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TONBRIDGE & MALLING
BOROUGH COUNCIL

EXECUTIVE SERVICES

Chief Executive

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10 September 2021

Dear Councillor

JOINT TRANSPORTATION BOARD - MONDAY, 20TH SEPTEMBER, 2021

I am now able to enclose for information Appendix C in relation to the Tonbridge Town 20 mph zone trial.

Agenda No Item

9. **Tonbridge Town - 20 mph Zone Trial (Pages 3 - 70)**

This paper provides an update on the DfT's Emergency Active Travel Fund relating to the Tonbridge town-wide 20mph limit trial and specifically the feedback received to the public consultation.

Due to the size of the document Appendix C is attached as a supplement.

Yours sincerely

J E BEILBY
Chief Executive

Encs

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Healthier

Safer

Cleaner



Tonbridge

Tonbridge Town-wide 20mph Speed Limit Trial

Consultation Report

Client Name: Kent County Council

Reference: 7099

Date: 2/08/21

EXECUTIVE SUMMARY

From Thursday 31 July 2020 to Wednesday 3 March 2021, Kent County Council carried out a public consultation seeking feedback on the Tonbridge town-wide 20 miles per hour (mph) scheme. The scheme aims to encourage active travel by improving public safety and the local environment for all road users.

Throughout the consultation, information on the scheme was shared online on the designated project website: www.kent.gov.uk/tonbridge20mph and through a variety of engagement activities, details of which can be found in [Section 3.1](#) of this report.

A consultation questionnaire was made available online. In total 1,123 questionnaires were completed during the consultation period.

This document provides a detailed overview of the consultation activities undertaken to gather feedback from residents and businesses, and a detailed analysis of the comments received.

Key findings:

- The majority of the people who responded to the survey object to the idea of a town-wide 20mph scheme, with 7.4 out of 10 people disagreeing with the scheme.
- The most common reason given for their objection was that the proposed area was too extensive and 20mph for major arterial routes was unsuitable, likely to cause additional traffic and safety issues.
- Most people also disagreed that the 20mph limits will make Tonbridge healthier (64%), safer (56%) and cleaner (63%).
- Those who supported the idea primarily felt it would improve safety, while others also mentioned environmental benefits and noise reduction.

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1. INTRODUCTION

This report presents a summary of the feedback received in relation to the town-wide 20mph speed limit trial consultation. The report has been produced by Project Centre, who were commissioned by Kent County Council (KCC) to analyse the consultation questionnaire responses. This document is one of two documents produced by Project Centre in relation to the scheme. Please see Appendix A for materials that were used as part of the consultation.

Feedback was submitted via an online questionnaire on KCC's consultation directory. The questionnaire was divided into two parts:

- Part one consisted of mandatory questions around the Experimental Traffic Regulation Order.
- Part two presented a series of optional questions, which sought to gauge local views on the scheme and details about participants.

A summary of the feedback received can be found in [Section 4](#) of this report.

2. BACKGROUND

2.1 Experimental Traffic Regulation Orders

In Summer 2020 KCC was awarded £1.6 million from the Department for Transport's (DfT) Emergency Active Travel Fund to invest in walking and cycling initiatives across the county.

Some of this fund has been used to deliver 20mph town-wide trials in Faversham and Tonbridge. Tonbridge was chosen as it had already had several large areas of 20mph speed limits within the Town and support from both KCC and Tonbridge & Malling Borough Council.

A condition of funding was to implement the schemes quickly – within eight weeks – and this precluded the usual process, whereby consultation happened ahead of implementation. Instead, councils were encouraged to implement schemes via Experimental Traffic Regulation Orders (ETRO). This had the benefit of enabling people to comment on schemes in reality during the trial period, rather than consulting on a theoretical future scheme.

2.1.1 20mph schemes - implementation

The rationale for delivering a 20mph zone across Tonbridge is to encourage active travel by making it safer for local people walking and cycling. You can learn more about the wider benefits of 20mph zones by visiting our [website](#)¹.

Road markings and signs, as well as signed 20mph 'gateways' were introduced. These have been a red surface to highlight the start of the new speed limit.

¹ [https:// www.kent.gov.uk/roads-and-travel/road-projects/in-progress-road-projects/emergency-active-travel-fund-schemes/benefits-of-20mph-limit-schemes](https://www.kent.gov.uk/roads-and-travel/road-projects/in-progress-road-projects/emergency-active-travel-fund-schemes/benefits-of-20mph-limit-schemes)

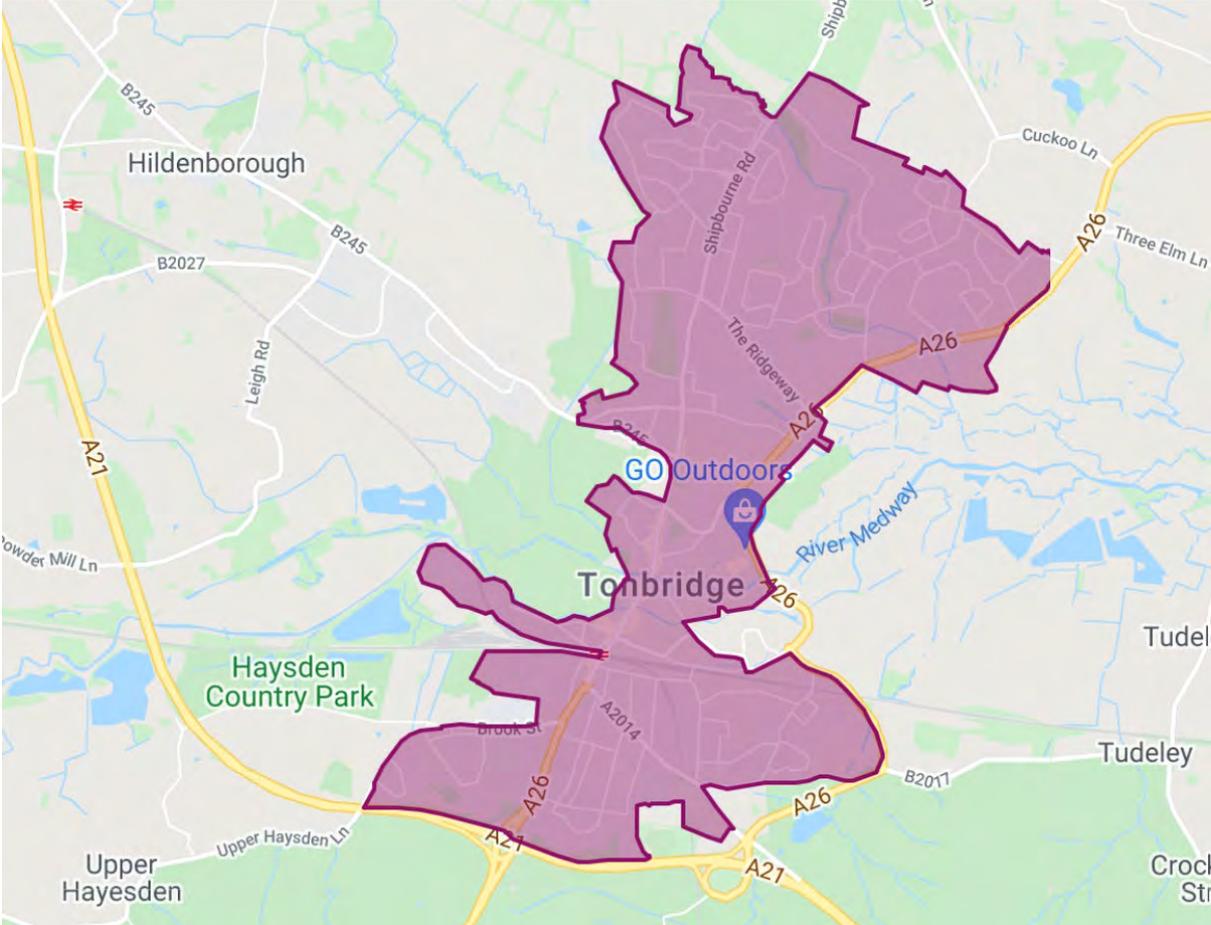


Figure 1 Map of area 20mph limit in Tonbridge covers

3. CONSULTATION PROCESS

The consultation launched on 31 July 2020 and ran until 3 March 2021. Throughout this period residents and stakeholders were provided with opportunities to share their views on the ETRO for the town-wide 20mph trial in Tonbridge.

3.1 Methodology and communications approach

To raise awareness about the consultation and encourage participation, a promotional campaign was carried out in partnership with Tonbridge & Malling Borough Council (TMBC). A series of activities took place throughout the consultation period, including:

- A leaflet distributed to over 18,000 homes and business across Tonbridge (See **Appendix 1**)
- A designated project website was set up at: www.kent.gov.uk/tonbridge20mph, where project information and a link to the consultation directory page, where the questionnaire could be accessed. (See **Appendix 2**)
- Social media posts on KCC's and FTC channels and shared by TMBC. Facebook advertising posts made at the start and the end of the consultation period (see **Appendix 3**).
- Posters (see **Appendix 4**) displayed across Tonbridge.
- Invitations to individuals registered with KCC's consultation directory who had expressed an interest in hearing about consultations on roads, traffic and transport in Swale.
- Emails to stakeholder organisations.

4. FEEDBACK

This section will provide a breakdown of the questionnaire results. The following information presents a breakdown of all the answers. Please note:

- Closed-ended questions have been tallied, and sometimes cross-tabulated with other questions (where appropriate) to reveal insights, trends, and patterns.
- Open-ended questions were thematically analysed, and a representative quote directly sourced from the data has been provided which captures the meaning of each theme

A full text version of the questionnaire is available in **Appendix 6**.

4.1 Questionnaire summary

The number of people who completed the online questionnaire or provided feedback via email/post was **1,123 responses** in total. Responses received via email or post were manually entered into the dataset and included in the analysis.

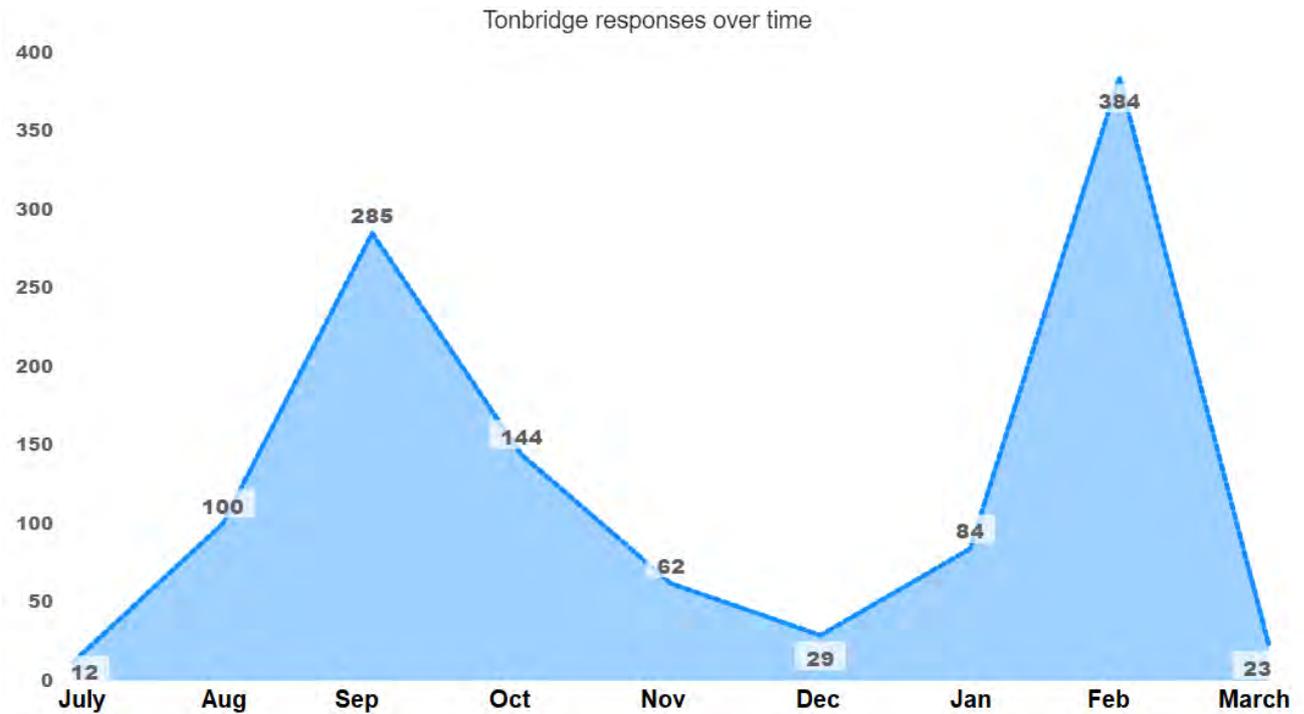


Figure 2 Response levels over time

The figures above show the level of responses per month from publishing the consultation questionnaire on 31 July 2020

February saw a surge in responses with 384 recorded. This coincided with a social media campaign and other promotional activities conducted throughout the month. September also saw a surge of 285 responses, most likely due to promotional posts and activities, while December and the first and last few days of the consultation – in July and March – saw the least number of responses.

A breakdown of the results for each question follows on below.

Key findings:

- 26% were in favour of 20mph town-wide limits, while 74% objected to 20mph town-wide limit.
- Reasons given for objections primarily centred around the 20mph area being too extensive and inappropriate for arterial routes. Meanwhile, others also pointed out that slow speeds would make traffic worse and add to safety concerns. The impracticality of enforcement was also mentioned.
- The most common way people heard about the consultation was via Facebook. Those who heard about the consultation from Facebook had the most negative opinion, with 83% objecting to the scheme.
- 88% of people chose to complete both the mandatory (section 1) and optional (section 2) sections of the survey.
- TN103 and TN104 postcodes were mentioned the most. Support within these two postcodes were low with only 13% of people from TN103 supporting the scheme, and 28% of people from TN104 supporting the scheme.
- 56% of those who cycle, 61% of bus users and 67% of those who travel by foot object to the scheme.
- 79% of drivers, 70% of passengers and 75% of motorcyclists object to the scheme.

4.2 Q1. Please tell us if you wish to support or object to this Experimental Traffic Regulation Order for a town-wide 20mph speed limit in Tonbridge.

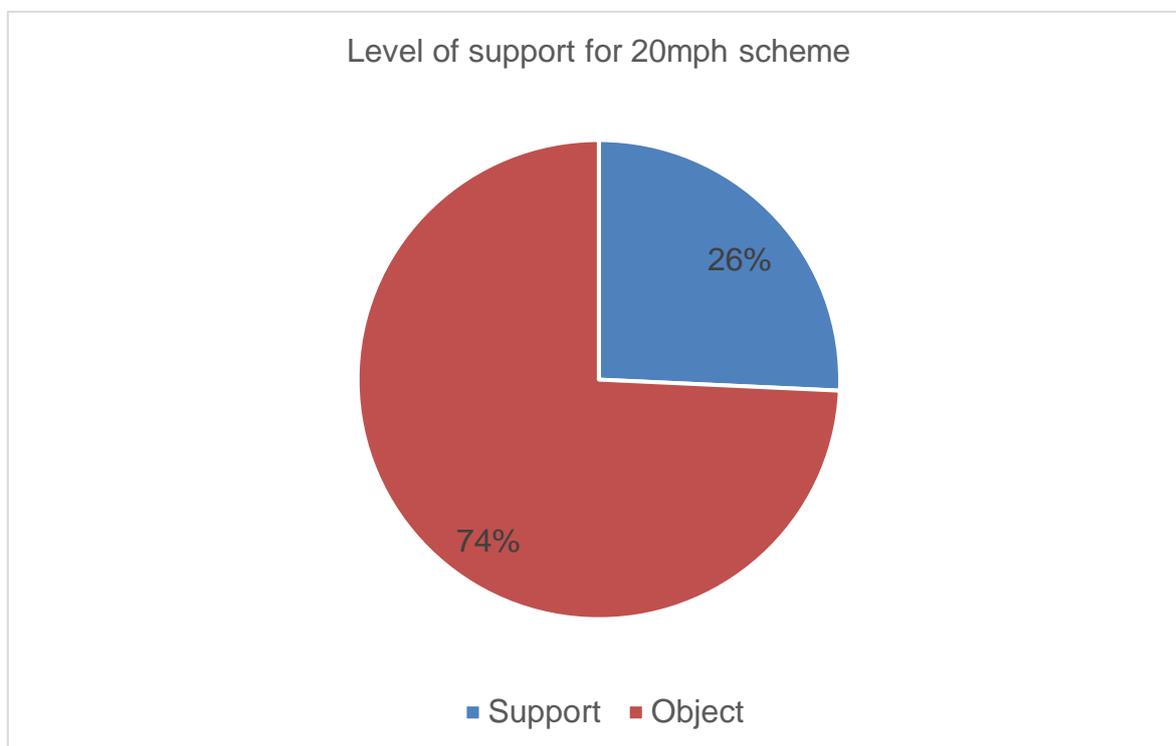


Figure 3 Overall level of support

- As shown in the chart above **189 people** (26%) supported the 20mph limit and **834 people** (74%) objected.
- The chart below provides a breakdown of the level of support on a **month-by-month basis**.

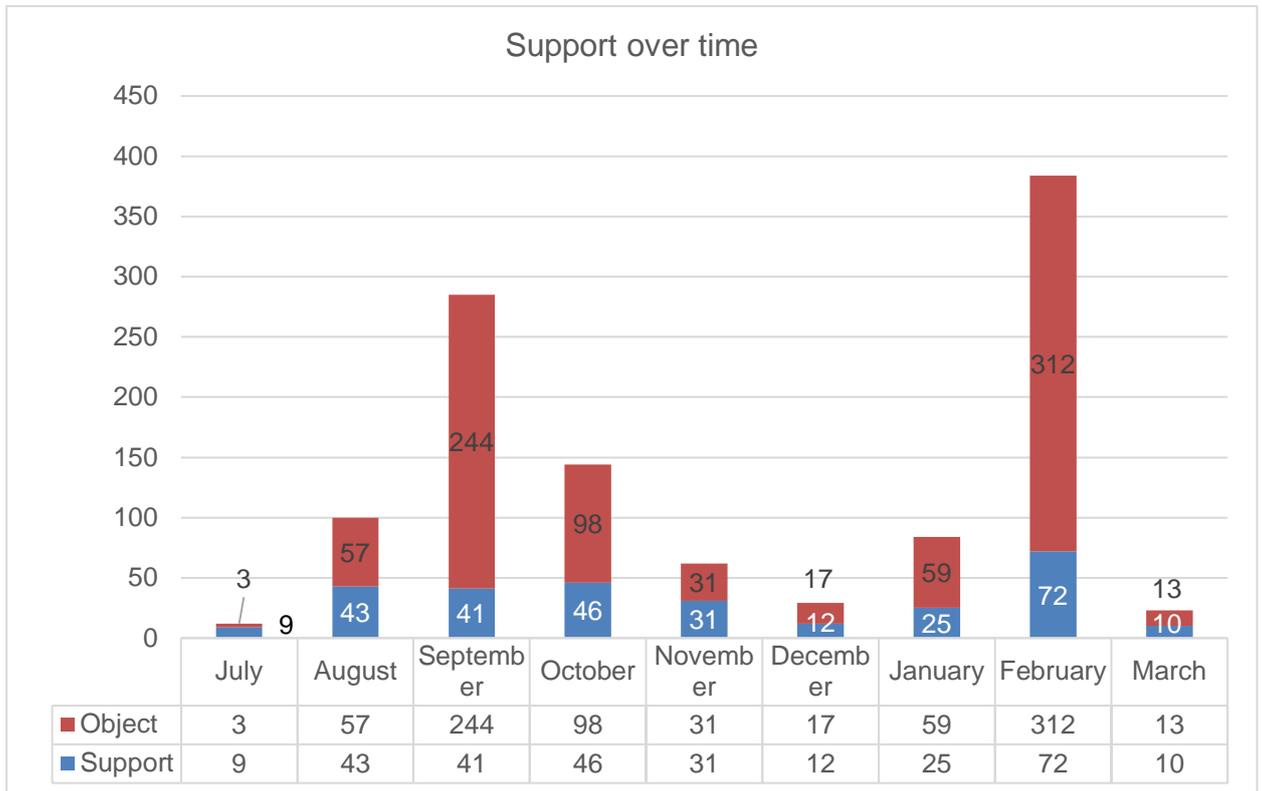


Figure 4 Support level over time

- July, August, November, December, and March saw the highest levels of support – although these months had a low amount of total questionnaire responses overall.
- February saw 384 responses in total (34% of total questionnaire responses), 312 were objections – accounting for 81% of respondents during this month.
- September saw 285 responses in total (25% of total questionnaire responses), 244 were objections – accounting for 86% of respondents during this month.

4.3 Q1a. Please tell us, in the box below, the reason for your support or objection.

- This question received free-text (written) responses which have been read through and analysed for this report.
- All 1,123 respondents were requested to provide a response to this question. These comments were coded into themes, which reflect recurring concerns, suggestions and opinions respondents had regarding the 20mph limit.
- Some responses raised multiple points that could be considered both positive and negative simultaneously. For instance, if one respondent commented about the **increased safety** and **reduced pollution** as a result of the trial, but also mentioned a concern regarding **enforcement**, they raised three themes in their comment. Such comments would have two **positive themes** coded for the sentences that mention safety and environmental benefits, and one **negative theme** coded for the sentence that express concerns about enforcement.
- Approximately, **107,000 words** were analysed for this question.

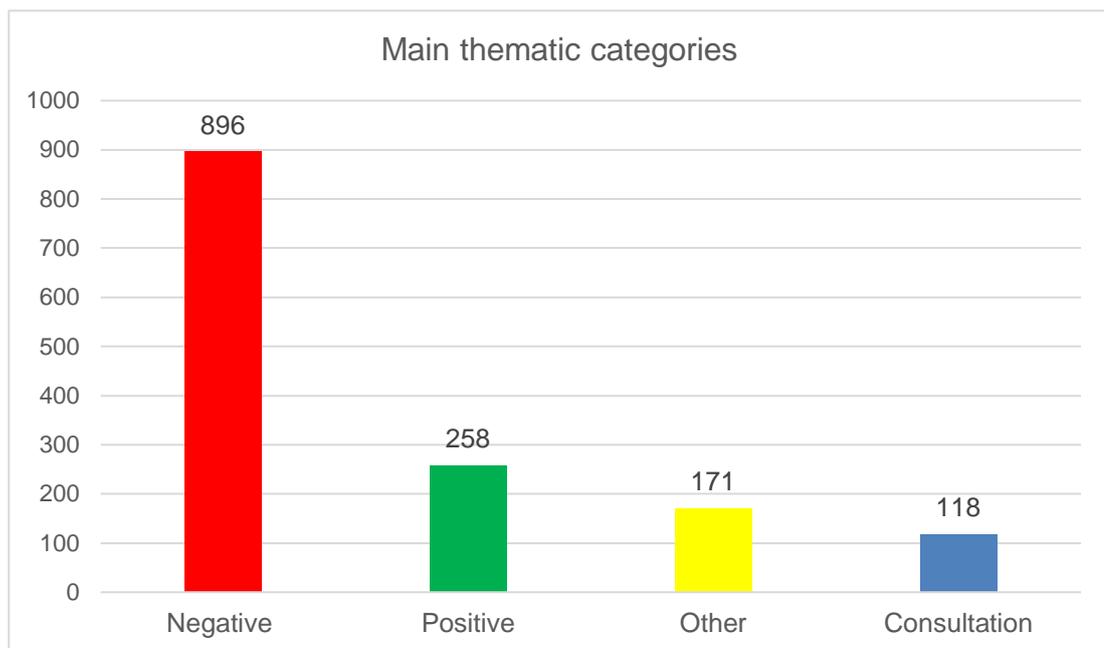


Figure 5 Main thematic categories

- After a thorough analysis of all 1,123 comments, **896** people left a negative comment or concern about the trial, while **258** people left a positive comment or highlighted a good aspect about the 20mph limit.

- A further **171** comments were about ‘other’ wider issues, and **118** comments were about the consultation and process.
- The breakdown below will expand upon what was said and provide a cross-analysis where appropriate.

4.4 Positive themes

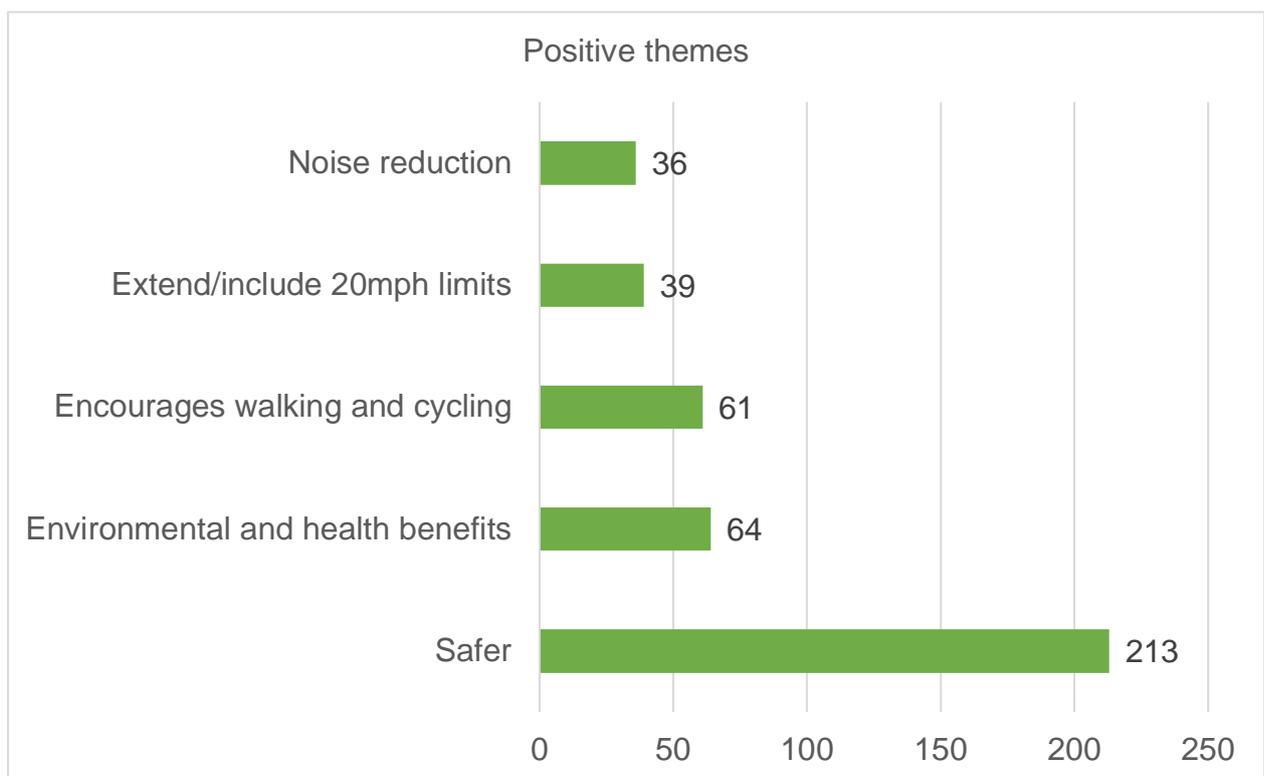


Figure 6 Positive themes

- **213** people (51%) left comments highlighting how the speed limit **enhances safety**. Many comments were general, while some highlighted increased safety for pedestrian and cyclists as well as children.

“We fully support the decision of the new 20 mph enforcement of Tonbridge. As a cyclist, a father and walker this can only be for the best and save lives and prevent accidents and make our town a safer place for all.”

- **64** people (15%) left comments about **environmental and health benefits**. Vast majority of responses simply mentioned reduced pollution, with a minority mentioning positive physical and mental health of people.

“It is acknowledged by everyone that Tonbridge suffers from traffic congestion and pollution. The pollution in the Lower High Street is so bad that it exceeds EU standards. This is bad for our health.”

- **61** people (14%) said it encourages more **active forms of travel by people**. Many mentioned this as a consequence of safety and environmental improvements.

“A 20mph limit, by making walking and cycling safer, will encourage people to do both.”

- **39** people (9%) mentioned including certain streets or **extending areas** of the 20mph limit:
 - Lower Haysden Lane was mentioned by 14 people (3%)
 - Hadlow Road by 12 people (2.9%)
 - Hildenborough by two people (0.5%)
 - Carroty Wood by two people (0.5%)

“It's a shame the Hadlow Road is not reduced as well!”

“I would also like to see the 20-mph limit applied to Lower Haysden Lane from Brook Street to the car park turning to Haysden Park / Barden Lake.”

- **36** people (8%) mentioned **noise reduction** as a positive outcome of the 20mph limit.

“A 20mph speed limit will make the town a quieter”.

4.5 Negative themes

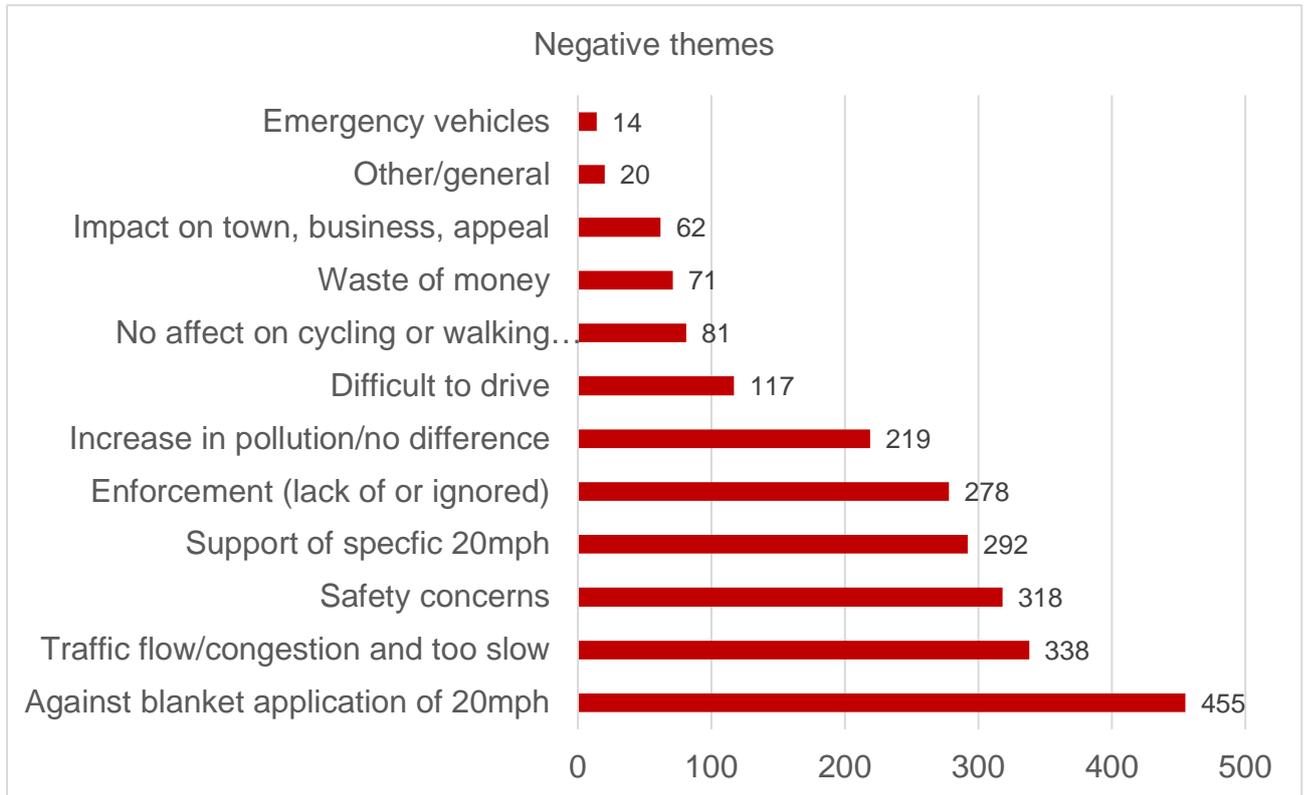


Figure 7 Negative themes

- **455** people (20%) said they were against a **blanket application of 20mph limit** across Tonbridge believing the area covered is too vast.
 - **26** people who raised this point were supporters of the scheme as a whole (selected support in Q1) – this accounts for 9% of all supporters.
 - **429** people who raise this point object to the scheme as a whole (selected object in Q1) – this accounts for 51% of all objectors.
 - A further breakdown of this theme can be found under [section 4.6](#) of this report.
- **338** people (15%) left comments about **traffic flow/congestion and slow speeds**. Many felt such slow speeds would lead to traffic in Tonbridge being consistently at a standstill with traffic piling up. This theme was often interrelated with other negative themes including safety, enforcement and increase in pollution – as many felt this was a consequence.

“Tonbridge is already at grid lock at certain times of day - surely impeding traffic flow will clog up the roads even more.”

- **318** people (14%) commented that they had **safety concerns** relating to the 20mph limit. Comments varied, but many mentioned increased tailgating, overtaking, frustration causing road rage, distraction by looking at speedometer and some people suggested that reduced speeds lulls pedestrians with a false sense of security.

“I am concerned that if you have a speed limit of 20mph this will encourage impatient drivers to dangerously overtake.”

- **292** people (13%) mentioned a 20mph limit was only preferable in **surrounding areas of schools or the High Street**. A minority mentioned streets surrounding housing estates or only certain residential streets.

“The 20mph should be on side roads, roads near schools & the High Street where cyclists & pedestrians are more likely to be found.

- **278** people (12%) commented that there was a **lack of, and impossibility of enforcement**, in correlation with this, people said many were flouting the 20mph limits in place. While many people said drivers would continue to ignore the limits, others pointed out implementing a 20mph limit without greater enforcement, makes the scheme pointless. Not all people who raised this point were necessarily against a 20mph scheme as a whole:
 - **52 people** supported the scheme overall.
 - **226 people** objected to the scheme overall.

“Why try and impose an unrealistic speed limit that will be ignored?”

- **219** people (9.6%) made a comment saying there would be an increase in **pollution** or it would make no difference. While many did not leave a reason, some mentioned this a consequence of increased congestion

leading to longer journeys, detours and modern cars expending more fuel due to gear changes at 20mph.

“The 20 mph requires drivers to crawl around in third gear causing excess pollution.”

- **117** people (5%) left a comment about the scheme making it more **difficult to drive**. Some of these comments included difficulty keeping at 20mph and required extra pedal work and increased stress. Fuel expenditure and degradation of car engines was also mentioned

“It is also not good for the vehicles to be constantly in 2nd gear”

- **81** people (3.5%) made a comment saying that it would have **no effect on walking or cycling behaviours** and not encourage walking or cycling. While some simply observed that it had no effect or that there was no compelling evidence, others gave the following reasons why cycling and walking is no substitute for car usage:
 - Doing the school run
 - Disabled, elderly and infirm people
 - Carrying shopping
 - Adverse weather conditions
 - Lack of bike storage

“I understand the council wants to encourage people, but you just won't get many more cycling places as people rely on cars for belongings, kids, pets etc and also people choose cars over bikes in bad weather which in the UK is a lot of the time.”

- **71** people (3%) mentioned the scheme is a **waste of money**. Many were disappointed the money already spent on road markings, some mentioned it would be a money-making scheme, while others mentioned money was better spent on unrelated ventures (tackling anti-social behaviour etc).

“The main being a mis-use of finances where they could better spend elsewhere across the town

- **62** people (2.7%) mentioned that it would have an adverse impact on businesses and the **town appeal** to visitors.

“It will make the town a less desirable place to live and visit which will negatively affect both local businesses and possibly homeowners”

- **20** people (less than 1%) left comments which were categorised as **other/general**. Most were just general comments saying how they do not agree the scheme with no reason given for their opinion. Some people mentioned other reasons for their objections:
 - 20mph is already the de facto speed limit.
 - Drivers use ‘common sense’.
 - Any 20mph limits should be time-restricted and in effect at particular times (e.g., 7am-7pm).

“Not necessarily the right decision, most people have sense enough not to speed through these areas”

- **14** people (0.6%) commented that they were concerned about the impact it would have on **emergency vehicles** around Tonbridge.

“My partner drives an ambulance for patient transport, and they are finding it hard to get patients in on time for life saving treatments. They are getting verbal abuse for driving so slow.”

4.6 In-depth analysis of people against a blanket 20mph limit

This section will provide an in-depth analysis of 455 people who commented that they are against a blanket application of a 20mph across Tonbridge.

- Many people simply mentioned the area covered by the ETRO was too vast, and some **arterial roads** should be exempt. Many respondents explicitly highlight certain streets they felt were unsuitable for 20mph.
- The chart below demonstrates the frequency of the most popular streets that were mentioned as being inappropriate for a 20mph limit.

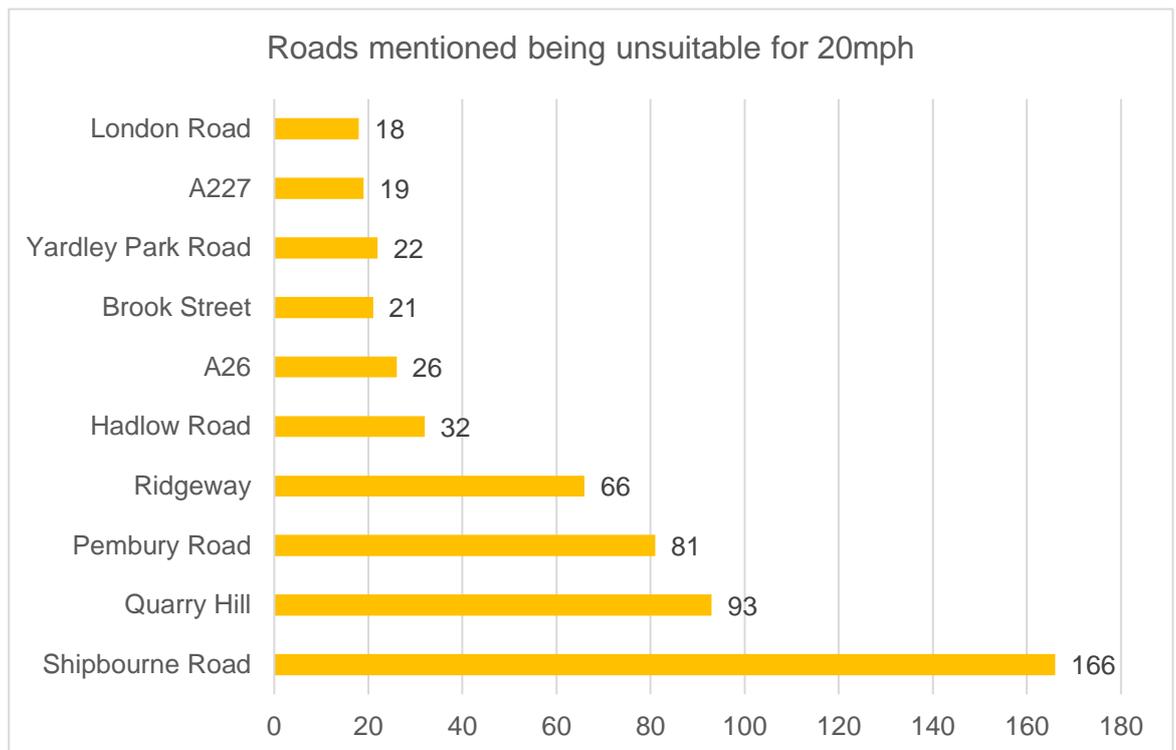


Figure 8 Most popular streets mentioned as unsuitable for a 20mph limit

- Shipbourne Road was the most popular street mentioned by **166** people (36%) as being unsuitable for a 20mph. Many commented it is a large arterial route, already has a separate cycle lane, and slow-moving traffic would cause tailgating and road rage.
- Quarry Hill was mentioned **93** times (20%) with similar reasons.
- Pembury Road and Ridgeway were mentioned **81** (18%) and **66** (15%) times respectively. Most also mentioned it was an arterial route and would cause safety issues.

“I support 20mph on minor roads but not all roads and definitely not all the main arterial roads such as Quarry Hill, Shipbourne road etc.”

- The remaining roads were mentioned **32** times or less. See Appendix 5 for a full list of all roads.
- The table below cross-references the information above with the top five most popular postcodes people provided in response to Q4.

Road Name	TN92	TN119	TN104	TN103	TN10	Other/None
London Road	0	2	2	2	3	9
A227	2	0	2	6	2	7
Yardley Park	0	1	8	1	3	9
Brook Street	2	0	3	0	1	15
A26	3	1	1	6	2	13
Hadlow Road	5	0	5	7	1	14
Ridgeway	1	1	19	25	4	16
Pembury Road	13	0	8	5	1	54
Quarry Hill	7	2	8	8	4	64
Shipbourne Road	5	8	35	44	13	61

Figure 9 Against 20mph theme by road divided by postcode

- People from TN104 and TN103 often mentioned the Ridgeway, Quarry Hill and Shipbourne Road.
- People from TN92 were most concerned with the 20mph limit being applied on Pembury Road.
- TN119 and TN10 postcodes were most concerned with Shipbourne Road.
- Those who left no postcodes or other postcodes were mostly concerned with Quarry Hill, Shipbourne Road and Pembury Road.

4.7 Other themes

- Many other comments connected to wider issues were made by people answering the question.

- Many of the ‘other’ themes included ideas and suggestions raised by people in Q7 when asked about how to improve walking and cycling in Tonbridge.

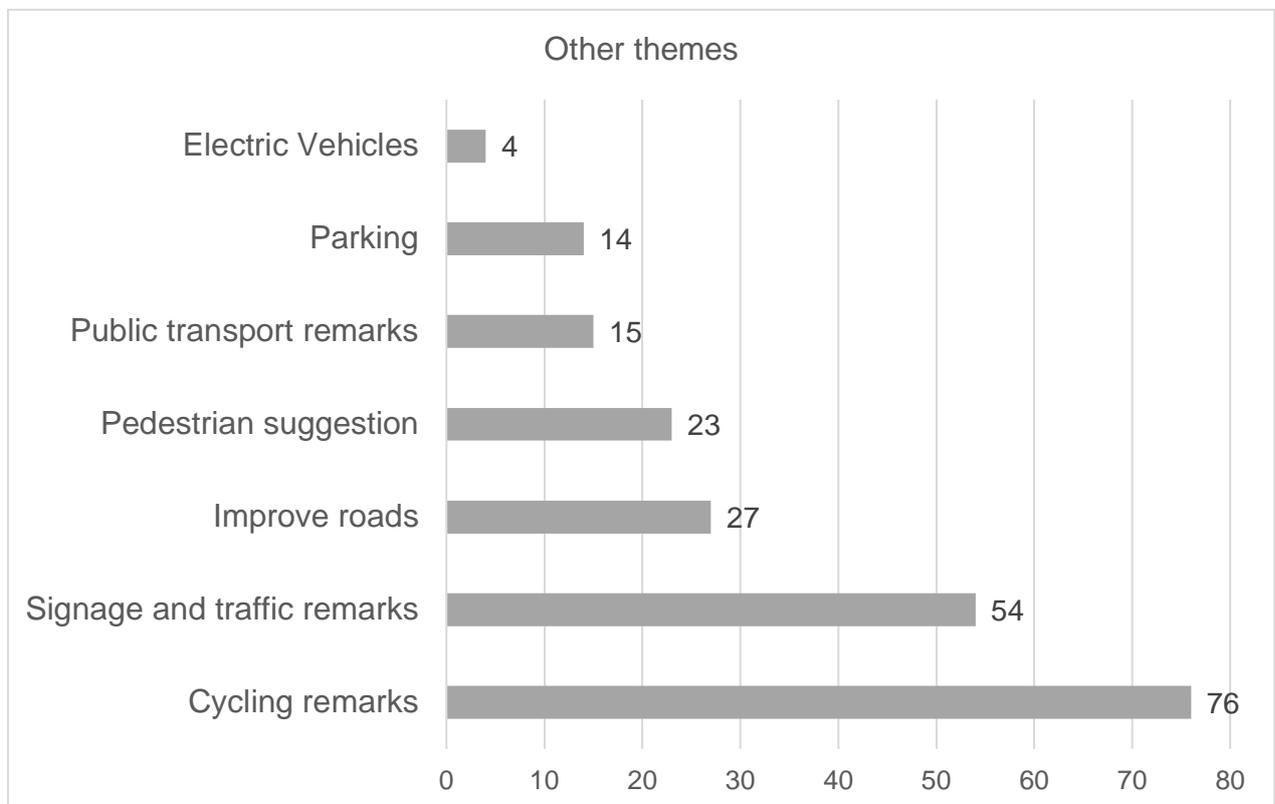


Figure 10 Other themes

- **76** people (36%) left comments about **cycling**. Most comments were about increasing the cycling infrastructure and greater enforcement for cyclists who exceed 20mph. A more in-depth look at similar cycling comments can be found in Q7 cycling themes (section [4.16](#)).

“Will cyclists speed be targeted as well as motorists?”

- **54** people (25%) left comments about **signage and traffic**. The comments about signage revolved around the aesthetics and costs, while comments about traffic were to do with traffic-calming measures. Similar comments were made in Q7 about traffic (section [4.19](#)) and signage (section [4.17](#))

“Several roads do require speed humps - Whistler Road, Hunt Road & The Ridgeways seem to be a racetrack.”

- **27** people (12%) suggested that the council ought to focus on **improving the roads** and fixing potholes which are a hazard for pedestrians, cyclists, and drivers. Similar comments were made about conditions of roads in Q7 (see section [4.17](#)).

“It would be better spent on maintaining the roads to a good standard and repairing potholes.”

- **23** people (11%) left comments about **pedestrian usage** suggesting that it would be better to focus adding more crossings, widening pavements and teaching safety in schools. Similar comments about pedestrian usage was made in Q7 (see section [4.18](#))

“Maybe some more pavements along the main roads would be better rather than being forced to walk in the roads”

- **15** people (7%) left comments about **public transport** saying it would be a viable alternative should there be more frequent and reliable links. Similar comments about public transport were made in Q7 (see section [4.17](#))

“I cannot get public transport as there is only one bus an hour - and then only certain times of the day - and as a key worker it is important to be at work on time.”

- **13** people (6%) made remarks about **parking**. Some suggesting that they cannot find enough parking with more facilities for parking needing, while others suggested enforcement on illegal parking. Some suggested parked cars on residential roads naturally limit speeds anyway. Similar comments were made about parking in Q7 (see section [4.17](#)).

“Parking on double yellows is the norm. Parking on double yellows and corners has been daily occurrence for years. I have complained about the above several times, but no action taken so I presume this new regulation will be treated in the same way”.

- **4** people (2%) said improving the infrastructure and adding charging points throughout Tonbridge for **electric vehicles**. A couple of people said this would make the argument about reduced emissions from a 20mph limit redundant. Similar comments were made about electric vehicles in Q7 (see section [4.17](#)).

“A far better plan to reduce pollution would be to make Tonbridge and Kent at large a friendlier place for electric vehicles. More public charging spaces in public car parks for example. The introduction of Hybrid/Electrical buses for local bus routes?”.

4.8 Consultation themes

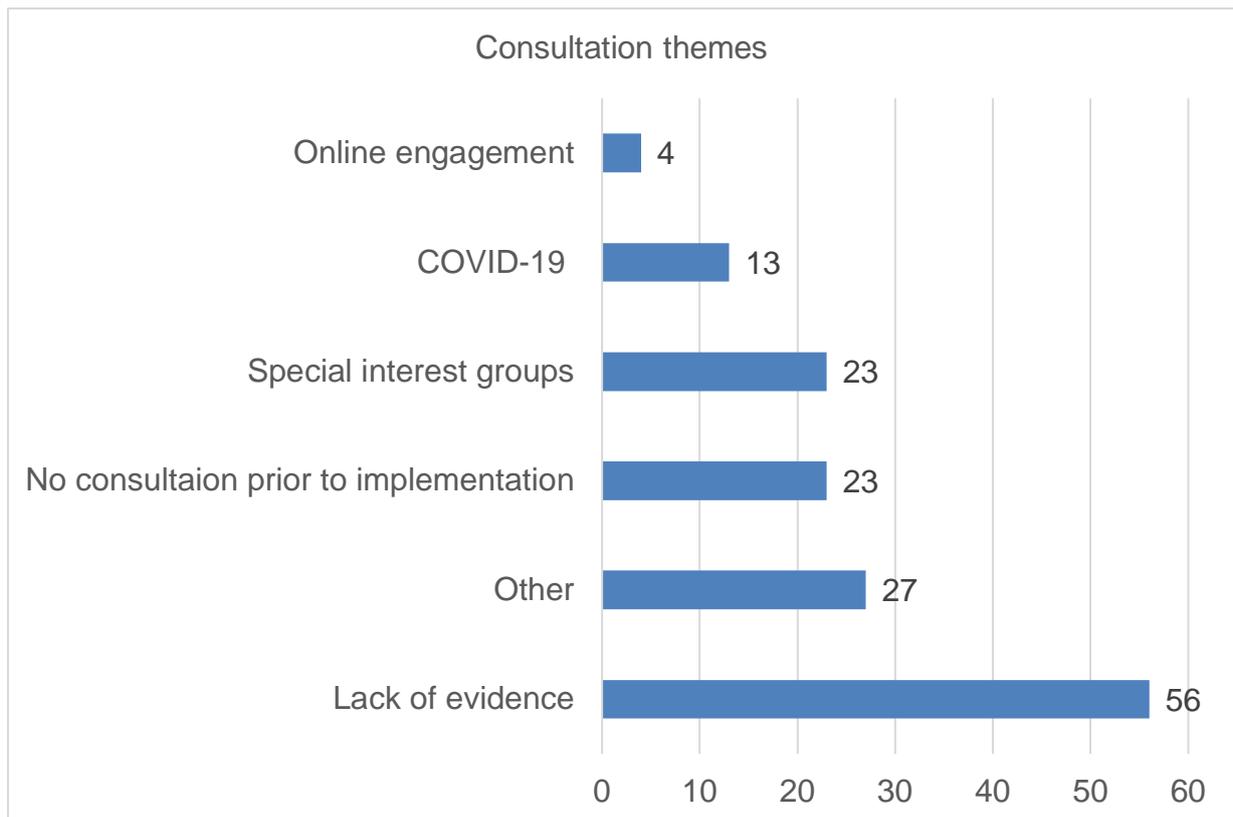


Figure 11 Consultation themes

- **56** people (38%) said that there was a **lack of evidence** provided to justify the 20mph limit. On the other hand, some people said there was evidence to the contrary suggesting accidents are too rare to justify the scheme.

“I think you need to show very strong evidence that Tonbridge will benefit from this trial as I believe it will have a detrimental effect.”

- **27** people (18%) left other/general comments about the consultation. Below is a list of some of the comments:
 - Queries about the questionnaire indicating it was biased or limited certain views.
 - Consultation materials and advertisements were deemed poor.
 - Scheme was far from ‘temporary’ or a ‘trial’ and would be made permanent irrespective of their view.
 - A full review of the scheme should be undertaken before making any decisions.
 - More targeted consultations required with stakeholders, businesses, and certain areas.

“I don’t think for 1 minute that it is temporary, but the council have made up their minds it is going to be permanent.”

- **23** people (16%) made comments about how the trial was **implemented without consultation** under emergency powers.

“No prior public consultation or identification of selection criteria for experiment.”

- **23** people (16%) said the consultation was being pushed through by **special interest groups**, political lobbying, and anti-car environmental groups.

“This proposal is driven by dislike of cars on the grounds of environmentalism and so-called safety.”

- **13** people (9%) said the trial taking place during the **pandemic** was pointless. Many also said recent uptake in cycling and walking can be attributed to the pandemic rather than 20mph limits.

“The slowing of traffic in the midst of a lockdown with very little traffic currently on the roads and schools closed for the majority of the trial period is not going to give an accurate picture of whether this plan will resolve any of the issues it is supposed to fix.”

- **4** people (3%) also said **online reactions** such as those on social media have shown that the 20mph limits are not popular.

“The vast majority of comments I have seen on social media have been against the 20mph limit, but very much in favour of improvements to Lower Haysden Lane. Because KCC hasn't bothered to listen to residents it has generated a lot of bad feeling and loss of confidence in KCC.

4.9 Q2. How did you find out about this consultation?

- This question asked people how they heard about the consultation. People were given a list of pre-defined answers to check. As a multiple-choice question, they could tick as many boxes as required.
- A free-text box was available should respondents choose to select the ‘other’ option.
- These responses have been tallied and a breakdown is provided below.

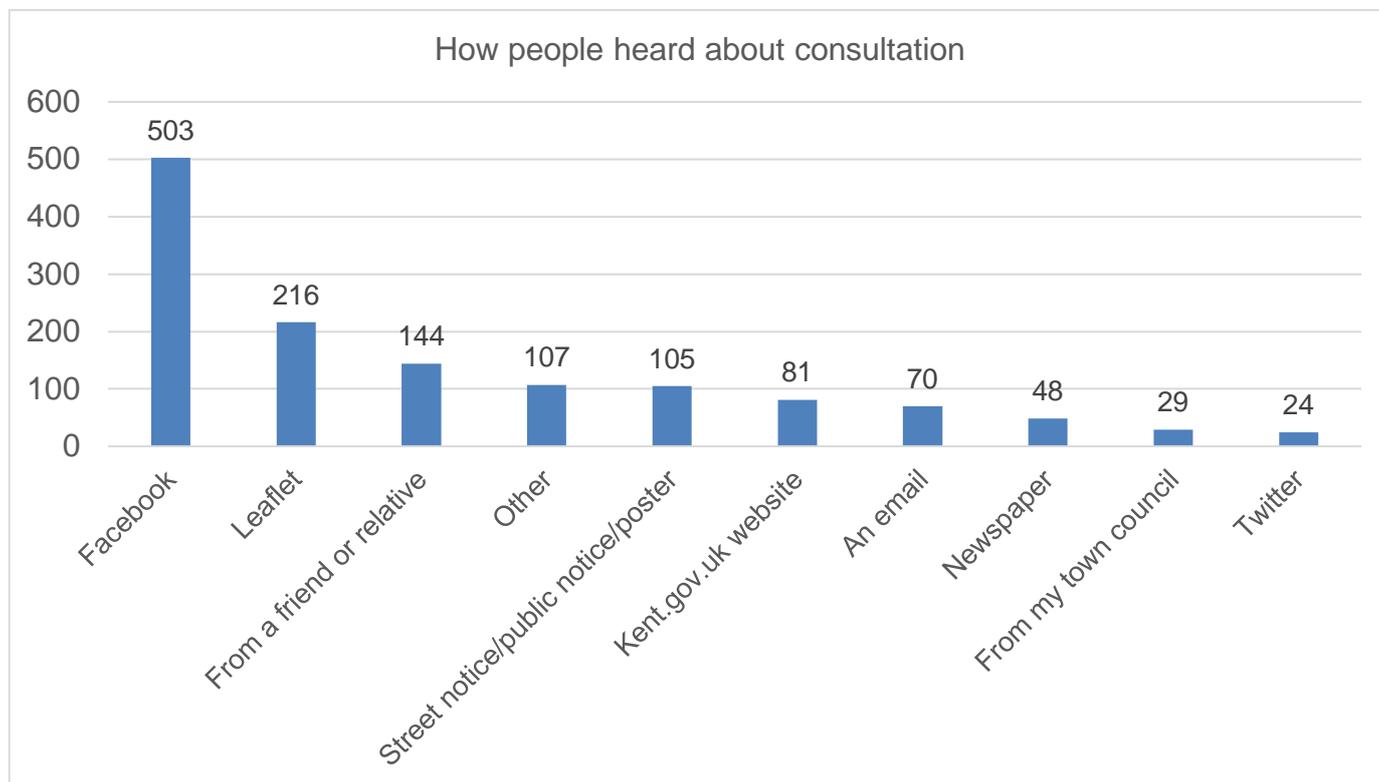


Figure 12 How people found out about the consultation

- **503** people (45%) selected **Facebook** making it the most popular channel by which respondents heard about the consultation.
- **213** people (19%) said a **leaflet** was delivered to their homes or business.
- **114** people (13%) said they heard about the consultation through a **friend or a relative**.
- **107** people (10%) selected '**other**' and were given a text box to write their response, some people said they heard through more than one channel. Each response was tallied into categories:
 - **33** people said they heard through alternative social media (Instagram and Nextdoor app were the most popular).
 - **35** people mentioned road signs and markings encouraged them to find out more about the consultation.
 - **20** people said they simply did an online search and came across it.
 - **13** people heard through a political representative, group, party, or local councillor.

- 9 people said they heard through a magazine or publication.
- 6 people were informed by Tom Tugendhat, Member for Parliament for Tonbridge and Malling.
- 19 people left comments which were uncategorized as other/inapplicable as most were unique responses. Two people mentioned local TV, one mentioned via 'JTB', another CTC/CUK forum, one person mentioned resident group etc.
- 105 people (9%) said they heard about the consultation through a **street notice, public notice, or poster**.
- 81 people (7%) of people selected **kent.go.uk website**.
- 70 people (6%) said they heard about the consultation **via email**.
- 48 people (4%) heard through a **newspaper**.
- 29 people (3%) heard through the **town council**.
- 24 people (2%) said they heard through **Twitter**.
- The chart below shows each communication channel divided by the level of support to reveal and differences in how people heard about the consultation and whether they support the scheme.

Support level divided by how people heard about consultation

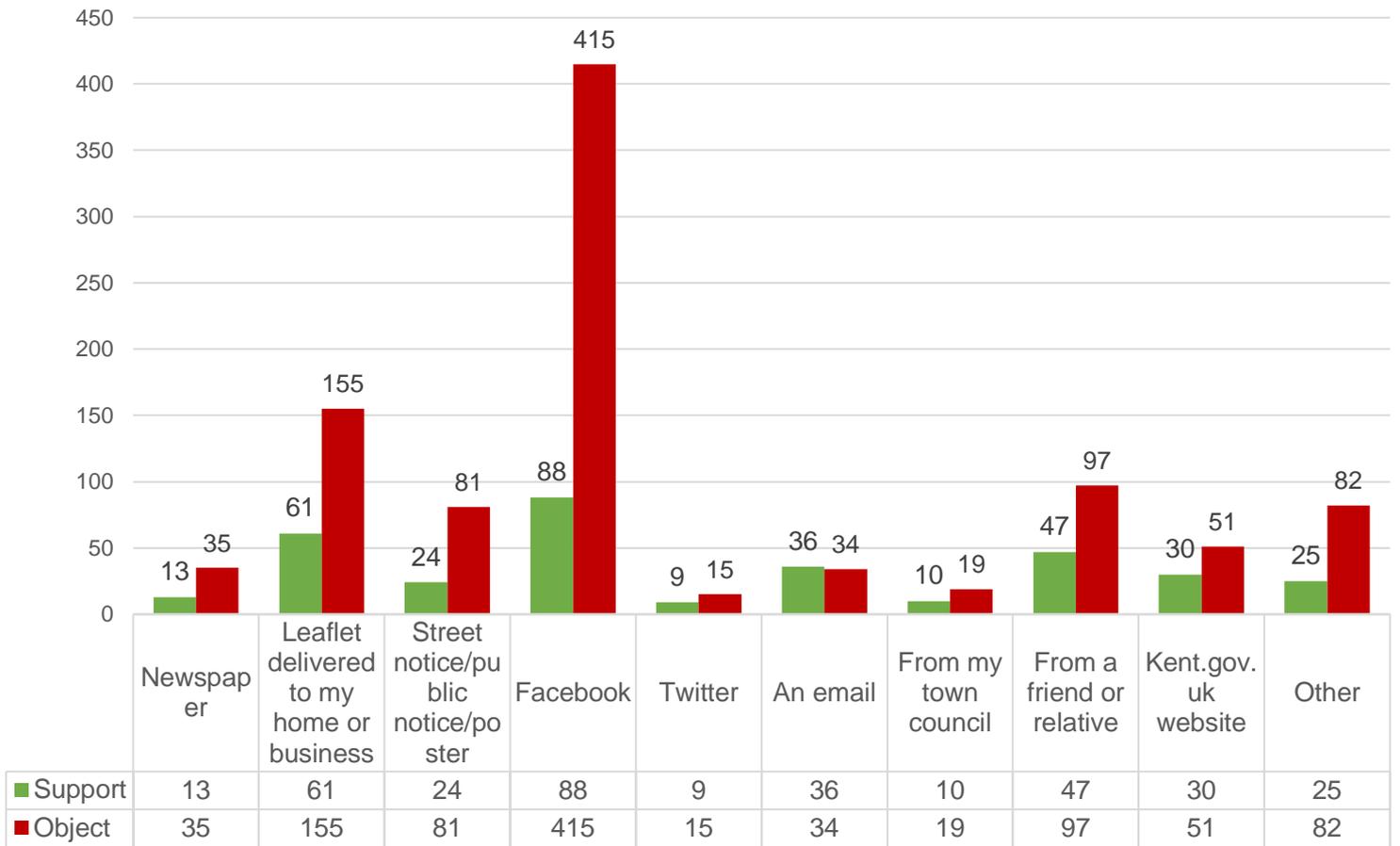


Figure 13 Support levels divided by communication channel

- **Facebook** had the biggest negative relationship with **83% objecting** to the scheme.
- **Email** was the only communication channel which had a majority of support over objections with **51% supporting** the scheme.

4.10 We would now like to ask you some questions to gather more detail on how you feel about the scheme.

Following Q2, respondents were asked whether they would like to continue with the questionnaire or would like to skip and just submit their response to the statutory ETRO part of the consultation.

- **1,004** people (88%) participated in part two of the questionnaire, while **88** people (8%) opted to skip. **31** people (3%) left the question blank.

4.11 Q3. Are you responding as...?

- This question asked people to select the option that most closely represents how they would be responding to the consultation, namely if they were a resident in or outside of Tonbridge, or a specific type of stakeholder.

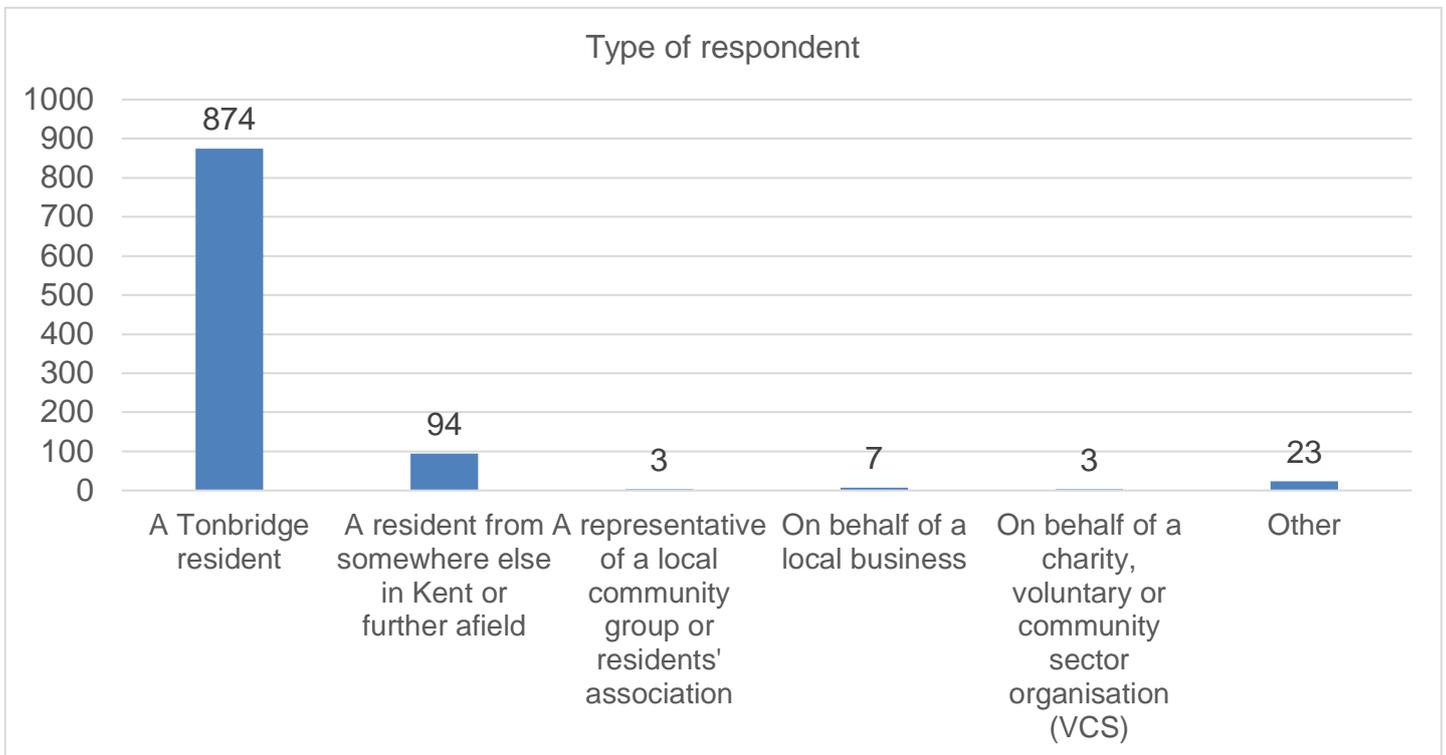


Figure 14 Relationship with area

- **874** people (87%) said that they were responding as a resident of Tonbridge.
- **94** people (9%) said that they were a resident from somewhere else in Kent or further afield.
- **7** people (1%) were responding on behalf of a local business.

- **3** people (<1%) said they were a representative of a local community group or resident association.
- **3** people (<1%) responded on behalf of a charity or community sector organisations (VCS).
- **23** people (2%) selected the 'other' response and were provided with a text box to specify. Majority said they were a resident from elsewhere (purportedly outside Kent), some said they were a commuter or worker, and some left individual answers such as a carer who visits or a second home occupant.
- The following table signifies the level of support within each response group:

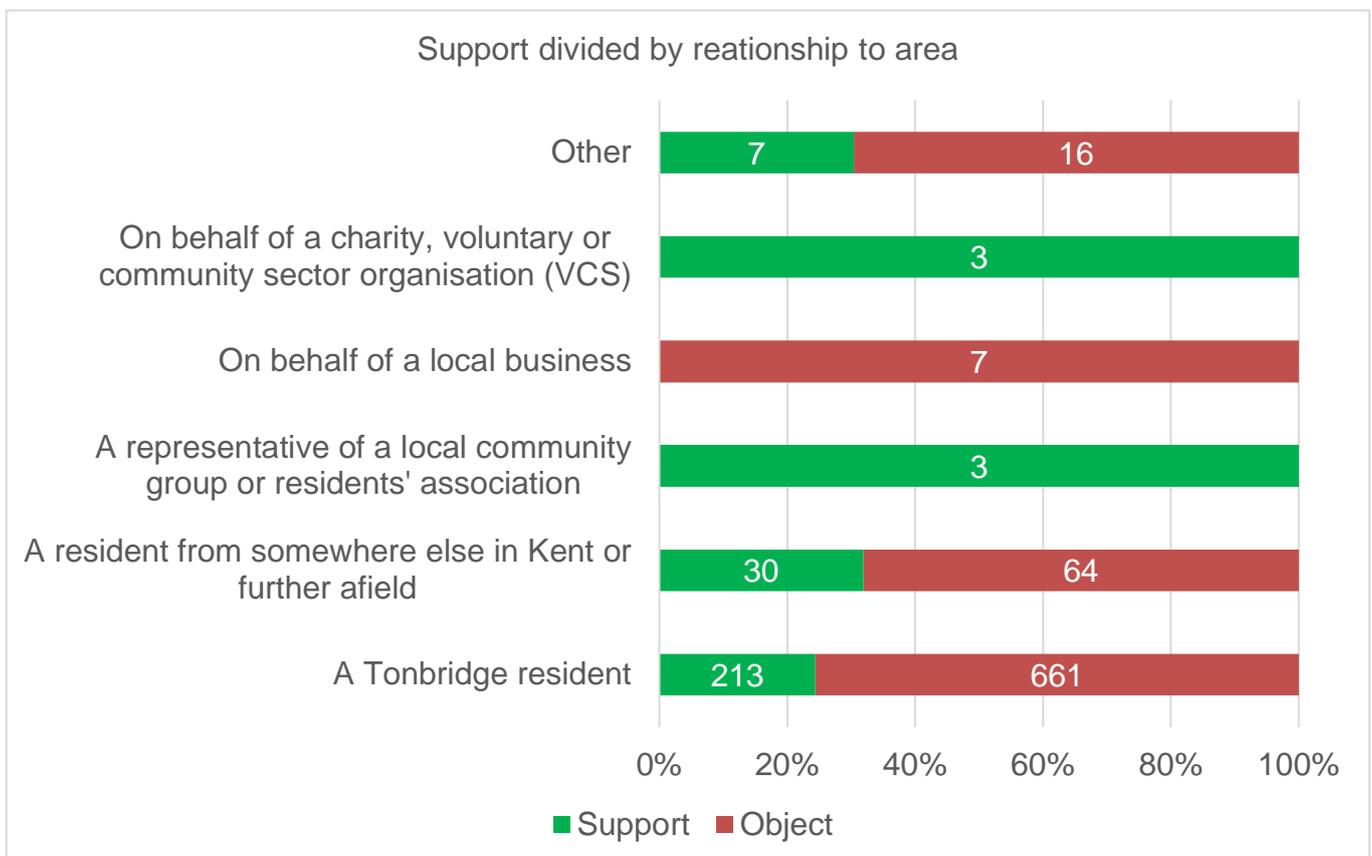


Figure 15 Support and objection by respondent type

- **661** people (76%) who responded as a Tonbridge resident objected to the scheme.

- **64** people (68%) who identified as residents from elsewhere in Kent or further afield object to the scheme.
- **3** people (100%) of those who responded as a representative of a local community or resident association (3 people in total) support the scheme.
- **7** people (100%) of those who identified as a local business objected to the scheme.
- **3** people (100%) of those who responded on behalf of a VCS (3 people in total) supported the schemes.
- **16** people (70%) of those who selected 'other' support the scheme.

4.12 Q4. Please tell us the first five characters of your postcode.

- Upon the removal of invalid answers, **990** people left a postcode response to this question.
- Due to typos and incorrect formatting of some responses, many postcodes were difficult to discern and group together.
- In order to resolve this, postcodes which were not mentioned as much as the top 5 postcodes were grouped together in the 'other' category.

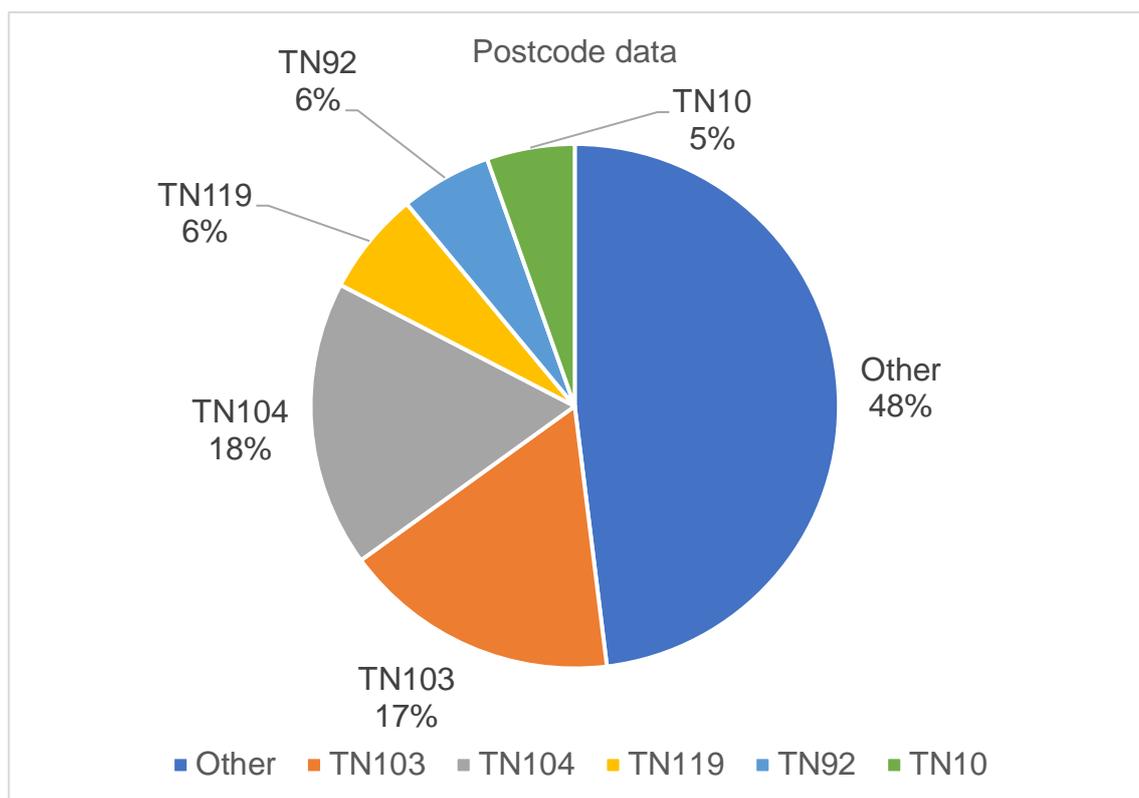


Figure 16 Postcodes of all respondents

- **177 people** (18%) mentioned TN104 as their postcode area covering streets east of Shipbourne Road.

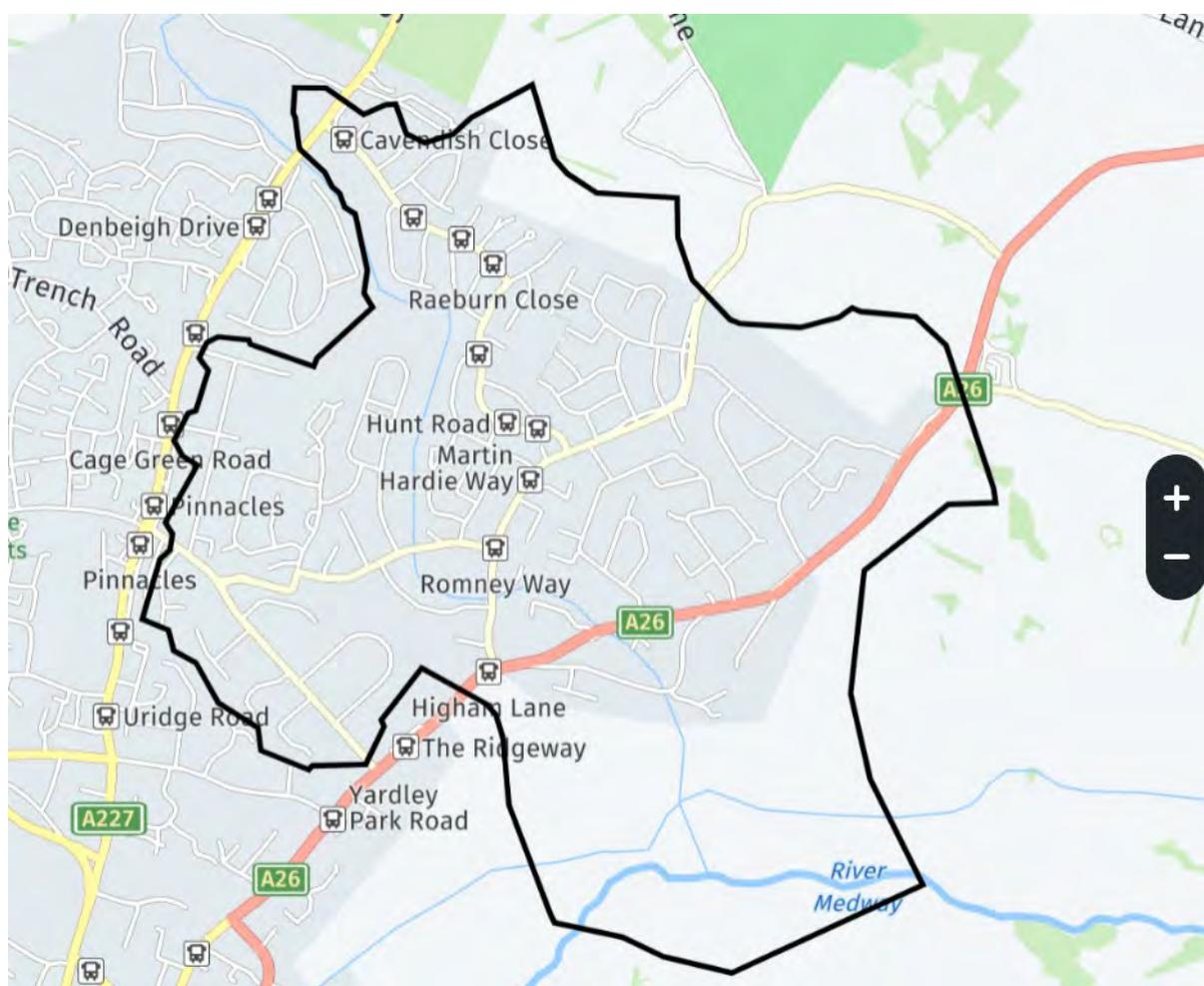


Figure 17 TN103 postcode area

- **171 people** (17%) mentioned TN103 as their postcode area covering most of Shipborne Road and areas west of it.

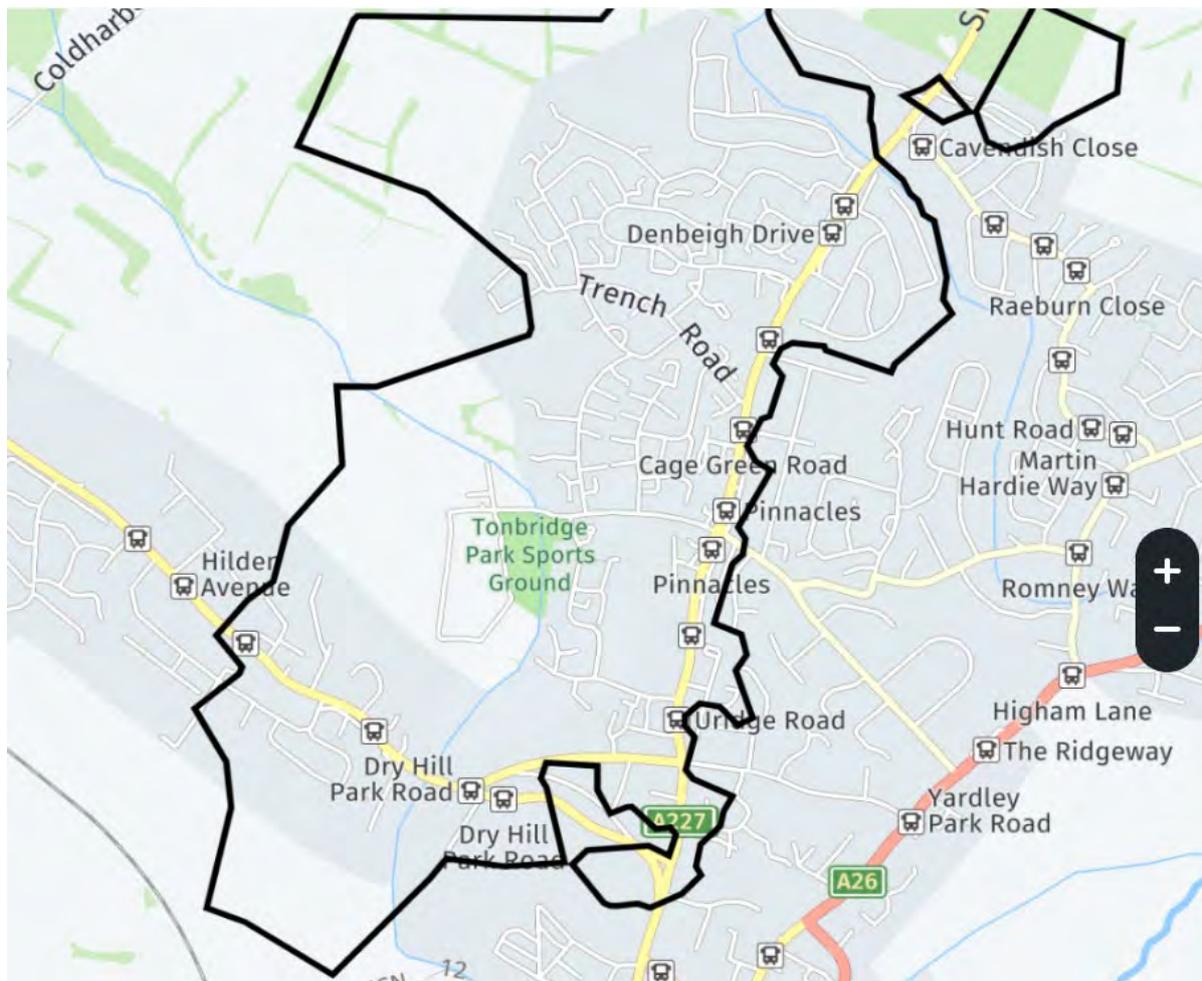


Figure 18 TN104 postcode area

- 64 people (6%) mentioned TN119 as their postcode area.

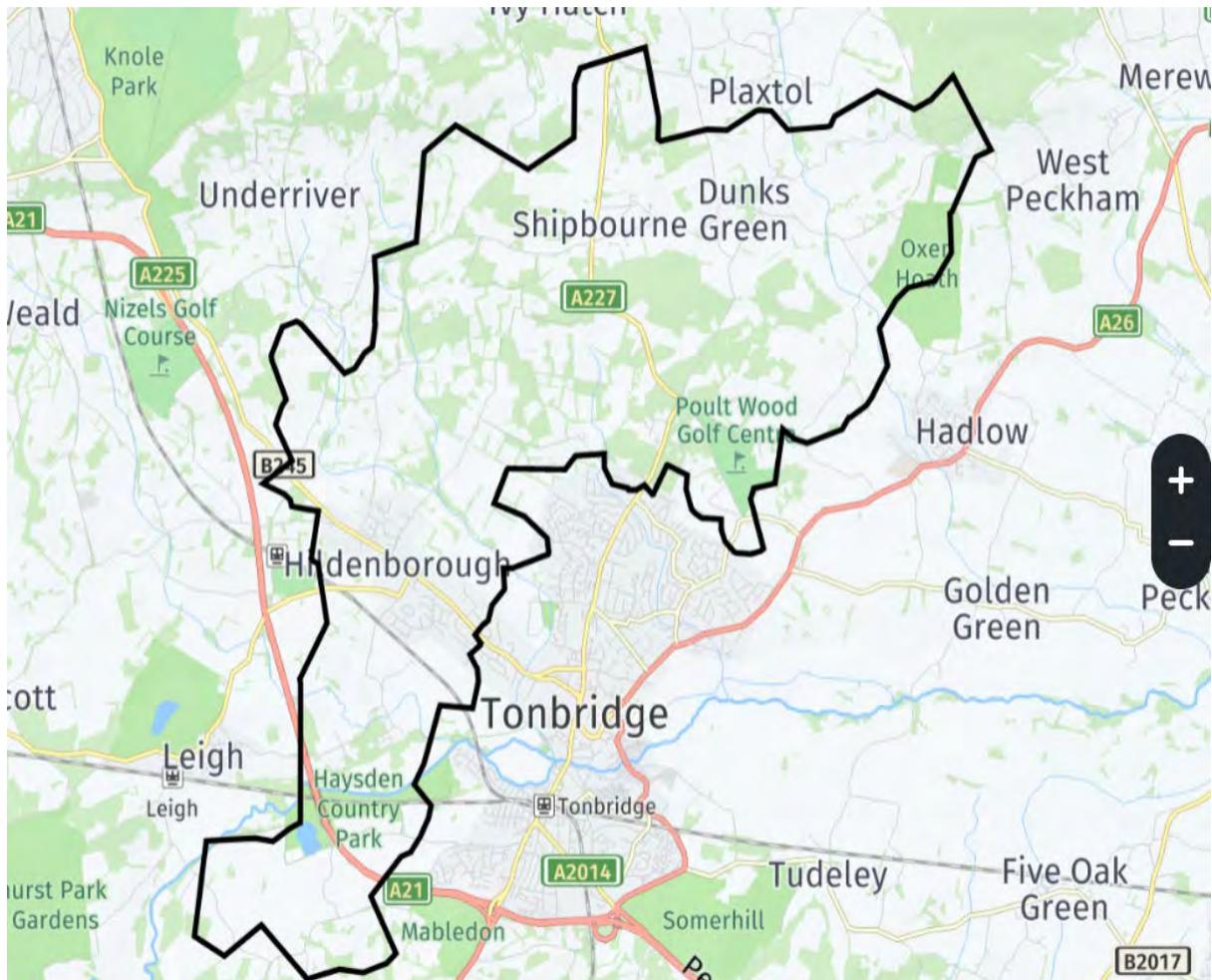


Figure 19 TN119 postcode area

- 56 people (6%) mentioned TN92.

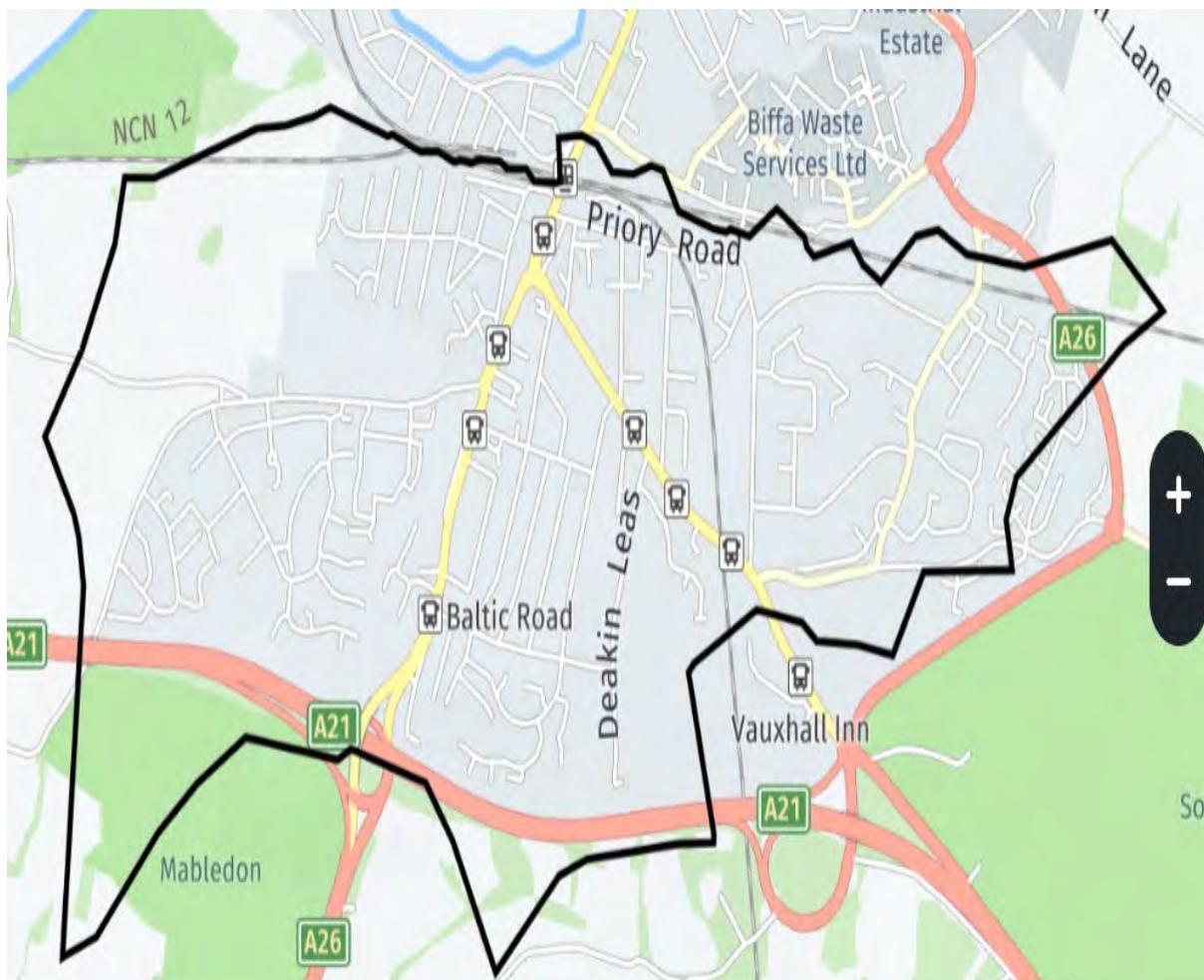


Figure 20 TN92 postcode area

- **54** people (5%) mentioned TN10 (map unavailable as not enough characters to identify).
- **468** people (48%) were other postcodes:
 - TN11 was mentioned **27** times
 - TN110 and TN92Q were mentioned **22** times
 - TN91 and TN92N were mentioned **21** times
 - Remaining postcodes were mentioned **17** times or less.
- The chart below has been divided by these postcodes in terms of level of support for the scheme.

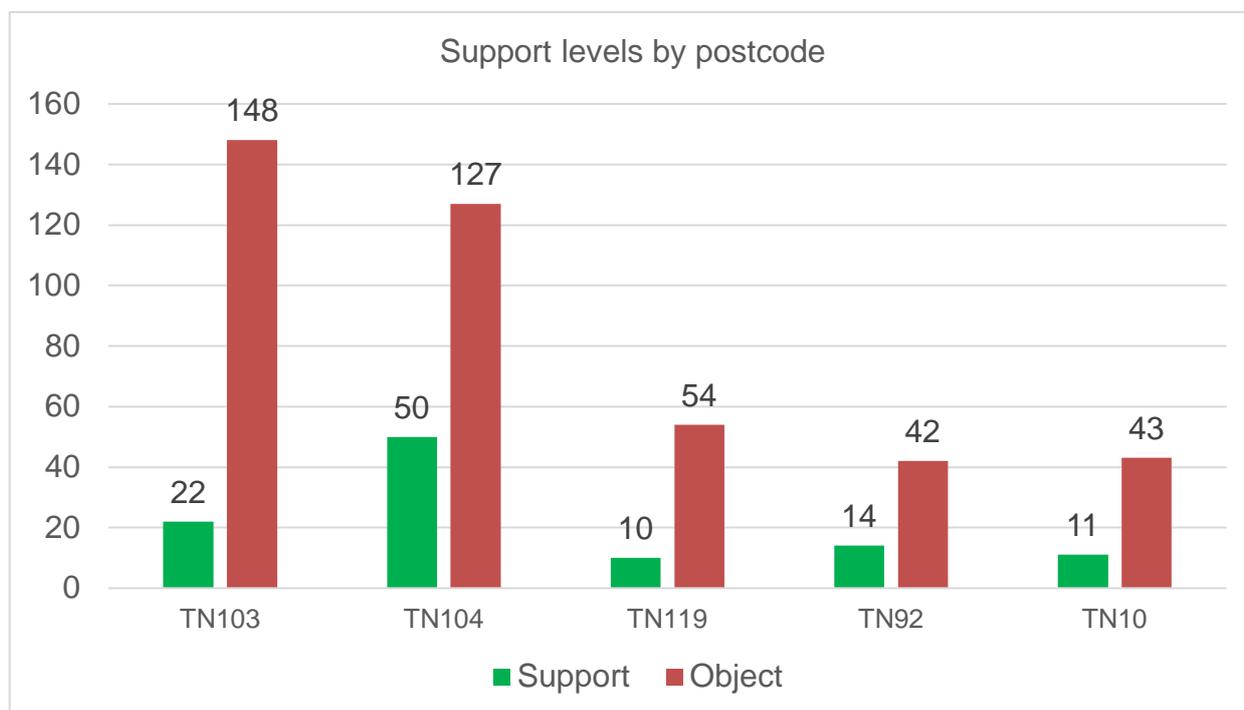


Figure 21 postcodes divided by support levels.

- **87%** of TN103 postcodes objected to the scheme.
- **72%** of TN104 postcodes objected to the scheme.
- **84%** of TN19 postcodes objected to the scheme.
- **75%** of TN92 postcodes objected to the scheme.
- **80%** of TN10 postcodes objected to the scheme.

4.13 Q5. How do you usually travel in and around Tonbridge?

- Q5 asked people to select all relevant modes of travel they use to travel in and around Tonbridge.

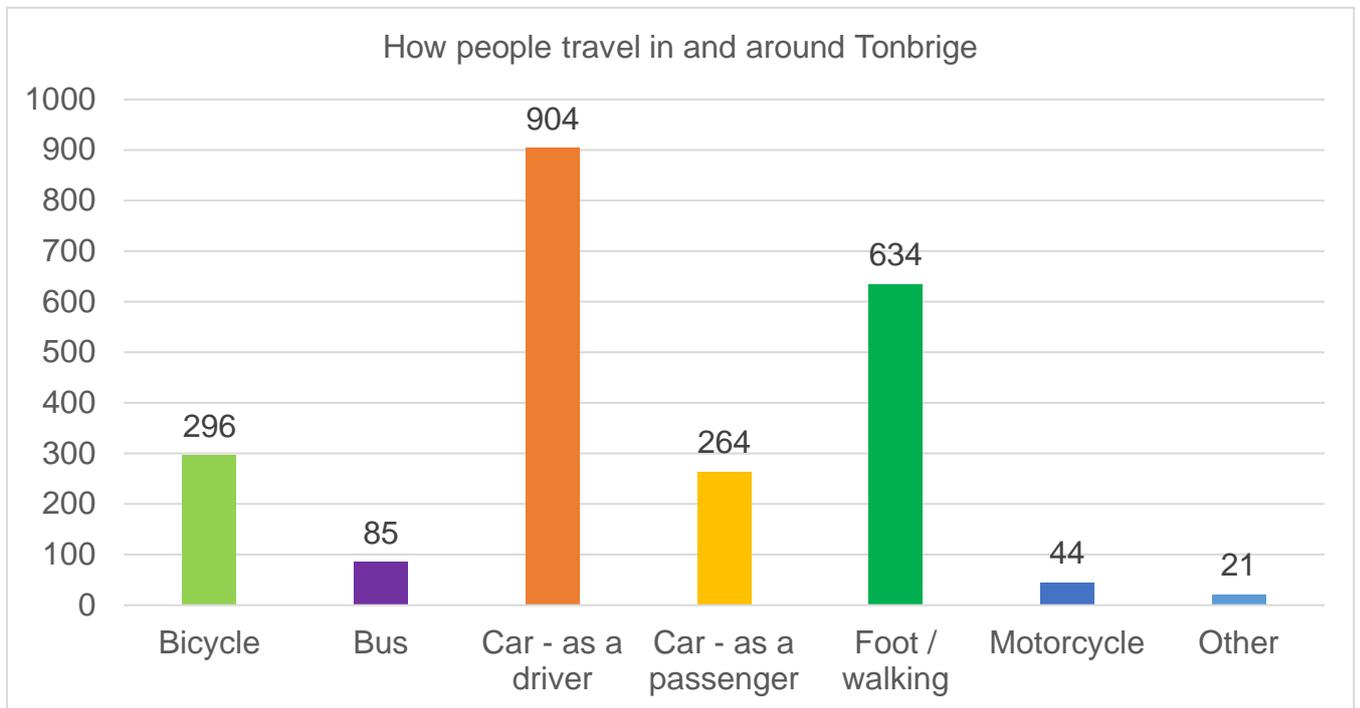


Figure 22 How people travel in and around Tonbridge

- 904** people (80%) said they use a car as a driver travelling in and around Tonbridge.
- 458** people (56%) said they travel by foot/walking.
- 296** people (26%) said they use a bicycle.
- 264** people (24%) said that they are a passenger in a car.
- 85** people (8%) said they use bus services.
- 44** people (4%) said they use a motorcycle.
- 21** people (2%) also selected 'other', and specified that they also travel by the following modes:
 - Van
 - Wheelchair
 - Train
 - Bus (driver)

- Mobility scooter
- The chart below divides each mode of transport by the overall level of support for the scheme.

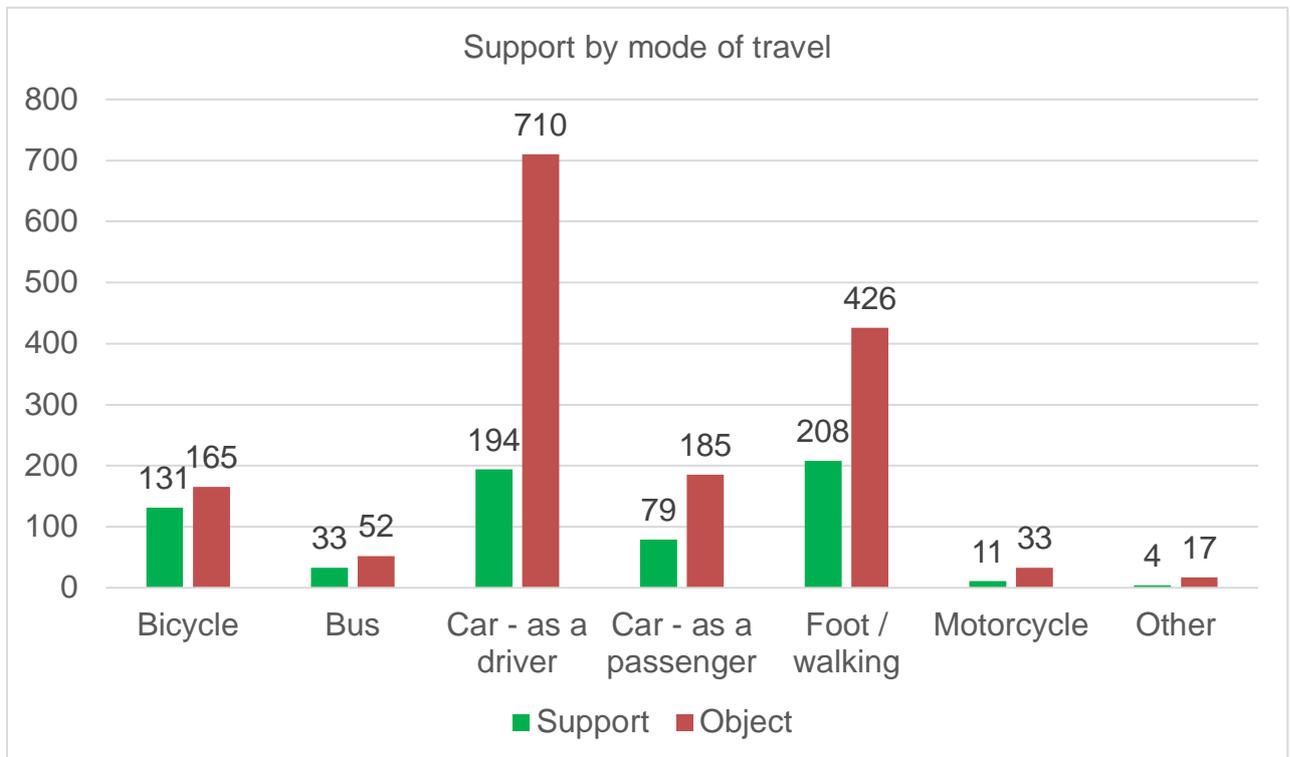


Figure 23 Level of support across modes of transport

- **79%** of car drivers object to the town-wide 20mph limit.
- **67%** of walkers object to the town-wide 20mph limit.
- **70%** of car passengers object to the town-wide 20mph limit.
- **56%** of cyclists object to the town-wide 20mph limit.
- **61%** of bus users object to the town-wide 20mph limit.
- **75%** of motorcycles object to the town-wide 20mph limit.

A cross-analysis between everyone who left a positive comment about the trial in [Q1a](#) has been divided by the method of transport. See the table below for a breakdown of each support theme by transport modes they use.

Supportive themes	Bicycle	Bus	Car driver	Car passenger	Foot / walking	Motorcycle
Safer	99 (83%)	26 (90%)	139 (82%)	68 (87%)	157 (83%)	7 (88%)
Environmental / health benefits	33 (28%)	3 (10%)	44 (26%)	21 (27%)	47 (25%)	0 (0%)
Encourages walking / cycling	38 (32%)	5 (17%)	35 (21%)	13 (17%)	47 (25%)	0 (0%)
Noise reduction	20 (17%)	3 (10%)	25 (15%)	15 (19%)	30 (16%)	1 (13%)
Number of positive comments	119	29	169	78	189	8

Figure 24 Positive themes divided by transport method

- **Safety** was the most frequently mentioned theme by people regardless of the mode of transport they used the most.
- More cyclists than other transport groups pointed out that the schemes **encourage active travel and improvements** to the environment.

The same cross-analysis between performed between this question and Q1a – but this time for negative themes below. See the table below for a breakdown of each unsupportive theme divided by transport modes they use.

Negative themes	Bicycle	Bus	Car driver	Car passenger	Foot / walking	Motorcycle
Against blanket 20mph (arterial routes)	105 (54%)	31 (53%)	393 (52%)	113 (57%)	259 (55%)	22 (63%)
Difficult to drive	24 (12%)	4 (7%)	108 (14%)	29 (15%)	66 (14%)	7 (20%)

Emergency vehicles	2 (1%)	0 (0%)	11 (1%)	4 (2%)	6 (1%)	1 (3%)
Enforcement (lack of or ignored)	69 (36%)	21 (36%)	232 (31%)	60 (30%)	168 (35%)	11(31%)
Impact on town, business, appeal	8 (4%)	2 (3%)	52 (7%)	16 (8%)	26 (5%)	2 (6%)
Increase pollution or no difference	38 (20%)	15 (25%)	186 (25%)	52 (26%)	115 (24%)	7 (20%)
No effect on cycling or walking behaviours	7 (4%)	4 (7%)	63 (8%)	18 (9%)	28 (6%)	2 (6%)
Other (general)	3 (2%)	1 (2%)	17 (2%)	4 (2%)	11 (2%)	0 (0%)
Safety (overtake, attention, no difference)	65 (34%)	19 (32%)	271 (36%)	76 (38%)	163 (34%)	12 (34%)
Support of specific 20mph	68 (35%)	14 (22%)	255 (34%)	69 (35%)	167 (35%)	17 (49%)
Traffic flow, congestion, too slow	57 (30%)	13 (22%)	283 (38%)	67 (34%)	152 (32%)	10 (29%)
Waste of money	19 (10%)	4 (7%)	57 (8%)	14 (7%)	30 (6%)	5 (14%)
Number of negative comments	193	59	754	200	475	35

Figure 25 Negative themes divided by mode of transport

- The **blanket-wide nature** of the 20mph limit across Tonbridge was the top negative theme mentioned by all transport users with over 50% of people

in each transport category mentioning this issue when leaving a negative comment.

- The **lack/impossibility of enforcement** was the second highest frequency concern raised by cyclists and bus users (36%) while it was the joint-second most negative issue for walkers (35%) alongside support for a specific 20mph zone only (schools/ housing estates etc).
- **Traffic flow and congestion** was the second highest negative concern for car drivers at 38%.
- **Safety** was the second most common issue for passengers of cars with 38% of passengers who left a negative comment mentioning a safety concern.
- Motorcyclist's second highest negative theme was the **support of a specific 20mph zone** in the High Street, surrounding roads near schools or housing estates only.

4.14 Q6. To what extent do you agree or disagree that a 20mph town-wide speed limit in Tonbridge helps it to become...

- The above question was accompanied by three different statements about whether Tonbridge would become:
 - A **cleaner** place to live, work and visit.
 - A **healthier** place to live, work and visit.
 - A **safer** place to live, work and visit.
- Each person was asked to select whether they strongly agree, tend to agree, neither agree nor disagree, tend to disagree, strongly disagree, or don't know in response to the statements above.
- The charts below show the extent of support for all three statements.

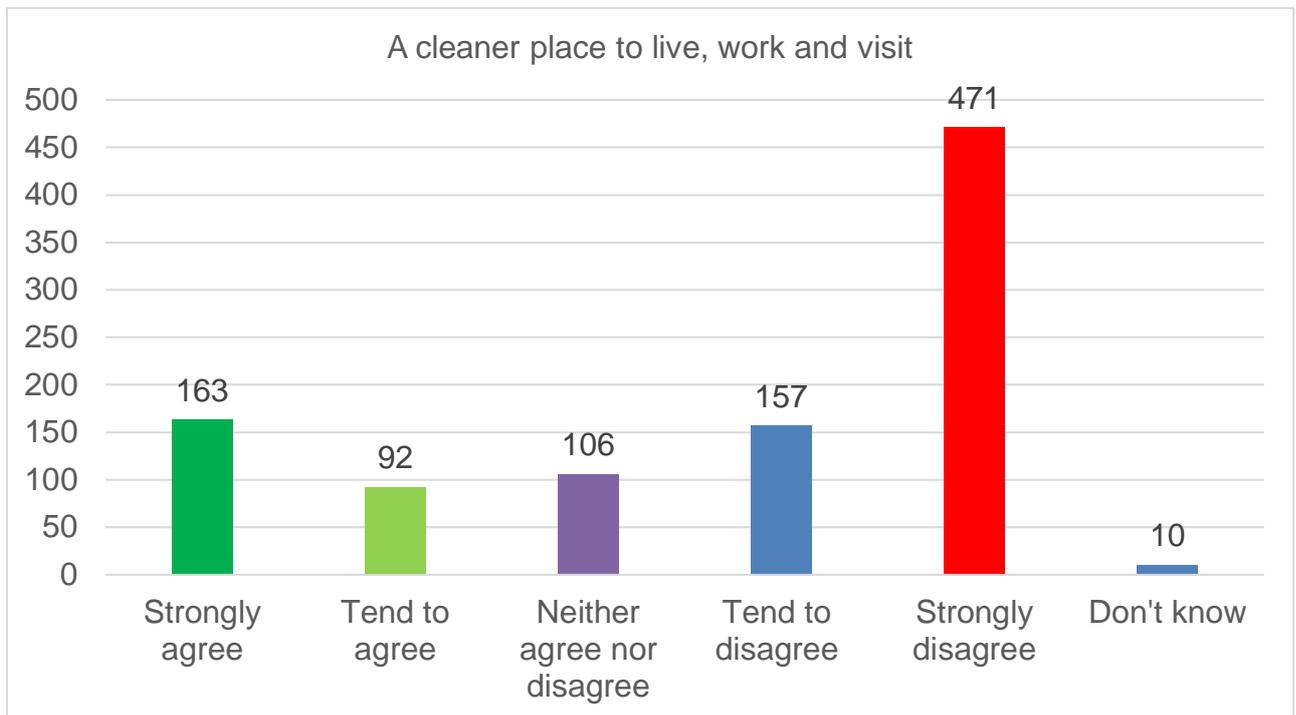


Figure 26 A cleaner place to live, work and visit

- **163** people (16%) strongly agree a 20mph town-wide speed limit in Tonbridge helps it to become a cleaner place to live, work and visit. Meanwhile, **92** people (9%) tend to agree.
- A combined 25% strongly agree or tend to agree with the statement.
- **471** people (47%) strongly disagree a 20mph town-wide speed limit in Tonbridge helps it to become a cleaner place to live, work and visit. Meanwhile, **157** people (16%) tend to disagree.
- A combined 63% strongly disagree or tend to disagree with the statement.
- **106** people (11%) neither agree nor disagree.
- **10** people (<1%) said they do not know.

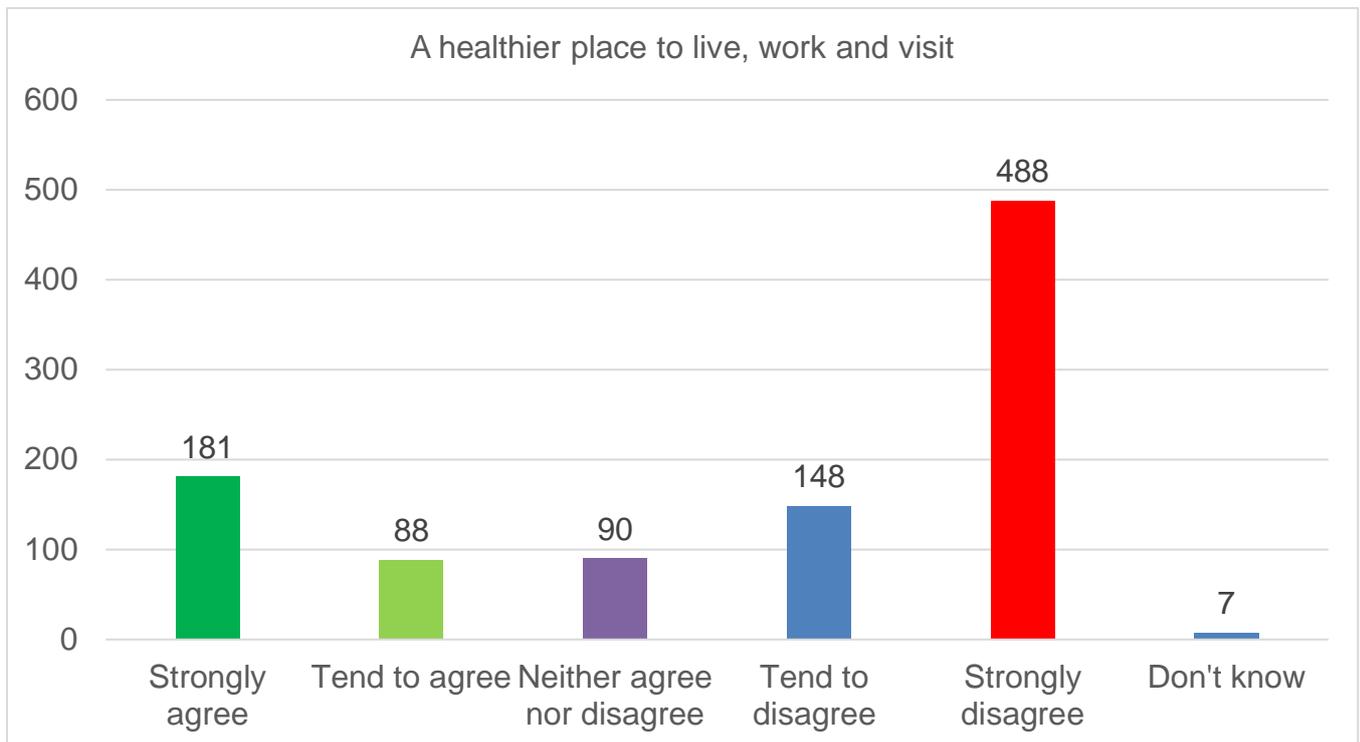


Figure 27 A healthier place to live, work and visit

- **181** people (18%) strongly agree a 20mph town-wide speed limit in Tonbridge helps it to become a healthier place to live, work and visit. Meanwhile, **88** people (9%) tend to agree.
- A combined 27% strongly agree or tend to agree with the statement.
- **488** people (49%) strongly disagree a 20mph town-wide speed limit in Tonbridge helps it to become a healthier place to live, work and visit. Meanwhile, **148** people (15%) tend to disagree.
- A combined 64% strongly disagree or tend to disagree with the statement.
- **148** people (9%) neither agree nor disagree.
- **7** people (<1%) said they don't know.

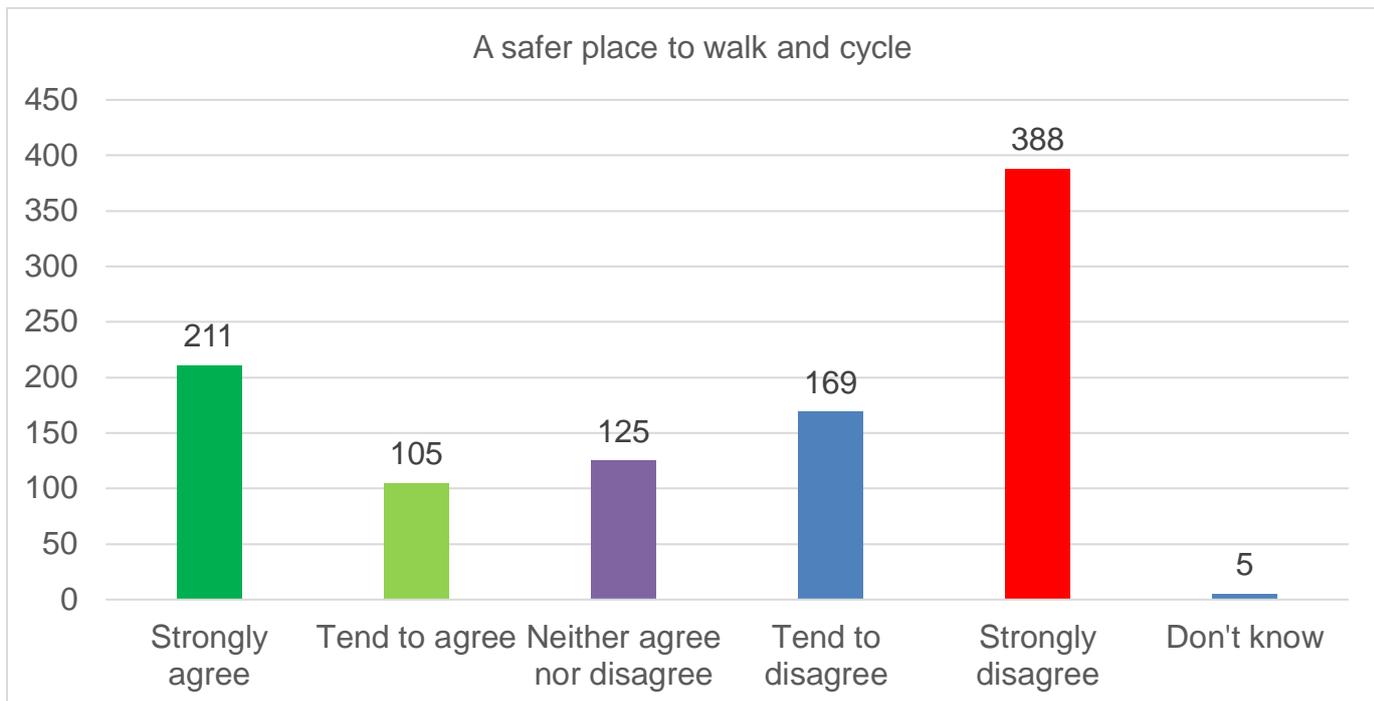


Figure 28 A safer place to live, work and visit

- **211** people (21%) strongly agree a 20mph town-wide speed limit in Tonbridge helps it to become a safer place to live, work and visit. Meanwhile, **105** people (10%) tend to agree.
- A combined 31% strongly agree or tend to agree with the statement.
- **388** people (39%) strongly disagree a 20mph town-wide speed limit in Tonbridge helps it to become a healthier place to live, work and visit. Meanwhile, **169** people (17%) tend to disagree.
- A combined 56% strongly disagree or tend to disagree with the statement.
- **125** people (12%) neither agree nor disagree.
- **5** people (<1%) said they do not know.

4.15 Q7. The 20mph town-wide limit is part of a longer-term plan to increase walking and cycling in the town. Do you have any other ideas to improve walking and cycling in Tonbridge?

- The above question was asked to those who took part in the second part of the consultation, inviting them to leave a written free-text response about ways to improve walking and cycling.
- The text responses were varied, and answers were of varying lengths raising multiple suggestions and ideas spanning several themes.
- Approximately, **46,000 words** were analysed and coded for this question.
- Out of the **1,004** people who responded to part two of the questionnaire, **776** left a comment while **228** people skipped the question / left it blank. The percentages provided below are therefore a proportion of the **776** people who responded to this question.
- Similar to the free text analysis on Q1a (section [4.3](#)) the dataset was analysed by developing a coding framework in response to the themes that emerged when reading through the responses. These themes highlight concerns, issues, suggestions, and ideas people raised. These themes that people raised fell into one of four categories:

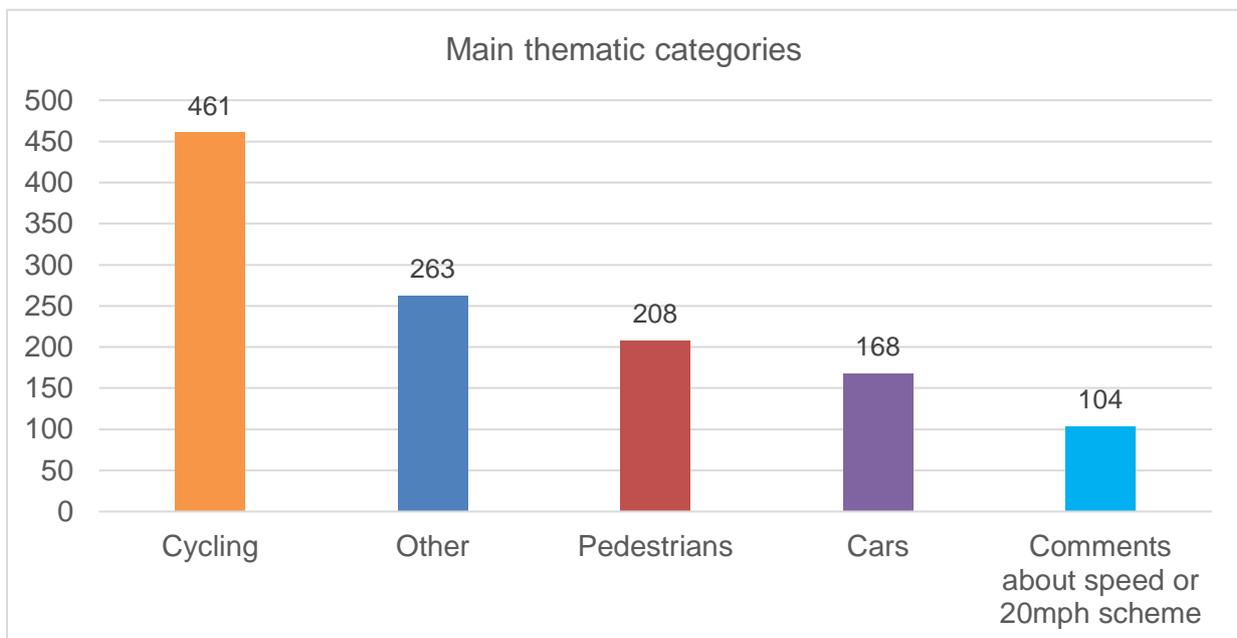


Figure 29 Main thematic categories

4.16 Cycling themes

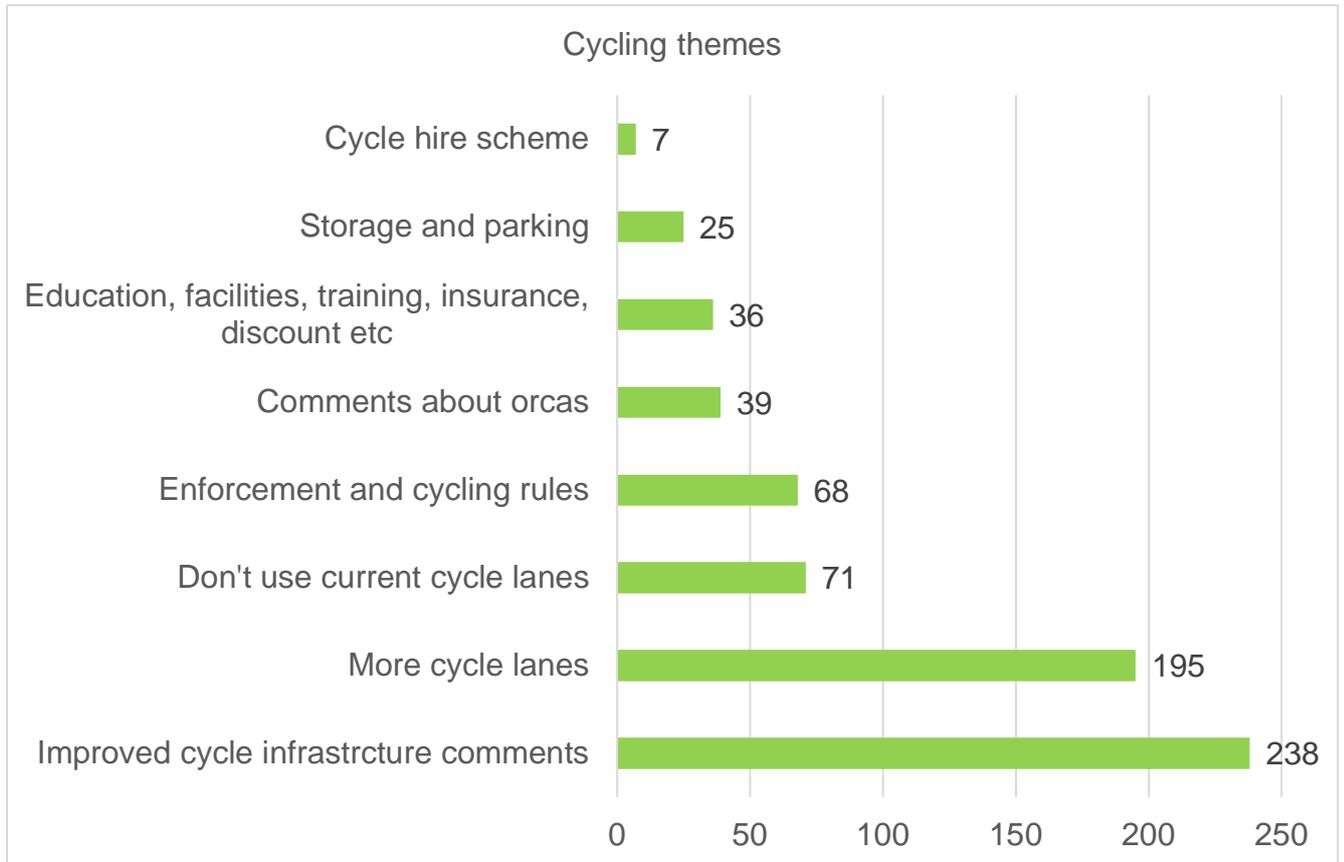


Figure 30 Cycling themes

- **238** people (31%) left comments about improving **cycling infrastructure** around Tonbridge in particular making cycle lanes more separate (i.e., segregation) and ensuring they are more connected and continuous. A minority also commented that cycle lanes would need better maintenance or that they wanted clearer markings. Comments coded under this theme referred to both current and potential new cycle lanes.

“Segregated cycle ways are the safest and best way to cycle.”

- **195** people (25%) commented that they would like **more cycle lanes**. Most did not specify where they wanted cycle lanes but mostly referred to throughout the town. Some people specifically mentioned that Hadlow Road and Lower Haysden Lane could benefit.

“Extended cycle lanes throughout the town and particularly on the major routes and enhanced maintenance of potholes which are numerous.”

- **71** people (9%) said they do not use the current cycle lanes or see cyclists opting to cycle on the road instead.

“Stop building unnecessary cycle lanes that aren't used.”

- **68** people (9%) made a comment about greater enforcement for cyclists. Most mentioned tougher rules on pavement cycling and ensuring cyclists keep to speed limits.

“Enforce penalties for cycling on footpaths”

- **39** people (5%) made comments in reference to the orcas on the cycle lane on Shipbourne Road. Most respondents said they were a safety hazard for both cyclists and pedestrians.

“Remove Orcas immediately they are dangerous to cyclists & pedestrians and also mean roads are dirtier”

- **36** people (5%) said the council should provide more cycle friendly facilities, materials, and activities. Comments varied, but mainly included providing cycle training, introduce cycle insurance, education lessons, financial incentives/discounts, cycle maps etc.

“If someone is scared to cycle on the road they always will be, and the problem would be more resolved with free cycling lessons of how to deal with cycling in traffic.”

- **25** people (3%) said there needs to be more secure cycle parking and storage throughout Tonbridge and near shops.

“More secure bicycle parking places as many bikes have to just be left outside shops or tied to fences”

- 7 people (<1%) said there should be a bike hire scheme similar to ‘Boris Bikes’ in London.

“Increase access to bikes (similar to the Santander scheme in London).”

4.17 Other themes

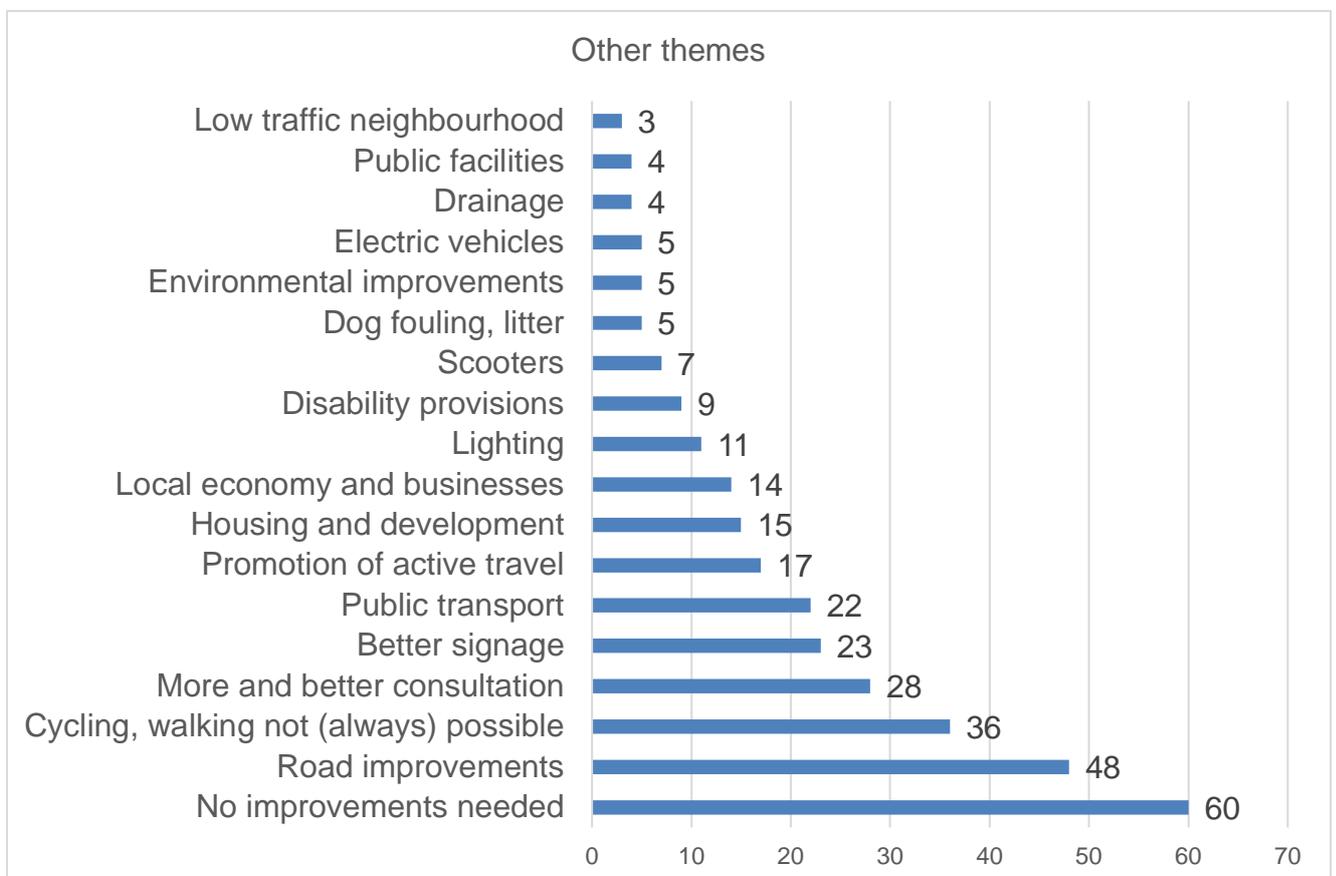


Figure 31 Other themes

- **60** people (8%) said that there were **no improvements necessary**, while most simple left general comments such as “no”, some people said the infrastructure is fine for cyclists and walkers alike and they don’t experience any issues.

“Not really I feel the town is fine without all the changes. I personally feel don’t change something that isn’t broken.”

- **48** people (6%) mentioned that they would like to see **road improvements** and fixing of potholes throughout Tonbridge as they are a danger to cars and cyclists.

“Improve the Tarmac. When my son hit a pothole on a bike (hidden by rainwater) and fell off - if a car had come around the corner, he would be dead.”

- **36** people (5%) said **cycling/walking** is not always possible due to circumstances of the individual (school run, shopping, elderly, disability etc).

“As a mum, I will not take my kids to school on the bike or grocery shopping.”

- **28** people (4%) thought **more targeted consultation was needed**, in particular with cycling groups in Tonbridge.

“Listen to local cycling groups recommendations regarding safe cycling paths ideally off or separated from the road where possible.”

- **23** people (3%) said there needs to be **improved and increased signage**. While most comments were to do with traffic and safety measures, some suggestions included better signage for pedestrians.

“I think that the electronic signs with emojis (a smile if you are going under the limit) would be great at strategic locations.”

- **22** people (3%) left a comment urging the council to **invest more in public transport** including more bus services and routes. Some also wanted cheaper bus fares as a means to encourage people to use public transport more.

“Improve the bus service by making it cheaper and more frequent”

- **17** people (2%) said there needs to be more **promotion of active travel**. These comments ranged from public campaigns, school initiatives and cycle to work schemes.

“Instead of painting circles on roads, and signs with a ' hope' to increase cycling and walking - direct your energies to schools for cycling, and gp practices for walking initiatives.”

- **15** people (2%) made comments about **housing and development** believing the number of projects in constructions encourages further traffic into Tonbridge.

“You cannot be building new developments with people moving to Tonbridge and expect everyone to cycle.”

- **14** people (2%) left comments concerned with the **local economy and businesses**. Most comments were varied, some suggested there needs to be more shops to encourage active travel, others felt they will bear the negative consequences of a 20mph limits, while some also commented more needs to be done to regenerate the economy.

“Improve the High Street by attracting more shops to fill the vacant spaces, not put in restrictions to stop and deter people from visiting the High Street.”

- **11** people (1%) said more street **lighting** needs to be put in place.

“Some streets are very dark, make sure all street lighting is effective.”

- **9** people (1%) said more need to be done to accommodate **disabled people** including dropped kerbs and disabled parking bay.

“Make footpaths safer by resurfacing and to have more dropped curbs for the disabled.”

- **7** people (<1%) said the council need to consider **electric scooters**, most said it should be legally approved, while a couple of people said it should be banned or controlled.

“Help get electric scooters Legal along as used on bike paths only.”

- **5** people (<1%) said that there was a lot of **litter and dog fouling** throughout Tonbridge which negatively impacts those who walk through the area.

“Empty the rubbish bins and fine dog fouling.”

- **5** people (<1%) felt more needs to be done to improve the **environment** including additional trees and greenery.

“Increase the number of trees and other plants in polluted areas (e.g., High Street), as these have been shown to reduce the localised levels of harmful air pollution reaching your lungs.”

- **5** people (<1%) said the council need to focus on **electric vehicle infrastructure** and ensure there are more charging points throughout the town.

“Make the centre of town an e-vehicle area only? Encourage with better infrastructure electric vehicles.”

- 4 people (<1%) said **drainage** in Tonbridge was poor and needs to be fixed.

“Sort out the drains. At the moment, despite enormous money being wasted on high street "improvements", the pavements don't drain and large pools and puddles form. The situation is made even more miserable by cars driving through gutters and puddles and spraying all the water back onto the pavements and pedestrians.”

- 4 people (<1%) commented there needs to be **more public facilities** such as public toilets, seating, and children’s parks to accommodate walkers.

“More support for teens and places for them to go. More parks for children to play.”

- 3 people (<1%) wanted to see **Low Traffic Neighbourhoods**.

“Tonbridge would benefit enormously from a Low Traffic Neighbourhood plan. It's largely flat, compact and many journeys currently made by car could be easily switched to walking and cycling”

4.18 Pedestrian themes

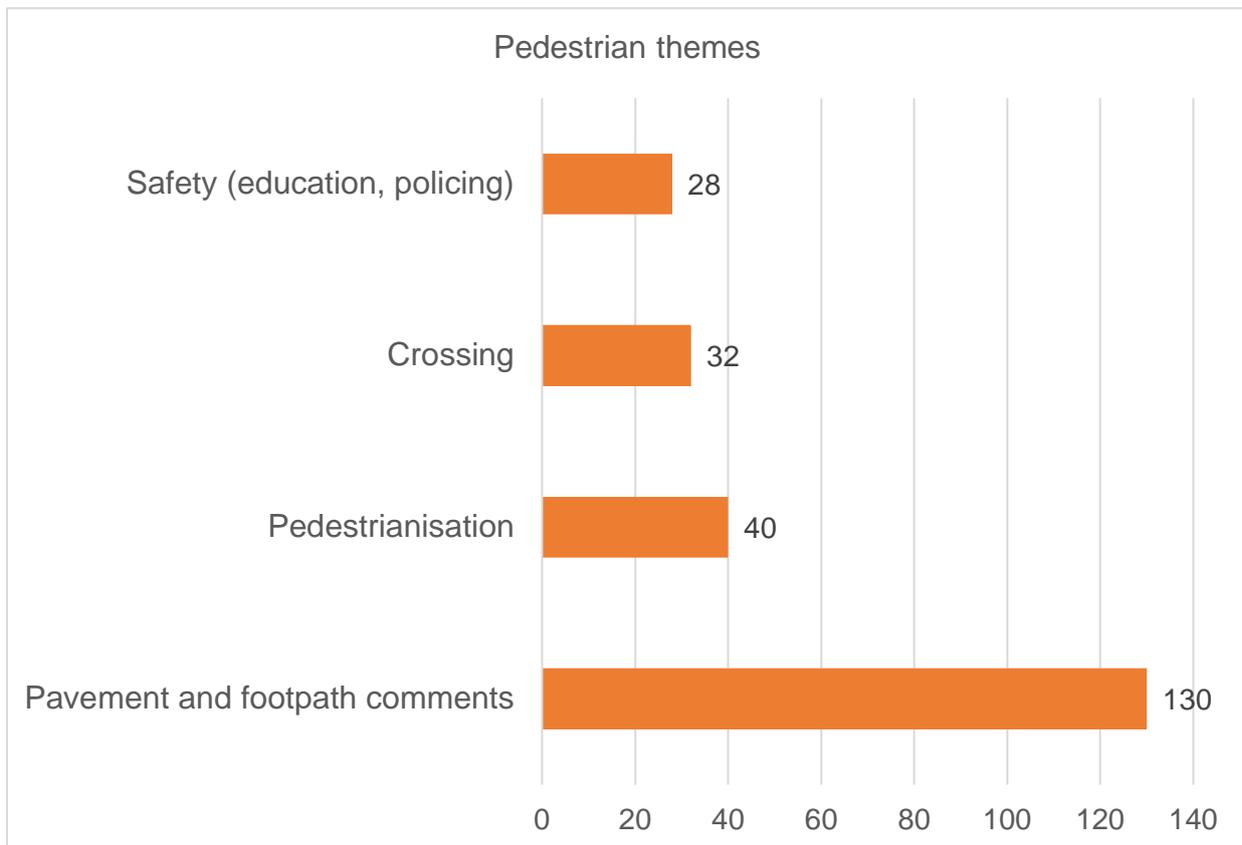


Figure 32 Pedestrian themes

- **130 people** (17%) mentioned **pavement and footpath improvements**. Many of these comments were around adding and improving the footpaths generally. However, some mentioned widening pavements and ensuring they are maintained.

“Repair pavements to make walking safer as a lot of areas are in a poor state”

- **40 people** (5%) wanted greater **pedestrianisation**. The vast majority said they wanted to see the High Street pedestrianised.

“Pedestrianise the High Street outside of set times for shops to take deliveries. People would flock to it and regenerate the local economy.”

- **32 people** (4%) wanted additional **crossings for pedestrians**. No specific roads were mentioned repeatedly. However, the High Street, Cannon Lane, Pembury Road, Bordyke and Shipbourne Road were mentioned.

“More pedestrian crossings e.g., on Shipbourne Red opposite Ashburnham Road.”

“Walking could be improved by installing safer crossing points on arterial roads, such as around the Vauxhaull roundabout.”

- **28 people** (4%) urged the council to focus on **pedestrian safety**. Comments were varied but generally included requests to educate people on responsibility when walking and keep alert. Many commented pedestrians are distracted by their phones or inattentive due to headphones.

“Put notices up for people to look before crossing the roads and not at their phones.”

4.19 Car themes

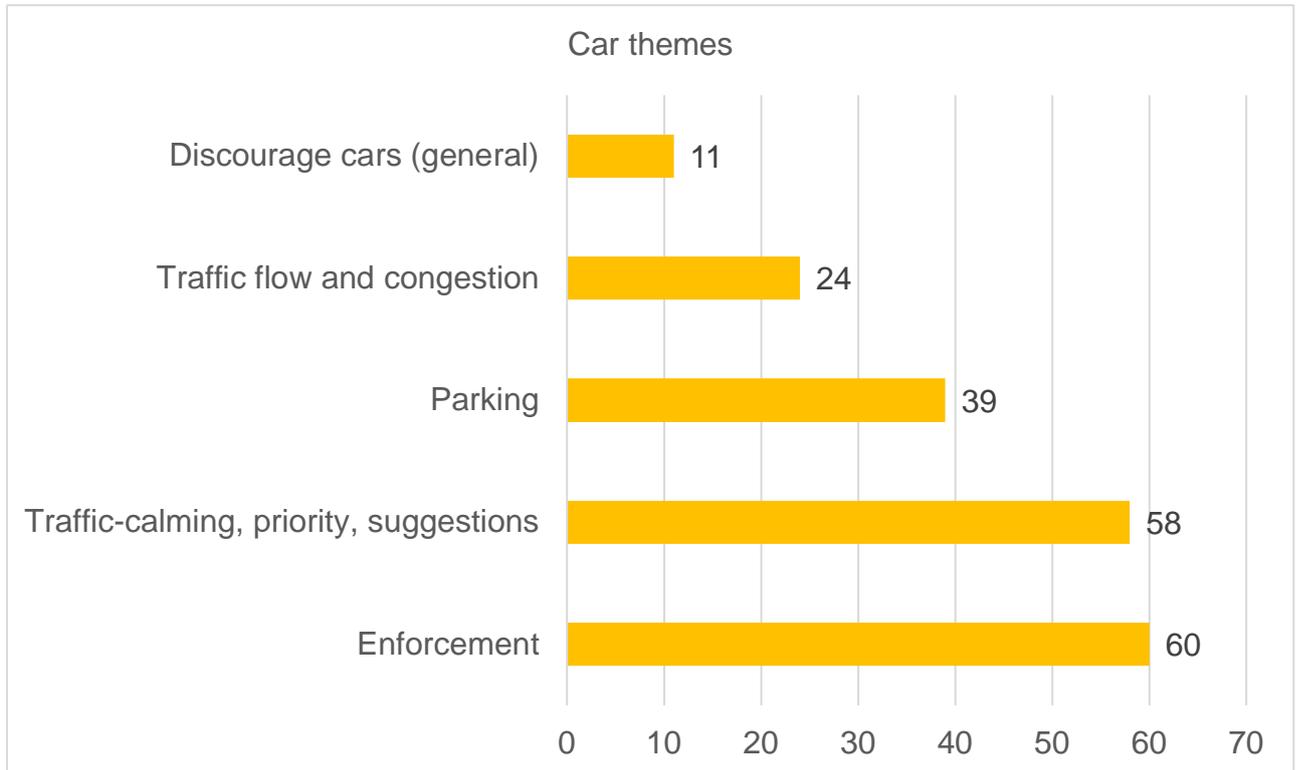


Figure 33 Car themes

- **60** people (8%) left comments about **enforcement**. Many said that if the 20mph limit was not enforced the stated aims of encouraging walking and cycling would not materialise. Others, however felt this was impossible and existing 30mph limits need to be enforced and monitored instead.

“Make people stick to the speed limit with enforcement measures that have teeth. If there’s no ‘stick’ some drivers just drive at any speed they please.”

- **58** people (7%) left comments suggesting **more traffic calming and priority changes** need to be made. Traffic-calming comments included the introduction of speed bumps throughout Tonbridge, while comments about road-user priority included giving it to pedestrians/cyclists at traffic lights. Other comments included one-way systems implemented in certain places.

“Cyclist priority at traffic lights. Boxes for cyclists at traffic lights.”

“Consider making High St one-way, except for buses and cyclists, with South bound traffic going via Bordyke/Cannon Lane.”

- **39** people (5%) left comments about **parking**. Most believed more needs to be done to combat pavement parking and greater enforcement and fines need to be given. A minority commented how more parking places needs to be created to accommodate drivers.

“Cars parking on main A roads (Shipbourne Rd.) and on pavements need to be policed and fines issued.”

- **24** people (3%) left comments about **traffic flow and congestion** suggesting that traffic needs to be more evenly dispersed throughout the town – in particular, the High Street.

“There are problems around the train station in terms of congestion and pick up / drop off.”

- **11** people (1%) made general and varied comments about **discouraging cars**. Comments ranged from car-free days, banning cars in certain places or general comments about discouraging cars.

“Introduce car free days in Tonbridge centre perhaps on a monthly basis, linked to street markets, local entertainment etc.”

4.20 Q8. Are you a parent or guardian of a child or young person living in your household in any of the following age groups?

- This question asked people if they were a parent or guardian of a child or young person and what their age was. Respondents were able to tick the relevant box they fit into.
- The chart below has tallied the responses below and a breakdown by level of support by each group is provided.

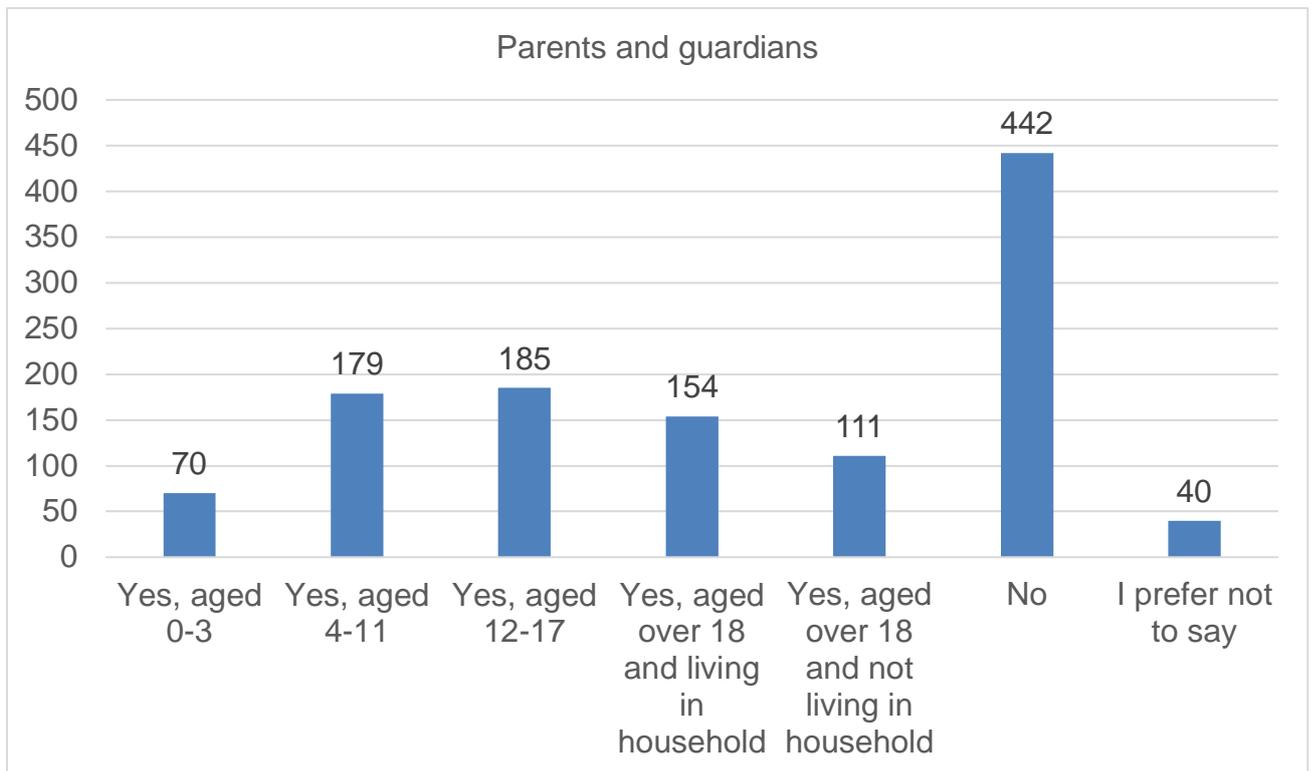


Figure 34 Parents and guardians

- **442** people (37%) said they were not a parent or guardian of a child or young person in the household.
- **681** people in total identified as a parent or guardian. They were able to choose multiple categories which were relevant to them.
- The most popular category was **185** people (27%) who said they were a parent or guardian to a young person aged 12-17.
- **179** people (26%) were parents with children aged 4-11
- **154** people (23%) were parents with children over 18 and living in the household.
- **111** (16%) people were parents with children over 18 and not living in household.
- **70** (10%) people were parents with children aged 0-3.
- The following chart has divided each category by the level of support they have for the scheme.

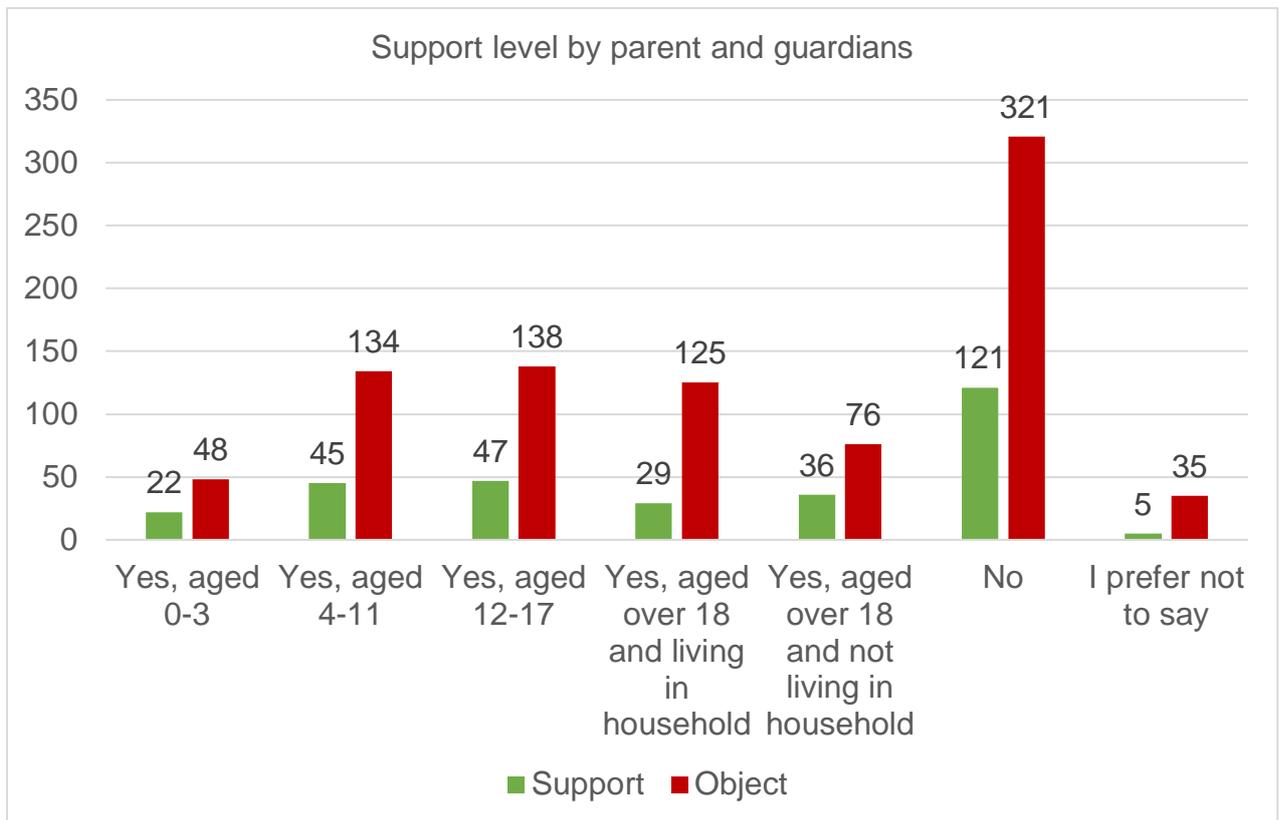


Figure 35 Parent and guardians by level of support

- All categories had a greater level of objection than support.
- Most notably, the highest majority came from 81% of those who were parents and guardians of children aged over 18 and living in the household.
- The lowest majority was 69% objections from parents and guardians of children aged 0-3.
- **Overall**, the total number of people who identified as a parent or guardian is **681**. Out of this figure **513** (75%) objected to the scheme, while **168** (25%) supported it.

4.21 Q9. Do you work or study in Tonbridge?

- The chart below shows a breakdown of the work or education status of respondents.

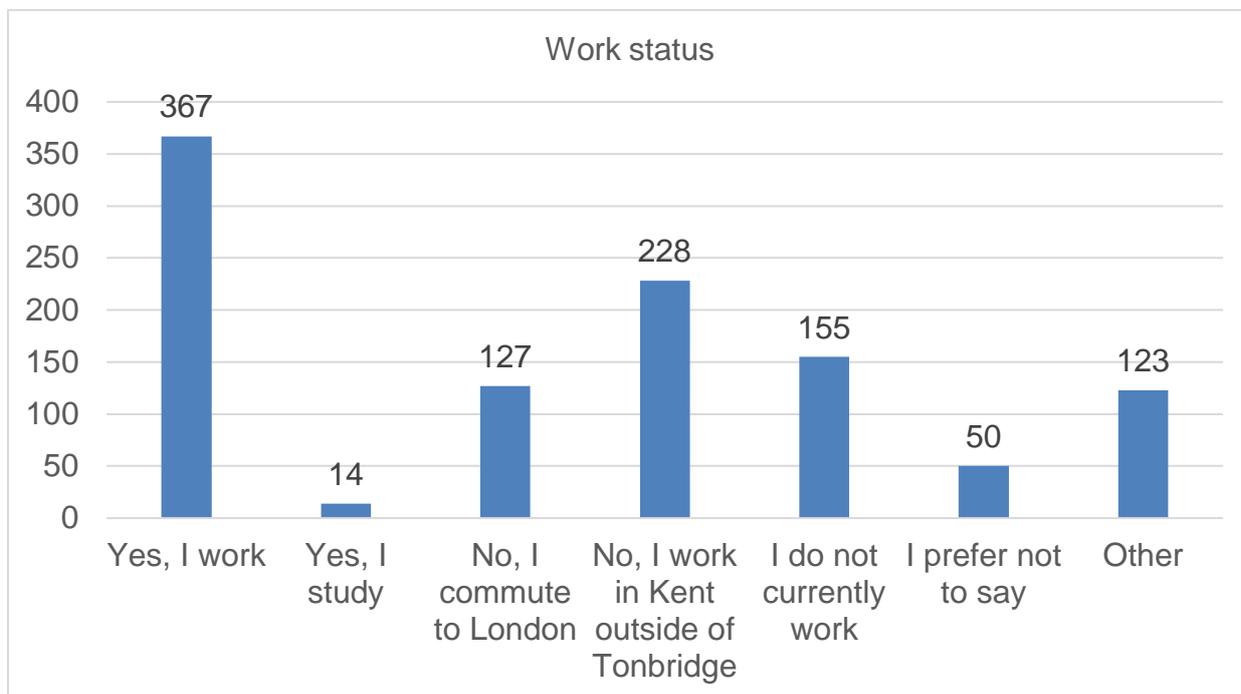


Figure 36 Work status

- **367** (34%) people work in Tonbridge.
- **228** (21%) people work in Kent outside of Tonbridge.
- **155** (15%) people said they currently do not work.
- **127** (12%) people said they commute to London.
- **50** (5%) people said they prefer not to say.
- **14** (1%) people said they study in Tonbridge.
- **123** (12%) selected the 'other'. A text box was provided for them to specify their work status:
 - **58** people said they were retired.
 - **38** people said they work from home (many who said this said they previously commuted to London).
 - **38** said they commute or travel to other locations.
 - **6** people were semi-retired.
 - **5** people said they volunteer.

- **14** people gave varied unique answers. A few said they do the school run, some mentioned they are a carer for somebody in Tonbridge, while a couple mentioned they work outside of Kent.
- The following chart has divided work status of participants by the level of support for the 20mph limit.

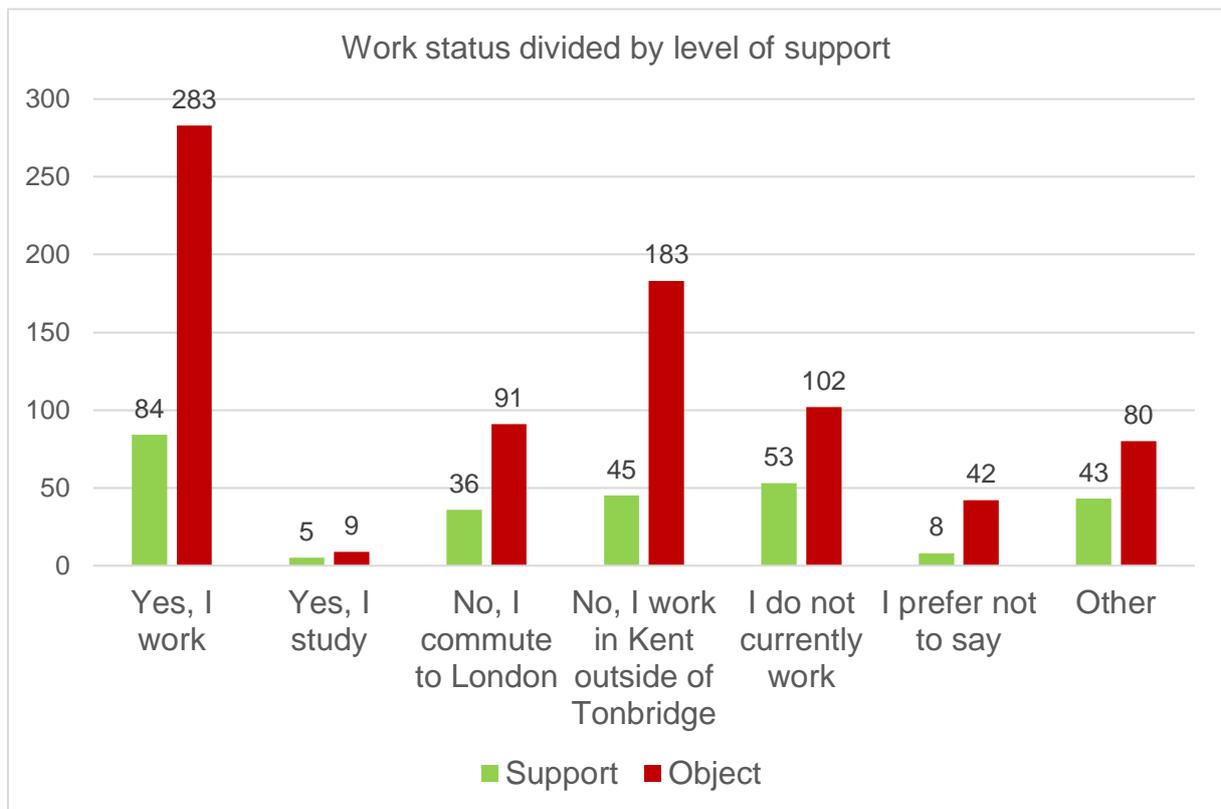


Figure 37 Work status divided by level of support

- **283** people (77%) working in Tonbridge object to the trial.
- **9** people (64%) who study object to the trial.
- **91** people (72%) who work in Kent outside of Tonbridge object to the trial.
- **183** people (80%) who commute to London are in support.
- **102** people (66%) who do not currently work are in support.
- **42** people (84%) who prefer not to say are in support.

4.22 Q10. Gender split

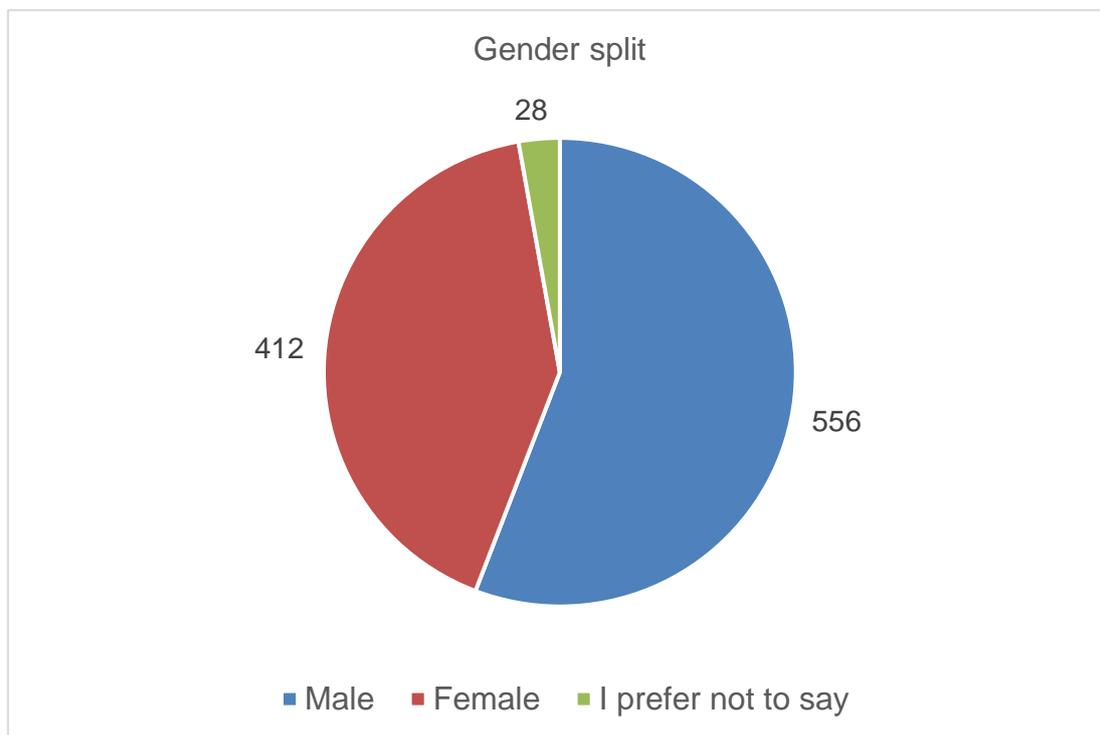


Figure 38 Gender split

- **556** people (56%) identified as a male.
 - 162 (29%) are supporters of the scheme.
 - 394 (71%) are objectors to the scheme.
- **412** people (41%) identified as a female.
 - 86 (21%) are supporters of the scheme.
 - 326 (79%) are objectors to the scheme.
- Support for the scheme amongst males was higher by 8% compared to females.
- **28** people (3%) preferred not to say.

4.23 Q11. Which of these age groups applies to you?

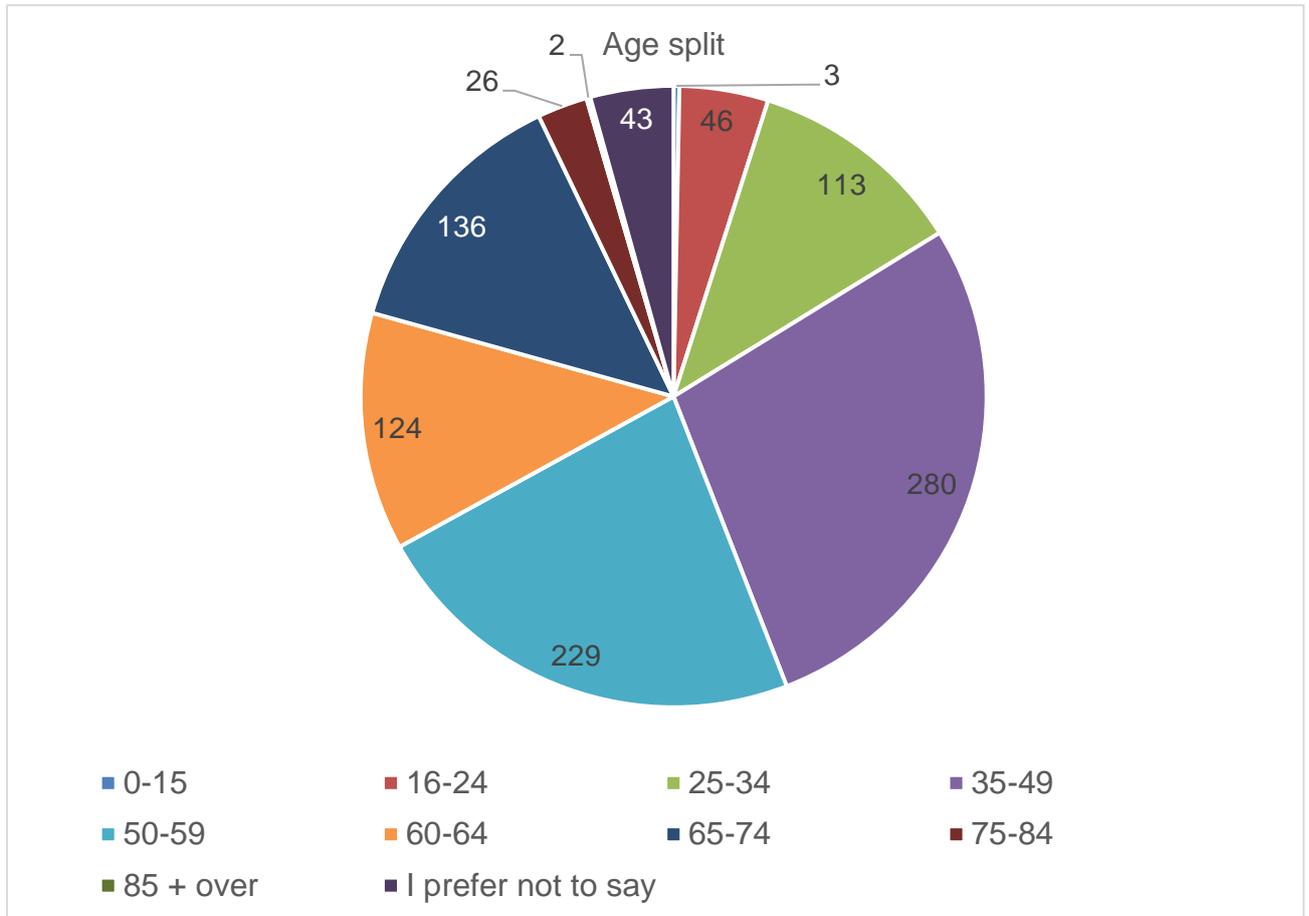


Figure 39 Age split

- 3 people (>1%) were 0-15 years old.
- 46 people (1%) were 16-24 years old.
- 113 people (8%) were 25-34 years old.
- 280 people (29%) were 35-49 years old.
- 229 people (25%) were 50-59 years old.
- 124 people (19%) were 60-64 years old.
- 136 people (18%) were 65-74 years old.
- 26 people (3%) were 75-84 years old.
- 2 people (>1%) were 85 years or older.
- 43 people (4%) preferred not to say.

- The chart below divides these age groups by level of support for the town-wide 20mph limit.

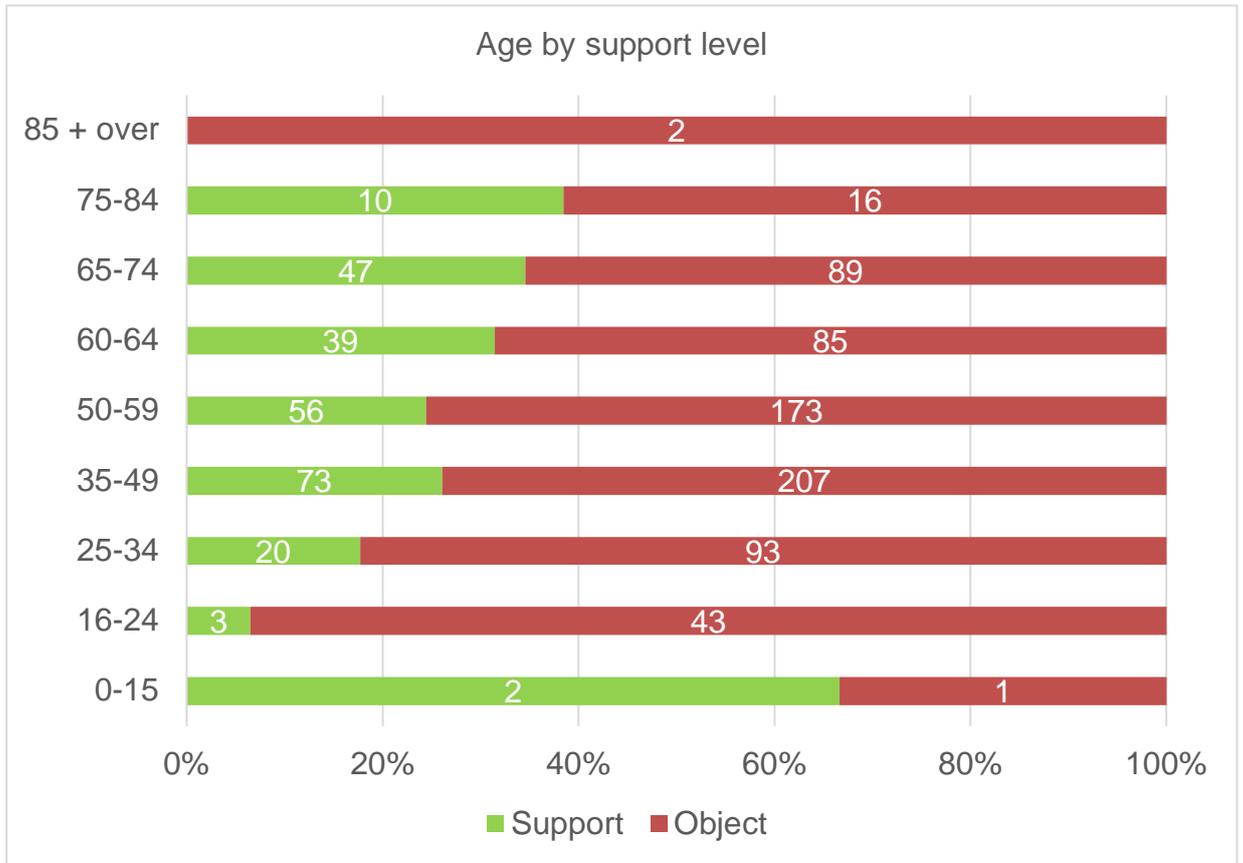


Figure 40 Support or object by age group

- Majority of all age groups object to the scheme, with the exception of 0–15-year-olds (although only 3 people had responded in this category).
- The highest number of objections came from those aged 85+ with 100% of those objecting – however this was only 2 people. Aside from this category, 93% of 16–24-year-olds objected to the scheme.
- The highest number of support (excluding 0-15) came from 75–84-year-olds with 38% of those supporting the scheme.

5. NEXT STEPS

The feedback from this consultation will be reviewed by Kent County Council (KCC) working closely with Tonbridge and Malling Borough Council and recommendations developed as to the future of the scheme.

In addition to consultation responses, data from the following activities will help inform the decision:

- Attitudinal questionnaire - carried out face-to-face with a representative sample before and towards the end of the trial.
- Average speed questionnaire.
- Crash statistics.
- Engagement with district council partners and statutory consultees, including emergency services.
- Equality Impact Assessments.
- Pedestrian and cycle counts - carried out in July 2020, September/October 2020, December 2020, and May/June 2021.
- Use of existing air quality stations - any changes in air quality will have to be understood over a longer period than 12 months.

On analysis of all the above a full report will be presented to the Tonbridge and Malling Joint Transportation Board for a recommendation to KCC's Cabinet Member for Highways and Transport which is anticipated to be in November 2021.

This consultation report will be publicly available on the consultation website. KCC will keep residents, road users and other stakeholders updated on the next steps via their website and social media.

Quality

It is the policy of Project Centre to supply Services that meet or exceed our clients' expectations of Quality and Service. To this end, the Company's Quality Management System (QMS) has been structured to encompass all aspects of the Company's activities including such areas as Sales, Design and Client Service.

By adopting our QMS on all aspects of the Company, Project Centre aims to achieve the following objectives:

- Ensure a clear understanding of customer requirements;
- Ensure projects are completed to programme and within budget;
- Improve productivity by having consistent procedures;
- Increase flexibility of staff and systems through the adoption of a common approach to staff appraisal and training;
- Continually improve the standard of service we provide internally and externally;
- Achieve continuous and appropriate improvement in all aspects of the company;

Our Quality Management Manual is supported by detailed operational documentation. These relate to codes of practice, technical specifications, work instructions, Key Performance Indicators, and other relevant documentation to form a working set of documents governing the required work practices throughout the Company.

All employees are trained to understand and discharge their individual responsibilities to ensure the effective operation of the System.



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