

Draft Canterbury District

Transport Strategy



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Introduction

Canterbury City Council (CCC) and Kent County Council (KCC) as Local Highway Authority, have a clear imperative to manage the transport impacts of planned growth with a strategy that maximises the sustainability of new developments and minimises the residual impacts on the road network.

Traffic flow analysis undertaken by transport consultants Jacobs in 2019 to support the development of the new Local Plan, shows that traffic flows in Canterbury District are generally lower than when traffic counts were undertaken in 2008 to support the development of the current Local Plan and adopted Transport Strategy.

Despite this reduction in overall traffic flow, journey times are unstable and incidents create severe congestion. The Local Plan Options and Issues consultations highlighted that there is public dissatisfaction with the level of congestion which impacts daily life.

High numbers of short trips in the urban areas are currently taken by private car, and there has been widespread feedback that the existing infrastructure for sustainable transport, such as for buses, cycling and walking, is currently not adequate to provide realistic alternatives for many residents - buses are regularly caught in the same traffic queues while cycling is not considered to be safe without segregated routes. The additional growth identified in the new Local Plan will exacerbate this issue and a clear mitigation strategy is therefore needed.

Recognising the scale of growth expected in the district, and the specific environmental and heritage constraints within the city of Canterbury in particular, there are very limited opportunities to provide additional road network capacity to accommodate further growth.

The council has worked closely with Kent County Council as Local Highway Authority, National Highways and other infrastructure providers to develop a new transport strategy which aims to unlock further growth in the district while facilitating the delivery of enhanced sustainable transport infrastructure to enable a significant shift in travel modes.

It is recognised that over the 15 year period of the new Local Plan, a variety of factors will change such as technology, work and travel patterns and the costs associated with transportation.

In line with national policy, CCC and KCC will therefore take a “vision and validate” approach to the new Transport Strategy to set a framework for proactively managing the impacts of planned development in a manner that can maximise take up of sustainable and active travel options while ensuring there is adequate highway resilience.

Crucially, this will embed clear mechanisms for monitoring the effectiveness of the measures introduced and for reviewing the Local Plan and Transport Strategy over the period of the new plan to ensure that the vision can be delivered.

Background

Key Transport Issues

Canterbury

Canterbury is a regional destination with three universities and six million visitors per annum. This brings significant revenue and renown for the city, but puts pressure on the transport network. This is alleviated by park and ride sites, public transport services and active travel routes, but public demand for car travel and car parking remain. The challenge for the transport strategy is to cater for the existing demand to travel and to absorb the additional trips that will be created by new development.

Whitstable

Whitstable is a popular seaside destination all year round creating traffic congestion as well as conflict between pedestrians and vehicles in the narrow streets in the centre of the town and creating tension between residents and visitors competing for parking spaces on-street.

Herne Bay

Streets in central Herne Bay and the sea front are laid out in a grid pattern and are car dominated. The transport challenge is to make them more pedestrian and cycle friendly without removing capacity for bus services and delivery vehicles.

Rural

The transport challenge in rural areas is to ensure that villages are served by a good public transport service so that residents have a choice of travel modes.

Adopted Local Plan and Transport Strategy (2017)

Canterbury District has seen significant levels of growth and planned transport infrastructure investment as part of the Canterbury District Local Plan (CDLP) 2017. The plan focuses development principally in the Canterbury, Whitstable and Herne Bay, with a particular focus at Canterbury, together with development in the rural settlements of Broad Oak, Sturry and Hersden.

Planning consent has now been granted for the majority of the strategic development sites proposed in the CDLP 2017. These sites will deliver significant improvements to transport infrastructure, the status of the key committed schemes is summarised in Table 2.1.

Table 2.1 – Key Committed Transport Schemes (Adopted 2017 Local Plan)

Development	Key Infrastructure	Status/Likely construction date
South Canterbury	South Canterbury A2 all movement interchange to replace the existing sub standard junction.	2032
	Relocation and expansion of New Dover Road Park & Ride site	2032
	Bus priority lane on New Dover Road between The Gate roundabout and St Lawrence Road	2028
	FastBus link to city centre	2032
	New and improved cycle and walking links to city centre and to Bridge	2028
Thanington Park/ Cockerling Farm	Wincheap off slip	2028
	Wincheap gyratory, link road to Ten Perch Road and traffic management scheme	2026
	A28 eastbound bus and cycle contraflow	2026
	Improvements to bus service frequencies	2026
Howe Barracks	A257 to A28 link road and cycle link	2026
Sturry/ Broad Oak	Sturry link road and bus lane	2028
Strode Park	Herne relief road	2026
Hillborough	Improved A299 junction	2030

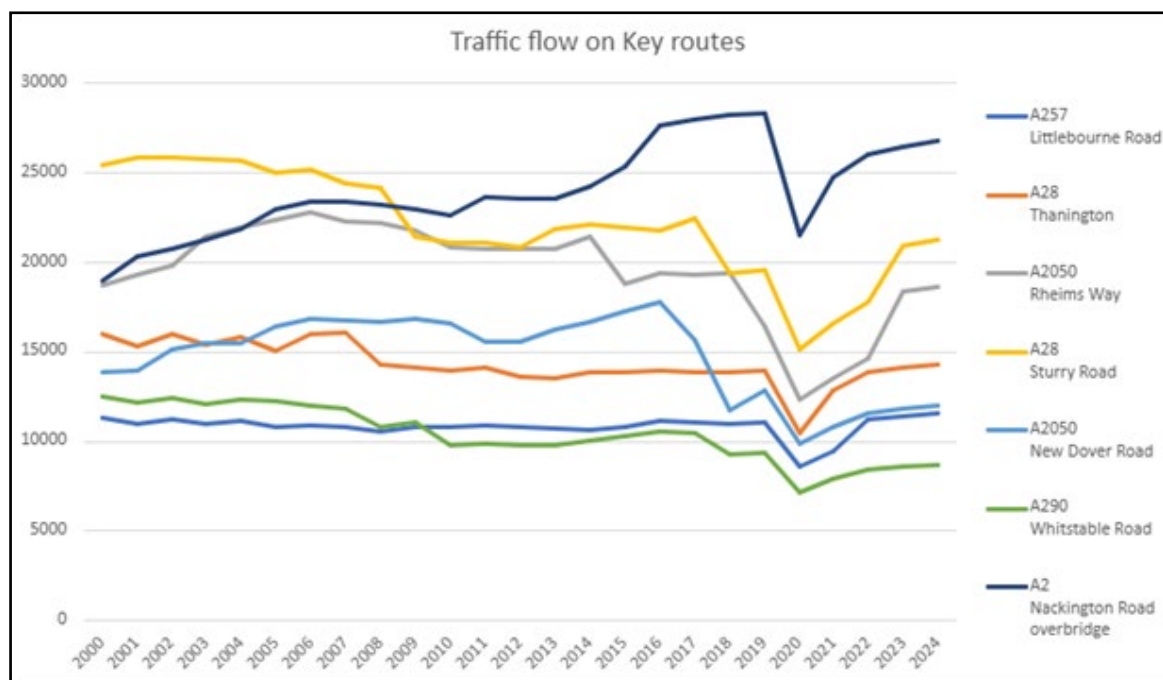
The Canterbury District Transport Strategy 2014-2031 was written to support the current Local Plan and was adopted in 2017. It set out targets for mode shift to accommodate planned growth up to 2031 and measures that would accomplish this, as summarised in Table 2.2.

Table 2.2 – Transport Strategy (2017) Mode Shift Targets

Mode Of Transport	2011 Census Mode Share Figures	2011 Mode Share	2031 Target mode share	% change
Driving a car or van	36080	55.0%	42.3%	-23.1%
On foot	9626	14.7%	18.0%	22.7%
Bicycle	1750	2.7%	4.0%	50%
Bus, minibus or coach	3197	4.9%	6.5%	33.4%
Train	3252	5.0%	6.5%	31.2%
Working mainly at home	7592	11.6%	14.0%	21%
Passenger in car or van	3106	4.7%	6.5%	37.3%
Other	1017	1.5%	2.2%	42%
Total	65620	100.0%	100%	

Figure 2.1 shows flows of traffic per day on key routes into the city. It can be seen that traffic flows have fallen steadily since approximately 2005 with the exception of A2 Canterbury bypass where traffic flows have increased by 40%.

Figure 2.1 – Traffic Flow on Key Routes into Canterbury City Centre



Traffic flows are AADT: 24 hour two way flows using DfT data up to 2024

The data is taken from the Department for Transport national traffic counts.

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

New Transport Strategy Development

This transport strategy has been developed to support the Regulation 19 draft Local Plan 2026, aiming to unlock further growth in the district without significant new road building. The strategy proposes to facilitate the delivery of an enhanced sustainable transport network with a focus on district-wide public transport and low-carbon travel to improve air quality and people's health, while ensuring excellent access to city and town centres on foot, cycle and by public transport.

A previous version of this strategy was consulted on in 2024.

- Overall, roughly two thirds of respondents supported the aims of the Transport Strategy primarily due to its potential positive impact on the environment and public health. Others were in favour of promoting active travel options such as walking and cycling to reduce car dependency.
- Most respondents agree with the strategy's proposed hierarchy of transport modes, stating that it would help decrease dependency on cars, alleviate traffic congestion, and promote more sustainable forms of transportation.
- Proposals to invest in bus services were favoured by over two thirds of respondents with some expressing doubt about the practicality of this. The same can be said for proposals to

improve active travel and rail facilities where calls to improve infrastructure, such as high-quality cycle parking hubs and safer travel facilities were noted.

- Over half of respondents support the principles of increasing Park & Ride capacity to decrease traffic congestion in the city centre.
- Respondents felt that before proposed timescales can be deemed reasonable, other measures should be prioritised or implemented first.
- Alternative suggestions such as strategic urban planning and development to manage traffic were cited; including, the creation of bypasses and decentralising development. Others called for improvements to public transportation, such as more frequent services, extended routes, and better facilities.
- The Bus Strategy received supportive comments from respondents, with a higher volume of comments advocating for enhanced bus services in rural areas to ensure residents in outlying areas of the district have access to transport.
- The Local Cycling and Walking Implementation Plan also saw comments expressing general approval with hopes for successful delivery. Some suggestions emphasised the importance of having connected, off-road cycle routes for better usability as well as others addressing the safety of cyclists and pedestrians. These comments highlighted specific incidents and proposed dedicated paths to prevent future accidents.

This updated strategy builds on the principles of the 2024 strategy and sets out a framework for its delivery.

Policy Context

National Policy Planning Framework

The NPPF 2025 states in Paragraph 109 that ‘transport issues should be considered from the earliest stages of plan-making and development proposals, using a vision-led approach to identify transport solutions that deliver well-designed, sustainable and popular places. This should involve:

- a) making transport considerations an important part of early engagement with local communities;
- b. ensuring patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places;
- c. understanding and addressing the potential impacts of development on transport networks;
- d. realising opportunities from existing or proposed transport infrastructure, and changing transport technology and usage – for example in relation to the scale, location or density of development that can be accommodated;
- e. identifying and pursuing opportunities to promote walking, cycling and public transport use; and
- f. identifying, assessing and taking into account the environmental impacts of traffic and transport infrastructure – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains.’

Paragraph 110 states that ‘The planning system should actively manage patterns of growth in support of these objectives. Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine

choice of transport modes. This can help to reduce congestion and emissions and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.’

Decarbonising Transport: A Better Greener Britain

The Government’s future transportation policy Decarbonising Transport: a better greener Britain was published in 2021 and sets commitments for decarbonising private and commercial road vehicles, in parallel with increasing the share of trips taken by public transport, cycling and walking.

Gear Change: A bold vision for cycling and walking

The government’s long-term walking and cycling plan Gear Change was published in 2020 and sets out the ambition for walking and cycling to be the natural choices for shorter journeys, or as part of a longer journey by 2040, transforming the role that walking and cycling play in England’s transport system, and making England a great walking and cycling nation. Active Travel England has the overall objective to enable achievement of the vision and are a statutory consultee on major planning applications to ensure that opportunities for active travel are fully exploited.

Bus Back Better

The government published its long-term strategy Bus Back Better in 2021 with the aim of making buses more frequent, reliable, affordable and accessible. The strategy seeks to reverse the decline in bus use, reduce car dependency, and ensure that buses play a central role in delivering greener, fairer, and more connected local communities.

National Highways

National Highways is responsible for England's motorways and major A roads. National Highways' policies on the effects of planned development on the strategic road network are set out in the Department for Transport Circular 1/22: Strategic Road Network and the delivery of sustainable development

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

Transport for the South East

Transport for the South East are the Sub-national Transport Body for the South East of England. Their latest Transport Strategy was published in 2025 and is underpinned by six key principles to plan a transport system that puts people and places, not vehicles, at the heart of the strategy:

- 'Vision and Validate: Instead of planning based on current travel trends, this approach envisions a desired future and creates the transport system to achieve it, focusing on long-term sustainability and resilience.
- Triple Access Planning: This principle expands accessibility by considering not only physical transport but also digital and social factors, ensuring a more inclusive and connected transport system.
- Movement and Place: Roads and streets are designed not only for efficient transport but also to enhance the surrounding areas, balancing the needs of movement with creating vibrant, liveable spaces.
- User Hierarchy: By prioritising pedestrians, cyclists, and public transport over cars, this principle promotes safer, more sustainable urban environments by designing infrastructure to reflect these priorities.
- Avoid – Shift – Improve: A strategy to reduce transport carbon emissions by avoiding unnecessary travel, shifting to lower-carbon transport modes, and improving the efficiency of remaining high-carbon modes.
- Environmental Net Gain: New transport developments should leave the environment better off than before by enhancing biodiversity, using sustainable design, and integrating green solutions into infrastructure projects.'

Kent County Council

Framing Kent's Future - Our Council Strategy 2022-2026

KCC's Local Transport Plan 5 was adopted in 2024 and sets out a plan to improve the health, wellbeing, and economic prosperity of lives in Kent by delivering a safe, reliable, efficient and affordable transport network across the county and as an international gateway.

A number of infrastructure projects are set out to realise the ambition of the plan, including the following in Canterbury District:

- A299 Thanet Way Chestfield access improvements
- Sturry Link Road over the railway and Great Stour at Sturry.
- Sturry Station enhancements including enhancing access for pedestrians and cyclists.
- Canterbury West station improvements including enhancing access for pedestrians and cyclists.
- Local rail services improvements: rail service improvements to the Canterbury to Dover and the Canterbury to Faversham line.
- A2 South Canterbury improved access to the A2 from south Canterbury.

Kent Walking and Cycling Infrastructure Plan

The KCC Local Cycling and Walking Infrastructure Plan was published in 2024. It sets out the county council's priorities for improving walking and cycling facilities in broad areas and corridors across the county. It is designed to develop urban and interurban connections across Kent and sets out short, medium and long term high level improvements. Key cycle routes identified in Canterbury District include Canterbury to Birchington, Canterbury to Sandwich, Canterbury to Dover, and Canterbury to Folkestone.

Vision Zero – The Road Safety Strategy for Kent
KCC's Road Safety Strategy was published in 2021 and it's aims include that by 2050 there will be zero, or as close as possible, road fatalities or life-changing injuries on Kent roads and that walking and cycling is a safe and easy choice.

The Kent and Medway Low Emissions Strategy

In Kent and Medway the main cause of poor air quality and the largest source of carbon emissions is pollution from road vehicles. The Kent and Medway Low Emissions Strategy was published in 2020 sets out the aims and actions for net zero emissions by 2050. Priorities include achieving safe and effective transport networks.

Canterbury City Council Corporate Plan 2024 - 2028

The Corporate Plan commits the Council to being greener, fairer, better and stronger. The draft Transport Strategy supports this by encouraging and enabling sustainable green transport options for all, including to improve use of Park and Ride.

Transport Strategy Vision

Approach to Transport Planning

The Canterbury District Transport Strategy adopts a “vision and validate” approach to transport planning. This marks a shift away from the historic “predict and provide” model, which relied on forecasting traffic growth and expanding road capacity to meet projected demand. Instead, a “vision and validate” approach begins by defining a clear aspirational vision for future transportation, one that prioritises sustainable, inclusive, and low-carbon transport modes. Measurable targets are used to validate progress to achieving the vision and whether additional measures are required to help achieve it – this is known as a “monitor and manage” framework.

This approach to transport planning is embedded in the NPPF 2024 with paragraph 109 stating that “Transport issues should be considered from the earliest stages of plan making and development proposals using a vision led approach to identify well designed, sustainable and popular places.

Kent County Council’s Local Transport Plan 5 states they ‘will deliver with district planning authorities

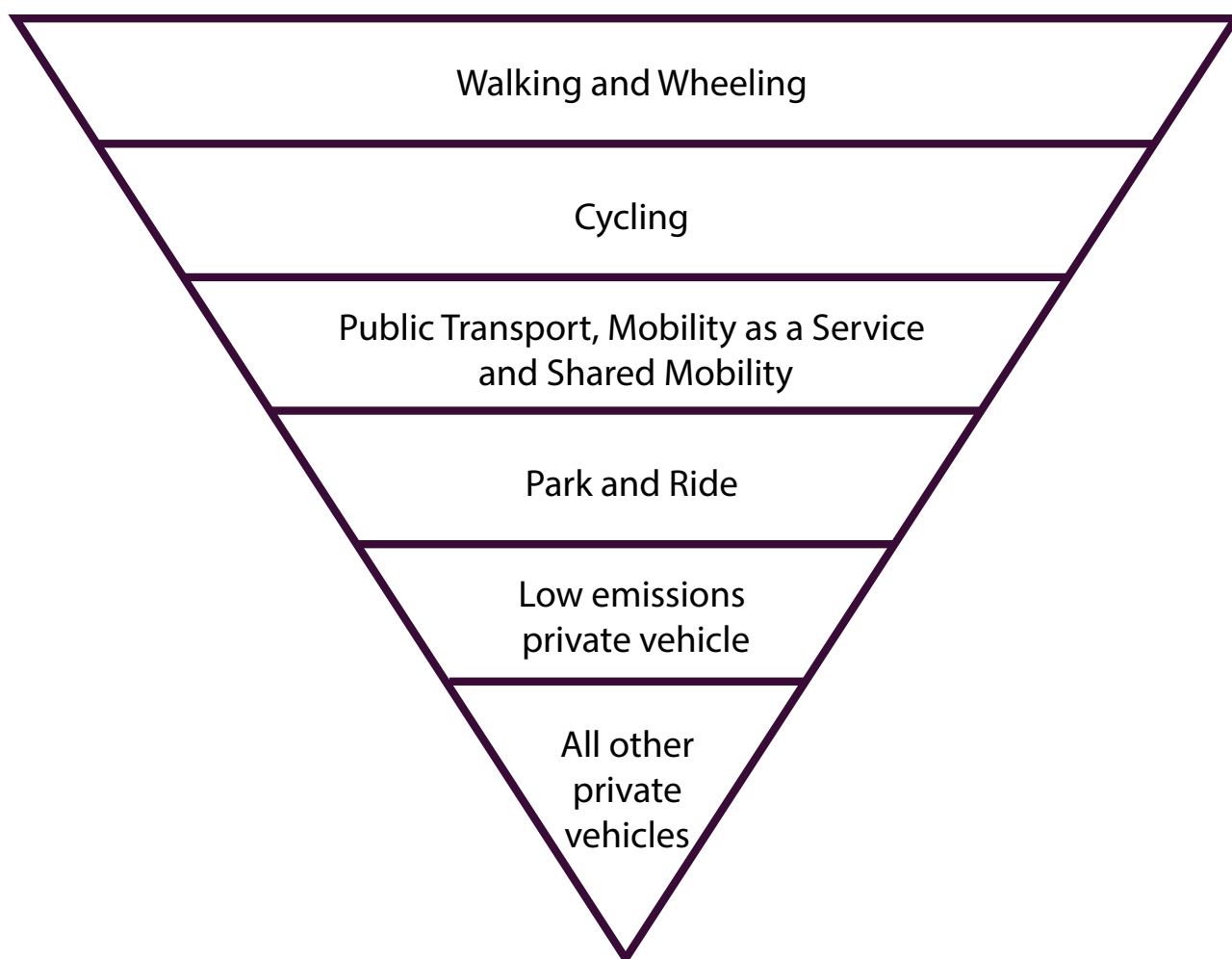
a “decide and provide” (also known as “vision and validate”) approach to planning and site development.’ Similarly, in DfT Circular 01/2022 it’s set out that National Highways will support local authorities in achieving a “vision and validate” approach.

To enable a “monitor and manage” framework, it is proposed that roadside sensors will be installed which will give continuous real-time information on the volumes of all modes of transport on the highway network. This will set an accurate benchmark and will enable monitoring of traffic flows as well as the effects of any proposed interventions.

Movement Hierarchy

Local Plan policy (DS14) sets out the movement hierarchy in Figure 4.1, seeks to prioritise active and sustainable travel options in all new developments, to minimise additional trips made by private vehicle, contribute to improvements in air quality and carbon emissions and support active and healthy lifestyles. This supports the “vision and validate” approach and all new development is required to prioritise transport modes based on the hierarchy.

Figure 4.1 – Movement Hierarchy



Vision and Principles

The vision of the Transport Strategy is that by 2042 more journeys in the district will be made by sustainable transport than by the private car and that every person who needs to travel has access to a sustainable mode of transportation.

This vision is in line with national policies and will support our declaration to tackle climate change. Delivery of the transport strategy vision is based on the following key principles:

- New strategic development sites will be required to maximise access to sustainable and active travel to reduce residual vehicular impacts on the road network.
- The council will invest in strategic active and sustainable travel infrastructure to deliver improvements existing communities.
- The investment in strategic sustainable transportation infrastructure will be matched by proportionate measures to manage the demand to use private cars (particularly for trips into the city centre).
- Specific development site highway resilience measures will be secured where necessary (including through monitor and manage).
- The council will introduce an early roll-out of effective transport monitoring technology and reporting against targets to develop evidence-based approach to future decision making.
- The council will set out an incremental and joined-up approach to delivering interventions, based on the pace of development and monitoring evidence.

- There will be clear mechanisms for a formal review of the Transport Strategy.

Travel Behaviour Change

The council has commissioned a report into travel behaviour change to gain insight into the additional soft measures that will be required to encourage people to consider mode switch.

The paper by Dr Susan Kenyon of Canterbury Christ Church University is included in Appendix 3.

It sets out the reasons why people may be unable or unwilling to change their travel behaviour and makes recommendations on measures that the council could adopt to encourage mode shift:

Deepen understanding of the willingness and ability of travellers to change their mode of transport by using existing geo-demographic data and adding to this with travel questions in residents' surveys and surveying focus groups.

Begin a positive travel marketing campaign as soon as possible.

Continue to work in partnership with businesses, hospitals, schools, universities and other organisations that generate travel; and with residents' groups.

Continue to work with developers, to support the development of sustainable transport habits at new developments.

Local Plan Growth

District Growth Strategy

The new Local Plan proposes the Canterbury Urban Area as the principle focus for development in the district. The Whitstable and Herne Bay Urban Areas are the secondary focus where development will be principally driven by the need for new infrastructure including schools and improved transport connectivity. Focusing growth at the urban areas, and at Canterbury in particular, presents the greatest opportunities to plan for a switch to sustainable transport.

In the rural areas, a proportionate amount of development is proposed at Rural Service Centres (Bridge, Chartham, Hersden, Littlebourne and Sturry). These are sustainable settlements, where residents can meet most of their needs within the settlement itself, and sustainable transport links are already available.

A more limited amount of growth is proposed at Local Service Centres, where suitable sites are available, at a suitable scale which supports the function of the settlement. No residential development is allocated in the countryside.

New development is expected to be exemplary at designing for and promoting sustainable transportation links. Proposals are required to align

with the movement hierarchy and prioritise active and sustainable travel options to minimise travel made by private vehicles.

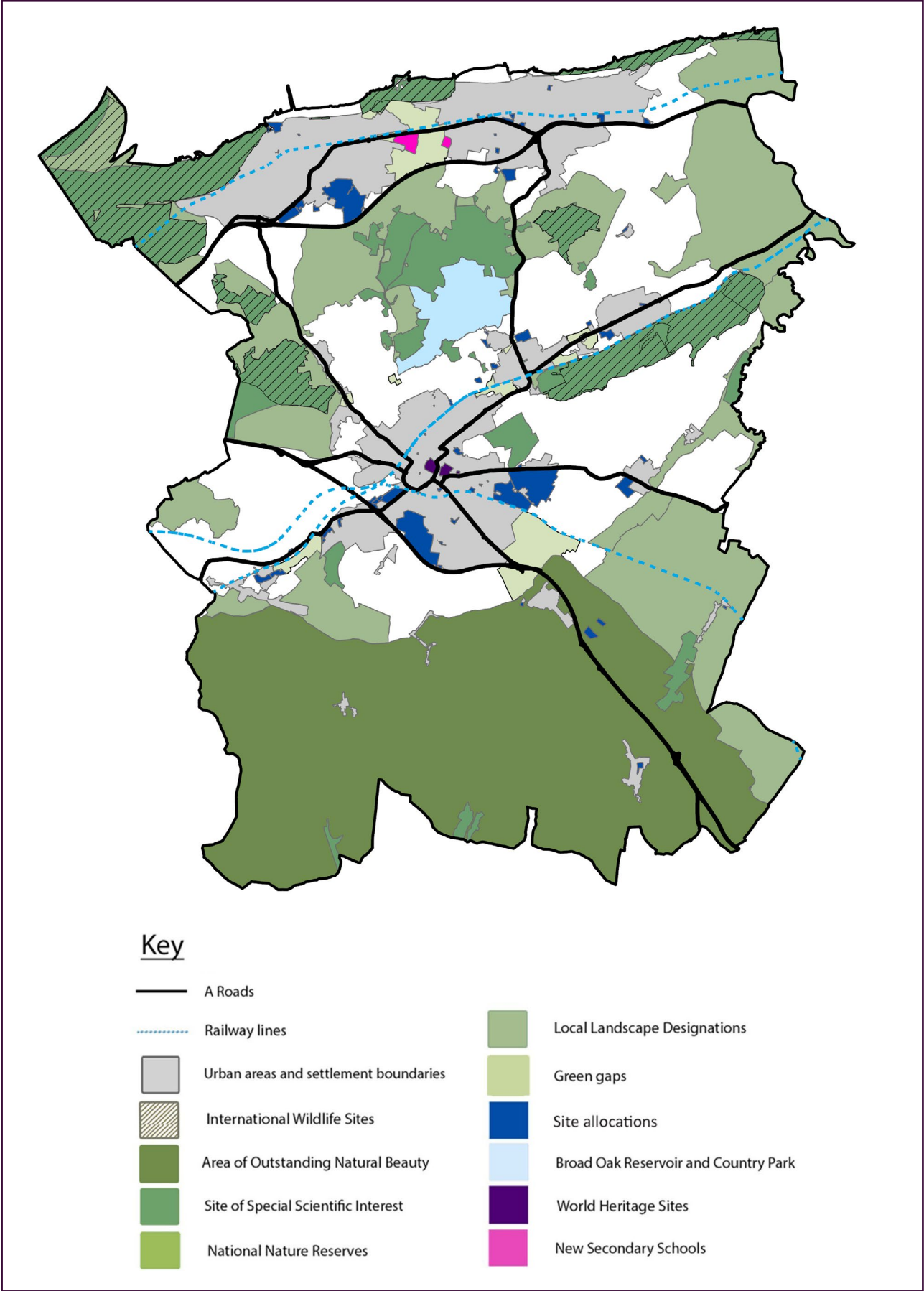
A new connectivity tool from the Department for Transport is available and can be used to check the relative suitability of sites at an early stage. It is not felt appropriate to use at this stage of the development of the transport strategy.

New strategic sites will provide services and community facilities within the development itself, so that people can meet most of their daily needs without having to travel elsewhere. This will help reduce unnecessary car journeys and support walking, wheeling, cycling, and public transport use.

Strategic development sites will also be required to provide mobility hubs to maximise opportunities for alternative and innovative travel options from the site such as through e-scooter (if made legal on the public highway), cycle hire, parcel collection lockers, shared transport services and car clubs.

The requirements for each individual site are set out in Local Plan policies, and the requirements of strategic sites are discussed below. Figure 5.1 shows the proposed Local Plan allocated sites.

Figure 5.1 – Proposed Local Plan development sites



South West Canterbury

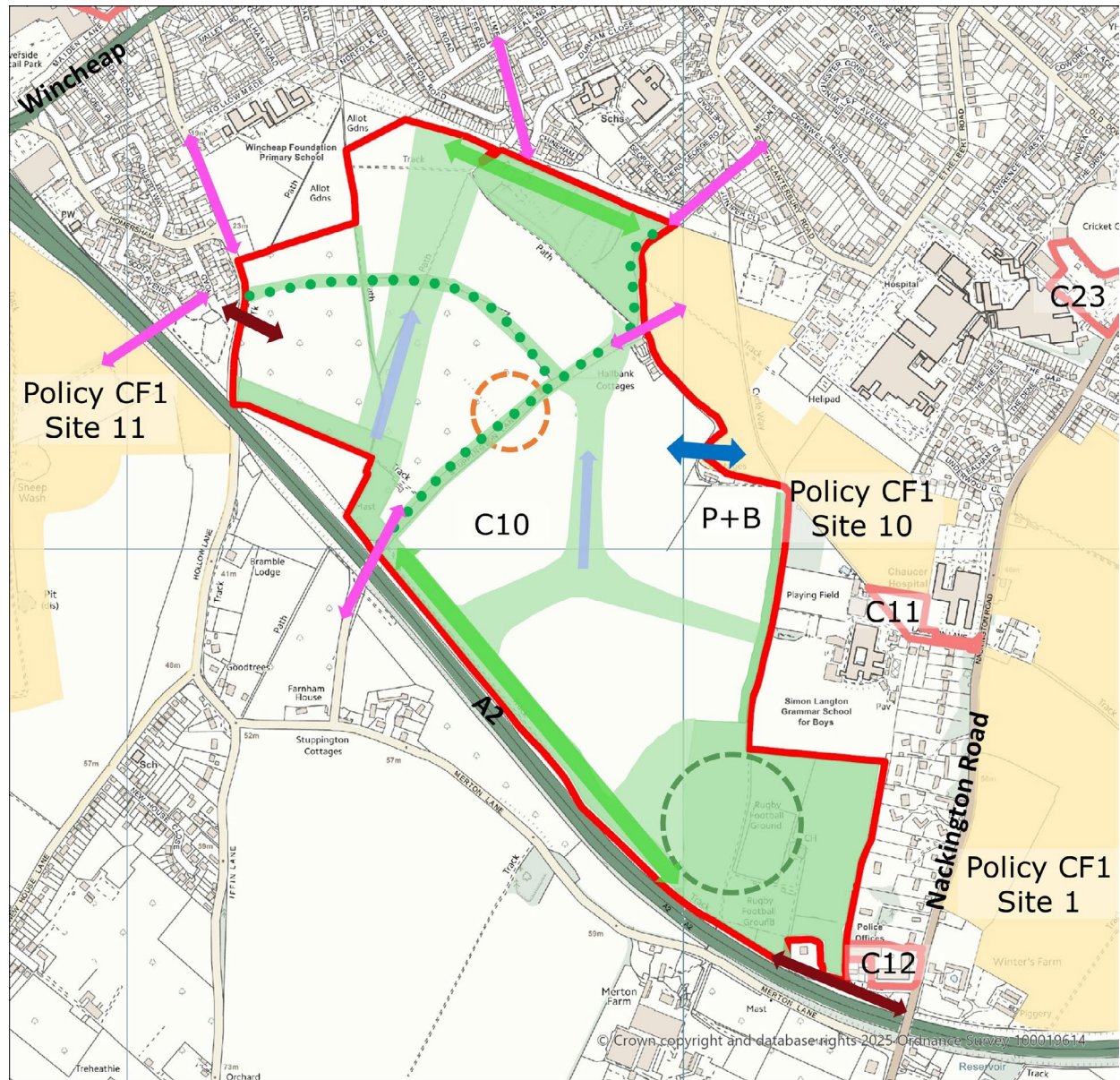
In south west Canterbury Land at Merton Park is allocated for 1,930 dwellings. The site is set in a highly sustainable and accessible location and will deliver a suite of improvements to encourage active travel, including upgrades to Hollow Lane, Lime Kiln Road, Stuppington Lane, South Canterbury Road and Nunnery Fields. Improvements at Wincheap Roundabout and Riding Gate Roundabout will facilitate safe and convenient pedestrian and cycle access to the city centre.

Pedestrian and cycle routes through the development will improve connectivity between the Kent and Canterbury Hospital, secondary schools and the Wincheap and Thanington areas benefiting new and existing residents.

The site is located adjacent to Site 10: Ridlands Farm in the adopted Local Plan which will deliver the fast bus link between South Canterbury and the city centre. The Merton Park development will connect to this link and provide bus connections through the site (including bus priority measures), connecting Wincheap, the Kent and Canterbury Hospital and the city centre thereby improving bus connectivity for the wider area. A park and bus facility is also proposed, accessed from Nackington Road, to intercept traffic on the B2068 and alleviate pressures on the Nackington Road/ Old Dover Road junction.

The site is located within walking and cycling distance of Canterbury East railway station and will provide improved connectivity as well as additional cycle parking and station improvements to improve passenger flows.

Figure 5.2 – Land at Merton Park indicative concept masterplan



Key

- | | | | |
|---|--|---|--|
|  | Site boundary |  | Opportunities for walking/cycling connectivity |
|  | Other allocated sites |  | Vehicle access - indicative location |
|  | Carried Forward Local Plan 2017 Sites (Policy CF1) |  | Bus-only connection |
|  | Open space/biodiversity opportunities |  | Opportunities for green corridors |
|  | Active travel corridor |  | Key views |
|  | Sports hub |  | Community hub |
| | | P+B | Park and Bus site – indicative location |

East Canterbury

Two strategic sites are proposed in East Canterbury which together will deliver approximately 2380 homes. This site is adjacent to the eastern edge of the city and presents the opportunity to deliver new and improved walking and cycling connectivity benefiting new and existing communities.

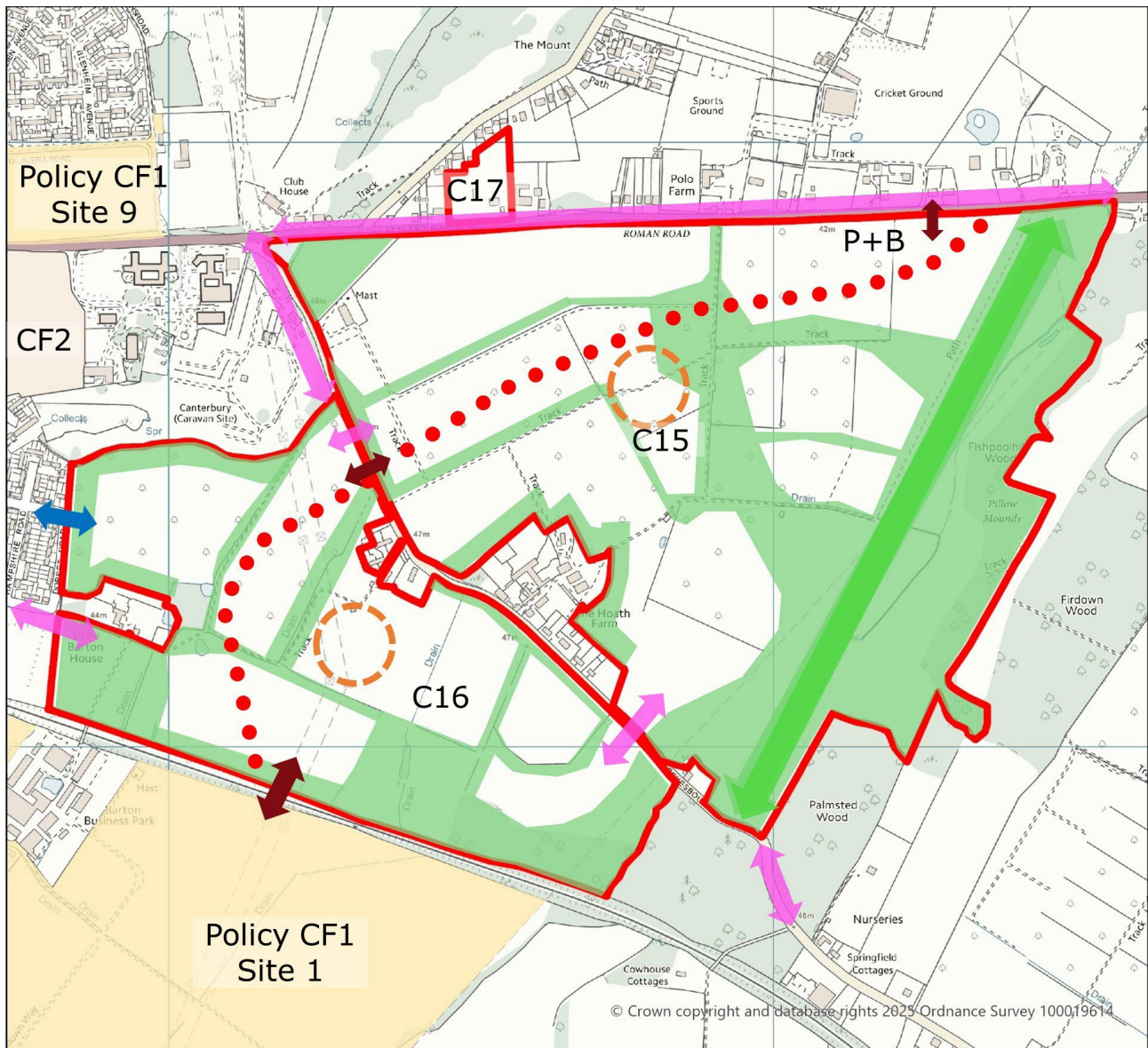
Enhancements to Spring Lane to create an active travel corridor will provide a direct route to the city centre and nearby schools for pedestrians and cyclists

The sites present the opportunity for a vehicle connection between the A257 and A2 at Bridge.

In addition to providing access to development sites, the link will help alleviate congestion on the city centre ring road, which will benefit new and existing bus routes. The bridge will provide an active travel link to south Canterbury, significantly improving permeability for pedestrians and cyclists in this part of the city.

A new park and bus site will be provided adjacent to the A257 which will help intercept traffic heading to the city centre. A new bus route through the site, bus priority measures and infrastructure upgrades, including on Littlebourne Road will also help to improve bus connectivity in the wider area.

Figure 5.3 – East Canterbury indicative concept masterplan



Key

- | | | | |
|--|--|------------|--|
| | Site boundary | | Opportunities for walking/cycling connectivity |
| | Other allocated sites | | Vehicle access - indicative location |
| | Community hub | | Opportunities for green / blue infrastructure |
| | Carried Forward Local Plan 2017 Sites (Policy CF1) | | Bus-only connection |
| | Open space/biodiversity opportunities | | Link Road (indicative) |
| | Carried Forward 2017 Housing Allocations (CF2) | P+B | Park and Bus site – indicative location |

South Whitstable

New Local Plan growth in Whitstable is focused where it can unlock opportunities for significant infrastructure investment, this is principally in a new strategic development area at South Whitstable.

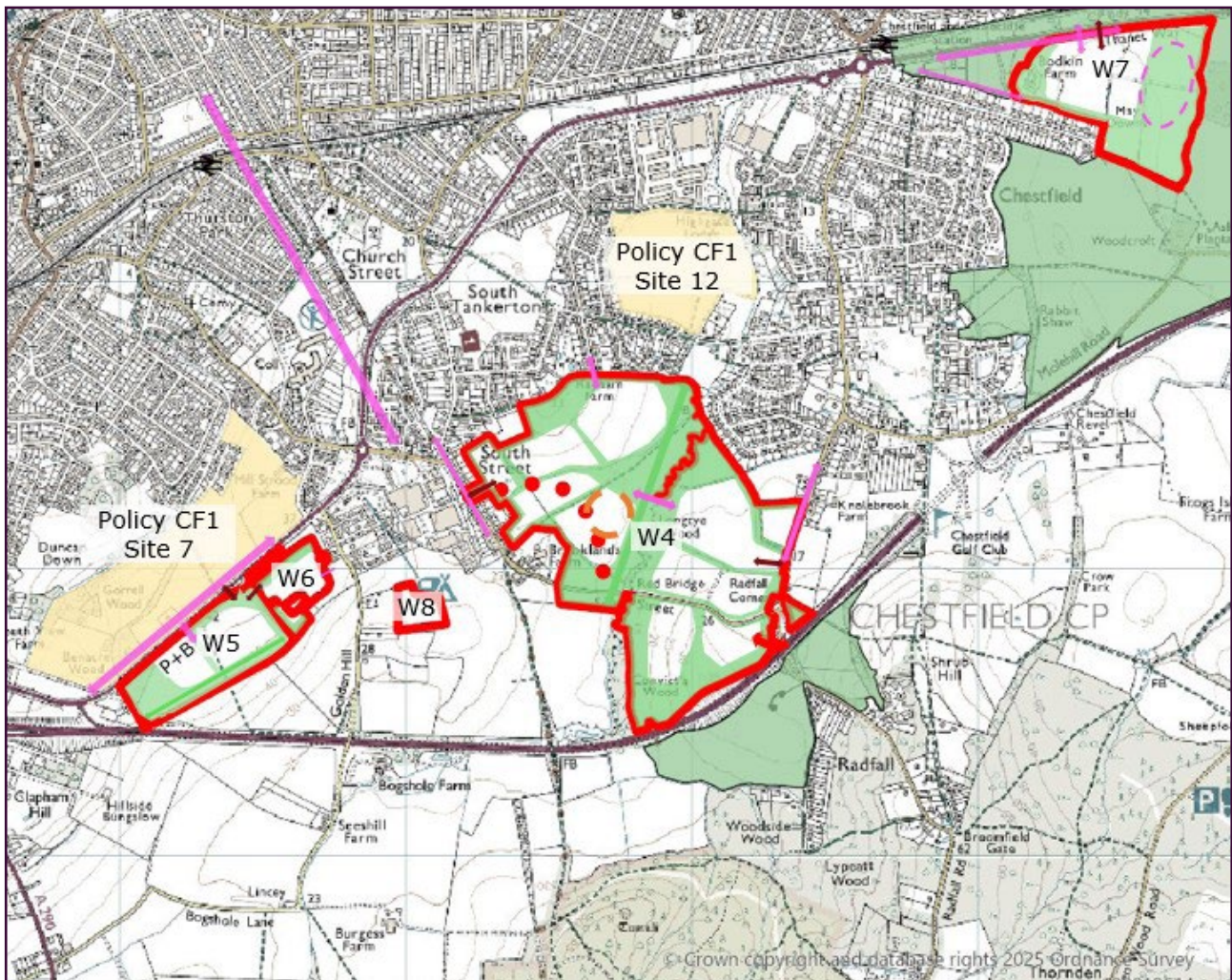
Land at Brooklands Farm is proposed for 1,400 dwellings and provides the opportunity for a new bus route linking the development and south Whitstable to the surrounding area. The site will deliver improvements to the Crab & Winkle Way which will enable an attractive and mainly traffic free continuous cycle and walking route to the town centre and harbour which will benefit new and existing residents.

Land at Brooklands Farm will also deliver a new junction to the A299 to include east-facing slip roads. This will improve queuing and congestion at the A299/ Long Reach interchange and will provide direct access to the development. South Street will be realigned through the development which will provide opportunities for improved bus connectivity.

Whitstable town centre suffers from congestion and residents struggle to be able to park, particularly when the town is busy in the summer months. Land South of Thanet Way is proposed for 220 dwellings as well as a Whitstable Park and Bus site. This will operate on a slightly different model to the park & ride sites at Canterbury. The car parking will be free and scheduled buses operating through the Whitstable Heights development will stop in a new bus stop on the Thanet Way. Passengers will then pay on the bus. A bus- gate will be provided by the Whitstable Heights development which will give the bus a priority route and enable time savings. Alternatively, people will be able to cycle into the town centre as the new park & bus site is close to the Crab & Winkle cycle route to the harbour.

The sites in South Whitstable will also provide upgrades to Whitstable and Chestfield & Swalecliffe rail stations including facilities for cycle parking and passenger flows.

Figure 5.4 – South Whitstable Strategic Development Area indicative concept masterplan



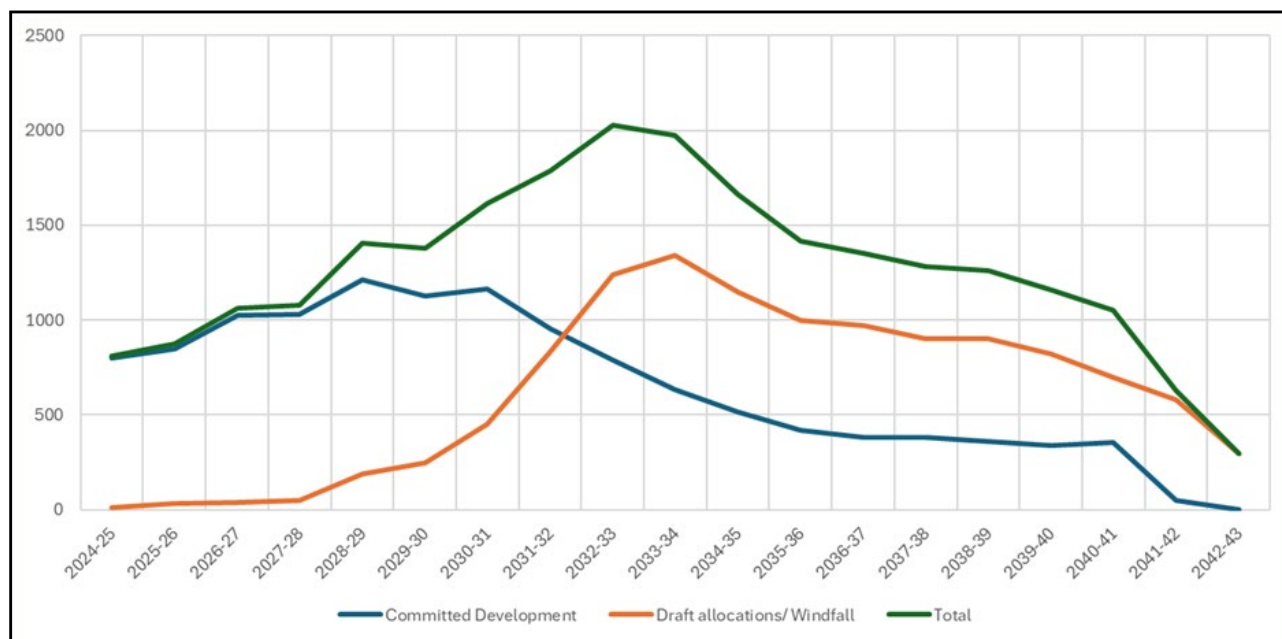
Key	
	Site boundary
	Other allocated sites
	Carried Forward 2017 Strategic Site Allocations (CF1)
	Open space/biodiversity opportunities
	Proposed Green Gap
P+B	Park and Bus site – indicative location
	Railway station
	Opportunity for new junction off A299
	Vehicle access - indicative location
	Opportunities for walking/cycling connectivity
	Link road
	Community hub
	New Secondary School

Growth Trajectory

The projected delivery of housing growth across the Local Plan period to 2042/43 is shown in Figure 5.5. In the first five years of the plan, the growth predominantly comes from sites in the adopted Local Plan or with planning permission and

appropriate transport infrastructure improvement have already been secured for these sites. In the middle and later years of the plan, higher levels of growth are expected from the new Local Plan with a large proportion of growth from the strategic development sites.

Figure 5.5 – Canterbury District Housing Trajectory



Local Plan Modelling

Transport modelling has been commissioned to predict the effects of additional Local Plan growth and proposed highway mitigation and transport strategy vision.

The modelling has considered 4 potential development scenarios to a horizon year of 2042 as follows:

- Future baseline forecasts traffic growth with no adopted local plan and no committed mitigation schemes,
- DS1 forecasts traffic growth with development allocations as set out in the local plan, with highway infrastructure but no mode shift,
- DS2 forecasts traffic growth with development allocations as set out in the local plan, with highway infrastructure, sustainable transport

interventions and a 10% reduction in car trips across the district,

- DS3 forecasts traffic growth with development allocations as set out in the local plan, with highway infrastructure, sustainable transport interventions and a 20% reduction in car trips across the district.

The modelling is strategic testing of forecast local plan growth; it is not intended to determine site-specific access or junction acceptability, and it does not replace future, more localised Transport Assessments or detailed mitigation design.

The model also cannot represent the dynamic changes that people make in their travel behaviour in response to congestion, so it reasonably represents a worst-case scenario, not a fixed future.

The outputs from the model are set out in the report Canterbury Forecast Report and

demonstrate that, although some junctions will remain congested, the vision of a mode switch to sustainable transport, supported by a reallocation of road space, will be achievable.

The model identifies potential hotspots in the horizon year as set out in the table below. These are indicative and will be the starting point for further work to identify potential mitigation.

Table 5.1 – Canterbury District Model Forecast - Most Severely Affected Junctions AM Peak

Junction	
Future Baseline	Local Plan Growth + transport Strategy Measures (Do Something 3)
Brenley Corner (M2 J7)	Brenley Corner (M2 J7)
A2/ A28 Wincheap/ Thanington Interchange	A2/ A28 Wincheap/ Thanington Interchange
A2050/ Palmars Cross Hill	A28/ A2 onslip westbound
A299/ A2990 on slip eastwards at Whitstable	A28 Wincheap/ Homersham
St Stephen's Hill/ Giles Lane	A2050/ Palmars Cross Hill
New Dover Road/ Old Dover Road	A257/ Stodmarsh Road
A28/ Bredlands Lane, Westbere	Old Dover Road/ St Lawrence Road
A2990/ Flamingo Drive, Herne Bay	St Dunstan's Street / Station Road West
New Dover Road/ access road to Mountfield	St Dunstan's' Street/ North Lane

Key junctions will be modelled in more detail to determine highway improvements that will be required to consider mitigating any forecast congestion.

Transport assessments will be required at planning application stage for large scale sites to understand localised impacts on the highway network and any other necessary mitigation measures for development to be considered acceptable.

All proposed developments will need to demonstrate that access to the sites by sustainable transport will be more convenient than by car, and all developments will need to contribute

to improvements in bus services and bus infrastructure on and off site.

Origin/ Destination plots

Using data from the model, heat maps of trip origins and destinations for the radial route approaches to Canterbury city and for Thanet Way have been produced and are available in the appendices to this report.

They will be used to determine the number of vehicular trips that could potentially switch to sustainable transport along each corridor and where improvements to sustainable transport would have the maximum effect.

Strategy Overview

Delivering the vision

Canterbury City Council and Kent County Council will work collaboratively to ensure the overall vision of the Transport Strategy is delivered.

To support the infrastructure being delivered by Local Plan development sites, a package of sustainable transport measures, demand management tools, and highway resilience schemes have been identified. The implementation of measures will follow the Transport Strategy principles, with sustainable measures

prioritised, accompanied by proportionate demand management schemes to encourage uptake.

Table 6.1 summarises the different measures which could be introduced over the period of the new Local Plan and Transport Strategy. It identifies the interventions that would be delivered over the early years of the plan, along with a non-exclusive “menu” of options that could be implemented in later years, based on the monitoring evidence.

Table 6.1 – Summary of Transport Strategy Measures

	Sustainable Transport	Demand Management	Highways Resilience
Short term	• Sturry Road bus lane • Wincheap gyratory • Increase in capacity to 900 spaces at Wincheap park & ride • Introduction of a city hopper bus service • Measures to allow buses to turn right from Downs Road to St Stephen's Hill to unlock alternative route to University • Electric Park & Ride buses • Walking and cycling improvements: • Extension of Riverside route to Sturry, • Herne Bay to Canterbury off road route, Crab & Winkle off road route – extension to Whitstable harbour, • Canterbury to Littlebourne off road route (part). • Whitstable park & bus scheme	• Parking supply- a 10% reduction in city centre parking spaces • Parking charges – significant increase relative to Park & Ride • Parking standards – zero parking, off-plot parking and controls	• Sturry Link Road • Wincheap 4th slip • Howe Barracks link • Junction works for specific sites

	Sustainable Transport	Demand Management	Highways Resilience
Local Plan review to determine strategy for years 6-10: Monitoring to inform whether additional demand management measures are required.			
Medium term (potential measures)	• New Dover Road Park and Ride relocation and expansion to 1000 spaces • Bus frequency improvements • Walking and cycling improvements • Parking controls in new developments • Consideration of bus station capacity issues • Targeted ring road bus lanes • Rail measures	• Additional car park closures/reductions • Consider dynamic parking charges to target AM and PM peak • Modal filters • Clean Air Zone	• A2 Bridge Junction • Junction works for specific sites
Local Plan review to determine strategy for years 11-16: Monitoring to inform whether additional demand management measures and/or further highway resilience measures are required.			
Long term (potential measures)	• Full ring road bus lanes • Ring road signals • Potential new Park and Ride sites (hub sites) • Bus frequency improvements • Walking and cycling improvements • Parking controls in new developments • Rail measures	• Workplace parking charges • Last mile delivery network and controls	• Junction and link capacity improvements • New link capacity • Junction works for specific sites • Strategic site measures – East Canterbury link road from A257 to A2050

Years 1 to 5 (Short Term)

Limited growth from new development sites is expected in the early years of the new Local Plan, with most growth occurring around Whitstable which is outside of the constraints of the Stodmarsh SAC/SPA/ Ramsar catchment.

During this period, interventions will focus on improving sustainable and active travel infrastructure and managing demand, alongside the delivery of the committed highways schemes.

The installation of the monitoring technology will inform a review of the effectiveness of the measures, and a wider review of the Local Plan and Transport Strategy to determine the need to make adjustments.

Years 6 to 10 (Medium Term)

In the middle period of the plan, higher levels of growth would be expected from new development sites, including around Canterbury itself. Site specific sustainable transport improvements and highway resilience measures would be complemented by parking design and controls to minimise off-site impacts on the wider road network.

If the strategy is shown to be working, interventions would continue to focus on improving sustainable and active travel infrastructure alongside the implementation of additional demand management measures and highway resilience measures. Interventions would be targeted based on the evidence gathered through the early years of the plan.

However, the balance of the interventions taken forward for this period will be determined by a review of the Local Plan, informed by the monitoring evidence.

Years 11 to 15 (Long Term)

Towards the end of the plan period, new strategic site developments will be well underway and managing their own impacts through the monitor and manage approach.

The balance of the interventions taken forward for this period will be determined by a review of the Local Plan, informed by the monitoring evidence.

Sustainable Transport Measures

Active Travel

Active travel includes walking, wheeling and cycling and is the most efficient way of travelling short distances bringing health benefits without impacting on air quality or climate change. The rise in ownership of electric cycles makes this mode of transport more accessible and opens up the range of distances and potential destinations that can be reached by cycle.

Committed Schemes

A number of active travel improvements have already been secured through existing development commitments across the district. These enhancements are set out in Table 7.1 and are designed not only to support sustainable travel within new developments, but also to deliver wider benefits for existing communities by improving walking and cycling connections across the district.

Table 7.1 – Committed Active Travel Improvements

Development	Scheme	Delivery Timeframe
Site 1: South Canterbury	Improvements to Public Footpaths Improved cycle and walking routes to Bridge Cycle lanes on New Dover Road. Improvements to existing route to city centre via Langton Lane, South Canterbury Road and Nunnery Fields. Provision of cycle and pedestrian infrastructure improvements to existing route to city centre via Pilgrims Way, Spring Lane and Longport. Contraflow cycle lane on Dover Street	2030-35
Site 2: Sturry/ Broad Oak	Sturry Link Road with two-way cycle path and footway to avoid Sturry level crossing	2027-8
Site 5: Strode Farm	Cycle path at Bullockstone Road Footpath/ cycle links to Golf Club site Upgrading of Footpath CH23 for the purpose of accommodating shared pedestrian and cycle use	2023 2027
Site 6: Land at Greenhill	Works to improve/ extend the cycle network between the edge of the land and Eddington Lane	2026
Site 9: Howe Barracks	Upgrades to Public Right of Way CC30 to provide walking and cycle links from the site to Chaucer Road	2026-7
Site 11: Cockering Farm Thanington	Footpath/ cyclepath link in A2 underpass to Homersham	2027

Local Plan Growth

New development must prioritise walking and cycling in line with the movement hierarchy. The council will ensure that developers provide active travel links to and through new developments that are safe and secure and more convenient than driving. Where links are not on the highway we will require an agreed maintenance regime or commuted sum to cover this.

Table 7.2 sets out the key active travel proposals to be delivered by Local Plan site allocations that have been identified at this stage. Any further requirements will be determined through the planning application process.

- The Merton Park development in South West Canterbury will deliver a comprehensive package of active travel improvements. These include the creation of a new active travel corridor linking the adjacent Ridlands Farm site and Hollow Lane, as well as upgrades to Lime Kiln Road to improve access to Canterbury East railway station. Further
- enhancements to Stuppington Lane, South Canterbury Road, and Nunnery Fields will provide safer and more direct walking and cycling routes into the city centre. Key junctions at Wincheap Roundabout and Riding Gate Roundabout will also be improved to facilitate and convenient active travel access to the city centre.
- Development in East Canterbury, will upgrade Spring Lane to provide dedicated active travel corridor, offering a direct and safe route for pedestrians and cyclists travelling to the city centre and nearby schools. Additionally, a new bridge connection between the A257 and A2 at Bridge will include an active travel link to South Canterbury, improving connectivity to this part of the city.
- The Brooklands Farm development in South Whitstable will complete the Crab and Winkle Way cycle route, creating a largely traffic-free and continuous walking and cycling link between the development, the town centre, and the harbour.

Table 7.2 – Proposed Strategic Site Active Travel Improvements

Development Site	Scheme	Delivery Timeframe
C10 Merton Park	Active travel corridor linking Land at Ridlands Farm (Site 10, Policy CF1) and Hollow Lane	Medium to long term
C10 Merton Park	Upgrades to Lime Kiln Road to improve access to Canterbury East station	Medium to long term
C10 Merton Park	Upgrades to Stuppington Lane, South Canterbury Road and Nunnery Fields to improve access to the City Centre	Medium to long term
C10 Merton Park	Improvements at Wincheap Roundabout and Riding Gate Roundabout to facilitate safe and convenient pedestrian and cycle access to the city centre	Medium to long term
East Canterbury Strategic Development Area	Upgrades at Spring Lane to create an active travel corridor	Medium to long term
East Canterbury Strategic Development Area	Bridge to South Canterbury including a footway and cycleway.	Medium to long term
W4 Brooklands Farm	Completion of Crab and Winkle cycle route on railway embankment and on road to provide direct link to harbour	Medium to long term

Mobility Hubs

Strategic developments will be required to provide mobility hubs to include a range of sustainable transport options which are co-located to boost the convenience of multi-modal trips. They should include:

- A bus stop with real time information and bus shelter
- Interactive real time information boards for travel at the destination, and through ticketing options
- Cycle parking
- Cycle hire
- Car share as part of a car club
- Space for lift share cars and community car sharing
- Rapid EV charging

These will be complemented by similar facilities at key destinations such as city centre, bus station, railway stations and hospitals.

Wider Measures

The Local Cycling and Walking Implementation Plan (LCWIP) sets out proposed improvements to encourage active travel. Measures include:

- New off-road cycle routes
- New cycle routes, including locations where it would be possible to reallocate road space to create cycle routes on the carriageway
- New pedestrian/ cycle crossing places
- Additional pedestrian stages at traffic signals
- Dropped kerbs at pedestrian crossing places
- Redesigning junctions where possible to tighten the radii to make them easier to cross
- Additional cycle parking including lockers for both long and short stay secure parking
- Waymarking and pedestrian signposting
- Installation of benches on frequently used routes (where there is adequate footway width)
- Regular maintenance of footways and footpaths including cleaning and vegetation control

Additional opportunities for new cycle routes may arise and can be added to the LCWIP.

Cycle parking

To encourage a significant increase in cycling, as well as the cycle routes set out in the LCWIP, improved cycle parking will be provided. At present the majority of cycle parking is in the form of Sheffield stands which offer no weather protection and little security. The city council has begun a programme of the installation of robust cycle lockers in a mix of long-term rental and short-term usage as well as an increase in the number of Sheffield stands. Cycle lockers can be installed in car parks and when used for short stay parking can generate income to replace lost car parking income. Tool stations will be provided near to banks of lockers.

Cycle hire

Cycle hire schemes will be set up in Canterbury, Whitstable and Herne Bay which will facilitate trips between train stations, the bus station, the University of Kent, amenities, and residential areas for users who only need temporary use of a cycle, beginning with a scheme in Canterbury city centre where an operator has been appointed. These schemes will include the use of electric bikes wherever possible.

E-scooters

Canterbury was part of the national e scooter trial and ended the experiment after two years in November 2022. Other trials across the country are continuing until May 2028 to allow the Department for Transport to consider whether they should be permanently legalised. If they are legalised, either as part of a controlled rental scheme, or privately owned, they will be accommodated within the highway network.

Figure 7.1 – Proposed LCWIP cycle network

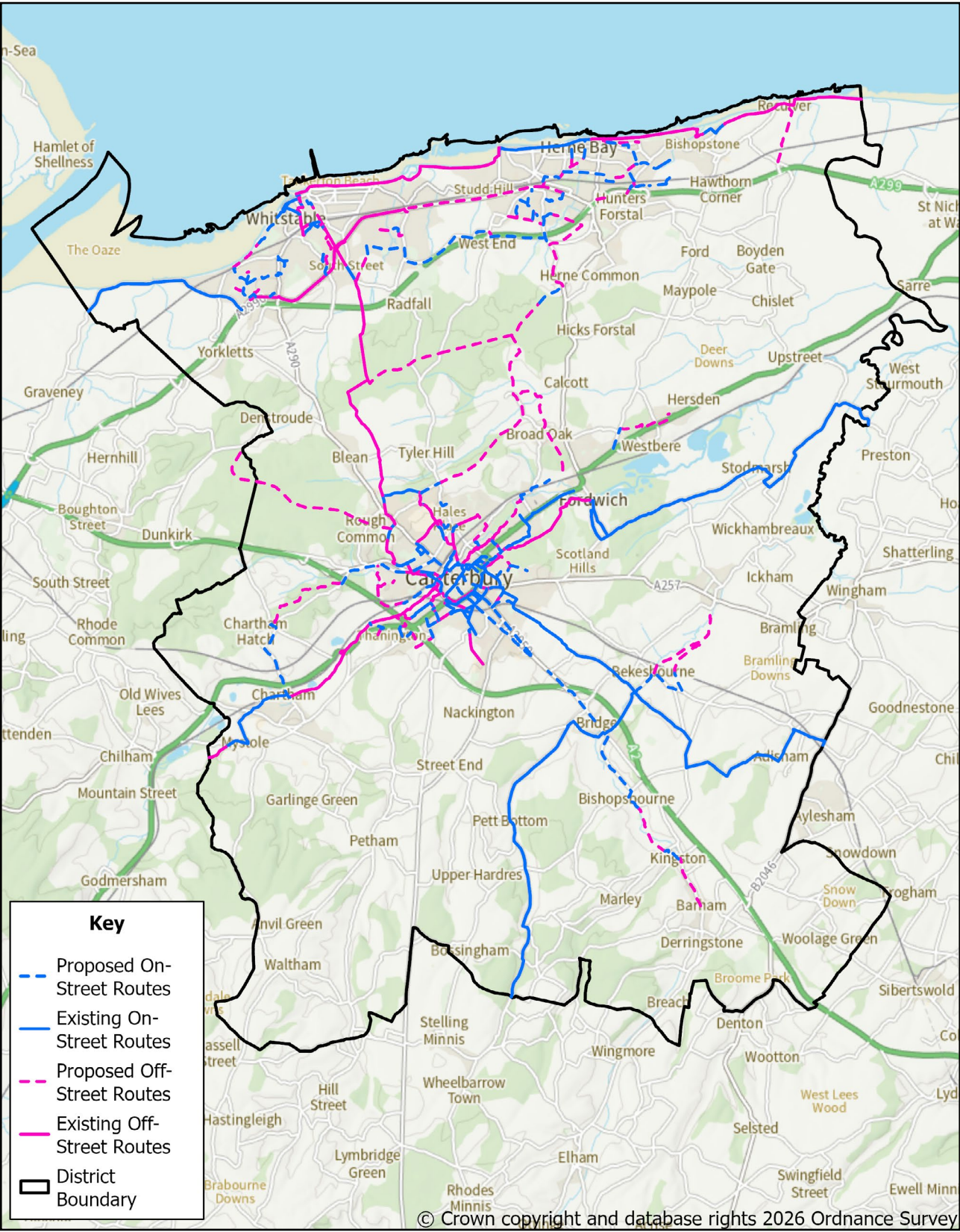


Figure 7.2 - Proposed road space reallocation schemes

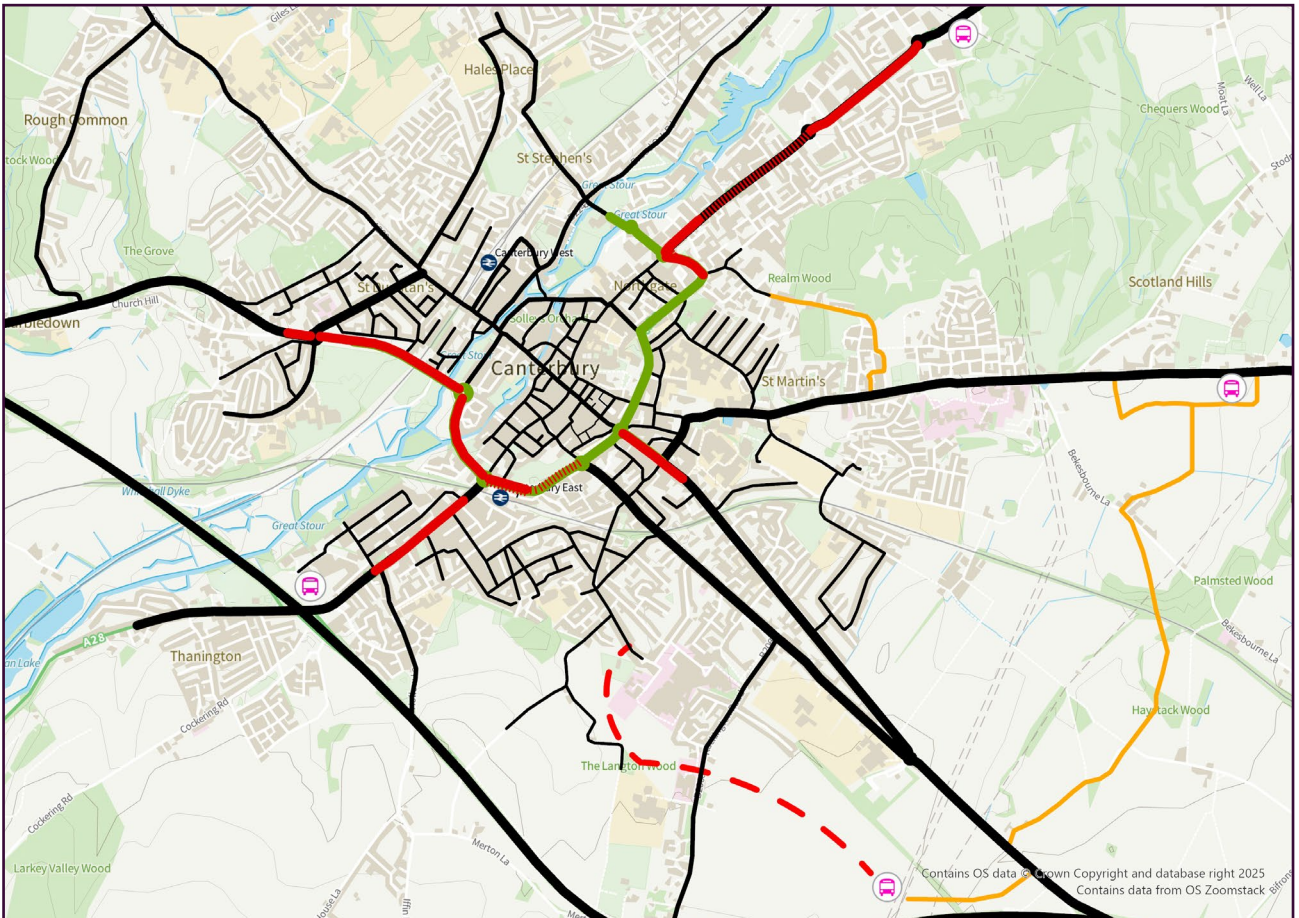


Figure 7.3 - Artist's impression of St George's Place showing reallocation of the highway to more sustainable modes of transport



Road space reallocation

At present, the ring road and its roundabouts create significant barriers to walking and cycling. Disconnected footways and restrictive guardrails force pedestrians to use subways, many of which lack comprehensive connections and are unsuitable for cyclists, who must dismount to use them legally. To address these issues, the council proposes to redesign of the ring road. This includes reallocating road space to create dedicated bus lanes and safe, continuous paths for pedestrians and cyclists, while replacing roundabouts with signal-controlled junctions.

These new junctions will feature pedestrian push buttons, advance stop lines for cyclists, and “all red” signal phases to allow safe diagonal crossings—though this is at the expense of efficiency for motor vehicles. To improve bus reliability, sensors will be installed to detect approaching buses and give them signal priority. There are junctions such as St Andrew’s Close and Station Road East that will need additional traffic signal control as the ability to U-turn at the roundabouts will have been removed.

Bus

From 2004 to 2014 the patronage of bus services in the Canterbury district increased by 10% per year resulting in a doubling of bus passengers over that 10 year period. This was considered to be a direct consequence of the implementation of bus lanes on the ring road and an increased frequency of buses on the network. The volume of passengers remained steady from 2014 until 2020 and is increasing again now, but has not fully recovered since Covid.

The government’s vision set out in its paper *Bus Back Better* is that bus services will be as good across the entire country as they are in London.

The Canterbury District Bus Action Plan sets out the vision for bus travel in the district and for the bus to be a key pillar of our local transport network: a transport option that is reliable, affordable, accessible, safe, integrated and which supports

new evolving travel patterns. The bus network will provide fast, frequent connections between the district’s key centres, deliver a level of service which provides a realistic alternative to the private car, including those in smaller settlements and new developments and support improved rural connectivity as part of a multi-modal offer.

The aims of the bus action plan are:

- Faster bus services within and between the district’s key centres
- A reliable bus network
- Enhanced accessibility and improved customer experience
- To provide a level of service to meet local need
- Reduction in the environmental impact of the bus network
- To ensure that the bus network provides an affordable transportation option
- To support the future growth of the bus network
- To expand the Park & Ride service

The bus action plan sets out the means by which these objectives can be achieved with a number of proposed interventions within the plan period to 2042/43. The measures will prioritise sustainable modes of transport which will allow for planned growth without increasing traffic flows and without compromising the climate change action plan.

Central to the approach are the new strategic development sites at South West Canterbury, East Canterbury and South Whitstable, which will provide new routes and bus priority infrastructure improving network accessibility for new and existing communities.

The bus action plan includes a target to at least double the bus mode share in the built-up areas of Canterbury, Herne Bay and Whitstable to achieve a 16% mode share.

Committed Schemes

A fastbus route will be provided by the South Canterbury development which will deliver a fast and frequent bus service from the development

to the city centre on a dedicated route. It has been designed to join the existing highway network at South Canterbury Road.

The Sturry link road will include a city-bound bus lane so that express bus services from Herne Bay can avoid the level crossing and any congestion on the approach to A28 Sturry Road

A number of other strategic sites from the adopted Local Plan have committed to providing financial contributions for the improvement of bus services to ensure the sites are well connected to local services and amenities. Some improvements include upgrades to bus stops and bus shelters to encourage use as well as the installation of new bus stops to improve access to existing bus routes.

Existing sites at Thanington Park and Cockering Farm are required to contribute to a 20 minute frequency service either by the extension of an existing or the provision of a new service.

The Whitstable Heights development is required to provide a bus-only link to St Luke's Close and

Saddleton Road to ensure that the development can be served conveniently by bus.

Local Plan Growth

The council will require developers to pay to provide bus routes to new developments or to increase the service if the development is already served by bus routes.

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

The plan at Figure 7.4 shows how future bus routes in the south Canterbury area to be secured through strategic developments will complement the existing bus network.

Figure 7.4 – Existing and Proposed routes in South Canterbury

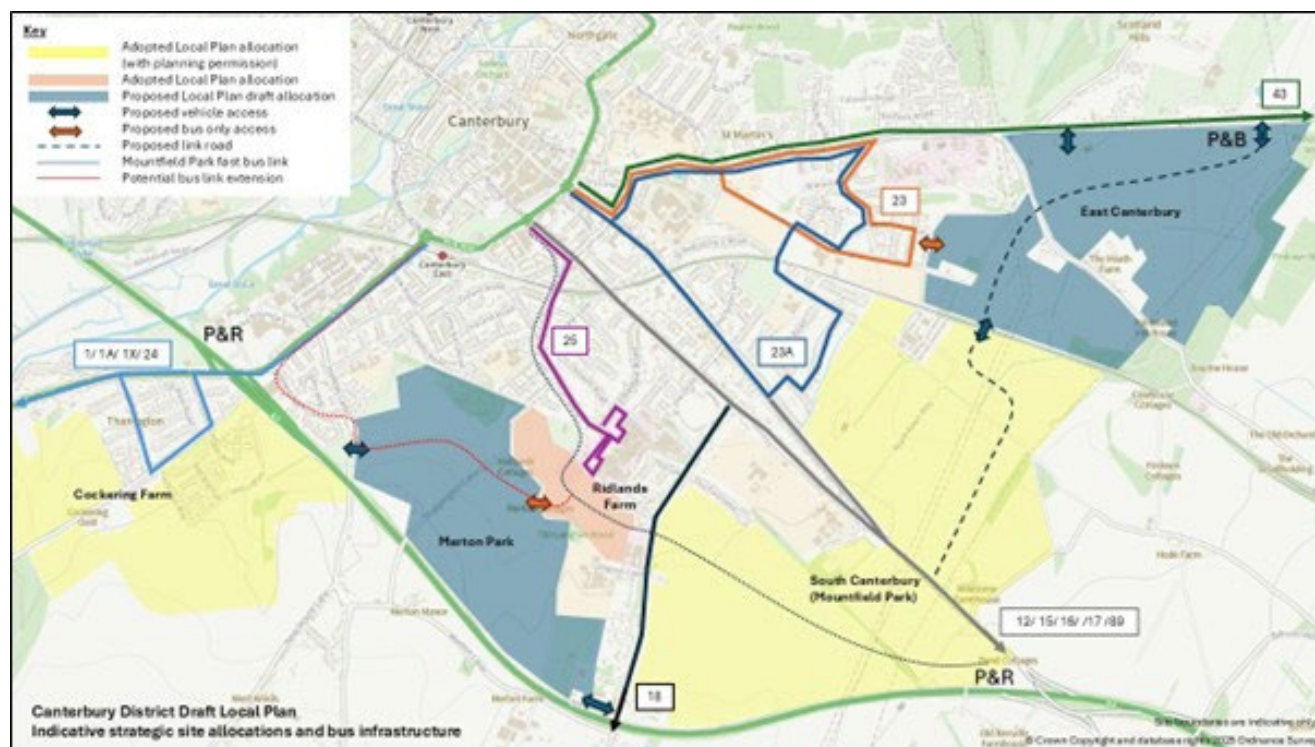


Figure 7.5 – Example of road-reallocation



Figure 7.6 – Example of a point closure



Wider Measures

The council will use funding that has been collected from developments through Community Infrastructure Levy to enhance the bus network and bus infrastructure if not directly related to a development to improve the service across the district.

Measures that have been identified are set out in the Bus Strategy and include:

Reallocation of Road Space

At present buses are caught up in the same queues of traffic as private vehicles on most of the city roads and cyclists are deterred from using the

radial roads and ring road because of the high volumes of traffic. To rebalance this we propose to create new bus lanes on the lengths of road that are currently dual carriageway by removing private vehicles from one lane. In some lengths of road where there are already bus lanes, we propose to remove one lane of private vehicle traffic to create high quality cycle lanes.

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

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

Some point closures or bus-gates at selected

locations in residential neighbourhoods may be needed to prevent the minor streets that form through routes from being used as bypasses to avoid the ring road.

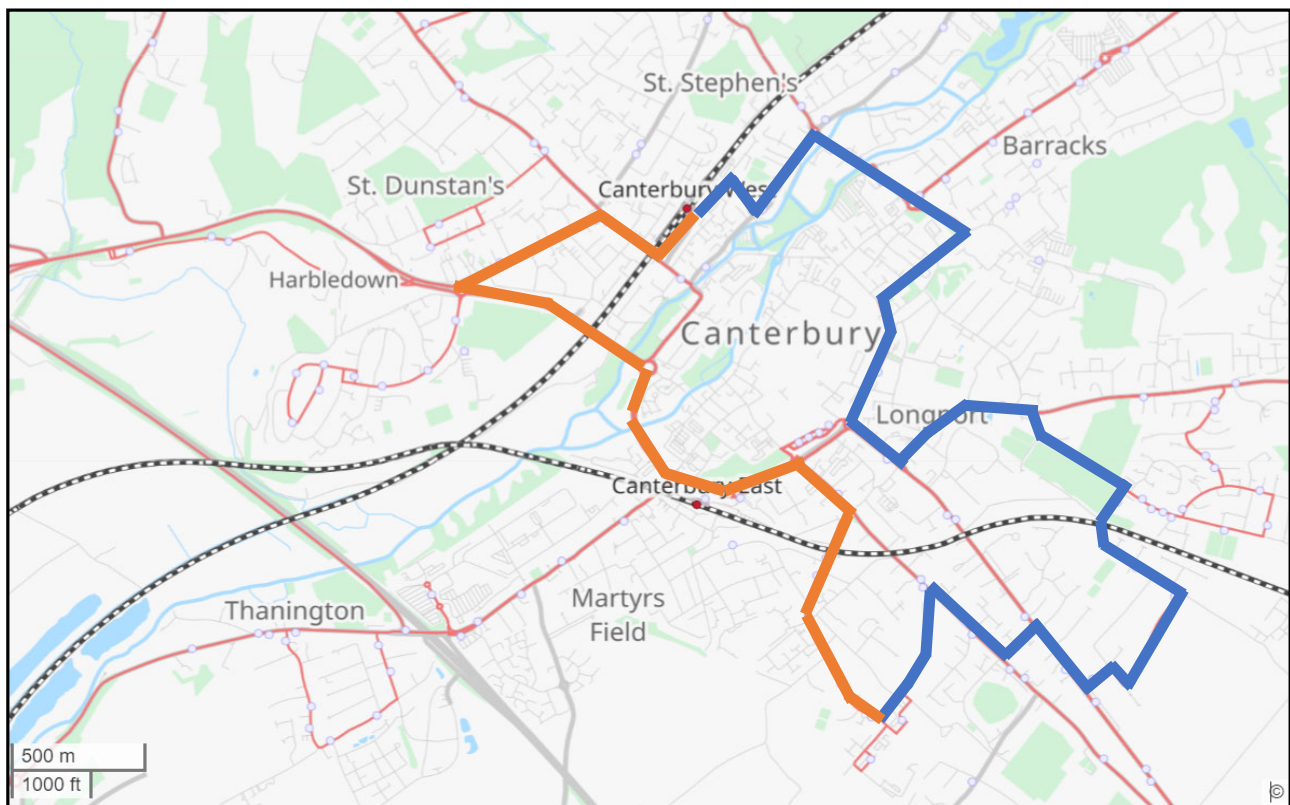
Ring road signalisation

This involves the removal of the ring road roundabouts and replacement with traffic signal junctions with bus priority detectors on the approaches

City-wide hopper bus services

These provide bus loops around the city enabling passengers to avoid changing buses at the bus station, running at frequent intervals for a modest flat fare. An example of two routes is shown in Figure 7.7 below, but could incorporate other areas of the city or other key destinations

Figure 7.7 Example of city hopper services



Improvements to Rural bus services

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

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

Demand Responsive Transport

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

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

Bus Stop Improvements

Improvements to bus stops will make the bus a more appealing choice if a high- quality bus shelter is present with a legible and current timetable and a bus stop clearway to enable the bus to pull up to the kerb. Quality audits of bus stops will be undertaken so that they can be upgraded.

Zero emission buses

Although the majority of the current fleet is compliant with Euro 6 standards, the council will work with KCC and operators to encourage the use of zero emission buses and will explore grant funding opportunities for this.

Assessment of demand for a park & bus service on the A290 corridor

This would give greater flexibility of mode choice to residents in the rural areas of Whitstable who are currently remote from a bus service.

Whitstable park & bus on A2990

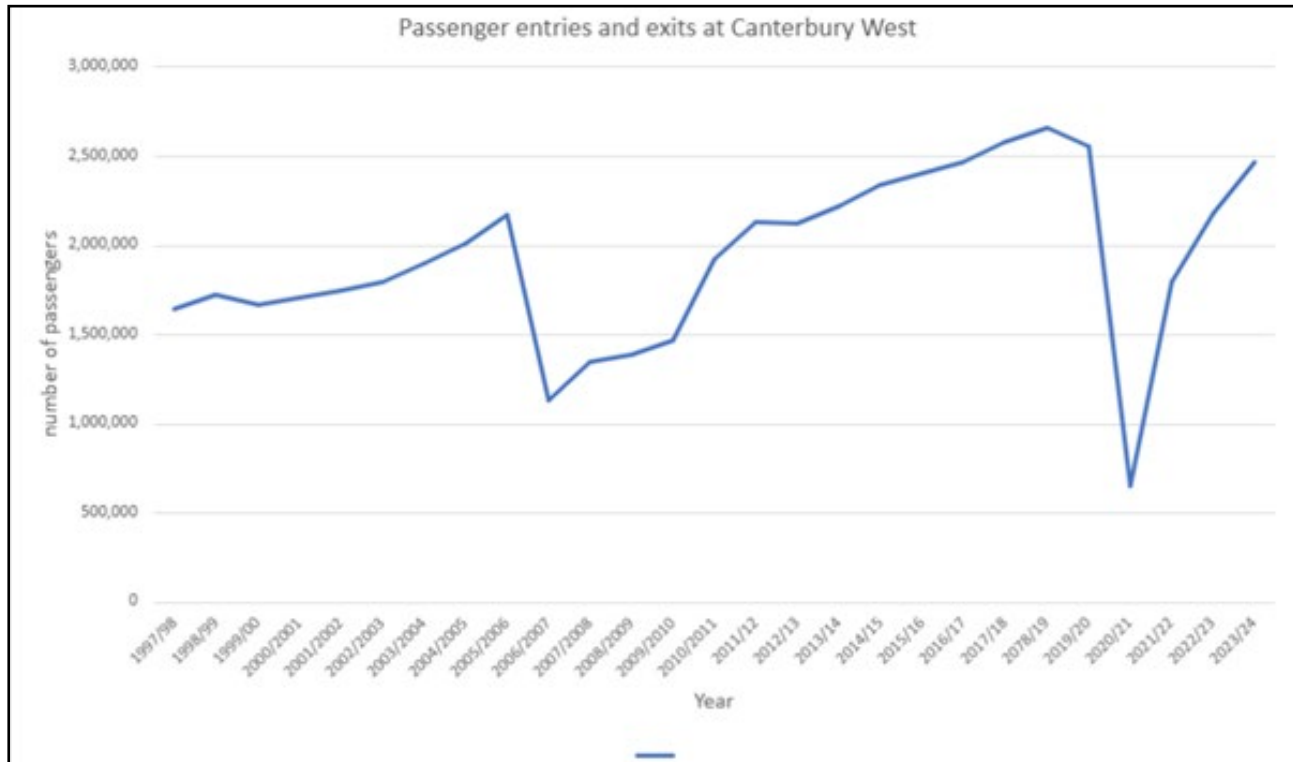
The land required for a park & bus scheme has been included in the strategic development to the south of Thanet Way.

Rail

The rail network in the district enables east- west connections via Canterbury West, and connections to the south via Canterbury East. The coast is linked via stations at Whitstable, Swalecliffe and Herne Bay. Together with the longer distance trips rail travel accounted for 5% of journey to work travel in 2011 but this had dropped to 2.3% in the 2021 census and has also not fully recovered to pre-Covid levels. The most heavily used station in the district is Canterbury West with 2464,836 entries and exits in the year up to March 2024, with the most popular origin or destination station being London, St Pancras.

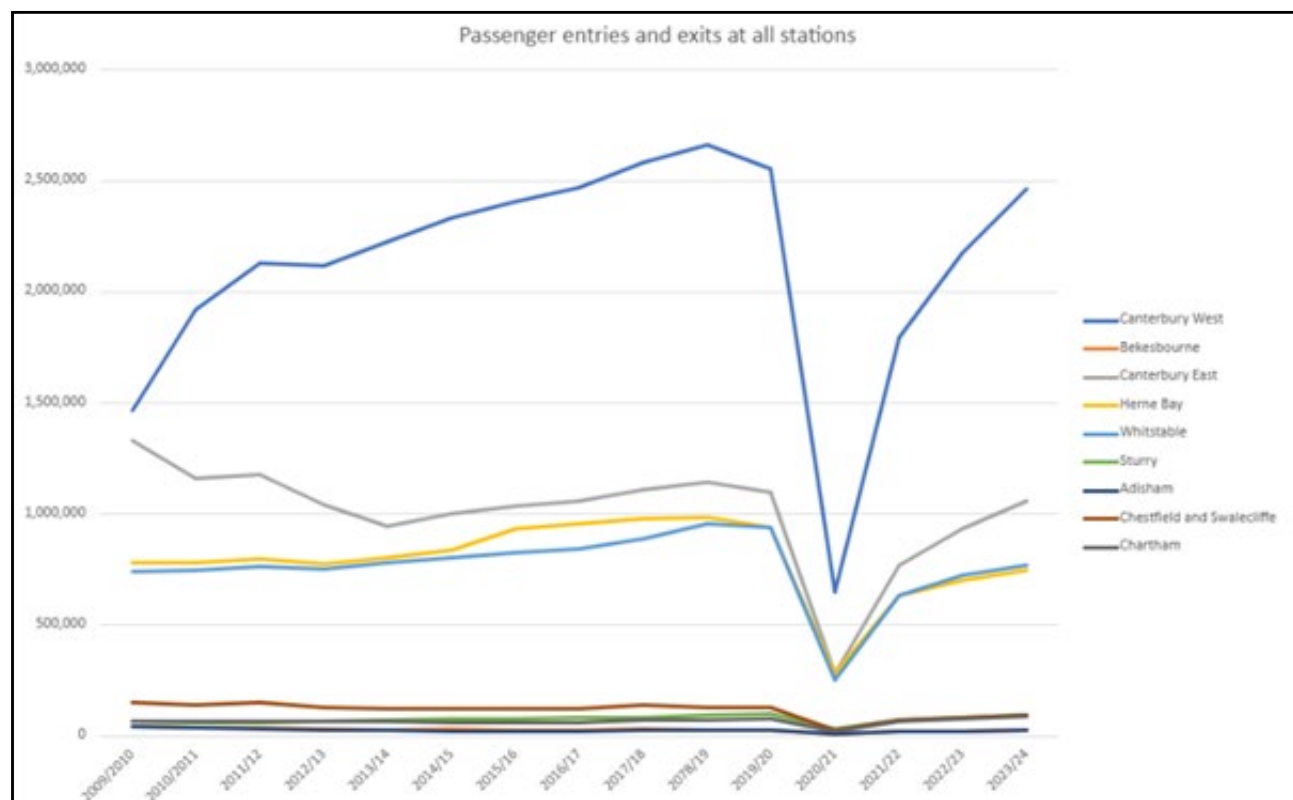
Figure 7.8 shows the volume of passenger entries and exits at Canterbury West over time. It can be seen that rail patronage dipped in 2006/7 but has generally increased until 2020. Since lockdown, patronage has almost recovered to pre-Covid levels

Figure 7.8 Passenger entries and exits at Canterbury West



The chart below shows similar information for all the railway stations in the Canterbury district (data from the Office of Rail and Road).

Figure 7.9 Passenger entries and exits at all stations



Committed Schemes

Table 7.3 Committed Rail Improvements

Action	Description	Responsible Authority	Progress
Line and signalling improvements Ashford to Ramsgate	Lobby for completion of identified journey time improvements	NR	Funding in control period 2029-2034
Increase number of trains leaving CBW in off peak	Lobby for increase to two trains/ hour	Train Operating Company	Not met
Restore services on North Kent Line to pre HS1 levels	Lobby Train Operating Company	Train operating company	Not met
Reduce traffic delays at level crossings	Installation of trackside detectors on approaches to Canterbury West	NR	Completed 2023
Create integrated transport hubs at railway stations		NR, Bus operators, KCC, CCC	In progress
Sturry Station	Opportunities to improve access and parking as part of the Sturry/ Broad Oak development	S106	Not yet started
Smart and integrated ticketing		Train operating company	In progress

Local Plan Growth

Developments which have a direct impact on railway services will be expected to contribute to planned station improvements. In collaboration with Network Rail, draft strategic development sites in south west Canterbury will be required to

contribute to improvements to Canterbury East station and sites in Whitstable will be required to contribute to improvements to Whitstable station and Chestfield and Swalecliffe station.

Rail improvements are proposed across the district within the plan period as shown in Table 7.4.

Table 7.4 – New Local Plan proposed rail improvements

Scheme	Funding Mechanism	Delivery time frame
Canterbury		
Canterbury West northern entrance onto Roper Road and additional gate line on northern approach.	TBC	Medium
Canterbury West station platform lengthening and widening to allow for 12 cars to allow passengers access and egress from any of the cars of the train	Network Rail/TOC	Medium
Enlarged booking hall at Canterbury West including moving the waiting room and existing tenant to a new location	Network Rail/TOC	Medium
Canterbury East improved accessibility via new entrance on Gordon Road with additional gate line and ticket machine	S106	Medium
Enhanced station building at Canterbury East including an extra ticket gate line and two doorways to the booking hall	S106	Medium
Additional customer information system and ticket vending machine at Canterbury East	S106	Medium
Additional lighting and CCTV along with improved way finding	S106	Medium
Whitstable		
New shelters and seating at Chestfield and Swalecliffe Station to accommodate more users, including schoolchildren from the proposed secondary school	S106	Medium
Improved fencing and anti-trespass measures at Chestfield and Swalecliffe Station	S106	Medium
Increased cycle parking at Chestfield and Swalecliffe Station	S106	Medium
Step free access between platforms at Whitstable railway station	Network Rail	Medium/ Long

Scheme	Funding Mechanism	Delivery time frame
Total cost for feasibility, outline and full design of Step Free Access scheme at Whitstable railway station	TBC	Medium
Additional lighting and CCTV at Whitstable station	TBC	Medium
Rural		
Sturry platform lengthening to reduce level crossing barrier down time and improve traffic flow	Network Rail and TOC	Medium to long
Additional ticket machine on southern side at Sturry Station	TOC	Medium
New shelters and seating at Bokesbourne Station	S106	Short
Secure cycle hub at Bokesbourne Station	S106	Short

Wider Measures

The council will continue to lobby for improvements to the frequency and cost of train services.

Transport hubs at city rail stations

Cycle links to both stations need to be improved and cycle lockers provided as well as cycle hire. Canterbury East is close to a frequent bus route and close to the city centre. Canterbury West is served only by the Uni2 service which is a one way loop. Improvements to all of these facilities can be undertaken in the short term time frame of the strategy.

Park and Ride

Park & ride continues to play an important role in reducing city centre traffic. In conjunction with a reduction in city centre car parking and increased parking charges in the remaining car parks, park & ride sites will become more attractive options offering better value for money. The provision of further bus lanes is a key part of the bus strategy and these will speed up journey times for park & rides buses which will encourage greater usage. As well as offering parking on the outskirts of the city we propose that the park & ride sites should be used as transport interchanges for rural bus

services and should offer sustainable options for onward travel such as a circular service mini-bus, cycle hire and cycle compounds. This will allow travellers whose destination is not the city centre to use a sustainable alternative. Real time information and waymarking will help passengers at park & ride sites to make informed choices for their onward journeys. The target patronage for park and ride is 1 million passengers/ year by 2040. The introduction of a Mobility as a Service (MaaS) platform will enable multi-ticketing and one-stop bookings and payments.

Committed Schemes

The South Canterbury development site (2017 allocation) will relocate and expand the New Dover Road park & ride site to 1000 spaces as part of the development masterplan.

Sturry Road reopened in 2024 to serve A28 east and A291 and land is safeguarded for future expansion. Further park & ride sites are likely to be required as city centre car parking spaces and road capacity are reduced. The provision of additional park and ride sites on the approaches to the city centre, along the A290 from the north of the city will be investigated and the provision of a park & ride site on A257 Littlebourne Road will be a requirement of the strategic allocation at East Canterbury.

Local Plan Growth

Wincheap

The Wincheap park and ride site will be expanded from 590 to 900 spaces to accommodate demand from the A2 north-western approach when the A2 off-slip road is constructed.

East Canterbury

A park and bus facility is proposed for as part of the East Canterbury Strategic Development area on the A257 Littlebourne Road. This will be served by a scheduled bus service to the city centre.

South Whitstable

A park and bus facility is proposed for Whitstable and will be sited on A2990 Thanet Way as part of a strategic development site to the south of the Thanet Way. This will be served by a scheduled bus service to the town centre.

Other Measures

MaaS

MaaS can be perceived as a one-stop virtual interface comprising:

- an intermodal journey planner (providing combinations of different transport modes: car-sharing, car club, underground, rail, bus,

bike or scooter hire, taxi, etc.) that operates in real-time

- a single payment portal which enables users to pay as they go or else buy a service bundle in advance
- a booking system incorporating the entire end-to-end journey stages

MaaS providers generate revenues in two ways: from a small fee added on to each package sold to a traveller; and through potential sale of the data that their Digital Service Platform generates which transport operators and/or software service providers could use to help further enhance their service offerings

A MaaS platform would require an operator and an initial investment. At present there is one other MaaS operation in Ebbsfleet in north Kent which was launched in September 2025. This will give valuable insight into the introduction of a scheme in Canterbury.

Car Club

The existing car club has five cars available to rent for members. The scheme reduces traffic flow as the use of a car has to be considered, unlike a private car which is always available.

Demand Management Measures

Canterbury city centre car parking

The parking strategy is a key component of the transport strategy, and it will be used to directly influence modal shift, particularly in the city of Canterbury.

This will be done in two ways: through the supply and distribution of parking spaces, and pricing.

Parking supply and distribution

Although the main focus of the transport strategy is to ensure that as many journeys as possible are made by sustainable modes, it is also important to provide sufficient parking spaces to cater for those people who are unable to travel by public transport or walk or cycle, or who still choose to drive.

The aim is that the majority of public parking spaces are located at Park & Ride sites at the edge of the city so that the most environmentally damaging part of the journey is made by bus.

The table shows the current number of parking spaces serving the city centre.

City Centre Car Parks	Capacity
Castle Row	93
Castle Street Multi-Storey	430
Holmans Meadow	215
Longport	119
Millers Field	43
North Lane	41
Northgate	57
Pound Lane	176
Queningate	92
Riverside	222
St Radigunds	291
Station Road West Multi-Storey	380
Watling Street	180
Whitefriars	518
Total	2857

Park and Ride Sites	Capacity
New Dover Road	726
Sturry Road	576
Wincheap	590
Total	1892

These figures show that 40% of the overall parking supply is located at Park & Ride sites and 60% at city centre car parks.

The council commissioned consultants Steer to undertake a review of parking in 2019 and their key recommendation was that in order to increase usage of Park & Ride, it was necessary to rebalance the supply in favour of Park & Ride.

The Park & Ride percentages of supply in other historic cities demonstrate what can be achieved whilst still being attractive places to visit and invest:

- Oxford 70%
- York 57%
- Winchester 55%
- Cambridge 52%
- Bath 51%.

In order to rebalance the supply in Canterbury, it is proposed to increase provision at Park and Ride sites as follows:

- New Dover Road +274 spaces (capacity expanded to 1000)
- Wincheap +310 (capacity expanded to 900)

Land adjacent to Sturry Road is safeguarded for expansion in the future.

At the same time, it is proposed to reduce the number of city centre spaces by a minimum of 10% as follows:-

Castle Row	-25 spaces
Longport	-31spaces
Millers Field	-41 spaces
Northgate	-57 spaces
Pound Lane	-41spaces
St Radigunds	-56 spaces
Holmans Meadow	-28 spaces
Hawks Lane business user car park*	-35 spaces
St Johns Lane business user car park*	-17 spaces
Total	-331 spaces

**Although these business user spaces are not counted as part of the public parking supply, they will be reprovided in city centre car parks resulting in an equivalent reduction in public spaces.*

It is expected that these changes will be made within the first five years of the Local Plan and once they are made, there would be 2,476 Park & Ride spaces and 2,526 city centre spaces meaning that the Park & Ride percentage of overall supply is approximately 50%.

This should be viewed as the start of the process and further reductions in city centre parking will follow to achieve a long-term target of 60% of all public parking at Park & Ride sites.

Parking charges

The key principle with parking charges is to maintain the highest possible price difference between using Park & Ride and parking in the city centre.

In addition, city centre car parks are grouped into parking 'Bands' 1, 2 and 3. Band 1 car parks are the most centrally located and the hourly rate tariff is therefore the highest to reflect both environmental

impact as well as user convenience. Whereas Band 3 car parks are located furthest from the city centre and therefore the hourly rate tariffs are the cheapest.

The table below shows the current car park 'Bands' and the tariffs:

	Cost
Band 1 Car Parks	
Watling Street, Whitefriars, Queningate, Pound Lane, North Lane, Castle Row	£3.70 per hour
Band 2 Car Parks	
Millers Field, Northgate, Longport, St Radigunds	£2.70 per hour
Band 3 Car Parks	
Station Road West Multi-Storey, Castle Street Multi-Storey, Holmans Meadow, Riverside	£1.90 per hour
Park and Ride Sites	
New Dover Road, Wincheap, Sturry Road	£4 per day. Price per vehicle (up to six passengers)

Evidence below shows that this pricing strategy is working and users are being influenced by these significant price differences to either switch to Park & Ride or, if they still need or choose to drive, then to use Band 3 car parks.

The number of parking acts in car parks and at Park & Ride sites in 24/25 compared to 23/24 was as follows :-

Band 1 car parks	-78,779
Band 2 car parks	-2,239
Band 3 car parks	+25,480
Park & Ride sites	+59,895

The principle of using parking charges to influence where people choose to park, and to encourage greater use of Park & Ride and sustainable transport modes, is a key part of the transport strategy. Success will be assessed annually through the Off Street Parking Places Order (OSPPO) process and tariffs will be set to help achieve modal shift targets. Consideration will also be given to the introduction of dynamic pricing at ANPR car parks to encourage journeys outside of the peak hours.

Resident Parking Zones

The majority of the built-up area of the city is included in resident parking zones, the most stringent of which is in the city centre and where all on-street parking is reserved for residents or disabled drivers. Further out, non-permit holders may park for a limited time. On the outskirts of the city on-street parking is unrestricted and it is likely that the rising cost of off-street parking will encourage motorists to seek this road space.

Resident parking schemes may therefore need to be extended if there is a demand from residents. This will be considered on an area by area basis if there is a consensus of demand.

Parking standards in new developments

The parking standards are set out in Appendix 3 to the Local Plan. The general principal of these is that car parking should be designed to be less convenient than more sustainable modes of transport, such as designing remote parking courts. Developments with low or no on-plot parking will also need to demonstrate that on-street parking is being designed out. New residents will not be eligible for existing residents' parking schemes.

Workplace parking charges

These have been introduced in Nottingham city centre and are being considered by other councils. The charge would apply to any private workplace car park within a defined area and is charged to the business who can pass it to the employee. The charges raised would be ring fenced for spending on sustainable transportation.

Clean Air Zone and EV Charging

Air quality forecast modelling has been undertaken which indicates that by 2042 cleaner vehicles and a switch to sustainable transport modes will not impact on air quality in the district. However, continuous air quality monitoring from existing sensors will give current data.

A clean air zone can be considered in the medium term if the existing Air Quality Management Area still applies in the city as this would justify a charging clean air zone.

The Council has a published Electric Vehicle and Infrastructure Strategy 2021 – 2030 which sets out the number of chargers that will need to be installed across the district to meet the government's forecast demand for public charging. To date the city council has installed eight dual on street chargers and 37 dual off street chargers. The programme of installation of on-street chargers, which are preferred by residents, is now being delivered by Kent County Council using government grant funding through the Low Emission Vehicle Infrastructure grant.

Last mile delivery

Although traffic flows on the 6 key A roads in the city are lower than in 2000, the volume of goods vehicles, in particular vans, has not decreased as more people take advantage of home delivery options. Sustainable last mile delivery options will be promoted using the park & ride sites as goods transfer stations. It is anticipated that the cross city and city centre deliveries will then be undertaken by electric vehicles, cargo bikes or potentially drones or delivery bots in the future.

Highways Resilience Measures

Committed Highways Schemes

A number of highway schemes have already been secured through existing development commitments across the district. These improvements are set out in Table 9.1 and are

designed to focus on improving key junctions and access routes to support planned growth. These projects aim to enhance network resilience and reduce congestion as development progresses.

Table 9.1 – Committed Highway Improvements

Development	Key Infrastructure Scheme	Status/ Likely construction date
Site 1: South Canterbury	South Canterbury A2 all movement interchange to replace the existing substandard junction.	2030
Site 2: Sturry/ Broad Oak	Sturry Link Road	2027
Site 3: Land at Hillborough, Herne Bay	Improved A299 junction	2030
Site 4: Strode Farm	Herne Relief Road	2026
Site 9: Land at Howe Barracks	A257 to A28 link road	2026
Site 11: Land at and adjacent to Cockerling Farm, Thanington	Wincheap 4th slip	2027
	Wincheap gyratory and traffic management scheme	2026

Local Plan Growth

Highway improvement schemes linked to Local Plan growth will focus on improving connectivity and managing congestion as new strategic development sites come forward. These schemes aim to complement sustainable transport measures and ensure network resilience as development progresses.

Table 9.2 sets out the key highway infrastructure proposals to be delivered by Local Plan site allocations that have been identified at this stage. Any further requirements will be determined through the planning application process.

- The Merton Park development in South West Canterbury will deliver a comprehensive package of highway improvements. These include replacing Wincheap roundabout and Riding Gate roundabout with signal junctions, as well as upgrades to Hollow Lane and Homersham to improve highway capacity in the local area.
- Development in East Canterbury will provide a new link road between the A257 and the A2050.
- The Brooklands Farm development in South Whitstable will provide a new A299 junction to include east-facing slip roads, as well as a new route to relieve South Street.

Table 9.2 – Proposed Strategic Site Highway Improvements

Development Site	Key Infrastructure Scheme	Status/ Likely construction date
C10 Merton Park	Wincheap – replace roundabout with signal junction	Medium term
C10 Merton Park	Riding Gate - replace roundabout with signal junction	Medium term
C10 Merton Park	Upgrades to Hollow Lane including the creation of a one-way working between the junctions with Wincheap and Hollowmede	Medium term
C10 Merton Park	Upgrades to Homersham including the creation of off-street parking bays	Medium term
East Canterbury Strategic Development Area	Link Road A257 to A2050	Medium term
W4 Brooklands Farm	New A299 junction to include east-facing slip roads	Medium term
W4 Brooklands Farm	New route to relieve South Street	Medium term

Measuring Success

Local Plan monitoring indicators

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

It is forecast that the measures set out in the bus strategy and improvements to rail infrastructure will result in increases in mode share across the district from 9.9% to 13% to public transport, and 17.4% to 25% to walking and cycling by the horizon year of 2042. The government's target set out in its long-term walking and cycling plan, Gear Change, is for half of all journeys in urban areas to be made by walking and cycling by 2030. The number of people working from home is estimated to remain higher than was predicted in the 2014 Transport Strategy.

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

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

Traffic flows and fleet composition will be continuously measured by fleet-sensitive cameras and analysed to monitor the success of the strategy. Annual traffic counts by the Department for Transport and Census data will add further information to the picture.

Target Bus Mode Share 2042

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

- existing high levels of car use;
- low bus mode share;
- propensity of local populations to use bus (particularly in Canterbury and Herne Bay); and
- significant levels of planned development.

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

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

Table 10.1 shows the 2042 forecast mode share along the key corridors and urban areas for the travel to work journey.

Table 10.1 – Forecast mode share

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

This would result in a mode switch for the journey to work by 2042 across the district as shown in Table 10.2.

Table 10.2 – Forecast mode share

Mode of Transport	2011 census mode share	2031 target mode share	2042 target mode share	Change from 2011 census mode share
Driving a car or van	55.0%	42.3%	35.5%	-53%
On foot	14.7%	18.0%	20%	+43%
Bicycle	2.7%	4.0%	5%	+85%
Bus, minibus or coach	4.9%	6.5%	7%	+43%
Train	5.0%	6.5%	6%	+20%
Working mainly at home	11.6%	14.0%	18%	+55%
Passenger in car or van	4.7%	6.5%	6.5%	+38%
Other	1.5%	2.2%	2%	+33%

The targets shown are for the horizon year of the Local Plan in 2042. It is unlikely that they will follow a linear trajectory as improvements in sustainable travel infrastructure would be expected to lead to step changes in mode shift. The strategy envisions a 20% switch across the district to sustainable transport by 2042.

Within the first five years of the strategy when the majority of the new developments will not be occupied and the more significant transport improvements have not been delivered, the proportionate mode shift would be likely to be between a range of 3 to 5%.

Strategy Summary

The district wide strategy focuses on improving the sustainable transport choices for all residents, commuters and visitors so that by 2042 more journeys in the district will be made by sustainable transport than by private car and that every person who needs to travel has access to a sustainable mode of transport.

Supporting Documents

- Draft Canterbury District Bus Action Plan
- Draft Local Cycling and Walking Implementation Plan
- Understanding Travel Behaviour Change – Dr Susan Kenyon, Canterbury Christ Church University
- Air Quality Modelling
- Canterbury Forecast Report
- Origin/ Destination Study