

DRAFT

CANTERBURY DISTRICT TRANSPORT STRATEGY





Contents

1. Introduction	3
2. Background	4
3. Policy context.....	7
4. Overview.....	9
5. Bus.....	10
6. Active travel.....	12
7. Rail improvements	14
8. Park & Ride.....	15
9. Accessibility	16
10. Strategic development sites.....	17
11. Incremental approach to implementation.....	18
12. Short term 2025 to 2030.....	19
13. Medium term 2030 to 2035.....	20
14. Long term 2035 to 2040.....	23
15. Whitstable and Herne Bay	25
16. Highway infrastructure schemes	26
17. Measuring success	28

1. Introduction

- 1.1 The vision of the transport strategy to support the Local Plan is 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.
- 1.2 This vision is in line with national policies and will support our declaration to tackle climate change.



2. Background

- 2.1 The current Canterbury District Transport Strategy was written to support the current Local Plan and was adopted in 2017. It set out targets for mode shift to accommodate planned growth up to 2031 and measures that would accomplish this:

Mode of transport	2011 census mode share figures	2011 mode share	2031 target mode share	% change
Driving a car or van	36,080	55.0%	42.3%	-23.1%
On foot	9,626	14.7%	18.0%	22.7%
Bicycle	1,750	2.7%	4.0%	50.0%
Bus, minibus or coach	3,197	4.9%	6.5%	33.4%
Train	3,252	5.0%	6.5%	31.2%
Working mainly at home	7,592	11.6%	14.0%	21.0%
Passenger in car or van	3,106	4.7%	6.5%	37.3%
Other	1,017	1.5%	2.2%	42.0%
Total	65,620	100%	100%	

The progress of these targets can be measured against the 2021 census:

Mode of transport	2011 mode share	2021 mode share	Difference between 2011 and 2021 mode share	2031 Target mode share	Difference from target
Driving a car or van	55.0%	46.3%	-8.7%	42.3%	+4.0%
On foot	14.7%	10.8%	-3.9%	18.0%	-7.3%
Bicycle	2.7%	1.7%	-1.0%	4.0%	-2.3%
Bus, minibus or coach	4.9%	2.9%	-2.0%	6.5%	-3.6%
Train	5.0%	2.3%	-2.7%	6.5%	-4.2%
Working mainly at home	11.6%	30.4%	+18.8%	14.0%	+16.4%
Passenger in car or van	4.7%	3.8%	-0.9%	6.5%	-2.7%
Other	1.5%	1.8%	+0.3%	2.2%	-0.4%
Total		100%		100%	

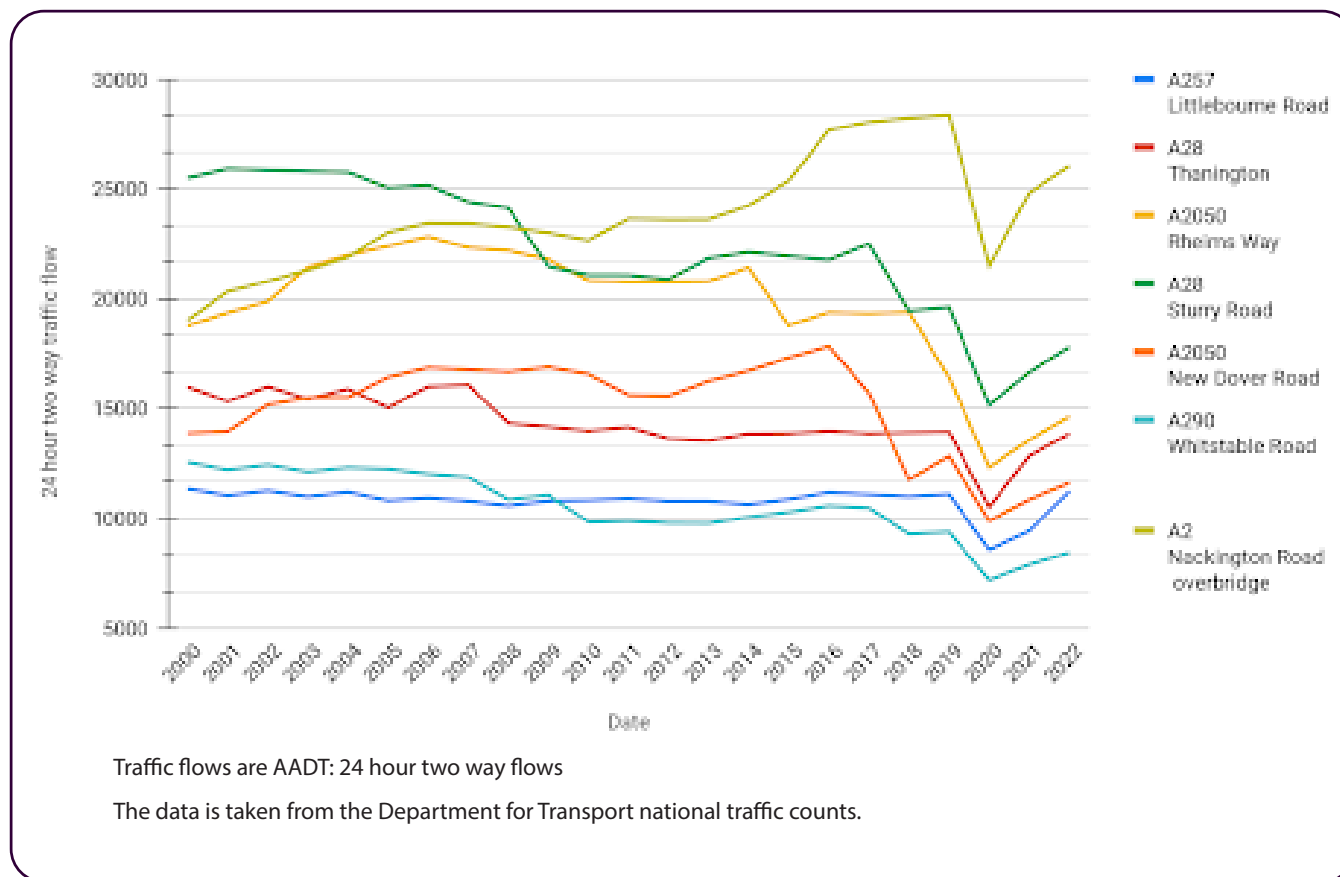
2.2 The journey patterns from the 2021 census are skewed from the survey having taken place 12 months after the first lockdown was imposed. However, many of the travel habits that were adopted during the lockdown periods still

pertain today. More people work from home, and fewer people drive or use public transport or active travel. This means that progress is being made towards the targets set in the previous transport strategy, but only because there are fewer trips overall.

2.3 The chart shows flows of traffic per day on each of seven key routes into the city. It can be seen that traffic flows have fallen steadily since approximately 2005 with the exception of A2 Canterbury bypass where traffic flows have increased by 37%.

Traffic flows on six key A road radial routes into Canterbury and A2.

2.4 However, in order to plan for the additional trips that will result from further planned growth a new transportation strategy will be required that will provide credible alternatives to the private car. This will be in line with national and local policies and strategies which seek to prioritise sustainable transportation and encourage mode shift.



3. Policy context

3.1 Decarbonising Transport: a better greener Britain

The Government's future transportation policy Decarbonising Transport: a better greener Britain sets commitments for decarbonising private and commercial road vehicles, in parallel with increasing the share of trips taken by public transport, cycling and walking. The government's policies aim to make these modes the natural first choice for all who can take them resulting in less motor traffic in urban areas. They will help tackle chronic road congestion, freeing up road space for those with no alternative but to drive.

3.2 National Policy Planning Framework

The NPPF policies on promoting sustainable transport state that planning policies should support the provision of facilities and amenities that reduce the need to travel; align with highway authorities and other infrastructure providers so that investments in sustainable transport can be supported; provide for attractive and well-designed

walking and cycling networks with supporting facilities such as secure cycle parking; and provide for any large scale transport facilities, taking into account whether such development is likely to be a nationally significant infrastructure project.



3.3 Active Travel England has the overall objective to enable achievement of the vision set out in the government's long-term walking and cycling plan, Gear Change, for half of all journeys in towns and cities to be cycled and walked by 2030, transforming the role that walking and cycling play in England's transport system, and making England a great walking and cycling nation.

3.4 National Highways

National Highways' policies on the effects of planned development on the strategic road network are set out in their document Strategic Road Network and the delivery of sustainable development.

The principle is that new development should be facilitating a reduction in the need to travel by private car and focused on locations that are or can be made sustainable. Walking, wheeling, cycling and public transport must be the natural first choice for all who can take it.

3.5 TfSE policies

Transport for the South East's transport strategy focuses on three goals of economy, society and the environment to plan a transport system that puts people

and places, not vehicles, at the heart of the strategy.

3.6 Kent 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.

The plan sets out a number of infrastructure projects which would support the plan, the majority of which rely on developers delivering them or contributing and few have been realised to date.

KCC is currently considering its next Local Transport Plan (LTP5).

This plan sets out nine policy outcomes which emphasise decarbonising transport through an increase in sustainable transport and protecting the environment.

The LTP5 has not yet reached the stage of setting out supporting infrastructure projects for each district.

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.

3.7 The Kent and Medway Low Emissions Strategy

In Kent and Medway the main cause of poor air quality and the largest source of carbon emissions is pollution from road vehicles. The strategy sets out the aims and actions for net zero emissions by 2050.

3.8 City Council policies

Corporate plan 2021 to 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."

4. Overview

4.1 Previous proposed strategy

Consultation was undertaken on a radical transportation strategy to support the new Local Plan in 2022/23. This previous strategy was focussed on a circulation plan which split the city into neighbourhood zones and required the construction of an outer bypass to cater for through traffic and to enable traffic to move from one zone to the next, modelled on similar schemes in other european cities. The strategy promoted high levels of sustainable transport in order to move around the city but relied on a significant length of new road construction which would be funded by extending the plan period to incorporate higher housing numbers.

This resulted in widescale objection to the proposed Canterbury Circulation Plan, particularly to the extent of new road construction and the additional distances that motorists would have to drive from one side of the city to the other. The use of the A2 as

part of an outer bypass for the city was not in accordance with National Highways' policies for the use of the strategic road network; and the majority of the transportation benefits of the strategy would not be realised until late in the plan period when the infrastructure could be delivered.

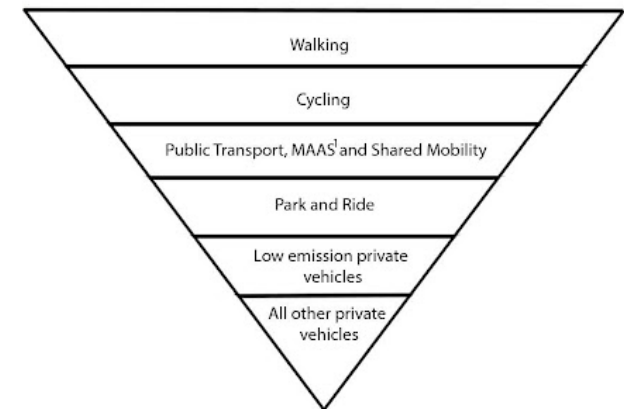
4.2 Transport Strategy approach 2025 to 2040

In line with all of the national and local policies and strategies, and in contrast with the historic practice of "predict and provide", the current methodology for transportation planning is "monitor and manage" which sets out a vision for future transportation with measurable targets which validate whether the vision is achievable and what additional measures can be employed to achieve this.

Therefore this revised transport strategy focuses on sustainable transport improvements and only new road building which is specifically required for new developments is included.

4.3 Hierarchy of Transportation modes within the Transport Strategy for the District

The following hierarchy of transport modes sets out the relative priority of active travel (walking and cycling) and public transport against other modes of private transport.



¹ Maas: mobility as a service means multi modal transportation services on one digital payment platform and includes cycle hire, car clubs, car sharing and public transport fares

5. Bus

- 5.1 The vision of the Canterbury City Council Bus Strategy is for the bus to be a key pillar of our local transport network: a transport option that is reliable, affordable, accessible, safe, integrated and which supports new 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 those in smaller settlements and new developments and support improved rural connectivity as part of a multi-modal offer.
- 5.2 The government's vision set out in its paper Bus Back Better is that bus services will be as good across the entire country as they are in London. The Canterbury District bus strategy sets out how we propose to achieve that.
- 5.3 These measures will prioritise sustainable modes of transport which will allow for planned growth without increasing traffic flows and without compromising the climate change action plan.
- 5.4 The aims of the bus strategy are:
- Faster bus services within and between the district's key centres
 - A reliable bus network
 - Enhanced accessibility and improved customer experience
 - To provide a level of service to meet local need
 - Reduction in the environmental impact of the bus network
 - To ensure that the bus network provides an affordable transportation option
 - To support the future growth of the bus network
 - To expand the Park & Ride service
- 5.5 The bus strategy sets out the means by which these objectives can be achieved with a number of proposed interventions within the plan period to 2040.
- 5.6 From 2004 to 2014 the patronage of bus services in the Canterbury district increased by 10% per year resulting in a doubling of bus passengers over that 10 year period. This was considered to be a direct consequence of the implementation of bus lanes on the ring road and an increased frequency of buses on the network. The volume of passengers remained steady from 2014 until 2020 but has not fully recovered since Covid.
- 5.7 The bus strategy includes a target to at least double the bus mode share in the built up areas of Canterbury, Herne Bay and Whitstable to achieve a 16% mode share. The use of hopper bus services would support this shift for local trips.
- 5.8 The city council will require developers to pay to provide bus routes to new developments or to increase the service if the development is already served by bus routes. In addition to this the city council will use funding that has been collected from developments through Community Infrastructure Levy to enhance the bus network and bus infrastructure if not directly related to a development to improve the service across the district.

5.9 At the same time, developments that can provide high quality bus and cycle links will be encouraged to provide lower levels of residential parking and higher levels of alternative transportation such as car clubs, electric bikes and amenities within the developments that encourage residents to use their local facilities.

5.10 Rural bus services

Villages that lie on main routes en route to larger destinations are well served by bus routes throughout the day. Blean, Sturry, Hersden, Upstreet, Herne and Littlebourne are villages on A roads with a good frequency of bus services although the frequency is more sporadic during the evening. Rural bus services will be enhanced to improve links into the city across the district.

Villages that are accessed along more rural roads typically have much more infrequent services. For example, there are 4 buses per day from Petham to Canterbury and some rural locations have no bus provision. Bus services to the rural areas are more challenging to run commercially and a bespoke solution for villages will be required.

5.11 Demand responsive transport

Demand responsive transport (DRT) is a flexible service that provides shared transport to users who specify their desired location and time of pick-up and drop-off. It can complement fixed route public transport services and improve mobility in low-density areas and at low-demand times of day. We propose that this should be linked to the Park and Ride sites which will become transport hubs giving users flexibility in their onward journeys.

As a DRT service runs only when there is demand and on an optimised route, it may travel fewer miles overall than a fixed route service, reducing fuel consumption and the size of the vehicle can be optimised to suit the anticipated number of passengers, contributing to carbon efficiency. The implementation of a DRT service will require funding to kickstart it and to run the call centre and organisation of the scheme. We propose that this should be funded through CIL contributions.



6. Active travel (walking and cycling)

6.1 Active travel includes walking and cycling and is the most efficient way of travelling short distances bringing health benefits and not impacting on air quality or climate change. The rise in ownership of electric cycles makes this mode of transport more accessible and opens up the range of distances and potential destinations that can be reached by cycle.

6.2 A strategy setting out proposed improvements to encourage walking and cycling across the district is set out in the Local Cycling and Walking Implementation Plan (LCWIP).

Walking improvements

6.3 Although the LCWIP does not include new walking routes, it does propose improvements to benefit pedestrians including:

- New pedestrian/cycle crossing places
- Additional pedestrian stages at traffic signals
- Dropped kerbs at pedestrian crossing places

- Redesigning junctions where possible to tighten the radii to make them easier to cross
- Waymarking and pedestrian signposting
- Installation of benches on frequently used routes where there is adequate footway width for this
- Regular maintenance of footways and footpaths including cleaning and vegetation control

6.4 We will ensure that developers provide walking links to and through new developments that are more convenient than driving. Where walking links are not on the highway we will require an agreed maintenance regime or commuted sum to cover this.

Cycling improvements

6.5 The LCWIP sets out proposed new routes and improvements to existing routes, both those connected to new developments and additional routes throughout the district to encourage cycling.

6.6 This includes locations where it would be possible to reallocate road space to create cycle lanes on the carriageway as well as locations where we propose that off road routes can be created. The diagram below shows the overview of existing and proposed routes across the district and more detail is included in the LCWIP.

6.7 We will ensure that developers provide cycling links to and through new developments that are more convenient than driving. Where cycling links are not on the highway we will require an agreed maintenance regime or commuted sum to cover this.

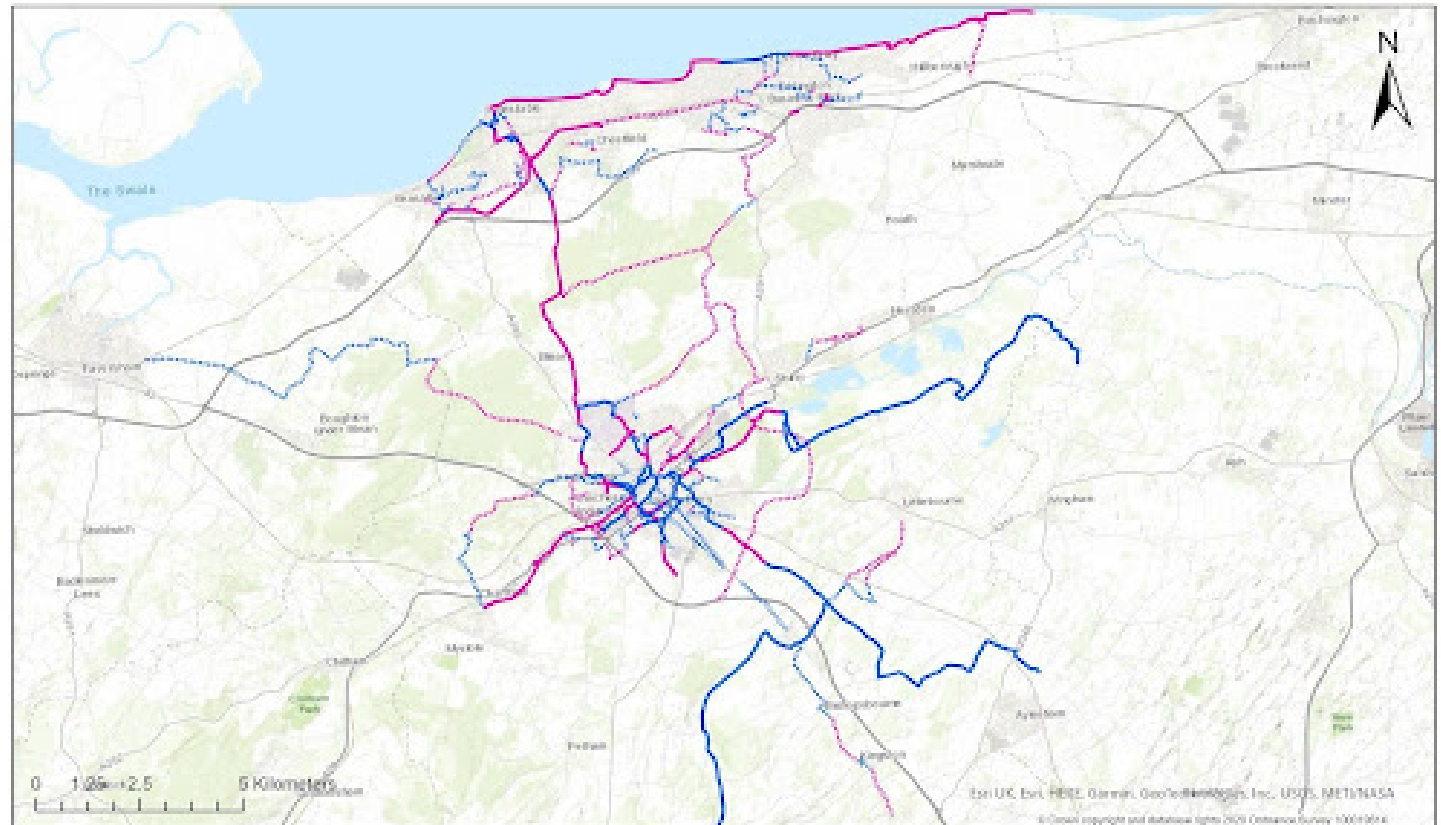
Cycle parking

6.7 To encourage a significant increase in cycling, as well as the cycle routes set out in the LCWIP, improved cycle parking will be provided. At present the majority of cycle parking is in the form of Sheffield stands which offer no weather protection and little security. The city council proposes to install robust cycle lockers in a mix of long term rental and short term

usage as well as an increase in the number of Sheffield stands. Cycle lockers can be installed in car parks and when used for short stay parking can generate income to replace lost car parking income. We will consider fitting some cycle lockers with solar panels to enable electric bike charging, and tool stations will be provided near to banks of lockers.

Cycle hire

6.8 Cycle hire schemes will be set up in Canterbury, Whitstable and Herne Bay which will facilitate trips between train stations, the bus station, amenities and residential areas for users who only need temporary use of a cycle. These schemes will include the use of electric bikes wherever possible.



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



Military Road
Canterbury
Kent
CT1 1YW

7. Rail improvements

7.1 The rail network in the district enables east west connections via Canterbury West, and connections to the south via Canterbury East. The coast is linked via stations at Whitstable, Swalecliffe and Herne Bay. Together with the longer distance trips rail travel accounted for 5% of journey to work travel in 2011 but this had dropped to 2.3% in the 2021 census and has also not fully recovered to pre Covid levels. The most heavily used station in the district is Canterbury West with 2,177,268 entries and exits in the year up to March 2023.

Rail improvements that are proposed across the district within the plan period are as follows:

- Canterbury West: Station platform lengthening and widening to allow for 12 cars. This will enable the longer Javelin trains to stop alongside the entire length of platform and will reduce the down time of the crossing barriers at St Dunstan's Crossing;
- Canterbury West: Northern entrance. The proposal to add an entrance to the station from Roper Road is dependent on Network Rail's relocation of electric plant from a land parcel in Roper Road to create a small disabled car park for passengers. An additional gate line and ticket vending machines on this approach to the station will also be required. The project will ease passenger congestion at peak times;
- Canterbury West: Enlarged booking hall including building a new waiting room and tenancy;
- Canterbury East: Access to London bound platform from Gordon Road with additional gate line and ticket vending machine;
- Canterbury East: Enhanced station building an extra ticket gate line and two doorways to the booking hall with additional customer information system and ticket vending machine;
- Chestfield and Swalecliffe Station: improved fencing and anti-trespass measures, new shelters and seating and increased cycle parking;
- Whitstable: Step free access between platforms. At present the only step free access is available by leaving the railway station and using the adjacent roads;
- Sturry: Platform widening. This will enable trains to stop alongside the entire length of platform without overhanging the level crossing and would reduce the downtime of the level crossing gates;
- Sturry: Provision of an additional ticket machine on the southern side. This will enable passengers from the south side of the village to purchase tickets without needing to cross the railway line;
- Bekesbourne Station: New shelters and seating and secure cycle hub;
- Bekesbourne: step free access between platforms.

8. Park & Ride

- 8.1 Park & ride continues to play an important role in reducing city centre traffic. In conjunction with a reduction in city centre car parking and increased parking charges in the remaining car parks, park & ride sites will become more attractive options offering better value for money. As well as offering parking on the outskirts of the city we propose that the park & ride sites should be used as transport interchanges for rural bus services and should offer sustainable options for onward travel such as a circular service mini- bus, cycle hire and cycle compounds. This will allow travellers whose destination is not the city centre to use a sustainable alternative. The target patronage for park and ride is one million passengers/year by 2040. The introduction of a Mobility as a Service (MaaS) platform will enable multi-ticketing and one-stop bookings and payments.
- 8.2 The Mountfield development site (2017 allocation) will relocate and expand the New Dover Road park & ride site as part of the development masterplan. The proposed Merton Park strategic allocation will include

a park & ride site accessible from a new A2 junction which will therefore serve motorists coming from the A2 west. Wincheap will remain to serve A28 west, and Sturry Road will reopen in 2024 to serve A28 east and A291. Further park & ride sites are likely to be required as city centre car parking spaces are reduced. The provision of additional park and ride sites on the approaches to the city centre, along the A290 from the north of the city and the A257, will be investigated.

- 8.3 Although traffic flows on the six key A roads in the city are lower than in 2000, the volume of goods vehicles, in particular vans, has not decreased as more people take advantage of home delivery options. Sustainable last mile delivery options will be promoted using the park & ride sites as goods transfer stations. The cross city and city centre deliveries will then be undertaken by electric vehicles, cargo bikes or potentially drones or delivery bots in the future.



9. Accessibility

- 9.1 Designing infrastructure which includes the needs of disabled people is key to ensuring that a large sector of society is not excluded from future transportation provision.
- 9.2 Most buses operating in the district are already wheelchair accessible, and any new fleet should also be provided with the facility for audible announcements. However in many locations although the bus stops may have high kerbs for ease of wheeling onto the bus, there is no smooth access to the bus stop for wheelchairs or people with mobility issues. This is particularly the case on rural routes, and we will undertake audits of bus routes to try to resolve accessibility issues where land is available to do so.
- 9.3 Walking and cycling routes will also be checked to ensure that disabled users are not disadvantaged, ensuring that routes are suitable for wheelchairs and mobility scooters and for adapted bicycles. Tactile paving will be provided to warn blind and partially sighted users. Schemes designed to improve public spaces will be checked to make sure that any shared spaces are not made more difficult to navigate by visually impaired people.
- 9.4 For people in wheelchairs or pushing prams, it is essential to have access to a clear footway width so that they do not need to venture into the road to avoid an obstacle. We will continue to implement pavement parking bans where parked cars narrow the footway, and we will work with other agencies to remove overhanging vegetation and traders' goods and advertising that blocks footways.
- 9.5 Improvements to the rail infrastructure include schemes to provide step free access between platforms at a number of railway stations.
- 9.6 For residents and visitors who are not able to access the city centre without driving, owing to mobility issues, additional dedicated disabled drivers parking areas will be provided in some of the car parks that will not be available for general parking.



10. Strategic development sites

- 10.1 New development sites are expected to be exemplars at designing for and promoting sustainable transportation links. These sites are also expected to provide sufficient amenities within the developments to encourage internalisation of trips. Sites that are close to existing bus routes, or where bus routes can be adapted have been selected, and developers will be expected to provide suitable cycle links beyond the development boundary. The requirements for each individual site are set out in the Local Plan.
- 10.2 New development sites will also be expected to demonstrate that they will generate significantly lower private car trips by providing reduced parking within the sites. Although parking standards are provided, they are maxima. Carriageways and footways will also need to be carefully designed to ensure that they are not used for overspill parking. In edge of town centre and suburban sites, parking controls should be considered from the outset.



11. Incremental approach to implementation

11.1 The transport strategy categorises proposed measures into short, 2025 to 2030; medium, 2030 to 2035; and long term 2035 to 2040. It is possible that the medium and long term proposals which are the most controversial will not be required if the more easily achievable measures in the short term are effective at achieving mode switch and reducing the number of private vehicles on the city centre roads.

11.2 This is in line with the Department for Transport and National Highways' vision and validate approach to transportation planning which is replacing predict and provide as a more sustainable means of assessing future transportation need.

Monitoring

11.3 Continuous monitoring of traffic flows on the city centre roads will be used to determine the success of the strategy. Sophisticated dedicated traffic flow cameras that can detect fleet composition will allow us to measure the different vehicle types that make up general traffic flow on a continuous basis. Analysis of this data together with information on the patronage and reliability of buses will give a clear picture of the success of this approach.

12. Short term 2025 to 2030

Short term measures include:

- Parking strategy measures:
 - Increases to parking charges particularly at high demand city centre car parks, and at the same time keeping Park & Ride charges as low as possible;
 - Removal of 10% of city centre public car park spaces, providing additional capacity at Park & Ride sites. The city council will identify car parks that can be fully or partially closed in order to reduce the attraction of driving to the city centre.
- Bus strategy measures:
 - Improvements to bus stop environments such as bus shelters, real time information, hardstandings and lighting, improvements to the bus station;
 - Implementation of bus priority schemes that can be constructed without the need to remove road space for private vehicles;
 - Increased frequency of bus services, extended hours and new routes, including new hopper services for the city and town centres.
- Construction of cycling and walking schemes that do not reduce road space. (see LCWIP for details)
- Pedestrian improvements: public realm schemes including Levelling Up Fund (LUF) projects, wayfinding, seats and accessibility route audits.
- Expansion of the car club and implementation of a cycle hire scheme. The existing car club has five cars available to rent for members. The scheme reduces traffic flow as the use of a car has to be considered, unlike a private car which is available at all times. A cycle hire scheme will be introduced in the city centre in 2025/26 and can be expanded to include the strategic developments and the coastal towns.
- Transport hubs at rail stations. Cycle links to both stations need to be improved and cycle lockers provided. Canterbury East is close to a frequent bus route and close to the city centre. Canterbury West is served only by the Uni2 service which is a one way loop. Improvements to all of these facilities can be undertaken in the short term time frame of the strategy.
- Establishment of a mobility as a service platform. This is a digital service that allows for a variety of sustainable transportation modes to be paid for in one transaction.
- Goods transfer stations at park and ride sites for sustainable last mile delivery.
- E scooters. Canterbury was part of the national e scooter trial and ended the experiment after two years in November 2022. Other trials across the country are continuing until May 2024 to allow the Department for Transport to consider whether they should be permanently legalised. If they are legalised, either as part of a controlled rental scheme, or privately owned, they will be accommodated within the highway network.

13. Medium term 2030 to 2035

13.1 By 2030 many of the planned developments will be occupied, or partially completed and it is likely that a more ambitious programme of interventions will need to be considered to provide adequate alternatives to the private car. Measures proposed include:

Fastbus

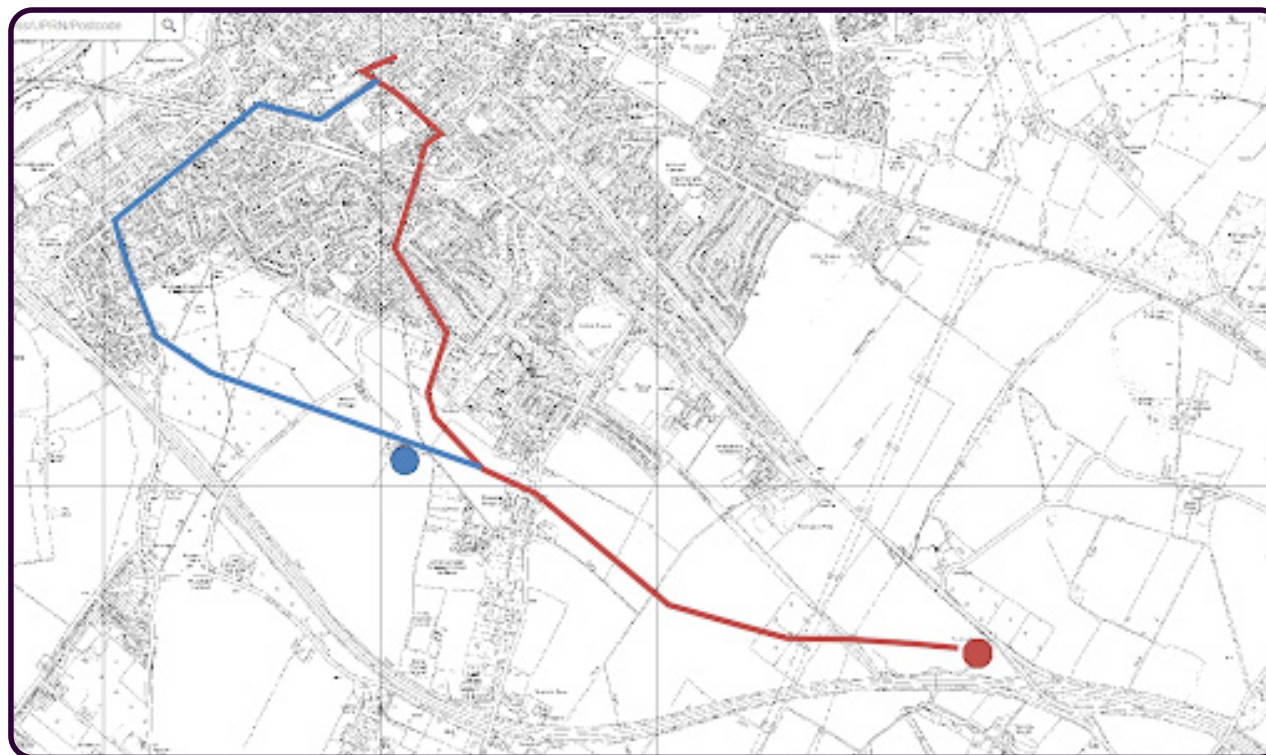
13.2 A fastbus route will be provided by the Mountfield development in South Canterbury which will deliver a fast and frequent bus service from the development to the city centre on a dedicated route. It has been designed to join the existing highway network at South Canterbury Road, but could be amended to connect to the proposed strategic site at Merton Farm as shown on the map.

Reallocation of road space

13.3 At present buses are caught up in the same queues of traffic as private vehicles on most of the city roads and cyclists are deterred from using the radial roads and ring road because of the high volumes of traffic. To rebalance this we propose to create new bus

lanes on the lengths of road that are currently dual carriageway by removing private vehicles from one lane. In some lengths of road where there are already bus lanes, we propose to remove one lane of private vehicle traffic to create high quality cycle lanes.

13.4 This will give buses a significant time advantage over private vehicles. In turn this will reduce the number of buses that are required to maintain each route which will then release buses to improve frequencies on other routes.



13.5 It will also allow cycle routes to be connected along the ring road and from the radial routes across the ring road, which otherwise forms a barrier to cycle route connectivity.

13.6 Some point closures or bus-gates at selected locations in residential neighbourhoods may be needed to prevent the minor streets that form through routes from being used as bypasses to avoid the ring road.

Removal of roundabouts on the ring road and replacement with traffic signals

13.6 The roundabouts are very difficult to negotiate on foot or cycle and although underpasses are present at some junctions they are not available in all directions and cannot be used legally by cyclists without dismounting.

13.7 We propose to replace roundabouts with traffic signalled junctions with push buttons for pedestrians and advance stop lines for cyclists. 'All red' periods can be incorporated into the staging of the traffic signals to enable pedestrians to cross diagonally although this is at the expense of efficiency for motor vehicles.

Example of reallocation of road space



Example of a point closure

13.8 Buses can be prioritised by fitting sensors on the approach roads to the traffic signals that detect the presence of a bus on that approach and prioritise the green signal on that approach.

13.9 There are junctions such as St Andrew's Close and Station Road East that will need additional traffic signal control as the ability to u-turn at the roundabouts will have been removed.

Additional measures

13.10 The construction of walking and cycling routes and disposal of city centre car parking will continue in order to prioritise and promote sustainable transport. In tandem with this we will investigate the provision of additional park and ride sites to act as transport interchange hubs.

13.11 It is likely that the existing residents' parking zones will need to be extended to protect residential areas from long stay non-resident parking.



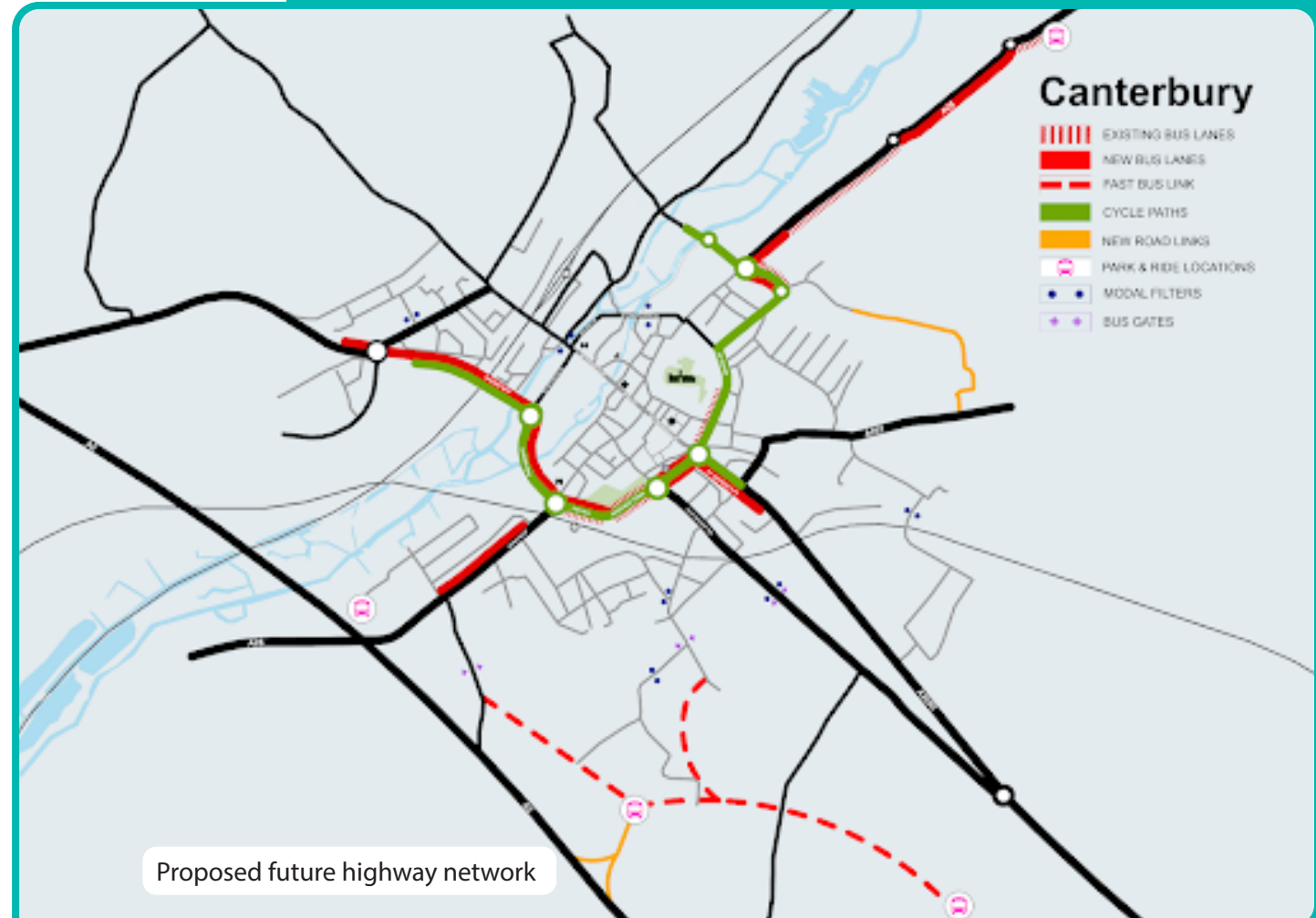
Example of reallocation of road space to create bus and cycle lanes

14. Long term 2035 to 2040

In the long term, measures that can be considered include:

- Completion of the walking and cycling measures set out in the LCWIP.
- A modular electric connected autonomous vehicle to reach smaller villages and settlements that cannot sustain a commercial bus service
- Workplace parking charges. These have been introduced in Nottingham city centre and are being considered by other councils. The charge would apply to any private workplace car park within a defined area and is charged to the business who can pass it to the employee. The charges raised would be ring fenced for spending on sustainable transportation.
- Compulsory goods transfer stations at Park & Ride sites for last mile delivery by sustainable transportation.

Within its Future Mobility Strategic Plan, Transport for the South East identifies Canterbury as a major economic hub and sets out a number of proposed future



transportation interventions which would support the prioritisation of alternative modes of transport. These include:

- Mobility hubs
- A number of shared mobility solutions such as e bike, e scooter, cargo bike, car sharing, ride sharing, business to customer vehicle sharing, car clubs, on-demand private hire/taxi sharing and demand responsive public transport;
- Automated (and ultimately autonomous) road based mass transit, local mobility shuttles, local land based delivery robots;
- Low level air delivery drones;
- Digital platforms including MaaS, kerbside management applications;
- Freight capacity exchanges such as business to business, business to customer;
- Flexible streetscapes;
- Road space reallocation to future mobility modes;
- Hydrogen refuelling infrastructure;
- EV charging infrastructure



15. Whitstable and Herne Bay

- 15.1 The coastal towns will benefit from the measures set out in the bus strategy and in the LCWIP, both of which are district-wide strategies. A hopper bus service in Whitstable would include consideration of routes to the Estuary View Medical Centre.
- 15.2 Specific town centre policies or area action plans will be developed that will provide more detail on transport and parking interventions.
- 15.3 Both Whitstable and Herne Bay experience seasonal influxes of visitors which can overwhelm the infrastructure, particularly the parking.
- 15.4 At Whitstable a Park and Bus site is proposed on land within the development south of the A2990 Thanet Way. This will operate on a slightly different model to the park & ride sites at Canterbury. The car parking will be free and scheduled buses operating through the Whitstable Heights development will stop in a new bus stop on the Thanet Way. Passengers will then pay on the bus. A bus-gate will be provided by the Whitstable Heights development which will give the bus a priority route and enable time savings.
- 15.5 Alternatively people will be able to cycle into the town centre as the new park & bus site is close to the Crab & Winkle cycle route to the harbour.
- 15.6 Improvements to the Crab & Winkle cycle route are set out in the LCWIP and will enable an attractive and mainly traffic free continuous cycle and walking route to the town centre and harbour.
- 15.7 At present residents' parking schemes operate in three very small areas: Island Wall and Waterloo Road, Beach Street and Railway Avenue. Apart from this, parking is generally unlimited and the success of Whitstable as a destination brings uncontrolled parking that creates problems for residents. We will consider creating a much larger residents' parking zone in the town centre.
- 15.8 The city council will promote schemes to improve the appearance of the town centre streets in both Whitstable and Herne Bay to reduce the car dominance and improve the pedestrian environment. We will also consider extending the hours of the pedestrian zone in Herne Bay.
- 15.9 We will improve the walking and cycling links between the King's Hall, Bandstand and Pier by clarifying the cycle route, widening the path to the King's Hall and installing short stay cycle parking as well as lockers for long term cycle parking.
- 15.10 We will consider expanding the residents' parking scheme in Herne Bay.

16. Highway infrastructure schemes

16.1 The majority of new developments are required to provide new highway schemes as mitigation or as enabling infrastructure for their developments. Some of the projects that were included in the previous Local Plan and transport strategy have not been completed because the development has not yet reached the trigger point at which the scheme is necessary.

16.2 Schemes set out in the 2017 Canterbury District Transport Strategy

Development	Key infrastructure	Status/likely construction date
Mountfield Park, South Canterbury	South Canterbury A2 all movement interchange to replace the existing sub standard junction.	2030
Mountfield Park, South Canterbury	Relocation and expansion of New Dover Road Park & Ride site	2030
Mountfield Park, South Canterbury	FastBus link to city centre	2030
Thanington Park/ Cockerling Farm	Wincheap off slip and expansion of Park & Ride site*	2027* but could be replaced by scheme at Merton Farm
Thanington Park/ Cockerling Farm	Wincheap gyratory and traffic management scheme	2024
Howe Barracks	A257 to A28 link road	2024
Sturry/Broad Oak	Sturry link road and bus lane	2025
Strode Park	Herne relief road	2023
Hillborough	Improved A299 junction	2030

16.3 In addition to these, further infrastructure has been identified to unlock proposed additional strategic development sites:

Potential development site	Key infrastructure
Merton Farm	A2 off slip and site for new Park & Ride – as an alternative to * above
Merton Farm	FastBus link to city centre in conjunction with Mountfield above
Land to the north of University of Kent	A2 Harbledown completion of all movement junction
Land north of Hollow Lane	Link road from Milton Manor to Wincheap
Brooklands Farm, Whitstable	New A299 coastbound on/off slips
Brooklands Farm Whitstable	Completion of Crab & Winkle Way: Pedestrian/cycle bridge at Old Bridge Road to Teynham Road
Land south of A2990 Thanet Way Whitstable	Land for Park & Bus site



17. Measuring success

17.1 The sustainable transportation measures set out in this strategy are designed to reduce traffic flows across the district, and in particular on the approaches to and in the city centre of Canterbury.

17.2 It is forecast that the measures set out in the bus strategy and improvements to rail infrastructure will result in a 63% increase in mode shift to public transport, with a further 128% to walking and cycling by the horizon year of 2040. The government's target set out in its long-term walking and cycling plan, Gear Change, is for half of all journeys in urban areas to be made by walking and cycling by 2030. The number of people working from home is estimated to remain higher than was predicted in the 2014 Transport Strategy.

17.3 This will reduce the volume of traffic on the district's roads, specifically on the city centre roads where the majority of congestion is experienced, and therefore the volume of traffic is expected to reduce more significantly as the potential for walking, cycling and local bus is greater.

17.4 The transport strategy will reduce congestion, improve air quality in the city, and bring public health benefits as walking and cycling becomes more attractive.

17.5 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.

Target bus mode share 2040

17.6 The district mode share target is supported by ambitious targets for Canterbury city, Herne Bay, Whitstable, between Herne Bay and Whitstable and between Canterbury and Chartham, where a doubling of bus mode share is felt to be achievable due to:

- existing high levels of car use;
- low bus mode share;

- propensity of local populations to use bus (particularly in Canterbury and Herne Bay); and
- significant levels of planned development.

More modest increases are expected to be achievable in other key corridors.

An estimation has also been made of forecast mode switch to active travel along key corridors and in urban areas. The switch to sustainable transport is forecast to be higher in the urban area of Canterbury where significant improvements to bus services and infrastructure as well as new cycle routes are proposed.

The table below shows the 2040 forecast mode share along the key corridors and urban areas for the travel to work journey.

	Canterbury urban	Herne Bay	Whitstable	Herne Bay to Canterbury	Whitstable to Canterbury	Sturry	Chartham	Bridge	Herne Bay to Whitstable
Existing transport mode proportion									
Bus	7%	4%	3%	14%	12%	14%	5%	7%	6%
Car	31%	61%	60%	80%	81%	70%	77%	83%	82%
Walk/Cycle	60%	33%	36%	4%	5%	14%	15%	7%	8%
Propensity to use bus	High	High	Low	Medium	Low	Medium	Low	Low	Medium
Propensity to increase active travel	High	Medium	High	Low	Low	High	High	High	Low
Development	High	High	High	High	High	High	High	High	High
Infrastructure	Yes	No	No	Yes	Yes	Yes	Yes	Yes	No
Overall impact assessment	High	High	Medium	Medium	Low	Medium	Medium	Medium	Medium
Forecast transport mode proportion									
Forecast bus mode share	15%	8%	6%	16%	16%	16%	10%	10%	16%
Forecast active travel share	68%	36%	40%	4%	5%	20%	20%	10%	10%

This would result in a mode switch for the journey to work across the district as shown in the table below:

Mode of Transport	2011 census mode share	2021 census mode share	2031 target mode share	2040 target mode share	Change from 2011 census mode share
Driving a car or van	55.0%	46.3%	42.3%	35.5%	-53%
On foot	14.7%	10.8%	18.0%	20.0%	+43%
Bicycle	2.7%	1.7%	4.0%	5.0%	+85%
Bus, minibus or coach	4.9%	2.9%	6.5%	7.0%	+43%
Train	5.0%	2.3%	6.5%	6.0%	+20%
Working mainly at home	11.6%	30.4%	14.0%	18.0%	+55%
Passenger in car or van	4.7%	3.8%	6.5%	6.5%	+38%
Other	1.5%	1.8%	2.2%	2.0%	+33%

Appendix 1 Bus Strategy

**Appendix 2 Local Cycling and Walking
Implementation Plan**



USEFUL LINKS

- assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1009448/decarbonising-transport-a-better-greener-britain.pdf
- assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1182995/NPPF_Sept_23.pdf
- www.gov.uk/government/publications/cycling-and-walking-plan-for-england
- www.gov.uk/government/publications/strategic-road-network-and-the-delivery-of-sustainable-development
- transportforthesoutheast.org.uk/app/uploads/2020/09/TfSE-transport-strategy-Summary-Document.pdf
- www.kent.gov.uk/__data/assets/pdf_file/0011/72668/Local-transport-plan-4.pdf
- letstalk.kent.gov.uk/kent-cycling-and-walking-infrastructure-plan
- www.kent.gov.uk/about-the-council/strategies-and-policies/service-specific-policies/environment-and-waste-policies/environmental-policies/kent-and-medway-energy-and-low-emissions-strategy#strategy
- www.canterbury.gov.uk/strategies-and-policies/corporate-plan-2021-2024
- assets.publishing.service.gov.uk/media/6086912fd3bf7f013c8f4510/DfT-Bus-Back-Better-national-bus-strategy-for-England.pdf