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Dover District Audits

Deal

March 2020

About Sustrans

Sustrans is the charity making it easier for people to walk and cycle.

We are engineers and educators, experts and advocates. We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute.

Sustrans works in partnership, bringing people together to find the right solutions. We make the case for walking and cycling by using robust evidence and showing what can be done.

We are grounded in communities and believe that grassroots support combined with political leadership drives real change, fast.

Join us on our journey. www.sustrans.org.uk

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Contents

Introduction	1
Case Studies	4
Sustrans design principles	6
PCT School Data	11
PCT Commute Data	12
Route 101: Route 101 Sandown Castle – Walmer Castle and Gardens	16
Route 102 Hornbeam Primary School – Seafront	18
Route 103: Quietway 1	22
Route 104: St Leonard's Church - Seafront	24
Route 105: Sholden Village Hall - Deal Castle	27
Route 106: Deal Train Station - Victoria Walmer & District War Memorial Hospital	29
Focus area 201: Deal Train Station - Deal Pier	33
Focus Area 202: Improving Access to Walmer Station	35
Focus Area 203: Improving Access to Attractions	37
Focus Area 204: Improving Access to Schools	40
Deliverability and Impact of proposed Interventions	41

† Image Sourced from Google Street View

Introduction

Description of the area

Deal borders the North Sea and the English Channel, eight miles north-east of Dover and eight miles south of Ramsgate. It is a former fishing, mining and garrison town.

Deal is first mentioned as a village in the Domesday Book (1086) as 'Addelam', which evolved into 'Dela' in 1158, and 'Dale' in 1275. The name originates in the Old English 'dael', 'meaning 'valley', or 'dale'[1]. Deal became one of the 'Cinque Ports' in 1278, a historic group of coastal ports in Kent, Sussex and Essex[2] (including Sandwich and Dover). Towards the end of the 13th century, it developed into one of the busiest ports in England. In Tudor times, Henry VIII built three castles in the town. The two that remain to are Deal Castle, with its distinctive 'Tudor Rose' shape, and Walmer Castle which is now an elegant stately home with beautiful gardens[3].'

Deal's maritime history includes several visits from Lord Nelson and Lady Hamilton[4]. It is also famed for James Cook's arrival in 1771, returning from his first voyage to Australia. In1861, a Royal Marines Depot was established in the town. The waters along Deal's coastline are naturally sheltered, due to the town's proximity to a large sandbar, named 'Goodwin Sands'. This enabled the town to develop into a significant port for transit and trade, and is still used by international and regional shipping.

Deal is now a popular seaside resort, known for its picturesque seafront, shingle beaches and winding streets full of colourful buildings and historical monuments. In 1968, Middle Street was the first Conservation Area in Kent[5]. On a clear day, the coast of France is visible, approximately twenty-five miles from town.

1 Eilert Ekwall, The Concise Oxford Dictionary of English Place-names, p.140.
2 https://en.wikisource.org/wiki/1911_Encyclop%C3%A6dia_Britannica/Cinque_Ports
3 https://www.whitecliffscountry.org.uk/Explore/Deal/Coastal-town-of-Deal.aspx
4 https://www.whitecliffscountry.org.uk/Explore/Deal/Coastal-town-of-Deal.aspx
5 "Deal Middle Street". dover.gov.uk. Retrieved 24 September 2015.

Economy

Deal is a small historic seaside town, part of the District of Dover (within the County of Kent), along with Dover and Sandwich. Like other towns in the district, the principal sector supporting Deal's economy, has varied over the years; from operating as a key trading port preceding and throughout the 19th century, to notable investment from Pfizer pharmaceutical corporation in the late 20th century, to Deal's current economy, which is now largely dependent upon hospitality and tourism.

Adrian Oliver (Deal Council) gives a comprehensive account of the district's recent socio-economic background in his report 'Cycle Friendly Deal' (2017):

'Historically the area has received its fair share of economic blows including the demise of the coal mining industry in the latter half of the twentieth century followed by the retreat of the Royal Marines (1996) and then the abandonment of the pharmaceutical giant Pfizer at the turn of the 21st century.

No major inward investment has occurred to counter these losses. These disinvestments have altered the area's economic demographics. Of the population, 57% are 16-64 and 26% are 65 or over.'[6]

Oliver indicates that the sectors which continue to thrive include Hospitality, Retail, Health and Education. He cites the 2011 Census and the 2017 'Economic Impact of Tourism Report', which show 6% of the working population employed in Hospitality. He also explains that the area is 'comparatively prosperous', despite 'pockets of stubborn deprivation that are masked by affluent neighbours.'[7]

The 2017 Economic Impact of Tourism report conducted by Destination Research identifies:

- A total of 1,505,000 day trips to Deal with a spend of £39,677,000
- A total of 808 Full-Time Employee (FTE) positions created in the tourism and hospitability sector with a further 373 FTE positions created via indirect or induced employment – a total of 1181 FTE positions
- Visitors spent 325,000 nights in accommodation spending £16,057,000
- 53% of staying visitors stayed with friends, relatives or in second homes
- Visitors who stayed with friends & relatives, stayed longer and spent more
- Business visits represented just 3% but 29% of the total spend
- Day visitors spent 5 times as much as staying visitors in shops, 4 times as much on food & drink and twice as much on attractions.

6 A. Oliver, Cycle Friendly Deal, 2017, p. 10
7 A. Oliver, Cycle Friendly Deal, 2017, p. 10

Aside from tourism and hospitality, retail, health and education are other key sectors of the Deal economy. There are seven primary schools and one secondary academy which employ 10% of the working population of the Deal Urban Area.[8] As a key contributor to Deal's economy, Oliver identifies education as an opportunity for behaviour change.

"Schools' sphere of influence is significant so they can act as a catalyst for change if there is support throughout the school structure."[9]

As outlined in Oliver's report, improvements to walking and cycling would enable healthier commutes to school, benefit the town's older population by increasing both physical and social mobility, and regenerate the town, encouraging residents to shop more locally and interact with one another more.

Transport

Road Network

Deal is located away from the principal road network and is instead served by a secondary route (A258) which connects to Dover and Sandwich, and passes through the heart of Deal. In the town the A258 is constrained by the urban fabric and supported by a tight road network. The layout of the A258 in Deal entails lengthy journeys through the centre for all north/south movements. A second relatively busy road (B2056) cuts across Deal to triangulate with the A258 from the coast inland.

Public Transport

Regular bus services connect Deal to nearby towns (including Dover, Sandwich and Canterbury) several services provide connectivity around Deal. The railway line in Deal cuts through the urban area creating significant severance. There are nine crossing points; two gated, one automated level crossing, two bridges over the line and four bridges under.

8 A. Oliver, Cycle Friendly Deal, 2017, p. 10
9 A. Oliver, Cycle Friendly Deal, 2017, p. 10

Deal train station is located in close proximity to the high street. It serves the Kent Coast Mainline and High Speed 1, connecting Deal with Dover Priory and Ramsgate, and beyond to London. The neighbouring stations are Walmer and Sandwich. Walmer train station is located approximately 2.5km southwest of Deal train station. The station serves the Kent Coast Mainline connecting the peri-urban area to Deal town centre, Dover Priory, Ramsgate and beyond to London.

Census 2011 Travel Data

Four electoral wards fall within the Deal audit area:

- Middle Deal & Sholden
- Mill Hill
- North Deal
- Walmer

Census data is taken from the 2011 Census.

Car Ownership

North Deal has the highest percentage of households without a car or van with 30.5%. Walmer ward has the lowest percentage of households without a car or a van with 20.8% – this is almost the same as the KCC average of 20%. The mean percentage of households without a car or van from the wards within the Deal audit area (Middle Deal, Mill Hill, North Deal and Walmer) is 25.3% - greater than both the Dover and KCC averages.

Method of travel to work, car or van

Walmer and Mill Hill have the highest percentage of people travelling to work by driving a car or van with (66%). North Deal has the lowest percentage of people travelling to work by driving a car or van at 56.6% - this is slightly lower than both the Dover average (60%) and KCC average (64%). The average for the wards in the Deal audit area is 63.2%.

† Image Sourced from Google Street View

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Method of travel to work, on foot or bicycle

North deal has the highest proportion of residents travelling to work by active means (on foot or bicycle) with 18.9% (16.2% by foot, 2.7% by bicycle). Middle Deal & Sholden has the highest proportion of residents travelling to work by bicycle with 3.7%, significantly greater than the KCC average of 1.7%. The average percentage of residents travelling to work by active means with the Deal audit area is 15.9% (12.7% by foot, 3.2% by bicycle) - greater than the Dover and KCC averages.

Distance travelled to work

Middle Deal & Sholden and Mill Hill have the highest percentage of commutes that are under 5km with 31% and 30.9% respectively. Middle Deal & Sholden also has the highest percentage of commutes under 2km with 26.9%. Walmer has the lowest percentage of commutes under 5km with 24.1%. The average percentage of commutes under 5km for the Deal audit area is 28.3%, lower than both the Dover and KCC averages.

TfL defines a trip as being of a cyclable distance if the trip is shorter than 8km (or 10km for commuting) for those aged 5- 64; 5km for ages 65-79 (all purposes); and 3km for age 80+ (all purposes). [10]

For those aged 5-64, the statistics suggest that for the wards within the Deal audit area, at least 28.3% of journeys to school or work could be made by bicycle.

10 http://content.tfl.gov.uk/analysis-of-cycling-potential-2016.pdf

Current Strengths and Opportunities

Deal has great potential to become an exemplar town for walking and cycling. Its strengths, both in terms geography and liveability, create opportunities for many interventions that are reasonably easy to deliver and generate significant impact. Existing strengths and opportunities include:

- The urban area in mostly flat and very compact, with the length of the town (from Walmer Castle in the south, to the remains of Sandown Castle in the north), only 2.8 miles; a cycling time of 21 minutes at a pace of 9mph. East to west (Deal Pier to Sholden New Road) is only 2 miles, a 15 minute cycle. [11]
- The town is well connected, with a comprehensive interconnected road network linking neighbourhoods across the urban area.
- Although detailed traffic data was not available for this report, site observations found roads in Deal to be reasonably low-traffic and mostly small. This means that some good quality cycle routes could be provided predominantly by installing wayfinding.
- As identified above, the number of schools in the area and the position of education as a key contributor to the town's economy, present an opportunity for behaviour change work around the school commute and a need for quality walking and cycling routes that enable active travel to school.
- As explored above, tourism and retail are also key to the town's economy. NCN1 running along the seafront brings some visiting cycle tourers, however, (aligned to *Cycle Friendly Deal*), this report suggests further improvements to cycling and walking routes would attract more visits and enable further tourism and commerce within the town.
- The town already has numerous areas of high quality public realm and decent connections, such as, the pedestrianised high street, which is vibrant with people walking and shopping; the traffic-free, seafront sections of NCN 1, providing key leisure routes and north to south connection; and the narrow, low-traffic streets parallel to the seafront (some of which form the Quietway 1 alignment), which connect residents and visitors to shops, cafes and amenities, with minimal vehicular interactions.
- The town has a significant older community, who would benefit from opportunities for physical and social accessibility. Such as, connecting care homes to shops and key amenities, improving footways to facilitate mobility aids, adapted cycles and people with mobility challenges, and investment in leisure routes.

11A. Oliver *Cycle Friendly Deal*, 2017, p.10

Oliver identifies cycle improvements as an opportunity to regenerate the area, citing the many benefits, therein:

"Cycling has many benefits and helps us to achieve accessibility, liveability, sustainability and health goals. Research is clear - cycling has a positive social & economic impact:

- *A kilometre covered by bike yields a social benefit of 0.68 euro, whereas cars and buses costs society 0.37 and 0.29 euros per km travelled respectively*[12]
- *Cyclists shop more locally, more often and are more loyal compared to car drivers*[13]
- *The annual cost of riding a bike is approx. £250 whereas the annual cost of driving a car is approximately £7,300*[14]
- *Cycling is more affordable than driving a car and allows people to get access to a larger range of options for jobs and activities*[15]
- *Cycling allows the elderly to remain socially active for longer*[16]
- *Cycling requires social interaction with other road users to mediate traffic flows or to prevent collisions. As a result, cycling is experienced as a social activity* [17"18]

12 Decisio (2016) Justification Report on the social value of and investment for cycling. Amsterdam

13 Source: 2011 Census, The Office for National Statistics (ONS) ©Crown Copyright, Table QS701

14 Hendriksen, I. & R. van Gijlswijk (2010) Cycling is green, healthy and economical. Leiden: TNO Quality of Life

Group

15 Eur.nl (2017) Hoe fietsen sociale participatie kan verbeteren

16 Avila-Palencia, I. et al, (2018) The effects of transport moude use on self-perceived health, mental health and

social contact measures: a cross-sectional and longitudinal study. Environment International, 120, pp199-206

Barriers to Cycling and Walking

- A lack of dedicated cycling and walking routes to key destinations throughout the town, including schools, tourist attractions and local amenities.
- High volumes of traffic in some areas.
- Low levels of service for pedestrians across the town, e.g. poor quality footways and crossings.
- Physical barriers on existing cycle and walking paths, e.g. bollards and chicanes.
- Limited or no traffic and/or parking restrictions on residential streets.
- A lack of secure cycle parking.

17 Avila-Palencia, I. et al, (2018) The effects of transport moude use on self-perceived health, mental health and

social contact measures: a cross-sectional and longitudinal study. Environment International, 120, pp199-206

18 A. Oliver *Cycle Friendly Deal*, 2017, p. 11

Area Wide Recommendations

In addition to route and area specific recommendations presented in this report, the following town-wide recommendations are suggested:

- Create Liveable Neighbourhoods and/or Low-Traffic Neighbourhoods, in which traffic is reduced and pedestrian/cycle movements are prioristised.
- Redesign the 'gateway to Deal' (Queen St/ Blenheim Rd/West St junction) to prioritise pedestrian and cycle movements, and create high quality public realm. Re-imagine the space as an area that welcomes visitors and residents returning from their travels into the town
- Reduce speed limits to 20mph across throughout the town and remove centreline
- Remove physical barriers (such as chicanes and bollards) on cycling and walking routes.
- Implement School Streets outside schools where possible (timed closures of the road outside a school during drop-off and pick-up, Monday to Friday in term time).
- Create school zones around schools, providing safe crossings, reduced parking and high quality walking and cycling routes from local residential areas.
- Collaborate with developers and Dover District Council / Kent County Council to ensure new developments provide for and prioritise walking and cycling, and connect to existing walking and cycling networks.
- Review signage and wayfinding on all walking and cycling routes and links - ensure that wayfinding is high quality on new routes.
- A town-wide behaviour change programme to reduce car use, delivered in partnership with schools and local businesses.
- Conduct a collaborative design programme, which partners with local community groups and individuals, in order to explore the liveability of local space.
- Discover local perceptions of the town and collaborate with a broad range of residents to re-imagine their surroundings as accessible, enjoyable and appealing places, with opportunities for play, activity, connection and social cohesion.
- Conduct Equality Audits of the streets of ~~Deal~~, in which footways and crossings are assessed according to their accessibility for people with protected characteristic and health challenges.
- Respond to Equality Audits by widening footways, removing unessential street furniture, improving surfacing, etc.

† Image Sourced from Google Street View

Case Studies

In addition to the Government's Cycling and Walking Investment Strategy, a number of local authorities and devolved administrations have published their own strategies for increasing levels of walking and cycling and some of these are summarised below, together with a few practical examples.

London Cycling Design Standards

The Mayor of London has set out his vision for cycling and his aim to make London a 'cyclised' city. Building high quality infrastructure to transform the experience of cycling in London and to get more people cycling is one of several components in making this happen. This means delivering to consistently higher standards across London, learning from the design of successful, well used cycling infrastructure and improving substantially on what has been done before. It means planning for growth in cycling and making better, safer streets and places for all.

The six core design outcomes, which together describe what good design for cycling should achieve, are: Safety, Directness, Comfort, Coherence, Attractiveness and Adaptability.

Adaptability is a measure in the Cycling Level of Service assessment matrix, with scores given against the following factors:

- Public Transport Integration
- Flexibility
- Growth enabled

The key point here is that provision must not only match existing demand, but must also allow for large increases in cycling.

Quietway 2, Margery Street

Greater Manchester: Made to Move

The goal in Manchester is to double and then double again cycling in Greater Manchester and make walking the natural choice for as many short trips as possible. The intention is to do this by putting people first, creating world class streets for walking, building one of the world's best cycle networks, and creating a genuine culture of cycling and walking. According to the 2011 Census, the proportion of commuters who cycled to work in Greater Manchester was 2.2%.

To make the vision a reality, the aim is to create dedicated networks for walking and cycling. This means building segregated cycling routes on main roads and through junctions supported by traffic-calmed cycling routes. It also means improving the quality of the public realm and better wayfinding to make walking short journeys much easier. The key actions being undertaken are listed below.

Taking action

1. Publish a detailed, Greater Manchester-wide walking and cycling infrastructure plan in collaboration with districts.
2. Establish a ring-fenced, 10 year, £1.5 billion infrastructure fund, starting with a short term Active Streets Fund to kick-start delivery for walking and cycling. With over 700 miles of main corridors connecting across Greater Manchester, this is the scale of network being aimed for.
3. Develop a new, total highway design guide and sign up to the Global Street Design Guide.
4. Deliver temporary street improvements to trial new schemes for local communities.
5. Ensure all upcoming public realm and infrastructure investments, alongside all related policy programmes, have walking and cycling integrated at the development stage.
6. Develop a mechanism to capture and share the value of future health benefits derived from changing how we move.
7. Work with industry to find alternatives to heavy freight and reduce excess lorry and van travel in urban areas.

Cycling Action Plan for Scotland

Scotland's plan is that a shared national vision for a 10% modal share of everyday journeys by bike is being targeted, with a related clear aspiration for reduction in car use, especially for short journeys, by both national and local government. They state that a long term increase in sustained funding is required, with year-on-year increases over time towards a 10% allocation of national and council transport budgets as are currently being achieved in Edinburgh. The primary investment focus is on enabling cycling through changing the physical environment for short journeys to enable anyone to cycle.

There is commitment to a shared vision of 10% of everyday journeys by 2020 by bike, and positively promoting modal shift away from vehicle journeys which will over time reduce car use for local trips.

At its meeting on 9 February 2012, Edinburgh City Council committed to spend 5% of its 2012/13 transport budgets (capital and revenue) on projects to encourage cycling as a mode of transport in the city, and that this proportion should increase by 1% annually. This funding would be used to support the delivery of the Active Travel Action Plan (ATAP). In 2010, the Council approved its ATAP, which seeks to build on the high level of walking in Edinburgh and the growing role of cycling. It set targets of 10% of all trips and 15% of journeys to work by bike by 2020. These targets are incorporated in the Local Transport Strategy.

South West City Way, Glasgow

From 2014 to 2016, the estimated number of cycling trips on the route of the South West City Way increased by 70%, from 115,450 trips by bike in 2014 to 195,800 in 2016. In 2016, cycling trips made up 22% of all estimated trips on the route. An estimated 43.5% of journeys made on the South West City Way in 2016 were journeys to or from work.

Before

After

Old Shoreham Road

Brighton and Hove City Council reallocated road space on Old Shoreham Road in 2012 and introduced "hybrid" cycle lanes, with low-level kerbs separating bicycles from motor vehicles and from the footway. The improvements also included:

- Full segregation for cyclists from motor vehicles, achieved by providing a low kerb edge
- Improvements to side road junctions to make crossing the road easier for pedestrians and people with mobility problems.
- Shared areas for cyclists and pedestrians at bus stops.
- A new zebra crossing across Old Shoreham Road at Chanctonbury Road.

Old Shoreham Road, Hove

Bike Life

Sustrans 2017 Bike Life report is the UK's biggest assessment of cycling in seven major cities: Belfast, Bristol, Edinburgh, Birmingham, Cardiff, Greater Manchester and Newcastle.

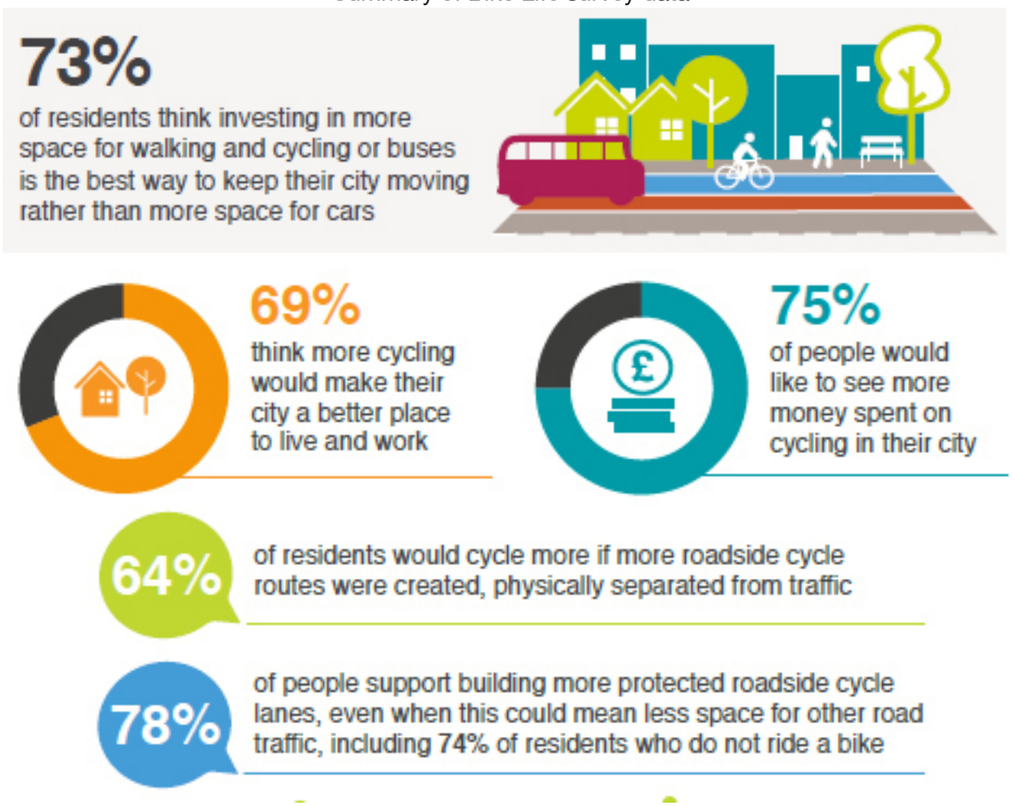
Bike Life is inspired by the Copenhagen Bicycle Account (a biennial summary of key statistics on cycling in Copenhagen) and is an analysis of city cycling development including infrastructure, travel behaviour, satisfaction, the impact of cycling and new initiatives. The information in the report comes from local cycling data, modelling and a representative survey of over 1,100 residents in each city conducted by ICM Unlimited, social research experts. There is widespread public support for creating dedicated space for cycling, as shown in the infographics below.

Liveable Cities and Towns

Sustrans believes that dedicated high quality walking and cycling routes are only part of the overall picture and it is important to regard all public highways as public space and not solely movement corridors for motor vehicles. With this in mind, Sustrans offer the following general principles when designing liveable cities and towns.

1. Ensure that every child who can has the opportunity and confidence to walk and cycle safely to school using high quality walking and cycling routes.
2. Support schools, workplaces and local communities to make walking and cycling the easiest and most attractive option for everybody who can to get around.
3. Create '20 minute neighbourhoods' – places where people can meet most of their everyday needs within a 20-minute walk of their home.
4. Radically reduce the volume and speed of vehicles on main roads, across city and town centres and local high streets – creating places where motorised transport is guest.
5. Remove the through-traffic from our residential areas – creating social streets where walking has priority.
6. Ensure every town and city is served by a dense network of protected cycle routes across urban areas, complemented by off-road routes and routes on quiet streets, as well as walkable routes to and within urban areas. Routes should be attractive, fully accessible, and make people feel safe and secure.
7. Support work to ensure that appealing, comprehensive, affordable and innovative public transport options are available for all, and are integrated with walking and cycling.
8. Green our urban areas and ensure everyone can easily access high quality green spaces and green corridors that are good for and connect us to nature.
9. Embrace the potential of cargo bikes to replace vans and cars in the transportation of goods, services and people, whilst removing the negative impacts of freight in the urban environment.
10. Give everyone the opportunity to take up cycling by providing cycles, including electric and adapted, improving cycle parking, and expanding public cycle scheme provision, inclusiveness and integration.
11. Use evidence, insight and stories to make a compelling case for change and win hearts and minds.
12. Encourage a new public debate on motorised transport use – a citizens' assembly which considers the radical and immediate intervention needed to reduce unnecessary journeys by motor vehicles, fairly.
13. Ensure the real cost of motorised transport and its impact on current inequality and future generations is recognised in cross-departmental government decision making, and investment in sustainable and active travel is prioritised.
14. Support diversity in transport and planning, so that decision makers are better representative of the communities that they serve. This is key to making walking and cycling attractive and inclusive activities.

Summary of Bike Life survey data



† Image Sourced from Google Street View

Sustrans design principles

Designing for busy roads

Recently published guidance from Highways England (Interim Advice Note 195/16) is a useful starting point when considering whether the busier roads are likely to be suitable for cycling and walking.

This guidance suggests that the key threshold at all traffic speeds is an average annual daily traffic flow of 5,000 vehicles per day (vpd). At higher traffic flows, physical separation from motor vehicles is recommended.

Reducing traffic speed from 30mph to 20mph is clearly desirable, but if traffic flows cannot be reduced below 5,000 vpd, then physical separation will still be required. In these situations it is tempting to accommodate cyclists on existing footways, but this is not acceptable if it means a reduced level of service for pedestrians.

Speed Limit	Average Annual Daily Traffic (AADT)	Minimum Provision
40+	All flows	Cycle Tracks
30	0-5,000	Cycle Lanes
	>5,000	Cycle Tracks
	<2,500	Quiet Streets
20	2,500-5,000	Cycle Lanes
	>5,000	Cycle Tracks

From Interim Advice Note 195/16

Sustrans recommends a minimum shared path width of 3.0 metres in an urban setting, with reduced widths acceptable in certain circumstances. The table below is taken from the Sustrans Design Manual, a handbook for cycle-friendly design.

On some roads it may not be possible to accommodate cycle lanes, cycle tracks or a shared path and the designer must consider other alternatives, such as closing the road to through traffic or finding a different route alignment.

Type of route	Minimum path width
Urban traffic free	3.0m on all main cycle routes, secondary cycle routes, major access paths and school links; wider on curves and steep gradients. 2.5m possible on access routes and links with low use
Urban fringe traffic free	3.0m on all main cycle routes, major access paths and school links 2.5m possible on lesser secondary cycle routes and access links
Rural traffic free	2.5m on all main routes, major access paths and school links 2.0m possible on lesser routes and links

From Sustrans Design Manual

Traffic restrictions

Experience from towns and cities across the UK and in Europe suggests that in addition to providing good quality infrastructure for walking and cycling, it is necessary to restrict motor vehicles so that active travel is the natural and obvious choice for short trips. This does not mean any lack of accessibility for motor vehicles, just that they may need to make longer trips than the equivalent journey on foot or by bike.

There are various ways that traffic can be restricted and the designer will need to consider the appropriate solution for each location. A number of suggested measures are listed below:

- Vehicle Restricted Areas (pedestrian zones)
- Traffic calming and 20mph zones to reduce vehicle speeds
- Reduced availability of on-street and off-street parking
- Workplace Parking Levy
- Congestion charging
- Clean Air Zones

Filtered permeability

Filtered permeability gives pedestrians and cyclists accessibility and journey time advantages compared to other vehicles by exempting them from access restrictions that apply to motor traffic and by the creation of new connections that are available only to cyclists and pedestrians. Measures can include:

- cycle contraflows on one-way streets
- exemptions from road closures, point closures and banned turns
- permitting cycling in parks and open spaces
- traffic free paths such as links between cul-de sacs and public or permissive routes through private areas
- traffic cells, restricting through traffic in defined areas
- cycle parking situated closer to destinations than car parking

Recommended measures

A number of technical solutions have been included in the brief main text descriptions for each location and some of these are summarised in this section.

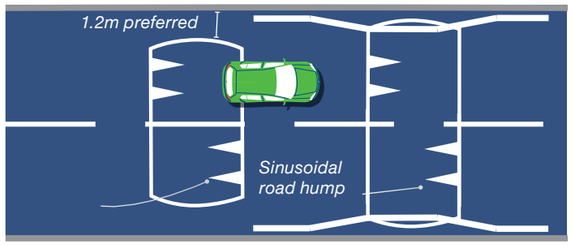
Traffic calming

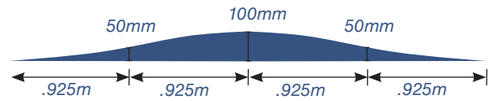
Physical measures to reduce traffic speed can be useful in locations where the speed limit is regularly exceeded or there is a record of accidents. There may be objections from local residents, emergency services and bus operators. Extensive traffic calming is unlikely to be supported on major roads, other than for short lengths. Common vertical and horizontal features are illustrated below.

Informal road crossings

Where a footway alongside a main road crosses a side road, clear priority should be given to pedestrians. The most effective approach is to provide a clear, wide contrasting surface that is raised above carriageway level. If this is not possible for reasons of available space or cost, flush dropped kerbs should be provided as a minimum.

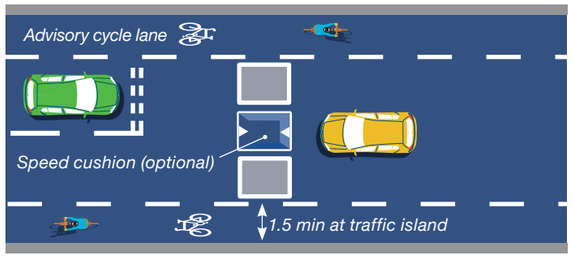
Road humps





Sinusoidal road hump cross section
(preferred geometry for vertical dimension)

Priority system - pinch point



Zebra crossings

Unsignalised 'priority' crossings for both pedestrians and cyclists are a standard part of the toolkit in many parts of continental Europe but are not widely used in the UK. Some local authorities have experimented with "Parallel Crossings" where extra space is provided for cyclists adjacent to a Zebra crossing. These are becoming increasingly common in London and an example from Canterbury is illustrated below.

Chaucer Road, Canterbury

20mph speed limits

It is widely accepted that 20mph is much safer for all road users in urban areas and many towns across the UK have introduced 20mph as the default speed limit, particularly in residential areas. If collisions do occur, the risk of a fatality or serious injury is significantly reduce at 20mph compared with 30mph.

As of 2019, there are 60 local authorities on the list of places who have implemented or who are implementing a community-wide 20mph default speed limit published by '20's Plenty for Us'. In the South these include Brighton & Hove, Chichester and Portsmouth.

Studies show that a 20mph limit can improve traffic flows and road capacity in some situations, by reducing stop-start traffic and promoting a more even flow through urban streets.

Point closures

Point closures (modal filters) are a simple, cheap, effective and reversible way to remove through traffic from streets. They can also reduce the need for more extensive traffic calming and are best implemented across a wider area to avoid traffic displacement onto parallel routes.

Very few of these schemes are implemented in Hampshire due to the legal processes around road closure and concerns of emergency services. They have been used extensively in London to create "traffic cells" so that through traffic is eliminated from residential neighbourhoods.

† Image Sourced from Google Street View

KEY

National Cycle Network

- On-Road
- Traffic Free
- Public Rights of Way
- Railway Station
- Railway Track
- Ferries
- Bus Stops
- Administrative Boundary
- Proposed Bus Rapid Transit Route

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PROJECT
Dover District Cycling and Walking Assessment

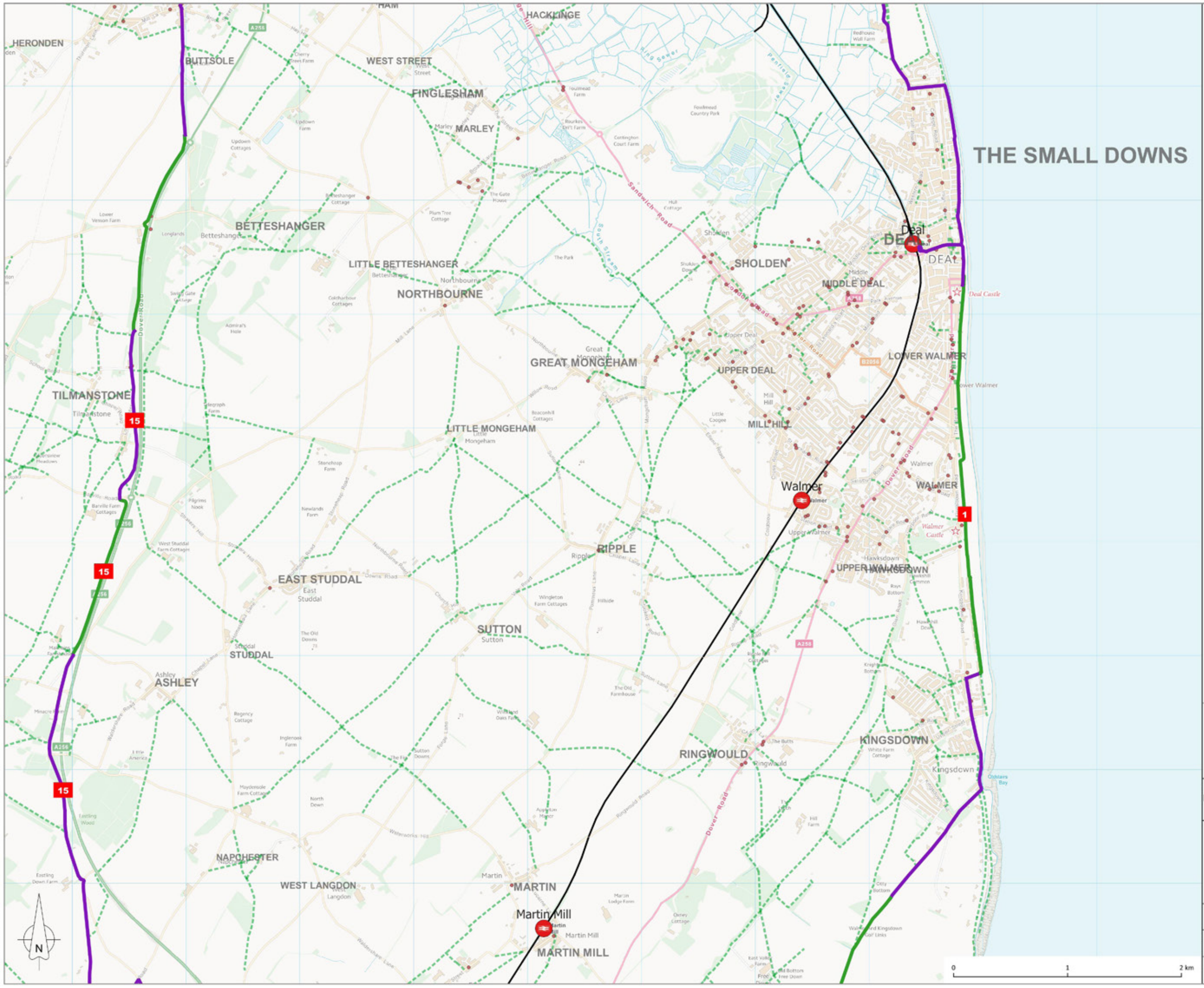
TITLE
Dover District Existing Sustainable Transport Network

Drawn	Checked	Date	Scale at A3
SM	DY	30/1/2020	1:85000

STATUS: ISSUE

DRAWING NUMBER: 12513DOV-SD-MAP-00-02

REVISION: B



KEY

National Cycle Network

- On-Road
- Traffic Free
- Public Rights of Way
- Railway Station
- Railway Track
- Ferries
- Bus Stops
- Administrative Boundary

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PROJECT
Dover District Cycling and Walking Assessment

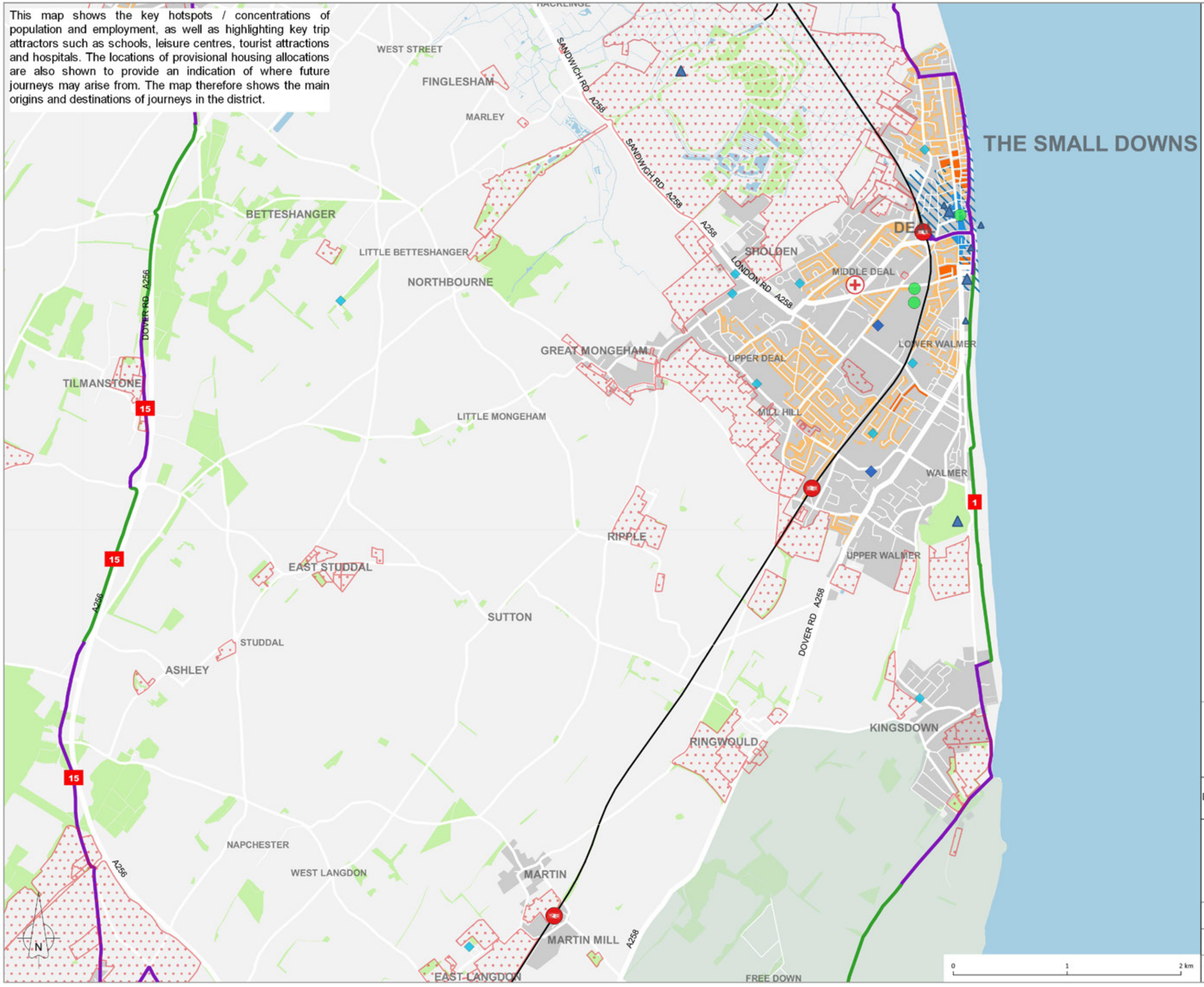
TITLE
Deal Existing Sustainable Transport Network

Drawn	Checked	Date	Scale at A3
SM	DY	7/1/2020	1:30000

STATUS
ISSUE

DRAWING NUMBER	REVISION
12513DOV-SD-MAP-00-02	A

This map shows the key hotspots / concentrations of population and employment, as well as highlighting key trip attractors such as schools, leisure centres, tourist attractions and hospitals. The locations of provisional housing allocations are also shown to provide an indication of where future journeys may arise from. The map therefore shows the main origins and destinations of journeys in the district.



KEY

Employment
2011 Census Population
Density of Employment (Jobs per Hectare)
- 20 - 50
- 50 +

Population
2011 Census Population
Density (People per Hectare)
- 0-50
- 50 - 100
- 100 +

Trip Attractors
Education
- Primary School
- Secondary School
- Further Education

Local Facilities and Amenities
- Leisure/Sports Centre
- Hospital
- Top 15 Tourist Attractions in Dover District
- Smaller Tourist Attractions

Transport
- Railway Station
- Railway Track
- Ferries

National Cycle Network
- On-Road
- Traffic Free

Other
- Administrative Boundary
- National Nature Reserves/AONB
- DCC Provisional Housing Allocations

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PROJECT
Dover District Cycling and Walking Assessment

TITLE
Deal Trip Generators and Attractors

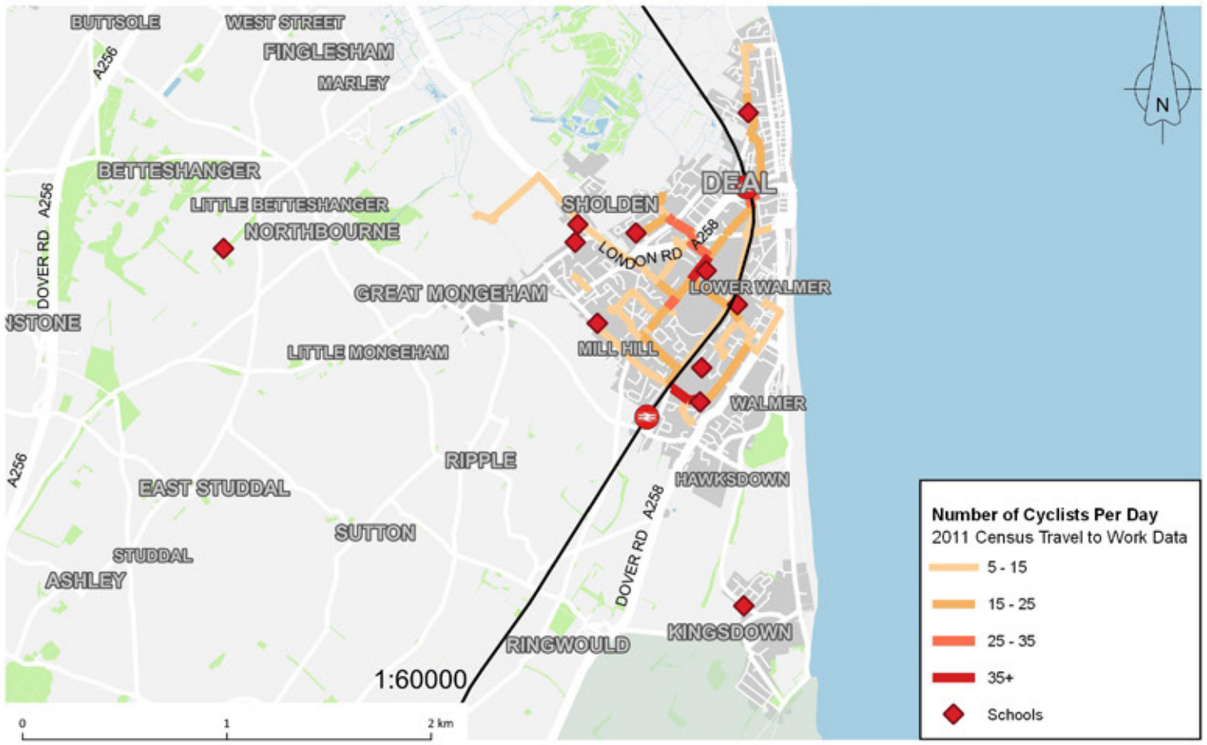
Drawn	Checked	Date	Scale at A3
SM	LD	9/1/2020	1:30000

STATUS: ISSUE

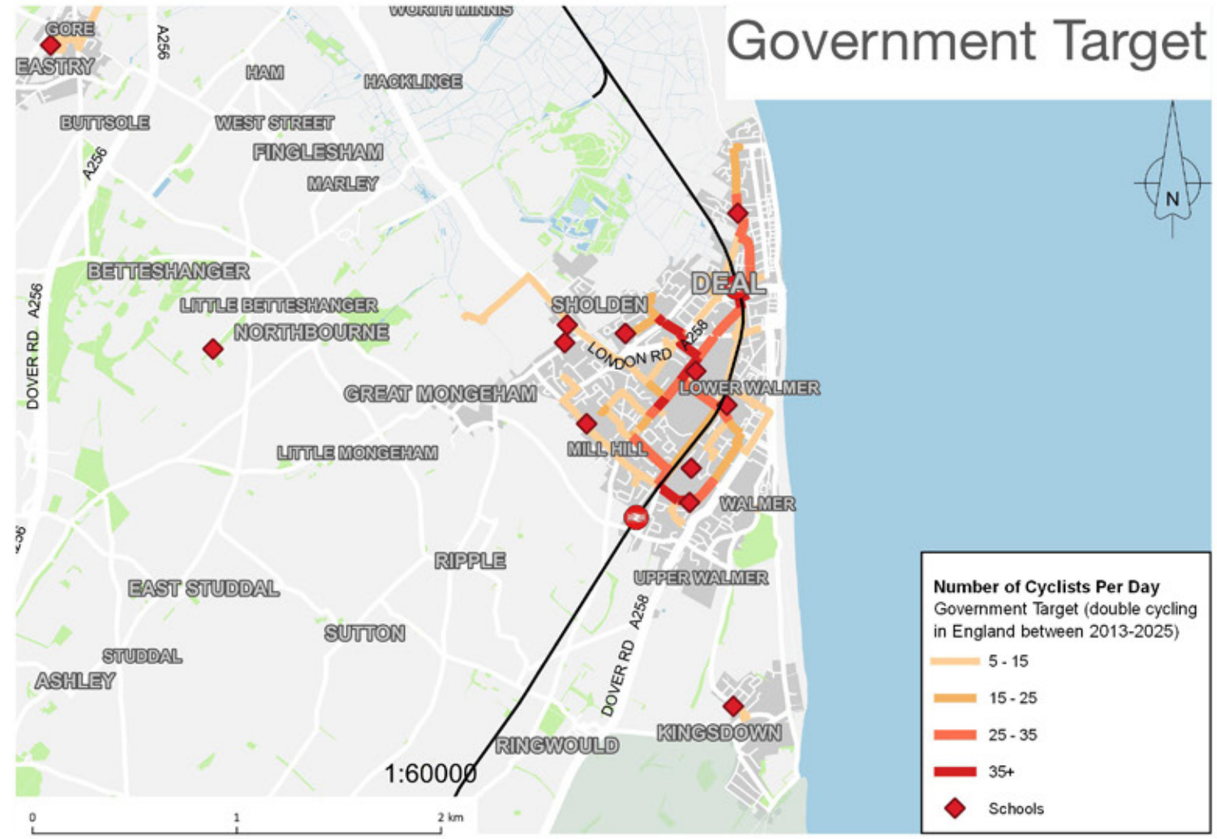
DRAWING NUMBER: 12513DOV-SD-MAP-00-01
REVISION: A

Deal PCT School Data

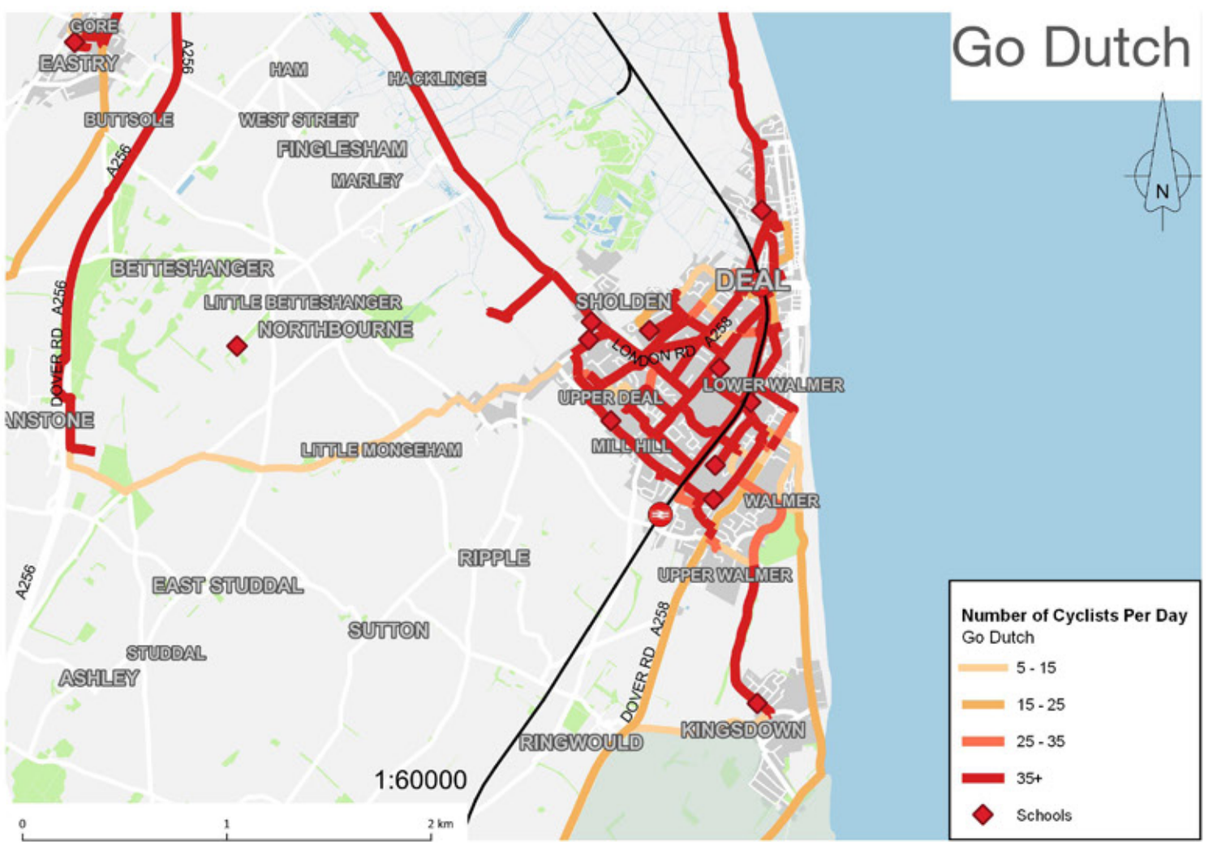
2011 Census

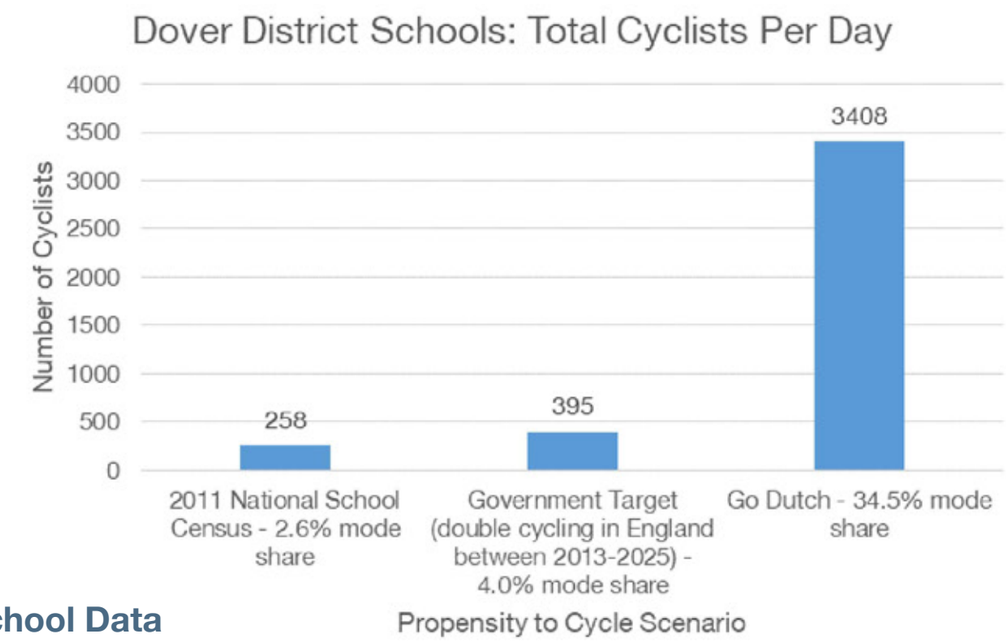


Government Target



Go Dutch



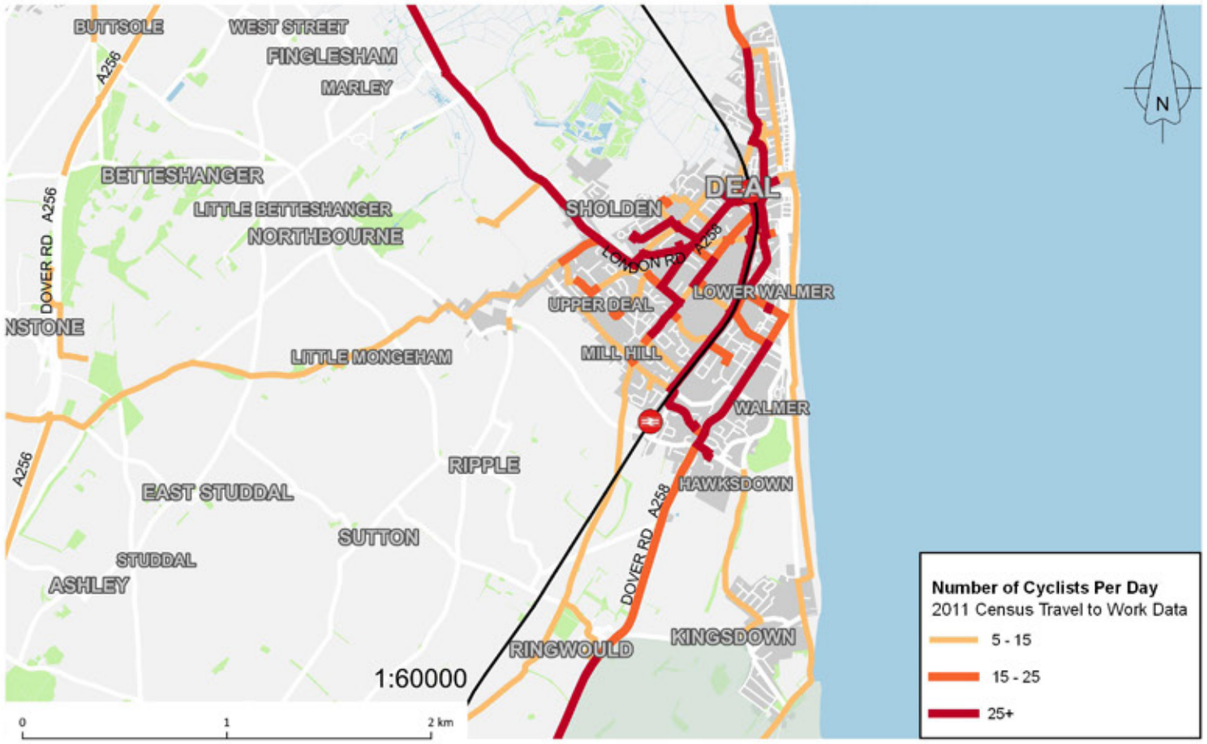


PCT School Data

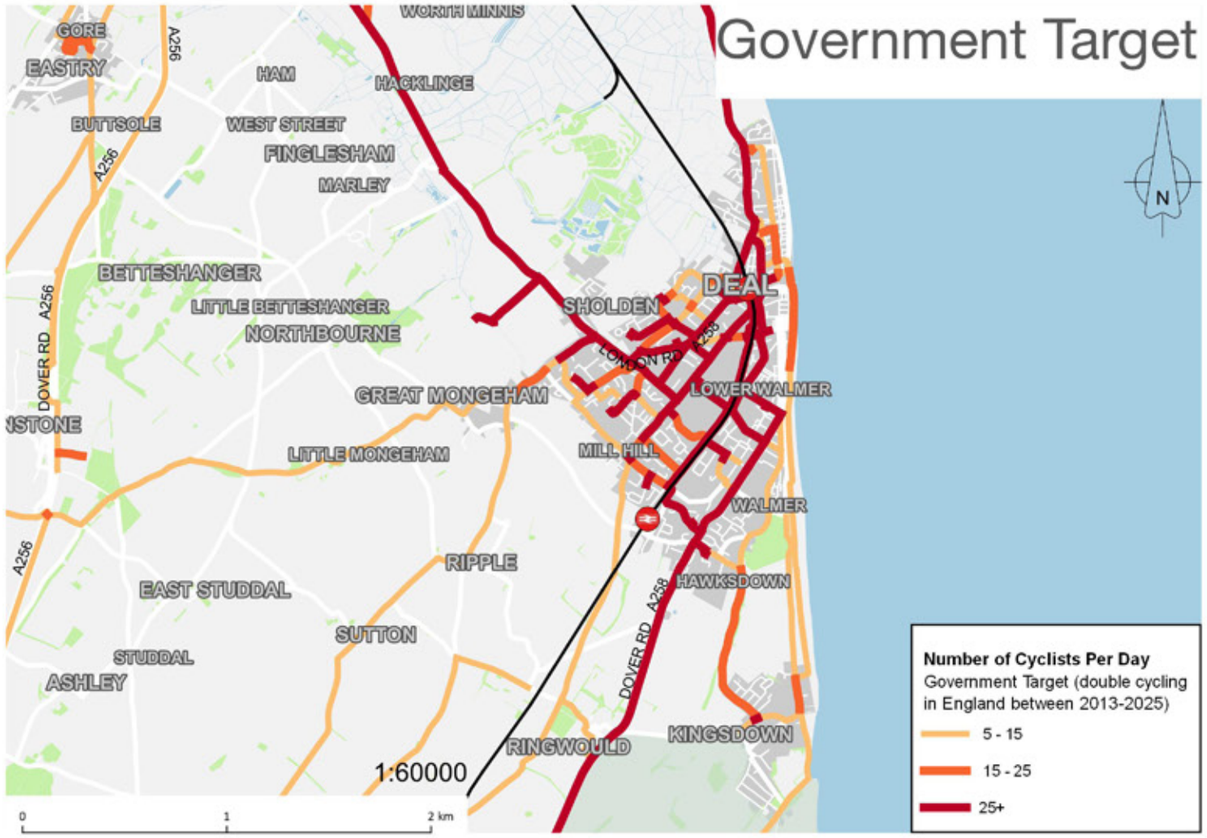
These maps of cycling routes to school are derived from School Census 2010/11 data, so do not reflect any recent changes in school sites or catchment areas. If the local priority is enabling more students to cycle to school, then these travel patterns are a useful guide to routes where investment is needed. However, it must be remembered that education and escort to education is only 13% of all trips. In Swale, the Government target would see an increase of 150% in cycling to school, while the Go Dutch scenario suggests that cycling could increase 30 fold on 2010/11 levels.

Deal PCT Commute Data

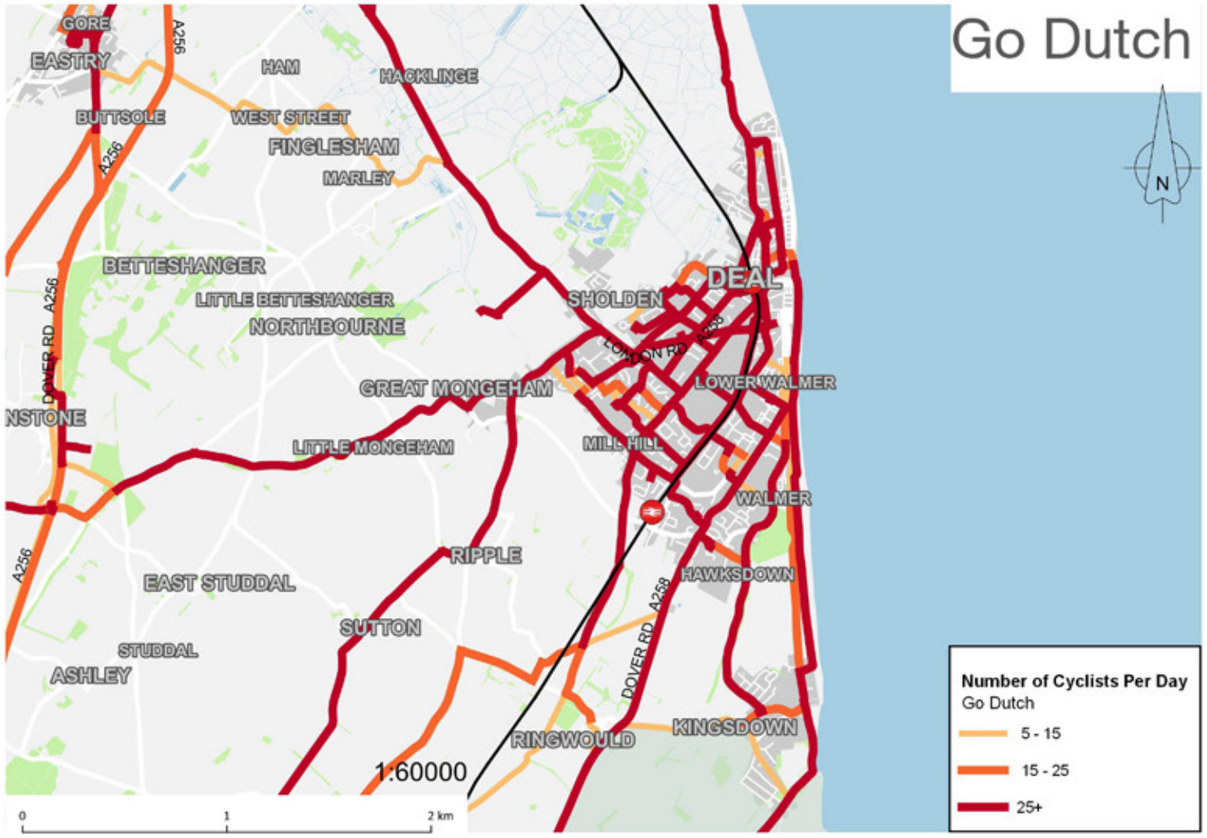
2011 Census

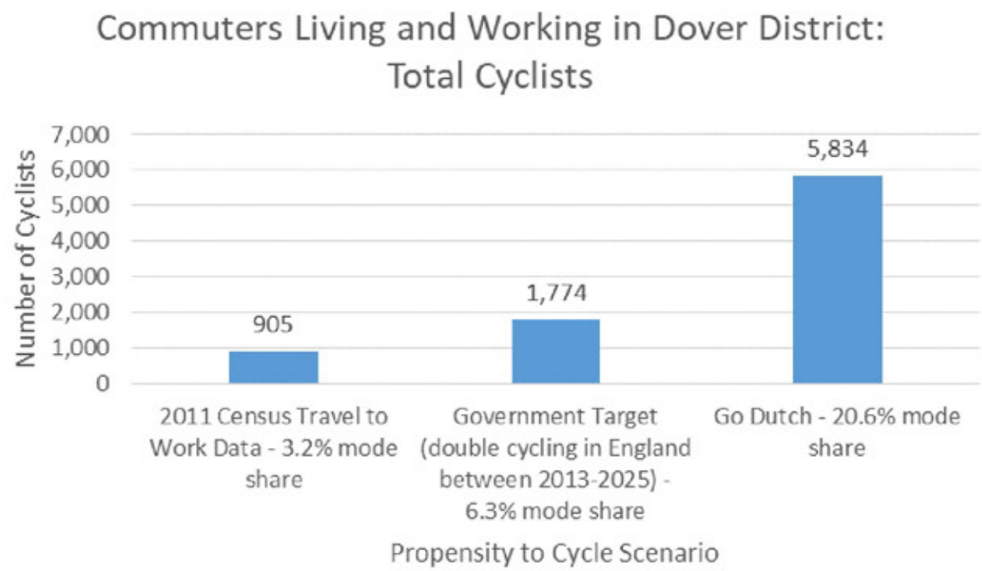


Government Target



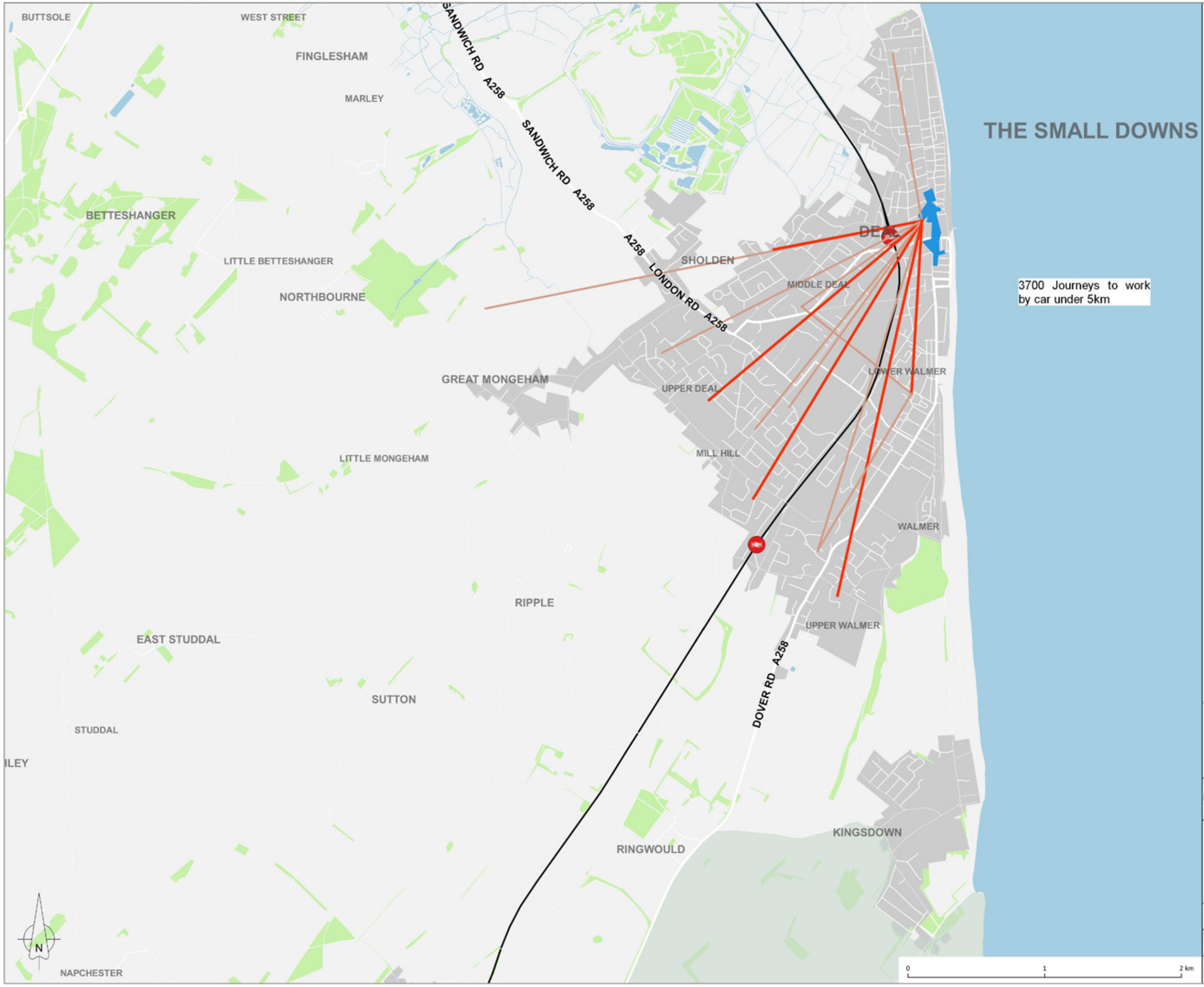
Go Dutch





PCT Commute Data

These maps of cycling routes to work are derived from Census 2011 data, so do not reflect any recent changes in employment sites. If the local priority is enabling more people to cycle to work, then these travel patterns are a useful guide to routes where investment is needed. However, it must be remembered that commuting is only 14% of all trips. In Swale, there is clearly huge potential for increasing cycle trips to work. The Government target would see levels more than double, while the Go Dutch scenario suggests that cycling could increase more than seven-fold here.



KEY

Census 2011 Commuter Flow Data
Number of Car Commuters Per Day

- 25 - 35
- 35 - 45
- 45+

Other
2011 Census Density of Employment (Jobs per Hectare)

- 50 +
- Ferries
- Railway Station
- National Nature Reserves England

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PROJECT
Dover District Cycling and Walking Assessment

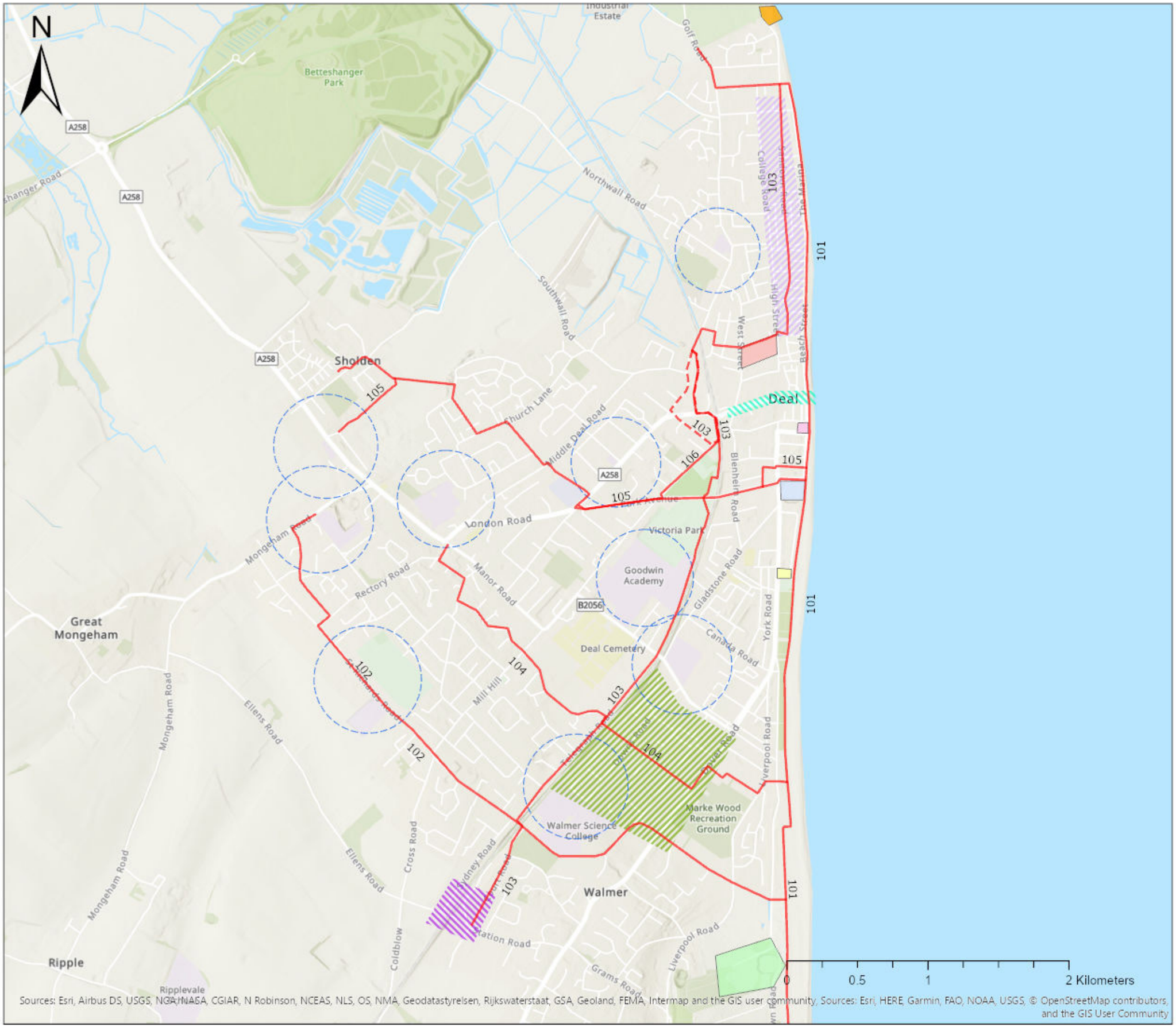
TITLE
Deal Commuting Journeys by Car under 5km (PCT Straight Lines)

Drawn	Checked	Date	Scale at A3
SM	LD	9/1/2020	1:25000

STATUS
ISSUE

DRAWING NUMBER	REVISION
12513DOV-SD-MAP-00-03	A

Route Recommendations


N
Legend
Cycle Routes
101
102
103
103 alternative alignment option
104
105
106
103 Proposed low traffic neighbourhood
104 Proposed low traffic neighbourhood
Focus Areas
201: Gateway to Deal: Deal station to Pier
202: Access to Walmer station
203: Attractions: Central Deal cultural attractions
203: Attractions: Deal Castle
203: Attractions: Paddling Pool / The Strand
203: Attractions: Sandown Castle remains
203: Attractions: Timeball Tower
203: Attractions: Walmer Castle
204: Access to Schools
Betteshanger Park
Industrial Estate
Golf Road
Northwall Road
Southwall Road
Sholden
Deal
Church Lane
Middle Deal Road
London Road
Victoria Park
Goodwin Academy
Manor Road
Rectory Road
Mongeham Road
Great Mongeham
Deal Cemetery
Mill Hill
Ellens Road
Walmer Science College
Marke Wood Recreation Ground
Walmer
Ripple
Ripplevale
Station Road
Liverpool Road
Canada Road
Gladstone Road
York Road
Blenheim Road
Beach Street
West Street
High Street
College Road
The Marina
Cross Road
Coldblow
Sydney Road
Grams Road
A258
B2056
0
0.5
1
2 Kilometers
Sources: Esri, Airbus DS, USGS, NGA, NASA, CGIAR, N Robinson, NCEAS, NLS, OS, NMA, Geodatastyrelsen, Rijkswaterstaat, GSA, Geoland, FEMA, Intermap and the GIS user community, Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

THE BOATHOUSE
BAR & TERRACE

TAYLOR-JONES & SON
dunlin & diver

Kwik-Fit
Tyres
Exhausts
Brakes
Deal

Route 101: Sandown Castle – Walmer Castle and Gardens

Route Description

This is a key north-south route in Deal, broadly following the existing NCN1 alignment along the seafront and connecting cyclists to the town centre and popular tourist attractions. The route forms an integral part of the route network in Deal and therefore interventions focus on providing legible wayfinding, accessibility and safety.

Background

The NCN1 connects Deal and Sandwich to the north of town, and Dover to the south. The route is both a key connection to neighbouring coastal towns and a picturesque north-south coastal route, providing leisure and active travel opportunities to visitors and residents alike.

This route isn't a strong corridor in the PCT school and commuting analysis, however this is more of a leisure focussed route.

Existing conditions

The southern section of the route, from Walmer Castle to Deal Castle, benefits from a high quality off-road cycle path along the seafront. The route shares a wide asphalt footway, with the cycle lane designated by thermoplastic markings – this section is not designated as shared use.

From Deal Castle to Deal Pier, the delineated cycle path and footway merge into a shared use footway. During the summer months the shared use section of the NCN1 alignment experiences high volumes and instances of conflict between pedestrians and cycle users.

At Deal Pier, northbound cyclists are required to rejoin the carriageway, following Beach Street/The Marina until Godwyn Road. Beach Street/The Marina is a long straight road with wide lanes and multiple adjoining side-roads. Along this road, vehicle speeds are high, as is the potential for conflict between turning vehicles and cyclists.

Barriers to Walking and Cycling

The southern section of the route offers a good level of service for cyclists however potential users may be hesitant to use the middle and northern sections of the route due to fast moving traffic on Beach Street/ The Marina. Similarly, pedestrians may feel unsafe on the shared footway, south of the pier, due to possible interaction with cycle users.

Recommendations

101.1.1 Create a point of access to the seafront promenade for cycles and pedestrians on Godwyn Road by removing the staircase and introducing dropped kerbs

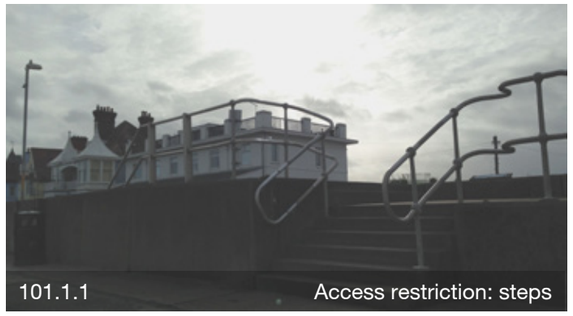
101.1.2 Update NCN1 alignment to follow the seafront promenade, instead of Beach Street/The Marina, and widen path

101.1.3 Move most eastern parking bays outside the Royal Hotel west to allow space for widening the seafront path

101.1.4 Create a shared use path (and widen) in front of The Royal hotel and adjoining car park

101.1.5 Reduce carriageway width and increase footway at the Broad Street/Beach Street Roundabout and between Deal Castle and the Royal Hotel, in order to increase capacity for pedestrians and cycles.

† Image Sourced from Google Street View



101.1.1 Access restriction: steps

101.1.5 † Lack of capacity and user conflict

101.1.2 Current alignment on parallel busy road

101.1.3 Narrow path and user conflict

101.1.4 Narrow path, lacking shared use capacity

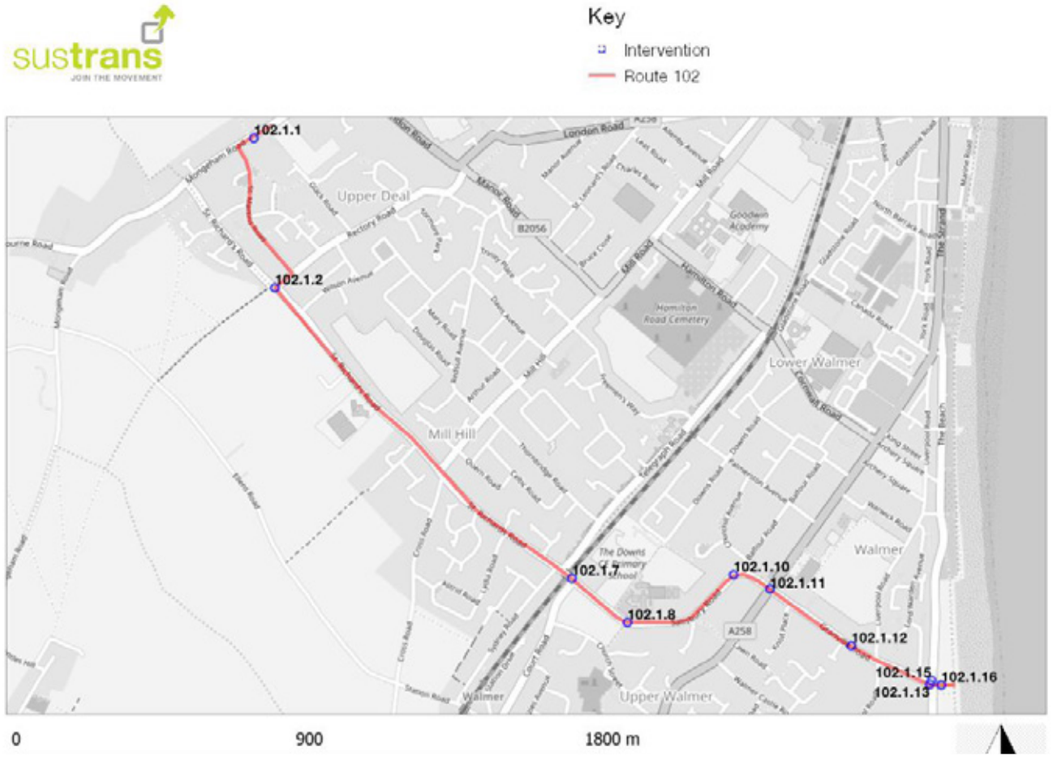
Route 102: Hornbeam Primary School – Seafront

Route Description

The proposed route 102 offers a connection between Hornbeam Primary School and the seafront and NCN1. The route passes in close proximity to three schools; Hornbeam Primary School, St Mary's Catholic Primary School and The Downs C of E Primary School. It also connects Paydens Pharmacy, The Londis shop and the Tesco Express on Mill Hill. Furthermore, the route provides a connection to the proposed Quietway route and Walmer train station.

Background

Much of this route is identified as a key connecting route in *Cycle Friendly Deal* (A. Oliver, 2017). It is highlighted as a connector corridor inthe PCT analysis, as well as flanking the allocated housing sites on the edge of Deal, meaning that new developments would be well-served by sustainable transport.



Existing conditions

Between Hornbeam Primary School and Salisbury Road there is no infrastructure provided to improve pedestrian or cycle safety, or to moderate the speeds of vehicles. The area is residential with the majority of parking uncontrolled. St Richard's Road is a long straight road with side roads that have wide turning radii, promoting high vehicle turning speeds. Signage has been provided to alert vehicles to the presence of elderly people crossing, but there are no crossing points or measures to mitigate vehicle speeds.

As St Richard's Road turns into Salisbury Road, a cycle lane is provided on the footway between the bridge and the rear of the school, where it ends abruptly, requiring cycles to re-join the carriageway. Some traffic calming measures are provided between the rear of the school and Granville Road. Between the Liverpool Road/Granville Road junction and Kingsdown Road the carriageway is wide and straight with no infrastructure to improve safety for pedestrians and cycles. The transition across Kingsdown Road and the seafront is currently dangerous, with no crossing points and poor surfacing.

Recommendations

102.1.1 Remove parking on left side of road between Hornbeam Primary School and St. Martin's Road, and widen footway, to enable either a shared use footway or a short segregated cycle track, for families travelling to and from school.

102.1.2 Traffic data analysis along St Richard's Road and Salisbury Road (between Mongeham Road and Dover Road), to determine suitability as a quiet route. Create 20mph zone and introduce traffic-calming measures, e.g. sinusoidal speed bumps, priority give-ways.

102.1.7 Provide drop-kerb on build-out (east side of bridge, Salisbury Road) and sign cyclists onto the build-out, to continue on the existing footway-level cycle lane.

102.1.10 Filter section between Balfour Road and Salisbury Road, designating the demarcated section (see image 102.1.10) a pedestrian and cycle only space. This would enable a protected left-hand turn for cycles travelling south-east onto Balfour Rd and would prevent conflict between south-east-travelling vehicles turning left onto Balfour Rd and cycles going straight on (south) down Salisbury Road. The closure would increase footway space, benefiting users with mobility aids or push-chairs and present an opportunity to link the filtered section to the adjoining triangular green-space, creating potential for a pocket park, urban growing area or art installation.

102.1.11 Install raised table at junction of Salisbury Rd/Dover Rd/Granville Rd to reduce traffic speeds approaching the junction.

102.1.12 Traffic data analysis along Granville Road and Salisbury Road (between Dover and Kingsdown Road), to determine suitability as a quiet route. Create 20mph zone and introduce traffic-calming measures, e.g. sinusoidal speed bumps, priority give-ways. In the event of high traffic volumes, Granville Road is wide enough to support light segregation (e.g. wands or orcas).

102.1.13 Reduce junction turning radii at corner of Kingsdown Road and Granville Road.

102.1.15 Introduce parallel zebra crossing north of Granville Road/Kingsdown Road junction, to connect pedestrians and cycle users to the seafront via shared path (see point 102.1.16). Widen footway and designate shared use either side of zebra, to enable cycle access.

102.1.16 Install accessible shared use path between Kingsdown Road and NCN1 alignment.

† Image Sourced from Google Street View

102.1.1 † Lack of safe cycle provision outside school

102.1.10 † Proposed cycle & pedestrian only zone

102.1.15 Lack of formal crossing

102.1.2 † Lack of traffic calming outside school

102.1.11 † Lack of traffic calming e.g. raised table

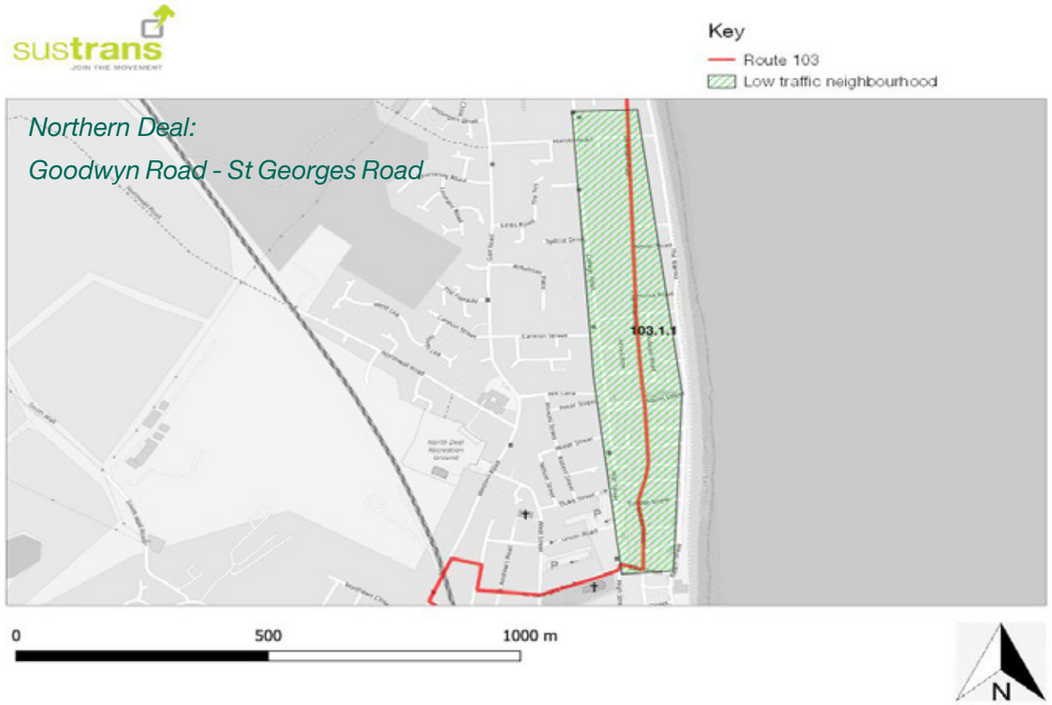
102.1.16 Access restriction: lacking connecting path

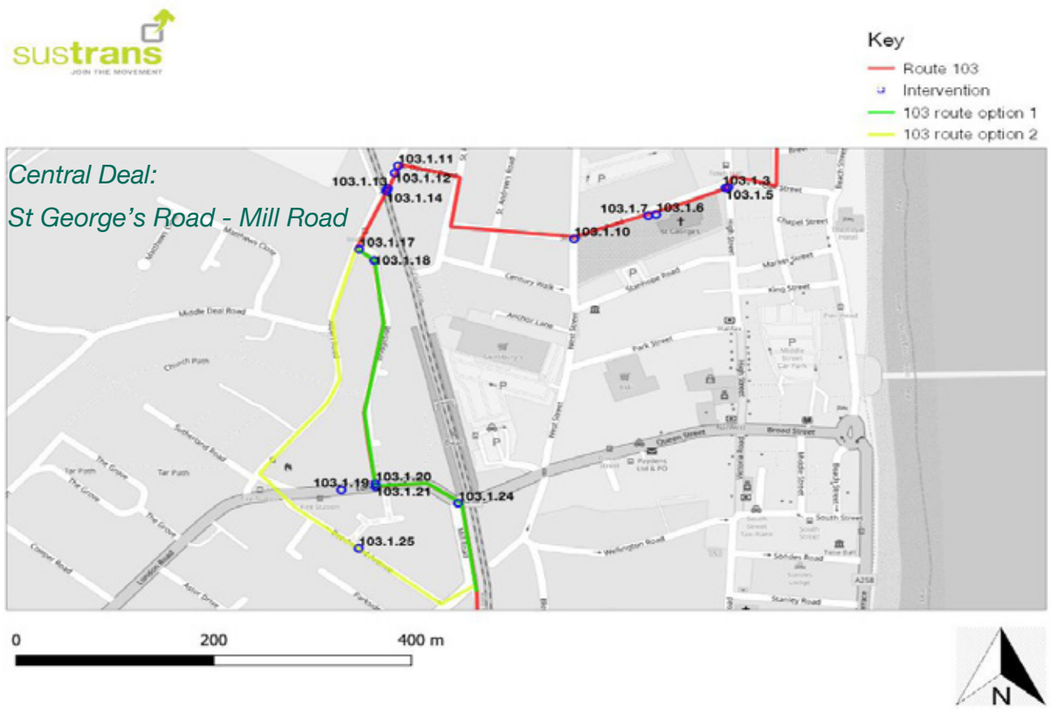
102.1.7 † Access restriction for cycles transitioning onto footway-level cycle lane

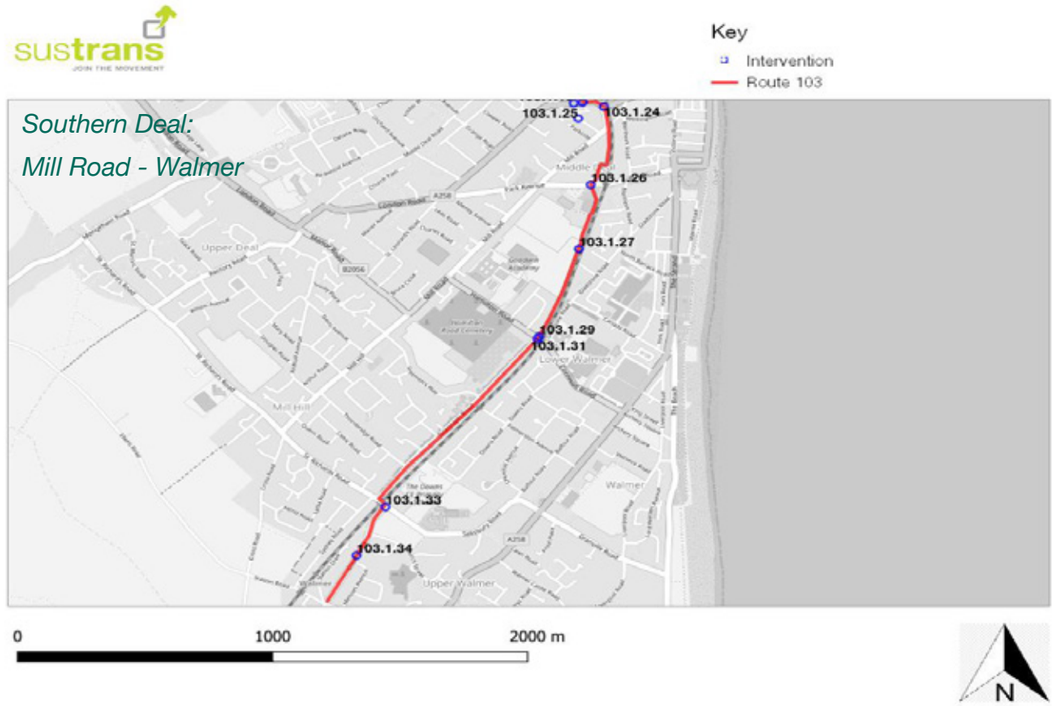
102.1.12 † Lack of traffic calming

102.1.7 † Demonstrates existing cycle lane

102.1.13 † Lack of traffic calming







† Image Sourced from Google Street View

Route 103: Quietway 1

Route Description

Quietway 1 (Q1) guides cyclists through the Deal Urban Area, between Sandown in the north and Walmer in the south. At the northern end, the route runs parallel to the seafront along Sandown Road and Middle Street, then west at Oak Street to the level crossing on Western Road. From this point the route loosely follows the railway line south, through Victoria Park and arriving at Walmer Station. The Quietway is a key, arterial route that intersects with all other proposed routes. There are 2 possible suggested alignments for the transition between Albert Road and Mill Road, as described in the recommendations.

Background

Quietway 1 is proposed in the *Cycle Friendly Deal* report, which advocates a cycle route of a similar standard to the Quietways delivered by TfL in London. Inspired by London Quietways, the proposed Quietway 1 adheres to the same key principles of safety, continuity and intuition.

It brings users through the heart of Deal, connecting up clear corridors of demand in the PCT analysis.

Existing conditions

Sandown Road/Middle Street are relatively quiet narrow back streets running parallel to the seafront. Traffic speeds and volumes appeared low, however, these streets connect to numerous side roads, making interactions between cycles and vehicles likely. Between Deal station and Walmer Station, the alignment is largely traffic-free and needs few interventions to ensure a good level of service.

The site audit identified the following issues along the existing Quietway 1 alignment:

- The transition from Oak Street to St George's Road
- The level crossing on Western Road
- The suitability of Albert Road and legibility of wayfinding on Albert Road roundabout
- The layout of London Road/Mill Road junction

Recommendations

Northern Deal: Goodwyn Road - St George's Road

103.1.1 Traffic data analysis to establish suitability as a 'low traffic neighbourhood' cell, within Harold Road (north), College Road (west), Marina/Beach Street (east) and Oak street (south), as defined by the polygon. Create 20mph zone. Install filters and/or traffic calming measures as needed.

Central Deal: St George's Road - Mill Road

103.1.3 Traffic data analysis on High Street to establish suitability as a Quiet Route. Designate as 20mph zone. Install traffic calming measures as needed.

103.1.5 Improve cycle transition between Oak Street and St George's street, reduce traffic and create central pedestrian and cycle only zone. This would require:

- Left turn only from High Street to St George's road (northbound)
- Left turn only from High Street to Oak Street (Southbound)
- Right turn only from Oak Street to High Street (westbound)
- Modal filters (e.g. bollards or planters) forming the boundaries of the cycle and pedestrian only zone.
- Give way lines along north and south borders of the zone, indicating eastbound cycles to give way to northbound traffic (turning right from Oak St onto High St), and westbound cycles to give way to westbound traffic (tuning left from High St onto St George's Rd).

103.1.6 Convert St George's Road to one-way for vehicles travelling west bound, install light segregated contra-flow cycle track (e.g. using orcas or wands) and prohibit parking on St George's Road.

103.1.10 Change junction priority from north/south movements to east/west at St George's Rd/West Rd junction, creating priority for Quietway route.

103.1.11 Install protected right turn for north-east-bound cycles on Albert Road, turning onto St David's Road.

103.1.12 Traffic data analysis to establish suitability of Albert Road as part of the Quietway. Create 20mph zone, reduce carriageway widths and install traffic calming measures as needed.

103.1.13 Centre line removal between West Street and Middle Deal Road.

103.1.14 Widen footways across level-crossing on Albert Road.

103.1.17 Install protected right turn for cycle users from Bridgeside to Albert Road

103.1.18 Alignment Option 1: Realign route to use Bridgeside Rd, instead of the larger, busier Albert way, between Albert Road (north) and London Road (south).

103.1.19 Alignment Option 1: Traffic data analysis to establish suitability of London Road section (between Albert Rd/London Rd junction and Mill Rd/Beechwood Ave junction) as part of the Quietway. Create 20mph zone, reduce carriageway widths and install traffic calming measures as needed. Recommend sinusoidal speed humps.

103.1.21 Alignment Option 1: Improve connection between Bridgeside Rd and London Road by removing bollards and installing a raised table and parallel zebra crossing where the roads meet. Widen footway on south side of crossing and allow cycles to use the parallel zebra to turn right.

103.1.24 Alignment Option 1: Redesign the London Rd/Mill Rd junction to permit safe right turns for cycles.

103.1.25 Alignment Option 2: Realign the Quietway 1 Route to utilise Beechwood Ave and avoid London Road. Make Beechwood Avenue two-way, by removing parking and installing a parallel zebra crossing between Beechwood Road and the north section of Albert Road triangle. This would avoid the southbound right turn detailed in 103.1.24 and northbound right turn onto Bridgeside Road.

Southern Deal: Mill Road - Walmer

103.1.26 Convert zebra crossing to parallel zebra crossing across Park Avenue.

103.1.27 Ensure path is well maintained and vegetation cut back on shared-use path between park Avenue and Hamilton Road

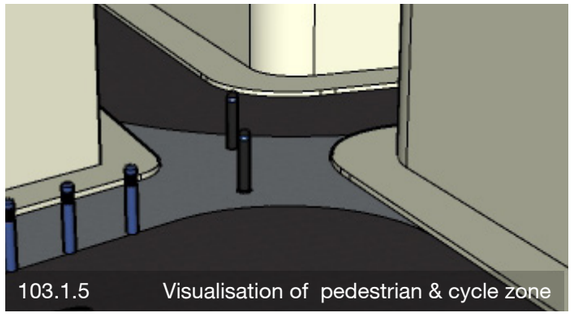
103.1.29 Remove barriers and bollards and widen entrance to shared use path (Hamilton Road)

103.1.31 Build out Telegraph Road/Hamilton Road to provide space for parallel zebra crossing across Hamilton Road junction

103.1.33 Introduce raised continuous footway across Salisbury Road (Court Rd junction)

103.1.34 Traffic data analysis to establish suitability of Court Road as part of the Quietway. Create 20mph zone, reduce carriageway widths and install traffic calming measures as needed.

103.1.1 Lack of traffic calming


103.1.5 Visualisation of pedestrian & cycle zone

103.1.6 † Lack of contra-flow and street narrowed by parking

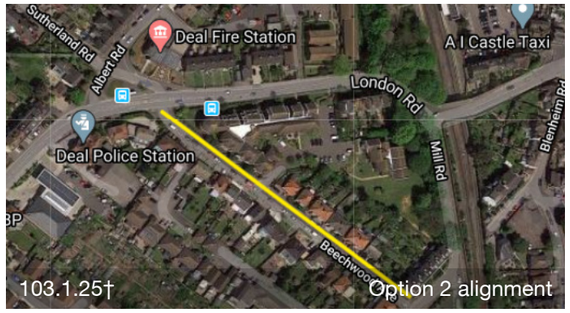
103.1.13 † Lack of traffic calming

103.1.21 † Access restriction: bollards and kerb, and lack of traffic calming

103.1.29 Access restrictions: barriers, bollards and narrow entrance

103.1.10 † Lack of junction priority for Quietway route

103.1.14a † Narrow footways



103.1.25† Option 2 alignment

103.1.31 † Lack of formal crossing

103.1.11 † Lack of protected right turn

103.1.14b † Narrow footways

103.1.26 Lack of parallel zebra

103.1.33 Lack of continuous level footway

103.1.12 † Lack of traffic calming

103.1.19 † Lack of traffic calming

103.1.27 Path maintenance required

103.1.34 † Lack of traffic calming

† Image Sourced from Google Street View

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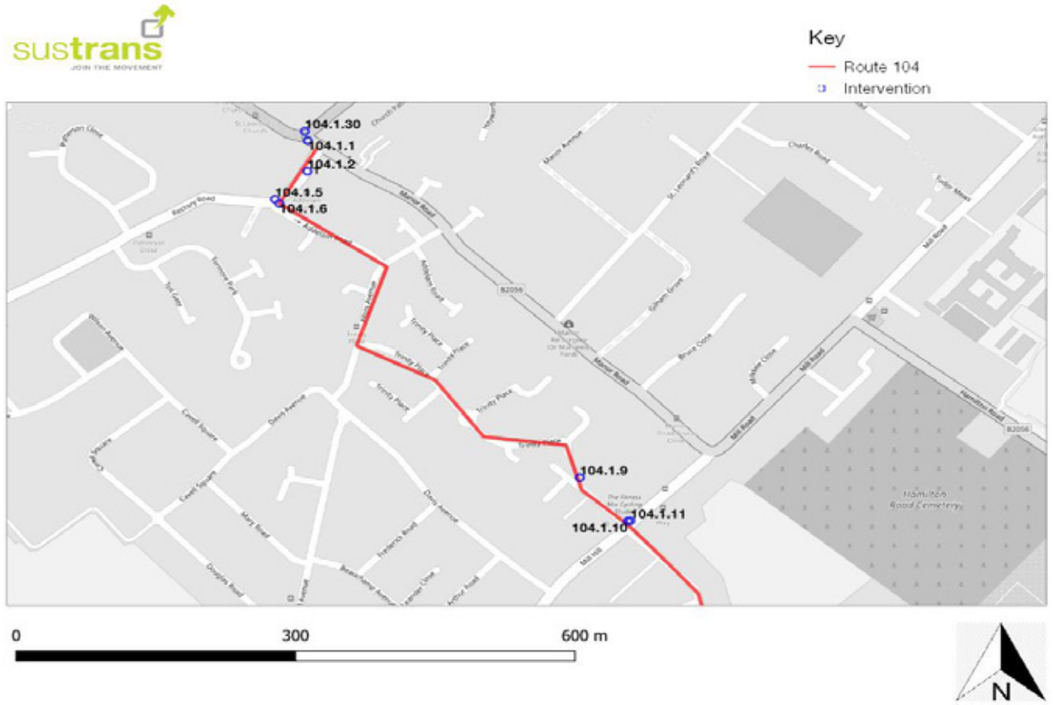
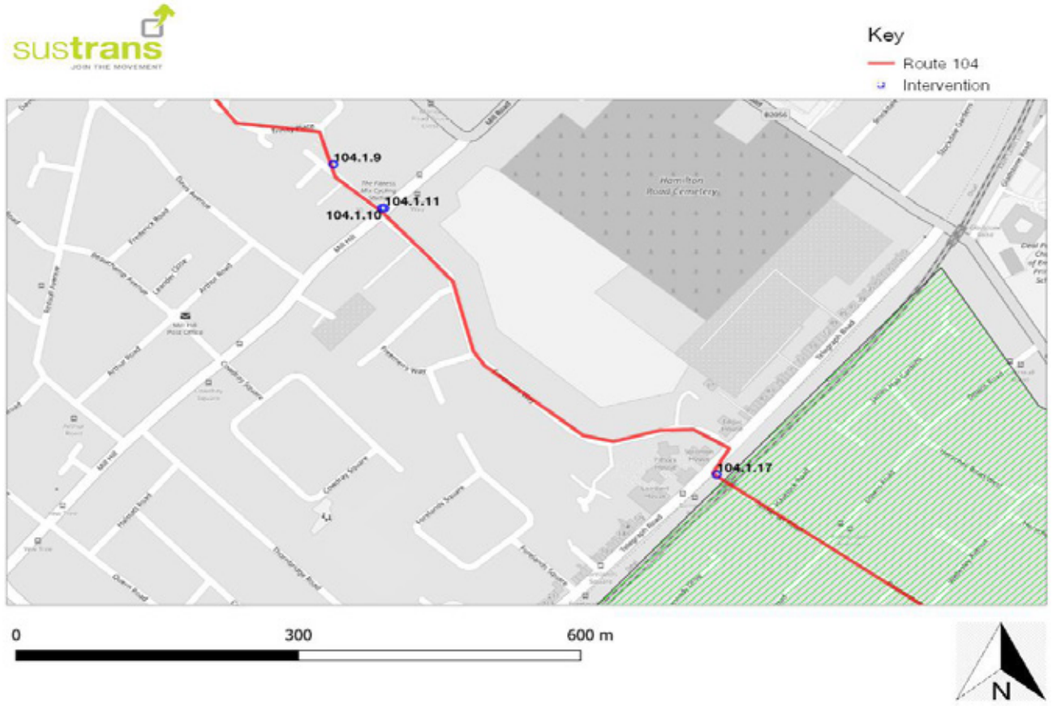
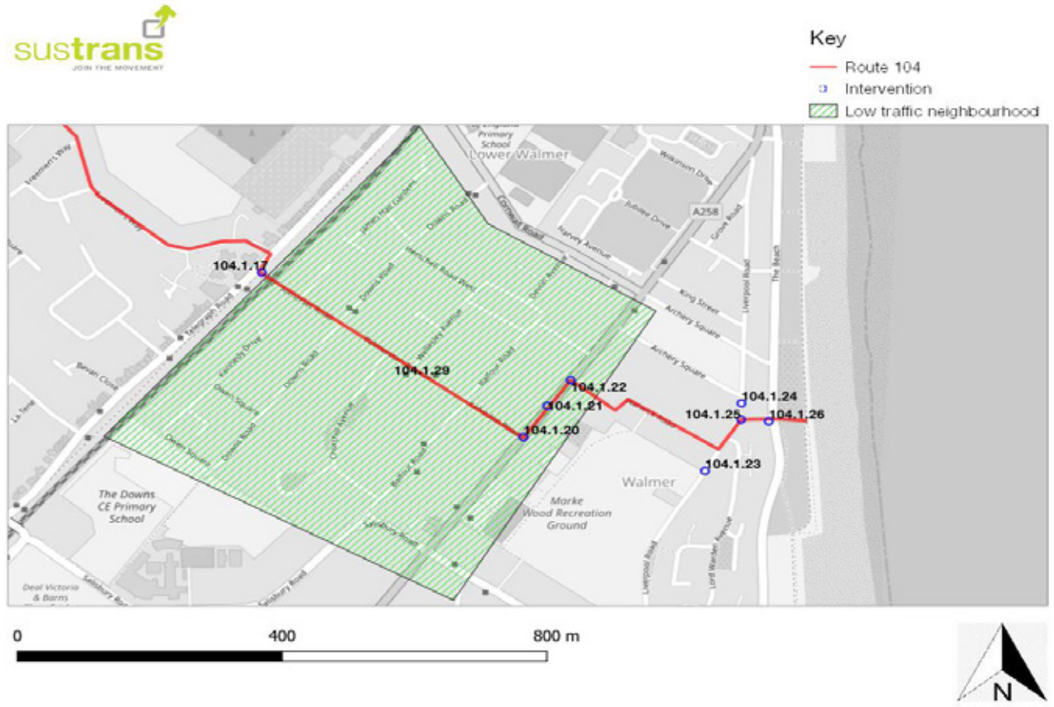






Route 104: St Leonard's Church - Seafront

Route Description

Route 104 connects St Leonard's Church to the seafront. The route runs largely parallel to the B2056, providing a useful connection to the proposed Quietway 1 and existing NCN1.

Background

Route 104 follows one of the potential connections identified in *Cycle Friendly Deal*, between St Leonard's Church and Telegraph Road. In addition, Route 104 extends east beyond Telegraph Road onto Somerset Road and connects to NCN1 via Alexandra Road.

This route connects up corridors of PCT demand, in particualr for school journeys.

Existing conditions

For the length of the proposed route there is little to no infrastructure providing safe pedestrian and cycle movements. Large sections of the route are on quiet residential streets, however, connections between these sections involve traversing less quiet roads and turning across traffic at busy junctions.

Recommendations

104.1.1 Redesign junction layout to prioritise cycle and pedestrian movements. Remove roundabout and through-access for vehicles between London Road and Manor Road. Create safe area to transition from London Road to Rectory Road.

104.1.2 Traffic data analysis to establish suitability of Rectory Road (between Manor Road and Addelam Road) as a quiet route. Create 20mph zone, reduce carriageway widths and install traffic calming measures as needed. This report recommends reducing parking, removing the centre line and possibly light segregation.

104.1.5 Install protected right turn for northbound cycles from Addelam Rd onto Rectory Rd.

104.1.6 Install modal filter at north end of Addelam Road (junction with Rectory Road), making Addelam Rd a cul-de-sac (access only from Pilots Avenue) and remove one-way system.

104.1.9 Introduce shared use footpath between Trinity Place and St James Close.

104.1.10 Create parallel zebra for cycles and pedestrians between St James Close and Freeman's way (across Mill Hill), build out footway and designate access to crossing as shared use to enable cycles to utilise the crossing.

104.1.17 Install modal filters at west end of Somerset Road (junction with Telegraph Road) and create pedestrian/cycle only area under bridge, making Somerset Rd a cul-de-sac (access only from Downs Road end).

104.1.18 Introduce modal filter to prevent access to Kelvedon Road from Dover Road

104.1.19 Redesign junction to enable safe right turn for cycle users from Dover Road to Kelvedon Road

104.1.20 Widen western footway between Kelvedon Road and Warwick Road (along Dover Rd) and designate as shared use path, or install segregated cycle track, if width allows.

104.1.21 Redesign junction to enable safe right turn for cycle users from Dover Road onto Warwick Road

104.1.22 Traffic data analysis to establish suitability of Liverpool Road (including between Warwick Road and Alexander Road) as a quiet route. Create 20mph zone, reduce carriageway widths and install traffic calming measures as needed. Recommend sinusoidal speed humps.

104.1.25 Install modal filter at west end of Alexander road, making it a cul-de-sac, (access only from The Beach/Kingsdown Rd)

104.1.26 Introduce parallel zebra crossing from Alexander Road, across The Beach/ Kingsdown Road, onto shared use path, connecting to the sea front. Widen footpath and designate shared use onto crossing to enable cycle users to utilise it.

104.1.29 Explore potential for a low traffic neighbourhood within green polygon area, to reduce vehicle journeys through residential streets.

104.1.1 Poor pedestrian and cycle provision

104.1.10, 104.1.11 † Lack of formal crossing

104.1.2 † Lack of traffic calming

104.1.20 † Lack of protected cycle route

104.1.5, 104.1.6 † Lack of protected right turn & location of proposed modal filter

104.1.21 † Lack of protected right turn

104.1.9 † Lack of connecting footpath

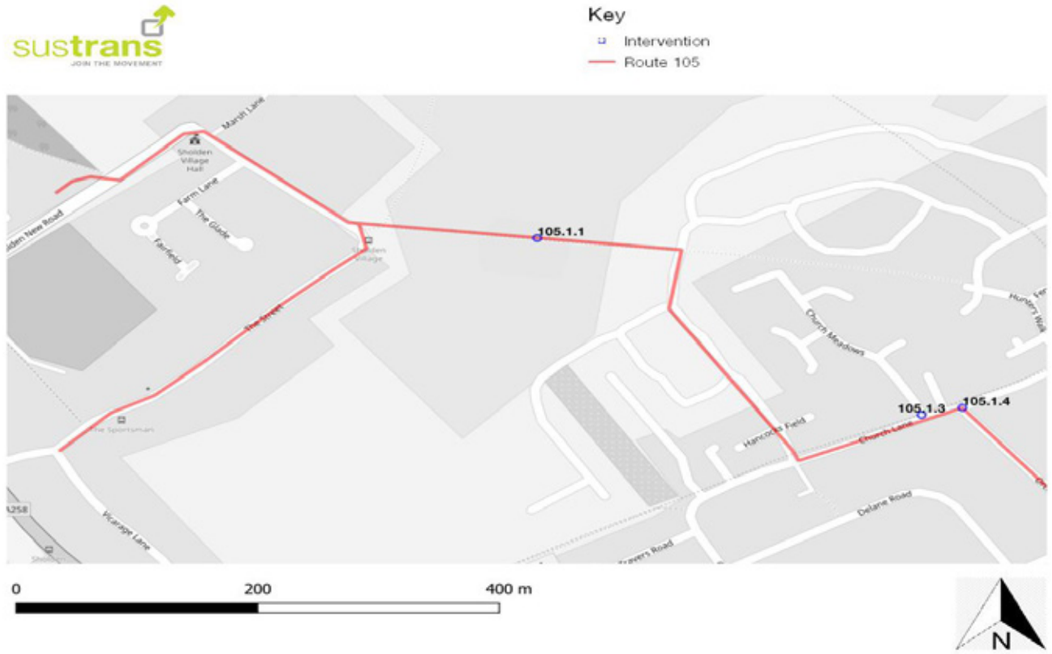
104.1.22 † Lack of traffic calming

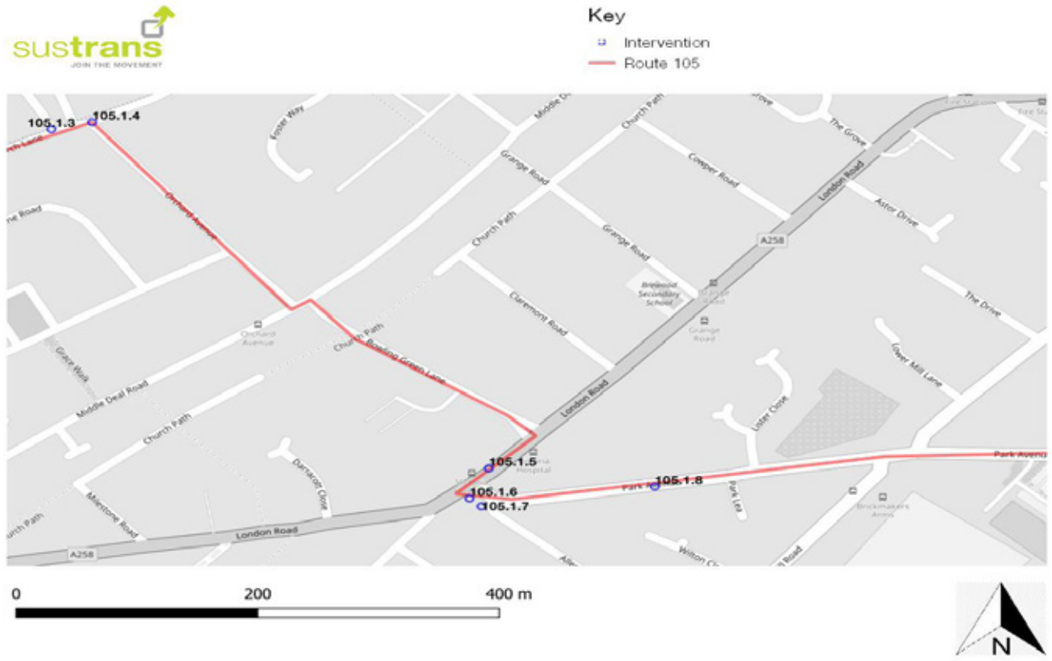
† Image Sourced from Google Street View

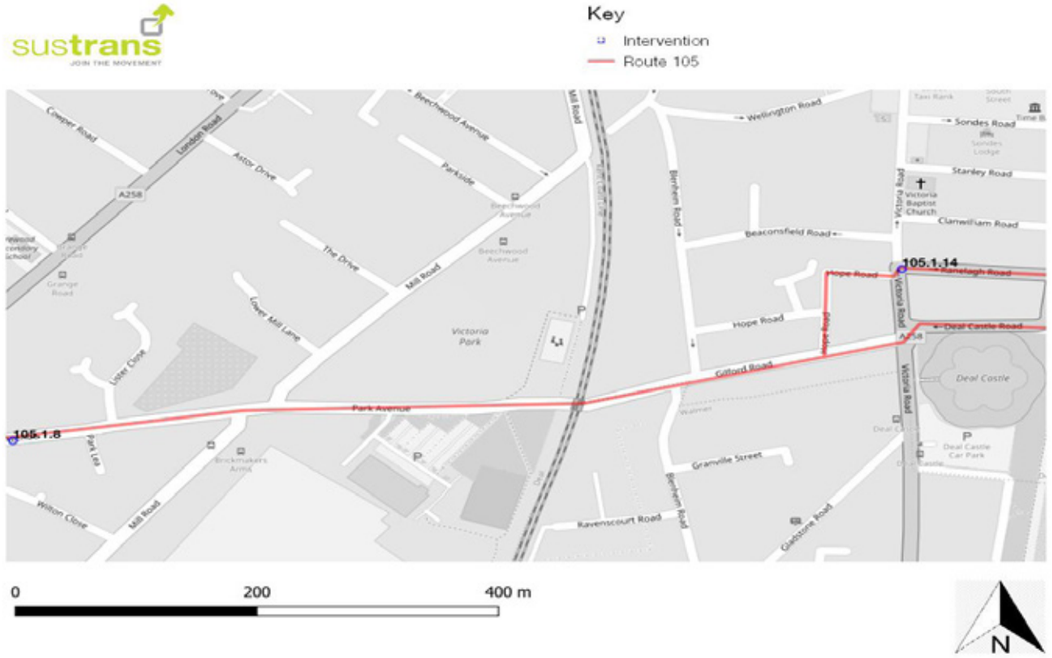
104.1.24 † Location of proposed modal filter

104.1.26 † Lack of formal crossing

104.1.29 † Location of proposed Low Traffic Neighbourhood







† Image Sourced from Google Street View

Route 105: Sholden Village Hall - Deal Castle

Route Description

Route 105 connects Sholden to Deal Castle via the hospital. Between Sholden Village Hall and the hospital, the route uses quiet residential streets. The route then crosses London Road (from Bowling Green Lane to Park Avenue) before continuing east towards Deal Castle.

The route passes in close proximity to Sholden CoE Primary School, Warden House Primary School, Brewood School, the hospital, Tides Leisure Centre, Deal Castle and intersects with Quietway 1 and NCN1.

Background

Cycle Friendly Deal advocates connecting Sholden village to the rest of Deal, via the proposed Quietway 1. Route 105 differs by intersecting with Quietway 1 further south (at Tides Leisure Centre) before continuing east to Deal Castle.

This route meets the corridor of demand identified in the PCT tool from the north west. It also provides a key link for the allocated housing area to the north west of Deal.

Existing conditions

For the length of the proposed route, there is little to no infrastructure providing safe pedestrian and cycle movements. Large sections of the route are on quiet residential streets, however, connections between these sections involve traversing less quiet roads and crossing busy junctions, e.g. transitioning from Bowling Green Lane to Park Avenue.

Recommendations

105.1.1 Formalise accessible shared use footpath between The Street and Hyton Drive.

105.1.3 Introduce continuous level footway across Church Meadows (south end)

105.1.4 Traffic data analysis to establish suitability of Church Lane and Orchard Avenue as a quiet route. Create 20mph zone, reduce carriageway widths and install traffic calming measures as needed. Recommend double yellow lines around junction of the two roads to increase visibility.

105.1.5 Enable cycle users to utilise the north footway on London road between Bowling Green Lane and Park Avenue, by increasing footway width and either designated shared use, or installing a segregated cycle track, if possible.

105.1.6 Install parallel zebra across London Road from north to south footway (property number 120), connecting onto the footpath detailed below.

105.1.7 Introduce shared use footpath across existing small green-space, to connect the proposed parallel zebra crossing with Allenby Avenue.

105.1.8 Traffic data analysis to establish suitability of Park Ave (between Allenby Ave and Mill Rd) as a quiet route. Create 20mph zone, reduce carriageway widths and install traffic calming measures as needed. Recommend chicanes.

105.1.14 Introduce safe transition between Hope Road and Renelagh Road.

105.1.1 Lack of connecting footpath

105.1.3 † Lack of continuous level footway

105.1.4 † Lack of traffic calming

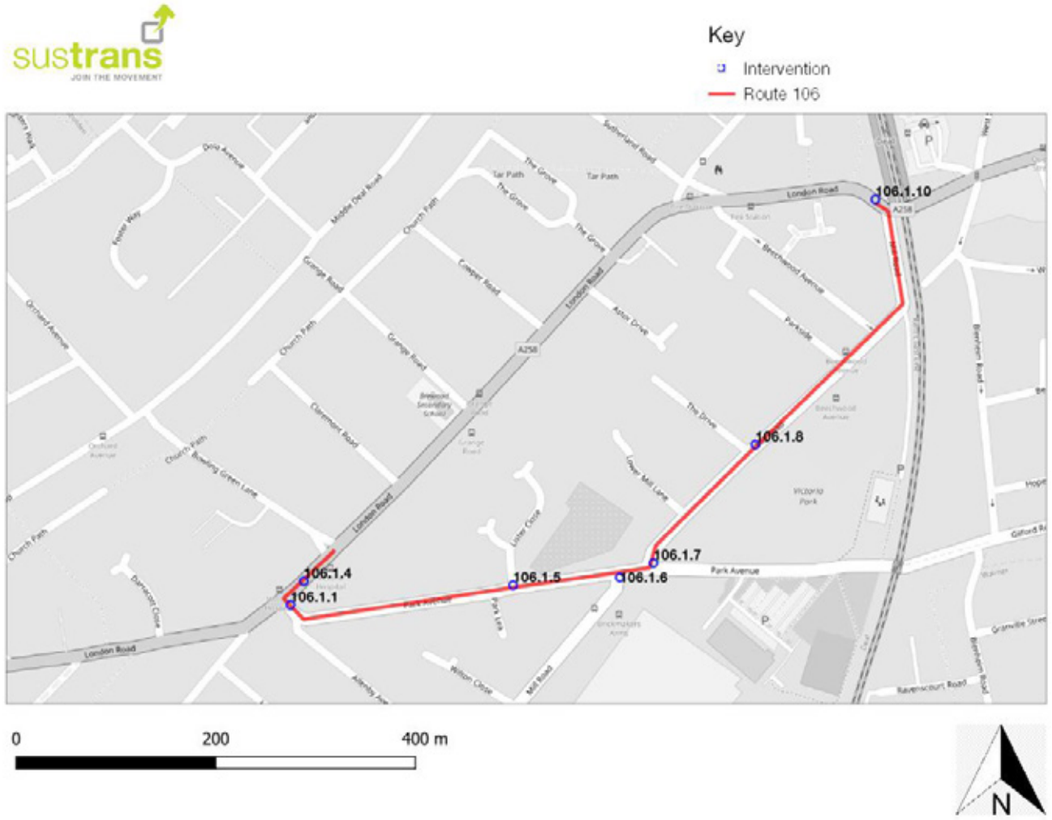
105.1.5 Lack of protected cycle route

105.1.6 † Lack of formal crossing

105.1.7 Lack of connecting footpath

105.1.8 † Lack of traffic calming

105.1.14 Lack of safe transition



Route 106: Deal Train Station - Victoria Walmer & District War Memorial Hospital

Description

The Victoria Walmer and District War Memorial hospital is a key tourist attraction in Deal. It is, therefore, important to ensure that staff and visitors can access the hospital safely and conveniently, on foot, cycling or using a mobility aid.

Existing conditions

The hospital is located adjacent to London Road/ A258 – a busy thoroughfare. Route 106 guides users off London Road and onto Park Avenue, to follow quieter streets, before rejoining London Road beween Mill Hill and Deal station.

Barriers to Walking

The site audit identified the following issues:

- Lack of formal crossings enabling staff and visitors to access the hospital.
- Wide junctions throughout the route, encouraging higher traffic speeds and presenting challenging crossings for poeple with impaired mobility.
- Lack of formal crossings on London road, enabling users to access the station

Recommendations

106.1.1 Reduce junction width and flair, and install continuous level footway at north end of Park Ave, to reduce crossing distance and slow traffic speed.

106.1.4 Introduce parallel zebra crossing on London Road (outside property number 153), in place of current informal crossing (island)

106.1.5 Reduce junction width and flair, and install continuous level footway at south end of Lister Close, to reduce crossing distance and slow traffic speed.

106.1.6 Reduce junction width and flair, and install continuous level footway at junction of Park Ave of Mill Road heading south, to reduce crossing distance and slow traffic speed.

106.1.7 Reduce junction width and flair, and install continuous level footway at junction of Park Ave of Mill Road heading north, to reduce crossing distance and slow traffic speed.

106.1.8 Ensure vegetation adjacent to footway (at The Drive/Mill Road junction) is maintained and not obstructive.

106.1.10 Install pelican crossing across London, Road, at the top of ramp from the west side of Deal station. This will enable pedestrians alighting at Deal Station to cross London Road safely.

† Image Sourced from Google Street View

106.1.1 † Lack of continuous level footway

106.1.7. † Lack of continuous level footway

106.1.4. † Lack of formal crossing

106.1.8. † Obstructive vegetation

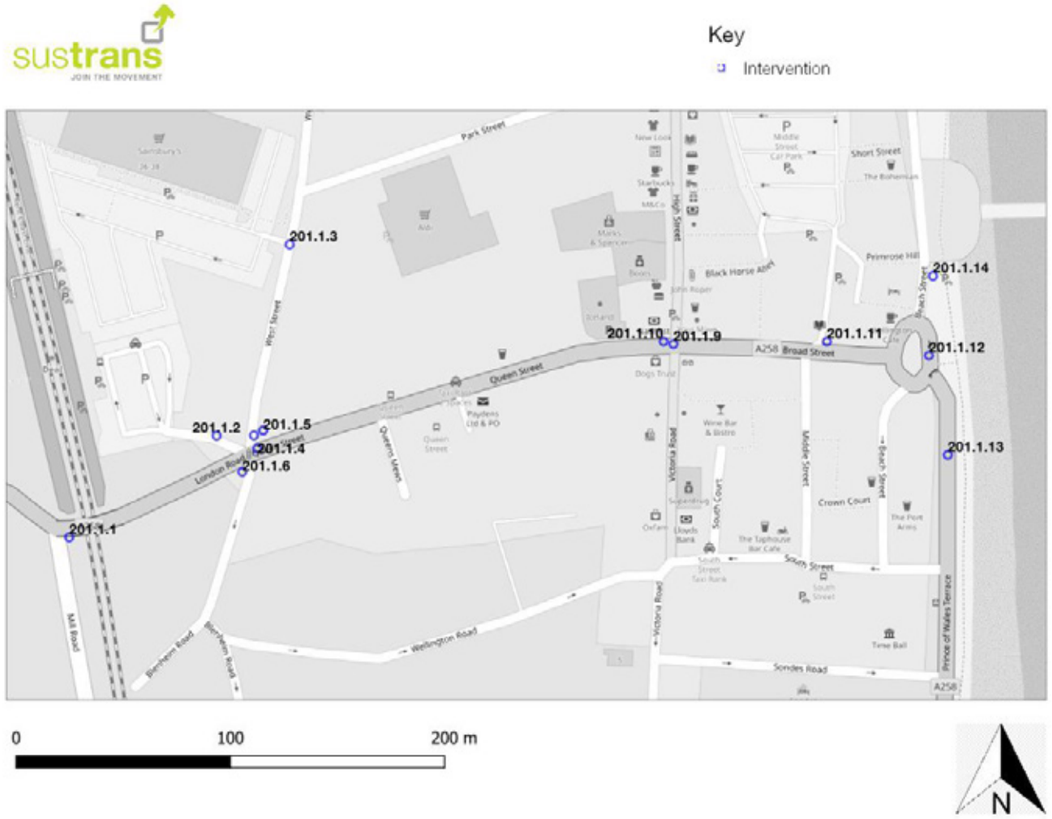
106.1.5 Lack of continuous level footway

106.1.10 † Lack of formal crossing

106.1.6. † Lack of continuous level footway

Focus Area Recommendations

1
Deal



Focus Area 201: Deal Train Station - Deal Pier: 'Gateway to Deal'

Description

Deal train station is the gateway to the town. For visitors, the urban realm around the station is their first experience of Deal. The recommendations for Focus Area 201 seek to improve pedestrian accessibility and experience between Deal station and Deal Pier. This report proposes transforming Focus Area 201 into a safe, welcoming and enjoyable environment, that prioritises pedestrians, and creates a pleasant gateway experience from station to seafront.

Existing conditions

In order to travel from the station to the seafront, users must first navigate the Queen Street/West Street/Blenheim Road junction, the majority of which is apportioned to vehicle movements. This is deterimental to both pedestrian accessibility and the quality of the public realm.

Similarly, busy roads that constitute the Beach Street/ Broad Street roundabout occupy subtantial space at this key connection to the seafront, enabling fast vehicle movements, while detracting from pedestrian safety and experience.

Barriers to Walking

The site audit identified the following issues:

- Guard-rails interrupting pedestrian desire lines
- Large junctions creating indirect and arduous connections to the station
- Poor urban realm
- Excessive controlled crossings over a short distance
- Priority given to vehicle movements
- Absence of crossing points that prioritise pedestrians

Recommendations

Commission study to re-design the 'Gateway to Deal' to prioritise pedestrian movements, and create high quality public realm. Re-imagine the space as an area that welcomes train passengers by providing a safe, healthy and enjoyable environment for those arriving in Deal. Re-design to:

- Meet pedestrian desire lines
- Prioritise pedestrian movements
- Reduce barriers to access for those using mobility aids
- Provide a sense of arrival in Deal
- Guide pedestrians towards the town centre and seafront
- Reduce traffic dominance, while modelling traffic to provide for essential movements.
- Improve quality of urban realm e.g. create opportunities for play, rest, greening, creativity, socialising, connecting and cultivating local communities.

Queen St exit from Deal Station: narrow footway; large carriageway. Poor pedestrian provision.

Junction of Queen St/ West St/ Blenheim Rd: Guard-railings and large amount of space apportioned to vehicles

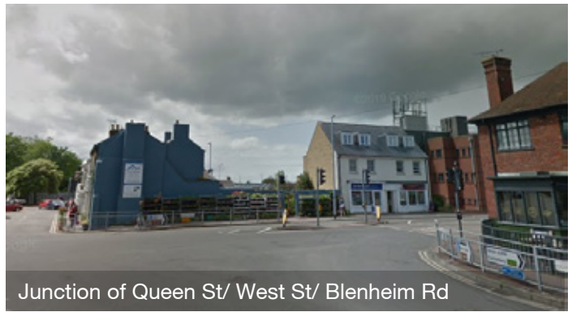
† Image Sourced from Google Street View

Junction of Queen St/ West St/ Blenheim Rd

Junction of Broad St/Middle St - lack of formal crossing. Poor pedestrian provision †

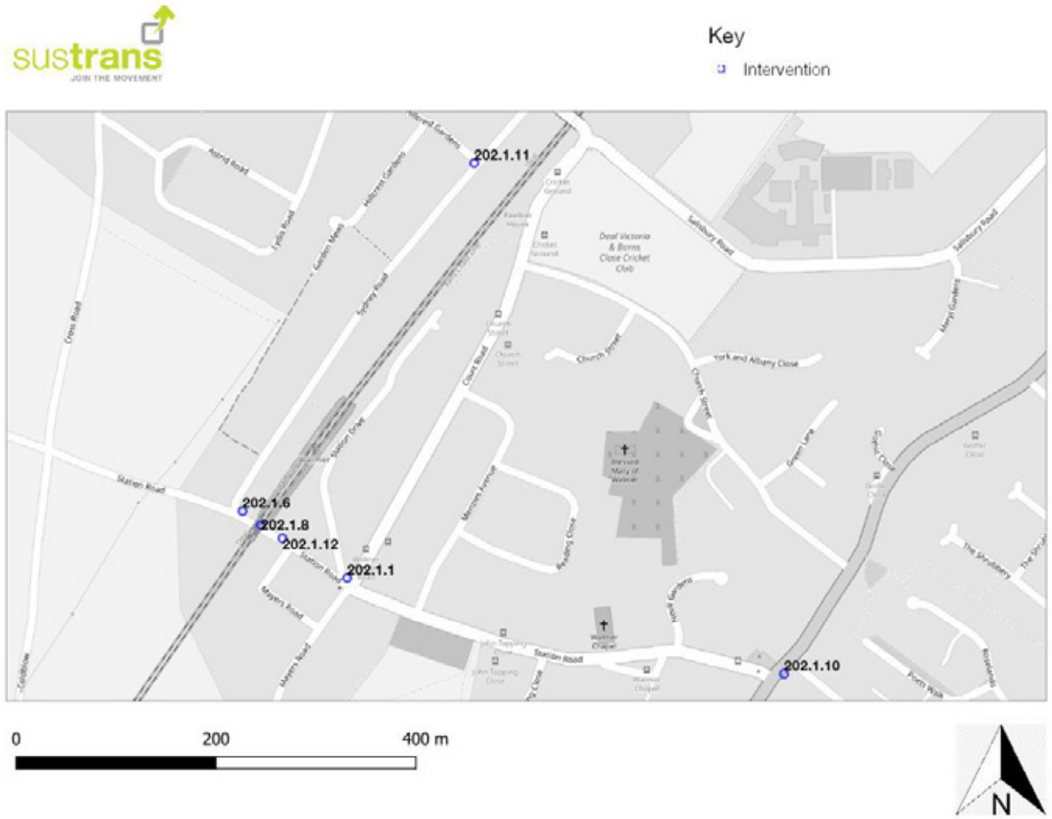
Junction of Queen St/ West St/ Blenheim Rd †

Broad St/Beach St Roundabout at seafront: lack of crossings and poor pedestrian provision †


Junction of Queen St/ West St/ Blenheim Rd

Beach St adjacent to Deal Pier: significant guard-railings, street clutter and poor pedestrian provision †

Queen St heading east towards the seafront: guard-railings, narrow footway and large carriageway †



Focus Area 202: Improving Access to Walmer Station

Description

Access to Walmer Station is vital in order to facilitate sustainable travel within Deal and beyond. The 2011 Census indicates that the proportion of elderly residents in the Walmer area is significant, particularly around the station. Therefore, it is particularly important that the station is accessible, well-connected and that signed directions to the station are clear and comprehensive.

Existing conditions

Despite being a key transport hub for the town, there is poor provision of pedestrian infrastructure around Walmer Station. Although traffic speeds and volumes on the surrounding roads are not onstensibly high, the lack of pedestrian priority and the amount of obstruction on footways are sufficient barriers to station access, especially for those with limited mobility.

Barriers to Walking

The site audit identified the following issues:

- Wide junctions encouraging fast turns
- Lack of dropped kerbs, restricting access to users with limted mobility.
- Substantial parking on footways, reating significant obstruction
- Narrow footways
- Lack of formal crossing points

Recommendations

202.1.1 Redesign cluster of junctions adjoining Station Road (leading to Walmer station) to prioritise pedestrians accessing the station. Recommend continuous level footways and reduced turning radii on Station Rd, Court Rd and Mayers Road.

202.1.6 Install level continuous footway and reduce turning radii across south end of Sydney Road (junction with Station Road)

202.1.8 Widen footpaths and remove parking under rail bridge on Station Road, to eliminate parking on footway and narrowing of the carriageway.

202.1.10 Install zebra crossing across Dover Road, just north of junction with Station Road, to enable pedestrian access to Station Road and Walmer Station.

202.1.11 Install level continuous footway and reduce turning radii across Hillcrest Gardens, Sydney Road Junction.

202.1.12 Prohibit parking on footway, either side of the rail bridge on Station Road.

202.1.1 Poor pedestrian privision and access to station

202.1.6 † Lack of continuous level footway

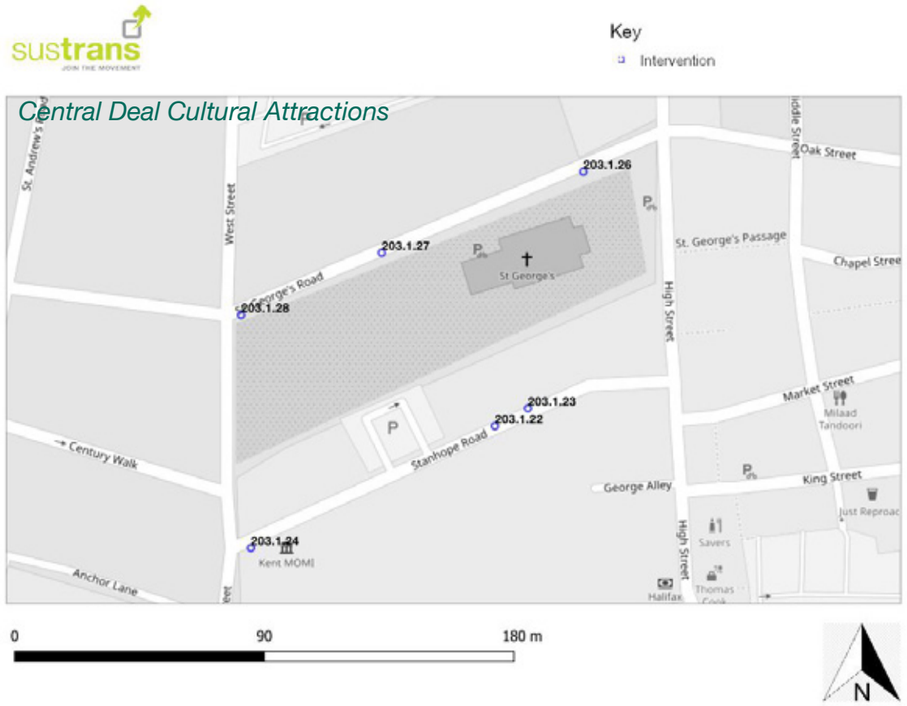
202.1.8 † Narrow streets, further narrowed by parking

† Image Sourced from Google Street View

202.1.10 † Lack of formal crossing

202.1.11 † Lack of continuous level footway

202.1.12 † Parking on footway causing obstruction



† Image Sourced from Google Street View

Focus Area 203: Improving Access to Attractions

Description

Tourism is an important part of the local economy for Deal. Access to attractions has significant impact on visitors' experiences in the town.

Existing conditions

According to the 2018 Deal Visitor Survey, the most visited attractions in Deal are the following:

- Deal Castle
- Walmer Castle and Gardens
- Deal Pier
- Seafront

Deal Castle, Deal Pier and the seafront are located in close proximity to the high street; with Walmer Castle located approximately 2.5km south of the town centre. There are numerous barriers to accessing these attractions on foot.

Barriers to Walking

The site audit identified the following issues:

- Guard-rails obstructing desire lines
- Priority given to vehicle movements
- Absence of crossing points

Recommendations

Walmer Castle

203.1.1 Create pedestrian access to Walmer Castle as follows:

- Introduce zebra crossing across Kingsdown Road
- Formalise footway connecting to car park
- Install footway on west side of Kingsdown road, at entrance to Walmer Castle

203.1.5 Create footway conforming to pedestrian desire lines, connecting Walmer castle entrance (via zebra crossing) to the seafront and NCN 1.

203.1.6 Resurface Walmer seafront car park in asphalt

Walmer Paddling Pool / The Strand

203.1.7 Remove guard-rails on corner of Marine Road/the Strand junction - outside Walmer Paddling pool

203.1.8 Install level continuous footway and reduce turning radii across west end of Marine Road (junction with The Strand)

Deal Castle

203.1.10 Install Pelican crossing across Victoria Road, outside Deal Castle connecting pedestrians to the Castle and the seafront.

203.1.11 Redesign junction of Deal Castle Road and Victoria road, to reduce and streamline vehicle movements, and prioritise pedestrians, as follows:

- Reduce junction width and turning radii
- Reduce carriageway widths and increase footway widths
- Install continuous level footway across west end of Deal Castle Road
- Create footway on south side of Deal Caste Road approaching junction with Victoria Road

203.1.17 Install level continuous footway and reduce corner radii across east end of Gilford Road (junction with Victoria Road)

203.1.19 Install level continuous footway and reduce corner radii across north end of Blenheim Road (junction with Gilford Road)

Timeball Tower

203.1.21 Introduce zebra crossing across Beach Street from the Timeball Tower to the seafront, to enable pedestrians to access the Timeball Tower Museum.

Central Deal cultural attractions

203.1.22 Remove guard-rails on Stanhope Road outside Astor Community Theatre.

203.1.23 Introduce dropped kerbs on east side of theatre to enable accessible crossing of the theatre loading bay/driveway.

203.1.24 Install level continuous footway and reduce corner radii across west end of Stanhope Road (junction with West Street)

203.1.26 Introduce dropped kerbs at entrance to Deal Town Hall car park on St George's Road, to facilitate accessible crossing

203.1.27 Prohibit use of A-boards causing footway obstruction on St George's Road.

203.1.28 Install level continuous footway and reduce corner radii across west end of St George's Road (junction with West Street)

Sandown Castle remains

203.1.29 Introduce dropped kerb onto seafront footpath at Sandown Castle remains and prohibit parking in this location, to enable pedestrians to access the seafront footpath.

203.1.1 Lack of formal crossing & footway on west side

203.1.5 Lack of accessible connecting footpath

203.1.6 Poor surface

203.1.7 † Access restriction: guard-rails

203.1.8 Lack of continuous level footway

203.1.10 † Lack of formal crossing

203.1.11 † Poor pedestrian provision & confusing junction

203.1.17 † Lack of continuous level footway

203.1.23 † Access restriction: lack of dropped-kerbs

203.1.28 Access restriction: lack of dropped-kerbs

203.1.19 † Lack of continuous level footway

203.1.24 Lack of continuous level footway

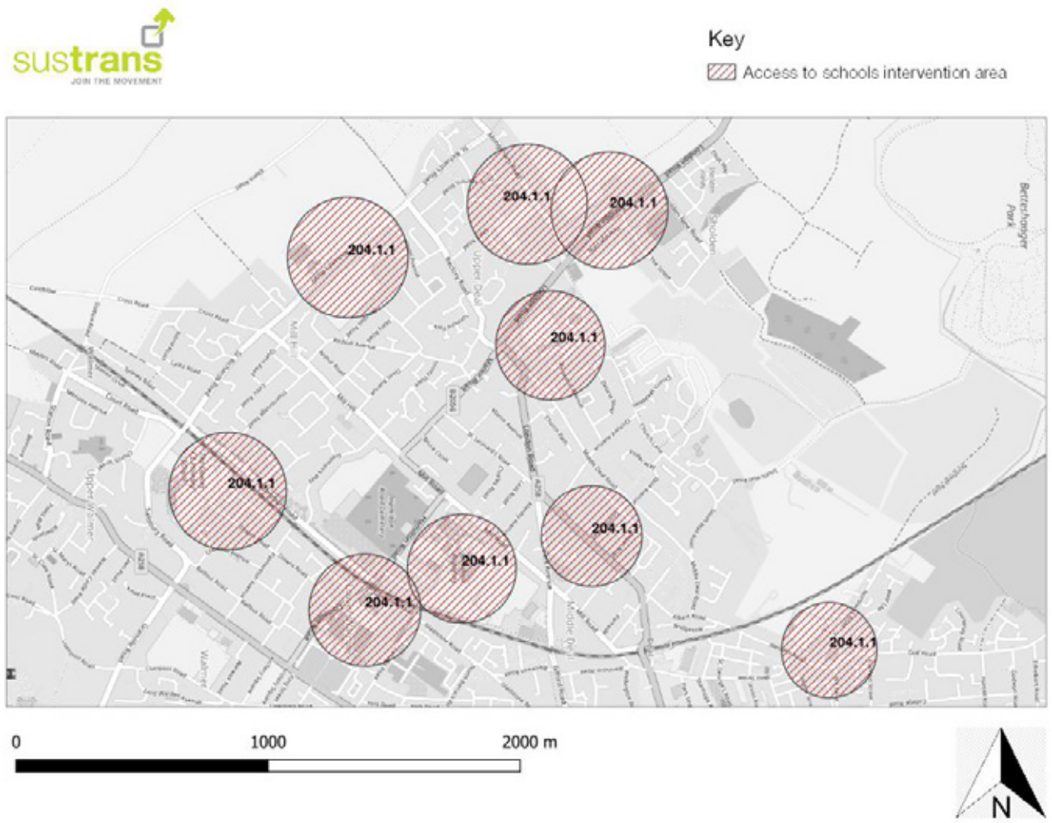
203.1.21 † Lack of formal crossing

203.1.26 † Access restriction: lack of dropped-kerbs

203.1.22 † Access restriction: guard-rails

203.1.27 † Street clutter

† Image Sourced from Google Street View



Focus Area 204: Improving Access to Schools

Description

Ensuring safe and convenient access to schools is crucial to increasing active travel among pupils and mitigating congestion around schools.

Existing conditions

The provision of infrastructure limiting parking or vehicle movements outside of schools is low. Many schools have zig-zag markings to prevent parking directly outside the school, but little else.

Barriers to Walking

Children are some of the most vulnerable users of public space and are particularly at a risk from both vehicle movements and harmful emissions.

Parents are often aware of the dangers posed by traffic and, as a consequence, choose to drive their children to school, rather than allowing them to walk, cycle or scoot - in turn creating more traffic. When driving is the principle mode of travelling to school, the streets around and outside the school gate become dominated by parking and vehicle movements

Barriers to walking to school include:

- High volumes of traffic
- High traffic speeds
- Vehicles turning and reversing
- Excessive parking
- Absence of safe crossing points (especially on major thoroughfares)

Recommendations

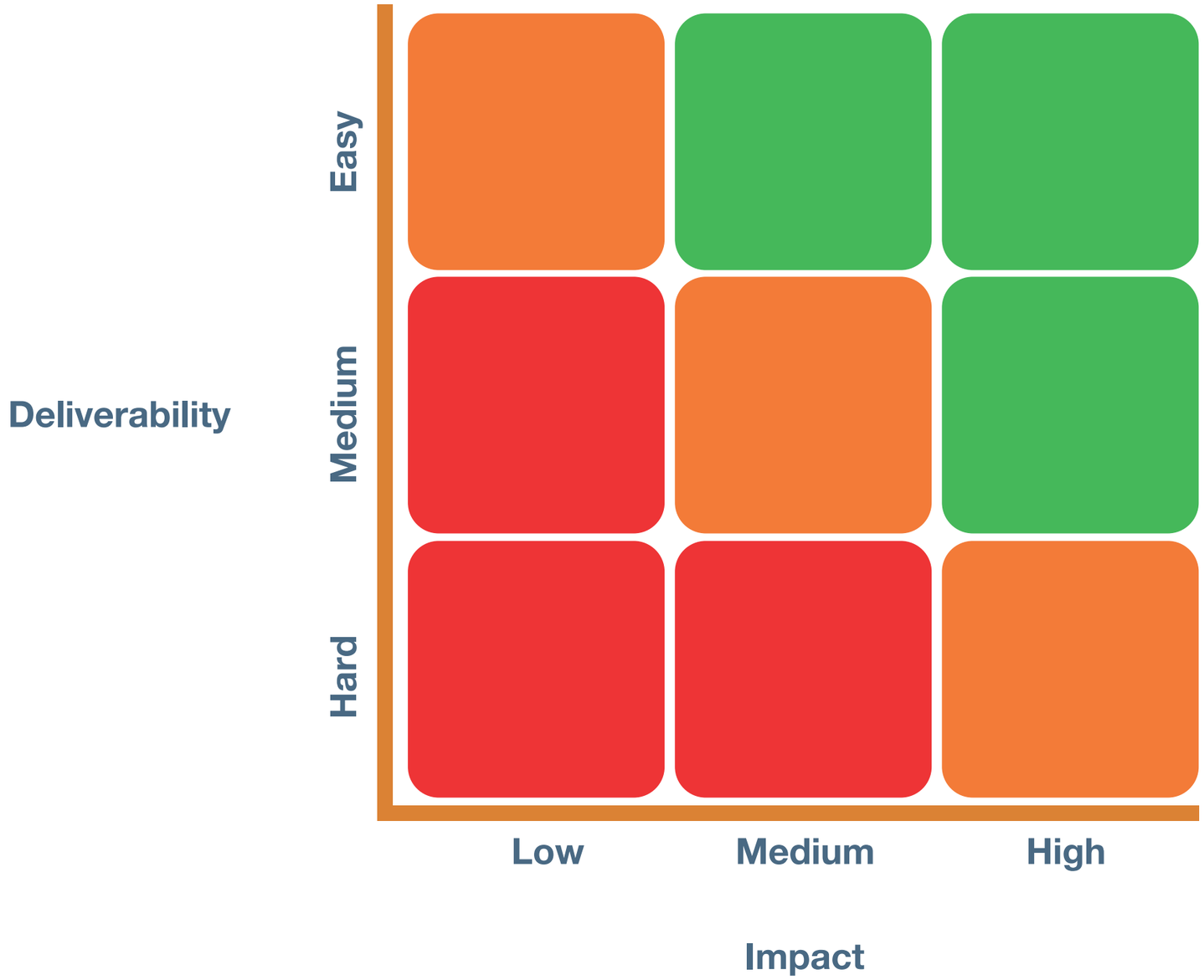
- Conduct feasibility of School Street closures outside Deal schools to reduce the amount of traffic during drop off and pick up times
- Audit a minimum 200m radius around each Deal school, to record and assess existing controlled pedestrian crossing facilities, parking arrangements, traffic calming measures etc.
- Develop interventions to reduce the risk posed by road traffic e.g.

1. footway build outs
2. controlled parking bays
3. point closures
4. timed closures (including school streets)
5. 20 mph zones
6. traffic calming measures

Deliverability and Impact of Proposed Interventions

The following table details the potential deliverability and impact of the proposed interventions described in this report. The objective of this exercise is to differentiate the interventions from each other. This will enable decision-makers to identify 'Quick Wins' (interventions that are easy to deliver and high impact), as opposed to interventions that may be costly and/or hard to install, and have limited impact. There are, of course, many in between, for example, interventions that offer high impact, but may require additional fundraising and/or more detailed feasibility study.

In order to visually represent deliverability and impact, each intervention has been assigned a colour of red, amber or green, accordingly. This is intended to rank the interventions against each other. Assessments have been made according to Sustrans Design Principles, however, it is recognised that an amount of subjectivity is inherent within the process. Deliverability status has been assigned according to best estimates of cost, ease of collaboration with stakeholders (including landowners) and other potential barriers. Impact status has been assigned according to PCT data and practitioners' experience of delivering impactful walking and cycling infrastructure.



† Image Sourced from Google Street View

Intervention	Description of the Intervention	Deliverability (Easy/Medium/Hard)	Impact (Easy/Medium/Hard)	RAG Score
	101: Deal Seafront NCN1			
101.1.1	Create a point of access to the seafront promenade for cycles and pedestrians on Godwyn Road - remove staircase and install dropped kerbs	Medium	High	
101.1.2	Update NCN1 alignment to follow the seafront promenade, instead of Beach Street/The Marina	Medium	High	
101.1.3	Move most eastern parking bays, outside the Royal Hotel, west to allow space for widening the seafront path	Medium	High	
101.1.4	Create shared use path in front of The Royal hotel and adjoining car park	Hard	High	
101.1.5	Reduce carriageway width and increase footway at the Broad Street/Beach Street Roundabout, to create more space for pedestrians and cycles.	Medium	High	
	102: Hornbeam Primary School to Seafront			
102.1.1	Remove parking on left side of road between Hornbeam Primary School and St. Martin's Road, and widen footway - enabling either shared use footway or short segregated cycle track	Medium	High	
102.1.2	Traffic data analysis along St Richard's Road and Salisbury Road (between Mongeham Road and Dover Road). Create 20mph zone and introduce traffic-calming measures, e.g. sinusoidal speed bumps, priority give-ways etc., as needed	Medium	High	
102.1.7	Provide drop-kerb on build-out (east side of bridge, Salisbury Road) and sign cyclists onto the build-out, to continue on the existing on-footway cycle lane	Medium	High	
102.1.9	Filter north section of 'triangle' - between Balfour Road and Salisbury Road - and designate pedestrian and cycle only space.	Easy	Medium	
102.1.11	Install raised table at junction of Salisbury Rd/Dover Rd/Granville Rd to reduce traffic speeds approaching the junction.	Hard	High	
102.1.12	Traffic data analysis along Granville Road and Salisbury Road (between Dover and Kingsdown Road), to determine suitability as a quiet route. Create 20mph zone and introduce traffic-calming measures, e.g. sinusoidal speed bumps, priority give-ways etc. as needed. In the event of high traffic volumes, Granville Road is wide enough to support light segregation (e.g. wands or orcas)	Medium	High	
102.1.13	Reduce junction turning radii at corner of Kingsdown Road and Granville Road.	Medium	Medium	
102.1.15	Introduce parallel zebra crossing north of Granville Road/Kingsdown Road junction, to connect pedestrians and cycle users to the sea front via shared path. Widen footway and designate shared use either side of zebra, to enable cycle access.	Medium	High	
102.1.16	Introduce accessible shared use path between Kingsdown Road and NCN1 alignment	Medium	High	
	103: Deal Quietway			
103.1.1	Traffic data analysis to establish suitability as a 'low traffic neighbourhood' cell, within Harold Road (north), College Road (west), Marina/Beach Street (east) and Oak street (south). Create 20mph zone. Install filters and/or traffic calming measures as needed.	Medium	High	
103.1.3	Traffic data analysis on High Street to establish suitability as a Quiet Route. Designate as 20mph zone. Install traffic calming measures as needed.	Medium	High	
103.1.5	Improve cycle transition between Oak Street and St George's street, reduce traffic and create central pedestrian and cycle only zone. Traffic flow modelling descriibed above.	Medium	High	
103.1.6	Convert St George's Road to one-way for vehicles travelling west bound, install light segregated contra-flow cycle track (e.g. using orcas or wands) and prohibit parking on St George's Road.	Medium	Medium	
103.1.10	Change junction priority from north/south movements to east/west at St George's Rd/West Rd junction, creating priority for Quietway route.	Easy	High	
103.1.11	Install protected right turn for north-east-bound cycle users on Albert Road, turning onto St David's Road.	Hard	High	
103.1.12	Traffic data analysis to establish suitability of Albert Road as part of the Quietway. Create 20mph zone, reduce carriageway widths and install traffic calming measures as needed.	Medium	High	
103.1.13	Centre line removal between West Street and Middle Deal Road	Medium	Medium	
103.1.14	Widen footways across level-crossing on Albert Road.	Easy	Medium	
103.1.17	Install protected right turn for cycle users from Bridgeside to Albert Road	Hard	High	
Intervention	**Description of the Intervention**	**Deliverability**	**Impact**	**RAG Score**

Intervention	Description of the Intervention	Deliverability (Easy/Medium/Hard)	Impact (Easy/Medium/Hard)	RAG Score
103.1.19	Alignment Option 1: Traffic data analysis to establish suitability of London Road section, (between Albert Rd/London Rd junction and Mill Rd/ Beechwood Ave junction) as part of the Quietway. Create 20mph zone, reduce carriageway widths and install traffic calming measures as needed. Recommend sinusoidal speed humps.	Medium	High	
103.1.21	Alignment Option 1: Improve connection between Bridgeside Rd and London Road by removing bollards and installing a raised table and parallel zebra crossing. Widen footway on south side of crossing and allow cycles to use the parallel zebra to turn right.	Hard	High	
103.1.24	Alignment Option 1: Redesign junction to permit safe right turns for cycle users from London Road to Mill Road	Hard	High	
103.1.25	Alignment Option 2: Realign Route to utilise Beechwood Ave and avoid London Road. Make Beechwood Avenue two-way, by removing parking and installing a parallel zebra crossing between Beechwood Road and north section of Albert Road triangle. This would avoid southbound right turn detailed in 103.1.24 and northbound right turn onto Bridgeside Road.	Easy	High	
103.1.26	Convert zebra crossing to parallel zebra crossing across Park Avenue.	Easy	High	
103.1.27	Ensure path is well maintained and vegetation cut back on shared-use path between Park Avenue and Hamilton Road	Easy	High	
103.1.29	Remove barriers and bollards and widen entrance to shared use path (Hamilton Road)	Medium	High	
103.1.31	Build out Telegraph Road/Hamilton Road to provide space for parallel zebra crossing across Hamilton Road junction	Medium	High	
103.1.33	Introduce raised continuous footway across Salisbury Road (Court Rd junction)	Medium	High	
103.1.34	Traffic data analysis to establish suitability of Court Road as part of the Quietway. Create 20mph zone, reduce carriageway widths and install traffic calming measures as needed.	Medium	High	
	104: St Leonard's Church to Seafront			
104.1.1	Investigate redesigning junction layout to prioritise cycle and pedestrian movements. Remove roundabout and through-access for vehicles from London Road to Manor Road. Create safe area to transition from London Road to Rectory Road	Hard	High	
104.1.2	Traffic data analysis to establish suitability of Rectory Road (between Manor Road and Addelam Road) as a quiet route. Create 20mph zone, reduce carriageway widths and install traffic calming measures as needed. Recommend reduce parking, remove centre line and possibly light segregation.	Medium	High	
104.1.5	Protected right turn for northbound cycles from Addelam Rd onto Rectory Rd.	Hard	High	
104.1.6	Install modal filter at north end of Addelam Road (junction with Rectory Road), making Addelam Rd a cul-de-sac (access only from Pilots Avenue) and remove one-way system	Medium	High	
104.1.9	Introduce shared use footpath between Trinity Place and St James Close.	Medium	High	
104.1.10	Create parallel zebra for cycles and pedestrians between St James Close and Freeman's way (across Mill Hill), build out footway and designate access to crossing as shared use, to enable cycles to utilise the crossing.	Medium	High	
104.1.17	Install modal filters at West end of Somerset Road (junction with Telegraph road) and create pedestrian/cycle only area under bridge, making Somerset Rd a cul-de-sac (access only from Downs Road end).	Medium	High	
104.1.18	Introduce modal filter to prevent access to Kelvedon Road from Dover Road	Medium	High	
104.1.19	Redesign junction to enable safe right turns for cycle users from Dover Road to Kelvedon Road	Hard	High	
104.1.20	Widen western footway between Kelvedon Road and Warwick Road (along Dover Rd) and designate as shared use path, or install segregated cycle track, if width allows.	Medium	High	
104.1.21	Redesign junction to enable safe right turns for cycle users from Dover Road onto Warwick Road	Hard	High	
104.1.22	Traffic data analysis to establish suitability of Liverpool Road (including between Warwick Road and Alexander Road) as a quiet route. Create 20mph zone, reduce carriageway widths and install traffic calming measures as needed. Recommend sinusoiasal speed humps.	Medium	High	
104.1.25	Install modal filter at West end of Alexander road, making it a cul-de-sac (access only from The Beach/Kingsdown Rd)	Medium	High	
Intervention	**Description of the Intervention**	**Deliverability**	**Impact**	**RAG Score**

Intervention	Description of the Intervention	Deliverability (Easy/Medium/Hard)	Impact (Easy/Medium/Hard)	RAG Score
104.1.26	Introduce parallel zebra crossing from Alexander Road, Across The Beach/Kingsdown Road, onto shared use path, connecting to the sea front. Widen footpath and designate shared use onto crossing to enable cycles to utilise it.	Medium	High	
104.1.29	Explore potential for a low traffic neighbourhood within green polygon area, to reduce vehicle journeys through residential streets.	Medium	Medium	
	105: Sholden Village Hall - Deal Castle			
105.1.1	Formalise shared use footpath between The Street and Hyton Drive	Easy	High	
105.1.3	Introduce continuous level footway across Church Meadows (south end)	Medium	High	
105.1.4	Traffic data analysis to establish suitability of Church Lane and Orchard Avenue as a quiet route. Create 20mph zone, reduce carriageway widths and install traffic calming measures as needed. Recommend double yellow lines around junction of the two roads, to increase visibility.	Medium	High	
105.1.5	Enable cycle users to utilise the north footway on London round from Bowling Green Lane to Park Avenue, by increasing footway width and either designated shared use, or installing a segregated cycle track, if possible.	Medium	High	
105.1.6	Install parallel zebra across London Road from north to south footway (property number 120), connecting onto footpath detailed below.	Medium	High	
105.1.7	Introduce shared use footpath, across existing small green-space, to connect the proposed parallel zebra crossing with Allenby Avenue.	Medium	High	
105.1.8	Traffic data analysis to establish suitability of Park Ave (between Allenby Ave and Mill Rd) as a quiet route. Create 20mph zone, reduce carriageway widths and install traffic calming measures as needed. Recommend chicanes.	Medium	High	
105.1.14	Introduce safe transition between Hope Road and Renelagh Road.	Hard	High	
	106: Deal Train Station - Victoria Walmer & District War Memorial Hospital			
106.1.1	Reduce junction width and flair, and install continuous level footway at North end of Park Ave, to reduce crossing distance and slow traffic speed.	Medium	High	
106.1.4	Introduce parallel zebra crossing on London Road (outside property number 153), in place of current informal crossing (island)	Medium	High	
106.1.5	Reduce junction width and flair, and install continuous level footway at south end of Lister Close, to reduce crossing distance and slow traffic speed.	Medium	High	
106.1.6	Reduce junction width and flair, and install continuous level footway at junction of Park Ave of Mill Road heading south, to reduce crossing distance and slow traffic speed.	Medium	High	
106.1.7	Reduce junction width and flair, and install continuous level footway at junction of Park Ave of Mill Road heading north, to reduce crossing distance and slow traffic speed.	Medium	High	
106.1.8	Ensure vegetation adjacent to footway is maintained and not obstructing footway width, around The Drive/Mill Road junction.	Easy	High	
106.1.10	Install pelican crossing across London, Road, at the top of ramp from the west side of Deal station. This will enable pedestrians alighting at Deal Station to cross London Road safely.	Hard	High	
	Focus area 201: Deal Train Station Gateway and connection to Deal Pier			
	Meet pedestrian desire lines	Medium	High	
	Prioritise pedestrian movements	Medium	High	
	Reduce barriers to movement for those using mobility aids	Easy	High	
	Provide a sense of arrival in Deal	Medium	High	
	Guide pedestrians towards the town centre and seafront	Easy	High	
	Reduce current traffic dominance	Medium	High	
	Improve quality of urban realm e.g., create opportunities for play, rest, greening, creativity, socialising, connecting and cultivating local communties	Hard	High	
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Intervention	Description of the Intervention	Deliverability (Easy/Medium/Hard)	Impact (Easy/Medium/Hard)	RAG Score
	Focus area 202: Improving Access to Walmer Station			
202.1.1	Redesign cluster of junctions adjoining Station Road (leading to Walmer station) to prioritise pedestrians accessing the station. Recommend continuous level footways and reduced turning radii on Station Rd, Court Rd and Mayers Road.	Hard	High	
202.1.6	Install continuous level footway and reduce turning radii across south end of Sydney Road (junction with Station Road)	Medium	High	
202.1.8	Widen footpaths and remove parking under rail bridge on Station Road, to eliminate parking on footway and narrowing of the carriageway.	Medium	High	
202.1.10	Install zebra crossing across Dover Road, just north of junction with Station Road, to enable pedestrian access to Station Road and Walmer Station.	Medium	High	
202.1.11	Install continuous level footway and reduce turning radii across Hillcrest Gardens, Sydney Road Junction.	Medium	High	
202.1.12	Prohibit parking on footway, either side of the rail bridge on Station Road.	Easy	High	
	Focus Area 203: Improving Access to Attractions			
203.1.1	Create pedestrian access to Walmer Castle: introduce zebra crossing across Kingsdown Road, formalise footway connecting to car park, install footway on west side of Kingsdown road, at entrance to Walmer Castle	Medium	High	
203.1.5	Create footway conforming to pedestrian desire lines, connecting Walmer castle entrance (via zebra crossing) to the seafront and NCN 1.	Medium	High	
203.1.6	Resurface Walmer Seafront car park in asphalt	Medium	High	
203.1.7	Remove guard-rails on corner of Marine Road/the Strand junction - outside Walmer Paddling pool	Easy	Low	
203.1.8	Install continuous level footway and reduce turning radii across west end of Marine Road (junction with The Strand)	Medium	High	
203.1.10	Install Pelican crossing across Victoria Road, outside Deal Castle connecting pedestrians to the Castle and the seafront.	Hard	High	
203.1.11	Redesign junction of Deal Castle Road and Victoria road, to reduce and streamline vehicle movements and prioritise pedestrian movements	Hard	High	
203.1.17	Install continuous level footway and reduce corner radii across east end of Gilford Road (junction with Victoria Road	Medium	High	
203.1.19	Install continuous level footway and reduce corner radii across north end of Blenheim Road (junction with Guilford Road	Medium	High	
203.1.21	Introduce zebra crossing across Beach Street from the Timeball Tower to the seafront, to enable pedestrians to access the Timeball Tower	Medium	High	
203.1.22	Remove guard-rails on Stanhope Road outside Astor Community Theatre.	Low	Low	
203.1.23	Introduce dropped kerbs on east side of theatre to enable accessible crossing of the theatre loading bay/driveway.	Medium	High	
203.1.24	Install continuous level footway and reduce corner radii across west end of Stanhope Road (junction with West Street)	Medium	High	
203.1.26	Introduce dropped kerbs at entrance to Deal Town Hall car park on St George's Road, to facilitate accessible crossing	Medium	High	
203.1.27	Prohibit use of A-boards causing footway obstruction on St George's Road.	Easy	Medium	
203.1.28	Install continuous level footway and reduce corner radii across west end of St George's Road (junction with West Street)	Medium	High	
203.1.29	Introduce dropped kerb onto seafront footpath at Sandown Castle Remains and prohibit parking in this location, to enable pedestrians to access the footpath.	Medium	High	
	Focus Area 204: Improving Access to Schools			
	Conduct feasibility into School Street closures outside Deal schools, to reduce the amount of traffic during drop off and pick up times	Medium	High	
	Audit a minimum 200m radius around each Deal school, to record and assess existing controlled pedestrian crossing facilities, parking arrangements, traffic calming measures etc.	Medium	High	
	Develop interventions to reduce the risk posed by road traffic around schools (detailed above)	Medium	High	
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† Image Sourced from Google Street View