ROAD SAFETY & ACTIVE TRAVEL NEWSLETTER

ISSUE 4 (JANUARY - MARCH 2025)

THANK YOU!

As we reach the end of the 2024/25 financial year we wanted to say a big thank you to all those that have continued to work with us on identifying and delivering schemes that are important to your communities.

We are proud to say that we have a very high take up of Highway Improvement Plans (HIP) by Parish and Town Council's across Kent, with **88%** of all Parish/Town Councils holding active HIPs. You will see below just how much work the Highway Improvements Team carried out in 2024/25 as a direct result of this collaborative working with these Parish and Town Councils.

We also welcome the opportunity to work with those Parish and Town Councils who have not yet submitted a HIP, so please do not hesitate to contact us at **west.highwayimprovements@kent.gov.uk** or **east.highwayimprovements@kent.gov.uk** so that your designated Community Engagement Officer can get in touch to introduce themselves and arrange to meet with you in order to assist you with compiling your first HIP.

We look forward to continuing to work with you all into the new financial year.

LOOKING BACK

Between April 2024 and March 2025 we carried out **141** HIP reviews across Kent, resulting in the delivery of **24** Parish Council funded schemes and **134** schemes totaling **£209,859**, funded from KCC's dedicated HIP budget.

2024

MEET THE TEAM
ROAD SAFETY INTELLIGENCE & INNOVATIONS

The Road Safety Intelligence and Innovation team provides data and insight to teams across Highways and KCC's partners to help identify and mitigate risks on the road network. They undertake several functions to help achieve this including;

- running a series of analysis projects to identify crash hotspots (or "cluster sites"), higher risk junctions and higher risk routes around the county
- monitoring and evaluating road safety interventions to help determine what is most effective at reducing road risk
- embracing new technologies, tools and methods to innovate road safety analysis
- managing KCC's database of traffic count data.

DID YOU KNOW?
MOVING TRAFFIC ENFORCEMENT (ANPR CAMERAS)

In September 2020, the Department for Transport (DfT) announced that they would be enacting the remaining elements of Part 6 of the Traffic Management Act 2004. After coming into effect on 31 May 2022 this now permits local authorities outside of London to use approved camera devices to enforce moving traffic contraventions where previously moving traffic offences could only be enforced by the police under criminal law. These powers do not replace those already held by the Police, who would also be able to carry out enforcement.

Implementation and operation of moving traffic enforcement is managed at a countywide level by KCC's Network Management Team. However, we recognise that, as elected representatives, you will be interested to understand what these new powers mean for your communities and whether or not it may offer a solution to some of the issues you are already experiencing with regard to poor compliance with existing movement restrictions, including (but not limited to) bus gates, one-way traffic, no right turn/left turn for vehicular traffic, no entry, motor vehicles prohibited, box junction markings etc.

This legislation is not intended to resolve subjective matters that cannot be evidenced, perceived amenity matters relating to quality of life, or matters that restrict the legitimate use of the highway network, such as rat running.

Local authorities are not duty-bound to enforce every sign or marking and Ministers have only agreed to implement the civil enforcement of a specific list of traffic signs. Enforcement shall therefore only be used to target problem locations where a need can be justified and the facts of existing contraventions evidenced.

It is also important to note that moving traffic enforcement should be considered as the last resort, once all other engineering methods have been tried in order to make an improvement to the network, and will only be applied where action is needed to meet one of the following objectives:

1. Improve road safety
2. Reduce network congestion
3. Increase public transport reliability
4. Improve Air Quality
5. Increase the lifespan of highway assets

As such, any concerns of poor compliance should be discussed with your Community Engagement Officer via the Highway Improvement Plan (HIP) process in the first instance.

At any location where it is considered that contraventions could be avoided by reasonable improvements to the highway or to traffic signing, such improvements should be made, and appropriate monitoring carried out before enforcement action is considered.

In order to determine whether or not deployment of moving traffic enforcement is the most suitable solution at any given location, local highway authorities are required to undertake extensive due diligence for every installation. KCC is therefore duty bound to ensure that the following has been undertaken before moving traffic enforcement can be considered:

- Collection of supporting evidenced data detailing the issues at the site. Social media posts and subjective views do not constitute supporting evidence.
- Identification of a clear purpose and objective for enforcement, relating this to one of the 'TMA Key Objectives'.
- Ensuring that Traffic Regulation Orders (TROs) and traffic signs are accurate, meaningful and lawful.
- Engagement with Kent Police.
- Carrying out a public consultation on the detail of planned civil enforcement of moving traffic contraventions.
- Consider, address and mitigate any concerns raised as a result of the consultation, making sure reasonable steps have been considered to resolve any concerns.
- Carrying out effective public communication and engagement as the council considers appropriate, for example using local press and social media, and that this will continue up to the start of enforcement and for a reasonable period thereafter.
- Ensuring funding is available for all the relevant equipment and design works and on street modifications.

In addition, the realities of enforcing the prescribed signs needs to be recognised as there can be limitations as to what can be achieved on street. Furthermore, some sites may have very low contravention levels so run the risk of operating at a deficit. This is why formal surveys are undertaken in advance to establish the level of contravention and the benefits enforcement may bring.

All costs incurred with the implementation and installation of new moving traffic enforcement sites would be borne by the scheme promoter. This will include but not limited to: Scheme designs costs, Consultation fees, Traffic Regulation Order processes and physical infrastructure costs (civil engineering and technical equipment).

For more information please visit the kent.gov.uk website at: **Enforcing moving traffic offences - Kent County Council**.

THIS QUARTER IN NUMBERS

Between January and March 2025, the Highway Improvements Team has carried out the following work in conjunction with Parish and Town Councils across Kent:

Parish/Town Council meetings - **39**

Number of HIP/Parish funded schemes delivered - **38**

Total value of KCC funded schemes (HIP budget) delivered - **£69,627**

Total value of Parish/ Town Council funded schemes delivered - **£42,042**

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

HIGH STREET, BROADSTAIRS - CRASH REMEDIAL MEASURES (CRM) PROGRAMME

The Highway Improvement Team's core responsibility and priority is the analysis of Crash Remedial Measures (CRM) across Kent and to identify engineering solutions to mitigate crashes and personal injuries at that location.

High Street, Broadstairs was identified as a location where there had been a cluster of personal injury crashes involving pedestrians and as such we implemented a pair of build outs to provide a safer crossing for pedestrians for the following reasons:

• to improve driver visibility of pedestrians
• to improve pedestrian visibility of moving traffic
• to provide pedestrians a refuge whilst they wait for a safe gap in traffic to cross the road
• to reduce the length of time that pedestrians are in the road

The implementation of the build-outs resulted in the loss of two on-street parking bays, however we made every effort to minimise this by removing some of the existing double yellow lines to provide additional on-street parking and a full consultation was carried out We also engaged fully with businesses and residents prior to the scheme commencing. The total cost to deliver this scheme was £17,268.

IN THE SPOTLIGHT:
CRASH REMEDIAL MEASURES (CRM) SITES

Under Kent County Council's (KCC) Casualty Reduction Measures (CRM) programme, the Highway Improvement Team's focus is on implementing engineering schemes at crash cluster sites with the aim to reduce collisions and improve road safety in line with KCC's Vision Zero policy (**Vision Zero – the Road Safety Strategy for Kent**).

Each year the Road Safety Intelligence & Innovations Team draws up a list of 'hotspot' locations of collision 'clusters' for further investigation.

This is done by reviewing the collision data, as reported to/recorded by Kent Police, at locations where there has been a minimum of six personal injury collisions in a 50-metre diameter at urban sites, and a minimum of four personal injury collisions in a 50-metre diameter at rural sites within the last available three calendar years. Typically, there is a six month delay from the time when a crash occurs to when the data is shared with KCC by Kent Police; current data is available up to 30 September 2024.

Collisions are categorised by severity:

- fatal - a collision resulting in a death
- serious - detention in hospital, which includes paralysis, fractures and severe lacerations
- slight - includes whiplash, sprains and minor lacerations.

The Highway Improvements Planning & Advice Team then uses this data to carry out an in depth review of the identified CRM cluster sites each spring (late April/early May) to determine what, if any, highway engineering mitigation measures are recommended based on identified patterns/trends in the collision data, with the aim of reducing both the casualty severity and frequency of collisions.

Looking at trends/patterns when reviewing collision data is crucial because trends provide insights into recurring patterns and factors that contribute to these incidents. For example, understanding whether specific conditions (weather, time of day, road environment etc.) are leading to collisions can help target interventions effectively. Where the nature of collisions is varied, this generally does not indicate a pattern that could easily be addressed by engineering measures.

In 2024/25 the team analysed 87 sites across Kent, resulting in the delivery of 15 CRM schemes in East Kent and 15 in West Kent at a total cost of £1,281,182.

In East Kent, this included CRM schemes such as the installation of build outs on High Street, Broadstairs (as featured on page 4 of this newsletter), introducing parking restrictions on Minster Road, Minster on Sea, and changing the carriageway markings and posted speed at the Eastry roundabout, Dover.

Eastry roundabout, Dover

Running Horse roundabout, Maidstone

In West Kent, some of the CRM schemes delivered included upgrading the A229 Running Horse Roundabout, Maidstone to a turbo roundabout, installing average speed cameras on the A20 Main Road, Farningham, and making enhancements to the zebra crossing on Milton Road, Gravesend.

In addition to cluster sites, the team also conducts route and junction studies on the roads within the county that have the highest number of crashes. This work will feature in more detail in an upcoming newsletter.

Given finite budgets, the Highway Improvements Team must direct initial focus on the analysis of CRM sites across Kent and the identification of engineering solutions that will have a positive impact on collision numbers at that location. However, we understand that looking at records and statistics alone does not tell the whole story. This is especially true where there have been near misses or there is strong community concern of an emerging safety issue.

Through the Highway Improvement Plan (HIP) process, we are able to work closely with Parish and Town Councils to better understand the local issues and ensure the community has an opportunity to raise their concerns. This enables us to be proactive in making improvements at locations that do not achieve priority through our standard countywide CRM assessments.

HIGH STREET, SNODLAND - HIGHWAY IMPROVEMENT PLAN (HIP) SCHEME

The West Kent Highway Improvements Team has been working with Snodland Town Council on their Highway Improvement Plan (HIP) priorities and last summer the team discussed with them their concerns for the footway on the High Street, Snodland, near to the crossroads with Malling Road and Holborough Road.

The footway at this location was made up of different levels (as shown in the image on the left) and the Town Council were concerned of the difficulties and dangers experienced by pedestrians who are mobility impaired, visually impaired, wheelchair and pushchair users when using this footway.

As a result, the Highway Improvements Team designed a scheme to remove the existing kerb and reconfigure the footway (shown in the images on the right) and this work was completed in December 2024.

Delivery of this scheme was funded by KCC, using our dedicated HIP budget, at a cost of £10,667.

COMING SOON

We will shortly be sharing with you an updated Highway Information Pack for 2025-26, designed to provide you with details of the HIP process, as well as detailing some of the more frequently requested items/ schemes.

We will also be including new and improved guidance on pre-consultation engagement exercises, and to help us with this we would be grateful if you could please complete this brief **questionnaire** which will allow us to ensure that we are addressing the needs of the Parish/Town Councils when carrying out this exercise.

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