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TONBRIDGE & MALLING BOROUGH COUNCIL

EXECUTIVE SERVICES

Chief Executive
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NB - This agenda contains proposals, recommendations and options. These do not represent Council policy or decisions until they have received proper consideration through the full decision making process.

Contact: Democratic Services
committee.services@tmbc.gov.uk

12 November 2021

To: MEMBERS OF THE JOINT TRANSPORTATION BOARD
(Copies to all Members of the Council)

Dear Sir/Madam

Your attendance is requested at a meeting of the Joint Transportation Board to be held in the Council Chamber, Gibson Drive, Kings Hill on Monday, 22nd November, 2021 commencing at 7.30 pm.

Members of the Board are required to attend in person. Other Members are encouraged to participate online via MS Teams.

Information on how to observe the meeting will be published on the Council's website.

Yours faithfully

JULIE BEILBY

Chief Executive

A G E N D A

PART 1 - PUBLIC

1. Apologies for absence 5 - 6

2. Declarations of interest 7 - 8

Members in any doubt about such declarations are advised to contact Legal or Democratic Services in advance of the meeting

3. Minutes 9 - 12

To confirm as a correct record the Notes of the meeting of the Joint Transportation Board held on 20 September 2021

Matters for Decision

4. Tonbridge Town Wide 20mph Zone Trial 13 - 352

The report provides an update on the 20mph limit trial funded by the Department for Transport Emergency Active Travel Fund.

Matters submitted for Information

5. Highways Forward Works Programme: 2021/22 and 2022/23 353 - 376

The report provides an update on schemes approved for construction.

6. Upper Haysden Lane, Tonbridge - Proposed Traffic Calming Scheme and General Update 377 - 398

The report outlines progress made to date in relation to the request for a reduction in speed limit to 30mph with traffic calming measures on Upper Haysden Lane.

7. Urgent Items 399 - 400

Any other items which the Chairman decides are urgent due to special circumstances and of which notice has been given to the Chief Executive.

Matters for consideration in Private

8. Exclusion of Press and Public 401 - 402

The Chairman to move that the press and public be excluded from the remainder of the meeting during consideration of any items the publication of which would disclose exempt information.

PART 2 - PRIVATE

9. Urgent Items

Any other items which the Chairman decides are urgent due to special circumstances and of which notice has been given to the Chief Executive.

MEMBERSHIP

Cllr D Lettington (Chairman)
County Cllr H Rayner (Vice-Chairman)

Cllr M D Boughton
Cllr V M C Branson
Cllr D A S Davis
Cllr P J Montague
Cllr M Taylor
Cllr D Thornewell

County Cllr Mrs T Dean
County Cllr Mrs S Hohler
County Cllr M Hood
County Cllr S Hudson
County Cllr A Kennedy
County Cllr P Stepto

KALC Representatives (non-voting):

- Wendy Palmer (Platt Parish Council)
- Representative to be confirmed

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Apologies for absence

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Declarations of interest

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TONBRIDGE AND MALLING BOROUGH COUNCIL

JOINT TRANSPORTATION BOARD

Monday, 20th September, 2021

Present: Cllr D Lettington (Chairman), County Cllr H Rayner (Vice-Chairman), Cllr M D Boughton, Cllr V M C Branson, Cllr N G Stapleton, Cllr M Taylor, County Cllr Mrs T Dean, County Cllr Mrs S Hohler, County Cllr M Hood and County Cllr P Stepto.

(Note: As Borough Councillor D Davis and County Councillor S Hudson were unable to attend in person and participated via MS Teams they were unable to vote on any matters)

Councillors R P Betts, G C Bridge, C Brown, A E Clark, M A Coffin, R W Dalton, F A Hoskins, D Keers, Mrs A S Oakley, M R Rhodes, T B Shaw and K B Tanner participated via MS Teams and joined the discussion when invited to do so by the Chairman in accordance with Council Procedure Rule No 15.21.

Apologies for absence were received from Borough Councillor P J Montague and County Councillor A Kennedy.

PART 1 - PUBLIC

JTB 21/19 DECLARATIONS OF INTEREST

There were no declarations of interest made in accordance with the Code of Conduct.

JTB 21/20 MINUTES

RESOLVED: That the Minutes of the meeting of the Joint Transportation Board held on the 7 June 2021 be approved as a correct record and signed by the Chairman.

JTB 21/21 PARKING ACTION PLAN - PHASE 12

The report of the Director of Street Scene, Leisure and Technical Services set out details of the outcome of the formal consultation for Phase 12 of the Parking Action Plan.

RESOLVED: That, subject to

1. the abandonment of schemes numbered 12.02 (Station Road, Borough Green), 12.07 (Wyvern Close, Snodland) and 12.10 (Lavender Hill, Tonbridge);

2. the progression of schemes numbered 12.03 (Bell Lane, Burham), 12.08 (Gorham Drive, Tonbridge) and 12.12 (the removal of DYL at Nelson Avenue, Tonbridge); and

3. the deferral of scheme number 12.15 (Shakespeare Road, Tonbridge) for further consideration and decision alongside in Parking Action Plan – Phase 13,

the recommendations for each location included in Phase 12 of the Parking Action Plan, as set out at Annex 1 to the report, be adopted and the proposals be implemented.

JTB 21/22 JOINT TRANSPORTATION AGREEMENT - PARISH AND TOWN COUNCIL REPRESENTATIVES

The report of the Director of Central Services set out details of the nominations received from the Kent Association of Local Councils (Tonbridge and Malling Area Committee) as parish and/or town council representatives on the Joint Transportation Board.

RESOLVED: That

(1) the nominations of the Kent Association of Local Councils (Tonbridge and Malling area committee), as set out in paragraph 1.3 of the report, be agreed as parish and/or town representatives to the Joint Transportation Board with immediate effect; and

(2) the revised Joint Transportation Board Agreement, attached as Annex 1 to the report, be noted.

JTB 21/23 PARKING ACTION PLAN

The report of the Director of Street Scene, Leisure and Technical Services outlined the next Phase (Phase 13) of the Parking Action Plan and provided an update on the Borough's Parking Reviews.

RESOLVED: That

(1) the locations listed for Phase 13 of the Parking Action Plan and the Holding List shown in Annex 1 and 2 be agreed; and

(2) the locations that are not progressing be noted.

MATTERS SUBMITTED FOR INFORMATION

JTB 21/24 PARKING ACTION PLAN - ACCESS GROUP 5

The report of the Director of Street Scene, Leisure and Technical Services presented the outcome of the formal consultation on proposals contained in the Access Group 5, a subset of the Parking Action Plan,

where a streamlined process had been applied to the consideration and promotion of minor changes to the Traffic Regulation Order.

RESOLVED: That the content of the report be noted.

JTB 21/25 TONBRIDGE AND MALLING ACTIVE TRAVEL STRATEGY

The report of the Director of Planning, Housing and Environmental Health provided an update on progress and outlined the next steps in the preparation of a new Tonbridge and Malling Active Travel Strategy. It was noted that a report outlining the feedback from the public consultation and details of the final draft strategy would be submitted to a future meeting of the Board.

RESOLVED: That the content of the report be noted.

JTB 21/26 TONBRIDGE TOWN - 20 MPH ZONE TRIAL

The report of the Head of Transportation, Kent County Council, provided an update on the DfT's Emergency Active Travel Fund relating to the Tonbridge town-wide 20mph limit trial and, specifically, on the feedback received to the public consultation. Members noted that a further report with project recommendations would be submitted to a future meeting of the Board.

RESOLVED: That the content of the report be noted.

JTB 21/27 A20 JUNCTION IMPROVEMENTS

The report of KCC Highways, Transportation and Waste provided an update on the progress of the A20 Coldharbour roundabout and the A20 Hall Road/Mills Road junction schemes and a provisional programme for delivery.

RESOLVED: That the content of the report be noted.

JTB 21/28 HIGHWAYS WORK PROGRAMME - TONBRIDGE AND MALLING

The report of the Kent County Council Highways, Transportation and Waste summarised schemes programmed for delivery in 2021/22 and 2022/23 and provided an update on Road, Footway and Cycleway Renewal and Preservation Scheme (Appendix A), Drainage Repairs and Improvements (Appendix B), Street Lighting (Appendix C), Transportation and Safety Schemes (Appendix D), Developer Funded Works (Appendix E), Bridge Works (Appendix F), Traffic Systems (Appendix G) and the Combined Members Grant (Appendix H). Representatives from Kent County Council Highways offered to respond direct to Members outside of the meeting on a number of matters identified during consideration of this item.

RESOLVED: That the content of the report be noted.

MATTERS FOR CONSIDERATION IN PRIVATE

JTB 21/29 EXCLUSION OF PRESS AND PUBLIC

There were no items considered in private.

The meeting ended at 9.17 pm

Tonbridge Town wide 20mph zone trial

To: Tonbridge Joint Transportation Board, 22 November 2021

By: Tim Read – Head of Transportation, Kent County Council

Classification: Unrestricted

Summary

This paper provides an update on the Tonbridge town-wide 20mph limit trial that was funded by the Department for Transport's Emergency Active Travel Fund.

This report is intended to enable discussion and to consider and debate the officer recommendation.

1.0 Background

1.1 Kent County Council (KCC) was awarded £1.6 million from the Department for Transport's (DfT) Emergency Active Travel Fund (EATF) (tranche 1) to invest in walking and cycling initiatives across the County. This was in response to the Covid 19 pandemic and the social distancing restrictions that were in place, which reduced the capacity of public transport and sought to promote more active travel.

1.2 Demand for cycling has been growing nationally, with cycling retailers experiencing high demand over the past 18 months. There has been an increasing demand across the County for area wide 20mph schemes. In response to the opportunity that the EATF presented a decision was made, by the KCC Cabinet Member for Highways and Transportation, to progress East Kent and West Kent town-wide trials. The project would enable KCC to assess how these schemes work for large scale areas before similar schemes are considered elsewhere. Tonbridge and Faversham town were chosen as the trial areas.

1.4 Due to the 'emergency' nature of the fund, the DfT informed all highway authorities that works must be started within four weeks of providing the funding, and then completed within eight weeks which meant the "go live" date for the trial needed to be in place by 18 September 2020. This was particularly challenging and took place during the height of the pandemic.

1.5 The trial was introduced through an Experimental Traffic Regulation Order (ETRO) which can be utilised for 18 months if required. This allows for changes to the highway to be implemented quickly with consultation taking

place throughout the trial, whilst the public are experiencing the change. It also means KCC can test the impact and monitor to see how it performs. Another benefit of using an ETRO is that it allows for changes to be made during the trial as long as additional roads are not added, as these would not have been consulted on.

1.6 The trial 20mph zone was agreed following discussion with the Leaders and respective portfolio holders of both KCC and Tonbridge and Malling Borough Council (TMBC). The zone was defined on the ground using signing and road markings alone. No traffic calming measures such as buildouts or road cushions/humps were installed.

1.7 The aim of the town-wide 20mph speed limit is to encourage active travel by reducing vehicle speeds, which helps to support the sharing of road space with cyclists, especially where dedicated measures cannot be provided due to a lack of available highway land and other constraints. This scheme can support walking and cycling, as part of a range of network improvements which will be confirmed in the forthcoming borough Active Travel Strategy.

1.8 Supporting walking and cycling especially for local journeys can also help to improve physical and mental health, reduce traffic congestion, contribute towards improved air quality and compliment ongoing infrastructure upgrades which include the recently opened cycle hub at Tonbridge Station.

1.9 The success of the trial will be determined by analysing several sources of information, which include pre, during and post-trial surveys and other monitoring data:

- Consultation feedback (1,123 responses received)
- Attitudinal surveys (face to face questionnaires – approx. 600).
- Pedestrian counts in certain locations
- Cycle counts in certain locations
- Average speeds in certain locations
- Crash collision data although this needs to be over a longer period, usually 3 years.

1.10 It should be noted that the trial has been implemented in an extremely unusual year for collecting and analysing data, compared with previous years due to the pandemic, the restrictions that have been introduced and the implications these have has for travel demand and commuting patterns. In most cases only 8–10 months' worth of data has been collected, the majority through the autumn, winter and spring months which historically do not encourage take up of walking and cycling in England due to inclement weather. Despite having similar climates some other European countries currently have a higher propensity to cycle year-round and have better networks to support this.

1.11 A plan of the 20mph zone can be seen in **Appendix A**. The buff-coloured shading shows the extent of the trial area, the existing 20mph roads are highlighted in green and the extents of the arterial routes into and out of Tonbridge included in the 20mph zone are highlighted in blue.

2.0 The Consultation Report and feedback

2.1 KCC commissioned Project Centre to analyse the feedback received from the consultation. The full report by Project Centre can be seen in Appendix D of the Agilysis report.

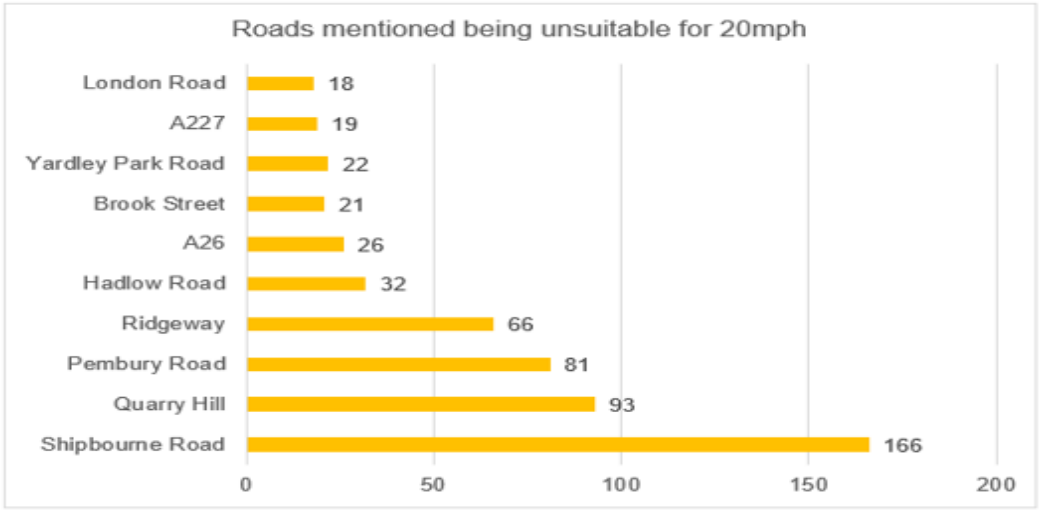
2.2 A consultation report was produced and discussed at the September 2021 Joint Transportation Board.

2.3 The consultation received 1,123 responses. The key findings are:

- The majority of the people who responded to the questionnaire 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, and 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.

2.4 The diagram below highlights where there were concerns with some of the roads included within the 20mph zone. Namely with Shipbourne Road, Quarry Hill Rd, Pembury Road and the Ridgeway having a significant mention amongst respondents. Table 1 in paragraph 3.6 shows all the roads within Tonbridge that quite comfortably have average speeds below 24mph - green to yellow colour coded and roads where average speeds exceed 24mph – light and dark orange.

Consultation feedback on roads not being suitable for 20mph speed limit



3.0 Additional data analysis

3.1 KCC commissioned Agilysis Ltd to do an independent analysis of the mixture of qualitative and quantitative data collected and make recommendations. The full report investigates and compares the 2 Towns data. It also looks at other examples of large area 20mph speed limits nationally and their findings and other local emerging strategies and how a lower speed limit may assist in their implementation such as the Active Travel Strategy. The full independent report can be seen in **Appendix B.** A 'Tonbridge only' summary of that report can be seen in **Appendix C**.

4.0 Attitudes – Qualitative Survey Data

4.1 KCC commissioned Lake Market Research to conduct a research and evaluation study to monitor resident response in Tonbridge via a pre and post face to face survey. The full report can be seen as an Appendix H in the Agilysis report.

4.2 There was a mixed picture amongst Tonbridge residents in relation to 20mph zones and their impact. The majority however said that they would be willing to always drive to the set limit.

4.3 Residents did agree that the main benefits of local traffic initiatives are increased road safety for pedestrians and cyclists. Reasons for implementing 20mph zones were that they are 'better for children', 'needed in residential areas' and 'increasing safety' for Tonbridge residents. Furthermore, post-trial, there were increases that speed limits were safe for children to walk and cycle.

4.4 The survey included pedestrian, cyclist and driver attitudes. There are positive attitudes that 20mph limits encourage more walking and cycling. This

was reinforced by reported and observed behaviour. Over 10% of respondents said that their levels of walking and cycling had increased after the 20mph limits were installed and over 20% felt that there was more walking and cycling occurring in their area.

4.5 There were concerns that a blanket-imposition of 20mph zone is not welcome (28% of respondents), and some felt that 20mph zones 'slow down traffic and journey time increases.' Post-trial, there were decreases in agreement that 20mph speed limits are appropriate and that most drivers obey them. There were also increases in the proportion of Tonbridge residents who thought it was acceptable to exceed 20mph limits and those who were willing to do so. A significant percentage of residents felt 20mph limits are frustrating for drivers.

5.0 Speed Data

5.1 **Table 1** shows the locations of the traffic count and speed surveys along with the Ordnance Survey speed survey map. **Table 2** shows the average speeds both before and after implementation of the 20mph speed limit as well as the observed difference in average speeds. Traffic profiles and comparisons of data sources can be seen in Appendix A, B and F of the Agilysis report.

Average speeds for Tonbridge Town Centre and actual traffic counter survey locations

Figure 10- Tonbridge Average Speeds (April 2020 to March 2021)

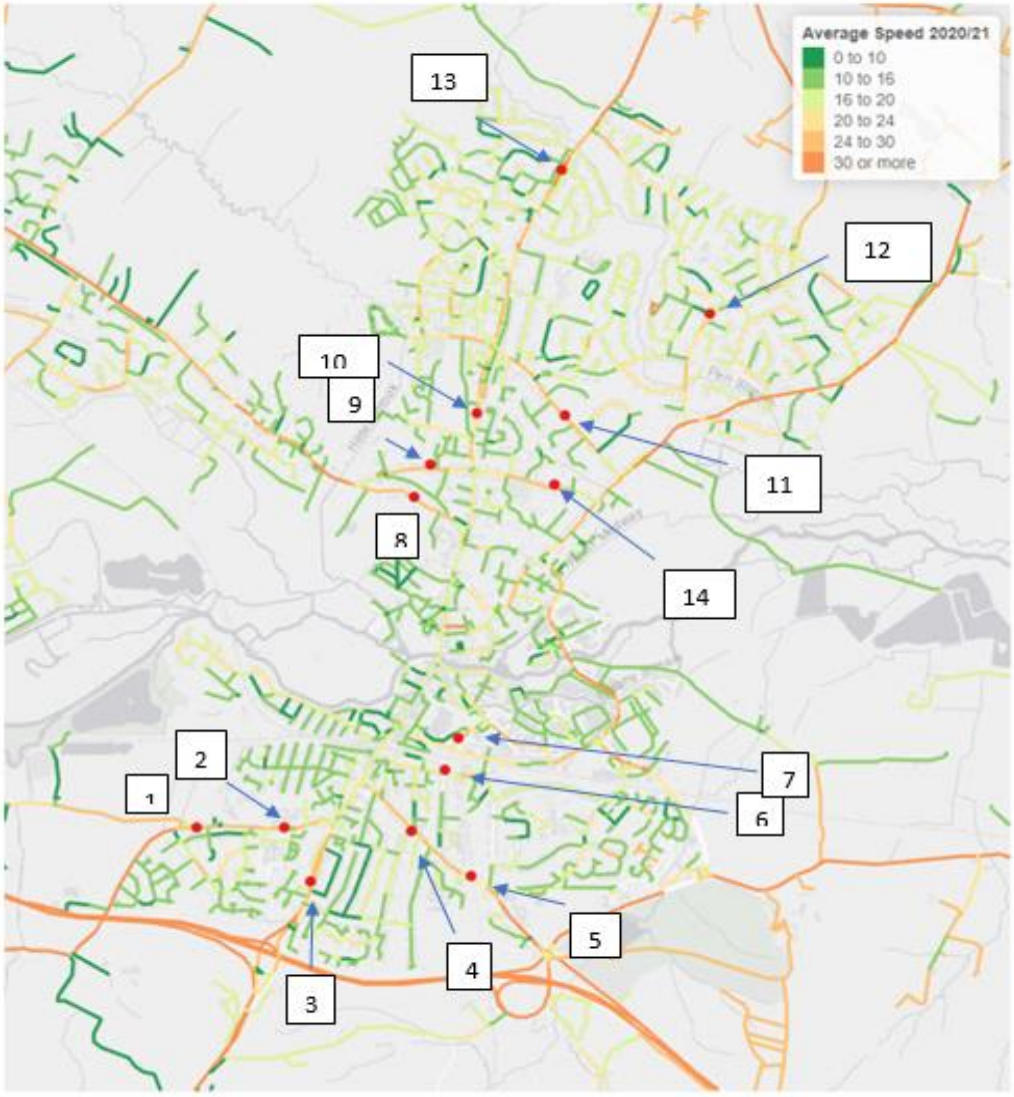


Table 1 – Ordnance Survey average speeds on all roads within Tonbridge Town Centre and the numbered locations of the counters collecting actual speeds

Location of ATC survey	July/August 2020 Speeds in mph	Jul-21 Speeds in mph	Difference In mph
Site 1 and 2 Brook Street	*29.4*	25.2	-4.2
Site 3 A26 Quarry Hill Rd	*33.2*	28.6	-4.6
Site 4 & 5 Pembury Road	*31.4*	26.9	-4.5
Site 6 Priory Road	*25.1*	23.7	-1.4
Site 7 Avenue Du Puy	*23.7*	22.7	-1
Site 8 B245 London Road	*32.5*	28.4	-4
Site 9 Dry Hill Park	*27.3*	23.2	-4.1
Site 10 A227 (Shipbourne Road south site)	25.9	23.2	-2.7
Site 11 The ridgeway	*32.7*	30	-2.8
Site 12 Higham Lane	*26.8*	24.7	-2.1
Site 13 Shipbourne Road	31.3	28.2	-3.1
Site 14 Yardley Park	*30.1*	28.2	-1.9

Table 2 – Comparison of actual average (mean) speeds pre and during trial period (September 2020 – November 2021).

5.2 The above table shows that all locations that were surveyed benefitted from speed reductions ranging from 1.0mph to 4.6mph.

6.0 Pedestrian and cycle counts

6.1 KCC commissioned PRMS to carry out pedestrian and cycle counts. The full report can be seen in Appendix I in the Agilysis report. Data was gathered from pedestrian and cyclist counts in July 2020, September/October 2020, December 2020 and May/June 2021.

6.2 The main findings showed that there were recorded increases in pedestrian counts compared to the pre-trial baseline with Tonbridge recording a 46.9% increase between the July 2020 survey and the second survey in

September/October 2020, a 25% increase between July 2020 and December 2020 and an overall 3.4% increase between July 2020 and May/June 2021.

6.3 Cycling counts over the same periods decreased by 31.6% between the July 2020 survey and the second survey in September/October 2020, a 40.5% decrease between July 2020 and December 2020 and an overall 29.3% decrease between July 2020 and May/June 2021.

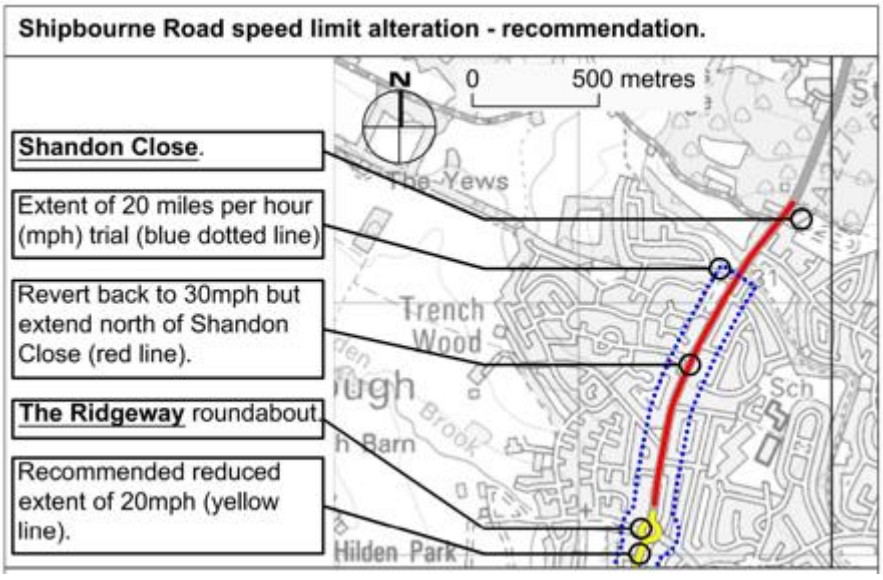
6.4 Cycling counts appear to be more affected by time of year and weather than pedestrian counts.

6.5 We have no direct evidence or proof that the 20mph trial resulted in improved feelings of road safety and/or propensity to cycling, although it would be a reasonable assumption.

7.0 Recommendations

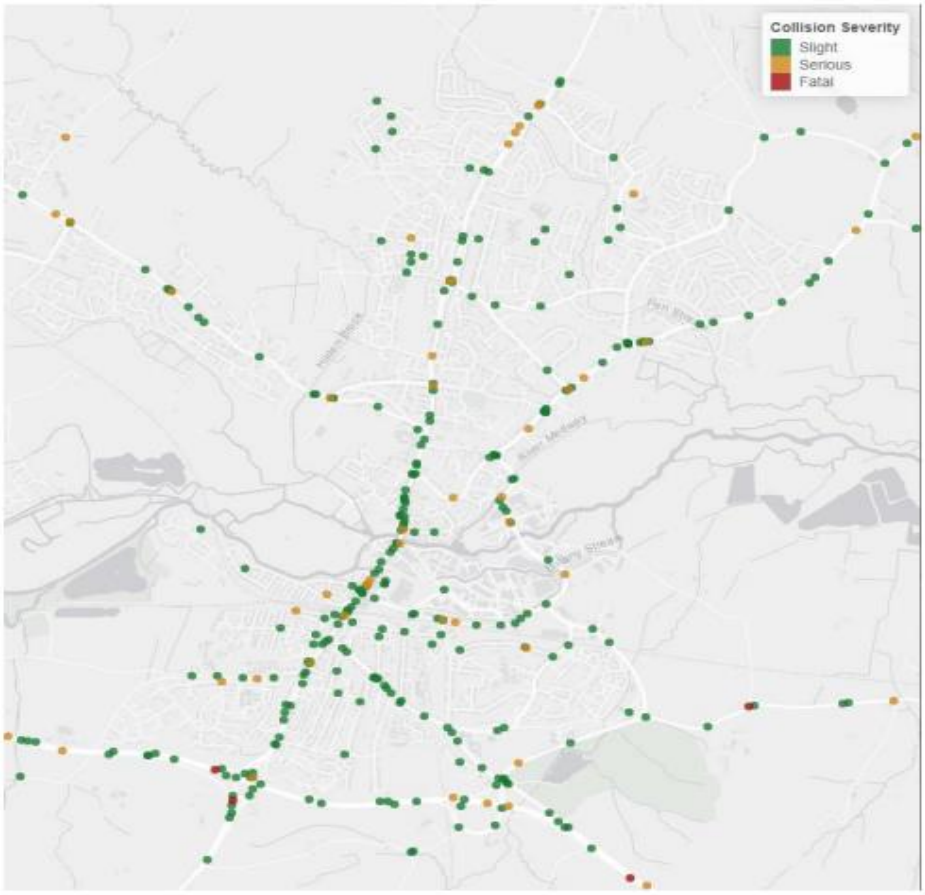
7.1 The recommendation is to retain the full extent of the 20mph zone as per the trial except in Shipbourne Road where the 30mph limit should be reintroduced to a point approximately 50m north of the roundabout with The Ridgeway and Darenth Road. In addition it is recommended that the 30mph gateway on Shipbourne Road near Willow Lea is extended further north to cover Whistler Road, Cherry Tree Road, Horns Lodge Lane and Shandon Close. This would need a separate consultation as it does not form part of the 20mph trial. Shipbourne Road north of The Ridgeway is wide, benefits from cycle facilities, reasonably wide footways, central refuge islands and formal crossing points. See map below.

Shipbourne Road speed limit alteration - recommendation.



7.2 Overall the extended 20mph zone will contribute to improvements in road safety and will aid the implementation of Kent's Active Travel Strategy and emerging Vision Zero Strategy . The moderate speed reductions, increased pedestrian confidence and the small but significant self-reported uptake in active travel modes, suggest there is merit in retaining large parts of the zone without any further measures. However there is a need to achieve better compliance with the reduced speed limit on some roads, particularly those that have average speeds over 24mph. Therefore officers are recommending that investigations take place to see whether additional complimentary measures could be implemented to support this. These may include education, training & publicity or potential engineering interventions.

7.3 Appendix G in the Agilysis report provides pre-trial crash map information. The map is replicated below for ease and clearly shows the majority of incidents occur on the arterial/main routes into and out of Tonbridge Town as would be expected due to larger volumes and generally higher speeds than residential areas. Post-trial crash data is not available at present since analysis of crash data takes place over a minimum 3 year period to see whether a pattern is occurring at specific cluster locations or there are changes in rates and/or severity on routes.



Reported Injury Collisions in Tonbridge (2015-2019)

7.4 In order to achieve better compliance of the 20mph speed limit, it is recommended that the following roads should be further investigated to see if additional engineering or innovative measures could be introduced to achieve better speed compliance.

- Site 1 & 2 Brook Street –people and vehicles mix here regularly with significant pedestrian, cycle activity due to schools. 20mph is considered to be wholly appropriate.
- Site 3 A26 Quarry Hill Road – A busy main route into and out of Tonbridge with significant pedestrian/vehicle activity due to schools but lacking in any cycle facilities, meaning vulnerable road users are at risk if speeds are high. Whilst various options for cycle facilities have been investigated none have been acceptable to date.
- Site 4 & 5 Pembury Road – A main route into and out of Tonbridge with very heavy pedestrian flows at the start and end of the school day. With several schools in the vicinity and no cycle facilities this is an area where people and vehicles mix regularly and 20mph is considered to be wholly appropriate.
- Site 8 B245 London Road - A main route into and out of Tonbridge with high pedestrian flows from several schools in the vicinity. Again, with no formal or segregated facilities it is felt that a 20mph speed limit would provide a safer environment to vulnerable road users.
- Site 11 The Ridgeway – A wide distributor road with wide central hatching and straight in geometry. This route has moderate pedestrian flows and vehicle flows but average speeds have not reduced significantly due to the geometry. Additional interventions are required to improve compliance here.
- Site 14 Yardley Park Road – A busy distributor road. Standard width road and footway with moderate pedestrian and traffic flows but average speeds have not reduced significantly with signing and road markings alone so again it is recommended that more investigation is done to seek to improve compliance.

7.5 To support the existing and any future engineering measures proposed as well as contribute to positively changing behaviours in the longer term, a targeted behavioural change campaign is recommended which will aim to raise awareness, increase knowledge and positively influence intended behaviours. This is designed to promote the benefits of lower speeds to all road users and how a 20mph speed limit supports our collective progress towards Kent's Active Travel and Vision Zero Strategies.

Contact Officer:	Jamie Watson, Programme Manager, Schemes Planning and Delivery Team, Kent County Council 03000 418181
Reporting to:	Tim Read, Head of Transportation, Kent County Council 03000 418181

Appendices

Appendix A - Plan of extent of town-wide 20mph trial area

Appendix B – Independent Evaluation and Review of 20mph Trials in Kent

Appendix C – Independent Evaluation and Review of 20mph Trials Tonbridge Summary

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Tonbridge town wide 20mph zone

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Produced by the KCC Transport Intelligence Team.

Legend

- Extent of 20mph zone on arterial routes
- Existing 20mph
- Proposed 20mph extent

Kent County Council
kent.gov.uk

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Independent Evaluation and Review of 20mph Trials in Faversham and Tonbridge

Provided to Kent County Council

Tanya Fosdick
Dr Craig Smith
Momina Kamran
Samuel Scott

RESEARCH SERVICES

agilysis

EXECUTIVE SUMMARY

This report aims to provide an independent review and evaluation of two experimental traffic orders (ETOs) implemented as two separate town-wide 20 mph trials in Kent. The trials in question have been carried out in Faversham as signed only limits and Tonbridge as signed only zones and commenced in July 2020.

Speed reduction plays a key role in a number of policy areas, and it is therefore important to determine if these trials have been effective in achieving their aims. Speed has a direct influence on the likelihood, and severity, of road collisions occurring. Nilsson's 'Power Model' "shows that a 1% increase in average speed results in approximately a 2% increase in injury crash frequency, a 3% increase in severe crash frequency, and a 4% increase in fatal crash frequency" (International Transport Forum, 2018, p. 5). Therefore, reducing speed by a few miles an hour can greatly reduce the likelihood and severity of road collisions. In addition to increasing actual risk, inappropriate speeds can influence road users' perceptions of risk, reducing their likelihood to engage in active travel modes, as cyclists and pedestrians are more vulnerable in the event of a collision.

Kent's Vision Zero Strategy uses a Safe System approach to strive to have no road fatalities or life changing injuries on its roads by 2050. Furthermore, it seeks to encourage walking and cycling as the safe and easy choice. A fundamental element of the international best practice of the Safe System is 'Safe Speeds'. A 2020 YouGov survey of Kent residents found that the perception of safety was a key influence on the likelihood to use active travel modes, with 56% feeling that traffic is too fast to cycle on the roads. Kent's road safety strategy emphasises community engagement to address concerns and improve safety and quality of life.

Both Faversham and Tonbridge are developing their Local Walking and Cycling Infrastructure Plans (LCWIPs). Faversham see 20mph limits as one component of a longer-term plan to enable more walking and cycling. Tonbridge is undertaking a consultation to determine the extent to which infrastructure successfully connects places, trying to identify the main barriers to active travel and how routes align with cycling and walking trips. Tonbridge and Malling Borough Council hopes to achieve a 10% modal shift as part of their Local Plan.

Achieving speed reductions is therefore a central pillar of these strategies, with this report setting out findings from the trials and providing recommendations for future actions.

Both qualitative and quantitative data have been used to understand the impact of the introduction of 20mph in these two towns. These sources are:

- Behavioural surveys compromising the outputs of c. 600 face to face surveys with questionnaires (1,800 respondents in total)
- Pre-existing research studies and historic case studies.
- Consultation evidence received by KCC between 31st July 2020 and 3rd March 2021 on the experimental traffic orders for both trial areas

- Road user counts and vehicle speed measurements from automatic traffic counters
- Road user counts and vehicle speed measurements from Vivacity Artificial Intelligence sensors
- In-vehicle telematics data (highways network speed) from Ordnance Survey

Where possible, comparisons have been made with another Kent town, Deal, where no speed limit reduction was implemented. The responses from this control location show how, when compared to the trial towns themselves, residents from a not dissimilar area (in terms of size and layout) can demonstrate an awareness of, and a receptiveness to, the benefits of 20mph limits without involvement in any associated schemes. It is interesting to note that for some questions within the survey, there were improvements in Deal despite no changes occurring. This could indicate what the *anticipated* benefits of 20mph limits are thought to be. Evaluated schemes implemented elsewhere in the UK have also been referenced, to place the impacts achieved in Kent within a wider context.

The town-wide 20mph schemes implemented in Faversham and Tonbridge were part of plans to increase walking and cycling and were delivered in the context of the COVID-19 pandemic, where rapid solutions were required to encourage social distancing when travelling and active travel schemes were being funded and promoted. The schemes relied on interventions including road markings, signs, gateways, and awareness campaigns to inform road users of the new limit. In Faversham, the previously planned physical interventions in support of 20mph were not made.

It is important, to view these results in the context of the COVID-19 pandemic. Firstly, the schemes were installed quickly, without supporting infrastructural changes, and therefore greater speed compliance might be achieved in some locations through additional measures. Secondly, the pandemic changed the way people used the roads, with fewer commuters travelling to work and more residents choosing to cycle and walk for leisure. Individual towns will have experienced different travel patterns, according to local influences. Average speeds did increase nationally during the first lockdown, whilst cycling increased and car use reduced. Speed data collected pre-pandemic are therefore not directly comparable to datasets collected since March 2020, although nationally patterns have tended to return to previous levels.

The results should also be viewed in the context of two very different approaches to 20mph in the two towns. Faversham had the history of a ‘20’s Plenty’ campaign, which Tonbridge did not. The Plenty campaign in Deal has been much less active. Other towns could emulate the approach of Faversham, laying the foundations of a behavioural shift and support through community involvement and campaign messaging in the years prior to implementation.

The behavioural surveys found that Faversham residents were more aware of the implementation of the 20mph limits and had heard about them via a wider range of channels than those from Tonbridge. The differences in observed results, therefore, need to be viewed in the context of a different history of 20mph limits in the two towns and different marketing strategies for communicating about the trials.

Kent County Council completed formal consultations on the trials with residents. Online consultations were conducted between July 2020 and March 2021, with responses from 1,123 individuals for the Tonbridge consultation and 668 for Faversham. The outcomes were more favourable for Faversham, with 63% of resident respondents in favour of the 20mph town-wide limits. This was not the case in Tonbridge, with only 26% in favour and objections focusing on the 20mph trial being too extensive and inappropriate for major routes. There were concerns about worsening congestion from slower speeds, safety concerns and the impracticality of enforcement. The following results should be read noting that not all respondents supported the reductions.

Geographical differences can influence compliance with lower speed limits and the modal choice of residents. Whilst not in scope of this study to analyse the geographies of each town, it should be noted that road layouts, infrastructure, active travel facilities and the main journey purpose of specific routes will influence the levels of walking and cycling and adherence to 20mph limits.

DRIVERS

Looking at observed behaviour from Automated Traffic Counters (ATC), there were reductions in vehicle speeds in both towns, with only two sites in Faversham not seeing reductions. With the two sites in Faversham with increases in speed, both had an average speed below 22mph.

The average ATC speed reduction in Tonbridge was 3mph and 0.9mph in Faversham. These reductions were confirmed using telematics data. Tonbridge had higher average speeds before implementation, and this is reflected in the outcomes achieved; it would be expected for greater reductions to be achieved from higher baseline speeds, meaning speeds reduced on faster roads.

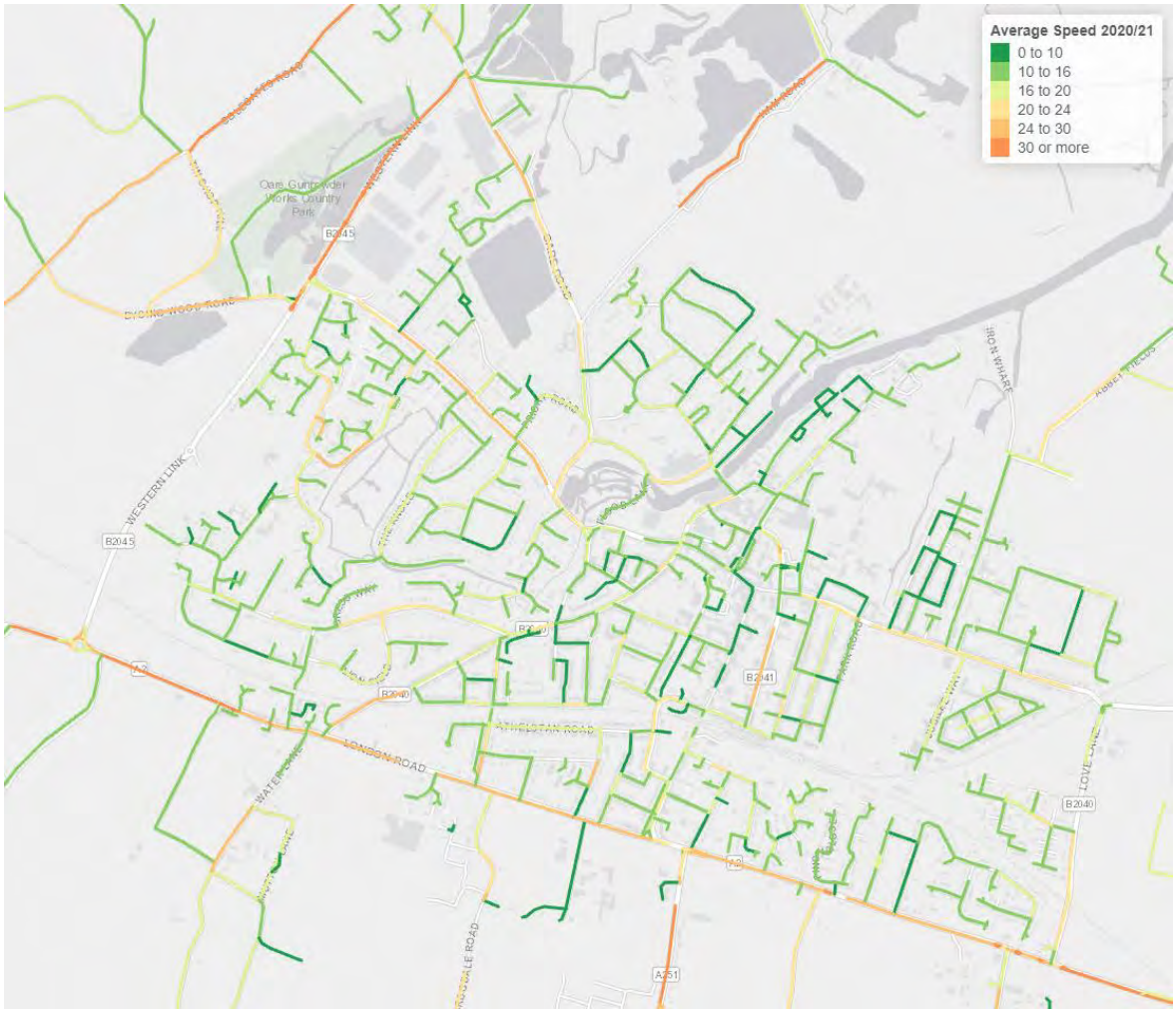
Compliance with the new speed limit/zone was good in Faversham, whilst it was a less positive picture in Tonbridge.

In July 2021's ATC data, five of Faversham's thirteen sites (38%) had average speeds below 20mph, and 10 of 13 (77%) had average speeds below 24mph. There was a 4.1% reduction in average speed.

Telematics data for the whole of Faversham shows the high level of compliance across the town, with Figure 1 indicating that the majority of roads have achieved average speeds of less than 16mph. Most roads saw reductions of up to 5mph, with a few having even higher reductions in average speed.

It should be noted that the different data collection methods for the ATC and telematic data produce different results. The ATC data is collected at a single point, whereas the telematic data is over a stretch over road and this suppresses speeds. Furthermore, the ATC data is for a single week at a time, whereas the telematics data represents average speeds over an entire year. Comparisons should not be made between the two data collection methods but instead, comparisons should be made between time frames of each method.

Figure 1 - Average speeds in Faversham (April 2020 - March 2021)

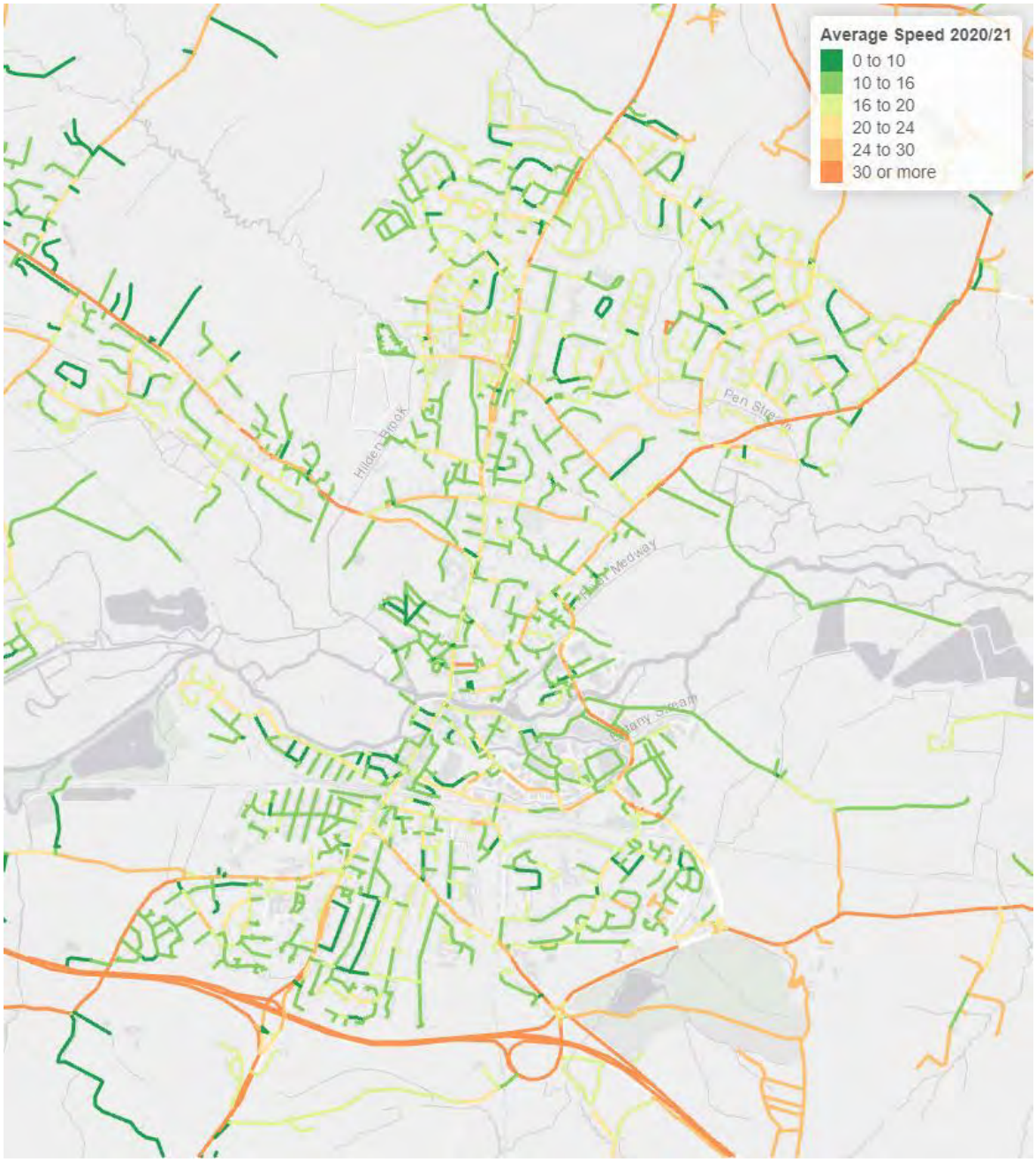


Analysing the ATC data, Tonbridge had no sites with average speeds below 20mph in July 2021, and only four in 12 (33%) sites had average speeds below 24mph. The average speed reduction in Tonbridge was 10.3%, however (-3mph).

The telematics data for the whole town, as shown in Figure 2, show that there are many roads where the average speed is below 20mph.

For both towns, the speed data shows that roads with low pre-speeds showed little change, whilst roads with high pre-speeds showed greater reductions, but in some cases, these reductions were not enough to meet the enforcement threshold of 24mph.

Figure 2 - Average speeds in Tonbridge (April 2020 - March 2021)



The individual ATC data is provided road by road in this report, enabling KCC to undertake a review of these sites and determine if additional measures are required to encourage compliance with 20mph or if limits should return to 30mph.

Overall, car usage remained virtually unchanged following the introduction of the 20mph limits as some residents reported increasing the amount of driving they did, whilst others stated it had reduced. Willingness to exceed 20mph limits/zones increased slightly in Faversham and greatly in Tonbridge (from 17% to 30%). Despite this, a large majority in both towns stated that they would be willing to always drive to the set limit and this actually increased in Tonbridge. There was a mixed picture on whether respondents felt that there was more consideration for other road users

because of the 20mph limits, and a quarter of Faversham and half of Tonbridge residents said that there was more aggressive driving.

PEDESTRIANS

Walking regularly is more common amongst Faversham residents than those from Tonbridge, with more of the latter residents using a car every day, according to the survey. Walking because of COVID-19 measures increased in Faversham and Deal, whilst remaining the same in Tonbridge. However, over 10% of respondents from both trial towns said that their levels of walking had increased after the 20mph limits were introduced and around 20% felt that there was more walking occurring in their area. These increases are higher than those seen in other studies (Maher, 2018). The increases were also observed in the pedestrian count data in the two towns, with similar uplifts in footfall not observed in Deal.

CYCLISTS

Cycling is also more common amongst Faversham respondents than those from Tonbridge, with a higher proportion of the latter's respondents who stated (before implementation) that they never cycle. There was no increase in cycling because of COVID-19 measures but nearly 10% of residents in both towns reported an increase in their level of pedal cycle activity after the 20mph limits were installed. The cycle count data showed a reduction in cyclists in all three towns between June 2020 and July 2021, with the smallest reductions in Faversham. Cycling counts seem to be influenced more by time of year and weather changes than walking counts, and the COVID-19 pandemic has influenced travel choice. As with walking, around 20% of residents of both towns thought that there was more cycling in their area post trial. There were higher increases in residents stating they were cycling more, than seen in other studies. Observed data does not show an increase in cycling in Kent but respondents stated that they were cycling more, and they were noticing more cycling in their towns.

ATTITUDES

Looking at attitudes, Faversham had higher levels of support for 20mph limits/zones than Tonbridge and Deal. Opposition to the zones increased amongst Tonbridge residents post-implementation. However, residents of both towns (and Deal) agreed that the main benefits of local traffic initiatives are increased road safety for pedestrians and cyclists. Reasons for implementing 20mph limits/zones were that they are 'better for children', 'needed in residential areas' and 'increasing safety' for Tonbridge residents whilst those from Faversham felt they 'increased safety', 'slow down traffic' and are 'better/safer for pedestrians.' In both trial towns, concerns about 20mph limits/zones were that 'blanket imposition is not welcome' and '30mph is adequate.' In Faversham, a third concern was that 'drivers ignore 20mph limits' whilst in Tonbridge, 20mph limits 'slow down traffic and journey time increases.' The percentages of Tonbridge respondents feeling that a 'blanket-imposition is not welcome' was over twice that of Faversham respondents (28% compared with 12%).

In Faversham, agreement with the appropriateness of speed limit/zones increased post-implementation (+12%), whilst it decreased in Tonbridge (-27%). For both towns,

there was a decrease in agreement that 'most drivers obey speed limits', a 5% reduction in Faversham and 17% for Tonbridge.

However, there was positive feedback in relation to pedestrian activity. There was little change in the high levels of agreement in both town that speed limits are safe for walking *personally*[1] (between 74 and 79%), and there were increases in both towns (especially in Tonbridge) that 'speed limits were safe on foot/walking for children.' Overall, there were high levels of agreement in both towns that 20mph limits act as a facilitator for safe walking (although there were reductions post-implementation). The response scores for this question after the installation of lower limits align with those observed in the Atkins study of other schemes in Great Britain (Maher, 2018).

Similarly, there was positive feedback in relation to cycling activity. Again, there was little change in the high levels of agreement in both towns that speed limits are safe for cycling *personally* (between 57 and 59%). Furthermore, there were notable increases that speed limits were safe when cycling for children, particularly in Tonbridge (18%). There were decreases in levels of agreement that 20mph limits provide a facilitator for safe environments for cycling in both towns, although the levels of agreement were similar to those found elsewhere nationally and were higher in Faversham than the national study (71%, compared to 60%).

In relation to driving, there was little change in agreement that speed limits are safe for driving *personally*, with very high levels of agreement pre and post (between 75 and 81%). There were reductions in both towns that 20mph limits provide a safe environment for driving. However, both towns agreed, to a higher level than seen elsewhere nationally, that 20mph limits increase drivers' awareness of potential risks and hazards. These contradictory results may indicate that respondents do not fully understand the benefits of 20mph limits.

Overall, the majority of respondents did not think it was acceptable to exceed 20mph limits and there were increases in agreement in both towns with the statement that 'it is acceptable to always drive to the set speed limit of an area'. This is interesting, given that 'willingness' to exceed 20mph limits increased in both towns, showing a difference between 'acceptability' and personal behaviour. In Faversham, three-quarters of respondents agreed, pre and post, that 20mph limits make it more acceptable to drive at lower speeds. However, for Tonbridge respondents, there were increases in the proportions who thought it was acceptable to exceed 20mph limits and there were also reductions amongst those agreeing that 20mph limits make it more acceptable to drive at lower speeds.

Generally, negativity around driving and 20mph limits in Faversham did not increase post-trial, with no change in agreement that 20mph limits are ignored and a substantial decrease in agreement that 20mph limits make journey times irritating**.** There was an increase that 20mph limits are frustrating for drivers, though. There were increases in agreement with these statements in Tonbridge, however. It is interesting to note that, compared to studies conducted in 12 other areas (Maher, 2018), a greater proportion

[1] Emphasis from questionnaire, where respondents were asked about their personal habits

of Faversham and Tonbridge respondents agreed that drivers are more considerate to cyclists in 20mph limits post-trial.

The Faversham ‘Commonplace’ engagement provided an opportunity for local road users to share their concerns and suggest interventions to make the town healthier, safer, and cleaner. There was feedback on barriers to walking and cycling, air quality and specific roads of concern (both those within and outside of the trial). Speeding was a major concern, making respondents feel unsafe.

RECOMMENDATIONS

- The 20mph limits/zones will contribute to the strategic road safety and active travel objectives set out by Kent County Council, Faversham Town Council and Tonbridge and Malling Borough Council but consideration is required as to how improve acceptability and compliance in specific locations. The speed reductions, coupled with small but significant self-reported uptake in active travel modes, suggest retaining the limits and zones in both towns, with an assessment of those roads where compliance was not achieved (average speed above 24mph).
- For Tonbridge, it is recommended that a road-by-road review is undertaken, with the purpose of identifying where 20mph is effective, where complementary measures could be adopted to support the 20mph zone or where a return to 30mph might be appropriate. It might be beneficial to undertake further engagement with the community in Tonbridge to gather their feedback on these individual roads.
- Scheme opposition and concerns around ‘area-wide’ impositions may be alleviated through the use of an incremental or ‘section by section’ approach if trials are considered in other towns.
- A much greater focus should be given to associated and complementary activity in Tonbridge (such as more interaction and co-ordination with pro-campaign groups) in order to achieve greater support levels for 20mph and to highlight the benefits as part of the LCWIP.
- In Faversham, concerns regarding cycling infrastructure need to be addressed in ongoing consultation with the community.
- As with prior case studies, enforcement remains an important issue for residents post implementation. Authorities, in conjunction with the Police, should focus on ‘compliance benefit messaging’ as oppose to punititive enforcement. This shifts the narrative so as to generate public support through changing individual mindsets. Addressing driver behaviour is key to cultivating safe environments for active travel modes. A lack of driver consideration for other roads users is one of the issues where the limits reviewed here have not reduced people’s concerns significantly.
- Shared responsibility is a key imperative within the Safe System philosophy adopted within Kent’s Vision Zero Strategy. Communication to work with road users and increase that sense of responsibility could be key to increasing acceptance of 20mph limits.
- To keep alignment with the authorities’ wishes for the limits/zones to be self-enforced, compliance messaging should be produced which articulates the

evidence presented here that 20mph schemes can have a positive effect on average speeds and active travel, even when signed only, without additional engineering or enforcement.

- Longer-term commitment, sustained public engagement, articulated messaging through a tailored marketing mix, and the maintenance of intergrated policy approaches towards 20mph schemes are all more likely to yield success moving forward with the schemes.

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INTRODUCTION

AIMS AND OBJECTIVES

This report aims to provide an independent review and evaluation of two experimental traffic orders (ETOs) implemented as two separate town-wide 20 mph trials in Kent. The trials in question have been carried out in Faversham signed only limits and Tonbridge as signed only zones and commenced in July 2020. Whilst a minimum trial period of 12 months was set (until 30 July 2021), the maximum duration limit set could see them operate for up to 18 months, until January 2022. An analytical mixture of

qualitative data (survey questionnaires, supporting literature, engagement consultations, interview responses) and quantitative data (road user counts and vehicle speed measurements from automatic traffic counters, telematics data and Vivacity Artificial Intelligence (AI) sensors) has been synthesised to support the report's conclusions and recommendations. This analysis will be supplemented with pre-existing research into the effectiveness of 20mph signed only limits/zones, and results achieved in similar schemes elsewhere in the country. Alignment with previous relevant studies will therefore be considered alongside the trials' specific outcomes - especially when recommendations are put forward.

SCOPE AND LIMITS

The scope of the report, both in terms of synthesis and analysis, will be centred upon the impact of these two 20mph trials, in Faversham and Tonbridge. This is assessed through comparative analyses of changes in empirical measurements and in resident/respondent perceptions before and during the trial (post implementation).[2] The context of the trials is considered, explaining the history of 20mph campaigning activities and engagement communications for the trials in the two towns, and how these may influence changes in attitude and observed speed. Referral to the wider strategic agendas and frameworks of the local authorities involved is also critical in defining success of the schemes and how they support wider policy goals. To validate the results from the trials, qualitative data is, for specific criteria, gathered over the same time frame from a comparable town where this specific limit reduction was not implemented. In this instance the town of Deal, also in Kent, is used as a comparator due to its socio-demographic similarity to the trial areas. The range of sources analysed allow the report to offer a comprehensive picture as to how and why the trials have yielded the outcomes that they have thus far, and indeed to pinpoint work areas and priorities moving forward.

METHODOLOGY

FAVERSHAM, TONBRIDGE SPEED LIMIT REDUCTION TRIAL

A town-wide 20mph speed limit was implemented in Faversham and 20mph zone in Tonbridge as part of plans to increase walking and cycling. Studies have shown 20mph schemes encourage healthier transport choices such as walking and cycling. Therefore, both towns were chosen, and experimental traffic orders (ETOs) were introduced to reduce speed limits from 30mph to 20mph. Kent County Council (KCC) anticipated more people would be travelling to work and to school by bike or on foot and hoped these changes would improve safety and ease of travel for the residents. The implementation of the schemes was rapid, due to being in the context of the 2020 pandemic and the drive to promote active travel and provide a socially distanced alternative form of transport. The implementation of both these pilot schemes were signed only changes with self-enforcement; the intervention supported by social campaigns and behaviour change. Road markings and signs, as well as signed 20mph 'gateways' were introduced. These have a red surface to highlight the start of the new

[2] The continued presence of the signed only limits within the respective trials makes it necessary to equate the term post-implementation with what is presented here as 'post' trial data; trials remain active at the time of writing in October 2021.

speed limit. The condition for funding was for the schemes to be implemented in eight weeks, which resulted in consultation occurring after implementation.

Tonbridge town centre was chosen as it had already had several large areas of 20mph speed limits within the Town and there was support from both KCC and Tonbridge & Malling Borough Council.

Faversham 20mph speed limit reduction campaigning started in 2015, with community groups organising following pedestrian deaths and safety concerns from local members of the public. A 'red-dot map' was used for residents to identify where they felt unsafe by marking them on a map of Faversham. The perception of danger for vulnerable road users (VRU) including pedestrians and cyclists was felt throughout the town. This resulted in the group campaigning for the implementation of a 20mph speed limit throughout Faversham.

In 2020, the Department for Transport (DfT) launched its Emergency Active Travel Fund (ATF) as a response to the COVID-19 pandemic to encourage active travel schemes within local authorities. The funding allocations helped enable Kent County Council to use experimental traffic orders to introduce town-wide 20mph speed limit/zone trials. The scheme in Faversham had previously been designed by Faversham Town Council (FTC) but due to the time limits on funding, the complete proposed layout was prevented from being implemented in full initially.

DEAL COMPARATOR

The town of Deal in Kent was used a control location. No intervention or signed only speed limit reduction was introduced in Deal while the 20mph speed trials were ongoing in Faversham and Tonbridge. Behavioural and attitudinal surveys and pedestrian and cyclist count data were collected in Deal alongside the two trial towns. Deal is used to compare and analyse results across the two experimental locations of Faversham and Tonbridge.

The effects of COVID-19 related measures, as well as the differing transport patterns (journey purpose and route, for example) and spatial geographies of the towns should be factored into consideration of the changes in both cycling and walking that took place. In Faversham, the town has a historic centre where narrows roads encourage lower speeds. In Tonbridge, pedal cycle commuter traffic to and from the train station is a recognisable feature, where cycling levels would have been affected by recent lockdown measures. For Deal, domestic tourism is connected to cycling levels relative to seasonality. On a county wide level, comparison with Deal provides a perspective on background trends within urban roads and lower speed limit perceptions in Kent.

QUANTITATIVE AND QUALITATIVE DATA COLLECTED AND ANALYSED

The quantitative data analysed was either road user count data or Vivacity AI data and allows for some preliminary and indictive observations to be deduced. However, it should be noted that there are limitations with some data sources. Direct comparisons could not always be made due to the different natures of sources and a lack of access to complete data. The automatic traffic counter (ATC) data, for example, has a baseline from four years ago for one town and at the start of the trial for the other. The

pre-trial pedestrian and cycling data did not always cover the same locations as the post-trial data. The telematics data utilised covered an entire year and did not directly correspond with the trial period. The telematics data is measured over the length of a particular road and not at specific points as with ATC measurements, suppressing speeds.

Despite these limitations, speed data analysis could be conducted within each town, separately exploring telematics and ACT data.

There was insufficient time post-trial to analyse collision data and comment on safety improvements specifically.

The qualitative data analysed comprised of:

- Behavioural surveys compromising the outputs of c. 600 face to face surveys with questionnaires (1,800 respondents in total). These outputs are thematically divided into 'self-reported' and 'intended' behaviour for drivers, pedestrians and cyclists respectively.[3]
- Pre-existing research studies and historic case studies.
- Consultation evidence received by KCC between 31st July 2020 and 3rd March 2021 on the experimental traffic orders for both trial areas.

REFERENCE SOURCES

Table 1: Reference sources used

Name of Data Source	Creator/Owner	Link to Appendix
ATC data	KCC	Appendix A – Traffic profiles
Traffic and flow data	Vivacity	Appendix B – ATC and Vivacity Comparison
Faversham consultation	KCC, Project Centre	Appendix C – KCC Faversham Consultation
Tonbridge consultation	KCC, Project Centre	Appendix D – KCC Tonbridge Consultation
Faversham Commonplace consultation	Commonplace	Appendix E – Faversham Commonplace Consultation
Map of ATC, Manual Count and Vivacity locations	KCC	Appendix F – ATC, Manual Counts and Vivacity Camera Locations
Reported crash data	Agilysis	Appendix G – Crash Map
20mph qualitative survey data	Lake Market Research	Appendix H – Qualitiative Survey Data
20mph Zones in Tonbridge & Faversham – Pedestrian and Cyclist Count Analysis	Strategic Commissioning – Analytics KCC, PMRS	Appendix I – Pedestrian and Cyclist Count Analysis

[3] 'Self-reported' behaviour refers to those criteria which express individuals' reported levels of a specific activity and 'intended' behaviour refers to expressed intentions to carry out an activity in specified circumstances.

OTHER 20MPH STUDIES

ATKINS REPORT ASSESSMENT AND BEST PRACTICE

Pre-existing research into the effectiveness of 20mph limits is important to consider here, as it provides a conceptual base from which we can not only identify trends or discrepancies against comparable schemes, but also as to pinpoint common interest areas surrounding best practice.

One of the most comprehensive research studies on 20mph reductions was commissioned by the Department for Transport (Maher, 2018). It is a collaborative report produced between University College London's Professor Mike Maher, Atkins, and AECOM. The applicability of the report's framework and findings are extensive; especially since the ETOs under review in Kent fall into the same type of 20mph limit studied – signed only without added infrastructure, street design changes, or associated traffic calming measures. The report found that in many of the case-study schemes, limits were intended to be, and indeed were, self-enforcing through their capacity to formalise safer driving behaviour on nearby roads where 20mph limits were already in place. Over 700kms of new 20mph (signed only) limits were considered. The report itself constitutes a thorough comparative study into the impact of twelve schemes, all of which bar one were implemented between March 2012 and June 2015. Eight out of the twelve schemes included as part of the study hold the classification of 'area-wide' and predominantly 'residential' schemes, meaning they are similar in nature to the area-wide blanket trials implemented in Faversham and Tonbridge where a substantial portion of the towns fall within the ETO. This allows for comparison between 'larger' and more limited schemes in terms of results. Three 30mph comparator were referenced to address enabling and barrier criteria, as well as background trends of urban roads. All the schemes involved the lowering of the speed limit from 30mph to 20mph, and again in terms of alignment with the Kent trials, they were also rolled out alongside supporting community engagement activities to raise awareness and encourage support. Prior to this, the bulk of research has been centred upon 20 mph zones – usually involving the introduction of traffic calming measures on roads where the speed limit was already 20 mph, and without the inclusion of background trends (Webster, 1996).

Whilst the Atkins report is based on studies which are six years old, its structure and methodology makes it a useful comparative resource.

The implementation of any road safety-related scheme, particularly those with long-term objectives which introduce new features and dynamics into specific localities, require a proactive approach, not just in terms of policy but in the way the designated authorities engage with and manage supporting activities (such as publicity campaigns). There are a whole variety of enabling and barrier criteria which need to be considered in the context of seeking to achieve an optimum level of progress towards both strategic goals and scheme impact. The most important enabling criteria, as citied by respondents across the 12 schemes in the Atkins 20mph Research Study, can be summarised as follows:

- Clear articulation of scheme objectives, rationale, and desired outcomes

- Early engagement/'buy-in' from stakeholders and the local community
- Communication of wider policy integration benefits
- Tailoring to local needs
- Active pro-scheme campaigning/complementary activities
- Phased delivery to ensure efficiency and awareness is accrued

Conversely, those surveyed for the study were similarly asked to cite what in their views were the most significant barriers to the implementation of effective 20mph limit schemes, characterised as:

- Inarticulate messaging and marketing
- Confusing evidence base regarding the benefits of 20mph limits
- A lack of clarity on the issue of their enforceability
- Scheme opposition and political change (governance, endorsement, and rhetoric etc.)
- Practical delivery issues such as limited investment and staffing resources

Out of the enabling criteria, 'early engagement from stakeholders and the community'; 'pro-scheme campaigning'; and 'tailoring the scheme with clear objectives', were all citied most frequently. 'Limited resources'; 'public opposition'; and incoherent and 'confusing evidence', were cited as the most difficult factors to overcome when it comes to successful implementation of schemes in an effective manner. This mix of criteria are useful for considering how the data gathered from the Faversham and Tonbridge trials (both qualitative and quantitative) may have been influenced by external activities relating to their implementation.

The distinction between perceived and actual outcomes provides a clear endorsement to approaches that consider the impacts of road safety interventions in a multi-dimensional and critical manner. Whilst the Atkins Report incorporates a level of holistic awareness that is necessary in the adoption of Safe System elements and principles, it does not consider data relating to the wider economic or environmental impacts of 20mph signed only limits. Its purpose is as stated – to inform, strengthen, and supplement evidence-based policies and practice regarding the road safety implications of these said limits. This significant contribution to the evidence base will therefore form an important point of referral throughout this evaluation report. This is the case when we consider attitudes, support levels, and observed speeds for pedestrians, cyclists, and drivers as thematic road user groups. The general findings of the 20mph research study, for solely the purposes of what constitutes 'best practice' are as follows:

- Early engagement with the public and relevant stakeholders is key in securing support; and this should be intertwined with articulate communication of benefits
- What authorities and police say about enforcement is important in influencing the conceptual framework of how limits are perceived by the community.
- High profile and integrated engagement activity is needed to complement 20mph limits themselves.

The quantitative findings (observed) from the 12 case study schemes are that:

- Speed reductions are slightly greater in area-wide schemes than in smaller selective ones:
  For residential case study areas, the introduction of 20mph limits is estimated to have resulted in an aggregated 0.8mph reduction in median speeds and a 1.1mph reduction in 85th percentile speeds on 'important local roads.' In city centre case study areas, the analysis shows a 0.6mph aggregated reduction in median speeds and a 1.0mph reduction in 85th percentile speeds.
- From GPS journey speed analysis, 70% of drivers in residential areas and 86% of drivers in city centre areas were driving at less than 24mph (speeds close to 20mph) after the trials; previously this was 65% and 79% - a small increase in driver compliance therefore since implementation of the trials.
- For the new 20mph limits (signed only), the proportion of drivers travelling less than 20mph increased from 44% to 47%; with the change in median speed being -0.7mph and the 85th percentile speed change being -1.1mph.
- For new 20mph limits (existing calming), the proportion of drivers travelling less than 20mph increased from 60% to 62%; with the change in median speed being -0.2mph and the 85th percentile speed change being -0.6mph.
- For older 20mph limits (signed only), the proportion of drivers travelling less than 20mph increased from 65% to 68%; with the change in median speed being -0.4mph and the 85th percentile speed change being -1.3mph.
- For older 20mph limits (existing calming), the proportion of drivers travelling less than 20mph increased from 67% to 66%; with the change in median speed being +0.2mph and the 85th percentile speed change being -0.3mph.
- Extending 20mph limits (as part of the case study schemes' implementation) appears to have had a moderate speed reduction effect upon older (signed only) limits; but not so on older 20mph limits (traffic-calmed). Schemes have formalised pre-existing behaviours of driving slower on other signed only limits. On traffic-calmed roads, it appears that presence of humps/chicanes has already led to slower speeds. Therefore, the modest scale of speed reduction is not surprising, as a substantial proportion of drivers were already travelling at speeds close to 20mph prior to the introduction of the new limits.

The qualitative findings (perceived) were that:

- Local residents and respondents generally perceived that 20mph limits were beneficial during/after the trials.
- Most residents did not perceive that vehicle speeds had reduced as a result of the trials.
- The speed at which people drive is influenced often by the look and feel of the road, rather than whether a 20mph or 30mph limit is in place.
- In many cases, the implementation of a 20mph limit has formalised existing behaviours as ascribed across many criteria.
- Based on self-reported evidence, there were signs of a small (but significant) increase in use of active travel modes since implementation. Local residents and road users suggested that slower speeds were one of a combination of

factors required to improve the environment for walking and cycling. Appropriate cycle infrastructure (segregated and unsegregated cycle lanes, safe crossings, sufficient space, cycle parking) which makes cyclists feel safe and secure, and considerate behaviour from drivers and other cyclists are also important requirements for a safe and attractive cycling environment.

- Whilst the introduction of a 20mph limit is perceived as a largely positive measure for pedestrians and cyclists; infrastructure-related barriers to walking and cycling remained, and the change in reported levels of walking and cycling undertaken by residents in general appeared to be small (but statistically significant).
- Longer-term 20mph schemes which are supported by complementary transport, health, environment and community policy and interventions are likely to deliver greater benefits.
- The most effective schemes are those which are based on a broad integrated policy agenda (involving health, environment, urban planning, emergency services, education, community representatives, for example).
- There is a widespread view amongst respondents that 20mph limits are not enforced. This is one of the reasons why bigger reductions in speed have not been observed in scheme areas.
- The findings validate DfT guidance which states that where there is moderate/strong support from residents, in conjunction with median speeds below 24mph, then compliance is highly likely and that authorities should therefore look to implement or extent 20mph signed only limits.

OTHER 20MPH LITERATURE REVIEW (BRISTOL AND EDINBURGH)

A literature review of previously implemented and evaluated case studies of additional 20mph schemes in the UK was carried out, from which Edinburgh and Bristol were notable examples. Corresponding results, findings and conclusions are summarised in this section.

In 2018, an evaluation of Bristol's 20mph intervention from 2014 to 2015 was carried out by the University of West England (UWE) Centre for Public Health and Wellbeing, commissioned by Bristol City Council (known as the BRITE study).

The implementation of 20mph speed limits in Bristol was more than just about reducing road traffic casualties; it aimed to improve health and well-being across the city and see how slower traffic speeds could potentially impact people's daily lives. The speed limit was introduced in phases, with the first introduced in January 2014 and the scheme completed in September 2015. A variety of data sources, which included vehicle speeds from ATC and Trafficmaster, and road traffic casualties from STATS19 (eight years of data between 2008 and 2016) were analysed. Walking and cycling levels, surveys on public perception, attitudes, and reported levels of health and well-being were compared before and after the introduction of 20mph speed limits.

The speed limit changes implemented were signed only with social marketing support; there were no additional engineering or traffic calming measures introduced. The study found statistically significant reductions in average traffic speeds of 2.7mph across the city of Bristol, following the introduction of 20mph speed limits. The largest reduction

in speed was on 20mph A and B roads and this overall larger reduction may have been a result of the methodological differences employed in the BRITE study, compared to previous studies. For the study in Bristol, individual speed data from over 36 million vehicle observations was used, rather than daily average speeds, and the inclusion of both residential and larger roads. Using individual vehicle speeds for the analysis created a more granular picture of average speeds, as it accounted for change in individual speeds depending on time of day.

The Bristol study concluded that while reducing casualties and average speed is a positive outcome,

> success is not defined by all average speeds being under the set speed limit of 20mph – it is about bringing vehicle speeds down closer to 20mph, and assessing any positive impacts of that speed reduction compared to the situation before the introduction of the lower limits (Pilkington, Bornioli, Bray, & Bird, 2018, p. 16).

Positive impacts include casualty reductions, increasing physical activity, social interaction, reducing pollution and increasing safety, community support and modal shift.

To assess the effectiveness of 20mph speed limit interventions and evaluations, it is important to 'prioritise the ongoing collection and analysis of appropriate data on vehicle speeds, road traffic casualties and promote community health and well-being'.

Similarly, in 2019, an interim evaluation on the key outcomes following the implementation of 20mph speed limits in Edinburgh was carried out by the National Institute for Health Research (NIHR). Comparably, the intervention in Edinburgh was also a sign-only scheme and did not involve the introduction of any physical traffic calming measures, like speed humps. The evaluation aimed to provide an overview of changes in vehicle speed and volume, road traffic collision rates and injury before and after the implementation of 20mph speed limits.

The report concluded in noting a statistically significant reduction in average vehicle speed of 1.34mph for all 66 streets where limits were implemented. Speeds over 30mph showed the greatest observed reduction post-implementation with the percentage of drivers exceeding 20mph lower than that observed before the speed limit implementation. A higher reduction in average speed (2.03mph) was observed in streets where the average speed pre 20mph speed limit was greater than or equal to 24mph. As part of the study, there was no evidence of change in the average volume of traffic after the 20mph speed limit implementation or displacement of traffic from 20mph streets to 30mph streets.

The evidence from the Edinburgh study supports the conclusion from the report on the 20mph speed limit implementation in Bristol (Bornioli, Bray, Pilkington, & Parkin, 2019). The report indicates there was not only a reduction in speed post-implementation but also a reduction in road traffic collision rates. In 2013, there was a 20mph survey research report (Research Resource , 2013) published by the City of Edinburgh Council which summarised the key findings from surveys of public attitudes to a 20mph speed limit in South Central Edinburgh. To monitor the attitudinal and

behavioural benefits of the scheme, a face-to-face survey was carried out prior to implementation and replicated one year after the implementation of the speed limit reduction. The results of the survey supported an increase in safety perception for cycling post 20mph limits and the overall support for 20mph speed limit increased significantly with the proportion of respondents strongly supporting the speed limit post-implementation.

CONCLUSION

References to these other studies are made throughout this report, using evidence collected and analysed elsewhere to put the findings in Kent into context.

CONTEXT AND BACKGROUND

ALIGNMENT WITH WIDER AIMS, GOALS AND OBJECTIVES

Vision Zero Strategy

The road safety strategy for Kent's 'Vision Zero' defines a path for a 30-year vision to 2050, with a five-year strategy between 2021 – 2026 delivering safer roads, towns, and villages in Kent. The strategy sets a target of a 50% reduction in fatalities and life changing injuries by 2030. The vision to 2050 incorporates key road safety concepts and goals with aims and objectives. At the centre of the strategy is the target of 'zero, or as close as possible, road fatalities or life changing injuries', embedding the Safe System as the norm (which is considered best practice in road safety), and encouraging walking and cycling as a safe and easy choice, which all together puts Kent at the forefront of road safety innovation.

The strategy includes proactive community engagement using the 'CIRCLE' approach, which encourages public engagement, community concerns, safety, and quality of life as well as injury reduction, incorporating common responsibility and localised campaigns to discuss and develop solutions together.

The strategy also states it is Kent County Council's 'ambition to make walking and cycling an attractive and realistic choice for shorter journeys.' Targeted campaigns for raising awareness and reducing speed limits is mentioned in the strategy, with KCC working with local communities to achieve compliance with new limits. The 20mph speed limit/zone trials in Faversham and Tonbridge therefore align with the wider goals and aims of the Kent Vision Zero strategy, as lower speed limits have generally coincided with higher safety perceptions, which in turn encourages more walking and cycling use. A 2020 YouGov survey of Kent residents mentioned in the strategy informed KCC that safety perception is an important part of active travel uptake as 56% of resident respondents felt that traffic is too fast to cycle safely on the road and 63% would like to see more cycle lanes in their local area.

The pilot trials in Faversham and Tonbridge for speed limit reductions in Kent are part of the Safe System under the Safe Speeds element. The Safe Speeds actions include evaluating and learning from the 'pilot 20mph speed limit towns (Faversham and Tonbridge) and analysis of the impacts and success of measures to improve compliance'.

Active travel and Local Cycling and Walking Infrastructure Plans (LCWIP)

The trial schemes under review have been introduced at a time when both Faversham Town Council (FTC) and Tonbridge and Malling Borough Council (TMBC) are formulating their own Local Walking and Cycling Infrastructure Plans (LCWIP). These provide an opportunity to not only assess road safety performance relating to active travel and their strategic objectives, but also to ensure that relevant policy aims are addressed sufficiently moving forward. In Faversham, there is now a push to drive walking infrastructure plans to fruition and hence generate a modal shift; and FTC views the 20mph limit as 'one component of a longer-term plan to enable more walking and cycling in the town and surrounding area.' Likewise in Tonbridge, consultation is

underway to assess the extent to which infrastructure can continually connect places to one another effectively. This has involved consideration of several questions, such as whether routes align with trips that are regularly made by foot and pedal cycle and to identify the main barriers to active travel participation and how can these be overcome. The Borough hopes to attain a 10% modal shift as part of their Local Plan.

MARKETING, COMMUNICATION AND MESSAGING

The marketing and communications campaigns designed for the 20mph trial speed limit reductions in Faversham and Tonbridge were aimed to be versatile, engaging, and with consistent communication to support the signed-only scheme to achieve positive outcomes.

The scheme was designed to be self-enforcing which was to be attained by raising awareness, increasing knowledge, and influencing positive behaviour change. The main communication objectives of the scheme included raising awareness and embedding the benefits from an increase in walking and cycling during the COVID-19 lockdown to persuade residents, employees, and employers. To educate and increase knowledge about the benefits of the scheme and to generate 'buy-in' and support, it was important to engage with the community to build on existing support and momentum, advocacy and include local concerns. Objectives of the scheme were also to encourage behaviour change among key audiences, by making it easier for motorists to observe the speed limit and persuading more people to walk and cycle in town by encouraging empathy and responsibility among all road users.

The campaign delivery was the responsibility of KCC's Schemes Planning and Delivery team. This included formal campaign communications, engagement, and consultation, supported by Kent Communications and the Road Safety team. KCC's Strategic Commissioning Analytics team provided expert advice on monitoring and evaluation. As part of the campaign, additional support and expertise were by those specialising in Active Travel and the Environment.

The campaign was delivered in three phases and evaluation of the campaign was designed to take place mid-way and within one month of its conclusion. Click rates on social media posts and accounts, websites and media coverage were the measures chosen to evaluate.

Social media campaigns, media releases on local news outlet, online publications, radio, webpages, and town council campaign feeds as well as official Kent websites which are trusted sources of information were used as free and low-cost options for campaign delivery. Paid for and budgeted campaign methods included social media advertising targeted by postcode and potential age group was also incorporated, leaflets, newsletter, TV and radio advertising, billboards, and advertising boards. Events and engagement opportunities like online and community events, including schools and local community as well as large employers were all part of the communications drive.

Faversham

The 20mph scheme was requested by the 20's Plenty Faversham community campaign which has been supported by the Faversham Town Council and delivered

by the KCC. Local support from various community groups is favourable for the implementation of the scheme.

The target audience for these communications and messaging were Faversham residents and residents of neighbouring parishes – Oare, Ospringe, Graveney, Boughton, Selling, Shedwich and Stalisfield. Motorists and transport companies, businesses, local schools, and community groups like Age UK Faversham, for example, were also targeted. Following a Mosaic group analysis on local demographics, it was revealed that the top three groups preferred email and landline followed by post as preferred channels of communication. Faversham Town Council and the 20's Plenty Faversham campaign group were involved in building upon the communication and engagement at a local level.

Faversham sent out media releases to keep residents informed on what was happening through Faversham Town Council, which were weekly and regular social media posting during the first phase of campaign delivery pre-implementation of 20mph speed limits.

During the second phase, Kent Media Group which is a multimedia company and publisher of the Kent Messenger (KM) carried out sponsored content, including information articles addressing questions like 'why, what, when, where and how' with regards to the trial. It also included promoting digital displays online (which resulted in 62k impressions), press ads for two weeks and homepage takeover using visual banners across the KM website for 24 hours, which led to high impact and was good for awareness and generating clicks.

During the third phase (during which the 20mph trial was live), Faversham had continued digital advertisement to raise awareness and encourage people to walk and cycle as well as a homepage takeover in the first week of the trial launch, in October and in January with messaging that supported active travel.

Alongside, Faversham had banners, stickers, postcards, sweatshirts and launch activities with Swale Borough Council. All these led to Faversham creating and delivering a more varied communications strategy.

Tonbridge

The target audience for these campaigns were Tonbridge residents and residents of neighbouring parishes, businesses including local town centre shops and cafes, industrial estates, local school, and community groups, like cadets and guides. A Mosaic demographic analysis was also carried out for Tonbridge and email, mobile, landline and post were revealed to be the most preferred channels of communication.

Additional support and expertise were provided by local organisations specialising in Active Travel and the Environment. TMBC built upon the communication and engagement at a local level, including briefings and providing information to local community groups, such as the Town Team, TBugs and resident associations.

Leaflets and posters were distributed to residents in the second phase of the trial implementation, KM digital advertisements as well as ads on petrol stations and extra social media were also sponsored as part of communications strategy in Tonbridge.

Local and residential stakeholders created short videos from members of the community in support of the 20mph speed limit changes. Tonbridge had more marketing focused on when the 20mph trial was live compared to activities the first phases pre-implementation.

Survey Findings

The 20mph signed-only limit/zone schemes, both in Faversham and Tonbridge, involved specific marketing, communication, and messaging initiatives. In terms of general awareness, a stark contrast can be drawn between the two trial towns, and Deal, the control location, on the respective levels of residents' awareness of 'an introduction of 20mph zones/limits' in both pre- and post-surveys. A quarter of Deal respondents had heard about an introduction of 20mph limits or zones prior to the schemes being implemented in the other two Kent towns, decreasing to only 6% after they had come into force. Expectedly, the levels of awareness across Faversham and Tonbridge were significantly higher for both the pre and post survey: Faversham (67%/74%) and Tonbridge (65%/62%). The proportion of residents in Faversham who had heard about 20mph limits/zones increased by a small amount (+7%) since the introduction of the schemes, whereas in Tonbridge, the figure remained almost unchanged (-3%).

Breaking these awareness levels down further, respondents also provided feedback as to the specific mediums and channels through which they had respectively heard about 20mph zones/limits. Road signage and markings were cited most frequently by residents in both towns: Faversham (78%) and Tonbridge (64%). Aside from infrastructure, respondents in Faversham had, in general, heard about the 20mph zones/limits by a considerably greater proportion across a range of channels. The only channels through which Tonbridge residents had heard on a larger scale about 20mph limits/zones were via 'Kent County Council's website' (8% for Tonbridge, compared to 4% for Faversham) and 'newsletters delivered to my home' (30% for Tonbridge, compared to 17% for Faversham). The greatest disparities, in terms of awareness levels via specific channels, were across 'roadside banners', 'posters', 'online articles', 'car park signs', and 'market square events' – all of which scored significantly higher for Faversham respondents than those in Tonbridge. Whilst clearly both towns' overall levels of resident awareness were positively affected by complementary and externally associated activities, the marketing strategies used as part of these, impacted levels of awareness to a greater extent and over a broader spectrum of multi-media channels in Faversham.

20'S PLENTY CAMPAIGN

From 2015 onwards, Faversham Town Council (FTC) have been involved with a specific campaign group known as '20's Plenty' or '20 is plenty for Us' (nationally). The branch of the campaign for Faversham, '20's Plenty for Faversham', was conceived and ran for a considerable amount of time prior to the trial scheme. The impetus behind this campaign has been to ensure that in Faversham, 20mph is seen as the norm in terms of driver behaviour. Similarly, it is viewed by those involved as a component of moving away from a car-based recovery now and over the long term, encouraging active travel uptake and generating safety perception changes with this goal in mind. The campaign is framed as an advocacy group of 20mph/30kmh limits and should be

viewed therefore within the context of increased adoption of these limits by many highways and local authorities. In this capacity the campaign seeks to build upon the momentum of reduction limits that have occurred on a much broader sense. The marketing mix used in Faversham has clearly affected resident respondent attitude changes. Tonbridge currently have no active 20's Plenty campaign. Both towns were chosen by Kent County Council (KCC) as trial areas irrespective of associated activities adopted as part of their own strategic and policy choices. In Tonbridge, councillors' and KCC members' aspiration for the town to be chosen was considered when the trial areas were originally being selected. As such there is an acknowledgement that public 'knowledge of why the 20mph has been introduced; and raising awareness thereafter' are integral to Tonbridge's strategy.

Drivers

Observed Driver Behaviour

Speed and traffic data was extracted from a series of Automatic Traffic Count (ATC) surveys at various sites across Faversham and Tonbridge. Faversham's ATC surveys covered thirteen sites over one week in both September 2017 (19th to 25th September) and July 2021 (8th to 14th July). Similarly, Tonbridge's ATC surveys covered twelve sites over one week in both July/August 2020 (30th July to 5th August) and July 2021 (3rd to 9th July). This data allows for direct comparison between speeds before and after implementation of the 20mph scheme. It is worth highlighting the longer time period of almost four years between the two speed surveys in Faversham. This poses a limitation on how much the differences in speed can be attributed to the introduction of the 20mph scheme. However, it is thought that no other interventions had been imposed in this time and so it is more likely than not that the observed changes are a result of the scheme (speeds did increase nationally during the first lockdown of the COVID-19 pandemic but these had returned to previous levels over time. It cannot be said categorically that this was the case at all sites within the trial).

Prior to trial implementation in Faversham, the average ATC speed was 22.2mph and this reduced to 21.3mph in July 2021. This represents a 4.1% reduction (-0.9mph) from a level that was already much lower than the pre-trial speed for Tonbridge. In Tonbridge, the average ATC speed was 29.1mph, and this reduced to 26.1 mph in July 2021. This represents a 10.3% reduction (-3mph). The baseline was September 2017 for Faversham and July/August 2020 for Tonbridge. ATC speed changes that have taken place in both towns are noteworthy, across individual sites and as proportionate percentage reductions in general.

In Faversham, pre-trial, the average 85th percentile speed was 25.9mph and this reduced to 25.2mph. This represents a - 2.7% (-0.7mph) reduction and was again lower than the pre-trial measurement for Tonbridge. In Tonbridge, the average 85th percentile was 33.7mph and this reduced to 31.1mph. This represents a -7.7% reduction (-2.6mph). It should always be noted that Tonbridge had higher pre-speeds than in Faversham and therefore a greater reduction was expected to have occurred.

In-vehicle telematics data, which shows average speed difference across the local road networks, shows that most roads in Faversham saw reductions of up to 5mph. In Tonbridge, many roads saw reductions in average speeds (particularly in the north of the town where there were fewer 20mph limits previously). Both towns had a number of roads that saw increases in average speeds, most of which were less than 5mph, however.

Table 2 and Table 3 show the ATC average speeds both before and after the implementation of the 20mph schemes in Faversham and Tonbridge respectively, as well as the observed difference in average speeds. Aside from two sites in Faversham (namely Athelstan Road and Old Gate Road) average speeds reduced across Faversham and Tonbridge by between 0.6mph and 4.6mph. The average reduction measured in Faversham was 0.9mph, or 1.8mph (excluding Athelstan Road and Old Gate Road). The average reduction in Tonbridge was 3mph.

Although speeds increased considerably along Athelstan Road, the average speeds in 2021 (20.7mph) were still broadly in line with the new speed limit. Likewise, although speeds increased on Old Gate Road, the average speeds in 2021 remained relatively low (17.6mph).

There appeared to be better compliance with the new 20mph speed limits in Faversham when compared to Tonbridge. In July 2021, five of Faversham's thirteen sites (38%) had average speeds below 20mph, and 10 of 13 (77%) had average speeds below 24mph[4]. Tonbridge, on the other hand, had no sites with average speeds below 20mph in July 2021, and only four in 12 (33%) sites had average speeds below 24mph.

Table 2 - Faversham ATC Average Speed (mph) Summary (September 2017 to July 2021)

	September 2017	July 2021	Difference
Athelstan Road	15.0	20.7	5.6
Bysing Wood Road	27.9	26.3	-1.7
Lower Road	26.0	24.9	-1.1
Oare Road	32.4	29.0	-3.4
Old Gate Road	15.2	17.6	2.5
Ospringe Road	26.1	23.5	-2.7
Priory Row	18.7	17.5	-1.2
Reedland Crescent	19.8	15.3	-4.5
South Road	23.0	22.4	-0.6
Stonebridge Way	20.0	18.8	-1.3
The Mall	24.0	22.5	-1.5
Westgate Road	17.6	16.5	-1.1
Whitstable Road	22.9	22.2	-0.7

Table 3 - Tonbridge ATC Average Speed (mph) Summary (July/August 2020 to July 2021)

	July/August 2020	July 2021	Difference
A227	25.9	23.2	-2.7
A26	33.2	28.6	-4.6
Ave Du Puy	23.7	22.7	-1.0
B245	32.5	28.4	-4.0
Brook St	29.4	25.2	-4.2
Dry Hill Park	27.3	23.2	-4.1
Higham Lane	26.8	24.7	-2.1
Pembury Rd	31.4	26.9	-4.5
Priory Rd	25.1	23.7	-1.4
Shipbourne Rd	31.3	28.2	-3.1

[4] DfT 2013 circular for guidance on setting speed limits advises if the mean speed is already at or below 24mph on a road, introducing a 20mph speed limit through signing alone is likely to lead to general compliance with the new speed limit.

The Ridgeway	32.7	30.0	-2.8
Yardley Park	30.1	28.2	-1.9

Table 4 shows the average hourly 85th percentile speeds (weighted by vehicle counts) both before and after the implementation of the 20mph schemes in Faversham, as well as the observed difference. Table 5 shows this for Tonbridge. As with average speeds, 85th percentile speeds reduced across Tonbridge and Faversham, apart from Athelstan Road and Old Gate Road.

Despite 85th percentile speeds increasing on average along Old Gate Road, these remained relatively low in 2021 at 20.6mph, indicating that compliance with the new speed limit was good. The 85th percentile speeds at Athelstan Road rose higher, to 24.4mph, although this is still lower than for most sites in Faversham and Tonbridge.

In July 2021, the average 85th percentile speed across Faversham's ATC sites was 25.2mph, with an average in Tonbridge of 31.1mph. This indicates greater high-end speeds in Tonbridge compared to Faversham. This was also observed in the pre-implementation ATS surveys, where Tonbridge had an average 85th percentile speed of 33.7mph compared to 25.9 in Faversham.

Table 4 - Faversham ATC 85th Percentile Speed (mph) Summary (September 2017 to July 2021)

	September 2017	**July 2021**	**Difference**
Athelstan Road	17.3	24.4	7.2
Bysing Wood Road	31.6	30.7	-0.9
Lower Road	30.6	30.0	-0.6
Oare Road	37.1	34.9	-2.2
Old Gate Road	17.1	20.6	3.5
Ospringe Road	30.9	27.6	-3.4
Priory Row	22.1	20.9	-1.2
Reedland Crescent	22.8	17.7	-5.1
South Road	28.2	26.5	-1.7
Stonebridge Way	22.1	22.0	-0.1
The Mall	28.4	26.1	-2.2
Westgate Road	21.3	20.2	-1.1
Whitstable Road	27.6	26.3	-1.3

Table 5 - Tonbridge ATC Average Speed (mph) Summary (July/August 2020 to July 2021)

	July/August 2020	**July 2021**	**Difference**
A227	30.5	27.7	-2.9
A26	38.1	34.8	-3.3
Ave Du Puy	26.4	25.6	-0.7
B245	36.5	33.5	-3.0
Brook St	33.6	30.0	-3.6

Dry Hill Park	31.6	27.9	-3.7
Higham Lane	31.5	29.0	-2.5
Pembury Rd	36.0	32.0	-4.0
Priory Rd	30.5	29.2	-1.3
Shipbourne Rd	37.9	34.8	-3.1
The Ridgeway	37.7	35.8	-1.9
Yardley Park	34.5	33.0	-1.5

Full profiles of average and 85th percentile speeds at all sites in Faversham and Tonbridge are included in *Appendix A – Traffic profiles* on page 58.

From January 2021 onwards, continuous speed and traffic flow data has been available in Kent from Vivacity sensors. There were four six sensors in Faversham and seven sensors in Tonbridge that had complete coverage for January to July 2021. *Appendix B – ATC and Vivacity Comparison* on page 96 includes a comparison of the Vivacity speed and flow data to that gathered by ATC surveys. Comparisons show that traffic counts reliably agree across the two different data sources. There is good correlation in average speeds recorded by the two different sources, although speeds recorded by Vivacity appear to be suppressed compared to ATC average speeds.

Across the sites surveyed for both towns, therefore, speeds have decreased moderately since the introduction of the trials (-0.9mph for Faversham and -3.0mph in Tonbridge for ATC speeds); (-0.7mph for Faversham and -2.6mph for 85th percentile average reductions). Speeds were already much higher in Tonbridge; hence a greater reduction was expected. This aligns with the 20mph limit (signed only) Research Study which found that the fastest drivers reduce speed by the greatest amount.

Vehicle speed data is also available in Kent from Ordnance Survey's Highways Network Speed Data. Average speeds are calculated using in-vehicle telematics data. As sample sizes are lower than those from ATC or Vivacity sensors, data is aggregated annually over financial years (April to the following March). This allows for network-wide comparisons of average speeds in Faversham and Tonbridge over a period before the introduction of 20mph speed limits/zones (April 2019 to March 2020) and a period in which the new speed limits/zones were introduced (April 2020 to March 2021). It is important to note that this latter period does not align exactly with the 20mph scheme and includes a significant period in which the original speed limits were still in place. Although this will result in an underestimation of the overall effect of the scheme, this does provide some indication of what changes there may have been in average speeds.

Figure 3 shows the differences in average speeds between the 2019/20 and 2020/21 in Faversham. Most roads saw reductions of up to 5mph, with a few having even higher reductions in average speed. Some roads saw increases in average speeds, although most of these were by less than 5mph.

Figure 3 - Faversham Average Speeds Differences (2019/20 to 2020/21)

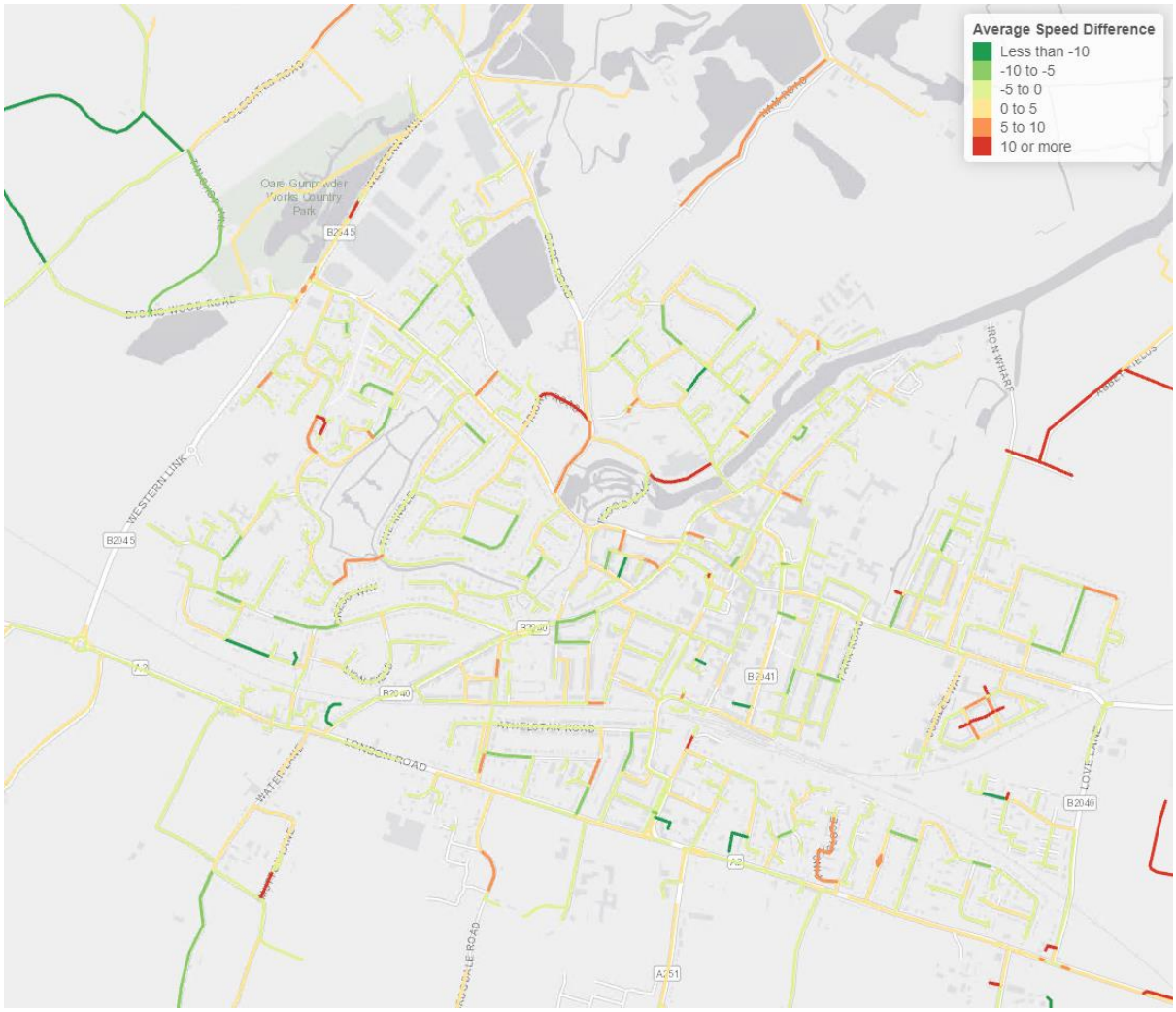


Figure 4 shows the changes in average speeds in Tonbridge between 2019/20 and 2020/21. As with Faversham, many roads in Tonbridge saw reductions in average speed of up to 5mph, particularly in the north of the town. There were some roads that saw increases in average speeds, although most of these were by less than 5mph.

Figure 4 - Tonbridge Average Speeds Differences (2019/20 to 2020/21)

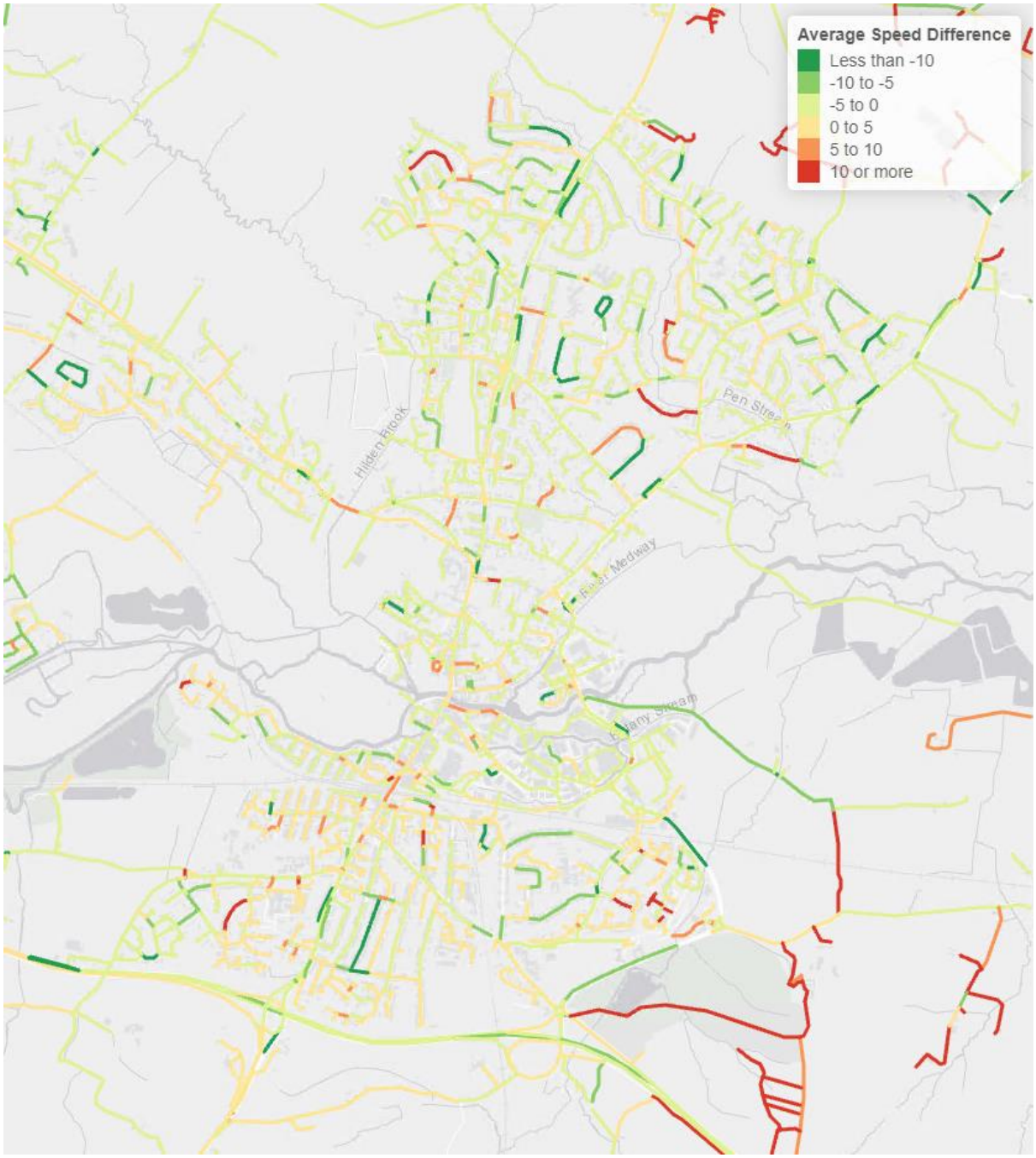


Figure 5 shows average speeds across Faversham between April 2019 and March 2020. Most roads in Faversham had average speeds below 20mph. Very few roads had average speeds above 24mph. These include the A2, Ospringe Road, Bysing Wood Road, Oare Road, Lower Road, Whitstable Road, and Love Lane. This aligns with the ATC data, where Oare Road, Bysing Wood Road, Ospringe Road and Lower Road had the highest average speeds in September 2017.

Figure 5 - Faversham Average Speeds (April 2019 to March 2020)

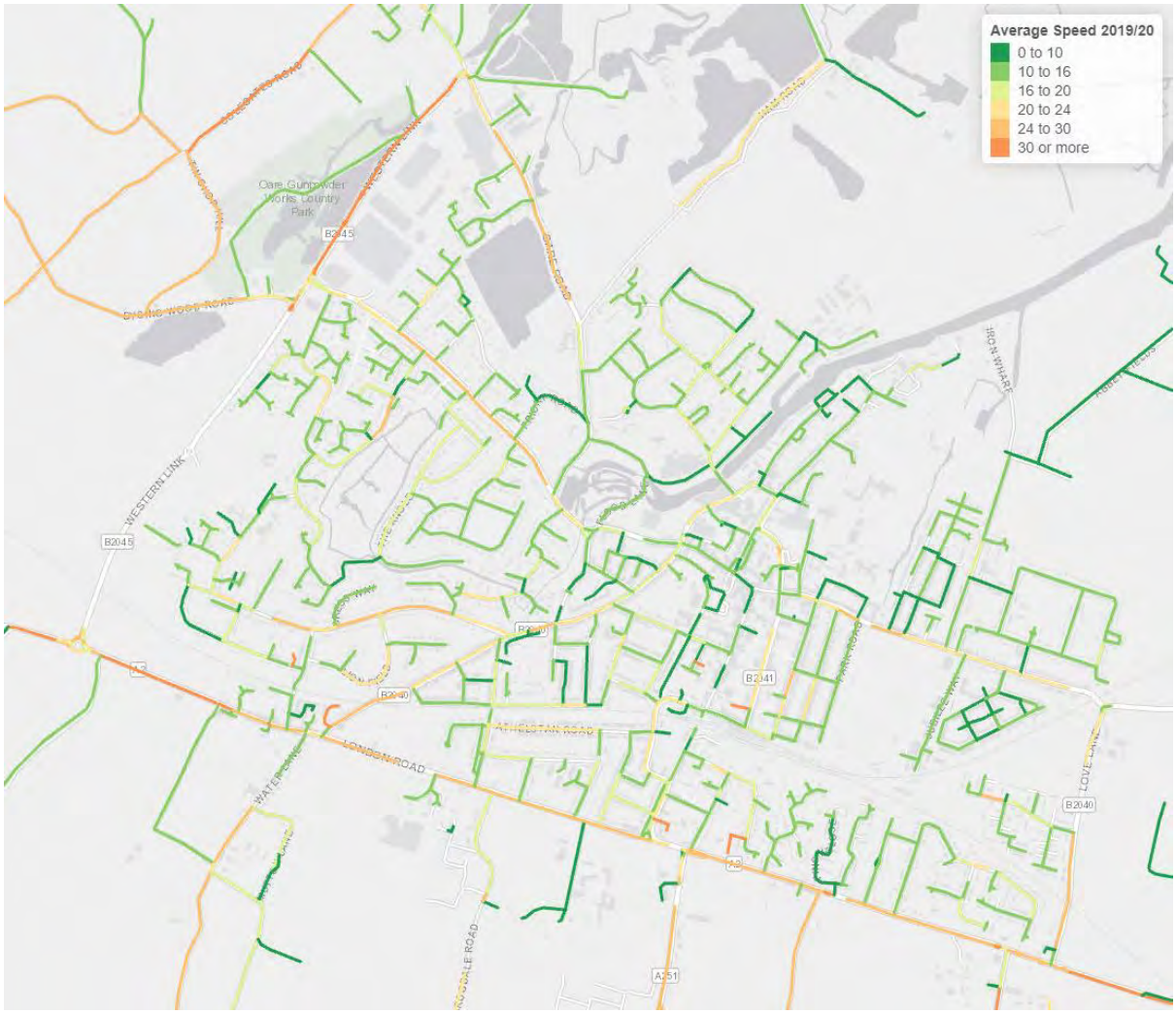


Figure 6 shows average speeds in Tonbridge between April 2019 and March 2020. Most roads had average speeds in this period below 20mph. However, there were some roads with higher average speeds, including some that were over 30mph. Higher speeds were found along parts of the A26, as well as Shipbourne Road, The Ridgeway, Dry Hill Park Road, Yardley Park Road, Pembury Road, Brook Street, and the B245. This agrees with the ATC speed data, as the A26, The Ridgeway, the B245, Pembury Road, Shipbourne Road, Yardley Park Road, Brook Street, and Dry Hill Park Road had the highest average speeds in July/August 2020.

Figure 6 - Tonbridge Average Speeds (April 2019 to March 2020)

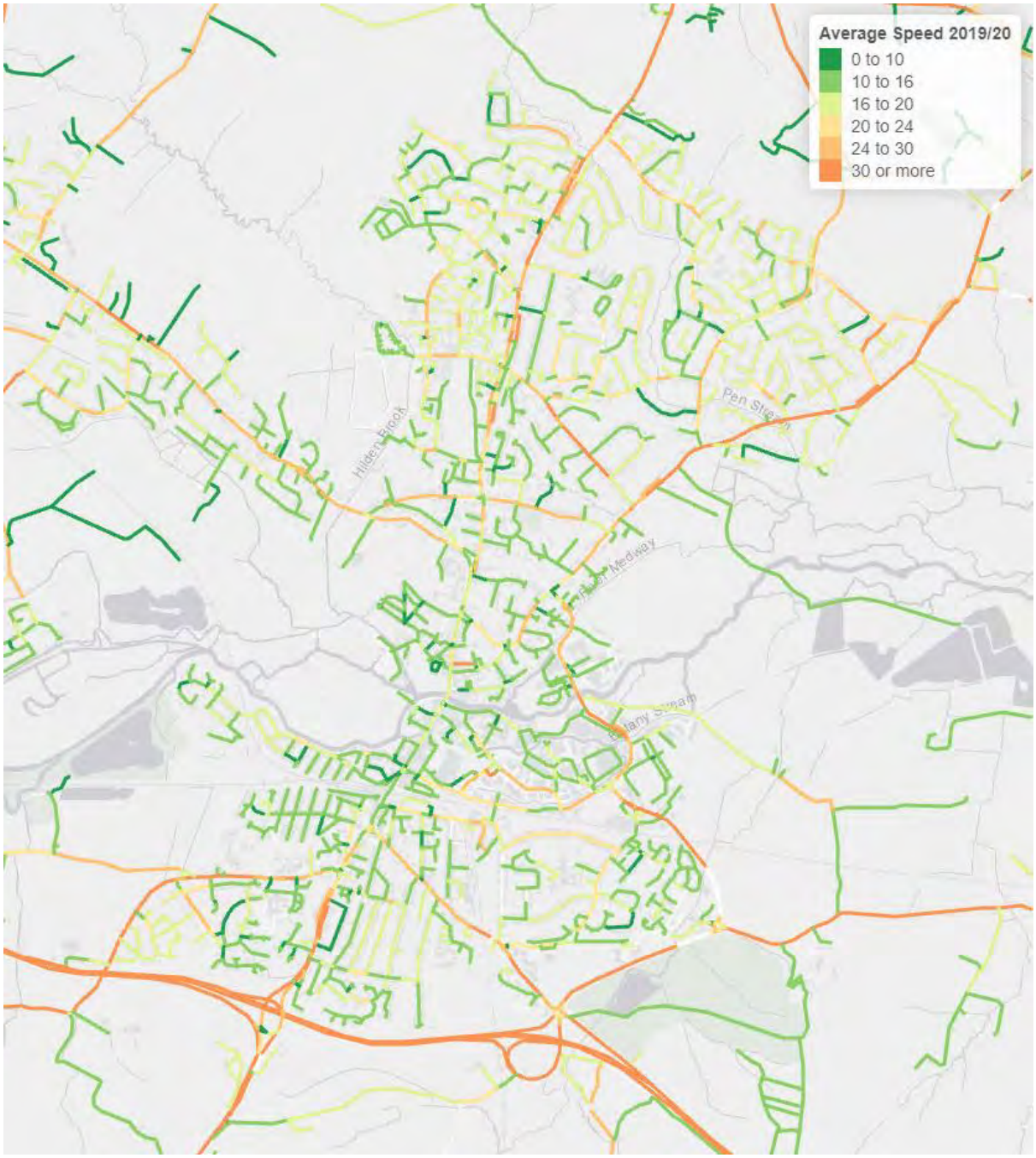


Figure 7 shows average speeds in Faversham between April 2020 and March 2021. As in the 2019/20 period, most roads had average speeds below 20mph. Few roads had average speeds above 24mph, and these overlapped with the roads which had higher speeds in 2019/20. These include the A2, Ospringe Road, Bysing Wood Road, and Oare Road. Whitstable Road and Love Lane, however, saw speeds reduce to below 24mph.

Figure 7- Faversham Average Speeds (April 2020 to March 2021)

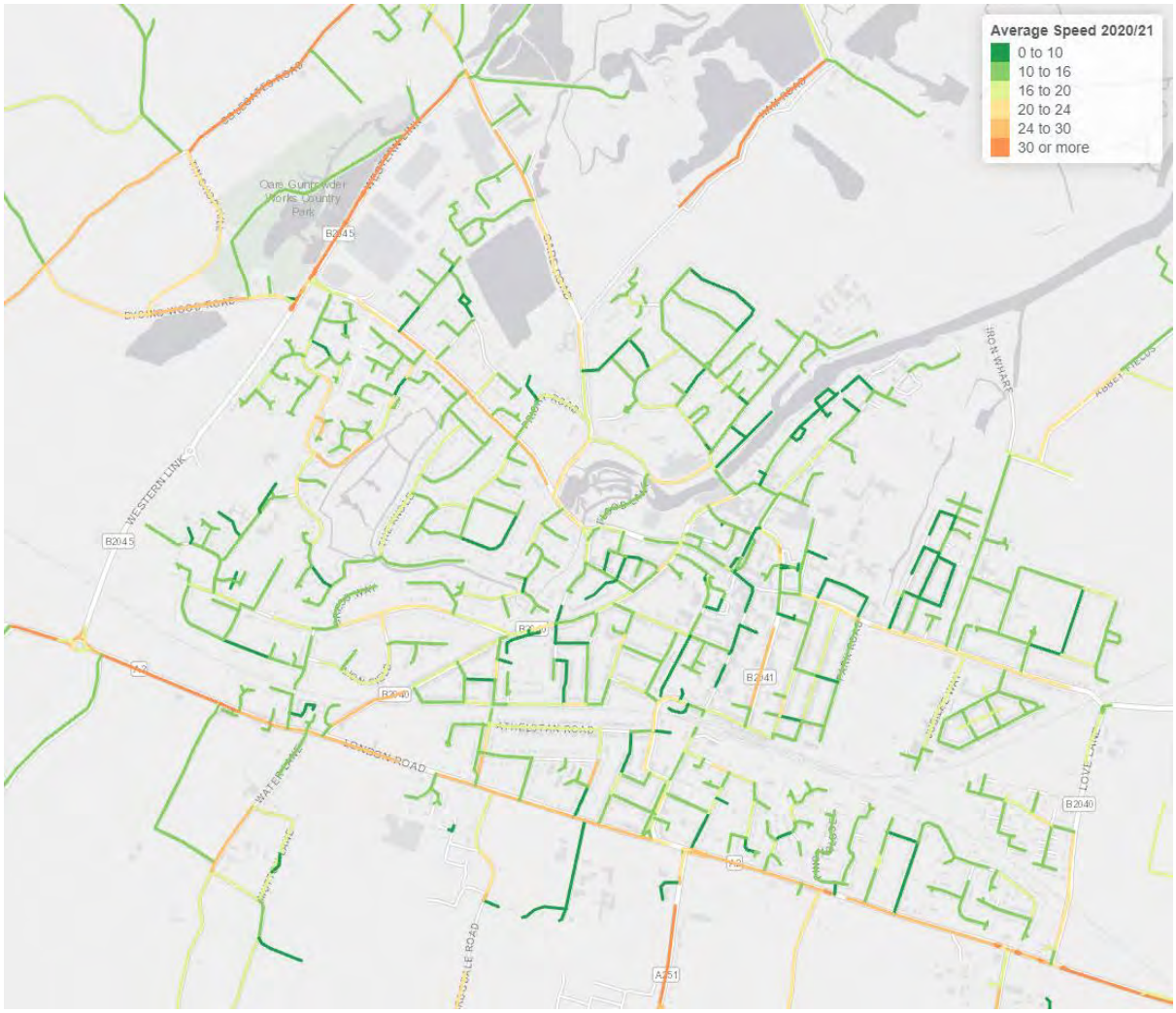
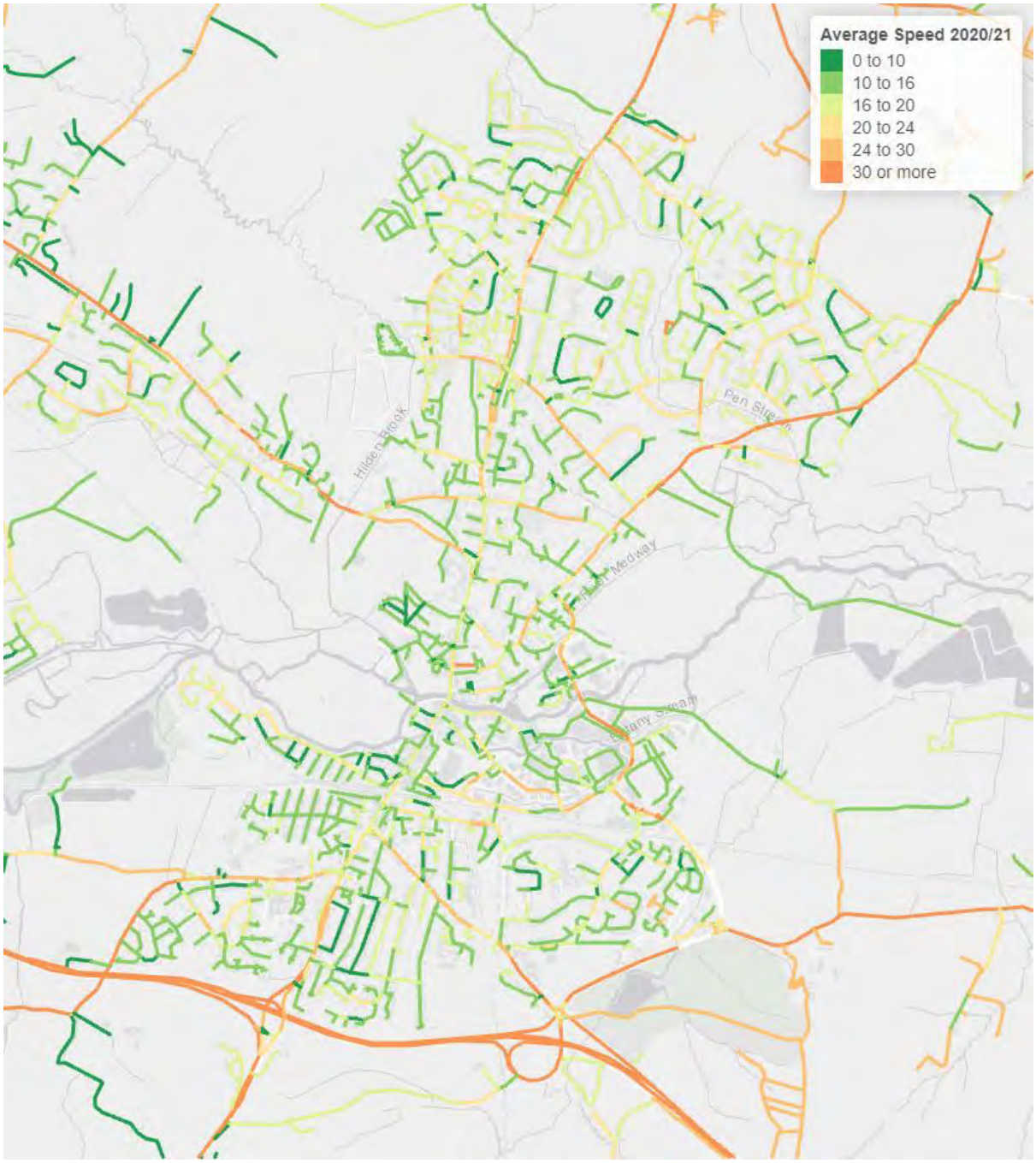


Figure 8 shows average speeds across Tonbridge between April 2020 and March 2021. Like the 2019/20 period, most roads had average speeds in this period below 20mph. There were, however, still some roads with average speeds above 20mph, including some over 30mph. Higher speeds were found along similar parts of the network to those in 2019/20. These include parts of the A26, Shipbourne Road, The Ridgeway, Dry Hill Park Road, Yardley Park Road, Pembury Road, Brook Street, and the B245. Again, this agrees with what was observed in the ATC data, with the highest average speeds in July 2021 being recorded on The Ridgeway, the A26, the B245, Shipbourne Road, Yardley Park Road, Pembury Road, and Brook Street.

Figure 8 - Tonbridge Average Speeds (April 2020 to March 2021)



It is difficult to report directly on any changes in observed risk in Faversham and Tonbridge following the implementation of the 20mph speed limit schemes. As collisions are relatively rare, the few months for which STATS19 is currently available post-implementation would not give a sufficiently representative sample to provide robust measures of risk. A longer-term evaluation of this scheme should reflect on changes in collision rates once enough time has passed.

The Atkins 20mph report's impact evaluation into 20mph signed only limits outlines the distinct changes in observed speed within older 20mph that are 'traffic calmed/with additional infrastructure' compared with those that 'signed only' within the case study schemes themselves. The conclusion that greater speed reductions occur over the

long-term over the course of signed only limit schemes, as opposed to traffic-calmed limits, is definitive. This is evidenced by the 20mph Research Study's findings based on GPS journey speed data; where in 'traffic-calmed' 20mph zones with limits, the change in median speed was +0.2mph, and the change in 85th percentile speed was +0.3mph. This contrasts to the observed speed changes upon the new 20mph signed only limits introduced themselves, and older limits of the same nature. Within the new signed only limits, the change in median speed was -0.7mph and the change in 85th percentile speed was -1.1mph. The speed reductions on older 20mph signed only limits were similarly significant across the case study schemes, with the change in median speed being -0.4mph and the change in 85th percentile. (Maher, 2018, pp. 59-60). The potential for the 20mph signed-only limit trials to formalise and embed positive driver behaviour, as well as to aid ongoing speed reductions, are important considerations therefore in refining the schemes moving forward.

INTENDED and Reported Behaviour

Pre-evaluation phase questionnaire data gathered insights into individuals' self-reported frequency levels of driving prior to the initial fieldwork of the trials. Levels of self-reported car usage 'everyday' were notably higher for Tonbridge (32%) than in Faversham (22%) and Deal (21%). Deal had almost a quarter of respondents (24%) having stated that they 'never' travel by/use a car; this was 17% for both trial towns. Affinity for car travel was, on average, slightly higher for Tonbridge than in Faversham, and notably more so than in Deal. During the fieldwork phase of the trials (post introduction of coronavirus-related measures), car usage decreased across all three towns for 'every day' use; Faversham (-6%); Tonbridge (-10%); and Deal (-3%).

Since the introduction of 20mph (signed only) limits/zones, a similar level of residents in Faversham (+6%) and Tonbridge (+5%) reported an increase in their level of car-related activity. Those assigning themselves as driving conversely decreased by 7% In Faversham and by 5% in Tonbridge. In terms of net percentage change therefore, car usage remained virtually unchanged following the introduction of the limits – a contrast to more active travel modes, where we saw notable increases in walking and slightly more modest increases in cycling across both trial areas. The beginnings of an acceleration away from car reliance (considering only self-reported changes) did not crystalize across all the towns. The distinction between this reported and actual observed behaviour must be highlighted here, with empirical changes explored in the pedestrian and cyclists counts provided. In Faversham, these plateauing levels of car use may be connected to respondents' attitudes to blanket infrastructure and the perceived adverse behaviour of drivers as a road user group. In Tonbridge, a lack of support for changes to the 20mph zone and the perceived effects of lower speed and blanketed limits on traffic and journey times may contribute to a virtually identical plateauing pattern of use.

Analysis of intended behaviour can be used to assess the reception of the trial schemes. This refers to questions which explicitly indicate any intention or changes in likelihood to carry out a specific behaviour as a driver. Residents in this instance were asked about their willingness to 'drive in excess of the speed limit on 20 mph roads' both pre and post introduction of the town-wide schemes. Out of three towns, only in Deal did a similar level persist from pre to post implementation (-1%). Willingness to

exceed the limit on these roads increased slightly in Faversham (+5%) and exponentially in Tonbridge (+23% from 17% to 30%). Across both trial areas and Deal, willingness to drive in excess of speed limits on either '30mph' or '40mph roads' changed only marginally post-implementation. This far more dramatic increase in willingness to drive in excess of the limit on 20mph roads aligns with the attitudinal findings where opposition to the limits increase post-implementation amongst Tonbridge residents.

On the more general question of whether respondents would be 'willing to always drive to the set limit of an area where legal to do so', no change in those willing to do so was recorded in Faversham post-implementation (81%). Ten percent more respondents stated they would be willing to always drive to the set limit in both Tonbridge (68% to 78%) and Deal (75% to 85%). Therefore, despite an increase in the minority who would be willing to exceed 20mph limits specifically, overall, there was a high willingness to generally observe speed limits.

In terms of the broader behavioural impact, changes in perceived 'negative' driver behaviours are prominent. A quarter of respondents in Faversham started there was now 'more' aggressive driving'; this is 54% for Tonbridge. 'Consideration for other road users' as occurring 'more' was cited by 19% and 'less' by 11% in Faversham. In Tonbridge, this was cited as occurring 'more' by 15% and 'less' by 32%. The responses from this latter metric are reflected in the proportionate percentages for the statement that 'road users [are now] following speed limit instructions.'

PEDESTRIANS

INTENDED AND REPORTED BEHAVIOUR

Pre-evaluation questionnaire data gathered individuals' self-reported levels of walking prior to the initial fieldwork of the trials. Over a third of respondents in both Faversham (37%) and Tonbridge (36%) described themselves as 'every day' walkers – 10% greater than the same metric taken in Deal (26%). This similar proportion of self-reported walking will prove important for gauging levels of change post implementation when the two schemes are compared. What is notable here, however, is not only that 7% of Tonbridge residents claim to 'never' walk (the highest percentage for this metric), but that proportionally they describe themselves as 'everyday' car users by over 10% more than in Faversham (22%) and Deal (21%). This modal usage disparity (also see Cyclists on page 40) is mirrored under the measure of walking '5 to 6 times a week', with 27% of Faversham and 25% of Deal resident respondents selecting this option, which is over 10% higher proportionally than in Tonbridge (13%). During the fieldwork phase of trials (post introduction of coronavirus-related measures), self-reported levels of 'everyday' walking increased in Faversham (+2%), Tonbridge (+1%) and Deal (+3%), whilst noteworthy change occurred in those reporting walking '5 to 6 times per week' in Faversham (+4%) and Deal (+3%). Significantly, respondents in Tonbridge reported the same level of self-activity across the period for this metric (13%). To contextualise these self-reported changes in walking, it is noteworthy to point out that in the post implementation demographic survey responses (taken August/September 2020), 95% of residents in Faversham claimed to walk as a mode of transport, with 88% for Tonbridge and 93% for Deal.

Since the introduction of the 20 mph limits/zones (signed only), a significant proportion of residents, in both Faversham and Tonbridge, have indicated that their use of walking as a travel mode has increased. A slightly greater proportion of residents in Faversham (+14%) reported that their levels of walking had increased than in Tonbridge (+10%) since the commencement of the trial scheme. Two percent of respondents in both towns stated that their levels of walking had decreased. The introduction of these new signed only limits appear to have accelerated this trend in modal shift of increased walking in Faversham, and to a slightly lesser extent in Tonbridge. The lack of notable change in the perception that '20mph limits provide a safer environment for walking' (see Intended and Reported Behaviour) suggests that reported activity rate change does not necessarily equate to attitudinal, and in this case safety perception, change.

In terms of the broader 'behavioural' impact, changes in the perceived 'amount of walking in the area' are similar for both of the trial towns. In Faversham, 23% of respondents stated there was 'more' walking occurring in their area; this was 18% for Tonbridge. Only 2% of respondents in both towns stated that 'less' walking occurred post trial. Despite the decreases in many walking metrics for attitudes and safety perceptions, there is clearly an impression amongst respondents that a greater level of this active travel mode is occurring.

OBSERVED PEDESTRIAN COUNTS

Table 6 shows the summarised data collected by PMRS, who were commissioned to carry out counts of pedestrians and cyclists at 20 sites in each of the three towns on a Thursday, Friday, and Saturday at three occasions over six months. At each location, a six-to-eight-minute sample was taken, this was then multiplied by the relevant factor to arrive at an hourly estimate of footfall and cyclist numbers at each location. Full analysis was undertaken by PMRS to place the counts into context, exploring COVID-19 restrictions and other external factors, such as weather, on the data (and therefore will not be repeated here).

Deal experienced its highest footfall in June 2020, which then decreases in autumn and winter months, to increase again in June 2021 (albeit by a lower amount than in 2020). Faversham recorded its highest number of pedestrians in June/July 2021, although footfall was fairly high on all occasions. Tonbridge saw its highest footfall in October 2020 and the lowest in June 2020.

Compared with pre-installation of the 20mph limits/zones (June 2020), both Faversham and Tonbridge saw increases in pedestrian footfall in both September/October 2020 and in July 2021.

Table 6 - PMRS Pedestrian Counts

	Deal	Faversham	Tonbridge
June 2020	130,874	120,987	65,618
September/October 2020	90,943	127,148	96,394
December 2020	96,431	115,089	82,019
June/July 2021	101,484	142,962	67,869

From January 2021 onwards, pedestrian count data has been available in Kent from Vivacity sensors. six of these sensors located in Faversham and seven sensors in Tonbridge had complete coverage for January to July 2021. Unfortunately, only one of these sensors in Faversham and five in Tonbridge align with the 40 sites used in the PMRS pedestrian and cycle survey. Because of this, and the limited overlap in temporal coverage, it is not possible to draw direct comparisons between the two data sets. However, the Vivacity data does allow for monitoring of trends in pedestrian movement in 2021. The comparative AI Vivacity data for pedestrians is provided in *Appendix B – ATC and Vivacity Comparison*.

Self-reported levels of walking, or increased pedestrian activity, remained stable across the 12 case study schemes in the Atkins 20mph research study, with 95% as an aggregate percentage who said that they walk at 'about the same' frequency as before the introduction of the 20mph (signed only) limit/zone scheme in their area. **A small but significant proportion of residents across the case study areas stated that it increased their levels of walking (+5%). The more pronounced self-reported post-trial levels in Faversham (+14%) and Tonbridge (+10%) are therefore above average**.

CYCLISTS

INTENDED AND REPORTED BEHAVIOUR

Pre-evaluation phase questionnaire data gathered individuals' self-reported levels of cycling prior to the initial fieldwork of the trials. In each of the trial towns, 3% of respondents designated themselves as 'everyday' cyclists; this was 4% for the comparator Deal. Only 1% of Tonbridge's residents stated that they cycled '5 to 6 times a week'; a contrast to Faversham (4%) and Deal (5%). These self-reported levels represent a moderately low level of uptake prior to fieldwork and the presence of coronavirus-related measures. Significantly, a higher proportion of Tonbridge respondents (74%) stated that they 'never' cycle, than in Faversham (67%) and Deal (60%). During the fieldwork phase of trials (post introduction of coronavirus-related measures), self-reported levels of 'everyday' cycling persisted at 3% for both trial towns and the comparator. There was also no change in the proportion of those cycling, '5 to 6 times a week' in Tonbridge, with Faversham and Deal increasing and decreasing by 1% respectively. The proportion of those reporting that they 'never' cycle increased for Tonbridge (+1%) and even more so for Faversham (+4%). It is interesting to note that active travel, through pedal cycle use, did not increase locally, despite a national increase in cycling traffic observed by the DfT[5]. It is significant to note that both Faversham and Tonbridge had markedly fewer residents reporting that they cycle as mode of transport than in Deal; 20% and 18% compared to 28% for the control location.

Since the introduction of the 20 mph limits (signed only), a similar level of residents in Faversham (+8%) and Tonbridge (+9%) reported an increase in their level of pedal cycle activity. These percentages are alone indicative that the limit introductions have had a slightly less positive impact upon cycling uptake than walking as an active travel

[5] https://www.gov.uk/government/statistics/transport-use-during-the-coronavirus-covid-19-pandemic

mode. Whilst coronavirus-related measures had begun to prompt a modal shift to walking and cycling more generally as a national trend, walking clearly predominates out of the two when it comes to Faversham and Tonbridge. For Faversham infrastructure concerns (pavements and crossings) surrounding active travel and indifferent driver behaviour, may predicate these low levels. Whereas for Tonbridge the perceived unsuitability of 20mph as 'blanket' speed zone may feed into its self-reported behaviours.

The questionnaire survey data provides insight into the *intended* behaviour (of cyclists and drivers). This refers to questions about any intention or changes in likelihood to carry out a specific behaviour. Residents, in this instance relating to cycling, across all three towns were asked about their willingness to 'ride a bicycle in excess of the speed limit on 20 mph roads', both pre and post introduction of the town-wide schemes. Only Deal, the comparator, witnessed a slight decrease (-3%) in those stating that they would be willing to cycle in excess of the limit of a 20mph road. Tonbridge witnessed the greatest increase in those respondents stating that they would be willing to exceed in these circumstances (+14%) – a total of 32% post-implementation (12% 'very willing'/ 20% 'quite willing'). Faversham witnessed a marginal increase (+3%). Whilst Faversham and Deal both have a much higher percentage of residents stating that they would be 'not at all willing' (36% and 39% respectively), Deal has a notably lower percentage than both the trial areas, of those who now say they would be willing overall (12%). By age in Faversham, those in the age brackets 35-54, and 55+, report the greatest increase in willingness to exceed 20mph limits whilst riding a bicycle (+5% and +6% respectively against +1% for 16-34 age bracket) The inverse is true of Tonbridge residents (+17% for 16-34 age group)

In terms of the broader behavioural impact, changes in the perceived 'amount of cycling in the area' are similar for both of the trial towns. Twenty-two percent of respondents in Faversham stated there was 'more' cycling occurring in their area; this was 20% for Tonbridge. Again, as with walking, only 2% of respondents in both towns stated that 'less' cycling now occurring post trial.

OBSERVED CYCLIST COUNTS

The same methodologies used to count pedestrians were used to count cyclists. Faversham recorded a 1.8% decrease in cyclists in June/July 2021 compared to June 2020 whereas Deal recorded a decrease of 26.3% and Tonbridge a decrease of 29.3%. All three towns recorded a reduction in cyclists of between 40% and 60% in December 2020 compared to June 2020. Cyclist counts appear to be more affected by the time of year and weather than pedestrian counts.

Table 7 - PMRS Cyclist Counts

	Deal	Faversham	Tonbridge
June 2020	21,280	10,872	7,824
September/October 2020	10,639	8,744	5,350
December 2020	11,628	4,170	4,654
June/July 2021	15,693	11,072	5,530

From January 2021 onwards, cyclist traffic counts have been available in Kent from Vivacity sensors. Six sensors located in Faversham and seven sensors located in Tonbridge had complete coverage for January to July 2021. Unfortunately, the overlap between Vivacity sensors and sites from the PMRS survey is not sufficient to make accurate comparisons between the two. However, as with pedestrian counts, the Vivacity data does allow for monitoring of trends in cycle usage in 2021. The comparative AI Vivacity data for cyclists is provided in *Appendix B – ATC and Vivacity Comparison*.

Self-reported levels of cycling activity remained stable across the 12 case study schemes in the Atkins 20mph study, with 97% (as an aggregate percentage) who stated that they cycle at 'about the same' frequency as before the introduction of the 20mph (signed only) limit scheme in their area. A moderately small proportion of residents across the case study areas stated that it increased their levels of cycling (+2%); with 1% stating their cycle use had actually decreased. Once again, the increases in active travel reported in in Faversham (+8%) and Tonbridge (+9%) represent an above average uptake when compared with the aggregate research study percentage in terms of the limits' potential to encourage further cycling participation, (Maher, 2018, p. 53).

Attitudes

This section considers attitudinal changes and general support levels since the introduction of the two town-wide schemes, using data collected in the pre and post surveys. The rationale behind these levels is also addressed here, exploring why respondents in the trial areas responded the way they did. Attitudes amongst the specific road user groups of pedestrians, cyclists and drivers are considered separately.

Firstly, respondents were asked to state their levels of support for, or indeed opposition against, 'a 20mph limit /zone?' Net support in Faversham was significantly higher both pre and post survey (70% and 65% accordingly). Despite this marginal 5% decrease, there was still a relatively high level of support. Tonbridge and Deal both had similar levels of net support pre-trial: 52% and 57% respectively. For the latter, support levels remained almost the same, rising only to 59% post-implementation. For Tonbridge, however, net support plummeted to 36% - whilst those 'strongly opposed' in the town increased from 12% to 30%. For Tonbridge, this stand-out level of opposition aligns with a greater acceptability and willingness to exceed the speed limit, especially in 20mphs. Opposition levels were lower across the board in Faversham and the comparator for this question. **All these levels are either slightly or significantly lower than for the aggregated percentage of net support generated in the Atkins 20mph research study of 75%.**

Secondly, respondents were asked 'which of the following do you think are the main benefits of the traffic initiatives in your area?'. Whilst this question does not concern the trial limits under review specifically, it does provide an extra layer of depth to understanding the rationale behind the responses themselves, in this case post-implementation. Both the trial towns and comparator all agreed that the main benefits

of traffic initiatives in their area were a) ‘increased road safety for pedestrians’ and b) increased road safety for cyclists’. For a), Faversham and Deal had 66% and 70% of respondents citing this reason, whereas for Tonbridge, this was 55%. For b) 42% of Faversham respondents cited this reason; Tonbridge 38%; and Deal 36%. The much lower level of citation for cycling-related increased safety for Faversham than walking, aligns with the active travel statement consensus levels for these two travel modes for the town. The lower levels for align with the affinity for car usage in Tonbridge and higher levels of ‘never’ having partaken in active travel modes generally (see Intended and Reported Behaviour on page 37 for more discussion on mode choice).

Respondents in Faversham and Tonbridge were then asked to rank specific support and concern reasonings regarding 20mph limits specifically. Percentage levels for most reasons in support of 20mph are slightly higher for Faversham post survey. The top three supporting rationale for Faversham were:

a) ‘Increases safety’
b) ‘Slows down traffic’
c) ‘Better/safer for pedestrians.'

For Tonbridge, those reasons selected most frequently were:

a) ‘Better for children’
b) ‘Needed in residential areas’
c) ‘Increases safety’.

Faversham’s greater appreciation of pedestrian safety implications are reflected in other attitudinal metrics; and Tonbridge’s stronger recognition of children’s active travel safety implications is reflected elsewhere. Percentage levels for concern criteria are considerably higher for Tonbridge post survey. The top three concern criteria for Faversham were:

a) ‘Blanket-imposition not welcome’
b) ‘Drivers ignore 20mph limits’
c) ‘30mph is adequate’.

For Tonbridge, those selected most frequently were:

a) ‘Blanket-imposition not welcome’
b) 30mph is adequate’
c) ‘Slows down traffic’ and ‘journey time increases.’

It is important to note here that the proportion of respondents in Tonbridge who mentioned the blanket-approach/infrastructure concern (28%) was over twice that of Faversham respondents (12%).

Respondents were similarly asked about the perceived ‘appropriateness’ of and ‘compliance’ with the speed limits before and after trial commencement. There is a clear distinction between the two trial towns, where perceived speed appropriateness increases for Faversham (+12%) but decreases greatly for Tonbridge (-27%). On the question of whether ‘most drivers obey speed limits’, there was a marginal decrease in net agreement for Faversham (-5%) but a substantial drop in net agreement for Tonbridge (-17%). Deal, the comparator, had greater net agreement post-implementation than both trial areas on this compliance question (41%).

Driver Attitudes

This section considers attitude changes across the three towns, focusing on 'drivers' as both a user group and attitudes relating to them. Certain safety perceptions pertaining to this group, before and after the trial's implementation, are again broken down into three age brackets: 16-34, 35-54, and 55+.

In Faversham, net agreement that 'speed limits in the area are safe for driving *personally'*, remained at virtually the same level post-implementation (-2%) as it did for the comparator (no change). For Tonbridge, net agreement declined slightly from 81% to 75% after implementation. On the similar statement that '20 mph limits provide a safer environment for driving', there was a slight decrease in Faversham (-11%), and a more substantive decrease occurred (-18%) in Tonbridge. In the comparator area, there was conversely an increase in net agreement of 7% to the highest post-level out of all three areas. In both trial towns, all three age groups contributed in relatively equal measure to the percentage decrease for the statement. Those aged 16-34 drove the increase in net agreement in Deal.

Following on from generic driver-related safety statements, respondents were similarly asked whether they felt that '20 mph limits increase drivers' awareness of potential risks and hazards.' A similar pattern is reflected against this metric, with both towns experiencing decreases in agreement (-7% for Faversham and -18% for Tonbridge). Deal's net agreement increased by 11% for this metric. **Faversham's post-level agreement (71%) sits above the Research Study's residents' agreement on this metric (41%) whereas Tonbridge's sits at a similar level at 44%.**

An additional group of statements were asked of respondents relating to 'acceptability' of speeding in certain conditions. Firstly, respondents were asked to gauge their acceptability to 'exceed the speed limit on roads of 20mph roads'. For both pre and post implementation, levels were significantly higher for Tonbridge than for Faversham and the comparator, Deal. Acceptability to exceed 20mph limits increased marginally for Faversham (+3% from 6% to 9%), notably for Tonbridge (+10% from 13% to 23%) and decreased marginally for Deal (-3% from 7% to 4%). The larger increase here reflects other qualitative 'driver' metrics measured for Tonbridge, such as 'willingness to exceed the speed limit on roads of 20mph' and 'willingness to exceed to legal limit' (see Intended and Reported Behaviour on page 37). Little or no change was observed across all town's areas on 'acceptability to exceed at either 30/40mph'. 'Acceptability to always drive to the set speed limit' is the only attitudinal metric for drivers which increased in percentage terms for all three areas. Acceptability increased on residential roads for a similar metric in the Bristol 2014/15 case study after the 20mph limit was introduced.[6]

The previous pattern in attitude percentage level changes reasserts itself for the statement that '20mph limits make it more acceptable to drive at lower speeds'; which,

[6] 'Changing the speed limit from 30mph to 20mph seems to have softened residents' attitudes towards speeding in the Phase areas surveyed. Following the introduction of the 20mph speed limits, between 24% and 32% of residents are likely to feel it is sometimes acceptable to drive over the signed speed limit on residential roads, while before the 20mph intervention the figures were between 11% and 21%.' (Pilkington, Bornioli, Bray, & Bird, 2018, p. 24)

in Faversham, remained at a similar but slightly lower level (-2%); decreased notably in Tonbridge (-14%); and increased for Deal (+7%). In Faversham, three-quarters of respondents agreed that 20mph limits make it more acceptable to drive at lower speeds, whereas the reduction in Tonbridge was from 65% to 51%. There were reductions in agreement in the two trial towns that 'drivers are more considerate to people cycling in 20mph limits', with Faversham moving from 60% to 49% and Tonbridge from 43% to 25%. Deal's respondents agreed with this metric by an increase of 5% since the pre-survey. **Elsewhere, 72% of drivers in the research study stated that the introduction of a 20mph limit makes it more acceptable to drive at lower speeds; 74% for Faversham and 78% for Deal align with this whereas Tonbridge's post-level of 51% does not.**

Finally, respondents were asked to rate their levels of net agreement for 'negative' aspects of *being* a driver before and after the trial – aspects connected to 'perceived concerns' for this road user group.' There was no change in the proportion of drivers who felt that '20mph limits are ignored by many drivers' in Faversham; a slight increase in Tonbridge (+6%) and Deal (+7%). Net agreement that '20mph limits are frustrating for drivers' increased for both Faversham (+9%) and Tonbridge (+14%); but remained the same for Deal (-1%). There is sharp contrast between the towns regarding the statement that '20mph limits make journey times irritating' where in Faversham a much lower proportion agreed (-21%); in Tonbridge this increased by 4%; and in Deal decreased by 4%. It is significant that although 'drivers ignoring the limits' was amongst the most citied concerns by Faversham respondents, against these similar statements there was not a notable increase in net agreement. The greater increases in agreement for these 'negative concern' metrics for Tonbridge appears to suggest that the introduction of a 20mph area-wide limit that has prompted opposition. **In both Faversham and Tonbridge, however, a greater proportion noted that 'drivers are more considerate to cyclists in 20 mph limit areas' (49% and 25% post trial); this was only 17% for residents of the aggregated 12 case studies for the major research study. Focus group discussions from the study suggest that these views are driven by perceptions about the potential safety benefits of slower vehicle speeds, rather than because drivers have been seen to be more considerate to pedestrians and cyclists.**

PEDESTRIAN ATTITUDES

This section considers attitude changes across the three towns in relation to pedestrians, both as a user group themselves and attitudes relating to them. Respondents were asked about their levels of agreement with several statements relating to pedestrian activity. Safety perceptions associated with the speed limit before and after the trial's implementation are subsequently broken down into three age brackets: 16-34 years, 35-54 years, and 55 years or older. Where age disparities disproportionately affect a percentage change, they are identified.

In all three towns, about three-quarters of residents agreed that speed limits in their area are safe for walking personally. In Faversham, net agreement with this statement decreased marginally post-implementation (-4%) and similarly in Tonbridge (-2%). For Deal, the change was slightly greater (-7%). In Faversham, this decrease was primarily driven by respondents in the 16-34 and 55+ age brackets; whereas for Tonbridge,

those aged 16-34 drove the decrease disproportionately. In Deal, the 35-54 aged group constituted the majority of those stating they did not agree that speed limits were safe for walking post-implementation. When asked if they agreed that 'speed limits were safe on foot/walking for children', net agreement rose in both Faversham (+5%) and considerably so in Tonbridge (+20%), whilst retaining a similar level in Deal (-2%). All three age groups contributed to this slight rise proportionately in Faversham and indeed to the significant increase in this metric for Tonbridge. Net agreement steadily decreases moving into the higher age brackets in Deal.

Respondents were similarly asked about the extent to which they agreed with the benefit of 20mph limits as a facilitator of safe environments for walking. The comparative findings do not reflect the previous generic metric of measuring perceived safety levels when walking personally. For this metric, a slight drop in net agreement in Faversham (84%/78%) is contrasted by a large decrease in net agreement in Tonbridge (74%/60%). **These post-levels are broadly consistent (slightly higher for Faversham) with the Atkins 20mph Research Study, where 60% across the case study schemes felt that the limit provides a safer environment for walking (21% disagreed).** The control location was unexpectedly the only town to see an increase (+4%) in this metric across the three towns.

Respondents were asked about the suitability of infrastructure for walking and cycling. On the perception of whether 'the pavements and crossings in Faversham make it suitable for walking', there was a slight decrease in those who agreed with the statement since the pre-survey; from 75% to 69%. Conversely in Tonbridge, there was a slight increase; 69% to 76% in net agreement. For the comparator, Deal, the level remained virtually the same (69% to 71%) post implementation. The high levels of agreement that the infrastructure is suitable for walking is positive, with the decrease in Faversham perhaps a recognition that lowering speed limits does not change the engineered infrastructure available for pedestrians.

CYCLIST ATTITUDES

This section considers attitude changes in the three towns in relation to cyclists, both as a user group and attitudes relating to them. Respondents were asked about their levels of agreement with several statements relating to cycling activity. Safety perceptions associated with the speed limit before and after the trial's implementation are again broken down into three age brackets: 16-34, 35-54, and 55+.

In all three towns, over half agreed that 'speed limits in the area are safe for cycling *personally'*. For Faversham, levels of agreement remained at virtually the same level post-implementation (-1%). In Tonbridge, there was no change in agreement that speed limits made the area safe for cycling either. Net agreement that the limits were safe when cycling decreased in Deal (-5%). Only those aged 55+ in Faversham (+5%) and Tonbridge (+19%) felt that cycling had become safer when cycling personally. When asked if they agreed that 'speed limits were safe when cycling for children', notable increases in net agreement in Faversham (+7%) and Tonbridge (+18%) are a contrast to a marginal change in Deal (+3%). All three age groups contributed to the increase for Faversham and Tonbridge. For both metrics, the age group 16-34 drove the decreases in Deal. Disagreement levels, particularly on the response for 'very

unsafe' received a much higher percentage in Deal (18%) than in the trial towns (8%/7%) after trial implementation.

Respondents were similarly asked about the extent to which they agreed with the benefit of 20mph limits as a facilitator of a safe environments for cycling. For this metric, a significant drop in net agreement after the trial implementation, across both Faversham (85%/71%) and Tonbridge (73%/55%), is contrasted to a notable increase in Deal (+7%). **Again, as with walking, 60% of residents questioned for the 20mph Research Study felt that the limit provides a safer environment for cycling (21% disagreed); there is in broad alignment with the two towns for this metric.** Those aged 16-34 drove the decrease for Faversham and Tonbridge respondents disproportionately.

A more specific statement asked for levels of agreement against the statement that '20mph limits increase cyclists' awareness of potential risks and hazards.' Both trial towns' respondents reported much lower levels of agreement post trial: Faversham (-16% from 76 to 60%), Tonbridge (-26% from 63 to 37%) and Deal (+6% from 64 to 70%). The two lower age brackets influenced these decreases for both towns. **In Faversham, 60% agreed with the statement and in Tonbridge this was 37% post implementation; this compares to 41% nationwide for a survey used by the Atkins Research Study.**

The extent to which '20mph limits are frustrating for cyclists' was also put to the respondents, who in Faversham categorically agreed post-implementation that the limits were indeed frustrating for this user group more so than prior to the limit introduction (+20%), going from 18% agreeing to 38%. This was -7% Tonbridge and -10% for Deal residents. The majority, therefore, did not think that 20mph limits are frustrating for cyclists but their introduction did make respondents reflect and respond less positively than before. Respondents were asked specific active statements in both trial towns and the comparator regarding the suitability of infrastructure for walking and cycling. On the issue of whether 'the roads and crossings in the local area make it suitable for cycling', respondents in Faversham again, as with walking, agreed to a slightly lesser extent post-trial commencement with the statement; down to 50% from 57%. In Tonbridge this increase from 43% to 47%. For the comparator, an increase also occurred from 46% to 54%.

Notably across both walking and cycling infrastructure statements, Faversham respondents did not feel that the introduction positively enhanced the suitability of available active travel infrastructure. However, respondents were generally positive prior to the trial implementation.

PUBLIC CONSULTATIONS

KENT COUNTY COUNCIL CONSULTATIONS

A public consultation was carried out by Kent County Council seeking feedback on the town-wide 20mph trial scheme implemented in Faversham and Tonbridge. A consultation questionnaire was made available online from the 31st of July 2020 to the 3rd of March 2021. Throughout the consultation, information on the scheme was shared online on designated project websites and through a variety of communication,

marketing, and engagement activities. There were two elements of the questionnaire, with the first including mandatory questions around the ETO and part two asked a series of optional questions which aimed to collect local opinion and views on the scheme as well as collect demographic information.

Tonbridge had more completed questionnaires at 1,123 responses, while Faversham had 668. The consultations aimed to provide an overview of the activities undertaken during the implementation period and gather feedback from the residents and businesses in the local area.

The majority of the consultation respondents in Faversham agreed with the idea of a town-wide 20mph scheme with 63% in favour. Compared to Faversham, the opposite was true for Tonbridge where 74% of residents objected to the 20mph town-wide limit and only 26% in favour.

The comments, concerns and reasons raised are examined in detail for both towns below.

Faversham

The key findings of the consultation in Faversham revealed that 63% of respondents were in favour of 20mph town-wide limits while 37% objected. Of the total respondents, 86% were residents in Faversham. There was consistent support through the entirety of the scheme and objections were mainly reported before the scheme was implemented or following online Facebook advertisements and posts published near the end of the consultation.

Respondents were asked the reasons behind their support or objection; positive themes included speed reduction resulting in increased safety, environmental benefits and encouraging of walking/cycling as well as noise reduction. Reasons for opposition to the 20mph limit focused on enforcement, safety concerns, being against blanket 20mph but in support of specific 20mph, slower traffic flow and congestion as well as pollution concerns, waste of money and difficulty to drive amongst other reasons.

Some respondents mentioned a few roads they felt were unsuitable for 20mph limits such as Bysingwood Road (24 mentions), Whistable Road (11 mentions), Dark Hill (4 mentions) and East Street (3 mentions).

For other consultation themes, lack of evidence behind some of the stated goals and no consultation prior to implementation, lobbying by special interest groups and the impact of COVID-19 and usual travel habits were the arising themes of note. Other themes like cyclist and pedestrian remarks, signage, traffic suggestions and road improvements were also noted in the consultation.

The most common way people heard about the survey was through Facebook (35%), town council (22%) or the information leaflet distributed to local homes and businesses or via word of mouth from friends and family. Those that heard from the town council, email, leaflet, and word of mouth overwhelmingly supported the 20mph limit whereas those that heard from Facebook majority opposed the limit.

Within local postcodes in Faversham, the ME 138 postcode had a higher favourability of 69% in favour of the town-wide limit compared to 53% in favour from the ME 137

postcode area. The main transport methods applicable to respondents were the use of car as a resident (76%) and on foot or walking (79%). Analysing responses by transport method divided by level of support revealed support for 20mph mostly by those that walked (at 67%) compared to 56% support by car drivers. Safety was the most frequently mentioned theme by respondents, regardless of the mode of transport they used the most.

When respondents were asked to what extent do they agree that a 20mph limit makes Faversham a cleaner, healthier, and safer place to live, work and visit – the majority responded with strongly agree in all cases.

Support for the scheme by road user groups was reported as follows: 78% for those who cycle, 67% for those who travel by foot or bus and 56% of them were passengers/drivers. Only 21% of motorcyclists supported the scheme. More and improved cycling lanes as well as storage and parking were the main recurring cycling themes. For themes relating to cars, traffic calming and prioritisation of non-motorised vehicles after pedestrians was the most frequently mentioned comment, with enforcement, discouraging car use and parking also mentioned. For pedestrian related themes, pavement and footpath improvements was the most common concern with more pedestrian crossings on the A2, South Road, Newton Road, Brogdale Road, Forbes Road and Stone Street, West Street the most frequently mentioned specific roads amongst others. Signage, promotion of walking and cycling, disability provisions, housing and development, and public transport were some other concerns that were raised during the consultation.

Tonbridge

The consultation for Tonbridge revealed that only 26% of residents were in favour of a town-wide 20mph zone and 74% of residents opposed the implementation. Of the total respondents, 87% were Tonbridge residents. The main reasons respondents mentioned for objection were centred around concerns that the trial 20mph was too extensive and inappropriate for arterial routes. Respondents also mentioned that slow speeds would make traffic worse and add to safety concerns. The impracticality of enforcement was also mentioned.

All free-text responses were analysed according to themes, with the majority (62%) of the themes categorised as negative or in opposition to the 20mph trial. Of the total comments, 18% left a positive comment, of which increasing safety was the most recurring theme. Other positive benefits residents mentioned included environmental and health benefits, encouragement of walking and cycling and noise reduction.

The most popular way that residents heard about the consultation was from Facebook and those that heard from Facebook had the most negative opinion, with 83% objecting to the scheme. However, it must be noted that opposition to the scheme was widespread overall. When analysing negative comments by themes, the largest proportion of comments were concerns against the blanket application of 20mph limits, with 455 people against it. Slowing traffic flow and congestion was the second most frequent theme, other comments included safety concerns, support of specific 20mph, lack of enforcement and/or limit being ignored or increases in pollution, difficulty in driving, no effect on cycling and a waste of money among other reasons.

Shipbourne Road was mentioned 166 times to be the most unsuitable for the 20mph speed zone as it was considered a large arterial route which already had a separate cycle lane and slow-moving traffic would lead to tailgating and road rage. Quarry Hill, Pembury Road, Ridgeway, and Hadlow Road were also mentioned and have been listed in descending order of frequency.

Lack of evidence to justify the introduction of a 20mph speed zone was mentioned most frequently (56 times) in consultation themes, with no consultation prior to implementation and special interest groups with political lobbying and anti-car environmental sentiment attributed as the main concern.

In local Tonbridge postcodes, the frequency of TN 103 and TN 104 was the most, and the support for the scheme in these areas was also low with only 13% in TN 103 and 28% of residents support in TN 104 for the scheme.

Segregating by road user group, 80% of respondents use a car as a driver travelling in and around Tonbridge; walking and on foot being the next most relevant mode of transport. Of those respondents, the highest objection rates for the scheme were from drivers (79%) and motorcyclists (75%). Fifty-six percent of cyclists, 61% of bus users and 67% of those that travel by foot also opposed the scheme.

Respondents were asked to what extent do they agree that a 20mph zone makes Tonbridge a cleaner, healthier, and safer place to live, work and visit. On all three statements, the most frequent and majority response was strongly disagree.

As part of the consultation, respondents were asked if they had any ideas as part of a long-term plan to improve walking and cycling in Tonbridge and 77% of respondents answered with a comment. The comments were thematically analysed with cycling being the most common in occurrence (59%), with pedestrians (27%), cars (22%) and comments about speed or 20mph scheme (13%) the main thematic concerns.

Improving cycle infrastructure, more segregated cycle lanes, enforcement of cycle rules and maintenance issues with current cycle lanes as the main concerns under cyclist themes for improvement. Pedestrian related comments mainly included suggested improvements for pavements and footpaths generally with pedestrianisation on the High Street a repeated suggestion. For comments relating to cars, enforcement, traffic-calming, and road user prioritisation were the main themes in the suggestions.

COMMONPLACE ENGAGEMENT (FAVERSHAM)

An online Commonplace Engagement survey was carried out for feedback from the local population on the 20mph speed limit trial in Faversham. Over the engagement period, 1,088 responses were contributed, with over 40% of these contributions being original comments, with the rest of the comments in agreement. Nearly 75% of respondents lived in town with the rest shopping, living nearby or working in Faversham. A large proportion of those who responded said they usually walk and drive cars in Faversham, with almost 30% using a cycle. More males than females responded and were overrepresented in the 45-74 age groups. There was an underrepresentation of under 25s and over 75s, compared to the demographics of

Faversham's population. The majority of the respondents resided in postcodes within or near the 20mph scheme.

The report consulted on whether to make the 20mph speed limit trial permanent for KCC and residents responded by using a 'red-dot' map to express concerns and suggest interventions to make Faversham 'healthier, safer and cleaner'. The objective of the engagement was to ask for suggestions on improving the town. When consulting on walking and cycling experiences in Faversham, more than 20% of respondents felt safe while making walking journeys. The largest proportion of respondents felt that 'roads are busy', 'it's hard to cross the roads' and 'pavements are uneven'. Cycling is reported to be a less positive experience with more respondents feeling unsafe rather than safe when cycling in Faversham, with drivers' aggressive behaviour being the most common reported concern.

The majority of respondents (75%) supported measures to improve the walking and cycling experience in Faversham. Those that expressed negative views on walking and cycling correlated with opposition to the 20mph scheme in general. More than 30% of respondents felt that air quality was 'acceptable' where they live with only 25% of respondents expressing that air quality in Faversham is 'poor' or 'very poor'. Significantly, those residents from postcodes ME13 8 expressed more dissatisfaction (31%), which could potentially be a result of the evidence collected on air quality by the A2 (which is not part of the 20mph trial).

Nearly half (44%) of respondents chose to comment on 'street' as the area of concern with 'road crossing', 'junctions', 'cycle lanes' and 'street parking' the next main topics in order of recurrence. From the different concerns addressed in the relating 'street' comments, 70 different streets received mention. Whitstable Road attracted the most concerns, followed by the A2, which was outside of the 20mph speed limit trial. There were comments divided between Canterbury and London Roads and Ospringe Street. Action was taken by moving the planters outside Sainsbury's on Bysing Wood Road following comments. Streets included in the 20mph trial which were mentioned more than 20 times in respondent comments were namely, South, Saxon, Ospringe, Newton, Athelstan and Forbes roads, the Mall and Dark Hill.

Speeding vehicles were the main concern mentioned with 'feels unsafe' the second important concern in terms of frequency of mention. While pedestrians in Faversham feel generally safe, there are identified specific places where there are safety concerns. Significant number of respondents mentioned that Faversham streets are not pedestrian friendly (67) and that a street was difficult to cross and/or lacked a crossing point (66). With regards to cycling, 77 respondents had answered that cycling in Faversham was 'unsafe' but only 25 of those identified a specific place. Similarly, 40 respondents identified locations that were not cycle friendly but did not say that cycling was generally unsafe. These results indicate the importance of considering concerns regarding perceptions of danger and safety as well as actual danger and risk. There were also other concerns identified such as congestion, difficulties for people with pushchairs or using mobility aids and narrow pavements.

Further analysis on these comments was conducted by cross referencing concerns by location and was presented as part of the report on the Commonplace engagement

results. Looking at the data, feelings of being ‘unsafe’ focused mostly on Whitstable Road, then the A2, Saxon Road, South Road, Newton Road as well as on Love Lane, Athelstan Road, Forbes Road and Lower Road in Faversham.

The most frequently mentioned locations that were identified to not be cycle-friendly were outside of the 20mph trial scheme, with Whitstable Road the only one within the scheme zone. Whitstable Road also had notable concerns over a lack of crossing point or being difficult to cross, and problems with congestion and pollution too. Other general concerns raised included comments about motor vehicles idling, driving, parking on pavements and cyclists using pavements.

Given the most frequently mentioned concern was speeding, suggestions for improvement had measures to slow traffic as the top recommendation at 152 mentions. Better facilities for pedestrians was a theme through most of the suggestions, with more crossings, wider pavements, better visibility, narrower street junctions all listed in order of frequency mentioned. Cross-referencing suggestions by location was also carried out, which identified most calls for slower vehicles on Whitstable Road, the A2 and Saxon Road in particular, but also on Newton Road, South Road/Ospringe, Love Lane and Athelstan Road. More pedestrian crossings were requested on Whitstable Road and the A2, Dark Hill and Forbes Road/The Mall and South Road in Faversham.

Respondents to the engagement survey also identified additional concerns by adding comments of which, better cycle facilities (including bike parking and cycle lanes) were mentioned 139 times (24%) and enforcement of 20mph scheme was mentioned in 17% of comments followed by crossings as 11% of notable concerns.

Respondents were asked to identify locations where they would like to see the 20mph scheme extended to and the most popular mentions included all new developments. The A2 featured highly with Ospringe Street, Canterbury Road, London Road and Love Lane all mentioned in order of descending frequency. Some other road names raised included Water Lane, Brogdale Road, Oare Road, Salters Lane, and Western Link.

The general engagement with Commonplace was high, with the survey reaching around 14% of residents. Though this is extensive, it is not conclusive or exhaustive of all potential changes needed, as motivations for engagement must also be considered when designing further implementations and improvements. Proposed interventions from this survey are identified to incorporate slower traffic speeds to increase safety and ease for vulnerable road users to walk or cycle with more frequent and better designed crossing points. It should be noted that proposed changes to streets and road layouts should be ‘assessed against a set of criteria which include the relative cost benefit, the degree to which they have local community support, whether they are deliverable technically and can be funded’.

CONCLUSIONS AND RECOMMENDATION

CONCLUSIONS

There is a range of data collated in this independent review of the 20mph trials in Faversham and Tonbridge. By collectively analysing the various data sources, a fuller picture can be gained; a single data source would not be reflective of the reception or success of the speed limit reductions. It should be noted that this review has been conducted by independent consultants who are unfamiliar with the geography, history, and political considerations of either town. The conclusions are, therefore, based on impartial analysis based on data and information provided as well as via clarification questions to local stakeholders. These findings should be used as a guide both those in KCC and Faversham and Tonbridge, using their local knowledge, to interpret the success of the trial and determine next steps.

It should be remembered that these trials were implemented rapidly, in response to funding from Emergency Active Travel Fund and in the context of the COVID-19 pandemic. There was an urgent need to facilitate safe transport, with an emphasis on active travel to deter an increase in car use as the public switched from public transport. The schemes were, therefore, installed quickly and relied on signed only changes. This review provides an opportunity to assess that method of implementing a speed limit reduction and to give pointers as to where additional measures might be required.

Comparing Kent results to other case studies, it should be noted that the results from Bristol and Edinburgh 20mph schemes were evaluated over a much longer period to measure impacts and compare results with pre-implementation. For Kent, the baseline as well as the post-implementation period is over one year only, and crash and casualty data is not yet available, making it difficult to gauge the long term impact and determine if healthier and safer communities have been created. However, the results provided here do give an early indication of where positive results have been achieved and where further work is required.

There were differences in the two towns pre-trial, which have become evident through data analysis. Faversham has been part of the 20's Plenty campaign and this is reflected in the lower average speeds observed pre-trial and the greater awareness of the 20mph limits amongst residents. Throughout the survey responses, Faversham reported more positive feedback, suggesting the trial was 'pushing against an open door'.

Tonbridge is at an earlier stage of 20mph implementation, and this is evident from the higher speeds, both pre- and post-trial, and the attitudes of residents. There was lower awareness of 20mph speed limit zones and those from Tonbridge reported different benefits of and concerns with 20mph zones than Faversham residents. The majority of Tonbridge respondents to the consultation objected to the implementation of the 20mph zone.

The benefits of 20mph limits, as reported by residents of both towns, align with Kent's Vision Zero Strategy and the Local Walking and Cycling Infrastructure Plans of both towns. The main benefits were seen to be increased road safety for pedestrians and

cyclists; that they are better for children; are needed in residential areas; and they slow down traffic.

A minority of residents in both towns felt that 'blanket imposition of 20mph limits is not welcome' and this was higher in Tonbridge (28%) than in Faversham (12%). This view is supported by an increase in those Tonbridge residents who were willing to exceed the 20mph limit; an increase in those who disagreed that most drivers obey speed limits; the objections in the consultation; and that fewer sites in the town had an average speed below 24mph, compared with Faversham. Individual roads where reductions were not achieved are identifiable in the speed data and a review of these sites should allow KCC to determine if additional measures are required to encourage compliance and acceptability. Arterial routes should be reviewed, based on the consultation feedback.

Despite some negative feedback in the survey, there were encouraging findings in relation to cycling and walking. In line with other 20mph studies, there were increases in levels of agreement that speed limits were safe for children to walk or cycle and there were high levels of agreement that 20mph limits act as a facilitator for safe walking. Whilst there were decreases in agreement that 20mph limits facilitate safe environments for cycling, Faversham actually had higher levels of agreement here than the national study. Both towns agreed that drivers are more considerate to cyclists post-trial, and this was higher than for studies conducted elsewhere.

Respondents in both towns reported that their levels of walking increased after the introduction of the 20mph limits and that they thought more people were walking in their area. This was also the case for cycling. In both cases, these observations on increased active travel were higher than those seen in other studies.

Speed data analysis identified reductions in vehicles speeds in both towns, with the average speed reduction in Tonbridge of 10.3% (3mph) and of 4.1% (0.9mph) in Faversham. Faversham had lower average speeds pre-trial and therefore the reductions achieved are not as large as for Tonbridge. Ten of Faversham's 13 sites had average speeds below 24mph post-trial, compared with four of the 12 sites in Tonbridge. Analysing telematics data, many roads in both towns saw reductions of up to 5mph.

Compliance with, and attitudes towards, the new speed limit were good in Faversham, whilst it was a less positive picture in Tonbridge. However, the individual data is provided road by road, enabling KCC to undertake a review of these sites and determine if additional measures are required to encourage compliance with 20mph or if limits should return to 30mph.

Overall, there was positive behaviour change, both in terms of reported increases in active travel modes and reductions in average and 85th percentile speeds. This is good news for Kent's Vision Zero Strategy and the two towns' LCWIPs.

However, Faversham is further along the 20mph journey than Tonbridge and this is reflected in the results. It is evident that a town-wide reduction to a 20mph limit is seen as less acceptable in Tonbridge. There could be reasons for this, beyond the scope of this study. There are geographical differences between the two towns which could

influence the propensity for residents to cycle and walk and travel patterns may not have returned to pre-COVID-19 levels. If the available infrastructure and routes between amenities is less conducive to walking and cycling, it will be harder to encourage residents to switch from the car. This would also make the reduction to 20mph less palatable because it is seen as an inconvenience, rather than an enabler.

The history of the 20's Plenty campaign in Faversham will no doubt have played on part in the greater levels of awareness and acceptance of the 20mph limits. Self-reported levels of active modes were higher in Faversham pre-trial, and attitudes were generally more positive. The use of the Commonplace consultation to engage with residents and understand their concerns shows there is good local communication.

RECOMMENDATIONS

- The 20mph limits/zones will contribute to the strategic road safety and active travel objectives set out by Kent County Council, Faversham Town Council and Tonbridge and Malling Borough Council but consideration is required as to how improve acceptability and compliance in specific locations. The moderate speed reductions, coupled with small but significant self-reported uptake in active travel modes, suggest suggest retaining the limits and zones in both towns, with an assessment of those roads where compliance was not achieved (average speed above 24mph).
- For Tonbridge, it is recommended that a road-by-road review is undertaken, with the purpose of identifying where 20mph is effective, where complementary measures could be adopted to support the 20mph zone or where a return to 30mph might be appropriate. It might be beneficial to undertake further engagement with the community in Tonbridge to gather their feedback on these individual roads.
- Scheme opposition and concerns around 'area-wide' impositions may be alleviated through the use of an incremental or 'section by section' approach if trials are considered in other towns.
- A much greater focus should be given to associated and complementary activity in Tonbridge (such as more interaction and co-ordination with pro-campaign groups) in order to achieve greater support levels for 20mph and to highlight the benefits as part of the LCWIP.
- In Faversham, concerns regarding cycling infrastructure need to be addressed in ongoing consultation with the community.
- As with prior case studies, enforcement remains an important issue for residents post implementation. Authorities, in conjunction with the Police, should focus on 'compliance benefit messaging' as oppose to punititive enforcement. This shifts the narrative so as to generate public support through changing individual mindsets. Addressing driver behaviour is key to cultivating safe environments for active travel modes. A lack of driver consideration for other roads users is one of the issues where the limits reviewed here have not reduced people's concerns significantly.
- Shared responsibility is a key imperative within the Safe System philosophy adopted within Kent's Vision Zero Strategy. Communication to work with road

users and increase that sense of responsibility could be key to increasing acceptance of 20mph limits.

- To keep alignment with the authorities' wishes for the limits/zones to be self-enforced, compliance messaging should be produced which articulates the evidence presented here that 20mph schemes can have a positive effect on average speeds and active travel, even when signed only, without additional engineering or enforcement.
- Longer-term commitment, sustained public engagement, articulated messaging through a tailored marketing mix, and the maintenance of intergrated policy approaches towards 20mph schemes are all more likely to yield success moving forward with the schemes.

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APPENDIX A – TRAFFIC PROFILES

FAVERSHAM

Figure 9 - ATC Average Speed Profile (Athelstan Road, Faversham)

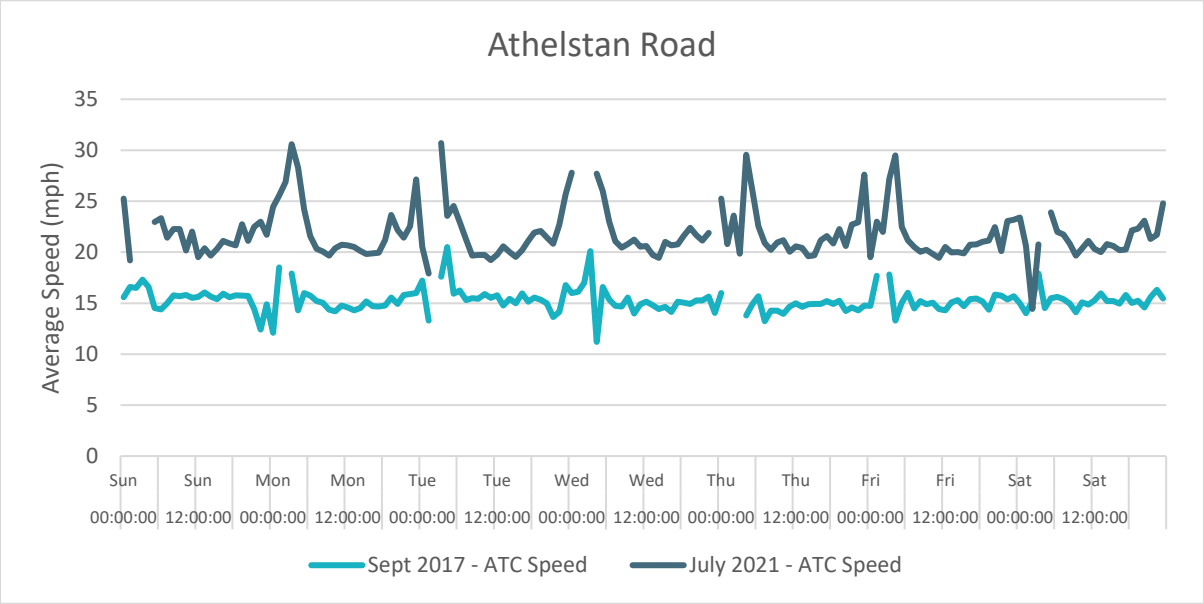


Figure 10 - ATC 85th Percentile Speed Profile (Athelstan Road, Faversham)

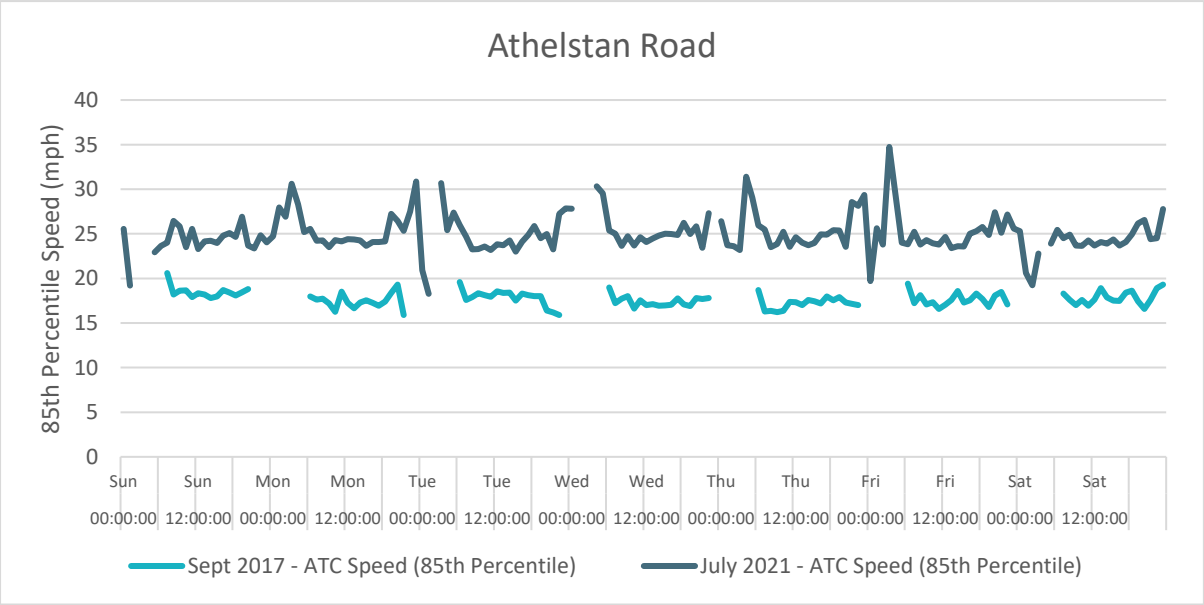


Figure 11 - ATC Traffic Profile (Athelstan Road, Faversham)

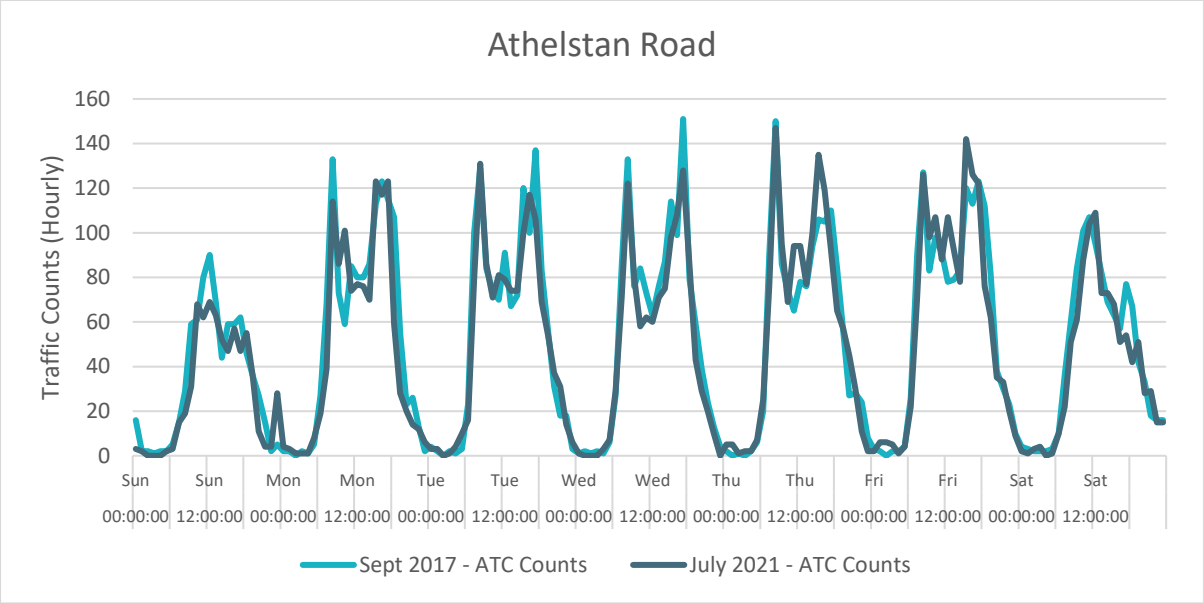


Figure 12 - ATC Average Speed Profile (Bysing Wood Road, Faversham)

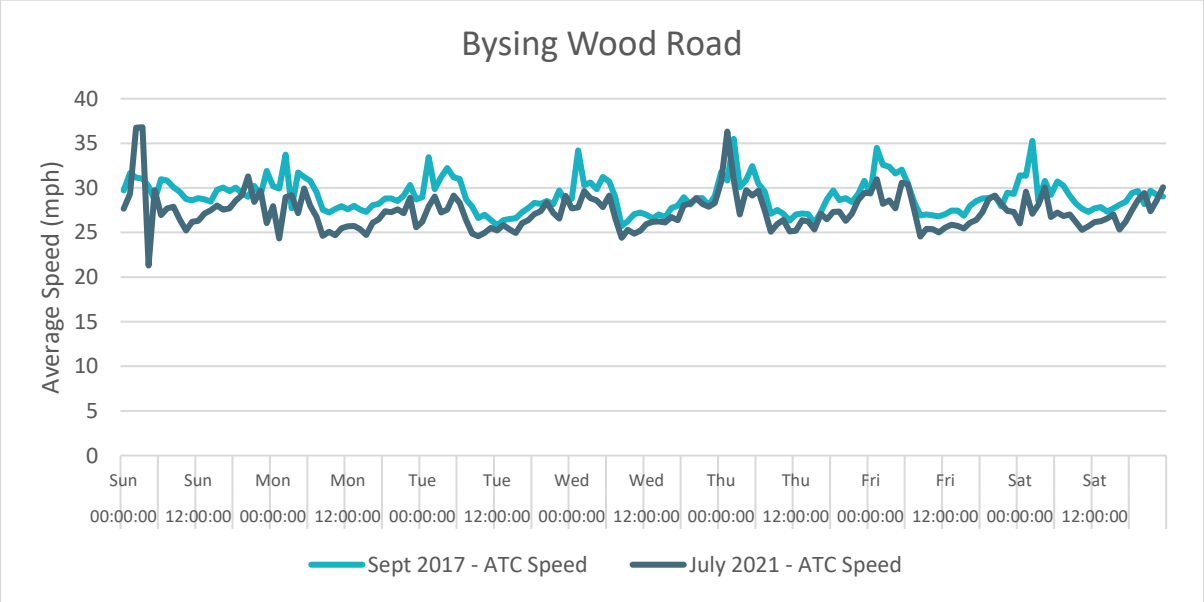


Figure 13 - ATC 85th Percentile Speed Profile (Bysing Wood Road, Faversham)

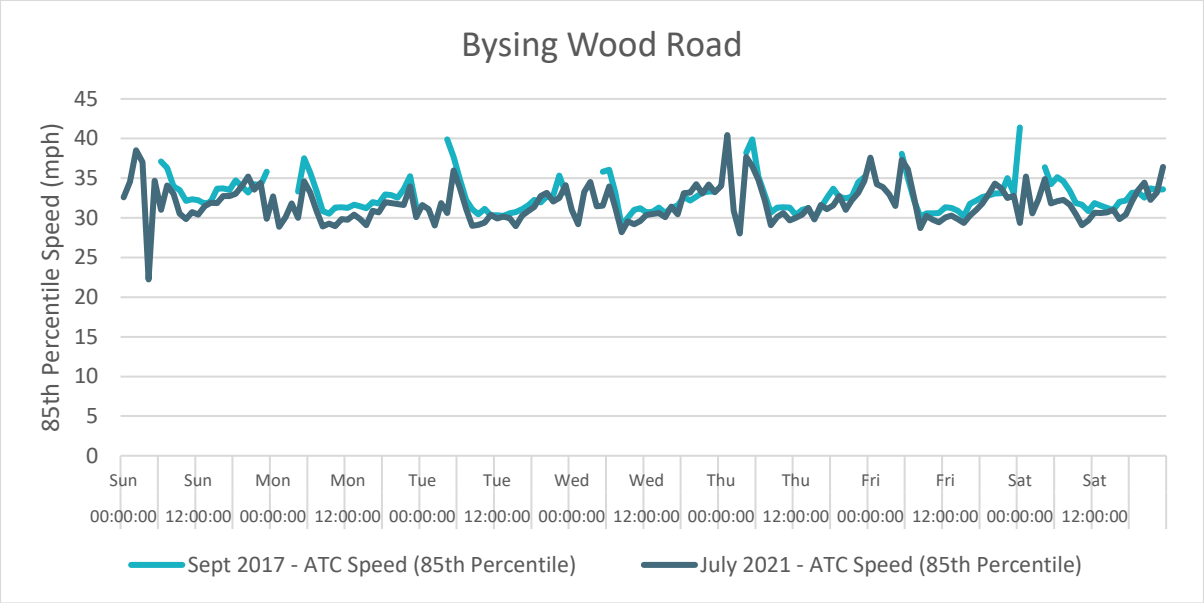


Figure 14 - ATC Traffic Profile (Bysing Wood Road, Faversham)

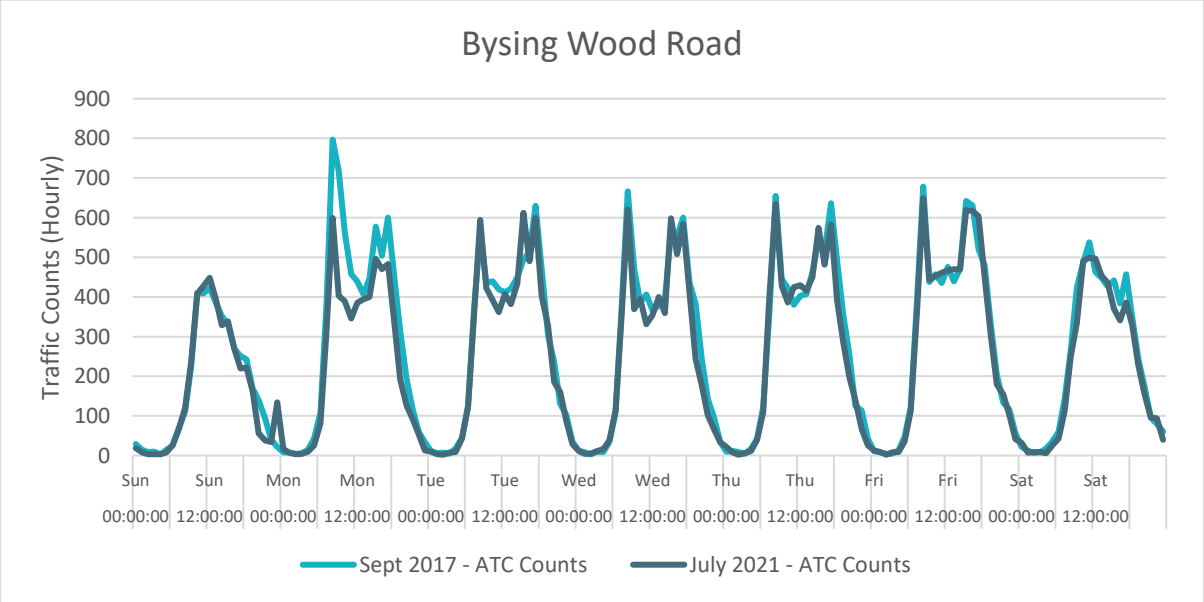


Figure 15 - ATC Average Speed Profile (Lower Road, Faversham)

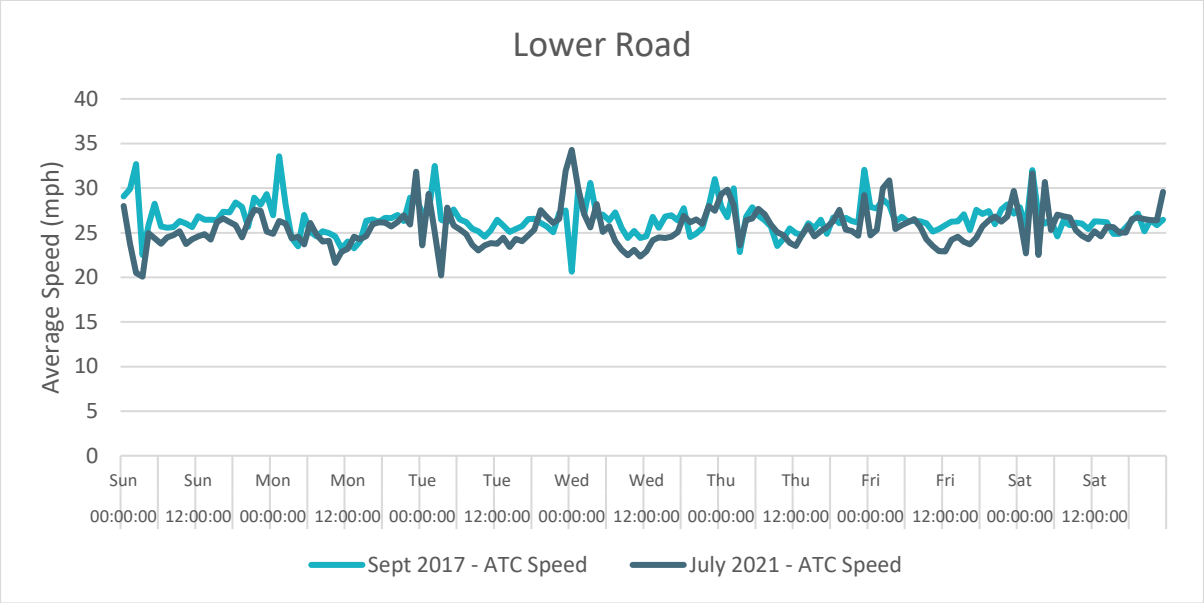


Figure 16 - ATC 85th Percentile Speed Profile (Lower Road, Faversham)

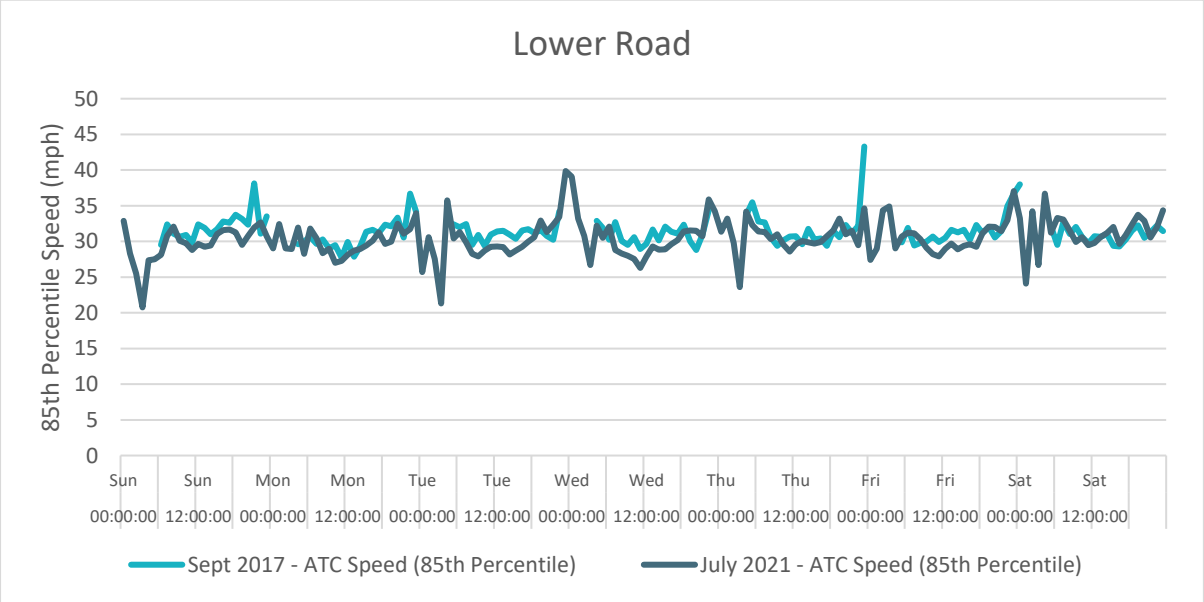


Figure 17 - ATC Traffic Profile (Lower Road, Faversham)

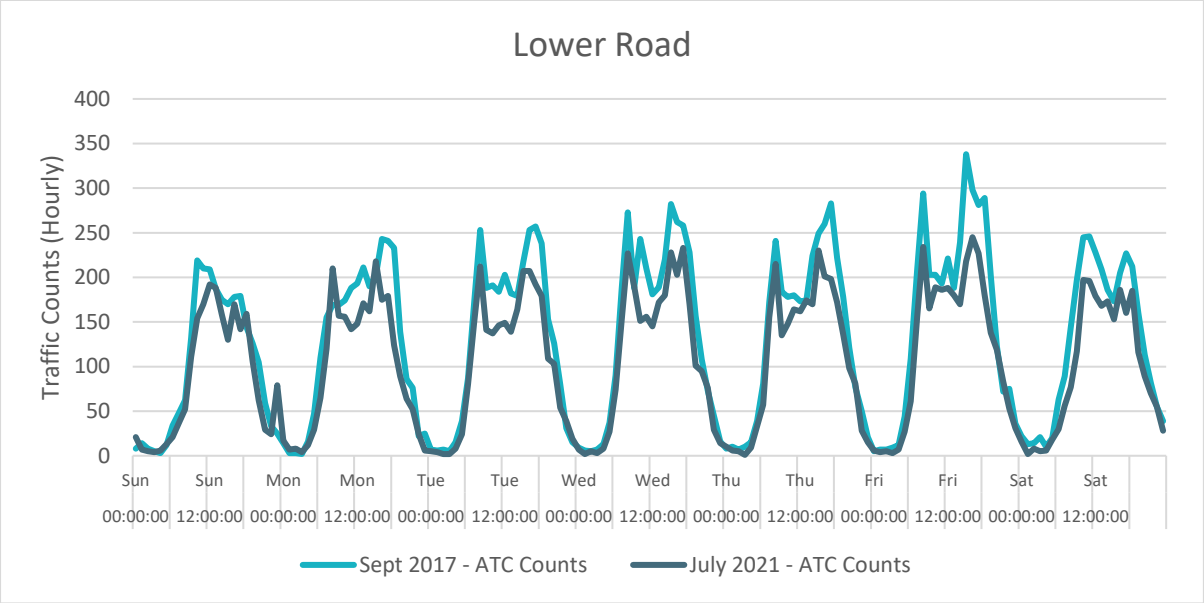


Figure 18 - ATC Average Speed Profile (Oare Road, Faversham)

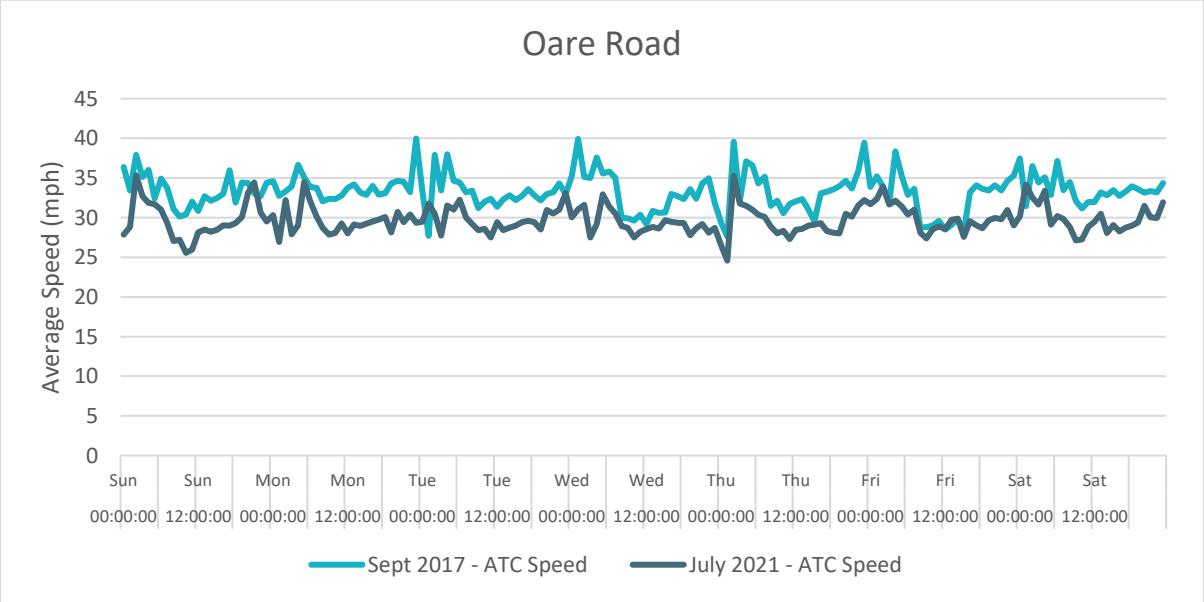


Figure 19 - ATC 85th Percentile Speed Profile (Oare Road, Faversham)

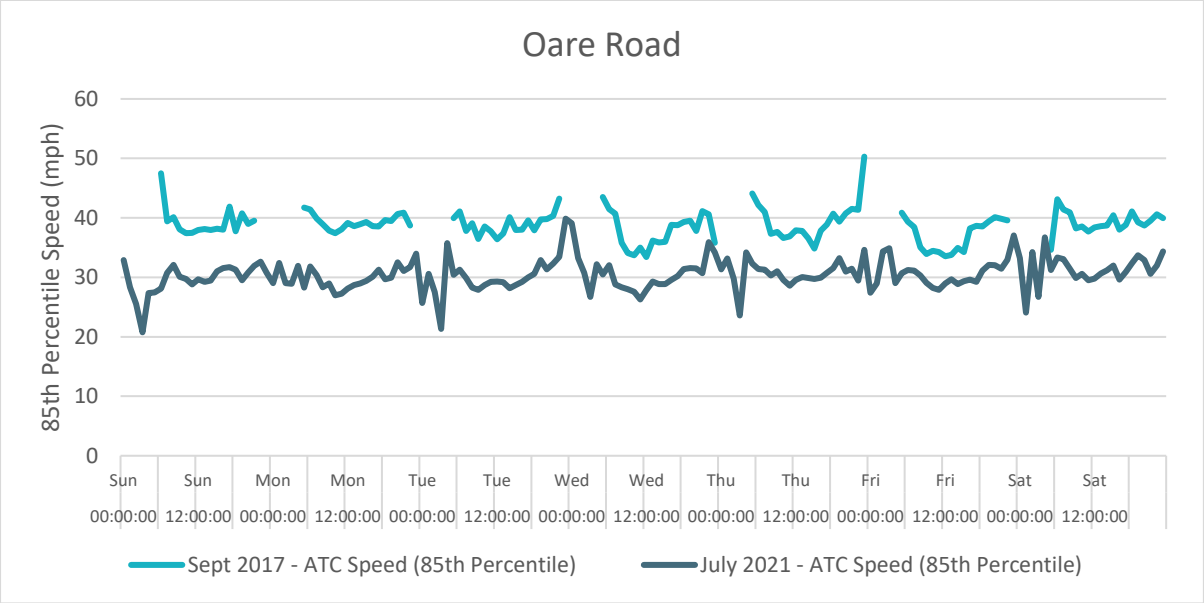


Figure 20 - ATC Traffic Profile (Oare Road, Faversham)

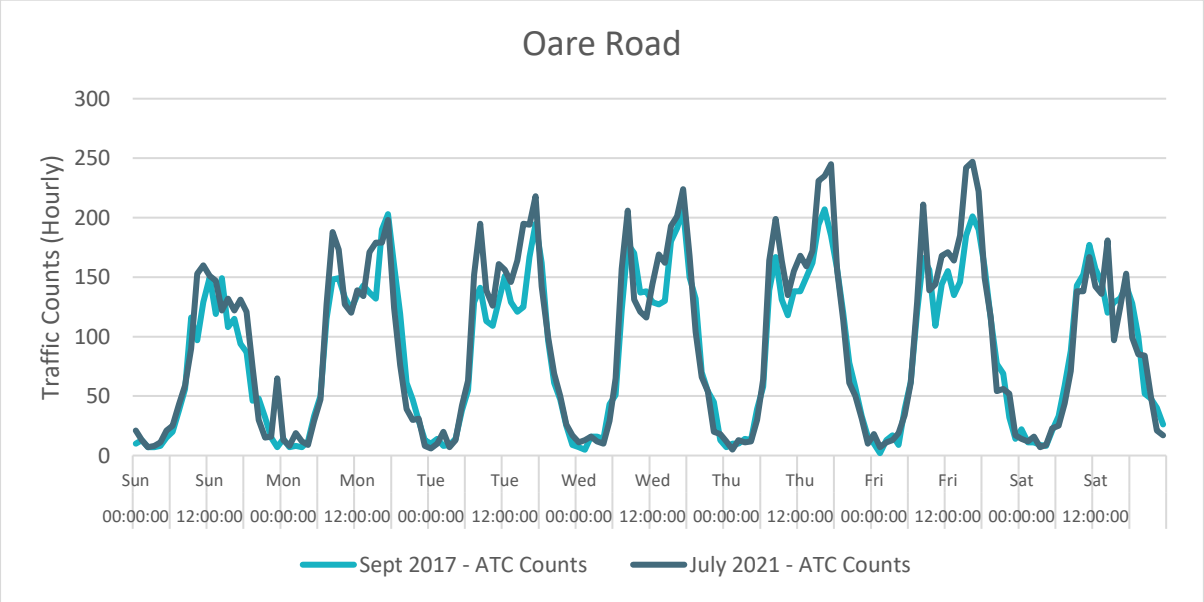


Figure 21 - ATC Average Speed Profile (Old Gate Road, Faversham)

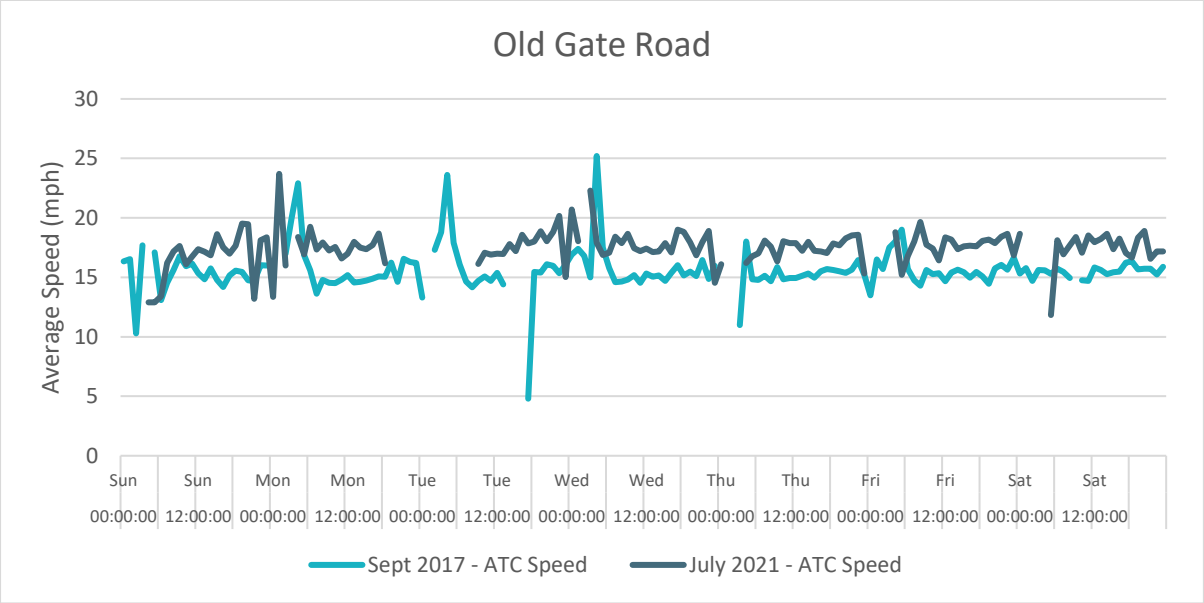


Figure 22 - ATC 85th Percentile Speed Profile (Old Gate Road, Faversham)

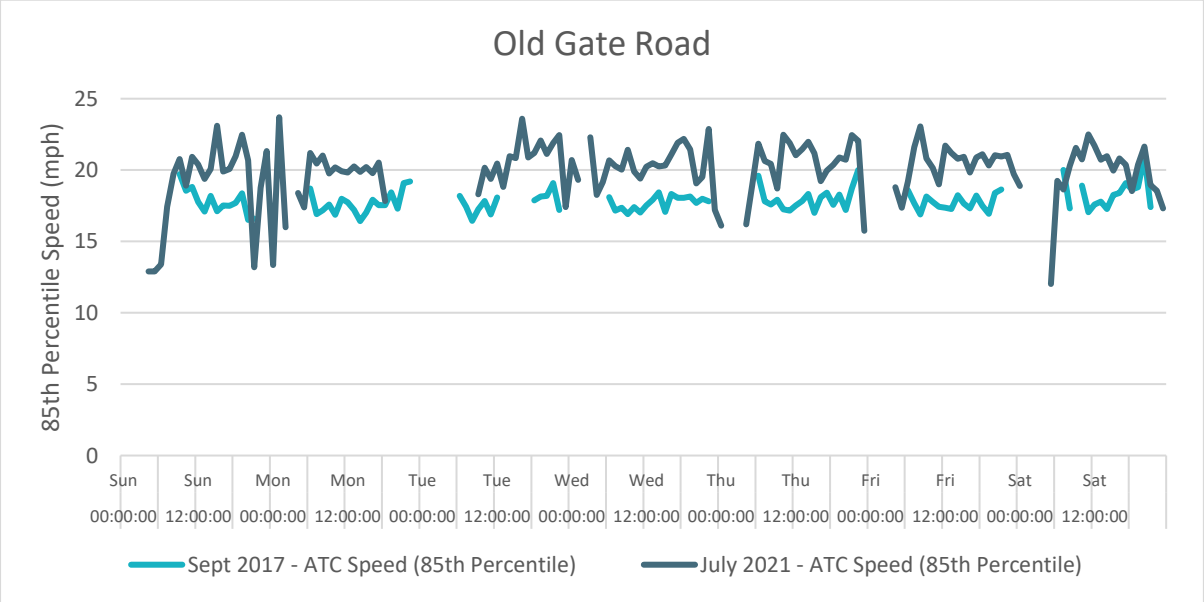


Figure 23 - ATC Traffic Profile (Old Gate Road, Faversham)

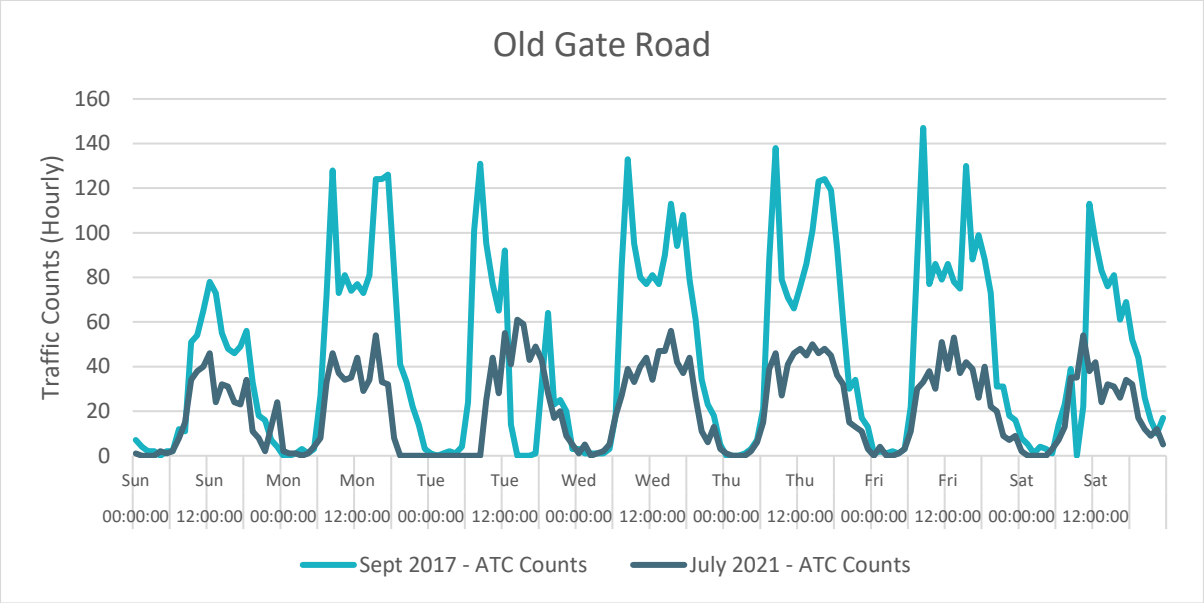


Figure 24 - ATC Average Speed Profile (Ospringe Road, Faversham)

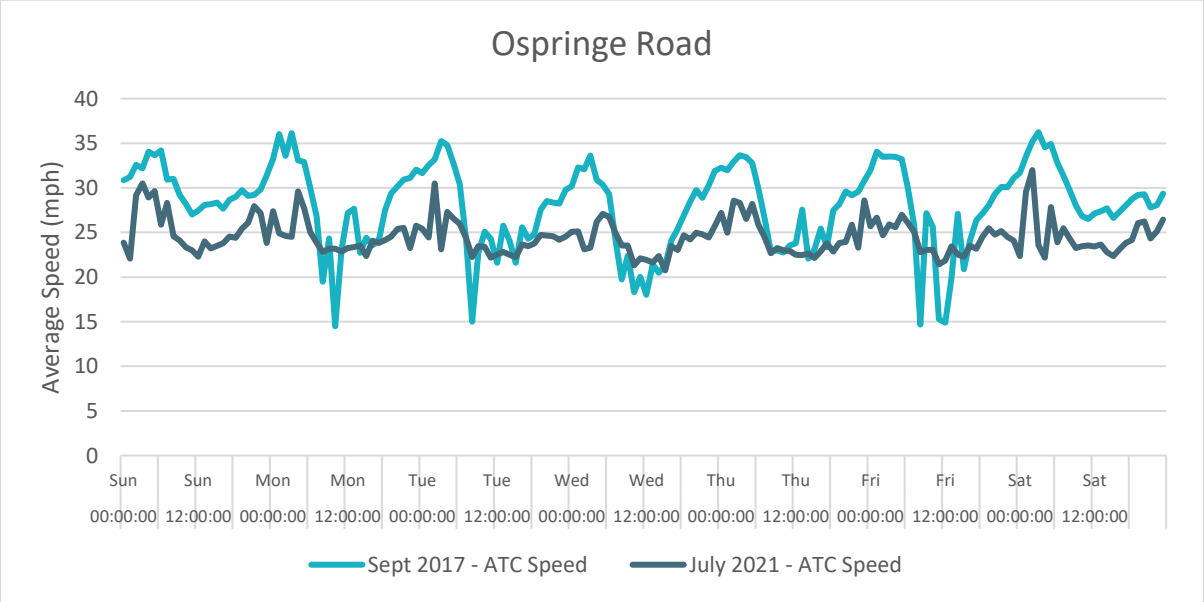


Figure 25 - ATC 85th Percentile Speed Profile (Ospringe Road, Faversham)

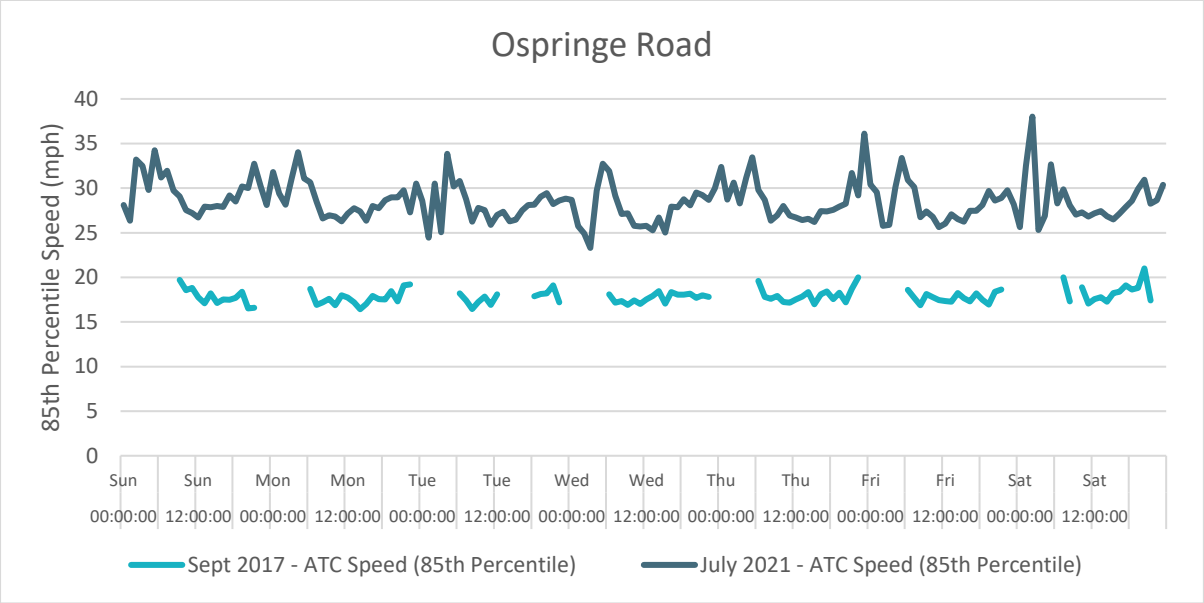


Figure 26 - ATC Traffic Profile (Ospringe Road, Faversham)

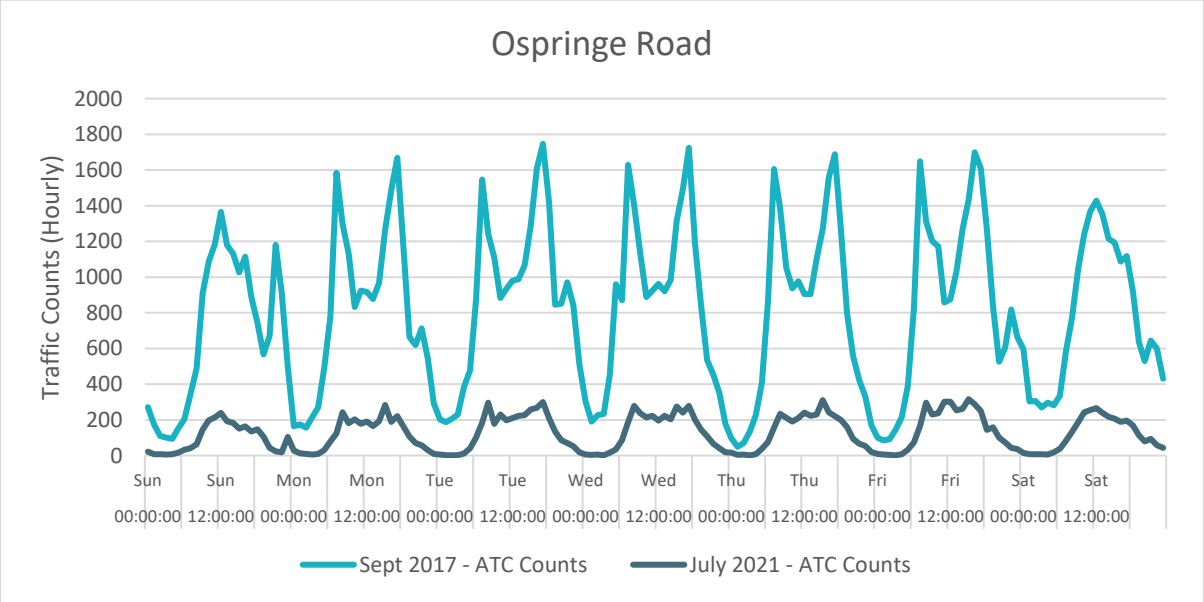


Figure 27 - ATC Average Speed Profile (Priory Row, Faversham)

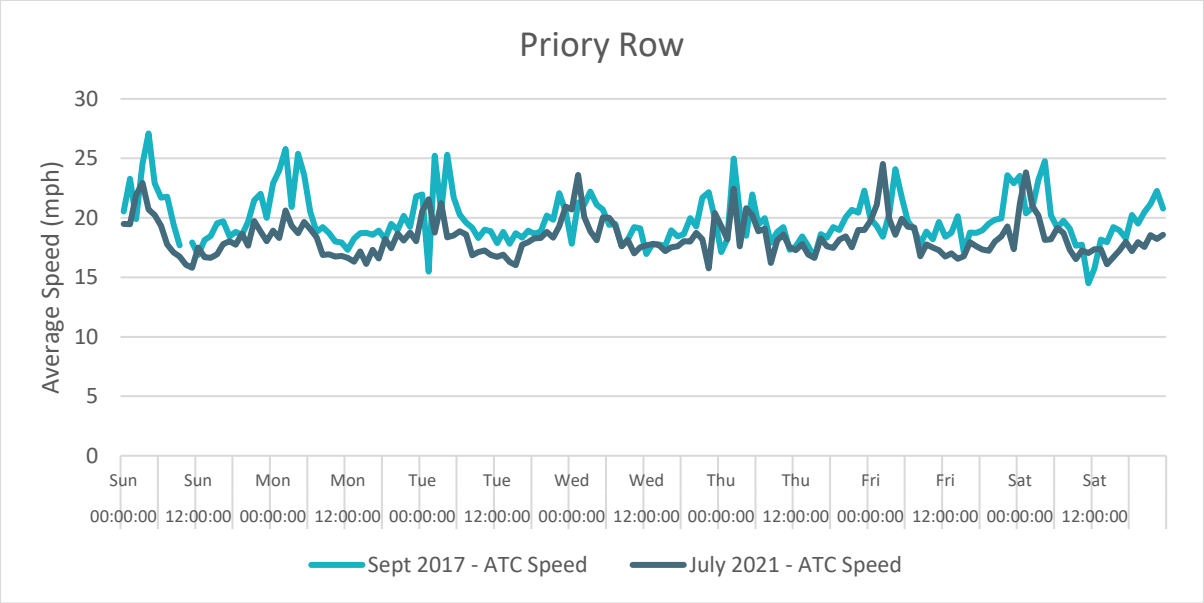


Figure 28 - ATC 85th Percentile Speed Profile (Priory Row, Faversham)

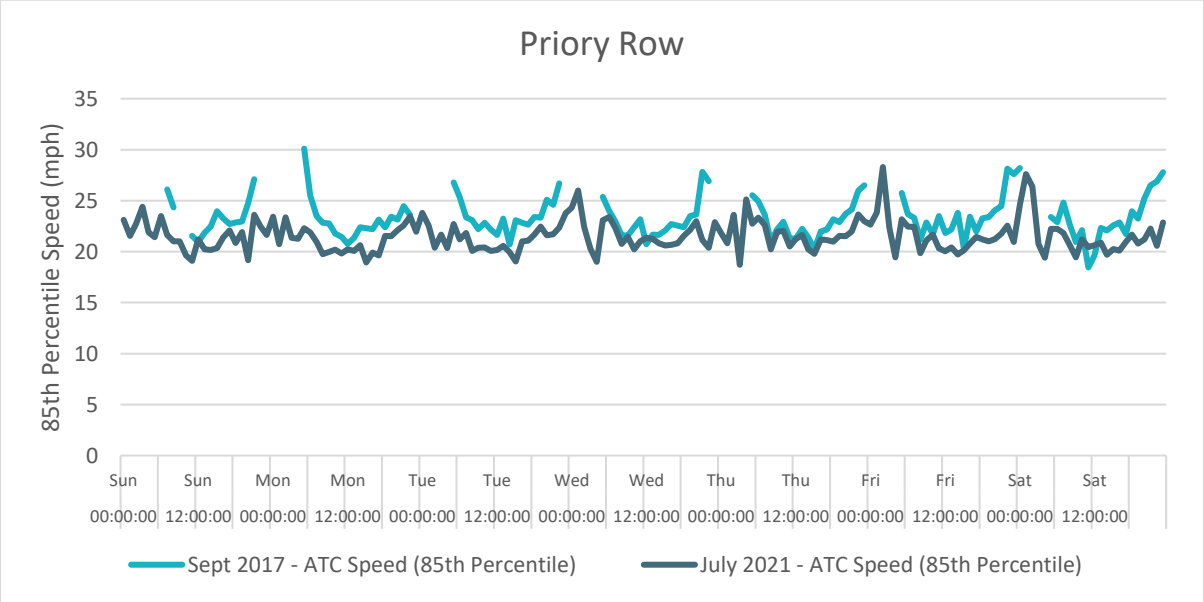


Figure 29 - ATC Traffic Profile (Priory Row, Faversham)

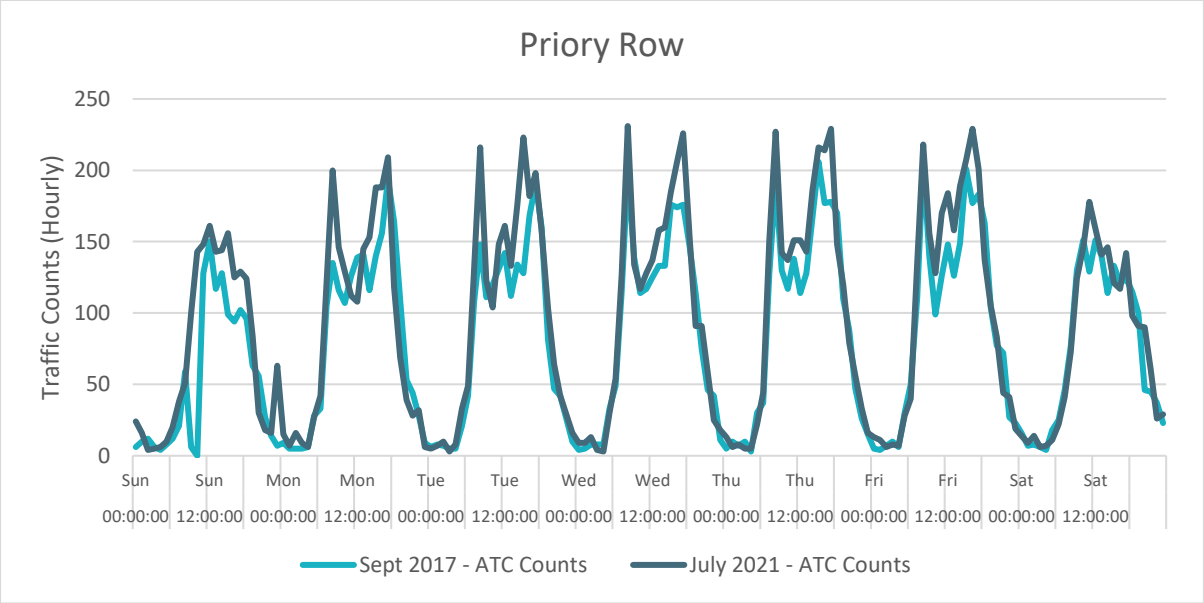


Figure 30 - ATC Average Speed Profile (Reedland Crescent, Faversham)

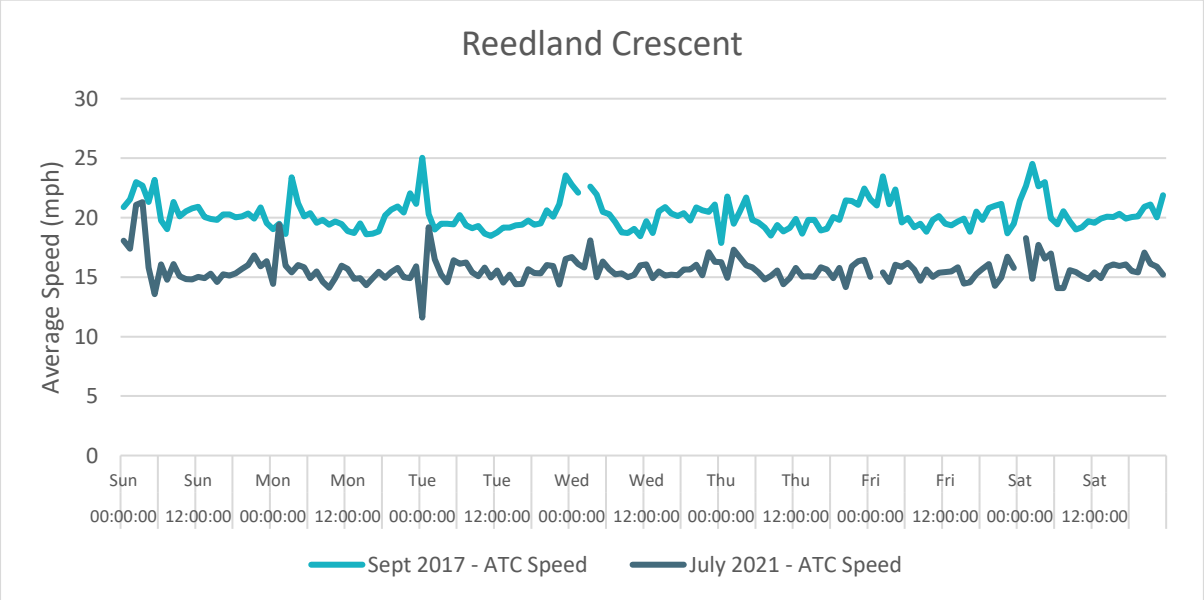


Figure 31 - ATC 85th Percentile Speed Profile (Reedland Crescent, Faversham)

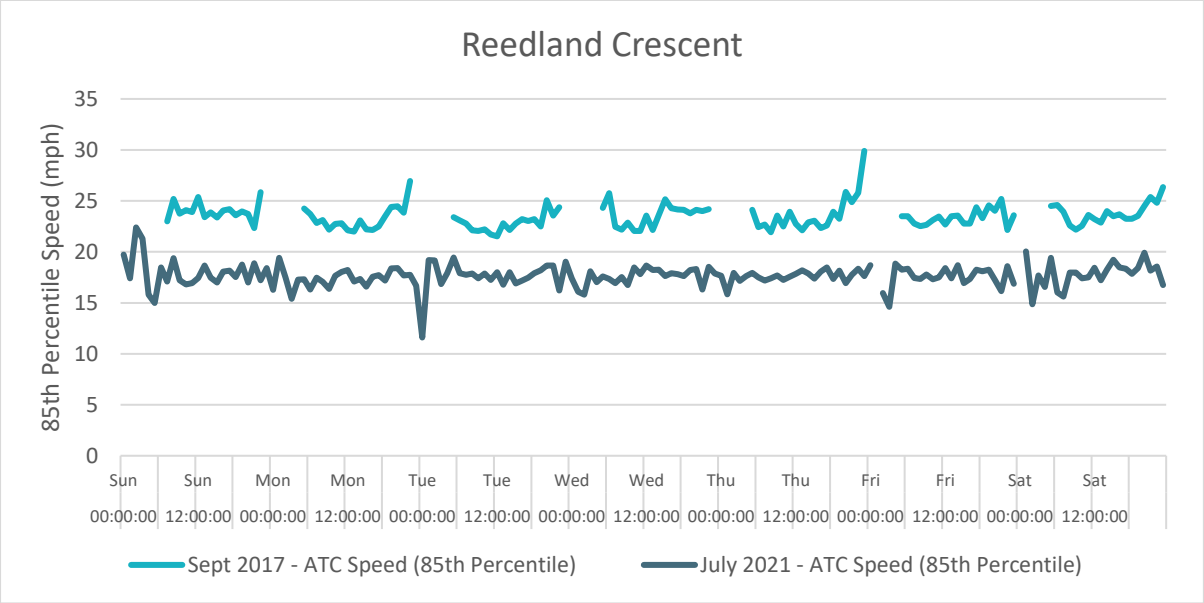


Figure 32 - ATC Traffic Profile (Reedland Crescent, Faversham)

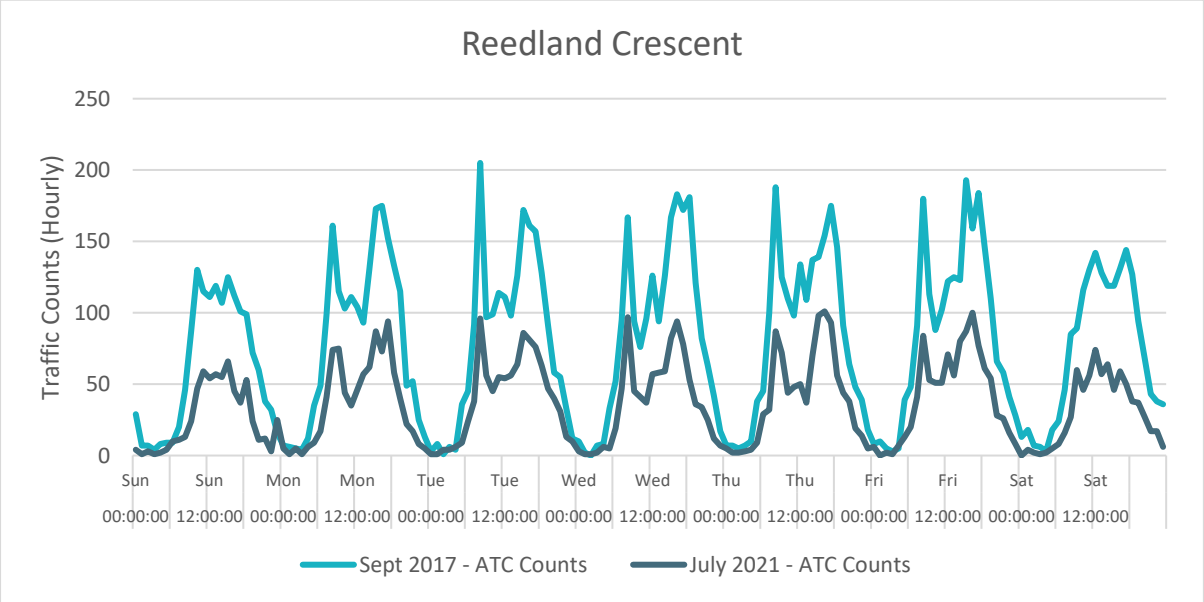


Figure 33 - ATC Average Speed Profile (South Road, Faversham)

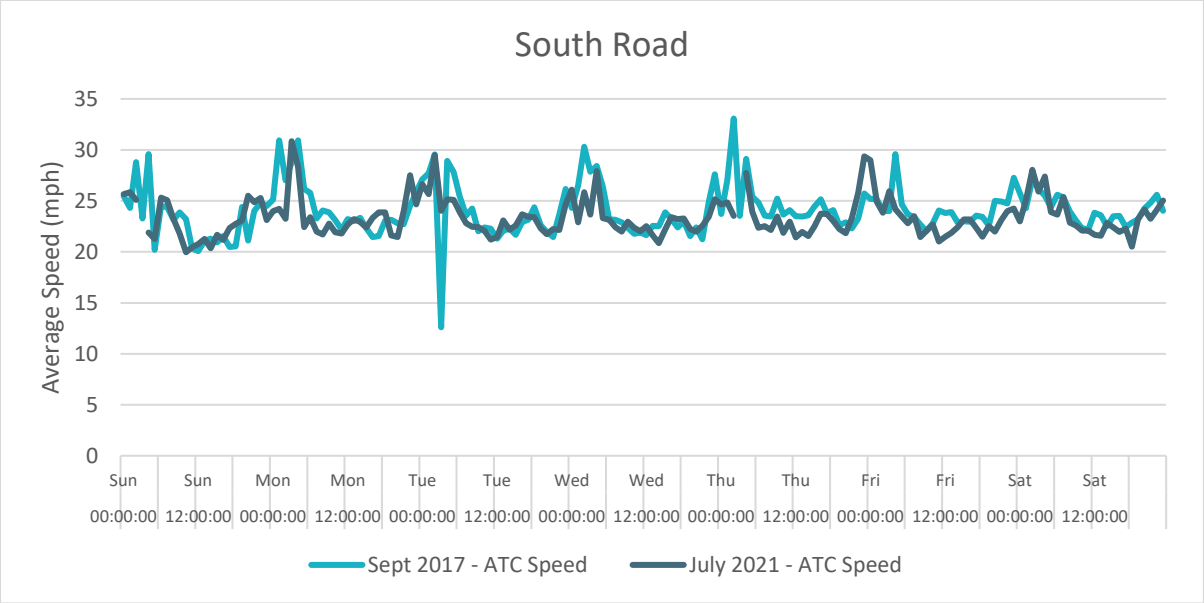


Figure 34 - ATC 85th Percentile Speed Profile (South Road, Faversham)

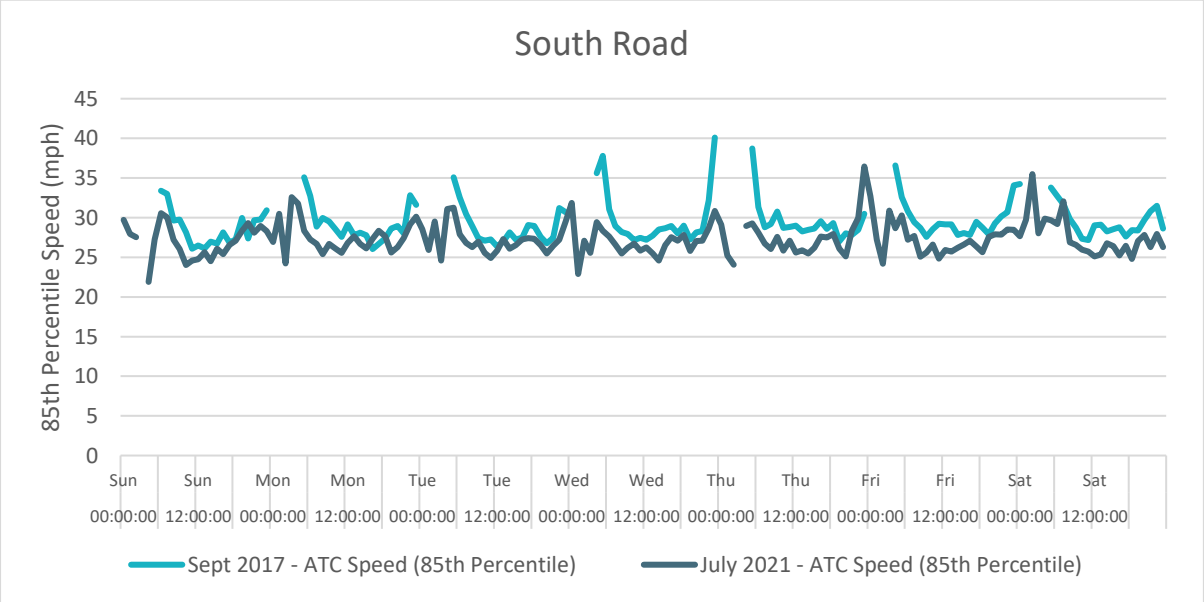


Figure 35 - ATC Traffic Profile (South Road, Faversham)

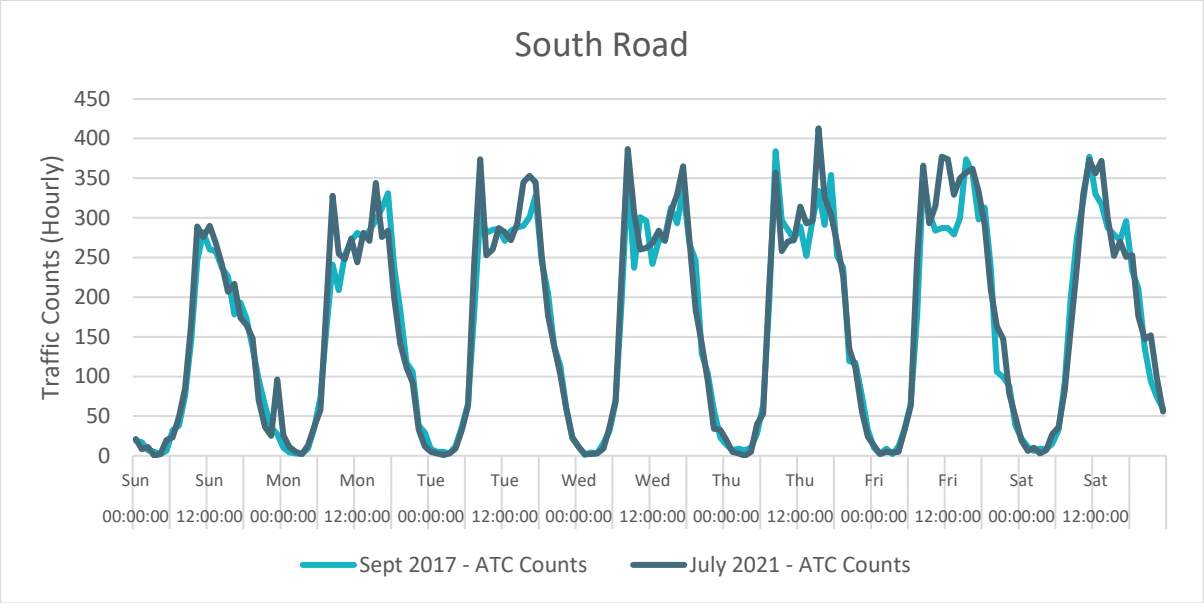


Figure 36 - ATC Average Speed Profile (Stonebridge Way, Faversham)

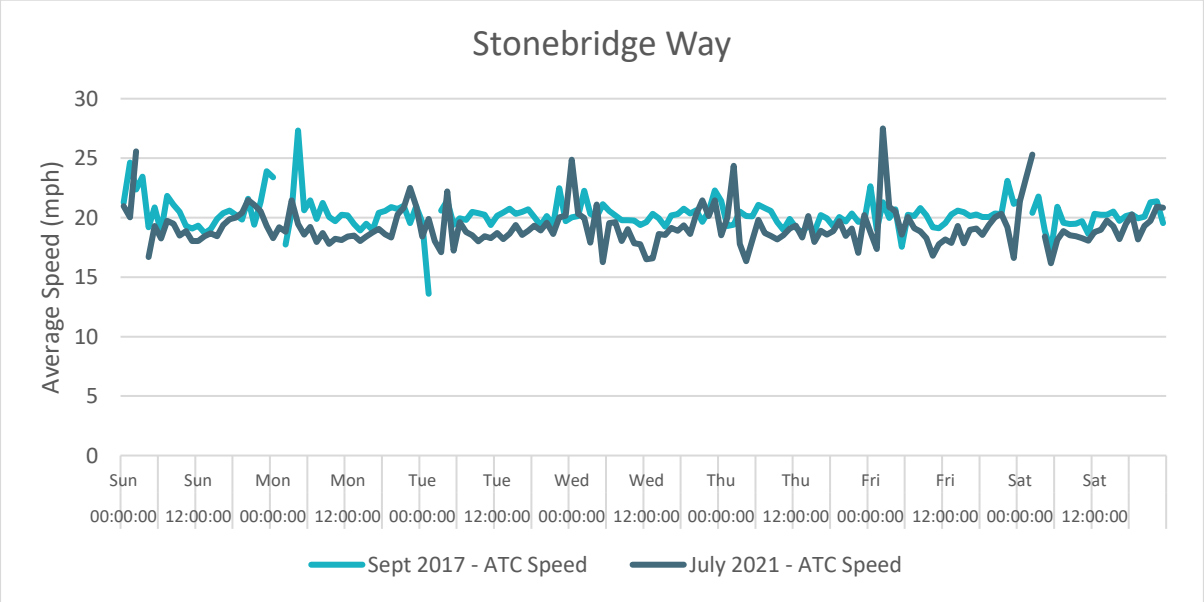


Figure 37 - ATC 85th Percentile Speed Profile (Stonebridge Way, Faversham)

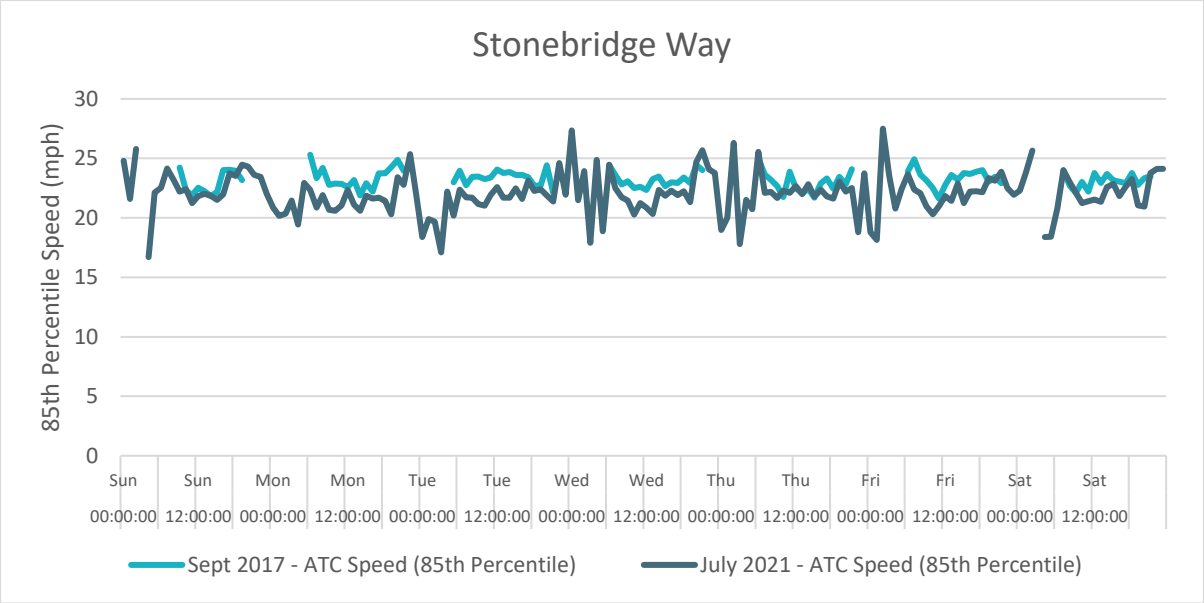


Figure 38 - ATC Traffic Profile (Stonebridge Way, Faversham)

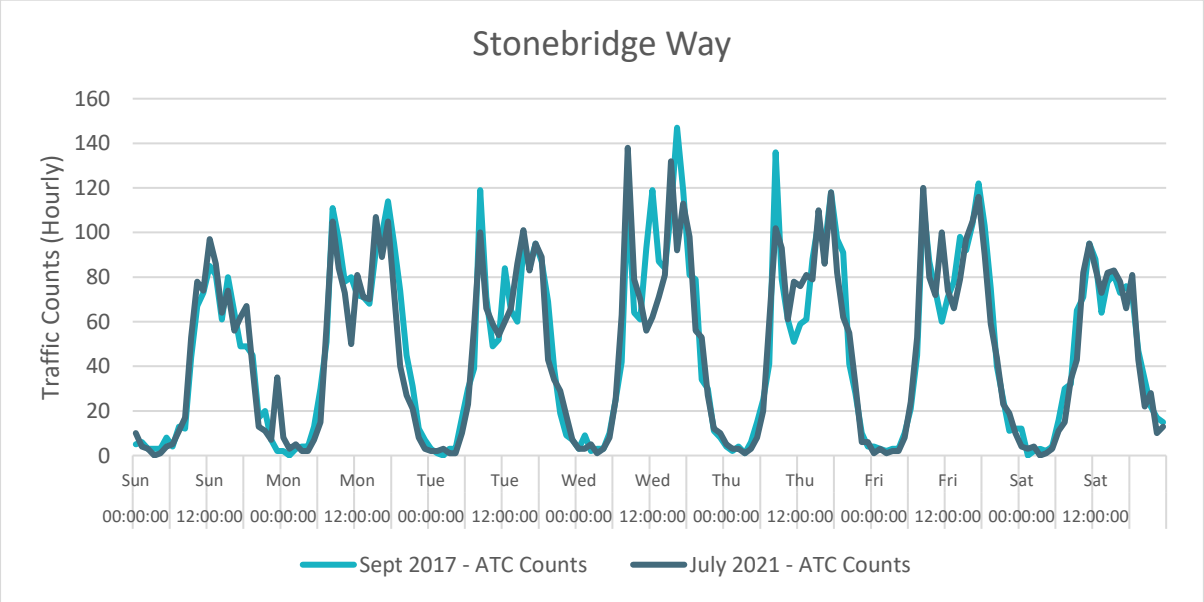


Figure 39 - ATC Average Speed Profile (The Mall, Faversham)

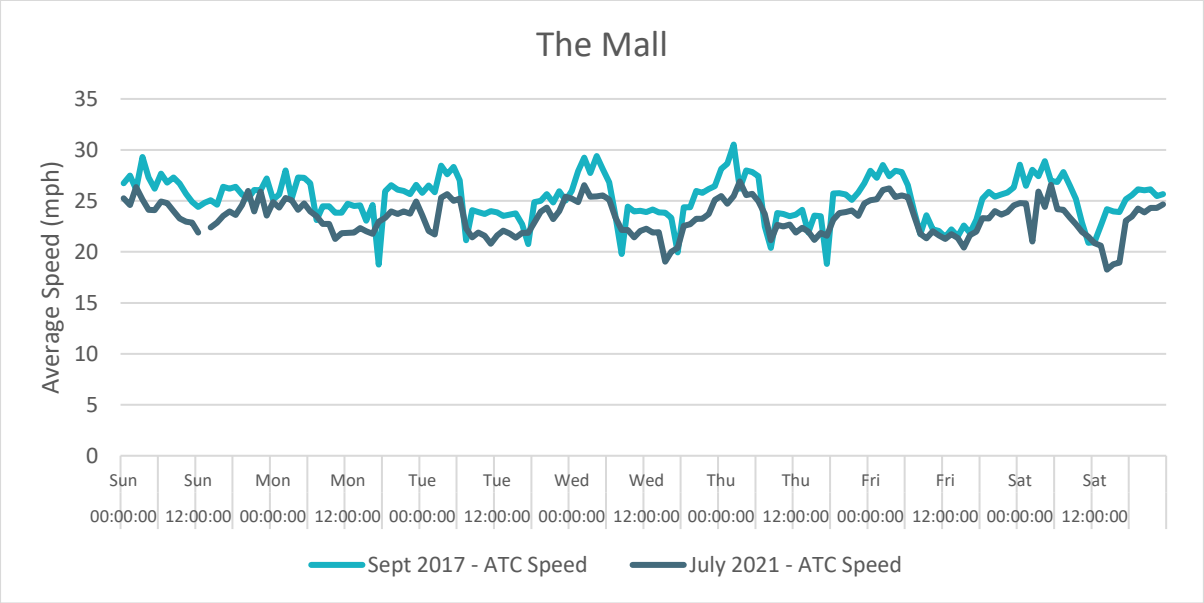


Figure 40 - ATC 85th Percentile Speed Profile (The Mall, Faversham)

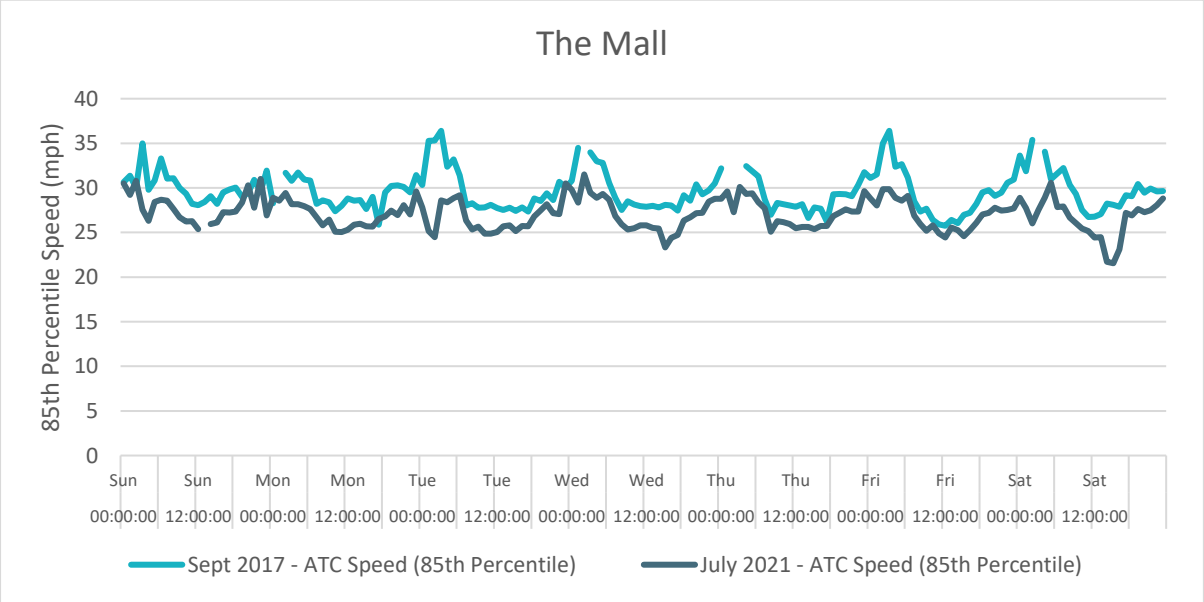


Figure 41 - ATC Traffic Profile (The Mall, Faversham)

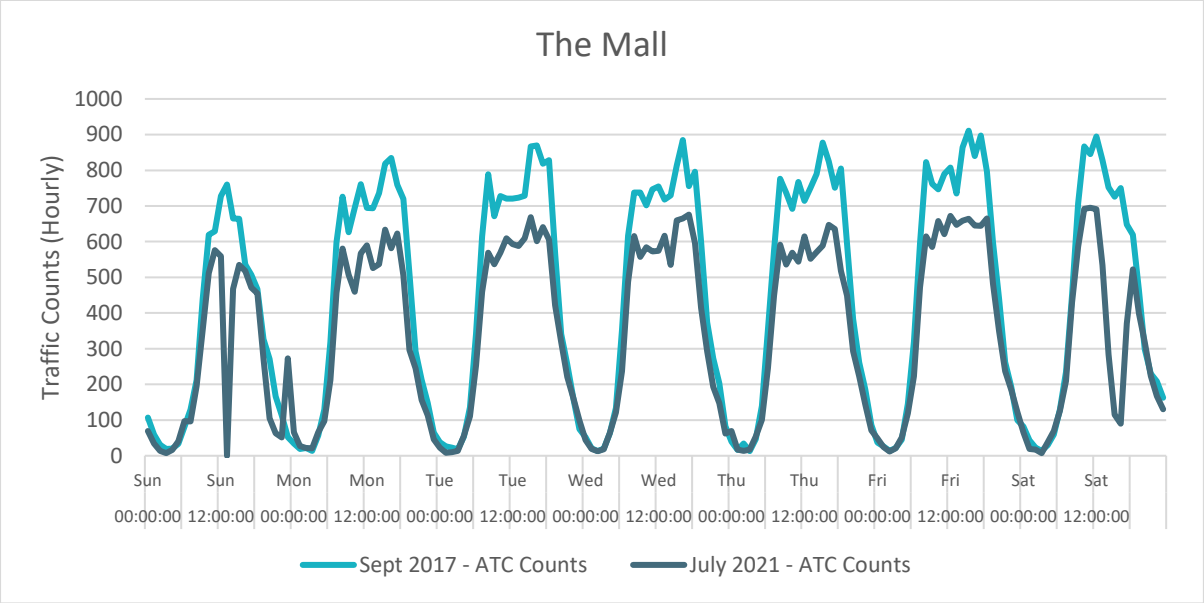


Figure 42 - ATC Average Speed Profile (Westgate Road, Faversham)

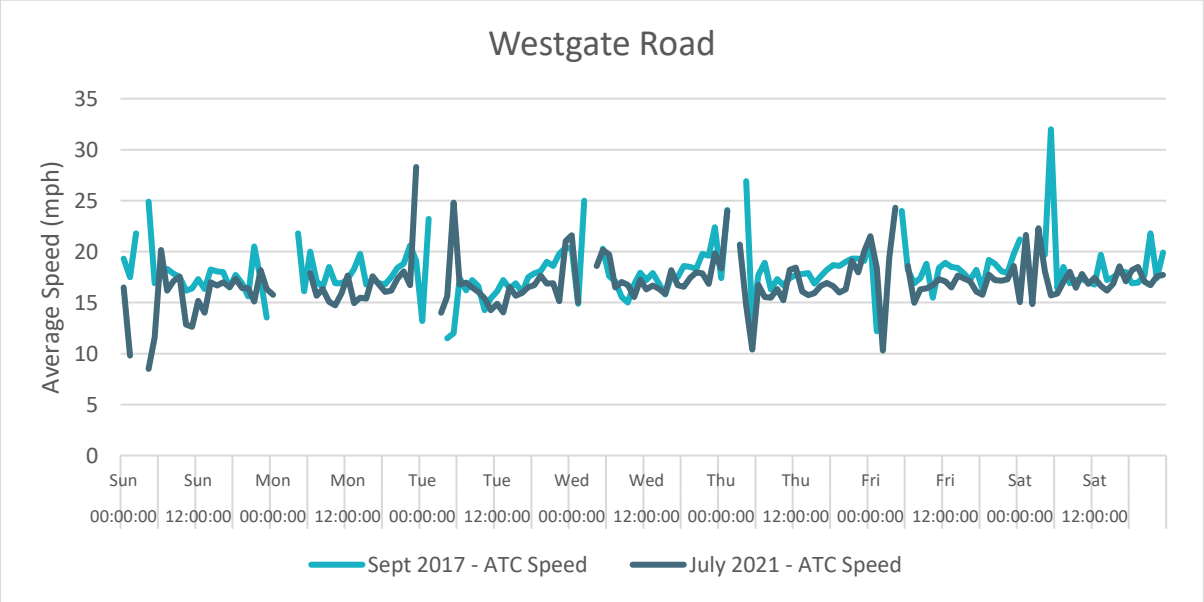


Figure 43 - ATC 85th Percentile Speed Profile (Westgate Road, Faversham)

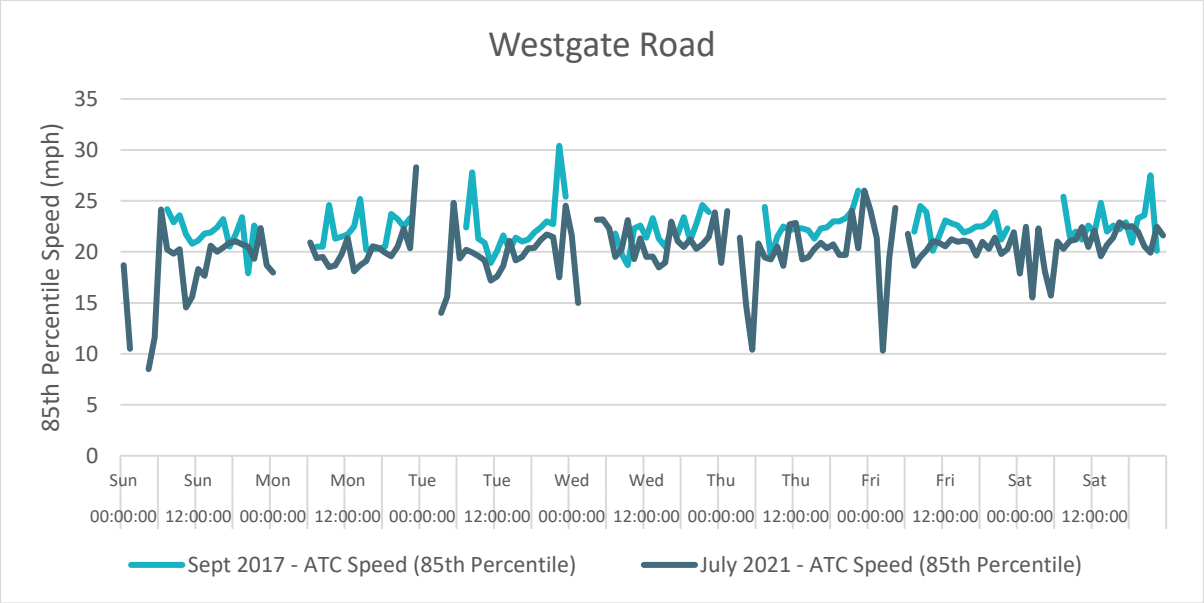


Figure 44 - ATC Traffic Profile (Westgate Road, Faversham)

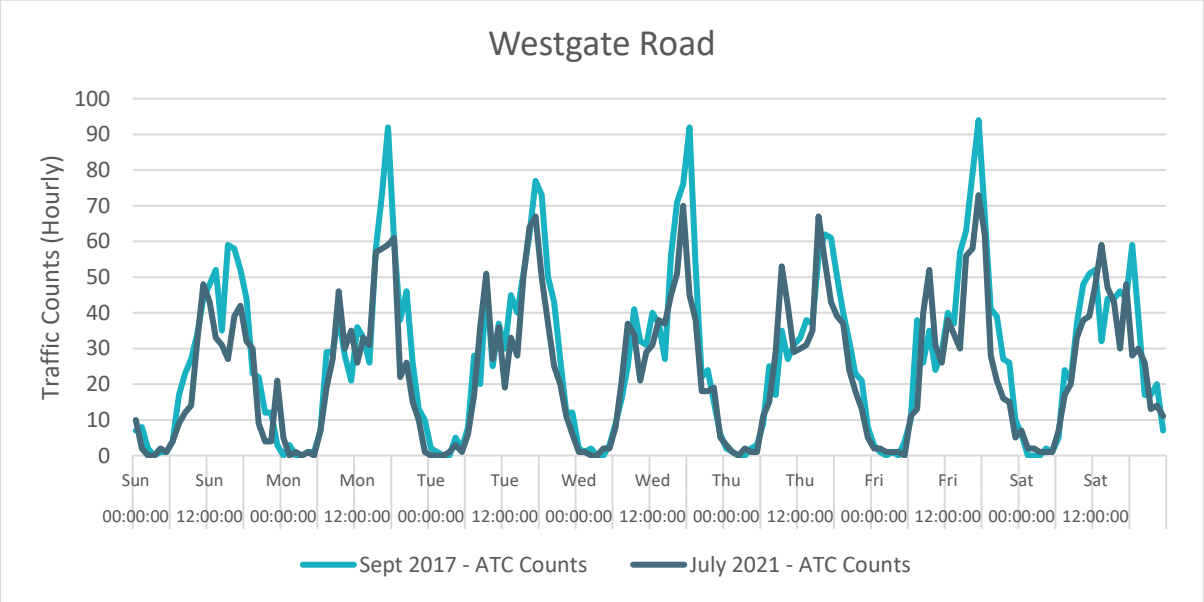


Figure 45 - ATC Average Speed Profile (Whitstable Road, Faversham)

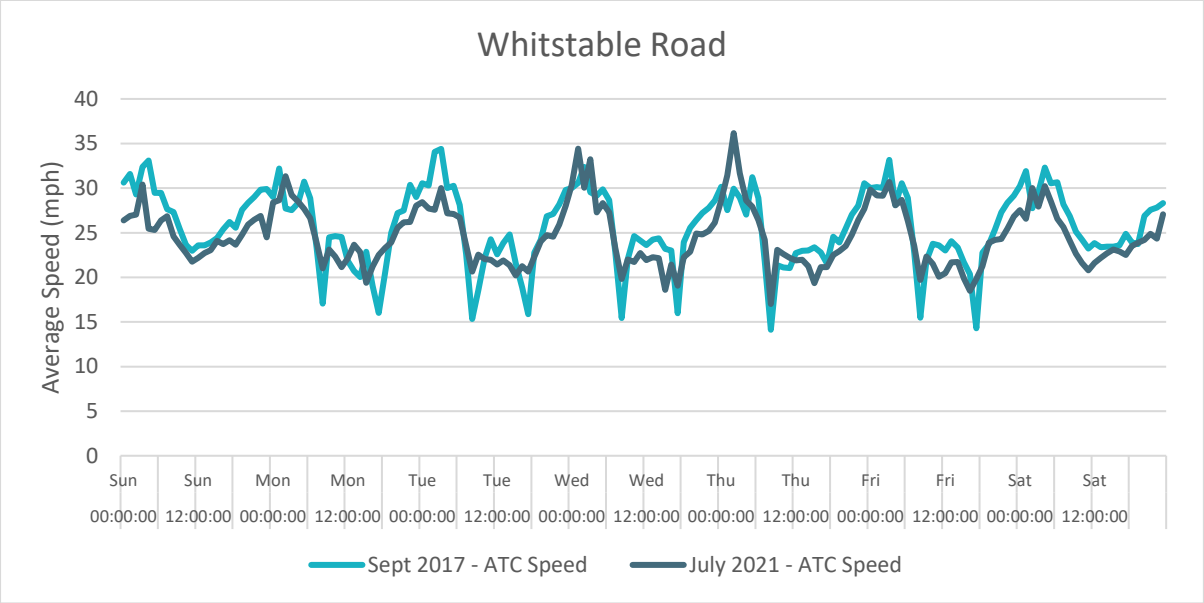


Figure 46 - ATC 85th Percentile Speed Profile (Whitstable Road, Faversham)

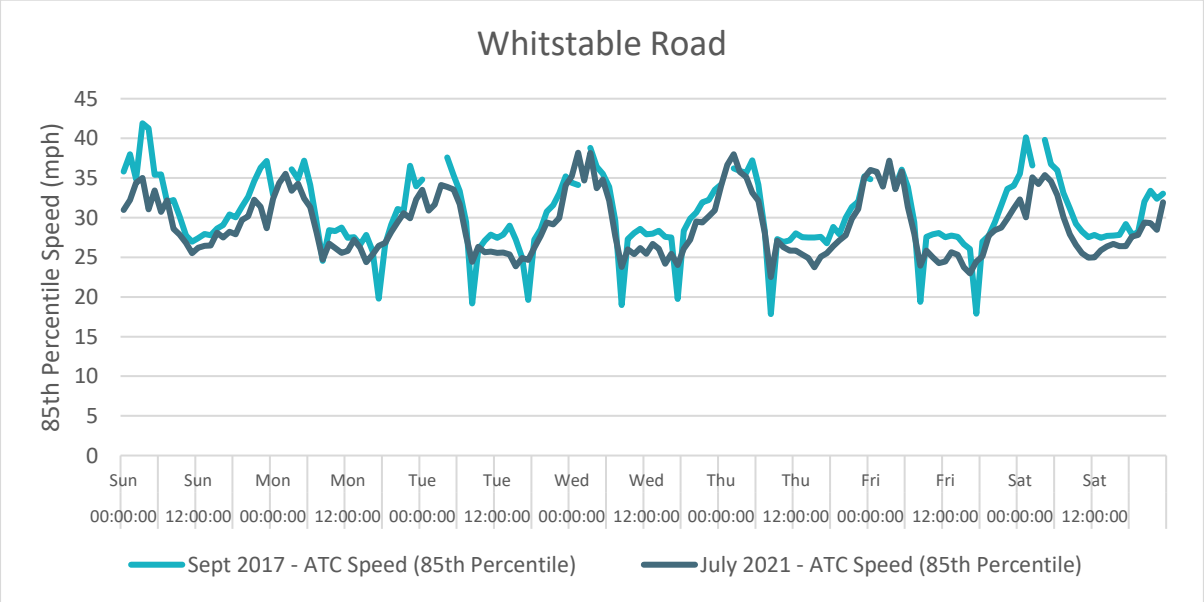
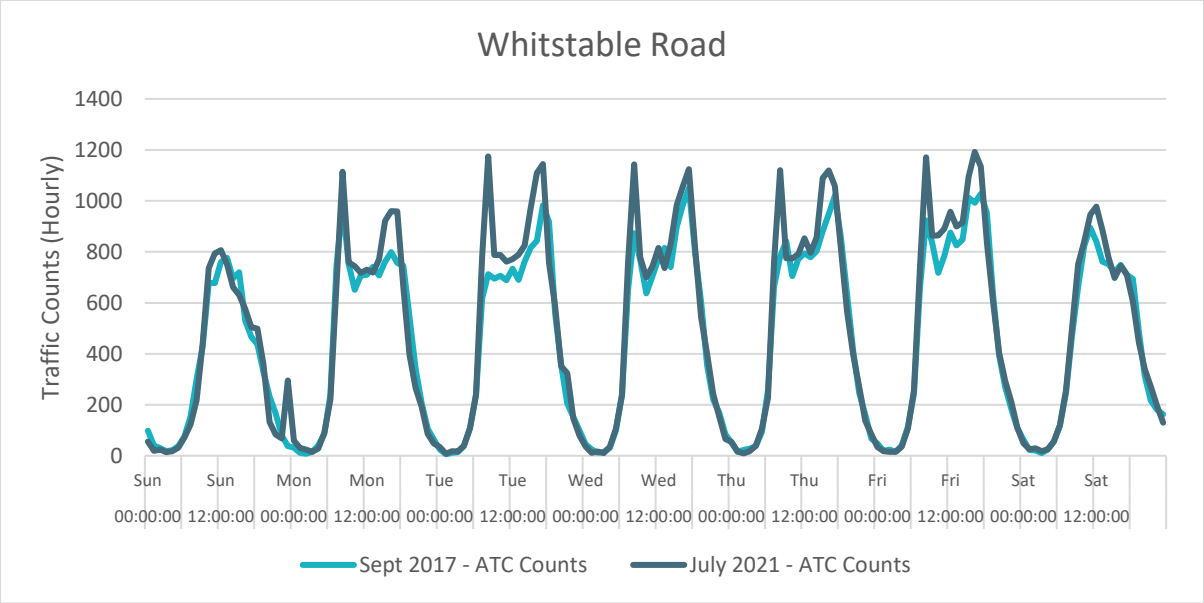


Figure 47 - ATC Traffic Profile (Whitstable Road, Faversham)



TONBRIDGE

Figure 48 - ATC Average Speed Profile (A227, Tonbridge)

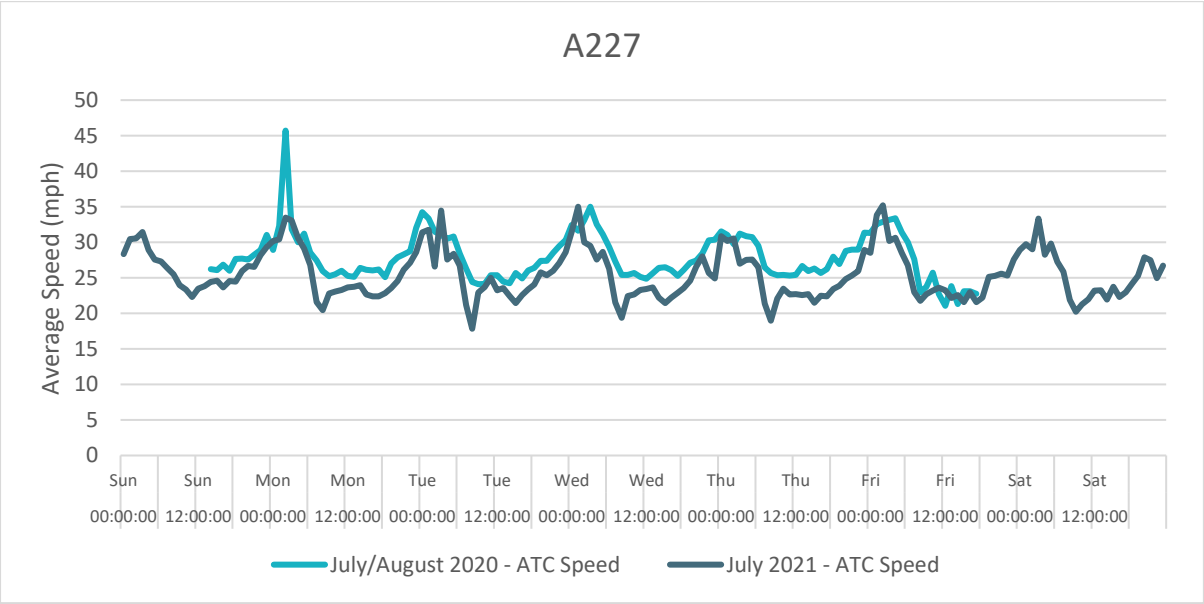
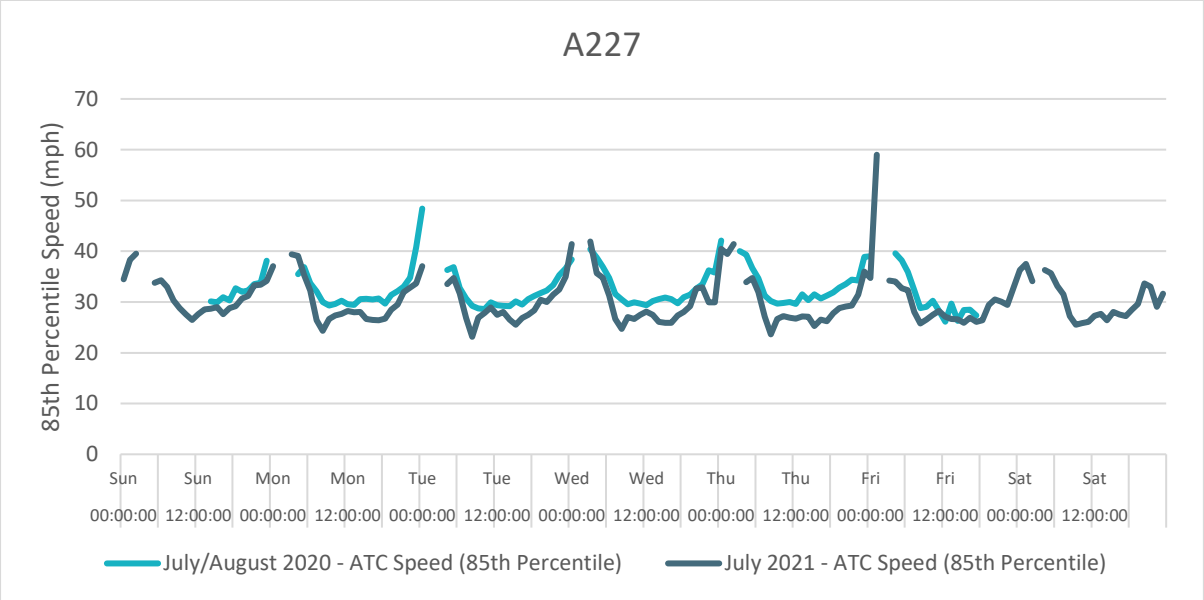


Figure 49 - ATC 85th Percentile Speed Profile (A227, Tonbridge)



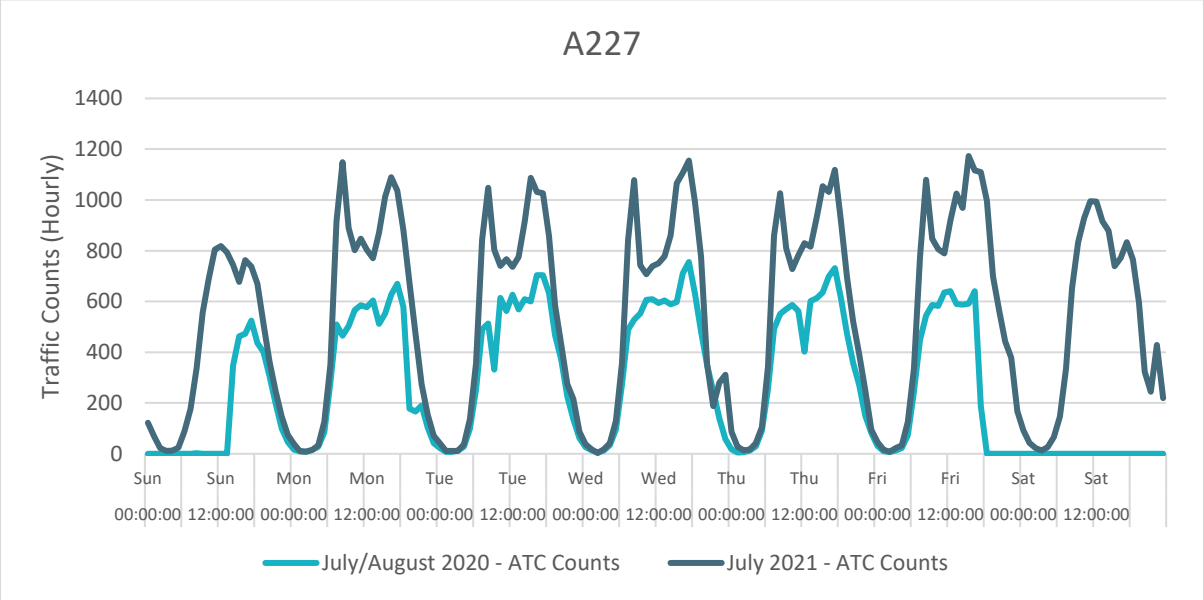


Figure 50 - ATC Average Speed Profile (A26, Tonbridge)

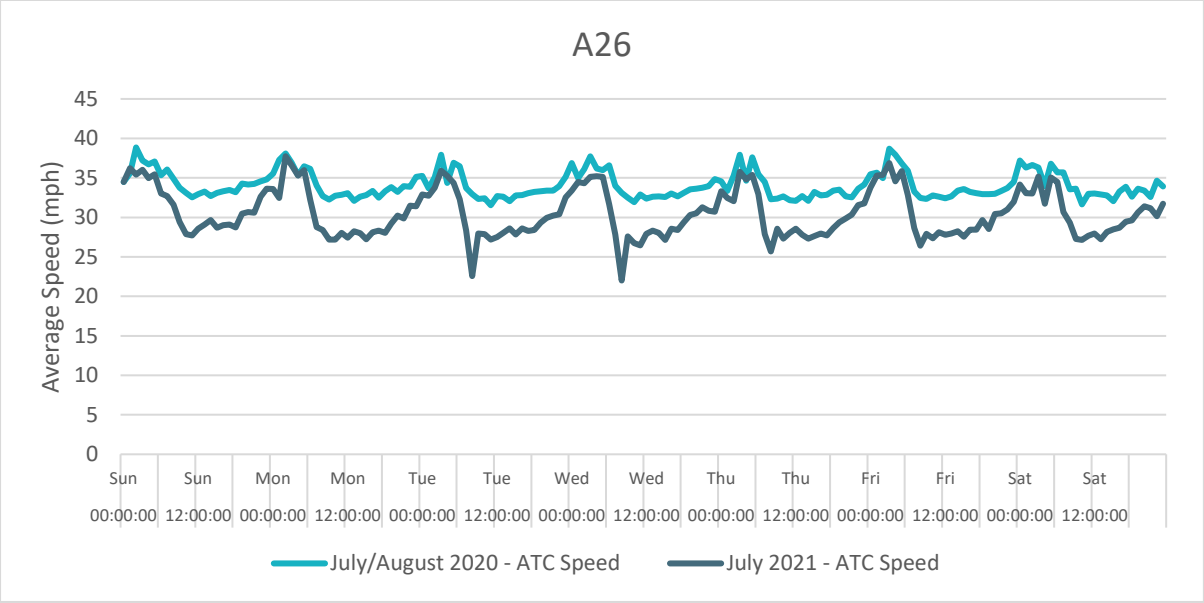
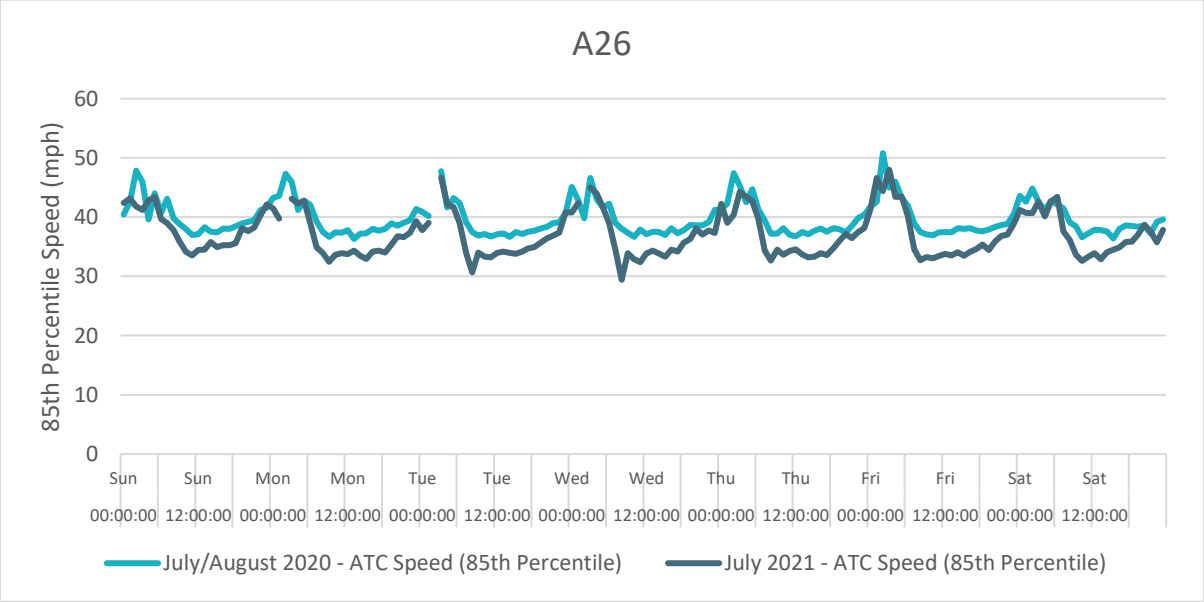


Figure 51 - ATC 85th Percentile Speed Profile (A26, Tonbridge)



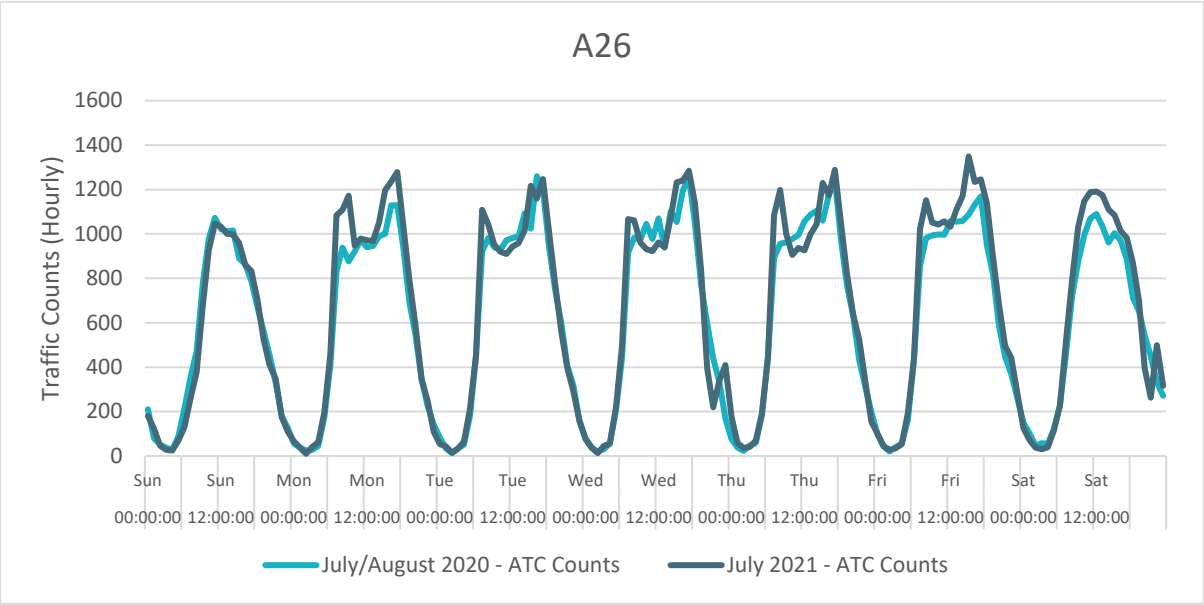


Figure 52 - ATC Average Speed Profile (Ave Du Puy, Tonbridge)

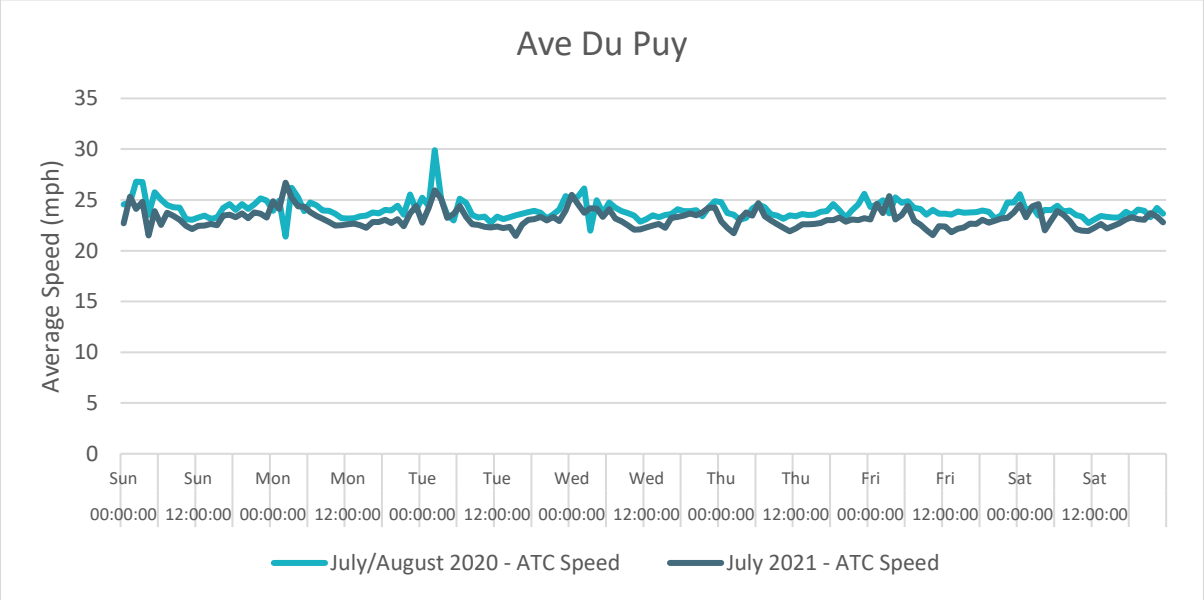
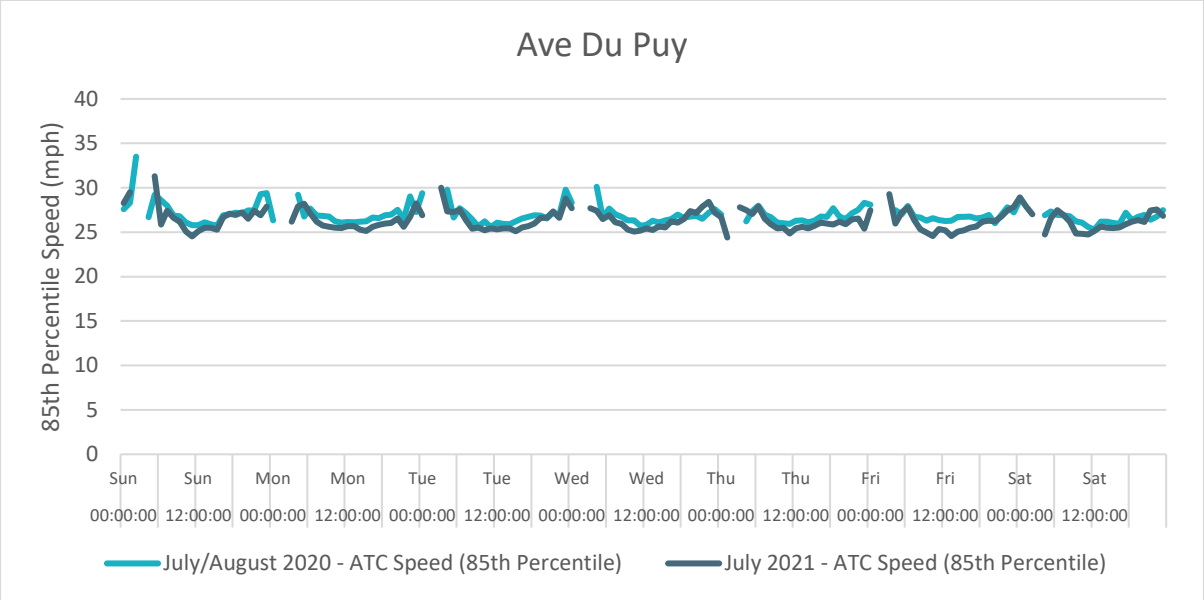


Figure 53 - ATC 85th Percentile Speed Profile (Ave Du Puy, Tonbridge)



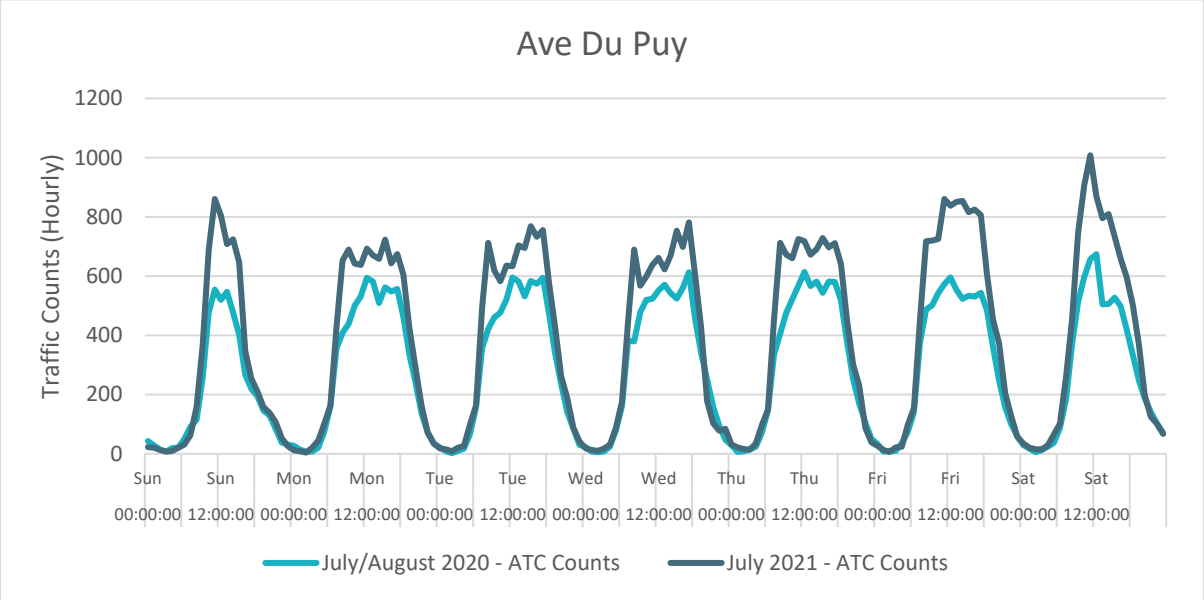


Figure 54 - ATC Average Speed Profile (B245, Tonbridge)

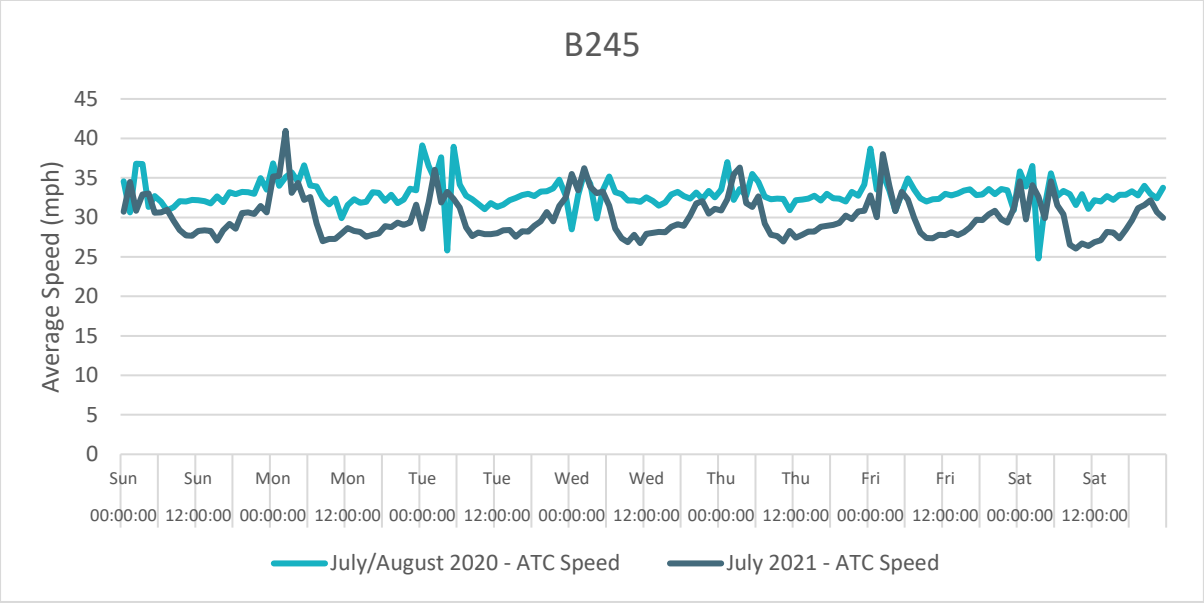
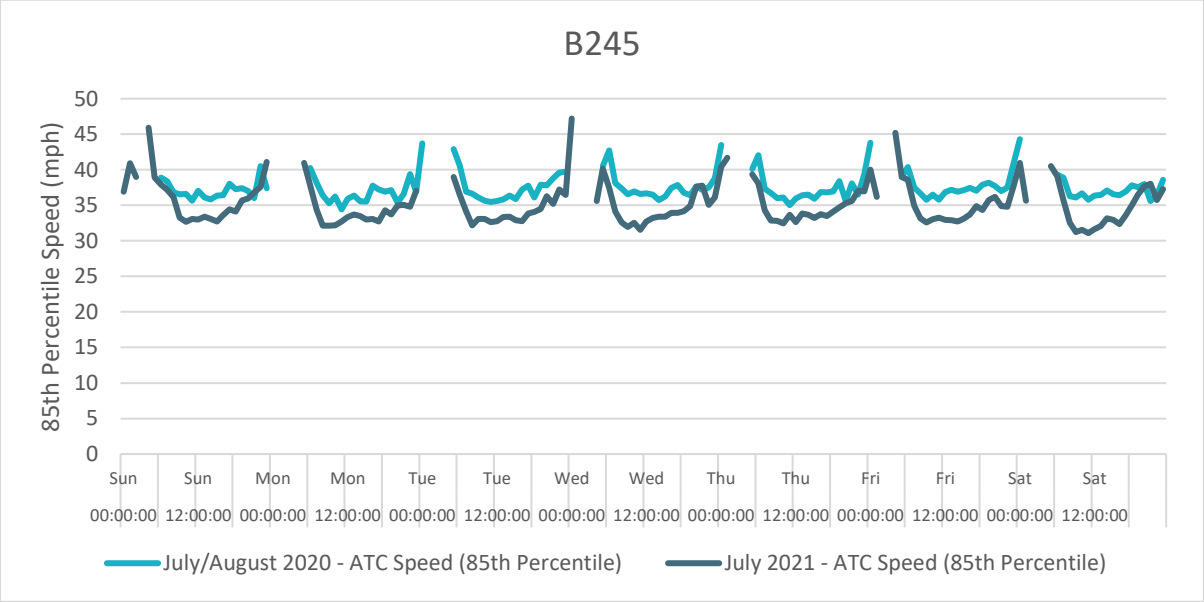


Figure 55 - ATC 85th Percentile Speed Profile (B245, Tonbridge)



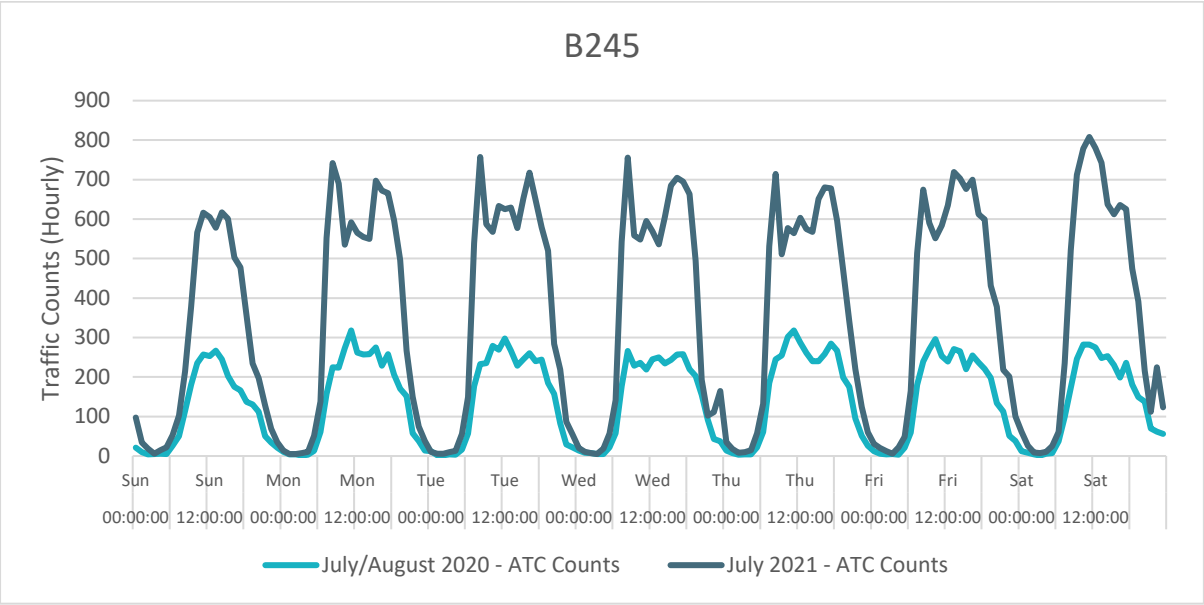


Figure 56 - ATC Average Speed Profile (Brook Street, Tonbridge)

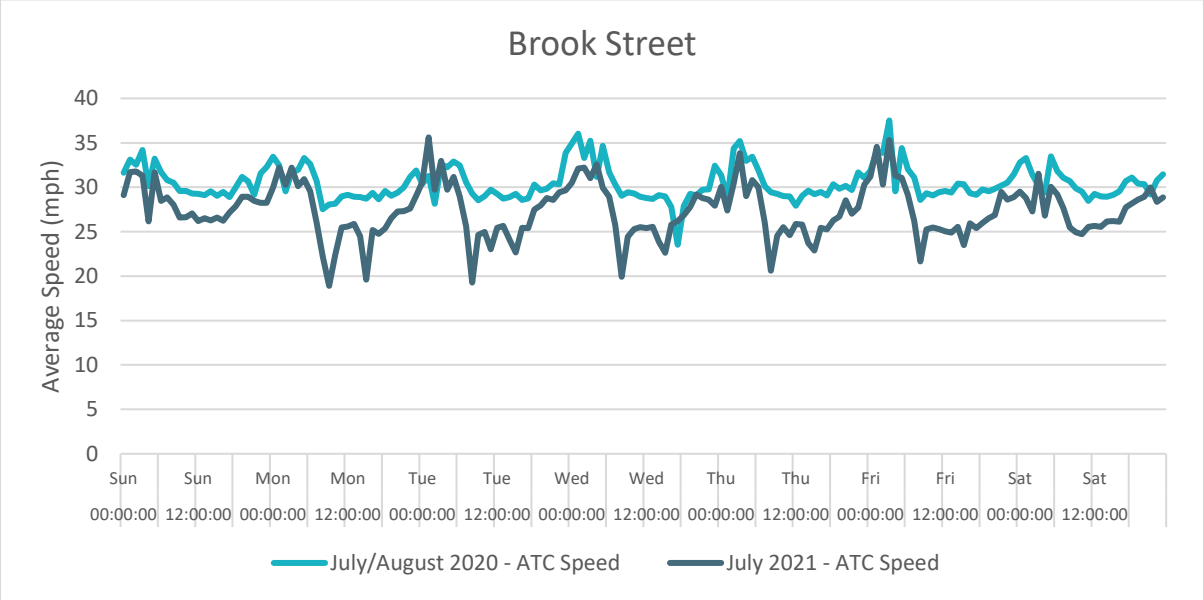
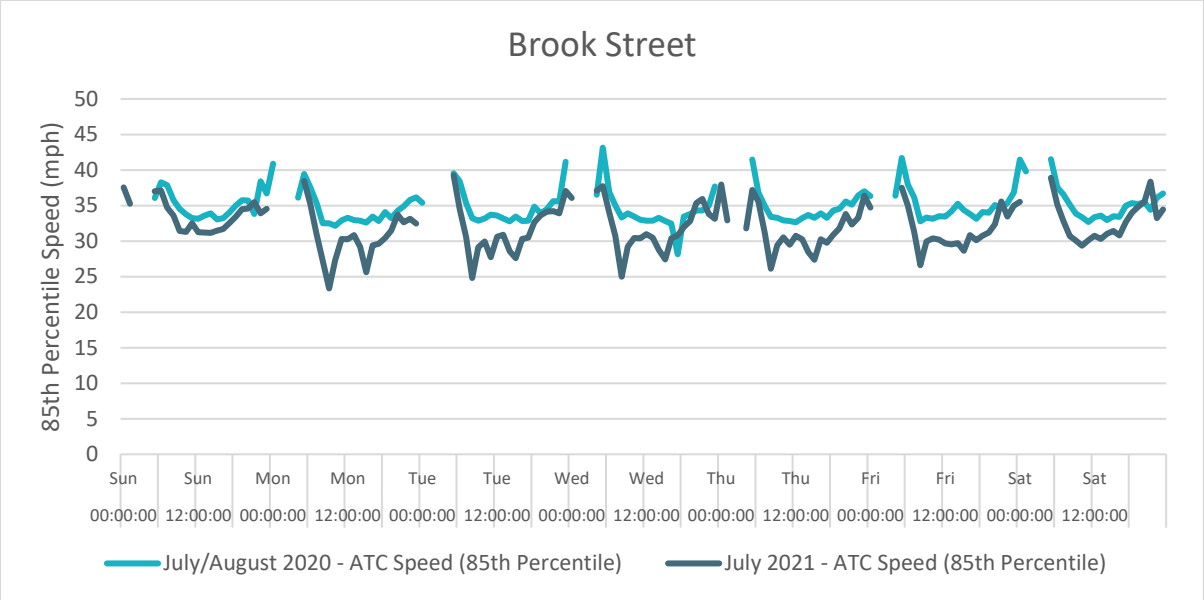


Figure 57 - ATC 85th Percentile Speed Profile (Brook Street, Tonbridge)



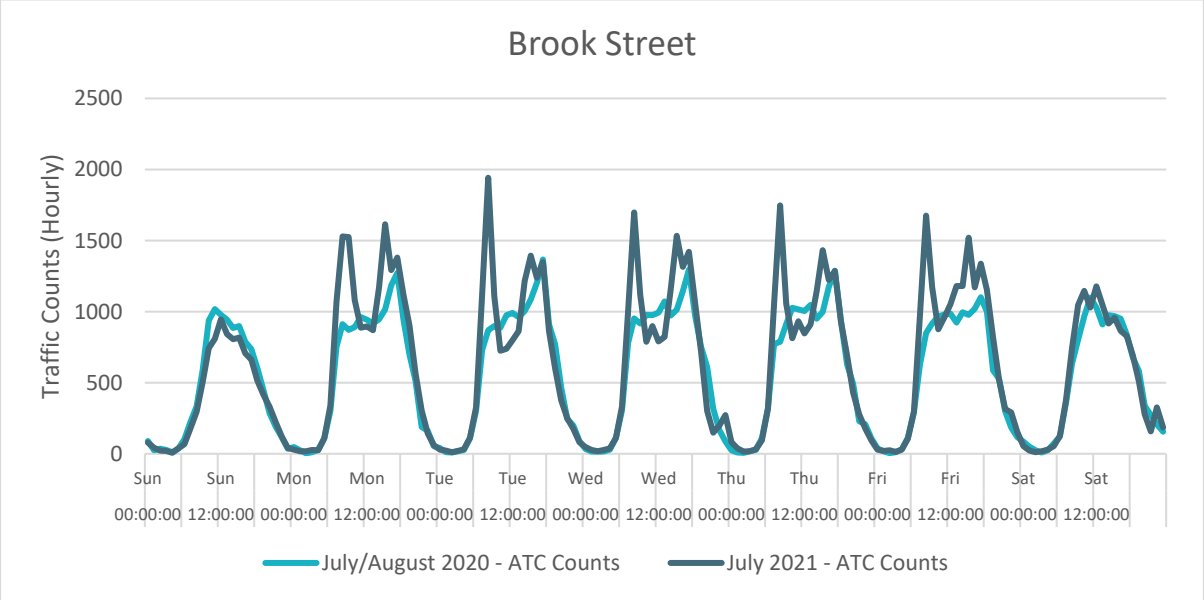


Figure 58 - ATC Average Speed Profile (Dry Hill Park, Tonbridge)

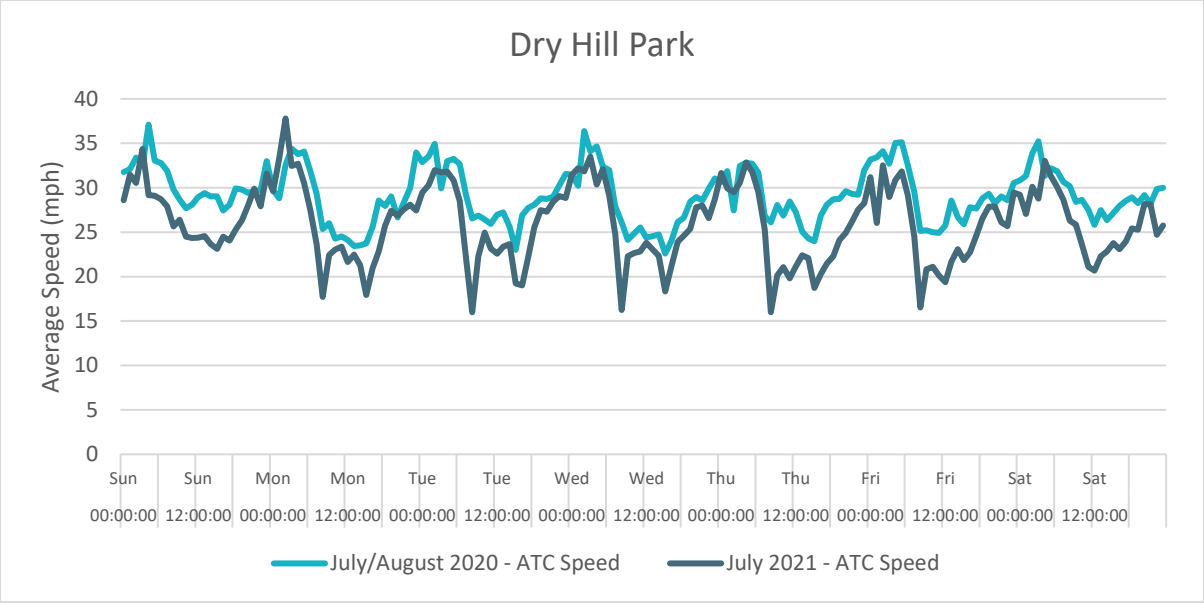
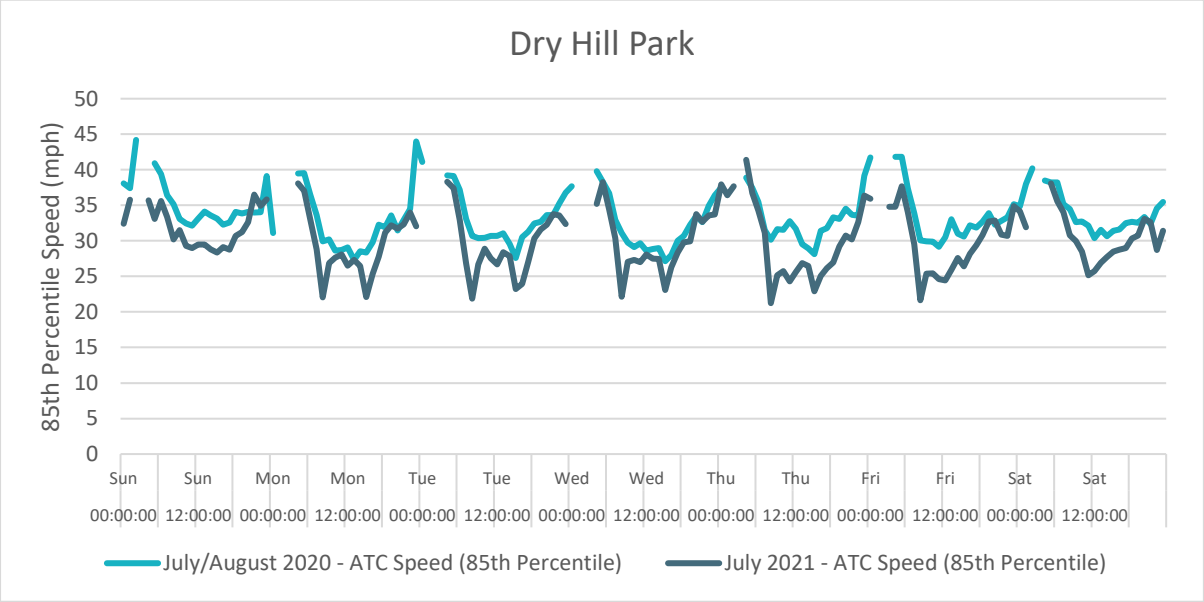


Figure 59 - ATC 85th Percentile Speed Profile (Dry Hill Park, Tonbridge)



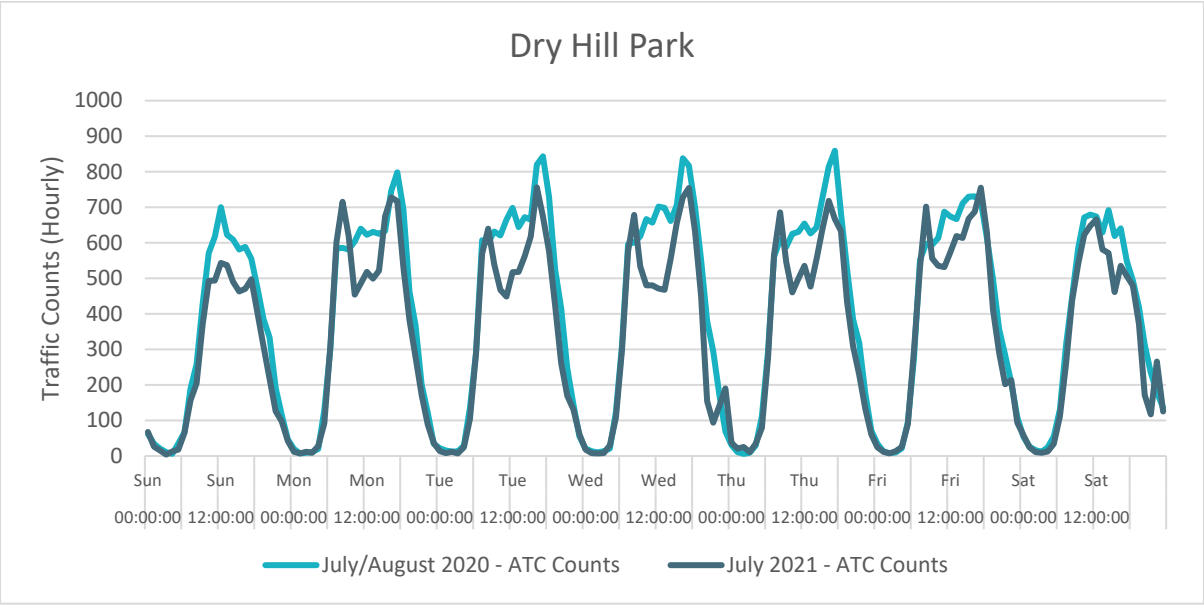


Figure 60 - ATC Average Speed Profile (Higham Lane, Tonbridge)

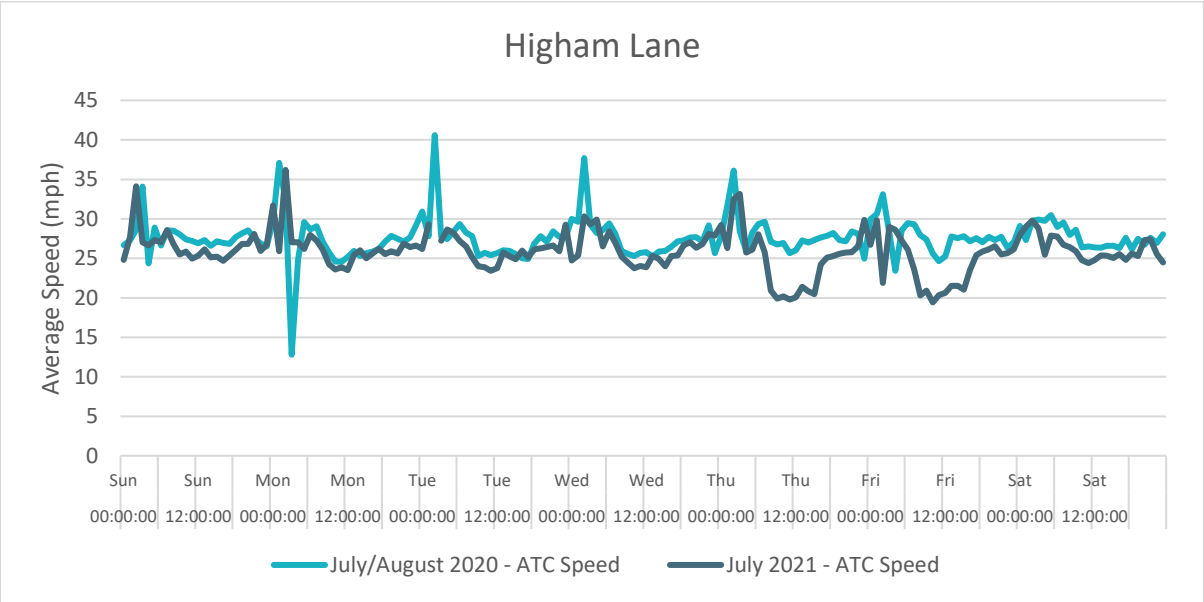
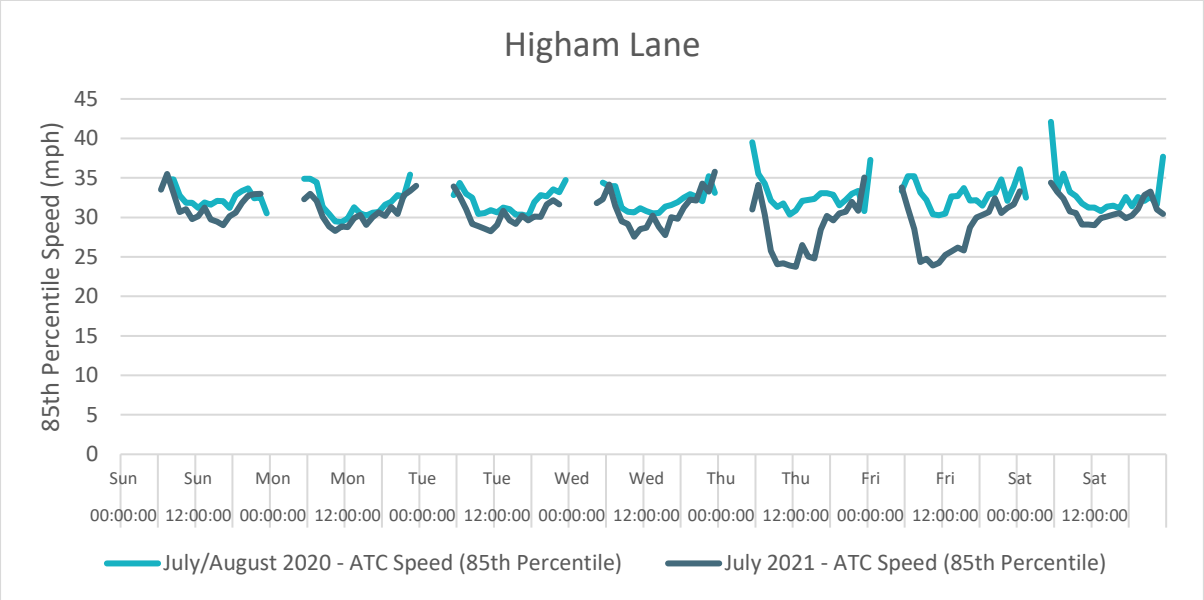


Figure 61 - ATC 85th Percentile Speed Profile (Higham Lane, Tonbridge)



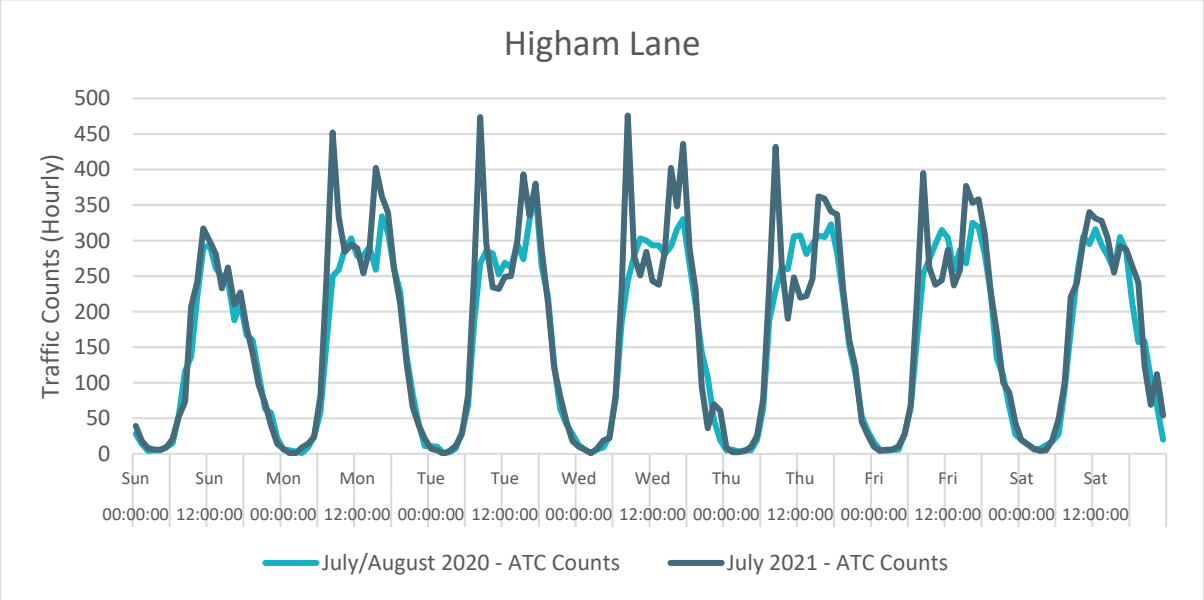


Figure 62 - ATC Average Speed Profile (Pembury Road, Tonbridge)

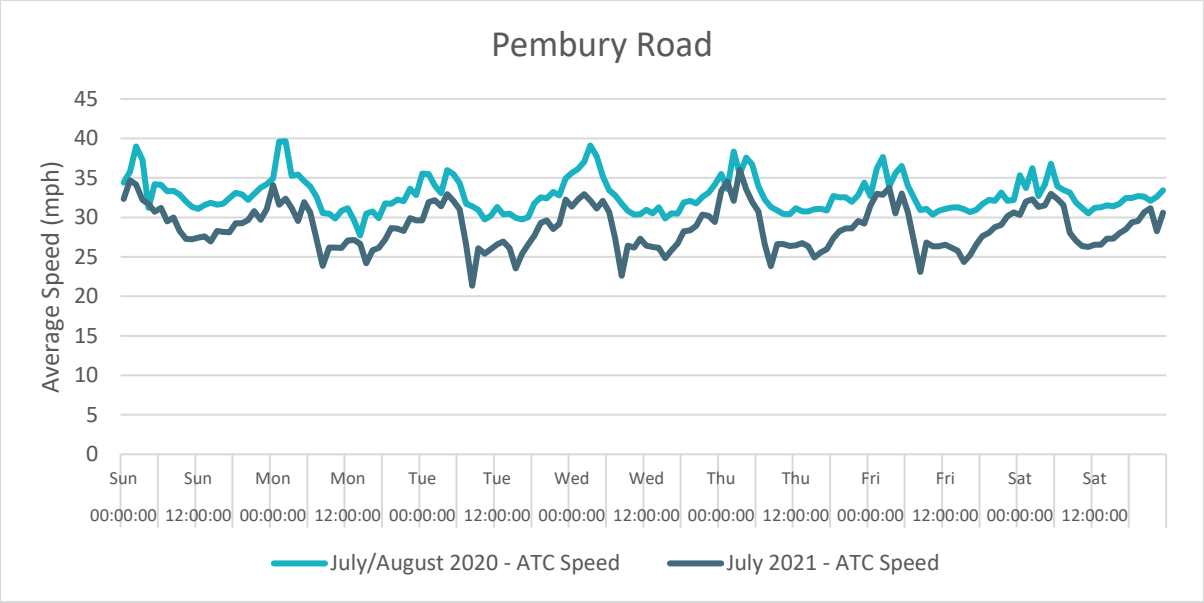
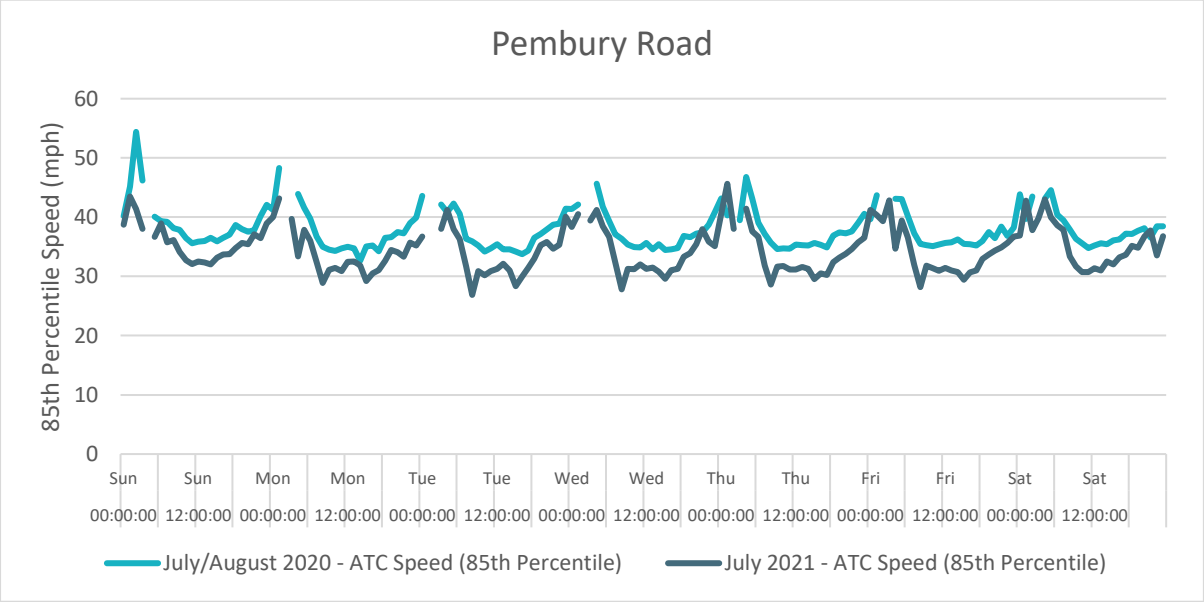


Figure 63 - ATC 85th Percentile Speed Profile (Pembury Road, Tonbridge)



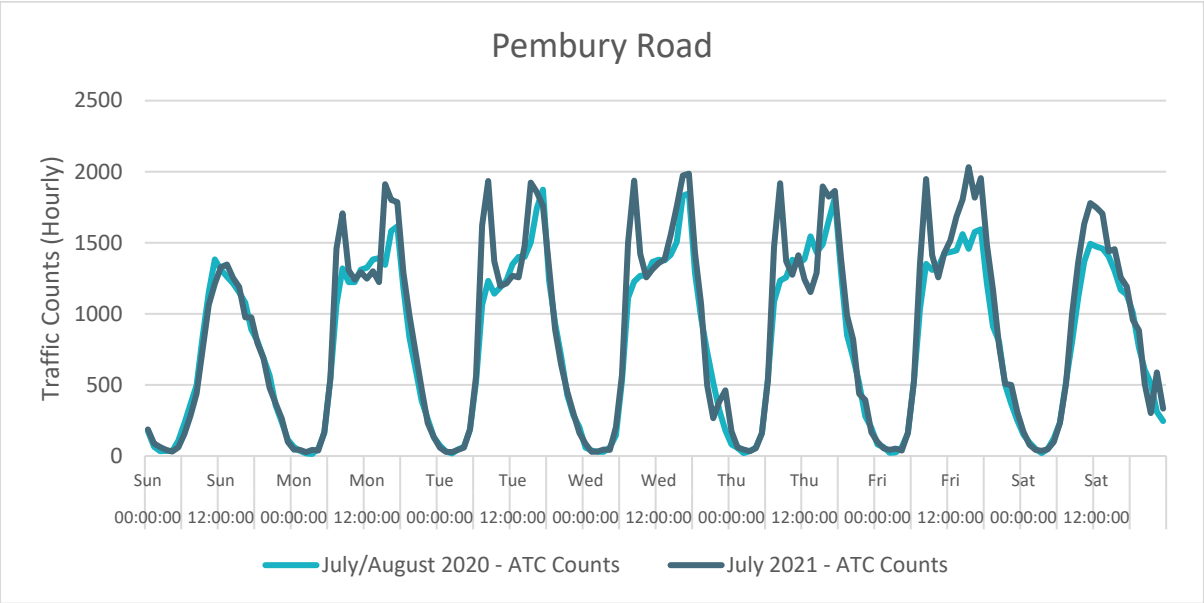


Figure 64 - ATC Average Speed Profile (Priory Road, Tonbridge)

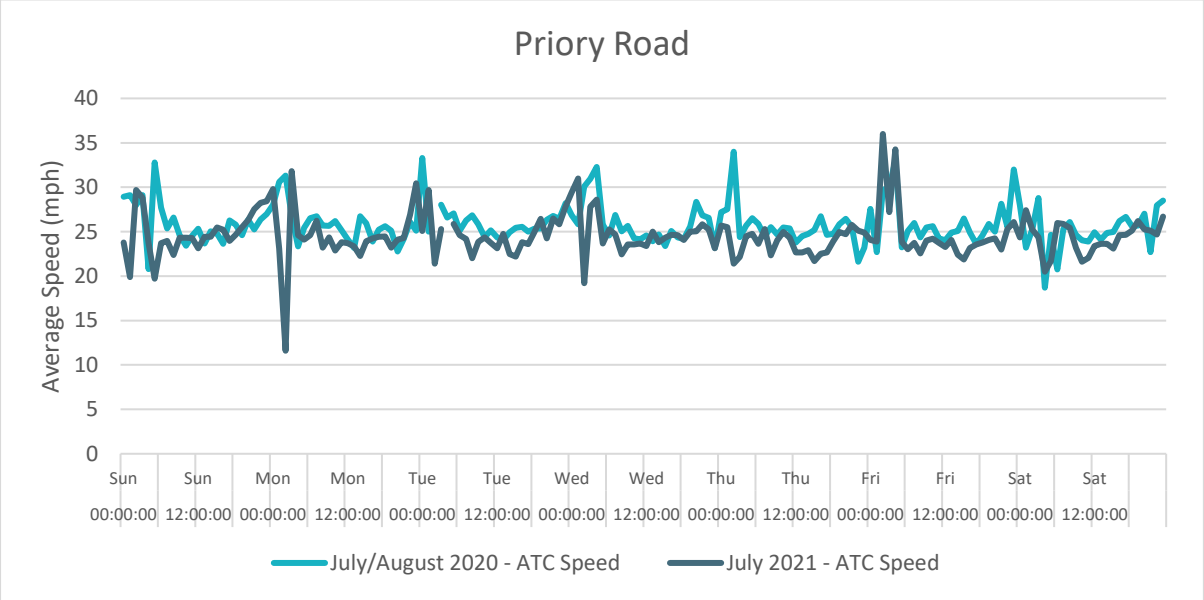
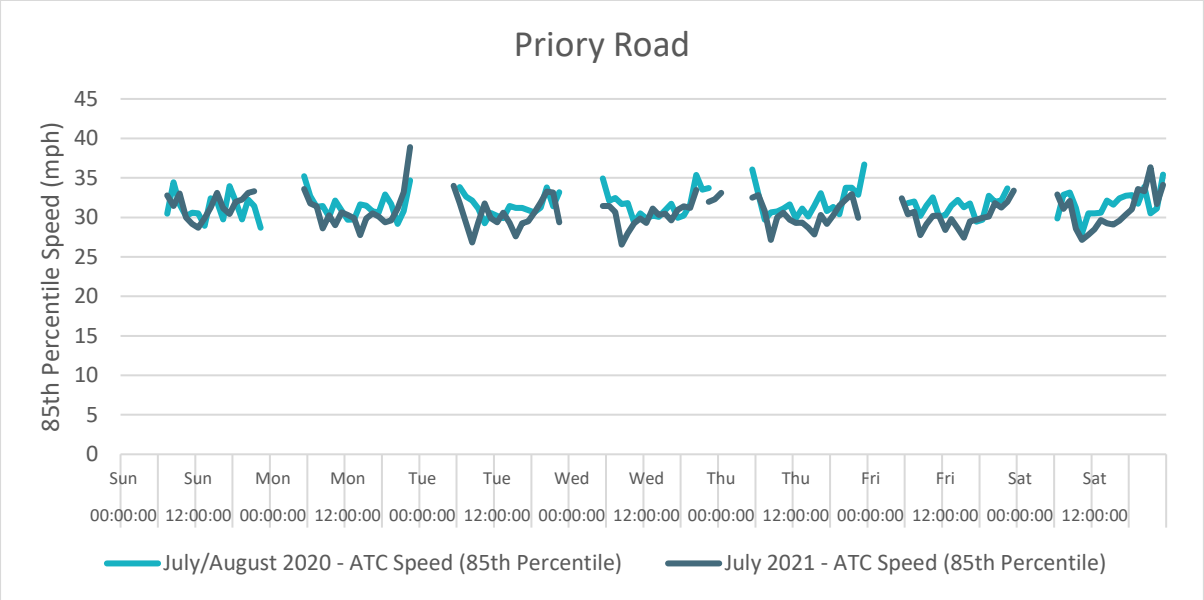


Figure 65 - ATC 85th Percentile Speed Profile (Priory Road, Tonbridge)



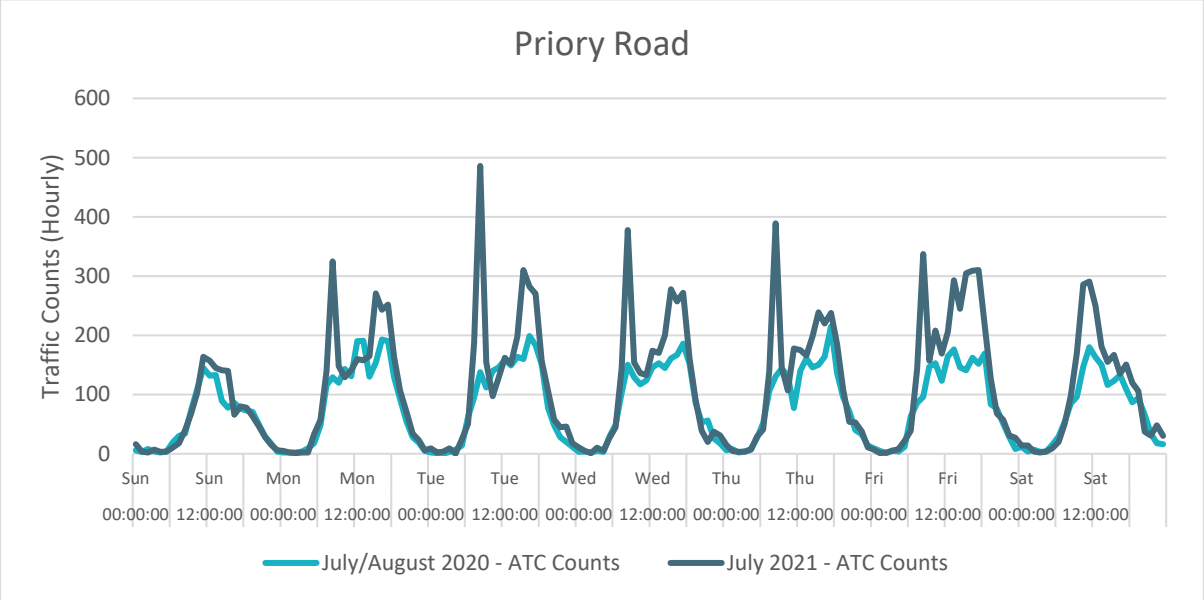


Figure 66 - ATC Average Speed Profile (Shipbourne Road, Tonbridge)

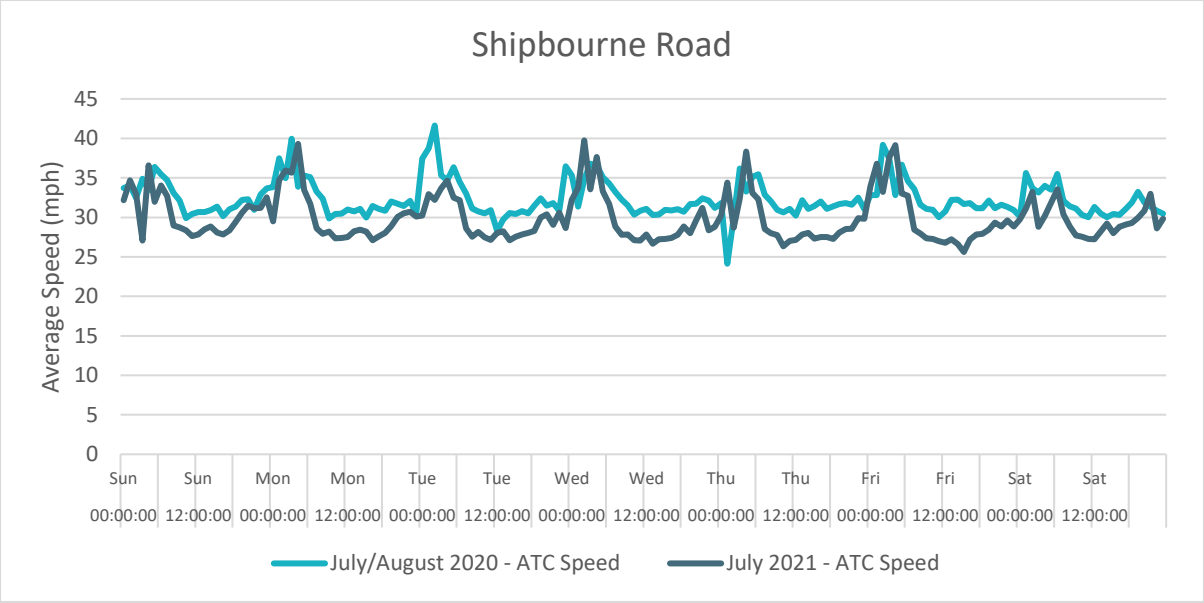
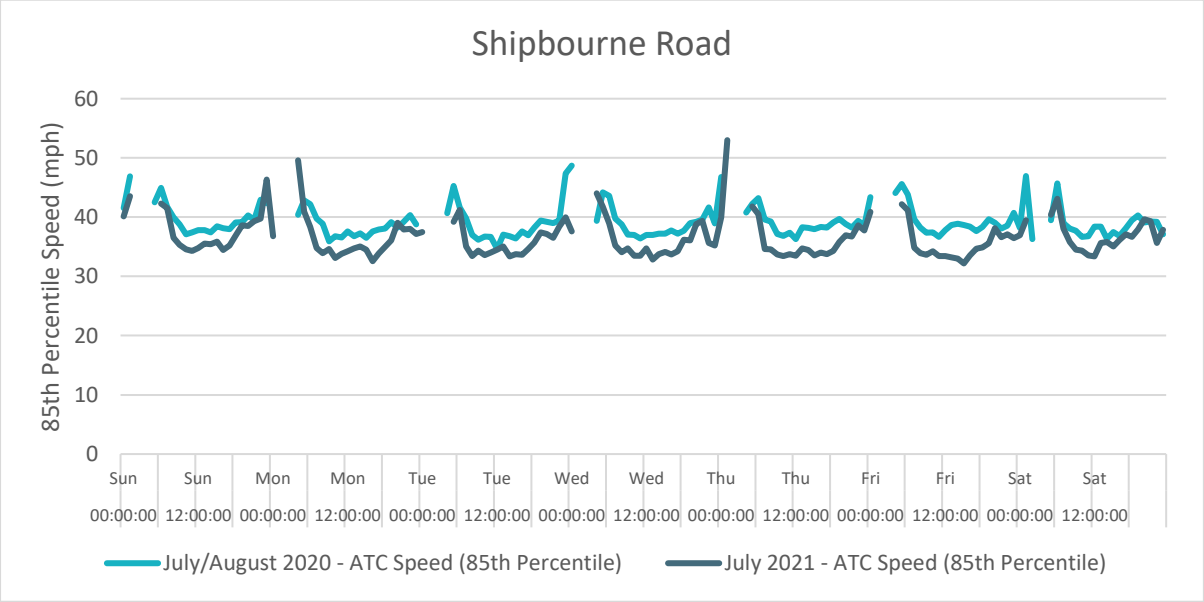


Figure 67 - ATC 85th Percentile Speed Profile (Shipbourne Road, Tonbridge)



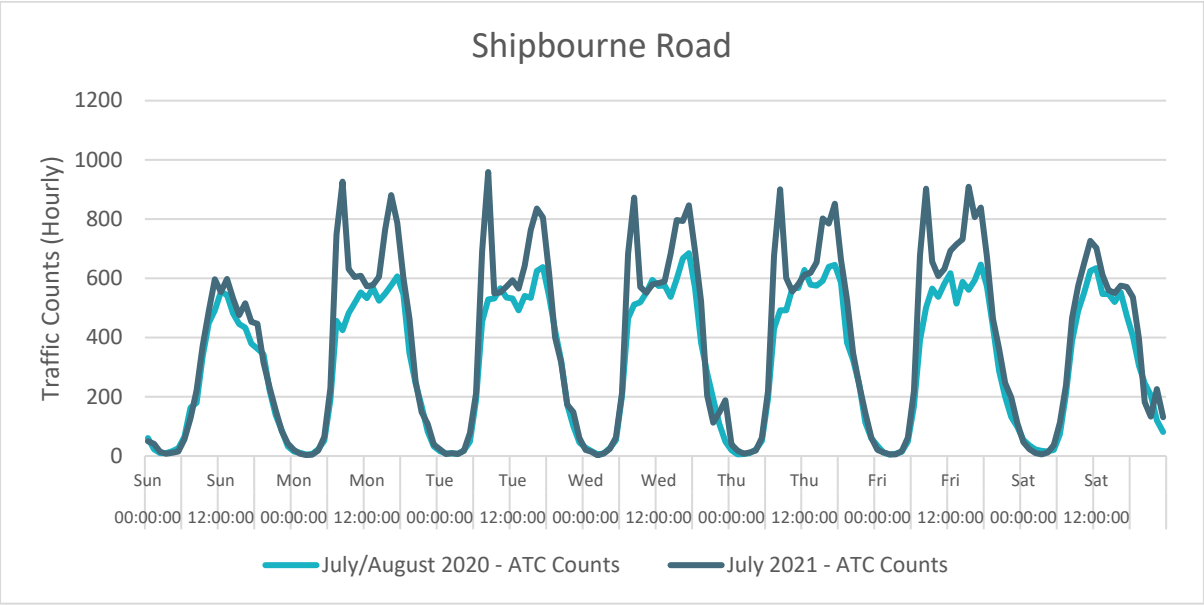


Figure 68 - ATC Average Speed Profile (The Ridgeway, Tonbridge)

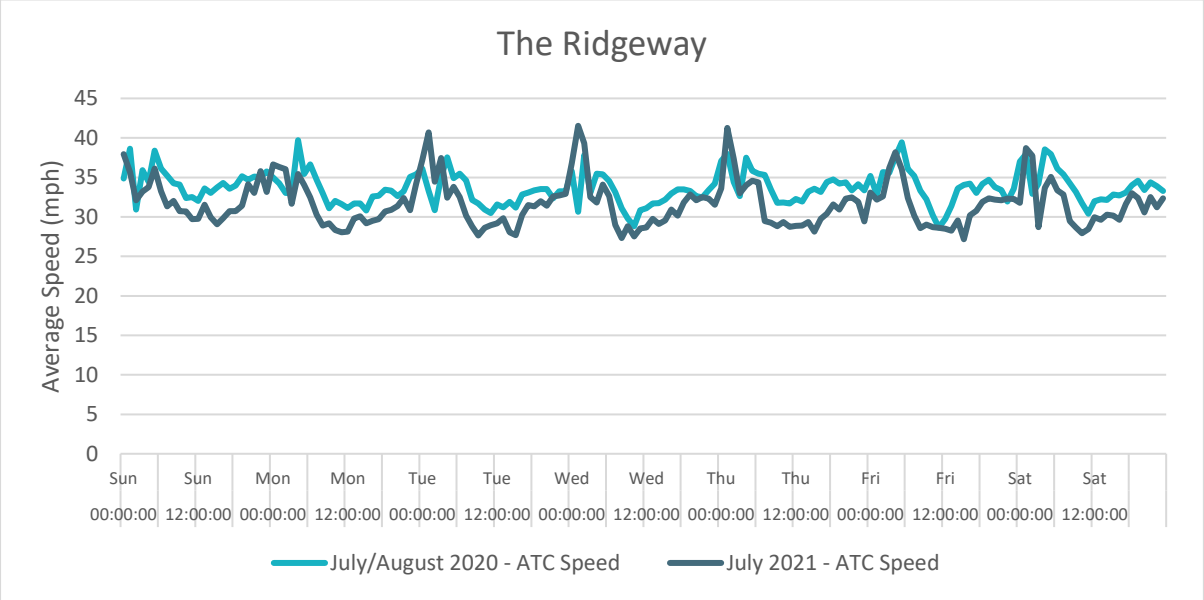
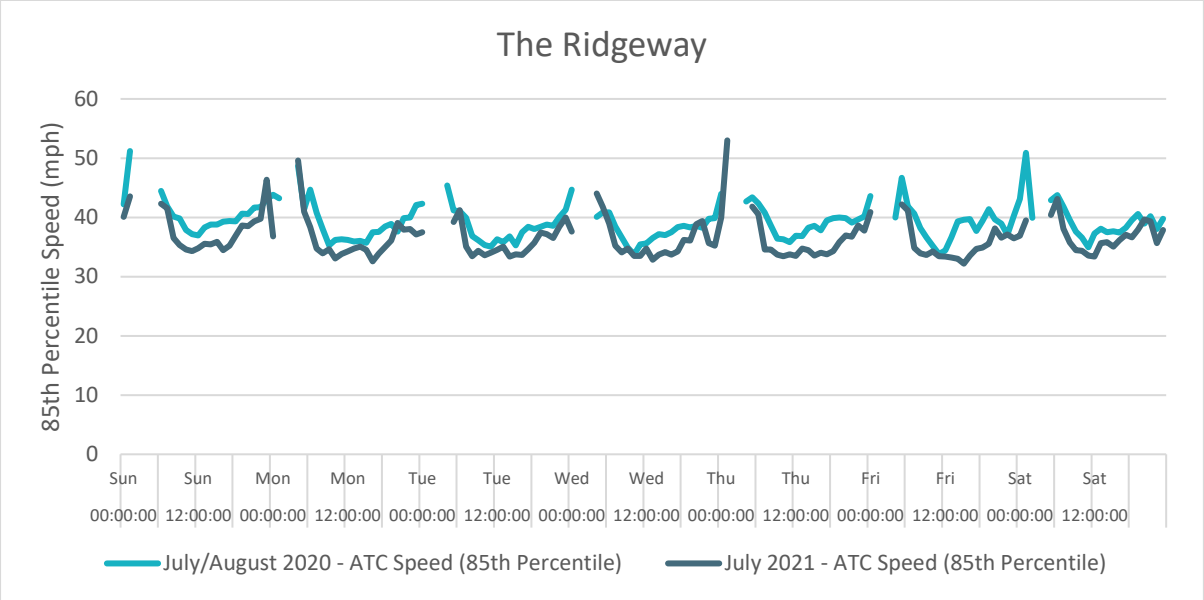


Figure 69 - ATC 85th Percentile Speed Profile (The Ridgeway, Tonbridge)



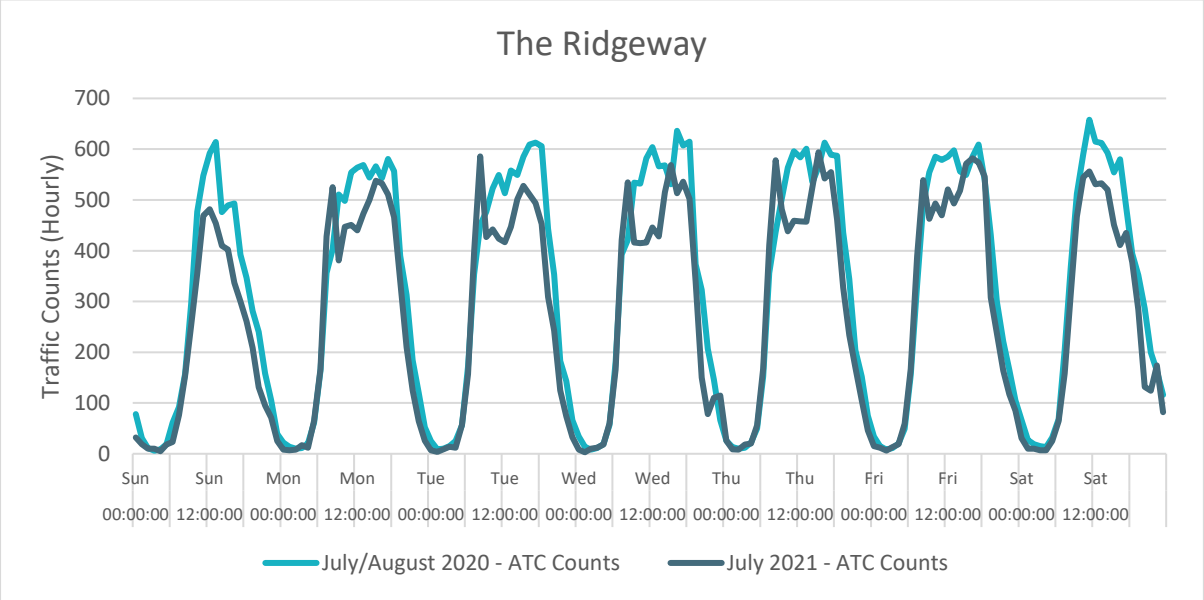


Figure 70 - ATC Average Speed Profile (Yardley Park, Tonbridge)

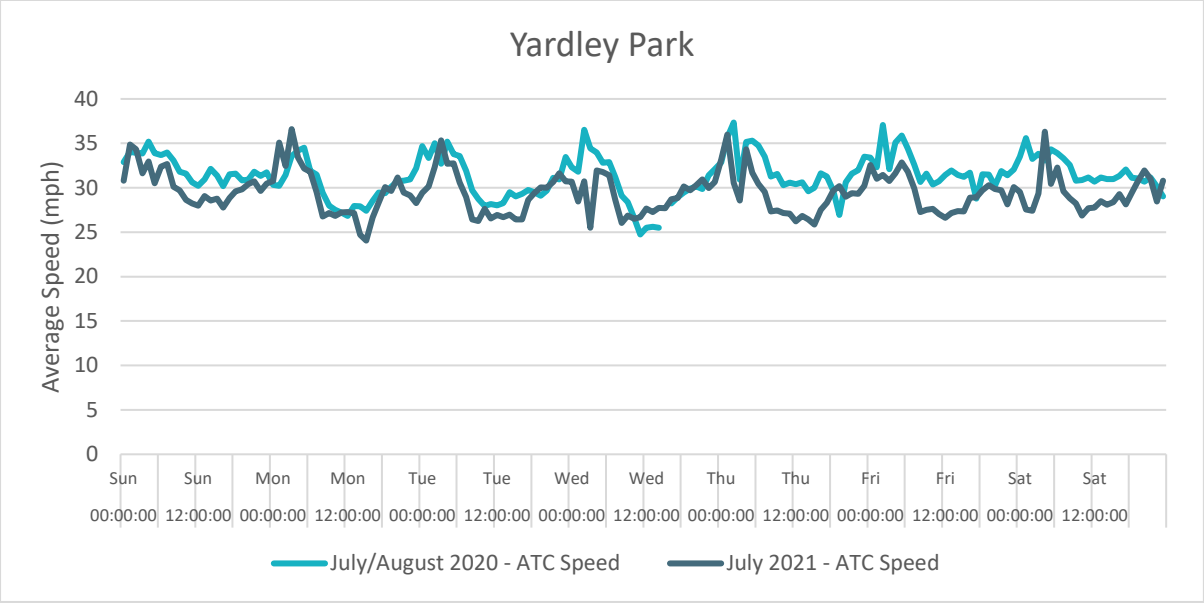
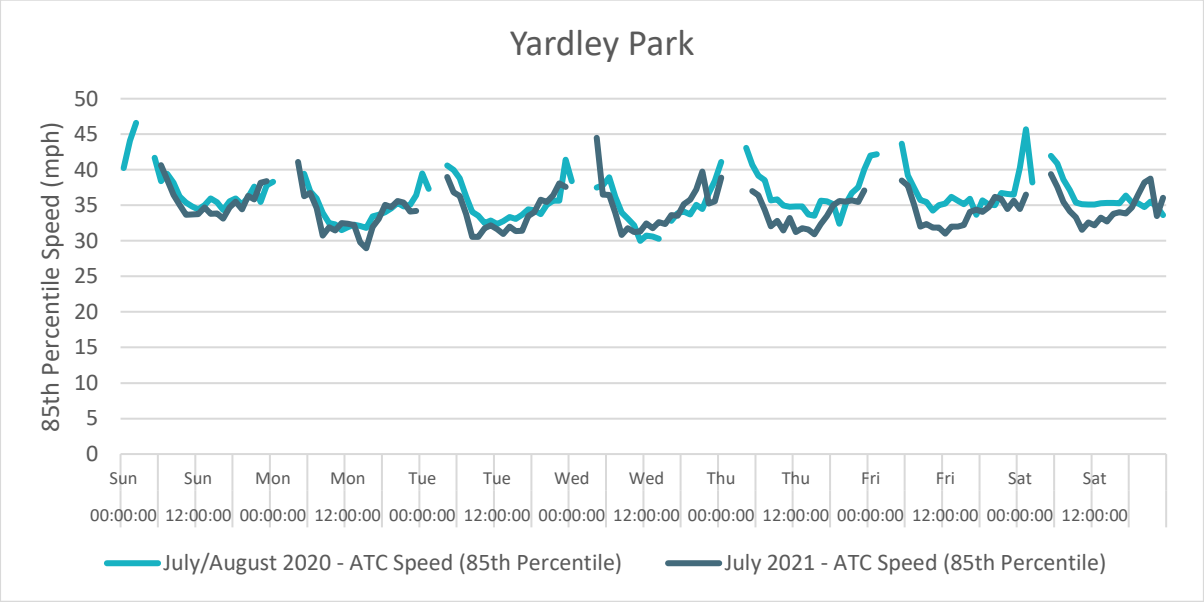
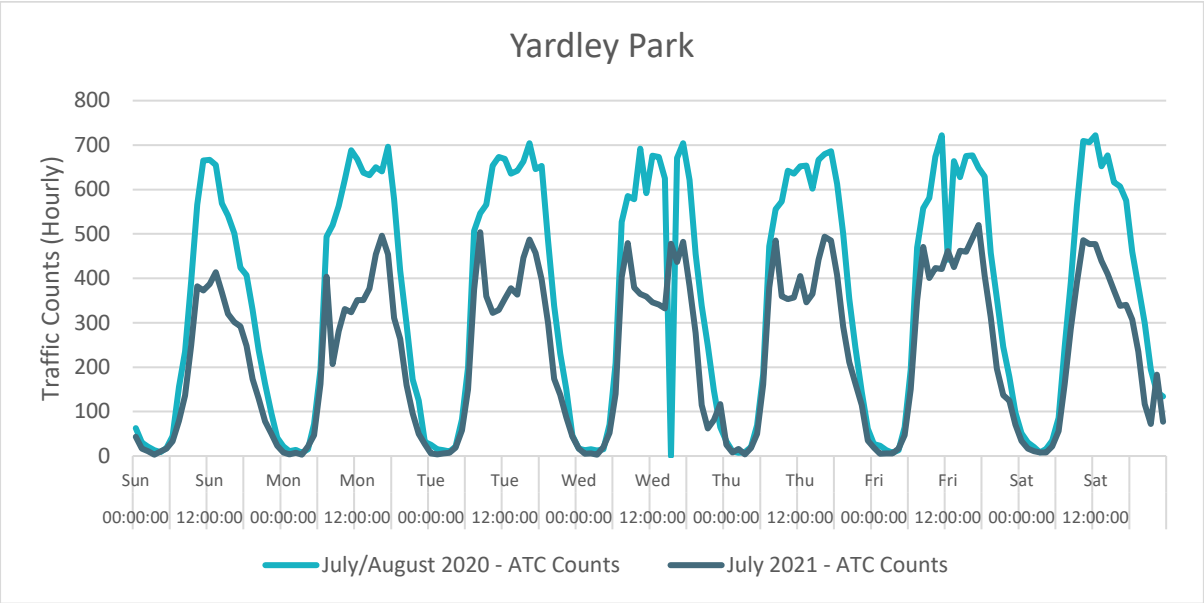


Figure 71 - ATC 85th Percentile Speed Profile (Yardley Park, Tonbridge)



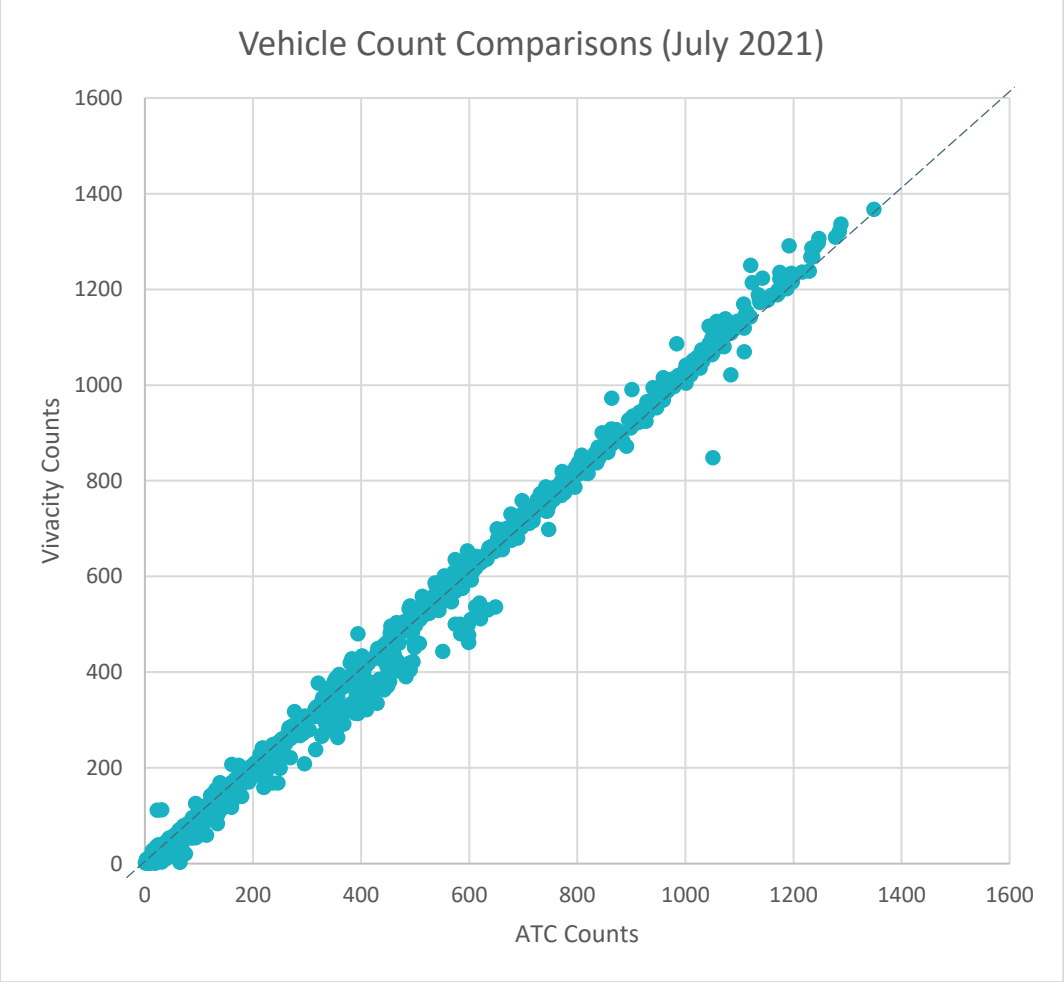

Yardley Park
Traffic Counts (Hourly)
800
700
600
500
400
300
200
100
0
Sun 00:00:00
Sun 12:00:00
Mon 00:00:00
Mon 12:00:00
Tue 00:00:00
Tue 12:00:00
Wed 00:00:00
Wed 12:00:00
Thu 00:00:00
Thu 12:00:00
Fri 00:00:00
Fri 12:00:00
Sat 00:00:00
Sat 12:00:00
July/August 2020 - ATC Counts
July 2021 - ATC Counts

APPENDIX B – ATC AND VIVACITY COMPARISON

In both Faversham and Tonbridge, there was one week in July 2021 in which vehicle speeds and traffic counts were recorded by both ATC surveys and Vivacity sensors. This overlap has allowed for a comparison of data from both sources. Figure 72 shows a plot of ATC traffic counts against Vivacity vehicle counts, where each point represents an hour of data at a single site. Figure 73 shows an analogous comparison for average speeds.

There is near-perfect alignment between ATC traffic counts and vehicle counts from Vivacity sensors, with a Pearson's Correlation Coefficient[7] of 0.998. Although this level of alignment is not seen in the average speed data, there is still a good level of correlation, with a Pearson's Correlation Coefficient of 0.844. However, average speeds recorded by Vivacity sensors appear to be suppressed compared to those recorded by ATC surveys, particularly where speeds are already low.

Figure 72 - Comparison of Vehicle Counts, ATC and Vivacity Sensors



[7] Pearson's Correlation Coefficient provides a measure of linear correlation between two variables. This is a value between -1 and 1, where 1 represents perfect positive correlation (as one variable increases, so does the other), -1 represents perfect negative correlation (as one variable increases, the other decreases), and a value close to 0 indicates very little linear correlation in either direction. Formally, it is equivalent to the ratio of the covariance of the two variables and the product of their standard deviations.

Figure 73 - Comparison of Average Vehicle Speeds, ATC and Vivacity Sensors

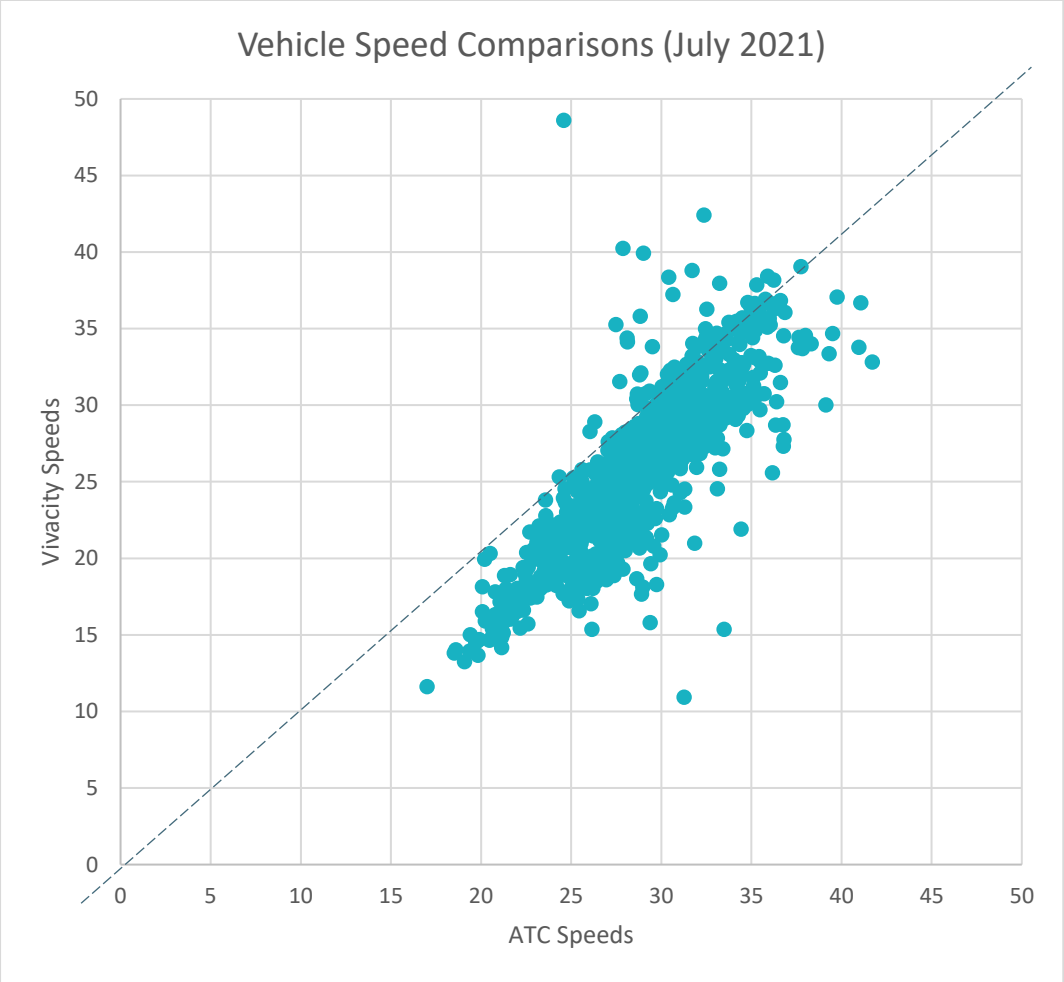


Figure 74 shows the average daily motor vehicle speeds across all ten Vivacity sites in Faversham and Tonbridge, whilst Figure 75 shows the average total daily motor vehicle counts. Aside from the usual weekly variations in motor vehicle speeds, these speeds remained relatively stable over the first seven months of 2021 in both Faversham and Tonbridge. This is despite gradually increasing motor vehicle traffic levels as pandemic restrictions eased.

Figure 74 - Vivacity Motor Vehicle Speeds (January to July 2021)

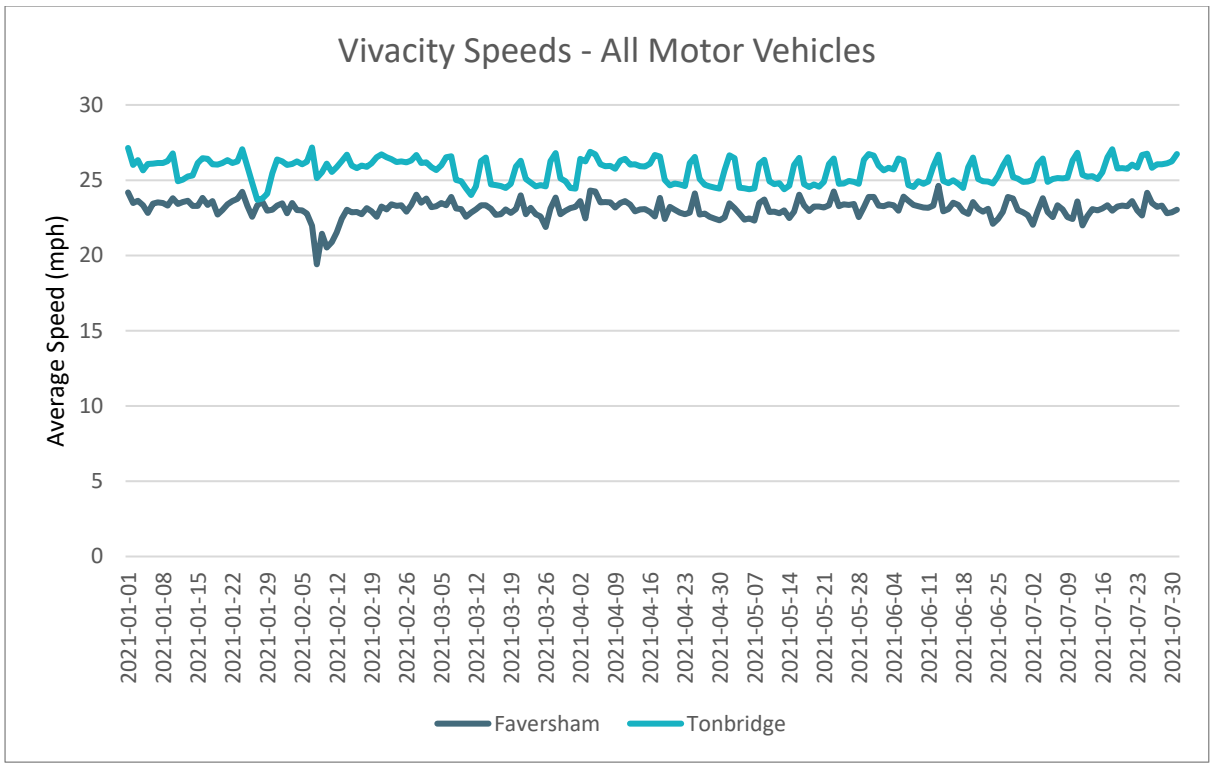


Figure 75 - Vivacity Motor Vehicle Counts (January to July 2021)

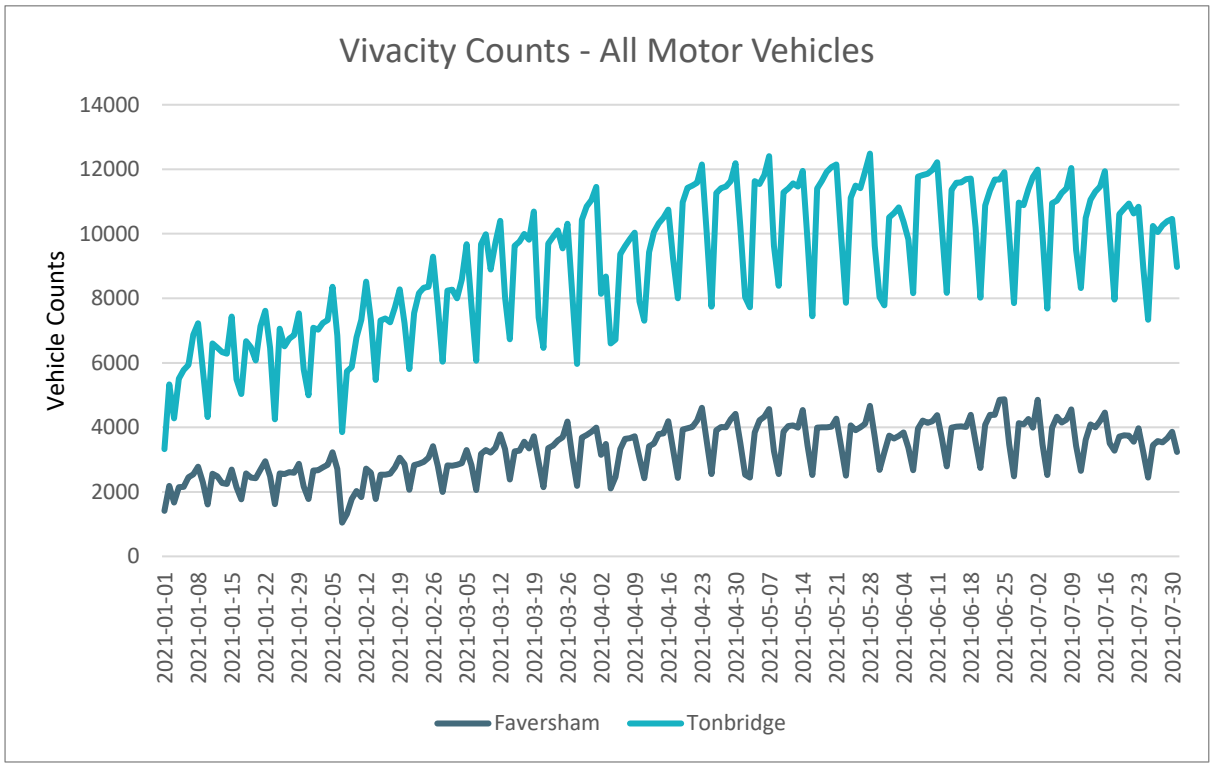


Figure 76 - Vivacity Pedestrian Counts (January to July 2021)

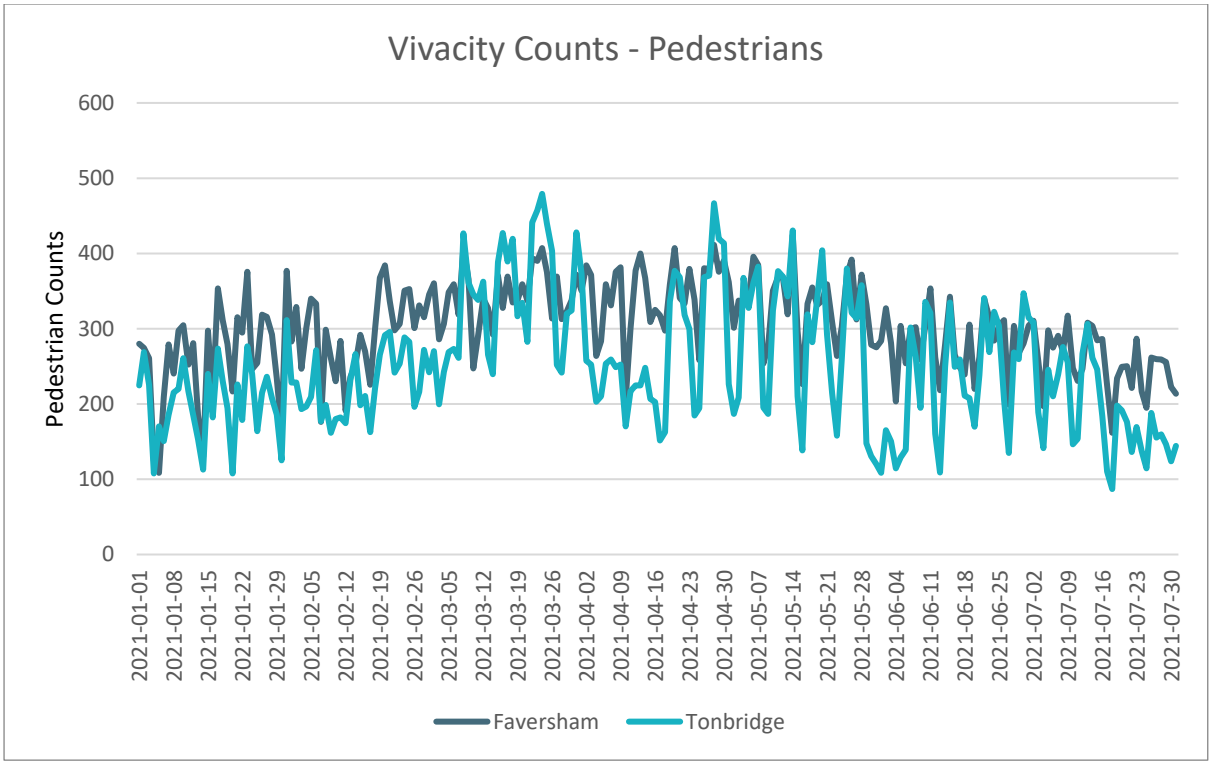


Figure 76 shows the daily pedestrian counts in Faversham and Tonbridge in 2021. Both towns saw increases in pedestrian accounts from February onwards, potentially reflected changes in the weather. Faversham recorded higher accounts in almost all weeks across the study period.

Figure 77 - Vivacity Cyclist Counts (January to July 2021)

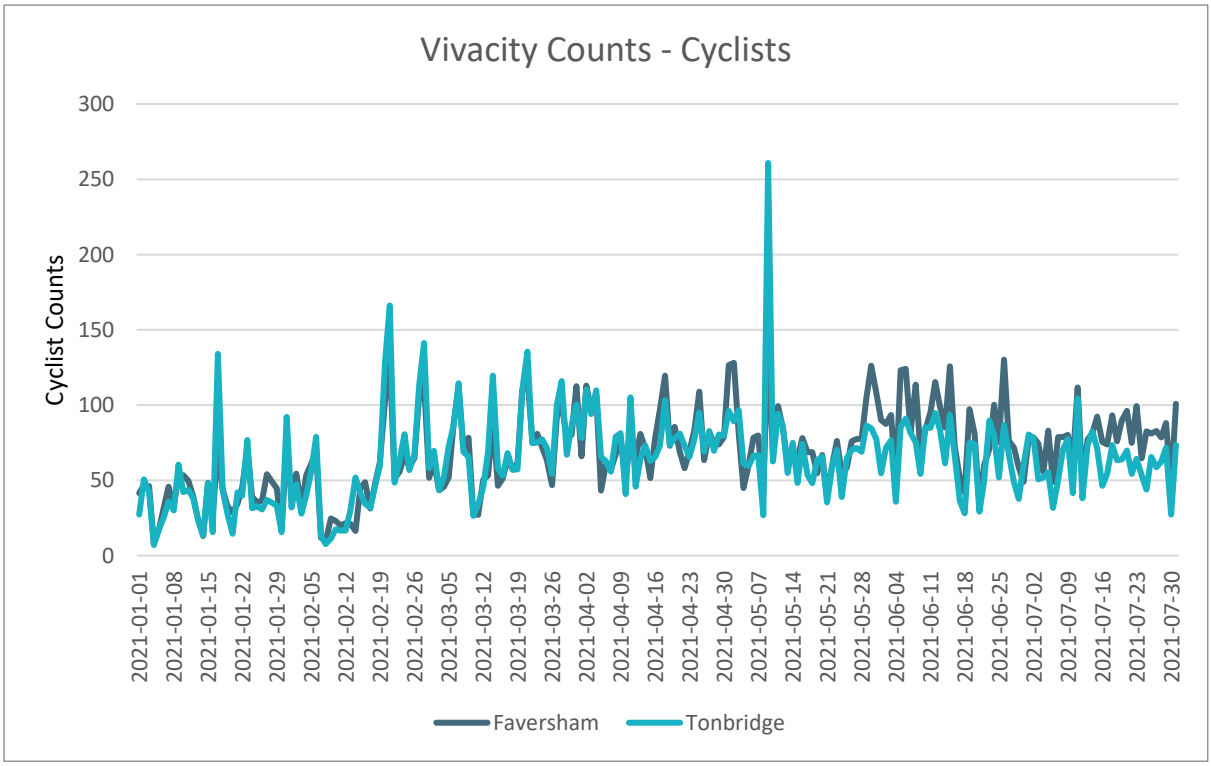


Figure 77 shows daily cyclist counts from January to July 2020 in Faversham and Tonbridge. Counts were lowest in the first six weeks of the year, perhaps reflecting the time of year and weather influences observed in the PMRS data.

Faversham Town-wide 20mph Speed Limit Trial

Consultation Report

Client Name: Kent County Council

Reference: 7099

Date:26/08/21

EXECUTIVE SUMMARY

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

Throughout the consultation, information on the scheme was shared online on the designated project website: www.kent.gov.uk/faversham20mph 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, 668 questionnaires were completed during the consultation period.

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

Key findings:

- The majority of consultation respondents agreed with the idea of a town-wide 20mph scheme, with seven out of ten people noting that it will make Faversham safer.
- In addition to improved safety, most people also agreed that the 20mph limits will make Faversham cleaner (57%), healthier (61%) and safer (65%).
- Some who supported the scheme also suggested extending the 20mph zone to include Love Lane, Ospringe Street and Water Lane.
- 37% of respondents objected to the scheme, in comparison to the 63% who were in support. Of those who objected, their concerns included possible impacts on public safety and enforcement issues, as well as some suggestions for the exemption of certain streets which they felt were inappropriate for 20mph.

INTRODUCTION

This report presents a summary of the feedback received in relation to the Faversham town-wide 20mph speed limit trial consultation. It has been produced by Project Centre, who were commissioned by Kent County Council (KCC) to analyse the consultation 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 collect demographic information such as the age and gender of respondents.

A summary of the feedback received can be found in **Section 4** of this report.

BACKGROUND

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. Faversham was chosen because of the significant amount of work undertaken over the last five years by Faversham Town Council (FTC) and the 20's Plenty for Faversham community group.

A condition of funding was to implement the schemes quickly – within eight weeks – and this precluded the usual process, whereby consultation takes place 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.

20mph scheme – implementation

The rationale for delivering a 20mph zone across Faversham 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[8]. Plans surrounding the 20mph zones have been informed by discussions with Faversham Town Council and its 20's Plenty committee.

Road markings and signs, as well as signed 20mph 'gateways' were introduced. These have been given either a buff or red surface to highlight the start of the new speed limit. Planters were also installed to enhance some of the 20mph zone entrances.

There were no other traffic calming measures such as speed bumps. However, throughout the trial period monitoring was undertaken to assess the effectiveness of the scheme and feedback has been closely reviewed, which resulted in the planters in Bysingwood Road being repositioned and the centreline removal as resurfacing has taken place. Additional measures may also be forthcoming to support the trial speed limit, such as further centreline removal and alterations to make pedestrian crossing locations more prominent.

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

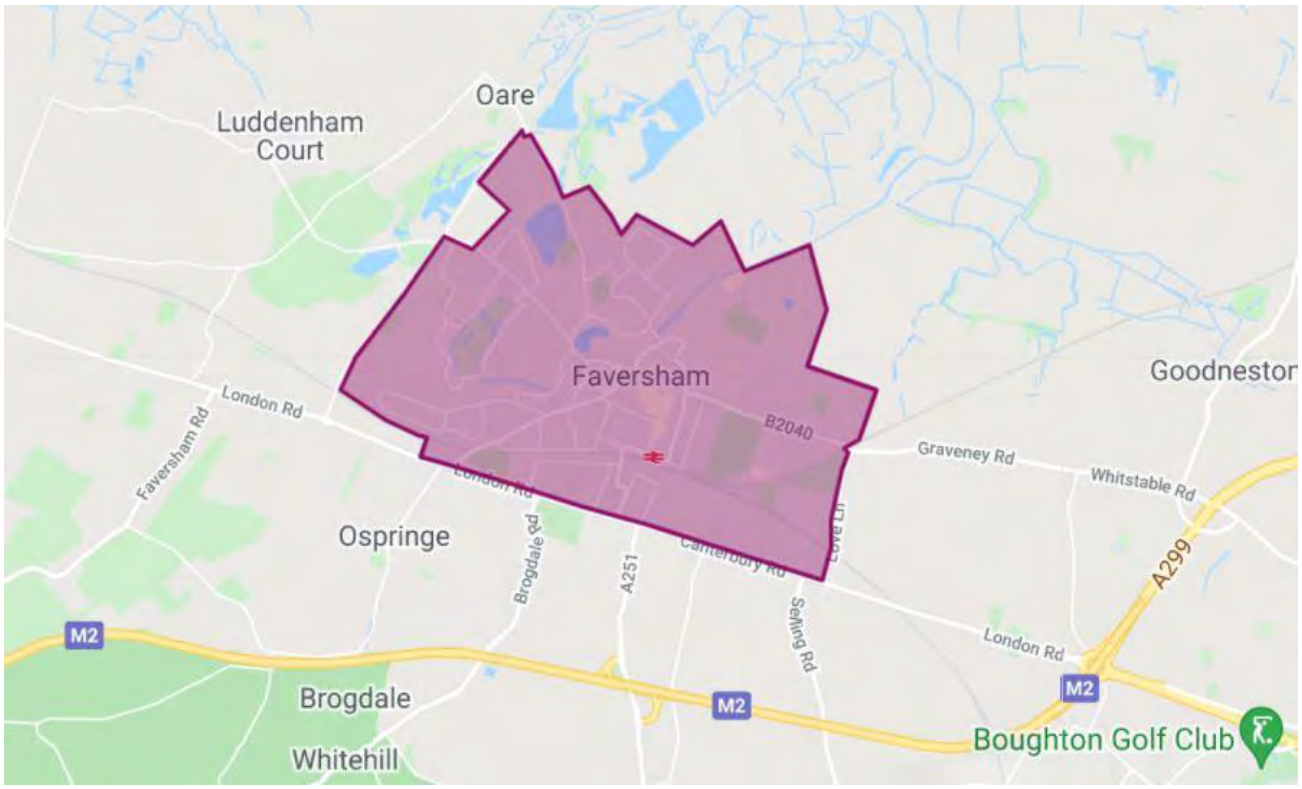


Figure 78 Map of area 20mph limit in Faversham covered

CONSULTATION PROCESS

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

Methodology and communications approach

To raise awareness about the consultation and encourage participation, a thorough promotional campaign was carried out in partnership with Faversham Town Council (FTC) and with the support of Swale Borough Council (SBC). This campaign included:

- A leaflet distributed to 11,000+ homes and business across Faversham (see **Appendix 1**).
- A designated project website was set up at: www.kent.gov.uk/faversham20mph, with project information and a link to the consultation directory page, where the questionnaire was hosted (see **Appendix 2**).
- Social media posts on KCC's and FTC channels and shared by SBC.
- Facebook advertising posts at the start and towards the end of the consultation period (see **Appendix 3**).
- Sponsored content on the KentOnline website, including banners, articles and adverts (see **Appendix 4**).
- Feature in SBC's residents' magazine (see **Appendix 5**).
- Posters (see **Appendix 6**), banners and car park signs displayed across Faversham.
- 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.
- Faversham Town Council also undertook engagement activities, including stalls at community events, handing out stickers and

postcards and through CommonPlace, their online engagement platform.

FEEDBACK REPORT

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 7.**

4.1 Questionnaire summary

A total of **668 responses** were received through the online questionnaire and by email or post. The latter responses have been manually entered into the dataset and included in the analysis.

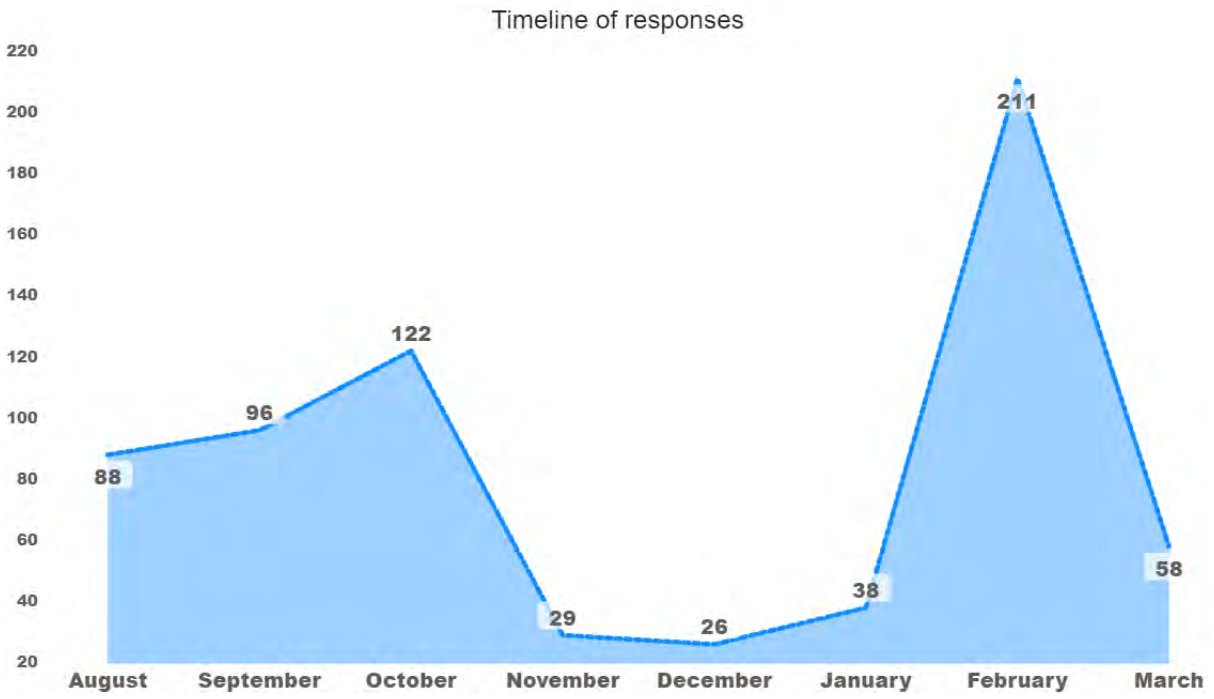


Figure 79 Response rate over time

- August saw 88 responses, 96 in September and 122 in October.

- Response levels declined the next three months with 29 responses recorded in November, 26 responses recorded in December and 38 responses in January.
- In February 211 responses were recorded, while 58 responses were recorded in March during the last few days of the consultation.

Overall, feedback received within the consultation was positive, with **63%** of respondents answering that they supported the implementation of the ETRO for Faversham's town-wide 20mph limit.

Of the **37%** who did not support the ETRO, the most common rationale was that respondents felt it would be too challenging for the speed reduction measures to be enforced.

Key findings:

- 63% were in favour of 20mph town-wide limits, while 37% objected.
- The most common ways people heard about the consultation were Facebook, town council, the information leaflet which was delivered to local homes and businesses and via word of mouth from friends and relatives.
- Support for the scheme was generally consistent throughout the entirety of the scheme. Most objections to the scheme came either prior to the scheme launch or following Facebook advertisements posts published towards the end of the consultation period.
- 87% of people chose to complete both the mandatory (part 1) and optional (part 2) sections of the questionnaire.
- Support levels within the ME13 8 postcode area were 69% in favour of the town-wide limit. Support levels for those living within the ME13 7 postcode area were 53% in favour of the town-wide limit.
- 78% of those who cycle supported the scheme, 67% of those who travel by foot or bus supported the scheme, while 56% of passengers/drivers supported the scheme. Motorcyclists were the only group where the majority did not support the town-wide limit, with only 21% in favour.
- In response to the statement in question 6 “a 20mph town-wide speed limit in Faversham helps it to become…” 57% of respondents said cleaner, 61% said healthier and 65% said safer.

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

Closed-ended questions have been tallied and sometimes cross-analysed with other questions, where appropriate, to reveal insights and patterns.

Open-ended questions were thematically analysed, and a representative quote directly sourced from the data has been provided which demonstrates the meaning of each theme.

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 Faversham

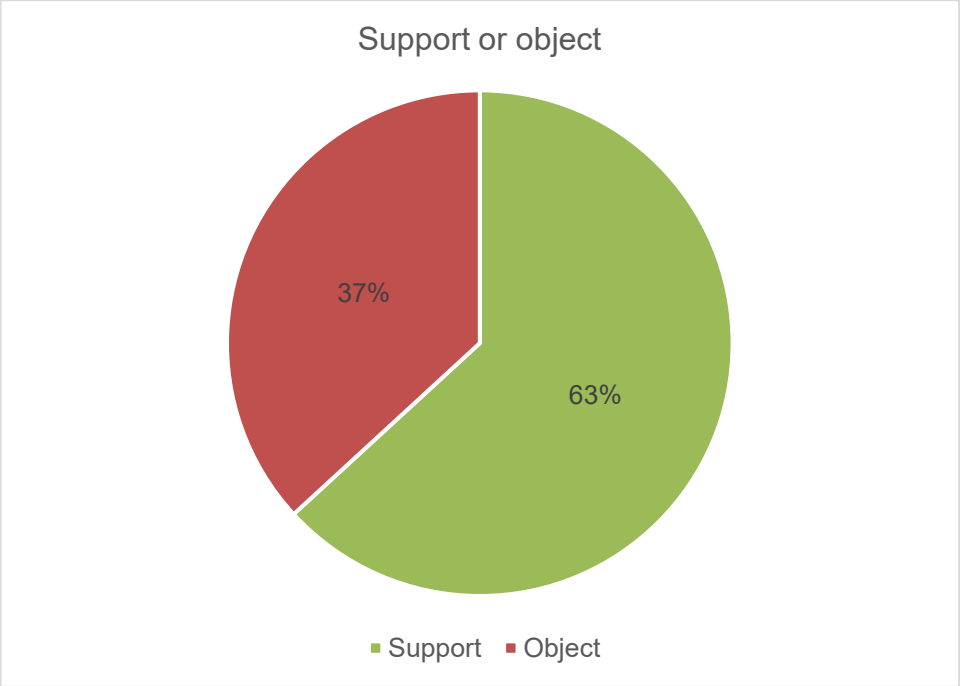
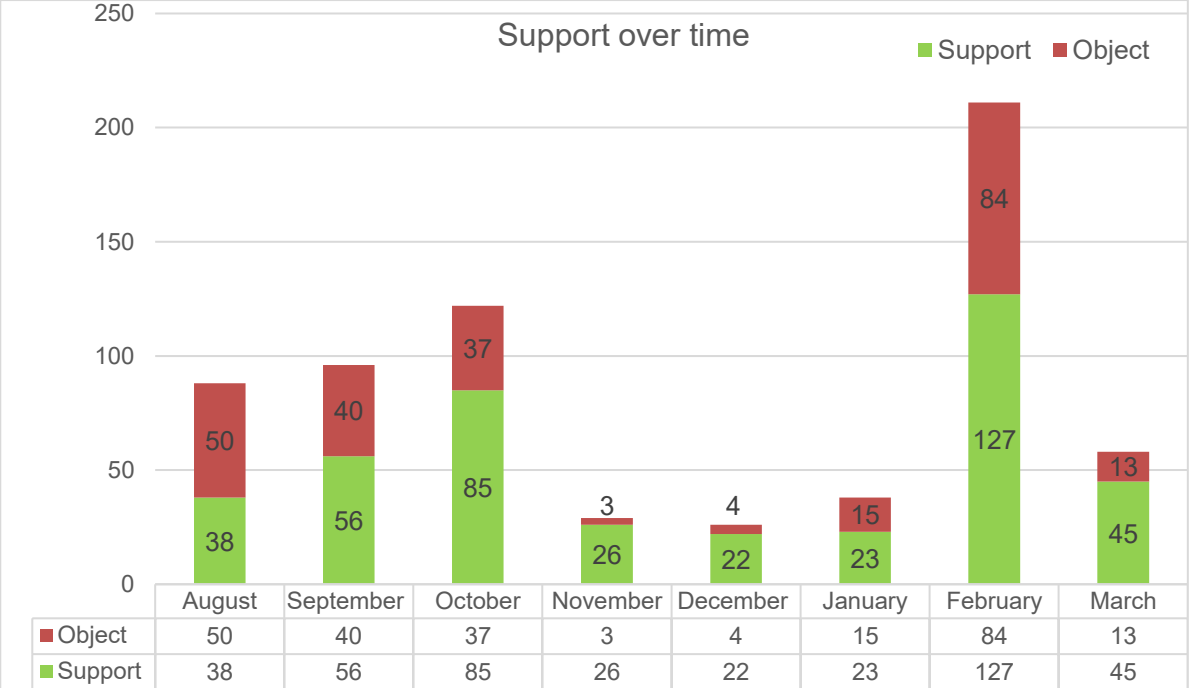


Figure 80 Overall level of support

- As shown in the chart above **422** (63%) of people supported the 20mph limit and **246** (37%) objected.
- The chart below provides a breakdown of the level of support on a **month-by-month** basis.



	August	September	October	November	December	January	February	March
Object	50	40	37	3	4	15	84	13
Support	38	56	85	26	22	23	127	45

Figure 81 Support over time

- Support levels stayed relatively constant throughout, although in some months there were more responses received in support than others (i.e., October, November and March).
- August was the only month where objections to the trial were higher than support for the trial, despite the scheme not yet being implemented.
- February also had a relatively high rate of objections coinciding with Facebook advertising campaigns.

Q1a Please tell us 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 **688** people were required to provide a response to this question. These comments were sorted into themes, which reflect recurring concerns, suggestions and opinions respondents had regarding the 20mph trial.

- Most comments included a number of themes, which is why the number of themes exceeds the overall number of comments. Some responses simultaneously raised points considered both positive and negative. For instance, someone commenting about the **increased safety** and **reduced pollution** as a result of the trial but had concerns regarding **enforcement** or feasibility of the scheme, has raised three separate themes. Such a comment would have two **positive themes** coded to it (safer and environmental benefits), and one **negative theme** coded to it (enforcement).
- Approximately **47,000** words were analysed as part of this question.

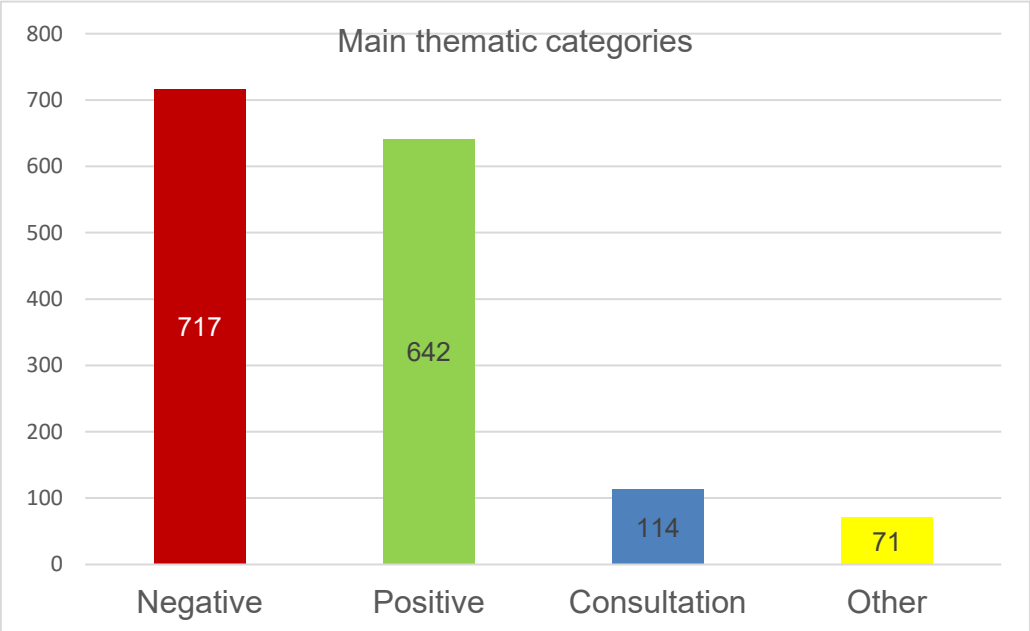


Figure 82 Main themes

- After a thorough analysis of all **688** comments, **642** positive comments were made about the trial, while **717** were negative comments or concerns, **114** comments were about the consultation and **71** comments were classified as 'other'.
- Below is a breakdown of each theme and the points they raised. Each figure contains a percentage figure (in brackets) which is considered in proportion to the total number of people in the survey (688 people).

4.4 Positive Themes

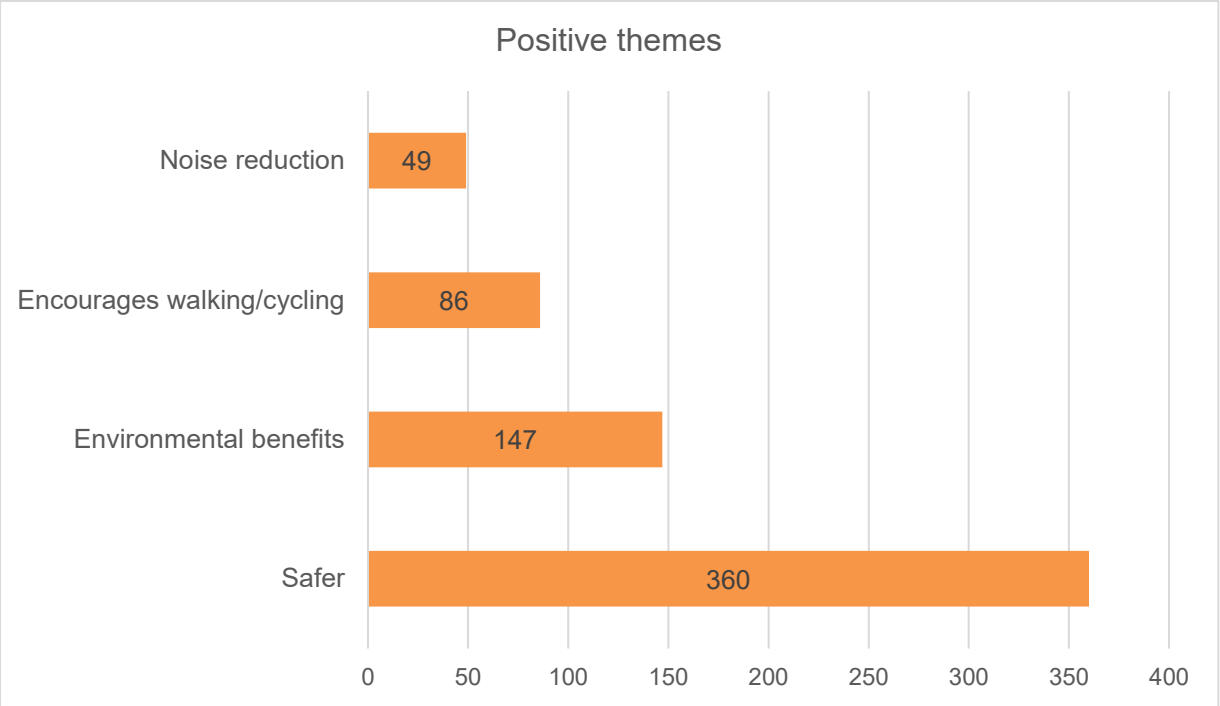


Figure 83 Positive themes

- **360** people (52%) mentioned they feel that the reduction of speed is **safer**. The safety of children in particular and prevention of serious injury or death in case of collision were common remarks left by people under this theme.

"I can cross the road without fear of a car coming around the corner too fast and hitting me. At 20 mph I can see the vehicle and they can see me and have enough time to stop if need be"

- **147** people (21%) mentioned Faversham stood to gain **environmental benefits** as a result of the trial. Reduction in air pollution due to a decrease in car usage was a contributing factor.

"There's also the matter of pollution. Slower driving means a better atmosphere and less need for applying the brakes"

- **86** people (13%) said they felt that the trial **would encourage people to walk and/or cycle more**. Increased confidence to cycle and walk due to the reduction in speed was a key driver behind this.

"20mph makes sense as the default speed limit to encourage walking, cycling"

- **49** people (7%) said the 20mph limit would lead to a **reduction in noise** due to the trial.

"Reducing speed will reduce noise."

4.5 Negative Themes

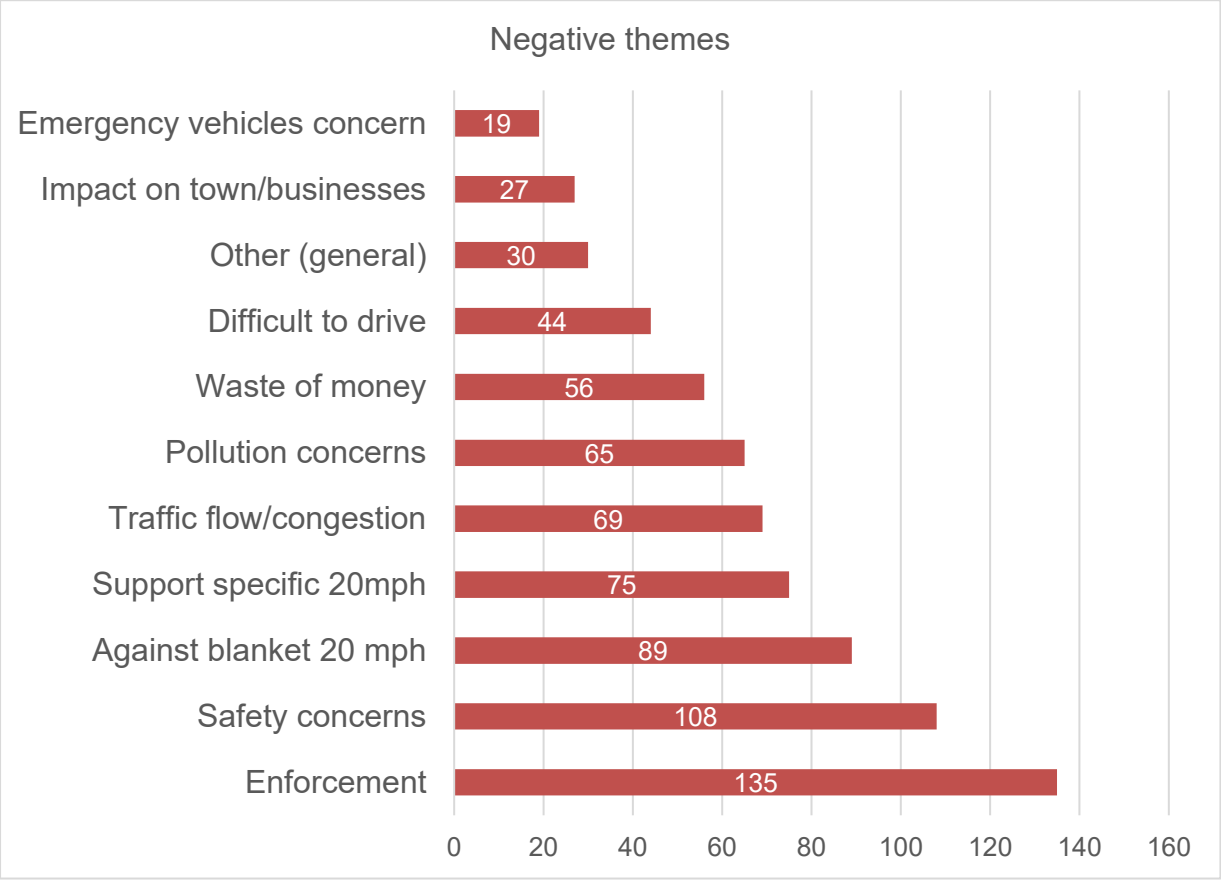


Figure 84 Negative themes

- **135** people (20%) left comments relating to **enforcement**. Impossibility of enforcement, lack of enforcement and people not driving at 20mph were issues raised by participants. Some commented that better enforcement of existing speed limits was required only. These comments relating to

enforcement were left by both supporters (37 people) and objectors (98 people) to the trial:

"People don't always respect the 30mph limit in much of the town so who will enforce this 20mph limit throughout the town?!"

"This is a pointless, unenforceable traffic control."

- **108** people (16%) left comments saying the 20mph trial has **adversely impacted safety.** Some of the reasons given included: it encourages overtaking, driver attention diverted to speedometer, pedestrians misjudging vehicle speed.

"It is dangerously slow and is causing road rage."

- **25** people (4%) left comments about the planters saying they were dangerously placed and were a hazard – especially at night. These were later repositioned during the consultation.

"What I do not agree with is putting big planters in the way thinking it will slow traffic down when all it's doing is going to cause more accidents especially that close to the roundabout at Sainsbury's."

- **89** people (13%) said they were **against a blanket town-wide 20mph speed limit**. Of those 89, **11** answered in response to Q1 that they were in support of the trial, whereas **78** objected. Some people mentioned certain roads which they felt were negatively impacted by the trial. The list below provides the number of times each road was mentioned as being unsuitable for 20mph limits:

  Bysingwood Road (24 mentions)
  Whistable road (11 mentions)
  Dark Hill (4 mentions)
  East Street (3 mentions)
  Forbes Road, Graveney Road, Love Lane, Newton Road, Western Link Road (2 mentions)

"I feel that the main arterial routes into and out of the town including The Mall, Forbes Road, Newton Road, East Street and Whitstable Road should remain at 30mph."

- **75** people (11%) said they **supported specific 20mph restrictions** of the trial, mentioning areas such as the town centre, around schools and residential roads which they felt should be prioritised. Of those who provided comments relating to the implementation of the trial on certain streets, 16 out of the 75 were supporters, while 59 were objectors. Of those who objected, their rationale was that they did not agree with the blanket approach.
    - A few streets were mentioned as requiring being part of the 20mph instead or alongside the trial area. These included: Love Lane (7 mentions), Ospringe Street (4 mentions) and Water Lane (2 mentions).

"Ospringe Street is the only road in Faversham that needs calming. Hundreds of lorries and noisy skip lorries rumble and rattle through (allowing EKR was just the worst KCC decision, try living in this street), very few at the 30-mph limit. However, KCC would never entertain 20 mph for this road. "

- **69** people (10%) said that **traffic flow** would be impeded, adding to congestion or that it was too slow already to drive at a 20mph speed.

"The traffic now does not flow through the town. There is constant bottle neck."

- **65** people (9%) said that **pollution** would increase as a result of the trial. Driving in a lower gear and the added consequence of being stuck in congestion were reasons given for higher emissions.

"Reducing speeds within towns has been shown to increase pollution."

- **44** people (6%) said that it was **difficult to drive** as modern cars are not attuned to drive at an unusual speed with frequent gear-shifting. Some also mentioned cars were more fuel-efficient at 30mph than 20mph.

"Modern cars are designed to work efficiently at normal urban speeds of about 30mph."

- **30** people (4%) left **other** comments. Some were general disagreements with many believing that 20mph will not increase walking or cycling levels or encourage new take-up of those modes. Other comments mentioned that speed is self-limited on many roads already for example due to parked cars.

"I don't believe it will deliver the stated aims of the scheme."

- **27** people (4%) left comments saying a 20mph town-wide limit would negatively impact on Faversham, including **local businesses** and the **towns appeal to visitors**.

"The application of this speed limit will influence my decision to travel into Faversham for shopping."

- **19** people (3%) left comments concerned about the impact on **emergency vehicles** and first responders time to attend emergencies.

"First responders and blue light vehicles will be delayed and cost lives."

4.6 Consultation themes

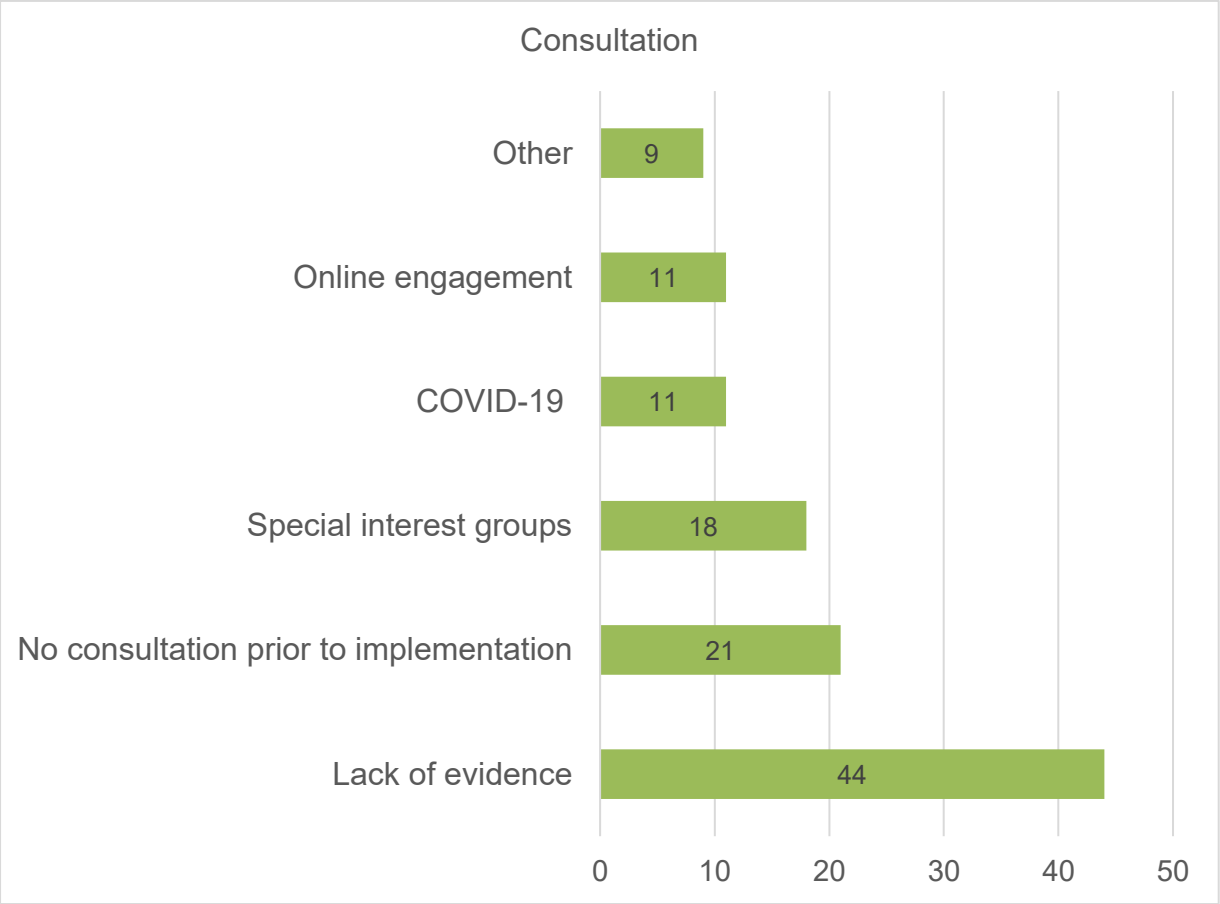


Figure 85 Consultation themes

- **44** people (6%) had queries relating to the **lack of evidence** for some of the stated goals behind the trial.

"It's not driven by facts and data. There appears to be no evidence of a significant problem this is supposed to solve."

- **21** people (3%) said they questioned the **lack of consultation carried out prior to the implementation** of the scheme.

"Not happy this is being forced upon the town by FTC without prior consultation with the people of Faversham."

- **18** people (3%) believed that **special interest groups**, a vocal minority or people with a personal agenda, have been influential in pushing the measures through.

"This proposal is driven by an anti-car mentality that views motorists as the enemy within and is dressed up as environmentalism and caring."

- **11** people (2%) left **COVID-19 related concerns** some saying it is an abnormal time to implement the 20mph limit and people working from home have impacted travel habits.

"It has been difficult to assess the full impact of this scheme, given that for most of the time it has been in place various forms of lockdown restrictions have been in force. Traffic levels, both vehicular and pedestrian, and bus patronage have therefore not been typical."

- **11** people (2%) left comments about other **online engagement**, some saying comments from social media and elsewhere should not be ignored. Facebook and Faversham Town Council's engagement platform (Commonplace) were cited by some people as showing overwhelmingly negative responses from people. Other comments questioned the biased nature of the consultation.

"So called 'online consultation' is heavily bias to keeping 20mph and is geared to asking how to further reduce pollution (ie, we're going to keep it anyway, but tell us how we can further inconvenience people that have no option but to drive)"

- **9** (1%) people left **other comments** about the consultation. Many suggestions implied the scheme is not experimental but permanent. Similarly, some saw the consultation as a smokescreen to implement changes regardless of the outcome, while others questioned the lack of publicity.

"The scheme has been railroaded through which for a trial seems excessive."

4.7 Other themes

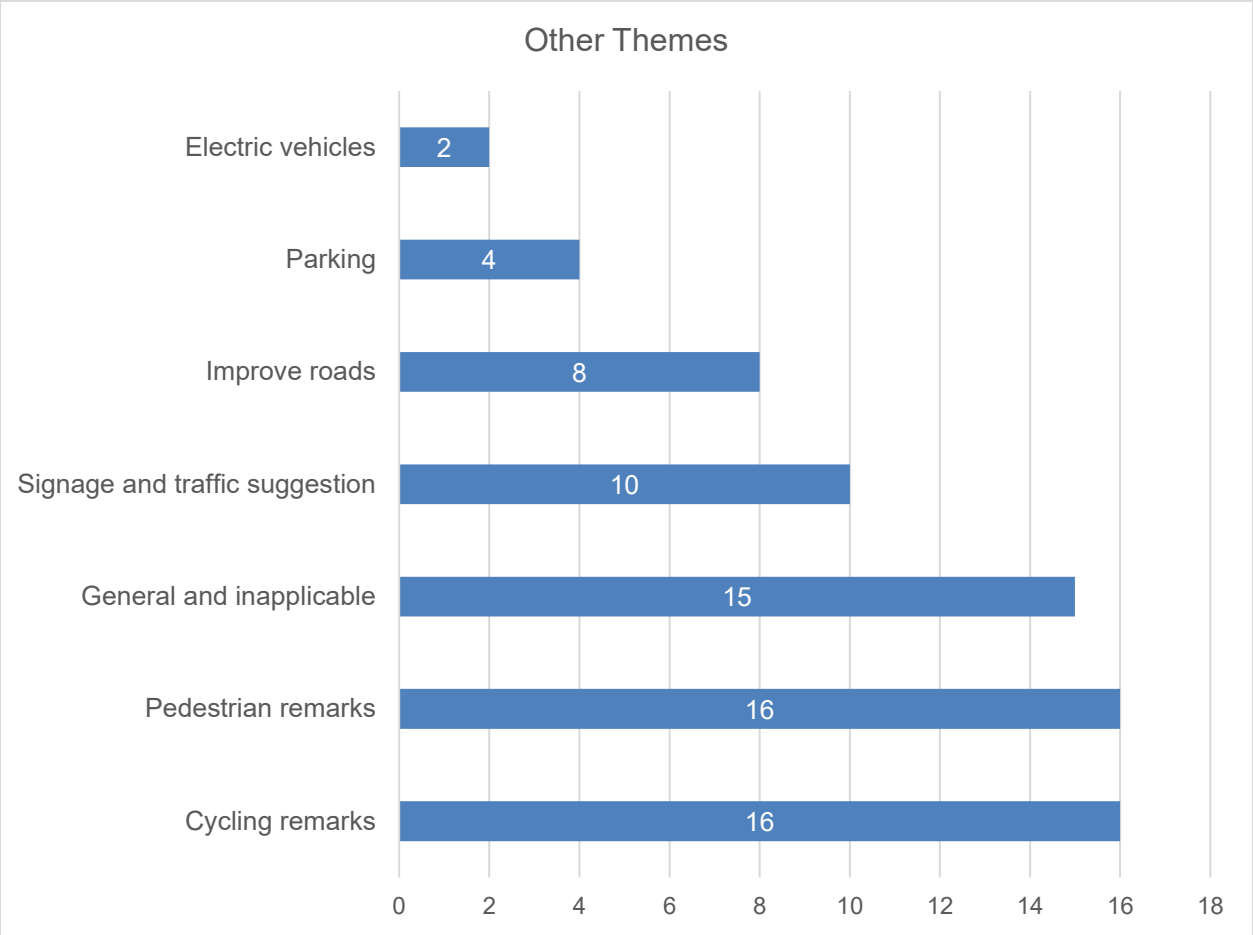


Figure 86 Other themes

- **16** people (2%) left other comments about **cycling**. This included investing in the infrastructure to encourage cyclists.

> "Instead of wanting to lower the speed limit, which will do any good, why don't your council don't build new roads, building cycle paths, separating bicycles from cars? Will be much better.

- **16** people (2%) left comments about improving **pedestrian experience** with many suggesting a crossing is required.

> "Need more, strategically placed road crossings"

- **15** people (2%) left **general and alternative comments** – most left general positive comments, others left alternative suggestions ranging from timed 20mph limits to additional nonrelated infrastructure suggestions.

"Personally, if KCC has immediate funding available for community ventures, then keeping the town clean and safe would be a higher priority in my view."

"If we have to have this forced upon us without a local referendum, it should only be 7am to 7pm"

- **10** people (2%) left comments about **traffic and signage suggestions**. Many commented the signage looked unappealing while others commented on traffic measures to curb HGV's or add speed indicators.

"20mph painted signs in bright red are not in keeping with the areas as well."

- **4** people (<1%) left comments about **public transport** including lack of funds for public transport improvements and current poor service.

"Useless regulation without investment in alternative forms of transport such as improved bus connections"

- **2** people (<1%) left comments about **parking** concerned with availability. 2 people wanted more parking availability, another person wanted parking removed from Whistable Road opposite the recreational ground.

"If you want to get vehicles out of the town a parking facility needs to be provided on the perimeter."

- **2** people (<1%) left comments about investing in **electric vehicle infrastructure.**

"Long term electric vehicles will be used. Money should be spent on the infrastructure for that."

4.8 Q2 How did you find out about this consultation?

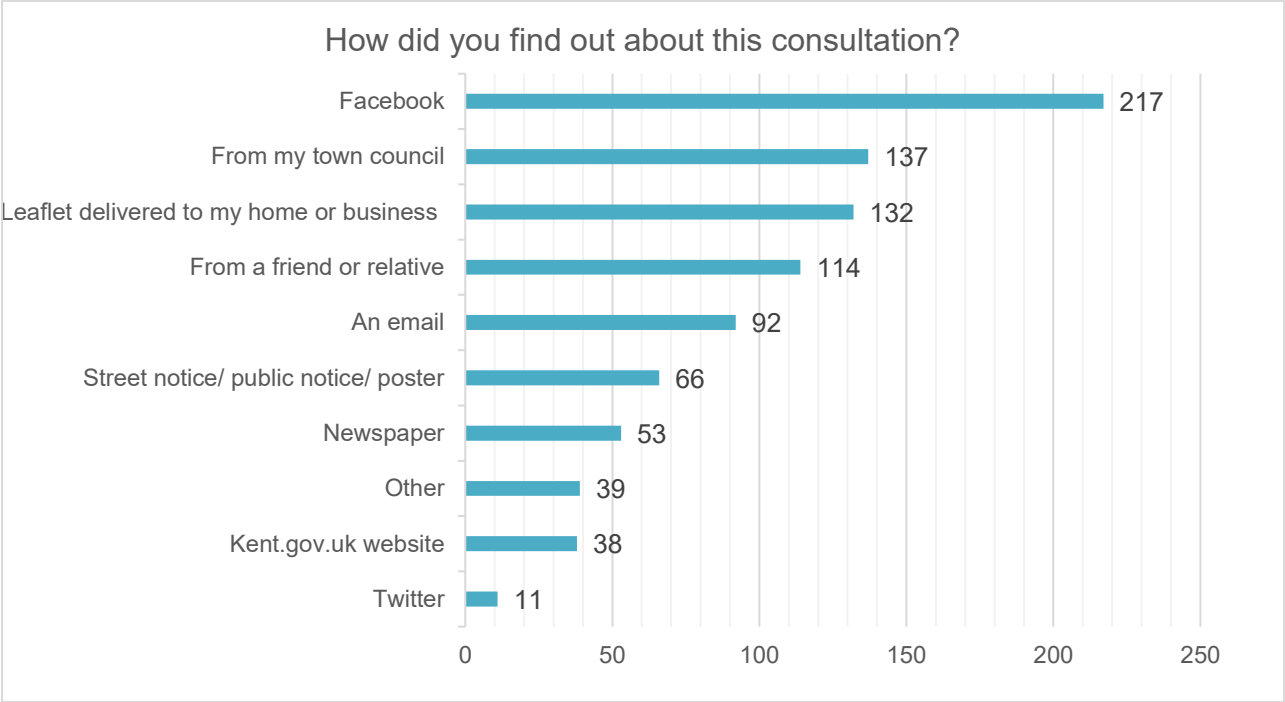
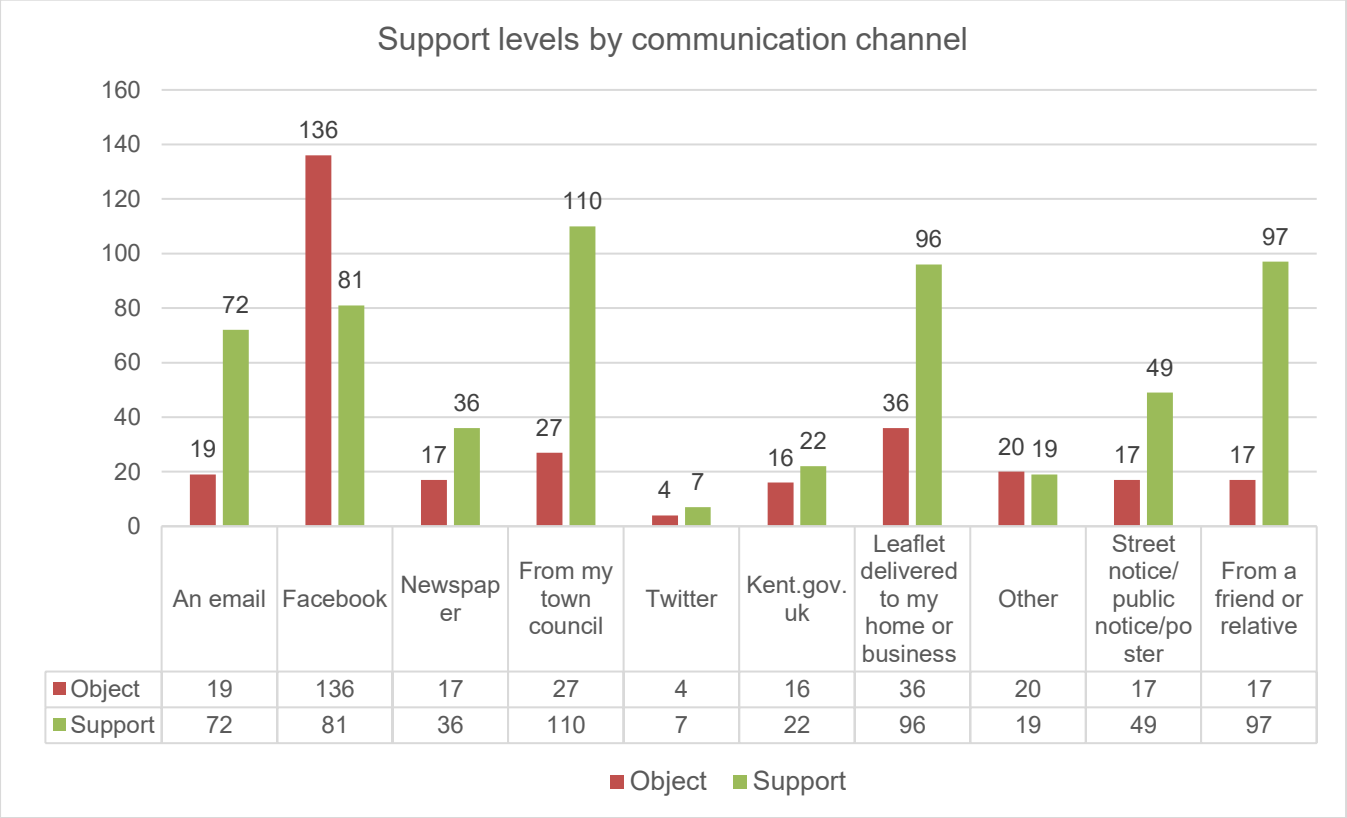


Figure 87 How respondents found out about the consultation

- **217** people (35%) said they heard about the consultation via Facebook.
- **137** people (22%) heard about the consultation through the town council.
- **132** people (21%) found out via a leaflet delivered to their home or business.
- **114** people (18%) heard from a friend or relative.
- **92** people (15%) said they heard through an email.
- **66** people (11%) heard through a street sign/public notice/poster.
- **53** people (8%) said they heard about the consultation via newspaper.
- **38** people (6%) said they were registrants of KCC's consultation directory.
- **11** people (2%) heard about the consultation via Twitter.
- **39** people (6%) selected the 'other' option and were asked to specify where they heard about the consultation:
    - **11** found out about the consultation through an internet search.

- **7** said alternative social media. Most said Instagram, while two people said the Nextdoor app.
- **6** people said they heard through the 20's plenty campaign.
- **5** heard through a political party or councillor.
- **5** were registrants of KCC's consultation directory.
- **4** were informed through the Faversham MP, Helen Whately.
- **4** heard through a Faversham newsletter (Faversham Society and Faversham Eye).
- **10** people heard about the consultation through alternative channels including a letter from a local resident, a WhatsApp cycling group and through a leaflet in the town hall.
- **3** people left the text box blank.



	An email	Facebook	Newspaper	From my town council	Twitter	Kent.gov.uk	Leaflet delivered to my home or business	Other	Street notice/ public notice/poster	From a friend or relative
Object	19	136	17	27	4	16	36	20	17	17
Support	72	81	36	110	7	22	96	19	49	97

Figure 88 Support level divided by communication channels

- The bar chart above shows support levels divided by each of the communication channels that people said they heard about the consultation.

- **85%** of those who heard about the consultation via email supported the 20mph limit.
- **64%** of those who heard through Facebook objected, making it the only communication channel that had a higher object to support ratio.
- **68%** those who heard about the consultation from a newspaper supported the town-wide 20mph limit.
- **80%** of those who heard about the consultation from the town council supported the town-wide 20mph limit.
- **64%** those who heard about the consultation from Twitter supported the town-wide 20mph limit.
- **58%** those who heard about the consultation from Kent.go.uk consultation portal supported the town-wide 20mph limit.
- **73%** of those who received a leaflet delivered to their home or business Supported the town-wide 20mph limit.
- **88%** of those who heard about the consultation from a street notice, poster, public notice, or poster supported the town-wide 20mph limit.
- **85%** of those who heard about the consultation through a friend or relative supported the town-wide 20mph limit.

The following analysis pertains to responses given in **section two** of the survey. Section two of the survey was optional, and 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.

- **575** (87%) people chose to answer part two of the questionnaire, while **85** (13%) opted to skip.
- An additional **6** people filled out part two of the questionnaire as these were received as hardcopies. This brings the total number of people who took part in the second part of the questionnaire to **581**.

4.9 Q3. Are you responding as…?

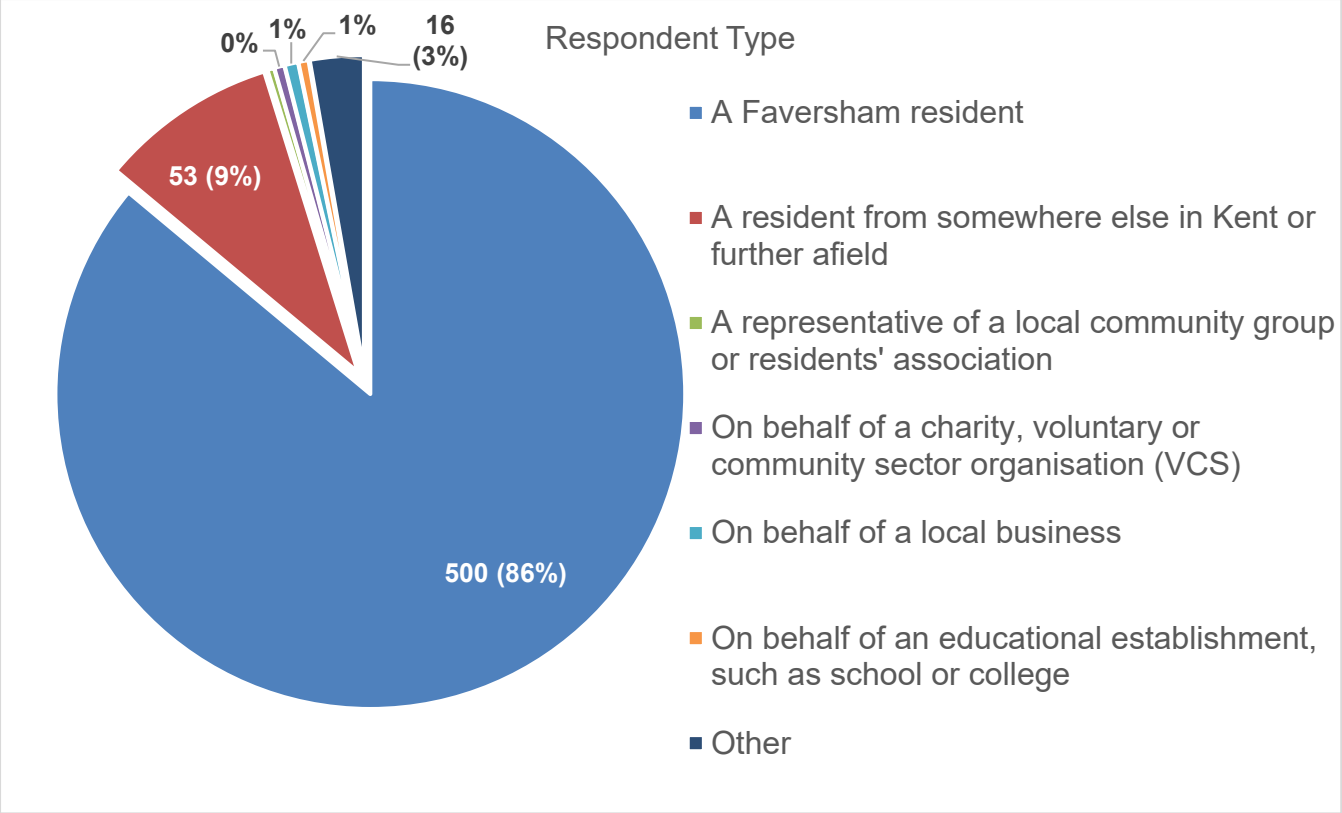


Figure 89 Respondent type

- The majority of respondents **500** people (86%) were residents of Faversham.
- **53** people (9%) said they were from somewhere else in Kent or further afield.
- **16** people (3%) selected the 'other' response and were provided with a text box to supply an answer.
  - Most people said they were from nearby Faversham – 1 person was confused if that categorised them as a Faversham resident or not.
  - 2 people said they were from the 20's Plenty campaign.
  - 2 people said they were GP's.
  - 1 person said they were a highway consultant.
- **4** people (1%) said on behalf of a local business.
- **3** people (<1%) said on behalf of a charity, voluntary or community sector organisation.
- **3** people (<1%) said on behalf of an educational establishment, such as a school or college.

- **2** people (<1%) said they were a representative of a local community group or resident's association.

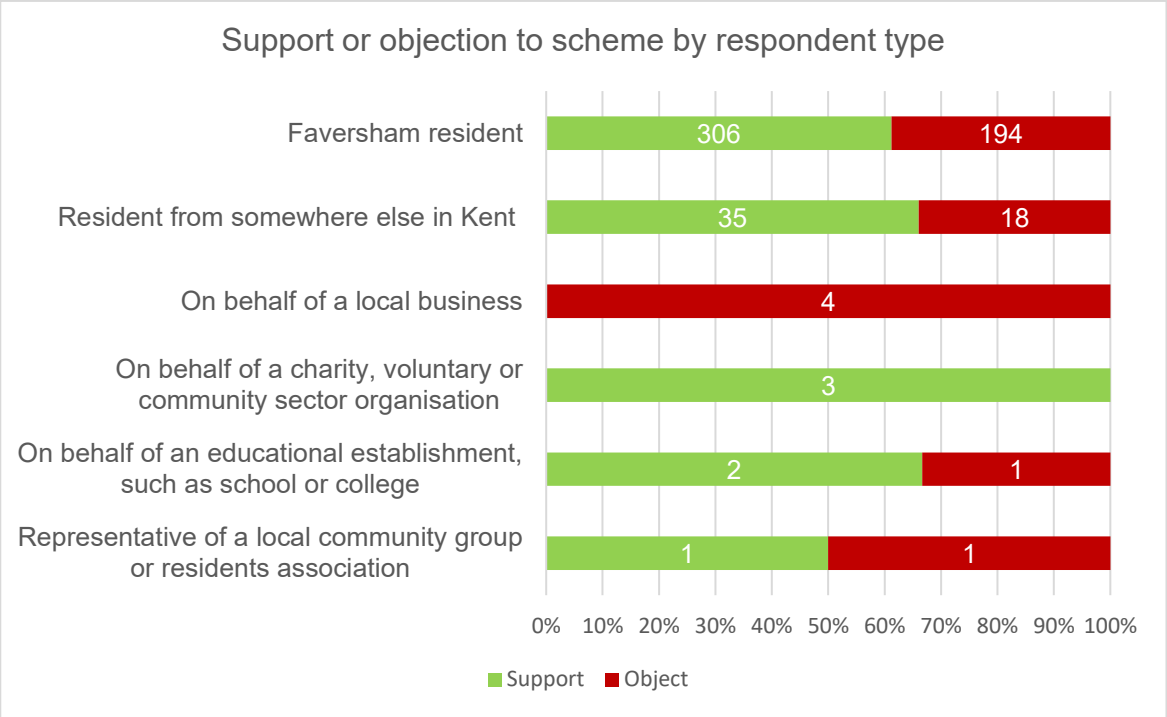


Figure 90 Support by respondent type

- **306** people (61%) who were Faversham residents support the town-wide 20mph speed limit. Whereas **194** (39%) objected.
- **35** people (66%) who were residents from somewhere else in Kent support the limit. Whereas **18** (34%) objected.
- **4** people (100%) who said they were responding on behalf of a local business object to the town-wide 20mph limit.
- **3** people (100%) who said they responded on behalf of a charity or VCS organisation support the town-wide 20mph limit.
- **2** people (66%) who said they responded on behalf of an educational establishment, such as a school or college supported the town-wide 20mph limit. **1** (34%) person from this category objected.
- **1** person (50%) who identified as a representative of a local community group or resident's association support the town-wide 20mph limit. Whereas **1** (50%) person objected.

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

- **578** people responded to this question.
- Due to typos and misspellings, some postcodes were grouped together. For instance, someone who mentioned ‘M138P’ was counted as an ME13 8 postcode. Any postcodes which were invalid or difficult to discern were put in the ‘other’ category.
- The chart below shows the top five postcodes mentioned, postcodes which were not mentioned as many times as these five were categorised under the ‘other’ category’.

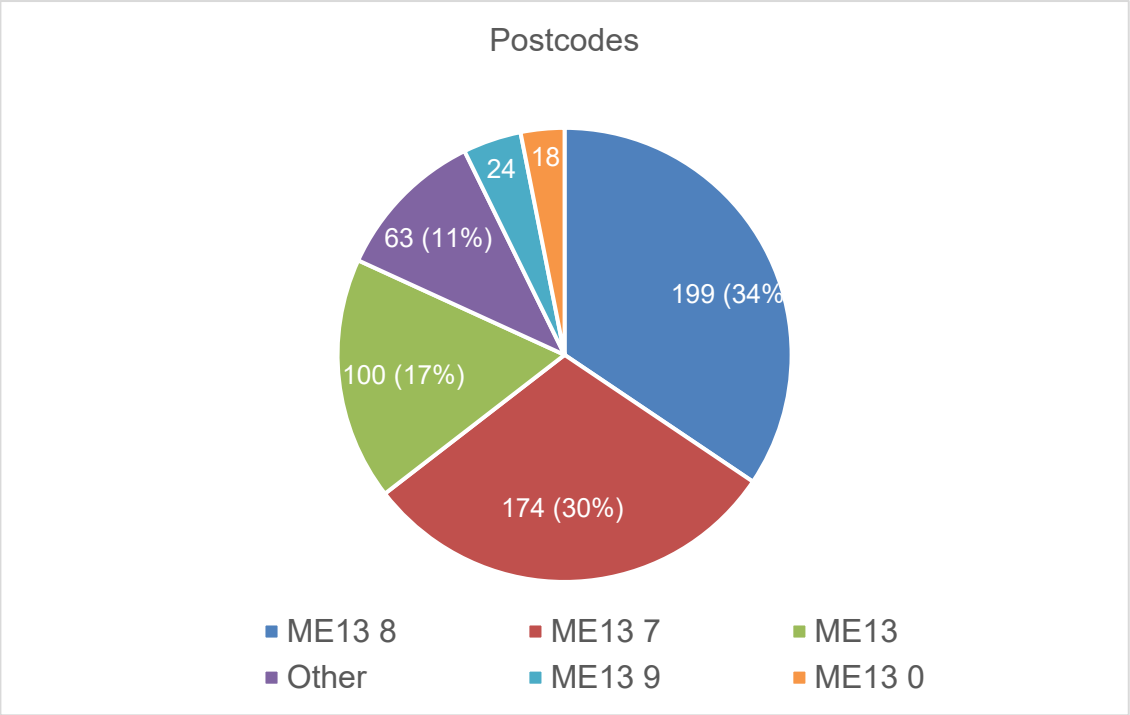


Figure 16 Postcodes

- **199** people (34%) said they were from an ME13 8 postcode. Below is a map of the area this postcode covers in Faversham.

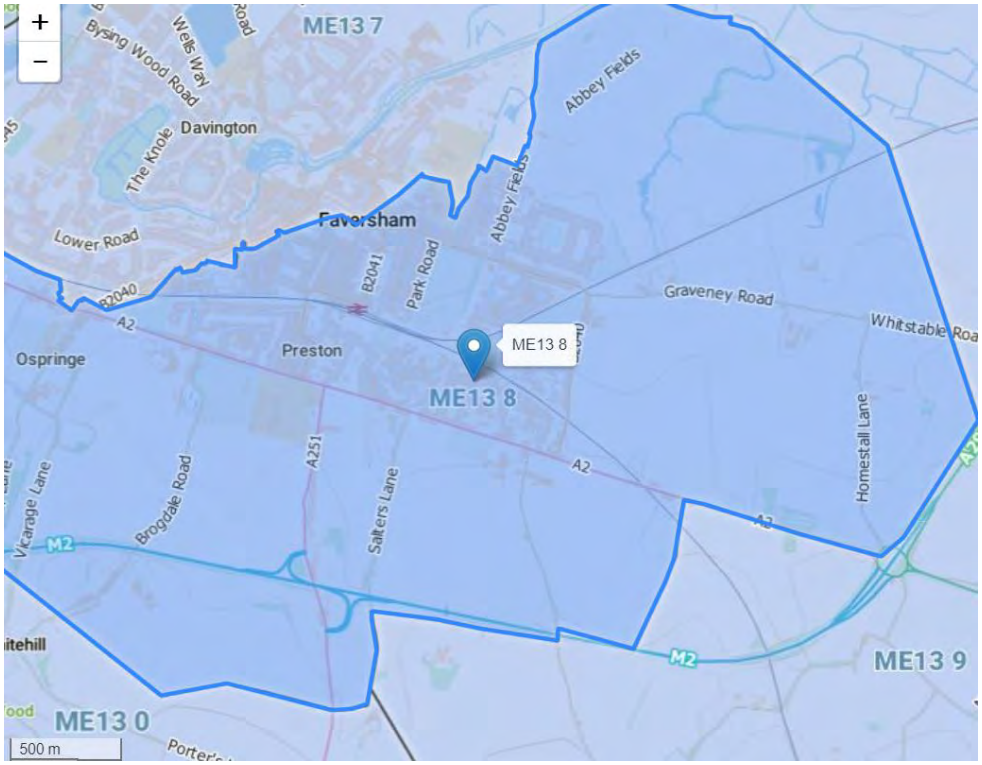


Figure 17 Map of ME13 8

- **174** people (30%) said they were from an ME13 7 postcode. Below is a map of the area this postcode covers in Faversham.

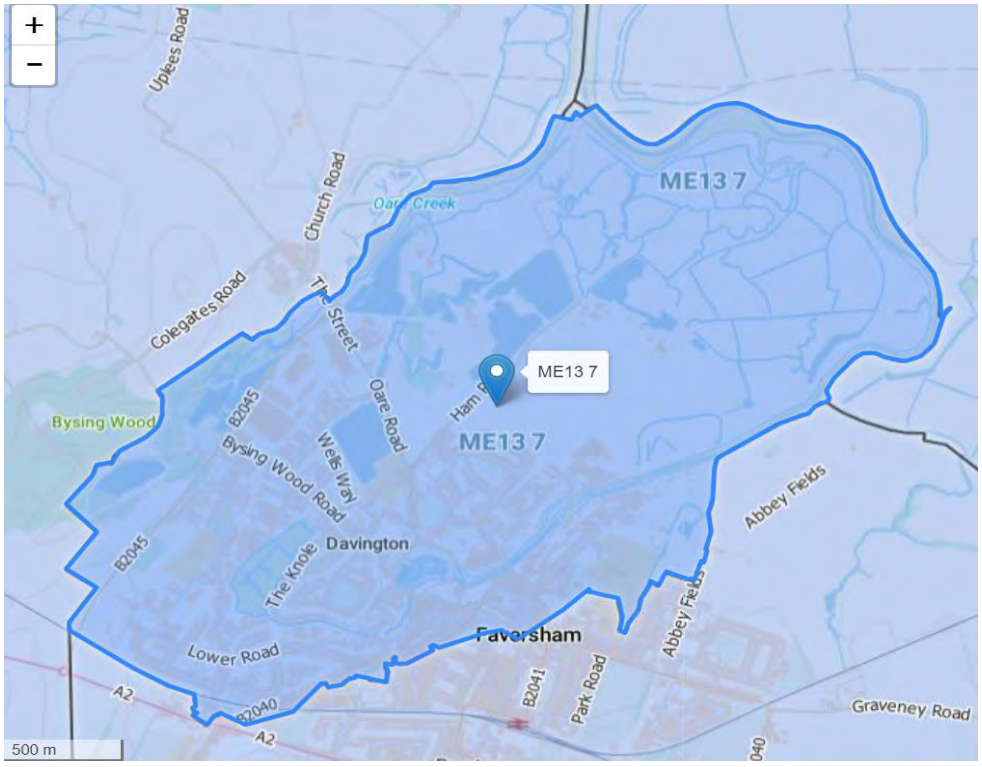


Figure 18 Map of ME13 7

- **100** people (17%) said they were from an ME13 postcode (these respondents did not specify any further than this).
- **63** people (11%) mentioned other postcodes:
  - ME9 0 was mentioned 3 times.
  - CT13 was mentioned twice.
  - The remaining postcodes had only one mention.
- **24** people (4%) said they were from an ME13 9.
- **18** people (3%) said they were from an ME13 0.
- The chart below divides these postcodes by the level of support for the town-wide 20mph limit.

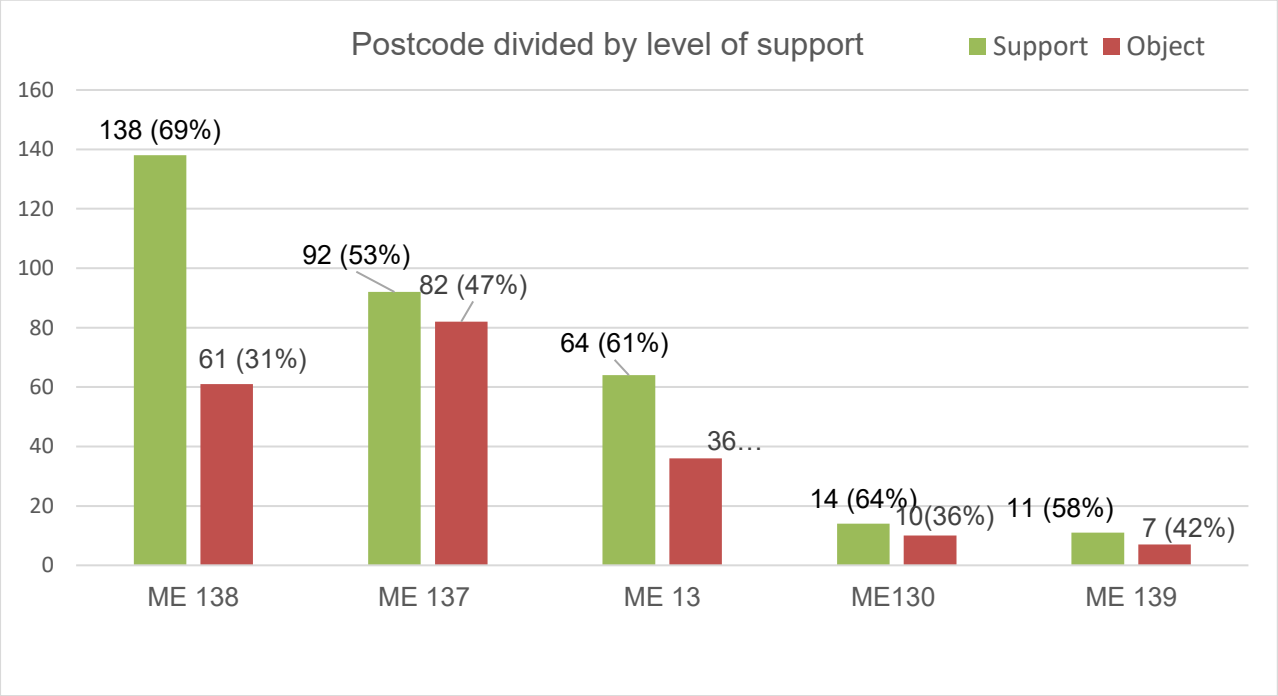


Figure 19 Top five postcode by level of support

- **69%** of those who were in the ME13 8 postcode supported the town-wide 20mph limit.
- **53%** of those who were in the ME13 7 postcode supported the town-wide 20mph limit.

4.11 Q5. How do you usually travel in and around Faversham?

- This question enabled respondents to select all applicable options as relevant to them.

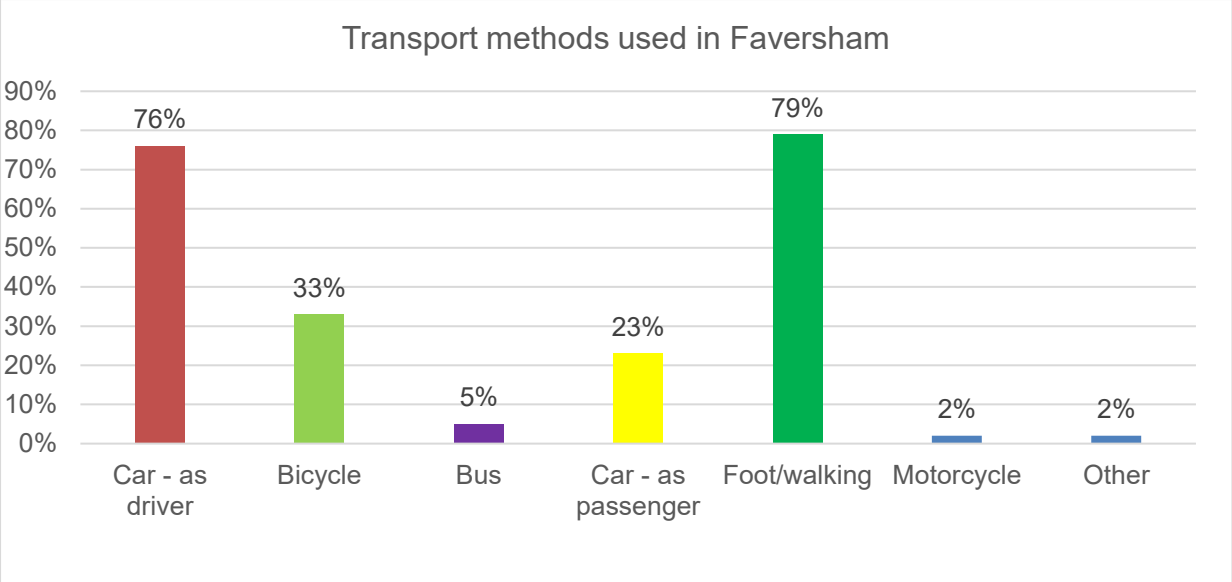


Figure 91 How do you usually travel in and around Faversham?

- **458** people (79%) said they travel by foot/walking travelling in and around Faversham.
- **443** people (76%) said they use a car as a driver.
- **193** people (33%) said they use a bicycle.
- **136** people (23%) said that they are a passenger in a car.
- **30** people (5%) said they use bus.
- **14** people (2%) said they use a motorcycle.
- The 2% that selected ‘Other', specified that they travel by the following modes:
  - Electric scooters
  - Mobility scooters
  - Van
  - Train

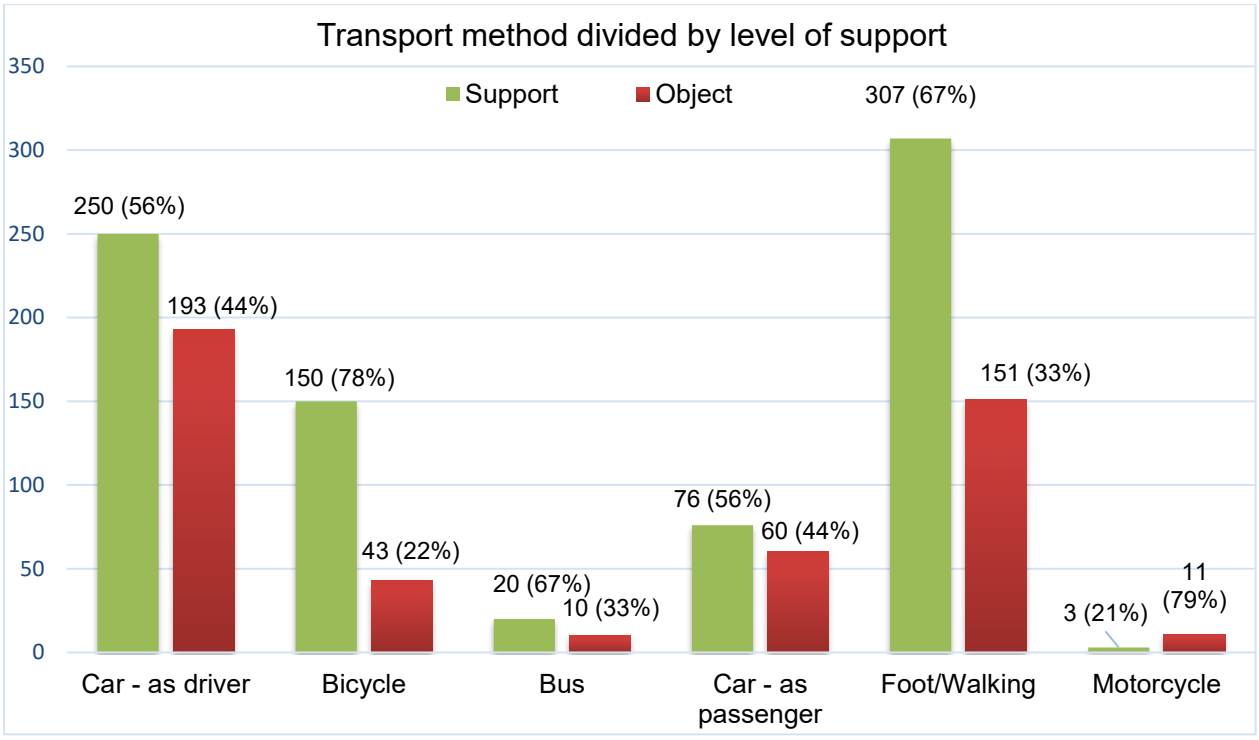


Figure 92 Support divided by transport method

- The chart above divides the level of support based on the respondent's preferred mode of transport for the question.
- **56%** of drivers of cars said they support the town-wide 20mph limit.
- **78%** of cyclists support the town-wide 20mph limit.
- **67%** of bus users support the town-wide 20mph limit.
- **67%** of those who walkers support the town-wide 20mph limit.
- **56%** of car passengers support the town-wide 20mph limit.
- **79%** 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 theme by transport modes people use.

Themes	Walking	Car - driver	Car - passenger	Bicycle	Motorcycle
Safer	265 (94%)	215 (95%)	69 (96%)	132 (92%)	3 (100%)
Environmental benefits	116 (41%)	82 (36%)	23 (32%)	62 (43%)	1 (33%)
Encourages walking/cycling	72 (25%)	56 (25%)	15 (21%)	53 (37%)	1 (33%)

Noise reduction	35 (12%)	26 (12%)	7 (10%)	19 (13%)	1 (33%)
Total number of people for each category	**283**	**226**	**72**	**143**	**3**

- Safety was the most frequently mentioned theme by people regardless of the mode of transport they used the most.
- A higher proportion of those who rode a bicycle said the trial encourages people to walk/cycle more (37%) and provides environmental benefits.
- 25% of those who left a positive comment and drive a car, said the trial encouraged people to walk/cycle more.

A cross-analysis between all those who left a negative comment about the trial in Q1a has been divided by the method of transport people they use. The total number of people who left a comment with a negative theme for each transport mode has been used to calculate the percentage.

Themes	Foot / Walking	Car - as a driver	Car - as a passenger	Bicycle	Motorcycle
Enforcement	78 (42%)	90 (40%)	25 (36%)	18 (34%)	7 (28%)
Safety concerns	69 (38%)	85 (38%)	28 (41%)	20 (38%)	5 (20%)
Against blanket 20mph	51 (28%	66 (29%)	12 (17%)	14 (26%)	1 (4%)
Support specific 20mph	48 (26%)	57 (25%)	15 (22%)	8 (15%)	2 (8%)
Traffic flow/congestion	40 (22%)	57 (25%)	19 (28%)	14 (26%)	8 (32%)
Pollution concerns	36 (20%)	50 (22%)	12 (17%)	16 (30%)	7 (28%)
Waste of money	34 (18%)	41 (18%)	12 (17%)	8 (15%)	5 (20%)
Difficult to drive	24 (13%)	32 (14%)	10 (14%)	6 (11%)	4 (16%)
Other (general)	19 (10%)	22 (10%)	5 (7%)	6 (11%)	0 (0%)
Impact on town/business	11 (6%)	23 (10%)	8 (11%)	5 (9%)	0 (0%)
Emergency vehicles concern	12 (6%)	17 (8%)	6 (9%)	3 (6%)	0 (0%)
Total number of people for each category	**184**	**224**	**69**	**53**	**25**

- Generally, the negative themes raised in Q1a did not substantially differ depending on which transport method people used to travel around Faversham.
- However, relative differences between certain transport users persist in certain themes – for instance, enforcement was the top concern of walkers and drivers, but was the second most important for passengers, cyclists, and motorcyclists.

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

- The above question was accompanied by three different statements about whether Faversham 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 on the following pages show the extent of support for all three statements.

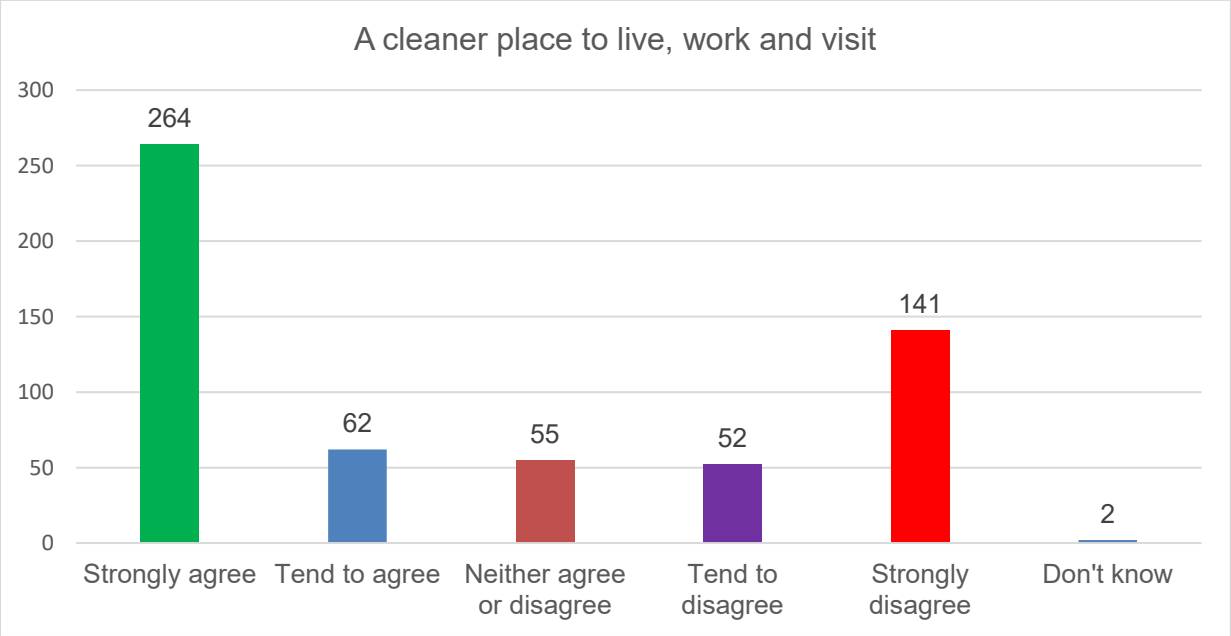


Figure 93 A cleaner place to live, work and visit

- **246** people (46%) strongly agree a 20mph town-wide speed limit in Faversham helps it to become a cleaner place to live, work and visit. Meanwhile, 62 people (11%) tend to agree.
- A combined **57%** strongly agree or tend to agree with the statement.
- **141** people (24%) strongly disagree a 20mph town-wide speed limit in Faversham helps it to become a cleaner place to live, work and visit. Meanwhile, **52** people (9%) tend to disagree.
- A combined **33%** strongly disagree or tend to disagree with the statement.
- **55** people (10%) neither agree nor disagree.
- **2** people (<1%) said they do not know.

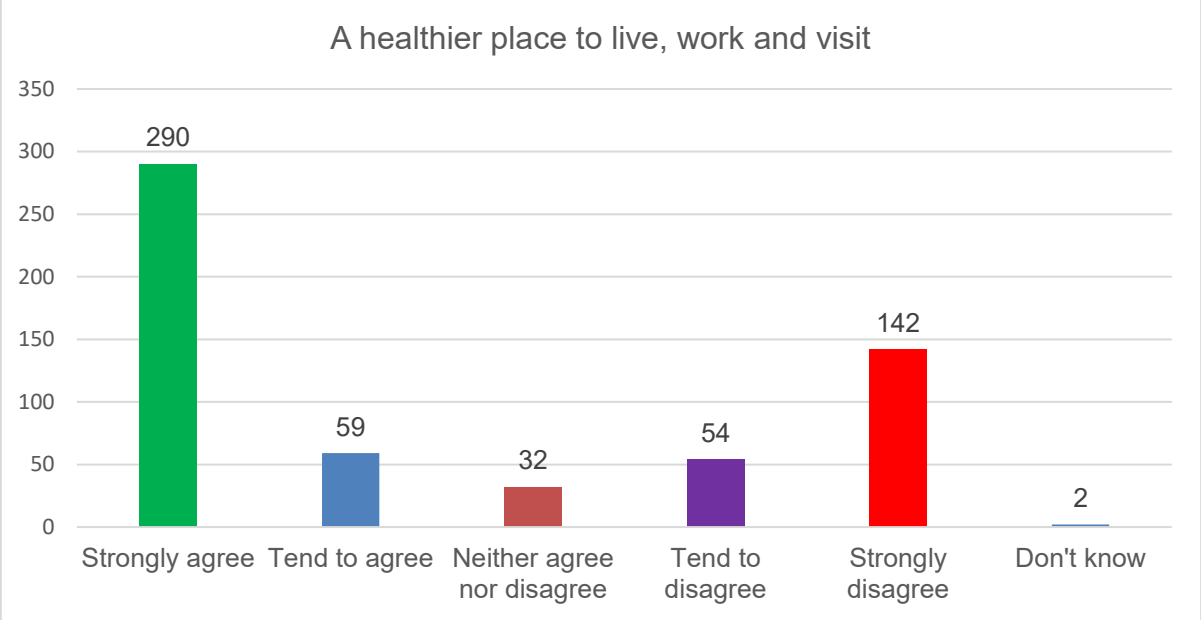


Figure 94 A healthier place to live, work and visit

- **290** people (50%) strongly agree a 20mph town-wide speed limit in Faversham helps it to become a healthier place to live, work and visit. Meanwhile, **59** people (11%) tend to agree.
- A combined **61%** strongly agree or tend to agree with the statement.
- **142** people (25%) strongly disagree a 20mph town-wide speed limit in Faversham helps it to become a healthier place to live, work and visit. Meanwhile, **54** people (9%) tend to disagree.
- A combined **34%** strongly disagree or tend to disagree with the statement.
- **32** people (6%) neither agree nor disagree.

- people (<1%) said they don't know.

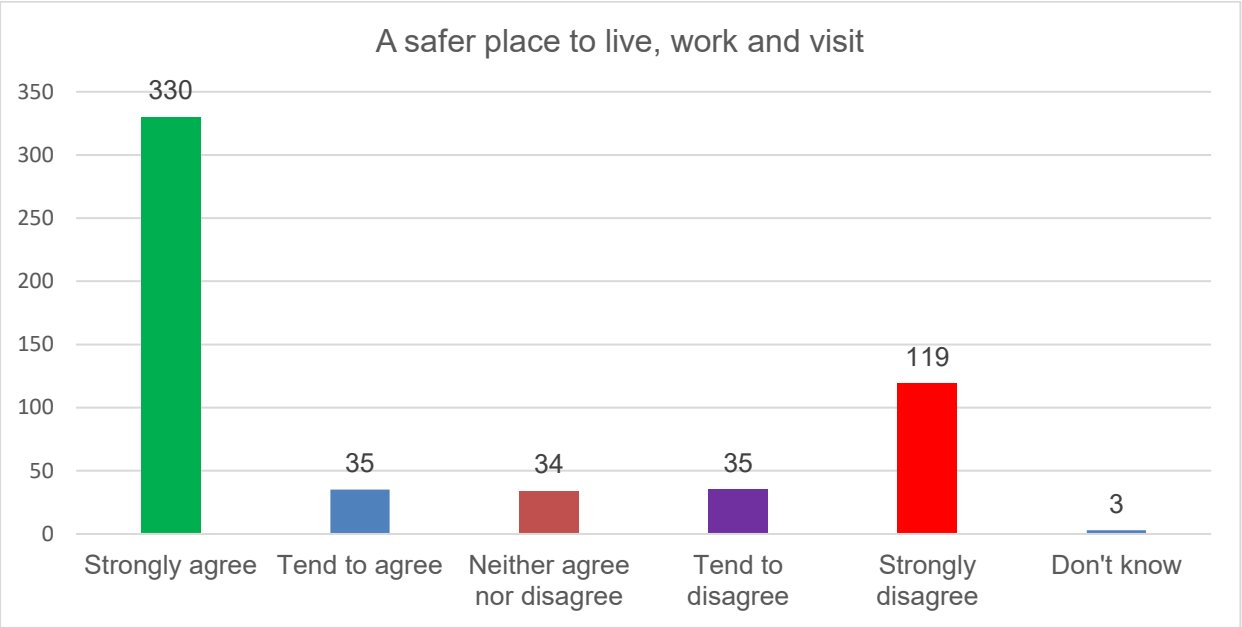


Figure 95 A safer place to live, work and visit

- **330** people (59%) strongly agree a 20mph town-wide speed limit in Faversham helps it to become a safer place to live, work and visit. Meanwhile, **35** people (6%) tend to agree.
- A combined 65% strongly agree or tend to agree with the statement.
- **119** people (22%) strongly disagree a 20mph town-wide speed limit in Faversham helps it to become a healthier place to live, work and visit. Meanwhile, **35** people (6%) tend to disagree.
- A combined 28% strongly disagree or tend to disagree with the statement.
- **35** people (6%) neither agree nor disagree.
- **3** people (1%) said they do not know.

4.13 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 Faversham?

- 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 issues spanning several themes. Approximately, 24,000 words were analysed and coded for this question.

- Out of the **581** respondents in part two, **497** left a comment while **84** people left the question blank. The number of times a person raised a comment is therefore considered a percentage of the 497 people who responded to this question.
- Similar to Q1a, the dataset was analysed by developing a coding framework in response to the themes that emerged when reading through the responses. The themes highlight concerns, issues, suggestions, and ideas people raised. The themes that people raised fell into one of four main category areas:

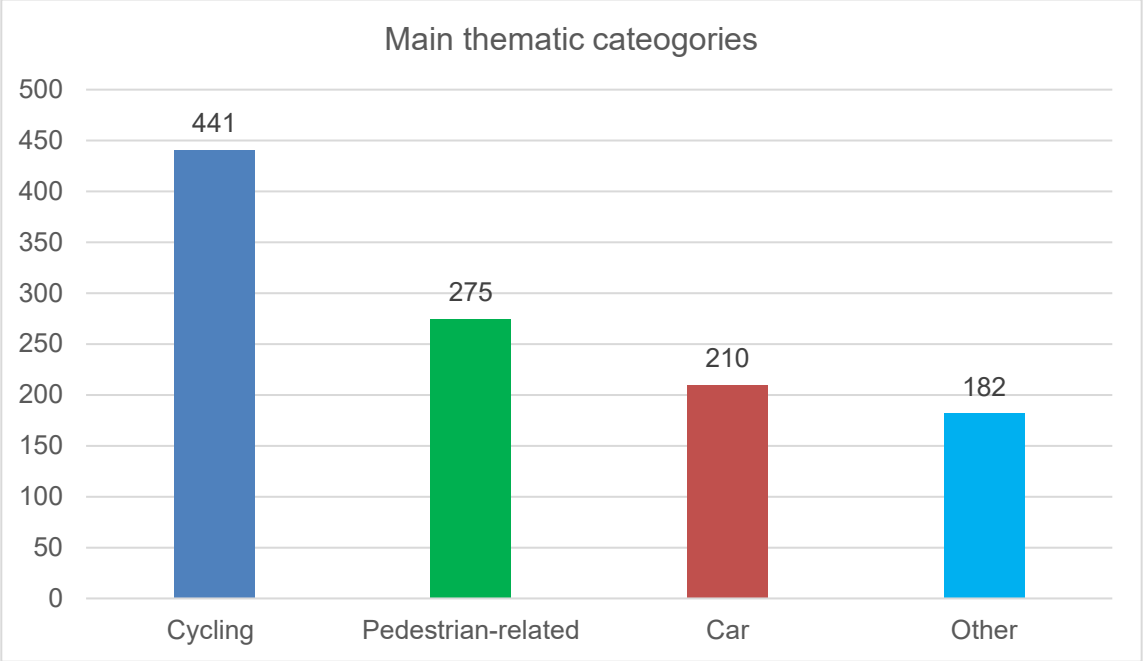


Figure 96 Number of main categories

- 441 people (89%) left a comment that was coded under a cycling theme
- 275 people (55%) left a comment that was coded as being a pedestrian-related theme.
- 210 people (42%) left a comment that was coded under a car-related theme.
- 182 people (36%) left a comment that was coded under a variety of other themes.
- See below for a breakdown of each theme. Percentage figures have been worked out using the total number of people who left a comment for this question (497 people).

4.14 Cycling Themes

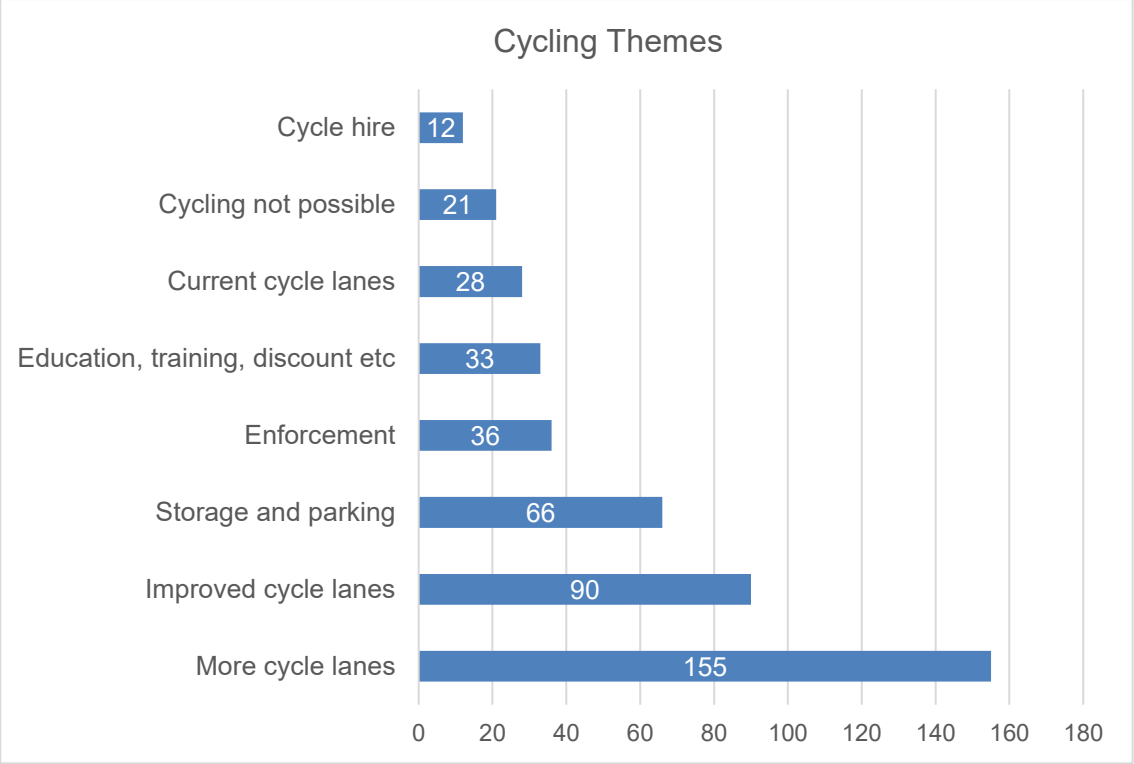


Figure 97 Cycling Themes

- **155** people (31%) left comments saying they would like to see **more cycle lanes** around Faversham. Most did not specify where they would like to see additional cycle lanes but of those that did, the following roads were mentioned:
  - A2 (12 mentions)
  - Whistable Road (9 mentions)
  - Love Lane (8 mentions)
  - Graveney Road (4 mentions)
  - Ashford Road (2 mentions)
  - Ospringe Street, Preston Road, West Street, Western Link Road (1 mention)

"Cycle lanes on bigger roads such as Whitstable Road, Graveney Road, Love Lane (and ideally the A2)

- **90** people (18%) said they would like to see **improved cycling lanes** with many saying they would like to see 'dedicated' or 'better' cycle lanes (presumably with clearer road markings). Some respondents mentioned segregated cycle lanes. Comments coded here included references to the current cycle lane on Bysingwood Road, as well as requests for new cycle lanes.

"Dedicated, separated cycle paths on key routes around town. Better cycling infrastructure."

- **66** people (13%) mentioned they would like to see more **storage and parking** for cycles.

"More cycle parking at the station and other key locations: e.g., swimming pool, with priority given over cars so that the cycle parking is prominent, plentiful and in the closest and most convenient location."

- **36** people (7%) left comments regarding **enforcement for cyclists**. Many mentioned ignoring highway codes and cycling over pavements posing a safety hazard to pedestrians and cars.

"Enforce the law regarding cyclists prohibited from using pedestrian pavements and passageways."

- **33** people (6%) mentioned **education, training and discounts**. This included incentivisation for cyclists (such as repairing cycling, cheaper bikes and materials) and further training/education to ensure cyclists were safer on the roads.

"Give out vouchers etc for people to purchase bike to encourage the use of them."

"Promote adult cycle training courses within the town."

- **28** people (5%) left comments about the **current cycle lanes on Bysingwood Road**. Some mentioned that cyclists do not use the cycle lanes, while others mentioned the quality of the cycle path is not up to a good standard and needs improving (in line with improvements suggested above).

"Cyclists have cycle lanes which they don't even use (Bysingwood Road)."

- **21** people (4%) mentioned **cycling is not possible or a desirable activity** for them especially if they are elderly, disabled or shopping.

"Faversham is hilly and I'm not risking cycling at the age of 70"

- **12** people (2%) mentioned they would like to see a **cycle hire scheme** in Faversham.

"Bike hire scheme linking the rail station with sites of employment and schools."

4.15 Car themes

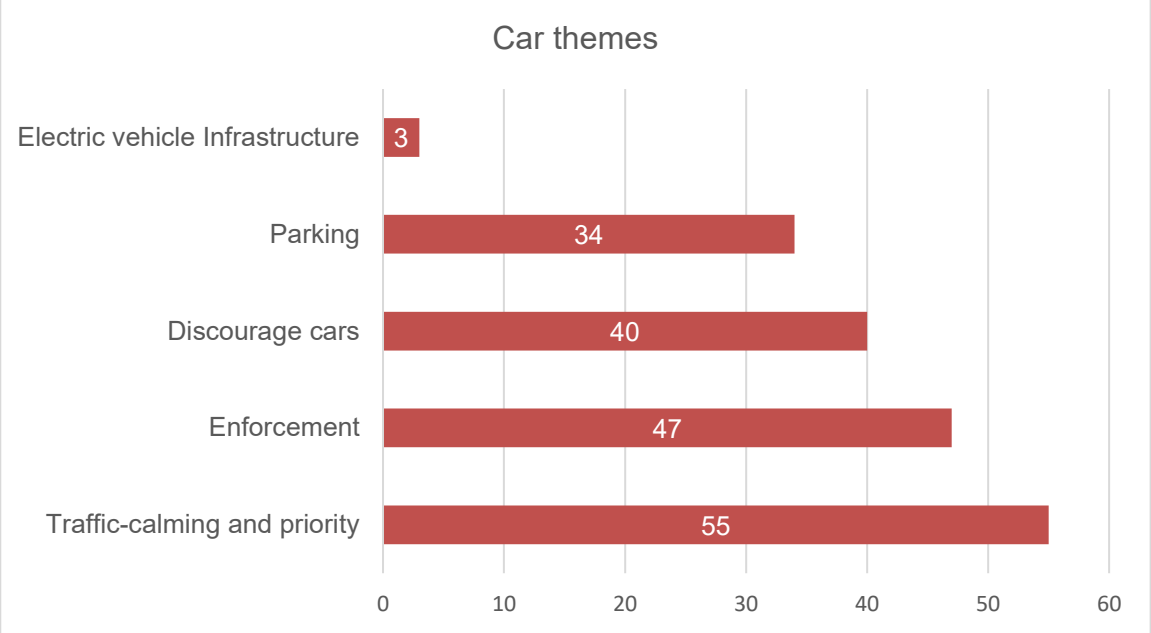


Figure 98 Car themes

- **55** (11%) left comments about **traffic-calming and priority**. Most comments concerned changes to the road to prioritise non-motorised vehicles and pedestrians, including introducing pinch points, speed bumps, traffic lights and priority signals which give priority to cyclists/pedestrians over cars.

"Firstly, other traffic calming options, physical barriers and speed bumps are proven measures that we know do work."

47 people (9%) made a comment regarding **enforcement**. Comments were varied, some people pointed out the 20mph is being ignored, others mentioned it is impossible to enforce, while some mentioned speed cameras and fines need to be handed out to those who go over the limit.

"Speed limit enforcement with cameras."

- **40** people (8%) said something should be done about **discouraging car use**. Many comments included restricting vehicle movements, introducing parking charges and some said they would like to see car-free days. 13 people left comments about HGVs in particular, which they would like to see restricted from the town centre.

"More initiatives to reduce private car ownership thus reducing the number of parked cars on all the roads (e.g., Zip car or equivalent)".

- **34** people (7%) made comments about **parking**. Many wanted parking on pavements to be restricted and enforced, while some other people mentioned wanting cheaper and better access to parking facilities.

"Better parking offers and clamp down on cars parking on pavements."

- **3** people (>1%) mentioned more investment to accommodate the transition to **electric vehicles**.

"Have an electric car charging point in town."

4.16 Pedestrian related themes

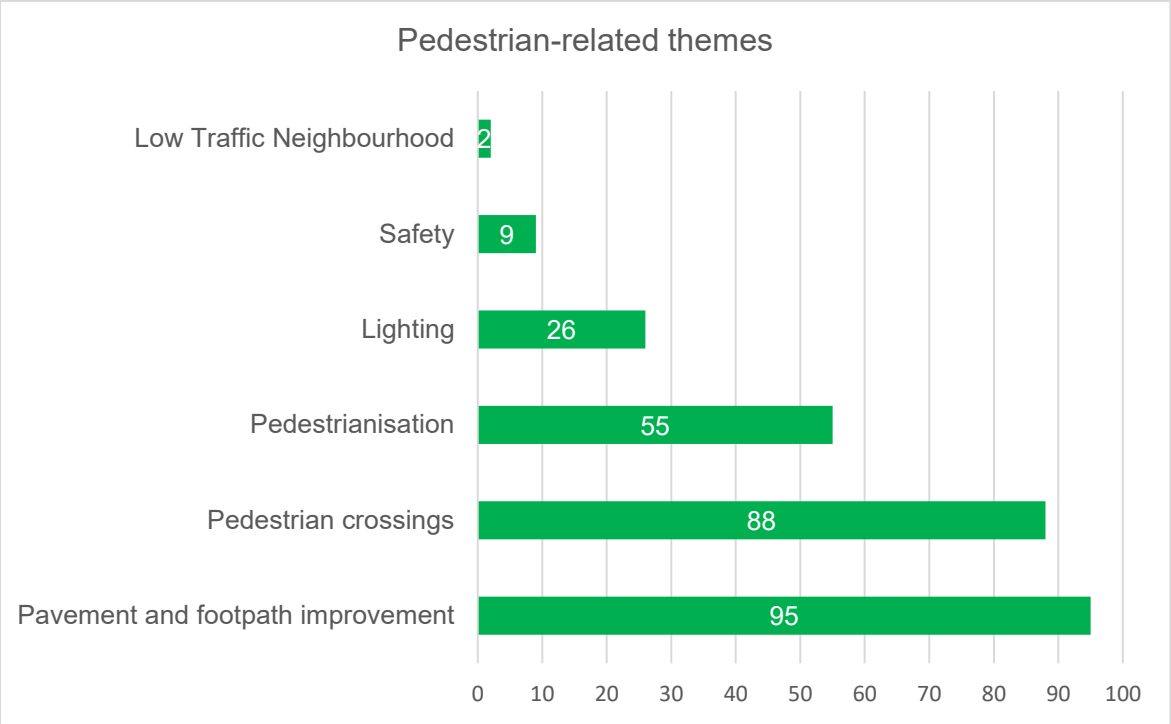


Figure 99 Pedestrian related themes

- **95** people (19%) mentioned **pavement and footpath improvements.** Many of these comments were around improving the footpaths or adding benches. However, some mentioned widening pavements and ensuring they are maintained.

> "Widen footpaths to one side of the road instead of having narrow paths both sides."

- **88** people (17%) said they would like to see **more pedestrian crossings**. Most did not specify roads they would like to see crossings on, however, those that did mentioned the streets below:

  A2 (14 mentions)
  South Road (13 mentions)
  Newton Road (9 mentions)
  Brogdale Road (7 mentions)
  Forbes Road (7 mentions)
  Stone Street (5 mentions)
  West Street (5 mentions)
  London Road (4 mentions)
  Napleton Road (4 mentions)
  Ashton Road (3 mentions)
  Bysingwood Road (2 mentions)
  Love Lane (2 mentions)

Whistable Road (2 mentions)

"For walking - a second crossing for the A2 towards Brogdale road."

- **55** people (11%) mentioned they would like to see more **pedestrianisation** and closure of roads to cars. Most respondents mentioned the town centre which they would like to see completely pedestrianised.

"Pedestrianise the streets through the town centre permanently, just like it is during the Hop Festival."

- **26** people (5%) mentioned they would like to see improved **street lighting**.

"Improve lighting at existing crossings."

- **9** people (2%) mentioned comments regarding **pedestrian safety**. Most were split between increasing police presence/CCTV to enhance safety and educating pedestrian on street safety rather than focusing on car users and cyclists.

"CCTV in town so people feel safer."

- **2** people (>1%) mentioned they would like to see a **Low Traffic Neighbourhood**.

"Also consider putting in place Low Traffic Neighbourhoods, to encourage community safety and socialisation. Many towns and cities are doing this, with the new covid needs / Active Travel focus and government funds."

4.17 Other themes

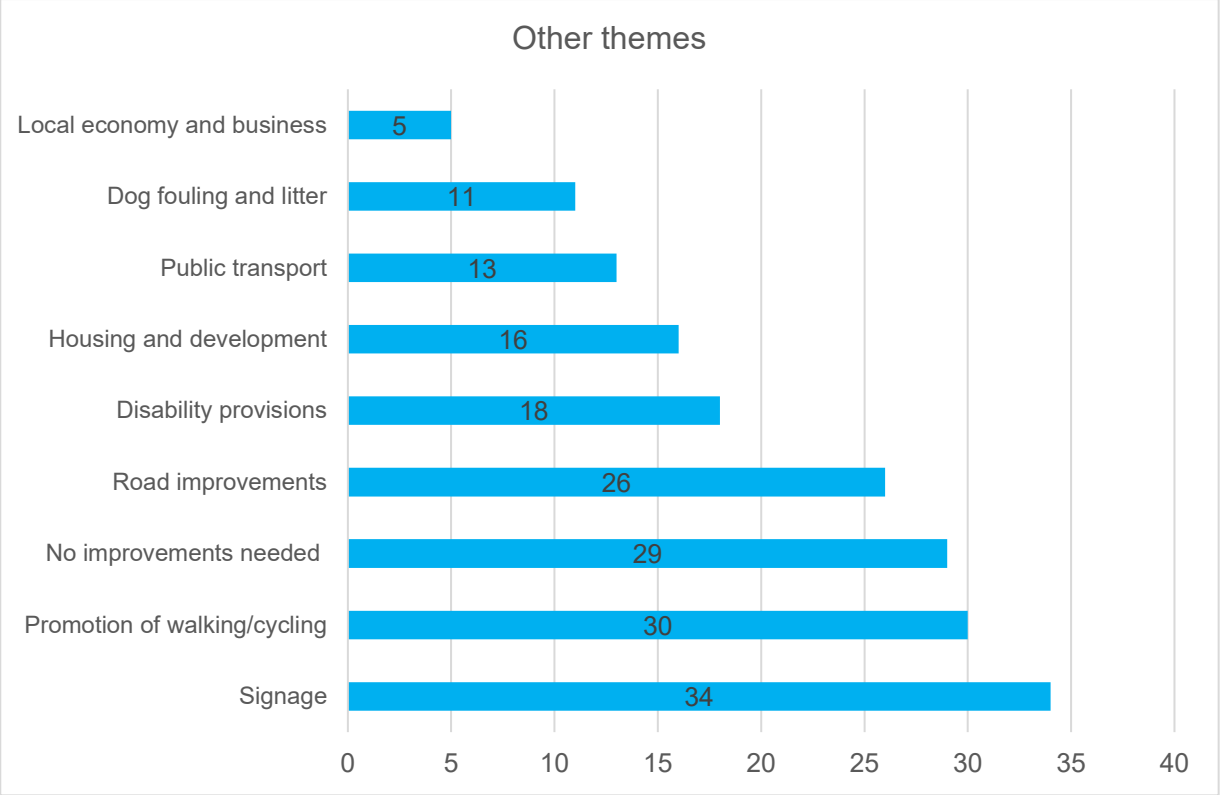


Figure 100 Other themes

- **34** people (7%) mentioned **signage**. Although most comments left about signposting were relevant to cars, pedestrians, and cyclists, most said signposting and signage needs to be clearer and larger and located in better places.

"Improved signage, NCN1 features yellow 'diversion' signing at some points despite not being diverted, often realigned by the mischievous."

- **30** people (6%) said they would like to see greater **promotion of active travel**. Comments ranged from walking/cycling events and groups and teaching benefits of active travel in schools.

"Promotion of walking and cycling at both the Abbey School and Queen Elizabeth's Grammar School.

"Promotion of walking at all of the primary schools within Faversham."

- **29** people (6%) simply left comments that **no improvements are necessary** or needed as no further changes would mean people would change their travel habits.

"Most will not walk. It is a waste of time trying."

- **26** people (5%) mentioned **road improvements** are required, most mentioned fixing potholes.

"Repair and maintain the upkeep of the roads and pavements, they are mostly uneven or full of potholes and cracks large enough to damage cycle tyres, car tyres or to trip pedestrians."

- **21** people (4%) mentioned **cycling is not possible** for them. A variety of reasons were mentioned but most included either the need to do shopping and carry bags, old age, and disability.

"As a disabled person already being physically excluded from the centre of town due to road closures, the ongoing push to exclude my only means of transport is offensive. Blocking and limiting my access to and around town does not make me able to walk or cycle."

- **18** people (3%) mentioned making provisions for **disabled people**. Many mentioned they would require a disabled parking bay/blue badge for parking. Some others also mentioned additional crossings and making footpaths friendly for those who use mobility scooters.

"Increase Blue Badge/disability parking bays in central area. Specifically in Court Street (redesignate bays outside Shepherd Neame offices)."

- **16** people (3%) left comments about **housing and developments** believing this goes against the stated goals of encouraging active travel and brings unnecessary traffic in Faversham.

"Stop building so many houses before the above is done."

- **13** people (2%) left comments about **public transport**. Some requested a park and ride facility, better bus services from nearby areas and cheaper travel by bus.

"The best thing for the town would be local bus services regularly into town."

- **11** people (2%) left comments about **dog fouling and litter** they felt was widespread across Faversham, inconveniencing their walking experience.

> "Rubbish bins at regular intervals would help, and regular clearance. In most places it is disgusting to walk from dog fouling, drink cans, and general detritus."

- **5** people (1%) left comments about the **local economy and businesses**. These comments stressed the need to help businesses and ensuring they are not negatively affected as more people transition to walk/cycle more and having been affected by COVID-19.

> "Ensuring local traders etc are on board with changes and understand and promote why it will be beneficial for their businesses"

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

- The question below 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.

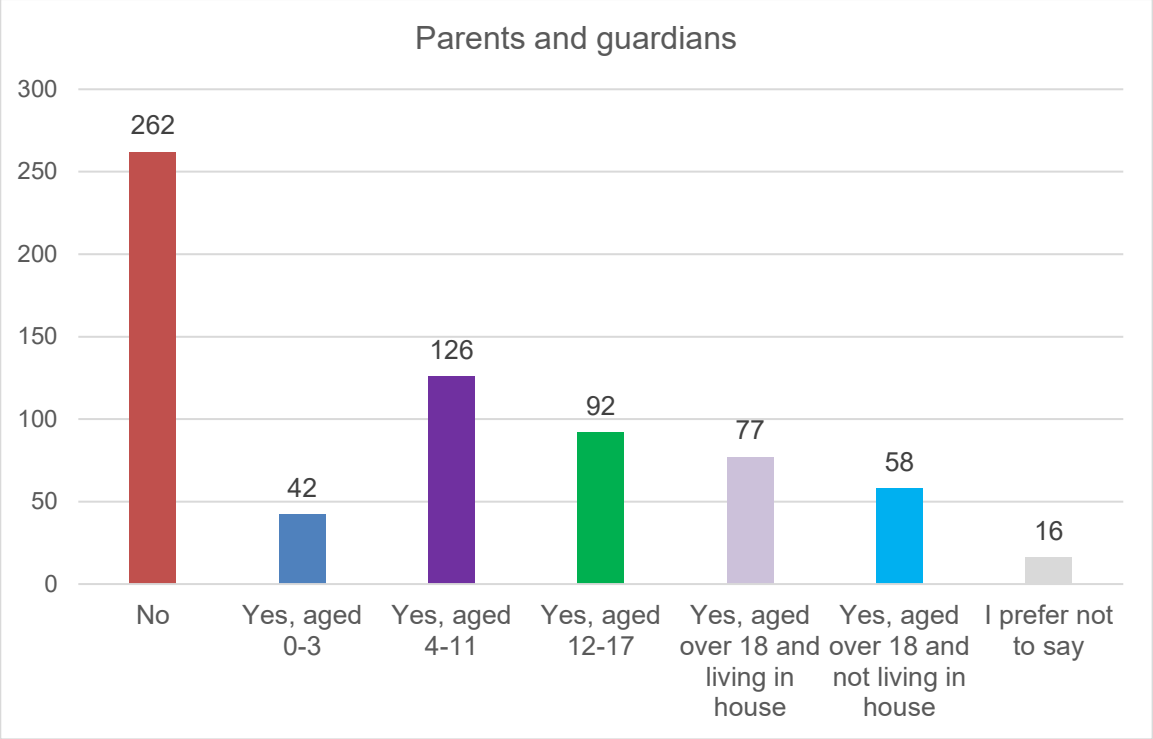


Figure 101 Parent and guardians

- **42** people (6%) were either a parent or guardian to a child aged 0-3.
- **126** people (19%) were a parent or guardian to a child aged 4-11.
- **92** people (14%) were a parent or guardian to a young person aged 12-17.
- **77** people (11%) were a parent or guardian to person aged over 18 and living in the household.
- **58** people (9%) were a parent or guardian to a person and aged over 18 and not living in the household.
- **262** people (39%) said they were not a parent or guardian of a child or young person in the household.
- **16** (2%) preferred not to say.
- The following chart has divided each category the level of support each category has for the town-wide 20mph limit.

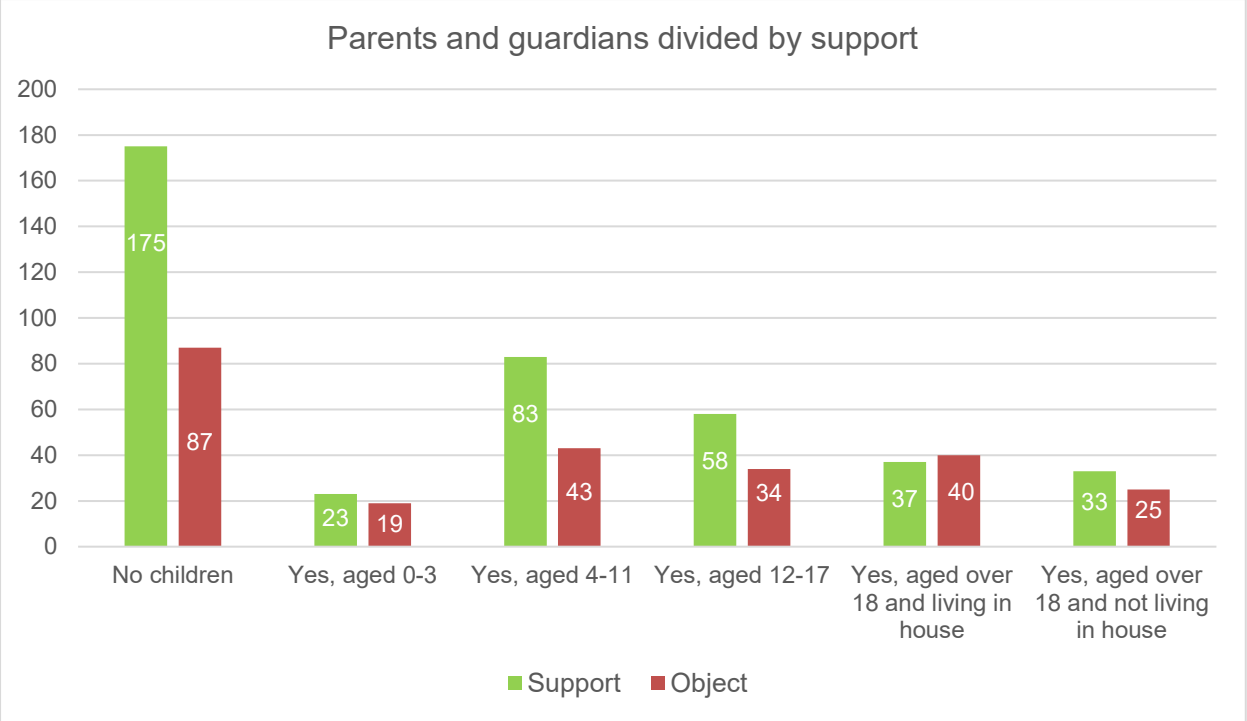


Figure 102 Parent and guardian by level of support

- **175** people (67%) who have no children support the trial.
- **23** people (55%) who are parents and guardians of children aged 0-3 support the trial.
- **83** people (66%) who are parents and guardians of children aged 4-11 support the trial.
- **58** people (59%) who are parent of children aged 12-17 support the trial.
- **37** people (48%) who are parents of children aged over 18 and living in the house support the trial.
- **33** people (57%) who are parents of children aged over 18 and not living in the household support the trial.
- **Overall**, 395 people identified as a parent or guardian. Out of this figure 234 (59%) supported the scheme, while 161 opposed (41%) the scheme.

4.19 Q9. Do you work or study in Faversham?

- This question asked people whether they work or study in Faversham. The following information below tallies each response and divides them by level of support respondents of each option had for the 20mph scheme.

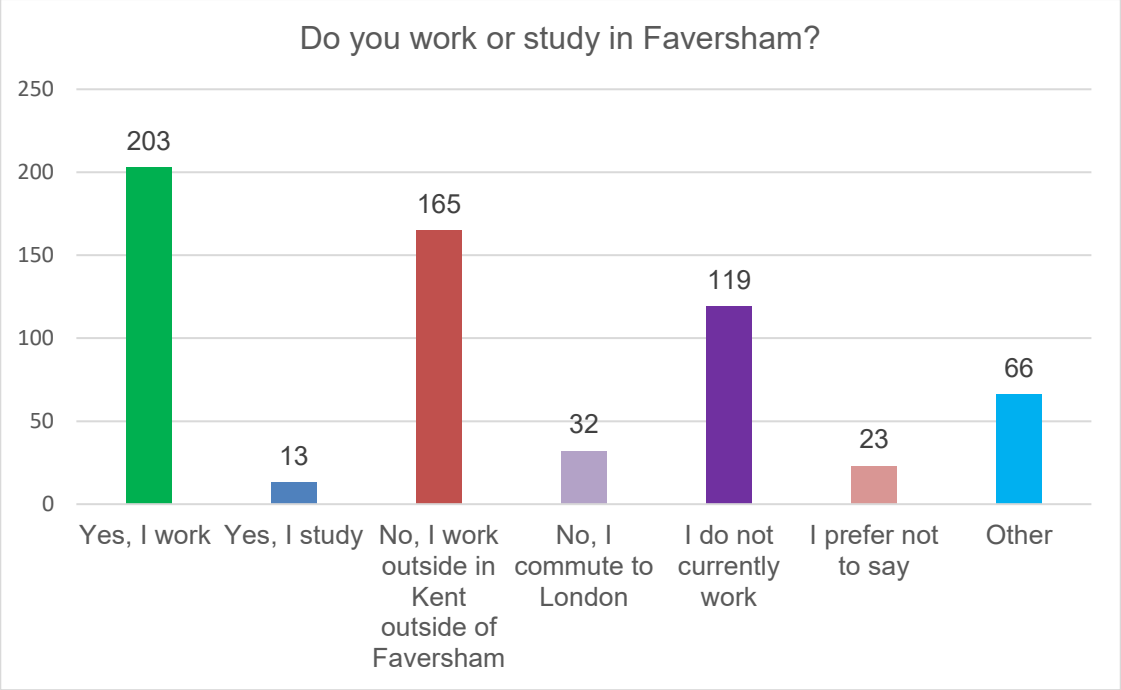


Figure 103 Do you work or study in Faversham?

- **203** people (33%) work in Faversham.
- **165** people (26%) work in Kent outside of Faversham.
- **199** people (19%) said they currently do not work.
- **32** people (5%) said they commute to London.
- **23** people (4%) said they prefer not to say.
- **13** people (2%) said they study in Faversham.
- **66** people (11%) selected the 'Other'. A text box was provided for them to specify their work status:
  27 people said they work from home.
  32 people said they were retired.
  4 people said they visit Faversham for shopping.
- The following chart has divided work status of participants by the level of support for the town-wide 20mph limit.

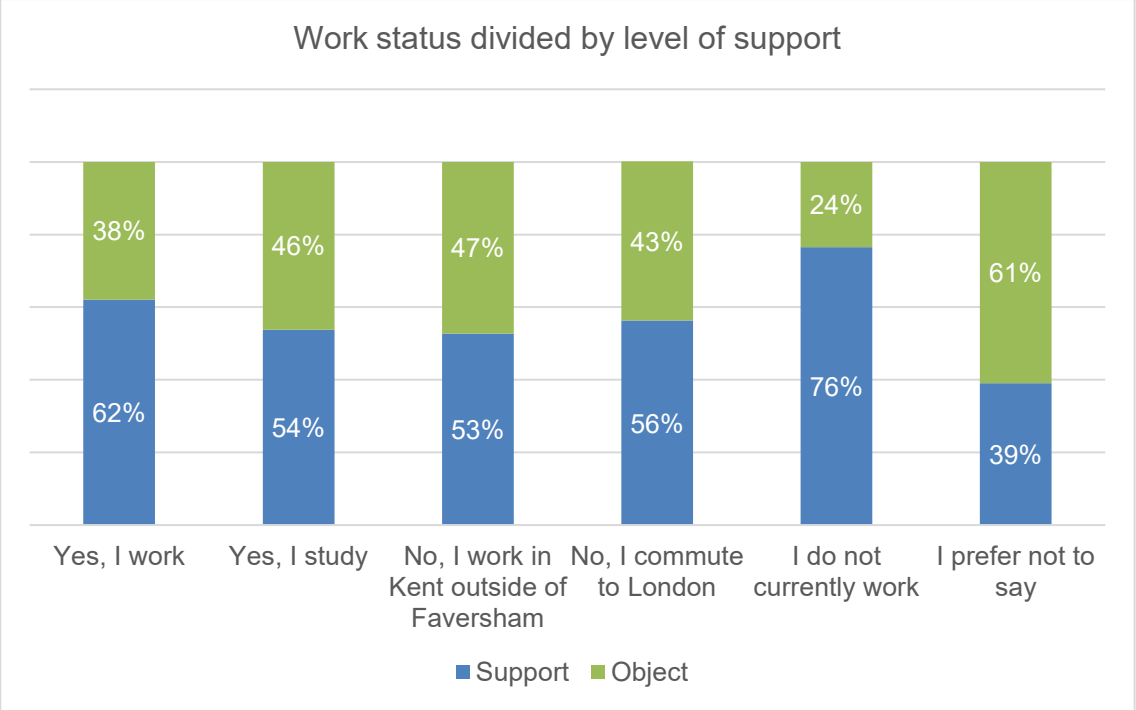


Figure 104 Work status divided by level of support

- **126** people (62%) working in Faversham support the trial.
- people (54%) who study are in support.
- **87** people (53%) who work in Kent outside of Faversham are in support.
- **18** people (56%) who commute to London are in support.
- **91** people (76%) who do not currently work are in support.
- **9** people (61%) who prefer not to say are in support.

4.20 Q10. Are you....?

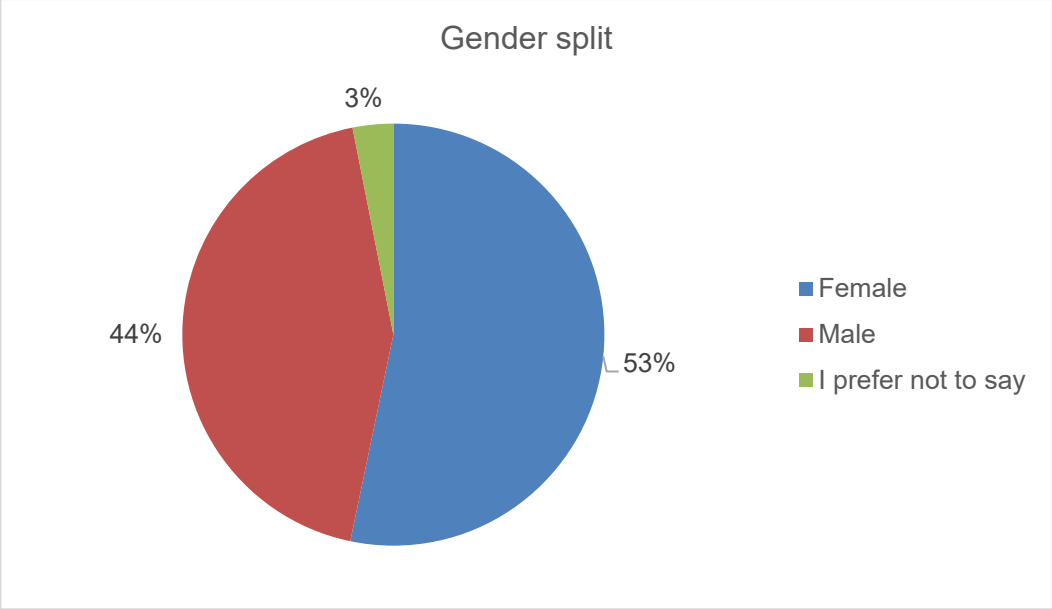


Figure 105 Gender split

- **309** people (53%) identified as a male.
  194 (63%) are supporters of the 20mph limits
  115 (37%) are objectors to the 20mph limits
- **253** people (44%) identified as a female.
  156 (62%) are supporters of the 20mph limits
  97 (38%) are objectors to the 20mph limits
- Support for the scheme between both male and females were roughly the same at 62-63%.
- **18** people (3%) preferred not to say.
  9 (50%) are supporters of the 20mph limits

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

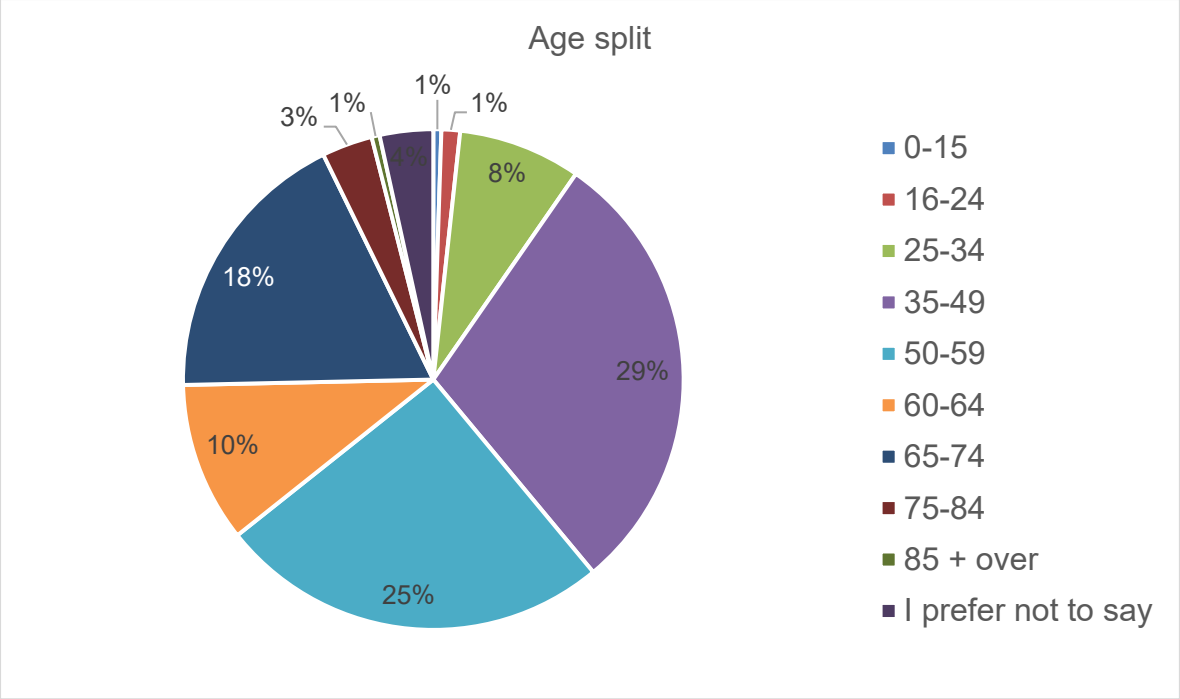


Figure 106 Age split

- **3** people (>1%) were 0-15 years old.
- **7** people (1%) were 16-24 years old.
- **46** people (8%) were 25-34 years old.
- **170** people (29%) were 35-49 years old.
- **147** people (25%) were 50-59 years old.
- **60** people (19%) were 60-65 years old.
- **105** people (18%) were 65-74 years old.
- **19** people (3%) were 75-84 years old.
- **3** people (>1%) were 85 years or older.
- **20** people (4%) preferred not to say.
- The chart below divides these age groups by level of support for the town-wide 20mph limit.

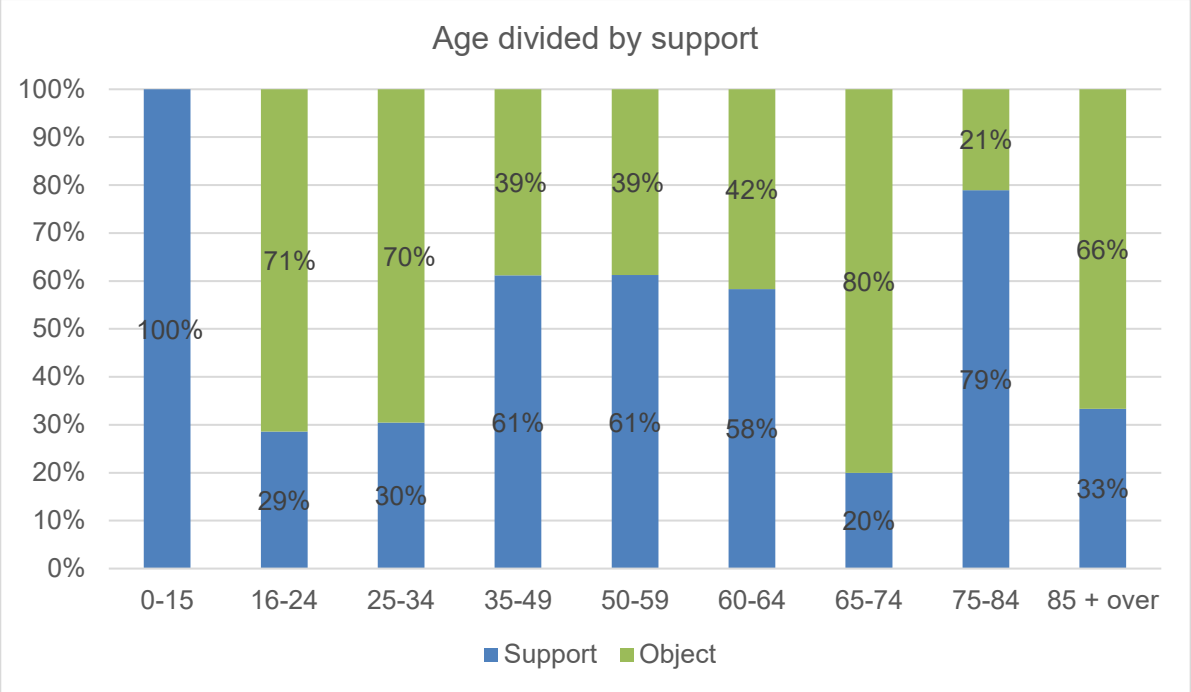


Figure 107 Support levels by age group

- **3** people (100%) of the 0-15 age group supported the town-wide 20mph limit.
- **5** people (71%) of the 16-24 age group objected to the town-wide 20mph limit.
- **32** people (70%) of the 25-34 age group objected to the town-wide 20mph limit.
- **104** people (61%) of the 35-49 age group supported the town-wide 20mph limit.
- **90** people (61%) of the 50-59 age group supported the town-wide 20mph limit.
- **35** people (58%) of the 60-54 age group supported the town-wide 20mph limit.
- **84** people (80%) of the 65-74 age group objected to the town-wide 20mph limit.
- **15** people (79%) of the 75-84 age group supported the town-wide 20mph limit.
- **2** people (66%) of the 85+ age group objected to the town-wide 20mph limit.

NEXT STEPS

The feedback from this consultation will be reviewed by KCC and recommendations developed as to the future of the scheme. KCC will also produce a 'You Said, We Did' response document addressing the feedback provided through the consultation.

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

- Attitudinal surveys - carried out face-to-face with a representative sample before and towards the end of the trial.
- Average speed surveys.
- Crash statistics.
- Engagement with district council partners and statutory consultees, including emergency services.
- Equality Impact Assessments.
- Findings from Faversham Town Council's engagement platform.
- 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.

Findings will be presented to the Cabinet Member for Highways and Transport in November 2021 for a decision to be taken.

This report will be publicly available on the consultation website. KCC will keep residents, road users and other stakeholders updated on the next steps using a range of methods, including KCC's website, media releases, social media and site notices.

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 Quality Management System.

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APPENDIX D – KCC TONBRIDGE CONSULTATION

Tonbridge Town-wide 20mph Speed Limit Trial
Consultation Report

Client Name: Kent County Council

Reference: 7099

Date: 2/08/21

PROJECT CENTRE
part of Marston Holdings

Kent County Council
kent.gov.uk

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 survey was made available online. In total, 1,123 surveys 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 cleaner (63%), healthier (64%) and safer (56%).
- Those who supported the idea primarily felt it would improve safety, while others also mentioned environmental benefits and noise reduction.

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.

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[9].

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.

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

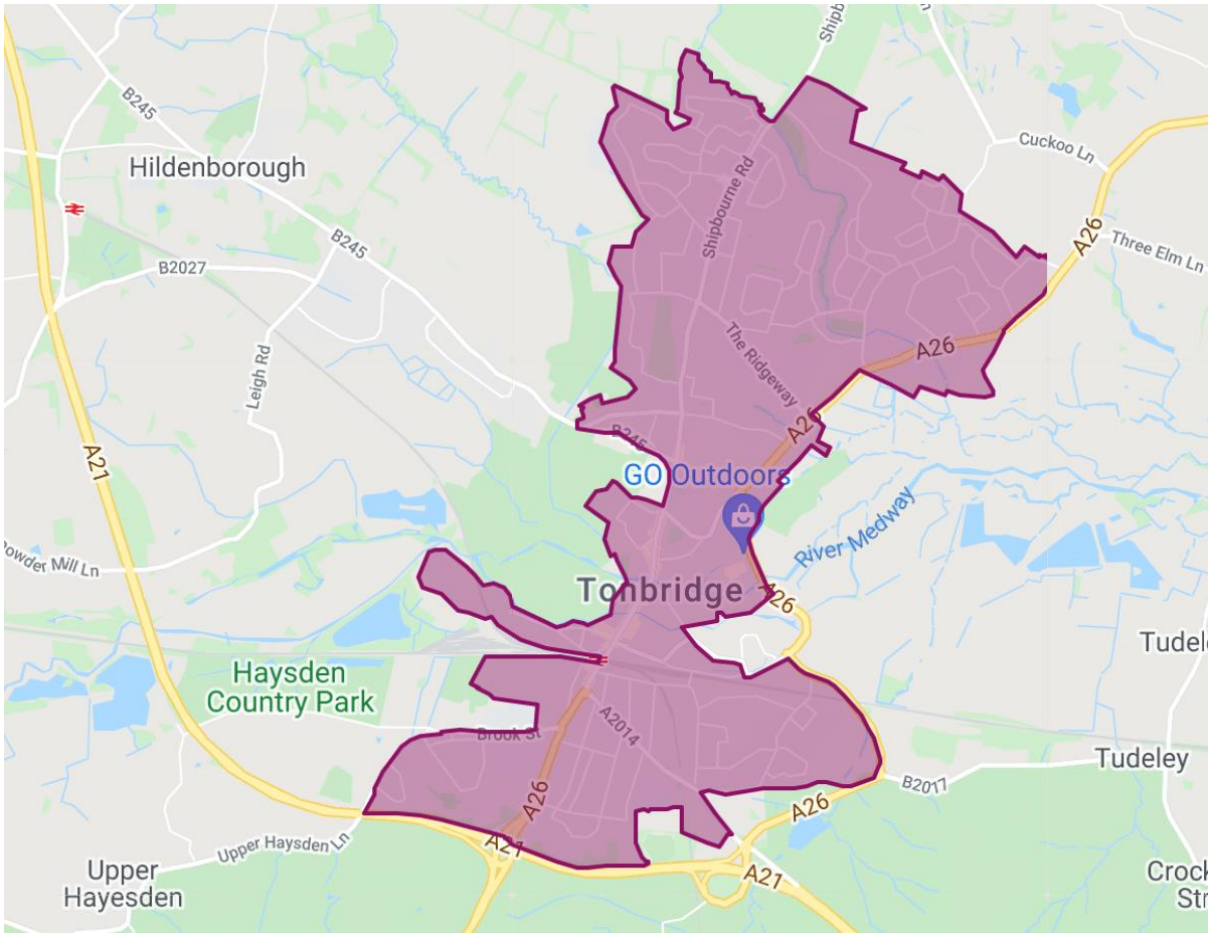


Figure 108 Map of area 20mph limit in Tonbridge covers

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 X)**
- 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 was hosted, could be accessed. (See **Appendix X)**
- Media releases
- 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 X**).
- Posters (see **Appendix X**), banners and car park signs 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 survey results. The following information presents a breakdown of all the answers, a thorough analysis of themes, and cross-tabulations performed to identify patterns and reveal insights.

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

4.1 Questionnaire summary

The number of people who completed the online survey 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.

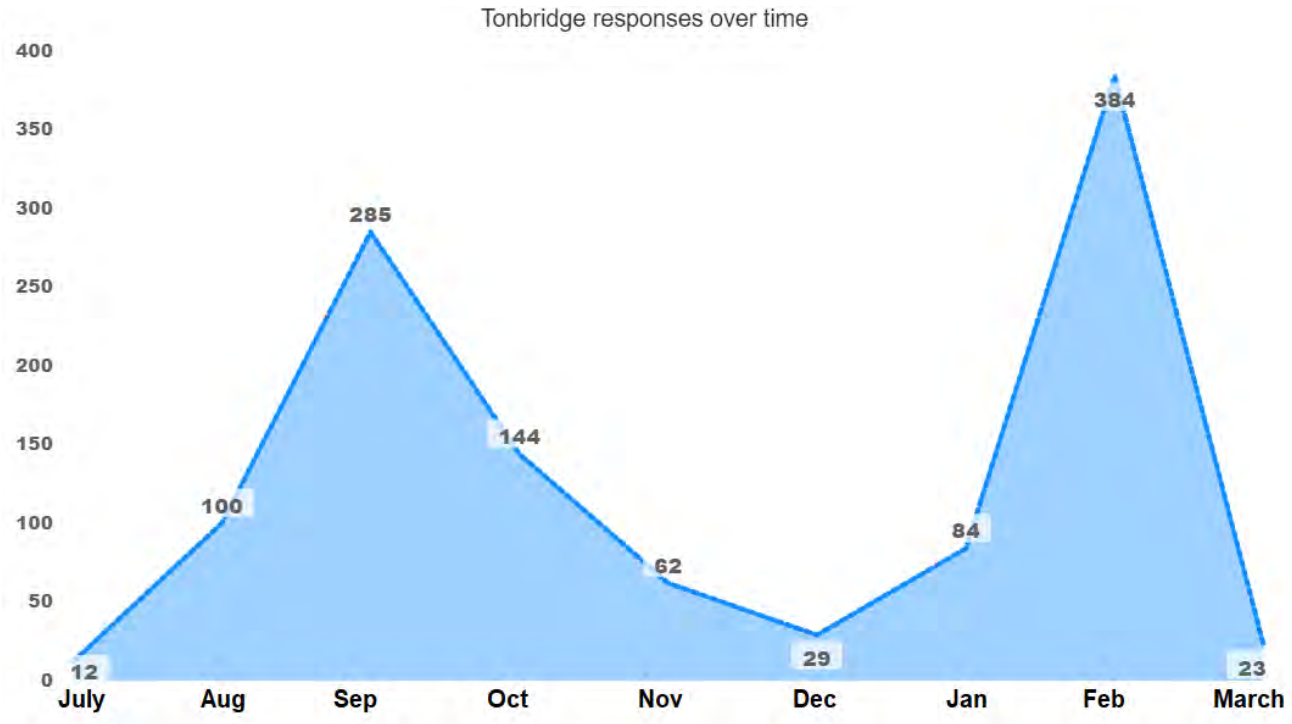


Figure 109 Response levels over time

The figures above show the level of responses per month from publishing the consultation survey 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 with 285 responses, while December, and the first few days and last few days of the consultation – in July and March, saw the least number of responses.

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.
- In response to the statement “a 20mph town-wide speed limit in Tonbridge helps it to become…” 63% of respondents said cleaner, 64% said healthier and 65% said safer.

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

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.

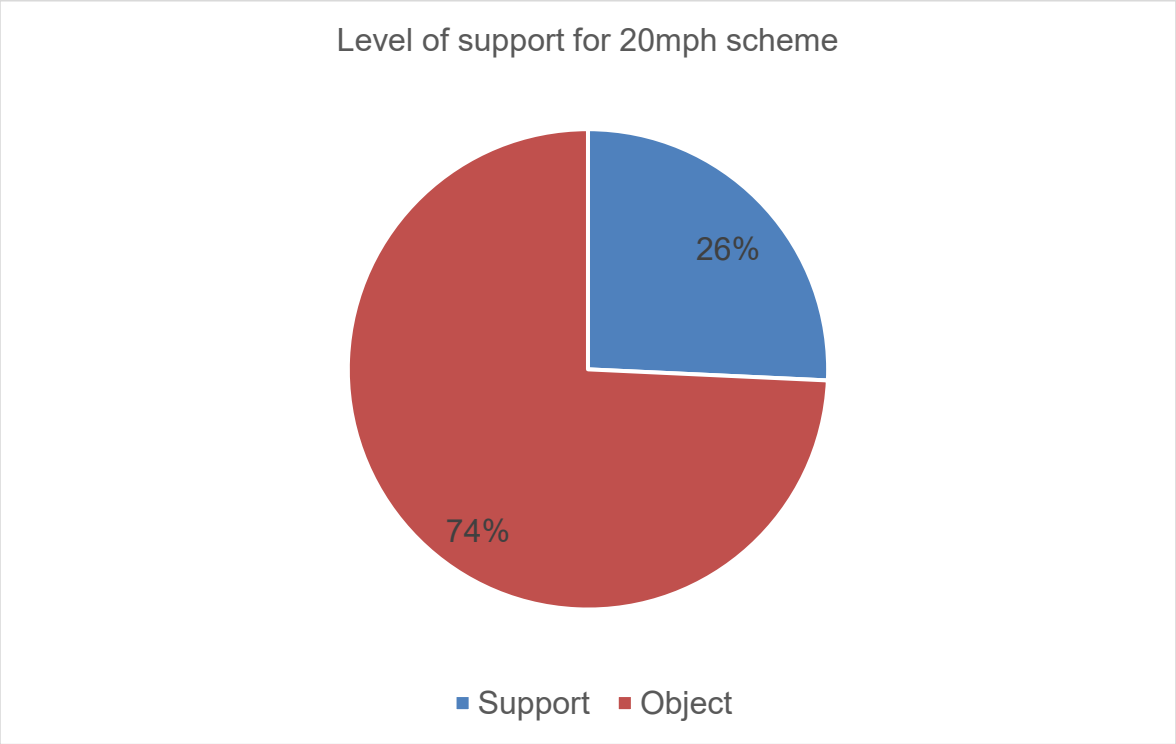
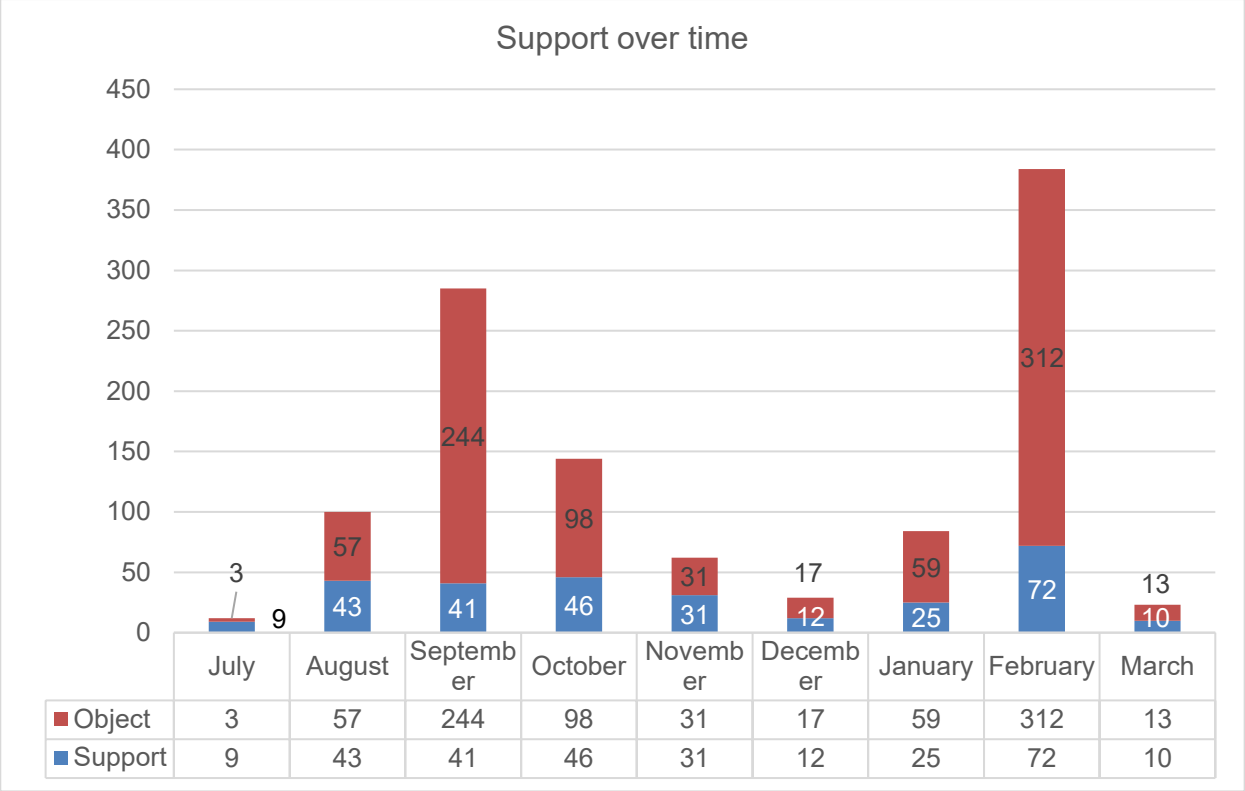


Figure 110 Overall level of support

- 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.**



	July	August	September	October	November	December	January	February	March
Object	3	57	244	98	31	17	59	312	13
Support	9	43	41	46	31	12	25	72	10

Figure 111 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 responses overall.
- February saw 384 responses in total (34% of total survey responses), 312 were objections – accounting for 81% of respondents during this month.
- September saw 285 responses in total (25% of total survey 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.
- Most comments included a number of themes, which is why the number of themes exceeds the overall number of survey responses. Furthermore, some responses raised points

considered both positive and negative. For instance, one respondent commented about the **increased safety** and **reduced pollution** as a result of the trial but had concerns regarding **enforcement** or feasibility of the scheme, has raised three separate themes. Such a comment would have two **positive themes** coded to it (safer and environmental benefits), and one **negative theme** coded to it (enforcement).

- Approximately, **107,000 words** were analysed for this question.

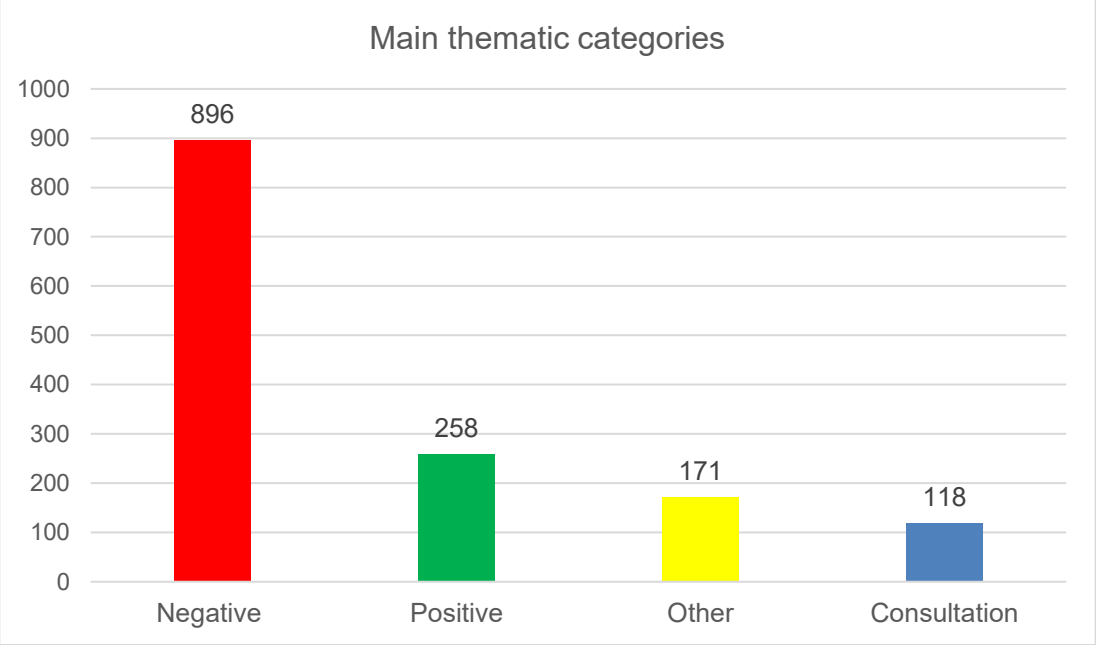


Figure 112 Main thematic categories

- 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

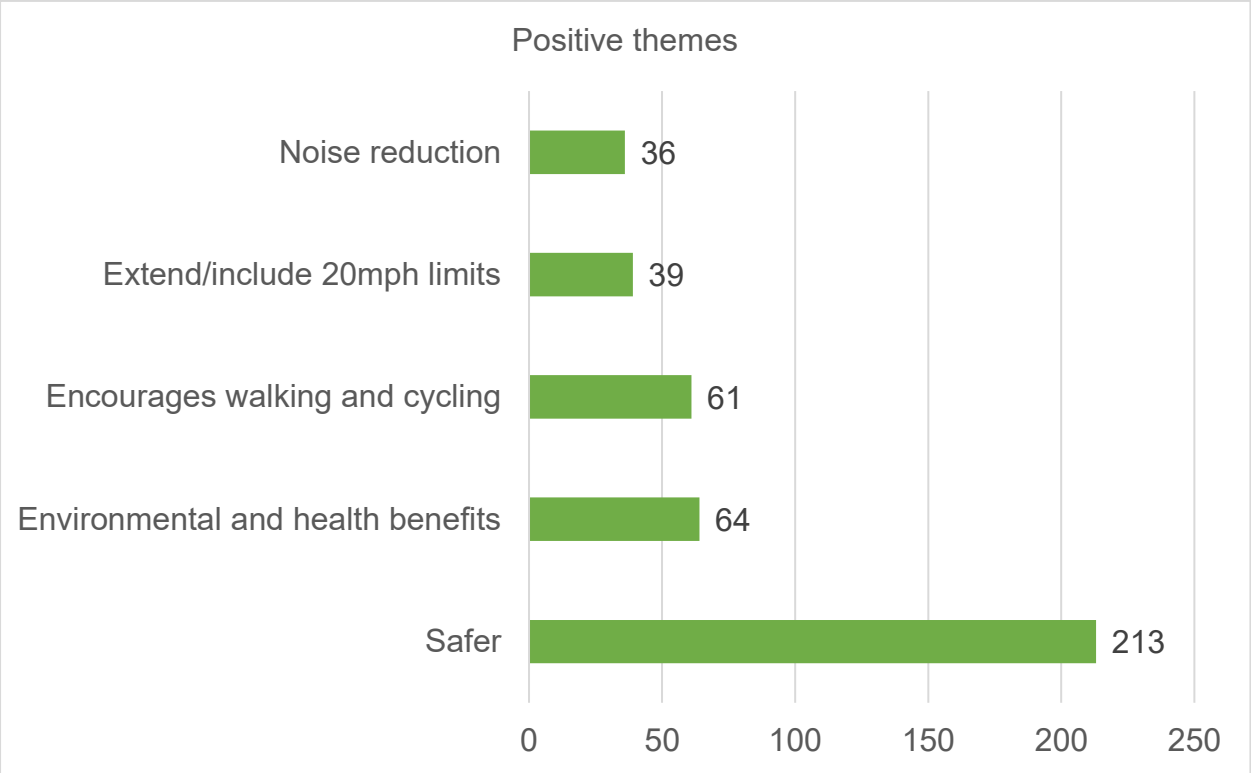


Figure 113 Positive themes

- **213** people 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 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 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 mentioned **including or extending areas of the 20mph limit**:
    - Lower Haysden Lane was mentioned by 14 people
    - Hadlow Road by 12 people
    - Hildenborough by two people
    - Carroty Wood by two people

"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 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

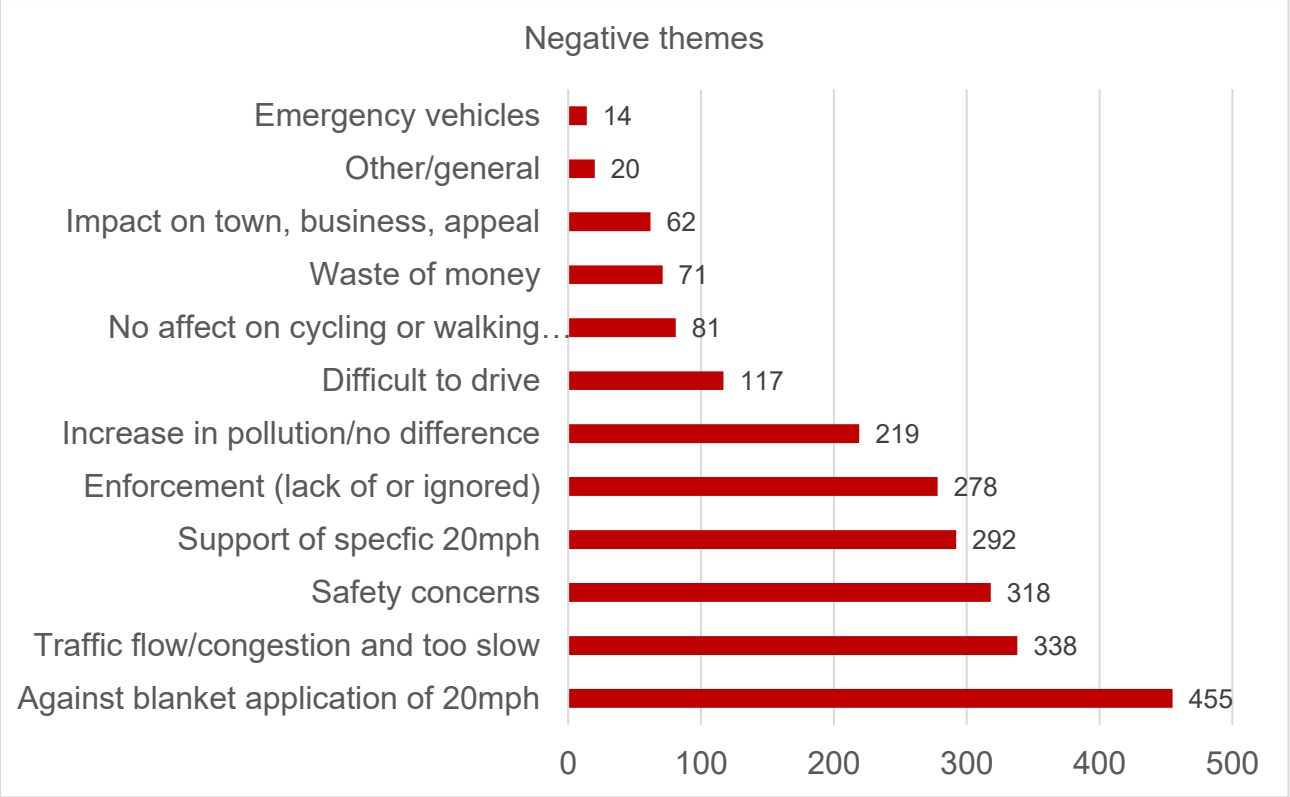


Figure 114 Negative themes

- **455** people said they were against a **blanket application of 20mph limit** across Tonbridge believing the area covered is too vast – a minority of people raising this point said they support the scheme in Q1. A further breakdown of this theme can be found under section 3.5.1 of this report.
    - 26 people who raised this point were supporters of the scheme as a whole – this accounts for 9% of all supporters.
    - 429 people who raise this point object to the scheme as a whole – this accounts for 51% of all objectors.

"The restrictions are far too extensive and cover large areas of the town which are low risk including arterial routes."

- **338** people 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 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 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 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 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 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 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 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 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 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 alternative reasons for their objections:
    - 20mph is already the de facto speed limit
    - Drivers use 'common sense'
    - Any 20mph limits should be time-bound

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

- **14** people 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."

4.5.1 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.

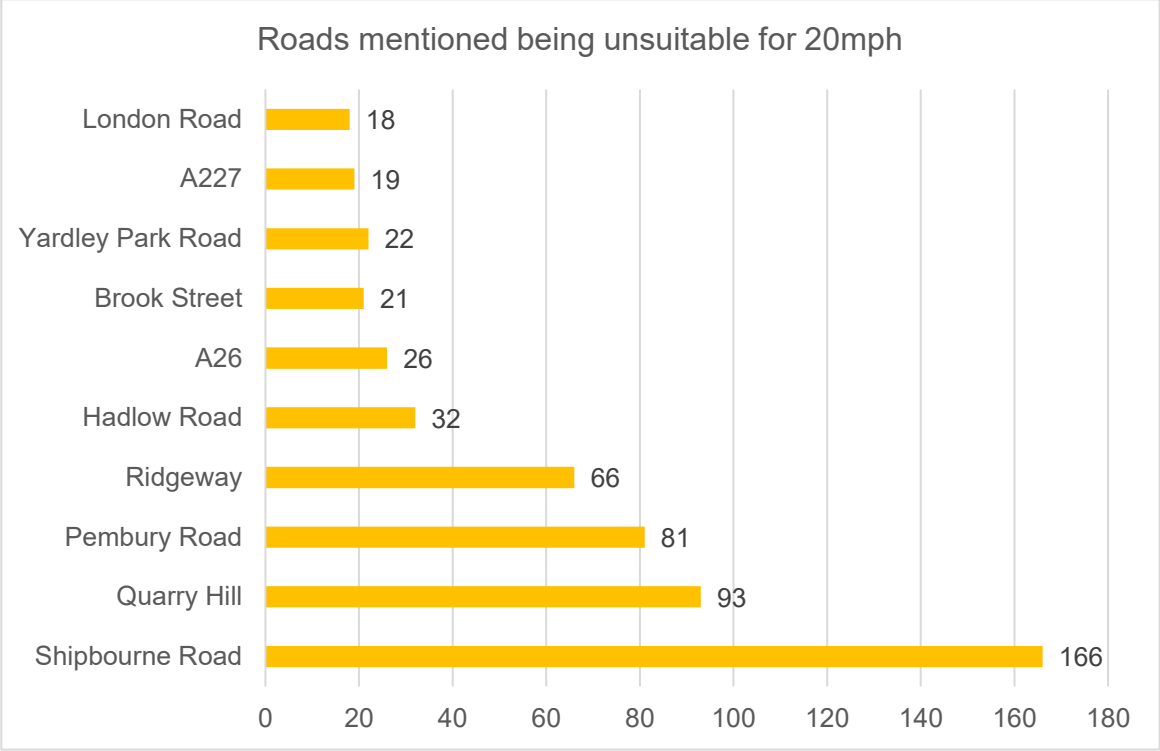


Figure 115 Most popular streets mentioned as unsuitable for a 20mph limit

- Shipbourne Road was the most popular street mentioned by 166 people (36%) as being unsuitable for a 20mph. Many commented it is a large road 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 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.
- 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
A227	2	0	2	6	2	7
A26	3	1	1	6	2	13
Brook Street	2	0	3	0	1	15
Hadlow Road	5	0	5	7	1	14
London Road	0	2	2	2	3	9
Quarry Hill	7	2	8	8	4	64
Ridgeway	1	1	19	25	4	16
Yardley Park	0	1	8	1	3	9
Pembury Road	13	0	8	5	1	54
Shipbourne Road	5	8	35	44	13	61

Figure 116 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.

4.6 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.

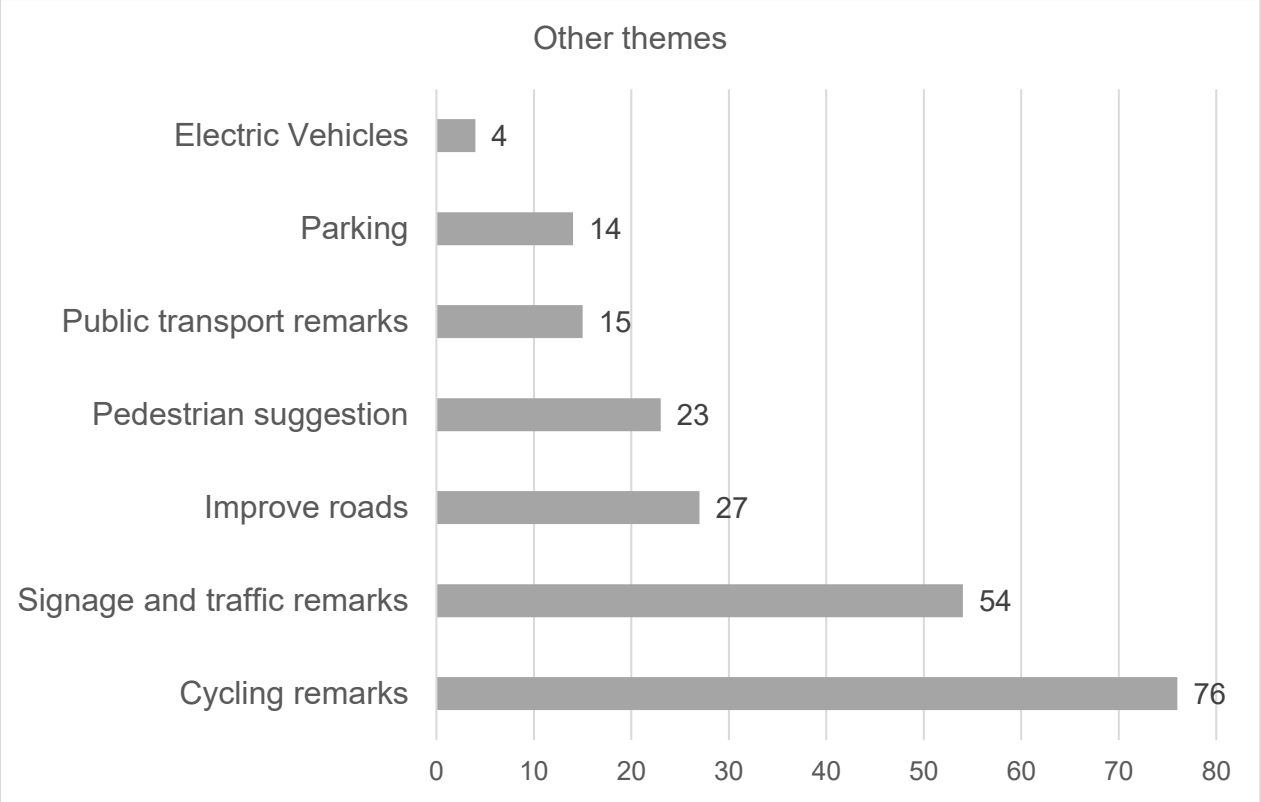


Figure 117 Other themes

- **76 people** 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 4.15).

"Will cyclists speed be targeted as well as motorists?

- **54 people** left comments about **signage and traffic**. The comments about signage revolved around the aesthetics and costs, while comments about traffic were to do with confusion or comments on traffic-calming measures. Similar comments were made in Q7 about traffic (section 4.18) and signage (section 4.16)

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

- **27 people** 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 4.16).

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

- **23 people** 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 4,17)

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

- **15 people** 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 4.16)

"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** made remarks about parking. Comments were divisive with some suggesting they cannot find enough parking with more needing to be provided, 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 4.16).

"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** 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 4.16).

"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.

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"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.

4.7 Consultation themes

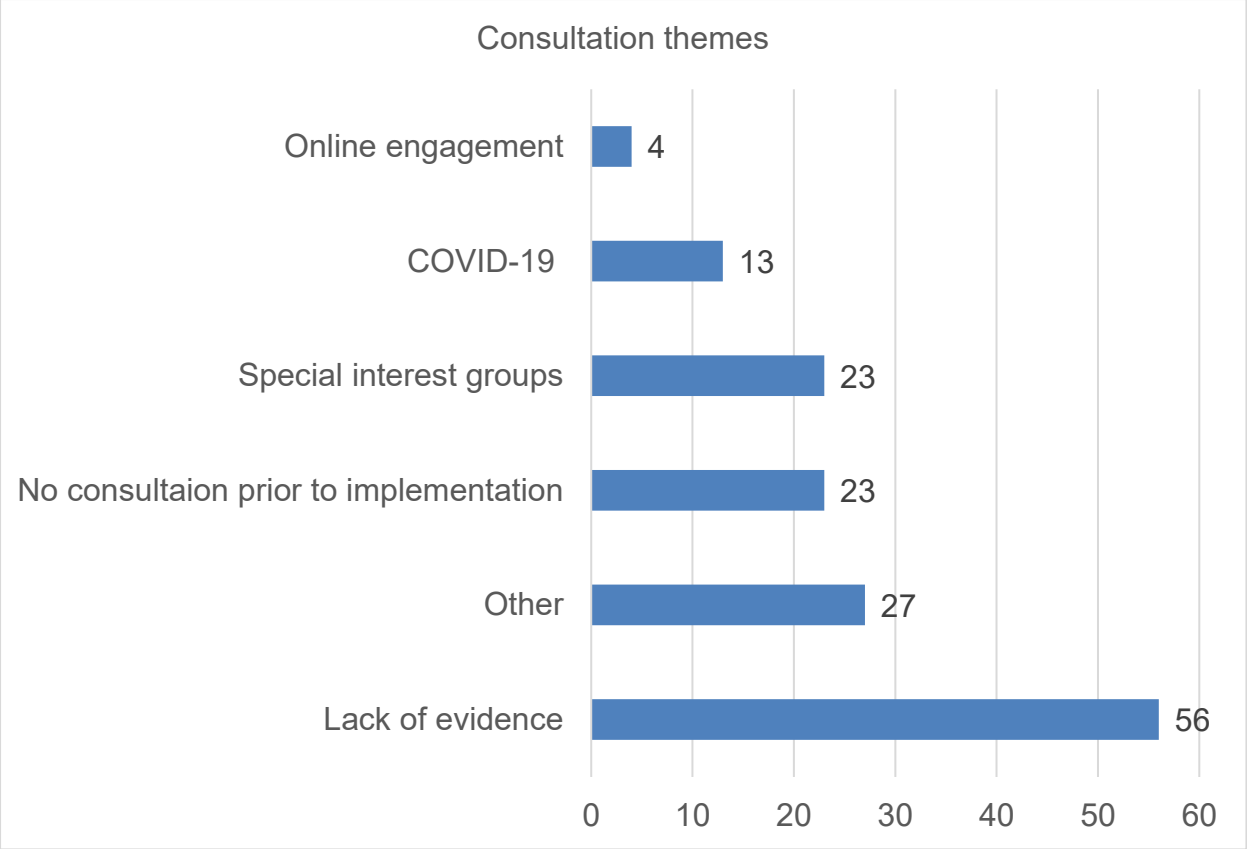


Figure 118 Consultation themes

- **56 people** said that there was a lack of evidence provided to justify the 20mph limit. On the other hand, some people said there was evidence on the contrary and accidents are too rare to justify.

"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** left other/general comments about the consultation. Below is a list of some of the comments
    - Queries about the survey 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 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** 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** 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** 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** 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.

4.8 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.

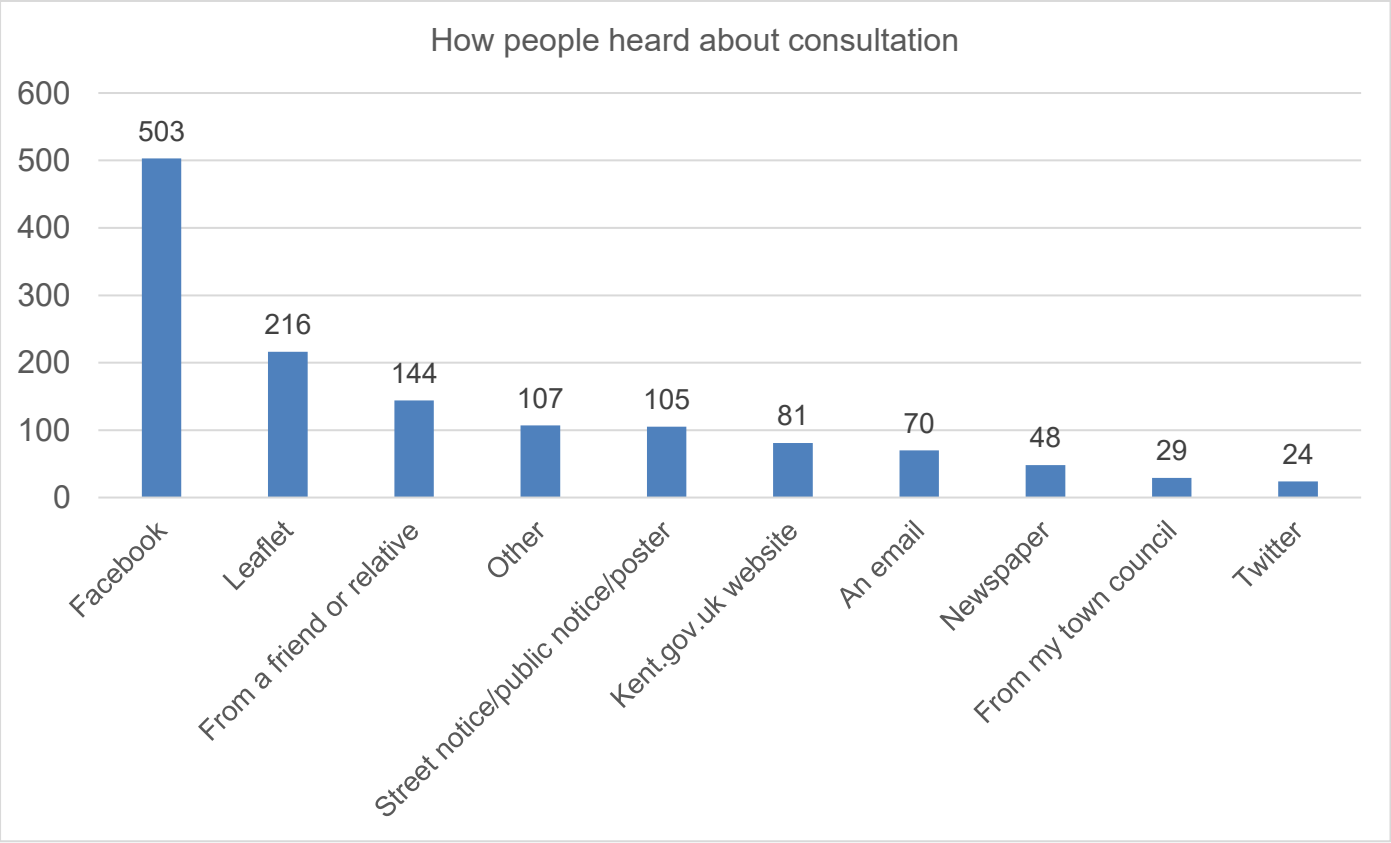


Figure 119 How people found out about the consultation

- **503 people** (45%) selected **Facebook** as was the most 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 Tugenhadt, 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**.
- **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.

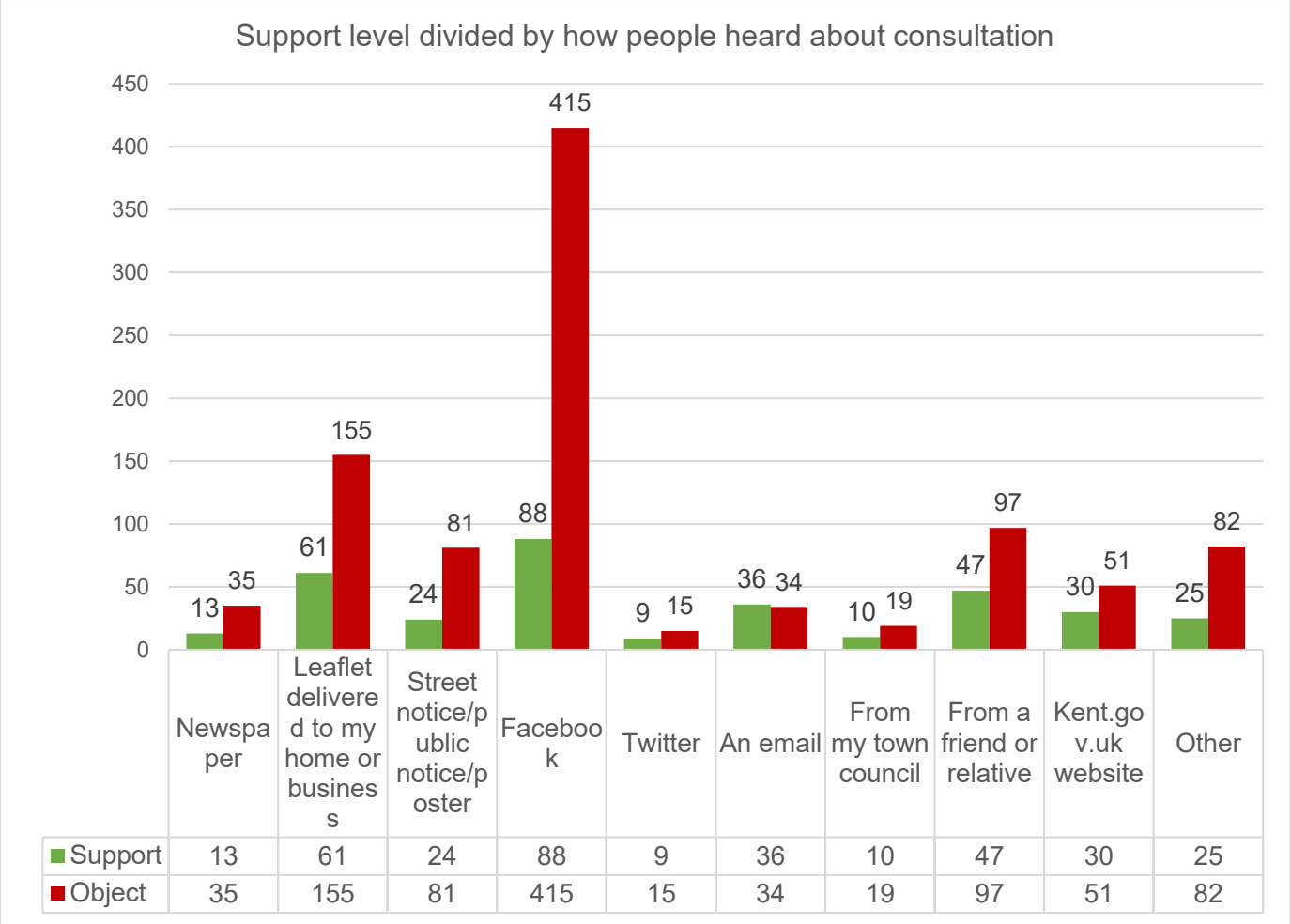


Figure 120 Support levels divided by communication channel

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

4.9 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.

4.10 Q3. Are you responding as…?

- This question asked people to select their relationship with the Tonbridge area, namely if they were a resident in or outside of Tonbridge, or a specific type of stakeholder.

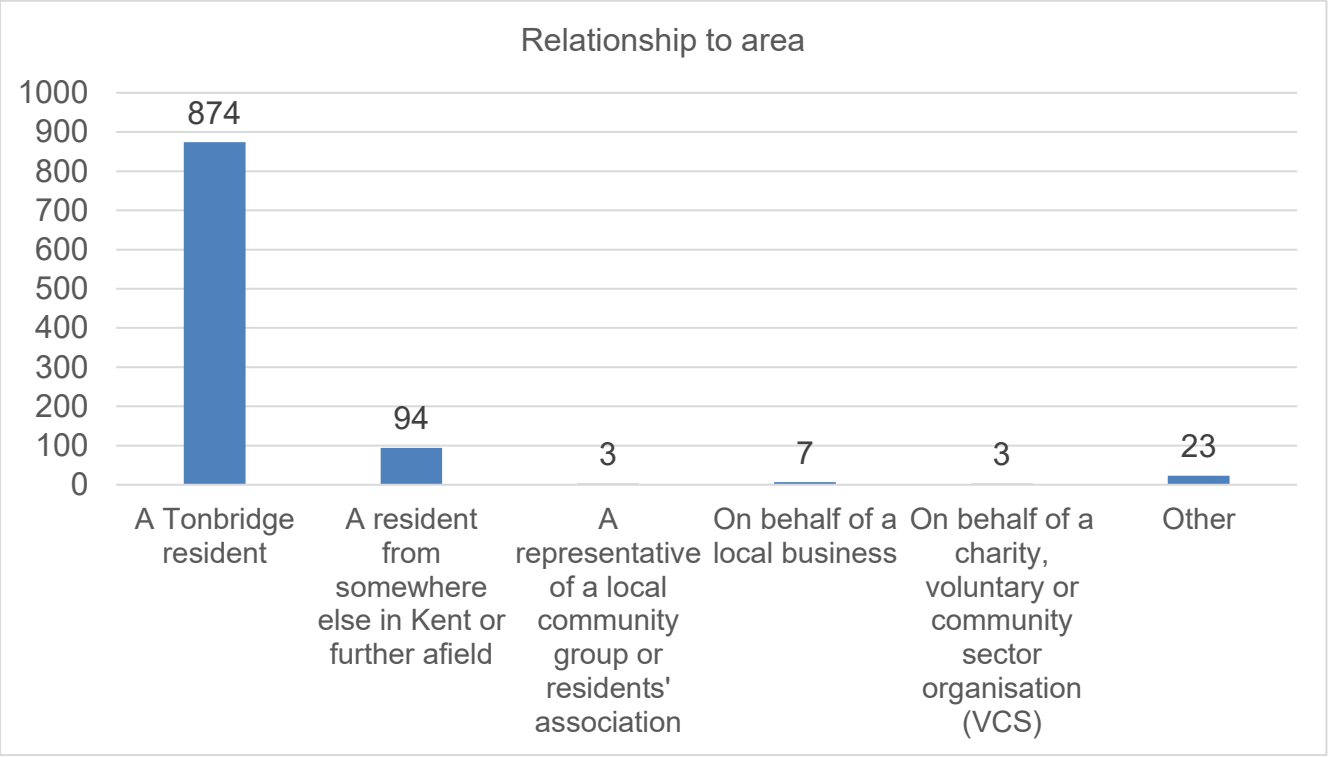


Figure 121 Relationship with area

- **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:

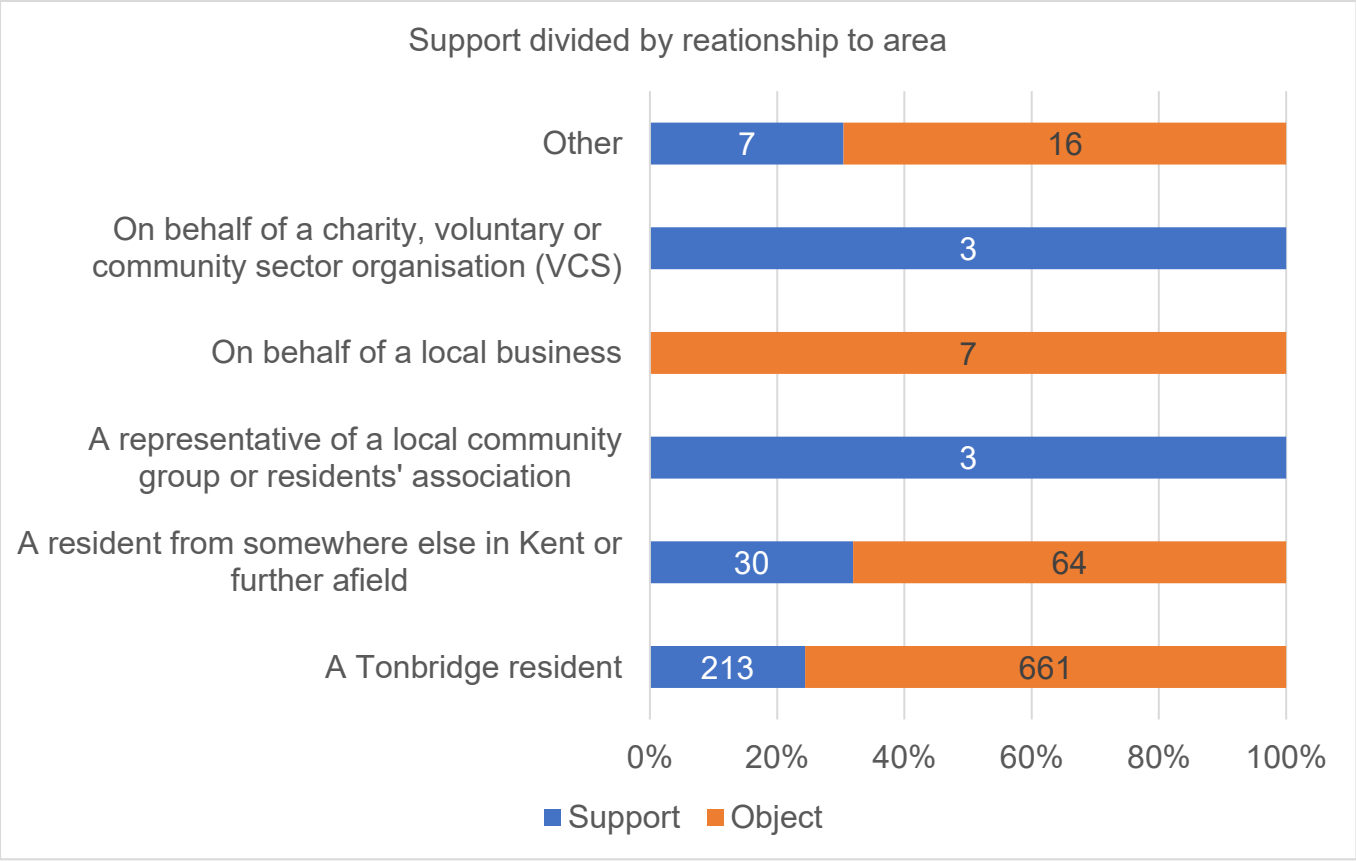


Figure 122 Support and objection by respondent type

- **76%** of Tonbridge residents object to the scheme

- **68%** of residents from elsewhere in Kent or further afield object to the scheme.

- **100%** of those who responded as a representative a local community or resident association support the scheme.

- **100%** of those who identified as a local business objected to the scheme.

- **100%** of those who responded on behalf of a VCS supported the schemes.

- **70%** of those who selected 'other' support the scheme.

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

- Due to typos and misunderstandings of the question, 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 an 'other' category.

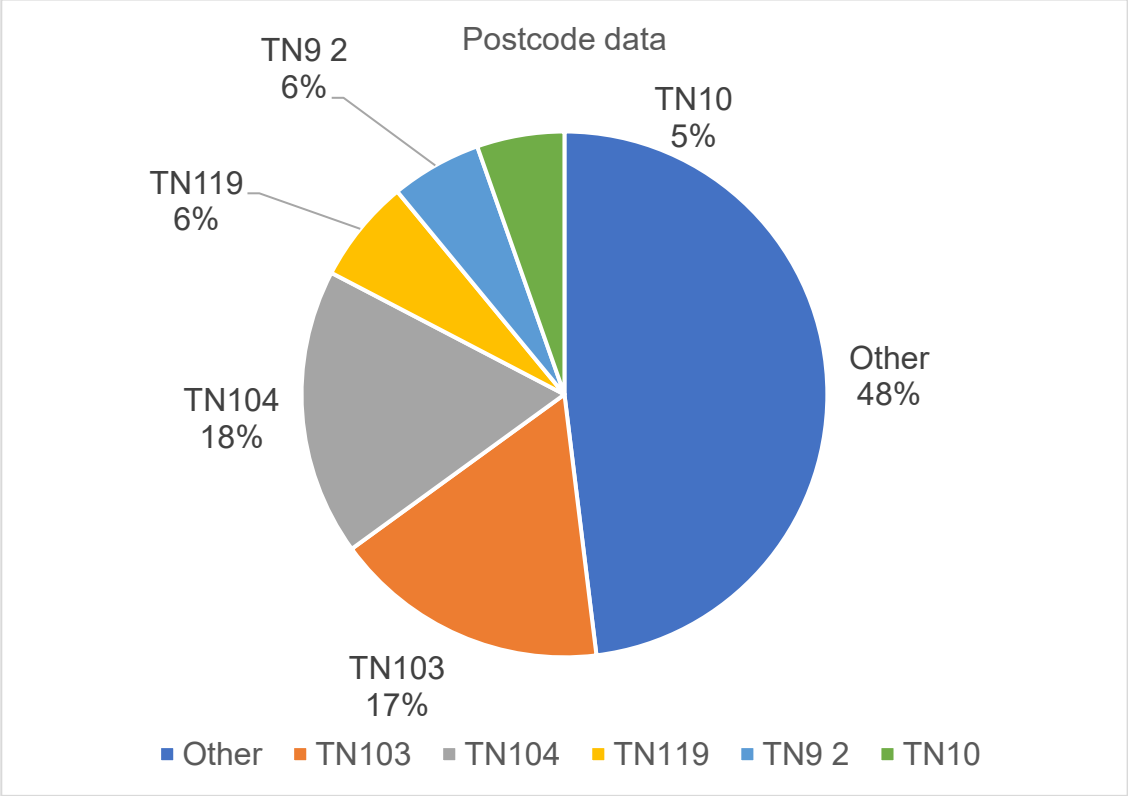


Figure 123 Postcodes of all respondents

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

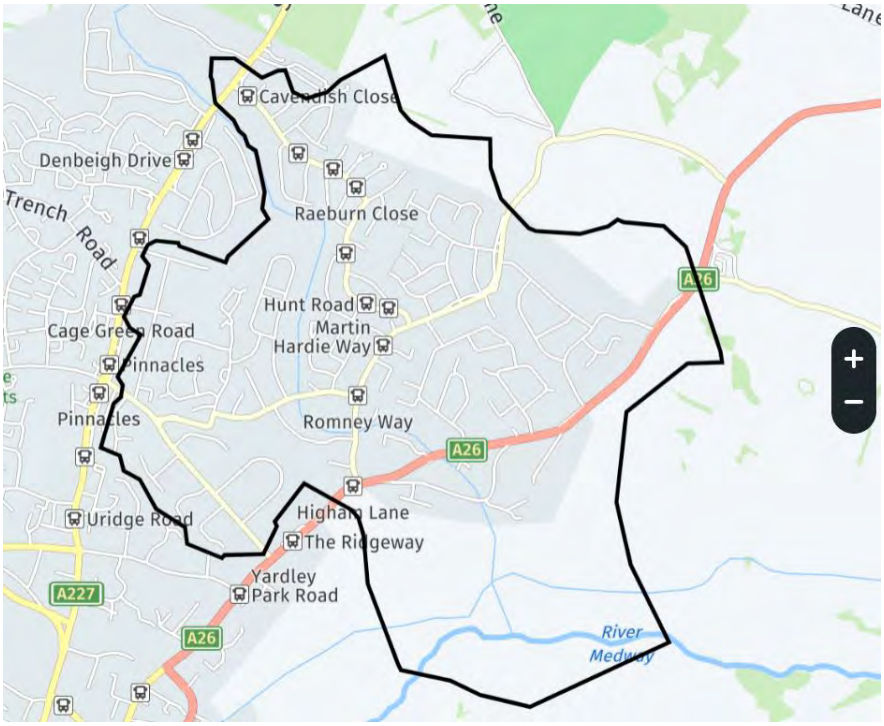
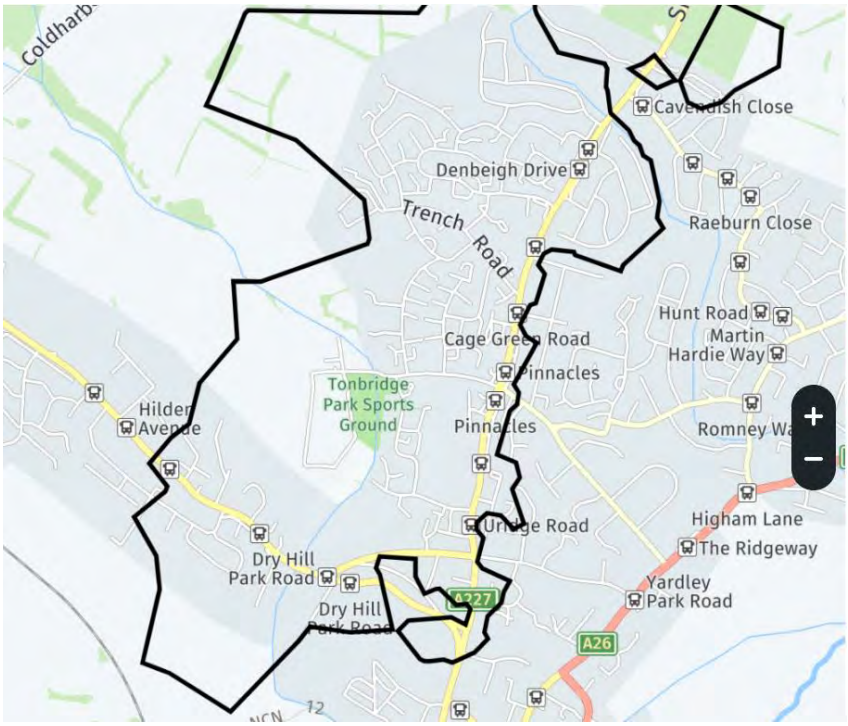


Figure 124 TN103 postcode area

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



- **64** people (6%) mentioned TN119 as their postcode area.
- **56** people (6%) mentioned TN92.
- **54** people (5%) mentioned TN10.
- **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 cross-analysed each postcode area by the level of support respondents of each postcode had for the scheme.

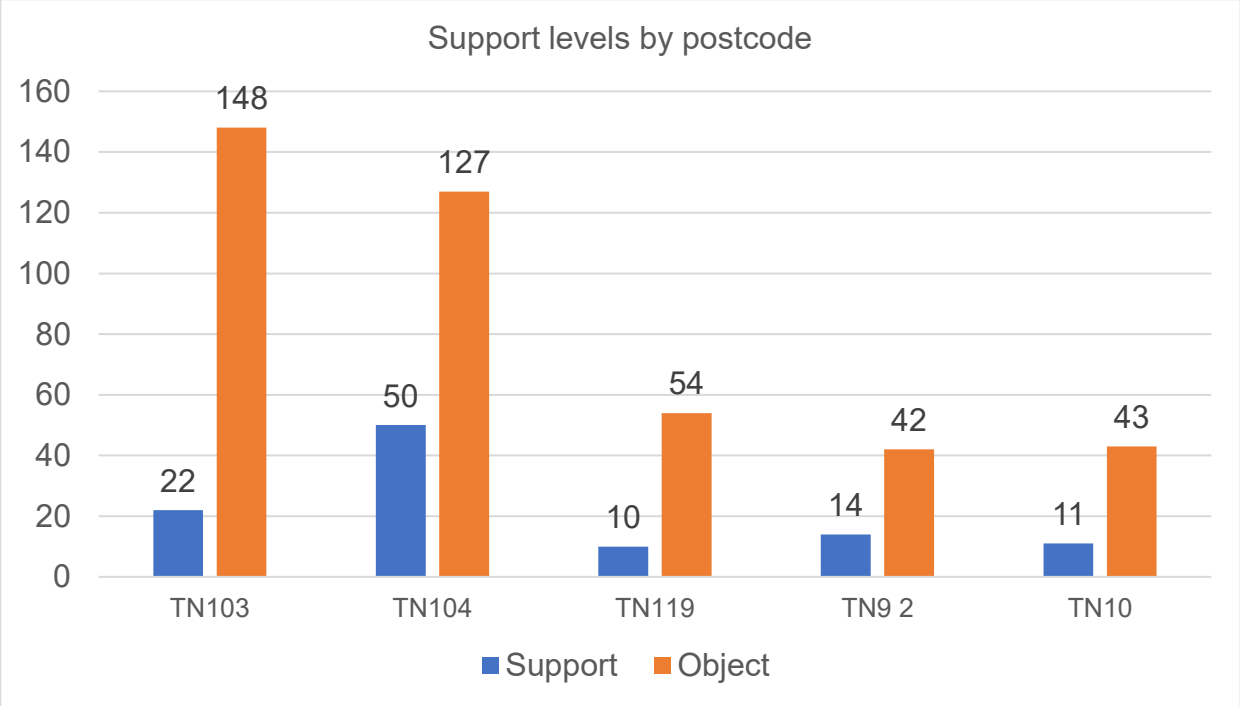


Figure 125 postcodes divided by support levels.

- **87%** of TN103 postcodes objected to the scheme, while 13% supported the scheme.
- **72%** of TN104 postcodes objected to the scheme, while 28% supported the scheme.

4.12 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.

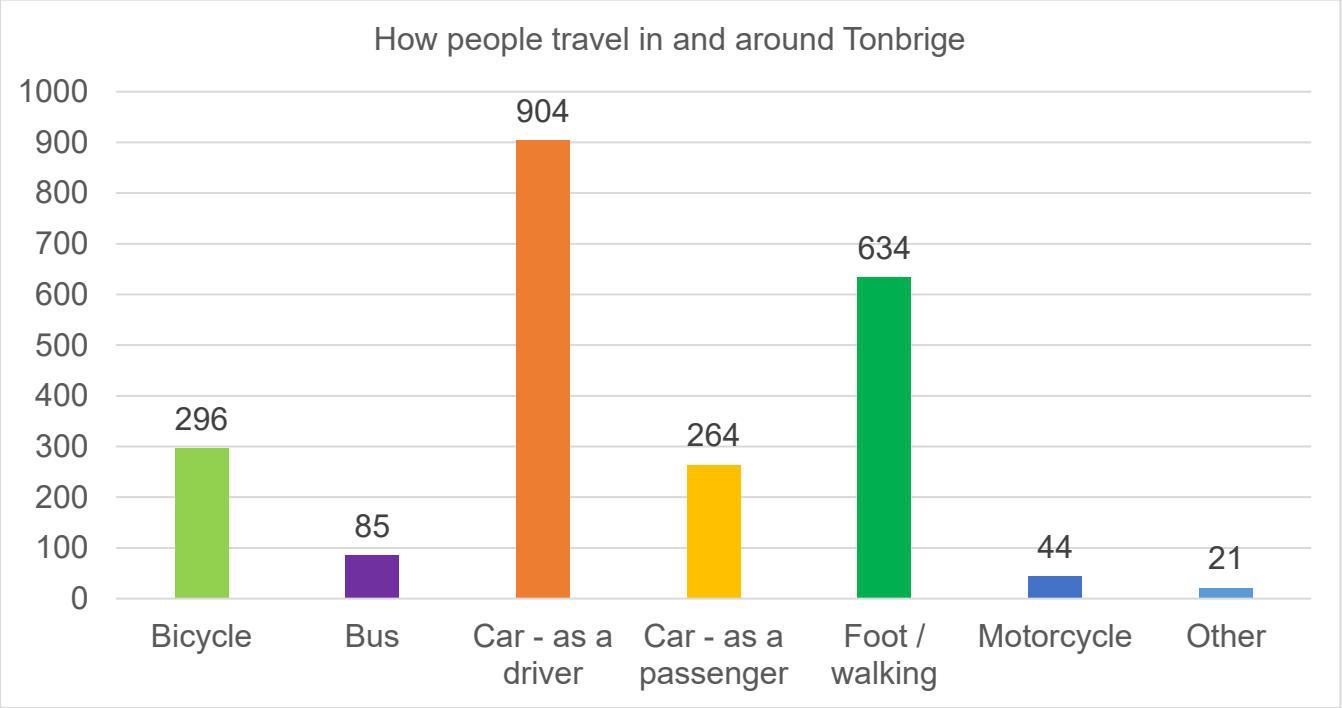


Figure 126 How people travel in and around Tonbridge

- **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.

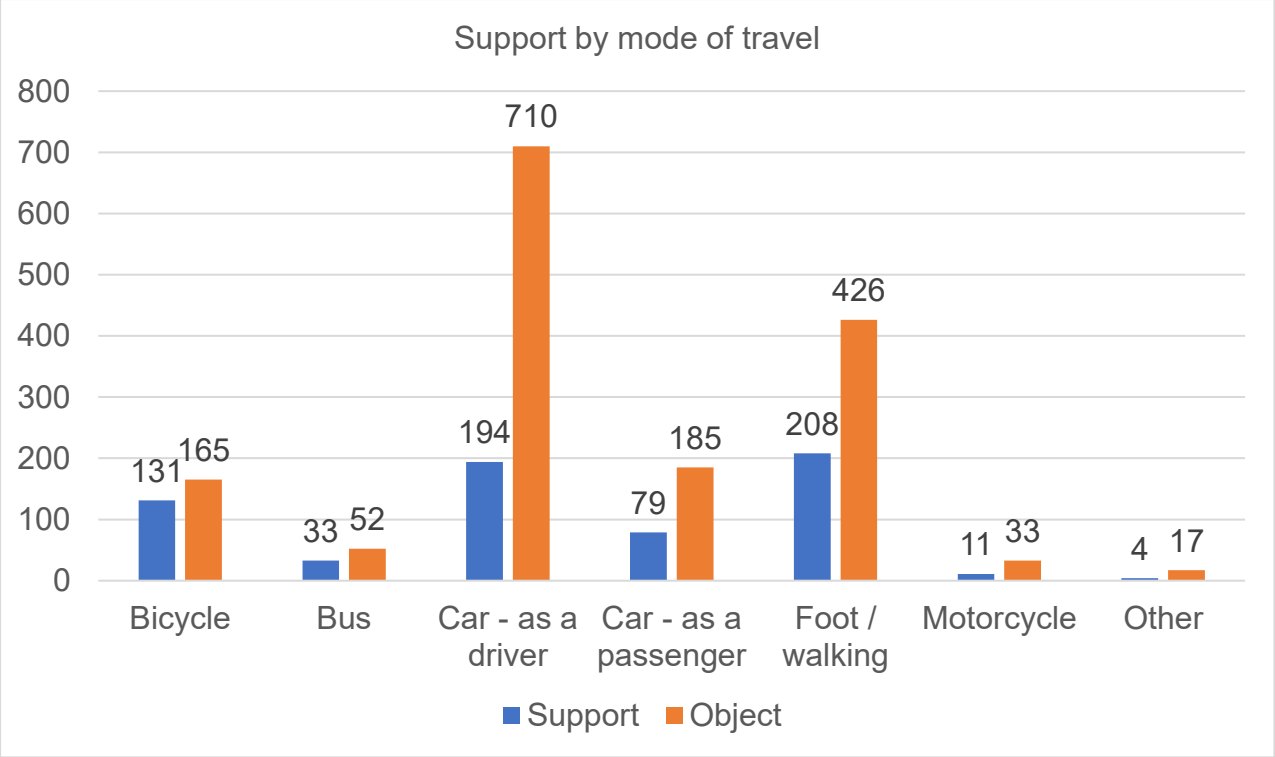


Figure 127 Level of support across modes of transport

- **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	Motor cycle
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 128 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.

Negative themes	Bicycle	Bus	Car driver	Car passenger	Foot / walking	Motor cycle
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 129 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.
- **Traffic flow and congestion** was the second most important 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 most important negative theme was the **support of a specific 20mph zone** in the high street, surrounding roads near schools or housing estates only.

4.13 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.

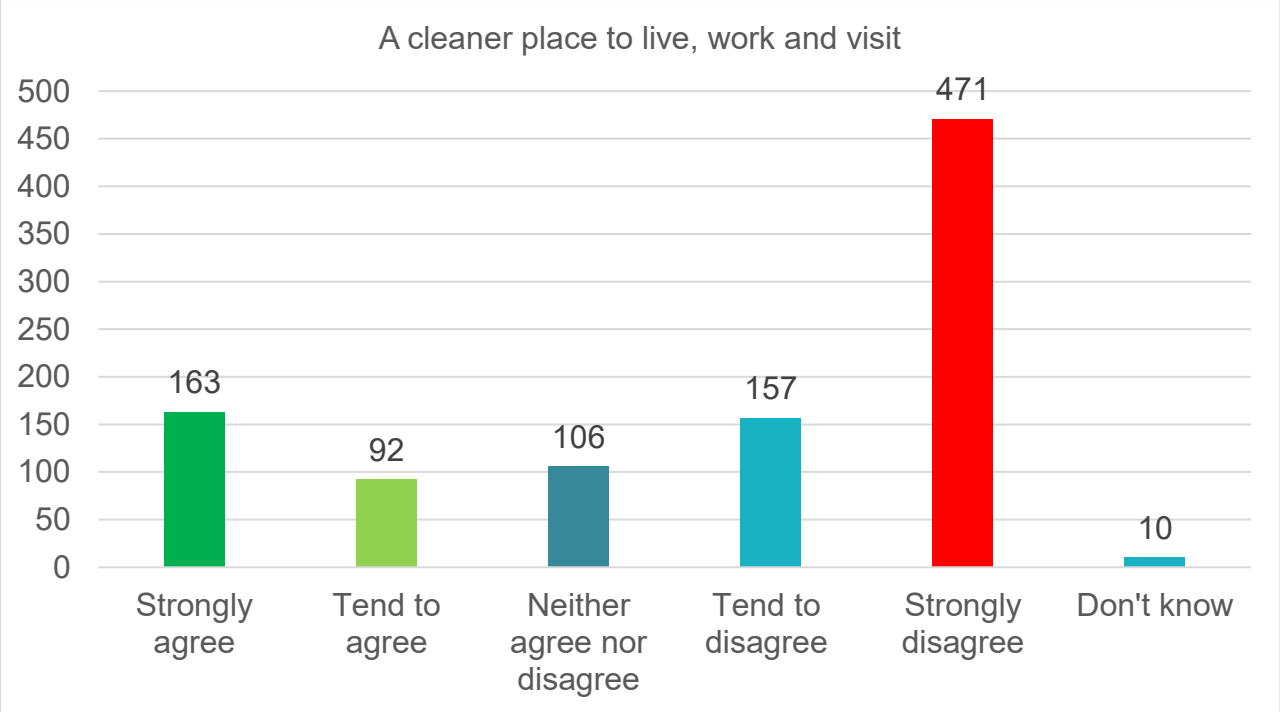


Figure 130 A cleaner place to live, work and visit

- **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.

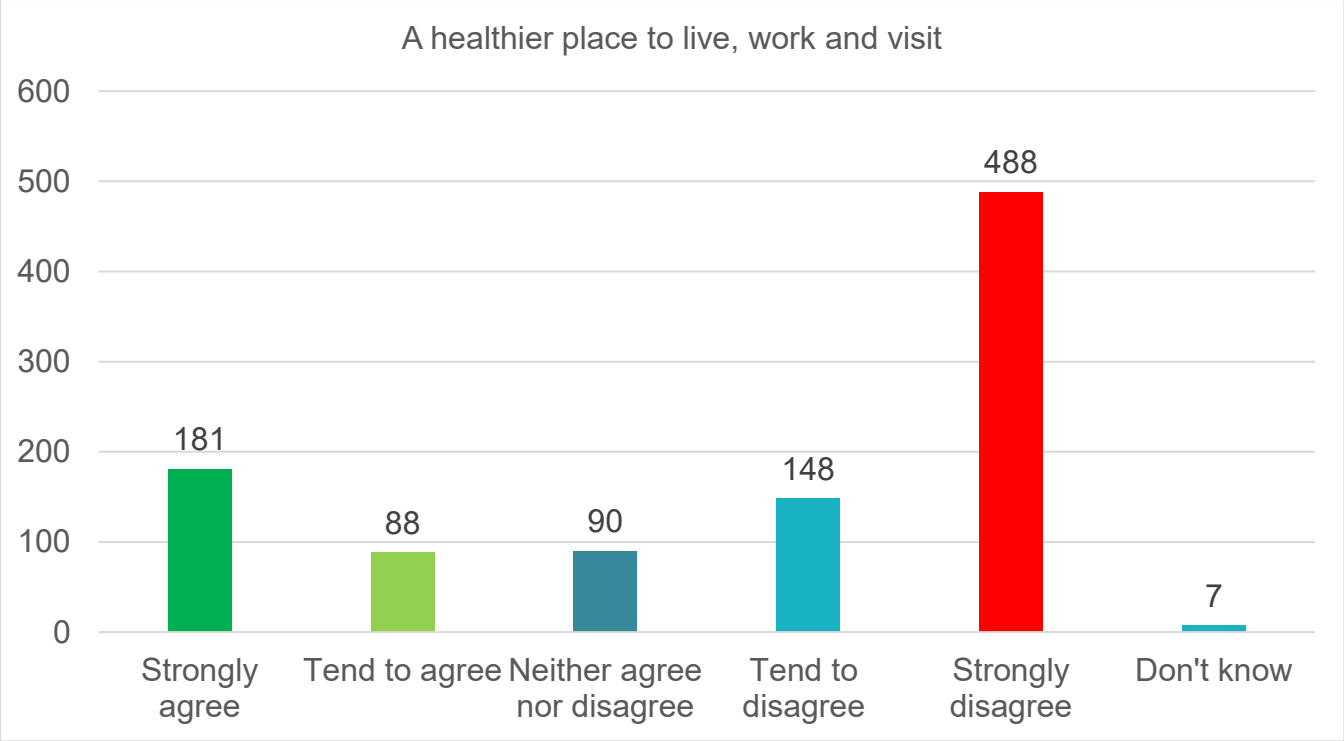


Figure 131 A healthier place to live, work and visit

- **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.

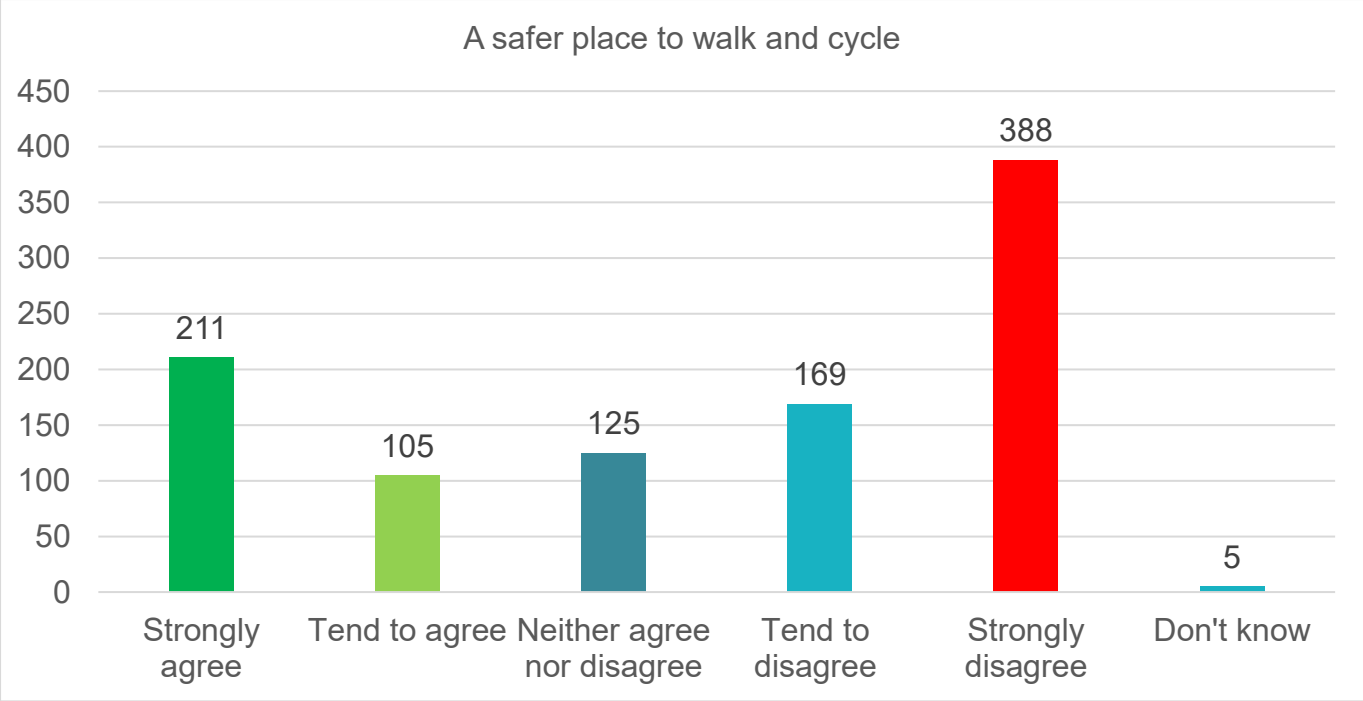


Figure 132 A safer place to live, work and visit

- **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.

4.14 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 issues and spanning several themes.

- Approximately, **46,000 words** were analysed and coded for this question.
- Out of the **1,004** people who took in part two of the survey, **776** left a comment while **228** people left the question blank. The number of times a person raised a comment is therefore considered 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:

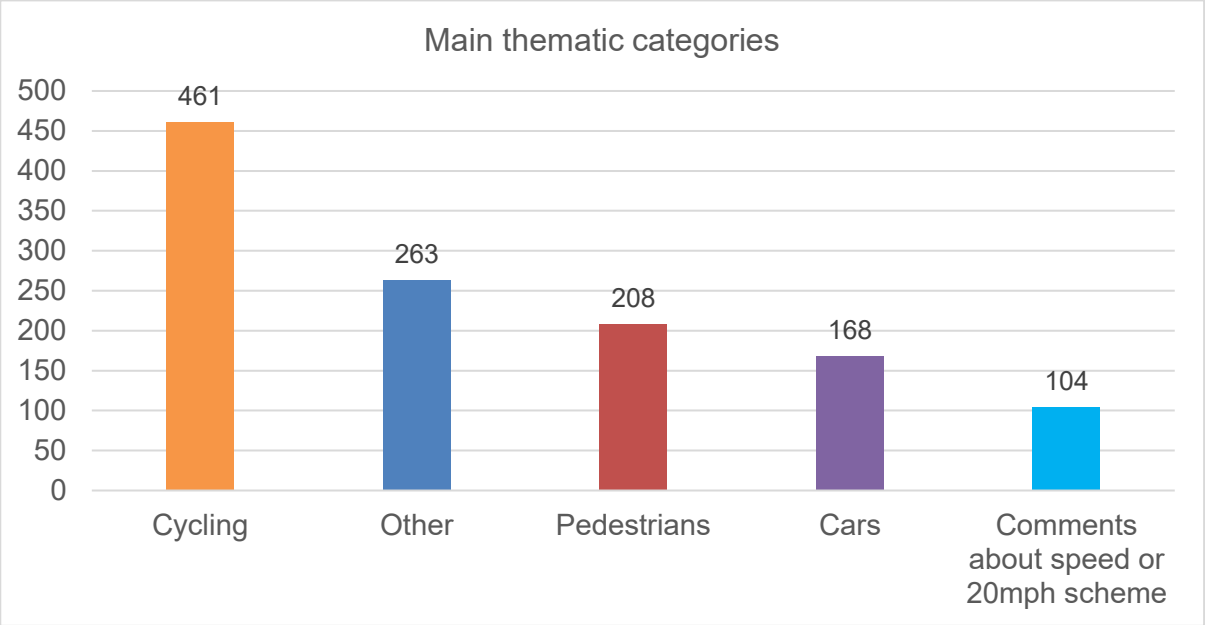


Figure 133 Main thematic categories

4.15 Cycling themes

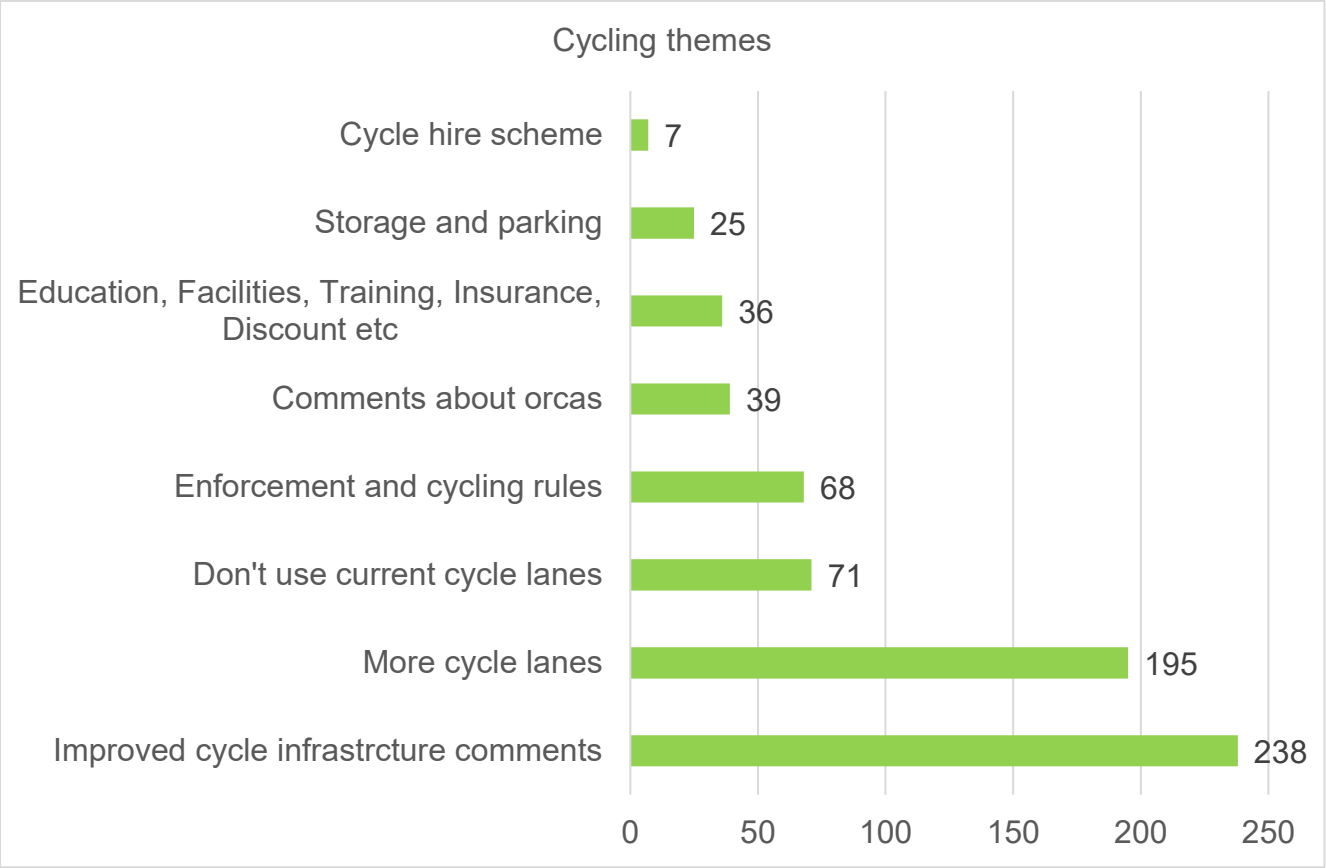


Figure 134 Cycling themes

- **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 needs 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.

"Build cycle lanes."

- **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)."

4.16 Other themes

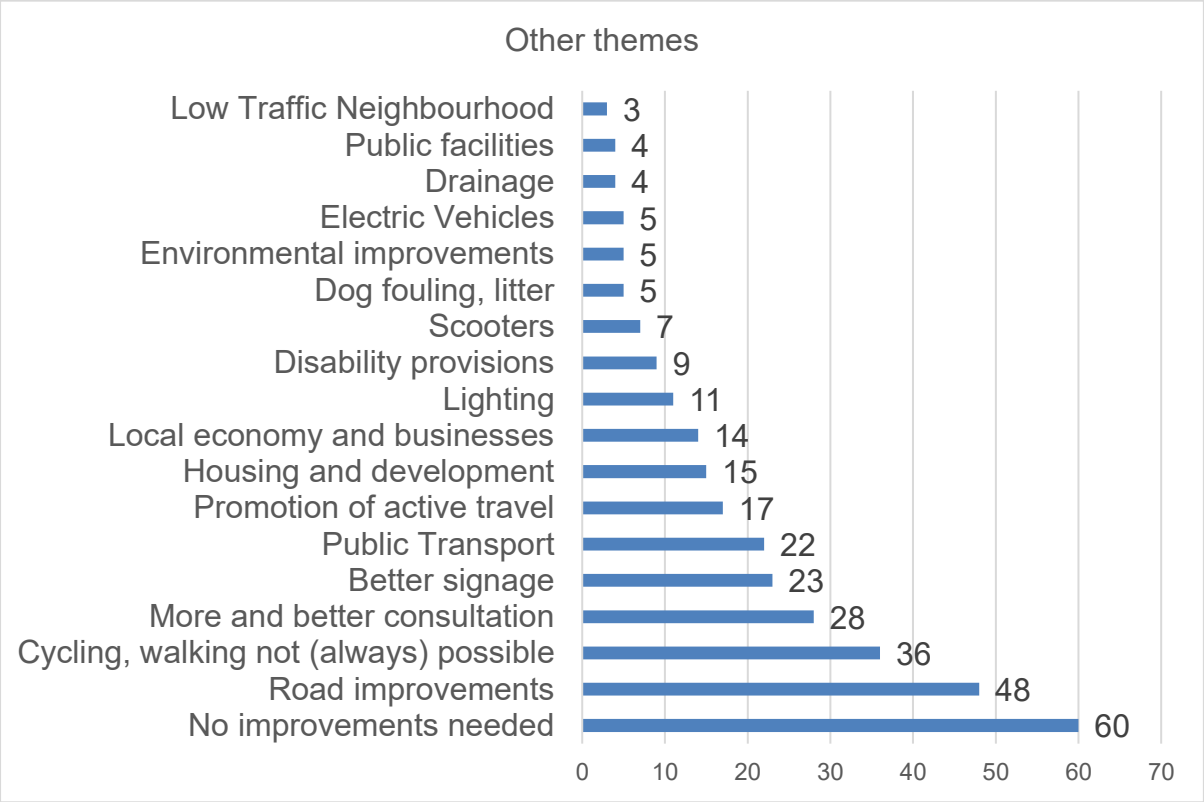


Figure 135 Other themes

- **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.

"Fill in the potholes both on the roads and pavements"

- **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 **better and more signage**, while most were to do with traffic and safety measures, some suggestions included wayfinding points 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.

"Schools with walk/cycle to work schemes."

- **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 at the expense of those who walk throughout Tonbridge.

"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.

"Clean the drains"

- **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"

4.17 Pedestrian themes

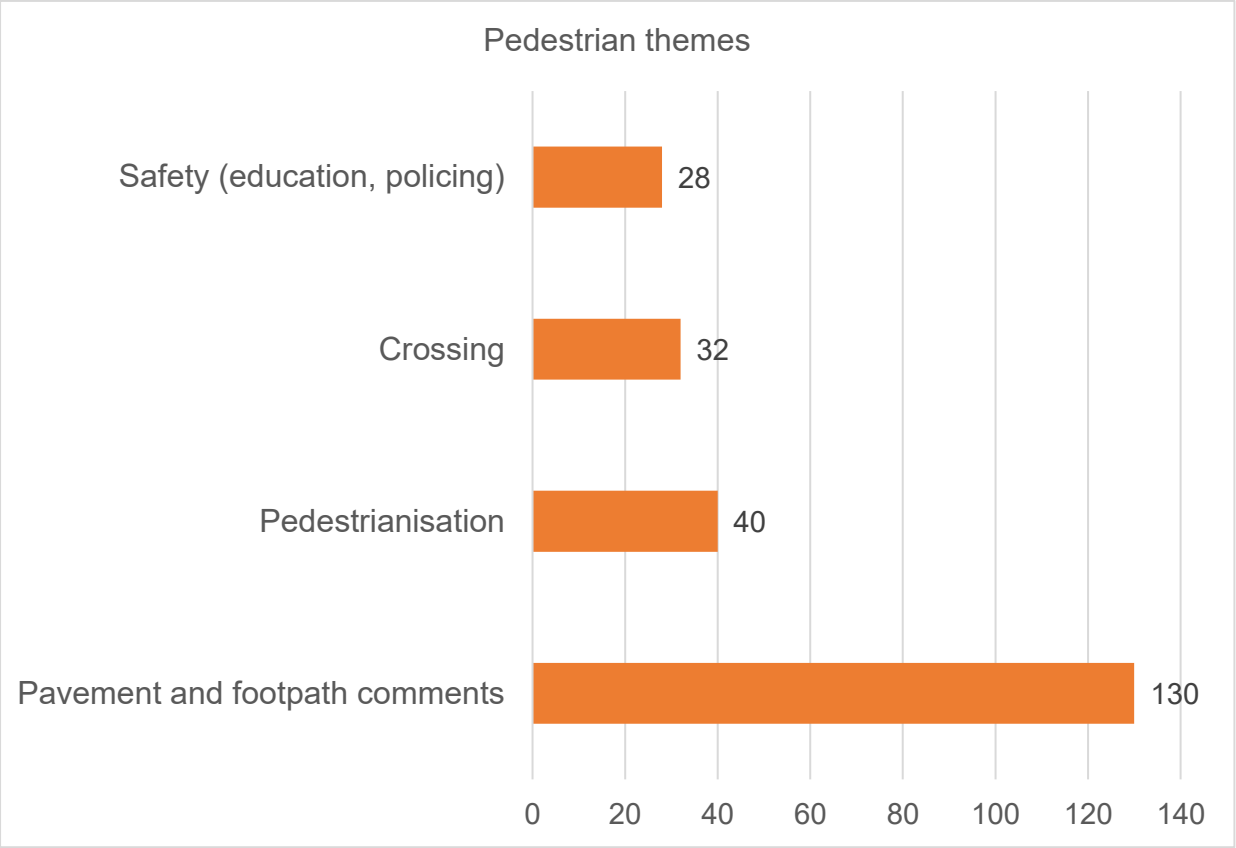


Figure 136 Pedestrian themes

- **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.

"Potentially fully pedestrianise the High Street"

- **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."

- **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."

4.18 Car themes

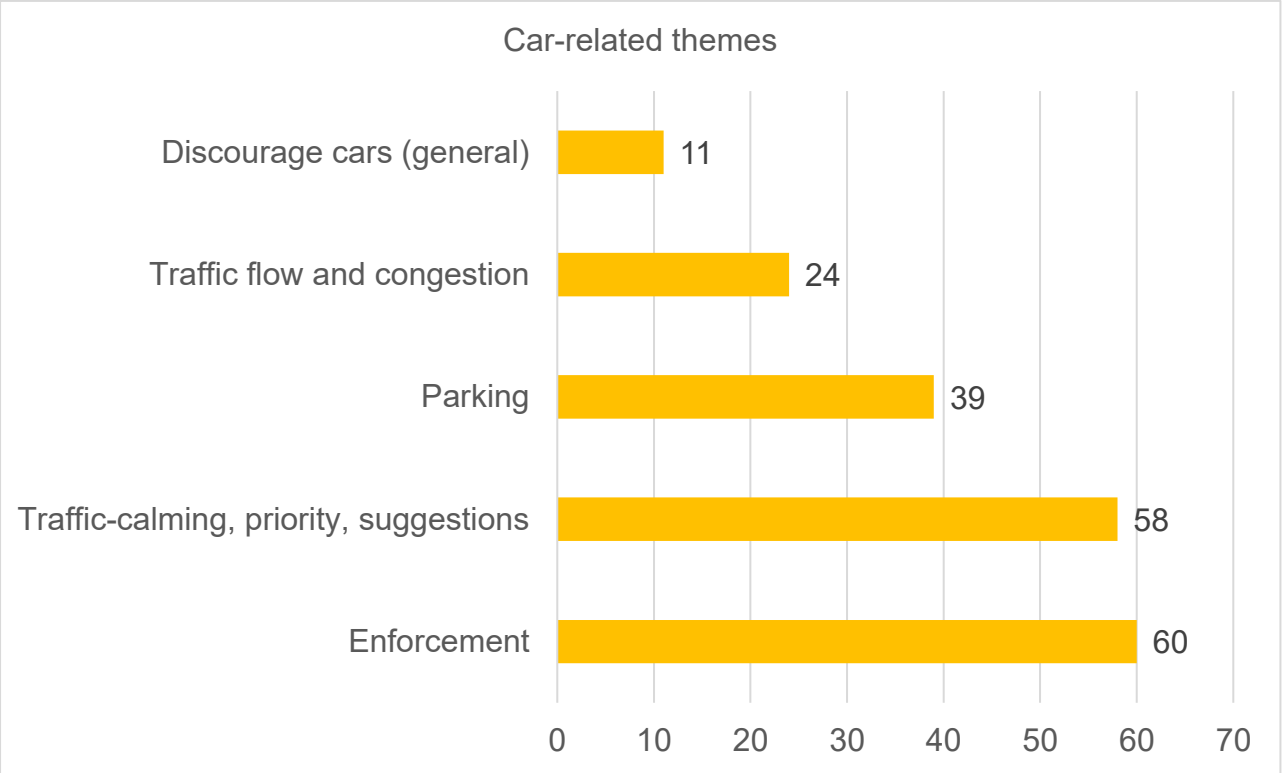


Figure 137 Car themes

- **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 speed bumps throughout Tonbridge, while comments about priority given 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."

- **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 countered 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."

4.19 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.

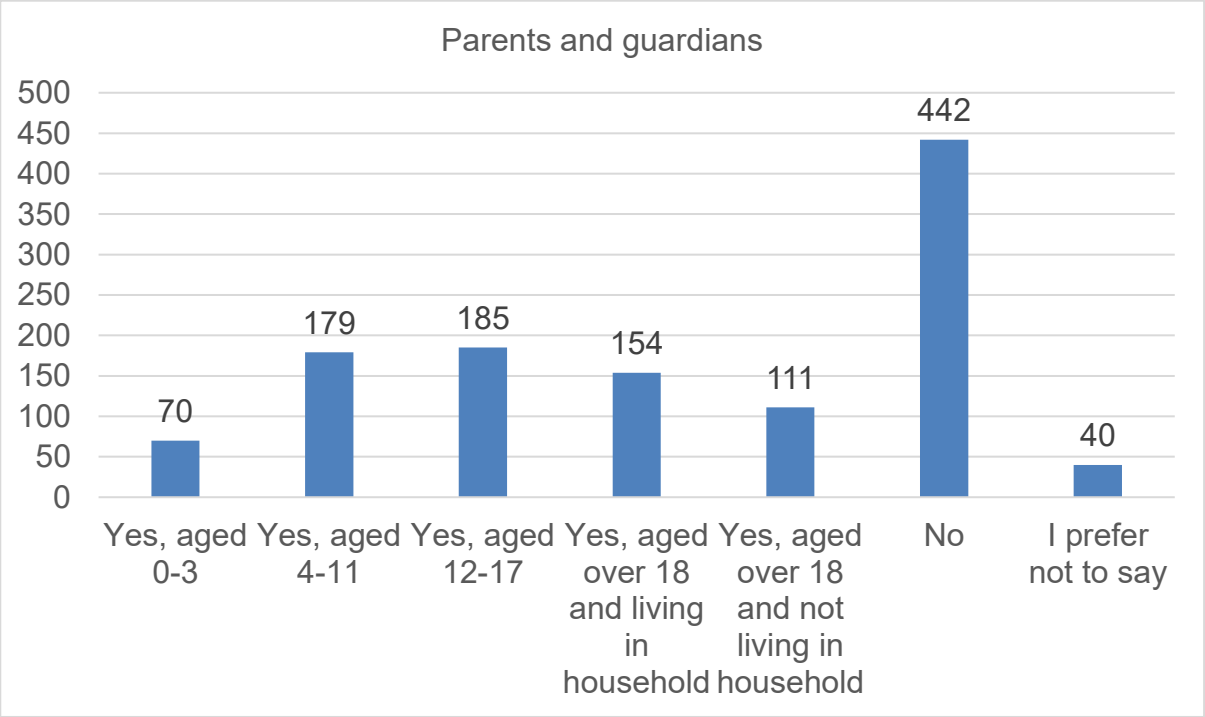


Figure 138 Parents and guardians

- **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.
- This was followed categories aged 4-11 (26%), over 18 and living in the household (23%), over 18 and not living in household (16%) and aged 0-3 (10%).
- The following chart has divided each category by the level of support they have for the scheme.

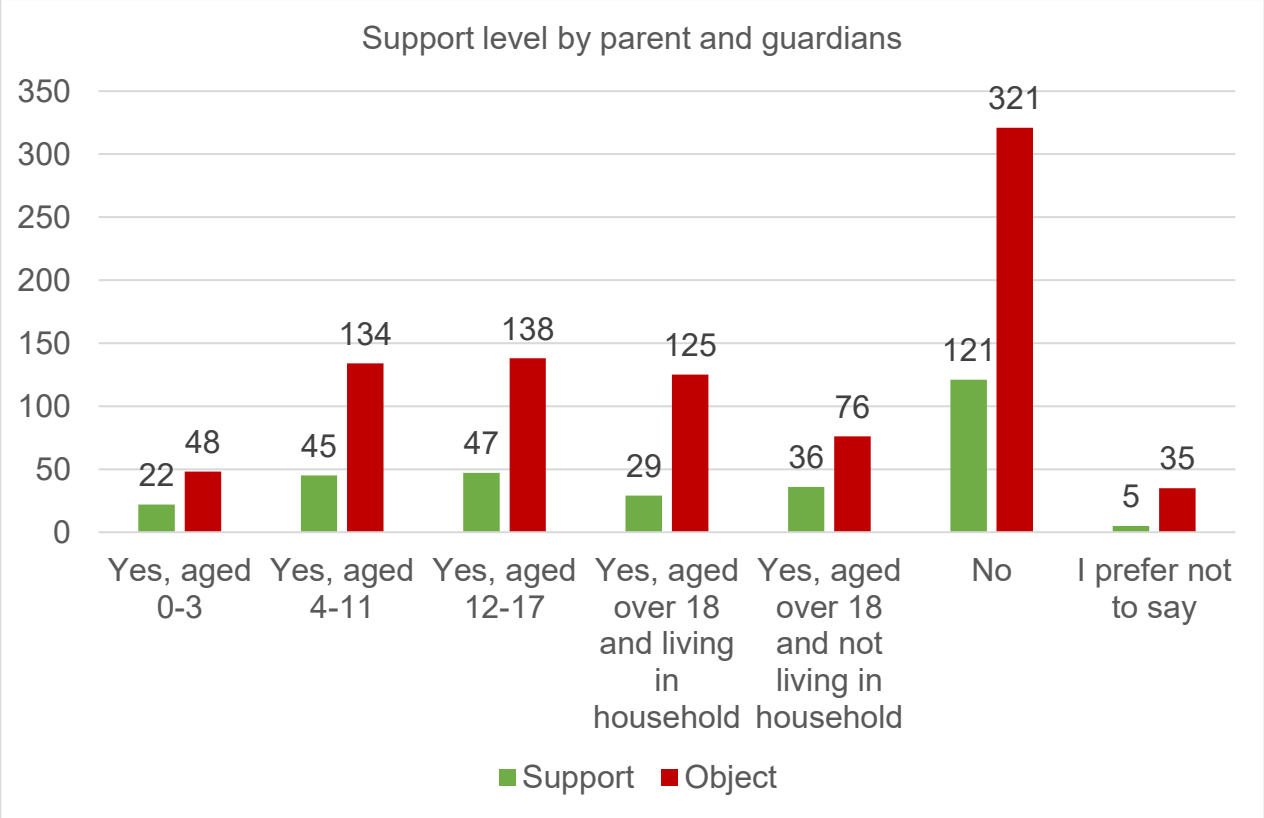


Figure 139 Parent and guardians by level of support

- 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 least 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.

4.20 Q9. Do you work or study in Tonbridge?

- The following information below tallies each response and divides them by level of support respondents of each option had for the 20mph scheme.

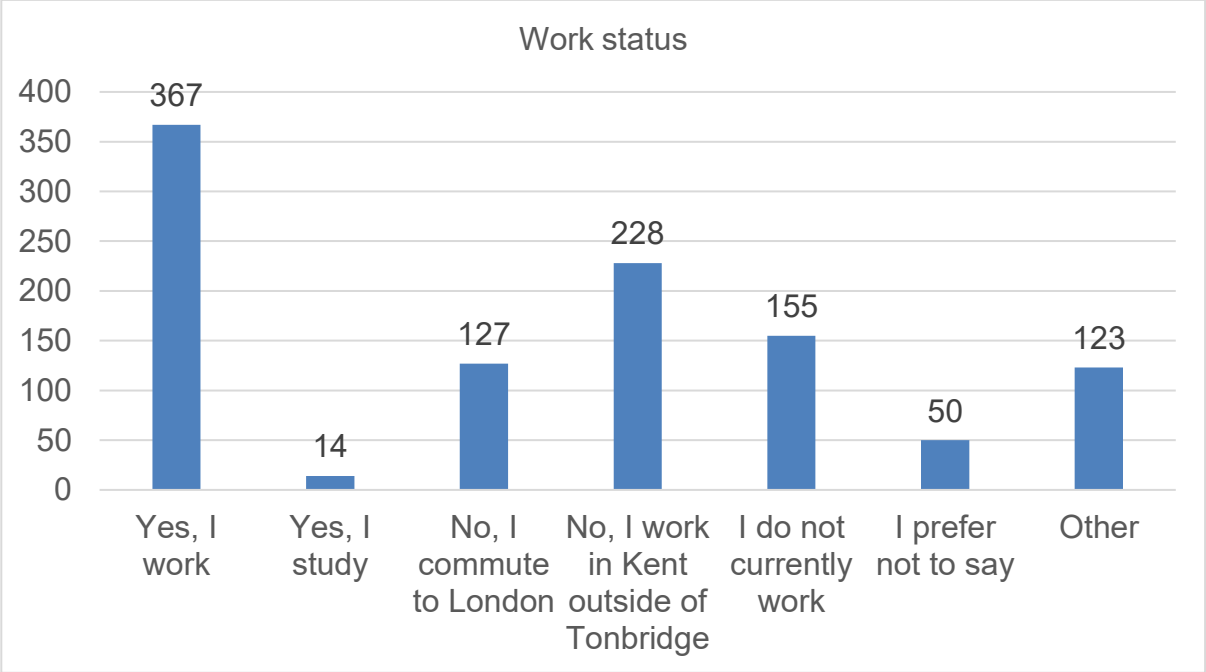


Figure 140 Work status

- **367** people work in Tonbridge.
- **228** people work in Kent outside of Tonbridge.
- **155** people said they currently do not work.
- **127** people said they commute to London.
- **50** people said they prefer not to say.
- **14** people said they study in Tonbridge.
- **123** 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 implied 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.

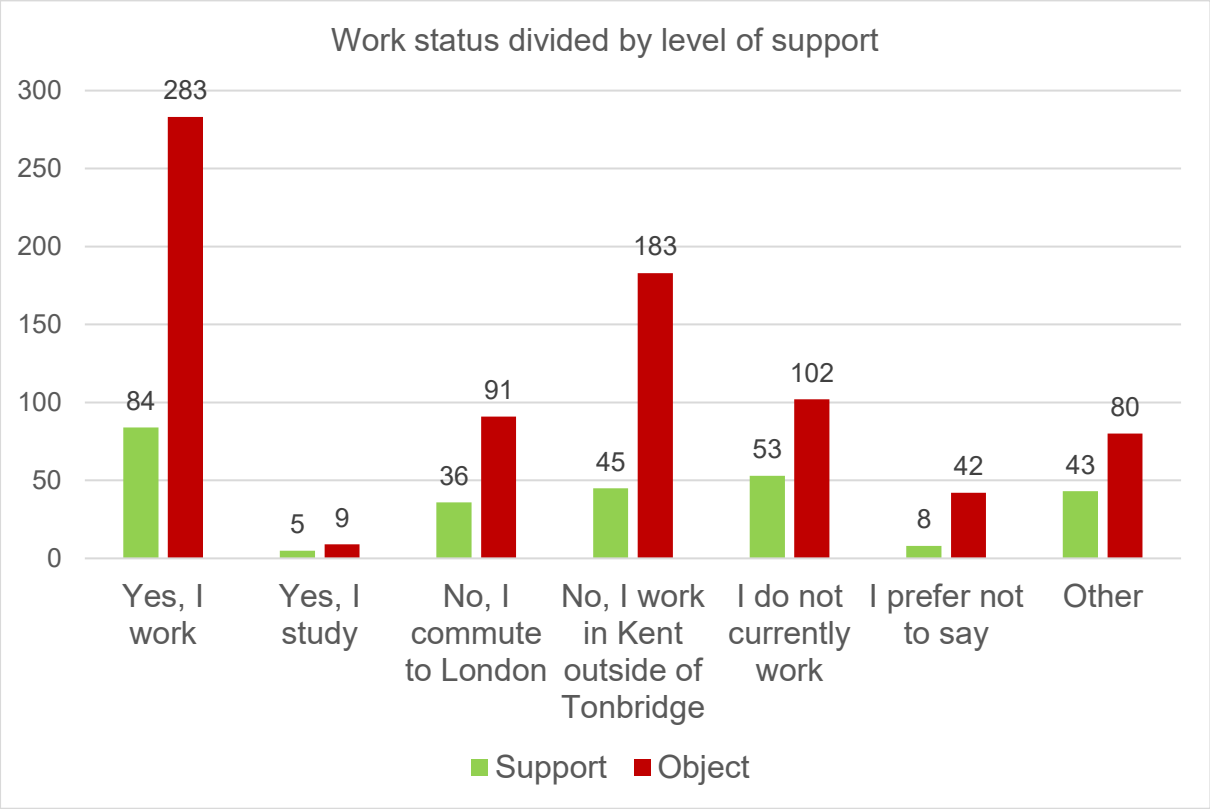


Figure 141 Work status divided by level of support

- **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.

4.21 Q10. Gender split

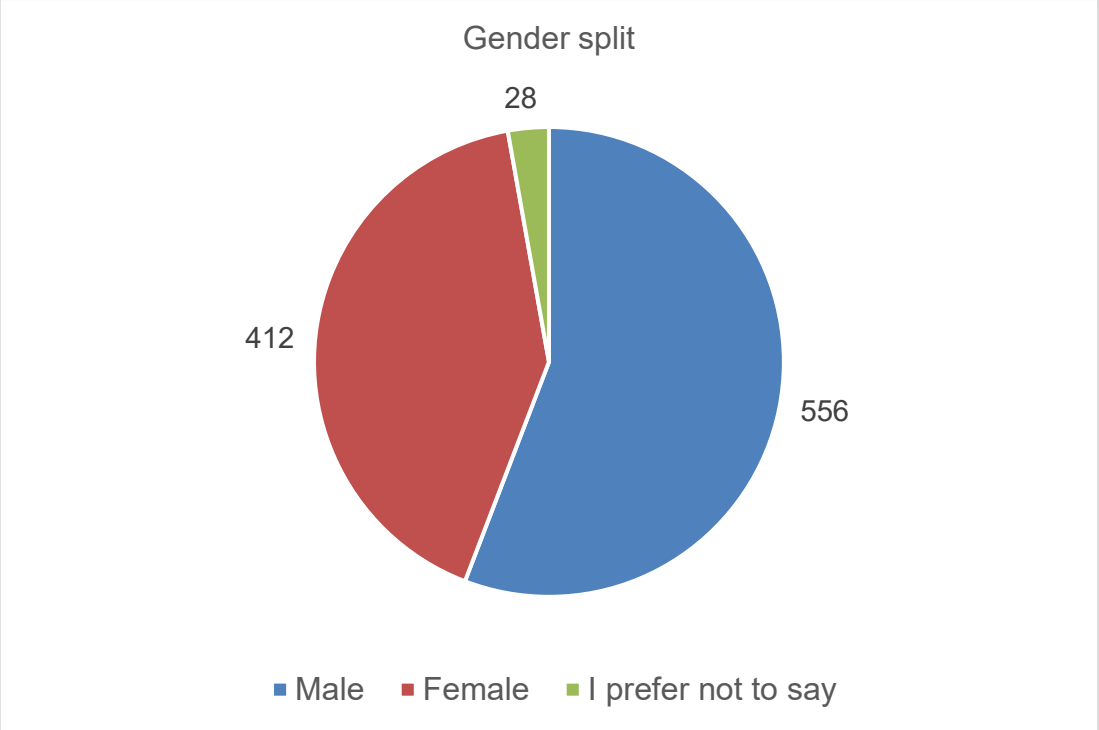


Figure 142 Gender split

- **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.

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

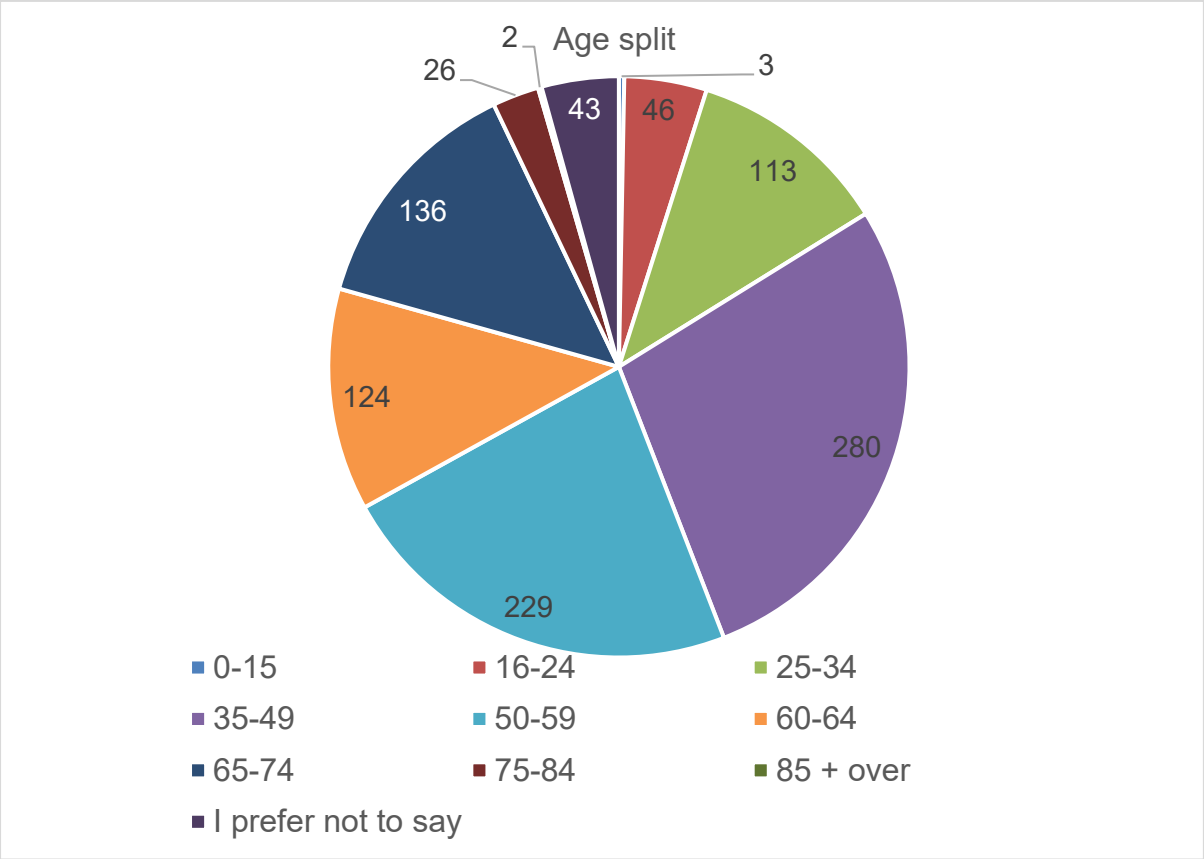


Figure 143 Age split

- **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.

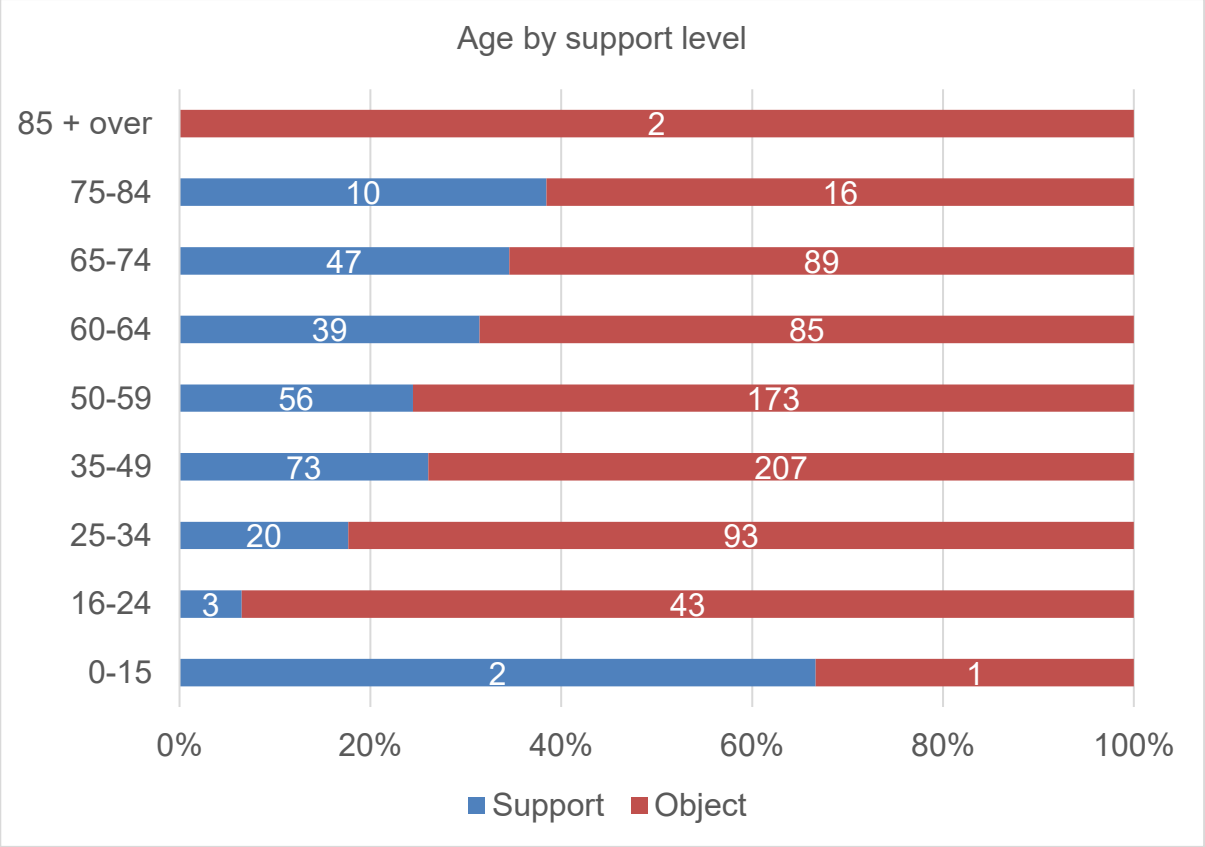


Figure 144 Support or object by age group

- 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 lowest majority objection (excluding the 85+ category) came from 75–84-year-olds with 62% of those objecting.

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 surveys - carried out face-to-face with a representative sample before and towards the end of the trial.
- Average speed surveys.
- 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 (JTB) for a recommendation to KCC's Cabinet Member for Highways and Transport. The JTB report 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 Quality Management System.

Award Winning

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Accreditations

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APPENDIX E – FAVERSHAM COMMONPLACE CONSULTATION

Faversham 20mph scheme: Feedback from Commonplace Engagement

Introduction

The Faversham 20mph scheme originated from a community group coming together in 2015, following two deaths on zebra crossings and a hit-and-run involving a school child.

Based on the feedback from public community events, the group asked members of the public to identify places where they felt unsafe by marking them on a map of Faversham – what became known as the 'red-dot map'. The sense of road danger, particularly for pedestrians, cyclists and other more vulnerable road users was was not specific to particular places in Faversham but was felt throughout the town. As a result, the group decided to campaign specifically for a 20mph speed limit throughout Faversham.

The current Faversham Town Council supports 20mph as one component of a longer-term plan to enable more walking and cycling in the town and surrounding area.

Red dot map

A Healthier, cleaner, safer Faversham

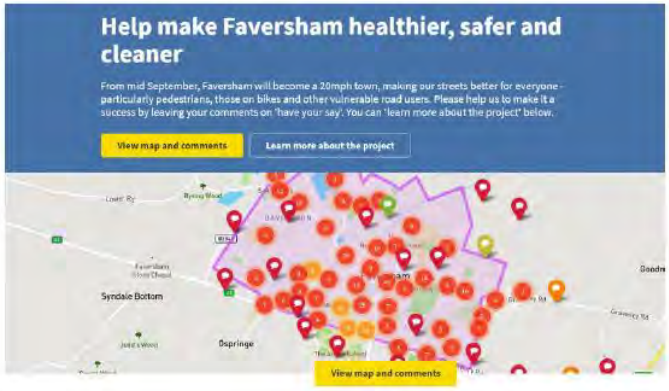
The launch of the UK Government's Emergency Active Travel Fund enabled Kent County Council to use an experimental order to introduce the town-wide scheme which Faversham Town Council had already had designed. Time limits on this funding prevented the proposed layout changes being implemented in full initially.

In parallel with KCC consulting on whether to make the scheme permanent, Faversham Town Council asked residents for changes that they would like to make Faversham streets 'healthier, safer and cleaner' – similar to the earlier 'red-dot' consultation. This report summarises those findings:

- Respondents placed pins on a map highlighting concerns: e.g. no crossing, narrow pavement.
- Suggested interventions: e.g. pedestrian crossing, widen pavements.
- Respondents were able to add free text comments.

Some of the concerns expressed were addressed during trial, such as installing more town centre cycle racks, erecting signs to discourage cycling in pedestrianised areas and moving the planters near Sainsbury's on Bysing Wood Road.

Commonplace landing page



Faversham 20mph scheme: Feedback from Commonplace Engagement

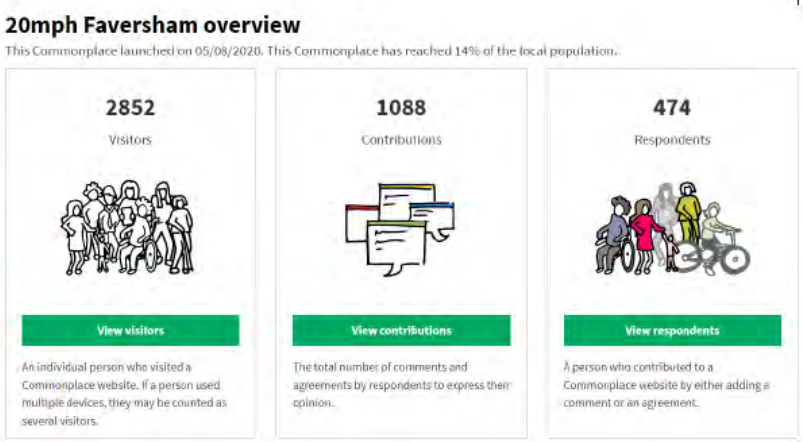
Commonplace reach

During the engagement period, nearly 3,000 people (c. 14% of the local population) visited the website, making over 1,000 contributions. Over 40% of those contributions (450) were original comments, with the rest (>600) agreeing with the comment(s).

While the objective of the engagement process was to ask for suggestions about improving the town, a minority (25%) chose to view it as a referendum on the 20mph scheme itself. We do not know how many of those pro/anti voices also responded to KCC consultation, but some (maybe many) are likely to have done so.

The results of both consultations (Commonplace and KCC) should not be seen as cumulative.

Visitor and contribution summary



Reaching Commonplace

Commonplace tracks how people reached the website, whether via social media or links from another website. About 40% of respondents typed in the URL directly, or disabled tracking. From the remaining 60%, around ¼ came from Facebook, which was used by a number of people to mount a campaign against the 20mph scheme.

Respondent origin

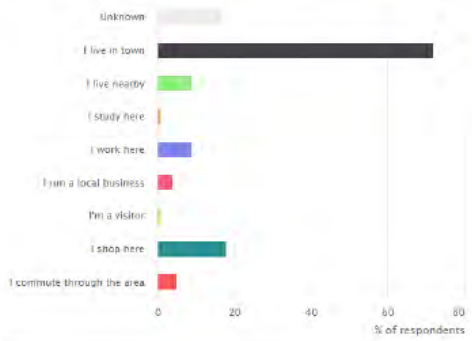
	Anti 20mph	Pro 20mph	Specific location	Total
(blank)	23	14	156	193
Facebook	24	7	75	106
20mphfaversham.commonplac	7	1	61	69
kent.gov.uk	8	5	27	40
Google	2	2	10	14
favershamtowncouncil.gov.uk		1	7	8
Twitter			7	7
20splentyfaversham.wordpress.com			3	3
com.google.android.gm			1	1
commonplace.is			1	1
Linkedin			1	1
Total	**64**	**30**	**349**	**443**
Facebook	38%	23%	21%	24%

Faversham 20mph scheme: Feedback from Commonplace Engagement

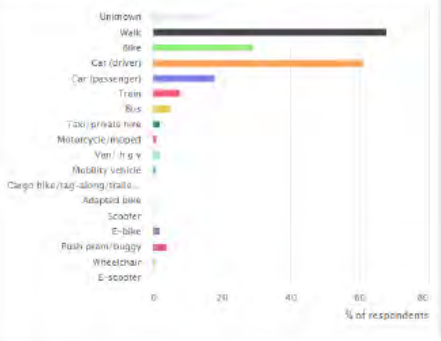
Getting to Faversham

Nearly ¾ of respondents live in Faversham, with 3 in 4 four saying that they walked or drove into the town. Nearly 1 in 3 also said that they used a bike.

What is your connection to Faversham? Choose all that apply



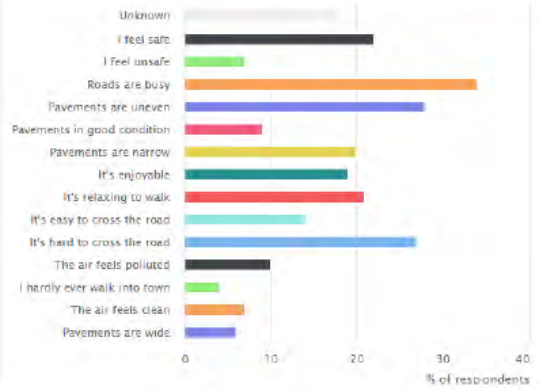
How do you usually travel in Faversham? Choose all that apply



Experience of walking and cycling in Faversham

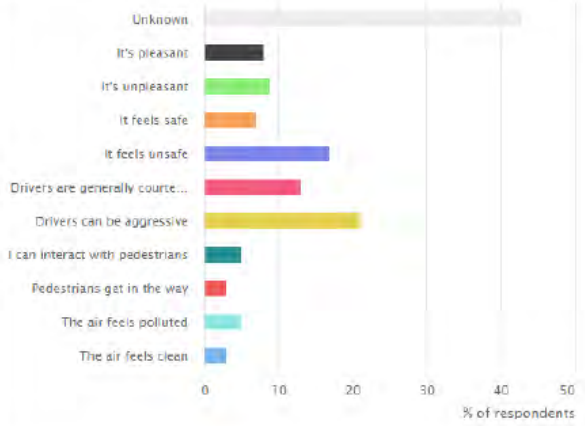
There is a mixed walking experience in Faversham. Many commented on how busy the roads are, that they are difficult to cross and that pavements are uneven. In general though, pedestrians feel safe.

What is your experience of everyday walking journeys within Faversham?



Cycling in Faversham is a less positive experience, with slightly more respondents saying that it's unsafe rather than safe and finding drivers aggressive.

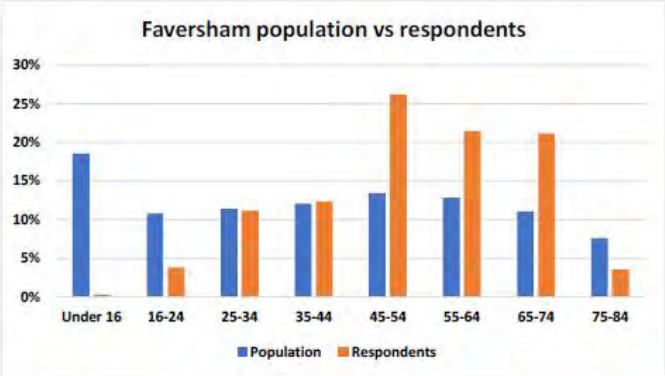
What is your experience of cycling in Faversham?

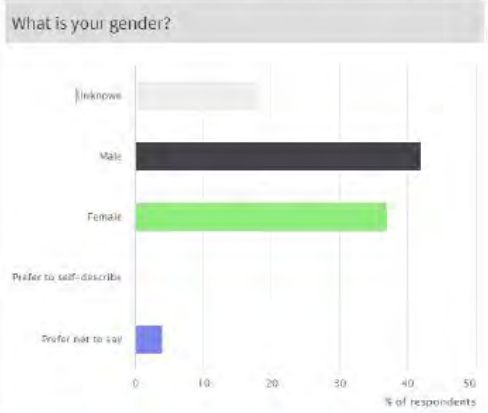


Faversham 20mph scheme: Feedback from Commonplace Engagement

Demographics

Slightly more males than females responded; those aged 45 – 74 were overrepresented, with fewer under 25s and over 75s than the general Faversham population





Postcode analysis

Two in three respondents came from postcodes within or near the 20mph scheme – postcodes ME13 7 and ME13 8.

	Anti	Pro	Specific location	Neither	Grand Total
Faversham (7,8)	29	17	254	4	304
Other ME13	5	4	19		28
Other	2		4		6
No postcode	28	9	72	3	112
Grand Total	**64**	**30**	**349**	**7**	**450**

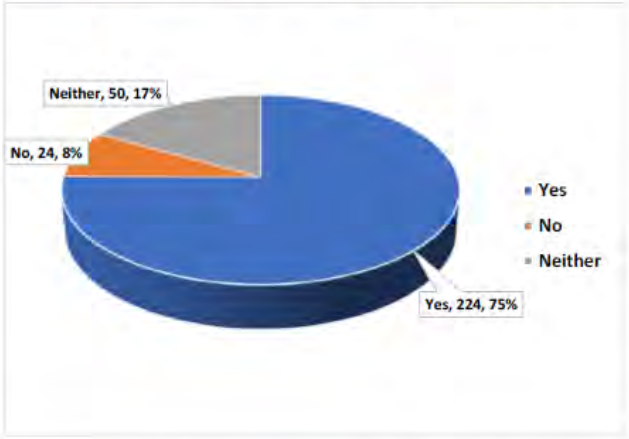
Location of responses by postcode

Faversham 20mph scheme: Feedback from Commonplace Engagement

Support for walking and cycling measures

There was very strong support for measures to improve the walking and cycling experience in Faversham, with 3 in 4 respondents agreeing. Fewer than 1 in 10 said that they didn't support the measures

Chart of levels of support for walking and cycling

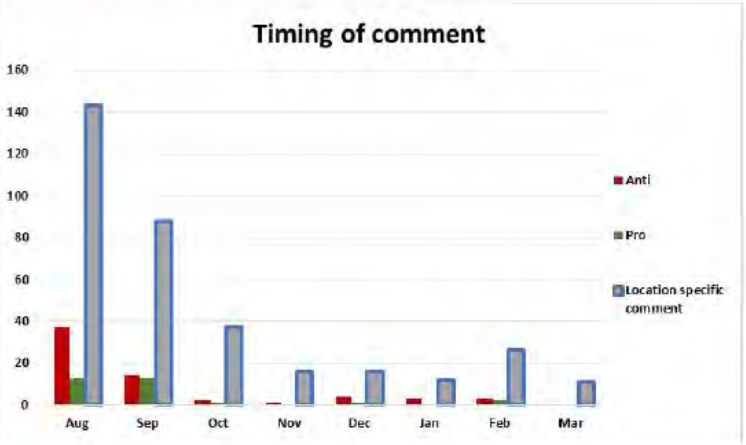
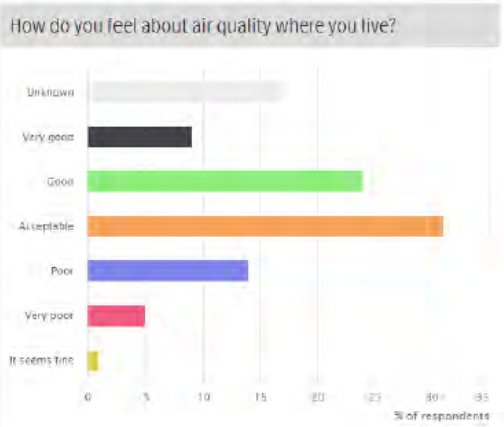


Correlation with 20mph views

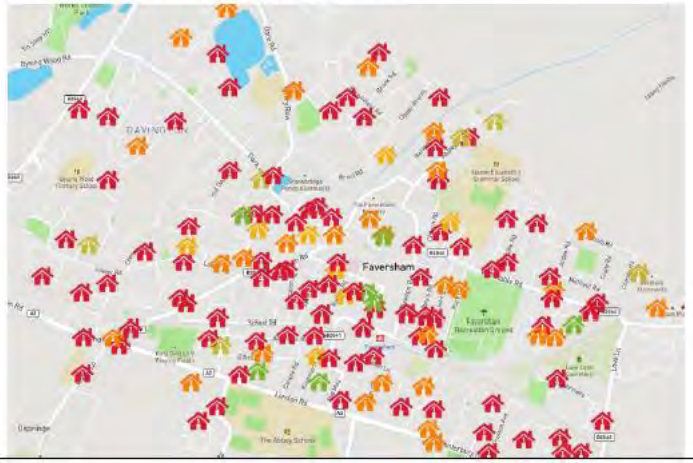
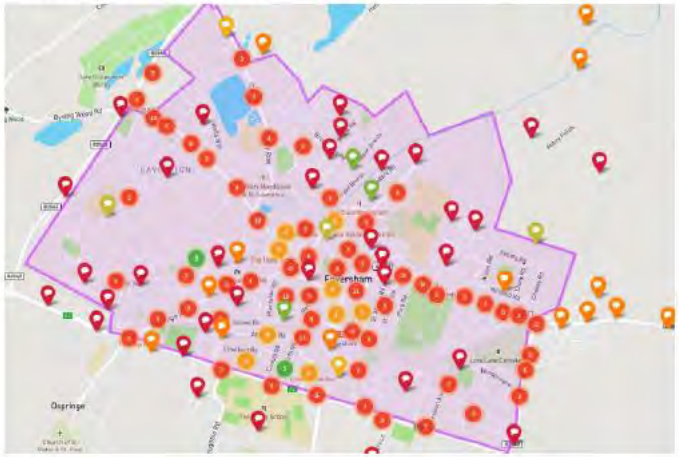
Of those that that expressed a view about walking and cycling measures (305 out of 450 responses), opposition correlated with opposition to the 20mph scheme in general.

	Specific location	Anti 20mph	Pro 20mph	Total
No	19	25		44
Yes	228	13	20	261
Total	247	38	20	305

Faversham 20mph scheme: Feedback from Commonplace Engagement

Timing of comments	Most comments (348 out of 443) were received during the first three months of the engagement exercise, including many comments before the scheme was operational. Most comments received after the first few weeks were specific concerns about particular issues and suggestions for improvement.	Comment development over time 
Air quality	Relatively little overall concern was expressed about overall air quality in Faversham, with 25% (90 out of 359) saying it is poor or very poor. For those living in ME13 8 postcodes, dissatisfaction rises slightly to 31%, probably reflecting other evidence about air quality, particularly on the A2, which is not part of the scheme.	Views about local air quality 

Faversham 20mph scheme: Feedback from Commonplace Engagement

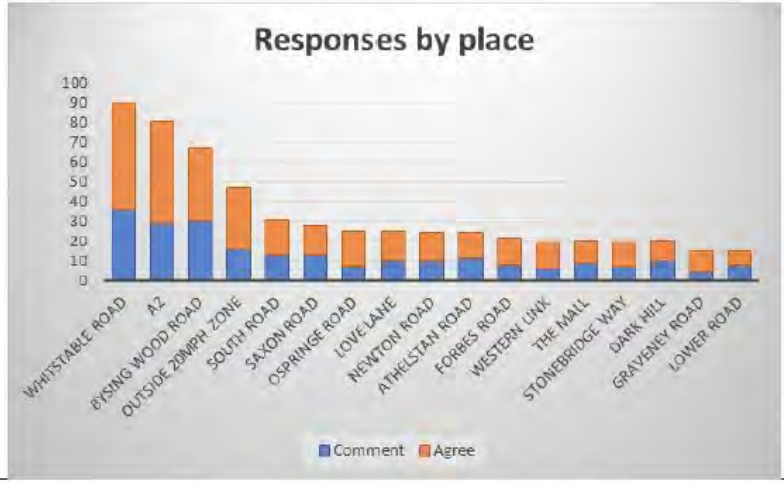
Location comments	Although there was some concentration of comments about particular streets, others were widely spread across town and came from multiple postcodes. No general correlation can be seen, although there a few specific correlations for particular streets that are highlighted later.	
	Picture of postcode origin of comments 	Picture of location of comments 
Comment about what	Perhaps unsurprisingly, most people (200 out of 450) chose "street" as the basis for the comment from the pre-populated list, although 59 picked road crossing, 35 selected junctions, with 33 people identifying cycle lanes and street parking as issues. Footpaths (27) and pavements (26) totalled 53 comments. 95 added their own comments, 40 of which referred to "the whole 20mph scheme", either positively or negatively	

#	What are you commenting on?
200	Street
59	Road crossing
35	Junction
33	Cycle lane
33	Street parking
27	Footpath
26	Pavement
9	Area near school/nursery
9	Footbridge/underpass

Faversham 20mph scheme: Feedback from Commonplace Engagement

Where are the most issues?

70 different streets received comments, with Whitstable Road attracting the most concerns: 90 people either raised or agreed with an issue. This was followed by 81 commenting on the A2, despite it being outside the 20mph zone. Comments were divided fairly evenly across Canterbury and London roads and Ospringe Street. Bysing Wood Road attracted 67 comments / agreements, although these were often about the planters near Sainsbury's which were subsequently moved, with a number of comments about the cycle lane. Other streets within the 20mph scheme that attracted more than 20 comments included South, Saxon, Ospringe, Newton, Athelstan and Forbes roads, the Mall and Dark Hill. Other comments were spread among the other streets



Top concerns

Top of the list, unsurprisingly was 174 mentions of concerns about speeding vehicles with 124 people stating that it "feels unsafe". Of those, 24 people had answered the more general question that that Faversham felt 'safe' for walking. Although pedestrians feel generally safe, they are still able to identify specific places with safety concerns.

67 people also said that Faversham streets are not pedestrian friendly and 96 mentioned said that a street was difficult to cross and/or lacked a crossing point.

Regarding cycling, whereas 77 people said that cycling in Faversham was 'unsafe', only 25 of those identified a specific place. This implies that whereas cycling is generally seen as an unsafe activity, people can't easily identify specific places of concern. On the other hand, similar to pedestrians and walking, 40 people identified places that were not cycling friendly but did NOT say that cycling was generally unsafe.

These indicate the importance of considering perceptions of danger as well as actual danger.

A few people identified concerns about congestion (43), difficulties for people with pushchairs or using mobility aids (36) and narrow pavements (37).

174	Speeding vehicles
124	Feels unsafe
67	Not pedestrian friendly
66	Street difficult to cross
62	Not cycle friendly
52	No crossing point
43	Congested
36	Difficult for buggies/mobility aids/etc.
33	Narrow pavements
27	Polluted

Faversham 20mph scheme: Feedback from Commonplace Engagement

Concerns by location

Having identified what respondents were concerned about and where they had issues, we cross referenced the data to show specific concerns in particular places.

In the following analysis, comments about Ospringe Road are included under South Road and The Mall under Forbes Road

Feeling of being 'unsafe' focussed on Whitstable Road (18 comments), the A2 (15) and Bysing Wood Road (12), with some concerns expressed about South Road (7) and Saxon Road (6). Bysing Wood Road comments were often about the planters, which were subsequently moved.

Speeding vehicles were also identified as concerns on Whitstable Road (22 mentions) and the A2 (18) but also on Saxon Road (13) South Road (14) and Newton Road (9). Love Lane, Athelstan Road, Forbes Road and Lower Road also feature (6 - 7 comments).

The A2 (12 mentions) stands out as being not friendly for pedestrians, with South Road (7) also featuring.

Places that were not cycle friendly tended to be outside the 20mph scheme – Western Link (8) and the A2 (5) were mentioned. Within the zone, Whitstable Road had most mentions (5).

Streets that lacked crossing points or were seen as difficult to cross include Whitstable Road (10), the A2 (12) South Road (8) Love Lane and Forbes Road (both 9).

Congestion and pollution were seen as particular issues on the A2 (7,7) and Whitstable Road (11,4).

Table showing types of concerns in specific locations

	Generic			Walking				Drivers	Place	
Streetname	Feels unsafe	Not pedestrian friendly	Not cycle friendly	Narrow pavements	Street difficult to cross	No crossing point	Difficult for buggies/mobility aids/etc.	Speeding vehicles	Congested	Polluted
Whitstable Road	18	4	5	2	8	2	3	22	11	4
A2	15	12	5	5	7	5	9	18	7	7
Bysing Wood Road	12		3		1			4	2	
Outside 20mph zone	9	7	8	6	4	5	4	9	3	3
South Road	6	6	2	1	5	3	1	9	3	2
Saxon Road	6							13	1	
Ospringe Road	1	1	2	1	1	3	1	5		
Love Lane	4	2	1		4	5	1	7		
Newton Road	2	3	1		2	3		9		
Athelstan Road	2	1	2		3	1	1	7		
Forbes Road	5	3	3	1	4			6		1
Western Link	4	4	6	1	1	2	2	4		3
The Mall	1	1		1	3	2	1	1	2	1
Stonebridge Way	2	1	1			1				
Dark Hill	1	1		1	3	5	1	3		
Graveney Road	1	2	1	1	2	1		4		
Lower Road	3	1	1		2	1	1	6		

Faversham 20mph scheme: Feedback from Commonplace Engagement

Other concerns	Other concerns includes comments about motor vehicles idling (22), or driving (20) or parking (19) on pavements. Concern was also expressed about cyclists using pavements (20)	22	Vehicle engines idling
		20	Cyclists using pavements
		20	Vehicles mounting pavement
		19	Vehicles parked on pavements
		19	Feels safe
		16	Looks ugly
		16	Pedestrian friendly
Suggestions for improvement	Mirroring concern about speeding vehicles, the top suggestion by far was to implement measures to slow traffic (152 mentions). Respondents were particularly focussed on wanting better facilities for pedestrians: more crossings (63), wider pavements (38), better visibility (33), narrower street junctions (21). 46 respondents mentioned the desire to have fewer motor vehicles. Improving the look and feel of Faversham also registered, with 24 respondents asking for more streets, with a similar number suggesting planters and 18 wanting more / better green space.	152	Slower traffic
		63	Add pedestrian crossing
		48	More cycle lanes
		46	Fewer motor vehicles
		38	Widen pavement
		33	Improve visibility for pedestrians
		24	Plant trees
		24	Install planter
		21	Narrower street or junction
		18	Add/improve green space

Faversham 20mph scheme: Feedback from Commonplace Engagement

Suggestion by location

The suggestions largely mirrored the concerns expressed earlier

Most calls for slower vehicles were on Whitstable Road (20), the A2 (19) and Saxon Road (13) in particular, but also on Newton Road (8), South Road/Ospringe (11), Love Lane and Athelstan Road (both 7).

More pedestrian crossings were requested on Whitstable Road (9) and the A2 (7), Dark Hill (6) and Forbes Road/The Mall (6) and South Road (5).

Reducing the number of vehicles was seen as a need on Whitstable Road (7) and Saxon Road (6)

	Walking				Motor vehicles		Place		Cyc ng
Streetname	Add pedestrian crossing	Narrower street or junction	Widen pavement	Improve visibility for pedestrians	Slower traffic	Fewer motor vehicles	Install planter	Plant trees	More cycle lanes
Whitstable Road	9	1	1	2	**20**	7	1		2
A2	7	1	2	5	**19**	4			1
Bysing Wood Road					4	1		1	2
Outside 20mph zone	5		6	5	6	3			8
South Road	5	3	1		7	1	2	2	2
Saxon Road					**13**	6	9		
Ospringe Road		1		1	4			1	1
Love Lane	2	1	1		7				2
Newton Road	3	2			8		1		1
Athelstan Road	1	2	2	2	7	1	1	3	1
Forbes Road	1	1	2	3	4		1	1	1
Western Link	1		1		5	1			4
The Mall	5		2	2	2	1	1	1	1
Stonebridge Way	2	1							
Dark Hill	6	1	3		1	1			
Graveney Road			1		4				1
Lower Road		1		1	6		1		

Faversham 20mph scheme: Feedback from Commonplace Engagement

Other suggestions

18	Add/improve green space
16	Trim overhanging bushes
14	Cycle parking
12	More facilities for disabled
11	Beautify
10	Better walking signs
8	Add benches
3	Add bus shelter

Additional comments

In addition to selecting from the pre-populated lists of concerns and suggestions, respondents were able to add their own comments. Better cycle facilities – bike parking, cycle lanes etc – were mentioned most frequently (139 comments), followed by concern about (lack of) enforcement of 20mph (100). Crossings were mentioned 64 times. Other comments were about parking, speeding and Planters (c 40 mentioned)

	Comment count	Split
Cycle facilities	139	24.0%
Enforcement	100	17.3%
Crossing	64	11.1%
Parking	44	7.6%
Speeding	43	7.4%
Planters	42	7.3%
Walking facilities	35	6.1%
Cyclists	28	4.8%
Rat-running	26	4.5%
Environment	20	3.5%
Signs	17	2.9%
HGV	15	2.6%
Active Travel	5	0.9%
Grand Total	**578**	**100.0%**

Faversham 20mph scheme: Feedback from Commonplace Engagement

Additional comment details

The geographic split of additional comments was similar to the pre-populated comment list, with Whitstable Road (71 mentions) and the A2 (57) mentioned most often, followed by South Road/Ospringe Road (25) Saxon (24), Newton (19), Forbes and Bysing Wood roads (both 15).

	Cycle facilities	Cyclists	Crossing	Walking facilities	Speeding	Enforcement	Parking	Rat-running	Environment	Grand Total
Town wide	23	13	6	10	1	10	5		3	71
Whitstable Road	12	2	7	1	4	21	5	1	4	57
A2	8		8	2	9	7	3		3	40
Saxon Road	2				4	5		13		24
Newton Road	5		3	2	2	3	2	1	1	19
Forbes Road	5		5		1	3	1			15
Bysing Wood Road	6				1	6		1	1	15
Preston Avenue	1		1	2		1	9			14
South Road	4		2			5	2			13
Athelstan Road	3		2	1	1	2		4		13
Dark Hill	2	2	4			4	1			13
Not specified	4	2			2	5				13
Ospringe Road	3		2		2	4			1	12
Lower Road			1	1	2	5	1		1	11
Outside 20mph zone	3	2		2	2		1			10

20mph extension

Respondents were asked where they would like to see 20mph extended. As well 20mph in all new developments (66 mentions), the A2 featured highly: Ospringe Street (57), Canterbury Road (39) and London Road (34) and also Love Lane (51). Other streets mentioned include Water Lane (39), Brogdale Road (35), Oare Road (27) and Salters Lane (23). Western Link was mentioned 25 times.

66	New developments
57	A2 Ospringe St
51	Love Lane
39	A2 Canterbury Road
39	Water Lane
35	Brogdale Road
34	A2 London Road
27	Oare Road
25	Western Link
23	Salters Lane

Faversham 20mph scheme: Feedback from Commonplace Engagement

Word search

Further detail was obtained through a search of words that came up most frequently. The size of the words in the diagram represents the frequency that the word was mentioned. E.g. "road" was mentioned most often, followed by "mph", "speed" & "town".

The words mentioned were then categorised into those related to walking (587 mentions), speeds (545), cycling (422), Motor vehicles (379) , Road danger (311), Health & Environment (180)

Motor vehicle	379
cars	248
parking	80
HGV	34
vans	17
Road danger	**311**
danger	112
driver	75
safety	58
child	54
visibility	12
Health & Environment	**180**
pollution	53
health	51
environment	35
noise	34
motorbike	7

Pedestrian & walking	587
walk	154
crossing	152
pedestrian	133
footpath	87
pavement	61
Speeds & enforcement	**545**
speeding	249
20mph / 30mph	208
enforcement	57
police	31
Cycling & cyclists	**422**
cycling	304
cyclist	118
Active & sustainable travel	**85**
bus	71
active	14

Conclusions

Concerns about streets in Faversham and suggestions for improvements are widespread in terms of geography and types of interventions.

Comments were spread across the town. Streets which featured more frequently than others include: Whitstable Road, the A2, Bysing Wood Road, South Road/Ospringe Road, Saxon Road, Newton Road, Love Lane, Athelstan Road, Forbes Road/The Mall.

Although engagement with Commonplace was high – reaching around 14% of residents – some residents are more motivated to engage and care must be taken to avoid responding just to those with the loudest voices. There may be other places where changes are also needed.

Proposed interventions broadly fall into:

- Slower traffic to make it safer and easier for vulnerable road users to walk or cycle;
- more and better crossing points
- general improvements to the street scene

Some measures fulfil multiple purposes: narrowing a street with planters can improve the street scene, reduce traffic speeds and make it easier to cross.

Any proposed changes to street scenes or road layouts should be assessed against a set of criteria which include the relative cost benefit, the degree to which they have local community support, whether they are deliverable technically and can be funded.

Faversham 20mph scheme: Feedback from Commonplace Engagement	
Next steps	The 20mph scheme is a necessary first step in the ambitions of the Town Council to make Faversham an excellent place for walking and cycling, both for leisure and for everyday purposes. Providing that the 20mph scheme is made permanent, three workstreams are in progress: 1) Additional measures to improve compliance with the 20mph speed limit. 2) A Local Cycling and Walking Infrastructure Plan, which builds on the 20mph scheme and the related measures. The LCWIP is currently being developed and contains two broad themes: a) Measures to enable existing journeys to be made by active travel; b) Consideration of journeys from, to or within the new developments. 3) Design and implement a series of routes to link Faversham to the neighbouring villages: The "Town to Parishes" project The above workstreams will be integrated with the Swale Local Plan and the Faversham Neighbourhood Plan to ensure that both contain necessary provisions for active travel. Each workstream will result in a series of interventions or measures to improve walking and cycling in and around Faversham. Delivering them will require the development of detailed and costed designs, identification of funding sources identified and a programme of works to be timetabled over a number of years. Implicit in the programme will be the need to consult widely with particular interest groups and the general public in order to validate the proposals and to prioritise the different measures.

APPENDIX F – ATC, MANUAL COUNTS AND VIVACITY CAMERA LOCATIONS

Figure 145: ATC, Manual Counts and Vivacity Camera Locations in Faversham

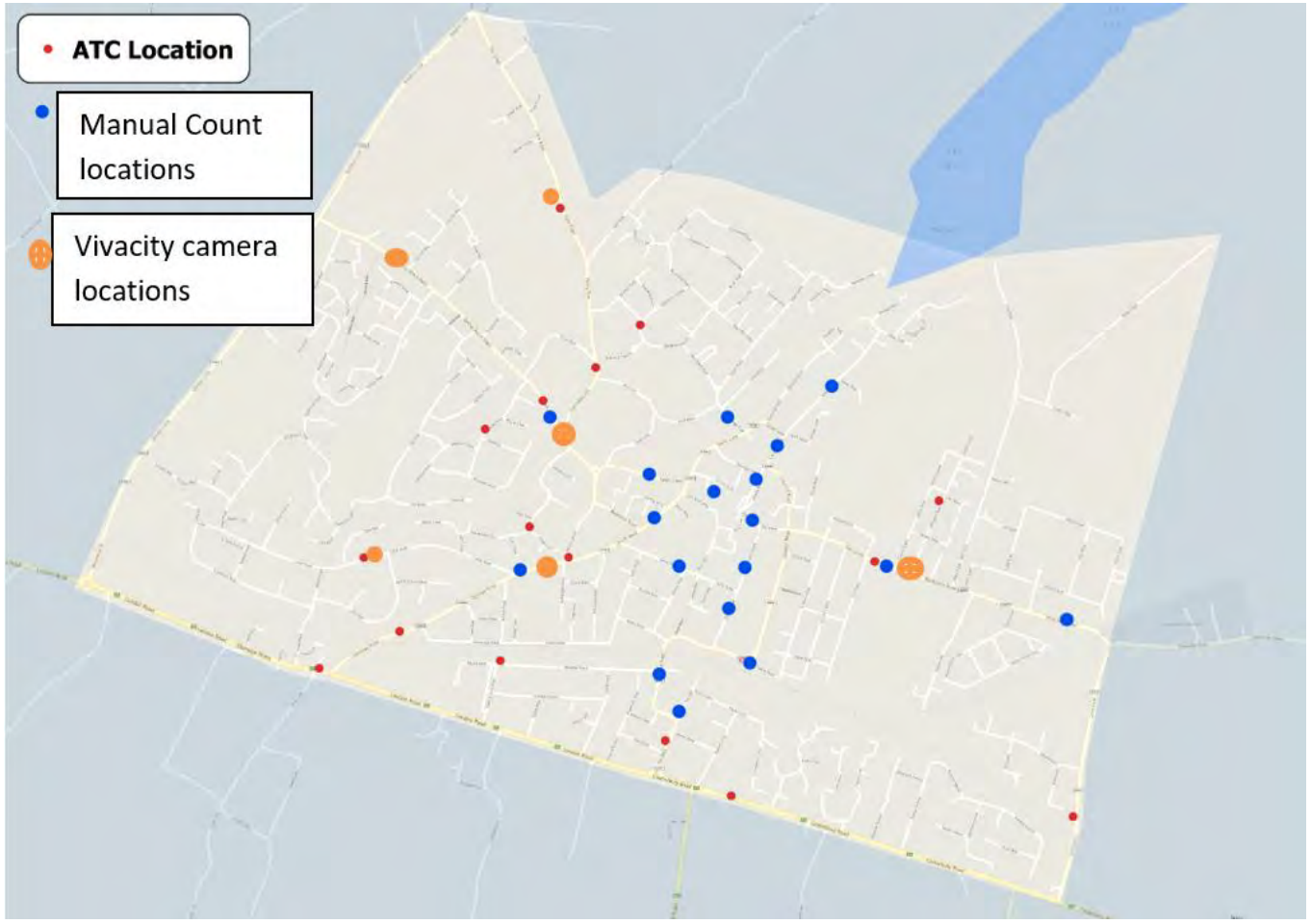
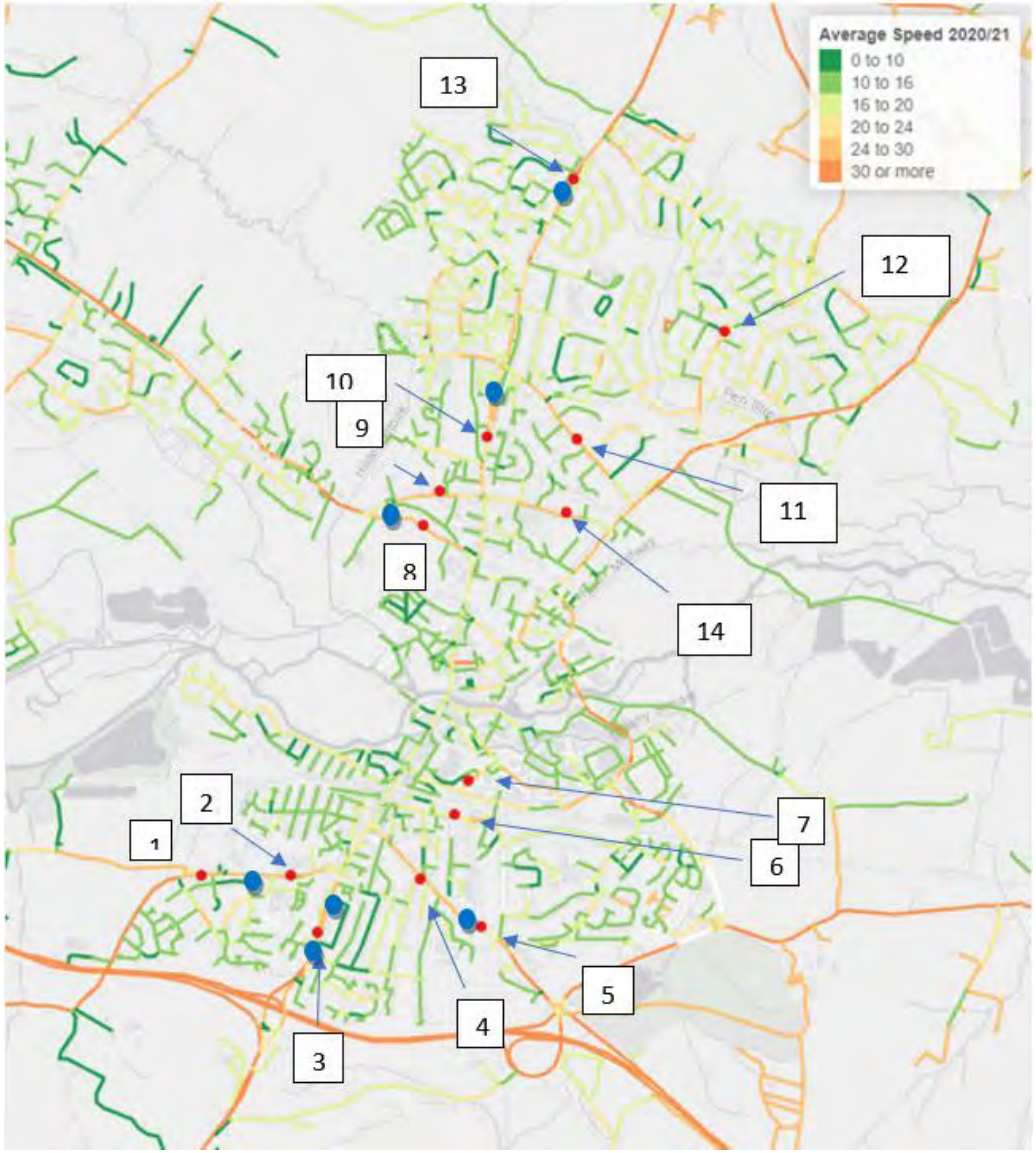


Figure 146: ATC, Manual Counts and Vivacity Camera Locations in Tonbridge



APPENDIX G – CRASH MAP

Figure 147 - Reported Injury Collisions in Faversham (2015-2019)

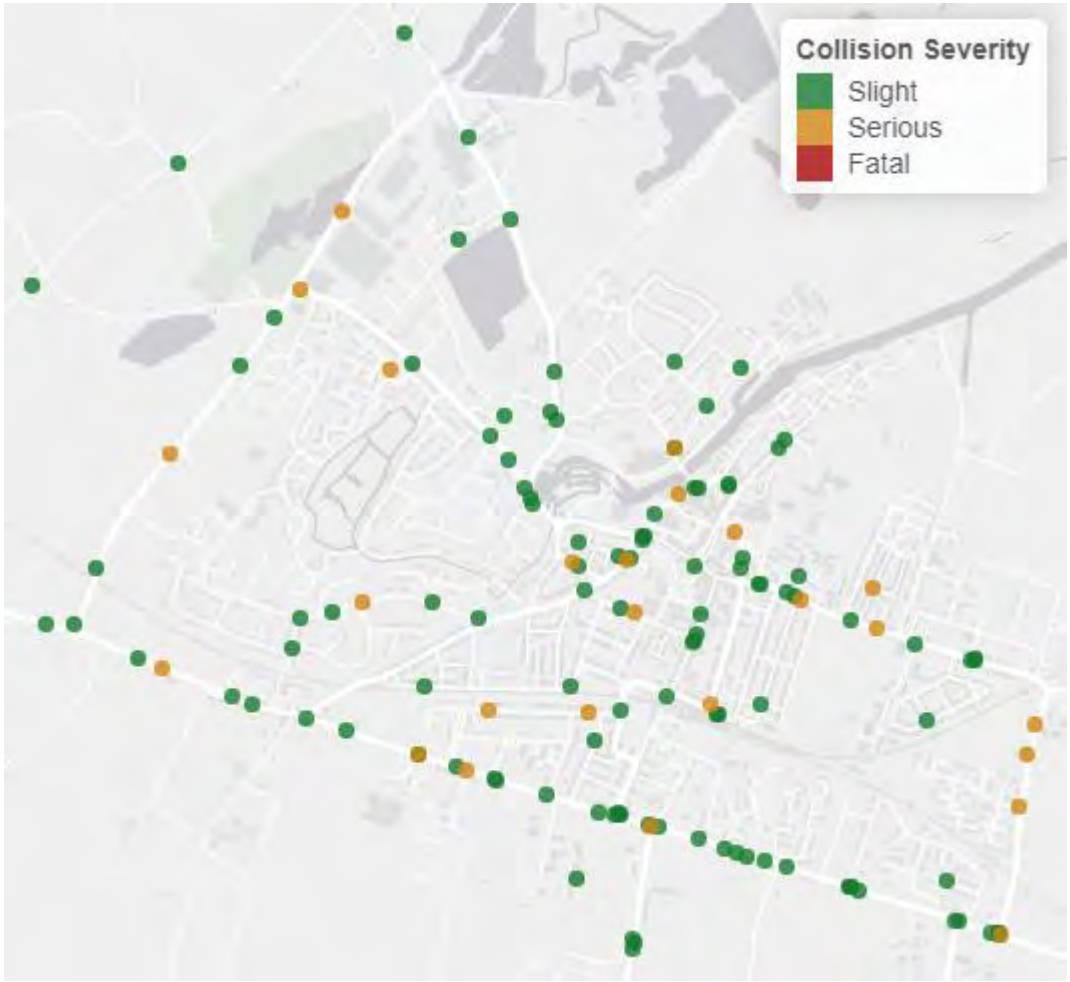
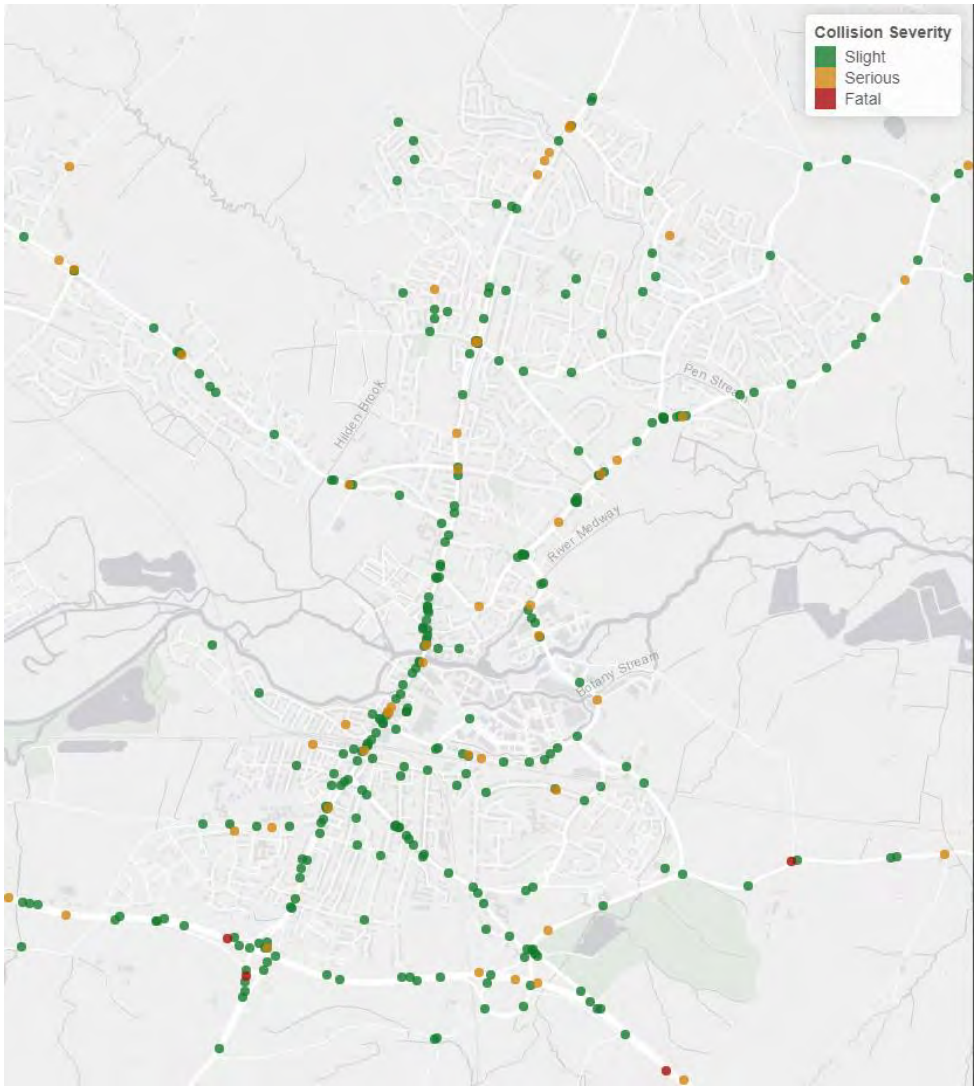


Figure 148 - Reported Injury Collisions in Tonbridge (2015-2019)



Methodology and sample

1,800 interviews were conducted with residents of Faversham, Tonbridge and Deal in August / September 2020.

The survey was conducted face to face with local residents. Interviews were conducted by an interviewer using a pre-scripted questionnaire on a handheld tablet.

We have ensured that our resident sample in each area is consistent in terms of gender and age and is broadly consistent with population statistics.

Please note that the sum of all individual percentages for any given question may not sum 100% in the instance of multiple response being permitted or due to rounding. For the relevant questions in this report, net percentages are shown.

POST DEMOGRAPHIC PROFILE		Faversham	Tonbridge	Deal
GENDER	Male	47%	49%	49%
	Female	53%	51%	51%
AGE	Aged 16-24	18%	18%	17%
	Aged 25-34	19%	19%	18%
	Aged 35-54	38%	35%	38%
	Aged 55-64	14%	14%	13%
	Aged 65 and over	10%	15%	14%
MODE OF TRANSPORT (PRE AND DURING PANDEMIC)	Car	72%	77%	64%
	Walk	95%	88%	93%
	Bicycle	20%	18%	28%

Frequency of mode travel before Covid-19 lockdown measures

- Consistent with pre trends, the most common means of transport across all areas is by car prior to the pandemic.
- At least three quarters of residents surveyed walked to get around twice a week prior to the pandemic.

Post

BY CAR	Faversham	Tonbridge	Deal
Every day	22%	32%	21%
5 to 6 times a week	13%	10%	12%
3 to 4 times a week	14%	15%	12%
2 times a week	15%	15%	12%
Once a week	11%	8%	9%
Less often	8%	4%	10%
Never	17%	17%	24%

BY BUS	Faversham	Tonbridge	Deal
Every day	1%	1%	1%
5 to 6 times a week	3%	4%	3%
3 to 4 times a week	4%	2%	5%
2 times a week	5%	4%	7%
Once a week	6%	4%	7%
Less often	17%	15%	15%
Never	63%	71%	62%

BY FOOT/WALKING	Faversham	Tonbridge	Deal
Every day	37%	36%	26%
5 to 6 times a week	27%	13%	25%
3 to 4 times a week	16%	18%	21%
2 times a week	9%	16%	12%
Once a week	3%	7%	8%
Less often	3%	4%	4%
Never	5%	7%	4%

BY BICYCLE	Faversham	Tonbridge	Deal
Every day	3%	3%	4%
5 to 6 times a week	4%	1%	5%
3 to 4 times a week	4%	4%	5%
2 times a week	5%	5%	10%
Once a week	6%	4%	7%
Less often	10%	8%	9%
Never	67%	74%	60%

Frequency of mode travel during fieldwork – May / June 2021

- Every day use of travel by car has reduced compared to pre pandemic levels.
- The proportion travelling by bus by any frequency remains reduced compared to pre pandemic levels.

Post

BY CAR	Faversham	Tonbridge	Deal
Every day	16%	22%	18%
5 to 6 times a week	12%	10%	12%
3 to 4 times a week	19%	19%	13%
2 times a week	17%	17%	12%
Once a week	11%	13%	10%
Less often	9%	3%	9%
Never	16%	17%	25%

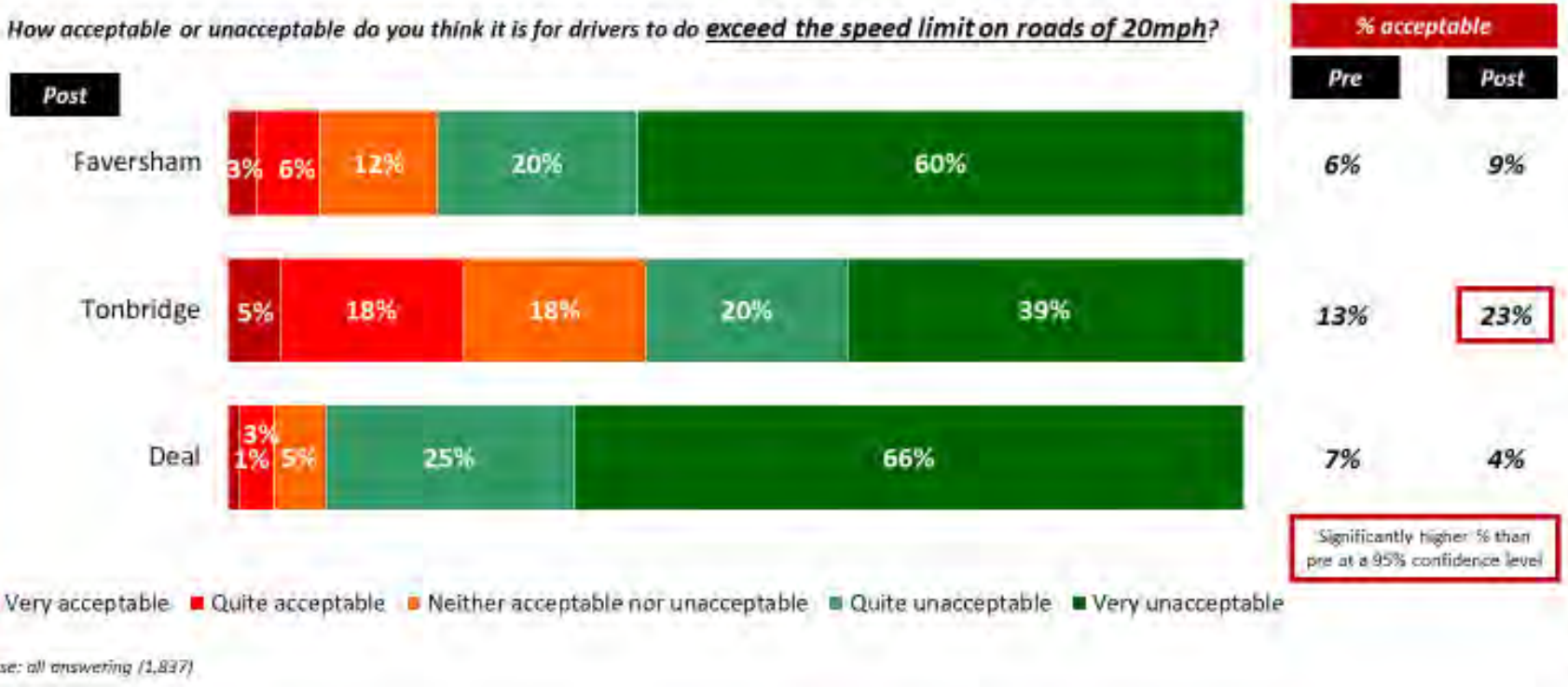
BY BUS	Faversham	Tonbridge	Deal
Every day	1%	1%	1%
5 to 6 times a week	2%	1%	2%
3 to 4 times a week	2%	3%	4%
2 times a week	4%	2%	5%
Once a week	5%	2%	5%
Less often	10%	11%	12%
Never	75%	80%	72%

BY FOOT/WALKING	Faversham	Tonbridge	Deal
Every day	39%	37%	29%
5 to 6 times a week	31%	13%	28%
3 to 4 times a week	14%	18%	21%
2 times a week	9%	16%	14%
Once a week	3%	7%	4%
Less often	1%	3%	2%
Never	3%	7%	3%

BY BICYCLE	Faversham	Tonbridge	Deal
Every day	3%	3%	3%
5 to 6 times a week	3%	1%	6%
3 to 4 times a week	4%	5%	6%
2 times a week	6%	7%	10%
Once a week	5%	5%	7%
Less often	7%	5%	9%
Never	71%	75%	60%

Acceptability of drivers exceeding the speed limit on roads of 20mph

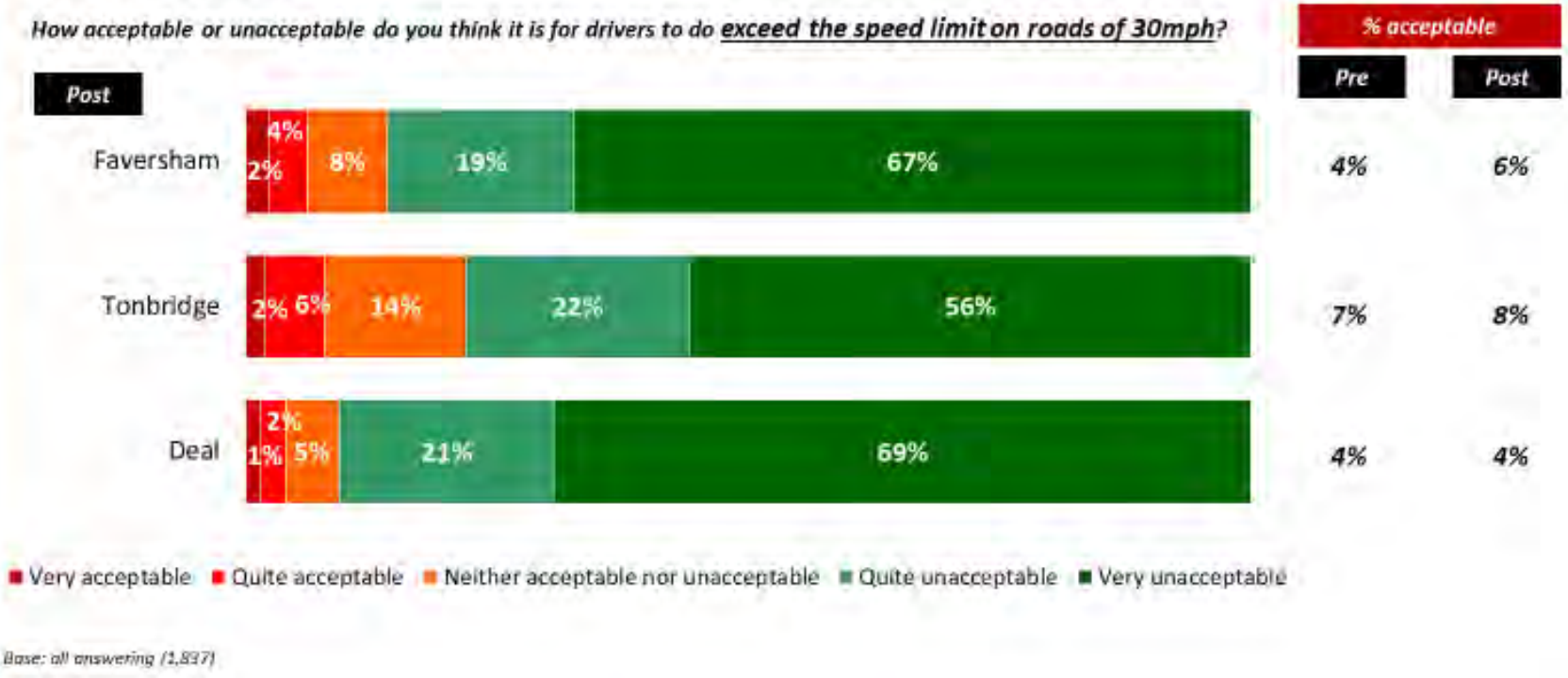
- In Faversham and Deal, the majority (80% or over) consider it unacceptable to exceed the speed limits on 20mph roads. The proportion who consider it acceptable in these areas is broadly consistent in the pre and post survey conducted.
- Just under a quarter (23%) consider it acceptable in Tonbridge; a significant increase from the pre survey.



Base: all answering (1,837)

Acceptability of drivers exceeding the speed limit on roads of 30mph

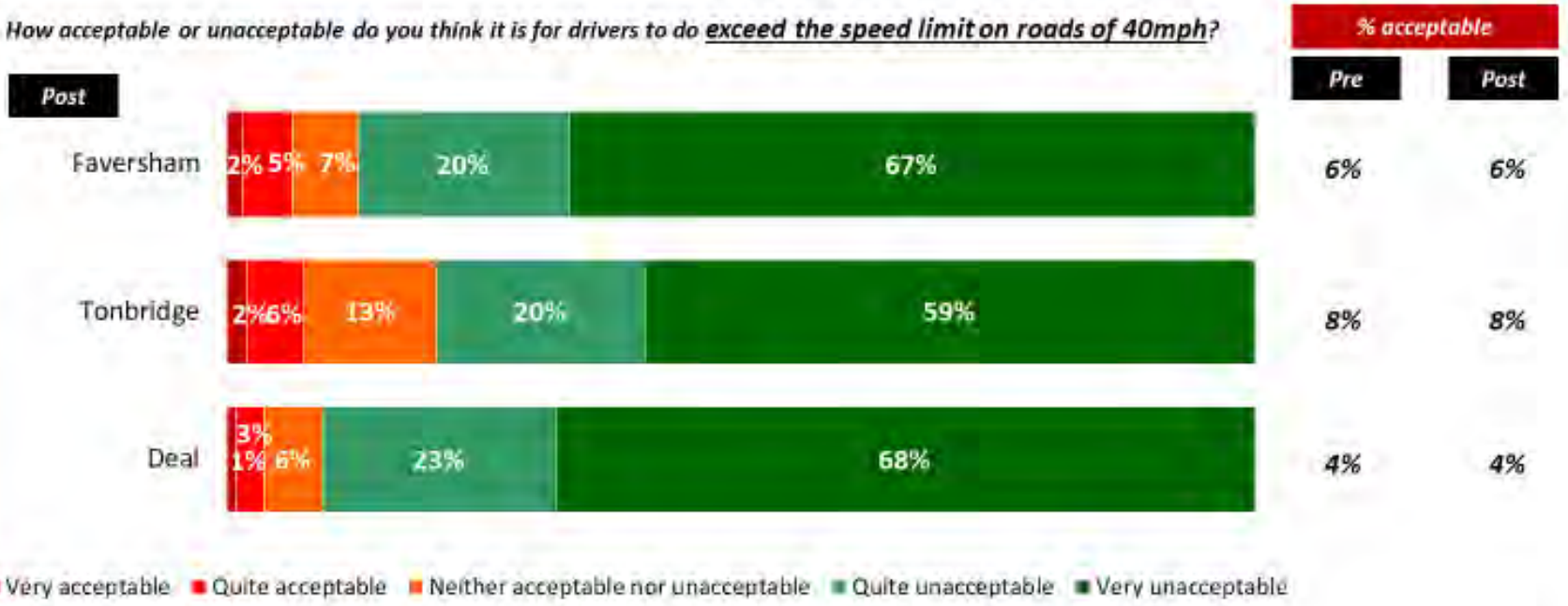
- Perceived acceptability of exceeding speed limits on 30mph roads is higher amongst Faversham and Tonbridge residents (areas where 20mph limits/zones have been implemented).
- Over eight in ten consider it unacceptable to exceed the speed limits on 30mph roads across all areas. Patterns are broadly consistent in the pre and post survey.



Base: all answering (1,837)

Acceptability of drivers exceeding the speed limit on roads of 40mph

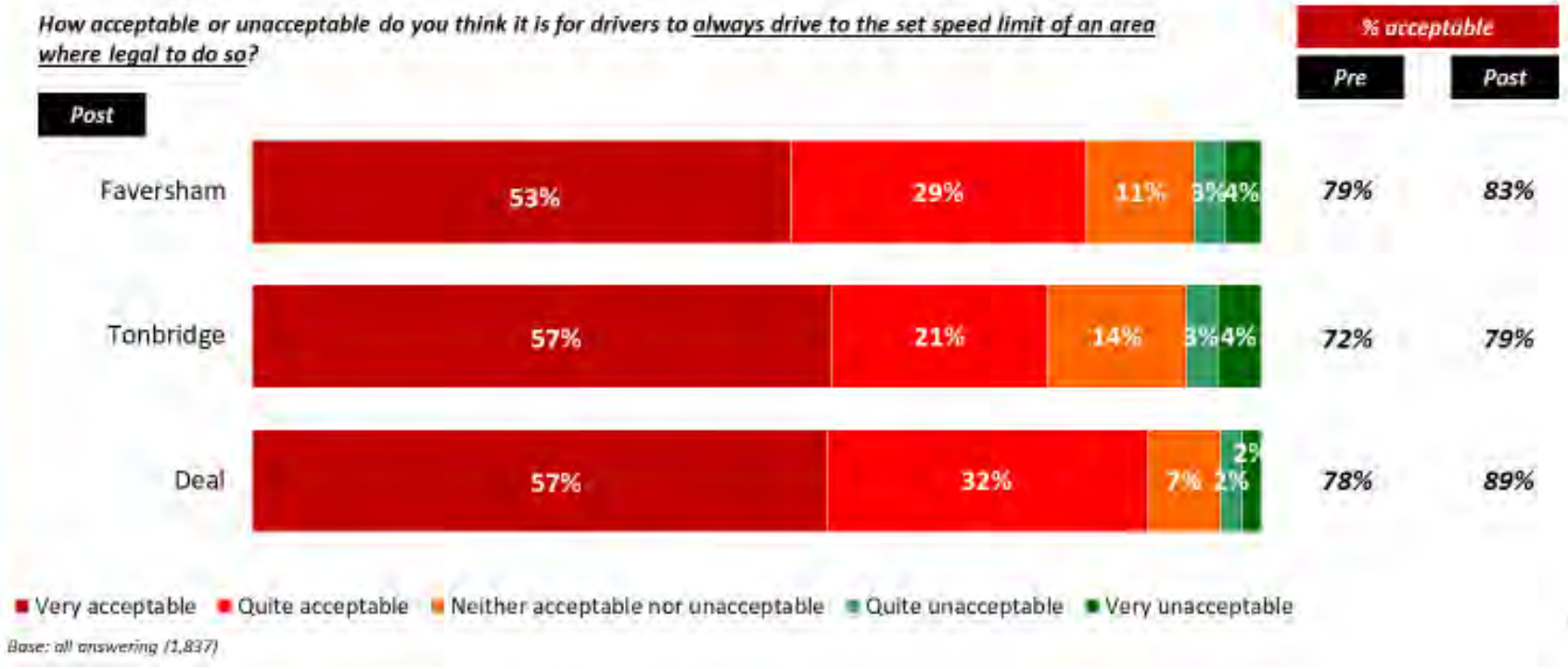
- Perceived acceptability of exceeding speed limits on 40mph roads is broadly consistent with 30mph road proportions. The majority (over eight in ten) consider it unacceptable to exceed the speed limits on 40mph roads across all areas.
- Patterns are broadly consistent in the pre and post survey. Under one in ten consider it acceptable to exceed the limit on 30mph roads.



Base: all answering (1,837)

Acceptability of drivers always driving to the set speed limit of an area where legal to do so

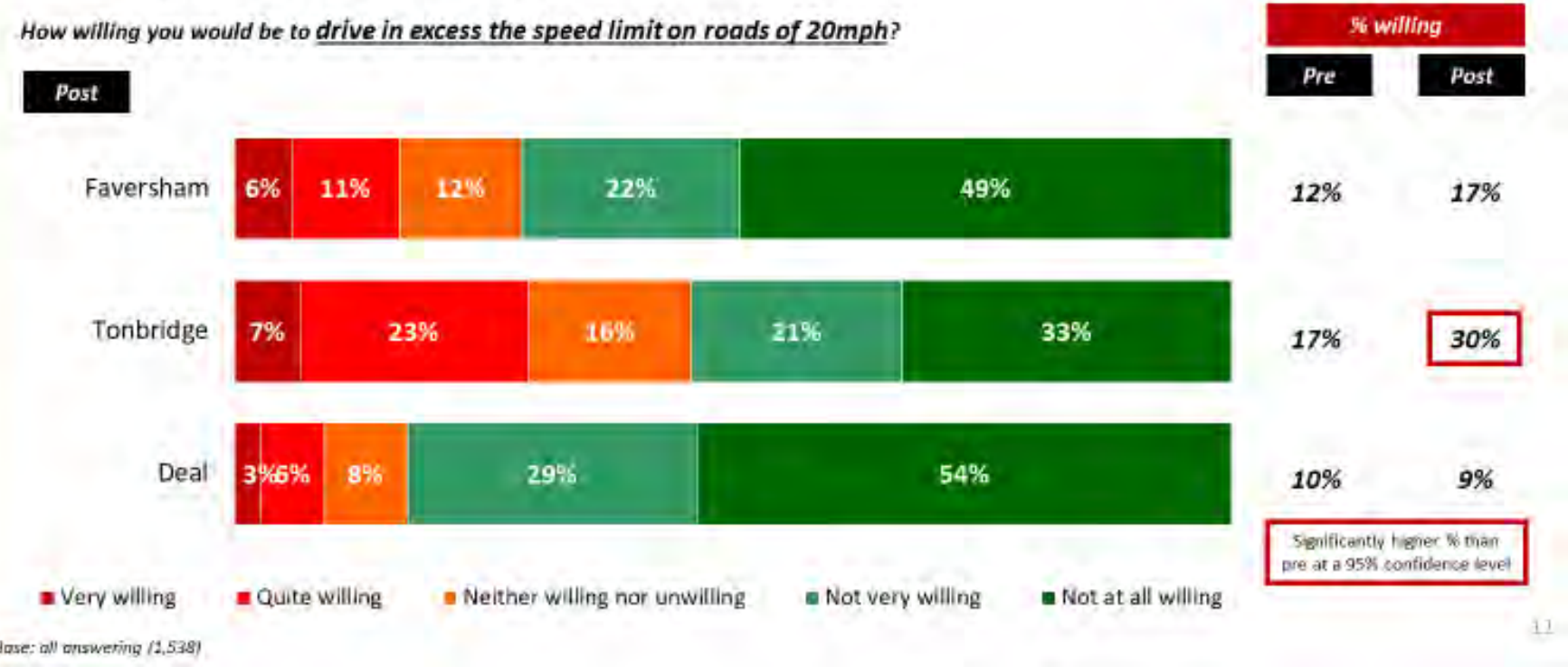
- Around eight in ten consider it acceptable for drivers to always drive to the set speed limit where legal to do so. Fewer than one in ten consider it unacceptable.
- Whilst not significant, the proportion who consider it acceptable has increased from the pre survey conducted.



Base: all answering (1,837)

Willingness to exceeding the speed limit on roads of 20mph in local area

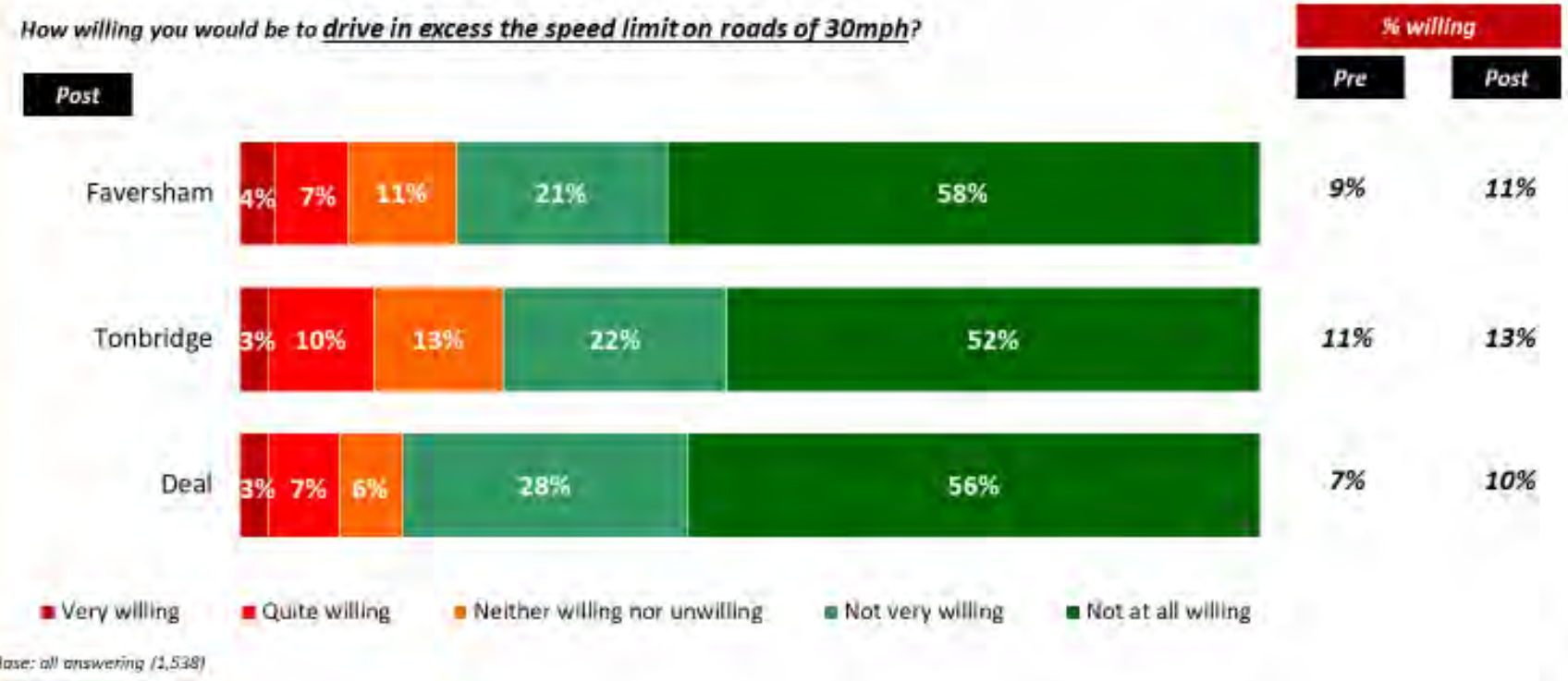
- Willingness to exceed the speed limit on 20mph roads is significantly lower in Deal (the research control area) compared to Faversham and Tonbridge.
- Whilst not significant, the proportion willing has increased in Faversham pre to post. Three in ten (30%) indicated they would be willing in in Tonbridge; a significant increase from the pre survey.



Base: all answering (1,538)

Willingness to exceeding the speed limit on roads of 30mph in local area

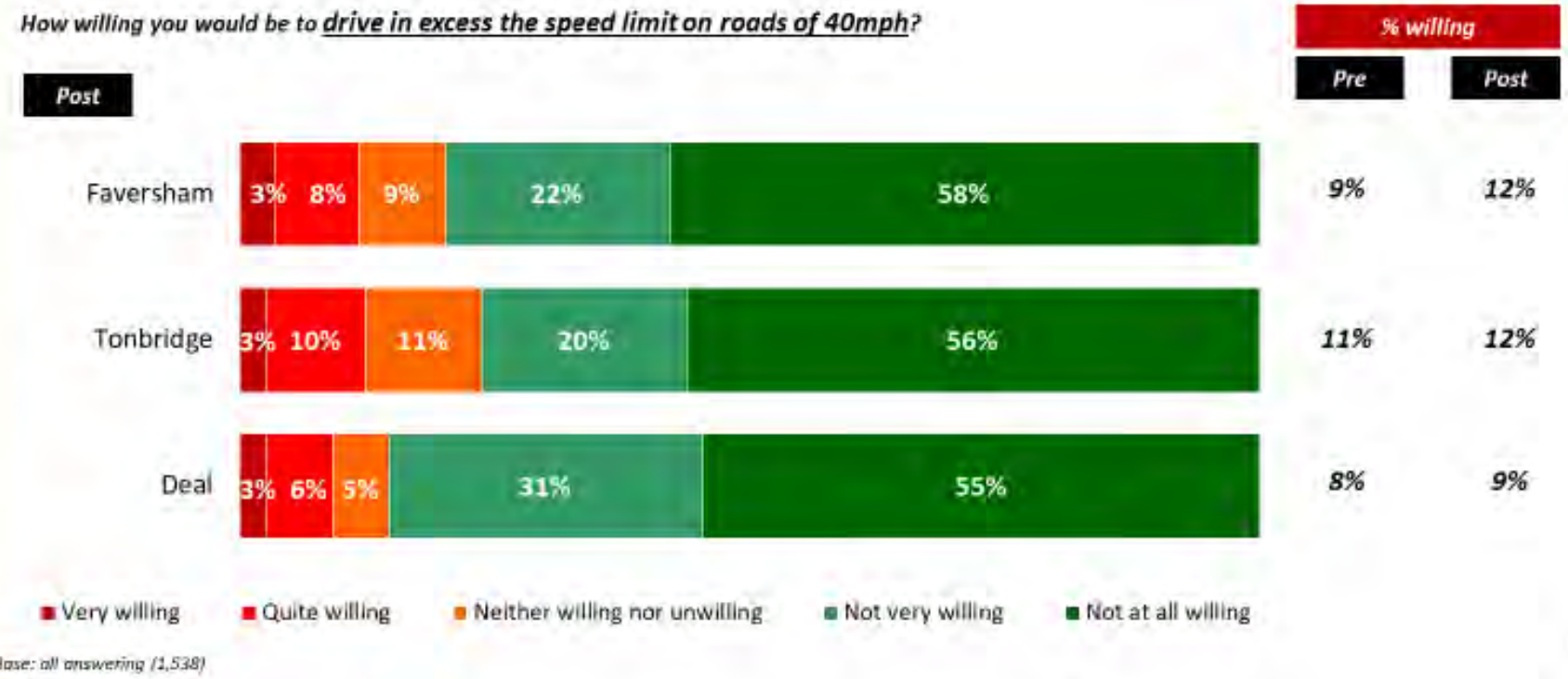
- Consistent with acceptability patterns observed, the proportion not willing to exceed the speed limit on 30mph roads is high amongst Faversham and Deal residents (79% and 84%). 74% indicated they would not be willing in Tonbridge.
- A marginal increase in willingness is observed across all areas.



Base: all answering (1,538)

Willingness to exceeding the speed limit on roads of 40mph in local area

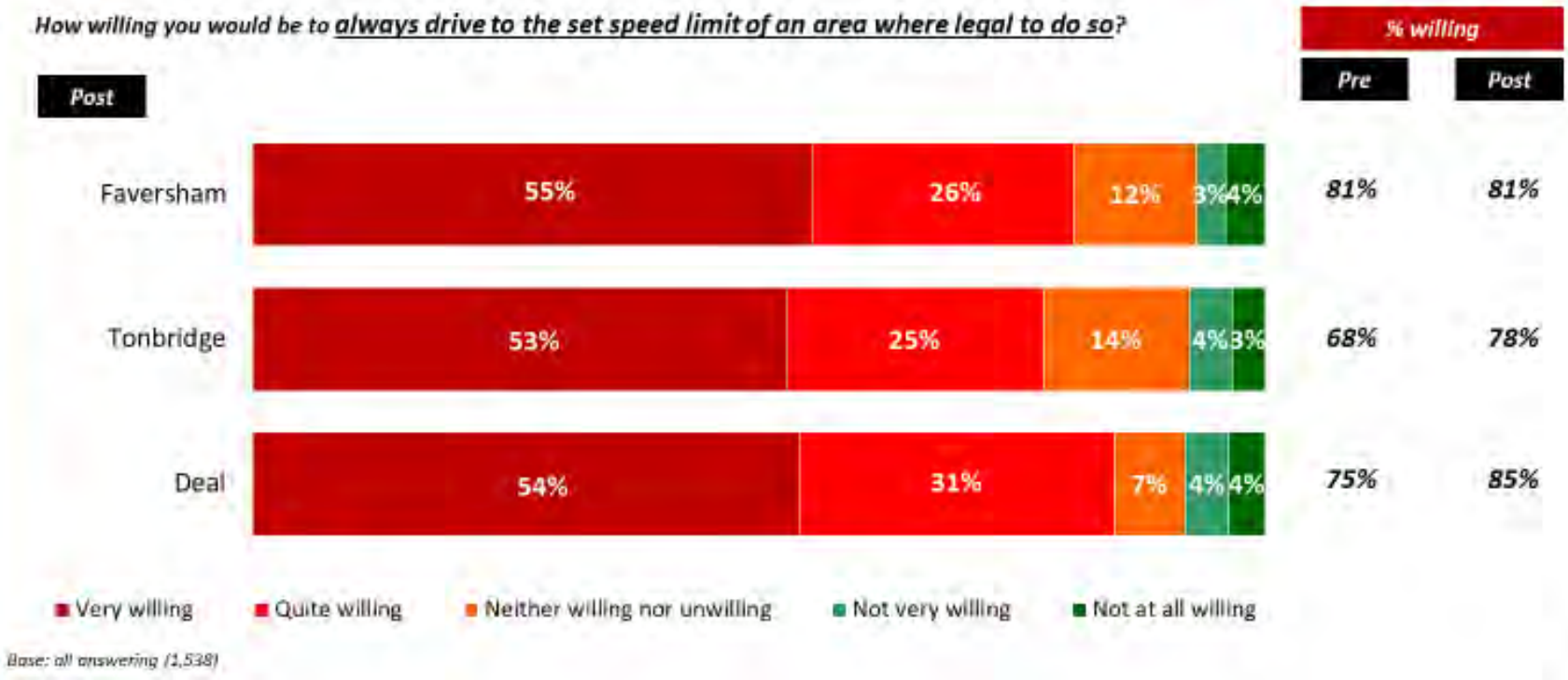
- Proportions willing / not willing to exceed the speed limit on 40mph roads are broadly consistent with 30mph road proportions.
- Proportions are also broadly consistent by area.



Base: all answering (1,538)

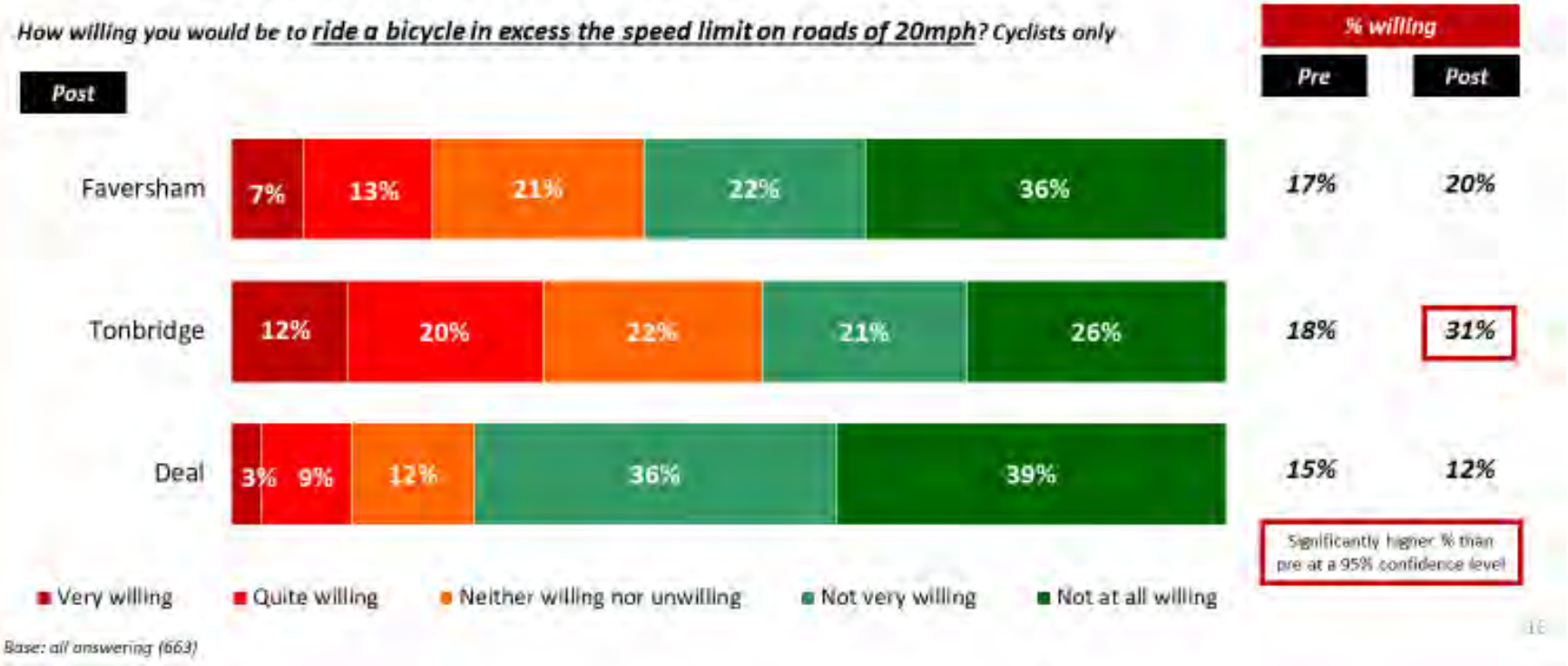
Willingness to always drive to the set speed limit of an area where legal to do so

- Over three quarters indicated they would be willing to always drive to the set speed limit where legal to do so; one in ten would not be willing.
- Some variability observed by area with the highest proportion willing observed in Deal.



Willingness to ride a bicycle in excess of the speed limit on 20mph roads

- Consistent with driving behaviours, willingness to exceed the speed limit on 20mph roads is significantly lower in Deal (the research control area) compared to Faversham and Tonbridge.
- Whilst not significant, the proportion willing has increased in Faversham pre to post. Just over three in ten (31%) indicated they would be willing in Tonbridge; a significant increase from the pre survey.

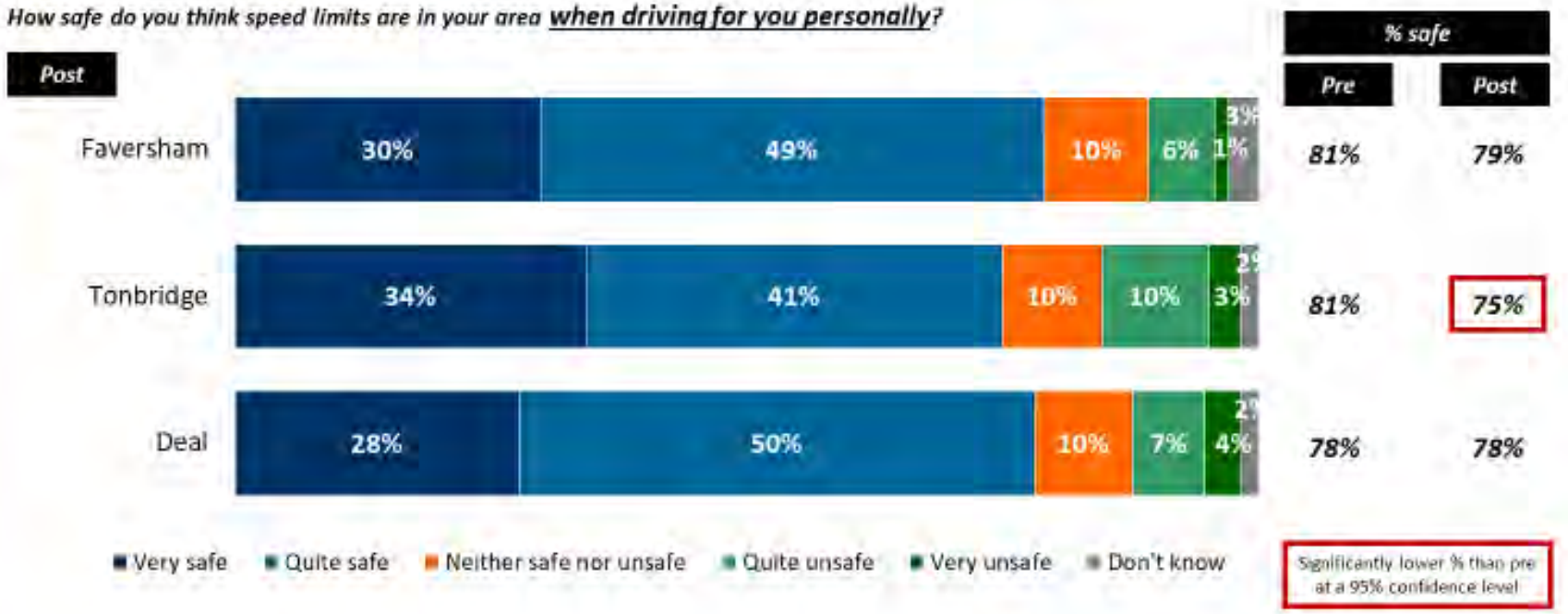


Base: all answering (663)

Perceived safety of speed limits in local area when driving

- Just under eight in ten consider speed limits in their local area to be safe when driving; approximately four in ten consider them very safe. In Faversham and Deal, proportions are broadly consistent in the pre and post survey.
- Whilst still high, a significantly lower proportion of Tonbridge residents rated limits as safe when personally driving.

How safe do you think speed limits are in your area <u>when driving for you personally</u>?

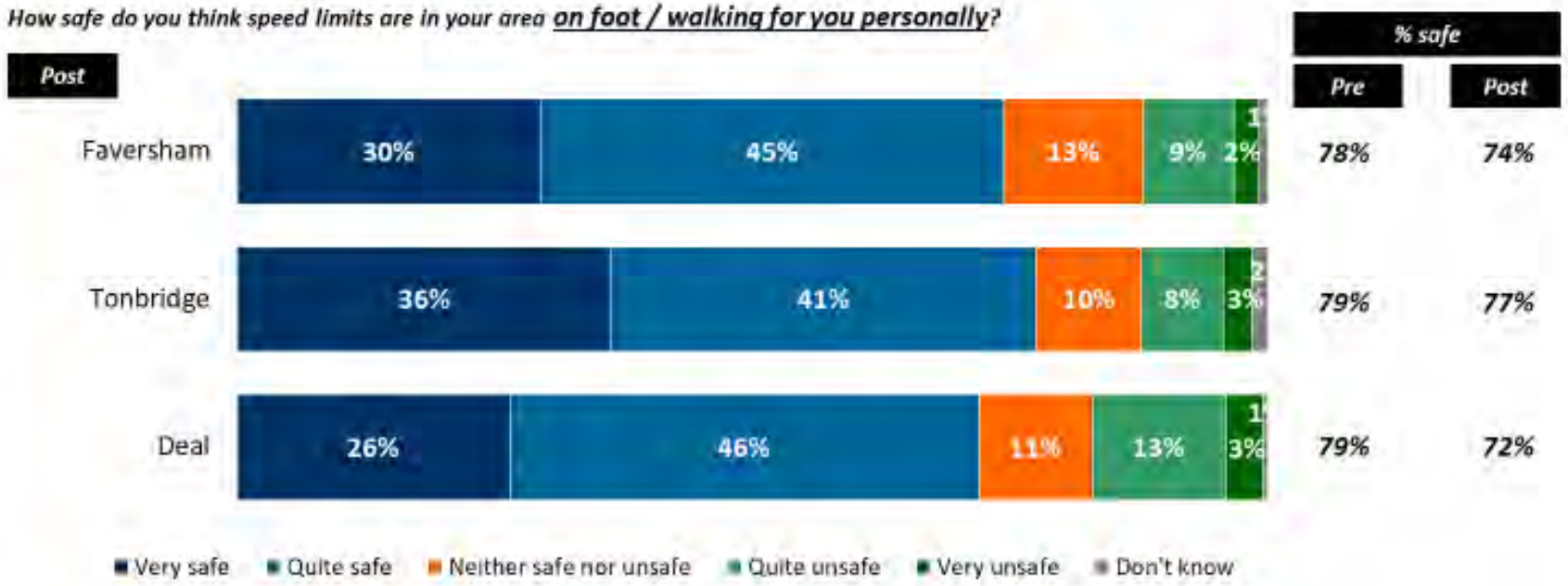


Base: all answering (1,538)

Perceived safety of speed limits in local area on foot / walking

- Broadly consistent proportions observed from the perspective of walking / travelling on foot with around three quarters considering speed limits in their local area to be safe. Perceptions are more consistent by area.
- There are no significant differences in response from the pre survey conducted.

How safe do you think speed limits are in your area <u>on foot / walking for you personally</u>?

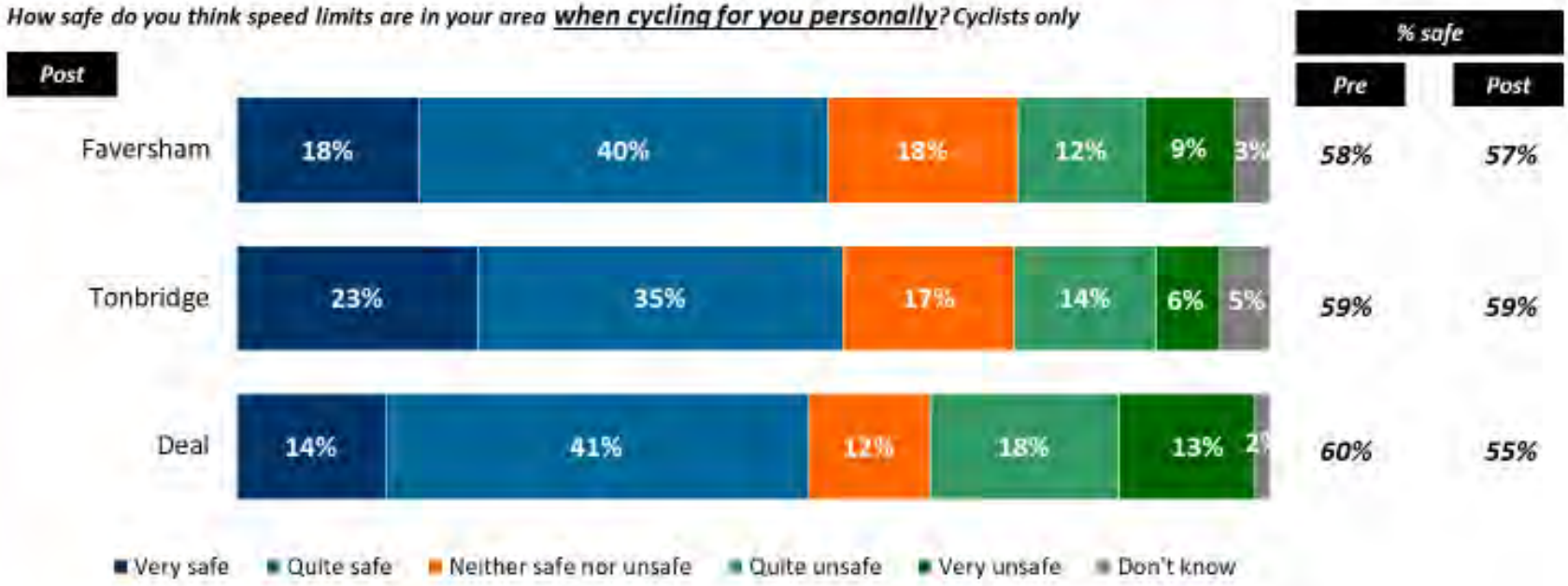


Base: all answering (1,787

Perceived safety of speed limits in local area when cycling

- Consistent with pre patterns, perceptions of safety are markedly lower in the context of cycling in the local area with just under six in ten considering them safe overall.
- Perceptions are broadly consistent by area with no significant differences in response from the pre survey conducted.

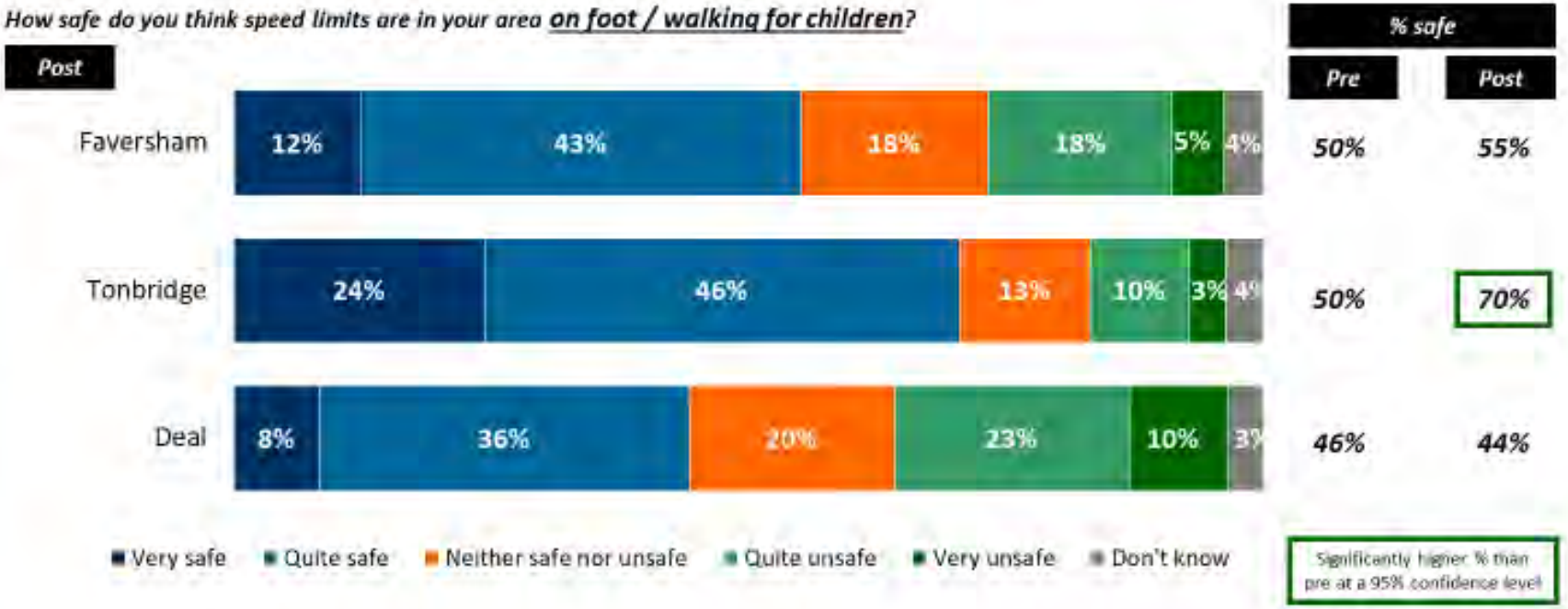
How safe do you think speed limits are in your area <u>when cycling for you personally</u>? Cyclists only



Base: all answering (663)

Perceived safety of speed limits in local area on foot / walking for children

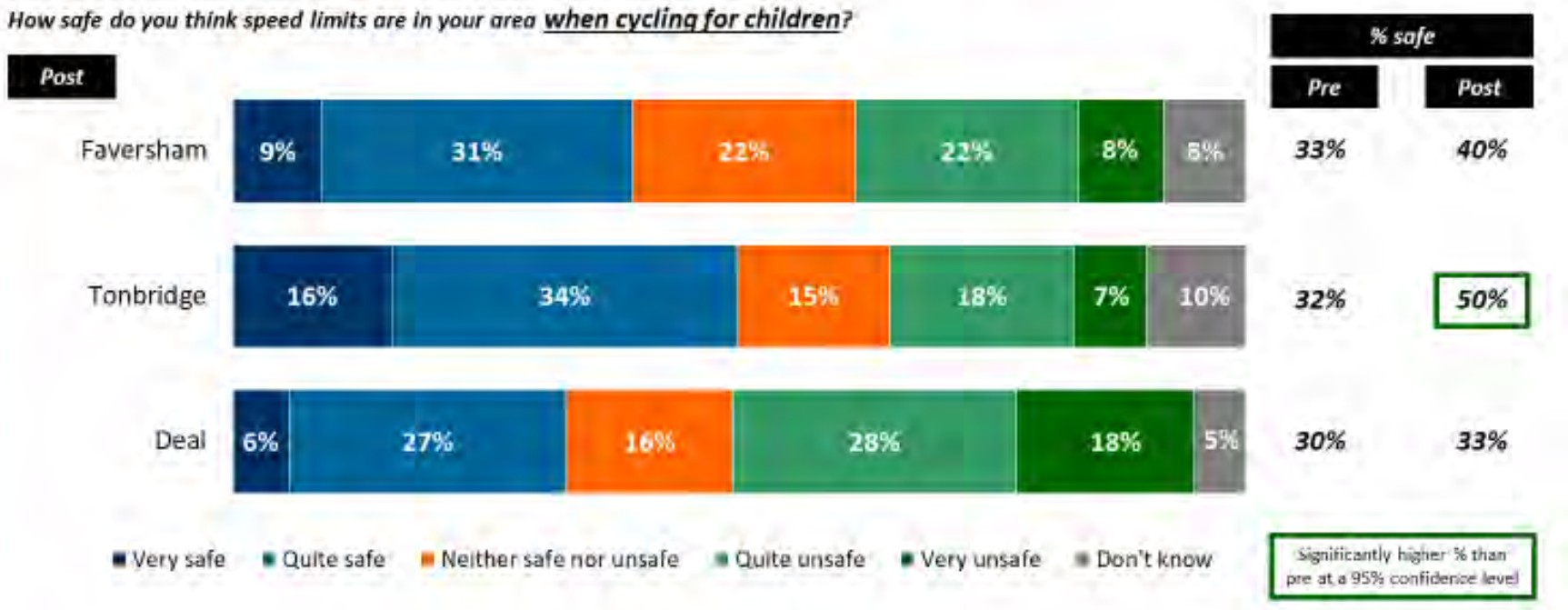
- Contrasting views per area with a marginal increase in the proportion considering limits safe in the context of children walking. As expected, Deal proportions are consistent between the pre and post surveys.
- A significantly higher proportion of Tonbridge residents consider limits safe for children walking. Please note however that this is largely due 16% indicating they were unsure in the pre survey.



Base: all answering (1,837)

Perceived safety of speed limits in local area when cycling for children

- Patterns are broadly consistent in the context of children cycling. A marginal increase in safety perceptions amongst Faversham residents and a significant increase in safety perceptions amongst Tonbridge residents.

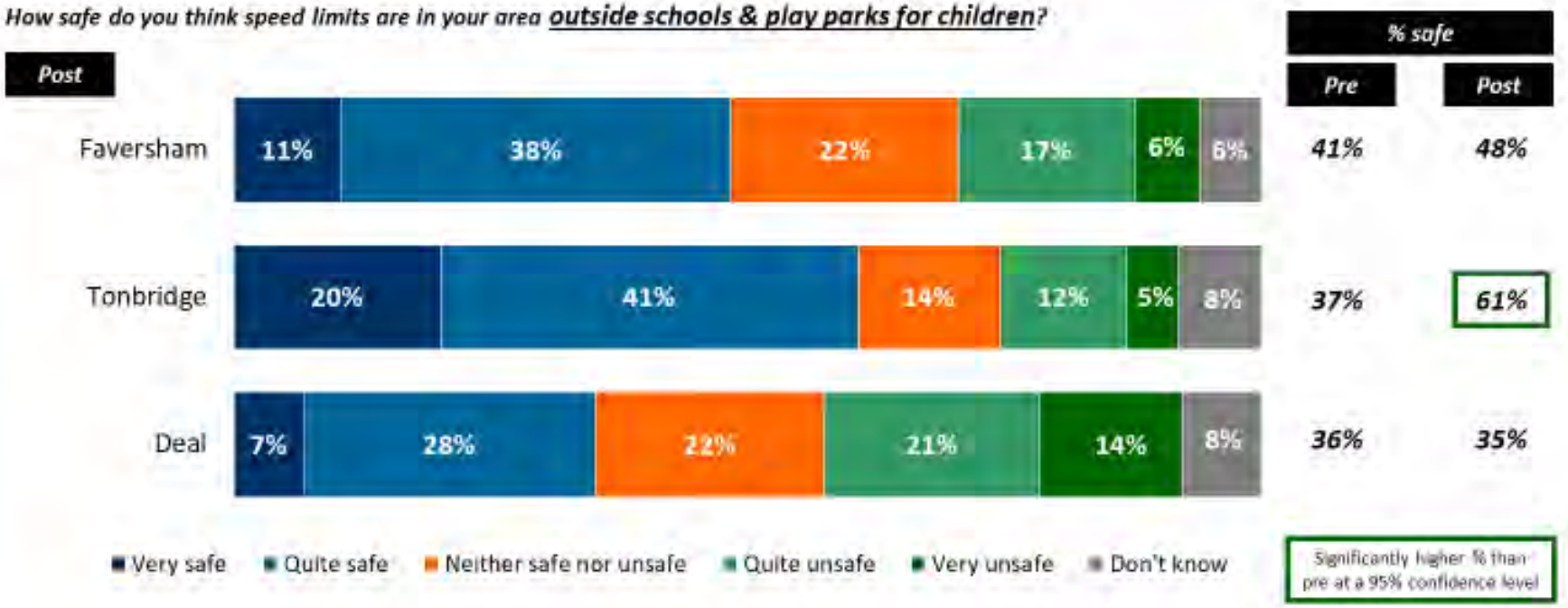


Base: all answering (1,837)

Perceived safety of speed limits in local area outside schools & play parks for children

- Patterns are broadly consistent in the context of children outside schools and play parks. A marginal increase in safety perceptions amongst Faversham residents and a significant increase in safety perceptions amongst Tonbridge residents.

How safe do you think speed limits are in your area outside schools & play parks for children?

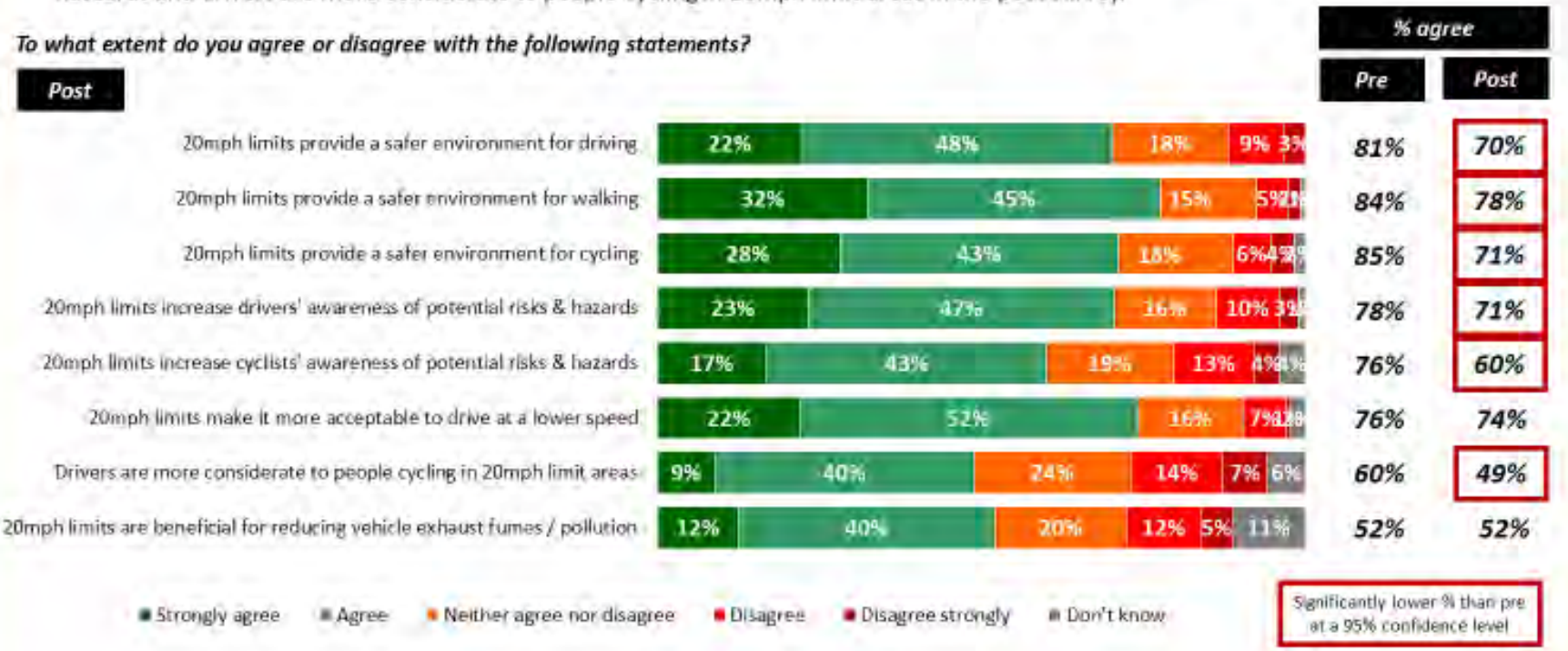


Base: all answering (1,837)

Perceived benefits of 20mph limits – Faversham only

- The majority agree with the benefits of 20mph limits in terms of safety, awareness and acceptability to drive at a lower speed.
- A significantly lower proportion agree 20mph limits provide a safer environment for road users, increase awareness of risks & hazards and drivers are more considerate to people cycling in 20mph limit areas in the post survey.

To what extent do you agree or disagree with the following statements?

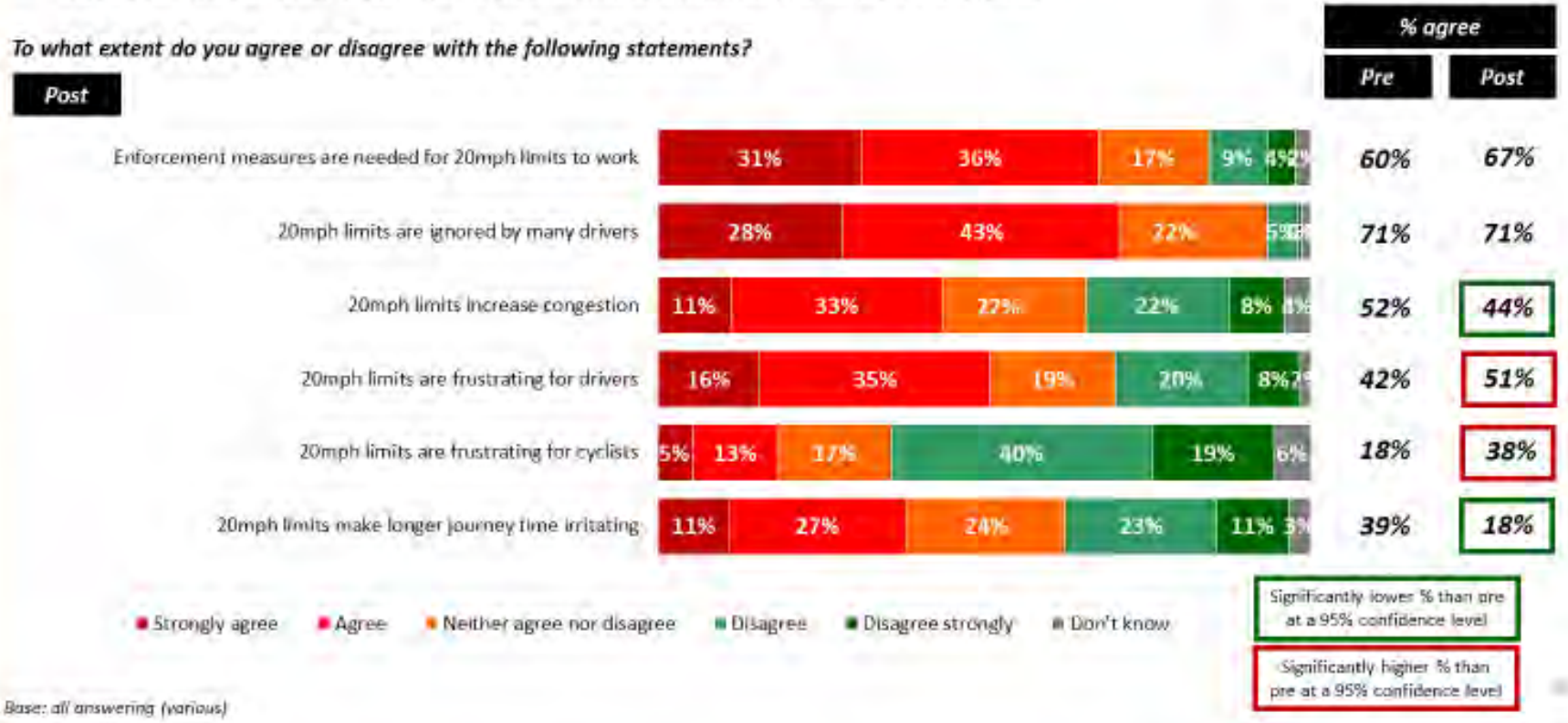


Base: all answering (various)

Perceived concerns of 20mph limits – Faversham only

- Perceptions of needing enforcement measures for limits to work and many drivers ignoring the limits remain high in the post survey.
- A significantly lower proportion agree 20mph limits increase congestion and makes longer journey times irritating in the post survey but a significantly higher proportion agree the limits are frustrating for drivers and cyclists.

To what extent do you agree or disagree with the following statements?

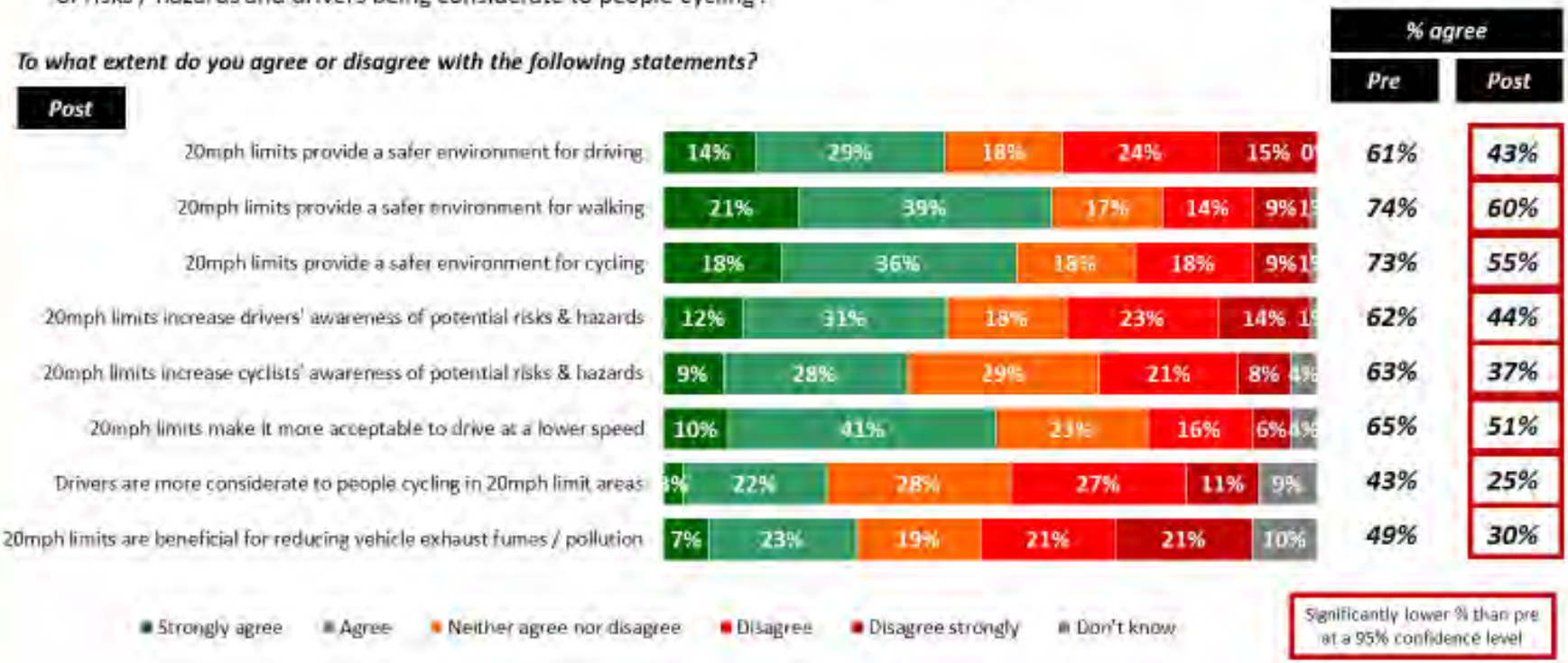


Base: all answering (various)

Perceived benefits of 20mph limits – Tonbridge only

- A significantly lower proportion of Tonbridge residents disagreed with all of the perceived benefits statements in the post survey.
- The proportion disagreeing is particularly high concerning perceptions of a safer driving environment, increasing cyclists' awareness of risks / hazards and drivers being considerate to people cycling .

To what extent do you agree or disagree with the following statements?



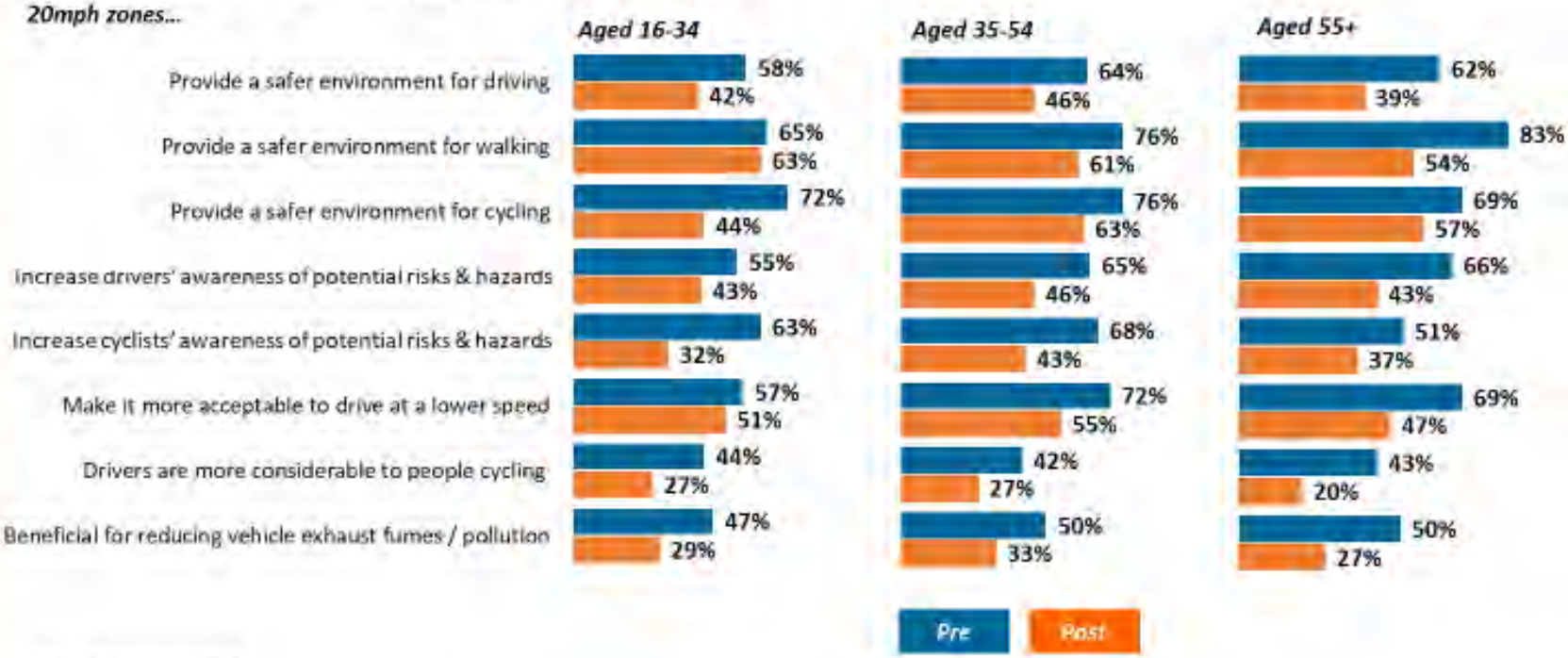
Base: all answering (various)

Perceived benefits of 20mph zone – Tonbridge only by age – Pre/Post

- Reductions in agreement are observed across the majority of statements across all three age groups of Tonbridge residents, but are mainly more striking amongst those aged 55 & over.

To what extent do you agree or disagree with the following statements...?

20mph zones...



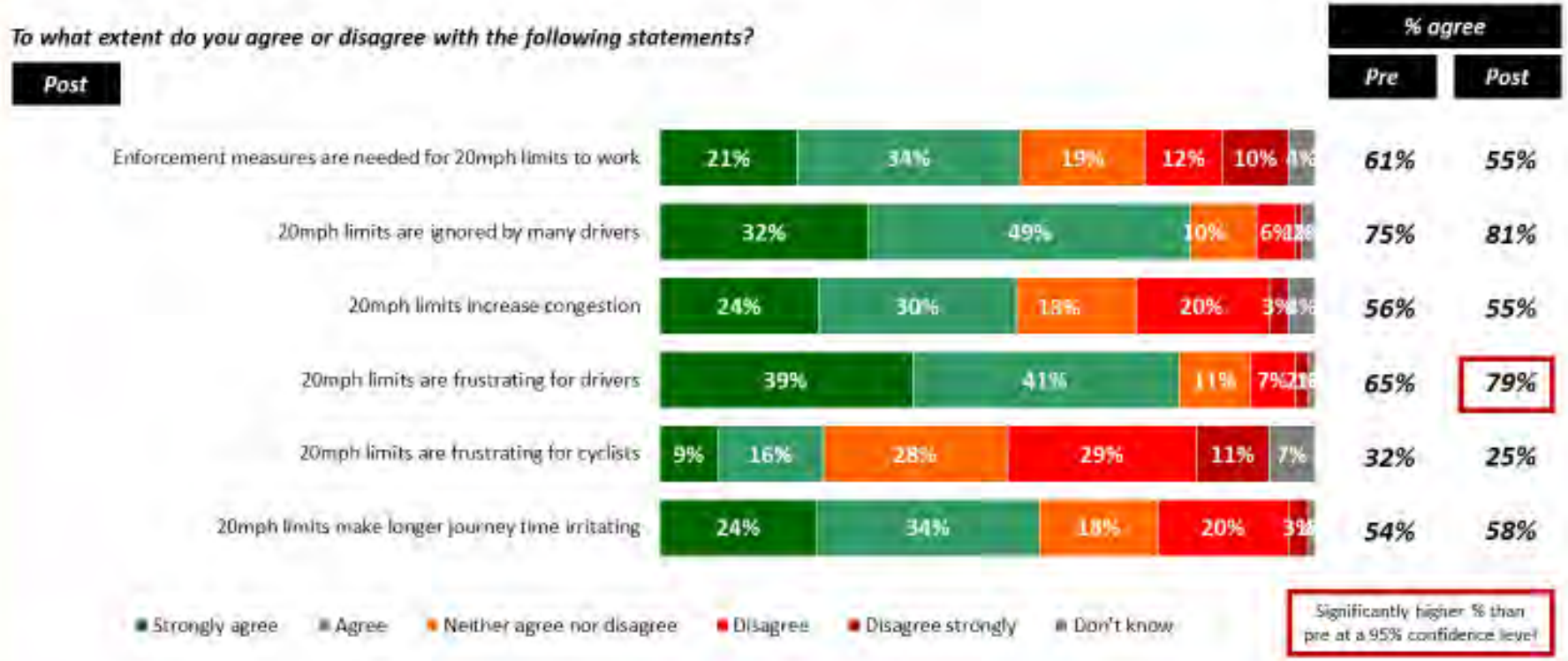
Base: all answering (625)

Perceived concerns of 20mph limits – Tonbridge only

- Perceptions of many drivers ignoring the limits remain high in the post survey and has increased from the pre survey.
- A significantly higher proportion agree the limits are frustrating for drivers.

To what extent do you agree or disagree with the following statements?

Post

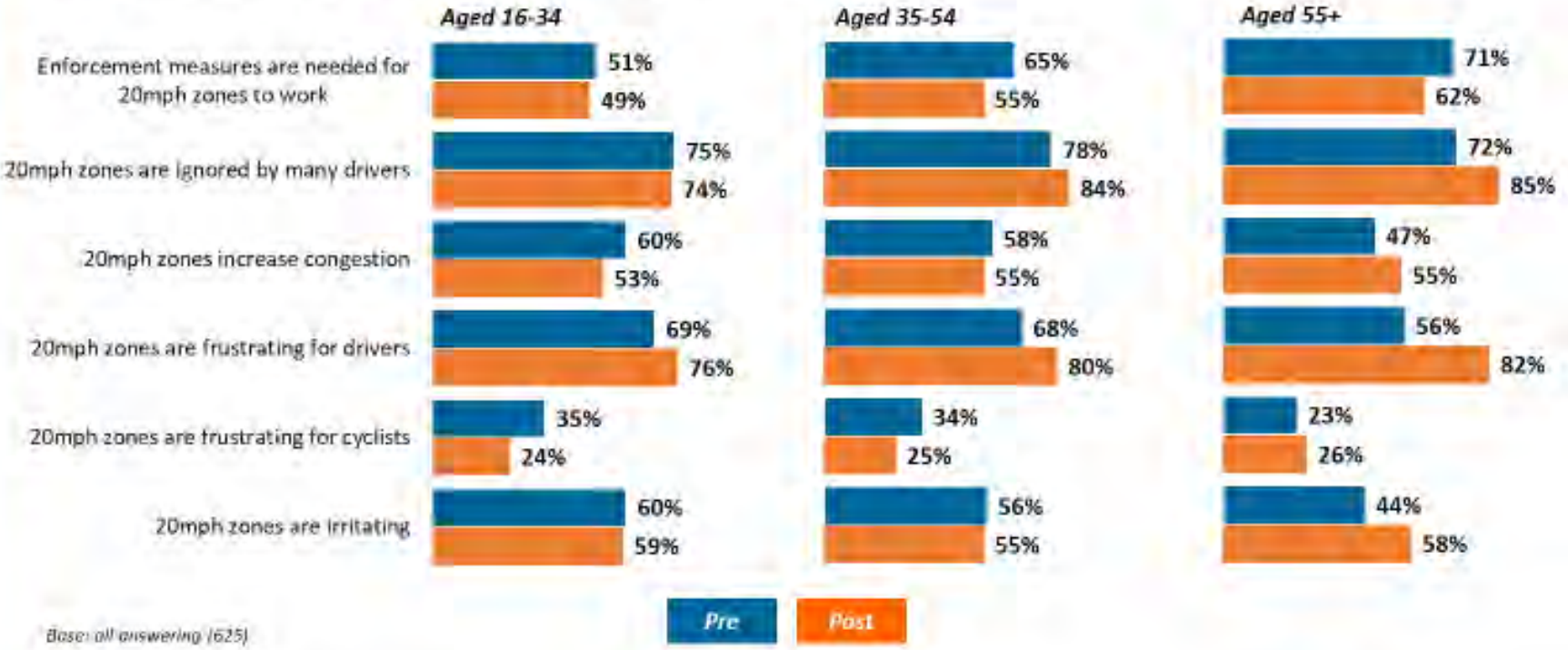


Base: all answering (various)

Perceived concerns of 20mph zone – Tonbridge only by age – Pre/Post

- High agreement proportions are observed across the majority of statements across all three age groups.
- Perceptions of the 20mph zones being ignored by many drivers, causing driver frustration and irritation amongst those aged 55 & over have increased from the pre survey.

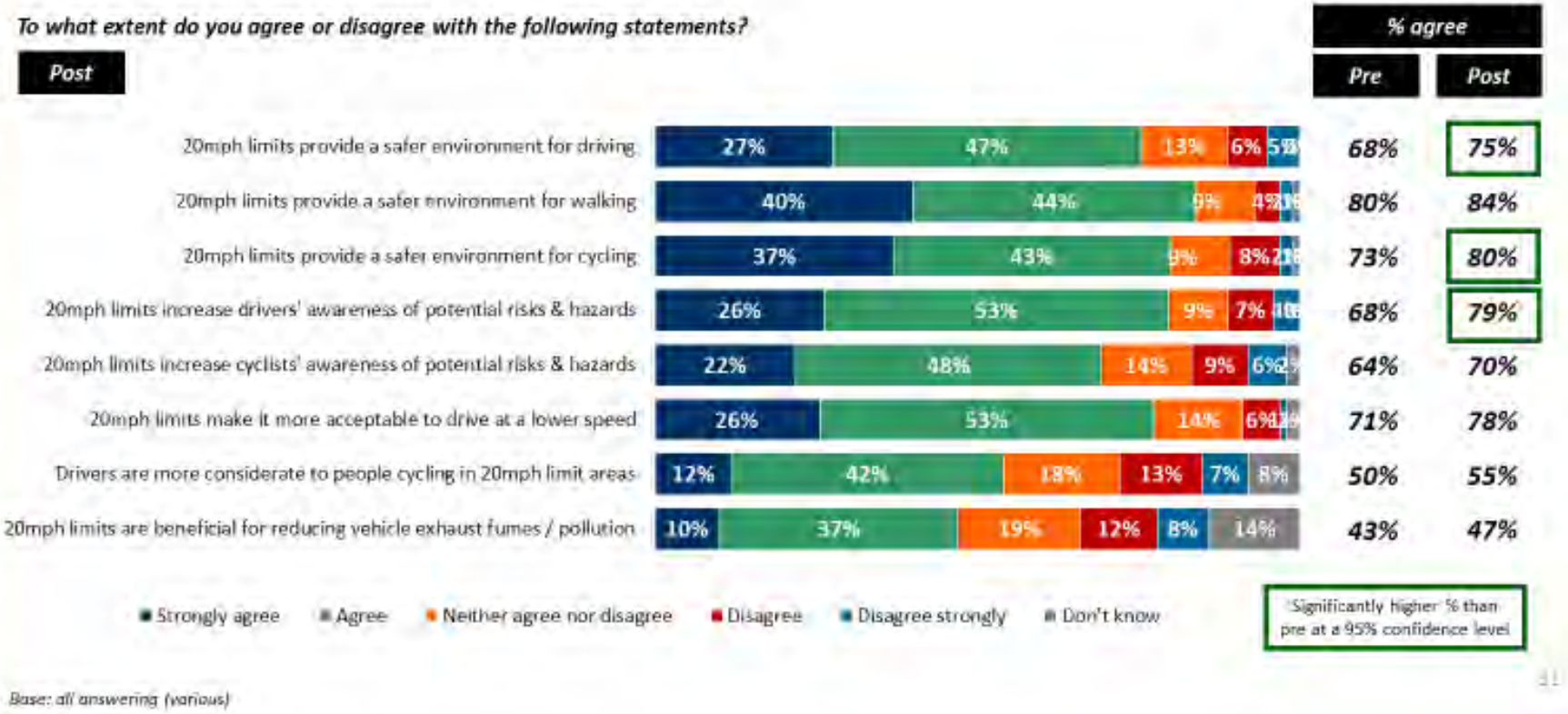
To what extent do you agree or disagree with the following statements...?



Base: all answering (625)

Perceived benefits of 20mph limits – Deal only

- In Deal, a significantly higher proportion agree 20mph limits provide a safer environment for driving and cycling and increase drivers' awareness of potential risks & hazards.

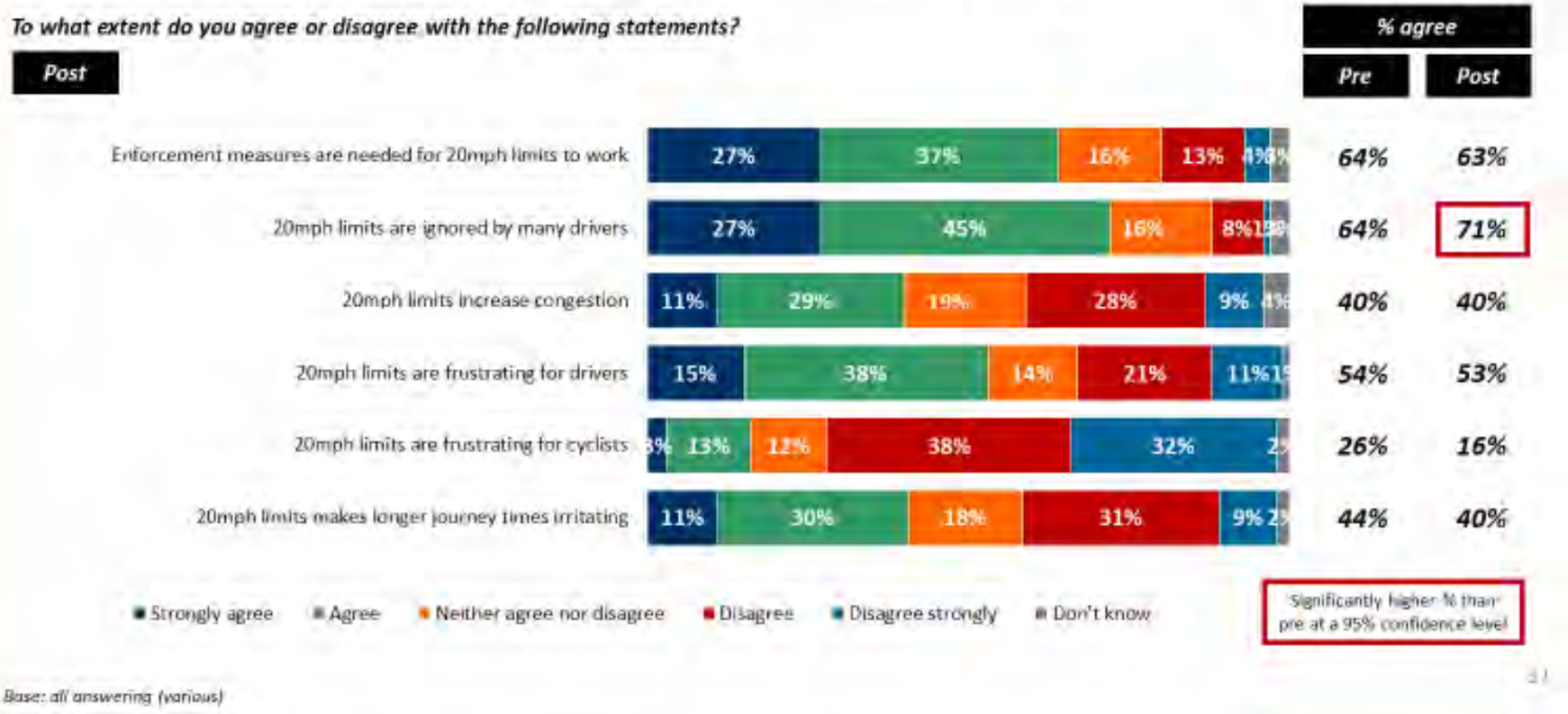


Base: all answering (various)

Perceived concerns of 20mph limits – Deal only

- A significantly higher proportion agree that 20mph limits are ignored by many drivers.
- A lower proportion agree with the other concerns regarding 20mph limits compared to Tonbridge residents.

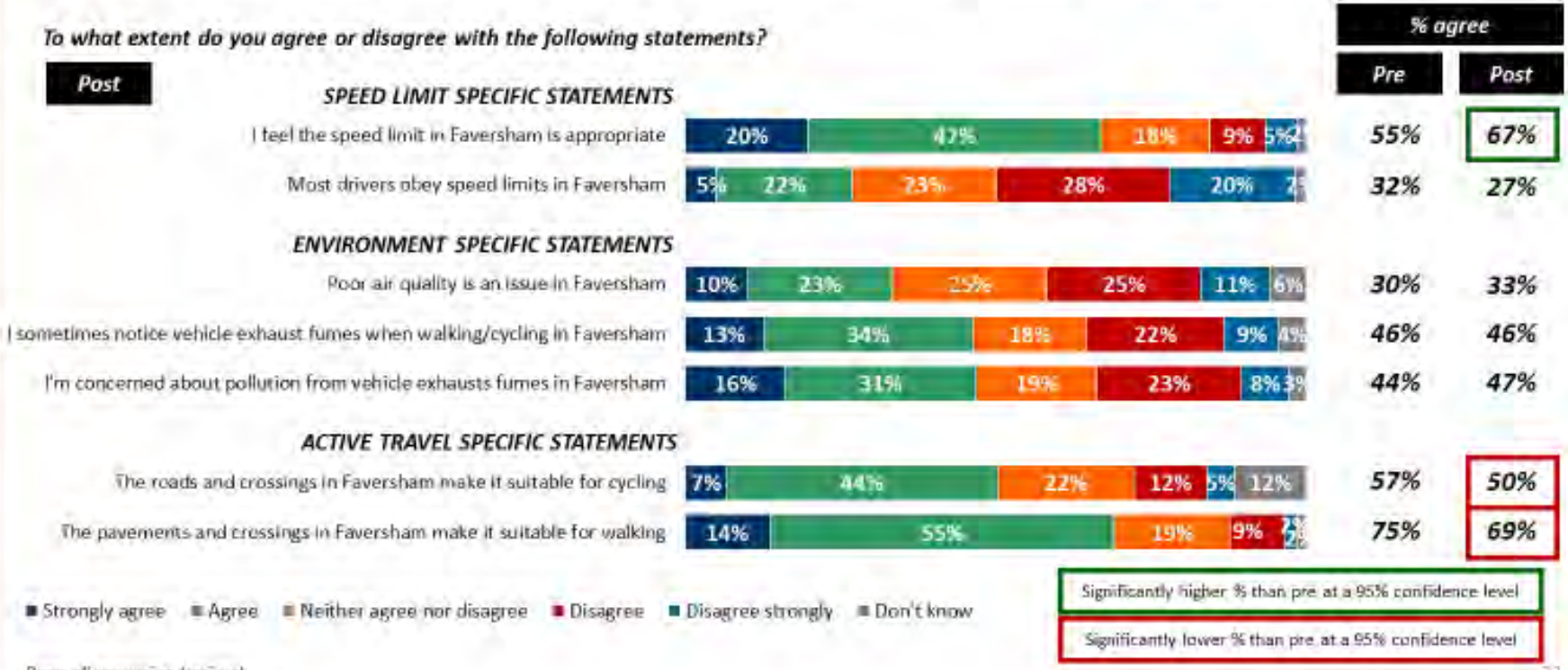
To what extent do you agree or disagree with the following statements?



Base: all answering (various)

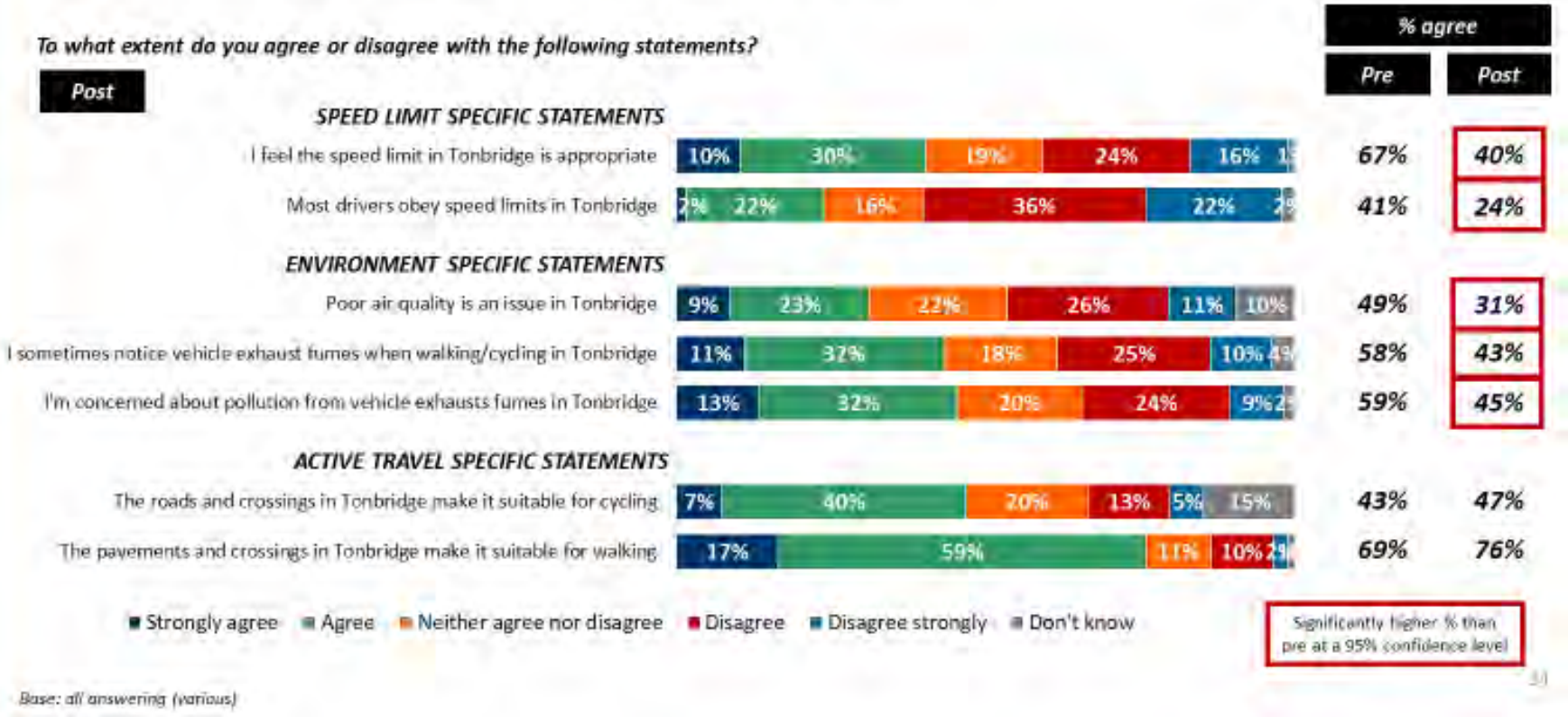
Perceptions of limits, environment & active travel – Faversham only

- A significantly higher proportion of Faversham residents agreed the speed limit in Faversham is appropriate. Whilst the proportion agreeing most drivers obey limits has reduced, it is not a significant drop.
- However, a significantly lower proportion agree roads, pavements and crossing make it suitable for walking and cycling in the post survey.



Perceptions of limits, environment & active travel – Tonbridge only

- Consistent with response to the perceived benefits of 20mph zones, a significantly lower proportion of Tonbridge residents disagreed with all speed limit and environment specific statements in the post survey.

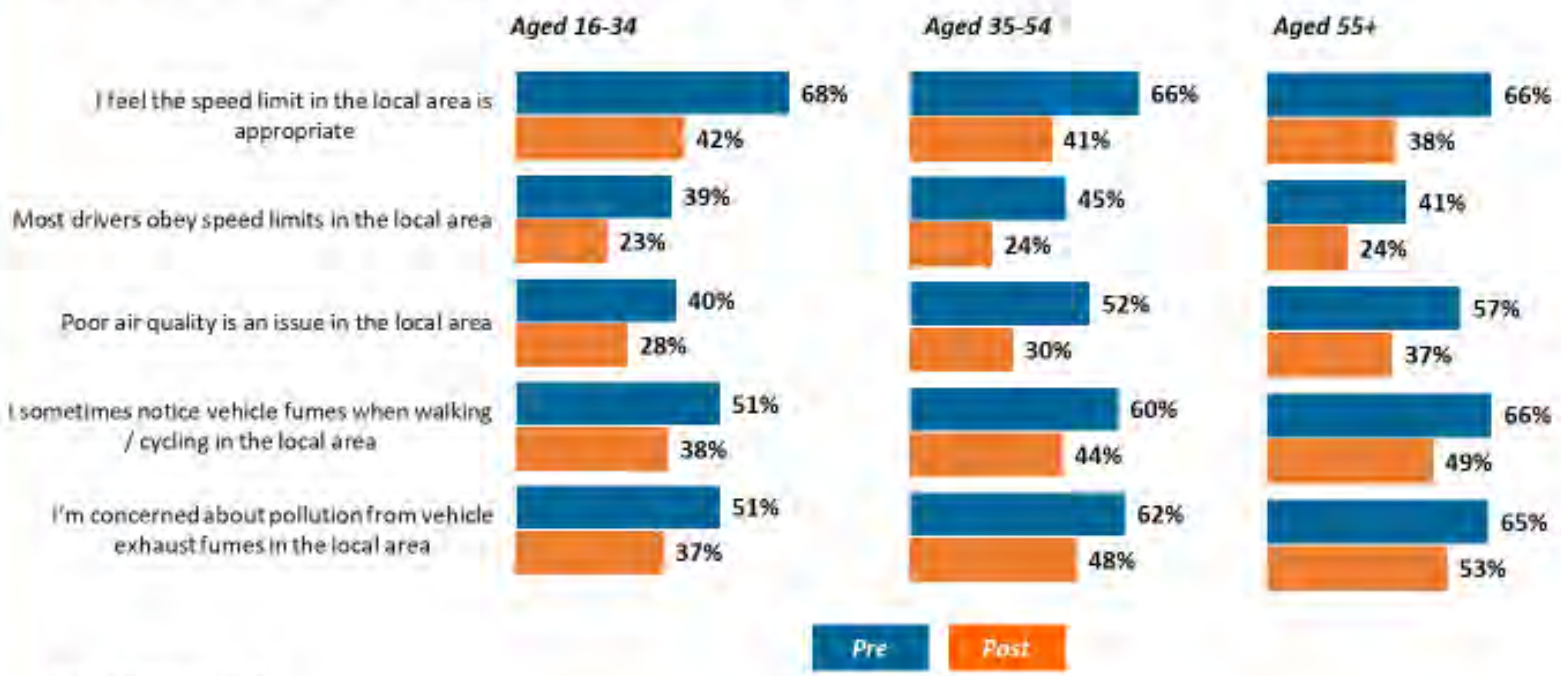


Base: all answering (various)

Perceptions of limits, environment & active travel – Tonbridge only by age – Pre/Post

- Reductions in agreement are observed across the majority of statements across all three age groups of Tonbridge residents.

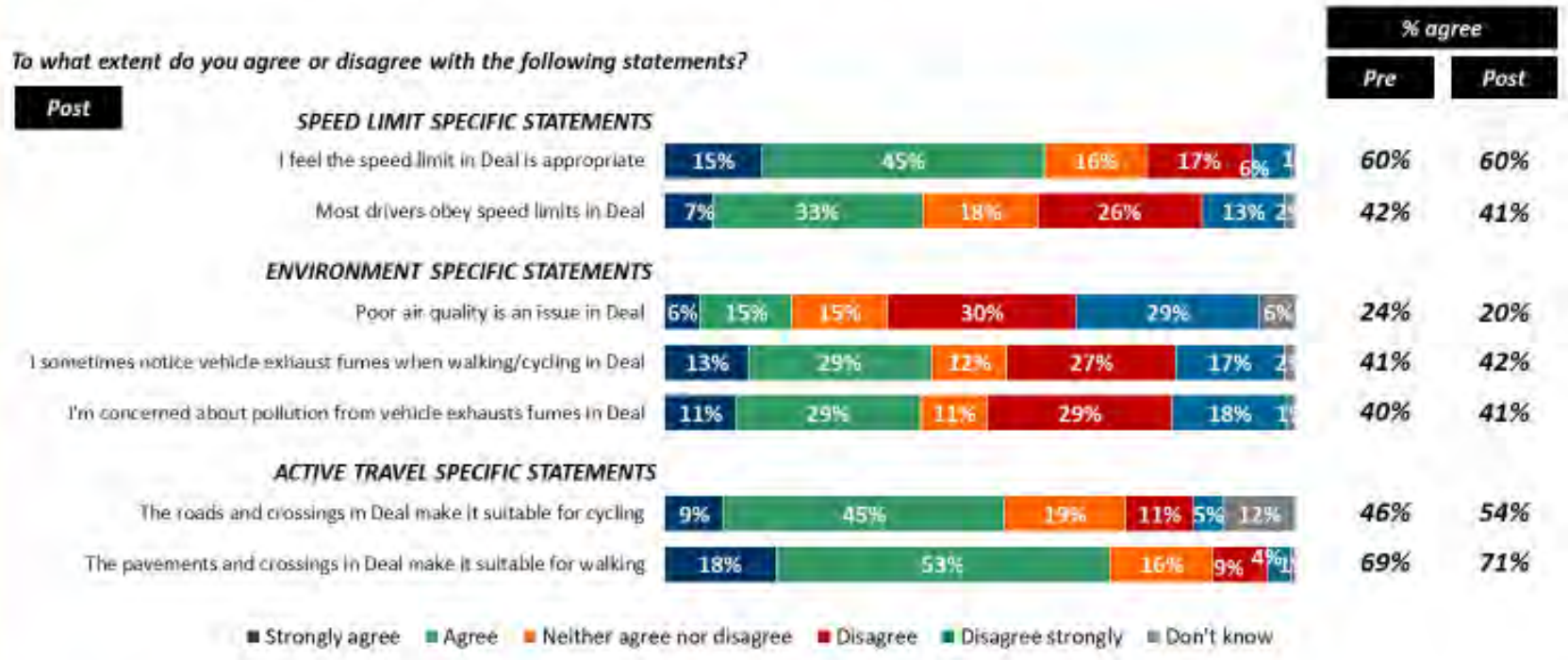
To what extent do you agree or disagree with the following statements...?



Base: all answering (625)

Perceptions of limits, environment & active travel – Deal only

- Perceptions amongst Deal residents are broadly consistent with the pre survey across all statements.



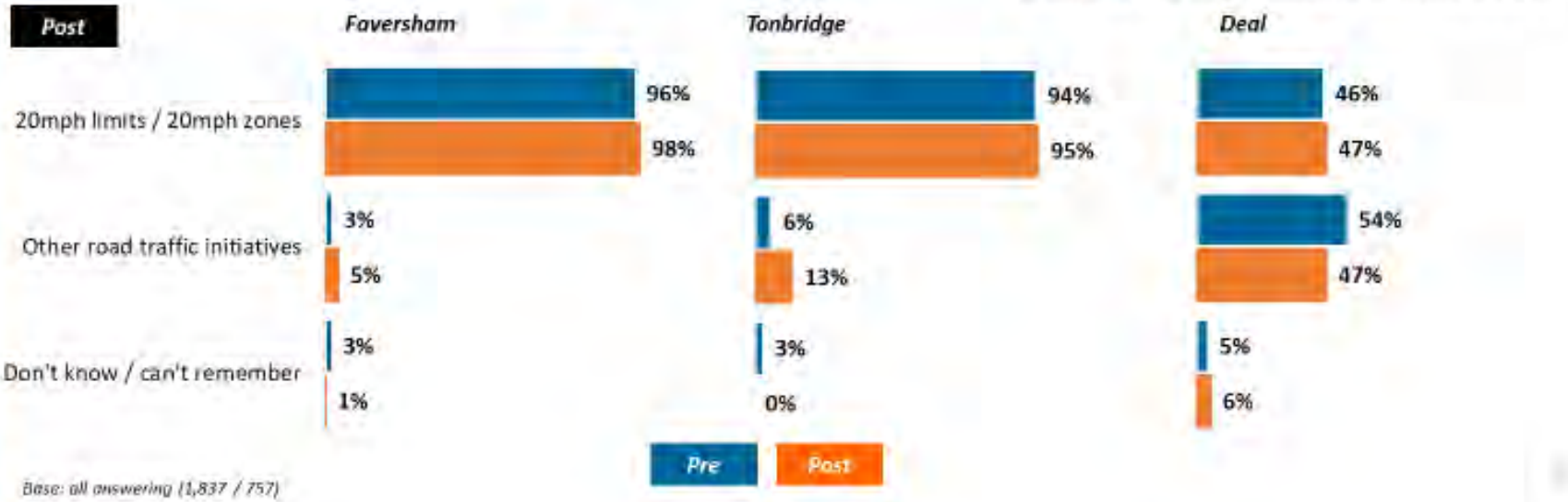
Base: all answering (various)

Awareness of new road traffic initiatives in local area

- The proportions indicating they had heard of new road traffic initiatives in the local area are broadly consistent with the pre survey; likely as a result of the delay in fielding the post survey impacted on perceptions of 'new initiatives'.
- Amongst those aware, the majority of residents noted they had heard of 20mph limits / zones.

% heard of new road traffic initiatives in local area	Faversham	Tonbridge	Deal
PRE SURVEY	69%	49%	26%
POST SURVEY	68%	44%	11%

Which new road traffic initiatives have you heard of?



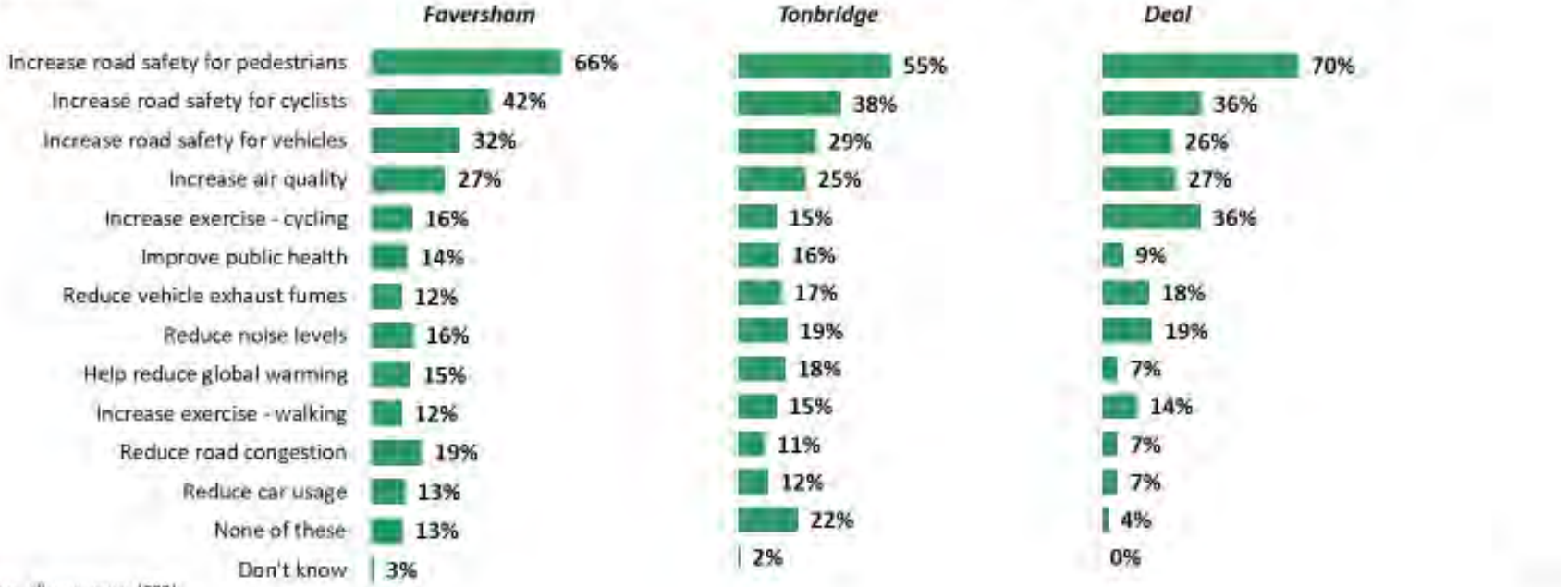
Base: all answering (1,837 / 757)

Perceived benefits of new road traffic initiatives

- Safety (for pedestrians, cyclists & vehicles) is seen as the main benefit of the new road traffic initiatives recalled. Perceptions of pedestrian safety is stronger in Faversham and Deal.
- A higher proportion of Tonbridge residents believe the traffic initiatives will not provide any of the listed benefits (consistent with trends observed in other metrics posed).

Post

Which of the following do you think are the main benefits of the traffic initiatives in your area?

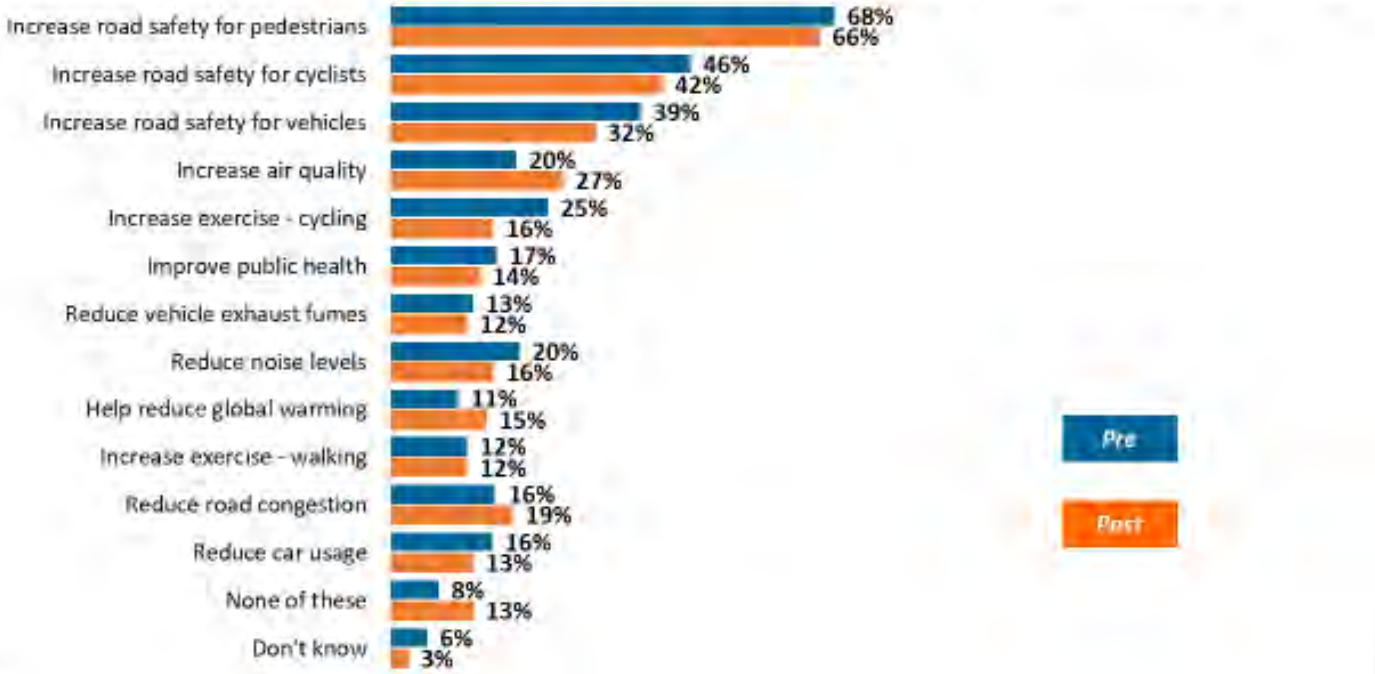


Base: all answering (699)

Perceived benefits of new road traffic initiatives – Faversham only pre/post

- Whilst the majority of perceived benefits are consistent in proportion in the pre and post survey, a higher proportion noted increasing air quality as a benefit.
- Road safety perceptions have marginally reduced.

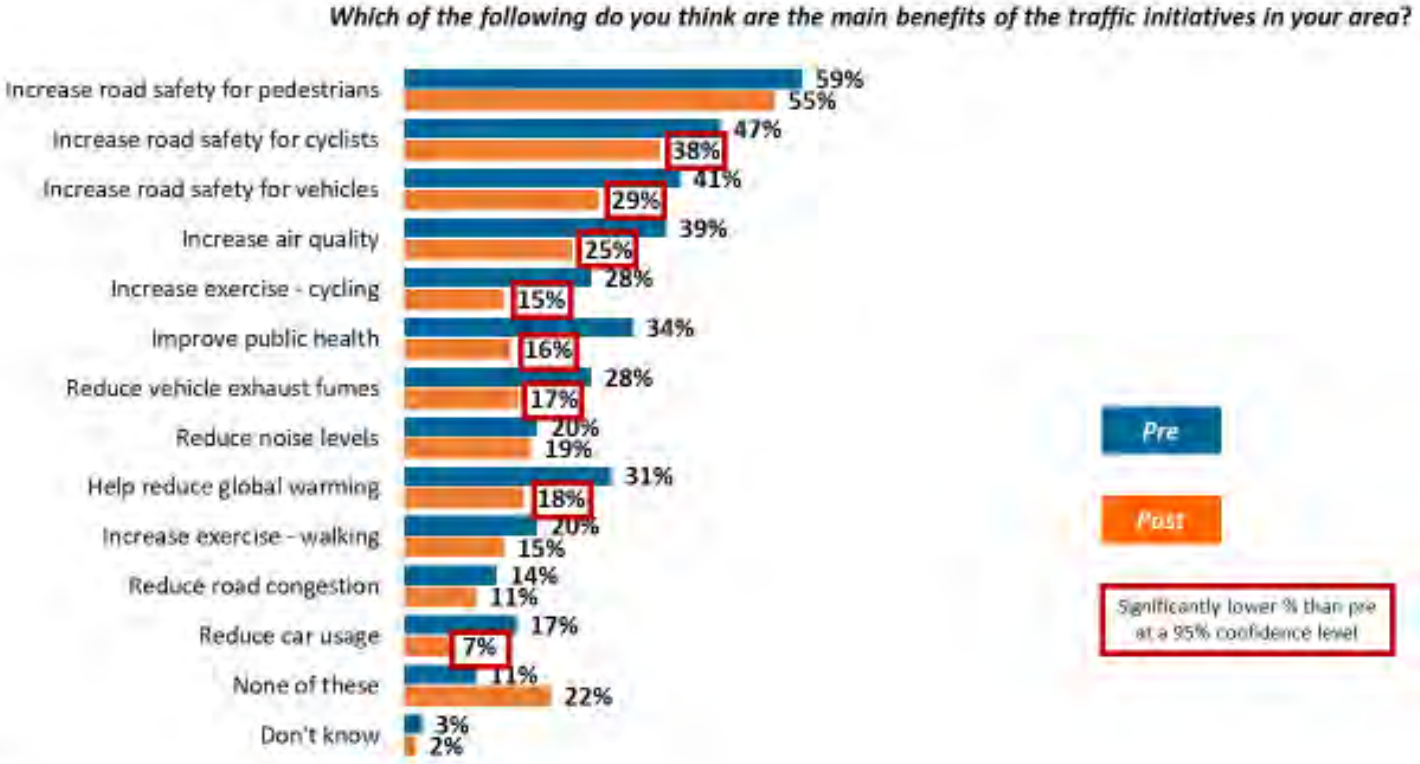
Which of the following do you think are the main benefits of the traffic initiatives in your area?



Base, all answering (406)

Perceived benefits of new road traffic initiatives – Tonbridge only pre/post

- Consistent with response to other metrics, a significantly lower proportion of Tonbridge residents noted the benefits of road safety for vehicles and cyclists, air quality, exercise, exhaust fume, global warming and car usage reductions.



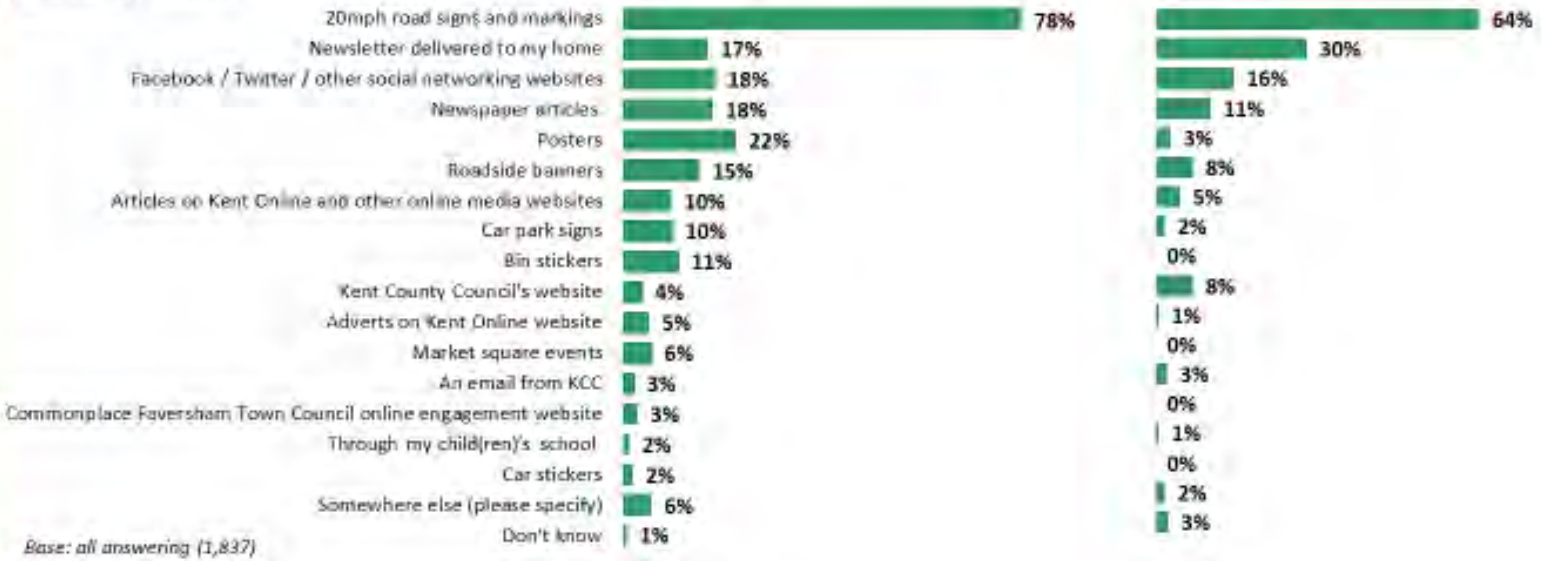
Base: all answering (263)

Awareness of 20mph zones / limits in local area

- There are no significant differences observed in terms of 'hearing information' (likely a result of the fieldwork timing).
- Road signs & markings are the main source of information as expected. 30% recalled newsletters being delivered to their home.

% heard about an introduction of 20mph zones / limits	Faversham	Tonbridge	Deal
PRE SURVEY	67%	65%	25%
POST SURVEY	74%	62%	6%

Post ***Where did you see this information?***

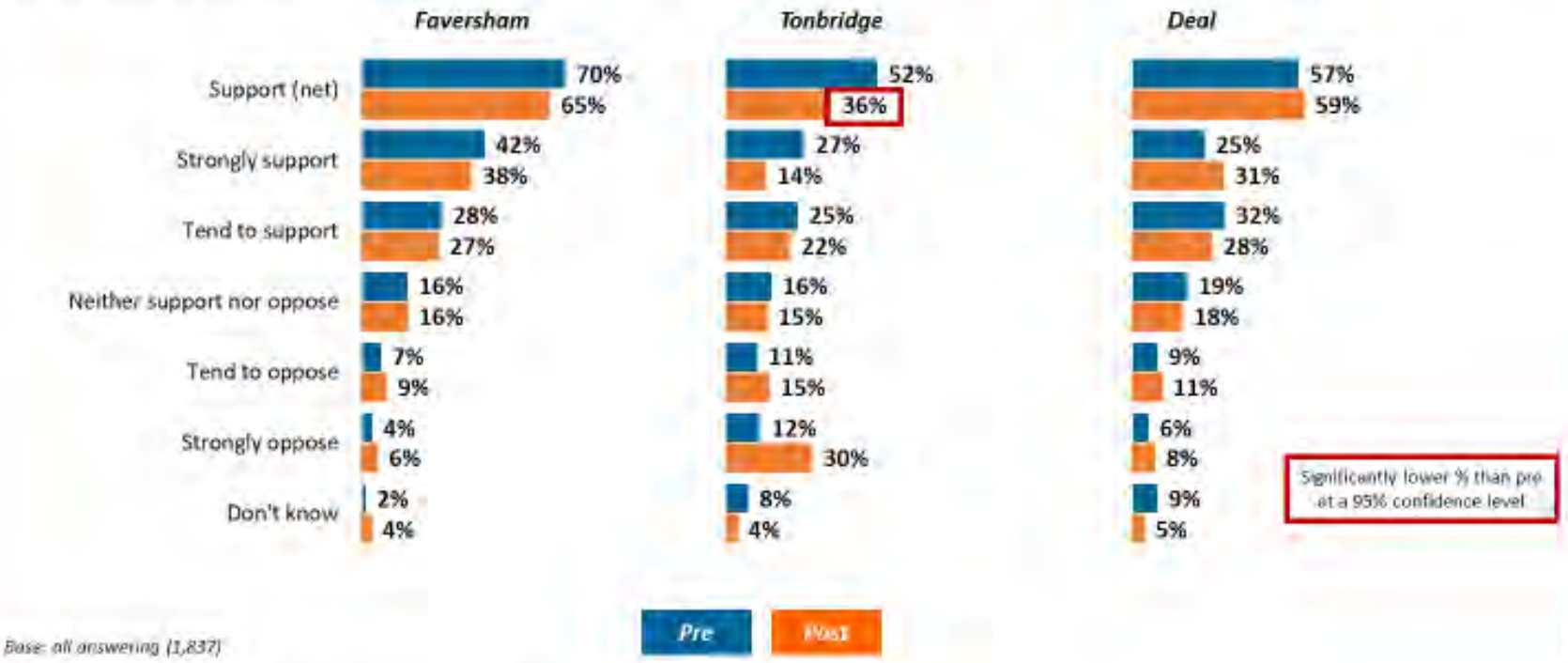


Base: all answering (1,837)

Support for 20mph zones / limits in local area – Pre/Post

- Overall support for 20mph limits has reduced marginally in Faversham, but not significantly.
- Support for the 20mph zones were lower in Tonbridge in the pre survey and has also significantly reduced in the post survey.

To what extent do you support or oppose a 20mph limit / zone?

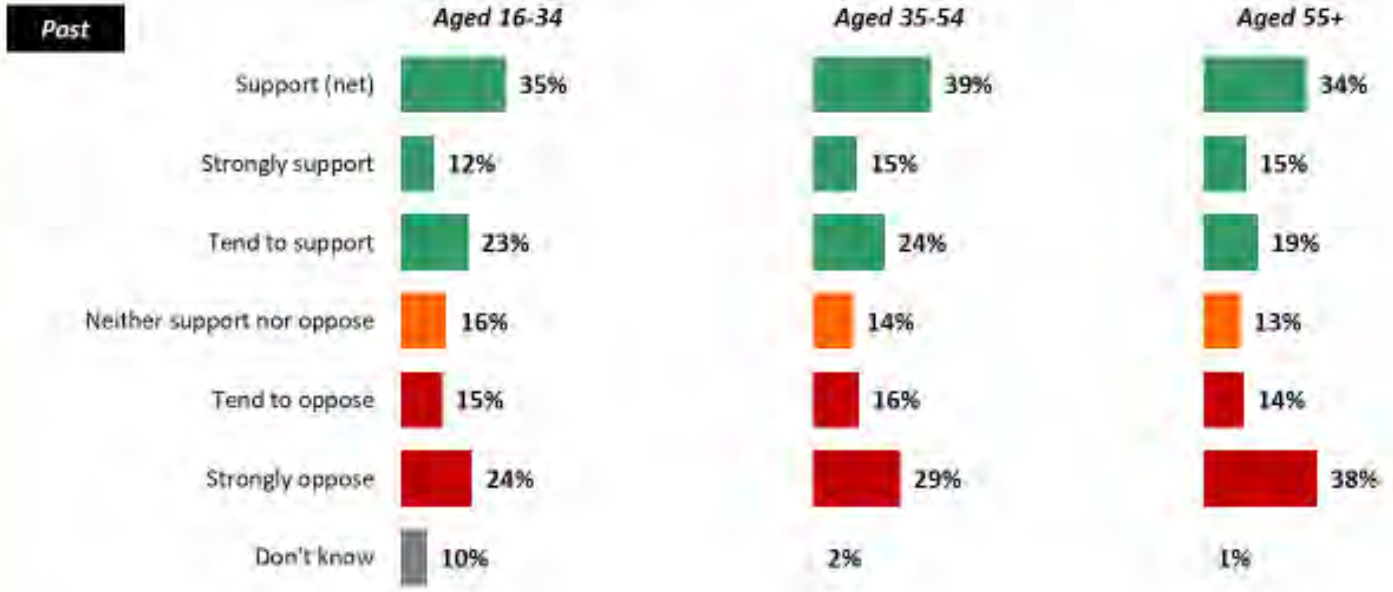


Base: all answering (1,837)

Support for 20mph zones / limits in local area – Tonbridge only by age

- Support is consistently low across all three age groups of Tonbridge residents.
- The proportion who strongly oppose is highest amongst residents aged 55 & over.

To what extent do you support or oppose a 20mph limit / zone?



Base: all answering (627)

Reasons for opinion on 20mph limits – Faversham only

- 66% recorded at least one positive supporting comment (a reduction from 77% in the pre survey) - Safety continues to be the main perceived benefit of 20mph limits in Faversham; at an overall level as well as children specifically and those travelling on foot.
- 5% spontaneously mentioned the benefit to the environment / reducing pollution.

2020: AT LEAST ONE POSITIVE MENTION (77%)
2021: AT LEAST ONE POSITIVE MENTION (66%)

Why do you support or oppose a 20mph limit?

Base: all answering (582)

Reasons for opinion on 20mph limits – Faversham only

- 35% recorded at least one concern in Faversham (an increase from 35% in the pre survey).
- The two overarching concerns surround the infrastructure / design / blanket approach to the 20mph limit area as well as the reaction / behaviour of road users as a result of its implementation

2020: AT LEAST ONE CONCERN (26%)
2021: AT LEAST ONE CONCERN (35%)

Why do you support or oppose a 20mph limit?

Base: all answering (582)

Reasons for opinion on 20mph zones – Tonbridge only

- 52% recorded at least one positive supporting comment (a reduction from 58% in the pre survey) - Safety in relation to children / school as well as more generally continues to be the main perceived benefit of 20mph limits in Tonbridge. A proportion also recognise 20mph zones are needed in built up / high footfall areas.

2020: AT LEAST ONE POSITIVE MENTION (58%)
2021: AT LEAST ONE POSITIVE MENTION (52%)

Why do you support or oppose a 20mph limit?

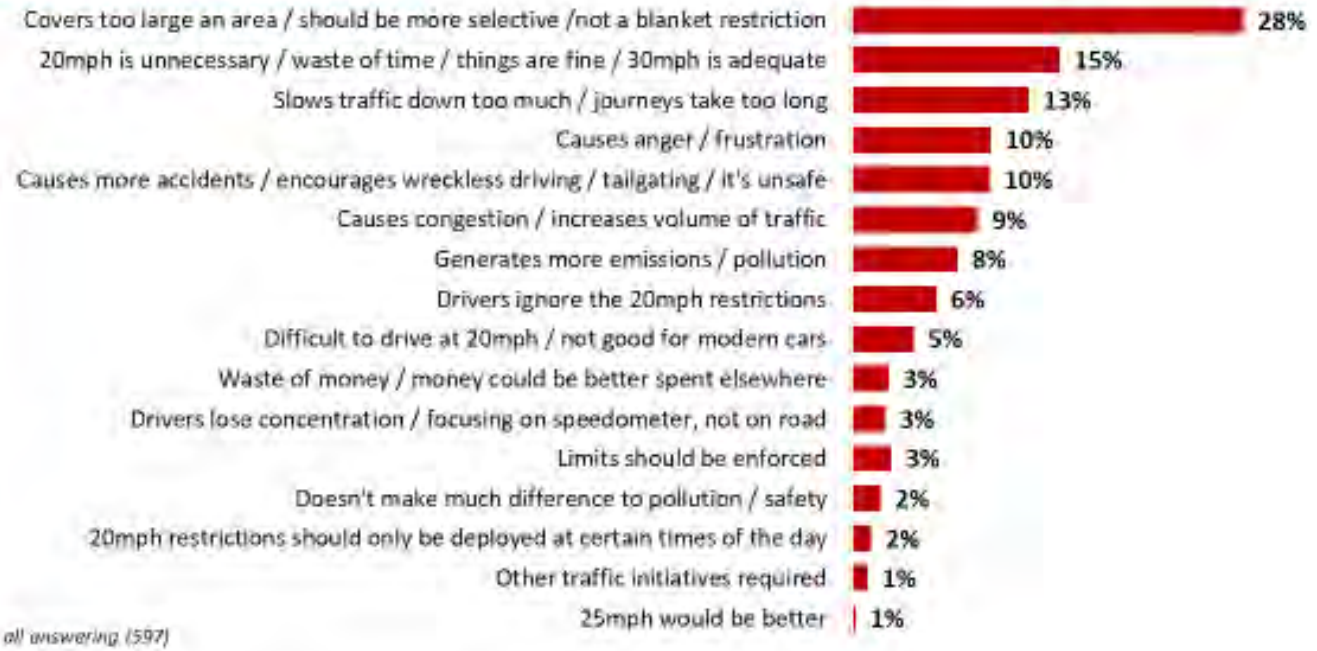
Base: all answering (597)

Reasons for opinion on 20mph zones – Tonbridge only

- 66% recorded at least one concern in Tonbridge; a significant increase from the pre survey
- The dominant concern is the infrastructure / design / blanket approach to the 20mph limit area, followed by references to whether a reduction from 30mph is needed and the perceived impact the zones have on traffic / journey times.

2020: AT LEAST ONE CONCERN (43%)
2021: AT LEAST ONE CONCERN (66%)

Why do you support or oppose a 20mph limit?

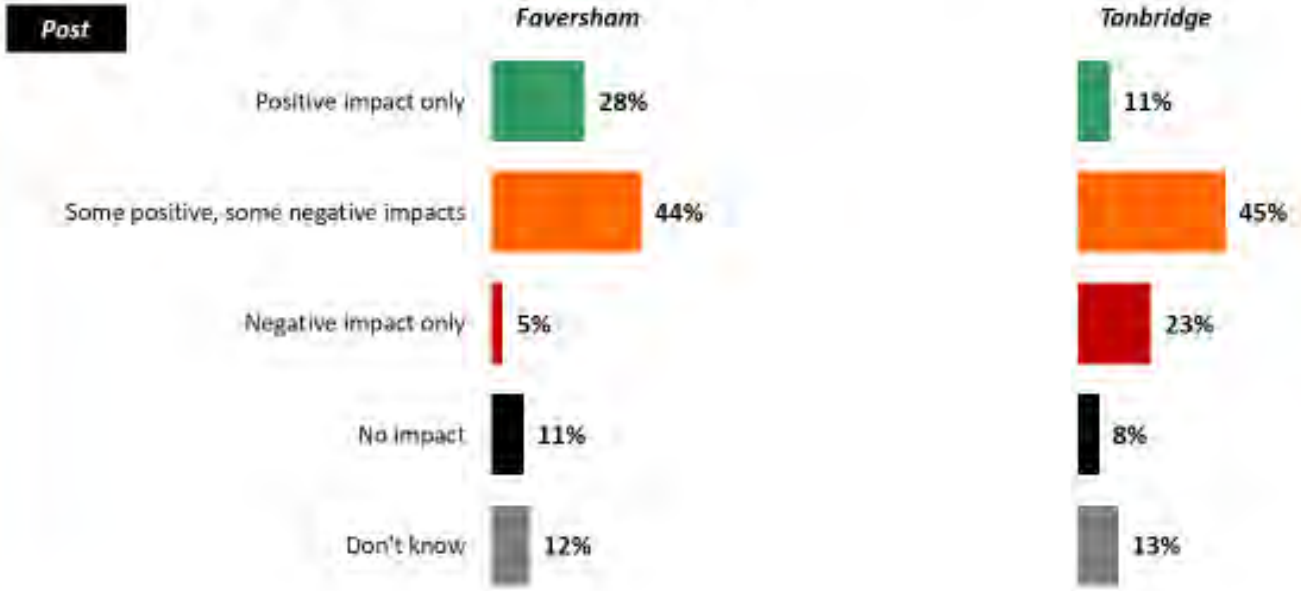


Base: all answering (597)

Perceived impact of 20mph scheme on residents in local area

- Just over a quarter of Faversham residents (28%) consider the scheme to have had a positive impact on the area; 44% consider it to have some positive and negative impacts.
- Perceptions of resident impact are less positive amongst Tonbridge residents with 23% rating the scheme as having only a negative impact and 45% believing it has had some positive and negative impacts.

How do you think the scheme has impacted on residents in the local area?

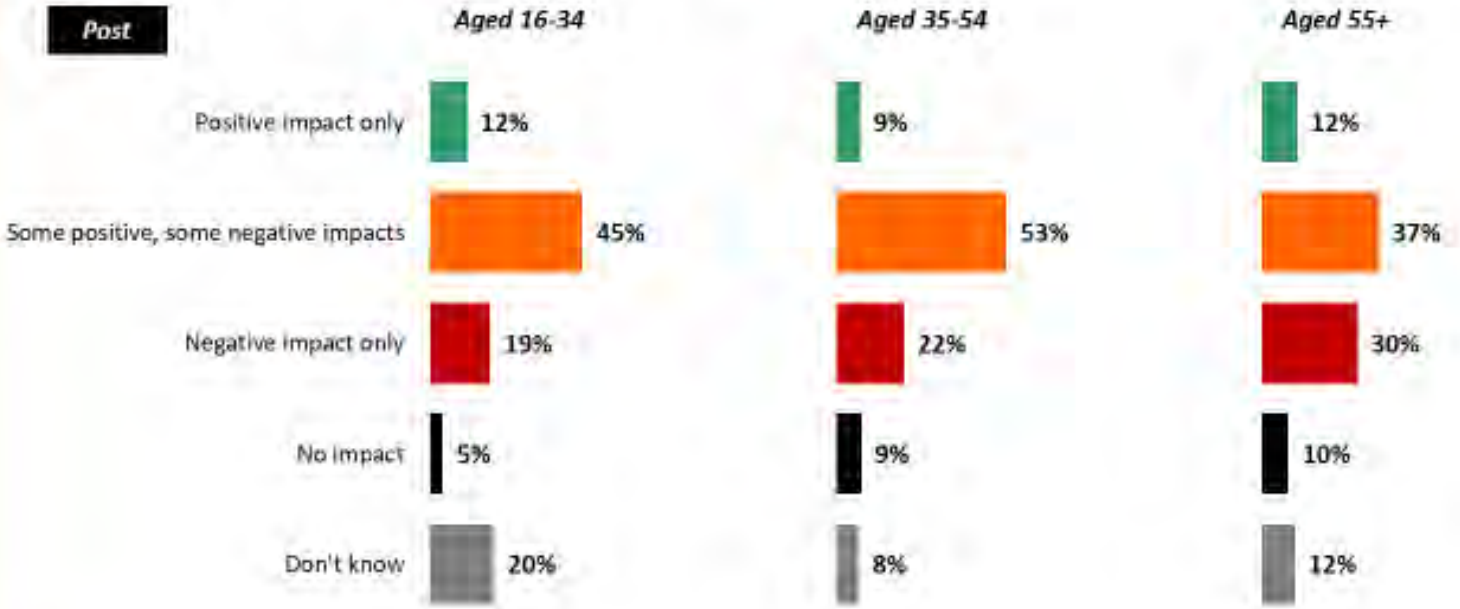


Base: all answering (1,236)

Perceived impact of 20mph scheme on residents in local area – Tonbridge only by age

- Perceptions are broadly consistent across all three age groups of Tonbridge residents. However, the proportion who consider the 20mph scheme to have had only a negative impact is highest amongst resident aged 55 & over.

How do you think the scheme has impacted on residents in the local area?

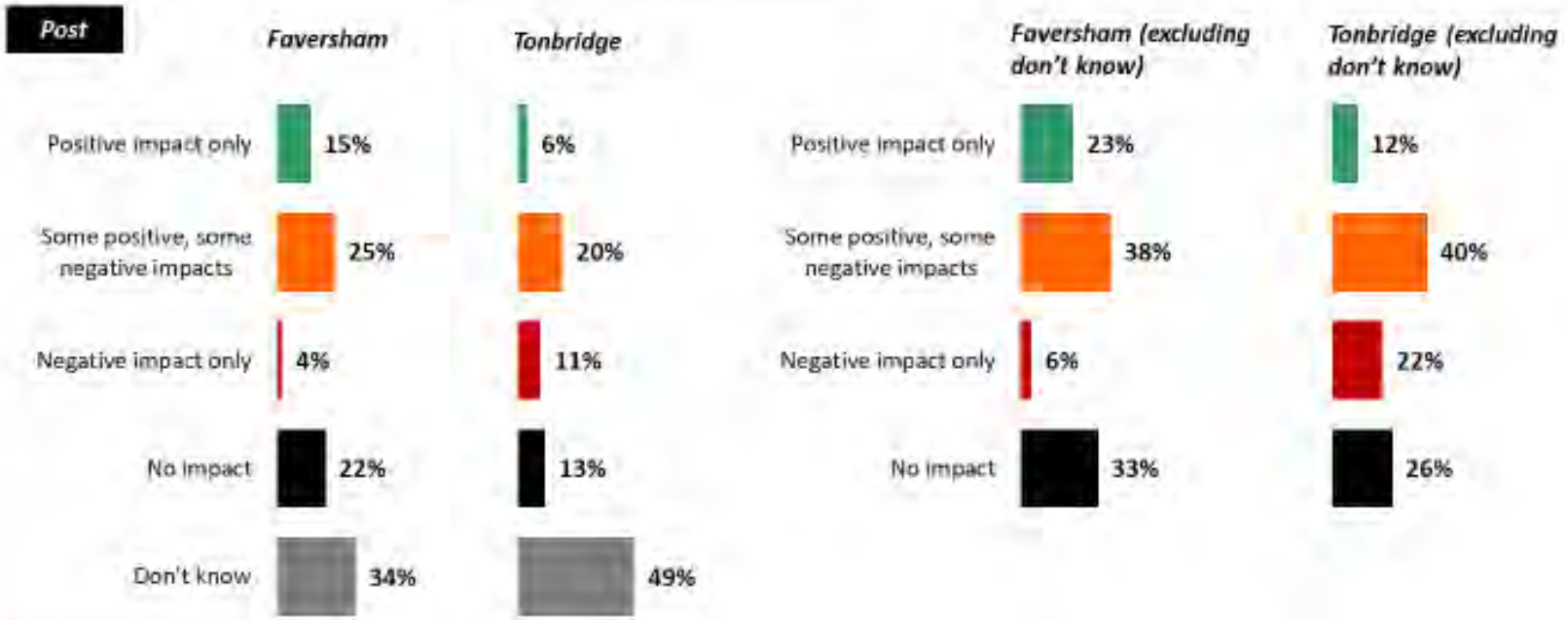


Base: all answering (627)

Perceived impact of 20mph scheme on businesses in local area

- A significant proportion in both areas indicate they are unsure of the scheme's impact on businesses.
- Based on those with an opinion only, perceptions are more positive amongst Faversham residents (23% positive, 38% mixed) compared to Tonbridge residents (12% positive, 40% mixed).

How do you think the scheme has impacted on businesses in the local area?

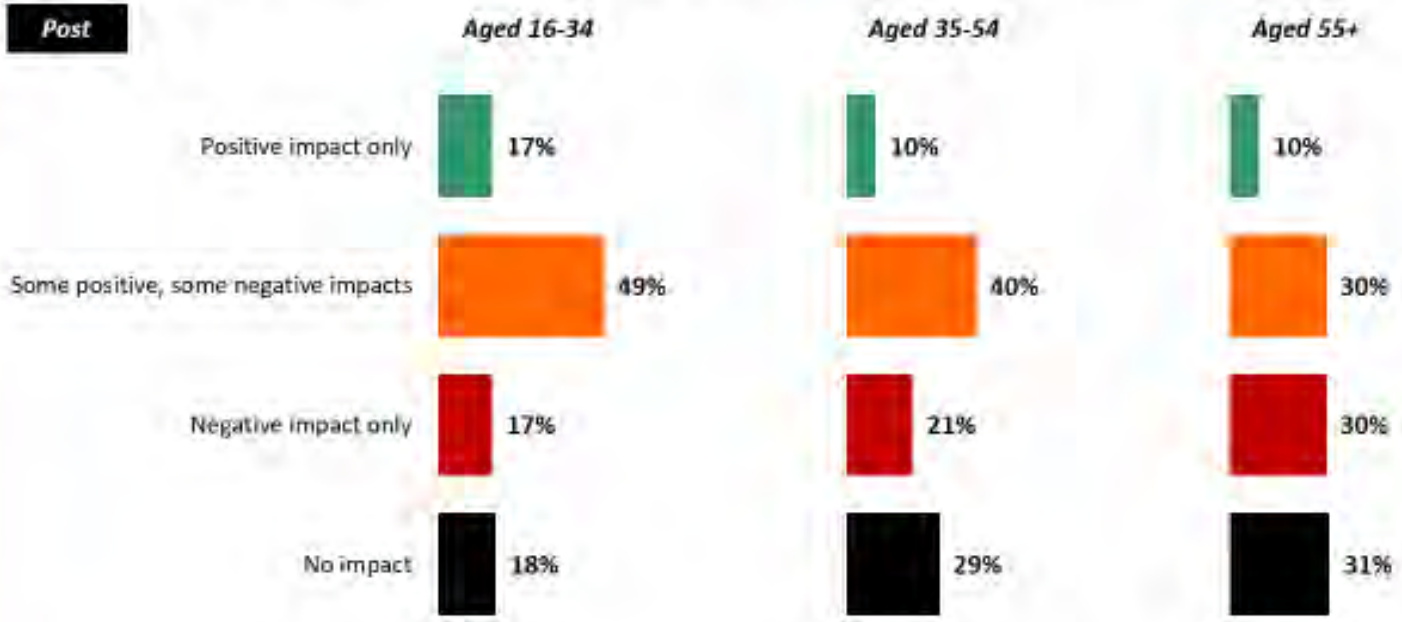


Base: all answering (1,231)

Perceived impact of scheme on businesses in local area – Tonbridge only by age

- Perceptions are broadly consistent across all three age groups of Tonbridge residents. However, the proportion who consider the 20mph scheme to have had only a negative impact is highest amongst resident aged 55 & over.

How do you think the scheme has impacted on residents in the local area? **Excluding don't know**

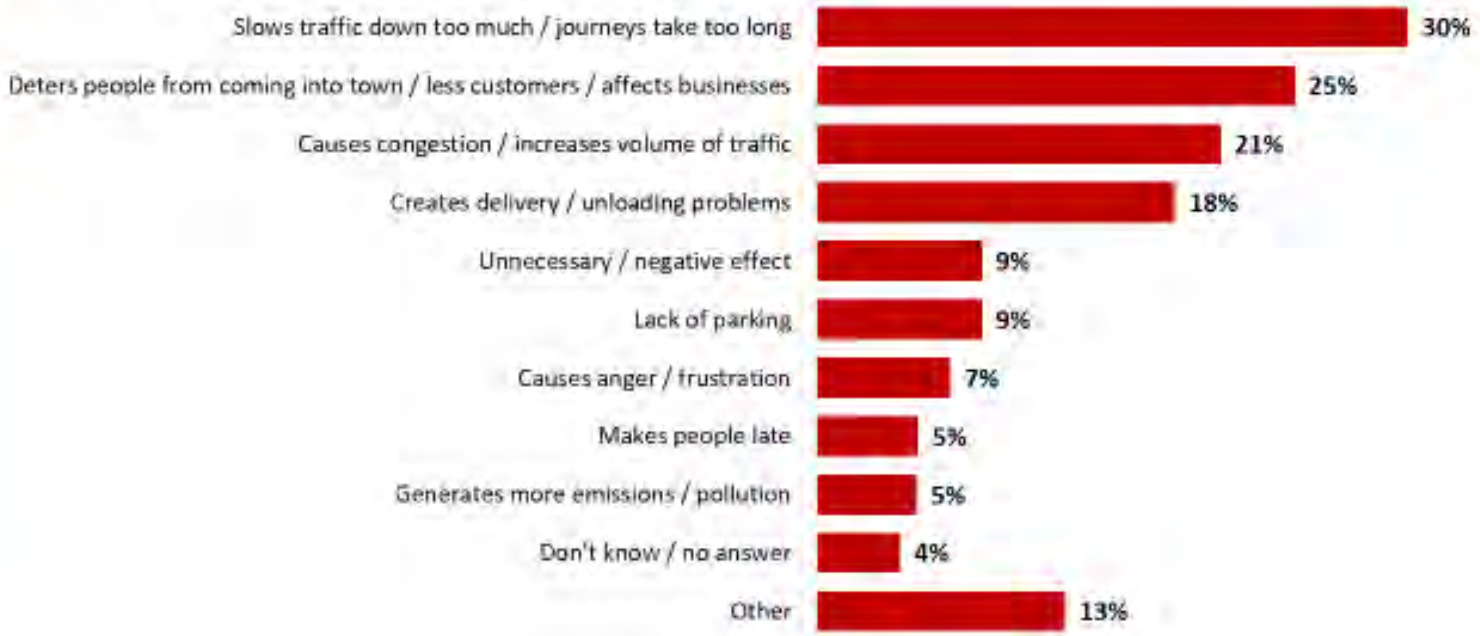


Base: all answering (322)

Reasons why 20mph scheme has had a negative impact on businesses – Tonbridge only

- The main issue perceived to be impacting Tonbridge businesses is traffic congestion and journeys taking too long.
- As a result, a quarter of those who rated a negative impact believe the scheme is deterring people from coming into town.

Can you briefly describe why you think the scheme has had only a negative impact on businesses?



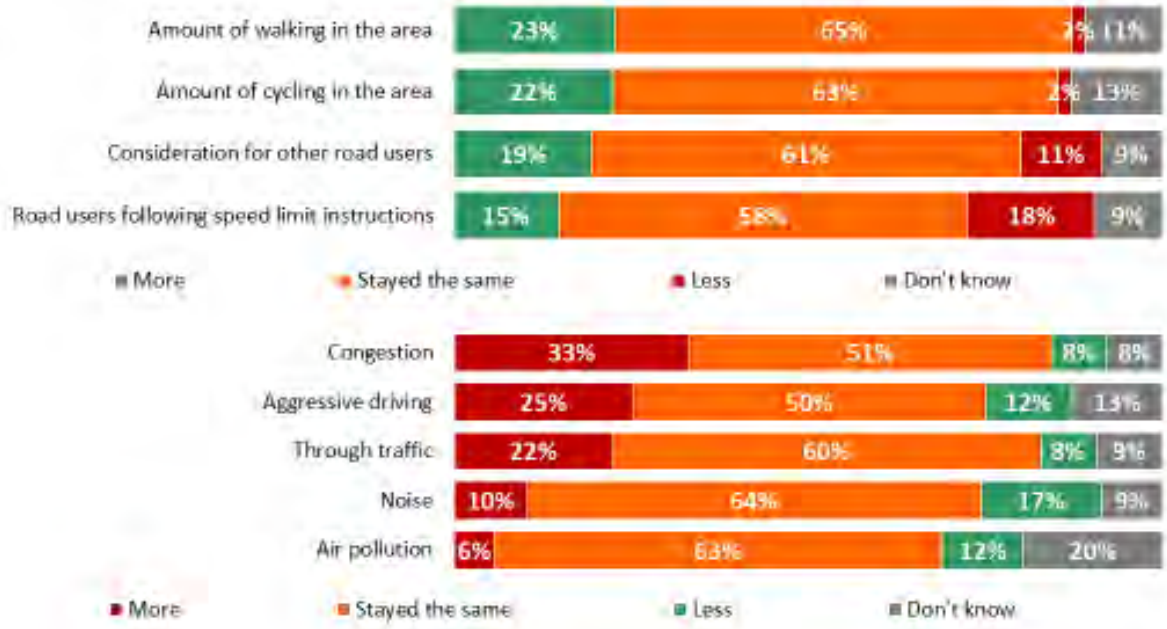
Base: all answering (71)

Perceived impact of 20mph limits since introduction – Faversham only

- In Faversham, just under a quarter believe there is more walking and cycling in the area since the 20mph limits were reduced. 18% believe less road users are following limit instructions.
- A third believe there is more congestion and around a quarter believe there is more aggressive driving and through traffic.

Do you think there is more or less of the following since the 20mph limits were introduced?

Post



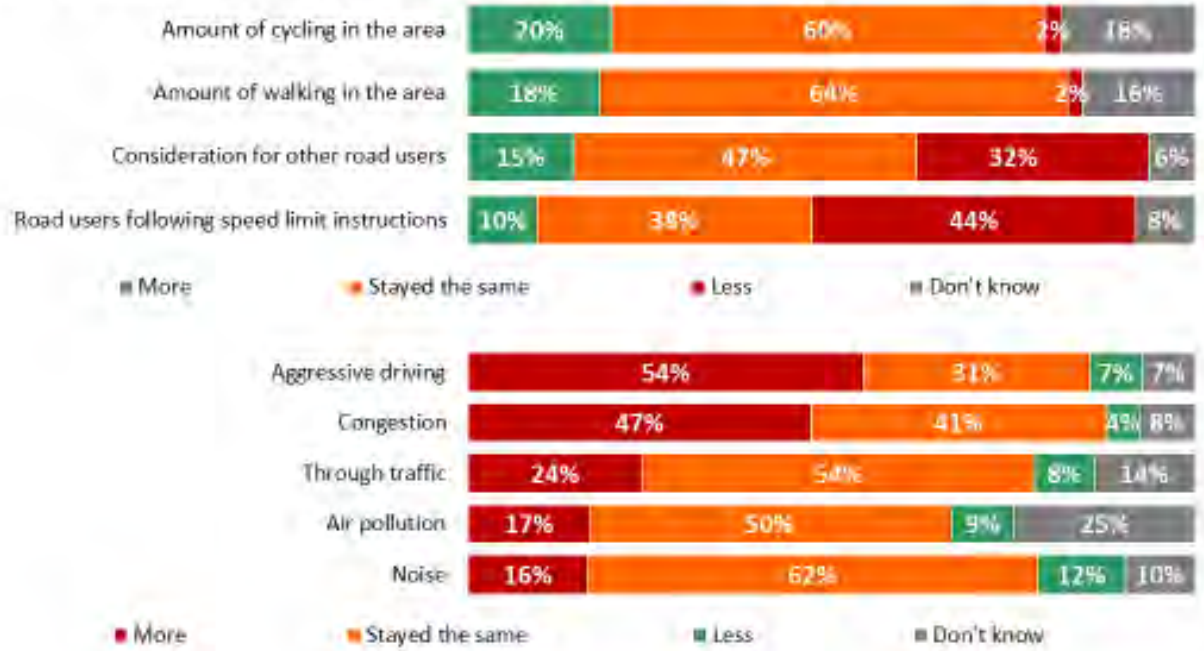
Base: all answering (606)

Perceived impact of 20mph zones since introduction – Tonbridge only

- In Tonbridge, one in five believe there is more walking and cycling in the area since the 20mph limits were reduced.
- The proportion reporting less consideration for other road users and compliance with speed limit instructions is high.
- Half believe there is more congestion and around a quarter believe there is more aggressive driving and through traffic.

Do you think there is more or less of the following since the 20mph zones were introduced?

Post



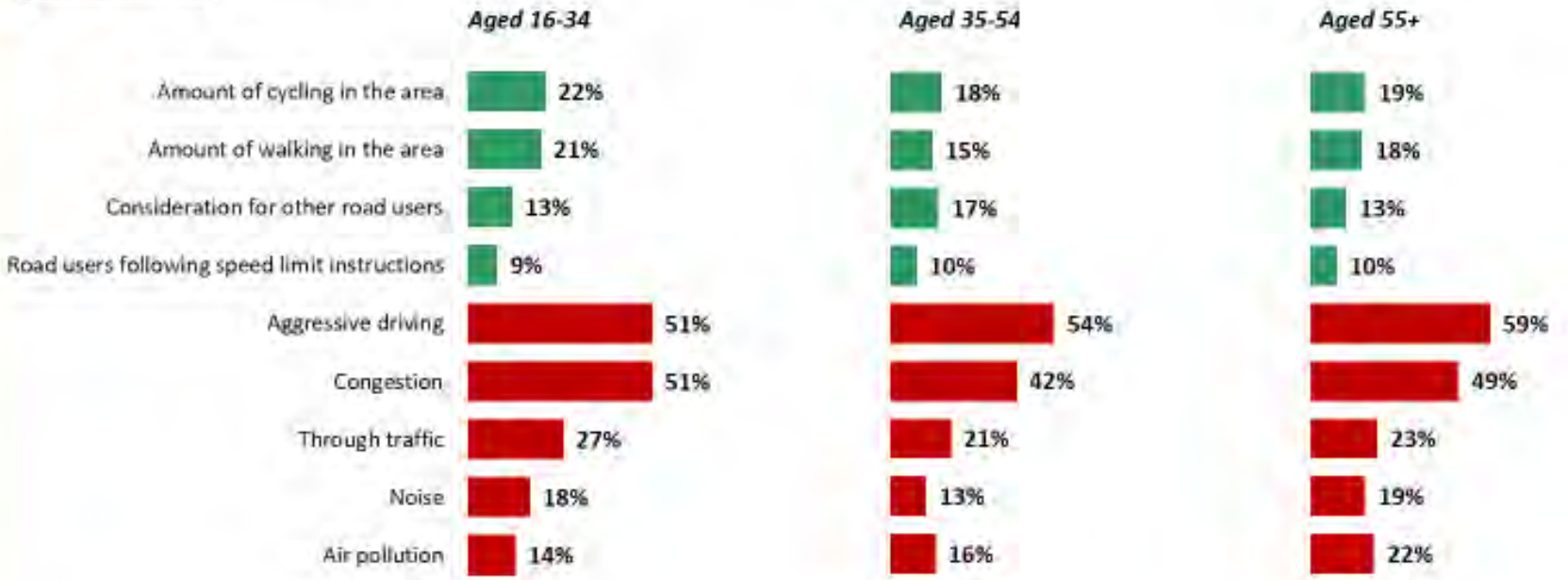
Base: all answering (625)

Perceived impact of 20mph zones since introduction – Tonbridge only by age

- Perceptions of changes are broadly consistent across all three age groups of Tonbridge residents.

Do you think there is more or less of the following since the 20mph zones were introduced?

Post - % more



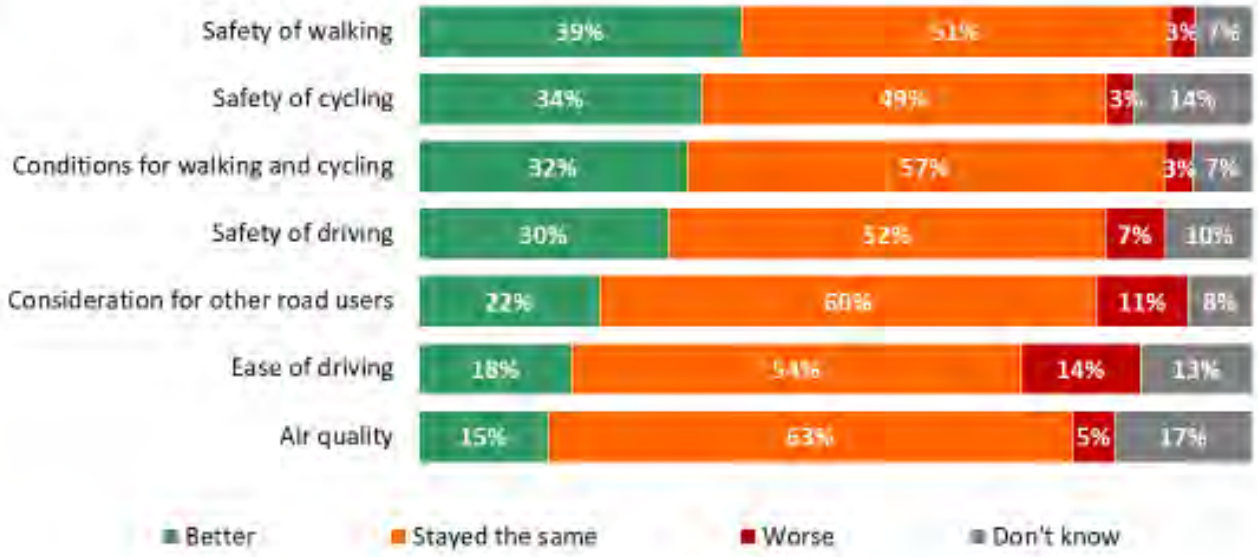
Base: all answering (625)

Perceived changes of 20mph limits since introduction – Faversham only

- Just under 4 in 10 believe the safety of pedestrians is better since the scheme's introduction. Around a third believe the safety of cyclists, the conditions for walking and cycling and driving safety have improved.
- Perceived ease of driving is more polarised with broadly equal proportions reporting better and worse changes.

Do you think the following are better or worse in your local area since the 20mph limits were introduced?

Post



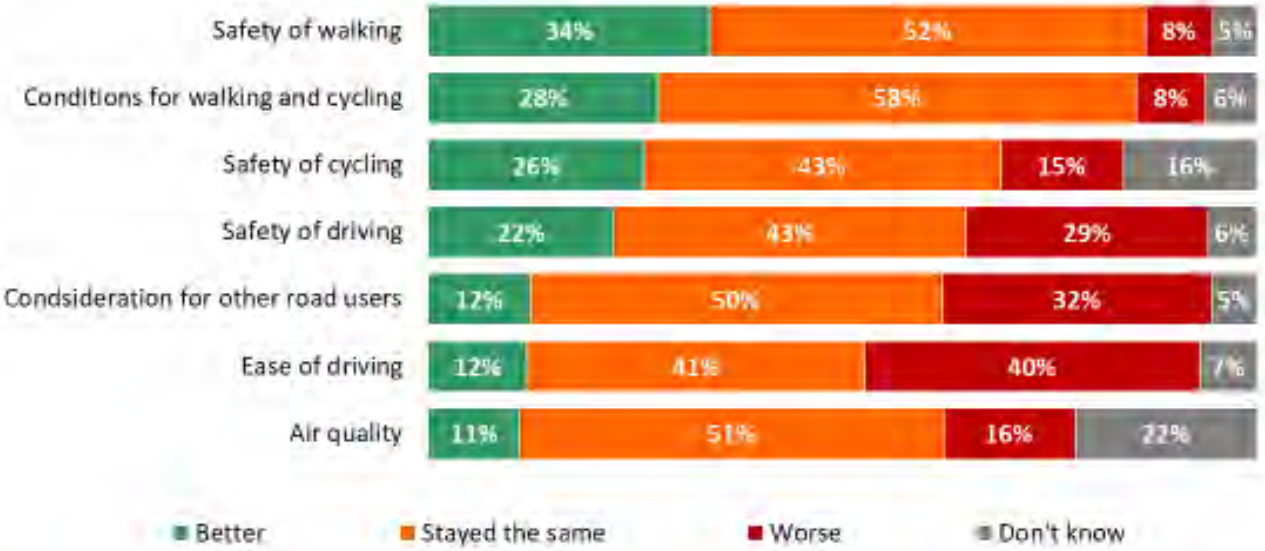
Base: all answering (606)

Perceived changes of 20mph zones since introduction – Tonbridge only

- In Tonbridge, the proportion reporting worse changes is higher across all metrics, but notably in terms of driver safety, consideration for other road users and ease of driving.

Do you think the following are better or worse in your local area since the 20mph zones were introduced?

Post



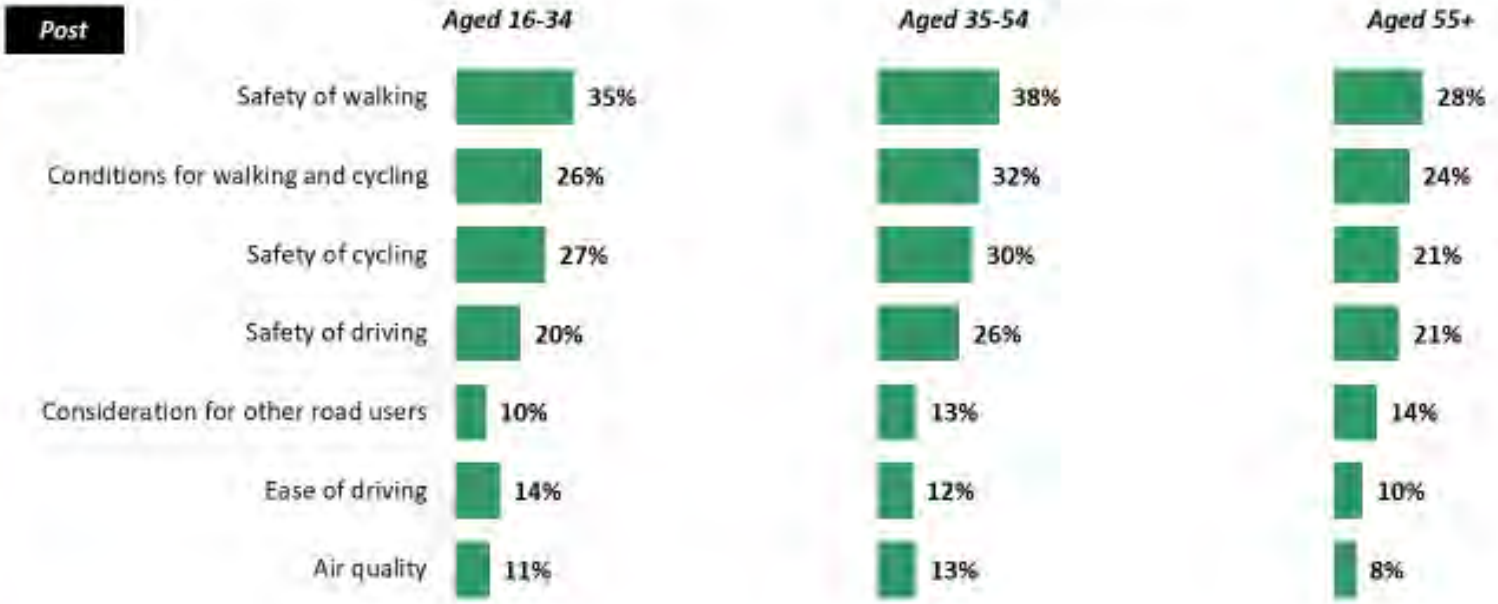
Base: all answering (625)

Perceived changes of 20mph zones since introduction – Tonbridge only by age

- The proportion indicating changes have had a better impact on circumstances are low across all three age groups of Tonbridge residents.

Do you think the following are better or worse in your local area since the 20mph zones were introduced?

% better only



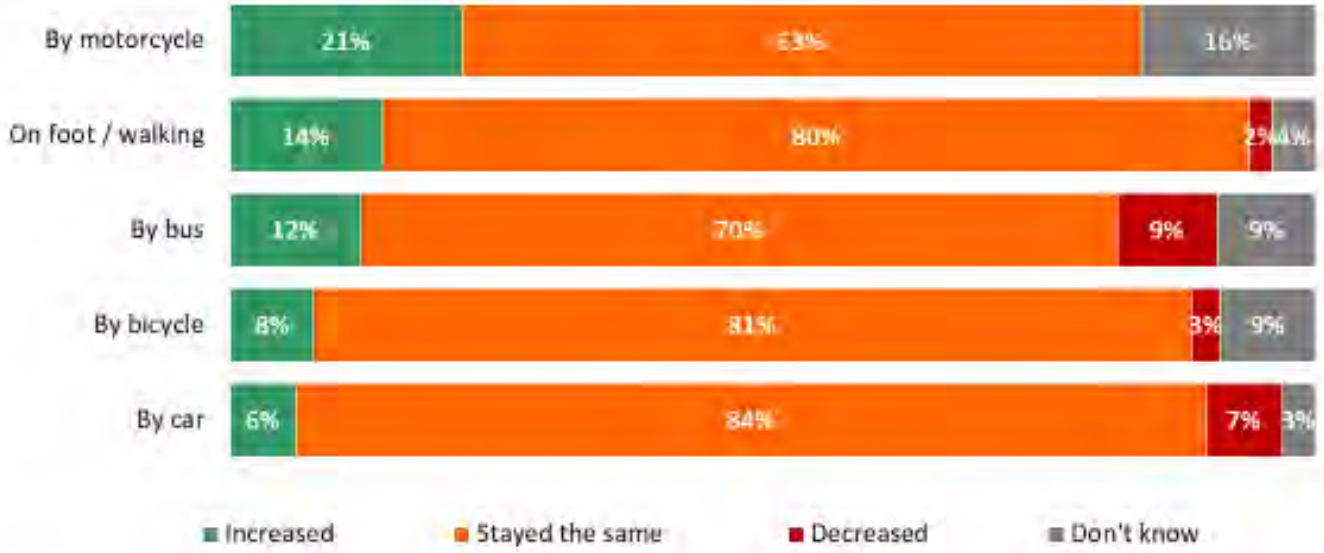
Base: all answering (625)

Impact of 20mph limits on travel modes since introduction – Faversham only

- A proportion of residents indicated their travel modes have changed since the 20mph limits introduction.
- 14% report an increase in their walking and 12% report an increase in travel by bus.

Has the amount you travel by the following increased, decreased, stayed the same as a result of the 20mph limits being introduced?

Post

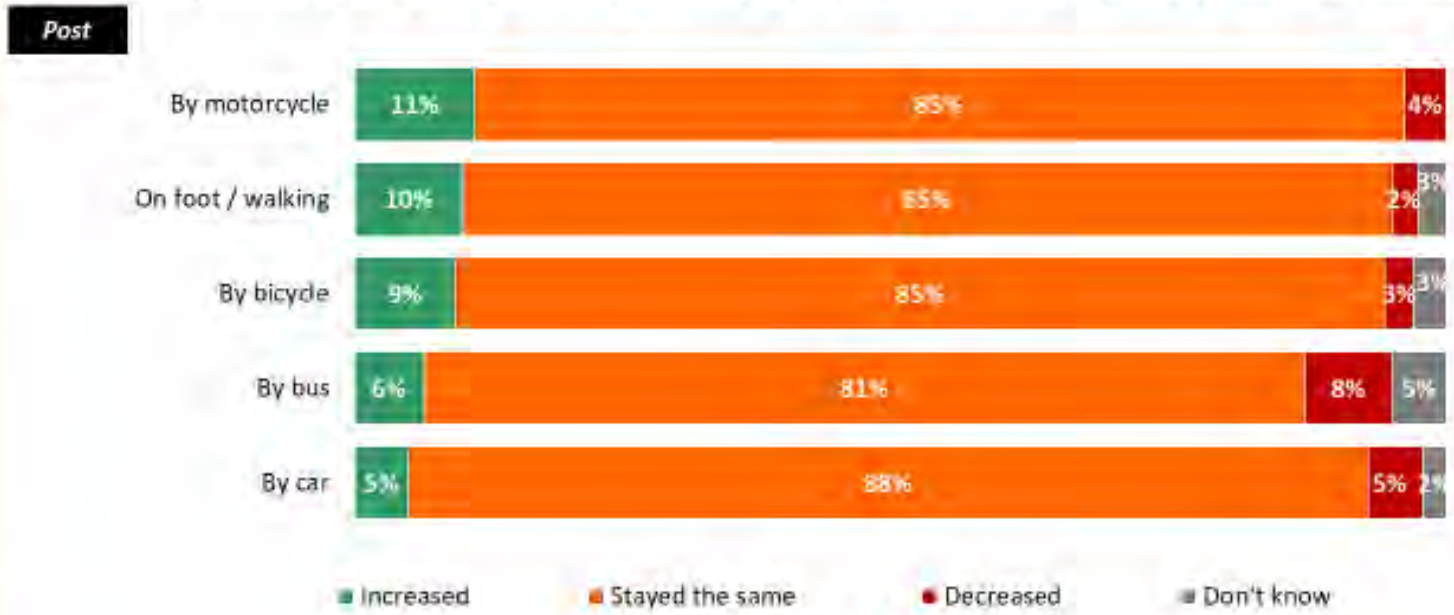


Base: all answering (various)

Impact of 20mph zones on travel modes since introduction – Tonbridge only

- A proportion of residents indicated their travel modes have changed since the 20mph limits introduction (but marginally lower than observed in Tonbridge).
- 10% report an increase in their walking and 9% report an increase in travel by bicycle.

Has the amount you travel by the following increased, decreased, stayed the same as a result of the 20mph zones being introduced?



Base: all answering (various)

Speed behaviour / safety summary scorecards

	FAVERSHAM	
% ACCEPTABLE TO...	PRE	POST
Exceed the speed limit on roads of 20mph	6%	9%
Exceed the speed limit on roads of 30mph	4%	6%
Exceed the speed limit on roads of 40mph	6%	6%
Always drive to the set speed limit of an area where legal to do so	79%	83%

TONBRIDGE	
PRE	POST
13%	23%
7%	8%
8%	8%
72%	79%

DEAL	
PRE	POST
7%	4%
4%	4%
4%	4%
78%	89%

	FAVERSHAM	
% WILLING TO...	PRE	POST
Exceed the speed limit on roads of 20mph	12%	17%
Exceed the speed limit on roads of 30mph	9%	11%
Exceed the speed limit on roads of 40mph	9%	12%
Always drive to the set speed limit of an area where legal to do so	81%	81%
Ride a bicycle in excess of the speed limit on 20mph roads	17%	20%

TONBRIDGE	
PRE	POST
17%	13% (30%)
11%	13%
11%	12%
68%	78%
18%	31% (32%)

DEAL	
PRE	POST
10%	9%
7%	10%
8%	9%
75%	85%
15%	12%

	FAVERSHAM	
% AGREE...	PRE	POST
Speed limits in area are safe for driving personally	81%	79%
Speed limits in area are safe on foot / walking personally	78%	74%
Speed limits in area are safe for cycling personally	58%	57%
Speed limits in area are safe on foot / walking for children	50%	55%
Speed limits in area are safe outside schools & play parks for children	41%	48%
Speed limits in area are safe when cycling for children	33%	40%

TONBRIDGE	
PRE	POST
81%	75%
79%	77%
59%	59%
50%	70%
37%	61%
32%	50%

DEAL	
PRE	POST
78%	78%
79%	72%
60%	55%
46%	44%
36%	35%
30%	33%

Perceptions of limits, environment & active travel summary scorecards

	FAVERSHAM		TONBRIDGE		DEAL	
% SPEED LIMIT STATEMENT AGREEMENT...	**PRE**	**POST**	**PRE**	**POST**	**PRE**	**POST**
I feel the speed limit in the local area is appropriate	55%	67%	67%	40%	60%	60%
Most drivers obey speed limits in the local area	32%	27%	41%	24%	42%	41%
% ENVIRONMENT STATEMENT AGREEMENT...						
Poor air quality is an issue in the local area	30%	33%	49%	31%	24%	20%
I sometimes notice vehicle fumes when walking/cycling in the local area	46%	46%	58%	43%	41%	42%
I'm concerned about pollution from vehicle exhaust fumes in the local area	44%	47%	59%	45%	40%	41%
% ACTIVE TRAVEL STATEMENT AGREEMENT...						
The roads & crossings in the local area make it suitable for cycling	57%	50%	43%	47%	46%	54%
The pavements & crossings in the local area make it suitable for walking	75%	69%	69%	76%	69%	71%

20mph limit / zone perception summary scorecards

	FAVERSHAM		TONBRIDGE		DEAL	
% BENEFITS AGREEMENT...	**PRE**	**POST**	**PRE**	**POST**	**PRE**	**POST**
20mph limits/zones provide a safer environment for driving	81%	70%	61%	43%	68%	75%
20mph limits/zones provide a safer environment for walking	84%	78%	74%	60%	80%	84%
20mph limits/zones provide a safer environment for cycling	85%	71%	73%	55%	73%	80%
20mph limits/zones increase drivers' awareness of potential risks & hazards	78%	71%	62%	44%	68%	79%
20mph limits/zones increase cyclists' awareness of potential risks & hazards	76%	60%	63%	37%	64%	70%
20mph limits/zones make it more acceptable to drive at a lower speed	76%	74%	65%	51%	71%	78%
Drivers are more considerable to people cycling in 20mph limit areas/zones	60%	49%	43%	25%	50%	55%
20mph limits/zones are beneficial for reducing vehicle exhaust fumes / pollution	52%	52%	49%	30%	43%	47%
% CONCERNS AGREEMENT...						
Enforcement measures are needed for 20mph limits/zones to work	71% (60%)	67%	61%	55%	64%	63%
20mph limits/zones are ignored by many drivers	67% (71%)	71%	75%	81%	64%	71%
20mph limits/zones increase congestion	42% (52%)	44%	56%	55%	40%	40%
20mph limits/zones are frustrating for drivers	43% (42%)	51%	65%	79%	54%	53%
20mph limits/zones are frustrating for cyclists	18%	18% (38%)	32%	25%	26%	16%
			54%	58%	44%	40%

65

Speed behaviour / safety summary scorecards – Faversham only by age

% ACCEPTABLE TO...	AGED 16-34		AGED 35-54		AGED 55+	
	PRE	POST	PRE	POST	PRE	POST
Exceed the speed limit on roads of 20mph	9%	10%	5%	9%	3%	8%
Exceed the speed limit on roads of 30mph	5%	9%	4%	6%	5%	3%
Exceed the speed limit on roads of 40mph	7%	11%	6%	5%	4%	2%
Always drive to the set speed limit of an area where legal to do so	82%	81%	77%	86%	76%	79%

% WILLING TO...	AGED 16-34		AGED 35-54		AGED 55+	
	PRE	POST	PRE	POST	PRE	POST
Exceed the speed limit on roads of 20mph	15%	18%	13%	16%	5%	15%
Exceed the speed limit on roads of 30mph	12%	11%	8%	11%	6%	8%
Exceed the speed limit on roads of 40mph	13%	17%	6%	10%	4%	7%
Always drive to the set speed limit of an area where legal to do so	84%	81%	81%	82%	74%	79%
Ride a bicycle in excess of the speed limit on 20mph roads	24%	25%	11%	16%	13%	19%

% AGREE...	AGED 16-34		AGED 35-54		AGED 55+	
	PRE	POST	PRE	POST	PRE	POST
Speed limits in area are safe for driving personally	83%	80%	79%	78%	80%	79%
Speed limits in area are safe on foot / walking personally	82%	75%	73%	75%	79%	71%
Speed limits in area are safe for cycling personally	62%	61%	60%	57%	44%	49%
Speed limits in area are safe on foot / walking for children	57%	61%	46%	52%	46%	52%
Speed limits in area are safe outside schools & play parks for children	51%	57%	38%	43%	32%	44%
Speed limits in area are safe when cycling for children	38%	45%	31%	38%	28%	35%

Speed behaviour / safety summary scorecards – Tonbridge only by age

	AGED 16-34		AGED 35-54		AGED 55+	
% ACCEPTABLE TO...	PRE	POST	PRE	POST	PRE	POST
Exceed the speed limit on roads of 20mph	18%	24%	10%	23%	10%	23%
Exceed the speed limit on roads of 30mph	11%	10%	6%	6%	4%	7%
Exceed the speed limit on roads of 40mph	9%	9%	8%	7%	6%	6%
Always drive to the set speed limit of an area where legal to do so	63%	75%	76%	79%	79%	84%

	AGED 16-34		AGED 35-54		AGED 55+	
% WILLING TO...	PRE	POST	PRE	POST	PRE	POST
Exceed the speed limit on roads of 20mph	26%	28%	12%	29%	14%	31%
Exceed the speed limit on roads of 30mph	16%	17%	9%	12%	5%	10%
Exceed the speed limit on roads of 40mph	16%	19%	10%	11%	7%	7%
Always drive to the set speed limit of an area where legal to do so	59%	77%	71%	75%	76%	82%
Ride a bicycle in excess of the speed limit on 20mph roads	22%	39%	15%	27%	15%	26%

	AGED 16-34		AGED 35-54		AGED 55+	
% AGREE...	PRE	POST	PRE	POST	PRE	POST
Speed limits in area are safe for driving personally	80%	71%	83%	79%	80%	74%
Speed limits in area are safe on foot / walking personally	83%	78%	82%	81%	71%	72%
Speed limits in area are safe for cycling personally	64%	57%	62%	58%	44%	63%
Speed limits in area are safe on foot / walking for children	52%	67%	54%	74%	43%	71%
Speed limits in area are safe outside schools & play parks for children	40%	64%	36%	63%	34%	53%
Speed limits in area are safe when cycling for children	36%	50%	32%	53%	29%	46%

Speed behaviour / safety summary scorecards – Deal only by age

% ACCEPTABLE TO...	AGED 16-34		AGED 35-54		AGED 55+	
	PRE	POST	PRE	POST	PRE	POST
Exceed the speed limit on roads of 20mph	11%	7%	5%	4%	2%	3%
Exceed the speed limit on roads of 30mph	6%	5%	3%	5%	3%	1%
Exceed the speed limit on roads of 40mph	6%	6%	3%	3%	2%	2%
Always drive to the set speed limit of an area where legal to do so	74%	92%	79%	84%	83%	91%

% WILLING TO...	AGED 16-34		AGED 35-54		AGED 55+	
	PRE	POST	PRE	POST	PRE	POST
Exceed the speed limit on roads of 20mph	18%	11%	9%	10%	2%	6%
Exceed the speed limit on roads of 30mph	11%	12%	8%	8%	1%	9%
Exceed the speed limit on roads of 40mph	12%	11%	8%	9%	4%	7%
Always drive to the set speed limit of an area where legal to do so	72%	82%	74%	83%	81%	92%
Ride a bicycle in excess of the speed limit on 20mph roads	17%	16%	17%	13%	4%	5%

% AGREE...	AGED 16-34		AGED 35-54		AGED 55+	
	PRE	POST	PRE	POST	PRE	POST
Speed limits in area are safe for driving personally	78%	85%	80%	75%	76%	75%
Speed limits in area are safe on foot / walking personally	80%	76%	80%	69%	75%	71%
Speed limits in area are safe for cycling personally	70%	63%	51%	55%	57%	44%
Speed limits in area are safe on foot / walking for children	52%	56%	44%	40%	43%	35%
Speed limits in area are safe outside schools & play parks for children	42%	46%	32%	32%	33%	27%
Speed limits in area are safe when cycling for children	38%	47%	26%	28%	26%	21%

20mph limit perception summary scorecards – Faversham only by age

	AGED 16-34		AGED 35-54		AGED 55+	
% BENEFITS AGREEMENT...	PRE	POST	PRE	POST	PRE	POST
20mph limits provide a safer environment for driving	77%	65%	83%	75%	83%	70%
20mph limits provide a safer environment for walking	82%	71%	85%	81%	85%	81%
20mph limits provide a safer environment for cycling	81%	64%	88%	76%	87%	76%
20mph limits increase drivers' awareness of potential risks & hazards	77%	66%	80%	77%	77%	68%
20mph limits increase cyclists' awareness of potential risks & hazards	77%	53%	75%	61%	74%	72%
20mph limits make it more acceptable to drive at a lower speed	71%	70%	77%	78%	83%	74%
Drivers are more considerable to people cycling in 20mph limit areas	61%	45%	57%	52%	63%	50%
20mph limits are beneficial for reducing vehicle exhaust fumes / pollution	44%	49%	53%	53%	61%	55%
% CONCERNS AGREEMENT...						
Enforcement measures are needed for 20mph limits to work	59%	62%	74%	70%	82%	71%
20mph limits are ignored by many drivers	68%	69%	67%	70%	68%	76%
20mph limits increase congestion	46%	51%	38%	41%	42%	37%
20mph limits are frustrating for drivers	46%	59%	39%	42%	46%	54%
20mph limits are frustrating for cyclists	17%	16%	16%	19%	28%	21%
20mph limits are irritating	47%	47%	33%	36%	35%	28%

Summary scorecards

20mph zone perception summary scorecards – Tonbridge only by age

	AGED 16-34		AGED 35-54		AGED 55+	
% BENEFITS AGREEMENT...	PRE	POST	PRE	POST	PRE	POST
20mph zones provide a safer environment for driving	58%	42%	64%	46%	62%	39%
20mph zones provide a safer environment for walking	65%	63%	76%	61%	83%	54%
20mph zones provide a safer environment for cycling	72%	44%	76%	63%	69%	57%
20mph zones increase drivers' awareness of potential risks & hazards	55%	43%	65%	46%	66%	43%
20mph zones increase cyclists' awareness of potential risks & hazards	63%	32%	68%	43%	51%	37%
20mph zones make it more acceptable to drive at a lower speed	57%	51%	72%	55%	69%	47%
Drivers are more considerable to people cycling in 20mph zones	44%	27%	42%	27%	43%	20%
20mph zones are beneficial for reducing vehicle exhaust fumes / pollution	47%	29%	50%	33%	50%	27%
% CONCERNS AGREEMENT...						
Enforcement measures are needed for 20mph zones to work	51%	49%	65%	55%	71%	62%
20mph zones are ignored by many drivers	75%	74%	78%	84%	72%	85%
20mph zones increase congestion	60%	53%	58%	55%	47%	55%
20mph zones are frustrating for drivers	69%	76%	68%	80%	56%	82%
20mph zones are frustrating for cyclists	35%	24%	34%	25%	23%	26%
20mph zones are irritating	60%	59%	56%	55%	44%	58%

20mph limit perception summary scorecards – Deal only by age

	AGED 16-34		AGED 35-54		AGED 55+	
% BENEFITS AGREEMENT...	**PRE**	**POST**	**PRE**	**POST**	**PRE**	**POST**
20mph limits provide a safer environment for driving	62%	71%	69%	79%	74%	73%
20mph limits provide a safer environment for walking	75%	82%	82%	85%	82%	85%
20mph limits provide a safer environment for cycling	69%	80%	72%	82%	83%	78%
20mph limits increase drivers' awareness of potential risks & hazards	65%	76%	69%	83%	69%	78%
20mph limits increase cyclists' awareness of potential risks & hazards	67%	70%	60%	75%	65%	60%
20mph limits make it more acceptable to drive at a lower speed	66%	76%	73%	78%	75%	81%
Drivers are more considerable to people cycling in 20mph limit areas	50%	52%	47%	55%	54%	57%
20mph limits are beneficial for reducing vehicle exhaust fumes / pollution	39%	42%	44%	51%	49%	46%
% CONCERNS AGREEMENT...						
Enforcement measures are needed for 20mph limits to work	57%	53%	68%	62%	66%	78%
20mph limits are ignored by many drivers	64%	67%	44%	71%	49%	77%
20mph limits increase congestion	43%	44%	39%	37%	36%	39%
20mph limits are frustrating for drivers	58%	58%	55%	51%	47%	53%
20mph limits are frustrating for cyclists	25%	22%	28%	13%	26%	12%
20mph limits are irritating	52%	44%	41%	40%	39%	36%

Perceptions of limits, environment & active travel summary scorecards – Faversham only by age

	AGED 16-34		AGED 35-54		AGED 55+	
% SPEED LIMIT STATEMENT AGREEMENT...	**PRE**	**POST**	**PRE**	**POST**	**PRE**	**POST**
I feel the speed limit in the local area is appropriate	58%	63%	50%	68%	59%	72%
Most drivers obey speed limits in the local area	33%	24%	29%	27%	34%	32%
% ENVIRONMENT STATEMENT AGREEMENT...						
Poor air quality is an issue in the local area	25%	32%	34%	33%	31%	36%
I sometimes notice vehicle fumes when walking/cycling in the local area	42%	39%	46%	53%	53%	47%
I'm concerned about pollution from vehicle exhaust fumes in the local area	37%	39%	49%	51%	44%	52%
% ACTIVE TRAVEL STATEMENT AGREEMENT...						
The roads & crossings in the local area make it suitable for cycling	61%	51%	53%	51%	59%	49%
The pavements & crossings in the local area make it suitable for walking	75%	71%	71%	67%	82%	69%

Perceptions of limits, environment & active travel summary scorecards – Tonbridge only by age

	AGED 16-34		AGED 35-54		AGED 55+	
% SPEED LIMIT STATEMENT AGREEMENT...	**PRE**	**POST**	**PRE**	**POST**	**PRE**	**POST**
I feel the speed limit in the local area is appropriate	68%	42%	66%	41%	66%	38%
Most drivers obey speed limits in the local area	39%	23%	45%	24%	41%	24%
% ENVIRONMENT STATEMENT AGREEMENT...						
Poor air quality is an issue in the local area	40%	28%	52%	30%	57%	37%
I sometimes notice vehicle fumes when walking/cycling in the local area	51%	38%	60%	44%	66%	49%
I'm concerned about pollution from vehicle exhaust fumes in the local area	51%	37%	62%	48%	65%	53%
% ACTIVE TRAVEL STATEMENT AGREEMENT...						
The roads & crossings in the local area make it suitable for cycling	47%	50%	46%	50%	33%	40%
The pavements & crossings in the local area make it suitable for walking	70%	76%	69%	79%	67%	72%

Perceptions of limits, environment & active travel summary scorecards – Deal only by age

	AGED 16-34		AGED 35-54		AGED 55+	
% SPEED LIMIT STATEMENT AGREEMENT...	**PRE**	**POST**	**PRE**	**POST**	**PRE**	**POST**
I feel the speed limit in the local area is appropriate	67%	67%	55%	56%	58%	58%
Most drivers obey speed limits in the local area	44%	44%	37%	39%	45%	40%
% ENVIRONMENT STATEMENT AGREEMENT...						
Poor air quality is an issue in the local area	26%	17%	26%	20%	21%	25%
I sometimes notice vehicle fumes when walking/cycling in the local area	39%	33%	44%	45%	40%	51%
I'm concerned about pollution from vehicle exhaust fumes in the local area	35%	33%	41%	39%	43%	52%
% ACTIVE TRAVEL STATEMENT AGREEMENT...						
The roads & crossings in the local area make it suitable for cycling	51%	57%	41%	53%	47%	51%
The pavements & crossings in the local area make it suitable for walking	70%	76%	67%	70%	72%	65%

APPENDIX I – PEDESTRIAN AND CYCLIST COUNT ANALYSIS

Key Findings

This report analyses the data gathered from pedestrian and cyclist counts gathered in July 2020, September/October 2020, December 2020 and May/June 2021 to assess the impact of the introduction of 20MPH zones in Tonbridge and Faversham. Deal was used as a comparator town where a 20MPH zone was not introduced. The key findings are as follows:

- Faversham and Tonbridge recorded increases in their pedestrian counts in May/June 2021 and October 2020 compared to the baseline in July 2020 whereas Deal recorded a decrease in both these periods compared to July 2020. The pedestrian count in Tonbridge was also higher in December 2020 than July 2020.
- Faversham and Tonbridge recorded a 1.8% decrease in cyclists in May/June 2021 compared to July 2020 whereas Deal recorded a decrease of 26.3% and Tonbridge a decrease of 29.3%.
- All three towns recorded a reduction in cyclists of between 40% and 60% in December 2020 when compared to July 2020. Cycling counts appear to be more affected by time of year and weather than pedestrian counts.
- Faversham and Tonbridge recorded their biggest increases/smallest decreases in pedestrian counts in October 2020 and December 2020 in the morning (07:00-10:00) and afternoon/early evening (15:00-17:00)
- This analysis cannot prove a causal link between the introduction of 20MPH zones in Tonbridge and Faversham and their pedestrian counts in December 2020 being larger or only slightly smaller than in July 2020. However, it is encouraging that footfall within Tonbridge and Faversham was similar or higher than in July given the differences in weather and COVID-19 restrictions at those times of the year.
- The information in this study should be cross referenced with other evidence such as behavioural surveys to determine if the introduction of 20MPH zones has led to an increase in active travel in Faversham and Tonbridge.

Introduction

Experimental Traffic Regulation Orders introducing town-wide 20MPH zones were introduced in Faversham and Tonbridge on the 31st of July with the implementation of signs and road markings starting in August and completed by the end of September. These zones were introduced to encourage active travel through increased walking and cycling and for the following legal reasons:

- Avoid the danger to persons or other traffic using the road or any other road or for preventing the likelihood of any such danger arising.
- For preserving or improving the amenities of the area through which the road runs

In addition, the 20MPH zones aim to make Tonbridge and Faversham become:

- A healthier place to live, work and visit
- A safer place to walk and cycle

- A cleaner place to live, work and visit

The 20MPH zones will be in place for a minimum of 12 months and up to 18 months. A wide variety of data will be collected and analysed to assess the impact of the 20MPH zones, including:

- responses to the seven-month public consultation
- attitudinal surveys - carried out face-to-face with a representative sample before and towards the end of the trial
- average speed surveys
- crash statistics
- engagement with district council partners and statutory consultees, including emergency services.
- Equality Impact Assessments
- findings from Faversham Town Council's engagement platform
- pedestrian and cycle counts - carried out before and towards the end of the trial
- use of existing air quality stations - any changes in air quality will have to be understood over a longer period than 12 months.

This report will illustrate the key findings from the pedestrian and cyclist counts that took place during 2020.

Kent County Council commissioned PMRS to carry out pedestrian and cyclist counts at three sites: Faversham and Tonbridge (where the 20 MPH sites were introduced at the end of July) and Deal, which was chosen as a counterfactual location due to its similar size and socio-economic profile to Faversham.

PRMS were commissioned to carry out counts of pedestrians and cyclists at 20 sites in each of the three towns on a Thursday, Friday and Saturday at three occasions over six months:

- July 2020 (before the introduction of the 20 MPH schemes)
- September/October 2020
- December 2020
- May/June 2020

Maps and tables showing the location of the 20 count points in each town are available in Annexe 1.

This report will examine the changes in pedestrian and cyclist counts over these three months at the three towns included in the study and whether there are any significant differences between the towns where a 20MPH zone was introduced and Deal, where it was not.

There were 20 locations in each town where pedestrian and cycle counts were undertaken. At each location a six to eight minute sample was taken. This was then multiplied by the relevant factor to arrive at an hourly estimate of footfall and cyclist numbers at each location. All data in this report relates to the extrapolated counts based on these samples.

Covid-19

As all three counts took place during the response to the Covid-19 pandemic it is important to put the results of the pedestrian and cyclist counts in the context of the COVID-19 restrictions that were in place when the counts took place. The restrictions in place were as follows:

- July 2020 – All retail, hospitality and personal care open (with some restrictions). Most leisure activities such as cinemas, theatres, gyms and swimming pools remained closed.
- September/October 2020 (Tier 1 Alert Level) – All retail, hospitality and personal care were open (with some restrictions). Most leisure actives were open such as gyms, swimming pools and cinemas.
- December 2020 (Tier 3 Alert Level) – All retail and personal care were open (with some restrictions). All hospitality venues were closed. Gyms and swimming pools remained open. All indoor entertainment was closed.
- May 2021 - All retail, hospitality and personal care were open (with some restrictions). Most leisure actives were open such as gyms, swimming pools and cinemas.

Weather

Weather is another factor that can influence the number of cyclist and pedestrians on a given day, so it is important to put the findings in context of the weather that was reported on each day of the counts. This is shown in table 1.

Table 1: Weather Conditions on Each Count Day

Deal Weather	July 2020	September 2020	December 2020	June 2021
Thursday	Cloudy early morning, sunny mild afternoon	Heavy morning rain, windy afternoon with heavy showers	Overcast and cold morning, bright afternoon	Warm and Sunny
Friday	Bright, sunny and warm	Overcast, windy with light rain morning, very windy afternoon	Morning light rain, overcast afternoon	Rain until 4pm
Saturday	Rain all day, heavy from 4pm	Cold and windy morning, heavy afternoon showers	Overcast with mist and drizzle in afternoon	Overcast morning, warm sunny afternoon

Faversham Weather	July 2020	October 2020	December 2020	May 2021
Thursday	Overcast morning, bright and dry afternoon	Morning rain, brightening mid afternoon	Light rain until midday, heavy rain until early evening	Warm and sunny
Friday	Sunny and warm	Overcast and windy with consistent rain	Overcast with light snow in morning, bright afternoon	Warm and sunny
Saturday	Bright, clear and sunny	Overcast morning, lunchtime showers, bright afternoon	Bright and cold morning, cloudy afternoon	Overcast morning, sunny afternoon

Tonbridge Weather	July 2020	October 2020	December 2020	June 2021
Thursday	Cloudy early morning, sunny afternoon	Overcast with light showers late afternoon	Very cold and dry	Warm and sunny
Friday	Bright and mild	Heavy rain	Overcast morning, heavy rain lunchtime, bright afternoon	Heavy rain
Saturday	Rain all day, heavy at times	Rain, brightening late afternoon	Cold and overcast, light rain showers	Warm and sunny

Analysis

Table 1 and charts 1 and 2 show the total extrapolated pedestrian and cyclist counts for Deal, Faversham and Tonbridge between 7AM and 7PM on Thursday, Friday and Saturday in July 2020, September/October 2020, December 2020 and May 2020/2021. The extrapolated totals are based upon the samples taken between 7AM and 7PM at the 20 count sites in each town.

Table 1: Total Pedestrian and Cyclist Counts on Thursday, Friday & Saturday between 7AM and 7PM (Extrapolated from Samples)

Town	Pedestrians				Cyclists			
	June 2020	September/ October 2020	December 2020	June/July 2021	June 2020	September/ October 2020	December 2020	June/July 2021
Deal	130,874	90,943	96,431	101,484	21,280	10,639	11,628	15,693
Faversham	120,987	127,148	115,089	142,962	10,872	8,744	4,170	11,072
Tonbridge	65,618	96,394	82,019	67,869	7,824	5,350	4,654	5,530

This shows that Deal recorded its highest number of pedestrians and cyclists in July 2020, and the lowest number of pedestrians and cyclists in September 2020. Faversham recorded its highest number of pedestrians in May 2021, whilst Tonbridge recorded its highest number of pedestrians in October 2020. Faversham recorded its highest number of cyclists in May 2021. Tonbridge recorded its lowest number of pedestrians in July2020 and its lowest number of cyclists in December 2020. Faversham recorded its lowest number of both cyclists and pedestrians in December 2020.

Chart 1: Pedestrian Count – 3 Day Extrapolated Total

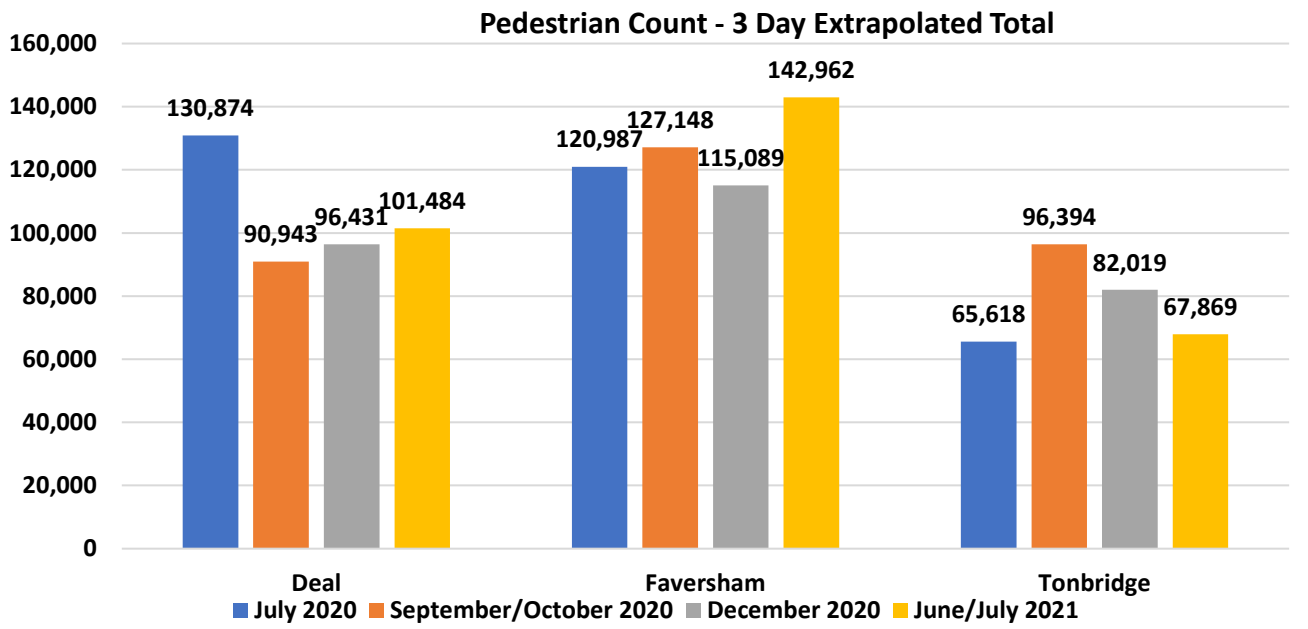


Chart 2: Cyclist Count – 3 Day Extrapolated Total

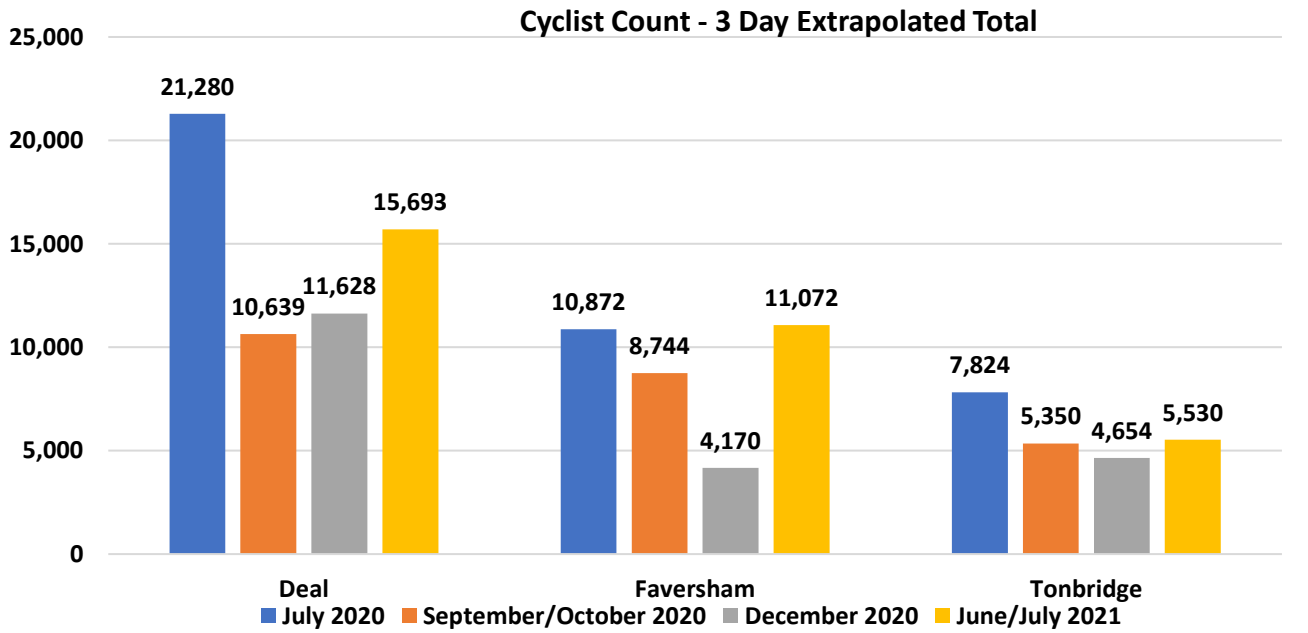


Chart 3 shows the percentage change in extrapolated pedestrian and cyclist counts across three days between the first count in July 2020 and the second in September/October 2020. This shows that Deal had a significant decrease (30.5%) in the number of pedestrians in September compared to July whereas Faversham had a slight increase (5.1%) and Tonbridge recorded a considerable increase in pedestrian numbers (46.9%).

Whilst it is possible that the large decrease in pedestrians in Deal between July 2020 and September 2020 was due to a untypically high number of day trip visitors in the summer, we would expect there to be similar impact in Faversham and Tonbridge given that fact that the weather in October 2020 was worse when these counts were taken. In addition, the number of pedestrians counted per head of the population in Deal in July 2020 was lower than the

pedestrians per head in Faversham in July so this does not indicate that Deal was unusually busy. This data is shown in table 2 below.

Table 2: July Pedestrian Count per Head of Population

Town	2011 Census Population	July 2020 Pedestrian Count	Pedestrian Count per Head of Population
Deal	30,555	130,874	4.3
Faversham	19,829	120,987	6.1
Tonbridge	38,657	65,618	1.7

Cyclists counts decreased in all three towns, but Deal recorded the highest percentage decrease (50%), whilst Faversham recorded the smallest percentage decrease (19.6%).

Chart 3: Percentage change in pedestrians and cyclists (July 2020 to September/October 2020)

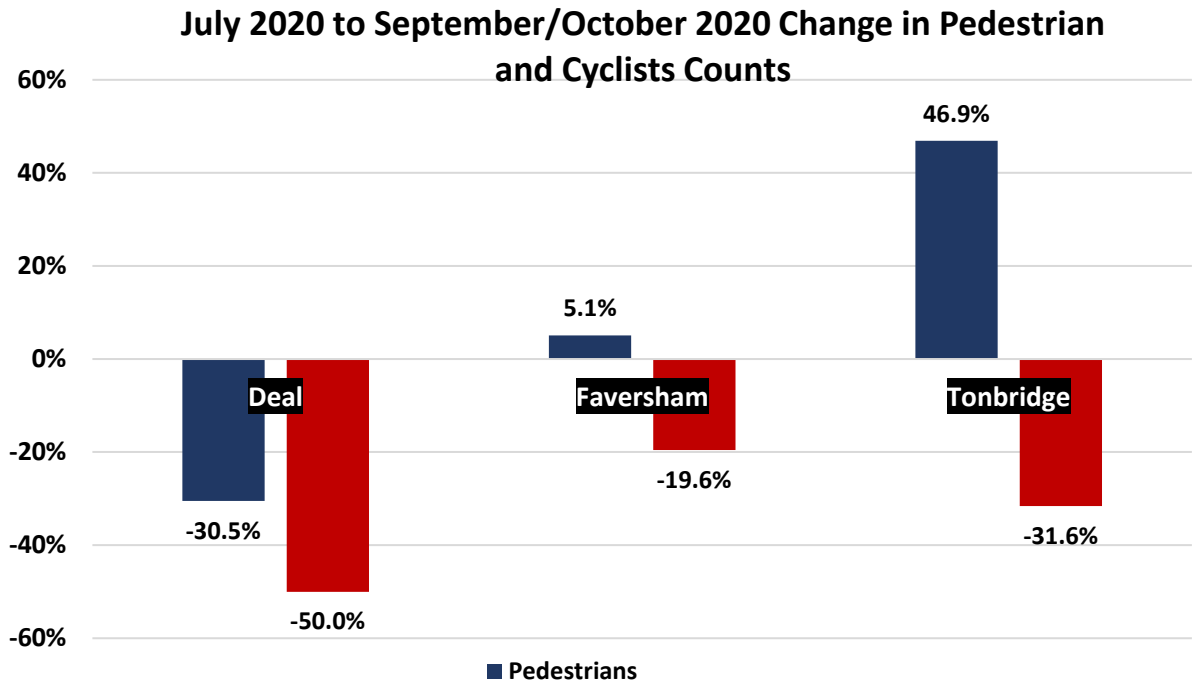


Chart 4 shows the daily percentage change in cyclist and pedestrian counts between July 2020 and September/October 2020 in the three towns by day of the week. This shows that Deal recorded the largest percentage decrease in cyclists and pedestrians on a Friday. This may be expected given that Deal experienced good weather on the Friday in July 2020 compared to September 2020 and would be a destination for day trippers. However, this would not explain why Deal saw a decrease in pedestrian numbers on the Saturday in September 2020 compared to July 2020 despite the Saturday in July experiencing heavy rain. Both Faversham and Deal recorded increases in their footfall on Thursday and Saturday in October 2020 compared to July 2020.

Chart 4: Percentage change in pedestrians and cyclists (July to September/October) by day of the week

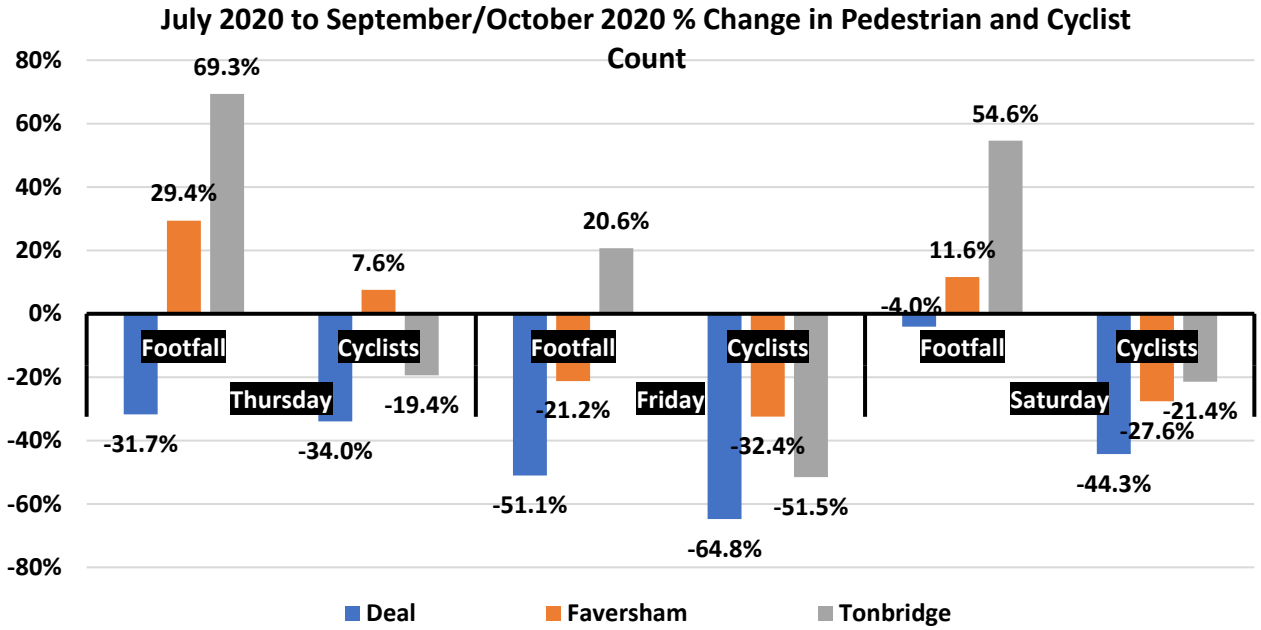


Table 3 shows the change in pedestrian count between July 2020 and September/October 2020 by town and time of day. This shows that Tonbridge saw the biggest increases in pedestrians were in the morning (07:00-10:00) and afternoon (15:00) whilst Faversham saw its largest increase in the afternoon/early evening, a small increase in the morning and a decrease in the middle of the day. In contrast Deal saw decreases in pedestrians spread more evenly over time.

Table 3: Change in Pedestrian Counts (July 2020 to September/October 2020)

Town	Time	July 2020 Pedestrian Count	September 2020/ October 2020 Pedestrian Count	% Change
Deal	07:00-10:00	15,444	11,357	-26.5%
Deal	10:00-15:00	82,077	58,044	-29.3%
Deal	15:00-19:00	33,353	21,542	-35.4%
Faversham	07:00-10:00	16,994	18,455	8.6%
Faversham	10:00-15:00	71,176	64,244	-9.7%
Faversham	15:00-19:00	32,817	44,449	35.4%
Tonbridge	07:00-10:00	11,683	22,126	89.4%
Tonbridge	10:00-15:00	33,645	42,386	26.0%
Tonbridge	15:00-19:00	20,290	31,882	57.1%

Table 4 shows the percentage change in cyclist counts between July 2020 and September/October 2020 by town and time of day. This shows that in Deal the percentage decrease in cyclist numbers got larger throughout the day whereas Faversham and Deal saw large decreases in the middle of the day and smaller decrease in the morning and afternoon/evening.

Table 4: Change in Cyclist Counts by Time of Day (July 2020 to September/October 2020)

Town	Time	July 2020 Cyclist Count	September 2020/ October 2020 Cyclist Count	% Change
Deal	07:00-10:00	4,020	2,397	-40.4%
Deal	10:00-15:00	11,182	5,694	-49.1%
Deal	15:00-19:00	6,078	2,548	-58.1%
Faversham	07:00-10:00	1,767	1,564	-11.5%
Faversham	10:00-15:00	5,305	3,777	-28.8%
Faversham	15:00-19:00	3,800	3,403	-10.4%
Tonbridge	07:00-10:00	1,774	1,297	-26.9%
Tonbridge	10:00-15:00	3,299	1,999	-39.4%
Tonbridge	15:00-19:00	2,751	2,054	-25.3%

Chart 5 shows the percentage change in extrapolated pedestrian and cyclist counts across three days between the first count in July 2020 and the third count in December 2020. This shows that Deal had a significant decrease (26.3%) in the number of pedestrians in December compared to July 2020 whereas Faversham had a slight decrease (4.9%) and Tonbridge recorded a considerable percentage increase in pedestrian numbers (25%)

Cyclist counts decreased in all three towns, but Faversham recorded the highest percentage decrease (61.6%), whilst Tonbridge recorded the smallest percentage decrease (40.5%).

Chart 5: Percentage change in pedestrians and cyclists (July 2020 to December 2020)

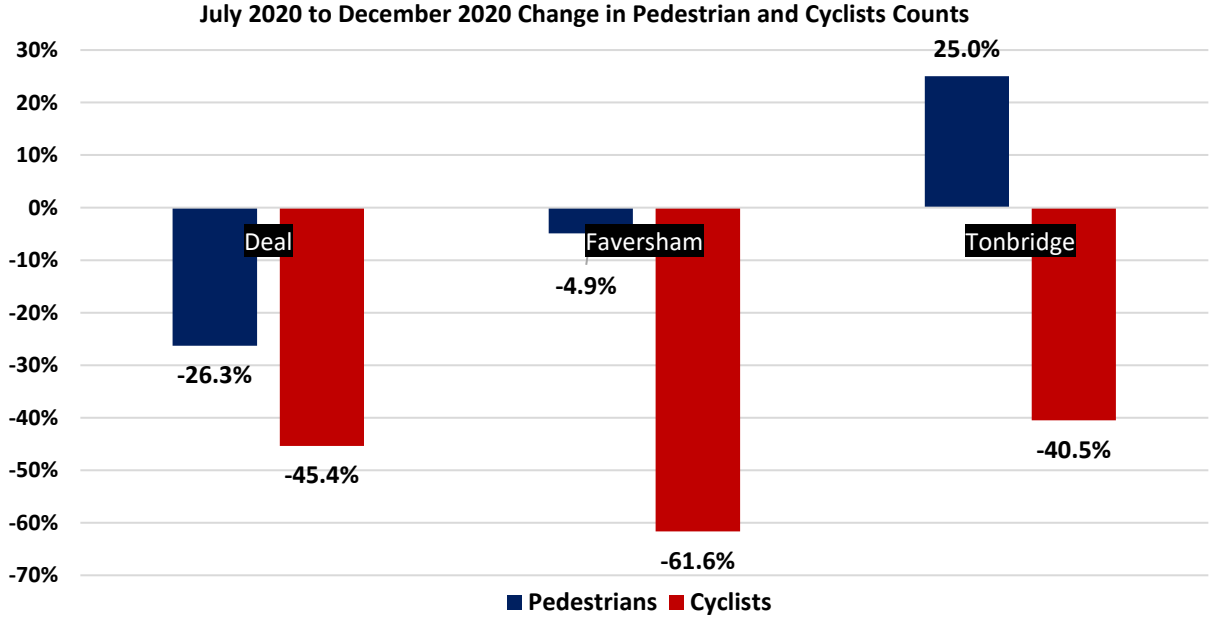


Chart 6 shows that Tonbridge recorded an increase in pedestrians on each day in December 2020 compared to July 2020 whereas Deal recorded a decrease in pedestrians on each day in December compared to the July baseline. Faversham recorded the largest percentage

decrease in cyclists on Saturday (69.4%) and Thursday (60%) in December 2020 compared to July 2020 whereas Deal recorded the largest decrease Friday in December 2020 (49%) compared to July 2020.

Chart 6: Percentage change in pedestrians and cyclists (July 2020 to December 2020) by day of the week

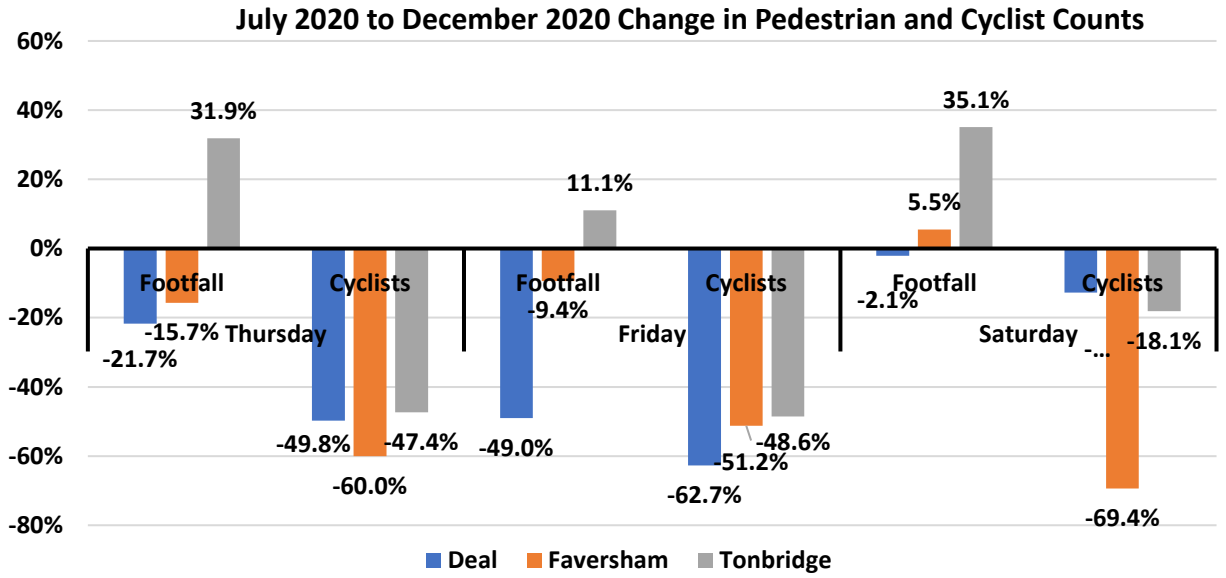


Table 5 shows the change in pedestrian count between July 2020 and September/October 2020 by town and time of day. This shows that Tonbridge saw the biggest increases in pedestrians in the morning (07:00-10:00) and afternoon (15:00-19:00) whilst Faversham saw its largest increase in the afternoon, a small increase in the morning and a decrease in the middle of the day. In contrast Deal saw its decrease in pedestrians get larger throughout the day.

Table 5: Change in Pedestrian Counts by Time of Day (July 2020 to December 2020)

Town	Time	July 2020 Pedestrian Count	December 2020 Pedestrian Count	% Change
Deal	07:00-10:00	15,444	15,259	-1.2%
Deal	10:00-15:00	82,077	58,702	-28.5%
Deal	15:00-19:00	33,353	22,470	-32.6%
Faversham	07:00-10:00	16,994	19,576	15.2%
Faversham	10:00-15:00	71,176	63,590	-10.7%
Faversham	15:00-19:00	32,817	31,923	-2.7%
Tonbridge	07:00-10:00	11,683	19,274	65.0%
Tonbridge	10:00-15:00	33,645	37,607	11.8%
Tonbridge	15:00-19:00	20,290	25,138	23.9%

Table 6 shows the change in the cyclist count between July 2020 and September/October 2020 by town and time of day. This shows a similar pattern across all three towns with the decrease in cyclists getting larger throughout the day.

Table 6: Change in Cyclist Counts by Time of Day (July 2020 to December 2020)

Town	Time	July 2020 Cyclist Count	December Cyclist 2020 Count	% Change
Deal	07:00-10:00	4,020	2,644	-34.2%
Deal	10:00-15:00	11,182	6,847	-38.8%
Deal	15:00-19:00	6,078	2,137	-64.8%
Faversham	07:00-10:00	1,767	988	-44.1%
Faversham	10:00-15:00	5,305	2,047	-61.4%
Faversham	15:00-19:00	3,800	1,135	-70.1%
Tonbridge	07:00-10:00	1,774	1,444	-18.6%
Tonbridge	10:00-15:00	3,299	1,910	-42.1%
Tonbridge	15:00-19:00	2,751	1,300	-52.7%

Chart 7 shows the percentage change in extrapolated pedestrian and cyclist counts across three days between the first count in July 2020 and the fourth count in May/June 2021. This shows that Faversham recorded a considerable in pedestrian numbers in May 2021 compared to July 2020 (18.2%), whilst Tonbridge recorded a slight decrease in pedestrian numbers (3.4%) and Deal a considerable decrease (26.3%)

Chart 7: Percentage change in pedestrians and cyclists (May 2020 to December 2020)

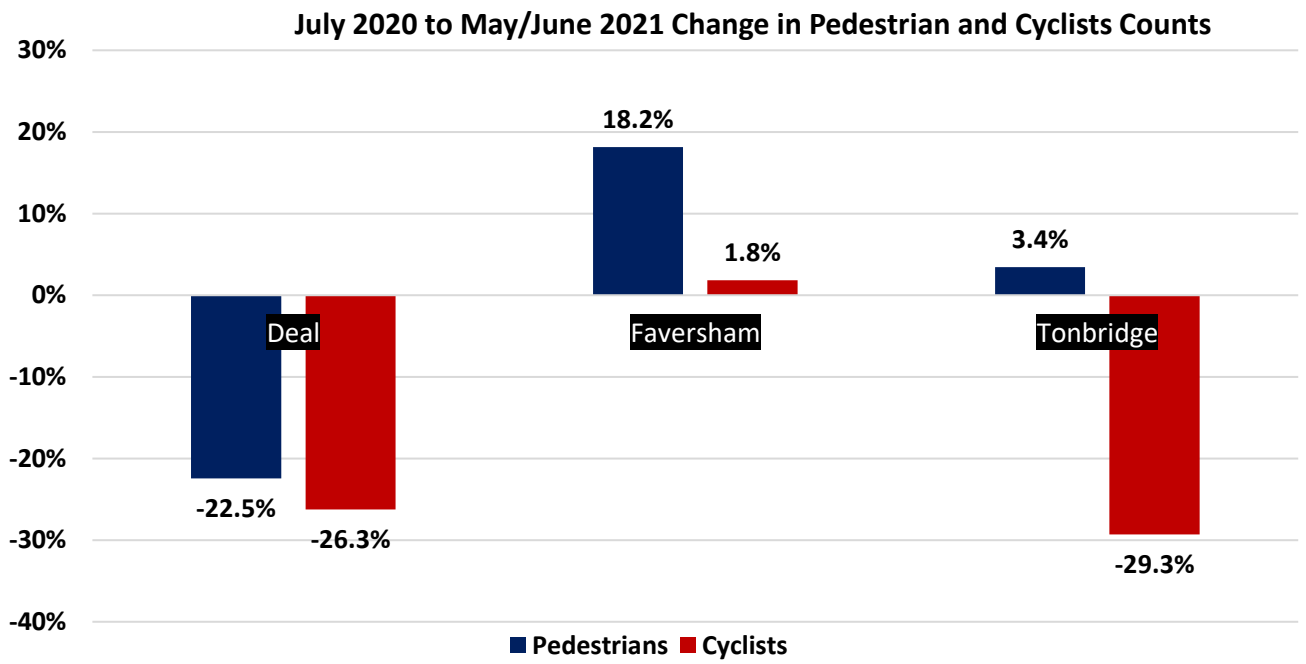


Chart 8 shows that Faversham recorded an increase in pedestrian numbers on each day of counting in May 2021 compared to July 2020. The weather over the counting days in May 2021 was similar to that in July 2020. Tonbridge recorded an increase in pedestrians on Thursday and Saturday in June 2021 compared to July 2020 but a decrease on Friday, this decrease may be explained by the rain in Deal on the Friday in June 2020. Deal recorded

a significant decrease in pedestrians (53.4%) and cyclists (68.5%) on the Friday in June 2021 compared to July 2020, again this will be partly explained by the heavy rain on the Friday in June 2021 compared to July 2020.

Chart 8: Percentage change in pedestrians and cyclists (July 2020 to May/June 2010) by day of the week

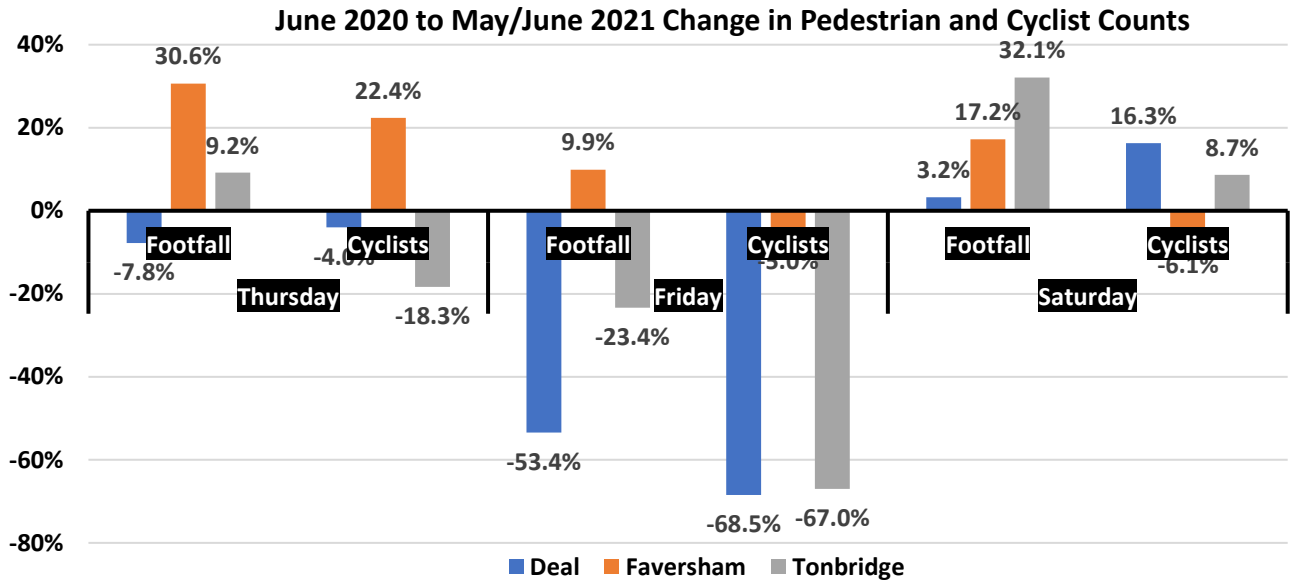


Table 7 shows the change in pedestrian count between July 2020 and May/June 2021 by town and time of day. This shows that Faversham recorded considerable increase in pedestrian counts in the morning and late afternoon/early evening. Deal recorded a considerable decrease in pedestrians in the middle of the day.

Table 7: Change in Pedestrian Counts by Time of Day (July 2020 to May/June 2021)

Town	Time	July 2020 Pedestrian Count	May/ June 2021 Pedestrian Count	% Change
Deal	07:00-10:00	15,444	14,688	-4.9%
Deal	10:00-15:00	82,077	55,382	-32.5%
Deal	15:00-19:00	33,353	31,414	-5.8%
Faversham	07:00-10:00	16,994	22,239	30.9%
Faversham	10:00-15:00	71,176	76,544	7.5%
Faversham	15:00-19:00	32,817	44,179	34.6%
Tonbridge	07:00-10:00	11,683	13,505	15.6%
Tonbridge	10:00-15:00	33,645	33,034	-1.8%
Tonbridge	15:00-19:00	20,290	21,330	5.1%

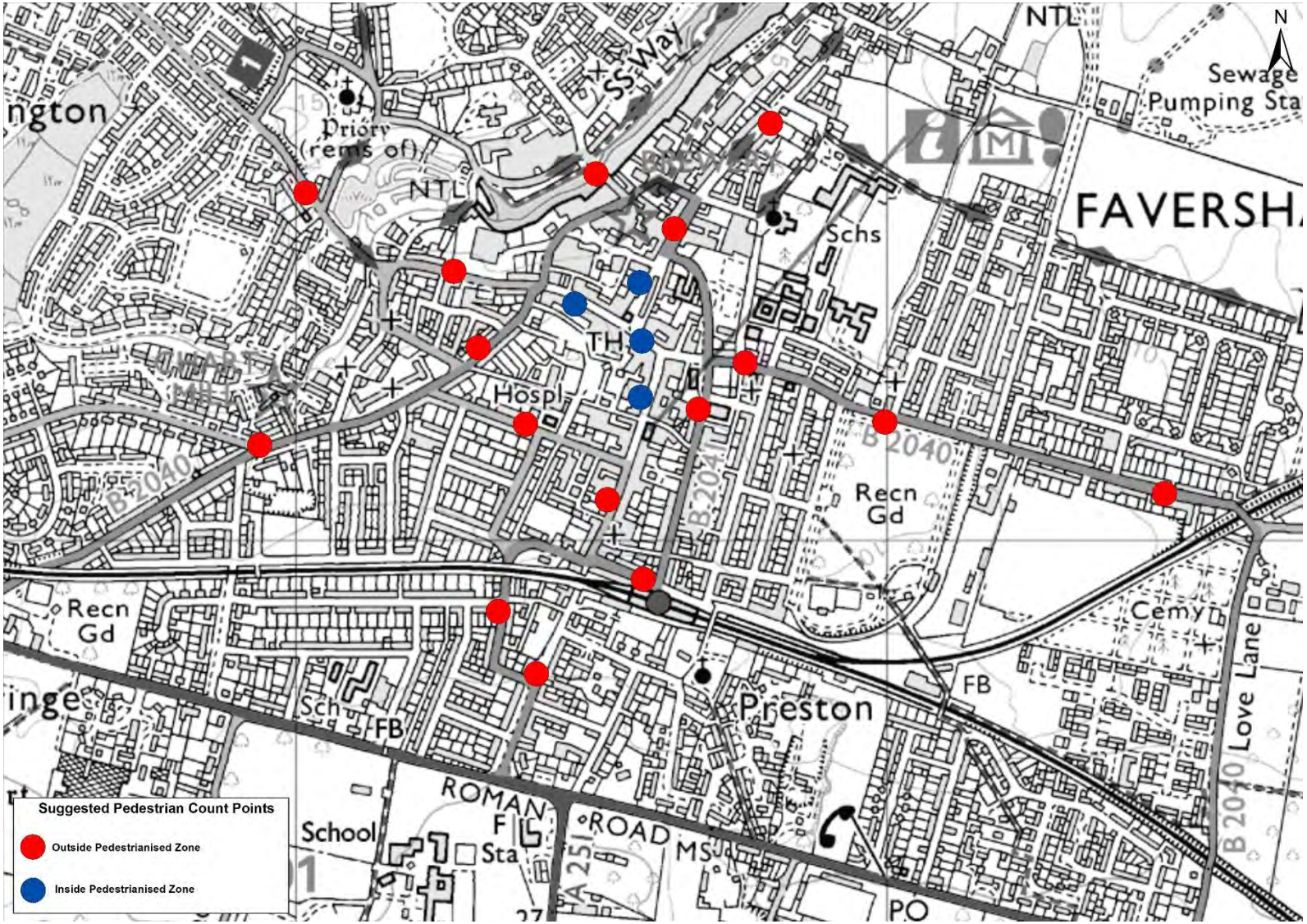
Table 7 shows the change in pedestrian count between July 2020 and May/June 2021 by town and time of day. This shows that Faversham and Deal saw the biggest decreases in cyclists during the middle of the day whereas Tonbridge saw similar decreases throughout the day.

Table 8: Change in Cyclist Counts by Time of Day (July 2020 to May/June 2021)

Town	Time	July 2020 Cyclist Count	May 2021/ June 2021 Cyclist Count	% Change
Deal	07:00-10:00	4,020	3,307	-17.7%
Deal	10:00-15:00	11,182	7,164	-35.9%
Deal	15:00-19:00	6,078	5,222	-14.1%
Faversham	07:00-10:00	1,767	2,035	15.2%
Faversham	10:00-15:00	5,305	4,723	-11.0%
Faversham	15:00-19:00	3,800	4,314	13.5%
Tonbridge	07:00-10:00	1,774	1,218	-31.3%
Tonbridge	10:00-15:00	3,299	2,298	-30.3%
Tonbridge	15:00-19:00	2,751	2,014	-26.8%

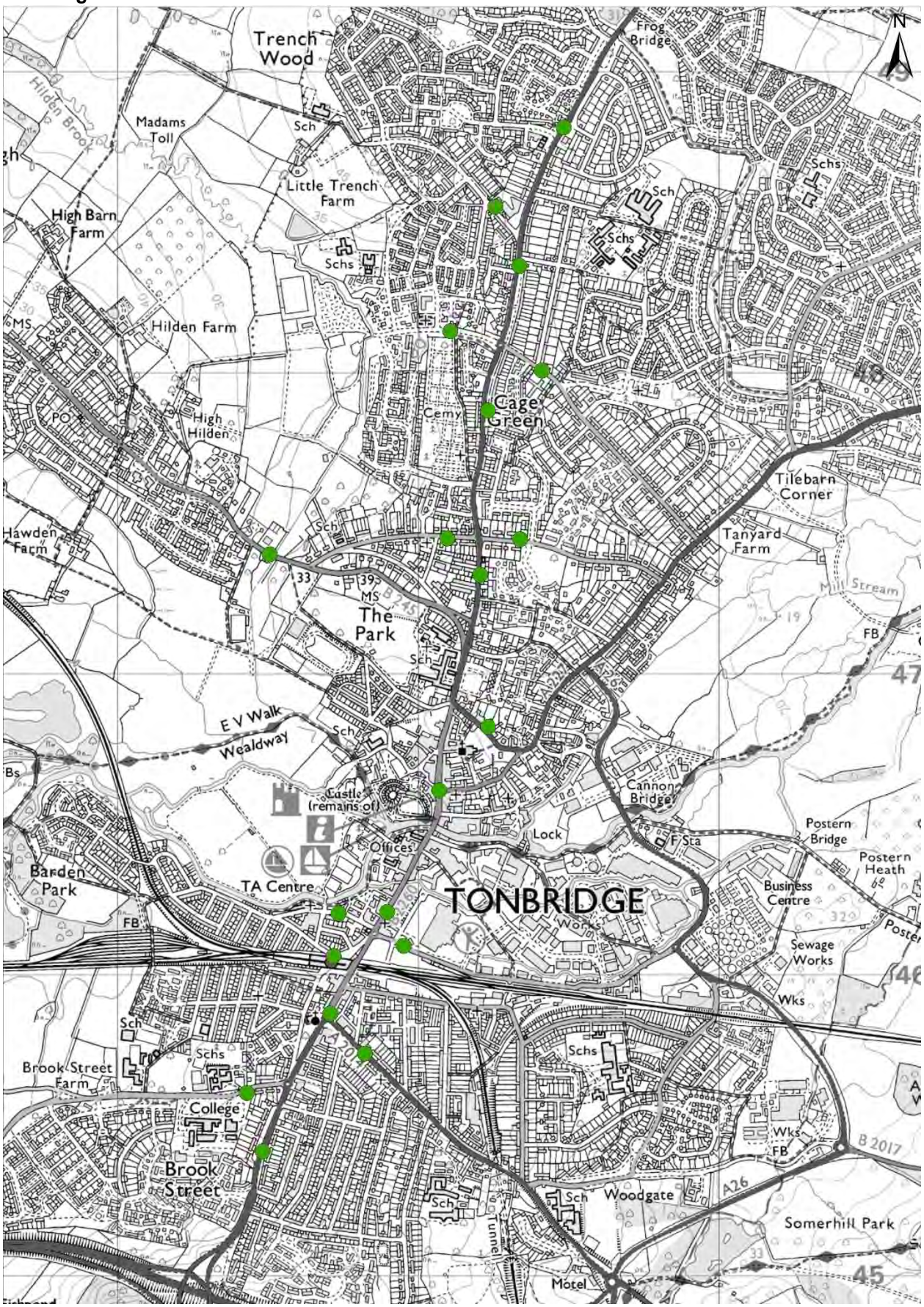
Annexe 1 – Count Sites for Surveys

Faversham



Count Point	Location
1	The Elephant PH The Mall
2	Forbes Road crossroad
3	Station Rd roundabout
4	The Bike Warehouse 32 Preston Street
5	Bank Street/Stone Street junction
6	Faversham Community café 81 Preston Street
7	Gatefield Lane/ Newton Rd
8	Cooksditch House East Street
9	East Street/Cyprus Road junction
10	Dwelling 110 Whitstable Road
11	Dwelling 28 Abbey Street
12	Dwelling 19a Court Street
13	Carlton Lane interiors 7 Court Street
14	Collins Florist 3a Market Street
15	Sun Inn 10 West Street
16	Bridge Bridge Road
17	South Road/ Stone Road junction
18	Dwelling 82 South Road
19	Westbrook Stream West Street
20	Morrisons pedestrian entrance West Street

Tonbridge



Trench Wood
Frog Bridge
Hilden Brook
Madams Toll
Little Trench Farm
High Barn Farm
Hilden Farm
High Hilden
Cemy
Cage Green
Tilebarn Corner
Tanyard Farm
Hawden Farm
The Park
Mill Stream
E V Walk
Wealdway
Castle (remains of)
Offices
Cannon Bridge
Lock
F Sta
Postern Bridge
Postern Heath
Barden Park
TA Centre
TONBRIDGE
Business Centre
Sewage Works
Wks
Brook Street Farm
College
Brook Street
Woodgate
Somerhill Park
Motel
Tunnel
B 2017
A26

Count Point	Location
1	Dwelling 73 Quarry Hill Road
2	Oaklands Nursery 8 Brook Street
3	Priory Lodge veterinary 31 Pembury Road
4	Vaporium 29a Quarry Hill Road
5	Station car park entrance Barden Road
6	Vale Road mini roundabout
7	Jimmy's café 28 Avebury Avenue
8	Christ Church High Street
9	East Street / High Street junction
10	Osmond Davis insurance Bordyke
11	Hilden Bridge London Road
12	Dry Hill Park Crescent junction
13	Dwelling 48 Shipbourne Road
14	Dwelling 10 Yardley Park Road
15	Dwelling 189 Shipbourne Road
16	Thorpe Avenue/ The Ridgeway junction
17	Cemetery Gates Darenth Avenue
18	Cage Green Road/ Shipbourne Road junction
19	Trench Road crossroads
20	Co-Op Food Bishops Oak Ride

Deal

N
BMX Track
Fowlmead Country Park
Kennels Farm
Northwall Road
Sandfield Farm
Groynes
Lookout Station
DEAL CP
South Wall
Marsh Lane
Nursery
Hull Place
Sholden
Sholden Farm
Sholden Downs
Churchfield Farm
Nursery
Middle Deal
Pier
DEAL
Deal Castle
Amb Sta
Hospl
Upper Deal
Lower Walmer
Barracks
Allot Gdns
Cemy
LB & IRB Sta (summer only)
Mill Hill
Ellens Road
Upper Walmer
Recn Gd
Walmer
Walmer Castle
Hawks Hill House
WALMER CP
Suggested Pedestrian Count Points
Outside Pedestrianised Zone
Inside Pedestrianised Zone

Count Point	Location
1	Dwelling 22 The Beach
2	Crystal Garden Chinese rest. 42 Dover Road
3	Telegraph Rd /Hamilton Road T junction
4	Top Wok Chinese rest. 185 Mill Road
5	Dwelling The Strand
6	Corner of Deal Castle Rd/ Prince of Wales Terrace
7	Ford showroom 9 Park Avenue
8	Parkside/ Mill Road T junction
9	Poundland 15 High Street
10	The Sir Norman Wisdom 18-20 Queen Street
11	WHSmith 49-51 High Street
12	King Street/ Beach Street junction
13	Middle Deal Road/Albert Road junction
14	West Street car park West Street
15	Jenkins & Son fishmongers 118-120 High Street
16	Griffin Street/ Beach Street junction
17	Sandown Court/ Golf Rd junction
18	Cannon Street/ College Road junction
19	Courtenay Rd/ Golf Rd junction
20	Harold Rd/ The Marina junction

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Independent Evaluation and Review of 20mph Trials – Tonbridge Summary

Provided to Kent County Council

Tanya Fosdick
Dr Craig Smith
Momina Kamran
Samuel Scott

RESEARCH SERVICES

agilysis

SUMMARY OF TONBRIDGE 20MPH TRIAL

This report summarises the findings of an independent review and evaluation of two experimental traffic orders (ETOs) implemented as two separate town-wide 20 mph trials in Kent, with this summary focusing on **Tonbridge specifically**. The full report sets out the analysis of the trials in Faversham and Tonbridge in detail.

Speed reduction plays a key role in a number of policy areas, and it is therefore important to determine if these trials have been effective in achieving their aims. Speed has a direct influence on the likelihood, and severity, of road collisions occurring. Nilsson's 'Power Model' "shows that a 1% increase in average speed results in approximately a 2% increase in injury crash frequency, a 3% increase in severe crash frequency, and a 4% increase in fatal crash frequency" (International Transport Forum, 2018, p. 5). Therefore, reducing speed by a few miles an hour can greatly reduce the likelihood and severity of road collisions. In addition to increasing actual risk, inappropriate speeds can influence road users' perceptions of risk, reducing their likelihood to engage in active travel modes, as cyclists and pedestrians are more vulnerable in the event of a collision.

Kent's Vision Zero Strategy uses a Safe System approach to strive to have no road fatalities or life changing injuries on its roads by 2050. Furthermore, it seeks to encourage walking and cycling as the safe and easy choice. A fundamental element of the international best practice of the Safe System is 'Safe Speeds'. A 2020 YouGov survey of Kent residents found that the perception of safety was a key influence on the likelihood to use active travel modes, with 56% feeling that traffic is too fast to cycle on the roads. Kent's road safety strategy emphasises community engagement to address concerns and improve safety and quality of life.

Both Faversham and Tonbridge are developing their Local Walking and Cycling Infrastructure Plans (LCWIPs).

Achieving speed reductions is therefore a central pillar of these strategies, with this report setting out findings from the trials and providing recommendations for future actions.

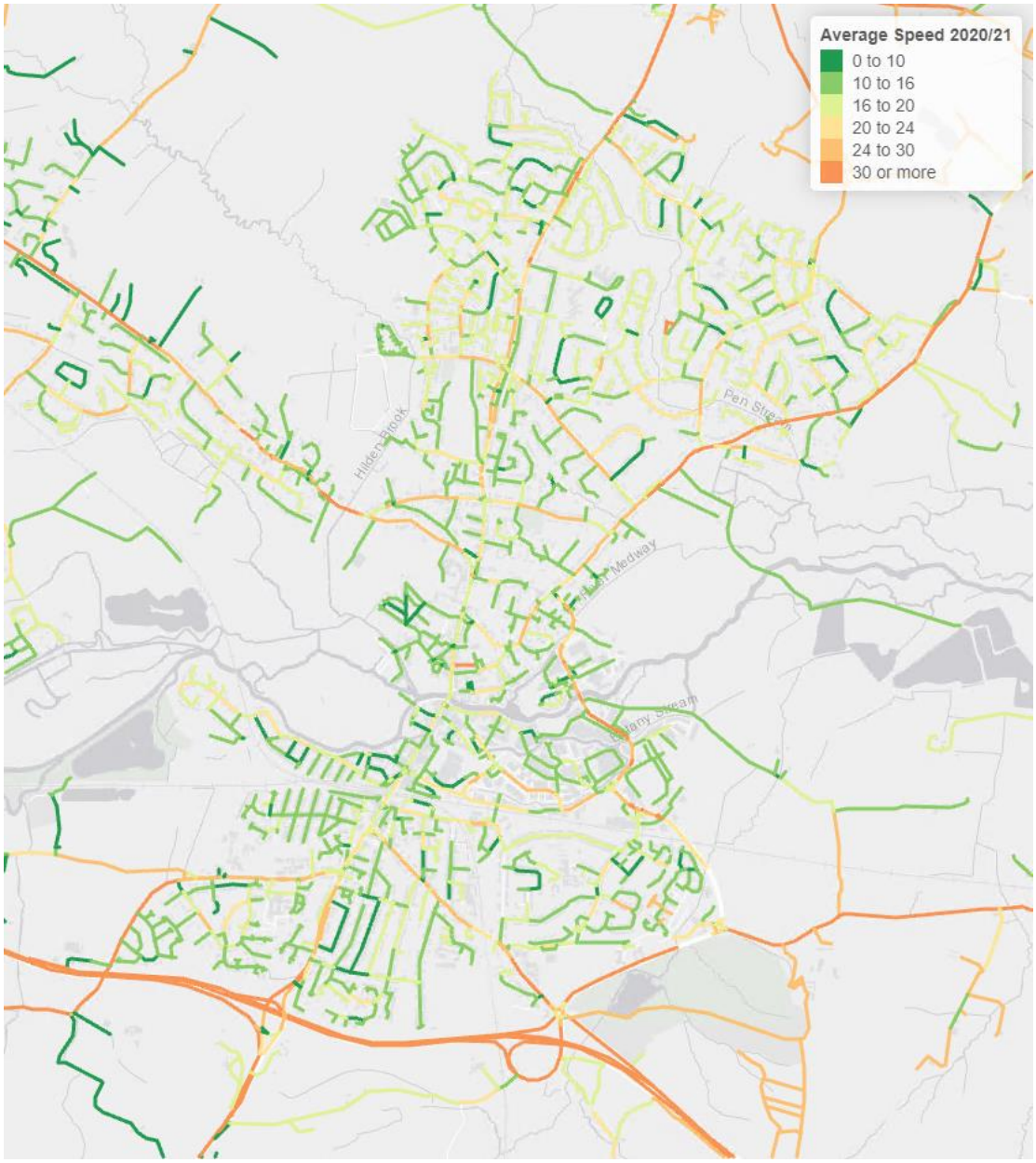
Both qualitative and quantitative data have been used to understand the impact of the introduction of 20mph limits in these two towns. These sources are:

- Behavioural surveys compromising the outputs of c. 600 face to face surveys with questionnaires (1,800 respondents in total)
- Pre-existing research studies and historic case studies.
- Consultation evidence received by KCC between 31st July 2020 and 3rd March 2021 on the experimental traffic orders for both trial areas
- Road user counts and vehicle speed measurements from automatic traffic counters
- Road user counts and vehicle speed measurements from Vivacity Artificial Intelligence sensors
- In-vehicle telematics data (highways network speed) from Ordnance Survey

The town-wide 20mph zones implemented in Tonbridge were part of plans to increase walking and cycling and was delivered in the context of the COVID-19 pandemic, where rapid solutions were required to encourage social distancing when travelling and active travel schemes were being funded and promoted. The scheme relied on interventions including road markings, signs, gateways, and awareness campaigns to inform road users of the new limit.

Kent County Council completed formal consultations on the trials with residents. Online consultations were conducted between July 2020 and March 2021, with responses from 1,123 individuals for the Tonbridge consultation. In this consultation, only 26% of Tonbridge respondents were in favour of the 20mph zone, with objections focusing on the 20mph trial being too extensive and inappropriate for major routes. There were concerns about worsening congestion from slower speeds, safety issues and the impracticality of enforcement.

Figure 1 - Average speeds in Tonbridge (April 2020 - March 2021)



Analysing the traffic count data, Tonbridge had higher average speeds before implementation and therefore greater reductions in observed speed were achieved, as expected. The average speed reduction in Tonbridge was 10.3% (-3mph). Only four of the 12 sites in Tonbridge were lower than 24mph post-trial. None of the sites in Tonbridge had average speeds below 20mph in July 2021.

Figure 1 shows telematic data for the whole of Tonbridge, with many roads achieving average speeds below 20mph. Many roads in Tonbridge saw reductions in average speed of up to 5mph, particularly in the north of the town. It should be noted that telematics data tends to show lower speeds as they are measured over a stretch of road, rather than an individual location. Furthermore, it is an average over a year, rather than a week.

There was a mixed picture amongst Tonbridge residents in relation to 20mph zones and their impact. Support was lower in Tonbridge than in Faversham and opposition to 20mph zones increased after the trial. There were complaints that a blanket-imposition of 20mph zones is not welcome (28% of respondents), and some felt that 20mph zones 'slow down traffic and journey time increases.' Post-trial, there were decreases in agreement that speed limits are appropriate and that most drivers obey them. There were also increases in the proportion of Tonbridge residents who thought it was acceptable to exceed 20mph limits and those who were willing to do so. However, the majority of respondents said that they would be willing to always drive to the set limit and this actually increased in Tonbridge.

More positively, residents did agree that the main benefits of local traffic initiatives are increased road safety for pedestrians and cyclists. Reasons for implementing 20mph zones were that they are 'better for children', 'needed in residential areas' and 'increasing safety' for Tonbridge residents. Furthermore, post-trial, there were increases that speed limits were safe for children to walk and cycle.

These positive attitudes towards walking and cycling were reinforced by reported and observed behaviour. Over 10% of respondents said that their levels of walking and cycling had increased after the 20mph limits were installed and over 20% felt that there was more walking and cycling occurring in their area. There were also increases in pedestrian counts in the town. Walking and cycling was less common amongst Tonbridge residents than those from Faversham, both before and after the trial.

The full report details the individual speed data for each road, allowing Kent County Council and Tonbridge and Malling Borough Council to review each site and to determine if additional measures are required to encourage compliance with 20mph (or if limits should return to 30mph).

RECOMMENDATIONS

- The 20mph zone will contribute to the strategic road safety and active travel objectives set out locally but consideration is required as to how to improve acceptability and compliance in specific locations. The speed reductions, coupled with small but significant self-reported uptake in active travel modes, suggest there is merit in retaining zones where compliance was achieved and assessing roads where the average speed is above 24mph.

- For Tonbridge, it is recommended that a road-by-road review is undertaken, with the purpose of identifying where 20mph is effective; where complementary measures could be adopted to support the 20mph zone; or where a return to 30mph might be appropriate. It might be beneficial to undertake further engagement with the community in Tonbridge to gather their feedback on these individual roads.
- Scheme opposition and concerns around ‘area-wide’ impositions may be alleviated through the use of an incremental or ‘section by section’ approach if the zone is considered in other towns.
- A much greater focus should be given to associated and complimentary activity in Tonbridge (such as more interaction and co-ordination with pro-campaign groups) in order to achieve greater support levels for 20mph and to highlight their benefits as part of the LCWIP.
- Enforcement remains an important issue for residents post implementation. Authorities, in conjunction with the Police, should focus on ‘compliance benefit messaging’ as oppose to punititive enforcement. This shifts the narrative so as to generate public support through changing individual mindsets. Addressing driver behaviour is key to cultivating safe environments for active travel modes. A lack of driver consideration for other roads users is one of the issues where the limits reviewed here have not reduced people’s concerns significantly.
- Shared responsibility is a key imperative within the Safe System philosophy adopted within Kent’s Vision Zero Strategy. Communication to work with road users and increase that sense of responsibility could be key to increasing acceptance of 20mph zones.
- To keep alignment with the authorities’ wishes for the zones to be self-enforced, compliance messaging should be produced which articulates the evidence presented here that 20mph schemes can have a positive effect on average speeds and active travel, even when signed only, without additional engineering or enforcement.
- Longer-term commitment, sustained public engagement, articulated messaging through a tailored marketing mix, and the maintenance of intergrated policy approaches towards 20mph schemes are all more likely to yield success moving forward with the schemes.

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To: Tonbridge and Malling Joint Transportation Board

By: KCC Highways, Transportation & Waste

Date: 22nd November 2021

Subject: Highways Forward Works Programme: 2021/22 and 2022/23

Classification: Information Only

Summary: This report updates Members on the identified schemes approved for construction

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1. Introduction

This report provides an update and summarises schemes that have been programmed for delivery in 2021/22 and 2022/23.

Kent County Council has recently published a forward works programme for the next five years covering planned maintenance of our highway assets. It is in two parts: the first concerns the next two years (2021/22 - 2022/23), and most of the sites included have already been verified by our engineers. The second part relates to years three to five of our five-year programme (2023/24 - 2025/26) and is largely based on data from our asset management systems, so may be subject to more changes as the schemes are verified.

This programme is subject to regular review and may change for a number of reasons including budget allocation, contract rate changes, and to reflect our changing priorities. The programme and extent of individual sites within the programme may also be revised following engineering assessment during the design phase, and additional sites may be added, or others advanced if their condition deteriorates rapidly so that we need to react in order to keep the highway in a safe and serviceable condition.

Further information about how we manage our highway infrastructure, including our county-wide five-year forward works programme, may be found on our website:
https://www.kent.gov.uk/about-the-council/strategies-and-policies/transport-and-highways-policies/managing-highway-infrastructure

In addition to planned maintenance of our highway assets, this report includes transportation and safety schemes, developer funded works, Combined Members Grant schemes, and planned maintenance of public rights of way.

Road, Footway & Cycleway Renewal and Preservation Schemes – see Appendix A

Drainage Repairs & Improvements – see Appendix B

Street Lighting – see Appendix C

Transportation and Safety Schemes – see Appendix D

- **Casualty Reduction Measures**
- **Externally funded schemes**

Developer Funded Works – see Appendix E

Bridge Works – see Appendix F

Traffic Systems – see Appendix G

Combined Members Grant – Member Highway Fund – see Appendix H

Conclusion

1. This report is for Members' information.

Contact Officers:

The following contact officers can be contacted on **03000 418181**

Richard Emmett	Highway Manager Mid Kent
Mark Simmons	Tonbridge and Malling District Manager
Alan Casson	Strategic Asset Manager
Earl Bourner	Drainage Asset Manager
Neill Coppin	Structures Operations Team Leader
Sue Kinsella	Street Light Asset Manager
Toby Butler	Traffic & Network Solutions Asset Manager
Jamie Hare	Development Agreements Manager
Jamie Watson	Schemes Programme Manager

Appendix A – Road, Footway and Cycleway Renewal and Preservation Scheme

The delivery of these schemes is weather dependent; should it prove not possible to carry out these works on the planned dates, new dates will be arranged, and the residents will be informed by a letter drop to their homes.

Surface Treatments - Contact Officer Jonathan Dean			
Micro Surfacing			
Road Name	**Parish**	**Extent of Works**	**Current Status**
A26 TONBRIDGE ROAD	Wateringbury	From Pizen Well Lane to Canon Lane	Complete
COMMON ROAD (Inc BACK LANE)	Ightham	Whole Road	Complete
EXEDOWN ROAD	Wrotham	From Kemsing Road to Old Terry's Lodge Road	Complete
HATHAM GREEN LANE	Stansted	Whole length	Complete
MILL LANE	Hildenborough	B245 Tonbridge Road to Vines Lane	Complete
PARK ROAD	West Peckham	Hamptons Road to Oxenhoath	Complete
ROBIN HOOD LANE	Walderslade	Fostington Road to Taddington Wood	Complete
ROCHESTER ROAD	Burham	Between Scarborough terrace and Whitehouse Crescent	Postponed until 2022
ROYAL WEST KENT AVENUE	Tonbridge	Whole length	Complete
SALISBURY ROAD (Inc ROMNEY WAY)	Tonbridge	Between Royal West Kent Avenue and Higham Lane	Complete
SNODLAND ROAD	Birling	Bull Road to Stangate Road	Complete

ST BENEDICT ROAD	Snodland	Whole length	Completed
THE STREET (Inc Long Mill Lane)	Plaxtol	Church Hill to Dux Hill	Complete
Surface Dressing			
Road Name	**Parish**	**Extent of Works**	**Current Status**
A25 IGHTHAM BYPASS	Ightham	Styants bottom to Dark Hill Rdbt	Complete
A26 TONBRIDGE ROAD	Wateringbury	Danns Lane to Pizen Well Lane	Complete
A228 SEVENMILE LANE	East Peckham	A26 Tonbridge Road to B2015 Maidstone Road	Complete
CHURCH LANE	East Peckham	Hale Street to Pound Road	Complete
OLD CHURCH ROAD	East Peckham	From A228 to A228 (Sealing previous works)	Complete
Retread (Road Recycling)			
WHITE HORSE ROAD	Birling	From Junction Harvel Road (Gravesham) to Holly Hill	Complete
Machine Resurfacing – Contact Officer Mr Byron Lovell			
Road Name	**Parish**	**Extent of Works**	**Current Status**
A227 Shipbourne Road	Tonbridge	Oaks Close to White Cottage Road	Completed
A227 Shipbourne Road	Hadlow	HFS approaches to Higham Lane junction	Completed
A20 London Road	Wrotham	Between Whitehill roundabout and A227 roundabout	Completed

Footway Improvements – Contact Officer Mr Neil Tree			
Pembury Road	Tonbridge	<u>Footway Protection Treatment</u> From the junction of Quarry Hill Road to Fish Lodge (near A21) south side and Vauxhall Gardens to Quarry Hill Road North side	Treatment works carried out. Cleansing work is taking place and once complete further inspections are required.
Larkfield Road	Larkfield	<u>Footway Protection Treatment</u> Full extent	Completed
Larkfield Close	Larkfield	<u>Footway Protection Treatment</u> Full extent	Completed
Tunbury Avenue	Aylesford	<u>Footway Protection Treatment</u> From the Medway boundary to the junction with Robin Hood Lane	Completed
Rochester Road	Burham	<u>Footway Protection Treatment</u> From o/s No. 402 to approximately outside No. 484	Completed
Fairfield Way	Hildenborough	<u>Footway Reconstruction</u> Full Extents	Completed

Appendix B - Drainage

Drainage Repairs & Improvements - *Contact Officer Earl Bourner*			
Road Name	**Parish**	**Description of Works**	**Current Status**
London Road	Aylesford	Flooding Issues for A20 outside of Quarry Wood Industrial Estate	Drainage Improvements are to be incorporated into the proposed roundabout scheme.
Lucks Hill	West Malling	Drainage improvements near More Park School. Investigations have determined existing drainage system has been severed and needs replacement.	Site is on forward works programme and will be progressed when resources allow.
Lakeside	Snodland	Investigations for works to alleviate flooding in heavy rainfall events	In consultation with Soft Landscapes for vegetation clearance for proposed small surface water pond to alleviate flooding.
Brookfield Avenue	Larkfield	Drainage scheme to resolve flooding issue between River Way and Marsh Way	Ground investigations completed. Site added to forward works programme.
Church Walk	East Malling	Flooding of Church Walk and New Road during high flows within watercourse. Some repairs to the culverts have already been completed. Further work required, mainly in the area outside King and Queen PH. Section of culvert liable to blockage with limescale despite cleansing and jetting being undertaken.	Works Completed.
New Road	East Malling	Flooding local to Chapman Way. Gully pipe repairs were undertaken several years ago due to damage from gas main installation but issue occasional reoccurs. Main issue is the water is unable to escape efficiently when there are high flows through culvert from Church Walk, which is difficult to resolve.	Works Completed.
Pembury Road	Tonbridge	Flooding issue next to Police Station. Flooding appears to be due to regular blockages with litter. Re-inspected 10th August, drainage near police station all clear but some maintenance works required uphill.	Little opportunity for further improvements due to area being congested with underground services. Maintenance work carried out uphill of area.

London Road	Larkfield	Flooding at junction with New Road. Defects in pipework have already been addressed, existing soakaways likely to require further work as they can be overwhelmed in heavy or prolonged rainfall	Site is on forward works programme and will be progressed when resources allow.
Long Mill Lane	Platt	Dredge pond and dispose of any waste taken out, pond approx. 12m long and 5m wide (Outside Maddox House)	Works Completed
Bank Lane	Hildenborough	Approx. 100m down road from Bankwood dig out a total of 45m of ditch. Dig out/spoil to be taken away from site and disposed of. Install 8m of 150mm pipework between gully and ditch on opposite side of road. Install kerbed apron with an open back and replace gully cover and frame. Dig down and investigate collapsed pipework 5m from catchpit outside Bluebell House.	Works Completed
Yardley Park Road	Tonbridge	Dig down and investigate around gully carriageway side to locate and reconnect pipework to gully, fix pipework where required and replace existing Gully Frame.	Works Completed
Noble Tree Road	Hildenborough	Install 50m of 225mm pipework from existing pipework to new ditch. 84m of new ditch requires digging from new 225mm pipework down to wooded area where water can soakaway, Dig out/spoil to be kept on site and spread neatly across field (Works are in private land of property called Woodlands)	Works Completed
Station Road	Aylesford	Dig down and investigate collapsed section of pipework approx. 8m from gully, unsure extend of collapse until excavation is open, fix collapsed pipework where required.	Job Passed to Contractor
Battlefields Road	Wrotham	Dig down and replace first 2m of pipework from gully outside No.10, unsure extend of collapse until excavation is open, fix collapsed pipework where required.	Works Completed

Long Mill Lane	Crouch Borough Green	Dig down and investigate void in carriageway and replace 6m of 150mm pipework between gullies outside and opposite Winfield Barn.	Works Completed
Offham Road	West Malling	Carry out ground investigations located in field. Crew required to carry out a borehole up to 5m in depth (Not exceeding 5m deep) with infiltration test zone of 3.0 to 5.0m. Reinstate after completion of borehole.	Works Completed
New Road	Ditton	Dig down and investigate collapsed pipework approx. 0.2m from gully, unsure extend of collapse until excavation is open, fix collapsed pipework where required.	Works Completed
Discovery Drive	Kings Hill	Investigate void next to soakaway in grass area outside No.8. Strip the topsoil and set aside for reuse, then remove the first half a metre of soil in the sunken area. Remove any very loose material, compact the formation, backfill with compacted type 1 stone to restore back to original ground level and replace the topsoil to 150mm min. thickness, including some additional new topsoil if additional material is required.	Works Completed
Lunsford Lane Service Road	Larkfield	Investigate void next to soakaway, dig down to pipework and point up around the inlet pipe to soakaway from the outside and reinstate and install two new kerbs where missing.	Works Completed
The Stream	Ditton	Replace manhole cover and frame with new vented cast iron cover and frame and patch carriageway around cover where this has lifted.	Works Completed
Wateringbury Road	East Malling	Install new precast concrete / uPVC trapped gully next to existing gully outside No.51 and replace existing gully cover with new 600x600mm cover. Dig out 80m of ditch. Clear headwalls found and dig out apex 500mm under outlets / inlets in headwalls.	Works Completed

		Dig out/spoil to be taken away from site and disposed of.	
Offham Road	West Malling	Install a new 2.1m diameter, 4.5m deep soakaway in field to remedy existing drainage which does not operate, leading to localised flooding.	Works Completed
Brockway	Borough Green	Replace soakaway cover & frame opposite No.8 with new manhole cover and frame and reinstate area around cover with new material and topsoil.	Job passed to contractor. Programmed to commence on 14/12/2021 for 2 days
Pembury Road	Tonbridge	Works to remedy overflowing gully comprising 60m of 150mm uPVC drain between gully opposite No.120 out falling to gully outside No.147. Install 2 gullies approx. every 20m of pipework.	Job passed to contractor. Programmed to commence on 15/11/2021 for 6 days

Appendix C – Street Lighting

Structural testing of KCC owned streetlights has identified the following as requiring replacement. A status of complete identifies that the column replacement has been carried out. Programme dates are identified for those still requiring replacement.

Street Lighting Column Replacement – *Contact Officer Sue Kinsella*			
Road Name	**Parish**	**Description of Works**	**Status**
Waveney Road JWAR014	Tonbridge	Replacement of Lamp Column	Completed
New Road JNAK045	East Malling	Replacement of Lamp Column	Completion by end March 2022
Whistler Road JWBD002	Cage Green	Replacement of Lamp Column	Completion by end March 2022
Lunsford Lane JLDD032	Larkfield	Replacement of Lamp Column	Completion by end of March 2022
Maidstone Road JMAH004	Walderslade	Replacement of Lamp Column	Completed
Willow Lea JWBK004	Cage Green	Replacement of Lamp Column	Completion by end of March 2022
Hadlow Road JHAB029	Cage Green	Replacement of Lamp Column	Completion by end of March 2022
Pembury Road JPAT015	Medway	Replacement of Lamp Column	Completion by end of March 2022
Elm Lane JEAX002	Castle	Replacement of Lamp Column	Completion by end of March 2022
London Road JLBZ006	Aylesford	Replacement of Lamp Column	Completion by end of March 2022
Robin Hood Lane JRBB104	Bluebell Hill - Walderslade	Replacement of Lamp Column	Completion by end of March 2022
Russet Way JRDF003	Kings Hill	Replacement of Lamp Column	Completion by end March 2022
Pippin Way JPDO007	Kings Hill	Replacement of Lamp Column	Completion by end March 2022
Pippin Way JPDO018	Kings Hill	Replacement of Lamp Column	Completion by end March 2022

Dry Hill Park Road JDAW001	Castle Tonbridge	Replacement of Lamp Column	Completed
Kings Road JKAQ001	Medway	Replacement of Lamp Column	Completion by end March 2022
Ightham By-pass JIAD007	Ightham	Replacement of Lamp Column	Completion by end March 2022
High Street JHBP002	East Malling	Replacement of Lamp Column	Completion by end March 2022
Bishops Oak Ride JBBT009	Trench	Replacement of Lamp Column	Completion by end March 2022
Bishops Oak Ride JBBT036	Trench	Replacement of Lamp Column	Completion by end March 2022
Hazel Shaw JHBF002	Trench	Replacement of Lamp Column	Completion by end March 2022
Mersey Road JMBZ002	Trench	Replacement of Lamp Column	Completion by end March 2022
St Bernard's Road	Trench	Replacement of Lamp Column	Completion by end March 2022
Shipbourne Road JSBO021	Cage Green	Replacement of Lamp Column	Completion by end March 2022
Avebury Avenue JABF002	Castle	Replacement of Lamp Column	Completion by end March 2022
Three Elms Lane JTCN023	Golden Green	Replacement of Lamp Column	Completion by end March 2022
Mill View JMEF003	Mereworth	Replacement of Lamp Column	Completion by end March 2022
Riding Lane JRAR002	Borough Green	Replacement of Lamp Column	Completion by end March 2022
Ashden Walk JABA004	Cage Green	Replacement of Lamp Column	Completion by end March 2022
Shipbourne Road JSBO066	Cage Green	Replacement of Lamp Column	Completion by end March 2022
Shipbourne Road JSBO076	Cage Green	Replacement of Lamp Column	Completion by end March 2022

Appendix D – Transportation and Safety Schemes

Casualty Reduction Measures

The Schemes Planning & Delivery team is implementing schemes within Tonbridge and Malling Borough, in order to meet Kent County Council's strategic targets (for example, addressing traffic congestion or improving road safety). Casualty reduction measures have been identified to address a known history of personal injury crashes. Current status correct as of 4/11/21.

Location	Parish	Description of Works	Lead officer	Current Status
A20 London Road junction with Hawley Drive	Ryarsh	Speed limit reduction and introduction of pedestrian refuge on the A20	Ian Grigor	Scheme completed
A20 Coldharbour Lane roundabout to M20 slip	Aylesford	Vision reduction blades on northern approach to the roundabout	Ian Grigor	Handed over to contractor
Tonbridge Road	Hadlow	Speed limit reductions, improved signing, and lining on the bends either side of Faulkners, potential placement of safety cameras	Claire Venner	Phase 1 - Speed limit reductions completed. Phase 2 - Placement of safety cameras in design for delivery in 2021/22. Ongoing
Exedown Road / Kemsing Road	Wrotham	Road markings and additional warning signage	Claire Venner	Handed over to contractor
A20 London Road (outside the Nepicar Shell Garage)	Wrotham	Road markings and additional warning signage	Claire Venner	Handed over to contractor

INTEGRATED TRANSPORT SCHEMES – all other LTP funded non-casualty reduction schemes

Location	Parish	Description of Works	Lead officer	Current Status
Priory Grove / Station Road	Ditton	Footway extension scheme	Claire Venner	Complete. Remedial works required.
A26 Tonbridge Road	Wateringbury	Speed limit reduction and traffic calming measures	Claire Venner	Detailed design ongoing. Scheme due for handover to the contractor December 2021. Speed limit TRO consultation complete.

Appendix E – Developer Funded Works

Developer Funded Works (Section 278 Agreement Works) – *Contact Officer: Natalie Peach*				
Scheme Name	**Mastergov File Ref No**	**Parish**	**Description of Works**	**Current Status**
Hermitage Lane Roundabout	TO004020	Aylesford	Roundabout for development on Hermitage Lane junction with Whitepost.	Undergoing technical review Contact Officer: Sarah Parris
Poppyfields Roundabout	TO004019	Aylesford	New roundabout for development on Hermitage Lane and re-alignment of roundabout at 20/20 roundabout with Poppyfields	Undergoing technical review Contact Officer: Sarah Parris
Laker Road, Rochester	TO004018	Rochester	New Bellmouth Access	Awaiting technical submission
Laverstock Road, Allington	TO004017	Allington	New Access to recycling centre	Undergoing Technical Review Contact Officer: Sarah Parris
Oakhill House, 130 Tonbridge Road, Hildenborough	TO004016	Hildenborough	Emergency access crossover with associated footway/cycleway amendments and signage	Undergoing technical review
Aylesford Newsprint Site, Bellingham Way	TO004014	Larkfield	Formation of Bellingham Road Link Road	Undergoing technical review
Aylesford Newsprint Site, Station Road, Aylesford	TO004013	Aylesford	Junction signalisation for new link road	Undergoing technical review
King Hill Gate B (Jamie Hare)	TO004012	Kings Hill	Gate B Closure	On Maintenance
London Road / New Road, East Malling	TO004011	East Malling	Junction improvements	Undergoing Technical Review

Land East of Clare Park, New Road, East Malling	TO004010	East Malling	New bellmouth access	Undergoing technical review
Carpenters Lane, Hadlow	TO004009	Hadlow	New bellmouth access and footway link	Undergoing Technical Review
Nepicar Oast, A20 London Road, Wrotham	TO004008	Wrotham	New Bellmouth Access	Undergoing Technical Review
The Old Coal Yard, Leybourne Way/New Hythe Lane, Larkfield	TO004007	Larkfield	New bellmouth access and footway link	Undergoing Technical Review
Land fronting Vale Rise and Vale Road	TO004006	Tonbridge	New access to industrial site and closing of existing access	Works in Progress
Lidl, A20 London Road, Ditton	TO004005	Ditton	Access to new Lidl Store	Awaiting completion of remedials
Oakdene Trade Park, London Road, Wrotham	TO004003	Wrotham	Access to Trade Park	Technical Acceptance issued – Awaiting completion of Agreement
Co-Op Store, Holborough Road/High Street, Snodland	TO004002	Snodland	Vehicle crossover to car park, loading bay and bus stop amendments	Undergoing technical review
Sportsmans Farm, King Hill, West Malling	TO003427	West Malling	Access to residential development	Agreement Completed – Works in progress
Judd School Access, Mabledon Road, Tonbridge	TO003426	Tonbridge	Access to rear of Judd School	Technical Acceptance Issued – Awaiting details of new contractor
Retirement Village, Rear of 237-259 London Road,	TO003420	West Malling	Access to Retirement Village development	Undergoing technical Review

West Malling				
Aylesford Quarry	TO003339	Aylesford	Access to Aylesford Quarry from Rochester Road	First Certificate issued - Site on maintenance
Vantage Point	TO003314	Snodland	Access to proposed warehouse and drive-thru units from A228 Holborough Road	Works substantially completed – awaiting remedials
Hazen Road	TO003181	Kings Hill	Alteration of existing turning facility to form new access to assisted living development	Agreement Signed
Station Road, Aylesford Phase 1	TO003161	Aylesford	New bellmouth access	Works substantially complete – awaiting remedials
Peters Village – Keepers Cottage Lane and Worrall Drive	TO003147	Wouldham	LoA for short term construction vehicle access, long term crossovers	Agreement Signed
The Orpines, Wateringbury	TO003128	Wateringbury	Construction of residential care home – relocation of highway soakaway	Works completed – awaiting remedials
Former Teen & Twenty Site, River Lawn Road, Tonbridge	TO003126	Tonbridge	Construction of new Medical Centre with associated footway works inc. Ambulance bay	Site on maintenance
Tonbridge Extra Care, Tudeley lane, Tonbridge	TO003123	Tonbridge	Minor footway alterations including installation of pedestrian crossing point	First certificate issued – site on maintenance
Sheldon Way, Larkfield	TO003116	Larkfield & Aylesford	Vehicle crossover access and footway resurfacing	Works substantially complete – awaiting remedials
Platt Industrial Estate, A25 Maidstone Road, Platt	TO003114	St Marys Platt	Junction improvement works	First certificate issued – site on maintenance
Woodgate Way/Tudeley Lane, Tonbridge	TO003113	Tonbridge	Two new accesses to car showroom	Awaiting H&S file

Quarry Hill Road (31-36), Tonbridge	TO003111	Tonbridge	Access to residential care home	First certificate issued – site on maintenance
Upper Hayesden Lane, Tonbridge – Ridgeview SEN School	TO003099	Tonbridge	New Access	Works substantially complete – awaiting remedials and agreement of TRO.
Cannon Lane Tonbridge	TO003089	Tonbridge	Alteration of entrance to new McDonald site	Awaiting confirmation of S104
Snodland Railway Station Forecourt	TO003079	Snodland	Layout Improvement	Awaiting remedials
Ryarsh Park, Roughetts Road	TO003077	Ryarsh	Entrance Improvement	1st Certificate Issued – Site on Maintenance
Hermitage Lane/London Road, Aylesford	TO003068	Aylesford	New signal-controlled junction	Works complete
Mercedes Site Vale Road Tonbridge	TO003050	Tonbridge	New Entrance and seal off old entrance	On maintenance
Quarry Hill Road, Borough Green	TO003034	Borough Green	Splitter island and footway improvements at roundabout	Works substantially completed – awaiting as built
Carnation Close	TO003024	East Malling	Alteration of turning head and creation of parking bays	Awaiting as built plans and commuted sums
The Pinnacles, Darenth Avenue	TO003021	Tonbridge	Creation of bellmouth	On maintenance

Appendix E – Developer Funded Works (Section 106 Works) November 2021

Developer Funded Works (Section 106 Works)			
Road Name	**Parish**	**Description of Works**	**Current Status**
A20	East Malling& Larkfield, Ditton and Aylesford	A20 between A228 and Coldharbour	A20/New Hythe Lane improvement scheme completed. A report to the September 2021 JTB gave an update on both A20 Coldharbour Roundabout and A20/Mills Road/Hall Road. A20 Coldharbour Roundabout is planned to start in autumn 2022 subject to road space availability. A20/Mills Road/Hall Road had a high number of public consultation responses and being a hybrid solution within a very constrained site is being reviewed. Subject to the outcome, it is hoped that construction could commence in 2023 after A20 Coldharbour is substantially completed.
Tower View and A228	Kings Hill	Improvements to A228/Tower View roundabout	Condition 15 of approval to TM/13/01535/OAEA (phase 3), requires a scheme for this junction to be completed prior to occupation of the 200th dwelling. Revised scheme drawings and capacity analysis are expected from Prologis in due course.
A228 Malling Road	Mereworth	Visibility improvements at A228 / Kent Street junction	A report was presented to the March 2021 meeting of the JTB providing an update on the four outline design options being considered to improve the road and junction alignment. Members expressed a preference for Option 4 which has at an estimated scheme cost of between £1,000,000 to £1,200,000, exceeded the available funding of £826,609. Further negotiations are taking place with the landowner. The Board requested that the local County and Borough Members and Parish Councils be consulted on the detailed design. Detailed designs are progressing and a first meeting with Mereworth Parish Council and Sarah Hudson (KCC Member) has taken place. There will be ecological issues to deal with as significant lengths of hedgerow will need to be removed and replaced and early discussions on how best to construct the work is underway, but it should be noted at this stage that it is likely to be a full road closure as traffic signals will cause significant congestion.

Various	Various	Enhancement of 155 bus service and new east bank service associated with Peters Village development	Changes to the service were put on hold due to the Coronavirus Pandemic. Bus Service usage is at approximately 70% of pre covid levels (as of Oct 2021) and as such consideration is ongoing regarding the sustainably of the agreement as it stands.
Various	Various	Enhancement of Ryarsh bus services	The Rural Bus Scheme Pilot in West Malling, the 58 Feeder Service, commenced operation on 15th July 2019. The pilot was extended to allow further assessment of performance given the Covid Pandemic and as a result of a successful bid to DfT as part of their rural mobility funding announced in February 2020. The service continues to operate. For more information on the pilot bus service please contact ruralbusschemepilots@kent.gov.uk

Appendix F – Bridge Works

Bridge Works – *Contact Officer Earl Bourner*			
Road Name	**Parish**	**Description of Works**	**Current Status**
Old Hadlow Road	Tonbridge	Stair No.212 3T weight restriction Deck Strengthening Road closure required	Programme to commence 03/01/21 (Provisional)
East of Mill Lane	Tonbridge	Mill Cottage No.3125 3T weight restriction Deck replacement	Programme to commence 08/11/21 (Provisional)
Walderslade Woods	Aylesford	Replacement of life expired safety barrier	Due before end of December 2021

Appendix G – Traffic Systems

There is a programme of scheduled maintenance to refurbish life expired traffic signal equipment across the county based upon age and fault history. The delivery of these schemes is dependent upon school terms and holiday periods; local residents, businesses and schools will be informed verbally and by a letter drop of the exact dates when known.

Traffic Systems - *Contact Officer: Toby Butler*		
Location	**Description of Works**	**Current Status**
A2014 Pembury Road near St Marys Road, Tonbridge	Renewal and upgrade of signal-controlled crossing	Works underway, due for completion by 12/11/21
A26 Quarry Hill Road near St Stevens Church, Tonbridge	Renewal and upgrade of signal-controlled crossing	Works underway, due for completion by 12/11/21

Appendix H - Combined Members Grant programme update

Member Highway Fund programme update for the Tonbridge and Malling Borough

The following schemes are those, which have been approved for funding by both the relevant Member and by Phil Lightowler, Director of Highways, Transportation and Waste. The list only includes schemes, which are

- in design
- at consultation stage
- about to be programmed
- recently completed on site.

The list is up to date as of 2nd November 2021

The details given below are for highway projects only. This report does not detail

- contributions Members have made to other groups such as parish councils
- highway studies
- traffic/ non-motorised user surveys funded by Members.

More information on the schemes listed below can be found by contacting the District Manager for the Tonbridge and Malling Borough, Mark Simmons.

Trudy Dean

Details of Scheme	Lead Officer	Status
20mph schemes in Larkfield	Jamie Watson	Scheme under construction. Road markings to follow sign installations at a later date.

Harry Rayner

Details of Scheme	Lead Officer	Status
7.5 tonne Weight Limit Quarry Hill Road, Borough Green	Claire Venner	Deferred due to design changes needed for illuminated signs.

Sarah Hudson

Details of Scheme	Lead Officer	Status
Seven Mile Lane, Mereworth speed reduction consultation for proposed 40mph speed limit.	Claire Venner	Due for formal consultation 19th November 2021

Legal Implications

1.1.1 Not applicable.

1.2 Financial and Value for Money Considerations

1.2.1 Not applicable.

1.3 Risk Assessment

1.3.1 Not applicable.

Contacts: Richard Emmett/ Mark Simmons 03000 418181

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UPPER HAYSDEN LANE, TONBRIDGE - PROPOSED TRAFFIC CALMING SCHEME AND GENERAL UPDATE

To:	**Tonbridge and Malling Joint Transportation Board**
By:	**Tim Read, Head of Transportation**
Classification:	**Unrestricted**
Electoral division:	**Tonbridge and Malling**
Ward:	**Judd Ward**
Date:	**22nd November 2021**

Summary: **This information report outlines progress made to date in relation the request for a reduction in speed limit to 30mph along with traffic calming measures on Upper Haysden Lane, outside The Nexus School, following the previous report to the JTB on 7th June 2021.**

For Decision

1.0 Introduction and background

1.1 Following a development application at the Nexus School there were conditions applied during the planning stages which required the site owners to carry out non-specified highway improvements on Upper Haysden Lane. Now that the development at the school has progressed the applicants are seeking to fulfil the conditions and planning requirements associated with this site. Works associated with the planning application are being delivered by KCC Education (formerly GEN2 Estates), with input and assistance from KCC Highways.

1.2 Upper Haysden Lane north of the A21 is a predominantly rural road with no direct property frontages or accesses on either side. The area is formed of open fields and countryside to the west, and housing set back from the carriageway by several metres to the East. There are 3 side road junctions leading to the residential estate (Masefield Way, and 2 entrances to Molescroft Way), and the access to the Nexus school near the A21 Tonbridge Bypass. The road is a consistent width of more than 7 metres with very good forward visibility north of the bypass which incorporates all of the existing junctions and access points described above.

1.3 Nexus is a special school for children and young people with profound, severe and complex needs, many of whom are on the Autistic Spectrum. Following a review of the highway, and road safety audit (RSA), at Upper Haysden Lane

KCC Agreements Team have recommended that measures be introduced to ensure drivers are aware of the presence of the school, which is set back from the public highway, and to encourage drivers to slow down in this area.

1.4 At the end of 2020 an initial proposal was designed and advertised to extend the existing 40mph speed limit further south and enhance the existing signage and road markings in the area. A public consultation took place to advertise the change in speed limit which involved the writing and advertisement of a traffic regulation order (TRO). During the consultation process there was a notable number of responses asking that the 30mph speed limit instead be extended from where it currently starts near the junction with Masefield Way approximately 600 metres (650 yards) further south to include the access into Nexus School. Both proposals received a notable number of objections which were detailed in the June JTB report (attached in appendix 2).

1.5 Surveys and investigations were carried out on Upper Haysden Lane which highlighted existing driver speeds were too high to safely install a speed limit of less than 40mph with signage alone. Kent Police advised that a 30mph speed limit would be unenforceable and unsafe without physical engineering methods in place to ensure driver compliance.

1.6 At the JTB meeting on 7th June 2021 members recommended that KCC Highways officers go back to KCC Education and agree a physical traffic calming scheme to ensure that a 30mph speed limit scheme could be safely implemented on Upper Haysden Lane incorporating the access into The Nexus School. A limited budget had been agreed by KCC Education for highway works associated with the planning application for The Nexus School which was insufficient to cover the costs of physical traffic calming measures. Officers have been working to identify funds to install a scheme in light of the planning requirements, and safety concerns on Upper Haysden Lane. Budgets are yet to be confirmed, but KCC Highways officers have already began producing the detailed designs for a traffic calming scheme to ensure that when funding is available a scheme is ready to be delivered.

2.0 Discussions with The School and Working Group.

2.1 Following the JTB recommendation in June, officers formed a working group to discuss possible ways forward. The working group included the county members for the area, Mark Hood and Paul Stepto, the local TMBC Cllr, April Clark, officers from KCC Education and KCC Highways. An outline scheme proposal was produced during the summer period, and this was presented to the working group on 27th September. The outline scheme proposed a series of physical 'cushions' along Upper Haysden Lane for the length of the new speed limit from the A21 bridge. The exact type of cushions is still to be agreed, but rubber bolt down cushions and concrete humps are both being considered and investigated. A stage 1 road safety audit (RSA) was carried out in October and some minor amendments were made to some of the signing and lining shown on the plans following this. In addition to the speed limit signage and traffic calming measures the scheme also includes warning signs to advise drivers of the presence of the school. A copy of the current scheme proposals can be viewed in appendix 1.

2.2 Once the initial audit had been carried out officers arranged a meeting on 5th November to present the proposals to representatives at the school and also invited the leader of TMBC. At the time of writing this report this meeting had not yet taken place, but officers will provide verbal updates as required at the JTB meeting.

4.0 Conclusion and next steps

4.1 KCC have already conducted the formal consultation process in relation to the legal order (Traffic Regulation Order – TRO) required to change the speed

limit on Upper Haysden Lane. The 30mph speed limit proposal has to be installed within 2 years of when the consultation was carried out, so by February 2023, otherwise the proposals will have to be advertised again and the TRO process started over from scratch. Once the school and the wider working group have had chance to review the amended proposals these can progress to the detailed design stage and a stage 2 RSA commissioned. This would then need to be followed by a formal public consultation to allow residents and members of the public opportunity to comment on the scheme. A full report outlining the consultation feedback and any updates on the final design will then be reported back to the JTB for a final time to request a recommendation as to whether the detailed scheme should proceed to construction. Officers aim to have the report ready to present at the JTB meeting on 7th March 2022.

4.2 All construction works will need to be carried out during school holidays to minimise traffic disruption, and to ensure access to the school is maintained during term time. Works will likely take 1-2 weeks to complete so officers will aim to construct any approved scheme during the school summer holiday in 2022.

Contact Officer:	Ryan Shiel – Mid Kent Programme Manager
Reporting to:	Tim Read – Head of Transportation

Appendices

Appendix 1 – Outline Design for Traffic Calming Scheme

Appendix 2 – Previous (June) JTB report

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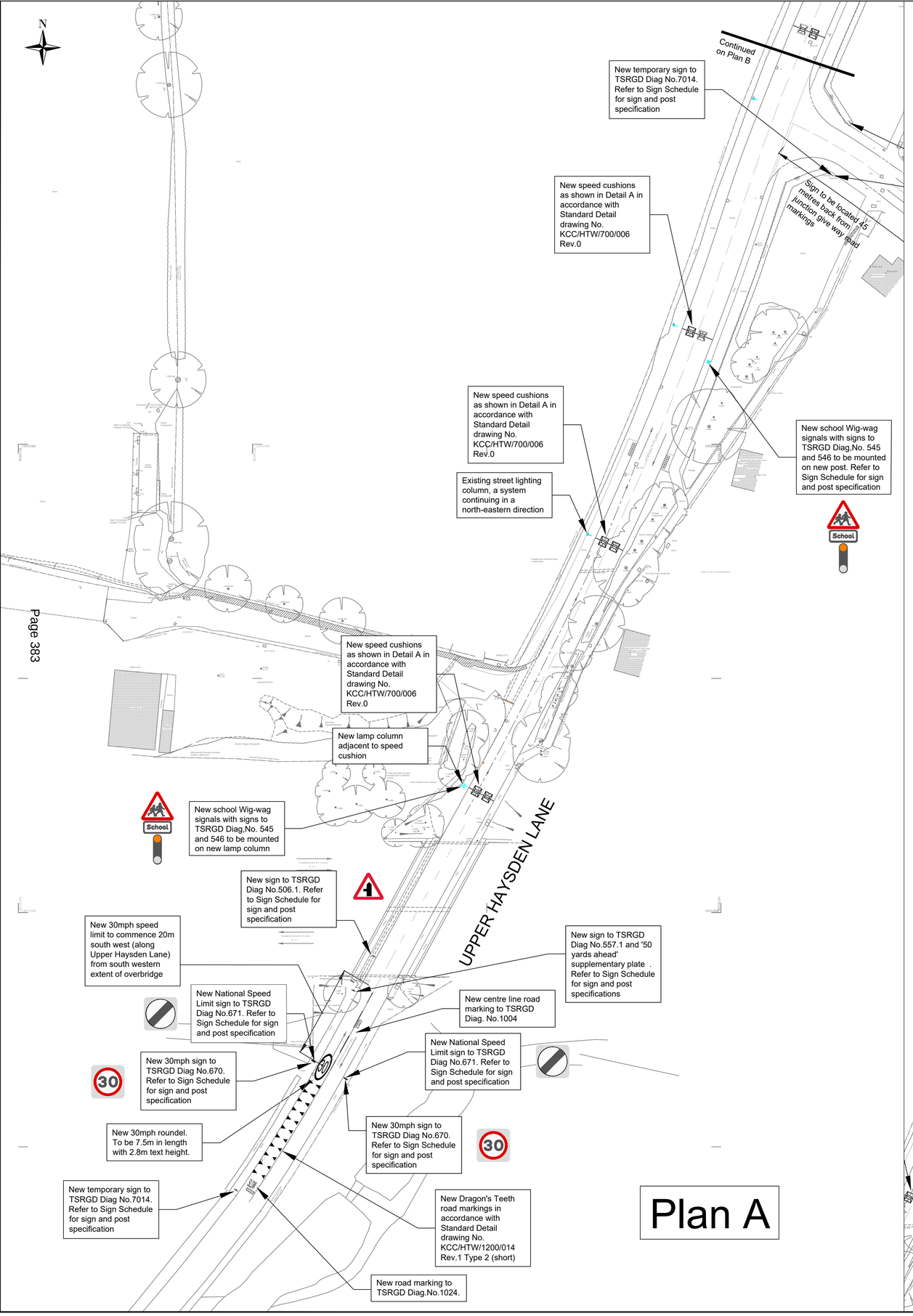
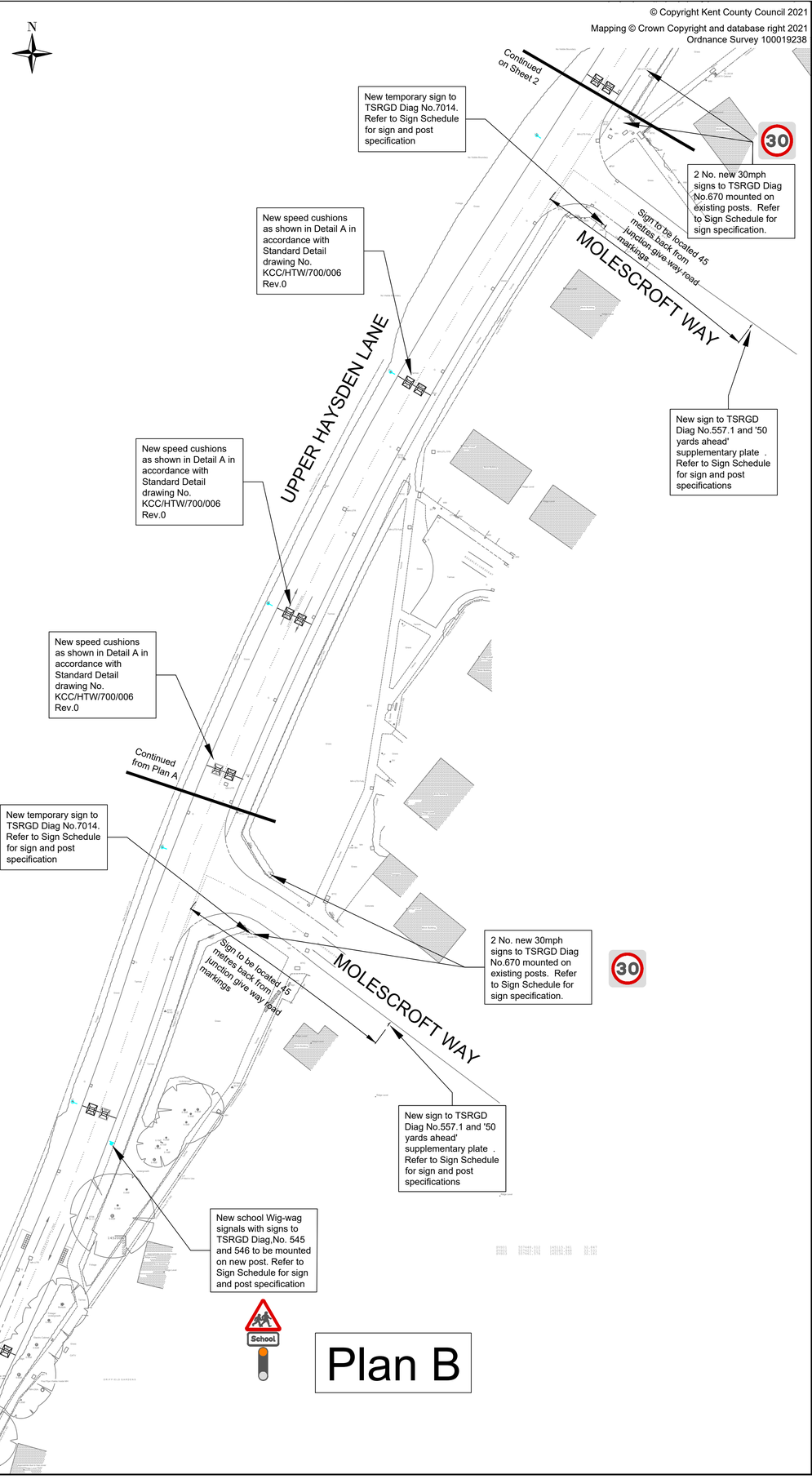
Ordnance Survey 100019238



Plan A



Plan B

Notes

APPENDIX 1

Notes.

1. All dimensions are proposed and in metres unless otherwise stated.
2. All setting out is to be agreed on site with the Engineer prior to commencement of works.
3. To be read in conjunction with Site Clearance drawing No.'s 21-S106-TM-1-003 Rev A and 21-S106-TM-1-004 Rev. A
4. All precast concrete (PCC) kerbing and edging shall be in accordance with BS7263, Part F.
5. Any voids between new kerbs and existing carriageway shall be reinstated with 10mm AC 10 close surf.
6. Surfaces between bituminous materials shall be saw cut to provide a clean vertical joint.
7. Vertical faces of existing bituminous materials shall be primed with bitumen. Existing horizonatal or inclined surfaces shall be tack coated in accordance with Appendix 7/4.
8. New footway surfaces shall be laid with 1:40 crossfall towards carriageway unless otherwise stated with no point having a crossfall greater than 1:12.
9. Existing surfaces overlaid shall be swept clean prior to overlay and sprayed with tack coat.
10. All existing covers in areas to construction to be raised to suit new levels.
11. All existing road markings that conflict with the proposed are to be removed.

Sign & Lines Key

- 1/1 — Non-illuminated traffic sign (refer to Sign Schedule).
- 1/1 1/1 — Sign to be removed (refer to Sign Schedule).
- Sign position and orientation.
- 1028.4 — Road marking TSRGD 2016 Diagram number.

Kerbs 'BN$_P$' must be installed with an upstand of 0-6mm. Installations with larger upstands will be subject to a Defect Notice.

Rev	Revision Date	Purpose of revision	Drawn	Chec'd	App'd
A	13.10.21	REVISIONS FOLLOWING ROAD SAFETY AUDIT STAGE 1	CLS		
0	21.07.21	FIRST ISSUE	CLS		

Kent County Council
Ashford Highway Depot
Henwood Industrial Estate
Ashford
TN24 8AD
Tel: 03000 418181

Project
Upper Haysden Lane - NEXUS school - Tonbridge

Drawing title
General Arrangement
Sheet 1 of 2

Drawing status
Preliminary Design

Scale
1:500 at A1

Do not scale

Drawing number
21-S106-TM-1-001

Rev
A

This drawing is not to be used in whole or part other than for the intended purpose and project as defined on this drawing. Refer to the contract for full terms and conditions.

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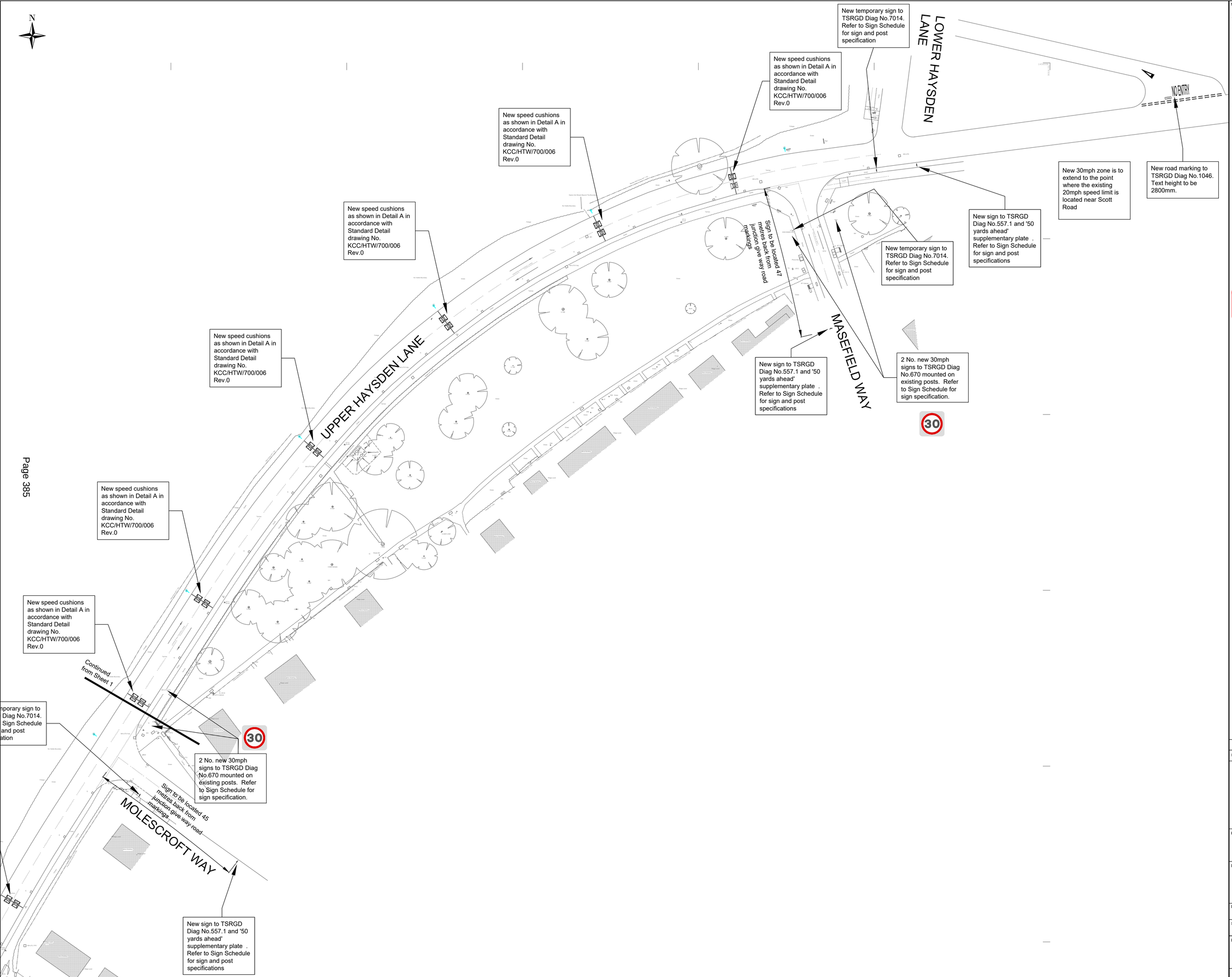

Notes

APPENDIX 1

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9. Existing surfaces overlaid shall be swept clean prior to overlay and sprayed with tack coat.
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- Sign position and orientation.
- 1028.4 — Road marking TSRGD 2016 Diagram number.

Kerbs 'BN$_P$' must be installed with an upstand of 0-6mm. Installations with larger upstands will be subject to a Defect Notice.

Rev	Revision Date	Purpose of revision	Drawn	Chec'd	App'd
0	21.07.21	FIRST ISSUE	CLS		

Kent County Council
Ashford Highway Depot
Henwood Industrial Estate
Ashford
TN24 8AD
Tel: 03000 418181

Project
Upper Haysden Lane - NEXUS school - Tonbridge

Drawing title
General Arrangement
Sheet 2 of 2

Drawing status
Preliminary Design

Scale: 1:500 at A1 | Do not scale

Drawing number: 21-S106-TM-1-002 | Rev: 0

This drawing is not to be used in whole or part other than for the intended purpose and project as defined on this drawing. Refer to the contract for full terms and conditions.

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UPPER HAYSDEN LANE, PROPOSED SPEED LIMIT AMENDMENTS, TONBRIDGE

To: **Tonbridge and Malling Joint Transportation Board**

By: **Tim Read, Head of Transportation**

Classification: **Unrestricted**

Electoral division: **Tonbridge and Malling**

Ward: **Judd Ward**

Date: **7th June 2021**

Summary: **This report summarises the consultation outcomes of the developers (GEN2 Estates) proposed speed reduction measures on Upper Haysden Lane. This report explores 2 potential options - 1.) Extend the 40mph limit further south past the A21 Tonbridge bypass to help slow drivers on approach to the school or 2.) Extend the existing 30mph speed limit past Nexus School and remove the existing 40mph speed limit.**

For Decision

1.0 Introduction and background

1.1 Following a development application at the Nexus School there were conditions applied during the planning stages which required the site owners to carry out non-specified highway improvements on Upper Haysden Lane. Now that the development at the school has progressed the applicants are seeking to fulfil the conditions and planning requirements associated with this site. Works associated with the planning application and any agreed outcomes of this report are being delivered by GEN2 Properties, the body responsible for KCC property in Kent.

1.2 Upper Haysden Lane north of the A21 is a predominantly rural road with no direct property frontages or accesses on either side. The area is formed of open fields and countryside to the west, and housing set back from the carriageway by several metres to the East. There are 3 side road junctions leading to the residential estate (Masefield Way, and 2 entrances to Molescroft Way), and the access to the Nexus school near the A21 Tonbridge Bypass. The road is a consistent width of more than 7 metres with very good forward visibility north of the bypass which incorporates all of the existing junctions and access points described above.

1.3 Nexus is a special school for children and young people with profound, severe and complex needs, many of whom are on the Autistic Spectrum. Following a review of the highway, and road safety audit (RSA), at Upper Haysden Lane KCC Agreements Team have recommended that measures be introduced to ensure drivers are aware of the presence of the school, which is set back from the public highway, and to encourage drivers to slow down in this area.

1.4 The initial proposal was to extend the existing 40mph speed limit further south and enhance the existing signage and road markings in the area. A public consultation then took place to advertise the change in speed limit which involved the writing and advertisement of a traffic regulation order (TRO). During the consultation process there was a notable number of responses asking that the 30mph speed limit instead be extended from where it currently starts near the junction with Masefield Way approximately 600 metres (650 yards) further south to include the access into Nexus School. Both proposals received a notable number of objections which will be detailed in the consultation section of this report. It is worth noting that Brook Street which connects to Upper Haysden Lane is currently part of the Tonbridge 20mph experimental order.

Crash Data

1.5 The crash data for this site has been analysed in detail and was reviewed again in April 2021 in preparation of this report. There have been no injury related crashes reported on Upper Haysden Lane between the junction of Lower Haysden Lane and the A21 Tonbridge Bypass in the last 5 years. As such this site would not appear on the crash analysis carried out annually by KCC highways, and there is no crash data to be reviewed to support highway changes in this location. However, the changes proposed in this report, if

approved, are to be delivered by development contributions. Figures relating to crash data in Kent can be reviewed using the crashmap website: www.crashmap.co.uk

2.0 Consultation

40mph extension

2.1 Option 1: The initial scheme proposed was to extend the 40mph speed limit from its current location near the A21 overbridge approximately 50 metres further south to create a longer 40mph speed limit buffer zone on approach to Nexus School. The scheme also proposed additional warning signs to make drivers aware of the school access and enhance the 40mph signage in the vicinity of the school. A formal public consultation based on these proposals was carried out by KCC, which took place between 6th November 2020 and 30th November 2020. A copy of the consultation documentation can be viewed in Appendix 1. The consultation was sent to all statutory consultees including emergency service providers and the elected TMBC and KCC councillors for the area. Notices were erected on site and all consultation documents uploaded to the KCC website, at the following link: https://kccconsultations.inconsult.uk/Upper_Haysden_Lane_Speed_Limit/consultationHome

2.2 There was a total of 42 responses to the consultation, with 36 of those objecting to the proposals, and 6 in support. The vast majority of the objectors, 30, submitted a standard response which had been issued via the school with a request that the speed limit instead be reduced to 30mph along the length of Upper Haysden Lane from Brook Street, heading just south past the A21 Tonbridge Bypass where the 40mph speed limit currently starts. The standard response reads: "*The current 40mph speed limit up to the A21 bridge travelling from Brook Street towards Leigh is currently ignored by a significant number of drivers who already accelerate up to 50/60mph in the 40mph zone. These drivers will simply ignore the extension of the 40mph speed limit. The existing 30mph speed limit along Upper Haysden Lane needs to be extended to past the A21 bridge. The turning to Nexus Foundation Special School is just before the A21 bridge but has no sign posting that there is a school down this lane. We would like to be able to teach our special needs students how to cross a road safely but cannot do so when the speed limit on the main Upper Haysden Lane where they would cross is 40mph with drivers travelling along that stretch at up to 60mph. Highways England states in its "Public sector equality duty objectives (2016-2020) and annual progress report" that it's ambition is about "Demonstrably putting people at the heart of what we do and how we do it by understanding and considering the different needs of customers and communities in delivering services." Please can you take into consideration the needs of our 221 students with special needs before you implement a speed limit that will prevent them from learning the valuable life skill of crossing a road safely*".

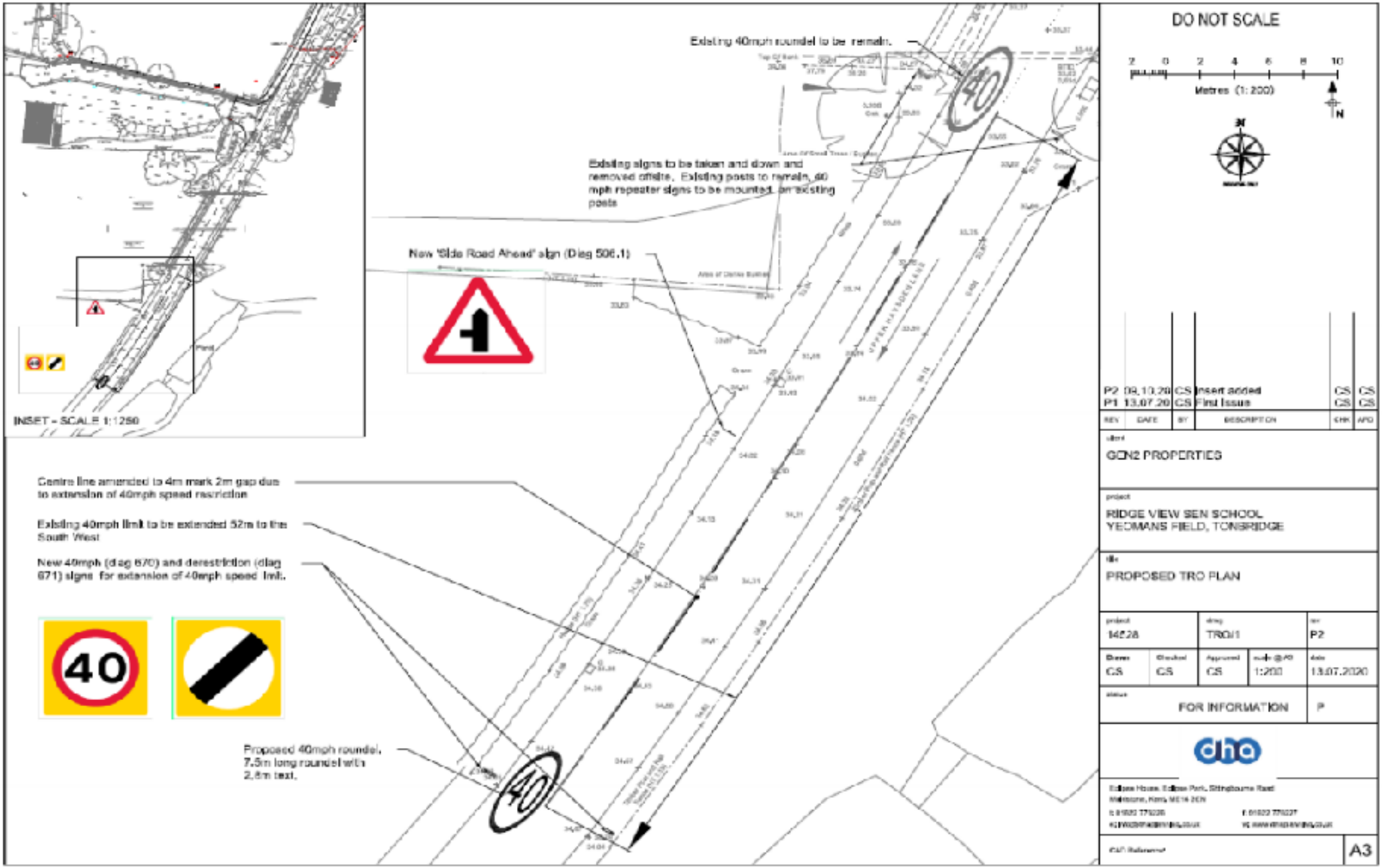
Support	Object	Standard response	Total
6	36	30	42

2.3 Reasons for objecting included concerns that the existing 40mph speed limit is too fast and that drivers currently exceed this speed limit. Concerns were raised that a 40mph speed limit is not suitable to encourage active travel and crossing of this road.

2.4 Supporters of the scheme have mentioned that the extension of the 40mph speed limit will encourage drivers to obey the existing restrictions, and any improvements will encourage more walking and cycling in the area.

2.5 Other comments stated that there is a lack of signage on Upper Haysden Lane to advise drivers of the presence of the school. Separate from the speed limit scheme being discussed in this report the KCC Schemes, Planning and Delivery (SPD) Team have agreed to fund the installation of warning signs (children crossing signs) on each approach to the school access to advise drivers that children may be crossing in this area.

2.6 A copy of the anonymised consultation responses can be viewed in appendix 2, and the scheme proposals are shown in the plan below. See below a plan of the proposals for Option 1: 40mph speed limit extension.


INSET - SCALE 1:1250
Existing 40mph roundel to be remain.
Existing signs to be taken and down and removed offsite. Existing posts to remain, 40 mph repeater signs to be mounted on existing posts
New 'Side Road Ahead' sign (Diag 506.1)
Centre line amended to 4m mark 2m gap due to extension of 40mph speed restriction
Existing 40mph limit to be extended 52m to the South West
New 40mph (diag 670) and derestriction (diag 671) signs for extension of 40mph speed limit.
40
Proposed 40mph roundel, 7.5m long roundel with 2.8m text.
DO NOT SCALE
2 0 2 4 6 8 10
Metres (1:200)
N
P2 09.10.20 CS Insert added CS CS
P1 13.07.20 CS First Issue CS CS
REV DATE BY DESCRIPTION CHK APD
client
GEN2 PROPERTIES
project
RIDGE VIEW SEN SCHOOL
YEOMANS FIELD, TONBRIDGE
title
PROPOSED TRO PLAN
project 14528
dwg TRO11
rev P2
Drawn CS
Checked CS
Approved CS
scale @ A0 1:200
date 13.07.2020
status FOR INFORMATION P
dha
A3

30mph extension

2.7 Option 2: A second formal public consultation based on the 30mph speed limit extension was carried out by KCC, which took place between 29th January and 22nd February 2021. A copy of the consultation documentation can be viewed in Appendix 3. The consultation was sent to all statutory consultees including emergency service providers and the elected TMBC and KCC councillors for the area. Notices were erected on site and all consultation documents uploaded to the KCC website, at the following link: https://kccconsultations.inconsult.uk/Upper_Haysden_Lane_Speed/consultationHome

2.8 There was a total of 104 responses to the second consultation, with 23 of those objecting to the proposals, and 81 in support. 22 of the responses consisted of the same standard response which was submitted in reply to the first consultation.

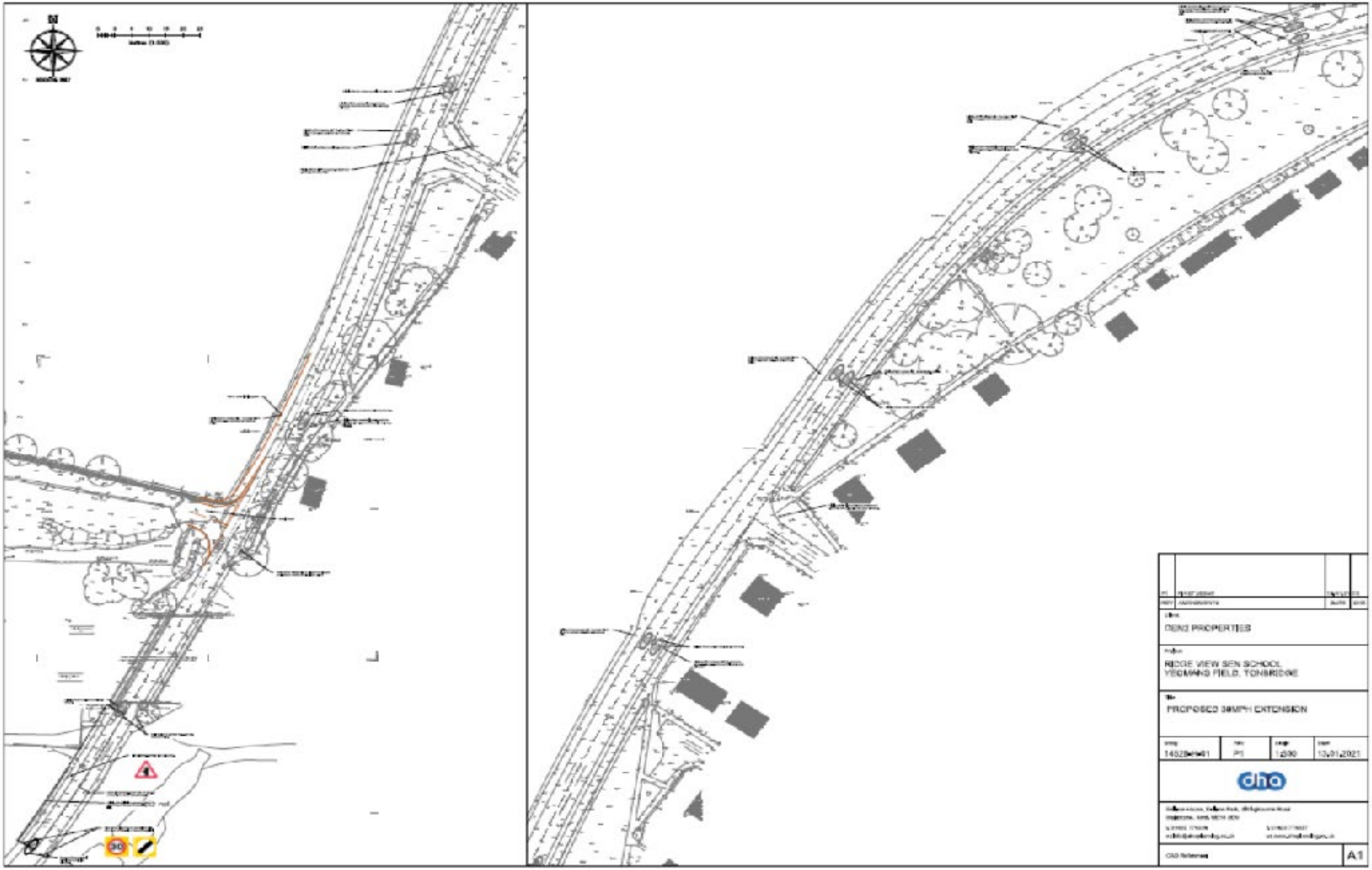
Support	Object	Standard response	Total
81	23	22 of those in support	104

2.9 Reasons for objecting included concerns that these changes are being proposed without any crash data to support such changes, about the scheme being a waste of public money, and there were also concerns that the artificially low speed limit would not be enforced. Some of the respondents mention anti-driver ideologies and referred to their negative views on the blanket reduction in speed limits throughout the borough. Complaints have been raised that there is no numerical evidence to support the reduction in speed limit to 30mph.

2.10 Comments in support of the scheme were that the lower speed limit would encourage walking and active forms of travel, helping drivers to slow down on approach to the built-up area of Brook Street and to help reduce air pollution. There were requests / suggestions that the experimental 20mph speed limit should be extended further to where the existing 40mph limit currently starts.

2.11 Enforcement of the speed limit was raised as a concern during both consultations. Kent Police stated that any speed limit would need to be in the main self-enforcing. For a 30mph speed limit this would require traffic calming (e.g. cushions/chicanes) to be installed in this location which would not be possible within the scope of this development funded scheme, and would not be in keeping with a predominantly rural location such as this.

2.12 A copy of the anonymised consultation responses can be viewed in appendix 4, and the scheme proposals are shown in the plan below. See below a plan of the proposals for Option 2: 30mph speed limit extension.


DENZ PROPERTIES
RIDGE VIEW SEN SCHOOL
YEOMANS FIELD, TONBRIDGE
PROPOSED 30MPH EXTENSION
1:250
13/01/2021
dha
A1

3.0 Discussion and member comments

3.1 The KCC Cabinet Member for Highways and Transportation, who is also one of the local elected members for the area, was made aware of the scheme proposals and the number of responses to the first consultation, and as such agreed with officers that an additional consultation and further assessment and investigation should be carried out.

3.2 As with all roads there is often a perception that some drivers do not adhere to speed limits and in such cases the highway authority encourage residents and members of the public to report such concerns to Kent Police or Speedwatch to request vehicle speeds be reviewed and enforcement be carried out. KCC often carry out automated traffic surveys (ATC's) to ascertain actual driven speeds to evidence if there is a notable speeding issue. KCC commissioned a weeklong ATC survey, from Thursday 11th March to Wednesday 17th March, to ascertain actual speeds on Upper Haysden Lane in the vicinity of Nexus School. The survey data summary can be viewed in Appendix 5. The results show that average driver speeds are 37.4mph (37.5mph northbound and 37.4mph southbound), this demonstrates that the current speed limit generally appears to be adhered to. This data also shows that Upper Haysden Lane would not be a suitable candidate for a speed limit reduction to 30mph without a substantial traffic calming scheme being implemented. It is worth noting that all costs associated with this scheme are being funded via development contributions from the application to expand Nexus School, and a traffic calming scheme would be beyond the scope of funds available in that funding pot. During the planning application process discussing the expansion of the school, the suggested improvements were to extend the existing 40mph speed limit further south to create a buffer zone on approach to the school access.

3.3 The developers funding the works have agreed to progress the speed limit amendments if they are approved by KCC as the local highway authority, however they have confirmed that they will not be able to finance a traffic calming scheme. The planning condition relating to this scheme specified a sum of money for highway improvements associated with the development of the Nexus School and there is no additional funding source to bolster this. As such only the signing and lining improvements detailed in this report will be possible within the scope of this developer led scheme.

3.4 Some of the consultees have made reference to further proposed expansion of Nexus School in future which will likely lead to an increase in pupil numbers. It is recommended that when/if any further planning applications are submitted that additional planning conditions be investigated to help with the delivery of traffic calming and crossing improvements on Upper Haysden Lane in the future.

3.5 KCC officers from the Schemes, Planning and Delivery (SPD) Team have reviewed the proposals in detail and feel that the proposed 40mph extension, with additional highways signage and road markings, will help to enhance highway safety in the area whilst still maintaining a speed limit which is enforceable and within the current national standards for setting local speed limits in England (Setting Local Speed Limits DfT circular-01-2013). The

provision of warning signs on approach to be provided by SPD team will also highlight the presence of the school.

3.6 Officers in the KCC Development Planning team have advised that there is a draft allocation in the TMBC local plan for new homes in the vicinity of the Nexus School, which may require access from Upper Haysden Lane. If / when this development occurs this will alter the road environment and at that time officers will ask for further contributions towards highway improvements which would likely include a reduction in speed limit to 30mph.

4.0 Conclusion

4.1 As outlined above these proposals are being promoted by the developer, GEN2 Estates, in response to a planning recommendation by KCC Highways Officers which was applied during review of the expansion of Nexus School. The comments from the KCC Highways Officer in relation to the planning application were as follows:

I write to confirm on behalf of the highway authority that I have no objection to this application subject to the following additional measures:-

- *Engagement with this authority to extend the 40mph speed limit, including implementation of an interactive speed limit sign and a side road ahead sign as advised in the Stage 1 Road Safety Audit. This work should be undertaken in accordance with the County's adopted 3rd party Traffic Regulation Order procedure and carried out in parallel to construction of the development, should it be approved.*

- *Implementation of the footway and bollards adjacent to Upper Haysden Lane as proposed.*

- *It is also considered that give way markings should be included at the junction to the main car park to give priority to traffic on the access road from beyond this point.*

KCC have conducted the formal consultation process and gathered the details for this report in accordance with the KCC TRO process. GEN 2 Estates have funded all costs associated with the schemes outlined, including the design and officer time for KCC to carry out the consultation and produce this report. There is a limited, and already specified budget, which was agreed at planning in relation to the developer funded highway improvements outside Nexus School. SPD officers have carried out surveys and additional investigations to help support the decision-making process from KCC internal budgets. Based on the views raised by Kent Police, the results of the survey data and the high number of individual objections to the 30mph speed limit extension officers do not recommend that the 30mph speed limit be progressed.

5.0 Recommendation

5.1 That the proposed 30mph speed limit proposal be abandoned, and be reviewed at a later date following any subsequent planning applications. The amendments to the 40mph extension proceed along with the additional

signage and other measures outlined in the scheme plan shown on page 5 along with the additional warning signage detailed in this report. All costs associated with the delivery of the speed limit change are to be borne by the developer.

Contact Officer:	Ryan Shiel – Mid Kent Programme Manager
Reporting to:	Tim Read – Head of Transportation

Appendices

Appendix 1 – 40mph scheme consultation documents

Appendix 2 – 40mph scheme anonymised consultation responses

Appendix 3 – 30mph scheme consultation documents

Appendix 4 – 30mph scheme anonymised consultation responses

Appendix 5 – ATC survey data

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Any other items which the Chairman decides are urgent due to special circumstances and of which notice has been given to the Chief Executive.

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The Chairman to move that the press and public be excluded from the remainder of the meeting during consideration of any items the publication of which would disclose exempt information.

ANY REPORTS APPEARING AFTER THIS PAGE CONTAIN EXEMPT INFORMATION

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