

ROAD SAFETY & ACTIVE TRAVEL NEWSLETTER

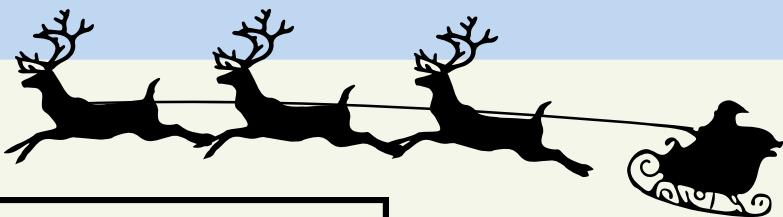


ISSUE 7 (OCTOBER - DECEMBER 2025)

MERRY CHRISTMAS

As 2025 draws to a close, we want to take this opportunity to thank you all for working with us on your Highway Improvement Plans (HIPs) this year and to wish you all a very Merry Christmas and a happy new year.

We look forward to continuing to work with you in 2026 and remain committed to helping you to identify and deliver schemes that are important to your communities.



Save THE DATE

Thank you to those of you that were able to attend one of the two annual Parish Seminars held in October this year.

For those of you unable to make this years dates we are in the early stages of arranging a dedicated Road Safety & Active Travel seminar for all Parish/Town Councils and County Members. We will hold two sessions which are provisionally scheduled to take place on the mornings of **21 April (Maidstone) and 30 April (Deal)**. Venues and content details will be sent out in the new year but for now we would be grateful if you could save the dates as we would love to see as many of you attend as possible.

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](#)

DID YOU KNOW?

CONVEX SAFETY MIRRORS

Whilst the widespread use of mirrors is not encouraged, we appreciate that you may get requests for these from residents and there are sites when their use may be a benefit to road safety.

As the Department for Transport (DfT) allow them in certain circumstances, Kent County Council has adopted a proactive policy that allows their limited use. Each site must meet with the DfT criteria and requires an independent safety assessment to ensure that existing hazards are not increased by inducing drivers to rely on a mirror and take less care than they normally would. The assessment process includes a review of the safety record and consultation with Kent Police.

KCC will only consider traffic mirrors on the public highway where:

- There is a crash history relating to a lack of visibility.
- Visibility for vehicles emerging from the side road is severely restricted.
- A visibility improvement scheme is not feasible.
- Visibility cannot be improved by removing hedges, walls, trees or other obstacles.
- The speed limit on the major road is above 30mph, the introduction thereby being aimed at higher speed roads.
- There are no other reasonable standard highway improvements possible.



We are unable to install mirrors to facilitate individual requests for assistance getting on and off of private driveways; their intention is to assist vehicles emerging from the side roads where visibility is severely restricted.

However, mirrors may be sited off the highway on private land and this would be a matter for the land owner and the person who places the mirror. Planning permission may be required and this should be obtained from the relevant District/Borough Council as the local Planning Authority.

Should the private mirror overhang a highway maintainable at public expense, then a licence is required from the Highway Authority (KCC). Should it be determined that road safety is being compromised as a result of a private mirror being placed near to the public highway, KCC will use its powers to remove the mirror. It is not possible to advise whether placing a mirror on private property would compromise road safety as it would come down to experiencing the mirror in operation.

CONSULTANTS REPORTS

On occasion, the Highway Improvements Team (HIT) have been approached by Parish/Town Council and, more recently, by third parties such as Schools, who have chosen to commission an independent highway consultant to look into a specific scheme request, such as the installation of a pedestrian crossing/ traffic calming or a speed limit reduction, without first approaching HIT as part of the Highway Improvement Plan (HIP) process.

Whilst we cannot stop you from approaching an independent consultant in this way, this can be a very costly process and we felt it was important to highlight that, often, where consultants have been commissioned and reports produced, they have not always followed Kent County Council (KCC) or Department for Transport (DfT) guidance or fed this into their proposals which have often led to abortive costs for the commissioning party.

Examples of this include recommendations for a scheme, or scheme elements, that we will not deliver as the local highway authority such as installing physical traffic calming on Kent's strategic network. An independent consultant is unlikely to be familiar with our agreement with the emergency services that we should not install physical traffic calming on A and B roads, nor with the content of KCC's Traffic Signs Manual which outlines, among other things, examples of road markings that we no longer install in Kent (such as white dog-bone markings, dragons teeth and rumble strips).

There is also no guarantee that KCC will be able to deliver a scheme just because a consultant has said that it is possible as all works proposed for the public highway must be approved by KCC in line with the guidance mentioned above.

As such we would recommend that you contact your Community Engagement Officer in the first instance as most of our initial feasibility advice is free and based on what KCC, as highway authority, can reasonably deliver at the location in question, so offers far better value for money for Kent's residents.

THIS QUARTER IN NUMBERS

Between October and December 2025, 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 – 53
- Number of HIP/Parish funded schemes delivered – 41
- Total value of KCC funded schemes (HIP budget) delivered – £72,533.23
- Total value of Parish/ Town Council funded schemes delivered – £23,160.64

In the final quarter of 2025 KCC's Cycle Training Team are on course to deliver Bikeability training to a further 872 children across the county. This will take the total number of children trained by KCC Instructors in 2025 to 4131 – a significant increase on previous years and the first time this total has exceeded the 4000 mark. Huge credit to our wonderful team of Instructors and organisers who have engaged with an increased number of schools to make this possible!

In addition, the Safer Road Users Behaviour Change Team has delivered the following interventions (figures are for October and November 2025):

- Curious Kip (Pre-school 3–4 year olds) – 4,358 children reached
- Road Safety Club (4–11 years olds) – 5,611 pupils reached
- Road Sense (Year 7 & 9) – 4,926 pupils reached
- Young Driver & Passenger (Year 12 & 13) 1,562, followed up with 684 at the Five Live sessions
- Mature driver & Passenger course – 100 older drivers reached



ACTIVE TRAVEL

A Safer, Greener Journey: New Off-Road Footway Completed on A26 Tonbridge Road

Great news for local walkers and active travel enthusiasts! **Phase 2 of the A26 Tonbridge Road footway project is now complete**, delivering a safer, more enjoyable route between Hadlow and Tonbridge.

Thanks to strong community support through a local petition and funding from the Local Transport Plan, we've installed a new 3 metre wide off-road footway from Haywards Farm Shop to the existing PROW MT145. This upgrade means pedestrians can now enjoy a fully connected, off-road walking route along this busy corridor.



What's new?

- Vegetation cleared and cut back for a cleaner, more open path.
- Flexi-pave sections around trees to protect nature while improving accessibility.
- Junction widening for safer, easier access.

This project is a big step forward in promoting active travel, reducing reliance on cars, and creating a healthier, greener community. Whether you're walking for leisure, commuting, or just enjoying the outdoors, this new route makes it easier than ever.

Your voice made this happen – thank you! Together, we're building a safer and more sustainable future for Hadlow and Tonbridge.



Empowering Independence Through Cycling

From Barriers to Breakthroughs

Last month, Don Wills, part of KCC's Cycle Instructing team, made a remarkable impact by helping 19-year-old SEND learner, Gary, master riding his tricycle safely for his daily commute to college in Maidstone. This training was delivered in collaboration with Stuart Agutter (Kent Adult Cycle Training) and Lisa Mendez (Kent Enablement Service). Previously, Gary had tried traveling by bus, but negative experiences, including bullying and an unsupportive driver, left him distressed.

Thanks to Don's patient guidance, tailored approach, and close partnership with the family and Enablement Officer, Gary can now make this journey on his own with confidence and awareness. This achievement is making a positive difference, helping Gary enjoy greater freedom and personal independence in his daily life. It's a powerful example of how cycling can transform lives.

Do you know someone who could benefit from cycle training? Get in touch with cycletesting@kent.gov.uk and help more people experience the freedom of cycling.



What is a walking bus?

A walking bus is a supervised group of children walking to or from school along a set route and picking up or dropping off 'passengers' at specific points along the way. It's a fun, healthy and sustainable way of getting to school.

Why are they important?

A walking bus can:

- promote exercise, health and wellbeing
- reduce traffic and congestion around schools
- help the environment
- improve attendance and punctuality
- save time for parents and carers
- teach children key road safety skills.



Volunteers

Lots of schools are interested in walking buses, but we need volunteers!

Volunteers are needed to set up walking buses at schools across Kent. Since the start of the COVID-19 pandemic we have seen a drop in the number of walking buses across the County and now, more than ever, we need you to help get walking buses back into schools.

What can Parish and Town Councils do to help?

If your local school is trying to set up a walking bus, and are struggling to get parent support, the parish could help spread the word on the importance of walking to school and the call out for volunteers from the school community.

A key factor for parents is the time saved. A walking bus is a co-operative scheme where everyone shares the load, taking it in turns to walk the bus and lead the children, meaning parents and carers are spared the task of transporting their child to school most mornings in the week. The trade-off is that once a week they take a turn escorting the bus. All routes are approved by us and all adults involved in the bus are police-checked.

More information

Visit <https://www.kent.gov.uk/education-and-children/schools/school-transport/set-up-a-walking-bus>

Pre-School Road Safety Resources Launch

Our Road Safety Club sessions which are delivered in primary schools have now been enhanced by the launch of our pre-school lesson, which allows us to introduce road safety at an earlier age. The lesson is designed to give children aged 3 – 4 years, an introduction to road safety by learning the Road Safety Code with our friend 'Kip the Bear'. The lesson comprises of an interactive video along with supporting resources, such as posters and work sheets for the child setting, along with suggested social media posts aimed at parents.

So far, over 220 childcare settings in Kent have signed up and received the lesson and resources meaning that over 4,000 children will receive the lesson. This is a fantastic reaction to the launch and we hope that even more will sign up. Any childcare setting in Kent such as nurseries, pre-schools and childminders can access these resources by emailing us at saferoadusers@kent.gov.uk.



Mature Drivers in Faversham

Our Mature Driver and Passenger course is currently delivered to groups such as Active Retirement Associations, Rotary Clubs and WI's to name but a few. October saw us extend this reach by running our first course for individuals who do not belong to a group. The course took place in Faversham, with an afternoon and evening session giving people a choice of when to attend. Both sessions were very well received, and another is now planned for Sevenoaks in January. The sessions are aimed at drivers aged 55+ although are also relevant to passengers, with topics covering crash causation, eco driving, hazard awareness, alcohol and medication, mobility and the changes to the Highway Code.

For more details about the course and information for older drivers, please visit <https://kentroadsafety.info/what-we-do/mature-driver-seminars/> or email saferoadusers@kent.gov.uk to find out more about the upcoming Sevenoaks sessions being held at the Bat and Ball Community Centre at 3pm and 7pm on Monday 19 January. Those who are interested in attending can sign-up online via Eventbrite: <https://www.eventbrite.co.uk/e/sevenoaks-mature-drivers-passengers-course-tickets-1974966698560?aff...> or in-person at Sevenoaks Town Council offices.

Road Sense at the RSGB National Road Safety Conference

Emma Tracey, Road Safety Officer for the 12 – 24 years portfolio took to the stage at the RSGB National Road Safety Conference to promote our Road Sense sessions which are delivered to Years 7 and 9 in secondary schools across the County. She gave an outline of the content, explained how this has been launched into the competitive school curriculum timetable and provided an overview of evaluation and feedback so far, to over 400 peers from across the country. Well done Emma for shining a light on Kent. You can find out more about Road Sense by visiting <https://kentroadsafety.info/what-we-do/road-sense-road-safety-sessions-for-yrs-7-9-11/>.



IN THE SPOTLIGHT: CRASH REMEDIAL MEASURES (CRM) SITES – JUNCTION AND ROUTE STUDIES

In Issue 4 of our Newsletter, published in May 2025, we featured an article on Kent County Council's (KCC) Casualty Reduction Measures (CRM) programme, and explained how 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.

In this article it was also briefly mentioned that, 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.

As with our analysis of crash cluster sites, each year the Road Safety Intelligence & Innovations Team draws up a list of 'hotspot' locations for further investigation based on the personal injury crashes that have been reported to Kent Police.

Junctions and crossings

Over three years ago, the Highway Improvements Team started looking at all junctions and crossings on A and B roads in the County and identifying those that have had a significantly higher crash rate than the average for that type. For this programme, the team looks back over ten years' worth of data and additional factors are taken into consideration, including the severity of injuries and the presence of vulnerable road users (pedestrians, cyclists, motorcyclists and horse riders). This complements the work the team does on the crash clusters as it identifies locations where there might not be a large or sudden increase in crashes but nevertheless could be changed to reduce future injury crashes.

Routes

This process has been running for three years and analysis considers longer sections of roads, taking account of collisions relative to road length and the volume of traffic using the road. Five years' worth of crash data is used and takes account of injury severity in the prioritisation. This analysis helps to identify, for example, rural routes where crashes occur away from junctions and urban routes where a series of similar junctions might have similar issues.

These programmes are the starting point and identify locations for further investigation. The next step in every case is for the team to investigate the circumstances of all the individual crashes, consider the layout of the highway and how it works and then to design and deliver works to reduce the likelihood and severity of future injury crashes. For some sites, there are no clear patterns to crashes or engineering solutions that would be appropriate. However, for many there are changes that we can make.

Each year the team analyses the top 10 junctions and two routes (one urban and one rural) in each of East Kent and West Kent. In 2025/26 this has so far resulted in the delivery of three CRM junction schemes and one CRM route scheme, at a total cost of £130,100.

In West Kent, this included CRM Junction schemes at the A26 London Road junction with Mount Ephraim, Tunbridge Wells and the A224 Polhill junction with Pilgrims Way, Dunton Green, coming to a combined delivery cost of £70,013.

The A26 London Road/Mount Ephraim scheme involved the replacement of existing buff colour high friction surfacing with new grey colour high friction surfacing in addition to improvements to the road markings on the junction by refreshing them in a higher specification material which is harder wearing and should last longer.



The A224 Polhill/Pilgrims Way scheme involved the replacement of existing give way signs, addition of a new side road ahead sign on the southbound approach, the cut back of vegetation surrounding existing signs on Polhill, the refreshing of existing junction lining and the addition of lining to create left and right turn lanes out of Polhill to match the two give way triangles. This scheme was designed to improve conspicuity of the junction for vehicles travelling on Polhill and highlight the give way to vehicles on the M20 link bridge.



In East Kent, this included a CRM Junction scheme at the Tram Road junction with Ryland Place, Folkestone at a delivery cost of £60,000.

This junction was identified as a crash cluster site through the CRM Junctions Programme where investigation revealed that there had been six collisions over a period of ten years, most notably three collisions at the zebra crossing, two of which resulted in serious personal injuries to pedestrians. During a site visit, it was noted that the zebra crossing was inconspicuous to approaching traffic, visibility of the zebra crossing was obscured, on occasion drivers were performing illegal left turns into Ryland Place and there was significant street clutter distracting traffic.

A scheme was delivered in September 2025 and involved increasing the conspicuity of the zebra crossing and improving visibility of the crossing, by upgrading the belisha beacons, installing new buff high friction surfacing (HFS) and extending the controlled area on the approach to the crossing. We also improved the existing signage provision and removed unnecessary signs to eliminate confusion and remove any distractions to drivers.

We will continue to share in future editions of this newsletter examples of schemes that have been implemented and outcomes in terms of collision savings that they have delivered.

ADELAIDE DRIVE, SITTINGBOURNE – CRASH REMEDIAL MEASURES (CRM) JUNCTION PROGRAMME

The Adelaide Drive junction with the A2 London Road, Sittingbourne was identified as a concern through the CRM Junctions programme (as featured in our 'In the spotlight' article).

Adelaide Drive is a residential road on the west side of Sittingbourne. However, its proximity to local schools means that it can be very busy with pedestrians, school buses and private cars on school days.

The injury crash data showed that, among other crashes, there had been three collisions involving pedestrians recorded around the junction, some crossing adjacent to parked vehicles where visibility would be restricted, and some crashes involving drivers turning through the junction quickly without due care.

A site assessment found several features that were not correct to current day standards, including a very narrow pedestrian refuge island with wide lengths of carriageway for pedestrians to cross. The tactile paving was also incorrect, which would be confusing and potentially dangerous for pedestrians with vision impairments.



The scheme that was implemented in the summer holiday of 2024, at a total cost of £21,961, involved the replacement of the pedestrian refuge island with one that was longer and wider so able to accommodate more pedestrians.

The crossing point was also further back from the junction so giving drivers a better chance of seeing pedestrians approaching the crossing. Correct tactile paving was installed to ensure that pedestrians with vision impairment could use the crossing safely and the existing double yellow lines were extended to move parking away to improve visibility between pedestrians waiting to cross and approaching drivers and riders.



STACEYS STREET ROUNDABOUT, MAIDSTONE – CRASH REMEDIAL MEASURES (CRM) PROGRAMME

The Highway Improvements Team's core responsibility is the analysis of Crash Remedial Measures (CRM) sites across Kent and the identification of engineering solutions that will have a positive impact on collision numbers at that location.

Following a pattern of crashes resulting in personal injuries at the Staceys Street/Royal Engineers Road Roundabout in Maidstone (linking Royal Engineers Road, Staceys Street and Fairmeadow), predominantly as a result of side swipe collisions, a crash remedial scheme was designed by the Highway Improvements West Team. The aim of this scheme was to encourage better driver lane discipline by installing additional road makings in white and red to help guide vehicles around the roundabout.

Delivered in August 2025, at a total cost of £83,777, these works mirrored some elements of the Running Horse Roundabout in Maidstone through the introduction of lane segregation markings and improved signage, including additional arrow markings and name destinations on the approaching arms and around the roundabout. This was done in collaboration with KCC's Maintenance Team who arranged for wider lining refresh works to be carried out in the area at the same time. All road markings were installed using a higher specification material which lasts longer.

The scheme is bedding in well and the team has recently acquired some drone photos of the scheme and the new markings as can be seen below.



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](#)