

## WESTERN AREA COMMITTEE – June 2023

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

The four walks and two rides – the Swale Trails - will be launched during Great Big Green Week.

Following the ground truthing we have commissioned new photography and an external agency to produce Ordnance Survey based maps. Graphic Design and print has remained in house.

Leaflets are available for distribution to VICs, and local hospitality & accommodation providers.

The routes can be found on Explore Kent and followed on the Kent Connected app.

The walks will also feature on Go Jauntly, the photo-led walking app. The team from Go Jauntly are working on digitising the routes over the coming weeks, ready for launch in time for the summer holidays.

As part of the project, we have also created an image library of over 300 photographs of the Western Area.

Using the format we have now established, more walks and rides can be explored as and when required.