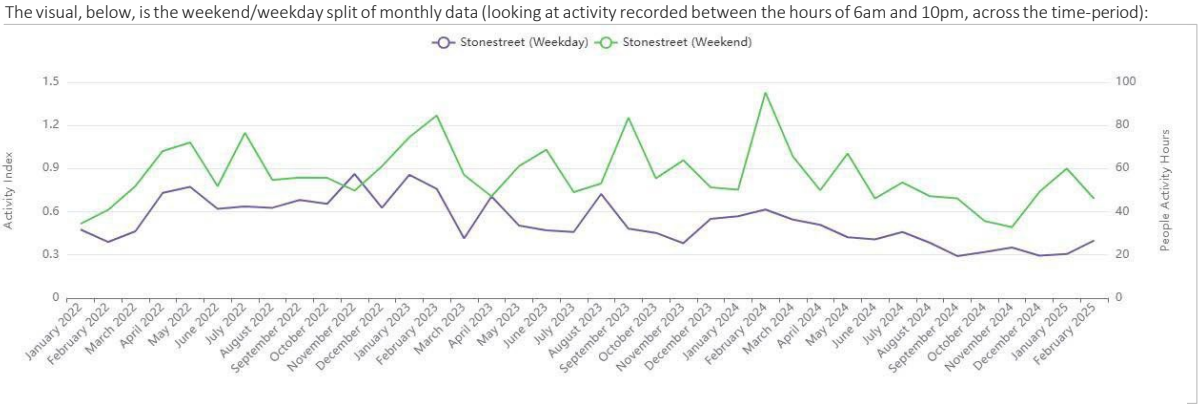
In respect of the use of the PRoW network a survey was undertaken by the applicant. 8 survey points were used and those locations agreed in advance. In-situ cameras were used for a period of 7 days.
I think that it would be fair to say on the basis of the survey and our interrogation of data available to us, that the network is relatively lightly used in comparison with networks that fringe on more urban areas or include routes that are actively promoted.
However, the level of use of PROW in a given period is largely irrelevant:
Use can be sporadic, weather dependent and fluctuate as a result of numerous additional factors – e.g. the timing of vegetation clearance (Highway Authority responsibility) , promotion of a walk, local events etc, the use of preferred local alternative alignments. You can readily deviate from PROW in a way that you can't from a road.

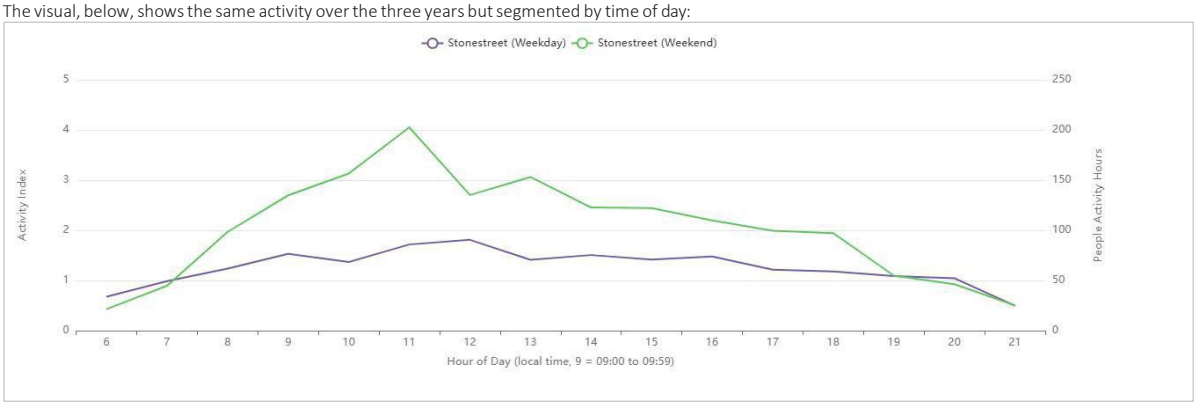
Irrespective of the above the area is set to change significantly over the life of the development. Otterpool would introduce approx. 8000 new homes and 20000 people on the "doorstep" of the scheme.
Aldington and Sellindge will also, no doubt, expand. To the west Ashford is set to expand further and sits in close proximity to the scheme. The network will therefore no doubt see a growth in use as it becomes a recreational resource close to a significantly larger population

Strava and Active Xchange figures.

Strava is a running , cycling and hiking app that maps the routes taken by users, the data from which we are able to access by agreement.
ActiveXchange is a software provider that is able to provide movement data derived from phone geolocation. (Similar to strava but drawing from a far greater number of apps.
Strava figures were just for 2024 .Looking at the network of paths across site, there were 395 trips, focussed mainly during the summer months (April to September), made by 80 people. These were predominantly earlier in the day (6am to 9.30am). We know that Strava accounts for around 8-9% of total journeys made for busy areas, such as Medway Towpath in the middle of Maidstone, and is probably more representative of around 6-7% of total use in more rural areas, either of which would create a significant uplift in number of people/ trips made.
ActiveXchange, backs this up. I've used the available 100m data squares, across the network of paths on site(broadly the same network area as above). Data is for the last three years and shows a higher level of activity (see below). This is most likely down to the different demographic ActiveXchange draws upon i.e., the user-base is from a wider range of applications, than the self-selecting Strava demographic.
The visual, below, is the weekend/weekday split of monthly data (looking at activity recorded between the hours of 6am and 10pm, across the time-period):



The visual, below, shows the same activity over the three years but segmented by time of day:



In terms of the available ActiveXchange quadkey squares used to form the broad network area, these are represented by the purple squares below (to give you an idea):


Backhouse Wood
Bank Rd
Stonestreet
Green