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**PROPOSED SPEED LIMIT REDUCTION, QUEENBOROUGH & HALFWAY  
HOUSES, ISLE OF SHEPPEY**

To: **Swale Joint Transportation Board – 11 September 2017**

By: **Tim Read, Head of Transportation, Kent County Council**

Classification: **Unrestricted**

Ward: **Queenborough and Halfway Ward, Swale District**

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**Summary:** **This report gives details of a proposed reduction in the speed limit from 30mph to 20mph in numerous residential roads in the Queenborough and Halfway ward and the results of the statutory consultation.**

**For Recommendation**

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**1.0 Introduction and Background**

- 1.1 From 1 April 2013 Kent County Council became responsible for a number of Public Health functions. One of these was the health improvement of the population of Kent. This has enabled a selection of priority sites to be identified by public health indicators such as incidences of COPD, obesity and deprivation. The Local Transport Plan is funding £50,000 of investment in public health led 20mph schemes in 2016-17.
- 1.2 In recent years the demand for the implementation of 20mph schemes had been increasing in response to both national and local campaigns, therefore Kent County Council propose to implement a 20mph Public Health Schemes in Queenborough & Halfway. There is evidence that 20mph schemes encourage healthier transport modes such as walking and cycling.
- 1.3 Recent consultation with residents highlighted their concerns with the proposed. Highlighted concerns were on Holmside Avenue, Halfway where residents felt that their road was used as a 'quicker route' to avoid queuing traffic on Queenborough Road.

**2.0 The Consultation**

- 2.1 The consultation took place from Friday, 7 July until Monday 31 July 2017.
- 2.2 Numerous residential roads were affected. Please refer to attached plan.

2.3 The proposals were placed in the Kent Messenger on 7 July 2017 and sent to statutory consultees and local residents by post. A number of public notices were also placed on site. The deadline for responses was 31 July 2017.

2.4 Forty one (41) responses were received, seven of which made comments to be considered:

<b>Respondent</b>	<b>Support/object</b>	<b>Comments</b>	<b>KCC response</b>
Local residents	Support (34)	Numerous	n/a
Local resident	Object	<ul style="list-style-type: none"> <li>• Feels proposal is a waste of time and money as it won't be enforced.</li> <li>• Would prefer a reduction in speed limit on Lower Road from 60 to 40.</li> </ul>	No responses provided as yet.
Local resident	Object	<ul style="list-style-type: none"> <li>• Scheme is a waste of time.</li> <li>• Police do not have resources to enforce.</li> <li>• The area has a vast elderly population of which none would probably cycle and probably walk.</li> <li>• Numerous residential developments are increasing the volume of traffic with no input into Highway improvements</li> </ul>	No responses provided as yet.
Local resident	Object	<ul style="list-style-type: none"> <li>• Scheme is a waste of time.</li> <li>• Motorist will not adhere to proposed speed limit.</li> <li>• If council are worried about Public Health then they should stop the town centres smelling of drugs being smoked openly.</li> <li>• 20 will not be enforced.</li> </ul>	No responses provided as yet.
Local resident	Object	<ul style="list-style-type: none"> <li>• Scheme is an exercise in futility.</li> <li>• Issue on Holmside Avenue with motorists using the road as a bypass.</li> <li>• Speeding on Holmside Avenue</li> <li>• Suggest speed humps as this would slow drivers</li> </ul>	No responses provided as yet.
Local resident	Object	<ul style="list-style-type: none"> <li>• Brained scheme coming from people who never use our roads.</li> <li>• Proposed scheme does nothing to improve the traffic problems on the island.</li> </ul>	No responses provided as yet.
Local resident	Object	<ul style="list-style-type: none"> <li>• High number of motorists does not adhere to the 30/40s on the island.</li> </ul>	No responses provided as yet.

		<ul style="list-style-type: none"> <li>• Suggest safety cameras</li> <li>• Holmside Avenue used as a 'quicker route'</li> <li>• Altercations with aggressive drivers due to being impatient.</li> <li>• Slowing the traffic more would be detrimental to the area.</li> </ul>	
Local resident	Object	<ul style="list-style-type: none"> <li>• Queenborough Road and Minster Road have more accidents and the 30mph is not enforced.</li> </ul>	No responses provided as yet.

A total of 34 positive responses were received from residents. By reducing the maximum allowed speed limit to 20mph where evidence has shown that 20mph schemes encourage healthier transport modes such as walking and cycling. Preliminary results in these schemes have shown an increase of 20% in walking and cycling and an overall improvement to the health and wellbeing of residents.

### 3.0 Corporate Implications

#### 3.1 Financial and VAT

3.1.1 None for Swale Borough Council.

#### 3.2 Legal

3.2.1 None for Swale Borough Council.

#### 3.3 Corporate

3.3.1 None for Swale Borough Council.

### 4.0 Recommendation(s)

4.1 That members agree to implementation of the proposed speed limit.

Contact Officer:	Annette Fletcher, Schemes Project Manager , Kent County Council, 03000 418181
Reporting to:	Tim Read, Head of Transportation, Kent County Council, 03000 418181

### Background Papers

Title	Details of where to access copy
<i>Whole file</i>	<i>Highway Services, Kent County Council</i>

## **Appendix A – Consultation Document**

# PUBLIC NOTICE



## The Isle of Sheppey

### THE KENT COUNTY COUNCIL

#### PUBLIC HEALTH SCHEME (HALFWAY HOUSES AND QUEENBOROUGH)

From 1 April 2013 Kent County Council became responsible for a number of Public Health functions. One of those was the health improvement for the population of Kent. In recent years the demand for the implementation of 20mph schemes had been increasing in response to both local and national campaigns, therefore Kent County Council are intending to implement 20mph Public Health Schemes in the following two locations, Halfway Houses and Queenborough, Isle of Sheppey.

There is evidence that 20mph schemes encourage healthier transport modes such as walking and cycling as in Bristol, where preliminary results indicated increases in levels of walking and cycling of over 20%. An increase in the implementation of 20mph schemes could assist in the outcome and improving the overall health of the population by identifying locations for 20mph schemes which would assist with delivering targets set out in Kent's Joint Health Wellbeing Strategy.

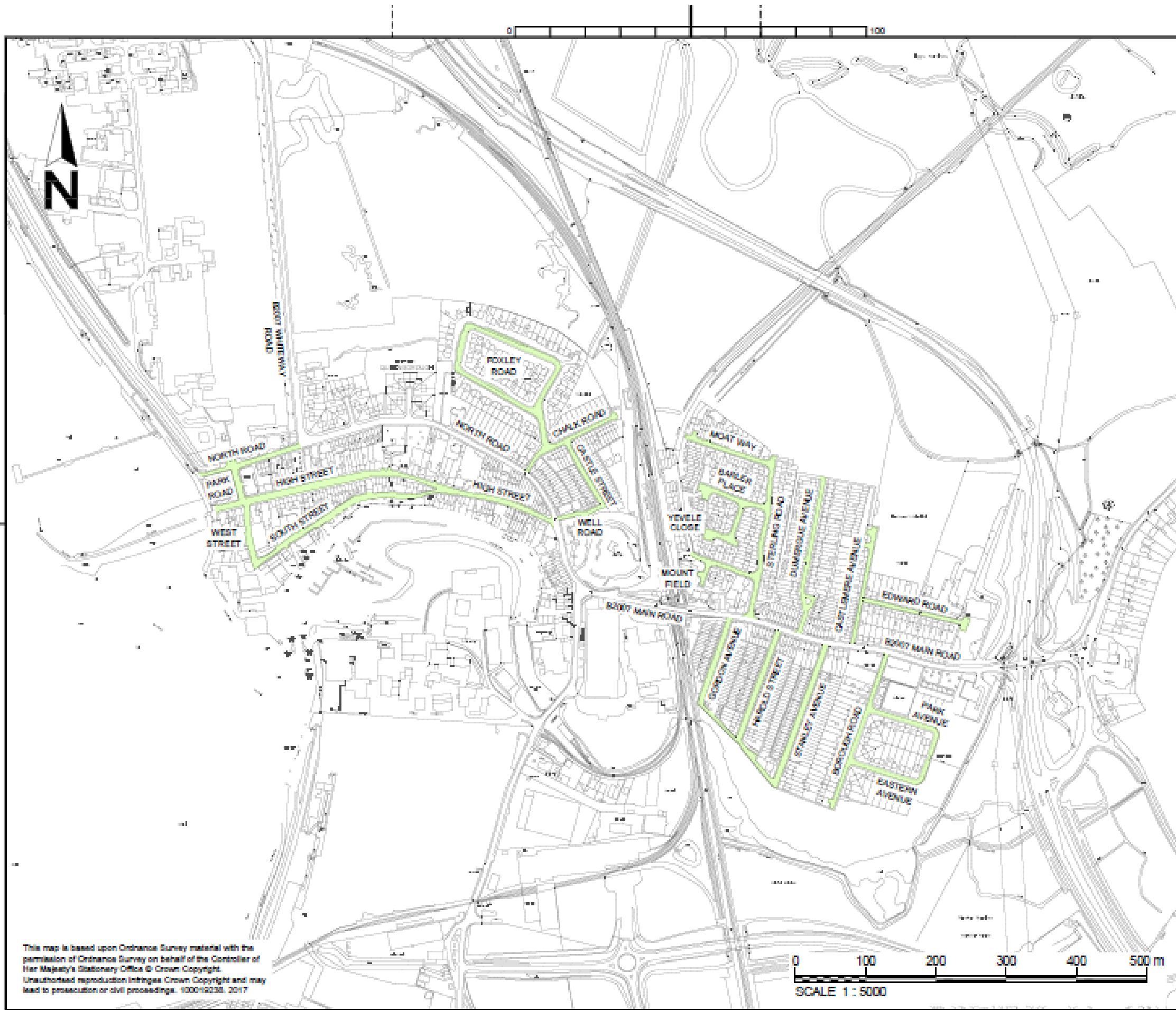
The policy feeds into the new Road Casualty Reduction Strategy which was being developed by Highways & Transportation to assist with meeting targets set out in Bold Steps for Kent and delivering the priorities set out in Growth without Gridlock (GWG).

The current safety record of the existing 20mph schemes in Kent where a mix of both limits and zones showed that casualties recorded on 20mph roads in Kent as a proportion of all roads were 2% less than the national average.

Details of the 20mph Public Health Scheme and a map indicating the locations of the scheme may be examined Mondays to Friday at The Kent County Council, Sessions House, Maidstone, ME14 1XQ and at The Kent County Council, Highway, Transportation & Waste, Ashford Highway Depot, Henwood Industrial Estate, Unit 4 Javelin Way, Ashford, Kent TN24 8AD during normal office hours or viewed online at [www.kent.gov.uk/highwaysconsultations](http://www.kent.gov.uk/highwaysconsultations)


If you wish to offer support or object to the proposed scheme you should send your response in writing to, the TRO Co-ordinator, Schemes Planning & Delivery Team, Highways, Transportation & Waste, Kent County Council, Ashford Highway Depot, Henwood Industrial Estate, Javelin Way, Ashford, TN24 8AD or by email to [TRO@kent.gov.uk](mailto:TRO@kent.gov.uk) by Monday 31<sup>st</sup> July 2017.

**Roger Wilkin**  
Director  
Highways Transportation & Waste



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**NOTES**  
1. All other existing speed limits are to remain.

**KEY**  
 Proposed 20 mph speed limit

Rev	Revision details	Chkd	Appd	Date
Drawn:	IMH			Preliminary
Design:				For comment
Chkd:	PRL			For tender
Appd:	CSS			For construction
Date:	24 MARCH 2017			As constructed
				For consultation



Client  


Project Name  
**Kent 20 Mph  
 Public Health Schemes**

Drawing Title  
**Proposed 20 Mph  
 Speed Limit -  
 Queenborough**

Original Dwg Size: A3 Dimensions: M  
 Scale: 1:5000 Copyright © Amay

Drawing No  
**4300572-000-07** Rev  
**0**

