



# **KENT COUNTY COUNCIL PENCESTER ROAD PROPOSED NORTHBOUND BUS CONTRAFLOW CONSULTATION REPORT**

**PREPARED BY LAKE MARKET RESEARCH**



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## BACKGROUND AND METHODOLOGY

### Background

Kent County Council (KCC) is proposing to introduce a northbound bus contraflow lane on Pencester Road, Dover. This scheme aims to support and enhance the upcoming Dover Fastrack bus service that is due to become operational in Spring 2024.

The proposed route would be along Worthington Street, Pencester Road and A256 Maison Dieu Road and would see the following changes:

- installation of a contraflow bus and cycle lane along the western side of Pencester Road, between Biggin Street and Maison Dieu Road as well as two new stops, one for the Dover Fastrack service and one for standard bus services.
- along the route footways would be changed to allow for two-way passage of vehicles and to install a central island to separate two lanes and to provide gateways for the bus lane.
- amendments and reduction of parking along the route.
- installation of new signalised junctions at the Worthington Street, Biggin Street and Pencester Road junction and the Pencester Road and Maison Dieu junction.

The proposed scheme would be fully funded by the Department for Transport (DfT) through the Bus Service Improvement Plan (BSIP).

There are two Traffic Regulation Orders (TROs) as part of this scheme. The effects of the proposed Orders will be to:

- revoke the existing one-way order and to allow all traffic to travel south bound but will prohibit all motor vehicles access (except for cycles and buses) to travel northbound on Pencester Road
- introduce new or to extend or amend existing waiting restrictions on Biggin Street, Maison Dieu Road, Pencester Road and Worthington Street

The orders are being made for the following reasons:

- for avoiding danger to persons or other traffic using the road or any other road for preventing the likelihood of any such danger arising.
- for preserving or improving the amenities of the area through which the road runs.
- for facilitating the passage on the road or any other road of any class of traffic (including pedestrians)

In November, KCC launched a consultation providing details of the proposed scheme. The consultation sought to understand views on the scheme design prior to the Cabinet Member for Highways and Transport determining whether the scheme should proceed or not.

## Consultation process

On the 17 November 2023, a consultation was launched and ran for 24 days until the 11 December 2023, slightly longer than the statutory period of 21 days required for a TRO consultation. The following promotional activities were undertaken to support the delivery of the public consultation:

- over 400 letters delivered to residents and businesses within the immediate area of the site
- emails sent to all key stakeholders
- social media posts promoting the scheme, on Facebook, Nextdoor, Twitter and LinkedIn
- promotion through other KCC and Dover District Council's communication channels
- notices displayed along the route
- public notices were advertised in the local newspapers
- A [press release](#) was issued
- An email was sent to 870 people who have requested through Let's talk Kent to be kept informed of consultations on traffic and transport in Dover

The consultation provided the opportunity to find out more and provide feedback.

The following material was produced for the consultation and was made available on the consultation webpage:

- Consultation Document
- Traffic regulation orders and public notices
- Equality Impact Assessment (EqIA)
- Scheme plans
- Consultation questionnaire

People were asked to provide feedback via a consultation questionnaire, which was available online and in a Word version. The Word version was available in hard copy on request.

## Points to note

- Consultees were given the choice of which questions they wanted to answer / provide comments. The number of consultees providing an answer is shown on each chart / table featured in this report.
- Please note that for single choice questions the sum of individual percentages may not sum to 100% due to rounding.
- Participation in consultations is self-selecting and this needs to be considered when interpreting responses.
- Response to this consultation does not wholly represent the local area population and is reliant on awareness and propensity to take part based on the topic and interest.
- Eight emails / letters received by KCC have been passed to Lake for review and inclusion in this report where applicable.
- KCC was responsible for the design, promotion, and collection of the consultation responses. Lake Market Research was appointed to conduct an independent analysis of feedback.

## Profile of consultees responding

136 consultees completed the consultation questionnaire in total.

The tables below show the profile of consultees responding to the consultation questionnaire. Please note that the demographic questions were asked of residents only. The proportion who left these questions blank or indicated they did not want to disclose this information has been included as applicable. Please note that the sum of individual percentages for each question may not sum to 100% due to rounding.

As completion of the second part of the consultation questionnaire was optional, 50 of the 136 consultees did not identify how they were taking part in the consultation. Of those that did identify themselves, the highest proportion stated they were a Dover resident (44% of consultation responses). 5 consultees identified themselves as a resident of Pencester Road, Worthington Street, Biggin Street or Masion Dieu Road.

RESPONDING AS...	Number of consultees of total answering 136	% of total answering 136
As a resident on Pencester Road, Worthington Street, Biggin Street or Masion Dieu Road	5	4%
As a Dover resident	60	44%
As a resident of somewhere else in Kent or further afield	8	6%
As a representative of a local community group or residents' association	3	2%
On behalf of a Parish / Town / Borough / District Council in an official capacity	1	1%
A Parish / Town / Borough / District / County Councillor	0	0%
On behalf of an educational establishment, such as a school, college, or university	0	0%
On behalf of a local business	3	2%
On behalf of a charity, voluntary or community sector organisation (VCS)	0	0%
Something else	6	4%
Prefer not to answer / blank	50	37%

SEX (residents only)	Number of consultees of total answering 73	% of total answering 73
Male	37	51%
Female	21	29%
Prefer not to say / blank	15	21%

<b>AGE (residents only)</b>	<b>Number of consultees of total answering 73</b>	<b>% of total answering 73</b>
25-34	1	1%
35-49	7	10%
50-59	11	15%
60-64	5	7%
65-74	19	26%
75-84	14	18%
85 & over	2	3%
Prefer not to say / blank	14	19%

<b>DISABILITY (residents only)</b>	<b>Number of consultees of total answering 73</b>	<b>% of total answering 73</b>
Yes	18	25%
- Physical impairment	12	17%
- Sensory impairment (hearing, sight or both)	2	3%
- Long standing illness or health condition, such as cancer, HIV/AIDS, heart disease, diabetes or epilepsy	7	10%
- Mental health condition	1	1%
No	38	52%
Prefer not to say / blank	17	23%

<b>CARER (residents only)</b>	<b>Number of consultees of total answering 73</b>	<b>% of total answering 73</b>
Yes	5	7%
No	50	68%
Prefer not to say / blank	18	25%

<b>ETHNICITY (residents only)</b>	<b>Number of consultees of total answering 73</b>	<b>% of total answering 73</b>
White English	46	63%
White Scottish	2	3%
White Welsh	1	1%
Other ethnic group	6	8%
Prefer not to say / blank	18	25%

## RESPONSE TO CONSULTATION PROPOSALS

### **Revoking the existing one-way order and to allow all traffic to travel south bound but will prohibit all motor vehicles access (except for cycles and buses) to travel northbound on Pencester Road**

Consultees were asked to indicate whether they supported or objected to the Traffic Regulation Order. 136 responses were received - 13% indicated they support the Order (18) and 87% indicated they object to the Order (118).

Consultees were given the opportunity to comment on the reason for their decision. The majority of comments put forward express concerns and are as follows:

- Will add to congestion in the area – 33% of consultees answering
- Discriminatory to / dangerous for disabled / elderly / parents with pushchairs / pedestrians – 25% of consultees answering
- Parking concerns / will affect shops / shopping businesses if parking isn't possible in the area – 25% of consultees answering
- Will cause accidents / it's dangerous – 22% of consultees answering
- Will cause chaos / confusion – 21% of consultees answering
- Impact on church / wedding / funeral cars / drop off facilities – 19% of consultees answering

### **Introducing new or to extend or amend existing waiting restrictions on Biggin Street, Maison Dieu Road, Pencester Road and Worthington Street**

Consultees were asked to indicate whether they supported or objected to the Traffic Regulation Order. 136 responses were received - 18% indicated they support the Order (25) and 82% indicated they object to the Order (111).

Consultees were given the opportunity to comment on the reason for their decision. The majority of comments put forward express concerns and are as follows:

- Parking concerns / will affect shops / shopping businesses if parking isn't possible in the area – 29% of consultees answering
- Will add to congestion in the area – 20% of consultees answering
- Parking removed / there is already not enough – 13% of consultees answering
- Discriminatory to / dangerous for disabled / elderly / parents with pushchairs / pedestrians – 11% of consultees answering
- Not enough disabled parking – 12% of consultees answering

### **Support for proposed scheme as a whole**

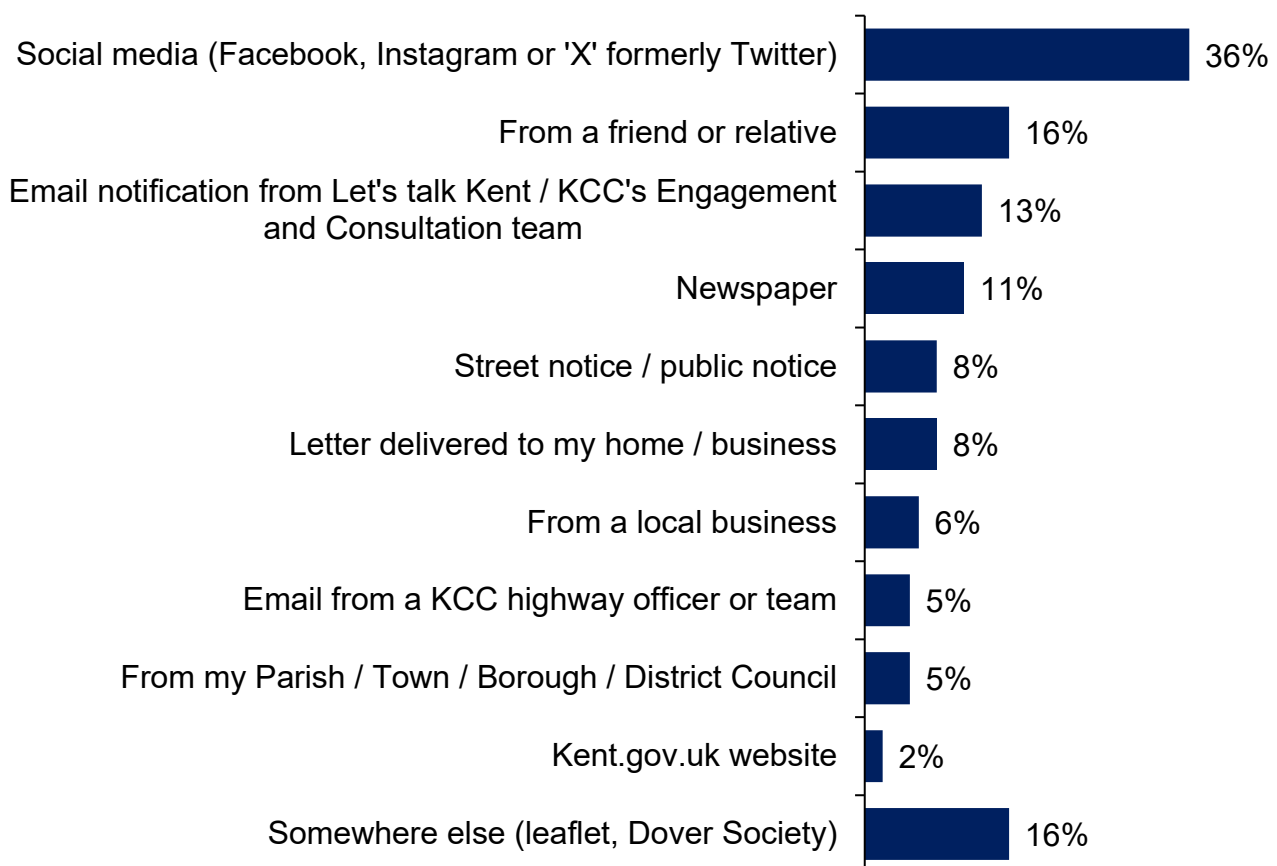
Consultees were asked to indicate the extent to which they agree or disagree with the proposed scheme as a whole on a five-point agreement scale. 86 responses were received - 19% indicated they agree (16) and 78% indicated they disagree (67) with the scheme as a whole.

## CONSULTATION AWARENESS

- Please note that this question featured in the second part of the questionnaire and was therefore not compulsory for completion.
- The most common route to finding out about the consultation is social media (36%)
- 16% found out through a friend or relative and 13% found out through an email notification from Let's Talk Kent or KCC's Engagement and Consultation team.
- 5% found out through their Parish / Town / Borough / District Council.

### How did you find out about this consultation?

Base: all answering (86), consultees had the option to select more than one response.



<b>SUPPORTING DATA TABLE</b>	<b>Number of consultees of total answering 86</b>	<b>% of total answering 86</b>
Social media (Facebook, Instagram or 'X' formerly Twitter)	31	36%
From a friend or relative	14	16%
Email notification from Let's talk Kent / KCC's Engagement and Consultation team	11	13%
Newspaper	9	11%
Street notice / public notice	7	8%
Letter delivered to my home / business	7	8%
From a local business	5	6%
Email from a KCC highway officer or team	4	5%
From my Parish / Town / Borough / District Council	4	5%
Kent.gov.uk website	2	2%
Somewhere else (leaflet, Dover Society)	14	16%

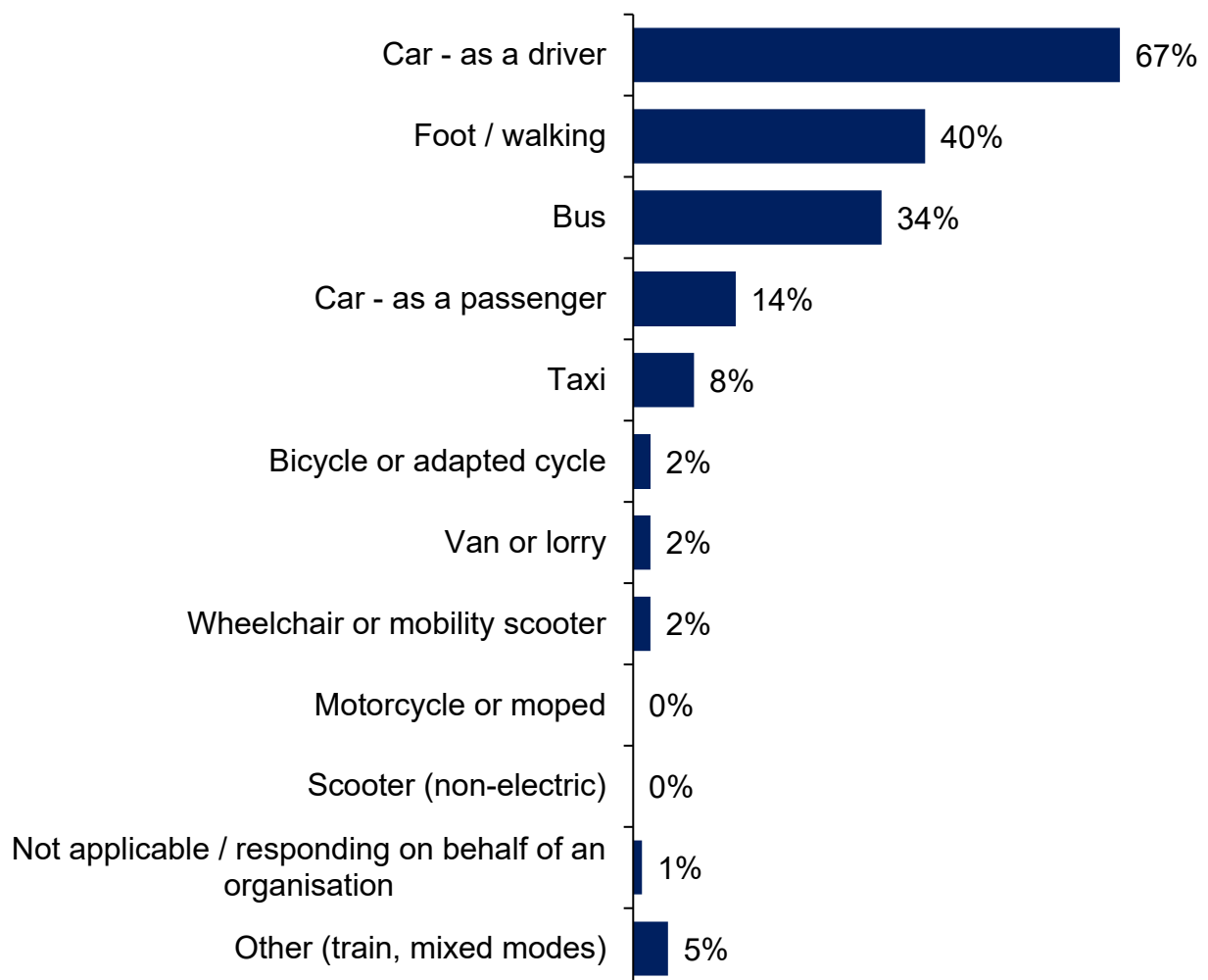
## TRAVEL TO DOVER TOWN CENTRE

Consultees were asked to indicate how they usually travel to Dover when visiting the town centre and the location of parking if they drove there. Please note that these questions featured in the second part of the questionnaire and was therefore not compulsory for completion.

### USUAL MODE OF TRAVEL WHEN VISITING DOVER TOWN CENTRE

- Amongst those responding to the question on travel to Dover town centre (84), the most popular mode of travel is by car as a driver (67%), followed by foot / walking (40%).
- 34% usually travel to Dover town centre by bus and 14% travel by car as a passenger.

**How do you usually travel to Dover when visiting the town centre?** Base: all providing a response (84), multiple response question – consultees were able to select more than one response

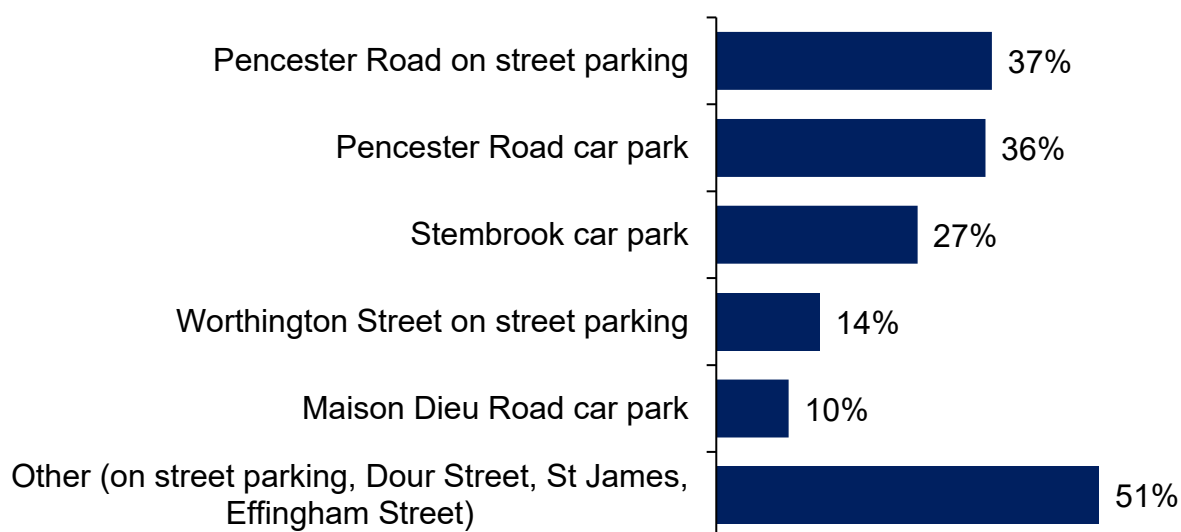


SUPPORTING DATA TABLE	Number of consultees of total answering 85	% of total answering 85
Car - as a driver	57	67%
Foot / walking	34	40%
Bus	29	34%
Car - as a passenger	12	14%
Taxi	7	8%
Bicycle or adapted cycle	2	2%
Van or lorry	2	2%
Wheelchair or mobility scooter	2	2%
Motorcycle or moped	0	0%
Scooter (non-electric)	0	0%
Not applicable / responding as organisation	1	1%
Other (train, mixed modes)	4	5%

## PARKING LOCATION WHEN VISITING DOVER TOWN CENTRE (IF DRIVING)

- Consultees who indicated they drive into Dover town centre when they usually visit, where asked to select where they usually park.
- A variety of places are used but the most common are Pencester Road car park and Pencester Road on street parking.
- 28% use Stembrook car park, 14% use Worthington Street on street parking and 10% use Maison Dieu car park.

**If you drive into the town centre, where do you usually park?** Base: all providing a response (73), multiple response question



<b>SUPPORTING DATA TABLE</b>	<b>Number of consultees of total answering 73</b>	<b>% of total answering 73</b>
Pencester Road on street parking	27	37%
Pencester Road car park	26	36%
Stembrook car park	20	27%
Worthington Street on street parking	10	14%
Maison Dieu Road car park	7	10%
Other (on street parking, Dour Street, St James, Effingham Street)	37	51%

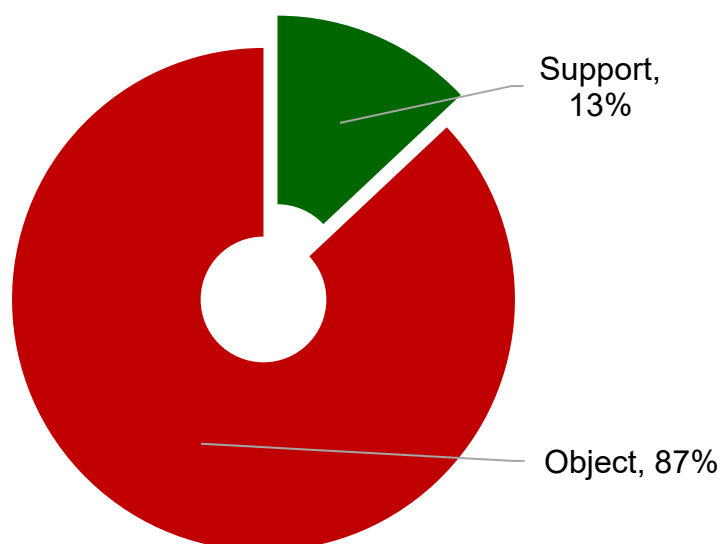
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## RESPONSE TO CONSULTATION PROPOSALS

### RESPONSE TO TRAFFIC REGULATION ORDER - REVOKING EXISTING ONE-WAY ORDER

- Consultees were asked to choose between whether they supported or objected to the Traffic Regulation Order to revoke the existing one-way order and to allow all traffic to travel southbound but will prohibit all motor vehicles access (except for cycles and buses) to travel northbound on Pencester Road.
- 13% indicated they support the Order and 87% indicated they object to the Order.

**Please tell us if you support or object to the Traffic Regulation Order to revoke the existing One-Way Order and to allow all traffic to travel south bound but will Prohibit all Motor Vehicles access (except for cycles and buses) to travel north bound on Pencester Road.** Base: all providing a response (136), the sum of individual percentages may not sum to 100% due to rounding



SUPPORTING DATA TABLE	Number of consultees of total answering 136	% of total answering 136
Support	18	13%
Object	118	87%

Consultees were given the opportunity to provide their reasons for support or objection to this Traffic Regulation Order in their own words. For the purpose of reporting, we have reviewed respondents' comments and have grouped common responses together into themes. These are reported in the table below. Only 1 consultee did not provide a comment to this question.

The majority of comments put forward express concerns for the Traffic Regulation Order. The main concerns put forward are as follows:

- Will add to congestion in the area – 33% of consultees answering
- Discriminatory to / dangerous for disabled / elderly / parents with pushchairs / pedestrians – 25% of consultees answering
- Parking concerns / will affect shops / shopping businesses if parking isn't possible in the area – 25% of consultees answering
- Will cause accidents / it's dangerous – 22% of consultees answering
- Will cause chaos / confusion – 21% of consultees answering
- Impact on church / wedding / funeral cars / drop off facilities – 19% of consultees answering

**Please tell us the reason for your support or objection.** Base: all answering (136), percentage mentions above 3% included below:

	Number of consultees of total answering 135	% of total answering 135
Will add to congestion	44	33%
Discriminatory to / dangerous for disabled / elderly / parents with pushchairs / pedestrians	34	25%
Parking: will affect shops / shopping / business if can't park	34	25%
Will cause accidents / dangerous	30	22%
Will cause chaos / confusion	28	21%
Church: impact wedding / funeral cars / brides / unable to drop off elderly / disabled / children	26	19%
Waste of tax-payers money / money better spent elsewhere / more worthwhile things	22	16%
Parking removed: already not enough	20	15%
Not necessary / fine as is	19	14%
Comments re consultation: rushed / lack of stakeholder consultation / already decided / afterthought / not enough rationale / detail	19	14%
Footpath is narrow / more dangerous for pedestrians	16	12%
Road isn't wide enough for large vehicles / 2 buses / delivery vehicles	15	11%

	Number of consultees of total answering 135	% of total answering 135
Of no benefit to majority / only benefits Whitfield / nobody wants it	15	11%
Pedestrian priority / pedestrians used to having right of way	14	10%
Already trialled a bus / cycle lane - caused accidents	13	10%
Ridiculous / insane / madness	12	9%
Parking: not enough for disabled (anyway)	12	9%
Impacts access to dentist / surgery /chemist	12	9%
Makes crossing the road difficult / dangerous	12	9%
Fastrack can just use existing routes / alternative route suggestions (e.g. Ladywell)	12	9%
Church: disruption to services / worship / silent prayer because of noise / lights outside	11	8%
In support of the new bus service	11	8%
Affects deliveries to shops	7	5%

Some example verbatim comments from the key themes of potentially adding congestion, causing accidents and creating chaos can be found below:

**“The roads are narrow all ready and any incident currently stops the flow of traffic in Dover, and as this contraflow would solve this problem for busses it would be detrimental to all other traffic, as their road space would have been reduced, causing more of a probability for potential road blocks.”**

**“It's madness. Pencester Road is a main thoroughfare in the centre of town. It's already busy all the time, the junction with Pencester/Biggin Street/Worthington St is completely inappropriate for buses coming the other way. It's probably the busiest pedestrian junction in the town. Maison Dieu Road is busy, we don't need buses turning out from Pencester to add to the congestion. Why can't Fastrack buses just use the existing routes from the station to get back into the town centre?”**

**“New fast track bus stops will cause more congestion on pavements when at times pavement is congested. Bus users do on occasion block pavement forcing pedestrians onto the road. I have witnessed this many times being a local business owner.”**

**“This scheme is deigned to direct more traffic into the centre of Dover town. That design is contrary to the needs and health of pedestrians who use Dover town centre. There is already too much traffic directed through the centre of town on the one-way system. This proposed scheme will bring even more buses and cars through the centre, for example onto Pencester and Worthington Street.”**

**“The revoking of the existing one-way order for Pencester Road will cause disruption, chaos and congestion, to this busy road, the current flow of traffic and buss, already**

**cause congestion. Adding two-way traffic for the busses and traffic lights, will add to this congestion and chaos.”**

**“The idea to allow two way traffic after so many years is going to create confusion in most of the population of Dover and be a real threat to the health and safety of the community especially the elderly who are not able to cope with the effects of the changes that will occur if this proposal is adopted.”**

**“The new plans are dangerous and will cause chaos. Pencester road is used by HGVs every day for essential deliveries. The road isn’t wide enough for two large vehicles such as a bus and a lorry to pass.”**

**“Making sure that we Keep Dover Clear and ensure traffic flows smoothly on our local roads is a key priority. I am gravely concerned these proposals have been brought forward without any consideration to keeping Dover clear. This route is already difficult to traffic manage during peak tourist periods. The proposed scheme is flawed and needs urgently rethinking.”**

Some example verbatim comments from the key theme of believing it could be discriminatory to / dangerous for disabled / elderly / parents with pushchairs / pedestrians can be found below:

**“Width reduction of pavement on Pencester will impact the general public on foot, make passing harder for disabled users of wheelchairs, motorised carts & mothers with pushchairs. Loss of parking for disabled users at the top end of Pencester will have a negative impact, the whole point to these spaces is to aid users who have reduced mobility, or medical conditions and having to walk a possible 200m plus from the car park at the other end of street. Forcing them to use the now limiting spaces on Worthington Street is not acceptable.”**

**“I strongly object. As a pedestrian with disabilities, I have concerns about the narrowing of pavements at such an important junction. This is a very busy section of road used by the elderly walking to the centre of town and children walking to school. Why would a new bus route cut right through the middle of an area used by so many children and the elderly? I'm also concerned about the impact on the mothers and very young children going to Pencester Gardens. Please reconsider this horrible planning initiative.”**

**“There is a danger to pedestrians, especially if the existing crossing is removed. There will be disruption to the church with extra road noise, including the use of wedding cars and hearses. Elderly and disabled people will not be able to access the church safely if they need to cross the road to do so, nor would they be able to be dropped off outside the church as required.”**

**“The scheme discriminates against many groups of people, especially, elderly, disabled, people with none or limited vision or hearing. It is full of safety hazards particularly for pedestrians, will cause congestion and confusion for all Dover road users, bringing vehicles into Maison Dieu with a Right Turn will lead to more congestion.”**

Some example verbatim comments from the key theme of potentially affecting parking / affecting shops / shopping / business if parking is reduced can be found below:

**“Danger to pedestrians that they will not be able to hear them coming and will cause accidents I moved the premises to Worthington from Priory street where i had been for 35 Years because of the disruption to my business from the buses changing drivers triple buses most of the time also the ludicrous route they have chosen is totally ridiculous what is wrong with turning right at the townhall down Park street straight across at the 5 ways up park Avenue to Connaught Park up to the Castle that is the route which should be taken what planet are your planners on its absolutely crazy we are in business and we will not be able to get any deliveries Are they trying to kill off small businesses because this Ludicrous decision will certainly do that.”**

**“This will destroy business on Pencester Rd, two of which are takeaways, Pencester Rd is the main arterial Road through dover. In the eighties this was tried from the bus hard stand to Maison Dieu Road it didn't work. Save the money and put boxes in the buses which change the traffic lights to green and have them go around the block a much cheaper option.”**

**“The town's traders are already struggling. Removing parking and reducing widths of walkways is going to further reduce the accessibility of the area plus other shops in adjoining streets.”**

**“Removing road-side parking including disabled bays will have a massive negative affect of the 20 businesses in Pencester Road. In Maison Dieu Road, which will be seriously affected by new traffic light system, there are already 6 sets in less than 0.75 mile distance. There is a major shopping area with 2 large supermarkets and other significant stores feeding into Maison Dieu Road.”**

Some example verbatim comments from the key theme of potentially affecting the church: impacting wedding / funeral cars / brides / unable to drop off elderly / disabled / children can be found below:

**“The traffic lights at the junction of Pencester Road and Maison Dieu Road will severely impact on worshippers using St Paul's Catholic Church as vehicles dropping off disabled worshippers, wedding cars, funeral hearses will not be able to stop near the church anymore. What is the point of introducing a new amenity (the electric bus service) if there is going to severe impact on, or removal of, existing and well used amenities.”**

**“I am totally against this plan of putting traffic lights outside St Paul's Church. Surely funeral services will be severely affected. It is ludicrous that pall bearers would have to part elsewhere and carry a coffin a greater distance, weddings too will be affected.”**

**“St. Paul's is a busy church, always attended by over 200 people each weekend. These numbers often go up on major feasts and when there is something special, like a youth do on a Sunday Morning. All this means the church, including regular School Masses and events in its program, is involved in the lives, of probably over 3,000 local people. It is also the major Catholic Church in the area. Services and events supported by people from as far away as Folkestone, Deal & Hythe are part of its program. May I suggest the idea of the traffic lights being sited north of the church in Maison Dieu Road and the provision of**

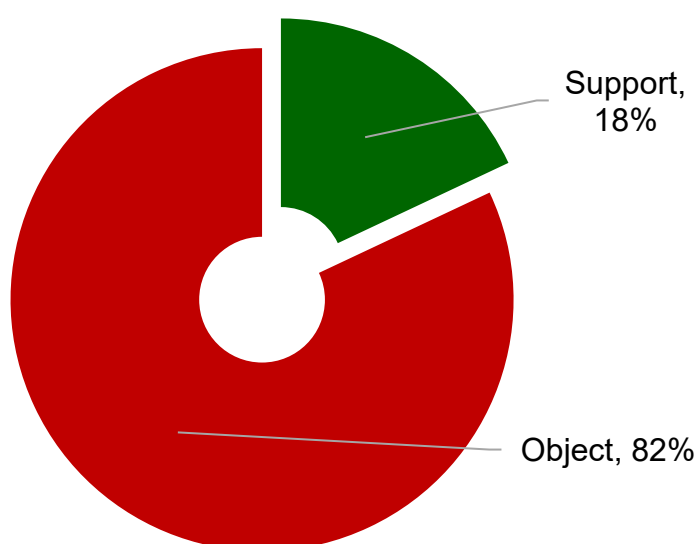
some kind of lay by in front of the church is seriously considered. What about cars dropping the elderly over the weekend and even more importantly hearses, wedding cars, bereaved strangers and those who have only got a wedding in their mind before and after the event?"

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## RESPONSE TO TRAFFIC REGULATION ORDER - INTRODUCING NEW OR EXTEND / AMEND EXISTING WAITING RESTRICTIONS

- Consultees were asked to choose between whether they supported or objected to the Traffic Regulation Order to introduce new or to extend or amend existing waiting restrictions on Biggin Street, Maison Dieu Road, Pencester Road and Worthington Street.
- 19% indicated they support the Order and 81% indicated they object to the Order.

**Please tell us if you support or object to the Traffic Regulation Order to introduce new or to extend or amend existing waiting restrictions on Biggin Street, Maison Dieu Road, Pencester Road and Worthington Street.** Base: all providing a response (136), the sum of individual percentages may not sum to 100% due to rounding



SUPPORTING DATA TABLE	Number of consultees of total answering 136	% of total answering 136
Support	25	18%
Object	111	82%

Consultees were given the opportunity to provide their reasons for support or objection to this Traffic Regulation Order in their own words. For the purpose of reporting, we have reviewed respondents' comments and have grouped common responses together into themes. These are reported in the table below. Only 1 consultee did not provide a comment to this question.

The majority of comments put forward express concerns for the Traffic Regulation Order. The main concerns put forward are as follows:

- Parking concerns / will affect shops / shopping businesses if parking isn't possible in the area – 29% of consultees answering
- Will add to congestion in the area – 20% of consultees answering
- Parking removed / there is already not enough – 13% of consultees answering
- Discriminatory to / dangerous for disabled / elderly / parents with pushchairs / pedestrians – 11% of consultees answering
- Not enough disabled parking – 12% of consultees answering

**Please tell us the reason for your support or objection.** Base: all answering (135), percentage mentions above 3% included below

	Number of consultees of total answering 135	% of total answering 135
Parking: will affect shops / shopping / business if can't park	39	29%
Will add to congestion	27	20%
Not necessary / fine as is	24	18%
Parking removed: already not enough	18	13%
Discriminatory to / dangerous for disabled/elderly/parents with pushchairs / pedestrians	15	11%
Parking: not enough for disabled already	16	12%
Waste of tax-payers money / money better spent elsewhere / more worthwhile things	13	10%
Church: impact wedding / funeral cars / brides / unable to drop off elderly/disabled/children	11	8%
Of no benefit to majority / only benefits Whitfield / nobody wants it	11	8%
Will cause accidents / dangerous	10	7%
Impacts access to dentist / surgery /chemist	8	6%
Comments re consultation: rushed / lack of stakeholder consultation / already decided / afterthought / not enough rationale / detail	8	6%
Needed / necessary / will help congestion / in support	8	6%
In support of the new bus service	8	6%

	Number of consultees of total answering 135	% of total answering 135
Footpath is narrow / more dangerous for pedestrians	7	5%
Area is pedestrian priority / pedestrians used to having right of way	7	5%
Makes crossing the road difficult / dangerous	7	5%
Will cause chaos / confusion	6	4%

Some example verbatim comments from the key theme of potentially affecting parking / affecting shops / shopping / business if parking is reduced can be found below:

**“There is little enough parking in the town centre on the roadside. Dover is already suffering we don't need any more reasons for businesses to closed due to lack of footfall.”**

**“It's easy to park in Pencester Road at the moment and pop into the shops or chemist. I fear more shops will be forced to close as people will go elsewhere.”**

**“The waiting restrictions are already very tight in the area so making it more restricted will discourage more people from using the town, having a detrimental effect on the local shops.”**

**“Concerns over reduction in availability of parking spaces in Pencester Road immediately outside shops - removal of reasonably available parking near to shopping areas inevitably, in my view, discourages use of the shops themselves - we have already seen too many shops failing / closing in the main part of Dover.”**

**“The removal of time-limited, free, on-street parking in Pencester Road will negatively impact local businesses.”**

Some example verbatim comments from the key theme of potentially adding congestion can be found below:

**“Pencester Road is currently often congested with buses and would be further congested if buses and cycles operate in opposite direction as the road width is insufficient. The proposal will further reduce car parking in this area of the town.”**

**“There is already limited parking options, the pay and display car park on Pencester is pay by Ringo app, therefore by removing street parking you are limiting people's parking /pay options. As a GP surgery with a small, limited car park for staff and patient's, this will cause issues with parking, access delays for staff at peak times as traffic congestion anticipated o increase on approach roads.”**

**“Implementation of this proposal will require major disruption to the flow of traffic in the centre of Dover for months and will have little or no benefit to the public as most of the population of Dover will NOT be using the “fast track” bus service due to its inappropriate**

**location. The money spent on this project would have been spent on encouraging the people of Dover to use the buses as a means of transport and to provide support to those businesses that are still trading in the centre of Dover.”**

**“It will create total havoc in the already restricted town centre, clogging up the roads in event of problems at the port when Dover and Dover residents suffer as a consequence of bad road planning and mismanagement of situations when roads have heavy use. Totally wrong for emergency vehicles too.**

Some example verbatim comments from perceptions that it is not necessary / things are fine as they are can be found below:

**“As residents we feel as if it is fine as it is, and no change is necessary. We also feel that the roads/traffic are already heavy, and this will further impact it.”**

**“The present controls are perfectly adequate for the area.”**

**“The way the roads are now is good. I don’t see a need to change it.”**

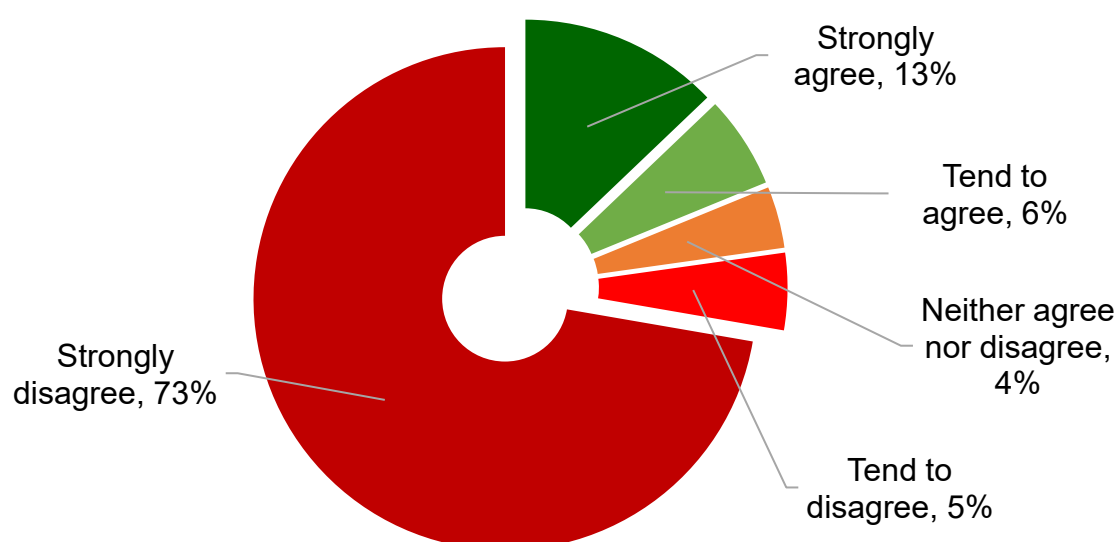
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## RESPONSE TO PROPOSED SCHEME OVERALL

- Consultees were asked to indicate the extent to which they agree or disagree with the proposed scheme as a whole on a five-point agreement scale. Please note that this question featured in the second part of the questionnaire and was therefore not compulsory for completion.
- 19% of those answering indicated they agree with the proposed scheme as a whole (13% strongly agree, 6% tend to agree). 78% indicated they disagree with the proposed scheme as a whole (73% strongly disagree, 5% tend to disagree).
- 4% indicated they neither agree nor disagree.

### To what extent do you agree or disagree with the proposed scheme as a whole?

Base: all providing a response (86), the sum of individual percentages may not sum to 100% due to rounding



SUPPORTING DATA TABLE	Number of consultees of total answering 86	% of total answering 86
Strongly agree	11	13%
Tend to agree	5	6%
Neither agree nor disagree	3	4%
Tend to disagree	4	5%
Strongly disagree	63	73%
Don't know	0	0%

## ANY OTHER COMMENTS ON PROPOSALS

At the end of the questionnaire, consultees were given the opportunity to provide any other changes or improvement to the proposed scheme in their own words. For the purpose of reporting, we have reviewed respondents' comments and have grouped common responses together into themes. These are reported in the table below. 54% of all consultees provided a comment to this question.

The majority of comments put forward by those answering note they would like to see the scheme scrapped as they are concerned it will not work / is a waste of money / not needed / dangerous (42%). Some alternative routes were suggested by a small proportion of consultees, and these can be found on page 24.

**Are there any changes or improvements to the proposed scheme that you would like to see?** Base: all answering (74)

	Number of consultees of total answering 74	% of total answering 74
Scrap it: won't work / waste of money / not needed / dangerous	31	42%
Other (specific) route suggestion	9	12%
Turn (York St / MDR car park / Castle St / Pencester Road) into a bus station / bus stops / transport interchange hub	7	10%
Fix / sort / spend money on congestion on existing routes	6	8%
More safety for (all) pedestrians needed / crossings	6	8%
Comments related to St Paul's Church / no lights / access to church needed	5	7%
Pencester Rd to not be 2-way / contraflow (not expressly saying scrap the entire proposal)	5	7%
Utilise York Street instead / send buses down York Street	4	5%
Ladywell Road route	4	5%
Free parking / drop off / pick up parking / some parking provision needed	4	5%
Consultation comments: rushed / lack of stakeholder consultation / rationale / 24 days	4	5%
Too many traffic lights / too close together	3	4%
Dangerous for cyclists / more safety for cyclists will be needed	3	4%
Double red lines / clear markings / signs / warnings	3	4%
Needed to include a plan to see what it would look like / not clear	2	3%

	Number of consultees of total answering 74	% of total answering 74
Safety railings / barriers needed	2	3%
Road too narrow for vehicles	2	3%
Comments reiterating problems with proposal	2	3%
Ensure enforced: cameras / fines	2	3%
It's already been decided	1	1%
Revert / stick to the initial plans / original proposals	1	1%
No	5	7%

Some example verbatim comments from the key theme of indicating the scheme should be scrapped can be found below:

**“Do not bother with this irresponsible waste of taxpayers’ money. KCC money should be spent on improving the existing bus routes within Dover and preventing Port Freight traffic from entering the town and blocking residential roads.”**

**“I would like to not see it happen. The way the whole scheme is proposed it will be dangerous and unnerving to people to want to walk around town as they then have to worry about crossing roads and dodging vehicles.”**

**“Radical rethink. There must be a way of accommodating the hi-speed bus service without causing the inconvenience and traffic flow issues that will occur if this goes ahead.”**

**“Two-way scheme through Pencester Road will significantly impact visitors to St Paul’s Church and Pencester Road and place pedestrians and cyclists in increased danger. This part of the scheme is unnecessary and will increase traffic-gridlock rather than relieve it and should be scrapped. Other schemes such as one-way through Ladywell will reduce distances buses have to travel and reduce gridlock, by creating a free-flowing traffic-light free loop through this section of the town, and this should be implemented instead.”**

**“We don't need this insane fast track bus service for Whitfield out of town shopping. Who and what is it supposed to be serving? It's utterly pointless and a waste of public money which could be better spent fixing the roads.”**

Some example verbatim comments from the alternatives proposed can be found below:

**“If the scheme does go ahead then I would like you to consider moving the traffic lights away from St Paul's Church, allowing access to the church. The initial scheme proposed the southbound Fastrack route into the town centre will be via Castle Hill Road, Castle Street, Market Square and then using York Steet and Folkestone Road to arrive at Dover Priory Station. It will provide good access into the centre of Dover and its amenities. The northbound route is currently proposed to exit the Station and travel via Folkestone Road, York Street, A20 Townwall Street, Woolcomber Street and then Castle Hill Road to**

continue its journey toward Whitfield. This scheme is a much better option for Dover Town. Why cause more problems by making Pencester Road two way and bringing the Fastrack route into Maison Dieu Road?”

“The Rapid Bus Transit system is supposed to take people from Whitfield to Dover Priory, via a stop in Dover Town, the quickest and least disruptive route. The best and quickest route would be: A2 to Jubilee Way, Townwall Street, then right into York Street, left into Folkestone Road, then right into Dover Priory station. Create a bus-stop in York Street for the Centre Town. The essence of this service is to get the passengers to the station in as short a time as possible, but no rush to get back up to Whitfield.”

“I am not sure this will achieve what KCC wants. I think another route for Fast track using a short link from Bridge Street into the St James retail area will be necessary.”

“The scheme proposes two stops in the bus lane, presumably one for the Fastrack and one for a future service to the Ferry Terminal. However, if a bus is present at the first stop before the shelter and a second one arrives needing to get into the second stop, it won’t be able to pass the first one without leaving the bus lane and entering the opposing traffic flow. We suggest that only one stop is provided, served by both routes. If the shelter can only be sited with its back to the kerb, this will need to be positioned such that buses pull up at the approach end of the shelter.”

## RESPONSE TO EQUALITY IMPACT ASSESSMENT

The Equality Impact Assessment (EqIA) provides a process to help us to understand how the proposals may affect people based on their protected characteristics (age, disability, sex, gender identity, race, religion / belief or none, sexual orientation, pregnancy and maternity, marriage and civil partnership and carer's responsibilities).

An EqIA was completed prior to the start of the consultation and was available as one of the consultation documents on the webpage and on request. We will use the feedback gathered from the consultation to review and update the EqIA before the detailed design is finalised.

The following steps were taken to help ensure the consultation was accessible:

- Hard copies of the consultation questionnaire and other material were available on request throughout the consultation period.
- All consultation material included a phone number and email address for people to request hard copies and alternative formats of the consultation material or to ask a question.
- All documents uploaded to the webpage were accessible for people using assisted technology.
- The consultation document and questionnaire were made available in large print.

Consultees were given the opportunity to provide any comments on the draft Equality Impact Assessment. Only 24% of consultees provided a comment to this question (32 consultees). The EqIA will be reviewed and where required will be updated to take account of the feedback received through the consultation. Example verbatim comments have been included below to highlight the main issues referenced by those answering:

Consideration for residents with disabilities, older residents and residents with buggies / prams:

**"The narrow road on Pencester would make things difficult and dangerous for buggy and pram users, disabled people, older people taking parking away will make it dangerous for disabled, older people."**

**"The proposed two-way system for cyclists and fast track bus only will be confusing and potentially dangerous for elderly, sight and hearing-impaired people and children."**

**"The elderly, particularly those with mobility difficulties, poor sight or hearing and mental deterioration, who will find it most difficult to adapt to the changes and will be most at risk of harm while they do. They are more likely to use buses and so be in and around Pencester bus "station". People of all ages with disabilities of all kinds, who are less mobile, less adaptable, more likely to become confused or agitated while negotiating a chaotic road system."**

Consideration for users of the church:

**"It appears that at no time has this scheme taken into account the negative impact it will have on St Paul's Catholic Church Dover and its congregation."**

**"Catholics practising their faith, and all who attend services and events at St Paul's Church or the neighbouring hall. They will find it difficult and dangerous to get to and from the church and suffer noise and other annoyances from the traffic outside once**

**there. Special family events like weddings and funerals will become near impossible. There are laws against religious discrimination.”**

## CONCLUSIONS AND NEXT STEPS

Following the feedback from this consultation, the design team will carefully consider points raised to establish whether further design changes are appropriate and can be made.

It can be seen from the consultation that the majority of responses do not support either of the Traffic Regulation Orders or the proposed scheme as a whole.

The general themes for objections to the Traffic Regulation Order revoking the existing on-way order are related to:

- additional congestion caused by the scheme
- design safety including responses which suggest the proposal is dangerous and confusing, and will lead to accidents
- pedestrian safety
- the impact of the scheme on vulnerable individuals and suggestions that the scheme may be discriminatory to disabled, elderly, parents with pushchairs and pedestrians
- how the loss of parking will affect shops
- how the proposals will impact on services held at St Paul's Church.

The general themes for objections to the Traffic Regulation Order introducing new or extend/amend existing waiting restrictions are related to:

- how the loss of parking will affect shops and access to Pencester Surgery
- additional congestion caused by the scheme
- the removal of parking
- the impact of the scheme on vulnerable individuals and suggestions that the scheme may be discriminatory to disabled, elderly, parents with pushchairs and pedestrians
- there not being enough disabled parking.

A response relating to each objection theme has been provided below:

### **Impact on congestion**

It is considered that the proposals will have little impact on traffic flows and congestion. The maximum number of Fastrack buses when the service begins would be three per hour. As the consultation highlighted there are other opportunities for Stagecoach to improve existing services and provide a new service to the Port of Dover. These opportunities are still being discussed with Stagecoach, but it is estimated that this could mean that there would be a further five buses an hour, giving an estimated total of eight buses per hour. Also, the default position of the traffic signals would be green for Maison Dieu Road, with the signals only changing when triggered by a bus or pedestrians.

The introduction of more efficient bus services aims to reduce the volume of traffic on the roads, with more reliable journeys meaning individuals could choose to use the bus as opposed to private cars.

### **Scheme safety**

The proposed scheme has been designed with safety in mind. To safely introduce the proposals, two signalised junctions at either end of Pencester Road were deemed necessary.

When we were designing the scheme, we made sure that two large vehicles could safely pass each other on the route. We can confirm that, with the kerb and footway alignment changes the width of the route allows for this.

The signing, road markings, infrastructure changes and signal junctions have been designed in accordance with DfT guidance and independent Road Safety Audits have been undertaken to ensure the design complies with safety requirements.

Should the scheme proceed to construction further safety audits would be carried out at completion and post completion.

### **Pedestrian safety**

The proposed scheme would provide an improvement for pedestrians compared with the existing provisions. Pencester Road currently has one controlled pedestrian crossing located at the Biggin Street end and two informal uncontrolled crossings. This would be upgraded to two controlled crossings, with the proposal to introduce a new controlled crossing on Pencester Road as part of the new signals at the Maison Dieu Road junction.

As part of the scheme the existing controlled pedestrian crossing on the A256 Maison Dieu Road would remain but be relocated slightly. The crossing position on Maison Dieu Road would be similar to that of the existing crossing location.

### **Discriminatory impact on vulnerable individuals**

As required by all schemes delivered by Kent County Council, these proposals have been subject to an Equality Impact Assessment. This assessment identifies all negative and positive impacts for vulnerable residents and weighs the negative impacts against the positive impacts of the wider scheme. This is continuously reviewed through the life of a project.

Unfortunately, the proposed scheme would require the removal of the disabled bays within Pencester Road due to the width requirements associated with disabled spaces. One additional disabled bay would be provided in Worthington Street and discussions with the local parking authority, Dover District Council, have identified that the nearby public car parks are underutilised.

Whilst all efforts have been made to keep the disabled parking, a net loss of three disabled spaces would be required across the scheme. We have looked at the disadvantages of the removal of these spaces against the benefit of improved bus connections for disabled users and the introduction of an additional controlled crossing for vulnerable individuals. As alternative parking provision has been identified in Worthington Street and Pencester Road Car Park, the benefit to disabled and vulnerable bus users has been measured to outweigh the disadvantage to drivers.

### **Impact on local shops and businesses**

It is not anticipated that the proposals and reduction in the on-street parking facilities would negatively impact access to the shops and footfall within the town centre area. The proposed increase in bus services and better connectivity is expected to increase the footfall to the area

due to the improved access to the town centre and access to onward bus journeys from the existing Pencester Road bus services.

Discussions with Dover District Council, who are responsible for managing parking, have confirmed that many of the existing town centre car parks are underutilised and have spare capacity to mitigate any reduction in on-street parking.

### **Access to St Paul's Church**

Concerns have been made about the proposal affecting services being held at St Paul's Church. We have ensured that there would be sufficient space for a hearse or wedding car to stop outside the church, as it currently does, without crossing the stop line and stopping within the controlled area of the junction. Consequently, there would be no disadvantage to how St Paul's Church manages access to the church during funerals and weddings, or other services held at the church throughout the year. This would also be the case for blue badge holders who currently utilise this area to be dropped off immediately outside the church.

### **Funding of the scheme**

A proportion of respondents enquired as to how the project would be funded and suggested that the funding identified for this scheme would be better utilised on an alternative project.

The bus infrastructure currently being built in Whitfield is being funded by a grant from Homes England through the Housing Infrastructure Fund. The Pencester Road proposal if it went forward would be fully funded from the £18.9m grant provided by the Department for Transport (DfT) through the Bus Service Improvement Plan (BSIP) that KCC secured for bus improvements throughout Kent. The funding is unable to be directed towards any alternative scheme that does not directly relate to bus infrastructure.

### **Alternative routes**

Alternative routes to the proposed Pencester Road contraflow have been suggested in some of the consultation responses. These routes were considered as part of the process to identify the Pencester route as the preferred option, but none provided the collective benefits that the Pencester route provides.

Not only is the Pencester route the shortest route available, but it also allows for the greatest opportunity to provide bus priority measures. These would provide greater certainty on journey time reliability for the new Fastrack service, when compared to using the A20 or A256 routes which suffer from existing congestion problems. Introducing bus lanes and priority measures on these other routes would come at a disadvantage to the existing highway capacity of these routes, leading to greater congestion on the highway network.

The Pencester route would provide greater resilience to existing bus services and provides opportunities to enhance and improve existing bus services by utilising the Northbound contraflow lane, as well offering the potential to re-establish a bus service to the Port of Dover. This would allow for a direct connection between Dover Priory Station and the Port of Dover. We are currently working with Stagecoach to explore these opportunities.

Whilst the Fastrack bus service is predominately required to support the 6000 homes new homes being built in Whitfield and at Connaught Barracks and would provide a link to the town centre and Dover Priory Station, it would also provide important links to Dover Castle, Dover District Leisure Centre, Dover District Council Offices and the retail shops at Whitecliffs Business Park.

The Pencester route and provision of bus stop(s) along the contraflow lane would also provide a direct access to the town centre amenities. It would also provide an opportunity for bus passengers to connect to the existing services already running along Pencester Road and provide access to onward bus journeys to other destinations.

### **Contraflow bus stops**

Concerns have been raised about the risk of a bus stopped at the first bus stop restricting access of a second bus to the second bus stop. Raised footways are proposed at each of the bus stop positions to allow all bus passengers, including those with a disability or reduced mobility, to disembark safely and these will dictate where a bus should stop. Where practical, timetabling of buses will minimise the likelihood of two buses arriving at the bus stops at the same time. However, where they do arrive at the same time the average waiting time whilst passengers embark/disembark is relatively short, so it is not considered this would cause any significant delays to the bus services. Should the scheme proceed the number of bus stops are planned to be reviewed.

### **Improving roads**

Suggestions have also been made that KCC should be improving the roads and access to the Port of Dover. Reducing congestion within the town centre continues to be a priority for KCC. In 2023, KCC secured £45m through Central Government's Levelling Up Fund to help manage and improve the flow of traffic at the Port of Dover, and work is underway to bring these improvements forward.

### **Next steps**

The next steps are to present the consultation report to the Cabinet Member for Highways and Transport to seek a decision on whether or not to proceed with the scheme and if so, how.

If the scheme is to proceed further, then works would likely be carried out over the summer of 2024. In advance of any works, further information about the programme and how works would be carried out would be shared with stakeholders, businesses and residents.

This report will be available on our website, [www.kent.gov.uk/pencesterroad](http://www.kent.gov.uk/pencesterroad), and we will send a notification to those who have provided contact details throughout the process, including stakeholder organisations.

## APPENDIX – CONSULTATION QUESTIONNAIRE

### Part One – Traffic Regulation Order

**Q1. Please tell us if you support or object to the Traffic Regulation Order to revoke the existing One-Way Order and to allow all traffic to travel south bound but will Prohibit all Motor Vehicles access (except for cycles and buses) to travel north bound on Pencester Road.**

Please select one option. **You must provide an answer to this question.**

<input type="checkbox"/>	Support
<input type="checkbox"/>	Object

**Q1a. Please tell us, in the box below, the reason for your support or objection.**

**You must provide an answer to this question.** We ask you not to identify yourself within your response.

**Q2. Please tell us if you support or object to the Traffic Regulation Order to introduce new or to extend or amend existing waiting restrictions on Biggin Street, Maison Dieu Road, Pencester Road and Worthington Street.**

Please select **one** option. **You must provide an answer to this question.**

<input type="checkbox"/>	Support
<input type="checkbox"/>	Object

**Q2a. Please tell us, in the box below, the reason for your support or objection.**

**You must provide an answer to this question.** We ask you not to identify yourself within your response.

--

**Thank you for completing the questions for the Traffic Regulation Order.**

**If you would like to provide feedback on the wider scheme, please continue to Part Two of this questionnaire on the next page.**

## **Part Two – Wider scheme**

**Q3. Are you responding ...?**

Please select the option from the list below that most closely represents how you will be responding to this consultation. Please select **one** option.

<input type="checkbox"/>	As a resident on Pencester Road, Worthington Street, Biggin Street or Masion Dieu Road
<input type="checkbox"/>	As a Dover resident
<input type="checkbox"/>	As a resident of somewhere else in Kent or further afield
<input type="checkbox"/>	As a representative of a local community group or residents' association
<input type="checkbox"/>	On behalf of a Parish/Town/Borough/District Council in an official capacity
<input type="checkbox"/>	As a Parish/Town/Borough/District/County Councillor
<input type="checkbox"/>	On behalf of an educational establishment, such as a school, college, or university
<input type="checkbox"/>	On behalf of a local business
<input type="checkbox"/>	On behalf of a charity, voluntary or community sector organisation (VCS)
<input type="checkbox"/>	Other

If Other, please specify:

**Q3a. If you are responding on behalf of an organisation (business, community group, residents' association, council or any other organisation), please tell us the name of your organisation. Please write in below.**

**Q4. Please tell us the first five characters of your postcode:**

If you are responding on behalf of an organisation, please add your organisations postcode. Please do not reveal your whole postcode. We use this to help us to analyse our data. It will not be used to identify who you are.

**Q5. How do you usually travel to Dover when visiting the town centre? Please select all that apply.**

<input type="checkbox"/>	Bicycle or adapted cycle
<input type="checkbox"/>	Bus
<input type="checkbox"/>	Car - as a driver
<input type="checkbox"/>	Car - as a passenger
<input type="checkbox"/>	Foot / walking
<input type="checkbox"/>	Motorcycle or moped
<input type="checkbox"/>	Scooter (non-electric)
<input type="checkbox"/>	Taxi
<input type="checkbox"/>	Van or lorry
<input type="checkbox"/>	Wheelchair or mobility scooter
<input type="checkbox"/>	Not applicable / responding on behalf of an organisation
<input type="checkbox"/>	Other

If Other, please specify:

**Q6. If you drive into the town centre, where do you usually park?** Please select **all** that apply.

<input type="checkbox"/>	Pencester Road on street parking
<input type="checkbox"/>	Pencester Road car park
<input type="checkbox"/>	Worthington Street on street parking
<input type="checkbox"/>	Maison Dieu Road car park
<input type="checkbox"/>	Stembrook car park
<input type="checkbox"/>	Other

If Other, please specify:

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**Q7. To what extent do you agree or disagree with the proposed scheme as a whole?** Please select **one** option.

<input type="checkbox"/>	Strongly agree
<input type="checkbox"/>	Tend to agree
<input type="checkbox"/>	Neither agree nor disagree
<input type="checkbox"/>	Tend to disagree
<input type="checkbox"/>	Strongly disagree
<input type="checkbox"/>	Don't know

**Q7a. Are there any changes or improvements to the proposed scheme that you would like to see? Please tell us in the box below.**

We ask you not to identify yourself within your response.

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**Q8. How did you find out about this consultation?** Please select **all** that apply

<input type="checkbox"/>	Email from KCC highway officer or team
<input type="checkbox"/>	Email notification from Let's talk Kent/KCC's Engagement and Consultation team
<input type="checkbox"/>	From a friend or relative
<input type="checkbox"/>	From my Parish/Town/Borough/District Council
<input type="checkbox"/>	From a local business
<input type="checkbox"/>	Kent.gov.uk website
<input type="checkbox"/>	Letter delivered to my home / business
<input type="checkbox"/>	Newspaper
<input type="checkbox"/>	Social Media (Facebook, Instagram or 'X' formerly Twitter)
<input type="checkbox"/>	Street notice / Public notice
<input type="checkbox"/>	Other

If Other, please specify:

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