Agenda Supplement 1

Joint Transportation Board

Tuesday 19th March 2024
at 7.00 pm

The Guildhall
St Peter's Place
Canterbury
CT1 2DB

Agenda - Supplement 1

7. Draft Transport Strategy

TO NOTE the report of the Service Director Place, and Head of Transport & Environment

Joint Transportation Board

19 March 2024

Subject: **Draft Transport Strategy**

Director and Head of Service:

Bill Hicks, Service Director, Place

Richard Moore, Head of Transport & Environment

Officer:

Ruth Goudie, Transportation Team Leader

Cabinet Member:

Councillor Alex Ricketts - Cabinet member for tourism, movement and rural development

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Key or Non Key decision: Key

Decision Issues:

This report is for information

Is any of the information exempt from publication:

This report is open to the public.

CCC wards: All

Summary and purpose of the report:

The report introduces the draft Canterbury District Transport Strategy

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For Information

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1. Introduction

The draft Transport Strategy sets out a number of sustainable transportation schemes to cater for the additional travel demands of the planned growth in the draft Local Plan.

2. Detail

2.1 The previous consultation at Regulation 18 stage of the new Local Plan was

accompanied by a Transport Topic paper which set out the proposed Canterbury Circulation Plan, designed to keep traffic out of the city by the construction of an outer southern ring road and by dividing the city into discrete zones. On consultation this generated a significant volume of objection and a new draft transport strategy has been produced which addresses some of the criticisms of the previous consultation and supports the Local Plan.

2.2 Responses to the previous Local Plan consultation included objections to new road construction, objections to the proposed circulation plan and comments that bus services and cycle routes need to be improved to encourage a switch to sustainable transportation. The new draft transport strategy sets out a number of schemes and interventions designed so that every person who needs to travel has access to a sustainable mode of transportation; and that the district has absorbed all of the additional trips associated with planned development without increasing congestion.

2.3 The draft Canterbury District Transportation Strategy is an umbrella document which also contains a bus strategy and a local cycling and walking implementation plan (LCWIP). It sets out a number of short, medium and long term projects to accompany the policies for planned growth in the Local Plan, and has been written in line with the Department for Transport's "vision and validate" approach. This describes a continuous assessment of the effectiveness of the policies and measures against the vision of the strategy with additional measures that can be introduced if the vision is not being achieved.

3. Relevant Council policy, strategies or budgetary documents

City Council
Corporate plan 2021 - 2024
The Corporate Plan states that: "Sustainability, our commitment to the environment and our determination to be carbon-neutral will be the golden thread that runs through all of our priorities and some of these are detailed in our Climate Change Action Plan."

County Council
Framing Kent's Future - Our Council Strategy 2022-2026
This sets out ambitions for infrastructure and environmental step change

KCC's Local Transport Plan 4 (2016 to 2031) sets out a plan to deliver safe and effective transport whilst ensuring that all Kent communities and businesses benefit, the environment is enhanced and economic growth is supported.

KCC is currently considering its next Local Transport Plan (LTP5)
This plan sets out 9 policy outcomes which emphasise decarbonising transport through an increase in sustainable transport and protecting the environment.

The KCC Local Cycling and Walking Infrastructure Plan is currently in consultation and sets out the county council's priorities for improving walking and cycling facilities in broad areas and corridors across the county. It is designed to develop urban and interurban connections across Kent and sets out short, medium and long term high level improvements

4. Consultation planned or undertaken

The city council's Cabinet committee on 11 March gave authority to begin public consultation on the draft transport strategy and the appendices, the bus strategy and local cycling and walking implementation plan. The consultation will run until 3 June 2024.

5. Options available with reasons for suitability

This report is for information.

6. Implications

(a) Financial

The costs of the various interventions are set out in the bus strategy, the LCWIP and the Infrastructure Delivery Plan which is a supporting document for the draft Local Plan. It is expected that the costs will largely be met from developer contributions although additional funding sources have also been identified within the documents.

(b) Legal

Many of the projects set out in the draft Transport strategy will require traffic regulation orders prior to implementation.

(c) Equalities

The proposals set out in the draft transport strategy and its appendices can be shown to have a positive impact for older residents, those who are disabled, in rural areas and on low incomes.

(d) Environmental including carbon emissions and biodiversity

The proposals set out in the draft transport strategy and its appendices can be shown to have a positive impact on the council's target of being carbon neutral and the reduction in carbon emissions in the district.

Other implications

(e) Staffing resource

Administration of the draft transport strategy can be implemented within the existing staff resource.

(f) Property portfolio

Individual projects may affect land owned by the City Council, and will affect public highway

but these will be consulted upon in more detail as they arise.

(g) Planning including building regulations

Individual projects may require planning consent, but these will be consulted upon in more detail as they arise.

(h) Human rights issues

None identified

(i) Crime and disorder

None identified

(j) Safeguarding children

None identified

(k) Heritage
Although the draft transport strategy will not have a direct impact on heritage, removing or restricting motor vehicles from the city centre will have a beneficial effect on the historic core.

Contact Officer: Ruth Goudie, Transportation Team Leader

Background documents and appendices

Draft Canterbury District Transport Strategy

Appendix 1 Bus Strategy

Appendix 2. Local Cycling and Walking Implementation Plan

Appendix A Sustrans Canterbury Cycle route audits - available on request

Climate Change Impact Assessment

Climate Change impacts

Impact of proposal Positive/ Neutral/ Negative	**Explanation of impact** If you have any relevant data, please include that in the explanation and reference the source.	**Mitigation**
Impact on the council's target of being carbon neutral by 2030 This applies to emissions of carbon dioxide as a direct result of our **own** activities and services. Please consider the whole life impact of your proposals		
Positive	Although the council's proportion of vehicular trips in comparison to all traffic on the roads is very small, consulting on a transport strategy that emphasises sustainable transportation will demonstrate the council's commitment to this target.	
Impact on carbon emissions in the Canterbury district This applies to the carbon dioxide emissions in the district as a result of your proposal. Please consider the whole life impact of your proposals.		
Positive	The draft transport strategy comprises many measures which will encourage residents, visitors and businesses in the district to switch to sustainable transportation which will reduce carbon emissions significantly.	
Emission of other climate changing gases including methane, CFCs, nitrous oxide		
Neutral	No impacts on these gases have been identified.	

2. Adaptation to climate change - Impact on our resilience to the effects of climate change

The greatest risks posed by climate change to the UK are:

- Flooding and coastal changes including erosion from extreme events
- Risks to health caused by high temperatures
- Water shortages and drought
- Risk to natural environments & services - landscape, wildlife, pollinators, timber etc
- Risk to food production & trade
- Emergence of new pests and diseases affecting people, plants & animals

What impact do your proposals have on our ability to resist or tackle these problems in the future?

Impact of proposal Positive/ Neutral/ Negative	Explanation of impact	Mitigation
Neutral	It is not anticipated that the draft transport strategy will impact any of these future threats.	

3. Further assessment work

Is a further more detailed assessment required at a later stage of this proposal?

If yes, please give a brief description

The projects described in the three strategies will require further consultation at which time the effects on climate change of each individual project can be assessed.

Equality Impact Assessment

Date of initial assessment	21/02/2024
Division	
Proposal to be assessed	Draft Canterbury District Transportation Strategy
New or existing policy or function?	New
External (i.e. public-facing) or internal?	External
Statutory or non-statutory?	Non- statutory
Your name	Ruth Goudie
Your job title	Transportation Team leader
Your contact telephone number	
Decision maker	Cabinet Committee
Estimated proposal deadline	2040

Please outline your proposal, including: ● Aims and objectives ● Key actions ● Expected outcomes ● Who will be affected and how ● How many people will be affected	The draft transportation strategy sets out proposals for encouraging and increasing sustainable transportation in the district to cater for the additional housing growth across the district until 2040. This will affect all residents, visitors and businesses in the district.
What relevant data or information is currently available about the customers who may use this service or could be affected?	84.3% of the population is over 15 21.8% of the population is over 65 52% of the population is female 7.7% of the population is disabled

Is the decision relevant to the aims of the Public Sector Equality Duty, which are listed below?		
Aim	Yes/No	Explanation
Eliminate discrimination, harassment and victimisation	No	
Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it	No	
Foster good relations between persons who share a relevant protected characteristic and persons who do not share it	No	

Assess the relevance of the proposal to people with different protected characteristics, and assess the impact of the proposal on people with different protected characteristics. Your explanation should make it clear who the assessment applies to within each protected characteristic. For example, a proposal may have high relevance for young people but low relevance for older people; it may have a positive impact on women but a neutral impact on men.			
Protected characteristic	Relevance to proposal High/ Medium/ Low/None	Impact of proposal Positive/ Neutral/ Negative	Explanation
Age	Medium	Positive	The draft transport strategy proposes a significant increase in the routes and frequency of bus travel which will be a benefit for older residents
Disability	Medium	Positive	The draft transport strategy proposes a significant increase in the routes and frequency of bus travel which will be a benefit for disabled residents
Gender reassignment	None		
Marriage and civil partnership	None		
Pregnancy and maternity	None		
Race	None		
Religion or belief	None		
Sex	None		
Sexual orientation	None		
Other groups: for example – low income/ people living in rural areas/ single parents/ carers and the cared for/ past offenders/ long-term unemployed/ housebound/ history of domestic abuse/ people who don't speak English as a first language/ People without computer access etc.	Medium	Positive	The draft transport strategy proposes a significant increase in the routes and frequency of bus travel and improvements to walking and cycling routes which will be a benefit for people living in rural areas and those on low incomes.

Are you going to make any changes to your proposal as a result of these findings, in order to mitigate any potential negative impacts identified?	No changes are considered necessary at this stage.

If yes, what are they? If no, why not?	
Is there any potential negative impact which cannot be minimised or removed? If so, can it be justified? (for example, on the grounds of promoting equality of opportunity for another protected characteristic)	

What additional information would increase your understanding about the potential impact of this proposal?	

Report
February 2024

Canterbury District Bus Strategy

Canterbury City Council
Our ref: 24510401
Client ref:

steer

Report
February 2024

Canterbury District Bus Strategy

Prepared by:

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Prepared for:

Canterbury City Council
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Our ref: 24510401

Contents

Figures

Tables

Appendices

Executive Summary

Context

Canterbury City Council commissioned the development of this bus strategy, to identify measures and actions that could be taken in and around the district to reduce delays to bus services, encourage significant mode shift to bus and provide local consideration of what further proposals could be brought forward to align with the BSIP. This strategy has been developed against a wider national, regional and local policy context including Canterbury City Council's new wider transport strategy (2025-2040). This wider strategy has a vision that by 2040 more journeys in the district will be made by sustainable transport than by the private car; that every person who needs to travel has access to a sustainable mode of transportation; and that the district has absorbed all of the additional trips associated with planned development without increasing congestion. The strategy is consistent with the aspirations set out in Kent County Council's BSIP and arrangements within Kent's Enhanced Partnerships.

Key challenges for bus travel in the Canterbury district relate to varying levels of connectivity across different times of day and days of the week, congestion issues resulting impacting on journey times, reliability and efficiency of bus operations, bus station capacity constraints and customer experience issues in terms of information provision, ease of payment and perceptions of anti-social behaviour.

Strategy vision, aim and objectives

The vision of the Canterbury District Bus Strategy is for bus travel to be a key pillar of our local transport network: a transport option that is reliable, affordable, accessible, safe, integrated and which supports evolving travel patterns. The bus network will provide fast, frequent connections between the district's key centres, deliver a level of service which provides a realistic alternative to the private car, including for those in smaller settlements and new developments, and support improved rural connectivity as part of a multi-modal offer.

The aim of the strategy is to deliver this vision through effective partnership working. The strategy will draw upon resources from all strategy partners; use existing resources in more efficient ways, and harness new funding opportunities as they become available.

Eight objectives were identified and agreed with strategy partners and linked where appropriate to BSIP and Canterbury:

- OB1: to provide fast bus connections between the district's key centres;
- OB2: to provide a reliable bus network;
- OB3: to enhance accessibility and the customer experience;
- OB4: to provide a level of service to meet local need;
- OB5: to reduce the environmental impact of the district's bus network;
- OB6: to ensure the bus network continues to provide an affordable transport option in Canterbury;
- OB7: to support future growth of the network; and
- OB8: to provide opportunities for P&R use.

Current bus services and future considerations

Almost 60 bus services operate within the Canterbury district, operated by Stagecoach and Regent Coaches. Service frequencies change significantly between daytimes, evenings and Sundays. A range of bus infrastructure already exists in Canterbury focussed on the southern

and eastern sections of the ring road as well as Sturry Road. Canterbury's existing fleet includes over 70 vehicles, the majority of which are Euro 5 or above. The Draft Canterbury District Local Plan (2040) includes proposed housing, employment and mixed-use sites and taken together with committed growth in the adopted 2017 local plan, by 2040 the district's population is expected to grow by almost 60,000.

Proposed development is concentrated in the southwest of Canterbury (around the A2) and on an east-west axis between Whitstable and Herne Bay. Additional consented development from the 2017 plan is concentrated in south Canterbury and Sturry. Their location, along strategic radial links, presents opportunities for integration with existing services. The size of some development sites such as those in south west Canterbury would likely support new dedicated services and associated infrastructure. A range of bus improvements are already proposed in the Canterbury district including around Wincheap, New Dover Road, Sturry Road and a fastbus route in South Canterbury.

Strategy interventions

A long list of interventions was examined, focusing on three specific themes: Customer Experience; Operations; and Infrastructure. For each theme, workshops were undertaken with partners to identify interventions that would best address the challenges for bus travel and discuss deliverability and feasibility considerations particularly in respect to possible funding, timescales and delivery responsibility. This process resulted in a short list of interventions.

Customer experience

Interventions relating to customer experience include information and awareness raising, fares and ticketing and other customer experience initiatives as set out below.

Information and awareness raising initiatives
K2. Interactive information screens located in new builds
K3. Timely, up to date information provision to bus users via digital means (e.g. QR codes, social media)
K4. Tailored information for specific geographies that includes non-time sensitive information and links to detailed, more dynamic content.
K8. To raise awareness of £2.00 bus single fare amongst non-users
K10*. Ensure bus is promoted via workplace, higher education and school and development travel plans
Fares and ticketing initiatives
J2. Fare subsidies (rural)
K1. Consider fare/services subsidies within city/district over first 5 years of the Local Plan
K9. Off-bus ticketing (e.g. via app) to support reduced dwell time and improved reliability
Other customer experience initiatives
K7. Additional interventions to discourage anti-social behaviour at the bus station.
K11*. Audit of bus stops to consider physical improvements (shelters, lighting, hard standing) and develop agreed appropriate standards for provision.
K12*. Explore development of '**Safer Travel'** partnership and associated marketing e.g. 'See Something Say Something'

*Indicates interventions added as part of partner feedback during strategy finalisation.

Infrastructure

Infrastructure improvements are focused in the inner area around Canterbury and include reallocation of road space to bus, junction improvements, bus gates and other infrastructure interventions.

Reallocation of road space to bus
A1. Sturry Road: Extension of existing bus lane
A3. Tourtel Road: Reallocation of road space for bus lanes
B2. New Dover Road: Reallocation of road space for bus lanes on key radial routes
B3. Rheims Way: Reallocation of road space for bus lanes on key radial routes
D1/D3 Pin Hill: Reallocation of road space for bus lanes both east and west bound
E6. St Georges Place: Reallocation of road space for bus lanes on key radial routes
E10. Wincheap: Reallocation of road space for bus lanes between Hollow Lane and Simmonds Road/Wincheap
Junction improvements
C1. A2 slips at Harbledown - linked to University of Kent site
C2. A2 slips Wincheap/Merton Park
D4. Military Road roundabout: Enhance bus signal timings to improve bus priority
D6. Ring road signalisation (including bus prioritisation)
E1. Rhodaus Town: Kerb realignment at Watling Street
E9. Downs Road: Study to investigate improvements at Downs Road to facilitate bus enhancements.
H1. A299 Chestfield - new north facing slips linked to Brooklands farm development
Bus Gates
E3. Old Dover Road: Bus gates at key location
E5/E4. Merton Park: Bus gates at key locations
Other infrastructure interventions
B1. London Road Estate: Improving arrangements for school buses at Canterbury Academy (Rheims Way/Knight Avenue
C3. Mountfield & Merton Park: Fast bus link

Operations

Interventions relating to operations include a network review, service enhancements and park and ride interventions.

Network review
K10. Network review to consider through services and/or connection with city hopper (incl. potential abstraction issues)
G1. City Wide Hopper Service connecting key destinations in/around city centre
G2. Introduce cross city routes to remove the need for interchange (incl. considering termination requirements)
Service enhancements
E2. Zero emission buses
G3. 24hr bus service serving the University of Kent
J6. Improvements to bus services for rural communities including frequency, evening, and weekend services (as per network plan and potential demand)
J7. Outside of school hours, use vehicles to serve rural communities
J8. Enhance Kent Karrier dial-a-ride service to support rural communities in Canterbury
Park & Ride Interventions
F2. New park and ride - Merton Park (via new A2 off slip)
F3. New Park and ride - Mountfield
F4. Assessment of demand for new Park and Bus at A257
F5. Assessment of demand for new Park and Bus at A290
F6. Whitstable Park and Bus at A2990 Thanet Way

2040 Service Levels

To support delivery of the bus led transport strategy, there is a need to increase both the service coverage and frequency of bus services to encourage the use of bus as an alternative to car use within the district of Canterbury and to support planned developments. Aspirational minimum service frequencies and hours of operations are indicated in the strategy including a city hopper option to connect key destinations within the city centre.

Delivery

Canterbury City Council, Kent County Council and the district's bus operators (Stagecoach and Regent Coaches) are part of the governance process and are key to the successful development and implementation of the bus strategy. The Steering Group is composed of Canterbury City Council, Kent County Council and operators. The Steering Group provides governance for strategy implementation, checking and challenging each phase of implementation and ensuring progress in the right direction. Other stakeholders will include National Highways, Transport for the South East (TfSE), DfT, developers, tourism bodies, University of Kent and East Kent NHS Foundation Trust.

The strategy will be delivered by key partners of Canterbury City Council, Kent County Council, Stagecoach and Regent Coaches and key stakeholders in delivery including developers, key employers including universities and the NHS.

A range of funding sources will be drawn upon to fund interventions including S106, Community Infrastructure Levy (CIL), BSIP Funding and operator's funding.

The strategy will be implemented over the period 2025 to 2040. Timescales for delivery have been further broken down into: Quick Wins (to be delivered by end of 2025); Short term (delivered between 2025 and 2030), Medium term (to be delivered between 2030 – 2035) and Long term (to be delivered between 2035 – 2040).

Development of detailed costs for the strategy is outside the scope of this commission however, broad cost ranges have been attributed to each intervention as follows: Low (less than £250,000); Medium (between £250,000 and £1,000,000); and High (more than £1,000,000).

Targets and monitoring

Mode shift targets

Area specific mode share targets include at least doubling of bus mode share in the built-up area of the city of Canterbury as well as Herne Bay, Whitstable, in the south west of Canterbury and between Herne Bay and Whitstable. This would elevate bus mode share to closely match that of historic cities with the highest bus mode shares such as Oxford. In setting these targets, consideration has also been given to the potential for mode shift to bus from the significant new developments, and associated population growth, in these areas.

More modest increases on other corridors have been set where there is already a reasonable bus mode share. Overall, increasing district wide bus mode share from 4.9% (2011 levels) to 7.0% is ambitious but achievable.

Patronage targets

Current patronage levels for bus services arriving or departing the Canterbury district were approximately 10.3 million journeys over a 12-month period (November 2022 to October 2023) excluding Park and Ride. A target patronage increase (excluding P&R) of 8.4 million additional bus trips per annum by 2040 has been set, considering the impacts of the customer experience, operational, infrastructure elements of the bus strategy, supporting demand management aspects of the wider transport strategy and the level of funding ambition for the strategy.

Park and ride patronage was 430,000 return trips in 2023. A target of 1 million return trips per annum has been set for 2040 based on an ambitious programme of extending park and ride provision.

Monitoring

Strategy impacts will be monitored on an ongoing basis, and, where necessary, interventions applied to manage demand for private car use implemented including relocation/reduction of city centre parking provision and consideration of new mechanisms for charging for car access to the city. Traffic flows and fleet composition will be continuously measured by fleet-sensitive cameras, and analysed to monitor the success of the strategy. Annual traffic counts by the Department for Transport and Census data will add further information to the picture.

Glossary

CCC – Canterbury City Council

KCC – Kent County Council

BSIP – Bus Service Improvement Plan

DfT – Department for Transport

TfSE – Transport for the South East

LCWIP – Local Cycling and Walking Implementation Plan

EP – Enhanced Partnership

NBS – National Bus Strategy

QBP – Quality Bus Partnership

P&R – Park and Ride

S106 – Section 106 planning obligations

CIL – Community Infrastructure Levy

LUF – Levelling Up Fund

ZEBRA – Zero Emission Bus Regional Areas

Project Coral – a national programme set up to deliver 'tap-on, tap-off' with daily fares capping

DRT – Demand Responsive Transport

2 Introduction

Background

2.1 The city of Canterbury suffers from general traffic congestion on a frequent, but often irregular, basis. Despite some, limited, existing bus priority measures on radial routes, bus services get caught up in the congestion which results in poor timekeeping and bus bunching. Due to the physical size/ capacity of many roads and junctions in Canterbury there is a low level of resilience in the road network. As a result, small incidents can cause a rapid build-up of congestion. The low level of network resilience also means that traffic congestion within Canterbury is often unpredictable in respect to the time when it occurs during the day, the area in which the congestion occurs and the extent of delays inflicted on bus services.

2.2 These specific local issues compound wider challenges faced by the bus industry in general such as increased operational costs, recruitment issues, and a history of patronage decline which restrict opportunities for operators to improve services.

2.3 For many years Canterbury City Council and Kent County Council have had progressive policies supporting public transport and active travel. These reflect the need to minimise traffic in the city centre to manage congestion, pollution and high amenity, its popularity with tourists, the historic nature of the city and the needs of its citizens.

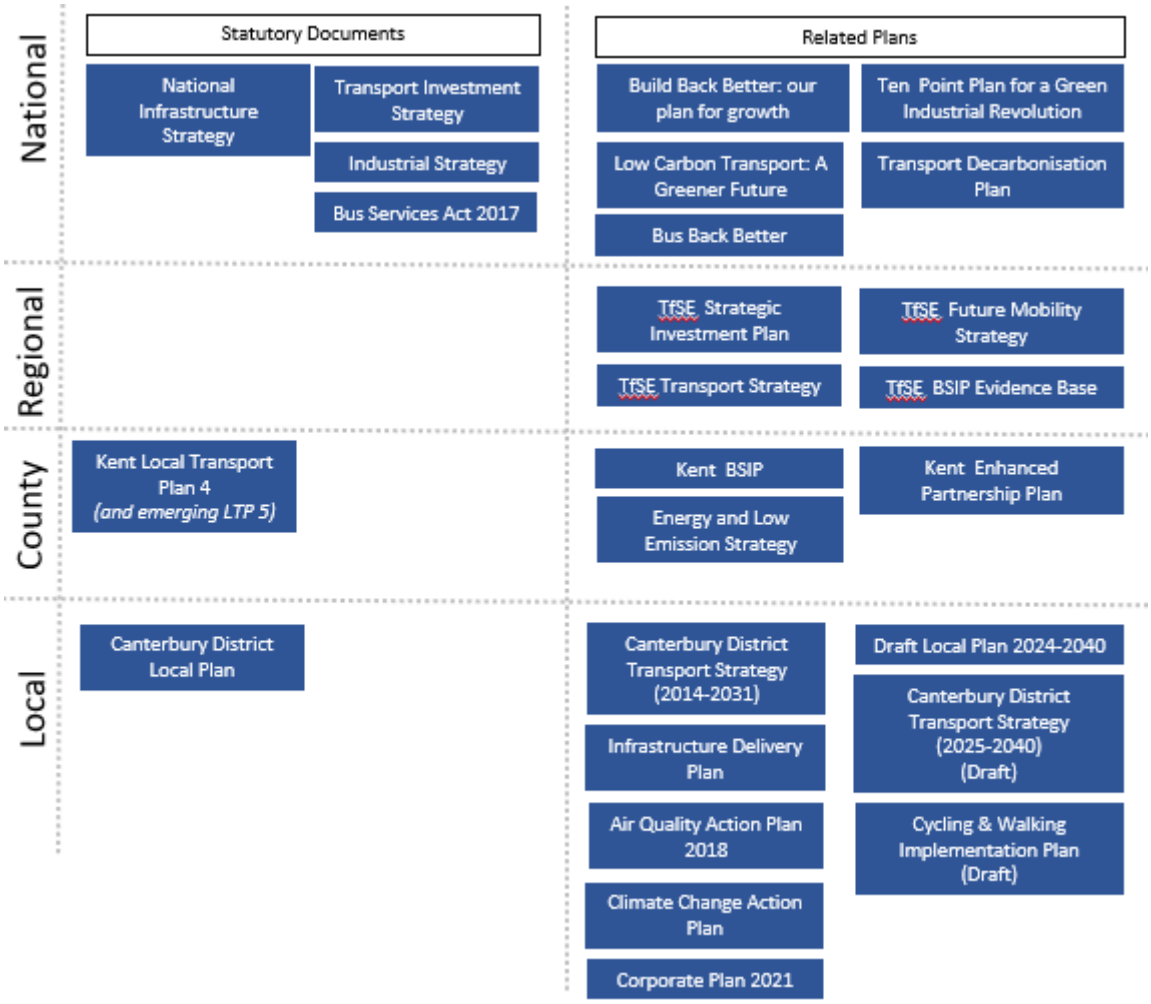
2.4 Kent County Council secured an indicative funding allocation of £35.1 million of central government funding for its 'Bus Service Improvement Plan' (BSIP) in April 2022. Tranche 1 of this funding was received in March 2023 for the delivery of an accelerated initiative programme agreed with the Department for Transport (DfT) over 2023/24. The second tranche of this funding is expected to be confirmed early 2024 and will deliver initiatives in the 2024/25 financial year. The BSIP includes significant elements for bus priority schemes, ticketing enhancements and other measures. Improvements in Canterbury are explicitly included in the BSIP.

2.5 Canterbury City Council commissioned Steer to develop this bus strategy, to identify measures and actions that could be taken in and around the city centre to reduce delays to bus services and encourage significant mode shift to bus and provide local consideration of what further proposals could be brought forward to support the emerging Local Plan and align with the BSIP.

Policy context

2.6 This strategy has been developed against a wider national, regional and local policy context as summarised in Figure 2.1. The strategy supports Canterbury City Council's new wider transport strategy (2025-2040) which has a vision that by 2040 more journeys in the district will be made by sustainable transport than by the private car; that every person who needs to travel has access to a sustainable mode of transportation; and that the district has absorbed all of the additional trips associated with planned development without increasing congestion.

Figure 2.1: Policy Overview



Key challenges and opportunities for bus in Canterbury district

Connectivity

2.7 The scope of the strategy encompasses the entire district of Canterbury including the city of Canterbury itself, peripheral settlements of Sturry, Blean and Chartham as well as Whitstable and Herne Bay on the coast. The district is served by a rail network, including eight rail stations. The rail network predominantly provides regional connectivity and connectivity to London.

2.8 The bus network provides north-south connectivity between Canterbury and Whitstable/Herne Bay, east-west connectivity between these two settlements and radial services to, from and within Canterbury itself.

Opportunity: bus provides the opportunity for local/district connectivity, particularly for north-south connections.

Challenge: Radial network can result in longer, indirect journeys across the district

Congestion

2.9 The key radial routes into Canterbury city centre and Canterbury's ring road are key congestion hot spots. The following routes in particular experience congestion:

- Sturry Road (A28);
- New Dover Road (A2050);
- St Dunstans St (A290);
- Old Dover Road;
- Wincheap;
- St Stephens Road;
- The ring road (Military Road, Upper Bridge St, Lower Bridge St, St Peters Place);
- London Road; and
- A257/St Augustine's Roundabout.

2.10 Many of these routes are narrow, single carriageway routes, meaning conflicts for roadspace between different road users.

Challenge: Many of these routes are narrow, single carriageway routes with likely conflicts between different road users. Identifying interventions to deliver journey time savings will be challenging given space constraints.

Challenge: How can bus help address air quality issues on key corridors (such as Military Road and Herne Street)

Opportunity: Interventions which help reduce congestion on the ring road will help circulation across the wider city. Improving bus travel presents an opportunity to move higher volumes of people in limited roadspace compared to private car travel.

Bus Station Capacity

2.11 The bus station itself is a key pinch point in the bus network. Space within the bus station is highly constrained and is at capacity. Some space immediately outside the bus station is used as a taxi rank. This means that introducing new services which would require additional layover spaces is very challenging. However, opportunities for expansion of the bus station or re-modelling to allow through movements, is also constrained by the surrounding historic environment.

Challenge: Physical space constraints and the large volume of bus services utilising the bus station present a challenge in terms of meeting efficient operation.

Bus Frequencies

2.12 Bus routes provide high frequency (6+ buses per hour composed of multiple services) on radial corridors with Canterbury acting as a hub at the centre of the district. Bus travel provides high frequency east west local connections between Herne Bay and Whitstable. Lower frequencies are evident in north-east Canterbury (around Hales Place) , Whitstable (around Chestfield) as well as in rural areas to the south of the district.

2.13 Outside key corridors, there are limited services meaning much of Canterbury district is not adequately served by public transport.

Challenge: How to meet the accessibility needs of Canterbury's rural population and other areas of poorer service provision.

Opportunity: New areas of demand could be served with the existing fleet if reliability and journey time improvements could be delivered.

Population

2.14 The population of Canterbury is predominantly focused in three areas: the city of Canterbury, Whitstable and Herne Bay. Other smaller population centres of note include Sturry, Herne, Blean, Chartham, Bridge, Littlebourne and Barham.

Opportunity: Concentrated settlements present good opportunities for developing bus patronage with 85% population within 400m of a 'high' frequency corridor and 85% population within a major urban area.

Challenge: How to meet the accessibility needs of dispersed smaller settlements in the district.

Access to opportunities

2.15 Areas of highest deprivation (top 10% most deprived in England) are located in Herne Bay and east Canterbury. Other areas in the top 20% most deprived are located in east, west and central Canterbury, Herne Bay and south Whitstable.

Challenge: How to ensure all residents in the district of Canterbury have access to the opportunities they need including employment, education, training, retail and leisure, in a way they can afford.

Challenge: How to ensure those from less deprived communities feel the bus is an attractive and convenient alternative to driving.

Propensity to use bus

2.16 Populations with the greatest propensity to use buses are located in parts of the city of Canterbury and Herne Bay. These areas are also where the highest population densities indicate good opportunities to increase bus patronage levels in these areas.

Opportunity: a range of locations with high propensity for bus use provide an opportunity for targeted interventions to encourage bus patronage increase.

Employment distribution and travel to work patterns

2.17 The highest concentrations of employment are focused in Canterbury city centre, Herne Bay and Whitstable. Key employment areas outside the district with direct bus and rail links to Canterbury include Ashford, Folkestone, Dover, Ramsgate and Margate.

Opportunity: Movements focussed on access to Canterbury city centre via radial corridors to access employment, retail, leisure and other opportunities presenting an opportunity for Park and Ride.

Challenge: Ensuring high levels of integration and ease of interchange (e.g. with rail or bus-bus) to ensure Canterbury's population can access employment opportunities within the district and wider region.

Customer experience

2.18 Anti-social behaviour presents a barrier to use of public transport use, particularly for the most vulnerable members of society. A recent study indicated that compared to the rest of the population, the risk from infection and protection from anti-social behaviour on the bus were more important to those who could be classed as 'Anxious Vulnerables' (typically white women, over 55 years of age from lower social grades). Tackling anti-social behaviour could be effective in driving bus patronage for this audience.

Opportunity: A wider range of stakeholders outside those focussed on transport provision (e.g. the police, education) have the ability to influence behaviour and tackle anti-social activity. National examples of partnership working highlight an opportunity to address the issue of anti-social behaviour on the bus network.

Challenge: Tackling anti-social behaviour in a cost-effective manner on the bus network is a challenge given the high volume of vehicles and wide geographic coverage.

Kent County Council Bus Service Improvement Plan and Enhanced Partnership

2.19 In response to Bus Back Better, the National Bus Strategy, Kent County Council (KCC) and local bus operators have developed the Kent Bus Service Improvement Plan (BSIP) (2021). The document sets out 11 key principles for delivering bus improvements in the County. These include:

1. Form Enhanced Partnerships covering all public buses in Kent.
2. Put the customer at the heart of the bus improvement programme.
3. Seek to secure all available funding for network developments.
4. Continue to support the development of the community transport sector in Kent to supplement the core bus network.
5. Consider and embrace innovative transport solutions such as DRT and MaaS and make use of BRT where appropriate.
6. Provide flexible and better value ticketing options.
7. Improve quality and accessibility of public transport information.
8. Strive to improve levels of physical and digital accessibility.
9. Promote the role of buses in solving air quality issues.
10. Put buses at the centre of decision-making in respect to new road schemes, planning and developments.
11. Continue to promote the bus as a convenient, cost-effective and sustainable means for travel to school and college.

2.20 Targets are set for 2024/25 within Kent's BSIP around improving journey times, bus reliability, increasing passenger numbers and passenger satisfaction, as well as reducing vehicle emissions. These are tied to specific initiatives and include:

- Journey time – average bus speeds of 24.7 kmph
- Reliability of service timekeeping at 95%
- Reliability of service operating at 99.5%
- Passenger numbers up to 58.2 million (+5% on 2018/19 levels)
- Passenger satisfaction of 95%
- Percentage of bus fleet using low or zero emission vehicles at 40%

2.21 DfT provided an indicative allocation of £35.1m to Kent County Council for its BSIP in April 2022. £18.9m of this was secured in March 2023 for an accelerated initiative programme over 23/24. Kent County Council expects to receive £16.1m for delivery of initiatives in 24/25 however this has not yet been confirmed.

2.22 KCC have made the decision to form Enhanced Partnerships with bus operators to cover the whole of Kent from March 2022, as a key tool for delivering the Kent BSIP. The Kent Enhanced Partnership Plan (2023) covers the period from 2022 to 2027 and sticks closely in its policy direction to the 11 key principles outlined in the BSIP. A range of specific initiatives are set out which are aimed at helping to deliver these key principles. These include a mix of measures that do and do not require funding associated with the National Bus Strategy. Canterbury-specific initiatives include:

- Bus priority improvements along the Sturry to Canterbury City Centre corridor.
- Revisions to service 8/8A to reinstate the Canterbury to Broadstairs link.

2.23 Further measures apply to Canterbury City Council (CCC) among other local councils in Kent, including:

- Ensuring that appropriate bus service provision is actively considered as part of new planning applications, including housing schemes.
- KCC will offer an annual Rural Shelter Grant to support delivery of improved shelters in more rural areas as funding permits.
- KCC will work to identify and deliver bus standing and driver facilities to support network growth and service reliability.
- KCC will press for inclusion of bus priority measures as part of new developments.
- For any new / upgraded highway schemes under KCC's control, they will explore the potential of bus service improvements which would enhance reliability, service levels and accessibility and incorporate as funding permits.
- KCC will ensure that park & ride, coach services, community transport services and DRT schemes are integrated with the conventional bus network, including in marketing and ticketing schemes.
- Where funding permits, KCC will deliver publicity campaigns to promote the role of the bus in meeting environmental challenges.

Role of Enhanced Partnership

2.24 In June 2021, following a statutory decision by the Cabinet Member for Highways and Transport, KCC identified that in line with Government guidance it would be forming an Enhanced Partnership (EP) for Kent from April 2022. The EP model allows KCC to build on the positive relationships it already has with the county's bus operators, in order to seek to deliver the aspirations of the NBS and the BSIP.

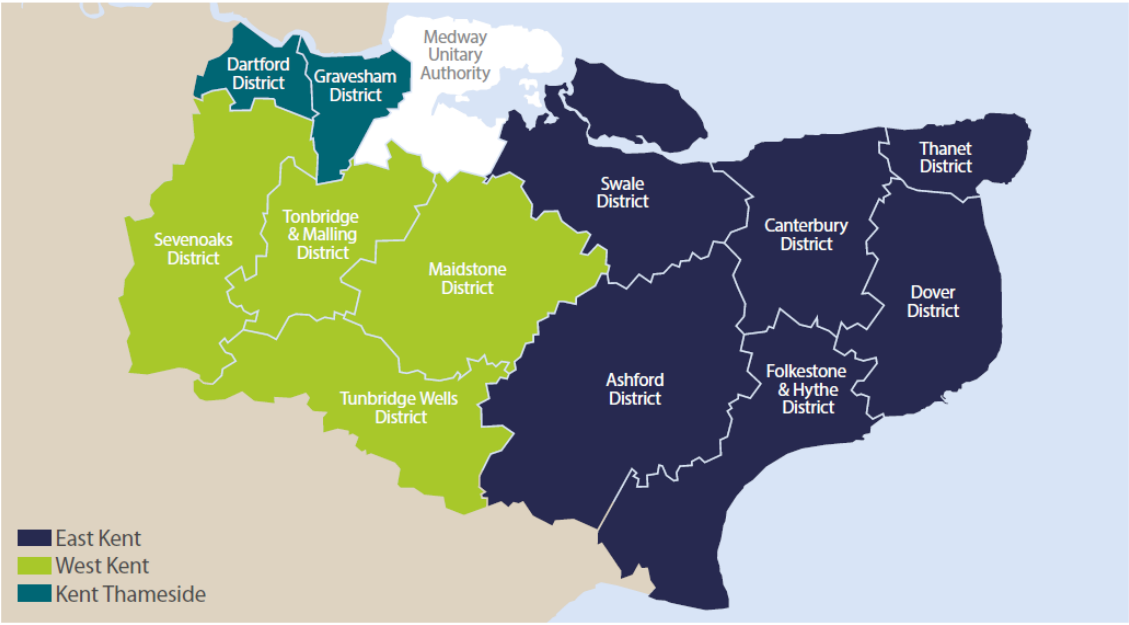
2.25 The use of franchising was given due consideration but was not deemed appropriate at this time. Franchising is not automatically available to non-mayoral authorities and there are considerable questions over the implications on resourcing and subsequent service levels which could be delivered in the county. KCC also already has strong relationships with its operators which can be the basis for more formal statutory EP Schemes in the future.

2.26 Close ties already existed prior to the National Bus Strategy between operators and KCC through such initiatives as the Kent Travel Saver, Kent's eight Quality Bus Partnerships (QBPs)

and through management of contracted local bus services. It is felt that these existing relationships will form a strong base for establishing an EP model.

2.27 The formation of three Enhanced Partnership Schemes (as shown in Figure 2.2) was therefore identified as the appropriate mechanism for KCC and its bus operators to meet the requirement of the NBS in introducing 'a new statutory path for the regulatory set up of bus services in the county by March 2022'.

Figure 2.2: Kent Enhanced Partnership Scheme Areas



Source: Kent Bus Service Improvement Plan 2021

Strategy vision, aim and objectives

2.28 The vision, aim and objectives were developed with strategy partners and based on the challenges and opportunities for bus travel in Canterbury. The vision, aims and objectives are set out below. The process by which the vision, aim and objectives were developed is set out in the Baseline Report (Appendix B).

Vision

2.29 The vision of the Canterbury City Council Bus Strategy is for bus to be a key pillar of our local transport network: a transport option that is reliable, affordable, accessible, safe, integrated and which supports evolving travel patterns. The bus network will provide fast, frequent connections between the district's key centres, deliver a level of service which provides a realistic alternative to the private car, including for those in smaller settlements and new developments, and support improved rural connectivity as part of a multi-modal offer.

Aim

2.30 The aim of the strategy is to deliver this vision through effective partnership working. The strategy will draw upon resources from all strategy partners; use existing resources in more efficient ways, and harness new funding opportunities as they become available.

Objectives

2.31 Eight objectives were identified and agreed with strategy partners and linked where appropriate to BSIP and Canterbury :

- OB1: to provide fast bus connections between the district's key centres;
- OB2: to provide a reliable bus network;
- OB3: to enhance accessibility and the customer experience;
- OB4: to provide a level of service to meet local need;
- OB5: to reduce the environmental impact of the district's bus network;
- OB6: to ensure the bus network continues to provide an affordable transport option in Canterbury;
- OB7: to support future growth of the network; and
- OB8: to provide opportunities for P&R use.

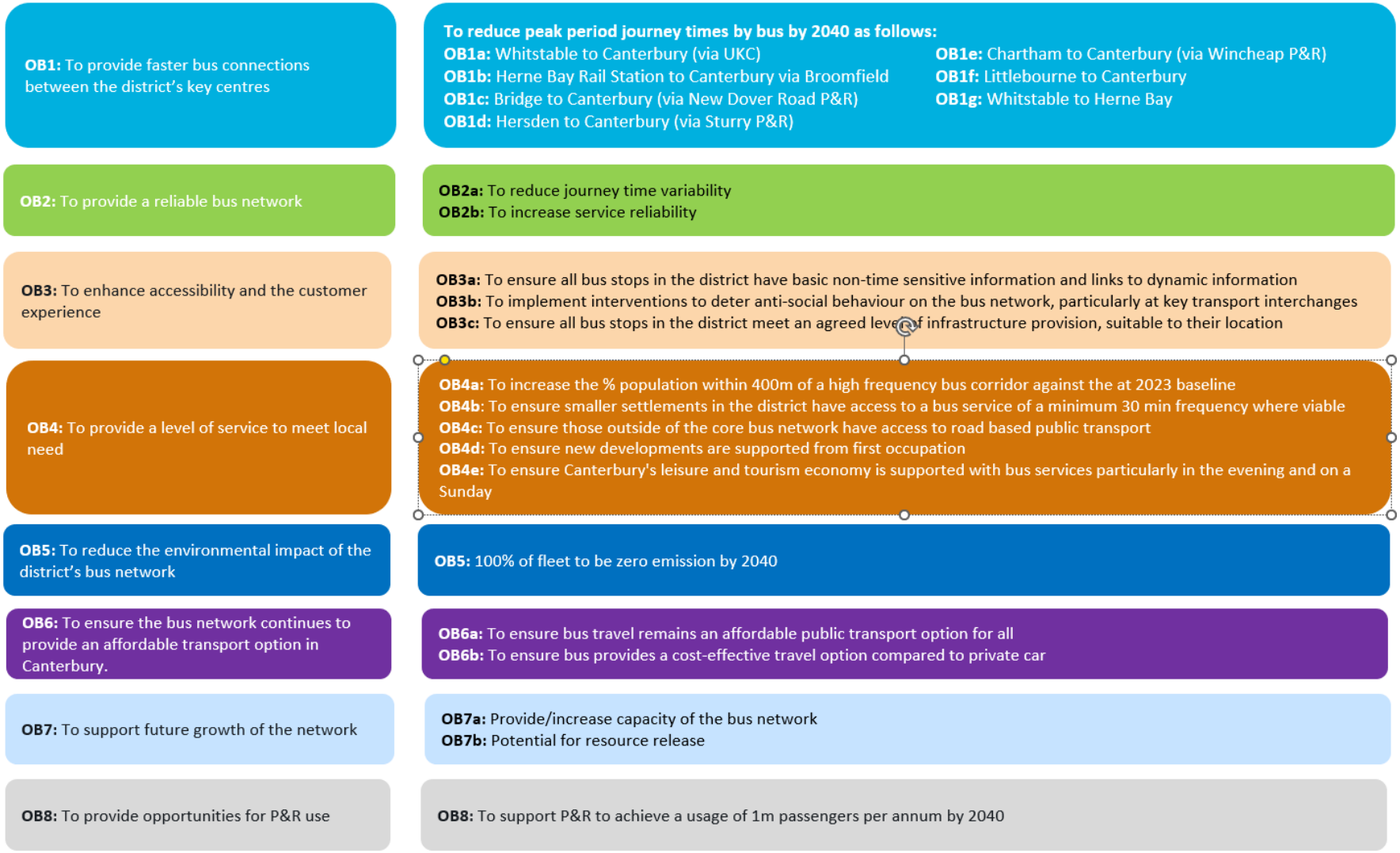
2.32 These core objectives are supported by a range of sub objectives as set in Figure 2.3.

Strategy structure

2.33 This remainder of this strategy is structured as follows:

- Strategy context;
- Future developments;
- Intervention identification and assessment;
- Short list interventions;
- Costs and funding;
- Governance;
- Delivery plan; and
- Monitoring and evaluation.

Figure 2.3: Canterbury Bus Strategy objectives and sub-objectives



3 Bus services in Canterbury

Introduction

3.1 The following section summarises the findings of the **Baseline Report** included in **Appendix B** in relation to current bus services in Canterbury. Please consult Appendix B for more detail.

Canterbury's transport network

3.2 The local transport network in the district comprises of a road network that provides radial connectivity from Canterbury city centre to the surrounding area as well as a rail network that predominantly provides east-west connectivity along two axes – through Canterbury itself, as well as through Whitstable and Herne Bay. Though the district is served by almost 60 bus services, only four of these operate at a daytime frequency in excess of four buses per hour with two of these being Park and Ride services. Evening and Sunday services are much more limited. Most services stop at Canterbury bus station and the Triangle service provides key connectivity between a range of settlements (Canterbury, Blean, Sturry, Herne Bay, Whitstable) and key points of interest (Canterbury Bus Station, Canterbury East Station, University of Kent, and Sturry Business Park).

3.3 Service revisions have resulted in removal of services to Broad Oak and Rough Common and service reductions to Spring Lane and Barton Estate. An aspiration would be to reach a point where these services could be reintroduced in such a way as to be attractive in terms of frequency and hours of operation.

Access to bus services

3.4 Considering the proportion of the population within 400m of Canterbury's bus network during the AM peak, 64% of the population are within 400m of a high frequency corridor (greater than 4 buses per hour). This drops to 16% on a weekday evening and 27% on a Sunday daytime. At all time periods, between 8% and 9% either have no access or access to only a very infrequent service of less than one bus per hour. Extending operating hours, service re-introduction and park and bus options will improve access to bus services.

Consistency of service levels

3.5 The peak time bus network in the Canterbury district includes corridors with a bus frequency of greater than one every 15 minutes (4 per hour) which connect Canterbury city centre with Blean, Whitstable, Herne Bay and Sturry to the north and Bridge in the south. However, during the inter-peak, services to Tyler Hill and Littlebourne become less frequent. Evening service frequencies are more limited, with links to and between Canterbury, Whitstable and Herne Bay and Canterbury and Bridge reduced to a frequency of between 3 and 4 services an hour and other corridors between 1 and 2 services per hour. Sunday services across the network operate on an even lower frequency with the only high frequency services between Canterbury and Sturry and Canterbury and Bridge. This highlights lack of consistent service levels across the day and week, which are particularly limited in terms of the nighttime and

Sunday economy. Improving service level consistency across the week and extending operating hours presents an opportunity to make bus travel available and more convenient at the times people wish to travel.

Journey times and reliability

3.6 Analysis done undertaken for TfSE shows public transport does not present a faster option than car, presenting a challenge to its attractiveness. Improving bus journey times and reliability present an opportunity to improve the attractiveness in relation to car. In the area immediately around Canterbury city centre, evidence suggests that journey time improvements of between 1 and 10 minutes would allow the bus to be more competitive with the private car. Further bus priority and interventions such as off-bus ticketing will help deliver improved journey times and reliability improvements, making bus a more attractive transport option.

Patronage levels

3.7 Bus patronage in Canterbury doubled between 2005 and 2015 which coincided with the implementation of bus priority measures and the introduction of the Quality Bus Partnership, which demonstrates that it is possible to increase the mode share if appropriate measures are in place. Patronage levels in Canterbury for 2022/2023 indicate approximately 10.3 million trips from Stagecoach services with additional services operated by Regent Coaches. The Triangle (including No.4 and No.6), Unibus and No.3 to Faversham show some of the highest patronage levels (excluding Park and Ride). Evidence indicates infrastructure, operations and customer experience improvements would all support patronage growth, further supported by any demand management interventions within the emerging wider transport strategy.

Existing bus infrastructure

3.8 Kent County Council and Canterbury City Council have implemented a range of bus infrastructure in the district including bus priority on St George's Lane, Tourtel Road, bus lanes on Pin Hill/Rhodaus Town, Lower Chantry Lane, Broad Street and Sturry Road and a bus gate on Brymore Road. Further opportunities exist for increasing bus priority infrastructure across the city including further road space reallocation to bus on the ring road, New Dover Road, St Georges Place and Wincheap and junction improvements linked to new development such as Merton Park and Brooklands Farm.

Bus fleet

3.9 Canterbury's existing fleet includes over 70 vehicles run by Stagecoach and Regent Coaches, the majority of which are Euro 5 or above. Decarbonation of the bus fleet presents an opportunity to support net zero goals and improved air quality.

Bus fares

3.10 As of September 2023, single journey fares are subject to the £2 Bus Fare Cap and therefore limited at £2. This does not apply to return tickets, however return journeys can be made using two single journey fares. The £2 fare is applicable in all cases including concessions. Promotion of the £2 fare cap presents an early opportunity to encourage increased patronage.

Park and Ride

3.11 Park and Ride usage peaked at 612,881 users in 2007, however during the pandemic users fell to a low of 122,017. User volumes for 2022 increased to 205,199 and park and ride payments

by month between January 2023 and August 2023 show a continued trend for increased use. Sturry Road closed in July 2022 due to low usage levels but it is planned the site will reopen in April 2024. Particular challenges relating to Park and Ride relate to changing travel patterns following Covid resulting in a need to extend P&R bus service to continue into the evening to support and expanding nighttime economy. The radial nature of movements presents an opportunity for additional park and bus operations particularly in the north of the district where Park and Ride services are not present, and existing frequent traditional services operate such as the Triangle service.

Congestion

3.12 Canterbury city centre experiences congestion linked to high traffic levels, linked particularly with education (resulting in a relatively short morning peak but an afternoon peak that starts earlier) as well as the constrained road layout of the historic city centre. Analysis indicates in addition to those accessing Canterbury city along radial routes, significant amounts of car travel occur within the built-up area, presenting opportunities for mode shift to bus (potentially including a city hopper style service), supported by wider transport strategy elements to manage travel demand and encourage walking and cycling.

Changing travel patterns

3.13 Changes in travel patterns and behaviour due to the Covid pandemic resulted in a large change in how, where and when people travel. Comparing travel to work mode share between 2011 and 2021 census data shows how mode share for travel to work changed in the Canterbury district with bus use dropping from 4.9% to 2.9% and a large increase in working from home, rising from 11.6% in 2011 to 30.4% in 2021. It should be noted that the 2021 census was conducted during travel restrictions due to the Covid pandemic thus do not provide a fully accurate picture of post covid travel patterns, however long-lasting impacts continue to be evident.

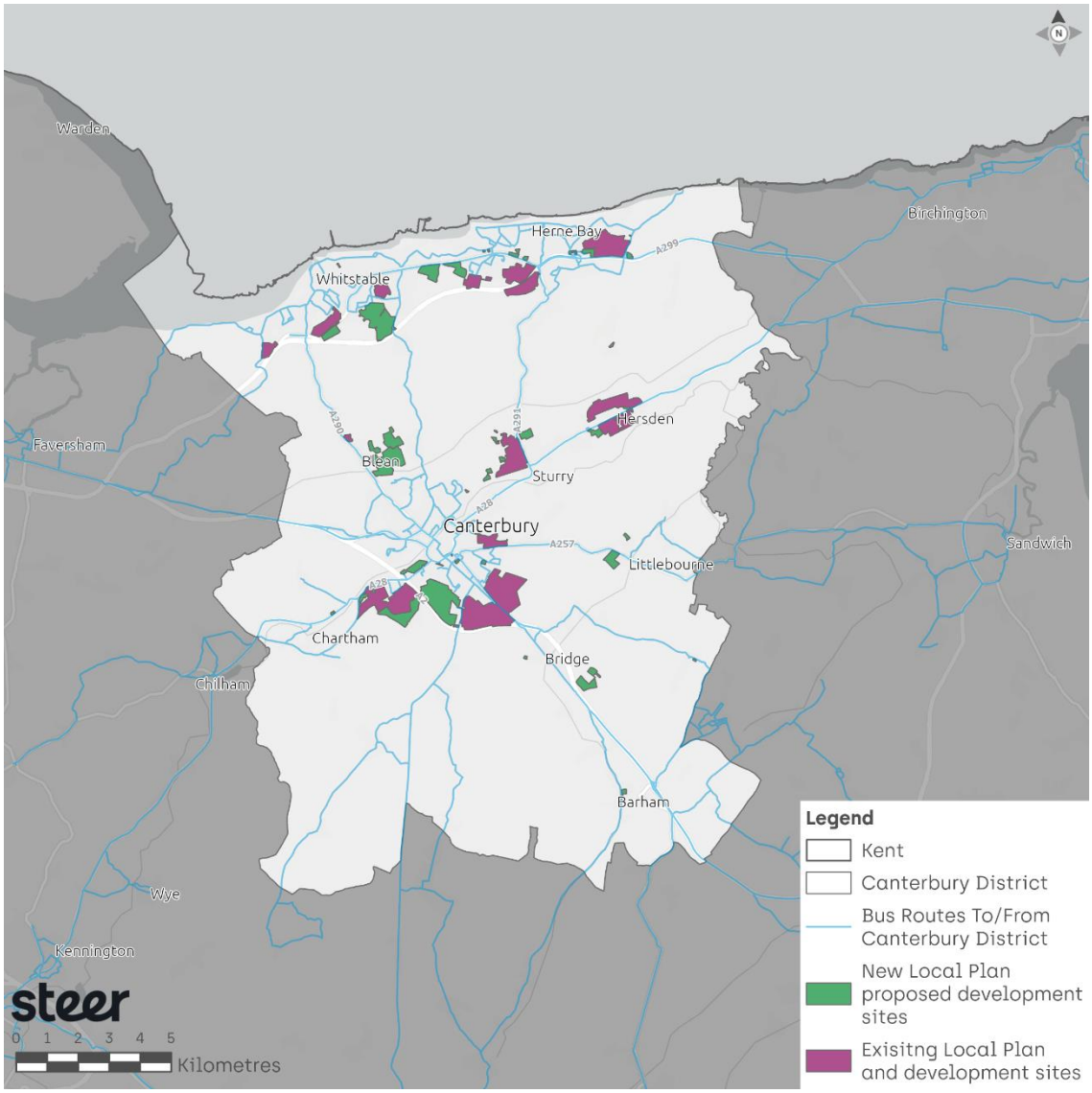
3.14 Given the changes in when and where people travel, travel to work mode share itself may no longer be as important as an indicator as it has been in the past, with more people being able to work from home, and choosing to travel for other non-work related purposes however more comprehensive, up to date trip data is not currently available.

4 Future developments

Proposed development sites

4.1 Local Development plans include proposed housing, employment and mixed-use sites on the periphery of key settlements within the district including Canterbury, Sturry, Whitstable, Herne Bay and Bridge.

Figure 4.1: Existing and new Local Plan development sites and proposed development sites



4.2 It can be seen that proposed development is concentrated in the south of Canterbury (around the A2), around Blean and on an east-west axis between Whitstable and Herne Bay. Additional consented development in the 2017 plan is concentrated in south Canterbury and

Sturry. Their location, along strategic radial links, presents opportunities for integration with existing services. The size of some development sites such as those in south west Canterbury would support new dedicated services and associated infrastructure.

Population growth projections

4.3 The total population growth estimated by 2024 in Canterbury district is 59,821 (CCC local plan) from 2021 baseline of 157,400.

4.4 ONS data indicates population growth in the district will include an increasing proportion of older people. This presents a challenge in terms of providing concessionary services which meet the needs of this ageing population, a reduced pool of non-concessionary users and a need for services and information that are better able to support those who may have limiting physical conditions.

Proposed transport infrastructure schemes relevant to bus

4.5 A range of bus improvements are already proposed in the Canterbury district as shown in the table below.

Table 4.1: Proposed transport infrastructure schemes relevant to bus

Canterbury
Proposed schemes
Wincheap: Proposed eastbound contraflow bus lane (between Hollow Lane and Simmonds Road)
New Dover Road (at St Lawrence Road): Bus priority measure associated with South Canterbury development (no detail)
Sturry Road: Proposed extension to existing bus lane between Starle Close and Tourtel Road; Proposed extension to bus lane Vauxhall Road to South Street
Nunnery Fields/South Canterbury Road/New fastbus route from Mountfield Park to South Canterbury crossing B2068 and continuing to city centre on carriageway around Kent and Canterbury Hospital crossing B2068: Proposed fastbus on existing highway
Whitstable
Proposed schemes
St Andrews Close: bus gate onto Saddleton Road Whitstable Park and Bus: A2990 Thanet Way between Elgar Avenue and A290 junction

5 Intervention identification and assessment

Introduction

5.1 A long list of interventions was examined, focusing on three specific themes: Customer Experience; Operations; and Infrastructure. For each theme, workshops were undertaken with partners to identify interventions that would address the challenges for transport and in particular bus. Interventions were developed without constraints around funding or deliverability:

- Customer Experience: Interventions in this theme included customer information improvements, fare subsidies, ticketing improvements, personal safety improvements and bus stop improvements.
- Operations: Interventions in this theme included enhancement of existing services, re-routing of existing services, reinstatement of previous services and/or new services, new P&R locations and expansion of demand responsive services.
- Infrastructure: Infrastructure interventions included road space reallocation to bus, bus gates, junction improvements, signal improvements, new road infrastructure, additional parking capacity at existing park and ride, extensions to bus laybys, and introduction of zero emission vehicles.

Supporting Interventions

5.2 A range of supporting interventions was also considered which would be expected to interact with buses either positively or negatively. These included schemes targeted at managing the demand for travel by private car (making bus more attractive), reallocation of road space to active modes (which may present a constraint in terms of use of road space) and development of multi-modal hubs (to improve integration across the transport network, particularly outside key urban areas of the district).

Assessment Framework

Approach

5.3 The Long List interventions were first assessed against their level of strategic fit against the range of objectives which the bus focused strategy seeks to deliver against. This assessment was discussed in a subsequent workshop session, during which further consideration was given to deliverability and feasibility considerations of each intervention particularly in respect to possible funding, timescales and lead partner.

Outcomes

5.4 Three interventions were ‘parked’ at the long listing stage. These were:

- On-bus conductors: introduction of conductors could provide benefits in terms of improved customer experience (e.g. the real or perceived improvements to personal safety) and support speed and reliability benefits through reduced delays due to on-board payment. However, overall costs would reduce the ability of the network to operate at an affordable and commercial level, divert resources from other interventions and would be challenging to deliver due to recruitment challenges. Time savings would be unlikely to balance out costs.
- Separation of public and school services: this intervention would support improved journey times and enhance the customer experience; however the cost would be significant with additional vehicles and running costs, and would be difficult to deliver due to recruitment challenges.
- Two-way operation on St Georges Lane: this intervention would require a full re-design of the bus station and is not deemed feasible within the strategy period.

5.5 The long list and assessment overview is shown in **Appendix A.**

6 Short list interventions

Introduction

6.1 The following section details the shortlisted interventions around which the bus strategy will focus, within the same themes of Customer Experience, Operations and Infrastructure.

6.2 Many interventions are not bound by specific geography, but where appropriate the geographical location of interventions is shown to aid understanding; however, these locations are indicative only.

Customer experience

6.3 Interventions relating to customer experience include passenger information, fare subsidies and physical improvements to bus stops. Improvements to personal safety (real or perceived) were also considered. Key improvements focus on developing the digital information offer; ensuring 'static information' has resiliency to change; off-bus ticketing; raising awareness of current fare cap; and interventions to discourage anti-social behaviour at the bus station.

Intervention[1]
Information and awareness raising initiatives
K2. Interactive information screens located in new builds
K3. Timely, up to date information provision to bus users via digital means (e.g. QR codes, social media)
K4. Tailored information for specific geographies that includes non-time sensitive information and links to detailed, more dynamic content.
K8. To raise awareness of £2.00 bus single fare amongst non-users
K10. Ensure bus is promoted via workplace, higher education and school and development travel plans
Fares and ticketing initiatives
J2. Fare subsidies (rural)
K1. Consider fare/services subsidies within city/district over first 5 years of the Local Plan
K9. Off-bus ticketing (e.g. via app) to support reduced dwell time and improved reliability
Other customer experience initiatives
K7. Additional interventions to discourage anti-social behaviour at bus station.
K11. Audit of bus stops to consider physical improvements (shelters, lighting, hard standing) and develop agreed appropriate standards for provision.
K12. Explore development of '**Safer Travel**' partnership and associated marketing e.g. 'See Something Say Something'

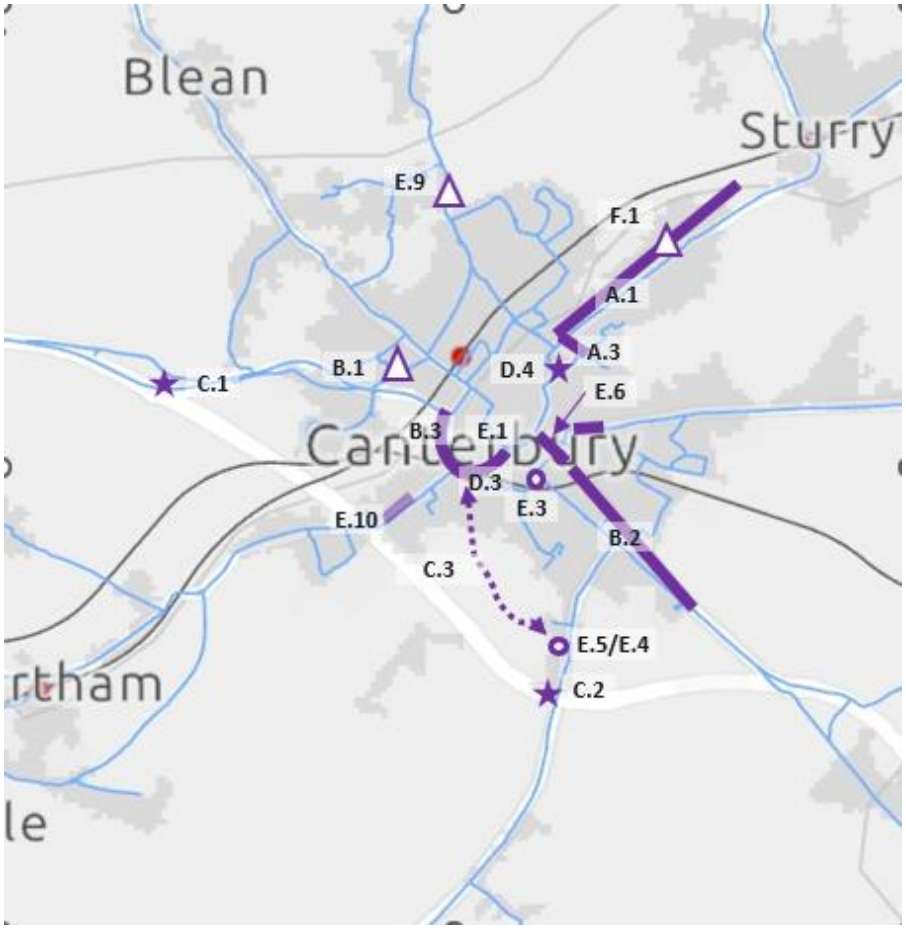
[1] Interventions K10, K11 and K12 do not appear in Appendix A – Long List assessment as they were added as part of partner feedback during strategy finalisation.

Infrastructure

Infrastructure improvements are focused in the inner area around Canterbury and include road space reallocation on key radial corridors and the ring road, enhancing bus speed and reliability; bus gates and bus slips and providing priority at key pinch points. Ring road signalisation and conversion of roundabouts to signalised junctions will be considered to improve journey time reliability for all highway users. Introduction of zero emission buses will support the move to a net zero bus fleet.

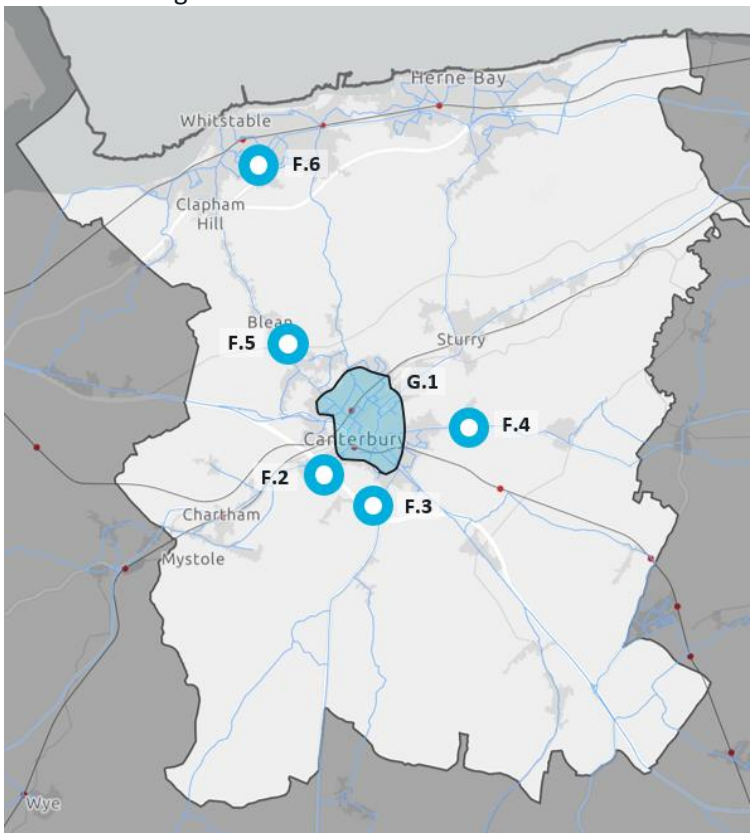
Intervention
Reallocation of road space to bus
A1. Sturry Road: Reallocation of parking for bus lanes (incl increasing road space)
A3. Tourtel Road: Reallocation of road space for bus lanes
B2. New Dover Road: Reallocation of road space for bus lanes
B3. Rheims Way: Reallocation of road space for bus lanes
D1/D3 Pin Hill: Reallocation of road space for bus lanes both east and west bound
E6. St Georges Place: Reallocation of road space for bus lanes
E10. Wincheap: Reallocation of road space for bus lanes between Hollow Lane and Simmonds Road/Wincheap

Intervention
Junction improvements
C1. A2 slips at Harbledown - linked to University of Kent site
C2. A2 slips Wincheap/Merton Park
D4. Military Road roundabout: Enhance bus signal timings to improve bus priority
D6. Ring road signalisation (including bus prioritisation)
E1. Rhodaus Town: Kerb realignment at Watling Street
E9. Downs Road: Study to investigate improvements at Downs Road to facilitate bus enhancements.
H1. A299 Chestfield - new north facing slips linked to Brooklands farm development (not mapped)
Bus Gates
E3. Old Dover Road: Bus gates at key location
E5/E4. Merton Park: Bus gates at key locations
Other infrastructure interventions
B1. London Road Estate: Improving arrangements for school buses at Canterbury Academy (Rheims Way/Knight Avenue
C3. Mountfield & Merton Park: Fast bus link


Blean
Sturry
E.9
F.1
A.1
A.3
B.1
D.4
C.1
E.6
B.3
E.1
Canterbury
D.3
E.3
E.10
B.2
C.3
E.5/E.4
C.2
rtham
le

Operations

6.6 Interventions relating to operations include enhanced service frequencies and operating hours, a network review to enhance rural services, new park and ride locations which will complement a reduction in city centre parking, potentially a city hopper service to support mode shift to bus for local trips. Hopper services in the two coastal towns will also be investigated.



Intervention
Network review
K10. Network review to consider through services and/or connection with city hopper (incl. potential abstraction issues)
G1. City Wide Hopper Service connecting key destinations in/around city centre
G2. Introduce cross city routes to remove the need for interchange (incl. considering termination requirements)
Service enhancements
E2. Zero emission buses
G3. 24hr bus service serving the University of Kent
J6. Improvements to bus services for rural communities including frequency, evening and weekend services (as per network plan and potential demand)
J7. Outside of school hours, use vehicles to serve rural communities
J8. Enhance Kent Karrier dial-a-ride service to support rural communities in Canterbury
Park & Ride Interventions
F2. New park and ride - Merton Park (via new A2 off slip)
F3. New Park and ride - Mountfield
F4. Assessment of demand for new Park and Bus at A257
F5. Assessment of demand for new Park and Bus at A290
F6. Whitstable Park and Bus at A2990 Thanet Way

2040 Service Levels

6.8 To support delivery of the bus led transport strategy, there is a need to increase both the service coverage and frequency of bus services to encourage the use of bus as an alternative to car use within the district of Canterbury and to support planned developments.

6.9 Aspirational minimum service frequencies and hours of operations are shown in figures below. The bus network has been broken down into three service groups:

- Inner Canterbury services (Figure 6.1);
- Canterbury district wide services (Figure 6.2); and
- Local/rural services (Figure 6.3).

6.10 A city hopper option is also included, the aim of which is to connect key destinations within the city centre. This could either operate as a continuous loop or as two connected routes with common start/end points (Figure 6.4).

6.11 Proposed strategic development sites at Merton Farm, University of Kent and Brooklands will be required to make significant improvements to bus services and infrastructure in order to demonstrate the sustainability of the developments.

Supporting interventions in Canterbury's 2025-2040 transport strategy

6.12 The bus strategy is complementary to the wider interventions in Canterbury's transport strategy (2025-2040) which will reduce reliance in car use including:

- Walking and cycling improvements as defined in the Local Cycling and Walking Implementation Plan (LCWIP) and as part of new development;
- Cycle parking improvements;
- Cycle hire scheme;
- A package of rail improvements; and
- Demand management measures.

6.13 Interventions which will have a direct influence on the attractiveness of the bus, particularly as an alternative to single occupancy car use are summarised in Table 6.1 below.

Table 6.1: Wider interventions encouraging mode shift to bus including in Canterbury Transport Strategy (2025-2040)

Period	Interventions that will particularly support mode shift to bus
Short term	• Increased parking charges in areas of the highest demand • Comparatively low P&R charges to incentivises P&R • Removal of city centre parking spaces and providing additional capacity at P&R sites
Medium term	• Extension of residents parking zones to prevent long stay non-residential parking
Long term	• Investigation of workplace parking charges

6.14 These wider transport strategy measures will further support a shift away from single occupancy car travel, and allow bus priority interventions to be introduced without significant congestion impacts.

Figure 6.1: Inner Canterbury Services

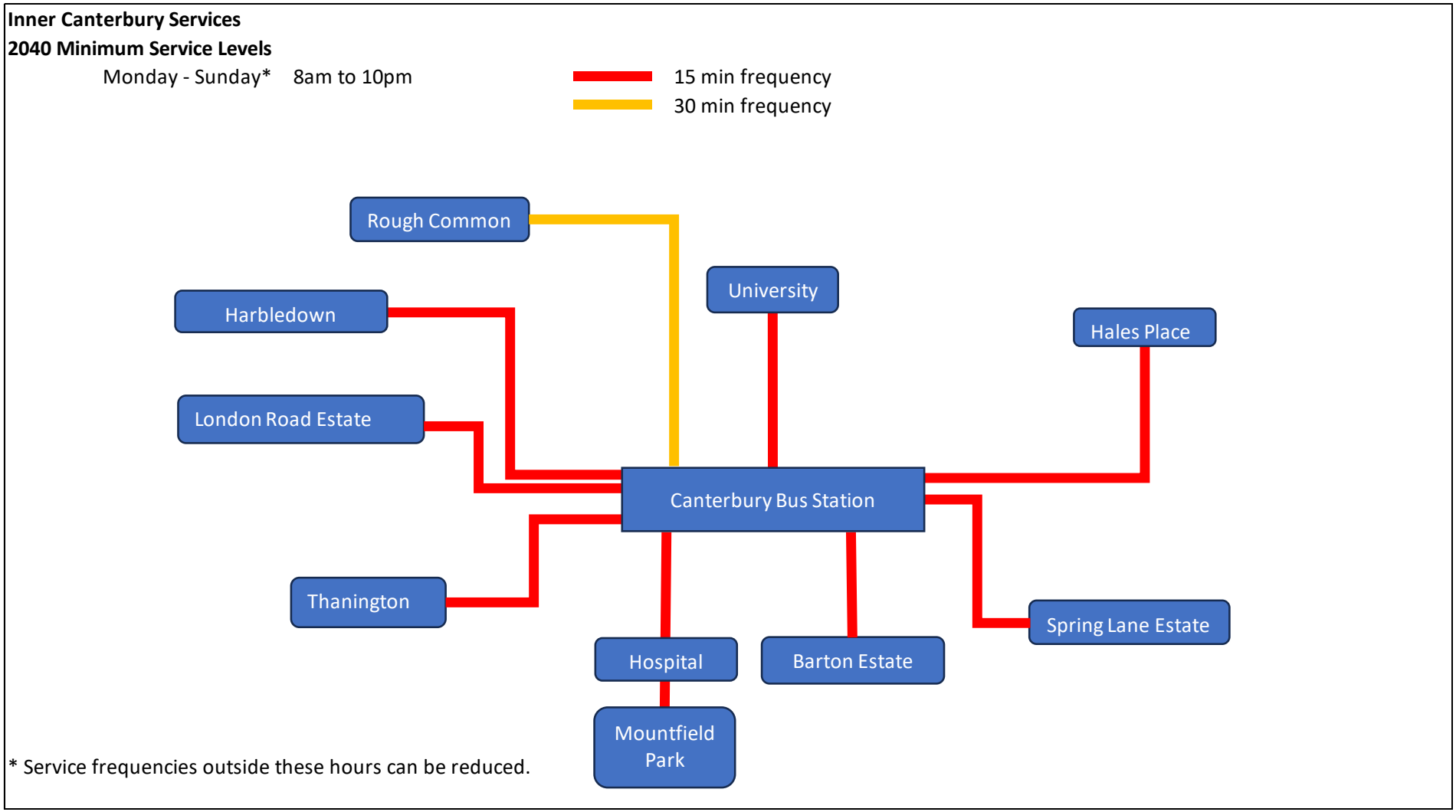


Figure 6.2: Canterbury district wide services

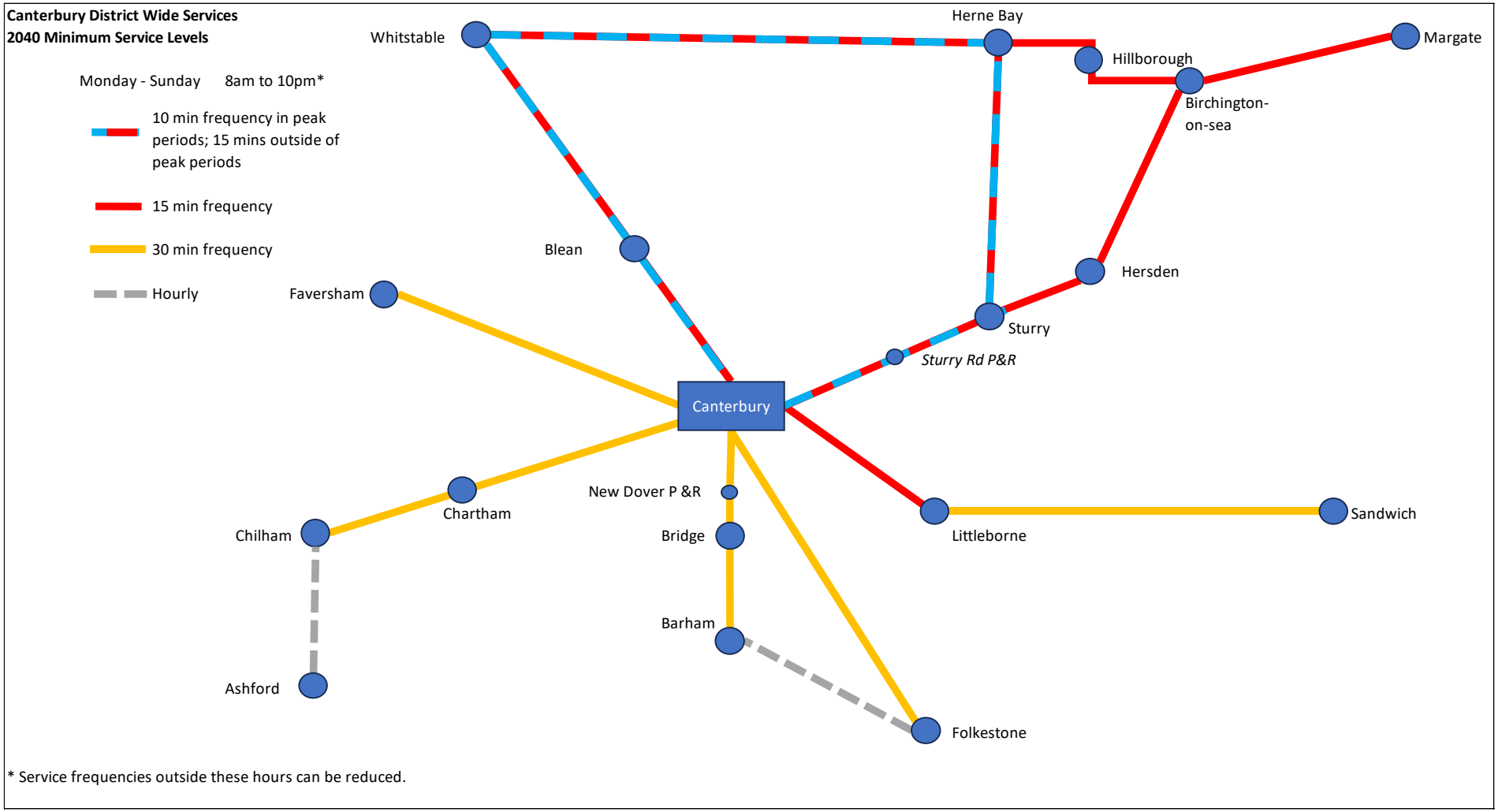


Figure 6.3: Local/rural services

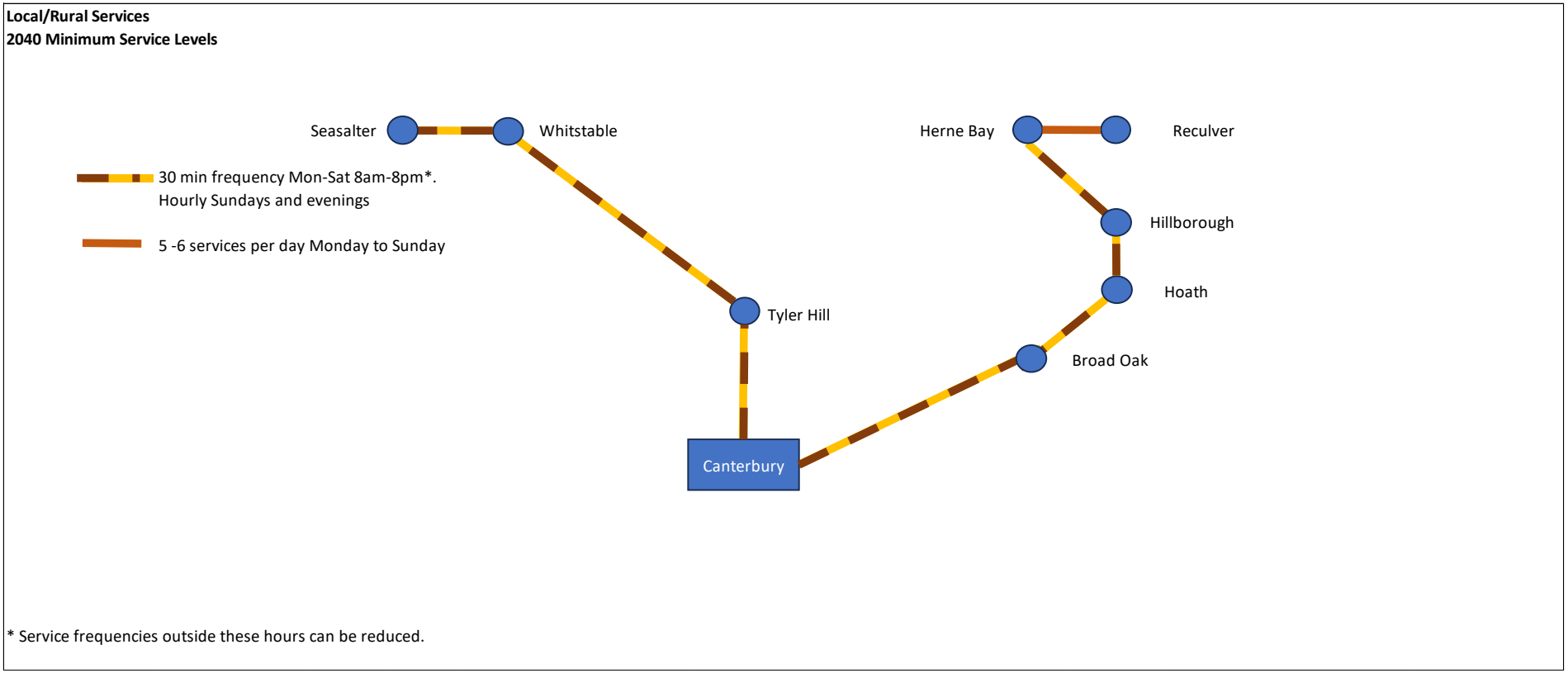
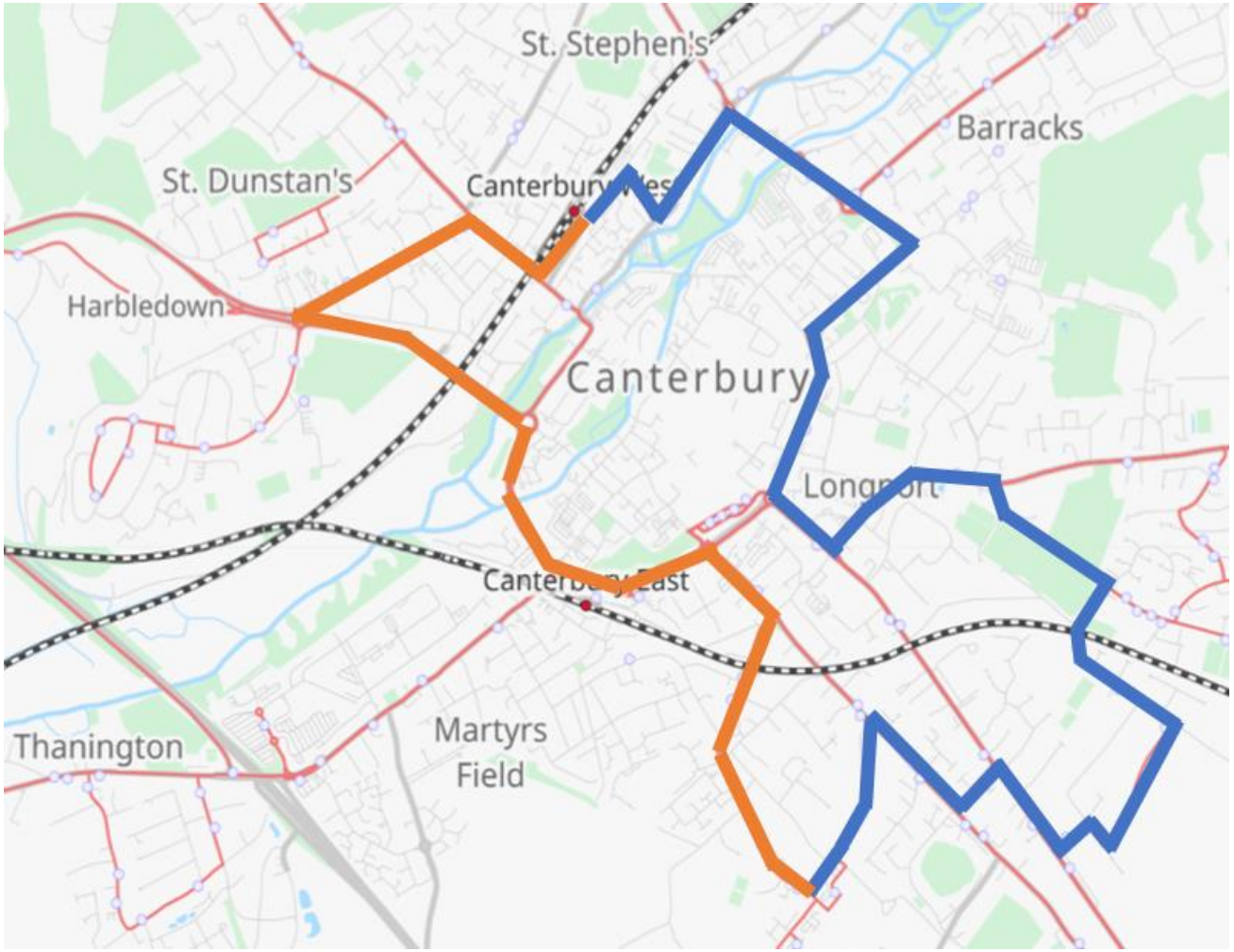


Figure 6.4: City Hopper option



7 Funding

Funding sources

7.1 There are a number of funding sources to potentially support investment in Canterbury's bus network. These funding sources, identified below, vary in the likely amount of funding they will generate, and the challenges associated with their implementation. Additionally, new funding sources may emerge in response to environmental, economic and social changes over the life of Canterbury's bus strategy and wider transport strategy.

7.2 Potential funding sources include:

- Central Government funding, e.g. Housing Infrastructure Fund
- Third party contribution, e.g. from major private sector investors, land/asset owners, and developer contributions (including S106 agreements)
- Local rates/levies, e.g. Business Rate Supplement

Funding and Financing Strategy

It is recognised that funding is challenging at a national, regional and local level, and therefore a range of funding models will need to be analysed and considered. In this regard, Canterbury City Council will identify alternative funding models for development of the bus network within the district. Canterbury City Council will also determine how local strategic bus schemes are prioritised, and develop a prioritised pipeline, in consultation with Kent County Council and local operators. Potential funding options include:

- **Planning obligations and developer contributions (Section 106):** these involve legally binding commitments made by landowner to ensure that transport provision is adequate for the needs of the new development. S106 is restricted to the infrastructure required to directly mitigate the impact of the development.
- **Community Infrastructure Levy (CIL):** this is a levy charged to developers which can be used to finance sustainable transport options. The finance generated can be targeted towards a broader, area-related series of transport improvements rather than a specific set of improvements associated with one particular development.
- **Direct contributions from stakeholders:** these may include contributions from bus operators whose operations are made more attractive or businesses and academic institutions that will benefit from new or improved infrastructure provision.
- **Levelling Up Fund (LUF):** the £4.8 billion fund supports town centre and high street regeneration, local transport projects, and cultural and heritage assets. Canterbury received £22m in funding with schemes funded including improvements to Canterbury Bus Station.
- **Zero Emission Bus Regional Areas (ZEBRA):** support in delivering zero emission buses.

Table 9.1 to 9.3 indicates how each intervention is expected to be funded.

8 Governance

Introduction

8.1 Canterbury City Council, Kent County Council and the district's bus operators (Stagecoach and Regent Coaches) are part of the governance process and are key to the successful development and implementation of the bus strategy.

Steering group

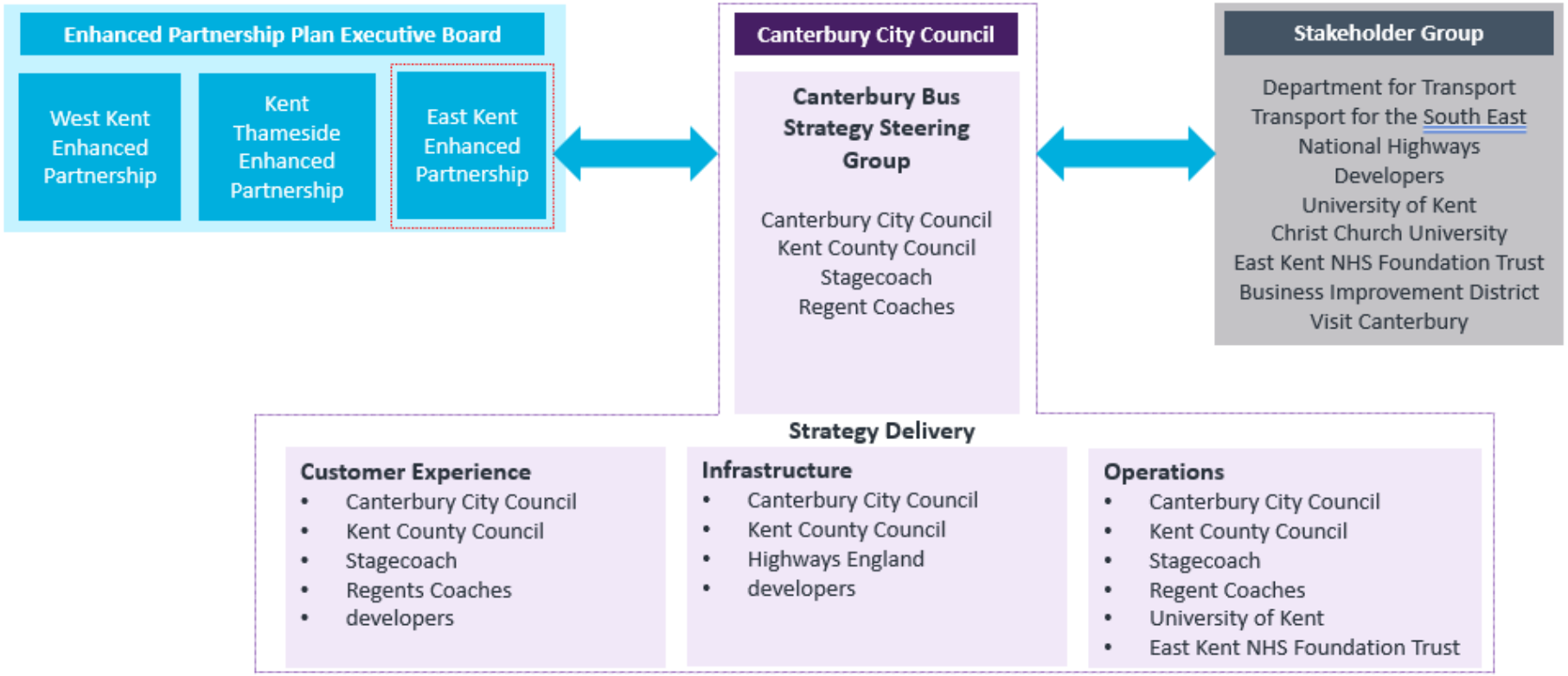
8.2 The Steering Group is composed of Canterbury City Council, Kent County Council and operators. Other stakeholders will include National Highways, Transport for the South East (TfSE), DfT, developers, tourism bodies, University of Kent and East Kent NHS Foundation Trust. Based around these groups, Canterbury City Council will consider its governance structure for its bus strategy.

8.3 The Steering Group provides governance for strategy implementation, checking and challenging each phase of implementation and ensuring progress in the right direction. The Steering Group was composed of representatives of the strategy partners and were involved in setting the vision, aims and objectives of the strategy.

Stakeholder group

8.4 The Stakeholder Group represents key interest groups that are critical to the successful delivery of the Canterbury District Bus Strategy and are essential to involve as the strategy progresses. It is composed of the DfT, TfSE, National Highways, developers, University of Kent, Christchurch University, The Canterbury Business Improvement District, Visit Canterbury and the East Kent NHS Foundation Trust.

Figure 8.1: Governance structure



9 Delivery plan

9.1 The strategy delivery plan considers who will deliver each intervention, where the funding or other resources will come from to enable this, and when delivery is expected to occur in the overall strategy timescale.

Who

9.2 The strategy will be delivered by key **partners** of Canterbury City Council, Kent County Council, Stagecoach and Regent Coaches.

9.3 Key **stakeholders** in delivery include:

- Developers;
- Key employers including University of Kent, Christ Church University and East Kent Hospitals NHS Foundation Trust;
- Canterbury Business Improvement District;
- National Highways;
- TfSE; and
- DfT.

How

9.4 A range of funding sources will be drawn upon to fund interventions including:

- S106
- Community Infrastructure Levy (CIL)
- BSIP Funding
- Operator's funding

9.5 At this stage in strategy development, interventions have been broadly costed into Low (£), Medium (££) and High (£££) cost bands.

When

9.6 The strategy will be implemented over the period 2025 to 2040. Timescales for delivery have been further broken down into:

- Quick Wins: to be delivered by end of 2025
- Short term: 2025 – 2030
- Medium term: 2030 – 2035
- Long term: 2035 – 2040

9.7 Quick wins identified include:

- Improved travel information
- Awareness raising of £2.00 fare
- Audit of shelters
- Anti-social behaviour intervention

- Opportunities within the BSIP

How Much

9.8 Development of detailed costs for the strategy is outside the scope of this commission however, broad cost ranges have been attributed to each intervention as follows:

- Low: < £250,000
- Medium: £250,000 and £1,000,000
- High: > More than £1,000,000

Table 9.1: Delivery Plan – Customer Experience[2]

Intervention	Timeframe	Scheme Promoter	Delivery Partners	Indicative cost	Possible funding source(s)
Information and awareness raising initiatives					
K3. Timely, up to date information provision to bus users via digital means (e.g. QR codes, social media)	Quick win	Kent CC	Stagecoach	Low	BSIP funded
K4. Tailored information for specific geographies that includes non-time sensitive information and links to dynamic content.	Quick win	Stagecoach	-	Low	Stagecoach
K8. To raise awareness of £2.00 bus single fare amongst non-users	Quick win	Stagecoach	Kent CC	Low	Stagecoach existing marketing + BSIP funded
K2. Interactive information screens located in new builds	Short Term	Developer	-	Low	Developer Funding
K10. Ensure bus is promoted via workplace, higher education and school and development travel plans	Short term	Canterbury	Developers, Occupiers	Low	CIL/S106
Fares and ticketing initiatives					
K9. Off-bus ticketing (e.g. via app) to support reduced dwell time and improved reliability	Quick win	Stagecoach	Kent CC	Medium	BSIP (tranche 2), Project Coral, BSIP ticket machine upgrade
K1. Consider fare/services subsidies within city/district over first 5 years of the Local Plan	Short Term	Canterbury	Stagecoach	Medium	CIL
J2. Fare subsidies (rural)	Long Term	Canterbury	-	Medium	CIL
Other customer experience initiatives					
K11. Audit of bus stops to consider physical improvements (shelters, lighting, hard standing) and develop agreed appropriate standards for provision.	Quick win	Kent CC	Canterbury	Low	Advertising, Parish Councils CIL, BSIP package approach (potential)
K7. Additional interventions to discourage anti-social behaviour at bus station.	Quick win	Canterbury	-	Low	LUF as part of bus station improvement plans
K12. Explore development of '**Safer Travel**' partnership and associated marketing e.g. 'See Something Say Something'	Short term	Canterbury	Kent Police, Kent CC, Operators	Low	LUF as part of bus station improvement plans

[2] Interventions K10, K11 and K12 do not appear in Appendix A – Long List assessment as they were added as part of partner feedback during strategy finalisation.

Table 9.2: Delivery Plan – Operations

Intervention	Timeframe	Scheme Promoter	Delivery Partners	Indicative cost	Possible funding source(s)
Network review					
K10. Network review to consider through services and/or connection with city hopper (incl. potential abstraction issues)	Quick win	Canterbury	Operators	Low	Developer funding (CIL)
G2. Introduce cross city routes to remove the need for interchange (incl. considering termination requirements)	Dependent on above	Canterbury	Operators	Low	Developer funding (CIL)
G1. City Wide Hopper Service connecting key destinations in/around city centre		Canterbury	Operators	Medium	Developer funding (CIL)
Service enhancements					
G3. 24hr bus service serving the University of Kent	Quick win	Operators	-	Medium	BSIP, CIL, Developer funding
J7. Outside of school hours, use vehicles to serve rural communities	Quick win	Operators	Canterbury	Low	Stagecoach
J8. Enhance Kent Karrier dial-a-ride service to support rural communities in Canterbury	Short term	Kent CC	Canterbury	Low	CIL
E2. Zero emission buses	Long term	Operators	DfT	High	DfT ZEBRA funding, Operator
J6. Improvements to bus services for rural communities including frequency, evening and weekend services (as per network plan and potential demand)	Long term	Canterbury	Operators	Medium	CIL
Park & Ride Interventions					
F2. New park and ride - Merton Park (via new A2 off slip)	Short term	Canterbury	Developer	High	Developer Funding (S106) and CIL
F3. New Park and ride - Mountfield	Short term	Canterbury	Developer	High	Developer Funding (S106)
F6. Whitstable Park and Bus at A2990 Thanet Way	Short term	Canterbury	Developer	Medium	Developer funding (CIL)
F4. Assessment of demand for new Park and Bus at A257	Medium term	Canterbury	Developer	Low	Developer funding (CIL)
F5. Assessment of demand for new Park and Bus at A290	Medium term	Canterbury	Developer	Low	Developer funding (CIL)

Table 9.3: Delivery Plan – Infrastructure

Intervention	Timeframe	Scheme Promoter	Delivery Partners	Indicative cost	Possible funding source(s)
Reallocation of road space to bus					
A1. Sturry Road: Reallocation of parking for bus lanes (incl increasing road space)	Quick win	Kent CC	Canterbury	Medium	Developer Funding (CIL) available S106 funding
E10. Wincheap gyratory - Reallocation of road space for bus	Quick Win	Kent CC	Canterbury	Low	Existing developer funding
B2. New Dover Road: Reallocation of road space for bus lanes	Short term	Canterbury	Kent CC	Low	Existing Developer funding
D1/D3 Pin Hill: Reallocation of road space for bus lanes both east and west bound	Long term	Canterbury	Kent CC	Medium	Developer Funding (CIL)
A3. Tourtel Road: Reallocation of road space for bus lanes	Long term	Canterbury	Kent CC	Low	Developer Funding (CIL)
B3. Rheims Way: Reallocation of road space for bus lanes	Long term	Canterbury	Kent CC	Medium	Developer Funding (CIL)
E6. St Georges Place: Reallocation of road space for bus lanes	Long term	Canterbury	Kent CC	Medium	Developer Funding (CIL or S016)
Junction improvements					
E9. Downs Road: Study to investigate improvements at Downs Road to facilitate bus enhancements.	Quick win	Kent CC	Canterbury	Low/Medium	BSIP (Tranche 2)
D4. Military Road roundabout: Enhance bus signal timings to improve bus priority	Quick win	Kent CC	Canterbury	Low	Existing S106 funding
E1. Rhodaus Town: Kerb realignment at Watling Street	Quick win	Kent	Canterbury	Low	S106 funding/BSIP
C1. A2 slips at Harbledown - linked to UoK site	Long term	Developer	Canterbury	High	Developer Funding (S106)
C2. A2 slips Wincheap/Merton Park	Long term	Developer	Canterbury	High	Developer Funding (S106)
H1. A299 Chestfield - new north facing slips linked to Brooklands farm development	Long term	Developer	Canterbury	High	Developer funding (S106)

Intervention	Timeframe	Scheme Promoter	Delivery Partners	Indicative cost	Possible funding source(s)
D6. Ring road signalisation (including bus hurry calls)	Long term	Canterbury	Kent CC	High	Developer contributions (S106 + CIL) depending on location
Bus Gates					
E5/E4. Merton Park: Bus gates at key locations	Long term	Developer	Canterbury	Low	Developer Funding (CIL or S016)
E3. Old Dover Road: Bus gates at key location	Long term	Developer	Canterbury	Low	Developer Funding (CIL or S016)
Other infrastructure interventions					
B1. London Road Estate: Improving arrangements for school buses at Canterbury Academy (Rheims Way/Knight Avenue	Quick win	Kent CC	Operator	Low	CIL
C3. Mountfield & Merton Park: Fast bus link	Long term	Developer	Canterbury	High	Developer Funding (S106)

10 Monitoring and evaluation

Introduction

10.1 The impacts of the pandemic still affect the ability to set robust mode share targets. The 2021 census provides the most recent travel to work dataset, and one that would normally be expected to be a core consideration in target setting. However this data was collected during a period of significant travel restrictions due to the Covid-19 pandemic, resulting in results significantly different both from pre-Covid levels and those expected to be prevalent at the time of this strategy's development. In addition to changes to travel patterns resulting directly from travel restrictions picked up in 2021 census results, the pandemic resulted in longer term impacts on travel behaviour in terms of increased levels of working from home, frequency of trip making and time and purpose of trip making. These impacts mean identifying realistic impacts of Canterbury's bus strategy are more changing than they would be pre-pandemic.

10.2 To counter this uncertainty, target setting has been informed by a range of considerations including comparison of bus mode shares with comparable districts and urban areas in England, consideration of 2011 census data (rather than more recent 2021 mode share data which was significantly influenced by travel restrictions imposed during the Covid pandemic) location of future development and planned infrastructure and evidence of impacts of strategy elements.

Potential impact

10.3 To consider impacts in a way that is proportionate to the strategy overall, a review of evidence of impacts of physical, operational and customer experience interventions and comparison of other UK cities with similar attributes to Canterbury to determine what 'good' could look like was undertaken.

10.4 Interventions defined by physical infrastructure improvements are shown to decrease journey times and improve reliability of bus services. Evidence indicates these interventions may reduce bus journey times by 20-23% while knock-on impacts to private vehicle journey times are likely to be only marginally affected. Bus service reliability may improve by 12-18% patronage by up to 20%.

10.5 Considering operational changes, research shows these are capable of delivering an increase in patronage by up to 20%, improve journey times by 10% and lead to revenue increases of over 10%.

10.6 Implementing a range of 'soft' measures such as improvements to branding and passenger comfort can also lead to patronage improvements with examples showing overall patronage rise of between 14% and 35%.

10.7 A review was also undertaken considering bus more share for historic cities elsewhere in England prior to Covid to consider how Canterbury (both as a city and a district) compared with other potentially similar locations. In 2011, Oxford's built up area had a notably higher

bus mode share than other historic cities (16%), which though partly due to high student population may also be attributed to long term policy backdrops that support bus and park and ride use. In this regard, the value of 16% has informed (alongside other variables) aspirational target setting for bus mode share for urban areas in the Canterbury district.

Targets

10.8 Development of strategy targets considered the potential for increasing bus use across several key areas of the district:

1. within Canterbury's built-up urban area;
2. within Herne Bay;
3. within Whitstable;
4. between Herne Bay and Canterbury;
5. between Whitstable and Canterbury;
6. between the east of the district and Canterbury;
7. between the southwest of the district and Canterbury;
8. between the south of the district and Canterbury; and
9. between Whitstable and Herne Bay.

10.9 The potential for increasing bus mode share has been assessed across these nine geographies as shown in Table 10.1.

Table 10.1: Potential for increasing bus mode share

Attribute	1 – Canterbury City Centre	2 - Herne Bay	3- Whitstable	4 - Herne Bay - Canterbury	5- Whitstable - Canterbury	6 - Sturry	7 - Chartham	8 - Bridge	9 - Herne Bay - Whitstable
Mode share (2011)									
Bus	7%	4%	3%	14%	12%	14%	5%	7%	6%
Car (drivers & passengers)	31%	61%	60%	80%	81%	70%	77%	83%	82%
Active modes (walk & cycle)	60%	33%	36%	4%	5%	14%	15%	7%	8%
Other modes	1%	1%	1%	2%	1%	1%	1%	1%	2%
Other attributes									
Propensity to use bus	High	High	Low	Medium	Low	Medium	Low	Low	Medium
Development	High	High	High	High	High	High	High	Low	High
Infrastructure	Yes	No	No	Yes	Yes	Yes	Yes	Yes	No
Impact assessment									
Overall impact assessment	High	High	Medium	Medium	Low	Medium	Medium	Medium	Medium
Potential future mode share for bus	15%	8%	6%	16%	16%	16%	10%	10%	16%

District wide mode share targets

10.10 Analysis of the movements summarised in Table 10.1 allowed determination of an overall bus mode share target (shown in Table 10.2), increasing district wide bus mode share from 4.9% (2011 levels) to 7.0%.

Table 10.2: District wide targets

	2011 Mode Share	2014-2031 Transport Strategy	2024-2040 Bus Strategy	2011-2040	
				% change	% point change
Driving a car or van	55.0%	42.3%	35.5%	-35%	-19.50%
Passenger in car or van	4.7%	6.5%	6.5%	38%	1.80%
Bus, minibus or coach	4.9%	6.5%	7.0%	43%	2.10%
Train	5.0%	6.5%	6.0%	20%	1.00%
Bicycle	2.7%	4.0%	5.0%	85%	2.30%
On foot	14.7%	18.0%	20.0%	36%	5.30%
Working mainly from home	11.6%	14.0%	18.0%	55%	6.40%
Other	1.5%	2.2%	2.0%	33%	0.50%
Total	**100.0%**	**100.0%**	**100.0%**		

Area specific mode share targets

10.11 Area specific mode share targets which, when achieved would deliver the overall district target are shown in Table 10.1. This includes at least doubling of bus mode share in the built-up area of the city of Canterbury as well as Herne Bay, Whitstable, in the south west of Canterbury and between Herne Bay and Whitstable. Consideration has also been given to the potential for mode shift to bus from the significant new development, and associated population growth, in these areas. More modest increases on other corridors have been set where there is already a reasonable bus mode share.

Patronage target

10.12 Current patronage levels for bus services arriving or departing the Canterbury district were approximately 10.3 million journeys over a 12-month period (November 2022 to October 2023) excluding Park and Ride. In order to determine a patronage target for 2040, the following has been considered:

- Estimate of increase in patronage due to background population increase to 2040[3];

[3] Total population growth estimated as 59,821 (CCC local plan) from 2021 baseline of 157,400. To account for 2023 patronage baseline, 2023 population taken as 164,000 to account for two years of growth. Avg bus trips per person estimated at 23 trips/day (NTS2022, Dec 2023). Results rounded to nearest 100,000.

- Patronage increase of 5% of baseline as a result of BSIP interventions prior to 2025;
- Estimates of patronage uplifts as a result of bus strategy[4] including:
  - +20% from Infrastructure interventions;
  - +20% from Operations interventions;
  - +20% from Customer Experience interventions;
  - +10% from Demand Management interventions.

10.13 Results are summarised in Table 10.3 and indicate a target of patronage increase (excluding P&R) of **8.4 million** additional bus trips per annum by 2040 as a result of the strategy (including demand management elements of the wider transport strategy).

Table 10.3: Bus patronage target (all journey purposes, excluding Park and Ride)

Element		Trips per annum (million)
2023 Baseline (excluding P&R)		**10.3**
Estimated increase from background growth		**+1.7**
	Additional trips resulting from initial BSIP interventions to 2025	*+0.5*
	Additional trips from background population growth to 2040	*+1.2*
Estimated increase from strategy elements between 2025-40		**+5.4**
	Infrastructure	*+2.4*
	Operations	*+2.4*
	Customer experience	*+2.4*
	Demand management	*+1.2*
Estimated total bus trips in 2040 (including background growth)		**20.4**

Park and ride target

10.14 Park and ride patronage was 430,000 return trips in 2023. A target of 1 million return trips per annum has been set for 2040 based on an ambitious programme of extending park and ride provision including re-opening Sturry Road, and new Park and Ride facilities at Merton Park and Mountfield.. Additional park and ride sites on corridors that are not currently served will also be investigated/considered.

Monitoring

10.15 Strategy impacts will be monitored on an ongoing basis, and, where necessary, interventions applied to manage demand for private car use implemented including relocation/reduction of city centre parking provision and consideration of new mechanisms for charging for car access to the city. Traffic flows and fleet composition will be continuously measured by fleet-sensitive cameras, and analysed to monitor the success of the strategy. Annual traffic counts by the Department for Transport and Census data will add further information to the picture.

[4] Uplifts have been informed by research included in the baseline report which explore limited available evidence of the impact on patronage due to bus infrastructure, operational and softer factors in combination with the proposed strategy elements and level of funding ambition.

A Summary Long List Assessment

Summary Assessment

	Theme	Assessment against objectives
A. Customer Experience		
K.2	Interactive information screens located in new builds	Minor Benefit
K.3	Timely, up to date information provision to bus users via digital means (e.g. QR codes, social media)	Major Benefit
K.4	Tailored information for specific geographies that includes non-time sensitive information and links to detailed, more dynamic content	Minor Benefit
K.1	Consider fare/services subsidies within city/district over first 5 years of the LP/ Subsidise school bus season tickets in addition to KCC subsidies	Minor Benefit
K.8	To raise awareness of £2.00 bus fare amongst non-users.	Minor Benefit
J.2	Fare subsidies (rural)	Minor Benefit
K.5	On-bus conductors	Disbenefit
K.9	Off-bus ticketing (e.g. via app) to support reduced dwell time and improved reliability	Minor Benefit
K.6	Separation of public and school services	Disbenefit
K.7	Additional interventions to discourage anti-social behaviour at bus station.	Minor Benefit
J.1	Bus stop improvements including bus shelters, lighting and hardstandings, particularly at rural locations	Major Benefit

B. Operations		
G.2	Introduce cross city routes to remove the need for interchange	Minor Benefit
G.3	24hr bus service supported by University of Kent and Stagecoach	Minor Benefit
J.6	Improvements to bus services for rural communities including frequency, evening and weekend services (including on demand/driverless pods)	Minor Benefit
J.7	Outside of school hours, use vehicles to serve rural communities	Major Benefit
J.8	Expand Kent Karrier dial-a-ride service to support rural communities in Canterbury	Major Benefit
F.2	New Park and Ride - Merton Park (via new A2 off slip)	Minor Benefit
F.3	New Park and Ride - Mountfield	Minor Benefit
F.4	New Park and Ride at A257	Minor Benefit
F.5	New Park and Ride at A290	Minor Benefit
F.6	Whitstable Park and Bus: A pay on bus model of Park & Ride with a new car park sited on A2990 Thanet Way accessible by passing bus service	Minor Benefit
G.1	City Wide Hopper Service connecting key destinations in/around city centre incl. stations, bus station, hospital, universities, retail/tourist sites	Minor Benefit
K.10	Network review to consider services operating through the bus station	Major Benefit
M.1	Two-way operation on St Georges Lane through the bus station (or some other form of works) to allow easier bus through/cross city routing	Major Benefit

C. Infrastructure		
A.1	Reallocation of road space for bus lanes on Sturry Road	Major Benefit
A.3	Reallocation of road space for bus lanes on Tourtel Road	Minor Benefit
B.2	Reallocation of road space for bus lanes on key radial routes – New Dover Road	Major Benefit
B.3	Reallocation of road space for bus lanes on key radial routes – Rheims Way	Major Benefit
D.1	Extend bus lane on Pin Hill to Canterbury East Station Bridge	Major Benefit
D.3	Reallocation of road space for bus lanes on Pin Hill	Major Benefit
E.1	Bus lane widening, signage and repainting at junction of Rhodaus Town/Watling Street. Moving guardrail	Minor Benefit
E.10	Reallocation of road space for bus lanes on Wincheap	Major Benefit
E.6	Remodeled road layout to provide two-way access for buses – St Georges Lane	Discounted on feasibility grounds
E.3	Bus gates at key location – Old Dover Road	Minor Benefit
E.4	Bus gates at key locations – Hollowmead	Minor Benefit
E.5	Bus gates at key locations – Merton Park	Minor Benefit

D.4	Bus slip addition - removal of highway verges and installation of bus slip road to merge back onto Military Road (bypassing roundabout) removing requirement to join roundabout.	Minor Benefit
A.7	Move sensor for traffic lights onto the slip bus lane from A28 to Tourtel Road to allow time for traffic queuing to join the roundabout to dissipate to allow buses to merge more easily into the right hand turn lane	Minor Benefit
D.6	Ring road signalisation (including bus prioritisation)	Minor Benefit
C.1	A2 slips at Harbledown – linked to University of Kent site	Major Benefit
C.2	A2 slips Wincheap/Merton Park	Major Benefit
C.3	Fast bus link from large developments – Mountfield & Merton Park	Major Benefit
H.1	A299 Chestfield - new north facing slips linked to Brooklands farm development	Major Benefit
B.1	Extension from 2 to 4 double decker buses to help traffic flow in/out of London Road estate at peak school traffic periods	Minor Benefit
E.9	Install improved calming to manage speeds of all road users on length of carriageway to ensure buses can safely turn left and right out of Downs Road	Minor Benefit
E.2	Zero emission buses	Major Benefit
F.1	Extension to Park and Ride at Sturry Road	Minor Benefit

B Baseline Report

Report
February 2024

Canterbury District Bus Strategy - Baseline Report

Canterbury City Council
Our ref: 24510401
Client ref: n/a

steer

Report
February 2024

Canterbury District Bus Strategy - Baseline Report

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Contents

Figures

Tables

1 Introduction

The Canterbury District Bus Strategy

1.1 The aim of the Canterbury District Bus Strategy is to identify the policy and physical changes and improvements that would be needed in order to adopt a district wide bus-led transport strategy that would significantly reduce car use/dependency. The baseline report is the first phase of work which will inform the development of the Strategy.

This baseline report

1.2 This report will provide information to inform the Canterbury District Bus Strategy including the range of key challenges experienced in the Canterbury district, the baseline level of service frequency, patronage, reliability and accessibility. This information will be used to inform the vision, set objectives which tackle the identified challenges, and set realistic targets for improvement. It will also inform the range of interventions which will help deliver against the objectives and targets.

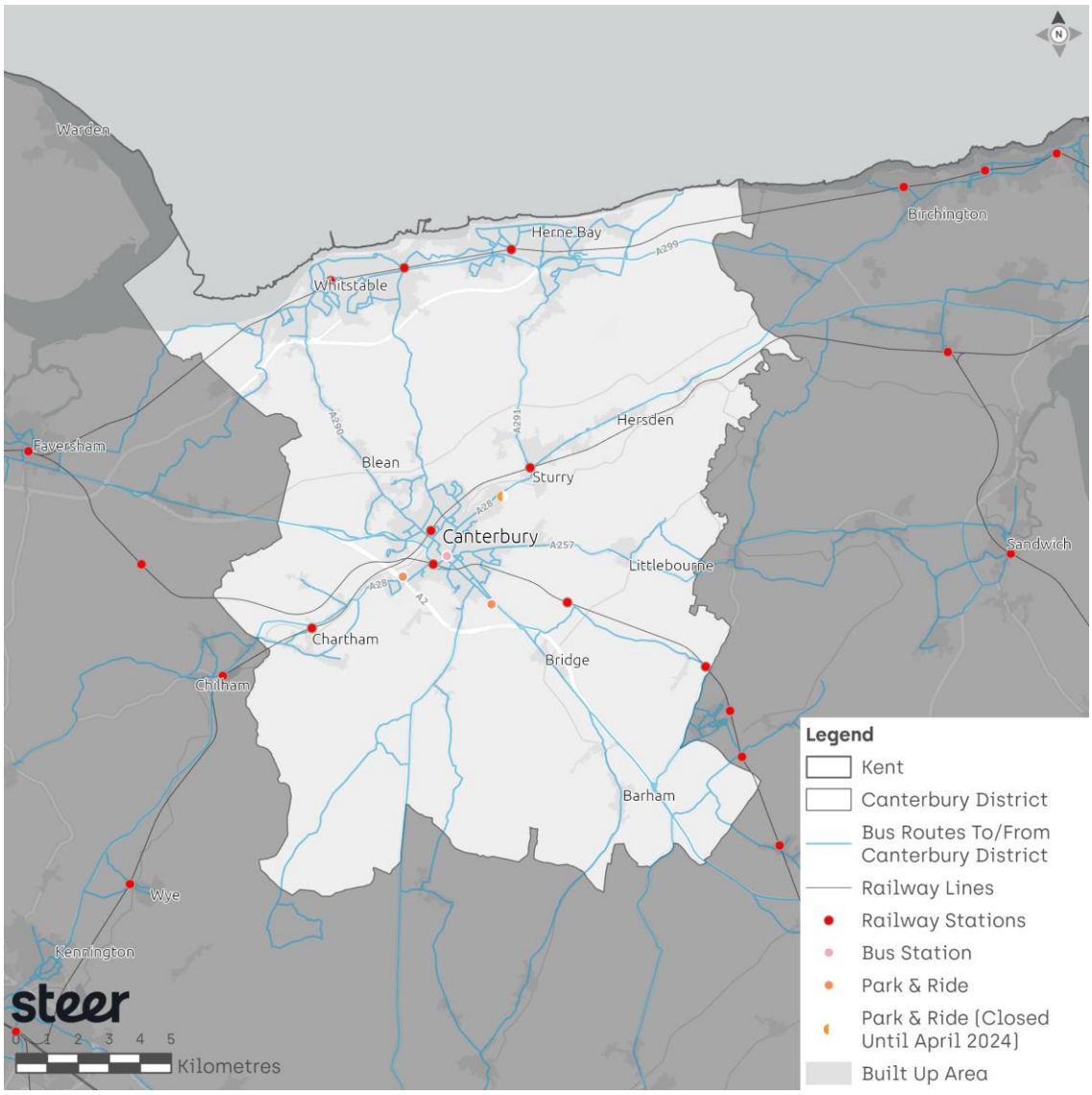
1.3 The baseline report will also be used to inform the emerging Local Plan in terms of patronage and mode share targets and inform the wider multi-modal transport strategy.

Study area

1.4 The study area for the Canterbury District Bus Strategy is defined as the district boundary. This area extends from Canterbury city centre to settlements on radial links including A2 (Bridge and Barham), A28 (Chartham), A290 (Blean), A28 (Sturry and Hersden) and to the towns of Whitstable and Herne Bay on the north Kent coast.

1.5 The district is served by a rail network, which predominantly functions to connect the district and its key settlements with regional destinations in the wider Kent area such as Margate, Ramsgate, Dover, Ashford, Faversham, as well as to London. These connections are predominantly east-west in nature. District public transport connectivity is thus predominantly provided by bus, with direct north-south connections between the main urban areas of Canterbury and Whitstable/Herne Bay provided solely by bus.

Figure 1.1: District Overview



Structure of this report

1.6 This report is structured as follows:

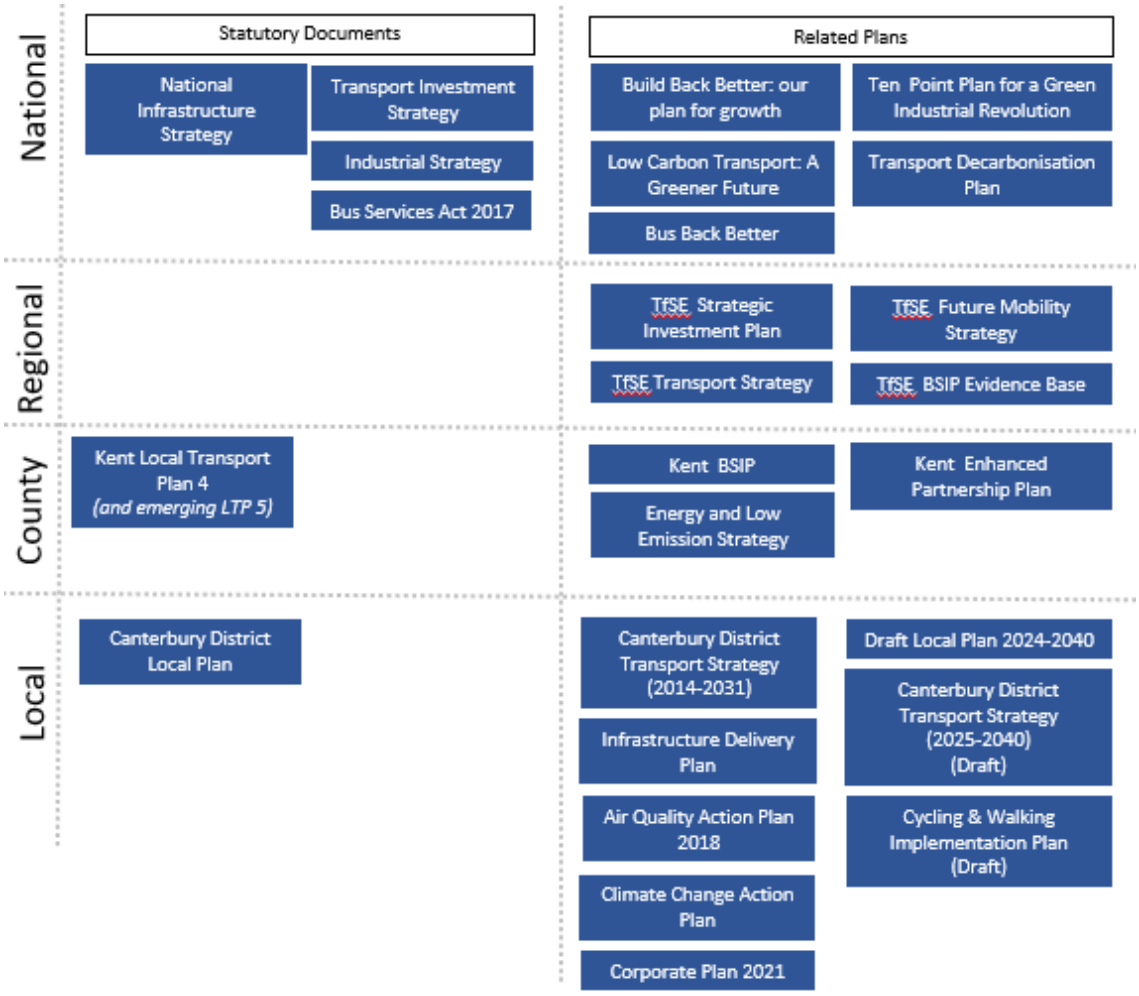
- **Section 2:** Policy and funding context – here the national, regional and local policy, governance and funding context is set out;
- **Section 3:** Understanding the study area – the study area is considered in the context of the existing situation in terms of people, place and connectivity and associated challenges as well as considering the future of the district in terms of proposed local development and the potential impact on transport needs;
- **Section 4:** Stakeholder engagement – here a summary of existing engagement is provided;
- **Section 5:** Need for Intervention – where we set out the strengths, weaknesses, opportunities and threats to bus use in Canterbury, and show how these have supported the development of the bus strategy specific objectives and targets.

2 Policy and funding context

Overview

2.1 The following section summarises key national, regional, county and local policies and plans which the Canterbury City Council Bus Strategy needs to consider in terms of its objectives and desirable outcomes.

Figure 2.1: Policy Overview



National policy

2.2 The **Industrial Strategy (2017)** White Paper aims to boost productivity by backing businesses to create good jobs and increase the earning power of people throughout the UK with investment in skills, industries and infrastructure. Integral to the 'Infrastructure' foundation is transport infrastructure. The White Paper recognises that investment in transport

infrastructure will be needed if the goals of the Industrial Strategy are to be met. The pertinent goals for the bus network related to "Clean growth" and the "Future of mobility".

2.3 The Government's **Transport Investment Strategy (2017)** Command Paper outlines the government's priorities for making transport investment decisions, including a set of priorities and policies to guide those decisions. It is explicitly set in the context of the Industrial Strategy. The strategy includes specific commitments on local and regional transport; it notes that all journeys necessarily make use of local transport at some stage, and that for most journeys, local transport comprises the entirety of the trip. Furthermore, it highlights that urban transport systems are central to making local journeys possible - bus predominantly provides this network in the Canterbury area. Key objectives of the Transport Investment Strategy that are relevant in the context of this study are as follows:

- create a more reliable, less congested, and better-connected transport network that works for the users who rely on it;
- build a stronger, more balanced economy by enhancing productivity and responding to local growth priorities; and
- support the creation of new housing.

2.4 The impact of Covid-19 has resulted in the UK Government developing revised strategic guidance in the form of the **National Infrastructure Strategy (2020).** This strategy sets out plans to transform UK infrastructure in order to level up the country, strengthen the Union and achieve net zero emissions by 2050. Key themes include driving recovery and rebuilding the economy following the Covid-19 pandemic, levelling up and strengthening the Union, decarbonising the economy and adapting to climate change, supporting private investment in infrastructure and accelerating and improving delivery. The strategy includes a commitment to £5 billion of funding for buses (and cycling) and £120 million for electric buses.

2.5 In March 2021, along the Budget the UK Government launched '**Build Back Better: our plan for growth'** which sets out the government's plans to support growth against the context of the Covid-19 pandemic, through significant investment in infrastructure, skills and innovation, and to pursue growth that levels up every part of the UK, enables the transition to net zero, and supports the UK's vision for Global Britain. The document re-emphasises some of the elements of the National Infrastructure Strategy including the £5 billion for buses (and cycling), indicates delivery of the National Bus Strategy in summer 2021 and emphasises the commitment to spending £120 million in 21-22 for over 500 zero-emission buses.

Carbon and emissions

2.6 **Low Carbon Transport: A Greener Future Strategy (July 2009)** intends to enable the UK to meet the requirements of the carbon budgets set under the Climate Change Act 2008. The strategy states its commitment to changing the way long-term transport planning decisions are made including considering CO_2 and other greenhouse gas emissions as one of the five goals that will guide future transport policy-making and infrastructure investment decisions. Government has now set a net zero target and developed a **Transport Decarbonisation Plan** (2021) which sets out how transport will contribute to this cross-sectoral goal. Bus can provide an attractive public transport option and potential for integration with other modes, increasing opportunities for mode shift away from private car and thus further reducing emissions.

2.7 The **Ten Point Plan for a Green Industrial Revolution (2020)** includes as its fifth point a commitment to investment of £120 million next year to begin the introduction of at least

4,000 more British built zero emission buses. There is also commitment to delivery of a £5 billion National Bus Strategy including more frequent and cheaper "superbus" networks and integrated ticketing between operators and modes.

Bus Back Better

2.8 Bus Back Better was launched in March 2021 and sets out the strategy for how the UK government will deliver the £3bn it set aside in February 2020 for a five--year improvement in bus services.

2.9 The strategy seeks to deliver other benefits for passengers which are well suited to delivery via partnership or franchising:

- Key Route and Superbus networks;
- More comprehensive “socially necessary” bus services;
- Lower and simpler fares;
- Multi-operator ticketing at prices close to or at single operator tickets;
- Roll out of contactless payment including multi-operator day and weekly capping;
- More multi-modal integration;
- All bus operators to accept “Jobcentre Plus Travel Discount Card”;
- Services that are simpler and easier to understand;
- More demand responsive services;
- Passengers’ charter.

2.10 Central to the Bus Back Better approach is a presumption that Enhanced Partnerships (EPs) will become the default way of delivering bus services outside London.

2.11 The document also introduced “Bus Service Improvement Plans”, to be produced annually by each Local Transport Authority.

2.12 Bus Back Better includes several other features:

- The Bus Services Operators Grant will be reformed
- A review of whether local authorities are allowed to set up their own operators (currently barred except for those already owned)
- A review of demand responsive services legislation

Regional policy

2.13 Transport for the South East (TfSE) is the sub-national transport body for the Canterbury area, providing strategic direction for transport in Kent and adjacent counties. The **TfSE Transport Strategy (2020)** sets out a vision for a high-quality, reliable, safe and accessible public transport network in the region, with specific strategic priorities around economic, social and environmental goals.

2.14 The document identifies bus challenges around i) services facing competition and congestion from car trips and reduced financial support, ii) pressure of bus services in rural areas. Increased support for inter-urban bus services is proposed in response, along with the need to develop better-integrated transport hubs and reducing public transport fares in real terms. Urban transit schemes are identified as priority interventions in the medium to long term. Specific focus is given to the development of ‘smart’ transport networks, with ambitions to roll out smart ticketing payment across bus services.

2.15 TfSE have developed a **BSIP Evidence Base report (2022)** to support a robust case for greater investment in the bus networks across the region. The report identifies the route between Canterbury and Whitstable/Herne Bay as one of the top ten switchable commute trip flows in the TfSE region, with 4,190 switchable car trips made regularly. Potential inter-urban bus interventions explored in the report include i) higher service frequency along the corridor between Canterbury and Sittingbourne, and ii) bus priority measures between Canterbury and Whitstable/Herne Bay.

2.16 The **TfSE Strategic Investment Plan (2023**) expects to achieve significant improvements in the quality, speed and frequency of bus services in Kent, along with better interchange with rail services. In the long term, bus enhancement are required between Canterbury, Whitstable and Herne Bay to support priorities around economic, social and environmental goals.

2.17 The **TfSE Future Mobility Strategy (2021)** builds on the TfSE Transport Strategy with a long-term 2035 vision for transport in the region. Key ambitions are set around decarbonisation and reducing in car dependency, zero emission mass transit, and an integrated, connected, resilient mobility ecosystem.

County policy

2.18 The existing **Local Transport Plan 4 (LTP4) (2016-2031)** for Kent identifies short and long-term transport priorities for the county across all modes, and sets policies to deliver strategic outcomes. The overarching vision for transport in Kent looks to "deliver safe and effective transport, ensuring that all Kent's communities and businesses benefit, the environment is enhanced and economic growth is supported".

2.19 Five key outcomes underpin the policy priorities for the Kent LTP4.

- Economic growth and minimised congestion: deliver resilient transport infrastructure and schemes that reduce congestion and improve journey time reliability to enable economic growth and appropriate development, meeting demand from a growing population.
- Affordable and accessible door-to-door journeys: promote affordable, accessible and connected transport to enable access for all to jobs, education, health and other services.
- Safer travel: provide a safer road, footway and cycleway network to reduce the likelihood of casualties and encourage other transport providers to improve safety on their networks.
- Enhanced environment: deliver schemes to reduce the environmental footprint of transport, and enhance the historic and natural environment.
- Better health and wellbeing: provide and promote active travel choices for all members of the community to encourage good health and wellbeing, and implement measures to improve local air quality.

2.20 Additionally, the LTP4 sets a specific action around working closely with bus operators and other partners to ensure a high level of bus mode share. Location-based transport priorities were also identified for all urban centres, including Canterbury. These included the completion of the A28 Sturry Road bus link, and development of a south Canterbury 'fast bus link'.

2.21 The implementation plan for the **Kent and Medway Energy and Low Emission Strategy (2020-2023)** sets out specific actions of decarbonising bus fleets. These include:

- Trialling new transport projects that drive the transition of Ultra Low Emission Vehicle public transport. Including:
  - fully electric bus routes in Dartford, Dover and Canterbury,

  - electric minibus trial in partnership with Compaid[1],
  - hydrogen fuelled bus trials linked to green hydrogen facilitate in Canterbury District
- Work with public transport providers to achieve EURO VI emissions standards or better.

Local policy

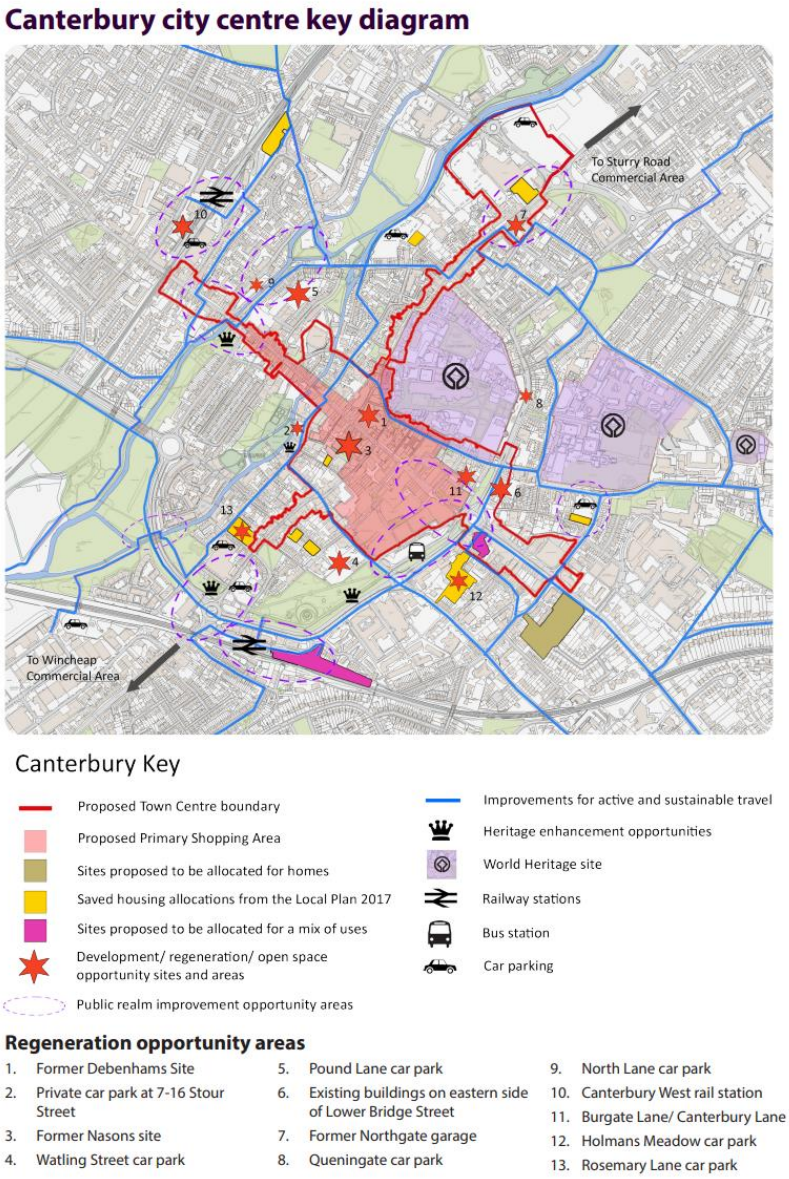
2.22 The emerging **Canterbury District Local Plan** to 2040 sets out how the area is expected to grow and develop in the long-term. Its vision for 2040 revolves around developing a strong and resilient economy, improving connectivity, fostering healthy communities and create a thriving environment. Specific strategic objectives relevant to the bus strategy include:

- Create a transport network with a focus on low-carbon travel to improve air quality and people's health while ensuring excellent access to city and town centres on foot, cycle and by public transport including through intelligent transport systems.
- Take advantage of and improve links to/from London and the Continent, while creating a local transport network which enables most residents, particularly those in urban areas, to access their day to day needs within 15 minutes through healthy, environmentally friendly journeys.
- Support the sustainable growth of our rural communities through the provision of affordable housing, community facilities and transport infrastructure while taking advantage of opportunities to grow the rural economy.

2.23 The Local Plan sets out key development and regeneration opportunity areas within Canterbury city centre; this presented in Figure 1. Significant changes to land use, density and population demographics in the city centre may have notable changes on the demand for bus travel.

[1] Compaid delivers Kent County Council's Kent Karrier accessible dial a ride service currently serving Swale, Ashford, North West Kent, Sevenoaks, Tunbridge Wells, Tonbridge and Malling and Maidstone.

Figure 2.2: Proposed new developments and regeneration opportunity areas in Canterbury city centre



Source: Draft Canterbury Local Plan

2.24 The accompanying **Infrastructure Delivery Plan** outlines key priorities and issues for bus improvements in the district and identifies specific interventions.

- Package of bus infrastructure improvements in villages to encourage public transport
- Bus lane interventions at Sturry Road and from Rheims Way London Road to St Peter's roundabout.
- Canterbury bus station is identified as currently suffering from overcrowding at peak times. The Council has identified this area as an opportunity for improvement to create a more pedestrian friendly environment and increase passenger capacity, facilitate higher bus patronage.

2.25 At the local level, the **Canterbury District Transport Strategy (2014-31)**, adopted in 2017, provides a long-term transport policy framework for the city. Its overarching aim is to "improve access to services, goods and opportunities and tackle the negative impacts of traffic by promoting sustainable modes of transport, achieving reliable vehicle journey times and supporting sustainable development".

2.26 'Encouraging sustainable travel' forms one of four key strands of the strategy. While its overall aim is to encourage the use of alternative modes of transport as an alternative to the private car, to provide a number of bus-specific action areas. These include:

- Extending bus services and increasing frequencies
- Reducing the relative cost of bus travel compared to driving
- Establishing a fast bus route from south Canterbury
- Completing the Sturry Road bus lane
- Implementing bus priority measures on Old Dover Road, New Dover Road, Wincheap and Borstal Hill.

2.27 Moreover, the Strategy action plan sets out further specific measures that KCC and CCC are aiming to implement in the timeframe covered by this document. These include:

- All new developments to have high quality bus provision, with stops located within 400 metres of all premises.
- Provide at least five new or upgraded bus shelters per annum
- Continue rolling out accessible bus boarders at every bus stop
- Continue providing bus stop clearways at every bus stop
- Develop and promote a mobile phone 'bus app' for real-time information of departures and arrivals.
- Improve passenger payment methods by utilising technological innovation, including prepaid smartcards and contactless bank payments.
- Consider creating integrated transport hubs at railway stations, including integrated bus services, inter-urban coach services and park and ride services.
- Work closely with bus operators to continue to increase the proportion of the fleet that meets the highest emission standards
- Establish a bus user group to ensure the needs of bus passengers are given sufficient consideration in transport decisions
- Consider aligning costs of bus travel to cost of driving for key routes into Canterbury, particularly group fares.

Climate change and carbon reduction

2.28 Canterbury City Council has declared a climate emergency in 2019 and has adopted the Climate Change Action Plan in 2021. It sets the target for all activities related to Council work, services and buildings to be carbon net zero by 2050.

2.29 The Action Plan sets out key measures for reducing carbon emissions, including a measure on heavy fleet decarbonisation, which entails the development of options appraisal to inform and plan for phased changes to decarbonise bus fleets, refuse collection and street cleaning.

Cycling & Walking Implementation Plan

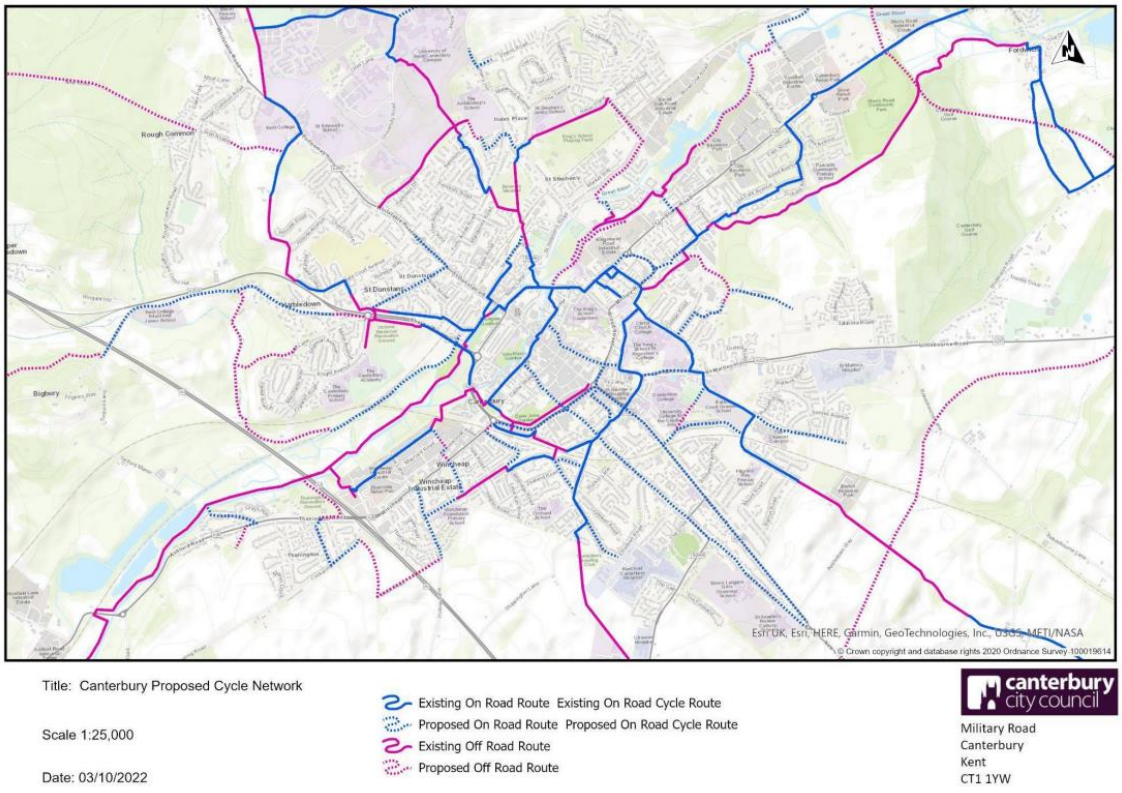
2.30 The Local Cycling and Walking Implementation Plan (LCWIP) for the Canterbury district includes a range of proposals to develop the on and off-road cycling network. In order to ensure that on-road bus infrastructure proposals and cycling infrastructure proposals do not

conflict with one another, particularly in areas where road space may be limited, it will be required to consider how bus and cycle proposals will interact and where potential conflicts arise, how best to use available roadspace.

2.31 Particular areas where these conflicts may arise are those where proposed cycle infrastructure improvements are suggested on existing key bus corridors and where general traffic volumes are also present. These includes:

- Rhodaus Town;
- Upper Bridge Street;
- Lower Bridge Street;
- Pin Hill;
- London Road;
- Whitstable Road;
- Old Dover Road;
- New Dover Road; and
- Sturry Road.

Figure 2.3: LCWIP proposals – Canterbury City



Parking policy

2.32 A previous parking assessment conducted by Steer as part of the Canterbury Parking Strategy review identified low occupancy at Park and Ride sites (57% at midday) compared to high occupancy at city centre car parks (89%). This suggested that, at the time, park and ride services were not the preferred method of travel into the city for most people. Actions to improve Park and Ride bus services could act to decongest central car parks and incentivise greater usage of existing Park and Ride facilities. The review identified actions to:

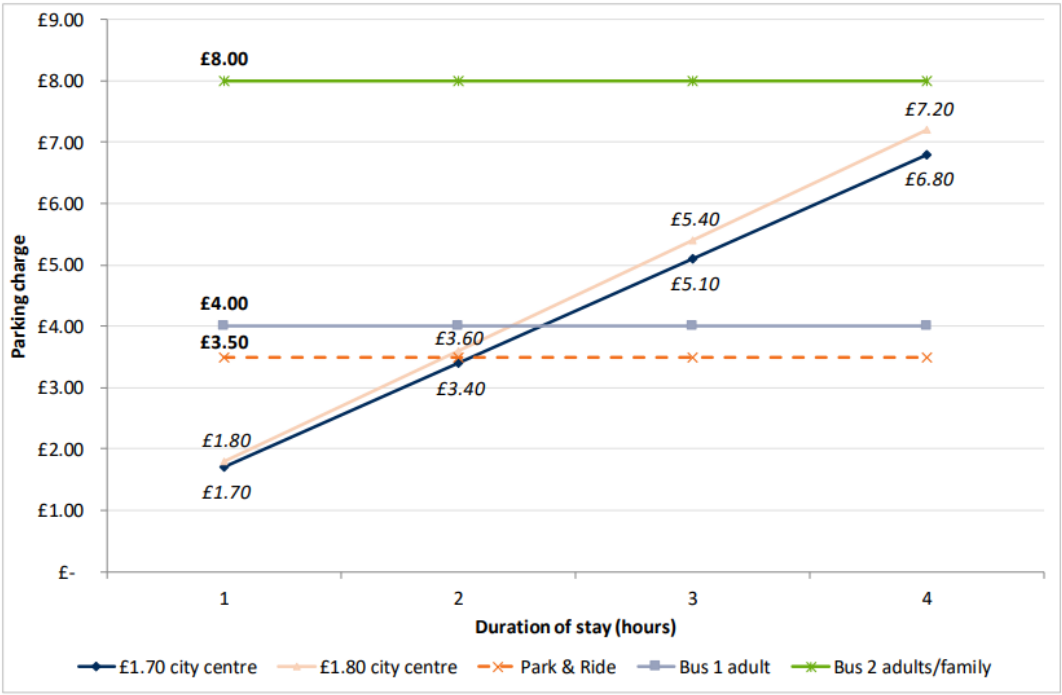
- **Re-balance the parking supply in favour of Park and Ride.** This could be achieved through closure of car parks identified as potential development sites in the 2006 Local Plan (and carried over to recent iterations).
- **Improve Park and Ride marketing.** This could be done through better information provision on the Council website, signage and other information sources for city centre visitors.

2.33 At the time of writing in 2019, the report noted that there was no viable business case for upgrading to electric buses, compared to using Euro IV diesel buses, due to existing limitations in technology, the need for 'boost charging' during the day and high prices associated with battery technology. The report recommended that:

- **Canterbury CC monitors developments in battery electric bus technology** and waits until batteries offer sufficient capacity to operate a full day service, including any extensions in the times of Park and Ride provision. At that point, Park and Ride service may be operated by electric buses.

2.34 An analysis of parking fares and bus journey fares at the time, showed that bus fares and Park and Ride fares were overall less favourable than short-term car parking fares in the city centre.

Figure 2.4: Parking charge vs duration of stay



Source: Canterbury District Parking Strategy Review

Kent Bus Service Improvement Plan and Enhanced Partnership

2.35 In response to the National Bus Strategy, Kent County Council (KCC) and local bus operators have developed the **Kent Bus Service Improvement Plan (BSIP) (2021)**. The document sets out 11 key principles for delivering bus improvements in the County. These include:

- Form Enhanced Partnerships covering all public buses in Kent.
- Put the customer at the heart of the bus improvement programme.
- Seek to secure all available funding for network developments.
- Continue to support the development of the community transport sector in Kent to supplement the core bus network.
- Consider and embrace innovative transport solutions such as DRT and MaaS and make use of BRT where appropriate.
- Provide flexible and better value ticketing options.
- Improve quality and accessibility of public transport information.
- Strive to improve levels of physical and digital accessibility.
- Promote the role of buses in solving air quality issues.
- Put buses at the centre of decision-making in respect to new road schemes, planning and developments.
- Continue to promote the bus as a convenient, cost-effective and sustainable means for travel to school and college.

2.36 Targets are set for 2024/25 around improving journey times, bus reliability, increasing passenger numbers and passenger satisfaction, as well as reducing vehicle emissions. These are tied to specific initiatives and include:

- Journey time – average bus speeds of 24.7 kmph
- Reliability of service timekeeping at 95%
- Reliability of service operating at 99.5%
- Passenger numbers up to 58.2 million (+5% on 2018/19 levels)
- Passenger satisfaction of 95%
- Percentage of bus fleet using low or zero emission vehicles at 40%

2.37 DfT has provided £35m in funding for the BSIP with £19m invested in 2022 and £16m in 2023.

2.38 KCC have made the decision to form Enhanced Partnerships with bus operators to cover the whole of Kent from March 2022, as key tool for delivering the Kent BSIP. The **Kent Enhanced Partnership Plan (2023)** covers the period from 2022 to 2027 and sticks closely in its policy direction to the 11 key principles outlined in the BSIP. A range of specific initiatives are set out which are aimed at helping to deliver these key principles. These include a mix of measures that do and do not require funding associated with the National Bus Strategy. Canterbury-specific initiatives include:

- Bus priority improvements along the Canterbury City Centre to Sturry corridor.
- Revisions to service 8/8A to reinstate the Canterbury to Broadstairs link.

Further measures apply to Canterbury City Council (CCC) among other local councils in Kent, including:

- Ensuring that appropriate bus service provision is actively considered as part of new planning applications, including housing schemes.
- KCC will offer annual Rural Shelter Grant to support delivery of improved shelters in more rural areas as funding permits.

- KCC will work to identify and deliver bus standing and driver facilities to support network growth and service reliability.
- KCC will press for inclusion of bus priority measures as part of new developments.
- For any new / upgraded highway schemes under KCC's control, they will explore the potential of bus service improvements which would enhance reliability, service levels and accessibility and incorporate as funding permits.
- KCC will ensure that park & ride, coach services, community transport services and DRT schemes are integrated with the conventional bus network, including in marketing and ticketing schemes.
- Where funding permits, KCC will deliver publicity campaigns to promote the role of the bus in meeting environmental challenges.

Role of Enhanced Partnership

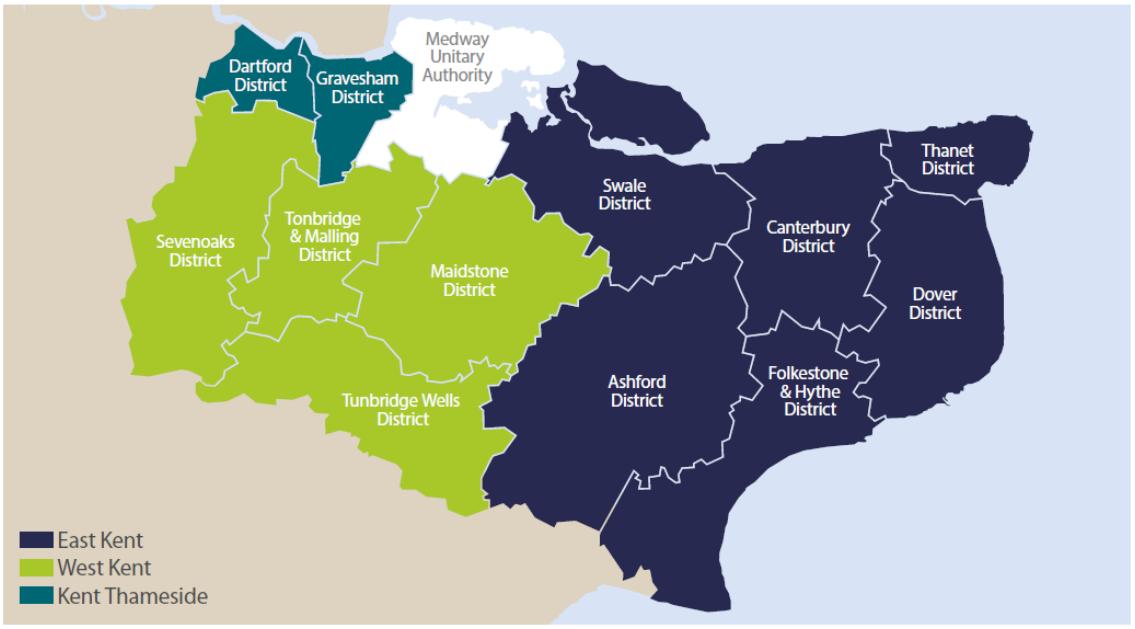
2.39 In June 2021, following a statutory decision by the Cabinet Member for Highways and Transport, KCC identified that in line with Government guidance it would be forming an Enhanced Partnership (EP) for Kent from March 2022. The EP model allows KCC to build on the positive relationships it already has with the county's bus operators, in order to seek to deliver the aspirations of the NBS and the BSIP.

2.40 The use of franchising was given due consideration but was not deemed appropriate at this time. Franchising is not automatically available to non-mayoral authorities and there are considerable questions over the implications on resourcing and subsequent service levels which could be delivered in the county. KCC also already has strong relationships with its operators which can be the basis for more formal statutory EP Schemes in the future.

2.41 Close ties already exist between operators and KCC through such initiatives as the Kent Travel Saver, Kent's eight Quality Bus Partnerships (QBPs) and through management of contracted local bus services. It is felt that these existing relationships will form a strong base for establishing an EP model.

2.42 The formation of three Enhanced Partnership Schemes (as shown in Figure 2.5) were therefore identified as the appropriate mechanism for KCC and its bus operators to meet the requirement of the NBS in introducing 'a new statutory path for the regulatory set up of bus services in the county by March 2022'.

Figure 2.5: Kent Enhanced Partnership Scheme Areas



Source: Kent Bus Service Improvement Plan 2021

2.43 A set of Key Principles informed the priorities in the BSIP. These principles are set out below.

Table 2.1: Key principles of the Kent BSIP

Principle	Description
Regulation	Form Enhanced Partnership Agreements covering all public buses in Kent, setting ambitious targets with respect to punctuality, journey times, vehicle quality and accessibility.
Customer	Put the customer at the heart of everything we do through developing a passenger charter agreed through EPs and by developing the Bus Services Feedback portal.
Network developments:	Seek to secure all available funding and prioritise its use to 1) recover from the pandemic and stabilise the current network, and 2) further develop and enhance Kent's public transport through a range of initiatives Undertake a countywide and then localised network analysis to help inform the use of existing and new funding, with a view to providing service enhancements for rural communities where levels are currently lacking. Continue to support the development of the community transport sector in Kent to supplement the core bus network.
Innovation and digital accessibility	Consider and embrace innovative transport solutions such as DRT and MaaS models as possible alternatives to the private car and make use of BRT where appropriate.
Fares and ticketing	Provide flexible and better value ticketing options and use technology to provide cashless and ticketless solutions on all operators' services.
Public transport information	Improve the quality and accessibility of public transport information, including the provision of a one-stop-shop for live bus times and fares

	information and making greater use of technology e.g. for voice announcements.
Accessibility	Strive to improve the levels of physical and digital accessibility both on buses and through infrastructure to ensure a fully accessible network for disabled passengers.
Environment and air quality	Promote the role of buses in solving air quality issues and work with operators and other stakeholders to improve emissions standards. This would include using funding to support the move from diesel to emission-free vehicles.
Infrastructure, network management and new developments	Put buses at the centre of decision making in respect of new road schemes, planning and developments, and support bus operators and services in KCC's role as the highway authority.

2.44 A range of initiatives are included in the East Kent Enhanced Partnership as follows. Ensuring the Canterbury bus strategy is complementary to these initiatives will be important to ensure most efficient use of resources.

Figure 2.6: East Kent Enhanced Partnership interventions

Reference	Network Development	Requires NBS Funding?
NDI 1	KCC will secure all available funding and prioritise its use to support services, alongside BSOG, that have become unsustainable at reduced passenger levels until such time as other NBS initiatives drive growth.	YES
NDI 2	KCC and Kent's bus operators will deliver a range of Year 1 service initiatives based on feedback gathered through engagement activity with operators, stakeholders and the general public. Initiatives will be prioritised based on evaluation criteria which takes into account factors such as network gap analysis (e.g. accessibility to town centres), sustainability, value for money and deliverability.	YES
NDI 3	KCC and Kent's bus operators will deliver a range of Year 2 and 3 service initiatives which address areas with poorer accessibility levels identified through our Network Gap Analysis. In these areas more detailed analysis will be undertaken which will consider changes to the commercial and subsidised bus network, taking account of over and underserved corridors, the use of DRT and other alternative solutions and the Total Transport Concept, including the relationship with other layers of transport provision such as home to school and patient transport services.	YES
NDI 4	KCC and Kent's bus operators will seek to increase the proportion of the population within the 15, 30 and 45-minute catchment of the closest defined town centre for their district by improving corridor performance, service levels, speed and integration, including during off-peak hours.	
NDI 5	KCC will review its criteria for the support of council-funded socially necessary bus services to ensure it continues to reflect the travel needs of the community and is in line with the changing requirements of the NBS.	
NDI 6	KCC and Kent's district councils will produce a Memorandum of Understanding (MOU), to ensure that improvements to bus services are fully considered and delivered with consideration of new planning developments.	

Reference	Alternative Delivery Models	Requires NBS Funding?
ADMI 1	KCC will continue to develop Fastrack Kent Thameside to delivery of full network, roll out the service to Dover and give consideration to the future relationship between Fastrack Kent Thameside and Crossrail.	
ADMI 2	KCC will establish a policy to ensure opportunities for BRT are explored, including the creation of a housing development triggerpoint for larger scale developments.	
ADMI 3	KCC will continue to support the community transport sector. We will continue to refine our toolkit to support the sector's growth, and continue to run grant schemes that fund the delivery of new community transport services.	YES
ADMI 4	KCC and Kent's bus operators will consider areas where a Superbus approach to network development could be implemented to deliver improvements in infrastructure, fares, reliability and journey times and achieve a 'premium' service standard.	YES
ADMI 5	KCC and Kent's bus operators will consider the role that DRT, feeder services and other alternative modes can play in solving rural connectivity issues.	YES

Reference	Fares and Ticketing	Requires NBS Funding?
FTI 1	KCC and Kent's bus operators will introduce a multi-operator ticket covering the Kent network and through this will seek to introduce a simpler, more attractive and flexible ticketing offer.	YES
FTI 2	KCC and Kent's bus operators will look to identify and deliver specific fares and ticketing schemes, with a particular focus on initiatives which support recovery from the pandemic and access to tourism, employment opportunities and the support of Kent businesses.	YES
FTI 3	KCC will support Kent's bus operators to develop their ETM and related back-office capabilities to enable the introduction of innovative and user-friendly ticketing offers including full network acceptance of contactless payments and fare capping.	YES
FTI 4	KCC will consider the fares, ticketing and backoffice requirements required to enable the introduction of ticketing solutions covering bus, rail and other modes to support the MaaS concept of service delivery.	
FTI 5	Through our EP Schemes, KCC and Kent's bus operators will seek to support the acceptance of multi-operator tickets on common sections of route.	
FTI 6	KCC will seek to continue to support home to school travel through initiatives such as the Kent Travel Saver, which make journeys more attractive and cost effective for the user.	YES

Reference	Infrastructure and Priority	Requires NBS Funding?
IPI 1	KCC will ensure that there is continuous focus on the quality of marked bus stops across Kent. KCC will look to provide high quality boarding and alighting points for passengers as far as possible and continue to drive forward improvements in accessibility and appearance across Kent's bus stop assets.	YES
IPI 2	Working with borough, district and parish councils, KCC will seek to deliver improvements in the provision and maintenance of bus shelters across the county, placing particular emphasis on using advances in technology to incorporate environmental benefits.	YES
IPI 3	Through working with borough and district councils, KCC will seek to ensure that as Kent's bus network develops it provides appropriate operator facilities such as bus stands and driver amenities.	YES
IPI 4	With a focus on integration, KCC will create a hierarchy for bus stops in Kent to identify key locations that have high levels of connectivity, either with other bus services or other transport modes. We will seek to deliver improvements beyond the 'standard' offer at these locations, with bike parking facilities, higher levels of passenger information, etc.	YES
IPI 5	KCC will use advances in technology to ensure Kent's bus stops are modern, safe and of a high standard of appearance, to enhance the user experience.	YES
IPI 6	KCC will look to evaluate the merits and feasibility of two bus priority schemes per year in each EP Scheme. These will take account of bus congestion modelling identifying pinch points that affect bus journey times, and consider local context and sensitivity, as well as potential network and passenger gain.	YES
IPI 7	KCC will support infrastructure and highway schemes to support the development of Bus Rapid Transit (BRT) projects in Kent.	YES

Reference	Environment and Air Quality	Requires NBS Funding?
EAQI 1	KCC and Kent's bus operators will explore all opportunities to secure funding to improve emission standards on buses operating across Kent, with a particular focus on moving parts of the network towards zero emissions.	YES
EAQI 2	KCC will form an air quality corridor hierarchy taking account of Kent Air Quality Management Areas, and use this as the basis on which to prioritise future funding for zero emission corridors.	YES
EAQI 3	KCC will use the EP process to establish minimum standards for emissions on buses operating in Kent, seeking to introduce a targeted approach to improve standards over the term of the EP Schemes.	
EAQI 4	KCC and Kent's bus operators will actively promote the environmental benefits of the bus through better promotion of the network and the comparable impact of bus use against other modes of transport.	

Reference	Innovation and Digital Accessibility	Requires NBS Funding?
IDA 1	KCC will support operators financially to help them secure enhanced ETMs, associated backoffice function and TransXChange and Real Time Information capability. This will support a range of initiatives in respect of Real Time Information, ticketing and reliability.	
IDA1 2	KCC will embrace the use of modern technologies and software to support a dataled approach to network planning.	YES
IDA1 3	KCC will deliver a MaaS pilot scheme in the North West Kent EP Scheme areas. We will look to expand the use of this platform to other parts of the county subject to the pilot providing a multi modal approach to service delivery.	YES
IDA1 4	KCC will seek to embed the use of new innovation and technology to improve bus passenger experience, e.g. next stop announcement technology, the development of a passenger occupancy tool, audio announcements at bus stops and capital grants for supporting the introduction of RTI displays at strategic bus stop locations.	YES

Reference	Public Transport Information	Requires NBS Funding?
PTII 1	KCC will develop the Kent Connected journey planner in order to provide enhanced journey and route planning functionality.	
PTII 2	KCC will provide a one-stop-shop for Kent public transport information including an interactive bus map with pop up timetables, access to e-ticketing, links to bus operator websites, pop up timetables, ticketing and fares information available via web and app platforms.	YES
PTII 3	KCC will develop the use of bus stop QR codes to provide instant access to operators' websites, fares, timetables, RTI, journey planner and other facilities such as links to other websites, tickets and events.	YES
PTII 4	KCC and Kent's bus operators will establish an agreed minimum standard of information to be displayed at all marked bus stops.	YES
PTII 5	KCC and Kent's bus operators will proactively promote the bus network and the role of buses in supporting strategic priorities and other activity such as tourism, environmental benefits, road safety etc. We will work with key partners to ensure public transport is publicised with events.	YES
PTII 6	KCC and Kent's bus operators will look to agree a common identity and approach to the design of publicity relating to all bus services around the county.	YES

Reference	Highways & Network Management	Requires NBS Funding?
HNMI 1	KCC will ensure that new/upgraded road schemes delivered by the authority fully consider the requirements of buses with respect to access and design. In line with the NBS, KCC will also ensure that new/upgraded road schemes fully consider bus improvements or bus priority. If this is not possible, schemes will clearly detail why this is the case. KCC will strongly encourage its partners to follow similar principles for schemes not delivered by the LTA.	
HNMI 2	As part of its network management duty, KCC will actively consider how the punctuality and reliability of buses can be improved through the management of the network in terms of traffic signalling, junction changes, traffic flow control etc. The Kent County model will be used to identify congestion hotspots as part of this process to target where change is required.	YES
HNMI 3	KCC will re-purpose and re-launch its Punctuality Improvement Partnerships (PIPS) to ensure that they have the biggest impact on reliability/punctuality on the ground. KCC will work with bus operators to agree an appropriate format for the groups and closely link outputs to Enhanced Partnership targets.	
HNMI 4	Working with district partners KCC will actively consider the management of parking issues which cause bus routes to be blocked including a) illegitimate parking on existing restrictions and b) potential new restrictions to ease service flow.	
HNMI 5	KCC will establish a roadworks review taskforce (held quarterly), including representatives from KCC Highways, bus operators, utility companies, Highways England and any other key stakeholders. The meetings will focus on the link between works on the highway and bus service operation and will enable discussion at a strategic level, with key outputs subsequently picked up by PIPs for delivery.	
HNMI 6	KCC will continue to support the position of a Soft Landscapes Technical Support Officer for bus routes, to ensure that vegetation issues effecting bus passage are expedited as far as possible. A review will be undertaken on how emergency requests are dealt with.	
HNMI 7	KCC will continue to consider the most appropriate means of enforcing bus gates and bus lanes through liaison with district councils. The potential for KCC to manage a central common back office will be explored as part of this process.	YES
HNMI 8	To support the initiatives in this section, KCC is seeking to use NBS funding to secure dedicated staff resource and software to support highways issues. Posts are likely to include a Major Projects Highway Engineer focused on bus priority schemes and other more major bus projects, a Highway Engineer focused on smaller, more localised interventions to support bus reliability and access, and a Parking/ Roadworks Co-ordination Officer picking up enforcement issues through liaison with district councils and roadworks issues emerging from roadworks review meetings (see HNMI5).	YES
HNMI 9	KCC will work with district councils to undertake a countywide review of parking policy and its relationship with bus usage.	YES

Source: EP Plan and Scheme with one off DfT funding, East Kent Enhanced Partnership, 2023

Funding

2.45 A range of funding opportunities currently exist to support existing and new bus services. These are summarised in Table 2.2 and include existing and potential funding options as follows:

- Bus Services Operators Grant (BSOG);
- Planning Obligations & Developer Contributions (Section 106);
- Community Infrastructure Levy;
- Contribution from stakeholders;
- Levelling up fund;
- Business Rates Supplement;
- Business Rates Uplift;
- Business rates retention; and
- National Bus Strategy.

Table 2.2: Funding Opportunities

Funding opportunities	Description
Bus Services Operators Grant (BSOG)	BSOG is a grant paid to operators of eligible bus services and community transport organisations to help them recover some of their fuel costs. BSOG also aims to benefit passengers by helping operators keep fares down and enabling operators to run services that might otherwise be unprofitable and could lead to cancellation.
Planning Obligations & Developer Contributions (Section 106)	This involves legally binding commitments made by landowner whilst seeking planning permission to develop their land. They require the landowners to ensure that transport provision is adequate for the needs of the new development. S106 obligations will remain despite the introduction of Community Infrastructure Levy (CIL) where S106 is restricted to the infrastructure required to directly mitigate the impact of the development while CIL can be used for off-site developments.
Community Infrastructure Levy	CIL is a levy charged to developers to finance sustainable transport options. CIL payments contribute to the additional burden new developments make on infrastructure both at a local and strategic level and enables local authorities to capture a share of the land value gain accruing to development companies. CIL is applied on a zonal basis, with different rates charged between and within Local Authority jurisdictions. The finance generated can be targeted towards a broader, area-related series of transport improvements rather than a specific set of improvements associated with one particular development
Contribution from stakeholders	Direct contributions from stakeholders that will benefit directly from the scheme, this may include other transport companies whose operations are made more efficient or businesses and academic institutions that will benefit from new or improved infrastructure provision.
Levelling up fund.	The £4.8 billion fund supports town centre and high street regeneration, local transport projects, and cultural and heritage assets. Canterbury received £22m in funding with schemes funded including improvements to Canterbury Bus Station.
Business Rates Supplement	The Business Rate Supplements Act makes provision for councils to levy a supplement on the national non-domestic rate (or business rate).
Business Rates Uplift	A call for the business rate uplift generated to be managed by the SE LEP with flexibility to allow the LEP and partners to re-invest against agreed priorities
Business rates retention	It will provide a direct link between business rates growth and the amount of money councils have to spend on local people and local services. Councils will be able to keep a proportion of the business rates revenue as well as growth on the revenue that is generated in their area. Currently 50% of business rates are retained by local authorities and the intention of central government is to allow councils retain 100% of business rates by 2020. Furthermore, local authorities will be able to change business rates.
National Bus Strategy	Support in delivering up to 4,000 zero emission buses, bus priority measures and BRT schemes.

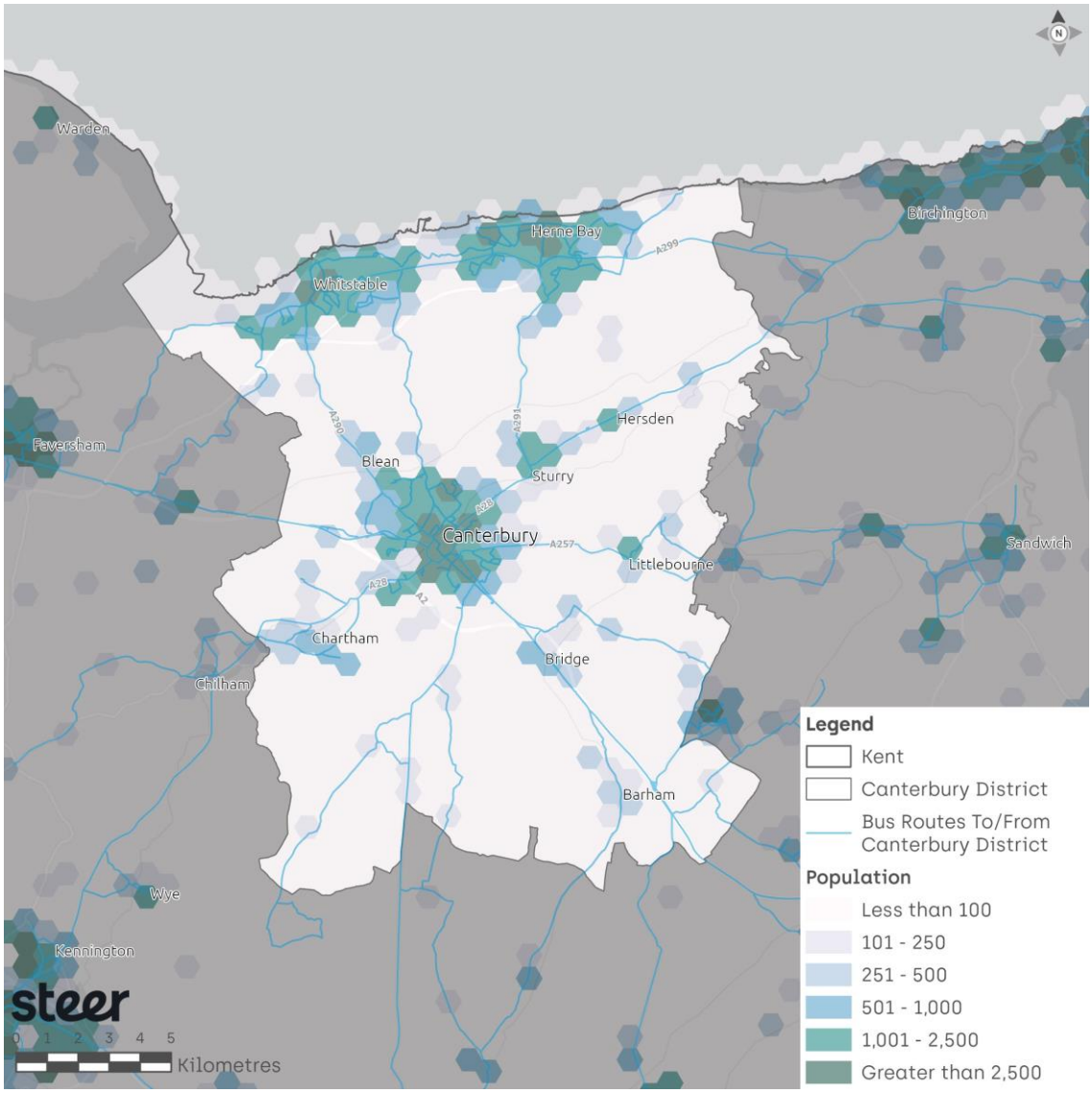
3 Understanding the study area

People

Where people live

3.1 The population of the Canterbury district is 170,000 (Census 2021) with the population focused on the city of Canterbury, and towns of Whitstable and Herne Bay. 82% of the population live within these three population centres.

Figure 3.1: Population density (2021)



3.2 Other smaller population centres include Sturry, Herden and Upstreet, Blean, Chartham, Littlebourne, Bridge and Barham. Approximately 8% of the population live within these settlements with the remaining 10% spread across the district.

3.3 Settlements are located on the main radial road network. The high percentage of population contained within the three key settlements presents opportunity for bus use with these concentrated populations supporting traditional bus operations which benefit from high population densities. How best to support the accessibility needs of those living outside these areas is a challenge.

Where people work

3.4 The highest concentrations of employment are focused on Canterbury city centre, Herne Bay and Whitstable. Key employment areas outside the district with direct bus and rail links to Canterbury include Ashford, Folkestone, Dover, Ramsgate and Margate.

3.5 These concentrated employment locations within Canterbury present an opportunity to be served by traditional bus services, connecting key population centres with key employment areas.

3.6 Considering region connectivity, there is opportunity to better integrate local bus services in Canterbury with the regional rail network, to ensure multi-modal trip making is a convenient and attractive alternative to car travel.

3.7 Interventions to make regional bus connectivity to nearby destinations such as Dover, Faversham and Sandwich may present an opportunity, particularly where bus is a more direct, frequent and cost-effective option. Pre-Covid these locations had higher bus flows from within the Canterbury district.

Figure 3.2: Employment density (2021)

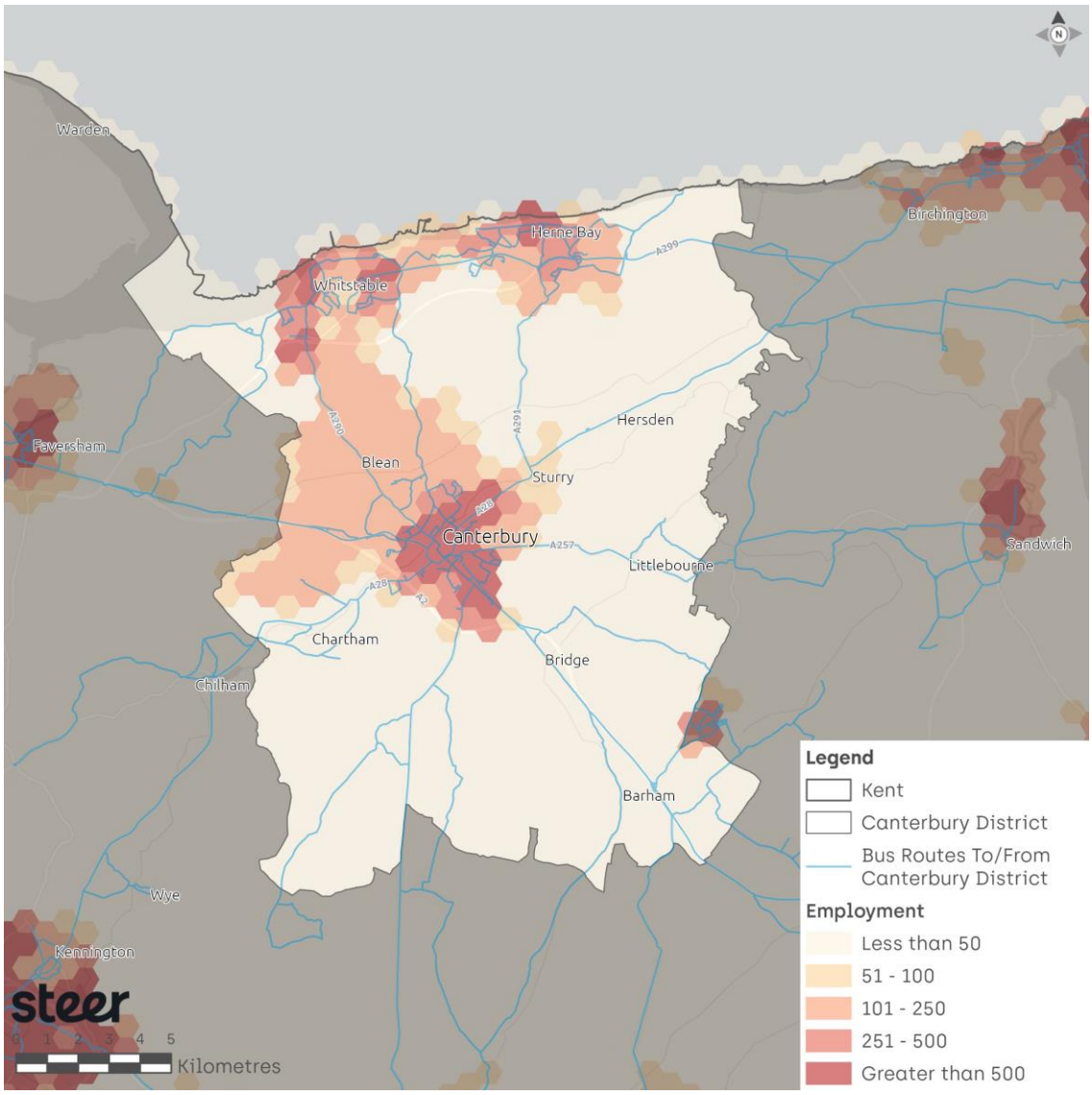


Figure 3.3: County-wide employment (2021)

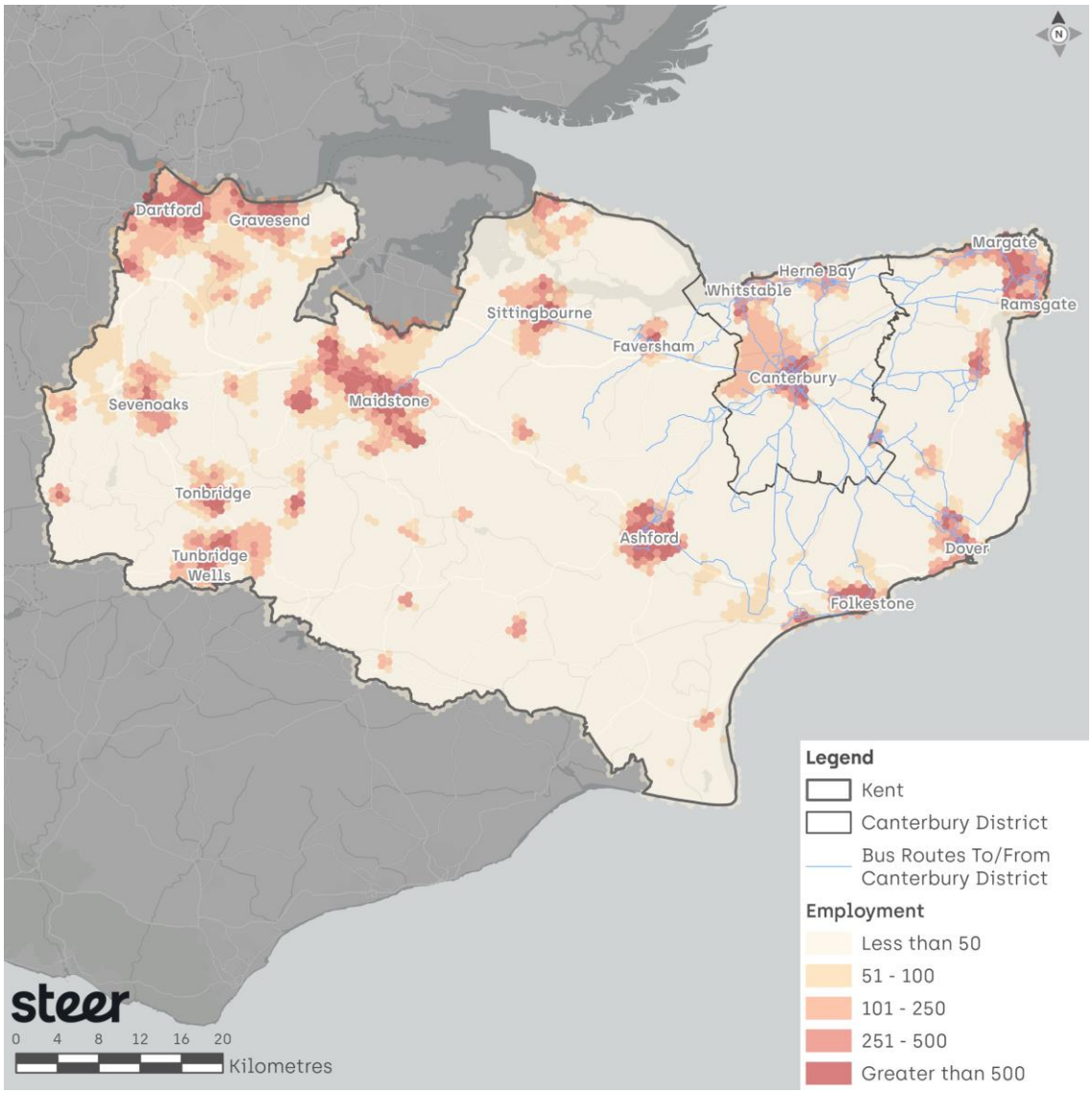
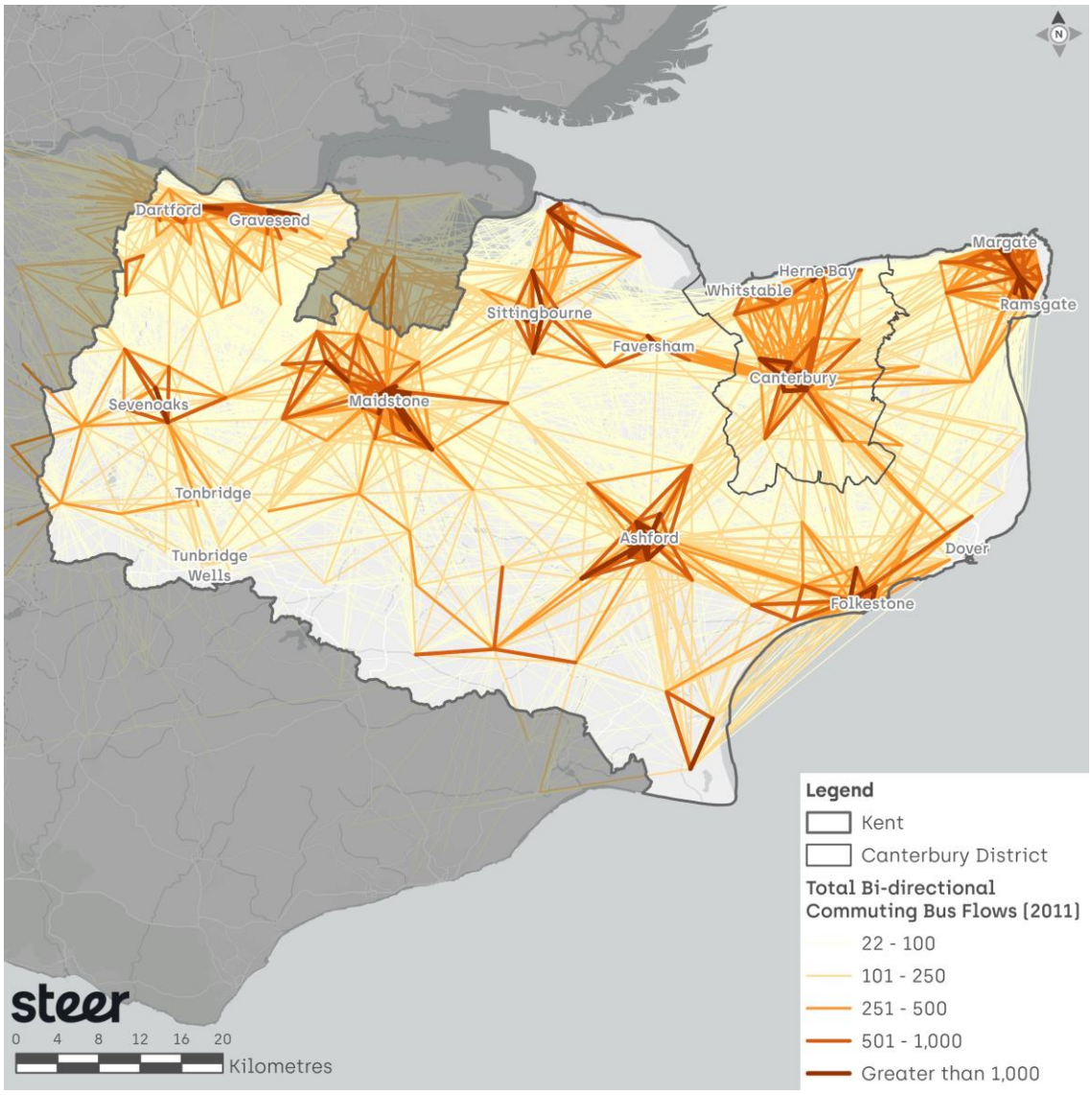


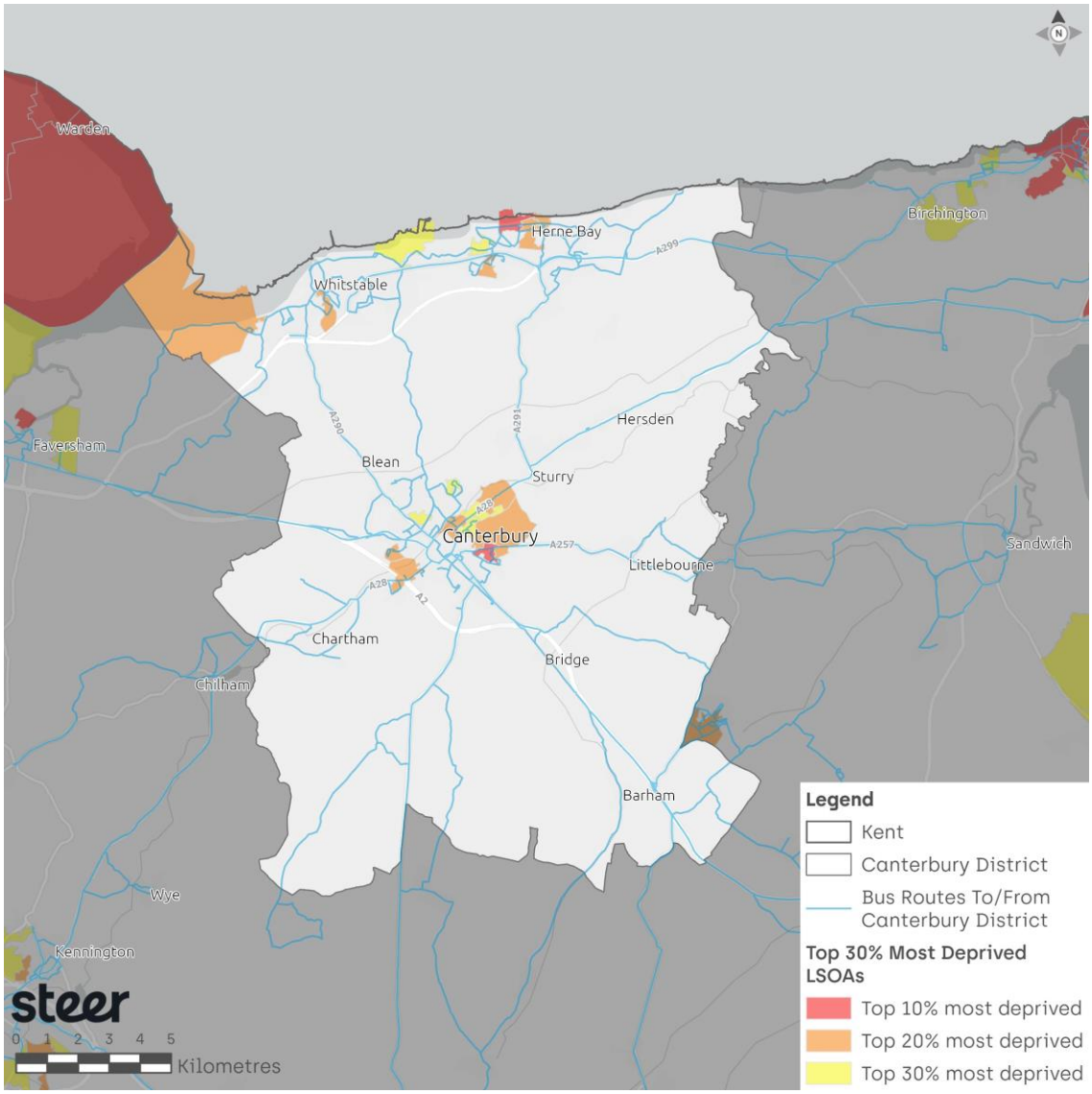
Figure 3.4: Regional travel to work bus flows (2011)



Deprivation

3.8 Areas of highest deprivation (top 10% most deprived in England) are located in Herne Bay and east Canterbury. Other areas in the top 20% most deprived located in east, west and central Canterbury, Herne Bay and south Whitstable.

Figure 3.5: Highest levels of deprivation in Canterbury district (2021)

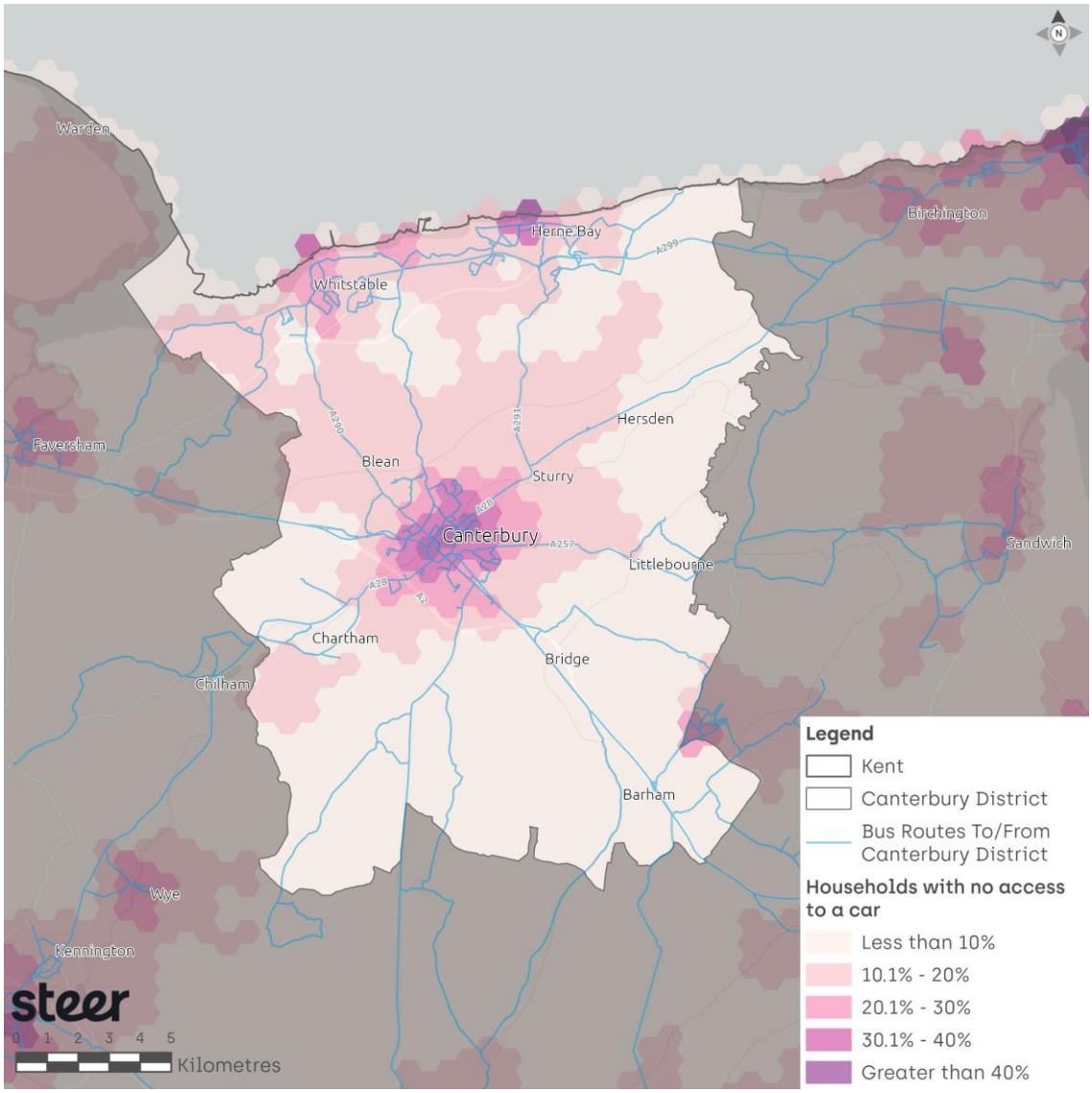


3.9 How to ensure all residents in the district of Canterbury have access to the opportunities they need including employment, education, training, retail and leisure, in a way they can afford will be a challenge for the strategy, particularly in the medium to long term should the current bus fare cap be removed, potentially exposing passengers to a higher cost of bus travel.

Car ownership

3.10 The highest proportions of households in the district with no access to a car or van are located in Canterbury city centre, Herne Bay and Whitstable where 40% or more of households do not have car/van access. Outside of these areas access to a vehicle is much higher with much of the district showing a level of car ownership of 80% or more.

Figure 3.6: Households with no access to a car (2021)

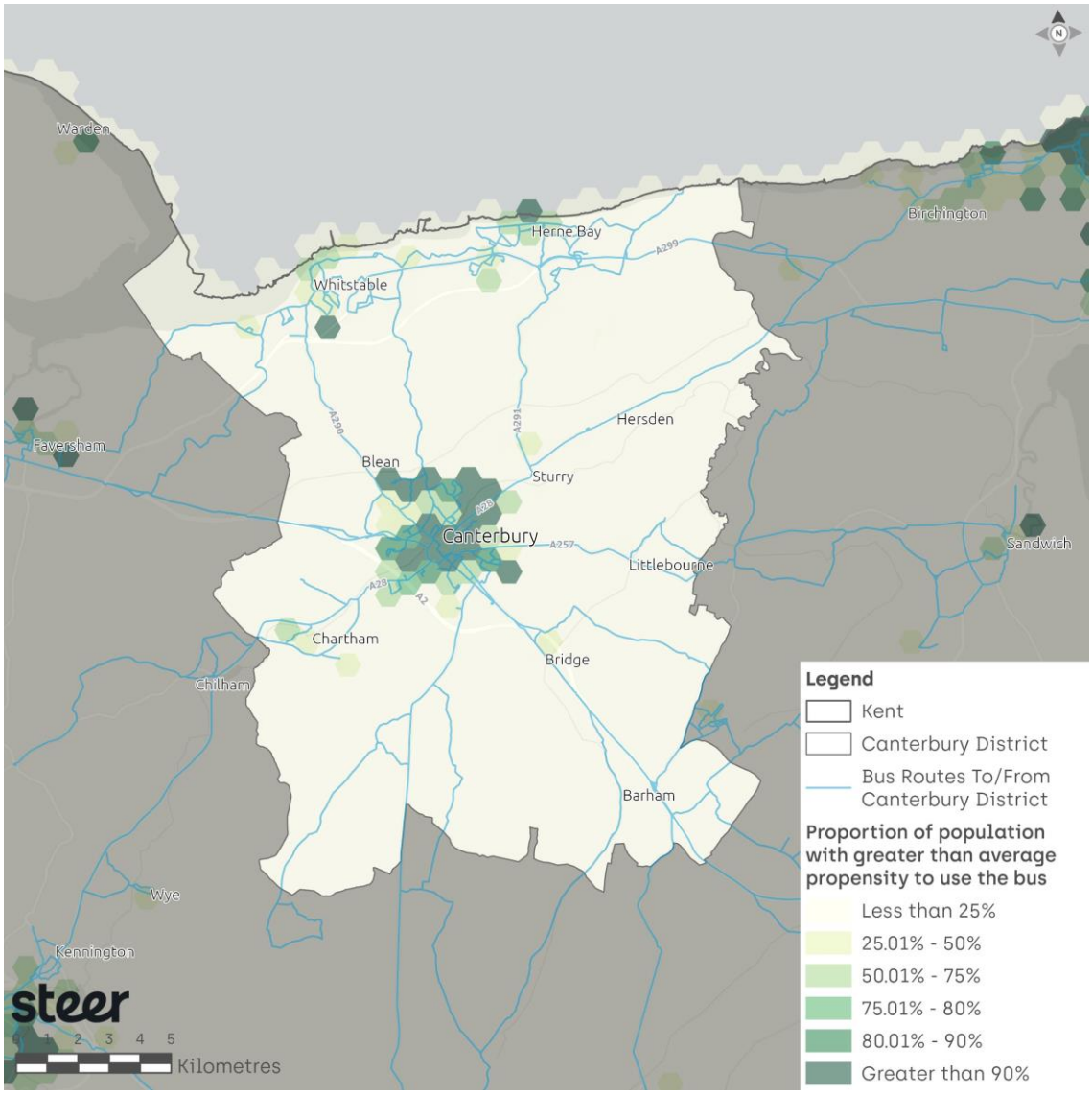


3.11 Ensuring bus travel provides a realistic alternative to private car use is important not only to those who rely on bus as a mode to access the services they need to do so, but also to encourage mode shift from private car use.

Propensity to use bus

3.12 Populations with the greatest propensity to use bus are located in parts of the city of Canterbury and Herne Bay. These areas are also where the highest population densities indicated good opportunity to increase bus patronage levels in these areas.

Figure 3.7: Propensity to use bus in Canterbury



Attitudes to bus use

3.13 Increasing bus patronage through audience strategy: Bus segmentation report (DfT, 2023) included a range of key insights which are important to consider during the development of Canterbury's bus strategy. The research showed that the most important factors when choosing a transport mode were **reliability**, **ease of completing journeys**, **safety**, **journey time**, and **flexibility.** The same is true in Canterbury where reliability has been identified as of particular local importance (as well as frequency and affordability).

3.14 A segmentation approach was developed, resulting in six segments. For all segments, as with the general population, reliability, journey time and flexibility were key areas that were

important and needed improving. However, there were other areas that were important factors to improve on for each segment.

Table 3.1: Bus Segmentation and applicability in Canterbury

Segment	Applicability in Canterbury
Sustainable urbanites characterised as being younger (typically under 55), more likely to live in cities or suburban areas, more likely to be in full-time work or studying. They are most likely to use the bus and most likely to want to use it again in the future. **Cost of transport**, **ticketing, payment**, **and environmental factors** were important drivers of transport choice. Improving these could be effective at driving bus patronage for this audience.	These priorities will be particularly relevant to the significant student population in the city and are likely to present 'quick wins' in terms of supporting patronage growth.
Pragmatic professionals were younger (typically under 55), comprised of more men, and more likely to be in full-time work. They were the segment with the second highest likelihood to use the bus, and the second most likely to use the bus in future. As with the general population, **reliability** and **journey time** were key areas for improvement in bus services, especially given their need for reliable work transport	To ensure that this key existing bus user group is supported and that patronage growth is developed, interventions to maximise reliability and reduce journey times will be important.
Anxious vulnerables were typically older (typically over 55) white women of lower social grades. They tended to be of households with lower-than average income levels, more likely to be unemployed or homemakers, and most likely to report a chronic health issue. Their current and future intended usage of the bus were in line with the national average. Compared to the rest of the population, the **risk from infection** and **protection from anti-social behaviour** on the bus were more important. Improving these could be effective in driving bus patronage for this audience.	To ensure that this bus user group is supported and patronage increase encouraged, interventions to tackle concerns around anti-social behaviour and risk of infection will be important. In Canterbury this is likely to include consideration of the relationship between school students and the general public, as well as perceptions of personal security at Canterbury bus station.
Open-minded potentials were typically older (typically over 55) white women of higher social grades. They were also more likely to live in rural areas. Their current levels of bus usage and future intent to use the bus were slightly lower than the national average. Perceptions of bus **reliability** and **journey time** were poorer among this audience compared to the general population. These could be priority areas of improvement to drive bus patronage for this audience.	Finding ways to provide reliable and improved journey times for those living in areas of the district removed from the higher frequency corridors will support this segment in Canterbury.

Segment	Applicability in Canterbury
Apprehensive avoiders were typically over 35 and from lower socio-economic backgrounds. They were also more likely to live in towns and villages than the national average. Their levels of bus usage and future intent to use the bus were far lower than the national average. For this audience, the bus performed far less strongly for i**nterconnectivity** and s**implicity of journey planning**. These factors were important in transport choice for this audience and could be priority areas of improvement to drive bus patronage.	Considering integration, journey planning information will be important to support patronage increase amongst this audience in Canterbury.
Car-loving critics were typically older men in villages or rural areas (typically aged over 55). Their levels of bus usage and future intent to use the bus were the lowest of all segments. As with the national average, **reliability**, **flexibility**, and **ease of journey** were important to them but bus performed poorly. However, unlike the national picture, little else was important to this audience in driving transport choice. This suggests that it would be difficult to design policies or messages to drive bus patronage among this audience.	Considering reliability, flexibility and ease of journeys will be important for this group in Canterbury though given the low proportion of the population likely to fall into this segment ,

Summary of challenges and opportunities - People

	Opportunities	Challenges
	✓	⚠
	The majority of the existing population lives in a small number of settlements (Canterbury, Whitstable, Herne Bay), which have high densities. This provides good potential to attract bus patronage at high volumes.	A small proportion of the population live in smaller, dispersed communities (either on the edge of town or in a more rural setting), which present a more challenging environment to offer commercial bus services with an attractive level of service. Encouraging bus use may also abstract from local active travel trips.
	Local employment is concentrated in these key settlements with key employment sites located on key corridors supporting potential for high patronage. Pre-covid, bus flows were also evident at a county level to Dover, Faversham and Sandwich, indicating potential for these flows to return.	Ensuring those in deprived communities have good levels of access to services they require at the times they need to travel particularly during evenings and Sundays is a challenge. In the medium to long term should the current bus fare cap be removed, those from the most deprived communities will be particularly impacted by a higher cost of bus travel.
	Low levels of car ownership in the centres of Canterbury, Whitstable and Herne Bay present an opportunity for promoting bus use and increased patronage.	Ensuring bus travel provides a realistic alternative to private car use will be a challenge to encourage mode shift from private car use and boost patronage.
	Areas of high propensity to use bus are also those where high population densities are present, creating good opportunities to increase patronage levels.	Areas of high propensity to use bus are also often where low levels of car ownership are present, meaning patronage increase may transfer directly to mode shift.

Place

Economy

3.21 The district employs 66,700 people, with key employment including retail (17.0%), education (17.8%) and health and social work (16.3%). Education and health have a higher percentage of people employed than the Kent average (9.3% and 13.4% respectively).

Table 3.2: Employee jobs by industrial groupings

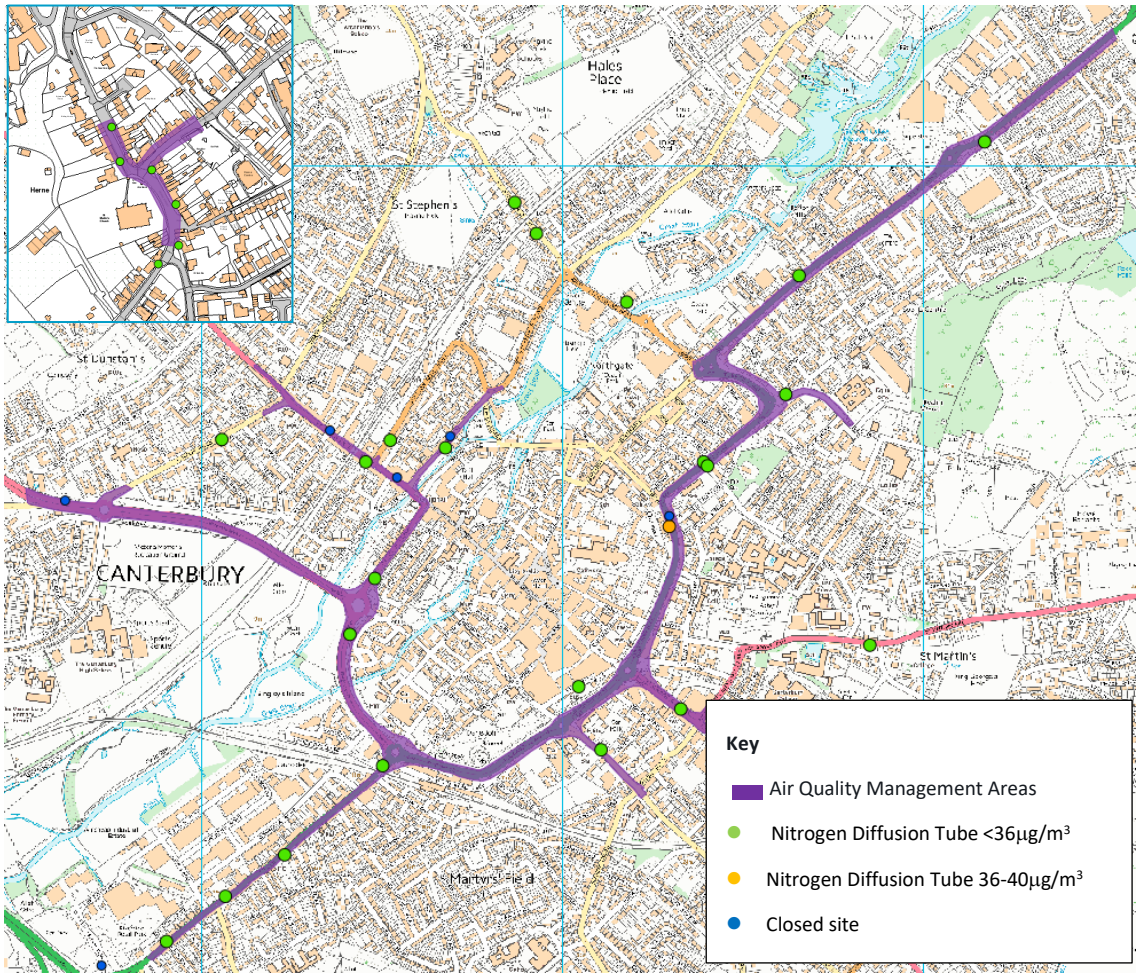
	Canterbury		Kent		Great Britain	
	Number	%	Number	%	Number	%
Agriculture, forestry and fishing	700	1.0%	10,000	1.6%	220,000	0.7%
Mining and quarrying	-	0.0%	400	0.1%	45,000	0.1%
Manufacturing	1,800	2.6%	35,000	5.5%	2,294,500	7.6%
Electricity, gas, steam and air conditioning supply	-	0.1%	1,800	0.3%	135,000	0.4%
Water supply; sewerage, waste management and remediation activities	300	0.4%	8,000	1.3%	215,000	0.7%
Construction	2,800	4.1%	49,000	7.7%	1,478,500	4.9%
Wholesale and retail trade; repair of motor vehicles and motorcycles	11,500	17.0%	106,500	16.7%	4,362,000	14.4%
Transportation and storage	1,100	1.7%	41,500	6.5%	1,531,000	5.0%
Accommodation and food service activities	5,500	8.1%	47,000	7.4%	2,279,500	7.5%
Information and communication	1,900	2.8%	16,000	2.5%	1,348,000	4.4%
Financial and insurance activities	2,300	3.3%	17,000	2.7%	1,079,500	3.6%
Real estate activities	800	1.1%	9,500	1.5%	545,000	1.8%
Professional, scientific and technical activities	3,500	5.2%	42,000	6.6%	2,694,000	8.9%
Administrative and support service activities	5,500	8.1%	60,500	9.5%	2,690,000	8.9%
Public administration and defence; compulsory social security	2,300	3.3%	24,000	3.8%	1,399,000	4.6%

	Canterbury		Kent		Great Britain	
	Number	%	Number	%	Number	%
Education	12,000	17.8%	59,000	9.3%	2,649,000	8.7%
Human health and social work activities	11,000	16.3%	85,500	13.4%	4,131,000	13.6%
Arts, entertainment and recreation	1,600	2.4%	12,500	2.0%	706,000	2.3%
Other service activities	2,100	3.1%	12,000	1.9%	579,500	1.9%
Total employees	**66,700**		**637,200**		**30,381,500**	

Air Quality

3.22 The district has two air quality management areas as detailed below, focussed on the road network – in Herne at the junction of A291 and School Lane, and the other consisting of the city centre ring road (Military Road, Broad Street, Rhodaus Town, Pin Hill, Rheims Way, St Peter's Place) as well as St Dunstans Street, and sections of the A2050 and A28.

Figure 3.8: Air Quality Management Areas in Canterbury district



3.23 Key challenges relate to managing traffic levels overall, but also reducing congestion and improving traffic flow in an urban environment where the road network is physically constrained and needs to cater for a wide range of road users including private vehicles, freight traffic, buses, cyclists and pedestrians.

Tourism and visitor economy

3.24 Canterbury city centre is the largest town centre in the District and, together with Maidstone, is the main shopping destination in Kent. After education, the retail sector provides the highest number of employment opportunities in the district. Whitefriars, home to a number of popular high street names, and a Fenwicks department store. The historic areas of the King's Mile and St Dunstan's have a good range of specialist and independent shops and boutiques.

3.25 The city is also a UNESCO World Heritage Site, the environmental quality of the city is very high, creating a desirable tourist offer. The city has around 7.2 million tourists per year, with an estimated spend of £45 million.

3.26 The impact of congestion, parking provision and associated impacts of quality of life and air quality have been recognised as key challenges to supporting the tourism and visitor economy. Reducing congestion and improving air quality is key aspiration to making the town centre a more attractive and desirable place to visit. Improvements to Park and Ride and the wider bus offer will play a key role in supporting sustainable access to Canterbury for visitors and addressing congestion and air quality issues.

3.27 Herne Bay and Whitstable are also popular tourist destinations. Herne Bay has a range of attractions in the sea front, however there is a desire to build on the popularity of this area and encourage higher footfall in the town centre. Issues around a limited nighttime economy have also been identified. Whitstable has a strong boutique retail offer. In both areas, there is a desire to improve sustainable transport options (including bus) to balance the convenience of car parking with a transition to more sustainable modes.

Summary of challenges and opportunities - Place

	Opportunities	Chanllenges
	✓	⚠
	Canterbury's economy has a significant proportion of retail and one which is important at a County level. Much of which is focussed on the city centre thus presents a good opportunity to be served by bus. The University of Kent, Christ Church University and the Kent and Canterbury Hospital are key employers with the universities having a significant student population. These provide opportunity in terms of patronage and managing sustainable access.	An increasing weekend (particularly Sunday) and evening economy is driving demand for travel outside the traditional peak periods, resulting in a need to reconsider service provision.
	Air quality issues are present on key bus corridors (A28, A2050, Old Dover Road, St Dunstans Street) and the ring road. Conversion to Low and Zero emission bus and mode shift to bus present opportunities to help address air quality issues.	Road space re-allocation may result in increased congestion, and poorer air quality, if not implemented as part of a wider strategy to reduce demand to the city centre by private car.
	Strong visitor economies in Canterbury, Whitstable and Herne Bay present good opportunities for increasing bus use and park and ride.	Expectations around service provision outside traditional peak times and changing patterns/behaviours (e.g. increased Sunday demand/reduced Saturday demand) present a challenge to current service provision.

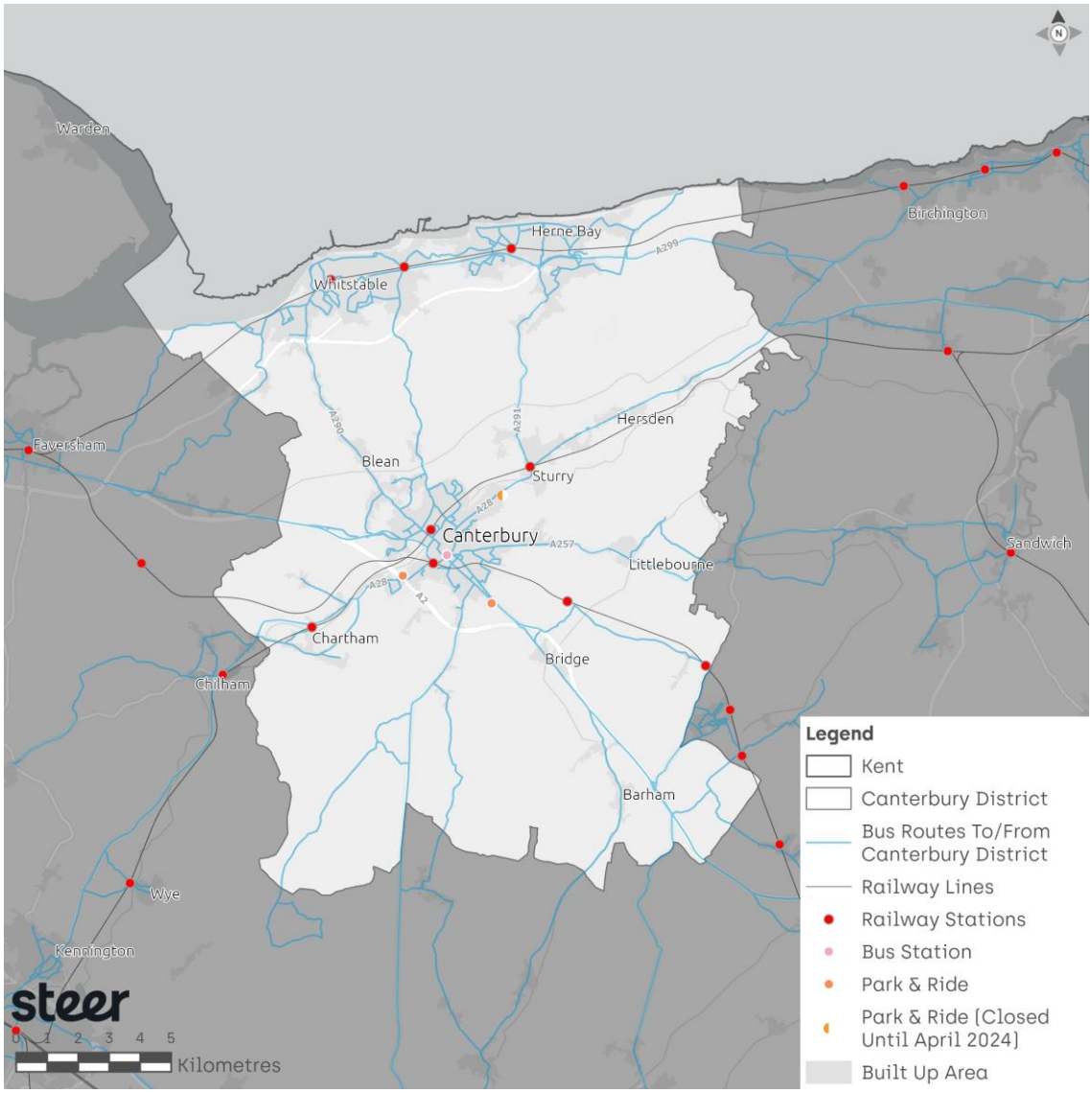
Connectivity

Canterbury's transport network

Overview

3.28 The local transport network in the district comprises of a road network that provides radial connectivity from Canterbury city centre to the surrounding area as well as a rail network that predominantly provides east-west connectivity along two axes – through Canterbury itself, as well as through Whitstable and Herne Bay.

Figure 3.9: Transport network overview



Canterbury's bus network

Bus services

3.2 An overview of bus services in the Canterbury District is shown in Table 3.3 and Table 3.4 and highlights which services provide connectivity to key destinations and frequency over key time periods. It can be seen that though the district is served by over 40 services, only four of these operate at a daytime frequency in excess of four buses per hour with two of these being Park and Ride services. Evening and Sunday services are much more limited.

Table 3.3: Bus service overview (October 2023)

		Morning Peak (08:00-09:00)	Daytime (13:00-14:00)	Evening (20:00-2100)	Sunday (10:00-11:00)	School Service
Route	**Route summary**	**Buses per hour**				**✓/✗**
High frequency						
P2	Canterbury, Wincheap	5	8	0	3	✗
P3	Canterbury New Dover Road Park and Ride, Canterbury Whitefriars	5	8	0	3	✗
Uni1	Canterbury, University of Kent	5	6	0	2	✓
Med frequency						
15	Canterbury, Barham Downs, Lydden, Temple Ewell, Buckland, Dover	3	3	1	1	✗
16	Canterbury, Bridge, Barham Downs, Hawkinge, Folkestone	3	3	1	2	✗
22	Canterbury, London Road Estate, Canterbury	4	4	1	1	✗
23	Canterbury, Spring Lane, Canterbury	3	3	1	1	✗

		Morning Peak (08:00-09:00)	Daytime (13:00-14:00)	Evening (20:00-2100)	Sunday (10:00-11:00)	School Service
Route	**Route summary**	**Buses per hour**				**✓/✗**
25	Canterbury, Kent and Canterbury Hospital, Canterbury	4	6	2	2	✗
Tria	Canterbury, University of Kent, Blean, Pean Hill, Whitstable, Tankerton, Swalecliffe, Herne Bay, Greenhill, Herne Bay, Beltinge, Herne, Sturry, Canterbury	4	4	2	3	✗
Uni1V	Canterbury, University of Kent	3	2	0	0	✓
Low frequency						
1, 1A, 1X	Canterbury, Wincheap, Thanington, Chartham, Chilham, Godmersham, Kennington, Ashford	2	1	0	0	✗
3A	Canterbury, Dunkirk, Boughton, Faversham, Bysing Wood, Faversham	1	0	0	0	✓
X3	Canterbury, Harbledown, Faversham, Bysing Wood, Teynham, Bapchild, Snipeshill, Sittingbourne, Stockbury, Maidstone	1	1	0	0	✗
5	Canterbury, Northgate, University of Kent, Radfall, Chestfield, Tankerton, Whitstable, Seasalter	1	1	0	0.5	✗
6	Canterbury, Sturry, Broad Oak, Herne, Broomfield, Hillsborough, Beltinge, Herne Bay, Greenhill	1	1	0	0	✗
8	Canterbury, Sturry, Hersden, Upstreet, Birchington, Westgate, Westbrook, Margate, Westwood	1	2	1	1	✗
8A	Canterbury, Sturry, Hersden, Upstreet, Birchington, Westgate, Westbrook, Margate, Cliftonville, Northdown, Broadstairs, Westwood	2	2	0	0	✗
11	Canterbury, Littlebourne, Wingham, Preston, Monkton, Minster, Westwood	1	0	0	0	✗
12	Canterbury, Barham Downs, Whitfield, Ringwould, Walmer, Deal	1	2	0	0	✗
17	Canterbury, Bridge, Kingston, Barham, Derringstone, Elham, Lyminge, Cheriton, Folkestone	1	1	0	0.5	✗

		Morning Peak (08:00-09:00)	Daytime (13:00-14:00)	Evening (20:00-2100)	Sunday (10:00-11:00)	School Service
Route	**Route summary**	**Buses per hour**				**✓/✗**
18	Canterbury, Nackington, Stelling Minnis, Lyminge, Sadnling, Saltwood, Hythe	1	1	0	0	✗
21	Canterbury, St Stephen's, Hales Place, St Stephen's, Canterbury	1	1	0	1	✗
21A	Canterbury, St Stephen's, Hales Place, St Stephen's, Canterbury	1	2	0	0	✗
43	Canterbury (St Anshelm's), Littlebourne, Wingham, Ash, Sandwich (Discovery park)	1	1	1	1	✗
44	Canterbury, Littlebourne, Wingham, Staple, Ash, Sandwich	1	0	0	0	✗
89	Canterbury, Bridge, Aylesham	1	0	0	0	✗
620	Canterbury, Nackington, Petham, Waltham, Petham, Nackington, Canterbury, St Stephen's, Waltham	1	1	0	0	✓
951	Canterbury - Simon Langton Boys' School Grounds	2	0	0	0	✓
954	Canterbury Bus Station - Archbishops School	1	0	0	0	✓
955	Canterbury Bus – Simon Langton's Girls School	2	0	0	0	✓
Uni2	Canterbury, University of Kent, Hales Place	1	2	2	0	✗
Infrequent						
3	Canterbury, Harbledown, Dunkirk, Boughton, Faversham, Bysing Wood	0	1	0	1	✗
8X	Canterbury, Sturry, Hersden, Upstreet, Birchington, Westgate, Margate	0	0	0	1	✗

		Morning Peak (08:00-09:00)	Daytime (13:00-14:00)	Evening (20:00-2100)	Sunday (10:00-11:00)	School Service
Route	**Route summary**	**Buses per hour**				**✓/✗**
9X	Canterbury, Sturry, Hersden, Upstreet, Nethercourt, Ramsgate, Dumpton, Broadstairs, Rumfields, Westwood	0	0	0	0	✗
18A	Canterbury, Nackington, Bossingham, Stelling Minnis, Stowting, Lympne, Sellindge, Brabourne, Willesborough, Ashford	0	0	0	0	✓
23A	Canterbury, Barton Estate, Spring Lane, Canterbury	0	1	0	1	✗
43A	Canterbury, Littlebourne, Wingham, Ash, Woodnesborough, Sandwich	0	0	0	0	✗
89B	Canterbury, Adisham, Ayelsham, Eythorne, Whitfield	0	0	0	0	✗
649	Northgate, Canterbury, Wincheap, St Dunstan's, Wincheap, Thanington	0	1	0	0	✗
653	Canterbury, Wincheap, Thanington, Chartham	0	0	0	0	✓
667	Canterbury, Wincheap, Thanington, Chartham, Chilham, Challock	0	1	0	0	✓
903	Herne Bay – Whitstable – Blean - Canterbury St Anselm's School Grounds	0	0	0	0	✓
904	Herne Bay – Whitstable – Blean - Nackington Simon Langton Boys' School Grounds	0	0	0	0	✓
905	Herne Bay - Whitstable – Blean - Canterbury Ivy Lane	0	0	0	0	✗
906	Herne Bay – Whitstable – Blean - Canterbury Simon Langton Girls' School	0	0	0	0	✓
908	Herne Bay – Broomfield – Sturry - Canterbury Simon Langton Girls' School	0	0	0	0	✓
911	Herne Bay – Broomfield – Sturry - Simon Langton Boys' School Grounds	0	0	0	0	✓

		Morning Peak (08:00-09:00)	Daytime (13:00-14:00)	Evening (20:00-2100)	Sunday (10:00-11:00)	School Service
Route	**Route summary**	**Buses per hour**				**✓/✗**
912	Herne Bay – Broomfield – Sturry - Canterbury Simon Langton Girls' School	0	0	0	0	✓
913	Whitstable – Blean – Canterbury Schools	0	0	0	0	✓
914	Whitstable – Radfall - Tyler Hill - Canterbury	0	0	0	0	✓
915	Whitstable – Radfall - Tyler Hill – Canterbury	0	0	0	0	✓
916	Whitstable – Radfall - Tyler Hill - Canterbuy	0	0	0	0	✓
917	Herne Bay – Radfall - Broomfield – Tyler Hill - Canterbury	0	0	0	0	✓
919	Herne Bay – Broomfield – Sturry - Canterbury	0	0	0	0	✓
953	Canterbury Academy – Canterbury Bus Station	0	0	0	0	✓
956	Canterbury – Sturry - Westbere	0	0	0	0	✓
983	Canterbury– Aylesham – Dover Pencester Road	0	0	0	0	✓
Uni2V	Canterbury, University of Kent, Hales Place	0	2	0	0	✗

3.3 It can be seen in Table 3.4 that most services stop at Canterbury bus station and the Tria service provides key connectivity between a range of settlements (Canterbury, Blean, Sturry, Heren Bay, Whistable) and key points of interest (Canterbury Bus Station, Canterbury East Station, University of Kent, and Sturry Business Park).

Table 3.4: Services by key locations

Route	Canterbury West Station	Canterbury East Station	Kent & Canterbury Hospital	University of Kent	Wincheap Industrial Estate	Sturry Business Park	Canterbury Bus Station	Whitstable	Herne Bay	Hersden	Sturry	Blean	Littlebourne	Bridge	Barham	Chartham
	Key locations															
High frequency																
P2		✓														
P3																
Uni1				✓			✓									
Med frequency																
15							✓								✓	
16							✓								✓	
22		✓					✓									
23							✓									
25			✓				✓									
Tria		✓		✓		✓	✓	✓	✓		✓	✓				
Uni1V		✓		✓			✓									
Low frequency																
1, 1A, 1X		✓			✓		✓									✓
3A		✓					✓									

Route	Canterbury West Station	Canterbury East Station	Kent & Canterbury Hospital	University of Kent	Wincheap Industrial Estate	Sturry Business Park	Canterbury Bus Station	Whitstable	Herne Bay	Hersden	Sturry	Blean	Littlebourne	Bridge	Barham	Chartham
	Key locations															
X3		✓					✓									
5				✓			✓	✓								
6						✓	✓		✓		✓					
8						✓	✓			✓	✓					
8A						✓	✓			✓	✓					
11							✓						✓			
12							✓								✓	
17							✓							✓	✓	
18							✓									
21							✓									
21A							✓									
43							✓						✓			
44							✓						✓			
89							✓							✓	✓	
620		✓					✓									
951							✓									

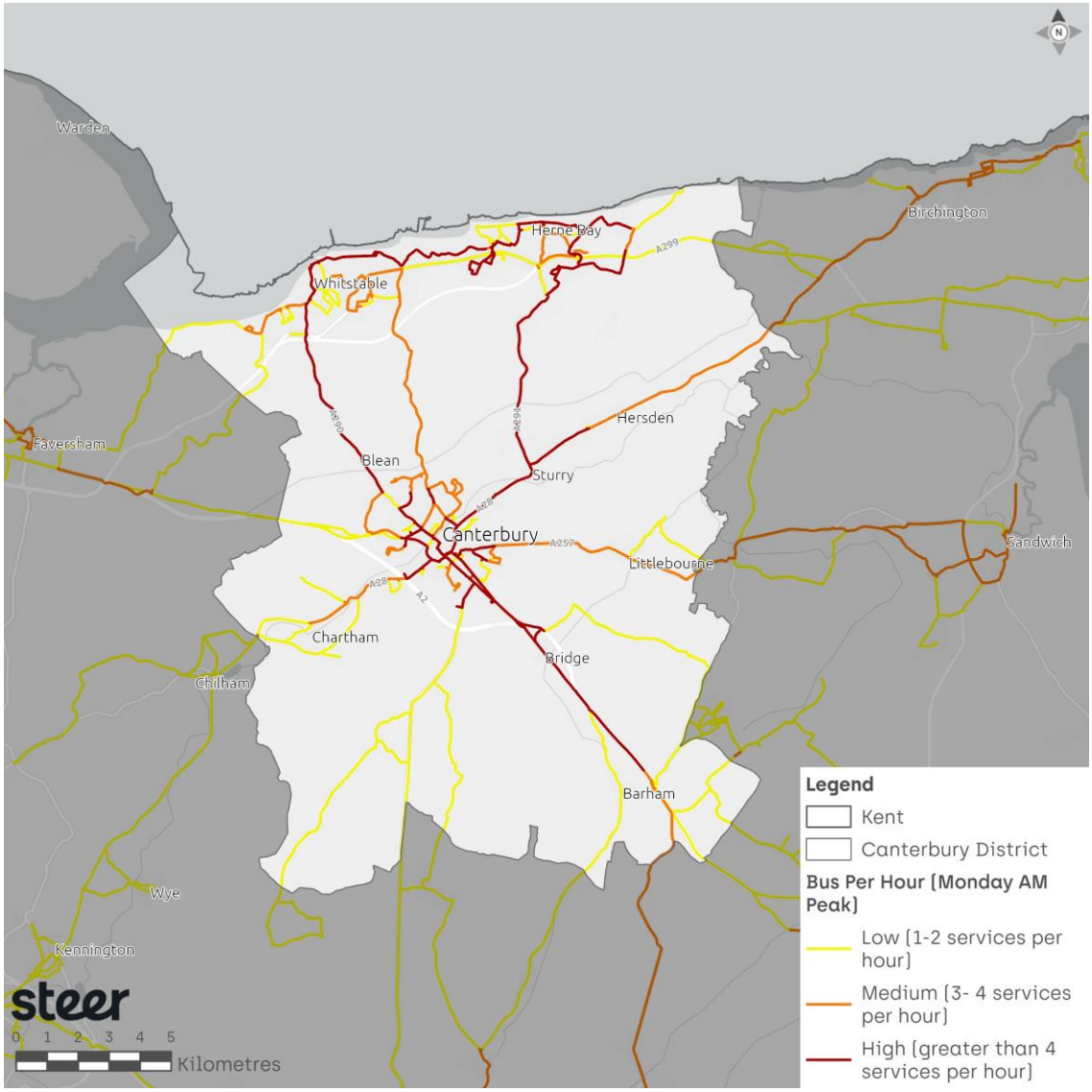
Route	Canterbury West Station	Canterbury East Station	Kent & Canterbury Hospital	University of Kent	Wincheap Industrial Estate	Sturry Business Park	Canterbury Bus Station	Whitstable	Herne Bay	Hersden	Sturry	Blean	Littlebourne	Bridge	Barham	Chartham
	Key locations															
954							✓									
955							✓									
Uni2	✓	✓		✓			✓									
Infrequent																
3		✓					✓									
8X						✓	✓			✓	✓					
9X						✓	✓			✓	✓					
18A							✓									
23A							✓									
43A							✓						✓			
89B							✓							✓	✓	
649		✓														
653					✓											✓
667		✓			✓		✓									✓
903		✓						✓	✓			✓				
904		✓						✓	✓			✓				

Route	Canterbury West Station	Canterbury East Station	Kent & Canterbury Hospital	University of Kent	Wincheap Industrial Estate	Sturry Business Park	Canterbury Bus Station	Whitstable	Herne Bay	Hersden	Sturry	Blean	Littlebourne	Bridge	Barham	Chartham
	Key locations															
905		✓						✓	✓			✓				
906		✓						✓	✓			✓				
908									✓		✓					
911									✓		✓					
912									✓		✓					
913		✓						✓				✓				
914							✓	✓								
915								✓								
916							✓	✓								
917									✓							
919									✓		✓					
953		✓					✓									
956							✓				✓					
983							✓									
Uni2V	✓	✓		✓			✓									

Peak vs off peak services

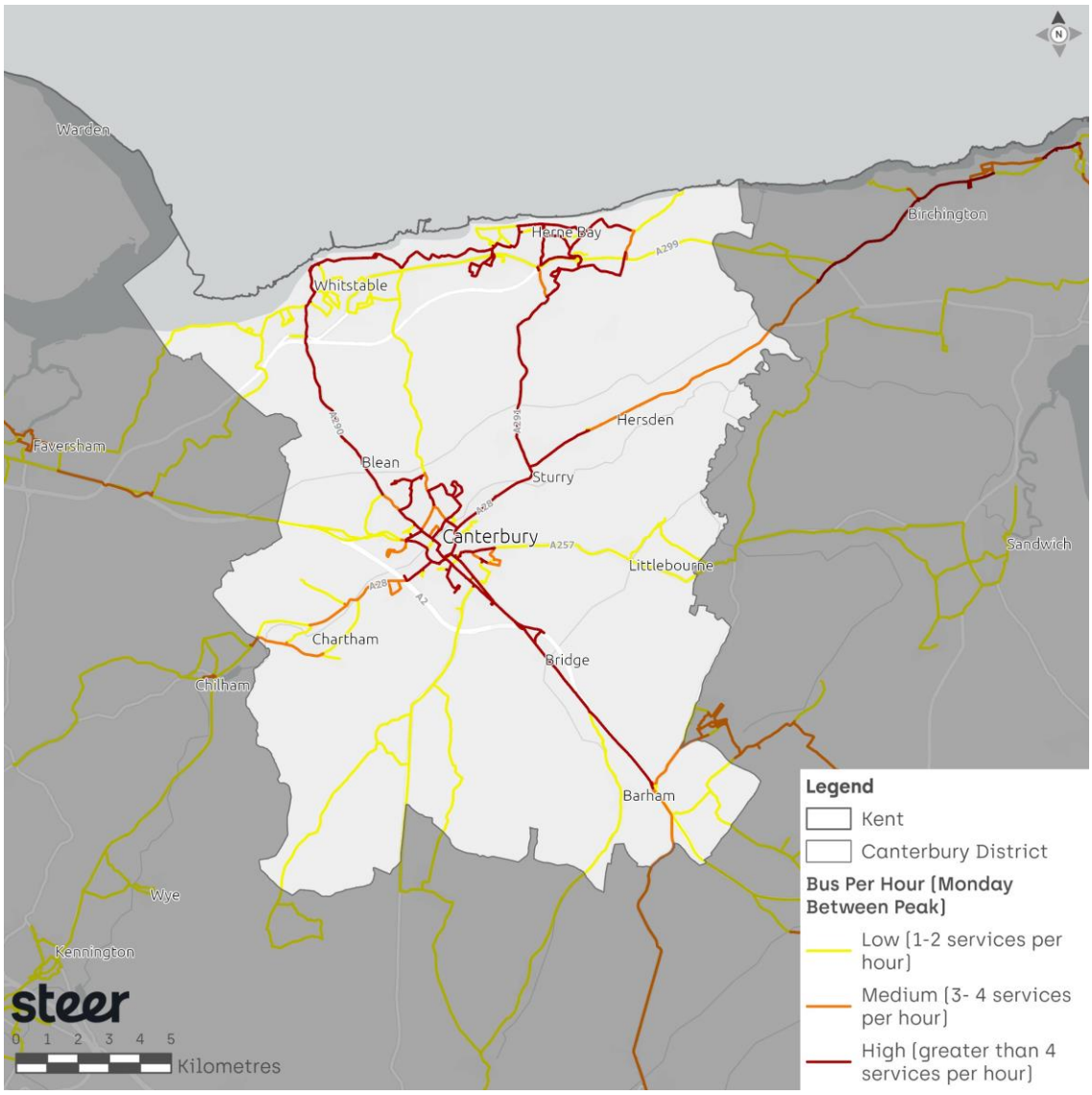
3.4 The peak time bus network in the Canterbury district includes corridors with a bus frequency of greater than one every 15 minutes (4 per hour) which connect Canterbury city centre with Blean, Whitstable, Herne Bay and Sturry to the north and Bridge in the south. During the morning peak between 3 and 4 services per hour serve Chartham in the west, Tyler Hill in the north, Hersden in the northwest and Littlebourne in the east.

Figure 3.10: Monday AM peak frequency



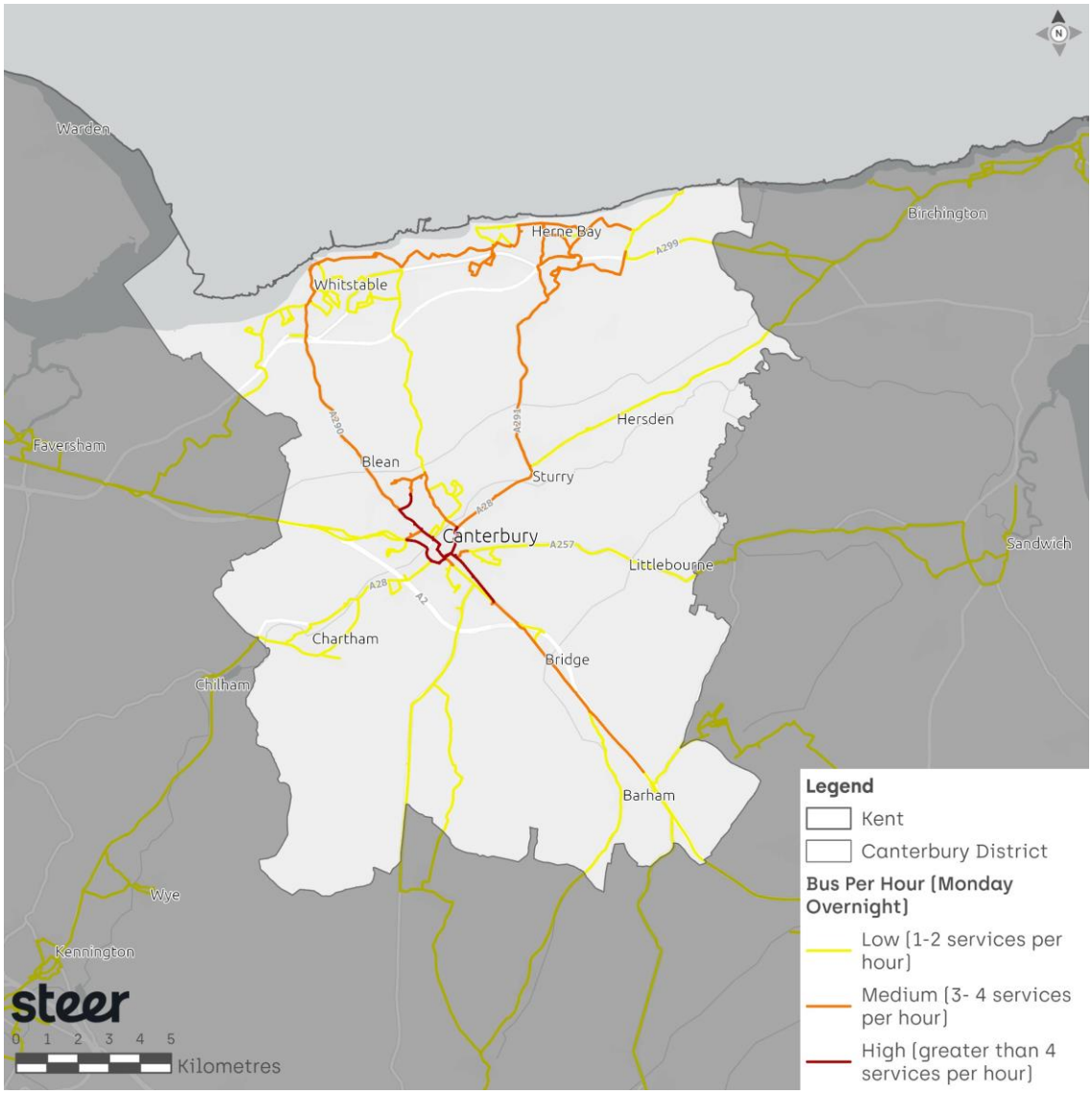
3.5 During the inter-peak, services to Tyler Hill and Littlebourne become less frequent.

Figure 3.11: Monday interpeak frequency



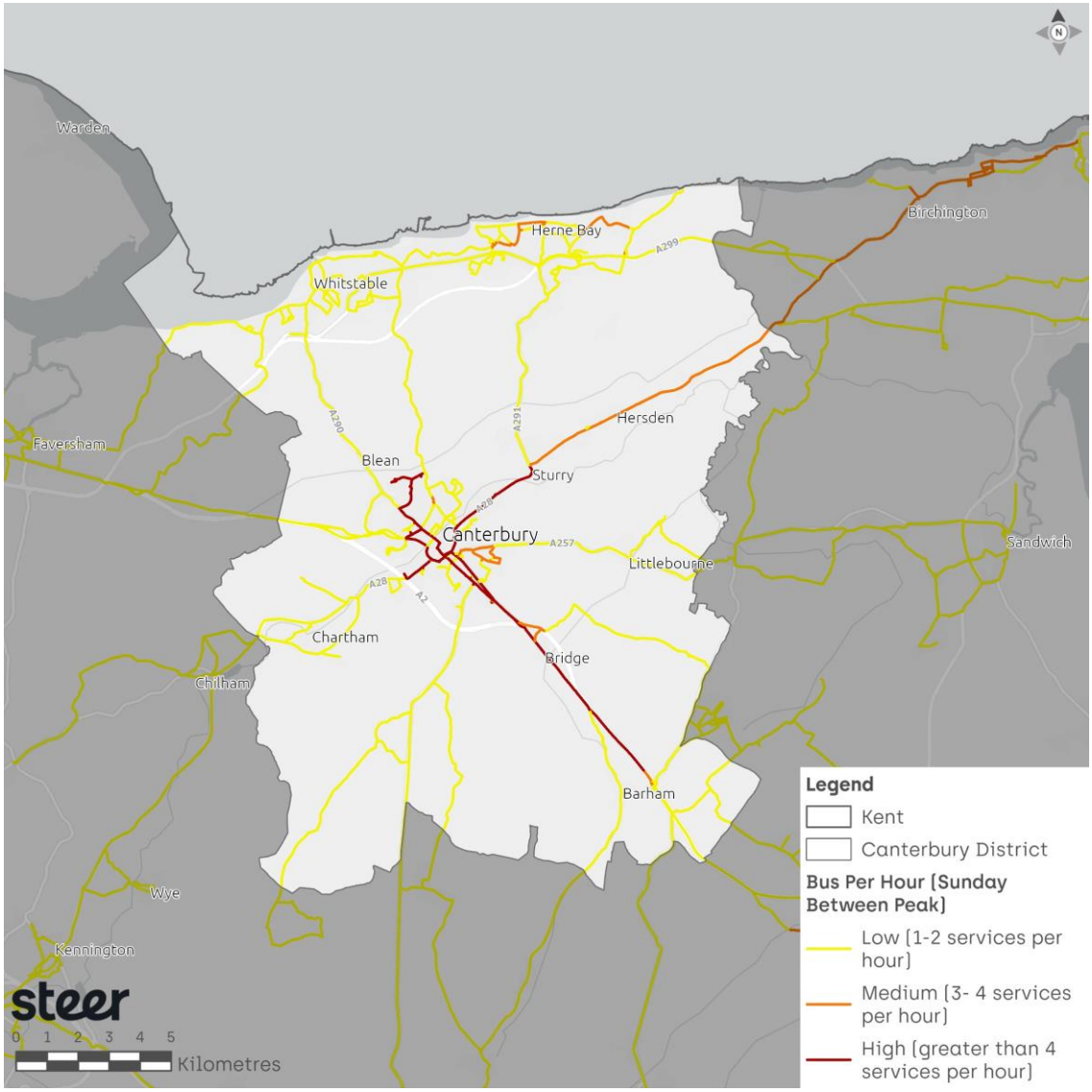
3.6 Evening service frequencies are more limited, with links to and between Canterbury, Whitstable and Herne Bay and Canterbury and Bridge reduced to a frequency of between 3 and 4 services an hour and other corridors between 1 and 2 services per hour.

Figure 3.12: Monday evening frequency



3.7 Sunday services across the network operate on a low frequency (1-2 buses per hour) with the only high frequency services between Canterbury and Sturry and Canterbury and Bridge.

Figure 3.13: Sunday daytime frequency



3.8 Considering the network at these times highlights lack of consistent service levels across the day and week, which are particularly limited in terms of the nighttime and Sunday economy.

Access to the bus network – weekday peak

3.9 Considering the proportion of the population within 400m of Canterbury's bus network during the AM peak (as seen in Figure 3.15), 64% of the population are within 400m of a high frequency corridor (greater than 4 buses per hour). It can be seen in Figure 3.14 that this drops to 16% on a weekday evening and 27% on a Sunday daytime. At all time periods, between 8% and 9% either have no access or access to only a very infrequent service of less than one bus per hour.

Figure 3.14: Proportion of Canterbury population within 400m of high, medium, low and infrequent bus corridors

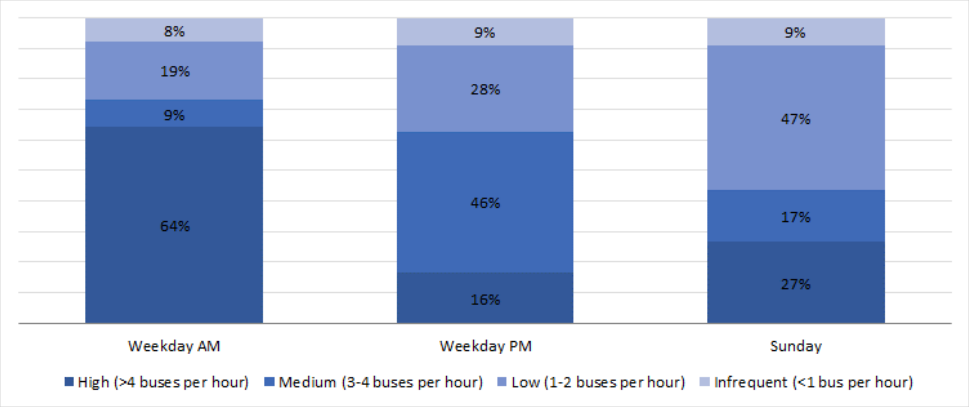
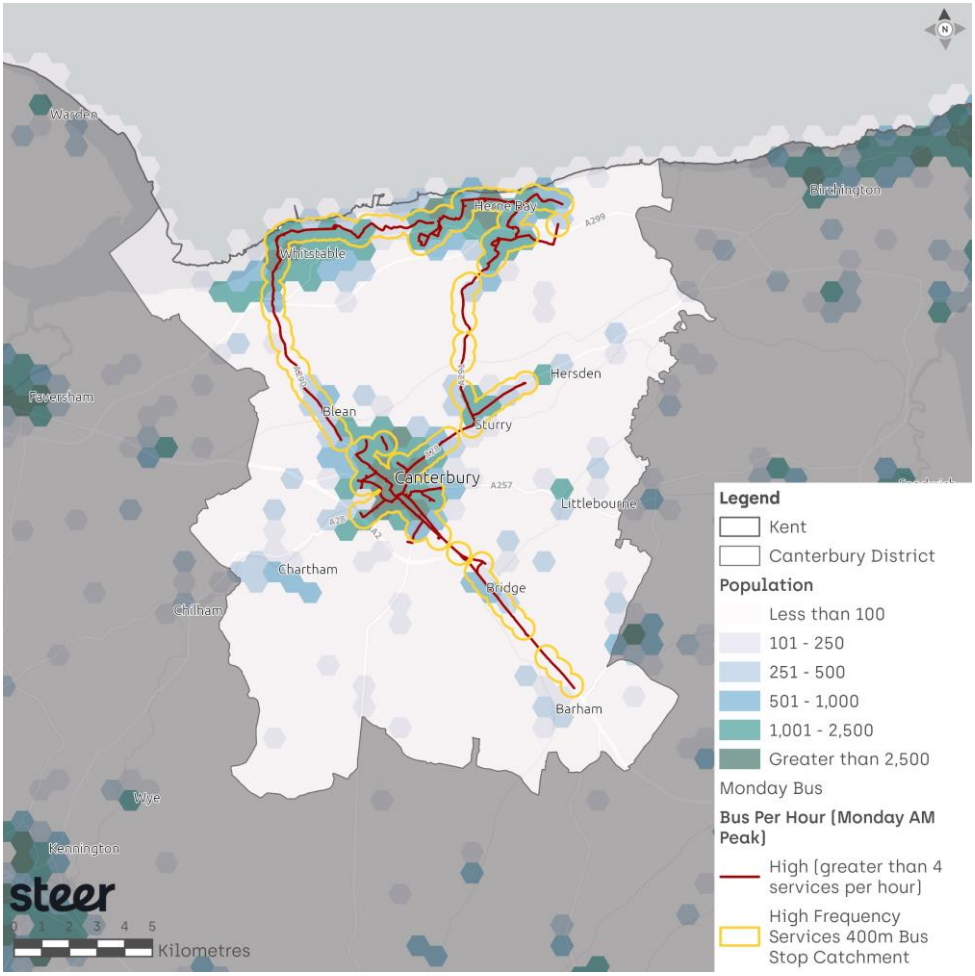


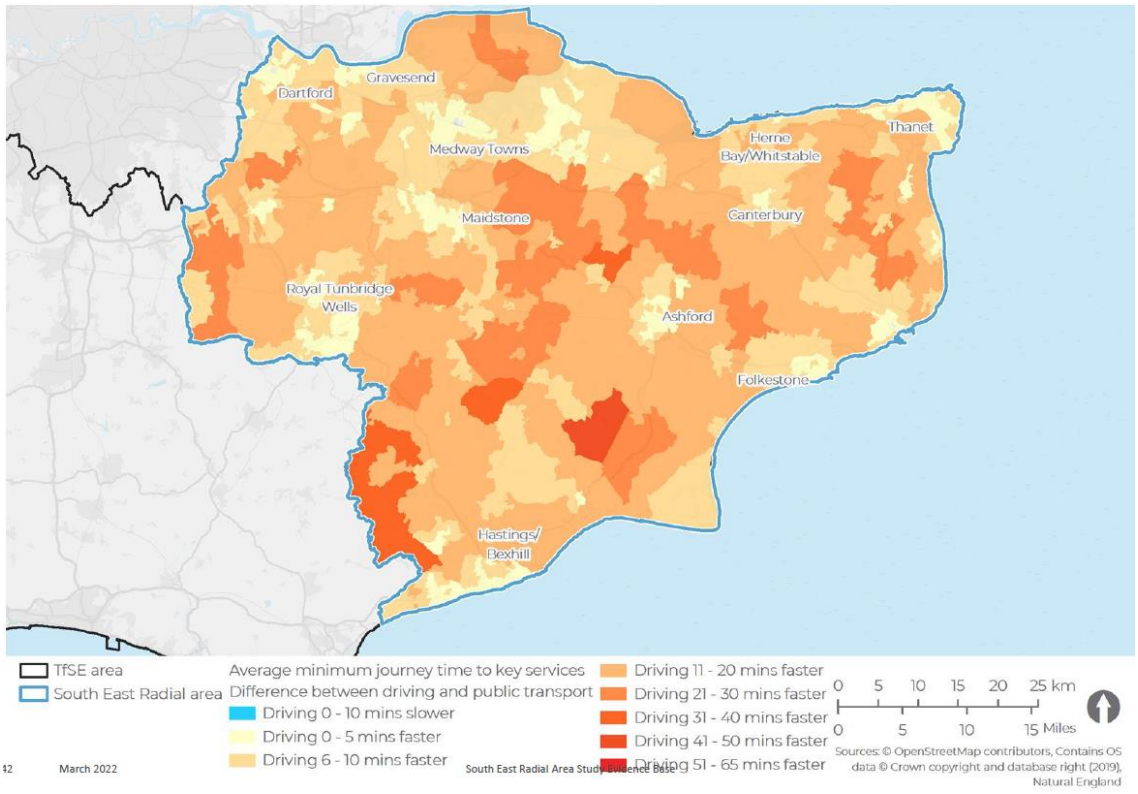
Figure 3.15: Catchment of peak high frequency (5+ buses per hour)



Journey times

3.10 Considering the difference between accessibility by car and by walking & public transport it can be seen that public transport does not present a faster option than car, presenting a challenge to its attractiveness. Improving bus journey times and reliability present an opportunity to improve the attractiveness in relation to car. In the area immediately around Canterbury city centre, evidence suggests that journey time improvements of between 1 and 10 minutes would allow the bus to be more competitive with the private car.

Figure 3.16: Difference in average journey times to key services (mins) – Car vs walking & public transport

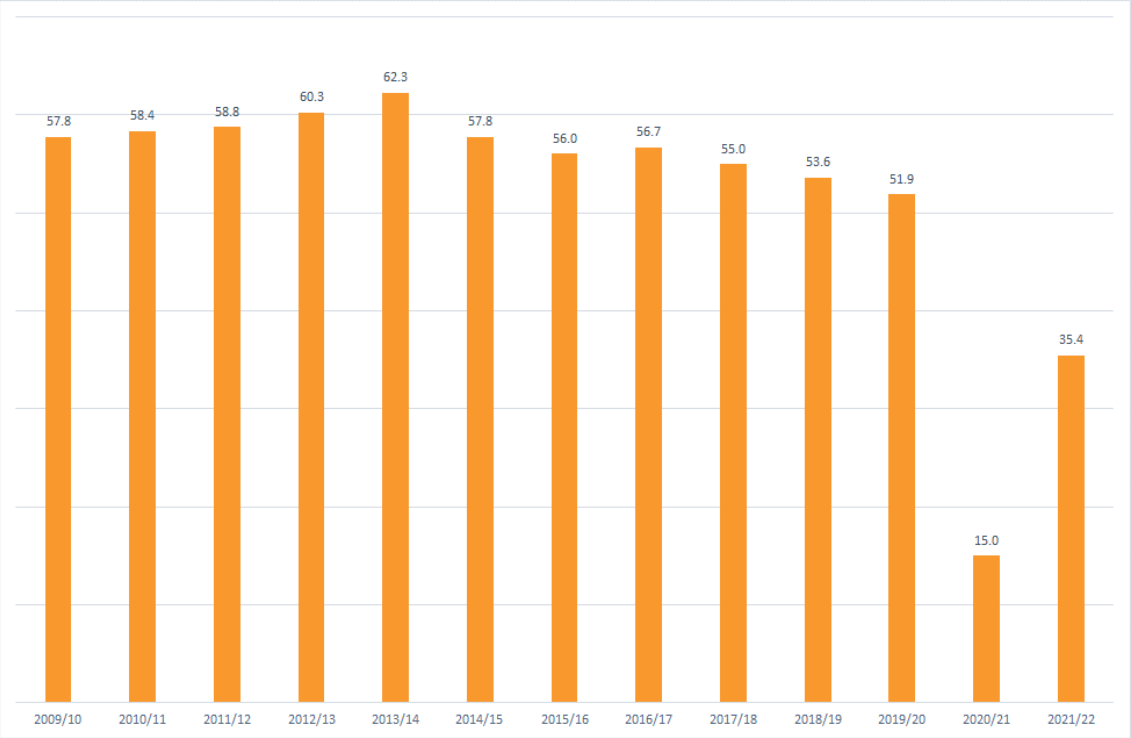


Source: Evidence Base Report – Southeast Radial, TfSE, 2021

Bus patronage

3.11 Bus patronage in Kent reached a peak of 62.3m passenger journeys per annum in 2013/14 before beginning a steady decline between 2013/14 and 2019/20 where it dropped to 51.9m passenger journeys per annum. It fell to 15m passenger journeys per annum during the pandemic and latest data for 2021/22 indicates this has risen to 35.4m.

Figure 3.17: Bus patronage – 2009/10 to 2021/22 – Kent



3.12 Bus patronage in Canterbury doubled between 2005 and 2015 which coincided with the implementation of bus priority measures and the introduction of the Quality Bus Partnership, which demonstrates that it is possible to increase the mode share if appropriate measures are in place.

3.13 Patronage levels in Canterbury for 2022/2023 indicate approximately 7 million trips from Stagecoach services operating out of Herne Bay depot over a 12-month period.

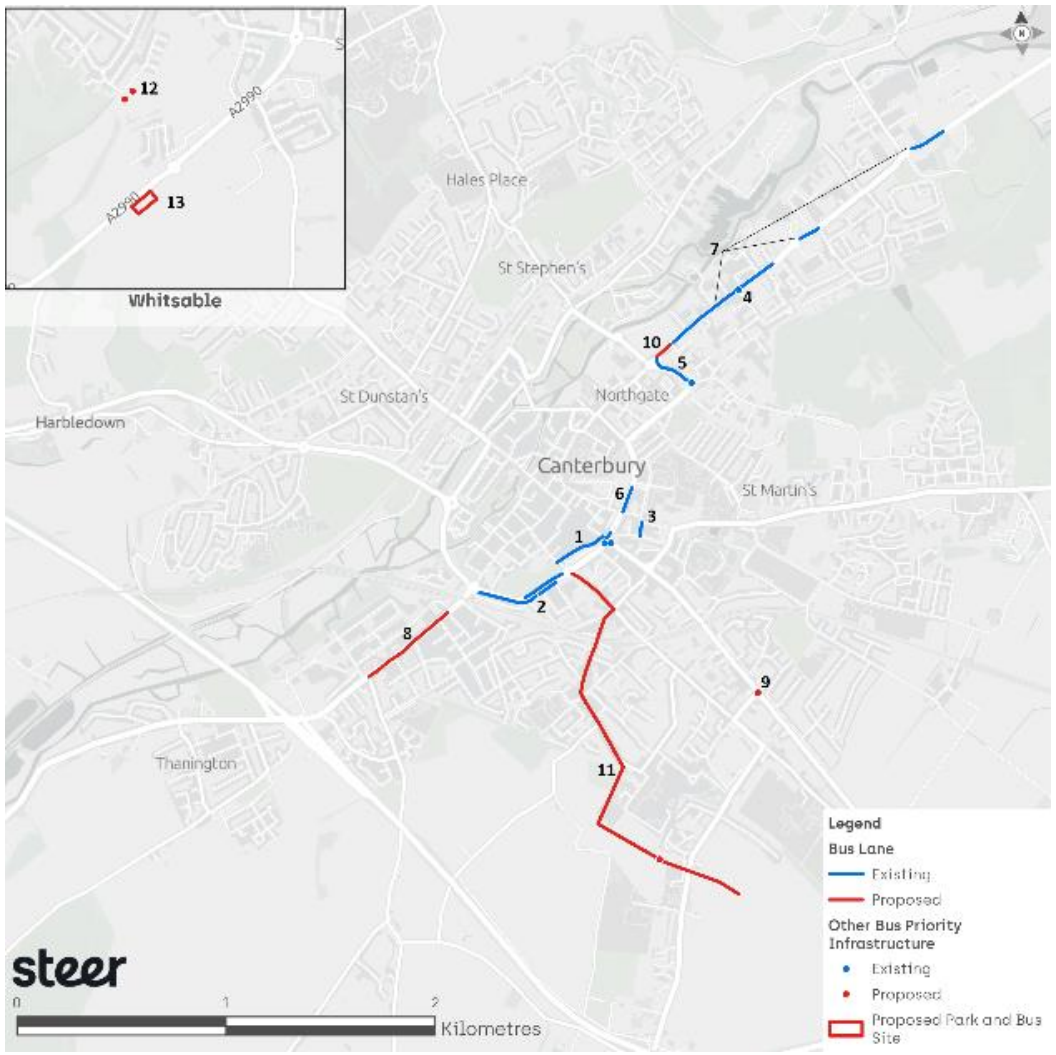
3.14 Park & Ride, the Triangle (including No.4 and No.6), Unibus and No.3 to Faversham show some of the highest patronage levels.

Existing and committed bus infrastructure

3.15 Kent County Council and Canterbury City Council have implemented or committed to implementing a range of bus infrastructure in the district. This is summarised below:

Table 3.5: Existing and proposed bus infrastructure in Canterbury district

Canterbury
Existing schemes
1.St George's Lane: Bus, taxi and cycle only road; Bus priority traffic signals triggered by loop *(not in operation)*
2.Pinhill/Rhodaus Town: Bus lane
3.Lower Chantry Lane: Bus lane
4.Brymore Road: Bus gate (7.30 to 9.30 signed only)
5.Tourtell Road: Bus priority traffic signals to enable bus to turn right at roundabout
6.Broad Street: Bus lane between Lady Wooton's Garden and Burgate
7.Sturry Road: Bus lane between Starle Close and Brymore Road; Bus lane between Brymore Road and Riverdale Road; Bus lane opposite Marshwood Close; Bus lane between Stour crescent & Sturry Road P&R entrance
Proposed schemes
8.Wincheap: Proposed eastbound contraflow bus lane (between Hollow Lane and Tudor Road)
9.New Dover Road (at St Lawrence Road): Bus priority measure associated with South Canterbury development (no detail)
10.Sturry Road: Proposed extension to existing bus lane between Starle Close and Tourtel Road
11. Nunnery Fields/South Canterbury Road/New carriageway around Kent and Canterbury Hospital crossing B2068: Proposed Fastbus on existing highway
Whitstable
Proposed schemes
12.St Andrews Close: Bus gate onto Saddleton Road **13.Whitstable Park and Bus:** Thanet Way between Elgar Avenue and A299 junction



Ticket costs

3.16 Bus ticket fares for the Canterbury area and for routes between Canterbury and adjacent areas are presented below.

3.17 As of September 2023, single journey fares are subject to the **£2 Bus Fare Cap** and therefore limited at £2. This does not apply to return tickets, however return journeys can be made using two single journey fares. The £2 fare is applicable in all cases including concessions.

3.18 Present typical journey fares for journeys within Canterbury and between Canterbury and adjacent areas can be seen in Table 3.6 and Table 3.7.

Table 3.6: Bus fares for using Stagecoach to travel between Canterbury Bus Station and Canterbury Hospital

Ticket Type	User	Time	Price	Availability
Single or Day tickets				
Single	Adult	Off-peak	£1.70	Paper ticket
Single	Child	Off-peak	£1.10	Paper ticket
Single	Child	Peak	£1.60	Paper ticket
Bus Fare Cap Single	Any	Any time	£2.00	E-ticket
Return	Adult	Off-peak	£2.90	Paper ticket
Return	Adult	Peak	£4.20	Paper ticket
Return	Child	Off-peak	£1.50	Paper ticket
Return	Child	Peak	£2.10	Paper ticket
Canterbury DayRider	Adult	Any time	£5.40	E-ticket
Canterbury DayRider Under 19	Child	Any time	£3.90	E-ticket
Uni of Kent DayRider	Student	Any time	£4.10	E-ticket
Combo Day tickets				
Canterbury Flexi 5	Adult	Any time	£21.60	E-ticket
Canterbury Flexi 10	Adult	Any time	£37.80	E-ticket
Weekly tickets				
Canterbury 7 Day MegaRider	Adult	Any time	£18.50	E-ticket
Uni of Kent 7 Day MegaRider	Student	Anytime	£13.90	E-ticket
Longer-term tickets				
Canterbury 28 Day MegaRider	Adult	Any time	£68.10	E-ticket

Table 3.7: Bus fares for using Stagecoach to travel between Canterbury Bus Station and Whitstable

Ticket Type	User	Time	Price	Availability
Single or Day tickets				
Bus Fare Cap Single	Any	Any time	£2.00	E-ticket and paper ticket
Return	Adult, Student, Concession	Any time	£8.70	Paper ticket
Return	Child	Any time	£4.40	Paper ticket
South East DayRider	Adult	Any time	£8.70	E-ticket
South East DayRider Under 19	Child	Any time	£6.20	E-ticket
Combo Day tickets				
South East Flexi 5	Adult	Any time	£34.80	E-ticket
South East Flexi 10	Adult	Any time	£60.90	E-ticket
Weekly tickets				
South East 7 Day MegaRider	Adult	Any time	£30.60	E-ticket
Longer-term tickets				
Canterbury, Whitstable & Herne Bay 28 Day MegaRider	Adult	Any time	£85.80	E-ticket
South East 28 Day MegaRider	Adult	Any time	£110.70	E-ticket
Canterbury Christ Church UniRider (semester 1)	Student	Any time	£159.00	E-ticket
Canterbury Christ Church UniRider (2023-24)	Student	Any time	£214.00	E-ticket

PlusBus tickets

3.19 PlusBus tickets are purchased alongside National Rail tickets and permit unlimited bus travel on services of participating operators (Stagecoach, Regent Coaches and Chalkwell) while the ticket is valid. PlusBus tickets are not valid for the Canterbury Park and Ride service. PlusBus provides this offer for bus services in Canterbury and Sturry. Fares for a PlusBus ticket are presented below.

Table 3.8: PlusBus fares for the Canterbury area

Ticket type	User	Price
Day ticket	Adult	£4.50
Day ticket	Child	£2.25
Day ticket	Railcard holder	£2.95
7-days	Adult	£15.00
Month	Adult	£57.00
Quarter	Adult	£157.90
Annual	Adult	£599.90

Park and Ride

3.20 Park and Ride facilities in Canterbury are summarised below.

Table 3.9: Canterbury Park and Ride facilities

Site	Cost	Service frequency	Operating Hours	Note
New Dover Road 726 spaces	£4.00	Mon-Sat: 8mins Sun: 20mins	Mon-Sat: 7am to 7.10pm Sun: 9:45-5pm	5th journey in a calendar month free for those with ANPR parking account
Wincheap 590 spaces	£4.00	Mon-Sat: 8mins Sun: 20mins	Mon-Sat: 7am to 7.20pm Sun: 9:45-5.30pm	
Sturry Road 558 spaces	Re-open 1st April 2024			

3.21 Park and Ride usage peaked at 612,881 users in 2007 but usage levels declined over the period 2007 to 2019 where prior to the pandemic usage had fallen to 410,679. During the pandemic users fell to a low of 122,017. User volumes for 2022 increased to 205,199.

3.22 2023 total usage is unavailable, however park and ride payments by month between January 2023 and August 2023 show a continued trend for increased use.

3.23 Particular challenges relating to Park and Ride relate to changing working patterns following Covid, with an increase in working from home resulting in changed commute patterns as well as increases in online shopping. Also many of the city centre shops have converted to bars and restaurants which are not used in traditional peak hours, but may require the bus service and the P&R bus service to continue into the evening to support this night time economy. Canterbury's Park and Ride service is also sensitive to seasonal fluctuations, with demand highest in the autumn months.

3.24 Sturry Road closed in July 2022 due to low usage levels but it is planned the site will reopen in April 2024.

Congestion

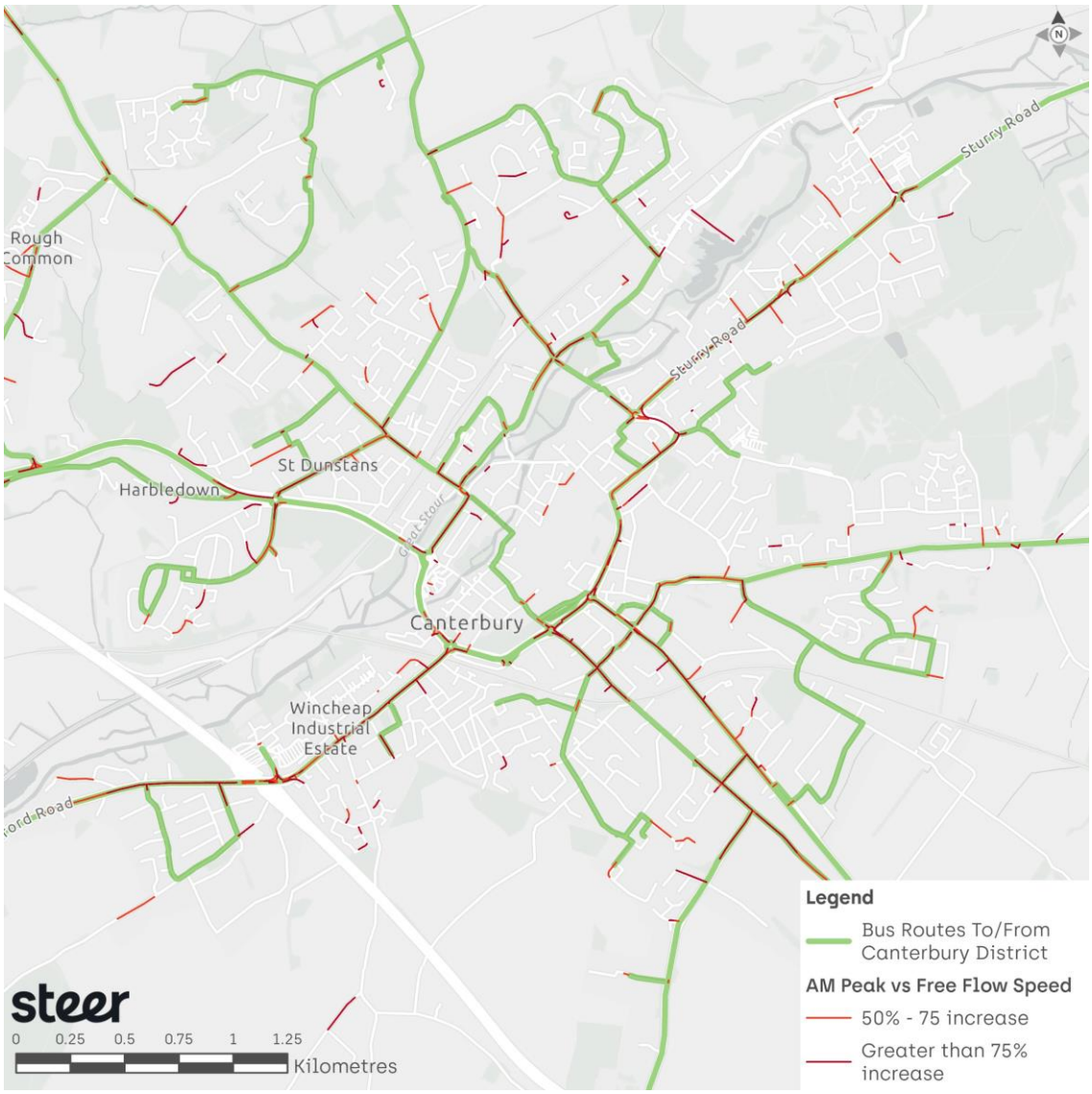
3.25 Canterbury city centre experiences congestion linked to high traffic levels, linked particularly with education (resulting in a relatively short morning peak but an afternoon peak that starts earlier) as well as the constrained road layout of the historic city centre.

3.26 Key congested routes into Canterbury city centre are:

- Sturry Road (A28);
- New Dover Road (A2050);
- St Dunstans St (A290) Old Dover Road;
- Wincheap; and
- St Stephens Road.

3.27 Other congested routes outside these radial connections include the ring road (Military Road, Upper Bridge St, Lower Bridge St, Pin Hill, Rhodaus Town, St Peters Place; Rheims Way); Wincheap; London Road; and A257/St Augustine's Roundabout.

Figure 3.18: Congestion hotspots – Canterbury city centre

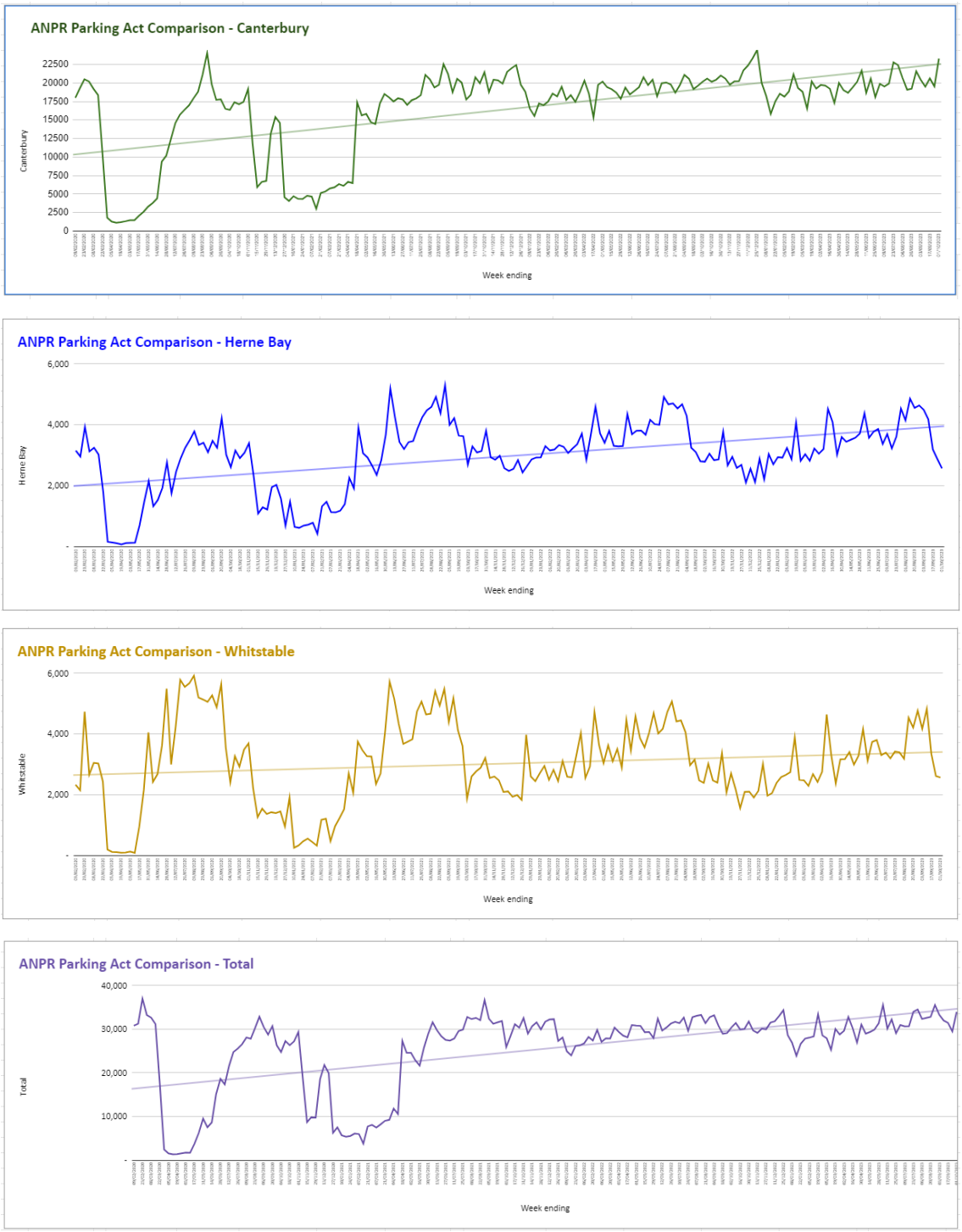


Parking

Usage

3.28 Usage, defined by the number of parking payments, across the district has shown a trend of overall increase between 2020 and 2023. On the 1st October 2023, 33,965 parking payments were recorded overall in the Canterbury District. The level of increase is greatest in Canterbury itself with growth in use happening at a lower rate in Herne Bay and Whitstable.

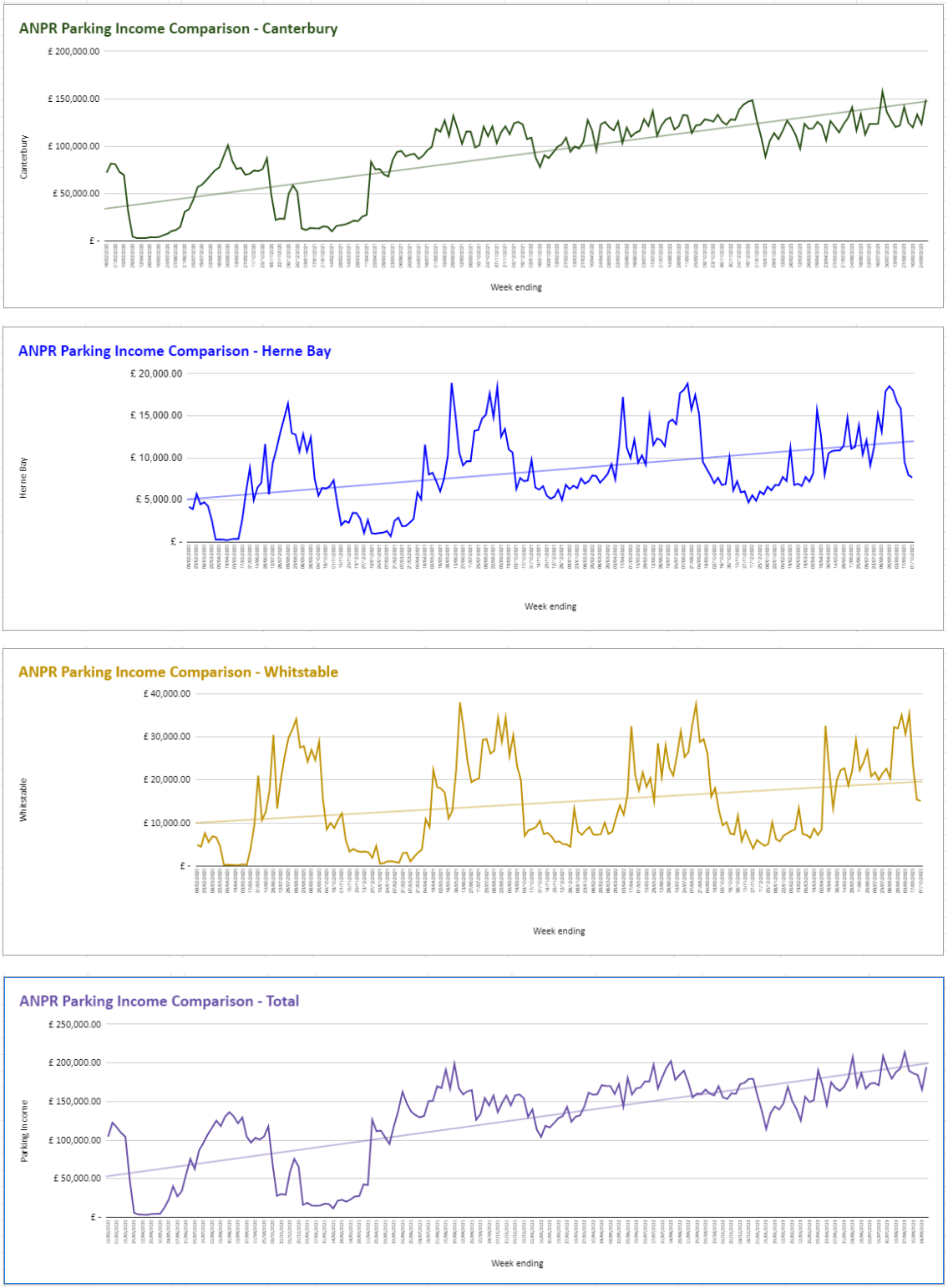
Figure 3.19: Parking payments (2020-2023)



Parking income

3.29 Considering parking income, the trend is also for an increase. Overall across Canterbury district income was £194,606 on the 1st October 2023. It can be seen that parking income in Herne Bay and Whitstable is highly seasonal in nature with peaks during the summer months.

Figure 3.20: Parking income (2020-2023)



Mode share

3.30 Changes in travel patterns and behaviour due to the Covid pandemic resulted in a large change in how, where and when people travel. Comparing travel to work mode share between 2011 and 2021 census data shows how mode share for travel to work changed in the Canterbury district with bus use dropping from 4.9% to 2.9% and a large increase in working from home, rising from 11.6% in 2011 to 30.4% in 2021. It should be noted that the 2021 census was conducted during travel restrictions due to the Covid pandemic thus do not provide a fully accurate picture of post covid travel patterns, however long-lasting impacts continue to be evident.

Table 3.10: Mode share (Census 2021)

Canterbury	Number	Mode share (2021)	Mode share (2011)
Driving a car or van	30,603	46.3%	55.0%
Passenger in a car or van	2,493	3.8%	4.7%
Train	1,537	2.3%	5.0%
Bus, minibus or coach	1,906	2.9%	4.9%
Bicycle	1,105	1.7%	2.7%
On foot	7,145	10.8%	14.7%
Work mainly at or from home	20,109	30.4%	11.6%
Other mode	1,267	1.9%	1.5%
All people aged 16 and over in employment	**66,165**	**100%**	

3.31 Given the changes in when and where people travel, travel to work mode share itself may no longer be as important as an indicator as it has been in the past, with more people being able to work from home, and choosing to travel for other non-work related purposes however more comprehensive, up to date trip data is not currently available.

Trip matrix

3.32 Pre-covid travel-to-work flows (all modes) were explored for those living in the Canterbury district to consider the level of cross-city flows. It can be seen that in 2011 the strongest flows (>750 people) between areas of the district were:

- Herne Bay to Whitstable, East Canterbury, South Canterbury and West Canterbury;
- Whitstable to Herne Bay; and
- North Canterbury to West Canterbury.

Table 3.11: Travel to work flows (2011)

	Herne Bay	Whitstable	East Canterbury	North Canterbury	South West Canterbury	South Canterbury	West Canterbury
Herne Bay	3,882	1,866	1,233	502	300	869	756
Whitstable	777	3,263	605	549	233	683	624
East Canterbury	69	42	866	172	159	414	537
North Canterbury	137	197	528	1,133	220	523	868
South West Canterbury	127	149	434	333	607	888	705
South Canterbury	97	152	454	338	230	1,303	714
West Canterbury	67	132	337	599	156	544	925

Summary of challenges & opportunities - Connectivity

	Opportunities	Challenges
	✓	⚠
Transport Network	Bus is the predominant form of public transport for local trips with limited competition from the local rail network. Improving integrating with rail for regional journeys presents an opportunity. A common interchange point at the bus station provides a known focal point for passengers.	The radial nature of the bus network, focussed around Canterbury bus station and need to interchange results in potential for increased journey times and capacity issues at the bus station.
Peak vs Off-peak services	64% of the population are within 400m of a high frequency weekday bus corridor (5+ buses per hour). 92% have access to a weekday peak service of at least 1 bus per hour.	Evening and Sunday services are much more limited with much of Canterbury's geography served by a service of between 1 and 2 buses an hour at these times.
Journey times & Reliability	Journey time and reliability benefits delivered via improved bus infrastructure, operations and customer experience alongside demand management measures for private car will improve the competitiveness of bus.	Journey time by bus are not competitive with the private car with equivalent bus journeys being ~6-10 minutes longer by bus.
Patronage	Core services in Canterbury have good patronage levels and are now returning to pre-covid levels.	Services outside the core network often show poor patronage making commercial operation more challenging, particularly for smaller settlements.
Infrastructure	There would be expected to be potential for journey time and reliability improvements on corridors in the district where bus priority infrastructure has not been developed to date.	Many of the 'quick wins' in terms of infrastructure have been delivered, meaning remaining improvements will be more challenging to deliver.
Ticketing	The current bus fare cap of £2.00 presents a short-term opportunity for promotion.	A complex range of ticket types may be off-putting to potential passengers.

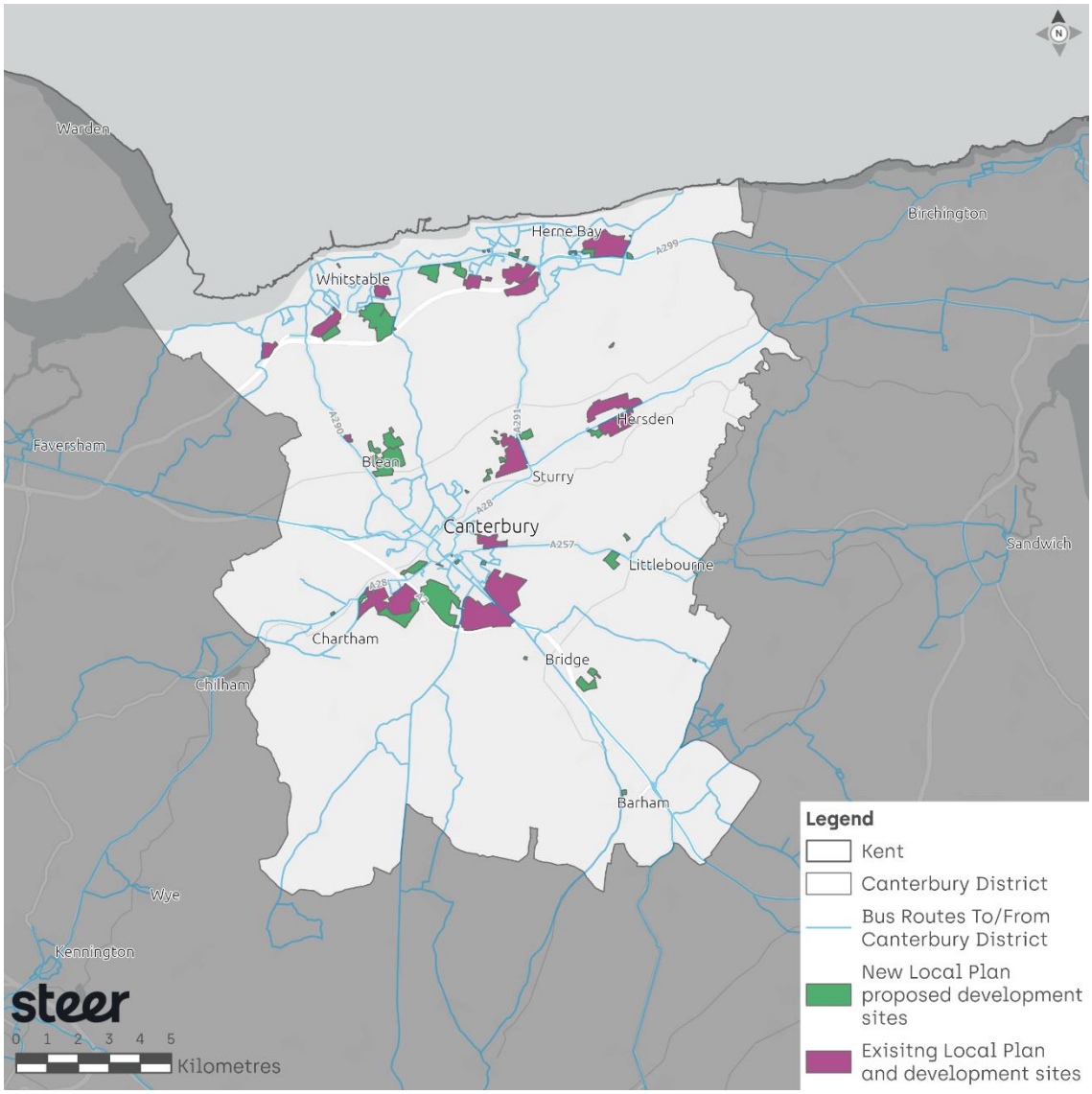
		Future cost increases in the future may deter bus users, especially those on the lowest incomes.
Park & Ride	Plans to re-open Sturry Road Park and Ride provide opportunity to re-capture this market and increase patronage. Recent trends for P&R show increased use. New Park and Ride sites and development of multi-modal hubs presents an opportunity for increased patronage and mode shift.	Park and ride patronage declined even prior to the pandemic. Setting realistic but ambitious targets for P&R use will be challenging. Ensuring P&R activity is captured in mode share targets and monitoring will be a challenge. Park and Ride use shows significant seasonal fluctuations.
Congestion	Potential exists for bus priority to allow bus to avoid congestion on key radial corridors, making journey times more competitive with private car.	Development of bus infrastructure may increase congestion if not implemented in conjunction with a coherent transport strategy that manages private car use.
Parking	Canterbury's city centre parking sites and associated charging policy present an opportunity to manage demand for car travel into the city centre through changes to parking costs.	Parking is a key income stream for Canterbury Council. Impact of reducing supply/demand for city centre parking will need to be considered.
Mode share	Lack of up to date, accurate travel to work mode share suggests this may be an opportunity to consider travel patterns in a more general sense which would better capture current trends in bus use (e.g. including non-work travel)	Current data on mode share (Census 2021) is heavily influenced by the pandemic and associated lockdowns, making a baseline mode share challenging to identify. New post-Covid travel patterns also present a challenge in terms of data collection and monitoring.

Future context

Proposed development sites

3.33 Local Development plans include proposed housing, employment and mixed-use sites on the periphery of key settlements within the district including Canterbury, Sturry, Whitstable, Herne Bay and Bridge.

Figure 3.21: Proposed development sites



3.34 It can be seen that proposed development is concentrated in the south west of Canterbury (around the A2), in Blean and on an east-west axis between Whitstable and Herne Bay.

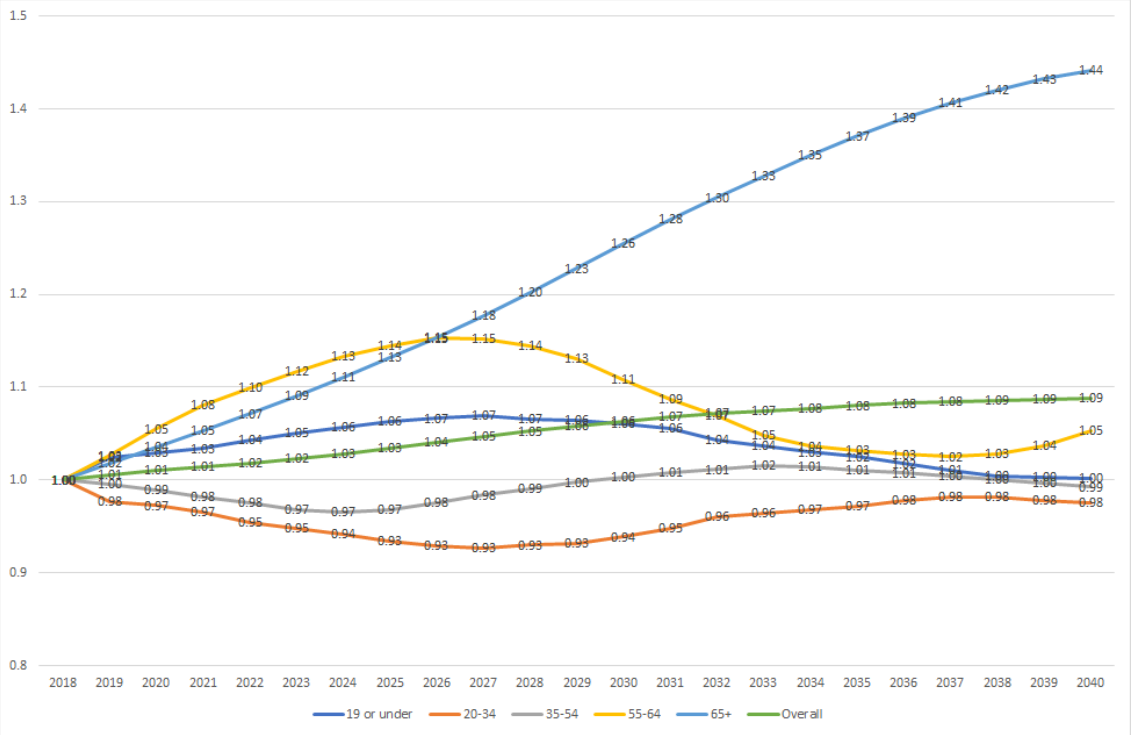
Projected population growth

3.35 The total population growth estimated by 2024 in Canterbury district is 59,821 (CCC local plan) from 2021 baseline of 157,400.

3.36 ONS data indicates population growth in the district will include an increasing proportion of older people. This presents a challenge in terms of providing concessionary services which meet the needs of this ageing population, a reduced pool of non-concessionary users and a

need for services and information that are better able to support those who may have limiting physical conditions.

Figure 3.22: Indexed projected population growth (2018-based subnational population projections, ONS)



Transport improvement schemes relevant to bus

3.37 A range of bus improvements are already proposed in the Canterbury District.

Canterbury
Proposed schemes
Wincheap: Proposed eastbound contraflow bus lane (between Hollow Lane and Simmonds Road)
New Dover Road (at St Lawrence Road): Bus priority measure associated with South Canterbury development (no detail)
Sturry Road: Proposed extension to existing bus lane between Starle Close and Tourtel Road; Proposed extension to bus lane Vauxhall Road to South Street
Nunnery Fields/South Canterbury Road/Newfastbus route from Mountfield Park to South Canterbury crossing B2068 and continuing to city centre on carriageway around Kent and Canterbury Hospital crossing B2068: Proposed fastbus on existing highway
Whitstable
Proposed schemes
St Andrews Close: bus gate onto Saddleton Road Whitstable Park and Bus: A2990 Thanet Way between Elgar Avenue and A290 junction

City Hopper Service

3.38 A city network service was considered in a previous bus strategy for the city in 2002, which included four routes, linking key sites. This included a circular route linking the University of Kent, Canterbury West Station, Canterbury East Station, Bus Station and Hales Place. A circular route also connected the bus station with the Spring Lane Estate, Barton Estate, Kent and

Canterbury Hospital. Two direct links also connected Hales Place and London Road with the Bus Station respectively.

Source: Canterbury Bus Study (2002)

Summary of challenges & opportunities – Future context

	Opportunities	Challenges
	✓	⚠
Proposed development sites	Proposed housing growth and large development sites present opportunities for new bus passengers. Many of these developments are located near existing high frequency corridors, presenting good opportunities to extend existing routes to serve development. New development presents funding opportunities for new bus infrastructure through S106 contributions or CIL	Challenges remain relating to matching service provision with rate of occupation. Limited Stagecoach depot and bus station space presents a challenge in accommodating additional new services.
Projected population growth	Projected population, particularly amongst an older demographic which are traditionally a core segment of the bus market indicates strong potential for increased patronage.	Older age groups have continued to have lingering concerns around Covid resulting in a slower rate of return to bus use.
Transport improvement schemes	A range of transport infrastructure schemes are already planned for Canterbury including proposed Fastbus which would serve developments to the south of Canterbury city centre.	Current proposed schemes are limited in scope. More significant bus infrastructure (in conjunction with operational and customer experience improvements) will be required to enable a step-change in patronage and mode shift to bus.

4 Potential impact

Introduction – the challenge of estimating impacts

4.1 Traditionally, target setting and monitoring in relation to local transport interventions had a great deal of reliance on travel to work data obtained via the national census. This dataset has a large number of benefits – a large dataset that can be analysed against a wide range of variables as well as over a period of time.

4.2 The 2021 census provides the most recent travel to work dataset, however this data was collected during a period of significant travel restrictions due to the Covid-19 pandemic, resulting in results significantly different both from pre-Covid levels and those expected to be prevalent at the time of this baseline report (November 2023). In addition to changes to travel patterns resulting directly from travel restrictions picked up in 2021 census results, the pandemic resulted in longer term impacts on travel behaviour in terms of increased levels of working from home, frequency of trip making and time and purpose of trip making.

4.3 These impacts mean identifying realistic impacts of Canterbury's bus strategy are more changing than they would be pre-pandemic. To consider impacts in a way that is proportionate to the strategy overall, the following has been considered:

- Review of potential impacts of physical, operational and customer experience;
- A focus on potential impacts of City Hopper and DRT services, in an attempt to understand any potential role for these in Canterbury; and
- Comparison of other UK cities with similar attributes to Canterbury to determine what 'good' could look like.

4.4 These inputs have been used to consider potential impacts of implementation of the strategy.

Understanding potential impact

Physical interventions

4.5 Interventions defined by physical infrastructure improvements are shown to decrease journey times and improve reliability of bus services. Implementing continuous bus lane corridors or targeted bus lane interventions at pinch points can improve bus journey times by 20-23% (DfT, 2004), while knock-on impacts to private vehicle journey times are likely to be only marginally affected. Bus service reliability can likewise improve by 12-18% (DfT, 2004). Research by Ben-Dor et al. (2018) shows that implementation of dedicated bus lanes can improve bus patronage by up to 20%. Bus pre-signals can improve journeys times by 6% (ITPS, 2015) while removing or rationalising signals could improve journey times by 2-8% and improve reliability by 13-35% depending on context (Jepson & Ferreira, 1999).

Operational interventions

4.6 Considering operational changes, research shows that streamlining ticketing can lead to notable improvements. Introducing 'tap on - tap off' systems has been shown to increase

patronage by up to 20%, improve journey times by 10% and lead to revenue increases of up to 12.6% (PTEG, 2009). Off boarding the ticketing process has been shown to reduce average passenger dwell times by up to 42% (NACTO, 2017). It is suggested that cheaper fares are likely to result in additional trip generation (DfT, 2004).

'Soft' interventions

4.7 Data from the DfT (2009) showed that implementing a range of 'soft' measures such as improvements to branding and passenger comfort can lead to patronage improvements. The Goldline 66 in Warwick saw overall patronage rise 35.2% after four years, while rebranding in Warrington alongside the opening of a new bus interchange saw patronage increase 14.3% after two years.

Table 4.1: Case studies considering impacts of bus strategy elements

Case Study	Information	Quantified Impact on mode share and/or patronage
Brighton & Hove Council	✓ The Council has supported operators in improving service frequencies, creating value for money fare structures and investing in new buses and customer training. ✓ The Council was allocated £27.9 million by the government as part of its Bus Service Improvement Plan in 2022.	✓ Effective partnership working between Brighton and Hove Council and local bus operators has yielded high bus use numbers in the area, with 167 journeys made per person between 2019-2020 (DfT, 2020).
West Sussex Fastway	✓ Scheme delivered between 2003 and 2006 at a cost of £38 million, involved the construction of a new bus-only link as well widening existing roads with dedicated bus lanes. ✓ Overall customer satisfaction has increased up from 91% in 2004 to 96% in 2008.	✓ Patronage has increased 160% over the first ten years of use. ✓ Average journey times reduced by 9.5 minutes, including waiting times.
Harrogate Bus Company	✓ Premium bus route offering with improved passenger experience on Route 36 between Ripon, Harrogate and Leeds. ✓ Higher service frequency, on board Wi-Fi, USB sockets, and brighter environment. ✓ Survey data has shown that more than 50% of bus passengers on 36 who own a car choose to ride this bus service instead.	✓ Number of passengers using the 36-bus route has almost doubled over a 15-year period.

Benchmark cities

A review was undertaken considering bus more share for historic cities elsewhere in England prior to Covid to consider how Canterbury (both as a city and a district) compared with other potentially similar locations. In 2011, Oxford's built up area had a notably higher bus mode share than other historic cities (16%), which though partly due to high student population may also be attributed to long term policy backdrops that support bus and park and ride use. In this regard, the value of 16% has informed (alongside other variables) aspirational target setting for bus mode share for urban areas in the Canterbury district.

Table 4.2: Travel to work mode share (2011 census) – Built up area

Method of Travel to Work	York BUA	Bath BUA	Lancaster/ Morecambe BUA	Cambridge BUA	Colchester BUA	Canterbury BUA	Oxford BUA
Work mainly at or from home	5%	8%	4%	7%	4%	5%	6%
Underground, metro, light rail, tram	0%	0%	0%	0%	0%	0%	0%
Train	3%	5%	2%	4%	8%	5%	2%
Bus, minibus or coach	**7%**	**8%**	**7%**	**7%**	**7%**	**6%**	**16%**
Taxi	0%	0%	1%	0%	0%	0%	0%
Motorcycle, scooter or moped	1%	1%	1%	1%	1%	1%	1%
Driving a car or van	44%	43%	55%	37%	55%	42%	37%
Passenger in a car or van	5%	4%	7%	3%	5%	5%	3%
Bicycle	13%	4%	5%	27%	5%	4%	16%
On foot	22%	25%	18%	13%	15%	31%	17%
Other method of travel to work	1%	1%	1%	1%	1%	1%	1%
All categories: Method of travel to work	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

5 Case studies

Introduction

5.1 Two intervention types are explored in more detail within this baseline report – City Hopper services, of which were of interest to Canterbury City Council to improve cross city access, and Demand Responsive Services, as a possible way to enhance accessibility outside the traditional bus network.

City Hopper services

5.2 City hopper routes tend to run short routes around a city centre or connect points of interest on the edge of town, such as park and ride, hospitals and universities with local railway stations. They often operate at a high frequency. Operating hours are often limited, often running between 9am and 5pm though examples exist where this is extended operating hours from 7am to 7pm. City hopper services are often free of charge or have a low flat fare of £1 or £2.

Demand responsive services

5.3 In successful applications, Demand Responsive Transport (DRT) schemes can reduce journey times by offering a more frequent service than a fixed route bus in less densely populated areas, as well as offering more point-to-point services. Journey time can increase mid journey for additional pick-ups and drop offs which were booked once a passenger already has boarded a bus, which makes it less dependable when travelling to an appointment or trying to catch a train service. DRT schemes also depend on the number of vehicles and drivers available. When all drivers and vehicles are fully booked, you can't use the service. DRT schemes can offer a higher frequency by being flexible in when they are available to use, rather than fixed to a timetable. Fares are usually kept artificially low to make it attractive to use, but this often leads to the requirement of significant funding to keep the services going. This makes the service unsustainable and vulnerable to spending cuts. A similar or slightly higher fare makes the service more sustainable as it reduces the funding required to keep it running and can unlock investments in the long run.

Table 5.1: City Hopper service case studies

Case Study	Information	Quantified Impact on mode share and/or patronage
Hop! (Leicester)	✓ Free service connecting key city centre sites including rail station, bus station, universities and hospital ✓ The Hop service route is a loop around the city centre of Leicester ✓ It runs a frequency of 6 buses per hour between 8am and 6pm ✓ It uses new electric minibuses (21 seats and wheelchair space). ✓ The scheme is on trial for 18 months and funded by Leicester City Council with £325,000 for service operation and marketing, with the buses funded out of the DfT's Transforming Cities fund (£1 million)	✓ Over 100,000 passengers within 5 months of operation/~1000 passengers per day ✓ As the scheme has been introduced quite recently, no data is yet available on mode share impacts
Free Town Bus (Huddersfield)	✓ The Huddersfield Free Town bus has operated since 2006 and is free of charge ✓ The service runs once every 20 minutes and runs a loop around the city centre connecting Huddersfield Train Station, Bus Station and key city centre locations including the University ✓ Runs from 09:30 to 15:05The service is operated by just 1 bus (A diesel minibus)	✓ The route carries 29,000 passengers per month (2012) ✓ In 2016 it was estimated it would cost £888,000 to operate for 5 years, making the cost £177,600 per annum.

Table 5.2: Demand responsive service case studies

Case Study	Information	Quantified impact on mode share and/or patronage
GO2 Share (Sevenoaks)	✓ The scheme has been introduced in 2020 and is funded through fares and funding from Kent County Council ✓ GO2 got £350,000 subsidy from Kent County Council ✓ The DRT operated by the same company that operates the bus services in the area ✓ The Service makes use of standard minivans with a maximum capacity of 6 people, enabling holders of a standard Drivers' licence to operate the buses. ✓ The service provision is integrated in an app together with the local timetabled bus services, making access to the DRT easy.	✓ According to early data from the app software supplier, bus utilisation increased by 77%, Driver hours' were reduced by 62% and the average time went down from 49 minutes to 11 minutes.
FlexiBus (East Leeds)	✓ Introduced in 2021 in East Leeds for a 3-year trial period ✓ The service is separate from the standard bus operation and requires a special app to access ✓ There is a flat fare of £2 ✓ The service uses specially ordered electric minibuses	✓ The service is being used by 242 passengers per week making 627 journeys. ✓ The buses have a limited range(100 miles), forcing them to go back to the depot to be charged up on a regular basis. ✓ The service costs over £16 per passenger to operate, with an increase to £40 expected due to inflation ✓ 59% of passengers had previously walked or used public transport and 9% had previously used a car. ✓ As the cost is set to increase significantly and not many people are using the service, it has been terminated permanently as of July 2023

6 Stakeholder engagement

Introduction

6.1 A programme of stakeholder engagement was undertaken during the development of the strategy including Partner workshops, a councillor briefing and engagement with DfT and National Highways.

Partner workshops

- **Workshop 1:** Introduced the process by which the bus strategy would be developed, consideration of key challenges and opportunities, vision and objectives and explore customer experience long-listing;
- **Workshop 2:** Operations and Infrastructure long listing;
- **Workshop 3:** Overview of long list assessment and consideration of delivery and feasibility aspects of the shortlisted strategy elements;
- **Workshop 4:** Reporting back on the strategy content with final opportunity for feedback from partners.

6.2 Representatives from Canterbury City Council, Kent County Council and Stagecoach were present. Regent coaches were kept informed of workshop outputs with opportunity to comment as desired.

Councillor Briefing

6.3 A **councillor briefing** was also undertaken at which the draft strategy was presented. Opportunity for comment was provided.

DfT & National Highways

6.4 Informal discussions were undertaken with DfT and National Highways during the strategy development process. DfT indicated interest in seeing the outcomes of the study. National Highways indicated potential to support corridor-based interventions relating to bus shelter infrastructure.

Workshop outputs

6.5 This section highlights the key takeaways from the initial workshops:

Key Challenges and opportunities

6.6 Several challenges were highlighted by the representatives throughout the two workshops, including the poor frequency of late evening bus services (post 7pm). With the evening economy developing in Canterbury, later evening bus services were seen as a missed opportunity to increase patronage.

6.7 A common theme throughout the workshops was the lack of predictability and reliability of the current bus services, causing public perception of services to be poor. The unpredictability of bus services was seen as a particular challenge in Canterbury city centre, where congestion

is often worse and frequent throughout the day outside of peak hours. The lack of reliability in bus services led to there being a desire from all parties to segregate bus from general traffic whenever possible, as well as to disincentivise car usage especially in urban centres to allow bus priority.

6.8 A further challenge relates to potential impacts of changing the current fare cap and how removal of this may change demand and commerciality of some bus services in the district. However, the current fare cap was also noted to be a key opportunity to increase the advertisement of the low bus fares to non-users to potentially raise patronage.

Customer experience

6.9 Several improvements and options were suggested on how to improve customer journeys both on and off the bus. Increased provision of tap on/ tap off ticketing across all operators requires upgrading to allow improved ticketing products. Accessibility at bus stops may reduce some user's ability to travel by bus, therefore improving accessibility at bus stops and the access routes to these especially in rural areas could be a potential opportunity.

6.10 Area guides, tailored to specific locations may increase awareness of bus services in a customer's local area for both bus users and non-users. Alongside this, smart phones and social media allow real-time customer engagement and information to be released in a timelier manner and should be utilised more regularly. An additional improvement to increase awareness of local bus services was to introduce interactive screens in new developments that could show bus information.

6.11 Personal safety both on and off the bus was highlighted as an area which could be improved. Options for improving safety on the bus included reintroducing bus conductors. At bus stops, the success of the Levelling Up Fund proposal was seen as vital to improve the unpleasant environment around Canterbury Bus Station but further improvements may be possible.

Operations

6.12 A number of key operational service improvements were identified in the Canterbury district including:

- Introduction of a 'hopper bus' – A concept involving around 4-5 buses targeting Canterbury residents, which would be a free or low-cost service linking key locations in Canterbury. However, a potential drawback of this service was the high operational cost of minibuses, and it may reduce patronage on other commercial services.
- Disincentivising car usage may help reduce general traffic levels in the city centre with the aim to increase bus journey times. However, many methods such as parking and loading restrictions and car free zones are only as good as the enforcement behind them.
- Removal of the need for each route to terminate at the bus station and creating through routes would reduce the need for overlapping solutions. This would need a greatly enhanced information strategy as the bus station is a key hub in the city.
- New Bus Routes – Stagecoach alongside the university is currently investigating a potential 24-hour bus service.
- Rural Communities – Bus is seen as a vital service for rural communities, but the lack of commerciality of these services provide challenges. Innovative solutions are required to maximise the use of current resources available to help minimise costs. Examples include the use of the Kent Karrier, or to use school buses outside of school hours.

- Park and Ride remains a key priority for Canterbury with an additional P&R site at Wincheap still planned. More innovative solutions may also be required, such as using P&R sites differently to serve local communities as part of a through route.

Infrastructure

6.13 An audit of walking routes and a potential wayfinding strategy were infrastructure solutions to help better equip both tourists and local residents with local knowledge of bus routes and walking routes. A new wayfinding strategy was seen as a potential way to not only increase active travel in the district, but also improve accessibility and information about bus services. Outside of the bus station, bus service information was often perceived to be inadequate.

6.14 Currently, Canterbury Bus Station is operating at full capacity and therefore it is difficult to introduce new routes into the station. Opportunities such as creating through routing bays were suggested to increase capacity. However, any infrastructure changes to the bus station would need to be considered carefully due to potential constraints imposed by English Heritage.

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canterbury city council

Canterbury District

Draft Local Cycling and Walking Implementation Plan 2025-2040

Draft Local Cycling and Walking Implementation Plan

Introduction

This Local Cycling and Walking Implementation Plan sets out the aims and aspirations of the council to increase significantly the number of trips made by walking and cycling within the horizon period of the new Local Plan to 2040. The transport strategy relies on a substantial switch to active travel modes for local trips.

This implementation plan sets out how we propose to achieve that with policies that encourage active travel and a network of route proposals that integrate with existing routes, with key destinations and with planned developments.

Network development

The objective is to progressively develop a coherent network for everyday safe and convenient walking and cycling that promotes the modal hierarchy and identifies and delivers enhancements.

A review by Sustrans of the city cycle network and suggested improvements has been completed as is included at appendix A.

A review by Spokes (The East Kent Cycling Campaign community group) of the cycle network has been undertaken and suggested improvements have been included in the proposed network.

Based on the reviews, we have assessed where there are gaps in the network by identifying amenities and residential areas that are not served by cycle routes.

Routes will follow the guidance set out in DfT LTN 1/20 and will be Coherent, Direct, Safe, Comfortable and Attractive.

Routes will be suitable for wheelchairs, prams and all styles and models of cycles.

Cycle routes will be separated from walking routes where possible; many quieter routes will involve shared use.

Cycle routes will be separated from heavily trafficked and/ or high speed roads where possible; making cycling on the road safe and convenient will be a priority in local neighbourhoods and on roads with less traffic.

We will aim to remove some local vehicular short cuts leaving permeability for cycling and walking. Motor traffic will be encouraged to use main roads so that cycling on quiet streets is encouraged.

Delivery Models

We will seek opportunities for funding bids that prioritise or include active travel.

We will ensure that all new developments are suitably linked to the cycle network and that opportunities to extend the network are funded by developers where appropriate.

Funding linked to developments can be through S278 agreements where the developers undertake the construction, through S106 funding agreements, or by contributions through CIL.

All new developments should have walking and cycling links that are more convenient and more direct than motor traffic routes.
The network proposals maps include routes that will be required to be delivered by strategic developments.
We will put agreements in place with developers to ensure that ownership and maintenance of the routes is either included in their management plans or is handed over to the city council or adopted by Kent County Council with commuted sums for future maintenance where appropriate.

Priority and Infrastructure

The mode hierarchy at an intervention and system level is:

1. **People:** safe and healthy walking routes between home and neighbourhood centres with progressive pedestrianisation at the centres
2. **Bicycles:** safe and easy cycling within neighbourhoods and on routes to school, work and urban centres, segregated wherever possible
3. **Public transport:** increasing access, reliability and connectivity of bus, rail park and ride, and innovative public transport services
4. **Service vehicles:** planned, coordinated and efficient delivery of goods and services to minimise the impact on urban centres, neighbourhoods and congestion
5. **Shared mobility:** infrastructure and systems that reduce the need for private car ownership such as car clubs
6. **Private vehicles:** appropriate levels of access for private vehicles to the regional road network, but generally disincentivising short distance and through neighbourhood individual car journeys

We will design walking routes that are more direct than driving routes, giving priority to pedestrians over all other forms of transport, with dropped kerbs at road crossings;
We will investigate junctions to see if the radii can be tightened to reduce vehicle speeds and make a more direct crossing for pedestrians;
We will add pedestrian push buttons to traffic signals to give pedestrians a safe crossing place;
We will install seats and benches in areas with high concentrations of pedestrians where there is enough space to do so;
We will design cycle routes that are more direct than driving routes, giving priority to cyclists at junctions where possible;
We will add advance stop lines to traffic signal junctions to give priority to cyclists where possible;
We will allow contraflow cycling in one way streets if possible where this improves a route;
We will add red surfacing to cycle lanes on the carriageway to make motorists aware of cycles;
We will install simple hoop style cycle parking for short stay, covered where possible, and cycle lockers or compounds for long stay parking;
We will install and maintain pedestrian and cycle direction signs where the routes are different from vehicular routes;
We will ensure that high quality cycle parking and onward information is provided at transport interchanges;
We will remove access controls from cycle routes where possible.

Environment, Air Quality and Health

The transport strategy proposes a significant modal shift to walking and cycling to improve air quality and reduce congestion. Active travel creates no emissions and therefore improves the air and makes the streets more people friendly and makes towns and cities nicer places to live, which in turn encourages more active travel. The benefits of travelling short distances by walking or cycling are improved fitness, improved mental health and improved air quality all of which save the NHS billions of pounds each year.

Research undertaken by the iConnect consortium for Sustrans suggests that active travel can replace 41% of car trips, saving nearly 5% of carbon dioxide equivalent (CO_2e) emissions from car travel.

Innovation

We will work with an operator to set up and run a cycle and electric cycle hire scheme to link transport interchanges and popular destinations.

A design solution to the last mile of a delivery schedule that removes the need for a vehicle would alleviate much of the congestion and pollution from the city, and if successful could be extended to the coastal towns. Freight transfer stations using small areas of the existing Park & Ride car parks and cargo bikes could be used to replace van deliveries.

Electric bike hire will be included in the cycle hire offer, and we will investigate solar power charging of ebikes.

We will investigate solar powered bollard lighting for rural cycle paths to achieve a balance between the need to light the route to increase its usage, and environmental concerns.

We will ensure that cycle parking includes provision for non standard cycles such as those with trailers, or disability adapted cycles, and that vertical racks are hydraulically assisted. .

We will install public cycle maintenance stands in locations with cycle compounds and shelters.

Information

We will ensure that cycling and walking routes have legible signing and waymarking that is continuous between destinations.

We will ensure that our web-site and our partners web-sites provide up to data and usable information on the cycle route network.

We will work with KCC Highways and Network Management to ensure that cycle routes are considered when planning roadworks.

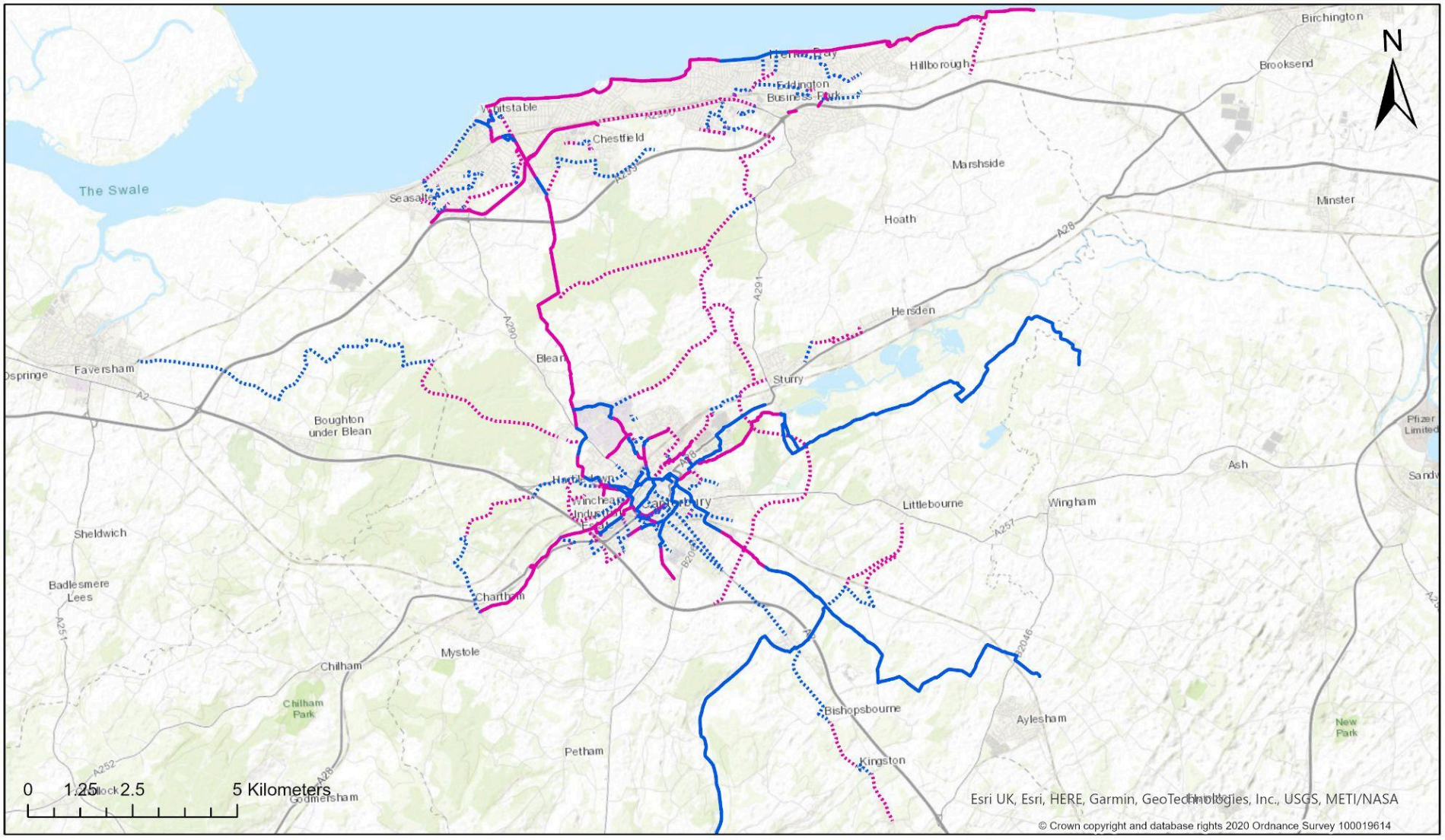
We will seek to install cycle counters on key routes and use the data to track cycle usage.

We will promote cycling through our website

Maintenance and Enforcement

Maintaining walking and cycling routes is essential if the benefits and opportunities for modal shift are to be realised. Routes will have a variety of ‘owners’ with differing maintenance responsibilities including : KCC, CCC, management companies, private landowners with permissive agreements.
Where we have responsibilities and influence (i.e. through the planning process), we will ensure that walking and cycle routes are regularly maintained. Maintenance will include vegetation/tree clearance, repairs to surface defects, lighting, signs and litter/debris clearance and winter maintenance.
When new routes are provided as part of developments, we will ensure that ownership is transferred to either KCC or CCC in an adoptable condition, with appropriate commuted sums.
We will work with the Police and other agencies to tackle anti-social cycle behaviour in locations where cycling is not permitted and where routes are used by non authorised modes e.g. motorbikes

Proposed Routes and Improvements
Proposed routes and improvements are set out in the following tables along with an estimate of the cost and the proposed funding source:



Title: Canterbury District Cycle Route Proposed Network

Scale 1:120,000

Date: 25/08/2022

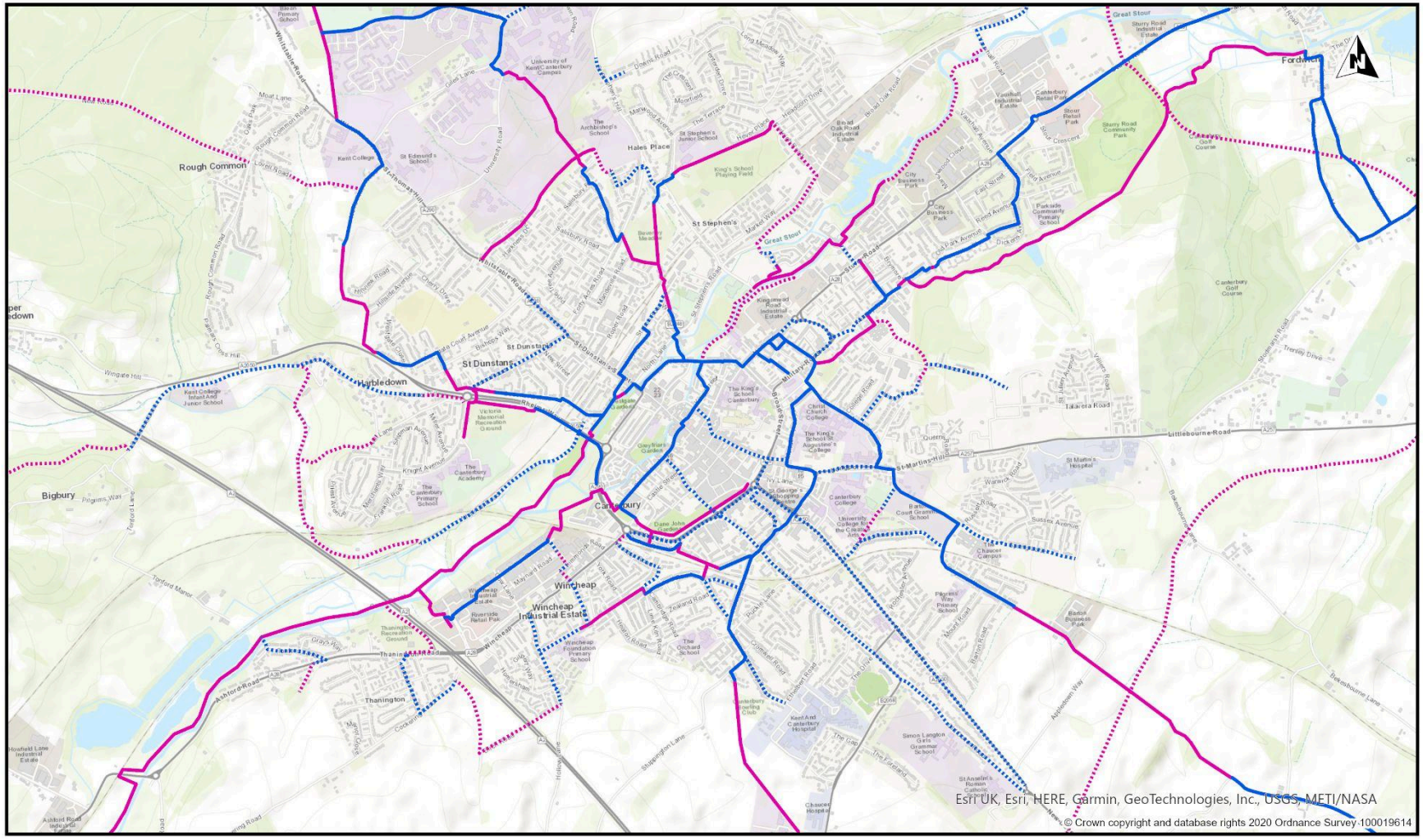
Existing On Road Route

Proposed On Road Route

Existing Off Road Route

Proposed Off Road Route

canterbury city council
Military Road
Canterbury
Kent
CT1 1YW



Title: Canterbury Proposed Cycle Network

Scale 1:25,000

Date: 03/10/2022

Existing On Road Route Existing On Road Cycle Route

Proposed On Road Route Proposed On Road Cycle Route

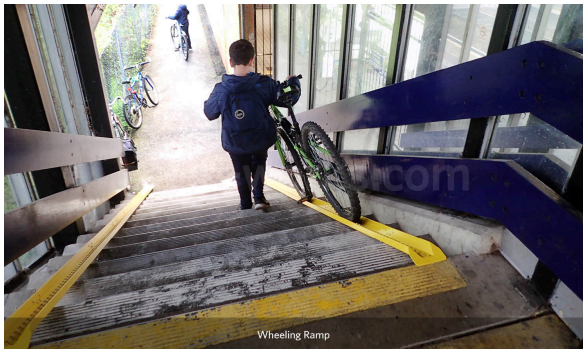
Existing Off Road Route

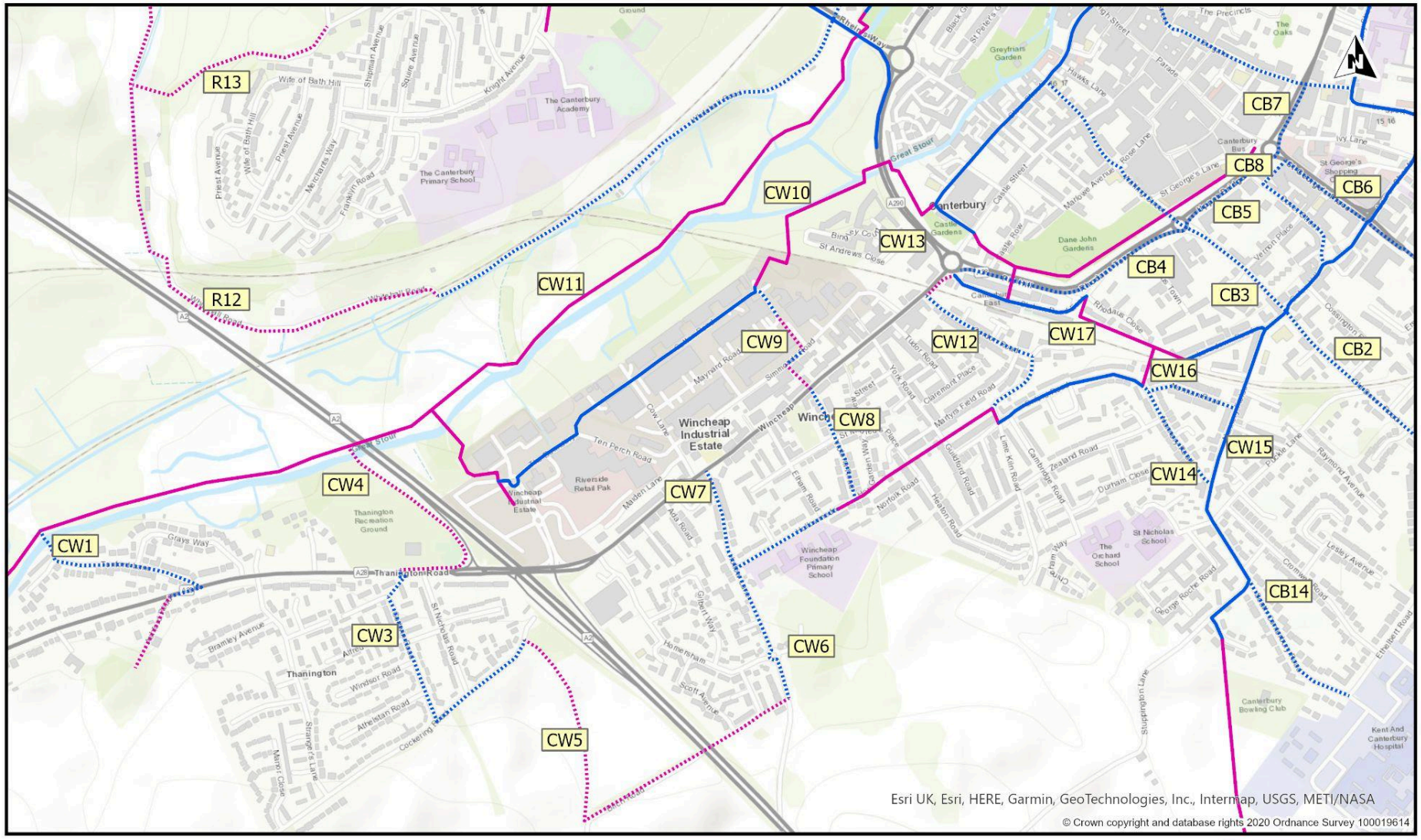
Proposed Off Road Route

canterbury city council
Military Road
Canterbury
Kent
CT1 1YW

Ref	Action	Detail	Est cost	Proposed funding source
	Wincheap Area			
CW1	New cycle bridge at Tonford Lane to replace existing stepped bridge and connect Thanington to the Great Stour Way path	The approaches on both sides to the existing bridge are not suitable for cycles or wheelchairs/ prams. It may be possible to retain the bridge deck and replace the steps with a zigzag ramp.	£250,000	S106 South west Canterbury developers
CW2	Ashford Road Thanington, new toucan crossing to connect new developments to Tonford Lane.	Walking/ cycle links are proposed from the new developments which will join A28 Ashford Road at the access to the community centre. A new toucan crossing with cycle lanes on carriageway or widened footway will connect to the new bridge at Tonford Lane	£150,000	S106 South west Canterbury developers
CW3	Change existing pelican crossing to toucan and widen footpath link to Godwin Road	This will link the wider Thanington area to the Neighbourhood centre and onwards on a traffic free route to Canterbury or Chartham	£70,000	S106 South west Canterbury developers
CW4	New cycle bridge from Thanington Neighbourhood centre to Great Stour Way path and new shared link path round grounds		£350,000	S106 South west Canterbury developers
CW5	New cycle paths through Thanington strategic developments to be provided by developer	The detail of this will emerge through the planning process	n/a	S278
CW6	Traffic calming on Hollow Lane to encourage cycling	This would discourage traffic from using this route as a shortcut.	£100,000	S106 South west Canterbury developers

CW7	Modal filter at Hollow Lane south of junction with Hollowmede	 Example of a modal filter	£10,000	S106 South west Canterbury developers
CW8	New cycle crossing Victoria Road to Cooper's Lane and improvements to Cooper's Lane	This would provide a safe link from the residential area of Wincheap to the retail estate, and to the existing route at Cotton Road via the link at CW9	£150,000	Existing developer funding
CW9	Widen existing footpath link Jackson Road to Simmons Road and provide lighting	This provides a shortcut alternative to the roads in the retail estate.	£25,000	CIL
CW10	Illuminate existing cycle route	The existing route from Wincheap retail estate through Bingley Court and adjacent to the city wall is not illuminated, and off putting to cycle in darkness.	£25,000	CIL
CW11	Illuminate existing cycle route	The existing Great Stour Way route is not illuminated and not inviting to cyclists after dark. The illumination can be via solar powered, proximity detection low level bollards or solar studs	£100,000	CIL
CW12	New shared route on footway	Cycling to be permitted on the southern footway of Wincheap to link Simmonds Road to the existing cycle link at Station Road East.	£30,000	S106 South west Canterbury developers

CW13	Replace the roundabout with traffic signals with separate cycle and pedestrian stages		£500,000	S106 South west Canterbury developers
CW16	Improve wheeling ramp at steps over railway. It is not possible to replace the steps with a ramp as the gradient would be too steep, but the existing ramps on the steps on both approaches can be replaced by a more accommodating design		£5000	CIL
CW17	Improve access to station by opening gate on London bound platform - needs consent from Network Rail	This would make the station directly accessible from the west for pedestrians and cyclists.	£20,000	S106 South west Canterbury developers
CW18	Improve surface and lighting at Hop Garden Way		£20,000	CIL
CW19	Provide ramp from Great Stour Way to existing cycle route on footway at Rheims Way	This needs to be further investigated to ensure that it is technically feasible	£100,000	CIL



Title: Canterbury West Proposed Cycle Network

Scale 1:10,000

Date: 25/08/2022

Existing On Road Route
Proposed On Road Route
Existing Off Road Route
Proposed Off Road Route

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Military Road
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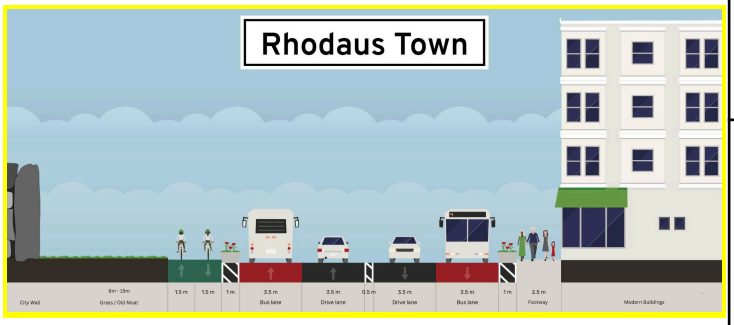
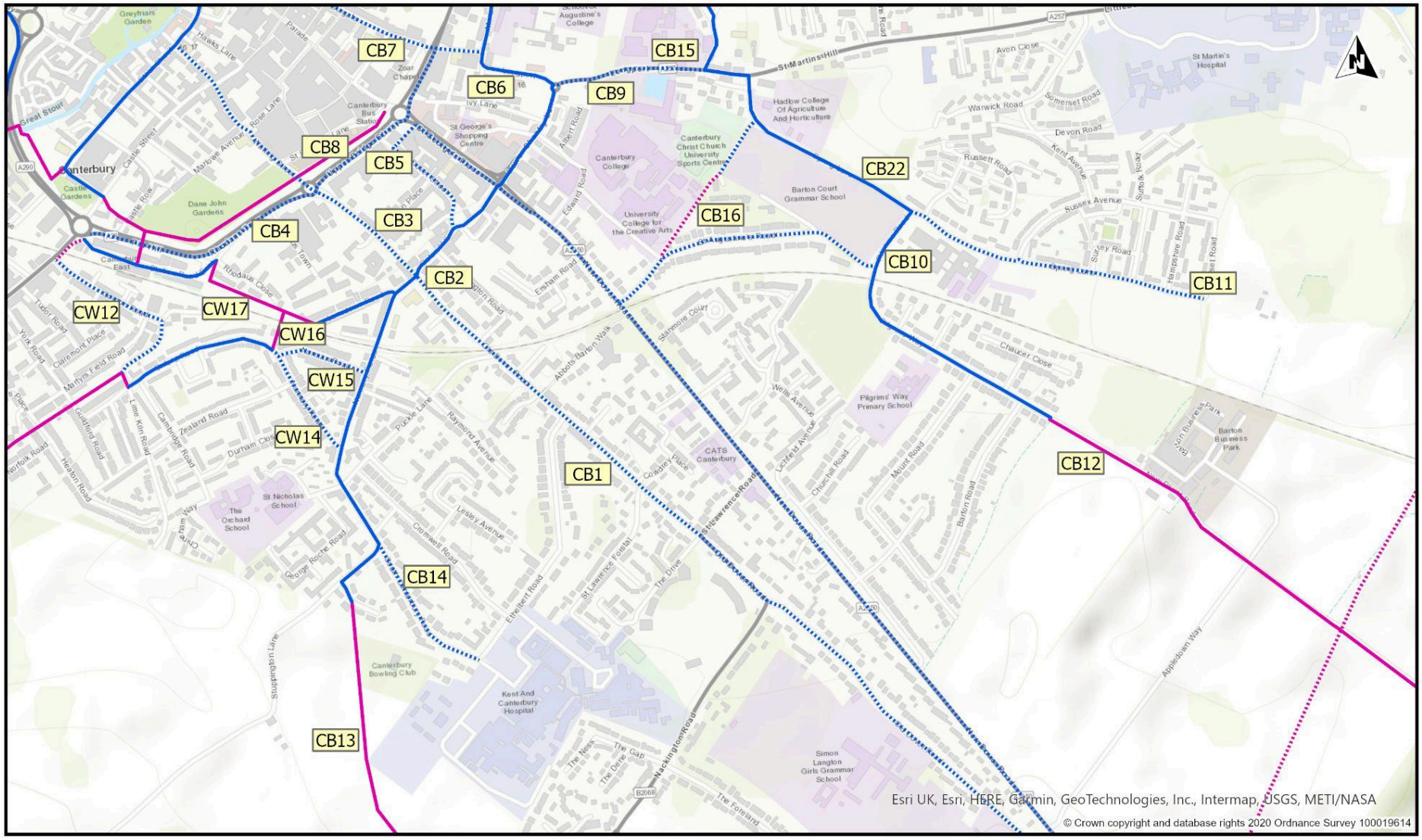
Ref	Action	Detail	Est cost	Proposed funding source
	Barton Area			
CB1	Modal filter at Old Dover Road. May need to be controlled by CCTV. This reduces vehicular traffic to those needing access only. Remove parking to provide cycle lanes.	This is proposed between the junctions of Ethelbert Road and Cowdrey Place and will remove a significant volume of vehicular traffic to make the road safer for cycling. It can be enforced with ANPR cameras to allow access for certain classes of vehicle if required. Removal of on street parking will enable the provision of cycle lanes	£50,000	CIL
CB2	Add advance stop lines and approach lanes to all approaches to traffic signals. Add straight through pedestrian stages to signals	At present pedestrians can only cross the junction in stages, and only one push button crossing is available at Old Dover Road (north). An all red vehicular stage would allow pedestrians to cross in any direction. Cycle lanes can be marked through the junction to highlight the cycle route	£50,000	CIL
CB3	Replace the roundabout with traffic signals with separate phases for pedestrians and cyclists		£500,000	CIL
CB4	Remove one lane of traffic in each direction to provide a segregated cycle route	This is set out in the transport strategy and illustrated below	£250,000	CIL
CB5	Remove one lane of traffic in each direction to provide a segregated cycle route		£250,000	CIL
CB6	Remove one lane of traffic in each direction to provide a segregated cycle route		£250,000	CIL

CB7	Provide signalised route through roundabout	This might consist of providing a cycle lane around the circulation area of the roundabout (Dutch style) or constructing cycle lanes through the central island of the roundabout.	£500,000	CIL
CB8	Improve walking link through Bigglestones Link and allow cycling. This will require the consent of the landowner	The road has highway status to the rear of the properties in Upper Bridge Street and is used for rear access and bin storage. Its appearance could be improved greatly to make it an attractive walking and cycling link. At its eastern end, along the flank wall of the cinema, the land is in private ownership.	£50,000	s106/CIL
CB9	Improved cycle link Longport to Burgate to be provided by KCC as an Active Travel scheme	Active Travel tranche 2 approved scheme to be constructed in 2023/24	n/a	KCC/ DfT
CB12	Illuminate existing off road cycle route	The route is not illuminated and not inviting to cyclists after dark. The illumination can be via solar powered, proximity detection low level bollards or solar studs	£100,000	CIL
CB14	Remove some parking and narrow the carriageway to add new cycle lanes and improve junction with the hospital road	This route will also link with the fast bus route and green corridor from Mountfield park so a more visible cycle infrastructure will be necessary.	£50,000	S278 from existing south Canterbury allocation
CB15	Install traffic signals with cycle stage at junction	The junction of Longport/ North Holmes Road is very difficult for cyclists with very little road space to add cycle lanes. Separating cyclists on a separate phase will give them sufficient road space to use the junction with confidence.	£250,000	S106
CB16	Surface off road path link to St Augustine's Road and Canterbury College and convert pelican crossing at New Dover Road to toucan crossing	When converted to a toucan crossing this route will link to the new cycle lanes on New Dover Road to be installed by the Mountfield development (CB17)	£100,000	CIL
CB17	Cycle lanes on New Dover Road to be provided by developer		n/a	S278 from existing south

				Canterbury allocation
CB18	Improve existing route at St Martin's Hill	The existing route crosses from North Holmes Road to Spring Lane along St Martin's Hill and would be improved by reducing the speed limit, installing traffic calming, widening the eastern footway and providing greenery.	£100,000	CIL
CB19	Improvements to existing route to clarify 2 way cycling at Old Ruttington Lane	The existing cycle contraflow lane is narrow and subject to poor compliance. Waymarking would improve the information for cyclists travelling with flow.	£20,000	CIL
CB20	Link to development site at Howe Barracks to be provided by developer	At Chaucer Road east of crown court	n/a	S278 from existing Howe Barracks allocation
CB21	Link through proposed development site to be provided by developer	Land at Military Road is scheduled for redevelopment and cycle links to be provided as part of works, exact alignment unknown	n/a	
CB22	Traffic calming and improvements to existing route on Spring Lane	Improvements to improve the conspicuity of the cycle route	£50,000	CIL
CB23	Add vibraline to existing cycle lanes on both approaches to traffic signals.	The suggestion from Sustrans was to add vertical segregation to the existing cycle lanes in Upper and Lower Bridge Street. However, the lanes for vehicles are tight and it is likely that HGVs will overrun. Vibraline will provide a modest vertical separation that can be detected by motorists.	£5,000	CIL
CB24	Tighten junction radii to reduce width of carriageway for pedestrians	At Oaten Hill Road junction with Dover Street, and permit 2 way cycling in existing one way street	£50,000	S278 from existing south Canterbury allocation
CB25	Add cycle symbols to carriageway and	At Oaten Hill	£100,000	CIL

	traffic calming			
CB26	Add signing to clarify cycle right turn, remove on street parking to extend cycle lane.	At Nunnery Fields junction with Lansdown Road	£1,000	CIL



Title: Canterbury South Proposed Cycle Network

Scale 1:10,000

Date: 25/08/2022

Existing On Road Route

Proposed On Road Route

Existing Off Road Route

Proposed Off Road Route

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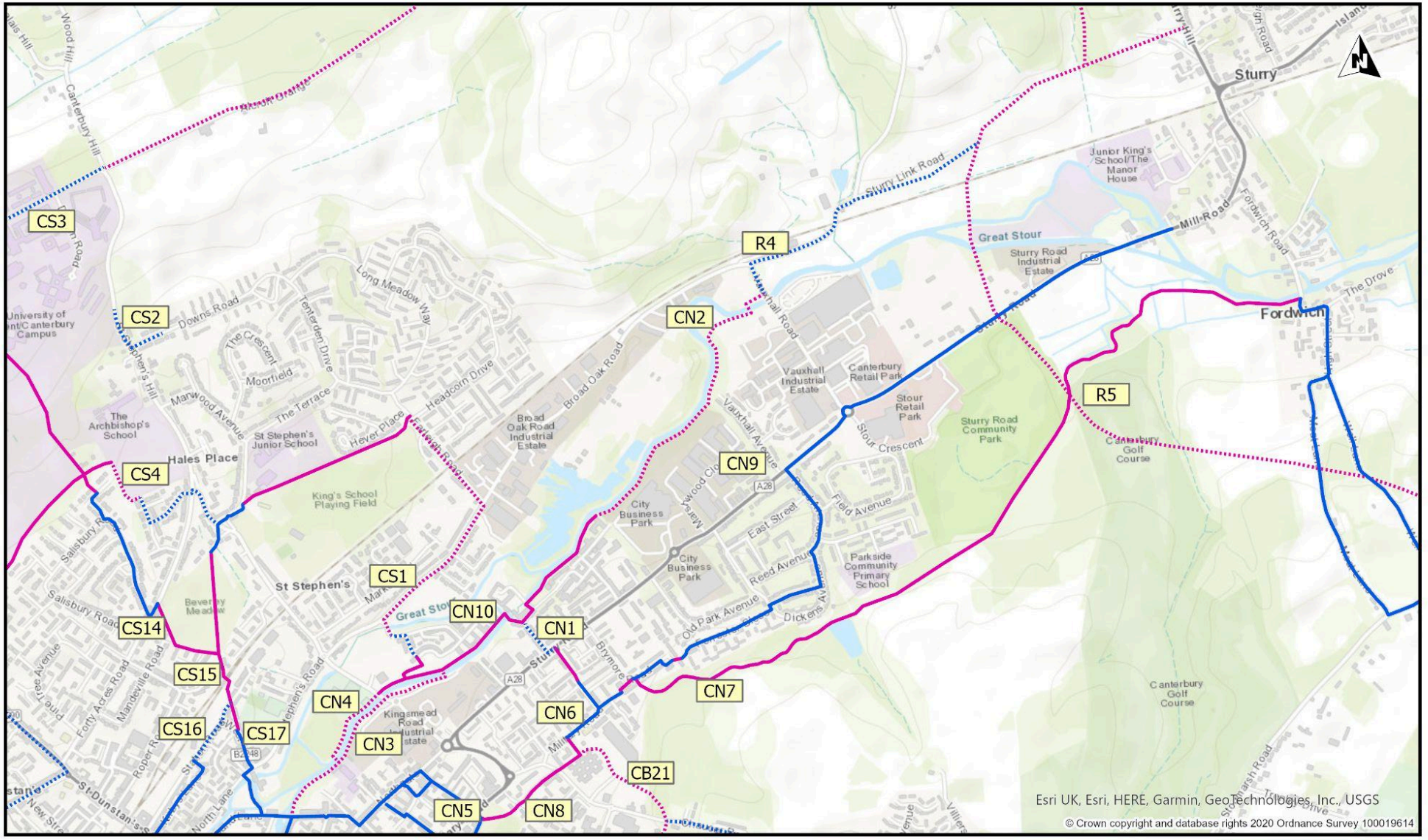
Ref	Action	Detail	Est cost	Proposed funding source
	Northgate area			
CN1	Provide new link via Barton Mill Road and new cycle stage at traffic signals	This will enable an important link from the Brymore estate to the riverside path	£100,000	CIL
CN2	Extend riverside route to Vauxhall Road	Off road route as part of longer Canterbury to Sturry route	£150,000	CIL or AT4
CN3	Widening and improvements to existing riverside path Kingsmead to St Radigunds	Completed December 2022	£150,000	S106 from Riverside development
CN4	Widen and improve existing link to leisure centre	This would provide a direct cycle route to the rear of the leisure centre	£50,000	CIL
CN5	Add cycle contraflow to New Ruttington Lane, Union Street and Union Place	This would give cyclists options for a more direct route	£5,000	CIL
CN6	Remove parking and add cycle lanes to carriageway	This is also being considered as a Sustrans Quietway project	£1,000	CIL or AT5
CN7	Access improvements and waymarking to both ends of footpath link	This link adjacent to the Northgate ward community centre and the Brymore archive building is the start of the Fordwich off road route and would benefit from improvements to raise its conspicuity	£5,000	CIL
CN8	Improvements to cycle paths on both approaches to toucan crossing	Both New Ruttington Lane and Old Ruttington Lane have narrow cycle paths on the approaches to the toucan crossing	£20,000	CIL / LUF
CN9	On road link between Riverside route and Sturry Road cycle lanes. Convert existing pelican crossing to toucan crossing	Once the riverside route is extended to Vauxhall Ave, this will provide a useful link to Sturry Road and to Reed Avenue.	£100,000	CIL
CN10	Add ramps to existing 2 sets of steps to	This would provide links up the residential roads	£50,000	CIL

	provide wheeled accessibility	in the Stonebridge Road development		
CN11	Cycle lanes on Military Road and Tourtel Road	This requires removal of road space to provide high quality segregated cycle lanes in both directions on both roads	£250,000	CIL
CN12	Provide signalised route through roundabout	A segregated route through the roundabout will be required to give cyclists priority or replace the roundabout with traffic signals	£500,000	CIL
CN13	Provide signalised route through roundabout	A segregated route through the roundabout will be required to give cyclists priority or replace the roundabout with traffic signals	£500,000	CIL
CN14	Permit contraflow cycling	At the minor arm of Broad Street approach to the A28 Military Road	£500	CIL



Title: Canterbury East Proposed Cycle Network

Scale 1:15,000

Date: 25/08/2022

Existing On Road Route
Proposed On Road Route
Existing Off Road Route
Proposed Off Road Route

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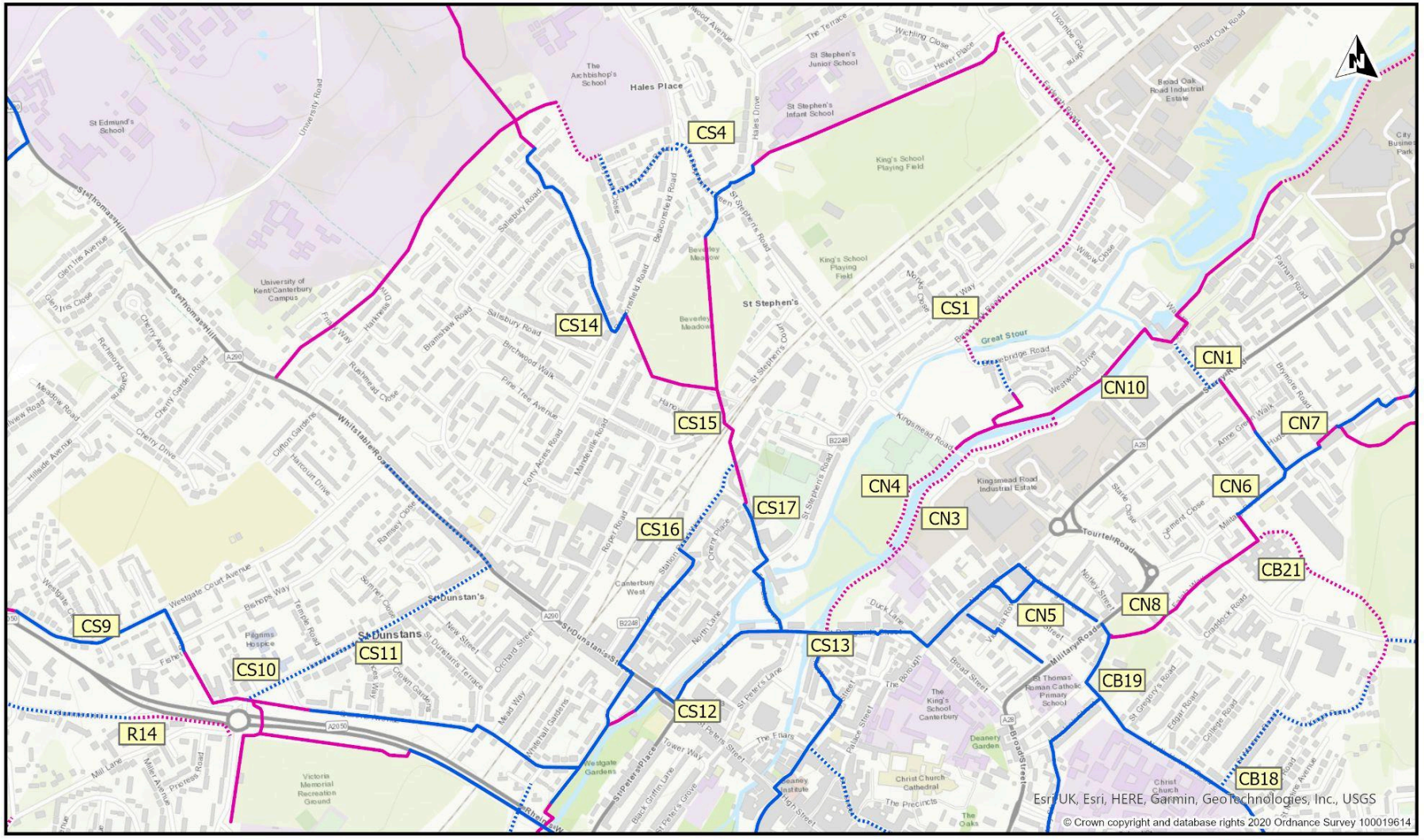
Ref	Action	Detail	Est cost	Proposed funding source
	St Stephens and St Dunstan's area			
CS1	Widen footway in Farleigh Road and Broad Oak Road to provide 2 way cycling. Toucan crossing at Broad Oak Road	The western footway of Farleigh Road and southern footway of Broad Oak Road can be widened by removal of the grass verge to provide a shared cycle link to Stonebridge Road. A toucan crossing will be required close to the junction with Farleigh Road	£200,000	S106
CS2	Install traffic signals and advance stop line at junction with Downs Road. Allow cycling to be permitted on footway up to University of Kent cycle storage facility	This will create a link between the large residential area of Downs Road/ Hales Place and the University. Traffic signals will also benefit the bus service	£250,000	CIL
CS3	On road link to Alcroft Grange	This requires consent from the landowners, but no further works.	n/a	
CS4	Surface and illumination to existing bridlepath to provide a link from UoK to Stephenson Road with cycle contraflow to mini roundabout and traffic calming on link to St Stephen's Road	The bridlepath is well used by pedestrians and cyclists but consists of trodden earth and is difficult to cycle on. Geometric changes to the roundabout's splitter island will be needed to accommodate a cycle crossing and traffic calming to St Stephen's Hill to link to Hales Drive	£200,000	CIL
CS5	Waymarking to Park Wood Road and cycle lanes on carriageway	This will require consent of UoK as landowner	£1000	CIL
CS6	Investigate narrowing carriageway and widening footway/ cycle lanes	The existing segregated paths are narrow and difficult for cyclists to pass without straying into the pedestrian side.	£50,000	CIL
CS7	Widen and surface existing path link from Neals Place Road to Lovell Road	This will require consent of landowners and conversion of a public footpath to cycle track	£100,000	CIL

CS8	Widen existing path	The length of route to the west of houses in Hillview Road is constrained. It would be possible to widen the path on its western side using land in CCC ownership	£50,000	CIL
CS9	Improve existing route with wayfinding, cycle lanes and lower speed limit	Westgate Court Avenue to Fisher Road	£20,000	CIL
CS10	Improve link to toucan crossing. Remove barrier and better wayfinding on minor road	There is scope to widen the footpath which links Fisher Road to London Road	£5,000	CIL
CS11	Improvements to existing route. Widen path and better wayfinding/ highlighting of route.	Include modal filter to remove through traffic in Queen's Avenue	£50,000	CIL
CS12	Modal filter to remove through traffic in Pound Lane at its western end		£5,000	LUF
CS14	Remove parking, widen footways and install table junction to provide better crossing area	Beaconsfield Road: short length of carriageway between the path adjacent to the former railway line and St Michael's Road. This requires cyclists to turn left then right in the carriageway at present	£100,000	CIL
CS15	Investigate "Share with Care" length of path and removal of barriers	At Hackington Place	£1000	CIL
CS16	Widen existing path and footway by using land to north of existing footway to Canterbury West station	This would create an important link from the station to University and residential areas to the north. It would enable the creation of an integrated transport hub at the station.	£100,000	CIL
CS17	Reduce carriageway width and widen footway/ cycle path at Station Road West	Add kerbed level difference between footway and cycle path. Improve pedestrian/ cycle crossing point on North Lane. Add cycle symbols to carriageway at The Causeway.	£150,000	CIL
CS18	Rationalise parking and add cycle lanes to	Westgate Court Avenue	£1,000	CIL

	carriageway			
CS19	Install segregated cycle lane by reducing carriageway width and reducing footway width to 2.0m	London Road	£100,000	CIL
CS20	Sign cycle route on local roads to existing toucan crossing	Clifton Road and Harcourt Drive	£500	CIL
CS21	Existing 20mph street. Add cycle symbols to carriageway and cycle lanes where width allows	St Dunstan's Street and Whitstable Road	£500	CIL
CS22	Widen footway to incorporate width of temporary bollards	At lower St Dunstan's Street	£50,000	Active travel funding



Title: Canterbury North Proposed Cycle Network

Scale 1:10,000

Date: 25/08/2022

- Existing On Road Route
- Proposed On Road Route
- Existing Off Road Route
- Proposed Off Road Route

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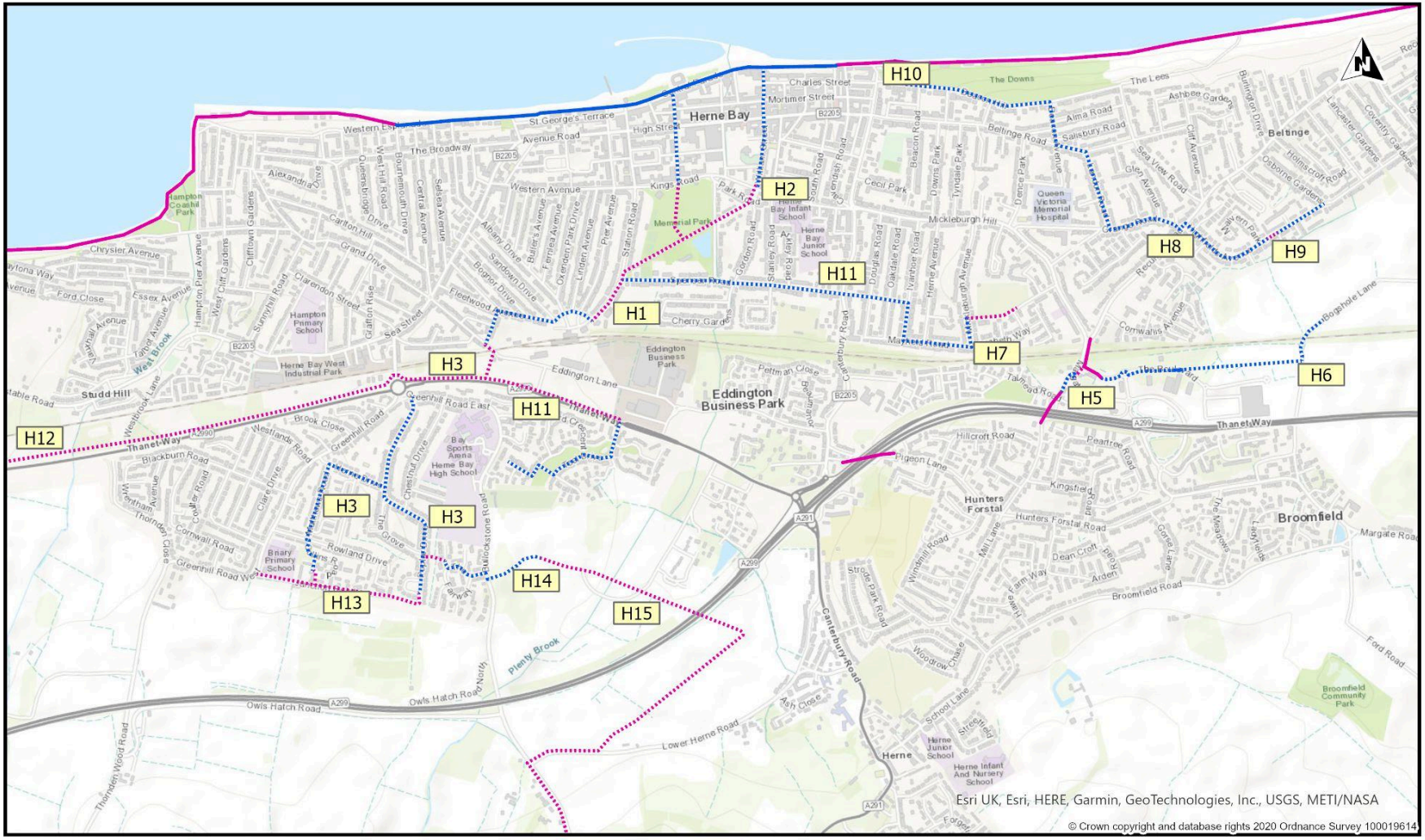
Cycle Strategy Herne Bay schemes

Ref	Action	Detail	Est cost	Potential funding source
H1	Station to sea front. Active Travel scheme providing a widened footway at Station Road, a signed route through Memorial Park and contra flow cycling on Richmond Street	This scheme is programmed for completion in early 2024	£100,000	KCC/ DfT active travel funding (ATE3)
H2	Memorial Park to sea front via Station Chine and a contra flow on William Street.	This links the station to the memorial park to the leisure centre and town centre.	£250,000	CIL
H3	Link from Greenhill strategic development to station	The scheme uses local roads in Greenhill and a new link to existing toucan crossing, a widened shared path on the northern footway of A2990 and a widened path adjacent to allotments to Cobblers Bridge Road. Widened footway for shared use on Cobbler's Bridge Road and signed route via Cross Street, potentially with modal filter at its junction with Fleetwood Avenue. Scheme is partially funded by the Greenhill developer and scheduled for construction 2023/24	£150,000 £100,000	S106 from existing Greenhill allocation +CIL
H4	Modal filter at Central Parade to remove through traffic. Included in Active Travel scheme	Programmed for completion in early 2024	n/a	Active travel 3 scheme
H5	Safety improvements at Margate Road to provide a link from Herne and Broomfield via Mill Lane to Albert Hugo Friday bridge.	Permit cycling on the western footway or create traffic calming measures on the carriageway to highlight the presence of cyclists	£50,000	CIL or developer
H6	Link from The Boulevard through new development to Hillborough		n/a	Hillborough development
H7	Surface Thundersland Road path to link two residential areas	This will link Mickleburgh Ave to Burton Fields.	£50,000	CIL
H8	Cycle crossing at Reculver Road with tightened junction radii at Grange Road and Highfields	Signed route on residential roads provides a link to sea front via H10	£100,000	Hillborough development or CIL

	Avenue to link Beltinge to eastern Herne Bay.			
H9	Link Highfields Avenue to Churchill Avenue by widening the link path to permit cycling.	This links two residential areas and will provide an alternative to Beltinge Road which is more heavily trafficked	£25,000	Strategic development or CIL
H10	Off road path from Beacon Hill to sea wall via Kings Hall		£25,000	CIL
H11	Canterbury Road at its junction with Spenser Road.	Tighten junction radii and install toucan crossing to link two residential areas	£150,000	CIL
H12	Cycle path on A2990	Widen the northern footway of A2990 Thanet Way to provide a shared facility from the existing toucan crossing at Flamingo Drive to the footpath at H3	£200,000	Existing developers or CIL
H13	Cycle path on A2990	Widen northern footway of A2990 Thanet Way Chestfield to Greenhill including suitable side road crossings	£350,000	LTP funding or CIL
H14	Junction Road	PRoW to be surfaced for shared use by developer. Provides links to H3 and to Briary Primary School	n/a	Existing strategic developer
H15	Link from Poplar Drive to new development at Randall Way via path to The Fairway and new cycle crossing facility at Bullockstone Road		£150,000	Existing strategic developer/ CIL
H16	Indicative route through former Golf Course development and link through Strode development to new footway/ cycleway on Bullockstone Road		n/a	Existing strategic developer
H17	Off Road route from Braggs Lane to East Blean Woods to join Crab & Winkle existing route.	This will require hard surfacing of existing paths and road crossings at Thornden Wood Road and Radfall Road with measures to warn motorists to be aware of cycles.	£500,000	AT4

H18	Existing path to be shared with additional signage and new dropped kerbs	Bullockstone Road north of Randall Way.	£1500	Existing strategic developer/ CIL
H19	Traffic calming to on road route to link Greenhill to cycle path at Bullockstone link road and new development	Bullockstone Road between Owls Hatch Road (North) and Bridge over A299.	£100,000	Existing strategic developer
H20	Link from Molehill Road to Owls Hatch Road	To be provided by strategic development at Greenhill . This will require traffic calming and/ or shared use of the footway on Thornden Wood Road to enable cyclists to cross over A299.	£50,000	Existing strategic developer
H21	Road crossing on Reculver Road from Albert Hugo Friday bridge to connect with new shared path on Mickleburgh Hill (H22) 	An indirect route is available using the Thanet Way underpass at Mill Lane and the recently constructed Albert Hugo Friday bridge to reach Beltinge from Broomfield. Wayfinding on local roads will then be needed.	£50,000	CIL

H22	Reallocate road space (2.5m for two-way) on Mickleburgh Hill as a segregated shared cycle path up to Grange Road (H23)	 Two-way cycle lane, Bristol Picture: Sustrans	£200,000	CIL
H23	H5,H21, H22, H23, H8, H1 all link together to make a route from Herne to Kings Hall.	Reallocate and mark path at Grange Road to be shared path which will link up to Landon Road	£5,000	CIL



Title: Herne Bay Proposed cycle Network

Scale 1:18,000

Date: 25/08/2022

Existing On Road Route

Proposed On Road Route

Existing Off Road Route

Proposed Off Road Route

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Military Road
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Kent
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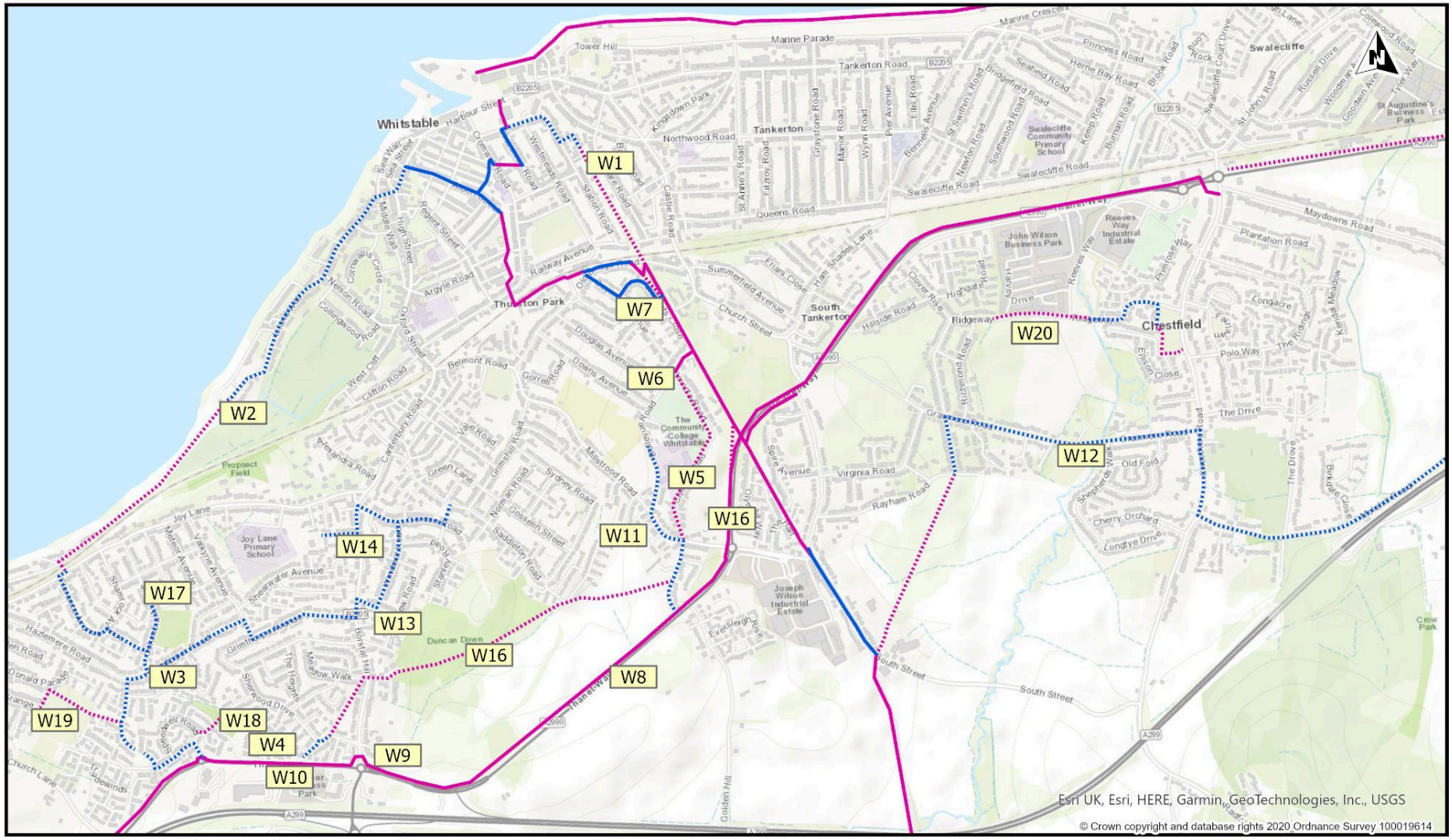
Cycling Strategy Whitstable schemes

Ref	Action	Detail	Est cost	Potential funding source
W1	Extension of Crab and Winkle cycle route on railway embankment and on road to link to existing route to the Harbour.	The scheme includes bridges over Old Bridge Road and railway line, Teynham Road, and an on-road link at The Sidings and Station Road	£3,500,000	Active Travel 4 bid + S106 from developer
W2	Off road route Admiralty Walk to Island Wall.	This requires consent from Network Rail to use land on northern side of railway line to construct a path behind the sea wall. Route uses the sea wall through the caravan park to Island Wall.	£500,000	CIL
W3	On road route linking Joy Lane to Estuary View via Speedwell Road.	Signing and wayfinding only	£500	CIL
W4	Existing path on northern footway of A2990 Thanet Way to be widened and improved for shared use	Some lengths of this are complete. This action includes adding crossing points at side roads as necessary	£500,000	LTP/ CIL
W5	Ramp from northern footway of A2990 to Invicta Way	This would provide a link down the embankment from the road bridge over the cycle path	£250,000	S106 funding from proposed strategic development/ CIL
W6	Link from Clifford Road to Invicta Way to be improved	This link requires widening and clearing to become usable	£15,000	CIL
W7	Link from Old Bridge Road to All Saints Close to be improved (pedestrian link only)	The existing path requires widening and clearing as well as lighting to encourage its use by pedestrians	£10,000	CIL
W8	Cycle crossing at roundabout A2990/ Whitstable Heights development	A cycle crossing needs to be marked out between the existing dropped kerbs at the splitter island.	£15,000	S106 funding from proposed strategic

				development
W9	Cycle crossing at Borstal Hill	A toucan crossing on the northern arm of the roundabout to enable cyclists to continue on the northern footway of Thanet Way	£150,000	CIL
W10	Cycle crossing at Long Reach	A toucan crossing on the western arm of Long Reach roundabout to enable cyclists to cross north to south	£200,000	CIL
W11	Belle Vue Road junction with Millstrood Road.	Tighten up the junction and provide a footway on the northern side of the junction with a table junction treatment to improve the crossing for students at secondary school.	£200,000	CIL
W12	Crab and Winkle cycle route at South Street to Greenhill via Brooklands development site, Grasmere Road and Molehill Road	This route provides an off road/ lightly trafficked road connection to Greenhill from the existing off road Crab and Winkle route and would require a formal crossing point on Chestfield Road	£500,000	S106 funding from proposed strategic development
W13	Cycle lanes or widened footway on Borstal Hill to link Grimthorpe Ave to Pierpoint Road to link the residential areas either side		£100,000	CIL
W14	Cycle lanes or widened footway on Borstal Hill between Gordon Road to Vulcan Close to connect residential area to school.	With tightened junction radii at Gordon Road and cycle zebra just south of Vulcan Close	£250,000	CIL
W15	Link Road from Borstal Hill to Joy Lane.	Close at Borstal Hill except for cycles.	£5,000	CIL
W16	Long Reach Close to Clifford Road via CW19, Meadow Walk, Borstal Avenue , off road to Golden Hill, and Millstrood Road.	Much of this is in private ownership and only unsurfaced footpaths at present	£500,000	CIL
W17	Improve existing link from Britannia Avenue to Columbia Avenue by surfacing the path (not in public ownership)		£25,000	CIL

W18	Sheppey View to Trilby Way link	Widen existing path or create a new one to link 2 residential areas.	£50,000	CIL
W19	Nightingale Avenue to The Grange.	Provide a new path round Mariner's View ground to create a link between 2 residential areas.	£100,000	CIL
W20	The Ridgeway to John Wilson Business Park including an off road link at Chestfield recreation park		£100,000	CIL
W21	Church Lane Seasalter	It is proposed to close this road and divert traffic through a new development to Seasalter Lane. This will leave Church Lane with very low traffic flows.		Developer



Title: Whitstable Proposed Cycle Network

Scale 1:18,000

Date: 25/08/2022

- Existing On Road Route
- Proposed On Road Route
- Existing Off Road Route
- Proposed Off Road Route

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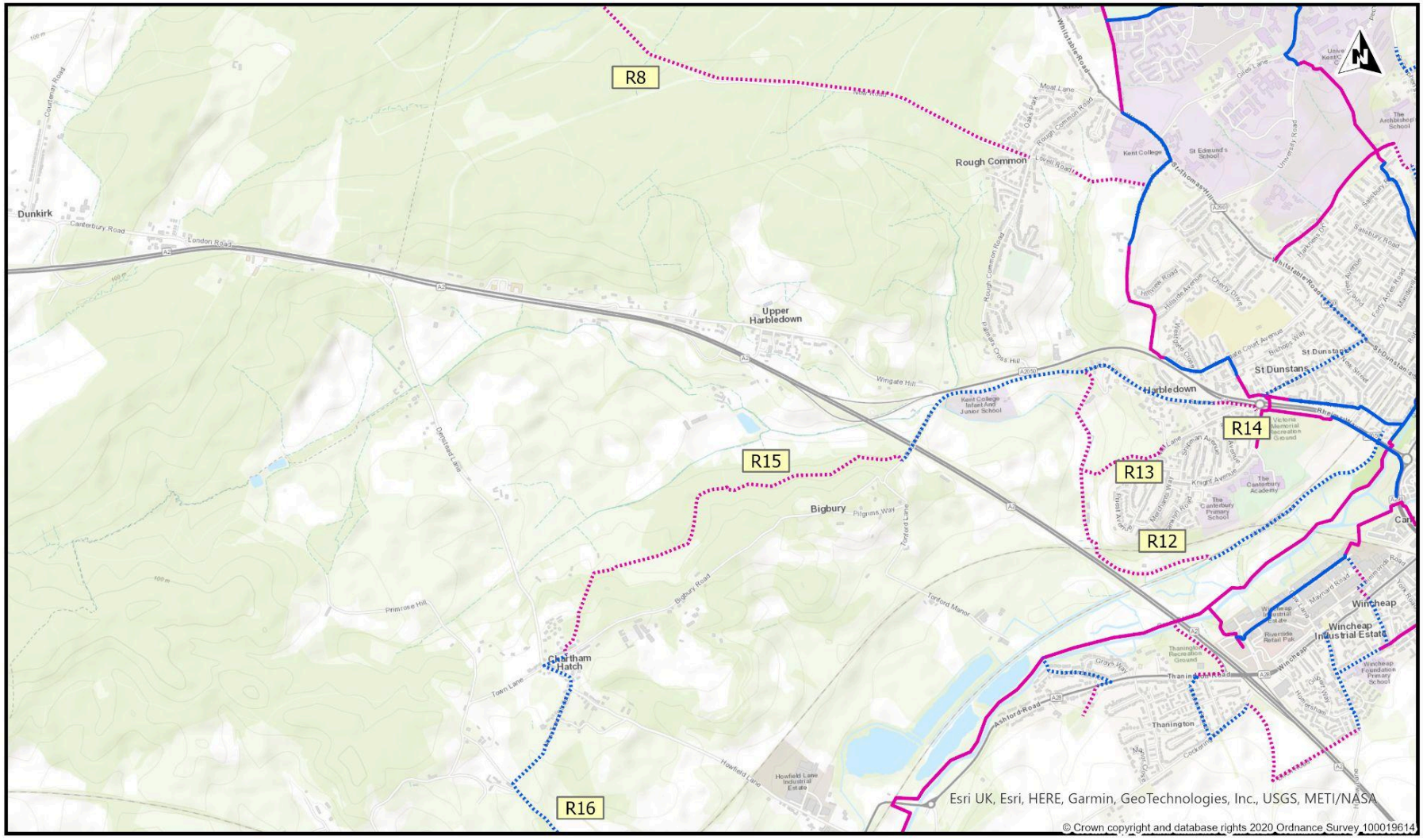
Cycle Strategy Rural schemes

Ref	Action	Detail	Est cost	Potential funding source
R1	Off road route from existing Crab 7 Winkle cycle route to Braggs Lane Herne Bay (Ref H17).	Requires surfacing and safe crossing points at Hackington Road and Thornden Wood Road	£500,000	CIL/ AT4
R2	Alcroft Grange Road to Herne Bay via Mayton Lane.	This is linked to the route above and may alter depending on the proposed reservoir. Consent required from landowners at Alcroft Grange Road	£250,000	CIL/ S106 funding from reservoir development
R3	From Sturry link road through strategic development sites to Broad Oak village and link to Mayton Lane		£100,000	S106 from existing strategic allocation/ CIL
R4	Extension of riverside route to Broad Oak level crossing	R4, R3 and R2 all link together to make a route to Herne Bay via Braggs Lane and Bullockstone Road	£250,000	CIL/ future active travel bid
R5	Widen and add lighting to existing route (Sustrans bid)	Existing Fordwich route to be improved	£1,000,000	CIL/ Sustrans
R6	Bridge to Barham via Kingston.	Requires 3rd party consent and surfacing of off road route Bishopshbourne to Kingston, and acquisition of land to complete Kingston to Barham route	£350,000	CIL
R7	Mountfield strategic development to Bridge to be provided by developer		n/a	S106 from existing strategic allocation

R8	Canterbury to Faversham off road route through RSPB Blean woods	This links to the NCR1 at Neal's Place Road and requires consent of landowners to permit cycling on footpaths.	£350,000	CIL
R9	Hersden to Sturry. Requires 3rd party land and surfacing of verge at Babs Oak Hill		£350,000	S106 from existing strategic development and CIL
R10	Littlebourne to Patrixbourne off road route link to Adisham Road.	Requires 3rd party consent and surfacing	£350,000	CIL
R10a	Alternative off road section			
R11	Off road link to Oyster Bay trail. Requires 3rd party consent and surfacing		£150,000	CIL
R12	Off road link to Harbledown requires 3rd party consent and surfacing.	This route includes an uncontrolled level crossing Which will therefore need consent from NR	£150,000	CIL
R13	Alternative link to Mill Lane requires surfacing and vegetation clearance		£100,000	CIL
R14	Off road link to Harbledown	Widen footway between Mill Lane and Summer Hill and reduce radius of junction at A2050	£50,000	CIL
R15	Off road link Harbledown to Chartham on the North Downs Way national trail.	Requires landowner consent and some surfacing	£100,000	CIL
R16	Chartham Hatch to Chartham	Signed on road route. Requires cycle contraflow in Station Road and traffic signals at the junction with A28.	£200,000	CIL



Title: Canterbury West Rural Proposed Cycle Network

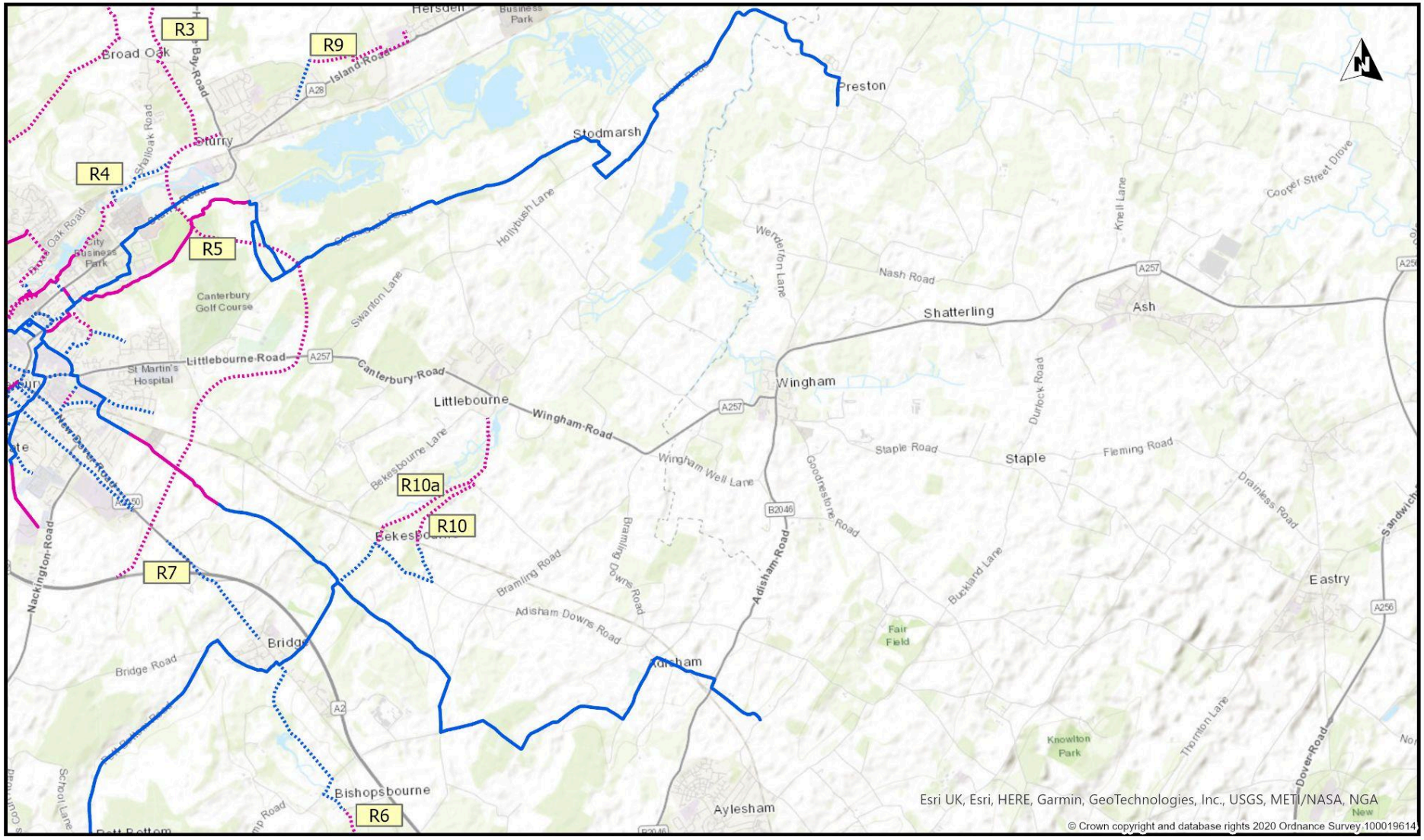
Scale 1:24,000

Date: 03/10/2022

Existing On Road Route
Proposed On Road Route
Existing Off Road Route
Proposed Off Road Route

canterbury city council

Military Road
Canterbury
Kent
CT1 1YW



Title: Canterbury East Rural Proposed Cycle Network

Scale 1:60,000

Date: 03/10/2022

Existing On Road Route

Proposed On Road Route

Existing Off Road Route

Proposed Off Road Route

canterbury city council

Military Road
Canterbury
Kent
CT1 1YW

Glossary

ATE4	Active Travel England	Active Travel England is the government's executive agency responsible for walking, wheeling and cycling
AT4	Active Travel Tranche 4	Funding bid for strategic cycle routes
CCC	Canterbury City Council	
CIL	Community Infrastructure Levy	Development contribution to infrastructure schemes to benefit the area.
DfT	Department for Transport	
KCC	Kent County Council	
LTN	Local Transport Note	Advice/ best practice publication from DfT
LTP	Local Transport Plan	KCC's statutory document which sets the strategy for the management, maintenance and development of the county's transport system.
LUF	Levelling Up Fund	The government's investment programme which aim to level up communities
S106	Section 106 of the Town and Country Planning Act 1990	This allows a local planning authority to enter into a legally-binding agreement or planning obligation with a landowner as part of the granting of planning permission. The obligation is termed a section 106 agreement.
S278	Section 278 of the Highways Act	This is a section of the Highways Act 1980 that allows developers to enter into a legal agreement with the Highway Authority to make permanent alterations or improvements to a public highway, as part of a planning approval.