



Shropshire Local Access Forum

Rea Valley area leisure trail

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ReaVEN

ReaVEN

- **ReaVEN is a small voluntary organisation formed in 2008 dedicated to exploring and supporting a wide range of short and long term sustainable ventures which will benefit all the local communities within the Rea Valley geographical area.**

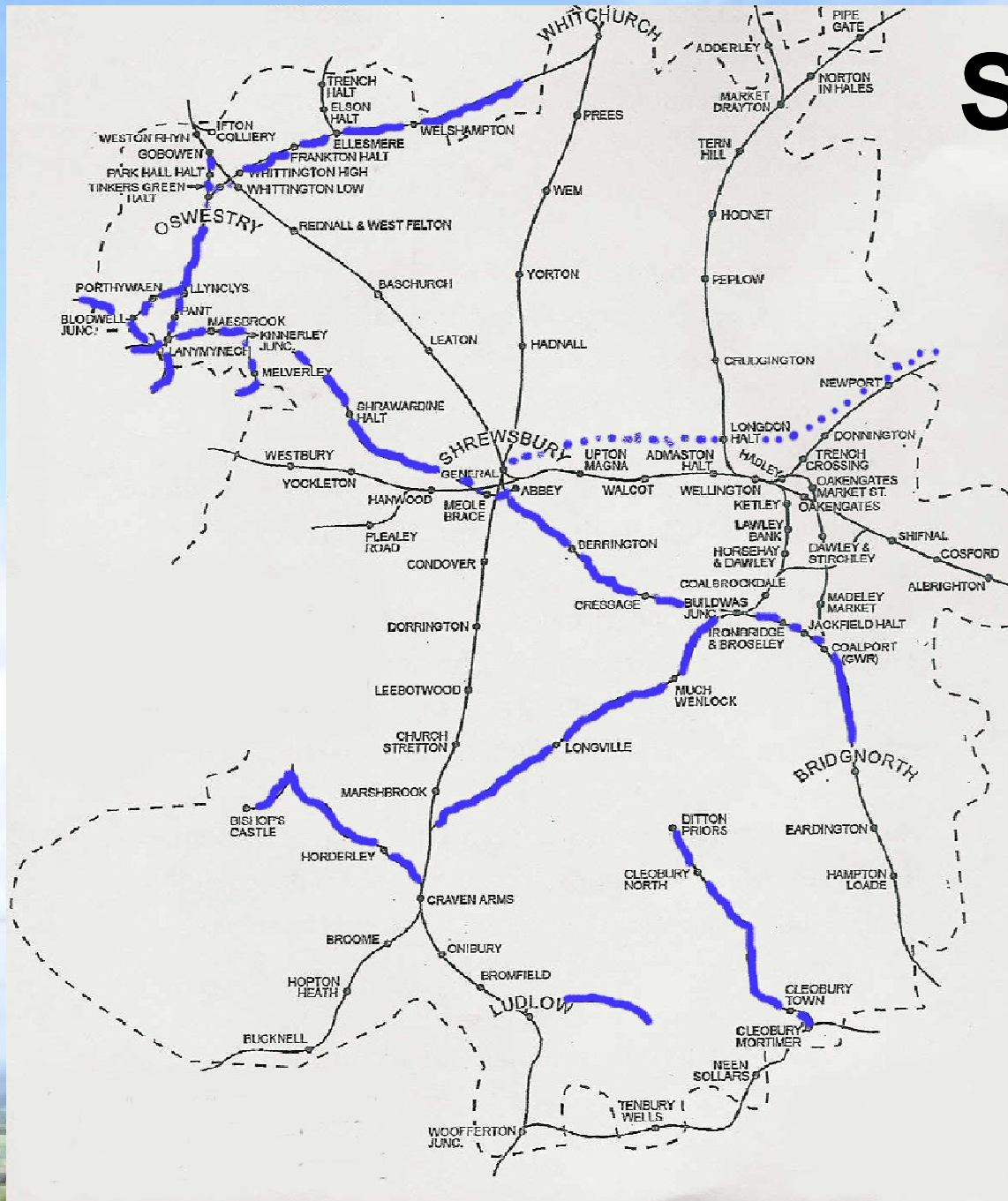


The Vision

- **To create a Rea Valley traffic free trail**
- **Part of a Shropshire network of routes:**
 - *Traffic free cycle and walking routes.*
(to equal the Peak & Lake District)
 - *Linked by heritage railways and local buses.*
- **Boosting tourism and creating jobs.**
- **Achieved by seeing the big picture.**
 - *A jigsaw of Societies, Projects and Opportunities.*



Shropshire Links



+ Llangollen & Montgomery Canals

An Integrated Approach

- **Many exciting but independent projects.**

- *Abbey Foregate Station Restoration.*

- *Shrewsbury & Newport Canal Restoration.*

- *Severn Valley Railway Cycle Way.*

- *Montgomeryshire Canal Restoration.*

- *Cambrian Railway Restoration Groups.*

- *The Flax Mill and North Shrewsbury.*



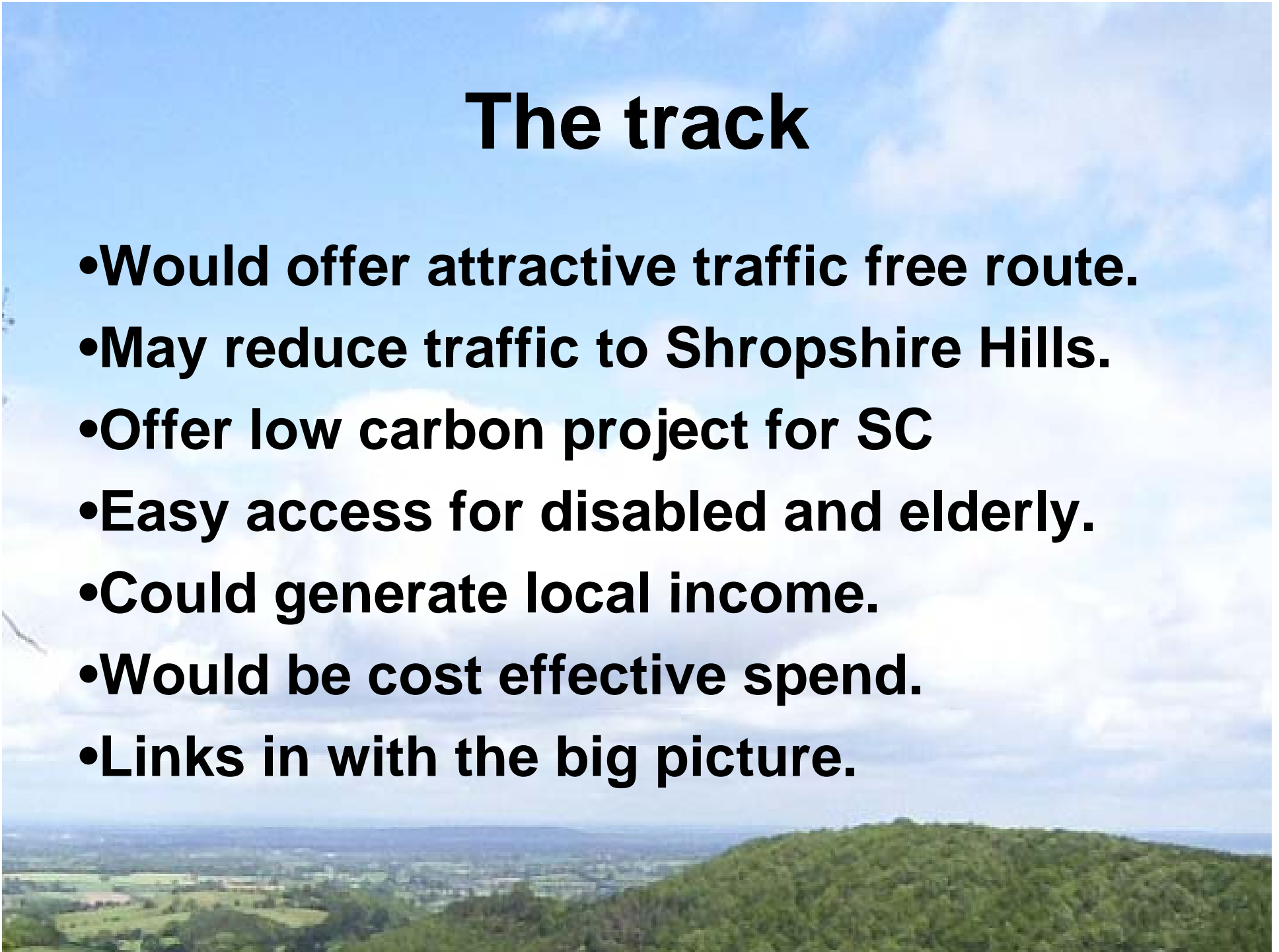
Our bit “The old branch line”

- The old railway track from Cruckmeole to Minsterley.**
- Part owned by SC**
- Part restored by P3 group**
- Still mainly intact**
- Part owned by farmers**
- Contains many historic features.**



The track

- **Would offer attractive traffic free route.**
- **May reduce traffic to Shropshire Hills.**
- **Offer low carbon project for SC**
- **Easy access for disabled and elderly.**
- **Could generate local income.**
- **Would be cost effective spend.**
- **Links in with the big picture.**



Value to the Rea Valley

- Raise the profile
- Link to the South.
- Links 3 Villages.
- Preserves history
- Protected route.
- Sustainable.



Profile of visitors.

(from Sustrans information pack)

Four main user groups (by number)

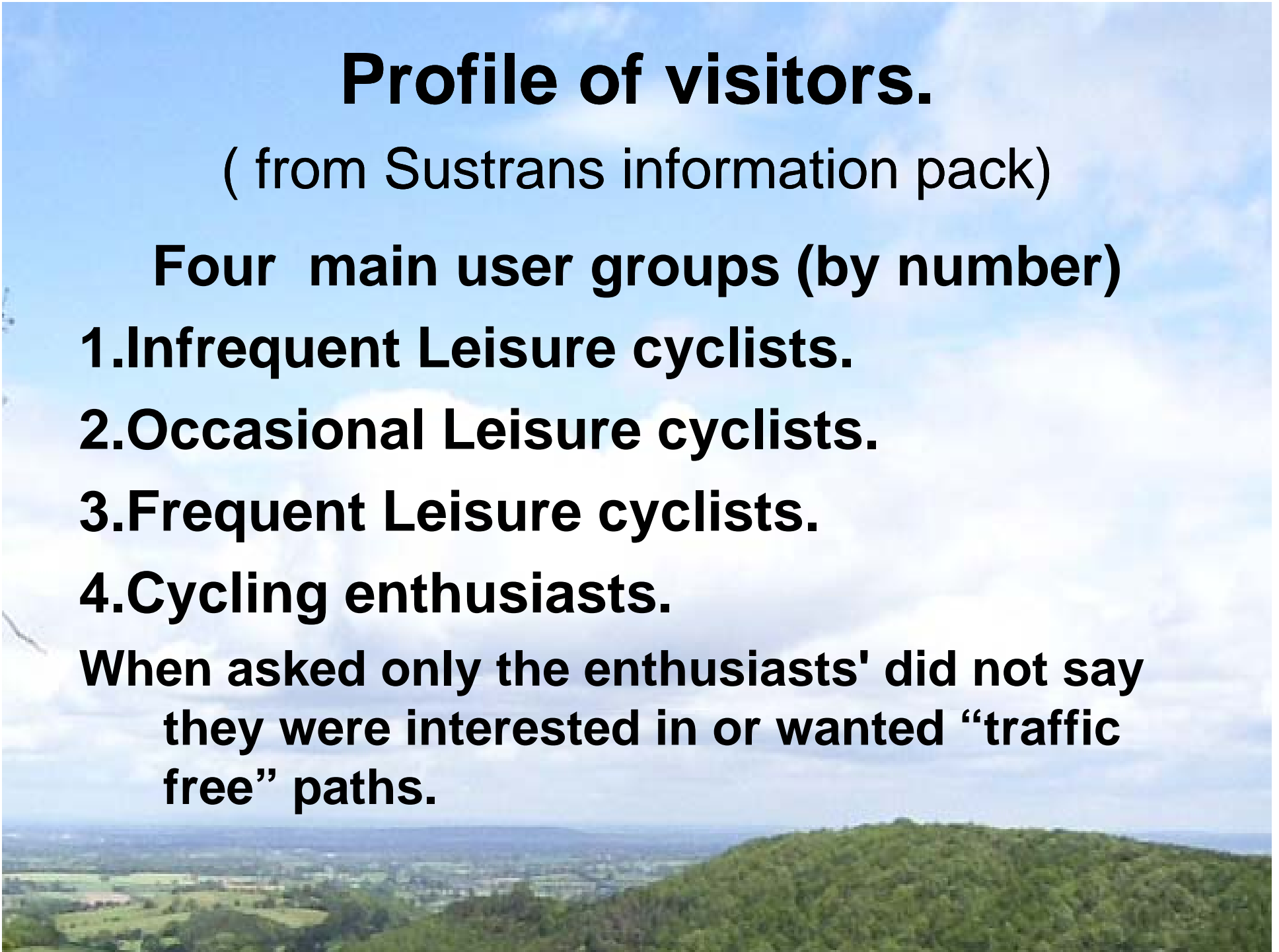
1. Infrequent Leisure cyclists.

2. Occasional Leisure cyclists.

3. Frequent Leisure cyclists.

4. Cycling enthusiasts.

When asked only the enthusiasts' did not say they were interested in or wanted “traffic free” paths.



North East Headline Numbers

The Economic Impact of Cycle Tourism in NE England 2007

- **C2C route 241,000 trips Generated £10.7m**
created or safeguarded 173 FTE jobs.
- **Hadrian's Cycleway 160,000 trips £6.5m**
created or safeguarded 105 FTE jobs.
- **Pennine Way 39,000 trips £1.8m**
created or safeguarded 28 FTE jobs
- **Coast and Castles 68,000 trips £3.3m**
created or safeguarded 53 FTE jobs

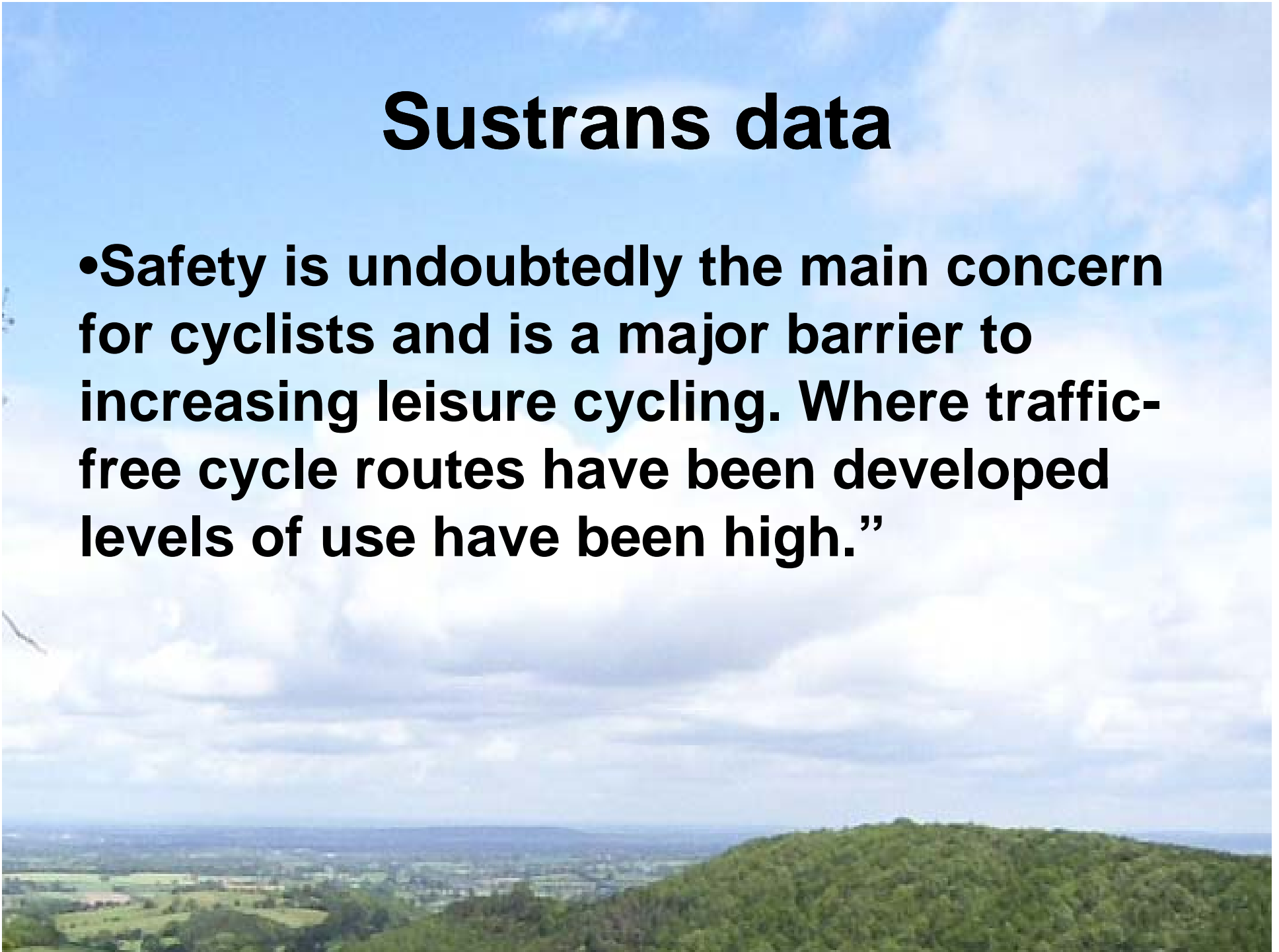
Examples from Sustrans

- **“Journeys on the Camel Trail in Cornwall rose from 70,000 to 300,000 between 1987-1995”**
- **“The Bristol and Bath Railway Path now carries an estimated 1.5 million journeys each year”.**
- **“At peak times there are more cyclists on the Manifold & Tissington Trail in the PDNP than there are cars on the A54 out of Buxton.”**



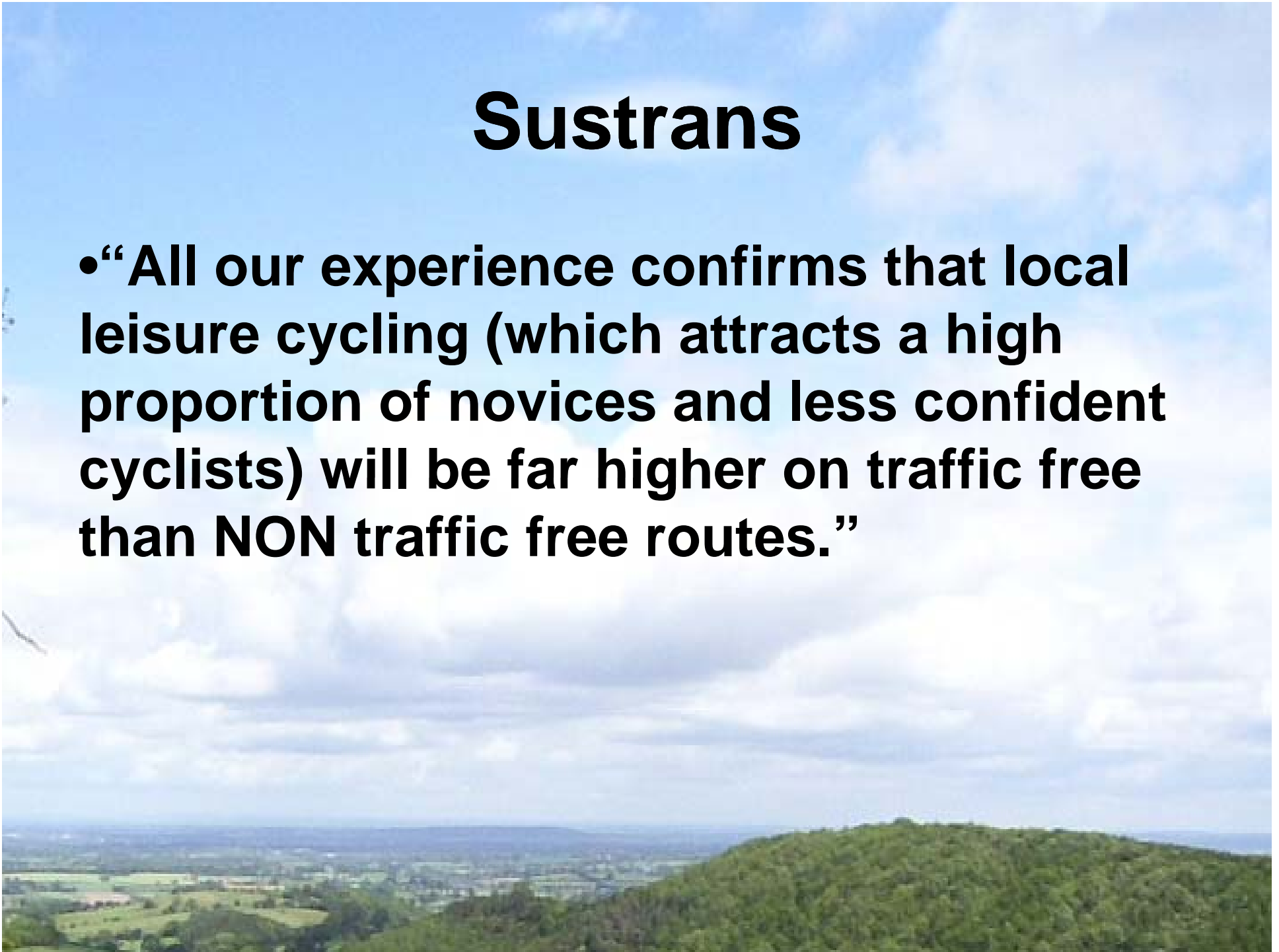
Sustrans data

- **Safety is undoubtedly the main concern for cyclists and is a major barrier to increasing leisure cycling. Where traffic-free cycle routes have been developed levels of use have been high.”**



Sustrans

- **“All our experience confirms that local leisure cycling (which attracts a high proportion of novices and less confident cyclists) will be far higher on traffic free than NON traffic free routes.”**



Tissington Trail



ReaVEN position now

- **ReaVEN commissioned a study**

- *Phase one feasibility of route*

- *Carried out a questionnaire*

- *Les Lumsden UCLAN spoke at meetings*

- *Potential results very positive*

- **In current discussion with 3 land owners**

- **Needs to go to phase 2 study**

- *Detailed cost of remedial work*



A scenic landscape featuring a bright blue sky filled with soft, white clouds. Below the sky, a lush green valley stretches out, with rolling hills and a small town visible in the distance. The overall atmosphere is peaceful and serene.

ReaVEN

**Wish to thank you for your
time today.**