

WESTERN AREA COMMITTEE – 9 June 2022

Project	Walking & Cycling Project
Lead Councillors	Cllr Sarah Stephen and Cllr Monique Bonney
Lead Officer	Adrian Oliver, Active Travel Co-ordinator
Objective	Use South-West Swale resources, the Villages, historical sites, food producers, ancient woodlands, nature reserves and war graves to name some, and create walking and cycling experiences similar to those created for Faversham
Budget	£13,000
Status	In Progress

Work has started on this project.

Four circular walking trails have been sketched out using Public Rights of Way and Open Street Map's walking layer. These are desk-research concepts at this stage and could alter significantly or even not be pursued.

A circular risk assessed cycle trail has been sourced from British Cycling.

Trail	Start / Finish	Distance / Duration
Meads & Milton Walk	Sittingbourne Station	6 miles / c.3 hours
Rodmersham Green Walk	Sittingbourne Station	4.5 miles / c.2.5 hours
Tunstall Borden Walk	Sittingbourne Station	5 miles / c.2.5 hours
Newington Hartlip Queen Down Warren Walk	Newington Station	6.5 miles / c.3.5 hours
West Swale Villages & Hamlets Ride	Newington Station	12.5 miles / c.1.5 hours

The Historical Research Group of Sittingbourne are kindly reviewing the trails to see whether there are any historical merits, points of interest (visible or now hidden/gone) and stories or themes that we could develop to add interest & character.

We will liaise with Ward Members so that we can enhance the trail narratives with local knowledge.

An external tourism expert is being consulted to work on each route and:

- Physically ground truth providing feedback
- Liaise with businesses
- Create step by step guides
- Create route stories and themes built on the natural & cultural heritage
- Write copy

A photographer will be commissioned to provide appropriate imagery.

The next phase will be to move on to design (preferably in-house) with the aim to produce a marketing leaflet (Swale House Print Room), low ink downloadable pdf and GPX file for each route.

A meeting has been arranged with Explore Kent to ensure that the trails can be adopted into their portfolio and uploaded to KAMS. This will also enable marketing through Visit Swale and Visit Kent. Marketing through national & regional walking and cycling trail providers will be explored.

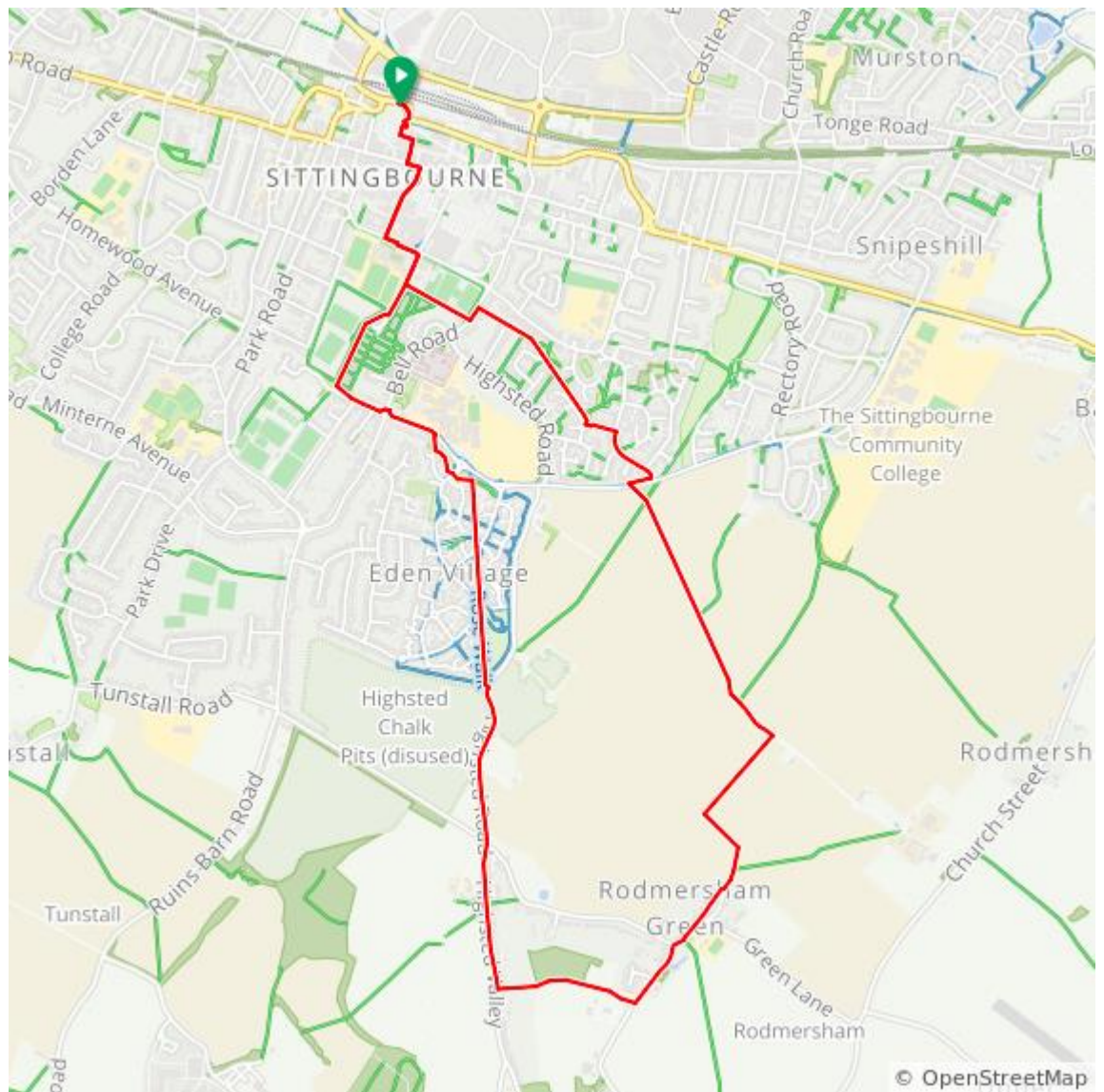
Provisional Timeline

- Development: May - July
- Design & Production: August – September
- Launch: October

Note

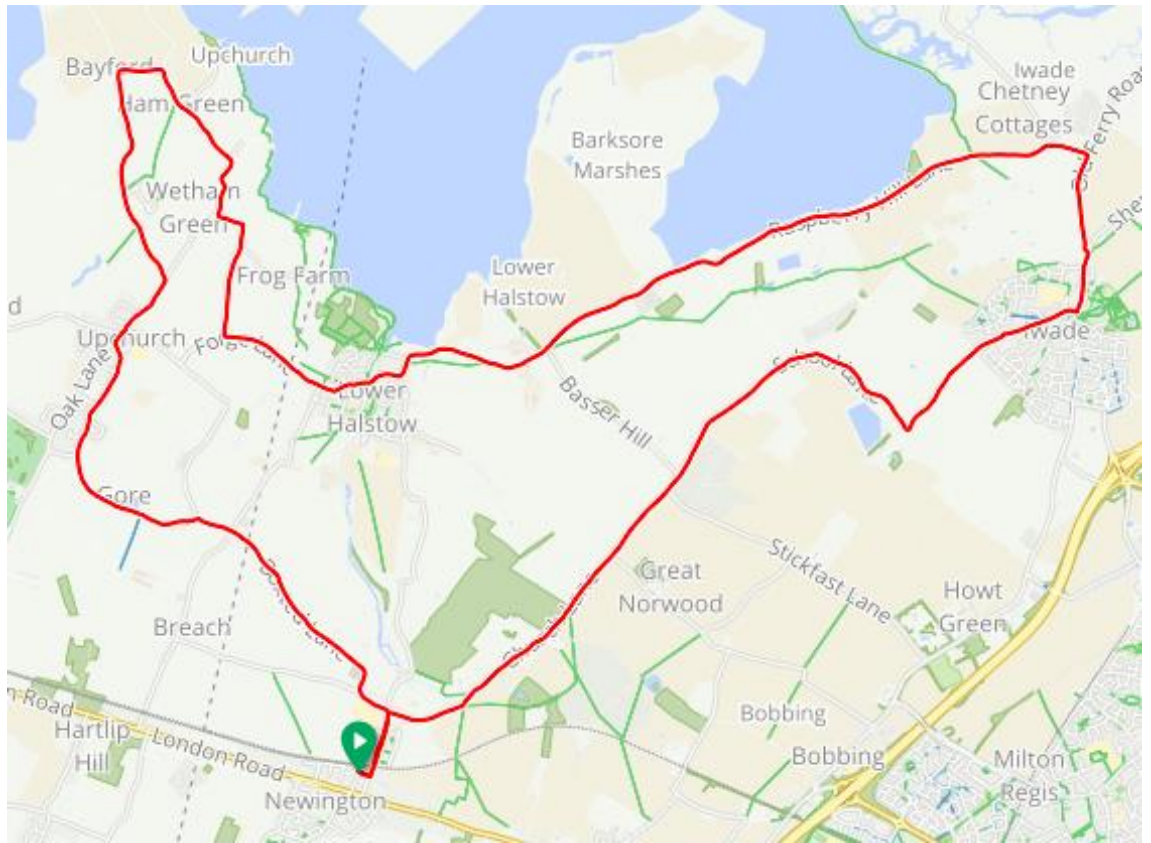
Separately, the Linking Coast to Downs project has developed: a c.9 mile circular route through Sittingbourne, Rodmersham Green & Bredgar; two linear routes Borden to Milton Regis and Borden to Milton Creek

Meads & Milton Walk



Rodmersham Green Walk

West Swale Villages & Hamlets Ride



Kent Downs AONB
Sittingbourne
Circular Route

