

ROAD SAFETY & ACTIVE TRAVEL NEWSLETTER



ISSUE 10 (JULY – SEPTEMBER 2026)

As we move into cooler weather, we hope that you and your residents had an opportunity to enjoy the summer sun, whether by earning rewards through WeRoam or even visiting one of the many summer events attended by our Safer Road Users Team.

As always, the Highway Improvements Team continues to meet with as many Parish/Town Councils and County Members as possible to review your Highway Improvement Plans (HIP) and we would like to express our thanks for the patience afforded to us by those that we were unable to meet with over the summer months.

Your Community Engagement Team remains committed to working alongside you and reviewing your highway improvement priorities for your communities. If you are unsure who your Community Engagement Officer is, please contact the relevant team at: west.highwayimprovements@kent.gov.uk or east.highwayimprovements@kent.gov.uk

KENT'S FIRST BIKE BUS LAUNCHES IN FOLKESTONE!



Our Bikeability Team has successfully trained and supported Kent's very first Bike Bus in Folkestone, thanks to funding from the Bikeability Trust. A Bike Bus is a group of children and parents who cycle to school together along a planned route, led by trained adults. The initiative helps children build confidence, stay active, improve road safety skills, and reduce traffic and emissions around schools.

A huge thank you to our Bikeability instructors Jo and Ani for their enthusiasm, dedication and support in making this possible. Their work is helping more families choose active travel and creating healthier, safer journeys to school.

To learn more, please contact the team at bikeability@kent.gov.uk

USEFUL LINKS

- [KCC Fault reporting tool](#)
- [KCC led consultations](#)
- [District Council services](#)
- [Kent Police reporting tool](#)
- [CrashMap UK](#)
- [DfT's Setting local speed limits](#)
- [Planned roadworks](#)
- [School travel plans](#)
- [Lorry Watch](#)
- [Community Speedwatch](#)
- [Kent & Medway Safety Camera Partnership](#)
- [Kent Road Safety](#)
- [Responsible Parking](#)
- [Enforcing moving traffic offences - Kent County Council](#)

ROAD SAFETY & ACTIVE TRAVEL GROUP (RSATG) VIRTUAL SEMINAR

Following the success of our inaugural Road Safety & Active Travel Group (RSATG) Seminar held in April at Sessions House, Maidstone and Betteshanger Park, Deal, we hosted a virtual seminar on 9 July 2026 which covered the same content/presentations, for any Parish/Town Councils and County Members that were unable to attend the in-person sessions.

Attended by a further 40 elected representatives from across Kent, this session again offered attendees an insight into how each team within the group collaborates across RSATG, wider Highways & Transportation teams and Kent Police to identify the most appropriate, effective and long term solutions to the highway safety concerns you raise.

At the end of both the in-person and virtual seminars, attendees were provided with both a feedback form and an RSATG Seminar handout. This handout provided summaries of each of the teams responsibilities as well as their contact details and some key website addresses for you to learn more.

If you would like to receive a copy of the handout or have questions about completing the feedback form please do not hesitate to contact your Community Engagement Officer at west.highwayimprovements@kent.gov.uk or east.highwayimprovements@kent.gov.uk.

Road Safety & Active Travel Group (RSATG) Seminar	
Virtual Session - M5 Teams Thursday 9 July 2026 09:30am - 12:00pm	
09:30am Welcome and Introduction – Nikola Floodgate, Road Safety & Active Travel Group Manager	 
09:35am – Introduction from Kent Association of Local Councils (KALC) Charmaine Kestley, KALC Chief Executive	
09:40am Vision Zero Presentation – Mark Bunting, Vision Zero Strategy Manager	
10:00am Safety Cameras and the work of the Kent and Medway Safety Camera Partnership (KMSCP) – Tara O'Shea, Safer Speed & Enforcement Team Leader	
10:15am Speedwatch Presentation by Kent Police – PSE Alan Watson, Community Speedwatch	 
10:30am Road Safety Intelligence and Innovations; looking at what data we hold and how we use it – Stewart Fowler, Road Safety Intelligence and Innovations Team Leader	
10:50am Question and Answer Session	
11:10am The work of the Highway Improvements Team and Highway Improvement Plan (HIP) overview – Ryan Shiel and Wendy Boorman, Highway Improvements Programme Managers	
11:35am Active Travel Schemes overview, interventions/initiatives and funding – Katie Ireland, Active Travel Infrastructure Team Leader, and Miranda Palmer, Active Travel Interventions Team Leader	 
11:55am Schools Active Travel; how can we support the schools in your areas through School Travel Plans, School Streets etc. – Iona Rogulski, Schools Active Travel Project Manager	
12:10pm Safer Active Journeys Presentation – Debbie Barton, Safer Journeys Team Leader	
12:20pm Safer Road Users Presentation; road safety campaigns and education – Lorna Smith, Safer Road Users Team Leader	
12:40pm Closing and Question and Answer Session	


Road Safety & Active Travel Group (RSATG) Seminar
To ensure that today's seminar run smoothly and to time, we have not included time for questions during/after each presentation, however there will be an opportunity to ask any questions that you may have during the two dedicated question and answer sessions. You can also submit your questions in writing for a formal written response following the seminar. Please send these to: west.highwayimprovements@kent.gov.uk or east.highwayimprovements@kent.gov.uk
Please feel free to use this handout to make any notes/ questions that may come to you during the presentations and to keep after the seminar.
♦ Vision Zero Presenter: Mark Bunting, Vision Zero Strategy Manager
The Vision Zero (VZ) team's focus is on cutting the number of people killed or injured on our road network. Our VZ strategy follows international best practice and employs a safe system approach that focuses on key identified elements: Safer Roads and Streets, Safer Speeds, Safer Behaviours, Safer Vehicles and Post Collision Response. Not all of these are entirely within KCC's area of responsibility, so the team actively collaborates with key stakeholders through the Kent and Medway Safer Roads Partnership to develop and deliver the safe system.

Contact details: zoe.pero@kent.gov.uk Key website links: www.kent.gov.uk


Road Safety & Active Travel Group (RSATG) Seminar Feedback Form
Thank you for attending today's virtual RSATG Seminar. We value your feedback and would love to hear from you regarding how you feel the session went and if you have any thoughts or suggestions on how we could improve should we host a similar event in the future.
Please complete this brief questionnaire which will allow us to ensure that any future seminars provide you with the information that you would like to hear about.
1. Which Parish/Town Council or KCC division do you represent?
2. How clear and easy to understand was the content? (please select one) ☐ Not clear at all ☐ Reasonably clear ☐ Very clear
3. Which part of the seminar did you find most useful?
4. Was the seminar well-structured and well-paced? ☐ Yes ☐ No
If No, please tell us what we could do better next time

Once again we would like to take this opportunity to thank all those that took time out of their busy schedules to attend the RSATG seminar, whether in person or virtually, and we hope that you found them as valuable and worthwhile as we did.

DID YOU KNOW?

UNDERSTANDING CONGESTION AND HGV ROUTING CHALLENGES

At Kent County Council (KCC) we are receiving increasingly more concerns relating to congestion and rat-running across the county. Unfortunately, whilst we sympathise with how frustrating this can be for local communities, these are very difficult issues to tackle; symptomatic of the ever-increasing demands being placed on Kent's road network. Such demands are influenced to a large degree by lifestyle choices and the appeal of car travel relative to other forms of transport, but are also representative of the housing growth that is taking place in Kent.

Drivers will also use their knowledge of the area or SatNavs to travel the fastest route and local councils and highway authorities do not have any powers to regulate these satellite navigation devices. This is a national issue and legally it is the driver's responsibility to ensure they plan their route accordingly.

We understand the negative impact that increasing traffic volumes through rural villages in particular can have, especially on the many roads across the county where the road environment may not lend itself to the volume and size of traffic that is now experienced on a daily basis. We do however have to acknowledge that we are dealing with a vast historical road network and unfortunately KCC does not have the resources or funds to bring all roads in line with today's standards.

Similarly, noise pollution from the road as a result of increased traffic is not something that is within KCC's influence. Whilst Environmental Health has responsibility for noise pollution matters, noise due to traffic is specifically excluded from their Statutory Nuisance powers and KCC's Road and Footway Team is unable to undertake any surfacing works purely for noise reduction reasons due to the need to prioritise Kent's deteriorated road and footway highway assets.

Whilst your Community Engagement Officer is happy to discuss your concerns relating to traffic flows through your communities, KCC has to be clear in our approach and our duty that all highway-maintained roads are publicly accessible and those which have no physical restrictions should be available to all traffic.

As highway authority, we must appreciate that a restriction to prevent vehicles, including HGV's, using any route is always a last resort option. It is also important to consider any need for all vehicles passing through or accessing our county, and its residents, by way of providing deliveries and resources. Our Kent businesses and everyday life now rely on regular freight movements much more so with an increased reliance on online deliveries to consumers. As such, expeditious movement of travel through this route must be ensured and traffic should not be deterred from using unrestricted, and especially classified A and B roads, acknowledging that it is likely to be doing so for a purpose.

Often, the concerns that we receive relate more to HGVs using roads that the community considers to be unsuitable for their size and weight. In these instances it is possible for your Community Engagement Officer to initiate an investigation into the suitability of the road(s) in question and what measures may, or may not, be suitable to address the issues raised. For example:

'Unsuitable for HGVs' signage



"Unsuitable for HGVs" signs are primarily advisory signs, used to warn drivers of heavy goods vehicles that a road or route is likely to be inappropriate for large vehicles because of its physical characteristics (for example narrow carriageways, sharp bends or tight junctions, limited visibility etc).

However, these signs are not legally enforceable should the sign be disregarded by HGV drivers using their knowledge of the area and/or SatNavs to travel the fastest route.

Weight or width restriction

Environmental weight limits, typically over 7.5 tonnes, are designed to prevent large vehicles, such as HGVs, from using roads that are unsuitable for their size or weight.

A 7.5t weight restriction, whilst legally enforceable, is often disregarded by HGVs. As it stands, only Kent Police is able to enforce non-compliance with a weight restriction. Whilst the Department for Transport (DfT) enacted the remaining elements of Part 6 of the Traffic Management Act (TMA) 2004 in May 2022, which now permits local authorities outside of London to use approved camera devices to enforce moving traffic contraventions, such as weight restrictions, the realities of enforcing signs such as this needs to be recognised. For example, any restriction with an 'except for access' exemption would be very difficult to monitor/enforce through the use of cameras as KCC would have to be able to prove that each HGV did not have a legitimate access need along the road(s) in question. Kent Police face the same issue which is why HGVs often access these restricted roads unimpeded.



Width restrictions, typically 6' 6", are used to prohibit all vehicles exceeding the indicated width from being driven along a road physically incapable of accommodating larger vehicles or to protect the environment by preventing unnecessary intrusion by large vehicles.

KCC does not generally consider the installation of physical deterrents, such as road narrowing or barriers, on roads with a width restriction as such measures can hamper refuse vehicles and emergency services vehicles as well as any larger commercial vehicles that may have a legitimate access need.



Positive lorry route signage



These signs actively direct HGVs onto the preferred or most suitable route, rather than simply prohibiting them from using unsuitable roads. They are intended to guide freight traffic along roads that are better able to accommodate large vehicles.

In order to investigate a positive lorry route signage scheme, your Community Engagement Officer will need to understand from you where the HGVs using the road(s) in question may be travelling from/to so that they can identify a reasonable route that HGVs should follow instead. When identifying a route to direct HGVs along, we have to consider the likelihood of compliance with the suggested route as well as the risk of displacing HGVs along less suitable roads.

Lorry Watch

In some locations it may be possible to set up Lorry Watch. This scheme aims to empower local residents and Parish/Town Councils to record the details of HGVs that are inappropriately using a road. This data is then passed to the Freight Officer at KCC who will remind the company in question to adhere to traffic restrictions and to remain on the strategic network where possible. They do not always get a response, but where they can, they will discuss alternative and more appropriate routes with the business.

Kent Police is no longer involved in Lorry Watch due to resourcing concerns, but a record of the incident is recorded by KCC's Freight Team so any specific trends can be identified and to help build a picture of the numbers of lorries using the road and which companies are using it.



Further information can be found on-line at [**Lorry Watch - Kent County Council**](#) and on page 60 of the Highway Information Pack.

Unfortunately, with any of the measures outlined, there is no guarantee that the installation of HGV signage will make a discernible difference to the current situation and KCC receives regular reports from across the county of HGVs ignoring these signs.

No traffic restriction can completely prevent drivers from ignoring the signs and compliance with any restriction relies on drivers and operators adhering to the signed regulations.

It may also be that there are instances where a road is not ideal for regular HGV movements but, when considering the wider highway network, there are no practical or suitable alternative routes available for vehicles requiring access to local businesses. In those instances it is necessary to balance the impacts on local residents with the reasonable access requirements of the businesses and other legitimate users. It would not be proportionate to restrict HGV access where doing so would adversely affect access to commercial premises and where alternative routes are either unavailable or unsuitable.

THIS QUARTER IN NUMBERS

Between July and September 2026, the Highway Improvements Team has carried out the following work in conjunction with Parish and Town Councils and County Members across Kent:

- Parish/Town Council meetings – **35**
- Number of HIP/Parish funded schemes delivered – **17** (***105** schemes have been ordered for delivery in the coming months)
- Total value of KCC funded schemes (HIP budget) delivered – **£43,252.77**
- Total value of Parish/Town Council funded schemes delivered – **£7,844.54**

The Safer Road Users Behaviour Change Team delivered the following interventions:

- Road Safety Club (Year R – Year 6) – **4,345** pupils reached
- Road Sense (Year 7 & 9) – **3,635** pupils reached
- Young Driver & Passenger (Year 12 & 13) **1,368** followed up with **557** at the Five Live sessions



Once again, the Cycle Training (Bikeability) team arranged several one-day Bikeability 'Holiday' sessions in late July/early August, which were open to any Year 6 or older children who had missed out on Bikeability training in their schools for whatever reason.

The sessions were run at Cyclopark in Gravesend, Pavilion Youth hub in Broadstairs and, for the first time, at Victoria Park in Ashford, with assistance of Ashford Borough Council.

A total of **61** children completed their Level 1 & 2 Bikeability awards.

For any Year 6 children or older who need Bikeability training, the team can be contacted via **Bikeability@kent.gov.uk**



- **Dr Bike events** – for dates and locations of upcoming Dr Bike events happening across the county please visit **<https://bbr.cyclinguk.org/Events/?region=Kent>**
- **Kent Town Cup** – WeRoam's next big challenge runs from 1st–31st October. The Kent Town Cup is a friendly competition to see which town can collectively complete the most minutes of physical activity. Please visit the challenge page of the WeRoam website at **[Kent Town Cup – WeRoam](#)** to get involved and download the app.



IN THE SPOTLIGHT: 20MPH SPEED LIMITS AND ZONES



In our very first newsletter, we published a feature on 20mph zones/limits and they are no less requested by Parish /Town Councils and their communities, with eight new 20mph schemes delivered across Kent in the 2025/26 financial year alone.

To help explain the different types of schemes delivered, it is useful to understand the distinction between a 20mph limit and a 20mph zone.

20mph Limit

20mph limits are signed with terminal signs and at least one repeater sign but do not require traffic calming measures. 20mph limits are similar to other local speed limits and normally apply to individual or small numbers of roads but are increasingly being applied to larger areas. Average existing speeds need to be 24mph or below. Kent Police are supportive of appropriate 20mph schemes where a high level of compliance is expected.



20mph Zone

20mph zones require traffic calming measures (e.g. speed humps or chicanes) or at least one calming feature and repeater speed limit signing and/or roundel road marking at regular intervals, so that no point within a zone is more than 50m from such a feature, sign or marking. In addition, the beginning and end of a zone is indicated by a terminal sign. Zones usually cover several roads.

Below we have expanded on this criteria/site requirements, and have shared some additional information and considerations that should be made as part of your decision making into whether or not a speed limit reduction to 20mph is something that you as the Parish/Town Council would wish to promote through your Highway Improvement Plan (HIP). It is important to note that where the following criteria may not be met (for example because existing speeds are too high for a 20mph speed restriction to be self-enforcing, and/or traffic calming is not possible) your Community Engagement Officer will work with you on what other measures, if any, could be introduced to address the concerns being raised.

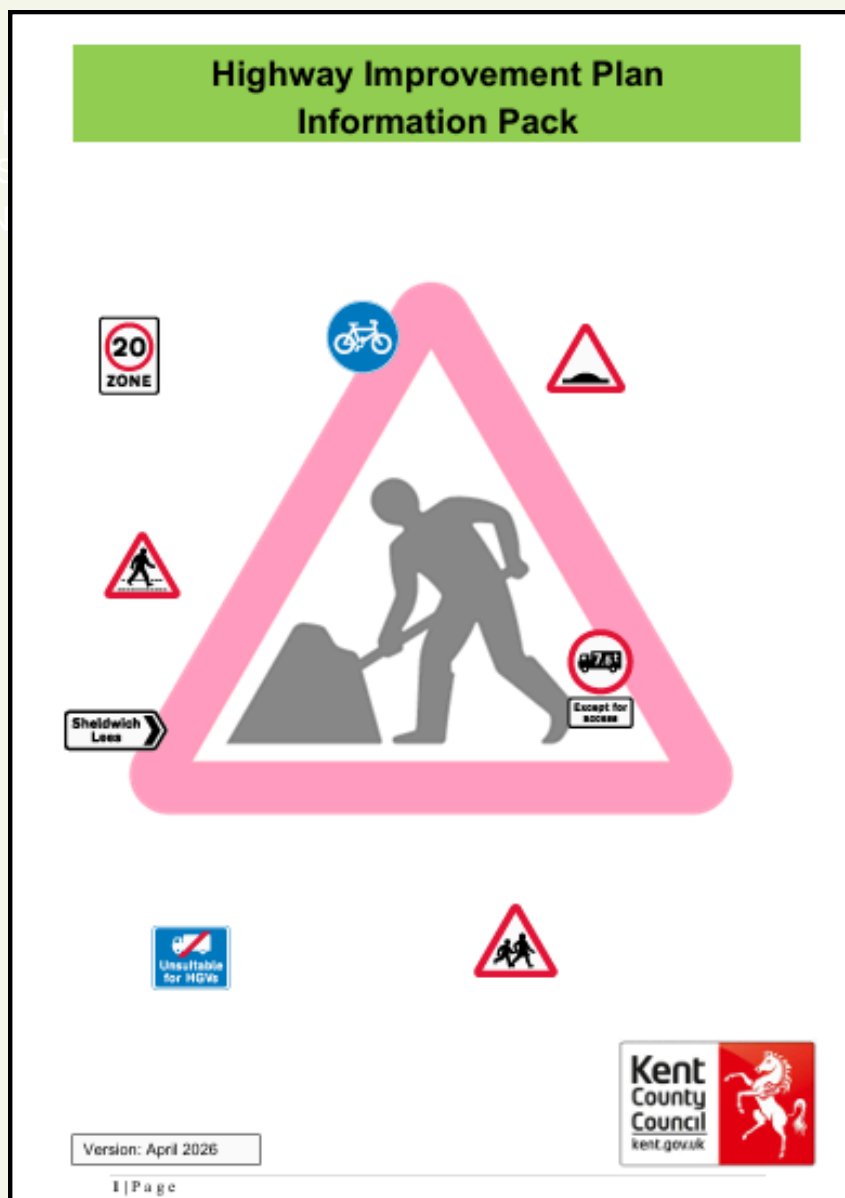
- 20mph limits and zones should be introduced in the right places and should be targeted rather than introduced as a blanket measure. This is because over-use of inappropriate speed limits risks undermining public acceptance which can impact compliance of 20mph speed limits where they are most needed, such as outside of schools and in residential areas where there is generally a high proportion of vulnerable road users. In addition, the minimum length of a speed limit should generally be no less than 600 metres to avoid too many changes of speed limit along the route.

- Continuing on from above, 20mph speed limits are generally introduced in residential areas where there is a high proportion of vulnerable road users and where traffic flows are low. They are not usually suited to rural country lanes, although where more rural locations may still meet the criteria for a 20mph speed limit, there must be suitable locations to install the speed limit signage on all the entry points as well as repeater signs as required. In more rural locations this may not be possible if highway land is not available.
- Any speed limit reduction through signage alone should not be seen as a tool to address an evidenced speeding issue as a signed only speed limit is unlikely to have a significant effect on traffic speeds (typically around a 2mph reduction to the mean speeds). Government guidance on the implementation of 20mph schemes states that successful 20mph limits and zones should be self-enforcing and Kent Police do not support new 20mph speed limits unless the existing average speed of vehicles is 24mph or less as they do not have the resources to enforce 20mph sites with poor compliance, although **Speedwatch** may be an option. A 20mph speed limit should be designed to be "self enforcing" so that the traffic naturally keeps to the speed limit. KCC has to consider this when designing new speed limits; balancing the benefits of slower speeds alongside that of compliance. However, all requests are considered on a case-by-case basis, with the existing average speeds, whole road environment and context being assessed.
- In some circumstances, where average speeds are between 24-28mph it may still be possible to consider a reduction in speed limit, but some form of traffic calming (innovative or traditional such as gateway treatments, speed humps, chicanes, road narrowing or other measures to both physically and visually reinforce the reduced speed limit) would need to be installed to better ensure reasonable compliance. It is worth noting that while residents may support a 20mph speed limit in principle, they often object to physical traffic calming measures near their home and design requirements often give little scope to adjust the location. Additionally, KCC will very rarely consider installing physical traffic calming measures on A or B classified roads due to emergency services as well as high flows of HGVs. This is consistent with other Local Authorities and national guidance.
- We continue to see mixed popularity for 20mph schemes amongst Kent residents and so a pre-consultation engagement exercise will need to be carried out the Parish/Town Council (as scheme promoter) prior to a formal Traffic Regulation Order (TRO) being advertised to ensure there is community support for a 20mph limit. Further detailed information, including advice on identifying your stakeholders, the different promotion, communication and engagement methods that should be considered, and guidance on producing a feedback report, as well as a pre-consultation engagement template, can be found in your Highway Information Pack on pages 6&7.



- As mentioned in our last newsletter, if you currently have a Vehicle Activated Sign (VAS) or Speed Indicator Device (SID) on a road that falls within the newly proposed 20mph limit/zone, this will need to be removed/moved to another location as neither can operate on 20mph roads. This goes against policy and the equipment is not suited to use in 20mph areas due to the nature of the radar unit and activation thresholds making them less efficient when operating on roads below 30mph. Additionally, in the case of a SID, if one or more units cannot be moved, all SIDs may need to be removed as there must be a minimum of three.
- With regard to street lighting, it may be that provision or enhancement of street lighting is required where physical traffic calming is installed as part of a 20mph scheme. Alternatively, a 20mph scheme may incur a cost to de-illuminate any currently illuminated speed limit signs. 20mph speed limit signs, and all other signs within 20mph limits, do not legally have to be illuminated. As such, and in order to save money on the highway asset and reduce future energy consumption and carbon emissions, all signs within a 20mph limit/ zone are de-illuminated.

Further details on the site requirements and typical costs of a 20mph limit or zone can be found on pages 11-13 of your Highway Information Pack.



ACTIVE TRAVEL

Apply for up to £5,000 with the Kent Active Travel Business Grant

KCC is proud to launch the second round of the Kent Active Travel Business Grant, an innovative funding programme designed to support sustainable commuting across Kent.

The grant enables businesses to invest in infrastructure and initiatives that encourage staff, customers, and visitors to walk, wheel, or cycle when travelling to and from their premises.

The grant's programme supports key priorities identified in the Third Cycling and Walking Investment Strategy (CWIS3), published by the Department for Transport (DfT) and Active Travel England (ATE) in June 2026, which are economic growth, decarbonisation and social inclusion.

The strategy's long term vision is that by 2035, 55% of all short trip stages in towns and cities will be walked, wheeled, or cycled.

We welcome applications from small businesses, not-for-profit organisations, or an NHS Community facility such as doctor's surgery (excluding hospital sites) in Kent's 12 districts sites excluding Medway. The grant can be used by successful applicants to develop innovative projects, or secure facilities that demonstrably encourage staff, visitors or customers to safely walk, wheel or cycle to access the business.

Visit **Kent Active Travel Business Grants – Kent County Council** to apply and read stories from successful applicants in the past.

KENT ACTIVE TRAVEL BUSINESS GRANTS UP TO £5,000

We are offering up to £5,000 for small businesses, not-for-profit organisations or the NHS community to set up facilities that promote active travel at a business site in one of the 12 Kent districts (excluding Medway).

GRANTS CAN BE USED FOR:

- CYCLE PARKING**
Accessible, safe and secure cycling storage facilities
- SITE FACILITIES**
Lockers and showers to support staff who travel actively to work.
- INNOVATION**
Innovative facilities to support walking, wheeling or cycling to access the business

APPLY HERE
QR code
kentsmartertravel.co.uk
Applications accepted from 14 September 2026 to midnight on 16 October 2026.

Walk, WHEEL or RIDE

activetravel@kent.gov.uk
Funded by UK Government
Kent County Council

WE NEED YOUR HELP!

There is currently an advert open for Road Crossing Patrol applications. For information, access to the on-line application form and to view a short video featuring a couple of the team explaining why they love their roles, please visit **School Crossing Patrol – Vacancies**.

There are current vacancies at Schools in Brenchley and Matfield, Hunton, Dartford, Dover, Cheriton, Ramsgate, Ditton, Rolvenden, Sheerness, Aylesford, Chartham, Hildenborough, Sandwich, Eynsford, Leeds, Tunstall, Northfleet, Bearsted, Langton Green, Kings Hill, Biddenden, Capel, Tunbury, Crockenhill and East Malling

Could you be a LOCAL HERO?

Join our School Crossing Patrol

For more information call 03000 422401, email scp@kent.gov.uk or visit kent.gov.uk and search for 'school crossing patrols'

@KCC_SCP
Kent County Council

WISHING SUE MACKAY A HAPPY RETIREMENT

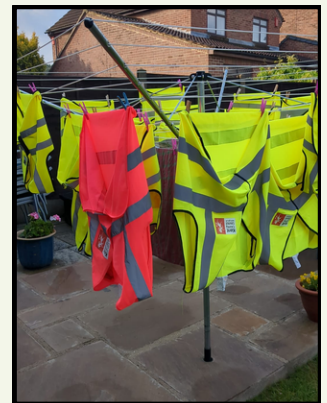
Colleagues from the Safer Active Travel Team gathered for a celebratory lunch on a beautiful summer day to celebrate the retirement of Sue Mackay following over 20 years' service.

Sue worked within RSATG during this time, enjoying dual roles as a Cycling Instructor and Pedestrian Training Coordinator. In later years, Sue parked her bike up permanently and moved to an admin role ensuring schools and instructors were supplied with all the course materials required for seamless delivery of cycling courses across Kent. Sue's knowledge and vast experience was also invaluable for new staff joining the team.



Sue retained her role as a Pedestrian Trainer throughout her 20 years of service at KCC. This involved walking in all weathers to teach primary school children how to become safer pedestrians, predominantly in the Dartford and Gravesham districts. Sue developed deep respect within schools and maintained strong links returning each year to train new cohorts of pupils.

Sue will be hugely missed by her colleagues, primary schools and the 300+ pupils each year, who enjoyed their training sessions.



A welcome retirement hanging up her Hi-Vis, will enable Sue to try new hobbies, enjoy more family time and travel, all richly deserved by Sue and her husband.

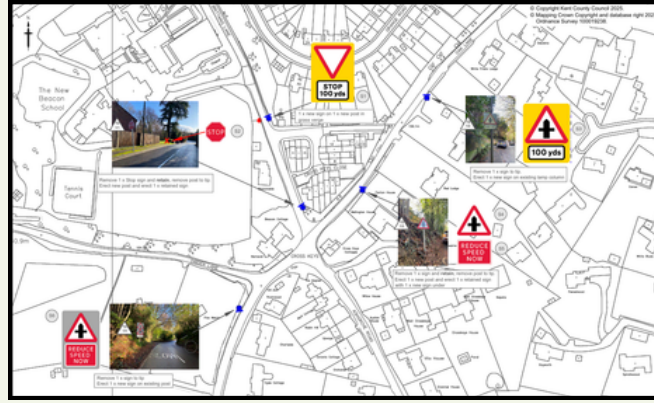
JUNCTION IMPROVEMENTS BRITTAINS LANE/OAK LANE/ASHGROVE ROAD, SEVENOAKS HIGHWAY IMPROVEMENT PLAN (HIP) SCHEME

In September 2025, Sevenoaks Town Council requested a review of the junction at Brittain's Lane, Oak Lane and Ashgrove Road through their HIP.

This is a four-way junction and the Town Council raised concerns relating to poor sightlines and a crash history. Originally, the Highway Improvements Team were asked to consider a convex safety mirror however this location does not meet the criteria (as set out on page 48 of your Highway Information Pack) for installation.

Given the on-going concerns of incidents, including several near misses, at this junction the Highway Improvements Team undertook a review to see what other engineering measures may be feasible at this location to address the issues and concerns being raised.

This resulted in a scheme being designed to move the STOP sign on Brittain's Lane closer to the junction and install an advanced yellow-backed STOP sign 100 yards from the junction. REDUCE SPEED NOW plates were also added to existing "Crossroads ahead" warning signs on the northeast and southwest approaches and the existing advanced "Crossroad ahead" warning sign with 100 yards plate on the northeast approach was replaced with a yellow-backed sign of the same.



This scheme was delivered in April 2026 and funded through the Highway Improvement Team’s dedicated HIP budget at a cost of £1,630.57.

ZEBRA CROSSING, KINGSMEAD ROAD, CANTERBURY – LOCAL TRANSPORT PLAN (LTP) SCHEME

The installation of a new zebra crossing on Kingsmead Road, Canterbury, was initially requested by County Member Alister Brady and discussed as part of his Highway Improvement Plan (HIP) review.

Kingsmead Road is a well-used route serving both the local Leisure Centre and Children’s Centre, making it a busy location for pedestrians of all ages. In response to concerns about pedestrian safety, a traffic and pedestrian survey was undertaken. The results confirmed that the location met the necessary criteria for a formal pedestrian crossing.

Following the successful feasibility assessment, a funding bid was submitted through the Local Transport Plan. The bid was approved, allowing the scheme to progress to delivery. Construction work began on 14 September and involved the removal of the existing pedestrian refuge island and the installation of a new zebra crossing. The project took approximately two weeks to complete, with final surfacing and road marking works carried out overnight to help minimise disruption to road users.

The completed scheme, delivered at a cost of £83,000, will provide a safer and more accessible crossing point for residents and visitors, particularly those accessing the nearby community facilities.



JUNCTION REALIGNMENT, NEWINGTON ROAD JUNCTION WITH WHITEHALL ROAD, RAMSGATE – CRASH REMEDIAL MEASURES (CRM) SCHEME

A review of 2024 collision data identified a pattern involving vehicles emerging from Whitehall Road, colliding with traffic on Newington Road, as well as incidents involving vehicles and pedestrians.

A site assessment found that the existing road layout and visibility at the junction could be improved to help reduce the likelihood of future collisions by:

- Realignment of the junction to provide clearer sightlines for motorists exiting Whitehall Road, particularly towards traffic approaching from the north-west.
- Renewal of high-friction anti-skid surfacing on the approaches to help improve vehicle braking performance.
- Relocation of the zebra crossing approximately five metres further from the junction, giving drivers turning left more time to identify and respond to pedestrians.
- Renewal of dropped kerbs on Whitehall Road to improve accessibility for wheelchair users, people with mobility difficulties, and those with pushchairs. Previously, dropped kerbs were only provided on one side of the road.

These improvements were delivered in September 2026 at a cost of £95,000 to address issues identified through the aforementioned collision data and site observations.



THE SAFER ROAD USERS TEAM

Young Driver and Passenger Session 5 Launch

In the last newsletter, we announced the brand new 5th session of our award winning Young Driver and Passenger course. The internal launch event took place at Kent Police College, where the new film was showcased along with speakers from partners giving background information to this.

The new session includes practical information about what to do if you are involved in a collision, and is broken down into three sections -

1. Make It Safe - what to do at a damage only collision, and what to do at an injury collision.
2. Make the Call - the information required by control rooms and emergency services to send resources.
3. Make the Difference - the role of each emergency service and a summary of the learning outcomes from sessions 1 - 4.

A big thank you to Simon Jones, Corporate Director for Growth Environment and Transport at KCC, for attending the evening, and saying a few words.

The new session has now been externally launched and schools and colleges who have signed up to receive the course, will benefit from this.

More information about the course can be found here <https://kentroadsafety.info/what-we-do/young-driver-courses/> or please get in touch saferroadusers@kent.gov.uk.



Summer Events



The Safer Road Users team has been busy engaging with all ages of the public at summer events. We've supported colleagues and partners at Family Hub Days and Kent Fire and Rescue Service's Open Days as well as attending the Scout's Summer Fayre, Biddenden Tractorfest and the Air Ambulance Family Fun Day.

All of these events gave us an opportunity to share messaging around being a safer road user. There were lots of discussions with all age groups ranging from the road safety code, which way to look first when crossing the road, cycle safety, the fatal 4, Vision Zero, tyre maintenance, when a child can move out of their car seat and start using a seatbelt... and lots more.



Freshers Fairs

Furthermore, the team has been busy at Freshers Fairs at universities and colleges across the county, welcoming new students as the academic year begins.

These events provide a great opportunity to reinforce road safety messaging such as how mobile phones, head phones and mates for example can be a distraction when crossing the road as a pedestrian; as well as how being impaired whether through tiredness, alcohol or drugs can affect driving – all demonstrated in a fun and engaging way by testing reaction times on the Bataks board. There were also lots of discussion with those learning to drive or who are new drivers.



Car Seat Clinics



In August, the Safer Road Users team held a successful car seat clinic in conjunction with the Ashford Family Hub. At a car seat clinic, we check how a child fits into their car seat, and how the seat fits into the vehicle. These checks are non judgemental, and intended to reassure parents and carers to give them peace of mind.

In Ashford, we carried out 12 checks and found a total of 57 issues (3 of which were major) related to the child or seat fitment. Feedback from parents has been extremely positive and we are delighted to be able to advise them.

A big thank you to the Ashford Family Hub for their support with this. We're now looking forward to holding further clinics around the county.

HAVE YOUR SAY

We value your feedback and would love to hear from you if you have any thoughts or suggestions as to what you'd like to see in future issues. Please complete this brief questionnaire which will allow us to ensure that our newsletters are providing you with the information that you would like to see.

Have your say – Microsoft Forms