

# Active Travel Strategy (ATS) 2017/18 Annual Report

***“Make active travel an attractive and realistic choice for short journeys in Kent”*** – Overarching objective of the ATS

## **Targets, by 2021:**

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

This will be monitored annually using KCC data collected by the Transport Innovations team in School travel plans.

- The proportion of people that work within 5km of their home and actively travel to work in Kent, to increase to 40%.

This will be monitored using Census data (which is why km is used). The baseline data is taken from the 2011 Census and the next data set will be taken in 2021.

It may be a couple of years after this point that the data required is made available from the 2021 Census.

- The number of people cycling along key routes monitored by the Department of Transport in Kent to increase by 10%.

This will be monitored annually using Department for Transport traffic count data

## **Outcomes of delivering on the ATS objectives:**

- Improved health through an increase in physical activity
- Reduced congestion on the highway network by providing better travel choices
- Safer active travel

## The main actions:

**Action 1:** Integrate active travel into planning. This action was divided into 9 individual actions.

**Action 2:** Provide and maintain appropriate routes for active travel. This action was also divided into 9 individual actions.

**Action 3:** Support active travel in the community. This action was divided into 20 individual actions.

## Summary

### Progress towards the targets

Progress towards the main targets of the ATS can be hard to directly evidence, due to the relatively limited amount of data available, however the following points are what we can evidence:

- ***“2 in 3 primary children and 1 in 3 secondary children will travel actively to school.”***

Hands-up surveys carried out in schools with School Travel Plans coordinated with KCC Transport Innovations team give an indication of how children are travelling to school. While this data only covers the participating schools, it can be used as an indicator for the pattern across the county.

The most recent set of data collected in these surveys showed that **60.4% of Primary school children** and **28.1% of Secondary school children** reported travelling to work by walking, cycling, scooting or parking away from school and walking the last part of the trip.

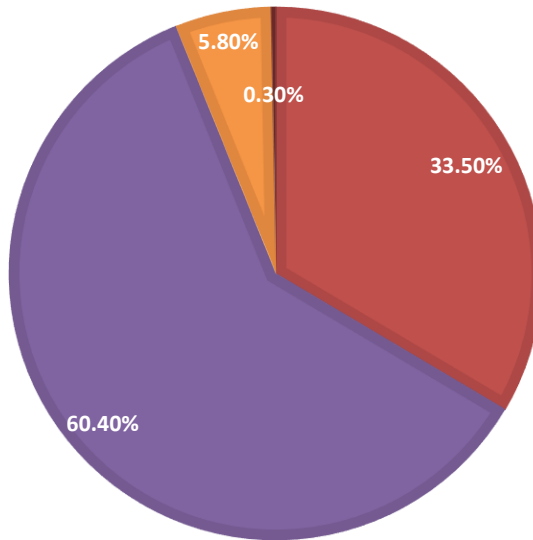
The target was set based on the figures for walking, cycling, scooting and park & walk, so it is this statistic that we measure our progress against. However, it is worth noting that journeys made using public transport can usually be considered as active travel, as it will usually involve walking or cycling to and from the bus or train. If we count in public transport as active travel, the figures show that **61.8% of primary school children** and **79.2% of secondary school children** reported travelling actively to school in 2017.

The sample size for the 2017 schools' data was 24,433 respondents for Primary Schools and 18,560 respondents for Secondary Schools.

The following charts show the division between modes of transport used by school children in 2017, based on the data provided through school travel plans:

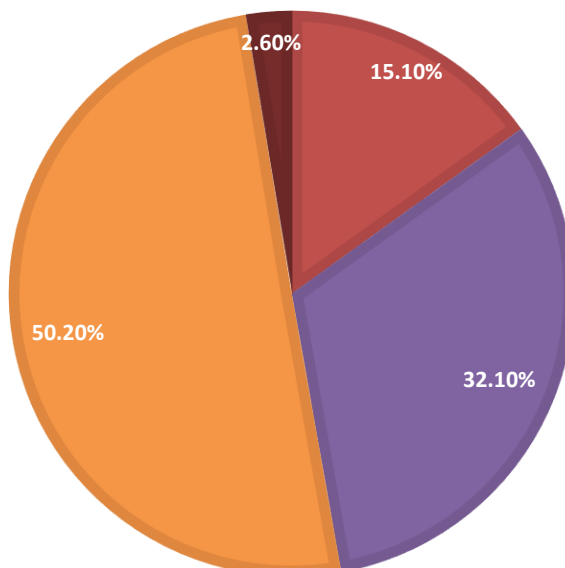
### KENT PRIMARY SCHOOLS 2017

■ Private car: ■ Walk / Cycle / Scoot / Park & W: ■ Public Transport / Car share: ■ Other:



### KENT SECONDARY SCHOOLS 2017

■ Private car: ■ Walk / Cycle / Scoot / Park & W: ■ Public Transport / Car share: ■ Other:



- ***The proportion of people that work within 5km of their home and actively travel to work in Kent, to increase to 40%.***

It is not currently possible to get any new data for the second target (*The proportion of people that work within 5km of their home and actively travel to work in Kent, to increase to 40%*). This is because the only data set that could provide the necessary information is the Census, which will not be taking place again until 2021.

There may be data available in 2019 gathered through KCC Transport Innovations initiatives, however, which will be able to give an indication of progress.

- ***“The number of people cycling along key routes monitored by the Department for Transport in Kent to increase by 10%.”***

The **number of cycling trips** recorded by the cycle counters that KCC has across the county was **7.7% higher** across 2017 than it was across 2016. This number shows very good progress towards the target of 10% by 2021.

It was our intention to use Department for Transport (DfT) data to measure progress toward this objective, however we have decided against this for two reasons:

Firstly, there is only data up until the end of 2016 available presently. This means that we are not actually able to measure progress made after the beginning of the Active Travel Strategy.

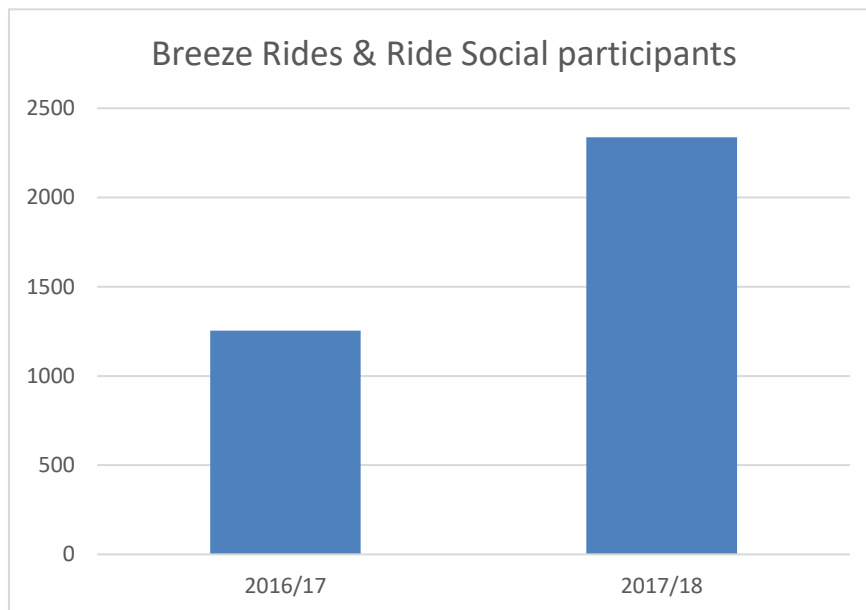
Secondly, upon examining the existing data provided for DfT counts, we realised that many of the numbers given were not taken from manual counts. Instead, they are estimated based on a previous year's numbers and / or national trends.

As we are specifically measuring changes in Kent, estimates based on national trends are not actually very useful for monitoring the success of the Active Travel Strategy. For this reason, as well as the lack of available data for 2017, we have decided to instead monitor progress towards this objective using data taken from KCC's cycle counters. We will continue to check the

available data, however, in case actual count data for 2017 becomes available.

- **381** individuals received KCC Adult Cycle Training in the year 2017/18, across 174 training sessions.
- **Ride Social & Breeze Rides** are run in partnership with KCC and provide opportunities for Kent residents to ride with trained Ride Leaders to encourage increased levels of physical activity, a shift from other transport modes to more cycling and awareness of great places to get active in Kent.

These rides have been widely promoted as part of various efforts to promote active travel by KCC in the last year, including action **3.13** of the Active Travel Strategy. The number of participants in these rides in 2017/18 was **86.6% higher** than in 2016/17, an increase of 1,085 participants.

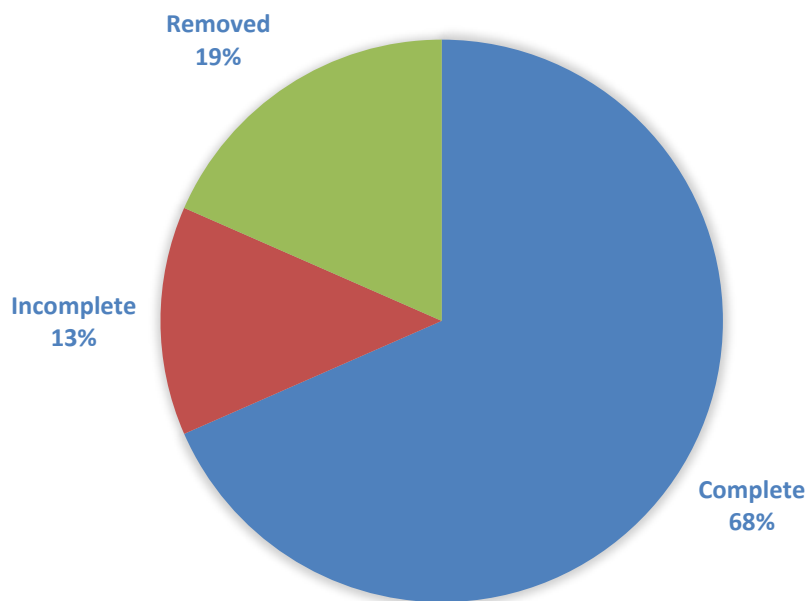


## Progress towards the actions

In total, there were 38 deliverable actions within the 2017/18 Active Travel Strategy, of which:

- **26** actions are complete.
- **5** actions are incomplete.
- **7** actions were removed.

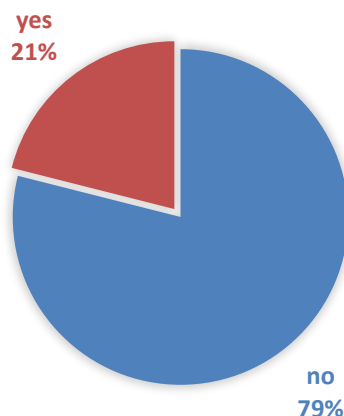
### ACTIVE TRAVEL STRATEGY 2017/18 ACTION DELIVERY



**8** of the 38 actions (**21%**) were found to be actions which were, or now are, taking place as part of separate workstreams (such as the Step Ahead of the Rest programme).

While it is good to ensure that these actions are taking place, they are not suited to being actions within the ATS as these should only be actions that otherwise either would not be taking place or be at risk of not being delivered.

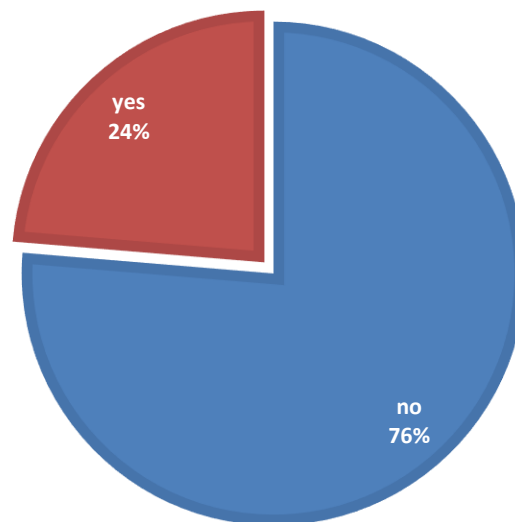
### ACTION ONGOING OUTSIDE OF ATS?



While it is good to ensure that these actions are taking place, they are not suited to being actions within the ATS as these should only be new initiatives. This information will serve to guide the selection process for actions in the 2018/19 ATS, so that we can ensure all actions included represent new opportunities to work towards the strategy's targets.

**8** of the 38 actions (**21%**) are to be carried over to the new action plan, if the Sponsor and Steering group are in agreement. These actions are the ones which had a lot of potential but were not deliverable in the 2017/18 period for a variety of reasons. Detail on these actions will be given later in this report.

### PROPORTION OF ACTIONS TO BE CARRIED OVER TO 2018/19 ACTION PLAN



The requirement to carry over nearly a quarter of the actions is a result of unexpected barriers being met along the way which delayed or prevented completion. With the combination of lessons learned in the past year and more high-level officer involvement in the Steering Group, these barriers should be more easily broken down.

## Summary of actions & outcomes

Action	Action objective	Outcome	Detail on page
1.1	At time of writing or re-writing, all KCC strategies to reflect ATS principles where they relate to travel of a workforce and/or customers.	Complete	12
1.2	Use ATS to support development, and inclusion of active travel schemes through Local Transport Plan 4 (LTP4).	Complete	12
1.3	Include active travel in Growth & Infrastructure Framework (GIF) refresh	Complete	12
1.4	Engage with District Council planning departments & senior management to support inclusion and delivery of active travel in Local Plans and District Council Transport Strategies	Removed / superseded	12
1.5	Engage with District Council planning departments & senior management to support inclusion and delivery of active travel in Infrastructure Delivery Plans and Transport Strategies	Removed / superseded	13
1.6	Identify opportunities for active travel within Community Infrastructure Levy funding.	Removed / superseded	13
1.7	Ensure active travel is strongly embedded in all KCC responses to Borough Council strategic applications (250 dwellings or more).	Complete	13
1.8	Provide health intelligence data to support business cases for active travel infrastructure.	Complete	14
1.9	Improve accuracy of issue reporting on active travel network.	Complete	14



2.1	Dedicated cycle tracks to be incorporated into annual highway inspections.	Incomplete	14
2.2	Key active travel routes are prioritised in order of maximum measurable benefit (potential for greatest number of users).	Removed / superseded	15
2.3	Monitor funding opportunities to bid for new and improvements to active travel infrastructure.	Complete	15
2.4	Explore sponsorship of key active travel routes.	Incomplete	15
2.5	20mph schemes to target increased active travel, improved health and reduced air pollution.	Complete	16
2.6	Establish a more complete rights of way network. This includes creating new links through consultation with members of the public and our partners	Complete	16
2.7	Use Strava route mapping data to better understand which routes cyclists take and the change in number of journeys.	Complete	16
2.8	Recruitment of Sustrans rangers to regularly patrol and provide light maintenance for active travel routes in designated areas.	Complete	16
2.9	Improve signage on key active travel routes.	Complete	17
3.1	Encourage and support both existing and new commissioned service providers to promote and prioritise active travel to both staff and clients.	Removed / superseded	17
3.2	Work with Clinical Commissioning Group (CCG) and wider health and social care sector to promote active travel initiatives and to embed active travel in care pathways.	Complete	18

3.3	Promote the Six Ways to Wellbeing campaign which has 'Be Active' and 'Connect' as key behaviour associated with longer, healthier, disability free lives.	Removed / superseded	18
3.4	Share best practice to schools and businesses around active travel.	Complete	18
3.5	Seek private sponsorship funding to deliver more Bikeability training in schools.	Complete	19
3.6	Identify the number of KCC employees that live within 5 km of their workplace and promote active travel to them to increase the proportion who travel to work in this way.	Incomplete	19
3.7	Include promotion and support for active travel in the Kent Healthy Business Awards (KHBA).	Removed / superseded	19
3.8	Promote appropriate driving around cyclists using KCC liveried vehicles.	Incomplete	20
3.9	Pilot a no parking zone around a school to increase active travel and reduce parking problems.	Incomplete	20
3.10	Social media campaign to promote and inspire active travel on the school run.	Complete	20
3.11	Responsible Parking Squad (Student led in school campaign to tackle inappropriate parking outside secondary schools)	Complete	21
3.12	Promoting importance of active travel to new KCC elected Members.	Complete	21
3.13	Encourage more women into regular cycling by establishing formal referral route between KCC adult cycle training and volunteer led Breeze rides.	Complete	21

3.14	Refresh guidance on inclusive design best practice.	Complete	22
3.15	Encourage older people into regular cycling by providing tailored cycle training courses.	Complete	22
3.16	Include active travel messaging and promotion in Kent 'One You' healthy lifestyles campaign related to physical activity and healthy weight.	Complete	22
3.17	Active travel to be included in measures to increase physical activity as part of Kent 'One You' integrated adult healthy lifestyles service.	Complete	23
3.18	Promote active travel through English National Concessionary Travel Scheme (ENCTS) bus pass.	Complete	23
3.19	Seek funding to update and provide town active travel maps.	Complete	23
3.20	Expand community bicycle re-use scheme.	Complete	23

## Detailed report on the actions

### 1 - Integrate active travel into planning.

#### 1.1 - At time of writing or re-writing, all KCC strategies to reflect ATS principles where they relate to travel of a workforce and/or customers.

This action was **delivered successfully**. A full list was created of all relevant KCC strategies and the authors were contacted to request that these strategies reflected AT (Active Travel) principals and, where suitable, for there to be a reference to the ATS.

This action will be considered for carrying over to the next version of the Action Plan as we should continue to ensure that all relevant KCC strategies reflect ATS principals and that it is not forgotten from new or re-written Strategies.

#### 1.2 - Use ATS to support development, and inclusion of active travel schemes through Local Transport Plan 4 (LTP4).

This action was **delivered successfully** as of the 21/07/2017 update, which stated that “active travel features relatively well in the LTP4 and some of the district priorities.” This action can be considered complete and does not require follow up.

#### 1.3 - Include active travel in Growth & Infrastructure Framework (GIF) refresh.

This action was **delivered successfully**. The GIF update contains a section on active travel and the ATS. This action can be considered complete and does not require follow up.

#### 1.4- Engage with District Council planning departments & senior management to support inclusion and delivery of active travel in Local Plans.

This action was merged with action 1.5 at the time of the 20/10/2017 Steering Group meeting. It was then **removed** following the final update of: “*Agreed on 23.01.2018*”

*to remove this action as Development Planners help to write District Council Transport Strategies, so a checklist would have very limited usefulness.”*

**1.5 – Engage with District Council planning departments & senior management to support inclusion and delivery of active travel in Infrastructure Delivery Plans and Transport Strategies.**

This action was merged with action **1.4** at the time of the 20/10/2017 Steering Group meeting. It was also then **removed** following the final update of: “Agreed on 23.01.2018 to remove this action as Development Planners help to write District Council Transport Strategies, so a checklist would have very limited usefulness.”

**1.6 - Identify opportunities for active travel within Community Infrastructure Levy funding**

This action was **removed** following the 20/10/2017 report. It was agreed to remove this action as it was no longer relevant. The Community Infrastructure Levy is a mechanism to deliver a Transport Strategy, so the priority is working with District Councils to ensure active travel is included in Local Plans, which will make this happen.

**1.7 - Ensure active travel is strongly embedded in all KCC responses to Borough Council strategic applications (250 dwellings or more).**

This action was **delivered successfully** as of the 20/10/2017 report. active travel has been incorporated into strategic responses through reference to the sustainability and accessibility of a development site.

## **1.8 – Provide health intelligence data to support business cases for active travel infrastructure.**

This action was **delivered successfully**. Public Health provided Transport & Development Planning team with a selection of Kent-wide health maps and remain available to provide other data (either Kent wide or project specific) on request.

Using a 5-year study with a 250,000-person sample concluded that Cycling to work lowers the risk of dying early by 40% and reduces the chance of developing cancer by 45%.

More information about the study can be found at:

<http://www.telegraph.co.uk/science/2017/04/19/cycling-work-could-help-live-longer-greatly-reduces-chance-developing/>

## **1.9 - Improve accuracy of issue reporting on active travel network.**

This action was **completed successfully**.

A formal method for Highways staff to report changes to the cycle network was agreed with the Gazetteer team and an official form was created for the Highways Stewards and inspectors to upload and send information from the site with their hand-held devices.

Ongoing improvement works are underway to improve the level and detail of active travel routes recorded in Highway maps and the Gazetteer team now consider active travel as part of their discussions with the mapping company.

## **2. Provide and maintain appropriate routes for active travel.**

### **2.1 - Dedicated cycle tracks to be incorporated into annual highway inspections**

This action is **incomplete**. The technical and planning preparation for this action has been completed, including preparing the Inspection Maps and passing them to the Safety Inspection team. Unfortunately, this action is now on hold until the necessary project resources are available for the Safety Inspection team to carry out the inspections.

## **2.2 - “Key active travel routes are prioritised in order of maximum measurable benefit (potential for greatest number of users)”**

This action was **removed**.

A Rights of Way Improvement Plan (ROWIP) was developed to identify the key active travel routes so that it would be possible to prioritise maintaining those routes. However, central government ultimately defines the method by which maintenance is prioritised.

Central government priorities routes based on their road status (i.e. more major roads such as motorways and A roads come first) and the level of use that the route gets. As a result of this, urban active travel routes will always get a higher priority simply due to the fact that there will be a naturally higher number of users.

Urban routes likely will have the most users and the benefits of active travel are greatest in urban areas, so that means they have the potential “maximum measurable benefit”. Therefore, through investigating the concept, this action was found to be unnecessary.

## **2.3 - Monitor funding opportunities to bid for new and improvements to active travel infrastructure.**

This action was **completed successfully**. A list of funding opportunities has been identified and made available for the steering group to access.

## **2.4 - Explore sponsorship of key active travel routes.**

This action is **incomplete**. Research has been carried out and other Local Authorities have been contacted to discuss experience of similar initiatives, but it seems this has not been particularly explored across the UK. Sponsorship of lampposts and roundabouts is common, but not of cycle routes.

This action will be recommended as one to be carried forward to the 2018/19 action plan. Likely next steps would be to seek to measure interest from private companies and to develop a trial case.

## **2.5 - 20mph schemes to target increased active travel, improved health and reduced air pollution**

This action was **completed successfully**. New 20mph schemes have been delivered in Capel le Ferne, Swanley, Queensborough, Eccles, Burham & Wouldham.

## **2.6 - Establish a more complete rights of way network. This includes creating new links through consultation with members of the public and our partners.**

This action was **completed successfully**. Market research was carried out in advance of creating a Rights of Way Improvement Plan (ROWIP).

700 face-to-face interviews were carried out, as well as 1260 online surveys and 75 stakeholder surveys being completed. Draft ROWIP was approved at Cabinet Committee on the 15<sup>th</sup> May 2018 and is now ready to go out to public consultation, which is due to run between the 20<sup>th</sup> June 2018 and the 12<sup>th</sup> September 2018.

## **2.7 - Use Strava route mapping data to better understand which routes cyclists take and the change in number of journeys.**

This action was **completed successfully**. Strava and other tools, such as the Propensity to Cycle Tool, are now being used by KCC and Kent's District Councils. Local Cycling and Walking Infrastructure Plans (LCWIPS) support from the Department for Transport has been secured which includes training to four borough councils on how to use these tools.

## **2.8 - Recruitment of Sustrans rangers to regularly patrol and provide light maintenance for active travel routes in designated areas.**

This action was **completed successfully**. Though it is worth noting that Sustrans have struggled to get high enough numbers of volunteers in the first areas covered (Dartford and Gravesham). It is hopeful that they will be more successful in recruiting volunteers in the next areas to be covered.



Despite low volunteer numbers so far, the scheme has been successful in that we have been able to work with Sustrans to develop a situation where we have a number of volunteer Sustrans Community Route Champions regularly patrolling cycle routes to carry out light maintenance and report more serious faults to KCC Highways.

This action is being carried out as part of the Step Ahead of the Rest (StAR) Programme and it is therefore not necessary for it to remain in the ATS action plan.

### **2.9 - Improve signage on key active travel routes.**

This action was **completed successfully**. A key area for improvement was identified (National Cycle Network (NCN) 1 route through Dartford and Gravesham).

An audit of the route was carried out and an order has been raised for 217 new signs to be installed along NCN1, the works are expected to be complete by the 8<sup>th</sup> September 2018.

### **3.1 - Encourage and support both existing and new commissioned service providers to promote and prioritise active travel to both staff and clients.**

This action was **removed** due to a decision that was made concerning the applicability to Highways, Transport & Waste (HTW) contracts.

While it was not possible to bring active travel requirements into HTW contracts, active travel is promoted to Kent businesses through the Jam Busters website, Kent Connected Twitter and Sustainable Business team newsletter.

This action is one that will be considered for the next version of the Action Plan, as it should be possible for active travel suggestions for suppliers to consider to be included in the "Social Value" section of contract tender and specification documents.

### **3.2 - Work with Clinical Commissioning Group (CCG) and wider health and social care sector to promote active travel initiatives and to embed active travel in care pathways.**

This action was **completed successfully**. Public Health Consultants, Specialists and Programme Managers have been promoting active travel at all appropriate opportunities with CCGs and the wider health sector.

Public Health have worked with Safer Mobility Team Leader on briefing new members of the Health and Overview Select Committee.

### **3.3 - Promote the Six Ways to Wellbeing campaign which has 'Be Active' and 'Connect' as key behaviour associated with longer, healthier, disability free lives.**

This action was **removed** after the Live it Well campaign ceased to exist. This was replaced with the One You campaign, and the action was superseded by actions **3.16** and **3.17**.

### **3.4 - Share best practice to schools and businesses around active travel.**

This action was **completed successfully**. 1100 schools are registered to use the Jambusters site, up from 592 in April 2017.

All (school) registered users receive a monthly newsletter which has been live since January 2017. The newsletter is designed to provide readers with information about key campaigns and initiatives that they can become involved with that will encourage the use of sustainable transport and promote safe parking when driving is necessary.

There are also now 92 followers on the @KentSchoolRun Twitter account.

484 businesses are also now signed up to the Jambusters website, 154 of which have a confirmed sire coordinator.

This action is one that will continue to take place as part of the work carried out by the KCC Transport Innovations team and there is no need for it to be carried over to the next Action Plan.

### **3.5 - Seek private sponsorship funding to deliver more Bikeability training in schools.**

This action was **completed successfully**, as part of an ongoing effort.

Although private funding can be difficult to secure without being first approached by the company in question, two funding opportunities were identified and used to deliver further Bikeability places. An extra 664 places were secured for Bikeability in the Folkestone & Hythe area and then Department for Transport underspend was successfully achieved to fund a further approximately 300 extra places across the county.

### **3.6 - Identify the number of KCC employees that live within 5 km of their workplace and promote active travel to them to increase the proportion who travel to work in this way.**

This action is **incomplete**. The data was gathered and the number of KCC employees living within 5km of their workplace was identified, but no targeted campaign has been delivered yet.

KCC e-learning modules, including the Induction and Environmental Awareness modules, have been updated to reflect active travel principals. This action will be proposed for carrying over to the next action plan.

### **3.7 - Include promotion and support for active travel in the Kent Healthy Business Awards (KHBA).**

This action was **removed**. Public Health were able to confirm that active travel is already a component of the Kent Healthy Business Awards and is mentioned at all levels of accreditation. However, KCC Public Health now no longer have any involvement with the Kent Healthy Business Awards.

### **3.8 - Promote appropriate driving around cyclists using KCC liveried vehicles**

This action is **incomplete**. A range of messages were agreed on and carefully designed to have the best possible impact.

Unfortunately, there has not been an opportunity to get the messages printed onto any vehicles yet, but this action will be recommended to be carried over to the 2018/19 Action Plan.

### **3.9 - Pilot a no parking zone around a school to increase active travel and reduce parking problems.**

This action is **incomplete**. A school site who were keen to take part in a no parking zone pilot was identified successfully. Unfortunately, the site was deemed to be unsuitable due to the number of residences that would be affected by the scheme.

In lieu of being able to run a no parking zone pilot, a Parking Badges trial has been carried out to improve tolerance between parents dropping off children and local residents (this is an extension to the Responsible Parking campaign). 15 schools have taken up this scheme so far. School Crossing Patrol instructors are promoting this trial where appropriate.

There are also plans for Park and Stride events at several schools, which will be organised to encourage parking at a distance and walking the final leg. This will have the same aims as a no parking zone initiative.

### **3.10 - Social media campaign to promote and inspire active travel on the school run**

This action was **completed successfully**. @KentSchoolRun Twitter page was launched on 1st January 2017, which now has 92 followers. From this profile, active travel and sustainable transport options are promoted.

### **3.11 - Responsible Parking Squad (Student led in school campaign to tackle inappropriate parking outside secondary schools)**

This action was **completed successfully**. The Responsible Parking Squad toolkit has been available as freely downloadable resources which does make it difficult to accurately measure how many schools are participating but we know for certain that at least 3 schools are using it.

The Parking Badge Trial was created as an extension to this scheme, which has now had 15 schools sign up to it.

### **3.12 - Promoting importance of active travel to new KCC elected Members**

This action was **completed successfully**. A briefing was delivered to Members on the 25<sup>th</sup> July 2017 and one of those Members expressed an interest in joining the Steering Group.

While this action was completed, it is important that this continues as an ongoing effort with all KCC elected Members.

### **3.13 - Encourage more women into regular cycling by establishing formal referral route between KCC adult cycle training and volunteer led Breeze rides.**

This action was **completed successfully**. Breeze Rides are signposted as a standard part of Adult Cycle Training given to female participants.

Adult Cycle Training had proven a valuable opportunity to promote Breeze rides because a strong majority of applicants to the courses have been female.

The KCC owned cycles which are used for Adult Cycle Training have also been made available for use by participants of the Breeze Rides in Maidstone.

### **3.14 - Refresh guidance on inclusive design best practice**

This action was **completed successfully**. A comprehensive review of the Inclusive Design and Placemaking guidance document was undertaken to ensure that the Highway environment is better designed for accessibility, making it more suitable for Active Travel.

### **3.15 - Encourage older people into regular cycling by providing tailored cycle training courses.**

This action was **completed successfully**. A presentation and some advertising of Adult Cycle Training was carried out at Ageless Thanet. Some dedicated sessions for older participants have been run. However, at least half the students (approximately) of Adult Cycle training are in the 50+ age bracket anyway. The Adult Cycle Training scheme has been constructed in such a way as to be as widely accessible as possible and this has been proven successful in the high levels of older, female and minority group individuals who have taken part in the scheme.

A couple of indoor training courses were pioneered to take into account the specific needs of the elderly groups who may have struggled with or been put off by the weather on the Thanet Coast at the time. These were very successful, however they are more resource heavy, so they would need to be used strategically if they are to be repeated in the future.

### **3.16 - Include active travel messaging and promotion in Kent 'One You' healthy lifestyles campaign related to physical activity and healthy weight.**

This action was **completed successfully**. Active travel is included as a component of the Get Moving element of One You Kent (<http://www.kent.gov.uk/social-care-and-health/health/one-you-kent>) and will be included in relevant marketing and media materials.

Any additional information or resources that become available in the future can be suggested for addition.

### **3.17 - Active travel to be included in measures to increase physical activity as part of Kent 'One You' integrated adult healthy lifestyles service.**

This action was **completed successfully**. Active travel is being promoted in the One You campaign.

### **3.18 - Promote active travel through English National Concessionary Travel Scheme (ENCTS) bus pass.**

This action was **completed successfully**. A leaflet to go along with the bus pass was initially considered, but this would have incurred substantial printing costs and used a large quantity of paper. It was decided that the same message could be delivered with a carefully constructed graphic banner at the bottom of the existing letters that already go out to ENCTS bus pass holders.

This message had been produced, the letters with the message on them have been printed and are now going to be sent out with all new and replacement ENCTS passes.

### **3.19 - Seek funding to update and provide town active travel maps.**

This action was **completed successfully**. £8k per year secured from KCC Transport Innovations' successful Step Ahead of the Rest bid to deliver new walk/cycle maps for two Kent towns per year up until 2019/20. So far, maps for Maidstone and Canterbury have been produced and made available using this funding.

### **3.20 - Expand community bicycle re-use scheme.**

This action was **completed successfully**. 333 bikes have been refurbished and sold across 9 sale events around the county. 11 students have been trained in bike maintenance, 24 members of the public have participated in bike maintenance workshops and 81 members of the public have received free maintenance for their bikes at sales events.

This action is ongoing, supported as part of the Step Ahead of the Rest programme.