



SHROPSHIRE COUNCIL

LCWIP Appendix:  
Whitchurch Delivery Plan

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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).

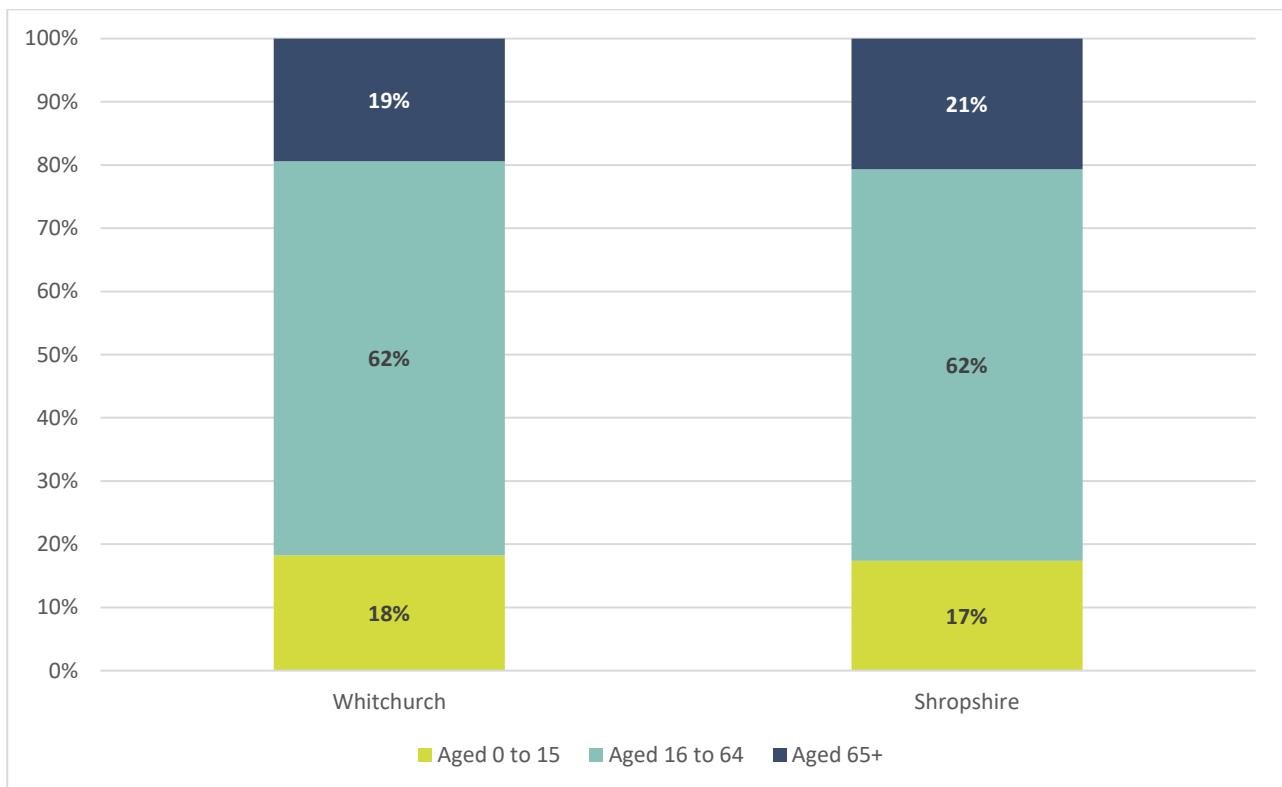


Figure 1-1: Demographic Profile of Whitchurch Compared to Shropshire

### 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).

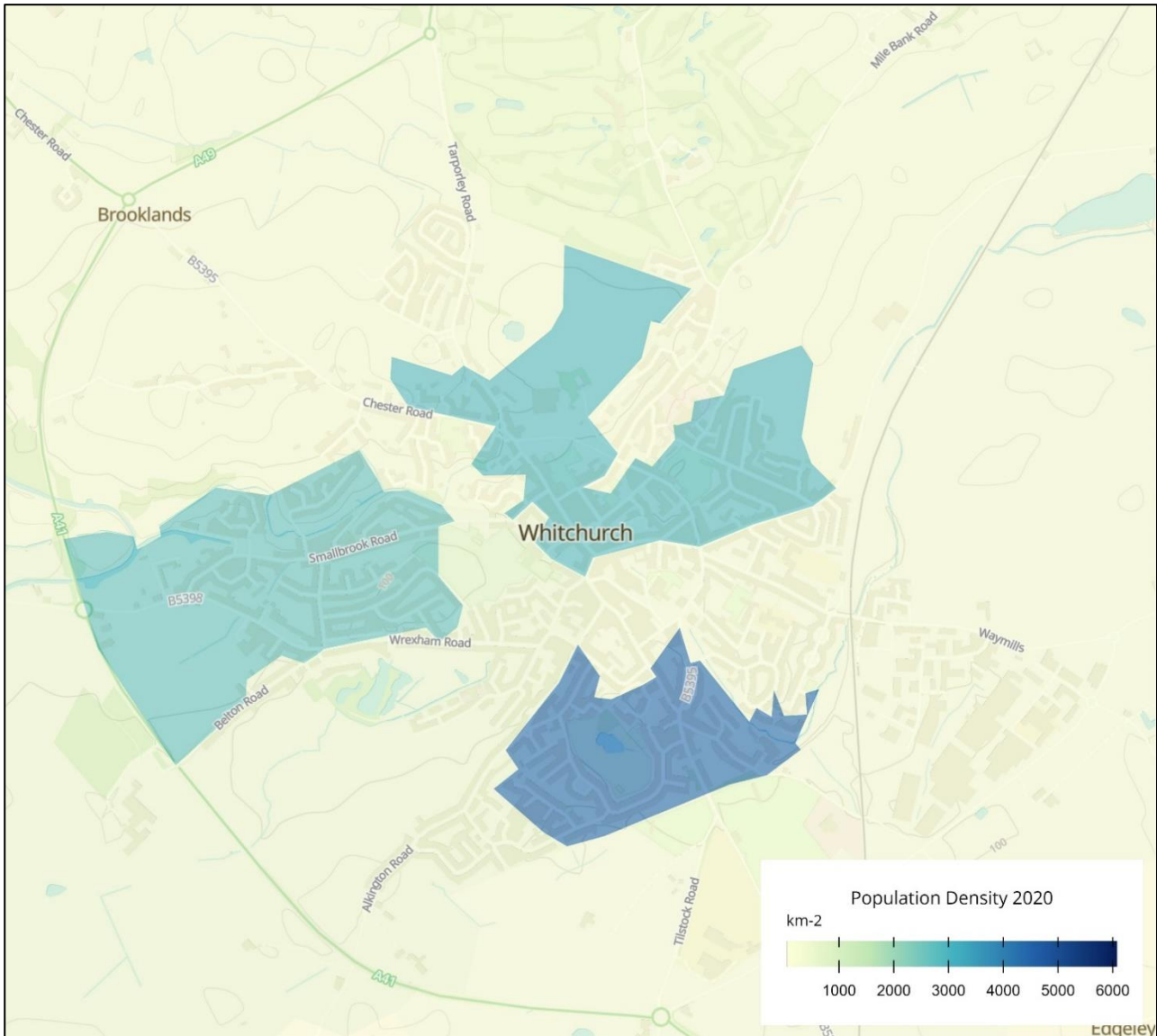


Figure 1-2: Population Density around Whitchurch

### 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.

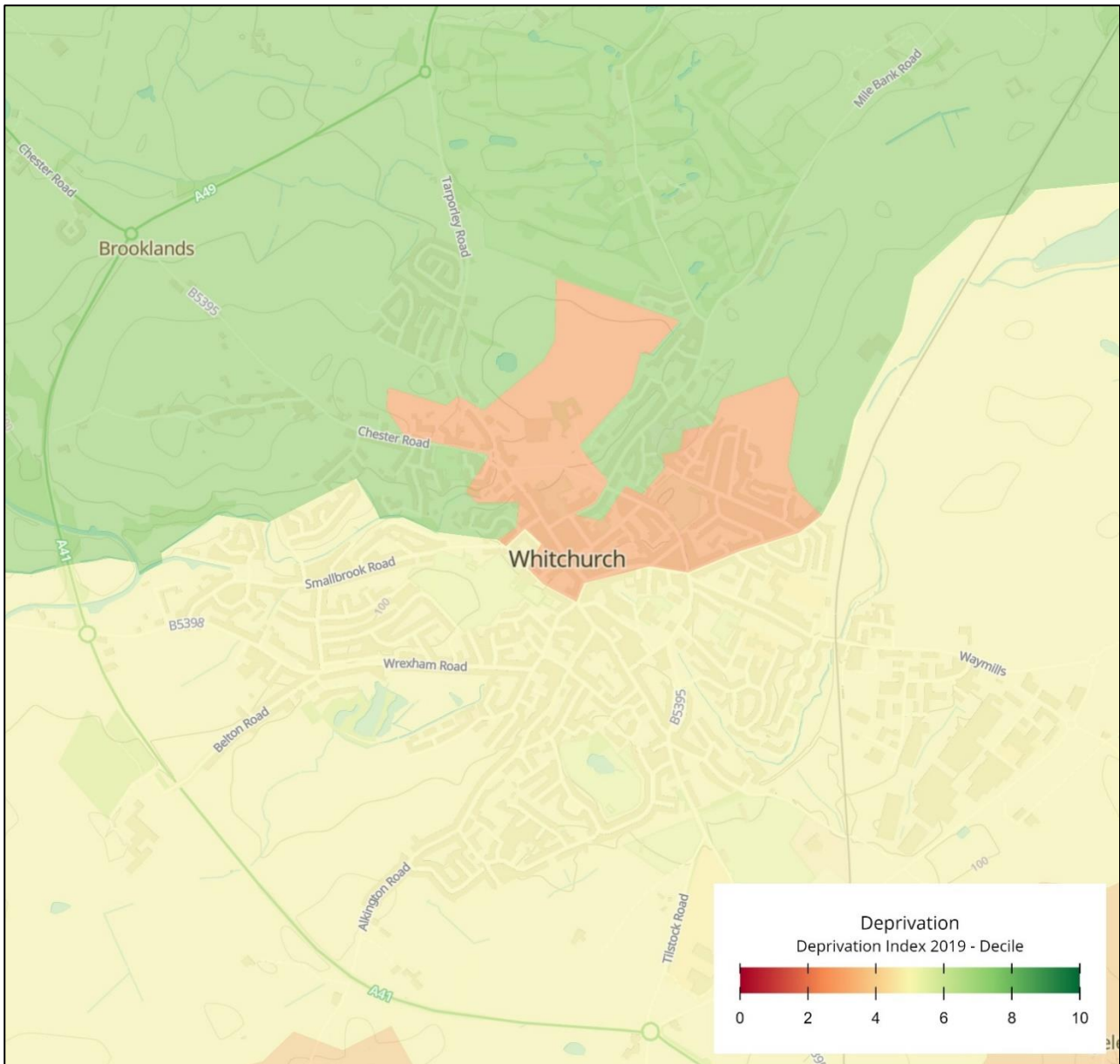


Figure 1-3: Deprivation Indices around Whitchurch

### 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.

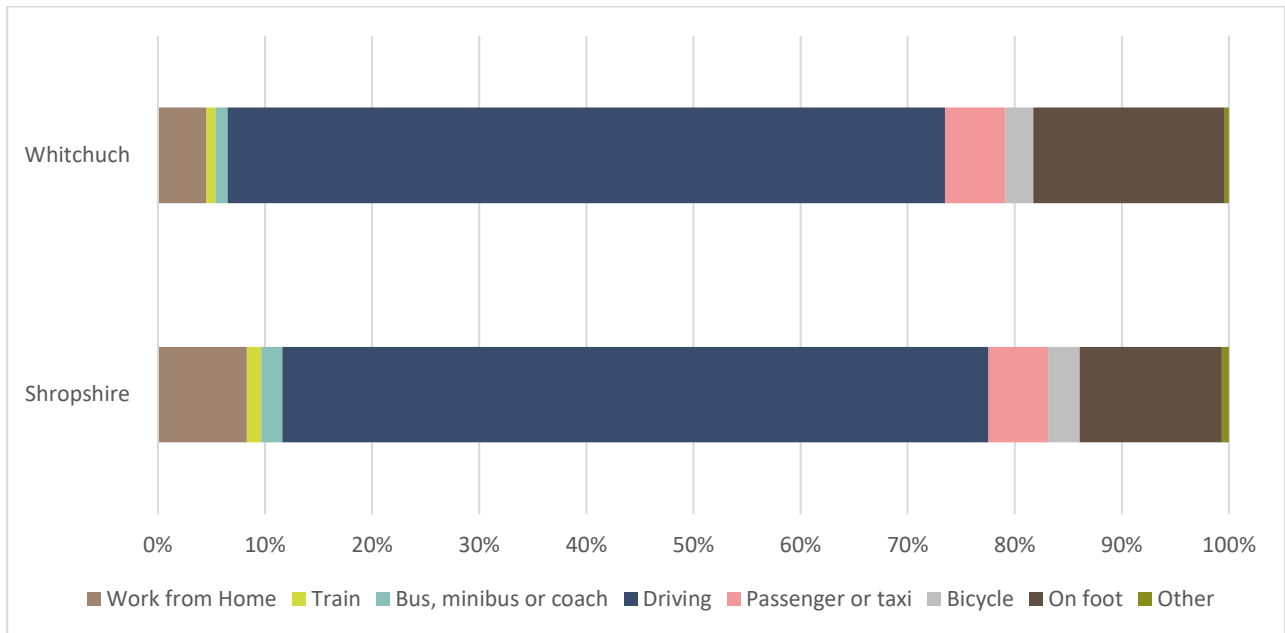


Figure 1-4: Commuting Mode Share in Whitchurch Compared to Shropshire

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.

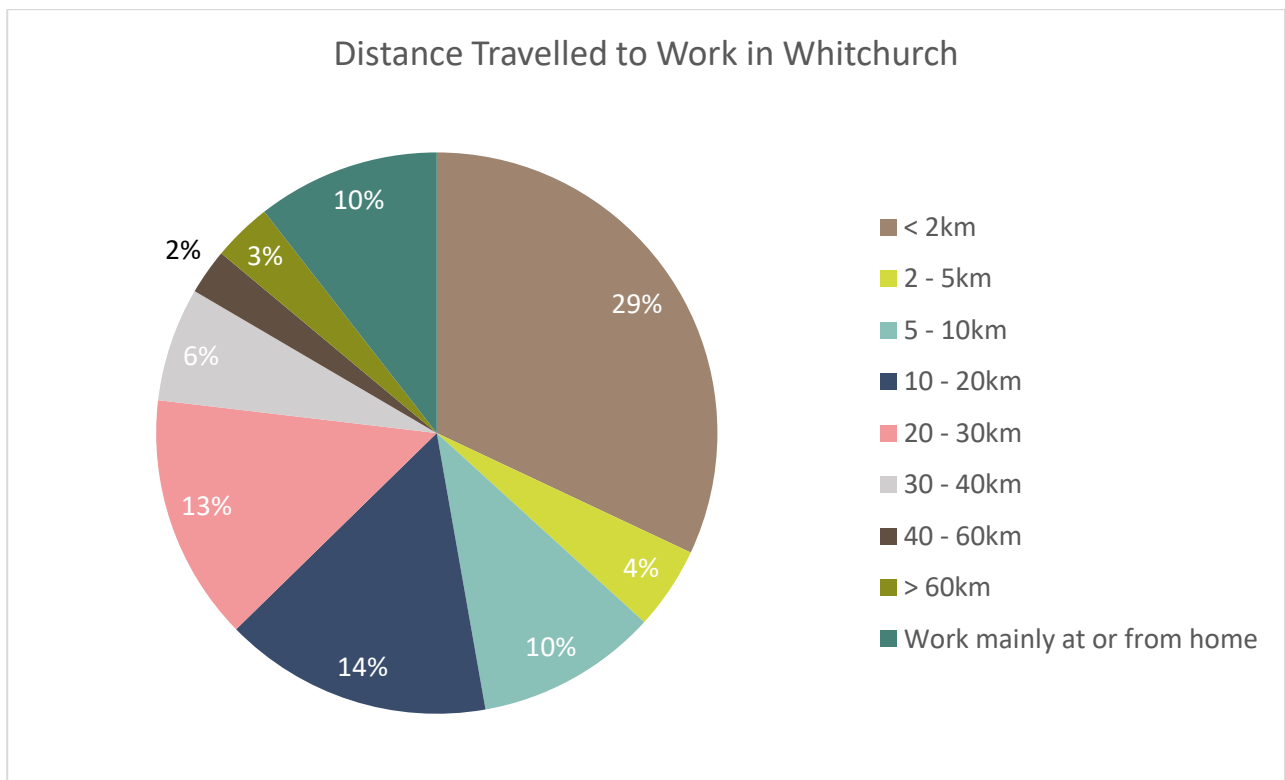


Figure 1-5: Commuting Distances in Whitchurch

### 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.

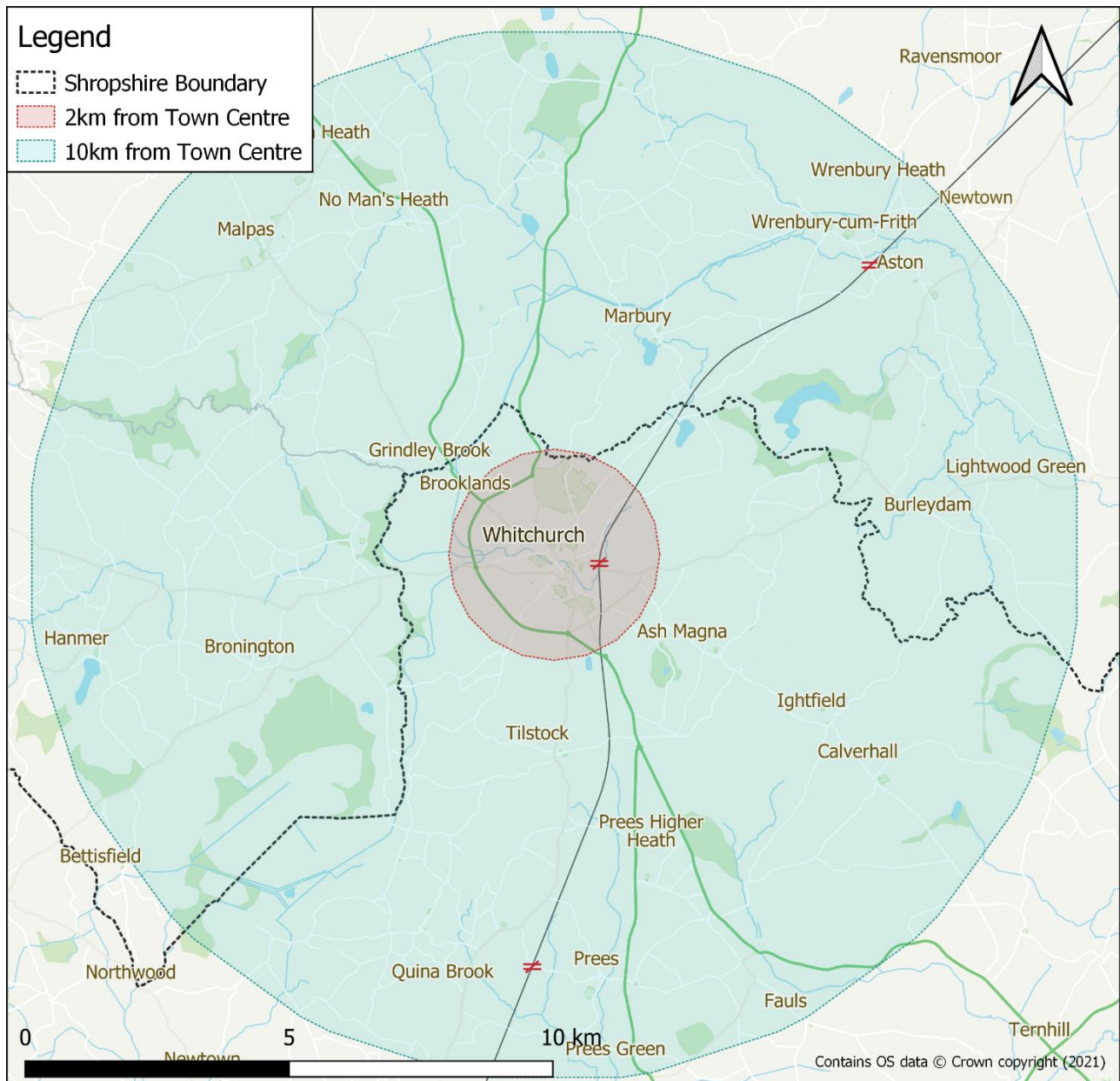


Figure 1-6: Study area for Whitchurch

## 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

### 2.1 Overview

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).

### 2.2 Stakeholder Survey

As part of the Evidence Gathering stage (Stage 2), a survey was circulated to key stakeholder groups in Whitchurch (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.

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)

Figure 2-1: Stakeholder groups contacted through Whitchurch Stakeholder Engagement activities

**Error! Reference source not found.** 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 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

## 2.3 Site Visit & Workshop

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 4<sup>th</sup> 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 7<sup>th</sup> of 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).

## 2.4 Public Consultation

Shropshire Council ran a public consultation over a period of six weeks from Tuesday 2<sup>nd</sup> May to Tuesday 13<sup>th</sup> June 2023. The purpose of this consultation was to listen to what local people thought about the draft plans we developed for improving the walking and cycling network across the seven towns. During this period, a number of different events were run to ensure a wide range of people were given the opportunity to participate. This section gives an overview of the results of the consultation for Whitchurch. The feedback has been used to refine the schemes included in this final LCWIP appendix.

### 2.4.1 Survey Results

A total of 33 survey responses were received in response to the Whitchurch walking and cycling proposals. The survey asked questions about the respondents' views on the objectives, their main barriers to walking and cycling in Whitchurch, and on the specific walking and cycling proposals.

The responses indicate that 'healthier' is the most important objective for Whitchurch, in terms of barriers to active travel, poor maintenance of surfaces causes problems for both pedestrians and cyclists, as well as the practicalities of needing to carry things. The need to maintain cycle routes was also key, alongside a need for safe places to park a bike.

### 2.4.2 In-Person Roadshow

The Roadshow for Whitchurch was held in the afternoon on Tuesday 9 May on the High Street outside the entrance to the Civic Centre.

One of the stand-out points of discussion was the value which Whitchurch residents, and residents of nearby villages, attribute to their High Street. Attendees emphasised the importance of this retail offering to the town, and expressed concern that reducing access by any means might have an impact on traders as people are unwilling or unable to walk far whilst carrying shopping.

Difficulties crossing the bypass to the north of Whitchurch were also raised, as was the importance of linking into new housing developments to mitigate the impact of more people on the road network.

Safety, and the speed of traffic as a risk to life for pedestrians and cyclists alike was also brought up several times, reflecting the need for respect for vulnerable road users.

### 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.

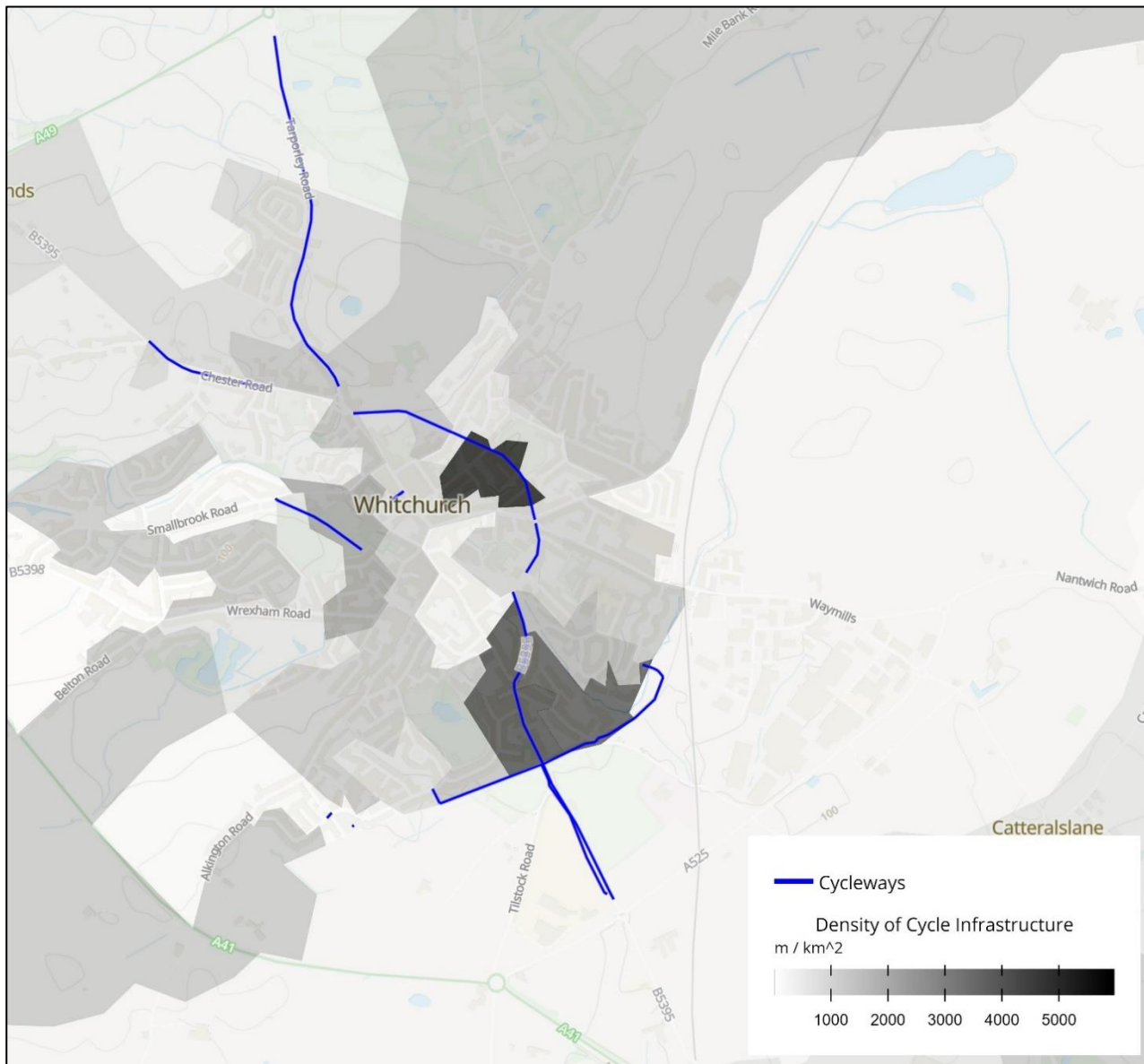


Figure 3-1: Cycle infrastructure around Whitchurch

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.

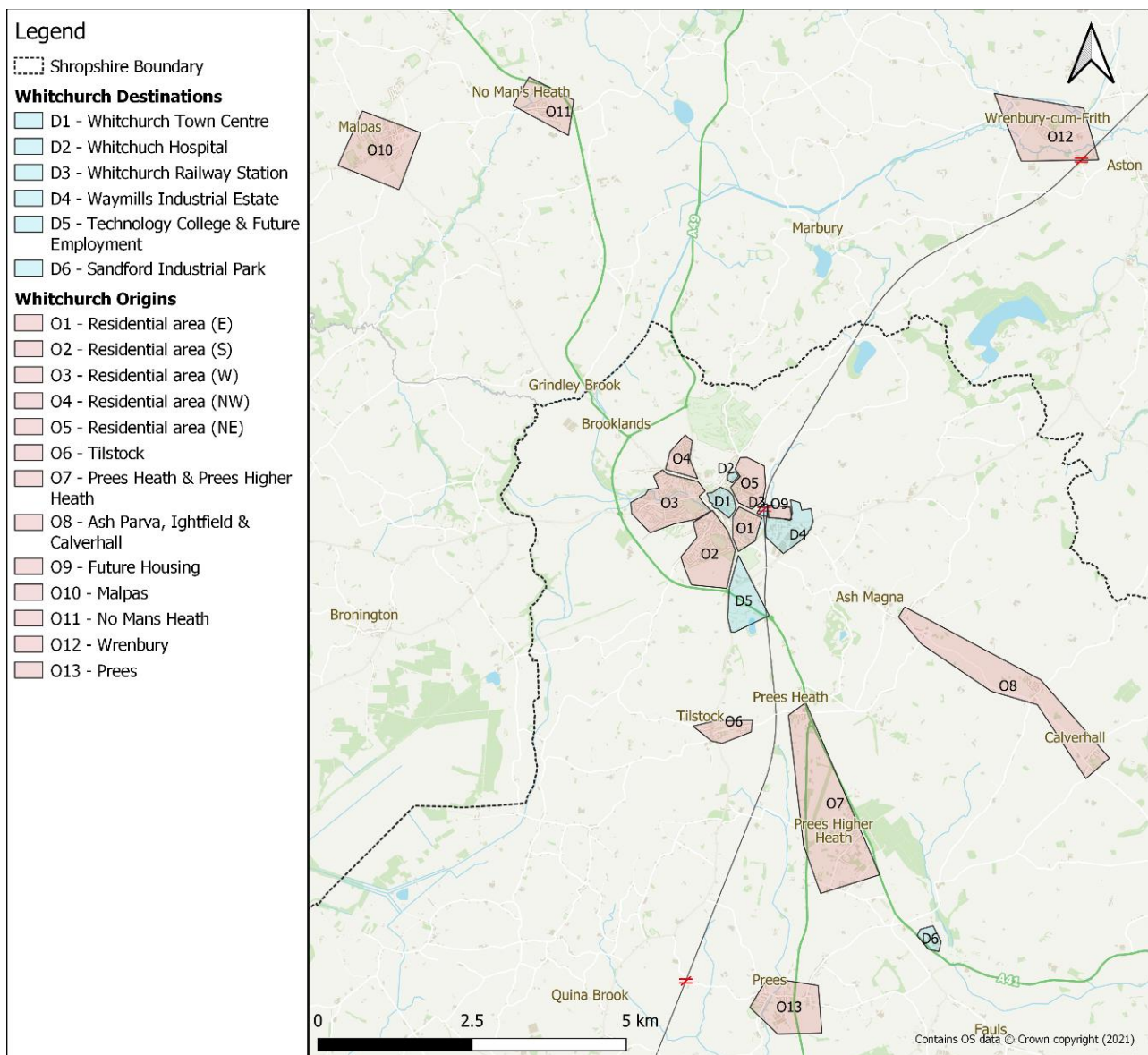


Figure 3-2: Trip Origins and Destinations around Whitchurch



### 3.1.4 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, considering 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





### 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.

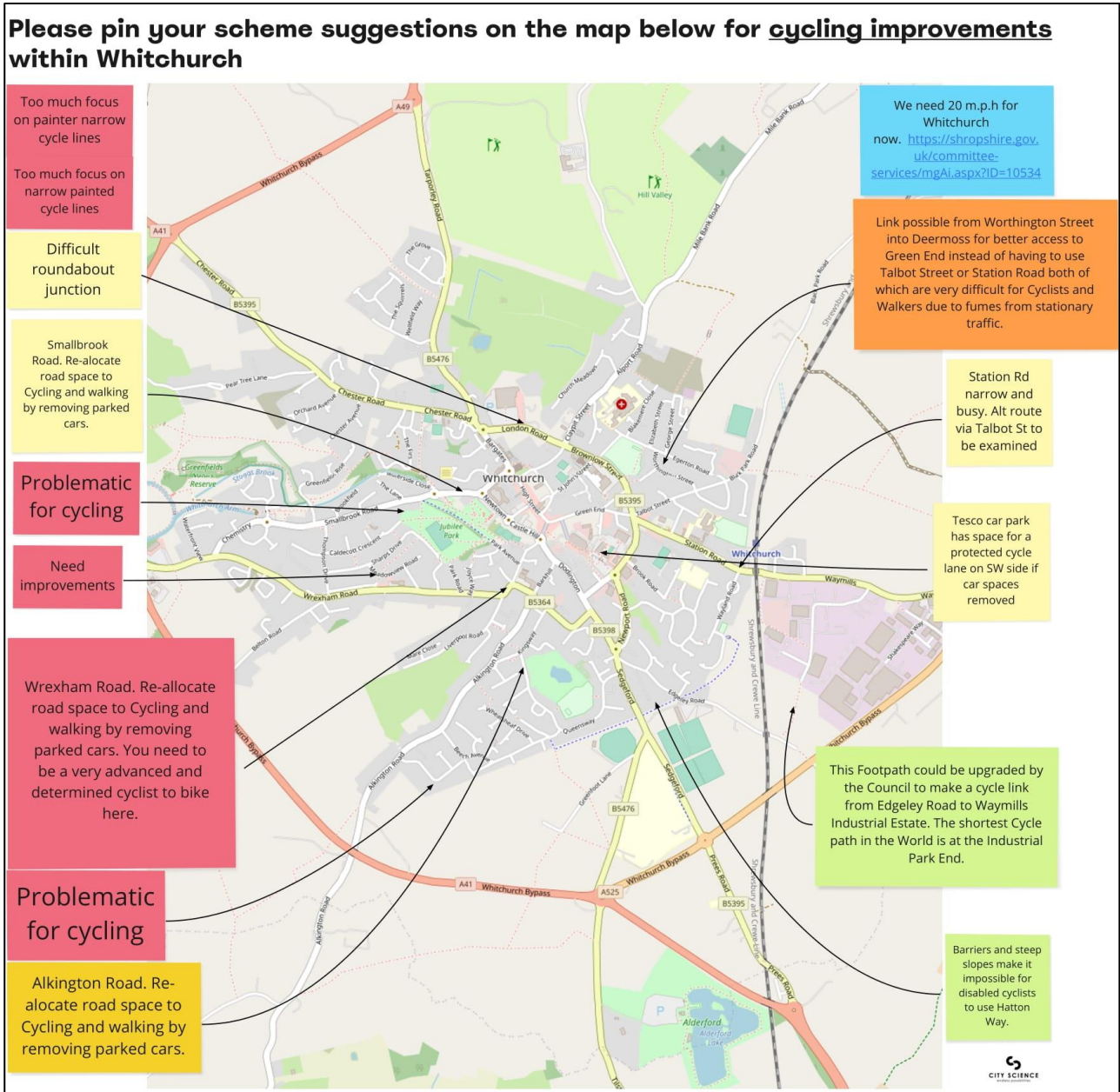


Figure 3-5: Stakeholder scheme suggestions in wider Whitchurch, snapshot taken from Miroboard

### 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
<b>Coherent</b>	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.
<b>Direct</b>	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.
<b>Safe</b>	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.
<b>Comfortable</b>	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.
<b>Attractive</b>	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 0 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.

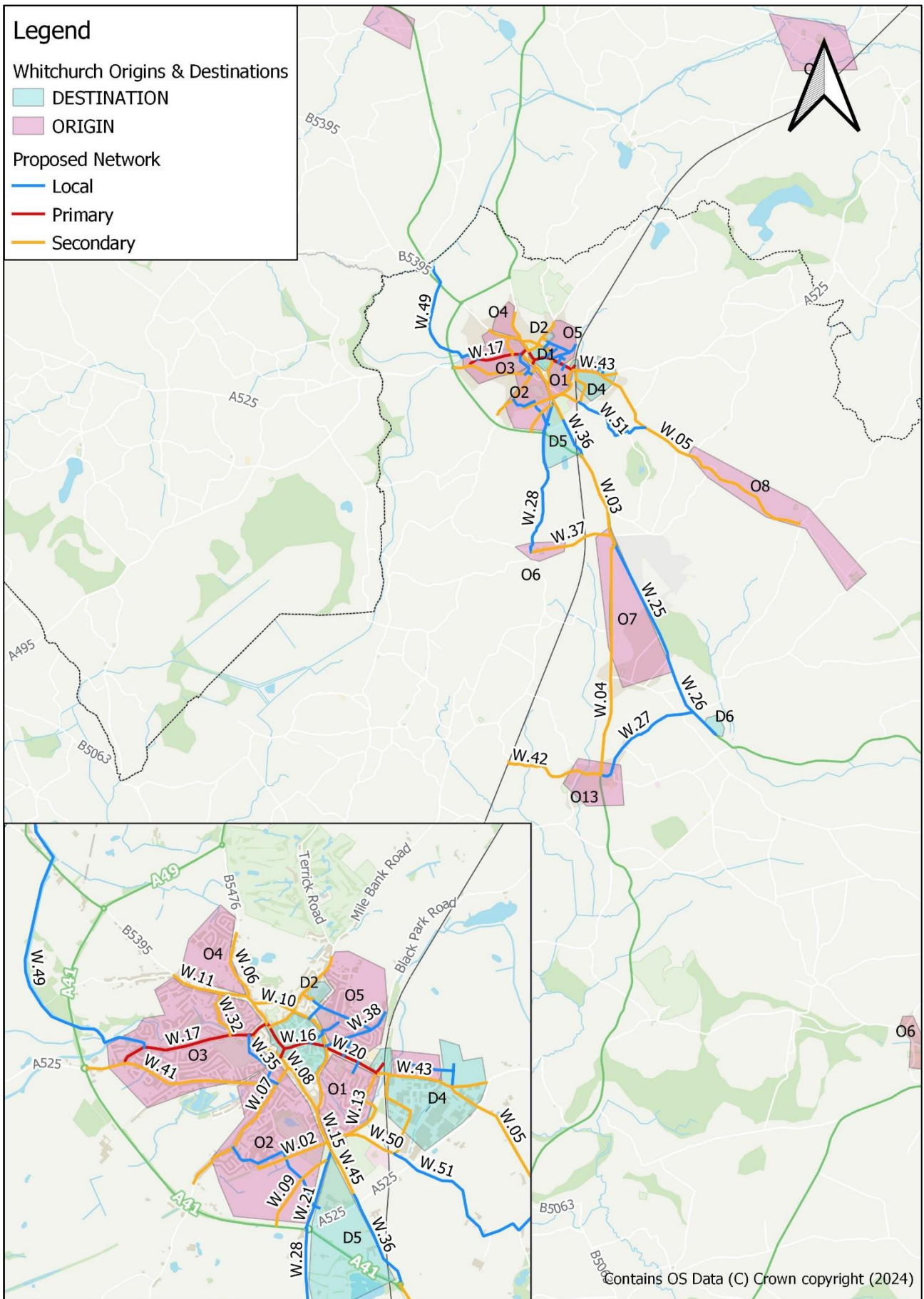


Figure 3-6: Proposed routes in the Whitchurch Study Area

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

### 3.4.1 Primary

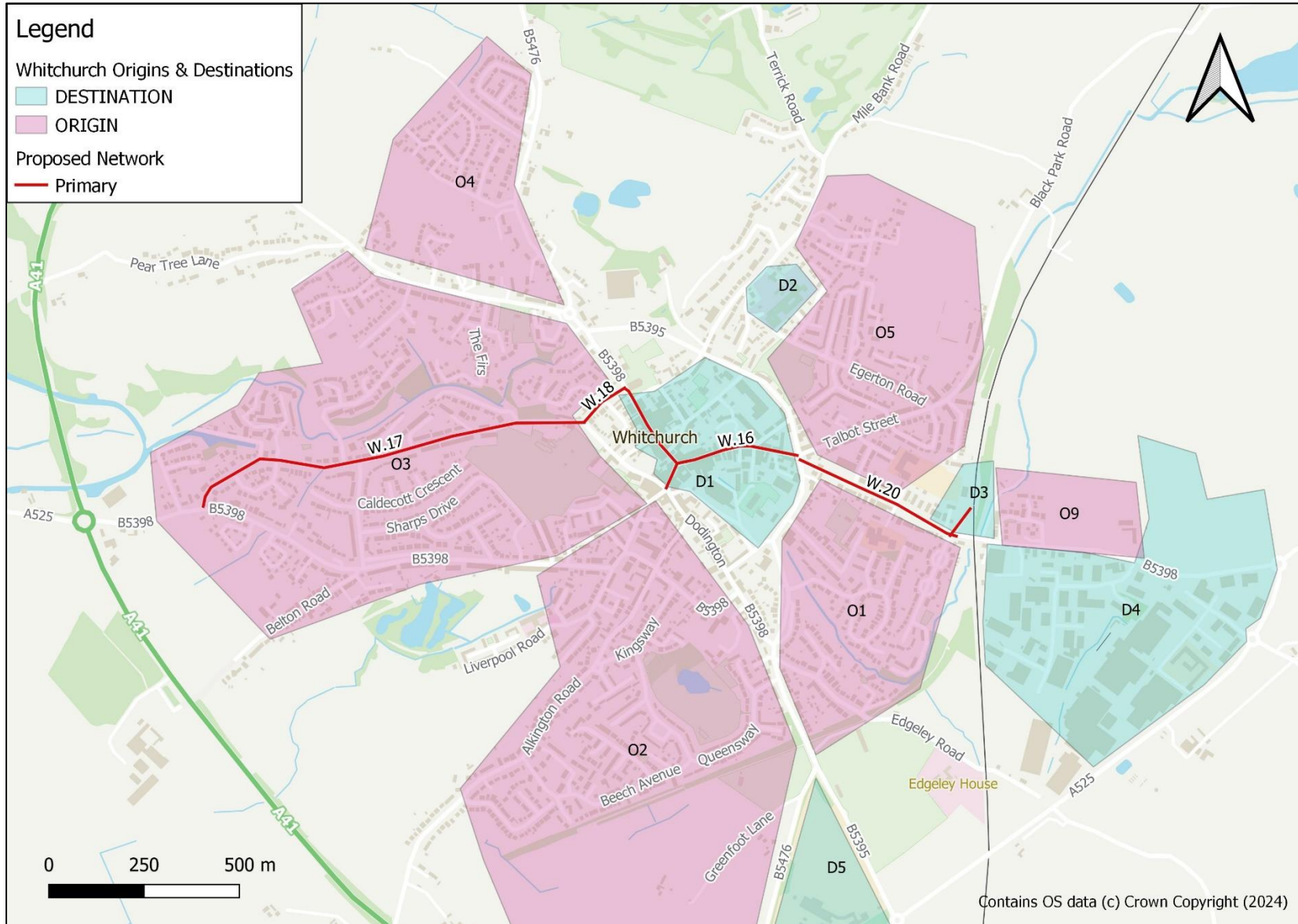


Figure 3-7: Whitchurch Proposed Network Plan; Schemes Following a Primary Desire Line

Scheme	Description	Recommendation
<b>W.16</b>	Route along High Street and Green End	Investigate reduction of traffic volumes and/or speed or a timed closure to allow for a shared space with vehicular traffic
<b>W.17</b>	Smallbrook Road through western residential area	Investigate rationalisation to provide for a light segregated cycling facility.
<b>W.18</b>	Route along Yardington	Investigate reduction of traffic volumes and/or speed to allow for a shared space with vehicular traffic.
<b>W.19</b>	The Bullring	Review place and movement function of the Bullring
<b>W.20</b>	Station Road and Waymills	Investigate widening of existing footway to create a shared-use or a segregated cycling facility. Include provision of side road crossing treatments and upgrade of crossings/roundabouts in line with definitive design standards.
<b>W.22</b>	Access into the railway station	Reduce width of vehicle access to the railway station to improve the pedestrian environment. Widen footway.

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



Scheme	Description	Recommendation
<b>W.01</b>	Route along Claypit Street	Investigate reduction of traffic volumes and/or speed to allow for a shared space with vehicular traffic
<b>W.02</b>	Back access to Waymills Industrial Estate from the southern residential areas following PROW	Upgrade existing route (e.g. widen, improve surfacing, lighting and provision of signage) ensuring no user loses their right of access (e.g. equestrians)
<b>W.03</b>	Heath Road connecting to Prees Heath	Investigate widening of existing footway to create a shared-use facility.
<b>W.04</b>	Route along the A41 to Prees	Investigate provision of a shared-use facility or a segregated cycling facility
<b>W.05</b>	Ash Road to Ash Magna, Ash Parva, Ightfield and Calverhall	Investigate provision of shared-use facility
<b>W.06</b>	Route along Tarporley Road	Improve the existing cycling facility by aligning with definitive national standards and extending to the A49/Tarporley Rd junction
<b>W.07</b>	Route along Alkington Road	Investigate widening of existing footway to create a shared-use facility. Investigate designating Alkington Road as a one-way street, paired with Kingsway (W.24) to reduce traffic flows and allow for safer cycling.
<b>W.08</b>	Route along Dodington	Investigate provision of a segregated cycling facility. Include provision of side road crossing treatments and upgrade of crossings/roundabouts in line with definitive design standards.
<b>W.09</b>	New north-south route within the Tilstock development site	Provide a segregated cycling facility alongside the north-south spine road within the Tilstock development site. Include implementation of crossings in line with definitive design standards
<b>W.10</b>	Route along London Road & Brownlow Street	Investigate provision of a light-segregated cycling facility in place of the existing cycle lanes. Include provision of side road crossing treatments and upgrade/provision of crossings in line with definitive design standards
<b>W.11</b>	Chester Road between Pear Tree Lane and Bargates roundabout	Investigate widening of existing cycle lanes and provision of a segregated cycling facility in place of the existing cycle lanes. Extend the cycling facility east to reach Bargates Roundabout. Include provision of side road crossing treatments. Upgrade of crossings at Bargate Roundabout in line with definitive design standards.
<b>W.12</b>	Route along Bridgewater Street	Investigate provision of a segregated cycling facility in place of the existing cycle lanes north of the Bridgewater St/Newport Rd junction. Include provision of side road crossing treatments. Upgrade of crossings at the Bridgewater St/Newport Rd junction in line with definitive design standards.



Scheme	Description	Recommendation
		Investigate rationalisation of parking south of the Bridgwater St/Newport Rd junction to provide for a segregated cycling facility or reduction of traffic volumes and speeds to allow for a shared space with vehicular traffic.
<b>W.13</b>	Route along Hatton Way & Wayland Road	Enhance existing route (e.g. widen, improve surfacing, lighting and provision of signage) ensuring no user loses their right of access (e.g. equestrians)
<b>W.14</b>	Route along Church Street	Investigate reduction of traffic volumes and/or speed to allow for a shared space with vehicular traffic
<b>W.15</b>	Sedgeford between Newport Road and B5476	Upgrade existing infrastructure to align with definitive national standards, including crossing facilities. Include additional crossings and provision of side road crossing treatments in line with definitive design standards.
<b>W.32</b>	North-South route connecting Greenfields Rise with The Firs	Upgrade existing route (e.g. widen, improve surfacing, lighting and provision of signage) ensuring no user loses their right of access (e.g. equestrians).
<b>W.37</b>	Connection between Tilstock and Prees Heath	Encourage shared use of Tilstock Lane as a rural route, considering, where appropriate and practical, provision of measures, potentially to include passing places and installation of signage, as well as through active engagement with local communities.
<b>W.41</b>	Route along Wrexham Road	Investigate the provision of a light segregated cycling facility. Include upgrade of crossings in line with definitive design standards
<b>W.42</b>	Connection between Prees and Prees station along Station Road	Investigate the provision of a shared-use path between for active travel between the A49 and Prees Station
<b>W.43</b>	Waymills between the Whitchurch railway station and the A525 roundabout	Investigate the provision of a segregated cycling facility. Include provision of side road crossing treatments and upgrade of crossings and the A525 roundabout in line with definitive design standards.
<b>W.44</b>	Access into the hospital site from Claypit Street	Investigate reduction of traffic volumes to allow for a shared space with vehicular traffic (to connect with W.39)
<b>W.45</b>	Connection along Sedgeford from B5476 junction to the A525 roundabout	Extend existing shared-use path north to connect with scheme W.02 and upgrade to definitive design standards.
<b>W.46</b>	Route along Bargates from High Street roundabout to the Chester Road roundabout	Investigate reduction of traffic volumes to allow for a shared space with vehicular traffic. Improve pedestrian and cyclist crossing provision at the

Scheme	Description	Recommendation
		High St roundabout and the Chester Rd roundabout in line with definitive design standards.
<b>W.47</b>	Newport Road	Enhance existing on-road cycle lanes by installing light segregation along the length of Newport Rd. Include side road crossing treatments
<b>W.50</b>	Access to Waymills Industrial Estate following Edgeley Rd and the PROW linking into Waymills	Investigate provision of a shared-use facility on the western section of Edgeley Road with localised treatments at pinch-points (e.g. railway bridge). Upgrade existing off-road path between the Waymills Industrial Estate and Edgeley Rd (e.g. widen, improve surfacing, lighting and provision of signage). Investigate provision of a segregated cycling facility through the Waymills Industrial Estate (connection into W.51, W.13 and W.20)

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

3.4.3 Local

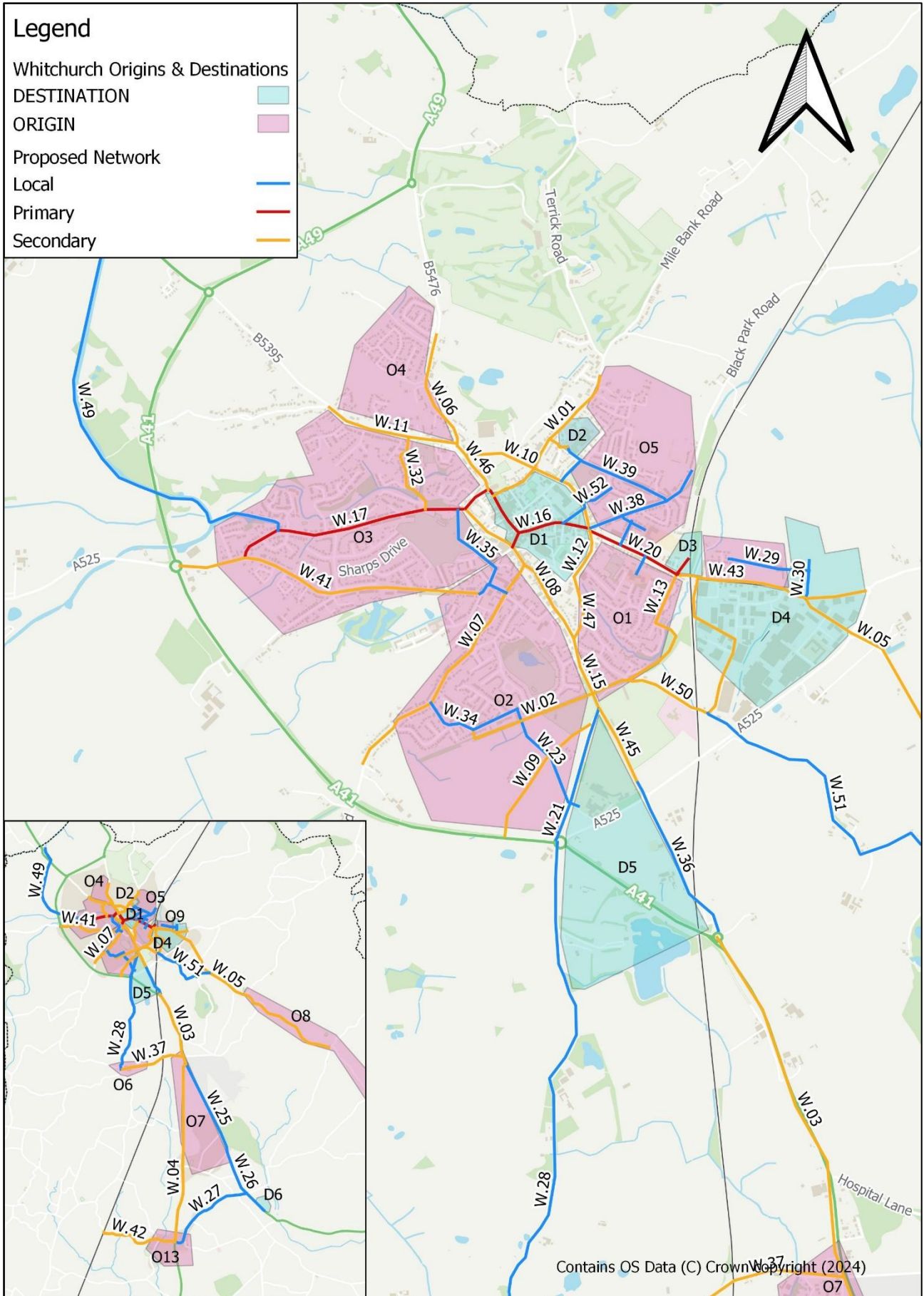


Figure 3-9: Whitchurch Proposed Network Plan; Schemes Following a Local Desire Line

Scheme	Description	Recommendation
<b>W.21</b>	Connection along the college	Investigate widening of existing footway to create a shared-use or a segregated cycling facility. Include provision of side road crossing treatments and upgrade of crossings/roundabouts in line with definitive design standards.
<b>W.23</b>	East-west connection from Beech Avenue through the Tilstock residential development site to Sir John Talbot's School	Provide a segregated cycling facility alongside the east-west spine road within the future development site. Include implementation of side road crossings and crossings to the employment zone in line with definitive design standards
<b>W.24</b>	Kingsway	Investigate designating Kingsway as a one-way street, paired with Alkington Rd (W.07) to reduce traffic flows and allow for safer cycling
<b>W.25</b>	Connection between Prees Heath and Prees Higher Heath	Investigate provision of a segregated cycling facility and/or an off-road shared-use path on the A41.
<b>W.26</b>	Prees Higher Heath to Industrial estate	Investigate provision of a shared-use path on the A41 and/or parallel to the B5065 (to connect with W.25)
<b>W.27</b>	Prees to Sandford Industrial Estate	Encourage shared use of Moreton Rd and Green Lane, as a rural route, considering, where appropriate and practical, provision of measures, potentially to include passing places and installation of signage, as well as through active engagement with local communities.
<b>W.28</b>	Connection to Tilstock	Provide a segregated cycling facility or shared-use facility on Tilstock Rd to link into the new Tilstock development site.
<b>W.29</b>	New east-west route within the Foundry Point development site (connecting into W.30)	Provide a segregated cycle facility alongside the east-west spine road within the Foundry Point development site. Include implementation of crossings and side road crossing treatments in line with definitive design standards
<b>W.30</b>	North – south connection from the Foundry Point development to the east of Whitchurch to the employment zone south of Waymills Rd (connection into W.05)	Provide a segregated cycle facility alongside the north-south spine road within the future development site. Include implementation of side road crossing treatments and crossings to the employment zone in line with definitive design standards
<b>W.31</b>	Whitchurch C of E School and Whitchurch C of E Infants and Nursery School access from Station Road	Improve safety for active travel users at access points to both schools through implementation of a School Street. Include enhanced footways and crossing points in line with definitive national standards.
<b>W.33</b>	Route along Queen's Road	Investigate designation of Queen's Rd as a School Street.
<b>W.34</b>	Beech Avenue	Investigate reduction of traffic volumes and/or speed to allow for a shared space with vehicular traffic for the western section on Beech Rd (connecting up to the

Scheme	Description	Recommendation
		existing off-road path). Upgrade existing off-road path to include widening, lighting and signage improvements.
<b>W.35</b>	Park Ave and connection to Sherrymill Hill including path through Jubilee Park	Enhance existing pathways through Jubilee Park in include widening, lighting and signage improvements. Improve crossing provision on Sherrymill Hill.
<b>W.36</b>	Prees Road to A41	Encourage shared use of Prees Rd (B5395), as a rural route, considering, where appropriate and practical, provision of measures, potentially to include passing places and installation of signage, as well as through active engagement with local communities. Improve crossing provision for pedestrians and cyclists at the Heath Rd (A41)/Prees Rd Roundabout and the A525 (Whitchurch Bypass)/Prees Rd Roundabout to align with definitive design standards.
<b>W.38</b>	Route along Talbot Street	Investigate the provision of a light segregated cycle facility or a reduction of traffic volumes and/or speed to allow for a shared space with vehicular traffic.
<b>W.39</b>	Egerton Rd and Egerton Place connection into Whitchurch Community Hospital	Investigate the provision of a light segregated cycle facility or a reduction of traffic volumes and/or speed to allow for a shared space with vehicular traffic.
<b>W.40</b>	Egerton Place cut-through to the town centre	Enhance existing pathway between Egerton Place and London Rd (B5395) to include widening, lighting and signage improvements.
<b>W.48</b>	Highgate	Investigate the provision of a light or kerb segregated cycling facility along the length of Highgate. Include upgrade of crossings and side road crossing treatments in line with definitive design standards.
<b>W.49</b>	Sandstone Trail along the Llangollen Canal	Upgrade existing route (e.g. widen, improve surfacing, lighting and provision of signage) ensuring no user loses their right of access (e.g. equestrians).
<b>W.51</b>	Connection to Edgeley along Edgeley Road and connecting into Ash Road	Encourage shared use of Edgeley as a rural route, considering, where appropriate and practical, provision of measures, potentially to include passing places and installation of signage, as well as through active engagement with local communities.
<b>W.52</b>	Connection between Egerton Place and Green End	Investigate the provision of a light segregated cycle facility or a reduction of traffic volumes and/or speed to allow for a shared space with vehicular traffic on Bath St, Brownlow St and Deermoss Lane (connection into W.39). Upgrade crossings to align with definitive design standards

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.

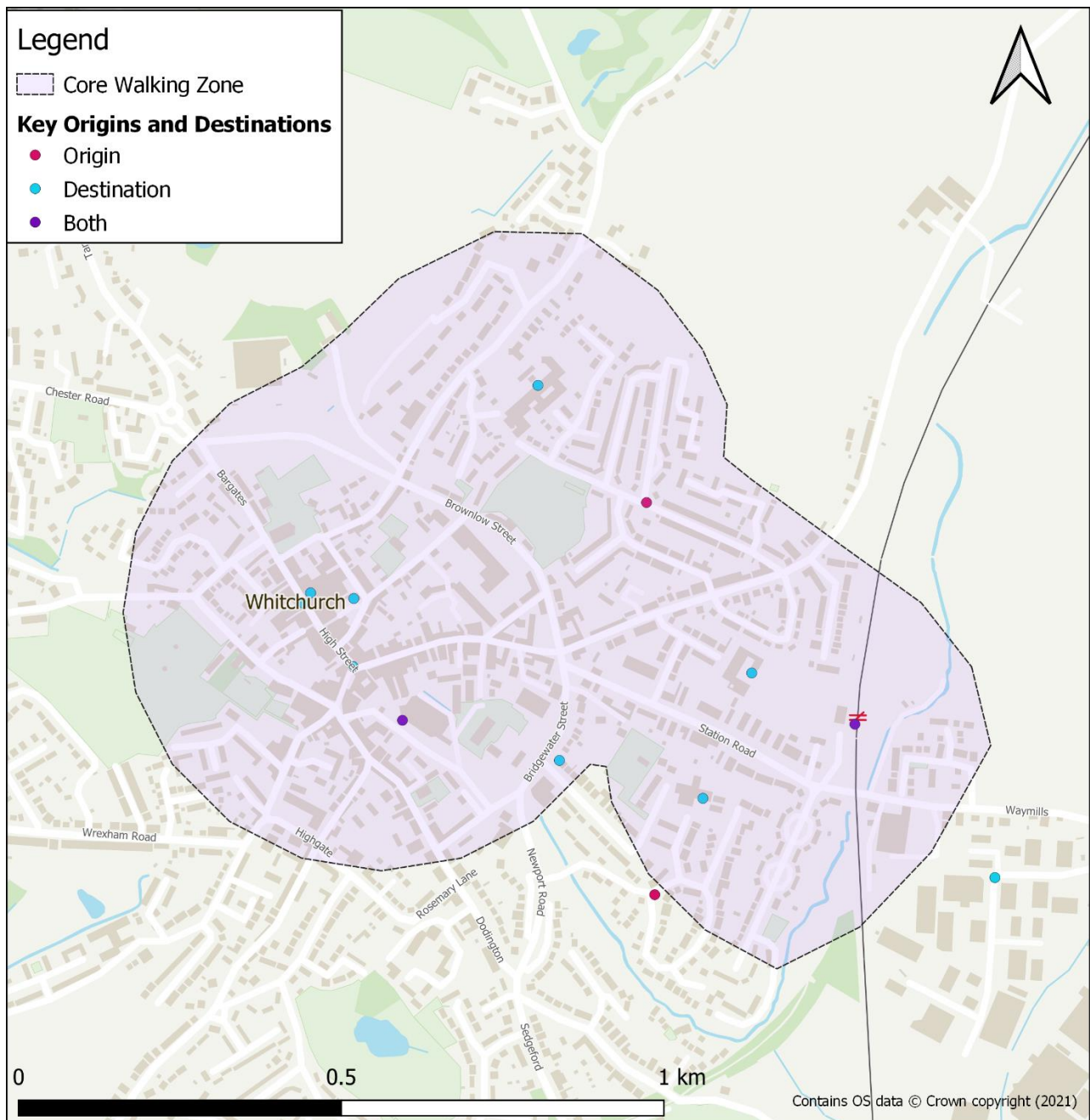


Figure 4-1: Whitchurch CWZ

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.

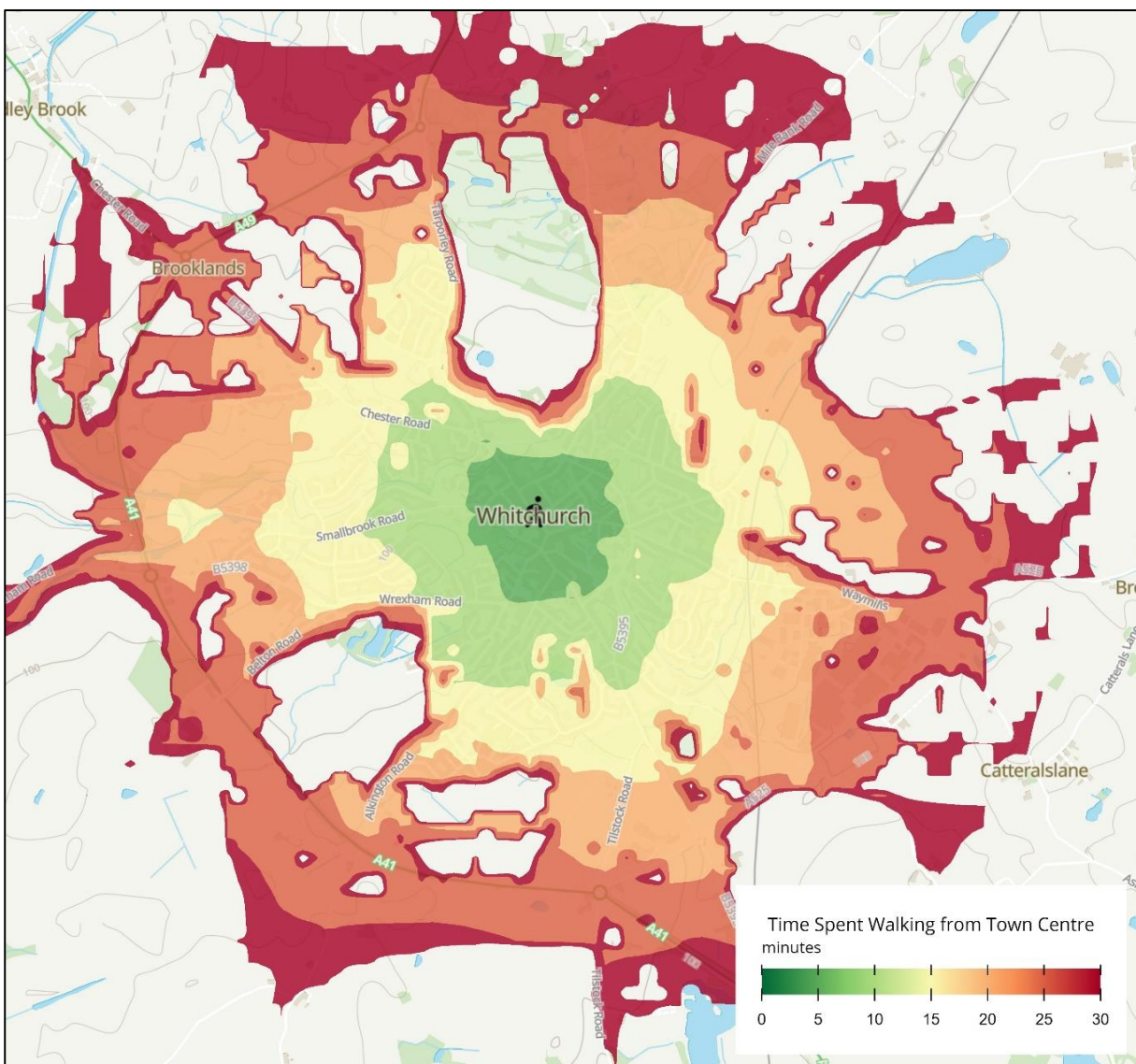


Figure 4-2: Whitchurch Town Centre CWZ Accessibility Analysis

### 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



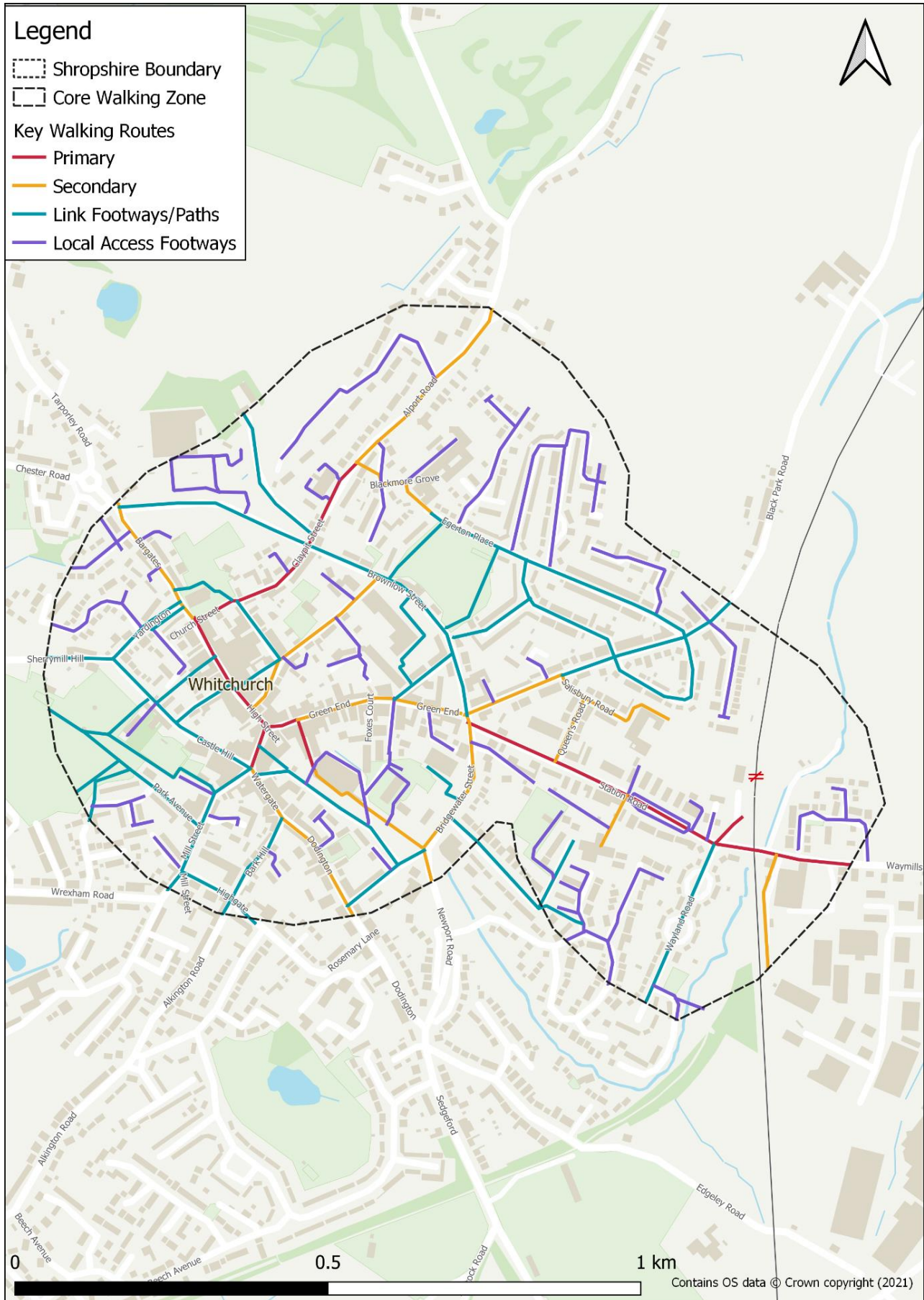


Figure 4-3: Whitchurch Town Centre CWZ Key Walking Routes

### 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.

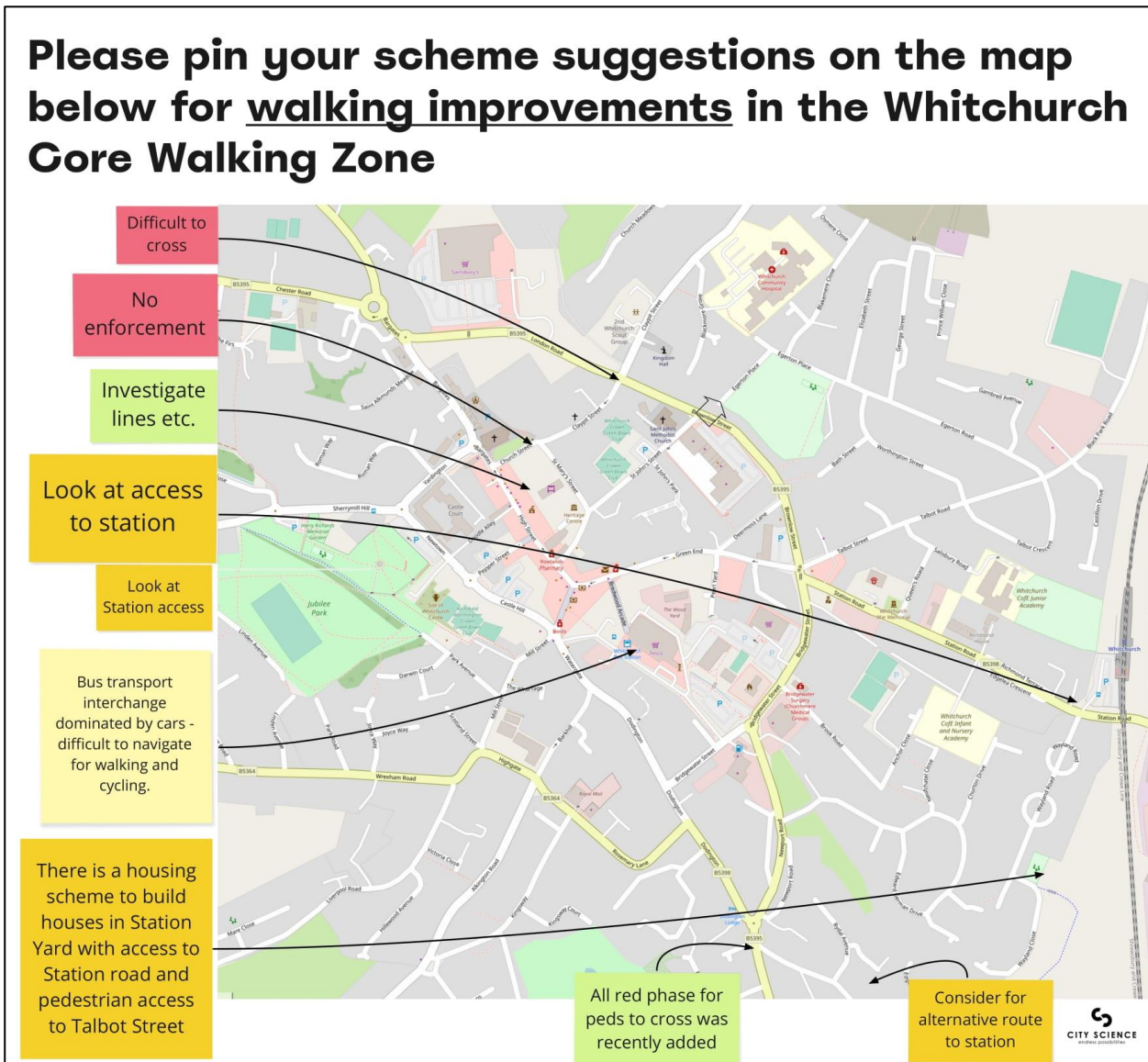


Figure 4-4: Stakeholder Feedback on Whitchurch Town Centre

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.

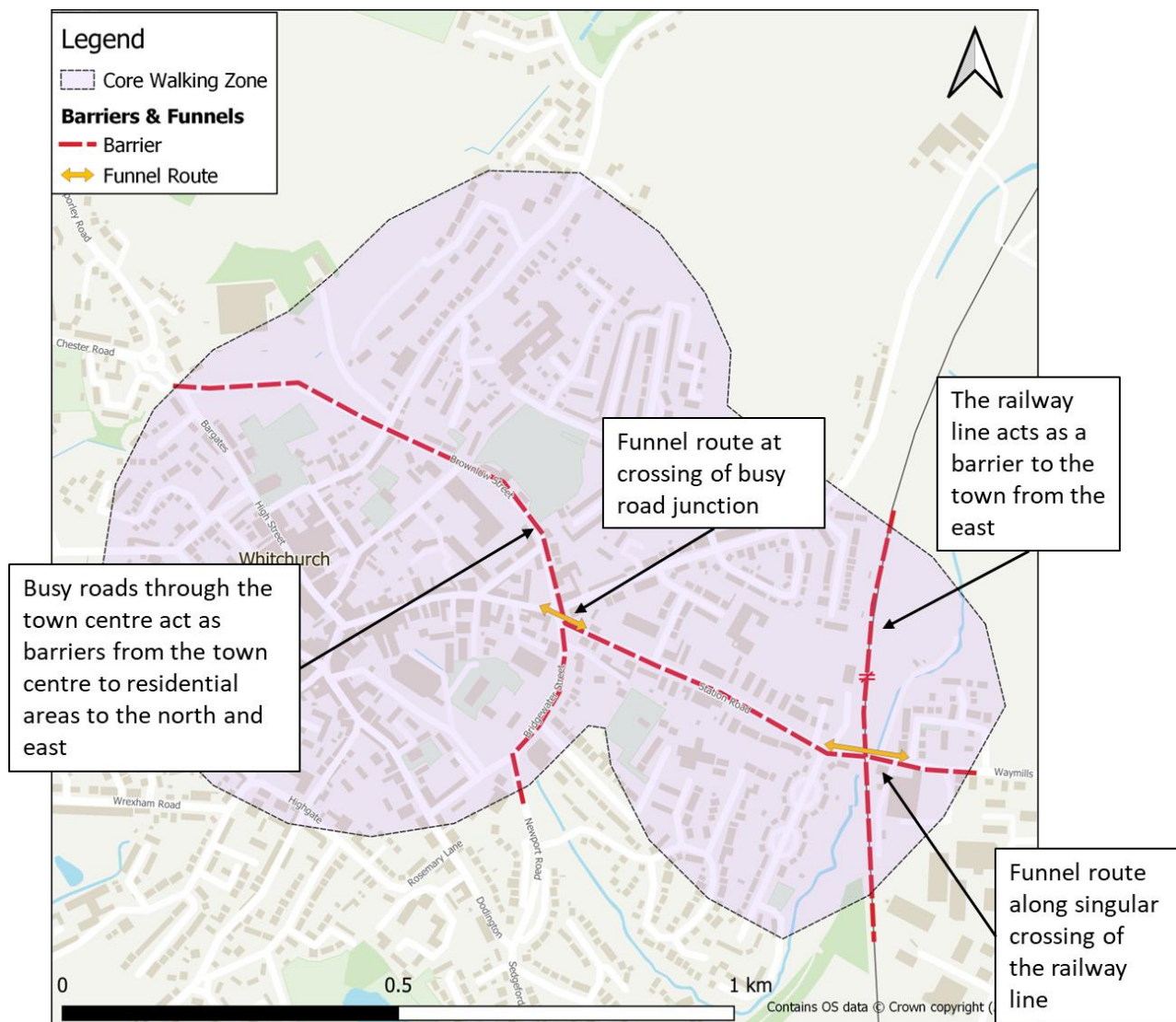


Figure 4-5: Whitchurch Town Centre CWZ Barrier & Funnel Analysis

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%
<b>Total</b>	<b>19</b>	<b>56%</b>

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 provides 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	Scheme Number	Strategic Walking Improvement Recommendations
Attractiveness & Comfort	WW.01	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	WW.02	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.
	WW.03	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"> <li>• 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.</li> <li>• The Jubilee Park: This provides safe connections into the town centre from the south.</li> </ul>
	WW.04	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.
	WW.05	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.
Safety	WW.06	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.
	WW.07	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.
	WW.08	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	WW.09	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.
	WW.10	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.
	WW.11	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.
	WW.12	Review of wayfinding, particularly on radial routes, to ensure it extends out to more remote trip generators. This includes but is not limited to:

	<p><b>WW.13</b></p>	<ul style="list-style-type: none"> <li>• Talbot Street</li> <li>• Station Road</li> <li>• Alport Road</li> <li>• Wrexham Road</li> </ul>	<ul style="list-style-type: none"> <li>• Smallbrook Road</li> <li>• Bargates</li> <li>• London Road</li> </ul>
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Table 4-2: Strategic Walking Improvement Recommendations in Whitchurch Town Centre CWZ

## 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	Description	Zero Carbon	Healthier	Mode Shift	Inclusive	Sustainable Growth	Objective Total	Deliverability	Total Score	Local Rank
<b>W.52</b>	Connection between Egerton Place and Green End	4.5	7.5	7	8.25	6.75	34	26	60	1
<b>W.16</b>	Route along High Street and Green End	5.25	7.5	9	7.5	6	35	24	59	2=
<b>W.07</b>	Route along Alkington Road	6	5.5	8	5.25	6	31	28	59	2=
<b>W.15</b>	Sedgeford between Newport Road and B5476	5.25	6.5	6	8.25	6	32	26	58	4=
<b>W.39</b>	Egerton Rd and Egerton Place connection into Whitchurch Community Hospital	6	7	7	7.5	4.5	32	26	58	4=
<b>W.01</b>	Route along Claypit Street	6.75	6	8	6.75	4.5	32	26	58	4=
<b>W.02</b>	Back access to Waymills Industrial Estate from the southern residential areas following PROW	6	7	5	7.5	6	32	26	58	5=
<b>W.22</b>	Access into the railway station	6	6	9	6.75	5.25	33	24	57	8=
<b>W.18</b>	Route along Yardington	4.5	6	9	7.5	6	33	24	57	8=
<b>W.19</b>	The Bullring	5.25	6.5	9	6	6	33	24	57	8=

Table 5-1: Top Performing Schemes in Whitchurch

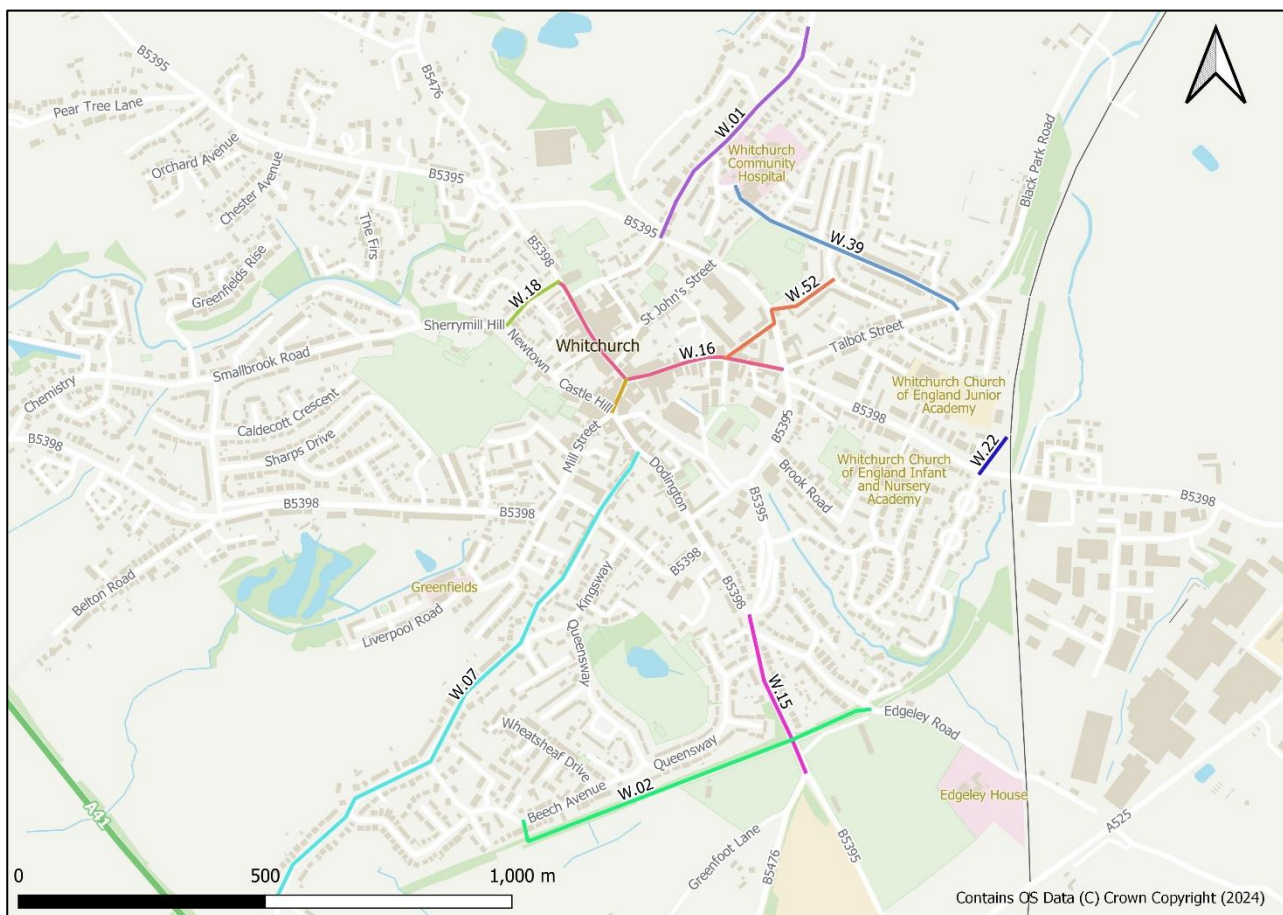


Figure 5-1: Top 10 Scoring Schemes in Whitchurch

## 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.



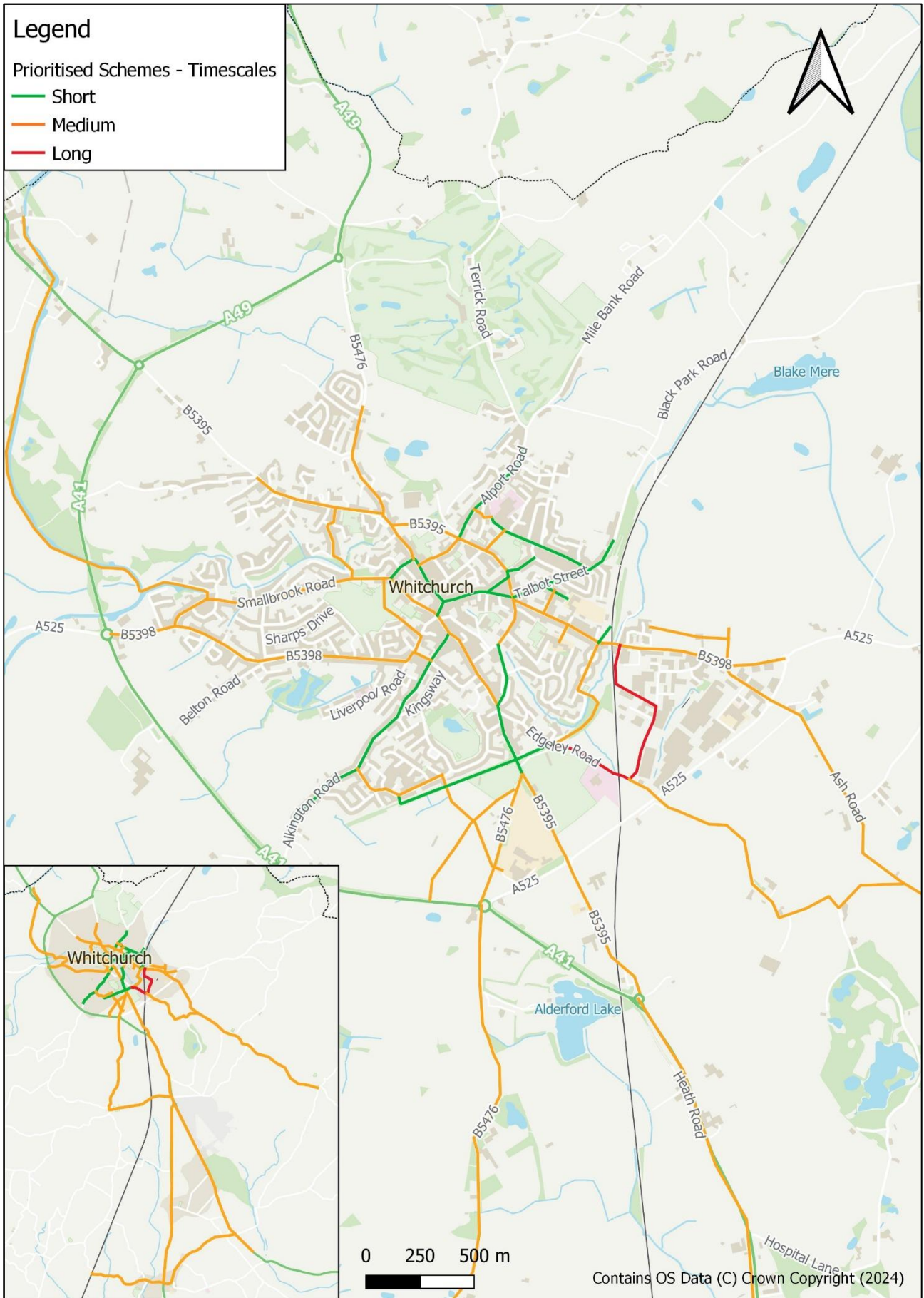


Figure 5-2: Prioritised Schemes in Whitchurch

## 6 Appendix: Full Prioritisation Results

Scheme Name	Description	Zero Carbon	Healthier	Mode Shift	Inclusive	Sustainable Growth	Objective Total	Deliverability	Total Score	Local Rank	Time Scale
<b>W.01</b>	Route along Claypit Street	6.75	6	8	6.75	4.5	32	26	58	4	Short
<b>W.02</b>	Back access to Waymills Industrial Estate from the southern residential areas following PROW	6	7	5	7.5	6	32	26	58	7	Short
<b>W.03</b>	Heath Road connecting to Prees Heath	6.75	5	4	5.25	6	27	22	49	39	Medium
<b>W.04</b>	Route along the A41 to Prees	6.75	7	4	6	5.25	29	22	51	33	Medium
<b>W.05</b>	Ash Road to Ash Magna, Ash Parva, Ightfield and Calverhall	7.5	5	7	4.5	6	30	22	52	28	Medium
<b>W.06</b>	Route along Tarporley Road	6.75	5.5	5	6.75	5.25	29	22	51	32	Medium
<b>W.07</b>	Route along Alkington Road	6	5.5	8	5.25	6	31	28	59	3	Short
<b>W.08</b>	Route along Dodington	4.5	7.5	8	8.25	6	34	18	52	27	Medium
<b>W.09</b>	New north-south route within the Tilstock development site	5.25	5.5	5	6.75	3.75	26	20	46	47	Medium
<b>W.10</b>	Route along London Road & Brownlow Street	5.25	7.5	8	7.5	4.5	33	22	55	17	Medium
<b>W.11</b>	Chester Road between Pear Tree Lane and Bargates roundabout	6.75	5.5	5	6.75	5.25	29	18	47	46	Medium
<b>W.12</b>	Route along Bridgewater Street	5.25	7.5	8	6.75	4.5	32	22	54	22	Medium
<b>W.13</b>	Route along Hatton Way & Wayland Road	6	7.5	8	8.25	6	36	20	56	14	Medium
<b>W.14</b>	Route along Church Street	6	6	8	7.5	5.25	33	22	55	18	Medium
<b>W.15</b>	Sedgeford between Newport Road and B5476	5.25	6.5	6	8.25	6	32	26	58	5	Short
<b>W.16</b>	Route along High Street and Green End	5.25	7.5	9	7.5	6	35	24	59	2	Short
<b>W.17</b>	Smallbrook Road through western residential area	6	6.5	9	6.75	4.5	33	20	53	24	Medium
<b>W.18</b>	Route along Yardington	4.5	6	9	7.5	6	33	24	57	8	Short
<b>W.19</b>	The Bullring	5.25	6.5	9	6	6	33	24	57	10	Short
<b>W.20</b>	Station Road and Waymills	6	7.5	9	6.75	4.5	34	22	56	15	Medium
<b>W.21</b>	Connection along the college	5.25	6	6	6.75	4.5	29	22	51	36	Medium

Scheme Name	Description	Zero Carbon	Healthier	Mode Shift	Inclusive	Sustainable Growth	Objective Total	Deliverability	Total Score	Local Rank	Time Scale
<b>W.22</b>	Access into the railway station	6	6	9	6.75	5.25	33	24	57	9	Short
<b>W.23</b>	East-west connection from Beech Avenue through the Tilstock residential development site to Sir John Talbot's School	6	6	6	8.25	6	32	22	54	20	Medium
<b>W.24</b>	Kingsway	6	7	6	6.75	4.5	30	26	56	11	Short
<b>W.25</b>	Connection between Prees Heath and Prees Higher Heath	6.75	5	3	5.25	5.25	25	16	41	52	Medium
<b>W.26</b>	Prees Higher Heath to Industrial estate	7.5	5	3	5.25	3.75	25	20	45	50	Medium
<b>W.27</b>	Prees to Sandford Industrial Estate	6	6.5	3	6	6	28	22	50	38	Medium
<b>W.28</b>	Connection to Tilstock	6.75	6	3	6.75	5.25	28	20	48	44	Medium
<b>W.29</b>	New east-west route within the Foundry Point development site (connecting into W.30)	5.25	5.5	6	6.75	5.25	29	22	51	35	Medium
<b>W.30</b>	North – south connection from the Foundry Point development to the east of Whitchurch to the employment zone south of Waymills Rd (connection into W.05)	5.25	5	5	5.25	5.25	26	22	48	45	Medium
<b>W.31</b>	Whitchurch C of E School and Whitchurch C of E Infants and Nursery School access from Station Road	6.75	6.5	6	6.75	4.5	31	22	53	26	Medium
<b>W.32</b>	North-South route connecting Greenfields Rise with The Firs	6.75	5.5	7	5.25	3.75	28	18	46	48	Medium
<b>W.33</b>	Route along Queen's Road	6.75	7	6	6.75	4.5	31	24	55	16	Medium
<b>W.34</b>	Beech Avenue	7.5	6	4	6.75	6	30	24	54	21	Medium
<b>W.35</b>	Park Ave and connection to Sherrymill Hill including path through Jubilee Park	5.25	7.5	7	6.75	3.75	30	20	50	37	Medium
<b>W.36</b>	Prees Road to A41	6.75	5.5	4	6.75	4.5	28	24	52	31	Medium
<b>W.37</b>	Connection between Tilstock and Prees Heath	6.75	4.5	4	6.75	6	28	18	46	49	Medium
<b>W.38</b>	Route along Talbot Street	6	7	7	7.5	4.5	32	24	56	12	Short
<b>W.39</b>	Egerton Rd and Egerton Place connection into Whitchurch Community Hospital	6	7	7	7.5	4.5	32	26	58	6	Short
<b>W.40</b>	Egerton Place cut-through to the town centre	4.5	6.5	7	6.75	6	31	24	55	19	Medium
<b>W.41</b>	Route along Wrexham Road	5.25	6.5	6	6	5.25	29	22	51	34	Medium

Scheme Name	Description	Zero Carbon	Healthier	Mode Shift	Inclusive	Sustainable Growth	Objective Total	Deliverability	Total Score	Local Rank	Time Scale
<b>W.42</b>	Connection between Prees and Prees station along Station Road	6.75	6.5	8	6	5.25	33	16	49	42	Medium
<b>W.43</b>	Waymills between the Whitchurch railway station and the A525 roundabout	5.25	7	8	6.75	6	33	16	49	40	Medium
<b>W.44</b>	Access into the hospital site from Claypit Street	7.5	6.5	8	5.25	3.75	31	22	53	23	Medium
<b>W.45</b>	Connection along Sedgeford from B5476 junction to the A525 roundabout	5.25	5.5	6	6.75	4.5	28	24	52	29	Medium
<b>W.46</b>	Route along Bargates from High Street roundabout to the Chester Road roundabout	4.5	6	8	8.25	6	33	20	53	25	Medium
<b>W.47</b>	Newport Road	5.25	6.5	8	8.25	6	34	22	56	13	Short
<b>W.48</b>	Highgate	5.25	5.5	6	5.25	4.5	27	22	49	43	Medium
<b>W.49</b>	Sandstone Trail along the Llangollen Canal	8.25	6	3	6	4.5	28	24	52	30	Medium
<b>W.50</b>	Access to Waymills Industrial Estate following Edgeley Rd and the PROW linking into Waymills	6	6	8	8.25	6.75	35	14	49	41	Long
<b>W.51</b>	Connection to Edgeley along Edgeley Road and connecting into Ash Road	6.75	5	4	4.5	3.75	24	18	42	51	Medium
<b>W.52</b>	Connection between Egerton Place and Green End	4.5	7.5	7	8.25	6.75	34	26	60	1	Short

Table 6-1: Full Prioritisation Results for Whitchurch

## 7 References

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