Public Document Pack

Agenda

Environmental Services and Climate Change Committee Meeting

Date: Tuesday, 17 March 2026
Time 7.00 pm
Venue: Council Chamber, Swale House, East Street, Sittingbourne, ME10 3HT

Membership:

Councillors Shelley Cheesman, Alex Eyre, James Hunt, Carole Jackson, Elliott Jayes (Vice-Chair), Peter Marchington, Claire Martin, Charlie Miller, Pete Neal, Ashley Shiel, Paul Stephen, Sarah Stephen, Terry Thompson, Dolley Wooster (Chair) and one vacancy.

Quorum = 4

Pages

Recording and Privacy Notice
Swale Borough Council is committed to protecting the security of your personal information. As data controller we process data in accordance with the Data Protection Act 2018 and the UK General Data Protection Regulation.

This meeting may be recorded. The recording will be retained in accordance with the Council's data retention policy and may be published on the Council's website. By entering the chamber and by speaking at a meeting, whether in person or online, you are consenting to being recorded and to the recording being published.

When joining a meeting online, your username will be visible to others in attendance. In joining the meeting you are consenting to us processing your username. You may use a pseudonym as your username but the use of an inappropriate name may lead to removal from the meeting.

If you have any questions about how we look after your personal information or your rights under the legislation, please email dataprotectionofficer@swale.gov.uk.

1. Emergency Evacuation Procedure

   Visitors and members of the public who are unfamiliar with the building and procedures are advised that:

   (a) The fire alarm is a continuous loud ringing. In the event that a fire drill is planned during the meeting, the Chair will advise of this.

   (b) Exit routes from the chamber are located on each side of the room, one directly to a fire escape, the other to the stairs opposite the

lifts.

(c) In the event of the alarm sounding, leave the building via the nearest safe exit and gather at the assembly point on the far side of the car park. Do not leave the assembly point or re-enter the building until advised to do so. Do not use the lifts.

(d) Anyone unable to use the stairs should make themselves known during this agenda item.

2. Apologies for Absence

3. Minutes

To approve the Minutes of the Meeting held on 27 January 2026 (Minute Nos. 645 – 656) as a correct record.

4. Declarations of Interest

Councillors should not act or take decisions in order to gain financial or other material benefits for themselves, their families or friends.

The Chair will ask Members if they have any disclosable pecuniary interests (DPIs) or disclosable non-pecuniary interests (DNPIs) to declare in respect of items on the agenda. Members with a DPI in an item must leave the room for that item and may not participate in the debate or vote.

Aside from disclosable interests, where a fair-minded and informed observer would think there was a real possibility that a Member might be biased or predetermined on an item, the Member should declare this and leave the room while that item is considered.

Members who are in any doubt about interests, bias or predetermination should contact the monitoring officer for advice prior to the meeting.

5. Matters Arising

Update from the Chair on any matters from the prevous meeting or upcoming agenda items relating to this committee.

6. Chairs Briefing 5 - 6

Items for Noting

7. Forward Decisions Plan 7 - 8

Items for Decision by the Committee

8. Street Naming and Numbering Policy refresh 9 - 26

9. Coastal Communities Engagement Planning Update 27 - 42

10.	Swale Local Cycling and Walking Infrastructure Plan (LCWIP)	43 - 316
11.	Kent Joint Waste Management Strategy 2026 - 2031	317 - 362
12.	Update on Litter Enforcement Service Review Task and Finish Group	363 - 368

Issued on Monday, 9 March 2026

The reports included in Part I of this agenda can be made available in alternative formats. For further information about this service, or to arrange for special facilities to be provided at the meeting, please contact **democraticservices@swale.gov.uk**. To find out more about the work of this meeting, please visit www.swale.gov.uk.

Chief Executive, Swale Borough Council,
Swale House, East Street, Sittingbourne, Kent, ME10 3HT

This page is intentionally left blank

Ministry of Housing, Communities & Local Government

Ministry of Housing, Communities & Local Government
2 Marsham Street
London
SW1P 4DF

Our reference: TO2026/04431

Cllr Dolley Wooster
Chair of Environmental
Services and Climate Change Committee
Swale Borough Council

dolleywooster@swale.gov.uk

cc: martyncassell@swale.gov.uk

17 February 2026

Dear Mr Cassell,

Making Public Conveniences a statutory obligation

Thank you for your correspondence dated 6 February 2026 to the Rt Hon Steve Reed OBE MP requesting that public toilets are made a statutory duty for local authorities. I have been asked to reply.

I am sorry to hear that your Council's Environmental Services and Climate Change Committee has decided, following a review, to authorise the closure of three public toilets across the Borough and potentially transfer further facilities to town and parish councils.

The Government understands the desire to ensure adequate public toilet provision and remains committed to revitalising high streets across the country. Access to a clean, safe public toilet can be the deciding factor in whether someone feels comfortable visiting a town centre. Public toilets help people stay out longer, support local businesses, and make our public spaces more inclusive and welcoming.

However, the Government has no current plans to introduce a statutory duty relating to toilet provision in keeping with its commitment to funding simplification.

Decisions on toilet provision and maintenance rightly sit with local authorities, who are best placed to assess local needs and manage these facilities effectively. However, the Government recognises the importance of this issue and have taken steps to support local leaders. At the 2025 Spending Review, the Government committed over £5 billion in new grant funding over the next three years for essential local services such as toilets. In addition, the Government continues to provide 100% mandatory business rates relief for separately assessed public toilets.

The Government is also investing in some of the most deprived communities in the UK through our Pride in Place Programme. In areas receiving Pride in Place Programme funding, decisions on investments are taken locally, and may include public realm improvements such as public toilet provision, where this aligns with the area's Pride in Place Plan.

As you indicate in your letter, non-statutory approaches such as Community Toilet Schemes can play a role in improving access to facilities. While not a replacement for dedicated public toilets, these schemes can complement public provision. We welcome continued collaboration with local authorities and businesses to explore how such models can be used effectively and sustainably.

Thank you for taking the time to write to us.

Yours sincerely,

Emmeline
Correspondence Unit

Report title, background information and recommendation(s)	Date of meeting	Open or exempt	Lead Officer and report author
Barton's Point Task and Finish Group - update	June/July 2026	Open	Head of Service: Martyn Cassell
Draft Open Spaces Strategy for consultation	TBC	Open	Head of Service: Martyn Cassell Report Author: Jay Jenkins
Litter Enforcement Contract Award	TBC	Open	Head of Service: Martyn Cassell Report Author: Alister Andrews
Stray Dog Policy	TBC	Open	Head of Service: Martyn Cassell Report Author: Michelle Sampson
Stray Dog Kennels Contract	TBC	Open	Head of Service: Martyn Cassell Report Author: Michelle Sampson
Memorial Scheme - review	TBC	Open	Head of Service: Martyn Cassell Report Author

This page is intentionally left blank

Environmental Services and Climate Change Committee Meeting	
Meeting Date	17 March 2026
Report Title	Street Naming and Numbering Policy Refresh
EMT Lead	Emma Wiggins, Director of Regeneration and Neighbourhoods
Head of Service	Martyn Cassell Head of Environment and Leisure
Lead Officer	Daniel Pease, GIS Manager
Classification	**Open**
Recommendations	1 For this Committee to debate the amended Street Naming and Numbering Policy and then refer to the Policy and Resources Committee for approval.

1 Purpose of Report and Executive Summary

1.1 This report asks the Environmental Services and Climate Change Committee to discuss and the agree the refreshed Street Naming and Numbering Policy, which sets out how Swale Borough Council fulfils its statutory responsibilities for the naming of streets and numbering or naming of properties within the borough. The Policy would then be sent to Policy and resources committee for adoption.

1.2 The refreshed policy ensures that the Council's approach remains compliant with relevant legislation, reflects current operational practice, and supports accurate address data for residents, developers, emergency services, and partner organisations.

2 Background, Context and Proposals

2.1 Swale Borough Council has a statutory responsibility for Street Naming and Numbering under the Public Health Act 1925 and The Local Government Act 1972 and 2003, ensuring that all streets and properties are correctly and uniquely addressed. There were further amendments made to the legislative process by the Levelling-Up and Regeneration Act 2023.

2.2 The day-to-day function of Street Naming and Numbering is undertaken by the Council GIS team, that sits within the shared IT service, but the responsibility for it sits in Technical Services (engineering) who undertake traffic orders and maintain the physical street name plates that sit on each road. The Council receives income each year from developers to help fund the staff resourcing the databases and the installation/replacement of signs.

2.3 The existing Street Naming and Numbering policy has been in place since 2012 and requires review to ensure it remains up to date with:

- Current legislation and statutory guidance
- National addressing and gazetteer standards
- Changes in operational practice and digital systems

2.3 GeoPlace is an organisation established in 2010 that oversees the production and maintenance of national address and street gazetteers. GeoPlace have run many workshops and consultations to provide guidance for future policies sop these have been taken into consideration as part of the refresh.

2.4 Swale has over 8,000 commercial properties, over 70,000 residential properties and 4,000 postcodes. The demand for accurate address data is critical to the effective delivery of Council services, including planning, building control, council tax, electoral registration, waste services, and emergency response. Geospatial data and addressing underpins many of the core council services consistency is key this policy will ensure our addressing standards are maintained to the very highest level.

2.5 As part of this review, minor updates and clarifications have been made to ensure the policy clearly reflects current processes and responsibilities. Some of these changes and updates include

- Clear guidance on the process for naming roads
- Information regarding GDPR
- Updated information regarding the engagement and involvement of third parties
- Clear responsibility of the duties of the Council
- Fees and charges

3 Recommendations

3.1 For this Committee to debate the amended Street Naming and Numbering Policy and then refer to the Policy and Resources Committee for approval.

4 Alternative Options Considered and Rejected

4.1 To not adopt the reviewed Street Naming and Numbering Policy – this option is not recommended as it would result in the Council relying on an outdated policy, increasing the risk of inconsistent decision-making, operational inefficiencies, and challenge.

5 Consultation Undertaken or Proposed

5.1 Internal consultation has taken place with relevant Council services and guidance has been followed.

5.2 The policy reflects established consultation arrangements with Parish and Town Councils, Royal Mail, and emergency services as part of the Street Naming and Numbering process.

5.3 No additional external consultation is proposed as the policy update does not introduce changes to service delivery.

6 Implications

Issue	Implications
Corporate Plan	The adoption of this policy supports the Council's priority of delivering efficient, modern, and reliable services for residents, businesses, and partners.
Financial, Resource and Property	There are no direct financial implications arising from adoption of the reviewed policy. The Street Naming and Numbering service is delivered within existing resources. The budget for Street Naming and Numbering income for 2025-26 is £65,710. Expenditure on Street Nameplates is budgeted at £5,800 for 25-26 but there remains a list of replacements that are needed.
Legal, Statutory and Procurement	The policy is produced in consideration of the following legislation; Public Health Act 1925 The Local Government Act 1972 and 2003 Levelling-Up and Regeneration Act 2023. The policy supports the Council's statutory duties for Street Naming and Numbering and provides a clear framework for lawful and consistent decision-making.
Crime and Disorder	None identified at this stage
Environment and Climate/Ecological Emergency	None identified at this stage
Health and Wellbeing	Accurate addressing supports emergency services and access to essential services.
Safeguarding of Children, Young People and Vulnerable Adults	None identified at this stage.

Risk Management and Health and Safety	The policy provides a consistent approach to Street Naming and Numbering, reducing the risk of errors, disputes, and service failure.
Equality and Diversity	None identified at this stage.
Privacy and Data Protection	The policy supports accurate and appropriate handling of address data in line with data protection principles.
Local Government Reorganisation	The policy supports and is in line with similar organisations in Kent and follows Geo Place Guidance.

7 Appendices

7.1 **Appendix 1:** Refreshed Swale Borough Council Street Naming and Numbering Policy

Appendix 1

Street Naming and Numbering Policy

1. Introduction
2. Postcodes
3. Planning Permission
4. Property Developer
5. New Road Naming
6. Naming of Unnamed Roads
7. Renaming a Street / Renumbering Properties
8. Numbering / Naming Properties
9. Street Nameplates
10. Notification
11. Street Naming and Numbering Charges
12. Claims for Compensation
13. Decision and Discretion
14. Non-Council Responsibility
15. GDPR
16. Review

1. Introduction

1.1 Street Naming and Numbering is carried out by Swale Borough Council under the Public Health Act 1925 and The Local Government Act 1972 and 2003.

- Section 17 (1) states that before any street is given a name, notice of the proposed street name should be sent to the Urban Authority by the person proposing the name of the street. By section 17 (2) the Urban Authority, by notice in writing served on the person by whom notice of the proposed name of the street may object to the proposed name.

- Section 17(3) states that it shall not be lawful to set up any street name until the proposed name has been sent to the local authority and any objections have been overruled by appeal.

- Section 18 (1) States that the Urban Authority may by order alter the name of any street, or part of the street, or may assign a name to any street, or part of the street, to which a name has not been given.

- Section 64 of the Town Improvement Clauses Act 1847 Requires the Council to ensure houses and buildings are “to be marked with numbers as they think fit”. We also have a responsibility to make sure that the street names are displayed. Should any person destroy, deface or put up another number or name other than the official one, then that person shall be liable to a fine of £200 under the provisions of Criminal Justice Act 1982 for every such offence.

- Section 93 (3) of the Local Government Act 2003 gives the Local Authority power to charge for discretionary services such as Street Naming and Numbering. The Power is accompanied by a duty that limits charging to not exceeding cost of provision taking one financial year with another.

- Section 81 of the Levelling Up and Regeneration Act 2023 also made amendments to the process whereby public consultation or vote will be needed when altering the name of an existing road (renaming).

1.2 The address of a property is an increasingly important issue. It is vital that the Emergency Services can locate a property quickly and efficiently. If a property is not registered, the owner or occupier will experience problems in obtaining goods and services, such as applying for utilities, registering for healthcare, obtaining insurances and other essential services. The address will not appear on the main database held by the Royal Mail Address Management Centre or any services relying on address relaying services; it is this information that is purchased by other organisations, therefore if the address is not shown they will assume the property does not exist.

1.3 The Council has the responsibility to maintain a Local Land and Property Gazetteer (LLPG) which is a database of property addresses within Swale.

This information also feeds into the National Land and Property Gazetteer (NLPG). The purpose of this control is to make sure that any new street names and building names and numbers are allocated logically. It should be noted that the LLPG provides geographic location information for all properties in the Borough and whilst most addresses are the same as those held by the Royal Mail for postal delivery services, there will be some incidences of variation in address format between that held by Royal Mail and within the Council's LLPG.

A postal address comprises:

- Property number, house name or both
- Name of street by which the property is accessed
- Town
- County
- Postcode

2. Postcodes

2.1 Swale Borough Council is not responsible for issuing new postcodes; this is the responsibility of Royal Mail. Royal Mail, however, will not issue a postcode for a new street or property until requested to do so by the Council. For any complaints relating to the delivery of mail the occupier should contact the Royal Mail Customer Services.

2.2 Postcodes for commercial premises are allocated in the same way as residential premises, but a large company or business can apply to Royal Mail for its own code – known as a large user code. Application for a large user code is the responsibility of the user, as they will know what volume of mail they generate. Enquiries about postcodes can be dealt with direct at: Royal Mail Address Management Unit, Castle Foregate, Shrewsbury SY1 1AA Telephone 03456011110. Searches for postcodes can also be carried out on the Royal Mail Website. www.royalmail.com/findapostcode

2.3 Enquiries about postcodes are dealt with by the Royal Mail Address Management Unit; contact details are on the Royal Mail website.

2.4 For any complaints relating to the delivery of mail, or the records held on Royal Mail's database, contact Royal Mail Customer Services.

3. Planning Permission

3.1 We are unable to process any application unless Planning Permission has been granted. Pending planning permission will not be accepted and the application either destroyed or returned to you.

4. Property Developer

4.1 The property developer should not give any postal addresses, including postcodes, to potential occupiers, either directly or indirectly (for example via solicitors or estate agents) before formal approval has been issued by us. We will not be liable for any costs or damages caused by failure to comply with this.

4.2 Once building has commenced, we would advise you to wait until the first level has been completed, in case changes are made to the final layouts, it can make the numbering difficult to change once it has been agreed. On larger developments, sometimes the houses are built in phases, we will try and make allowances in the numbering to accommodate subsequent phases.

4.3 To shorten the road naming process it is recommended that the developer consults with the local community, Parish/Town Council and local councillors for suggested names for new roads prior to submission. This encourages the use of names that reflect the local history and character of the area when deciding preference will be given to local community suggestions.

4.4 The developer will cover the initial costs of the street nameplates. The developer will remain liable if the road is unadopted.

5. New Road Naming

5.1 If a new development is to be named and numbered, please include a location plan that shows all the plots concerned marked with plot numbers and proposed street/road names. Please include floor plans for flats to indicate which levels these refer to so that the allocated numbering will be logical. The numbering will be carried out by Swale Borough Council in accordance with standard procedure. Numbers rather than names will be allocated wherever possible on all new buildings.

5.2 You may make three suggestions for street names, stating the order of preference. Suggested names will not be accepted if they are likely to cause offence or will duplicate the name of another property/street, which would cause confusion. Naming after a person still living (full name, first and last), or other organisations or companies etc. will not be permitted.

5.3 A forename and surname together which relates to a person or family will not be permitted. Only in exceptional circumstances will a suggested surname be given consideration. Where a street is proposed to be named after an individual, that person should have been deceased for at least 20 years. The council will make reasonable efforts to obtain consent from the individual's family or descendants. Proposals will be assessed for historical relevance, public acceptability, and compliance with national naming conventions. This information can be gained through local community groups and Parish/Town Council consultation. Agreement from the person's family or estate administrators should be obtained by the applicant and a copy sent to the

Council attached to the application. Naming a road after members of the developer's family will not be permitted.

Other Local authorities and national guidance use this time period because:

- It allows historical significance to be established.
- It ensures there is minimal risk of reputational issues for the council if new information about the individual emerges later.
- It reduces the chance of controversy, as time often settles public opinion.

It aligns with conventions used for blue plaques and other commemorative naming schemes (also referenced in the GeoPlace guidance).

5.4 Street names must not be capable of intentional misinterpretation, whether through spelling, pronunciation, double meanings, or ambiguity. Names that could reasonably lead to confusion, cause offence, or invite misuse are not suitable for adoption. For example:

1. Ambiguous or Misleading Spellings - Names that can easily be altered, spoofed, or misread, such as:
    - Use of homophones (e.g., *Bare Lane* vs *Bear Lane*)
    - Unusual or contrived spellings intended to mimic inappropriate words
    - Words that change meaning with minor alteration (e.g., *Willie*, *Fanny*, *Cox*)

2. Names With Double Meanings - Names that include slang, innuendo, or euphemisms commonly used in an inappropriate context, for example:
    - Words that are also widely used as sexual slang
    - Names with humorous or crude undertones
      Phrases that could attract unwanted attention or ridicule

3. Names considered offensive, sensitive, or discriminatory - Names that could be interpreted as rude, obscene, racist, or contrary to equal-opportunities policy.

4. Words Vulnerable to Vandalism or Modification - Names that could be easily altered through graffiti or defacement, resulting in:
    - Offensive meanings
    - Mockery
    - Confusion for emergency services

For example:
- *Cocking Road* (could be defaced to produce offensive variations)
- *Butt Field*
- *Hoare Close*

5. Names That Could Be Used to Cause Harm or Confusion

Names that might:

- Impede emergency service response
- Be mistaken for instructions (e.g., *No Road*, *Turn Back Lane*)
- Resemble commonly known warning signs or terms

6. Names That Encourage Anti-Social Behaviour - Names that could attract signage theft or become social-media landmarks for the wrong reasons, e.g:

- Names popularly seen as humorous or rude
- Names associated with drugs, alcohol, weaponry, or crime

5.5 It is the policy of the Council to consult with the appropriate Local Ward Councillor and Parish or Town Council on proposed street and road names. The period allowed for consultation shall be 28 days from the date of the covering letter to the Ward and Parish Councillors. The stipulated 'deadline' date will be strictly adhered to.

5.6 If by the stipulated 'deadline' date, one of the offered names is considered acceptable by all or a majority of the consulters then that name will be forwarded to the Royal Mail.

5.7 If no response is received from those consulted by the specified 'deadline' date then the Street Name and Numbering Officer will select one of the three preferred names, in consultation with the relevant Ward Member/members or portfolio holder.

5.8 If none of the suggested names are considered acceptable by the Ward or Parish Councillors and they have submitted their own preferred name, the developer will be immediately informed, by a written notice of objection to their preferred name. In serving a written notice of objection, the developer will be asked to accept the name put forward by the Ward or Parish Councillors. If the developer declines, they have under the Public Health Act 1925, Section 17 (4) the legal right to appeal to a Magistrates' Court within 21 days of the service of notice of objection. In such circumstances the Council will have to give evidence before the Magistrates should this be necessary with the appropriate Ward Member/Members in attendance.

5.9 Private houses should not repeat the name of the road or that of any other house or building in the area.

5.10 Where a new road is an extension of an existing road it is not normally necessary to give that section a new name.

5.11 Where an area, field or previous building has names or other things, such as plants and activities etc., historically associated with it, it is usual to preserve these in street names. Where there is no information to suggest a road name, a new one will be chosen.

5.12 If a “local” name is not suitable then there is no reason why any attractive name cannot be chosen. Where several roads are involved, a “theme” linking the names can be used to help identify the area.

5.13 We will not name roads with less than 6 properties where they can be numbered as part of a primary road, unless the circumstances are exceptional in accordance with Royal Mail policy.

5.14 Use of names with Royal connotations or any reference to the Royal family or their residences will not be permitted without written consent of the Lord Chamberlain’s Office.

15.15 Street names that promote (or could be confused with) an active organization, individual or advertisement will not be permitted.

15.16 Street names must only contain letters found in the English alphabet. Numbers, characters, punctuation or symbols will not be permitted under BS7666 addressing standards.

5.17 The final fee for the service is set by Swale Borough Council and is non-negotiable unless explicitly told otherwise.

5.18 The following is a list of possible suffixes

Suffix	**Reason for use:**
Avenue	For residential roads
Close	For a cul-de-sac only
Court	For small enclosures
Crescent	For a crescent shaped road
Drive	For residential roads
Edge	For residential roads
End	For a road with only one entrance/exit
Farm	For residential roads
Field (s)	For residential roads
Gardens	Subject to there being no confusion with any local open space
Grange	Large House in courtyard with farm buildings connected to it
Green	For residential roads
Grove	For residential roads
Hill	For a hill only
Lane	For development of an historic by way and for residential roads
Mead /Wharf	For residential roads near a navigable water course
Meadow	For residential roads
Mews	This is currently popular and is considered acceptable in appropriate circumstances, provided it does not repeat the name of the road from which access is gained.
Orchard	For residential roads

Paddock	For residential roads
Park	For residential roads
Place	Subject to there being no confusion with any local open space
Rise / Row	For residential roads.
Road	For any thoroughfare
Square	For a square only
Street	For any thoroughfare
Terrace	For a terrace of houses but NOT as a subsidiary name within another name
Vale / Dene	For residential roads.
View	For residential roads
Way	For a major road
Yard	For residential roads
All named blocks should end with one of the following	Court - for flats and other residential buildings Mansions - other residential buildings. Very large expensive house. Building containing apartments House - residential blocks only. Lodge - residential only. Small House in country or one on land owned by a large house Point - high residential blocks only. Area of land that stretches out into the sun. Tower - high residential or office blocks.
All new pedestrian ways should end with	Walk / Path / Alley

6. Naming of Unnamed Roads

6.1 We will informally consult with Local Ward Councillor(s), Town and Parish Councils where necessary when there is the need for local knowledge regarding anything to do with existing street names e.g. where specified streets start and finish.

6.2 Where there is not a strong consensus the Council's decision will be final.

6.3 There may be instances where a road has been formally named by the Council but does not appear on Royal Mail's Postal Address file. We will try and resolve these discrepancies wherever possible.

7. Renaming a Street / Renumbering Properties

7.1 Renaming an existing street / renumbering properties within an existing street is to be avoided as it is extremely expensive for the householder, unless the benefit to their safety clearly outweighs the obvious disadvantages.

7.2 It is the responsibility of those requesting the change to canvass existing residents and conduct a ballot with the persons responsible for paying the local council tax or business rates in the affected street. This will ensure that residents views are taken into account, and the results must be submitted to the Council. To change a street name, we will require 75% support from the local residents on the issue as any subsequent change can be very disruptive and cause individuals to have to change all their personal address details. This is a very time-consuming process and can be very emotive for those involved and should therefore only be contemplated as a last resort.

7.3 The Council will verify any canvass and may carry out a formal public consultation.

7.4. On rare occasions where this becomes necessary it is usually only done when:

- A street name is regularly confused with another street in the area.
- There is confusion over a street's name and/or property numbering.
- The residents are unhappy with their street name.
- There is a physical issue with the road that will require renumbering or renaming.
- On this basis, we will engage with the Ward Councillor(s) and Town/Parish Council as above with naming unnamed roads.

7.5 The applicant will be liable to pay the application fee for renaming the road as covered in the Council's fees and charges.

8. Numbering / Naming Properties

8.1 Properties in a new street will be numbered with even numbers on the right side and odd numbers on the left except that, for a cul-de-sac, consecutive numbering in a clockwise direction is preferred. A proper sequence shall be maintained including the number 13.

8.2 Buildings (including those on corner site) are numbered according to the street in which the main entrance is to be found and the manipulation of numbering in order to secure a "prestige" address or to avoid an address, which is thought to have undesired associations will not be sanctioned.

8.3 In circumstances where an existing street or similar is extended, it would be appropriate to continue to use the same street name. This would be subject to the limitations of the existing numbering scheme.

8.4 In a block of flats it is usual to give a street number to each dwelling where the block is up to six storeys in height. When the block exceeds this height or there are not sufficient numbers available because of existing development, it should be given a name and numbered separately internally.

8.5 Legislation permits the use of numbers followed by letters. These are needed when for example a large house in a road is demolished and replaced by

more than one property. To include the new properties in the numbered road sequence would involve renumbering all the higher numbered properties on that side of the road, which is unacceptable. Therefore, to avoid this each new property will be given the number of the old house with A, B, C etc added.

8.6 Where a property has a number, it must be used and displayed. Where a name has been chosen to a property with a number, the number must always be included; the name cannot be regarded as an alternative. The property name and number must be clearly displayed on the property and be visible from the highway.

8.7 For private houses in existing unnumbered roads it is essential that the houses are officially allocated names. The name should not repeat the name of the road or that of any other house or building in the area. Anyone wishing to change the name of their unnumbered house must complete the application form, name change section. It is the responsibility of the person requesting the change to notify all their personal contacts and complete AP1 Land Registry form.

8.9 Anyone in the process of buying a house but does not like the property name, must wait until after the completion date of the house sale before applying to change it. We recommend performing this after a one-month period to avoid dual-running addresses.

8.10 Requests for changes can only be accepted from the owners of properties and not tenants. Tenants wishing to change the name of the property should make their request to the property's owner who, if they agree, will then apply to Swale Borough Council to change the name.

8.11 Infill plots. Properties built between existing properties or in the grounds if an existing property, will be given the same house number before the infill followed by suffix of A, B etc.

8.12 Number one will always be on the left-hand side of the road. Through roads are numbered odds and evens in the direction they would be accessed from the centre of the town or community. Odds will be on left and evens on the right when travelling away from the Town Centre, however, numbering also depends on the layout of the development and roads.

8.13 Cul-de-sacs are usually numbered sequentially in a clockwise direction starting with number one on the left-hand side of the entrance to the cul-de-sac. Where it is apparent there is a possibility of a cul-de-sac being extended at some time in the future and where it is appropriate, number the sides odds and evens rather than sequentially to allow the numbering scheme to be extended at a future date.

8.14 Where a property has a number, it must be clearly displayed. Where a name has been chosen for a property with a number, only the number will form part of the official address. The name cannot be regarded officially as an alternative. This is enforceable under Public Health Act 1925.

9. Street nameplates

9.1 Developers will normally be expected to pay for and install nameplates for all new streets to the Council's specification. The developer will agree the proposed locations of the nameplates with Kent County Council.

9.2 The Council will attempt to ensure that, in due course and subject to available resources that every populated road in the district will have nameplates.

9.3 Where a road is remand this will require replacement street nameplates at the cost of the applicant. This may take up to eight weeks from the final decision.

10. Notification

10.1 We will notify the following of any numbering, re-numbering, naming or renaming

1. British Gas
2. Council Tax
3. Emergency Services
4. Kent County Council Highway Services
5. Land Registry
6. Ordnance Survey
7. Openreach
8. Southern Water
9. Valuation Officer
10. Building Control

11. Street Naming and Numbering Charges

11.1. Swale Borough Council charges for its street naming and numbering service. These charges are to be paid prior to any changes of address being made to a property. Changes made without contacting the council will not be officially recognised and will not be registered with services and third parties.

11.2. Applications will be verified to ensure that an address is acceptable before payment is taken. Refunds will not be made for the street naming and numbering service if the applicant's proposed address is not agreed by Royal Mail; in these circumstances we will endeavour to find an acceptable alternative address.

11.3. If an application and payment of fees is not received, new properties may be allocated addresses, without postcodes, for the purpose of the emergency services. In this case external notifications, with the exception of the emergency services, will not be issued and properties will experience problems with services.

11.4. Fees and charges applicable for the street naming and numbering service will be reviewed annually during the Council's budget setting process and

publicised through the Council's agreed communication channels, including the website.

12. Claims for compensation

12.1 Swale Borough Council is not liable for any claims for compensation arising directly or indirectly from the naming of roads, numbering or re-numbering of properties.

12.2. Mis-delivered mail or goods is the responsibility of the delivery company. Swale Borough Council is not liable for any claims for compensation arising directly or indirectly from the official naming of roads, numbering or re-numbering of properties.

13. Decision and Discretion

13.1 The Council's decision is final for the naming of roads, re-naming of roads, numbering or re-numbering and is at the discretion of the relevant Head of Service in consultation with the relevant Lead Member.

14. Non-Council Responsibility:

14.1 Marking the address on the property. It is the responsibility of the developer / owner / occupier to ensure that the property address is marked in such a way that it can be clearly seen from the road.

14.2 Correspondence and deliveries not being delivered to the correct address. Any complaints should be directed to Royal Mail Customer Services, or the delivery company concerned.

14.3 The address being unavailable on databases used by third parties, such as retail outlets (including internet-based businesses)

14.4 Ordnance Survey, or other provider's, maps or plans not featuring any new properties or roads.

14.5 Issuing postcodes. Royal Mail will not issue postcodes to addresses such as land that are not capable of meeting their requirements for receiving post. If a property requesting a postcode does not meet Royal Mail's criteria for a postal address and a postcode is refused, we do not have the power to change this decision.

14.6 Changing the address on deeds or the registered title to match the official / postal address. This can only be done by the owner, either via a solicitor or by using an AP1 form 'to change the register', available on the Land Registry website.

14.7 Whilst we will endeavour to do so, it is not the council's duty to inform Royal Mail of the occupation status of the new development. Unless the SNN Officer

is advised by the applicant that the property to be registered is already occupied then the postal address for a new build will be registered on Royal Mail's reserved postal address 'Not Yet Built' database and will not appear on their website.

15. GDPR

15.1 The Personal data we collect will be used for the following purposes:

- Naming and addressing of properties and roads

15.2 Our Legal Basis for processing the personal data:

- Naming and addressing of properties and roads

15.3 Any legitimate interests pursued by us, or third parties we use are as follows:

- British Gas
- Council Tax
- Emergency Services
- Kent County Council Highways
- Land Registry
- Ordnance Survey
- Openreach
- Southern Water
- Valuation Officer
- Building Control

15.4 The Special categories of personal data concerned are:

- Forename and Surname
- Addresses

15.5 Consent

By consenting to this privacy notice you are giving us permission to process your personal data specifically for the purposes identified. Consent is required for Swale Borough Council to process both types of personal data, but it must be explicitly given. Where we are asking you for sensitive personal data we will always tell you why and how the information will be used.

You may withdraw consent at any time by contacting Swale Borough Council in line with the Withdrawal of consent procedure.

16. Review

16.1 This Policy will be reviewed annually and refreshed as dictated by changes to operational functions or legislation.

This page is intentionally left blank

Environmental Services and Climate Change Meeting	
Meeting Date	17th March 2026
Report Title	Coastal Communities Engagement Planning Update
EMT Lead	Emma Wiggins, Director of Regeneration & Neighbourhoods
Head of Service	Martyn Cassell, Head of Environment & Leisure
Lead Officer	Mike Knowles, Seafront & Engineering Manager
Classification	**Open**
Recommendations	1. Members are asked to discuss the contents of the report and agree the principles of the Community Engagement Plan and agree which engagement approach they would want to undertake – passive, midway or active; 2. If midway or active approach is agreed, recommend that one-off funding is made available for the required resources to deliver the plan, as detailed in paragraph 2.11 and 2.12 of the report.

1 Purpose of Report and Executive Summary

1.1 This report provides an update following the previous report to Members in March 2025, and the subsequent recommendation for officers to focus on engaging with and supporting residents affected by coastal erosion.

2 Background, Context and Proposals

2.1 Following the recommendation from the March 2025 Environment and Climate Change Committee meeting, officers have been working with a company called Icarus, a consultant commissioned by the Environment Agency (EA) to support the National Coastal Erosion Risk Mapping (NCERM) Project, on a Coastal Erosion Engagement Plan.

2.2 Through discussions with colleagues in the East Kent Engineering Partnership, funding was secured through the Environment Agency project for Icarus to work with Swale officers from several departments, as well as staff from the Environment Agency, to develop a comprehensive Engagement Plan for those residents affected by future coastal erosion on the undefended North Sheppey coast.

2.3 The Borough Council provided some funding from our coastal maintenance budget to complete this piece of work, which included a number of online workshops and two face-to-face workshops to share ideas and develop the plan.

2.4 The in-person sessions, which included several key stakeholders and a range of departments across the Council, proved to be very positive, and enabled attendees to share ideas and experiences, and discuss and develop a comprehensive engagement plan.

2.5 The draft plan is designed to provide a starting point for further planning and will require constant reviewing and updating throughout the process.

2.6 Following the substantial amount of work that has taken place with colleagues and other key stakeholders, it is proposed to adopt the Engagement Plan and use this as a basis for future engagement with communities affected by coastal erosion.

2.7 Through discussions with key stakeholders, as well as other coastal authorities such as North Norfolk District Council who are already actively engaging with communities in their area, it is apparent that there are a number of important considerations that need to be addressed as part of the engagement planning.

2.8 Once active engagement commences, it is important that regular communication takes place with residents, even if some of the messages do not provide particular updates. The Coastal Engineering Team at North Norfolk District Council have stressed the importance of adequate resource, not only to commence the engagement process but to maintain effective engagement and communication into the future. The message from stakeholders is that poor engagement is worse than no engagement.

2.9 There are three potential tiers of engagement which could be considered for the community engagement. These are detailed below, together with anticipated costs for each option:-

2.10 Passive Approach – this would consist of providing general information around coastal erosion on Swale's website, including a link to the SMP Explorer website held on gov.uk, and encouraging residents to check the risk of erosion for their individual properties and to consider their future options. The cost of this approach would be zero as the compilation of this information could be covered with existing resources.

2.11 Midway Approach – this option would include adding more detailed information on Swale's website through the use of an engagement consultant and marketing company. As well as providing links to the SMP Explorer website, there could also be a "contact us" link for specific property enquiries. The anticipated cost of this approach is expected to be £20,000.

2.12 Active Engagement Approach – this would follow the draft Community Engagement Plan, and would require funding for a full time Engagement Officer, initially on an 18 month fixed term contract, with possible casual staff and venue rental costs for drop in coffee morning events for residents to attend and discuss coastal erosion issues and options. The anticipated cost of this approach is expected to be £80,000.

2.13 The role of the Coastal Engagement Officer will need to be a strong communicator and be able to coordinate project plans. It will be key in ensuring each of the key Council departments (communications, housing, seafront engineering, planning, community engagement) provide the right technical input. Key to the success of this project will be the inclusion of Parish Councils and Ward Members in the affected areas.

2.14 As part of the engagement planning workshops, officers have been liaising with staff at the Museum of London Archaeology (MOLA) who are undertaking a three-year National Lottery Heritage funded project, called Coasts in Mind, to bring together community groups and other partners to explore the impact of coastal change in their area, and share their memories. It will be beneficial to work closely with MOLA to coordinate engagement activities through this project and explore any potential funding opportunities.

3 Recommendations

3.1 Members are asked to discuss the contents of the report and agree the principles of the Community Engagement Plan and agree which engagement approach they would want to undertake – passive, midway or active;

3.2 If midway or active approach is agreed, recommend that one-off funding is made available for the required resources to deliver the plan, as detailed in paragraph 2.11 and 2.12 of the report.

4 Alternative Options Considered and Rejected

4.1 The alternative option to undertaking engagement with affected communities would be for the Council to do nothing. This is not recommended as this would not support communities at risk of coastal erosion or give them guidance to prepare for the future, potentially resulting in similar emergency responses to that experienced from the cliff collapse and property loss in May 2020.

5 Consultation Undertaken or Proposed

5.1 As previously discussed in the report to Committee in March 2025, whilst we have had engagement with a number of the residents in the immediate location of the

previous cliff fall and the local Parish Council, there has not been widespread public consultation to date. With the sensitive and complex nature of this issue, it is imperative that a clear communication and engagement plan is in place, with suitable resource, prior to any future engagement.

6 Implications

Issue	Implications
Corporate Plan	Environment - To provide a cleaner, healthier, more sustainable and enjoyable environment, and to prepare our borough for the challenges ahead
Financial, Resource and Property	For the three engagement options, costs are expected to be zero for a passive approach, £20,000 for a midway approach and £80,000 for an active approach. Without effective engagement with residents, the continued coastal erosion is expected to result in future emergency responses to individual erosion events. The cost to the authority for the emergency response following the Eastchurch Cliffs event in May 2020 was around £25,000, excluding the costs of temporary and alternative long-term accommodation for those residents affected, which was a considerable sum. To undertake active engagement with affected communities, suitable resource, both short term and longer term, will be essential to ensure the effectiveness of the engagement. Lack of resource will result in poor engagement, which will negatively impact on the reputation of the local authority. The engagement process is likely to generate a large volume of communication, and it is proposed to have a coordinator post at grade 7, initially for 12 months at a cost of £74,511 plus a small working budget of £5,000. For specific events, such as drop-in sessions, the resource requirement will be higher to accommodate 1-2-1 discussions with attendees but it is expected that this will be provided by the department specialists in each field. There will also be the requirement to secure a regular location for the drop-in sessions. National funding still remains unclear about support for these affected properties. We are awaiting further information from the Environment Agency as detailed in the March 2025 committee report.
Legal, Statutory and Procurement	The Housing Act 2004 Part 1 requires the Council to take enforcement action where homes are not safe. This can take the form of hazard awareness notices or prohibition notices or demolition order.

	Part 7 of the Housing Act 1996, Homelessness Act 2002 and Homelessness Reduction Act 2017 provides the statutory responsibility to prevent homelessness and provide assistance to people, threatened with or actually homeless. The Civil Contingences Act places duties on the Council as a Part 1 responsible authority. This places a duty on us to assess risks and make ensure appropriate plans are in place as well as responding during an emergency.
Crime and Disorder	None identified
Environment and Climate/Ecological Emergency	Engagement with communities affected by coastal erosion is essential to ensure that householders are aware of the present and future risks and can plan for the future. Successful engagement and planning will allow properties to be demolished and cleared as they reach end of life, rather than being left to the natural erosion processes and ending up depositing large quantities of debris down the cliff and along the coastline.
Health and Wellbeing	The ongoing natural coastal erosion process will continue to impact on communities close to the unprotected coastline, and engagement with these communities to promote adaptation is essential. Clear and consistent messaging around predicted future erosion and the impacted properties will be paramount in achieving this engagement and promoting coastal adaptation.
Safeguarding of Children, Young People and Vulnerable Adults	Some of the residents currently planning to remain in their properties until the natural erosion forces them to leave are classed as vulnerable, and it is imperative that clear and consistent regular conversations are maintained with these residents to ensure they are fully aware of the risks and their needs met.
Risk Management and Health and Safety	The main risk associated with the Engagement Plan is the reputation of the Council through poor engagement, or a lack of long-term commitment to continue this engagement into the future. Despite the March 2025 committee report and the Environment Agency's release of updated erosion rates, this may be the first time that the community become aware of the future risks. Without community engagement, property owners could be unaware of the risks associated with coastal erosion, resulting in a lack of future planning, and potential emergency events to deal with erosion incidents affecting properties. Without future planning and the demolition and removal of properties at imminent risk of collapse, there is the potential for an increase in the volume of materials, some of which could include asbestos, being washed up on our bathing beaches resulting in an

	increased requirement for handpicking of this material by specialist contractors.
Equality and Diversity	None identified at this stage.
Privacy and Data Protection	None identified at this stage.
Local Government Reorganisation	None identified at this stage.

7 Appendices

7.1 The following documents are to be published with this report and form part of the report:

- Appendix I: Draft Engagement Plan Summary

8 Background Papers

8.1 Link to "Update on Motion to Change Shoreline Management Plan Policy – Eastchurch Cliffs" report (Agenda Item 6) – 18th March 2025: (Public Pack)Agenda Document for Environment and Climate Change Committee, 18/03/2025 19:00

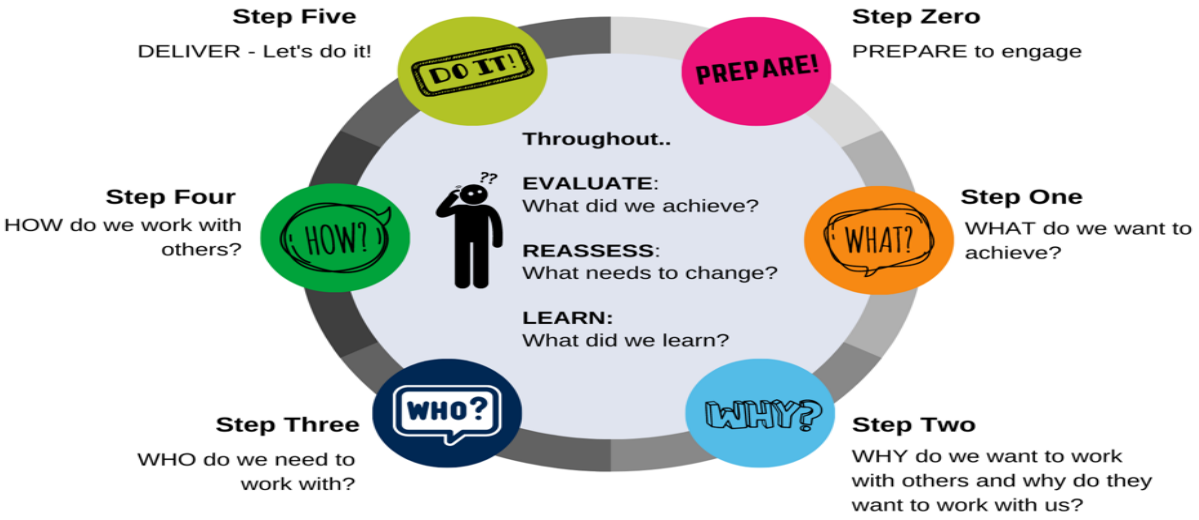
APPENDIX I

Introduction

Eastchurch - Engagement Plan (Draft - June 2025)	
Purpose of this document	This document provides a summary of all the information generated to date, to support a potential engagement project in Eastchurch in relation to coastal erosion and the development of an adaptation plan for Eastchurch. This draft plan was created with input from staff at Swale Borough Council, the Environment Agency and the Coasts in Mind Project. It provides the basis for the development of a project proposal, but will need to be reviewed and updated prior to the start of any future engagement process.
Overview of WWO approach	The model below is a useful way of framing engagement planning - the Environment Agency's Working With Others approach, which is based on established good practice for the design and delivery of engagement.

Working With Others

Working With Others Approach



Why Do We Want to Engage with the Community?

Business Objectives
1) To raise awareness and understanding of the historic and future erosion risk on the coast at Eastchurch, and some background on the larger issues nationally. 2) To provide information around erosion processes and the challenges they present. 3) To identify potential solutions for adapting to coastal erosion in Eastchurch. 4) To develop and agree an adaptation plan for Eastchurch

What are our Objectives in the Engagement Planning

Engagement Objectives We will work with stakeholders to……..
1) Increase stakeholders' understanding of the historic and future erosion risks to Eastchurch. 2) Encourage and facilitate open two way communications on the challenges faced both short and longer term with coastal erosion. 3) Develop stakeholders' understanding of how the coast is managed. 4) Identify potential solutions for adapting to coastal erosion in Eastchurch. 5) Promote and encourage planning for the future by those residents at future risk of coastal erosion. 6) Develop and agree an adaptation plan for Eastchurch.

Who Do We Want to Talk to?

Whilst our main focus will be to talk to those residents in Eastchurch who will be affected by coastal erosion in the near future, there are a number of other stakeholders that we will look to engage with as part of this process. These include:-

- Eastern Sheppey Community Hub
- Communities “downdrift” (in areas currently benefitting from sediment moving along coast from eroding areas)
- Council Emergency Planners
- Eastchurch Gap Action Group
- Eastchurch Residents at Future Risk
- Eastchurch Parish Council
- Eastchurch Village Hall Group
- Environment Agency – National Coastal Team
- Environment Agency – Kent and South London Team
- Environment Agency – Medway Estuary and Swale Strategy (MEASS)
- Environment Agency – Partnership and Strategic Overview Team
- Environment Agency – Waste Team
- SGN Gas Networks (subject to mains supply in area)
- Health and Care Partnership
- Insurance Companies (Role unclear at this stage but could be affected by outcomes of Coastwise CTAP finance options)
- Kent County Council Community Warden
- Local Business – The Coppice Club
- Local Business – Palmtree Management (Caravan Dealership)
- Local Businesses – Caravan and Holiday Parks
- Local Farmers and Landowners
- Other Local Businesses/Shops in Eastchurch
- Maritime and Coastguard Agency (HM Coastguard)
- Kent County Council – Highways and Transportation
- Kent County Council – Public Rights of Way Officer
- Kent County Council – Waste Enforcement Team

- Kent and Medway Resilience Forum
- Emergency Services – Fire/Police/Ambulance
- Local History Groups (Eastchurch Aviation Museum/Volunteer Group/Minster Gatehouse Museum)
- Marine Management Organisation (MMO)
- Medway Swale Estuary Partnership (Beach Cleans from Sheerness to Shellness)
- Media
- Mobile Food Bank (Sheppey Bus)
- Natural England (Site falls within SSSI)
- Natural England – Coastal Path Team
- Parish Councils neighbouring Eastchurch (Minster, Leysdown, Warden Bay etc)
- Sheppey Matters
- South East Coastal Group
- Southern Regional Flood and Coastal Committee
- Southern Water
- Swale Borough Council – Environmental Services and Climate Change Committee
- Swale Borough Council – Housing Options Team and Housing (Private Sector Team)
- Swale Borough Council – Engineering team
- Swale Borough Council – Planning Team
- Swale Elected Members for North Sheppey
- Swale Farmers Cluster Group
- UK Power Networks
- Other VCS Support Services

How Do We Plan on Undertaking This Engagement?

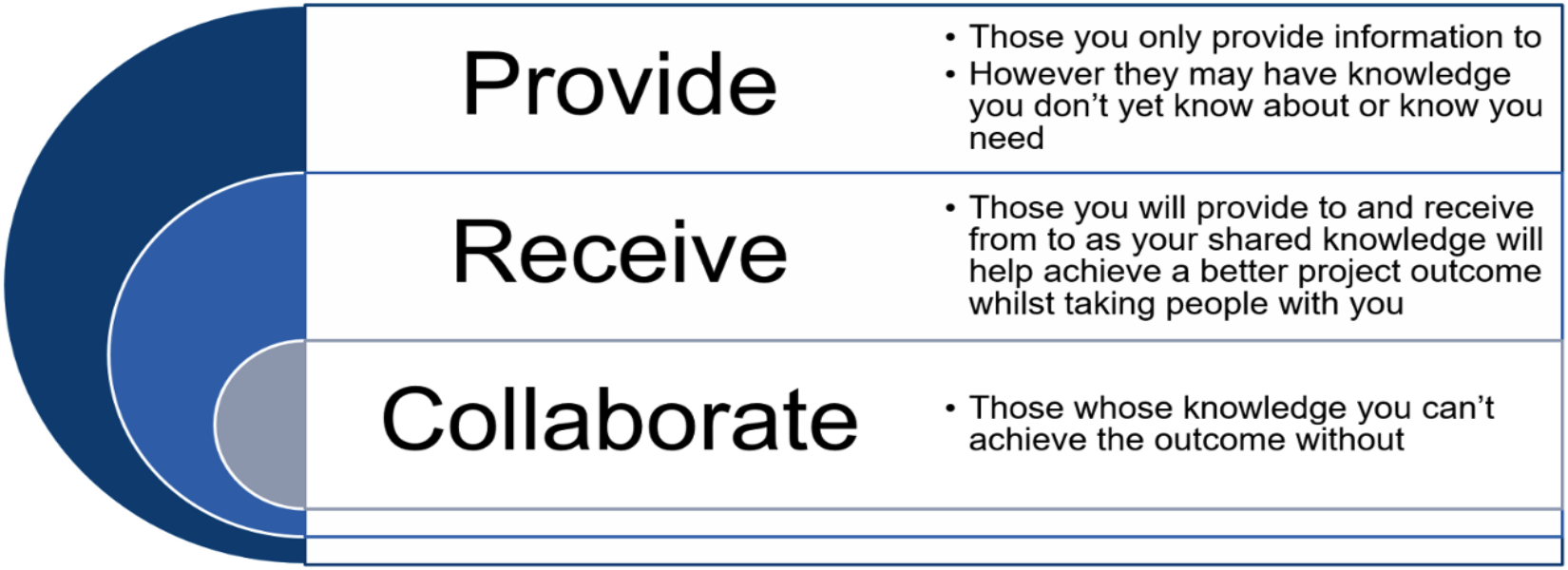
Activity (Residents at Risk)

- Meeting with Parish Council to talk about the issue and present the latest erosion predictions which have been published on the SMP Explorer website. Could also share the draft engagement plan with them to get their feedback
- 1:1 and/or small group meetings with residents at immediate risk to raise awareness of risk, discuss options and support available etc.
- Continue 1:1 conversations/support for those at immediate risk – what support/options are available to them; policies and procedures that apply and how to navigate them
- Provided a dedicated liaison officer from SBC to work directly with affected residents and provide a single point of contact to help build relationships and trust
- Produce a residents pack – including information on coastal erosion in a clear, accessible format (that can be downloaded from SBC website). Pack to include additional information for those as risk, e.g what can and can't be done for support; signpost to relevant teams, resources, etc.

Activity (Wider Community/Stakeholders)

- Hold "listening" sessions (community cafes and drop ins) to start engagement, find out what people are worried about and what they think is important etc and start to raise awareness
- Hold memory sharing workshops/sessions to include outputs and/or activities from Coasts in Mind project to incorporate more creative engagement routes – e.g to encourage storytelling, historic photos of the coast etc.
- Hold community workshops looking at SMP/history of change/environmental/economic rationale for policy – could involve other external experts on coastal management to help explore change
- Identify/use local partners to support 1:1 conversations with those most at risk eg Sheppey Matters
- Explore potential for Local History Groups to develop a history/story of coastal erosion of Sheppey/Eastchurch that could be developed with and shared with residents, businesses and other stakeholders

Levels of engagement



Overall Message House

Your 'umbrella' message

- The coast is changing and we need to develop a plan to change with it.
- We want to work with communities to plan for, and adapt to, coastal erosion.
- This project will help increase community coastal resilience in Eastchurch.

Benefits	Pre-empt objectives	Call to action
• *The community will be better informed, better prepared – and organisations will be better placed to support people.* • *By getting involved you will be able to be better informed and better prepared.* • *Working together will ensure we are planning effectively as a community.* • *The project provides an opportunity for us to work together and adapt to work with nature – better for people and the environment.* • *We may be able to provide financial or housing support.*	• *Erosion has always happened along this coast, but planning ahead will mean we are in a better position.* • *If you don't plan now for the future of your assets, you may incur expensive emergency costs later on.*	• *Get involved in helping create a draft adaptation plan.* • *Please look at our online tools to see if you are at risk [NCERM2, SMP-Explorer]* • *Come along to our local events and give us your comments on the draft plan.*

Supporting facts, evidence, data – set out in a 'lines to take'

Message House – People at medium term risk (c.2055)

Your 'umbrella' message

- Erosion is happening – we can't stop it, but we can plan how to manage and adapt to the risk.
- Support may be available e.g. demolition costs, Council housing etc.

Benefits	Pre-empt objectives	Call to action
• *By planning now for the future, you can be prepared and others can be better prepared to support you too.*	• *We can't stop the erosion from happening, but planning for the future is something that we can do and gives you control over how you want to adapt to future coastal erosion.*	• *Know your risk and what support is available.* • *Think about the future of where you leave and create a plan.* • *Get involved in helping develop an adaptation plan for Eastchurch as a whole.*

Supporting facts, evidence, data – set out in a 'lines to take'

Message House – Infrastructure providers

Your 'umbrella' message

- This project matters to you because coastal erosion is going to keep on impacting this area.
- Your assets are at risk from coastal erosion – do you have a plan?

Benefits	Pre-empt objectives	Call to action
• *By working with us and planning for the future of your assets you will:* ➢ *Avoid emergency costs* ➢ *Protect your assets* ➢ *Protect the communities you serve* ➢ *Enhance your company's reputation by being proactive.*	• *It's not economically, technically, or environmentally viable to stop erosion along this stretch of coast – so we want to plan ahead for how ensure this community is resilient to future coastal erosion.*	• *Check your asset log against the NCERM data (include link to data)* • *Create a plan for the future of your assets* • *Get involved in helping to shape an adaptation plan for Eastchurch and the options for your assets.*

Supporting facts, evidence, data – set out in a 'lines to take'

This page is intentionally left blank

Environment Services and Climate Change Committee Meeting	
Meeting Date	17th March 2026
Report Title	Swale Local Cycling and Walking Infrastructure Plan (LCWIP)
EMT Lead	Emma Wiggins, Director of Regeneration and Neighbourhoods
Head of Service	Martyn Cassell, Head of Environment and Leisure
Lead Officer	Michelle Anderson, Active Travel Officer
Classification	**Open**
Recommendations	1. To adopt the amended Swale LCWIP following public consultation and publish on the Council's website

1 Purpose of Report and Executive Summary

1.1 To detail the consultation process undertaken for the LCWIP.

1.2 To share the feedback received from public consultation and the subsequent changes to the LCWIP from this feedback.

1.3 To share the finalised LCWIP report and executive summary

1.4 To gain agreement to adopt the Swale LCWIP.

2 Background, Context and Proposals

2.1 Local Cycling and Walking Iinfrastructure Plans (LCWIP) are evidence-led, long-term plans to identify cycling, walking, and wheeling improvements. By adopting a Swale-wide LCWIP, we will be able to take an informed network-based approach to planning and delivering this infrastructure. It is vital to do this as the design and delivery of infrastructure will require external funding and having an LCWIP will greatly improve our ability to gain this funding.

2.2 The draft LCWIP was presented to the Environment Services and Climate Change Committee in July 2025. One major change was made at Committee - to extend a route on the Isle of Sheppey to incorporate the Sheppey Light Railway Greenway (SLRG) route into the document. This change was made prior to public consultation. The original committee paper can be viewed in the 'Background documents' section of this report which details the methodology used and the benefits of having a LCWIP.

2.3 Public consultation took place between 1st September and 26th October 2025.

2.4 The public consultation was available either on-line or in person at centres in the main three towns in the Borough. Feedback was given via several methods:

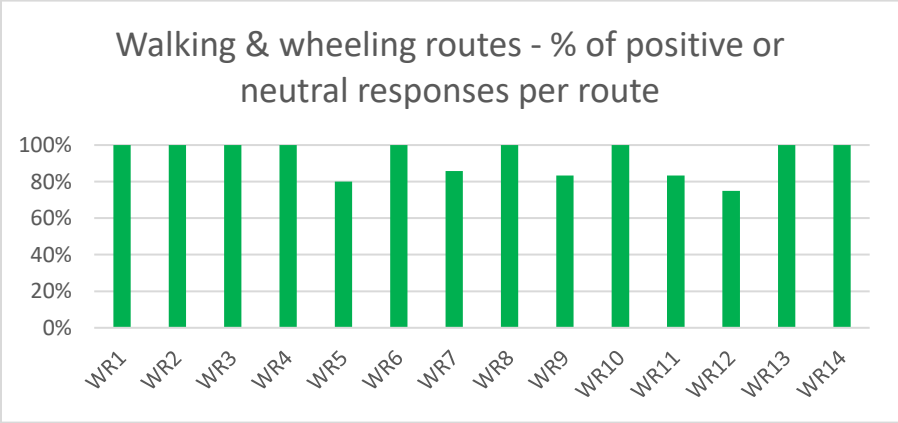
- A questionnaire whereby consultees were asked if they strongly agree to strongly disagree with each route. This questionnaire was on-line and in paper form.
- Via written feedback on-line or on paper.
- A few emails were received by the Active Travel Officer.
- Comments could also be made on each route via pins on an interactive map.

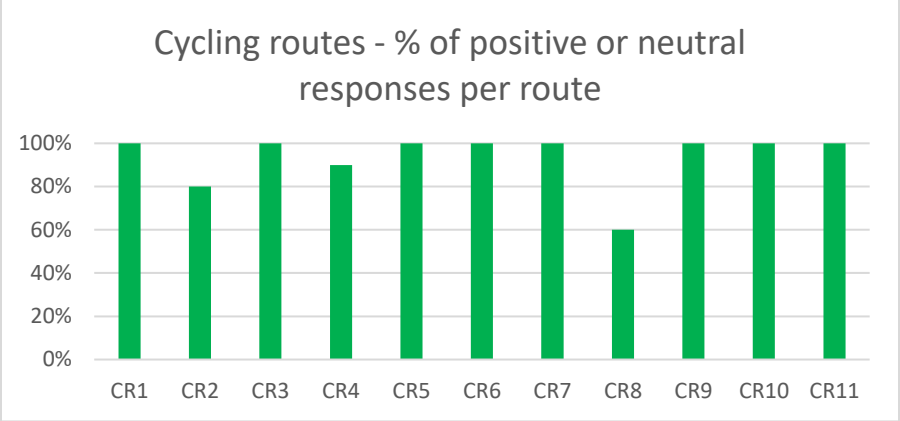
2.5 The public consultation resulted in the following:

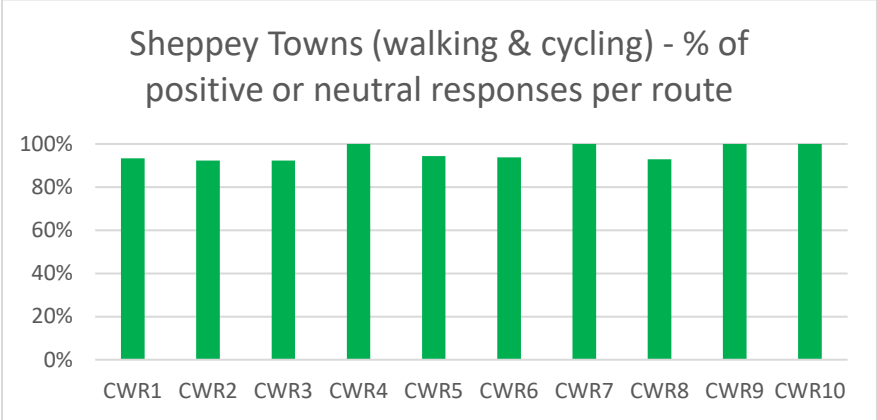
- 264 active users engaged with the consultation webpage
- 311 comments were received across all feedback methods
- 34 consultees completed the questionnaire
- 21 pins were left on the interactive mapping tools.

Consultation Feedback

2.6 Overall, the feedback received was positive, with a higher response rate than anticipated and most responses agreeing with the proposed routes. The following three graphs show the % of responses that either agreed or were neutral with the proposed routes:







It should also be noted that 85.3% of respondents stated that the proposed routes would "encourage them to walk or cycle more often."

2.7 Based on the feedback received during the consultation, further changes were made to the routes within the Swale LCWIP. These changes are: **Cycling:**

- CR2 was rerouted to avoid the railway bridge on Crown Quay Lane.
- CWR3 was extended with an additional section from Kingsferry Bridge to Rushenden - an upgrade of PROW ZS12.
- CWR7 (the SLRG route) was extended from Moat Way to the Napoleonic Lines / West Minster.
- On CWR7, an additional section was added between Moat Way and Power Station Road, subject to landowner approval.
- Additional interventions were added to CR6, CR8, CWR1, CWR4, and CWR9.

Walking:

- On WR7 an additional section was added including the cut through from Hythe Rd to Windmill Rd (subject to a safety audit).
- Additional interventions were added to WR3, WR4, WR6, WR10, CWR1, CWR4, and CWR9.

2.8 As part of the LCWIP creation process, it is important to prioritise routes within the document. Route prioritisation is the final stage of the LCWIP process before it is presented for adoption. Its purpose is to identify the routes that best support the plan's objectives in the short, medium and long term.

2.9 Using the evidence gathered in earlier stages, all cycling and walking and wheeling routes were assessed against a defined set of national criteria. The cycling routes and walking and wheeling routes were prioritised separately, with the exception of the routes on Sheppey as they were originally known as 'travel corridors' and encompassed both walking, wheeling and cycling. As a result, these Sheppey routes were included in both assessments. The routes were prioritised using a Multi- Criteria Assessment Framework (MCAF). The framework was designed to provide a balanced assessment, without placing too much emphasis on any single factor. This approach ensures that urban and rural routes, shorter and longer routes, and routes serving different types of trip attractors were all considered fairly. The criteria included:

- Current and future demand
- Filling gaps in the existing network
- Supporting housing and economic growth
- Level of agreement in public consultation

The five highest scoring routes can be seen below:

Cycling Route	Prioritisation Rank
CWR7—Sheppey Light Railway Greenway	1
CWR1—Brielle Way to Rushenden	2
CWR8—Sittingbourne to Rainham	3
CR1—Kemsley - Faversham	4
CWR4—Halfway Houses - Sheerness	5

Table 1: Cycle Route Prioritisation

Walking and Wheeling Route	Prioritisation Rank
CWR1—Brielle Way to Rushenden	1
WR11—Kemsley - Sittingbourne Station	2
CWR4—Halfway Houses - Sheerness	3
CW7—Sheppey Light Railway Greenway	4
WR2—Sittingbourne Station - SW Developments	5

Table 2: Walking and Wheeling Route Prioritisation

2.10 Adopting the LCWIP will enable us to use it as the basis for future active travel funding bids and to serve as a reference for planners when considering s106 agreements with developers.

3 Recommendations

3.1 To adopt the amended Swale LCWIP following public consultation and publish on the Council's website.

4 Alternative Options Considered and Rejected

4.1 To not have a Swale LCWIP at all. This was rejected as it would severely jeopardise our position for future funding for any active travel improvements within the Borough.

4.2 To implement the LCWIP without any of the changes proposed by residents. This was rejected as it is important to remain engaged with residents and gain their valuable local knowledge in decision making and plans.

5 Consultation Undertaken or Proposed

5.1 This entire report is about the consultation undertaken on the draft LCWIP so please refer to section 2.

6 Implications

Issue	Implications
Corporate Plan	The creation of an LCWIP supports the 'Environment priority' within the Corporate Plan; "To provide a cleaner, healthier, more sustainable and enjoyable environment, and to prepare our borough for the challenges ahead." It also supports the section which states Swale Borough Council will: "Form partnerships with key stakeholders to ensure we champion active travel opportunities."
Financial, Resource and Property	Each of the interventions in the LCWIP will require detailed design and feasibility work to be undertaken. To secure future funding to implement interventions agreed in the LCWIP, it is anticipated that Active Travel England and KCC will be the two main funding streams in the future, but it is likely that an agreed LCWIP will be one of the criteria for this funding. Furthermore, the plan will allow us to request that developers implement routes if they fall within their land or provide developer contributions to help deliver schemes. Whilst there are no additional financial implications for the SBC budget, delivery of the feasibility and grant applications will be contingent on retaining the Active Travel Coordinator role.

Legal, Statutory and Procurement	The development of the LCWIP has followed Active Travel England guidelines to ensure it is robust and deliverable.
Crime and Disorder	N/A
Environment and Climate/Ecological Emergency	By having an agreed LCWIP and implementing interventions, the long-term environmental and climate impact will be positive for all residents and the Borough as a whole.
Health and Wellbeing	There are numerous health and wellbeing advantages to encouraging more active travel and these are well documented on the Active Travel England websites as well as earlier in this paper.
Safeguarding of Children, Young People and Vulnerable Adults	N/A
Risk Management and Health and Safety	The primary risks are associated with securing the funding from Active Travel England (via KCC) for future financial years. However, active travel is becoming more prevalent on the Government's agenda, and the relatively recent creation of Active Travel England also indicates that funding is set to continue in future years.
Equality and Diversity	The LCWIP will incorporate all forms of active travel including wheeling – i.e. wheelchairs and mobility scooters as well as walking and cycling.
Privacy and Data Protection	The privacy and data protection team were consulted on the wording required for the public consultation and reviewed the proposed question set.
Local Government Reorganisation	Having a Swale LCWIP in place will help to secure future direction, feeding into new unitary priorities and planning documents. It sets a long term vision for how we want to encourage non-vehicular movement across the Borough.

7 Appendices

7.1 The following documents are to be published with this report and form part of the report:

- Appendix I: LCWIP Executive Summary Document
- Appendix II: LCWIP Full document

8 Background Papers

8.1 July 2025 Committee Report

Swale Local Cycling and Walking Infrastructure Plan

Executive Summary

Swale Borough Council

December 2025

Introduction

Active travel, which comprises **walking, wheeling and cycling**, is becoming increasingly important as challenges around climate change become more pressing and the demand for active travel solutions grows. Investment in cycling and walking can have **wider positive impacts on people and places**, making roads quieter and safer, improving air quality, improving physical and mental wellbeing and creating attractive places for people to live.

LCWIPs aim to both **encourage and facilitate the modal shift** away from motorised vehicles to more active modes, transforming areas in ways which **support active travel, reduce congestion, support local economies and improve physical and mental health** in line with sustainable visions at a local to a national level.

LCWIPs outline a “strategic approach to identifying cycling and walking improvements required at a local level”.

Policy Context

Cycling and Walking Investment Strategy

In 2017, the Department for Transport (DfT) published their first **Cycling and Walking Investment Strategy (CWIS).** The aim of this was to encourage cycling, walking and wheeling to become a key mode of travel for shorter journeys or as a stage of a longer journey by delivering better safety, mobility and streets. In 2021, the Government announced the second CWIS which reflects new active travel policies, financial investment into active travel in England and performance monitoring against both the first and second CWIS objectives. Alongside the CWIS, the DfT published practical, strategic guidance on developing Local Cycling and Walking Infrastructure Plans (LCWIPs) for local authorities.

The LCWIP Process Includes...

Defining the geographic scope of the LCWIP

Gathering information on current cycling and walking patterns and review relevant transportation and land use policies.

Identifying origin and destination points and cycle flows. Convert flows into a network of routes and identify improvements.

Identifying key trip generators and walking and wheeling zones. Creating a network of routes and improvements

Prioritising proposed routes and improvements to develop a prioritized programme of delivery

Integrating outputs into local planning and transport policies, strategies, and delivery plans.

Introduction

Gear Change: A bold Vision for Cycling and Walking

Gear change describes the vision to make England a great walking and cycling nation. One of its aims is for half of all journeys in towns and cities being cycled or walked by 2030.

The Transport Decarbonisation Plan

The Transport Decarbonisation Plan sets out the government's commitments and the actions needed to decarbonise the entire transport system in the UK. The first strategic priority it sets is "Accelerating modal shift to public and active transport [making them] the natural first choice for our daily activities".

Local Transport Note 1/20

The Local Transport Note 1/20 (LTN 1/20) for cycle infrastructure design establishes five design principles for active travel networks and their routes: cohesion, directness, safety, comfort, attractiveness.

The Inclusive Mobility Guidance

Inclusive Mobility is the government's guide to best practice on improving access to public transport and creating a barrier-free pedestrian environment. Creating and maintaining accessible public realm is crucial for ensuring that disabled people are not excluded from playing a full role in society.

Determining Scope

Study Area

Swale is one of the 12 districts in Kent, it is bounded by Medway, Canterbury, Ashford and Maidstone. The LCWIP study area covers the whole of Swale.

Given the importance of encompassing both rural and urban areas as well as connections between key settlement clusters, additional smaller-scale study areas have been identified within Swale as shown in Figure 1: Sittingbourne, Faversham, Sheppey towns and rural Swale.

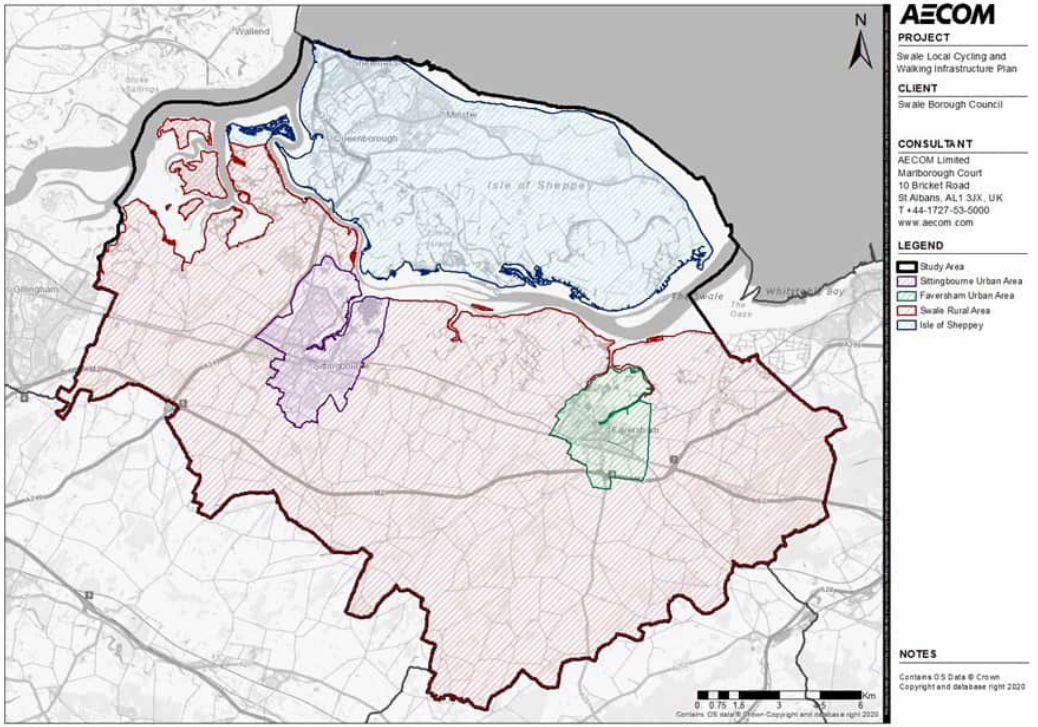


Figure 1: Study Area - Swale

Swale LCWIP Approach

The aim of this integrated **Swale LCWIP** is to build on existing active travel work and merge several local LCWIPs into a single borough- wide plan. It addresses gaps in the proposed network and suggests new routes to close them, presenting a coherent active travel network to support future funding bids. Specifically, it incorporates the existing **Faversham LCWIP** (developed by Faversham Town Council) and the draft **Sheppey Towns LCWIP** (developed by WSP), and identifies walking and cycling routes in other areas of Swale, including Sittingbourne and rural parts of the Borough. It also aligns with the KCWIP by proposing several cross-border routes that connect Swale with the wider Kent network.

Gathering Information

During Stage 2 of the Swale LCWIP, a comprehensive review was undertaken of the local area context to understand the existing and future active travel provision, Swale's demographics and any barriers to active travel, as summarised below:

Swale is bounded by Medway, Canterbury, Ashford and Maidstone. According to the 2021 Census, Swale's population is around **151,700** - an **increase of 11.7%** since the 2011 Census

Swale has high **employment density** in Sittingbourne, Faversham and the Sheppey Towns. Swale has large **disparities in levels of deprivation**, from prosperous parts of Faversham to pockets of deprivation on the Isle of Sheppey such as Sheerness and Queenborough, which are some of the most deprived wards in England.

The spatial redistribution of people towards urban areas results in pockets of **low car dependency in towns** and **higher car dependency in rural areas**. There are a number of committed developments across Swale, largely located on the urban peripheries of Sittingbourne and Faversham, as well as on the Isle of Sheppey .

The walking network across Swale is diverse in terms of the **network density and quality**. Whilst there are significant **network gaps** on the Isle of Sheppey and across rural Swale, there are several **well-established and signposted longer and shorter walking routes**. There are also more dedicated walking facilities in the urban areas of Sittingbourne and Faversham.

The existing cycling network across Swale is largely comprised of the **National Cycle Network** (NCN), which provides some **inter-urban connectivity** across Swale. There is also a network of cycling infrastructure across Swale, however this is **sparse, fragmented and substandard** in some locations. It is mainly located in Sittingbourne, with notable gaps in rural areas.

Gathering Information

Swale's rail network offers **direct links** from Sittingbourne and Faversham to St Pancras, Victoria and Charing Cross with five services per hour in peak times. The bus network is concentrated around urban areas, and in rural areas is more **unreliable and infrequent**.

Swale is bounded north-south and east-west by some of the most **dangerous rural roads [1]**, which are typically associated with high vehicle speeds, a high number of road accidents and are key indicators of **community severance**.

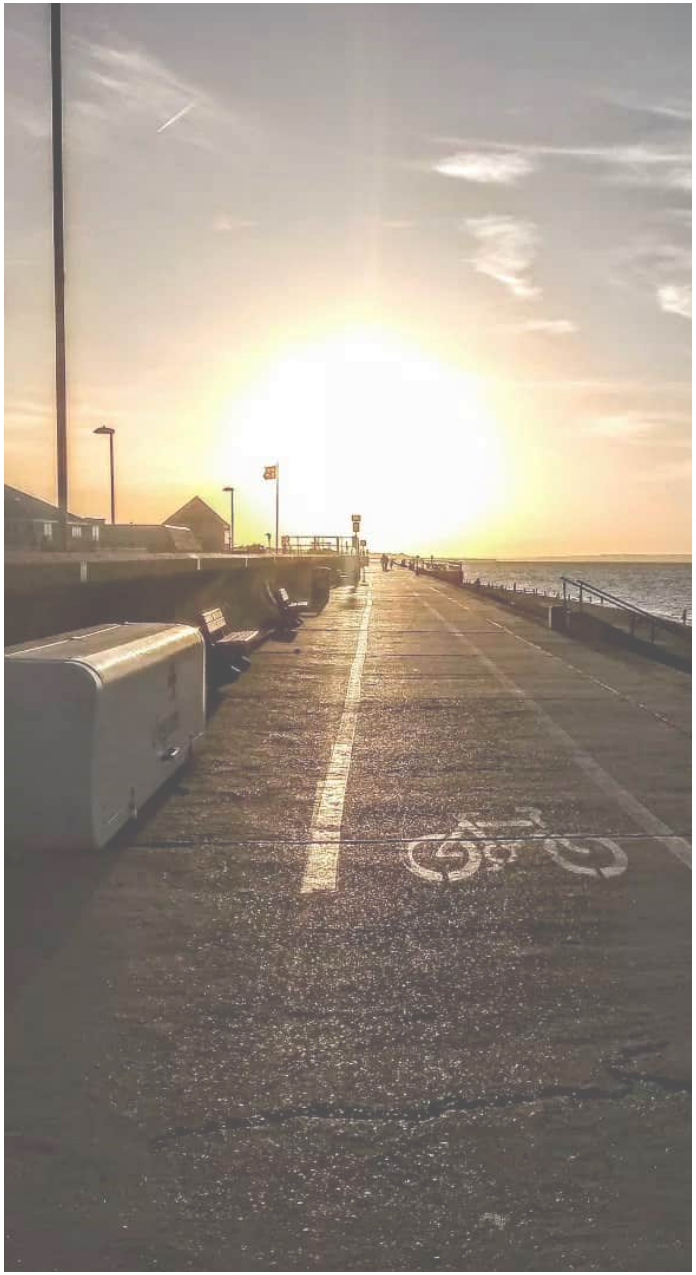
The potential for modal shift is indicated by the **Propensity to Cycle Tool** which shows that there is low levels of cycling between towns on the Isle of Sheppey and also between Sittingbourne and Faversham.

Sittingbourne, Faversham and the Isle of Sheppey have a high number of **key trip generators and attractors**, with a number of major employment sites, such as the HMP Sheppey Cluster on the Isle of Sheppey whilst rural Swale has fewer trip generators and attractors.

The **proposed active travel schemes**, studies or audits which have been undertaken across Swale include: Walk Wheel Cycle Trust (formerly Sustrans) Sheppey Audit, Faversham Town Audit, Swale Cycling and Walking Framework Consultation, Active Travel 4 Proposals, Parishes to Town: Active Travel Project, Kent Local Walking and Cycling Infrastructure Plan, Faversham LCWIP, Faversham to Teynham Quietway, the Sheppey Light Railway Greenway Route and the Sheppey Towns LCWIP.

To better understand the perception of the existing network and active travel facilities, information was gathered through the online '**Widen My Path'** tool and the **'Your Everyday Trips'** survey which was undertaken in 2022.

[1] The AA Charitable Trust, https://www.theaa.com/about-us/newsroom/rural-roads



Additional Information

Sheppey Light Railway Greenway Route

The SLRG Group was formed by Islanders in 2022 to **promote a safe walking, wheeling and cycling route**, or Greenway, across the Isle of Sheppey, inspired by the path of the disused **Sheppey Light Railway**. The ambition is to better **connect communities** by giving people the choice to travel across the island under their own steam.

As shown in Figure 2, the Greenway connects Leysdown, Bay View, Eastchurch, Brambledown, Minster on Sea, Halfway, Sheerness and Queenborough.

The volunteer-led project has gathered support from **local residents**, **businesses**, **town & parish councils**, **Swale Borough Council** and **Kent County Council**. With landowner support, the Group's volunteers have already improved part of the route between Power Station Road and Scrapsgate Road. An example of the work which the Group is doing can be seen in Figure 3.

Much of the Group's time is focussed on **negotiating with all the landowners** along the proposed route, which wherever possible, follows the former railway.

The SLRG route is visible on the LCWIP maps as part of CWR7.

Figure 3: Sheppey Light Railway Greenway
Source: Sheppey Light Railway Greenway Group

Figure 2: Sheppey Light Railway Greenway Route

Network Planning for Cycling

Want more information?
Please see **Appendix A**

Introduction

The evidence gathered in Stage 2 informed the identification of potential cycling **infrastructure improvements** and key cycle **routes**.

Figure 4 shows an overview of the Network Planning for Cycling stage of the LCWIP, as outlined in the DfT's LCWIP Guidance.

The routes emerged from comprehensive data analysis and were informed by various data sources as detailed in previous sections of this report. Stakeholder engagement was undertaken to gather real-world opinions on the identified networks.

Alignment decisions considered the **existing and forthcoming active travel** network, **local conditions** such as gradient, terrain and **cycling accessibility** were also factored into the route selection, ensuring they achieve the **core design outcomes** of being coherent, direct, safe, comfortable, and attractive. High-level interventions along the final cycling routes are presented at the end of this section.

The proposed Swale LCWIP cycling network is presented in Figures 5 to 7.

Figure 4: Summary of Cycling Network Generation Stages

Network Planning for Cycling

Want more information?
Please see **Appendix B**

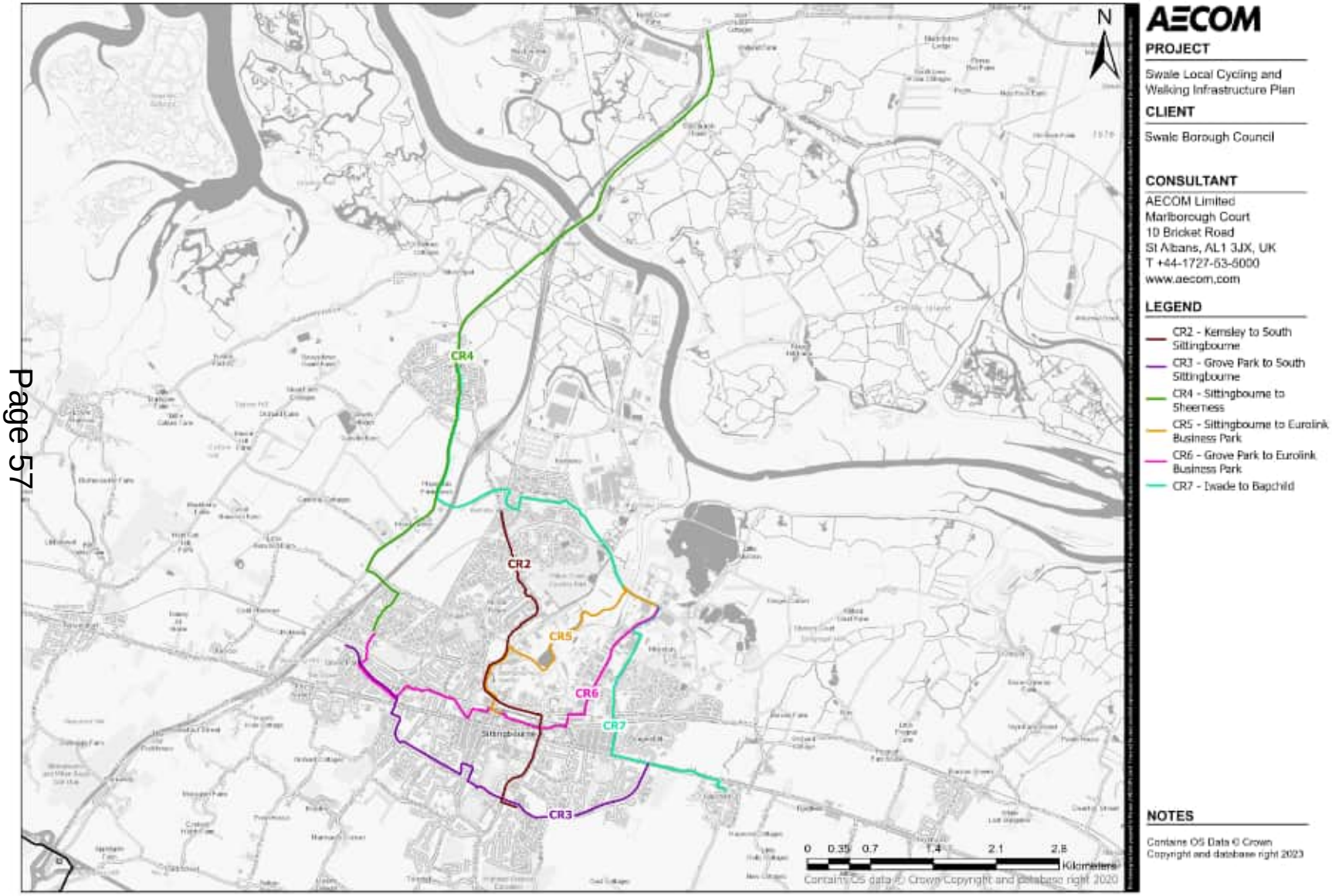


Figure 5: Identified Cycling Network - Sittingbourne

Network Planning for Cycling

Want more information?
Please see **Appendix C**

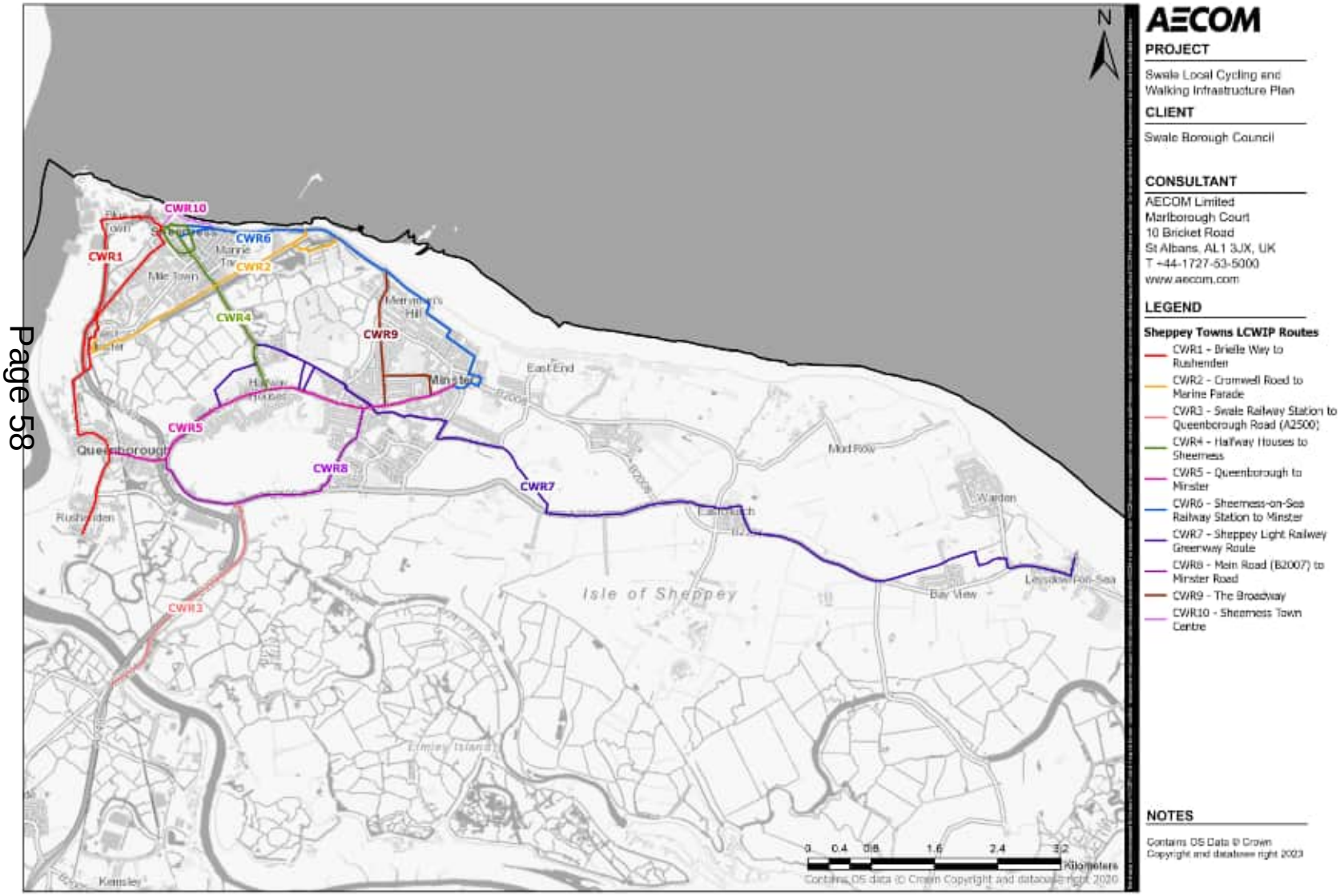


Figure 6: Identified Cycling Network - Sheppey Towns

Network Planning for Cycling

Want more information?
Please see **Appendix D**

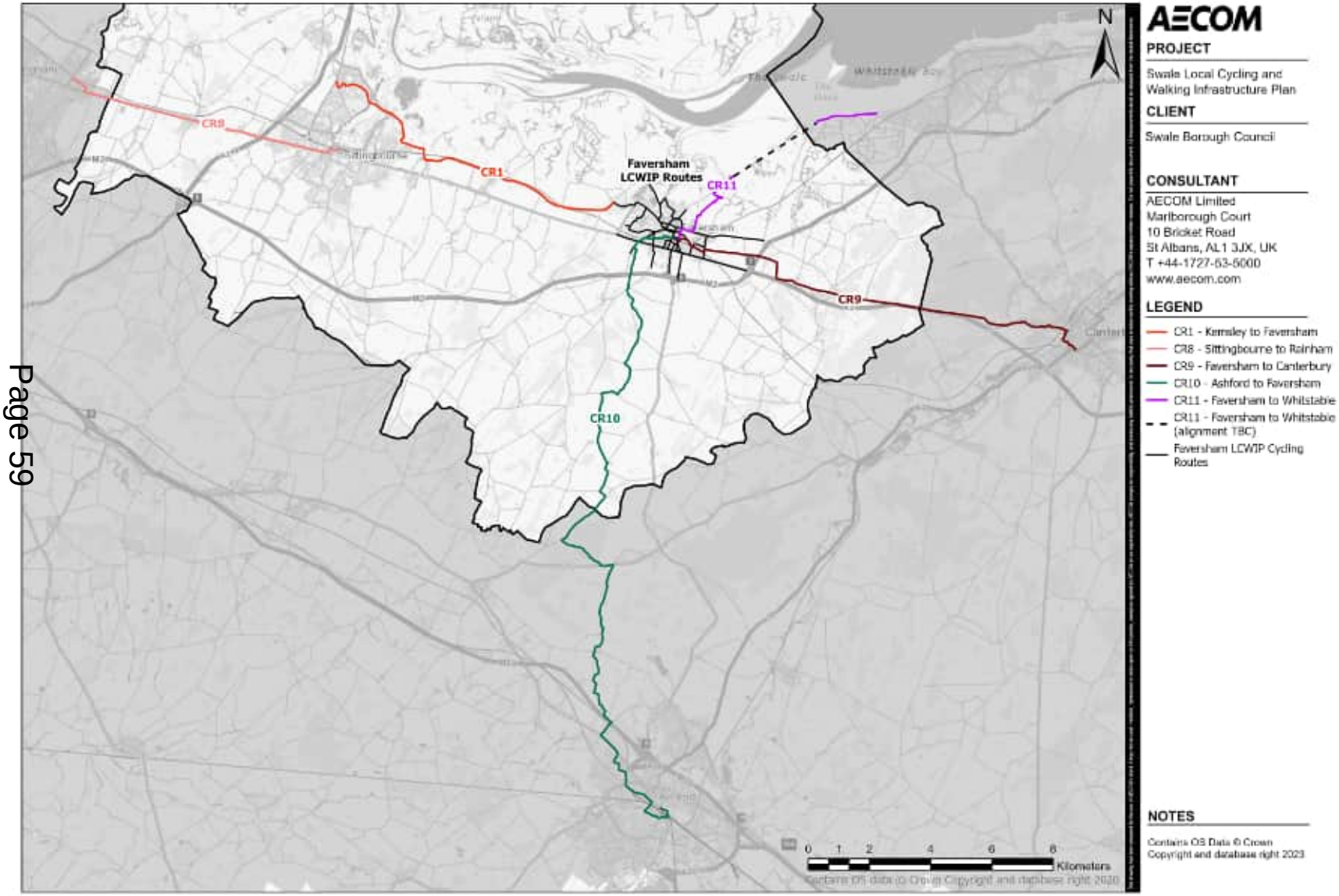


Figure 7: Identified Cycling Network - Rural Swale

Network Planning for Cycling

Want more information? Please see **Appendix A**

Identifying Interventions

Proposed interventions were identified through a comprehensive desktop analysis (and route audits for the Sheppey Towns LCWIP routes). Proposed cycling interventions included:

- Improving **route continuity**, overcoming barriers and severance
- Installation of **new and improved crossings** for cyclists
- Provision of **segregated cycle lanes** (or introduction of segregation to existing facilities)
- Introduction of **speed limit reductions**, **traffic calming** and other measures to reduce motor traffic speed and dominance and promote a more comfortable cycling environment, and
- The installation of **improved wayfinding and signage** and enhanced street **lighting**.

It is important to note that these are high-level interventions and further study and a greater level of investigation and assessment is required prior to design, consultation and implementation. The deliverability in terms of constraints, risks and costs for multiple options are all important considerations.

An example cycling route along with the proposed interventions can be seen in Figure 8. The final network of planned/ proposed cycling routes can be seen in Figure 9 and the detailed route maps and interventions can be seen in **Appendix B** to **Appendix D**.

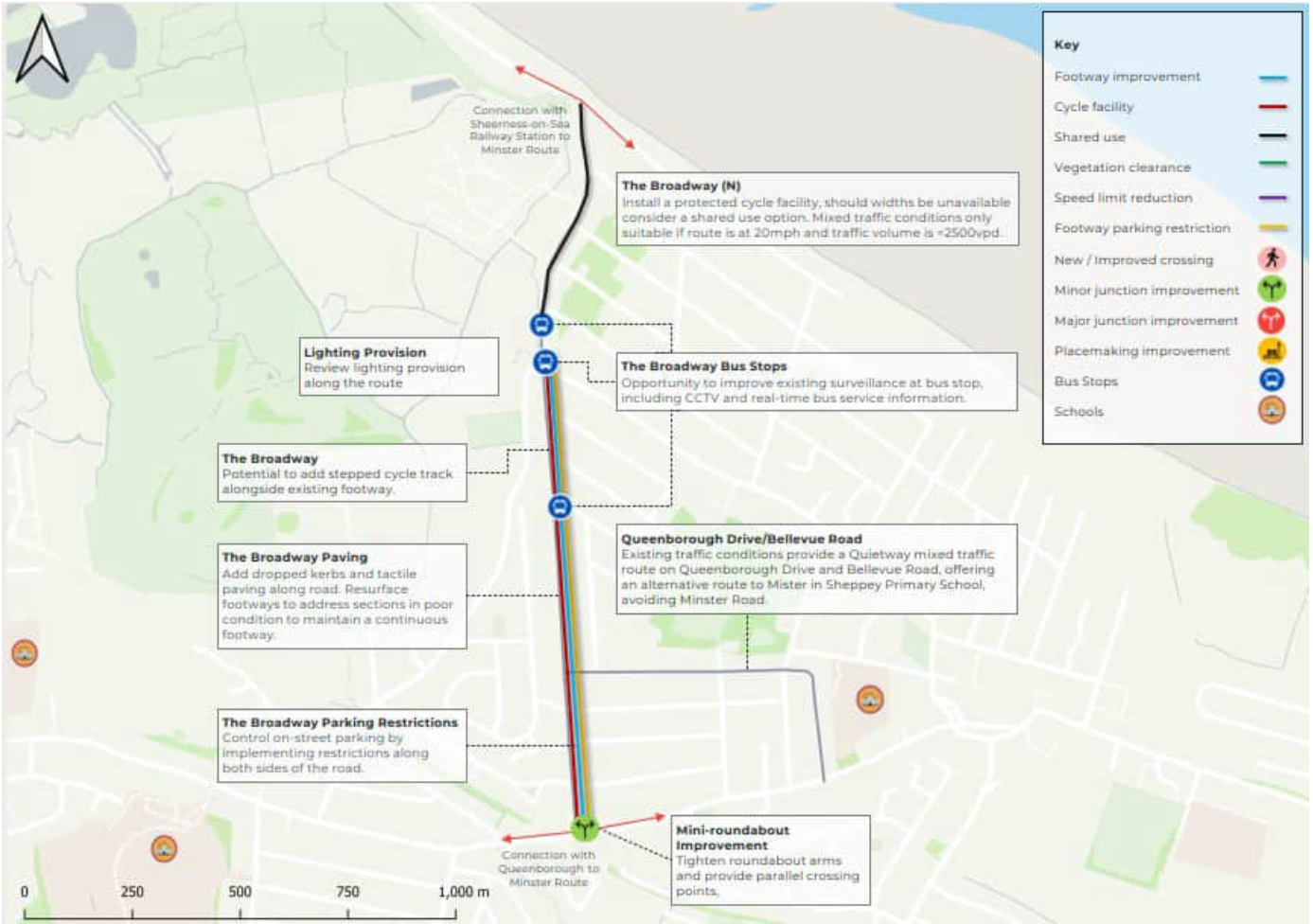


Figure 8: Identified Cycling Improvements Along CWR9

Network Planning for Cycling

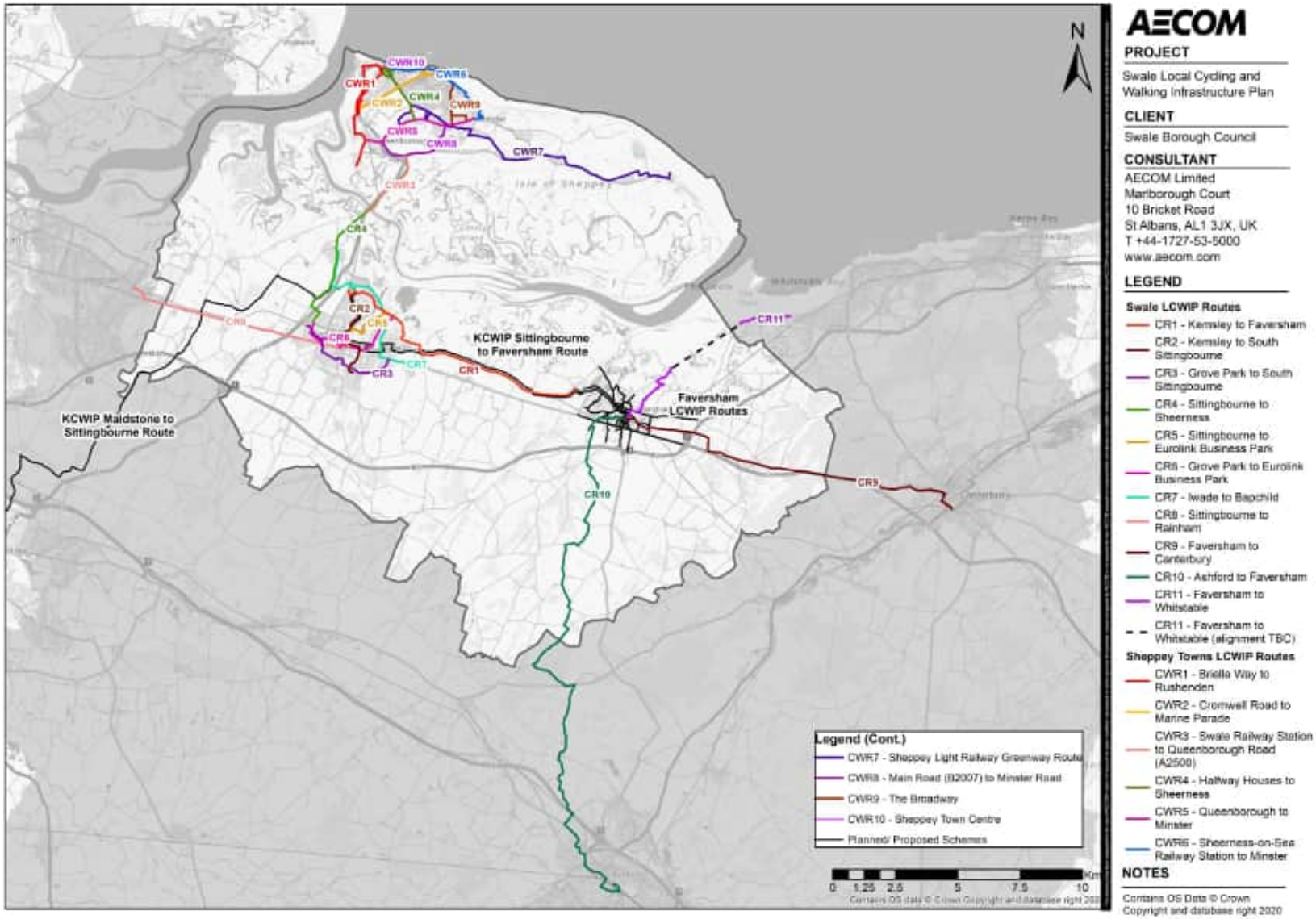


Figure 9: Identified Cycling Network for Public Engagement

Network Planning for Walking and Wheeling

Want more information?
Please see **Appendix E**

Introduction

This section outlines the steps followed to map the future walking and wheeling network, as defined by the DfT Local Cycling and Walking Infrastructure Plans guidance, and shown in Figure 10. This process incorporated **current and future trip generators**, **walking patterns**, the **existing and planned active travel network**, and feedback from key **stakeholders**.

This section uses the phrase 'walking and wheeling'. Walk Wheel Cycle Trust define this as "representing the action of moving at a pedestrian's pace, whether or not someone is standing or sitting, walking or wheeling unaided or using any kind of aid to mobility, including walking aids, wheeled aids, personal assistants or support animals."

The walking and wheeling routes aim to encourage short trips to be made on foot rather than by car. The routes were developed from various data sources and stakeholder engagement was undertaken to help identify **local daily travel needs** or **barriers** to walking and wheeling to ultimately define the final network. High-level interventions along the final walking and wheeling routes are presented at the end of this section.

The Swale LCWIP walking and wheeling network is presented in Figure 11 and Figure 12.

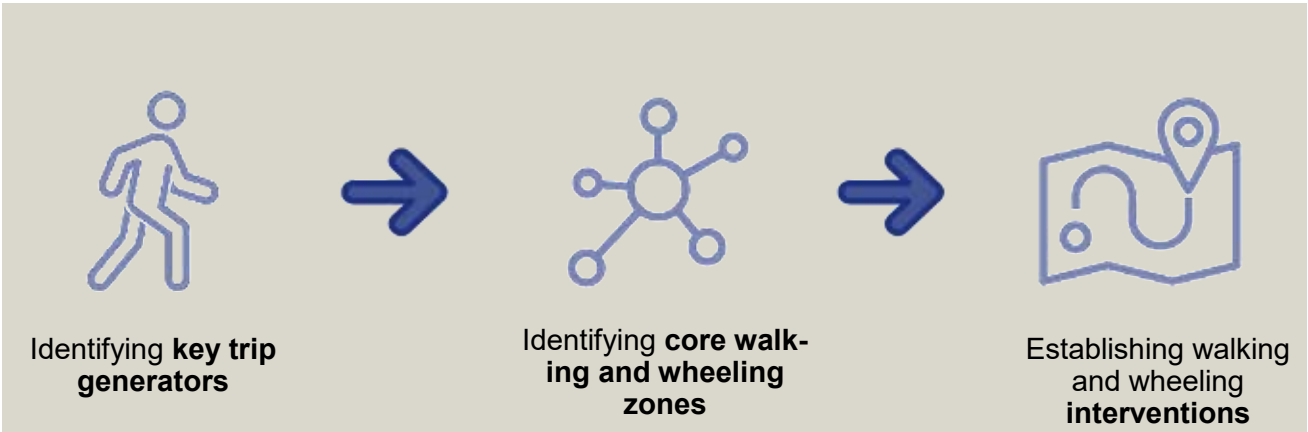
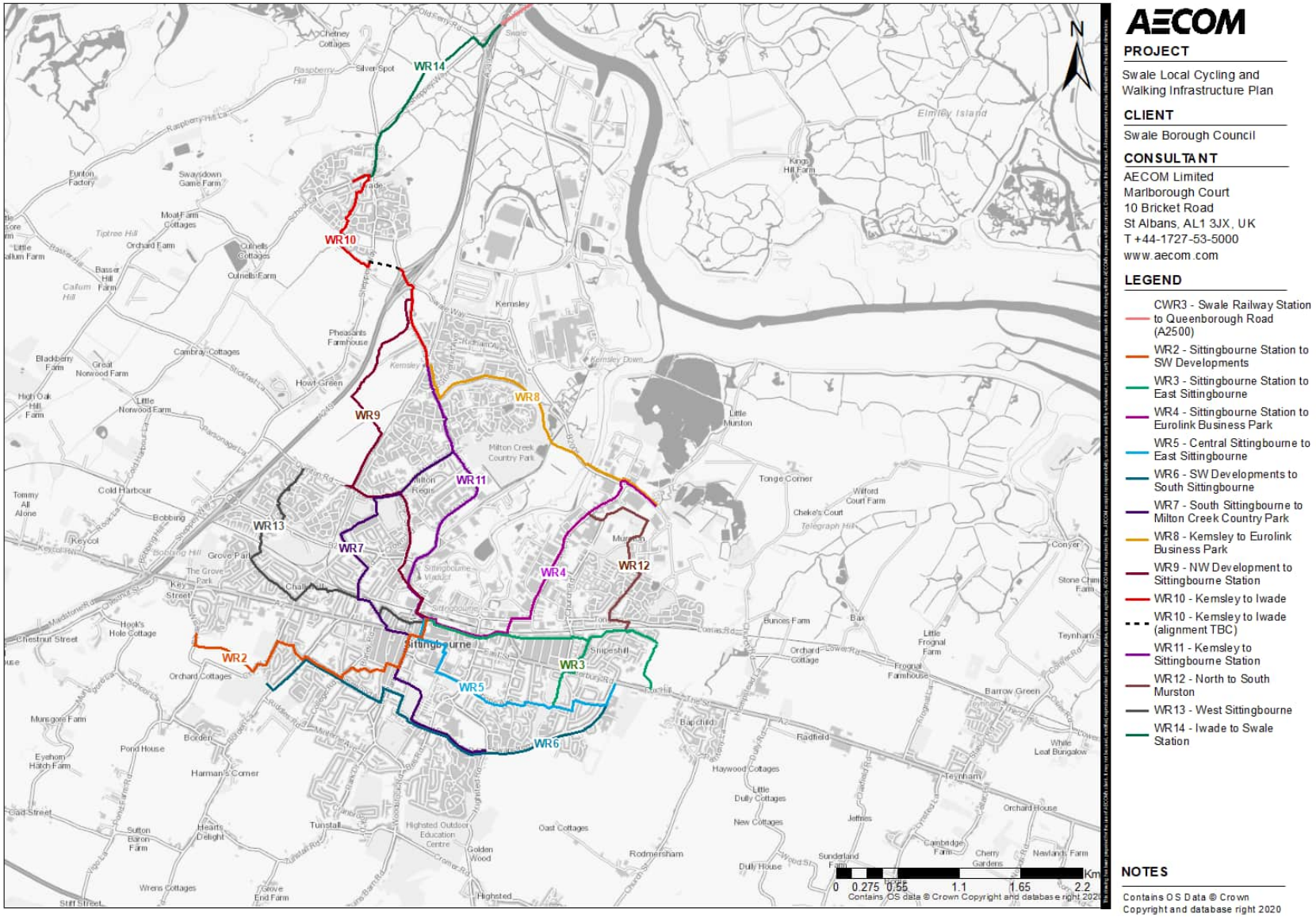


Figure 10: Summary of Walking and Wheeling Network Generation Stages

Network Planning for Walking and Wheeling

Want more information?
Please see **Appendix F**



AECOM

PROJECT
Swale Local Cycling and Walking Infrastructure Plan

CLIENT
Swale Borough Council

CONSULTANT
AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

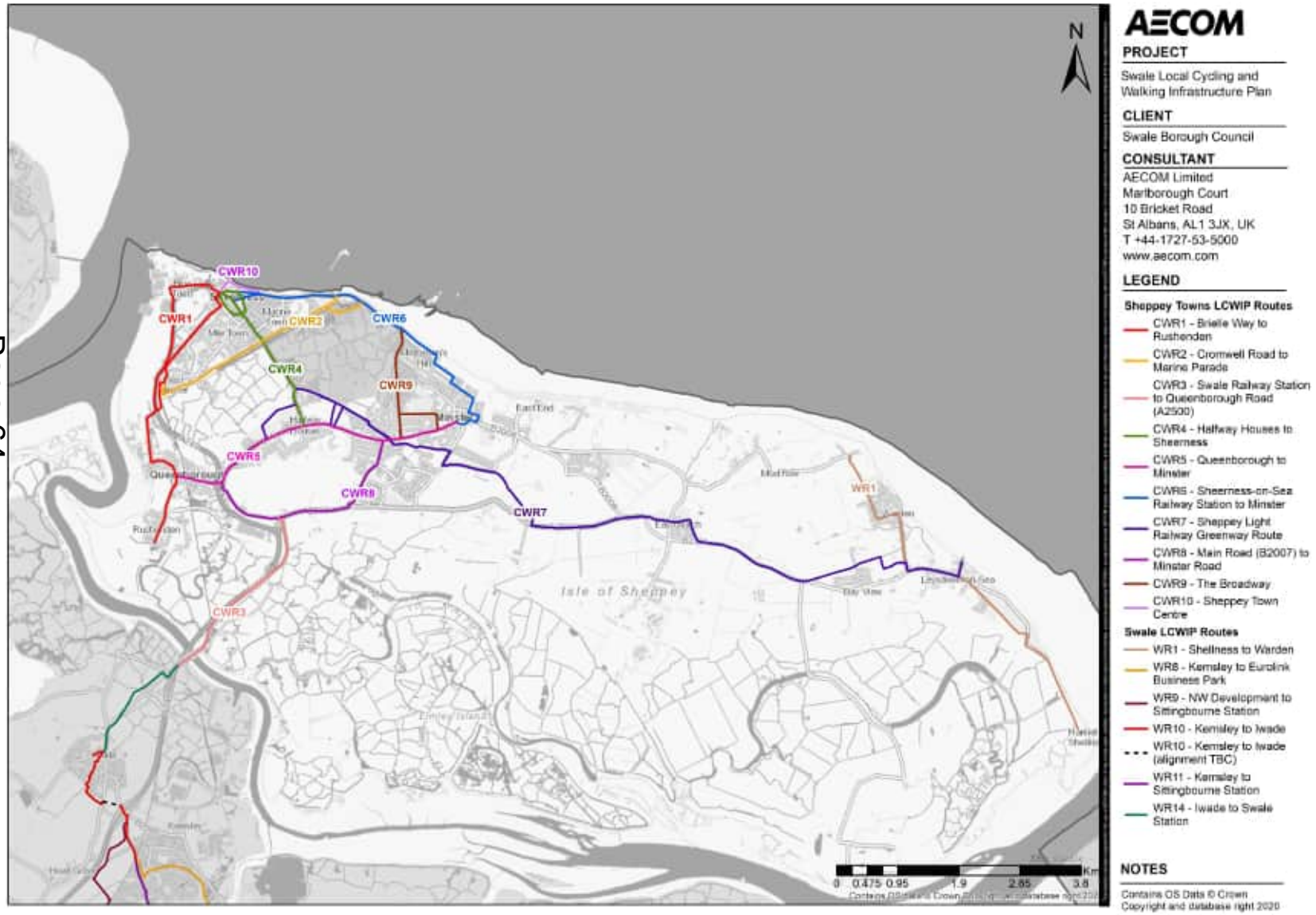
LEGEND
- CWR3 - Swale Railway Station to Queenborough Road (A2500)
- WR2 - Sittingbourne Station to SW Developments
- WR3 - Sittingbourne Station to East Sittingbourne
- WR4 - Sittingbourne Station to Eurolink Business Park
- WR5 - Central Sittingbourne to East Sittingbourne
- WR6 - SW Developments to South Sittingbourne
- WR7 - South Sittingbourne to Milton Creek Country Park
- WR8 - Kemsley to Eurolink Business Park
- WR9 - NW Development to Sittingbourne Station
- WR10 - Kemsley to Iwade
- WR10 - Kemsley to Iwade (alignment TBC)
- WR11 - Kemsley to Sittingbourne Station
- WR12 - North to South Murston
- WR13 - West Sittingbourne
- WR14 - Iwade to Swale Station

NOTES
Contains OS Data © Crown Copyright and database right 2020

Figure 11: Identified Walking and Wheeling Network - Sittingbourne

Network Planning for Walking and Wheeling

Want more information?
Please see **Appendix G**



AECOM

PROJECT
Swale Local Cycling and Walking Infrastructure Plan

CLIENT
Swale Borough Council

CONSULTANT
AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

Sheppey Towns LCWIP Routes
- CWR1 - Brielle Way to Rushenden
- CWR2 - Cromwell Road to Marine Parade
- CWR3 - Swale Railway Station to Queenborough Road (A2500)
- CWR4 - Halfway Houses to Sheerness
- CWR5 - Queenborough to Minster
- CWR6 - Sheerness-on-Sea Railway Station to Minster
- CWR7 - Sheppey Light Railway Greenway Route
- CWR8 - Main Road (B2007) to Minster Road
- CWR9 - The Broadway
- CWR10 - Sheppey Town Centre

Swale LCWIP Routes
- WR1 - Shellness to Warden
- WR8 - Kemsley to Eurolink Business Park
- WR9 - NW Development to Sittingbourne Station
- WR10 - Kemsley to Iwade
- WR10 - Kemsley to Iwade (alignment TBC)
- WR11 - Kemsley to Sittingbourne Station
- WR14 - Iwade to Swale Station

NOTES
Contains OS Data © Crown Copyright and database right 2020

Figure 12: Identified Walking and Wheeling Network - Isle of Sheppey

Network Planning for Walking and Wheeling

Want more information?
Please see **Appendix E**

Identifying Interventions

Proposed interventions were identified through a comprehensive desktop analysis and route audits for the Sheppey Towns LCWIP routes. Proposed walking and wheeling interventions included:

- Improving **route continuity** and **level of provision**, including overcoming barriers and severance to pedestrian movement along the identified routes
- Installation of **new and improved pedestrian crossings**, including upgrading uncontrolled crossings to controlled crossings and introducing pedestrian priority at key locations, and
- Implementation of an appropriate **wayfinding** system.

An example walking and wheeling route along with the proposed interventions can be seen in Figure 13. The final network of planned/ proposed walking and wheeling routes can be seen in Figure 14 and the detailed route maps and interventions can be seen in **Appendix F** to **Appendix G.**

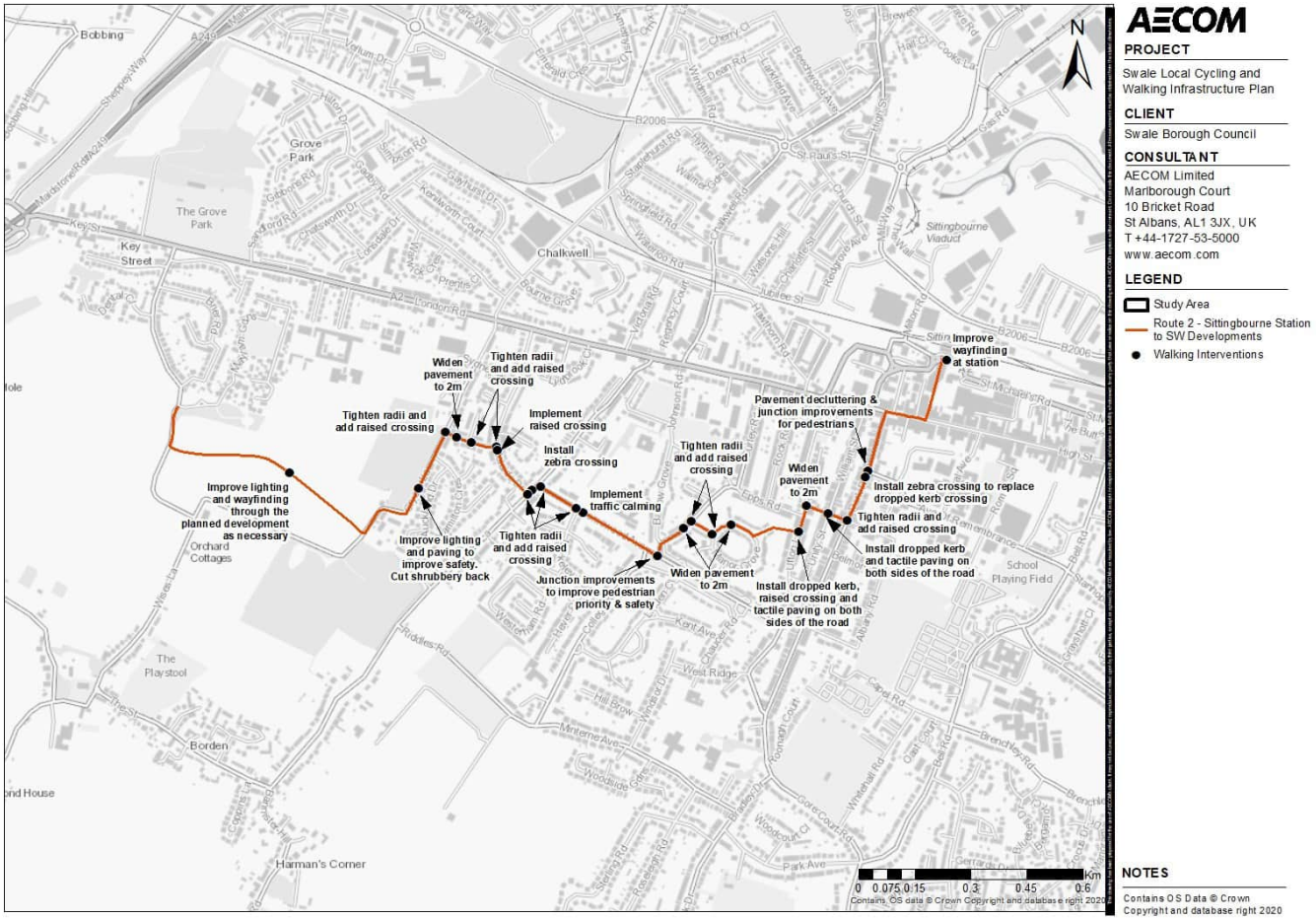


Figure 13: Identified Walking and Wheeling Improvements Along WR2

Network Planning for Walking and Wheeling

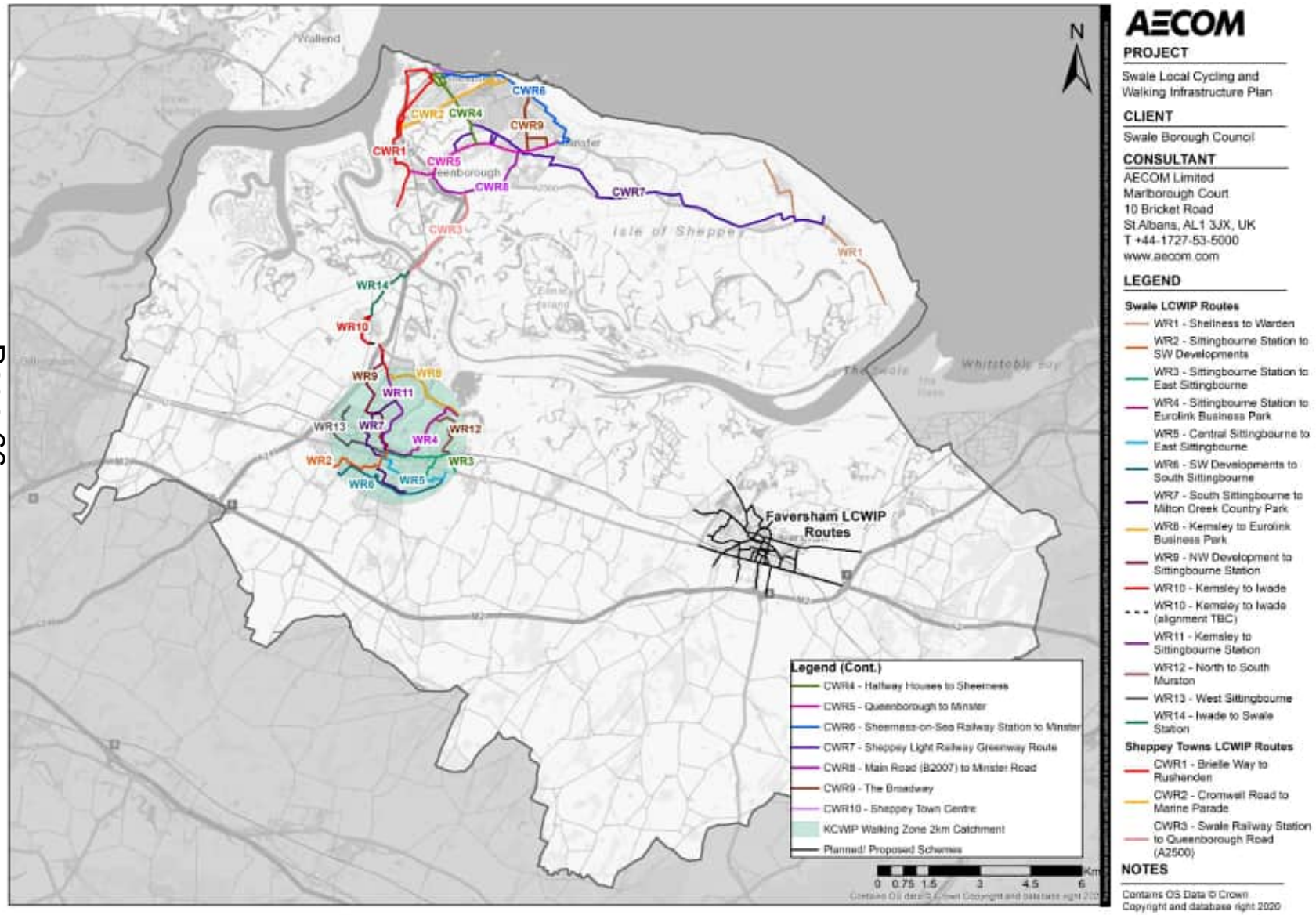


Figure 14: Identified Walking and Wheeling Network for Public Engagement

Public Consultation

Want to see the full questionnaire results? Please see **Appendix H**

Public consultation was carried out to gather local views on the proposals. Engaging with people who walk, wheel, or cycle in Swale, as well as those generally interested in the Borough's future infrastructure, helped ensure the LCWIP reflects community priorities.

The cycling and walking routes, updated following stakeholder engagement, were consulted on for six weeks during September and October 2025.

The public were able to participate through an online consultation webpage, which included details of the LCWIP, an interactive mapping tool with all proposed routes and an accompanying questionnaire.

In-person consultation stands were also put up at a number of locations around Swale with details of the proposals and feedback forms. Written feedback was also received throughout the consultation period.

Feedback was sought on the proposed routes and interventions. The public suggested adjustments to route alignments and interventions to maximise benefits, as well as ideas for new measures.

The online consultation received the following volume of engagement:

- 264 active users engaged with the consultation webpage
- 311 comments were received across all feedback methods
- 34 consultees completed the questionnaire
- 21 pins were left on the interactive mapping tools.

As part of the online consultation questionnaire respondents were asked to state their level of agreement from 'Strongly Agree' to 'Strongly Disagree' regarding the proposed routes.

The cycling routes with the highest proportion of 'Strongly Agree' or 'Tend to Agree' responses were:

- CR11—Faversham to Whitstable
- CR4—Sittingbourne to Sheerness
- CR1—Kemsley to Faversham

The walking routes with the highest 'Strongly Agree' or 'Tend to Agree' response rate were:

- WR1—Shellness to Warden
- WR4—Sittingbourne Station to Eurolink Business Park
- WR8—Kemsley to Eurolink Business Park

The Sheppey Towns active travel routes with the highest 'Strongly Agree' or 'Tend to Agree' response rate were:

- CWR7—Sheppey Light Railway Greenway Route
- CWR9—The Broadway
- CWR5 —Queenborough to Minster

The full results from the level of agreement questionnaire are shown in Appendix H.

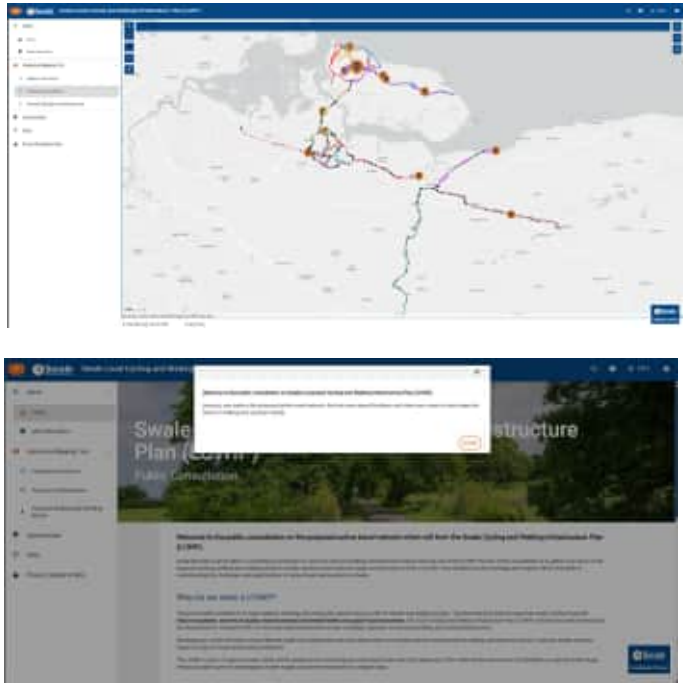


Figure 15: Public Consultation Webpage

Public Consultation

Want to see each route? Please see **Appendix B** to **Appendix G**

Based on the feedback received in the consultation further changes were made to the routes. These changes included:

Cycling

- CR2 was rerouted to avoid the railway bridge on Crown Quay Lane.
- CWR3 was extended with an additional section from Kingsferry Bridge to Rushenden - an upgrade of ZS12 .
- CWR7, the SLRG, was extended from Moat Way to the Napoleonic Lines / West Minster.
- On CWR7, an additional section was added between Moat Way and Power Station Road, subject to land owner approval.
- Additional interventions were added to CR6, CR8, CWR1, CWR4, and CWR9.

Walking

- On WR7 an additional section was added including the cut through from Hythe Rd to Windmill Rd (subject to a safety audit).
- Additional interventions were added to WR3, WR4, WR6, WR10, CWR1, CWR4, and CWR9.

The changes to CWR3 and CWR7 are shown in Figure 16 as an example of the process.

The changes following public consultation were the final step in finalising the LCWIP network. The final network of updated routes following public consultation are shown in Figure 17 and Figure 18.

Each individual route can be found in Appendix B to Appendix F.

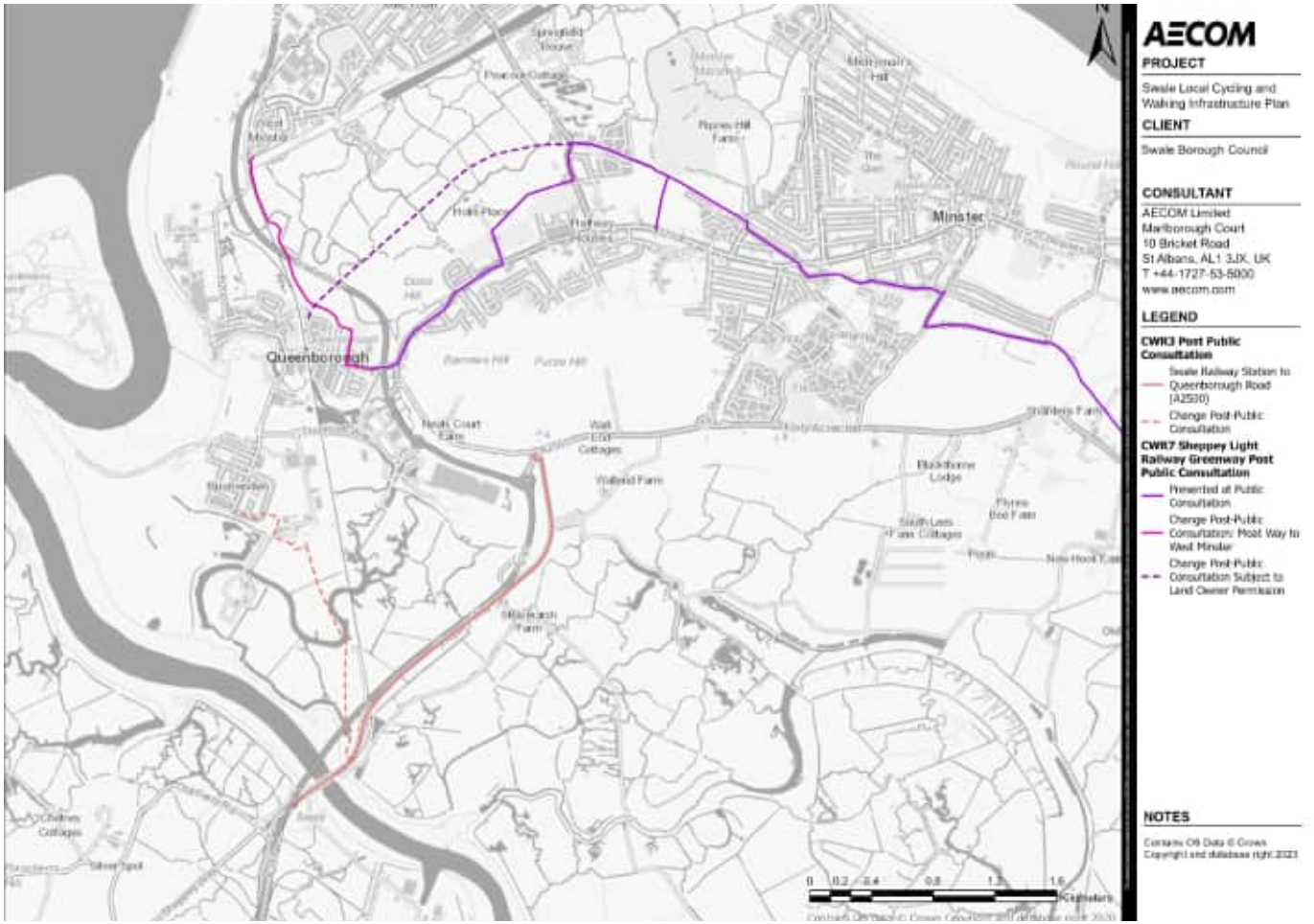


Figure 16: Changes to CWR3 and CWR7 (SLRG) Following Public Consultation

Final Cycling Route Network

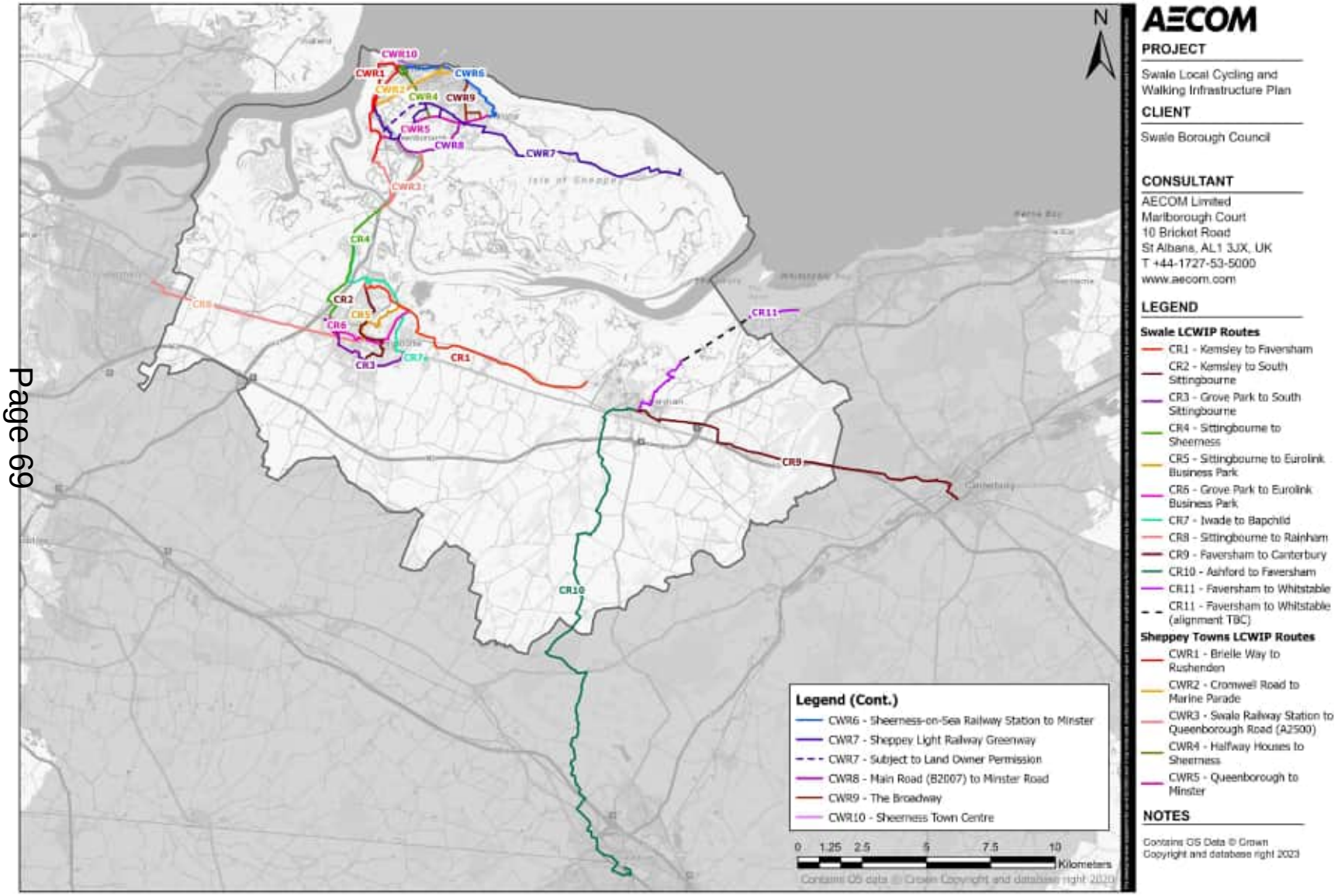


Figure 17: Final Proposed Cycling Network Across Swale

Final Walking and Wheeling Route Network

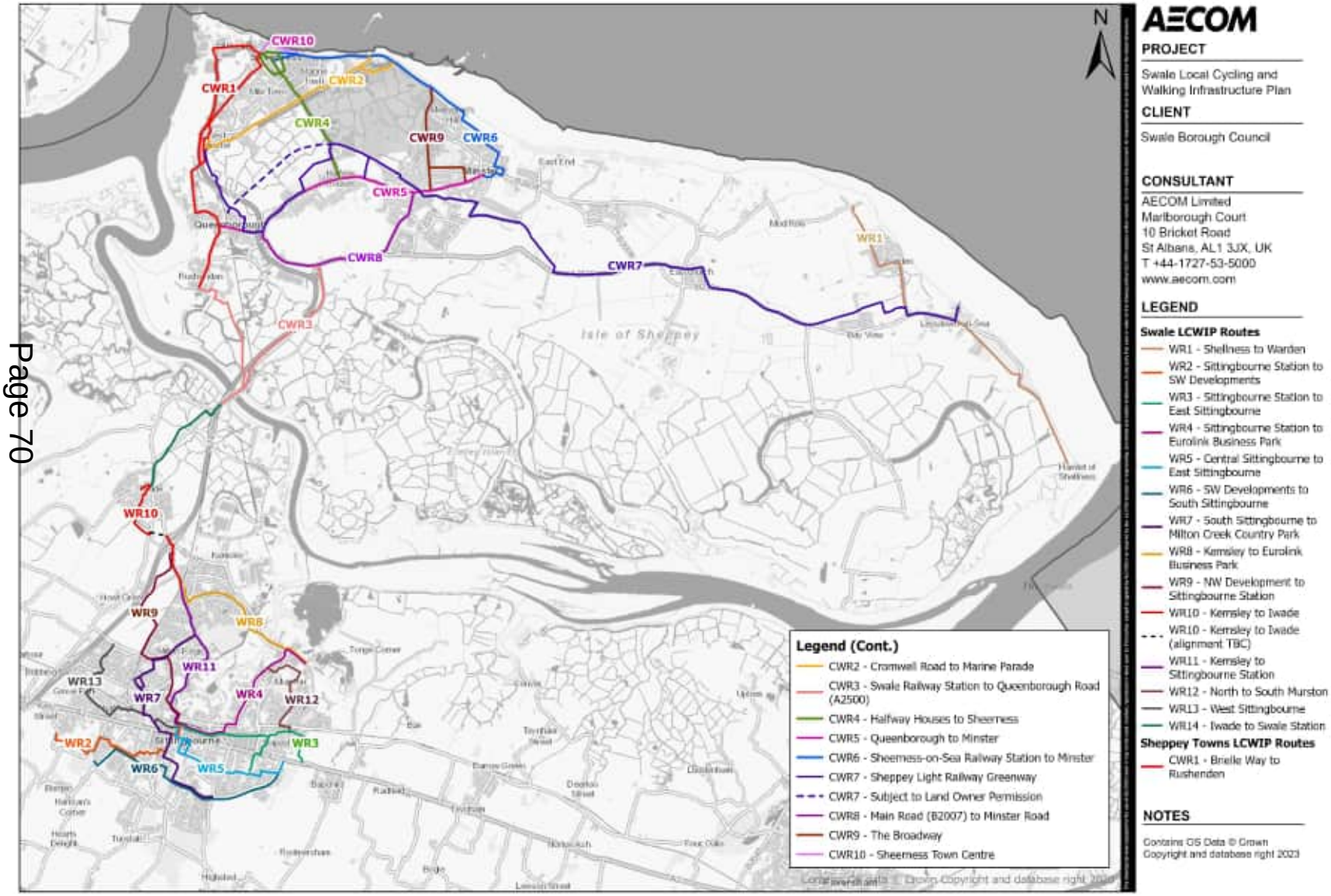


Figure 18: Final Proposed Walking and Wheeling Network Across Swale

Prioritisation

Want to see the prioritisation criteria and outcomes? Please see **Appendix I**

Route prioritisation is the fifth stage of the LCWIP process. Its purpose is to identify the routes that best support the plan's objectives in the short, medium and long term. Using the evidence gathered in earlier stages, all cycling and walking and wheeling routes identified in Stages 3 and 4 were assessed against a defined set of criteria.

The cycling routes and walking and wheeling routes were prioritised separately, with the exception of the Sheppey Towns LCWIP active travel routes which were included in both assessments.

The routes were prioritised using a Multi-Criteria Assessment Framework (MCAF). The framework was designed to provide a balanced assessment, without placing too much emphasis on any single factor. This approach ensured that urban and rural routes, shorter and longer routes, and routes serving different types of trip attractors were all considered fairly. The criteria included:

- **Current and future demand** - based on data from the Propensity to Cycle Tool (PCT) Go-Dutch Scenario.
- **Filling gaps in the existing network** - how much of the route aligns with the existing network.
- **Supporting housing and economic growth** - how much of the route passes through areas of high population and employment density. The number and size of site allocations in proximity to the route which may affect future land use.
- **Level of agreement in public consultation** - informed by data from the public consultation where consultees were asked to state how much they supported the proposed routes.

The five highest scoring routes from the prioritisation exercise for cycling can be seen in Table 1 and in Table 2 for the walking and wheeling routes.

Cycling Route	Prioritisation Rank
CWR7—Sheppey Light Railway Greenway	1
CWR1—Brielle Way to Rushenden	2
CWR8—Sittingbourne to Rainham	3
CR1—Kemsley - Faversham	4
CWR4—Halfway Houses - Sheerness	5

Table 1: Cycle Route Prioritisation

Walking and Wheeling Route	Prioritisation Rank
CWR1—Brielle Way to Rushenden	1
WR11—Kemsley - Sittingbourne Station	2
CWR4—Halfway Houses - Sheerness	3
CW7—Sheppey Light Railway Greenway	4
WR2—Sittingbourne Station - SW Developments	5

Table 2: Walking and Wheeling Route Prioritisation

Prioritisation

The final stage of the LCWIP process focuses on embedding the plan within local policies, strategies, and decision-making processes. While the LCWIP provides a framework for future delivery plans, it is also important that it aligns with existing and emerging local, borough, and county-level policies. Figure 19 summarises the Department for Transport's guidance for this stage of the process.

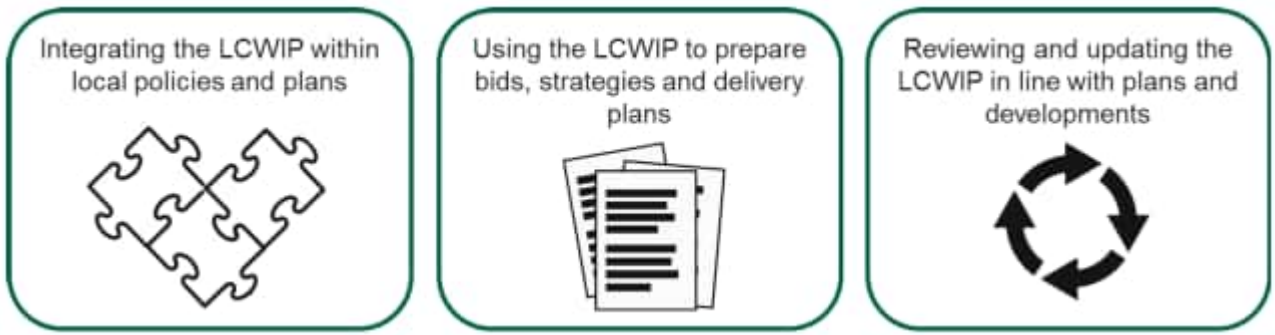


Figure 19: Integration and Application of LCWIPs—DfT Guidance

Strong alignment between this LCWIP, the Faversham LCWIP, and the Kent Cycling and Walking Infrastructure Plan (KCWIP) is particularly important. This document builds on the proposals set out in the KCWIP, ensuring geographical consistency across the Borough and County. This alignment strengthens the case for future funding and supports the integration of cycling, walking, and wheeling proposals into wider transport and planning strategies. This LCWIP also incorporates the Sheppey LCWIP, creating a coherent, borough-wide approach to active travel.

Future borough-level cycling, walking, and wheeling policies should reflect and build on the routes and recommendations identified in this LCWIP. The outputs should be incorporated into future mapping and policy documents, in the same way this LCWIP draws on evidence and proposals from other relevant plans, including the Faversham LCWIP and the Parishes to Town Report.

The LCWIP also has an important role in supporting growth and development. By linking proposed routes to housing and site allocations, the LCWIP provides a valuable evidence base for developers preparing Travel Plans and Transport Assessments, helping to ensure that new development supports and contributes to high-quality active travel infrastructure.

In line with other transport strategies, the LCWIP should be reviewed and updated approximately every four to five years to reflect delivery progress and changes in local circumstances.

Updates may also be required in response to significant changes, such as new policies, major development proposals, or the emergence of new funding opportunities.

As further work progresses on the Sheppey Light Greenway proposals, Swale Borough Council will continue to work with stakeholders and update the LCWIP where appropriate.

Regular updates will ensure the LCWIP remains a robust and up-to-date evidence base, placing the Council in a strong position to prepare funding bids and supporting strategies. Where funding is secured and proposals are taken forward to detailed design and delivery, it will be important that feedback from stakeholders and the public consultation continues to inform scheme development. Where necessary, additional consultation should be undertaken to secure support for any future changes or refinements.

Appendix A Network Planning for Cycling - Methodology

Network Planning for Cycling

Key Origins and Destinations

To identify the potential demand across the proposed cycling network, key origin and destination points across Swale were mapped. This mapping was based on data collected during the Information Gathering stage, specifically the locations of key trip attractors and generators.

Desire Lines

Desire lines in this context are **indicative links** between origin and destination clusters that reflect the "desire" of the local population to travel between two locations. These desire lines do not connect to existing infrastructure, nor do they reflect the proposed routes.

The identification of desire lines was an **iterative process** undertaken overlaying data from the **Propensity to Cycle Tool** (PCT), 2011 Census **Travel to Work data**, and **traffic model** (VISUM) 2019 flows. Additional cross-border desire lines which were identified as significant to the county-wide network (KCWIP) as part of the analysis were also included in the desire line identification.

Desire Line Classification

The relative importance of each desire line to the wider network needs to be understood to assess the potential future number of cyclists they could serve. Desire lines were classified as based on the following characteristics:

- **Primary:** High flows of cyclists are forecast along desire lines that link large residential areas to trip attractors such as a town or city centre.
- **Secondary:** Medium flows of cyclists are forecast along desire lines that link to trip attractors such as schools, colleges, and employment sites.
- **Local:** Lower flows of cyclists are forecast along desire lines that cater for local cycle trips, often providing links to primary or secondary desire lines.

As can be seen from the above desire line classifications, the desire line classification process is deeply rooted in demand. Whilst demand is an important facet of desire lines, the geographic scope and objectives of this LCWIP required the consideration of other factors to ensure an even balance between urban and rural areas as well as focusing on connecting smaller towns into larger settlements.

Classified Desire Lines

As shown in Figure 3-2, the outputs of the desire line classification process show **Primary desire lines between Sittingbourne and Faversham** and **connecting to the Isle of Sheppey**. There are also several Primary desire lines connecting the towns on Sheppey, as well as rural towns outside of Sittingbourne. The local desire lines, in turn, represent longer routes that connect to the primary desire lines.

Desire Lines for Route Selection

Figure 4-3 demonstrates the desire lines taken forward for route selection. Overlapping desire lines or those with similar origins and destinations were merged to create a network of cycling routes which reflect the key movement corridors highlighted by the desire lines.

As shown, cross-border KCWIP desire lines were included, along with the highest scoring desire lines, to ensure the alignment with the county-wide network.

Network Planning for Cycling

Desire lines in Faversham and the Isle of Sheppey were excluded from selection since they are part of the Faversham LCWIP and Sheppey Towns LCWIP respectively.

The focus of the proposed cycling network was on **Sittingbourne** and the east-west and north-south movements connecting the town.

The **desire lines taken forward for route selection represent current priorities for SBC**. Other desire lines are not discarded for future analysis but have not been identified as primary at this stage. This prioritisation is subject to further updates based on changes in local/national policy or progress towards the identified priority desire lines.

Route Selection Process

Identifying routes for inclusion in the Swale LCWIP was an iterative process and was one of the most important elements of the LCWIP process. Unlike the desire lines, these routes connect to existing cycling infrastructure, support existing and future cycle demand, and accommodate the forecast needs of the local community in moving between specific areas. At the same time, they achieve the **core design outcomes** of being coherent, direct, safe, comfortable, and attractive.

The routes emerged from comprehensive data analysis and were informed by various data sources as detailed in previous sections of this report. Alignment decisions considered the **existing and forthcoming active travel** network, **local conditions** such as gradient, terrain and **cycling accessibility** were also factored into the route selection.

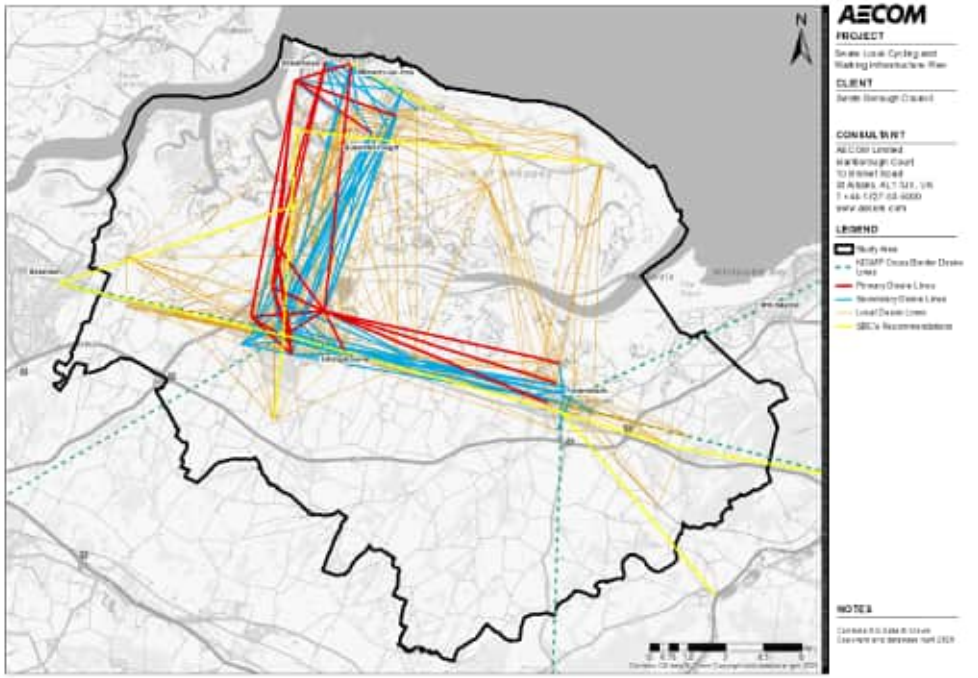


Figure 3-2: Classified Desire Lines

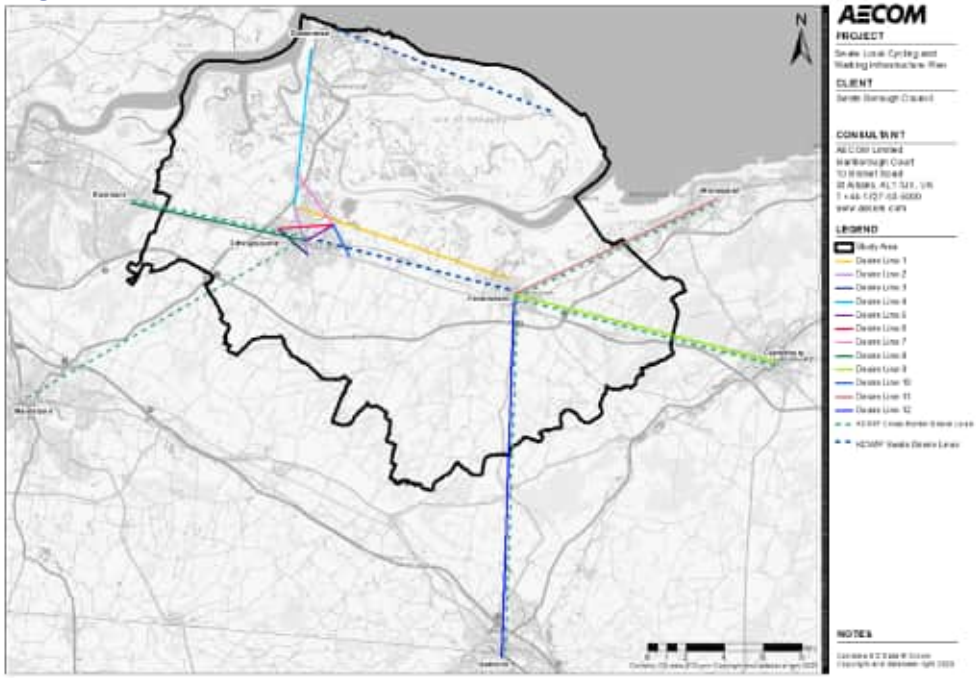


Figure 3-3: Primary Desire Lines for Route Selection

Network Planning for Cycling

Stakeholder Engagement

Swale LCWIP

The identified cycling network, shown was presented to local stakeholders in a **stakeholder engagement** session held in February 2024. The meeting provided a platform to gather the stakeholders' opinion on the identified network.

Overall, the stakeholders welcomed the identified cycling routes and used their local knowledge to make some suggestions such as altering the alignment of proposed routes to make them more attractive to local residents and receive longer-term support.

The key outcome of this meeting was to **ensure the routes are direct**, where possible **avoiding car-dominated or fast roads**.

Sheppey Towns LCWIP

A hybrid stakeholder engagement session was conducted through both **in-person and online workshops** on the 18th of October 2023 (as shown in Figure 3-4). Stakeholders and Council officers provided direct comments on the draft network plans. The window for comment remained active via the online Miro board until the 27th of October 2023, allowing for further stakeholder feedback.

The consultation attracted:

- 23 visitors including representatives from Kent County Council, Parish Councils, Sheppey Light Railway Greenway Group, and other local groups.
- 71 contributions: 69 in-person stakeholder comments and 2 online Miro board inputs.

The consultation highlighted several key issues preventing people from walking or cycling in the proposed area including the **accessibility issues around the coastal path** and **Neptune steps**.

Following the identification of the network, a series of active travel audits took place on 30th November 2023. The 40km network was cycled and audited by several trained auditors from WSP and a representative from Swale Borough Council.

The ATE Route Check Microsoft Form was completed during the audit, with photos being taken continuously throughout. The results of the audit were downloaded and analysed in Microsoft Excel to determine the existing level of infrastructure feasibility, to inform the next concept planning stage.

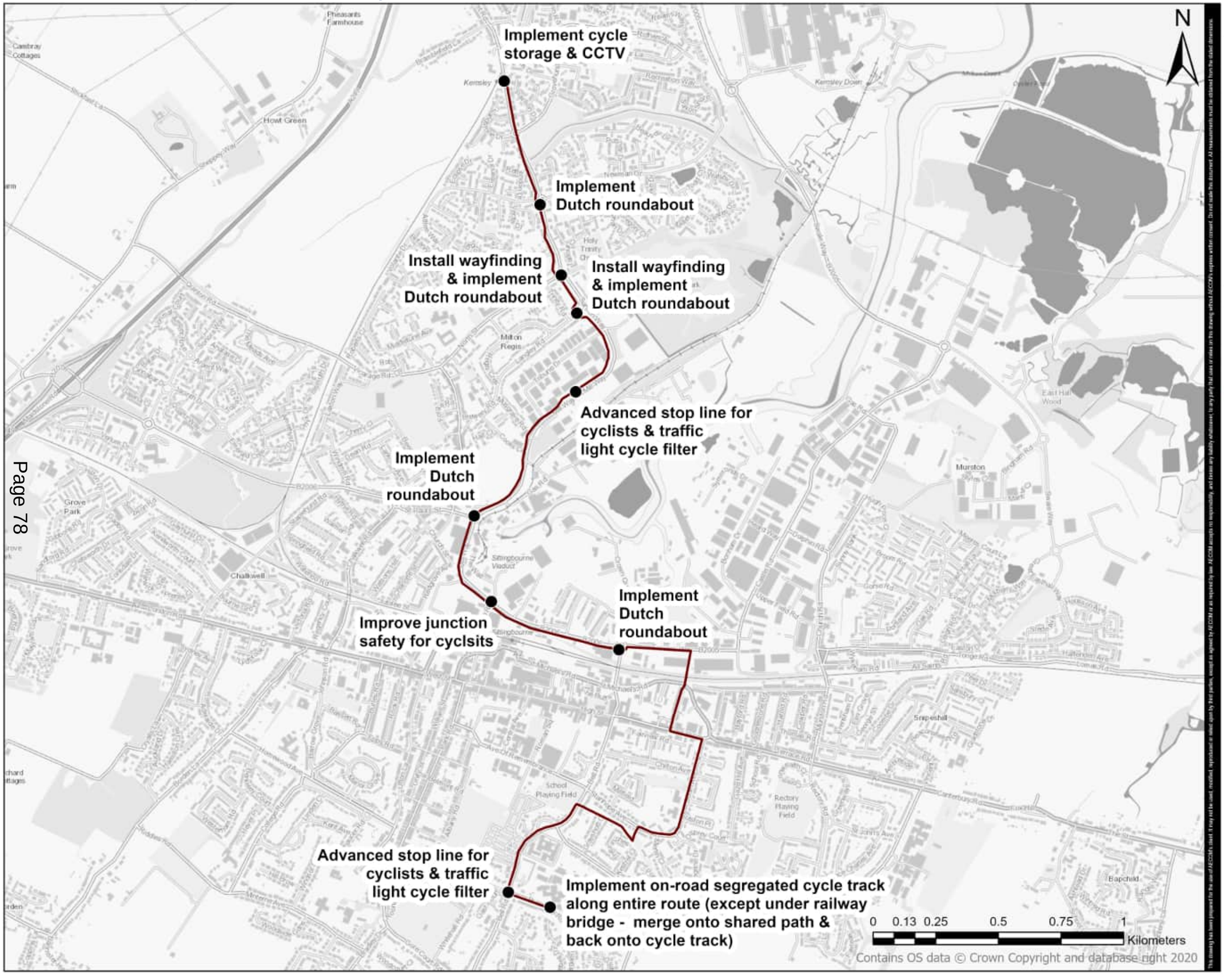
The integrated Swale LCWIP cycling network is presented for each of the four study areas, as follows:

- **Sittingbourne** - identified as part of this analysis and presented in Figure 3-5.
- **Faversham** - identified as part of Faversham LCWIP and presented in Figure 3-6.
- **Sheppey Towns** - identified as part of draft Sheppey Towns LCWIP and presented in Figure 3-7.
- **Rural Swale** - identified as part of this analysis and presented in Figure 3-8.

Figure 3-4: Stakeholder Engagement Workshop Undertaken by WSP on 18th October 2023

Appendix B - Sittingbourne Cycling Routes and Interventions

Route CR2 - Kemsley to South Sittingbourne



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

- Study Area
- Route 2 - Kemsley to South Sittingbourne
- Cycling Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2023

Route CR3 - Grove Park to South Sittingbourne

Implement 20mph zones along route

Implement 20mph zone

Implement light segregated cycle tracks

Install toucan crossing

Resurface

Adjust bollards and improve transition from road to shared-use pavement on right-turn

Implement segregated cycle track

Improve junction safety for cyclists

End of segregated cycle track

Install wayfinding & lighting

Implement on-road segregated cycle tracks

Advanced stop line for cyclists & traffic light cycle filter

Implement Dutch roundabout

Install bollards etc to stop cars parking on road

Make grass verge a cycle lane westbound (uphill)

Improve transition from road to shared-use path and widen pavement for cyclists

Install wayfinding & junction improvements

Milton Regis

Grove Park

Chalkwell

Sittingbourne

Sittingbourne Viaduct

Murston

Snipeshill

Harman's Corner

School Playing Field

Rectory Playing Field

King George V Playing Field

N

0 0.1 0.2 0.4 0.6 0.8 Km

Contains OS data © Crown Copyright and database right 2020

AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

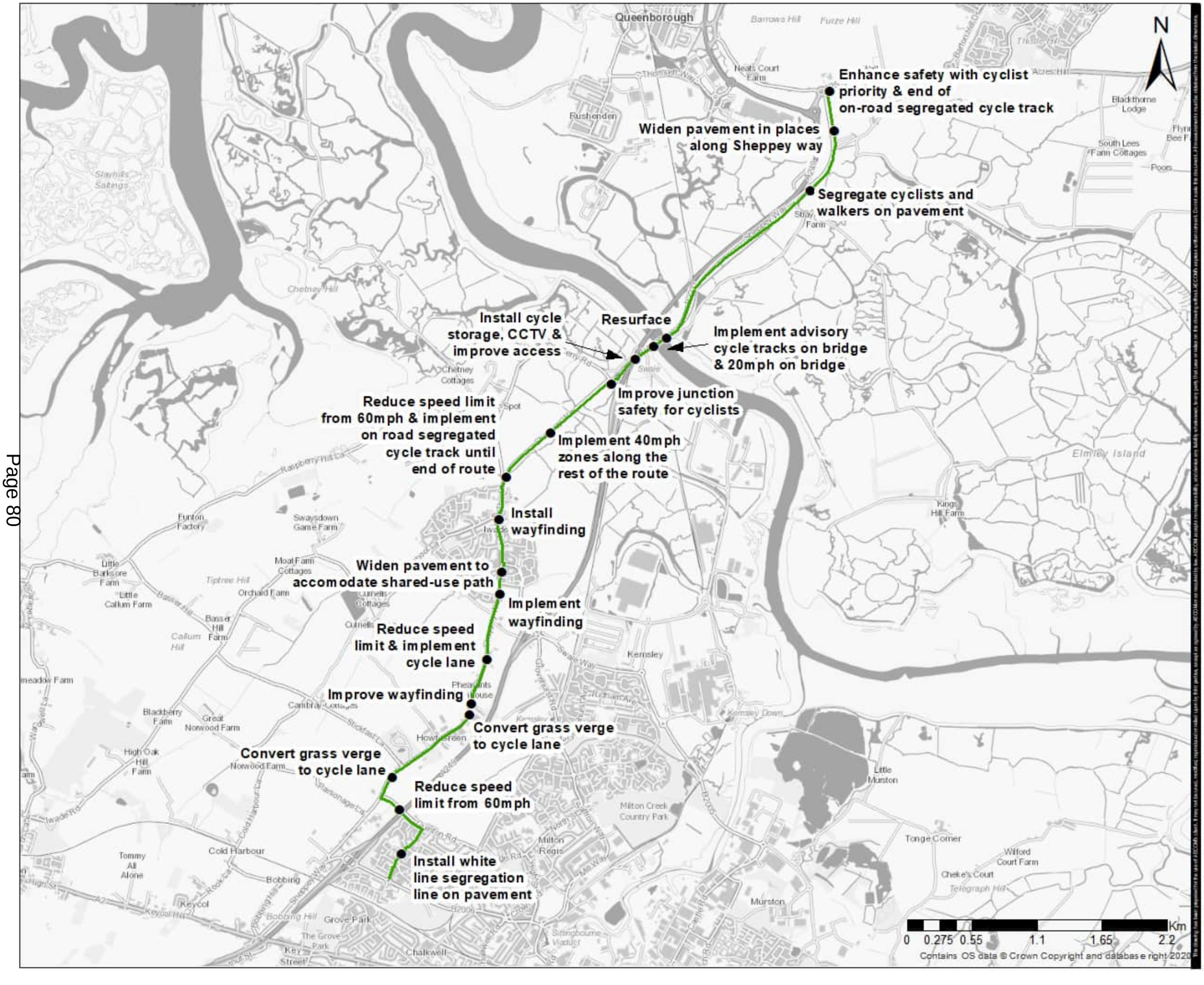
LEGEND

- Study Area
- Route 3 - Grove Park to South Sittingbourne
- Cycling Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2020

Route CR4 - Sittingbourne to Sheerness



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

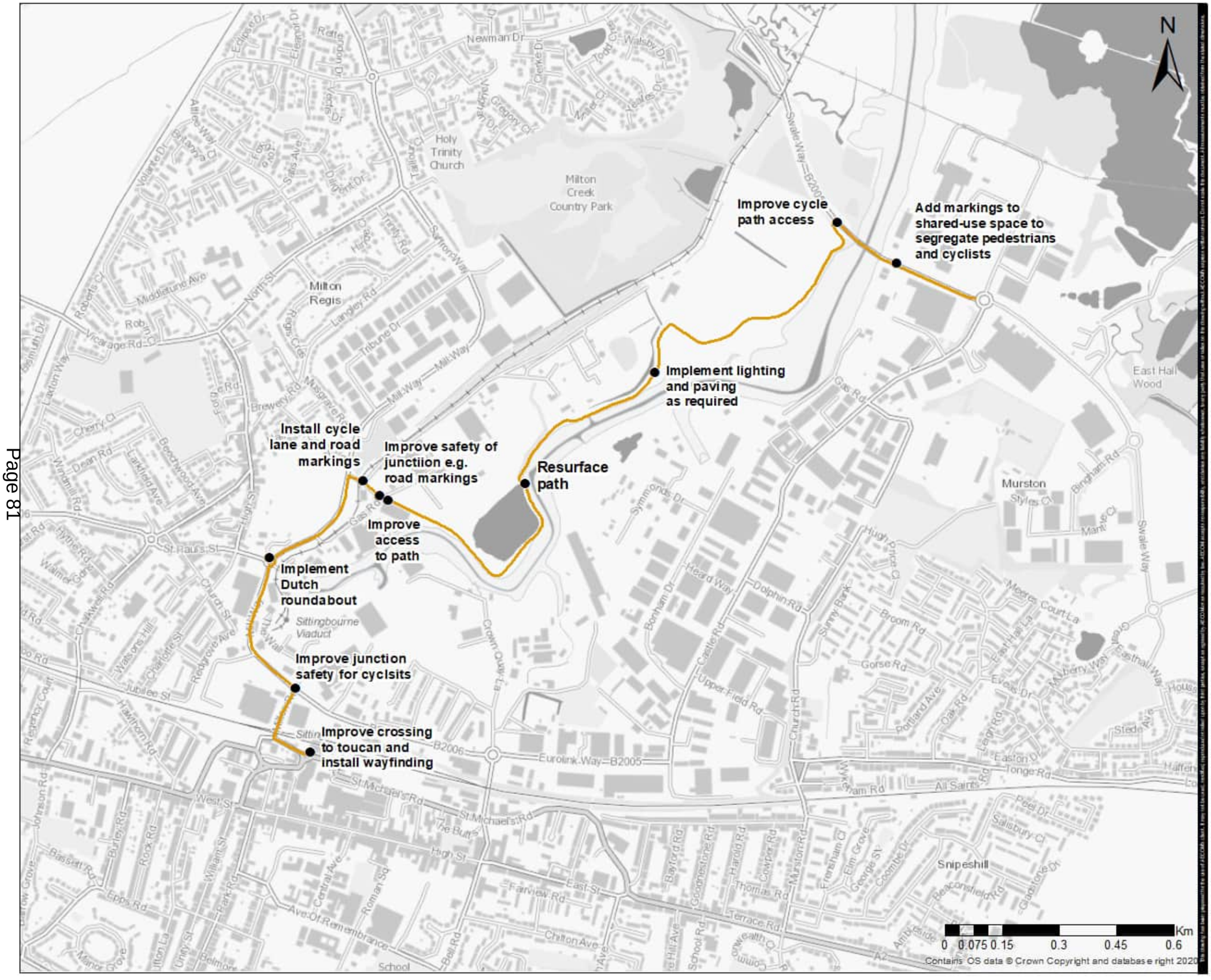
LEGEND

- Study Area
- Route 4 - Sittingbourne to Sheerness
- Cycling Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2020

Route CR5 - Sittingbourne to Eurolink Business Park



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

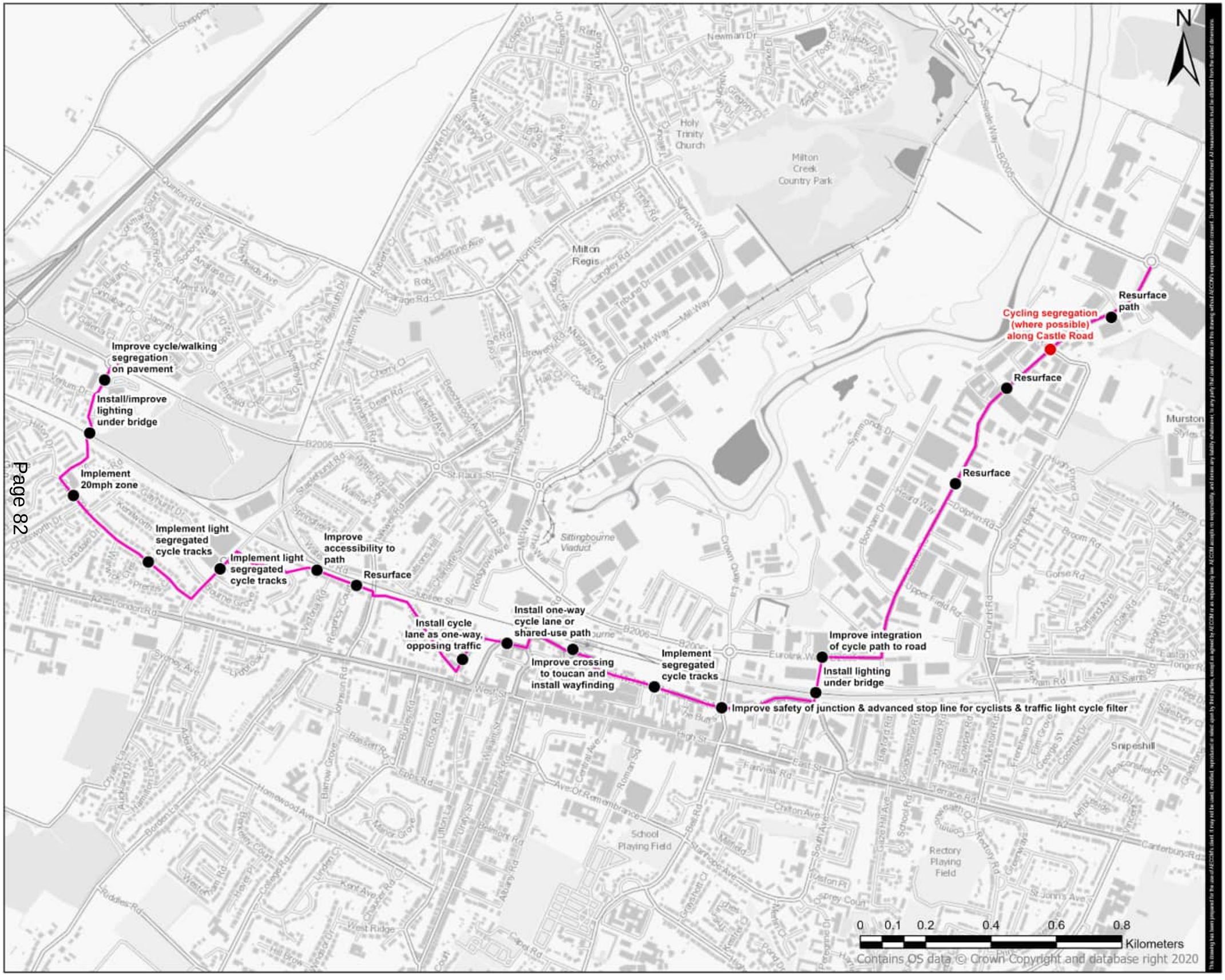
LEGEND

- Study Area
- Route 5 - Sittingbourne to Eurolink Business Park
- Cycling Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2020

Route CR6 - Grove Park to Eurolink Business Park



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

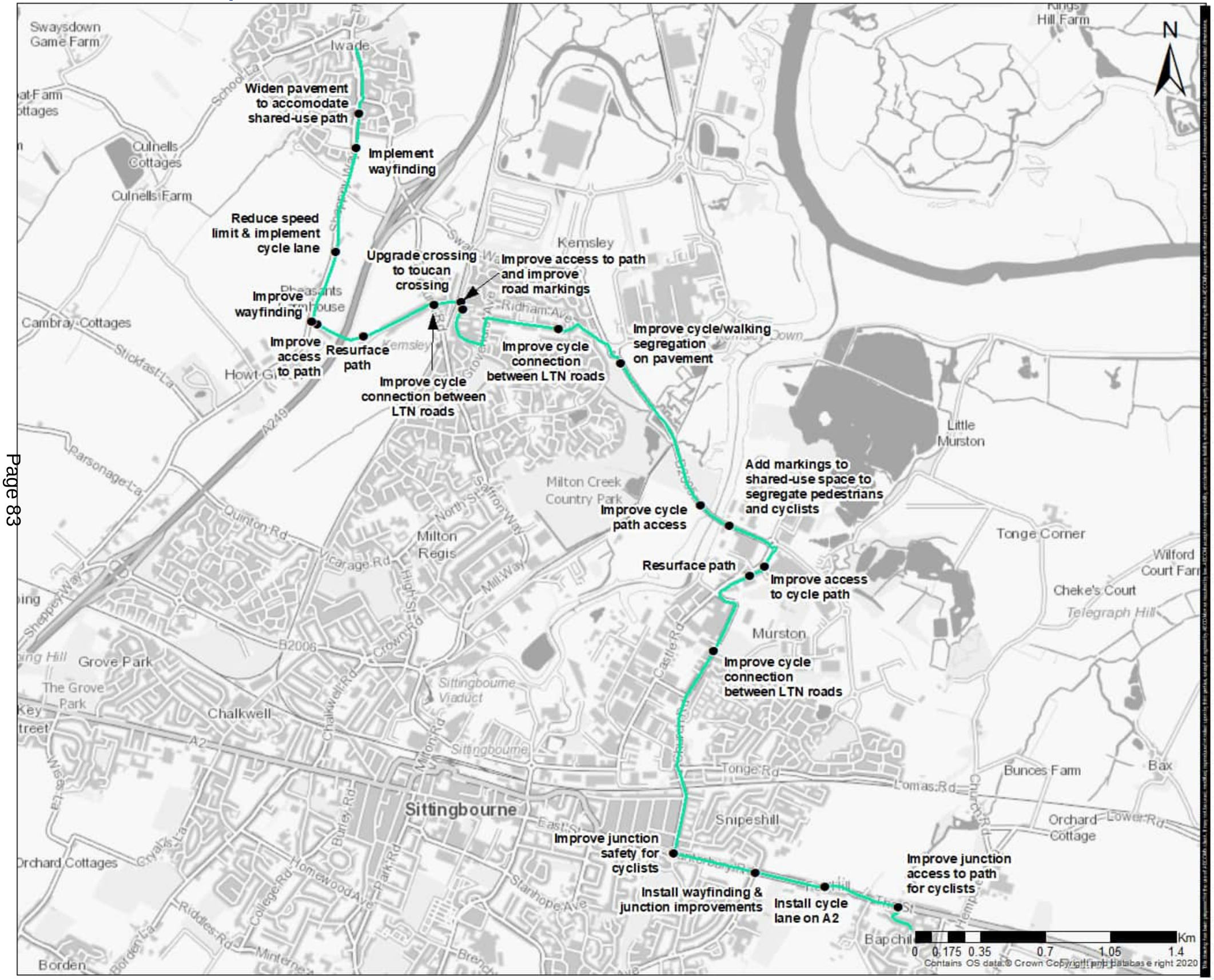
LEGEND

- CR6 - Grove Park to Eurolink Business Park
- Cycling Interventions
- Cycling Interventions Added After Public Consultation

NOTES

Contains OS Data © Crown Copyright and database right 2023

Route CR7 - Iwade to Bapchild



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

- Route 7 - Iwade to Bapchild
- Cycling Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2020

Appendix C - Isle of Sheppey Cycling Active Travel Routes and Interventions

The Broadway - CWR9

Figure 50 : The Broadway

Interventions Added After Public Consultation

Main Road (B2007) to Minster Road - CWR8

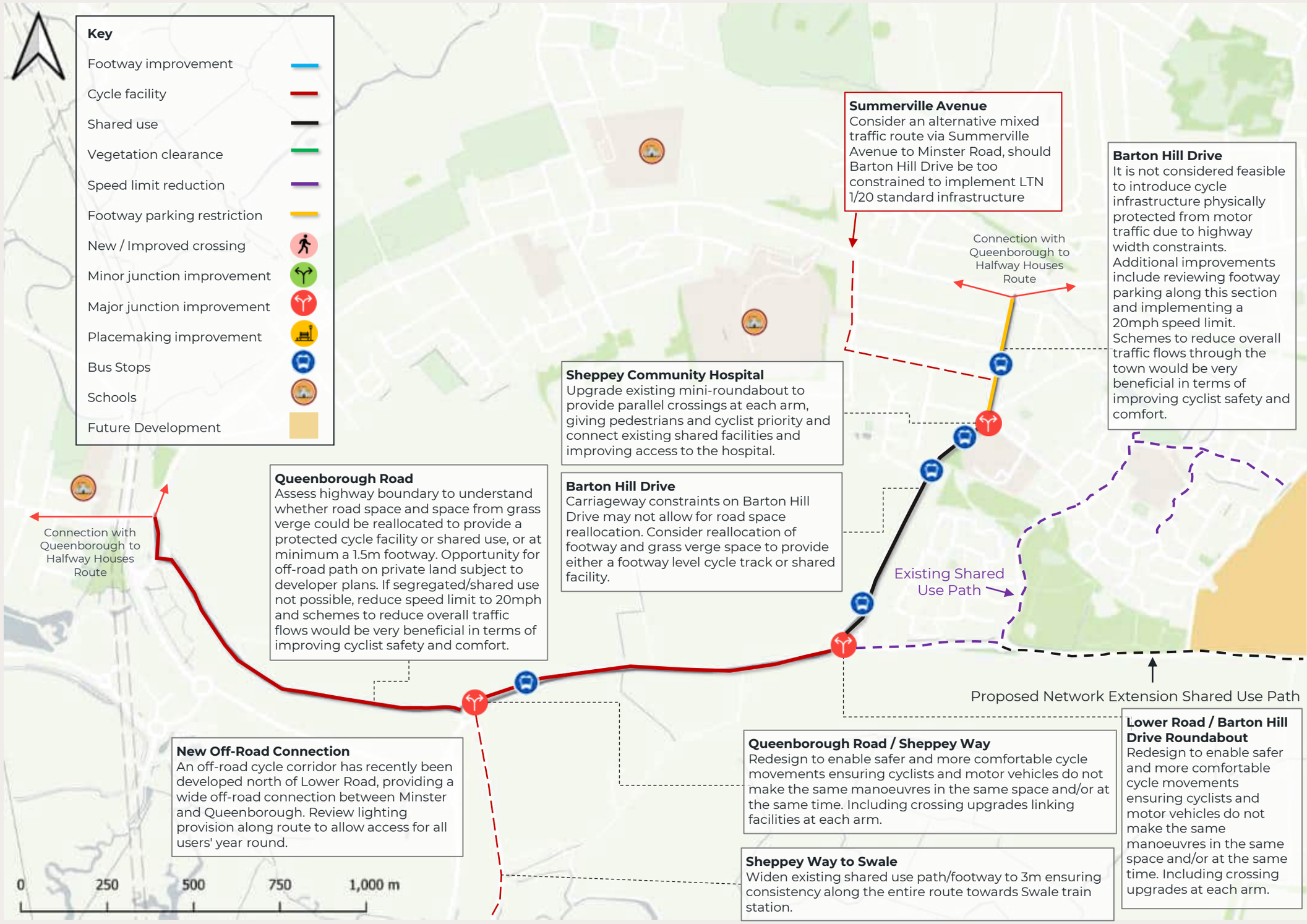


Figure 51 : Main Road (B2007) to Minster Road

Power Station Road - CWR7

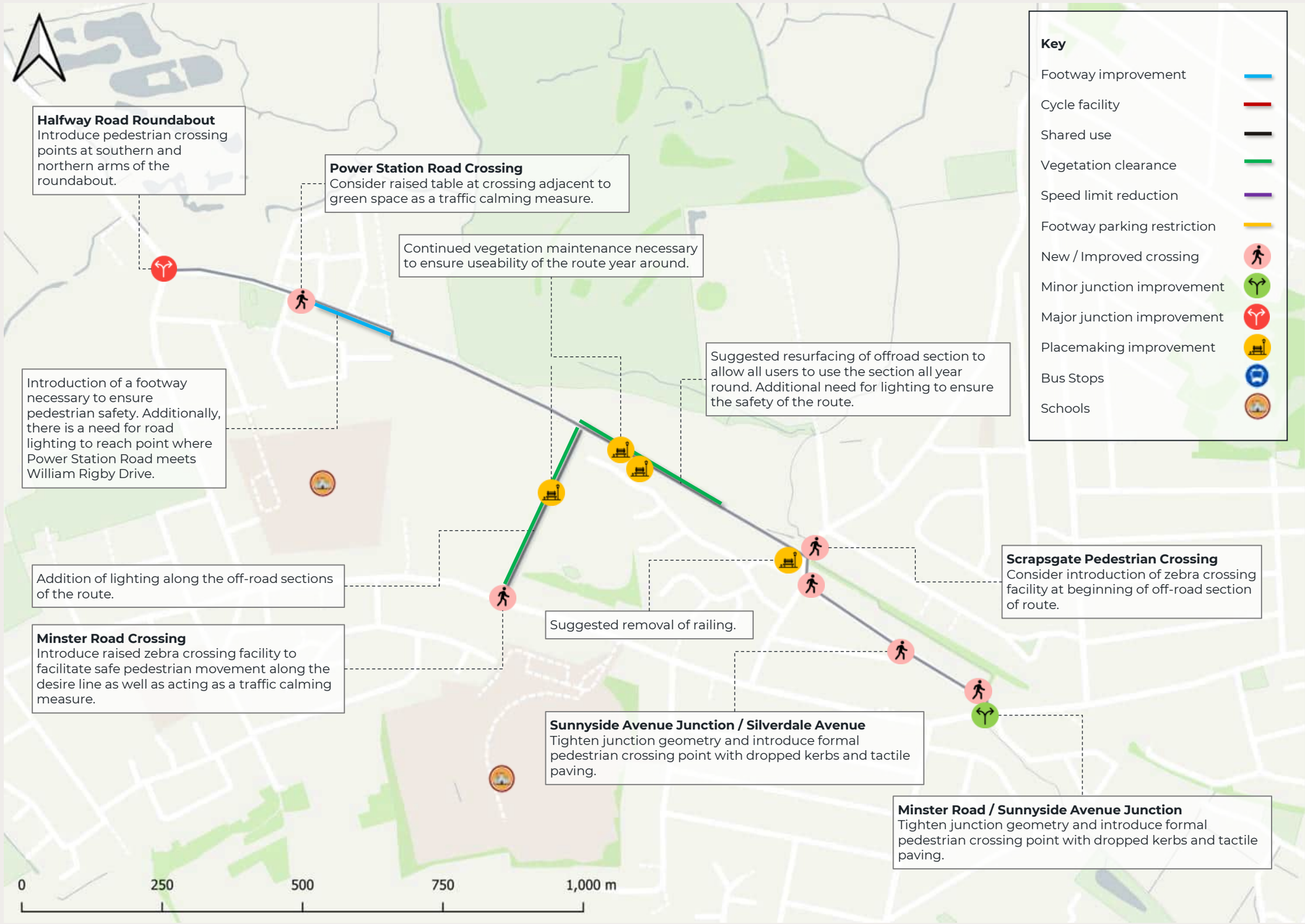


Figure 52 : Power Station Road

Brielle Way to Rushenden Road - CWR1

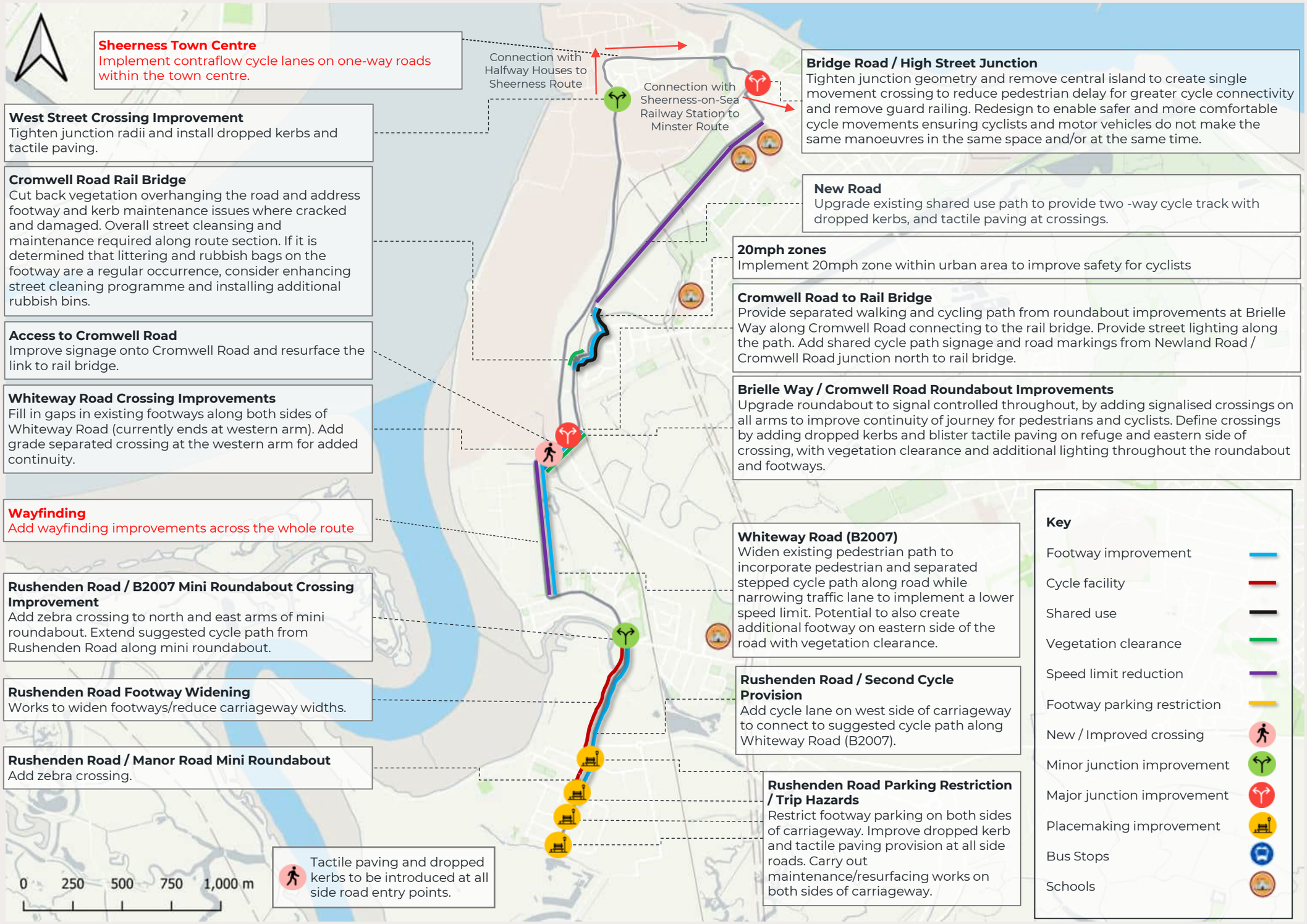


Figure 53 : Brille Way to Rushenden Road

Interventions Added After Public Consultation

Sheerness-on-Sea Railway Station to Minster - CWR6

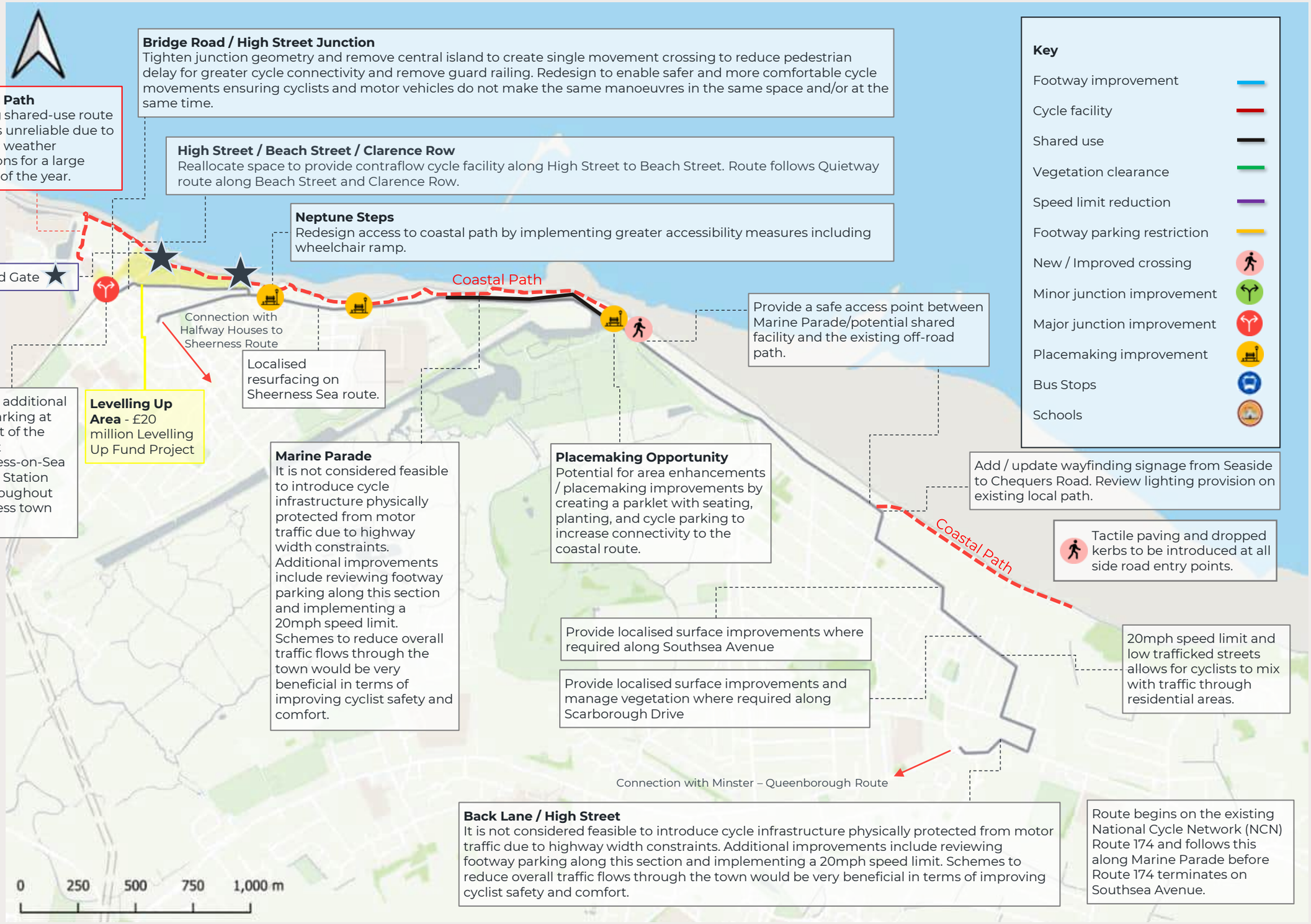


Figure 54 : Sheerness-on-Sea Railway Station to Minster

Queenborough to Minster - CWR5

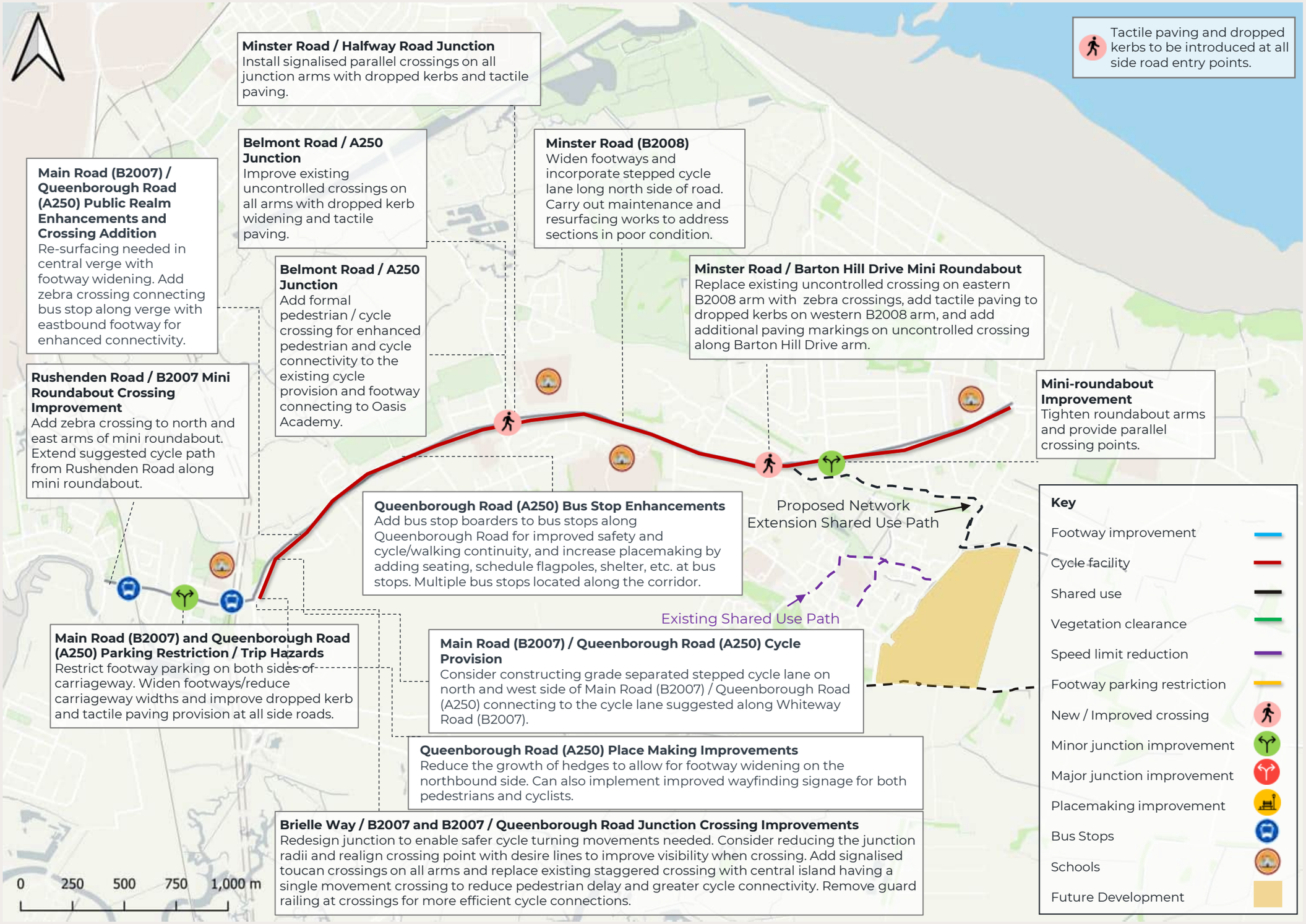


Figure 55 : Queenborough to Minster

Halfway Houses to Sheerness - CWR4

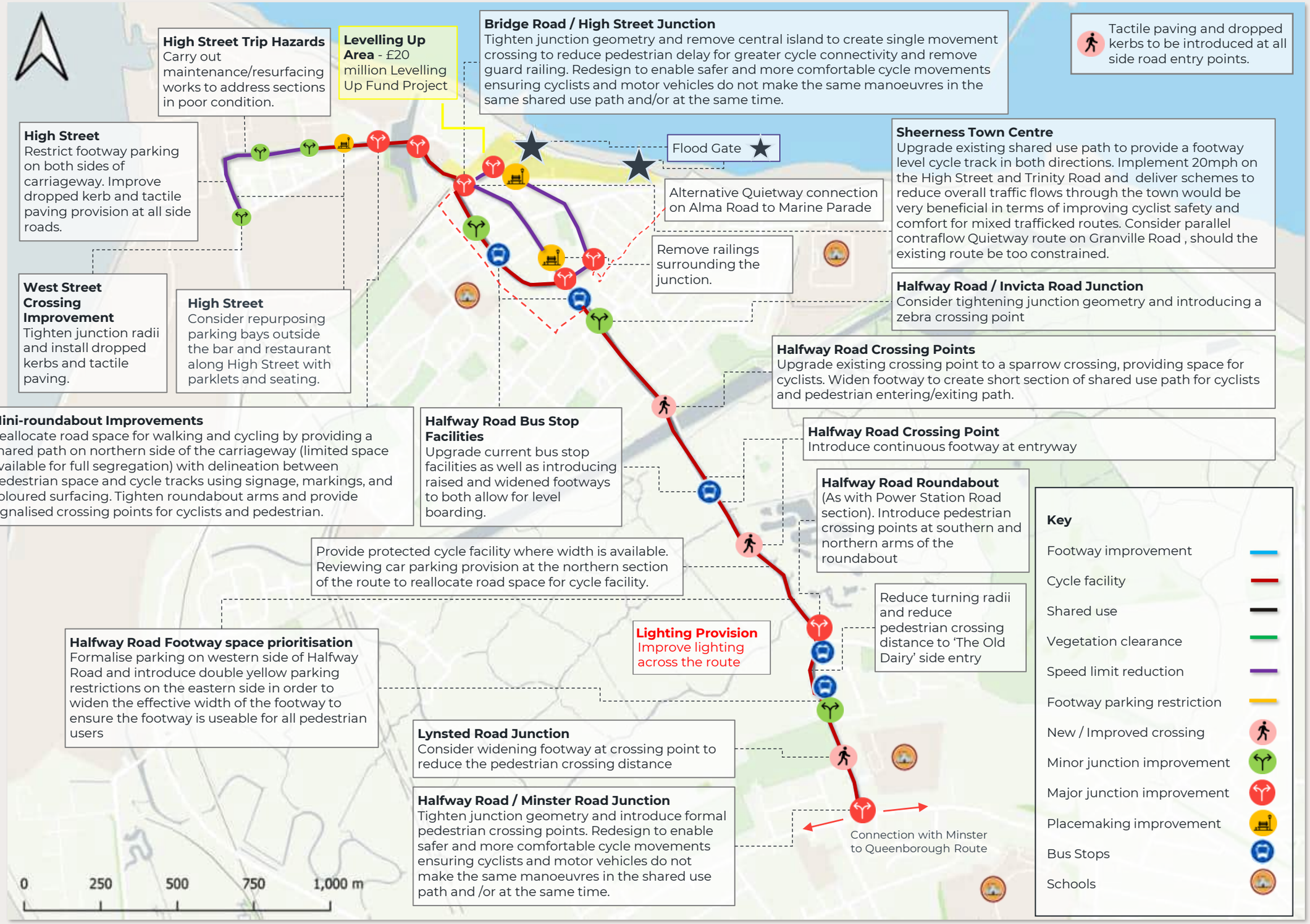


Figure 56 : Halfway Houses to Sheerness

Interventions Added After Public Consultation

Cromwell Road to Marine Parade - CWR2

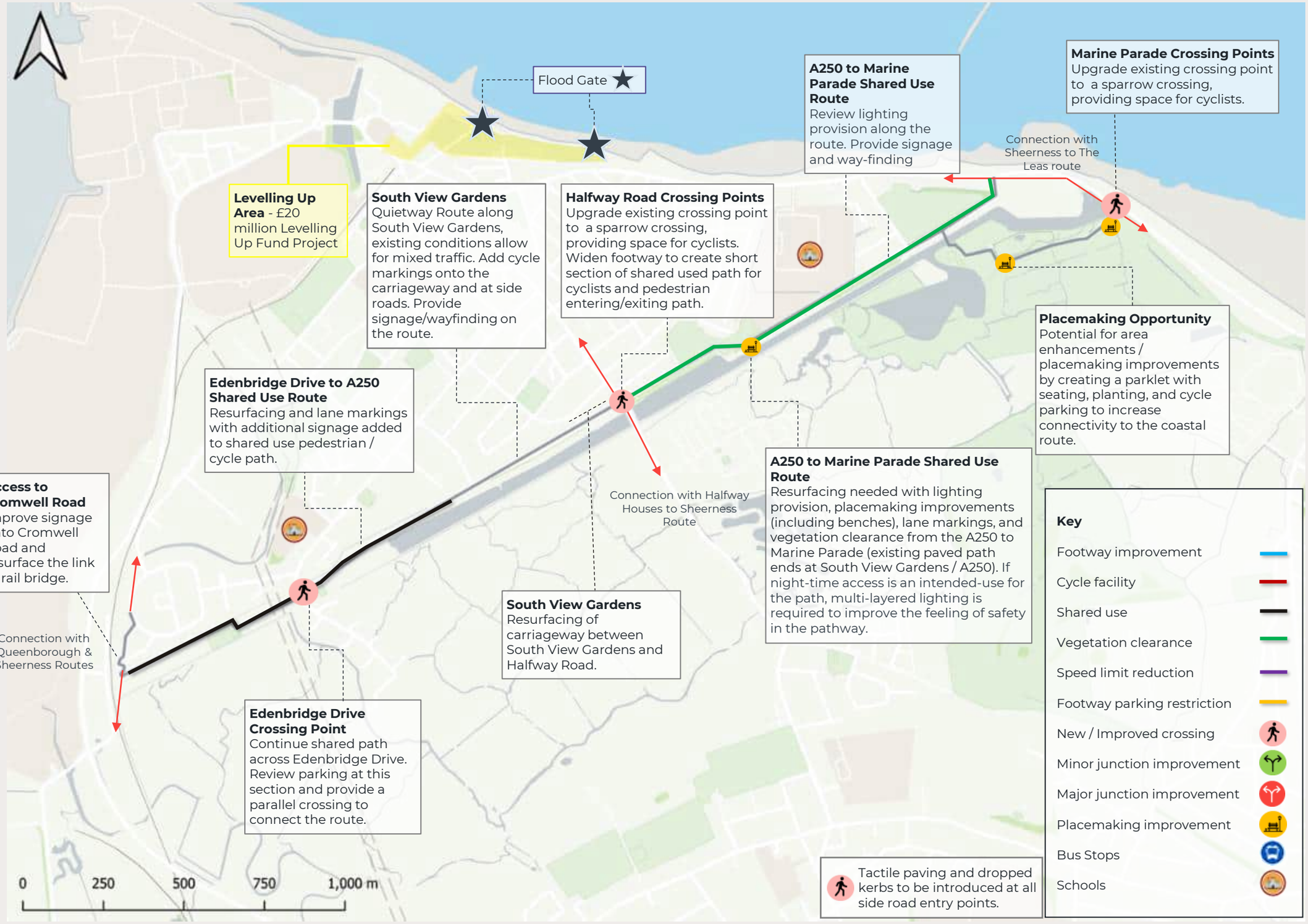


Figure 57 : Cromwell Road to Marine Parade

Route CWR3 - Swale Railway Station to Queenborough Road (A2500)

AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

CWR3 - Swale Railway Station to Queenborough Road (A2500)

Initial interventions shown on the original map on the next page

NOTES

Contains OS Data © Crown Copyright and database right 2023

Swale Railway Station to Queenborough Road (A2500) - CWR3

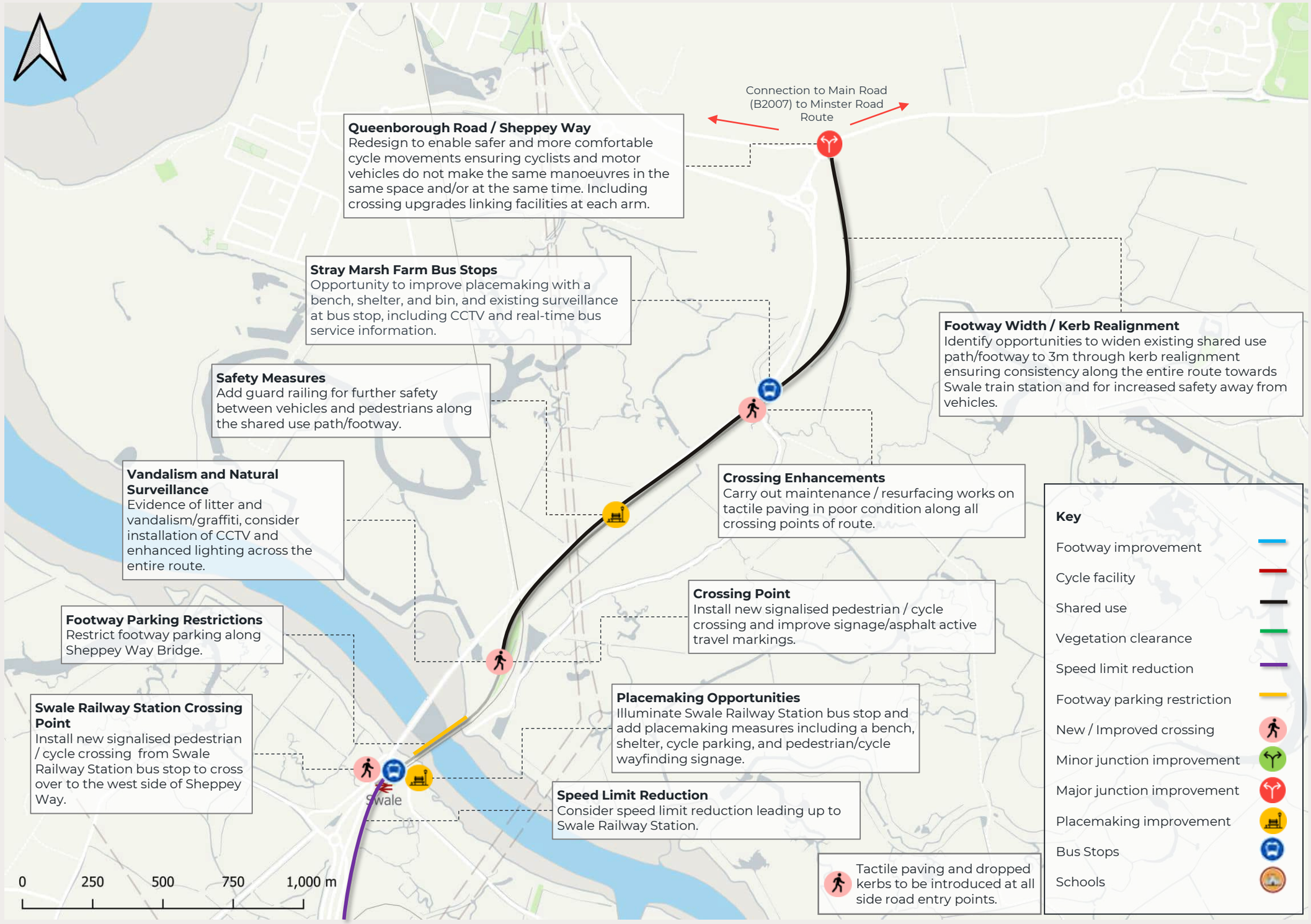


Figure 58 : Swale Railway Station to Queenborough Road (A2500)

Sheerness Town Centre - CWR10

Figure 59 : Sheerness Town Centre

Route CWR7 - Sheppey Light Railway Greenway

AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

- CWR7 - Sheppey Light Railway Greenway
- CWR7 - Subject to Land Owner Permission

Initial interventions shown on the original map on the next page

NOTES

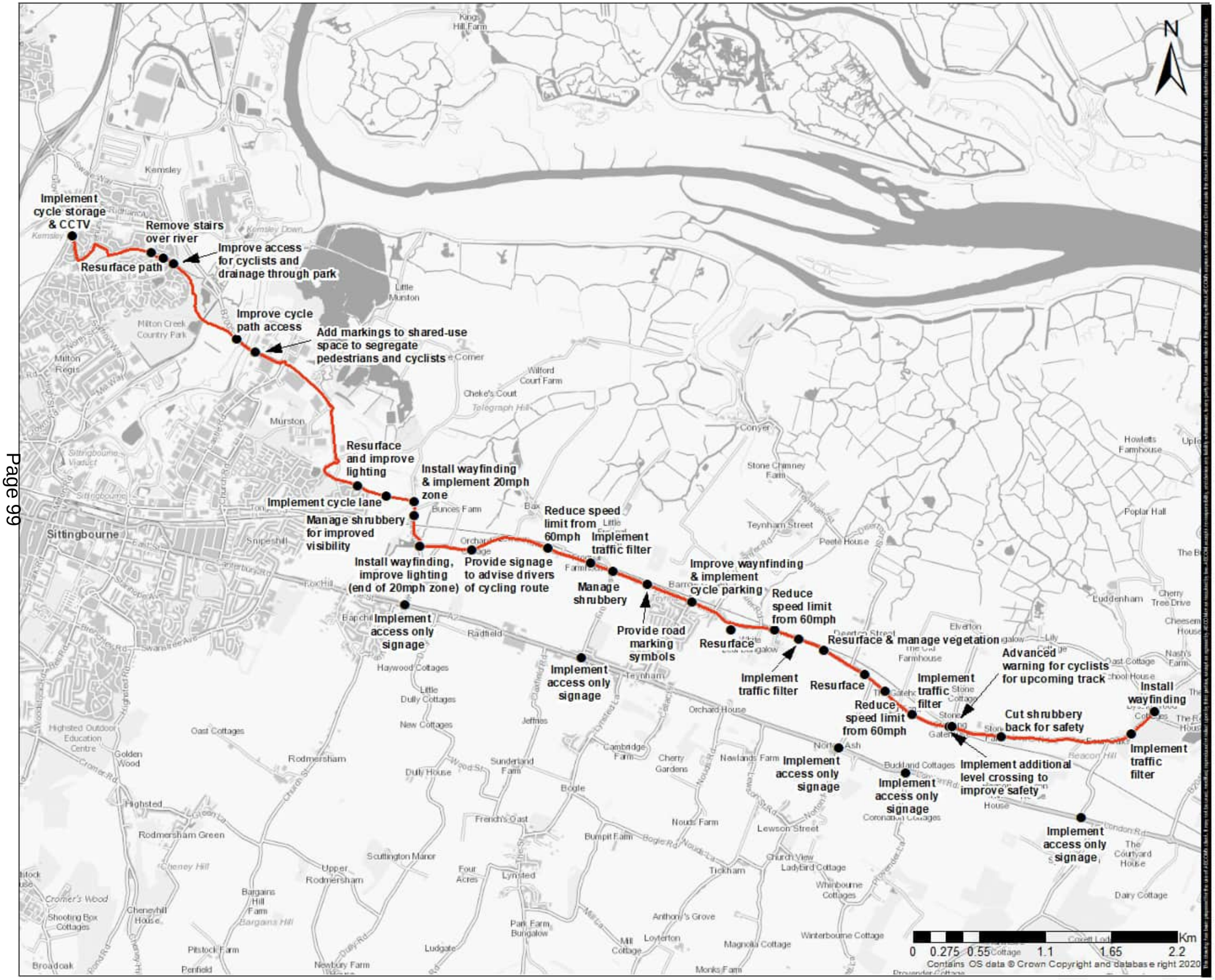
Contains OS Data © Crown Copyright and database right 2023

This drawing has been prepared for the use of AECOM's client. It may not be used, modified, reproduced or relied upon by third parties, except as agreed by AECOM or as required by law. AECOM accepts no responsibility, and passes any liability disclaimers, to any party that uses or relies on this drawing without AECOM's express written consent. Do not scale this document. All measurements must be obtained from the stated dimensions.

Isle of Sheppey Strategic Cycling and Active Travel Routes
Proposed route of the Sheppey Greenway utilising sections of the former railway where practical, negotiating new field edge routes and traffic calming in selected urban areas.
Sheppey Light Railway Greenway with Greenways and Cycleroutes June 24
A new link beside the main road to Halfway is planned
Space for segregated cycle track
Academy Link
Road Enhancement
SLRG Group widened & exposed track-bed. Footpath needs upgrading to Cycle Track
Crossing improvement
Crossing
Crossing
Crossing
Quiet Way
Donkey Hill PROW resurfacing...
Crossing
Crossing
Missing Link
Road Enhancements
Road Enhancements
s278 3m shared path being built
Developer funded track (possible)
Developer funded track (possible)
Shared Path (needs work)
Cowstead Corner Cycle Track
Although the old railway alignment gives a much easier gradient, its course is completely lost to agriculture . Following behind the hedges to Eastchurch does involve more of a climb but it serves that community
Crossing
Crossing
SHEERNESS
Minster
Halfway Houses
Eastchurch
Warden
Leysdown-on-Sea
SHEPPEY

Appendix D - Rural Swale Cycling Routes and Interventions

Route CR1 - Kemsley to Faversham



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

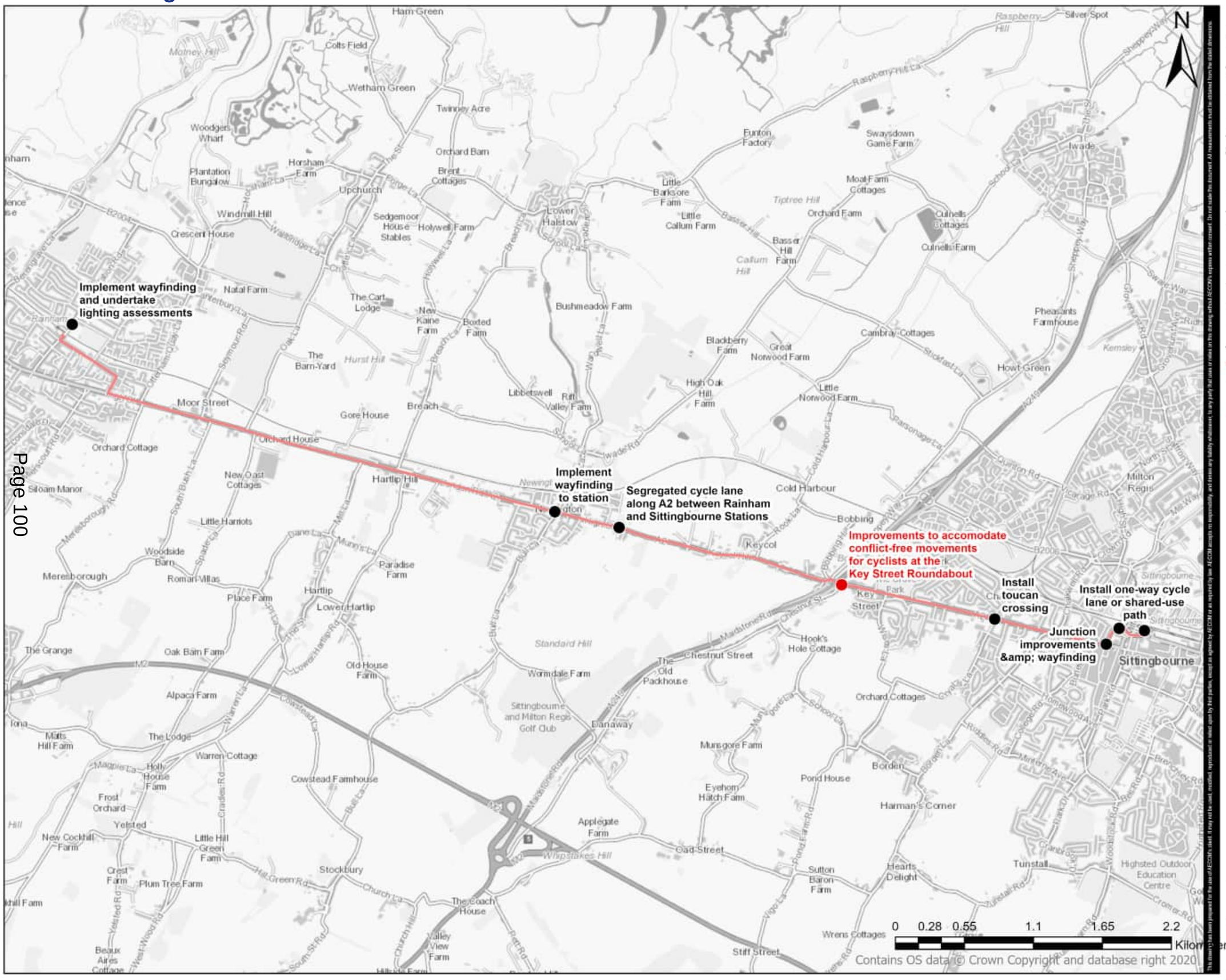
LEGEND

- Study Area
- Route 1 - Kemsley to Faversham
- Cycling Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2020

Route CR8 - Sittingbourne to Rainham



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

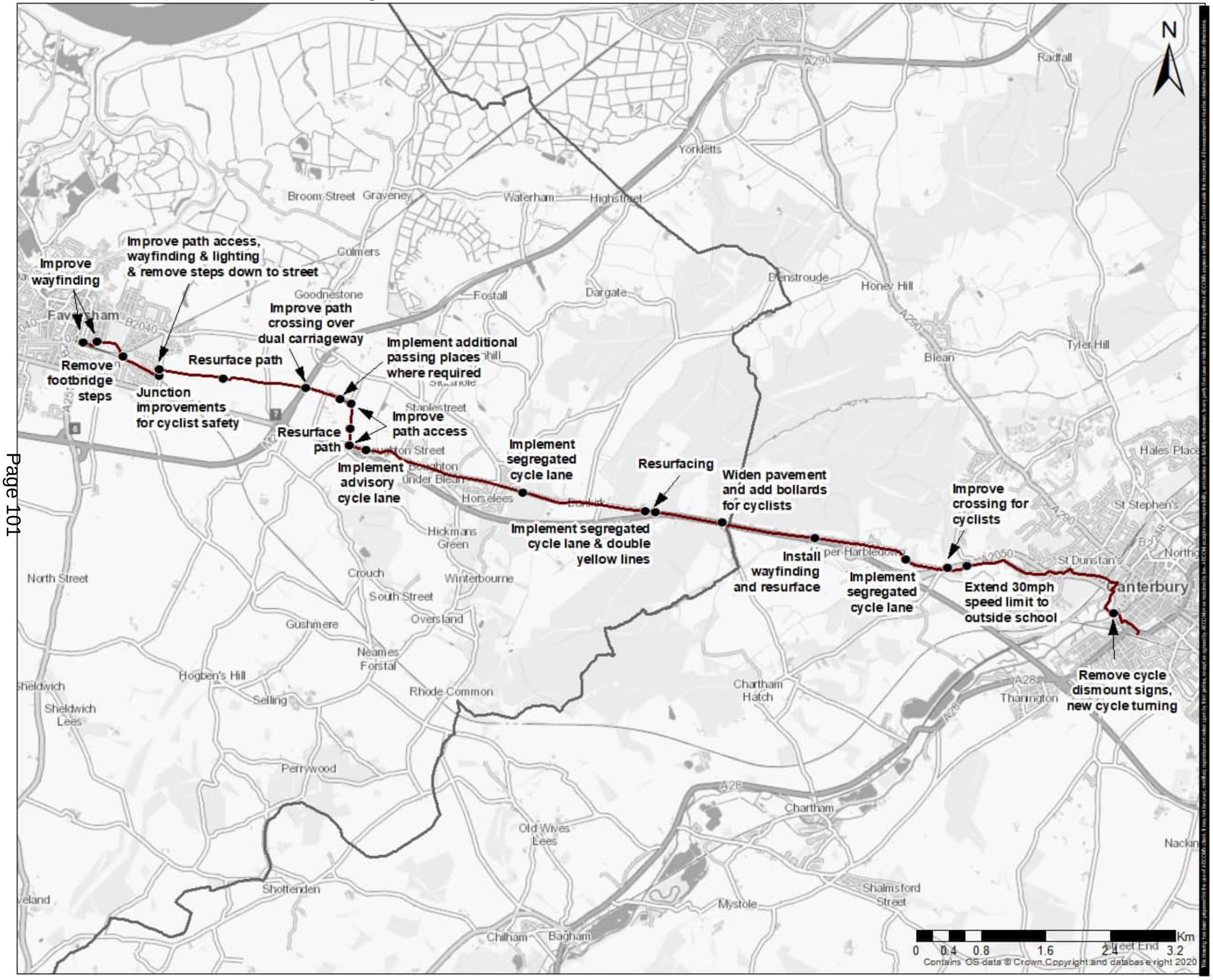
LEGEND

- CR8 - Sittingbourne to Rainham
- Cycling Interventions
- Cycling Interventions Added After Public Consultation

NOTES

Contains OS Data © Crown Copyright and database right 2023

Route CR9 - Faversham to Canterbury



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

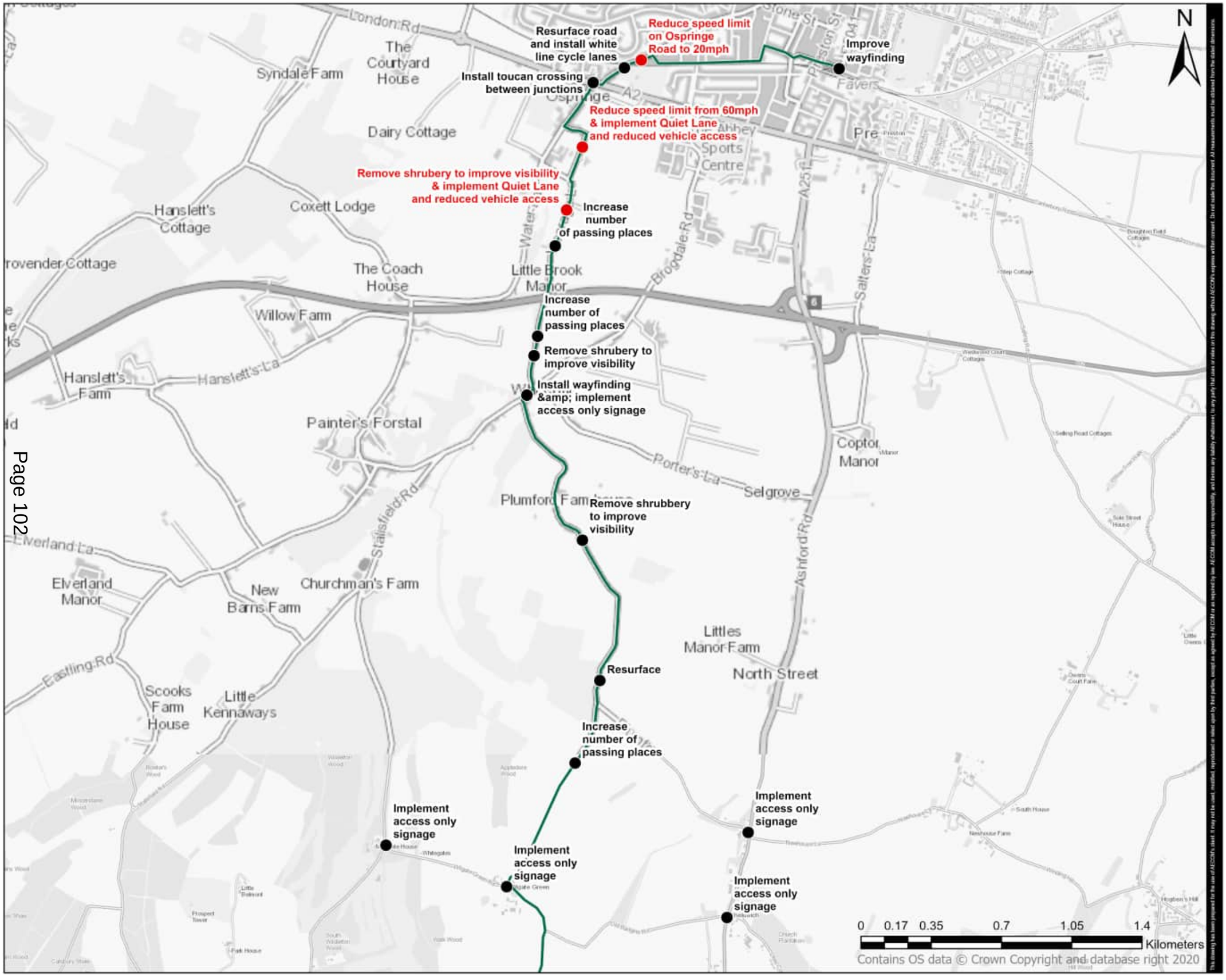
LEGEND

- Route 9 - Faversham to Canterbury
- Cycling Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2020

Route CR10 - Ashford to Faversham



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

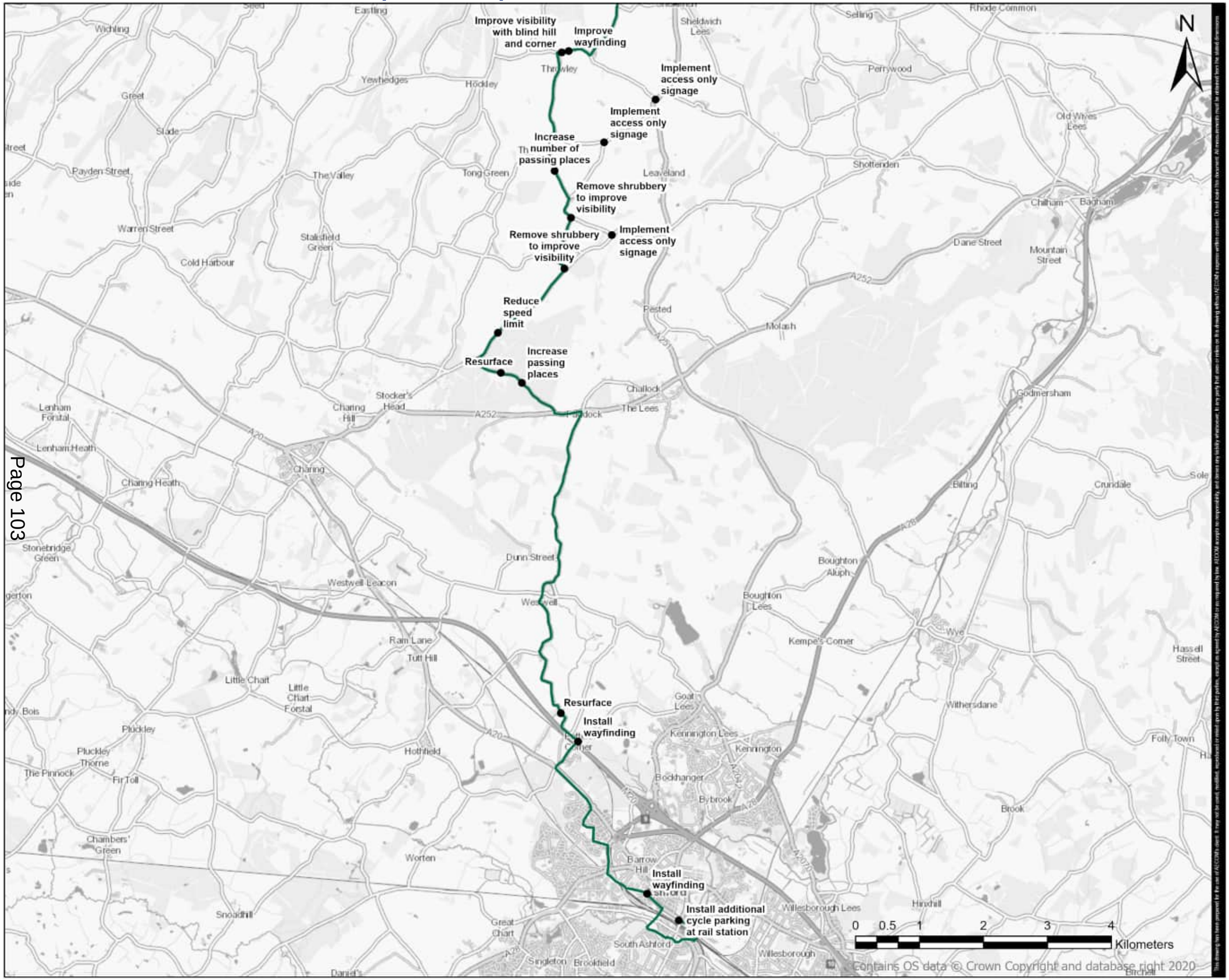
LEGEND

- CR10 - Ashford to Faversham
- Cycling Interventions
- Cycling Interventions Added After Public Consultation

NOTES

Contains OS Data © Crown Copyright and database right 2023

Route CR10 - Ashford to Faversham (continued)



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

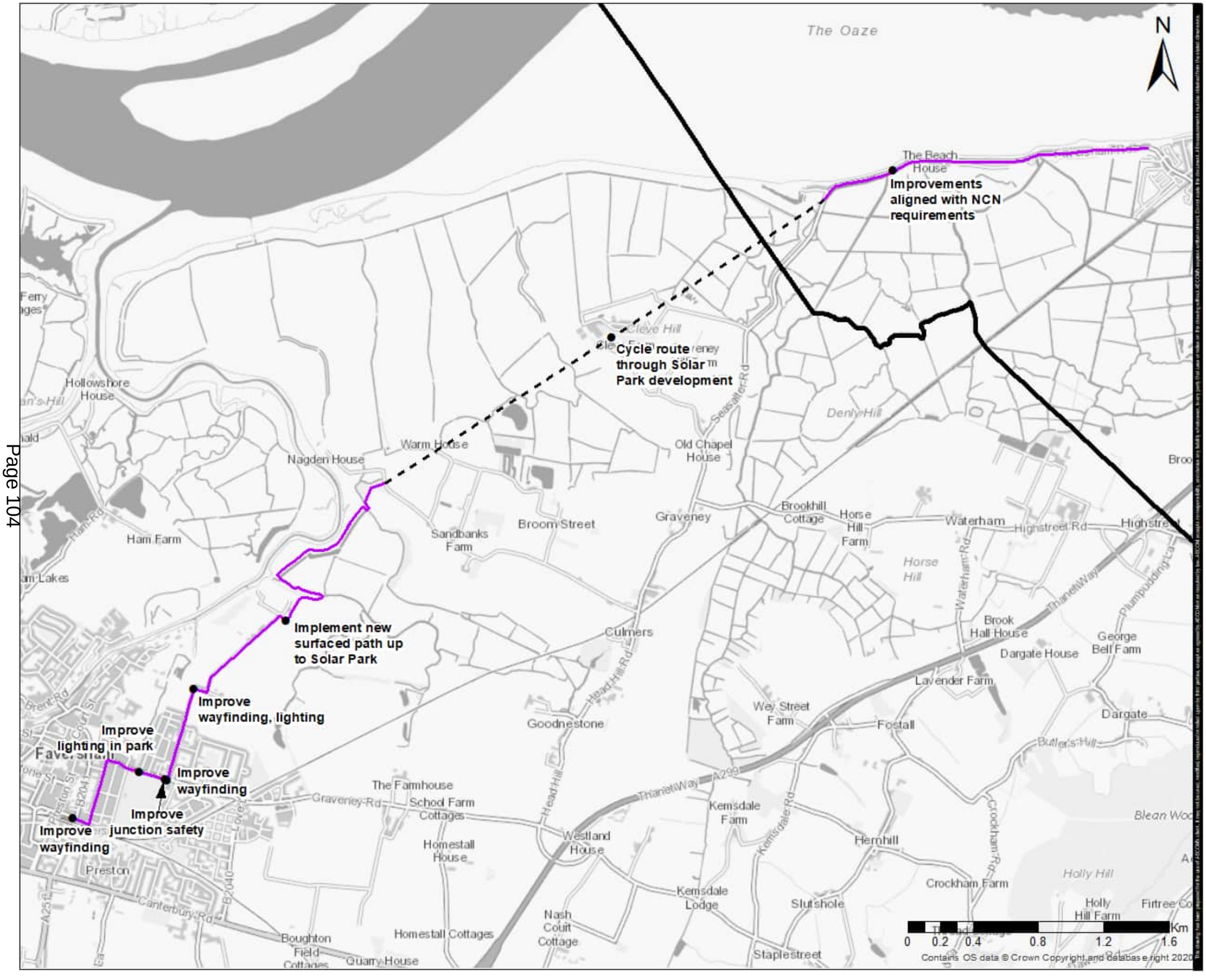
LEGEND

- CR10 - Ashford to Faversham
- Cycling Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2023

Route CR11 - Faversham to Whitstable



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

- Study Area
- Route 11 - Faversham to Whitstable
- Route 11 - Faversham to Whitstable (alignment TBC)
- Cycling Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2020

Appendix E - Network Planning for Walking - Methodology

Network Planning for Walking and Wheeling

Walking and Wheeling Zones

Developing the walking and wheeling network involved mapping the key trip generators. This stage focuses on the key sites which generate **significant pedestrian demand** among the high number of destinations across Swale. These included:

- Education sites with over 500 pupils
- Town centres
- Healthcare sites
- Retail sites
- Employment sites
- Community/ Leisure sites
- Key transport interchanges
- Planned/ committed developments

After identifying and mapping the key trip generators, **walking isochrones** representing an approximate 15-minute walk were drawn. Overlapping isochrones were then used identify areas with the **highest density** of key destinations. **Core walking zones** (CWZ) (400m buffers) and **walking zones** (2km buffers) were drawn around areas with multiple overlapping key destinations. This analysis is shown in Figure 4-2.

As Figure 4-3 illustrates, walking and wheeling zones were identified in Faversham, Sittingbourne, and on the Isle of Sheppey. Only the zones in Sittingbourne and Leysdown were taken forward to the route selection process because of the completed/ in progress LCWIPs in Swale.

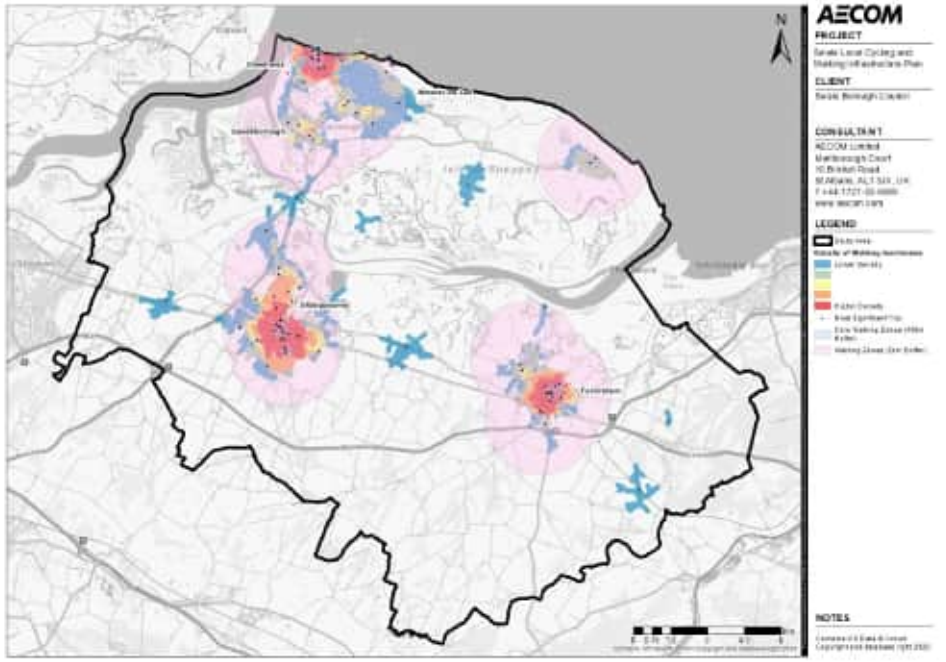


Figure 4-2: Density of Key Trip Attractors - Walking Isochrones

Figure 4-3: Identified Walking and Wheeling Zones

Network Planning for Walking and Wheeling

Route Selection

Converting the CWZs into routes for inclusion in LCWIPs is an iterative process and, along with the route selection for cycling routes, is one of the most important elements of the LCWIP process. The objective was to identify walking and wheeling routes that meet **core design outcomes** to create a **coherent**, **direct**, **safe**, **comfortable**, and **attractive** walking and wheeling network and which connect to the existing network and key destinations.

The identified CWZs and the existing walking and wheeling infrastructure serving them within the 2km buffer zones, were taken into consideration to identify walking and wheeling routes that would **bridge gaps** in the existing network and create a **continuous** and **seamless** walking and wheeling **network**.

The routes were developed from data analysis conducted up to this point, informed by various data sources, such as the existing active travel network and Google Maps data. They also aligned with Kent County Council's Public Rights of Way (PRoW) Improvement Plan.

Stakeholder Engagement

Swale LCWIP

The identified walking and wheeling network was presented to local stakeholders to gather feedback on the identified network.

Overall, the stakeholders welcomed the identified walking and wheeling routes and used their local knowledge to make some suggestions such as altering the alignment of proposed routes or ensuring the proposed improvements contribute to creating safer, more direct walking and wheeling routes.

Sheppey Towns LCWIP

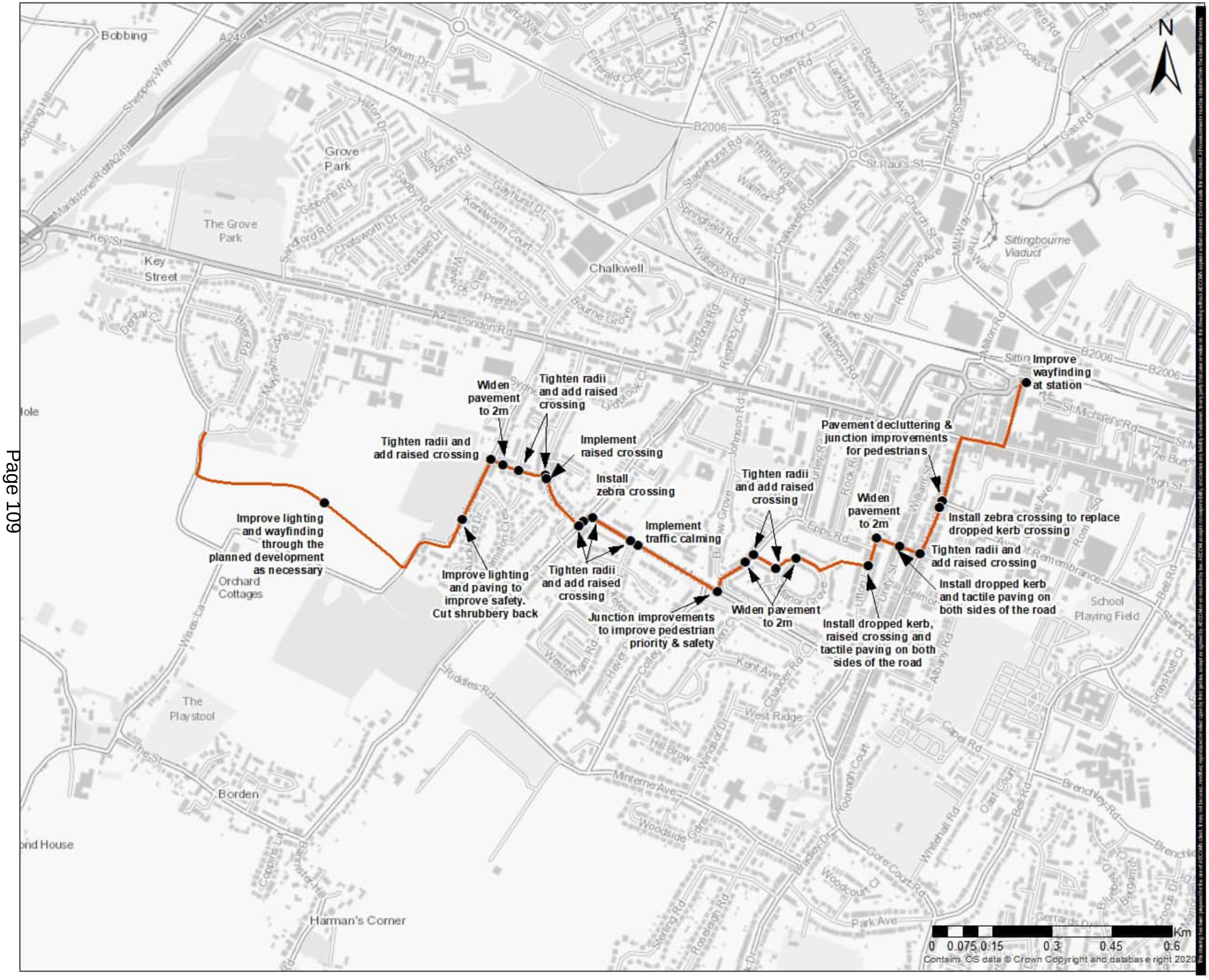
The stakeholder engagement which was undertaken for the Sheppey Towns LCWIP was detailed on Page 16 of this report.

The integrated Swale LCWIP walking and wheeling network is presented for each of the four study areas, as follows:

- **Sittingbourne** - identified as part of this analysis and presented in Figure 4 -4.
- **Faversham** - identified as part of Faversham LCWIP and presented in Figure 4-5.
- **Sheppey Towns** - identified as part of draft Sheppey Towns LCWIP and presented in Figure 4-6.
- **Rural Swale** - there were no routes identified in rural Swale.

Appendix F - Sittingbourne Walking and Wheeling Routes and Interventions

Route WR2 - Sittingbourne Station to SW Developments



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

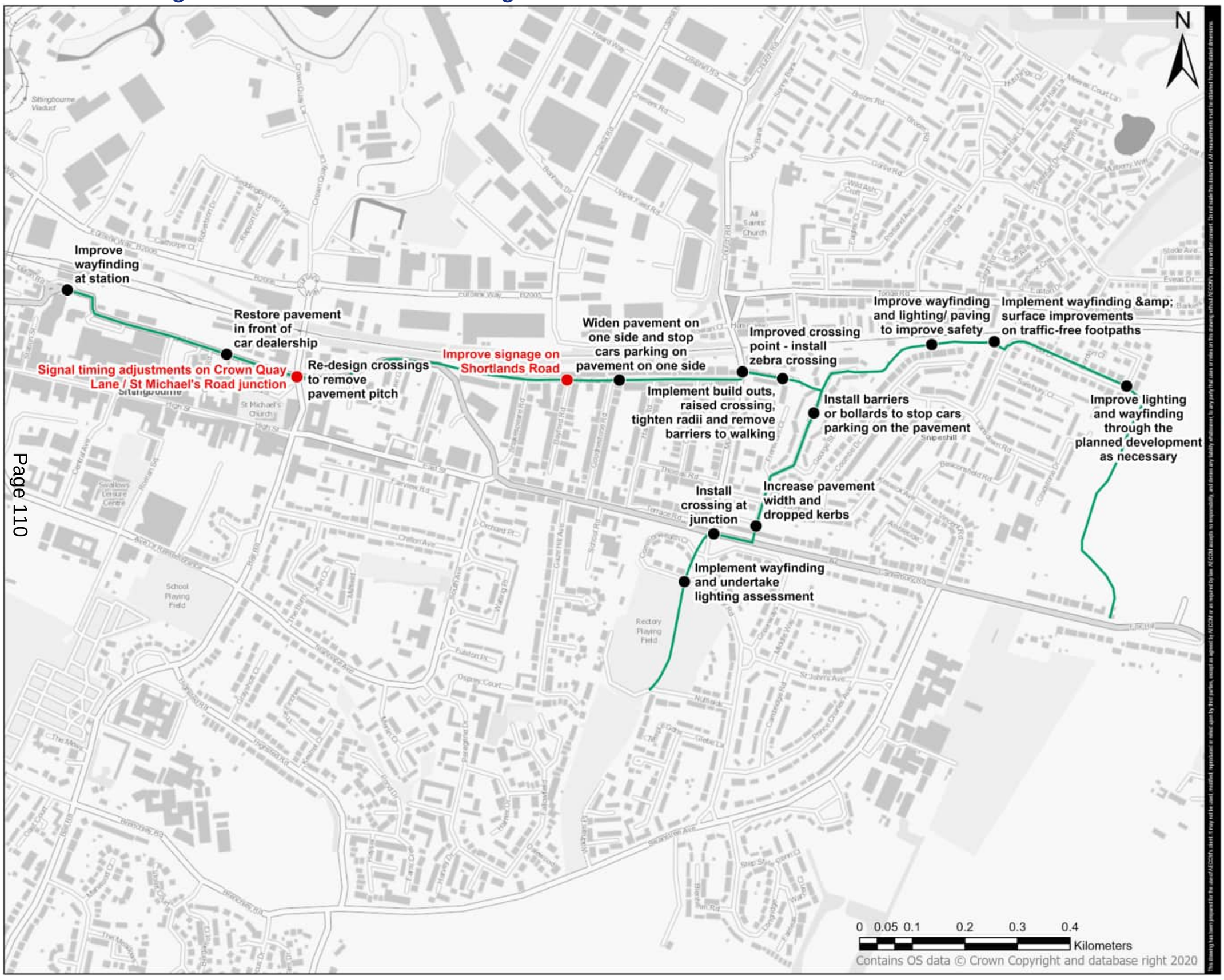
LEGEND

- Study Area
- Route 2 - Sittingbourne Station to SW Developments
- Walking Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2020

Route WR3 - Sittingbourne Station to East Sittingbourne



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

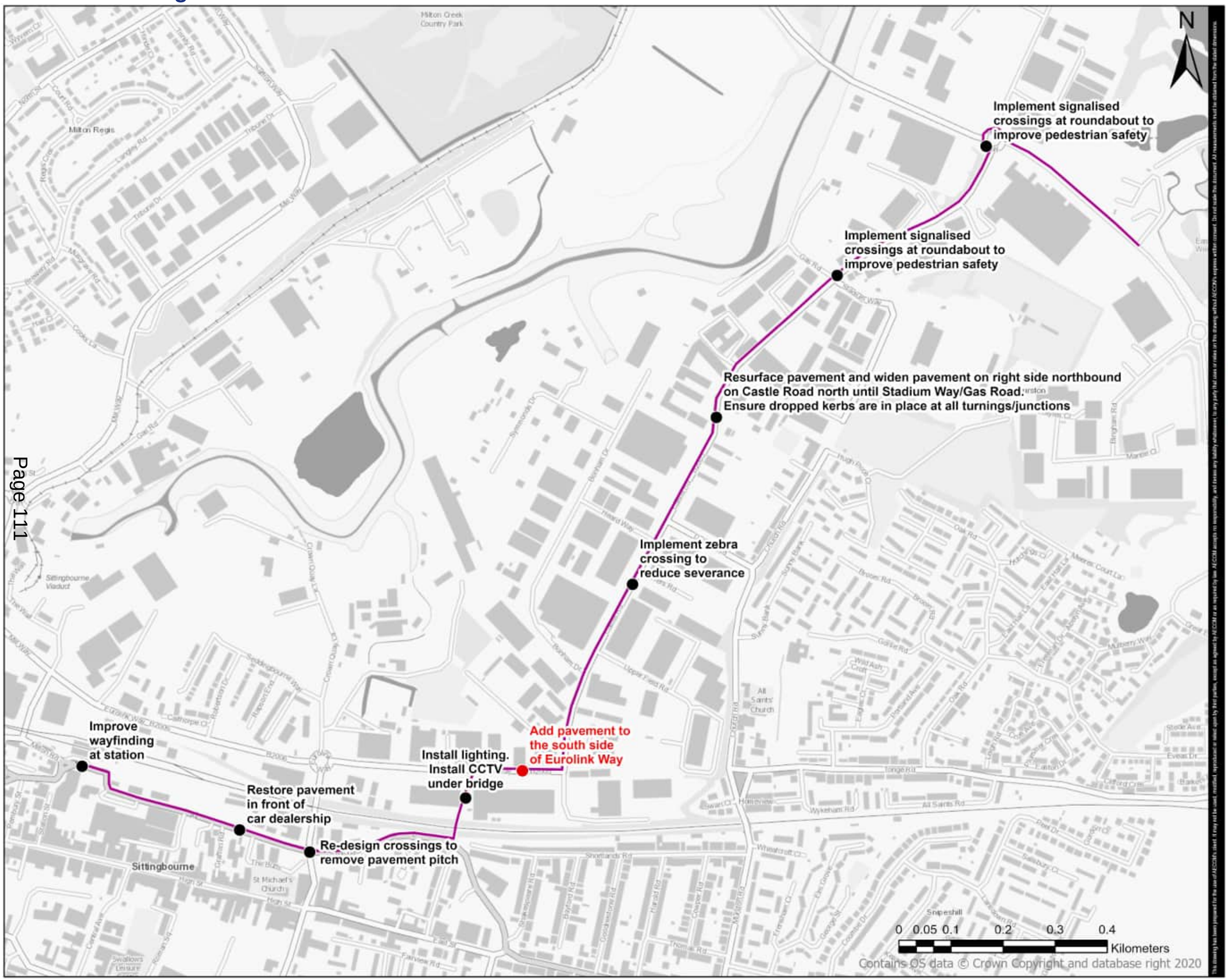
LEGEND

- WR3 - Sittingbourne Station to East Sittingbourne
- Walking Interventions
- Walking Interventions Added After Public Consultation

NOTES

Contains OS Data © Crown Copyright and database right 2023

Route WR4 - Sittingbourne Station to Eurolink Business Park



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

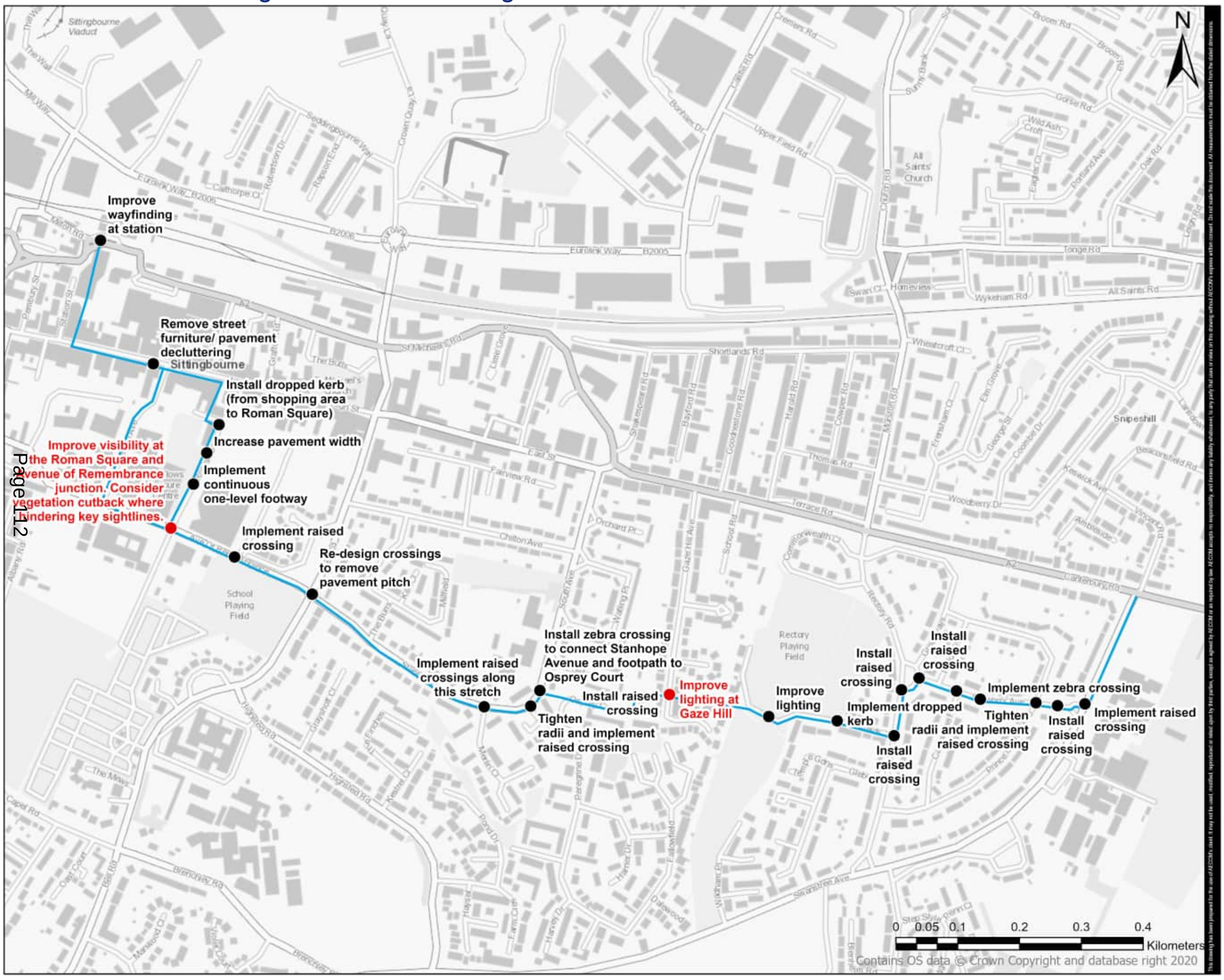
LEGEND

- WR4 - Sittingbourne Station to Eurolink Business Park
- Walking Interventions
- Walking Interventions Added After Public Consultation

NOTES

Contains OS Data © Crown Copyright and database right 2023

Route WR5 - Central Sittingbourne to East Sittingbourne



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

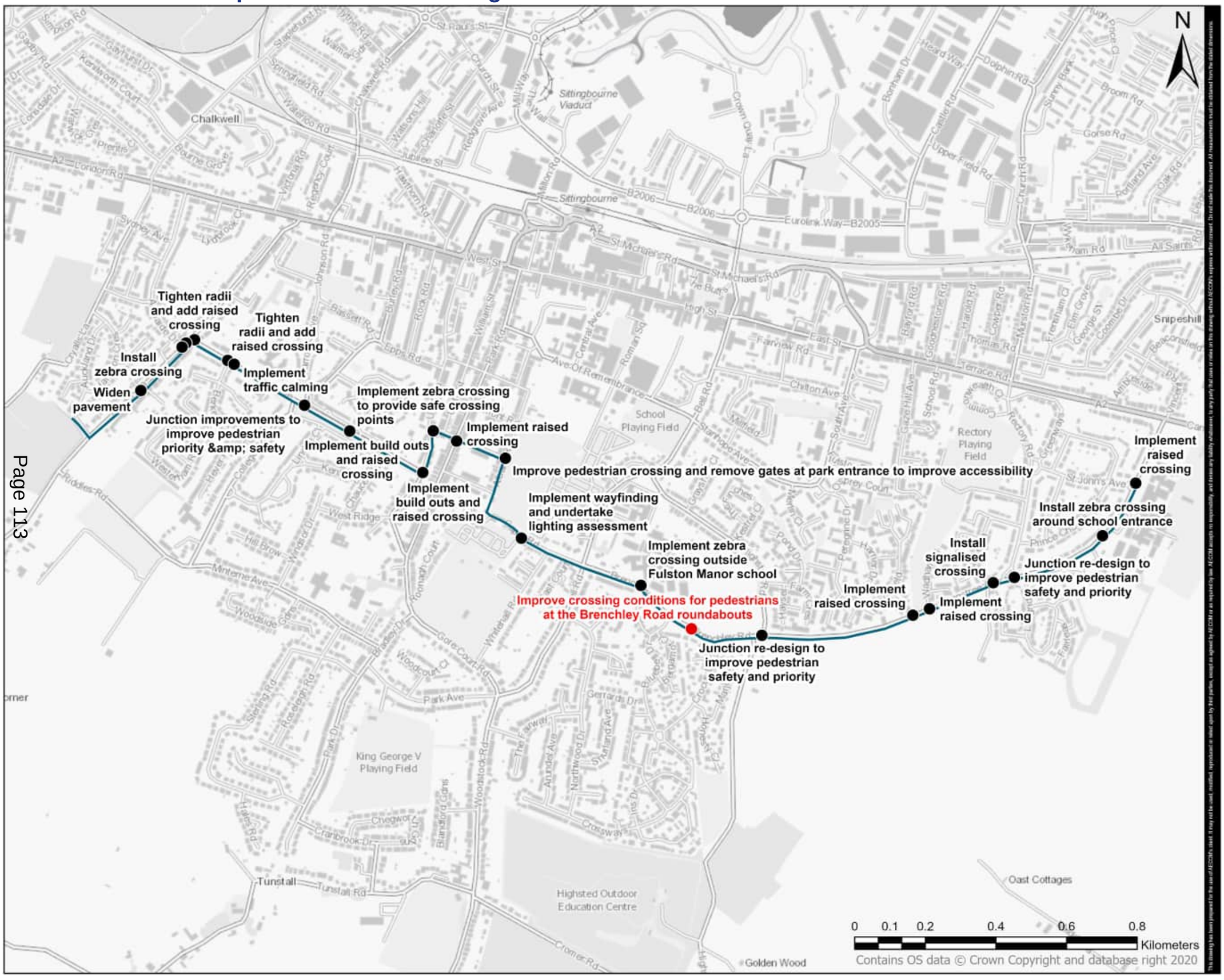
LEGEND

- WR5 - Central Sittingbourne to East Sittingbourne
- Walking Interventions
- Walking Interventions Added After Public Consultation

NOTES

Contains OS Data © Crown Copyright and database right 2023

Route WR6 - SW Developments to South Sittingbourne



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

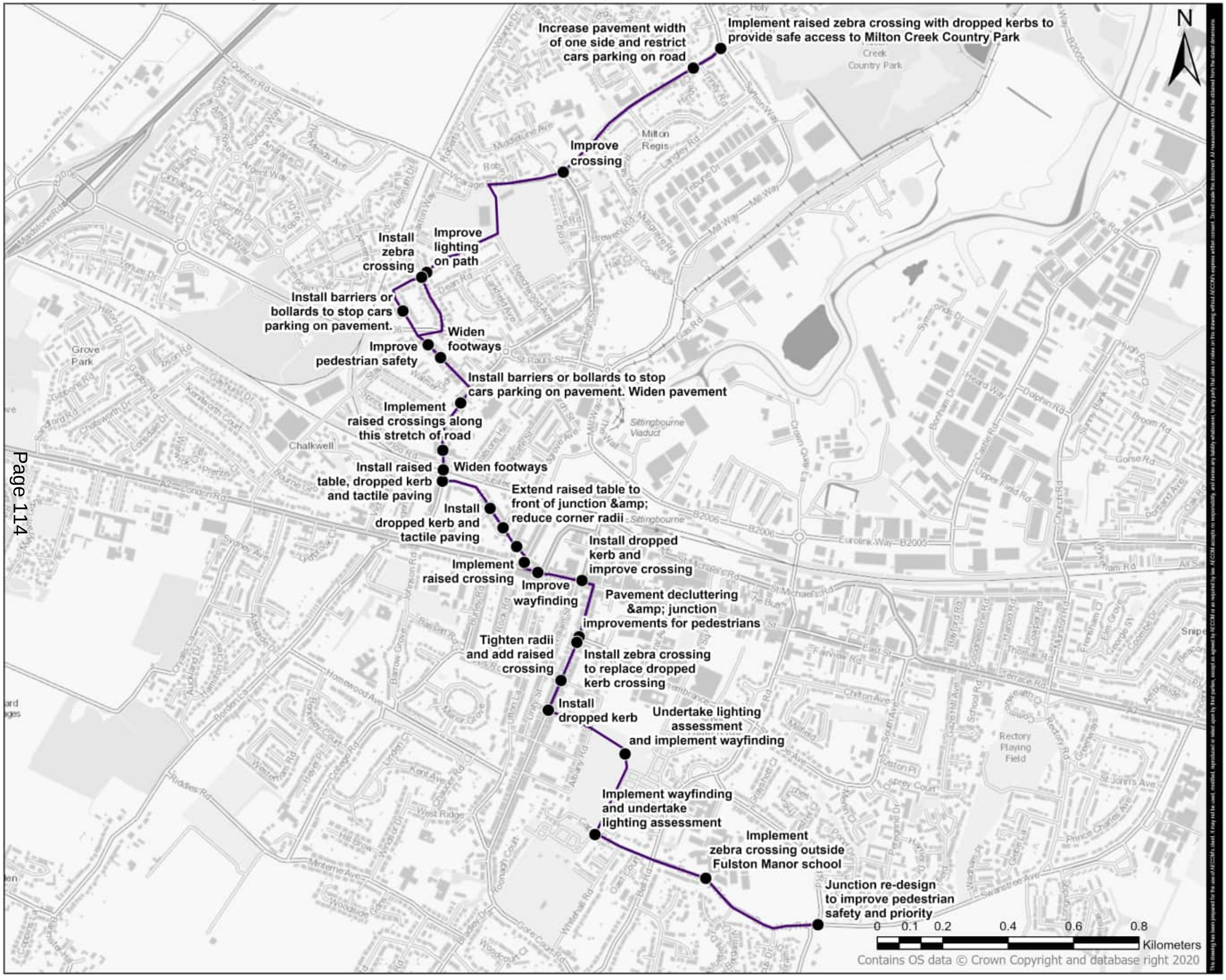
LEGEND

- WR6 - SW Developments to South Sittingbourne
- Walking Interventions
- Walking Interventions Added After Public Consultation

NOTES

Contains OS Data © Crown Copyright and database right 2023

Route WR7 - South Sittingbourne to Milton Creek Country Park



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

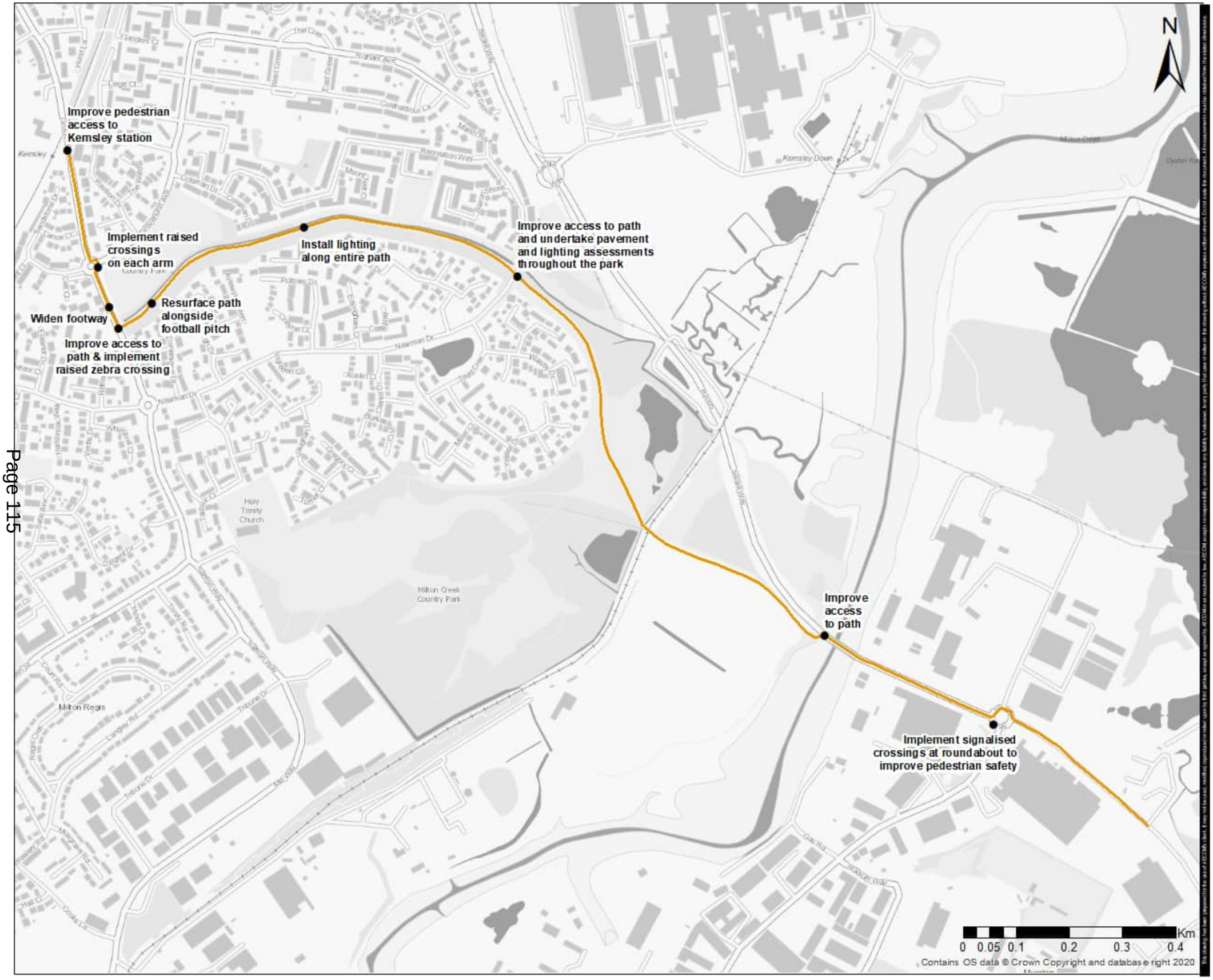
LEGEND

- WR7 - South Sittingbourne to Milton Creek Country Park
- Walking Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2023

Route WR8 - Kemsley to Eurolink Business Park



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

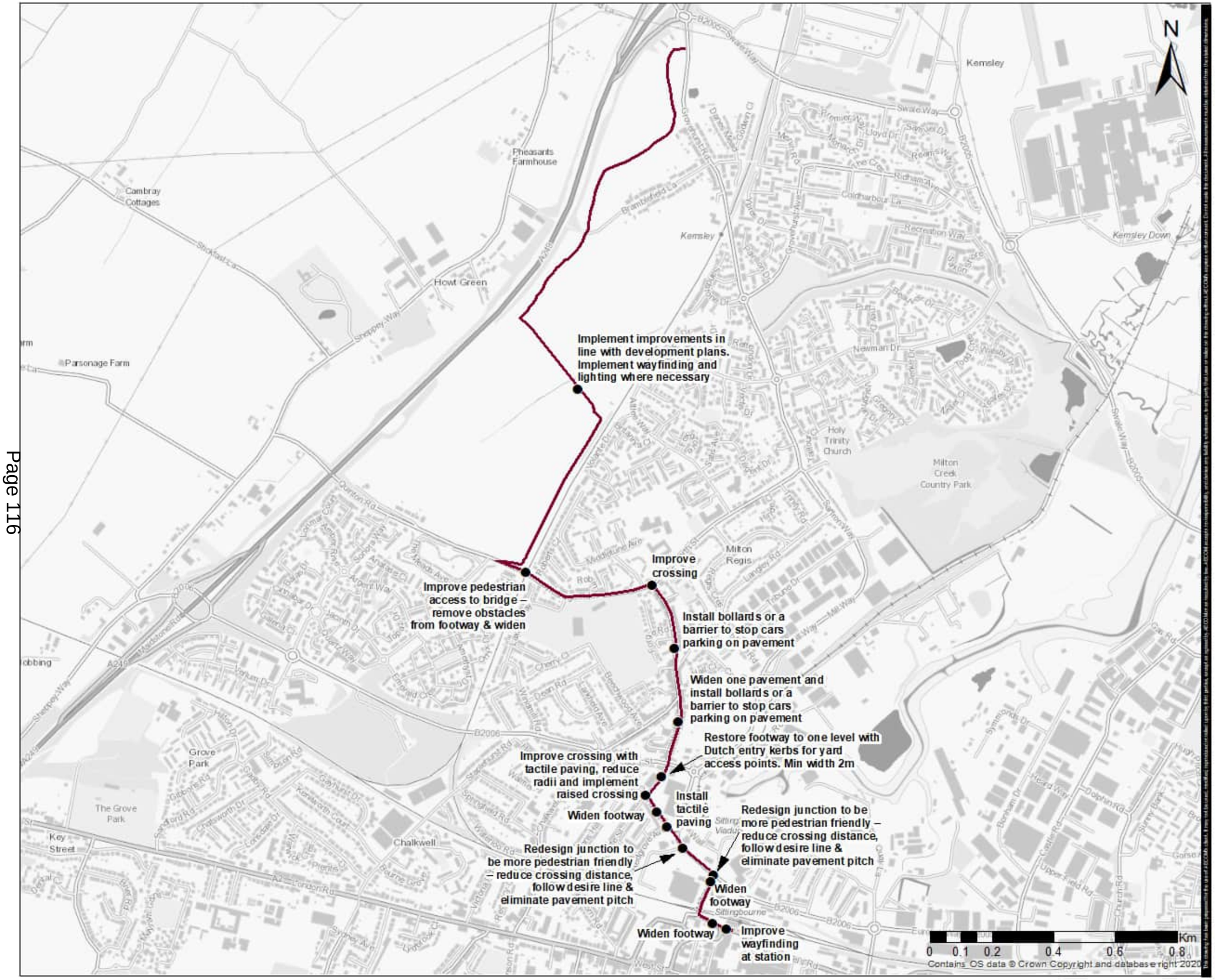
LEGEND

- Study Area
- Walking Interventions
- Route 8 - Kemsley to Eurolink Business Park

NOTES

Contains OS Data © Crown Copyright and database right 2020

Route WR9 - NW Development to Sittingbourne Station



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

- Study Area
- Route 9 - NW Development to Sittingbourne Station
- Walking Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2020

Route WR10 - Kemsley to Iwade

Implement zebra crossing outside Iwade school

Improve wayfinding along entire route

Improve security by implementing lighting and CCTV

Reduce corner radii and implement raised crossing

Improve lighting on path

Install safe crossing and wider pavement

Install safe crossing and wider pavement

Increase pavment width and remove shrubbery to assist with this

Reduce speed limit (currently 60mph)

Upgrade crossing to toucan crossing

Install zebra crossing

Create parking bay with footway at a minimum of 2m

Junction improvements: raised table, reduce crossing distances, reflect desire lines, zebra/parallel crossing over major road & informal crossings on minor roads

Implement raised crossing, reduce radii, widen footway & implement double yellow lines

Improve pedestrian access to Kemsley station

N

0 0.05 0.1 0.2 0.3 0.4 Kilometers

Contains OS data © Crown Copyright and database right 2020

AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

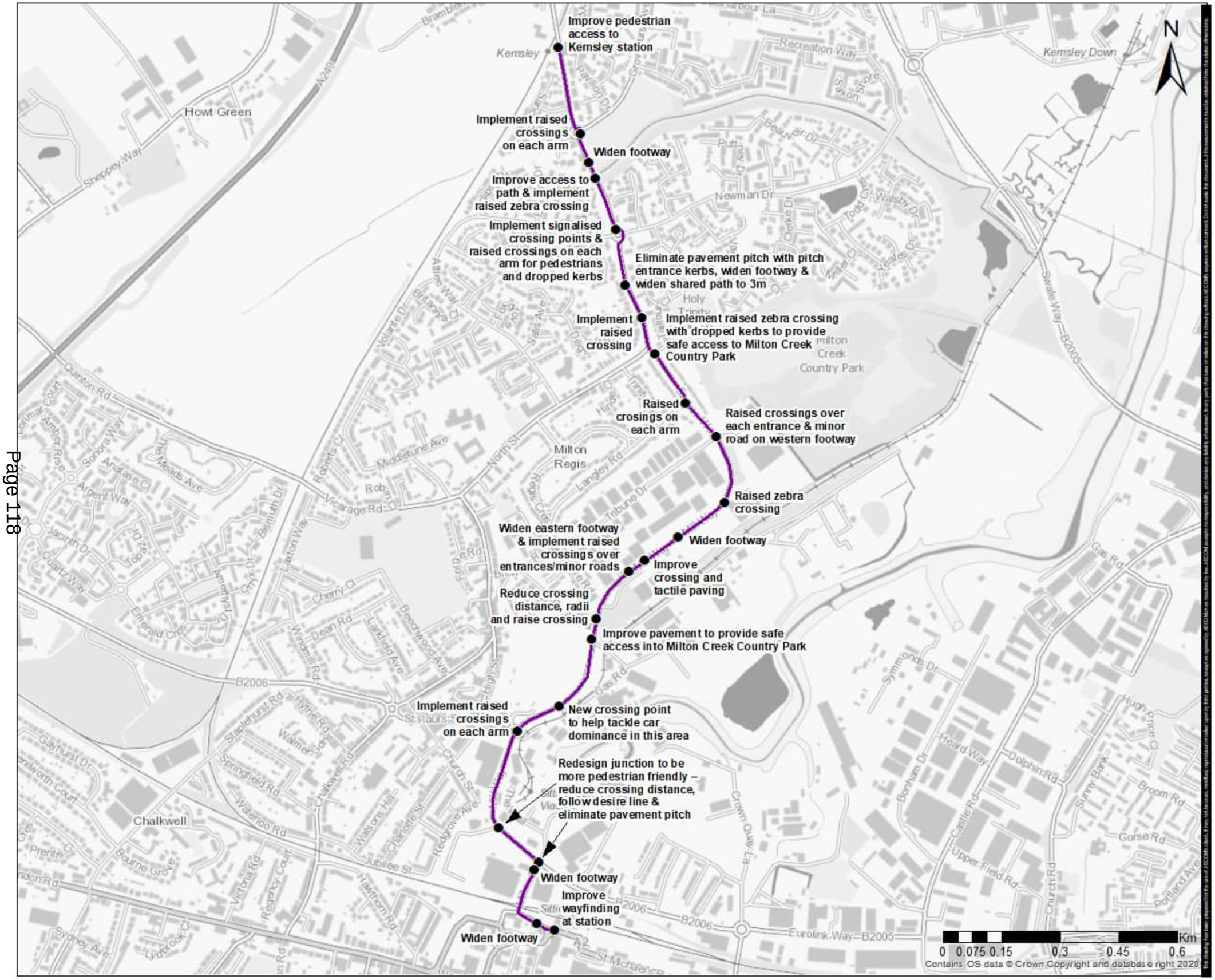
LEGEND

- WR10 - Kemsley to Iwade
- WR10 - Kemsley to Iwade (alignment TBC)
- Walking Interventions
- Walking Interventions Added After Public Consultation

NOTES

Contains OS Data © Crown Copyright and database right 2023

Route WR11 - Kemsley to Sittingbourne Station



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

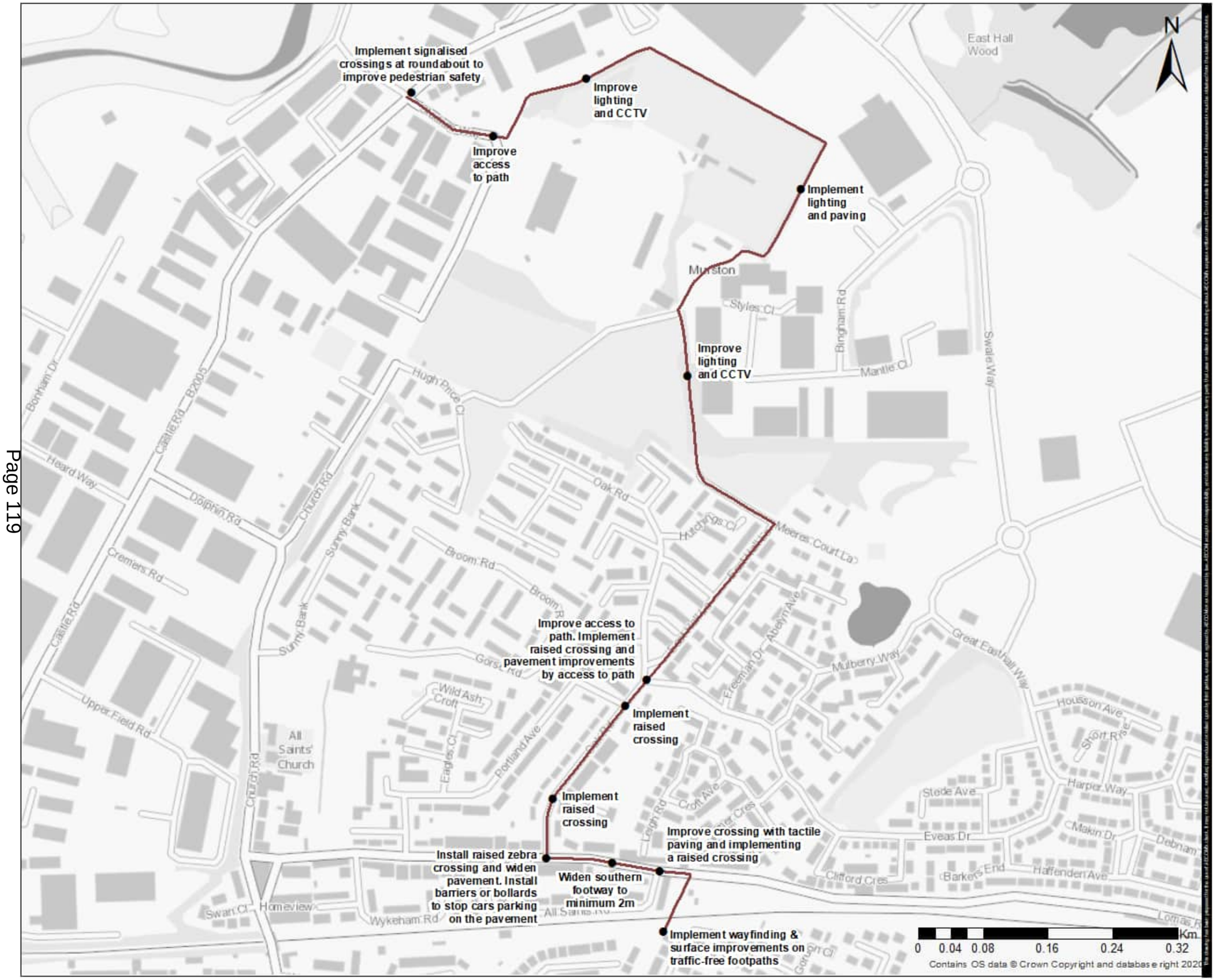
LEGEND

- Study Area
- Route 11 - Kemsley to Sittingbourne Station
- Walking Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2020

Route WR12 - North to South Murston



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

- Study Area
- Walking Interventions
- Route 12 - North to South Murston

NOTES

Contains OS Data © Crown Copyright and database right 2020

Route WR13 - West Sittingbourne

Improve wayfinding along entire route

Reduce crossing distance and radii and add raised crossings between Jade Cl and Sapphire Cl

Widen pavemet by zebra crossing

Implement raised crossing on each arm

Implement raised crossing on each arm

Improve lighting and CCTV under bridge

Widen western footway

Implement raised crossing

Implement raised crossing

Improve crossing and tactile paving

Implement raised crossing

Implement raised crossing

Implement raised crossing

Implement raised crossing

Repair footway & widen to minimum of 2m

Install crossing

Implement raised table, reduce corner radii

Install dedicated walkway (e.g.white line)

Implement raised crossing with tactile paving

Repair footway & widen to minimum 2m

Implement raised crossing

Install raised table, dropped kurb and tactile paving

Install dropped kurb and tactile paving

Extend raised table to front of junction & reduce corner radii

Resurface path and uneven steps and improve security

Install crossing

Improve crossing with tactile paving

Improve wayfinding at station

N

0 0.05 0.1 0.2 0.3 0.4 Km

Contains OS data © Crown Copyright and database right 2020

AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

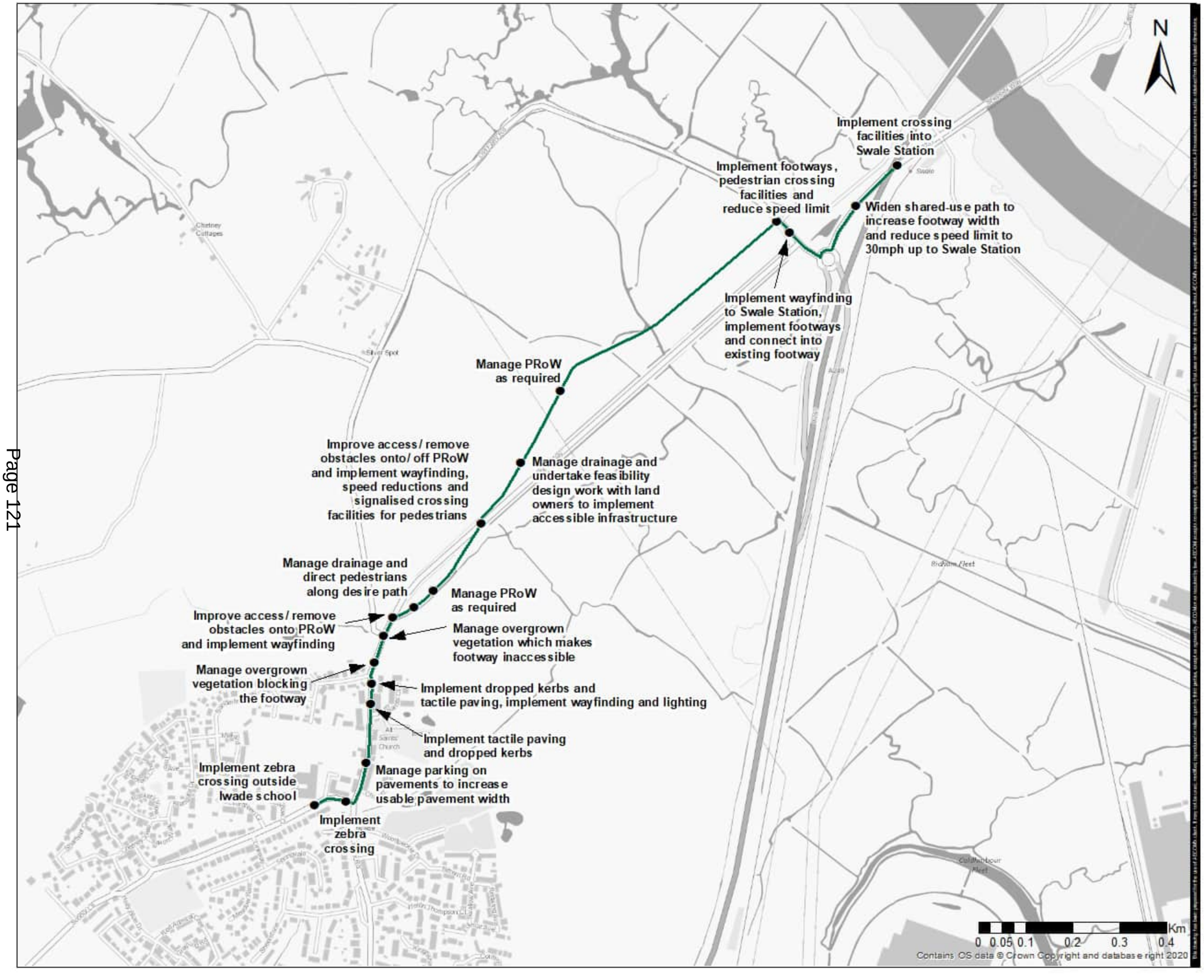
LEGEND

- Study Area
- Route 13 - West Sittingbourne
- Walking Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2020

Route WR14 - Iwade to Swale Station



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

- Walking Interventions
- WR14 - Iwade to Swale station

NOTES

Contains OS Data © Crown Copyright and database right 2020

Appendix G - Isle of Sheppey Active Travel and Walking and Wheeling Routes and Interventions

The Broadway - CWR9

Figure 50 : The Broadway

Interventions Added After Public Consultation

Main Road (B2007) to Minster Road - CWR8

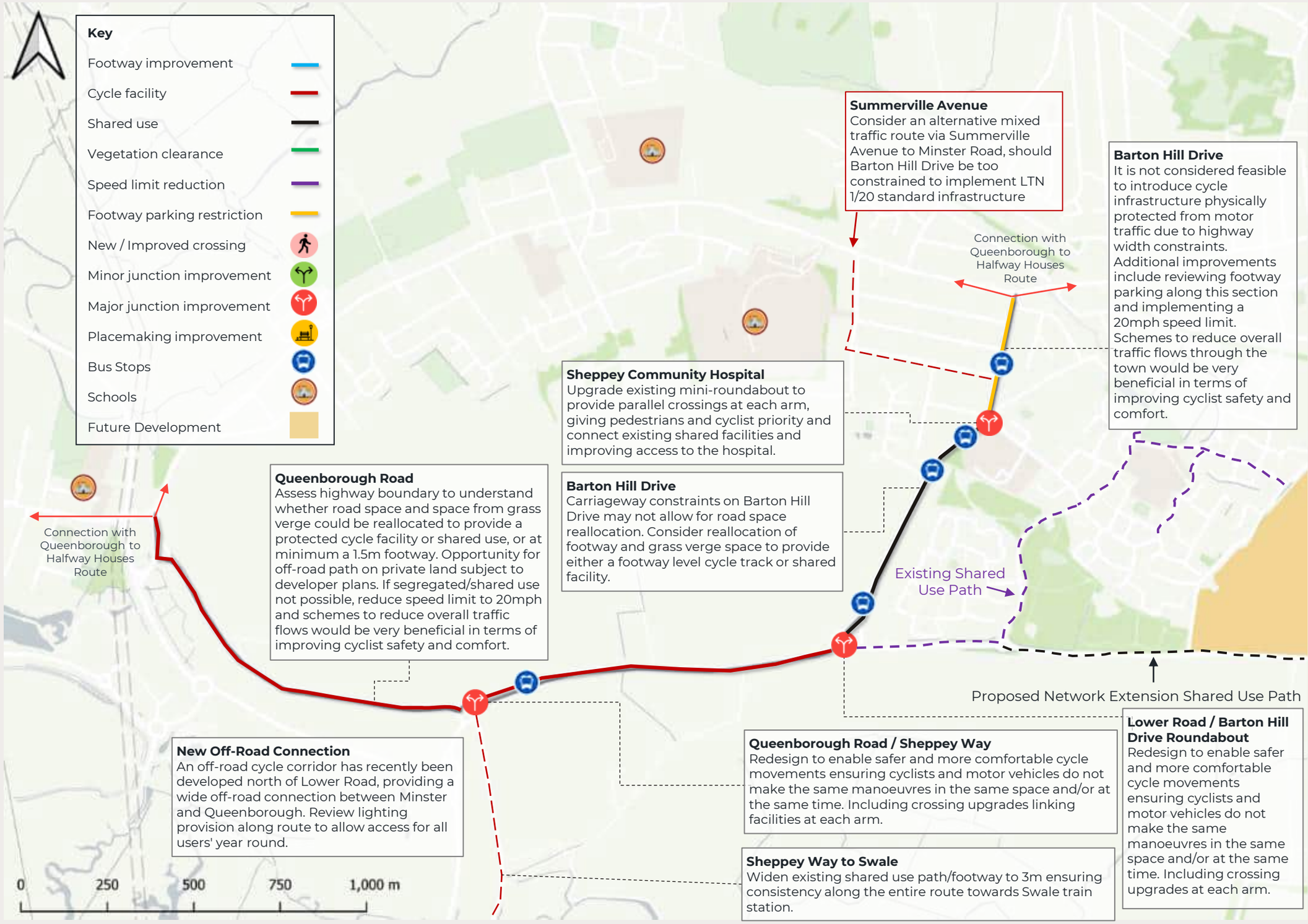


Figure 51 : Main Road (B2007) to Minster Road

Power Station Road - CWR7

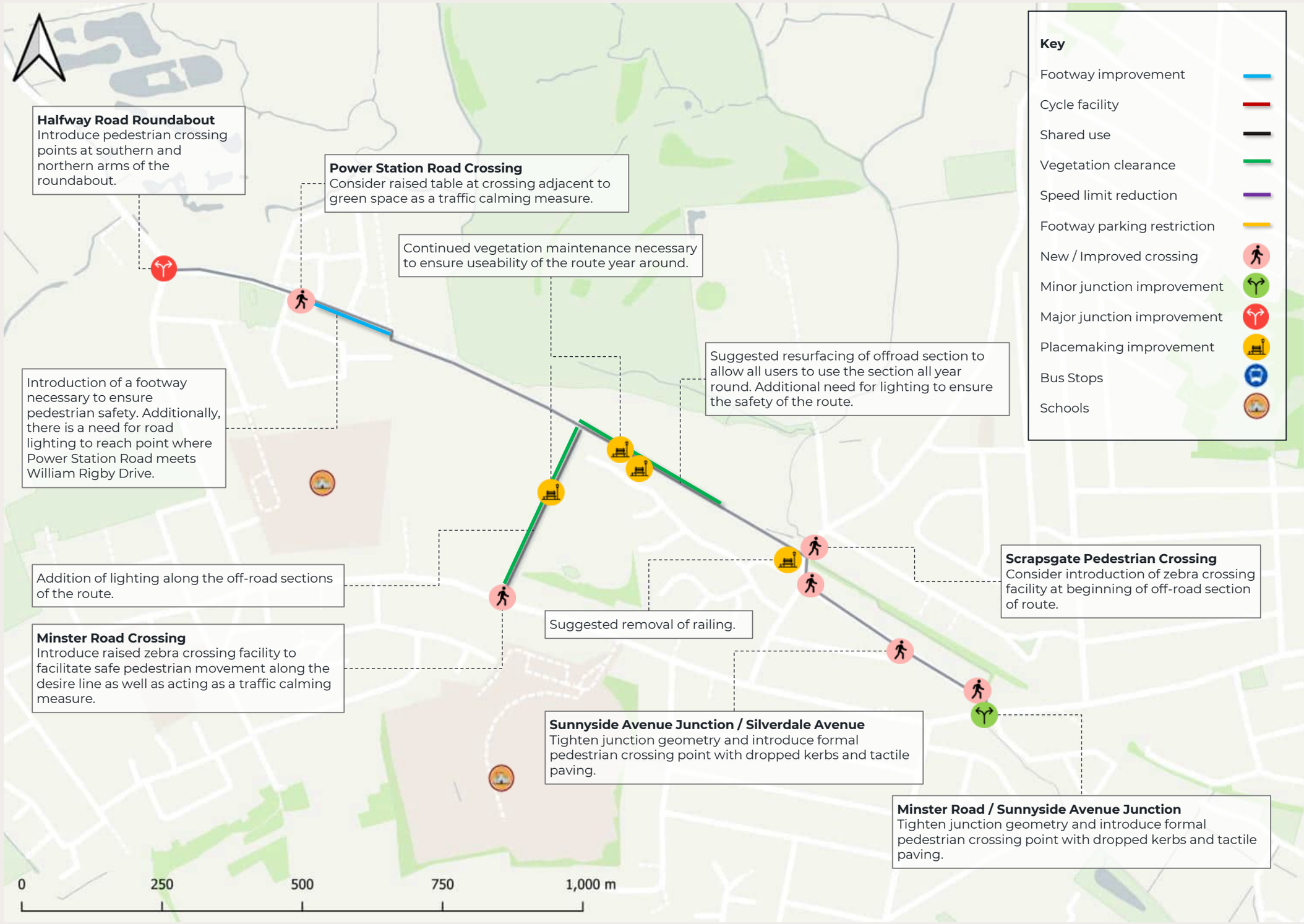


Figure 52 : Power Station Road

Brielle Way to Rushenden Road - CWR1

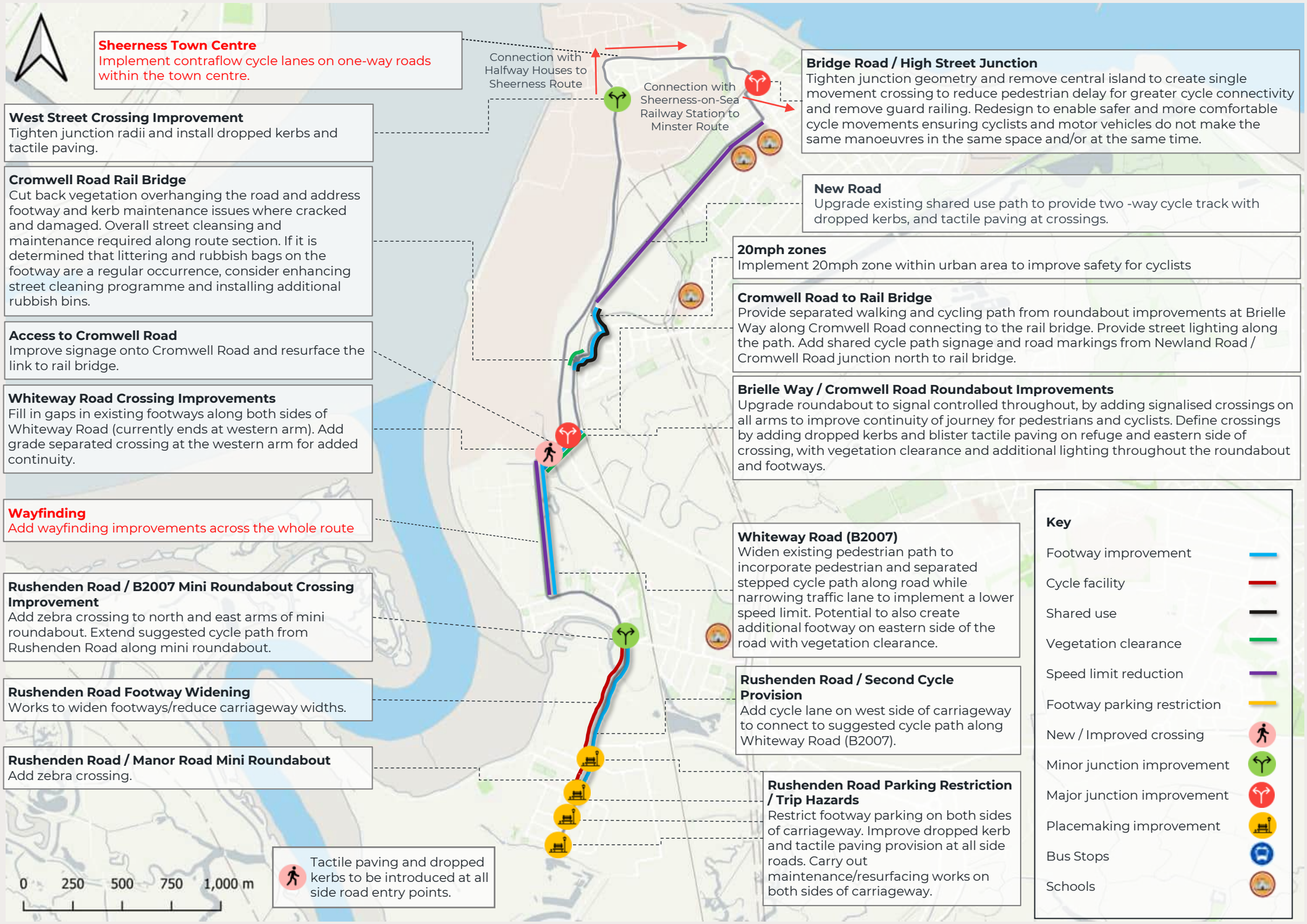


Figure 53 : Brille Way to Rushenden Road

Interventions Added After Public Consultation

Sheerness-on-Sea Railway Station to Minster - CWR6

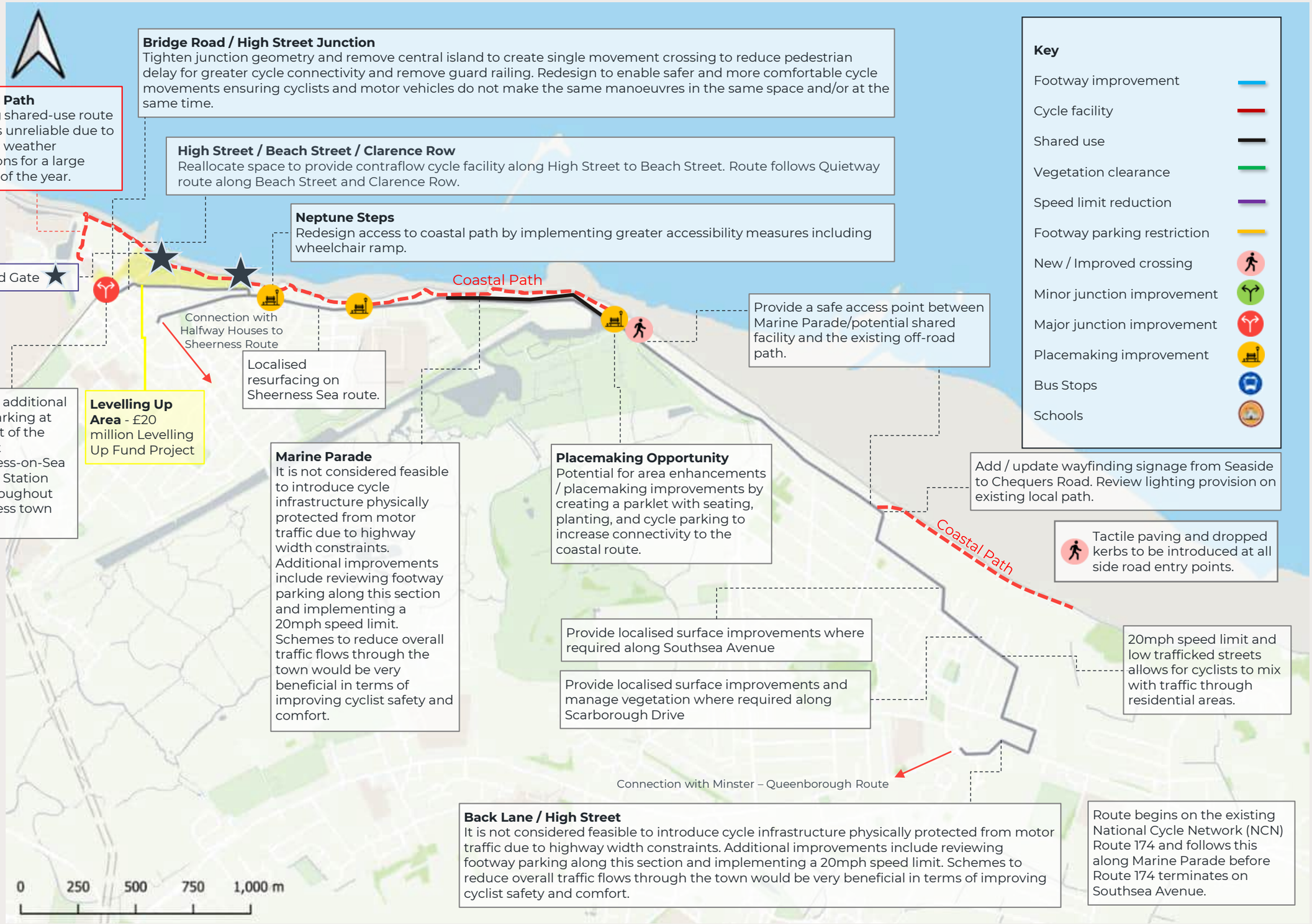


Figure 54 : Sheerness-on-Sea Railway Station to Minster

Queenborough to Minster - CWR5

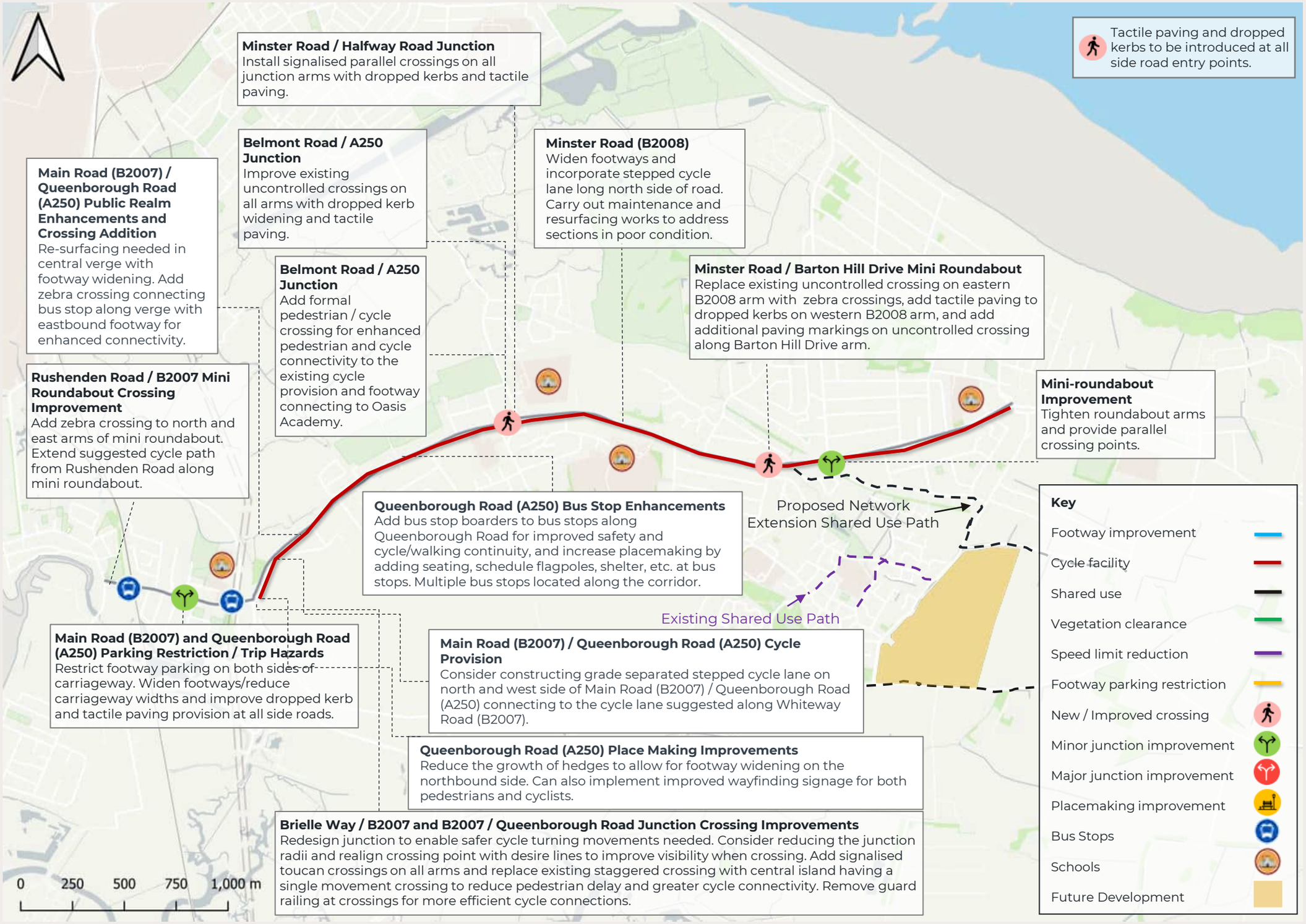


Figure 55 : Queenborough to Minster

Halfway Houses to Sheerness - CWR4

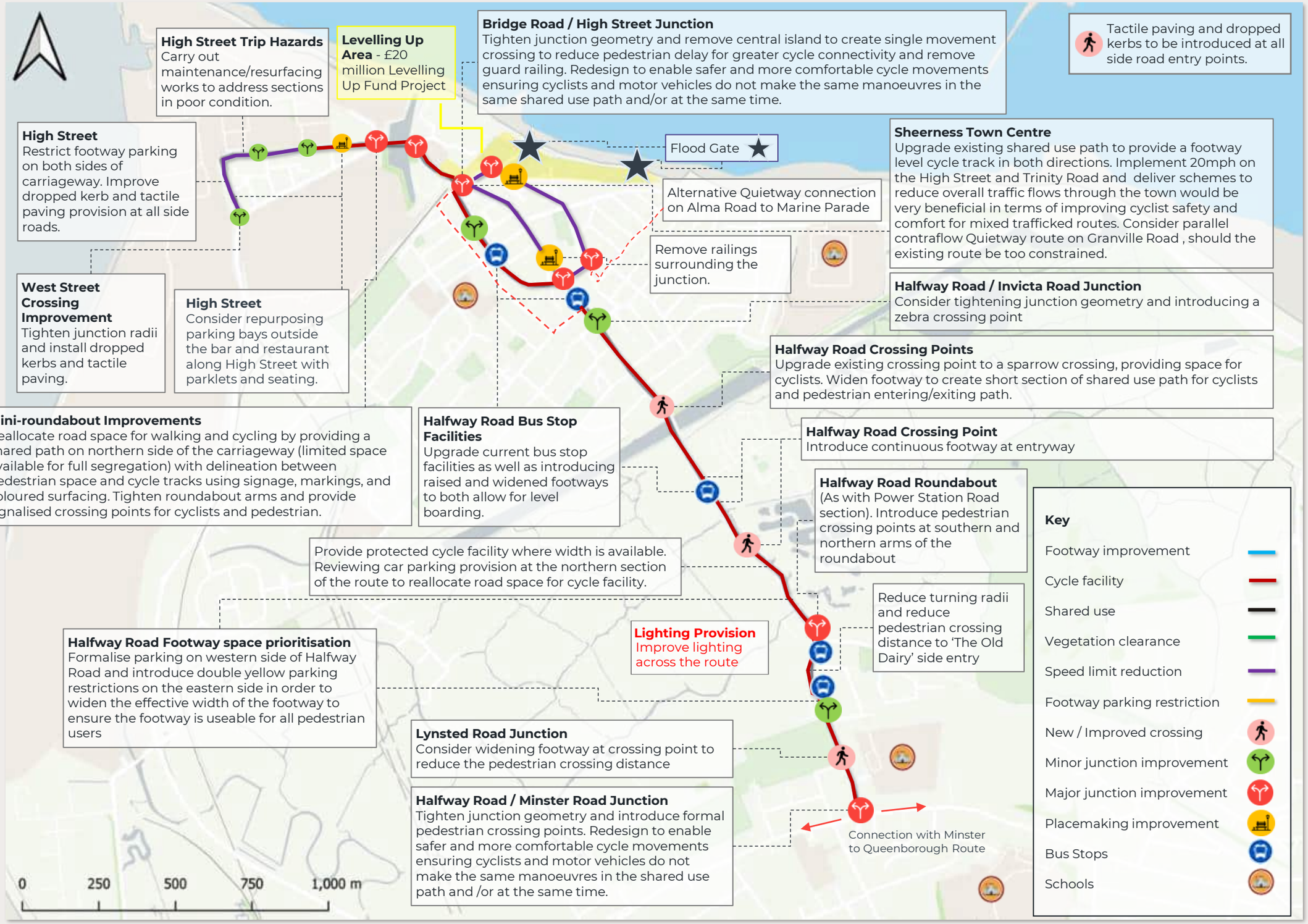


Figure 56 : Halfway Houses to Sheerness

Interventions Added After Public Consultation

Cromwell Road to Marine Parade - CWR2

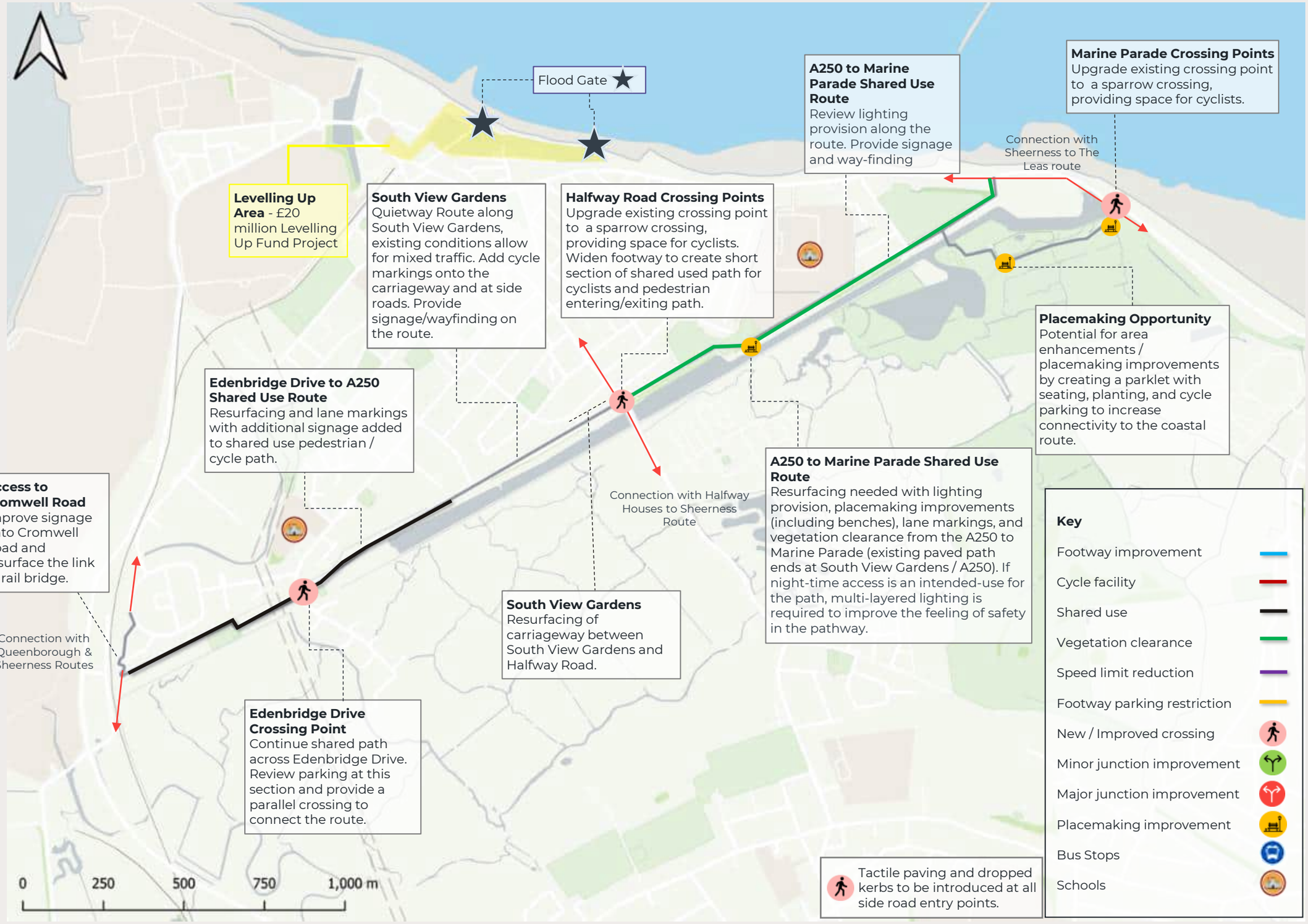


Figure 57 : Cromwell Road to Marine Parade

Route CWR3 - Swale Railway Station to Queenborough Road (A2500)

AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

CWR3 - Swale Railway Station to Queenborough Road (A2500)

Initial interventions shown on the original map on the next page

NOTES

Contains OS Data © Crown Copyright and database right 2023

Swale Railway Station to Queenborough Road (A2500) - CWR3

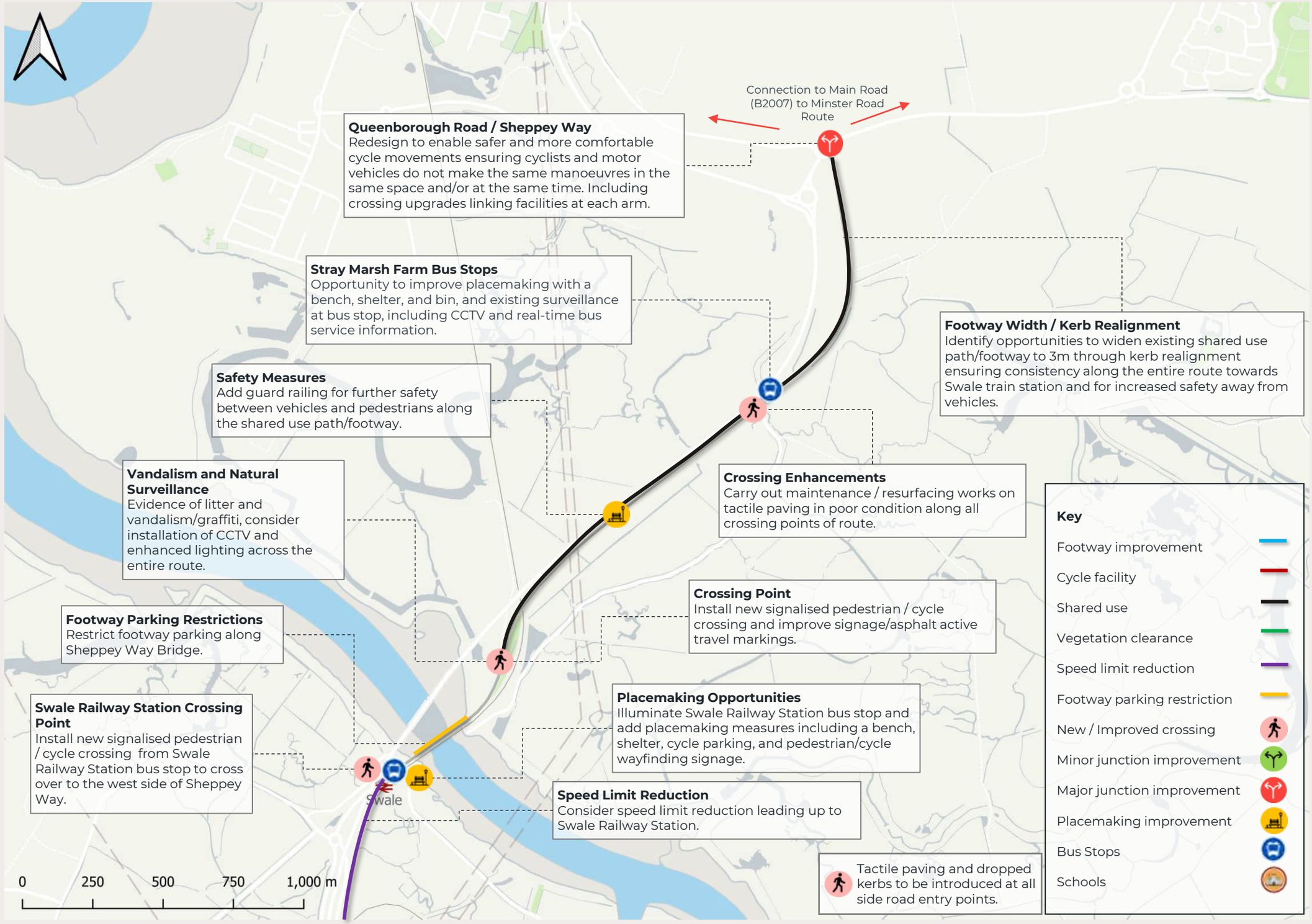


Figure 58 : Swale Railway Station to Queenborough Road (A2500)

Sheerness Town Centre - CWR10

Figure 59 : Sheerness Town Centre

Route CWR7 - Sheppey Light Railway Greenway

AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

- CWR7 - Sheppey Light Railway Greenway
- CWR7 - Subject to Land Owner Permission

Initial interventions shown on the original map on the next page

NOTES

Contains OS Data © Crown Copyright and database right 2023

This drawing has been prepared for the use of AECOM's client. It may not be used, modified, reproduced or relied upon by third parties, except as agreed by AECOM or as required by law. AECOM accepts no responsibility, and passes any liability disclaimers, to any party that uses or relies on this drawing without AECOM's express written consent. Do not scale this document. All measurements must be obtained from the stated dimensions.

Isle of Sheppey Strategic Cycling and Active Travel Routes
Proposed route of the Sheppey Greenway utilising sections of the former railway where practical, negotiating new field edge routes and traffic calming in selected urban areas.
Sheppey Light Railway Greenway with Greenways and Cycleroutes June 24
SHEERNESS
A new link beside the main road to Halfway is planned
Space for segregated cycle track
Academy Link
Road Enhancement
SLRG Group widened & exposed track-bed. Footpath needs upgrading to Cycle Track
Crossing improvement
Crossing
Crossing
Crossing
Quiet Way
Donkey Hill PROW resurfacing...
Crossing
Crossing
Missing Link
Road Enhancements
Road Enhancements
s278 3m shared path being built
Developer funded track (possible)
Developer funded track (possible)
Shared Path (needs work)
Cowstead Corner Cycle Track
Although the old railway alignment gives a much easier gradient, its course is completely lost to agriculture . Following behind the hedges to Eastchurch does involve more of a climb but it serves that community
Crossing
Crossing
Minster
Halfway Houses
Eastchurch
Warden
Leysdown-on-Sea
SHEPPEY

Appendix H - Public Consultation Questionnaire Results

Route	Strongly agree	Tend to agree	Neither agree or disagree	Tend to disagree	Strongly disagree	Don't know
Walking and Wheeling Routes						
WR1	28	4	3	0	0	1
WR2	11	1	3	0	0	9
WR3	9	3	4	0	0	6
WR4	9	4	4	0	0	5
WR5	8	1	5	1	0	5
WR6	9	1	6	0	0	5
WR7	9	2	4	1	0	5
WR8	9	4	4	0	0	5
WR9	4	1	6	0	1	4
WR10	11	1	5	0	0	5
WR11	10	1	4	0	1	5
WR12	7	1	5	0	1	4
WR13	7	1	5	0	0	5
WR14	11	2	7	0	0	2

Route	Strongly agree	Tend to agree	Neither agree or disagree	Tend to disagree	Strongly disagree	Don't know
Cycling Routes						
CR1	14	3	2	0	0	6
CR2	6	3	4	1	0	3
CR3	7	1	3	0	0	4
CR4	16	0	3	1	0	3
CR5	8	2	4	0	0	4
CR6	8	2	3	0	0	4
CR7	9	1	5	0	0	4
CR8	9	0	2	1	1	4
CR9	11	2	3	0	0	5
CR10	9	3	2	0	0	6
CR11	11	4	2	0	0	4

Route	Strongly agree	Tend to agree	Neither agree or disagree	Tend to disagree	Strongly disagree	Don't know
Sheppey Towns LCWIP						
CWR1	14	6	1	1	0	1
CWR2	13	5	1	0	1	2
CWR3	13	5	1	1	0	1
CWR4	13	5	2	0	0	1
CWR5	16	6	1	1	1	0
CWR6	14	6	1	0	2	0
CWR7	22	4	2	0	0	0
CWR8	12	6	2	1	0	2
CWR9	10	9	2	0	0	0
CWR10	14	4	1	0	0	3

Appendix I - Prioritisation Criteria and Outcomes

	Criteria	Description	Score
1	Anticipated Flows	PCT Value (Go-Dutch Scenario) – Highest Value (Min. 100m) Classification based on equal intervals of flow: • High: > 25 • Medium: 6 - 25 • Low: <6 • No Flows: < 0	High: 3 Medium: 2 Low: 1 No Flows: 0
2		Network Gaps - Assesses how much of the route aligns with the existing network: • High: < 12.5% of the route follows the existing network • Medium: 12.5% – 25% follows the existing proposed network • Low: > 25% follows the existing network	
3	Origin Size	Population Density (People per km). Average population per kilometre within 100m of the route (based on LSOA data) High: >125 Medium: 75 - 125 Low: < 75	High: 3 Medium: 2 Low: 1 Scored using Matrix below
4		Residential Site Allocations Number of committed residential dwellings within 100m of the route: • High: > 2,000 dwellings • Medium: 1,000 – 2,000 dwellings • Low: 100 – 1,000 dwellings • None: 0 dwellings	
5	Destination Size	Employment Density (People per hectare). Average employment density within 100m of the route High: >=15 Medium: 5-15 Low: <5	High: 3 Medium: 2 Low: 1 Scored using Matrix below
6		Employment Site Allocations Size of committed employment or mixed-use developments (in hectares) within 100m of the route: • High: > 50 hectares • Medium: 25 – 50 hectares • Low: 0 – 25 hectares • None: 0 hectares	
7	Consultation Feedback	Public Support - routes scored 0–3 based on the level of public support, with higher scores indicating stronger support. This was based on survey data from	High: 3 Medium: 2 Low: 1 No: 0

Scoring Matrix	No	Small	Medium	Large
		Low	Medium	High
No	0	0.5	1	1.5
Low	0.5	1	1.5	2
Medium	1	1.5	2	2.5
High	1.5	2	2.5	3

Cycle Routes Prioritisation Table

Route Context			Anticipated Flows			Population and Employment Density											Public Consultation	Classification		
						Origin					Destination									
ID Name	Route Name	Distance (km)	Future Demand	Network Gap	Overall Flow Score	People per Hectare (PPH)		Site Allocation (Dwellings)		Population - Total Score	Employees per Hectre (EPH)		Site Allocation (Hectares)		Employment - Total Score	Population and Employment Density Total Score	Overall Level of Agreement Score	Overall Classification Score	Classification	Rank
CWR7	Sheppey Light Railway Greenway	19.1	3	3	6	36.4	Low	200	Low	1	2.3	Low	166.0	High	2.0	3.0	3	12	Primary	1
CWR1	Brielle Way to Rushenden	7.7	3	1	4	86.9	Medium	1160	Medium	2	14.1	Medium	190.7	High	2.5	4.5	3	11.5	Primary	2
CR8	Sittingbourne - Rainham	9.5	2	3	5	139.9	High	1232	Medium	2.5	13.0	Medium	0.0	No Allocation	1.0	3.5	2	10.5	Primary	3
CR1	Kemsley - Faversham	11.6	3	1	4	75.1	Medium	2360	High	2.5	6.8	Medium	30.7	Medium	2.0	4.5	2	10.5	Primary	3
CWR4	Halfway Houses -	4.8	3	1	4	266.8	High	0	No Allocation	1.5	9.2	Medium	166.0	High	2.5	4.0	2	10	Primary	5
CWR9	The Broadway	2.6	2	3	5	77.8	Medium	100	Low	1.5	3.2	Low	0.0	No Allocation	0.5	2.0	3	10	Primary	5
CR2	Kemsley - South Sittingbourne	5.4	3	1	4	150.2	High	2250	High	3	17.0	High	0.0	No Allocation	1.5	4.5	1	9.5	Secondary	7
CWR5	Queenborough - Minster	4.8	3	1	4	48.8	Low	1460	Medium	1.5	2.6	Low	20.7	Low	1.0	2.5	3	9.5	Secondary	7
CWR6	Sheerness-on-Sea Railway Station - Minster	5.9	3	1	4	251.6	High	0	No Allocation	1.5	7.7	Medium	0.0	No Allocation	1.0	2.5	3	9.5	Secondary	7
CR7	Iwade - Bapchild	8.5	3	1	4	100.1	Medium	2672	High	2.5	8.4	Medium	3.6	Low	1.5	4.0	1	9	Secondary	10
CR5	Sittingbourne - Eurolink Business Park	3.5	3	1	4	94.0	Medium	1317	Medium	2	26.8	High	0.0	No Allocation	1.5	3.5	1	8.5	Secondary	11
CR3	Grove Park - South Sittingbourne	5.2	3	1	4	137.5	High	200	Low	2	6.0	Medium	0.0	No Allocation	1.0	3.0	1	8	Secondary	12
CR9	Faversham - Canterbury	15.2	2	1	3	83.7	Medium	260	Low	1.5	23.4	High	26.3	Medium	2.5	4.0	1	8	Secondary	12
CR6	Grove Park - Eurolink Business Park	5.1	2	1	3	136.2	High	667	Low	2	21.3	High	0.0	No Allocation	1.5	3.5	1	7.5	Local	14
CR4	Ashford - Faversham	27.0	3	2	5	66.0	Low	0	No Allocation	0.5	13.4	Medium	0.0	No Allocation	1.0	1.5	1	7.5	Local	14
CR10	Faversham - Whitstable	9.2	3	1	4	31.0	Low	0	No Allocation	0.5	8.8	Medium	0.0	No Allocation	1.0	1.5	2	7.5	Local	14
CR11	Sittingbourne - Sheerness	8.7	2	1	3	29.7	Low	2072	High	2	2.2	Low	0.0	No Allocation	0.5	2.5	2	7.5	Local	14
CWR2	Cromwell Road - Marine Parade	4.1	3	1	4	68.1	Low	0	No Allocation	0.5	4.4	Low	0.0	No Allocation	0.5	1.0	2	7	Local	18
CWR8	Main Road (B2007) - Minster Road	3.5	2	1	3	38.2	Low	720	Low	1	2.3	Low	0.0	No Allocation	0.5	1.5	2	6.5	Local	19
CWR10	Sheerness Town Centre	0.8	0	1	1	717.3	High	0	No Allocation	1.5	21.4	High	0.0	No Allocation	1.5	3.0	2	6	Local	20
CWR3	Swale Railway Station - Queenborough Road	5.3	1	1	2	1.8	Low	0	No Allocation	0.5	1.5	Low	0.0	No Allocation	0.5	1.0	3	6	Local	20

Walking and Wheeling Routes Prioritisation Table

Route Context			Population and Employment Density										Public Consultation	Classification		
			Origin					Destination								
ID Name	Route Name	Distance (km)	People per KM (PPKM)		Site Allocation (Dwellings)		Population – Total Score	Employees per Hectre (EPH)		Site Allocation (Hectares)		Employment - Total Score	Population and Employment Density Total Score	Overall Level of Agreement Score	Overall Classification Score	Classification	Rank
CWR1	Brielle Way to Rushenden	7.72	86.89	Medium	1160	Medium	2	14.09	Medium	190.7	High	2.5	4.5	3	7.5	Primary	1
WR11	Kemsley - Sittingbourne Station	2.79	188.10	High	2817	High	3	19.84	High	0	No Allocation	1.5	4.5	2	6.5	Primary	2
CWR4	Halfway Houses -	4.84	266.83	High	0	No Allocation	1.5	9.17	Medium	165.95	High	2.5	4	2	6	Primary	3
CWR7	Sheppey Light Railway Greenway	19.08	36.35	Low	200	Low	1	2.30	Low	165.95	High	2	3	3	6	Primary	3
WR2	Sittingbourne Station - SW Developments	3.06	144.33	High	1232	Medium	2.5	16.83	High	34.03	Medium	2.5	5	1	6	Primary	3
CWR5	Queenborough - Minster	4.8	48.78	Low	1460	Medium	1.5	2.58	Low	20.65	Low	1	2.5	3	5.5	Primary	6
CWR6	Sheerness-on-Sea Railway Station - Minster	5.90	251.56	High	0	No Allocation	1.5	7.70	Medium	0	No Allocation	1	2.5	3	5.5	Primary	6
WR13	West Sittingbourne	3.18	155.89	High	2167	High	3	20.81	High	0	No Allocation	1.5	4.5	1	5.5	Primary	6
WR9	NW Development - South Sittingbourne	4.05	148.13	High	2817	High	3	16.72	High	0	No Allocation	1.5	4.5	1	5.5	Primary	6
CWR10	Sheerness Town Centre	0.75	717.31	High	0	No Allocation	1.5	21.42	High	0	No Allocation	1.5	3	2	5	Secondary	10
WR4	Sittingbourne Station - Eurolink Business Park	3.02	104.64	Medium	567	Low	1.5	31.66	High	0	No Allocation	1.5	3	2	5	Secondary	10
CWR7	South Sittingbourne to Milton Creek Country Park	4.66	177.34	High	567	Low	1.5	15.29	High	0	No Allocation	1.5	3	2	5	Secondary	10
WR8	Kemsley - Eurolink Business Park	2.90	102.24	Medium	1500	Medium	2	6.11	Medium	0	No Allocation	1	3	2	5	Secondary	10
CWR9	The Broadway	2.56	77.77	Medium	100	Low	1.5	3.23	Low	0	No Allocation	0.5	2	3	5	Secondary	10
WR3	Sittingbourne Station - East Sittingbourne	3.40	125.33	High	1167	Medium	2.5	17.83	High	0	No Allocation	1.5	4	1	5	Secondary	10
WR6	SW Developments - South Sittingbourne	3.84	113.82	Medium	565	Low	1.5	6.38	Medium	34.03	Medium	2	3.5	1	4.5	Secondary	16
WR5	Central Sittingbourne to East Sittingbourne	2.95	149.32	High	567	Low	2	17.52	High	0	No Allocation	1.5	3.5	1	4.5	Secondary	16
CWR3	Swale Railway Station to Queenborough Road (A2500)	5.26	1.81	Low	0	No Allocation	0.5	1.52	Low	0	No Allocation	0.5	1	3	4	Local	18
WR1	Shellness - Warden	6.38	10.42	Low	0	No Allocation	0.5	0.46	Low	0	No Allocation	0.5	1	3	4	Local	18
WR10	Kemsley - Iwade	2.54	83.68	Medium	2072	High	2.5	3.84	Low	0	No Allocation	0.5	3	1	4	Local	18
CWR8	Main Road (B2007) - Minster Road	3.52	38.20	Low	720	Low	1	2.31	Low	0	No Allocation	0.5	1.5	2	3.5	Local	21
WR12	No Allocationrth Murston - South Murston	1.99	114.09	Medium	0	No Allocation	1	21.40	High	0	No Allocation	1.5	2.5	1	3.5	Local	21
WR14	Iwade - Swale Station	2.09	1.45	Low	572	Low	1	0.57	Low	0	No Allocation	0.5	1.5	2	3.5	Local	21
CWR2	Cromwell Road - Marine Parade	4.08	68.10	Low	0	No Allocation	0.5	4.44	Low	0	No Allocation	0.5	1	2	3	Local	24

AECOM Delivering a better world

AECOM Delivering a better world

Swale Local Cycling and Walking Infrastructure Plan

Swale Borough Council

December 2025

Quality Information

Prepared by	Checked by	Verified by	Approved by
Louis Davies Senior Consultant	Elena Kuskova Principal Consultant	Emmet Ruxton Regional Director	Emmet Ruxton Regional Director

Revision History

Revision	Revision date	Details	Authorized	Name	Position
1	19 Dec 2025	Final	Y	Emmet Ruxton	Regional Director

Distribution List

# Hard Copies	PDF Required	Association / Company Name
N/A	Y	Michelle Anderson, Swale Borough Council

Prepared for:

Swale Borough Council

Prepared by:

AECOM Limited

AECOM House

63-77 Victoria Street

St Albans

Hertfordshire AL1 3ER

United Kingdom

T: +44(0)1727 535000

aecom.com

© 2023 AECOM Limited. All Rights Reserved.

This document has been prepared by AECOM Limited (“AECOM”) for sole use of our client (the “Client”) in accordance with generally accepted consultancy principles, the budget for fees and the terms of reference agreed between AECOM and the Client. Any information provided by third parties and referred to herein has not been checked or verified by AECOM, unless otherwise expressly stated in the document. No third party may rely upon this document without the prior and express written agreement of AECOM.

Table of contents

01 Introduction 5

02 Data Collection 8

Study Area 9

Demographics 10

Population Density 11

Employment Density 14

Car Availability 17

Deprivation 20

Trip Generators and Attractors 24

Future Trip Generators and Attractors: Committed Developments 27

Transport Network—Active Travel Network 30

Future Active Travel Network 34

Public Transport Network 37

Highway Network 41

Travel Patterns: Travel to Work 45

Travel to School 47

Tourism 49

Perceptions of Existing Facilities 50

Active Travel Flows and Demand 52

Physical Constraints and Severance Features 59

Air Quality 60

03 Network Planning for Cycling 62

Introduction 63

Key Origins and Destinations 64

Desire Lines 66

Identified Network 72

Stakeholder Engagement 74

Establishing Infrastructure Improvements 76

Incorporating the Sheppey Towns LCWIP 77

04 Network Planning for Walking and Wheeling 78

Introduction 79

Key Trip Generators 80

Walking Zones 81

Route Selection 82

Identified Network 83

Stakeholder Engagement 85

Establishing Infrastructure Improvements 87

Incorporating the Sheppey Towns LCWIP 88

05 Sheppey Towns LCWIP 89

Sheppey Towns LCWIP Active Travel Routes 90

Establishing Infrastructure Improvements 90

06 Public Consultation 93

Changes Post-Public Consultation 95

Final Cycling Network 96

Final Walking Network 97

07 Prioritisation 98

08 Integration and Application 100

06 Summary 102

APPENDIX A - Origin and Destination Clusters

APPENDIX B - Sittingbourne Cycling Routes

APPENDIX C - Isle of Sheppey Active Travel Routes

APPENDIX D - Rural Swale Cycling Routes

APPENDIX E– Sittingbourne Walking and Wheeling Routes

APPENDIX F– Isle of Sheppey Active Travel and Walking and Wheeling Routes and Interventions

APPENDIX G– Public Consultation Questionnaire Results

APPENDIX H– Prioritisation Criteria and Outcomes

01 Introduction

Introduction

Active travel is becoming increasingly important as challenges around climate change become more pressing and the demand for active travel solutions grows. Investment in cycling and walking can have wider positive impacts on people and places, making roads quieter and safer, improving air quality, improving physical and mental wellbeing and creating attractive places for people to travel within and between.

In 2017, the Department for Transport (DfT) published their first Cycling and Walking Investment Strategy (CWIS). The aim of this was to encourage cycling and walking to become a key mode of travel for shorter journeys or as a stage of a longer journey by delivering better safety, mobility and streets.

Alongside the CWIS, the DfT published practical, strategic guidance on developing Local Cycling and Walking Infrastructure Plans (LCWIPs) for local bodies.

LCWIPs outline a “strategic approach to identifying cycling and walking improvements required at a local level” in order to both encourage and facilitate the modal shift away from motorised vehicles to more active modes, transforming areas in ways which support active travel, reduce congestion, support local economies and improve physical and mental health in line with sustainable visions at a local to a national level.

The stages of the LCWIP process are:

Stage 1 – Determining Scope: define the geographic scope of the LCWIP and establish governance and preparation arrangements.

Stage 2 – Gathering Information: collect data on current cycling and walking patterns, identify potential new routes, assess existing conditions, and identify barriers. Review relevant transportation and land use policies.

Stage 3 – Network Planning for Cycling: identify starting and ending points for cycling journeys, create a network of routes based on these points, and determine the necessary improvements for cycling infrastructure.

Stage 4 – Network Planning for Walking: identify key destinations, core walking areas, assess existing pedestrian infrastructure, and determine required improvements for walking.

Stage 5 – Prioritising Improvements: prioritize the identified improvements to create a phased program for future investments in cycling and walking infrastructure.

Stage 6 – Integration and Application: integrate the LCWIP outputs into local planning, transportation policies, strategies, and implementation plans to ensure that cycling and walking considerations are incorporated into broader urban and transportation planning efforts.

The study area covers the Borough of Swale, building on a number of active travel schemes and stakeholder and public engagement undertaken to date, such as the Faversham LCWIP (issued January 2022), the Parishes to Town Report (March 2023), and the Kent Cycling and Walking Infrastructure Plan (KCWIP).

Kent County Council (KCC) has undertaken a county-wide LCWIP (the KCWIP) which identifies a strategic network of walking and cycling routes across the County.

There are three KCWIP cycle routes which begin/ end in Swale: between Sheerness and Leysdown, Sittingbourne and Faversham and one route from Maidstone to Sittingbourne. These routes were identified as priority routes through the KCWIP assessment.

Alongside this Swale LCWIP, a Sheppey Towns LCWIP was developed, which identified active travel routes and proposed improvements. Prior to public consultation, the Sheppey Towns LCWIP was merged into the Swale LCWIP in order to streamline these two documents and put forward a coherent network of active travel routes across the Borough. Therefore, Chapters 2 - 4 of this report focus on the Swale LCWIP development and Chapter 5 discusses the inclusion of the Sheppey Towns LCWIP into the Swale LCWIP.

This LCWIP is designed to enable a long-term approach to developing local cycling, walking and wheeling networks over a 10-year period. It is envisaged that the LCWIP will be reviewed and updated to reflect progress made towards implementation or to reflect changes in local policies or strategies, for instance.

02

Data Collection

Stage 2: Data Collection

Study Area

Swale is one of twelve districts in Kent, it is bounded by Medway, Canterbury, Ashford and Maidstone. The LCWIP study area is covering the whole of Swale.

Given the importance of encompassing both rural and urban areas as well as connections between key settlement clusters, additional smaller-scale study areas have been identified within Swale (see Figure 2-1): Sittingbourne, Faversham, Sheppey towns and rural Swale. These four key areas will be represented in subsequent stages to draw out the baseline conditions alongside the borough-wide scale.

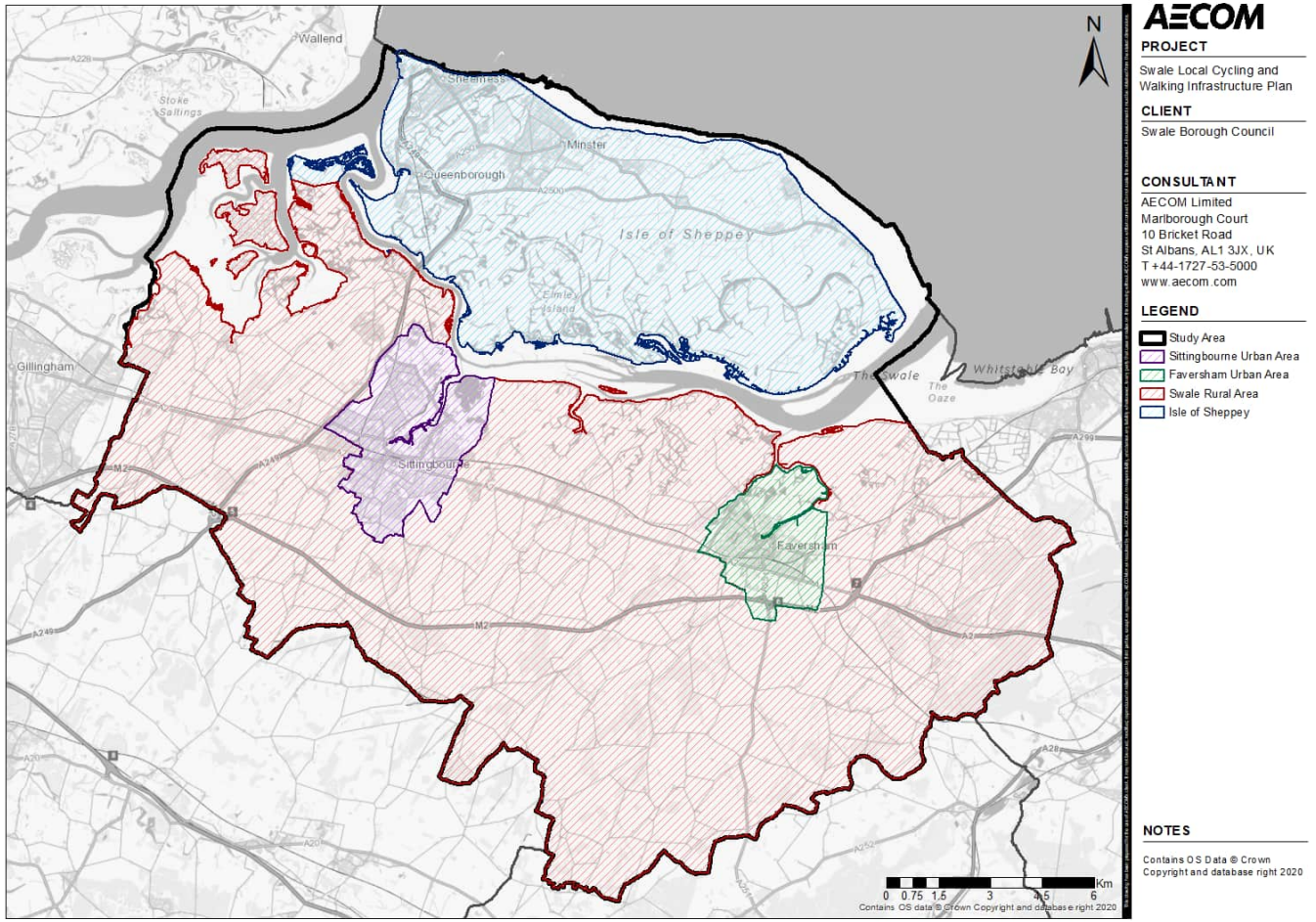


Figure 2-1: Swale LCWIP Study Area

Demographics

According to the 2021 Census, the population in Swale was around 151,700. Whilst the population in Swale is growing (11.7% growth between the 2011 and 2021 Censuses) by a greater percentage than the overall population of the South-East (7.5%) and England (6.6%), it is among the lowest 40% for population density across all local authorities in England [1]. According to the 2020 mid-year population estimates, 30% of Swale's population resided in rural areas, which is the sixth highest percentage in Kent [2].

Swale is comprised of 24 wards, the populations of which are displayed in Table 2-1 by area and urban-rural classification [3].

[1] Census 2021, https://www.ons.gov.uk/visualisations/censusareachanges/E07000113/

[2] Kent County Council, 2021, https://www.kent.gov.uk/__data/assets/pdf_file/0018/8145/Mid-year-population-estimates-ward-level-population.pdf

[3] Ibid

Table 2-1: 2020 Mid-year Ward Level Population Estimates (MYPE)

Area	Ward	2020 MYPE*	2020 MYPE Density	Urban-Rural Classification
Faversham Urban Area	Abbey	5,360	27.95	Urban city and town
	Priory	2,900	7.95	Urban city and town
	St Ann's	5,630	49.88	Urban city and town
	Watling	6,320	14.20	Urban city and town
Sittingbourne Urban Area	Chalkwell	3,450	36.02	Urban city and town
	Homewood	6,390	46.37	Urban city and town
	Kemsley	7,140	18.40	Urban city and town
	Milton Regis	6,290	34.08	Urban city and town
	Murston	7,040	17.36	Urban city and town
	Roman	6,880	51.29	Urban city and town
	The Meads	4,120	39.59	Urban city and town
	Woodstock	6,130	29.03	Urban city and town
Isle of Sheppey	Minster Cliffs	7,770	15.15	Urban city and town
	Queenborough and Halfway	8,170	7.66	Urban city and town
	Sheerness	13,480	24.54	Urban city and town
	Sheppey Central	9,120	3.78	Urban city and town
	Sheppey East	7,250	1.59	Rural village and dispersed
Swale Rural Area	Bobbing, Iwade and Lower Halstow	6,220	2.58	Rural town and fringe
	Borden and Grove Park	6,450	7.79	Rural village and dispersed
	Boughton and Courtenay	6,720	1.05	Rural village and dispersed
	East Downs	2,720	0.45	Rural village and dispersed
	Hartlip, Newington and Upchurch	6,290	2.47	Rural town and fringe
	Teynham and Lynstead	6,330	1.32	Rural town and fringe
	West Downs	2,880	1.16	Rural village and dispersed

**Ward estimates have been individually rounded to the nearest 10.*

Source: Kent County Council, 2021

Population Density

Figure 2-2 to Figure 2-6 illustrate the population density across all of Swale, as well as in the four core areas across Swale.

The population density in Swale almost exclusively agglomerates in Faversham, Sittingbourne, Minster-on-Sea and Sheerness. Population density across Swale reaches 17,896 people per km. The Lower layer Super Output Areas (LSOA) with the highest population is in Sheerness. Except for pockets of higher density in Sittingbourne, Faversham and the Isle of Sheppey, the maximum population density in rural Swale is 3,112 people per km.

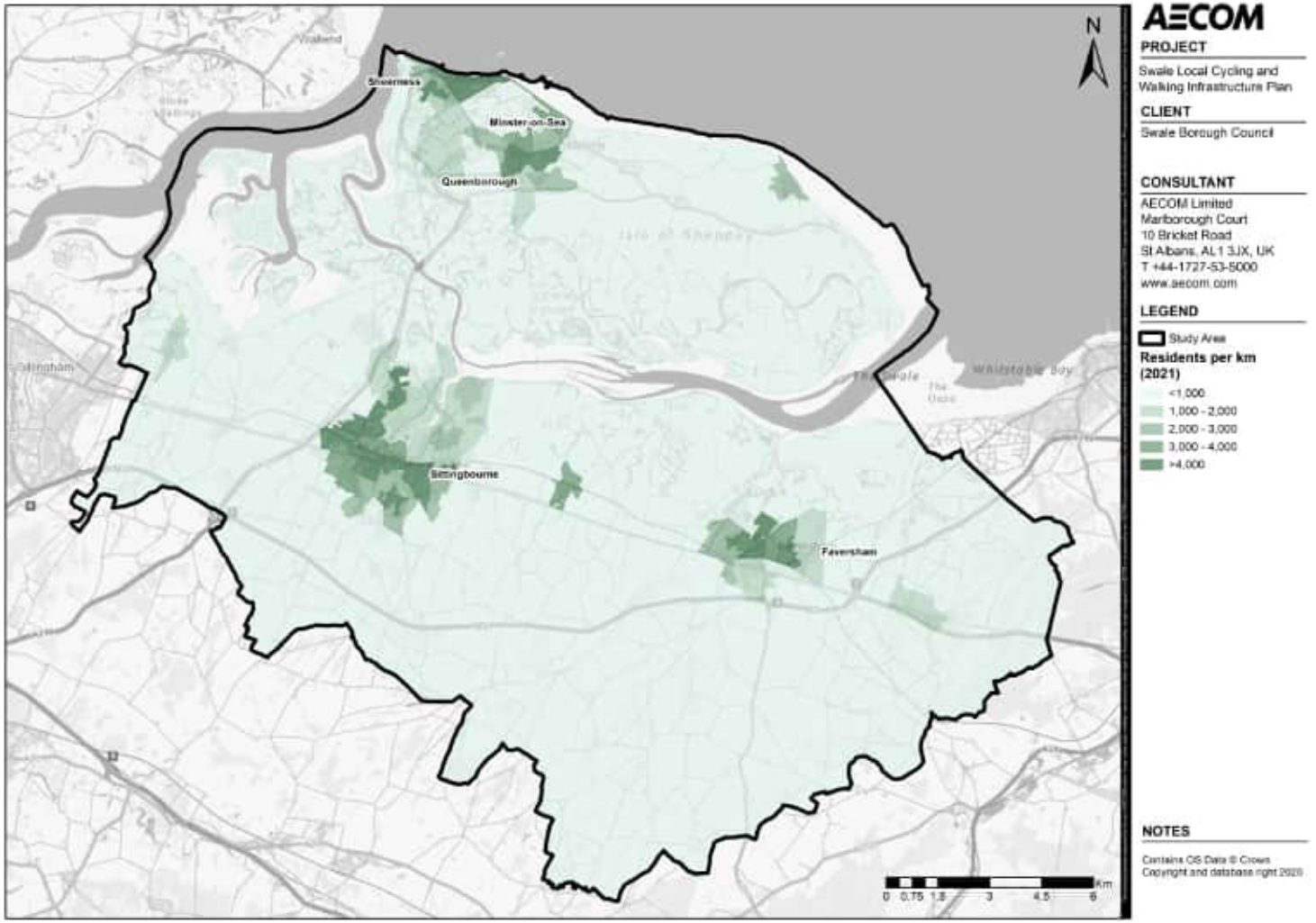


Figure 2-2: Population Density Across Swale (2021)

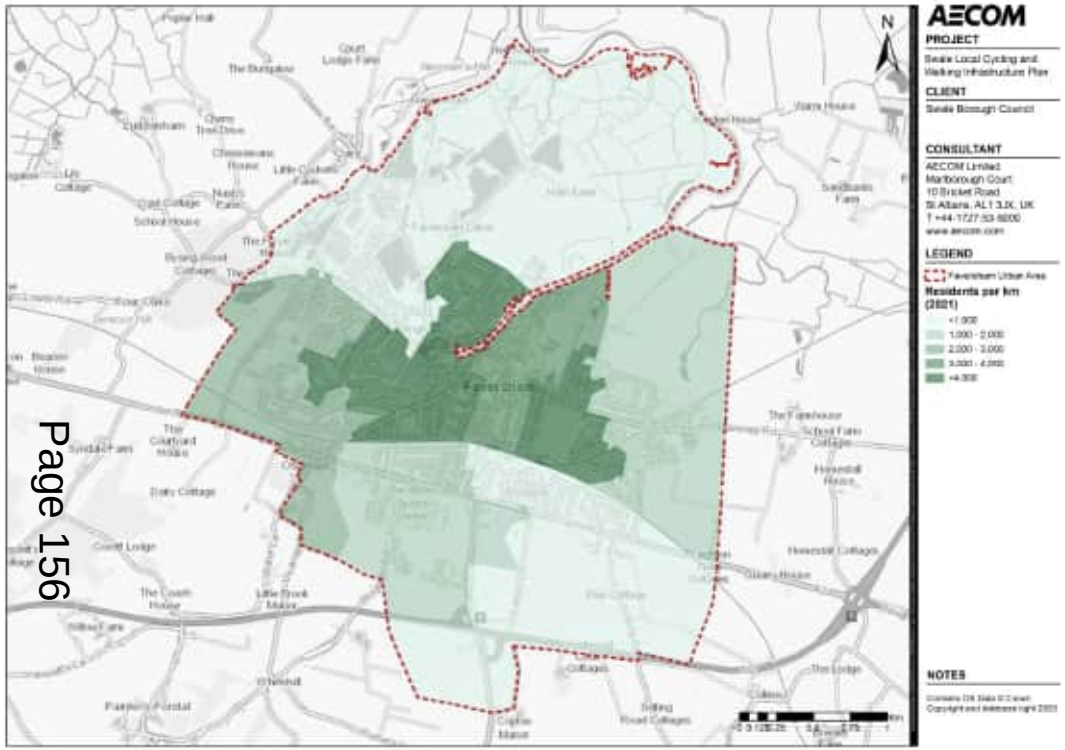


Figure 2-3: Population Density- Faversham

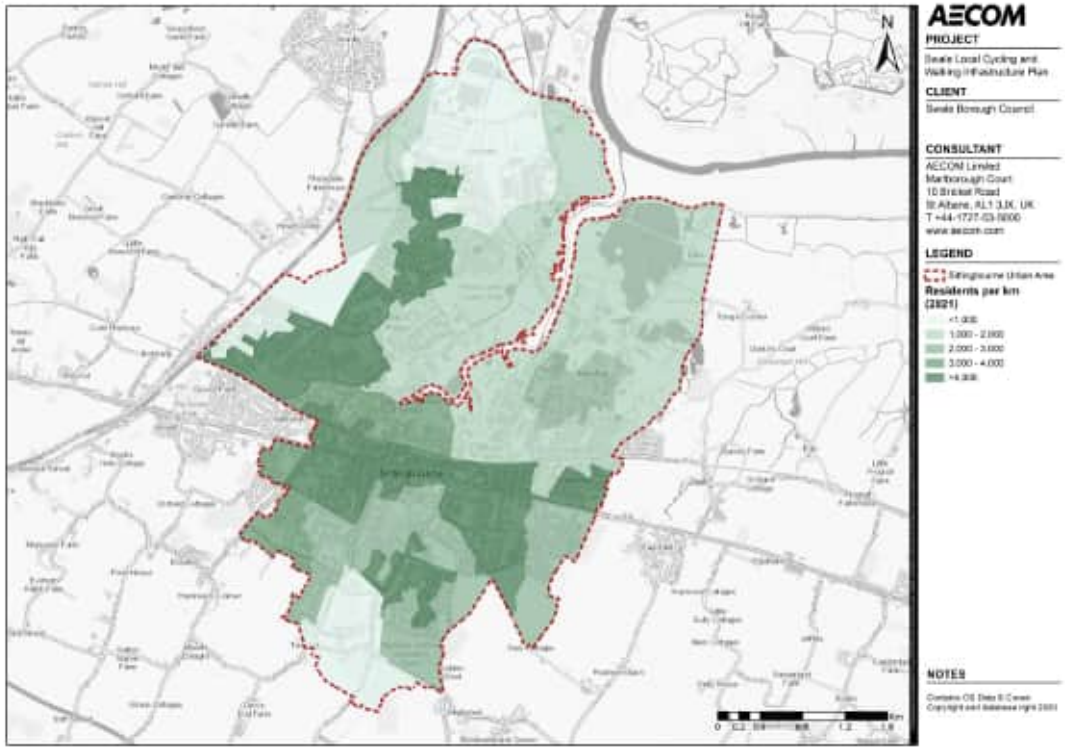


Figure 2-4: Population Density- Sittingbourne

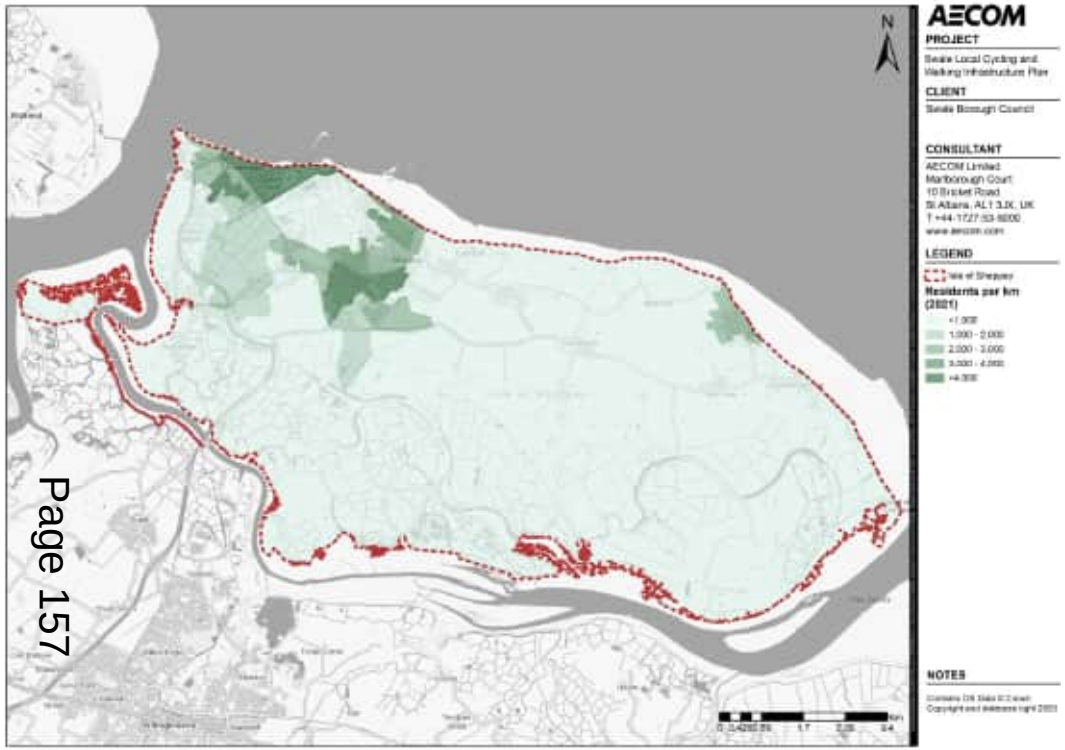


Figure 2-5: Population Density- Isle of Sheppey

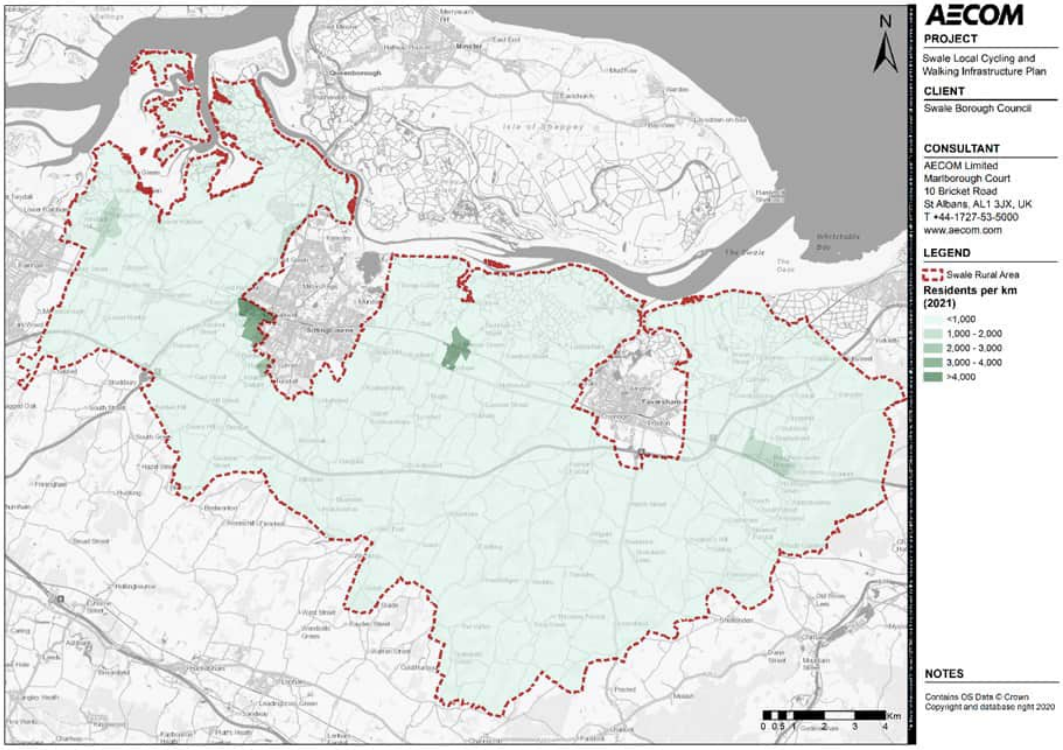


Figure 2-6: Population Density- Rural Swale

Employment Density

Employment density in Swale is based on the Business Register and Employment Survey (2021) and is illustrated in Figure 2-7. It can be seen that among Sittingbourne, Faversham and Sheerness, Sittingbourne has the highest employment density – between 51 and 101 employees per hectare. Just outside of Sittingbourne, employment density is largely between 8 and 20 employees per hectare. The vast majority of Swale outside key towns has fewer than 7 employees per hectare. There are clusters of higher employment density to the east and west of Swale in Whitstable and Gillingham.

Figure 2-8 to Figure 2-11 illustrate the employment density in the settlement areas of Sittingbourne, Faversham, Isle of Sheppey and rural Swale in more detail. Similar to population density, rural Swale and the Isle of Sheppey have extremely low numbers of employees per hectare given the majority of the area is comprised of rural settlements.

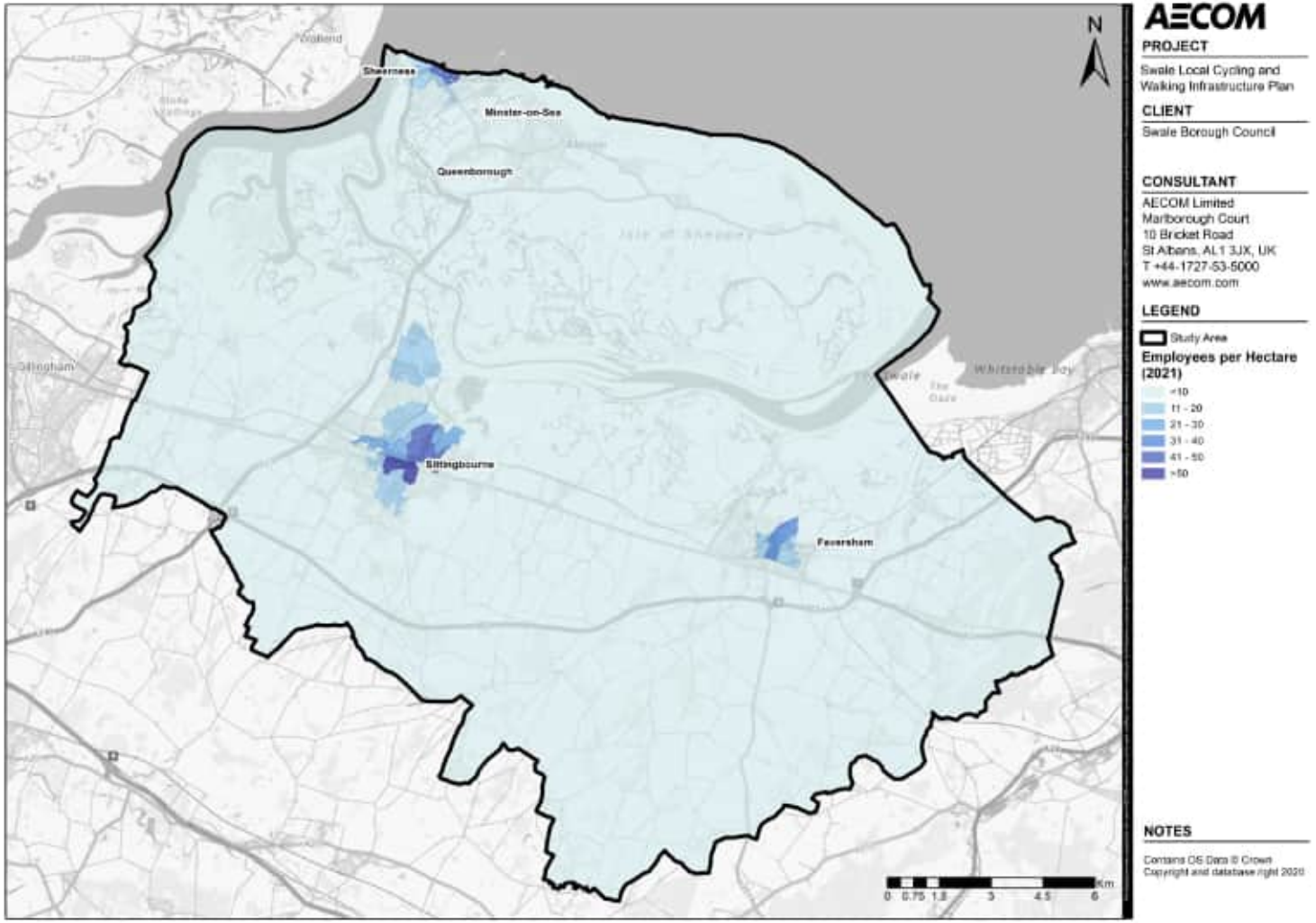


Figure 2-7: Employment Density Across Swale (2021)

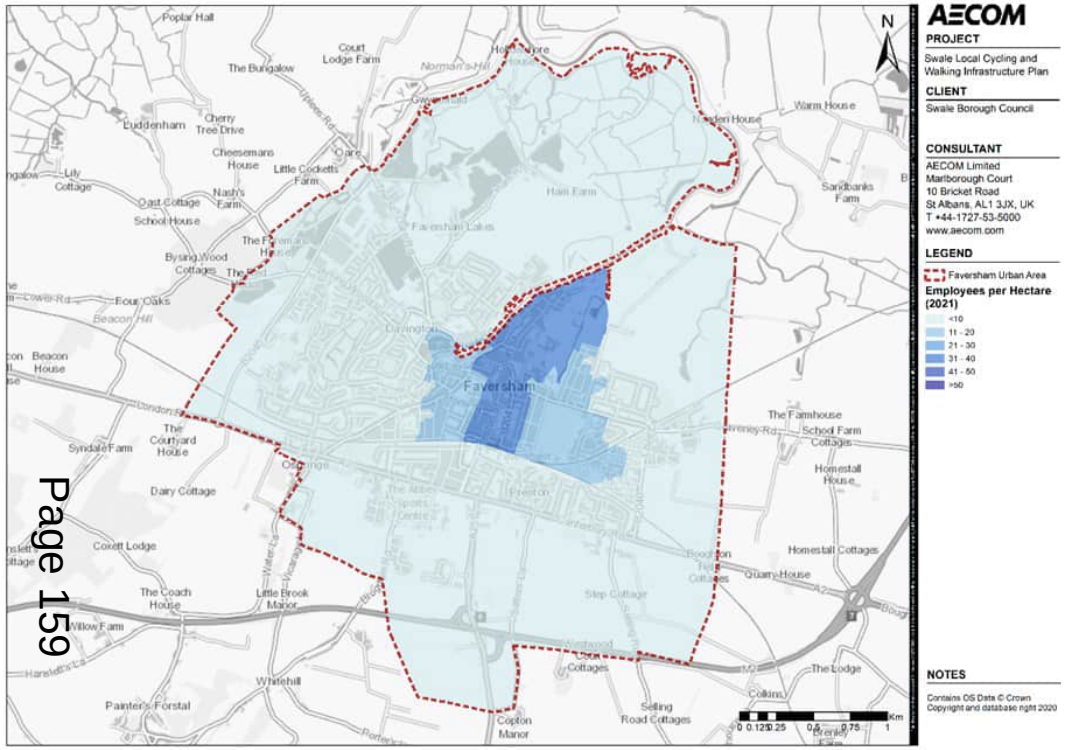


Figure 2-8: Employment Density- Faversham

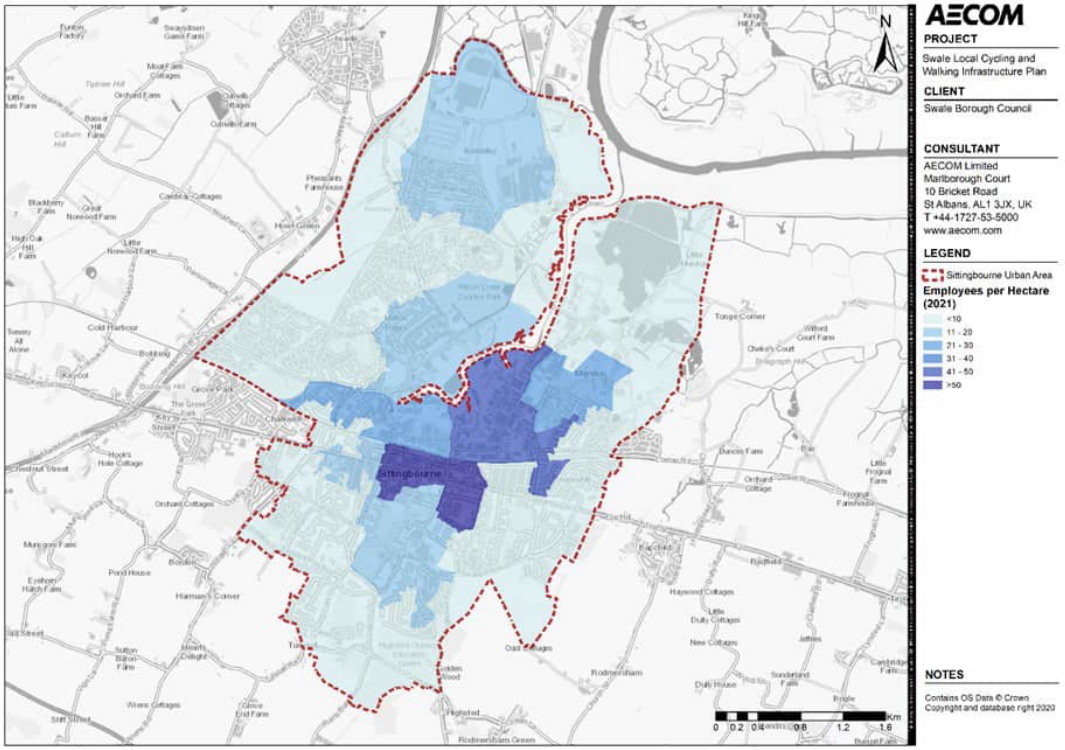


Figure 2-9 Employment Density- Sittingbourne

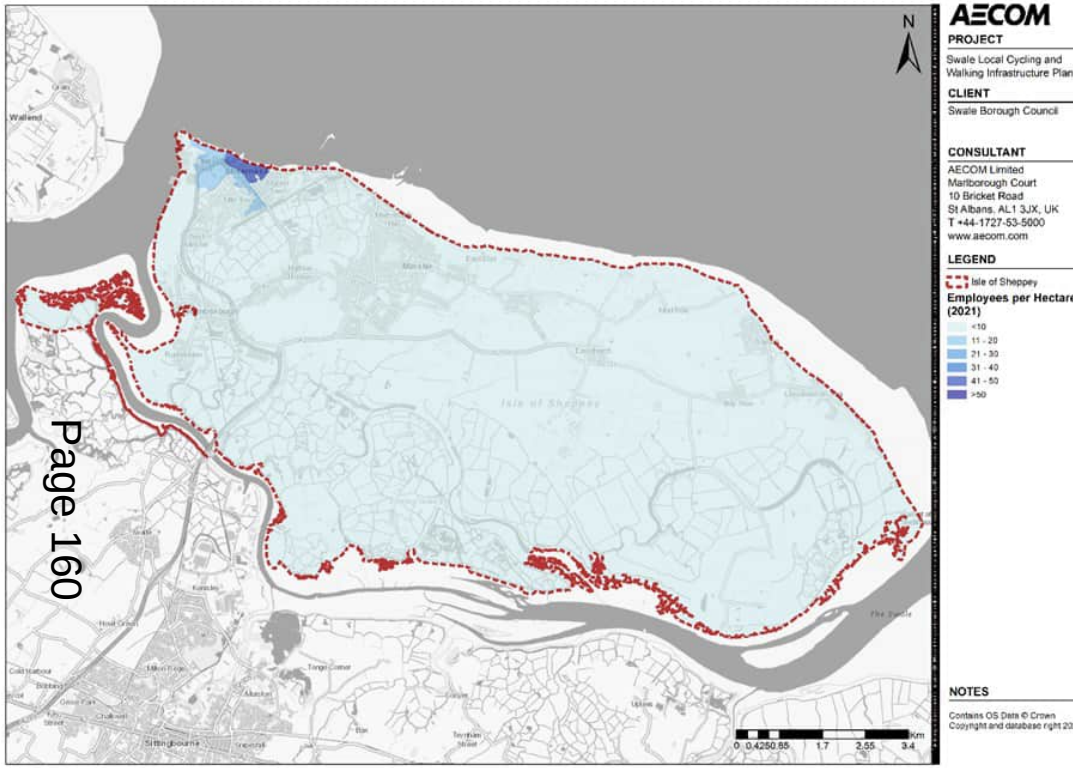


Figure 2-10: Employment Density - Isle of Sheppey

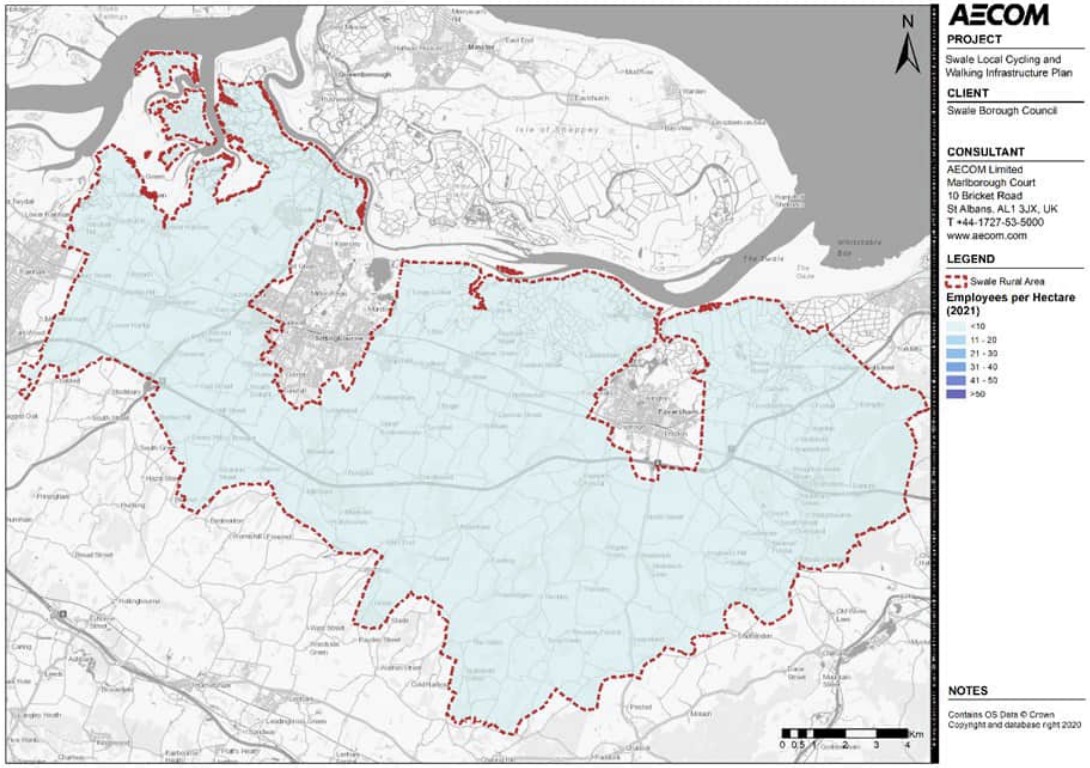


Figure 2-11: Employment Density - Rural Swale

Car Availability

Figure 2-12 illustrates the car or van availability across Swale. Across rural Swale, the average number of cars or vans per household is above 1.5 whereas within urban areas, in Sheerness, Sittingbourne and Faversham, the car or van availability is less than 1. Across Swale, the car or van availability is consistently higher than the average for the South East England (0.6 cars or vans per household [4]).

Figure 2-13 to Figure 2-16 illustrate the car or van availability across the four study areas in Swale. When comparing the car or van availability of Sittingbourne and Faversham to rural Swale and the Isle of Sheppey, it becomes clear that the spatial redistribution of people towards urban areas results in pockets of low car dependency in towns and higher car dependency in rural areas. In more urban areas, there is typically more mode choice in terms of active travel infrastructure and public transport, whereas rural areas typically present a greater challenge in encouraging mode shift away from private vehicles.

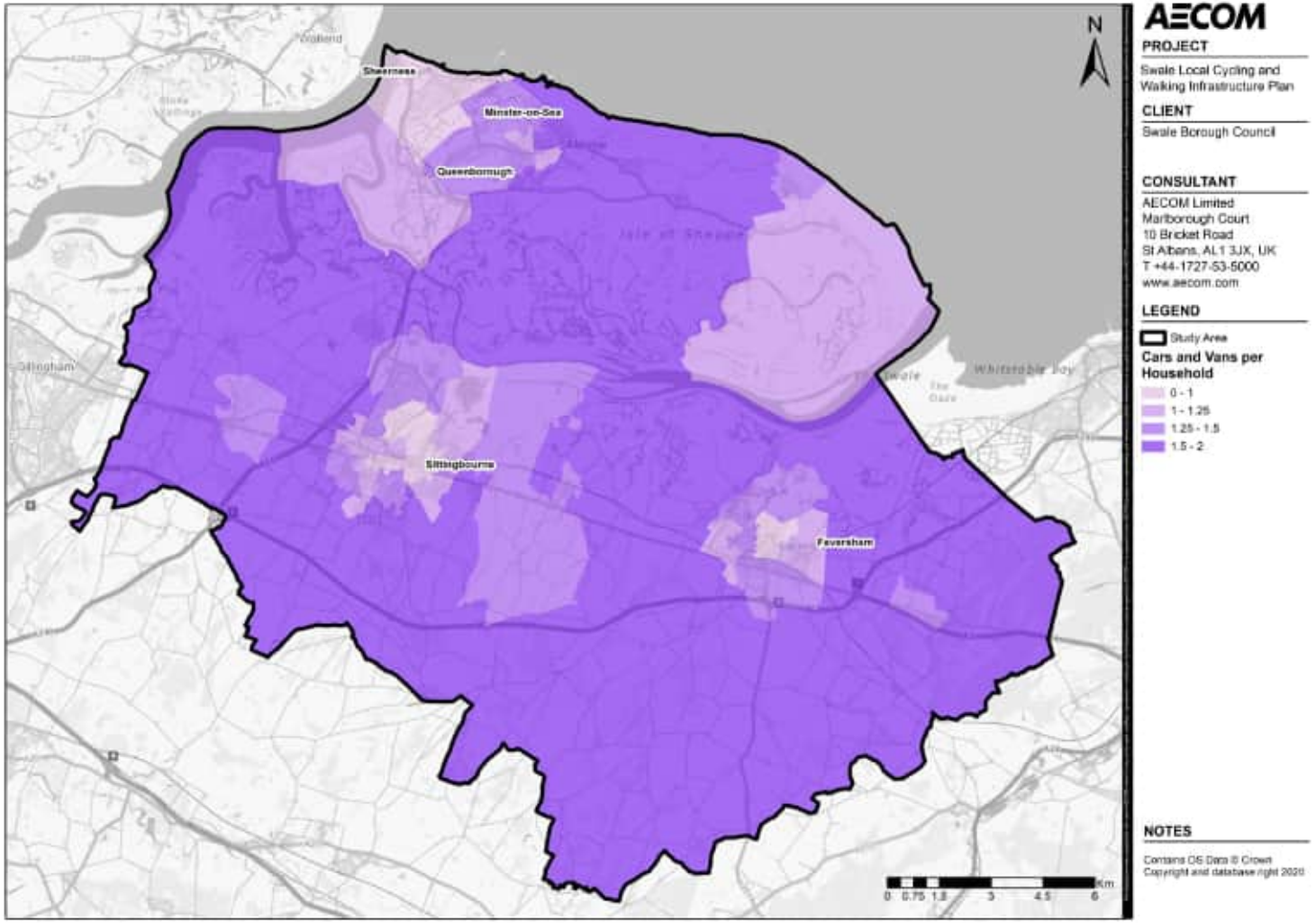


Figure 2-12 Car or Van Availability Across Swale

[4] https://www.gov.uk/government/statistics/national-travel-survey-2019

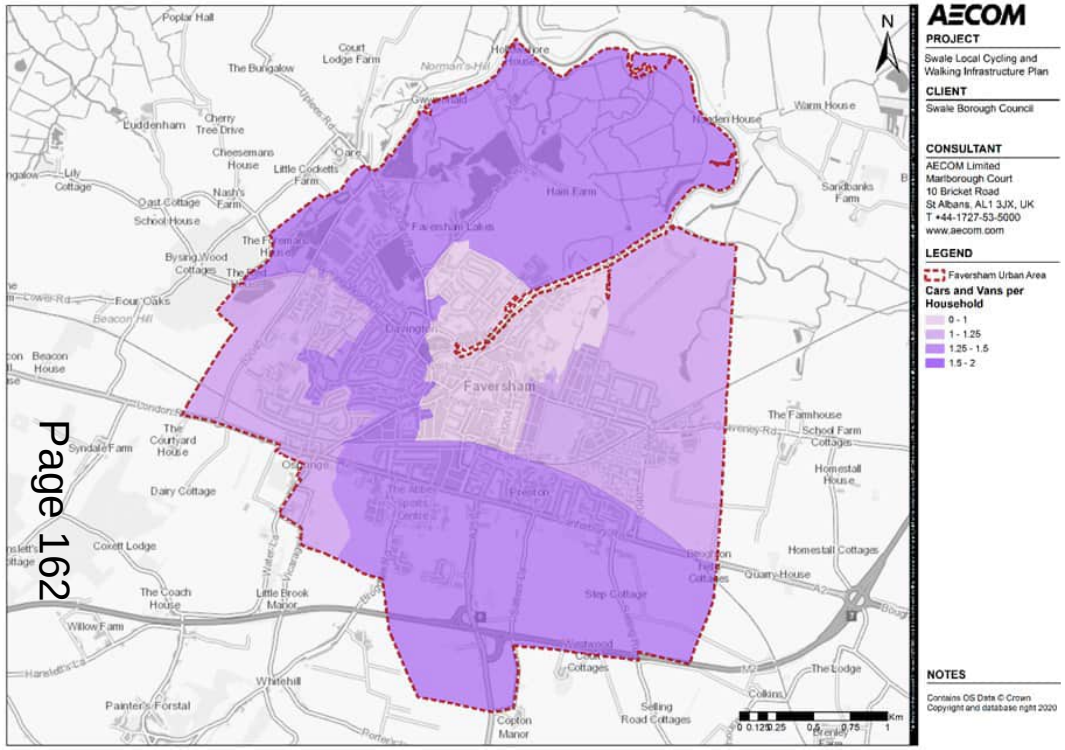


Figure 2-13: Car or Van Availability- Faversham

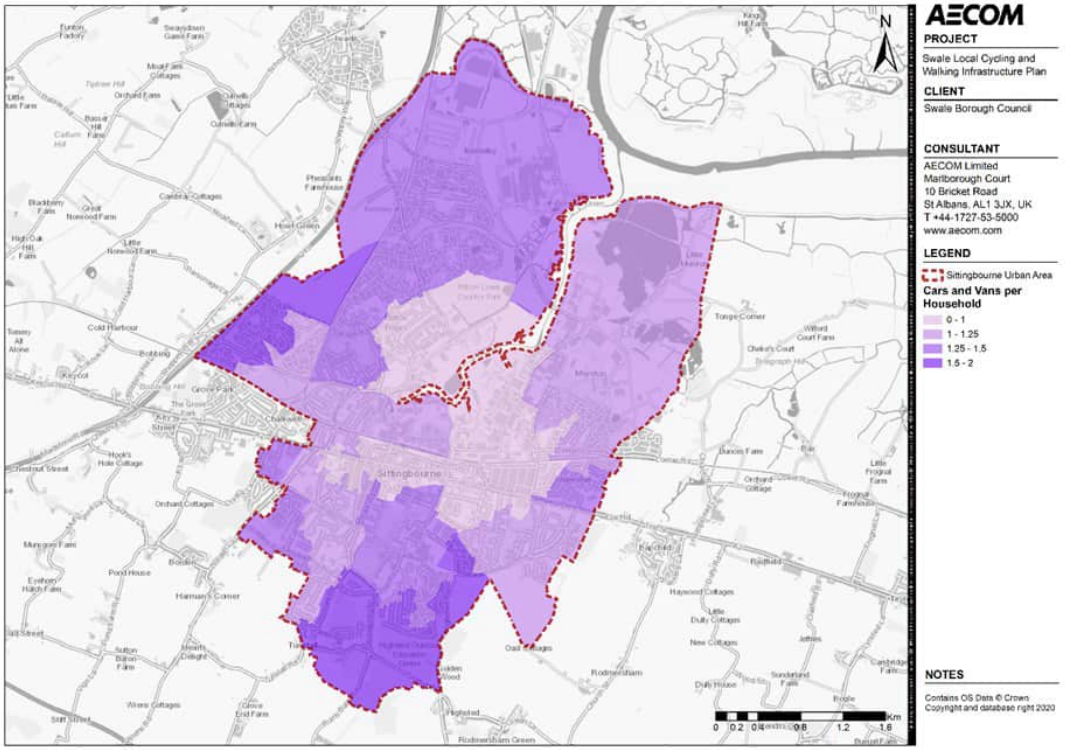


Figure 2-14: Car or Van Availability - Sittingbourne

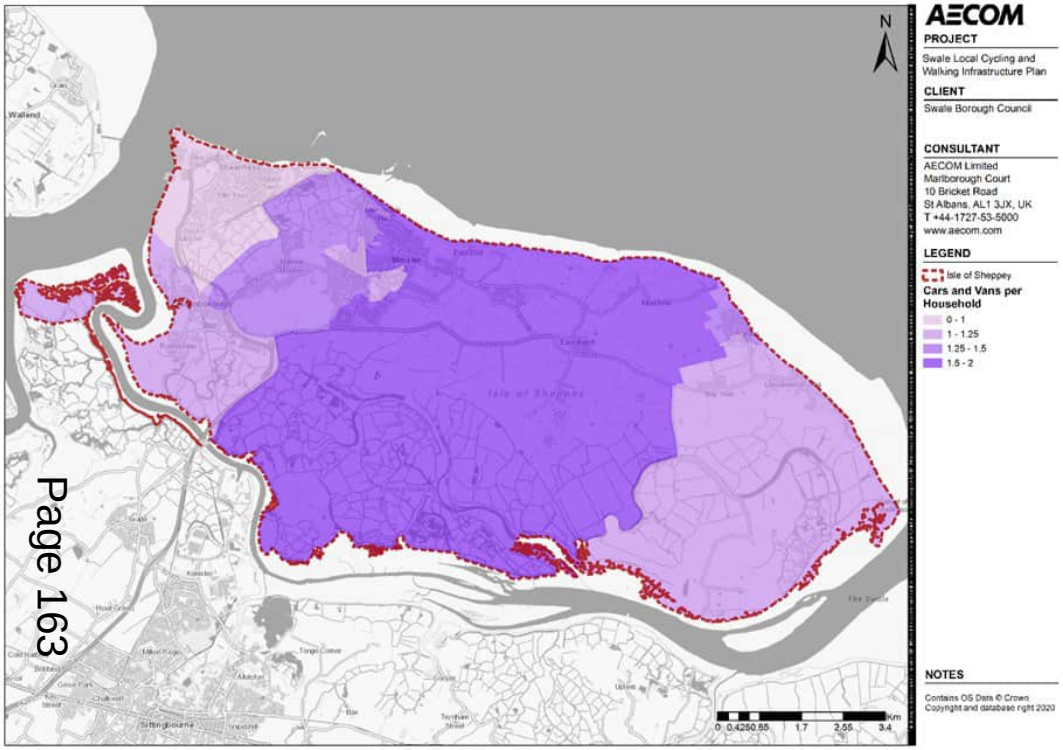


Figure 2-15 Car or Van Availability- Isle of Sheppey

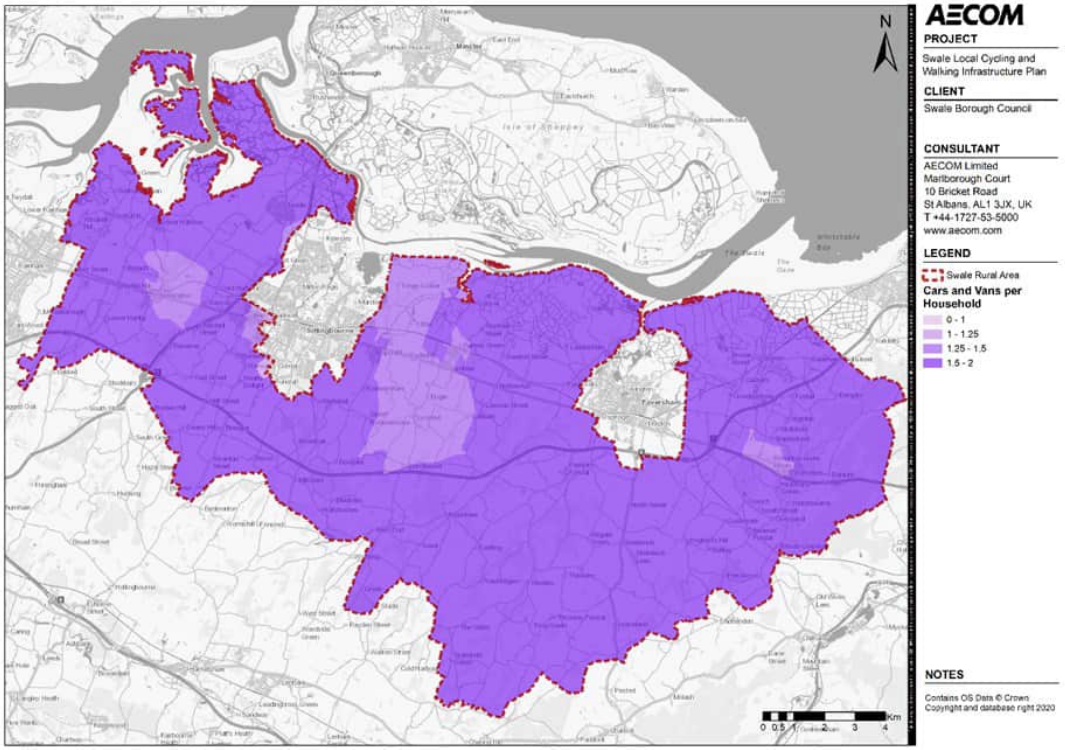


Figure 2-16 Car or Van Availability- Rural Swale

Deprivation

There are large disparities in levels of deprivation across Swale, from prosperous parts of Faversham to pockets of deprivation on the Isle of Sheppey such as Sheerness and Queenborough, which are some of the most deprived wards in England.

Figure 2-17 represents the Indices of Multiple Deprivation (IMD) in 2025 across Swale. IMD considers factors such as income, employment, education, skills and training, health and disability, crime, barriers to housing and services and the living environment. There is a large variation in the IMD deciles across the Borough, with areas to the south-west of the Borough experiencing lower IMD deciles, and the Isle of Sheppey being scored the most deprived decile. The IMD in the four study areas can be seen in more detail in Figure 2-18 to Figure 2-22

As Figure 2-22 illustrates, there are pockets of further intensive social and economic inequality in the isolated communities of coastal areas in Swale. Left Behind Neighbourhoods (LBNs) are a metric developed by the Local Trust and Oxford Consultants for Social Inclusion (OCSI) to define places that rank highly in terms of IMD, but also lack social infrastructure. There are ten LBNs in Kent, two of which are located in Swale, specifically on the Isle of Sheppey.

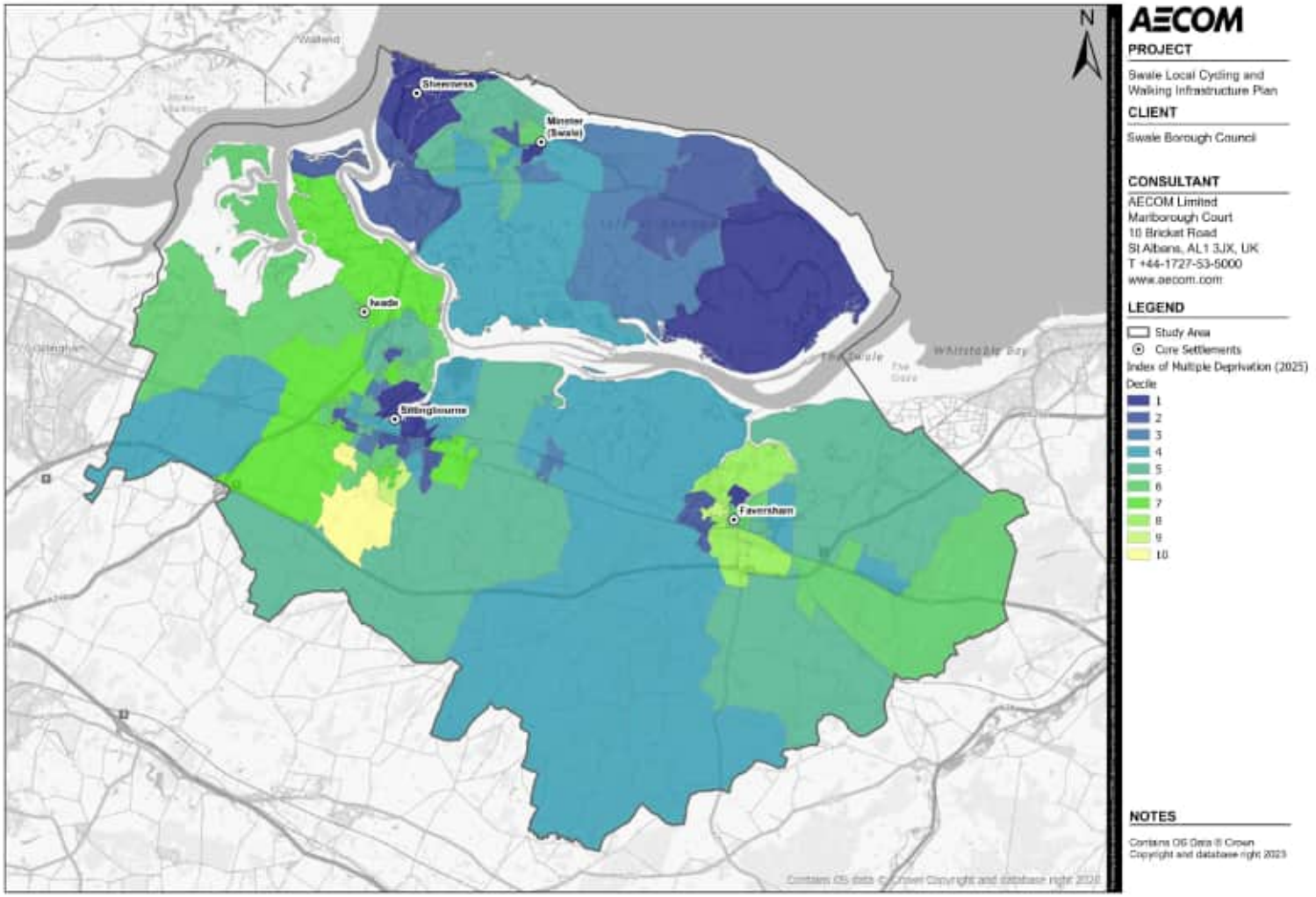


Figure 2-17 IMD Across Swale

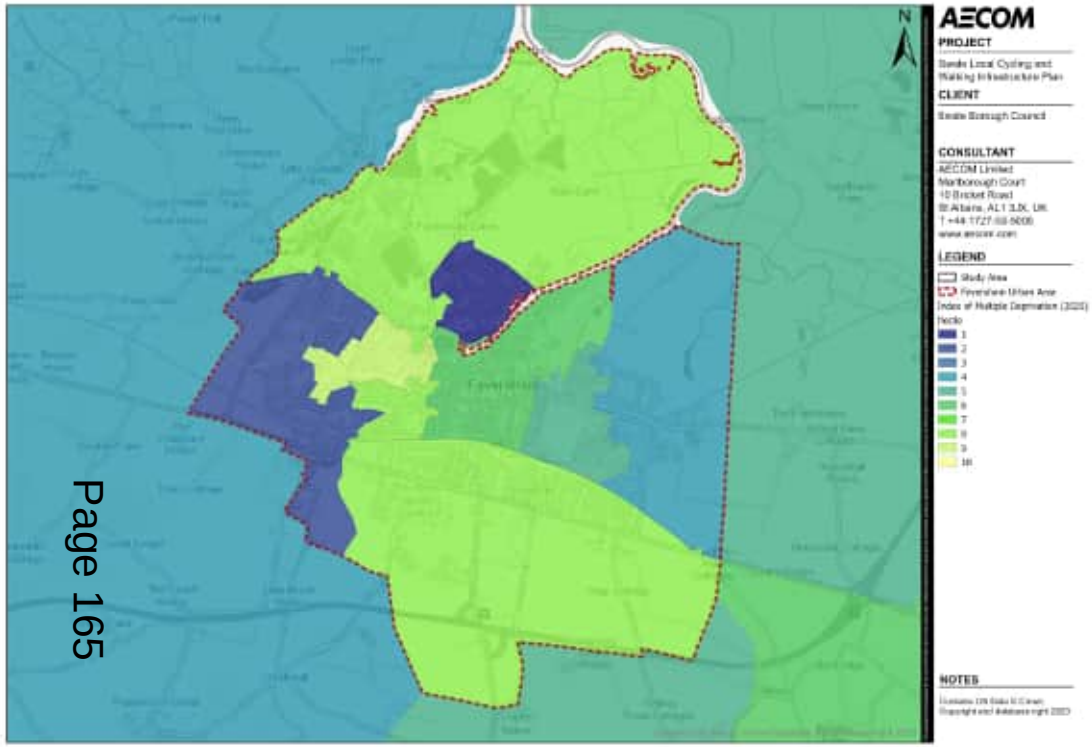


Figure 2-18 IMD- Faversham

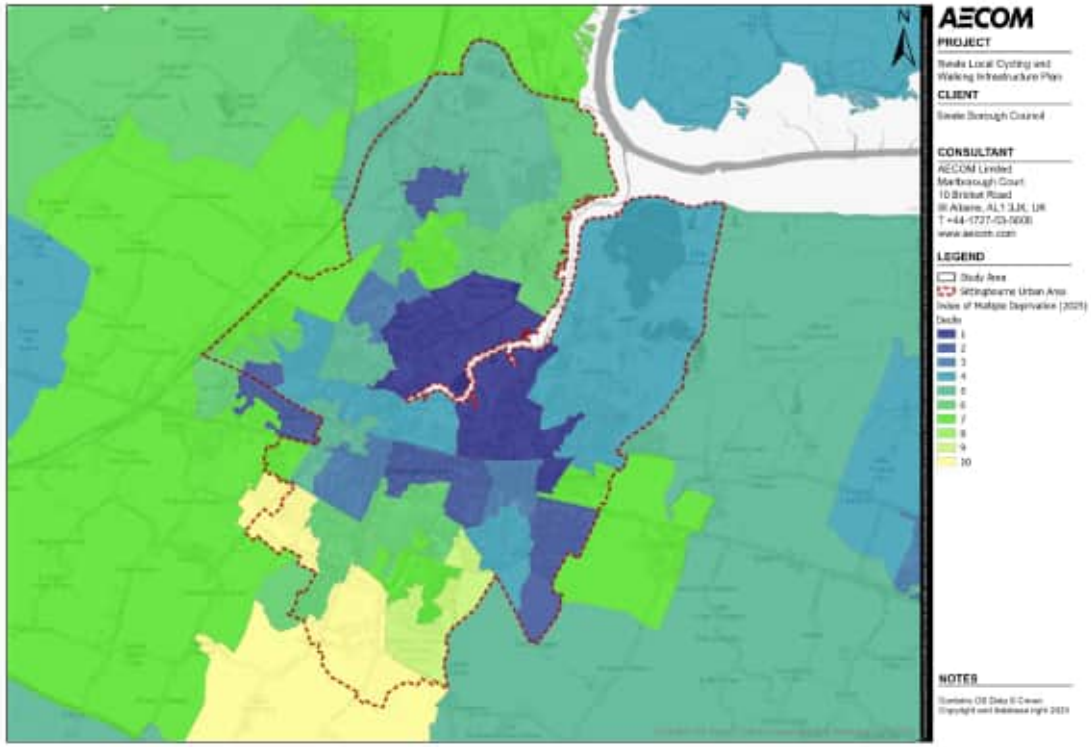


Figure 2-19 IMD- Sittingbourne

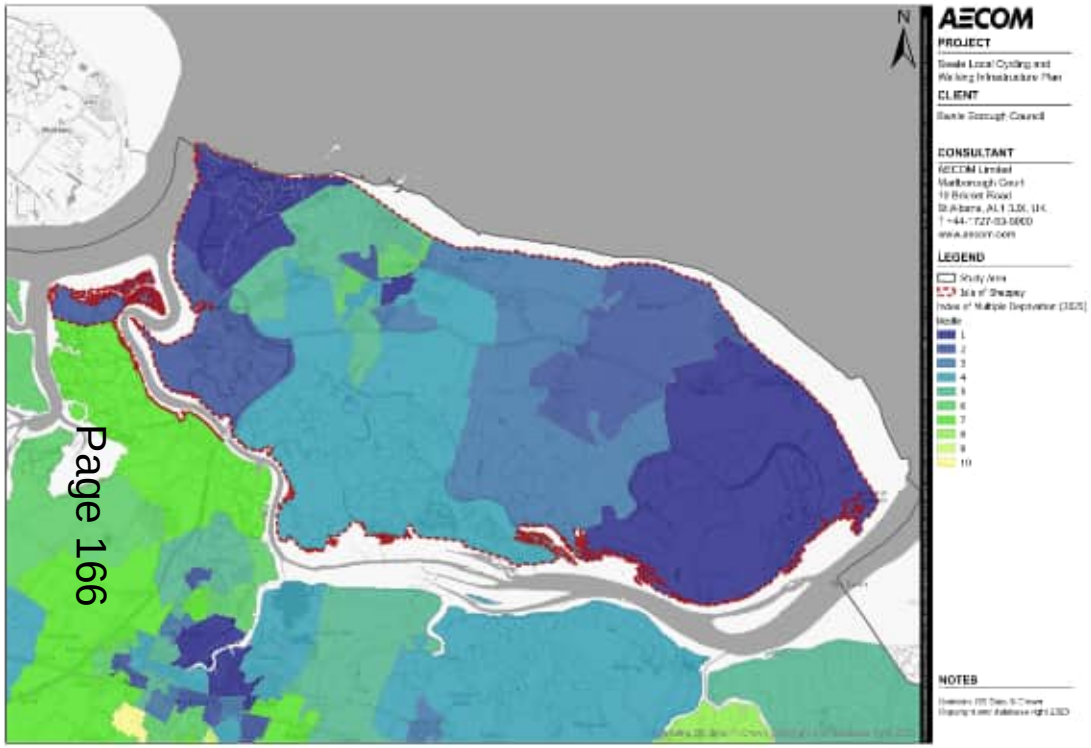


Figure 2-20 IMD- Isle of Sheppey

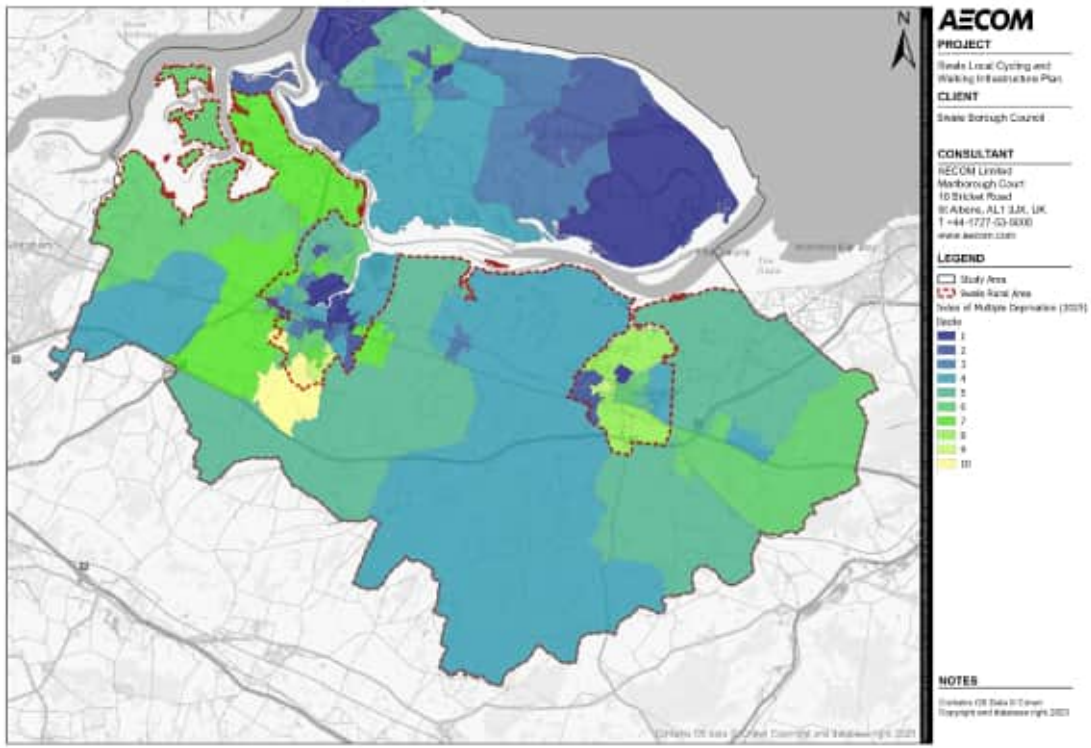
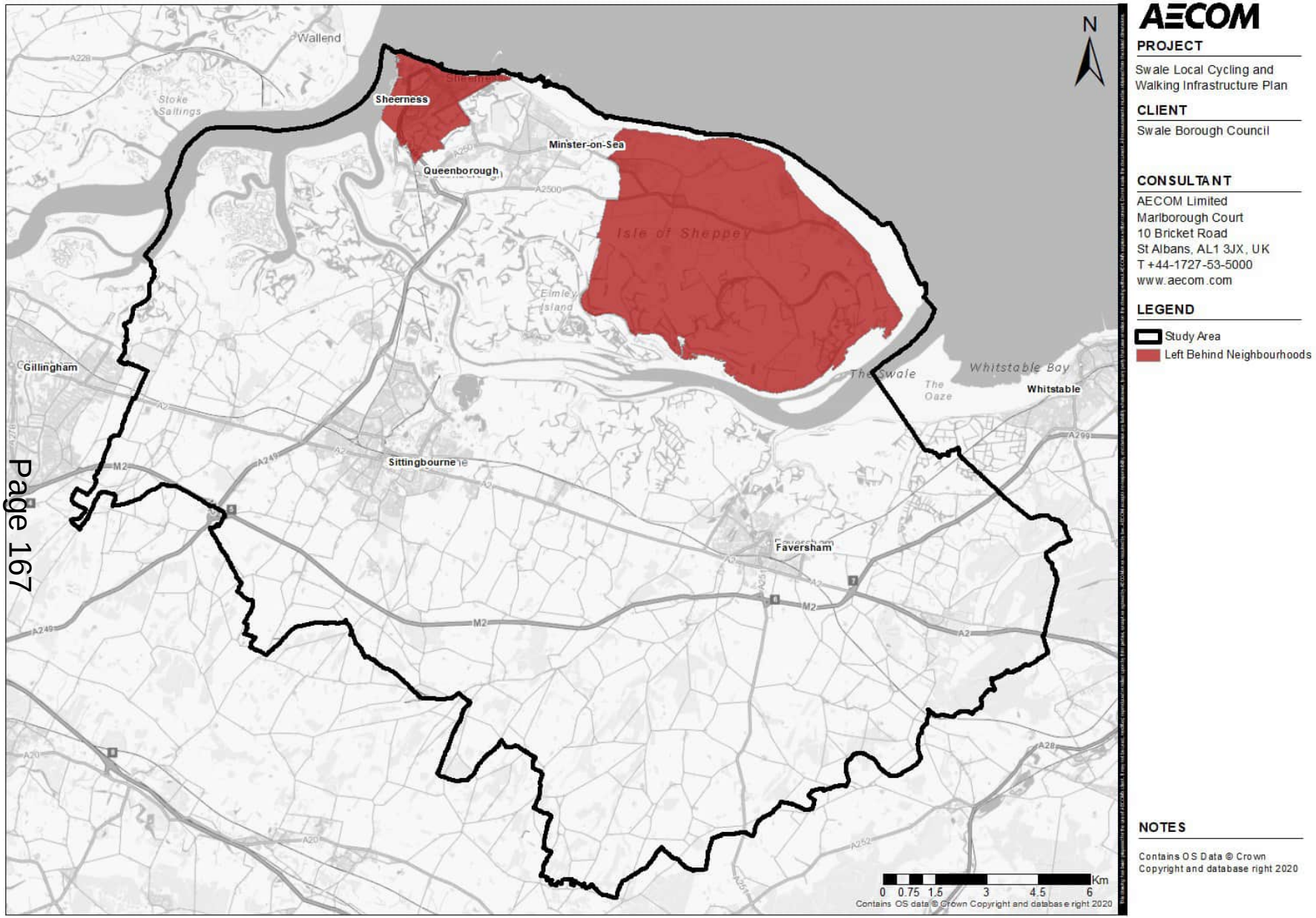


Figure 2-21 IMD- Rural Swale



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

Study Area
Left Behind Neighbourhoods

NOTES

Contains OS Data © Crown Copyright and database right 2020

Page 167

Figure 2-22 Left Behind Neighbourhoods Across Swale

Trip Generators and Attractors

Trip generators and attractors have been identified to establish key trip origin and destination points across Swale, which are used in subsequent stages of the LCWIP to undertake network planning for cycling and walking. Identification of trip generators and attractors is crucial to identify desire lines across Swale to ascertain where active travel infrastructure could be a valuable tool in encouraging mode shift and uncovering suppressed demand.

Figure 2-23 illustrates the trip attractors and generators across Swale. It can be seen that there are agglomerations of trip attractors in Faversham, Sittingbourne and the north-west of the Isle of Sheppey, whereas rural Swale has much fewer key trip attractors and generators.

As shown in Figure 2-24 to Figure 2-27, Sittingbourne, Faversham and the Isle of Sheppey have a high number of key trip generators and attractors, with a number of major employment sites, such as the Eurolink in Sittingbourne and the HMP Sheppey Cluster on the Isle of Sheppey. Whilst rural Swale has fewer trip generators and attractors, there are rail stations, a number of bus stops as well as a number of education and leisure sites.

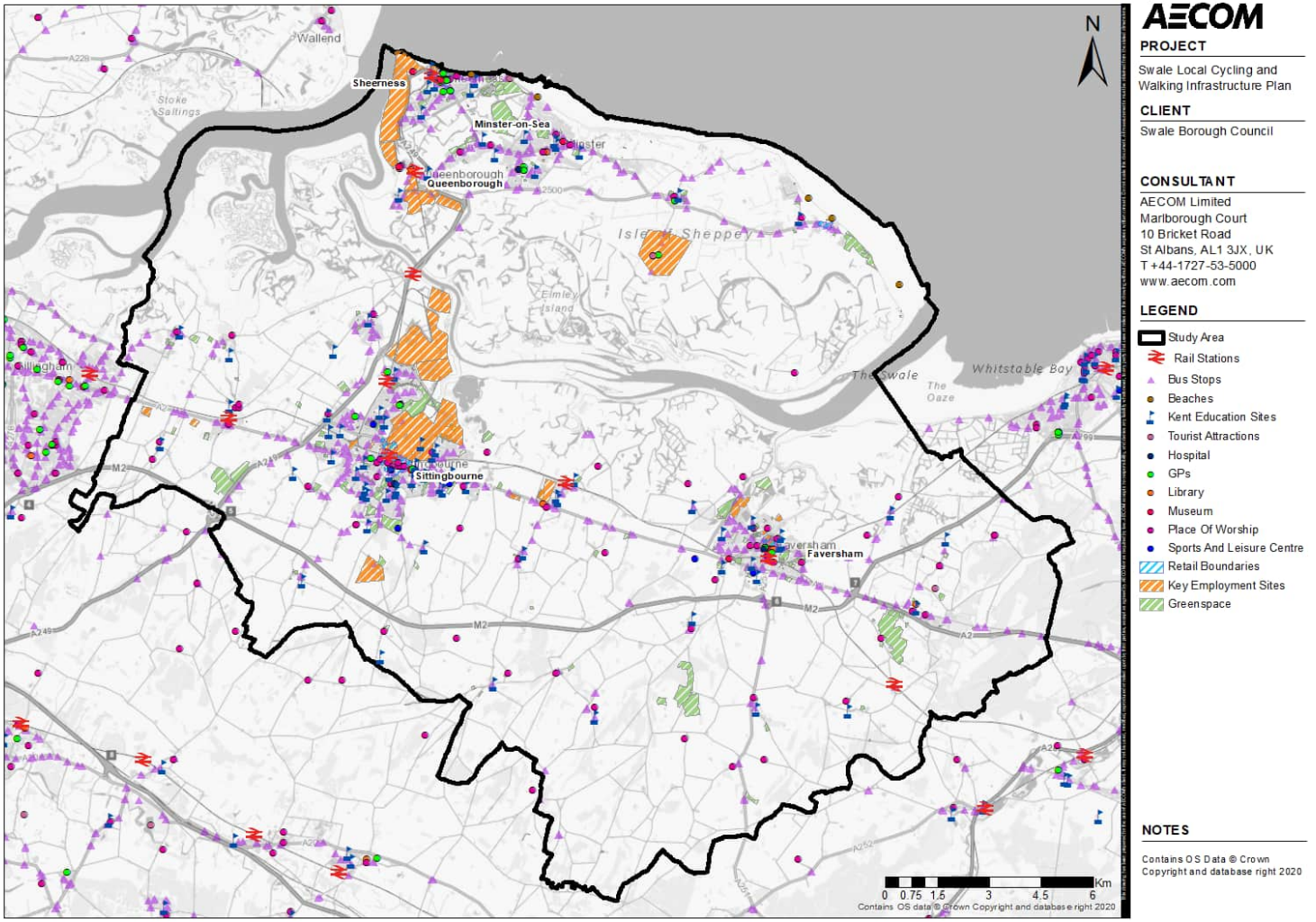


Figure 2-23 Trip Generators and Attractors Across Swale

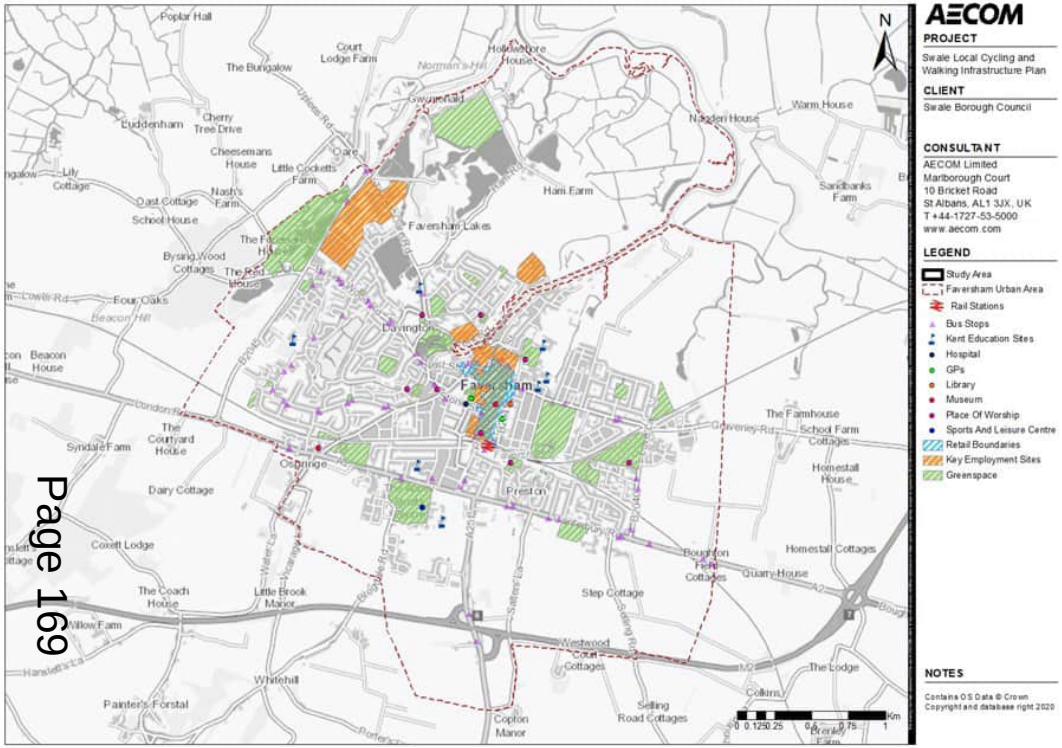


Figure 2-24 Trip Generators and Attractors- Faversham

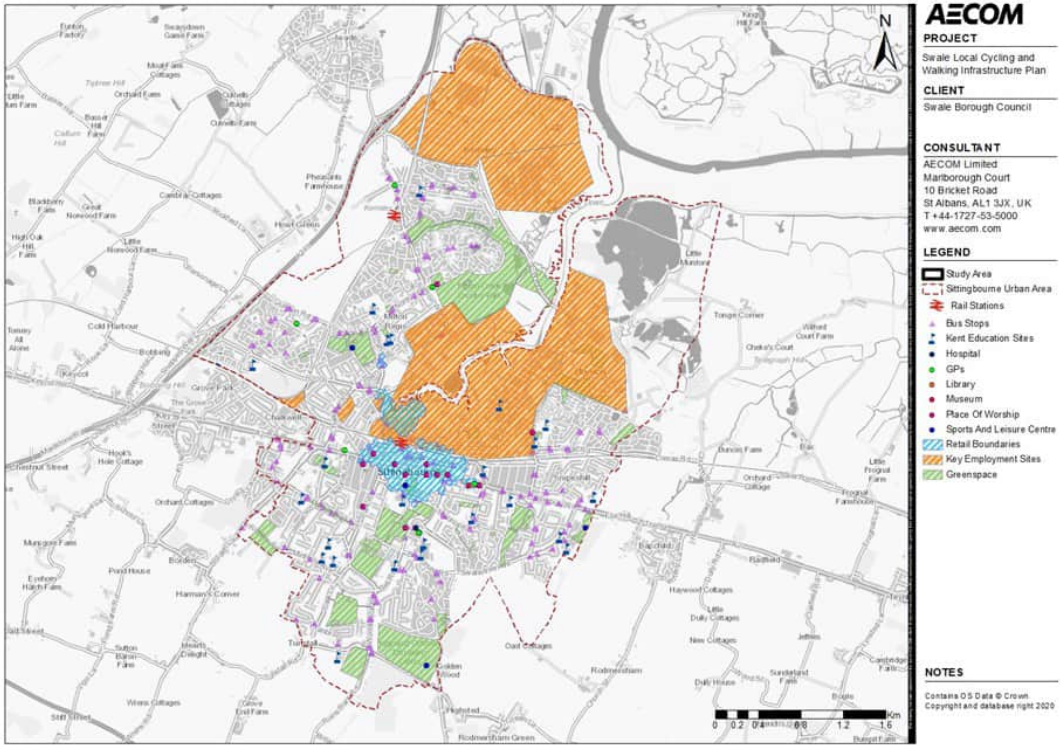


Figure 2-25 Trip Generators and Attractors- Sittingbourne

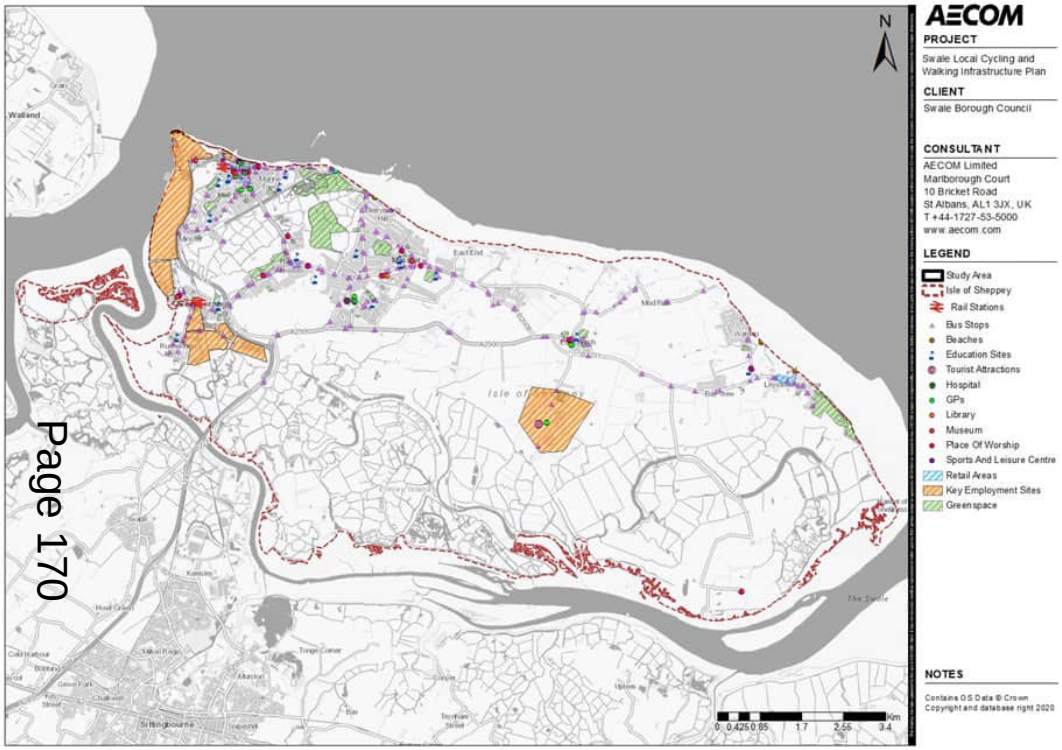


Figure 2-26 Trip Generators and Attractors- Isle of Sheppey

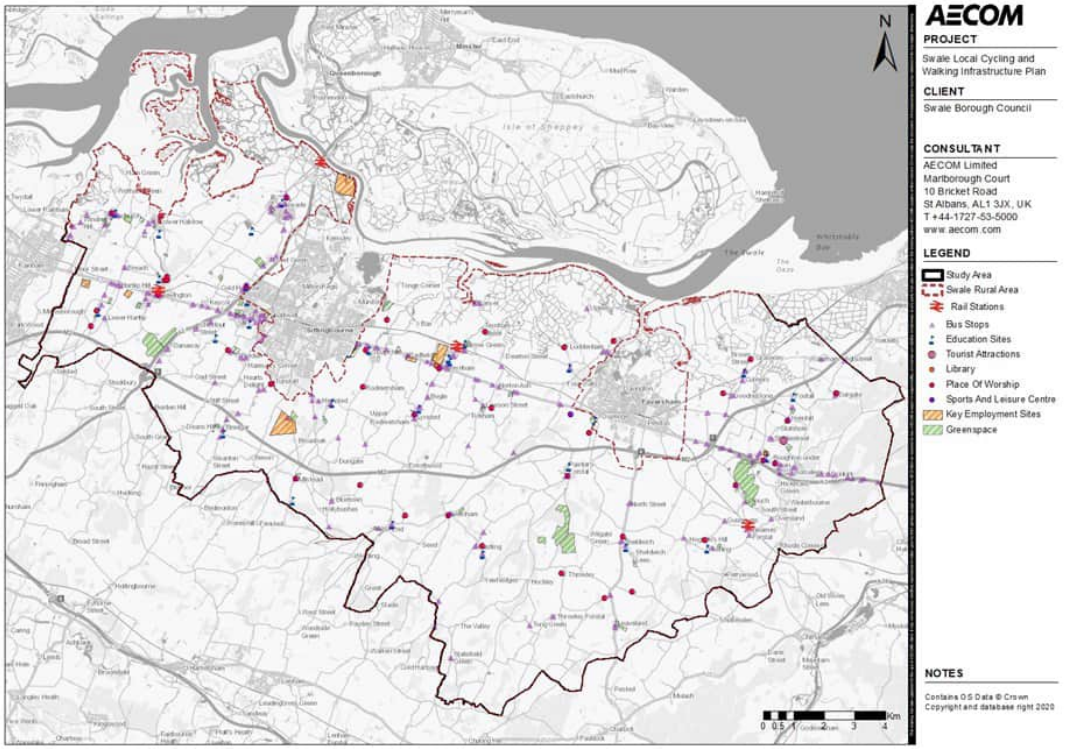


Figure 2-27 Trip Generators and Attractors- Rural Swale

Future Trip Generators and Attractors: Committed Developments

There are a number of committed housing, employment and mixed-use developments across Swale. It is important to consider both existing and future trip generators/ attractors in order to ensure any proposed active travel infrastructure serves existing demand but also meets and encourages future demand.

As Figure 2-28 illustrates, there are a number of committed developments across Swale, largely located on the urban peripheries of Sittingbourne and Faversham and the Isle of Sheppey. Overall, there are 38 committed developments in the Borough, which is the fourth highest number of committed developments across the Borough.

Figure 2-29 to Figure 2-32 highlight in more detail the committed developments across the study areas.

.

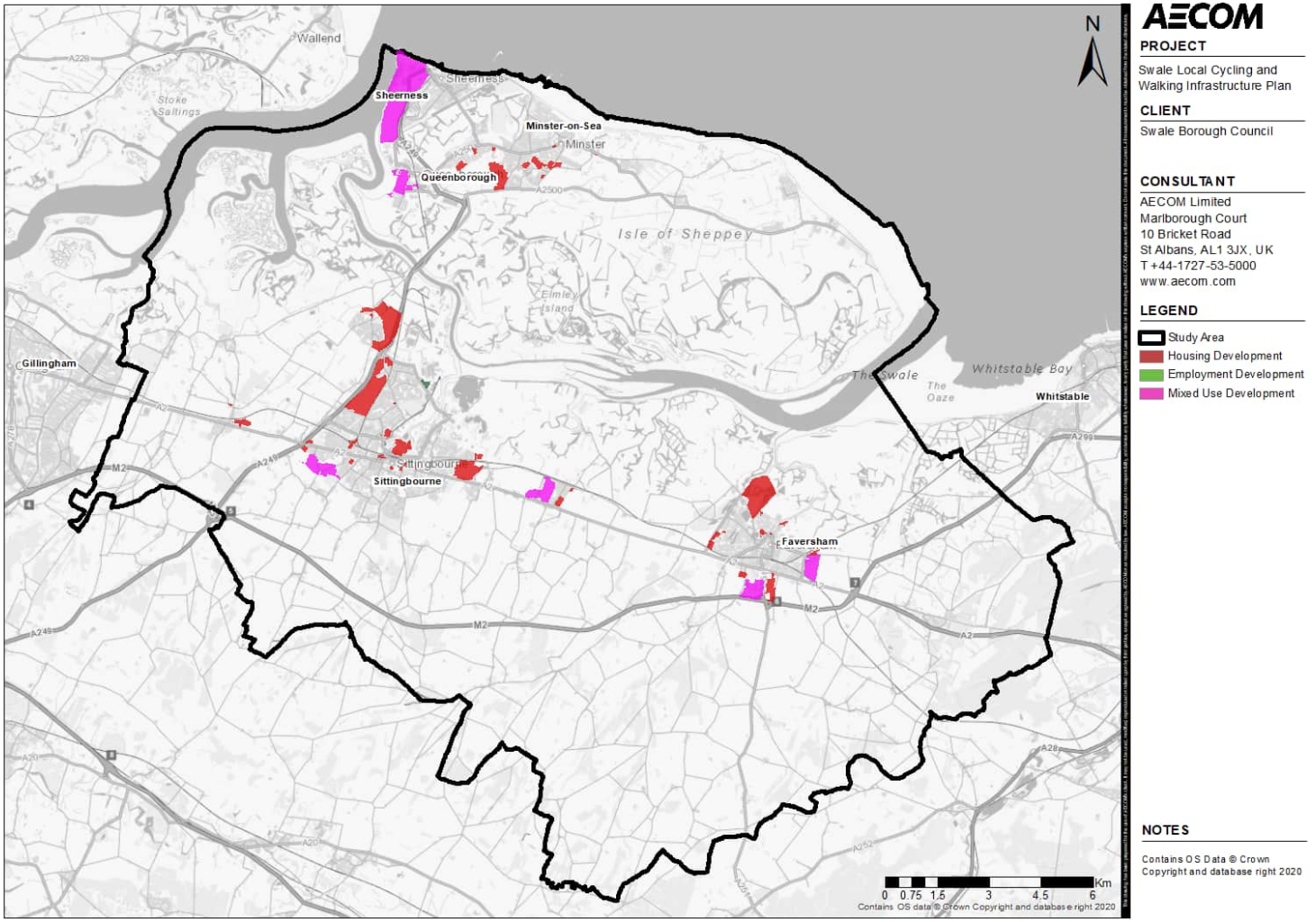


Figure 2-28 Committed Developments Across Swale

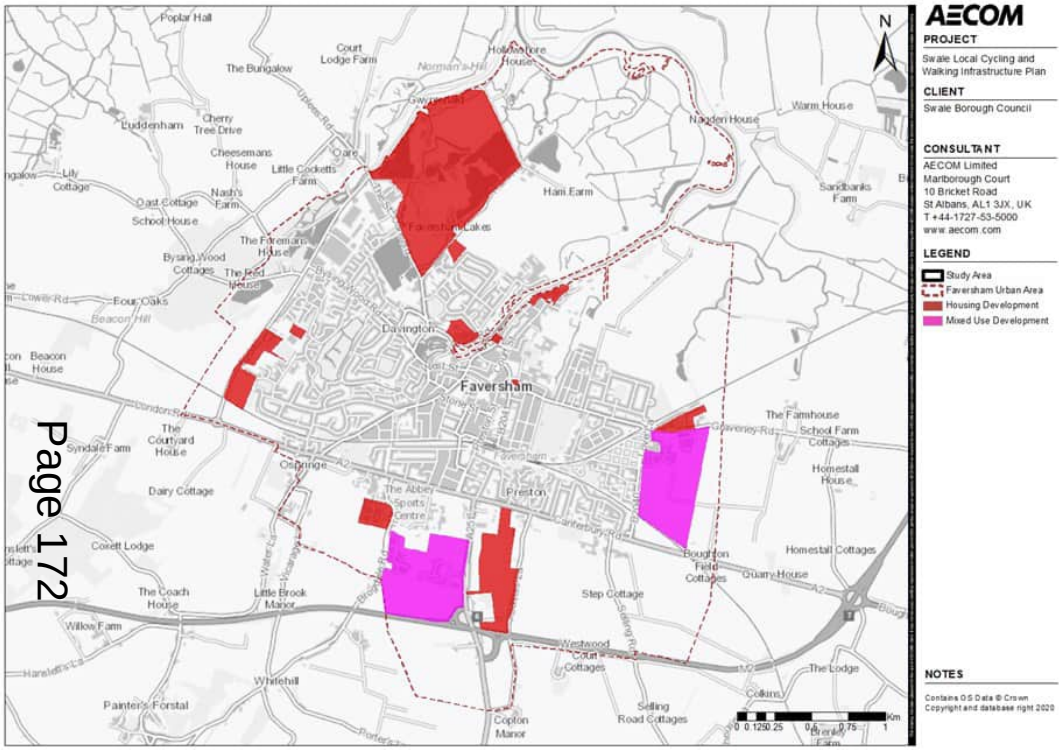


Figure 2-29 Committed Developments – Faversham

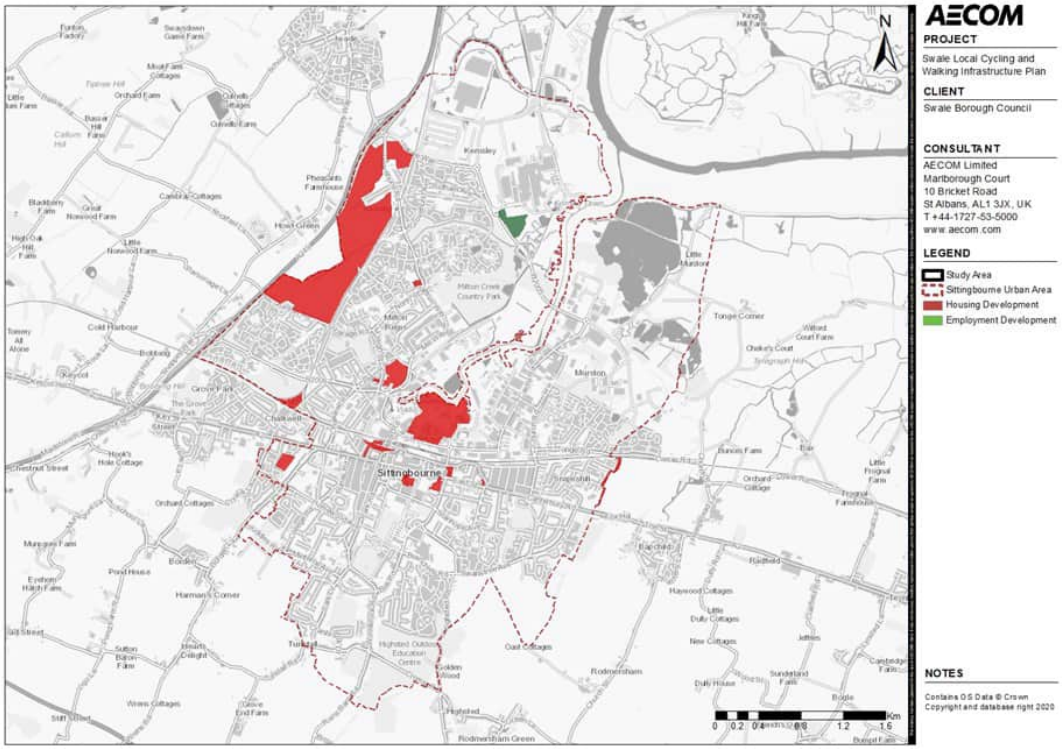
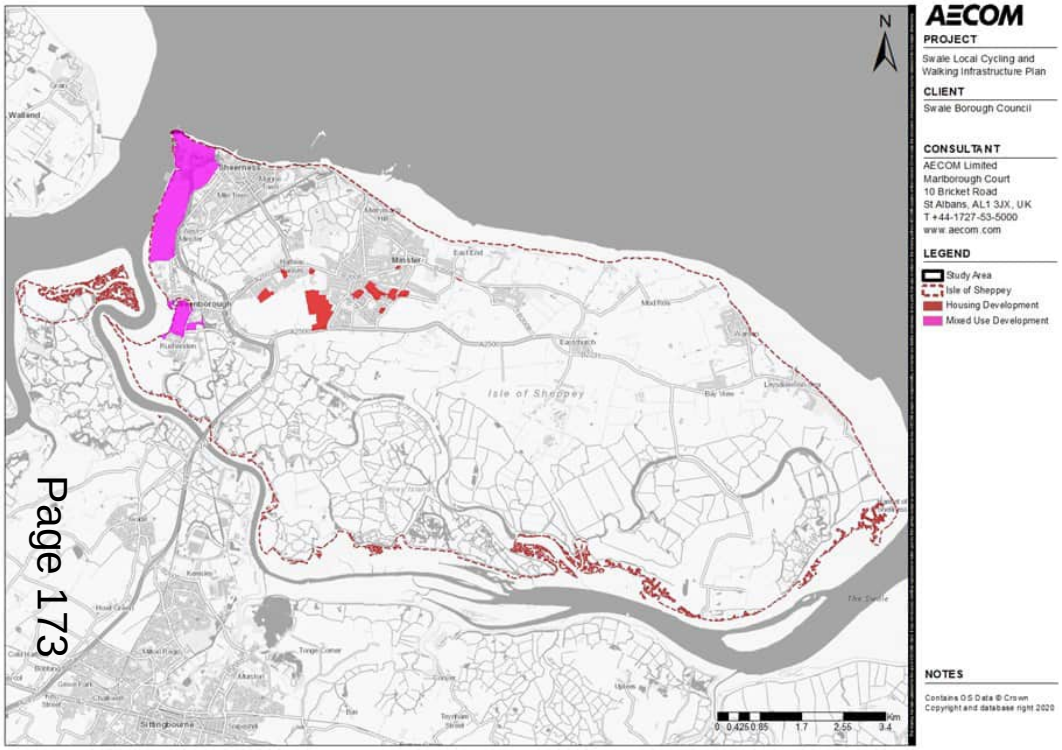


Figure 2-30 Committed Developments – Sittingbourne



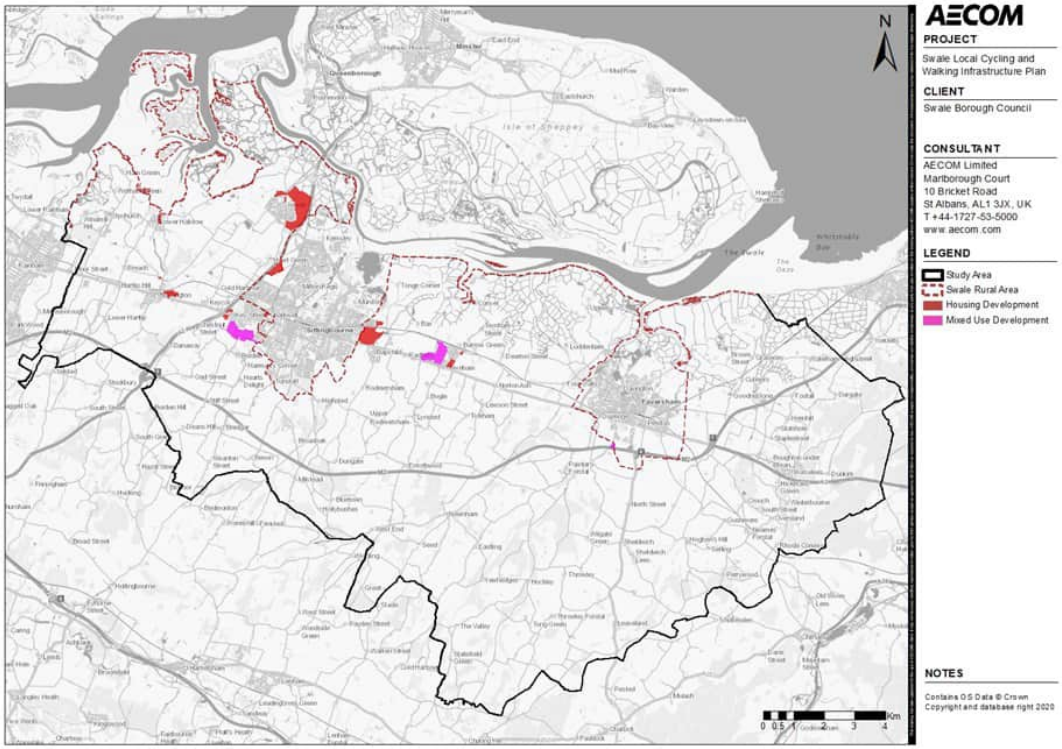


Figure 2-31 Committed Developments – Isle of Sheppey

Figure 2-32 Committed Developments – Rural Swale

Transport Network

The following section outlines the transport network across Swale, including existing active travel network and any future planned cycling and walking schemes. It also covers public transport and highways in Swale. Understanding the transport network is crucial in identifying gaps, and more broadly, building a picture of the network as a whole.

Active Travel Network

The active travel network across Swale is comprised of routes which can be used for non-motorised modes, such as walking, wheeling and cycling. This LCWIP considers both the existing active travel network and future active travel network in its analysis.

Existing Active Travel Network

Figure 2-33 illustrates the National Cycle Network (NCN), existing cycle routes and lanes and Public Rights of Way (PRoW) across Swale. Additionally, Figure 2-34 to Figure 2-37 illustrate the active travel network across the four study areas.

The NCN is largely comprised of off-road and on-road routes, typically making use of quieter roads and shared-use paths. NCN Route 1 (North Sea Cycle Route) runs between Dover and John O'Groats, within Kent, it runs east-west from Dover to Dartford, connecting Whitstable to Gillingham via Faversham and Sittingbourne. NCN Route 174 (Sheerness Way) connects into NCN Route 1, running north from the north-west of Sittingbourne to the Isle of Sheppey. Notably, whilst the east-west cycling provision across Swale is coherent and relatively direct, the north-south movements are limited and fragmented.

There is an additional network of cycle routes and lanes across Swale. These are comprised of on-road and off-road cycle provision. The existing network of cycle routes and lanes is sparse and does not form a connected network, it is primarily located within Sittingbourne with notable gaps in rural Swale, east Swale and the Isle of Sheppey. It is worth noting that the standard of cycling provision varies significantly across the network, with lengths of the routes being substandard and in need of upgrading.

With regards to the PRoW network, Kent County Council manages the longest public rights of way network of any county in England and Wales. Although footpaths make up 83% of the PRoW network in Kent, the percentage of other rights of way paths including byways, restricted byways and bridleways is below the national average [5]. Network coverage generally aligns with areas of high population and employment density, while the Isle of Sheppey has a relatively sparse network.

The network priority status of the PRoW network is as follows:

- Category A
  - ◊ North Downs Way National Trail
  - ◊ Routes to local facilities such as bus stops, churches, schools, parks, tourist attractions
  - ◊ Paths used for daily leisure walking
  - ◊ Multi-use paths with a clear public benefit, such as allowing horse riding or cycling in addition to walking
  - ◊ Paths with potential for improvement
  - ◊ Paths promoted by Explore Kent.
- Category B
  - ◊ any paths not under category A
  - ◊ paths on access land
  - ◊ coastal access paths
  - ◊ permissive paths managed by KCC.

There are also many well-established and signposted leisure walking routes in Swale such as long distance trails: North Downs Way and the Saxon Shore Way. There are also a number of shorter trails such as A Land of all Seasons Nature Trail.

The active travel network across Swale is

[5] https://www.kent.gov.uk/__data/assets/pdf_file/0004/90571/The_Current_Network__Use_and_Provision.pdf

diverse in terms of the network density, with significant variance between the Isle of Sheppey and Sittingbourne. Overall, there are extensive network gaps on the Isle of Sheppey and across rural Swale, whereas there is more dedicated walking and cycling facilities in the urban areas of Sittingbourne and Faversham. Additionally, the suitability of the active travel network for walking, wheeling and cycling varies, with opportunities to upgrade the standard of such routes. For instance, the development of more accessible trails is an ongoing process that recently saw the National Cycle Network Route 2 improved to enable greater numbers of users with a diverse range of mobility needs [6].

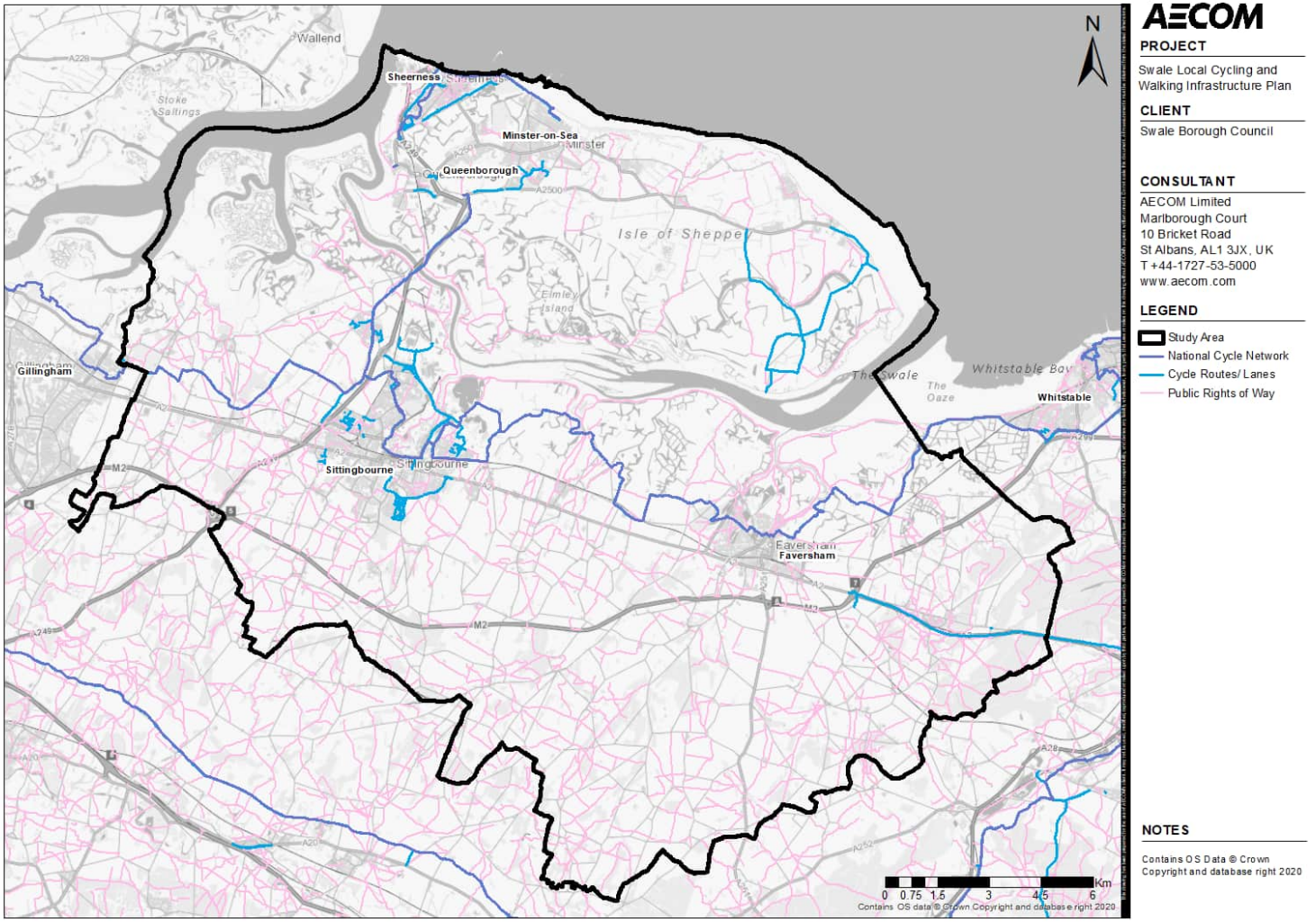


Figure 2-33 Existing Active Travel Network Across Swale

[6] https://www.sustrans.org.uk/our-blog/news/2022/june/newly-improved-walking-wheeling-and-cycling-route-in-east-sussex-reopens-for-use

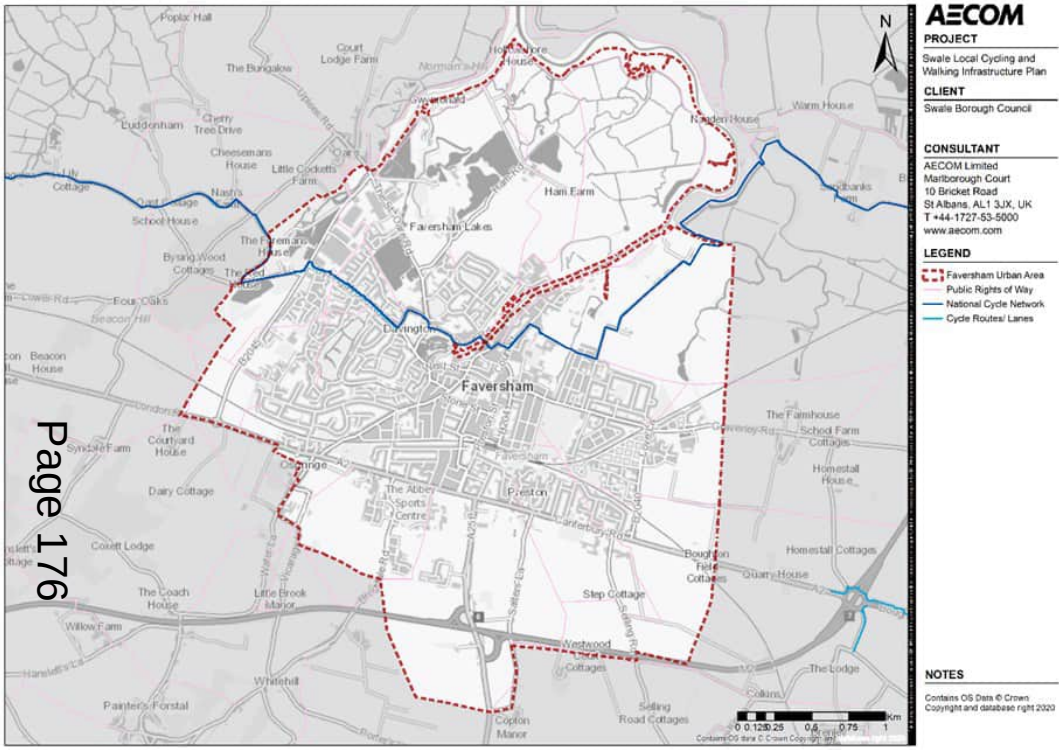


Figure 2-34 Active Travel Network- Faversham

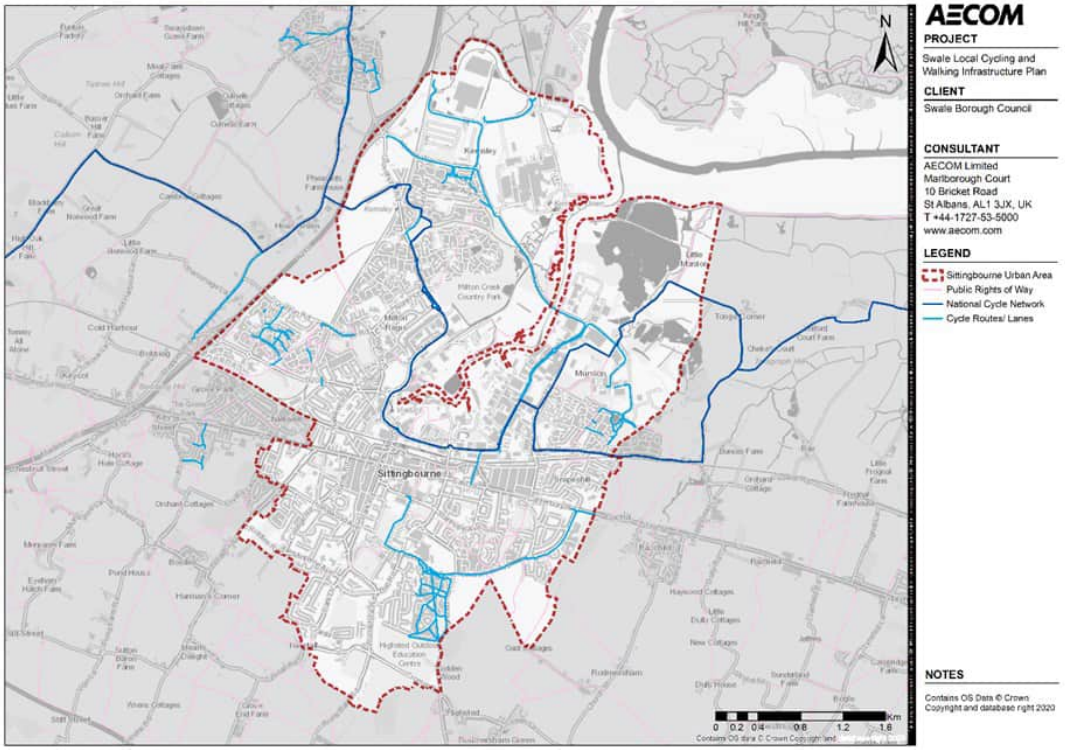


Figure 2-35 Active Travel Network- Sittingbourne

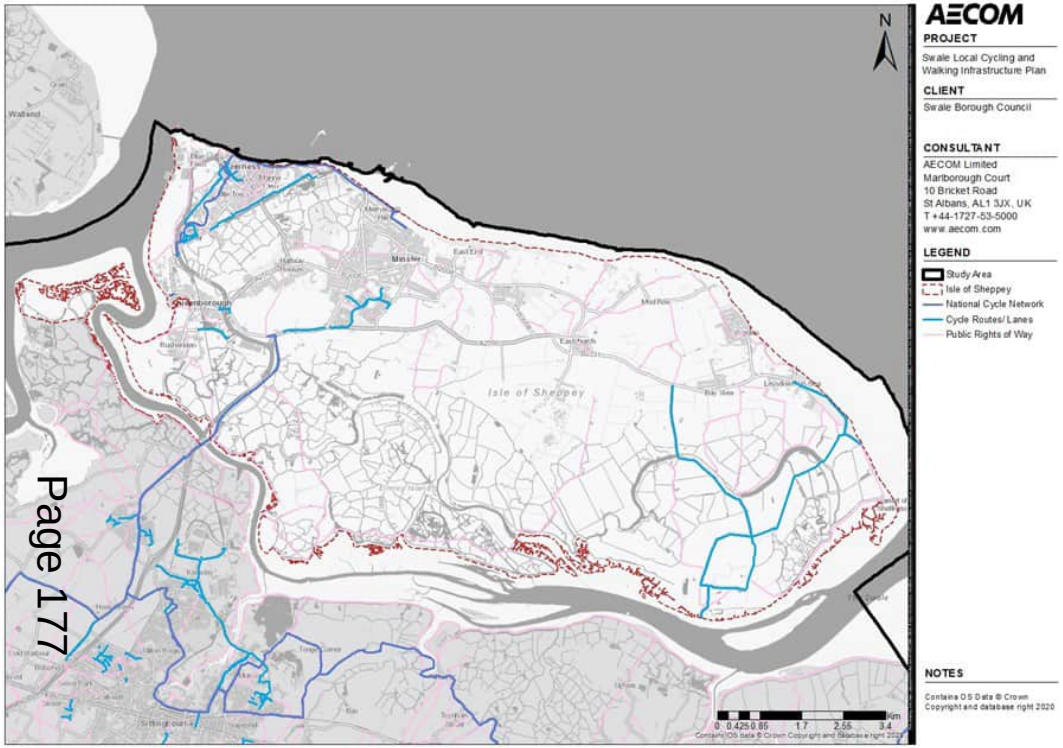


Figure 2-36 Active Travel Network- Isle of Sheppey

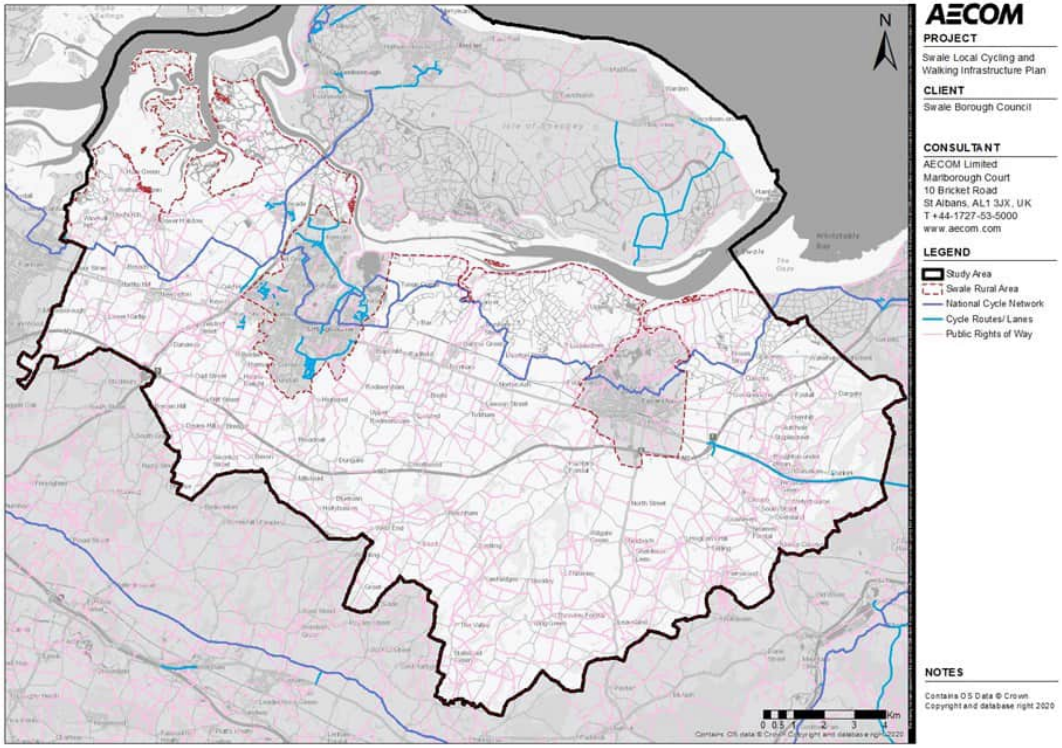


Figure 2-37 Active Travel Network- Rural Swale

Future Active Travel Network

Across Swale there are a number of active travel schemes which are proposed or committed. These schemes are considered within the LCWIP analysis as they will contribute to the wider active travel network.

The proposed active travel schemes, studies or audits which have been undertaken across Swale are as follows (also illustrated in Figure 2-38 to Figure 2-42):

- Walk Wheel Cycle Trust (formerly Sustrans) Sheppey Audit (June 2020) – proposals for 8 new route recommendations with complementary improvement measures and two town centre studies: Minster and Sheerness
- Faversham Town Audit (June 2020) – proposals for 6 new cycle routes and a town centre study on pedestrian and cycle improvements and traffic reduction in Faversham
- Parishes to Town Report (March 2023)
- Swale Cycling and Walking Framework Consultation (2018 – 2022)
- Active Travel 4 Proposals
- Kent Local Walking and Cycling Infrastructure Plan (in process)
- Faversham Local Walking and Cycling Infrastructure Plan (2022)
- Faversham to Teynham Quietway (Feasibility stage) – recommendations for a Quietway between Faversham and Teynham along NCN Route 1.

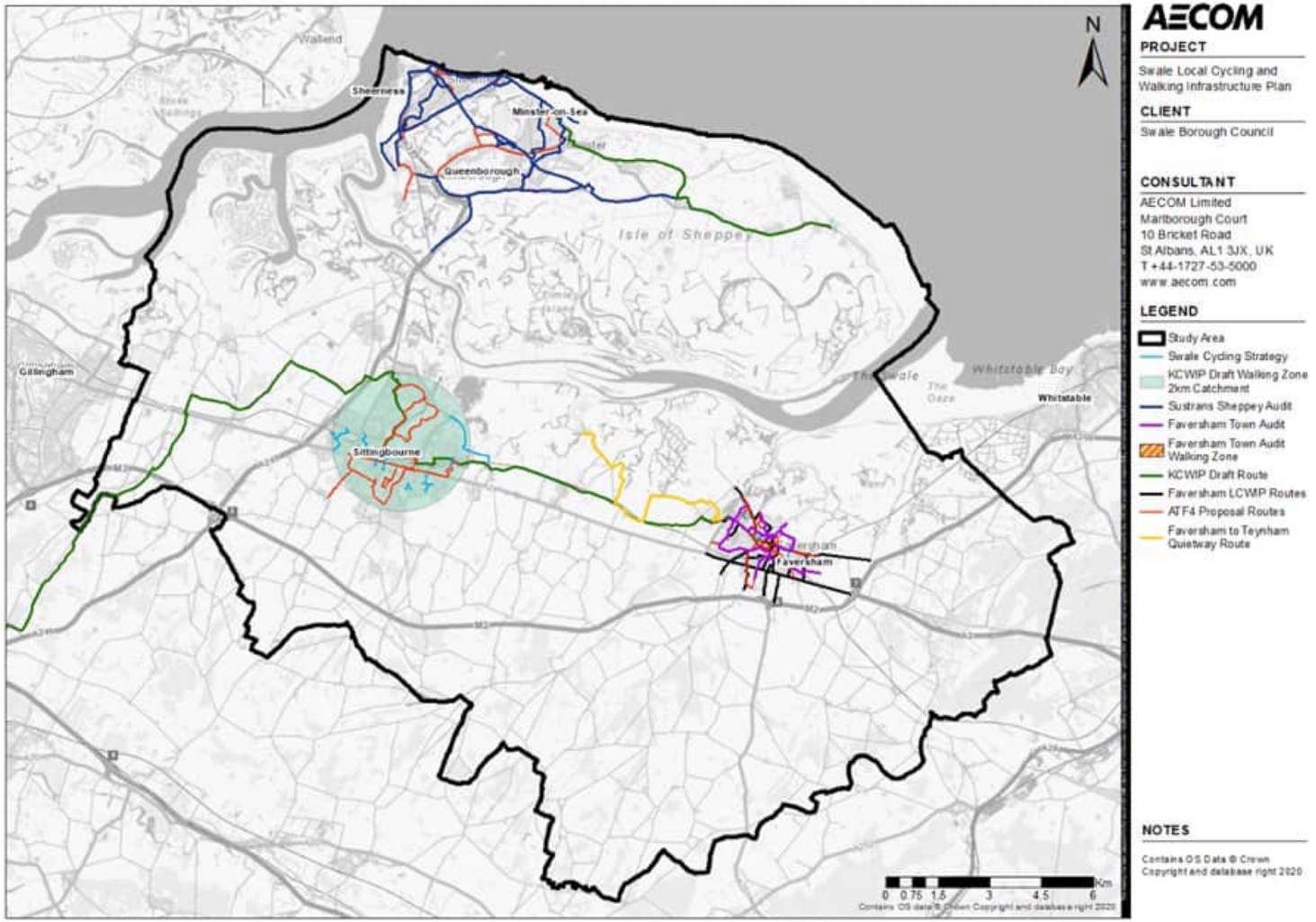


Figure 2-38 Proposed Active Travel Schemes Across Swale

The proposed active travel schemes are located within and around Faversham, Sittingbourne and the Isle of Sheppey. The KCWIP is focused on proposing inter-urban routes, which form crucial east-west connections in Swale, and a north-south route to

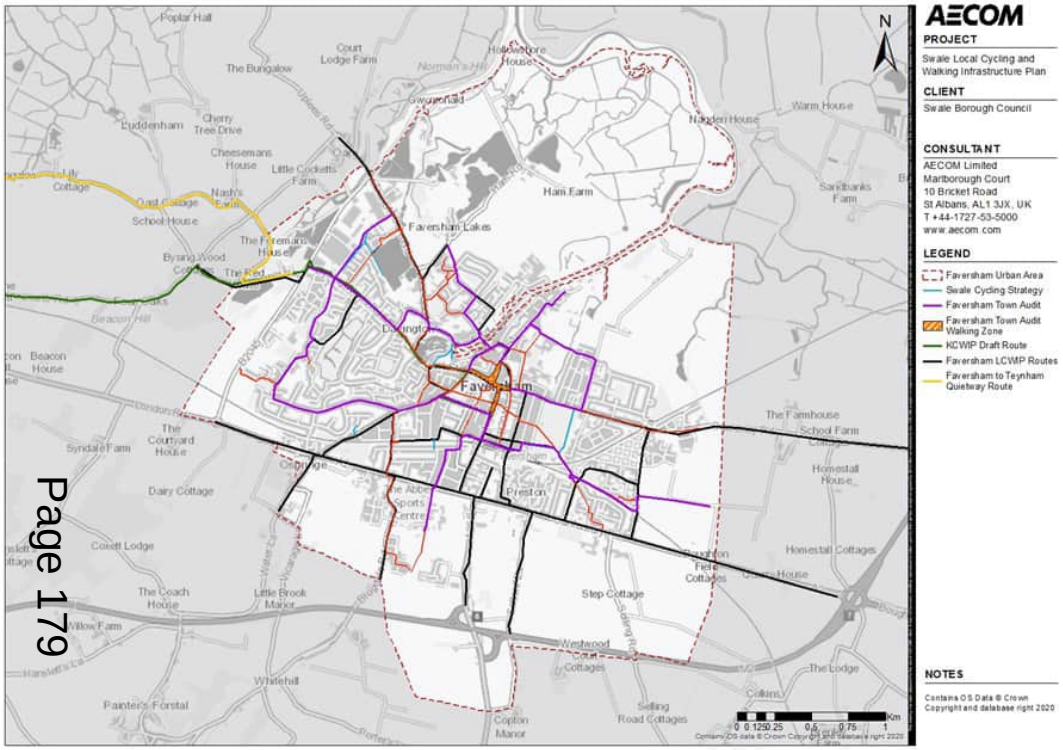


Figure 2-39 Future Active Travel Network- Faversham

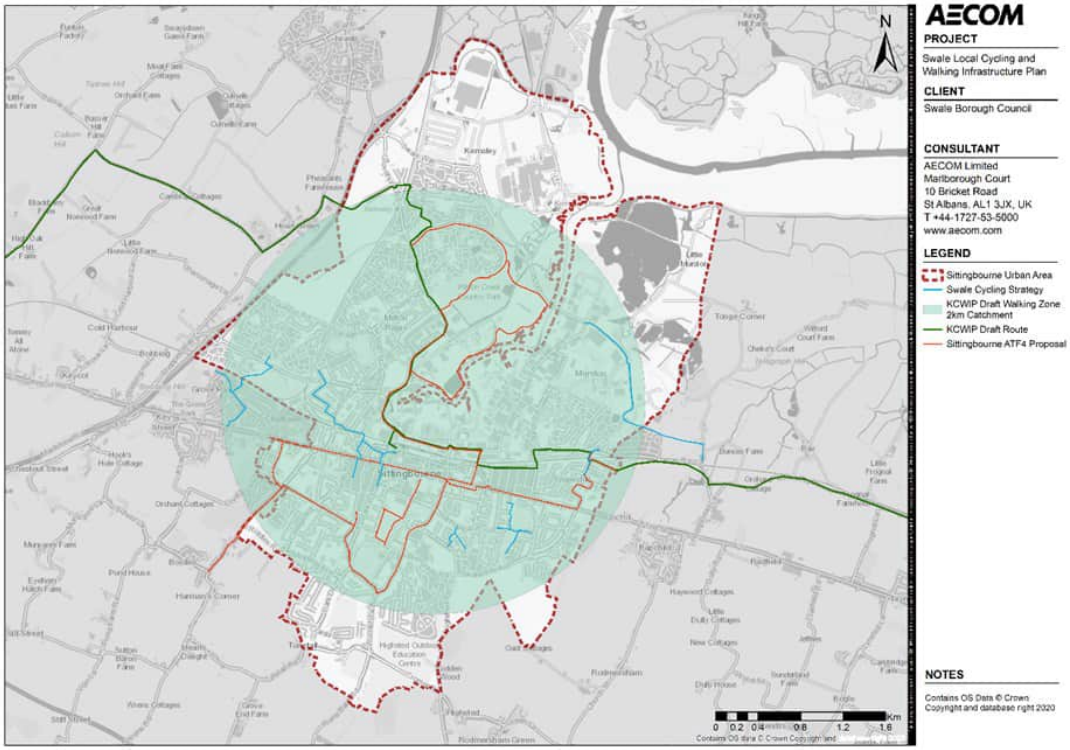


Figure 2-40 Future Active Travel Network- Sittingbourne

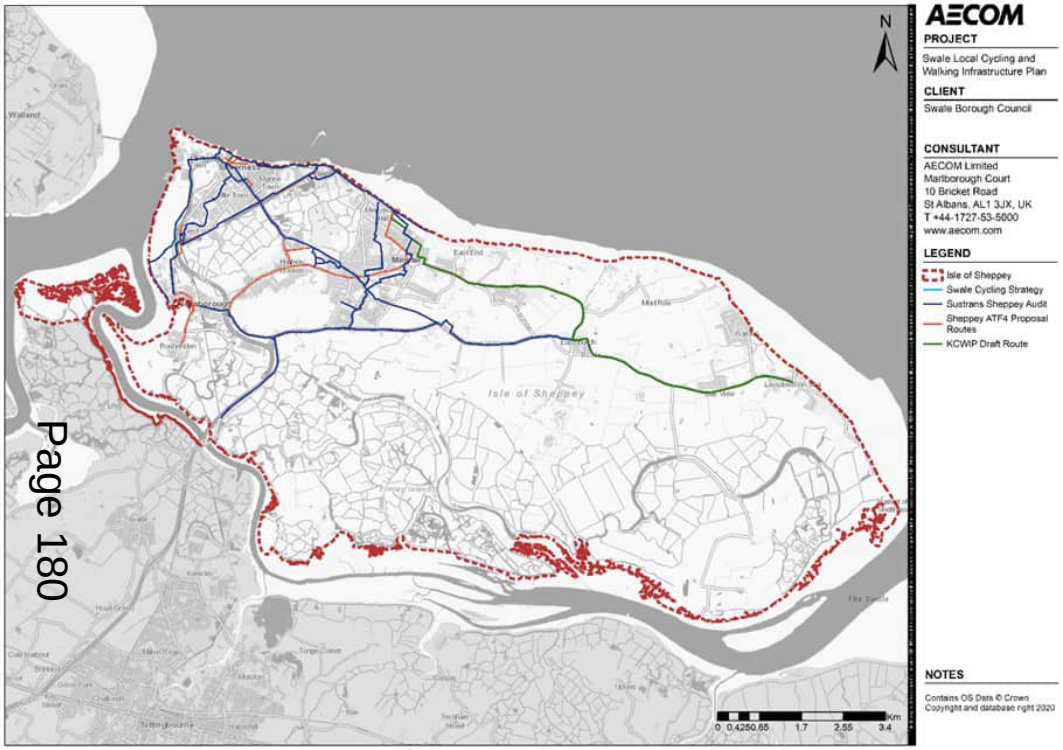


Figure 2-41 Future Active Travel Network- Isle of Sheppey

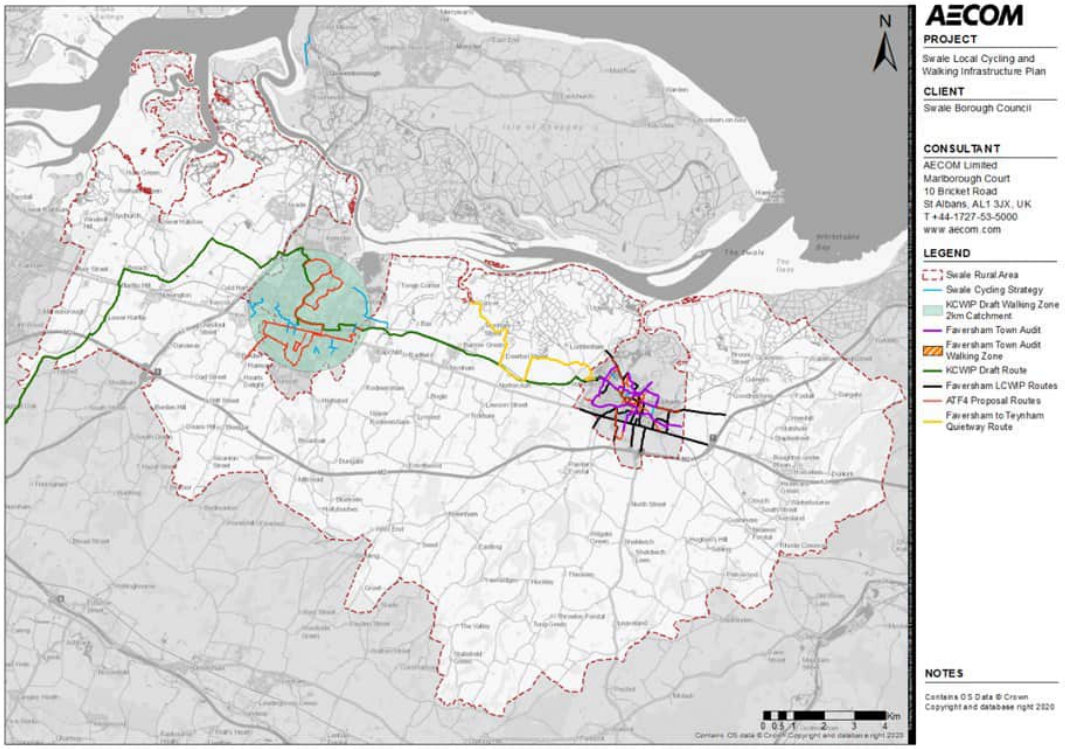


Figure 2-42 Future Active Travel Network- Rural Swale

Public Transport Network

The rail network across Swale is illustrated in Figure 2-43. The bus network, which forms key public transport infrastructure across rural areas is operated by a number of providers. Typically, bus stops are concentrated around urban areas, which generate more demand, and in rural areas the bus network is often more unreliable and infrequent. Kent's Bus Service Improvement Plan (BSIP) found that the frequency of bus services in rural areas was essentially non-existent after the evening peak commuting period.

Additional on-demand services exist in Swale which are directed at improving accessibility of the bus network. The Kent Karrier service operates across Kent, serving users who have a medical condition which makes travelling on public transport difficult, are aged over 85 or live in a rural area more than 500m from a bus route or railway station.

In 2021, Stagecoach announced a new bus route link for Swale, operating between Canterbury, Faversham, Sittingbourne and Maidstone. Buses run every 30 minutes and provide crucial inter-urban connections between Sittingbourne or Faversham to Maidstone and Canterbury in the absence of a direct train service.

Southeastern Railway and Thameslink operate the majority of passenger services across Swale, offering direct links from Sittingbourne and Faversham to St Pancras, Victoria and Charing Cross with 4 services per hour in the peak. The network runs east-west and north-south, connecting the Isle of Sheppey with the rest of Kent.

There are nine operational passenger rail stations in Swale, ranked in terms of their passenger numbers between April 2021 and March 2022 in Table 2-2. Across Kent, Sittingbourne is the eighth busiest station, while Swale station is the second least busiest.

At seven of the nine stations in Swale, there are cycle storage facilities (see Figure 2-44).

Table 2-2 Passenger Numbers for Stations across Swale

Rank	Station	Total Station Entries and Exits (2021- 2022)	Cycle Storage Facilities
1	Sittingbourne	1,659,200	98 sheltered stands without CCTV
2	Faversham	1,119,620	33 sheltered stands without CCTV
3	Sheerness-on-Sea	332,398	40 sheltered stands without CCTV
4	Kemsley	151,724	No cycle storage
5	Queenborough	149,976	12 sheltered stands without CCTV
6	Teynham	119,432	10 sheltered stands without CCTV
7	Newington	102,046	6 sheltered stands without CCTV
8	Selling	63,386	No cycle storage
9	Swale	10,154	No cycle storage

The station with the highest number of cycle storage spaces is Sittingbourne, which has 98 spaces, while Newington has the fewest cycle parking spaces (6). Swale station and Kemsley station do not have cycle storage facilities.

Figure 2-45 shows public transport accessibility in Swale, visually representing walking distances from rail stations and bus stops across Swale. Areas located 1 minute from the nearest rail station or bus stop are coloured red, those located between 1-5 minutes from the nearest station are coloured yellow, and those located 5-10

minutes away are coloured green. The map highlights that the areas with the highest public transport connectivity are in major urban centres, with Sittingbourne being the most significant. In Sittingbourne, Faversham, and Sheerness, there is a rail station or bus stop within a 5-minute walking distance throughout the majority of the urban areas. Additionally, good connectivity is observed along the A2 corridor, with frequent bus stops between Faversham and Sittingbourne.

Figure 2-46 illustrates the density of 10-minute walking isochrones (distances) from rail stations and bus stops. Sittingbourne stands out as having the most significant agglomeration of these 10-minute walking isochrones, indicating high levels of connectivity to public transport stops (overlapping isochrones mean that there are 2 or more bus or rail stops in the vicinity, therefore there are likely to be different bus/rail services and better public transport choice available).

In more rural areas of the Borough, there are still public transport stops, but there are fewer which have overlapping 10-minute walking isochrones. This indicates that although there are public transport stops across rural Swale, these are often isolated, which indicates an overall lower level of public transport accessibility in rural Swale. While there are other concentrations of 10-minute walking isochrones in the Borough, the density of stops is lower compared to Sittingbourne.

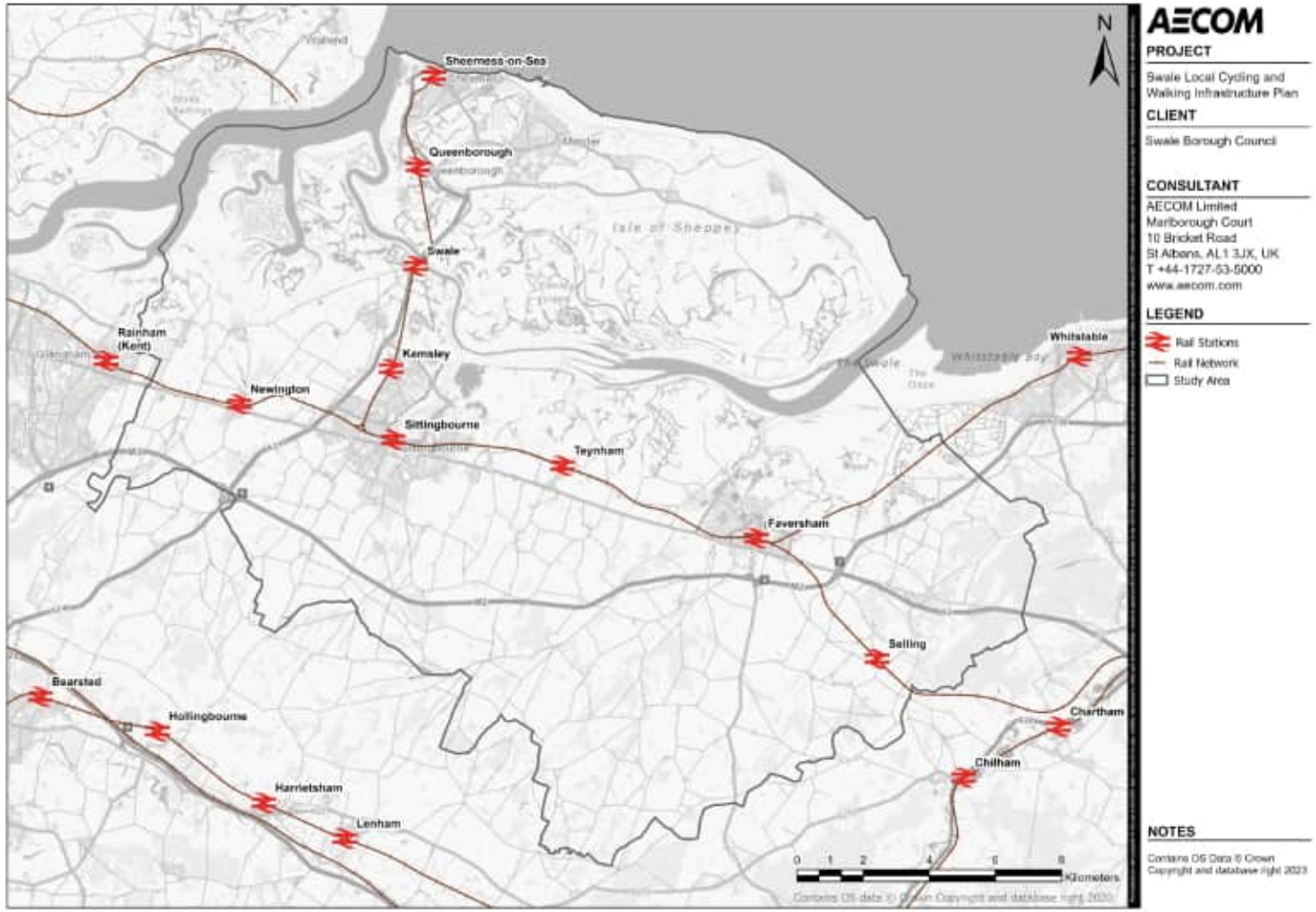
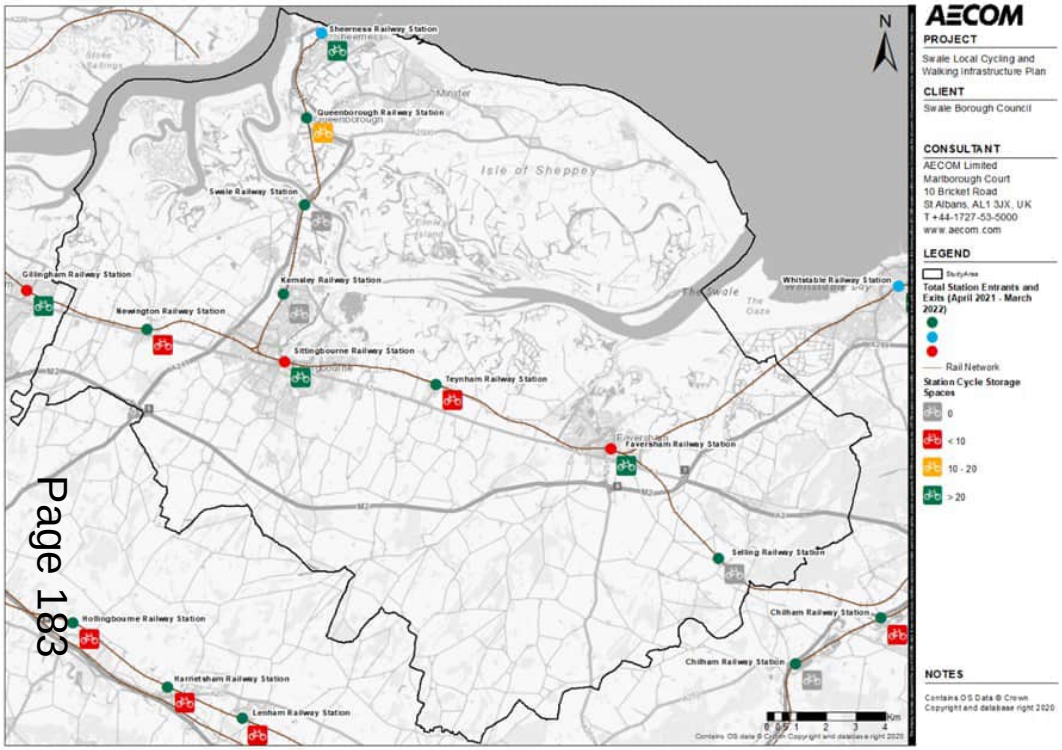
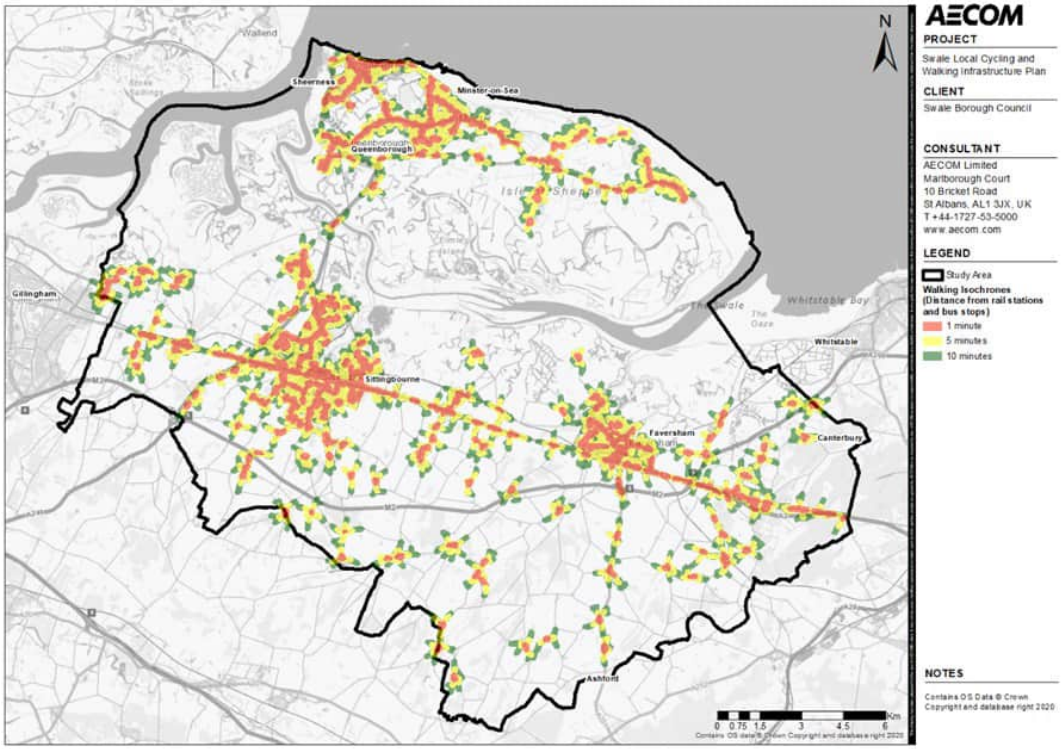


Figure 2-43 Rail Network Across Swale

These figures provide a visual representation of public transport accessibility in Swale, emphasising stronger connectivity in major urban centres like Sittingbourne and highlighting gaps in connectivity across rural areas.

Developing active travel infrastructure in such areas is crucial in improving first/last mile connectivity to public transport, providing better mode choice and reducing car dependency.

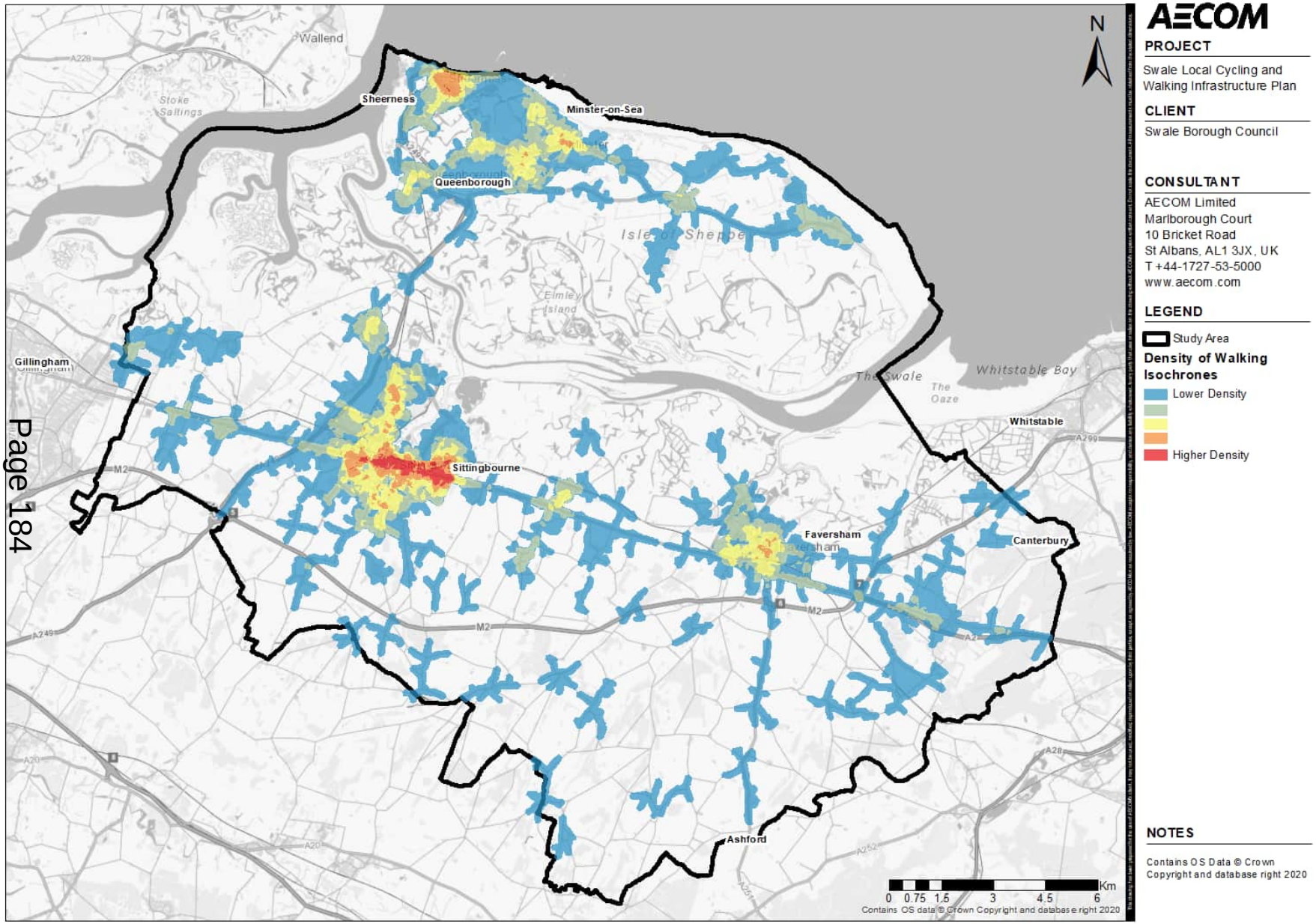




Page 183

Figure 2-44 Cycle Storage Facilities and Station Entries and Exits Across Swale

Figure 2-45: Walking Distance from Rail Stations and Bus Stops



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

Study Area

Density of Walking Isochrones

Lower Density

Higher Density

NOTES

Contains OS Data © Crown Copyright and database right 2020

Figure 2-46: Public Transport Accessibility (Walking Distance from Rail Stations and Bus Stops)

Highway Network

Kent is a major confluence of road traffic, with connections into London and to continental Europe. Swale's geographic location means it is situated in between several strategic routes. As Figure 2-47 illustrates, the M2, which connects Kent into London is situated to the south of Swale. Additionally, the A2 connects London with Dover, and connects Faversham with Sittingbourne.

A study carried out by The AA Charitable Trust [7] found that 71% of fatal crashes involving young drivers occurred on rural roads. Of the top 10 most dangerous rural roads for young drivers, three of these were located in Kent, two of which were the A2 (ranked second) and the A249 (ranked ninth). This indicates that Swale is bounded north-south and east-west by some of the most dangerous rural roads, which are key indicators of community severance.

The collision data was collected during the period November 2019 to October 2022 and can be seen in Figure 2-48 to Figure 2-52. This period includes the COVID-19 pandemic and associated lockdowns, when traffic volumes were lower and vehicle speeds may have been higher, which is worth bearing in mind when interpreting the data. These figures illustrate collisions with vulnerable road users (VRUs) – which are classified as pedestrians and cyclists. As expected, there are significant incident hotspots on the A2 and A249. Whilst

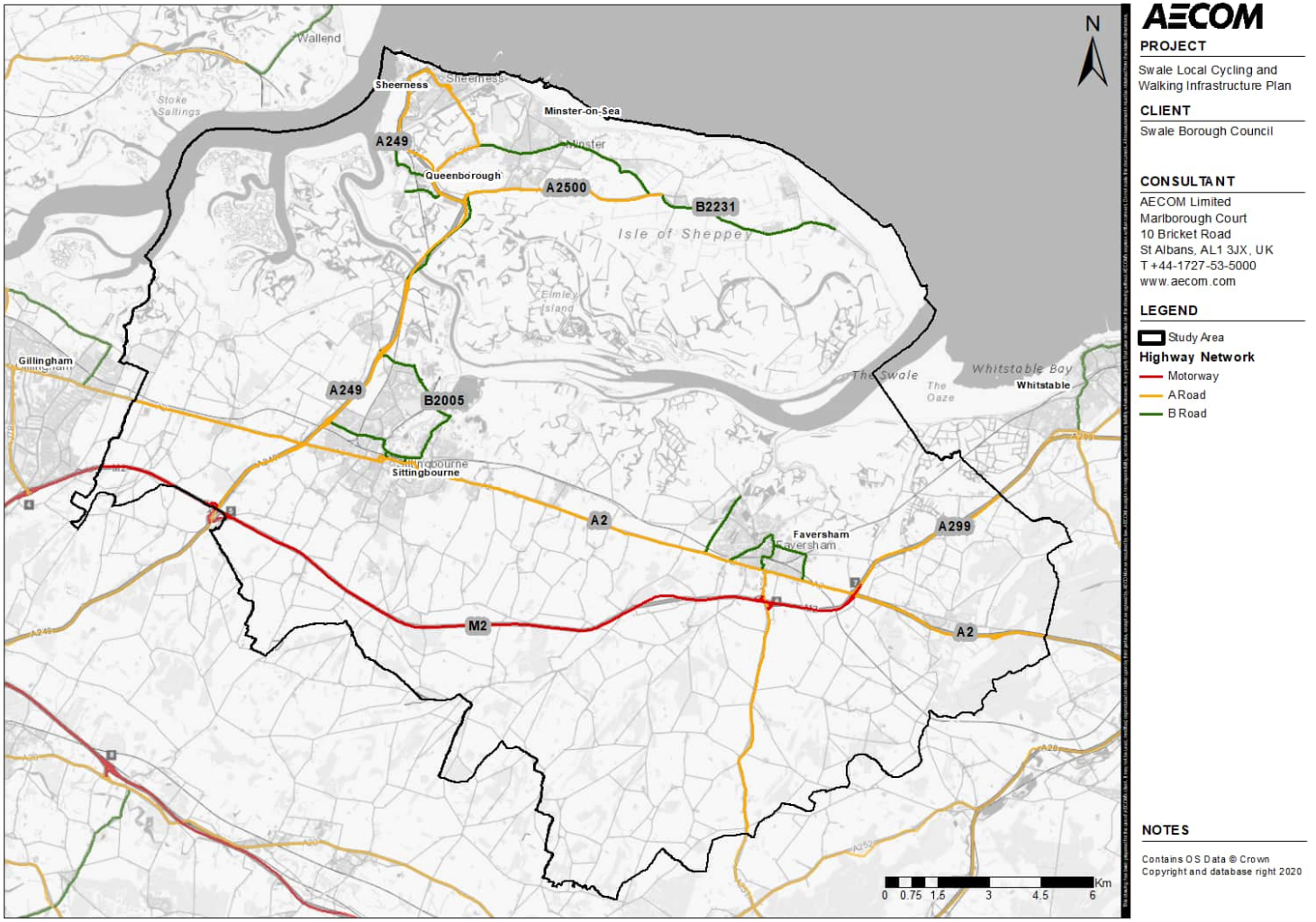


Figure 2-47 Highway Network Across Swale

the incidents largely follow major roads, there is also a number of incidents on rural roads (which are not classified in the below Figures). Notably, accident hotspots do not tend to occur in urban centres, but rather along major roads or junctions with major roads.

During the period assessed, there were 144 incidents involving VRUs, of these, two were fatal, 37 were serious and 105 were slight.

[7] https://www.theaa.com/about-us/newsroom/rural-roads

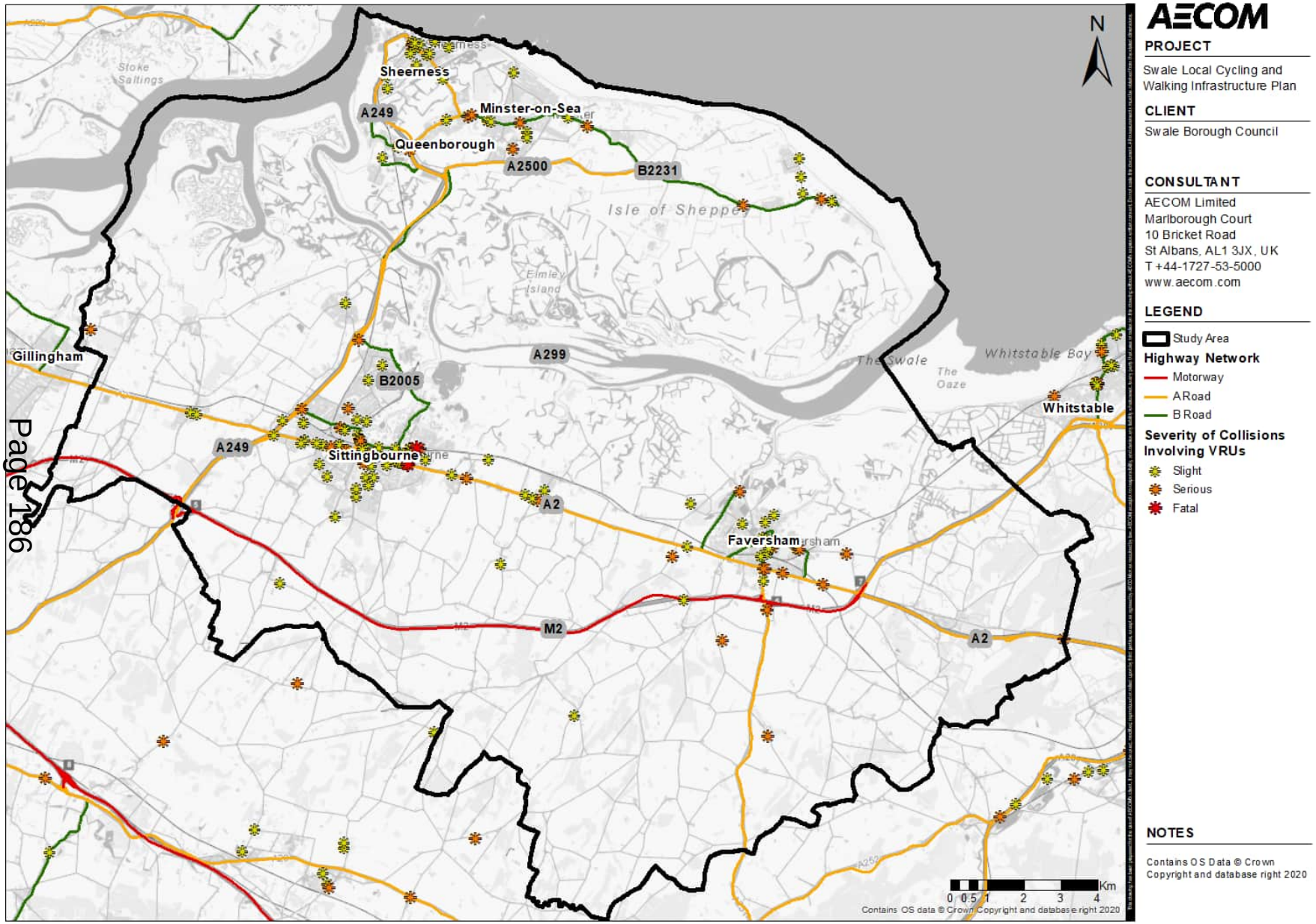


Figure 2-48 Highway Network and Collisions Involving Vulnerable Road Users Across Swale

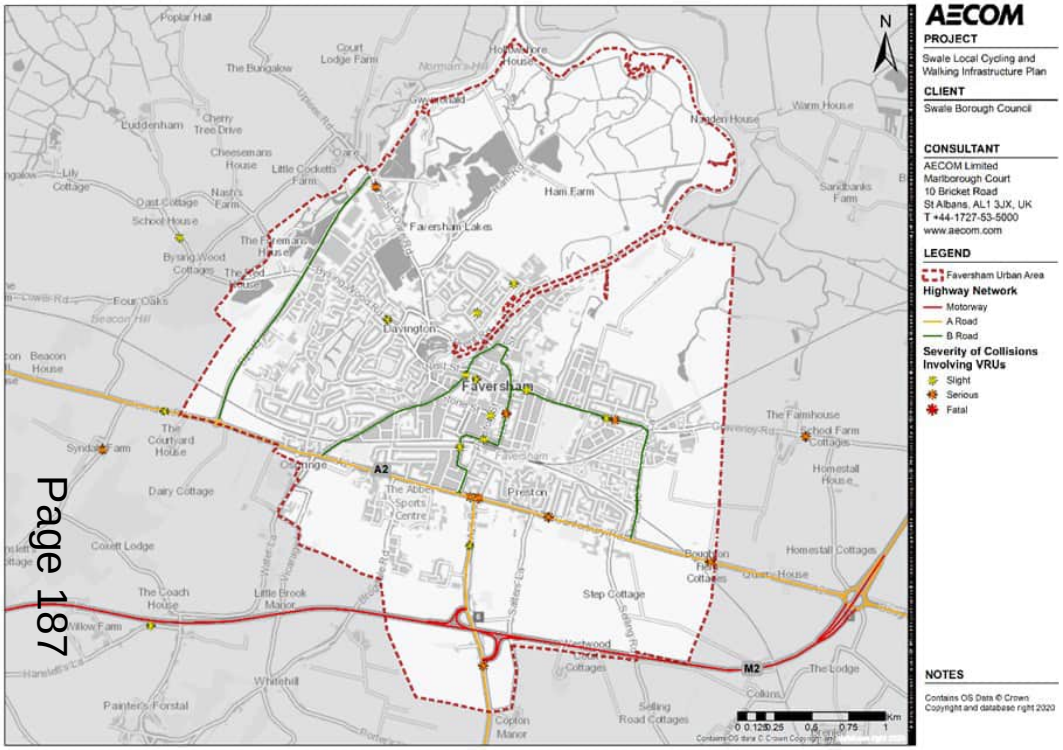


Figure 2-49 Collisions with Vulnerable Road Users - Faversham

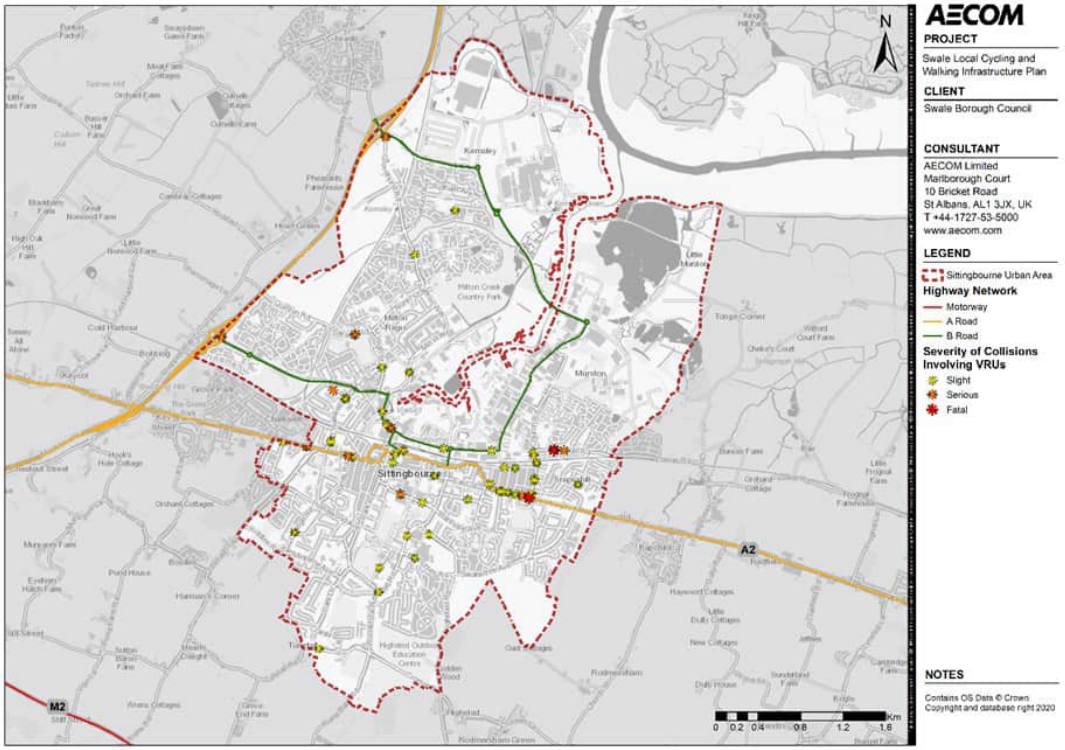


Figure 2-50 Collisions with Vulnerable Road Users - Sittingbourne

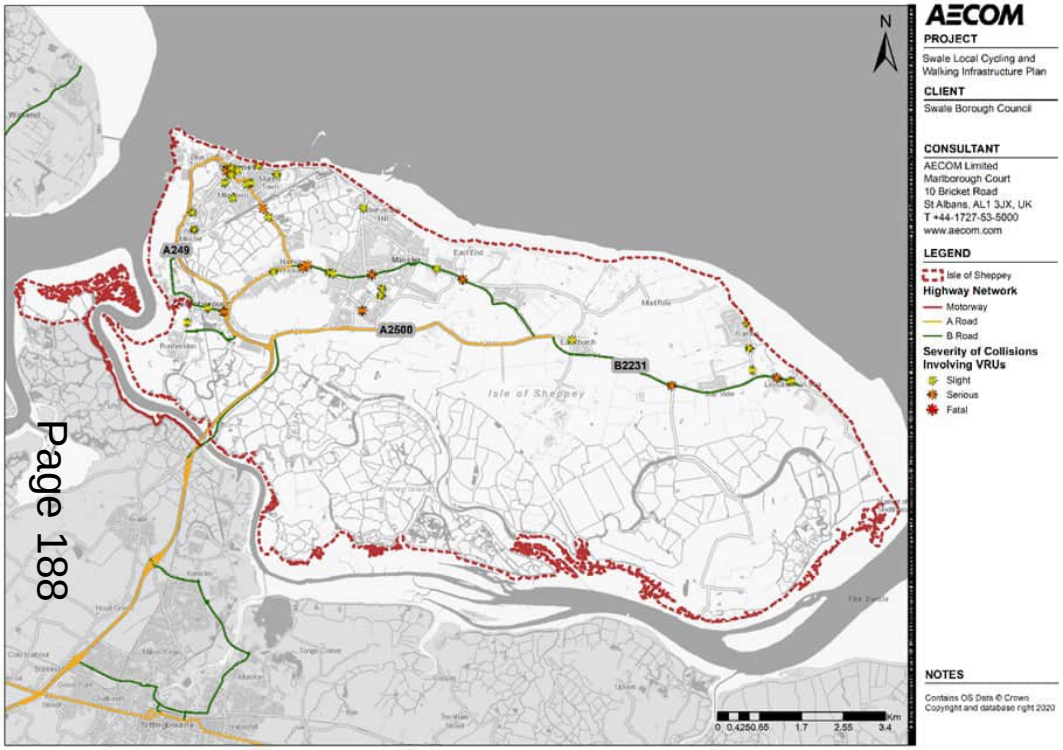


Figure 2-51 Collisions with Vulnerable Road Users - Isle of Sheppey

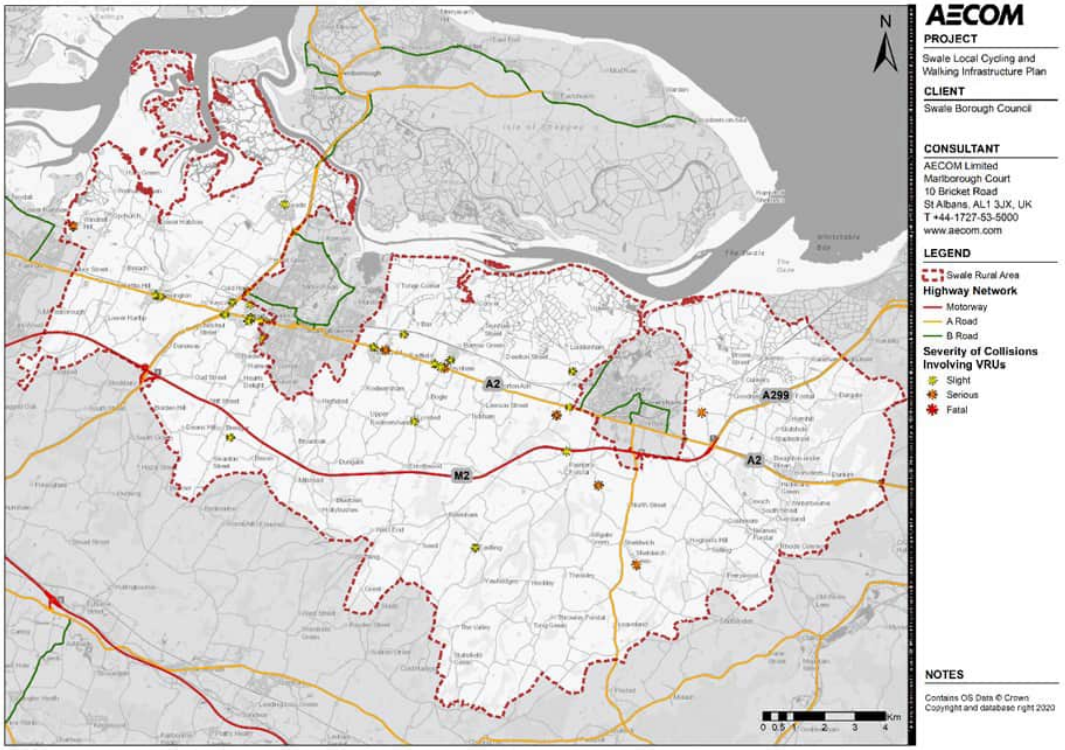


Figure 2-52 Collisions with Vulnerable Road Users - Rural Swale

Travel Patterns

Travel to Work

Data on the mode of travel to work, between the place of residence (origin) and the place of work (destination) of people across the UK, was collected as part of the 2011 and 2021 Censuses. This provides the most detailed journey pattern data currently available in the study area. These datasets were used to assess both mode split for travel to work and commuting travel patterns between an origin and destination across Kent.

The coronavirus (COVID-19) pandemic has led to major changes in commuter travel patterns across the UK and the latest (2021) Census was undertaken during the pandemic. The commuter travel pattern changes that occurred during COVID-19 restrictions have had long lasting effects and therefore 2021 Census has been included in this analysis with a caveat that commuting trips were heavily affected by travel restrictions during the time of survey.

Mode Split (Travel to Work)

Across Kent and nationally, 62.6% of employees travel to work in a car or a van. Across Kent, Swale has the highest proportion of employees who travel to work in a car or van. (66.7%). A full breakdown of the journey to work mode split data can be seen in Table 2-3. When comparing the method of travel to work in Swale to Kent overall, the percentage share of cycling is higher, and those walking to work is approximately the same percentage share.

Figure 2-53 illustrates the commuting flows between districts in Kent. There are a lot of cross-district flows from Swale to Medway, with slightly fewer flows from Swale to Maidstone and to Canterbury, indicating cross-border desire lines from Swale. It is worth noting that this Figure does not include internal commuting flows, which on average across Kent make up 64.4% of all commuting flows.

Table 2-3 Method of Travel to Work in Swale

Mode	Swale - 2011	Kent - 2011	Swale - 2021	Kent - 2021
Work mainly at or from home	10.8%	11.2%	25.4%	31.1%
Rail	6.9%	9.2%	3.3%	3.7%
Bus	1.9%	3.7%	0.7%	2.1%
Private vehicle	67.9%	62.6%	60.0%	53.2%
Cycle	2.1%	1.7%	1.4%	1.2%
Walk	10.1%	10.0%	8.3%	7.8%
Other	0.4%	0.2%	1.0%	1.0%

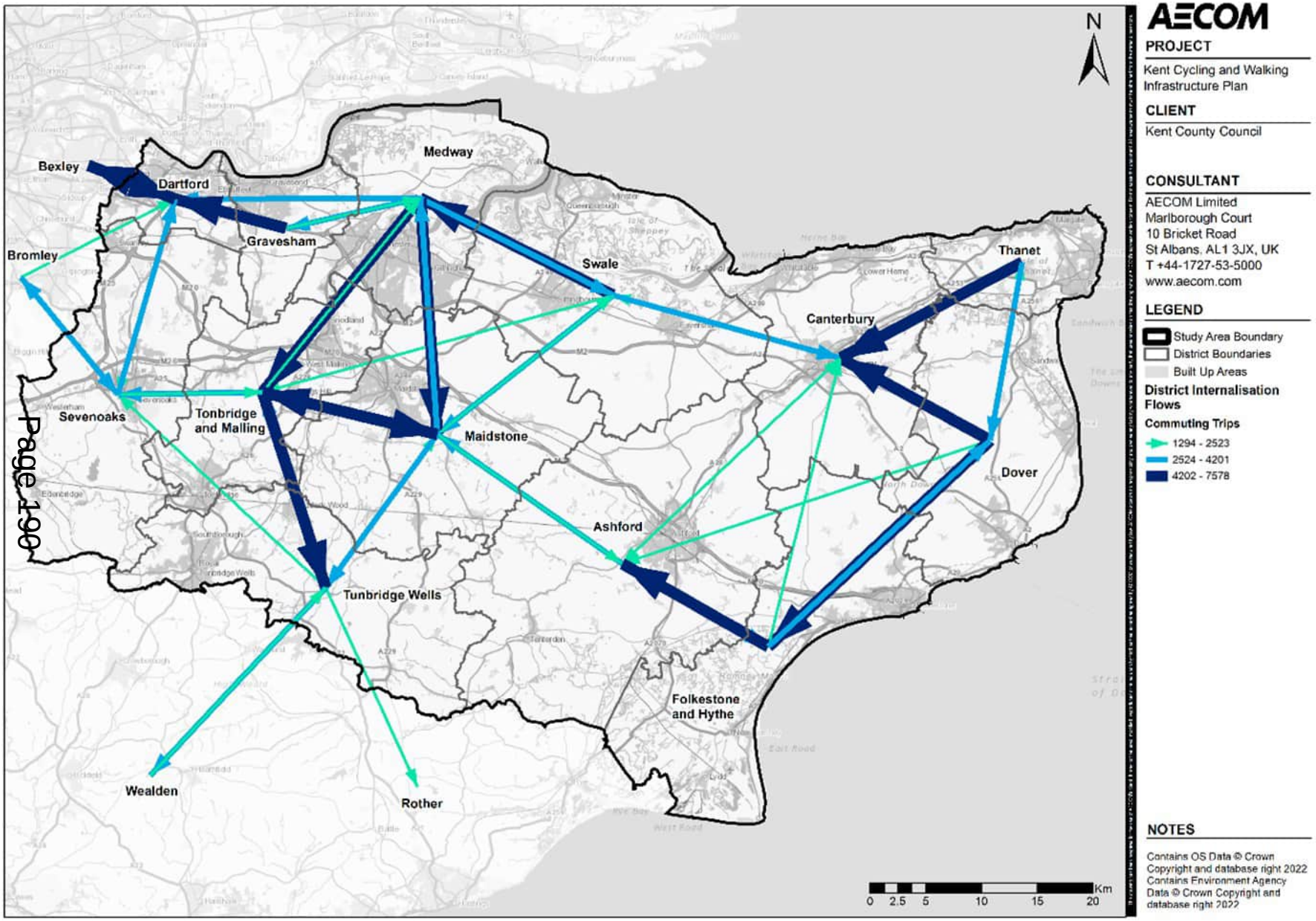


Figure 2-53 Origin and Destination Travel Patterns

Travel to School

It is crucial that well-connected, safe and accessible active travel routes to schools are considered where possible in order to encourage mode shift to and from schools. The location of schools and the pupils' numbers of each school can be seen in Figure 2-54.

Figure 2-55 also illustrates walking distances from schools and the existing cycle network to indicate the limited cycling provision in and around the schools in Swale.

The urban areas of the Sheppey Towns, Sittingbourne, and Faversham have the highest number of pupils. The large schools in Sheppey have limited cycle connectivity with some local cycle routes and lanes connecting smaller schools in Sheerness.

Sittingbourne has the greatest number of pupils, with some schools near the National Cycle Network (NCN) route 1. There is extremely limited cycle provision south of the A2 where the majority of pupils attend schools in Sittingbourne.

There are two large schools in Faversham, one of which lies on the NCN 1 route 1, providing pupils with an east-west route through Faversham. There are also two large schools on the Isle of Sheppey: Leigh Academy in Minster (1,150 pupils) and EKC in Sheerness (750 pupils).

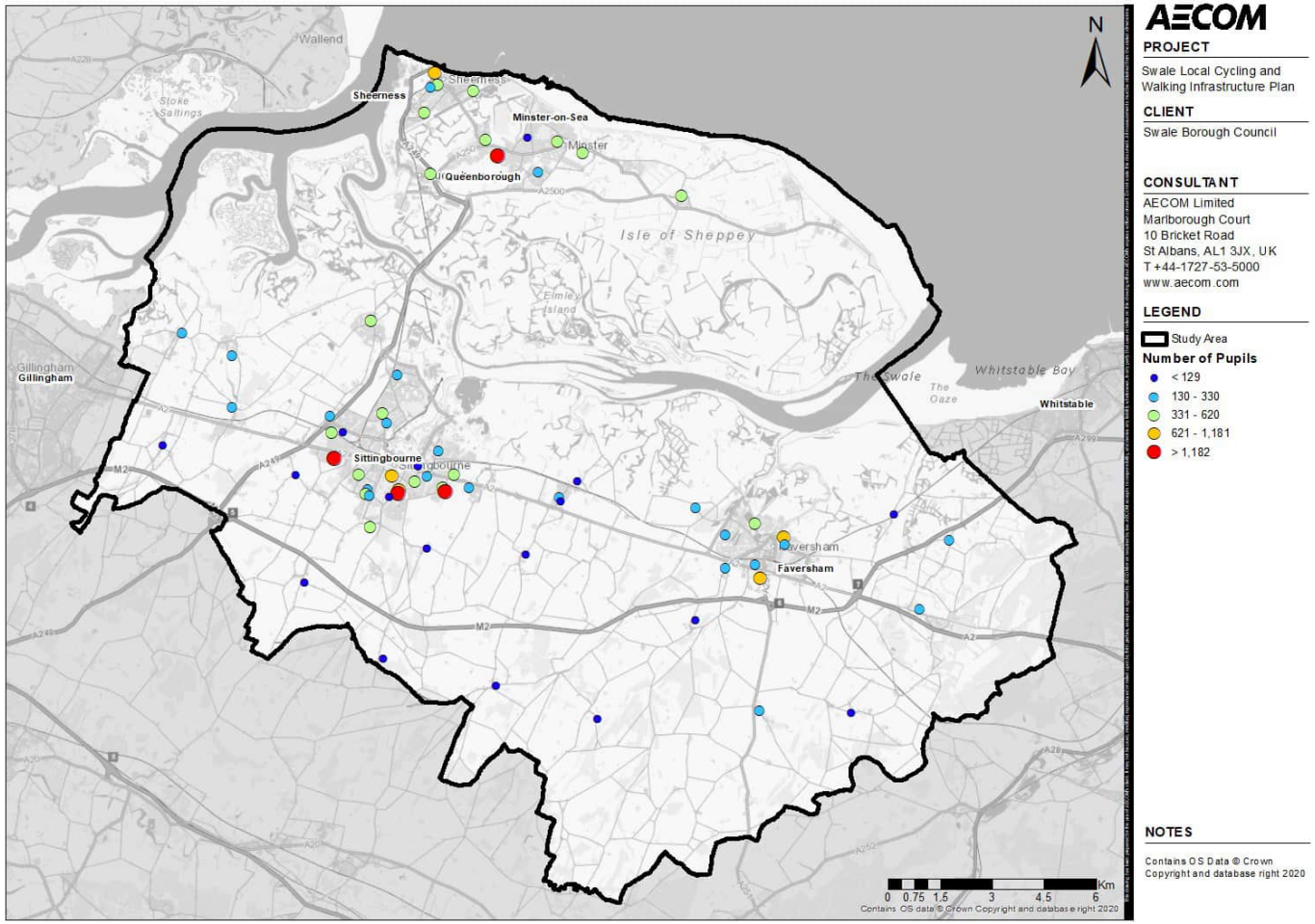


Figure 2-54 Education Sites Across Swale

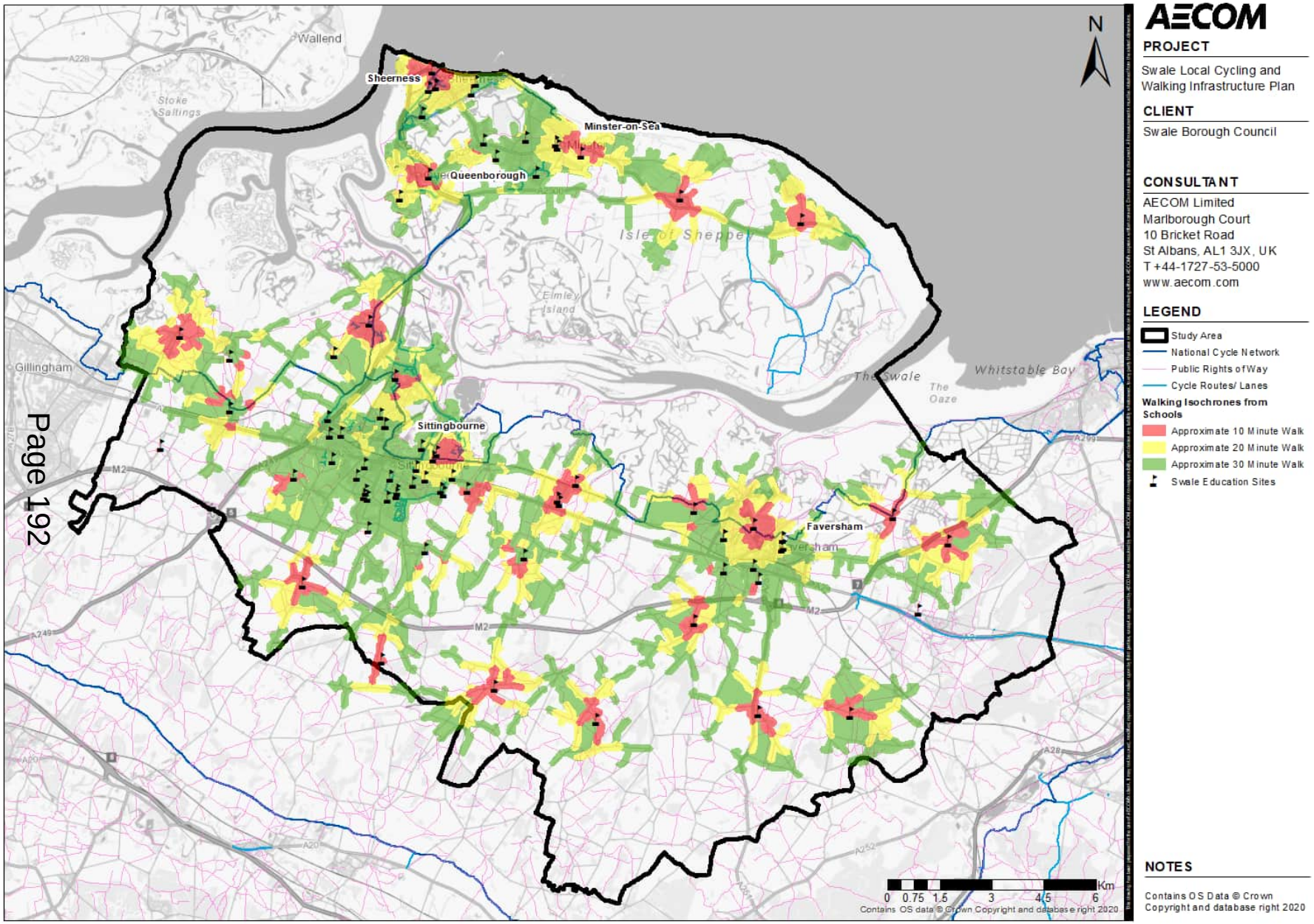


Figure 2-55: Walking Distances from Swale Education Sites

Tourism

Tourism is an increasingly important facet of Swale's economy, with the visitor economy value estimated to be £173,481,000, and tourism-related employment accounting for 8% of all employment in Swale [8]. Table 2-4 illustrates the total tourism numbers by trip type. It can be seen that holidays comprise the majority of tourism trips to Swale, followed by visits to friends and relatives.

Table 2-4 Volume of Tourism by Trip Type Across Swale

Trip Purpose	Trips		Nights		Spend	
	Total	% Share	Total	% Share	Total	% Share
Holiday	139,400	54%	642,200	61%	29,452,600	75%
Visits to Friends and Relatives	110,800	43%	374,000	36%	6,701,300	17%
Other	6,000	2%	28,100	3%	2,378,000	6%
Business	2,000	1%	6,700	1%	744,100	2%
Total	**258,200**	**100%**	**1,051,000**	**100%**	**39,276,000**	**100%**

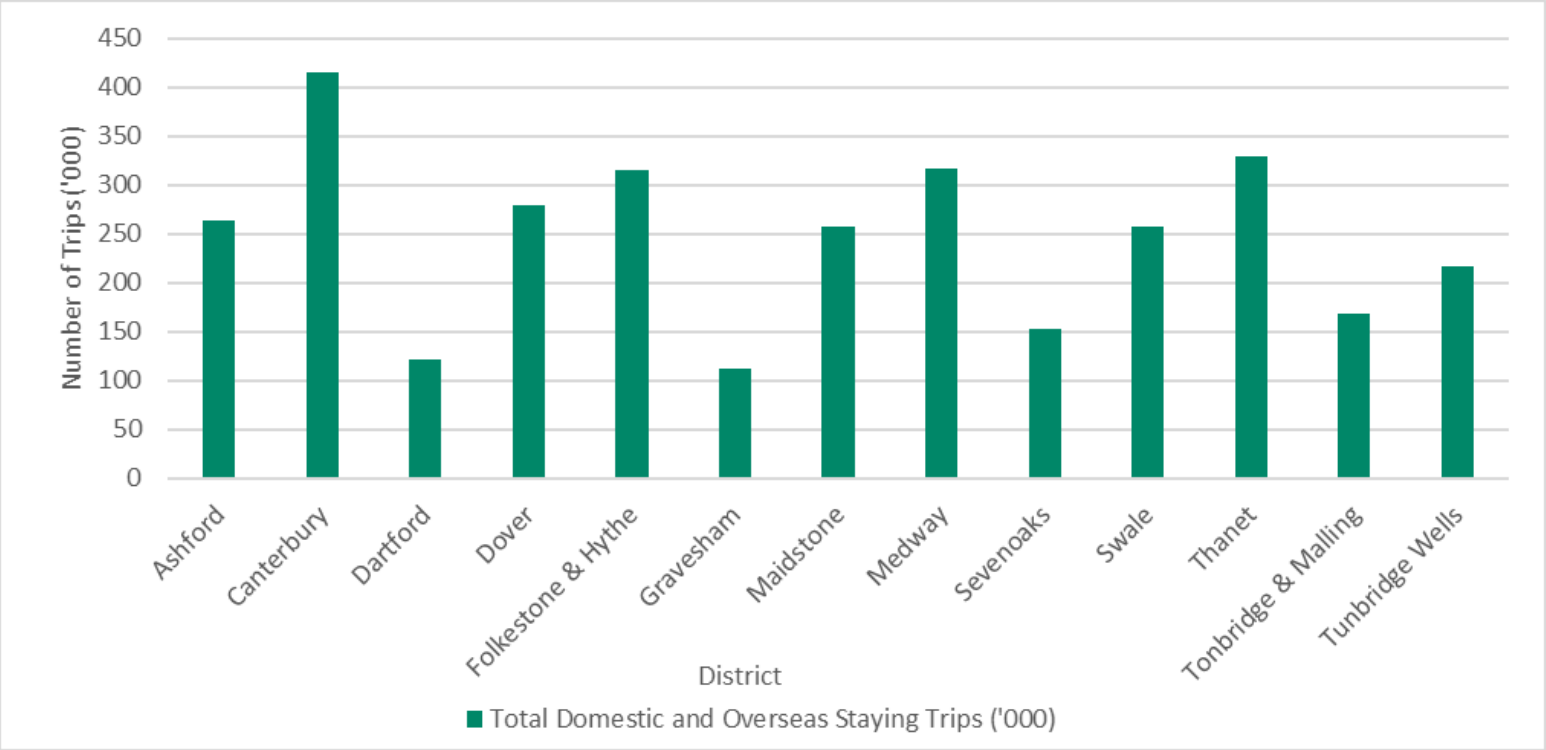


Figure 2-56 Total Domestic and Overseas Trips per District

[8] https://www.swalemeansbusiness.co.uk/__data/assets/pdf_file/0008/437264/Economic-Impact-of-Tourism-Swale-Report-2021.pdf

Perceptions of Existing Facilities

There were two key sources of information gathered to understand the perception of walking and cycling facilities across Swale: 'Widen my Path' and 'Your Everyday Trips'. These two sources of information are assessed in more detail below. 'Widen my Path' is an online open data portal through which one can leave feedback on the walking and cycling infrastructure. The 'Your Everyday Trips' survey was undertaken in summer 2022 by Visit Swale to better understand active travel patterns and barriers to walking or cycling.

As Figure 2-57 illustrates, there is a large number of 'Widen my Path' comments across Swale, largely concentrated in and around Faversham and Sittingbourne and to the north-west of the Isle of Sheppey. In total, 314 comments were received (as of 11/10/2023) and comments were classified into three categories: track, closure and cycleways. 115 comments were received in relation to tracks (wider footpaths and pavements), 52 in relation to closures (traffic filters to prevent things such as rat-running) and 147 in relation to cycleways (creating space on roads and junctions, segregated from vehicles). These can be seen in more detail in Figure 2-60. These comments have been considered at the stage of developing the interventions for the proposed routes.

The 'Your Everyday Trips' survey was another source of information to better understand perceptions of existing facilities across Swale. Respondents were asked about their access to various travel modes, whether they use a car for their typical everyday trips, and if so, whether they would consider making this trip using active modes. Respondents were also asked what they consider barriers to carrying out their everyday trips by walking, cycling or wheeling.

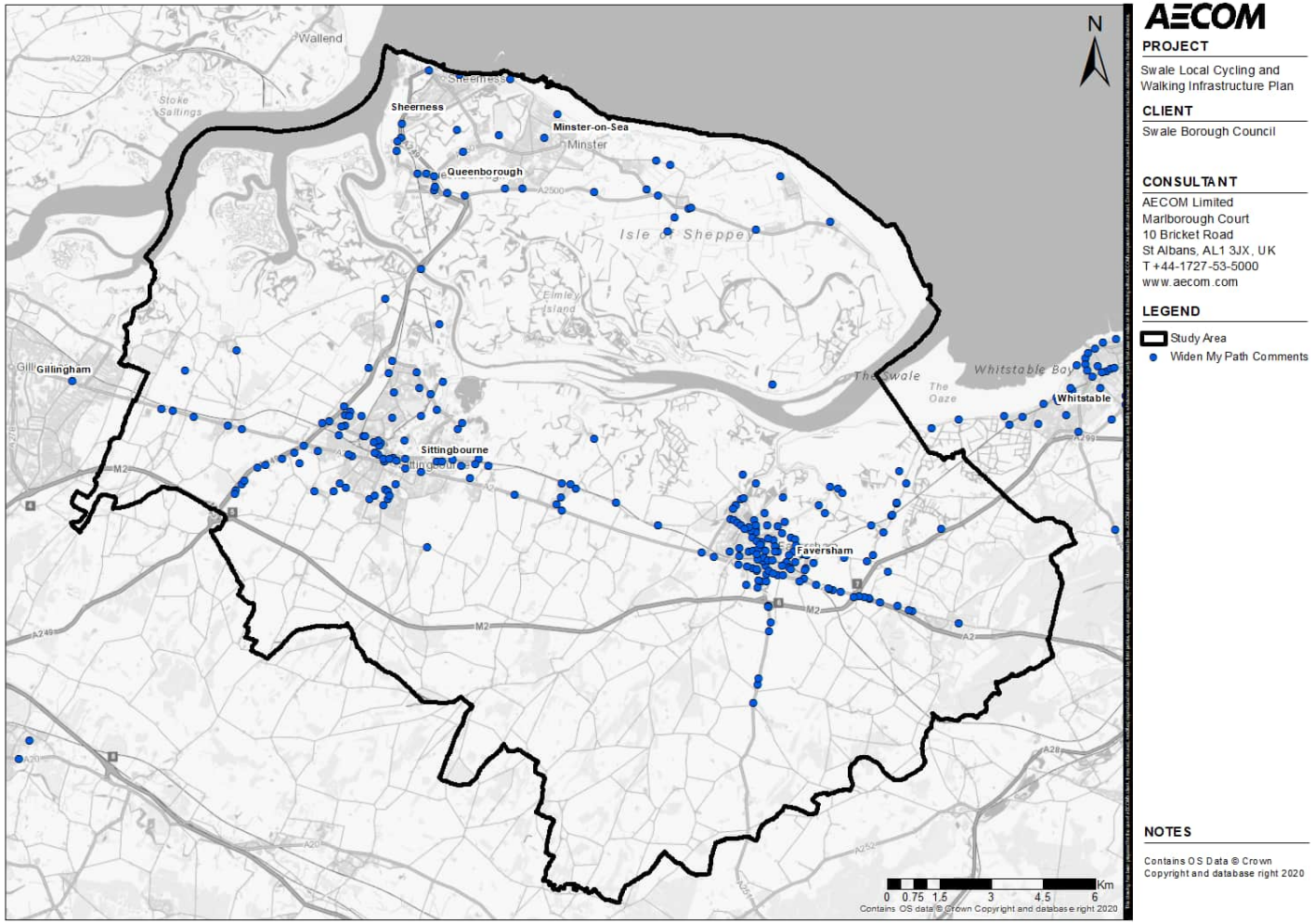


Figure 2-57 Location of 'Widen my Path' Comments Across Swale

Figure 2-58 to Figure 2-60 illustrate the responses received to the survey in more detail. Notably, the vast majority of respondents primarily had access to a car or van, which suggests private car users are over-represented in this survey, and only 16% of respondents reported that they would use active modes for their everyday journey. The reasons for this are provided in Figure 2-60, which includes reasons such as their trips being too far to walking or cycle, or safety concerns.

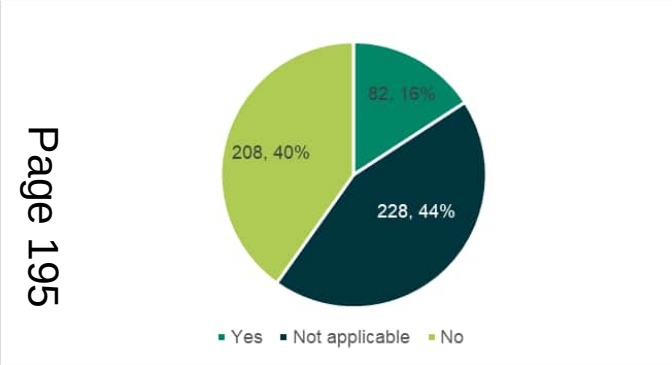


Figure 2-59 'Your Everyday Trips': Number of respondents who use a car for their everyday trip, and would consider doing it by walking, wheeling or cycling

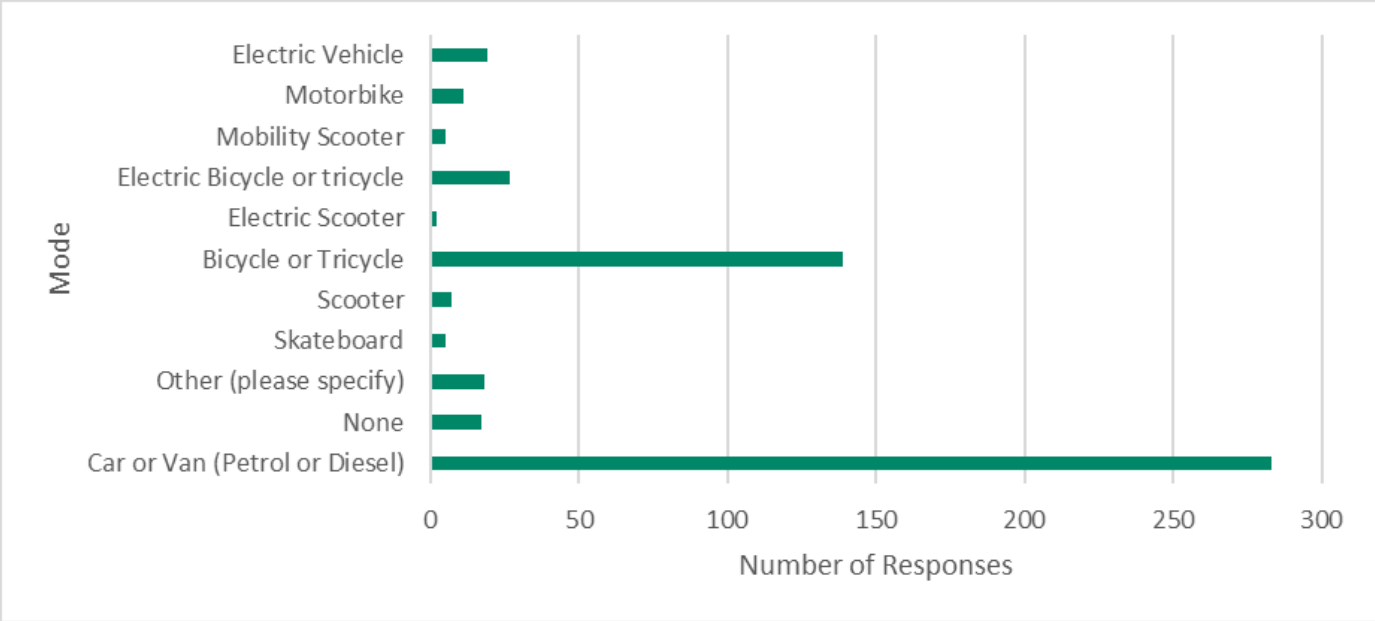


Figure 2-58 'Your Everyday Trips': Respondents' Access to Travel Modes

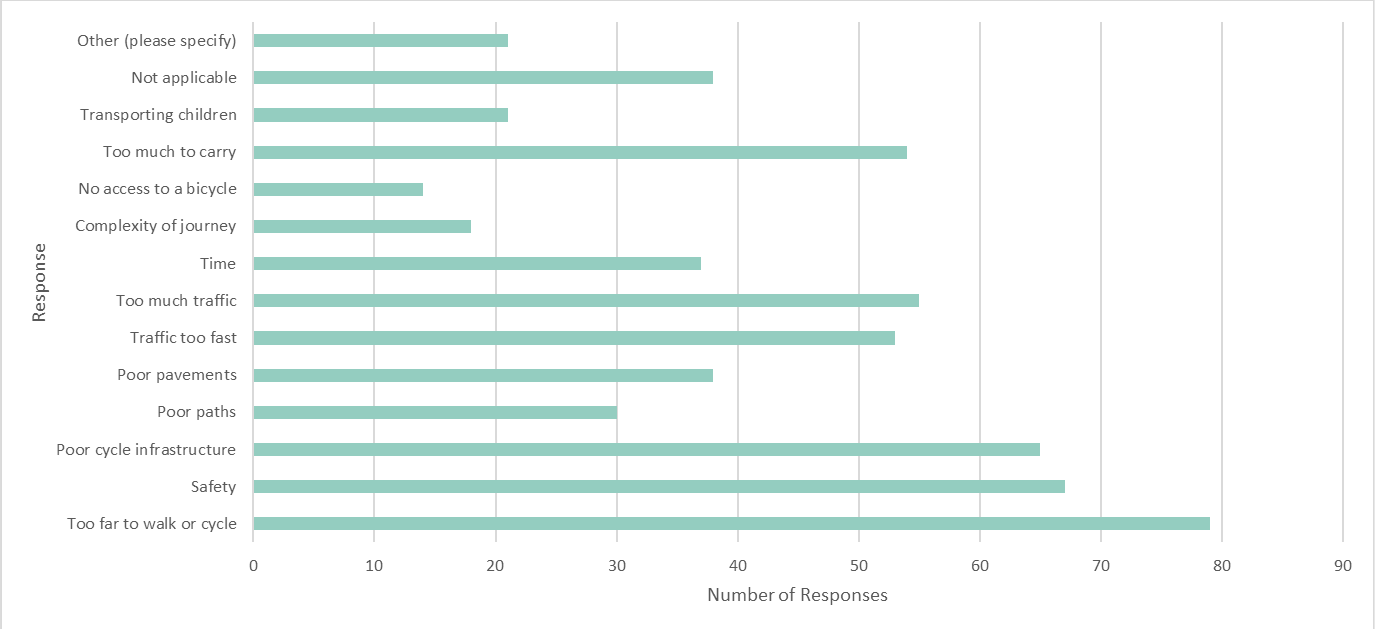


Figure 2-60 'Your Everyday Trips': Barriers to carrying out walking, cycling and wheeling

Active Travel Flows and Demand

Strava Metro Data

Strava Metro data has been obtained to identify key origin and destination patterns for active travel across Swale. The data is from GPS information that is available when users track their physical activity on Strava application. It is then aggregated and displayed as origins and destinations.

It is worth noting that this sample size is potentially relatively small. Exercise trips or longer distance commuting journeys are more likely to be recorded on Strava than general utility and day-to-day journeys, therefore this analysis should be used in conjunction with other active travel demand data as an indication of flows across Swale.

Data has been obtained for walking and cycling origins and destinations (as shown in Figure 2-61 to Figure 2-64). It can be seen that for both walking and cycling, key origins and destinations concentrate around Sittingbourne, Faversham and the villages of Minster-on-Sea, Sheerness and Queenborough on the Isle of Sheppey. Across all figures, the cycling destinations indicate the most variance in spatial location, with a number of trips being located across rural Swale.

Figure 2-61 highlights the most frequent routings of cyclists across Swale. STRAVA Heatmap does not provide actual user counts and should therefore only be used as an indic-

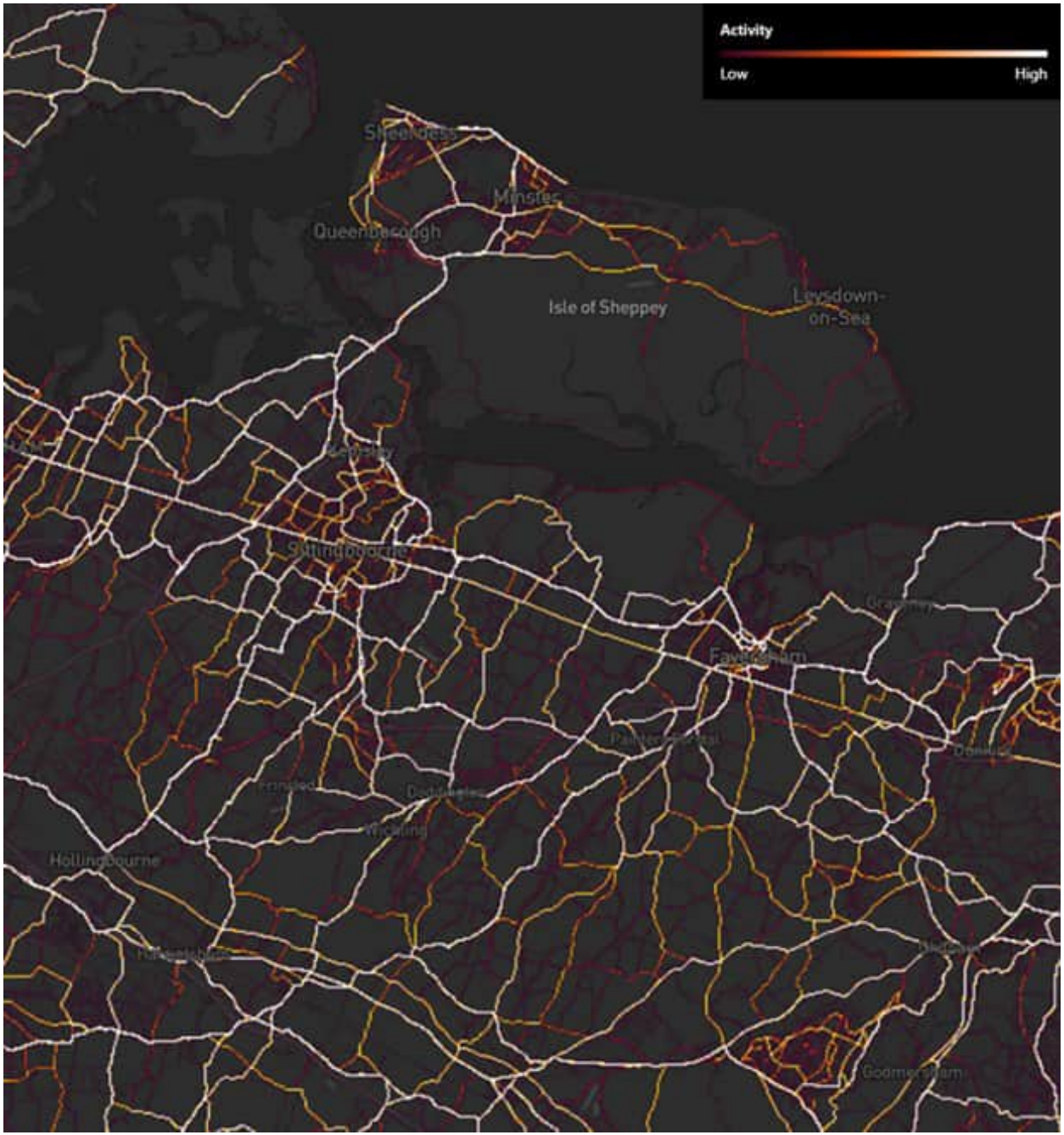


Figure 2-61 Strava Global Heatmap Rides (Cycle Flows) in Swale

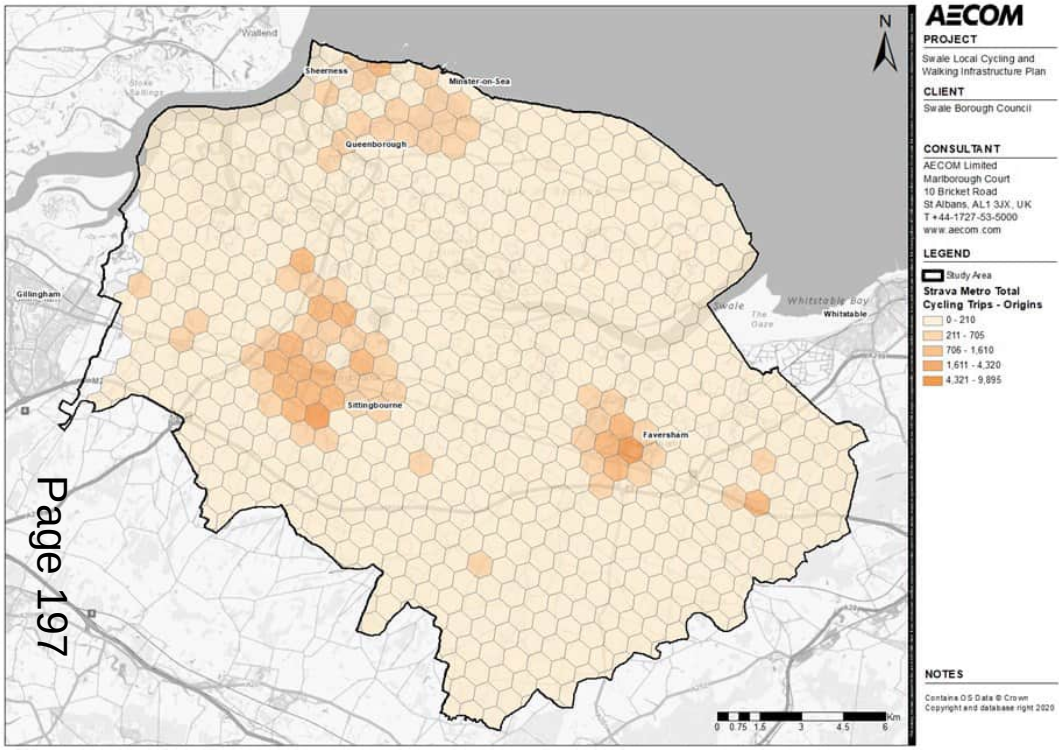


Figure 2-62 Strava Metro Cycling Origins Across Swale

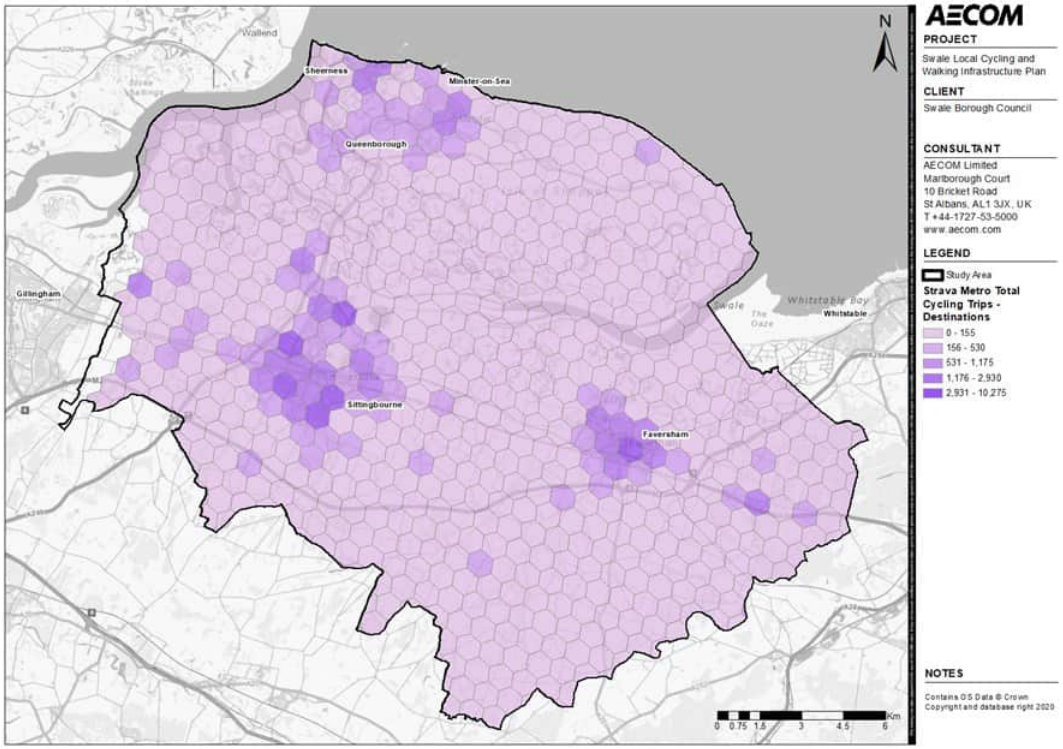


Figure 2-63 Strava Metro Cycling Destinations Across Swale

ative visual tool. It shows 'heat', built by the number of active travel journeys which have been recorded on different routes. The flows demonstrate that while there is significant cycle activity within urban areas, there are also significant flows along inter-urban routings. There are high flows of cycle trips recorded between Faversham, Sittingbourne and the Isle of Sheppey. It should be noted that STRAVA users typically record journeys for leisure purposes and therefore more regular commuting trips may be underrepresented. Cyclist flows generally follow the highway network in the Borough but avoid busier stretches of the network. For example, between Faversham and Sittingbourne there are higher flows along Lower Road than the A2 (London Road).

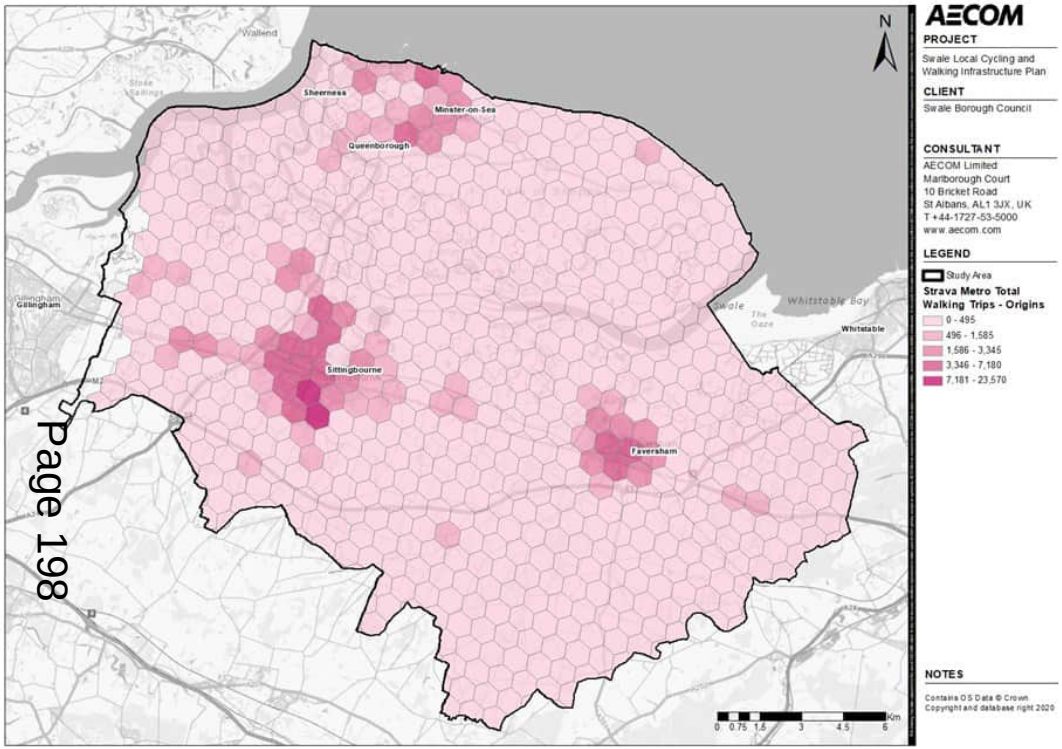


Figure 2-64 Strava Metro Walking Origins Across Swale

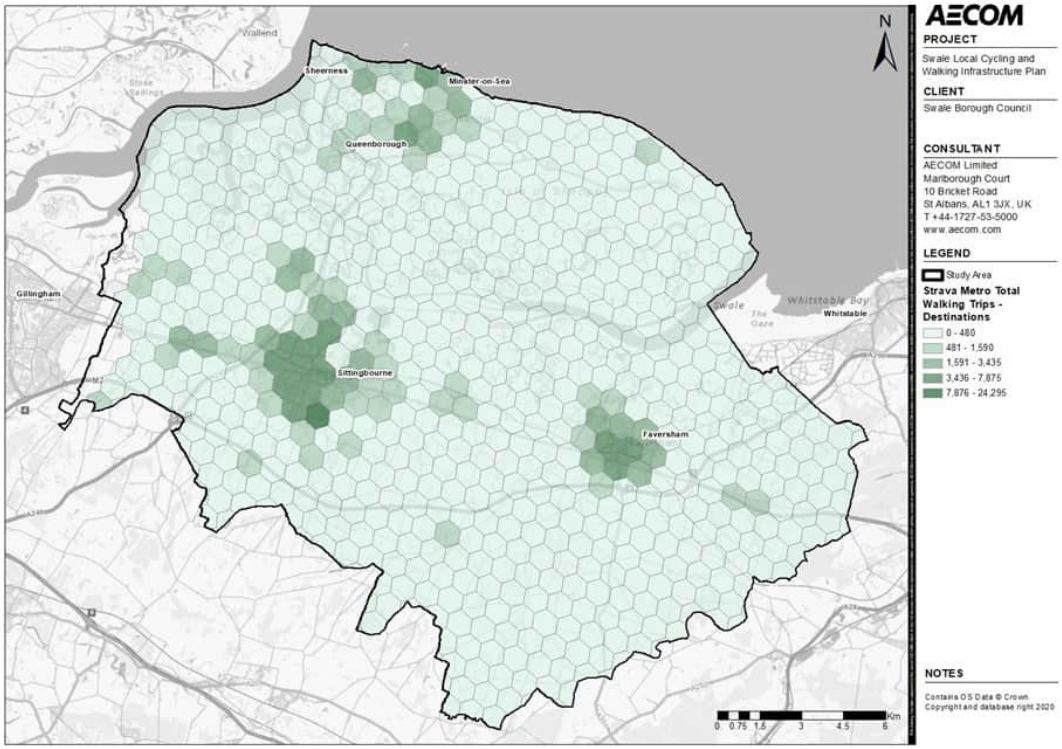


Figure 2-65 Strava Metro Walking Destinations Across Swale

Propensity to Cycle Tool

The Propensity to Cycle Tool (PCT) [9] is a Department for Transport funded tool which uses origin-destination data to explore and map cycling levels of both existing and potential future commuters based on a number of scenarios. The two scenarios used within this analysis are the following:

- The Census 2011 scenario: demonstrates the baseline cycle flows based on the 2011 Census
- The 'Go-Dutch' scenario: demonstrates what could happen if areas had investment to build the same infrastructure and cycling culture equivalent to the Netherlands.

The PCT results are person-based, rather than trip-based and therefore represent the numbers of people commuting, based on their typical main mode of travel.

Figure 2-66 to Figure 2-67 illustrate the cycle flows based on the two above-mentioned scenarios.

The Census 2011 scenario shows relatively low levels of cycling between towns on the Isle of Sheppey and also between Sittingbourne and Faversham, typically with fewer than 6 users. There are several routes within Sittingbourne and Faversham which experienced 6 – 13 users, with only one road between Sheerness and Queenborough experiencing more than 13 users.

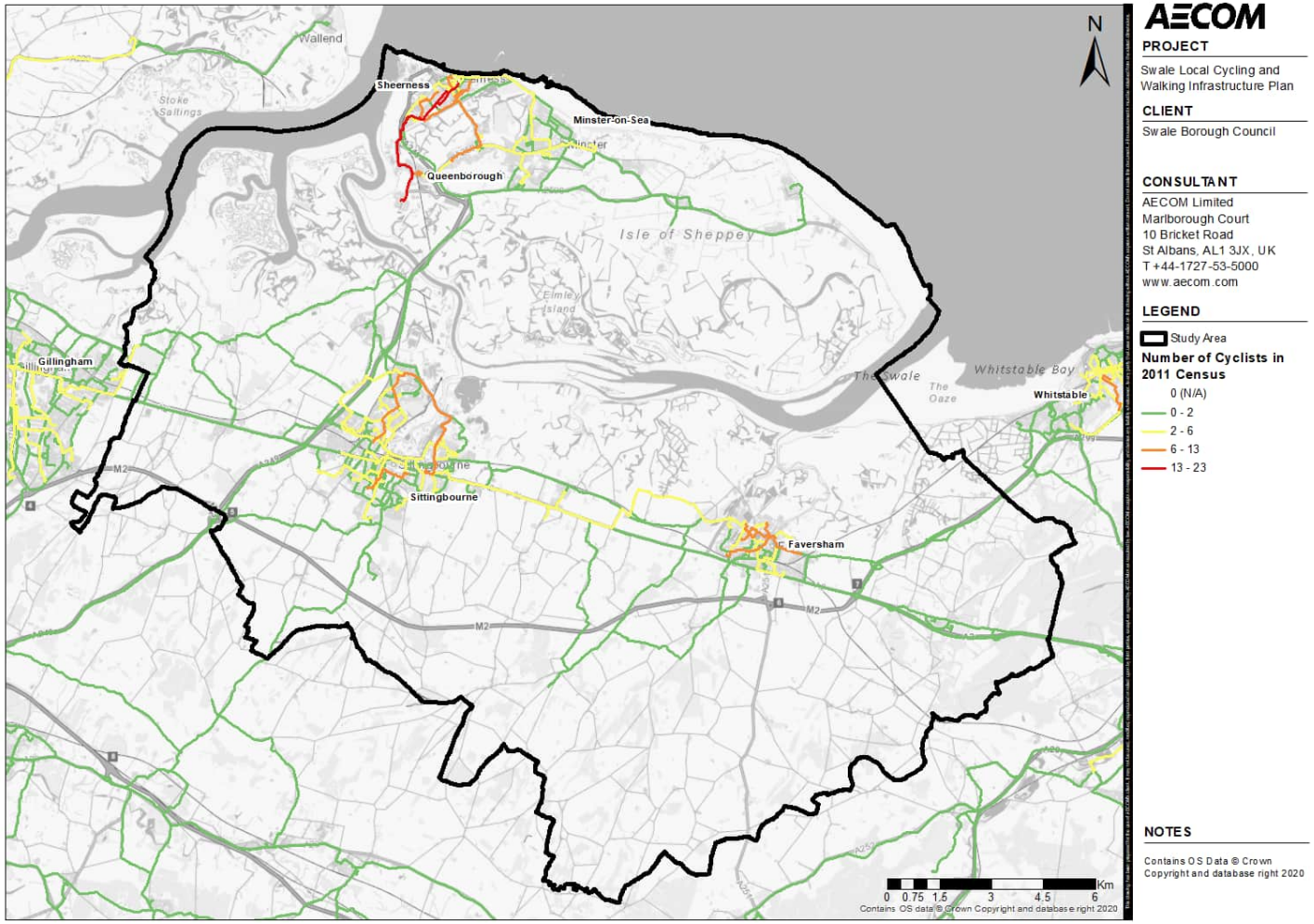


Figure 2-66 PCT Tool: Census 2011 Scenario

[9] https://www.pct.bike/m/?r=kent

In the Go Dutch scenario, there are rural and urban areas which would be expected to experience significant uplift in cycle flows, notably, Sittingbourne, Faversham and Sheerness would experience flows of up to 80 cyclists. There is also expected to be significant increase in cyclists travelling east-west on the Isle of Sheppey, as well as more rural flows (albeit relatively low flows).

A limitation of the PCT is its focus on commuting and school trips, therefore the existing and future routes are concentrated around key employment and education sites. The PCT results were used alongside an analysis of non-commuting and leisure trips to enable the development of a cycle network that also includes leisure and recreation trips.

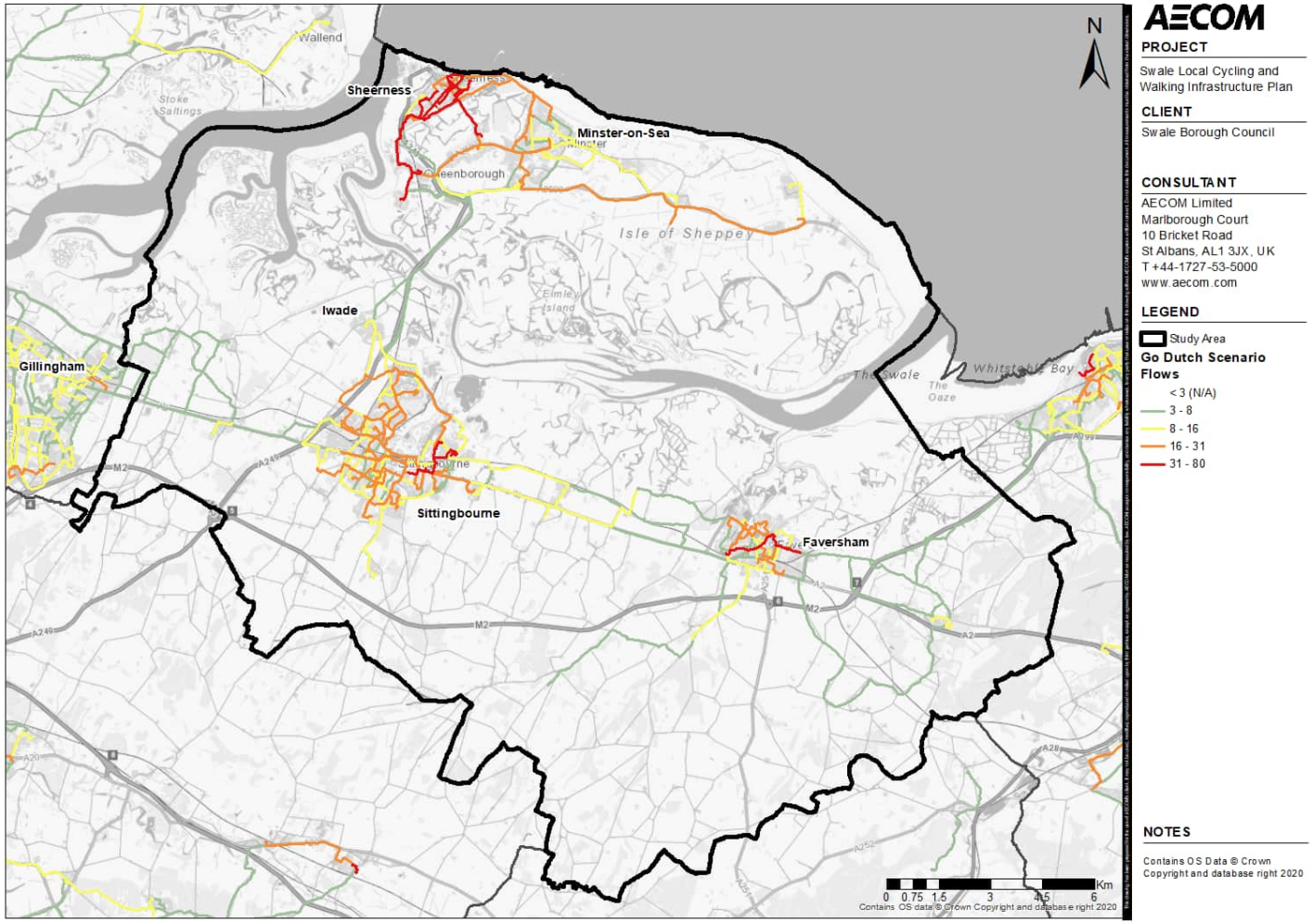


Figure 2-67 PCT Tool: Go Dutch Scenario

VISUM Flows

VISUM is a transport modelling software which was used to build the Kent Transport Model. Flows of all transportation user classes have been exported from the Kent Transport Model in base year (2019) and future year (2037) scenarios.

Comparing the base year and future year scenario flows provides an indication of how travel demand patterns are likely to change in Swale based on the background population growth, the completion of new developments, and all other growth factors considered in the transport model.

Given that the transport model considers all user classes, only flows <10km were considered as part of this study. These are the trips that are within a typically cyclable distance and are either cycled presently or are significant desire lines which have a high potential for achieving modal shift.

Figure 2-68 and Figure 2-69 shows the PM peak in the 2019 base year and 2037 future year. The highest volume of flows is located in Faversham, Sittingbourne and between the towns of Minster-on-Sea, Queenborough and Sheerness on the Isle of Sheppey. It can be noticed that there is significant amount of relatively short car trips around Sittingbourne, including between Newington and Borden.

Flows are expected to increase significantly in the future year scenario. Sittingbourne is a lo-

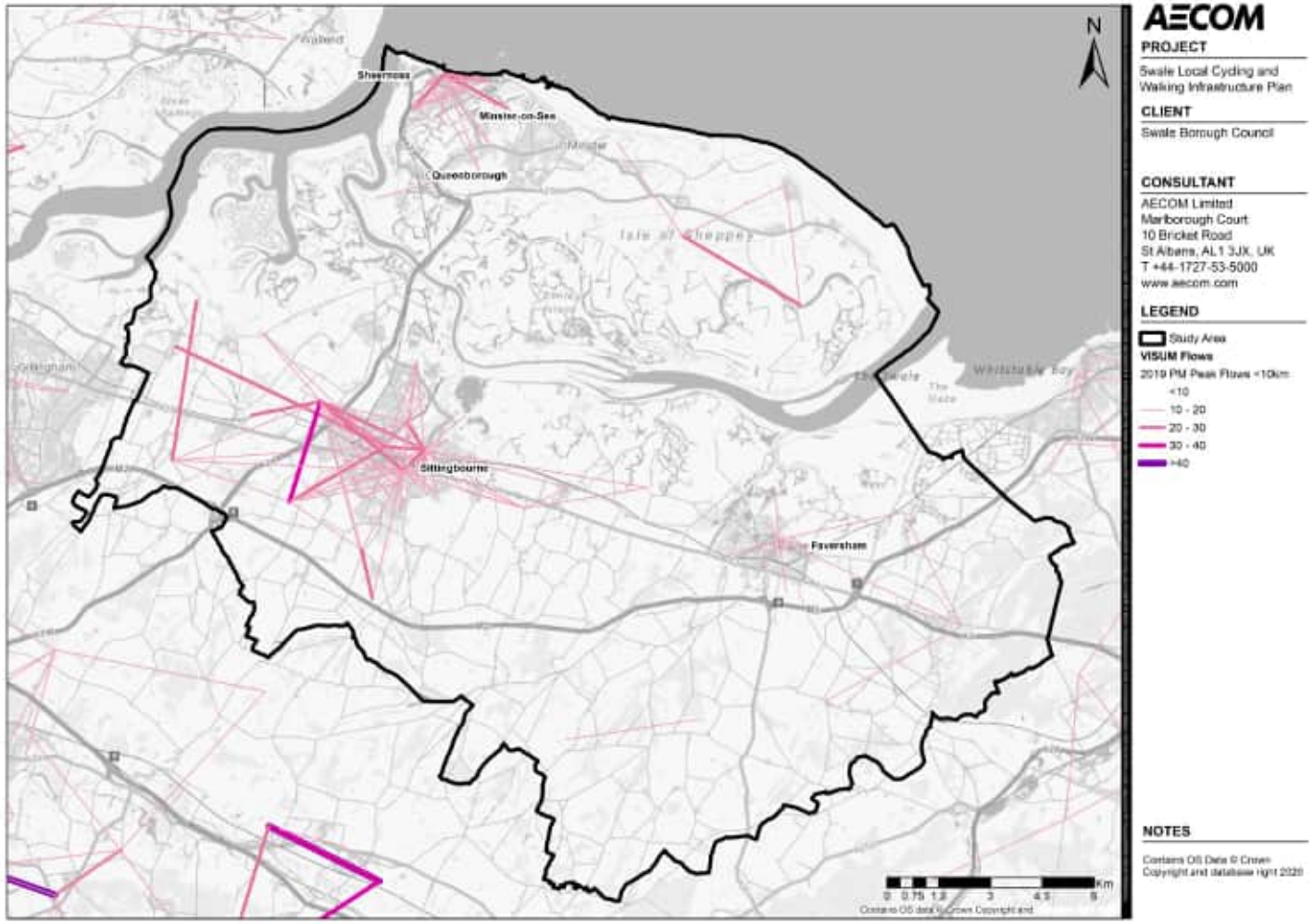


Figure 2-68 VISUM 2019 PM Peak Flows - All User Classes

cation with notable increases in flow and within the future scenario there are multiple flows modelled with >40 users. Although the flows remain low in comparison to the intra-urban flows, there are increases modelled on many inter-urban flows in Swale in the 2037 future year scenario and also flows to and within more rural areas. Demand is predicted to increase on both the Isle of Sheppey and in rural Swale. This indicates potential future demand for cycling in these locations.

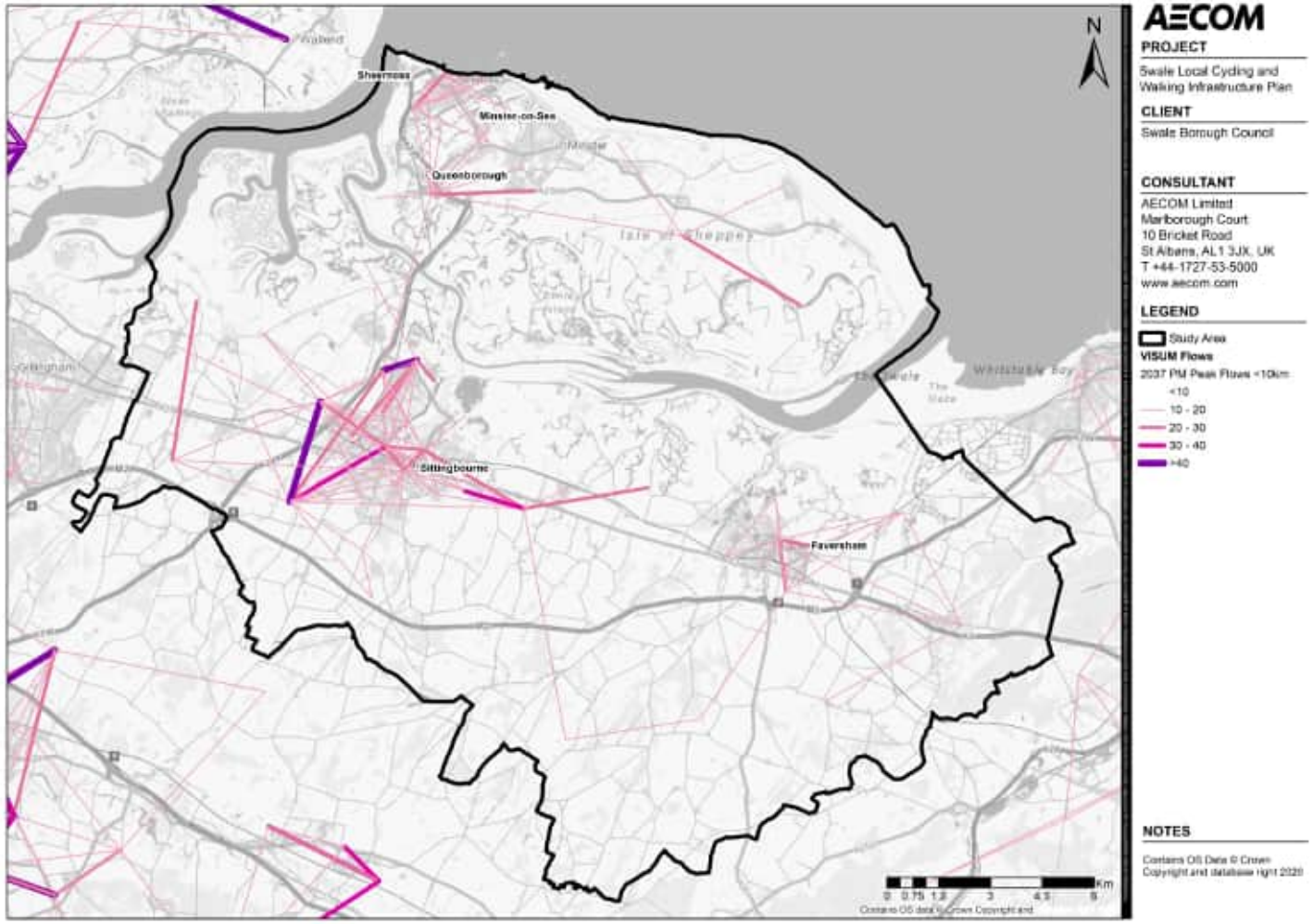


Figure 2-69 VISUM 2037 PM Peak Flows - All User Classes

Physical Constraints and Severance Features

Topography

The topography (illustrated as elevation) in Swale can be seen in Figure 2-70. Flood zones are also depicted on the map. Flood Zone 2 represents areas with a medium probability of flooding, while Flood Zone 3 represents areas with a high probability of flooding.

The topography across Swale is extremely diverse, with high east-west elevation south of Swale which forms part of the North Downs. The Isle of Sheppey, in contrast is characterised by low-lying land, covered by Flood Zone 2.

Topography, or the physical landscape of an area, can significantly affect people's propensity to cycle and walk. Additionally physical constraints and severance can impact the feasibility of constructing new infrastructure.

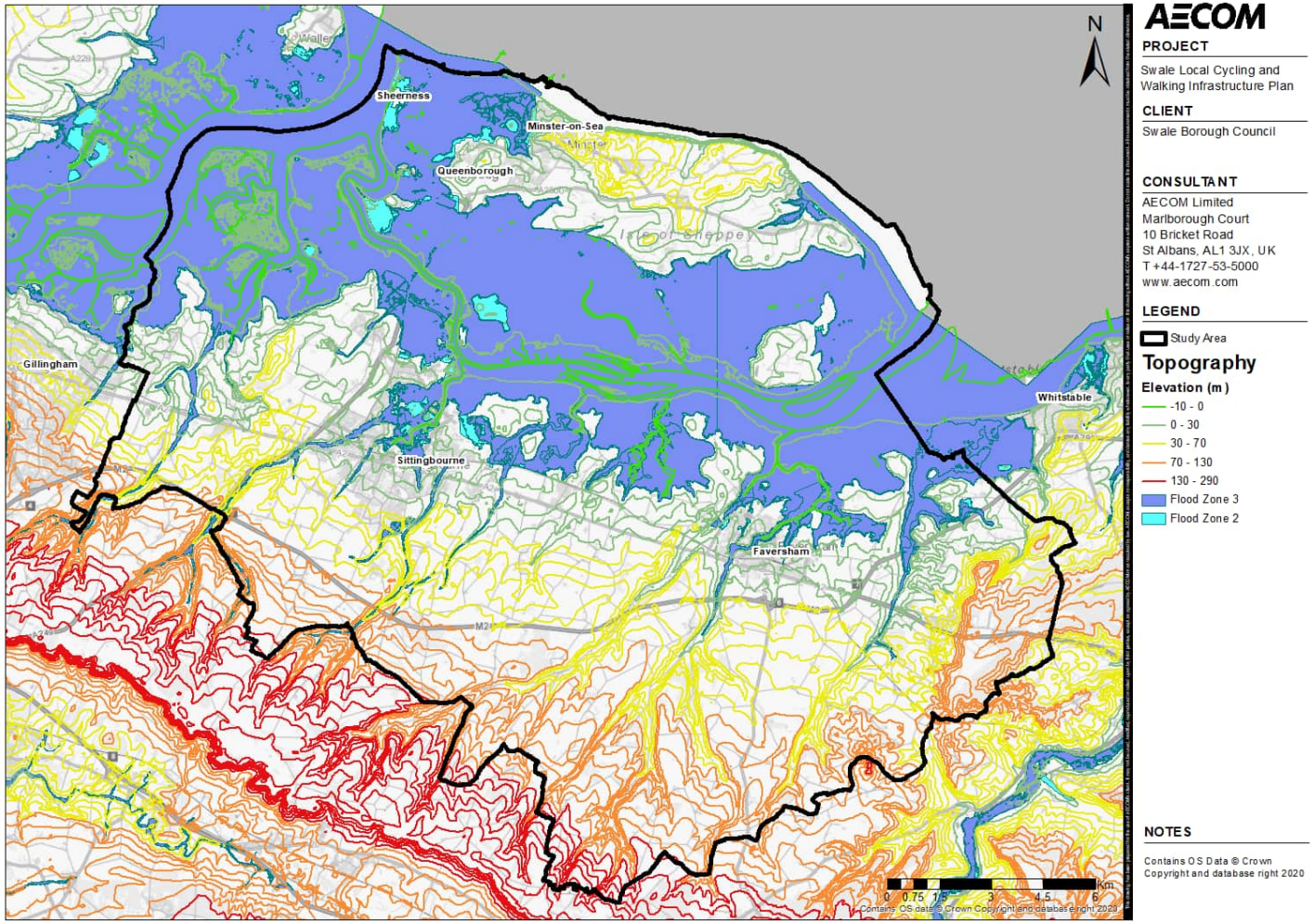


Figure 2-70 Topography Across Swale

Air Quality

The below data discusses concentrations of nitrogen dioxide (NO_2) at various monitoring sites across Swale from the 2023 Air Quality Annual Status Report (ASR) [10]. The average annual concentration of nitrogen dioxide in the air is measured in micrograms per cubic metre (µg/m3). Concentrations above 40 µg/m3 are considered an exceedance of the annual mean NO_2 as set out in the objectives of the National Air Quality Strategy [11]. In response to this, local authorities have identified Air Quality Management Areas (AQMAs). The Local Authority has an Air Quality Action Plan for these areas to improve air quality and reduce pollution levels within a designated area. The AQMAs with ongoing monitoring across Swale can be seen in Figure 2-71.

Swale Borough Council is monitoring AQMAs at the following locations [12]:

- Newington, (A2 / High St) - declared in 2009
- Ospringe Street, Faversham (A2/ Ospringe) declared in June 2011 and revised to the Mount in May 2016.
- St Paul's Street, Milton, Sittingbourne (B2006) - declared January 2013 – October 2020 an amendment was made to include PM10 exceedances (24 hr mean) in addition to the NO_2 exceedance (annual mean)
- Keycol Hill – declared October 2020

Page 2-24

Table 2-5 NO2 concentrations at AQMAs across Swale (December 2023)

AQMA	Compliance with Air Quality Objective	Recommendation from 2023 ASR
Newington	Yes (3 years)	Ongoing monitoring
St Paul's Street	Yes (3 years)	Ongoing monitoring
Ospringe Street	Yes (3 years)	Ongoing monitoring
Keycol Hill	No	Ongoing monitoring

Swale Borough Council has undertaken monitoring of these AQMAs to assess NO2 and PM_{10} levels. Results published in December 2023 indicate an overall improvement in NO_2 at all sites. The only exceedance reported was at Keycol Hill, and all other sites were reported as compliant with the required objective NO_2 level of 40 µg/m3. The results of the monitoring undertaken and the associated recommendation for each AQMA can be seen in Table 2-5.

As NO_2 monitoring has been undertaken using diffusion tubes, to account for the associated uncertainty with this monitoring method, it is recommended that revocation of an AQMA should be considered following three consecutive years of annual mean NO_2 concentrations being lower than 36 µg/m3 – within 10% of the annual mean NO2 objective.

Monitoring for the AQMAs is required as they have not seen three consecutive years of annual mean NO_2 concentrations being lower than 36 µg/m3.

Swale Borough Council has an extensive network of air quality monitoring sites across the Borough, comprised of 86 NO_2 diffusion tubes deployed at 76 locations. In 2022, one diffusion tube picked up an annual mean NO_2 exceedance, compared to 13 in 2019.

Across Swale, areas of air quality exceedances in Swale are in town centres near busy roads. Encouraging modal shift to cycling and walking has the potential to reduce NO_2 emissions by reducing vehicle traffic and congestion.

[10] https://swale.gov.uk/__data/assets/pdf_file/0005/457835/ASR-2023_-Final_24_10_2023_updated-PDF-AA.pdf

[11] https://www.gov.uk/government/publications/the-air-quality-strategy-for-england-scotland-wales-and-northern-ireland-volume-1

[12] https://swale.gov.uk/bins-littering-and-the-environment/air-quality/monitoring

AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

AQMAs

NOTES

Contains OS Data © Crown Copyright and database right 2023

Page 205

Figure 2-71 AQMAs Across Swale with Ongoing Monitoring

03

Network Planning for Cycling

Stage 3: Network Planning for Cycling

Introduction

The evidence presented in the previous sections informed the identification of potential cycling infrastructure improvements and key cycle routes.

Technical guidance on the identification of cycling routes is published by the DfT. Figure 3-1 shows an overview of the process, as shown in the LCWIP Guidance. Route selection was an iterative process, which built on an evidence base of current and future trip generators, cycling travel patterns and the existing and planned active travel network.

This section presents the identification of the initial routes and the outcome of the stakeholder engagement that contributed to considering and accommodating local daily travel needs, as well as defining the final network.

Figure 3-1: Summary of Cycling Network Generation Stages

Key Origins and Destinations

To identify the potential demand across the proposed cycling network, key origin and destination points across Swale were mapped. This was based on the data that was collected during the Information Gathering stage (Stage 2), specifically utilising the location of key trip generators and population and employment densities. Some examples of significant trip generators can be found in Table 3-1.

Concentrations of origin and destination points in locations of high population and employment density were grouped as clusters. Key settlements outside the Swale border were also considered in the analysis to recognise the significance of cross-border trips.

It is important to highlight that trip origins and destinations that were not considered large enough to generate or attract significant cycling flows were not included in the origin and destination clusters. Trip origins and destinations which were excluded were those which were isolated and comparatively small in terms of their population and employment density.

For the purpose of this report origin clusters are defined as areas where the majority of trips would originate, while destination clusters are those areas where the majority of trips would terminate. Where there was a combination of origin and destination purpose, the cluster was categorised according to the highest proportion of either origin or destination points within the cluster.

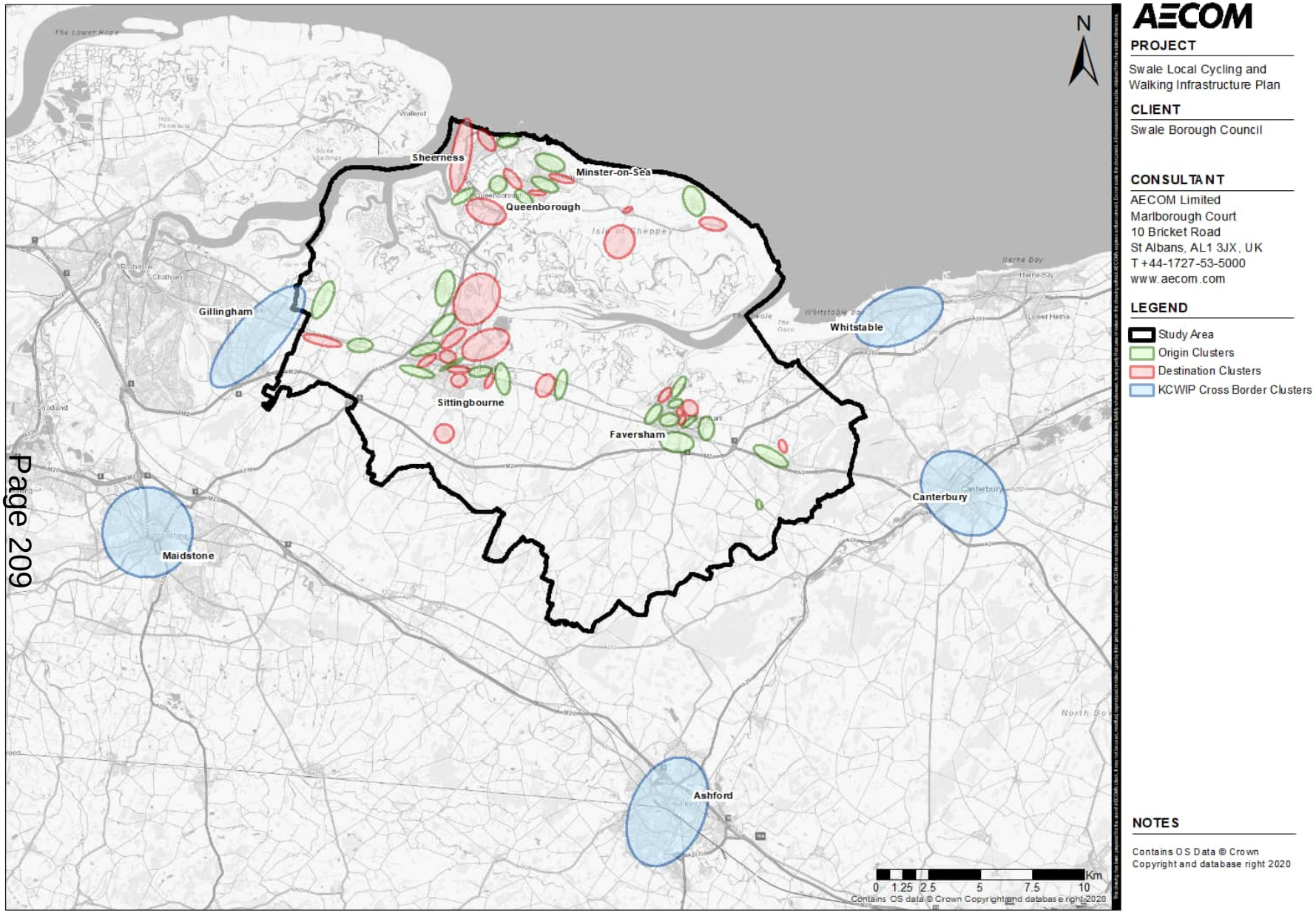
It was taken into consideration that points such as train stations could be considered as both an origin and a destination, however, for the purposes of this analysis they were categorised as destinations.

Figure 3-2 below illustrates the identified origin and destination clusters within Swale and the cross-border clusters outside Swale which were identified as part of the KCWIP.

A list of the identified origin and destination clusters can be seen in Appendix A.

Table 3-1: Key Examples of Significant Trip Generators

Trip Generators	
Rail Stations	Education Facilities (Nursery, Primary, Secondary, College, University)
Bus Stops	Healthcare Sites (Hospital, Medical Care Accommodation)
Population Centre	Cultural Facility (Museum, Library)
Residential Development Site	Sports or Exercise Facility
Employment Development Site	Religious Building
Mixed-Use Development Site	Retail Site
Tourist Attraction	



Page 209

Figure 3-2: Trip Origin and Destination Clusters

Desire Lines

Desire lines in this context are indicative links between origin and destination clusters that reflect the level of demand to travel between two locations. The indicated desire lines do not link to existing infrastructure, nor do they reflect the proposed routes. The process of identifying and classifying desire lines, following the clustering of key origin and destination points, is described in this section.

Identification

The identification of desire lines was an iterative process using the Propensity to Cycle Tool (PCT), analysis of origin and destination points, existing LCWIP routes and information collected in Stage 2 of the LCWIP.

Additional cross-border desire lines which were identified as significant to the borough-wide network as part of the analysis were also included in the desire line identification. This is because there are a number of significant settlements which either represent significant current demand or potential future demand.

It was considered important to include these cross-border desire lines in this analysis to firstly uncover potential suppressed demand as a consequence of poor cross-border connectivity and secondly to ensure there is a balance of longer and shorter routes. The longer routes would be able to connect smaller, rural towns which alone are not significant trip attractors to the settlements which the desire lines connect.

The identified desire lines can be seen in Figure 3-3.

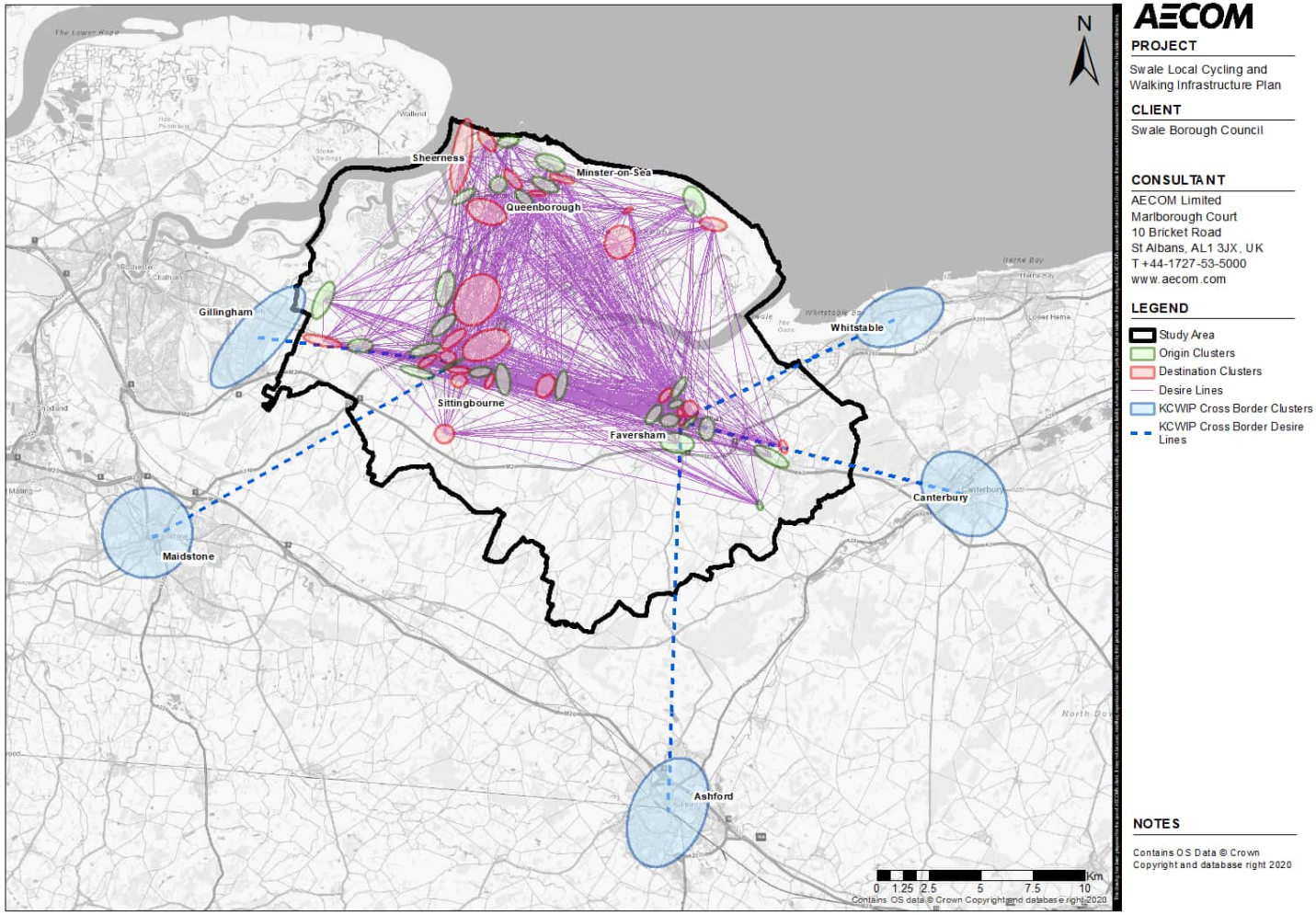


Figure 3-3: Identified Desire Lines

Classification

The relative importance of each desire line to the wider network needs to be understood in order to assess the number of cyclists they will serve in the future if taken forward. As per the DfT guidance, desire lines were classified as 'primary', 'secondary' and 'local', based on the following characteristics:

- **Primary:** High flows of cyclists are forecast along desire lines that link large residential areas to trip attractors such as a town or city centre.
- **Secondary:** Medium flows of cyclists are forecast along desire lines that link to trip attractors such as schools, colleges, and employment sites.
- **Local:** Lower flows of cyclists are forecast along desire lines that cater for local cycle trips, often providing links to primary or secondary desire lines.

As can be seen from the above desire line classifications from the DfT LCWIP guidance, the process of classifying desire lines is deeply rooted in demand. Whilst demand is an important facet of desire lines, the geographic scope and objectives of this LCWIP required the consideration of other factors to ensure an even balance between urban and rural areas as well as focusing on connecting smaller towns into larger settlements.

Initially, 650 desire lines were identified. However, it was not feasible to classify all of these lines, so those greater than 10 km and less than 1.5 km were excluded. Desire lines over 10 km were excluded because the focus of this LCWIP is primarily on connecting rural towns to larger settlements and improving overall connectivity within rural Swale. These longer desire lines typically represented inter-urban routes.

Desire lines shorter than 1.5 km were excluded due to the extensive coverage of planned and proposed active travel schemes in urban areas, where these shorter lines were generally located. As expected, these shorter, urban desire lines scored high in the classification due to high PCT demand, population density, and employment density. Therefore, excluding them was important to ensure a balance of urban and rural routes and to create an LCWIP approach based on more than just demand.

In addition to the desire lines identified in this analysis, the KCWIP cross-border desire lines were also considered along with suggestions from Swale Borough Council (SBC).

Table 3-2: Desire Lines for Consideration

Swale LCWIP			KCWIP	SBC Recommendations
Primary	Secondary	Local		
31	84	221	5	9
		Total Desire Lines		350

Table 3-2 shows the number of desire lines which were taken forward for classification.

Classification example

Table 3-4 provides examples of two desire lines classified as primary and local: the Selling to Central Faversham Business Area desire line and the Kemsley Developments to Sheerness Industrial Areas desire line.

Each desire line was evaluated against specific criteria, receiving a score between 0 and 3 for each criterion. For instance, the following method was used to assign the overall score to the Selling to Central Faversham Business Area desire line (classified as local), as detailed in Table 3-4.

For the anticipated flows criterion, the highest PCT value along this desire line was greater than 22, scoring it 'High'. The mean PCT flow along this desire line was less than 7, scoring it 'Low'. Both the highest and mean PCT scores were used to ensure that desire lines passing through urban areas did not exclusively score higher than more rural desire lines.

Additionally, a network gap criterion was included to assess whether this desire line fills a network gap, which is crucial for ensuring an urban/rural balance and a cohesive proposed cycling network. This desire line scored 3 for filling a network gap. The PCT and network gap scores were averaged to provide an overall flow score.

Next, the origin cluster was assessed based on its population density and whether there is a planned or committed development. The origin cluster of this desire line had a population density of less than 2,084, scoring 'Low'. It did not have a planned or committed development, so it also scored 'Low' on this criterion. An overall origin cluster score of 1 was assigned to this desire line's origin cluster.

The same approach was used to assign a destination cluster score of 2 to this desire line by assessing the destination cluster against employment density and the presence of a site allocation.

Based on these scores for demand, origin, and destination clusters, an overall classification score of 2.3 was assigned to this desire line, making it a Local desire line as it scored in the lowest third of overall scores.

Table 3-3: Desire Line Classification Criteria

	Criteria	Description	Score
1	Anticipated Flows	PCT Value (Go-Dutch scenario) - Highest Value Min.100m: High: Flows >22 Medium: Flows 7-22 Low: Flows <7 No Flows	High: 3 Medium: 2 Low: 1 No Flows: 0
2		Network Gaps: Desire line passes within 300m of the NCN: High: <17% within 300m of the NCN Medium: 17% - 34% within 300m of the NCN Low: 34% - 50% within 300m of the NCN None: >50% within 300m of the NCN	Overall demand score assigned using matrix
3	Origin Size	Population Density: People Per KM (PPKM) High: >8020 Medium: 3534 - 8020 Low: <3534 Classifications based on Natural Jenks	High: 3 Medium: 2 Low: 1
4		Site Allocation: the size of committed residential developments (sqm) relative to one another. High: >66% Medium: 33% - 66% Low: <33%	Overall origin score assigned using matrix
5	Destination Size	Employment Density: People Per KM (PPKM) High: >33 Medium: 11 - 33 Low: <33 Classifications based on Natural Jenks	High: 3 Medium: 2 Low: 1
6		Site Allocation: the size of committed employment developments (sqm) relative to one another. High: >66% Medium: 33% - 66% Low: <33%	Overall destination score assigned using matrix

Table 3-4: Desire Line Classification Examples

Desire Lines			Anticipated Flows (Go-Dutch Scenario)							OD Size												Classification	
			Highest Value		Mode Value		Flow score	Network gap	Overall score	Origin						Destination							
Origin	Dest.	Length (km)	PCT Value	PCT Demand	PCT Value	PCT Demand	Score (0-3)	Score (0-3)	Score (0-3)	People per KM (PpKm)	Size (PpKm)	Site allocation (size)	Score of allocation	Origin size	Origin score	Employees per Ha (EpH)	Size (EpH)	Site allocation (size)	Score of allocation	Dest. score	OD overall score	Overall Score	Classification
Selling	Central Faversham Business Areas	5.89	>22	High	<7	Low	2.0	3.0	2.5	<2,084	Low	-	Small	Small	1	1,167 - 3,460	Med.	-	Small	2	2	2.3	Local
Kemsley Development	Sheerness Industrial Areas	8.24	>22	High	<7	Low	2.0	2.0	2.0	<2,084	Low	726,615	Large	Large	3	<1,167	Low	1,652,667	Large	3	9	5.5	Primary

As shown in Figure 3-4, the outputs of the desire line classification process include clear primary desire lines between Sittingbourne and Faversham and connecting to the Isle of Sheppey.

There are also several Primary desire lines connecting the towns on Sheppey, as well as rural towns outside of Sittingbourne. The local desire lines, in turn, represent longer routes that connect to the primary desire lines.

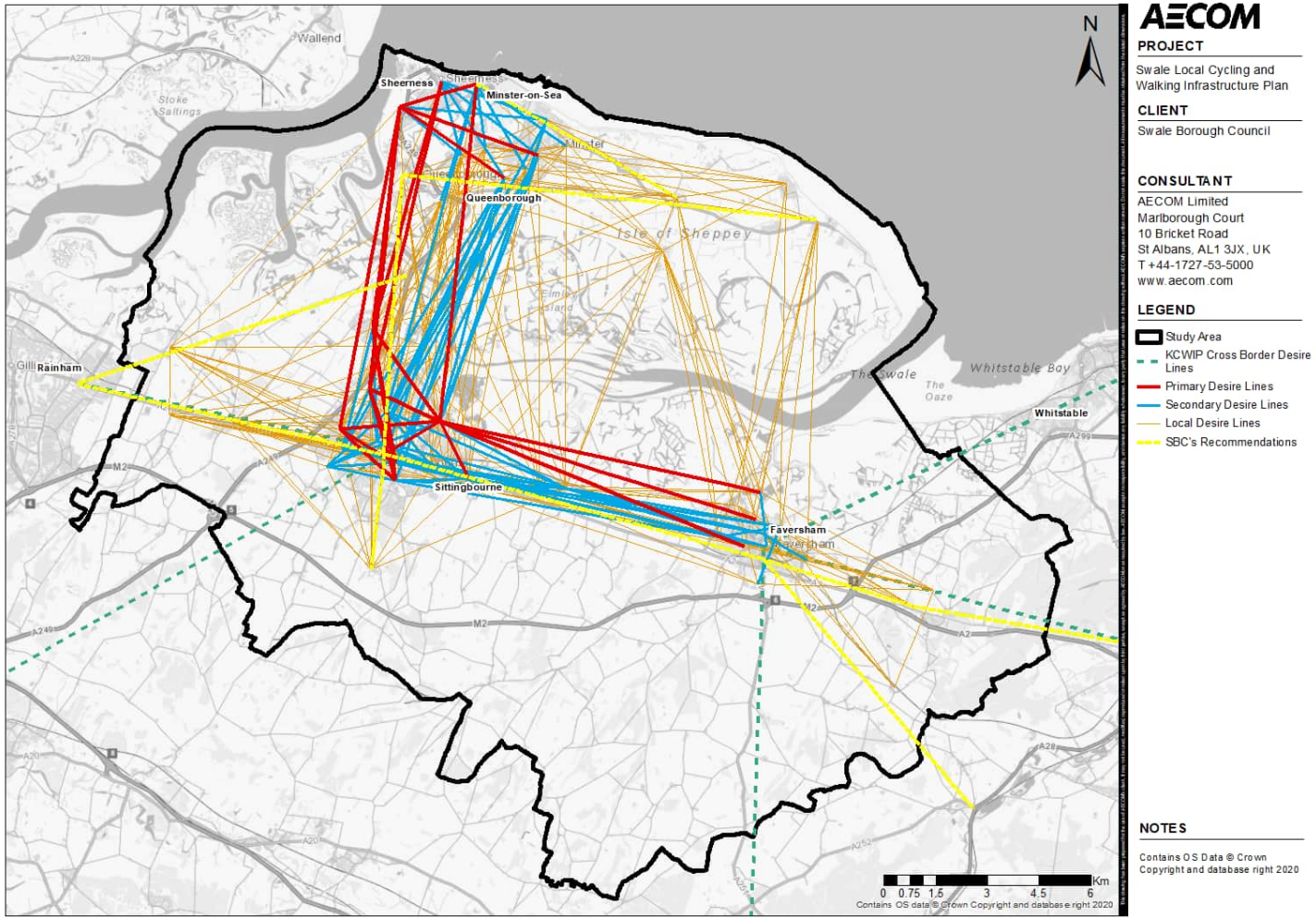


Figure 3-4: Classified Desire Lines

Figure 3-5 demonstrates the desire lines taken forward for route selection. As shown, cross-border KCWIP desire lines were included, along with the highest scoring desire lines.

Secondly, overlapping desire lines or those with similar origins and destinations were merged to ensure comprehensive coverage across Swale.

Thirdly, the next highest scoring desire lines were identified, such as those connecting the Sheppey Towns and Bapchild. No desire lines in Faversham were taken forward due to an existing LCWIP already covering the town. Additionally, no desire lines were taken forward on the Isle of Sheppey because the Sheppey Towns LCWIP was being produced alongside the Swale LCWIP. This meant that at this stage, the focus of this LCWIP was on Sittingbourne. Chapter 5 of this report provides more information on how the Swale LCWIP and Sheppey Towns LCWIP were merged after the route networks were identified and before public consultation. Therefore, the focus of the proposed cycling network was on Sittingbourne and the east-west and north-south movements connecting the town. This is because of the large number of primary desire lines in this area, representing significant current and future cycling demand, as well as a notable gap in planned/proposed schemes.

The desire lines taken forward for route selection represent current priorities for SBC. Other desire lines are not discarded for future analysis but have not been identified as primary at this stage. This prioritisation is subject to further updates based on changes in local/national policy or progress towards the identified priority desire lines.

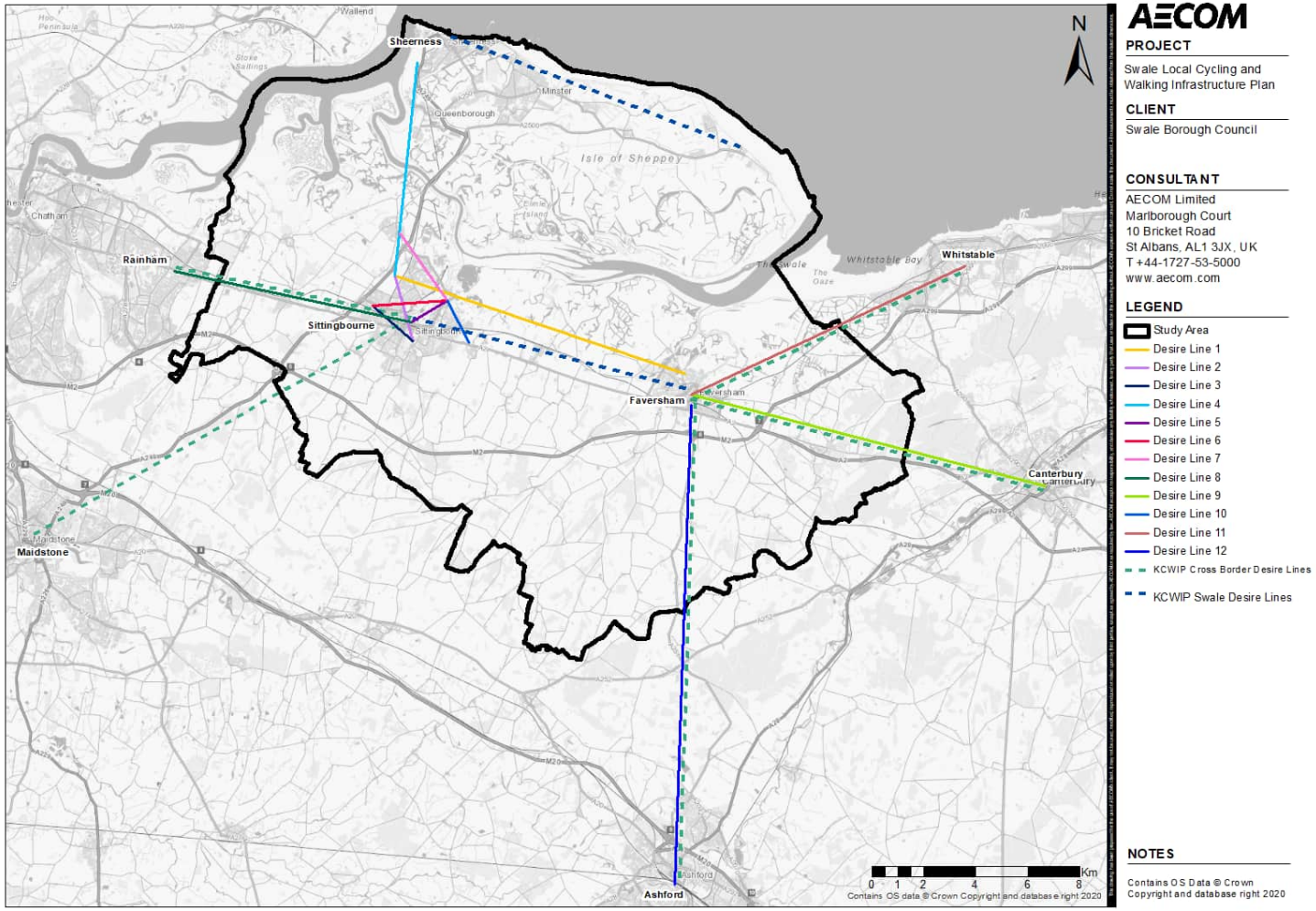


Figure 3-5: Desire Lines for Route Selection

Identified Network

The identified network is shown in Figure 3-6 and the alignment of each route is described below.

CR1- Kemsley to Faversham: This route provides an east-west corridor connecting Faversham and Sittingbourne from Kemsley rail station. It follows the proposed KCWIP alignment after going through Murston, running parallel to the A2 and south of the NCN before heading towards Faversham through Four Oaks where it connects into a route proposed in the Faversham LCWIP.

CR2 – Kemsley to South Sittingbourne: This route connects Kemsley station to south Sittingbourne. It follows the B2005 which is part of the NCN from just south of the B2005/ Sandstone Drive/Grovehurst Avenue roundabout. The route then crosses the A2 connecting to Memorial Hospital in Sittingbourne and Sittingbourne Recreation Ground and finishes by Fulston Manor school, which has approximately 1,300 pupils.

CR3 – Grove Park to Eurolink Business Park: This route connects the Grove Park/ Grove Park Primary School with south Sittingbourne, up to the A2. The priority route crosses the A2, connecting Westlands Primary School, Fulston Manor School and the Sittingbourne school. This provides a crucial east -west connection across south Sittingbourne. The alternative route routes north through Milton Regis Recreation Ground and Sittingbourne Station before crossing the A2 and rejoining the priority route at the junction of Swanstree Avenue and Highstead Road. This route provides a vital connection between the station and large schools to the south of Sittingbourne.

CR4 – Sittingbourne to Sheerness: Routes north along Senora Way in Sittingbourne to Quinton Road via Iwade and Swale Station along the NCN. The route connects to the A2500, providing a valuable north-south connection from the Isle of Sheppey to Sittingborough.

CR5 - Sittingbourne to Eurolink Business Park: This route connects Sittingbourne Station to Eurolink Business Park through Milton Creek Country Park. It routes north along the B2006 via the NCN before heading along Gas Road before turning right into Milton Creek Country Park, utilising PRoWs to route towards Swale Way. This provides an off-road routing option through Sittingbourne.

CR6 - Grove Park to Eurolink Business Park: This route connects Grove Park and Eurolink Business Park. The priority connects Sittingbourne station as well as a number of planned developments in the town centre. The priority route then routes along the A2 and provides a crucial connection under the railway to connect to Eurolink Way. The route then follows Castle Road (using the NCN) before connecting to the roundabout with Swale Way. The alternative route connects through Milton Regis/ Milton Regis Primary School. It then goes through Milton Creek Country Park before utilising PRoWs to connect to Swale Way.

CR7 – Iwade to Bapchild: This route connects Iwade to Bapchild via Sheppey Way before heading east on a cycle path on Bramblefield Lane. It then routes along the B2005, utilising the existing cycle lane up to the roundabout with Castle Road. The route then utilises Church Road, following the NCN to Murston Road.before turning onto the A2, past the planned housing development and into Bapchild.

CR8 – Sittingbourne to Rainham: This route provides a crucial cross-border connection between Sittingbourne and Rainham. The route travels north from Sittingbourne rail station through Milton Regis and joins the NCN on Stickfast Lane. and then north, at which point it joins the NCN into Rainham rail station. The alternative route travels along the A2 for its entirety between Sittingbourne and Rainham.

CR9 – Faversham to Canterbury: This route provides a cross-border connection between Faversham and Canterbury. The priority route goes through Faversham Recreation Ground, following PRoWs to Chalkey Road. It then routes via a short cycle lane parallel to the A2 then leaves the A2 via Boughton-under-Blean and Dunkirk. This road has a 30mph speed limit for its entirety before joining the A2 again.

At this point there is a shared pavement for pedestrians and cyclists. It then crosses the A2050, following Church Hill and into Canterbury East Station. This route crosses the A2050, at which point it follows the proposed KCWIP routes into Canterbury East Station. The alternative route is a more rural alignment, going through Selling Station and to Chartham Station. This route follows NCN Route 18, until it connects to the priority route at Toddler's Cove.

CR10 – Ashford to Faversham: This route connects Ashford to Faversham via Potter's Corner and Throwley Forstal before connecting into Faversham Station.

CR11 – Faversham to Whitstable: This route connects Faversham to Whitstable. It begins at Faversham Station, going via Faversham Recreation Ground, connecting to NCN Route 1, routing through the proposed Solar Farm before joining the NCN Route 1 again along the coast.

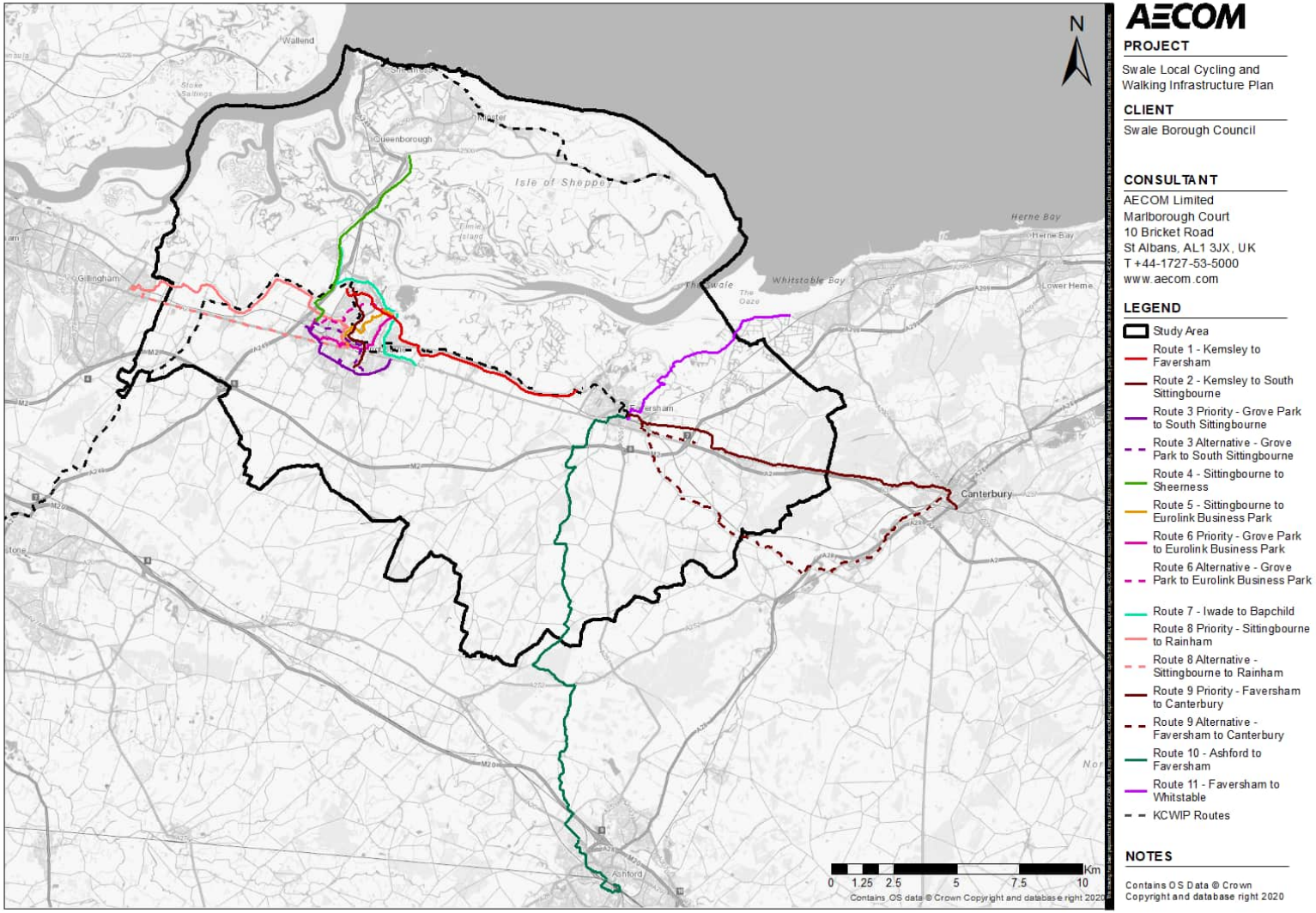


Figure 3-6 Identified Cycling Network

Stakeholder Engagement

The identified cycling network, shown in Figure 3-7, was presented to local stakeholders. The meeting provided a platform to gather their opinions on the proposed network.

Overall, the stakeholders welcomed the identified cycling routes and used their local knowledge to make suggestions, such as altering the alignment of proposed routes to make them more attractive to local residents and ensure longer-term support. The key outcome of this meeting was to ensure the routes are direct, where possible avoiding car-dominated or fast roads. The comments received from stakeholders are summarised in Table 3-5.

Figure 3-7 illustrates the updated proposed cycling network, incorporating feedback from the stakeholder engagement workshop. Following the decision to merge the Swale LCWIP and Sheppey Towns LCWIP (see Chapter 5), only the 'primary' routes will be taken forward to public consultation to manage the routes we are seeking feedback on.

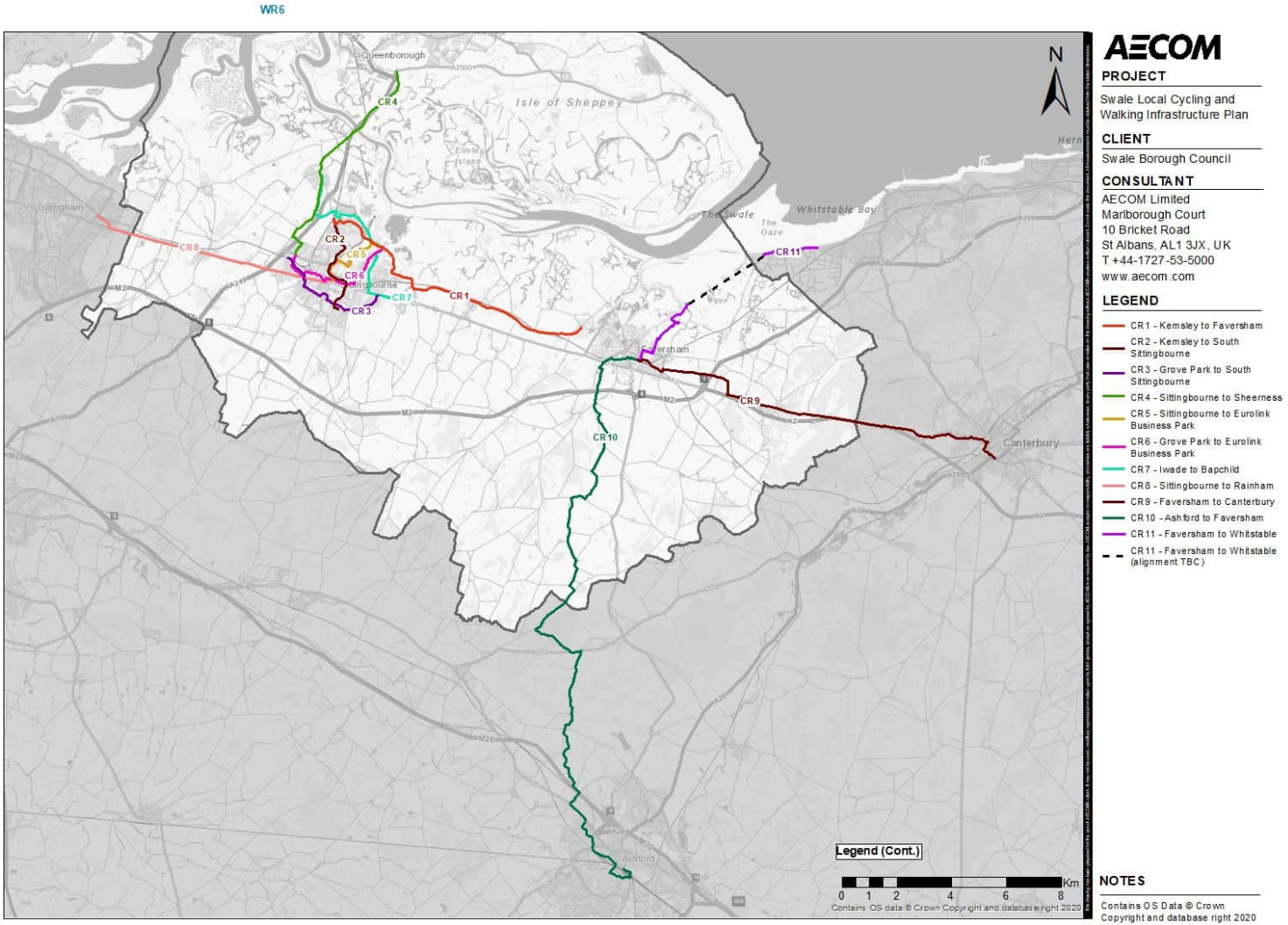


Figure 3-7 Proposed Cycling Network Following Stakeholder Engagement

Table 3-5: Summary of Stakeholder Feedback

Cycling Route	Stakeholder Comment
CR1	Lower Road is very fast- a safer alternative would be suggested. Speed limits could be amended on this route. Currently, people who go to work between these areas use the pavement on the A2.
CR2	Using Bell Rd is very steep - potential to include stop boxes at traffic lights to make cycling easier.
CR3	Agreement with the primary connections to other routes. The crossing with Bell Rd doesn't recognise cyclists. Through the housing estate would need updated lighting. There's still challenges around crossing the A2 and Park Rd can be quite wide. Suggestion to use Sydney Avenue to avoid the currently proposed junction on the A2 which is busy and hard to navigate.
CR4	Sections of this route are dangerous – especially from Iwade to Swale Station. There's width restrictions along sections of this route which could be useful to increase cycling. Need better access into Swale Station. Cowstead Corner needs to have cyclist priority as it's very dangerous with lorries and congestion. Generally, the roundabouts along this route are a challenge with speeds and traffic flows.
CR5	Agreed with the focus on improving the Creek park. Access to the station could be a challenge to tackle severance.
CR6	Challenge around segregating cyclists and industrial traffic.
CR7	Challenge along the A2 because segregated cycle lanes would be needed. It's possible to use the shared path around the development instead of the A2. Using Snipeshill is wide and there's speed cameras which could be valuable. Need enough width for people with adapted cycles - shared use paths aren't the ideal standard as it could put peds off
CR8	A difficult route to tackle - preference is direct route but this isn't an ideal option.
CR9	The alternative route has a lot of potholes between Faversham and Boughton Leeds. The priority route is preferred here. Potential to consider northern access into Canterbury Alternative routeing suggested which goes via Oversland and Lower Endsden
CR10	Northern section of the route works, but Painters Forstall section of the route can be fast, downhill and with sharp turns. Potential to use Western Road south of Painters Forstal and approach Throwley from the west. Alternative suggested between Faversham and Throwley via Whitehill
CR11	Adjust the route to go via Solar Cycleway.

Establishing Infrastructure Improvements

Proposed interventions were identified through a comprehensive desktop analysis, that also considered other schemes currently at the planning stage.

A total of 204 cycling interventions were identified, which included:

- Improving route continuity, overcoming barriers and severance
- Installation of new and improved crossings for cyclists
- Provision of segregated cycle lanes (or introduction of segregation to existing facilities)
- Introduction of speed limit reductions, traffic calming and other measures to reduce motor traffic speed and dominance and promote a more comfortable cycling environment, and
- The installation of improve wayfinding signage and enhanced street lighting.

Figure 3-8 shows the location of all the interventions required to deliver a safe cycling network, while **Appendix B - Appendix D** provides more detail on location and description of interventions for each route.

It is important to note that these are high-level interventions and further study and a greater level of investigation and assessment is required prior to design, consultation and implementation. The deliverability in terms of constraints, risks and costs for multiple options are all important considerations alongside the relative benefits and detriments.

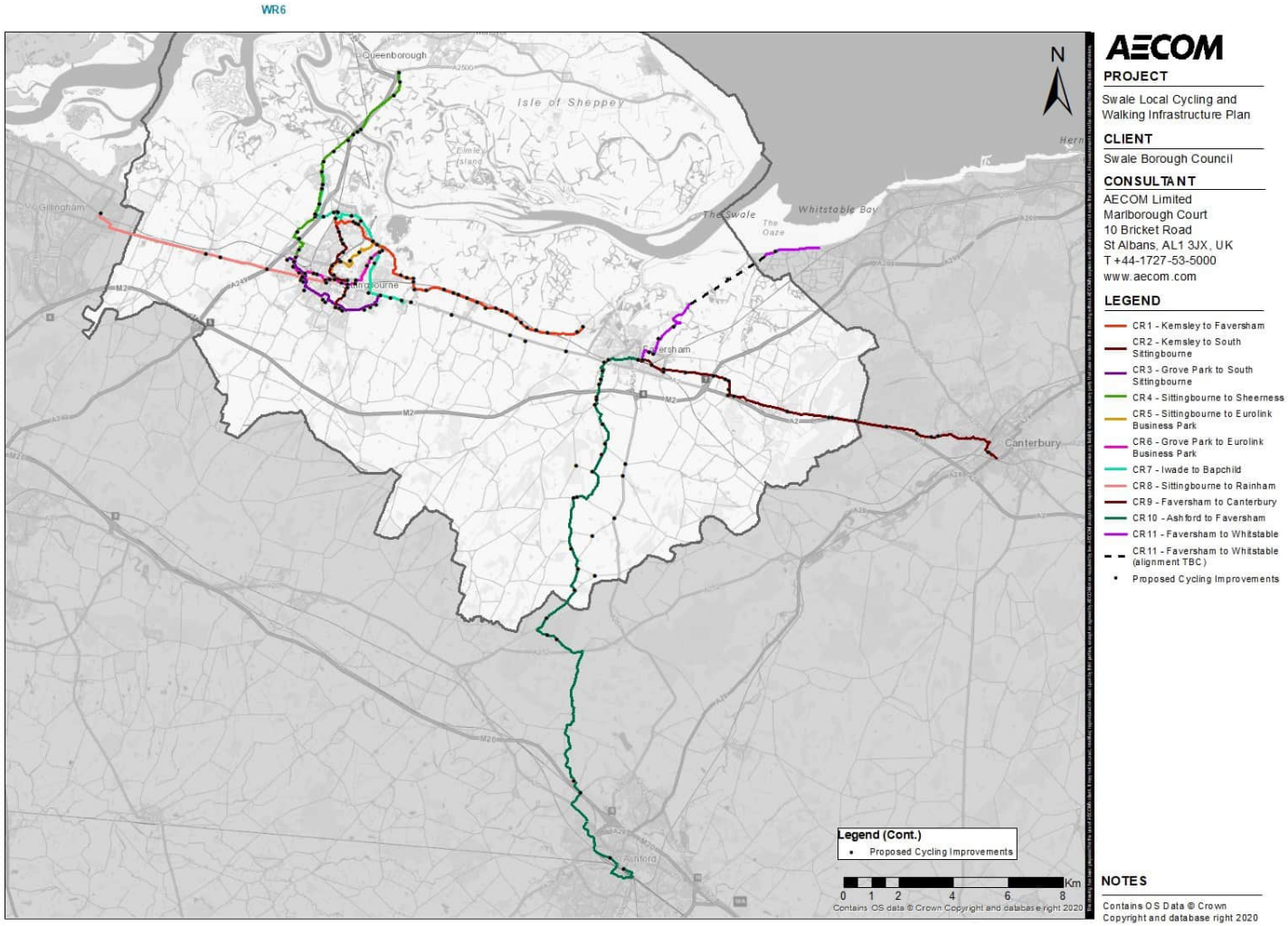


Figure 3-8 Identified Cycling Infrastructure Improvements

Incorporating the Sheppey Towns LCWIP

Two LCWIPs were undertaken simultaneously across Swale in 2023 and 2024. One was the Swale borough-wide LCWIP (detailed in this report), while the other focused on the Isle of Sheppey. The Swale LCWIP identified distinct walking, wheeling, and cycling routes and improvements, whereas the Sheppey Towns LCWIP proposed combined active travel routes for walking and cycling.

Prior to public consultation, the Sheppey Towns LCWIP was merged into the Swale LCWIP to streamline the documents and present a coherent active travel network across the Borough. As a result, the cycling network and interventions being consulted on by the public now reflect this combined approach.

The active travel routes identified as part of the Sheppey Towns LCWIP can be seen in **Appendix C and Appendix F.**

Page 223

04

Network Planning for Walking and Wheeling

Stage 4: Network Planning for Walking and Wheeling

Introduction

This section outlines the steps followed to map the future walking network, as defined by the DfT Local Cycling and Walking Infrastructure Plans guidance, and shown in Figure 4-1. This iterative process incorporated current and future trip generators, walking patterns, the existing and planned active travel network, and feedback from key stakeholders.

This section details the identification of the initial routes for further development, aiming to encourage short trips to be made on foot rather than by car. Stakeholder engagement helped address local daily travel needs and define the final network. High-level interventions along the final walking routes are presented at the end of this section.

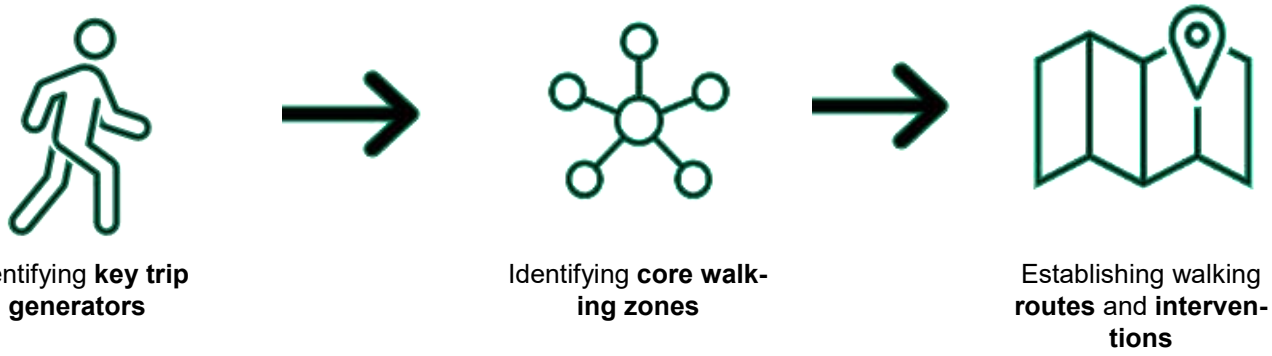


Figure 4-1: Summary of Walking Network Generation Stages

Key Trip Generators

Developing the walking network involved mapping the key walking trip generators to allow the identification of origin and destination points. This stage focuses on the key sites which generate significant pedestrian demand among the high number of destinations across Swale. The key trip generators can be seen in Figure 4-2. These included:

- Education sites with over 500 pupils
- Town centres
- Healthcare sites
- Retail sites
- Employment sites
- Community/ Leisure sites
- Key transport interchanges
- Planned/ committed developments

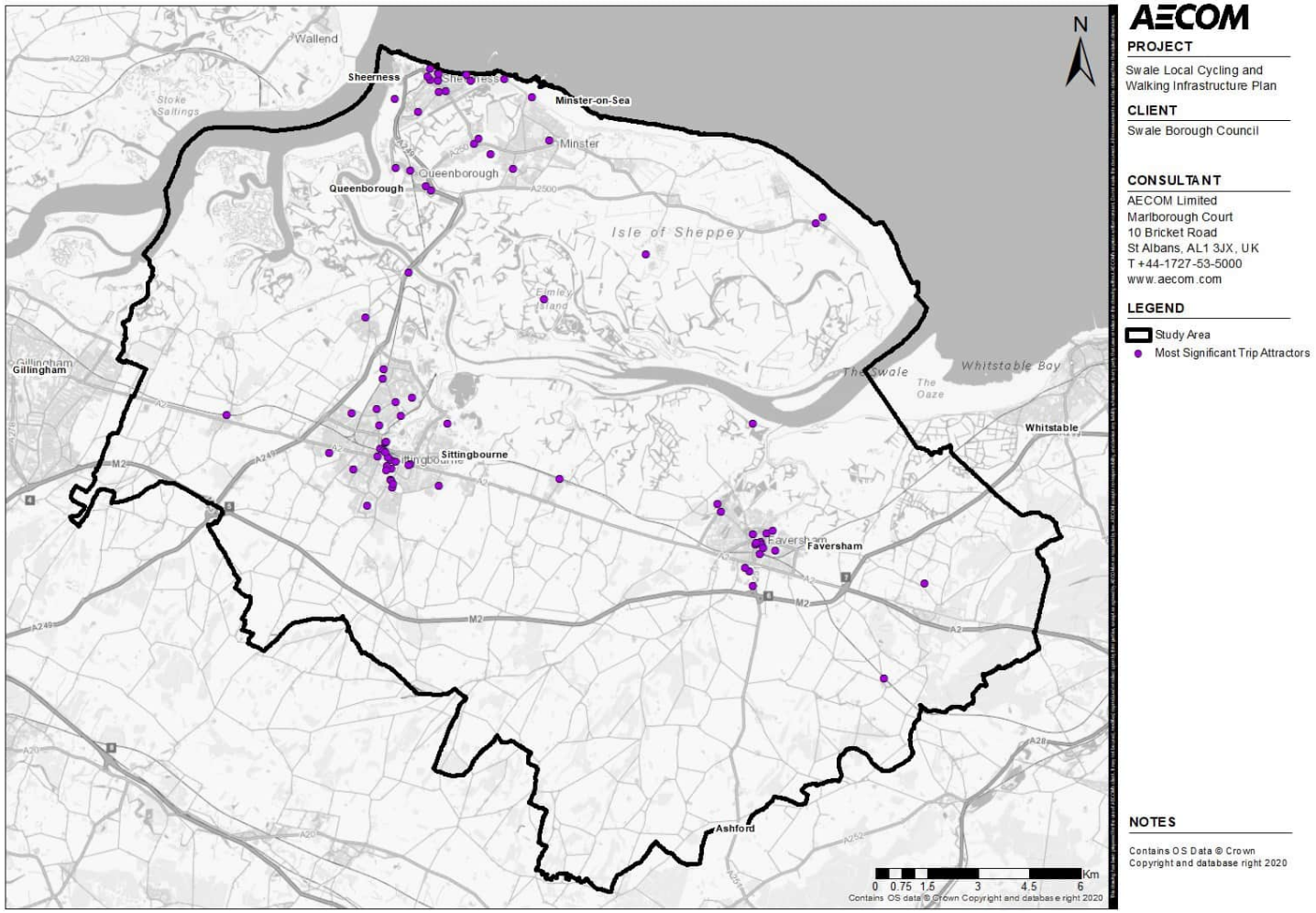


Figure 4-2 Significant Trip Attractors Across Swale

Walking Zones

After identifying and mapping the key trip generators, walking isochrones representing an approximate 15-minute walk were drawn around each destination. The number of overlapping isochrones was then analysed to determine the areas with the highest density of key destinations. Core walking zones (CWZ) (400m buffers) and walking zones (2km buffers) were established around areas with multiple overlapping key destinations. The outcome of this analysis is shown in Figure 4-3.

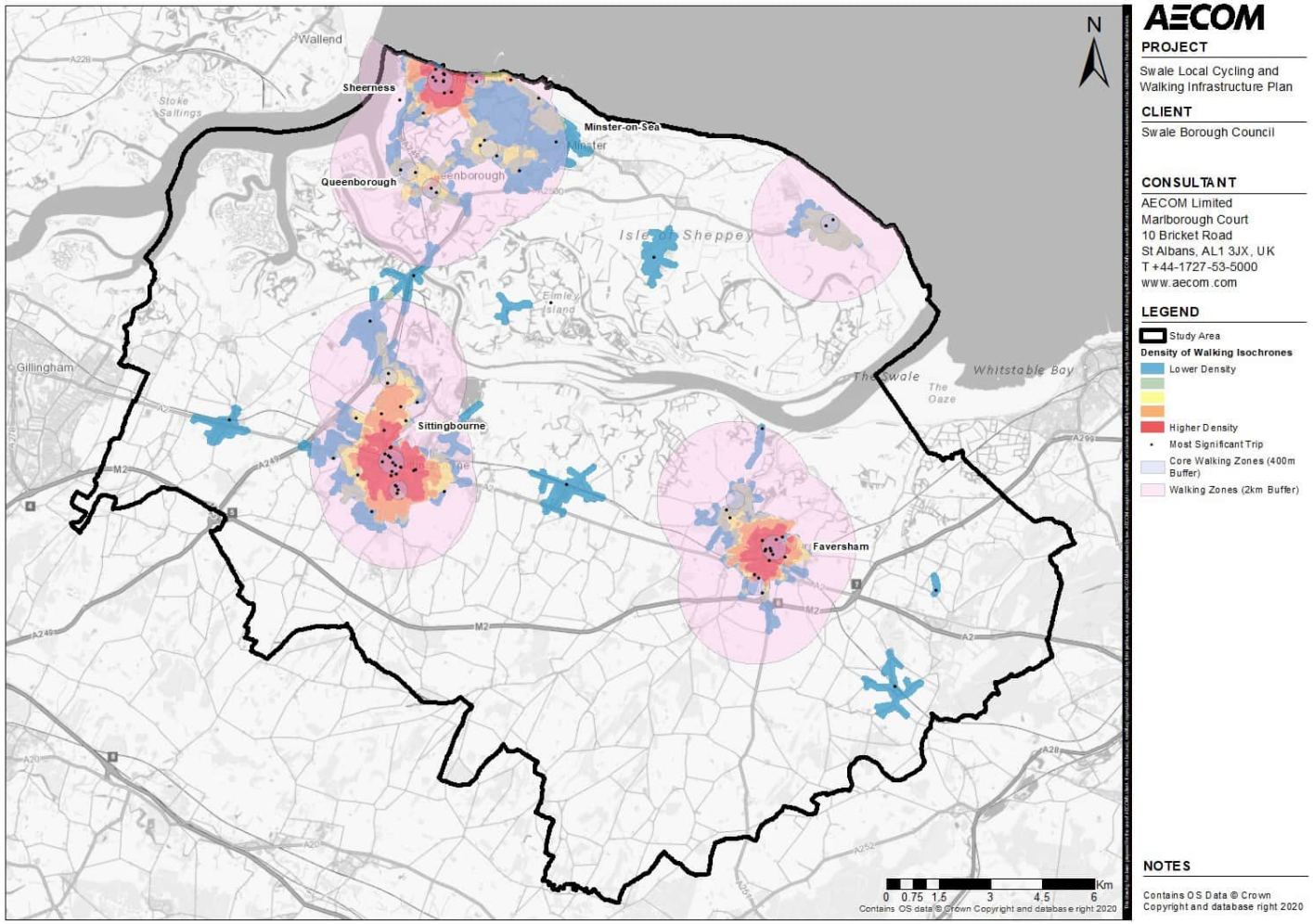


Figure 4-3 Density of Key Trip Attractors in Walking Distance (Isochrones) in Swale

As Figure 4-4 illustrates, walking zones were identified in Faversham, Sittingbourne, and on the Isle of Sheppey. The walking zones in Sittingbourne and Leysdown were taken forward to the route selection process because there is an existing LCWIP in Faversham, and there are several planned or ongoing active travel schemes aimed at connecting the Sheppey Towns and improving active travel infrastructure in this study area. This Swale LCWIP will complement the already proposed schemes in Faversham and the Sheppey Towns.

Route Selection

Converting the CWZs into routes for inclusion in LCWIPs is an iterative process and, along with the route selection for cycling routes, is one of the most important elements of the LCWIP process. The key aim was to identify walking routes that meet core design outcomes to create a coherent, direct, safe, comfortable, and attractive walking network. These routes should link to the existing walking network and connect the key destinations identified in the previous stage.

The identified CWZs, along with the existing walking infrastructure serving them within the 2km buffer zones, were taken into consideration to identify walking routes that would bridge gaps in the existing network and create a continuous and seamless walking network.

The routes were developed from data analysis conducted up to this point, informed by various data sources, such as the existing active travel network and Google Maps data. They also aligned with Kent County Council's Public Rights of Way (PRoW) Improvement Plan [13].

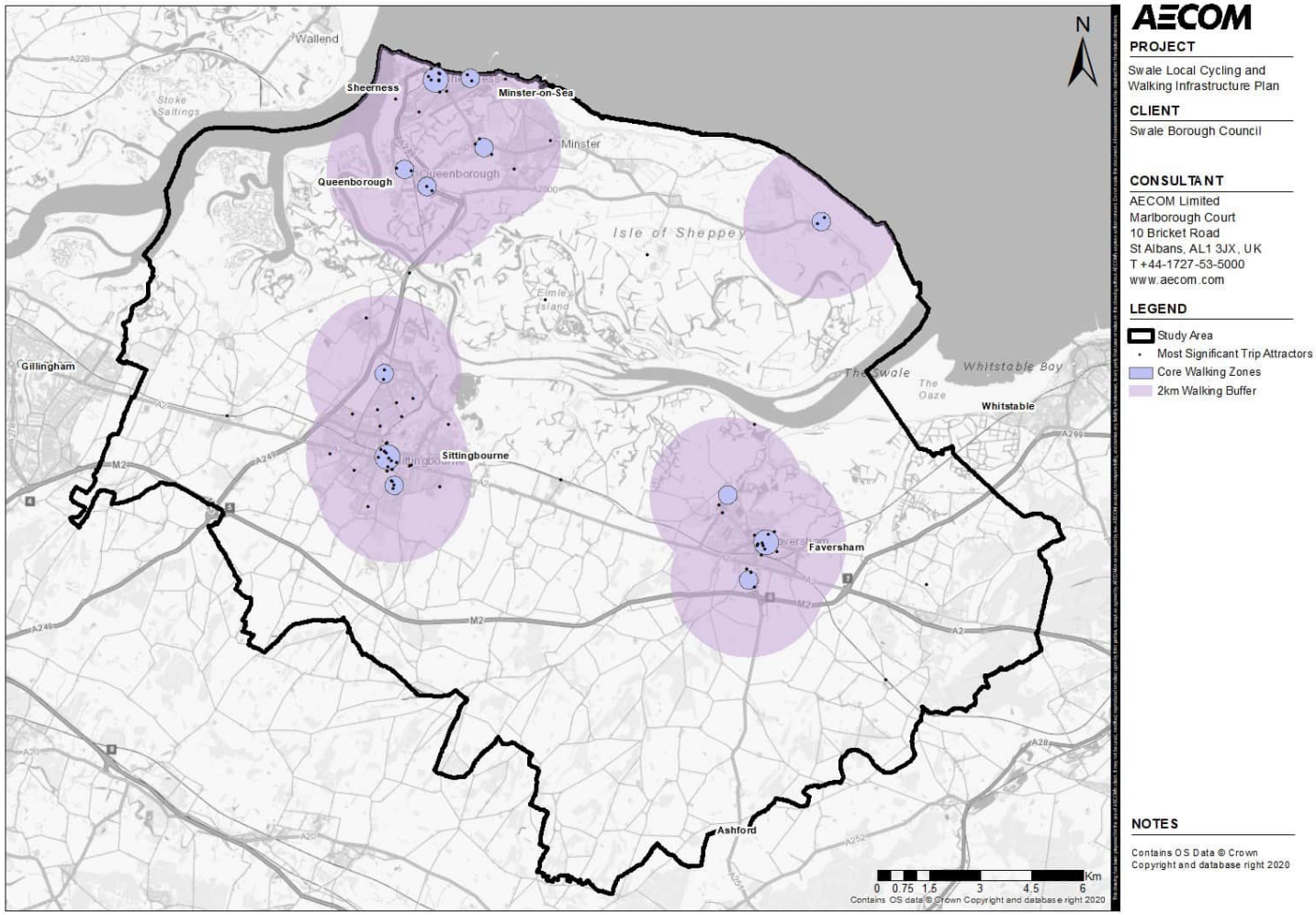


Figure 4-4 Walking Zones Across Swale

[13] https://www.kent.gov.uk/__data/assets/pdf_file/0005/90491/Rights-of-Way-Improvement-Plan-2018-2028.pdf

Identified Network

The identified network is shown in Figure 4-5 and the alignment of each route is described below.

WR1 – Shellness to Warden: This route connects Shellness to Warden via Leysdown-on-Sea. It utilises PRoWs north from Shellness, largely following the coastal path before connecting into Leysdown-on-Sea where it utilises on-road routes.

WR2 – Sittingbourne Station to SW Sittingbourne Developments: This route connects Sittingbourne station with the significant planned development in south-west Sittingbourne via Westlands Primary school. This route provides a crucial connection across the A2 for pedestrians

WR3 –Sittingbourne Station to East Sittingbourne: This route connects Sittingbourne station to the planned development to the east of Sittingbourne. It routes via the A2 from the station, continuing along Shortlands Road, making use of the PRoWs which connect to Peel Drive to provide a lower-traffic alternative to using the A2. An additional arm of this route was added to provide a valuable north-south connection across the A2 and south through Rectory Playing Field.

WR4 –Sittingbourne Station to Eurolink Business Park: This route connects the station with the Eurolink Business Park, which is a major employment site. This route follows the A2 before going north under the railway, and then utilising the B2005. It then follows Swale Way at the Castle Road roundabout where it then connects into a PRoW between East Hall Wood and Murston. This route provides a direct route for pedestrians exiting the station and accessing Eurolink Business Park as well as connecting to PRoWs north of Sittingbourne, creating an overall more connected network.

WR5 – Central Sittingbourne to East Sittingbourne: This route connects Sittingbourne station with east Sittingbourne. Its core aim is to be direct and coherent to encourage mode shift. It connects the station with Borden Grammar School and South Avenue Primary School runs just north of the Sittingbourne School and Meadowfield School. Crucially, this route connects to Route 3 and Route 6 to contribute to creating a more connected network across Sittingbourne.

WR6 – SW Sittingbourne Developments to East Sittingbourne: This route connects the significant planned development in SW Sittingbourne with east Sittingbourne using a direct east-west alignment. This route connects five schools: Meadowfield School, Westlands Primary School, Highstead Grammar School, Fulston Manor School and The Sittingbourne School. Additionally, this route connects to Route 2, Route 7 and Route 5.

WR7 – South Sittingbourne to Milton Creek Country Park: Connecting south Sittingbourne to Milton Creek Country Park, creating a valuable north-south walking route across Sittingbourne. The route connects Fulston Manor School, Highsted Grammar School and Regis Manor Primary School to Sittingbourne Station, as well as providing an additional pedestrian connection across the A2. The Primary alignment follows Hawthorn Road and the Alternative alignment utilises PRoWs to connect Dover Street with Jubilee Street.

WR8 – Kemsley to Eurolink Business Park: This route connects Kemsley Station to Eurolink Business Park via Milton Creek Country Park. This will create a valuable, mostly off-road, direct connection between the station and the significant employment site of Milton Creek Country Park.

WR9 – NW Sittingbourne Development to Sittingbourne Station: This route connects the planned development in NW Sittingbourne to Sittingbourne Station providing a valuable, direct connection between the origin and destination points. It connects Milton Court Primary Academy/ Children's Centre as well as smaller developments in the centre of Sittingbourne.

WR10 - Kemsley to Iwade: This route connects Kemsley Station through two significant planned developments. It routes over the A249 junction (which will be upgraded in line

with the Swale Improvement Plan [14]), connecting to the south of Iwade via a PRoW. Lastly, it routes through Iwade, ending at the PRoW on School Lane.

WR11 – Kemsley to Sittingbourne Station: This route connects Kemsley to Sittingbourne Station via Mill Way. It is a crucial north-south, direct connection between Kemsley and central Sittingbourne which also connects to smaller planned developments. This route forms a crucial part of the wider network, removing barriers to walking along this car-dominated stretch of road.

WR12 – North to South Murston: This route provides a walking connection from north Murston to South Murston, which is a significant growth site in Sittingbourne. This route connects to Route 4 to the north and Route 3 to the south.

WR13 - West Sittingbourne to Sittingbourne Station: This route connects west Sittingbourne with Sittingbourne Station via a number of smaller developments in central Sittingbourne and Chalkwell. It provides a valuable crossing across the railway line, connects to Aspire School and the Meads Community Woodland. Whilst this route is not the most direct alignment between the origin and destination points, it passes through a number of populated areas within Sittingbourne, connects to other routes which form the network and its length means that it can be picked up at a number of different points.

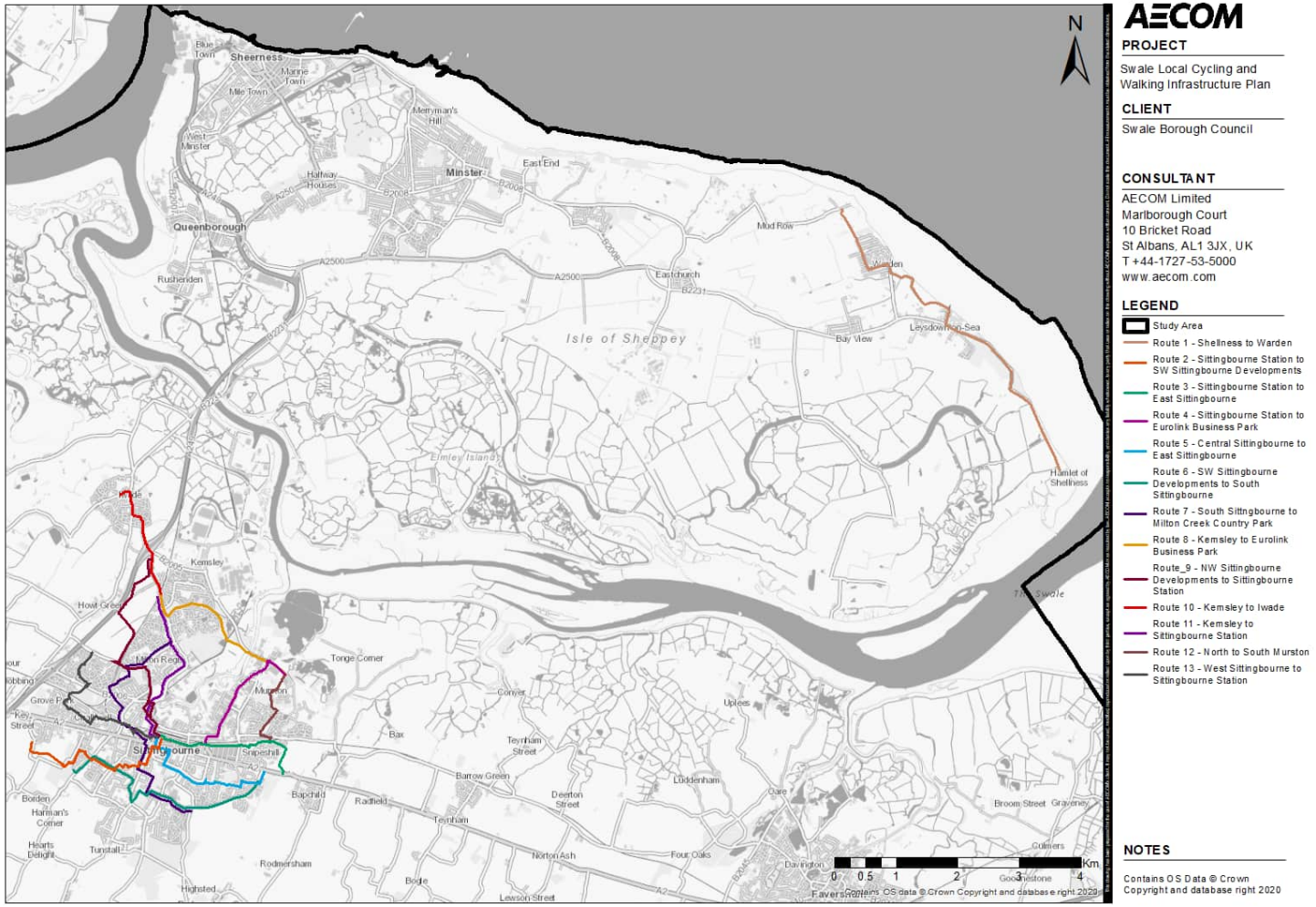


Figure 4-5 Identified Walking Network

WR14 - Iwade to Swale Station: This route connects WR10 in Iwade to the Sheppey Towns LCWIP network at Swale station. It makes use of PRoWs running adjacent to Sheppey Way, providing a crucial off-road walking connection with the Isle of Sheppey.

[14] https://www.kent.gov.uk/__data/assets/pdf_file/0005/90491/Rights-of-Way-Improvement-Plan-2018-2028.pdf

Stakeholder Engagement

The identified walking network, shown in Figure 4-5, was presented to local stakeholders. The meeting provided a platform to gather the stakeholders' opinion on the identified network.

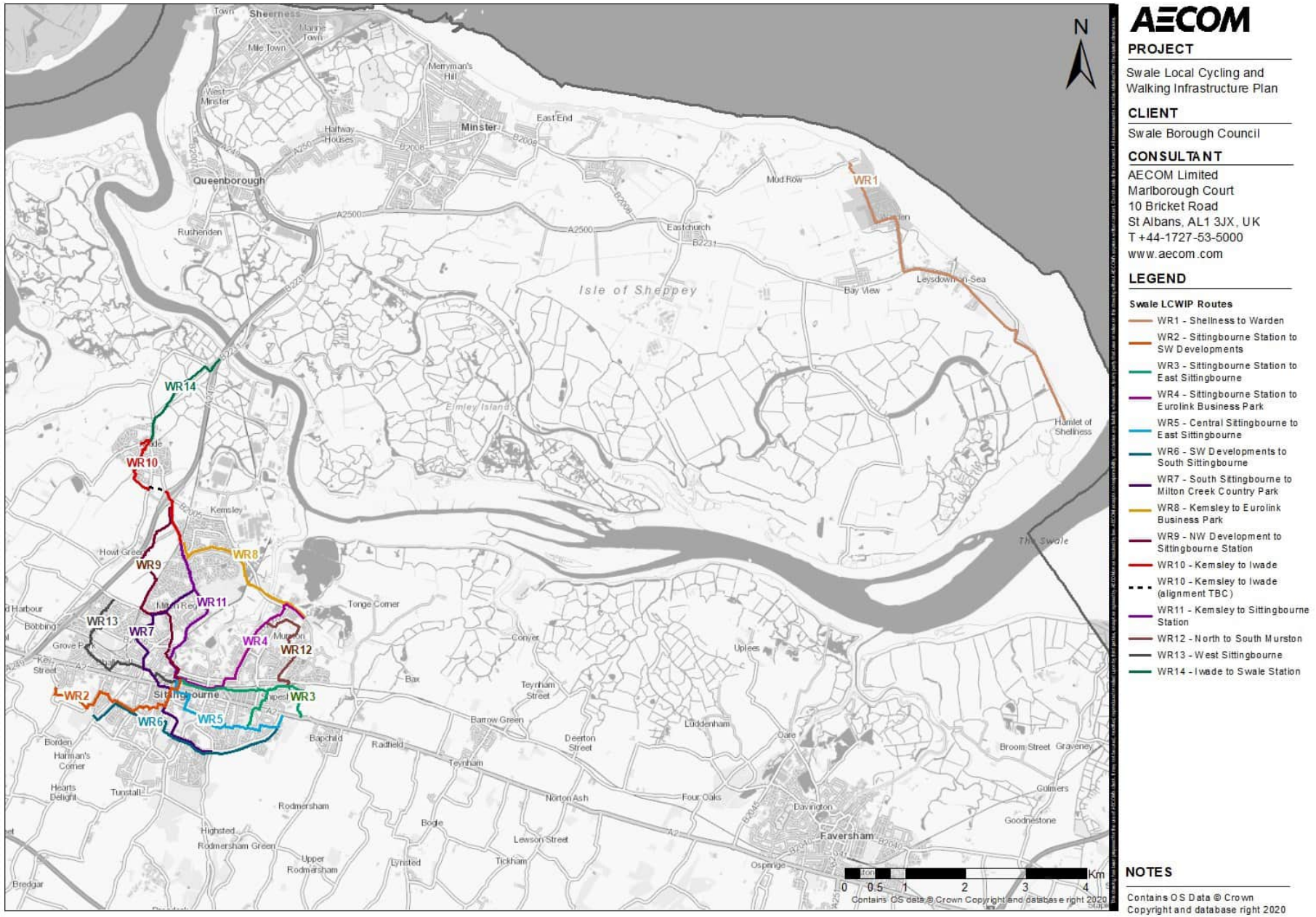
Overall, the stakeholders welcomed the identified walking routes and used their local knowledge to make some suggestions such as altering the alignment of proposed routes or ensuring the proposed improvements contribute to creating safer, more direct walking routes. The comments received from stakeholders are summarised in Table 4-1.

Figure 4-6 illustrates the updated proposed walking network, incorporating feedback from the stakeholder engagement workshop.

Following the decision to merge the Swale LCWIP and Sheppey Towns LCWIP (see Chapter 5), only the 'primary' routes will be taken forward to public consultation to manage the number of routes for feedback.

Table 4-1: Summary of Stakeholder Feedback

Walking Route	Stakeholder Comment
WR3	Consideration of lighting and air pollution along this route as lots of children going to school would use this. Add additional arm south across the A2 to facilitate the number of school children using this route.
WR6	This route goes through a more affluent area - ensure the network covers less affluent areas too. Proposed alternative alignment between Homewood Avenue and Capel Road via Connught Road.
WR7	Improvement to underpass needed. Alternative alignment suggested to avoid the underpass – uses Hawthorn Road between the A2 and Chalkwell Road.
WR9	This is primarily a car route - if an alternative route is available, this would be favoured. Proposed a small amendment to the route at St Pauls.
WR10	Proposed alternative route through Iwade which links the new development to Grovehurst roundabout.
WR12	Proposed an additional ending to the route which extends to Gas Road.



Page 230

Figure 4-6 Proposed Walking Network Following Stakeholder Engagement

Establishing Infrastructure Improvements

Proposed interventions were identified through a comprehensive desktop analysis, that also considered other schemes currently at the planning stage.

A total of 200 walking interventions were identified, which included:

- Improving route continuity and level of provision, including overcoming barriers and severance to pedestrian movement along the identified routes
- Installation of new and improved pedestrian crossings, including upgrading uncontrolled crossings to controlled crossings and introducing pedestrian priority at key locations, and
- Implementation of an appropriate wayfinding system.

Figure 4-7 shows the overview of the location of all the interventions required to deliver a safe walking network, while **Appendix E and Appendix F** provides more detail on location and description of interventions for each route.

It is important to note that these are high-level interventions and further study and a greater level of investigation and assessment is required prior to design, consultation and implementation. The deliverability in terms of constraints, risks and costs for multiple options are all important considerations alongside the relative benefits and detriments.

Figure 4-7 Identified Walking Infrastructure Improvements

Incorporating the Sheppey Towns LCWIP

Two LCWIPs were undertaken simultaneously across Swale in 2023 and 2024. One LCWIP was the Swale Borough-wide LCWIP (which has been detailed in this report) and the other focused on the Isle of Sheppey. The Swale LCWIP identified distinct walking and wheeling routes/ improvements and cycling routes/ improvements whereas the Sheppey Towns LCWIP identified combined walking and cycling active travel routes and improvements.

Similar to cycling routes, the active travel routes from Sheppey Towns LCWIP have been incorporated into the Swale LCWIP in order to streamline these two documents and put forward a coherent network of active travel routes across the Borough. The walking network and interventions which will consulted on by the public therefore combine these two LCWIPs.

The identified active travel routes identified as part of the Sheppey Towns LCWIP can be seen in **Appendix C and Appendix F.**

AECOM Delivering a better world

05

Sheppey Towns LCWIP

Sheppey Towns LCWIP Active Travel Routes

As per the Swale LCWIP, the Sheppey Towns LCWIP was developed in line with DfT's LCWIP guidance.

The identified network can be seen in Figure 5 -1. This network, together with the identified cycling and walking networks identified through the Sheppey LCWIP will be consulted on as a borough-wide LCWIP.

Establishing Infrastructure Improvements

Proposed interventions were identified through a comprehensive desktop analysis and route audits. Some of the identified interventions included:

- Mini-roundabout improvements;
- Major junction improvements;
- Crossing improvements; and
- Infrastructure improvements.

Appendix C and Appendix F shows the detailed routes and interventions.

Figure 5-2 and 5-3 show the LCWIP cycling and walking networks identified as part of the LCWIPs alongside the proposed active travel network across Swale. This demonstrates the interdependencies between the forthcoming active travel schemes as well as their coverage across the Borough.

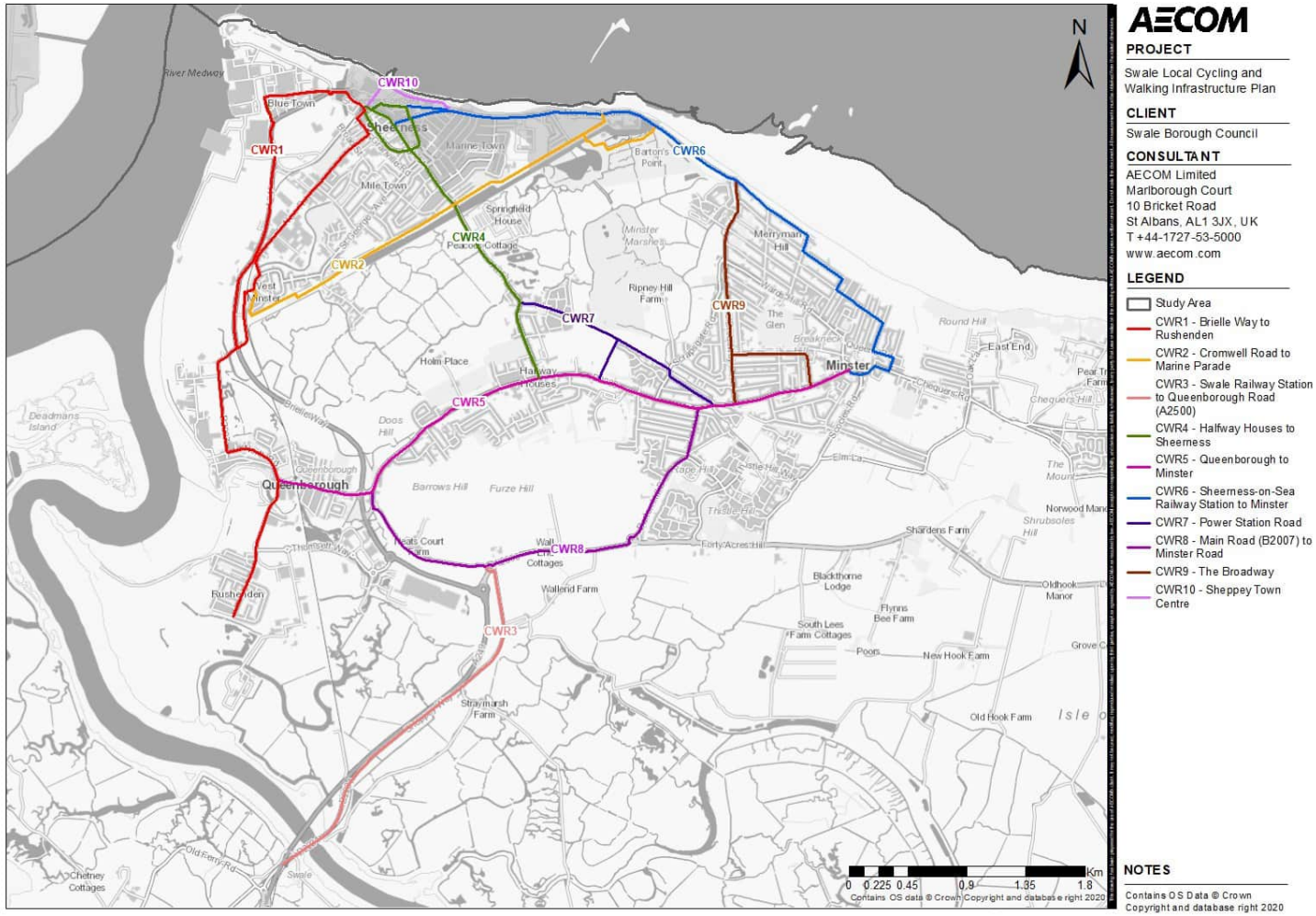
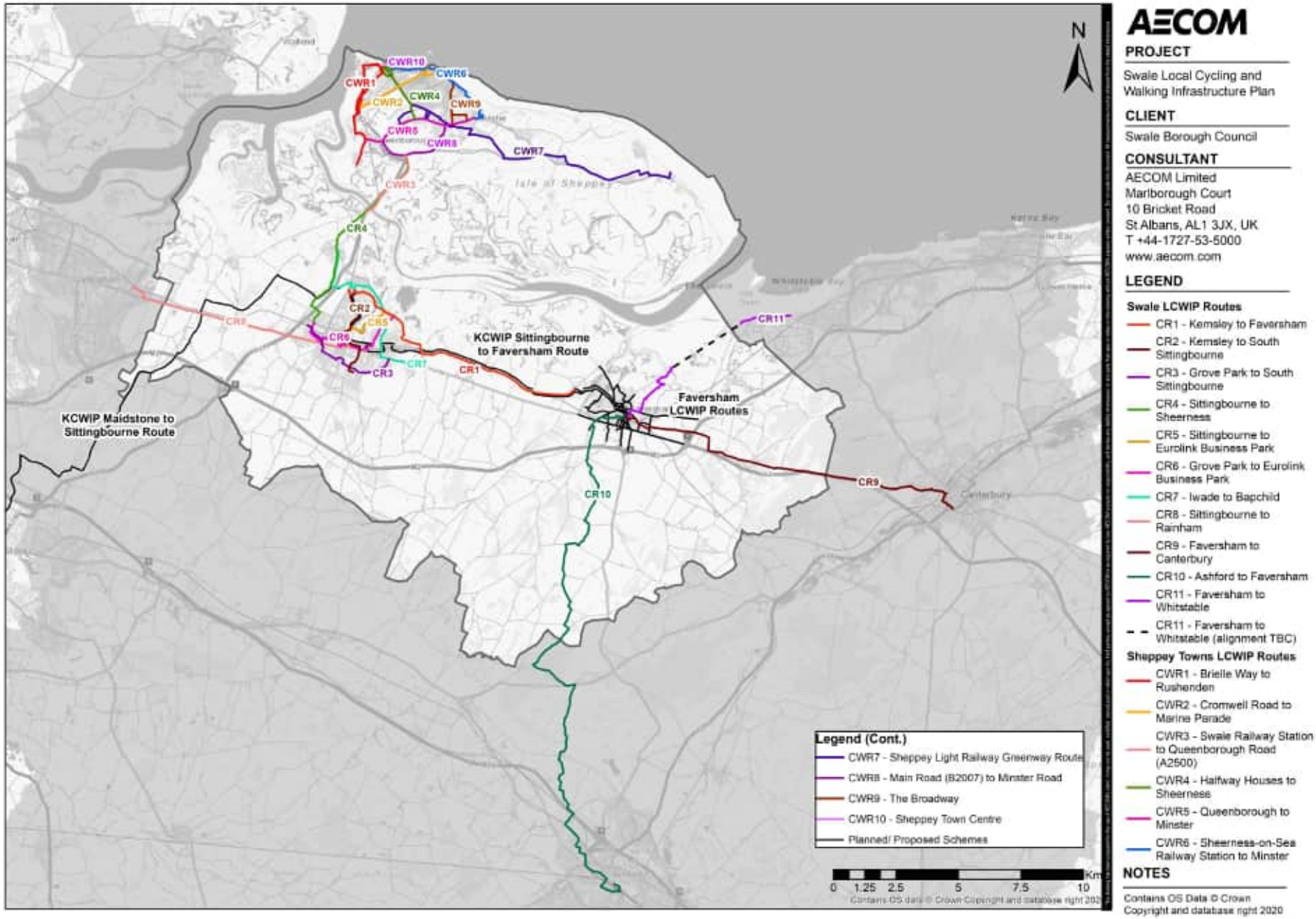


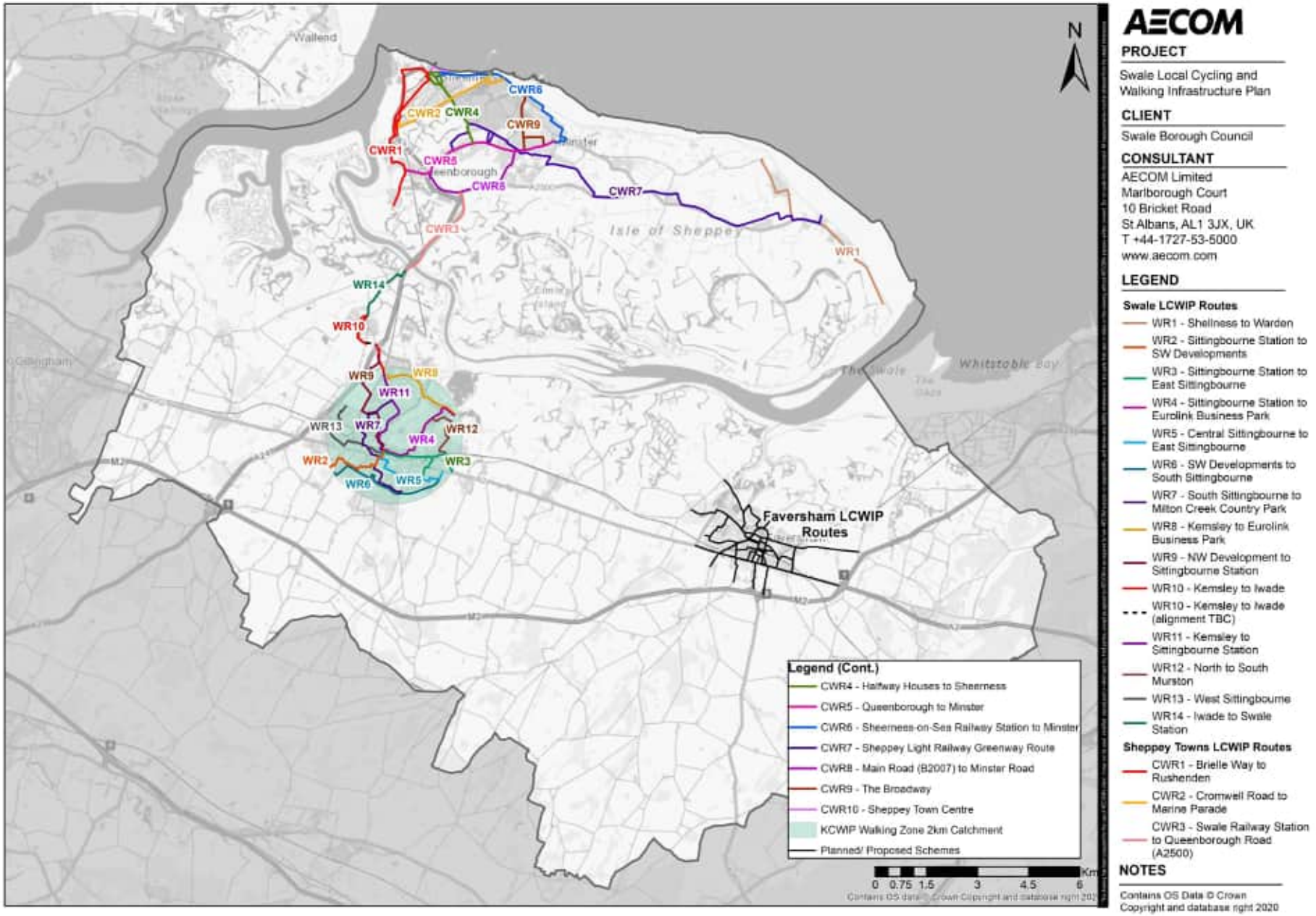
Figure 5-1 Sheppey Towns LCWIP Active Travel Routes

As part of the merge between the LCWIPs, it was agreed with stakeholders that the Sheppey Light Railway Greenway would be merged with route CWR7 as the two routes align along Power Station Road in Minster-on-Sea. This is reflected in Figure 5-2 and Figure 5-3.



Page 235

Figure 5-2 Proposed Cycling Network Across Swale



Page 236

Figure 5-3 Proposed Walking Network Across Swale

06

Public Consultation

Public Consultation

Public consultation was carried out to gather local views on the proposals. Engaging with people who walk, wheel, or cycle in Swale, as well as those generally interested in the Borough's future infrastructure, helped ensure the LCWIP reflects community priorities.

The cycling and walking routes, updated following stakeholder engagement, were consulted on for six weeks during September and October 2025.

The public were able to participate through an online consultation webpage, which included details of the LCWIP, an interactive mapping tool with all proposed routes and an accompanying questionnaire. Figure 6-1 shows the public consultation webpage.

In-person consultation stands were also put up at a number of locations around Swale with details of the proposals and feedback forms. Written feedback was also received throughout the consultation period.

Feedback was sought on the proposed routes and interventions. The public suggested adjustments to route alignments and interventions to maximise benefits, as well as ideas for new measures.

The online consultation received the following volume of engagement:

- 264 active users engaged with the consultation webpage
- 311 comments were received across all feedback methods
- 34 consultees completed the questionnaire
- 21 pins were left on the interactive mapping tools.

As part of the online consultation questionnaire respondents were asked to state their level of agreement from 'Strongly Agree' to 'Strongly Disagree' regarding the proposed routes.

The cycling routes with the highest proportion of 'Strongly Agree' or 'Tend to Agree' responses were:

- CR11—Faversham to Whitstable
- CR4—Sittingbourne to Sheerness
- CR1—Kemsley to Faversham

The walking routes with the highest 'Strongly Agree' or 'Tend to Agree' response rate were:

- WR1—Shellness to Warden
- WR4—Sittingbourne Station to Eurolink Business Park
- WR8—Kemsley to Eurolink Business Park

The Sheppey Towns active travel routes with the highest 'Strongly Agree' or 'Tend to Agree' response rate were:

- CWR7—Sheppey Light Railway Greenway Route

Want to see the full questionnaire results? Please see **Appendix G**

- CWR9—The Broadway
- CWR5 —Queenborough to Minster

The full results from the level of agreement questionnaire are shown in Appendix G.

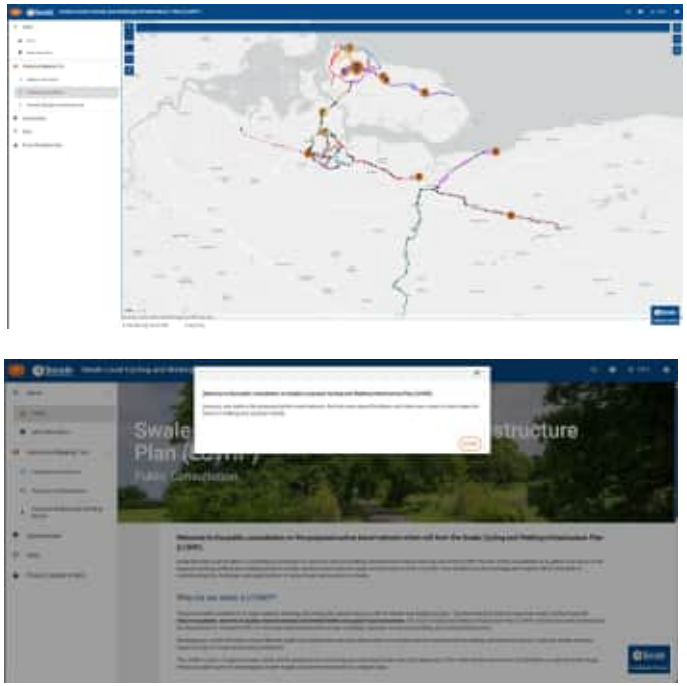


Figure 6-1: Public Consultation Webpage

Changes Post-Public Consultation

Based on the feedback received in the consultation further changes were made to the routes. These changes included:

Cycling

- CR2 was rerouted to avoid the railway bridge on Crown Quay Lane.
- CWR3 was extended with an additional section from Kingsferry Bridge to Rushenden - an upgrade of ZS12 .
- CWR7, the SLRG, was extended from Moat Way to the Napoleonic Lines / West Minster.
- On CWR7, an additional section was added between Moat Way and Power Station Road, subject to land owner approval.
- Additional interventions were added to CR6, CR8, CWR1, CWR4, and CWR9.

Walking

- On WR7 an additional section was added including the cut through from Hythe Rd to Windmill Rd (subject to a safety audit).
- Additional interventions were added to WR3, WR4, WR6, WR10, CWR1, CWR4, and CWR9.

The changes to CWR3 and CWR7 are shown in Figure 6-2 as an example of the process.

The changes following public consultation were the final step in finalising the LCWIP network. The final network of updated routes following public consultation are shown in Figure 6-3 and Figure 6-4.

Each individual route can be found in Appendix B to Appendix F.

Want to see each route? Please see **Appendix B** to **Appendix F**

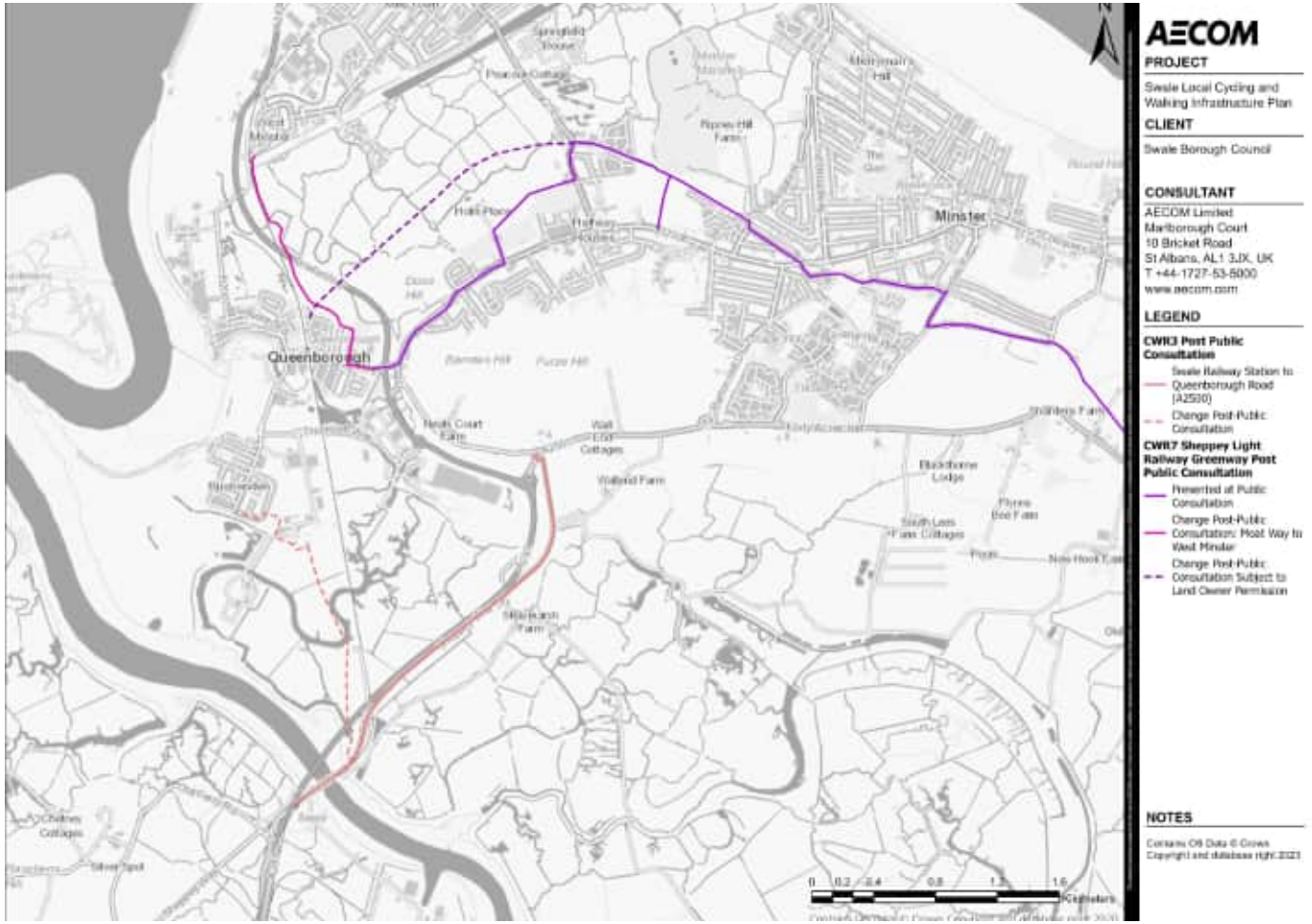


Figure 6-2: Changes to CWR3 and CWR7 (SLRG) Following Public Consultation

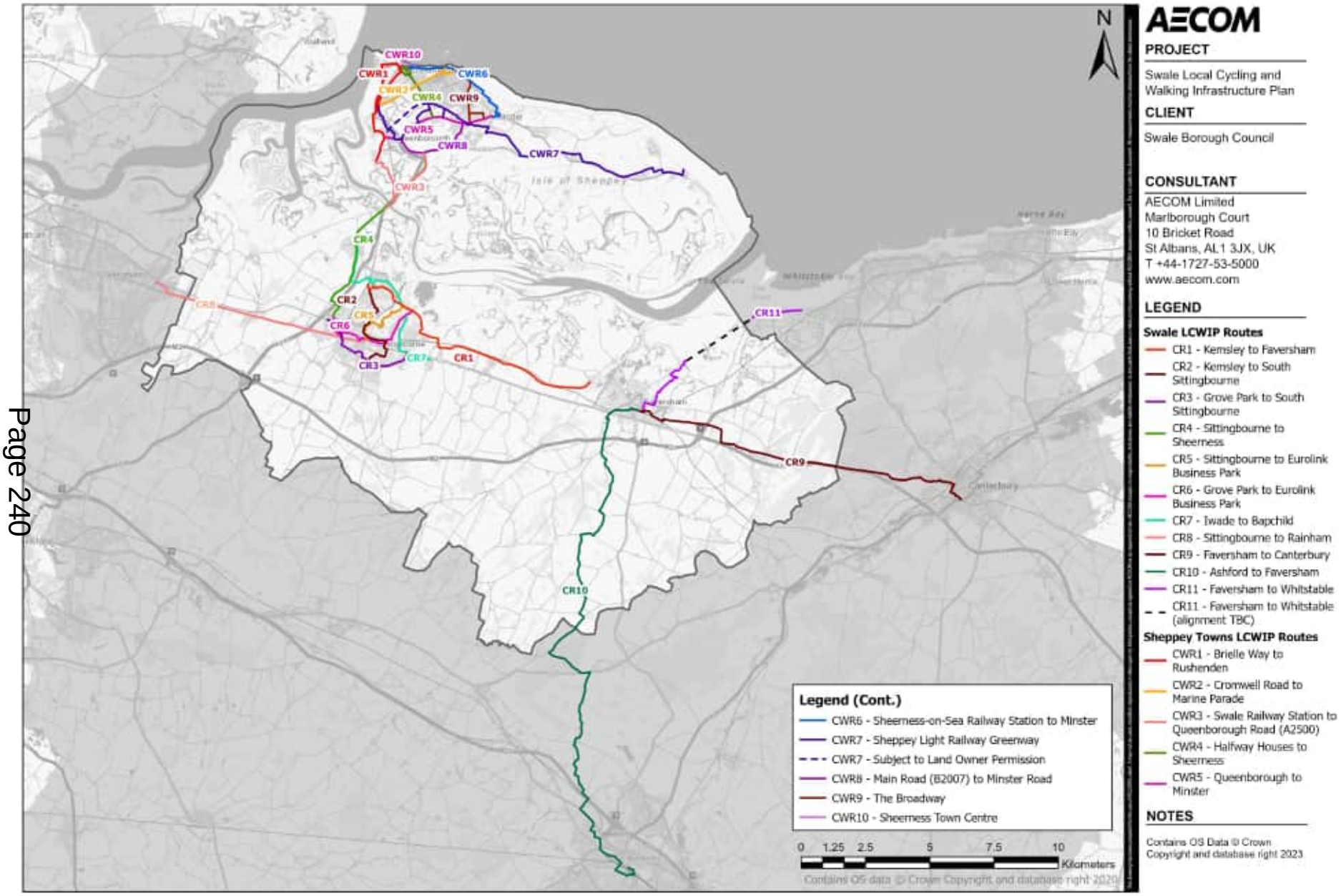
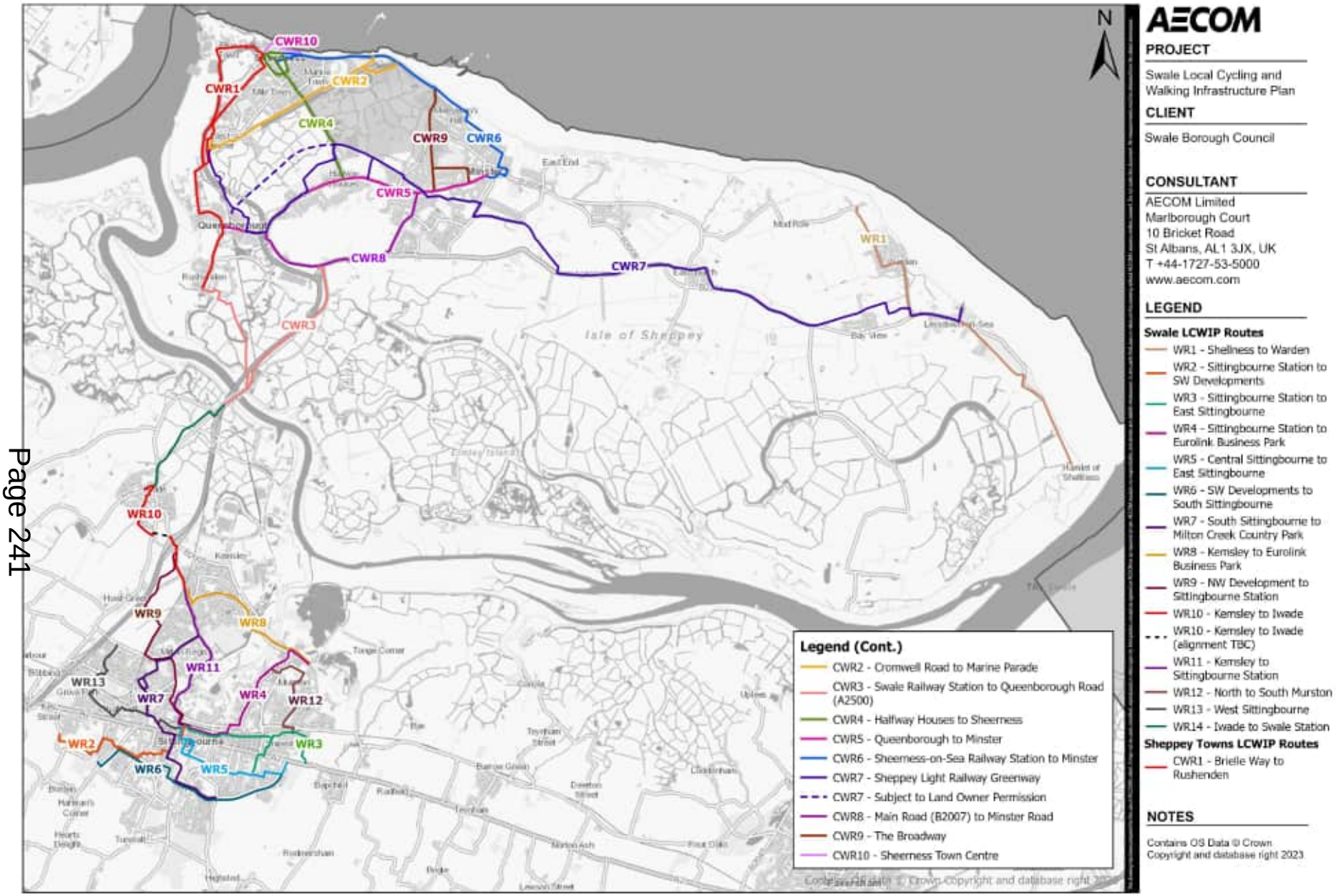


Figure 6-3: Final Proposed Cycling Network Across Swale



Page 241

Figure 6-4: Final Proposed Walking Network Across Swale

07

Prioritisation

Stage 5: Prioritisation

Want to see the prioritisation criteria and outcomes? Please see **Appendix H**

Prioritisation Process

Route prioritisation is the fifth stage of the LCWIP process. Its purpose is to identify the routes that best support the plan's objectives in the short, medium and long term. Using the evidence gathered in earlier stages, all cycling and walking and wheeling routes identified in Stages 3 and 4 were assessed against a defined set of criteria.

The cycling routes and walking and wheeling routes were prioritised separately, with the exception of the Sheppey Towns LCWIP active travel routes which were included in both assessments.

The routes were prioritised using a Multi-Criteria Assessment Framework (MCAF). The framework was designed to provide a balanced assessment, without placing too much emphasis on any single factor. This approach ensured that urban and rural routes, shorter and longer routes, and routes serving different types of trip attractors were all considered fairly. The criteria included:

- **Current and future demand** - based on data from the Propensity to Cycle Tool (PCT) Go-Dutch Scenario.
- **Filling gaps in the existing network** - how much of the route aligns with the existing network.
- **Supporting housing and economic growth** - how much of the route passes through areas of high population and employment density. The number and size of site allocations in proximity to the route which may affect future land use.
- **Level of agreement in public consultation** - informed by data from the public consultation where consultees were asked to state how much they supported the proposed routes.

The five highest scoring routes from the prioritisation exercise for cycling can be seen in Table 7-1, and in Table 7-2 for the walking and wheeling routes.

Cycling Route	Prioritisation Rank
CWR7—Sheppey Light Railway Greenway	1
CWR1—Brielle Way to Rushenden	2
CWR8—Sittingbourne to Rainham	3
CR1—Kemsley - Faversham	4
CWR4—Halfway Houses - Sheerness	5

Table 7-1: Cycle Route Prioritisation

Walking and Wheeling Route	Prioritisation Rank
CWR1—Brielle Way to Rushenden	1
WR11—Kemsley - Sittingbourne Station	2
CWR4—Halfway Houses - Sheerness	3
CW7—Sheppey Light Railway Greenway	4
WR2—Sittingbourne Station - SW Developments	5

Table 7-2: Walking and Wheeling Route Prioritisation

08

Integration and Application

Stage 6: Integration and Application

The final stage of the LCWIP process focuses on embedding the plan within local policies, strategies, and decision-making processes. While the LCWIP provides a framework for future delivery plans, it is also important that it aligns with existing and emerging local, borough, and county-level policies. Figure 8-1 summarises the Department for Transport's guidance for this stage of the process.

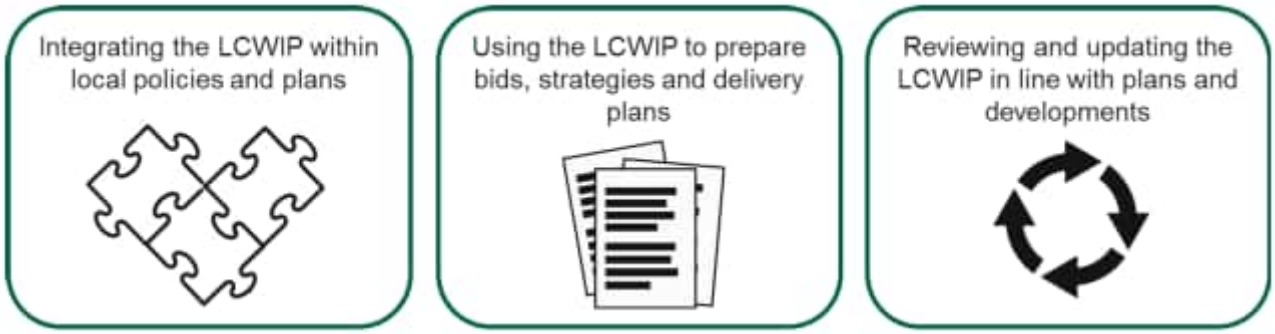


Figure 8-1: Integration and Application of LCWIPs—DfT Guidance

Strong alignment between this LCWIP, the Faversham LCWIP, and the Kent Cycling and Walking Infrastructure Plan (KCWIP) is particularly important. This document builds on the proposals set out in the KCWIP, ensuring geographical consistency across the Borough and County. This alignment strengthens the case for future funding and supports the integration of cycling, walking, and wheeling proposals into wider transport and planning strategies. As outlined in Section 5, this LCWIP also incorporates the Sheppey LCWIP, creating a coherent, borough-wide approach to active travel.

Future borough-level cycling, walking, and wheeling policies should reflect and build on the routes and recommendations identified in this LCWIP. The outputs should be incorporated into future mapping and policy documents, in the same way this LCWIP draws on evidence and proposals from other relevant plans, including the Faversham LCWIP and the Parishes to Town Report.

The LCWIP also has an important role in supporting growth and development. By linking proposed routes to housing and site allocations, the LCWIP provides a valuable evidence base for developers preparing Travel Plans and Transport Assessments, helping to ensure that new development supports and contributes to high-quality active travel infrastructure.

In line with other transport strategies, the LCWIP should be reviewed and updated approximately every four to five years to reflect delivery progress and changes in local circumstances.

Updates may also be required in response to significant changes, such as new policies, major development proposals, or the emergence of new funding opportunities.

As further work progresses on the Sheppey Light Greenway proposals, Swale Borough Council will continue to work with stakeholders and update the LCWIP where appropriate.

Regular updates will ensure the LCWIP remains a robust and up-to-date evidence base, placing the Council in a strong position to prepare funding bids and supporting strategies. Where funding is secured and proposals are taken forward to detailed design and delivery, it will be important that feedback from stakeholders and the public consultation continues to inform scheme development. Where necessary, additional consultation should be undertaken to secure support for any future changes or refinements.

09

Summary

Summary

In **Stage 2: Data Collection** the area context was outlined in terms of its demographics, existing and future transport network, collisions, trip generators and trip patterns.

Swale is a largely rural Borough but has significant concentrations of population and employment in the main urban areas of Faversham, Sittingbourne as well as the towns of Minster-on-Sea, Queenborough and Sheerness on the Isle of Sheppey.

Car ownership is generally high in the more rural areas of the Borough, but there are relatively low levels in the urban areas.

Towards the easternmost point of the Isle of Sheppey there are also low levels of car ownership, despite its more rural composition. This area of Swale has some of the highest levels of deprivation in the country, scoring in the lowest decile on the Index of Multiple Deprivation (IMD) alongside areas of Sheerness, Faversham and Sittingbourne. As a result of the deprivation levels on the Isle of Sheppey there are two areas which are classified as 'Left-Behind Neighbourhoods'.

There are education facilities, tourist attractions, and medical care sites located across the Borough, but shopping, leisure and health facilities are concentrated within the urban areas.

Future housing, employment and mixed-use developments, the largest of which is located in Sheerness, will generate considerable future traffic movements.

The current active travel and public transport network is limited outside of Faversham and Sittingbourne.

In regard to the rail network, Faversham and Sittingbourne are served by regular services into London. The Isle of Sheppey is served by a regular branch line service to Sittingbourne, but interchange is required for onward travel.

The PRoW network coverage largely aligns with areas of high population and employment density, while the Isle of Sheppey has a relatively sparse network.

The cycle network consists of the long-distance National Cycle Network routes and more local cycle routes and lanes. The local network, although more developed in urban areas, is generally limited and fragmented and the quality of provision varies significantly.

The NCN runs between Faversham and Sittingbourne, and north to Queenborough from Sittingbourne. This is the only significant north-south cycle connection linking the Isle of Sheppey to the rest of the Borough. The area of rural Swale has very limited cycling infrastructure.

Swale is relatively well-connected in terms of its Highway Network with the A2 and the M2 linking the Borough to the rest of Kent and London.

Collision data shows that incidents involving cyclists and pedestrians are more frequent on the strategic roads in the Borough, most notably the A2 and the A249, and that there are only limited incidents of collisions involving cyclists and pedestrians in urban centres.

Active travel patterns in Swale have been ascertained using the PCT tool, VISUM data, and STRAVA data. There are significant flows of walking and cycling within urban areas in the Borough but PCT data suggests that there are presently limited numbers of inter-urban cycle trips for commuting purposes.

STRAVA data points to greater levels of cycling on inter-urban routes for leisure purposes. Future year PCT and VISUM scenarios indicate that there is potential for modal shift to occur for commuting trips of all lengths.

In **Stage 3: Network Planning for Cycling** and **Stage 4: Network Planning for Walking and Wheeling** routes were developed, through an iterative process that considered current and future trip generators, future development and planned active travel schemes, as well as the local knowledge of key stakeholders. Interventions were identified along the proposed routes to create a safe, accessible and attractive environment for walking and cycling in Swale.

At this stage, the Sheppey Towns LCWIP active travel network and interventions were incorporated into the Swale LCWIP to ensure these two schemes were aligned and the forthcoming network was coherent. Subsequent stages of the Swale LCWIP such as public engagement and integration and application will refer to the Swale LCWIP, which incorporates the Sheppey Towns LCWIP.

The complete network was presented as part of a six-week public consultation in autumn 2025, using a combination of online and in-person engagement. Feedback from the public resulted in a number of amendments to the proposed routes and interventions, helping to embed local knowledge within the proposals and ensure they respond to the needs of the communities they are intended to serve.

In **Stage 5: Prioritisation**, the public feedback informed the process of ranking the routes. This prioritisation process helped to identify the routes that best support the plan's objectives in the short, medium and long term. The prioritisation should guide future decisions on which routes should be taken forward for further development and delivery.

Finally, **Stage 6: Integration and Application** explains the importance of embedding the LCWIP within borough- and county-level policies and strategies, supporting a coherent policy framework and placing Swale in a strong position to attract funding to implement the proposed active travel network.

Appendix A - Origin and Destination Clusters

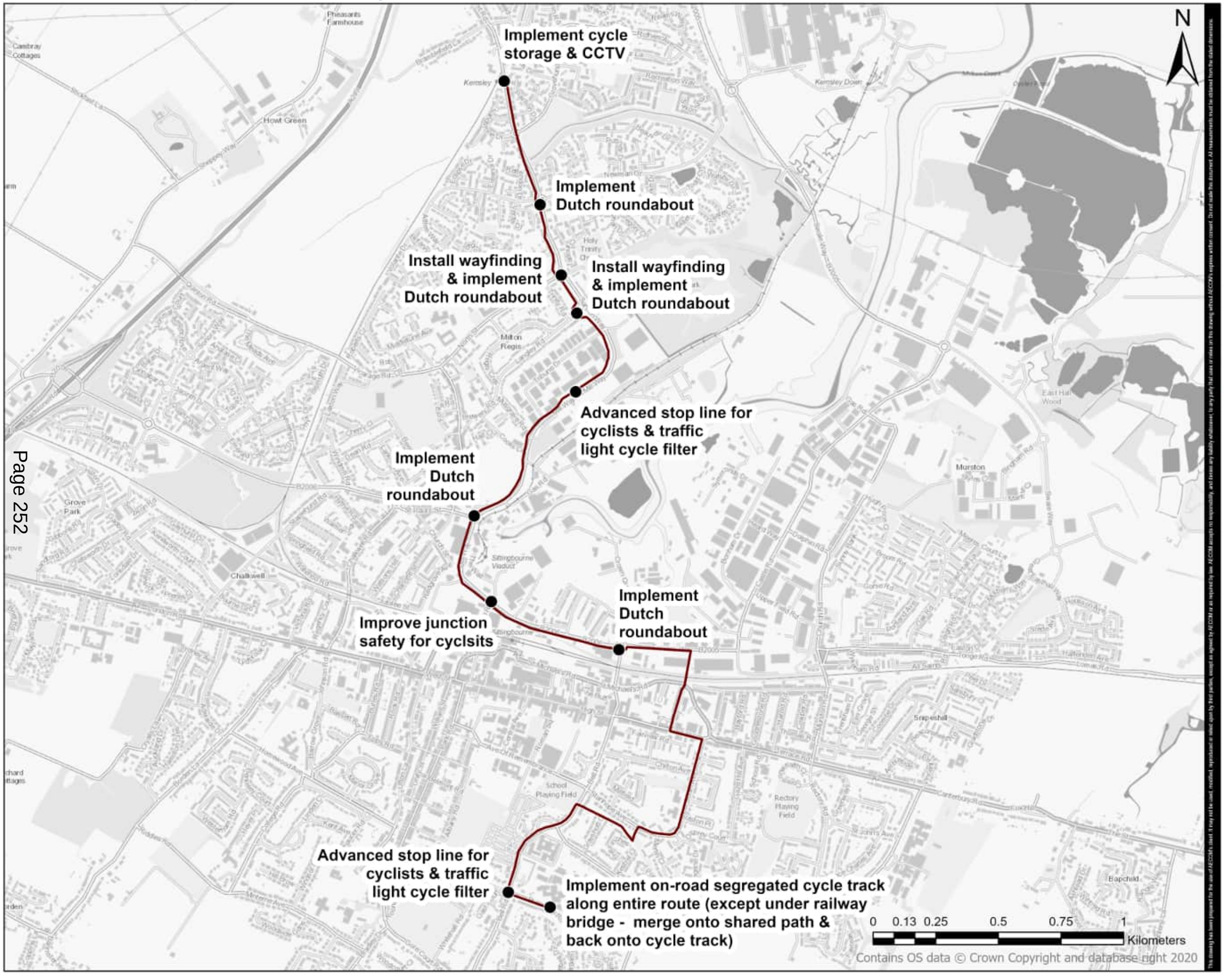
Origin and Destination Clusters

Origin	
Cluster Name	Comment
Bapchild	Large strategic growth site
Borden	High population density, strategic growth site
Boughton	High population density
Bysing Wood	High population density, strategic growth site
Central Sittingbourne	High population density, strategic growth site, rail station
Davington	High population density
Faversham East	High population density, Faversham rail station
Faversham North	High population density, strategic growth site
Faversham South	High population density, strategic growth site
Faversham West	High population density
Grove Park	High population density
Halfway Houses	Strategic growth site
Iwade	Large strategic growth site
Kemsley Developments	High population density, strategic growth site, rail station
Marine Town	High population density
Merryman's Town	High population density
Minster on Sea	High population density, development site
Newington	Strategic growth site, rail station
Preston Developments	High population density, strategic growth site
Queenborough	Strategic growth site, rail station
Selling	Rail station, local village
Snipeshill	High population density
South-West Minster	High population density, development site
Teynham	High population density, Teynham rail station
Upchurch	High population density
Warden	High population density

Destination	
Cluster Name	Comment
Central Faversham Business Areas	High employment density area including BMM Weston and Shepherd Neame
Chalkwell/Westlands School	High employment density, Major school, key employment hub
Eastchurch	Local centre with GP, key school etc.
Eurolink Business Park	High employment density, key employment hubs.
Faversham Town Centre	Town centre, employment density, hospital and other attractors including Faversham Cottage Hospital
GIST SN Distribution GX0 Plus	Key employment hub
Halfway Houses	Major schools, Local Centre
HMP Swaleside and Eastchurch Aviatio	Key employment hub and tourist attraction
Kemsley Industrial Areas	High employment density, key employment hubs, strategic growth site
Kent Science Park	Key employment hub
Leysdown	Leysdown high-street, local centre, beach, school
London Road Industrial Parks	Two proximate key employment hubs
Milton Regis	Key schools, GPs, other trip attractors, high employment density
Minster	Minster abbey, key schools
Mount Ephraim	Key tourist site
North Faversham	High employment density, Brents Industrial Estate, Education sites inc major school
Queenborough Industrial Areas	Key employment hubs
Sheerness Industrial Areas	Key employment hubs
Sheerness Town Centre	Key local centre, schools, GPs, other trip attractors, Sheppey College
Sittingbourne Retail Park	Key employment hubs, major retail park
Sittingbourne South	Major schools, high employment density, key retail sites, hospital
Sittingbourne Town Centre	High employment density, key retail site, major local centre
Snipeshill	Key education area with several large schools
Teynham	Key employment hub and education sites
Thistle Hill	GP, hospital, schools

Appendix B - Sittingbourne Cycling Routes and Interventions

Route CR2 - Kemsley to South Sittingbourne



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

- Study Area
- Route 2 - Kemsley to South Sittingbourne
- Cycling Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2023

Route CR3 - Grove Park to South Sittingbourne

Implement 20mph zones along route

Implement 20mph zone

Implement light segregated cycle tracks

Install toucan crossing

Resurface

Adjust bollards and improve transition from road to shared-use pavement on right-turn

Implement segregated cycle track

Improve junction safety for cyclists

End of segregated cycle track

Install wayfinding & lighting

Implement on-road segregated cycle tracks

Advanced stop line for cyclists & traffic light cycle filter

Implement Dutch roundabout

Install bollards etc to stop cars parking on road

Make grass verge a cycle lane westbound (uphill)

Improve transition from road to shared-use path and widen pavement for cyclists

Install wayfinding & junction improvements

Grove Park

Chalkwell

Milton Regis

Sittingbourne

Sittingbourne Viaduct

St Michaels Rd

High St

Eurolink Way

Murston

Snipeshill

Harman's Corner

School Playing Field

Rectory Playing Field

King George V Playing Field

B2006

B2005

A2

0 0.1 0.2 0.4 0.6 0.8 Km

Contains OS data © Crown Copyright and database right 2020

AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

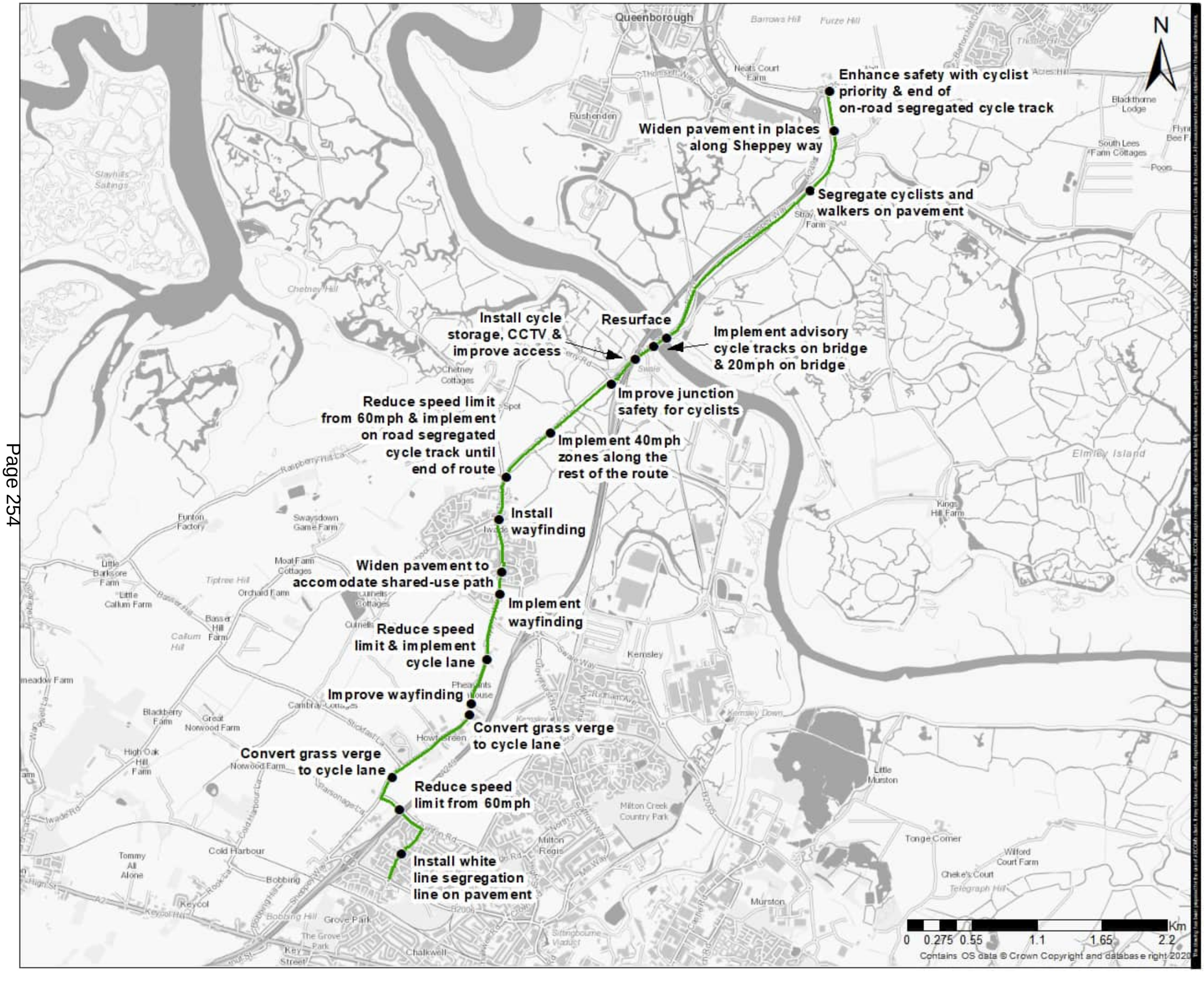
LEGEND

- Study Area
- Route 3 - Grove Park to South Sittingbourne
- Cycling Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2020

Route CR4 - Sittingbourne to Sheerness



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

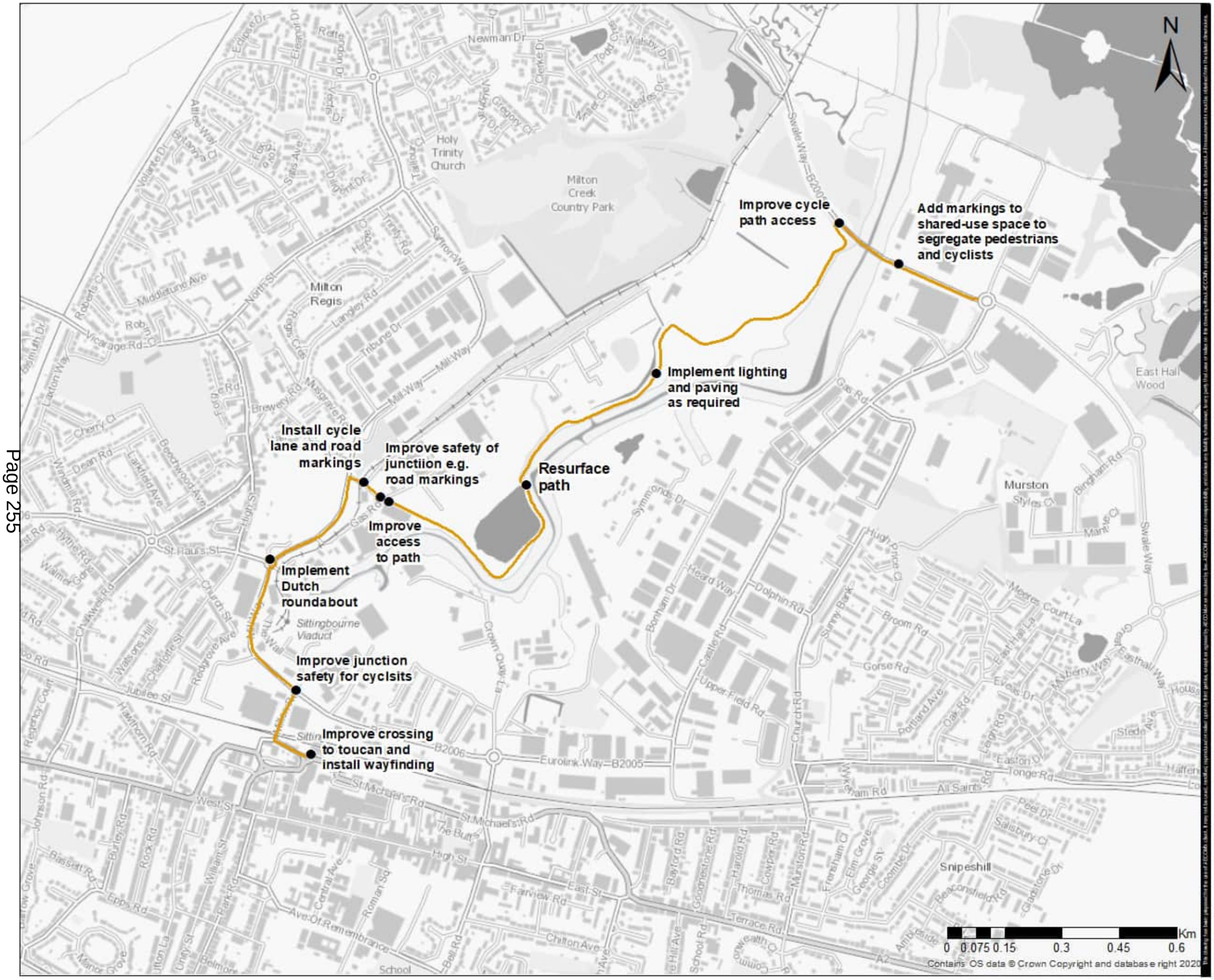
LEGEND

- Study Area
- Route 4 - Sittingbourne to Sheerness
- Cycling Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2020

Route CR5 - Sittingbourne to Eurolink Business Park



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

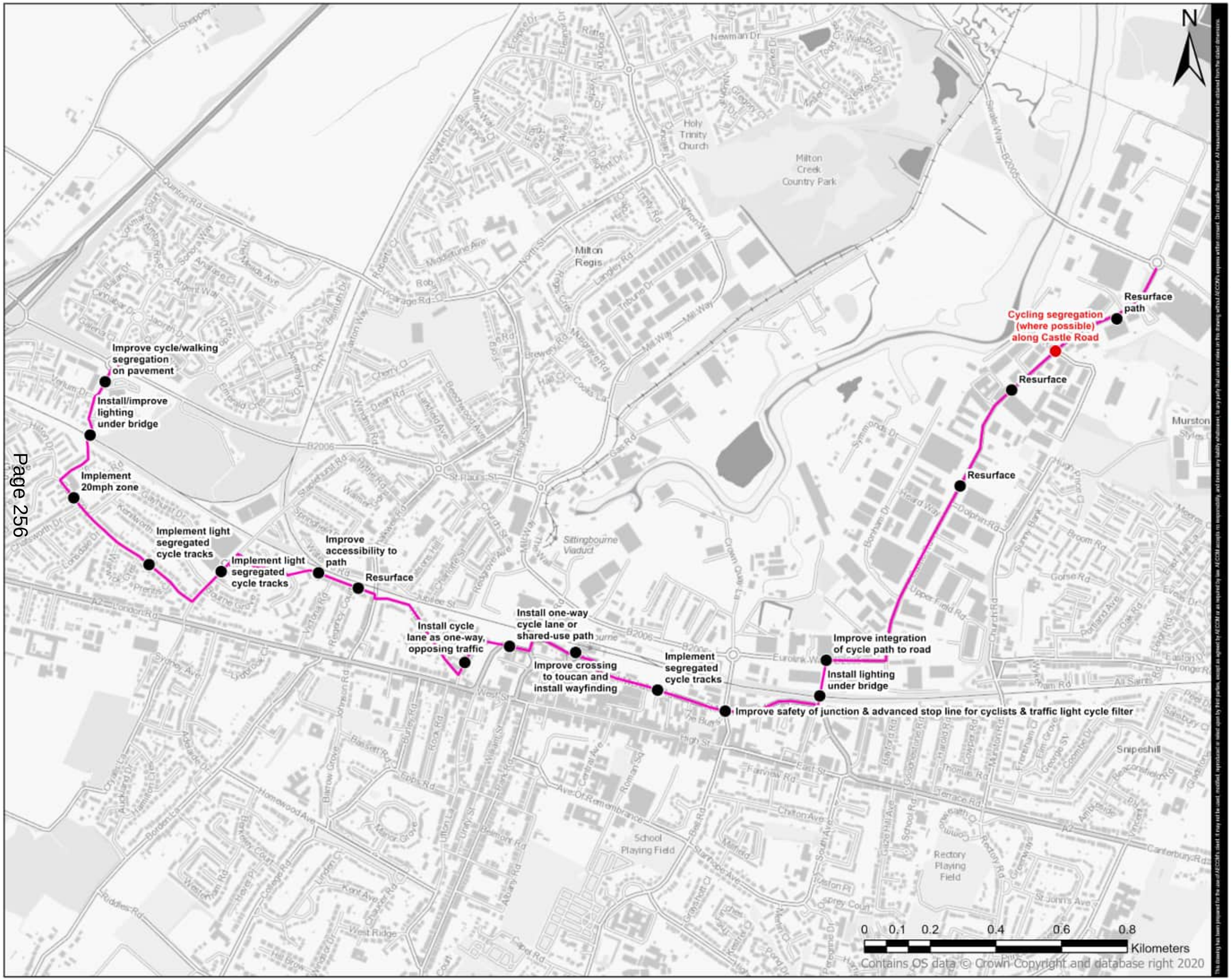
LEGEND

- Study Area
- Route 5 - Sittingbourne to Eurolink Business Park
- Cycling Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2020

Route CR6 - Grove Park to Eurolink Business Park



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

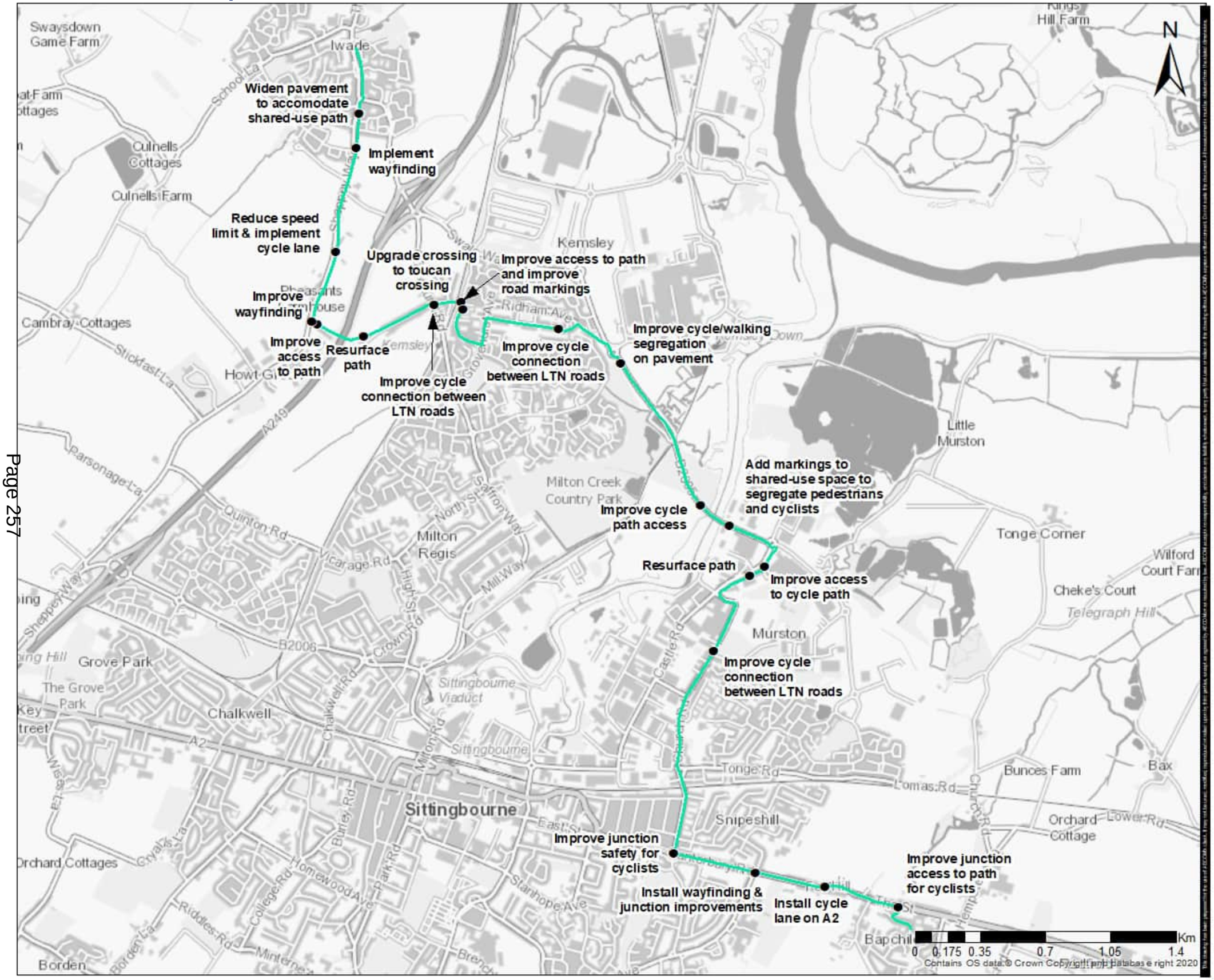
LEGEND

- CR6 - Grove Park to Eurolink Business Park
- Cycling Interventions
- Cycling Interventions Added After Public Consultation

NOTES

Contains OS Data © Crown Copyright and database right 2023

Route CR7 - Iwade to Bapchild



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

- Route 7 - Iwade to Bapchild
- Cycling Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2020

Appendix C - Isle of Sheppey Cycling Active Travel Routes and Interventions

The Broadway - CWR9

Figure 50 : The Broadway

Interventions Added After Public Consultation

Main Road (B2007) to Minster Road - CWR8

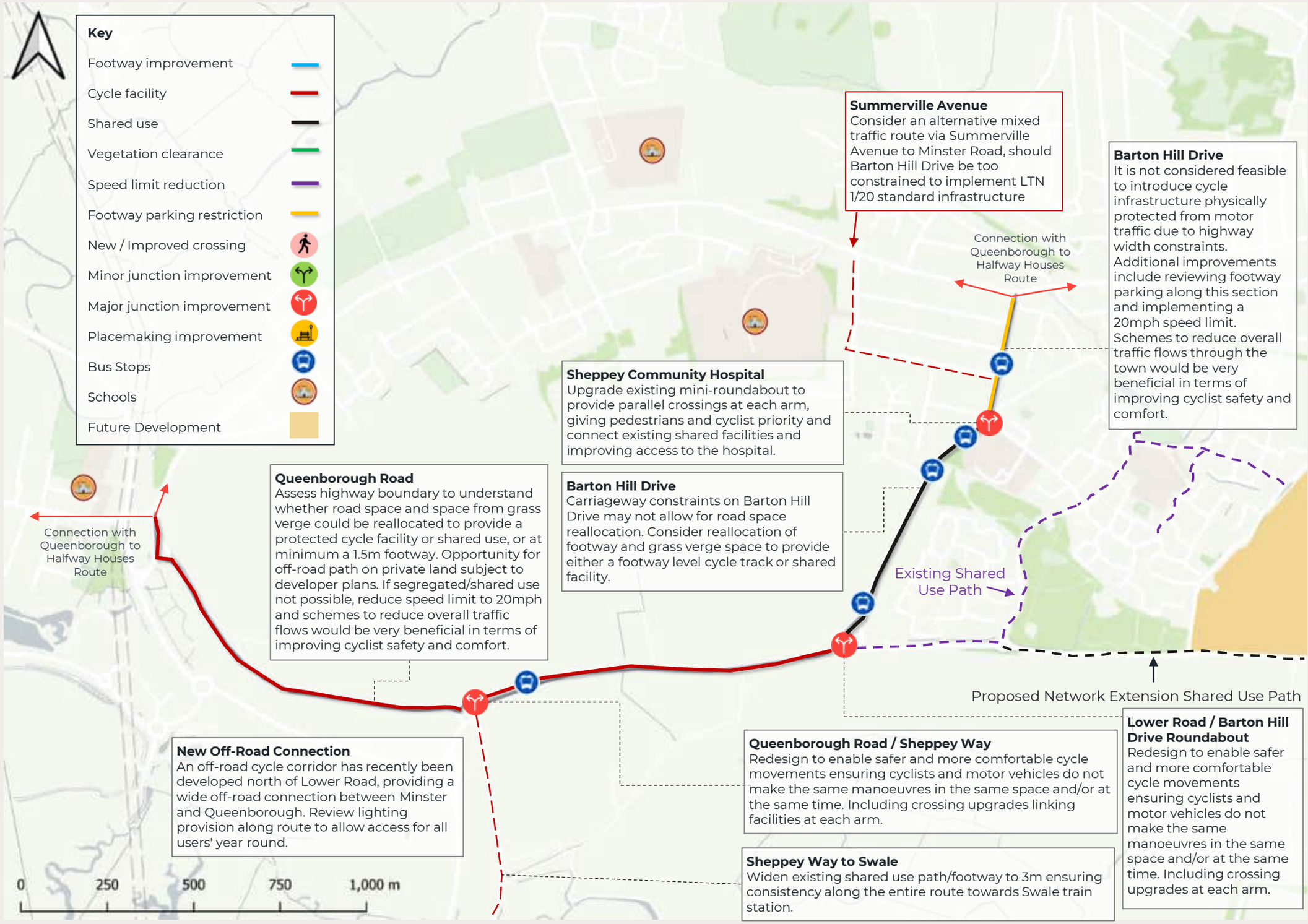


Figure 51 : Main Road (B2007) to Minster Road

Power Station Road - CWR7

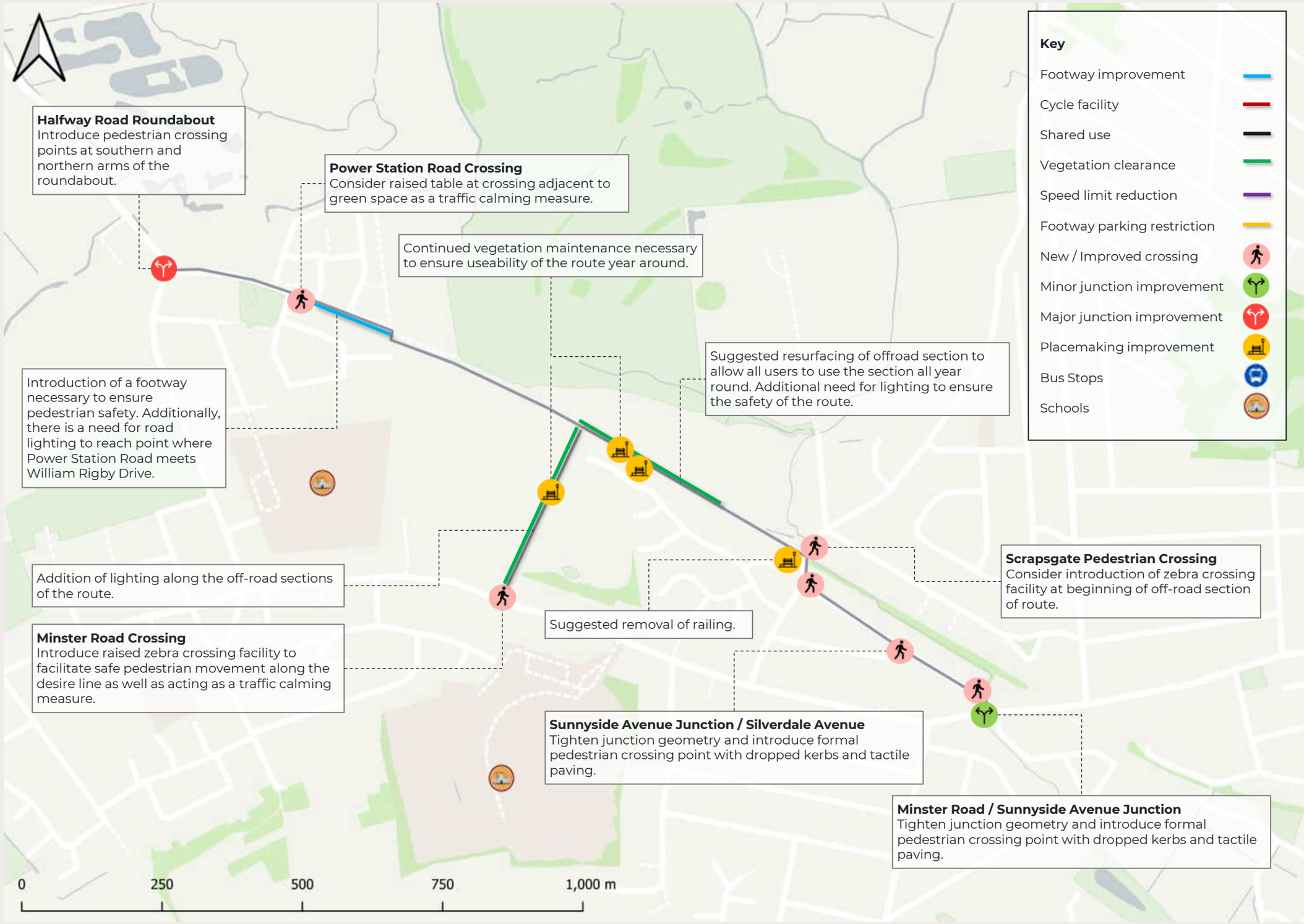


Figure 52 : Power Station Road

Brielle Way to Rushenden Road - CWR1

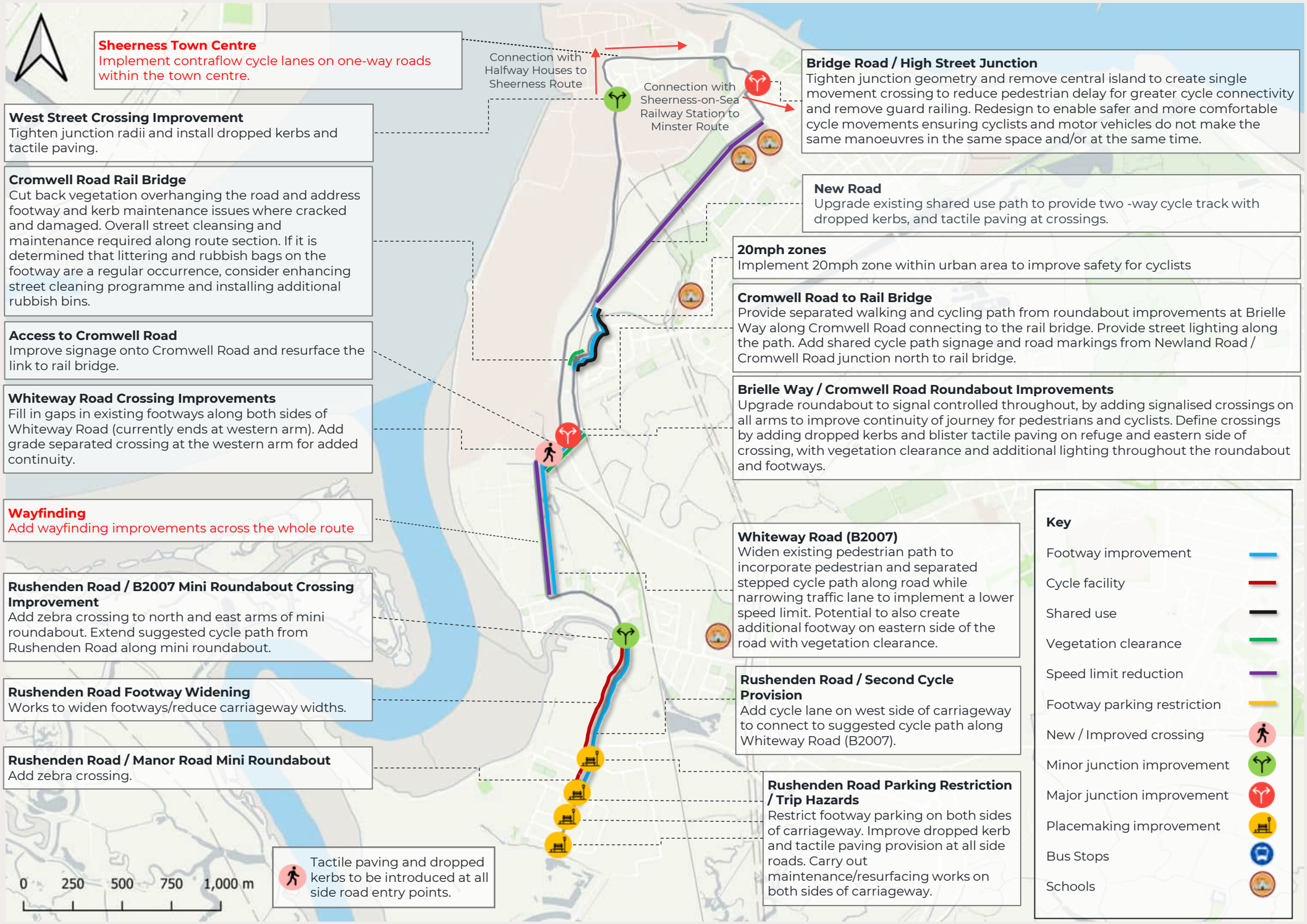


Figure 53 : Brille Way to Rushenden Road

Interventions Added After Public Consultation

Sheerness-on-Sea Railway Station to Minster - CWR6

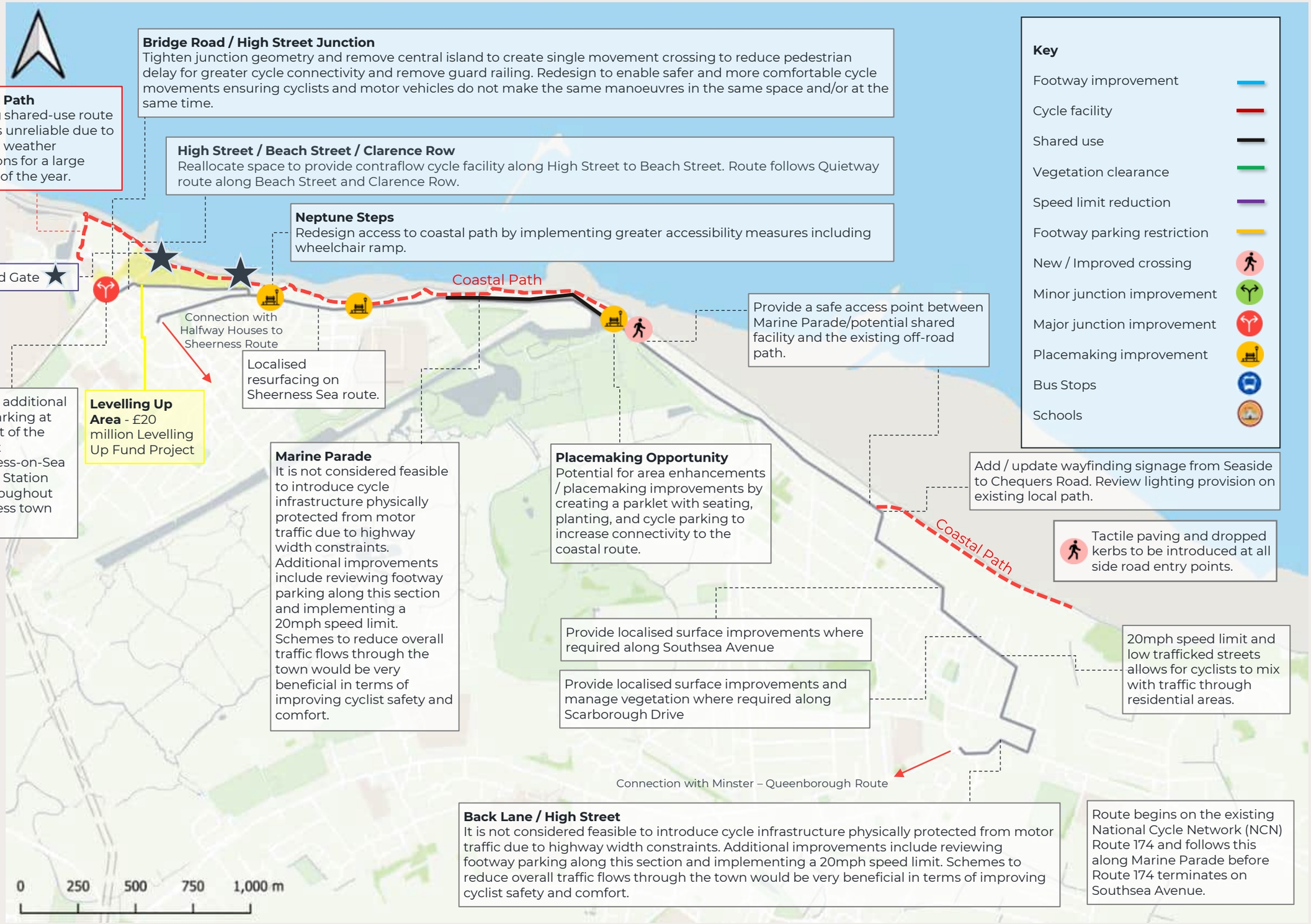


Figure 54 : Sheerness-on-Sea Railway Station to Minster

Queenborough to Minster - CWR5

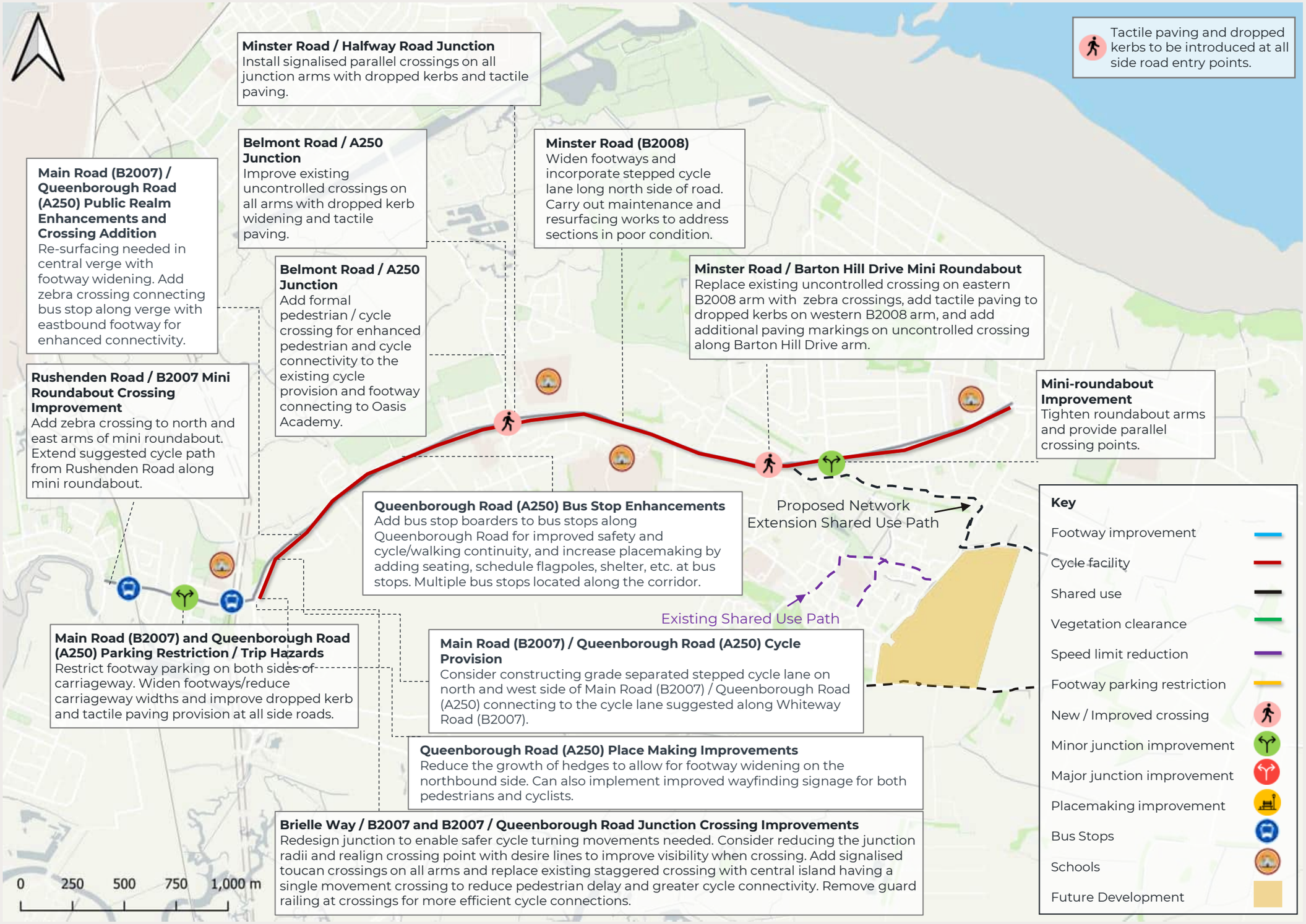


Figure 55 : Queenborough to Minster

Halfway Houses to Sheerness - CWR4

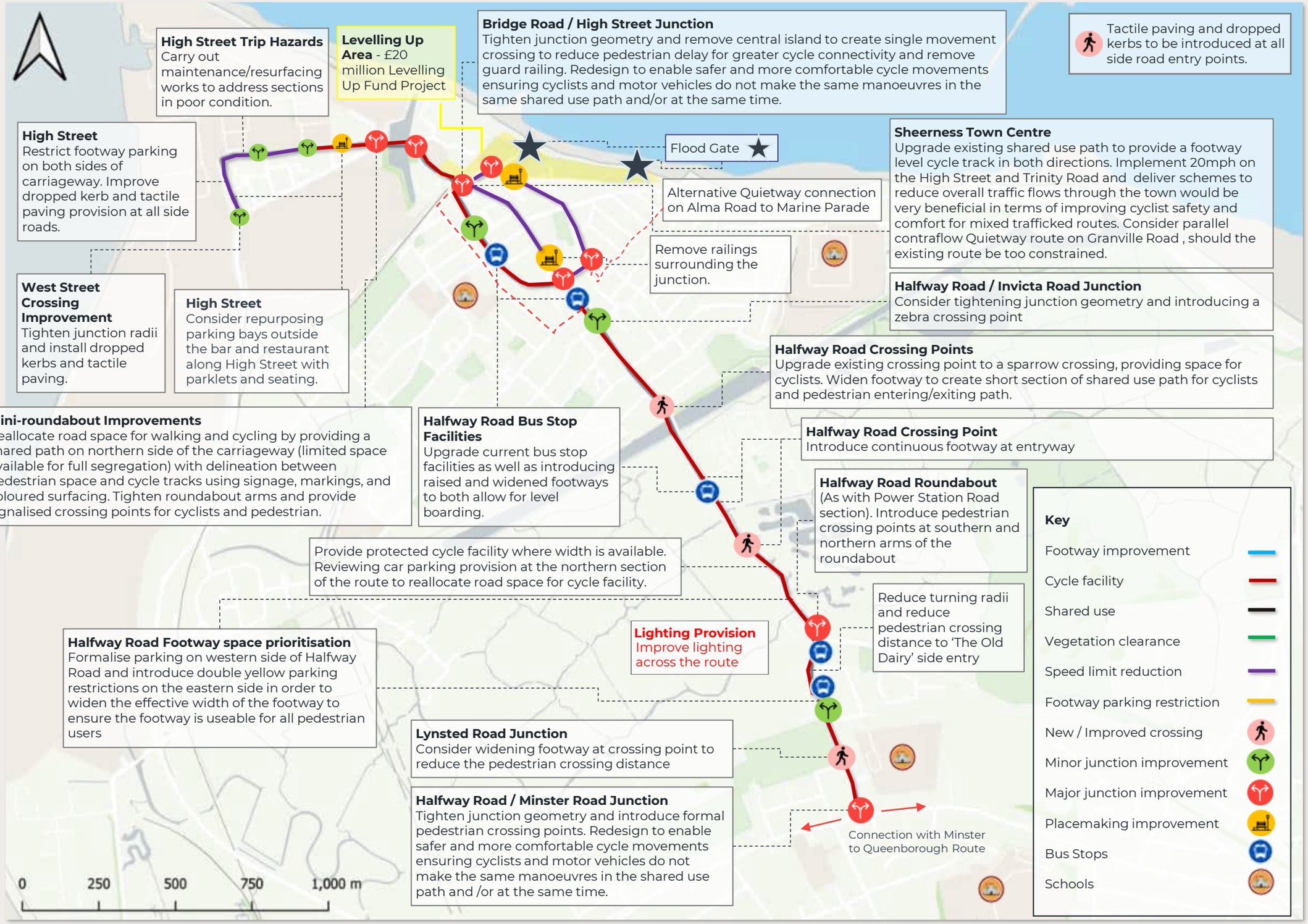


Figure 56 : Halfway Houses to Sheerness

Interventions Added After Public Consultation

Cromwell Road to Marine Parade - CWR2

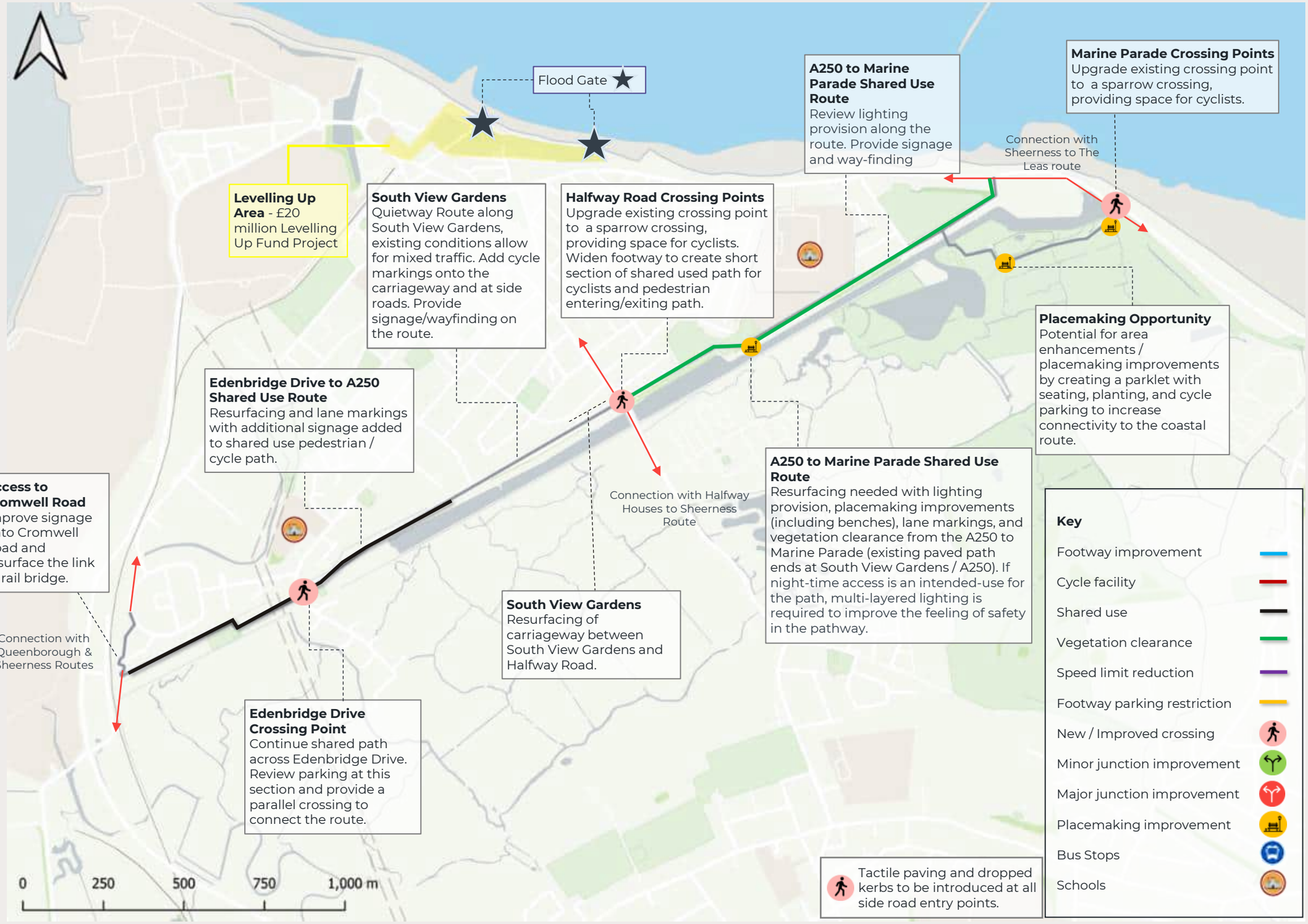


Figure 57 : Cromwell Road to Marine Parade

Route CWR3 - Swale Railway Station to Queenborough Road (A2500)

AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

CWR3 - Swale Railway Station to Queenborough Road (A2500)

Initial interventions shown on the original map on the next page

NOTES

Contains OS Data © Crown Copyright and database right 2023

This drawing has been prepared for the use of AECOM's client. It may not be used, modified, reproduced or relied upon by third parties, except as agreed by AECOM or as required by law. AECOM accepts no responsibility, and passes any liability whatsoever, to any party that uses or relies on this drawing without AECOM's express written consent. Do not scale this document. All measurements must be obtained from the stated dimensions.

Swale Railway Station to Queenborough Road (A2500) - CWR3

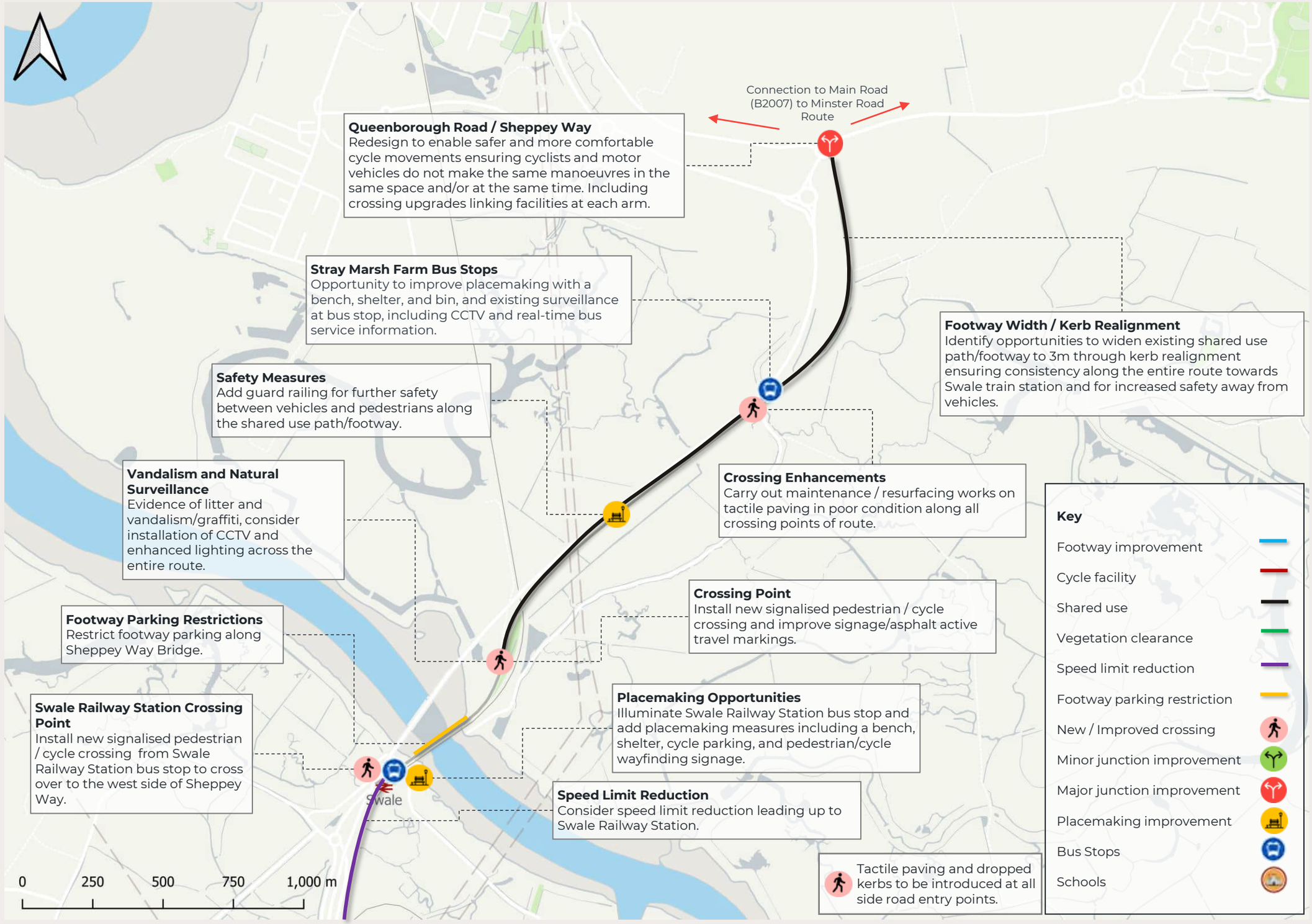


Figure 58 : Swale Railway Station to Queenborough Road (A2500)

Sheerness Town Centre - CWR10

Figure 59 : Sheerness Town Centre

Route CWR7 - Sheppey Light Railway Greenway

AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

- CWR7 - Sheppey Light Railway Greenway
- CWR7 - Subject to Land Owner Permission

Initial interventions shown on the original map on the next page

NOTES

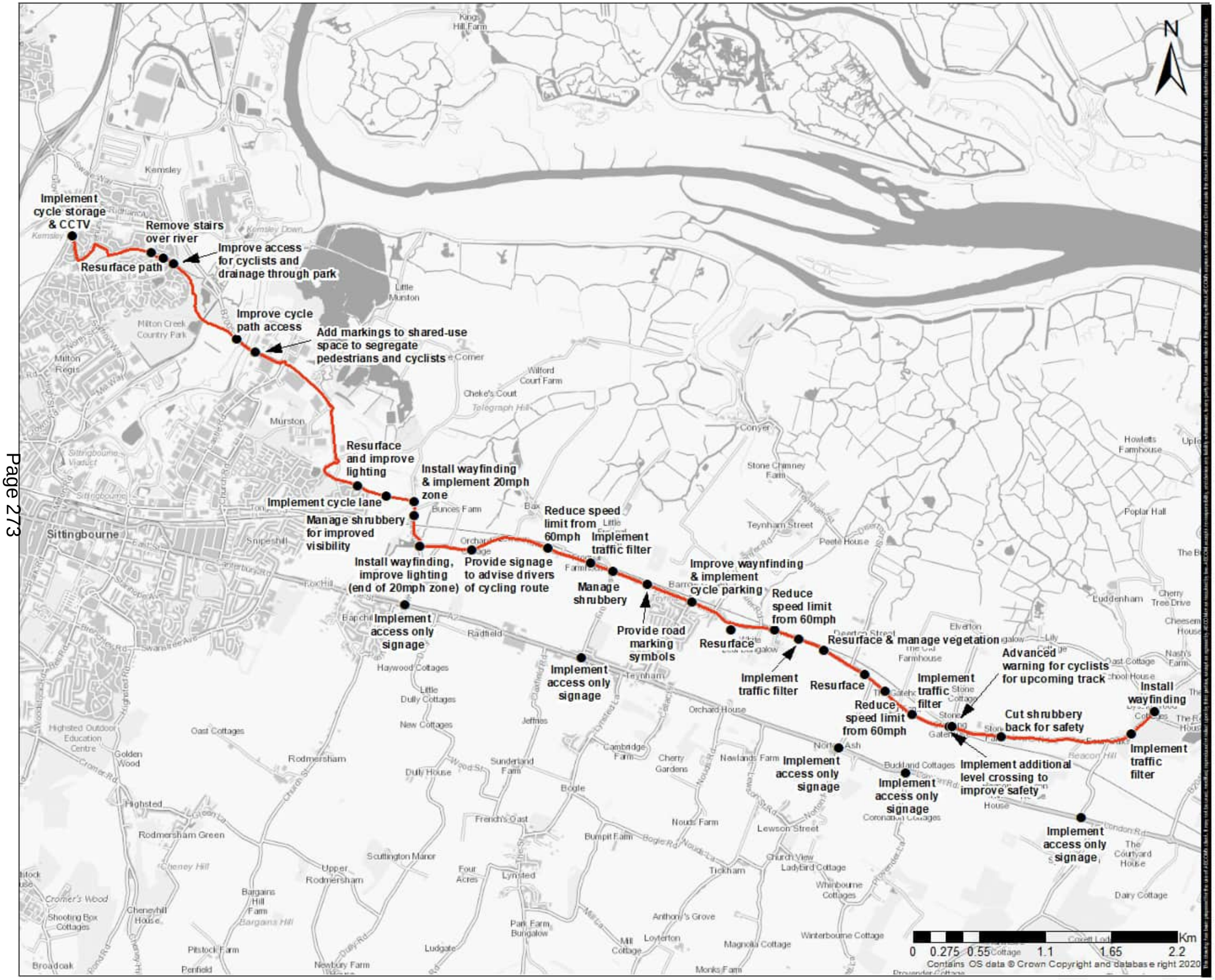
Contains OS Data © Crown Copyright and database right 2023

This drawing has been prepared for the use of AECOM's client. It may not be used, modified, reproduced or relied upon by third parties, except as agreed by AECOM or as required by law. AECOM accepts no responsibility, and passes any liability whatsoever, to any party that uses or relies on this drawing without AECOM's express written consent. Do not scale this document. All measurements must be obtained from the stated dimensions.

Isle of Sheppey Strategic Cycling and Active Travel Routes
Proposed route of the Sheppey Greenway utilising sections of the former railway where practical, negotiating new field edge routes and traffic calming in selected urban areas.
Sheppey Light Railway Greenway with Greenways and Cycleroutes June 24
SHEERNESS
A new link beside the main road to Halfway is planned
Space for segregated cycle track
Academy Link
Road Enhancement
SLRG Group widened & exposed track-bed. Footpath needs upgrading to Cycle Track
Crossing improvement
Crossing
Crossing
Crossing
Quiet Way
Crossing
Missing Link
Donkey Hill PROW resurfacing...
Road Enhancements
Road Enhancements
s278 3m shared path being built
Developer funded track (possible)
Developer funded track (possible)
Shared Path (needs work)
Cowstead Corner Cycle Track
Although the old railway alignment gives a much easier gradient, its course is completely lost to agriculture . Following behind the hedges to Eastchurch does involve more of a climb but it serves that community
Crossing
Crossing
Minster
Halfway Houses
Eastchurch
Warden
Leysdown-on-Sea
SHEPPEY

Appendix D - Rural Swale Cycling Routes and Interventions

Route CR1 - Kemsley to Faversham



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

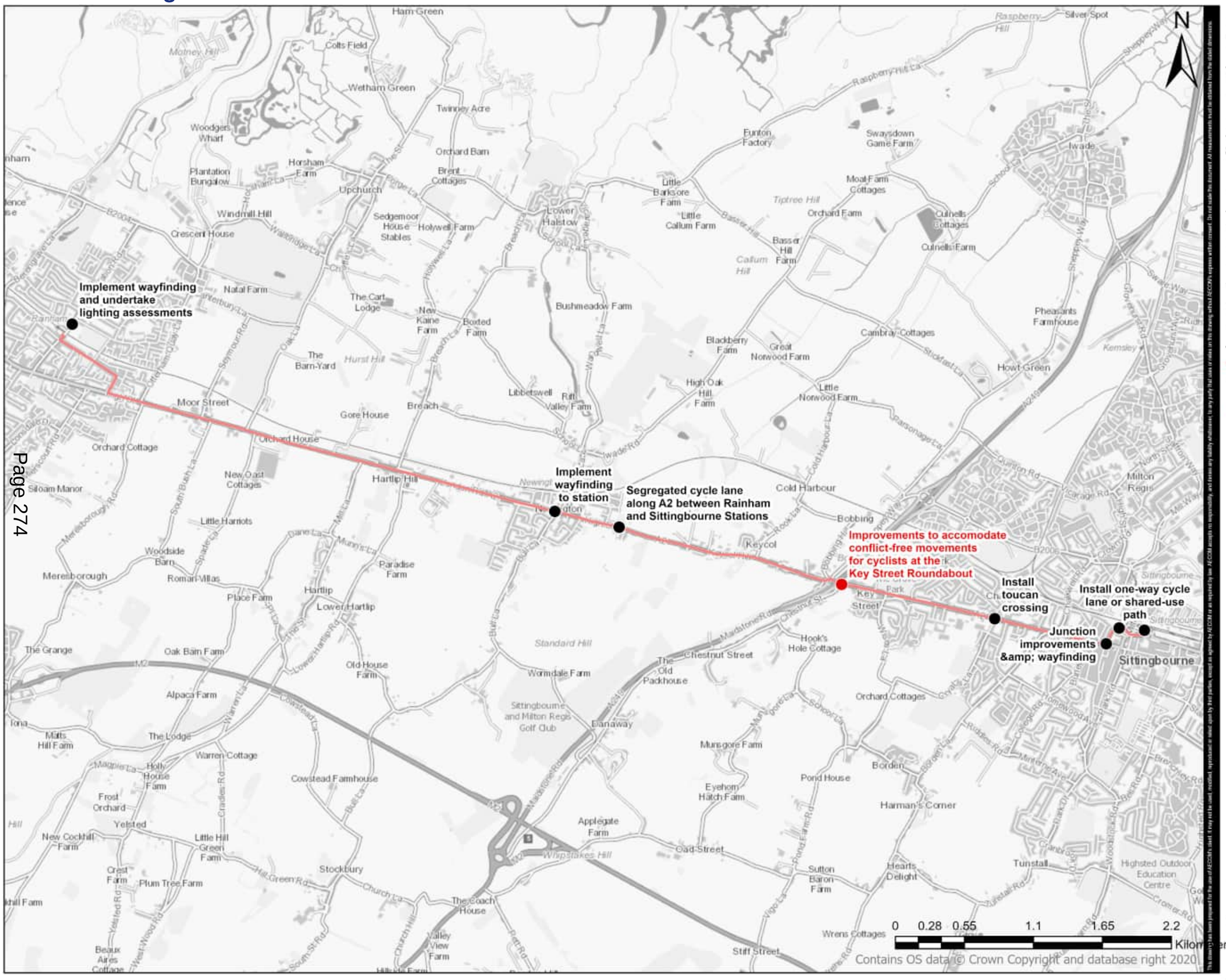
LEGEND

- Study Area
- Route 1 - Kemsley to Faversham
- Cycling Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2020

Route CR8 - Sittingbourne to Rainham



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

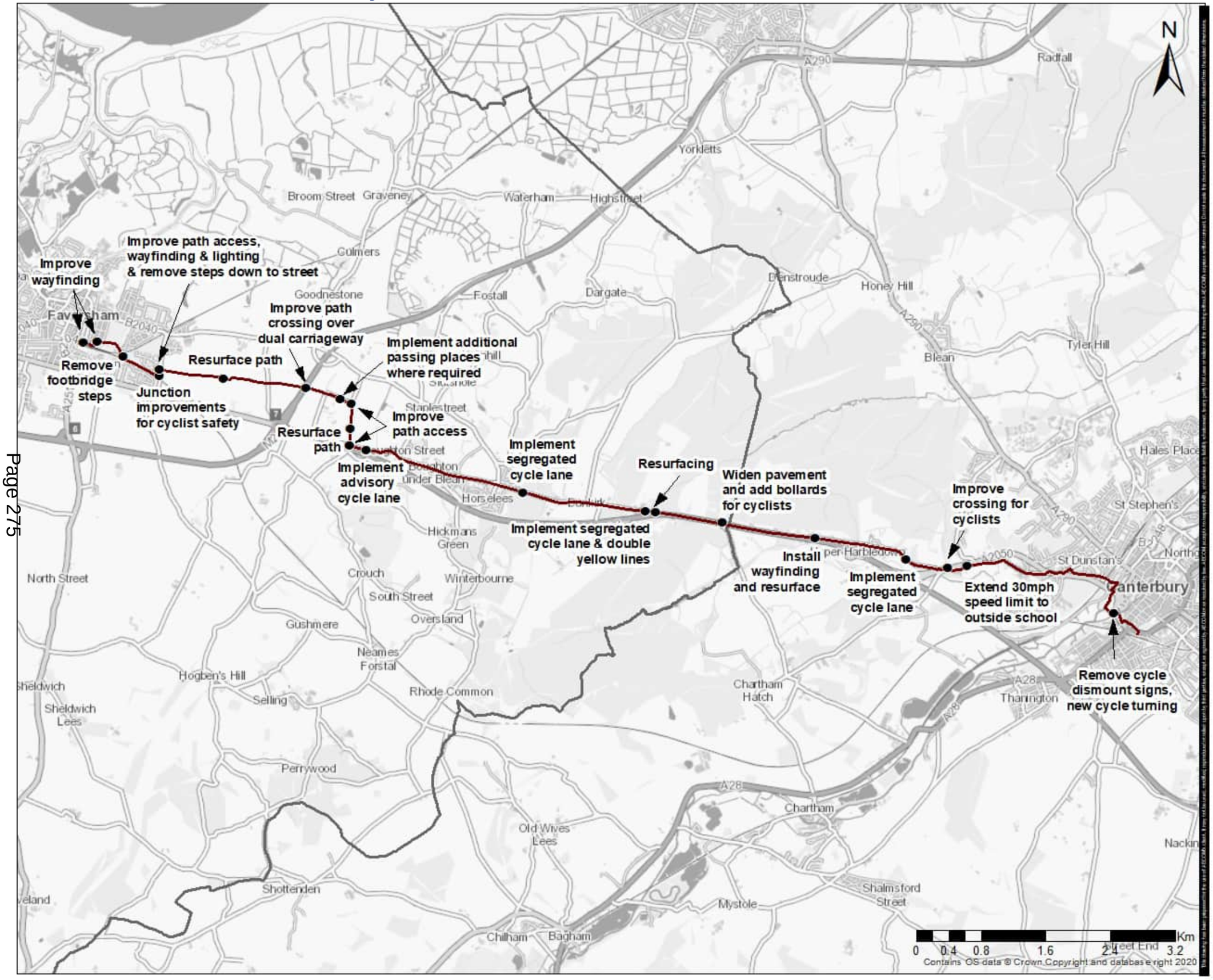
LEGEND

- CR8 - Sittingbourne to Rainham
- Cycling Interventions
- Cycling Interventions Added After Public Consultation

NOTES

Contains OS Data © Crown Copyright and database right 2023

Route CR9 - Faversham to Canterbury



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

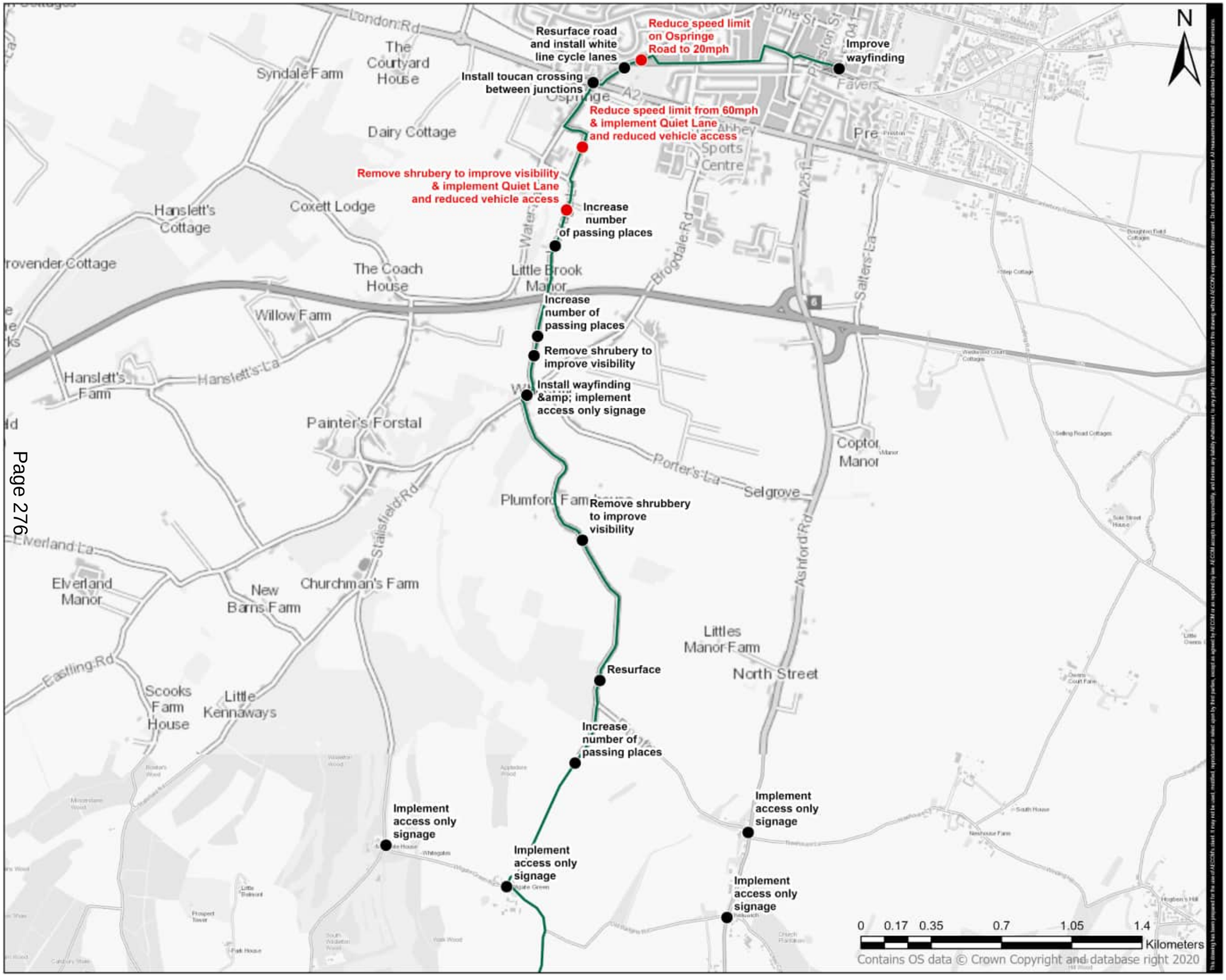
LEGEND

- Route 9 - Faversham to Canterbury
- Cycling Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2020

Route CR10 - Ashford to Faversham



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

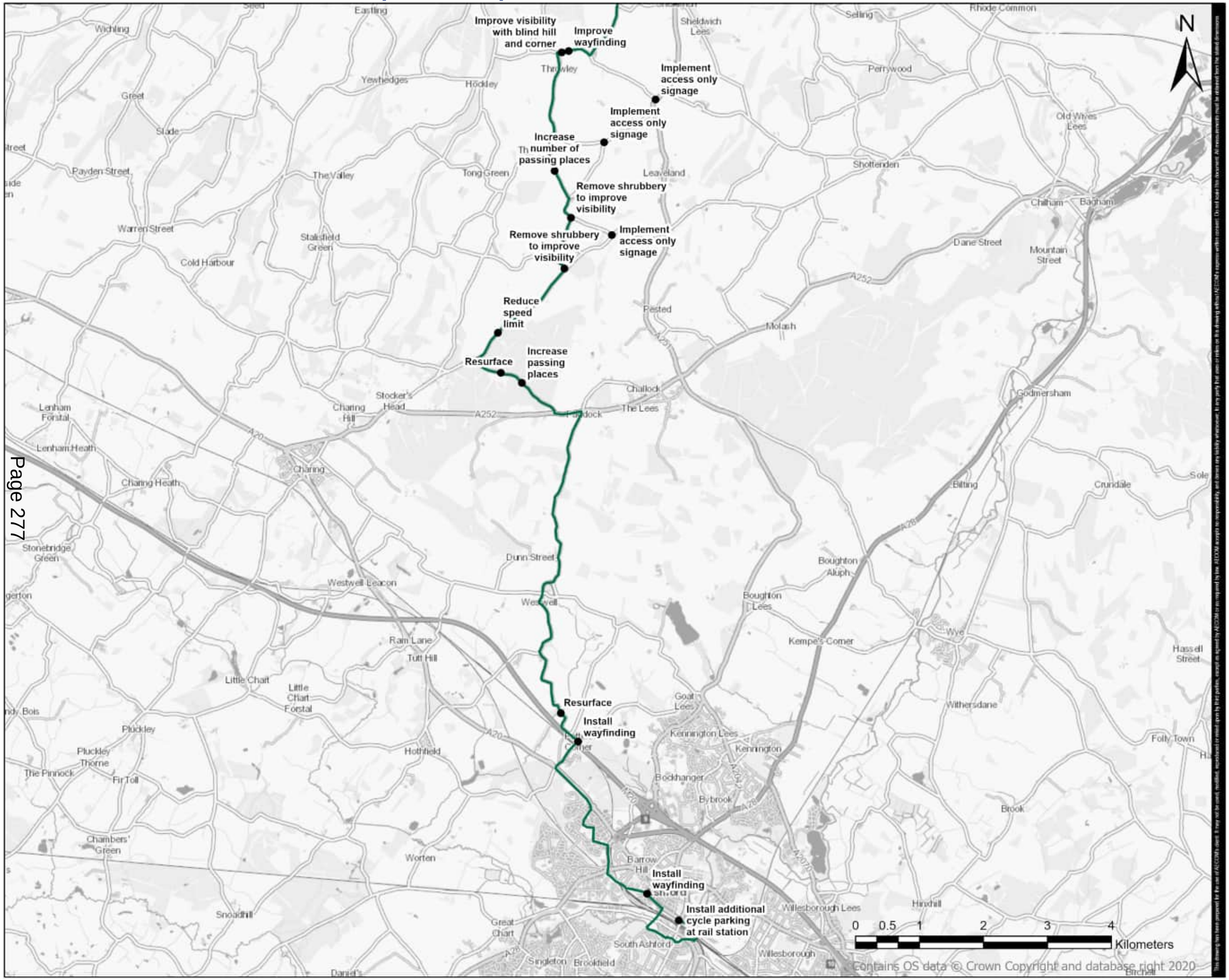
LEGEND

- CR10 - Ashford to Faversham
- Cycling Interventions
- Cycling Interventions Added After Public Consultation

NOTES

Contains OS Data © Crown Copyright and database right 2023

Route CR10 - Ashford to Faversham (continued)



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

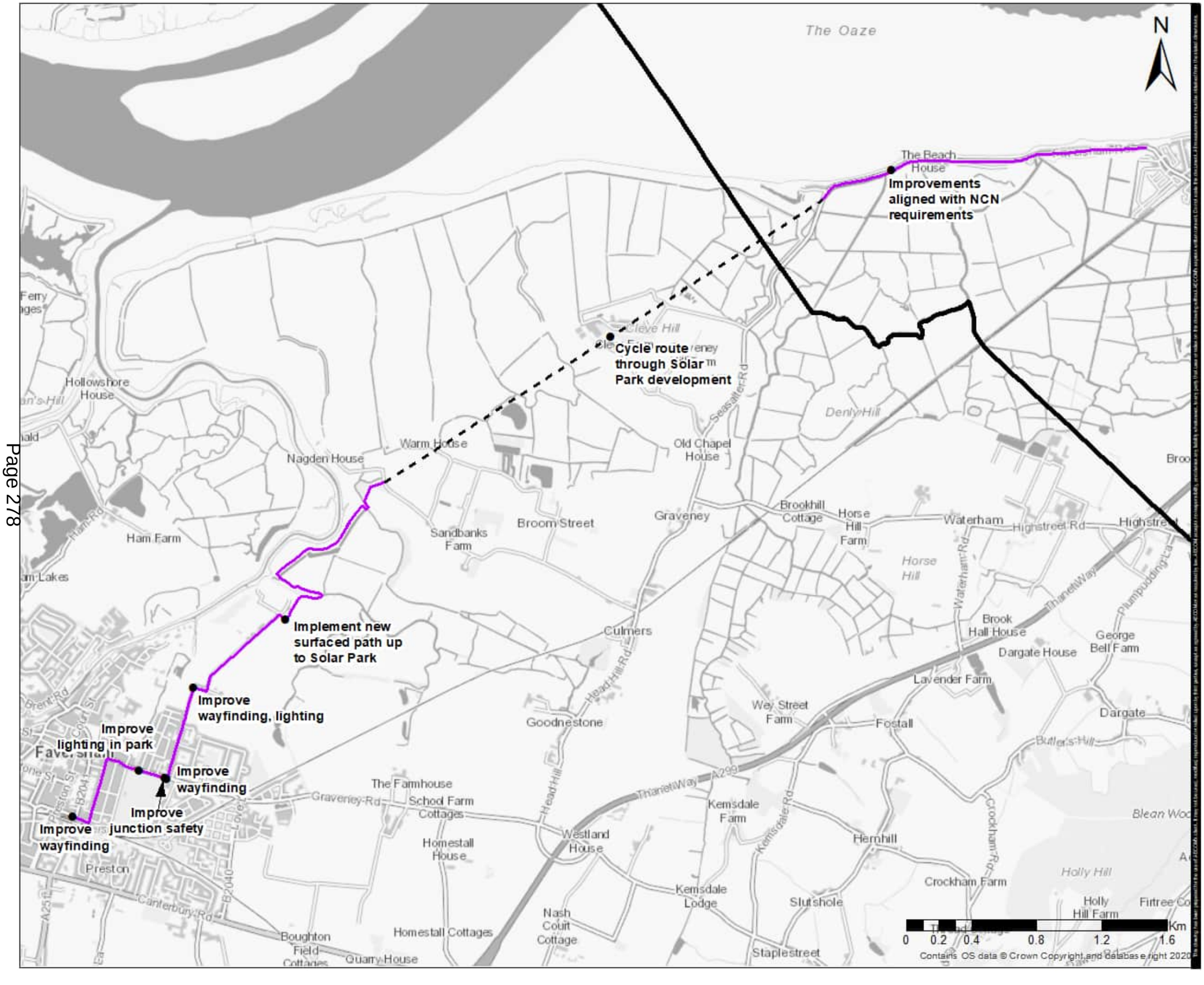
LEGEND

- CR10 - Ashford to Faversham
- Cycling Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2023

Route CR11 - Faversham to Whitstable



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

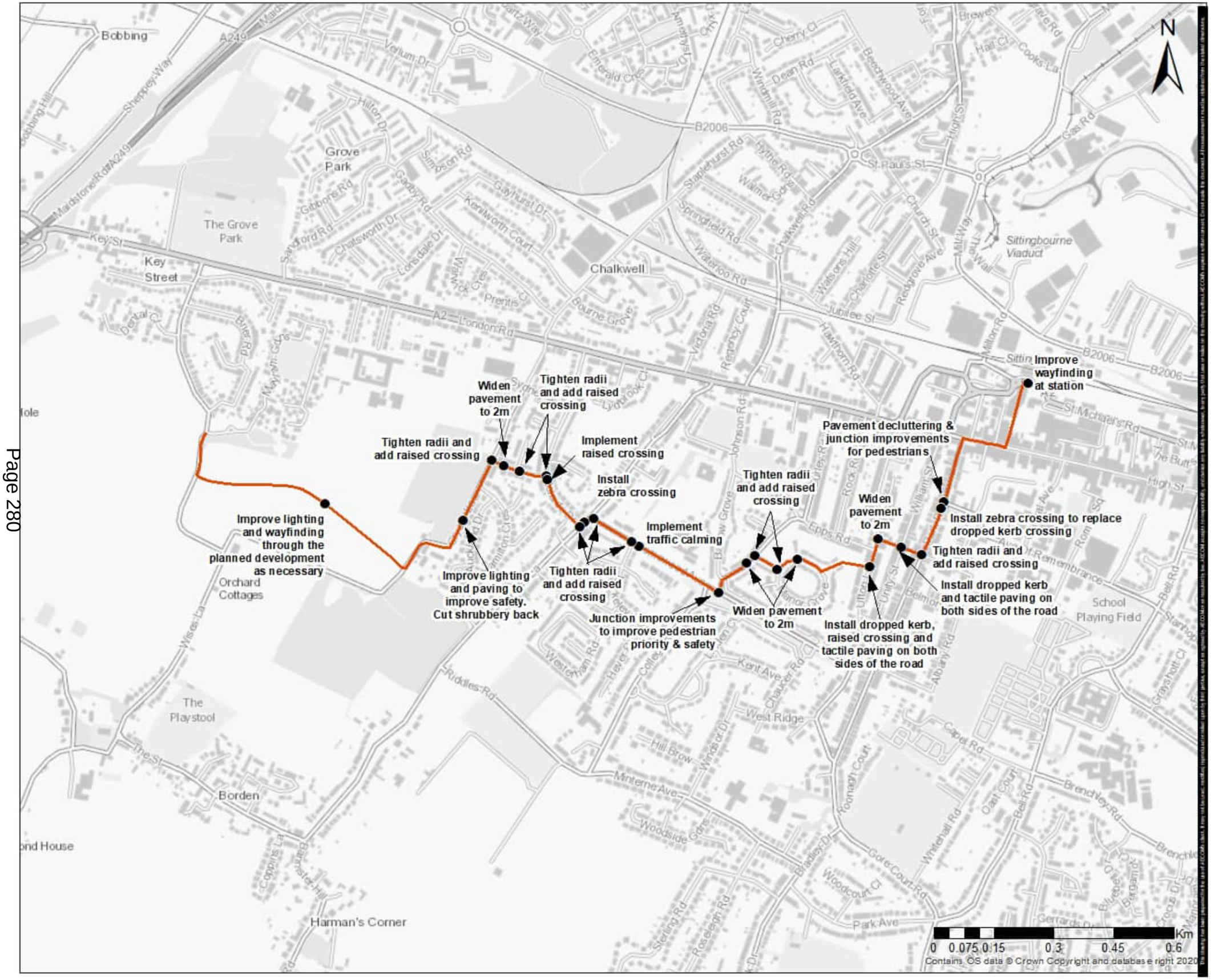
- Study Area
- Route 11 - Faversham to Whitstable
- Route 11 - Faversham to Whitstable (alignment TBC)
- Cycling Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2020

Appendix E - Sittingbourne Walking and Wheeling Routes and Interventions

Route WR2 - Sittingbourne Station to SW Developments



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

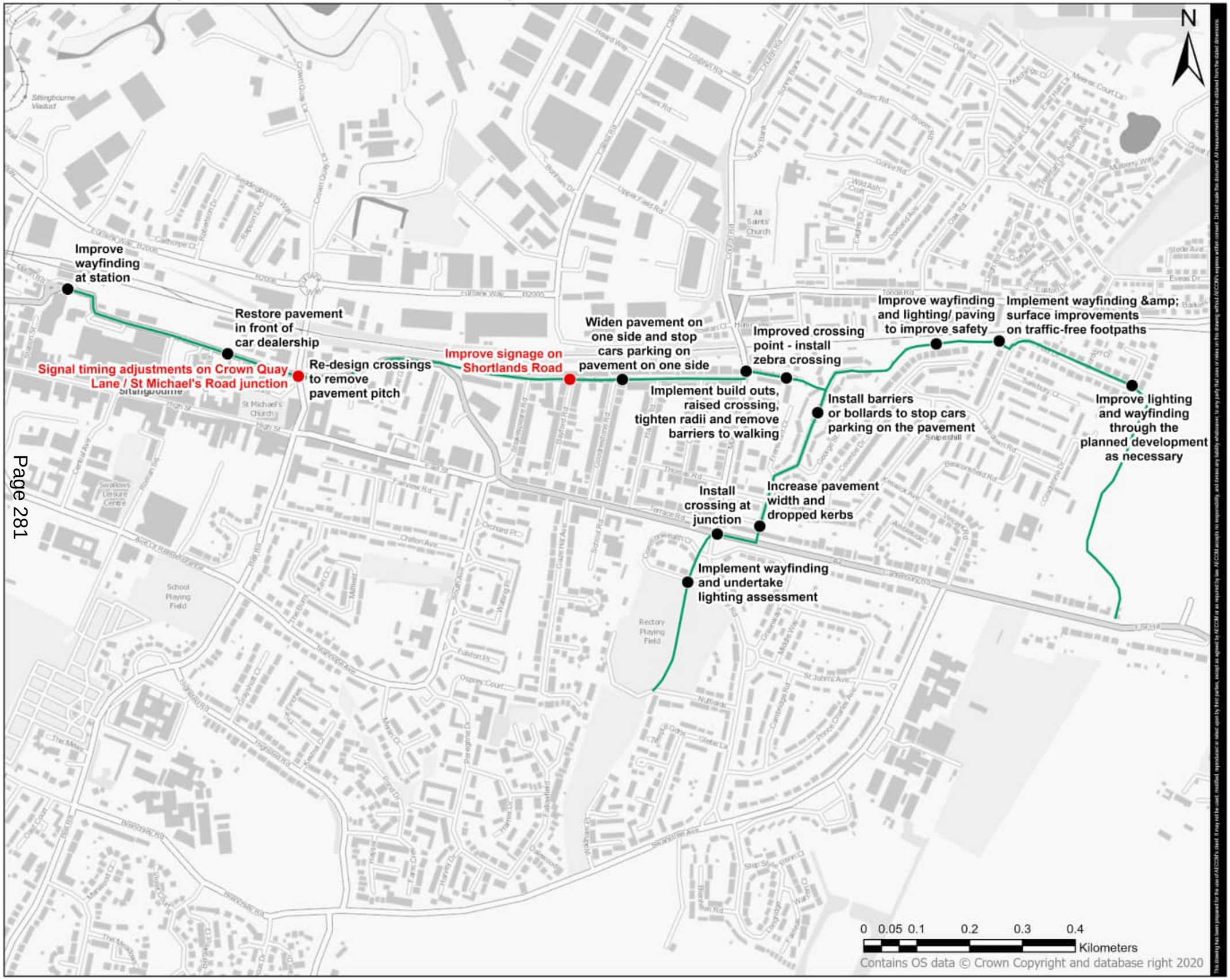
LEGEND

- Study Area
- Route 2 - Sittingbourne Station to SW Developments
- Walking Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2020

Route WR3 - Sittingbourne Station to East Sittingbourne



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

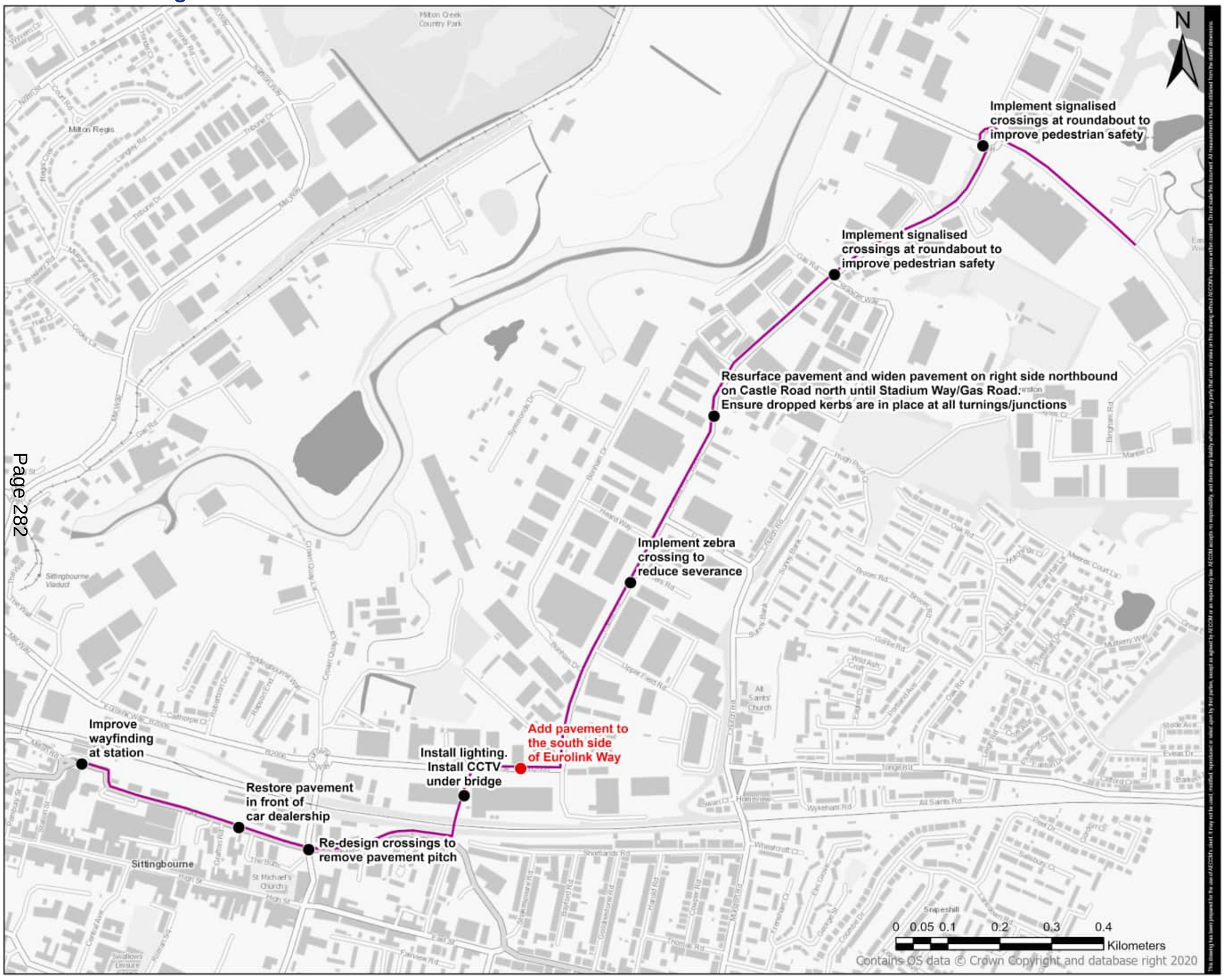
LEGEND

- WR3 - Sittingbourne Station to East Sittingbourne
- Walking Interventions
- Walking Interventions Added After Public Consultation

NOTES

Contains OS Data © Crown Copyright and database right 2023

Route WR4 - Sittingbourne Station to Eurolink Business Park



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

- WR4 - Sittingbourne Station to Eurolink Business Park
- Walking Interventions
- Walking Interventions Added After Public Consultation

NOTES

Contains OS Data © Crown Copyright and database right 2023

This drawing has been prepared for the use of AECOM's client. It may not be used, modified, reproduced or relied upon by third parties, except as agreed by AECOM or as required by law. AECOM accepts no responsibility, and denies any liability whatsoever, to any party that uses or relies on this drawing without AECOM's express written consent. Do not scale this document. All measurements must be obtained from the stated dimensions.

Route WR5 - Central Sittingbourne to East Sittingbourne

Improve wayfinding at station

Remove street furniture/ pavement decluttering Sittingbourne

Install dropped kerb (from shopping area to Roman Square)

Increase pavement width

Improve visibility at the Roman Square and Avenue of Remembrance junction. Consider vegetation cutback where hindering key sightlines.

Implement continuous one-level footway

Implement raised crossing

Re-design crossings to remove pavement pitch

Implement raised crossings along this stretch

Install zebra crossing to connect Stanhope Avenue and footpath to Osprey Court

Install raised crossing

Tighten radii and implement raised crossing

Improve lighting at Gaze Hill

Improve lighting

Install raised crossing

Implement dropped kerb

Install raised crossing

Install raised crossing

Tighten radii and implement raised crossing

Implement zebra crossing

Install raised crossing

Implement raised crossing

0 0.05 0.1 0.2 0.3 0.4 Kilometers

Contains OS data © Crown Copyright and database right 2020

AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

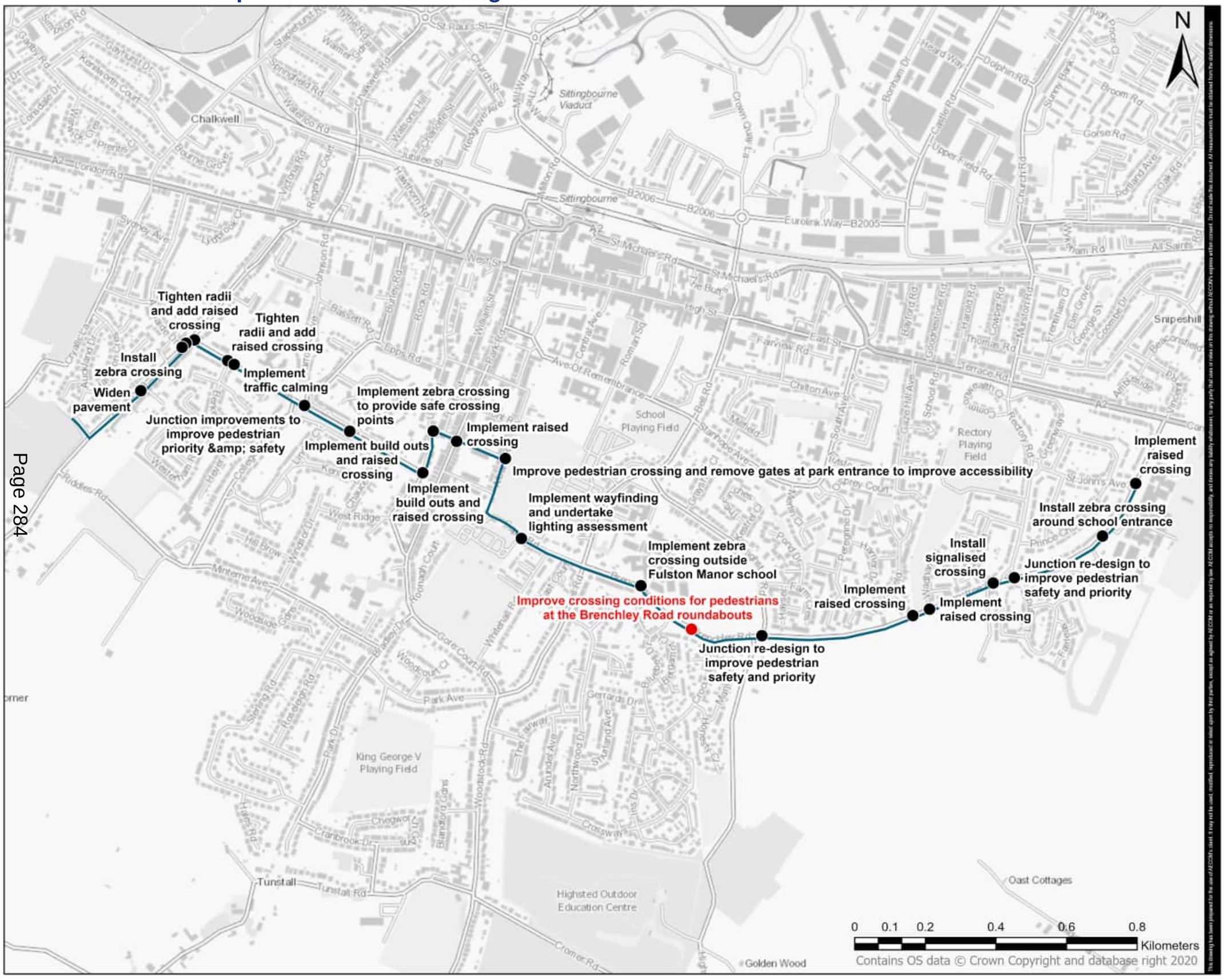
LEGEND

- WR5 - Central Sittingbourne to East Sittingbourne
- Walking Interventions
- Walking Interventions Added After Public Consultation

NOTES

Contains OS Data © Crown Copyright and database right 2023

Route WR6 - SW Developments to South Sittingbourne



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

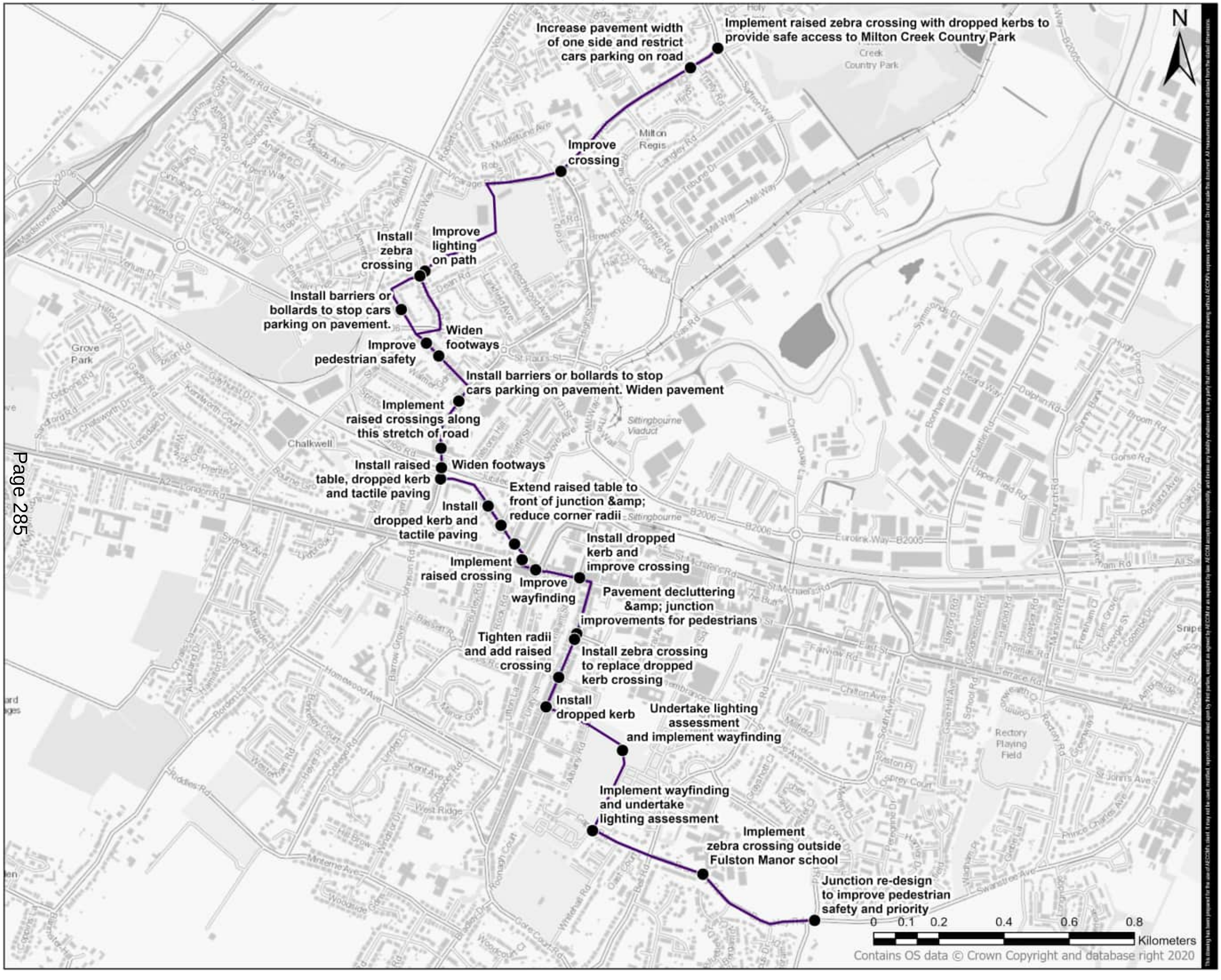
LEGEND

- WR6 - SW Developments to South Sittingbourne
- Walking Interventions
- Walking Interventions Added After Public Consultation

NOTES

Contains OS Data © Crown Copyright and database right 2023

Route WR7 - South Sittingbourne to Milton Creek Country Park



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

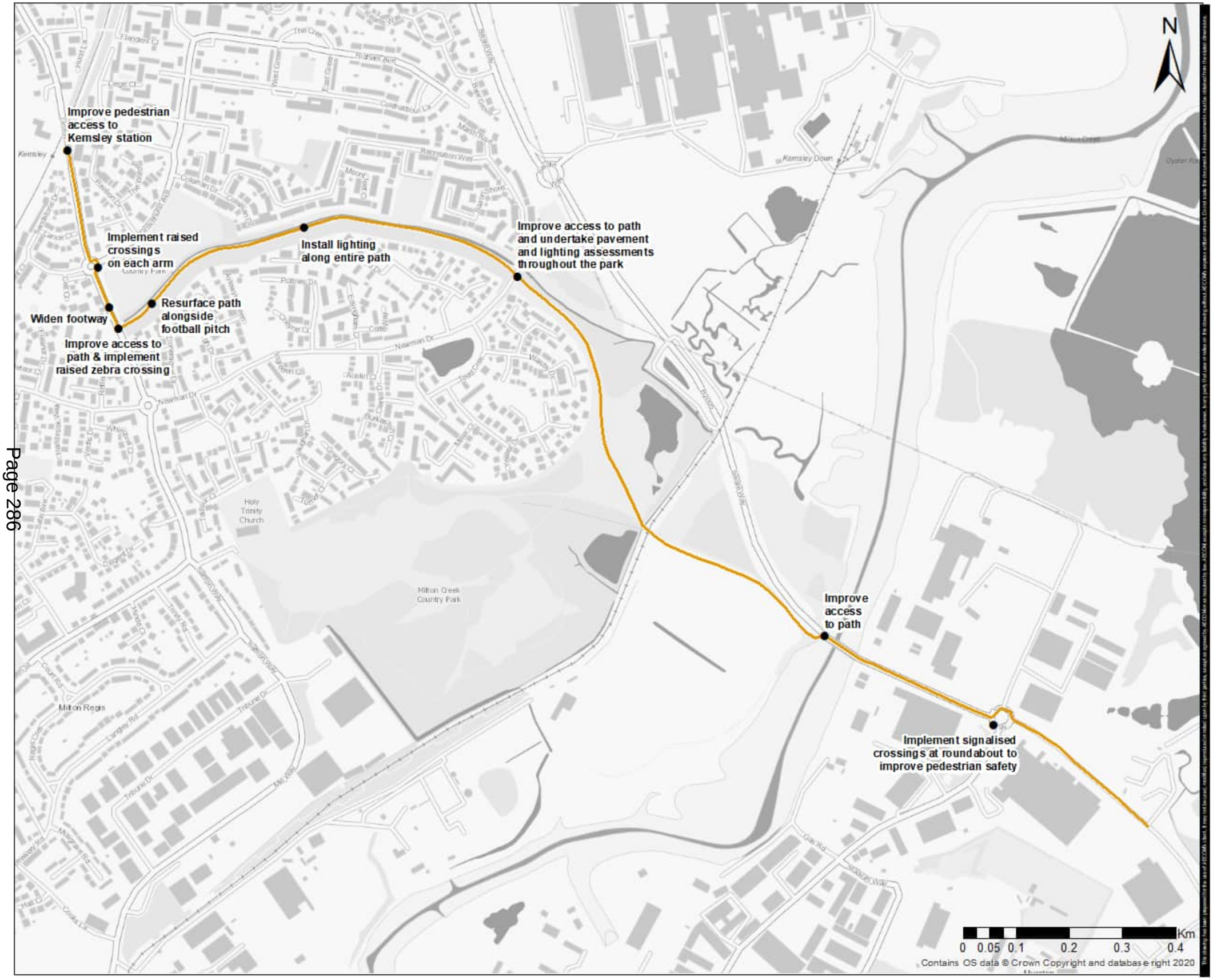
LEGEND

- WR7 - South Sittingbourne to Milton Creek Country Park
- Walking Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2023

Route WR8 - Kemsley to Eurolink Business Park



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

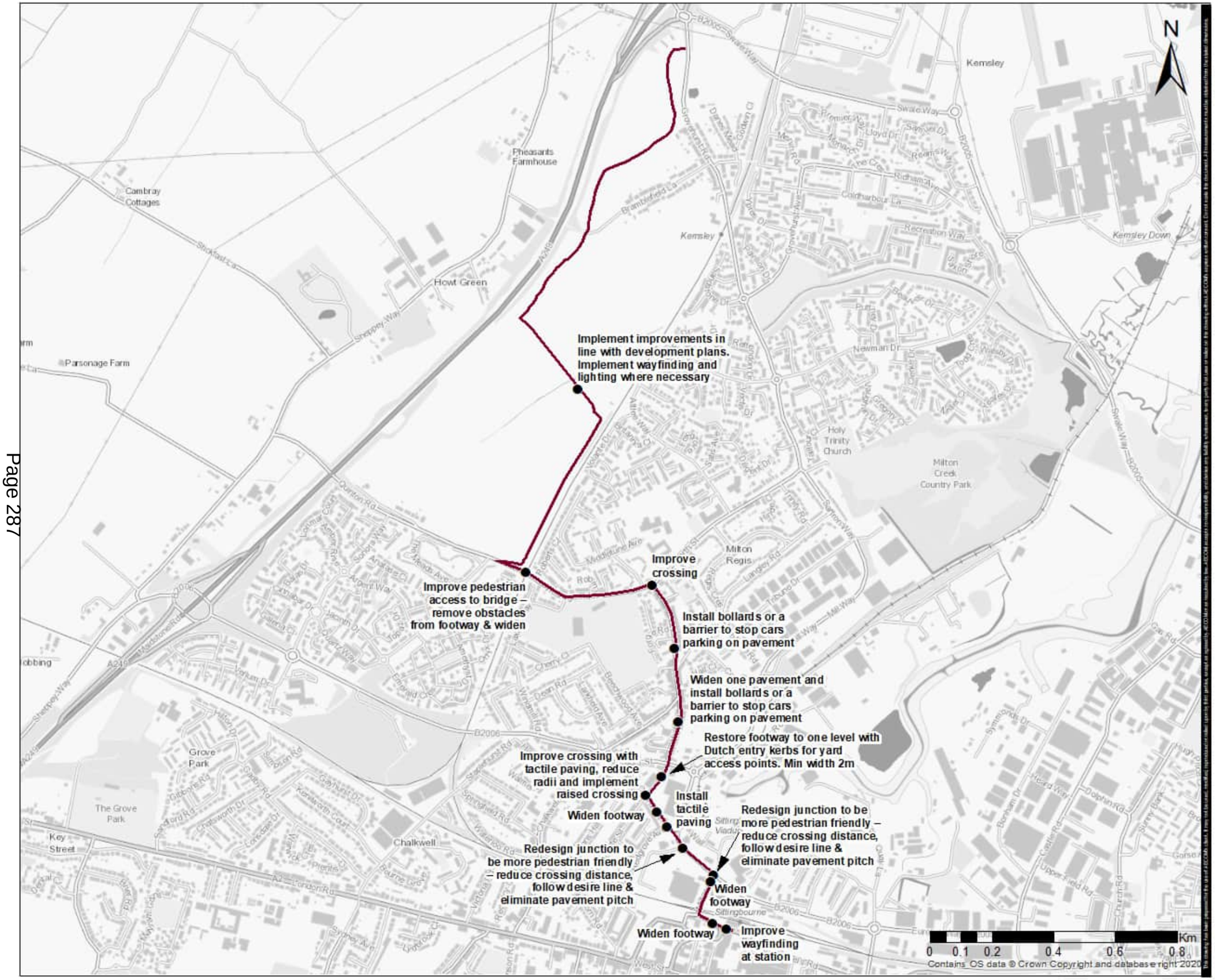
LEGEND

- Study Area
- Walking Interventions
- Route 8 - Kemsley to Eurolink Business Park

NOTES

Contains OS Data © Crown Copyright and database right 2020

Route WR9 - NW Development to Sittingbourne Station



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

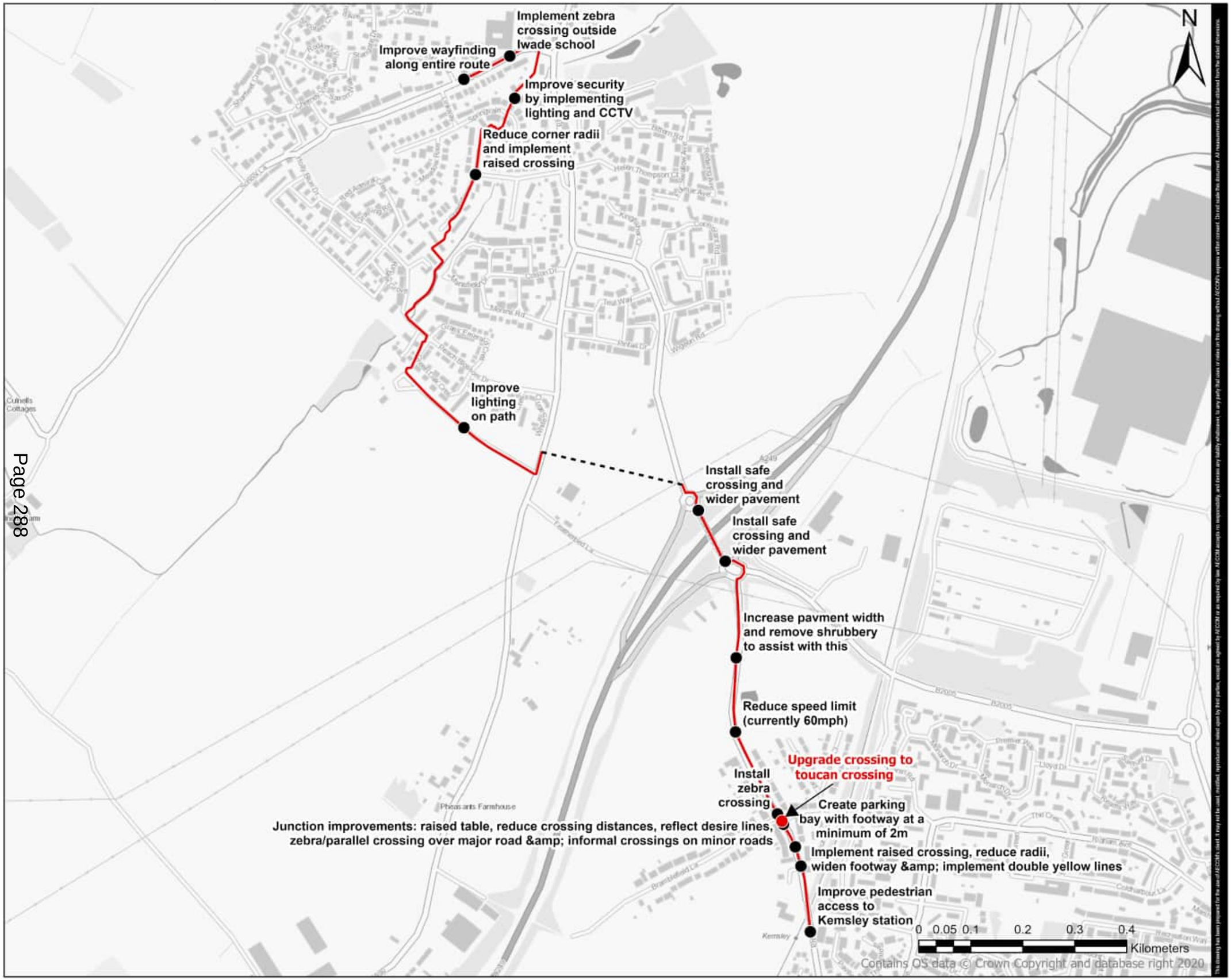
LEGEND

- Study Area
- Route 9 - NW Development to Sittingbourne Station
- Walking Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2020

Route WR10 - Kemsley to Iwade



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

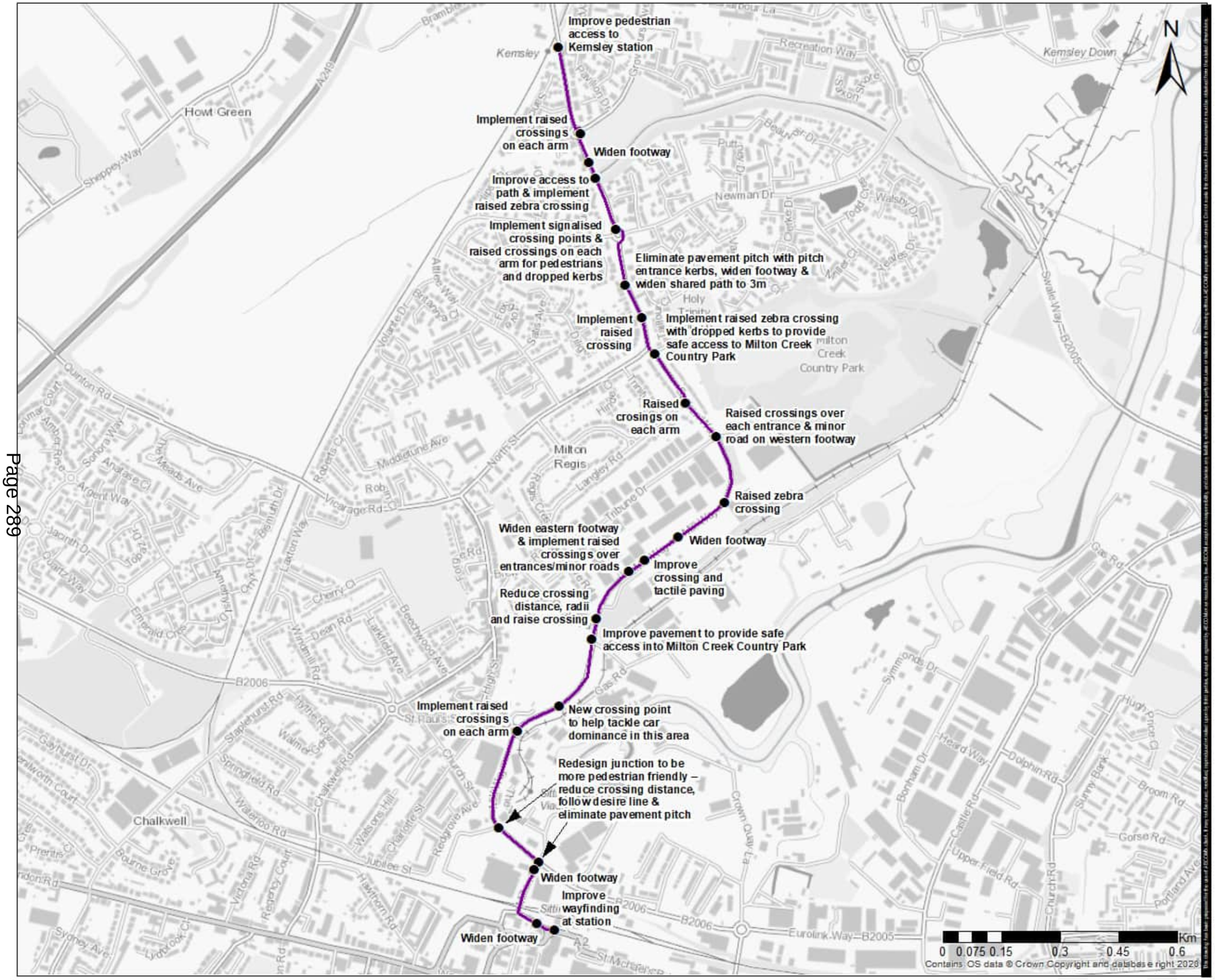
LEGEND

- WR10 - Kemsley to Iwade
- WR10 - Kemsley to Iwade (alignment TBC)
- Walking Interventions
- Walking Interventions Added After Public Consultation

NOTES

Contains OS Data © Crown Copyright and database right 2023

Route WR11 - Kemsley to Sittingbourne Station



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

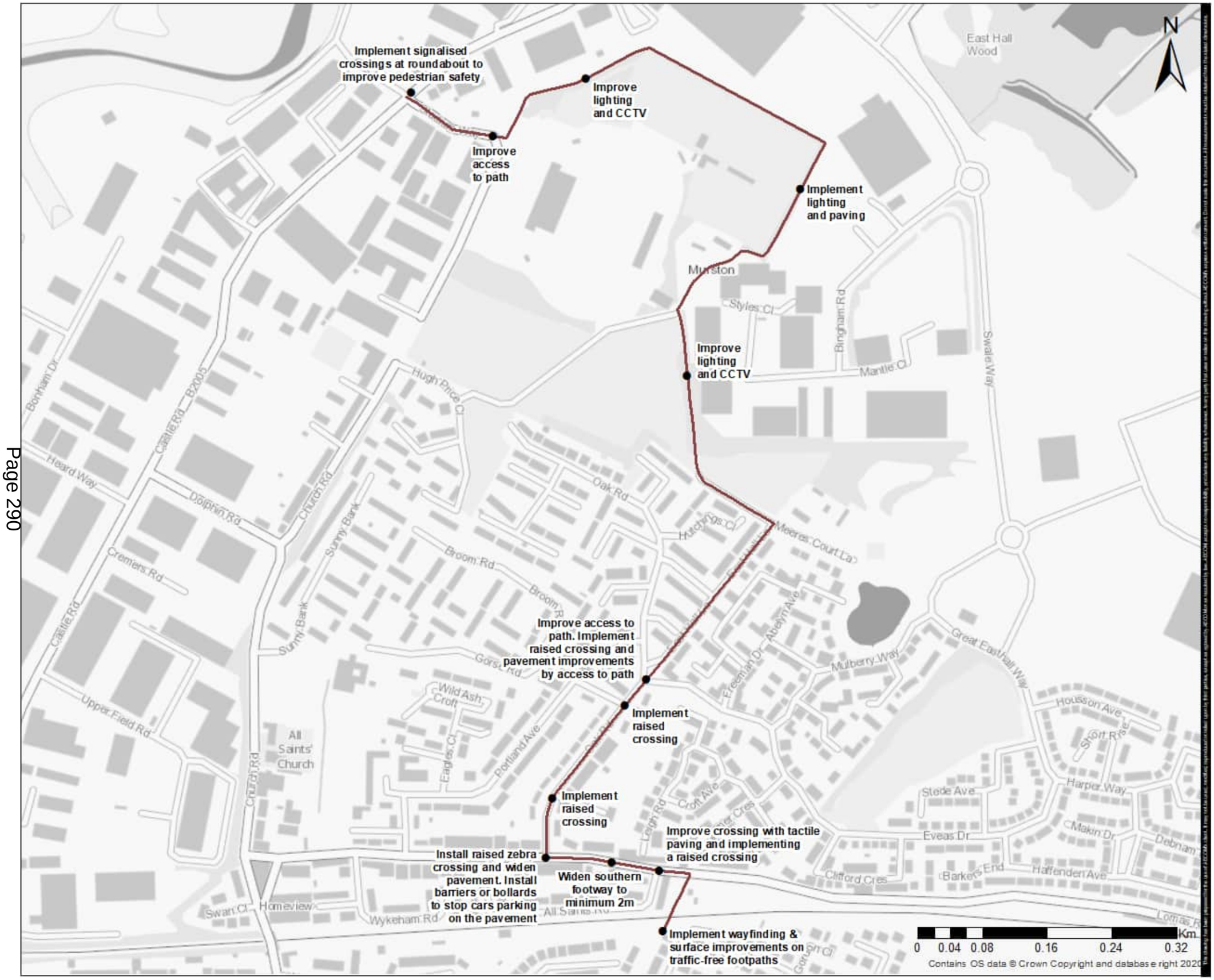
LEGEND

- Study Area
- Route 11 - Kemsley to Sittingbourne Station
- Walking Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2020

Route WR12 - North to South Murston



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

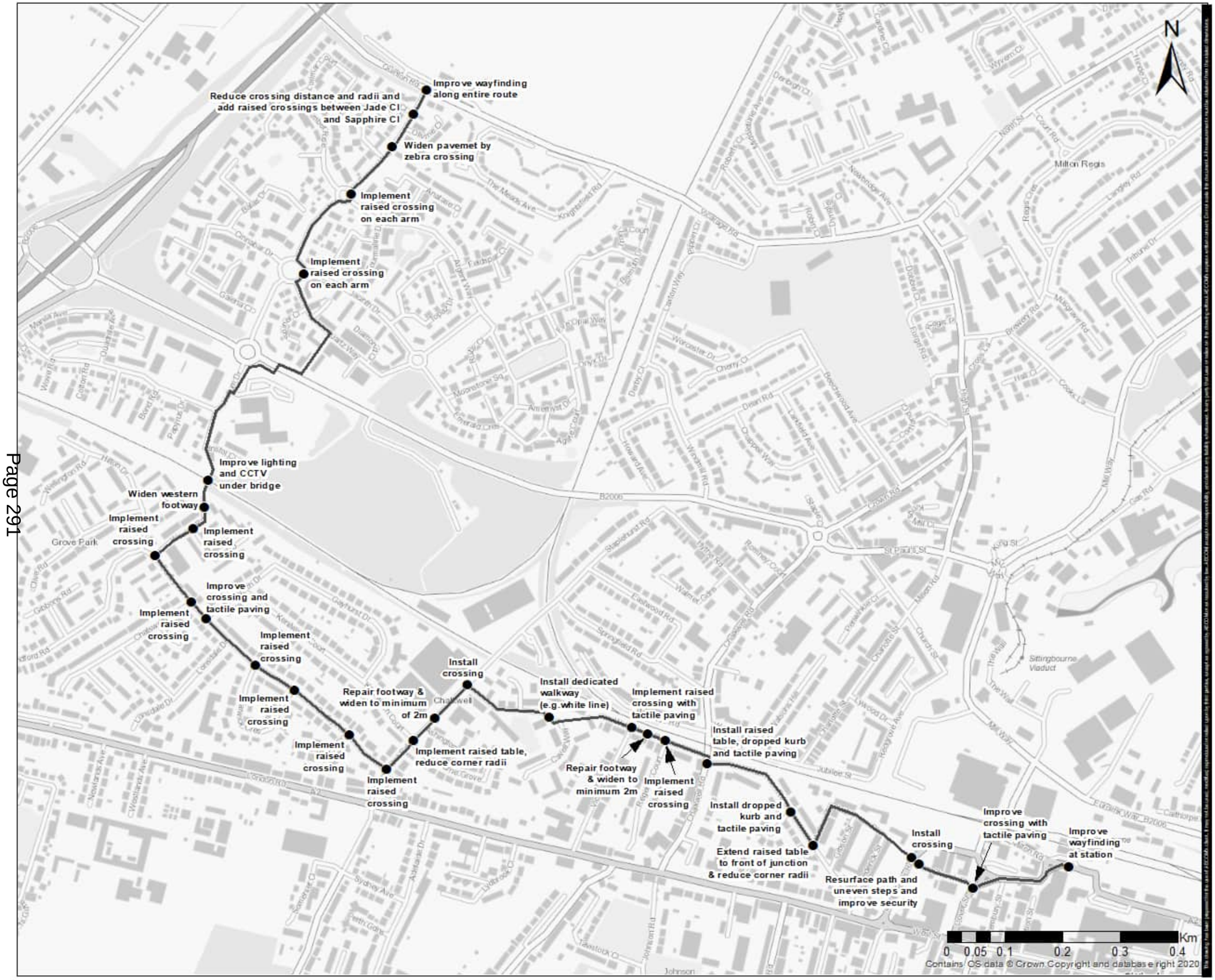
LEGEND

- Study Area
- Walking Interventions
- Route 12 - North to South Murston

NOTES

Contains OS Data © Crown Copyright and database right 2020

Route WR13 - West Sittingbourne



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

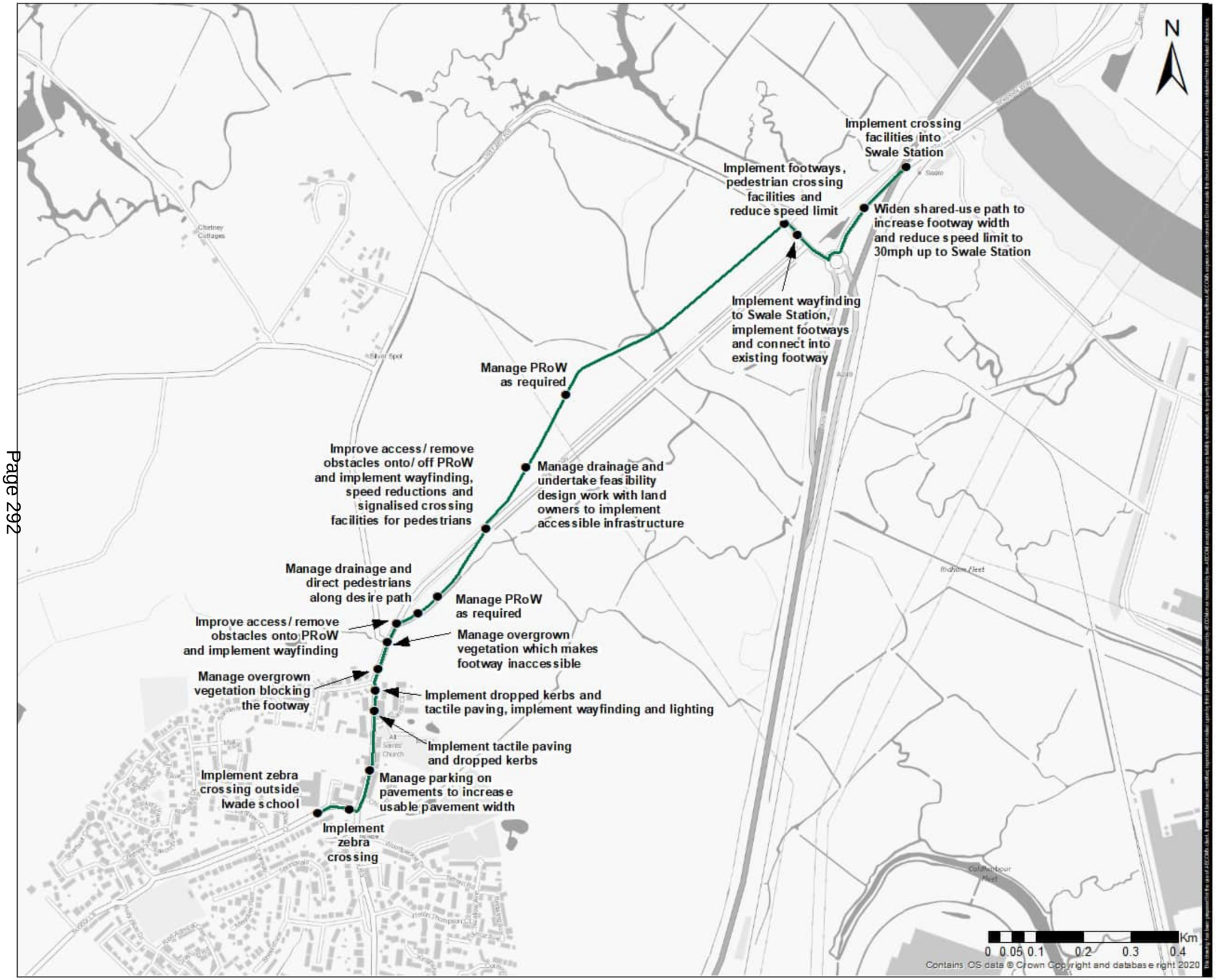
LEGEND

- Study Area
- Route 13 - West Sittingbourne
- Walking Interventions

NOTES

Contains OS Data © Crown Copyright and database right 2020

Route WR14 - Iwade to Swale Station



AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

- Walking Interventions
- WR14 - Iwade to Swale station

NOTES

Contains OS Data © Crown Copyright and database right 2020

Appendix F - Isle of Sheppey Active Travel and Walking and Wheeling Routes and Interventions

The Broadway - CWR9

Figure 50 : The Broadway

Interventions Added After Public Consultation

Main Road (B2007) to Minster Road - CWR8

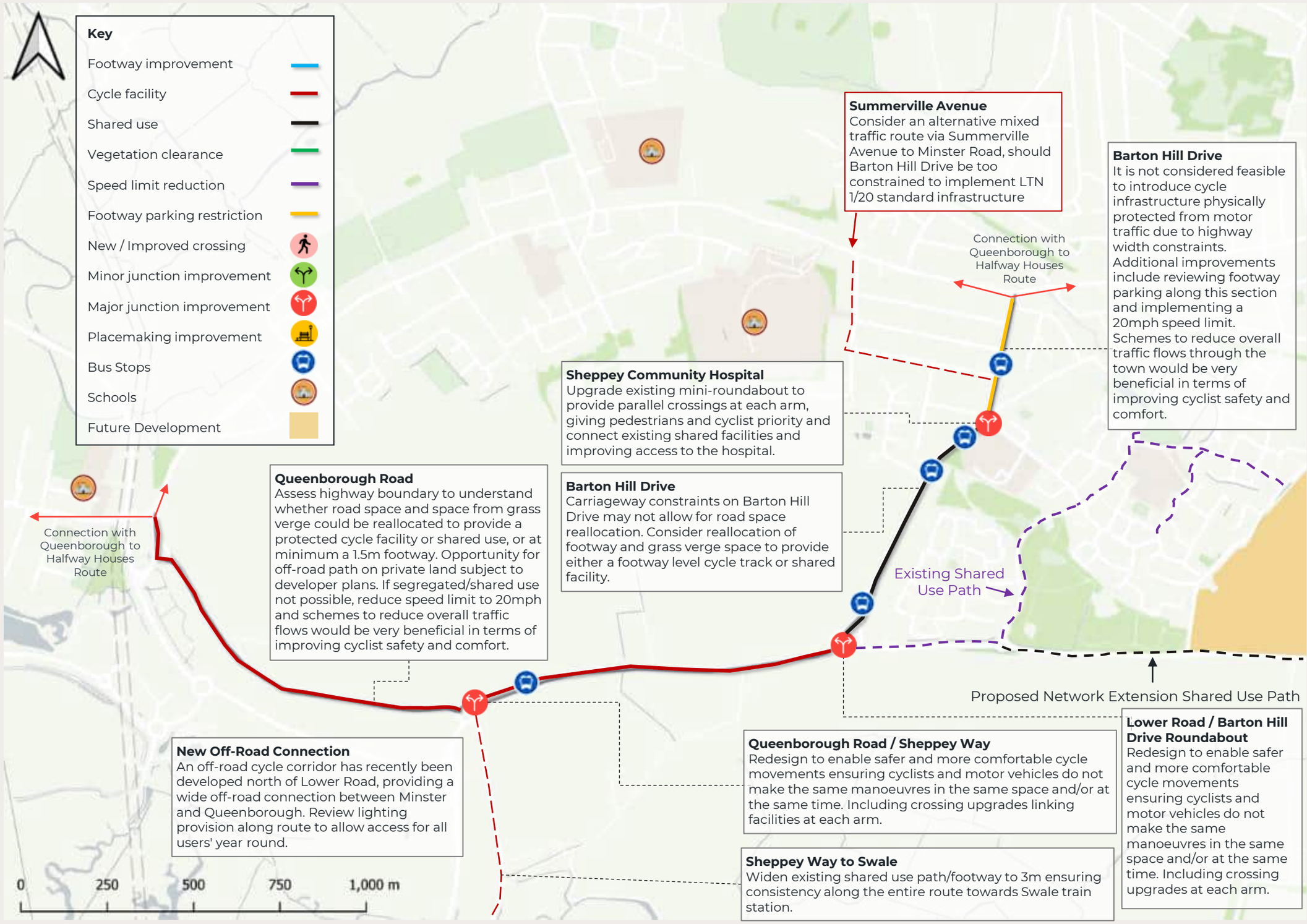


Figure 51 : Main Road (B2007) to Minster Road

Power Station Road - CWR7

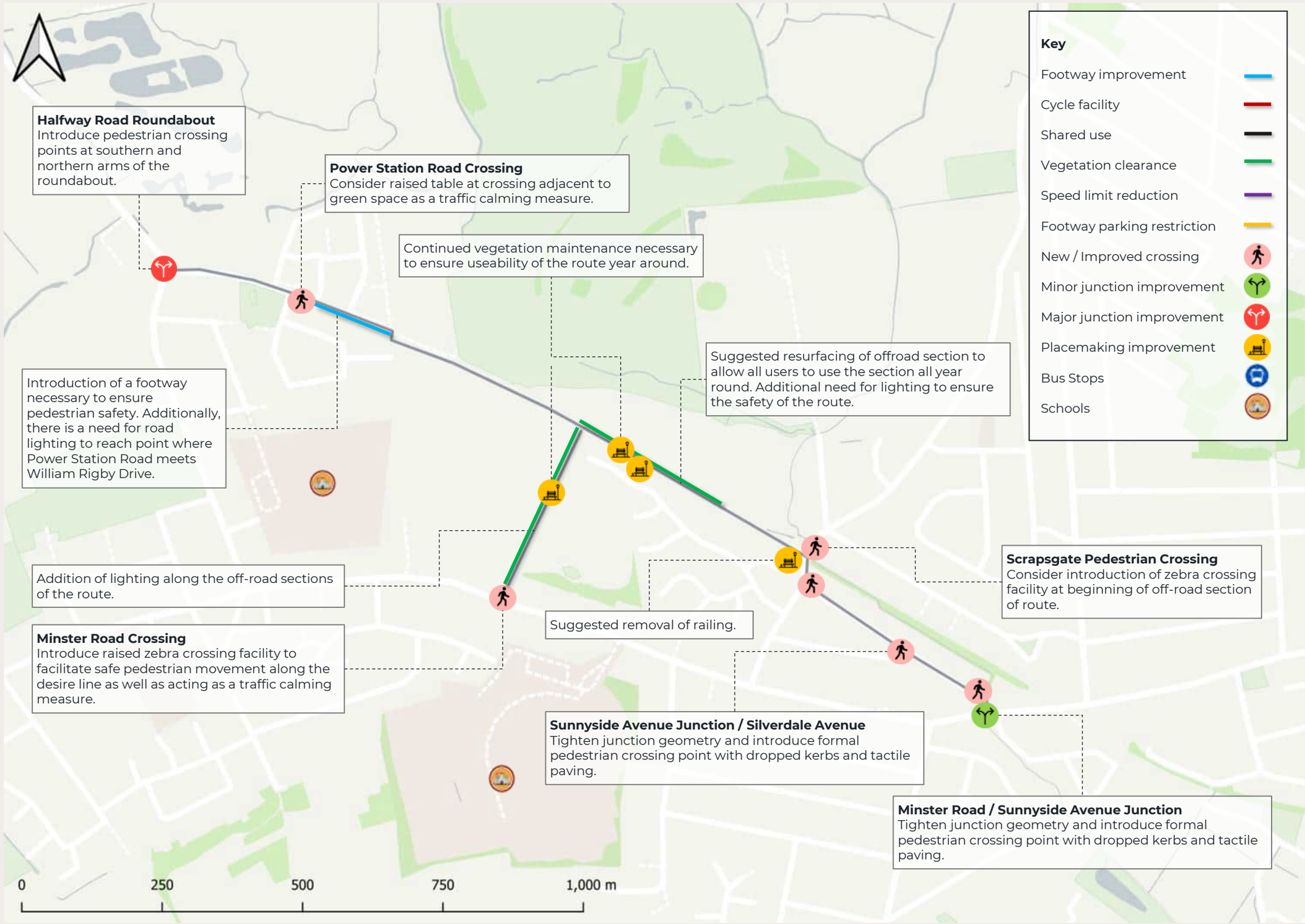


Figure 52 : Power Station Road

Brielle Way to Rushenden Road - CWR1

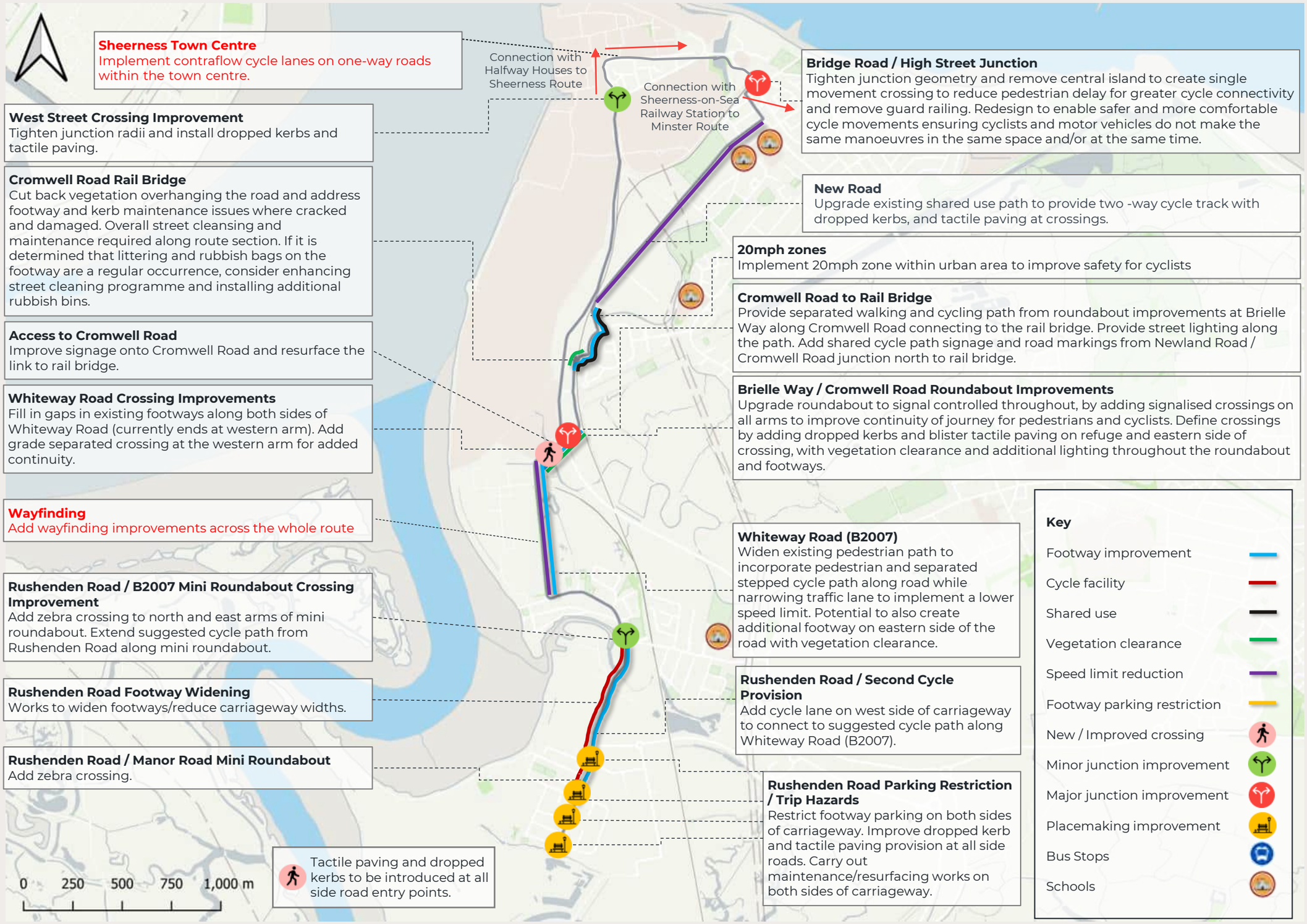


Figure 53 : Brille Way to Rushenden Road

Interventions Added After Public Consultation

Sheerness-on-Sea Railway Station to Minster - CWR6

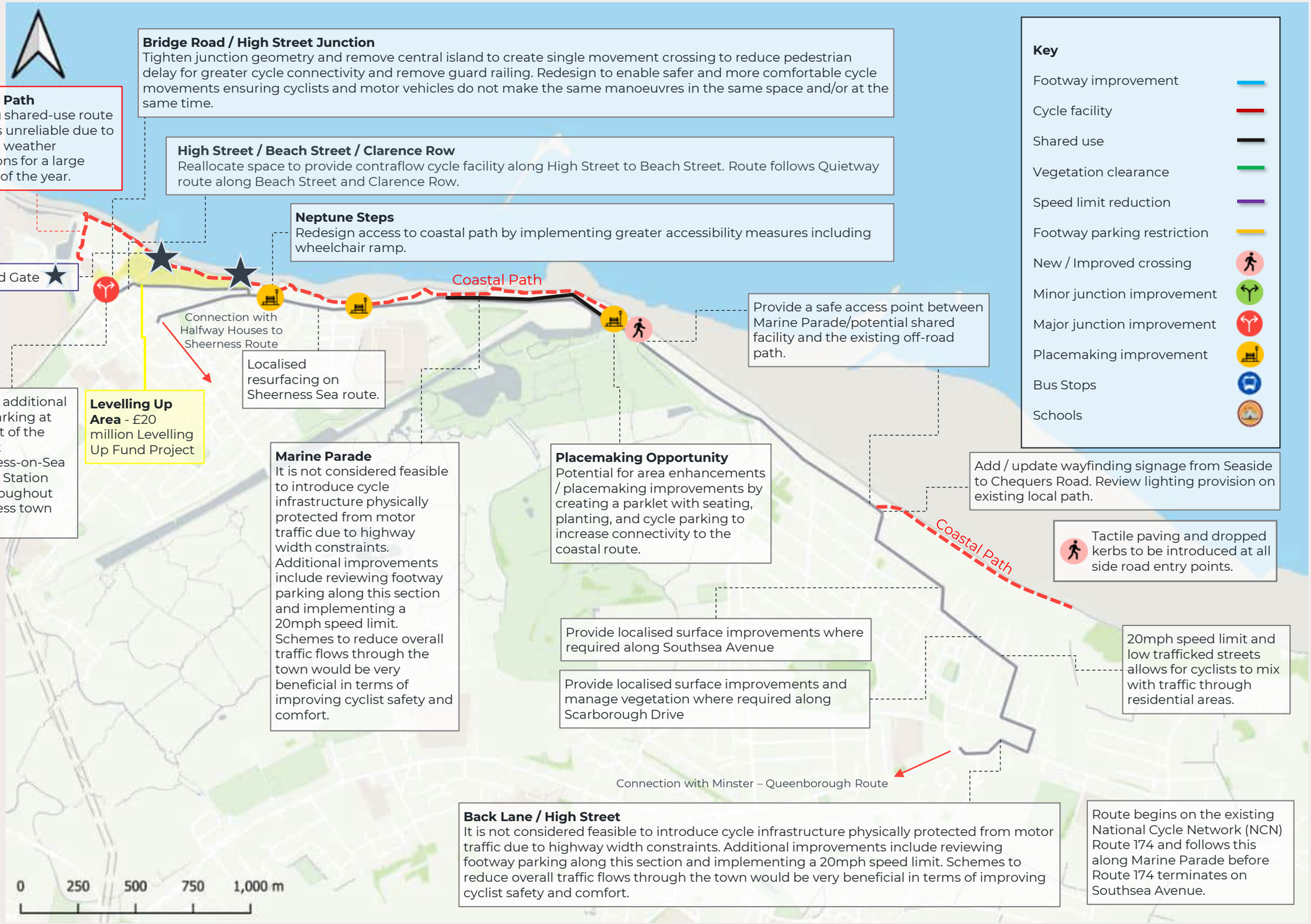


Figure 54 : Sheerness-on-Sea Railway Station to Minster

Queenborough to Minster - CWR5

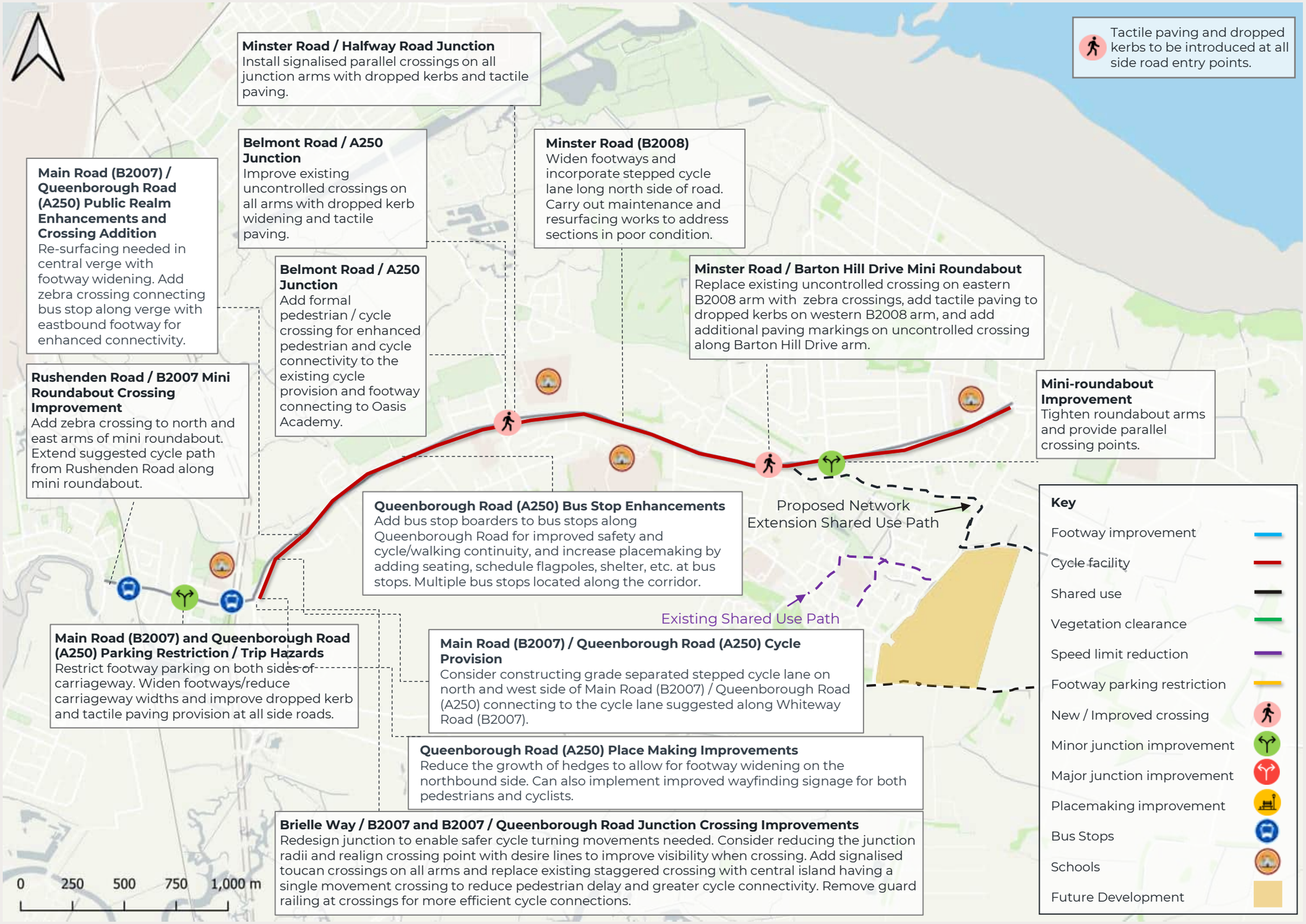


Figure 55 : Queenborough to Minster

Halfway Houses to Sheerness - CWR4

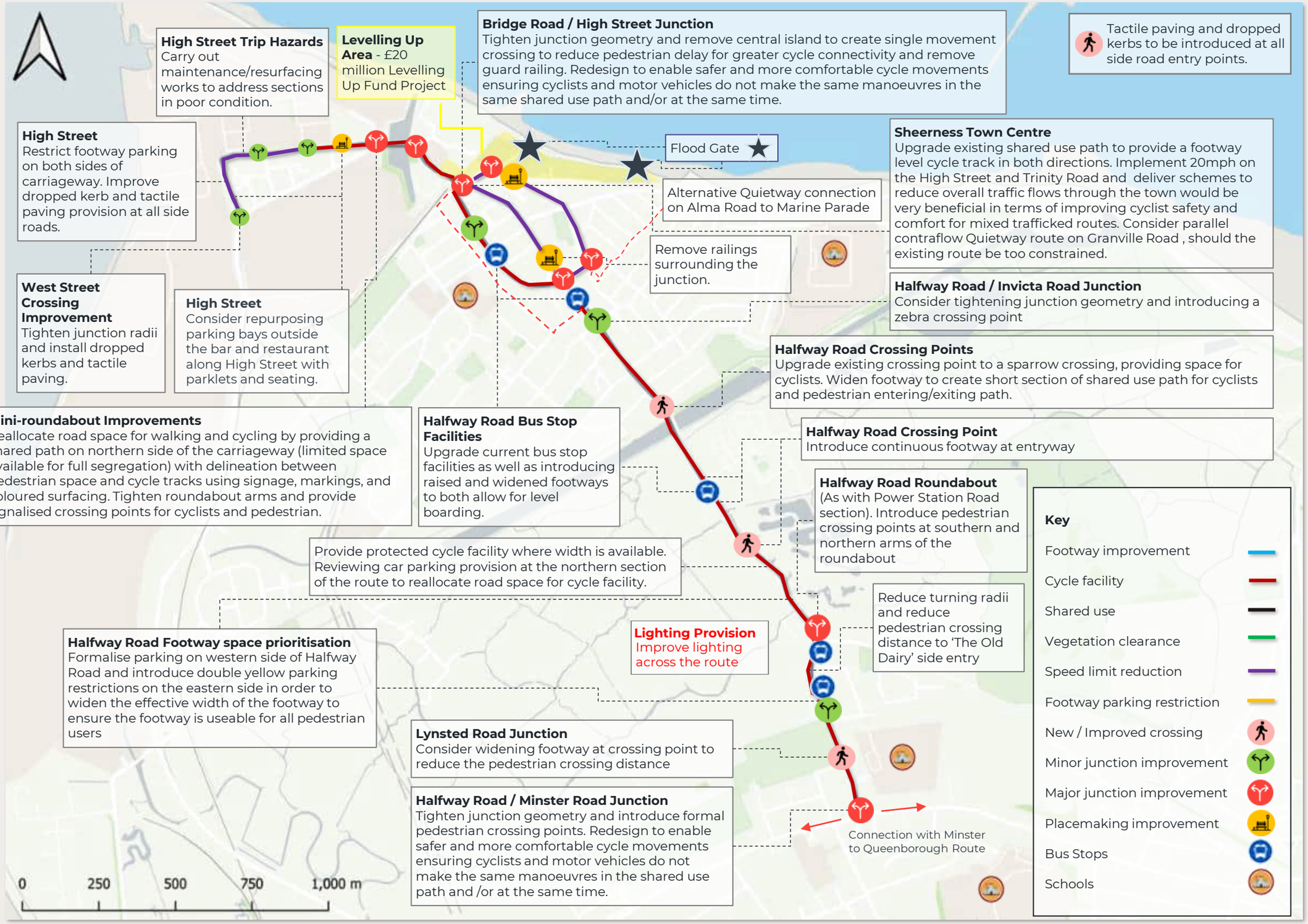


Figure 56 : Halfway Houses to Sheerness

Interventions Added After Public Consultation

Cromwell Road to Marine Parade - CWR2

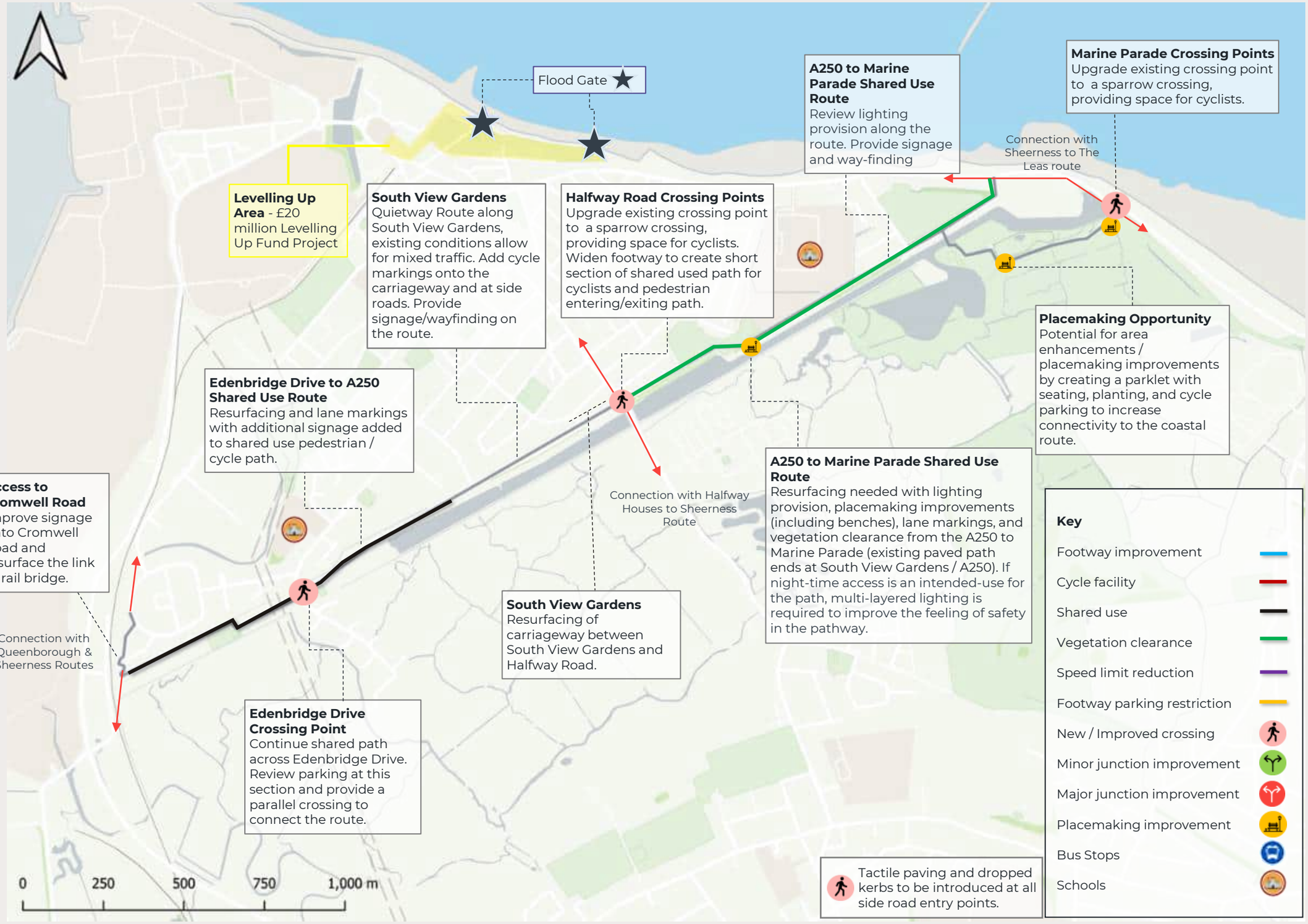


Figure 57 : Cromwell Road to Marine Parade

Route CWR3 - Swale Railway Station to Queenborough Road (A2500)

AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

CWR3 - Swale Railway Station to Queenborough Road (A2500)

Initial interventions shown on the original map on the next page

NOTES

Contains OS Data © Crown Copyright and database right 2023

Swale Railway Station to Queenborough Road (A2500) - CWR3

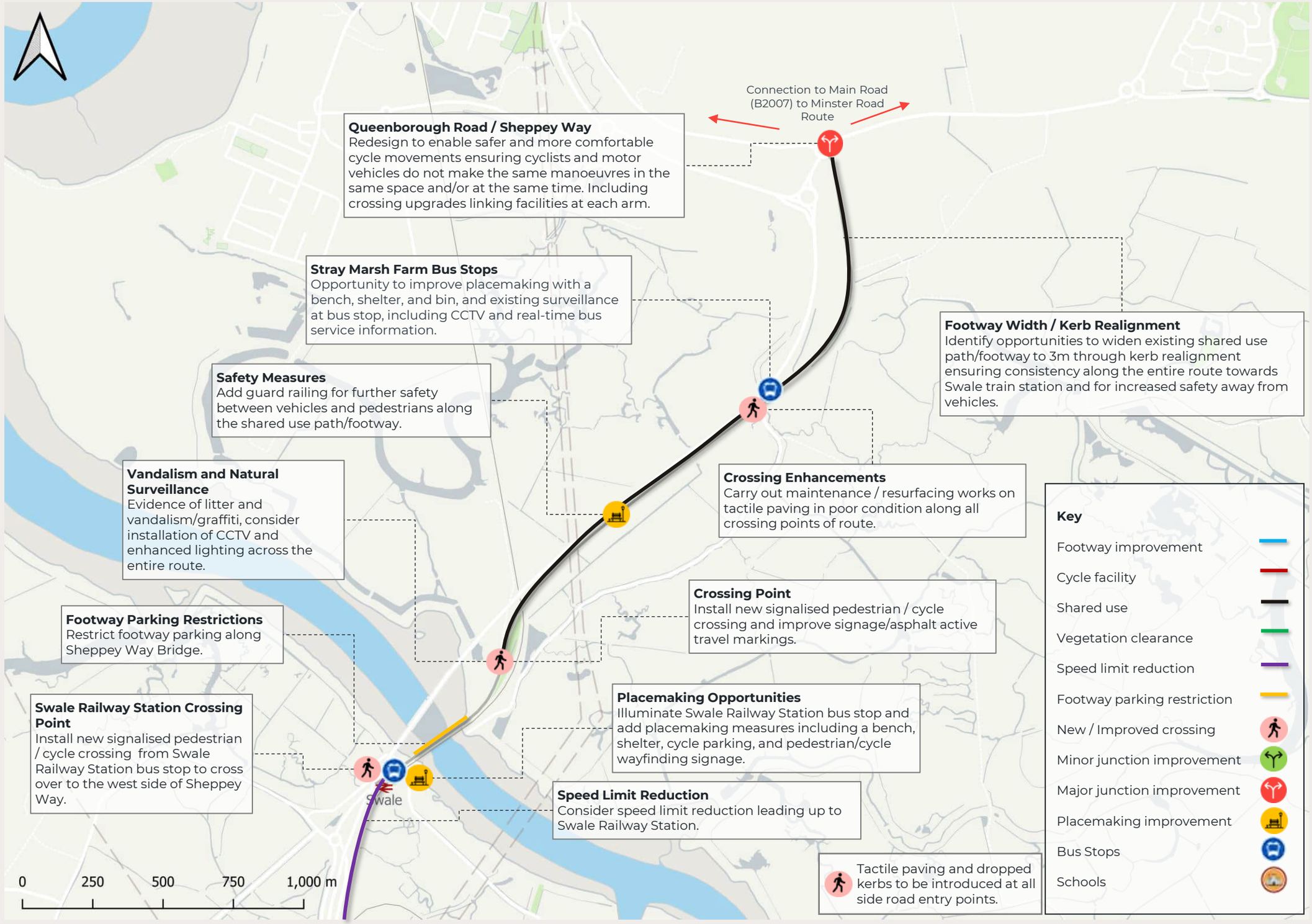


Figure 58 : Swale Railway Station to Queenborough Road (A2500)

Sheerness Town Centre - CWR10

Figure 59 : Sheerness Town Centre

Route CWR7 - Sheppey Light Railway Greenway

AECOM

PROJECT

Swale Local Cycling and Walking Infrastructure Plan

CLIENT

Swale Borough Council

CONSULTANT

AECOM Limited
Marlborough Court
10 Bricket Road
St Albans, AL1 3JX, UK
T +44-1727-53-5000
www.aecom.com

LEGEND

- CWR7 - Sheppey Light Railway Greenway
- CWR7 - Subject to Land Owner Permission

Initial interventions shown on the original map on the next page

NOTES

Contains OS Data © Crown Copyright and database right 2023

Isle of Sheppey Strategic Cycling and Active Travel Routes
Proposed route of the Sheppey Greenway utilising sections of the former railway where practical, negotiating new field edge routes and traffic calming in selected urban areas.
Sheppey Light Railway Greenway with Greenways and Cycleroutes June 24
SHEERNESS
Minster
Halfway Houses
Eastchurch
Warden
Leysdown-on-Sea
SHEPPEY
A new link beside the main road to Halfway is planned
Space for segregated cycle track
Academy Link
Road Enhancement
SLRG Group widened & exposed track-bed. Footpath needs upgrading to Cycle Track
Crossing improvement
Crossing
Crossing
Crossing
Quiet Way
Donkey Hill PROW resurfacing...
Crossing
Missing Link
Road Enhancements
Road Enhancements
s278 3m shared path being built
Developer funded track (possible)
Developer funded track (possible)
Shared Path (needs work)
Cowstead Corner Cycle Track
Although the old railway alignment gives a much easier gradient, its course is completely lost to agriculture . Following behind the hedges to Eastchurch does involve more of a climb but it serves that community
Crossing
Crossing

Appendix G - Public Consultation Questionnaire Results

Route	Strongly agree	Tend to agree	Neither agree or disagree	Tend to disagree	Strongly disagree	Don't know
Walking and Wheeling Routes						
WR1	28	4	3	0	0	1
WR2	11	1	3	0	0	9
WR3	9	3	4	0	0	6
WR4	9	4	4	0	0	5
WR5	8	1	5	1	0	5
WR6	9	1	6	0	0	5
WR7	9	2	4	1	0	5
WR8	9	4	4	0	0	5
WR9	4	1	6	0	1	4
WR10	11	1	5	0	0	5
WR11	10	1	4	0	1	5
WR12	7	1	5	0	1	4
WR13	7	1	5	0	0	5
WR14	11	2	7	0	0	2

Route	Strongly agree	Tend to agree	Neither agree or disagree	Tend to disagree	Strongly disagree	Don't know
Cycling Routes						
CR1	14	3	2	0	0	6
CR2	6	3	4	1	0	3
CR3	7	1	3	0	0	4
CR4	16	0	3	1	0	3
CR5	8	2	4	0	0	4
CR6	8	2	3	0	0	4
CR7	9	1	5	0	0	4
CR8	9	0	2	1	1	4
CR9	11	2	3	0	0	5
CR10	9	3	2	0	0	6
CR11	11	4	2	0	0	4

Route	Strongly agree	Tend to agree	Neither agree or disagree	Tend to disagree	Strongly disagree	Don't know
Sheppey Towns LCWIP						
CWR1	14	6	1	1	0	1
CWR2	13	5	1	0	1	2
CWR3	13	5	1	1	0	1
CWR4	13	5	2	0	0	1
CWR5	16	6	1	1	1	0
CWR6	14	6	1	0	2	0
CWR7	22	4	2	0	0	0
CWR8	12	6	2	1	0	2
CWR9	10	9	2	0	0	0
CWR10	14	4	1	0	0	3

Appendix H - Prioritisation Criteria and Outcomes

	Criteria	Description	Score
1	Anticipated Flows	PCT Value (Go-Dutch Scenario) – Highest Value (Min. 100m) Classification based on equal intervals of flow: • High: > 25 • Medium: 6 - 25 • Low: <6 • No Flows: < 0	High: 3 Medium: 2 Low: 1 No Flows: 0
2		Network Gaps - Assesses how much of the route aligns with the existing network: • High: < 12.5% of the route follows the existing network • Medium: 12.5% – 25% follows the existing proposed network • Low: > 25% follows the existing network	
3	Origin Size	Population Density (People per km). Average population per kilometre within 100m of the route (based on LSOA data) High: >125 Medium: 75 - 125 Low: < 75	High: 3 Medium: 2 Low: 1 Scored using Matrix below
4		Residential Site Allocations Number of committed residential dwellings within 100m of the route: • High: > 2,000 dwellings • Medium: 1,000 – 2,000 dwellings • Low: 100 – 1,000 dwellings • None: 0 dwellings	
5	Destination Size	Employment Density (People per hectare). Average employment density within 100m of the route High: >=15 Medium: 5-15 Low: <5	High: 3 Medium: 2 Low: 1 Scored using Matrix below
6		Employment Site Allocations Size of committed employment or mixed-use developments (in hectares) within 100m of the route: • High: > 50 hectares • Medium: 25 – 50 hectares • Low: 0 – 25 hectares • None: 0 hectares	
7	Consultation Feedback	Public Support - routes scored 0–3 based on the level of public support, with higher scores indicating stronger support. This was based on survey data from	High: 3 Medium: 2 Low: 1 No: 0

Scoring Matrix	No	Small	Medium	Large
		Low	Medium	High
No	0	0.5	1	1.5
Low	0.5	1	1.5	2
Medium	1	1.5	2	2.5
High	1.5	2	2.5	3

Cycle Routes Prioritisation Table

Route Context			Anticipated Flows			Population and Employment Density											Public Consultation	Classification		
						Origin					Destination									
ID Name	Route Name	Distance (km)	Future Demand	Network Gap	Overall Flow Score	People per Hectare (PPH)		Site Allocation (Dwellings)		Population - Total Score	Employees per Hectre (EPH)		Site Allocation (Hectares)		Employment - Total Score	Population and Employment Density Total Score	Overall Level of Agreement Score	Overall Classification Score	Classification	Rank
CWR7	Sheppey Light Railway Greenway	19.1	3	3	6	36.4	Low	200	Low	1	2.3	Low	166.0	High	2.0	3.0	3	12	Primary	1
CWR1	Brielle Way to Rushenden	7.7	3	1	4	86.9	Medium	1160	Medium	2	14.1	Medium	190.7	High	2.5	4.5	3	11.5	Primary	2
CR8	Sittingbourne - Rainham	9.5	2	3	5	139.9	High	1232	Medium	2.5	13.0	Medium	0.0	No Allocation	1.0	3.5	2	10.5	Primary	3
CR1	Kemsley - Faversham	11.6	3	1	4	75.1	Medium	2360	High	2.5	6.8	Medium	30.7	Medium	2.0	4.5	2	10.5	Primary	3
CWR4	Halfway Houses -	4.8	3	1	4	266.8	High	0	No Allocation	1.5	9.2	Medium	166.0	High	2.5	4.0	2	10	Primary	5
CWR9	The Broadway	2.6	2	3	5	77.8	Medium	100	Low	1.5	3.2	Low	0.0	No Allocation	0.5	2.0	3	10	Primary	5
CR2	Kemsley - South Sittingbourne	5.4	3	1	4	150.2	High	2250	High	3	17.0	High	0.0	No Allocation	1.5	4.5	1	9.5	Secondary	7
CWR5	Queenborough - Minster	4.8	3	1	4	48.8	Low	1460	Medium	1.5	2.6	Low	20.7	Low	1.0	2.5	3	9.5	Secondary	7
CWR6	Sheerness-on-Sea Railway Station - Minster	5.9	3	1	4	251.6	High	0	No Allocation	1.5	7.7	Medium	0.0	No Allocation	1.0	2.5	3	9.5	Secondary	7
CR7	Iwade - Bapchild	8.5	3	1	4	100.1	Medium	2672	High	2.5	8.4	Medium	3.6	Low	1.5	4.0	1	9	Secondary	10
CR5	Sittingbourne - Eurolink Business Park	3.5	3	1	4	94.0	Medium	1317	Medium	2	26.8	High	0.0	No Allocation	1.5	3.5	1	8.5	Secondary	11
CR3	Grove Park - South Sittingbourne	5.2	3	1	4	137.5	High	200	Low	2	6.0	Medium	0.0	No Allocation	1.0	3.0	1	8	Secondary	12
CR9	Faversham - Canterbury	15.2	2	1	3	83.7	Medium	260	Low	1.5	23.4	High	26.3	Medium	2.5	4.0	1	8	Secondary	12
CR6	Grove Park - Eurolink Business Park	5.1	2	1	3	136.2	High	667	Low	2	21.3	High	0.0	No Allocation	1.5	3.5	1	7.5	Local	14
CR10	Ashford - Faversham	27.0	3	2	5	66.0	Low	0	No Allocation	0.5	13.4	Medium	0.0	No Allocation	1.0	1.5	1	7.5	Local	14
CR4	Faversham - Whitstable	9.2	3	1	4	31.0	Low	0	No Allocation	0.5	8.8	Medium	0.0	No Allocation	1.0	1.5	2	7.5	Local	14
CR11	Sittingbourne - Sheerness	8.7	2	1	3	29.7	Low	2072	High	2	2.2	Low	0.0	No Allocation	0.5	2.5	2	7.5	Local	14
CWR2	Cromwell Road - Marine Parade	4.1	3	1	4	68.1	Low	0	No Allocation	0.5	4.4	Low	0.0	No Allocation	0.5	1.0	2	7	Local	18
CWR8	Main Road (B2007) - Minster Road	3.5	2	1	3	38.2	Low	720	Low	1	2.3	Low	0.0	No Allocation	0.5	1.5	2	6.5	Local	19
CWR10	Sheerness Town Centre	0.8	0	1	1	717.3	High	0	No Allocation	1.5	21.4	High	0.0	No Allocation	1.5	3.0	2	6	Local	20
CWR3	Swale Railway Station - Queenborough Road	5.3	1	1	2	1.8	Low	0	No Allocation	0.5	1.5	Low	0.0	No Allocation	0.5	1.0	3	6	Local	20

Walking and Wheeling Routes Prioritisation Table

Route Context			Population and Employment Density										Public Consultation	Classification		
			Origin					Destination								
ID Name	Route Name	Distance (km)	People per KM (PPKM)		Site Allocation (Dwellings)		Population – Total Score	Employees per Hectre (EPH)		Site Allocation (Hectares)		Employment - Total Score	Population and Employment Density Total Score	Overall Level of Agreement Score	Overall Classification Score	Classification	Rank
CWR1	Brielle Way to Rushenden	7.72	86.89	Medium	1160	Medium	2	14.09	Medium	190.7	High	2.5	4.5	3	7.5	Primary	1
WR11	Kemsley - Sittingbourne Station	2.79	188.10	High	2817	High	3	19.84	High	0	No Allocation	1.5	4.5	2	6.5	Primary	2
CWR4	Halfway Houses -	4.84	266.83	High	0	No Allocation	1.5	9.17	Medium	165.95	High	2.5	4	2	6	Primary	3
CWR7	Sheppey Light Railway Greenway	19.08	36.35	Low	200	Low	1	2.30	Low	165.95	High	2	3	3	6	Primary	3
WR2	Sittingbourne Station - SW Developments	3.06	144.33	High	1232	Medium	2.5	16.83	High	34.03	Medium	2.5	5	1	6	Primary	3
CWR5	Queenborough - Minster	4.8	48.78	Low	1460	Medium	1.5	2.58	Low	20.65	Low	1	2.5	3	5.5	Primary	6
CWR6	Sheerness-on-Sea Railway Station - Minster	5.90	251.56	High	0	No Allocation	1.5	7.70	Medium	0	No Allocation	1	2.5	3	5.5	Primary	6
WR13	West Sittingbourne	3.18	155.89	High	2167	High	3	20.81	High	0	No Allocation	1.5	4.5	1	5.5	Primary	6
WR9	NW Development - South Sittingbourne	4.05	148.13	High	2817	High	3	16.72	High	0	No Allocation	1.5	4.5	1	5.5	Primary	6
CWR10	Sheerness Town Centre	0.75	717.31	High	0	No Allocation	1.5	21.42	High	0	No Allocation	1.5	3	2	5	Secondary	10
WR14	Sittingbourne Station - Eurolink Business Park	3.02	104.64	Medium	567	Low	1.5	31.66	High	0	No Allocation	1.5	3	2	5	Secondary	10
WR7	South Sittingbourne to Milton Creek Country Park	4.66	177.34	High	567	Low	1.5	15.29	High	0	No Allocation	1.5	3	2	5	Secondary	10
WR8	Kemsley - Eurolink Business Park	2.90	102.24	Medium	1500	Medium	2	6.11	Medium	0	No Allocation	1	3	2	5	Secondary	10
CWR9	The Broadway	2.56	77.77	Medium	100	Low	1.5	3.23	Low	0	No Allocation	0.5	2	3	5	Secondary	10
WR3	Sittingbourne Station - East Sittingbourne	3.40	125.33	High	1167	Medium	2.5	17.83	High	0	No Allocation	1.5	4	1	5	Secondary	10
WR6	SW Developments - South Sittingbourne	3.84	113.82	Medium	565	Low	1.5	6.38	Medium	34.03	Medium	2	3.5	1	4.5	Secondary	16
WR5	Central Sittingbourne to East Sittingbourne	2.95	149.32	High	567	Low	2	17.52	High	0	No Allocation	1.5	3.5	1	4.5	Secondary	16
CWR3	Swale Railway Station to Queenborough Road (A2500)	5.26	1.81	Low	0	No Allocation	0.5	1.52	Low	0	No Allocation	0.5	1	3	4	Local	18
WR1	Shellness - Warden	6.38	10.42	Low	0	No Allocation	0.5	0.46	Low	0	No Allocation	0.5	1	3	4	Local	18
WR10	Kemsley - Iwade	2.54	83.68	Medium	2072	High	2.5	3.84	Low	0	No Allocation	0.5	3	1	4	Local	18
CWR8	Main Road (B2007) - Minster Road	3.52	38.20	Low	720	Low	1	2.31	Low	0	No Allocation	0.5	1.5	2	3.5	Local	21
WR12	No Allocationrth Murston - South Murston	1.99	114.09	Medium	0	No Allocation	1	21.40	High	0	No Allocation	1.5	2.5	1	3.5	Local	21
WR14	Iwade - Swale Station	2.09	1.45	Low	572	Low	1	0.57	Low	0	No Allocation	0.5	1.5	2	3.5	Local	21
CWR2	Cromwell Road - Marine Parade	4.08	68.10	Low	0	No Allocation	0.5	4.44	Low	0	No Allocation	0.5	1	2	3	Local	24

AECOM Delivering a better world

This page is intentionally left blank

Environment Services and Climate Change Committee Meeting	
Meeting Date	17th March 2026
Report Title	Kent Joint Waste Management Strategy 2026 - 2031
EMT Lead	Emma Wiggins (Director of Regeneration and Neighbourhoods)
Head of Service	Martyn Cassell (Head of Environment & Leisure)
Lead Officer	Alister Andrews (Environment Services Manager)
Classification	**Open**
Recommendations	1. To endorse the Kent Joint Municipal Waste Management Strategy 2026 - 2031

1 Purpose of Report and Executive Summary

1.1 Kent County Council, in collaboration with the 12 district, borough and city councils through the Kent Resource Partnership (KRP), has developed the third Kent Joint Municipal Waste Management Strategy 2026–2031.

1.2 This strategy sets out a clear delivery framework that responds to current national legislative reforms including Extended Producer Responsibility (2025), Simpler Recycling (2026), the Deposit Return Scheme (2027) and the Emissions Trading Scheme (2028) alongside local priorities such as delivering cost-effective services and supporting environmental improvements.

1.3 Kent faces a critical juncture in waste management. Rising collection and disposal costs, new national legislation and the upcoming Emissions Trading Scheme will significantly increase financial pressures on local authorities across Kent. Endorsing the Kent Joint Municipal Waste Management Strategy 2026–2031 signals a clear commitment to a whole-system approach (looking at collection and disposal collectively) that focuses on reducing residual waste, increasing recycling and preparing services for local government reorganisation. This strategy and the associated action that it drives is essential to protect the Kent taxpayer and meet statutory obligations while simultaneously delivering environmental benefits.

2 Background, Context and Proposals

2.1 The Waste and Emissions Trading Act 2003 required councils in two-tier areas to produce joint waste management strategies. The first joint waste strategy was adopted by all 13 councils in 2007. An interim revision was completed in 2018 with an end date of 2020/21.

2.2 Although revision was planned, ongoing operational challenges following the COVID-19 pandemic, coupled with several years of uncertainty over planned Government waste reforms delayed the revision and this is now overdue.

2.3 The proposed strategy provides clarity of direction for the Kent Resource Partnership over the next five years, a clear mandate for continued and renewed partnership action, going beyond just compliance with legislation, to achieve greater efficiency and effective management of household waste and prepare waste services for local government reorganisation.

2.4 A similar report to this one is going to all 12 lower tier authorities and KCC's committee in March 2026, with a recommendation to endorse the shared county-wide strategy.

2.5 The key principles of the county-wide strategy match the objectives that Swale Councillors set when we approved our recent waste and street cleansing contract.

2.6 2025 saw the establishment of the new Kent and Medway Environment Members Board, bringing together environmental, climate change and waste services under a single governance structure for the first time. Swale is represented at this meeting by the Chair of the Environmental Services and Climate Change Committee. Joint opportunities include greater resource efficiency, reducing carbon emissions and preventing environmental pollution (littering and flytipping).

2.7 Appointing a new strategic lead for the Kent Resource Partnership in January 2025, enabled the partnership to revisit its purpose and direction and complete the refresh of the joint strategy. A series of workshops and stakeholder engagement sessions were held late spring/summer to inform the development of the strategy. The Members Board were also shared the draft strategy at their first meeting.

2.8 Key aims of the refreshed strategy:

1. **Operational Excellence** – Efficient, sustainable waste collection and disposal.
2. **Circular Economy Pathway** – Retain material value, create green jobs, and reduce carbon emissions.
3. **Behaviour Change** – Evidence-led campaigns to reduce waste and contamination.
4. **Transition to Unitary System** – Align governance and services for efficiency.

2.9 District, city and borough councils are the Waste Collection Authorities in Kent and are responsible for collecting household waste from the kerbside and delivering it to KCC for disposal. 83% of the household waste disposed of in Kent is collected by the Waste Collection Authorities at the kerbside.

2.10 Kent County Council is the household Waste Disposal Authority for Kent and has responsibility for disposing of the waste collected by the borough and district

authorities and for running 19 household waste recycling centres across Kent for householders to dispose of their waste material.

2.11 In 2024/25 KCC spent £53m disposing of the waste collected from the kerbside by the Waste Collection Authorities.

2.12 Of the £53m spent, almost £48m was on the processing of residual waste – waste that cannot be recycled, composted or reused. This includes waste contaminated with non-recyclable materials or waste that has been incorrectly separated making it unsuitable for recycling or composting.

2.13 Recycling waste is significantly more cost-effective than disposing of residual waste. On average recycling costs around c.£30 per tonne, whereas the cost of disposing of residual waste through Energy from Waste (EfW) facilities is c.£148 per tonne – nearly five times higher. Diverting just 10% of residual waste to recycling could save over £6m per year.

2.14 The 2025 waste composition analysis across Kent suggests that 52% of residual waste could actually be recycled.

2.15 Whilst 100% resident engagement and compliance in recycling is unrealistic, the government's target is 65% recycling of household waste by 2035, meaning Kent would need to move from its current 41.7% to at least 60–65% over the next decade. Working proactively through the Kent Resource Partnership enables us to maximise what is achievable and in turn mitigate the impact of future legislative change.

2.16 This table shows Swale BC's recycling rates over recent years.

Year	**Recycling rate**
2021/22	41.7%
2022/23	40.1%
2023/24	37.1%
2024/25	35.3% (TBC)

2.17 Kent's overall recycling rate has hovered around 41–44% for the past decade, showing very little upward movement since about 2014–15. Before COVID, the rate was already plateauing near 42%, and despite fluctuations in landfill and energy recovery, recycling performance has remained largely static since then.

2.18 To mitigate the budget pressures and achieve more efficient and effective waste management that both reduces residual waste and drives up recycling requires a whole system approach. Only by working in partnership will we be able to reduce kerbside waste and divert more to recycling, composting and reuse.

2.19 Through the Kent Resource Partnership, in readiness for compliance with government legislation changes, external consultants have reviewed whole model

costs (collection and disposal) for all local authorities. There were no immediate financial benefits identified in Swale by changing collection methodologies at this point in time. However, whole model savings would be best achieved through partnership working to reduce waste alongside behavioural change to reduce incineration and increase re-use and recycling.

2.20 2025 marked the start of a four-year period of legislative change in the waste sector requiring changes to frontline service offers and bringing forward new financial mechanisms. In response, Kent Resource Partnership has refreshed its remit to address the immediate and future challenges and opportunities for household waste management.

2.21 From January 2028, Energy from Waste facilities will fall under the UK Emissions Trading Scheme, adding an estimated £11–£17 million annually to disposal costs if residual waste tonnages remain unchanged. Simpler Recycling (2026), the Deposit Return Scheme (2027) will reshape collection systems and funding models. The Kent Joint Municipal Waste Strategy positions all authorities across Kent to mitigate these risks in the most efficient way and to maximise leverage from new funding streams such as Extended Producer Responsibility (EPR).

2.22 More recently, the emerging plans to deliver Local Government Reorganisation (LGR) makes it more critical to ensure clarity of focus for waste management services in the next five years. Continuing to drive forwards efficiencies and consistency in waste management systems and services across collection and disposal will create the conditions for a successful transition to new unitary authority structures.

2.23 New legislation for managing waste is introducing new financial mechanisms. The first of these changes is the Extended Producer Regulations for Packaging (pEPR) which uses the ‘polluter pays’ principle. Producers or importers of packaging placed on the UK market are charged and a proportion of this money is paid to local authorities (both tiers) to cover the costs of managing packaging waste recycling and or disposal. The first payments made to local authorities were in 2025-26. Future payments will be calculated based on an assessment of ‘efficient and effective’ management of packaging waste. Full details of the calculation method are still to be received by DEFRA.

3 Recommendations

3.1 To endorse the Kent Joint Municipal Waste Management Strategy 2026 - 2031

4 Alternative Options Considered and Rejected

4.1 Option 1: Do Nothing and retain the current strategy (not recommended). The existing strategy is outdated and does not reflect current legislation, national targets, or emerging challenges such as carbon taxation and mandatory food waste collections. Retaining it would leave Swale without a clear roadmap for compliance and performance improvement.

4.2 Option 2: Minor refresh of existing strategy (not recommended). A light update would not adequately address significant changes in government policy, infrastructure needs and financial pressures. It risks being a superficial exercise that fails to provide strategic direction or stakeholder confidence.

4.3 Option 3: Full revision with strategic environmental assessment and public consultation (not recommended). This option would deliver maximum transparency through public engagement. However, it would likely require appointing external consultants and the increase in both time and costs to develop is not considered the right approach at this time, especially if we need to revise it further once we know the outcome and timeframes of LGR.

5 Consultation Undertaken or Proposed

5.1 This strategy was shaped through partnership workshops including Swale Borough Council officers.

5.2 Various stakeholders and groups received presentations, engaged in discussions or were invited to provide feedback on earlier drafts to shape the joint strategy. The Member's Board also discussed the draft strategy at their meeting.

5.3 The Strategy will be published externally and communicated to the Department for the Environment, Food and Rural Affairs.

6 Implications

Issue	Implications
Corporate Plan	The principles within the strategy reflect the Swale Council corporate priorities embedded within the themes of 'running the council' and creating a cleaner, more sustainable environment.
Financial, Resource and Property	As outlined within the report, Local Authorities within Kent are facing significant financial challenges. Legislative changes such as the Emission Trading Schemes and Simpler Recycling may further impact costs across the whole waste model. Swale Council is expecting to receive between £1.7M and £2.3M in 2025/26 from the Extended Packaging Producer Responsibility scheme to collect and recycle packaging. Future payments will be calculated based upon 'efficient and effective' schemes being in place. These schemes are best delivered in partnership where the greatest savings can be accomplished. This funding is already being used to increase recycling in Swale.

	The cost of developing the strategy is limited to officer time spent engaging and consulting stakeholders and drafting the document along with minimal design costs ahead of publication. Swale Borough Council contributes £15K pa towards the Kent Resource Partnership's operation costs and campaigns.
Legal, Statutory and Procurement	This strategy and its delivery through the Kent Resource Partnership meets the statutory requirements of the Waste and Emissions Trading Act 2003, which requires joint waste management strategies to be agreed and delivered in two-tier authority areas.
Crime and Disorder	The strategy and associated partnerships allow the sharing of intelligence and information regarding environmental crime. Knowledge and ideas are openly shared to target environmental offenders and generate campaigns and operations to reduce associated waste crime.
Environment and Climate/Ecological Emergency	Three of the main objectives within the strategy have direct environmental outcomes: 1. Operational Excellence – Efficient, sustainable waste collection and disposal. 2. Circular Economy Pathway – Retain material value, create green jobs, and reduce carbon emissions. 3. Behaviour Change – Evidence-led campaigns to reduce waste and contamination. The refreshed strategy embeds clearer communication and engagement plans, improving transparency and making recycling easier and more consistent for residents.
Health and Wellbeing	Reducing residual waste has obvious environmental benefits such as reduced emissions through incineration and recycling more materials through a circular economy. Food waste initiatives may also assist residents in saving money by reducing food waste.
Safeguarding of Children, Young People and Vulnerable Adults	None identified at this stage
Risk Management and Health and Safety	By working in partnership, sharing knowledge and ideas to enhance health and safety are encouraged. The main risks are financial ones due to future legislative changes, or strategic ones regarding waste collection and disposal infrastructure for residents of Kent. These are best resolved as a partnership with one overarching strategy.

Equality and Diversity	An Equality Impacts Screening Assessment has been completed by KCC and no significant positive or negative equality impacts have been identified. This strategy does not require changes to delivered services.
Privacy and Data Protection	None identified at this stage
Local Government Reorganisation	Delivery of the strategy will be carried out by the Kent Resource Partnership, reporting to the Kent and Medway Environment Members Board (and where required Kent Joint Chief Executives and/or Kent Leaders). The strategy considers a 'whole system' approach across both local authority tiers. Consequently, the strategy reflects the principles of Local Government Reorganisation. Identifying whole system challenges now will pave the way for LGR solutions.

7 Appendices

7.1 The following documents are to be published with this report and form part of the report:

- Appendix I: Kent Joint Municipal Waste Management Strategy 2026 – 2031

8 Background Papers

None

This page is intentionally left blank

Kent Joint Municipal Waste Management Strategy 2026 - 2031

The Kent Resource Partnership is made up of the thirteen local authorities in Kent. These are the district, borough and city councils of Ashford, Canterbury, Dartford, Dover, Folkestone and Hythe, Gravesham, Maidstone, Sevenoaks, Swale, Thanet, Tonbridge and Malling and Tunbridge Wells and Kent County Council

This document can be made available in other formats or languages. To request this, please email alternativeformats@kent.gov.uk or telephone 03000 421553 (text relay service 18001 03000 421553). This number goes to an answer machine, which is monitored during office hours.

Table of Contents

- Introduction
- Background
- National and local policy
- Current services
- Performance to date
    - Projected growth and impacts
- Opportunities and challenges
- Setting the future direction
    - Vision
    - Strategic Aims
    - Measuring success
- Glossary of terms
- Appendix 1 - Summary of waste legislation
- Appendix 2 - Opportunities and challenges

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

Introduction

As Chair of the Kent and Medway Environment Members Board, I am proud to introduce the Kent Joint Municipal Waste Management Strategy for 2026–2031. This strategy comes at a pivotal moment for Kent. It sets out how we will respond to the most significant changes in waste policy for a generation, alongside preparations for local government reorganisation, while continuing to deliver services that protect our environment and provide best value for Kent residents.

Over the next five years, these changes will reshape how we collect, treat, and fund waste services. They also create opportunities to do things differently; to reduce waste, cut greenhouse gas emissions, and make better use of resources, moving beyond recycling. This will require a bold, innovative and collaborative approach.

Kent has already taken important steps towards a circular economy. Through the Kent Resource Partnership, we have launched reuse shops at Household Waste Recycling Centres, supported community repair cafés, and piloted community initiatives that keep valuable items in use and out of the waste stream. These successes show what can be achieved when councils, businesses, and residents work together.

This strategy builds on that progress, with a stronger focus on helping residents understand the value and impact of their actions, by supporting community-led initiatives, and extending existing partnerships with business and the social sector. By doing so, we will not only reduce waste but also create local jobs, support skills development, and help residents save money.

Success will depend on all of us working together and embracing these changes, to create a cleaner, greener Kent for future generations.

Our vision is clear: a county where waste is reduced by keeping resources in use for longer, where communities are empowered to recycle, reuse and repair, and every household plays a part in protecting our environment. I invite you to join us in making this vision a reality.

Councillor Clive English

Chairman of the Kent and Medway Environment Members Board

Background

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

The Kent Joint Municipal Waste Management Strategy is a collaborative framework developed by the Kent Resource Partnership**,** which includes Kent County Council and the 12 district councils. Its purpose is to guide how household waste is managed across Kent, with a focus on sustainability, efficiency, and compliance with national legislation.

The Waste and Emissions Trading Act 2003 requires councils in two-tier areas (like Kent) to produce joint waste management strategies. This legal requirement ensures that waste disposal authorities and waste collection authorities work together to meet landfill diversion targets and reduce environmental impact when managing household waste.

The first Kent Joint Municipal Waste Management Strategy was adopted by all 13 councils in 2007, with an interim revision issued in 2018. This Strategy sought to achieve strategic collaboration across the 13 councils aligning waste policies and practices, to reduce landfill usage and increase

The current Strategy ended in 2020/21, with development of a revised Strategy planned, and then delayed, due to the ongoing operational challenges arising from the COVID-19 pandemic and several years of significant waste reforms being planned with limited detail on the legislative requirements.

During 2024, the value and remit of the Kent Resource Partnership was endorsed by Kent Leaders and Chief Executives and in January 2025, a Strategic Lead was appointed, to re-establish the governance, partnership priorities and delivery structure, including development of this interim strategy. This strategy will provide clarity of direction for the partnership in the years leading up to and post local government reorganisation, which is expected to be implemented from 2028.

2025 also heralded the start of a four-year period of implementation of significant legislative and policy change in England (Figure 1), including new financial mechanisms, that pave the way forwards and are designed to accelerate local action to deliver a circular economy. The impact of these changes locally and collectively is yet to be fully understood and remains under review by the partnership.

Now is the time to act. Working in partnership to deliver a system-wide approach to waste management, in line with the national circular economy goals, which is essential to deliver greater value for the Kent taxpayer, environmental benefits and local economic opportunities. Delivering well-targeted projects, interventions and campaigns that engage more residents and businesses to act, to reduce, reuse, repair and recycle, and ensure the correct disposal of all wastes, including items not collected at the kerbside.

This will promote a shift in attitudes towards waste, reducing the throw away culture, which along with commercial sector innovations and new approaches to product lifecycles, will ultimately lead to changes in the way waste and recycling services are designed, delivered and funded.

This strategy sets the foundation for that transformation in Kent, also preparing services for the transition to unitary governance and provides a framework for partnership delivery to 2030 to positively contribute towards achieving a circular economy in Kent in the future.

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

National Policy

Under current waste legislation, local authorities in England must collect and dispose of household waste, and do so responsibly and safely, maintaining accurate documentation (duty of care). This includes the separate collection of paper, metal, plastic and glass (where practicable), applying the waste hierarchy, with a preference to reduce, reuse and recycle. This aims to achieve nationally set targets to reduce residual waste, increase recycling rates and minimise waste to landfill. (Appendix 1)

Recent waste reforms introduce several key policies (see figure 1) that are reshaping the cost, structure and operational requirements for local authorities:

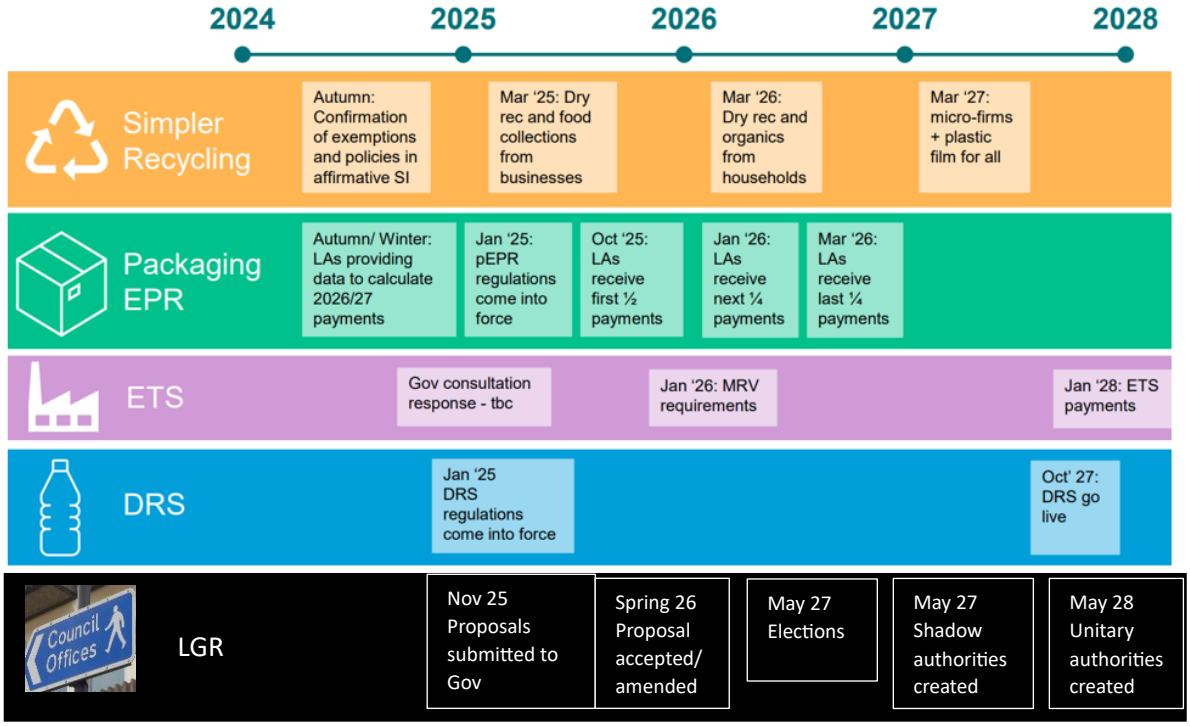
- Extended Producer Responsibility for Packaging (pEPR): From 2025, packaging producers pay into a scheme, intended to cover the net costs of managing household packaging waste. This is providing significant funding and could provide financial relief to local authorities for packaging-related waste.
- Simpler Recycling: Mandates consistent collection of core materials (glass, metal, plastic, paper/card, food and garden waste) across businesses (2025) and households (2026), with collection of plastic wrappers/films from 2027. For household waste collections, this legislation specifies that food waste is to be collected weekly. While this aims to increase the range of materials captured, it also introduces capital and ongoing revenue costs for new containers, vehicles and staffing.
- Deposit Return Scheme (DRS): Expected October 2027, introduces a refundable deposit on single-use drinks containers between 150 millilitres and 3 litres made from PET plastic or metal. Retailers must charge this deposit, host return points (exemptions apply) and pay back the deposit for each container returned. This is expected to reduce the amount and value of packaging recovered from the kerbside, and in turn increase packaging recycling (gate fees) and reduce collections efficiency.
- Emissions Trading Scheme (ETS): From 2026, incineration and energy from waste facilities must begin to monito and report their greenhouse gas emissions. From 2028, these emissions will have to be paid for, as an incentive to decarbonise. This will increase the cost of disposal of waste by incineration or energy from waste, further incentivising recycling and waste prevention.

On 1 December 2025, Defra published the revised Environmental Improvement Plan for England emphasising the need for partnership action. Within chapter 3: Circular Economy, Goal 5: Waste, it states ‘ We will minimise waste by designing it out of the system, reusing and recycling materials wherever possible’ and ‘Removing criminal threats to a circular economy’. This introduces Environment Act interim targets to 2030 for residual waste and per capita targets for residual municipal food, plastic, paper and card, metal and glass wastes, with commitments to reduce illegal waste sites and fly tipping incidents over the same period.

Defra is set to publish the long-awaited UK Circular Economy Strategy early in 2026, signalling a pivotal shift in policy aimed at embedding circularity into national and business sustainability strategies. This is set to expand upon the 2018 Resources and Waste Strategy (RWS), which introduced the policies now being implemented through new legislation.

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

Figure 1 : National picture



Local Policy

The Kent Minerals and Waste Local Plan 2024-2039 (adopted March 2025) plays a significant role in shaping local waste management services, providing the waste planning strategy and development policies that are used in determining planning applications for new, or the expansion of existing, waste management and treatment infrastructure.
The plan's strategic objectives for waste management and relevant policy provisions underpins the partnership's commitment to managing waste sustainably in Kent:

- by applying the waste hierarchy to minimise overall household waste arisings and recover more value from discarded materials,
- ensuring waste operations prevent adverse impacts on health and the local environment,
- seeking to manage Kent waste arisings within the county or at the nearest available facility, achieving operational cost efficiencies and wider benefits such as local employment and reduced carbon emissions from transport and,
- ensure that all development is designed in accordance with circular economy principles.

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

Current services

Each waste collection authority determines the frequency of collection of waste and recycling services, including charges to residents for specific services or for waste containers. Councils also offer on request collection services, such as clinical waste and bulky waste services.

As shown in Table 1, waste collections and frequency are broadly aligned with Simpler Recycling requirements with service changes planned by two collection authorities in 2026.

Table 1 Waste collection services provided

Waste Collection Authority	Residual waste	Paper & card recycling	Mixed packaging recycling	Food waste	Garden waste (charged for service)
Ashford BC Maidstone BC Swale BC (Joint contract)	Fortnightly	Fortnightly (With other mixed packaging)	Fortnightly	Weekly/ Mix of charged for or free food caddies	Fortnightly
Canterbury CC (LA Traded company)	Fortnightly	Fortnightly	Fortnightly	Weekly/ Charges for food caddies	Fortnightly
Dartford BC (Contracted service)	Weekly	Fortnightly (With other mixed packaging)	Fortnightly	No separate food waste collection##	Fortnightly
Dover DC and Folkestone & Hythe DC (Joint contract)	Fortnightly	Fortnightly	Fortnightly	Weekly/ Charges for food caddies	Fortnightly
Gravesham BC (in-house service)	Fortnightly	Fortnightly (With other mixed packaging)	Fortnightly	Weekly/ Free food caddies	Fortnightly
Sevenoaks DC (in-house service)	Weekly#	Weekly#	Weekly#	No separate food waste collection##	Fortnightly
Thanet DC (in-house service)	Fortnightly	Fortnightly	Fortnightly	Weekly/ Free food caddies	Fortnightly
Tonbridge &	Fortnightly	Fortnightly	Fortnightly	Weekly/	Fortnightly

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

Malling BC and Tunbridge Wells BC (Joint contract)				Free food caddies	

#Service frequency changes from weekly to fortnightly are expected during 2026

##Food waste to be collected separately and weekly from 2026 (Implementation dates set by each local authority)

As the county's disposal authority Kent County Council operates six waste transfer stations, which receives household waste (recycling and residual) collected at the kerbside.

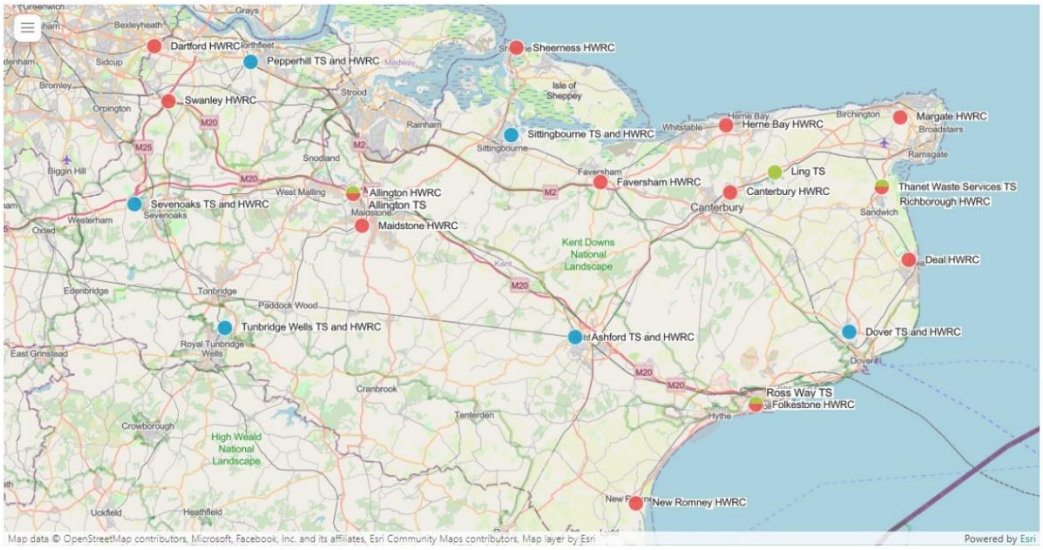
In addition, 19 Household Waste Recycling Centres are provided for Kent residents to bring household waste, including DIY waste for safe disposal, recycling or reuse, also helping to mitigate fly tipping. These sites provide multiple separate waste collection bays or containers, to maximise recycling and reuse. Some sites accept hazardous wastes such as oil, batteries, chemicals and asbestos, providing householders with a safe disposal option, helping to prevent environmental pollution.

Multiple contracts are in place to get best value from the various waste streams ensuring waste is sorted and processed to maximise re-use, recycling, composting and energy recovery, with a continued drive to minimise the waste processed by the energy from waste plant.

The remaining residual waste is sent to the energy from waste plant at Allington, which generates electricity, avoiding landfill for almost all household waste collected and disposed of.

Locations managing household waste in Kent

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council



Key

	Household Waste Recycling Centre (KCC managed)
	Waste Transfer Station and Household Waste Recycling Centre (KCC managed)
	Waste Transfer Station (privately managed)

Fly tipping and littering (also termed waste crime)

All district, borough and city councils have statutory duties to enforce littering and individual (small-scale) fly tipping offences. These duties include clearing waste from public land and public spaces, investigating incidents to identify those responsible and to impose fines or prosecute where appropriate/able to do so.

If fly tipping is significant, involving multiple loads in a single location, usually more than 20 tonnes or where it is believed the waste is known or suspected to be hazardous waste , the incident(s) will be referred to the Environment Agency, which also has enforcement powers and duties, and will determine the action to be taken.

Performance to date

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

Since April 2008, local authorities in England have been required to report data to the Department for the Environment, Food and Rural Affairs (Defra), which enables monitoring of the following datasets; Residual waste per household (kg/hh), recycling and composting rate (%), municipal waste to landfill (%) and the number of fly tipping incidents reported and actions taken.

These datasets provided a focus of the previous joint strategy which included Kent-wide targets, performance up to 2023-24 is summarised below.

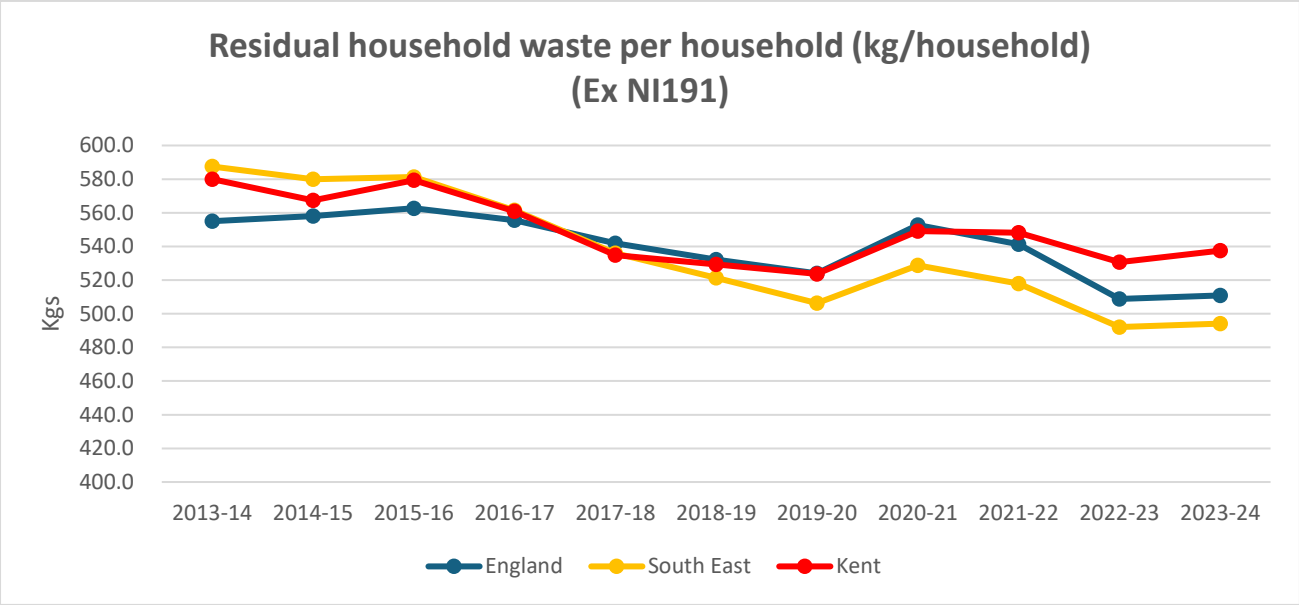
Residual waste per household[1]

Reducing the amount of residual waste per household is the desired trend.

Reviewing trends over the last 10 years, *residual waste per household* in Kent had been steadily reducing until 2020-21, the first year impacted by the COVID-19 pandemic, when household waste increased. This gave rise to significant shifts in household habits and waste arisings, continuing after national lockdowns had ended, this includes increased online shopping and more people working from home. By 2023-24 residual waste had not returned to pre-pandemic levels and Kent is now underperforming compared with national and regional trends, which have seen reductions to below pre-pandemic levels.

Positively, four Kent Districts[5] have achieved reductions in residual waste per household (between 7% and 20%) below 2018-19 levels.

Figure 2: Trends for residual household waste per household
Kent County average compared to average for south east and all- England authorities (ex-National indicator 191)



Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

Previous strategy target (2018): A year-on-year reduction to Kent-wide residual household waste per household tonnage.

Area	**2018-19 Baseline**	**Performance at 2020-21** (compared to 2018-19)	**Performance at 2023-24** (compared to 2018-19)
Kent	529 kg/hh	549 kg/hh Increase of 20kg/hh	537.5kg/hh Increase of 8.5kg/hh
South-east region	521kg/hh	529kg/hh Increase of 8kg/hh	494kg/hh Decrease of 27kg/hh
All-England	532kg/hh	553kg/hh Increase of 21kg/hh	511kg/hh Decrease of 21kg/hh

Reuse, recycling and composting rates[1]

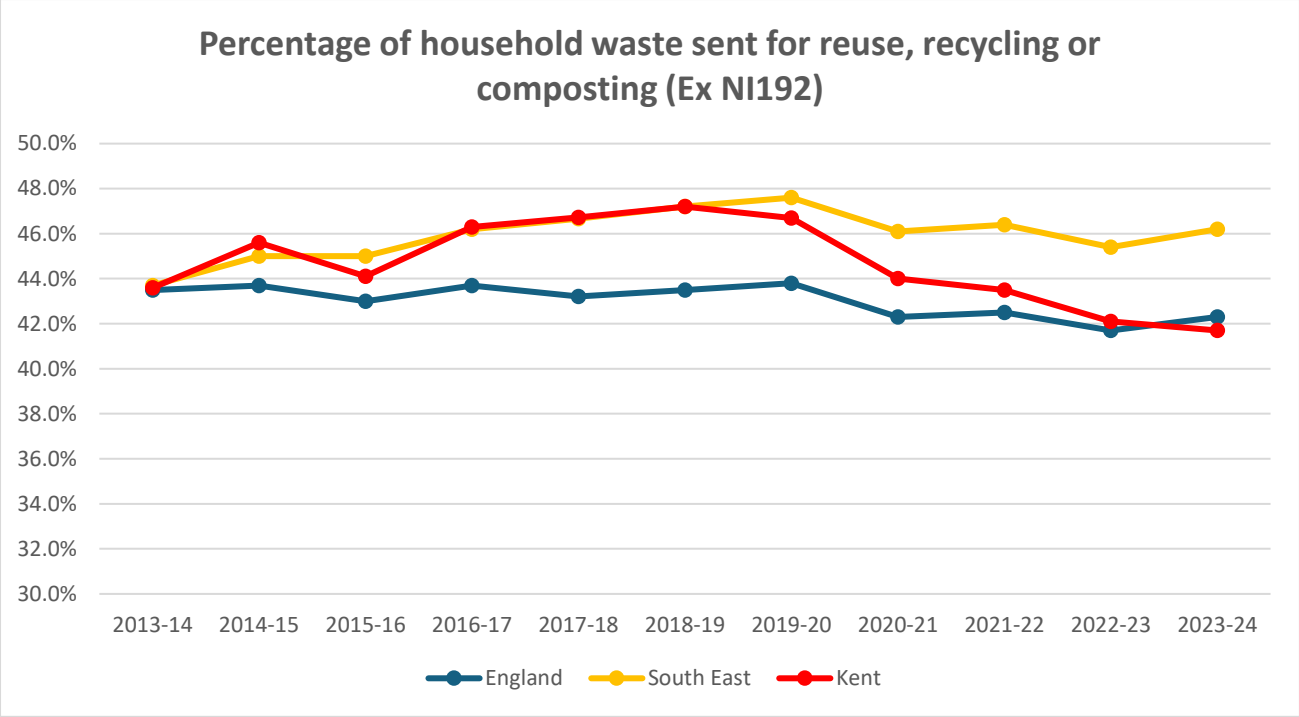
Increasing the percentage of household waste that is reused, recycled and composted in Kent is the desired trend.

Like many authorities in England, *reuse, recycling and composting rates* have stagnated over the last 10 years. 2018-19 marked the peak for Kent's average recycling rate at 47.2% followed by a sharper decline than other similar authorities in the south east. By 2023-24 Kent's average recycling rate had fallen to below the all-England average for the first time in a decade, indicating a need for a renewed focus on recycling initiatives, drawing on the best practice of high-performing authorities in England who have achieved recycling rates above 60%.

Over the same period three Districts[6] have been successful in increasing their recycling rates (by an additional 1%,4% and 6%) outperforming the England and south-east region.

Figure 3: Trends in reuse, recycling and composting rates
Kent County compared to average for south east and all- England authorities (ex-National Indicator 192)

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council



Previous strategy target (2018): To recycle or compost at least 50% of household waste.

Area	**2018-19 Baseline**	**Performance at 2020-21** (compared to 2018-19)	**Performance at 2023-24** (compared to 2018-19)
Kent	47.2%	44%	41.7% (-5.5%)
South-east region	47.2%	46.1%	46.2% (-1%)
All-England	43.5%	42.3%	42.3% (-1.2%)

Municipal waste to landfill[1]

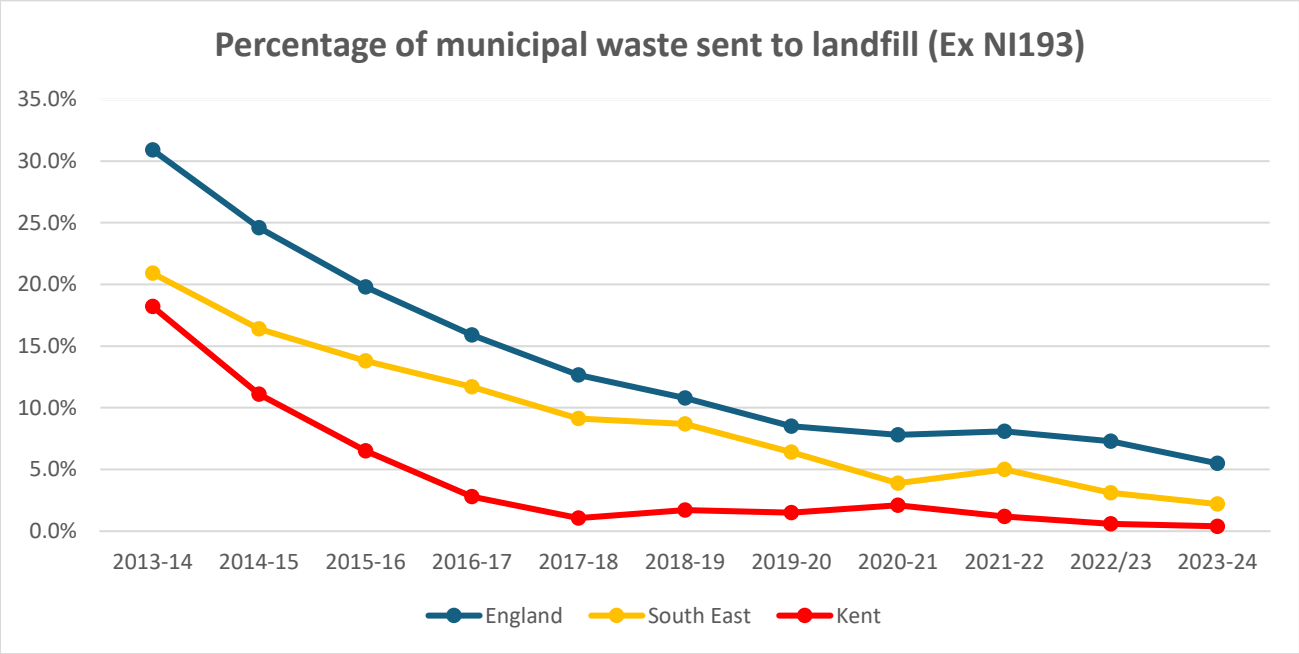
Reducing the amount of municipal waste sent to landfill is the desired trend.

In contrast, Kent has achieved an exemplary low level of *municipal waste to landfill*, outperforming both national and regional averages. Almost all residual waste is sent to an energy from waste plant, generating electricity, which is fed into the national grid or used to power the facility. This disposal route lowers the level of harmful greenhouse gas emissions compared to landfill, especially methane gas. Despite this success, more needs to be done to reduce valuable resources being lost through this treatment method, prioritising

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

action to reduce waste and to reuse and repair materials, in addition to increasing the recycling and composting rate.

Figure 4: Trends for municipal waste sent to landfill
Kent County compared to average for south east and all- England authorities (ex-National indicator 193)



Previous strategy target (2018): Ensure no more than 2% of Kent's municipal waste ends up in landfill.

Area	**2018-19 Baseline**	**Performance at 2020-21** (compared to 2018-19)	**Performance at 2023-24** (compared to 2018-19)
Kent	2%	2.1%	0.4% (-1.6%)
South-east region	9%	3.9%	2.2% (-5.1%)
All-England	11%	7.8%	5.5% (-5.5%)

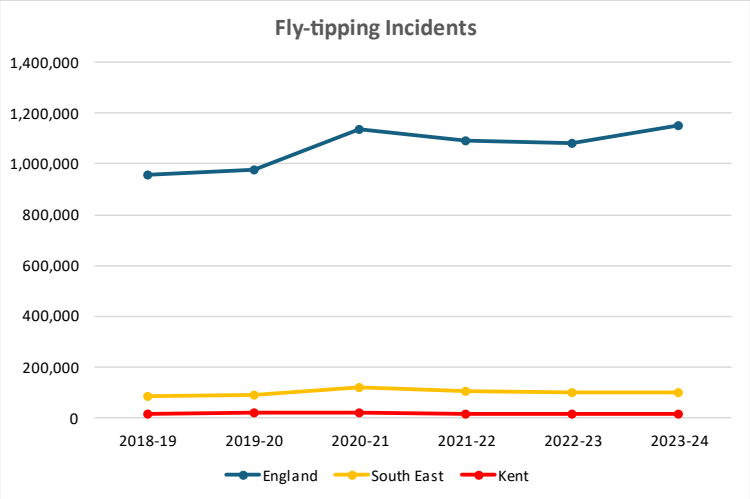
Fly tipping[4]

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

Reducing the total tonnage and the number of fly tipping incidents involving waste from households is the desired trend.

Most of the fly tipping that is reported nationally involves waste from households, with the majority dumped on highways, footpaths and council-owned land. Over the past 10 years the number of incidents reported by local authorities in Kent has increased from just over 12,500 incidents in 2013-14 to 14,540 in 2023-24, with a peak of 19,470 incidents in 2019-20. This trend contrasts to the south east and national trends, which shows incidents are increasing and at a much higher rate nationally. This perhaps reflects the success of the multi-agency partnership approach in Kent, supported by a dedicated intelligence analyst, committed to disrupting this illegal activity and wherever possible, using the full enforcement powers available.

Figure 5 Number of fly tipping incidents reported by local authorities



Number of fly tipping incidents

Area	2018-19 Baseline	Performance at 2020-21	Performance at 2023-24
Kent	16,909	18,714	14,540
South-east region	84,479	121,283	101,694
All-England	957,157	1,138,347	1,152,617

Factors influencing performance

There are multiple factors influencing the amount of household waste arising and recycling rates. These include but are not limited to collection type and frequencies, demographics, population growth, rurality, housing types and consumer confidence, and these factors also play a part in influencing resident perceptions of waste management and levels of engagement, which impact the ability to achieve the desired performance levels.

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

In response to legislative and economic influences, packaging manufacturers have changed material type or density over time, reducing the complexity of packaging materials and for some items reducing the weight, so that similar volumes of packaging items collected for recycling weigh less than they did in the past. This is most apparent in plastic drinks bottles. This is further influenced by the Extended Producer Regulations for Packaging, which provides a financial incentive to reduce the type or amount of packaging placed on the market.

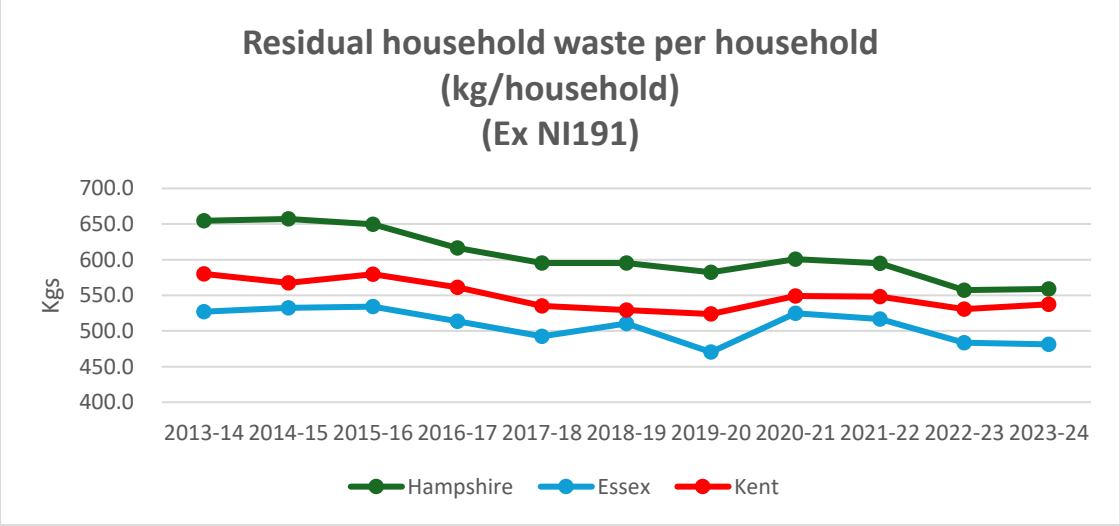
Food waste adds significantly to the weight of residual waste collected and this valuable resource is lost if not separated by residents for recycling. In the 10 Districts who already offer a food waste recycling service, participation rates in food waste recycling have been low both in Kent and nationally, compared to participation in packaging recycling.

To be successful local authority waste services rely on residents to act on information provided, to correctly separate their waste and use the correct disposal route for other wastes not accepted at the kerbside. Resident engagement requires continuous and consistent efforts to remain effective, especially in areas of high residential transience, such as those with a higher proportion of rented properties and flats or significant student populations.

How we compare

Comparing Kent's performance to other counties in the south-east, such as Essex and Hampshire, who have similar population size and number of households, shows that residual waste per household in Kent has not returned to lower levels as quickly as these counties.

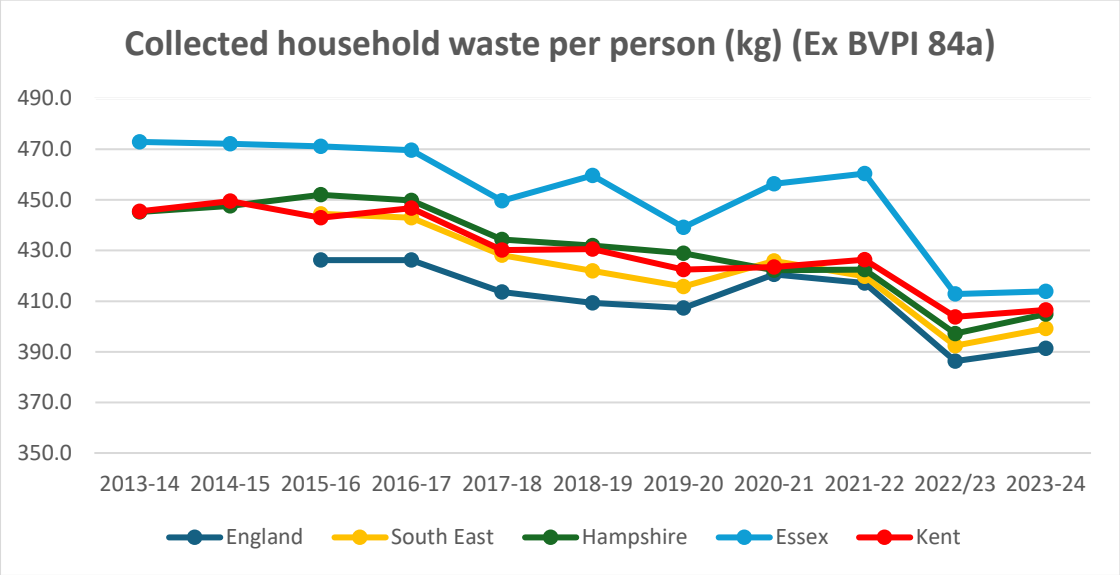
Figure 6: Trends for residual household waste per household (Kent and comparator authorities)



Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

In 2023/24 Kent's per capita waste generation (406.5kg total waste per person) was slightly lower than that of Essex (414kg), suggesting relatively better waste minimisation efforts, and marginally higher than Hampshire (405kg), which may reflect differences in population behaviour and service models**.** As can be seen in Figure 6, Kent and the comparator authorities Essex and Hampshire are higher than the south east and England averages, confirming more needs to be done to reduce total household waste arising.

Figure 7: Trends for total collected household waste per person



Note: data for England and the south east are not available prior to 2025-26

Packaging recycling rates are similar across the three counties, whereas Essex have a higher rate for food and garden waste at 25% compared to 20% for Kent and 17% for Hampshire. Higher rates of garden and food waste recycled are also common factors for local authorities achieving the highest recycling rates in England of over 60%.

In exploring these differences, it was noted that Essex County Council had successfully trialled a food waste recycling initiative. This led to a trial in the Dover and Folkestone & Hythe Districts in autumn 2024, increasing food waste captured between 11% and 14% with a subsequent roll-out to a further six districts during 2025. This campaign has seen food recycling increase by over 20% on average, compared to the previous year, across the eight participating districts.

Contamination of mixed packaging recycling ranges differs due to collection method. In 2023-24, for co-mingled packaging recycling collections (including paper and card), contamination rates ranged from11% to 15% with food, textiles and wet paper being frequent contaminants.
For twin-stream packaging recycling collections (excluding paper and card), contamination rates ranged from 7% to 19% with general waste (black bags), other mixed (hard) plastics and mixed/shredded paper as the frequent contaminants.

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

Projected growth and impacts[2]

Kent is expected to see an increase in population of 96,600 people and an increase of 55,000 dwellings by 2030. If total household waste generation remains at the 2023/24 level of 955 kg per household, this could result in an additional 52,525 tonnes of waste per year.

Managing an additional 52,525 tonnes of waste annually will have substantial cost implications, these costs will increase further from 2028, with the expansion of the scope of the UK Emissions Trading Scheme to encompass greenhouse gas emissions from Energy from Waste (EfW) processes such as the plant at Allington, which treats Kent's residual waste.

This level of growth will place significant pressure on existing waste collection, treatment, and disposal infrastructure, requiring co-ordinated investment and planning across the partnership to ensure that sufficient collection regimes are in place and that infrastructure both existing and planned, is sufficient to manage this increase.

To manage the projected waste growth and associated costs, Kent will need to consider:

- Building new and or expanded waste facilities.
- Investing in recycling infrastructure to reduce reliance on incineration.
- Enhancing waste prevention and reuse initiatives to curb per-household waste generation.
- Using data and evidence to design more impactful communications and behaviour change interventions that encourage more residents to reduce, reuse and recycle.
- Leveraging Extended Producer Regulation funding to offset costs of packaging waste management.
- Monitoring Emissions Trading Scheme developments to anticipate future incineration cost increases and explore alternatives like carbon capture or heat network integration.

The opportunities and challenges

This strategy has been informed by:

- a series of stakeholder engagement sessions
- knowledge of existing and new legislation planned
- existing data trends and insight
- new data and insight collected during 2025

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

This identified a range of opportunities and challenges (listed in Appendix 2), some of which will be used to develop future annual partnership action plans.

The additional data and insight collected in 2025 has expanded the range of available data to use to design new behaviour change interventions, inform and assess the impact of projects, and ultimately measure the return on the investment of finance and staff resources.

The data includes:

- Current collection and disposal service baseline costs and carbon impacts, and modelling to show the likely impacts on costs, recycling rates and overall levels of household waste due to Simpler Recycling and Deposit Return Scheme legislation
- Waste composition audit and analysis of collected residual and food waste across all districts
- Resident food waste survey (countywide)
- Behaviour change research, comparing Kent with national data and insights
- Trends in fly tipping

The analysis of this data has concluded a continued focus on achieving efficient service delivery, including developing new service offers that mitigate the costs of planned legislation changes and prepare waste services for local government reorganisation. Essential to this is engaging Kent residents and wider partners to make positive changes that unlock the environmental and economic advantages of delivering a circular economy. Some of the conclusions drawn from this analysis is provided in more detail here:

Modelling of future legislation (Deposit Return Scheme 2027) indicates a likely negative impact on packaging recycling rates at the kerbside. This is due to drinks bottles and cans (plastic and metal) proposed to be captured separately through return points, reducing both the tonnage and relative value of recycled packaging collected at the kerbside. This tonnage loss is unlikely to be offset, by the addition of flexible plastics and films due to be collected through Simpler Recycling legislation in the same year.
This will likely create waste disposal cost pressures, as gate fees for recycling increase, based on the change to the quality and commercial value of dry mixed packaging recycling collected.

With energy from waste (EfW) processes planned to be brought within the scope of the Emissions Trading Scheme in 2028, a sharp focus is needed on the types of materials within the residual waste, that produce the most greenhouse gas emissions. There will be a carbon price applied to these emissions, impacting disposal costs, with increases forecast in the £millions. Higher greenhouse gas emitting materials, such as textiles and plastics accounts for 25.7% of the current residual waste stream[3] and diverting these items from residual waste will need to be targeted through improvement projects considering waste minimisation, reuse, repair and options that further increase the capture of recyclable materials, as a high proportion of these materials are still within the residual waste stream.

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

Kent County Council's revised disposal strategy complements this strategy and aims to significantly reduce the amount of household waste sent for incineration (energy from waste), to reduce or mitigate the increasing costs of residual waste disposal, including impacts of legislation due to be implemented (refer to National Policy section). Investing funds to influence resident behaviours is being prioritised, initially targeting food waste as the largest proportion of recyclable material in residual waste by weight. To be successful, requires initiatives delivered through partnership action.

A waste composition audit in 2025, sampling waste across all local authority areas, confirmed that up to 52% of Kent's residual household waste could be recycled, in addition to the recycling that is already captured (when including all materials to be separately collected under Simpler Recycling legislation). It also identified that 63% of food waste currently collected separately is avoidable food waste, such as cooked food or fruit and vegetables that have spoiled. To be successful in achieving improved recycling rates of recyclable packaging and food, much more needs to be done to encourage and support residents to reduce the waste they produce and separate waste correctly. By wasting less, especially food, will also help residents to save money.

The Waste and Resources Action Programme, supported by their behavioural science specialist subsidiary - Behaviour Change - were commissioned to complete research to understand Kent residents' attitudes and behaviours towards waste and recycling and compare this with national data. This research concluded that recycling behaviours are influenced by a mix of practical, emotional and informational barriers. It confirmed that Kent residents are largely satisfised with their services, although there are key areas for improvement, such as food waste services. Some residents reported lacking trust in their local council and do not actively seek out council information to inform their recycling decisions, which leads to incorrect disposal choices. A lack of feedback on what happens to waste after collection, or a perceived lack of care by collection crews, also negatively affects residents' sense of worthwhileness and this reduces the personal motivation needed to correctly separate waste for recycling.

In recent years, fly tipping has continued to increase, with criminals perceiving it is a low risk-high profit activity, with the level of penalties not delivering an effective deterrent. Nationally, there has been an increase in unlicenced traders collecting waste illegally, many advertising on social media, with householders drawn in by offers to dispose of waste at low cost, coupled with limited awareness of their duty of care responsibilities, to check that companies are licensed to remove household waste.
There has also been an increase in the number of larger sites, where multiple loads of waste are being deposited, most likely the result of serious organised crime. The ability to act on these locally is limited, as these cases require lengthy and complex multi-agency approaches, and the use of enforcement powers only available to the Environment Agency. A multi-agency approach to disrupt fly tipping and illegal waste activities continues and is deemed an effective approach, until legislative and other system-wide changes are introduced.

These insights highlight the importance of continued partnership working to develop countywide initiatives, coupled with a holistic approach to transforming waste systems and services, prioritising and focusing efforts through a few strategic aims, outlined below.

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

Setting the future direction

The Kent Resource Partnership (KRP) will lead the transformation of waste services in Kent, to a circular, low-carbon, waste system that protects the environment, delivers best value, and empowers communities to reduce, reuse, repair and recycle through inclusive, efficient, and innovative services.

By retaining the value of material resources flowing through Kent, we will generate green jobs, support skills and training, and deliver economic, environmental, and wellbeing benefits for local communities and beyond.

We will deliver integrated, high-performing, efficient waste and resource services across Kent, through collaboration, innovation, evidence-based decision-making, investment in infrastructure, and by engaging and supporting residents to make sustainable choices.

The partnership is committed to developing plans framed by four strategic aims:

1. **Delivery of operational excellence**

- Delivery of efficient, sustainable, high-quality waste collection and disposal services.
- Collaborate across tiers and with private/public partners
- Reduce costs through efficiency and resource optimisation
- Work towards the removal of any barriers to waste minimisation, recycling, reuse and repair

2. **Supporting a pathway to a Circular Economy**

- Support sustainable economic growth
- Create and raise awareness of green job opportunities
- Promote efficient use of resources, retaining their highest value
- Accelerate the transition to net zero emissions
- Continue to minimise landfill
- Increase recycling performance

3. **Improving performance through behaviour change**

- Foster behavioural change through evidence-led education and communication
- Ensure services are accessible, equitable, and responsive

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

- Promote and support local reuse and repair initiatives
- Educate residents about their duty of care to reduce the environmental damage caused by the fly tipping of household waste

4. Support the transition to unitary waste management system(s)

- Enable strategic planning and investment by consolidating governance and accountability
- Enhance data integration and performance monitoring across the waste value chain
- Progress opportunities to align collection and disposal services to reduce duplication and improve service delivery

Delivery of aims

Aim 1 Delivery of operational excellence

Current position:
Seven District/Borough councils have joint procurement contracts and continue to seek added value from these.
Planning changes to services to meet Simpler Recycling legislation, providing recycling services to all households
Some Districts do not have in-District waste transfer station facilities, requiring collected waste to be transported out of area and/or to private sector run facilities

Future Plans:

Short term:

- Review opportunities for consistent collections across the county, including Technically, Environmentally and Economically Practicable (TEEP) assessment of the recycling of paper and card, to enhance partnership work and work towards achieving or exceeding 50% recycling rate
- Investigating a system of shared risk and reward

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

- Take advantage of new funding and grants to invest in improving services and trial new initiatives
- Progress plans to establish new or improved waste transfer station facilities in Folkestone & Hythe District and for Dartford/Gravesham Boroughs

Long term:

- Use the opportunity of Local Government Reorganisation (LGR) to further streamline services
- Explore further opportunities to reduce financial barriers for residents, achieve higher recycling rates, more reuse and less fly tipping of household waste
- Deliver efficient and effective services through a whole system approach
- More joined-up procurement and contract negotiations that seeks to deliver additional social value
- Further develop the approach to future infrastructure planning through the partnership

Aim 2 Supporting a pathway to a Circular Economy

Current position:

Ten out of twelve districts currently offer food waste collections

The county average recycling rate for 2023-24 was 41.7% with two waste collection authorities recycling over 50%, and one close to achieving 50%, six more achieved rates between 42.9% and 46.8%

KCC has been successful in securing grant funding to deliver education, re-use and repair initiatives, and continues to seek new opportunities and funding

KCC is delivering re-use shops in partnership with one of its main contractors and continues to increase the number of separate recycling streams offered at the household waste recycling centres.

Future Plans:

Short term:

- Align and adapt services to Simpler Recycling legislation
    - Dartford Borough and Sevenoaks District Councils will introduce food waste collection services for all residents
    - Sevenoaks District Council will change residual waste collection frequency, which will further align with other areas in the county.
    - All other authorities will introduce packaging recycling and/or food recycling services where these services are not currently offered. This will predominantly be to residents living in flats and homes of multiple occupation (HMOs).
- Take advantage of new funding and grants to invest in improving waste and recycling services

Long term:

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

- Preparing for the introduction of the Deposit Return Scheme and Emissions Trading Scheme scope expansion
- Develop a Circular Economy roadmap for Kent
- Target the reduction of high carbon-emitting wastes in the residual waste stream to reduce the financial burdens expected from the expansion of the scope of ETS legislation in 2028

Aim 3: Improving Performance through behaviour change

Current position:

By March 2026, all Kent collection authorities currently offering a food waste service had delivered a food waste recycling campaign.

With the support of Re:London, a best practice approach for communal recycling services has been used in upskilling waste and recycling officers across Kent and developing local improvement plans.

In some areas, recycling is significantly contaminated with non-recyclable wastes leading to more rejected loads, lower recycling rates and higher costs as this waste is diverted to energy from waste.

The partnership established a refreshed communications group, involving officers from all authorities. This group identify communications priorities in response to new data, insight and legislative changes and design and deliver campaigns and actions.

Kent County Council has funded the development of a five-year Behaviour Change Strategy, commissioning expertise from the Waste and Resources Action Programme (WRAP) Behaviour Change unit.

Future Plans:

Short term:

- Continue to increase the capture and recycling of food waste, building on the 2025 food waste campaign
- Improve local authority managed communal recycling facilities, based on proven best practice and engage with social and private sector housing providers to deliver the same
- Trial new approaches to reduce contamination of dry mixed packaging recycling (DMR)
- Deliver a more joined-up approach to resident communications and campaigns
- Deliver targeted campaigns, such as battery safety and fly tipping prevention, to encourage residents to make good disposal choices, meet their duty of care and help reduce costs incurred by local authorities (due to fly tipping clean-up & enforcement and losses from waste fires)
- Continue to develop the re-use shops initiative and bid for funding to pilot and provide proof of concept for new re-use and repair offerings

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

Long term:

- Further build on successes with targeted behaviour change interventions and communications that reduce overall household waste, increases recycling and re-use
- Build on re-use and repair initiatives and campaigns to achieve mainstreamed offers

Aim 4: Support the transition to a unitary waste management system(s)

Current position:

The Kent local authority leaders have developed several blueprints, proposing the future administrative boundaries of Kent. These must be approved by Central Government, who have also set out the key milestones to be delivered as a route map to Local Government Reorganisation.
The Kent Resource Partnership members have provided inputs to the process helping to identify critical risks and opportunities for waste systems and services.

Future Plans

Short term:

- Kent Resource Partnership members to play an active part in the development of the waste management system(s) under the new administrative boundaries (when known)

Long term:

- Support the implementation of the new waste management system(s)
- Develop new partnership arrangements, as required, to retain a Kent-wide focus on delivering efficient and effective services and enable new innovations

The Kent Resource Partnership (KRP) will agree priorities and deliver an annual action plan, in line with the strategic aims, drawing on opportunities identified (Appendix 2) combining this with new information, data and insight. Projects and additional resources will be primarily funded from the KRP projects budget, supplemented where needed by securing funds from external grants.

Service changes
April 2026 Simpler Recycling – Implement packaging recycling and food waste recycling services, extending to the majority of Kent households

April 2027 Simpler Recycling – Implement collection of flexible plastic wrappings/films

2026-31 Further expansion of re-use shops at household waste recycling centres

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

Infrastructure
Summer 2026 Pepperhill (Gravesham) waste transfer station annexe planning submission
Autumn 2027 New waster transfer station (Folkestone & Hythe) expected operational
Autumn 2028 Pepperhill (Gravesham) waste transfer station annexe expected operational
2029 Church Marshes (Sittingbourne) household waste recycling centre relocation and redevelopment of existing waste transfer station (pending feasibility and planning stages)
2030 North Farm (Tunbridge Wells) waste transfer station relocation and household waste recycling centre redevelopment (pending feasibility and planning stages)

Resident engagement and behaviour change
Spring 2026 Campaign to educate residents on their duty of care to reduce fly tipping of household waste

2026-27 Continue food waste recycling messaging and trial behaviour change interventions;
Raise awareness of the journey of waste, the benefits of recycling and what can/can't be recycled; Campaign to reduce contamination of packaging recycling/District pilot interventions

2027-28 Roll out successful pilot interventions to more Districts/Develop and pilot further interventions; Promote DRS; Target reduction of hard plastics and textiles in residual waste streams(reuse or recycling opportunities)

2028-2029 Continue to target hard to reach/engage residents and high-carbon waste streams in residual waste.

Measuring success

As outlined above, the previous strategy focused on measuring and reporting the data required by Defra (ex-National Indicators NI191, 192 and 193 plus fly tipping data). These provide long-term trends and allow Kent authorities to benchmark performance against other similar local authorities, the south-east region and all-England averages. This limited set of measures no longer satisfies the needs of the partnership or legislation introduced since 2018.

The Government's Resources and Waste Strategy (2018) reinforced and added to existing national targets to set more ambitious recycling rates, further reduce waste sent to landfill and reduce avoidable waste, specifically targeting plastics. In the same year, the 25 Year Environment Plan was published, the first statutory Environmental Improvement Plan (further revised December 2025), followed by the Waste (Circular Economy) (Amendment) Regulations 2020 and the Environment Act 2021.
This framework introduces more ambitious targets up to 2050, relevant to waste collection and waste disposal authorities in England. These targets are summarised in Figure 7:

Figure 8 Targets set by waste legislation (England)

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

By 2025
! To recycle 55% of municipal waste
✓To reduce the amount of waste sent to landfill to 10% (already achieved in Kent)

By 2030
! To recycle 60% of municipal waste
✓Prevent food waste going to landfill (already achieved in Kent)
75% recycling rate for packaging waste
Reduce residual waste per capita to 437kg or less, a 24% reduction (interim target - Environmental Improvement Plan 2025)

By 2035
! To recycle 65% of municipal waste

2042
Reduce residual waste per person by 50% based on 2019 levels (287kg per capita or less)

By 2050
Eliminating avoidable waste of all kinds

The Kent Resource Partnership members will continue to meet the reporting requirements as required by Defra and commits to developing additional performance measures and targets, aligned with the aims of this strategy, as summarised in Figure 8 (These measures will be refined further as more guidance comes forward such as the measurement of pEPR 'efficient and effective' and the plans for Local Government Reorganisation).

The intention is to track local progress in influencing residents' behaviours to achieve higher levels of performance, such as reducing total and residual waste, diverting more waste to re-use and repair (where data is available) and to reduce the number of incidents of household waste that is fly tipped in Kent.

Figure 9 Monitoring achievement of the strategic aims

Strategic Aim	Action	Measure	Target
1. Delivery of operational excellence	1a Develop improvement plans that deliver 'efficient and effective' waste management (Use pEPR assessments as the starting point for measurement)	1a pEPR measure of efficient and effective (as defined by Defra/Pack UK)	1a Maximise the level of pEPR annual payments awarded by avoiding performance-based deductions (based on efficient and effective methodology applied)

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

	1b Develop new waste infrastructure that allows the transfer of waste to the disposal authority, within or as close to the boundary of the District/Borough it is collected from	1b Number of collection authorities paid tipping away costs (and total £s paid)	1b Reduce the number of collection authorities eligible for 'tipping away' costs
	1c Reduce the greenhouse gas emissions impact of residual waste	1c Measure the greenhouse gas emissions impact of residual waste sent to energy from waste (and cost impact, £s per tonne)	1c Reduce year-on-year the greenhouse gas emissions impact of residual waste sent to energy from waste
2. Supporting a pathway to a Circular Economy	2a Deliver services aligned with Simpler Recycling legislation 2b Develop targeted interventions that reduce overall waste collected 2c Develop targeted interventions that increase the capture of recyclable items 2d Develop infrastructure and promote options that increase the capture of items collected for reuse	2a Number of Districts/Boroughs compliant 2b Total waste collected per household and per person (2023/24 baseline 932 kg/hh and 406.5 kg/person) 2c Proportion of total household waste collected for recycling 2d Tonnage of materials diverted to re-use (from kerbside and HWRCs)	2a Compliance with Simpler Recycling (TEEP assessments completed where required) 2b Aim for year-on-year reductions (no set target) 2c Increase the proportion of total household waste that is collected for recycling** **Adjusted for DRS impacts 2d Increased reuse tonnage (at HWRC and kerbside)
3. Improving performance through behaviour change	Develop targeted interventions or campaigns that help residents to: 3a reduce the waste they produce 3b increase the number of items reused and recycled (Prioritise food, textiles, electricals and hard plastics) 3c correctly separate their	Number of successful interventions and campaigns delivered and the results of each Examples: 3b Tonnage of separate food waste collected and % diverted from residual (using waste composition baseline 2025)	Performance target(s) set for each intervention or campaign

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

	waste to reduce contamination of recycling 3d increase the number of items repaired 3e fulfil their duty of care to prevent their waste being fly tipped	3b % of residual waste diverted due to increased capture of electricals, textiles and hard plastics 3c % of recycling that is contaminated 3d Data for repaired items not yet readily available 3e Number of reported fly tipped incidents on public land	
4. Support the transition to unitary waste management system(s)	Kent Resource Partnership proactively engages with and contributes to a whole system approach and prepares services for implementation.	To be developed as part of the Local Government Reorganisation planning process Example: Deliver expected standards of waste collection and disposal services from day one (vesting day)	To be developed as part of the Local Government Reorganisation planning process Example: No significant interruption to service delivery for residents

Glossary of terms

Circular Economy	A system where materials never become waste with benefits to the natural environment by decoupling economic activity from the consumption of finite resources. Products and materials are kept in circulation through processes such as maintenance, re-use, repair, refurbishment, remanufacture, recycling and composting.
Co-mingled collection	Clean and dry mixed recycling, including paper, cardboard, plastics, metal cans and glass, collected in a single recycling container.
Commercial waste	Waste generated by businesses and commercial activities. Including from offices, schools, hospitals, shops, factories, agriculture, sport, recreation and entertainment. It also includes any business run from home such as childminding, hairdressing, beauty treatments and dog grooming. This waste may be similar to household waste but must be managed and disposed of separately.
Communal waste/recycling	Waste services provided to properties such as flats, where waste bins are shared by several households and normally sited in a bin store or specific external location.
Composting	The degradation of organic wastes in the presence of oxygen to produce fertiliser or soil conditioner. This can either be an enclosed process (in-

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

	vessel) or operated as an 'open windrow' process.
Defra	The UK Government Department for the Environment, Food and Rural Affairs
Dry mixed recycling (DMR)	Recyclable materials that are clean and dry and free from food contamination, such as paper, cardboard, metal cans, plastic containers and glass.
The Environment Agency	The Environment Agency for England was established in 1996 to protect and improve the environment (formed by the Environment Act 1995). It regulates emissions of and pollutants to air, land and water. This includes the regulation and enforcement of waste management activities.
Energy from Waste (EfW)	The conversion of waste into a useable form of energy, often heat or electricity.
Fly tipping	The illegal disposal of household, industrial, commercial or other 'controlled' waste.
Food waste	All food that is discarded by households, including uneaten cooked food, fruit and vegetable peelings, meat/fish bones and egg shells, any food that is past its 'use by' date or food that is no longer edible (stored incorrectly or for too long)
Avoidable food waste	Discarded edible food that could have been consumed. May be due to buying or cooking too much, stored incorrectly or for too long so the food is past its 'use by' date or is no longer edible/has gone off or rotted.
Green jobs	Work in agricultural, manufacturing, research and development, administrative and service activities that contribute substantially to preserving or restoring environmental quality. This includes protecting ecosystems and biodiversity, conserving natural resources by reducing energy, materials and water consumption and avoidance of waste and pollution.
Greenhouse gas emissions	These are gases released by natural or man-made processes that lead to heat being trapped within the earth's atmosphere. Gases include carbon dioxide, methane, nitrous oxide and fluorinated gases.
Homes of Multiple Occupation (HMOs)	An individual building or part thereof, where two or more households or at least 3 individuals who constitute more than one household, share a basic amenity such as a bathroom, toilet or cooking facilities, and the building is the occupants' main residence.
Household waste (subset of municipal waste)	Waste from domestic properties, including waste brought to Household Waste Recycling Centres, material collected for recycling and composting and street cleansing waste.
Household Waste Recycling Centre (HWRC)	Sites operated by the waste disposal authority where residents within a specified area can bring and dispose of their household waste, in particular bulky waste, normally free of charge (with some exceptions).
Kerbside collection	Any regular collection of household waste from private households, including flats (with communal waste facilities) and from commercial or

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

	industrial premises (where provided). It excludes collection services requested ad-hoc on demand.
Kent Resource Partnership	The body that is entrusted to develop and deliver the Kent Joint Municipal Waste Management Strategy. It is made up of senior officers reporting to a board of elected councillors, representing the 12 district, borough and city councils and Kent County Council.
Landfill sites	Areas of land in which waste is deposited, often disused quarries. Where there are no ready-made voids, the waste is deposited above ground and the landscape is contoured (known as land-raising).
Local Government Reorganisation	The process of restructuring local authorities and their boundaries in two-tier areas (a County Council and district, borough and city councils), including those with existing unitary councils. A policy being implemented by the UK Government in England intended to achieve local government savings and efficiencies.
Municipal waste (also known as LACMW - Local Authority Collected Municipal Waste)	Household and business waste collected by local authorities and which is similar in nature and composition as required by the Landfill Directive. (includes all household waste, street litter/sweepings, waste delivered to local authority managed recycling points/sites and municipal parks and gardens wastes). Local authority collected waste – definition of terms - GOV.UK
Per capita	Often used in place of per head or per person.
Product lifecycle	The four stages of a product: Introduction, growth, maturity and decline.
Recycling	The processing of waste materials into the same product or a different product. Many household wastes such as paper, cardboard, glass, metals and some plastics can be recycled.
Recovery	Obtaining value from waste through re-use, recycling, composting or other means such as anaerobic digestion(organic wastes) or energy recovery.
Residual waste	Waste that is not recycled or reused including recycling materials that are contaminated. When collected from households or commercial businesses it is often termed as 'black bag' or 'general' waste. It also includes waste taken by residents to the Household Waste Recycling Centres that cannot be recycled or reused and is segregated in the waste to energy collection containers or bays.
Re-use	Items that are designed to be used multiple times such as refillable containers, re-usable packaging and bags. This also includes items no longer of use to one person but is still fully working or in a usable condition and can be used by someone else.
Re-use, recycling and composting rate	The proportion of household waste collected by local authorities in Kent (Local authority collections and at Household Waste Recycling Centres) that is re-used, recycled or composted
Sustainable waste management	Using material resources efficiently to reduce the amount of waste produced. Where waste is generated, dealing with it in a way that actively

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

	contributes to and balances the economic, social and environmental needs of current and future generations.
Twin-stream collection	Clean and dry recycling, which is separated into two streams. One for paper and cardboard and the other for mixed plastics, metal cans and glass. Each stream is collected in a separate recycling container.
Waste arisings	This is the amount of waste produced in a given area during a given period of time.
Waste Collection Authority (WCA)	A local authority charged with the collection of waste from each household in its area on a regular basis. It can also collect, if requested, commercial and industrial waste from the private sector. In England these are district, borough or city councils and Unitary Authorities.
Waste containers	Bins, caddies, boxes or bags provided to households or commercial premises for the separation and collection of different waste streams.
Waste Disposal Authority (WDA)	A local authority charged with the disposal of household waste collected in its area (by waste collection authorities or at Household Waste Recycling Centres). In England these are usually County Councils and Unitary Authorities.
Waste hierarchy	Introduced by the EU Waste Framework Directive is an abstract framework that prioritises the options for waste management. It represents a sliding scale, starting with the most preferred, highest impact option (prevent) to the least preferred, lowest impact option (disposal): Prevent→re-use→recycle→recovery→ disposal.
Waste or recycling infrastructure	Includes waste collection containers (bins/boxes/bags), vehicles, bulk containers and premises used to accept, store, sort and/or process different types of waste materials.
Waste management	The collection, sorting, treatment and disposal of waste.
Waste transfer station	A location that is permitted by the Environment Agency to accept and temporarily store municipal waste(s) delivered by waste collection vehicles, prior to bulk consolidation and onward transport via larger vehicles to a waste processing plant, energy to waste facility or landfill site.
Unitary governance	For waste services, a single local authority organisation that has a statutory duty to collect and dispose of municipal waste and deliver street cleansing and enforcement.

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

Appendix 1 Summary of relevant waste legislation

Legislation / Policy	**Targets and Goals** (relevant to local authority duties)
Environmental Protection Act 1990 (EPA 1990)	Local authorities **must collect household waste** and certain commercial waste on request. Apply a **duty of care**: waste must be stored, transported and transferred safely to authorised persons with accurate documentation.
Waste (England & Wales) Regulations 2011	Apply the **waste hierarchy**: prevention →reuse→ recycling → recovery → disposal. Requirement for separate collection of **paper, metal, plastic, and glass** (where practicable) by 2015 **At least 50% by weight of waste from households to be prepared for re-use or recycled by 2020**
Controlled waste Regulations 2012	Defines household, commercial and industrial waste. Local authorities may charge for collection/disposal or certain non-domestic household waste (eg schools, hospitals, care homes)
Resources and Waste Strategy (2018) *(Our Waste, Our Resources: A Strategy for England)*	Confirmed **50% recycling rate for household waste by 2020** Set a **65% recycling rate for municipal waste by 2035** and a **75% recycling rate for packaging waste by 2030** Aim to reduce municipal waste to landfill to **10% or less by 2035** **All plastic packaging to be recyclable, reusable or compostable by 2025** **Work towards eliminating food waste to landfill by 2030** Reiterated goal to **eliminate avoidable plastic waste by 2042** and **eliminate avoidable waste of all kinds by 2050** (in line with the 25 Year Plan Strategies to crack down on waste crime
25 Year Environment Plan (2018)	Ambition to **eliminate all avoidable waste** within the UK by **2050** Target to **end avoidable plastic waste by 2042** Commitment to **meet or exceed existing waste targets** on landfill, reuse, and recycling (e.g. 50% recycling of household waste by 2020) Plan to develop **new ambitious targets and milestones** for waste reduction and resource efficiency Pledge to **eliminate waste crime and illegal waste sites** and achieve a "substantial reduction" in litter and marine plastic pollution over the

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

	plan's lifetime(to 2043)
Waste (Circular Economy) (Amendment) Regulations 2020	Updated targets to recycle **55% of municipal waste by 2025**, **60% by 2030**, and **65% by 2035** Requirement to **reduce landfilling of municipal waste to 10% or less by 2035** *(These amendments implemented the EU Circular Economy Package targets in UK law, building on the 2011 Regulations.)*
Environment Act 2021 (UK)	Legally binding target to **halve the amount of waste per person sent to residual treatment by 2042** (compared to 2019 baseline) Overall goal is to support a shift towards less waste and more recycling Introduces new policies: Extended Producer Responsibility for Packaging, Consistent Recycling collections across England(Now called Simpler Recycling); Deposit Return Scheme for drinks containers.

Appendix 2 – Opportunities and Challenges

Opportunities	Requirements	Actions	Realisation Timeframe	Resource Required
Countywide approach to resident engagement, communication and behaviour change	All partners participate in the KRP communications group to develop joint campaigns	Agree priority campaigns and action plans Refresh/simplify web resources Targeted behaviour change interventions based on District insight	Continuous programme, priorities agreed annually	District/County
Extended Producer Regulations for packaging (PEPR) New investment funding for packaging for all local authorities	• Efficient and effective collections and disposal systems • Improvements to quality and quantity of material • Effective data capture and analysis • Proactive and measurable behaviour change campaigns	Completed modelling of collection systems (Ricardo) Develop incentive scheme for one system approach Apply insight from collection and disposal data to identify improvements	Initial funding allocated 2025/26 Ongoing (data gathering) 2-year plan to 2027	District/County

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

		Current investment from KCC and KRP Working with WRAP to develop 5-year behaviour change strategy		
Simpler Recycling	Collection of core materials by March 2026 WCA: bins/vehicles/crews WDA: infrastructure/contracts for disposal	Ensure readiness of collection and disposal systems	March 2026	District/County
Flexible Plastics	Market development and readiness	Support infrastructure and introduce new collection systems	March 2027 - Future uncertainty	District/County
Deposit Return Scheme	'On-the-go' drinks containers subject to deposit Refund on return to designated point	Potential reduction in litter/street cleansing costs	October 2027	District
Local Government Reorganisation	Removal of two-tier system Creation of unitary system	KRP to feed into waste workstream	March 2028 (development from late 2025)	KRP
Increase items captured within recycling streams	Services keep pace with market and materials developments	Increase recycling offers at HWRCS Communicate clearly to residents what can/can't be recycled at kerbside, and encourage the most cost effective and	Immediate and ongoing	District/County

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

		environmentally sound means of disposal for different waste materials e.g. at HWRCs, charities or community reuse and repair		
Community Repair	Public sector support for community repair, including repair café networks and linked activities	Support and develop community repair initiatives	Immediate	County
Community Re-use	Support and promote initiatives e.g. Library of Things, community and charity collection service	Implement and expand reuse programs, bid for external funding	Within 1 year	District/County
Engage more residents to adopt positive actions and behaviours	Residents become part of the solution to achieving efficient and effective services Extend reach through wider partnership approaches eg healthy eating and reducing food waste	Use demographic data and insight to inform interventions and campaigns	1-5 years	KRP
Whole System Approach	Integrated planning across waste streams A consistent approach to waste charges that encourages positive resident behaviour	Develop holistic waste management strategy Revised mechanism for sharing financial risk and reward	>3 years	District/County
Supporting Local Businesses	Reduce, reuse, recycle initiatives Industrial/business clusters and anti-littering	Engage local authority economic development teams, BIDs and	Ongoing	District/County

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

	campaigns	community groups		
Influencing Planning/Housing Development	Accessing developer contributions to support waste infrastructure Develop relationships with housing teams and through Kent Housing Group Enhance Kent Design Guide	Advocate for sustainable waste practices in planning	Ongoing	District/County
Improved reporting of fly tipping (public and private land)	Identify fly tipping hotspots to enable better targeting of limited public sector resources (Environment agency/Police/Local authority enforcement teams)	Identify a single reporting or data capture mechanism within existing budgets	1-2 years	KRP and other agencies

Challenges	Requirements	Impacts	Impact Timeframe	Mitigations
Emissions Trading Scheme (ETS)	Compliance with ETS regulations (encompassing energy from waste treatment process)	Financial – Estimated £12–£17m annual disposal cost increase (Government support to LA's still uncertain)	Jan 2028	Behaviour change; Lobbying (EPR); Investigating new technologies (e.g., dirty MRF, district heat)
Simpler Recycling	Separate collection of paper and cardboard (2026) and flexible plastics/filsm (2027); Vehicles/bins upgrade	Operational – Need for new collection infrastructure	March 2026 and March 2027	TEEP assessments; Route optimisation; Public engagement

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

Deposit Return Scheme (DRS)	'On-the-go' drinks containers subject to deposit;	Collection round review to address collection inefficiencies; Disposal contract renegotiation/potential disposal cost increases	October 2027	Modelling collection impacts; Procurement strategy review; Stakeholder engagement Increased capture of organics for recycling
Disruption from Local Government Reorganisation (LGR)	Strong partnership approach and coordination across new local governance structures	Operational – Service disruption, planning delays	Immediate–5 years	Cross-authority planning; Contingency frameworks; Staff training
Flexible Plastics Readiness	Market development for flexible plastics	UK market readiness gap. May require waste exports to EU Increased costs vs low tonnage capture	Immediate–5 years	Industry partnerships; Pilot schemes; Technology trials
Stretching Government Environmental Improvement Plan Targets	Meeting ambitious targets for recycling and waste reduction	Market unpredictability – plastics, textiles	Immediate–Beyond 2030	Scenario planning; Innovation funding; Policy engagement
Political Cohesiveness Risk	Unified policy direction across stakeholders	Strategic misalignment – delays in decision-making	Ongoing	Stakeholder forums; Evidence-based lobbying; Transparent reporting
Fly tipping (also termed waste crime)	Consistent enforcement and monitoring Improved reporting	Increasing serious organized crime Environmental pollution Public dissatisfaction Agricultural losses	Ongoing	Development of digital waste tracking; Community engagement; Enforcement campaigns
Aging Disposal	Investment in	Increased risk of	Ongoing	Infrastructure

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

Infrastructure	modern facilities	breakdowns, inefficiencies		investment plans; Risk assessments; Maintenance upgrades
Fires in Waste Facilities and/or Collection Vehicles	Fire prevention protocols; Material handling improvements Resident communications about the safe disposal of batteries	Safety risks; Operational disruption	Ongoing	Fire risk audits; Staff training; Improved sorting and storage Explore potential of AI technology

END

Footnote1 Source data Local authority collected waste management - annual results - GOV.UK
Footnote 2 Source data Population forecasts - Kent County Council KCC Housing Led Forecast 2021
Footnote 3 Source data :2025 Kent waste composition audit of residual waste (not published, available on request from Kent County Council)
Footnote 4 Source data Fly-tipping in England - data.gov.uk and Fly-tipping statistics for England, 2023 to 2024 - GOV.UK
Footnote 5 Canterbury City Council, Maidstone Borough Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council
Footnote 6 Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council

This page is intentionally left blank

Environment Services and Climate Change Committee	
Meeting Date	17th March 2026
Report Title	Update on Litter Enforcement Service Review Task and Finish Group
EMT Lead	Emma Wiggins, Director of Regeneration and Neighbourhoods
Head of Service	Martyn Cassell, Head of Environment and Leisure
Lead Officer	Michelle Sampson, Environmental Enforcement Manager
Classification	**Open**
Recommendations	1. The update report is noted, and Committee agrees that officers can finalise the specification and proceed to tender, in consultation with the Member Task and Finish Group.

1 Purpose of Report and Executive Summary

1.1 This paper updates the committee on the cross-party task and finish group discussions. It also seeks approval to proceed to tender for a Supplementary Environmental Enforcement Service following expiry of the previous contract on 31 March 2025.

1.2 The proposed contract will provide visible patrols to deter crime and issue Fixed Penalty Notices (FPNs) for environmental offences across the Borough. The pre-market engagement suggests that this may be achievable as a self-funding model.

2 Background

2.1 The previous supplementary litter enforcement contract ended on 31 March 2025.

2.2 In October 2025, officers undertook preliminary market engagement via the Kent Business Portal. One provider responded to the opportunity with valuable information to help shape the model. Through this engagement it is clear that a wider range of offence could be looked at, so the project has been re-defined as the Supplementary Environmental Enforcement Service.

2.3 In November 2025 this Committee asked for a cross-party ‘Member Task and Finish Group’ to be set up and information was discussed at the first meeting in January 2026. Group leaders put the following Members forward;

- Cllr Lloyd Bowen
- Cllr Charles Gibson

- Cllr Elliott Jayes
- Cllr Peter MacDonald
- Cllr Ashley Shiel
- Cllr Terry Thompson

2.4 Members were presented with a range of offences that could be considered, went through the market engagement and debated payment rates, the level of fines and other LA models. Discussions led to members agreeing criteria, including:

- The model must reduce litter and dog fouling
- Reducing environmental harm is the priority of the scheme.
- Flexibility to enforce against more environmental offences as opportunities arise.
- A self-funding service model
- High standards of officer conduct and training
- Data-led targeting of hotspots including attendance at rural areas as well as high footfall areas
- Highly visible presence and community reassurance
- Enforcement should be balanced with education.
- Ongoing review of FPN financial levels and early payment reductions to ensure high payment rates.

Following this, officers created a draft operational specification that has been shared with the task and finish group. The specification covers a wide range of details including uniform, training, body worn cameras, payment systems, payment rates, case files, operating hours, officer behaviour, KPI's, performance etc.

2.5 Payment rates will be monitored closely to ensure they remain as high as possible. Income from paid FPN's will fund the scheme. Unpaid FPN's will be taken to court. This will attract a cost, so it is important to keep payment rates high. Any fines issued in court are not paid to the council. Visible, robust action against non-payers will help maintain higher payment rates.

2.6 Members agreed the primary objective was to reduce litter and dog fouling (Core Offences). Officers must be highly visible including in remote areas, not only high footfall zones. Education (especially for juveniles) is essential. Officers must harness the opportunity to use existing services such as CCTV. The initial contract phase should focus on proven enforcement areas, then expansion to the wider offences only when robust models are established.

3 Proposals

3.1 The update report is noted and Committee agrees that officers can finalise the specification and proceed to tender, in consultation with the Member Task and Finish Group.

4 Alternative Options Considered and Rejected

4.1 Choosing not to award a contract would result in limited formal litter and dog fouling enforcement action which residents tells us is important.

5 Consultation Undertaken or Proposed

5.1 Pre-market engagement was undertaken in autumn 2025.

5.2 Other Local Authorities were contacted to discuss their models and to help shape the proposed Swale model.

5.3 The Member Task and Finish group ensured cross-party collaboration.

5.4 The tender will be advertised via the appropriate procurement portal.

5.5 Suppliers can submit variant bids where they can demonstrate improved value, delivery innovation, or financial resilience.

6 Implications

Issue	Implications
Corporate Plan	Appointing a contractor that meets a good quality standard and provides good value for money contributes towards all the corporate priorities but mainly Environment – investigating the most disruptive environmental crimes.
Financial, Resource and Property	Based on preliminary market engagement and discussions held with other Local Authorities, it looks entirely possible that a self-funding model is viable. The bids received will inform this further and will be explained in the contract award report.
Legal, Statutory and Procurement	The legal team have been engaged to consider how best to take action for non-payments. This is likely to be via template case files compiled by the contractor and prosecuted by Swale BC through the Single Justice System. The exact details are still being discussed. The procurement of a service provider will be in line with the contract legislation requirements, and the contract drawn up using the Council's current standard Terms and Conditions. Contract will be awarded using the standard 'most economically advantageous tender (MEAT) which will be evaluated on 60% price and 40% quality).
Crime and Disorder	Visible enforcement contributes to deterrence of anti-social behaviour, improved Intelligence gathering and improvements in public confidence. The scheme will help demonstrate that environmental crime will not be tolerated in Swale.

Environment and Climate/Ecological Emergency	This scheme tackles litter and dog fouling, which are important issues to residents. All companies would need to provide evidence of how they intend to reduce their impact on the environment demonstrating specific policies, actions, and outcomes that align with the swale corporate priorities.
Health and Wellbeing	A supplementary environmental enforcement contract positively impacts the health and wellbeing of residents by providing: • Cleaner public spaces • Reduced vermin and hazard exposure • Increased community / residential pride • Encouragement of outdoor activity Visible enforcement helps deter anti-social behaviour and promotes responsible community behaviour, strengthening social cohesion and contributing to a healthier, more confident, and connected community overall.
Safeguarding of Children, Young People and Vulnerable Adults	The specification will include safeguarding requirements. Officers must follow reporting protocols and provide educational engagement where appropriate. Swale Council has an agreed Environmental Enforcement Policy detailing consistent and balanced approaches towards enforcement. This considers vulnerable residents and juveniles.
Risk Management and Health and Safety	The contract must have strong risk management and health and safety measures to protect both staff and the public. The contract will require robust lone working protocols, the use of body-worn cameras, conflict management training, compliance with asset and vehicle safety standards, and clear complaints and escalation procedures. Payment rates will be monitored closely.
Equality and Diversity	The contractor must ensure that all enforcement activity is conducted fairly and consistently, treating all residents and communities with respect regardless of age, gender, race, disability, religion, or socio-economic background. This is set out in the Council's Enforcement Policy.
Privacy and Data Protection	The contractor will be expected to perform all assigned environmental enforcement duties in strict compliance with applicable laws and regulations. The contractor must comply with GDPR, maintain secure digital systems, ensure the confidentiality of all information managed, and fully cooperate with audits and inspections
Local Government Reorganisation	LGR may impact the proposed contract by introducing structural uncertainty over service responsibilities, governance, and long-term delivery arrangements. While LGR does not prevent procurement, it increases the need for contractual flexibility, including provisions for novation, break clauses, and review points at defined milestones.

7 Appendices

7.1 None

8 Background Documents

8.1 None

This page is intentionally left blank