

Cycle Friendly Deal

A Road Map



Table of Contents

Background.....	5
The Vision.....	5
The Mission	5
The Objectives	6
The Targets	7
The Budget	7
The Project Geography	9
A Regeneration Project	10
Infrastructure.....	12
Cycle Network.....	13
Quietway 1	15
Quietway 1 - Godwyn Road to Golden Street	16
Quietway 1 - Golden Street to Park Avenue	17
Quietway 1 - Park Avenue to Hamilton Road.....	19
Quietway 1 - Hamilton Road to St Richard's Road	20
Quietway 1 - St Richard's Road to Station Road	21
Pier to Park via Quietway 1.....	22
Sholden	23
Mill Hill - Quietway 1 to Rectory Road.....	24
Wider Mill Hill - St Richard's Road & Mongeham	24
Quietway 1 - National Cycle Route 1 - Walmer Connection.....	25
Sustainable Transport Chains	26
Church Path - A long-term goal.....	27
Leisure Cycling Routes	28
Pier to Parlour	29
Pier to Pit.....	31
Time Cycle	33
Royal Ride.....	34
Signage	36
Signage Portfolio	37
Cycle Parking.....	38
Walking & Cycling Map	39
Leisure Route Maps	40
Ebike Hire Scheme	41
Visitor Promotion.....	42
Toolkit	42
Grants	42

Events	42
Good Journey	42
Tourism Partners	43
Events	44
E-Bike Launch	44
Bike Week	44
Carnival Cycle Parade	44
Cycle To Work Day	44
Cycle September	44
East Kent Artists Open House Rides	44
Business & Bikes Programme	45
Kent Connected	45
Workplace Travel Challenge	45
Cycle Loans	45
Cycle Training	45
Cycle / Walk videos on Kent Connected	46
Jambuster	46
Cycle to Work Scheme	46
Cycle to Shop Day	46
Cycle Safety Campaign	47
Communications	48
Appendix 1 - National Cycle Route 1 Signage Audit	49
Appendix 2 - Cycle Parking Review	51

The Cycle Friendly Deal Road Map is a working document that will evolve as the Project develops.

Cycle Friendly Deal has been developed collaboratively with local people and supporting agencies. This collaborative process will continue throughout the life of the Project to ensure that the actions taken truly support the local community.

All thoughts and comments on this document and Cycle Friendly Deal are greatly appreciated. Please send any contributions to:

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Cycle Friendly Deal

A Road Map

October 2018 – March 2021

Background

Cycle Friendly Deal is a two-year project to promote more cycling in Deal and more cycle tourism to Deal. Deal Town Council's Regeneration Advisory Committee successfully bid for funds from the Government's Coastal Communities Fund. The Town Council supplemented the government's funds to create a total budget of £116,000.

The Vision

To make the Deal Urban Area the best place to cycle

The Mission

Deal Town Council will encourage cycling through improvements in infrastructure; visibility; promotion; information; education; and continued political support in order to make the Deal Urban Area an even more attractive place to live, work & especially visit, so improving the visitor economy and increasing employment.

This will be achieved through collaboration with:

- DTC councillors & officers
- cyclists
- residents
- schools
- local groups
- businesses
- local & national organisations
- other local town & parish councils
- Dover District Council
- Kent County Council.

Deal Town Council will ensure that the work started will continue to develop beyond the life of the project, so continuing to encourage and support cycling for the benefit of the whole area.

The Objectives

Deadline	Objective	Status as at 010419
November 2018	Launch	Complete
March 2019	Work on Cycle Trails	In Progress
March 2019	Design Publications	In progress
March 2019	Set Up online marketing	In progress
March 2019	Agree Signage with Highways	In progress
March 2019	Ebike Research & Plan	Complete
March 2019	Investigate Suppliers	In Progress
March 2019	Set up e-bike hire Systems	In Progress
March 2019	Design eBike Marketing Materials	In Progress
April 2019	Cycle Trail Launch at CAM	In Progress
April 2019	Purchase eBike	In Progress
June 2019	Launch eBike Share Scheme	In Progress
June 2019	Engage local businesses	In progress
June 2019	Install Signage on Cycle Routes	In Progress
June 2019	Print Maps & Distribute	In progress
September 2019	Cycle Friendly Deal Event	In progress
February 2020	Cycle Safety Campaign	In Progress
June 2020	Marketing of Cycle Trails	In progress
September 2020	Cycle Friendly Deal Event 2	Outstanding
September 2020	Continuation of Cycle Hire Scheme	Outstanding

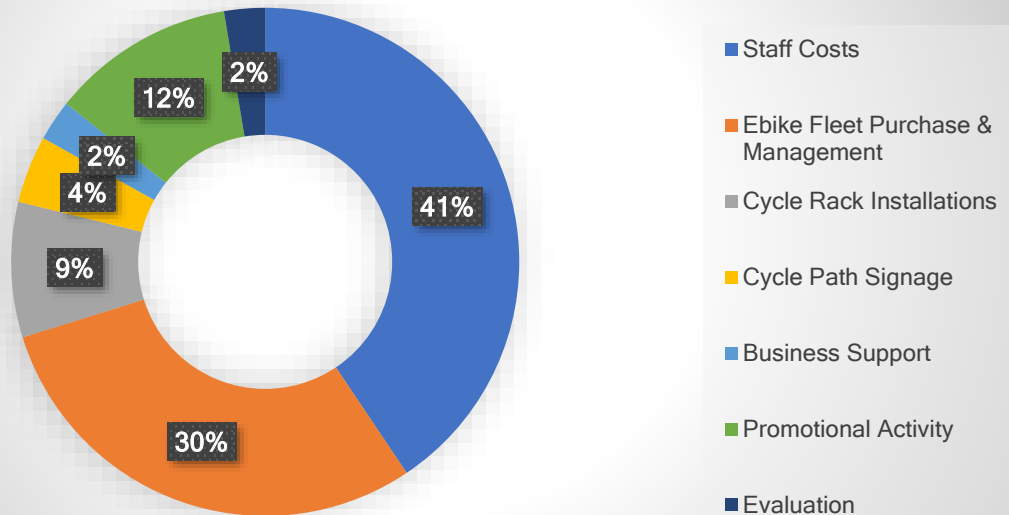
The Targets

Item	Target	By
Direct Jobs Created	4 FTE	30 March 2021
Indirect Jobs Created	1 FTE	30 March 2021
Private Businesses Supported	12	30 March 2021
New Businesses Started	1	30 March 2021
Increase in Visitor Numbers	5,500	30 March 2021
New Visitor Expenditure	£151,000	30 March 2021
New Tourism Events Supported	2	30 December 2020
Non-Vocational Trainees	13	30 December 2020
Individuals Supported	13	30 December 2020

The Budget

Item	Amount
Staff Costs	£47,117
Launch / Close Events	£1,000
Business Engagement Events	£1,000
Cycle Path Signage	£5,000
Publications including Map (design to distribution)	£7,000
Grants	£2,000
Public Cycle Scheme	£22,960
E-Bike Fleet Purchase	£10,000
Cycle Racks	£10,000
Safety Campaign Materials	£3,000
Event Costs	£2,500
Evaluation	£3,000
Insurance	£1,500
Total Budget	£116,077

Project Budget Outline October 2018 - March 2021



The Project Geography

When referring to Cycle Friendly Deal, we are referring to the Deal Urban Area plus Mongeham. That covers the council areas of Deal, Walmer, Sholden & Mongeham. It is within the Dover District Council area and its urban neighbours are Sandwich and Dover.

The map on the right outlines the project area of the four councils.

There is a population of 31,140 in 14,540 households owning 15,872 cars & vans.

Deal & Walmer are built on a shingle bank, a great fosse, a spit that grew northwards from the cliffs at Kingsdown to the River Stour at Sandwich. Upper Deal, Mill Hill, Sholden and Mongeham are situated on chalk, the base of the North Downs.



So, the project area is flat, eventually rising gently inland to peak at Great Mongeham, reaching a dizzying height of 100 feet.

The project area is compact. The table below illustrates how small. The longest cycling journey across the area is from Walmer Castle to Betteshanger Park and is just 4 miles - 30 minutes on a bike at a leisurely 9mph*.

From	To	Distance	Cycling Time*
Sandown Castle	Walmer Castle	2.8 miles	21 minutes
Deal Pier	Sholden (New Road)	2 miles	15 minutes
Great Mongeham	Sandown Castle	3.2 miles	24 minutes
Walmer Castle	Betteshanger Park	4.1 miles	30 minutes

So, a compact and flat area. The question one has to ask is: why on earth is everyone incurring the expense and inconvenience of driving?

The answer lies in the barriers that have developed in the area's infrastructure.

The railway cuts through the middle of the area presenting a physical barrier with 9 crossing points (two gated, one automated level, two bridges over, four bridges under).

This barrier is augmented by the A258 that comes in from the south through Walmer, along the Seafront to Deal town and then out through the North West through Sholden. A second busy traffic road the B2056 cuts across the area from the coast inland.

To exacerbate the situation, many potential traffic free routes do not permit cycling.

So, the answer to the question "why is everyone driving?" is:

People do not cycle because it is actively discouraged by design.

A Regeneration Project

The Deal & Walmer areas are seen as comparatively prosperous. These are not down at heel seaside towns. However, like many places the area has pockets of stubborn deprivation that are masked by affluent neighbours.

Historically the area has received its fair share of economic blows including the demise of the coal mining industry in the latter half of the twentieth century followed by the retreat of the Royal Marines (1996) and then the abandonment of the pharmaceutical giant Pfizer at the turn of the 21st century.

No major inward investment has occurred to counter these losses. These disinvestments have altered the area's economic demographics. Of the population, 57% are 16-64 and 26% are 65 or over (KCC area 20% are 65+),ⁱ Much of the population - 60% - commutes to work outside the area and 10% works from home.ⁱⁱ

Deal's status as a commuter town has been enhanced through Southeastern Railway's investment in the High-Speed Javelin service that now serves both Deal & Walmer stations. The Javelin began service after the last Census, so its impact is not reflected in the commuting data we have. This indicated that just 5% used the train whilst 70% commuted by car, van or motorbike. Cycling commuters represented just 3% of the working population in 2011.ⁱⁱⁱ

Within the area, sectors that continue to thrive include Hospitality, Retail, Health and Education.

Indeed, Hospitality could expand further as the night time economy is quite limited and there is a distinct shortfall of visitor accommodation. The re-opening of The Regent as a cinema would be a significant asset for residents and visitors enhancing the night-time offering.

Hospitality is the economic focus of Cycle Friendly Deal. According to the 2011 6% of the working population was employed in the sector (5% KCC).^{iv} The 2017 Economic Impact of Tourism Report^v produced a similar figure of 808 Full Time Equivalent directly employed in hospitality with a further 373 indirect & induced employment.

The Economic Impact of Tourism Report also tells us that in 2017:

- There was a total of 1,505,000 day trips to Deal with a spend of £39,677,000
- Visitors spent 325,000 nights in accommodation spending £16,057,000
- 53% of staying visitors stayed with friends, relatives or in second homes
- Visitors who stayed with friends & relatives, stayed longer and spent more
- Business visits represented just 3% but 29% of the total spend
- Day visitors spent 5 times as much as staying visitors in shops, 4 times as much on food & drink and twice as much on Attractions.

These are big numbers. It is hoped that by providing visible and tangible support to businesses within the sector, visitors will increase, and employment will grow. Cycling visitors stop more often, spend more often and have a wider local impact.

In Retail, Deal High Street is bucking the trend and relatively thriving due to its lack of national chains making a unique mix of local modern and traditional shops. The impending departure of two national chain retail outlets, Marks & Spencer's and

Mountain Warehouse, is disappointing, but Deal's reputation means these units are unlikely to be vacant for long. M&S's corporate problems meant that it could not sustain its large retail presence when it could not offer shoppers what they wanted.

The area has seven primary schools and one secondary academy, representing a considerable investment in resources and employment. In fact, 10% of the working population of the Deal Urban Area are employed in the Education Sector^{vi}. Schools' sphere of influence is significant so they can act as a catalyst for change if there is support throughout the school structure.

This is a regeneration project as cycling is seen as a way to further increase the prosperity of the town and make it an even nicer place to be and to visit. Cycling has many benefits and helps us to achieve accessibility, liveability, sustainability and health goals. Research is clear - cycling has a positive social & economic impact:

- A kilometre covered by bike yields a social benefit of 0.68 euro, whereas cars and busses costs society 0.37 and 0.29 euros per km travelled respectively^{vii}
- Cyclists shop more locally, more often and are more loyal compared to car drivers^{viii}
- The annual cost of riding a bike is approx. £250 whereas the annual cost of driving a car is approximately £7,300^{ix}
- Cycling is more affordable than driving a car and allows people to get access to a larger range of options for jobs and activities^x
- Cycling allows the elderly to remain socially active for longer^{xi}
- Cycling requires social interaction with other road users to mediate traffic flows or to prevent collisions. As a result, cycling is experienced as a social activity^{xii}

Infrastructure

To make *Deal the best place to cycle* means we need to get people cycling. **Without local people cycling, visitors aren't going to cycle.** Tourists will not perceive Deal as a nice place to visit and explore by bike.

The main barrier to cycling is safety. Safety is not defined by the blunt instrument of Killed or Seriously Injured (KSI) data. It is defined by how safe vulnerable road users feel: how threatened by speeding vehicles; or large vehicles; or drivers not giving space; or drivers distracted by phones, food & entertainment systems. However, the barrier to changing this situation is our own Government and County Authority. As Chris Boardman stated, "At a national level with government, there is just no appetite for any meaningful change."^{xiii}

Due to austerity, the Department for Transport will not pass funds to Kent County Council to invest in pro-active Highways schemes. In addition, due to a lack of political will within Kent County Council, the Authority will not develop Cycling Infrastructure Plans to bid for funds when they do become available. Which they do from time to time. To exacerbate the situation, the Highways network continues to grow but the maintenance funds provided by the DfT does not increase.

The only work Kent Highways are able to do is extreme Road Danger Reduction where there has been a cluster of three or more Killed or Seriously Injured (KSI) incidents.

Consequently, there will be no investment in major road improvements or cycle infrastructure in the area.

^{xivxv} Kent Highways do have a duty to fix issues on public rights of way and the highway, so it is important that we all report issues, such as pot holes, vegetation problems, broken drains, when discovered through the appropriate websites and apps.



Kent Highways Fault Report Page



Kent Public Rights of Way Report Page

Until Kent County Council takes cycling seriously and treats it as a proper mode of transport, we will develop *work arounds* to do our best to support and encourage cycling. To create the best for cycling means we have to have a three-pronged approach:

- Infrastructure (!)
- Promotion
- Build Influencer Support

Cycle Network

As a short term - two year - project, the opportunity to develop a dedicated network of cycle paths is not realistic. It requires serious amounts of money and serious political commitment at all levels. Neither of which are available.

It is possible to knit together a network of quieter roads and paths to create safer, more comfortable cycle routes. Guiding cyclists away from busy traffic areas into pleasant, useful, efficient routes. The network must connect cyclists with places they want to go.

National Cycle Route 1 (NCR1) is a good route to get cyclists to and from Deal. As it travels through the project area, it is mainly a traffic free section. However, there is no signage guiding travellers off NCR1 to explore the area. So as a utilitarian, functional route, National Cycle Route 1 scores poorly. It ploughs north-south along the exposed seafront, divorced from Deal Town by the A258, away from many useful destinations and amongst people promenading and walking their dogs.

Working with Sustrans (the national charity making it easier for people to walk & cycle), the custodian of the National Cycle Network, we will improve the directional signage along NCR1 from Sandwich to St Margaret's-at-Cliffe. Sustrans Rangers from Medway¹ have audited the route and produced a list of actions required to make the route of NCR1 clear (see Appendix 1). Rangers from Canterbury will install National Cycle Network Stickers and more permanent signage will be installed by KCC. This will enhance the experience of users of NCR1 and enable more visitors to get to Deal quickly, efficiently and confidently from the north or the south. Using NCR1, and in particular The Pier, we will grow a network inland and through the area. This will start with adding directional signage from NCR1 to destinations and routes in the Deal Urban Area.

Discussions have been held with Kent Highways regarding the conflict between riders and walkers on the shared path section of NCR1. The Folkstone seafront solution of 'share with care' signs will be implemented.

Concerns over the condition of NCR1 have been expressed. The section from Walmer Castle to Kingsdown has been resurfaced thanks to DDC. The section between Walmer Castle and Deal Castle is scheduled to be resurfaced during the financial year 2019/20.

For local people, a new North-South connected cycle route is required - Quietway 1 (Q1). With a visible, coherent cycle network it will encourage residents of all ages and abilities to leave their cars at home and ride - to work, school, activities, events and shop. It will also encourage visitors to spend time here exploring and enjoying our hospitality.

From these two spines, NCR1 and Q1 we will grow ribs connecting them with places inland and towards the coast. The path of all the routes has come from historical cycling activity and consultations with people across the area.

All the routes here are in a draft format. They are likely to change as more people test them and risk assessments are completed.

¹ The Rangers also noted that the arrangements in the vicinity of the Royal Hotel were confusing.



Quietway 1

Quietways are a Dutch concept that Transport for London has successfully deployed over recent years. Across London, Seven Quietways are almost complete and another 5 are planned. The Mayor of London wants to drop the branding 'Quietway', along with 'Cycle Super Highway', in order to promote a more cohesive cycle network brand. This makes sense when you're managing hundreds of kilometres of cycle network. When implemented, the Deal Urban Area will have a cycle network of a handful of kilometres, so integrated branding isn't really a problem!

The Deal Urban Area Quietway will not have the same level of Highways Management but will follow the guiding principle of helping riders to get to destinations on lower traffic streets.

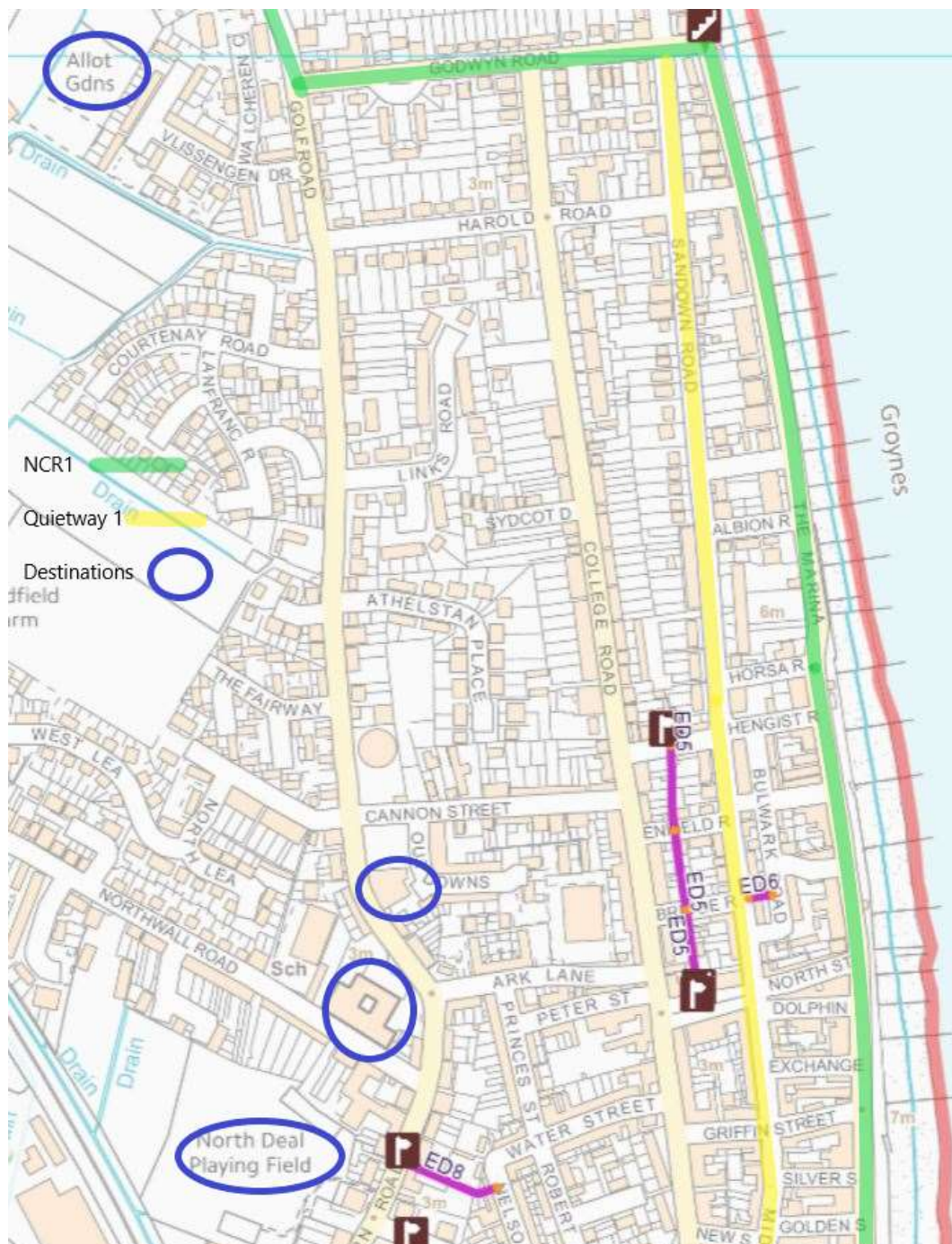
In developing Quietway 1, we've attempted to follow the principals of safety, continuity & intuition. This proves tricky at the southern end of Deal High Street with the one-way system. As Q1 gets established, it is hoped more traffic management could be put in place to make the route more comfortable. Moving to a situation where we are promoting Active Safety (prevention of accidents) rather than Passive Safety (softening the outcome of accidents), so a better network rather than recommending helmets and hi-vis clothes. This could start with simply reducing the speed limit on the roads Quietway 1 uses to 20mph.

Quietway 1 (Q1) guides cyclists North/South through the Deal Urban Area from Sandown in the north through Walmer in the south. It follows:

- Sandown Road
- Middle Street
- Oak Street
- St Patrick's Road
- St David's Road
- Albert Road
 - Southerly
 - Beechwood Avenue
 - Mill Road
 - Northerly
 - Mill Road
 - London Road
- Victoria Park (traffic free)
- Telegraph Road Cycle Path
- Court Road

Quietway 1 – Godwyn Road to Golden Street

This northerly section of Quietway 1 connects directly with National Cycle Route 1 and uses the quietest north-south road in the area, Sandown Road, compared to the much busier Golf Road, College Road and The Marina. The Marina is a rat run as it connects via Beach Street, with the A258. Being the seafront road, The Marina is also a high traffic street during the season, aggravated further by the free parking bays. Sandown Road also provides cyclists with protection from the sea winds during the low season. The route provides a good facility for this high-density residential area allowing access to the rest of the Deal Urban Area. The Quietway is not far from the Allotments, the seafront, Golf Road Community Centre and Surgery, Sandown Primary School, North Deal Playing Fields and a variety of clubs, pubs and other venues.



Quietway 1 – Golden Street to Park Avenue

Sandown Road meets Middle Street and ventures into the heart of Deal's conservation area. The streets narrow and traffic dissipates further. Middle Street also provides relief from seafront traffic and visitors as well as protection from the low season sea winds and runs parallel with the High Street.

At Oak Street Q1 heads inland in order to avoid the one-way system and the traffic. Following the existing marked cycle route, Q1 heads up St George's Road, providing direct access to the north end of the High Street, Visitor Information Centre, Wednesday Market, St George's Church and the Deal Maritime & Local History Museum. Nearby are The Landmark Centre; Saturday Market; Astor Community Theatre; Shops, bars, pubs, cafes and chip shops.

The route joins St Patrick's road with a connection to Deal Station and Sainsbury, then St David's Road. Q1 then joins Albert Road, still following the existing marked cycle route.

Action: Highways Improvement: 20mph speed limit - Albert Road

Middle Deal Road connects with Albert Road and provides routes to Betteshanger Park and Sholden.

The Albert Road 'roundabout' does have effective cycle management, so the southerly route is much better as riders are guided across the roundabout and the London Road into Beaconsfield Road (one way). Then left into Mill Lane and right into Victoria Park picking up the traffic free path to Gilford Road. The northerly route from Victoria Park follows Mill Road to London Road at which point there is no alternative but for riders to follow the A258 for 200m and then take a filtered right turn into Albert Road. The one saving grace is that it is downhill.

Action: Highways Improvement: Cyclists Warning Signs on the A258 on the Railway bridge and opposite the petrol station. 20mph limit from Albert Road to Traffic Lights

NCR1 Connection: From the Quietway 1 Oak Street junction there is a short link to NCR1 and a connection into the town centre. NCR1 connects with the seafront and the Pier, South Street Bus Station, The Regent Cinema (tbc), Timeball Museum, Deal Castle and onward to Walmer.

Town Centre North Connection: From the Quietway 1 Oak Street junction this runs parallel with the pedestrianised High Street providing access to toilets, cycle parking, shops, cafes, bars and the library.

Town Centre South Connection: At Gilford Road there is already a sign towards the Town Centre, but there isn't any further guidance. From the traffic free cycle path, the route joins Gilford Road heading towards the coast and passing under the railway. This is not a comfortable section as Gilford Street is a main thoroughfare and the crossing under the railway is narrow. It continues on Gilford Road and then bears left into Hope Street. Through a neat piece of permeability, Hope Street meets up with Victoria Road merging into the one-way system and turning right into Sondes Road. Sadly, this meets up with a short section of the A258. However, it is on the seafront, by the Timeball Museum and near the Pier and traffic moves slowly but constantly. The moving of the

Heading back toward Gilford Street from South Street is not smooth, nor comfortable. This runs through the one-way system and against the flow of traffic which means it cannot run continuous. There is a walking section on Victoria Road between Sondes Road and Stanley Road. After this, riders can remount following Victoria Road and then a right turn into Beaconsfield Road. This one-way street heads inland to meet with Blenheim Road running one-way south. At the next junction the route turns right onto Gilford Road and under the railway, heading towards the traffic free cycle path.

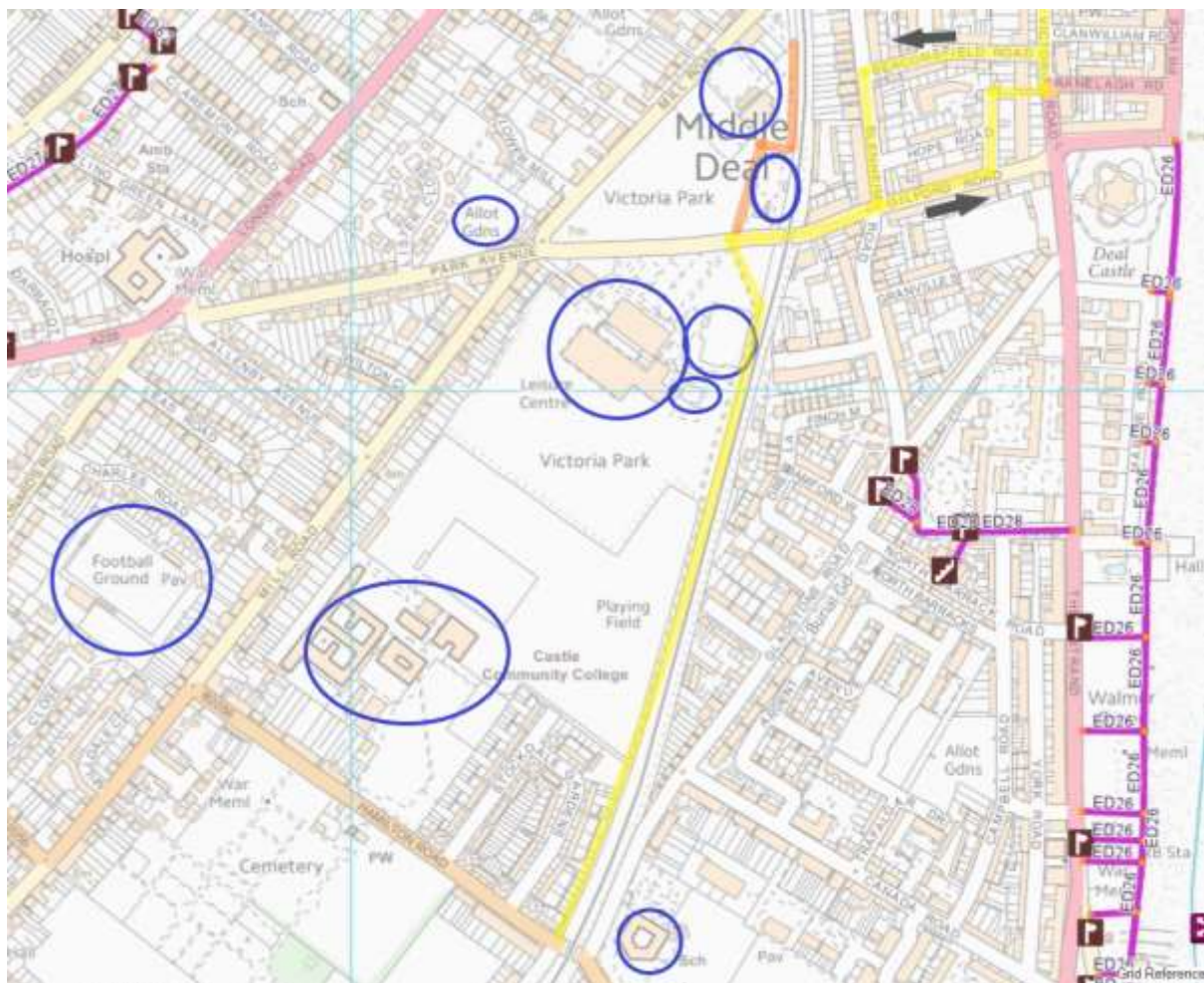


Quietway 1 – Park Avenue to Hamilton Road

This traffic free section runs alongside Victoria Park and Goodwin Academy fields. It gives direct access to the park, skate park, Linwood Youth Centre and Tides Leisure Centre (swimming pool, gym & indoor tennis). The route is close to:

- Gymnastics Club
- Bowls Club
- Allotments
- Goodwin Academy
- Adult Education Centre
- Deal Town FC
- Cemetery
- Deal Parochial Primary School

South of Victoria Park, the path is fenced (Academy/housing on the west, railway on the east). It is a narrow, shared path and the overgrowing vegetation can make the route even more restricted. But it is traffic free.

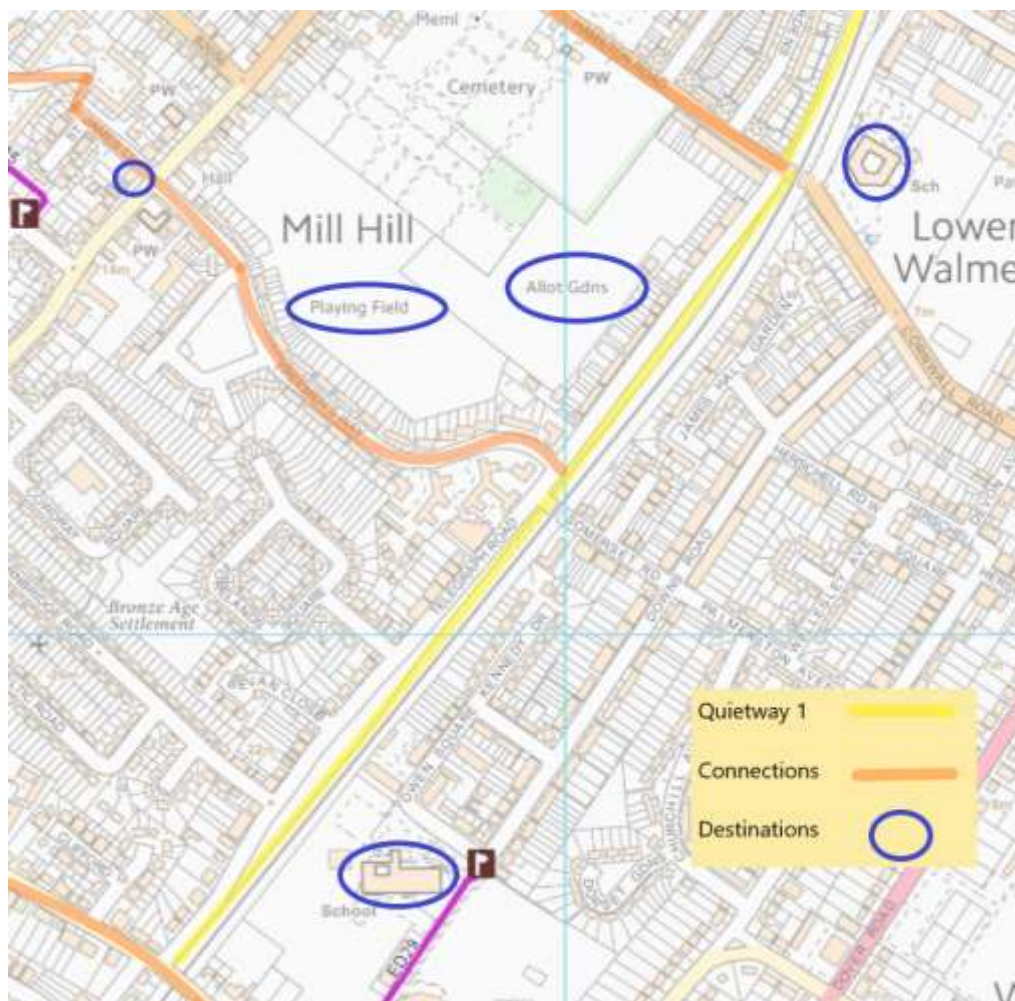


Quietway 1 – Hamilton Road to St Richard’s Road

The shared path ends sloping towards Hamilton Road, the B2056. The route continues across this road into Telegraph Road. The B2056 kinks left before passing under the narrow railway bridge making visibility heading north tricky. Some management of this crossing would be beneficial. This could include extending the 20mph speed limit zone further along Hamilton Road to the length of Hamilton Road and the length of Cornwall Road as well as “Cyclists Crossing” Warning Signs. Once into Telegraph Road riders can join the Shared Path or stay on the road. The only issues with the shared path are the interruption to get across Somerset Road which could be resolved by raising the path across the road and giving it priority; and the inability to join the path seamlessly at the St Richard’s Road junction.

The route along Telegraph Road runs near allotments and Downs School. Despite Downs Road being one of the few 20mph streets in the area, safe access to the school at school-run time is not currently achievable due to the parked cars, speed bumps and volume of traffic. The only protected access is along the narrow ED29 footpath. Upgrading and widening ED29 to a dual walking & cycling path would be incredibly beneficial to the area if there is any future development of the former secondary school site.

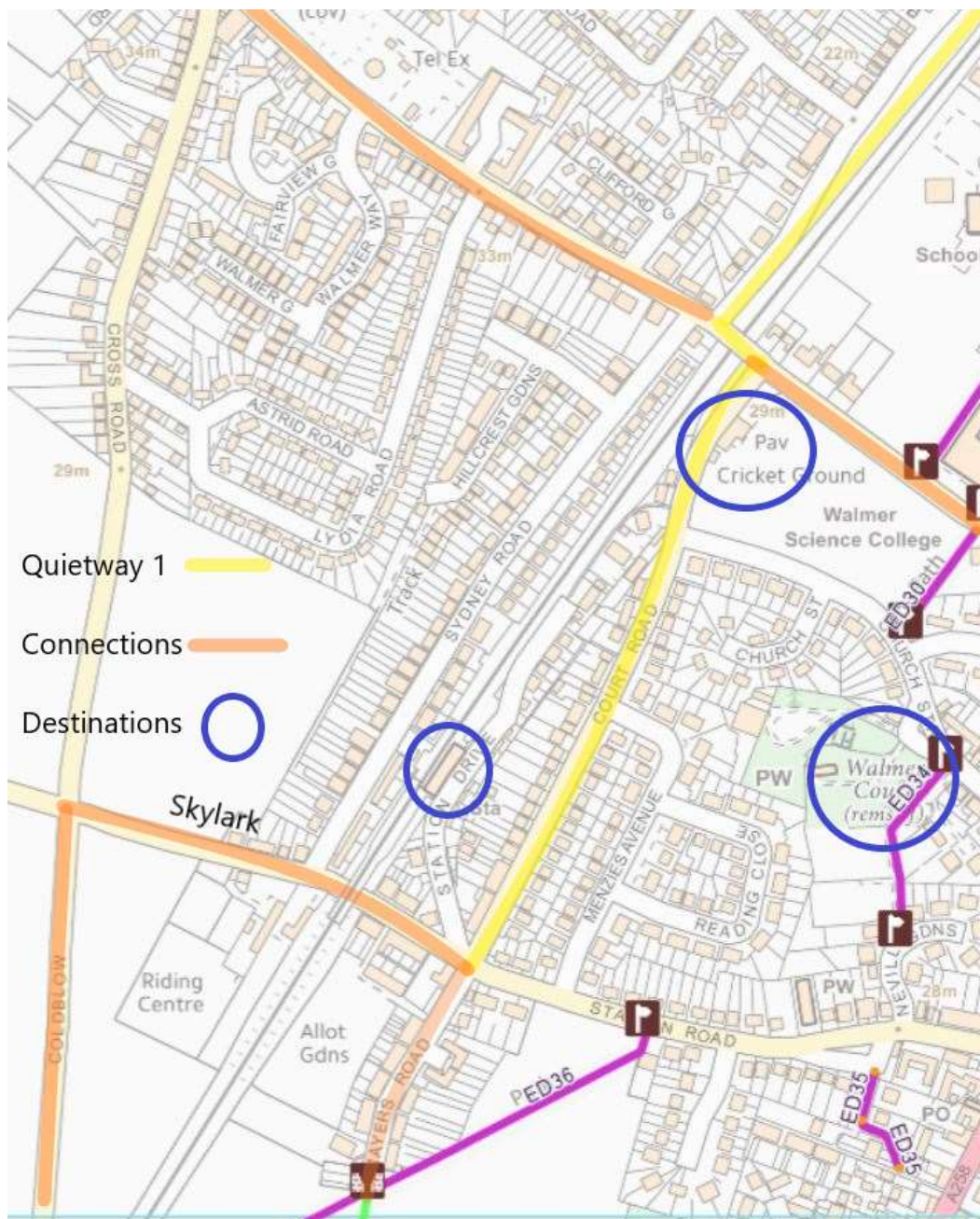
The other 20mph limit street in this section, Freeman’s Way, is far quieter and provides good access into Mill Hill.



Quietway 1 – St Richard’s Road to Station Road

The junction of Telegraph Road/St Richard’s Road/ Court Road/Salisbury Road has been improved in recent years due to an infant fatality. So Q1 bear lefts at the end of Telegraph Road over the Bridge over the railway and follows the road as it bears right into Court Road. The junction here connects with a route inland towards Mongeham and coastbound to NCR1.

Q1 directly connects with the Cricket Club, Walmer Station and the Skylark Trail to Dover. This inland quiet route to Dover may be realigned along Mayers Road and the newly surfaced bridleway (ED58) through the Station Road Development. This bridleway connects to another, EE442, which continues to Ripple Road. Surfacing EE442 would create a 1km traffic free section of the Skylark Trail and avoid the gated railway crossing making an uninterrupted route. It would also shorten the route by half a kilometre.



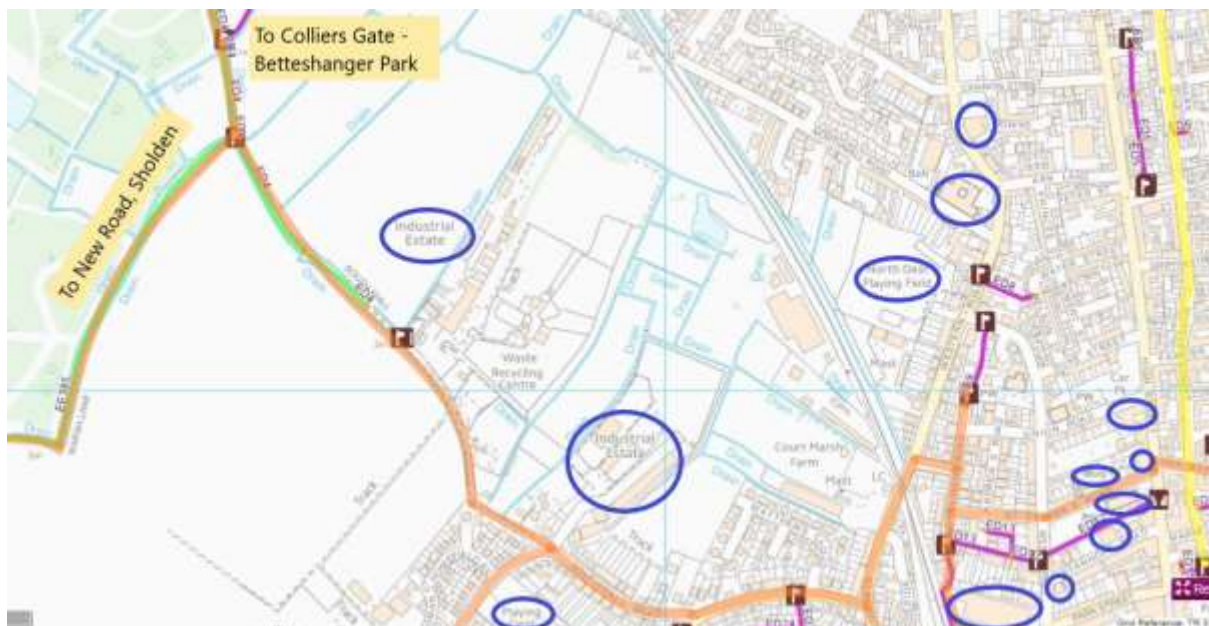
Pier to Park via Quietway 1

Betteshanger Sustainable Park, managed by the Hadlowe Group, aims to double visitor numbers to the Park to 250,000 per year. The investment programme includes new adventure play area, improved landscaping and access, a new building housing a café, cycle shop and repair centre, changing facilities, flexible conference rooms, sustainable energy display and a Mining Museum. Betteshanger is one of only two British Cycling Tracks in Kent. It also has a growing Mountain Bike course. Consequently, with such a significant visitor attraction in the area, it's important we ensure it is effectively connected.

The Pier to Park cycle route takes riders from The Pier on NCR1 and connects with Quietway 1 at Oak Street. From Albert Road it follows Middle Deal Road then Southwall Road which peters out to a surfaced bridleway. This is usable by all but the most delicate road bikes. The route ends at Colliers' Gate at the rear of Betteshanger Park. This gate has been designed to mitigate some of the Antisocial Behaviour in the vicinity and provide security for the Park. It is a tricky entrance with a bike. It is hoped that the Management Team at the Park will be able to improve access for cyclists whilst not undermining the need for security.

A new link road through the Albert Road Development and South Wall Industrial Estate presents some concerns at the Church Lane junction. This will be assessed by Kent Highways as part of the Highways Completion Safety Audit. A simple solution would be to paint in a right turn filter lane to provide additional protection for cyclists.

Sholden Link - Branching off South Wall is another surfaced bridleway (EE385) - Marsh Lane. This connects with New Road in Sholden providing direct access to Edward Vinson (Turnhouse), Hull Park Sports Club and the historic Miners' Cycle Track. A shared path runs along New Road as part of the recent development, which includes a Toucan crossing over the A258. A newly tarmacked and upgraded shared path connects New Road with The Street.



Quietway 1 to Vicarage Lane, Sholden

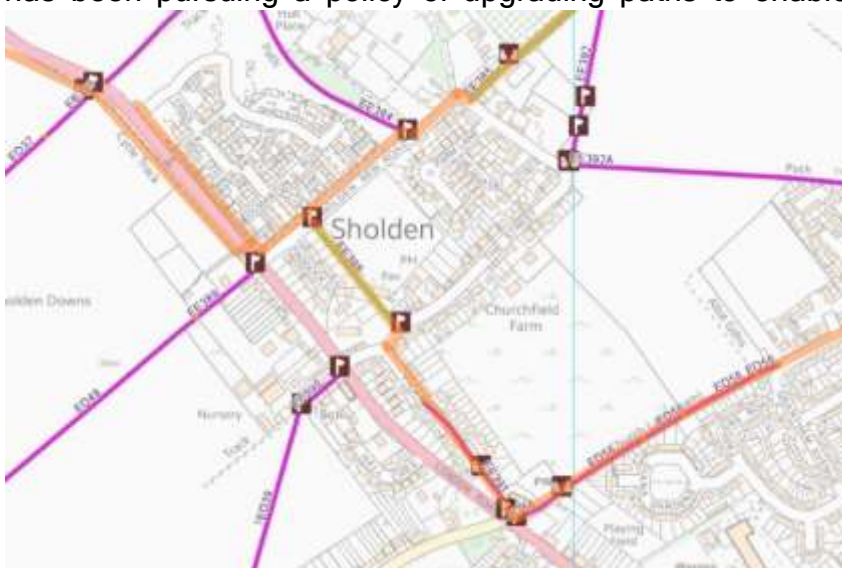
From Quietway 1 at Albert Road, this route follows Middle Deal Road, into South Wall Road and then follows the road round into Church Lane. At the end of the road the route continues, on to the newly tarmacked and upgraded shared path - still Church Lane - reaching St Nicholas Church at Sholden on the A258, opposite permeability that takes riders into the cul-de-sac and the rest of Sholden village.



Rhubarb Path - As part of the development on Mount Bros Ltd land, this footpath (EE392A), connecting The Street, Sholden more directly with the Persimmon Development and the north end of Church Lane, has been surfaced and widened to 1.8m. Riders are already using it as it is a comfortable & useful route. We will pursue permission to formally upgrade it to allow cycling.

Sholden

Sholden village sits just beyond the outskirts of Deal on the A258. For some years, Sholden Parish Council has been pursuing a policy of upgrading paths to enable pedestrians and cyclists to navigate the village away from the busy trunk road. This has resulted in a network of useful paths through the village and connecting with Deal. This work has also restored the usability of the Miners' Cycle Track, which was isolated by the intimidating A258.



Mill Hill – Quietway 1 to Rectory Road

This route travels through the densely populated residential area of Mill Hill, connecting it with the rest of Deal & Walmer. It also keeps cyclists away from the busy B2056 Manor Road, creating a far more comfortable way to get about in Mill Hill.

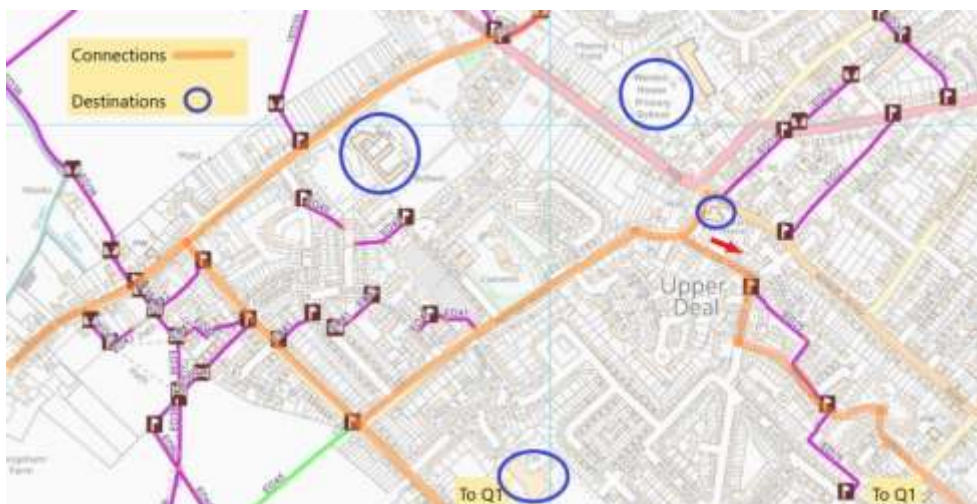
From Telegraph Road, the route follows one of the few 20mph streets in the area, Freeman's Way. This goes up to the busy Mill Hill where shops, including a bike shop, and other amenities are based. The route continues straight across Mill Hill into St James' Close and with some cunning permeability meets up with Trinity Place. Two cul-de-sacs and a 20mph street makes this a decent Quietway. At the end of Trinity Place, it meets Pilots Avenue and left into Addelam Road reaching Rectory Road. However, Addelam Road is a coast bound one-way street. The solution is to allow riders to contra-flow up from the Pilots Avenue junction and to manage the traffic heading from the Rectory Road junction by making the street "Access Only".

From Rectory Road riders can access Church Path or head towards St. Richard's Road.



Wider Mill Hill – St Richard's Road & Mongeham

As well as the above route, St Richard's Road also connects with Quietway 1, linking a number of amenities including school, surgery and church. St Richard's Road is a surprisingly comfortable ride and it reaches Mongeham Road. Great Mongeham to the A258 is a less comfortable experience, with parked cars, intermittent pavements and pinch points. This road would benefit immensely from a speed limit cut to 20mph. This is important as Mongeham Road connects Mill Hill and Walmer to Sholden, Betteshanger Park and the wider rural area whilst connecting Great Mongeham to the rest of Deal.

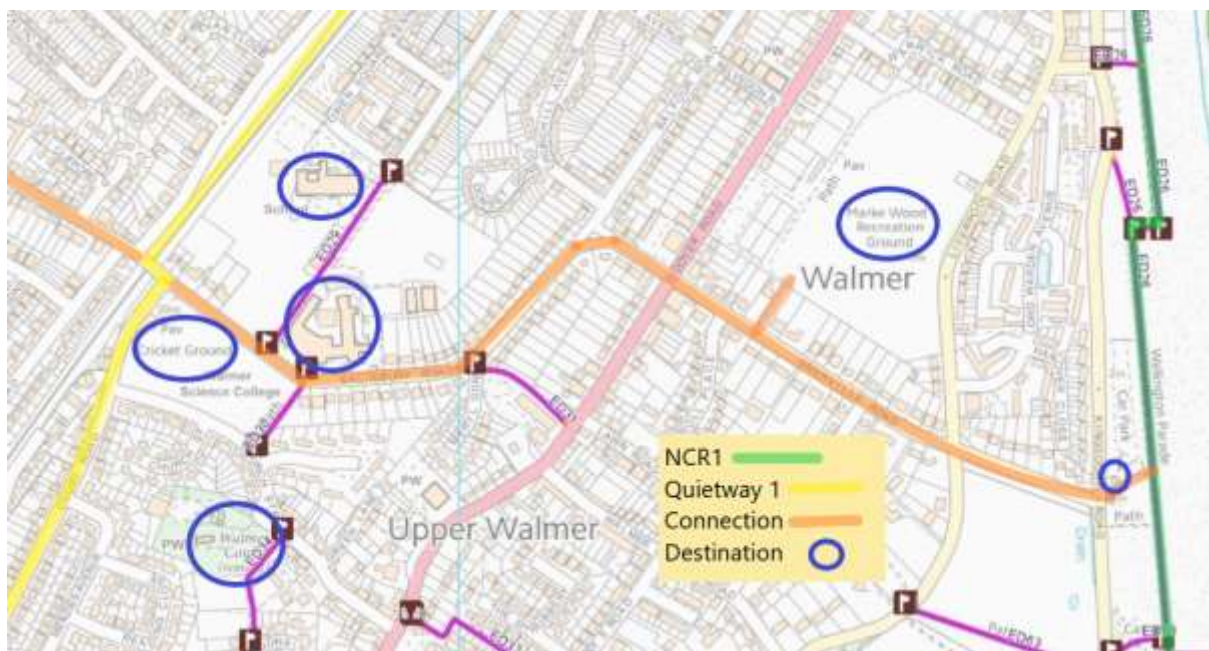


Quietway 1 – National Cycle Route 1 – Walmer Connection

Connecting the two cycle route spines is essential. At the southern end of the area, is the tricky task of also crossing the A258. The first idea was to take the route across at Station Road and Grams Road. On the plus side this is a nice ride up through St Clare's Road and there are shops and cycle parking at the junction. However, the junction is offset with a left-right dog leg, meaning cyclists potentially waiting on the A258 to turn. There is also a large development and several small housing projects in the vicinity of Station Road which will impact the traffic volumes, although not meaningfully enough for KHS to undertake any additional works.

The less charming route, but the more practical one, is Granville Road/Salisbury Road. The crossing is aligned, and the visibility is good. Some "Cyclists Crossing" Warning Signs on the A258 would help.

The route comes off NCR1 by the Toilets in the southern end of the Kingsdown Road Car Park. It crosses Kingsdown Road straight into Granville Road with Walmer Castle grounds on the southern side. There is access from Granville Road into Marke Wood Rec. Across the A258 and into Salisbury Road connecting directly with Southwood Education Learning Alliance and the Cricket Ground. The route meets Quietway 1 at Court Road and Telegraph Road. It also meets the St Richard's Road connection to Rectory Road and Mongeham Road.



Sustainable Transport Chains

A key element of Cycle Friendly Deal is to encourage sustainable transport by residents and visitors. The Cycle Network must link up with transport hubs. Unfortunately, due to the road layout it is not possible to connect Quietway 1 from the north, directly with the 'Bus Station' in South Street. And the southerly approach is not particularly conducive to cycling. Quietway 1 does link directly with Walmer Station. Deal Station however sits in a lake of cars. The sustainable transport ball was certainly dropped with the Sainsburys development, which means we now have to do some remedial work.

The official entrance and exit at Deal station is through the Queen Street (A258) / West Street / Blenheim Road junction. An unbelievably wide traffic light junction with sensors for the station exit. Not the most pleasant welcome to Deal!

An alternative route is through the Sainsbury car park and onto West Street. With one tonne plus vehicles undertaking all sorts of manoeuvres, this is not to be advised. In addition, with the new Aldi store, the traffic in West Street will increase further.

The best route for cyclists is to take the path (ED14) running parallel with the railway - north/south, beside Sainsbury into St Patrick's Close. This then intersects with the Quietway, linking the station to all cycle routes throughout the area. ED14 is currently a footpath, we are researching who is the land owner (not very successfully, it's not Sainsbury and it's not Network Rail) in order to gain permission for cyclists to use this path.

So ED14 is an essential link and not upgrading it will leave the station isolated. Some legal paper work and some signs seems a small price to pay to create a sustainable transport chain.



In the meantime, Southeastern Railways are bidding for funds to upgrade the cycle parking at Deal Station and Deal is on the shortlist for access improvements.

Church Path – A long-term goal



Church Path, also known as the Coffin Path, runs from St Leonard's Church in Upper Deal through Middle Deal to Lower Deal. Steeped in History, it used to run down to the sea and be the route coffins took from the chapel of ease at St George's to St Leonard's.

Today it offers sanctuary from the A258 London Road and Middle Deal Road rat run. Church Path is made up of two residential streets and three footpaths:

- ED19 across London Road to Manor Road (ownership: unknown)
- ED27 from Claremont Road across Bowling Green Lane (ownership: Private)
- ED24 from Albert Road to The Grove (ownership: Kent Highways)

Church Path would be the perfect Quietway Cycle Route. It connects North Deal to Mill Hill in a historic and comfortable environment, meeting the Quietway and Rectory Road. Church Path cuts through the densely populated area of Middle Deal and would provide additional support to Church Lane to the landside and Quietway 1 on the seaward side.

Opening up similar paths to cycling in Whitstable has made a tremendous difference, creating traffic-free connectivity across the town and fostering a cycling culture.

Due to the historical opposition to cycling on Church Path, this is a long-term initiative, which it is hoped will be achieved through objectors' conversion.

Leisure Cycling Routes

The current promoted leisure routes - Cliffs & Castles; Skylark; Miners' Cycle Trail; all have issues that do not enhance the visitor experience or the visitor economy in the Deal Urban Area. These existing leisure routes are really District activities, rather than pertinent to the visitor experience in the Deal Urban Area. Existing Leisure Routes:

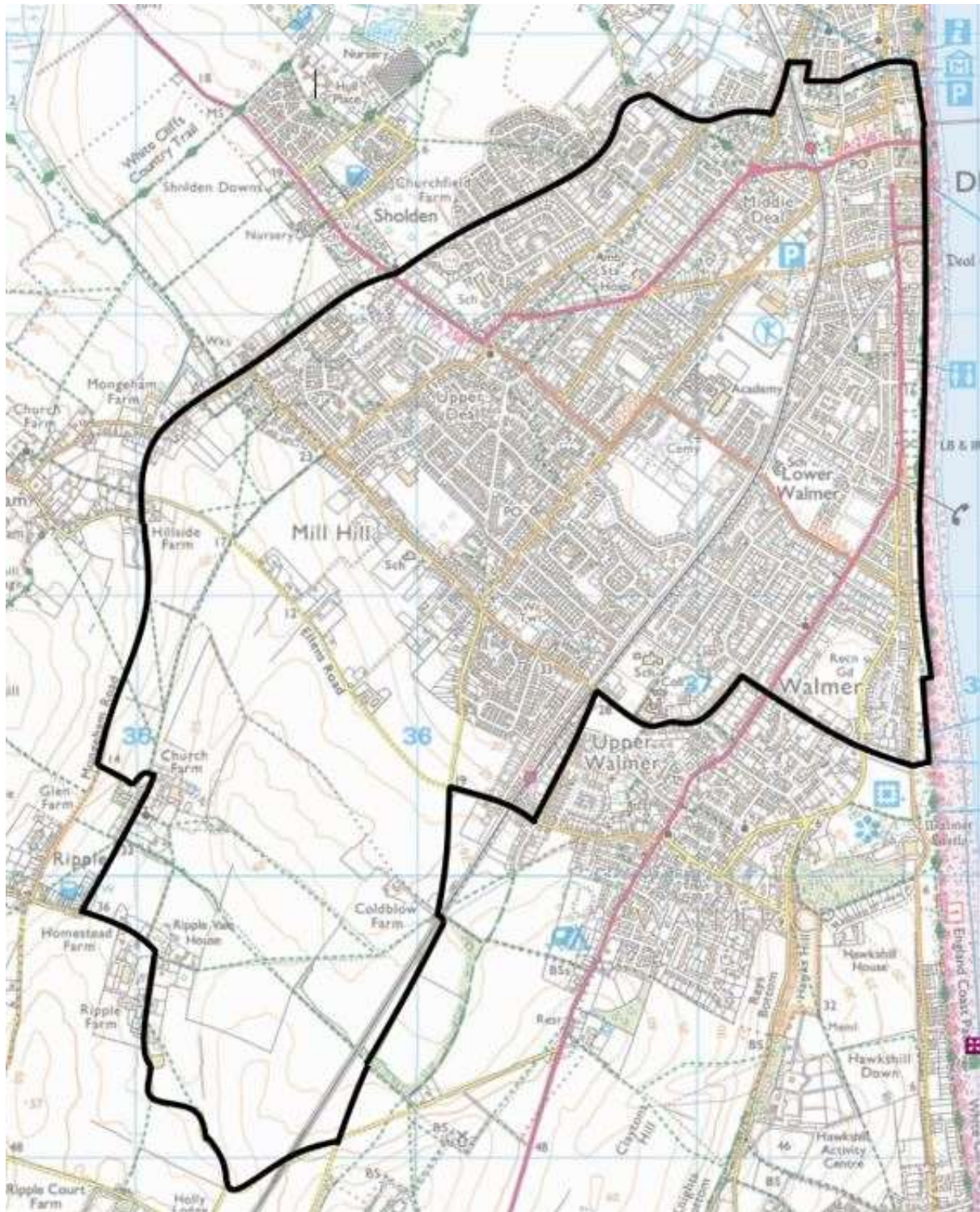
Route	Issues	Good Points
National Cycle Route 1 - Cliffs & Castles	Dover - Deal Linear Route Coastal - separated from attractions No Directional Signage to visitor destinations The Dover end of the route involves steps or the A258	Gets cyclists from Dover to Deal
Skylark	Developed as an alternative route to Dover from Deal mainly for commuters not visitors Linear Route Limited visitor attractions Starts southern end of Walmer Not signed off by KCC* Consequently, not promoted by Explore Kent	Gets cyclists quickly and safely to Dover Away from exposed coastal route
Miners' Way Cycle Trail	30 miles Doesn't come through the Deal Urban Area - Nearest points are Northbourne or Finglesham Doesn't even go through Betteshanger Park Not signed off by KCC* Consequently, not promoted by Explore Kent	Circular Way marked Some Interpretation Boards

* Sign off by KCC will be explored with DDC

To resolve this problem, four new leisure routes have been sketched. They will be tested, risk assessed and submitted to Kent PROW and Kent Highways for sign off.

Pier to Parlour

This is an 8 mile, half day family ride from the seafront to Solly's Ice Cream Parlour. A little undulating in the south but generally flat. The route incorporates NCR1, NCR1-Q1 Walmer Link, Quietway 1 and the Mongeham/Sholden connection.



ROUTE	HIGHLIGHTS	CONCERNS
PIER TO PARLOUR	<p>Circular</p> <p>Can be ridden clockwise or anticlockwise</p> <p>8 miles</p> <p>Starts & Finishes in Deal</p> <p>Can be joined from either Walmer or Deal station</p> <p>Suitable for young families</p> <p>Visitor Attractions:</p> <ul style="list-style-type: none"> • Pier • Timeball • Deal Castle • Seafront • Band Stand • Lifeboat Station • Walmer Green • Walmer Castle • Old St Mary's Church • Ripple • Solley's Ice Cream Parlour • Mongeham • Sholden • Deal Maritime & Local History Museum • Conservation Area <p>Gated Level Crossing</p> <p>Follows quiet lanes and traffic-free paths</p> <p>Generally flat</p> <p>Nearly entirely within the Project Area</p>	<p>"Parlour" is Solleys Ice Cream in Ripple just south of the Project Area.</p> <p>Gated Level Crossing is clearly explained and simple to use, but does present a potential risk exposure</p>

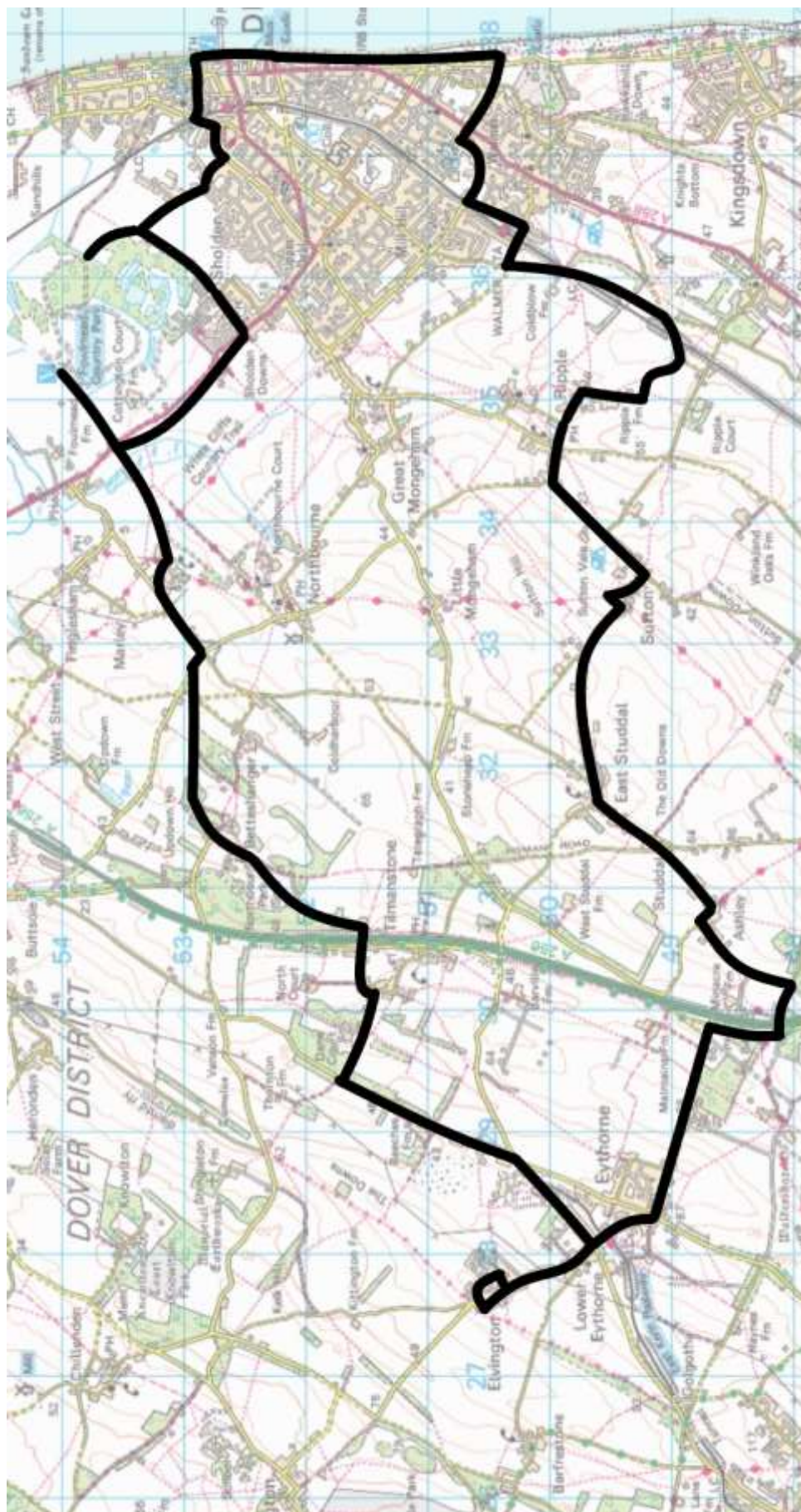
Pier to Pit

This is a 21-mile, full day older family ride from the seafront to the East Kent former coalfields.

Rising into the undulated chalk North Downs with great views, archetypal English countryside and plenty of points of interest as well as watering holes along the way.

The route is best anti-clockwise and incorporates NCR1, Quietway 1, Sholden Route, Miners' Cycle Track, Miners' Cycle Trail and the Q1 Walmer Link.

HIGHLIGHTS	CONCERNS
<p>Circular</p> <p>Best Anticlockwise but Can Be Ridden Clockwise</p> <p>21 Miles</p> <p>Starts & Finishes in Deal</p> <p>Can Be Joined from Either Walmer Or Deal Station</p> <p>Suitable for Older Families</p> <p>Quiet Lanes and Traffic Free Paths</p> <p>Points of Interest/Attractions:</p> <ul style="list-style-type: none">• Pier; Conservation Area; Deal Maritime & Local History Museum• Betteshanger Park; Sholden; Miners' Cycle Track• Betteshanger; Tilmanstone; (Dane Court); (Toll Houses)• Eythorne; Elvington Heritage Centre; East Kent Railway; Waldershare; Ripple• Old St Mary's Church; Walmer Castle; Lifeboat Station; Walmer Green; Seafront; Band Stand; Deal Castle; Timeball Museum <p>Gated Level Crossing</p> <p>Great Views</p>	<p>21 miles</p> <p>Significant portion of the route outside the Project Area</p> <p>Gated Level Crossing is clearly explained and simple to use, but does present a potential risk exposure</p>



Time Cycle

Time Cycle is a linear, three mile ride or walk along National Cycle Route 1 and Quietway 1 connecting the historic attractions from Sandown to Walmer. The aim is to tell the story of this small section of our coastline and encourage people to visit all the sites, not just the obvious ones. Ultimately it would be great to produce a Time Cycle Pass giving visitors access to all the locations with one ticket.

The 'map' for Time Cycle could include a children's activity sheet, similar to the i-spy books we had as kids. Questions like: how many benches along the route? (it's 103); or how many legs on the pier? (no idea).

There are interpretation boards already in place along the route.

There may be the possibility of a tie-in with Southeastern Railways.

So far 10 locations have been identified:

1. Sandown Castle (Tudor)
2. Deal Town Conservation Area(Georgian)
3. Deal Maritime & Local History Museum
4. Deal Pier (Twentieth Century)
5. Timeball Museum (Georgian)
6. Deal Castle (Tudor)
7. Roman Invasion Point
8. Royal Marines Bandstand (17th-20th C.)
9. Lifeboat Station
10. Walmer Castle (Tudor-Victorian)

On the positive side, Time Cycle is:

- Short
- Flat
- Suitable for young & old
- Encourages a wider visitor experience
- Runs through Deal & Walmer

On the down side it's:

- Linear
- Seasonal



Royal Ride

This is a 14-mile ride aimed at the older visitor. It explores the low lying Lydden Valley and the lower chalk Downs. It starts and finishes at Deal Pier (can also be joined at Deal Station) and incorporates National Cycle Route 1, Quietway 1, the Miners' Cycle Track and the Sholden Link.

The design of the route faces a number of challenges which has meant utilising more tracks which may present issues when obtaining sign off.

It's a "Royal" Ride because:

- It runs past the Royal Cinque Ports Golf Club
- It goes through the Sandwich Bay Bird Observatory that supports the RSPB
- King Henry V stayed at Worth on his way back from Agincourt:
 - *"Henry V, returning from his St Crispin's Day (25th October) victory at Agincourt, disembarked at Worth and there met and fell in love with a village ale-wife. The story goes that the two lived together for a time at the local inn which has ever since been known as the St Crispin."*^{xvi}
- Eastry was the location of a Saxon Royal Palace:
 - *"King Ecgbert had his two cousins AEthlerbert and AEthelred killed at the royal vill of Eastry because they were rivals for the throne. A pillar of light over the spot where the princes were buried made the crime impossible to ignore, and Ecgbert was advised to provide compensation for the killing to the princes' sister AEbbe, who was married to King Merewalh of the Magonsaetan"*^{xvii}

Other highlights include:

- the Blue Pigeons (smugglers haunt)
- Felderland Farm (PYO) and
- the Ham Sandwich sign at West Street.

On the down side:

- the route crosses the railway at a basic gated crossing
- the route crosses both the A258 and the A256.
- Worth and Eastry are outside the Project Area.

The Royal Ride could be undertaken any time of year but preferably when it's dry.

Signage

The cycle network that's been designed for the Deal Urban Area and the Leisure Routes are all invisible without signage. The implementation of the network and the Leisure Routes does not rely on any great physical works. This network will exist because of signs guiding people to it and along it. Signs make it visible. If we've got the right routes (and there's no reason to think we haven't - quiet, comfortable & convenient), then people will use them if they can see them there, and confidently follow them.

Outdoor advertising is the last mass marketing medium. The signs are advertising the cycle network and route to the whole population of the Deal Urban Area. Each sign is a 'spot' and the more spots we have the more people will see them. Repeatedly. As with all communication, the most effective way to get a message across is to tell them again and again and again. This must be done without increasing visual noise (clutter).

Good cycle signage achieves a number of goals:

- Confident Cycling - due to clear and continuous directional signage
- Confident Ability - Contextual timing and distance added to signs enables riders to be confident about journeys and arrivals as well as achievability
- Visibility - Good clear regular signage gets noticed by other road users encouraging conversion from walking and driving to riding
- Connections - Signage enables people to connect places physically and mentally
- Inclusive - Signing people away from busy traffic streets to quieter places makes cycling more comfortable and broadens the ability spectrum, moving from exclusive lycra cyclists to inclusive all-age riders.
- The everyday - signing enables riders to consider cycling for transport not just for leisure
- Shrinking - signage openly shrinks places as people can see how quick & easy it is to ride from one place to another

With the Cycle Network drafted, signage locations and sign details are now being compiled. This process is taking into account existing signs and existing posts, the latter point particularly pertinent when it comes to costs. Both the network and the signing plan will need to be audited before installation can begin. Signing also includes on-road markings that will utilise arrows for direction and bicycle image to highlight the cycle route to all road users. As these will generally be applied to surfaces on quieter roads and paths, the normal deterioration rate will be slowed.

Leisure routes will have their own symbol that will be replicated on stickers and posted on directional signs and posts as regularly as possible to ensure confidence throughout the ride.

To further enhance the signing, we will add QR Codes to the signposts linking them to online maps and resources.

Signage Portfolio



Direction & Timing for Quietway 1



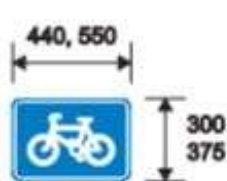
Quietway 1 on-road marking



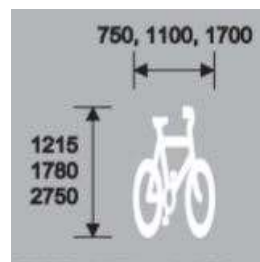
Direction & Distance other routes



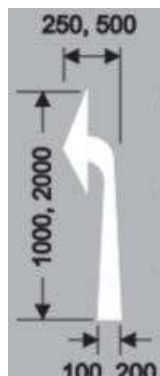
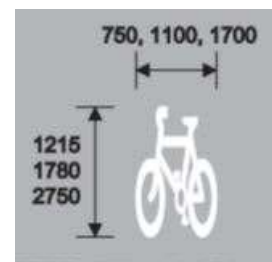
Cycle Contra-flow Sign



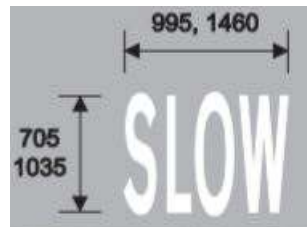
Recommended Route on carriageway



On Road & Path Cycle Route



On Road Directional Signage



On Path Cyclists Proceed with Caution



Warning Cyclists Crossing

Cycle Parking

There's no point establishing a cycle network if riders cannot confidently park their bikes at their destinations.

Following consultation with local riders, a number of key locations across the Deal Urban Area have been identified. These have been factored into a Cycle Parking Review, so we now have a list of locations, number of racks required and indicative costs for the improved cycle parking infrastructure.

Once we have a clear understanding of timings and detailed costs, local organisations will be invited to consider funding the installation of their own cycle parking, taking advantage of the pricing obtain as part of the project investment.

The Cycle Stands selected are the CaMden or M stands.

One of the barriers to day to day cycling is the fear of bike theft and the CaMden stands, developed with BikeOff, are proven to be more secure than standard Sheffield Stands and cater for a wider range of bike styles.



All public cycle parking locations will be shown on the new map (see page 38).

New cycle parking is being installed at Walmer & Deal Castles and Southern eastern Railways are bidding for new cycle parking for Deal Station from the Department for Transport.

See Appendix 2 for the full Cycle Parking Review.

Walking & Cycling Map

Whilst we are living in a digital age, we are still living in a physical world and physical maps are still important. If we want people to explore the Deal Urban Area, especially by bike, we need a map to guide and inform them. The map needs to be useful and exciting. The base will be Ordnance Survey but designed to be clear, digestible, uncluttered and easy to use. Not an easy combination to achieve. Especially true when we want to include:

- Cycle Routes
- Walking Routes
- Cycle Parking
- Cycle Hire
- Cycle Hubs
- Bike Shops
- Places of Interest
- Stations
- Bus Stops
- Crossings
- Toilets
- Accommodation
- Cafes / Restaurants
- Surgeries
- Activity Venues
- Schools
- Visitor Information



The map will be designed for residents and visitors. We will print enough copies (10,000-15,000) to distribute to:

- TICs in East Kent
- Cycle Shops in East Kent
- Cycling Organisations (Spokes / LCC / Sustrans / Cycling UK)
- PR distribution (nationals / regionals / tourism / cycling / online)
- South Eastern Railways
- Ferry Companies & Ports
- Project Area:
 - Places of Interest
 - Cafes / Restaurants
 - Accommodation Providers
 - Activity Venues
 - All School Pupils
 - Surgeries
 - Workplaces

Leisure Route Maps

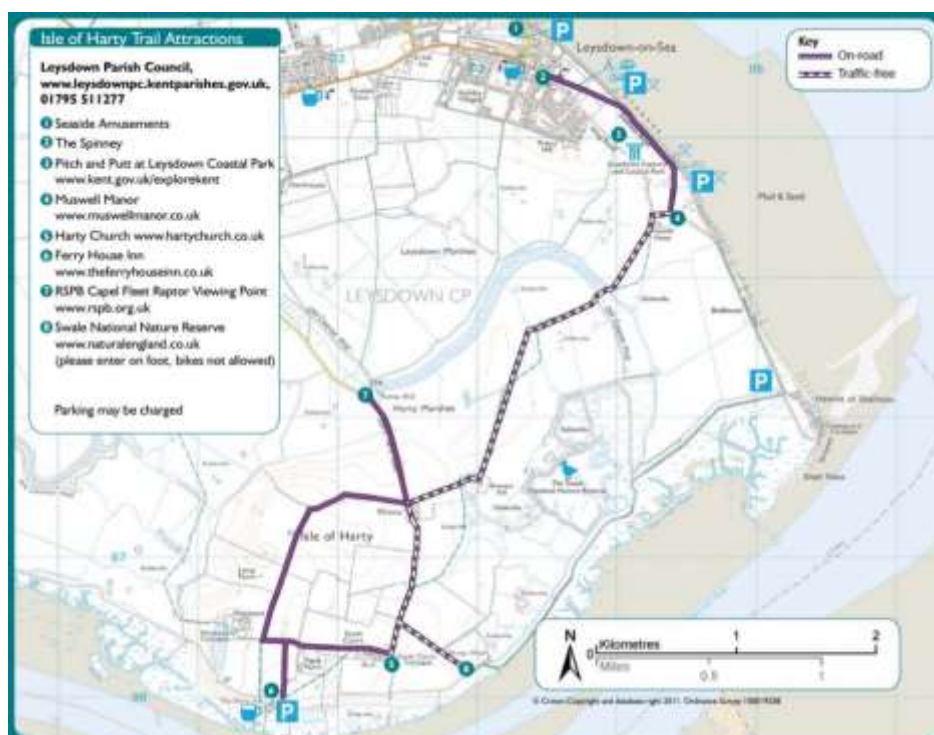
Each leisure route will need to be thoroughly risk assessed and signed off by Kent Highways and Kent Public Rights of Way. Once this is done, Explore Kent will be in a position to produce a map for each route and promote it as part of the Kent portfolio. This means that they will feature on the Explore Kent website and be included in bespoke visitor itineraries.

A leisure route must be interesting to be attractive. There's no point producing a route with no points of interest or points of interest not explained. Consequently, each route will be thoroughly researched using local volunteers interested in local history. All this information will be reviewed by the Deal Society to ensure accuracy.

Enough copies of each map will be printed to distribute to:

- TICs in East Kent
- Cycle Shops in East Kent
- Cycling Organisations (Spokes / LCC / Sustrans / Cycling UK)
- PR distribution (nationals / regionals / tourism / cycling / online)
- South Eastern Railways
- Ferry Companies & Ports
- Project Area:
 - Places of Interest on the route
 - Cafes / Restaurants
 - Accommodation Providers
 - Activity Venues
 - Surgeries

Along with the route marks, we will fix QR codes to the signposts, en route, linking back to the Explore Kent online version of each map



Ebike Hire Scheme

A key element of Cycle Friendly Deal is the establishment of an e-bike hire scheme for residents and visitors.

Electric Bikes are taking the world by storm because they break through key barriers to riding, including mitigating the effect of undulating terrain and the speed differentiation between motorised vehicles and bikes. Ebikes also allow older riders to extend their riding life, encourage less fit people to consider riding as well as extending the range, and consequently the usefulness, people can ride.

The project has a budget of £10,000 (excluding VAT) to Purchase a small fleet of ebikes (up to ten). We will obtain quotes from three suppliers in order to get the best deal for the scheme as it is important that the experience hirers have is the best possible.

The project will seek a hire scheme operator. Two operational models will be explored for the ebike hire scheme:

1. Model 1 -

- The Operator will lease the e-bikes from the Council
- This will include hiring the ebikes and maintaining them
- The Council will enter into a Lease Agreement that will expire 31 March 2021
- The operator will be charged a small monthly fee for each ebike
- The operator will retain the majority of the hire income
- The operator will pay the Council a percentage of the hire income

2. Model 2 -

- The operator will be paid a fee to manage the ebike hire scheme on behalf of the Council.
- The operator's duties will include hiring the ebikes, maintaining them and promoting the scheme
- The Council will enter into a Management Agreement that will expire on 31 March 2021.
- The Operator may keep a percentage of the hire income
- The Operator will pay the majority of the hire income to the Council

The ebike hire scheme should allow visitors to experience more of the area. We also aim to help more local people to rediscover their inner cyclist. We will also work with local businesses to explore the possibilities of e-bike deliveries.

To ensure its success, the Project will promote the hire scheme, raising awareness of it through collateral, online activity and PR.

Visitor Promotion

With many of the key pieces falling into place - signed cycle network, leisure routes, cycle parking, maps and ebike hire scheme, we have the components to promote the Deal Urban Area as a place to visit, stay and cycle.

Tourism, as already detailed is a valuable contributor to the local economy. Cycle tourism is even more valuable because cyclists see more, stop more and buy more. It's not rocket science.

Toolkit

To support local hospitality businesses, the Project will produce a Cycle Tourism Toolkit. This will give hospitality businesses and attractions some background to the market and explain ways to welcome riders and encourage guests to cycle as part of their stay. This will include encouraging businesses to add cycling specific details, facilities and attractions to their websites. A regular cycling news update specifically for Accommodation and Hospitality providers will be explored and new initiatives such as Bed & Breakfast & Bike Booking facilities tested.

Grants

As part of this support for the tourism sector, Deal Town businesses will have the opportunity to apply for small grants of up to 50% of the investment in improvements to their proposition for riding visitors. This could include the provision of secure and or covered parking or a bike wash facility.

Events

Apart from just being a nice place to visit, it's important we provide potential visitors with even more reasons to come. This means we must ensure that local attractions and event organisers are listing all their activities. Not just on their own websites and social media, but also with the key listing engines such as:

- KM What's On
- DDC White Cliffs Country
- Visit Kent
- KCC's Explore Kent
- TripAdvisor.

Adding "Get Here by Bike" will encourage more sustainable travel and encourage visitors to consider sustainable travel chains. The aim is to increase visitors not traffic.

Good Journey

Good Journey is a new initiative, an independent not-for-profit organisation, working to transform car-free travel to visitor attractions and venues in the UK. They work with attractions to improve and promote access by train, bus, bike and foot. The website Goodjourney.org.uk gives travel directions to everywhere from art centres to zoos, as well as inspiration for car-free days out. Attractions that promote car-free choices and offer discount entry are recognised with the Good Journey Mark. The Project will encourage attractions to register on goodjourney.org.uk and help with developing step by step directions.

Tourism Partners

To encourage more visitors requires working with key partners including DDC Tourism Team and Explore Kent. Both these units are running websites and active social media programmes aimed at visitors along with comprehensive marketing strategies. We must feed these partners useful information and news.

Southeastern Railways are also a key partner, focussing on both the stay and day visitor markets. Londoners and visitors to the capital are just 75 minutes away from Deal & Walmer using the High-Speed service from St Pancras.

English Heritage has two sites in the area and the Project will aim to realise any opportunities that may arise.

Events

E-Bike Launch

Saturday 1st June 2019 (tbc)

E-bike Hire Scheme Launch

Location: tbc

Councillors (Deal, Walmer, Sholden & Mongeham) invited to come and try the new e-bikes followed by a later, public, Come & Try event.

Bike Week

8-16 June 2019

Working with Schools, Businesses, Community Centres and Clubs to put on a range of events to encourage everyday cycling.

Carnival Cycle Parade

27 July 2019

Councillors to ride the e-bike fleet and be joined by riders from local groups and clubs. Hand out Cycle September Flyers.

Cycle To Work Day

Thursday 8 August 2019

Working with local employers through the Deal & Walmer Chamber of Commerce to encourage them and their employees to take part.

Cycle September

An umbrella event encompassing a range of events throughout September to further help people to get cycling and encourage visitors to Deal.

- Saturday 7 September - **Kent Churches Ride & Stride** - We will be encouraging all the local churches to take part and providing extra support and each church making the Deal churches a destination for riders across East Kent. A walking and cycling map may be created for the event.
- Each Weekend - **Heritage Rides with the Deal Society** - the Deal Society will lead rides steeped in history. Initial plans are to focus on the new leisure routes - Pier to Parlour, Pier to Pit, Royal Ride and Time Cycle.
- Saturday Mornings 0930-1230 - **Dr Bike Surgeries** - various locations - The Dr Bike Surgeries are simple free check-ups and minor adjustments referring any significant issues to the local bike shops. They also are an opportunity for people to ask questions about riding in the local area. These events are particularly aimed at people returning to cycling.
- 16-22 September - **Travelwise Week** - events tbc
- Saturday 21 September - **Cycle To Shop Day** - An initiative to encourage people to cycle to do their shopping. There will be a number of incentives with local retailers. Partnering with Deal & Walmer Chamber of Commerce.

East Kent Artists Open House Rides

19/20 & 26/27 October 2/3 November

Work with EKAOH and local ride leaders to develop a ride for each of the Open House weekends. Create a Cycle Map for visitors to the Open Houses.

These events will be assessed to judge whether they should be repeated in 2020.

Business & Bikes Programme

As well as providing direct support to tourism businesses with the Toolkit and Grants, the Project will work with the wider business community. This will be particularly facilitated through the Deal & Walmer Chamber of Commerce (D&WCC).

Cycle Friendly Deal will have a page on the D&WCC website promoting cycling and in particular:

- Why cycling is good for business
- How to encourage employees & customers to cycle
- Grants
- Cycle Tourism Toolkit
- Jambusters
- Cycle Fleet
- Cycle Delivery
- Events
 - E-bike launch
 - Bike Week
 - Cycle to Work Day
 - Cycle September
 - Cycle to Shop

Kent Connected

KCC Kent Connected operates a number of initiatives to encourage more active travel through realistic and attractive alternative travel options for residents. Specifically for businesses the programme offers:

Workplace Travel Challenge

- An active travel challenge focusing on the journey to work, education or training using the successful platform already in place and run by Kent Sport. A total of 3 challenges will be run per year with at least 1 per year specifically focused on the work/school/training journey.
- Points are awarded for use of sustainable travel modes and the greatest points for use of active travel modes.
- <https://www.workplacechallenge.org.uk/kent/>

Cycle Loans

- This measure has created a pool of bikes available for free short-term loans to employees of participating businesses seeking to encourage take-up of active modes for travel to work.

Cycle Training

- Provides practical cycle training to adults.
- At least 1095 people to be offered the training, split between “Learn to Ride”, “Confident Road Cycling” and “Advanced Cycling” lessons.
- Provided by the KCC Cycle Training Team.
- www.kent.gov.uk/cycletraining

Cycle / Walk videos on Kent Connected

- A number of high-quality videos are being produced illustrating the walk or cycle to work and its benefits. These are promoted by social media, placed on relevant websites and distributed for use by businesses, schools, colleges and training agencies seeking to encourage employees or students to take up active travel modes.
<https://vimeo.com/kentconnected>

Jambuster

- The Jambuster programme is aimed at encouraging businesses to create a Travel Plan promoting sustainable transport.
- A business that produces a Travel Plan can apply for a capital grant.
 - Details to be released later this year
- www.kentsmartertravel.co.uk

Cycle to Work Scheme

The Project will encourage businesses to sign up for the Government's Cycle To Work Scheme. It enables employees to get a bike, clothing and accessories and fund them from their paycheck. The real incentive is the amount is deducted before other stoppages are calculated making a real tax incentive for employees.

Cycle to Shop Day

The weekend of 21/22 September is World Car Free Day when towns and cities around the world close their roads to motorised vehicles.

In Deal we'll celebrate both cycling and our award-winning High Street by encouraging people to Cycle to Shop on Saturday 21 September. People who ride to the shops, shop locally, shop more frequently and spend more money than people who drive.

Cycle to Shop Day aims to ignite this economic bonus. The event will be promoted across the area and East Kent.

Local businesses will be encouraged to take part by promoting the Day and also offering rewards to people who Cycle to Shop. We'll promote all those businesses supporting the events with incentives. Riders will be encouraged to register before the event in order to receive rewards from retailers and take part in guided rides.

Cycle Safety Campaign

So, with the cycle network designed, signed and mapped, added work is needed to continue breaking down the barriers allowing people to discover their inner cyclist to get on their bikes and cycle safely & confidently

The new signage will in itself encourage more riding and focus riders' routes making them more visible to the general populous. For those curious, but still unsure about releasing their inner cyclist, we will facilitate access to a range of activities to help.

Parent Bikeability Support - A group session for parents whose children are taking part in a Bikeability Level 2 course, so they understand what their children are learning.

Adult Cycle Training - There are a range of lessons provided by KCC. In Deal we want to concentrate on helping the 50% adults who are lapsed cyclists, to get back on their bikes and confidently riding through our streets.

British Cycling - With its new sponsorship from HSBC and government grants, BC are re-invigorating their Go-Ride programme for school children and have launched a new initiative, readysetride, aimed at getting all younger children - Pre-school to KS1 - riding independently.

BC Breeze - we're hoping to encourage local women riders to volunteer for the Breeze Ride Leader programme.

BC Ride Leader - In order to get the support from BC's Let's Ride initiative, ride leaders need to be trained. We're hoping to encourage local riders to attend the training workshop in May.

Local Rides - a number of clubs, formal & informal, organise rides on a regular basis. There's a ride for just about every ability from the lycra clad competitor to the relaxed and enjoy the view rider.

Bike Buddy - a programme to help people to learn new routes and gain confidence by being accompanied by a friendly, knowledgeable and understanding rider

Cycle Maintenance Classes - Run by KCC, a maintenance class helps people to beat down another barrier to cycling, the fear of breaking down, normally a puncture. The class shows riders what to do to mitigate the chances of something going wrong and teaches how to fix the more common problems.

Let's Connect - This KCC initiative oversees the Jambuster Travel Plan Grant Programme for Schools (up to £5,000) and Businesses (up to £20,000 from April 2019 - tbc). They also lend small fleets of bikes to businesses so that employees can try cycling to work. Let's Connect also runs a Bike Giveaway initiative.

Cycling & Health - Linking up with the Clinical Commissioning Group to promote cycling as part of an active lifestyle, exploring education, materials and social prescribing.

Communications

All of this activity in this Road Map needs communicating effectively. Tricky in today's noisy environment.

At present, Deal Town Council has limited communications resources:

- Website: There are plans to replace the aging website with a modern fit for purpose online presence. In the meantime, the existing site will be used.
- Social Media: The Council has no social media presence at the moment
- PR: The Council has procedures for publishing press releases and events
- Council Noticeboards: Surprisingly effective communication medium. A recent simple notice put on a noticeboard about a Cycle Maintenance Training class resulted in it being fully subscribed within 48 hours.

Consequently, our communication strategy has to be collaborative. The Project will work with:

- Dover District Council - Tourism Team has a strong multimedia communication approach utilising the White Cliff's Country brand across their website, Twitter, Facebook and Instagram and also collaborating with Visit Kent
- Kent County Council
 - Explore Kent - promotes active travel and outdoor tourism in Kent, including brochures, maps, itineraries, website, app and social media.
 - Kent Connected - initiative to address peak congestion, improve travel choices and promote more active & sustainable transport modes utilising website, app and social media
- Deal & Walmer Chamber of Commerce - working with the key business representative group in the area online and through social media
- Supporters - local riders are supporting the Project through establishing Cycle Friendly Deal Facebook and Instagram accounts as well as through their existing networks
- Cycling Clubs & Groups - the collaborative approach to establishing the Project has resulted in a number of clubs and groups being active supporters of the project, communicating activities through word of mouth as well as online networks.

The Project's key communication medium is a regular email newsletter which is distributed to a growing number of interested subscribers. The last edition achieved an open rate more than three times higher than the industry average.

Appendix 1 – National Cycle Route 1 Signage Audit

Permanent sign	Direction	Location	Junction	On/off road	Reason	RAG status	Signing solution	
YES	Sandwich to Deal	Sandown Road / St Georges Road Junct	Sandown Road / St Georges Road Junct	On road	No NCN directional signage		PERMANENT SIGNAGE	STRAIGHT AHEAD
YES	Sandwich to Deal	Golf Road / Greenacres Junct + 150m EE245 Byway	Golf Road / Greenacres Junct	On road	NCN Route 1 confidence sign approaching Golf Road / Greenacres Junction, NCN1 straight ahead.		Sign requires realignment to improve its visibility - KCC TO CHECK	
YES	Sandwich to Deal	Victorian Road / Golf Road Junct	Golf Road / Golf Road Junct	On road	No NCN 1 route indicators in direction of Deal at Junc (Both directions needed see row 5)		PERMANENT SIGN	LEFT TURN Down Sandwich
YES	Deal to Sandwich	Golf Road / Golf Road Junct	Golf Road / Golf Road Junct	On road	No NCN 1 route indicators in direction of Sandwich at Junc (Both directions needed see row 5)		PERMANENT SIGNAGE NEEDED	RIGHT TURN Sandwich
YES	Deal to Sandwich	Waldenham Ave / Kings Ave Junct	Waldenham Ave / Kings Ave Junct	On road	No NCN 1 route indicators in direction of Sandwich		PERMANENT SIGNAGE - Placement of signage may be in issue. Confidence sign (temporary)	STRAIGHT AHEAD Left junction align on the left side to Sandwich - see directional for how it used to be
YES	Deal to Sandwich	Sandown Road / St Georges Road Junct	Sandown Road / St Georges Road Junct	On road	No NCN 1 route indicators in direction of Sandwich		NEED PERMANENT DIRECTION SIGN	STRAIGHT AHEAD
YES	Deal to Sandwich	Sandown Road / St Georges Road Junct + 75m	Sandown Road / St Georges Road Junct + 75m	Shared Use path	Route markers add onto shared use path in Right Hand Side of Road. No NCN1 direction sign approaching this. On the shared path there is a roundel with NCN1 signage but you do not see it until you come upon it and it will become obscured by foliage from springtime.		Directional signage required in advance of junc to enable cyclists to safely navigate right turn as to shared use path. PERMANENT SIGN NEEDED	
YES	Deal to Sandwich	Harriet St / Strand St Junct	Harriet St / Strand St Junct	On road	No NCN Route or directional signs at this junction		FUNCTION PERMANENT SIGN NEEDS REPLACING including NCN1 Road in Down Road and Lane Entry	RIGHT TURN Sandwich LEFT TURN Centerbury - Right Turn Down

YES	Deal to St Margarets	Bursters Rd / Cliffe Rd Junct	Boundary Rd / Cliffe Rd Junct	On road	NCN Route 1 signs missing in both directions	NCN Direction signs above trees removed - SPECIAL SIGN NEEDED - Do not Deal at height	LEFT TURN DOVER
YES	Deal to St Margarets	Cliffe Rd / Undercliffe Rd Junct	Cliffe Rd / Undercliffe Rd Junct	On road	Direction signs for NCN Route 1 in place. But not visible on the approach to junction and could become obscured by foliage in spring time. (Both Directions)	NEEDS MOVING or regular snipping - or vegetation removed	
YES	Deal to St Margarets	Oldstairs Rd / Granville Rd Junct	Oldstairs Rd / Granville Rd Junct	On road	NCN Route 1 Sign just visible will become totally obscured after spring foliage growth. KCC to reposition sign to a more visible location?	I have attempted to report on line but KCC system does not appear to cover this road. Should be clear to go straight ahead at 3-way junction	
YES	Deal to St Margarets	Oldstairs Rd / Kingsdown Rd	Kingsdown Rd / Chapel Ln Junct	On road	NCN Route 1 Direction Sign. Sign could give a more definite right turn indication with a horizontal arrow.	REPOSITION THE SIGN - KCC Existing sign has an arrow on the diagonal. RIGHT ARROW. PERMANENT SIGN TO POINT DOWN CHAPEL LANE	RIGHT TURN DOVER
YES	Deal to St Margarets	Chapel Ln / Sea St Junct	Sea St / Beach Rd Junct	On road	Left Turn to NCN signage visible in Dover direction	PERMANENT SIGN NEEDED replacing sea bed sign to turn left. KEY JUNCTION	LEFT TURN DOVER
YES	St Margarets to Deal	Sea St Junct / Chapel Ln	Sea St Junct / Chapel Ln	On road	Left Turn into Chapel Ln NCN signage visible on approach to junction in Deal direction. Sign set very low beneath street sign so that it would be obscured by waiting traffic	PERMANENT SIGN TO BE MOVED HIGHER OR MOVED - temporary sign on post before junction	
YES	St Margarets to Deal	Oldstairs Rd / Granville Rd Junct	Oldstairs Rd / Granville Rd Junct	On road	No NCN Signage at this junction towards Deal	3 way junction so a sign there would better remove any ambiguity	STRAIGHT AHEAD
YES	St Margarets to Deal	Cliffe Rd / Boundary Rd Junct	Cliffe Rd / Boundary Rd Junct	On road	NCN Route 1 signs missing in both directions	PERMANENT SIGN NCN Direction signs have been removed - PERMANENT SIGN NEEDED	RIGHT TURN DOVER

Appendix 2 – Cycle Parking Review



Cycle Friendly Deal

Cycle Parking Review

Deal Urban Area

April 2019



This review includes all known cycle parking locations across the Deal Urban Area and assesses their fitness for purpose. It only covers public cycle parking facilities. It does not include employee facilities nor schools. The review lists all known cycle parking locations, the parking capacity at each site along with the style of cycle stand. The different style stands in the area are:



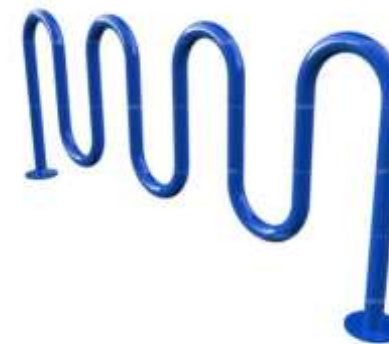
Sheffield - the most popular, and the original, cycle stand. Developed in Sheffield by a council with a lot of unwanted gas pipes and the local cycle advocacy group. Still solid and secure.



Nottingham - Also referred to as the fin. A stylised Sheffield stand. An attempt to improve the aesthetic value of the Sheffield stand but adding no security or practical value. Pointless.



Deal - This cycle stand is unlisted and unknown outside the area, hence 'Deal'. Whilst providing a snug and secure fit, it is low and long, which presents visual problems in the street and increases risks. It only really takes one bike.



Nordic - Also referred to as Serpentine or Wave. Not intuitive and not secure due to limited fixing points. More of a barrier than a cycle stand.

The style of cycle stand proposed to be installed as part of the Cycle Friendly Deal Project is the M Stand or CaMden Stand.

In 2004 the Bikeoff Research Initiative was set up by the Design Against Crime Research Centre at Central St Martin's College of Art & Design to explore how design improvements could reduce cycle theft. After much research and prototypes, the result was the CaMden Stand.

The CaMden promotes secure locking behaviour as it makes it easier for cyclists to keep their bicycles upright and lock both wheels and the frame to the stand. The M stand is designed for short-stay parking. Its shape helps prevent cyclists from locking insecurely and enables a wider range of cycle styles to be locked securely including Junior, Loop (Step Through), Slant (FE), BMX & Folding.



The fit for purpose assessment is based on the following criteria:

- Accessible & Convenient - Plenty of space to manoeuvre bikes in and out. Accessible without unnecessary detours or steps.
- Near Destination Entrance - As close as possible and visible. In a public location like the High Street it does depend on which shops riders' are going to visit therefore in the table below those locations are marked "(Yes)".
- Prominently Located - quick & easy for riders to spot and use
- Good Natural Surveillance - Not hidden away but clearly seen by passing pedestrians and cyclists and even visible from inside the destination
- Secure - Based on the above criteria the parking is rated Low, Medium or High secure

Existing Cycle Parking

Item	Location	Capacity	Style	Land	Accessible & Convenient	Near Destination Entrance	Prominently Located	Good Natural Surveillance	Secure
1	Golf Road Centre	2	Sheffield	Private	Yes	Yes	Yes	Yes	High
1a	Golf Road Centre	6	Sheffield	Private	Yes	No	No	No	Low
2	Union Road	4	Deal	Public	Yes	(Yes)	Yes	No	Medium
3	High Street / St Georges	4	Deal	Public	Yes	(Yes)	Yes	Yes	High
4	St Georges Road / Church	6	Sheffield	Private	Yes	Yes	Yes	No	Medium
5	King Street	4	Deal	Public	Yes	Yes	Yes	Yes	High
6	High Street / Park Street	2	Deal	Public	Yes	(Yes)	Yes	Yes	High
7	High Street / Queen St	4	Deal	Public	Yes	(Yes)	Yes	Yes	High
8	Queen Street / Iceland	6	Deal*	Private	Yes	Yes	Yes	Yes	High
9	South Street	8	Deal	Private	Yes	(No) ²	No	No	Low
10	Royal Hotel Car Park	4	Deal	Public	Yes	(Yes)	No	No**	Low
11	Route One - Seafront	6	Sheffield	Private	Yes	Yes	Yes	Yes**	High
12	Middle Street Car Park	6	Nordic	Public	Yes	No	No	No**	Low
13	Deal Library	6	Deal	Public	Yes	No	No	No**	Low

² Unless using the toilets

Item	Location	Capacity	Style	Land	Accessible & Convenient	Near Destination Entrance	Prominently Located	Good Natural Surveillance	Secure
14	Timeball Museum	2	Deal	Private	Yes	Yes	Yes	Yes	High
15	Seafront / Pier	16	Nottingham	Public	Yes	No	Yes	No**	Medium
16	Sainsbury	12	Sheffield	Private	Yes	Yes	Yes	Yes	High
17	Aldi ³ Park St/West St	8	Sheffield*	Private	Yes	Yes	Yes	Yes	High
18	Deal Station	32	Sheffield	Private	Yes	Yes	Yes	Yes**	High ⁴
19	Deal Castle	12	Sheffield	Private	Yes	(Yes) ⁵	Yes	No	Medium
20	Walmer Green	6 ⁶	Sheffield	Public	Yes	Yes	Yes	Yes	High
21	Tides	4	Deal	Private	Yes	Yes	Yes	Yes	High
21a	Tides	22	Sheffield	Private	No ⁷	Yes	Yes	Yes	High
22	Linwood Youth Centre	8	Sheffield	Private	Yes	Yes	Yes	Yes	High
23	The Cedars Surgery	12	Deal	Private	(Yes)	No	No	No	Low
24	Sea Café Walmer	6 ⁸	Sheffield	Public	Yes	Yes	Yes	Yes	High
25	Tesco Express, Mill Hill	6	Sheffield	Private	Yes	Yes	Yes	Yes	High

³ December 2019

⁴ Although the station is a target for antisocial behaviour

⁵ As near as possible considering the historic limitations

⁶ One stand damaged

⁷ Stands on a slope, close together and some set very high

⁸ One stand damaged

Item	Location	Capacity	Style	Land	Accessible & Convenient	Near Destination Entrance	Prominently Located	Good Natural Surveillance	Secure
26	Walmer Station (Dover platform)	12	Sheffield	Private	Yes	Yes	No	No	Low
27	Walmer Castle ⁹			Private					
28	Dover Road/Station Rd	3	Deal	Public	Yes	(Yes)	Yes	Yes	High
	Total Fitness Mix / Mill Hill	3	Wall-Mount	Private	Yes	Yes	No	No	Medium

* Covered / ** Within CCTV range

Deal Urban Area Total Functional Cycle Parking Capacity as at April 2019 is 202

Proposed Additional Cycle Parking

Item	Location	Capacity	Style	Land	Accessible & Convenient	Near Destination Entrance	Prominently Located	Good Natural Surveillance	Secure
29	High Street / St Georges	4	M	KHS	Yes	Yes	Yes	Yes	High
30	High Street / Park Street	4	M	KHS	Yes	Yes	Yes	Yes	High
31	High Street / Town Map	4	M	KHS	Yes	Yes	Yes	Yes	High
32	High Street / Queen Street	4	M	KHS	Yes	Yes	Yes	Yes	High
33	High Street / Poundland	4	M	KHS	Yes	Yes	Yes	Yes	High
34	Stanhope Road Car Park	4	M	DDC	Yes	(Yes)	Yes	No	Medium
35	The Pier Front (btwn benches)	4	M	DDC	Yes	Yes	Yes	Yes	High

⁹ About to be installed

36	Deal Castle Green (hardstanding)	6	M	DDC	Yes	Yes	Yes	Yes	High
37	Beach St / Entertainment Area	4	M	DDC	Yes	Yes	Yes	Yes	High
38	St Georges Road Car Park	4	M	DDC	Yes	(Yes) ¹⁰	Yes	No	Medium
39	Alfred Square	4	M	Tbc	Yes	Yes	Yes	Yes	High

Proposed New Cycle Parking 46

New Deal Urban Area Total Cycle Parking Capacity 248





Additional Sites to be investigated

Item	Location	Capacity	Style	Land	Accessible & Convenient	Near Destination Entrance	Prominently Located	Good Natural Surveillance	Secure
40	National Cycle Route 1	10	M	PROW	Yes	Yes	Yes	Yes	High
41	The Strand	Tbc	M						
42	South Street	Site to be decided as part of any future development							

Cycle Parking Locations - All the existing and proposed cycle parking locations are pictured on pages 57, 58 and 59. The numbers corresponding to the list above.

¹⁰ If visiting the newly located police station but not the TIC or Town Hall



16	17	18	19	20
	Aldi In Development December 2019			
21	22	23	24	25
				
26	27	28	29	30
	Walmer Castle To be Installed Summer 2019			



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- ⁱ Source: 2017 Mid Year Estimates, The Office for National Statistics (ONS) ©Crown Copyright
- ⁱⁱ Source: 2011 Census, The Office for National Statistics (ONS) ©Crown Copyright
- ⁱⁱⁱ Source: 2011 Census, The Office for National Statistics (ONS) ©Crown Copyright, Table QS701
- ^{iv} Source: 2011 Census, The Office for National Statistics (ONS) ©Crown Copyright, Table QS605
- ^v Economic Impact of Tourism Deal Town – 2017 Results, November 2018 Destination Research
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- ^x Eur.nl (2017) Hoe fietsen sociale participatie kan verbeteren
- ^{xi} VeiligheidNL (2018)
- ^{xii} Avila-Palencia, I. et al, (2018) The effects of transport mode use on self-perceived health, mental health and social contact measures: a cross-sectional and longitudinal study. Environment International, 120, pp199-206
- ^{xiii} Chris Boardman, London Cyclist 2019
- ^{xiv} <https://webapps.kent.gov.uk/countrysideaccesscams/standardmap.aspx>
- ^{xv} <https://webapps.kent.gov.uk/KCC.KHSFaultsGIS.Web.Sites.Public/ReportAFault.aspx>
- ^{xvi} http://www.open-sandwich.co.uk/places_to_visit/villages/worth.htm
- ^{xvii} Nunneries and the Anglo-Saxon Royal Houses by Barbara Yorke