

Shropshire Cycling and Walking Plan

Appendix: Market Drayton



Shropshire
Council

Date issued: 20/01/2023

Document status: Final

Version number: 1.0

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1 Introduction

This appendix summarises the process of identification of the cycle network and Core Walking Zones (CWZs) for Market Drayton, including setting out in detail the network planning and prioritisation stages of the Shropshire LCWIP as relevant to Market Drayton.

1.1 Market Drayton Context & Study Area

Market Drayton is a historic market town located in the north of the county of Shropshire, with origins which pre-date the Domesday Book. It is home to some excellent examples of 17th century constructions.

1.1.1 Population

The population of Market Drayton is 11,773 (ONS, 2015), it's population is 48.8% male and 51.2% female. Market Drayton has an almost identical population profile compared to the wider county, with 20% of people aged over 65 compared to 21% of people in Shropshire as a whole. Accordingly, Market Drayton has an equal proportion of residents of traditional working age (16-64) (62%) as the whole of Shropshire. This is compared to 63.6% of residents in the West Midlands and 64.7% of residents in England (Figure 1-1).

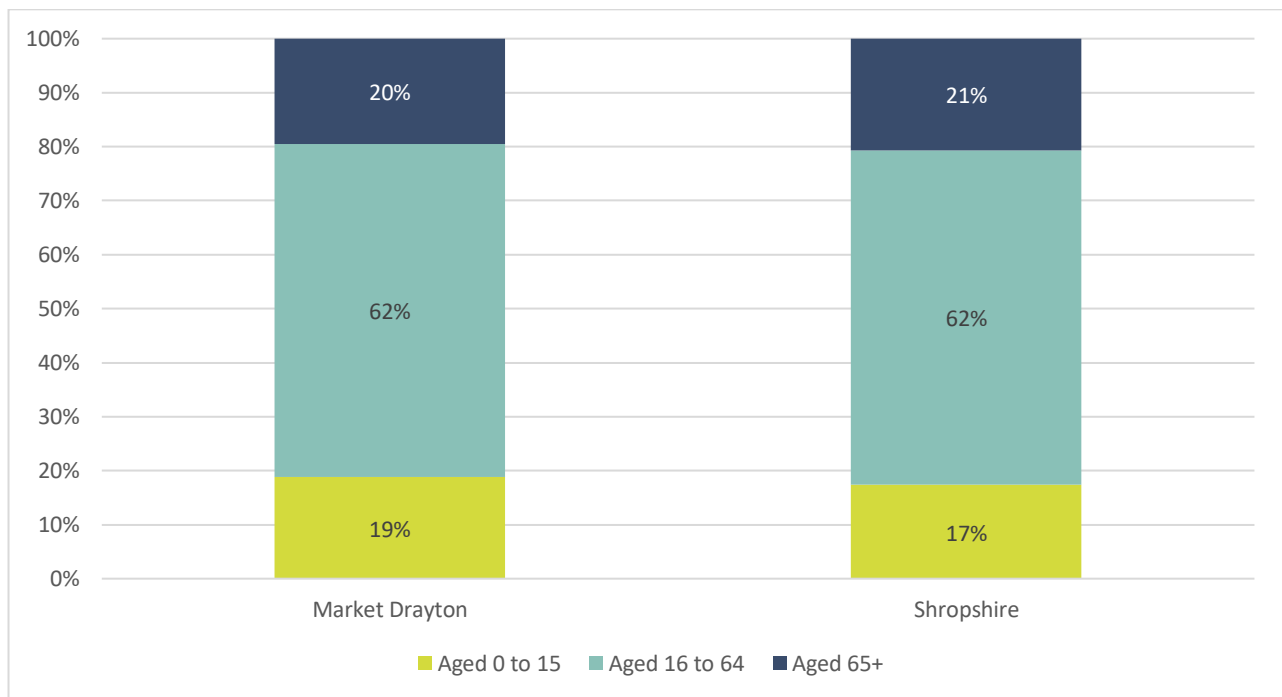


Figure 1-1: Demographic Profile of Market Drayton Compared to Shropshire

1.1.2 Population Density

The majority of the town and surrounding area has a relatively low population density compared to the rest of the county, with higher density of 4,000 people per km² being recorded in the south-west corner of the town (see Figure 1-2).

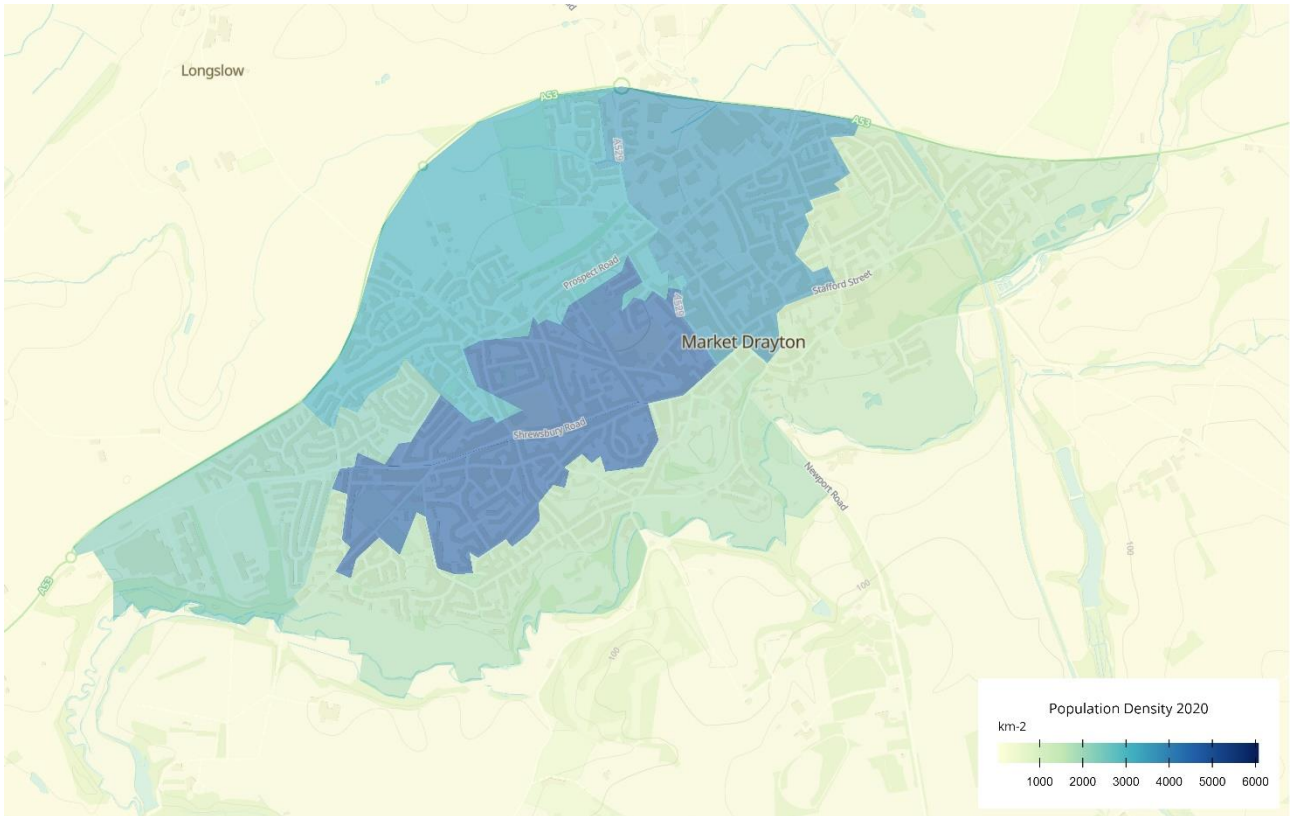


Figure 1-2: Population Density around Market Drayton

1.1.3 Deprivation

Market Drayton is polarised in terms of deprivation, with the north-east side of the town being in the highest deciles of deprivation, compared to the northern edge which sits among the least deprived areas in the county (see Figure 1-3).

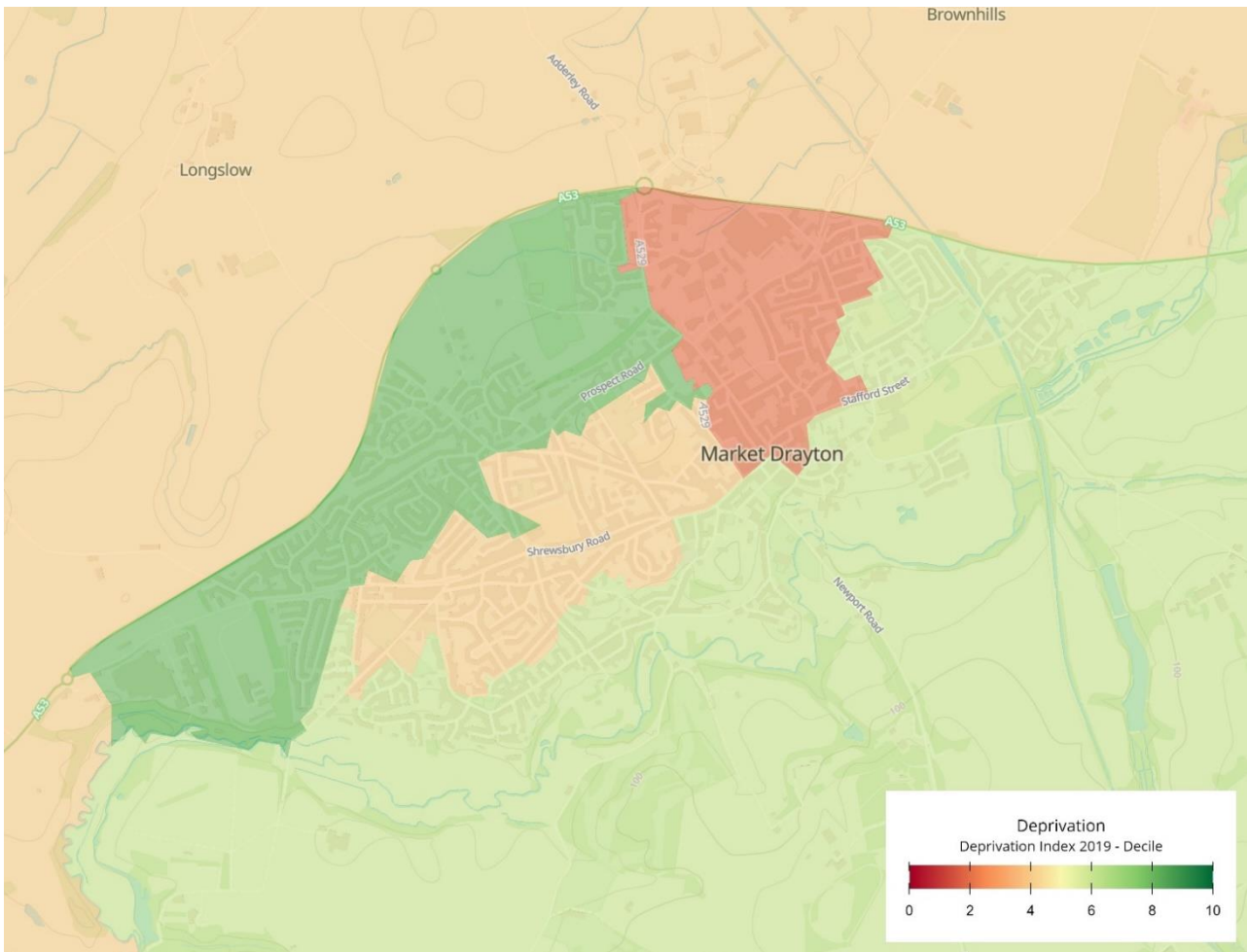


Figure 1-3: Deprivation Indices around Market Drayton

1.1.4 Mode Share – Travel to Work

The mode share for commuting (Nomis, 2011) shows that there is a slightly higher mode share for travel to work by bicycle in Market Drayton (4%) compared to Shropshire as a whole (3%), and a higher mode share for walking to work (14%) compared to Shropshire as a whole (13%) (Figure 1-4).

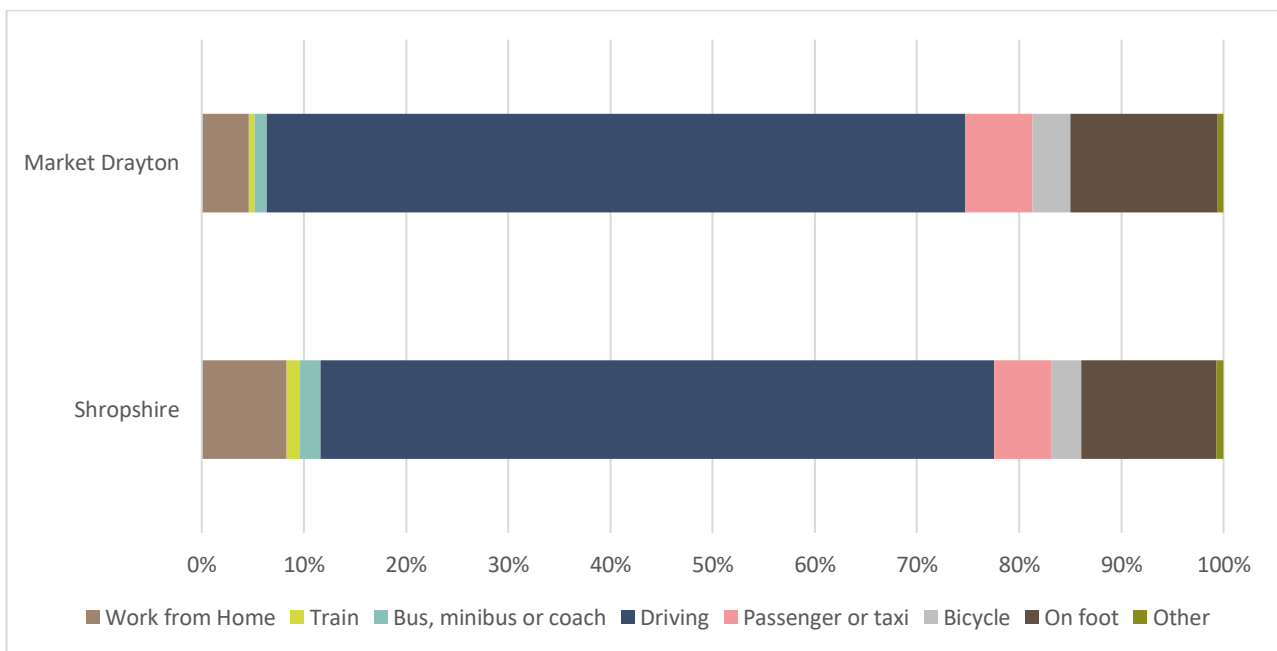


Figure 1-4: Commuting Mode Share in Market Drayton Compared to Shropshire

Over a third (31%) of Market Drayton residents’ commutes are under 2km, a further 8% are under 5km and 6% are between 5-10km (Figure 1-5). This indicates that there is potential for almost half of commuting journeys to be made by active modes.

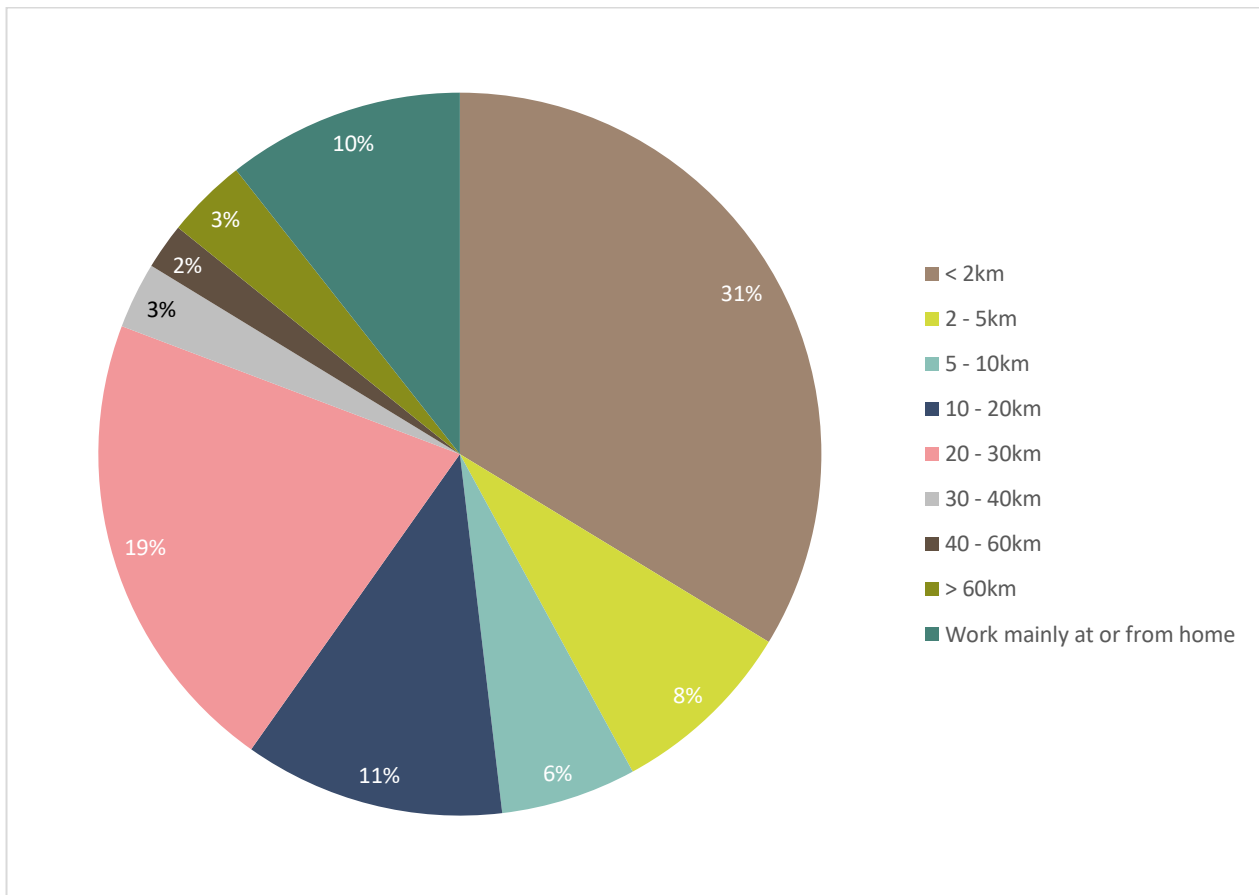


Figure 1-5: Commuting Distances in Market Drayton

1.1.5 Topography

Market Drayton itself is relatively flat however its surrounding area, especially towards Loggerheads and Hookgate, becomes very hilly. This means that hilliness should not be a barrier to active travel in the town itself, but may be for any journeys heading east from the town. However, the increasing popularity of electric bikes can overcome this barrier.

1.2 Geographical Scope

As per the Department for Transport’s (DfT) Local Cycling and Walking Infrastructure Plan Guidance (DfT, 2017), the network planning for Market Drayton has been carried out within 10km from the town centre for cycling and 2km for walking which encapsulates the whole of the town and most of the surrounding settlements. The area this covers is shown in Figure 1-6.

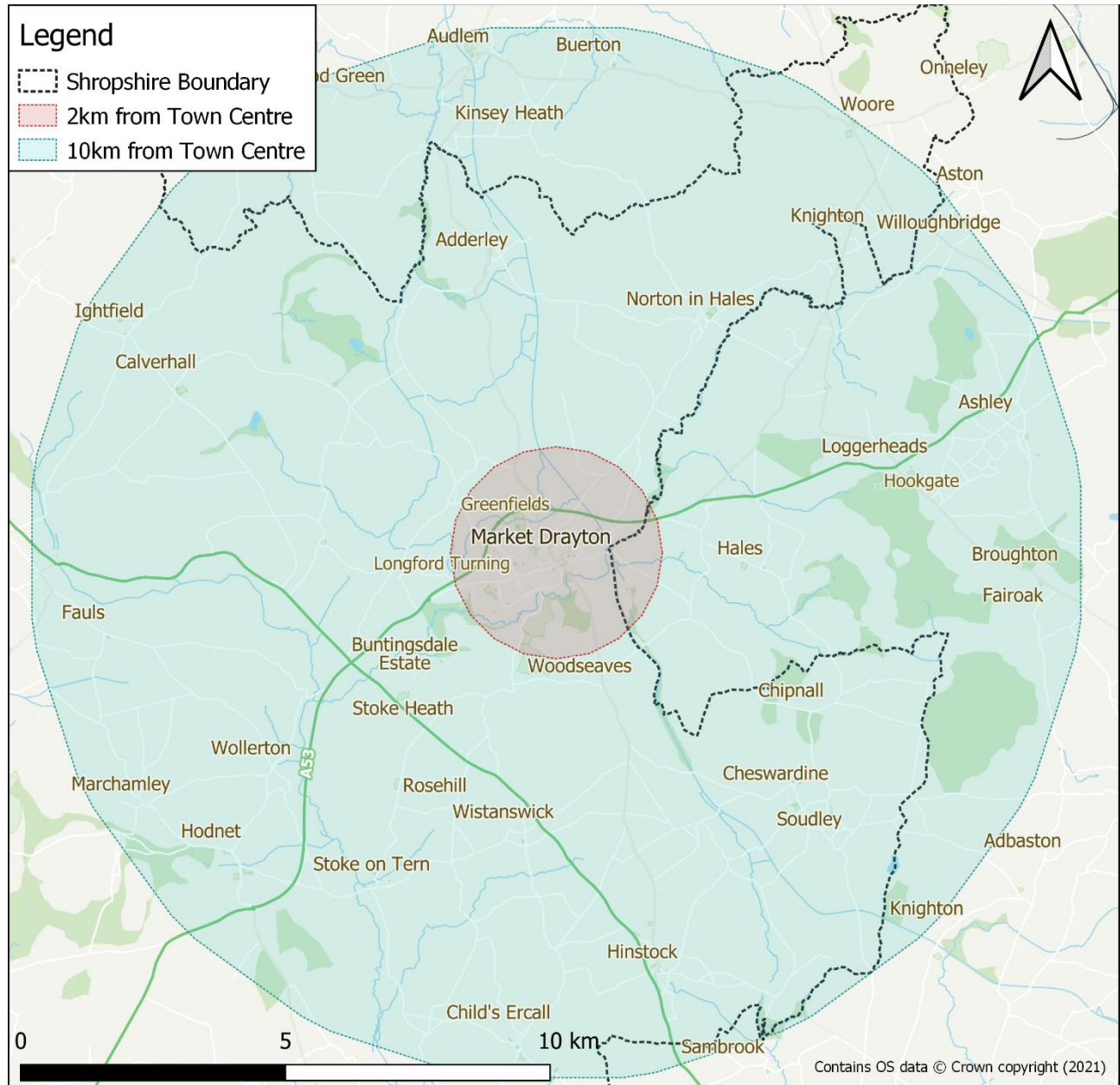


Figure 1-6: Study area for Market Drayton

1.3 Report Structure

Following this chapter, this report has been structured in the following way:

- **Chapter 2:** Stakeholder Engagement
- **Chapter 3:** Network Planning for Cycling
- **Chapter 4:** Network Planning for Walking
- **Chapter 5:** Prioritisation Results

2 Stakeholder Engagement

As discussed in the main LCWIP report, stakeholder engagement was fundamental to the development of the LCWIP. As such, engagement was carried out at multiple points throughout its development (See Section 4 of the main Shropshire LCWIP report for more detail).

Stakeholder Groups Contacted During Stakeholder Engagement
Adderley Parish Council (Clerk)
British Horse Society
Canal & River Trust
Hodnet Parish Council (Clerk)
Loggerheads Parish Council (Staffordshire) Clerk
Market Drayton East Ward Councillor
Market Drayton Infants School
Market Drayton Junior School
Market Drayton Town Council (Clerk)
Market Drayton Town Council (North Ward)
Market Drayton Town Council (South Ward)
Market Drayton Town Council East Ward (Including Deputy Portfolio Holder - Communities, Culture, Leisure & Tourism, Transport Chair - Strategic Licencing) Committee
Market Drayton West Ward Councillor
Market Drayton West Ward Councillors (Including Portfolio Holder for Climate Change, Natural Assets & The Green Economy)
Moreton Saye Parish Council (Clerk)
Norton in Hales Parish Council (Clerk)
Shropshire Climate Action Partnership
Stoke upon Tern Parish Council (Clerk)
Sustrans
Sutton upon Tern Parish Council (Clerk)
Ward Councillor - Cheswardine
Ward Councillor - Hodnet
Ward Councillor - Prees

Table 2-1: Stakeholder groups contacted through Market Drayton Stakeholder Engagement activities

As part of the Evidence Gathering stage (Stage 2), a survey was circulated to key stakeholder groups in Market Drayton (see Table 2-1 for the full list of stakeholder groups contacted) to capture their views on network-wide opportunities and constraints for active travel. Table 2-2 shows some of the feedback that was collected on the current walking and cycling provision in and around Market Drayton. Using this survey, individual concerns were aggregated to prioritise areas of interest as well as recommendations.

Question: How would you rate the current walking & cycling networks on the following criteria?	Score (5 = Excellent, 1 = Very Poor)
Coherence (how easy it to use and navigate to access key day-to-day destinations)	3.5

Directness (how direct are routes compared to routes for vehicles)	3.0
Safety (how safe do the routes feel to use)	3.0
Comfort (to what extent are routes good quality, well-maintained, of a suitable width and avoid steep gradients)	3.0
Attractive (to what extent are routes enjoyable to use and spend time in e.g. adjacent to nature)	3.0

Table 2-2: Survey results on the current state of the walking and cycling networks in and around Market Drayton

Once key data and feedback had been processed from Stage 2, a desktop audit of the area, a local workshop and a site visit were undertaken in Market Drayton to gain a better understanding of the area and to identify key barriers to walking and cycling. The local workshop (which was held on 3rd March 2022) provided stakeholders with context of the LCWIP development process and helped confirm, as well as added to, the findings of the desktop audit. The objectives of the workshop were to:

- Present and gather feedback on the evidence base for Market Drayton
- Seek feedback on the identification of the Core Walking Zone (CWZ) and Key Walking Routes both to and within the CWZ (see Chapter 4)
- Identify key opportunities for walking improvements and cycling schemes (see Chapters 3 & 4)
- Seek feedback on cycle desire lines (see Chapter 3)

A site visit, attended by some workshop participants, was held on the 7th March 2022. The stakeholder input helped to provide detailed insights into the biggest problems residents face when walking, cycling and using other active modes to travel around Market Drayton.

After the workshop and site visit, a further survey was sent out to those stakeholders that attended the workshop to capture their feedback on the emerging proposals for the draft cycling network and CWZ, including town centre improvements and improvements proposed around the Market Drayton railway station. The feedback received helped further refine the route proposals prior to undertaking the prioritisation process (see Chapter 5).

3 Network Planning for Cycling

3.1 Existing Cycling Network

Market Drayton’s current cycle infrastructure is limited with only a handful of dedicated cycleways through the town. There are multiple promoted cycle routes which pass through the town (see Figure 3-1) including circular routes via Whitchurch and Nantwich, as well as shorter ones via Longford and Moreton Wood. These routes are a mix of on- and off-road and lack quality cycle infrastructure.

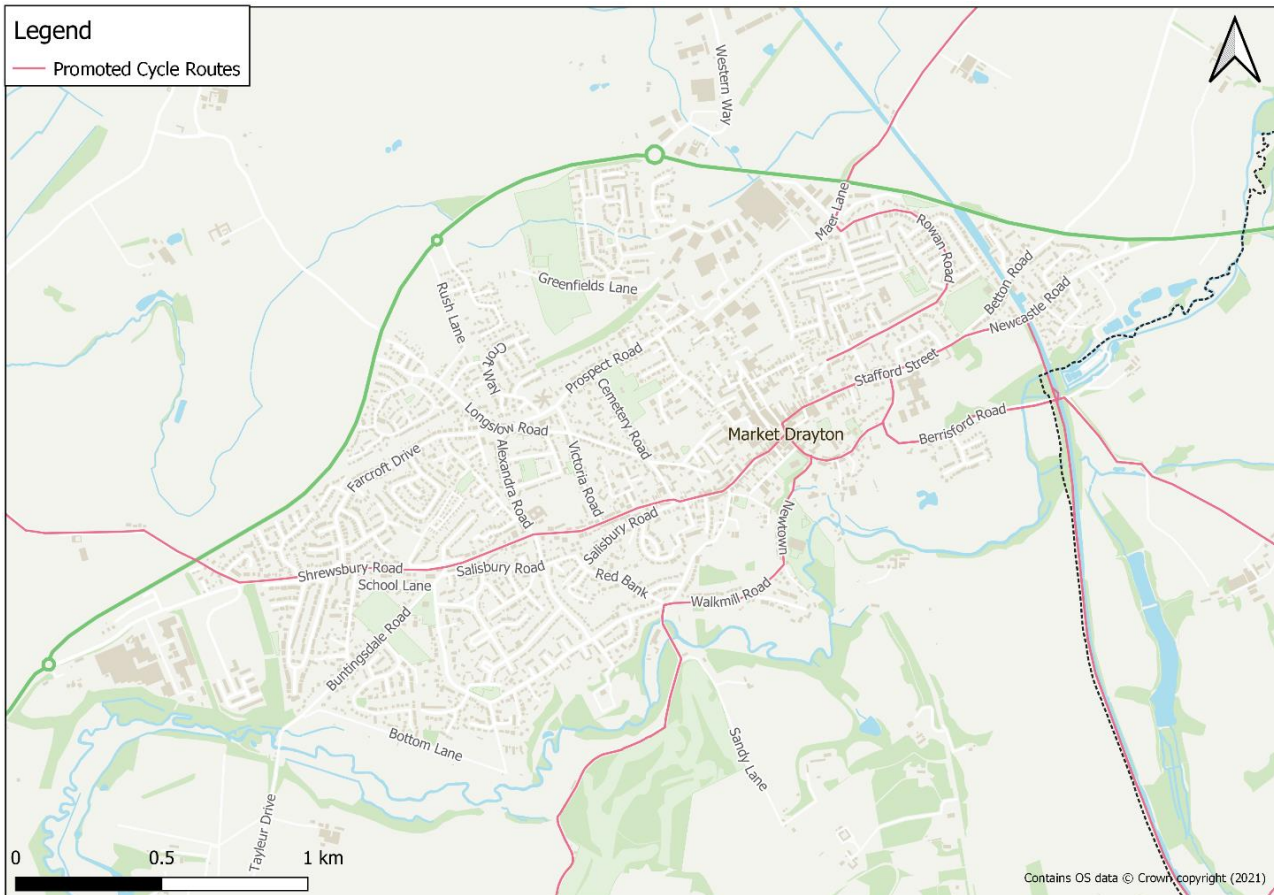


Figure 3-1: Promoted Cycle Routes Through Market Drayton

In order to increase the number of routes and close the existing gaps, a network of preferred routes has been defined for Market Drayton drawing on an analysis of the following data:

- Trip Origins Points (see Section 3.1.1)
- Trip Destination Points (see Section 3.1.2)
- Accessibility Catchment Analysis (see Section 3.1.3)
- Desire lines for cycle movement (see Section 3.1.4.3.1.4)
- Stakeholder Engagement (see Section 3.2)
- Cycle Route Selection: Route alignment of cycle routes (see Section 3.3)

3.1.1 Trip Origin Points

Trip origin points generally consist of residential areas which generate the most travel demand and therefore present the greatest potential to achieve a shift to active modes (DfT, 2017). As indicated in Figure 3-2, 12 key origin areas have been identified in Market Drayton, which reflect both the existing resident population density as well as future population density through delivery of allocated residential developments identified in the emerging Shropshire Local Plan (2016 – 2038).

3.1.2 Trip Destination Points

Trip destination points constitute common trip generating land uses such as town centres, key employment areas and other amenities such as schools, community and healthcare facilities (DfT, 2017). As indicated in Figure 3-2, five key trip destination areas have been identified within Market Drayton through consolidation of a variety of data sources including land use, commuting trip origin-destination pairs from the 2011 Census, and local knowledge gained through stakeholder engagement and an on-site audit.

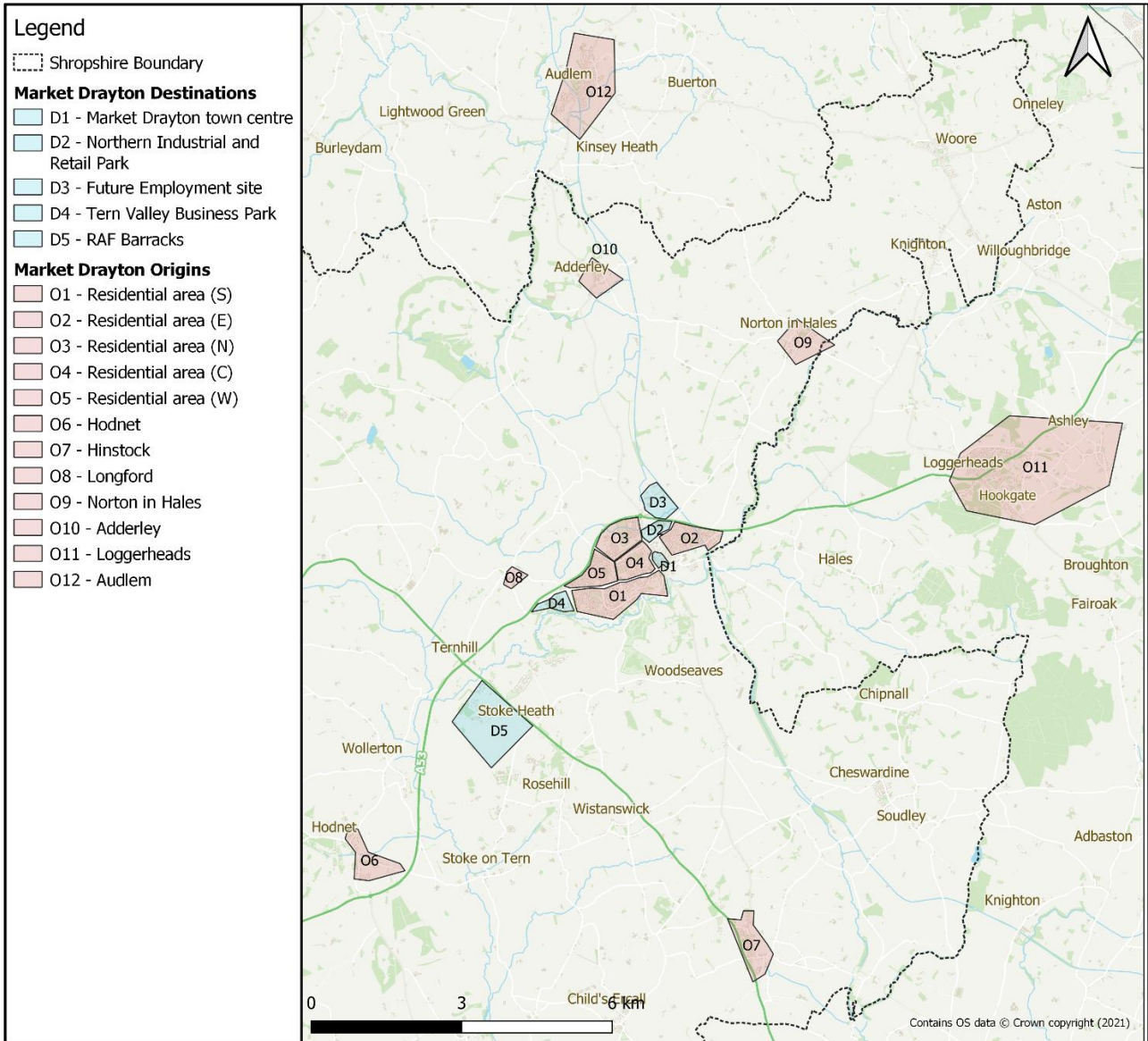


Figure 3-2: Trip Origins and Destinations around Market Drayton

3.1.3 Accessibility Catchment Analysis

An analysis of the time taken to cycle to key origin points and key destination points from the town centre was undertaken. This analysis, alongside other evidence (see the LCWIP Main Report, Section 5.1.2) helped inform the identification of desire lines (see Section 3.1.4). A maximum cycle journey time of 30 minutes was applied (this is the time it takes the average person to cycle 10km). The accessibility analysis revealed:

- All of Market Drayton’s residential areas are within a 10-minute cycle of the town centre
- The RAF base is within a 25-minute cycle of the town centre

- There are other surrounding villages such as Loggerheads, Norton in Hales and Morton Say which are within cycling distance to Market Drayton high street

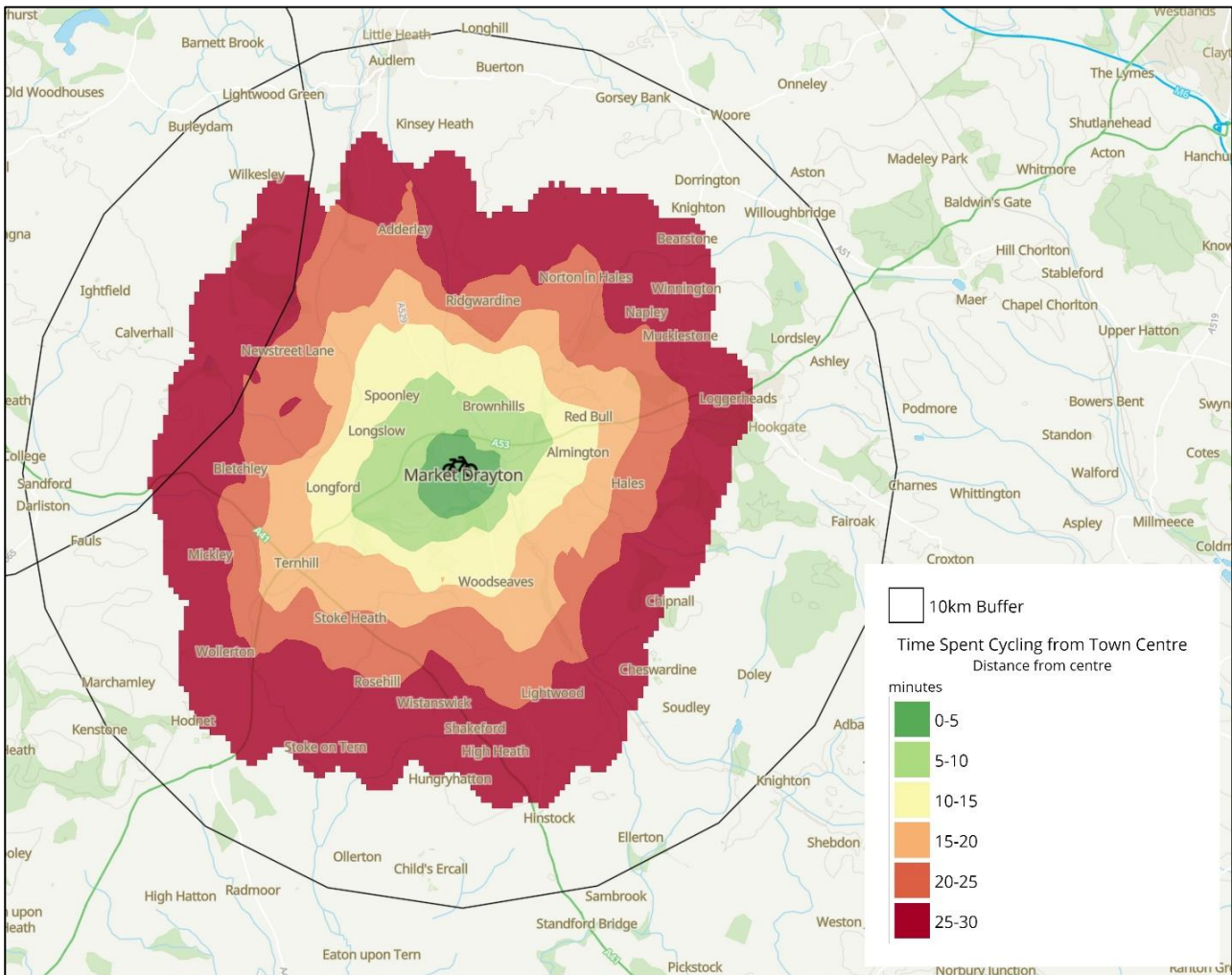


Figure 3-3: Cycling Catchment Map from Market Drayton Town Centre

3.1.4 Desire Lines for Cycle Movement

Once the origin and destination areas were identified, desire lines, which are straight ‘as the crow flies’ lines, were drawn. These desire lines, informed by an evidence base (see the main LCWIP Report, Section 5.1.2) show existing and potential cycling demand between origins and destinations and are a core component of the cycle route identification process. The desire lines for Market Drayton are shown in Figure 3-4.

These desire lines are ‘straight lines’ which means that they do not account for the presence of specific cycle routes (whether existing or proposed) at this stage. The purpose of the subsequent route selection process is to convert these desire lines into potential routes. Each desire line’s relative importance was classified using the following criteria, taking into account both the existing numbers of cyclists and future projections of cyclists.

- **Primary Desire Line:** Potential for a high number of people (as a general rule greater than 250 people per day, but this is relative to the population of the area) to cycle typically linking large or high-density existing or planned residential areas with key destinations
- **Secondary Desire Line:** Potential for a moderate number of people (as a general rule between approximately 50 and 250 per day, but this is relative to the population of the area) cycling from existing or planned residential areas, typically connecting to destinations including education, hospitals and existing or planned employment sites

- **Local Desire Line:** Low number of people (as a general rule less than approximately 50 people per day, but this is relative to the population of the area) cycling between local destinations and to access primary and secondary desire lines

Figure 3-4 indicates that there are several key desire lines in the study area:

- Spoke-like desire lines heading into the town centre from all directions
- Cross town desire lines link up outer residential and employment areas
- Long-distance desire lines connecting Market Drayton to surrounding villages

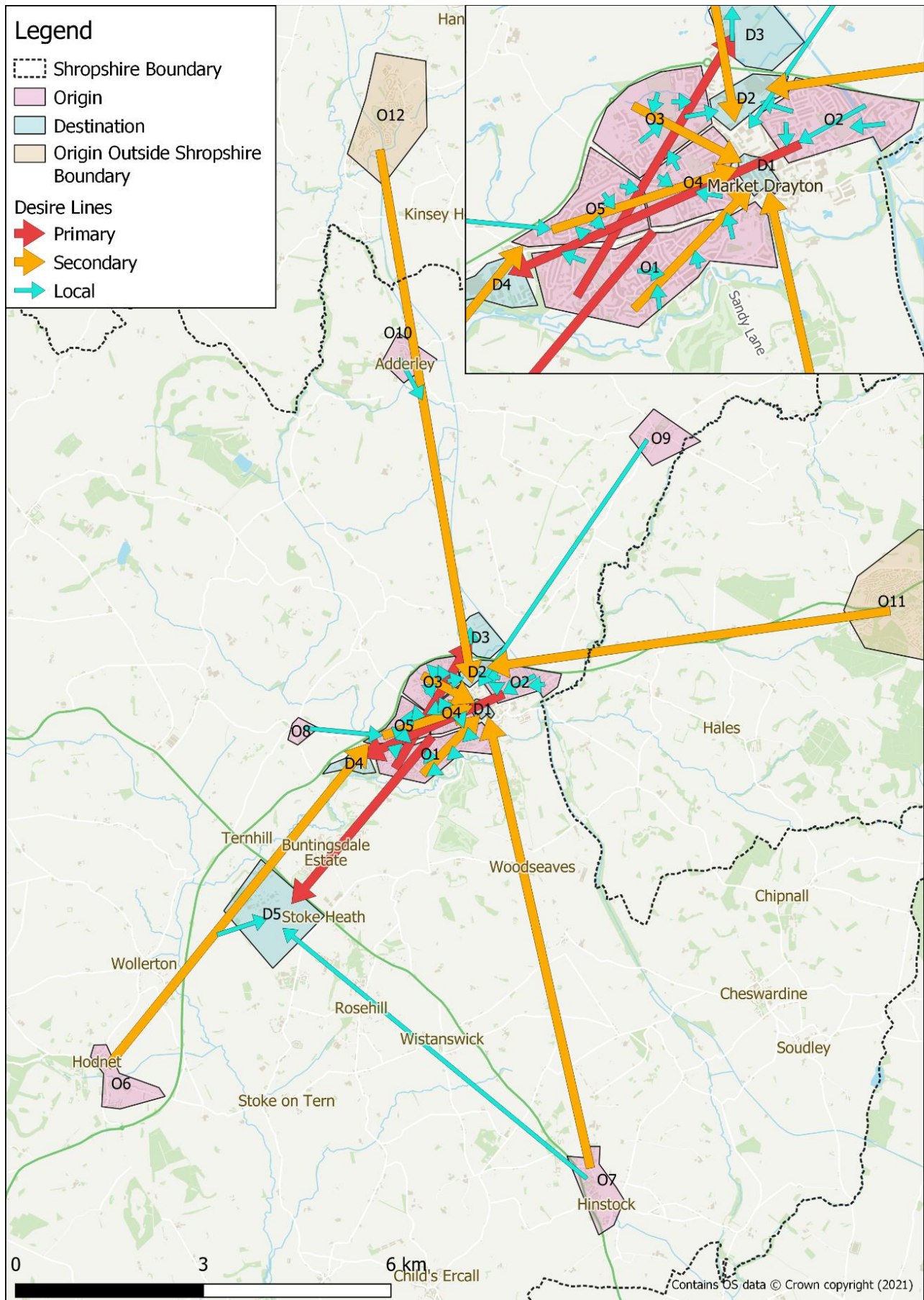


Figure 3-4: Cycle Desire Lines

3.2 Stakeholder Engagement

Alongside the desire line analysis, the route selection process has also been informed by suggestions from people who currently cycle in the study area to reflect the opportunities and current challenges of cycling around Market Drayton. These suggestions were collected through a local workshop and a site visit (see Chapter 2). All suggestions were collated on a virtual platform called Miroboard, a snapshot of which is shown in Figure 3-5. Route suggestions by stakeholders were considered in the proposed network, those suggestions that were supported by other evidence were included in the final network

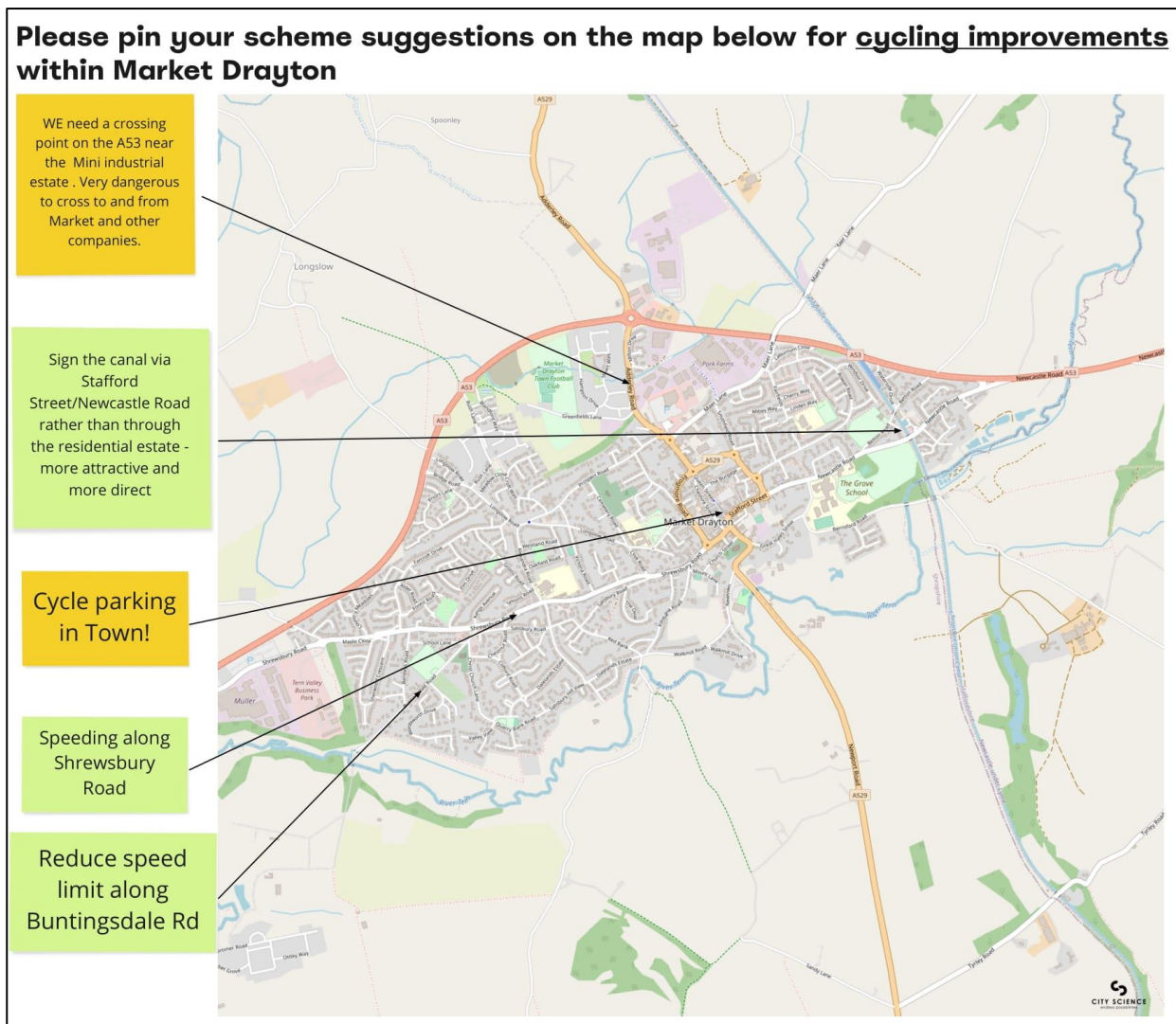


Figure 3-5: Stakeholder scheme suggestions in wider Market Drayton, snapshot taken from Miroboard

3.3 Cycle Route Selection – Route Alignment of Cycle Routes

The straight desire lines were then converted into routes that aligned with street networks, using Google Maps and Open Street Maps and informed by current and potential future cycling demand. This included use of Strava Metro and Propensity to Cycle tool data as well as feedback from the stakeholder workshop and on-site observations of existing infrastructure and road layouts.

3.3.1 Design Principles

The selection of routes was further refined by applying the following LTN 1/20 Core Design Principles (DfT, 2020) which, as identified in the Main LCWIP Report, are essential requirements for Shropshire Council to meet in order to qualify for future active travel grant funding from Active Travel England.

Design Principle	Route Selection Process Compliance
Coherent	Routes have been selected that follow logical routes and are of a consistent nature, where possible and practical, which easily connect to key identified destinations.
Direct	Routes have been selected that provide the most direct connection, where practical, between key origins and destinations. This includes the identification of upgrades to current routes which do not currently satisfy the main desire lines.
Safe	The precise type of route provision is subject to further refinement through the concept and detailed design stages of the process. A key focus through the process in this LCWIP has been to establish the need to upgrade routes that currently constitute an advisory cycle lane next to a general traffic lane as well as delivering new routes that are segregated from general traffic, where achievable in available carriageway space.
Comfortable	The precise type of route surfacing is subject to further refinement through the concept and detailed design stages of the process. Focus through this LCWIP process has been to propose improvements where surface quality has been identified as a problem and to upgrade current sections of the network which involve frequent transitions between on and off carriageway facilities.
Attractive	The precise nature of route attractiveness is subject to further refinement through the concept and detailed design stages of the process. This LCWIP establishes the principle of routes which complement natural assets (e.g. the waterfront) alongside network wide improvements, such as wayfinding, that could make cycling a more enjoyable and hassle-free experience.

Table 3-1: Summary of Route Selection Process with LTN 1/20 Core Design Principles

3.3.2 Guiding Principles

To support the desired design principles, the cycling improvements proposed (see Section 3.43.4), will adhere to the general guiding principles contained in Appendix – Guiding Design Principles.

3.4 Proposed Routes

Figure 3-6 illustrates the proposed routes across the study area alongside the existing network. Proposed routes have been categorised depending on the classification of the desire line they support (see Section 3.1.4). Details of the proposed schemes are outlined in the below Sections 3.4.1 to 3.4.3.

Route Alignment Uncertainty

It should be noted that due to the strategic nature of LCWIPs, it is not possible to capture all detailed engineering constraints, such as precise carriageway width and the impact of removing on-street car parking, which may affect the future delivery of new routes. In these cases, routes have been identified based on key principles including their ability to directly fulfil desire lines whilst also accounting for high-level constraints which may impinge deliverability such as width of existing funnel points (e.g. bridges).

This means the precise route alignment detail (e.g. specific streets) is subject to change through any future preliminary and detailed route design process.

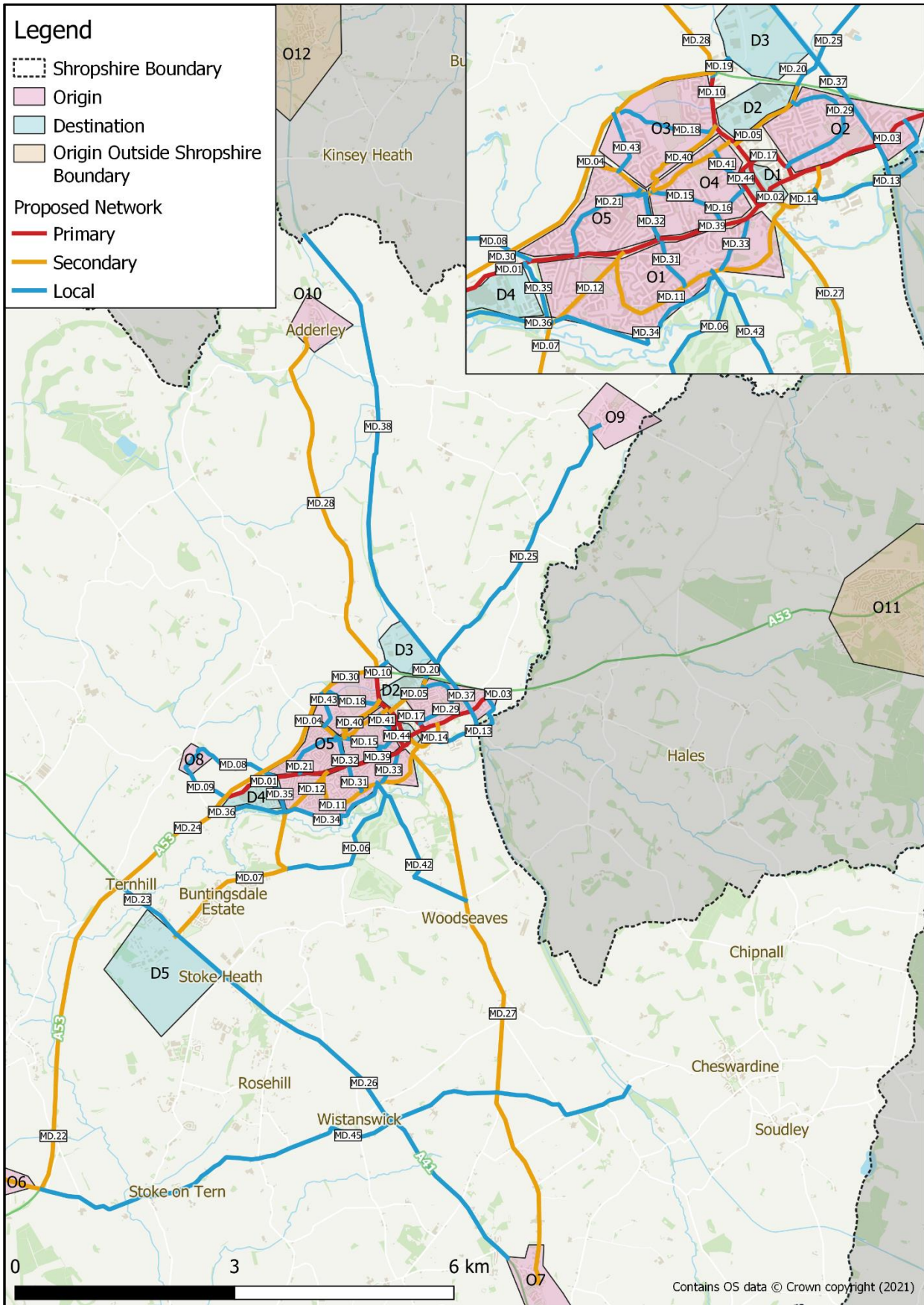


Figure 3-6: Proposed routes in the Market Drayton Study Area

Note: categories of routes are based on the desire line they follow, not the priority of their delivery

3.4.1 Primary

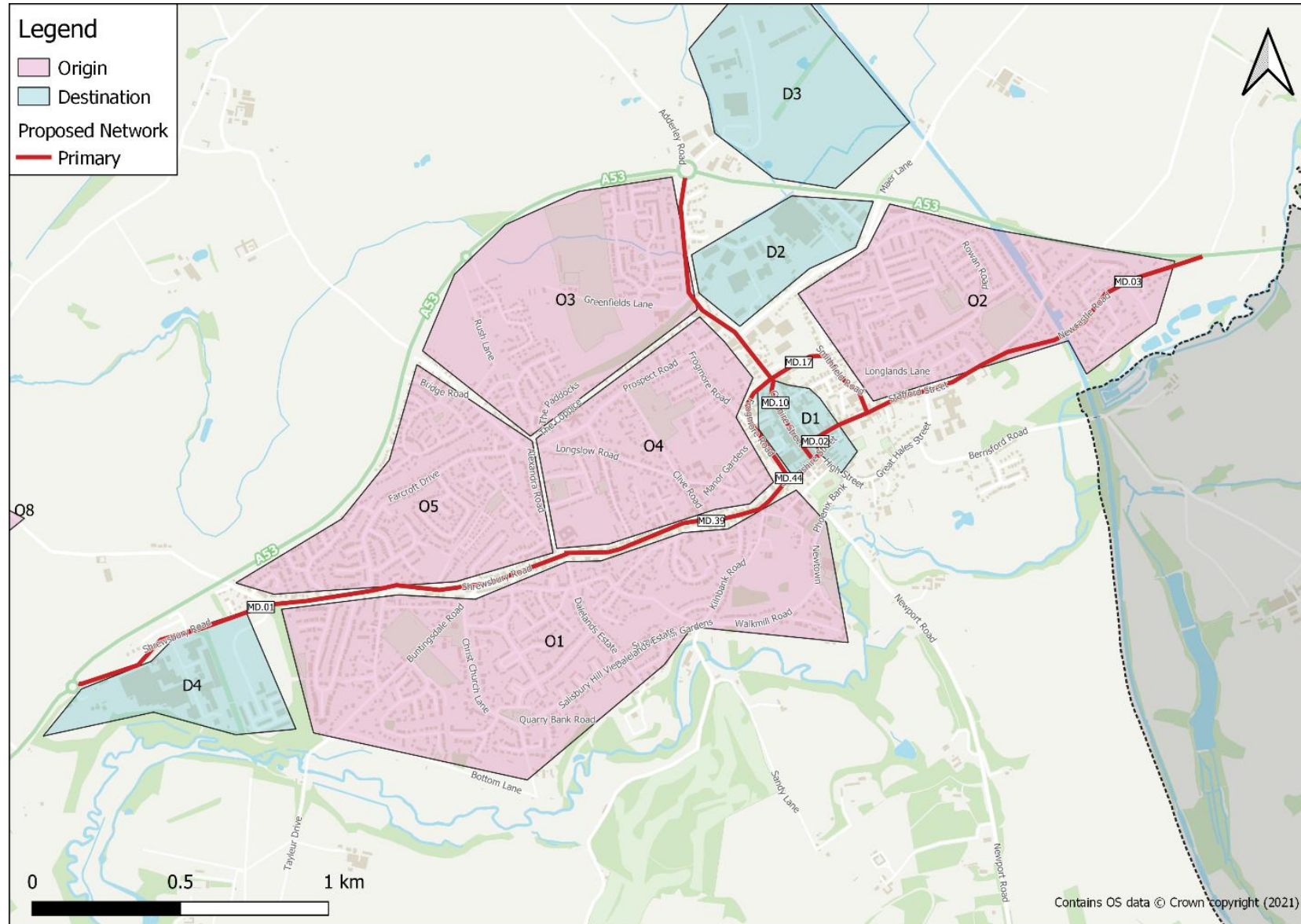


Figure 3-7: Market Drayton Proposed Network Plan; Schemes Following a Primary Desire Line

Scheme	Description	Recommendation
MD.01	Route along Shrewsbury Road between the A53 and Alexandra Road	Investigate two-way segregated cycle lanes
MD.02	Route through central Market Drayton (D1) along Stafford Street, High Street and Shropshire Street	Trial removing parking on Stafford Street to the west of the A529 roundabout, on High Street north of Shropshire Street and on Shropshire Street between High Street and Frogmore Road. This will allow space to deliver a two-way segregated cycle path
MD.03	Route along Newcastle Road and Stafford Street from the east into the town centre (D1)	Investigate provision of a shared path along Newcastle Road to Grove School then a light segregated cycle lane from the Grove School to the town centre
MD.10	Route through the centre of Market Drayton from the Town Centre (D1) to the north, along Cheshire Street and Adderley Road	Investigate provision of a light segregated cycle lanes outside the core town centre with priority given to cycles/pedestrians at side street crossings
MD.17	Route along A529 (Smithfield Road) acting as a bypass of the town centre	Investigate provision of light segregated cycle lanes or a bi-directional segregated cycle path
MD.39	Route along Shrewsbury Road between Alexandra Road and Shropshire Street	Investigate parking restrictions and provision of light segregated cycle lanes
MD.44	Route along Frogmore Road between Shropshire Street and Cheshire Street, provides an alternative route around the town centre	Investigate provision of fully segregated cycle lanes

Table 3-2: Details of Proposed Schemes in Market Drayton Following a Primary Desire Line

3.4.2 Secondary

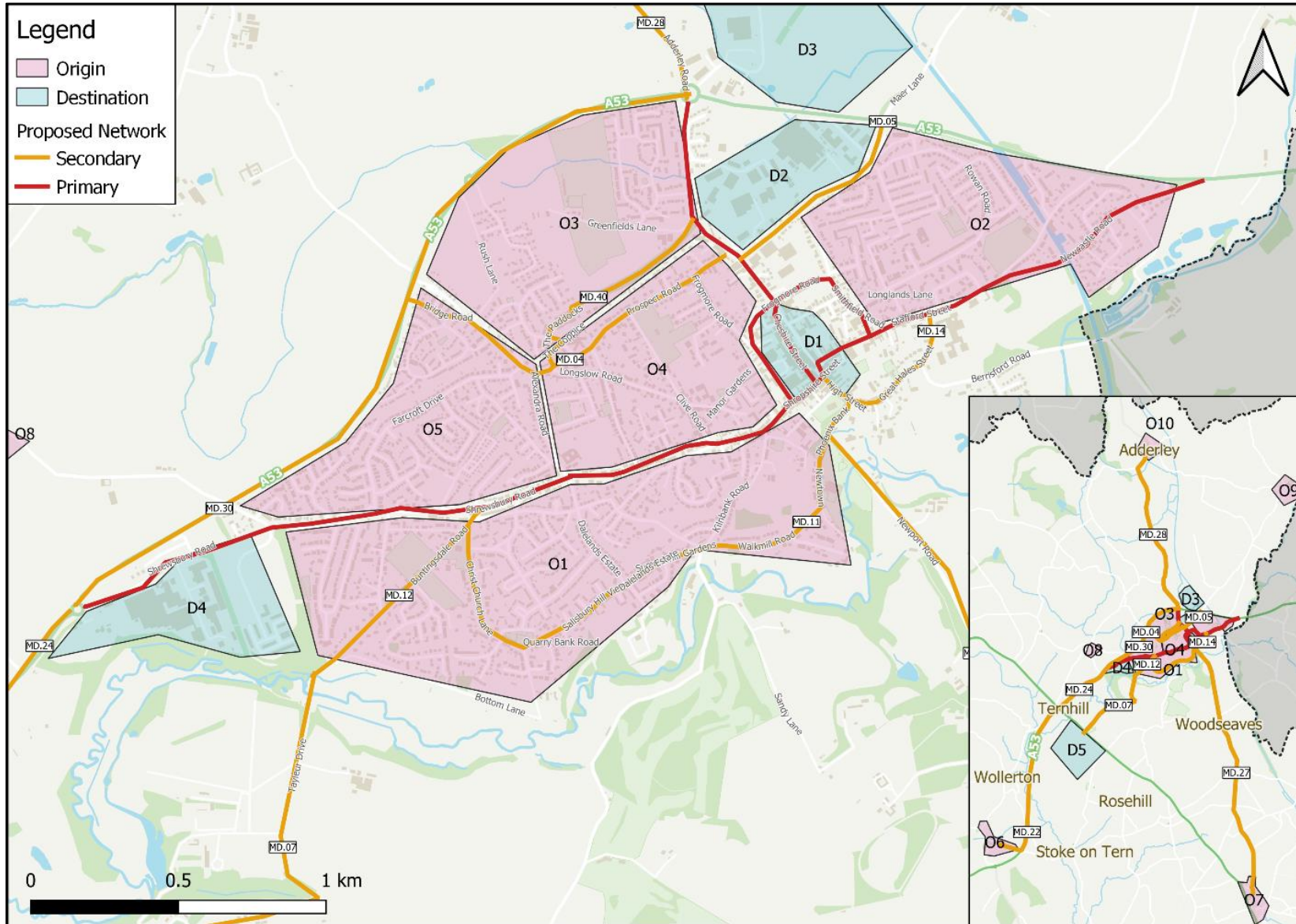


Figure 3-8: Market Drayton Proposed Network Plan; Schemes Following a Secondary Desire Line

Scheme	Description	Recommendation
MD.04	Western access towards the Town Centre (D1) through the western (O5) and central (O4) residential areas, along Bridge Road, Longslow Road and Prospect Road	Investigate the provision of segregated cycle lanes using adjacent grass verges
MD.05	East-west route from central Market Drayton connecting to the industrial park (D2), along Maer Lane	Investigate the provision of segregated cycle lanes, including use of grass verges at the eastern end
MD.07	Route between Market Drayton and the RAF base (D5) along Mortimer Road and PROWs	Consider provision of an off-road shared path and land-acquisition as majority of the route is along a private road
MD.11	Route through the southern residential area (O1) along Christ Church Lane, Quarry Bank Road, Salisbury Hill View, Dalelands Estate, Walkmill Road and Newtown	Investigate the addition of segregated cycle lanes
MD.12	Link from Shrewsbury Road to the RAF Base (MD.07) along Buntingsdale Road	Investigate widening the existing footway to create a shared-use path to Buntingsdale Park then consider adding a light segregated cycle lane from the Park onwards to Bottom Lane (include double yellow lines)
MD.14	Route along Great Hales Street and the High Street, providing a bypass of Stafford Street	Consider making eastern end one way with contra flow cycle facility
MD.22	Connection between Hodnet (O6) and Market Drayton along the A53	Investigate the provision of a parallel off-road shared path
MD.24	Connection into Market Drayton from the south-west along the A53 Shrewsbury Road	Investigate the provision of a parallel off-road shared path
MD.27	Connection between Hinstock (O7) and Market Drayton along A529 Newport Road	Consider widening existing footway to provide for an off-road shared path
MD.28	Connection between Adderley (O10) and Market Drayton along A529 Aldereley Road	Consider widening existing footway to provide for an off-road shared path
MD.30	Connecting western settlements to D2/D3 along the A53 Market Drayton Bypass	Investigate provision of an off-road shared path with cyclist/pedestrian provision across the roundabout with Blandford Way
MD.40	Disused Railway Corridor, parallel to Prospect Road (Greenfields Lane to The Paddock)	Investigate provision of a greenway along disused railway corridor

Table 3-3: Details of Proposed Schemes in Market Drayton Following a Secondary Desire Line

3.4.3 Local

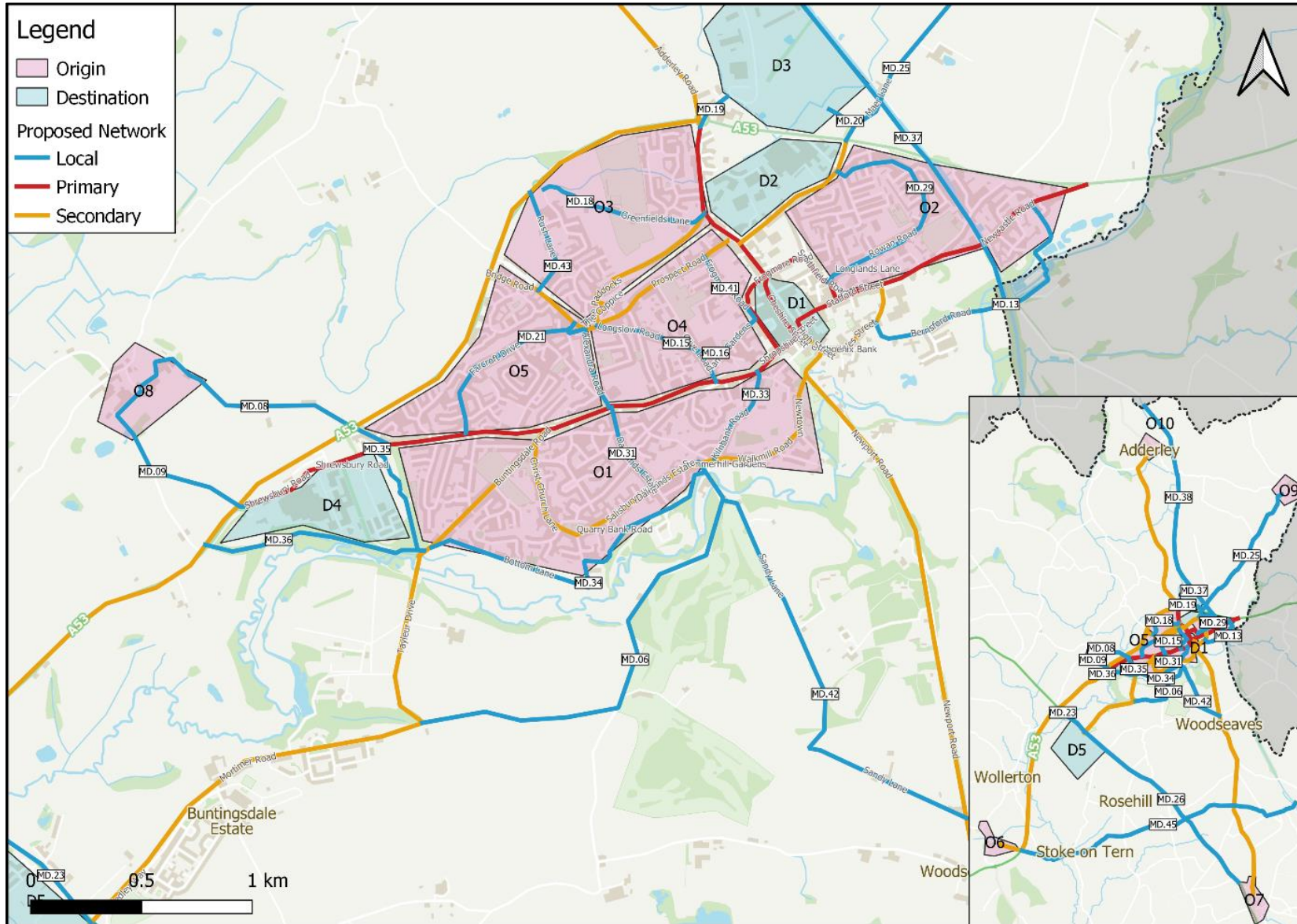


Figure 3-9: Market Drayton Proposed Network Plan; Schemes Following a Local Desire Line

Scheme	Description	Recommendation
MD.06	Alternative route from Market Drayton to the RAF base along PROWs, alternative to MD.07	Trim vegetation for visibility and provide signage to promote the route
MD.08	Connection between Longford (O8) and Market Drayton along Longford Road	Consider widening of the existing path to provide for a shared path
MD.09	Connection between Longford (O8) and the Tern Valley Business park (D4) along rural road and PROW	Consider widening of the existing path to provide for a shared path
MD.13	Route around the south-eastern part of Market Drayton along Berrisford Road, connecting to the Grove School	Investigate improving step-free access to the Canal, including an extension to the footway alongside the carriageway or provision of an off-road shared path
MD.15	Local route through the central residential area (O4)	Consider slowing traffic speeds, a Low Traffic Neighbourhood (LTN) or a one-way system
MD.16	Route through the central residential area (O4) connecting into Market Drayton Infant and Nursery School, along Clive Road, Longslow Road and Manor Gardens	Consider slowing traffic speeds and investigate wider access to Frogmore Road
MD.18	Route through the northern residential area (O3) along Greenfields Lane and PROW connecting to Blandford Way	Remove the existing gate access to the PROW from Greenfields Lane, and upgrade the PROW to a segregated path with improved visibility and lighting, ensuring no user loses their right of access (e.g. equestrians)
MD.19	Connection into the future development site (Sych Farm, D3) along Western Way from the A53 roundabout	Investigate provision of segregated cycle lanes
MD.20	Eastern access into the future development site (D3)	Create a path/cycleway from Maer Lane into the future development site
MD.21	Route through the western residential area (O5) along Farcroft Drive	Consider implementing traffic speed restriction (20mph) and traffic reduction measures
MD.23	Link from the RAF base (D5) to the A53 along Chester Road providing a connection to Market Drayton	Investigate provision of a parallel off-road shared path or segregated cycle lanes
MD.25	Connection between Norton in Hales (O9) and Market Drayton along Maer Lane	Consider provision of a Quietway along Maer Lane
MD.26	Connection between Hinstock (O7) and the RAF base (D5) along A41	Investigate provision of a parallel off-road shared path or segregated cycle lanes
MD.29	Route through eastern residential area (O2) along Rowan Road	Investigate introduction of a Low Traffic Neighbourhood (LTN)
MD.31	Link along Dalelands Estate connecting Salisbury Hill View and Shrewsbury Road (O1)	Investigate introduction of segregated cycle lanes

Scheme	Description	Recommendation
MD.32	Route along Alexandra Road connecting to Market Drayton Junior School (O4/O5)	Investigate introduction of a shared path to support active travel to the local schools or implementation of a school street on Alexandra Rd
MD.33	Route along Kilnbank Road connecting Walkmill Road to Shrewsbury Road (O1)	Consider closure to through traffic
MD.34	Route along the PROW Bottom Lane running to the south of Market Drayton	Upgrade the existing off-road path, ensuring no user loses their right of access (e.g. equestrians), by surfacing, trimming foliage and providing signage
MD.35	Route connecting Shrewsbury Road to the River path, along existing pathway running to the eastern side of the business park (D4)	Upgrade off-road path, by surfacing, trimming foliage and providing signage
MD.36	Connection along PROWs along the river between the A53 and Buntingsdale Road (O1)	Upgrade off-road path, ensuring no user loses their right of access (e.g. equestrians), by surfacing, trimming foliage and providing signage
MD.37	Canal towpath through Market Drayton	Enhance integration (e.g. connections onto/off the path and signage)
MD.38	Canal towpath, north of Market Drayton	Enhance integration (e.g. connections onto/off the path and signage)
MD.41	Frogmore Road connecting the town centre (D1) to Prospect Road	Improve existing pathway, including provision of dropped kerbs on side street crossings and investigate provision of a lightly segregated cycle lane
MD.42	Provision of a route south from Market Drayton along Sandy Lane and the existing PROWs	Upgrade PROW by resealing, improving lighting, trimming back foliage and improving signage as active travel and equestrian route
MD.43	PROW along Rush Lane between the A53 and Longslow Road	Investigate provision of a paved active travel connection from Longslow Road to A53 (through existing gate and across current grass verge), ensuring no user loses their right of access (e.g. equestrians)
MD.45	Route from the Station Road/A53 junction to the Shropshire Union Canal by the Wharf Tavern via Stoke on Tern, Heathcote, Wistanswick and Lightwoods	Consider lowering traffic speeds, trimming back foliage and adding signage to promote the route

Table 3-4: Details of Proposed Schemes in Market Drayton Following a Local Desire Line

4 Network Planning for Walking

This chapter summarises the identification of the walking network for Market Drayton as part of the Shropshire LCWIP. Development of the walking network is focused on identification of Core Walking Zones (CWZs), as identified in the main LCWIP report (see Chapter 6). The identification of CWZs allows walking improvements to be prioritised in areas of higher pedestrian footfall where there is a particularly high concentration of key destinations.

The Market Drayton Town Centre has been identified, based on analysis of key locations of destinations such as retail facilities, employment areas and transport interchanges, as Market Drayton’s key CWZ. This was also agreed via discussions with key stakeholders at the Market Drayton workshop. Figure 4-1 below shows the CWZ for Market Drayton alongside key origin and destination points within the town.

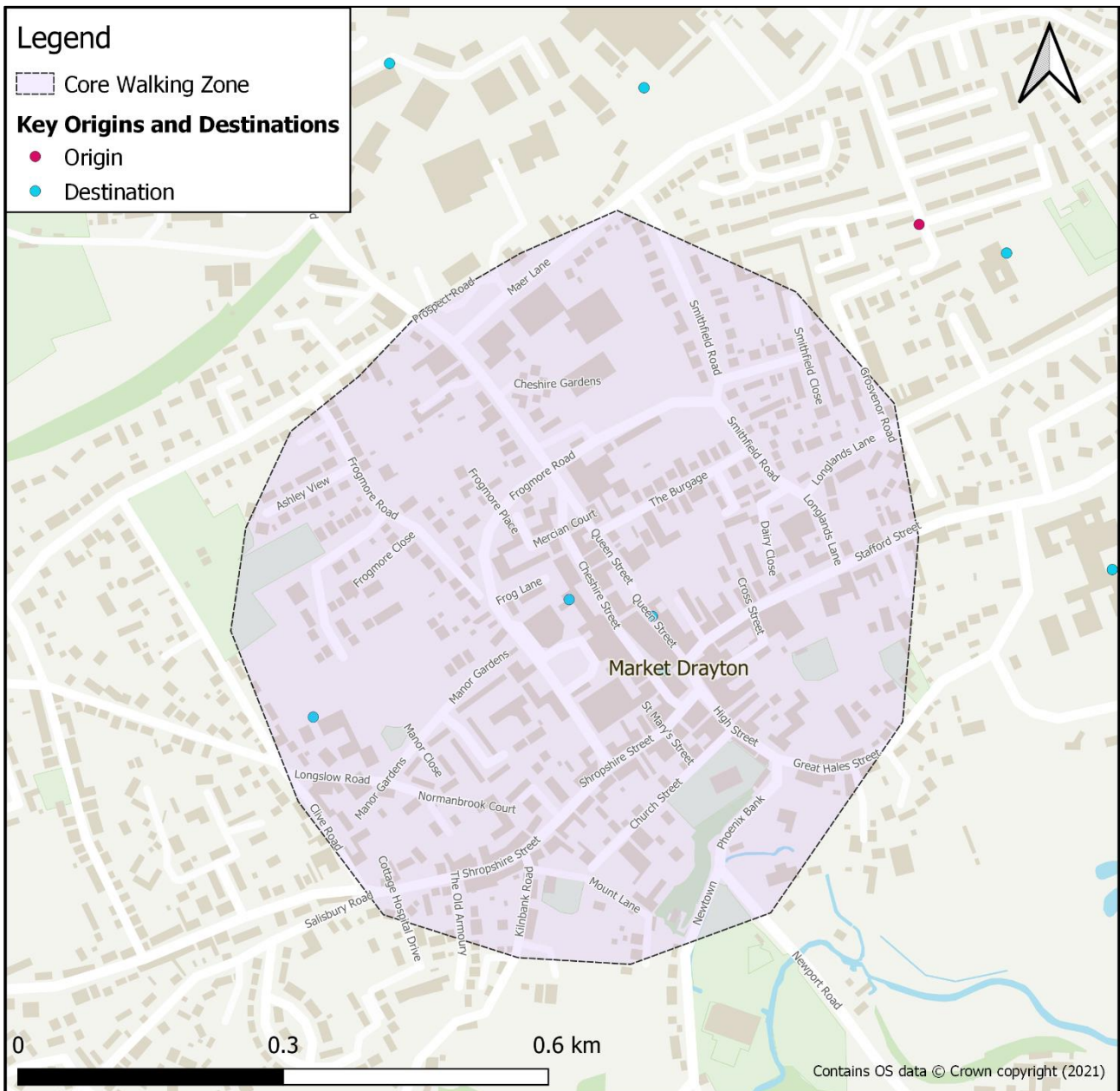


Figure 4-1: Market Drayton CWZ

In order to identify routes both to and within the CWZs, a network of preferred walking routes has been defined for Market Drayton drawing on an analysis of the following data:

- Key Walking Trip Generators - Accessibility Analysis (see Section 4.1.1)
- Key Walking Routes (see Section 4.1.2)
- Stakeholder Engagement (see Section 4.1.3)
- Walking Route Audits (see Section 4.1.4)

The resulting CWZ improvements are detailed in Section 4.2.

4.1 Core Walking Zone Analysis

4.1.1 Key Walking Trip Generators Accessibility Analysis

Figure 4-2 shows the results of a walking accessibility assessment, categorised by walking journey time, undertaken for Market Drayton’s town centre. It illustrates that the following key trip generators can be accessed on foot within a 30-minute walk or less from the town centre (Frogmore Road).

- All of Market Drayton’s residential areas are within a 30-minute walk of the High Street
- The A53 and surrounding countryside provide major barriers to walking in Market Drayton

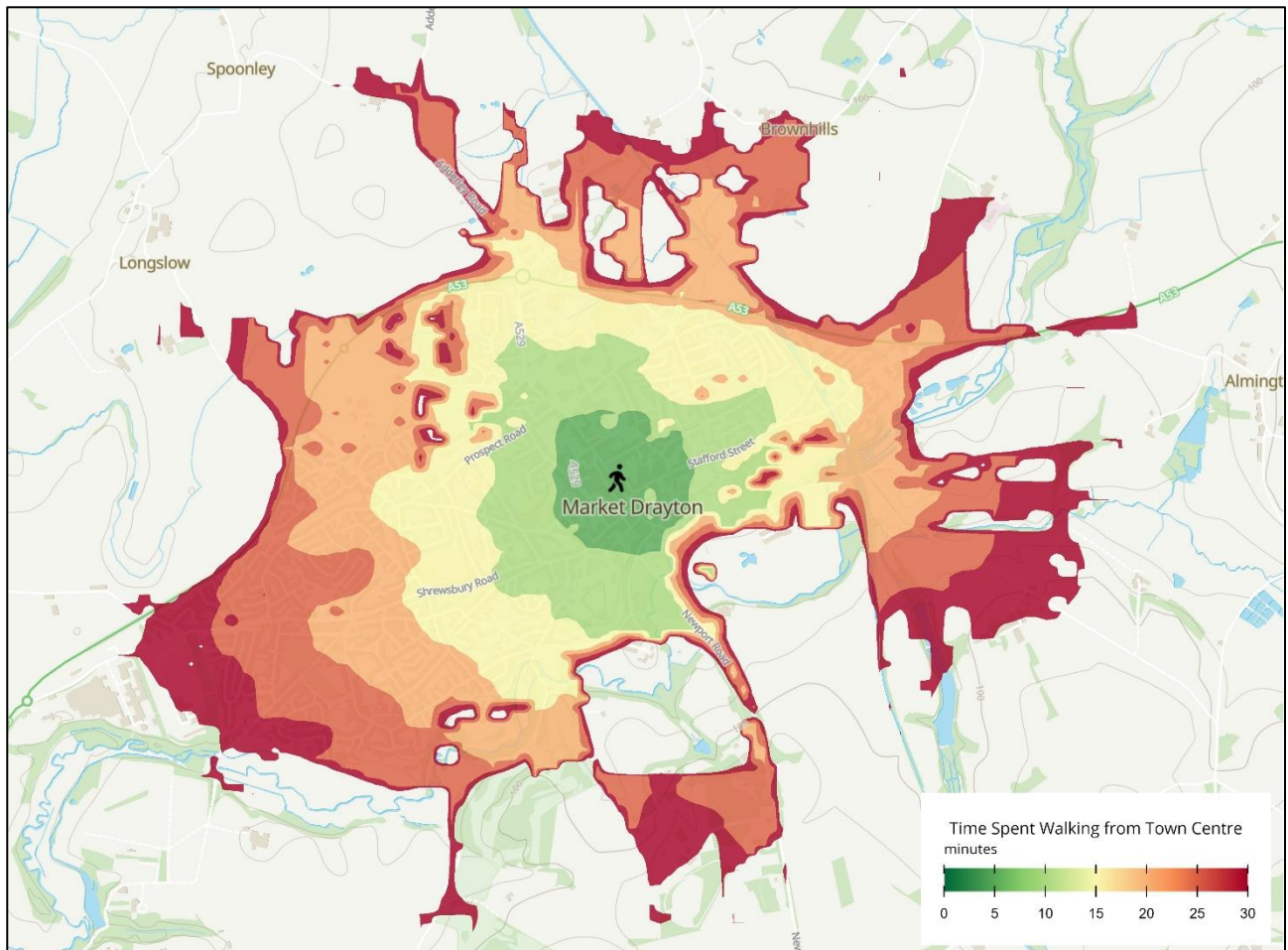


Figure 4-2: Market Drayton Town Centre CWZ Accessibility Analysis

4.1.2 Key Walking Routes

Figure 4-3 illustrates the key walking routes within a ten-minute walk of the town centre (Frogmore Road), the centre point within the Market Drayton CWZ. The key walking routes area categorised using the following criteria which is contained within the DfT Guidance (DfT, 2017):

- **Primary Walking Routes:** Such as busy shopping streets, business areas and main pedestrian thoroughfares
- **Secondary Walking Routes:** Moderate use routes connecting to primary routes and local centres
- **Link Footways:** Connecting local access footways through urban areas
- **Local Access Footways:** Low use footways such as estate roads and cul-de-sacs

Figure 4-3 indicates:

- Primary routes through the town centre link the high street towards key secondary routes reaching out beyond to residential areas and local services
- Key secondary routes provide connectivity through residential areas
- Numerous link and local access footways provide cut-throughs within residential areas and provide access to multiple services, including schools and green spaces

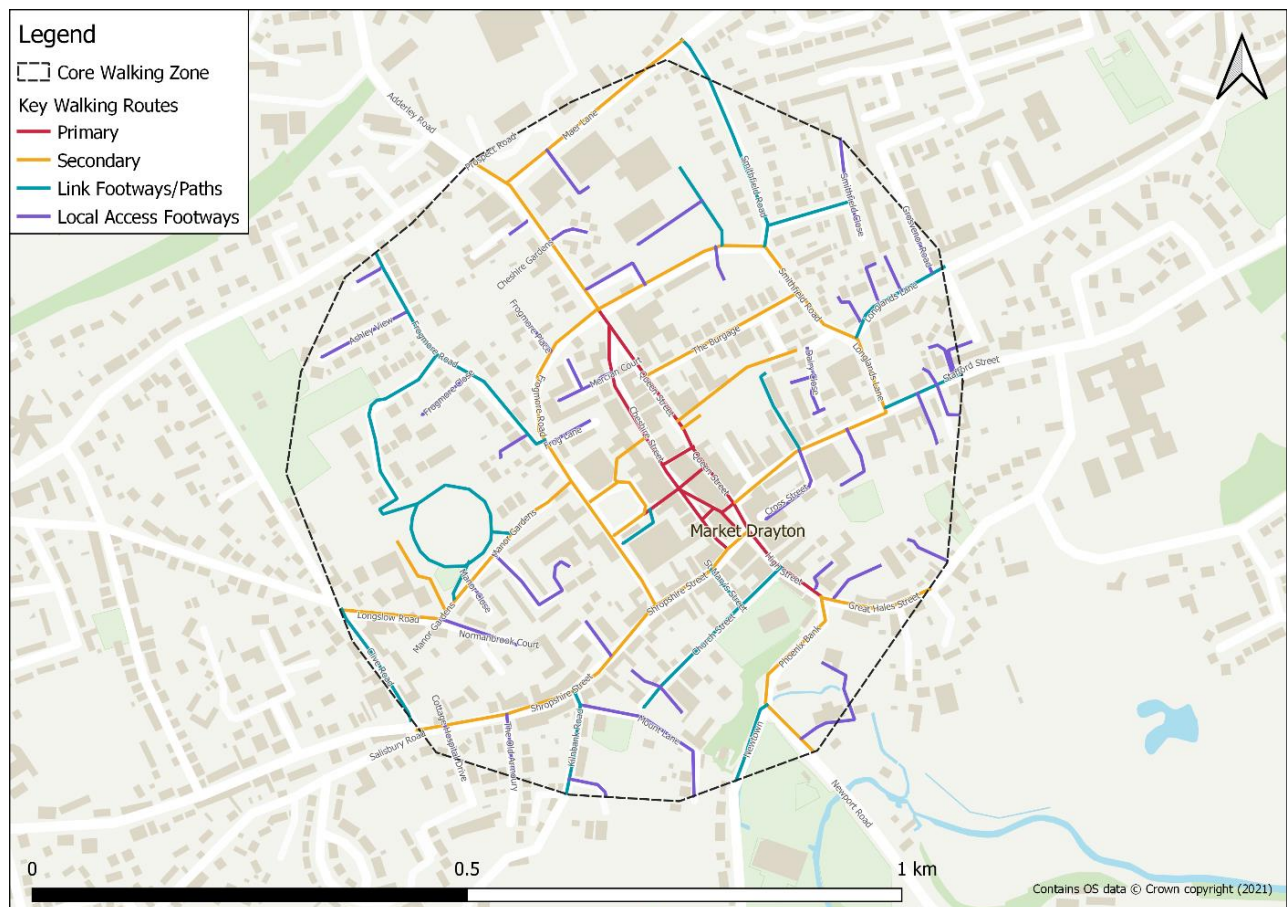


Figure 4-3: Market Drayton Town Centre CWZ Key Walking Routes

4.1.3 Stakeholder Engagement

Similar to the route selection process for the cycling network (See Chapter 2), the key walking routes have been informed by suggestions from local stakeholders who walk and cycle around Market Drayton. An initial survey was circulated to local stakeholder groups to support the evidence base by capturing their views on network-wide opportunities and constraints for active travel within Market Drayton.

Further suggestions and feedback on the identification of the CWZ's and key walking routes and opportunities for walking improvements were collected through a local workshop. All suggestions were collated on Miroboard, a snapshot of which is shown in Figure 4-4.

Please pin your scheme suggestions on the map below for walking improvements in the Market Drayton Core Walking Zone



Figure 4-4: Stakeholder Feedback on Market Drayton Town Centre

A subsequent site visit, as well as a follow-up survey sent to those stakeholders that attended the workshop, enabled validation and further refinement of the CWZs, key walking routes and proposed improvements (see Chapter 2 for further detail).

4.1.4 Walking Route Audits

The ease of walking both to the CWZ from the town’s residential areas as well as through the CWZ (known as permeability) can be affected by the presence of barriers such as railway lines, rivers and heavily trafficked routes, this is known as ‘severance’. Crossing points at these barriers create ‘funnel routes’ which have higher pedestrian flows.

A desktop audit, validated by a site visit (undertaken March 2022) of the existing key pedestrian routes both to the Market Drayton CWZ from the surrounding residential areas, and through the Market Drayton CWZ was undertaken to determine where improvements were needed. The audit included a review of footway provision and condition, the availability of crossing points and way-finding signage. A key focus of the audit was reviewing the infrastructure for those with mobility impairments. It also included consideration of historical collision data involving pedestrians.

The Walking Route Assessment Tool provides a baseline for existing conditions and identified the existing barriers and funnel routes (see Figure 4-5) when walking both to and within the CWZ. The results of the audit are shown in Table 4-1, Market Drayton’s CWZ achieved a score of 44%, far below the minimal provision score of 70% set out by the guidance.

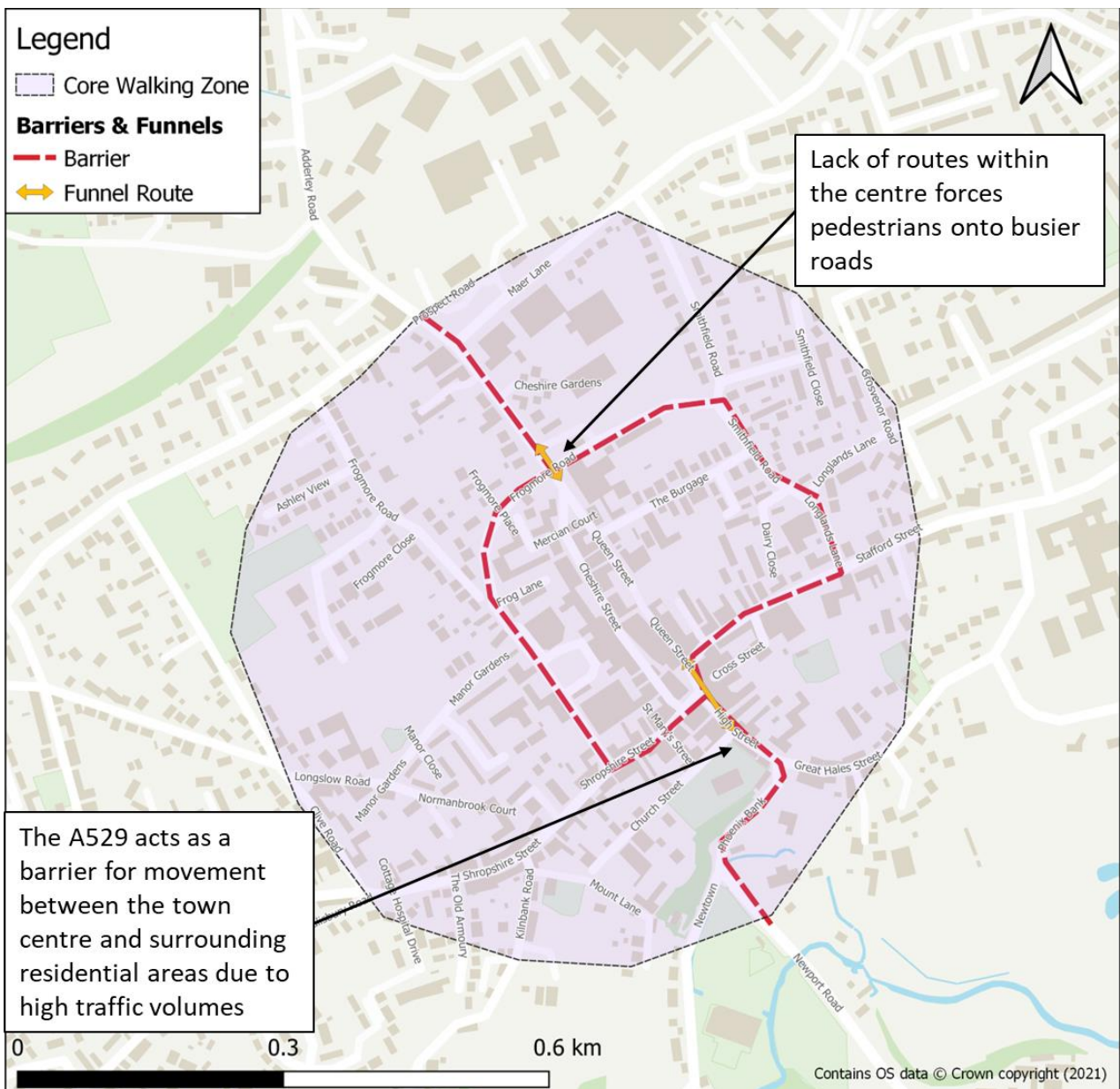


Figure 4-5: Market Drayton town centre CWZ Barrier & Funnel Analysis

Principle	Performance Score	% Score
Attractiveness <i>(includes maintenance, fear of crime, traffic noise and pollution)</i>	5	83%
Comfort <i>(includes condition of footways, footway width, width on staggered crossings/pedestrian islands/refuges, prevalence of vehicles parked on the footway and gradient of footways)</i>	5	50%
Directness <i>(includes footway provision, location of crossings in relation to desire lines, gaps in traffic, impact of controlled crossings on journey time and green man time)</i>	2	20%
Safety <i>(includes traffic volume, traffic speed and visibility)</i>	3	50%
Coherence <i>(includes provision of dropped kerbs and tactile paving)</i>	0	0%
Total	15	44%

Table 4-1: Walking Route Audit Scores for the Market Drayton CWZ

4.2 Core Walking Zone Improvements

Strategic recommendations for each CWZ have been based upon the key outcomes of Section 4.1 above.

Table 4-2 and Figure 4-6 provide a series of overarching recommendations for improving the walking environment in the Market Drayton CWZ, categorised by the key Gear Change (2020) principles of Attractiveness, Comfort, Directness, Safety & Coherence. As identified in the main LCWIP report, these principles are essential requirements for Shropshire Council to meet in order to qualify for future active travel grant funding from Active Travel England.

The proposed interventions are high-level and identify concepts for further consideration in the next stage of design. The interventions identified seek to address the issues and barriers identified in this chapter. Walking improvement measures for each of the CWZs range from minor interventions such as dropped kerbs to new crossings, footway widening and public realm improvement projects. Although the proposed interventions focus on the CWZs in line with DfT LCWIP guidance, they provide examples of the types of interventions that can be implemented in other parts of Market Drayton and county-wide.

It is also worth noting that the majority of the cycle schemes proposed in Section 3.4 include provision for pedestrians and so also act as walking recommendations. The recommendations proposed below cover wider area improvements as most of the route specific changes are covered by cycling proposals above.

Key Principle	Strategic Walking Improvement Recommendations
Attractiveness & Comfort	<ul style="list-style-type: none"> There is an existing historic trail in Market Drayton that could be re-branded and promoted to connect the walking network to its location, giving a sense of place and encouraging tourists to walk around the town
Directness	<ul style="list-style-type: none"> If Church Street and Mount Lane were one way, one traffic lane could be reallocated to pedestrians to improve access to multiple amenities including the St Marys Church Car Park, the Mount Lane Day Care Nursery and the Royal British Legion Club. Better pedestrian access to this car park might reduce demand for on-street parking in retail areas

Key Principle	Strategic Walking Improvement Recommendations
<p>Safety</p>	<ul style="list-style-type: none"> • Whilst there are many roads with wide pavements giving good provision for active travel, there are others, such as the southern end of the High Street that present pinch points, particularly to those using mobility scooters/wheelchairs or pushing buggies. Further investigation to identify appropriate improvements such as lowering traffic speeds, widening pavements and provide drop kerbs for these users to move back onto the pavement after negotiating a pinch point, or to sign post vulnerable users to alternative routes • Investigate reducing on street parking in retail areas to give this space back to active travel whilst maintaining provision for blue badge holders. The High Street in particular could benefit from this. Enforcement of parking restrictions would need to accompany this
<p>Coherence</p>	<ul style="list-style-type: none"> • Improved signage around the town centre to clarify where cyclists are allowed. For example the path from Frogmore Road to Town Park and the tunnel from the Frogmore Road Car Park to Cheshire Street both have inconsistent signage at each end banning cyclists • Increased wayfinding signage across the CWZs to key destinations such as the Town Park, Festival Drayton Centre, Town Hall and High Street • Promote walking routes to schools through improved wayfinding signage

Table 4-2: Strategic Walking Improvement Recommendations in Market Drayton Town Centre CWZ

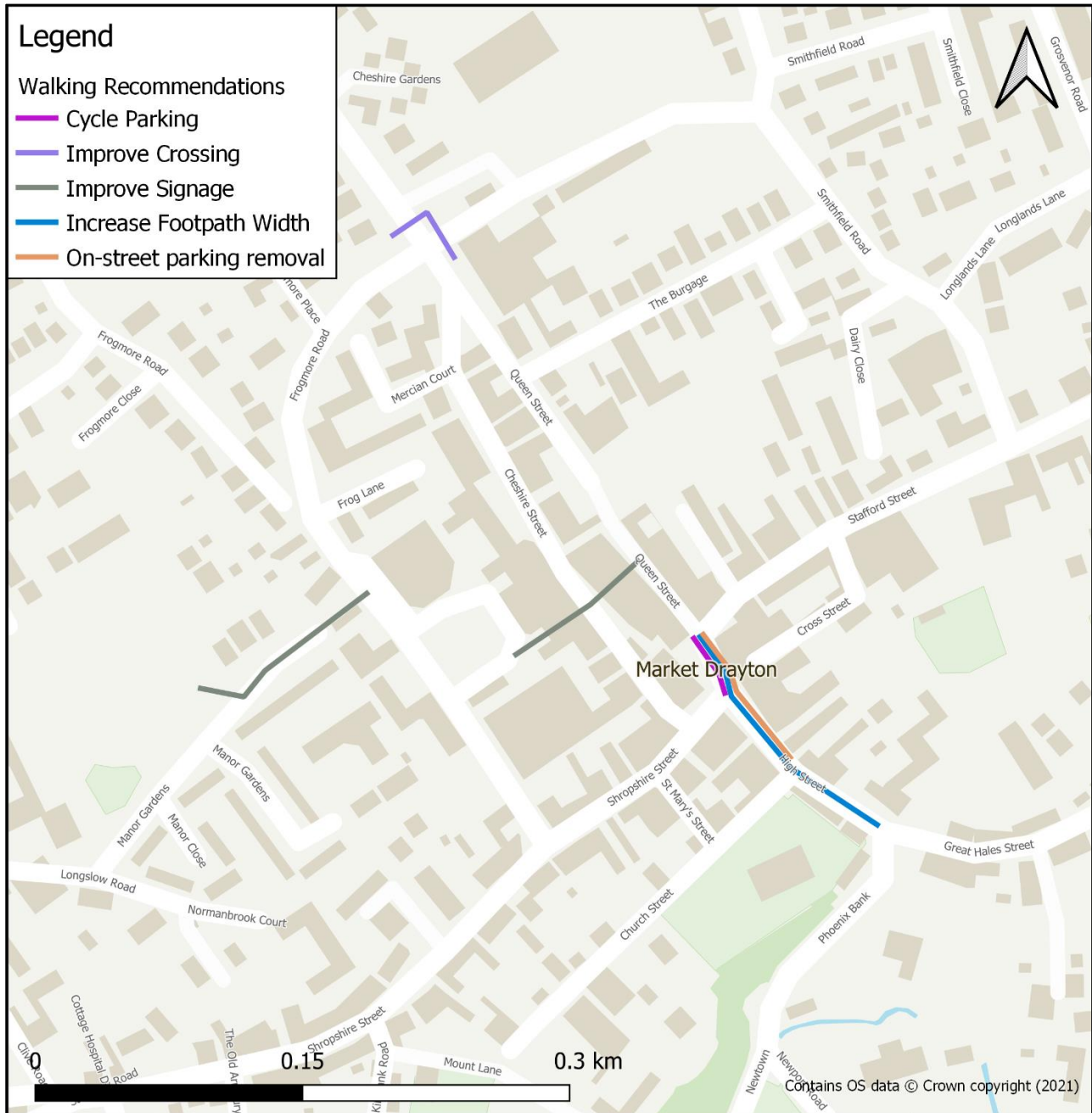


Figure 4-6: Walking Recommendations within Market Drayton

5 Prioritisation Results

As explained in the main LCWIP Report, the purpose of the prioritisation process is to help inform which routes or areas could be considered for further development first. The LCWIP Guidance (DfT, 2017) states that proposed schemes should be prioritised based on their ability to ‘have the greatest impact on increasing the number of people who choose to walk and cycle and therefore provide the greatest return on investment’. It also identifies other factors, including deliverability of schemes or opportunities to integrate with wider schemes, should be considered. The LCWIP Main Report provides further detail on the Appraisal approach used to inform the prioritisation of schemes.

5.1 Top Performing Schemes

Table 5-1 shows the top performing schemes for Market Drayton; a full list of the prioritisation results for Market Drayton is shown in Appendix: Full Prioritisation Results. The top scoring schemes are a mix of short connections which support local movements across barriers (e.g. the railway line) and longer distance links connecting into the surrounding villages from the town. The highest scoring scheme is a dedicated route which connects the centre of town to a key employment centre.

Scheme Name	Description	Zero Carbon	Healthier	Mode Shift	Inclusive	Sustainable Growth	Objective Total	Deliverability	Total Score	Rank
MD.05	East-west route from central Market Drayton connecting to the industrial park (D2), along Maer Lane	5.25	6.5	8	9	6	35	26	61	20
MD.04	Western access towards the Town Centre (D1) through the western (O5) and central (O4) residential areas, along Bridge Road, Longslow Road and Prospect Road	7.5	6.5	8	7.5	6.75	36	24	60	24
MD.14	Route along Great Hales Street and the High Street, providing a bypass of Stafford Street	6	6	8	9	6	35	24	59	38
MD.29	Route through eastern residential area (O2) along Rowan Road	6	6	6	9	6	33	26	59	38
MD.41	Frogmore Road connecting the town centre (D1) to Prospect Road	7.5	5.5	7	7.5	5.25	33	26	59	43
MD.17	Route along A529 (Smithfield Road) acting as a bypass of the town centre	6.75	6.5	8	8.25	6.75	36	22	58	51
MD.40	Dis-used Railway Corridor, parallel to Prospect Road (Greenfields Lane to The Paddock)	5.25	7	9	9	6	36	22	58	51
MD.10	Route through the centre of Market Drayton from the Town Centre (D1) to the north, along Cheshire Street and Adderley Road	6.75	6.5	9	7.5	6	36	22	58	63

Scheme Name	Description	Zero Carbon	Healthier	Mode Shift	Inclusive	Sustainable Growth	Objective Total	Deliverability	Total Score	Rank
MD.21	Route through the western residential area (O5) along Farcroft Drive	7.5	5.5	4	8.25	6	31	26	57	75
MD.03	Route along Newcastle Road and Stafford Street from the east into the town centre (D1)	5.25	6.5	8	9	6	35	22	57	87

Table 5-1: Top Performing Schemes in Market Drayton



Figure 5-1: Top 10 Scoring Schemes in Market Drayton (coloured by individual schemes)

5.2 Prioritised Routes

5.2.1 Timescales

In line with DfT Guidance, this LCWIP considers a prioritised series of network upgrades across a ten-year period.

Future infrastructure improvement schemes have been categorised as follows:

- **Short Term Network Improvements (2 – 5 years):** ‘Quick wins’ which can be delivered relatively easily with limited local opposition, do not rely on other schemes progressing and could be delivered within current or already identified forthcoming funding streams available to Shropshire Council. Schemes can only be categorised as Short Term if they are either in the top 100 schemes over the county or have a score within the top 10% for the town they are in.
- **Medium Term Network Improvements (5 – 8 years):** Schemes that potentially require more than one round of consultation before progression, and are subject to further feasibility assessment and/or reliant on some dependency such as another scheme progressing
- **Long Term (8 – 10 years):** Schemes that are more challenging to deliver due to the need for more in-depth consultation, noteworthy scheme engineering feasibility challenges and/or are reliant on other schemes progressing

5.2.2 Prioritised Routes

Based on the outcomes of the appraisal and prioritisation process, the recommended delivery timescales for the cycling network are indicated in Figure 5-2.

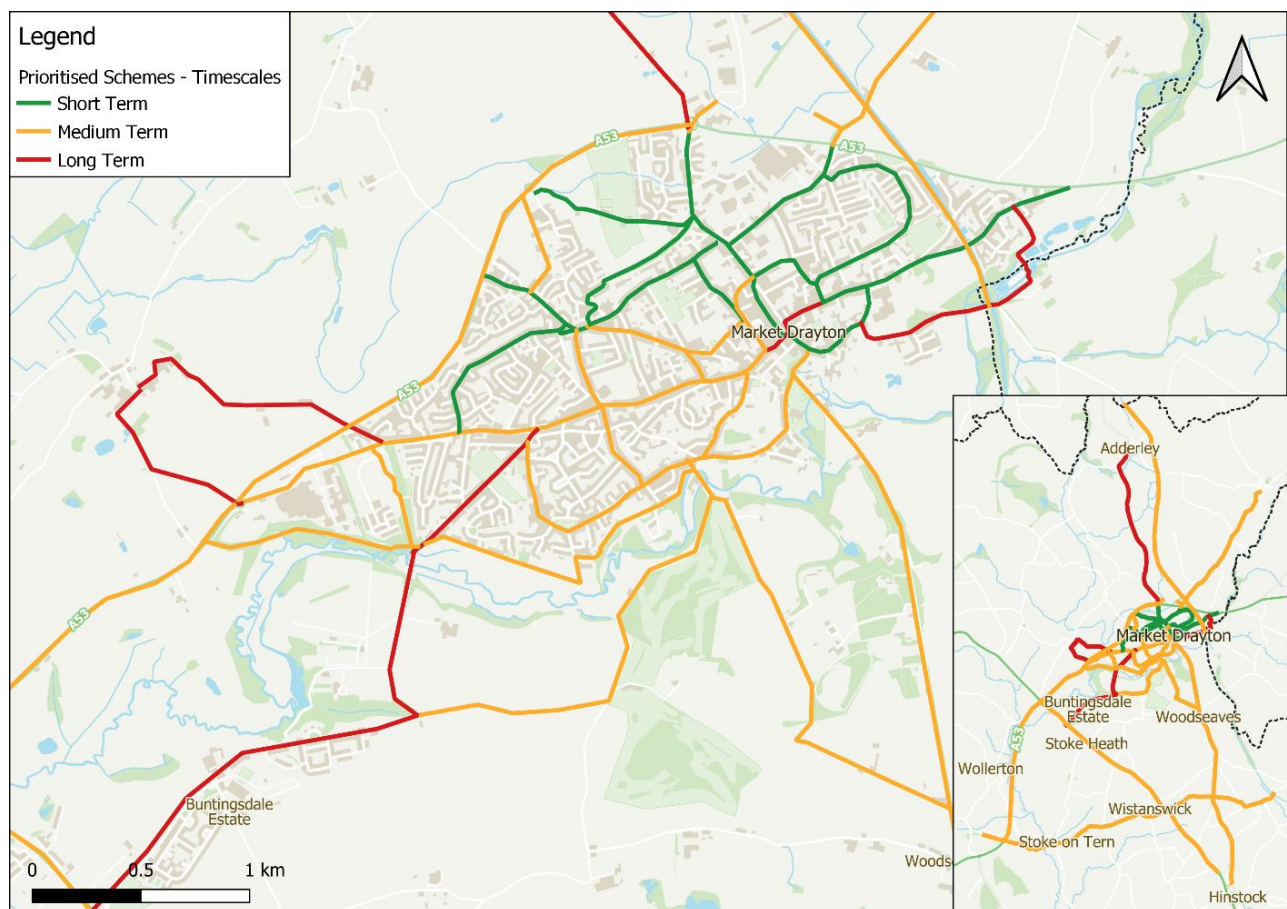


Figure 5-2: Prioritised Schemes in Market Drayton

6 Appendix: Full Prioritisation Results

Scheme Name	Description	Zero Carbon	Healthier	Mode Shift	Inclusive	Sustainable Growth	Objective Total	Deliverability	Total Score	Rank	Time Scale
MD.05	East-west route from central Market Drayton connecting to the industrial park (D2), along Maer Lane	5.25	6.5	8	9	6	35	26	61	20	Short
MD.04	Western access towards the Town Centre (D1) through the western (O5) and central (O4) residential areas, along Bridge Road, Longslow Road and Prospect Road	7.5	6.5	8	7.5	6.75	36	24	60	24	Short
MD.14	Route along Great Hales Street and the High Street, providing a bypass of Stafford Street	6	6	8	9	6	35	24	59	38	Short
MD.29	Route through eastern residential area (O2) along Rowan Road	6	6	6	9	6	33	26	59	38	Short
MD.41	Frogmore Road connecting the town centre (D1) to Prospect Road	7.5	5.5	7	7.5	5.25	33	26	59	43	Short
MD.17	Route along A529 (Smithfield Road) acting as a bypass of the town centre	5.25	7	9	9	6	36	22	58	51	Short
MD.40	Dis-used Railway Corridor, parallel to Prospect Road (Greenfields Lane to The Paddock)	6.75	6.5	8	8.25	6.75	36	22	58	51	Short
MD.10	Route through the centre of Market Drayton from the Town Centre (D1) to the north, along Cheshire Street and Adderley Road	6.75	6.5	9	7.5	6	36	22	58	63	Short
MD.21	Route through the western residential area (O5) along Farcroft Drive	7.5	5.5	4	8.25	6	31	26	57	75	Short
MD.03	Route along Newcastle Road and Stafford Street from the east into the town centre (D1)	5.25	6.5	8	9	6	35	22	57	87	Short
MD.18	Route through the northern residential area (O3) along Greenfields Lane and PROW connecting to Blandford Way	7.5	6	7	6.75	7.5	35	22	57	87	Short
MD.02	Route through central Market Drayton (D1)	6	5	9	9	6	35	20	55	133	Long
MD.15	Local route through the central residential area (O4)	6.75	6.5	5	7.5	5.25	31	24	55	133	Medium

Scheme Name	Description	Zero Carbon	Healthier	Mode Shift	Inclusive	Sustainable Growth	Objective Total	Deliverability	Total Score	Rank	Time Scale
MD.39	Route along Shrewsbury Road between Alexandra Road and Shropshire Street	6	6	9	8.25	5.25	35	20	55	151	Medium
MD.16	Route through the central residential area (O4) connecting into Market Drayton Infant and Nursery School, along Clive Road, Longslow Road and Manor Gardens	5.25	7	7	7.5	5.25	32	22	54	163	Medium
MD.25	Connection between Norton in Hales (O9) and Market Drayton along Maer Lane	6.75	5	4	6.75	5.25	28	26	54	172	Medium
MD.37	Canal towpath through Market Drayton	6.75	5	4	6.75	5.25	28	26	54	172	Medium
MD.44	Route along Frogmore Road between Shropshire Street and Cheshire Street, provides an alternative route around the town centre	4.5	6.5	9	8.25	5.25	34	20	54	178	Medium
MD.11	Route through the southern residential area (O1) along Christ Church Lane, Quarry Bank Road, Salisbury Hill View, Dalelands Estate, Walkmill Road and Newtown	7.5	5.5	8	6.75	6.75	35	18	53	202	Medium
MD.01	Route along Shrewsbury Road between the A53 and Alexandra Road	8.25	5	6	8.25	6.75	34	18	52	211	Medium
MD.32	Route along Alexandra Road connecting to Market Drayton Junior School (O4/O5)	6	6	4	8.25	5.25	30	22	52	224	Medium
MD.33	Route along Kilnbank Road connecting Walkmill Road to Shrewsbury Road (O1)	6.75	6	6	6	4.5	29	22	51	229	Medium
MD.19	Connection into the future development site (Sych Farm, D3) along Western Way from the A53 roundabout	6.75	5.5	4	6.75	6	29	22	51	235	Medium
MD.31	Link along Dalelands Estate connecting Salisbury Hill View and Shrewsbury Road (O1)	6	5.5	4	8.25	5.25	29	22	51	235	Medium
MD.35	Route connecting Shrewsbury Road to the River path, along pathway running to the eastern side of the business park (D4)	8.25	5.5	3	6	6	29	22	51	241	Medium

Scheme Name	Description	Zero Carbon	Healthier	Mode Shift	Inclusive	Sustainable Growth	Objective Total	Deliverability	Total Score	Rank	Time Scale
MD.20	Eastern access into the future development site (D3)	6.75	4.5	4	5.25	5.25	26	24	50	261	Medium
MD.38	Canal towpath, north of Market Drayton	7.5	4	3	4.5	4.5	24	26	50	266	Medium
MD.43	PROW along Rush Lane between the A53 and Longslow Road	6.75	5	4	6	5.25	27	20	47	317	Medium
MD.30	Connecting western settlements to D2/D3 avoiding having to go through the town centre	6	6.5	5	6	6	30	16	46	341	Medium
MD.12	Link from Shrewsbury Road to the country route the RAF Base (MD.07) along Buntingsdale Road	8.25	5	4	5.25	6	29	16	45	355	Long
MD.45	Route from the Station Road/A53 junction to the Shropshire Union Canal by the Wharf Tavern via Stoke on Tern, Heathcote, Wistanswick and Lightwoods	7.5	5	3	4.5	3.75	24	20	44	360	Medium
MD.34	Route along the PROW Bottom Lane running to the south of Market Drayton	8.25	4.5	4	5.25	4.5	27	16	43	368	Medium
MD.06	Alternative route from Market Drayton to the RAF base along PROWs, alternative to MD.07	6.75	4	4	5.25	3.75	24	18	42	376	Medium
MD.13	Route around the south-eastern part of Market Drayton along Berrisford Road, connecting to the Grove School	6.75	5	4	6	3.75	26	16	42	378	Long
MD.36	Connection along PROWs along the river between the A53 and Buntingsdale Road (O1)	8.25	4	3	5.25	4.5	25	16	41	381	Medium
MD.08	Connection between Longford (O8) and Market Drayton along Longford Road	7.5	4.5	3	5.25	4.5	25	16	41	383	Long
MD.28	Connection between Adderley (O10) and Market Drayton along A529 Aldereley Road	6	5	5	6.75	6	29	12	41	383	Long
MD.07	Route between Market Drayton and the RAF base (D5) along Mortimer Road and PROWs	6	4.5	4	6	6	27	14	41	385	Long
MD.24	Connection into Market Drayton from the south-west along the A53 Shrewsbury Road	6	4.5	4	5.25	4.5	24	16	40	388	Medium

Scheme Name	Description	Zero Carbon	Healthier	Mode Shift	Inclusive	Sustainable Growth	Objective Total	Deliverability	Total Score	Rank	Time Scale
MD.42	Provision of a route south from Market Drayton along Sandy Lane and PROWs	6	4.5	3	3.75	3	20	20	40	388	Medium
MD.23	Link from the RAF base (D5) to the A53 providing a connection to Market Drayton along A41	4.5	5	3	5.25	6	24	16	40	392	Medium
MD.09	Connection between Longford (O8) and the Tern Valley Business park (D4) along rural road and PROW	6.75	4	3	5.25	4.5	24	16	40	394	Long
MD.26	Connection between Hinstock (O7) and the RAF base (D5) along A41	4.5	5	3	3.75	5.25	22	18	40	394	Medium
MD.22	Connection between Hodnet (O6) and Market Drayton along the A53	6.75	5.5	4	6	4.5	27	12	39	398	Medium
MD.27	Connection between Hinstock (O7) and Market Drayton along A529 Newport Road	6	5.5	7	4.5	3.75	27	12	39	398	Medium

Table 6-1: Full Prioritisation Results for Market Drayton

7 References

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