

Shropshire Cycling and Walking Plan

Appendix: Whitchurch



Shropshire
Council

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Prepared by:

Chloe Bates MSci (Hons) Senior Transport Consultant (City Science)

Felicia Baily BEng MSc (Hons) Transport Consultant (City Science)

Approved by:

Simon Lusby CTPP BSc MET Technical Director (City Science)

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1 Introduction

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

1.1 Whitchurch Context & Study Area

Whitchurch is the northernmost market town in Shropshire and lies near the border with Cheshire and Wales. The town dates to Roman times and it is the oldest continuously inhabited town in Shropshire.

1.1.1 Population

The population of Whitchurch is 9,710 (ONS, 2015). Whitchurch’s population is 49.3% male and 50.7% female. There is a younger age profile in Whitchurch compared to the wider county, with 19% of people aged over 65 compared to 21% of people in Shropshire as a whole. The working age breakdown is very similar to that of the wider county (62%), at a regional level (61.7%) and nationally (62.5%) (Figure 1-1).

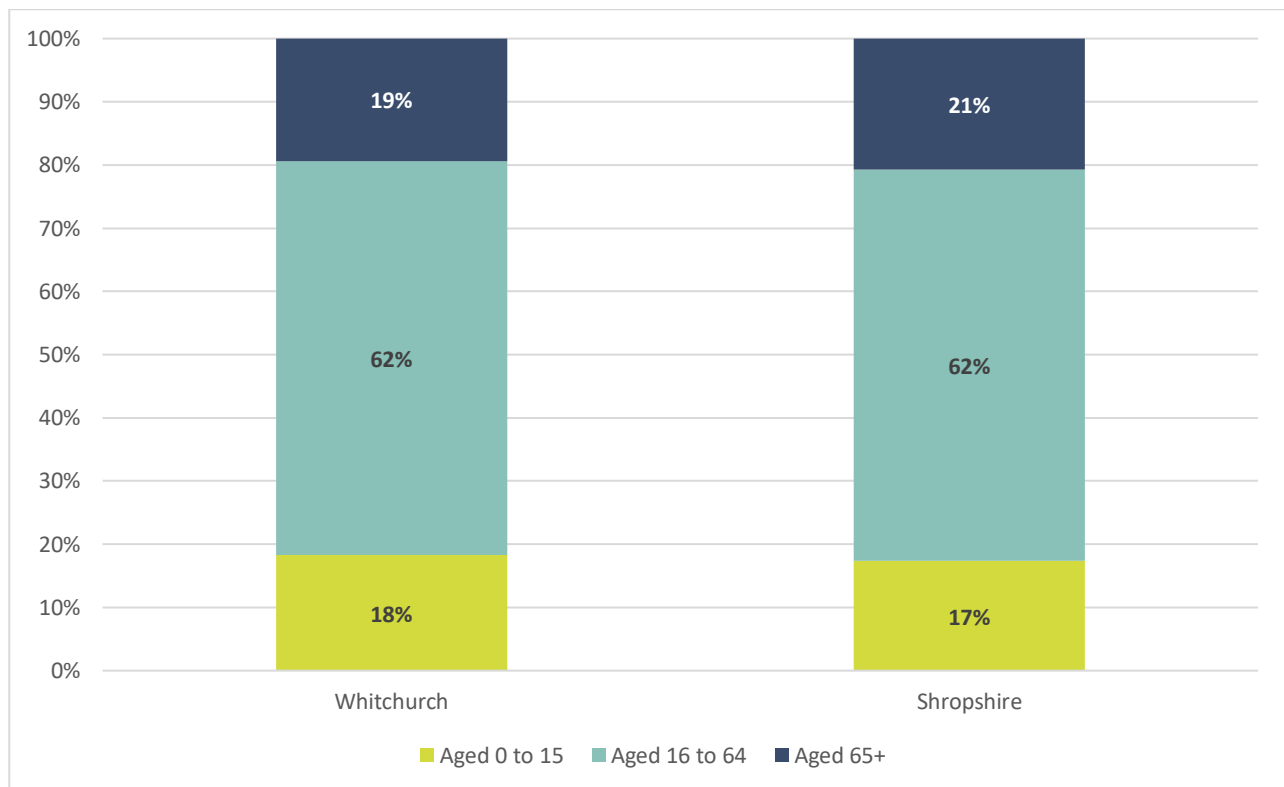


Figure 1-1: Demographic Profile of Whitchurch Compared to Shropshire

1.1.2 Population Density

The majority of the town and surrounding area has relatively low population density, with higher density being recorded in pockets around the town centre (see Figure 1-2).

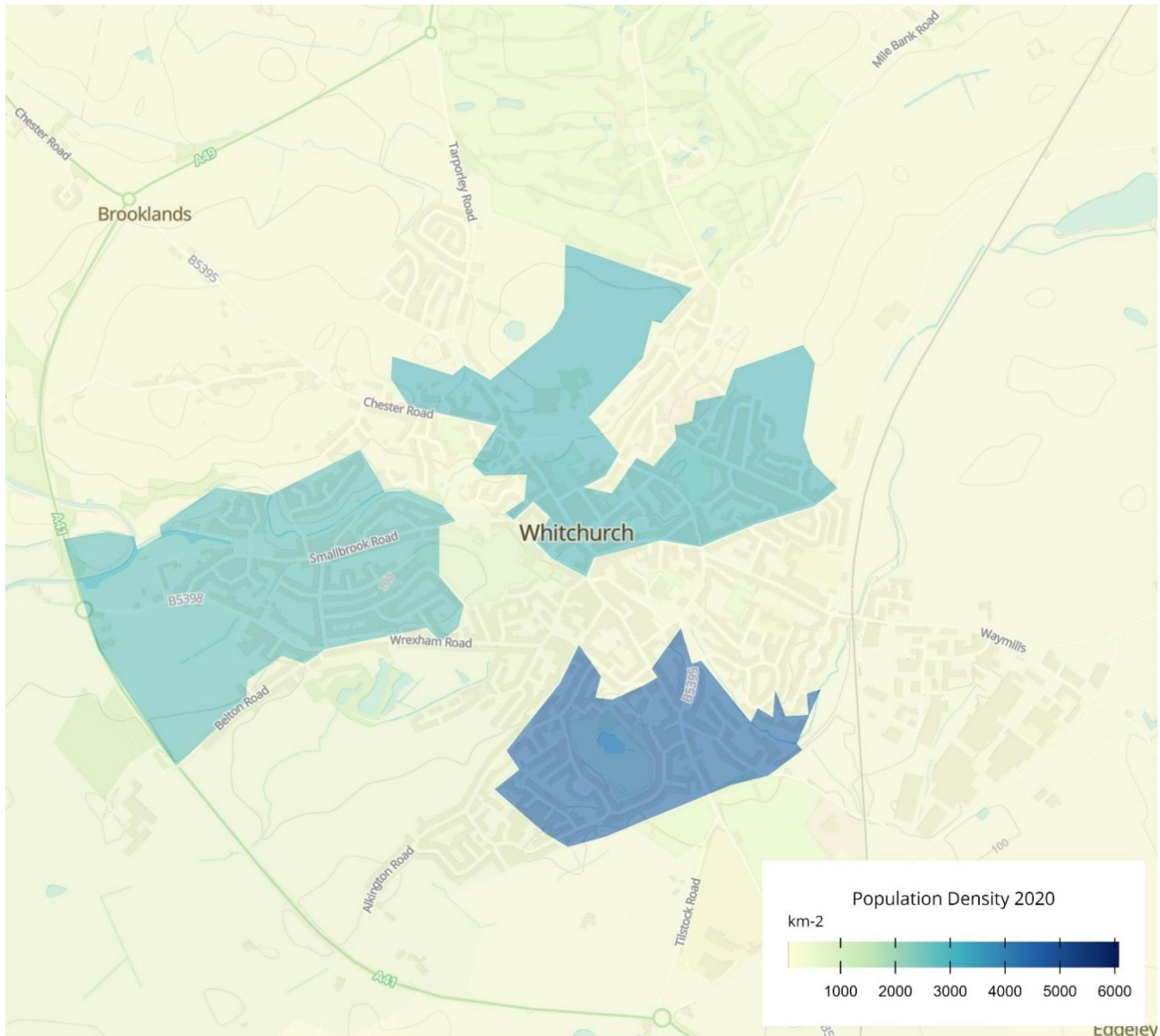


Figure 1-2: Population Density around Whitchurch

1.1.3 Deprivation

Deprivation within Whitchurch is relatively low, with areas to the north of the town having the highest deprivation in the area. Figure 1-3 indicates that the areas of highest deprivation are located predominantly on the outskirts of the town to the north.

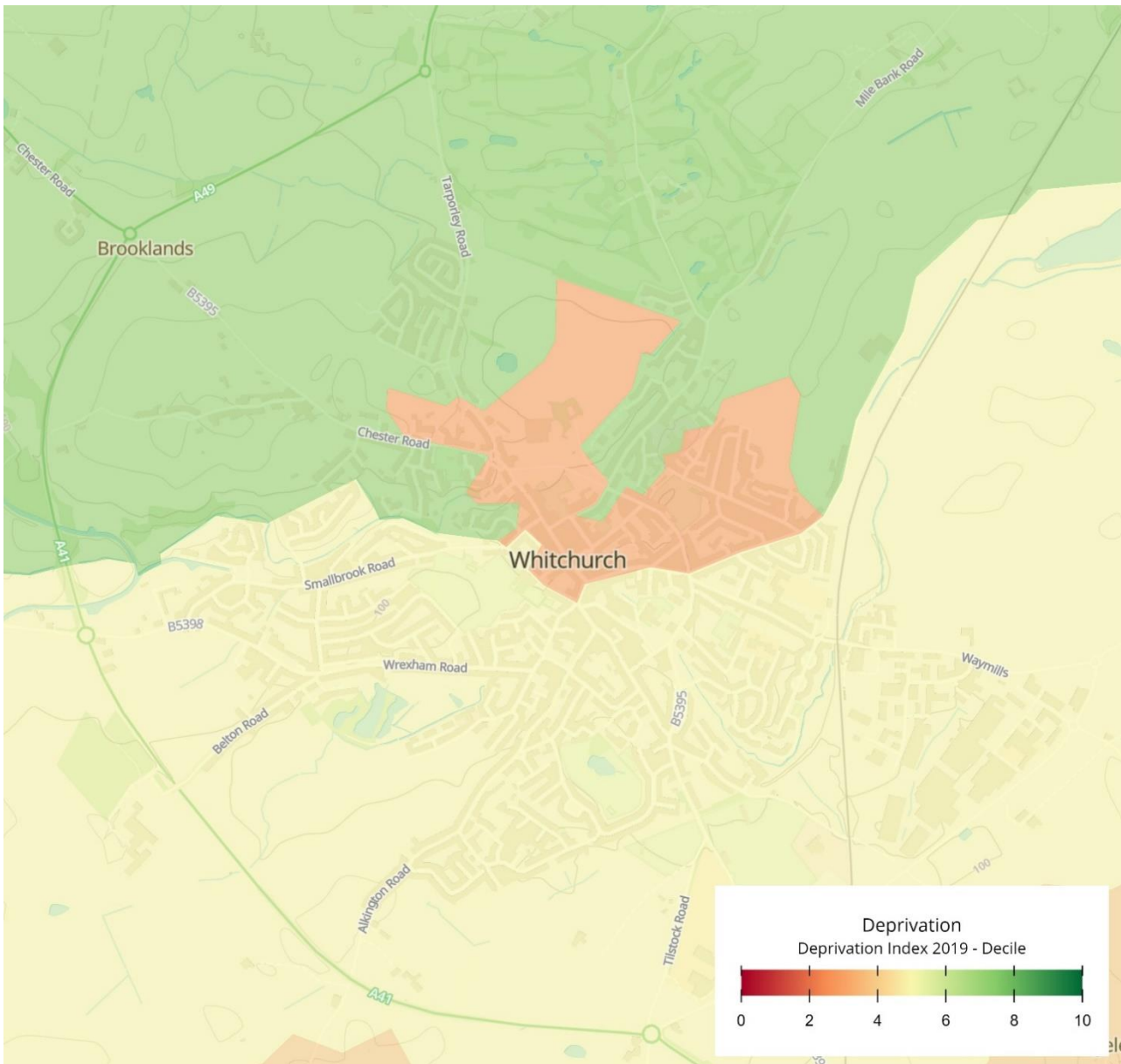


Figure 1-3: Deprivation Indices around Whitchurch

1.1.4 Mode Share – Travel to Work

The mode share for commuting (Nomis, 2011) shows that less people work from home in Whitchurch (5%) when compared to Shropshire as a whole (8%) which could potentially explain the slightly higher usage of private mobility (67% compared to 66%). Data indicates a higher mode share for walking to work (18%) compared to the county average (13%) (Figure 1-4), likely reflecting the compact walkable nature of Whitchurch.

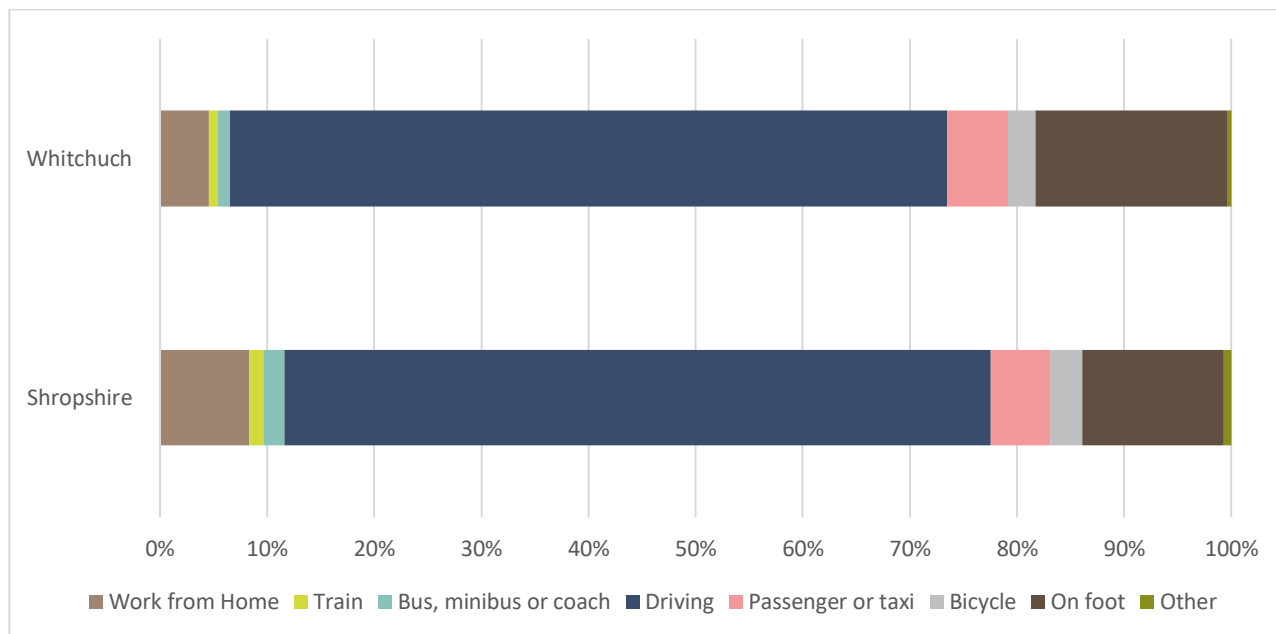


Figure 1-4: Commuting Mode Share in Whitchurch Compared to Shropshire

More than a quarter (29%) of Whitchurch residents’ commutes are under 2km, 33% are under 5km and 10% are between 5-10km (Figure 1-5). This indicates that there is potential for modal shift to active modes for nearly half of all commuting journeys.

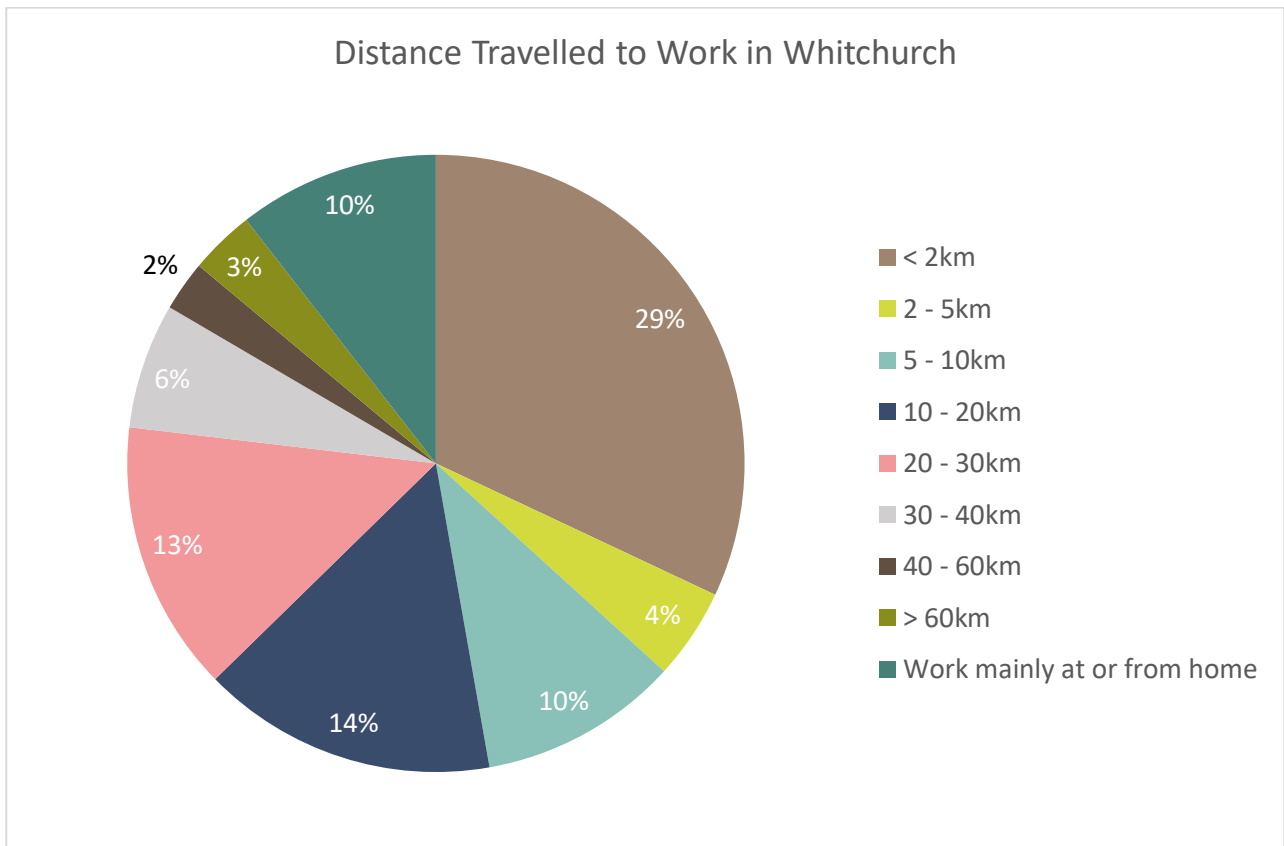


Figure 1-5: Commuting Distances in Whitchurch

1.1.5 Topography

Whitchurch’s town centre is quite hilly however its surrounding area is relatively flat compared to the rest of the county. This means that hilliness could be an impediment to people in the area walking and cycling in the town centre but it should not cause issues when connecting to the wider area.

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 Whitchurch 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 its surrounding area. The area this covers is shown in Figure 1-6. Note areas outside of the Shropshire boundary have not been considered in detail as part of this study.

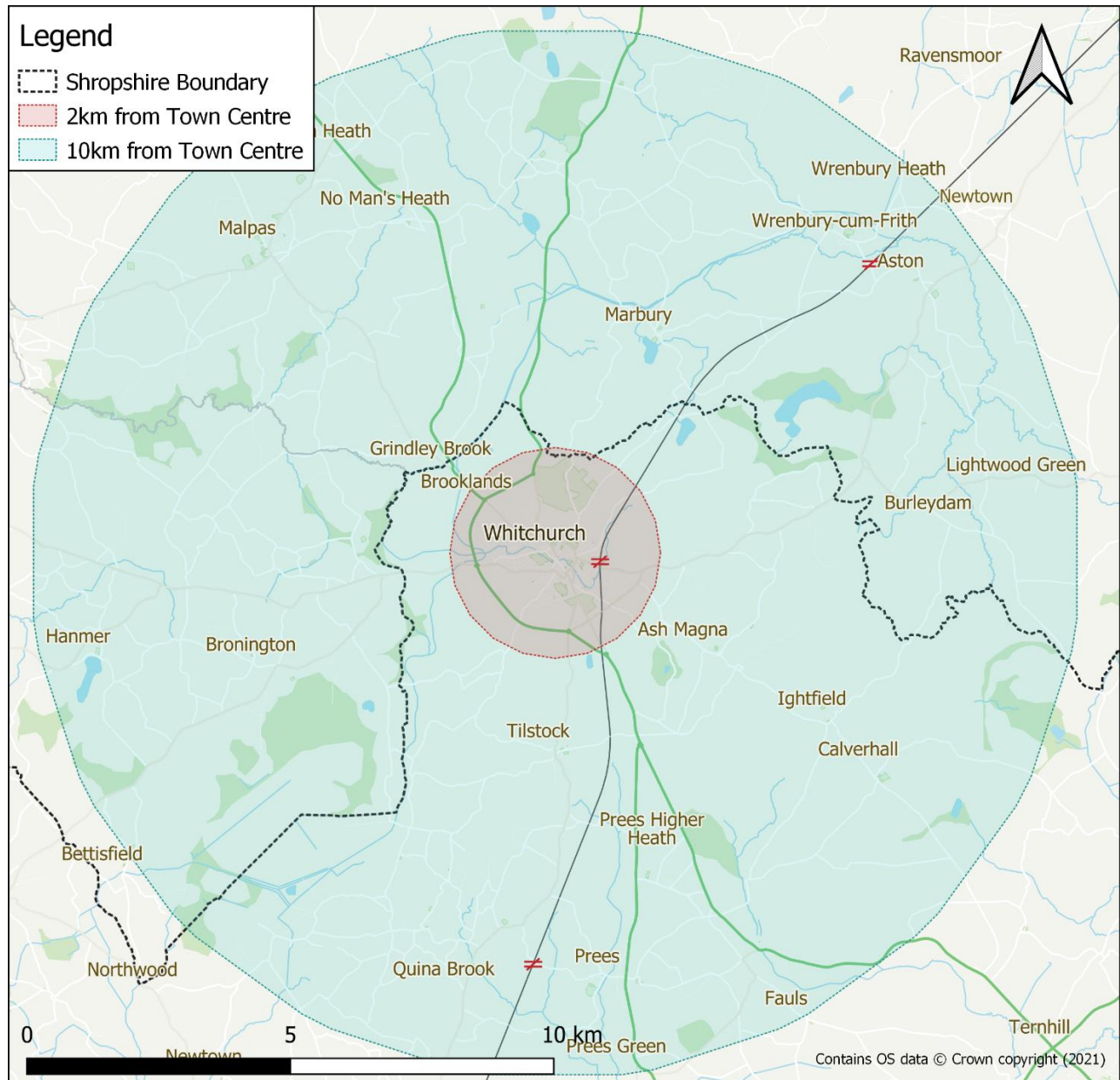


Figure 1-6: Study area for Whitchurch

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 mentioned 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 LCWIP report for more detail).

As part of the Evidence Gathering stage (Stage 2), a survey was circulated to key stakeholder groups in Whitchurch (see Table 2-2 for the full list of stakeholder groups contacted) to capture their views on network-wide opportunities and constraints for active travel. Table 2-1 shows some of the feedback that was collected on the current walking and cycling provision in and around Whitchurch. 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 is to use and navigate to access key day-to-day destinations)	3.3
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)	2.8
Attractive (to what extent are routes enjoyable to use and spend time in e.g. adjacent to nature)	3.3

Table 2-1: Survey results on the current state of the walking and cycling networks in and around Whitchurch

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 Whitchurch to gain a better understanding of the area and to identify key barriers to walking and cycling. The local workshop (which was held on 4th 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 Whitchurch
- Seek feedback on the identification of the 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 Whitchurch.

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 Whitchurch. The feedback received helped further refine the route proposals prior to undertaking the prioritisation process (see Chapter 5).

Stakeholder Group Contacted During Stakeholder Engagement
British Horse Society
Canal & River Trust
NHS Trust
Shropshire Climate Action Partnership
Shropshire Council (Officer)
Sustainable Transport Shropshire
Sustrans
Ward Councillor - Prees
Ward Councillor - Wem
Wem Area Climate Forum
Wem Civic Society
Wem Climate Forum
Wem Town Councillor
Whitchurch Mayor
Whitchurch North Ward Councillor
Whitchurch South Ward Councillor
Whitchurch Town Council - Clerk
Whitchurch Town Council - Councillor
Wrexham Council (Officer)

Table 2-2: Stakeholder groups contacted through Whitchurch Stakeholder Engagement activities

3 Network Planning for Cycling

3.1 Existing Cycling Network

Whitchurch's current cycle infrastructure is disjointed, with no comprehensive routes through the town (see Figure 3-1). There is an almost complete route through the town however this has missing sections which need addressing to create a safe, inclusive route.

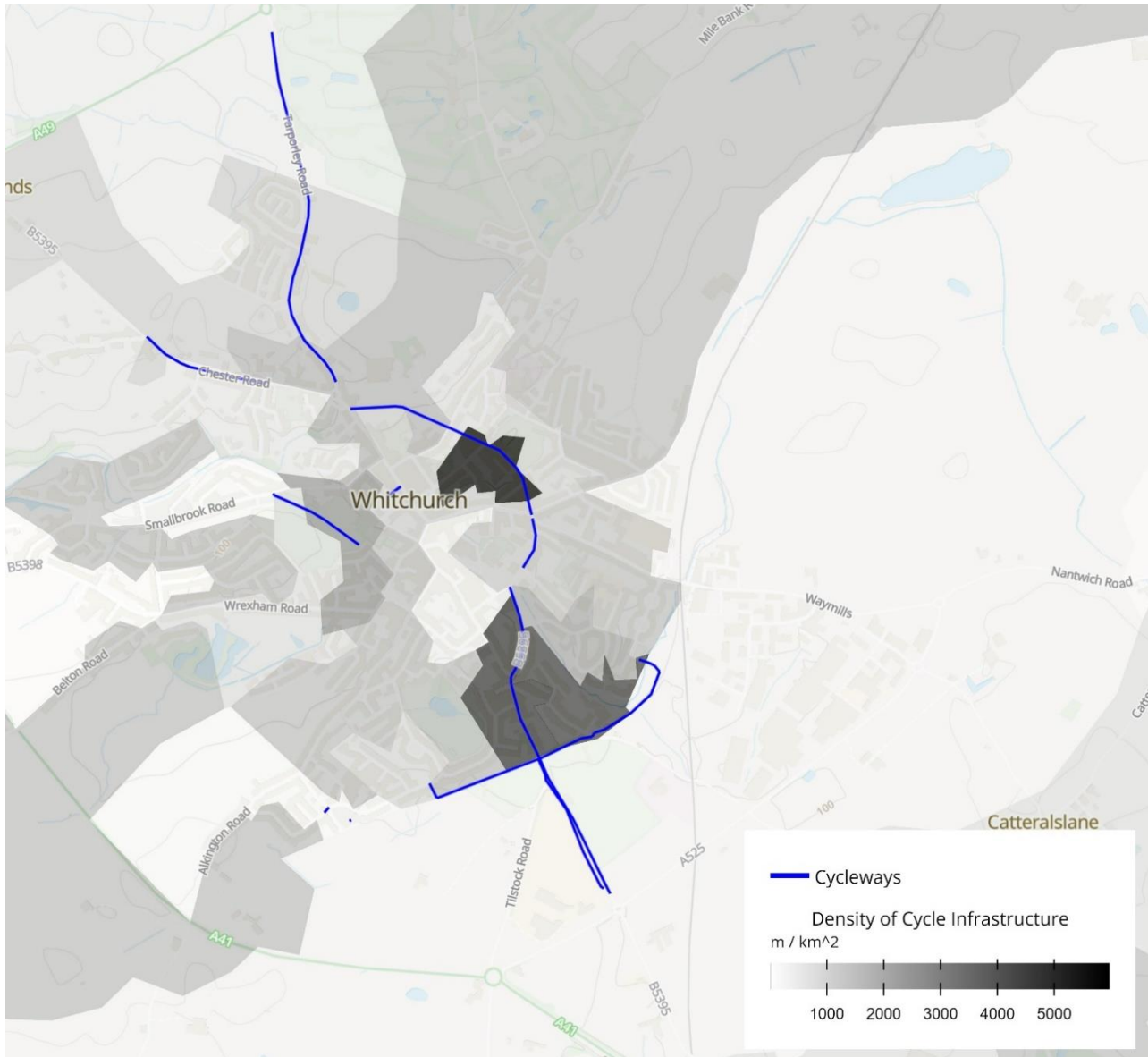


Figure 3-1: Cycle infrastructure around Whitchurch

In order to identify routes and close the existing gaps, a network of preferred routes has been defined for Whitchurch 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)
- 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, 13 key origin areas have been identified around Whitchurch, 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, six key trip destination areas have been identified within Whitchurch 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 an on-site audit.

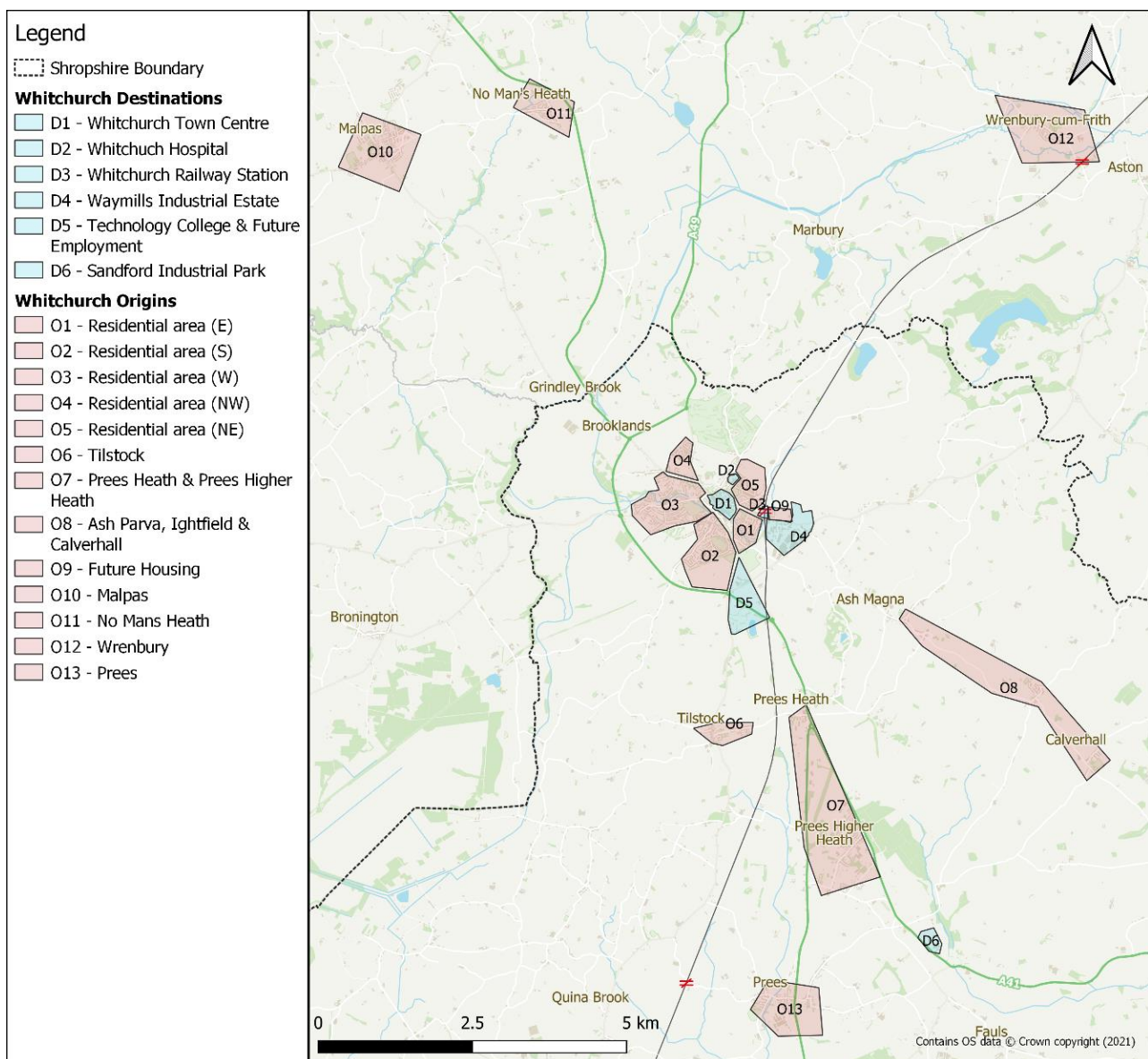


Figure 3-2: Trip Origins and Destinations around Whitchurch

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 Whitchurch’s residential areas are within a 10-minute cycle of the town centre
- Two railway stations are within a 30-minute cycle; Whitchurch is around 5-minutes, Prees is around 30-minutes of the town centre
- Multiple surrounding villages are within the 30-minute cycle boundary including Prees Heath, Redbrook and Prees of the town centre
- The area to the south-east of the town has less cycling accessibility as the cycling catchment doesn’t reach as far in that direction as it does in others

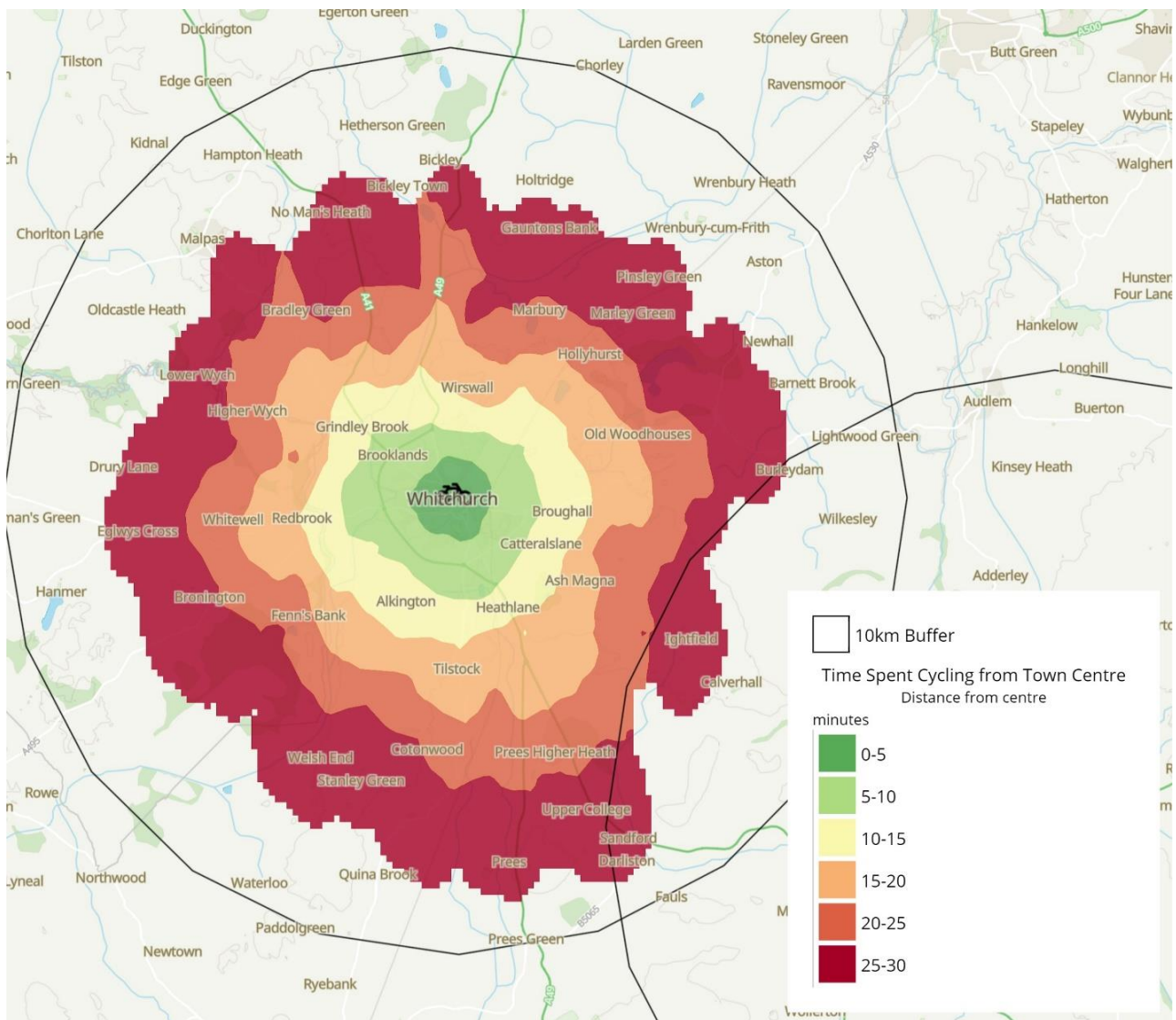


Figure 3-3: Cycling Catchment Map from Whitchurch Town Centre

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 identified. These desire lines, informed by an evidence base (see 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 Whitchurch 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 the north
- Cross town desire lines link up outer residential and employment areas
- Long-distance desire lines from surrounding villages

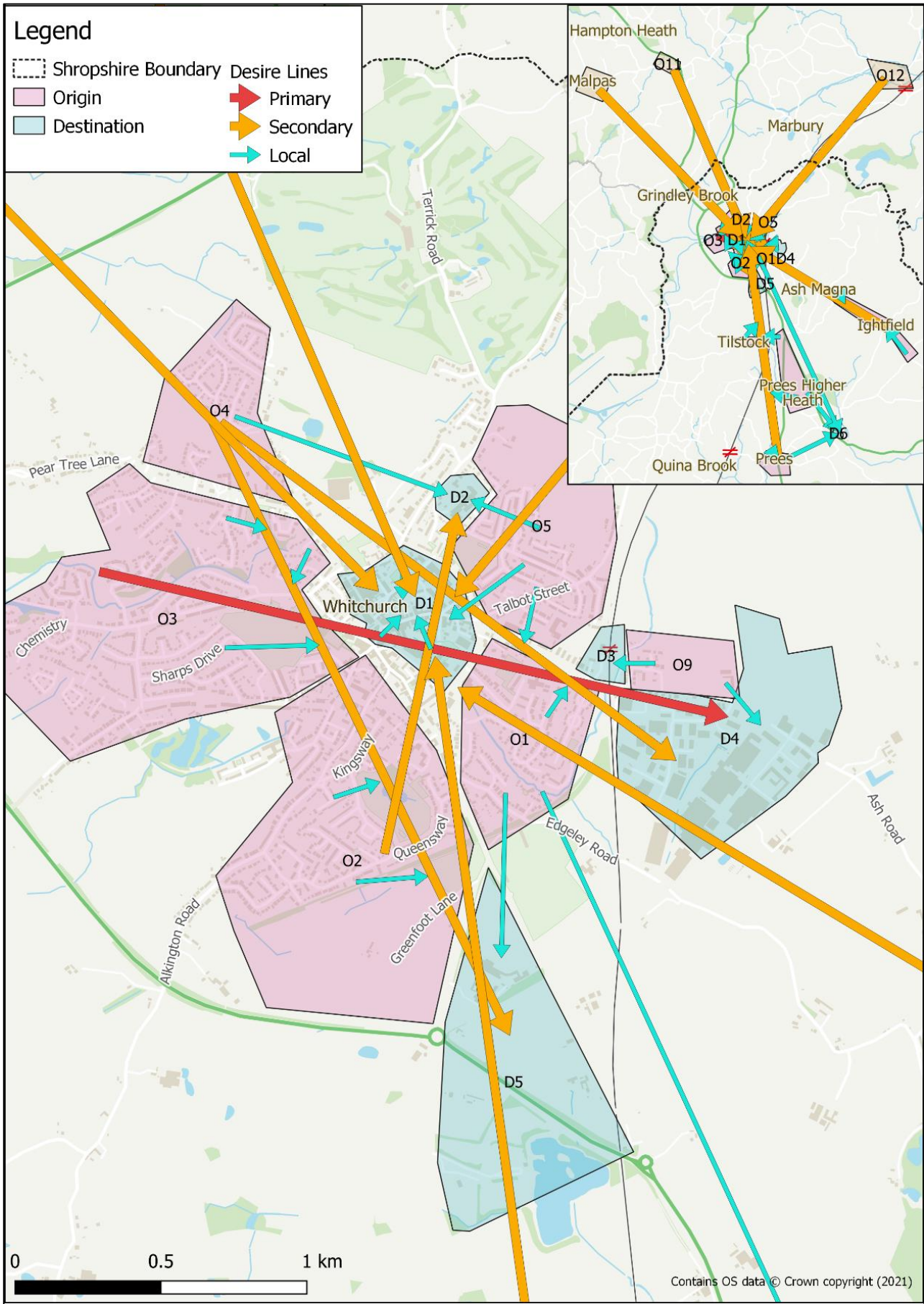


Figure 3-4: Cycle Desire Lines

3.2 Stakeholder Engagement

Alongside the desire line analysis, the route selection process has also been informed by suggestions from people cycling in the study area to reflect the opportunities and current challenges of cycling around Whitchurch. 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, with evidence-backed suggestions being included in the network.

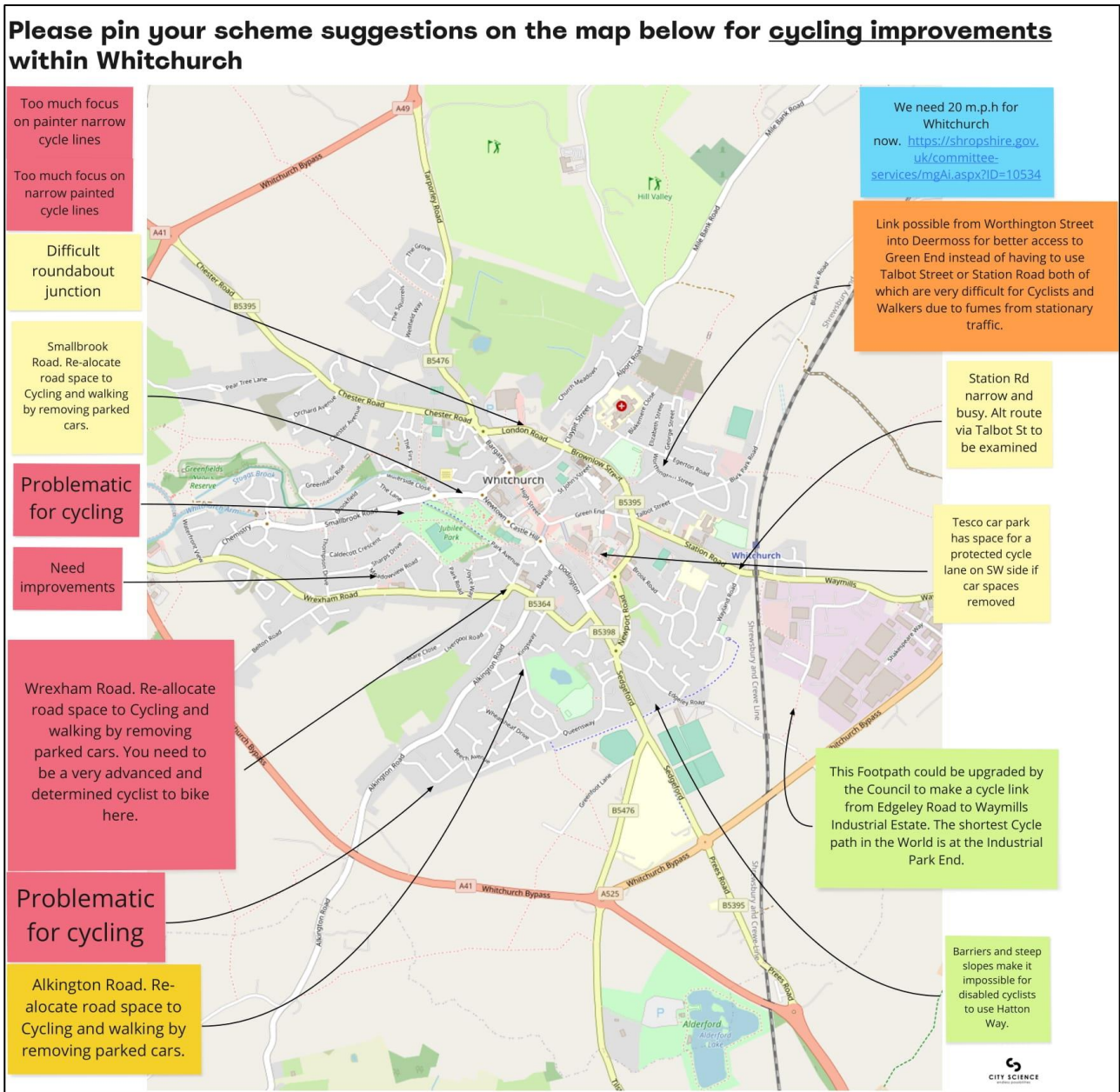


Figure 3-5: Stakeholder scheme suggestions in wider Whitchurch, snapshot taken from Miroboard

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 3.4), 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.

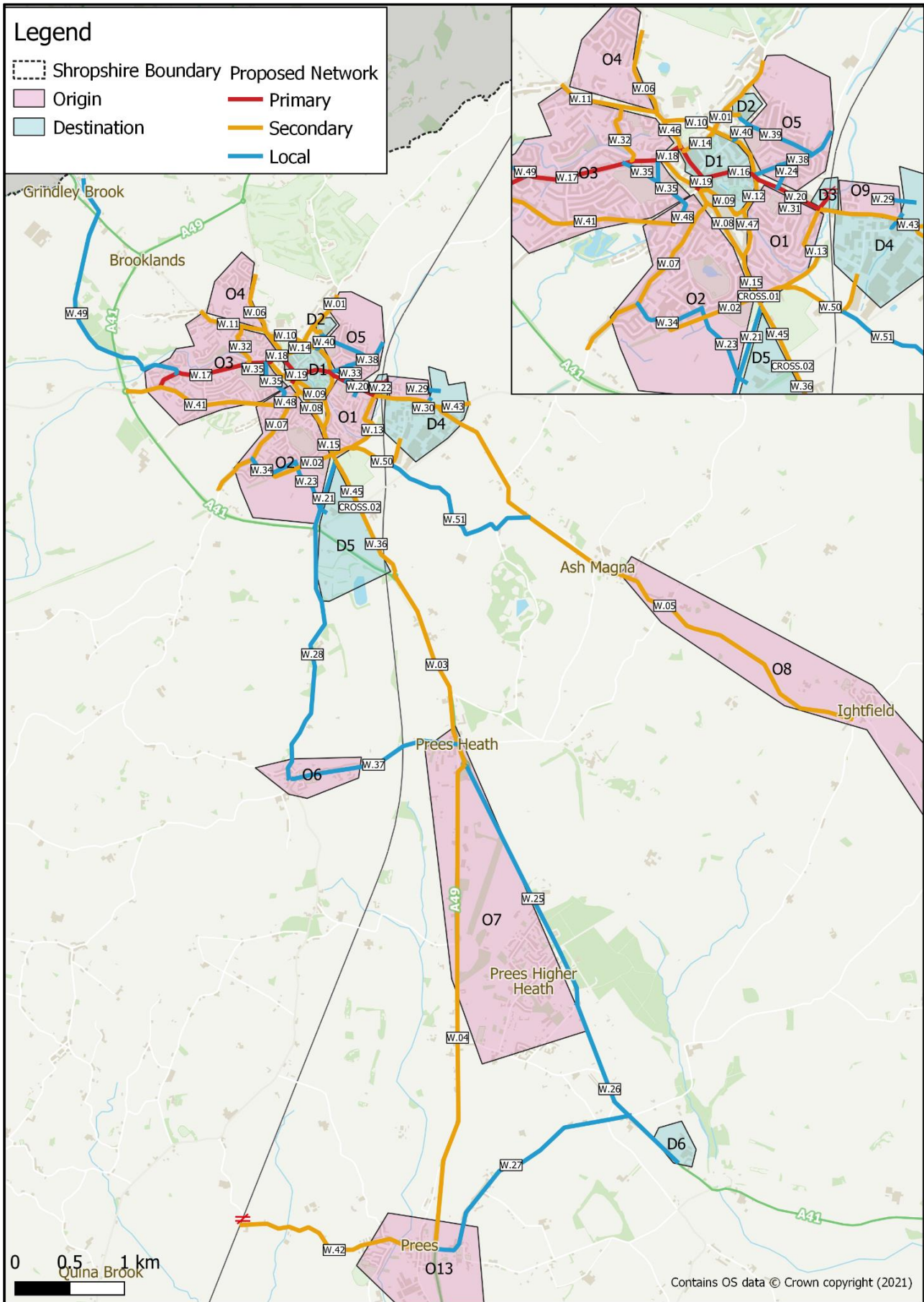


Figure 3-6: Proposed routes in the Whitchurch Study Area

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

3.4.1 Primary

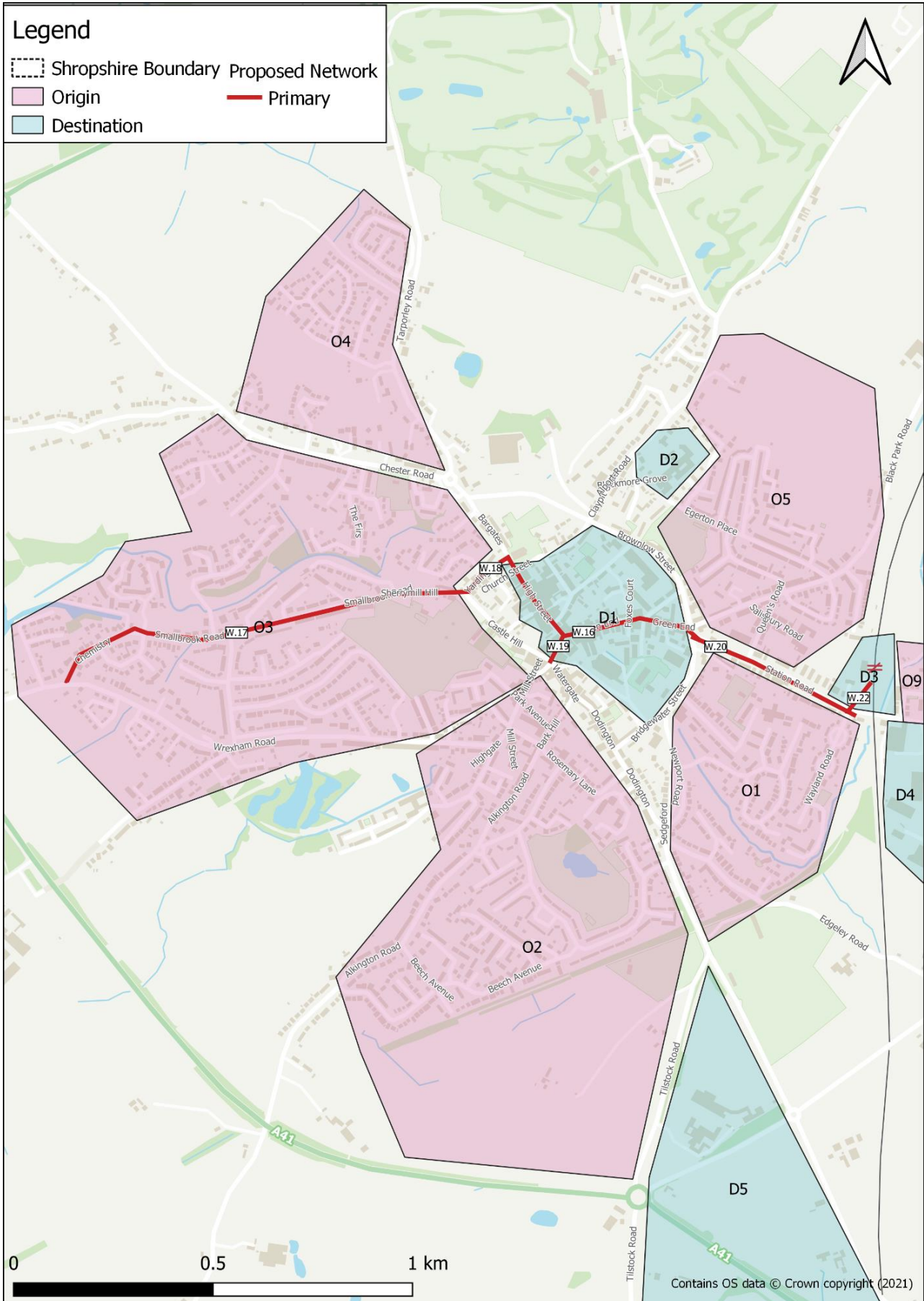


Figure 3-7: Whitchurch Proposed Network Plan; Schemes Following a Primary Desire Line

Scheme	Description	Recommendation
W.16	Route connecting the town centre (D1) to Station Road along Green End	Consider closure to traffic, or as a minimum, contra flow cycle lanes
W.17	Route connecting the western residential area (O3) to Newtown/Castlehill along Smallbrook Road/Sherrmill Hill	Investigate the provision of segregated cycle lanes and no parking on one side of Smallbrook Road
W.18	Route along Yardington in the town centre	Investigate the provision of segregated cycle lanes and double yellow lines (no parking)
W.19	Route along The Bullring, a pedestrianised street	Improve integration with active travel network and improve urban form
W.20	Route along Station Road from the railway station to the Bridgewater Street/Brownlow Street junction	Limited width for cycle provision, without removing parking. Consider widening footway on one side into shared path to station.
W.22	Access into the railway station	Reduce width of vehicle access to the railway station to improve the pedestrian environment. Widen footway. Add crossing outside station
CROSS.05	Junction at Bridgewater Street/ Green End/ Station Road/ Talbot Street	Enhance crossing and provide more space for cyclists

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

3.4.2 Secondary

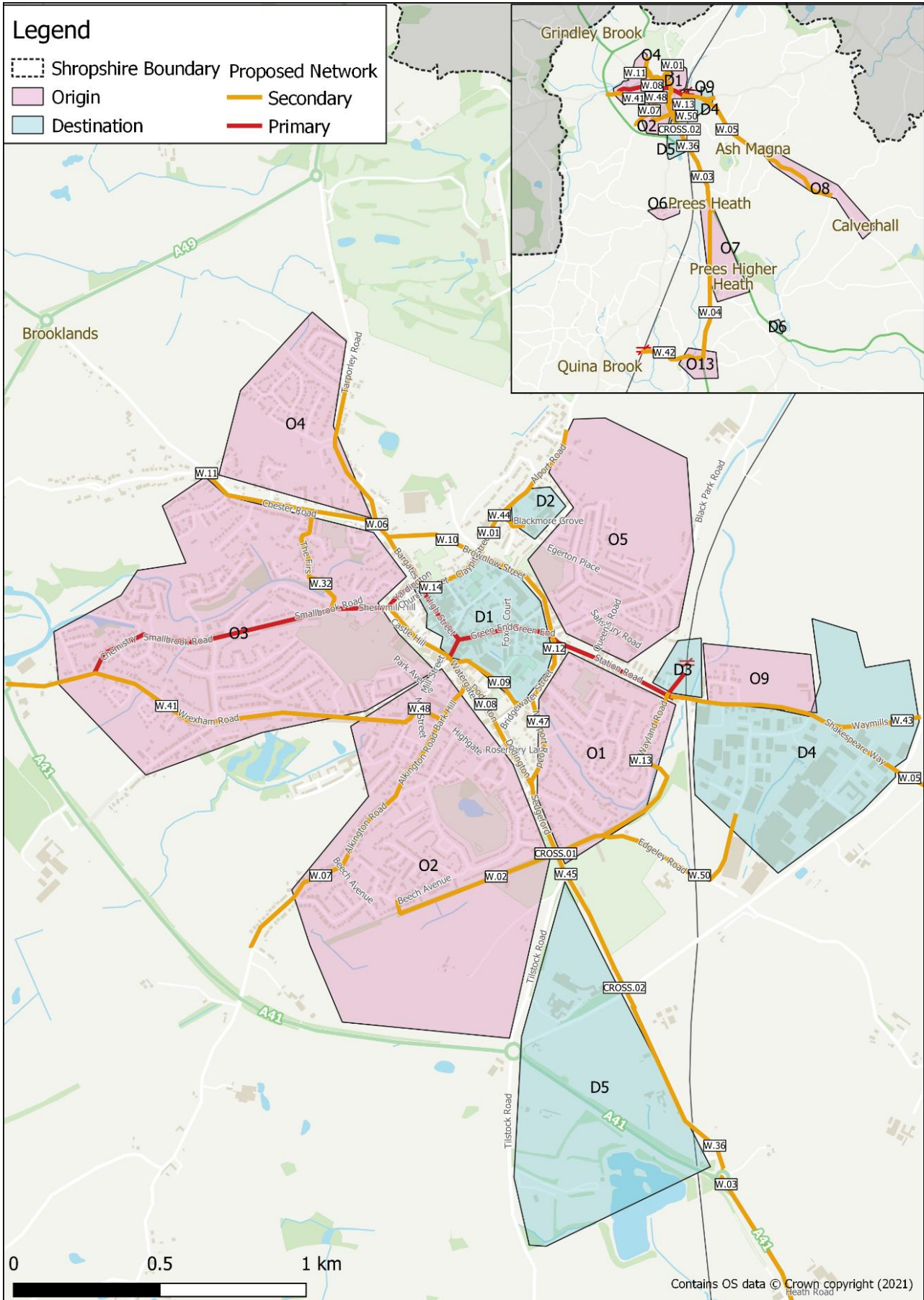


Figure 3-8: Whitchurch Proposed Network Plan; Schemes Following a Secondary Desire Line

Scheme	Description	Recommendation
W.01	Route along Claypit Street and Alport Road	Consider widening the footway on one side for shared path and provision of double yellow lines down one side of road
W.02	Connection from Waymills Industrial Estate (D4) to the southern residential area (O2) using the existing PROW	Upgrade the existing off-road path, ensuring no user loses their right of access (e.g. equestrians) by surfacing, trimming foliage and providing signage Provide crossing of A525
W.03	Route connecting Whitchurch town centre to Prees Heath along Heath Road	Widen existing footway on Heath Road to shared path
W.04	Route connecting Prees Heath to Prees along Whitchurch Road (A49)	Investigate provision of an off-road shared path
W.05	Route connecting the villages of Ash Magna, Ash Parva, Ightfield and Calverhall (O8) to the Whitchurch railway station along Ash Road	Investigate provision of an off-road shared path
W.06	Route connecting the north-western residential area (O4) to the Chester Road (B5395)/Tarpoley Road/Bargates roundabout along Tarpoley Road	Investigate improvements to existing cycle lanes by bringing up to LTN 1/20 standards
W.07	Route connecting the southern residential area (O2) to Dodlington along Alkington Road and Barkill	Investigate widening footway for shared path on one side and/or provision of double yellow lines on one side
W.08	Route connecting the western residential area (O3) to Sir John Talbot's School and future development site (D5) along the B5395 (Dodlington and Sedgeford)	Investigate provision of segregated cycle lanes
W.09	Route through the town centre via the bus station and Tesco	Develop safe route through car parks, including reducing vehicular circulation and access points
W.10	Bypass around the town centre along London Road & Brownlow Street	Investigate improvements to existing cycle lanes and crossing provision of London Road as well as side roads
W.11	Route along Chester Road between Pear Tree Lane and Bargates roundabout connecting western residential area (O3) to the town centre	Investigate widening of existing cycle lanes to be LTN 1/20 compliant and extend them east to reach the roundabout
W.12	Route along Bridgewater Street connecting into the town centre (D1)	Investigate improvements to existing cycle lanes including widening of shared path to bring up to LTN 1/20 standards. Improve footway continuity across access roads (e.g. Lidl) and review crossing provision of main carriageway
W.13	Route along existing pathways/PROW, Hatton Way and Wayland Road, connecting southern residential areas (O1 and O2) to the railway station (D3)	Upgrade pathways to provide space for cyclists and improve signage to the railway station
W.14	Route along Church Street and Claypit Street connecting London Road/Brownlow Street to the High Street	Investigate provision of a contra flow cycle lane

Scheme	Description	Recommendation
W.15	Route along Sedgeford (B5395) between Newport Road and B5476	Investigate widening of existing cycle lanes and other improvements required to bring these up to LTN 1/20 standard
W.32	North-south connection through the western residential area (O3) along The Firs and existing pathway	Upgrade existing path to a fully paved and lit route
W.37	Connection between Tilstock (O6) and Prees Heath (O7) along Tilstock Lane	Investigate provision of an parallel off-road shared path
W.41	Route along Wrexham Road providing connection from the west (O3) towards the town centre	Investigate provision of light segregated cycle lanes
W.42	Connection between Prees (O13) and Prees station along Station Road	Investigate provision of a parallel route or off-road path for active travel to Prees Station
W.43	Route along Waymills between the railway station and A525 roundabout, provides connection into future development site (D4)	Investigate provision of segregated cycle lanes or shared path
W.44	Access into the hospital site from Claypit Street	Investigate provision of segregated cycle lanes or shared path
W.45	Connection along Sedgeford from B5476 junction to the A525 roundabout	Extend shared path north to connect with W.02
W.46	Route along Bargates from High Street roundabout to the Chester Road roundabout	Investigate provision of segregated cycle lanes or widening of footway to create a shared path
W.47	Route along Newport Road connecting eastern residential area (O1) to the town centre	Investigate converting existing on road cycle lanes to a segregated cycle path
W.50	Route between residential area (O1) and Waymills Industrial Estate (D4) along Edgeley Road and existing PROW	Investigate improvements to pathway and improved signage
CROSS.01	Crossing of Sedgeford along existing PROW and proposed scheme W.02	Improve crossing
CROSS.02	Crossing of Whitchurch Bypass along Sedgeford	Improve crossing
CROSS.03	Bridgewater Street crossing near Tesco, heading towards the bus station	Improve crossing
CROSS.04	Claypit Street/ London Road junction	Improve crossing

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

3.4.3 Local

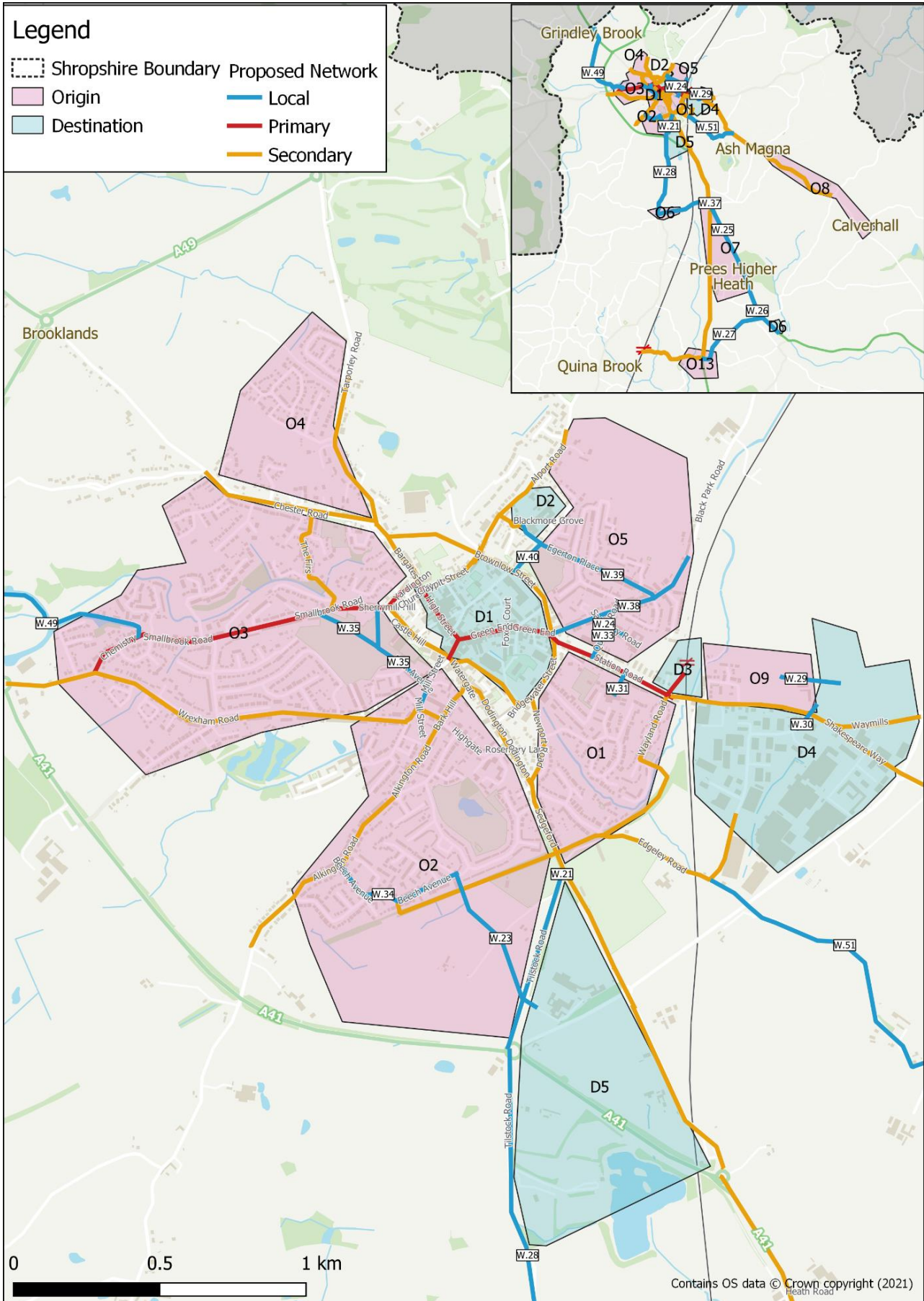


Figure 3-9: Whitchurch Proposed Network Plan; Schemes Following a Local Desire Line

Scheme	Description	Recommendation
W.21	Connection along Tilstock Road, providing connection into Sir John Talbot's School (D5)	Widen footway into shared path
W.23	Route along existing PROW from Beech Avenue (O2) to Sir John Talbot's School (D5)	Improve provision of path
W.24	Route along Salisbury Road connecting into Whitchurch C of E Junior Academy	Add cycle symbols to road and improve signage (potential LTN), reduce parking with some double yellows
W.25	Connection between Prees Heath and Prees Higher Heath along the A41	Investigate cycle lanes and/or an off-road shared path
W.26	Connection between Prees Higher Heath and Industrial estate (D6) along the A41	Investigate shared path on A41 and/or parallel to the B5065
W.27	Connection between Prees (O13) and the industrial estate (D6) along Green Lane	Add footway and/or parallel off-road shared path
W.28	Connection to Tilstock from Whitchurch along Tilstock Road	Add footway and/or parallel off-road shared path
W.29	Connection from new residential estate (O9) into new employment area (D4)	Provide active travel provision between new developments
W.30	Crossing of Waymills within Waymills Industrial Estate (D4) from existing employment to new development area	Provide active travel provision between new developments
W.31	Access into Whitchurch C of E Infant and Nursery Academy from Station Road	Improve safety at access point and enhance footways and crossing points (consider raised table)
W.33	Route along Queen's Road connecting residential area (O5) to Station Road	Add cycle symbols to road and improve signage (potential LTN), reduce parking with some double yellows
W.34	Route through south-western residential area (O2) along Beech Avenue	Introduce shared path or cycle lanes to connect to off-road path
W.35	Route through western residential area (O3) along Park Avenue and connection to Sherrymill Hill including path through Jubilee Park	Enhance paths through Jubilee Park to act as hub for active travel in Whitchurch, potentially with mobility hub
W.36	Route along Prees Road between the A41 roundabout across the Whitchurch Bypass junction	Upgrade footway into formalised shared path and/or implement cycle lanes
W.38	Route through northern residential area (O5) linking towards town centre, along Talbot Street	Widen footway to provide shared path (reduce parking with double yellows on one side and maybe residential permits)

Scheme	Description	Recommendation
W.39	Route through northern residential area (O5) along Egerton Place connecting into the hospital (D2)	Widen footway to provide shared path along edge of park away from traffic (reduce parking with double yellows on one side and maybe residential permits)
W.40	Route along Egerton Place cut-through to the town centre	Widen footway to provide shared path along edge of park away from traffic
W.48	Route along Highgate and Wrexham Road providing connection through residential area (O2)	Investigate introducing segregated cycle lanes
W.49	Route along Sandstone Trail along the Llangollen Canal	Upgrade trail and integrate it into the active travel network
W.51	Connection to Edgeley along Edgeley Road and connecting into Ash Road	Upgrade existing pathway, limit through traffic

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

4 Network Planning for Walking

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

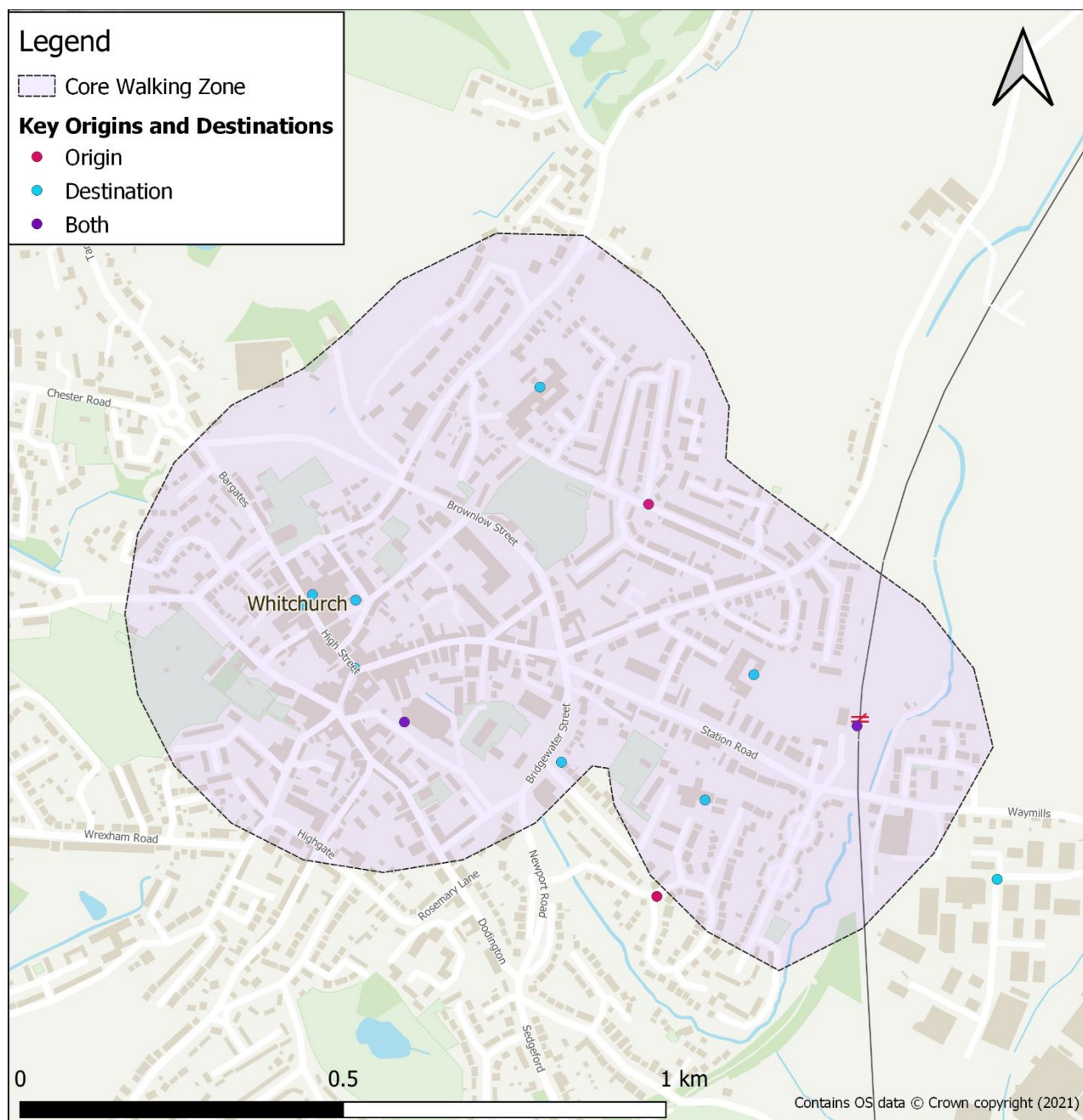


Figure 4-1: Whitchurch CWZ

In order to identify routes both to and within the CWZs, a network of preferred walking routes has been defined for Whitchurch 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 Whitchurch’s town centre. This incorporates an identification of key trip generators that can be accessed on foot within a 30-minute walk from the isochrone centroid shown on the High Street. This indicates:

- All of Whitchurch’s residential areas are within a 25-minute walk of the High Street
- The railway station is within a 15-minute walk of the High Street

Pockets with no value are where it would take longer than 30-minutes to walk to. This is seen in areas with no infrastructure e.g. farmland or other fields you cannot walk across.

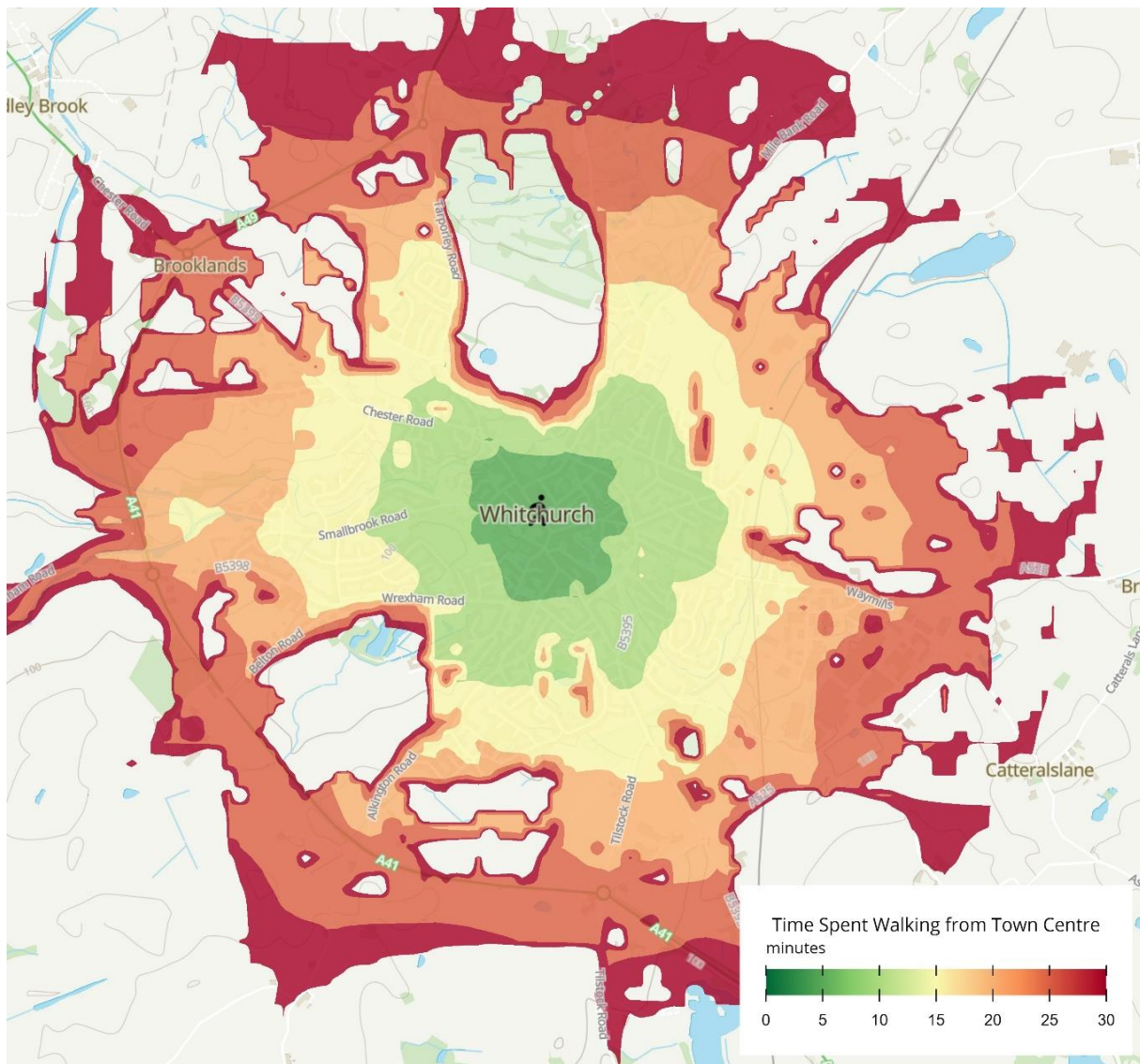


Figure 4-2: Whitchurch Town Centre CWZ Accessibility Analysis

4.1.2 Key Walking Routes

Figure 4-3 illustrates the key walking routes within a ten-minute walk of the centre point (the High Street) within the Whitchurch CWZ. The key walking routes are 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:

- The Primary Routes (red routes) through the town centre links up the high street to the railway station and the hospital
- The key Secondary Routes (yellow routes) provide connectivity through residential areas to local schools
- Numerous link and local access footways (blue and purple routes) provide cut-throughs within residential areas and provide access to multiple services

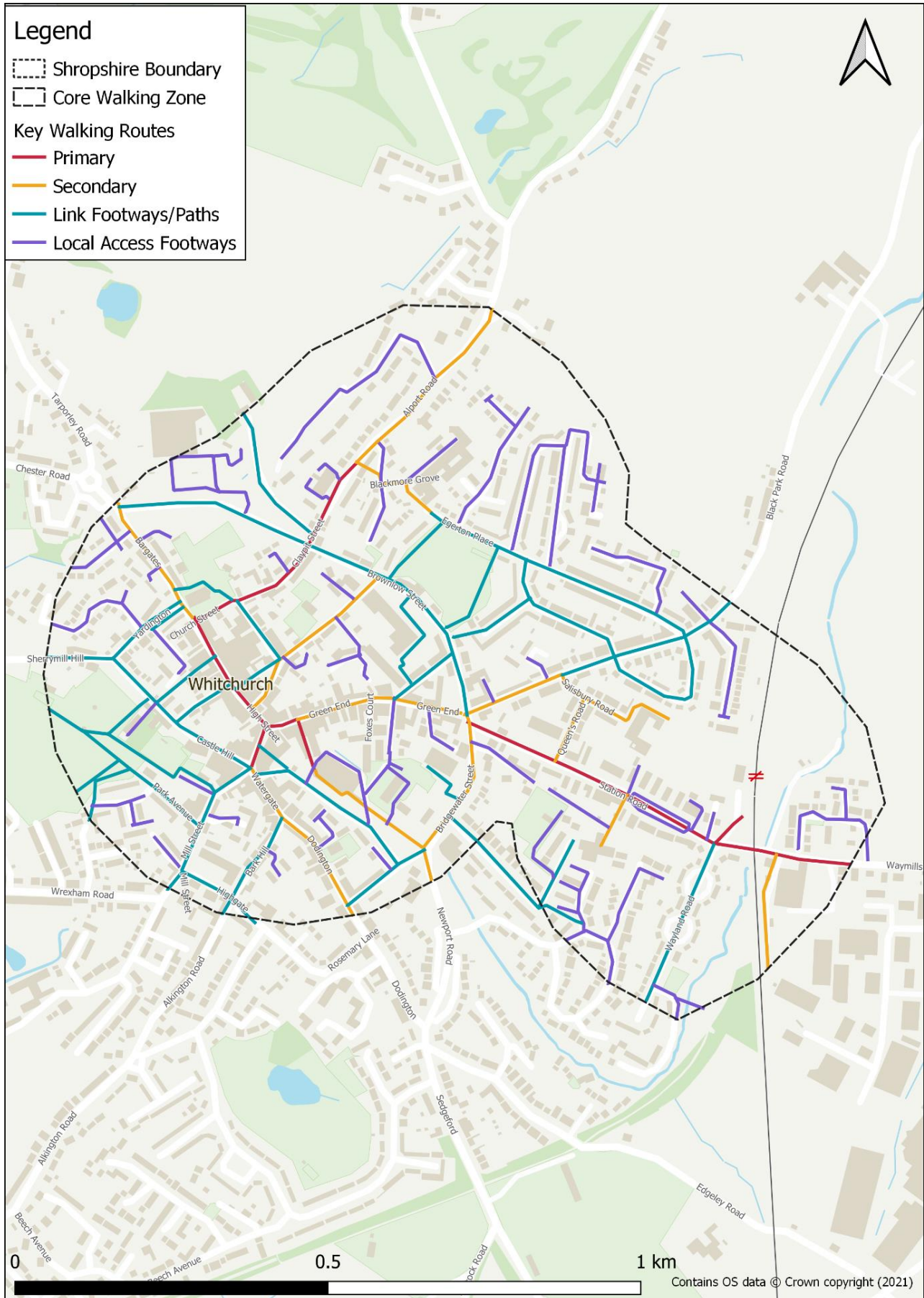


Figure 4-3: Whitchurch Town Centre CWZ Key Walking Routes

4.1.3 Stakeholder Engagement

Similar to the route selection process for the cycling network (see Chapter 3), the key walking routes have been informed by suggestions from local stakeholders who walk and cycle around Whitchurch on a regular basis. 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 Whitchurch.

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.

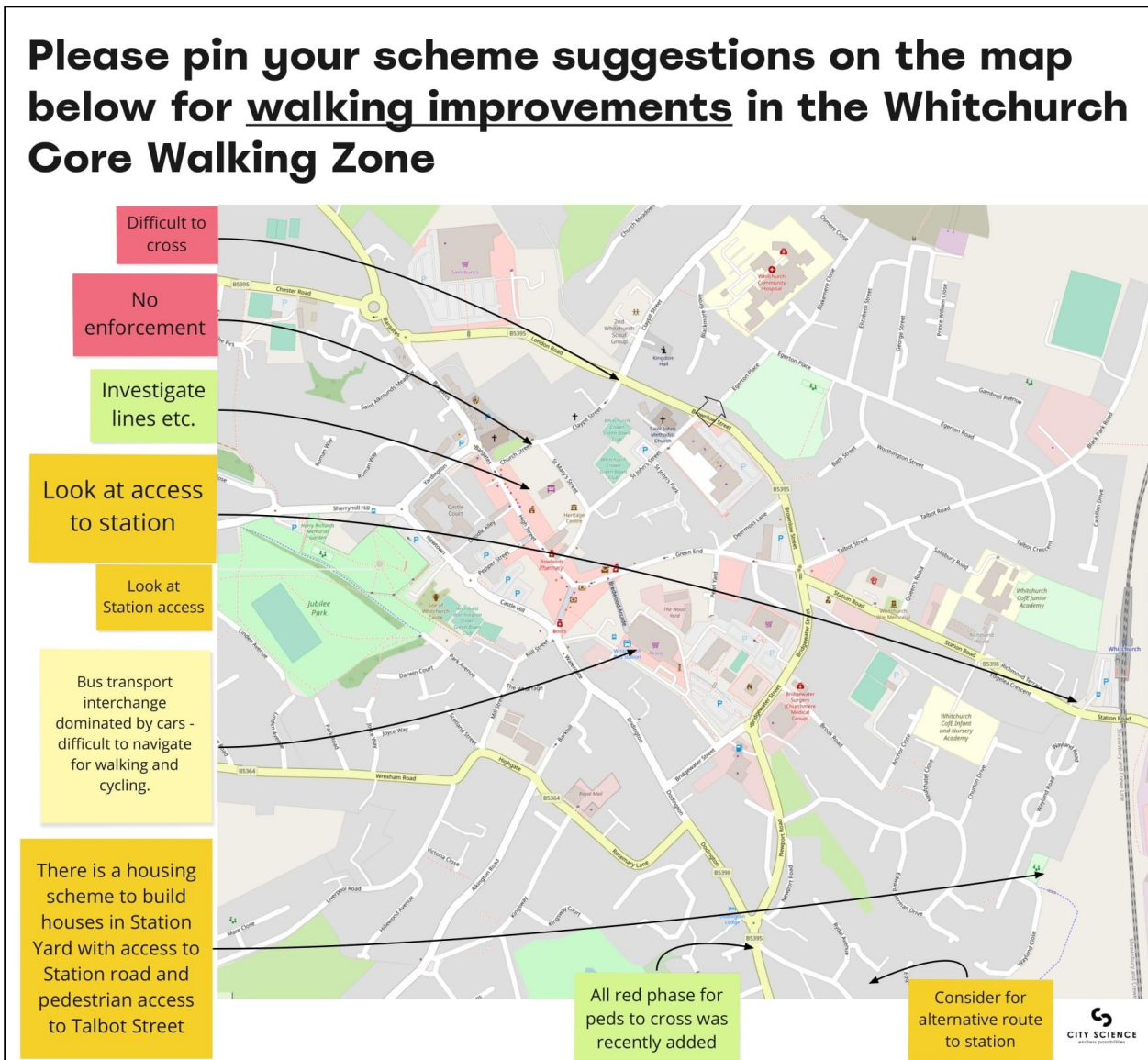


Figure 4-4: Stakeholder Feedback on Whitchurch Town Centre

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 (including footway provision and condition, crossing points and wayfinding signage) both to the Whitchurch CWZ from the surrounding residential areas and through the Whitchurch 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 provided 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, Whitchurch’s CWZ achieved a score of 56%, far below the minimal provision score of 70% set out by the guidance.

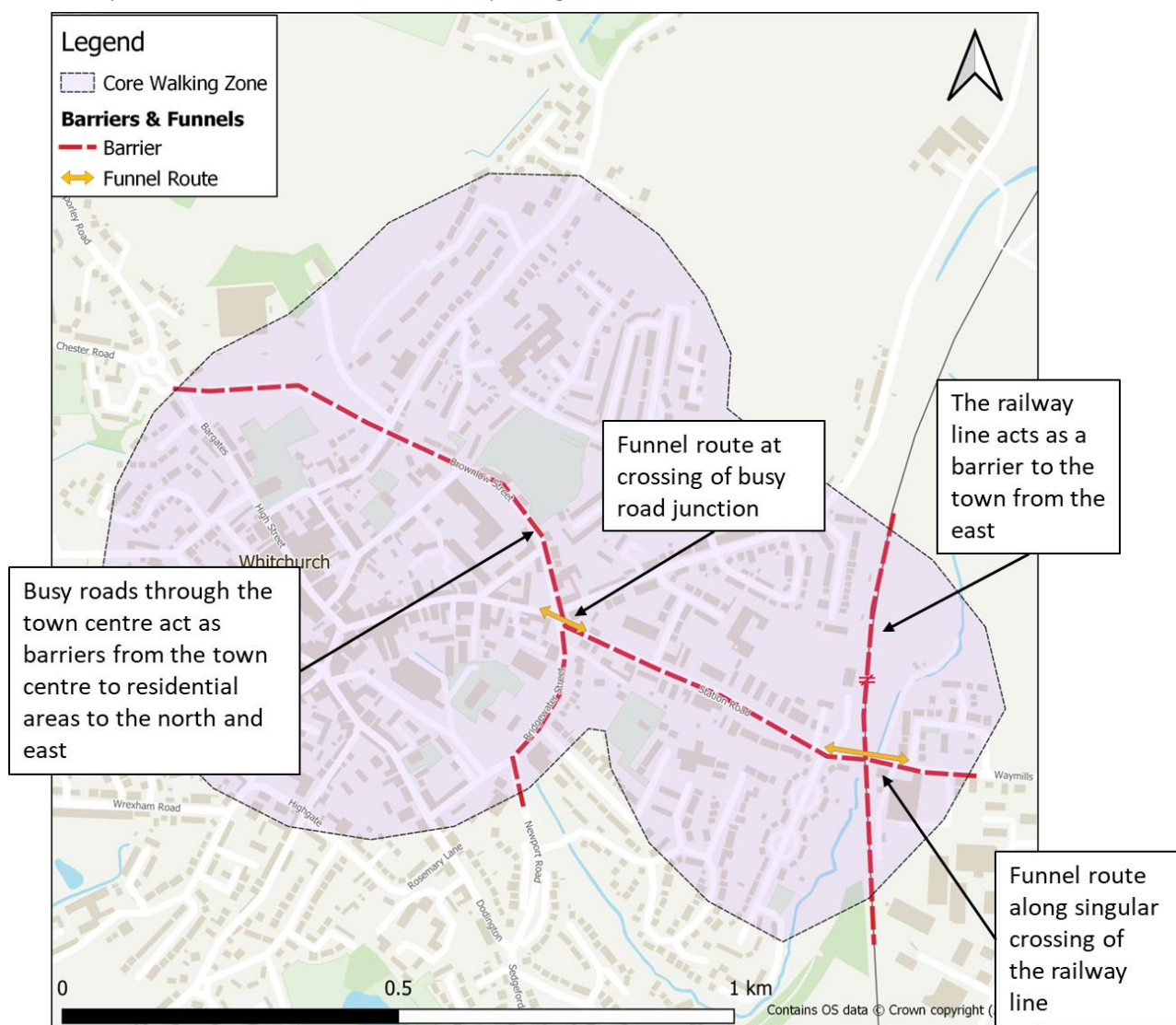


Figure 4-5: Whitchurch Town Centre CWZ Barrier & Funnel Analysis

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>	4	40%
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>	7	70%
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	19	56%

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

4.2 Core Walking Zone Improvements

Strategic recommendations for each Core Walking Zone 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 Whitchurch town centre 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 Whitchurch and county-wide.

It is also worth noting that the majority of the cycle schemes proposed in Section 3.4 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 40 minutes of free parking on the High Street and 30p for an hour at the car park by the Green End/Brownlow Street junction. This disincentivises walking and cycling to the town centre. This needs investigating to disincentivise driving to the High Street whilst maintaining parking for blue badge holders. 								
Directness	<ul style="list-style-type: none"> Alleyways provide access to the High Street from the multiple car parks behind the shops. Bredwood Arcade is a key route through to the bus station. These routes could be promoted with improved signage and maintenance to take pedestrians and cyclists off the roads and give more direct routes. Some spaces could be further utilised to provide safe and direct routes between the town centre and surrounding origins and destinations. These include but are not limited to: <ul style="list-style-type: none"> The green space at Egerton Place: This could be utilised as a hub for active travel. As well as providing safe pedestrian access to the town centre from the housing estates to the northwest of the B5385 and to Whitchurch Community Hospital, there is potential to add amenities such as cycle parking and bike repair stations. The Jubilee Park: This provides safe connections into the town centre from the south. Station Road: This is also a vital link to the station. Investigate measures to improve the environment for active travel. This could be by slowing traffic or by removing non-residents on-street parking from this road. 								
Safety	<ul style="list-style-type: none"> There is a need for more cycle parking in the town centre. The High Street entrance to the Civic Centre is an obvious site for this. The walking environment on and around the High Street feels reasonably safe and comfortable with vehicles traveling at slow speeds. At the edges of the CWZ this ends abruptly. More enforcement of parking restrictions is needed in the town centre, particularly at Green End. These parked cars present a barrier to pavement users, particularly wheelchair users, and force them into the road. Banning all motorised vehicles on the High Street, apart from delivery vehicles, would allow more space for active travel and improve access for mobility scooter users. An intermediate measure would be to remove on-street parking, leaving some for blue badge holders. 								
Coherence	<ul style="list-style-type: none"> The bus interchange requires improved signage. It is easy to access from the High Street direction but from Bridgewater Street there is little provision for pedestrians. There are some streets in the CWZ that are too narrow to offer a consistently safe pavement width. St Mary's Street is an example. The promoted routes to key destinations should navigate pedestrians around these roads with clear signage for the benefit of vulnerable users. An improvement to the junction at Bridgewater Street/Green End/Station Road/Talbot Street is needed as it is currently complex and pedestrians wait a long time to cross. This improvement could consist of improved road markings to better denote priorities and clearer signage and wayfinding. An assessment of signal timings is also recommended. Review of wayfinding, particularly on radial routes, to ensure it extends out to more remote trip generators. This includes but is not limited to: <table border="0" data-bbox="518 1836 1316 1980"> <tr> <td>○ Talbot Street</td> <td>○ Smallbrook Road</td> </tr> <tr> <td>○ Station Road</td> <td>○ Bargates</td> </tr> <tr> <td>○ Alport Road</td> <td>○ London Road</td> </tr> <tr> <td>○ Wrexham Road</td> <td></td> </tr> </table> 	○ Talbot Street	○ Smallbrook Road	○ Station Road	○ Bargates	○ Alport Road	○ London Road	○ Wrexham Road	
○ Talbot Street	○ Smallbrook Road								
○ Station Road	○ Bargates								
○ Alport Road	○ London Road								
○ Wrexham Road									

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



Figure 4-6: Walking Recommendations within Whitchurch

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 Whitchurch; a full list of the prioritisation results for Whitchurch is shown in Appendix: Full Prioritisation Results.

The highest performing scheme along Station Road, would enhance the link between the station and town centre. This would continue to the scheme on Green End and then the High Street. The second highest scoring scheme was on Claypit Street (Airport Road), supporting access to the Whitchurch Community Hospital.

Scheme Name	Description	Zero Carbon	Healthier	Mode Shift	Inclusive	Sustainable Growth	Objective Total	Deliverability	Total Score	Rank
W.20	Route along Station Road from the railway station to the Bridgewater Street/Brownlow Street junction	6	7.5	9	6.75	4.5	34	28	62	12
W.01	Route along Claypit Street and Alport Road	7.5	6	8	6.75	4.5	33	28	61	20
W.15	Route along Sedgeford (B5395) between Newport Road and B5476	5.25	6.5	6	8.25	6	32	28	60	26
W.16	Route connecting the town centre (D1) to Station Road along Green End	6	7.5	9	7.5	6	36	24	60	26
W.23	Route along existing PROW from Beech Avenue (O2) to Sir John Talbot’s School (D5)	6	6	6	8.25	6	32	26	58	51
W.38	Route through northern residential area (O5) linking towards town centre, along Talbot Street	6.75	7	7	6.75	4.5	32	26	58	58
W.14	Route along Church Street and Claypit Street connecting	6.75	6	8	7.5	5.25	34	24	58	71

Scheme Name	Description	Zero Carbon	Healthier	Mode Shift	Inclusive	Sustainable Growth	Objective Total	Deliverability	Total Score	Rank
	London Road/Brownlow Street to the High Street									
W.46	Route along Bargates from High Street roundabout to the Chester Road roundabout	5.25	6	8	8.25	6	34	24	58	71
W.34	Route through south-western residential area (O2) along Beech Avenue	8.25	6	4	6.75	6	31	26	57	81
W.39	Route through northern residential area (O5) along Egerton Place connecting into the hospital (D2)	6.75	7	7	7.5	4.5	33	24	57	87

Table 5-1: Top Performing Schemes in Whitchurch

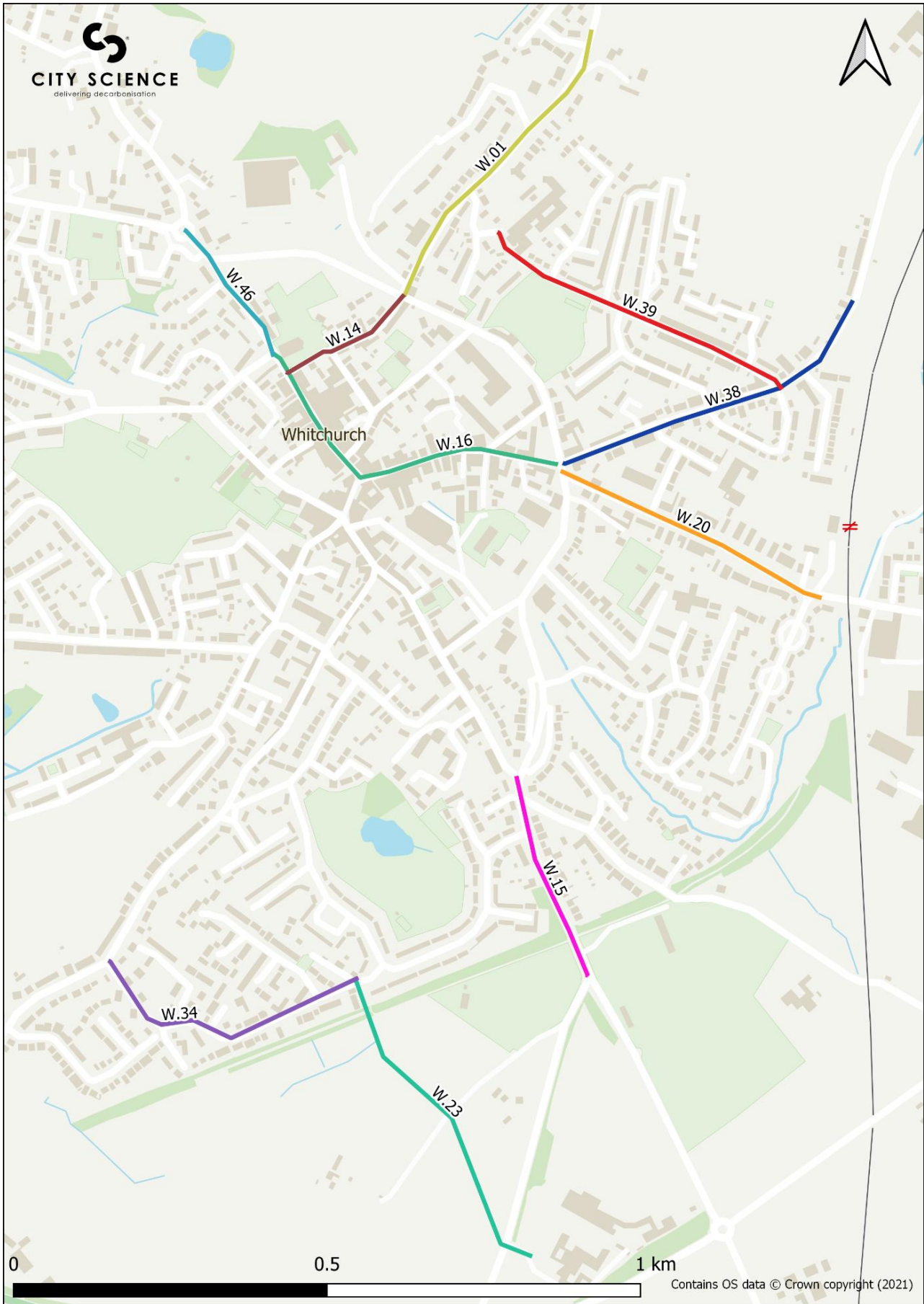


Figure 5-1: Top 10 Scoring Schemes in Whitchurch

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.

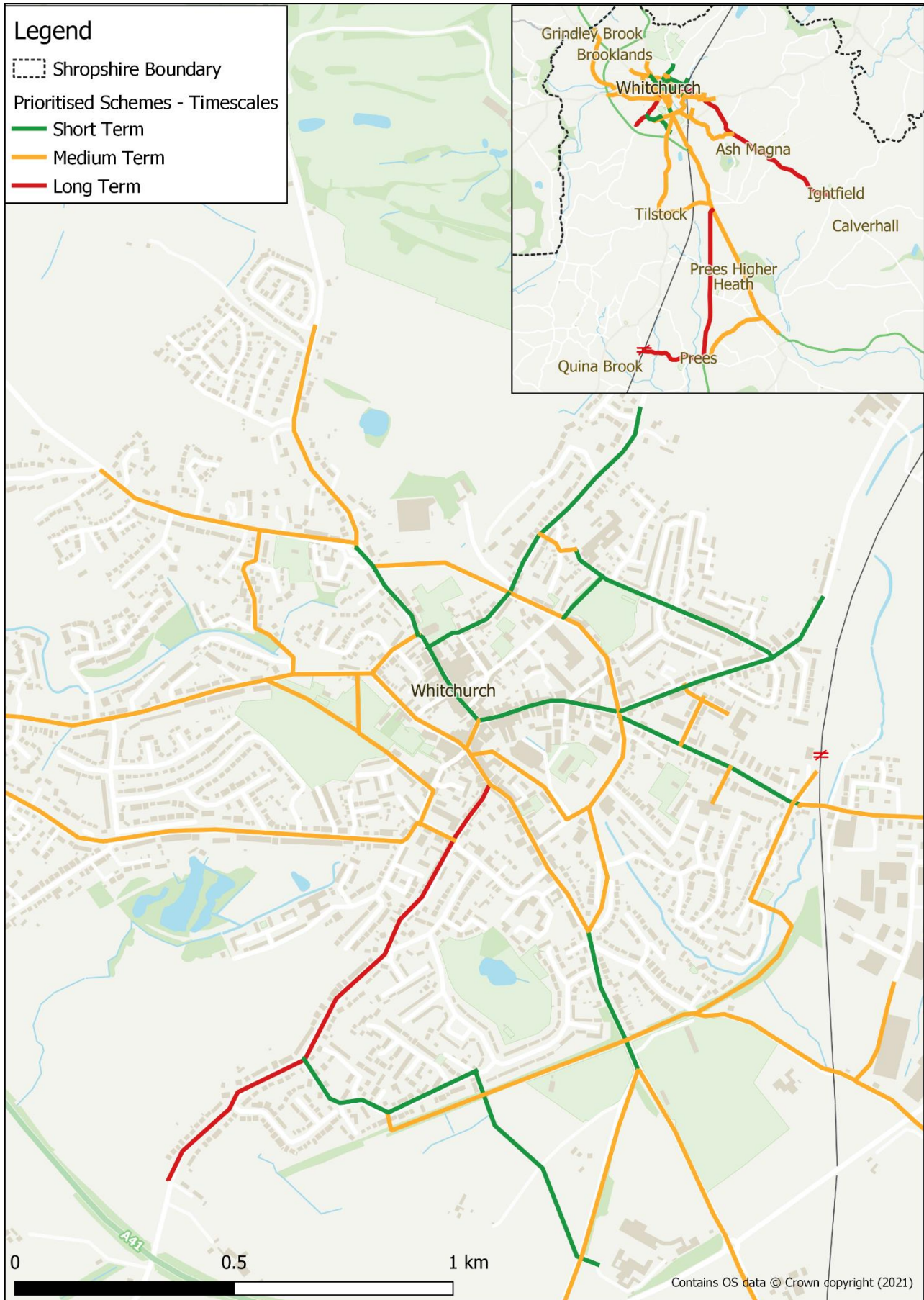


Figure 5-2: Prioritised Schemes in Whitchurch

6 Appendix: Full Prioritisation Results

Scheme Name	Description	Zero Carbon	Healthier	Mode Shift	Inclusive	Sustainable Growth	Objective Total	Deliverability	Total Score	Rank	Time Scale
W.20	Route along Station Road from the railway station to the Bridgewater Street/Brownlow Street junction	6	7.5	9	6.75	4.5	34	28	62	12	Short
W.01	Route along Claypit Street and Alport Road	7.5	6	8	6.75	4.5	33	28	61	20	Short
W.15	Route along Sedgford (B5395) between Newport Road and B5476	5.25	6.5	6	8.25	6	32	28	60	26	Short
W.16	Route connecting the town centre (D1) to Station Road along Green End	6	7.5	9	7.5	6	36	24	60	26	Short
W.23	Route along existing PROW from Beech Avenue (O2) to Sir John Talbot's School (D5)	6	6	6	8.25	6	32	26	58	51	Short
W.38	Route through northern residential area (O5) linking towards town centre, along Talbot Street	6.75	7	7	6.75	4.5	32	26	58	58	Short
W.14	Route along Church Street and Claypit Street connecting London Road/Brownlow Street to the High Street	6.75	6	8	7.5	5.25	34	24	58	71	Short
W.46	Route along Bargates from High Street roundabout to the Chester Road roundabout	5.25	6	8	8.25	6	34	24	58	71	Short
W.34	Route through south-western residential area (O2) along Beech Avenue	8.25	6	4	6.75	6	31	26	57	81	Short
W.39	Route through northern residential area (O5) along Egerton Place connecting into the hospital (D2)	6.75	7	7	7.5	4.5	33	24	57	87	Short
W.40	Route along Egerton Place cut-through to the town centre	4.5	6.5	7	6.75	6	31	26	57	87	Short
W.02	Connection from Waymills Industrial Estate (D4) to the southern residential area (O2) using the existing PROW	6.75	7	5	7.5	6	32	24	56	107	Medium
W.47	Route along Newport Road connecting eastern residential area (O1) to the town centre	5.25	6.5	8	8.25	6	34	22	56	114	Medium

Scheme Name	Description	Zero Carbon	Healthier	Mode Shift	Inclusive	Sustainable Growth	Objective Total	Deliverability	Total Score	Rank	Time Scale
W.13	Route along existing pathways/PROW, Hatton Way and Wayland Road, connecting southern residential areas (O1 and O2) to the railway station (D3)	6	7.5	8	8.25	6	36	20	56	116	Medium
W.22	Access into the railway station	6	6	9	6.75	5.25	33	22	55	133	Medium
W.24	Route along Salisbury Road connecting into Whitchurch C of E Junior Academy	6.75	7	6	6.75	4.5	31	24	55	133	Medium
W.33	Route along Queen's Road connecting residential area (O5) to Station Road	6.75	7	6	6.75	4.5	31	24	55	133	Medium
W.09	Route through the town centre via the bus station and Tesco	6	7.5	8	6.75	4.5	33	22	55	142	Medium
W.10	Bypass around the town centre along London Road & Brownlow Street	5.25	7.5	8	7.5	4.5	33	22	55	142	Medium
W.19	Route along The Bullring, a pedestrianised street	5.25	6.5	9	6	6	33	22	55	142	Medium
W.27	Connection between Prees (O13) and the industrial estate (D6) along Green Lane	6.75	6.5	3	6	6	28	26	54	157	Medium
W.50	Route between residential area (O1) and Waymills Industrial Estate (D4) along Edgeley Road and existing PROW	6.75	5.5	5	8.25	6.75	32	22	54	157	Medium
W.12	Route along Bridgewater Street connecting into the town centre (D1)	5.25	7.5	8	6.75	4.5	32	22	54	163	Medium
W.35	Route through western residential area (O3) along Park Avenue and connection to Sherrymill Hill including path through Jubilee Park	6	7.5	7	7.5	3.75	32	22	54	172	Medium
W.07	Route connecting the southern residential area (O2) to Dodlington along Alkington Road and Barkill	6.75	5.5	8	5.25	6	32	22	54	178	Long
W.18	Route along Yardington in the town centre	4.5	6	9	7.5	6	33	20	53	189	Medium
W.44	Access into the hospital site from Claypit Street	7.5	6.5	8	5.25	3.75	31	22	53	189	Medium
W.28	Connection to Tilstock from Whitchurch along Tilstock Road	7.5	6	3	6.75	5.25	29	24	53	202	Medium
W.30	Crossing of Waymills within Waymills Industrial Estate (D4) from existing employment to new development area	5.25	5	5	5.25	6	27	26	53	202	Medium

Scheme Name	Description	Zero Carbon	Healthier	Mode Shift	Inclusive	Sustainable Growth	Objective Total	Deliverability	Total Score	Rank	Time Scale
W.08	Route connecting the western residential area (O3) to Sir John Talbot’s School and future development site (D5) along the B5395 (Dodington and Sedgford)	4.5	7.5	8	8.25	6	34	18	52	211	Medium
W.49	Route along Sandstone Trail along the Llangollen Canal	8.25	6	3	6	4.5	28	24	52	222	Medium
W.29	Connection from new residential estate (O9) into new employment area (D4)	5.25	5	5	5.25	4.5	25	26	51	235	Medium
W.41	Route along Wrexham Road providing connection from the west (O3) towards the town centre	5.25	6.5	6	6	5.25	29	22	51	235	Medium
W.43	Route along Waymills between the railway station and A525 roundabout, provides connection into future development site (D4)	5.25	7	8	6.75	6	33	18	51	235	Medium
W.17	Route connecting the western residential area (O3) to Newtown/Castlehill along Smallbrook Road/Sherrmill Hill	6	6.5	9	6.75	4.5	33	18	51	241	Medium
W.37	Connection between Tilstock (O6) and Prees Heath (O7) along Tilstock Lane	7.5	4.5	4	6.75	6	29	22	51	241	Medium
W.21	Connection along Tilstock Road, providing connection into Sir John Talbot’s School (D5)	5.25	6	6	6.75	4.5	29	22	51	246	Medium
W.31	Access into Whitchurch C of E Infant and Nursery Academy from Station Road	6.75	6.5	6	6.75	4.5	31	20	51	246	Medium
W.36	Route along Prees Road between the A41 roundabout across the Whitchurch Bypass junction	7.5	5.5	4	6.75	4.5	28	22	50	250	Medium
W.06	Route connecting the north-western residential area (O4) to the Chester Road (B5395)/Tarpoley Road/Bargates roundabout along Tarpoley Road	7.5	5.5	5	6.75	5.25	30	20	50	257	Medium
W.11	Route along Chester Road between Pear Tree Lane and Bargates roundabout connecting western residential area (O3) to the town centre	6	5.5	5	6.75	5.25	29	20	49	280	Medium
W.48	Route along Highgate and Wrexham Road providing connection through residential area (O2)	5.25	5.5	6	5.25	4.5	27	22	49	280	Medium
W.45	Connection along Sedgford from B5476 junction to the A525 roundabout	5.25	5.5	6	6.75	4.5	28	20	48	295	Medium

Scheme Name	Description	Zero Carbon	Healthier	Mode Shift	Inclusive	Sustainable Growth	Objective Total	Deliverability	Total Score	Rank	Time Scale
W.03	Route connecting Whitchurch town centre to Prees Heath along Heath Road	7.5	5	4	5.25	6	28	20	48	302	Medium
W.05	Route connecting the villages of Ash Magna, Ash Parva, Ightfield and Calverhall (O8) to the Whitchurch railway station along Ash Road	6	5	7	4.5	6	29	18	47	325	Long
W.32	North-south connection through the western residential area (O3) along The Firs and existing pathway	6.75	5.5	7	5.25	3.75	28	18	46	330	Medium
W.51	Connection to Edgeley along Edgeley Road and connecting into Ash Road	7.5	5	4	4.5	3.75	25	20	45	350	Medium
W.42	Connection between Prees (O13) and Prees station along Station Road	6.75	6.5	8	6	5.25	33	12	45	355	Long
W.04	Route connecting Prees Heath to Prees along Whitchurch Road (A49)	6	7	4	6	5.25	28	16	44	357	Long
W.25	Connection between Prees Heath and Prees Higher Heath along the A41	7.5	5	3	5.25	5.25	26	16	42	374	Medium
W.26	Connection between Prees Higher Heath and Industrial estate (D6) along the A41	6.75	5	3	5.25	3.75	24	18	42	376	Medium

Table 6-1: Full Prioritisation Results for Whitchurch

7 References

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