



## Section 6: Medway's eight transport objectives

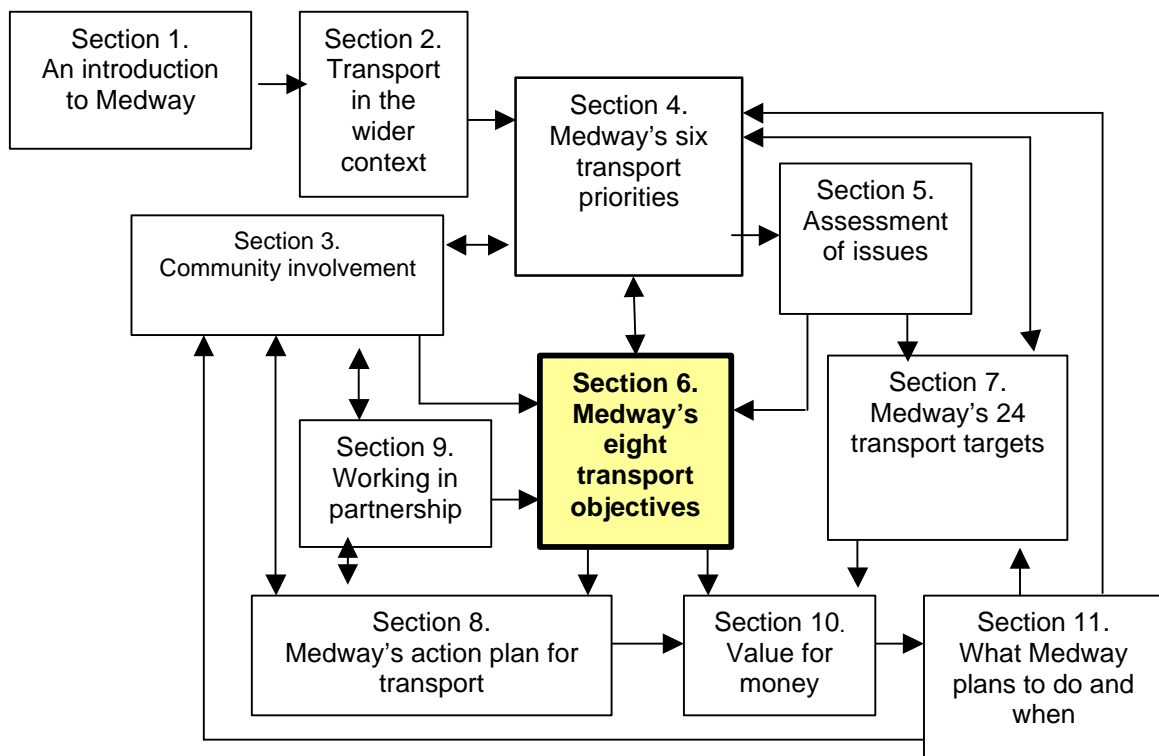
### 6.1 Context

6.1.1 This section sets the transport policy framework by detailing the eight strategic transport objectives of the LTP. For each transport objective the following details are provided

- objective definition
- objective policy
- justification for objective
- links to other strategies
- links to LTP plan priorities
- aims of objective
- successes during LTP1 period
- deliverables and spend profile

6.1.2 This section links:

- from Sections 3, 5 and 9, by setting the policy framework for the delivery of the LTP, taking into account the assessment of issues, together with the views of stakeholders and partners
- forward to Sections 8 and 10, by a providing policy framework for the development of schemes and initiatives, and the value for money priority appraisal
- back to Section 4, by providing an audit of objective delivery against the overarching LTP priorities





## Section 6

### Medway's eight transport objectives

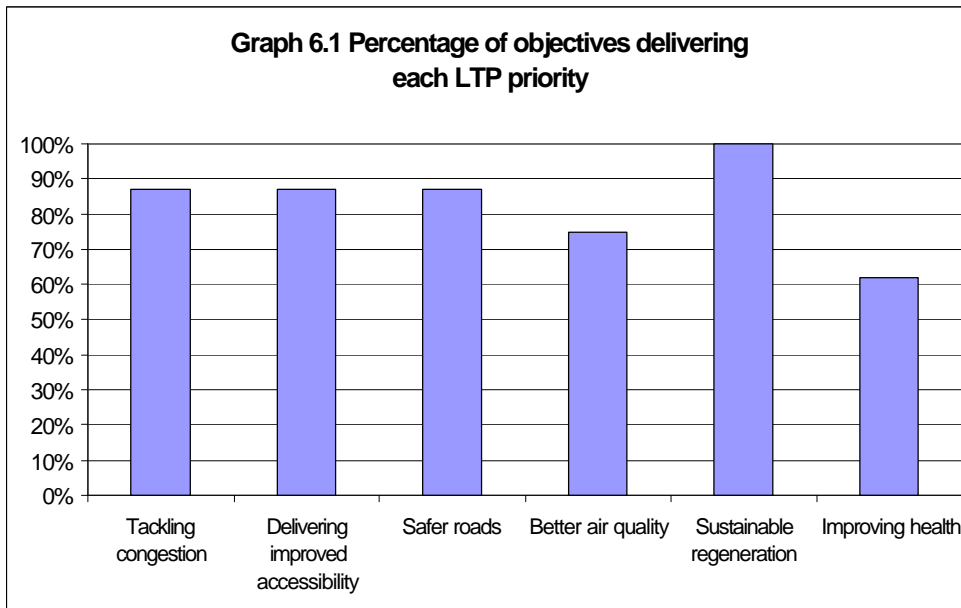
#### 6.2 Strategic transport objectives

6.2.1 The strategic transport objectives will span a period over the short to longer term. The challenge is to deliver transport objectives that strike a balance between the six key priorities of the plan and meet the sometimes conflicting aspirations of residents, businesses and employees.

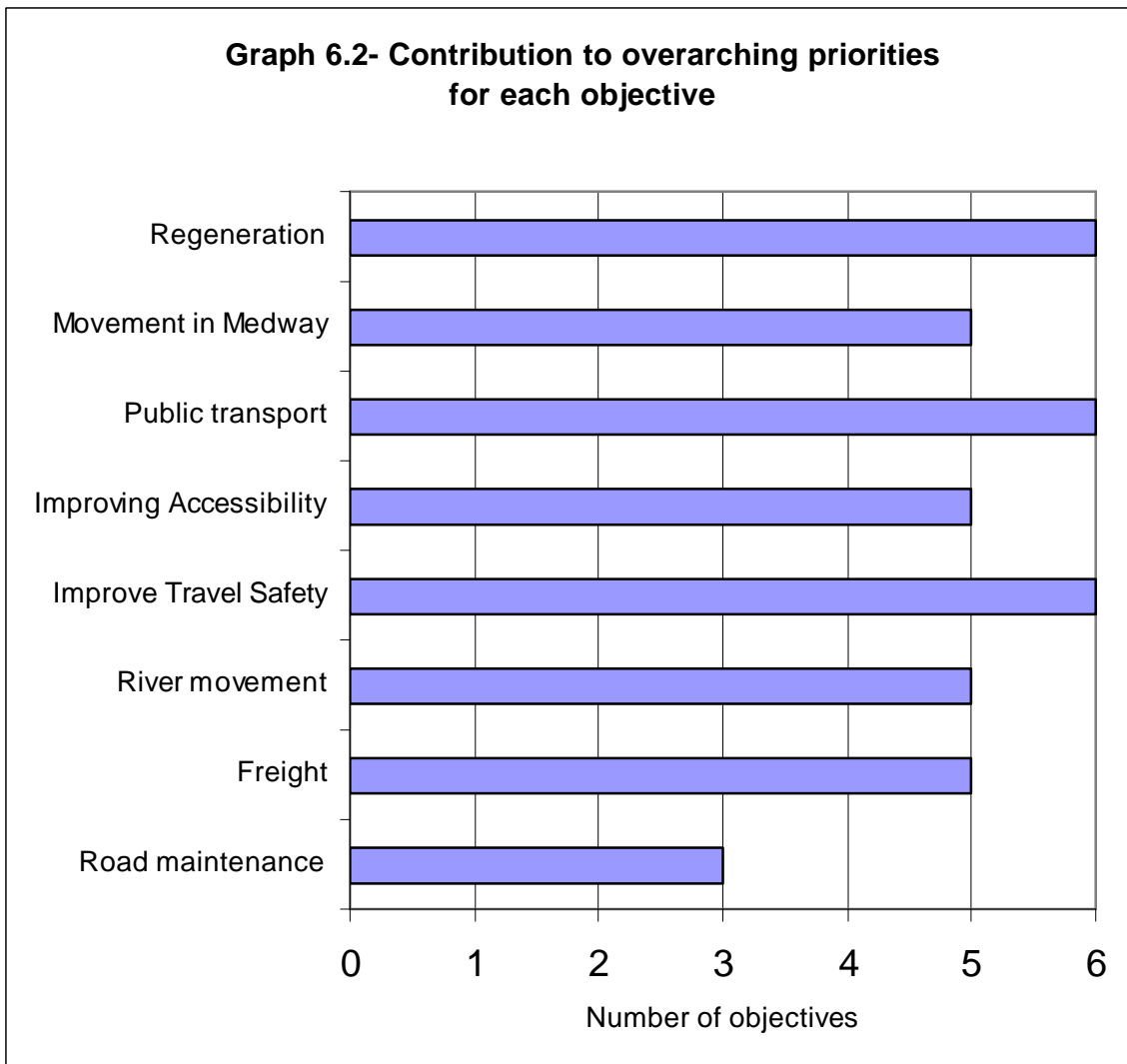
6.2.2 The strategic transport objectives for Medway are listed below, with each objective having a specific focus. Each objective will aim to deliver improvements towards the overarching priorities as listed in Section 4 and contribute towards other agendas of the council.

	Objective focus	Objective
1	Supporting regeneration	To ensure an integrated, accessible transport approach to major regeneration and development sites including supporting Chatham as a transport destination for retail, employment and leisure, to contribute towards improving the quality of the built environment and to encourage changes to travel habits by the implementation of workplace, further & higher education and residential travel plans
2	Movement in Medway	To manage traffic efficiently and safely in Medway and to provide appropriate new infrastructure where justified
3	Improving public transport	To ensure public transport becomes a realistic alternative choice to the private car
4	Improving accessibility	To improve access for Medway residents to key services by all modes of travel and to develop transport corridors that encourage personal movement which promotes better health
5	Improving travel safety	To reduce casualties on Medway's roads and to encourage changes to travel habits by the implementation of school travel plans
6	Encouraging river movement	To support the use of the River Medway and its banks as a transport corridor
7	Supporting freight	To contribute towards improving freight movements through Medway
8	Road maintenance	To undertake enhanced maintenance of the highway network in the most sustainable way practical

6.2.3 The ambition is to deliver objectives that link to more than one LTP priority. Graph 6.1 demonstrates the percentage of the total number of strategic transport objectives delivering each LTP priority. More detailed assessment is provided as part of the analysis of each objective and at the end of the objectives section.



6.2.4 Graph 6.2 demonstrates the contribution each objective makes to the six overarching priorities of the plan.





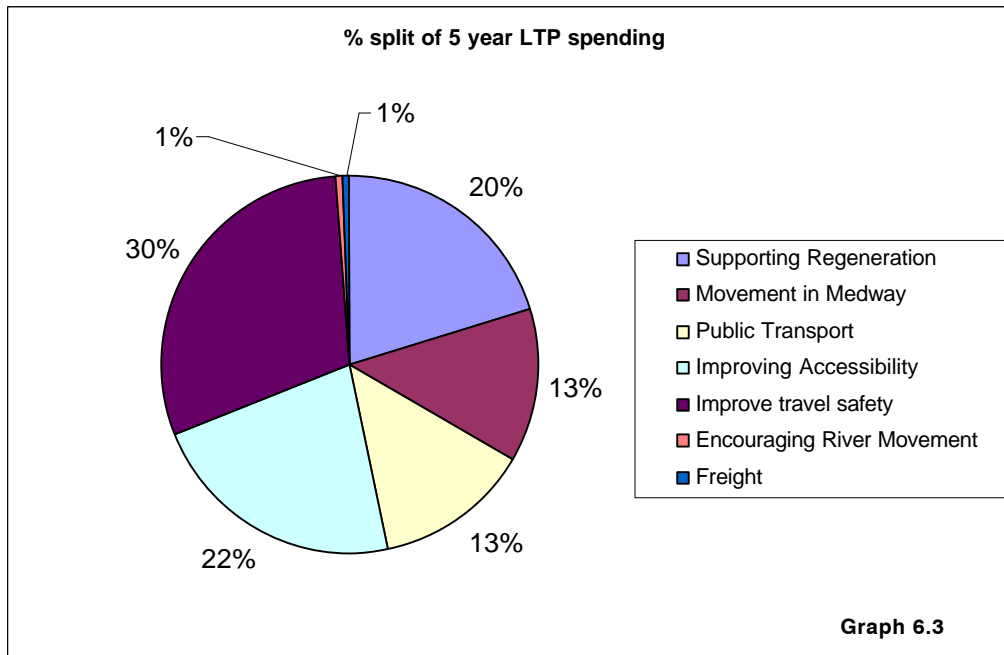
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#### 6.3 Funding for transport objectives

6.3.1 The delivery of transport objectives are principally funded from the Integrated Transport block allocation and the highway maintenance allocation received from government. Additional funds are received by a combination of planning obligations, Medway Council revenue budgets, the Sustainable Communities Plan and bids from other funding sources.

6.3.2 Graph 6.3 shows the five-year average percentage split for the Integrated Transport block allocation across the objectives of the plan (excluding highway maintenance).



#### 6.4 Details of strategic transport objectives and associated policies

6.4.1 Schemes and initiatives will be developed and implemented during the life of the plan in order to deliver the objectives of the plan and these are detailed in Section 8 'Schemes and Initiatives'. In many cases the actions are detailed in supporting strategies.

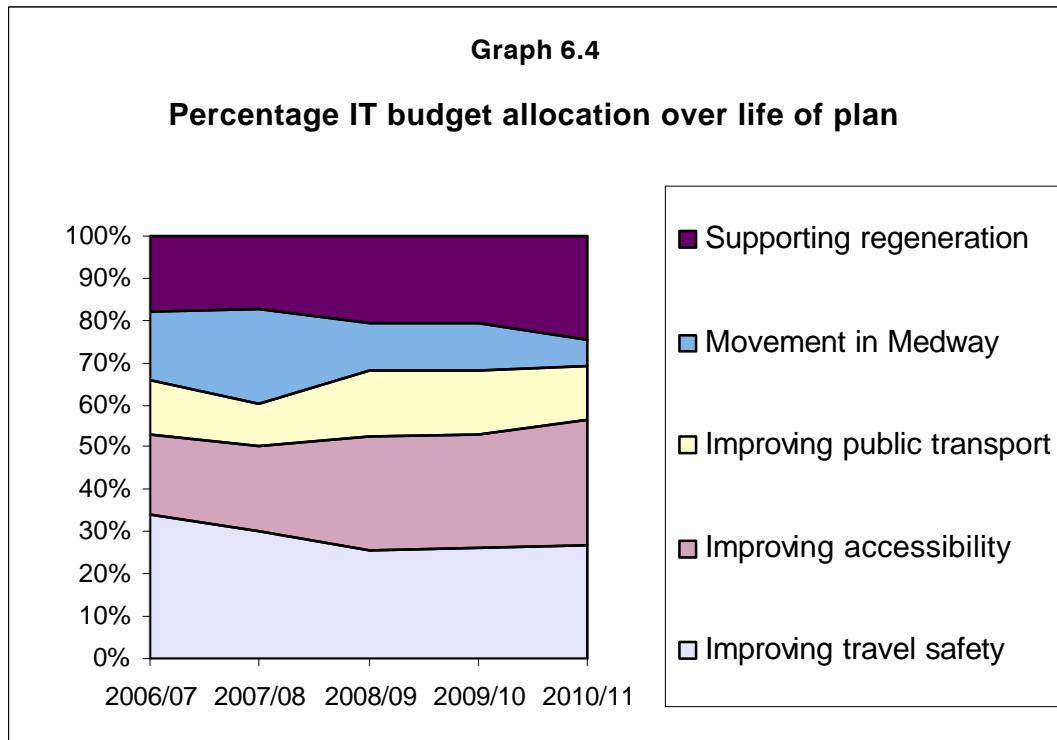
6.4.2 This section provides the following information for each objective:

- Detail of objective
- LTP policy
- Justification for objective
- Links to other strategies
- Links to LTP plan priorities
- Aims of objective
- Successes during LTP1 period
- Deliverables

6.4.3 For each objective, Medway Council has adopted a specific transport policy by which all schemes, development proposals and initiatives will be judged.



6.4.4 An indication of the proposed percentage spend profile over the life of the plan of the integrated transport allocation is given for each objective (except maintenance). Graph 6.4 summaries the integrated transport spend profile across the life of the plan for key objectives.



6.4.5 Section 9 details the partnership arrangements that support the actions detailed in this section. Partnerships are categorised as either active, in development or desirable.

6.4.6 Each LTP objective contributes to delivering a collection of wide-ranging strategies covering other agendas within the Medway area. These Medway wide strategies seek to deliver a series of improvements and change across a range of economic, environmental and social issues. This section assesses the contribution each LTP objective makes to the various other Medway wide strategies, which include:

- Medway's Community Plan
- Kent and Medway Structure Plan
- Local Development Framework (LDF) Core Strategy
- Medway Council Performance Plan 2005-06
- Medway Waterfront Renaissance Strategy
- Chatham Centre & Waterfront Development Framework
- Medway Economic Development Strategy
- Medway Housing Strategy 2005/07
- Choosing Health in Medway
- Policing in Kent 2005/08
- Medway Community Safety Plan
- Medway Rural Action Plan



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The Local Area Agreement (part of the revised Community Plan) and the Children and Young Persons Plan are both under development; links will be established once these plans are sufficiently advanced. A separate impact assessment will be undertaken for the LTP in connection with the Race Equality Scheme.

6.4.7 Table 6.1 details the contribution each LTP objective makes to the other strategies listed above. More information is contained within the details of each LTP objective.

Strategy	Objectives							
	1	2	3	4	5	6	7	8
Medway's Community Plan	✓	✓	✓	✓	✓			
Kent & Medway Structure Plan	✓	✓	✓	✓	✓	✓	✓	
LDF Core Strategy	✓	✓	✓	✓	✓	✓	✓	✓
Medway Council Performance Plan 2005-06	✓	✓	✓	✓	✓			✓
Medway Waterfront Renaissance Strategy	✓	✓	✓	✓		✓		
Chatham Centre & Waterfront Development Framework	✓	✓	✓	✓		✓		
Medway Economic Development Strategy	✓	✓	✓	✓			✓	
Medway Housing Strategy 2005-07	✓		✓	✓				
Choosing Health in Medway	✓	✓	✓	✓	✓			
Policing Kent 2005/08	✓	✓	✓		✓			
Medway Community Safety Plan	✓							
Medway Rural Action Plan	✓		✓	✓				
Local Area Agreement	Plan under development – linkages to be established							
Children and Young Persons Plan	Plan under development – linkages to be established							
Race Equality Scheme	Separate impact assessment to be undertaken for plan							



**Objective 1**

***Supporting regeneration***

**To ensure an integrated, accessible transport approach to major regeneration and development sites including supporting Chatham as a destination for retail, employment and leisure, to contribute towards improving the quality of the built environment and to encourage changes to travel habits by the implementation of workplace, further & higher education and residential travel plans.**

**Policy 1**

Medway Council will:

- a) promote improvements to the transport infrastructure in Chatham commensurate with its status in the Thames Gateway and the identified need to improve accessibility and permeability.
- b) require the transport assessment associated with new development to consider all modes of transport and accessibility to and from the site to local services. Where appropriate legal agreements with developers will be sought to secure transport improvements
- c) aim for the design of transport infrastructure to be appropriate in relation to the character, appearance and functioning of the local built and natural environment and will seek to enhance the character in regeneration areas.
- d) promote safe and sustainable methods of travel to and from places of employment, further & higher education and new major residential areas by:
  - encouraging major local employers to implement workplace travel plans;
  - requiring travel plans for all developments that require a transport assessment or as otherwise required by the council's vehicle parking standards;
  - encouraging further and higher education establishments to develop travel plans for the Universities at Medway campus.



#### Aims of objective

The aims of this objective are to:

- contribute to the major development of Chatham as the city centre in the Thames Gateway
- improve Chatham as a transport hub (as identified in the Regional Transport Strategy)
- improve accessibility for the development of the evening economy
- ensure that new development is judged against integrated, accessible transport criteria to ensure development is accessible by all modes and car dependency is reduced
- enhance the built and natural environment in connection with transport corridors, ensuring that both the public realm and open spaces are accessible and retain a high amenity value, thereby encouraging use, nurturing community values and a sense of pride
- reduce travel demands on the highway network during peak periods and encourage trips by public transport, walking and cycling
- improve access to the workplace for people without access to a car and make services more accessible for residents of new developments who do not have access to a car.



*Supporting regeneration*

#### Justification for objective

This objective is justified because:

- the major growth in housing units in Medway will require supporting infrastructure; 13,052 new dwellings are planned in Medway by 2021 (para 2.3.2)
- planned local job creation is predicted to increase local journey to work movements; at present 41% of the work force out commute to jobs (para 1.5.8)
- the new CTRL domestic services serving Medway will change travel patterns
- it contributes to delivering all 12 of the other strategies identified
- it contributes to delivering all 6 LTP plan priorities
- the LTP consultation ranked this objective fourth in priority order

#### Links to other strategies

This objective is consistent with and will contribute to the delivery of the following strategies:

- Medway's Community Plan  
*LTP objective 1 contributes to the 'Medway Community Plan' by:*





- developing transport schemes and initiatives that encourage inward investment in Chatham and other regeneration sites
- securing developer contributions towards essential infrastructure to ensure new development is sustainable
- improving travel opportunities associated with leisure activity in Chatham and by improving conditions for students to travel to further/higher education establishments
- delivering improved street lighting and additional alley gating schemes
- Kent and Medway Structure Plan  
*LTP objective 1 contributes to the 'Kent and Medway Structure Plan' by:*
  - the regeneration of the Medway Waterfront (NK2)
  - improvement of local air quality (NR6)
  - new housing provision and distribution, and the location of new or replacement employment land (FP2&3, HP1 & TP2)
  - the delivery of mixed use in town centres (SS4)
  - the quality of development and design (QL1)
  - the priorities for the public realm (QL2)
  - the enhancement of environment along primary road corridors (E13)
  - the assessment of air quality impact from development traffic (NR5)
  - compliance with vehicle parking standards (TP19)
- Local Development Framework, Core Strategy  
*LTP objective 1 contributes to the 'Local Development Framework' by:*
  - reducing growth in dependence on the road network (CS01)
  - the delivery of sustainable development (CS01)
  - influencing the overall spatial strategy (CS02)
  - influencing sustainable design (CS03)
  - improving the built and historic environment (CS04)
  - the provision of infrastructure and services (CS05)
  - providing additional capacity for new travel demands associated with new homes (CS08)
  - ensuring that all major new developments are subject to an accessibility assessment (CS10)
  - supporting Chatham as the primary focus for town centre investment and retail development (CS18&19)
  - reducing climate change and carbon emissions (CS21)
  - the development of Medway Waterfront, Strood Centre & Strood Waterfront (CS30&32)
  - the delivery of development location policy (TP2)
- Medway Council Performance Plan 2005/06  
*LTP objective 1 contributes to the 'Medway Council Performance Plan' by:*



- ensuring travel demands associated with new development do not cause harm to the local economy
  - seeking to ensure that major regeneration sites are sustainable from a transport point of view including incorporating travel plans where appropriate
  - initiatives addressing anti social behaviour and criminal damage
  - improving the quality of the highway infrastructure
  - the pro-active removal of abandoned vehicles
- Medway Waterfront Renaissance Strategy:  
*LTP objective 1 contributes to the 'Medway Waterfront Renaissance Strategy' by:*
    - developing fast and efficient transport links between houses, jobs, services and key services
    - developing *Transport for Medway*, a major public transport project linking regeneration sites and existing development
    - removing the Chatham gyratory system, with the associated relocation of the bus station and improvements to pedestrian circulation
    - improving links between waterfront regeneration sites, particularly between Rochester Riverside, Strood, Chatham Maritime and the Historic Dockyard
    - major environmental improvements including improving the quality of the built environment
    - efficient use of land by high-density residential development with residential travel plans
- Chatham Centre & Waterfront Development Framework  
*LTP objective 1 contributes to the 'Chatham Centre & Waterfront Development Framework' by:*
    - accessibility improvements to, and within, the centre by alterations to the highway network
    - enhanced and rationalised car parking and improved pedestrian and cycle connections to the centre
    - sustainable development by reducing the need to travel
    - major environmental improvements throughout the Centre including new public spaces, new Waterfront Park and Riverside promenade
- Medway Economic Development Strategy:  
*LTP objective 1 contributes to the 'Medway Economic Development Strategy' by:*
    - supporting the relocation of business in Medway
    - supporting inward investment and increased competitiveness
- Medway Housing Strategy 2005-07  
*LTP objective 1 contributes to the 'Medway Housing Strategy' by:*



- ensuring good accessibility to services from new residential areas
- Choosing Health in Medway -  
*LTP objective 1 contributes to the 'Choosing Health in Medway' plan by:*
  - providing good links to health facilities from major new developments
  - by providing the removal of barriers to pedestrians by the reconfiguration of the Chatham ring road, the removal of pedestrian guardrailing and the relocation of the bus station, delivering improved pedestrian permeability resulting in an environment that is of human scale which encourages pedestrian activity
- Policing Kent 2005/08  
*LTP objective 1 contributes to the 'Policing Kent 2005/08' plan by close partnership working with the Kent Police. Partnership actions include:*
  - designing out crime in new developments
  - implementing gating schemes to tackle anti-social behaviour
- Medway Community Safety Plan  
*LTP objective 1 contributes to the 'Community Safety Plan' for Medway by:*
  - ensuring that community safety is considered as part of the regeneration planned for Medway, to design out crime in new development
  - implementing gating schemes to tackle anti-social behaviour
- Medway Rural Action Plan - LTP objective 1 contributes to the 'Medway Rural Action Plan' by the following actions:
  - supporting major rural businesses by the operation of effective workplace travel plans



#### Links to LTP plan priorities

This objective will assist with the delivery of the following priorities, which are detailed in Section 4:

<i>Tackling congestion</i>	<p>Improves the existing road network capacity through traffic management control systems.</p> <p>Improves public transport services to Chatham thereby contributing to reducing reliance on the private car for trips into the urban centre.</p> <p>Seeks to reduce the need to travel by car by encouraging development in accessible locations.</p> <p>Reduces the need to travel by car.</p> <p>Reduces single occupancy car travel.</p>
<i>Delivering improved accessibility</i>	<p>Improves access to key services for people who are socially excluded and provides focus on interchange improvements.</p> <p>Improves access to services for people without access to a car and ensures the provision of a permeable site layout for pedestrians and cyclists.</p> <p>Opens up new routes by reducing the perceived risk of personal attack.</p>
<i>Safer roads</i>	<p>Reduces unnecessary car movements by rationalising car parking and improved signing reduces the need to hunt for parking spaces.</p> <p>Ensures that development proposals do not introduce hazards to users of the public highway and makes a positive contribution to the conditions for pedestrians and cyclists.</p> <p>Promotes safer travel for vulnerable road users.</p>
<i>Better air quality</i>	<p>Seeks to restrain any deterioration in air quality as a result of increased travel demands associated with new development.</p> <p>Reduced trip making by car will reduce pollution associated with car travel.</p> <p>Rationalised car parking and improved signing reduces the need to hunt for parking spaces.</p>
<i>Sustainable regeneration</i>	<p>Aims to improve access by public transport, car, walking and cycling, contributing to the regeneration of Chatham, Rochester and Strood.</p> <p>Ensures the principles of sustainable regeneration are considered at all stages of the development process, leading to a reduction in road network impact.</p> <p>Encourages local movement by foot or cycle.</p> <p>Ensures the principles of sustainable regeneration are considered at all stages of the transport assessment of new development.</p>
<i>Improving health</i>	<p>Provides opportunity for exercise as part of daily routine.</p> <p>Encourages local activity by foot or cycle</p>



#### Successes during LTP1 period

This objective builds on successes achieved during the LTP1 period, which have included:

- **Waterfront rapid transit study**  
Consultants working on behalf of Medway Council produced a concept report which identified potential public transport improvements for Medway, together with undertaking detailed survey work. The scheme arising from the study is identified in both the Kent and Medway Structure Plan and the Regional Transport Strategy.
- **Creation and completion of the *Transport for Medway* study**  
Leading on from the Waterfront rapid transit study a bid to the ODPM was successful allowing the commissioning of Colin Buchanan and Partners to undertake a major and detailed public transport study of the Medway area, which considered the impact of regeneration on transport infrastructure over the short and long-term. The study included building a new transport model for the Medway area. Certain recommendations from the study will be implemented during the life of LTP2 and beyond.
- **Adoption of the Chatham Centre and Waterfront Development framework**  
This proposes a new vision for Chatham as the city centre of Medway. The adopted framework details extensive restructuring of land-use and the transportation network of Chatham. The framework was informed by testing the proposed changes to the highway network using a 'Paramics' micro-simulation transport model
- **A228 Phase 1 improvement**  
With major scheme funding approval from the DfT and significant developer contributions received, the scheme was delivered during LTP1 period. As well as bringing significant safety improvements, the scheme also opens up significant industrial areas for regeneration at Grain and Kingsnorth.
- **Gillingham Station refurbishment area upgrade**  
This provided improved access arrangements to platforms for those with restricted mobility, upgrading of waiting rooms and a customer information point.
- **Park and Ride at Horsted**  
Improvements carried out to the existing park and ride site during LTP1 period included alterations to the junction onto Maidstone Road with the introduction of traffic signal control to improve the safety of the access.



*Park and Ride at Horsted*



- **Rochester Riverside redevelopment**  
During LTP1 period a collaboration agreement was signed between the council and South East England Development Agency (SEEDA). In partnership it has been agreed to create a first class sustainable development making maximum use of the river
- **CTRL domestic service train to serve Medway**  
Agreement with rail authorities that the high speed rail link from 2009 will serve the railway stations in Medway.
- **Medway Waterfront Renaissance Strategy**  
The adoption of the strategy which sets out the overarching development framework for the next 20 years and covers 14 urban regeneration sites along 11km of the river Medway from Strood to Gillingham
- **Medway Council's travel plan**  
The council implemented its workplace travel plan in September 2000. The travel plan incorporates a number of incentives to encourage walking, cycling, car-sharing, using public transport and reducing the number of car journeys through flexible working arrangements and alternative business travel. Successes have been seen in the number of subsidised bus tickets purchased by staff increasing significantly in the LTP 1 period. A survey of staff in 2001 also showed a 7% reduction in single occupancy car travel to and from work. In 2001 Medway Council received a 'cycle friendly employer award' from Cycle West
- **Travel plan partnership working**  
Medway Council has worked with a number of major employers in the area to develop travel plans. Successful partnerships have been achieved with the Police, Universities of Kent and Greenwich, Medway Hospital, the local PCT as well as other major and smaller employers in the area. Strong partnerships have been formed with the Health service in the area. This incorporates the Primary Care Trust, acute services as well as working closely with the Health Promotions team. Through this partnership working bus facilities have been improved at the Medway Maritime Hospital including a new larger bus shelter and real-time displays at both the shelter and in the main waiting area of the hospital. Medway Council have worked with the PCT to promote 'active travel' at events. Medway Council also took on a major piece of work to undertake patient as well as staff travel surveys at 7 GP surgeries.

A total of 14 workplace travel plans have been developed in Medway targeting in excess of 15000 employees. Work is progressing on a further 13 workplace and residential travel plans.

#### **Deliverables and spend profile**

This objective will be delivered through strong integration between city centre regeneration, transport planning and the land-use planning processes.

Actions for this objective during the life of the plan will focus on the following action areas. Further information is detailed in Section 8 under the objective reference numbers.

- 1.1 Major reconfiguration of ring road
- 1.2 Urban Traffic Management Control (UTMC)



- 1.3 Improvements to public transport infrastructure, including a new dynamic bus station
- 1.4 Improvements for pedestrians and cyclists
- 1.5 Car park management
- 1.6 Integration of services
- 1.7 Developer obligations
- 1.8 Provision of vehicle parking
- 1.9 Public realm improvements
- 1.10 Materials and clutter
- 1.11 Living Streets
- 1.12 Review of construction design and adoption guidance
- 1.13 Designing out crime and anti-social behaviour
- 1.14 Workplace travel plans
- 1.15 Further and Higher Education travel plans
- 1.16 Residential travel plans
- 1.17 Walking to work
- 1.18 Cycling to work

The percentage spend profile of the LTP Integrated Transport block allocation for this objective is predicted to be as follows during the life of the plan:

	2006/ 2007	2007/ 2008	2008/ 2009	2009/ 2010	2010/ 2011	Five year average
Percentage spend of Integrated Transport block allocation	18%	17%	20%	20%	24%	20%

The spend profile demonstrates a growth in expenditure on regeneration related LTP projects during the life of the plan. Further details of schemes are contained in Appendix B.



<p><b>Objective 2</b></p>	<p><b>Movement in Medway</b></p> <p>To manage traffic efficiently and safely in Medway and to provide appropriate new infrastructure where justified</p>
<p><b>Policy 2</b></p>	<p><i>Medway Council will seek to make the best use of the existing highway network ensuring there is a balance of priority between modes, minimising delays and producing safe conditions for all travellers, taking into account the Transport for Medway study recommendations.</i></p> <p><i>Medway Council will continually monitor Medway's roads so that we are proactive on measures to reduce congestion.</i></p> <p><i>On-street and publicly available off-street vehicle parking will be proactively managed in Medway; ensuring spaces are allocated to the most appropriate use taking into account local economic vitality and residential amenity. Controlled Parking Zones will only be implemented with the support of local residents. Car park charging regimes will be based on the level of supply verses demand, other policies of Medway Council and the relative charging policies of nearby town centres</i></p> <p><i>New development will be required to take account of the appropriate policies set out in the Local Plan when determining the level of on-site parking provision.</i></p> <p><i>Punctuality Improvement Partnerships will look to be established to improve the reliability of the relevant bus networks.</i></p>

### Aims of objective

This objective aims to improve the operation of Medway's existing road network without compromising safety and to provide new highway where justified, taking into account *Transport for Medway* study recommendations. The aims are to:

- tackle congestion in priority zones, which are in town centres, (with particular focus on Strood and Chatham), major areas for employment, areas of deprivation, in the vicinity of schools and areas of declared poor air quality
- use technology to make the best use of existing road space
- support initiatives that encourage an increase in the number of journeys made by foot, cycle or public transport
- enable the delivery of goods
- improve the reliability of bus services



*Movement in Medway*





#### Justification for objective

This objective is justified because:

- traffic in Medway is growing above the nation average; traffic growth in Medway increased by 2.2% above the national average between 1999 and 2004 (para 1.8.8)
- the population of Medway is planned to increase by 50,000 to 300,000 by 2020 (para 1.5.4) with associated additional travel demands
- car ownership in Medway is growing; it grew by more than 24% between 1999 and 2001 (para 1.8.8)
- the major growth in housing units in Medway will require supporting infrastructure; 13,052 new dwellings are planned in Medway by 2021 (para 2.3.2)
- average morning peak traffic speeds through Strood town centre are predicted to reduce by more than 50% by 2011 (para 5.3.2)
- Medway has six declared Air Quality Management Areas due to traffic conditions (para 2.6.4)
- Medway has higher than average 16 to 74 year olds in employment (see para 1.5.5) leading to proportionately higher travel to work peak hour demands
- it contributes to delivering 9 of the 12 other strategies identified
- it contributes to delivering 5 of the LTP plan priorities

#### Links to other strategies

This objective is consistent with and will contribute to the delivery of the following strategies:

- Medway's Community Plan  
*LTP objective 2 contributes to the 'Medway Community Plan' by:*
  - improving the reliability and efficiency of the transport network to ensure the scale and form of new development in Medway is sustainable
- Kent and Medway Structure Plan  
*LTP objective 2 contributes to the 'Kent and Medway Structure Plan' by:*
  - supporting new housing provision and distribution, and the location of new or replacement employment land (HP1, FP2&3, TP2)
  - the improvement of air quality (NR6)
  - assessing the impact of high-density development generating increased traffic movements (QL5)
  - improvements to the trunk road network (policy TP5)
- Local Development Framework, Core Strategy  
*LTP objective 2 contributes to the 'Local Development Framework' by:*
  - the provision of infrastructure and services (CS05)



- accommodating travel demands associated with new homes (CS08)
- the development of a dynamic economy (CS15)
- Medway Council Performance Plan 2005/06  
*LTP objective 2 contributes to the 'Medway Council Performance Plan' by:*
  - ensuring movement in Medway supports the local economy
- Medway Waterfront Renaissance Strategy:  
*LTP objective 2 contributes to the 'Medway Waterfront Renaissance Strategy' by:*
  - developing fast and efficient transport links between houses, jobs, services and key services
  - the redesign of Strood gyratory system
- Chatham Centre & Waterfront Development Framework  
*LTP objective 2 contributes to the 'Chatham Centre & Waterfront Development Framework' by:*
  - enhanced and rationalised car parking, with high-quality, well located multi-storey car parking to serve the centre
- Medway Economic Development Strategy  
*LTP objective 2 contributes to the 'Medway Economic Development Strategy' by:*
  - the efficient operation of business deliveries
  - supporting the relocation of business in Medway
  - increased competitiveness
- Choosing Health in Medway  
*LTP objective 2 contributes to the following objectives in the 'Choosing Health in Medway' plan:*
  - the reconfiguration of the Chatham ring road, the removal of pedestrian guardrailing and the relocation of the bus station delivers improved pedestrian permeability resulting in an environment that is of human scale which encourages pedestrian movement
- Policing Kent 2005/08  
*LTP objective 2 contributes to the 'Policing Kent 2005/08' plan by close partnership working with the Kent Police. Partnership actions include:*
  - being a key member of the Kent and Medway Camera Partnership, which encourages safe movement,



- input by the Police into the safety audit for new highway schemes
- involvement in temporary and permanent traffic management schemes

**Links to LTP plan priorities**

This objective will assist with the delivery of the following LTP priorities, which are detailed in Section 4:

<i>Tackling congestion</i>	improves traffic flows at key locations on the strategic highway network in Medway
<i>Delivering improved accessibility</i>	improves journey times to key destinations on the strategic highway network
<i>Safer roads</i>	reduces risk taking as a result of improved capacity at key junctions
<i>Better air quality</i>	reduces stationary traffic and improves journey times
<i>Sustainable regeneration</i>	provides for the additional travel demands associated with new development

**Successes during LTP1 period**

This objective aims to build on successes achieved during the LTP1 period, which have included:

- Upgrade of UTC (Urban Traffic Control) system to a SCOOT system (Split Cycle Offset Optimisation Technique). Traffic signals with a UTC system and fixed time signal plans upgraded to a SCOOT system which is more flexible and responsive to traffic conditions throughout the day.
- Scoping report for UTMC (Urban Traffic Management Control)  
Report and cost estimates prepared by consultants for a UTMC system that build on the advantages of a SCOOT system and links with priorities for public transport and emergency vehicles, real-time car park availability signing, implementation of traffic diversions and variable messaging signing.

**Deliverables and spend profile**

Actions for this objective during the life of the plan will focus on the following action areas. Further information is detailed in Section 8 under the objective reference numbers.

- 2.1 Improved travel information
- 2.2 Urban Traffic Management Control (UTMC)
- 2.3 Major reconfiguration of Strood gyratory
- 2.4 Car parking management
- 2.5 On-street parking management
- 2.6 Improved management of the road network as part of the Traffic Management Act 2004
- 2.7 Cycle audit



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The percentage spend profile of the Integrated Transport block allocation for this objective is predicted to be as follows during the life of the plan:

	2006/ 2007	2007/ 2008	2008/ 2009	2009/ 2010	2010/ 2011	Five year average
Percentage spend of Integrated Transport block allocation	16%	22%	15%	11%	6%	13%

The spend profile demonstrates high expenditure during years of the plan for this objective, which enables the early delivery of the Urban Traffic Management Control system. Further details of schemes are contained in Appendix B, in the Medway Transport Asset Management Plan and the *Transport for Medway* study.

<b>Objective 3</b>	<b>Public transport</b>  <b>To ensure public transport becomes a realistic alternative choice to the private car</b>
<b>Policy 3</b>	<i>Medway Council, its partners and developers shall increase the journey choice by public transport, by promoting and supporting enhancements to bus infrastructure, services and journey information, including improvements to reliability, punctuality, information, accessibility and quality of service taking into account the Transport for Medway study recommendations.</i>

### Aims of objective

This objective aims to:

- increase travel choice
- improve the quality of the public transport offered in Medway
- encourage an increase in public transport use
- enable less car dependent development

### Justification for objective

This objective is justified because:

- outputs from the *Transport for Medway* study show that the series of bus priority measures proposed (subject to consultation) will reduce bus journey times by an average of four minutes westbound and 7 minutes eastbound in the am peak period, and by five minutes westbound and 8 minutes eastbound in the pm period. <sup>1</sup>



Bus stop outside Civic Centre

<sup>1</sup> Source:- Transport for Medway A2 Strategic Transport Corridor and other bus priority measures - Report to Medway Council December 2005 para 6.3.2.



- bus patronage numbers are low compared with other similar sized local authority areas, bringing the potential to grow passenger numbers from a low base (para 5.3.8)
- 23% of households in Medway do not have access to a car (para 5.4.4) and some wards the figure rises to 39% (para 5.4.7)
- impact of delivering this objective produces a positive environmental benefit (para 4.4.13)
- bus services and public transport information are considered to be below average; public consultation and BVPIs demonstrate low satisfaction with bus services and public transport information
- LTP consultation ranked this objective at the second highest in priority
- key Community Plan transport aspirations are to improve public transport (para 1.6.5)
- LTP consultation demonstrated the need for more reliable services with better publicity (para 3.6.11)
- consultation undertaken as part of the *Transport for Medway* study indicated a 91% to improve bus services (para 3.7.5)
- statistically, bus travel is safer than travelling by car, cycle or foot (para 5.5.8)
- it contributes to delivering 11 of the 12 other strategies identified
- it contributes to delivering all six of the LTP plan priorities

#### Links to other strategies

This objective is consistent with and will contribute to the delivery of the following strategies:

- Medway's Community Plan  
*LTP objective 3 contributes to 'Medway's Community Plan' by:*
  - providing real choice for journeys in Medway and beyond, and generally improving the quality of the journey experience
  - encouraging investment in the North Kent line and ensure that the new CTRL domestic services meet the needs of Medway
  - improving journey experiences
- Kent and Medway Structure Plan  
*LTP objective 3 contributes to the 'Kent and Medway Structure Plan' by:*
  - supporting public transport (TP8&9)
  - supporting new housing provision and distribution, and the location of new or replacement employment land (HP1 & FP2&3)
  - the delivery development location policy (TP2)
  - promotion of the *Transport for Medway* study (TP7)
  - the improvement of air quality (NR6)
  - improved rail services (TP4)



- Local Development Framework, Core Strategy  
*LTP objective 3 contributes to the 'Local Development Framework, Core Strategy' by:*
  - the delivery of sustainable development (CS01)
  - contributing to the overall spatial strategy (CS02)
  - the provision of infrastructure and services (CS05)
  - accommodating travel demands associated with new homes (CS08)
  - the delivery of bus corridor improvements (CS10)
  - the development of a dynamic economy (CS15)
  - policy to address climate change and reduce carbon emissions (CS21)
  
- Medway Council Performance Plan 2005/06  
*LTP objective 3 contributes to the 'Medway Council Performance Plan' by:*
  - improving transport choices for school journeys by the 'yellow bus' scheme
  - ensuring public transport supports the local economy
  - continuing to lobby for improved rail services to serve Medway and by seeking to improve customer satisfaction with public transport
  
- Medway Waterfront Renaissance Strategy:  
*LTP objective 3 contributes to the 'Medway Waterfront Renaissance Strategy' by:*
  - developing fast and efficient transport links between houses, jobs, services and key services
  - encouraging people to use public transport
  - lobbying for improved rail links to and from London and to Stansted and Gatwick airports
  - developing *Transport for Medway*, a major public transport scheme linking regeneration sites and existing development
  - removing the Chatham gyratory system, with the associated relocation of the bus station
  - a series of park and ride sites around the edge of the waterfront, such as Whitewall Creek, to help bring people into the area and grow public transport use
  
- Chatham Centre & Waterfront Development Framework  
*LTP objective 3 contributes to the 'Chatham Centre and Waterfront Development Framework' by:*
  - improved public transport access, with new, modern high-technology bus facilities close to the Pentagon Centre and the High Street
  
- Medway Economic Development Strategy  
*LTP objective 3 contributes to the 'Medway Economic Development Strategy' by:*
  - the efficient operation of business



- supporting the relocation of business in Medway
- inward investment and increased competitiveness
- Medway Housing Strategy 2005-07  
*LTP objective 3 contributes to the 'Medway Housing Strategy' by:*
  - improving physical accessibility from housing for older people and for people with disabilities to bus services
  - improving accessibility to services by public transport from residential areas
- Choosing Health in Medway  
*LTP objective 3 contributes to the 'Choosing Health in Medway' plan by:*
  - working in partnership with health professionals, to deliver a reduction in obesity by encouraging the use of public transport, which would result in increased physical activity
- Policing Kent 2005/08  
*LTP objective 3 contributes to the 'Policing Kent 2005/08' plan by:*
  - working with Kent Police to address anti-social behaviour on buses
- Medway Rural Action Plan  
*LTP objective 3 contributes to the 'Medway Rural Action Plan' by:*
  - provision of community bus service, the review of supported bus services and partnership working with local bus operators to seek to ensure that villagers can reach the services and facilities they need

#### Links to LTP plan priorities

This objective will assist with the delivery of the following priorities, which are detailed in Section 4:

<i>Tackling congestion</i>	Contributes to reducing reliance on the car through encouraging bus use
<i>Delivering improved accessibility</i>	Provides improved access to services and more certainty of journey experience for people without access to a car Improves integration at train stations
<i>Safer roads</i>	Public transport use is safer than car use
<i>Better air quality</i>	Reduces reliance on the car for local trips, with the associated improvements to air quality
<i>Sustainable regeneration</i>	Enables higher density developments in accessible locations through reduced parking provision and less reliance on the private car
<i>Improving health</i>	Encourages walking as part of the journey



#### Successes during LTP1 period

This objective aims to build on successes achieved during the LTP1 period, which have included:

- Replacement of all bus stop flags  
Working in partnership with Arriva, Medway Council has installed new bus stop flags at every bus stop, including the name of the stop to support the provision of enhanced information arrangements.
- *Transport for Medway* study  
Obtained funding and contract managed the *Transport for Medway* study as detailed in objective 1
- Operation Overdrive  
The investment programme was implemented by Arriva on the 14 June 2004 and was considered unique with bus passengers benefiting from an investment of more than £10 million in Medway. Operation Overdrive provided the following:
  - 61 new low floor buses
  - 40 refurbished low floor buses
  - service frequency improvements - with 10 minute frequencies available on 5 routes
  - 6 yellow buses for the school run
  - new vehicle washing facilities and depot modifications
  - improved marketing including route colour coding
  - lighting improvements at the Pentagon bus station
  - digital CCTV on all buses at the Gillingham Depot (50% funded from LTP funds)
- GPS tracking on Arriva buses  
Medway Council provided GPS tracking systems on all Medway based Arriva buses to enable the operation of the Medway Real Time Passenger Information system at bus stops
- Parking restrictions and enforcement measures  
New restrictions and operational arrangements introduced to assist bus operation
- Improved roadside timetable displays  
310 additional roadside timetable displays provided, match funded from the LTP and Arriva
- Commenced installation of real time bus information  
The implementation of real time information display units in bus shelters on key bus route corridors
- Gillingham Station refurbishment  
This provided improved access facilities for passengers including upgrading of waiting rooms and ticket office which includes a customer information point





- **Quality Bus Partnership signed**  
A Quality Bus Partnership was signed with Arriva, this complements the close working relationship between the council and the predominant bus operator for the area
- **Strood Tunnel refurbishment**  
Structural problems in Strood Tunnel resulted severe speed restrictions. The tunnel was shut for a year and the tunnel lining was refurbished
- **Rural Strategy Manager**  
The appointment of a rural strategy manager has led to a successful Rural Transport Partnership bid and implementation of a Community Bus initiative called MERIT.
- **Medway Valley Line**  
The development of a rail passenger partnership in association with Kent County Council
- **Concessionary Fares**  
Introduction of a flat fare for bus travel in Medway for the elderly and people with disabilities
- **Urban bus Challenge for students**  
Introduction of new Urban and Rural Bus Challenge bus services linking up with the development of Higher and Further education establishments at the Universities at Medway campus at Chatham Maritime.
- **Yellow bus scheme**  
Commencement of a pilot yellow bus scheme; this scheme has been extended during the life of the plan

#### **Deliverables and spend profile**

Actions for this objective during the life of the plan will focus on the following action areas. Further information is detailed in Section 8 under the objective reference numbers.

- 3.1 *Transport for Medway* short-term projects
- 3.2 *Transport for Medway* long-term projects
- 3.3 Other transport corridors
- 3.4 Improvement of bus infrastructure
- 3.5 Improvement to taxi infrastructure
- 3.6 Supported bus services
- 3.7 Concessionary fares
- 3.8 Community bus service
- 3.9 Use of appropriate technologies
- 3.10 Promotion - simple messages, repeated regularly
- 3.11 Joined-up journeys through integrated information



## Section 6

### Medway's eight transport objectives

- 3.12 Improved rail services
- 3.13 Joined-up journeys for walking routes
- 3.14 User-focused information
- 3.15 Trustworthy information
- 3.16 Leading by example
- 3.17 Improve and co-ordinate programme of roadworks

The percentage spend profile of the Integrated Transport block allocation for this objective is predicted to be as follows during the life of the plan:

	2006/ 2007	2007/ 2008	2008/ 2009	2009/ 2010	2010/ 2011	Five year average
Percentage spend of Integrated Transport block allocation	13%	10%	14%	15%	12%	13%

The spend profile demonstrates a continuous investment in improvements to public transport during the life of the plan. The actions listed above represent short-term improvements. Further details of schemes are contained in Appendix B and in the Medway Bus and Public Transport Information Strategies.

<b>Objective 4</b>	<p><b>Accessibility</b></p> <p><b>To improve access for Medway residents to key services by all modes of travel and to develop transport corridors that encourage personal movement which promotes better health</b></p>
<b>Policy 4</b>	<p><i>Medway Council, its partners and developers shall:</i></p> <ul style="list-style-type: none"> <li><i>a) seek to improve people's life chances by tackling accessibility barriers to key destinations particularly for people without access to a private car, and</i></li> <li><i>b) promote and support walking and cycling as a healthy, sustainable form of transport for utility and leisure trips, and seek to implement a range of walking and cycling priority schemes and initiatives that will result in encouraging walking, and enabling and encouraging safer cycling among potential and inexperienced cyclists.</i></li> </ul>

#### **Aims of objective**

The ability of people to be active and access places of work, education, health care, shopping, leisure and other opportunities can significantly impact on their quality of life, and their life chances. This objective aims to:



- improve accessibility to jobs, learning, health facilities, food shops and leisure facilities, particularly for people without access to a car
- improve travel opportunities by public transport, foot and cycle
- increase walking and cycling as leisure and tourism activities
- encourage cycling among potential and inexperienced cyclists
- reduce the vulnerability of pedestrians and cyclists and to promote their safety and security
- remove barriers to pedestrian movement



LIFT centre

The actions associated with this objective will be based on the analysis of strategic mapping and consultation with partners and will cover a broad range of accessibility issues.

Evidence of an increase in cycling journeys is demonstrated by Medway's ongoing survey of the number of cycles parked at mainline railway stations. This survey has been carried out since 2001, and within the last year there has been an increase in 39%.

Promotional activities will seek to encouraging walking. For example, Medway Council plans to organise Walking Festival in spring 2006, to encourage people to enjoy walking in rural and urban Medway. This will include a range of walks suitable for different levels of ability and it is anticipated that this event will be repeated on an annual basis.

#### **Justification for objective**

This objective is justified because:

- people in Medway without access to a car make eight times fewer trips (para 5.4.8)
- residents of Medway are living longer compared to ten years ago (para 1.5.5), resulting in higher demands for access to services by means other than the car
- reducing social exclusion by improving accessibility is a key priority of government
- impact of delivering this objective produces a positive environmental benefit (para 4.4.13)
- LTP consultation ranked this objective as fifth in priority
- three localities in Medway are within the most deprived 20% in England, where likely incidence of obesity, risk of mental health illness and smoking behaviour are much higher (para 4.11.1)
- 10% of all outpatient appointments are missed as a result of transport problems (para 5.4.8)
- public transport information needs to be more accessible, particularly as ethnic groups in Medway make up 5.4% of the population and include several groups whose first language is not English (para 1.5.7)
- it contributes to delivering 10 of the 12 other strategies identified
- it contributes to delivering all of the LTP plan priorities



#### Links to other strategies

This objective is consistent with and will contribute to the delivery of the following strategies:

- Medway's Community Plan

*LTP objective 4 contributes to 'Medway's Community Plan' by:*

- working with health professionals and transport providers to reduce transport barriers to health care and to encouraging cycling and walking
- improving employment opportunities for disadvantaged groups by improving accessibility to major centres of employment
- promoting the culture and heritage in Medway by improving accessibility to attractions
- improving accessibility to the Medway waterfront area designated for urban renaissance
- ensuring Medway is a place built for the future, by ensuring the accessibility of new housing stock and to recreational areas
- improving accessibility to rail stations and bus stops
- improving public transport information
- improving journey opportunities and opportunities for physical activity for the young

- Kent and Medway Structure Plan

*LTP objective 4 contributes to the 'Kent and Medway Structure Plan' by:*

- movement and accessibility in the public realm (policy QL3)
- supporting new housing provision and distribution (policy HP1)
- mix of uses on new large development sites (policy QL6)
- increased opportunities for access to river corridors (E12)
- protection of rural lanes (E14)
- major tourism & visitor attractions (FP12)
- the delivery development location policy (TP2)
- improved facilities for pedestrians and cyclists (policy TP10)

- Local Development Framework, Core Strategy

*LTP objective 4 contributes to the 'Local Development Framework, Core Strategy' by:*

- the delivery of sustainable development (CS01)
- influencing the overall spatial strategy (CS02)
- development of sustainable neighbourhoods (CS07)
- the movement demands resulting from new homes (CS08)
- maximising the accessibility from new development to services (CS10)
- ensuring that all major new development is subject to an accessibility assessment (CS10)



- the provision of facilities that promotes healthier lifestyles including the provision of a 'green grid' (CS13)
- access to the countryside and open space (policy CS23)
- development of Medway Waterfront and Strood Centre & Waterfront (policies CS30&32)
- Medway Council Performance Plan 2005/06  
*LTP objective 4 contributes to the 'Medway Council Performance Plan' by:*
  - working with health professionals to support older people to live independently and to promote walking & cycling
  - seeking to ensure that major regeneration sites are sustainable from a transport perspective
- Medway Waterfront Renaissance Strategy:  
*LTP objective 4 contributes to the 'Medway Waterfront Renaissance Strategy' by:*
  - supporting the provision of new jobs in the central core by promoting travel plan initiatives
  - supporting high-density residential development by promoting residential travel plans and improved linkages to public transport
  - improving connections between waterfront regeneration sites, particularly between Rochester Riverside, Strood, Chatham Maritime and the Historic Dockyard
  - removing the Chatham gyratory system, with the associated improvements to pedestrian circulation in Chatham town centre
  - encouraging people to walk and cycle by the creation of cycle routes to complement the riverside walk and open spaces, link regeneration sites and main shopping centres, and the provision of high profile 'green grid' corridors through Medway to facilitate active travel
- Chatham Centre & Waterfront Development Framework  
*LTP objective 4 contributes to the 'Chatham Centre & Waterfront Development Framework' by:*
  - accessibility improvements to, and within, the centre by alterations to the highway network
  - improved access to public transport
  - improved pedestrian and cycle connections to the centre
  - enhanced and rationalised car parking
- Medway Economic Development Strategy:  
*LTP objective 4 contributes to the 'Medway Economic Development Strategy' by:*
  - contributing to the efficient operation of business deliveries



## Section 6

### Medway's eight transport objectives

- Medway Housing Strategy 2005-07  
*LTP objective 4 contributes to the 'Medway Housing Strategy' by:*
  - improving physical accessibility to housing for older people and for people with disabilities
  - improving accessibility to services from residential areas
  
- Choosing Health in Medway  
*LTP objective 4 contributes to the 'Choosing Health in Medway' plan by:*
  - tackling health inequalities and raising transport-linked health issues, particularly in hard to reach groups
  - working in partnership with health professionals to deliver a reduction in obesity by encouraging lifestyle changes that would result in increased physical activity
  
- Medway Rural Action Plan  
*LTP objective 4 contributes to the 'Medway Rural Action Plan' by:*
  - provision of community bus service, the review of supported bus services and partnership working with local bus operators to seek to ensure that villagers can reach the services and facilities they need
  - improving access to the countryside to enable a quality countryside to be enjoyed and valued by all

#### Links to LTP plan priorities

This objective will assist with the delivery of the following LTP plan priorities, which are detailed in Section 4:

<i>Tackling congestion</i>	Aims to improve public transport services, thereby contributing to reducing reliance on the private car. Contributes towards improving access to services for people without access to a car.
<i>Delivering improved accessibility</i>	Primarily aims to improve access to key services for people who are socially excluded by all modes.
<i>Safer roads</i>	Improves conditions for pedestrians and cyclists. Leads to more people being out and about, resulting in higher natural surveillance.
<i>Better air quality</i>	Contributes to reducing car trips and improving air quality by encouraging walking and cycling.
<i>Sustainable regeneration</i>	Aims to promote major new development in locations that provide good accessibility to key services by all modes. Reduces travel demands on the local highway network associated with new development
<i>Improving health</i>	Aims to improve access to healthcare for people who are socially excluded and encourages physical activity. Encourages physical activity.



#### Successes during LTP1 period

This objective aims to build on successes achieved during the LTP1 period, which have included:

- **Accessibility improvements to bus stops**  
Commenced a programme of improving the accessibility at bus stop for passengers, including the provision of bus boarders and raised kerbs to compliment the new fleet of low floor buses
- **Gillingham Station refurbishment area upgrade**  
This provided improved access arrangements to platforms for those with restricted mobility
- **Accessibility planning officer**  
Following the new obligation for local transport authorities to take the lead on promoting and delivering accessibility initiatives, Medway Council employed an officer dedicated to deliver the accessibility agenda
- **Links with the Health Authority**  
Links have been formed between transport and health professionals to progress the link between accessibility and wider health issues, such social exclusion to health services caused by poor transport access to these services
- **Improvements to the A2 cycle facilities**  
Enhancements to the existing A2 cycle facilities have significantly improved this off-road facility for cyclists
- **Installation of cycle lockers at railway stations**  
Installation of cycle lockers at railway stations, provided in partnership with rail operators. Monthly monitoring of the use of cycle parking at station has been undertaken to measure uptake
- **Standardisation of taxi fleet and private hire**  
To ensure better identification of taxis and private hire vehicles a standard specification for all the fleet was adopted
- **Improvements to rail stock**  
The rail authority has improved rail stock running through Medway, which has resulted in the removal of slam-door rolling stock
- **Pedestrian crossings with disabled facilities**  
Rolling programme of installing all pedestrian crossings with disabled facilities to meet BV165 has been undertaken and almost completed



*Safe Ride Home campaign*



- Cycle network  
Formation of a cycle forum and public consultation for an extensive cycle network, for which implementation commenced LTP1 period - the implementation of the network will continue during LTP2

#### Deliverables and spend profile

Actions for this objective during the life of the plan will focus on the following action areas. Further information is detailed in Section 8 under the objective reference numbers.

- 4.1 Access by public transport to key services
- 4.2 Pedestrian access to shopping centres, local shops and amenities
- 4.3 Pedestrian and cyclist access to railway stations
- 4.4 Access improvements for people with mobility difficulties
- 4.5 Cycle route network
- 4.6 Promotional activities
- 4.7 Walking for health
- 4.8 Pedestrian access to rights of way
- 4.9 Improvements to personal safety
- 4.10 Cycling for health and leisure
- 4.11 Promotion of walking and cycling
- 4.12 Public Transport to leisure facilities and country parks

The percentage spend profile of the Integrated Transport block allocation for this objective is predicted to be as follows during the life of the plan:

	2006/ 2007	2007/ 2008	2008/ 2009	2009/ 2010	2010/ 2011	Five year average
Percentage spend of Integrated Transport block allocation	19%	20%	24%	26%	29%	24%

The spend profile demonstrates a growth in expenditure for this objective during the life of the plan as the accessibility strategy is rolled out. Delivery of this objective will be informed by an accessibility mapping exercise. Further details of schemes are contained in Appendix B and in the Medway Accessibility Strategy.





<p><b>Objective 5</b></p>	<p><i>Improve travel safety</i></p> <p><b>To reduce casualties on Medway's roads and to encourage changes to travel habits by the implementation of school travel plans</b></p>
<p><b>Policy 5</b></p>	<p><i>Medway Council aims to provide the safest possible highway environment for all road users and will investigate the use of whichever measures can demonstrably provide value for money and enhance the safety of the highway.</i></p> <p><i>Medway Council will promote safe and sustainable methods of travel to and from places of education by endeavouring to offer school communities and their residents a support network.</i></p>

**Aims of objective**

The aims of this objective are to:

- identify safety-weak areas
- reduce casualty figures in Medway to below the Government's national targets
- ensure new development does not introduce significant new hazards to high-way safety
- reduce travel demands on the highway network during peak periods
- improve access to schools for people without access to a car
- encourage trips by public transport, walking and cycling
- encourage trips by public transport, walking and cycling



*Biker safety campaign*

**Justification for objective**

This objective is justified because:

- the LTP consultation ranked this objective third highest
- a key Community Plan transport aspiration is to support the safer routes to school programme in Medway (para 1.6.5).
- reducing road casualties is a key priority of the government
- of the need to maintain the excellent progress reducing road casualties in Medway
- the safe and secure element of the Community Plan seeks to reduce road traffic accidents (para 1.6.10)



- certain roads in Medway have a poor accident record, in particular the A228 to Grain
- of the need to reduce obesity in children by encouraging walking to school
- it contributes to delivering 6 of the 12 other strategies identified
- it contributes to delivering 5 of the 6 LTP plan priorities

#### Links to other strategies

This objective is consistent with and will contribute to the delivery of the following strategies:

- Medway's Community Plan  
*LTP objective 5 contributes to 'Medway's Community Plan' by:*
  - reducing the number of people killed or seriously injured on Medway's roads
  - working with schools to improve the health of children by encouraging cycling and walking to school
  - improving conditions for students to travel to school
- Kent and Medway Structure Plan  
*LTP objective 5 contributes to the 'Kent and Medway Structure Plan' by:*
  - contributing to an improvement of air quality (NR6)
- Local Development Framework, Core Strategy  
*LTP objective 5 contributes to the 'Local Development Framework, Core Strategy' by:*
  - the delivery of sustainable development by reducing growth in dependence on the road network (CS01)
  - reducing climate change and carbon emissions (CS21)
- Medway Council Performance Plan 2005/06  
*LTP objective 5 contributes to the 'Medway Council Performance Plan' by:*
  - maintaining and improving a safe highway network
  - reducing the numbers killed or seriously injured on Medway's roads
  - participating in multi-agency teams promoting the healthy schools initiative
  - promoting the adoption of school travel plans
- Choosing Health in Medway  
*LTP objective 5 contributes to the 'Choosing Health in Medway' plan by:*
  - contributing to partnership working with other professionals, voluntary organisations and communities regarding raising awareness of travel safety issues



- Policing Kent 2005/08

*LTP objective 5 contributes to the 'Policing Kent 2005/08' plan by:*

- participating in the Kent and Medway Camera Partnership,
- sharing of road accident information which feeds the intelligence regarding sites for remedial measures and delivering LTP targets
- input by the Police into the safety audit for new highway schemes
- involvement with the community police regarding Safer Routes to Schools projects and other education initiatives
- joint investigation of sites of fatal accidents

**Links to LTP plan priorities**

This objective will assist with the delivery of the following priorities, which are detailed in Section 4:

<i>Tackling congestion</i>	Reduces risk taking by drivers. Reduces the need to travel by car. Reduces single occupancy car travel.
<i>Safer roads</i>	Implements measures that improve road safety and reduce inappropriate vehicle speed. Promotes safer travel for vulnerable road users.
<i>Better air quality</i>	Reduced trip making by car will reduce pollution associated with car travel.
<i>Sustainable regeneration</i>	Encourages layouts of new developments that restrict vehicle speed and give priority to pedestrians and cyclists. Ensures that vehicular access and parking arrangements associated with new development do not cause significant hazards to highway safety
<i>Improving health</i>	Encourages physical activity

**Successes during LTP1 period**

This objective aims to build on successes achieved during the LTP1 period, which have included:

- Reduction achieved in road accidents figures  
Excellent progress has been achieved in relation to the reduction in overall numbers of casualty reductions through local safety schemes and education.
- Major improvements to A228 between Main Road and Ropers Lane  
With major scheme funding approved and significant developer contributions received, phase 1 improvements to the A228 were completed in the autumn of 2005. These works involved the dualling of a section of the A228 between Main Road and Ropers Lane, which had a poor crash record



- Camera Partnership formed

During the early part of the LTP1 the Kent and Medway Safety Camera partnership was formed. This has played an important role in reducing vehicle speeds, particularly in places with a history of crashes. During the LTP1 period 19 fixed speed enforcement sites, 2 red-light enforcement sites at signaled junctions and 11 mobile enforcement using cameras mounted in vans have been operational in Medway

- Safer routes to schools project developed

Officers in Road Safety have worked in partnership with schools to deliver 21 walking bus initiatives and 34 school travel plans



Hilltop School walking bus

- 20mph zone in White Road Estate

Commencement of an urban 20mph zone in an area of Medway called the White road Estate. Due to the size of the scheme this is being implemented in phases over several years

- Yellow bus scheme launched

Commencement of a pilot yellow bus scheme, with an encouraging 76% of passengers on the early services transferring from car. The scheme has been extended during the LTP1 period and at 31 March 2006 included 6 vehicles.

- Road safety campaigns

Participation in a number of road safety campaigns that have assisted in the excellent progress in reducing road casualties including a number of high profile, innovative campaigns

- Identification of potential railway incursion locations

Identification of a number of potential incursion sites on to the railway with remedial schemes developed to address these issues

### Deliverables and spend profile

During the period of this plan actions will focus on implementing road safety improvements and initiatives, and ensuring all new road infrastructure does not introduce unacceptable levels of additional risk to the travelling public.

A significant element of Medway's road safety plan is the focus on reducing the number and severity of injuries sustained in road crashes by reducing the speed of impact.

From April 2007 the activities of the Kent and Medway Safety Camera Partnership will be integrated into wider road safety actions as expenditure on safety cameras will cease to be funded through netting off. Government will instead be allocating into a new central fund an additional £110million per annum in England over the first four years of the changes.



Medway Council is able to bid through the LTP submission for a share of this funding, which may be used for all types of road safety measures targeted to reduce road casualties. As well as greater flexibility, this provides financial stability and facilitates long-term planning. Details of Medway's safety camera bid is detailed in Section 11.

Actions for this objective during the life of the plan will focus on the following action areas. Further information is detailed in Section 8 under the objective reference numbers.

- 5.1 Education
- 5.2 Engineering
- 5.3 Enforcement (including safety cameras)
- 5.4 Journey to school
- 5.5 Cycle training
- 5.6 School travel plans
- 5.7 Walking to school
- 5.8 Public transport trips to school
- 5.9 Cycling to school

The percentage spend profile of the Integrated Transport block allocation for this objective is predicted to be as follows during the life of the plan:

	2006/ 2007	2007/ 2008	2008/ 2009	2009/ 2010	2010/ 2011	Five year average
Percentage spend of Integrated Transport block allocation	34%	30%	25%	26%	28%	28%

The spend profile demonstrates high investment during the whole life of the plan, to enable challenging targets to be delivered. Further details of schemes are contained in Appendix B and the Medway Travel Safety Plan.

<b>Objective 6</b>	<b><i>Encouraging river movement</i></b>
	<b>To support the use of the River Medway and its banks as a transport corridor</b>
<b>Policy 6</b>	<i>Medway Council will encourage the use of the River Medway and its banks as a transport corridor subject to the requirements of the Medway Ports Authority and policies T9 and T10 of the Medway Local Plan</i>

**Aims of objective**

This objective aims :

- to recognise the asset of the River Medway as a transport corridor to the area.



Commercial traffic is now largely directed to Chatham Dock and Thamesport. This has made the river potentially more accessible to leisure users and to passenger river buses.

Medway Council supports, in principle, the provision of river bus services by a commercial operator, but currently has no plans to operate or commercially support any such services itself. Proposals for river bus services will need to fulfil the technical, operational and financial requirements of a commercial operator.



*Encouraging river movement*

Medway's Draft Municipal Waste Strategy was published in September 2005. There are opportunities to encourage use of the river with municipal waste being taken away by river barge. The final strategy was published in January 2006.

#### **Justification for objective**

This objective is justified because:

- the added value the river brings to the regeneration of Medway
- consultees generally consider more use should be made of the river as a transport corridor
- it contributes to delivering 4 of the 12 other strategies identified
- it contributes to delivering 5 of the 6 LTP plan priorities

#### **Links to other strategies**

This objective is consistent with and will contribute to the delivery of the following strategies:

- Kent and Medway Structure Plan  
*LTP 6 objective contributes to the 'Kent and Medway Structure Plan' by:*
  - increasing opportunities for access for walking and cycling (E12)
  - improvement of air quality (NR6)
  - enhancing gateway function of ports (TP20&22)
- Local Development Framework, Core Strategy  
*LTP objective 6 contributes to the 'Local Development Framework, Core Strategy' by:*
  - the provision of facilities that promotes healthier lifestyles including access to the river for leisure activities (CS13)
  - improved access to the river banks for walking and cycling (CS23)



- Medway Waterfront Renaissance Strategy  
*LTP objective 6 contributes to the 'Medway Waterfront Renaissance Strategy' by:*
  - contributing to transforming the role of the river from a barrier into a connecting element of new development and infrastructure
  - integrating pedestrian and cycle routes with riverside access
  - protecting future opportunities for water transport
  
- Chatham Centre & Waterfront Development Framework  
*LTP objective 6 contributes to the 'Chatham Centre & Waterfront Development Framework' by:*
  - improved access to the waterfront by breaking down the severance effect caused by Sir John Hawkins Way and Globe Lane
  - increased use of Sun Pier

**Links to LTP plan priorities**

This objective will assist the delivery of the following LTP plan priorities, which are detailed in Section 4:

<i>Tackling congestion</i>	contributes towards reducing reliance on the private car, particularly for trips associated with tourism
<i>Delivering improved accessibility</i>	improves accessibility to the river, particularly for trips associated with leisure/tourism
<i>Better air quality</i>	contributes to reducing car trips and the associated pollution
<i>Sustainable regeneration</i>	reduces demands on the local highway network associated with local car trips between tourism attractions and delivery of materials to waterfront developments.
<i>Improving health</i>	encourages physical activity

**Successes during LTP1 period**

This objective builds on successes achieved during the LTP1 period, which have included:

- Increased access to the river:
  - riverside walk and cycle track delivered in conjunction with the construction of housing on St Mary's Island, Chatham Maritime
  - riverside walk at Rochester secured as part of the planning consent for Rochester Riverside major regeneration site
  
- Construction of a 500 berth marina at Chatham Maritime



## Section 6

### Medway's eight transport objectives

#### Deliverables and spend profile

This objective will be delivered through strong integration between transport planning and the land-use planning processes. Actions for this objective during the life of the plan will focus on the following action areas. Further information is detailed in Section 8 under the objective reference numbers.

- 6.1 River Pier network
- 6.2 Riverside walking and cycling route
- 6.3 Ports and Wharfs
- 6.4 Delivery of bulk construction materials

The percentage spend profile of the Integrated Transport block allocation for this objective is predicted to be as follows during the life of the plan:

	2006/ 2007	2007/ 2008	2008/ 2009	2009/ 2010	2010/ 2011	Five year average
Percentage spend of Integrated Transport block allocation	-	-	1%	1%	0.5%	<1%

Further details are contained in Appendix B and the Medway Local Plan.

<b>Objective 7</b>	<b>Supporting freight</b>  <b>To contribute towards improving freight movements through Medway</b>
<b>Policy 7</b>	<i>Medway Council, its partners and developers shall seek to enhance rail and road transport corridors associated with significant freight movements through Medway and beyond.</i>

#### Aims of objective

The aims of this objective are to:

- seek to transfer freight movements from road to rail and river
- improve the efficiency of freight movement through Medway
- ensure that major freight traffic generating development proposals provide access to the rail network for freight movements.
- ensure that development which is a road freight generator does not cause harm due to HGV traffic on unsuitable roads



Freight movement at Grain





#### Justification for objective

This objective is justified because:

- it contributes to enabling the development of 630 hectares at Grain
- it contributes to reducing the poor accident record on the A228 to Grain
- it contributes to delivering 3 of the 12 other strategies identified
- it contributes to delivering 5 of the 6 LTP plan priorities



A228 at Chattenden

#### Links to other strategies

This objective is consistent with and will contribute to the delivery of the following strategies:

- Kent and Medway Structure Plan  
*LTP objective 7 contributes to the 'Kent and Medway Structure Plan' by:*
  - lobbying for improved rail services (TP4)
  - supporting improved distribution and transshipment centres (TP23)
- Local Development Framework, Core Strategy  
*LTP objective 7 contributes to the 'Local Development Framework, Core Strategy' by:*
  - the delivery of sustainable development (CS01)
  - initiatives to address climate change and reduce carbon emissions (CS21)
- Medway Economic Development Strategy  
*LTP objective 7 contributes to the 'Medway Economic Development Strategy' by:*
  - the efficient operation of business deliveries
  - supporting the relocation of business in Medway
  - increased competitiveness



#### Links to LTP plan priorities

This objective will assist with the delivery of the following LTP plan priorities, which are detailed in Section 4:

<i>Tackling congestion</i>	road and rail improvements enhance transport network capacity
<i>Delivering improved accessibility</i>	improved access unlocks the development of major regeneration sites
<i>Safer roads</i>	road network improvements benefit all road users
<i>Better air quality</i>	transfer of HGV traffic from road to rail will contribute towards reducing pollution
<i>Sustainable regeneration</i>	improves access to major regeneration sites by rail and river and reduces the percentage of freight movements on roads.

#### Successes during LTP1 period

This objective aims to build on successes achieved during the LTP1 period, which have included:

- A228 Phase 1 improvement

With major scheme funding approval approved from the DfT and significant developer contributions received, the scheme was delivered during LTP1 period, with the improvement opening in autumn 2005. This route links to Thamesport and the completion of the improvement enables the safer passage of HGVs, which are proportionately high on this transport corridor



- Lorry signing:

Production of site specific HGV route map CD *Gillingham Business Park - HGV route map*

#### Deliverables and spend profile

Actions for this objective during the life of the plan will focus on the following action areas. Further information is detailed in Section 8 under the objective reference numbers.

- 7.1 Improvements to the A228 from Ropers Lane to Grain
- 7.2 Improvements from Ropers Lane to Kingsnorth
- 7.3 Maintaining rail facilities
- 7.4 Improvements to the freight railway line to Grain
- 7.5 Increased use of the Medway Valley Line
- 7.6 Increased use of the River Medway
- 7.7 Road freight



The percentage spend profile of the Integrated Transport block allocation for this objective is predicted to be as follows during the life of the plan:

	2006/ 2007	2007/ 2008	2008/ 2009	2009/ 2010	2010/ 2011	Five year average
Percentage spend of Integrated Transport block allocation	-	1%	1%	1%	0.5%	<1%

Further details are contained in Appendix B.

<b>Objective 8</b>	<b>Road maintenance</b>
	<b>To undertake enhanced maintenance of the highway network in the most sustainable way practical</b>
<b>Policy 8</b>	<i>Medway Council acknowledges the need to address the overall decline in the structural condition of Medway's public highways and will focus resources where the need is greatest, on non-principal and unclassified roads and enhanced footway maintenance, but without causing detriment to the relative structural condition of principal roads. Medway Council will seek additional funding to enhance the maintenance of the public highway and will seek to use materials from more sustainable sources where practical and tested.</i>

**Aims of objective**

The percentage of the network requiring maintenance is significant despite extensive emphasis by Medway Council on delivery in this area as a result of successful LTP supplementary bids for additional funding. However, the supplementary bid for additional highway maintenance funding as part of the 2004 Annual Progress Report was unsuccessful.

The aims of this objective are to:

- improve the overall structural condition of Medway's public highways
- improve conditions of safety for people using Medway's public highways
- locally sourced materials and use of recycled materials where practical
- improve and co-ordinate programme of roadworks to avoid unnecessary delays to the network
- it contributes to delivering 3 of the 6 LTP plan priorities



Road maintenance



#### Justification for objective

This objective is justified because:

- there is a legal requirement to maintain public highways to a satisfactory standard
- there is a need to address the decline in structural condition of a proportion of Medway's roads
- it enables safe and reliable movement around Medway

#### Links to other strategies

This objective is consistent with and will contribute to the delivery of the following strategies:

- Local Development Framework, Core Strategy  
*LTP objective 8 contributes to the 'Local Development Framework, Core Strategy' by:*
  - provision of infrastructure and services (CS05)
- Medway Council Performance Plan 2005/06  
*LTP objective 8 contributes to the 'Medway Council Performance Plan' by:*
  - maintaining and improving a safe highway network
  - providing additional resources for highway maintenance

#### Links to LTP plan priorities

This objective will assist with the delivery of the following LTP plan priorities, which are detailed in Section 4:

<i>Delivering improved accessibility</i>	improves accessibility for people with mobility difficulties by improved footway/footpath condition
<i>Safer roads</i>	improves condition of roads, footways and cycle tracks thereby reducing the risk of accidents
<i>Sustainable regeneration</i>	encouraging the use of materials from more sustainable sources

#### Successes during LTP1 period

This objective aims to build on successes achieved during the LTP1 period, which have included:

- A2 High Street Rainham (Station Road to Mierscourt) - resurfaced full width.
- A228 Cuxton, Strood (Ballard Business Park to Hawthorne Road) - reconstructed full width.
- A228 Sundridge Hill - planed and resurfaced full width with reconstruction in places.
- A231 Dock Road, Chatham (Middle Street to Khartoum Road and approach to Wood Street roundabout) - resurfaced full width.
- A228 Cuxton Road, Strood (Approach to A2 junction) - resurfaced full width.
- A228 Four Elm Hill, Chattenden - resurfaced full width.



- A230 Maidstone Road - Letchworth Avenue to Patterns Lane) - resurfaced full width.
- A228 Ratcliffe Highway (Hoo St Werburgh, Bells Lane to Ropers Lane) and A228 Grain Road, Lower Stoke (From Stoke Crossing to Lower Stoke) - resurfaced.
- A2 Chatham Hill (Luton Arches to Mount Pleasant) and New Road, Chatham junction with Union Street) - resurfaced.
- A230 Horsted Way, Chatham (junction with City Way) - resurfaced.
- A228 Rochester Road Cuxton - strengthening to carry 40 tonne vehicular loading.
- A278 Hoath Way - resurfaced
- 196 other highway schemes

### Deliverables

Actions for this objective during the life of the plan will focus on the following action areas. Further information is detailed in Section 8 under the objective reference numbers.

8.1 Structural infrastructure maintenance

8.2 Footway and cycle-track maintenance

A programme of enhanced highway maintenance will seek to deliver this objective. Further details are contained in the Medway Transport Asset Management Plan.

## 6.5 Linkage between strategic transport objectives and overarching priorities

6.5.1 The following table summarises the linkage between the strategic transport objectives of Medway's LTP and the overarching priorities of the plan. The table summarises the percentage of objectives that contribute to each of the overarching priorities.

LTP Objectives		Overarching priorities					
		Shared				Local	
		Tackling congestion	Improved accessibility	Safer roads	Better air quality	Sustainable regeneration	Improving health
1	Supporting regeneration	✓	✓	✓	✓	✓	✓
2	Movement in Medway	✓	✓	✓	✓	✓	
3	Improving public transport	✓	✓	✓	✓	✓	✓
4	Improving accessibility	✓	✓	✓	✓	✓	✓
5	Improving travel safety	✓		✓	✓	✓	✓
6	Encouraging river movement	✓	✓			✓	✓
7	Supporting freight	✓	✓	✓	✓	✓	
8	Road maintenance		✓	✓		✓	
<b>Percentage of objectives contributing to each priority</b>		<b>87%</b>	<b>87%</b>	<b>87%</b>	<b>75%</b>	<b>100%</b>	<b>62%</b>

