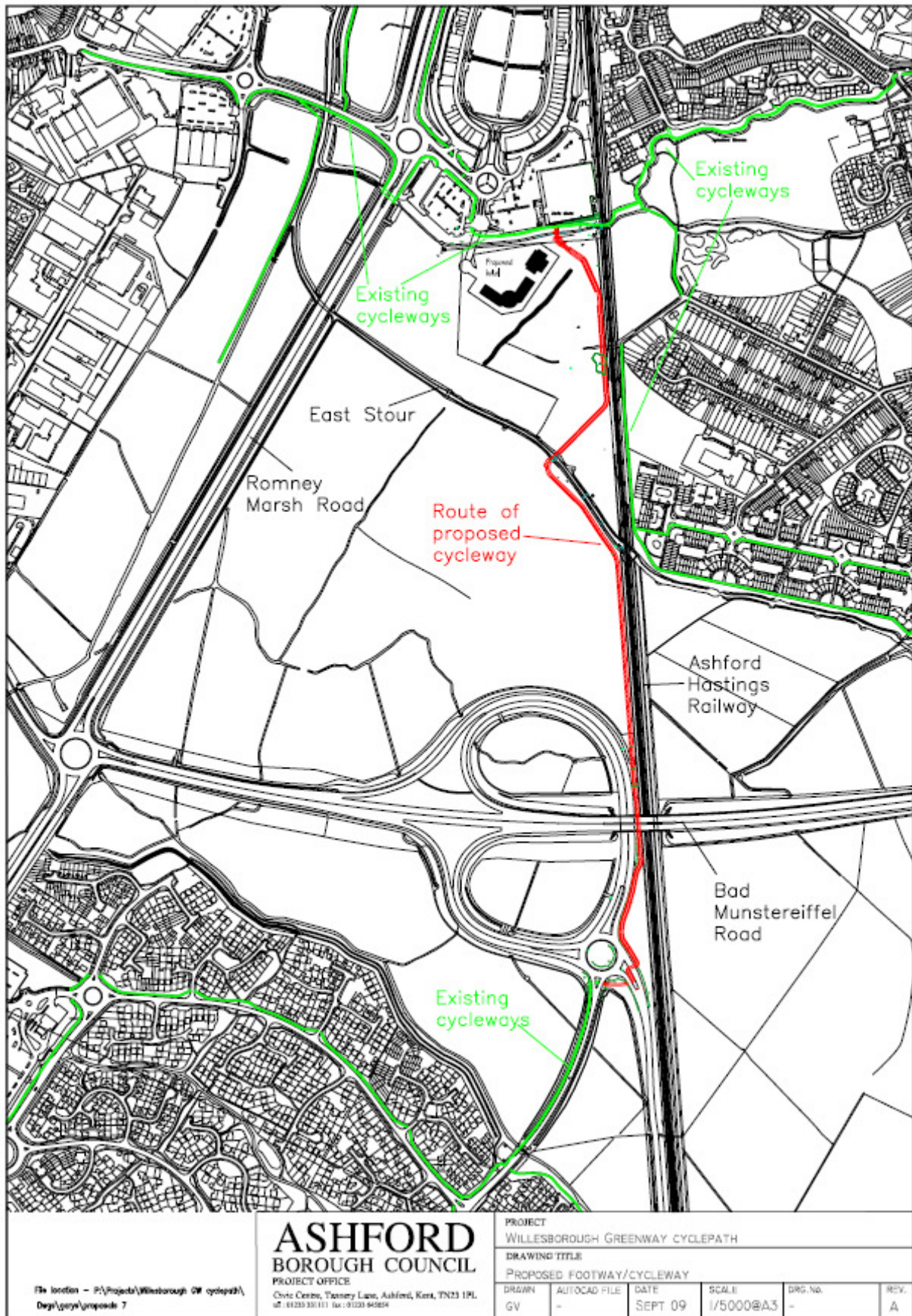
8 Connect existing shared path at the Stour Centre to Tannery Lane



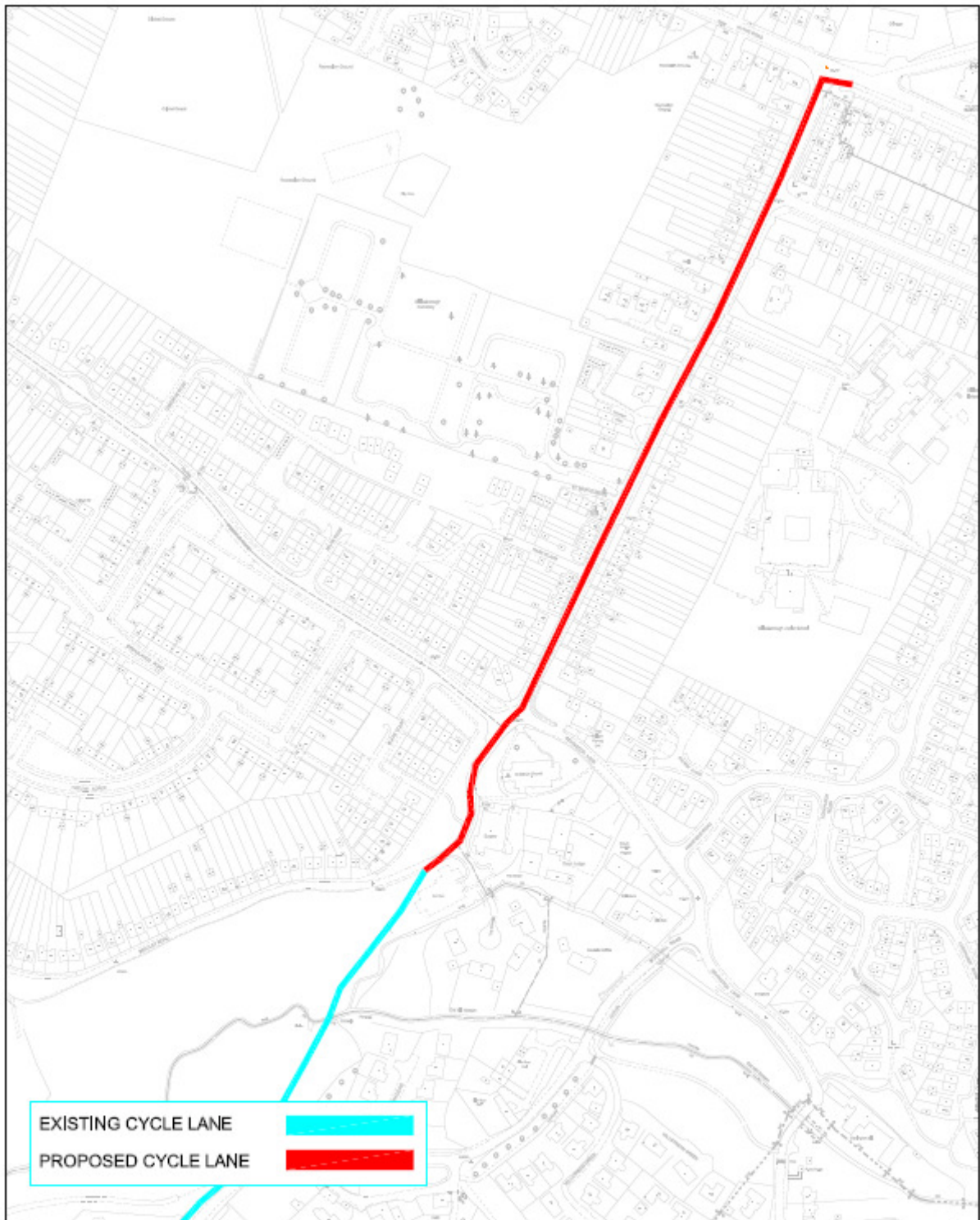
Revision		Date					
Revision	A	B	C	D	E	F	
Amended							
Checked							
	Signed			Date			
Prepared	WS				July 09		
Checked							

Project	Future Network Links
Title	Stour Centre to Tannery Lane
A4	NTS
Dwg No	

9 Willesborough Dykes



10 Bentley Road to Hythe Road

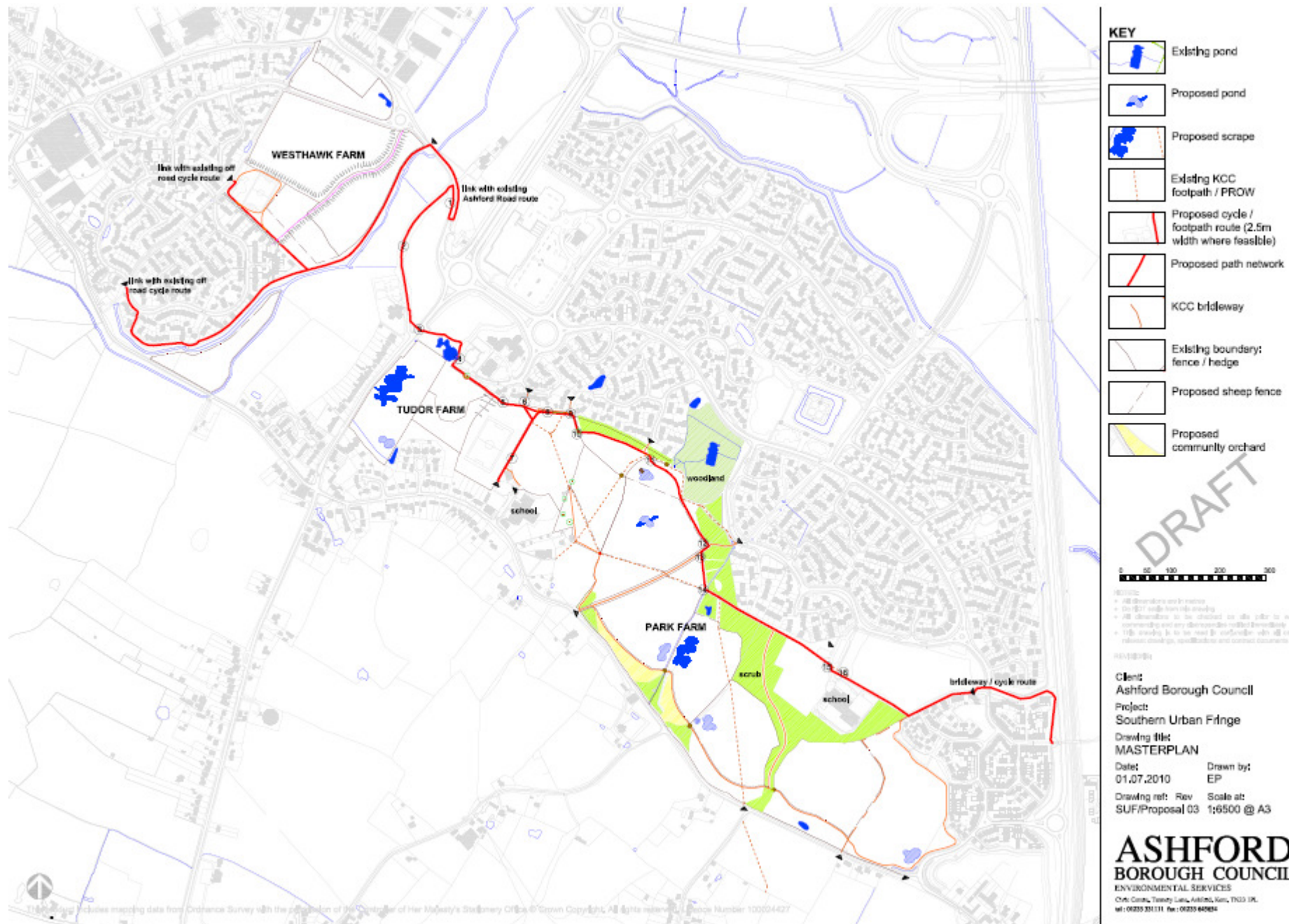


Revision	Date					
Revision	A	B	C	D	E	F
Amended						
Checked						
	Signed		Date			
Prepared	WS			July 09		
Checked						

Project:	Future Network Links
Title:	Bentley Road to Hythe Road
A4	NTS
Dwg No	

PROPOSED SOUTHERN ASHFORD EXTENSION SHARED PATH (To insert up-dated Route map here)

During the consultation process for this project, local residents and concerned outside bodies have written in expressing their wishes to see a link from Park Farm to Christchurch School along Reed Crescent to Bluebell Road and the local Tesco. Plans have been made to construct these routes when funding becomes available, and the new project proposal for the Southern Ashford Extension Shared Path will go a long way to linking Park Farm and Stanhope, providing further links into local schools, as well as leisure links. This project will be undertaken in partnership with Ashford Borough Council, Kent Highway Services and Sustrans. The proposed route is as depicted on the following page:



APPENDIX I

FACE-TO-FACE QUESTIONNAIRE DATA

Location/Source	Do you cycle around Ashford?	If so, for what reason(s)?	Positive aspects of routes	Views on condition of routes	What puts you off cycling?	What would encourage you to use a bike?	Would you be persuaded to travel by bike if more routes avoided roads with heavy traffic?	In your opinion, are the routes publicised/obvious enough?	Do you prefer routes that are shared with pedestrians or dedicated for cycling?	Do you feel safe using the cycle paths around Ashford?	Is there adequate secure cycle parking in Ashford?	Are the cycle routes maintained adequately?
Headteacher	Yes	Work	Good connection of routes if willing to take a longer route and go out of your way	There are fences at the beginning and end of cycle routes which are tricky to manoeuvre round	Not a well-connected route to where I want to go. Not enough knowledge of routes and where to get information on routes.	Knowing there was a connected route for my entire journey, as I do not enjoy riding on roads, as my confidence is not great	Yes	Not really - a publicised map showing all routes in, around and out of Ashford would be very beneficial to plan my journey ahead of time.	I haven't used any dedicated route purely for cyclists. Pedestrian shared ones are ok, but it is annoying when pedestrians are on the cycle side.	Yes, mostly. Apart from ones that can be secluded eg around Victoria Park and Singleton Lake.	Not enough at the train station - I had to lock my bike to the bridge, which I wasn't too happy about.	Yes
Headteacher	Yes, sometimes	Work & town	Good in the town centre, some connecting routes missing, eg B&Q to Park Farm Tesco & Christchurch School and nothing much on Hythe Road or Faversham Road - all with Secondary Schools.	Mostly good, but undergrowth & hedges not always kept cut back	Having to cycle on busy roads	Cycle route all the way to work	Yes	Not always	Either	Mostly yes, but can be intimidating when groups of teenagers hang about	No - bikes are often tied to lamp-posts & fences	Not always - litter & broken glass often left for weeks
Headteacher	Yes	Work & short journeys instead of car	I think the routes are very good and cover the area very well.	They appear to be fine in my experience. Lighting is the most important criteria I think as the days shorten.				The only place I have seen bike routes advertised are at the library where I picked up a cycle route map ages ago. Also they are mentioned in the local newspaper usually in the letters section! They are pretty obvious, but I think their presence should be made more prominent.	Dedicated for cyclists I think - as I have been shouted at by pedestrians walking on the red bike side of paths and not being happy at having a bike come up behind them, even if they are in the wrong they can be very intolerant. Others apologise for straying to wrong side though.	Yes, except when it is dark and going under underpasses can be un-nerving with groups of young adults milling about.	Don't know for sure - definitely at South Kent College - lots of bike thefts there. There is a risk of theft anywhere and nowhere is really secure for bikes.	Appears so
Underpass by Ashford Domestic Station	Yes	Shopping trips & leisure	Quick and direct links take you where you want to go	Good condition. Better links needed towards Stanhope & Tescos needed					Shared routes are fine, but speed of some cyclists is dangerous		No	Newer routes are excellent. No knowledge of older routes
Underpass by Ashford Domestic Station	No		Yes. Wide & open - good visibility.		Not interested in cycling; (prefer to travel by car)	Perhaps if provided with a free bike	Yes	Yes	Shared	Yes	No - but even if cycle parking present, bikes still get damaged and stolen	Yes
Underpass by Ashford Domestic Station	Yes	Leisure	Good to have traffic-free routes	New routes very good. Older routes could benefit from better signing.								
Underpass by Ashford Domestic Station	Yes	Leisure	Wide & pleasant routes. Links to Singleton and parks are good	Good condition. Routes out of town are good, but when you get to the town centre, cycle routes are disjointed. Better town centre routes and signing is					Shared		No - especially at the station	
Underpass by Ashford Domestic Station	Yes	Work & Shopping	Direct and convenient	Good condition					Cycle only, as pedestrians ignore 'segregated' parts	Yes	No!	Yes
Underpass by Ashford Domestic Station	Yes	Leisure & shopping	Direct and quick routes	Good condition - Would be better to segregate routes where possible - pedestrians get in the way, then get angry with cyclists					Shared ok, when people behave!	Yes	No	Yes
Underpass by Ashford Domestic Station	No				Not practical with a baby	Free childcare!	Yes, in a few years' time	No				
Underpass by Ashford Domestic Station	No				Don't own a bike - can't afford one	Free bike - more cycle priority on roads	Yes	Not all of them				
Underpass by Ashford Domestic Station	No				Don't know area well enough	More cycle parking at the train station	Yes	No				
Underpass by Ashford Domestic Station	No				Live too far out of Ashford (towards Hythe)	More local (rural) routes	Yes	Yes				
Underpass by Ashford Domestic Station	Yes	Work & recreation	Good, direct routes	Generally good condition. No suggestions for routes, but website for all cycle routes in Kent would be good.					Shared is ok (if pedestrians keep to their side)	Yes	No. Train station needs more. Town centre needs lockers so bikes can't be tampered with.	Yes
Underpass by Ashford Domestic Station	Yes	Work	Fast, direct routes. Good traffic-free areas.	Generally very good.					Shared routes fine.	Yes	No	Surfacing is fine, but many tree branches are allowed to grow too low! (this also makes pedestrians walk in cycle part of path).
Underpass by Ashford Domestic Station	Yes	Work	Good, wide cycle routes and new developments cater for cyclists - very good!	All good condition - no other suggestions					Dedicated for cyclists only, as pedestrians put cyclists and themselves in danger!	Yes	No	Yes
Underpass by Ashford Domestic Station	No				Not interested in cycling.	Nothing - walk short distances, drive further.	Perhaps	Yes				

Location/Source	Do you cycle around Ashford?	If so, for what reason(s)?	Positive aspects of routes	Views on condition of routes	What puts you off cycling?	What would encourage you to use a bike?	Would you be persuaded to travel by bike if more routes avoided roads with heavy traffic?	In your opinion, are the routes publicised/obvious enough?	Do you prefer routes that are shared with pedestrians or dedicated for cycling?	Do you feel safe using the cycle paths around Ashford?	Is there adequate secure cycle parking in Ashford?	Are the cycle routes maintained adequately?
Underpass by Ashford Domestic Station	No				Cannot cycle with baby.	Nothing. Happy to use bike; just not with baby.	Yes - in the future	No				
Ashford Hospital	Yes	Leisure only	Great/close to countryside	Ok, but those in the countryside are bad - better maintenance of rural roads					Either ok	Yes - especially Knight's Park	No	Yes
Ashford Hospital	No				Can't do it	Lessons	Don't Know	No				
Ashford Hospital	No				Dangerous traffic & personal safety	Safer routes/ more cycle lanes	Yes	No				
Ashford Hospital	No				Traffic	Changing facilities at work	Yes	Found out through a friend - not aware of publicity				
Ashford Hospital	No				Lazy/too much like hard work	Only with kids	Yes	Yes				
Ashford Hospital	Yes	Sometimes work not easy to carry bike to and from station platform	Some really good off-road routes - not all linked, (which) is bad	Some poorly maintained and signed wrong - roadmarkings worn					Shared	Not on all - some are poorly lit and some you need to cross busy roads without zebra crossings	No	Not really - need better signs & colour-coding
Ashford Hospital	Yes	Work & leisure	Can't think of any	Mostly ok - rugby club by bridge over-run with brambles					Either	Yes	Yes	Mostly
Ashford Hospital	No				Don't have a bike! Hills	Clothes/covering up in winter	Yes	Don't know				
Ashford Hospital	No				Nothing, but have no bike	If I had one for leisure	Yes	No				
Ashford Hospital	No	Pleasure	Local cycle routes in Hythe	Ok - good					Dedicated for cyclists	Yes	No	Yes
Ashford Hospital	No				Can't ride around corners - only in straight lines	Fewer hills	Yes	Yes - but routes don't connect and end in stupid places				
Ashford Hospital	No				Traffic	Cost - would need to buy a bike	Yes - for leisure only	No				
Ashford Hospital	Yes	Work	None	None available - work from home					Shared	Yes	More cameras needed so people don't steal tyres	Yes
Ashford Hospital	No				Nothing except traffic	More cycle lanes	Yes	No				
Ashford Hospital	No				Traffic	Off-road routes	Yes	No				
Ashford Hospital	No				Nothing	-	Yes	No				
Ashford Hospital	No				Distance	Off-road routes	Yes	No				
Ashford Hospital	No				Comfort/distance	Nothing	Maybe	No				
Ashford Hospital	No				Not much	Self-discipline	Yes	No				
Ashford Hospital	No				Too many traffic lights	Off-road routes	Yes	Not enough - don't notice them				
Ashford Hospital	No				Time/traffic	More cycle routes	Yes	No				
Ashford Hospital	Yes	Work	More confidence when using off-road routes	Quite good - Hythe Road/Willesborough could have off-road					Dedicated for cyclists, but where routes are narrow, separate	Yes	No - eg at the hospital some cycle parking is too obscure by the staff residences	Well enough
Ashford Hospital	No				Disability	Time/weather	No	Yes, but lots end suddenly				
Ashford Hospital	Yes	Leisure	Circular routes around Ashford	Some overgrown - no link between the outlet & Park Farm - the rest is really good					No preference	Yes, except sometimes pedestrians get in the way	Not much in the town	Mostly
Ashford Hospital	No				Never learnt how to cycle	Time/less heavily-trafficked route	No	Don't know				
Ashford Hospital	No				Cycling on roads	More off-road routes/safely linked-up routes/slow signs on cycle paths	Yes	No, don't think so				
Ashford Hospital	Yes	Work & pleasure	Very good (routes off main roads & can get around easily)	Very good - repair markings & route signs				Yes	Shared	Yes	Not enough in the town centre	Yes
Ashford Hospital	Yes	Work & pleasure	Easy to get from Kennington to Ashford Town Centre on off-road routes	Pretty good, but maintenance could be improved			Yes	Not that clear/maps/routes	Mainly shared	Yes	No	Poor maintenance/overgrown
Ashford Hospital	No				Traffic/weather	Less hills & traffic	Yes	No, not really				
Ashford Hospital	No				Learning how to cycle/balance	Better routes to the hospital	Yes	No, not really				
Ashford Hospital	Yes	Work		Cycle/pedestrian lanes swap to wrong sides under Ashford Station			Yes	No	Yes, shared	Yes	No	No, always overgrown
Ashford Hospital	No					Cycle routes through more natural areas	Yes	No				
Ashford Hospital	No				Weather	More routes along parks etc	Yes	-				
Ashford Town Centre	No				Having a baby!	Proper cycle paths away from traffic	Yes, as long as routes were off-road, not with traffic	Not very much				
Ashford Town Centre	No				No bike	Exercise	Traffic too dangerous - (don't want to go) on road at all	Not really - noticed them, but also noticed they stop suddenly				

Location/Source	Do you cycle around Ashford?	If so, for what reason(s)?	Positive aspects of routes	Views on condition of routes	What puts you off cycling?	What would encourage you to use a bike?	Would you be persuaded to travel by bike if more routes avoided roads with heavy traffic?	In your opinion, are the routes publicised/obvious enough?	Do you prefer routes that are shared with pedestrians or dedicated for cycling?	Do you feel safe using the cycle paths around Ashford?	Is there adequate secure cycle parking in Ashford?	Are the cycle routes maintained adequately?
Ashford Town Centre	No				Roadworks	Cyclists only lanes, not for motorbikes or buses. Bike hire facilities and proper cycle maps!	Yes	Yes, but only because I'm very familiar with Ashford				
Ashford Town Centre	Yes	Just getting around and leisure	Used to be useless. 30 years on & it's good. Encourages you to cycle, 30 miles/day and stopped smoking	Some are overgrown. Not always wide enough					Happy with both	Yes, not on road	Not enough. Bars are ok, but you need to be cautious.	Hedges need cutting
Ashford Station Bridge	Yes	Pleasure	Very good - faster to get around town	Ok	Weather	?	?	No - need better maps	Don't mind	Yes	No	Yes
Ashford Station Bridge	No				No safe routes, lack of cycle lanes/barriers eg Goat Lees/poor maintenance, but good parking facilities	Improving paths - (could be) wider - route from Sainsbury's dangerous	Yes	Good in the centre, but not so good elsewhere				
Ashford Station Bridge	Yes	For shopping	Many next to rivers/good routes	Some don't link-up - eg by Batchelors to Julie Rose	Narrow paths/cyclists in Town Centre (should be separated from pedestrians)	-	Yes	Not all of them - eg near B & O, Park Farm, Norman's Road - not safe and don't match desire lines	Shared	Yes - apart from under the station bridge	No	Not really - overgrown
Ashford Station Bridge	Yes	Pleasure/Leisure	Easy - like routes away from cars	OK - more off-road routes could be provided			Yes	No, not really	Shared	Yes	Should be more	Yes
Ashford Station Bridge	Yes	Work & leisure	Links across town	Good	Nothing		Maybe	Yes - but maps could have more detail	Shared	Yes	No	Yes - apart from lighting
Ashford Town Centre	No						Yes	Yes				
Ashford Town Centre	No						Yes	Good				
Ashford Station Bridge	No				Storage at home - on-road routes		Yes	No				
Ashford Station Bridge	No			Some areas could have Slow Signs eg pinch points and blind bends	Live 5/6 miles out - too far - poor rural routes		Yes - eg Junction 10 - pinch points near Stour Centre - was almost knocked down!					
Ashford Station Bridge	Yes	Mainly work, shopping and leisure	Fast to work from Singleton	Poor maintenance of vegetation - overhanging branches/too close to river	Security & safety		Yes	Yes, but could be better routes to eg the cinema	No, would like cycles only - pedestrians on the wrong side	No, because at the other end of Victoria Park the vegetation is overgrown - people hanging round - lights off	Could be more racks etc.	Poor - lights and vegetation
Ashford Town Centre	No				Skating is easier. Can take them with you - no need to leave. Risk of thieves with bikes.	Stop getting punctures. Less fuss	Yes. Some good paths - need to be smoother	Some are. Some are wearing away				
Ashford Town Centre	Yes	General/Leisure	Fairly smooth. Some good routes	Smooth. Could be a bit larger and longer					Dedicated to cyclists	Yes	No	Yes, pretty
Ashford Town Centre	Yes	Leisure. No facilities at school	Don't know of any	Too much glass and pot-holes					Not bothered. But not all shared paths big enough	Not on roads	Nowhere is spare	Not really
Ashford Town Centre	Yes	Leisure	Off-road & split from pedestrians. Smooth in Herwood	Refurbs needed now, near outlet etc.					Dedicated	Yes	Not at all. Shelters are needed with security nearby	New ones are - old ones are forgotten
Ashford Station Bridge	No				Bike was stolen from town centre	Safer place to put bikes	Yes	Yes				
Stour Centre	No				Traffic - fear of on-road routes	More cycle routes - connecting to rural routes	Yes	Yes				
Stour Centre	No				Had two accidents	Safer routes	Yes					
Stour Centre	No				Inconsistency of safe cycle lanes	Little	Yes	No				
Stour Centre	No				Country lanes - too dangerous - distance - Great Chart/Singleton - poor semi-rural routes	Personal circumstances - location	Chilmington - will move - LDF showed must have safe routes not possible in the	Not bad - will be improved in LDF?				
Stour Centre	No				Fitness	Time is a problem - working parent - country lanes not well-maintained - dangerous	Yes	No - need more publicity - some routes are very good				
Stour Centre	No				Unfinished cycle paths	More consistent and complete cycle lanes	Yes	No				
Ashford Station Bridge	Yes	Work occasionally		Not enough cycle routes and improvement of routes that end abruptly	Routes that end suddenly - unsafe/dark routes		Yes	No	Don't mind	Yes, but no some aren't - dark spots are intimidating - better lighting needed	No	Yes, mostly
Ashford Station Bridge	Yes	Leisure/pleasure	Good - pleasant views	Good	Nothing		Yes	Yes	Shared	Yes	No	Yes
Ashford Station Bridge	No				Weather/no safe parking	Better routes, lighting/parking/routes which link-up	Yes	Not all - should replace old map at front of station with cycle routes and better links				
Ashford Station Bridge	Yes	Pleasure	Staying safe on dedicated cycle paths	Could be more paths out to the countryside	Nothing		Yes, definitely	No - could be more signs - eg where the routes go and ensure they link-up	Shared	Yes	No - more in town would be good	
Ashford Station Bridge	Yes	Pleasure	Very good/used to be difficult because of road - now it's quicker	Ok - but lines and signs could be improved	Cycle parking		Yes	Yes	Shared	Yes	No - more secure parking needed	

Location/Source	Do you cycle around Ashford?	If so, for what reason(s)?	Positive aspects of routes	Views on condition of routes	What puts you off cycling?	What would encourage you to use a bike?	Would you be persuaded to travel by bike if more routes avoided roads with heavy traffic?	In your opinion, are the routes publicised/obvious enough?	Do you prefer routes that are shared with pedestrians or dedicated for cycling?	Do you feel safe using the cycle paths around Ashford?	Is there adequate secure cycle parking in Ashford?	Are the cycle routes maintained adequately?
Ashford Station Bridge	Yes	Work & pleasure	Fair number of routes - you can travel faster around town	Not bad	Nothing		Yes	Could be publicised better	Cyclists only	Yes	No - should be more at the station and in the town centre	
Ashford Station Bridge	No				Cycling on roads	More routes off-road	Yes	Yes				
Ashford Town Centre	No				Have a first floor flat!	To get fitter	Yes	No				
Ashford Town Centre	No				Too far	Do anyway	Yes	No				
Ashford Town Centre	Yes	Nip round	Ok	Could introduce a scheme like Barcelona					Dedicated to cycling. Sometimes pedestrians get in the way	Yes	If you have a good padlock, but not at night	No - by the Harvester in Kennington there was glass everywhere
Ashford Town Centre	Yes	Leisure and no point in using the car - live close	Clearly marked	Cars and cycles mixing - dangerous					Both	Yes	Yes	OK
Ashford Town Centre	No			Victoria Park too lonely - don't feel safe either on bike or foot "a good place to be murdered"	No bike! Too scared. Don't know rules on road	If it was cool - if I knew I wouldn't have to go near any traffic	No - wouldn't want to go on any roads at all with traffic					
Ashford Town Centre	Yes	Not a driver	Lots of them - safe	People walk on the cycle lanes - stop them!					Don't mind, as long as it's obvious	Yes round town, but not outside	Not outside the town centre	Yes. Some problems sometimes, but nothing major
Ashford Town Centre	Yes	Normal mode of transport - environmental and healthy	Away from traffic	Kennington: viability - unrealistic to expect cyclists to dismount. Don't like route suddenly ending					Kinder to pedestrians to have separate space!	More crashes on cycle paths than on road! But more or less, yes	No - need and raincovers - only raincover is McArthur Glen	Mostly
Ashford Town Centre	No				Live in Woodchurch - not too far to cycle, but roads no good	More cycle-friendly routes from Woodchurch	Yes	No - know they're there, but not where				
Ashford Town Centre	No				Not used to it - climate, wind & cold and safety puts me off	Health benefits & environment	Yes	No				
Stour Centre	Yes	Work daily and shopping	Lots of routes	Need more - Maintenance could be better - glass on paths, especially around station	Nothing really - only if paths not well-lit		Yes	No - apart from around the station	Both	Yes	Yes, but not always secure	One of the routes - near the night club - doesn't have enough lighting
Stour Centre	No				Nothing particularly	More cycle ways - safer routes	Yes	Routes in Ashford dangerous/not publicised enough				
Stour Centre	No				Fitness/traffic on road - routes run out	Safer routes off-road	Yes	No				
Stour Centre	No				Too much traffic - feel unsafe	Better/safer lanes - esp out to countryside	Yes	Yes, but not enough of them				
Stour Centre	No				Too dangerous	Less cars (ban them on some roads) and less potholes	If the state of the roads was improved	Yes, once you're on them				
Ashford Town Centre	Yes	Leisure/exercise	Don't know of any - goes around country lanes	Good routes around countryside					Shared. Dedicated would be good in the countryside	Yes	Yes	Don't notice
Ashford Town Centre	Yes	Work every day	Safe and convenient	Far too many pedestrians ignore (bikes) when on cycle path. Don't like the routes which are small and useless					Shared. But where a cycle path is dedicated to cyclists, annoying when pedestrians ignore it.	Yes	Ok in town	Yes
Ashford Town Centre	Yes	Visits (friends) a lot, retired, exercise, environmental. Have car, hardly use it as enjoy cycling.	More of them (routes than previously). Live in Kennington and travel to Willesborough. Shortcuts. Direct and no parking fees	Lots are overgrown - particularly Kennington routes. Have to negotiate around pedestrians where East Hill is steep. Easier to stay on main road. Sudden stop of cycle routes and non-continuation (needs improving)					Don't mind	Cycling routes are safe, but not roads. Pinch points on roads are dangerous.	Could always be more. Not great security.	Yes, fairly new!
Ashford Town Centre	Yes	College & work	Good range of routes	Could be wider					Both	Sometimes - pedestrians suddenly walking (onto cycle lanes)	No - could be improved	Yes
Ashford Town Centre	Yes	Work	Safer than on-road routes - discourages people from riding on pavement	Need more routes - sometimes come to a sudden end					Dedicated to cyclists	Not when they stop dead	Yes, but not for expensive bikes	Yes
Ashford Town Centre	Yes	Leisure with daughter	Quite good for pedestrians and cyclists together and children	Fine					Sometimes cyclists are a hazard for pedestrians	Yes	No!	Yes
Ashford Town Centre	No				Free public transport	Nothing	Completely irrelevant	No. Need more cycle ways to keep cyclists out of the way				
Ashford Town Centre	No				Safety. Too many cars	If I could ride safely and properly	More likely, but not keen on using road	Not really				
Ashford Town Centre	No				Weight and never learned (to ride)	Can't because of bad mobility	No	No				
Ashford Town Centre	No				Never occurred to me!	Cycle paths - more info about them	Yes	No				
Ashford Town Centre	No				Too lazy!	Roads too busy	Yes	No				
Ashford Town Centre	Yes	Yes, work - don't drive		Good - but not enough of them and run out often - between nightclub and main road.	Nothing - but could give you more space		Yes	No	Cycling only - pedestrians listening to ipods don't hear cycles coming - their side is away from the road - they have to cross over cycle lane	Yes, apart from fear of bumping into someone - don't like bridge under station	Quite good in town - could be more up by Argos	Yes
Ashford Town Centre	Yes	Going out with friends	Skip traffic	Willesborough - subway past ASDA there is a huge ditch - nearly broke arm					Dedicated cycle routes	Yes	Too many thieves	Yes

Location/Source	Do you cycle around Ashford?	If so, for what reason(s)?	Positive aspects of routes	Views on condition of routes	What puts you off cycling?	What would encourage you to use a bike?	Would you be persuaded to travel by bike if more routes avoided roads with heavy traffic?	In your opinion, are the routes publicised/obvious enough?	Do you prefer routes that are share with pedestrians or dedicated for cycling?	Do you feel safe using the cycle paths around Ashford?	Is there adequate secure cycle parking in Ashford?	Are the cycle routes maintained adequately?
Ashford Station Bridge	Yes	Work	Good - as mostly keep you off road	Should make it clearer as to which side pedestrians/cyclists should go			Yes	No - need better signage and maps	Cyclists only preferred	Yes, but not lit well enough	No - in the town centre and at the station there aren't enough hoops	Some are - could have barriers next to river
Ashford Station Bridge	Yes	Work & shopping	Quite a few routes	Some places are covered in grass	Nothing		Don't mind	No	Don't mind	Yes	Yes	There are a few bumps along by ASDA - poor lighting
Ashford Station Bridge	Yes	Work & pleasure	Lots of routes and they go everywhere	Good - but could be in brighter colours	Nothing		Yes	No - (especially) outside centre	Shared	Yes, because they are off-road	No, could be more secure	Yes
Cycle Forum	Yes	Work & leisure	The ones (routes) not on the road are fine - shared areas (with traffic) are a disaster	Poor - lighting not maintained and shrubs overgrown	Motorists/lorries	I do already, but better facilities - secure storage	Yes	No - we need a clear map - paper and internet of what routes (exist)	Dedicated (for cyclists) as safer	Not at night	Not at the railway station, but I understand this is to be improved	Average
Cycle Forum	Yes	I cycle to work - normally Godmersham/Wye to Charter House on NCN 18. Then I cycle between schools in Ashford & Tenterden	They exist! Some really nice ones along the river Stour/Victoria Park	Better signage (needed)	Busy roads at night; eg A28	More designated cycle routes	Yes - as long as they were still quite direct	No way - last map of cycle routes for the public is 2004/5	Dedicated to cycling	Generally yes, but I don't use them at night	More needed at station - bikes on all available fences. What about in town centre for shoppers/tourists	Some overgrowth. NCN between Canterbury & Ashford full of potholes
Cycle Forum	Yes	For fun	Can get around safely	(Need to) clear overgrowing plants and trees that block routes				No	Shared	Yes, they are safe as they have lighting		
Cycle Forum	Yes	Commuting. Hunter Road to Wotton Road past ASDA. Mostly excellent cycle paths. Cycle some trips to Faversham & Canterbury	Quiet	Lost markings/cycle side more defined for walkers/pedestrians	Rain	More off-road cycle paths/positive strategy	Yes	No	Any type of cycle route is a bonus	Yes, quite	No	No. Many have become overgrown. No continuity
Cycle Forum	Yes	Work - to go to town centre	A good effort has been made	Generally good - better connections to schools (needed). Some parts could be better lit. Often grass on the road	The weather	I use the bike daily	This is the reason why I'm cycling.	Ok	Dedicated would be better. Practically this will not always be possible	Yes, but there are some dangerous crossings.	No	Yes
Cycle Forum	Yes	Work	Some useful links	Ok (the design is often poor, with too many curves)				?	Prefer road-based	Yes, sufficient traffic calming	No. Need parking on south side of the station	Yes
Cycle Forum	Yes	Enjoyment with my friends	So cyclists don't have to travel on main roads. So cyclists can have a lane where they don't have to worry about cars and pedestrians too much.	From my experience no problem					For pedestrians' safety only. Solitary cycle routes	Yes, they are wide enough	No. I appreciate the fact that the council by their best, but there are still not enough.	I can tell where cycle paths are, but I often see faded cycle signs on the pavement
Cycle Forum	Yes	Work & recreation	The network is growing. It took far too long to open the motorway underpass at Gore Hill though	From personal experience only, pretty good. Would like to see more identification of cycle/pedestrian segregation along routes; this is only at beginning & end and pink tarmac fades over time and is not distinguishable in wet or dark conditions					I'm sure cycle only would be best, but shared should be & is ok on the whole. There are always occasions where groups walk all across both sides of shared paths	Mostly, yes. Only concerns relate to places where continuity is disrupted by lack of cycleway.	No! I used to travel to London by train and am still surprised and disappointed that there is no large covered area for cycle storage. Especially as there is less, if none at all, provision for taking cycles on trains. This is another problem preventing combined use of cycles and public transport to replace a car journey	No. The route by the river behind the civic centre/stour centre had become overgrown across the whole cycle-way throughout the summer with trees hanging down to chest height. The paths need to be kept clear if possible to 1 m beyond cycle path to allow re-growth & passing when congested
Cycle Forum	Yes	Leisure - going to my dentist	They are much better than Canterbury's	Generally good	Nothing	n/a	Yes (avoid roads with heavy traffic)	The new map in excellent. No-one is going to be totally 100%, but what Ashford has achieved so far is excellent and I look forward to what was started about 10 years ago - expanding - it will never finish	Don't mind - dog walkers can be a hazard	Yes	I only use racks at the station	Yes
Cycle Forum	Yes	School for kids, social and shops	Easy to use	They do not link to the schools!! Not always thought through properly: lighting post in middle (of cycleway), bus stop in lane, change of lane from left to right side of road; swap lanes from pedestrian to cycle	The weather	Cycling routes all the way up to the schools.	Yes	Yes	Don't mind	Yes	Not enough near station. Stour centre parking unsafe.	Time will show. So far it is a fairly new network.
Cycle Forum	Yes	Pleasure. (Used to cycle to work before retirement)	Pleasant, traffic-free routes.	Keep shrubs cut back from the cycle track.	Traffic	?	Yes	No	Both	Yes	No	No
Cycle Forum	Yes	Pleasure	n/a	Poor. Proper maintenance (needed)					Cycling only - pedestrians listening to ipods don't hear cycles coming - their side is away from the road - they have to cross over cycle lane	Cycling only	Yes	No
Cycle Forum	Yes	Leisure	Traffic-free (routes)	Better signs. Remove incorrect Route 18 signs	Danger of traffic on some roads	?	Yes	?	?	Yes - traffic free		Fair

Location/Source	Do you cycle around Ashford?	If so, for what reason(s)?	Positive aspects of routes	Views on condition of routes	What puts you off cycling?	What would encourage you to use a bike?	Would you be persuaded to travel by bike if more routes avoided roads with heavy traffic?	In your opinion, are the routes publicised/obvious enough?	Do you prefer routes that are shared with pedestrians or dedicated for cycling?	Do you feel safe using the cycle paths around Ashford?	Is there adequate secure cycle parking in Ashford?	Are the cycle routes maintained adequately?
Cycle Forum	No				The new layout of the 2-way system (shared area), I feel it's far too dangerous. Roads unclear as to where to go, stop, drive, cycle, walk etc.	Safer places to leave my bike	Yes, especially around the County Square new road layout	Very clear... Just need to take the time to find them and explore!				
Cycle Forum	Yes	Leisure & college	Very few	Condition - 2/10 improvements - maintenance and missing lights					Dedicated for cycling	No - space shared and pedestrians and dogs off leads	No	No, of course not... maintenance is terrible and new routes are allowed to rot
Cycle Forum	Yes	To work and getting around town	No of routes increasing	Variable condition, some overgrown	Lack of direct routes	I do	Yes, but only if direct	Unfortunately not	Dedicated (no cars either!)	No all areas. Some with poor lighting - groups of youths in underpasses etc	Not at all - especially at Stour Centre and Town Centre	Some overgrown
Cycle Forum	Yes	Cycle to work, town centre to shop and to train station	The dedicated off-road routes	Pathways good, but some of the vegetation overgrown and some areas poorly lit.	Lack of knowledge of routes around Ashford				Much prefer dedicated routes	On the whole - yes, but some areas poorly lit	No! Often leave my bike at the station and wonder if it will be there when return	
Cycle Forum	Yes	A20 to Lenham & return to Ashford	Completion of route under M20 (so far)	More lighting. Joining central Ashford with separate cycle paths to Park Farm and back to Willesborough	Car drivers and wet weather	-	Yes. This would be particularly good for children	As a cyclist yes, but more needed to encourage more to cycle and use them; (children)	Dedicated to cyclists	No. Shared area near town centre very poor. Unsafe, as most pedestrians use cycle paths. Some lighting away from town centre poor.	Yes, at train station. But lacking elsewhere	Yes, some lighting issues.
Cycle Forum	Yes	Work and cycle with child to school	Many cycle routes within Ashford	Difficult getting from one area of Ashford to others - many busy roads to cross	Busy roads, vehicular traffic and lack of direct routes across the town	Measures to counter items that put me off cycling	Definitely	No - the new maps are useful, however	Dedicated routes - pedestrians cause near accidents, despite courteous cycling - the cyclist is "in the wrong!"	Not always - pedestrians cause obstructions in shared paths, busy roads to cross where routes stop	Do not use	
Cycle Forum	Yes	Not often	Some, not all, are shorter routes than roads and are traffic-free	Uneven surfaces, broken by bus stops, often ignored by car	Rough roads	Better routes	Yes	No	Shared routes with pedestrians tend to be better surfaced than car-shared routes	Not always	No	No!
Cycle Forum	Yes	Enjoyment	I believe they are trying to work with new builds	To make it as safe as possible	Leaving my bike	Better lighting	Yes	No	Both	Not always - crossing Junction 9	No	Some are
Ashford International Station Forecourt	Yes	I cycle and walk to work - depends on weather	They are ok	Not bad	Nothing	I prefer using it when relaxing or not in a hurry	Not for work all the time, as I live quite far away	They could be publicised more, especially more signing in the town centre	Don't mind	Yes	No	They are ok
Ashford International Station Forecourt	Yes	Work	There are a few dedicated off-road routes	Pretty good	On-road routes travelling along heavily-trafficked roads - eg Canterbury Road - previously I saw some ODPM plans for Ashford for an extra cycle lane - what happened to this proposal - this is too dangerous to remain like this				Don't mind	Apart from the stretch along Canterbury Road, yes, but the lighting could be better - also in winter conditions as with pavements and roads, why aren't the cycle and walking tracks salted - especially slippery on winter mornings and I have fallen off when hit the ice	Only know the station	Yes, but would be an idea to publicise who to call for maintenance issues eg could publish a number in the Ashford Voice
Ashford International Station Forecourt	Yes	Leisure and shopping etc	Victoria Park route is a good route, as follows river and is off-road	Many routes are poor - badly lit and on corners and ends of paths you have to suddenly swerve onto the road - this is dangerous with children on your back seat - I would feel safer if there were dedicated cycle lanes which cars were banned from on the normal carriageway					Dedicated purely for cyclists or shared, eg cycle lane only for cyclists!	No	No - what about using the example of Singleton Environment Centre? They have good cycle parking up there	Not bad - not too overgrown
Ashford International Station Forecourt	Yes	Work and leisure	Most routes lead to the town centre	Out towards Kingsnorth the routes are constantly overgrown - one route has a fence across it and quite a few don't join up					Shared, but better to educate youngsters as to the etiquette - you often go round corners and are face-face with pedestrians on the cycle path, and/or people wandering between the two, often with iPods in, so they can't hear you ask them to move or a cycle bell	Yes, but get lots of punctures because of broken glass on the paths	Need more - eg cycle stores or lockers in the centre of town	Yes
Ashford International Station Forecourt	Yes	Work	Good	Hythe Road could do with a cycle route as this is a very congested route up towards hospital and beyond					Shared	Yes	There is at the station, but more needed elsewhere in the town	Yes
Ashford International Station Forecourt	Yes	For everything	You can get to most places around Ashford by bike	Foliage and brambles are a problem - paviers etc at the meeting of cycle/pedestrian paths are too close to corners and make turning too tight - I fell off my bike on a tight turn and was knocked unconscious at one of these points - could use better designed and safer cycle routes					Don't mind	Don't feel safe on the bridge under the motorway when the lights go out	No	Need to ensure the overgrowth is cut back
Ashford International Station Forecourt	Yes	Everyday for work/leisure when the weather's not too bad	Very good	Potential to link Charfields to the station - by the Riverside Inn (between B&Q and ASDA) by the outlet centre there's no lighting - could this be put in?					Shared use is fine	Yes	Yes	Yes

Location/Source	Do you cycle around Ashford?	If so, for what reason(s)?	Positive aspects of routes	Views on condition of routes	What puts you off cycling?	What would encourage you to use a bike?	Would you be persuaded to travel by bike if more routes avoided roads with heavy traffic?	In your opinion, are the routes publicised/obvious enough?	Do you prefer routes that are share with pedestrians or dedicated for cycling?	Do you feel safe using the cycle paths around Ashford?	Is there adequate secure cycle parking in Ashford?	Are the cycle routes maintained adequately?
Ashford International Station Forecourt	Yes	Leisure	Off-road routes around town are very good	Good on the south side - the north side could be better					Don't mind - separated routes for cyclists off road are the best for children	Yes	No	Yes
Ashford International Station Forecourt	Yes	Work		There is no gritting in the winter and if this could be done, there would be more people cycling in winter - I have fallen off my bike several times because of hitting slippery ice					Shared are fine, but sometimes people are unaware that the paths are split between pedestrians and cyclists	Yes	Not sure	Yes
Ashford International Station Forecourt	Yes	Leisure	The surfaces are good						Cyclists only	Not on the shared use bit	No - perhaps it would be a good idea to look at what they're doing in Cambridge	They're ok
Ashford International Station Forecourt	Yes	Work	Some good routes	They could link-up better					Separate - was knocked down on the roundabout before Tesco	Yes	No	The maintenance is average
Ashford International Station Forecourt	Yes	Work	?	From Kingsnorth to Chartfields there is no link - eg Magpie Road					Don't mind	I use the road	No	Routes need some repairs
Ashford International Station Forecourt	Yes	Work	Route from the station to Kennington is good	The redevelopment of the ring road has led to some cycle paths disappearing and broken up paths					Shared	Yes	Yes	Yes - although sometimes overgrown - eg by the paper mill and Tesco

KENT ACTIVE TRAVEL STRATEGY

Kent Active Travel Strategy

A contribution to Kent's Integrated Transport Strategy
Spokes East Kent Cycle Campaign

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3 Local Transport Plan Draft Goals and Objectives

4 Active Travel Supporting the DfT's National Goals and the Integrated Transport Strategy

1 Introduction

The Department for Transport's national overarching goals for transport are:

- 1.1 to **support** national **economic** competitiveness and **growth**, by delivering reliable and efficient transport networks;
- 1.2 to reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of **tackling climate change**;
- 1.3 to **contribute to better safety, security, and health** and longer life expectancy by reducing the risk of death, injury or illness arising from transport and by promoting travel modes that are beneficial to health;
- 1.4 to **promote** greater **equality of opportunity** for all citizens, with the desired outcome of achieving a fairer society;
- 1.5 to **improve quality of life** for transport users and non-transport users, and to promote a **healthy natural environment**.

Walking and cycling – together, separately, and in conjunction with public transport - have important roles to play in achieving these goals, but for them to do so there need to be changes in the ways provision is made for walking and cycling in Kent.

Spokes believe Kent County Council has a key role to play in making active travel a real transport choice throughout Kent. We put our trust in the Council to make this council's Integrated Transport Strategy for Kent deliver a tangible, positive change and offer the following help and suggestions for consideration.

2 Taking Action on Active Travel

Active travel is seen by a wide range of public health bodies to be an everyday activity which could

reverse the damage manifesting itself in our health and wellbeing. The following actions from Sustrans’ Active Travel Policy seek to provide all individuals with a real, safe, practical choice. The Integrated Transport Strategy for Kent can significantly contribute to improving public health.

- 2.1 set ambitious targets for a growth in walking and cycling – and ensure they are met:** publish a coherent strategy for growth in walking and cycling, based on experience of what works; monitor and performance-manage progress; give transport departments a clear public health objective, and make clear the roles of other government departments and other partners
- 2.2 invest at a realistic level:** commit 10% of transport budgets to walking and cycling immediately, and in future ensure that transport funds are allocated proportionate to the new, ambitious target levels
- 2.3 create safe, attractive walking and cycling conditions,** with coherent high quality networks linking all everyday destinations, so that walking and cycling are faster and more convenient than motor travel, backed up by individualised travel marketing, school and workplace travel plans, practical walking promotion programmes and high quality cycle training
- 2.4 make 20mph or lower speed limits the norm for residential streets** and those used by shoppers, tourists and others, close to schools or public buildings, or important for walking and cycling or children’s play. In urban areas only the busiest strategic traffic routes should now qualify for higher speed limits
- 2.5 tackle bad driving,** through improved driver training and awareness campaigns, backed by stronger and better enforced traffic laws
- 2.6 ‘health check’ every transport and land use decision,** focusing on the potential impact on levels of walking and cycling and other aspects of health; invest public money to the benefit of public health, and reject proposals whose impact on walking and cycling will not be positive.

The sustainable transport charity Sustrans has taken the Government’s own methods of assessing the economic benefits of transport schemes and applied them to a number of local walking and cycling routes. The results show them to have a benefit to cost ratio of 20:1. This is in stark contrast to the typical ratio of just 3:1 for other transport schemes such as rail and roads. Sustrans’ analysis shows how money spent on creating the right environment to encourage more walking and cycling could result in massive cost savings for the Treasury and major benefits to public health.

<http://www.sustrans.org.uk/resources/research-and-monitoring/economic-appraisal-of-cycling-and-walking-schemes>

In order for the goals and objectives of the Kent Active Travel Strategy to be met we believe it is imperative that at least 10% of the local transport budget is invested in walking and cycling.

3 An Integrated Transport Strategy for Kent Draft Goals and Objectives

In this section we show that there is considerable alignment between the aspirations the KCC ITS and our Kent Active Travel Strategy.

	KCC's draft goals for consultation	KATS amended draft goals
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3.1	Our economy is not as prosperous as other parts of the South-East, with a Gross Domestic Product (GDP) per head of population well below the regional average, coupled with a higher unemployment rate. There are wide differences in prosperity and unemployment across Kent, with higher prosperity and employment in the west and lower levels in the east, particularly in the coastal towns. Being able to access jobs, services and other businesses is vital to improving Kent's economy and the transport sector itself employs around 5% of Kent's workforce. Therefore building the right skills to run and manage Kent's transport network is of key importance. <i>[Page 7, paragraph 1]</i>	To support the county's transition to a low carbon economy and to improve access to jobs and services for all by offering real choice
3.2	Transport is responsible for around 20% of the UK's domestic greenhouse gas emissions, with the majority coming from road transport. The way forward is to provide low-carbon transport options allied with better planning to reduce the need to travel which will support economic growth and housing growth and tackle climate change. <i>[Page 7, paragraph 5]</i>	To reduce the impact of transport on the environment and help tackle climate change
3.3	<i>See Health and Road Safety section on page 8, and Sustainable Transport chapter, starting on page 37.</i>	To provide the physical environment that enables people to travel actively
3.4	To improve the quality of life for residents, businesses and visitors in Kent by improving access to services, goods and opportunities. <i>[Page 5, paragraph 1]</i>	To improve quality of life
3.5	<i>Not present</i>	Improve the condition of local roads, footways and greenways, including resilience to flooding
3.6	To support regeneration and housing growth in Kent whilst minimising congestion through and accessible reliance and efficient integrated transport network. <i>[Page 5, paragraph 2]</i>	Reduce congestion for all modes
3.7	It is important that alongside road improvements, we manage traffic better on our existing roads to reduce delays and make journey times more reliable. <i>[Page 15, paragraph 1]</i>	Reduce reliance on single or low-occupancy private cars
3.8	Health and safety are interlinked, and reducing casualties caused by vehicular traffic is a constant priority for central and local government. Recent years have seen a gradual decline in road casualties, through changes to the highway and vehicle design, as well as through awareness raising, education and enforcement. <i>[Page 8, paragraph 7]</i>	Reduce casualties and the dangers associated with travel, prioritising vulnerable users
3.9	These differences in population across Kent need to be taken into account when we consider	Improve accessibility for all to jobs, goods, services

	improvements to the transport network, especially relating to access to key services, vulnerability, personal safety and affordability that will exacerbate social exclusion. <i>[Page 7, paragraph 3]</i>	and leisure, by means other than the private car unless disabled
3.10	This strategy also helps deliver the aims of What Price Growth by identifying the necessary transport infrastructure needed to accommodate the level of housing and jobs planned for Kent, the measures required to manage the existing network and offer travel choice and better access to jobs, especially in deprived areas where car ownership is low. <i>[Page 8, paragraph 12]</i>	Ensure that all development meets the PPS eco-towns standard for transport (ET 11)
3.11	We will implement strategic and extensive cycle corridors linking our green infrastructure, good quality and safe cycle lanes to, from and through our towns and villages; and good wide, hospitable, uncluttered pedestrian links within and between towns and villages, encouraging people to cycle and walk, as their first option. <i>[Page 37, paragraph 2]</i>	Build direct, continuous, flat and well surfaced routes between and within towns
3.12	There are 31 areas in Kent where air pollution, caused by road traffic, exceeds the Government's objectives and these can lead to respiratory disease and illness. Although primarily on the motorway and trunk road network, the number of locations on local roads is steadily increasing. <i>[Page 8, paragraph 8]</i>	Enable the creation of streets for people and liveable neighbourhoods
3.13	Making public transport easier, simpler and cheaper to use through utilising new technology, integrating ticketing and promoting better understanding of how to use it. <i>[Page 3, paragraph 9]</i>	Develop and increase effective use of high quality, welcoming public transport and provide good quality information
3.14	We also want businesses and schools to help us in tackling congestion and pollution by looking at ways they can help their staff to commute to work by sustainable modes, helping to reduce the high number of cars that travel in the peak with a lone driver. We need attractive and direct walking and cycling routes and cycle parking outside our main destinations like schools, shops, stations, parks etc. We will also give better information on the impact and costs of everyday journeys, so that residents can consider the other ways of making their journey that are quicker, cheaper and greener. Chronic life-style related health problems create a huge cost to society, partly due to very low levels of physical activity in the UK compare to Europe and walking and cycling are physical activities that can be easily integrated into our busy lifestyles. <i>[Page 37, paragraph 4]</i>	Develop and prioritise cycling and walking for local journeys, recreation and health

4 Active Travel Supporting the DfT's National Goals and the Integrated Transport Strategy for Kent

In this section we detail the practical actions that are needed to meet the aspirations presented in section 3.

Our recommendations for helping walking and cycling achieve the five goals in Kent are:

4.1 **support** national **economic** competitiveness and **growth**, by delivering reliable and efficient transport networks;

How walking and cycling contribute:

- 4.1.1 Reduced motor vehicle congestion is a key to improving the reliability of journeys and “growth without gridlock”. Both modes are the most reliable for shorter journeys—they make the best use of space and are unaffected by motor vehicle congestion.
- 4.1.2 Short journeys made on foot and bicycle, instead of in cars, create road space for others to use.
- 4.1.3 More efficient use of transport space - people on foot or bicycle take up less room.
- 4.1.4 Better alertness and health of workers who commute on foot or bike. Less tendency to road rage.
- 4.1.5 Journeys made during the day for business purposes are more reliable and consistent because journey origin to final destination times are more dependable, time is not wasted (no late arrivals; no early departures just in case of disruption)
- 4.1.6 Walking and cycling are resilient to disruption of travel networks through (e.g.) vehicle collisions/crashes, transport worker strikes, road repairs, terrorism.
- 4.1.7 Individuals who walk or cycle are also more resilient, can find alternative routes.
- 4.1.8 Increased oil prices and supply fluctuations have no impact on active travel modes.
- 4.1.9 Cost of collisions reduced through modal shift which brings fewer collisions and less severity.

What could be done in the KCC Integrated Transport Strategy for Kent:

- 4.1.10 Walking and cycling take place on every road – not just where “facilities” are provided. Review cycling and walking networks and invest to remove barriers, increase permeability, improve through-route signage, remove unnecessary stoppages at traffic signals, and bring quality walking and cycling to the whole street network.
- 4.1.11 Review and improve phasing of traffic signals, especially at pelicans and toucans, to avoid motor vehicles being stopped on red long after a pedestrian or cyclist frustrated by delay has already crossed.
- 4.1.12 Invest in good quality installation and maintenance of walking and cycling networks and ensure resilience to increasingly heavy rainfall.

- 4.1.13 Prioritise the gritting of pavements and cycle routes in the event of snow/ice.
 - 4.1.14 Business parks—provide safe walking (including to/from public transport) and continuous cycling routes for 5 miles in every direction.
 - 4.1.15 Provide safe & continuous cycling and walking routes from city / town centres for 5 miles in every direction.
 - 4.1.16 Invest in pool bikes, couriers, rickshaws, load carrying, Bikeability training, cycle mileage allowances, relaxation of dress codes, practical bikes (mudguards, chain guards, lights).
 - 4.1.17 Implement travel plans and accompanying safe infrastructure for every workplace.
 - 4.1.18 Review the costs of providing and maintaining car parking – implement ‘California Law’ to reward those who do not occupy a car parking space at or near work, as pioneered by Pfizer.
- 4.2 reduce transport’s emissions of carbon dioxide and other greenhouse gases, with the desired outcome of **tackling climate change**;

Ninety five percent of the fuel used in a car journey is consumed merely to move the vehicle – not the person. Short car journeys are where car engines are working at their lowest efficiency. Petrol consumption rates are greatly increased during starts-from-cold – urban cycle is typically two-thirds as fuel-efficient compared with extra-urban.

How walking and cycling contribute:

- 4.2.1 Walking & cycling in towns produce almost no carbon emissions or other pollutants. The climate costs of producing bicycles, and clothing for use in walking and cycling are very low.
- 4.2.2 The climate costs and the whole life financial costs of walking and cycling infrastructure are far lower than that needed to facilitate motor vehicle movements. (Sustrans research)
- 4.2.3 Better access to public transport enables replacement of car journeys, and more efficient operation of public transport.
- 4.2.4 Enabling children to travel independently replaces the School Run.
- 4.2.5 Enabling intermediate distances to be covered when combined with public transport - very important for climate change in terms of CO₂.

What could be done in the KCC Integrated Transport Strategy for Kent:

- 4.2.6 Enable people who use cars to do so less wastefully – provide incentives not to drive alone.
- 4.2.7 Enable more independent car-free journeys by those who do not or cannot drive (e.g. the young, the old, the poor, the unqualified).
- 4.2.8 Build high levels of active travel into new developments e.g. proposed growth areas east of Maidstone, in Medway and Ashford.

- 4.2.9 Connect all villages within 5 miles of all main towns and cities (e.g. Dartford, Swanley, Gravesend, Edenbridge, Sevenoaks, Royal Tunbridge Wells, Medway towns, Maidstone, Minster (Sheppey), Queenborough, Sittingbourne, Tenterden, Ashford, Faversham, Canterbury, Whitstable, Herne Bay, Lydd, New Romney, Hythe, Folkestone, Dover, Deal, Sandwich, and the Thanet towns) to that town by safe continuous uninterrupted cycle routes (as for example in Cambridge). Please see the enclosed map.
- 4.2.10 Invest to enable safe, convenient and uninterrupted walking and cycling to public transport interchanges. Provide cycle parking at bus stops.
- 4.2.11 Increase the catchment areas of bus and train by investing to enable cycling trips up to 5 miles to/from public transport.
- 4.2.12 Provide filtered permeability at junctions – as advocated in the DfT Manual for Streets – to provide positive advantages for sustainable modes.
- 4.2.13 Encourage car free developments – both business and residential.
- 4.2.14 Encourage and facilitate Car Sharing Clubs.
- 4.2.15 Invest in Personalised Travel Planning – to both old and new settlements.
- 4.2.16 Reallocate road space to sustainable modes.
- 4.2.17 Reduce speed limits on all roads – most walking and cycling takes place along bus routes where the greatest risk to pedestrians and cyclists exists.
- 4.2.18 Satellite Park and Ride schemes should include bike parking provided to enable Park & Cycle, e.g. at the edge of county towns.
- 4.2.19 Ensure Park & Ride bus services operate all day and evening every day.
- 4.2.20 Introduce a Congestion Charge for single occupancy cars.
- 4.2.21 Implement Carbon Reduction plans.
- 4.2.22 Introduce a Workplace Parking Levy to help pay for walking, cycling and public transport improvements.
- 4.3 **contribute to better safety, security, and health** and longer life expectancy by reducing the risk of death, injury or illness arising from transport and by promoting travel modes that are beneficial to health;

How walking and cycling contribute:

- 4.3.1 By enabling people to make some journeys, or parts of them, actively.
- 4.3.2 By enabling journeys to be diverted from cars, reducing the number of vehicle journeys made – especially shorter journeys where congestion may be greatest, and where air pollution from cold vehicle engines (both CO₂ and NO_x), and from PM₁₀ particulates from diesels, is greatest.

- 4.3.3 By creating safer streets through Safety in Numbers – more people walking and cycling makes streets and places more alive and welcoming to others who decide to venture out of doors because they feel more secure. The ‘casual surveillance’ available when others are about gives assurance to people that they can go outdoors safely.
- 4.3.4 Active travel brings benefits to all, both those who participate and those who benefit from less noise, air pollution, and stress due to streets overcrowded with motor vehicles.
- 4.3.5 By reducing the adverse impacts of motor traffic on health – sedentary effects of car, van and lorry travel, and pollution. Reduction of per-trip Killed and Seriously Injured due to fewer motor vehicle journeys.
- 4.3.6 There is an overall positive benefit of active travel, which exceeds any increase in injury rates due to more people out and about on foot or bicycle.
- 4.3.7 Fewer motor vehicles means less severance – Motor traffic can sever communities, regardless of the power source. This applies as much to electric & hydrogen powered vehicles as to internal combustion engines.
- 4.3.8 Walking and cycling increase independent mobility and personal development of children, whereas car based travel limits the freedom of those who do not drive.

What could be done in the KCC Integrated Transport Strategy for Kent:

- 4.3.9 Make walking and cycling into activities that can be undertaken 24 hours a day, every day of the year.
- 4.3.10 Implement 20mph in all urban areas, including bus routes and mixed priority streets.
- 4.3.11 Review all existing cycling and walking ‘facilities’ in the light of a changed focus to encourage active modes.
- 4.3.12 Revive unimplemented schemes from the earlier KCC and district council transport plans.
- 4.3.13 Continue with the cycling policy to provide separate facilities on faster roads.
- 4.3.14 Address cyclist priority at side road crossings – (ref Cycling England).
- 4.3.15 Install "countdown until walk-time" signals at pedestrian and cyclist signalled crossings
- 4.3.16 In designing signalled junctions, always presume provision of Advanced Stop Lines and Headstart-to-Cyclists signal phase, unless these are demonstrated to be impossible to install
- 4.3.17 Waiting at bus stops – implement the recommendations from ‘Making the Connections’ (DfT/ Social Exclusion Unit).
- 4.3.18 Provide ample secure cycle parking, well overlooked, including cycle lockers where appropriate.
- 4.3.19 Address antisocial driving – speed and parking are high on list of local concerns.

- 4.3.20 Address pavement cycling: make roads and traffic less hazardous for cyclists - provide street conditions that remove the temptation to cycle on pavements – ensure that those who do must pay a fine or get training.
- 4.3.21 Validate pedestrian-only zones with on-pavement "walk-your-bike" signage
- 4.3.22 Work closely with planning authorities – monitor every development, ensure that cycle parking required by planning permissions is actually installed.
- 4.4 **promote** greater **equality of opportunity** for all citizens, with the desired outcome of achieving a fairer society;

How walking and cycling contribute:

- 4.4.1 Walking and cycling are very inexpensive for individuals, and need to be supported by institutional investment to ensure active travel can take place
- 4.4.2 Private car creates social exclusion, walking and cycling reduce it.
- 4.4.3 Young and old people can walk and cycle.
- 4.4.4 People without driving skills, or banned from driving, can walk and cycle.
- 4.4.5 Independence comes from walking & cycling – anyone of any age can do it, journeys on foot are consistent and reliable.
- 4.4.6 Walking and cycling create neighbourliness, encourage development of the individual and communities.

What could be done in the KCC Integrated Transport Strategy for Kent:

- 4.4.7 Invest in walking networks which are level (as far as possible) throughout and continuous.
- 4.4.8 Invest in better maintenance and installation of cycling and walking networks.
- 4.4.9 Improve accessibility to public transport by walking and cycling – for cycling, focus on journeys of up to 5 miles.
- 4.4.10 Provide ample secure cycle parking at all local centres, social venues, services.
- 4.4.11 Review and enforce standards of cycle parking provision for flats, to ensure flat dwellers can secure parked bicycles.
- 4.4.12 Encourage and facilitate Pay-As-You-Go Car Sharing Clubs - to increase access to cars without the need to own one, heighten awareness of direct per-trip costs at the margin of making a vehicle journey (for comparison with per-trip costs of public transport) , and encourage car rental for longer journeys.
- 4.4.13 Ensure the requirements of the DDA are foremost in the design and layout of travel facilities for all modes, eg path widths that allow two tricycles to pass.
- 4.4.14 Ensure that parking provision for motor vehicles, motor cycles, bicycles and the disabled (on and off street) is planned together.

4.4.15 Increase awareness of battery-assisted bicycles for disabled people.

4.5 improve quality of life for transport users and non-transport users, and to promote a **healthy natural environment**.

How walking and cycling contribute:

4.5.1 Reduced stress through activity, reduced stress, noise and air pollution through less congested streets and communities.

4.5.2 Healthy travel contributes to quality of life.

4.5.3 Travelling "outside the box" improves casual social interaction and sense of community through better direct eye and ear and face-to-face contact

4.5.4 Fewer cars, lower speeds means less road kill of wildlife, and reduced severance of wildlife corridors.

What could be done in the KCC Integrated Transport Strategy for Kent:

4.5.5 Acknowledge the roles of streets as social places – not merely conduits for the passage of vehicles and storage places for private vehicles. Implement street layout and management processes that acknowledge and reflect this.

4.5.6 Provide separated cycle routes beside roads with higher speed limits.

4.5.7 Reduce speed limits to reduce traffic noise, danger and perception of danger.

4.5.8 Apply the recommendations of the Manual for Streets and English Heritage street design manuals to existing streets as well as to new developments.

4.5.9 Support and introduce Car Free Sundays in prominent places – good for social interaction and to help nervous cyclists to gain confidence.

4.5.10 Design cycle and walking routes as a continuous high quality experience, with good maps and signage.

4.5.11 Create better quality bus travel and public transport interchanges – with good walk and cycle routes to/from interchange points, and ample secure cycle parking.

4.5.12 Introduce Streets for Play – DIY Streets, home zones, streets closed 2-5 pm weekdays and all weekend.

PILGRIM'S WAY CYCLE TRAIL

A long distance Cycle Tourism trail is being developed along the Pilgrim's Way between Rochester and Canterbury. Demand for such long distance recreational cycle routes is increasing and the route hopes to provide some much needed economic benefit to the rural communities along the way. The route, to be known as 'The Pilgrims Way Cycle Trail' will also form part of the National Cycle Network, (part of route 17) with connections to Maidstone and Ashford, and which may also be used as commuter routes. Offering fantastic scenery and mainly quiet lane or off-road cycling, the route will be a great asset for family leisure.

Pilgrims' Way Cycle Trail



	Cycle Route
	Main Links
	Main Signs

