

Active Travel Strategy

Easy
read



Making active travel a good
choice for short journeys

You can read the full report at:
www.kent.gov.uk/activetravel



1. Hello

We (Kent County Council) would like to tell you about our strategy to make active travel easier for people in Kent.



A strategy is like a plan. It tells you what we would like to do and how we will do it.

This is an easy read version of the strategy.



You can read the full version on our website at:

www.kent.gov.uk/activetravel



2. What is 'active travel'?

Active travel is making a journey using physical activity.

Like walking or cycling.



Active travel **includes** journeys to:

- go shopping
- go to work
- go to college or school.





It does **not** include:

- walking the dog
- cycling or walking for pleasure.



By doing this people can:

- improve their health
- reduce traffic on the roads
- save money
- improve the environment.



We want more people to do this and make the most of our foot and cycle paths.



In Kent we have:

- Long distance foot and cycle paths which connect places and towns
- Short distance foot and cycle paths to connect people to local parks, shops and services.



This strategy looks at how we can make the best use of these and let people know about them.

We want active travel to be an easy option to get around Kent.



3. Good things about active travel



People who are more physically active are more healthy. They have a lower chance of developing:

- diabetes
- heart disease
- preventable health conditions.



Active travel lets people do physical exercise without having to make extra time for it.



Active travel reduces the number of vehicles on our roads.



- This saves people fuel and money



- reduces pollution



- It is often quicker to walk or cycle short distances



- This benefits everyone!

4. Barriers to active travel

Reasons for not making short journeys using active travel are:

- not knowing about the routes
- not enough lockers or secure bike parking
- being safe
- carrying heavy or bulky things.



5. What works

- Well designed accessible streets.
- A good mix of mix of homes and shops.
- Separate cycle lanes from traffic.
- Making sure people know about active travel routes.
- Linking up public transport routes with active travel routes.
- 20 mile per hour speed limits on residential roads.





6. How this fits with our council policies

Policies are like a set of rules written by an organisation which it follows when delivering services.



Active travel fits in with policies from the Department of Transport and many of ours. These include:



- Local Transport Plan 4
- Road Casualty Reduction Strategy
- Updated Policy for 20mph limits and zones on Kent County Council's roads
- Countryside & Coastal Access Improvement Plan
- Kent Design Guide
- Kent Environment Strategy



These can be found on our website.
www.kent.gov.uk



7. Where we are with Active Travel in Kent

Travelling to work

In 2011 there was a Census.

A Census is a questionnaire from the Government to gather information.



10%



In the 2011 Census people were asked about how they got to work. About 10% walk to work.



1.7%



1.7% cycle to work.

The number of people actively travelling has gone down over the past 10 years.

This is the same across the country.



This could be due to the number of 'out-of-town' shopping and leisure services. And that people now have to travel further to work.



Travelling to School

50% of primary school children walk to school. 29% of secondary school children walk to school.



Since 2015 KCC school travel plans now record numbers of how many children scoot/skate and park and walk to school.

We have used these numbers to fix targets for 2021.



Public Rights of Way and Cycle Routes

KCC manages the longest public rights of way network of any county in England and Wales.

This includes routes to shops, schools and workplaces.

8. What we would like to achieve



Make active travel an easy choice for short journeys in Kent

We will do this by following these actions.



Action 1: Integrate active travel into planning

Have active travel as a priority when planning. Encourage active travel to join up with public transport - e.g. walking or cycling to bus stops.



Action 2: Provide and maintain the right routes for active travel

Look after the paths and routes we have. Make sure they are safe and accessible with secure cycle storage at destinations.



Action 3: Support active travel in the community

Let people know about local paths and routes to use. Make it easy to use and encourage people to use it.



9. Targets by 2021

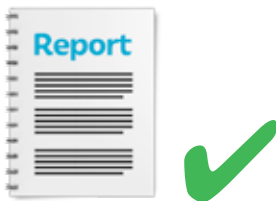
This is what we would like to achieve.



2 in 3 primary children and **1 in 3** secondary children travel actively to school.



40% of people who live within 5km of their work place actively travel to work. An increase of 10% of people who use key cycle routes.



We will check this is done and show you in regular reports.



10. Making sure it happens

Include active travel in planning

Make sure active travel is in all our plans than can encourage it.



Work with councils, planners, builders and developers to encourage active travel routes



Provide and look after active travel routes

Check that new routes consider active travel.



Look after and promote the routes we have already. Maintain and clearly sign routes.

Support the use of lockers and cycle stores. Make sure paths are safe and accessible.



Support active travel in:

Schools, colleges and education

Support active travel plans and offer training where appropriate.



In workplaces

Support businesses in developing active travel plans. KCC to lead by example.



In health services

Work with health professionals to promote and provide information on active travel.



In communities

Promote and maintain routes, support safety for cyclists and pedestrians. Join up active travel routes.



11. Funding and working with others

We will make the most of funding already set out by various KCC departments for active travel.



We will bid for funding from various schemes to support our work with active travel.

This strategy will be used in getting Government external funding to promote active travel. Funding will be targeted at where it is needed most.



This strategy will give us a way to work in partnership with other organisations and promote active travel initiatives.

Want to know more?



If you would like to know more you can read the full version of this strategy on our website at:

www.kent.gov.uk/activetravel

Alternative formats



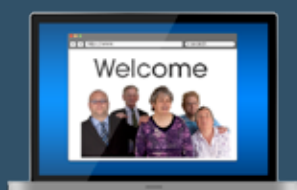
If you would like this document in any other format or language, please email: alternativeformats@kent.gov.uk

Or telephone: 03000 421553.

Text relay 18001 03000 421553.

This number goes to an answer machine, which is monitored during office hours.

You can read more about this at:



www.kent.gov.uk/activetravel

Images courtesy of photosymbols.
