Annex 2

Scheme Suggestions for the Integrated Transport Programme

The following are the four shared priorities that form the basis of all the targets in the Local Transport Plan for Kent:

- Improving Accessibility
- Tackling Congestion
- Increasing Road Safety
- Improving Air Quality

Definitions and a summary of the key issues to consider regarding the four objectives, and the types of schemes that will assist in delivering them are included below for reference.

Improving Accessibility

Definition: The key aim of this objective is to improve the ability of people to reach the key services they need such as healthcare, food stores, employment, education etc.

Key considerations:

The focus of this objective is twofold: firstly, with 22% of households in Kent having no access to a private car, it is important that key services are accessible by public transport, walking and cycling. Socially excluded communities are a particular target group for this objective, i.e. rural households, older people, children, people on a low wage or unemployed, and those without a car. The Indices of Multiple Deprivation is a good reference tool to gauge which communities may require particular attention. It combines a number of indicators covering a range of economic, social and housing issues, into a single deprivation score for each small area in England.

Secondly, with increasing congestion on Kent's roads, improving travel by public transport, cycling and on foot may encourage people to leave their car at home assisting in delivering another key objective of tackling congestion.

Types of schemes that will deliver against this objective:

- Improvements to the public transport network, such as bus priority measures which result in more punctual services and reduced journey times.
- New buses, raised kerbs and public transport information improvements, such as real-time information at bus stops.
- An improvement to a railway station interchange in order to make a journey possible by several modes of sustainable transport, rather than using the car. A possible scheme may be a new cycle route from a residential area to a station and the availability of cycle parking and lockers; or improvements to the area outside the station with bus shelters and public transport information to make travelling by two modes easier.
- An improvement to a walking or cycling network to enable a more direct or safe route from a community to an urban centre or key local facility.
- Schemes aimed at making a journey easier for people with mobility impairments, such as installing dropped kerbs at crossing points, purchasing low-floor access buses, or raising kerbs at bus stops.

- Improvement to a Public Right of Way to create a short cut away from a busy road.

Optimum outcomes:

- Improved access to goods, services and opportunities
- More independent residents
- Reduced deprivation and unemployment
- Greater choice of transport options
- Healthier communities
- Reduced congestion

Tackling Congestion

Definition: Congestion is one of the County's biggest transport problems – especially in urban areas at peak times of the day. Congestion causes delays and reduces journey time reliability adversely affecting the local economy and through poor air quality the environment & peoples health.

Key considerations:

Travelling by car is an attractive option when congestion does not delay a journey. Improving the attraction of alternative modes of transport will encourage people to leave their cars at home and take the train, bus, cycle or walk to their destination.

Types of schemes that deliver against this objective:

- Schemes should focus on reducing road traffic in congestion hot spots during peak hours of the day. A list of the worst 100 congestion hotspots in Kent is available from KCC.
- Improving sustainable transport options such as a more frequent bus network, a Park & Ride facility, or a cycle lane from a residential area to a key facility.
- Schemes generated by a school or workplace travel plan aiming to reduce peak hour traffic may also help reduce congestion. Creating a safe walking route from a residential area to a school may discourage parents to drive their children to school which results in health benefits as well as less school traffic on the roads.
- Urban traffic management schemes such as electronic signs providing information on congested areas; linking of traffic signals at consecutive junctions in order to improve the flow of traffic through the area; journey time and traffic flow monitoring to provide real time travel information via the Internet; or real time information at bus stops displaying the arrival time of the next bus.
- Improving a key public transport route into an urban area, perhaps by installing raised kerbs to make boarding the bus easier, installing a bus lane to improve journey time reliability, or bus priority facilities at signalised junctions.

Optimum outcomes:

- Reduced congestion

- Reliable journey times
- Reduced journey times
- Improved air quality
- Improved access to goods, services and opportunities

Increasing Road Safety

Definition: The key aim of a road safety scheme is to reduce the number and severity of casualties using the transport network.

Key considerations:

KCC has been very successful in reducing the number of killed or seriously injured casualties in recent years through the Crash Reduction Measures (CRM) programme. This involves an annual study of crashes across Kent in order to identify patterns in personal injury crashes and design and implement remedial measures to reduce the likelihood of a similar crash occurring in the same location again. CRMs are identified by KHS, and automatically assessed through the Scheme Prioritisation System.

KHS can also investigate the crash record at any location where a Member or member of the public has noted a road safety issue. If these concerns are justified through the crash record, a road safety scheme may be developed. Road safety schemes should not be generated at locations where there is a perceived safety issue: with 723 people killed or seriously injured in road crashes last year and 5,743 crashes resulting in slight injury on Kent's roads during the same period, all bids for funding should aim to reduce the number of casualties in Kent.

Types of schemes that deliver against this objective:

- An improvement to a road junction or improved warning of a junction where crashes have occurred resulting in personal injuries.
- Installation of a cycle lane on a stretch of road where cyclists have been injured.
- A controlled pedestrian crossing facility where pedestrians have been injured.

Optimum outcomes:

- Fewer people killed or injured on Kent's roads
- Reduced demand on local emergency services
- Safer and healthier communities

Improving Air Quality

Definition: Improving air quality by reducing vehicle emissions is a key objective for KCC – particularly in Air Quality Management Areas (AQMAs).

Key considerations:

There are 31 AQMAs in Kent which have been identified by District Councils and designated as AQMAs by the Department for Environment, Food and Rural Affairs (DEFRA). AQMAs are very closely linked to traffic levels, congestion and queuing.

Types of schemes that deliver against this objective:

- Implementation of schemes that reduce road traffic in AQMAs and/or congestion hot spots where traffic is queuing, such as encouraging people to use public transport rather than use their car by providing a more frequent or reliable bus service, or improving public transport information so that people are informed of alternative ways to travel.
- Providing the missing link in a walking network resulting in a direct and safe route for pedestrians from their homes to the facilities they require.
- Implementing a network of cycle routes across an urban area linking key facilities with residential areas.
- Use of technology to coordinate traffic signals to minimise queuing in an AQMA, advise the public of poor air quality incidents and provide details of alternative modes of travel.

Optimum outcomes:

- Improved air quality
- Healthier communities
- Reduced congestion
- Reliable journey times
- Greater choice of transport