

Annexe 3 – Engagement Workshops

Kent County Council - Draft Active Travel Strategy

May 2016

Summary

A series of events were held to engage with stakeholders and target populations to inform the development of the Active Travel Strategy for Kent. The two main points raised across all discussions were:

1. Kent needs joined-up pedestrian and cycle routes that people actually want to use
2. Effective and widespread promotion of active travel opportunities is necessary

To support the development of the Active Travel Strategy for Kent, a series of engagement events were held to discuss the development of the strategy with partners and stakeholders. A Task & Finish group was tasked by the main Project Group with delivering this engagement process. This annexe outlines the engagement process and outcomes.

Stakeholder Workshops

Two pre-consultation engagement workshops were held, split geographically to suit stakeholders from the west and east of the county. Both workshops followed the same format and were intended to:

- Explore interest in active travel from a range of different stakeholder groups;
- Provide an opportunity to think about issues relating to the infrastructure required to promote active travel interventions;
- Seek ideas about how KCC can support behaviour change that encourages more cycling and walking across the county;
- Allow participants to shape thinking at an early stage and influence detailed work going forward.

Over 70 representatives of external stakeholder organisations were involved in the workshops, including representation from:

- Schools/Children and Young People
- Workplaces, businesses and higher education
- Housing associations, community organisations, charities and local authorities
- Transport planning, infrastructure and highways
- NHS, health and social care

Workshop Outcomes

The two main points that came out of all discussions at workshops and in follow-up discussions with stakeholder organisations and Kent residents were that:

1. Kent needs joined-up pedestrian and cycle routes that people actually want to use
2. Effective and widespread promotion of active travel opportunities is needed.

A summary of the discussions from all stakeholders across both workshops is below.

General

- Active travel and road safety legislation would have the biggest impact
- Any strategy requires political support at all levels

Infrastructure

- Kent needs joined-up active travel routes that people actually want to use
- Active travel must be a priority in transport and development planning
- Separated lanes are ideal but unrealistic, there will always be some shared use
- Lack of knowledge of opportunities; need hard signage for routes
- 20mph zones in key areas can promote safety and the perception of safety

Behaviour

- Promote the available infrastructure
- Deliver a positive-messages communications plan to promote active travel routes and opportunities
- Encourage promotion by all partners including through partnerships with housing associations, schools, NHS, workplaces, estate agents, leisure centres, and with transport organisations.
- Understand motivations in specific populations or locations and message appropriately
- Discouraging parking, car use, blocking cycle lanes, building in cycle lanes or pedestrian routes
- Safety on roads and perceptions of safety, particularly in vulnerable road users

Further Engagement

In addition to the stakeholder workshops, sessions were held with local further education college students and Youth County Council members to identify issues specific to young people around driving age. The session highlighted that young people face similar barriers to active travel as the rest of the population, but that promotion and marketing should be specific to that age group.