



SHROPSHIRE COUNCIL
*LCWIP Appendix:
Church Stretton Delivery
Plan*



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1 Introduction

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

1.1 Church Stretton Context & Study Area

Church Stretton is a historic market town located in the south of the county of Shropshire and is the only town in the Shropshire Hills Area of Outstanding Natural Beauty. It is home to some of the oldest geological rocks in England and is a popular tourist location due to its natural beauty, attracting large numbers of recreational walkers.

1.1.1 Population

The population of Church Stretton is 4,800 (ONS, 2015). Church Stretton’s population is 47.6% male and 52.4% female. There is an older age profile in Church Stretton compared to the wider county, with 35% of people aged over 65 compared to 21% of people in Shropshire as a whole. Accordingly, Church Stretton has the lowest rate of residents of traditional working age (16-64) in Shropshire at 47.7% of the population compared to 58.9% of residents in the whole of Shropshire, 61.7% in the West Midlands and 62.5% in Great Britain (Figure 1-1).

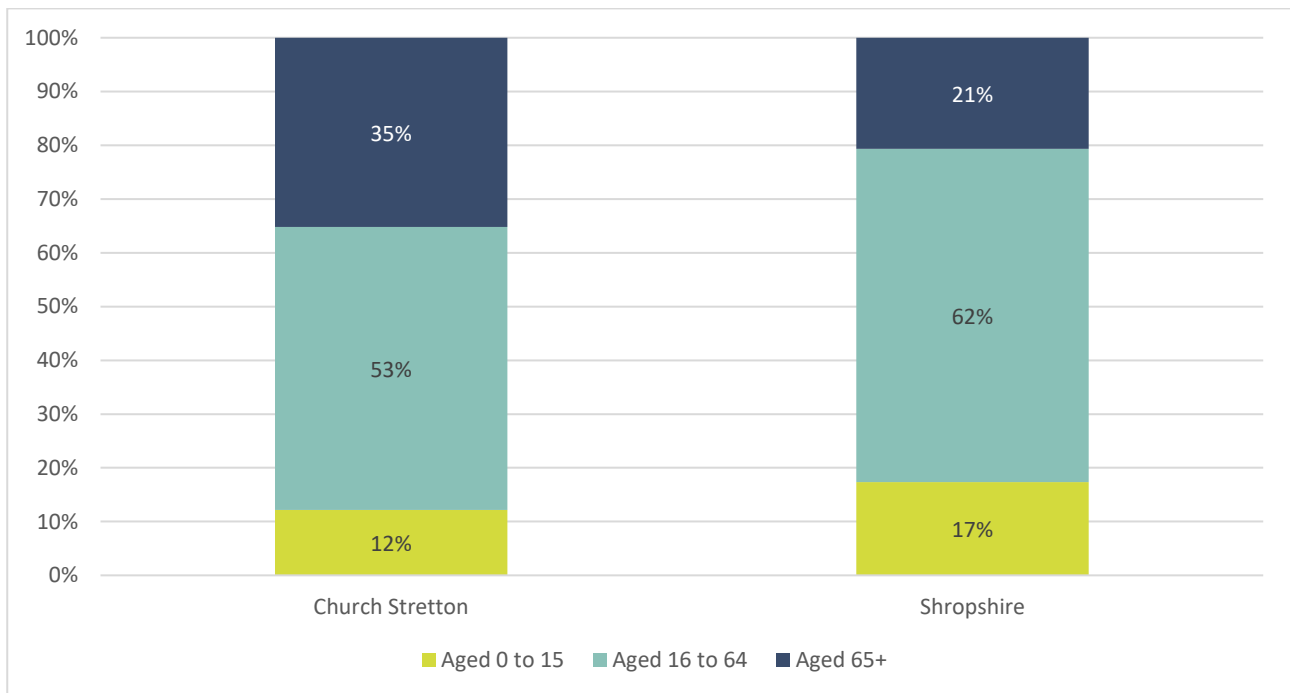


Figure 1-1: Demographic Profile of Church Stretton Compared to Shropshire

1.1.2 Population Density

The majority of the town and surrounding area has a relatively low population density, with higher density being recorded in the north west corner of the town (see Figure 1-2).

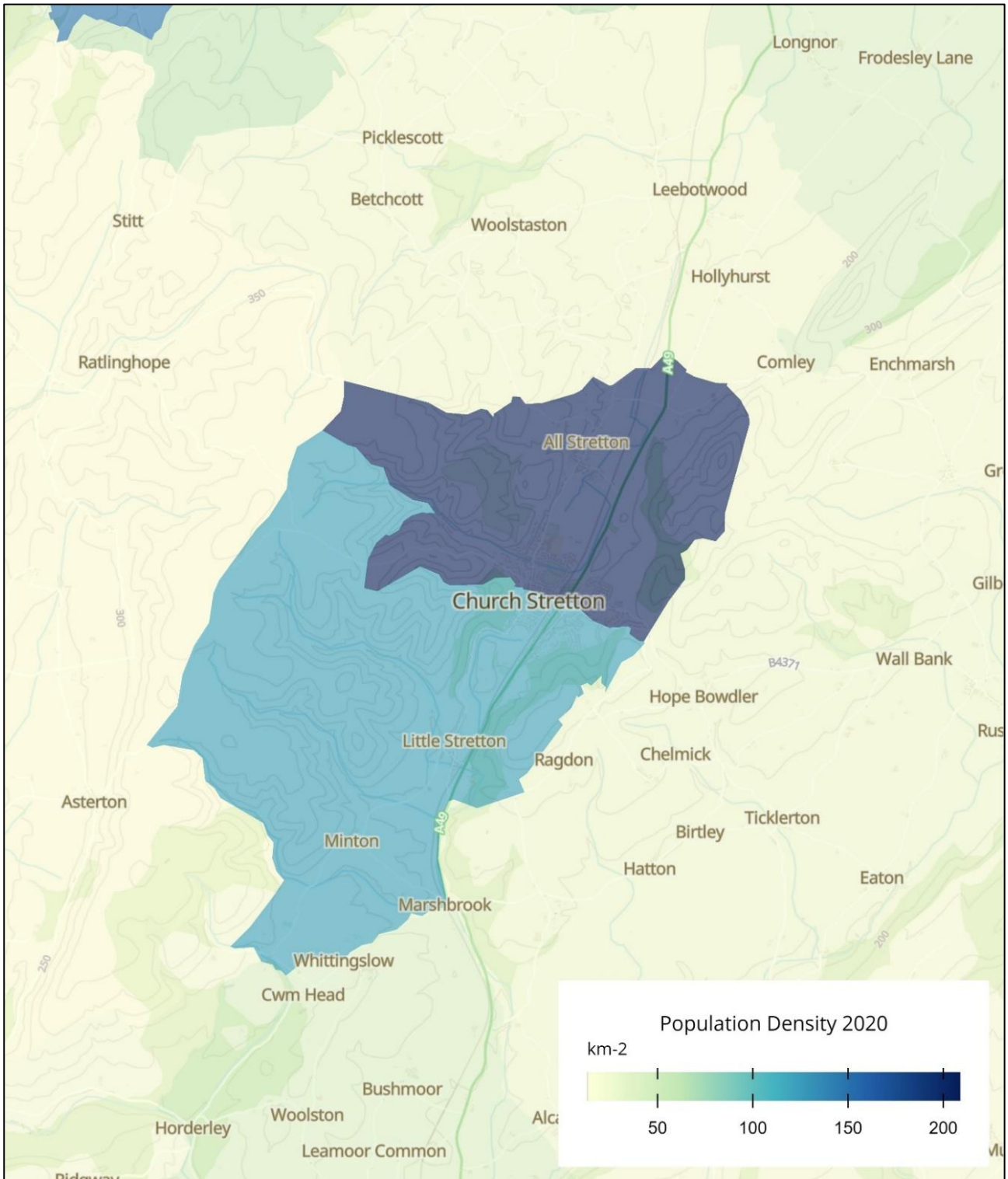


Figure 1-2: Population Density around Church Stretton

1.1.3 Deprivation

Church Stretton has very low levels of deprivation with both areas falling into the 7th and 8th national decile (see Figure 1-3).

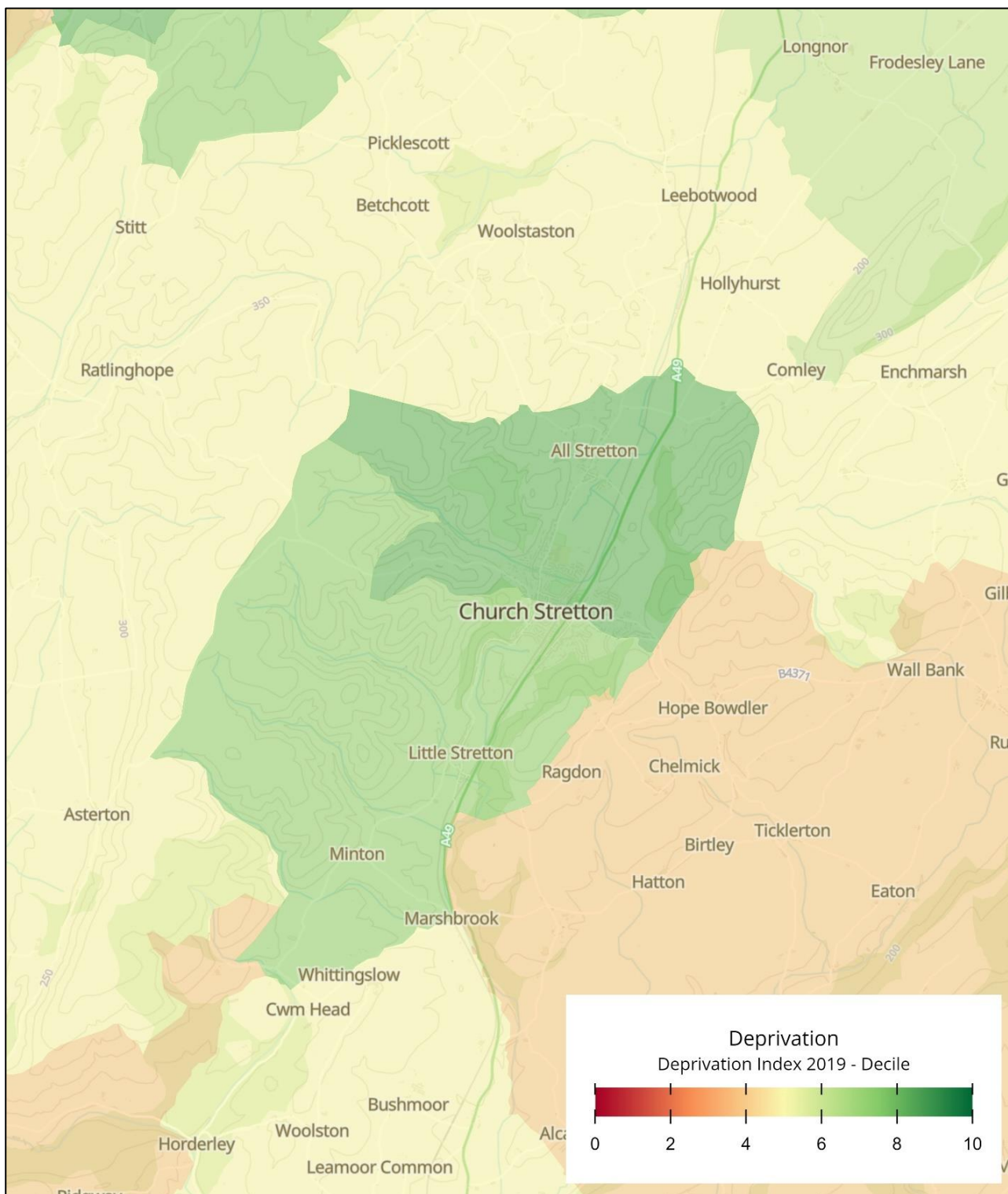


Figure 1-3: Deprivation Indices around Church Stretton

1.1.4 Mode Share – Travel to Work

The mode share for commuting (Nomis, 2011) shows that there is a slightly lower mode share for travel to work by bicycle (2%) compared to Shropshire as a whole (3%) but a higher mode share for walking to work (20%) compared to Shropshire as a whole (13%) (Figure 1-4). This may reflect the compact walkable nature of Church Stretton.

Note this analysis covers all commuting trips travelling to Church Stretton so captures the journeys made from the town’s hinterland arriving in the town centre.

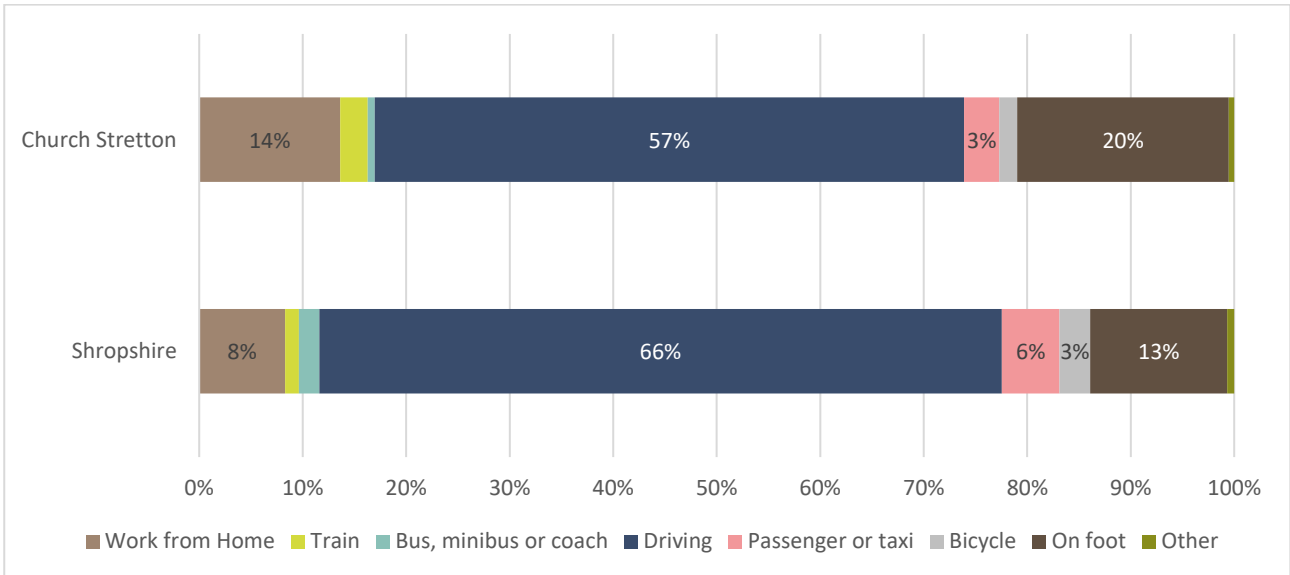


Figure 1-4: Commuting Mode Share in Church Stretton Compared to Shropshire

Nearly a quarter (22%) of Church Stretton residents’ commutes are under 2km, 24% are under 5km and 4% are between 5-10km (Figure 1-5). This indicates that there is potential for modal shift to active modes for half of commuting journeys.

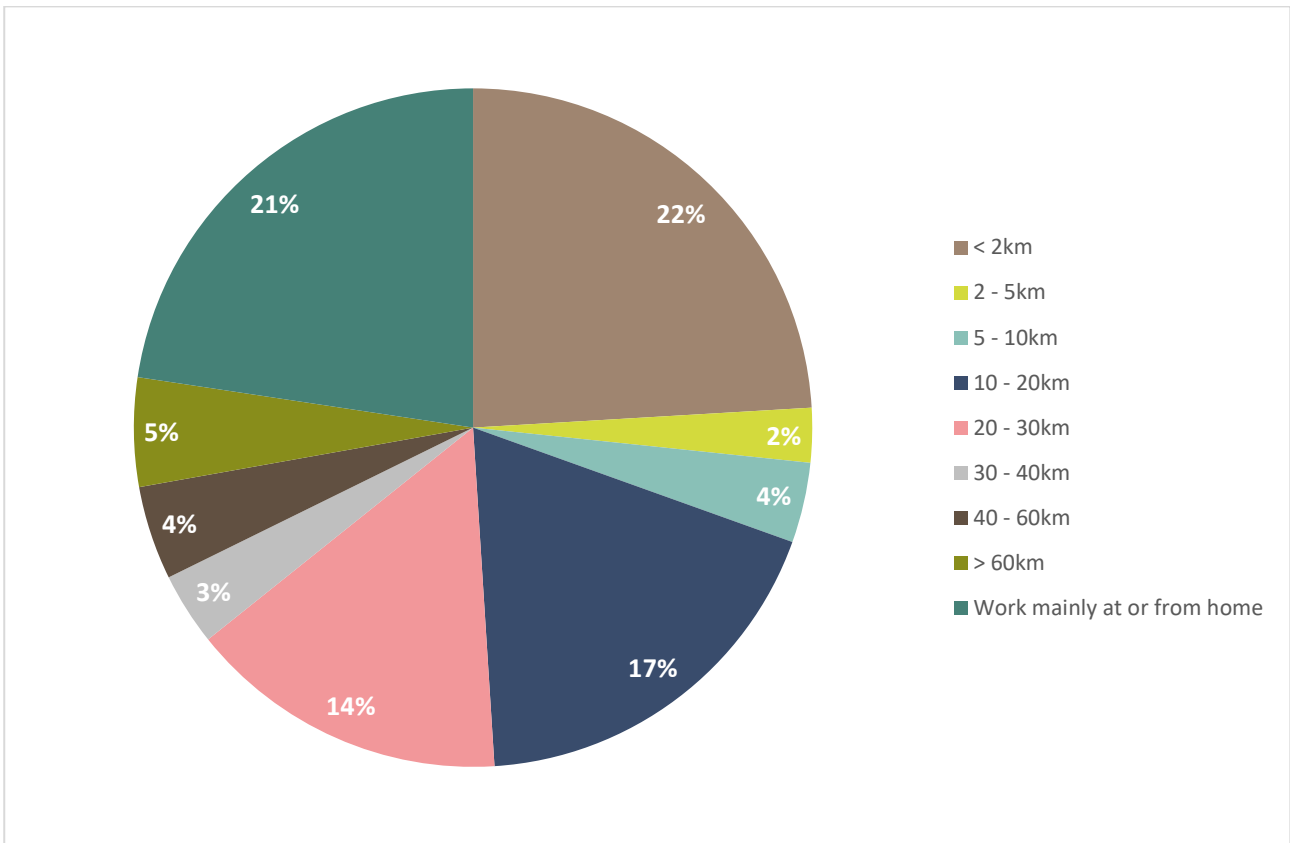


Figure 1-5: Commuting Distances in Church Stretton

1.1.5 Topography

Church Stretton itself is relatively flat. However, the surroundings are characterised by steep gradients. This means that hilliness should not be a barrier to active travel in the town itself but may be for any journeys heading east or west from the town. However, the increasing popularity of electric bikes can overcome this barrier.

1.2 Geographical Scope

As per the Department for Transport’s (DfT) LCWIP Guidance (DfT, 2017), the network planning for Church Stretton 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.

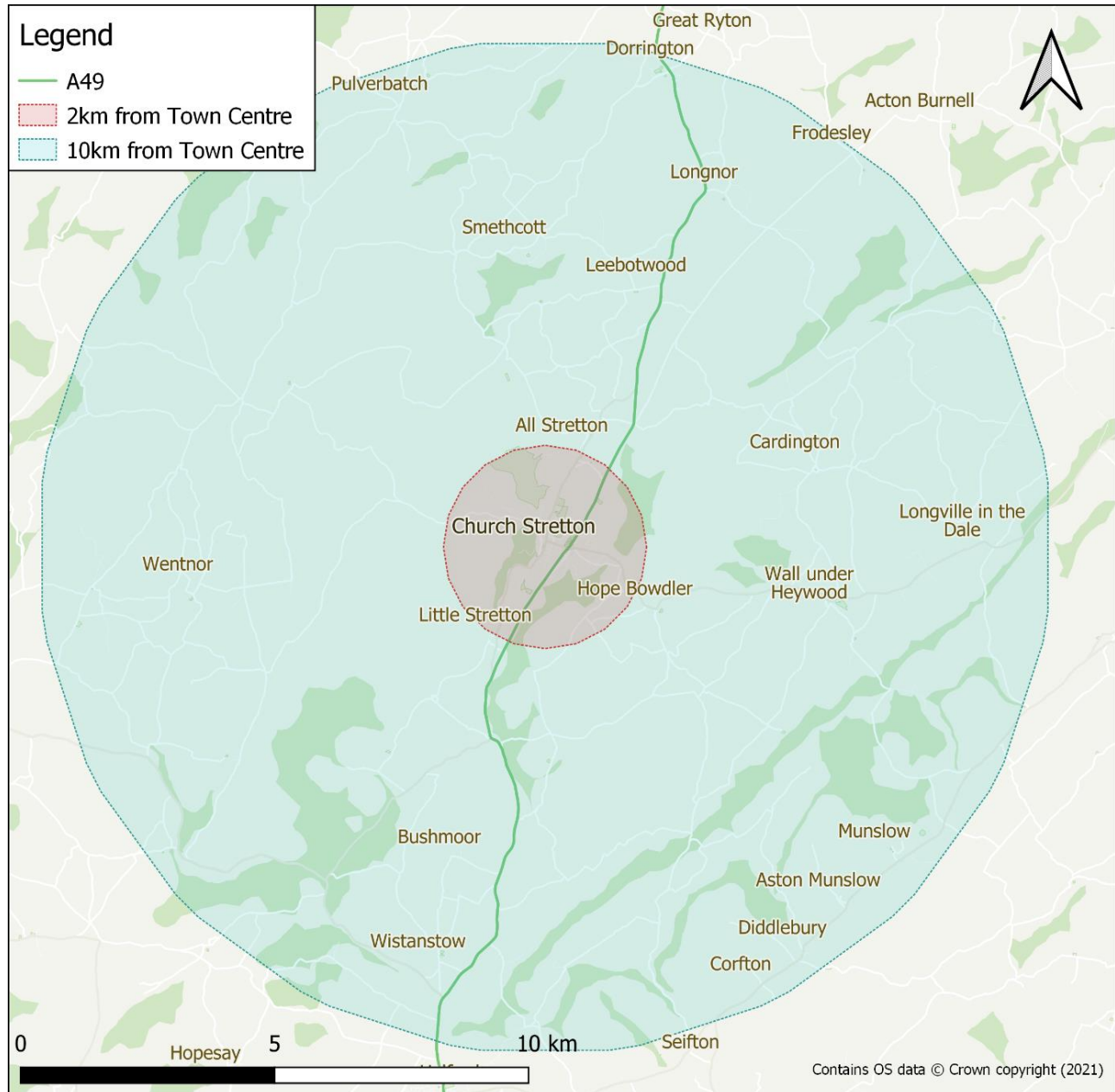


Figure 1-6: Study area for Church Stretton

1.3 Appendix 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 Church Stretton (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 Groups Contacted During Stakeholder Engagement	
Bishop's Castle Ward Councillor	
British Horse Society	
Burnell Ward Councillor	
Cardington Parish Council	
Church Stretton and Craven Arms Ward Councillor	
Church Stretton Town Council	
Corvedale Ward Councillor	
Eaton-under-Heywood and Hope Bowdler Parish Council (Clerk)	
Leebotwood and Longnor Parish Council (Clerk)	
Local Cyclists / Campaigners	
Myndtown Parish Council	
Myndtown, Norbury, Ratlinghope and Wentnor Parish Council (Clerk)	
Portfolio Holder for Climate Change, Natural Assets & The Green Economy	
Portfolio Holder for Communities, Culture, Leisure & Tourism	
Rushbury Parish Council (Clerk)	
Shropshire Climate Action Partnership	
Shropshire Council Officers (including Active Travel & Place Plan Officers)	
Stretton Climate Care	
Stretton, Smethcott and Woolstaston Parish Council (Clerk)	
Sustainable Transport Shropshire	
Sustrans	
Wistanstow Parish Council (Clerk)	

Table 2-1: Stakeholder groups contacted through Church Stretton Stakeholder Engagement activities

Table 2-2 shows some of the feedback that was collected on the current walking and cycling provision in and around Church Stretton. 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)	2.7

Directness (how direct are routes compared to routes for vehicles)	2.6
Safety (how safe do the routes feel to use)	2
Comfort (to what extent are routes good quality, well-maintained, of a suitable width and avoid steep gradients)	1.9
Attractive (to what extent are routes enjoyable to use and spend time in e.g. adjacent to nature)	2.8

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

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 Church Stretton to gain a better understanding of the area and to identify key barriers to walking and cycling. The local workshop (which was held on 15th February 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 Church Stretton
- Seek feedback on the identification of the Core Walking Zone (CWZ) and Key Walking Routes both to and within the CWZ (see Chapter 4)
- Identify key opportunities for walking improvements and cycling schemes (see Chapters 3 & 4)
- Seek feedback on cycle desire lines (see Chapter 3)

A site visit, attended by some workshop participants, was held on the 7th 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 Church Stretton.

After the workshop and site visit, a further survey was sent out to those stakeholders that attended the workshop to capture their feedback on the emerging proposals for the draft cycling network and CWZ, including town centre improvements and improvements proposed around the Church Stretton railway station. 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 2nd May to Tuesday 13th 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 Church Stretton. The feedback has been used to refine the schemes included in this final LCWIP appendix.

2.4.1 Survey Results

A total of 69 survey responses were received in response to the Church Stretton walking and cycling proposals. The survey asked questions about the respondents' views on the objectives, their main barriers to walking and cycling in Church Stretton, and on the specific walking and cycling proposals. The responses indicate that 'healthier' was the most important objective for the majority of people in Church Stretton, followed by 'sustainable growth'. In terms of barriers to active travel, the need to carry shopping or equipment is the main issue for pedestrians, alongside a lack of pavement provision

and safe crossings. For cyclists, there is a lack of appropriate places to park a bicycle, and the distance between people's homes and the centre of Church Stretton is too great to cover by cycling.

2.4.2 In-Person Roadshow

The Roadshow for Church Stretton was held on the afternoon of Thursday 11th May 2023 on Lion Meadow, outside the Co-operative Food supermarket.

There was a key focus on traffic circulation within the town centre, missing cut-throughs and cycle provision and the need for enhanced crossings of the A49 to bring both sides of the town together. Attendees highlighted a number of alternative routes which local people use more readily than the A49, that had not already been included in the draft network.

The ageing population within Church Stretton was also raised a number of times, as an indication that there may be a lack of appetite for cycle schemes in particular. Walking improvements were generally seen as a priority for this reason, however it was acknowledged that cycling is an important mode of travel from the surrounding villages for whom Church Stretton acts as their local hub.

3 Network Planning for Cycling

3.1 Existing Cycling Network

Church Stretton’s current cycle infrastructure is not comprehensive; there is a small area in the town centre and to the west of the town which has good network coverage, but these areas are not well connected, and large areas of the town are not served by dedicated infrastructure. There are multiple promoted cycle routes which pass through the town (see Figure 3-1) including circular routes between Church Stretton and Craven Arms, circular routes around Church Stretton and the surrounding countryside, and a route which joins Church Stretton to the edge of Shrewsbury. These routes are on-road and lack quality cycle infrastructure (including cycle parking).

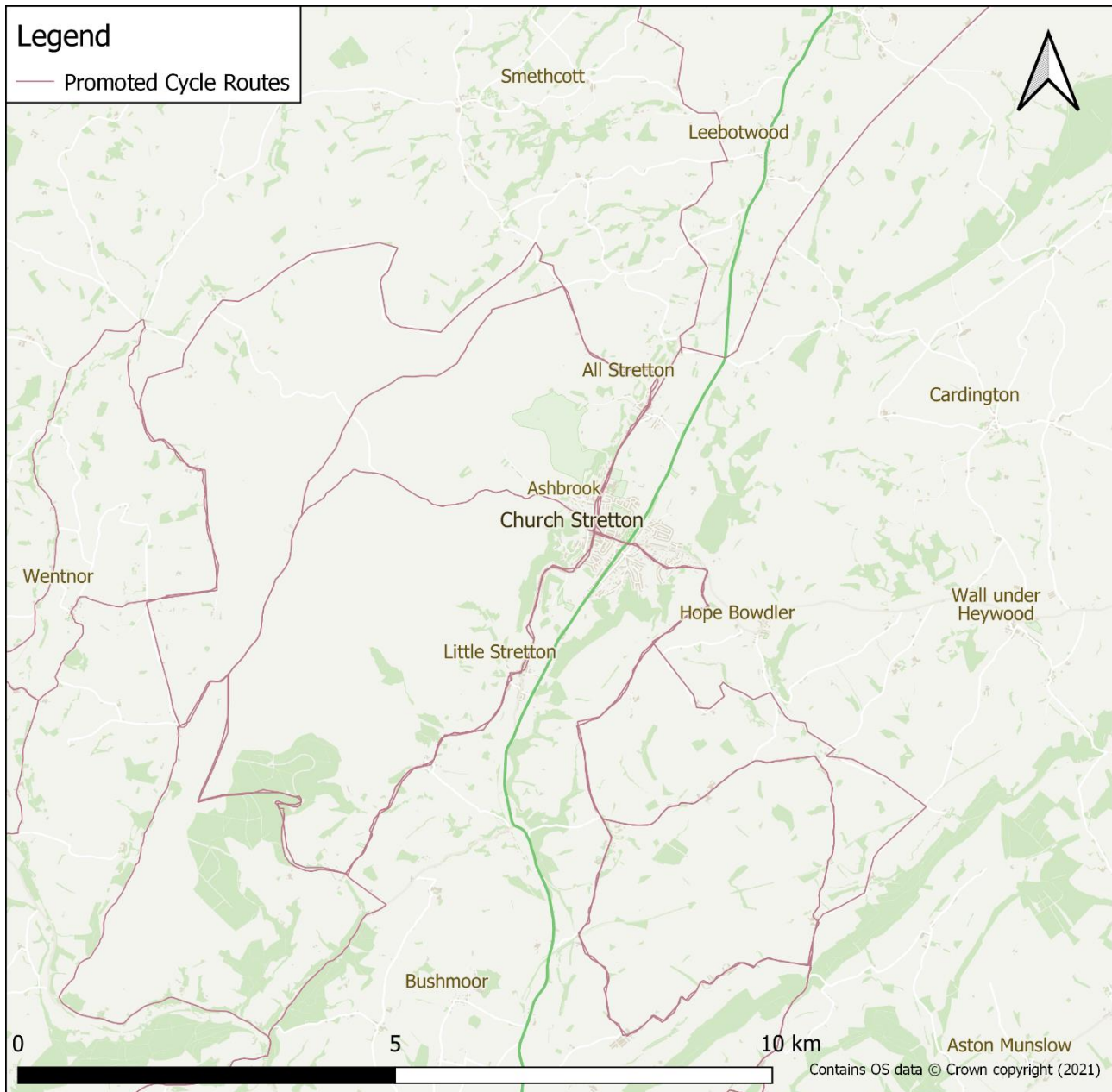


Figure 3-1: Promoted cycle routes through Church Stretton

In order to identify routes and close the existing gaps, a network of preferred routes has been defined for Church Stretton 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 in Church Stretton, 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, two key trip destination areas have been identified within Church Stretton through consolidation of a variety of data sources including land use, commuting trip origin-destination pairs from the 2011 Census, and local knowledge gained through stakeholder engagement and an on-site audit.

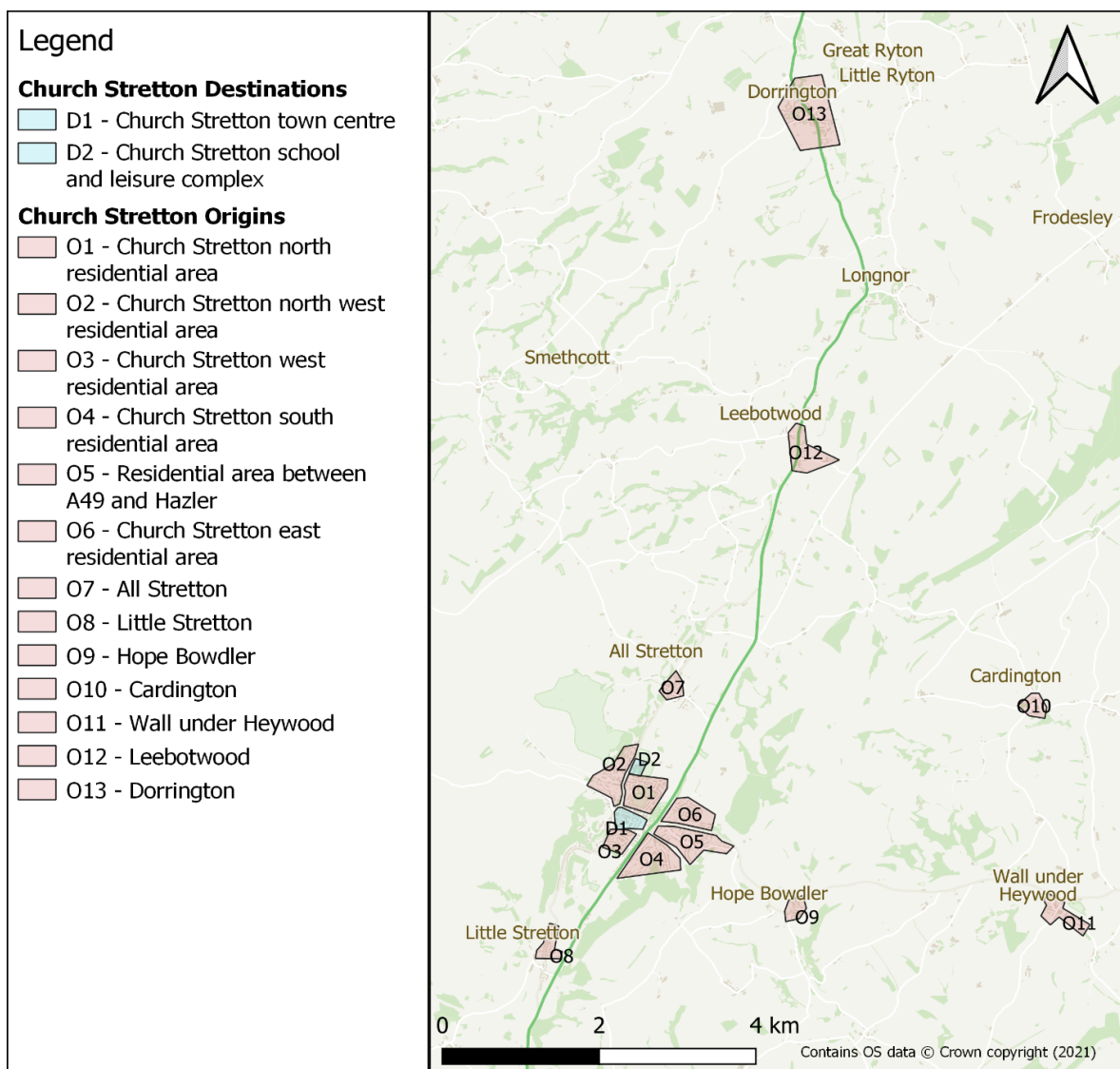


Figure 3-2: Trip Origins and Destinations around Church Stretton

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 and so if the infrastructure is accessible and the routes not too hilly the cycling catchment area (the coloured area in Figure 3-3) should reach a distance of 10km (the black line in Figure 3-3). The cycling catchment analysis accounts for the average cycling ability and does account for the steepness of hills and infrastructure available. The accessibility analysis revealed:

- All of Church Stretton’s residential areas are within a 10-minute cycle of the town centre
- Stretton and Little Stretton are within a 15-minute cycle of the town centre
- Accessibility is greatest for north-south movements, while the Shropshire Hills and the lack of existing cycling and road infrastructure are both barriers for east-west movements

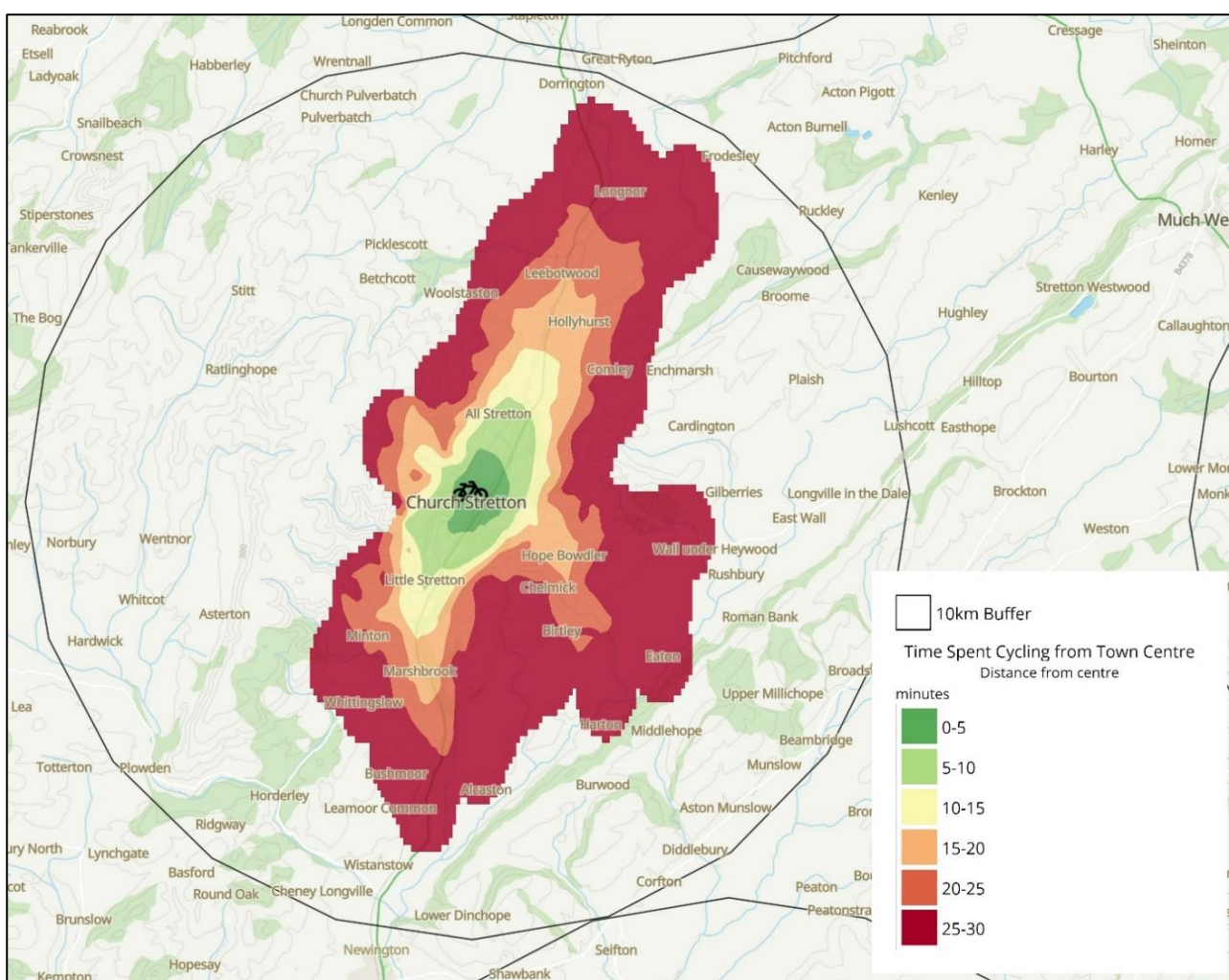


Figure 3-3: Cycling Catchment Map from Church Stretton Town Centre

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 Church Stretton 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:

- There is one Primary Desire Line heading into the town centre from the railway station and the eastern residential area
- There are Secondary Desire Lines heading into the town from surrounding villages
- There are Local Desire Lines connecting the town's residential areas to local services

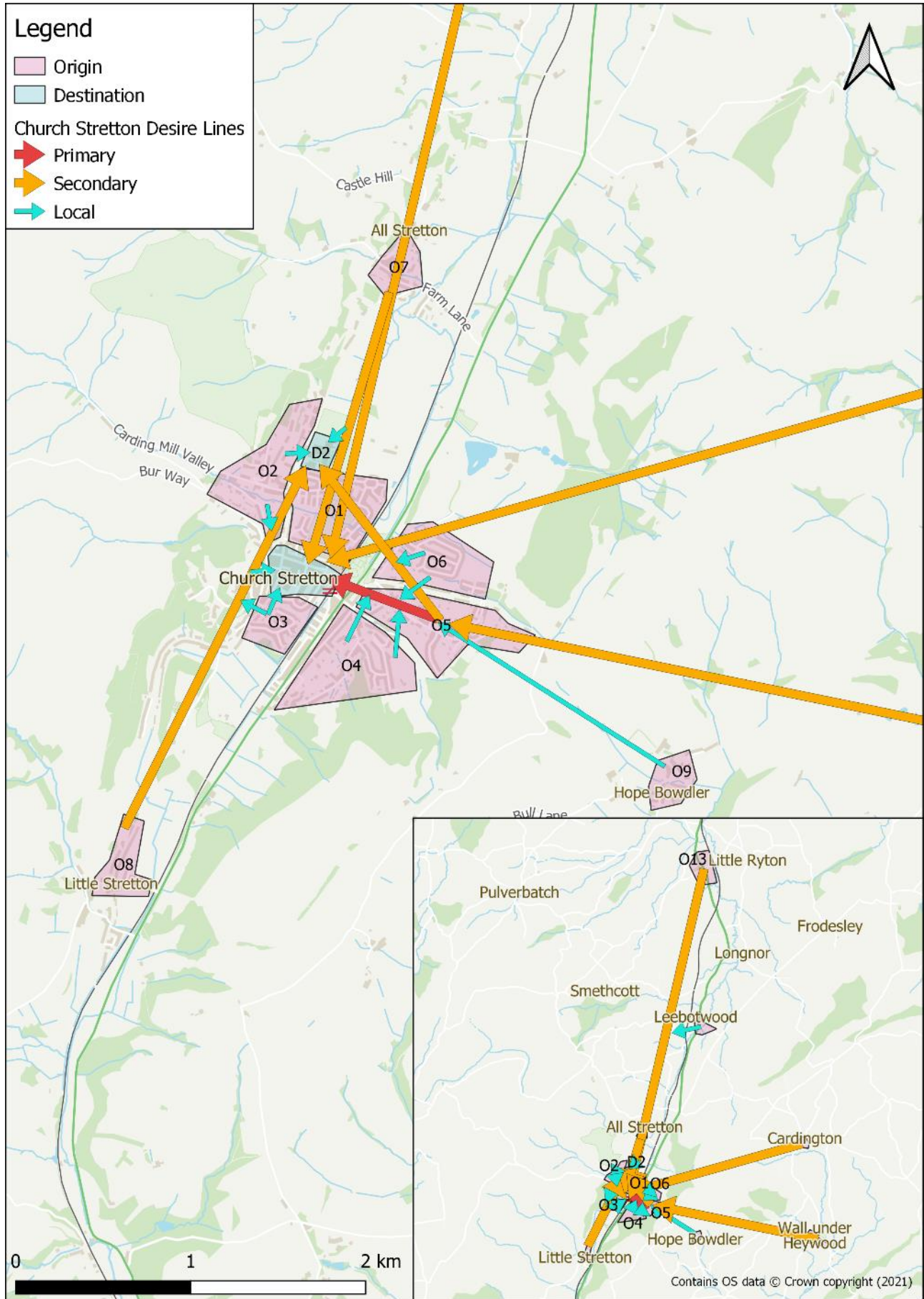


Figure 3-4: Cycle Desire Lines

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 Church Stretton. 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.

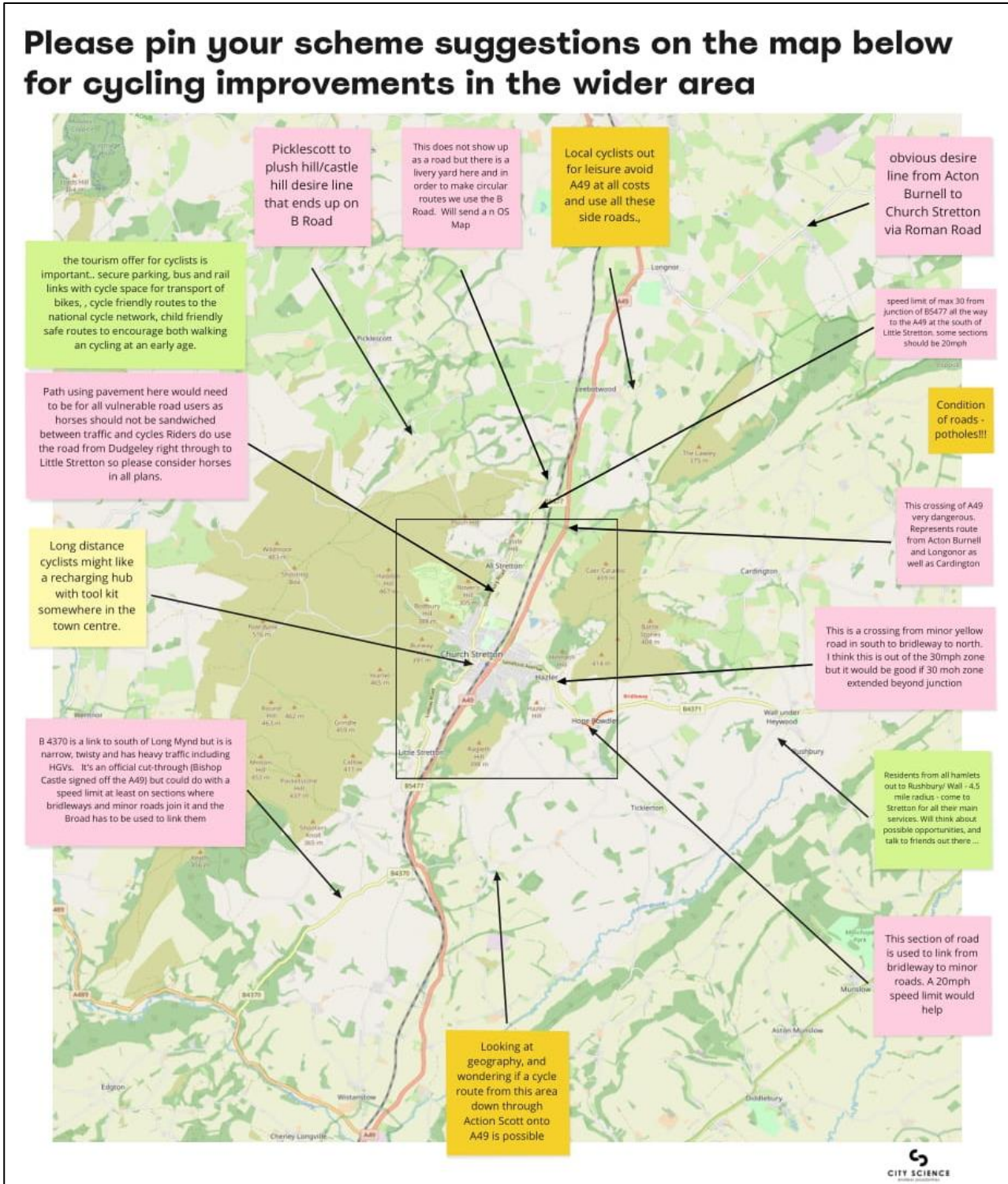


Figure 3-5: Stakeholder scheme suggestions in wider Church Stretton, snapshot taken from Miroboard

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.

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.

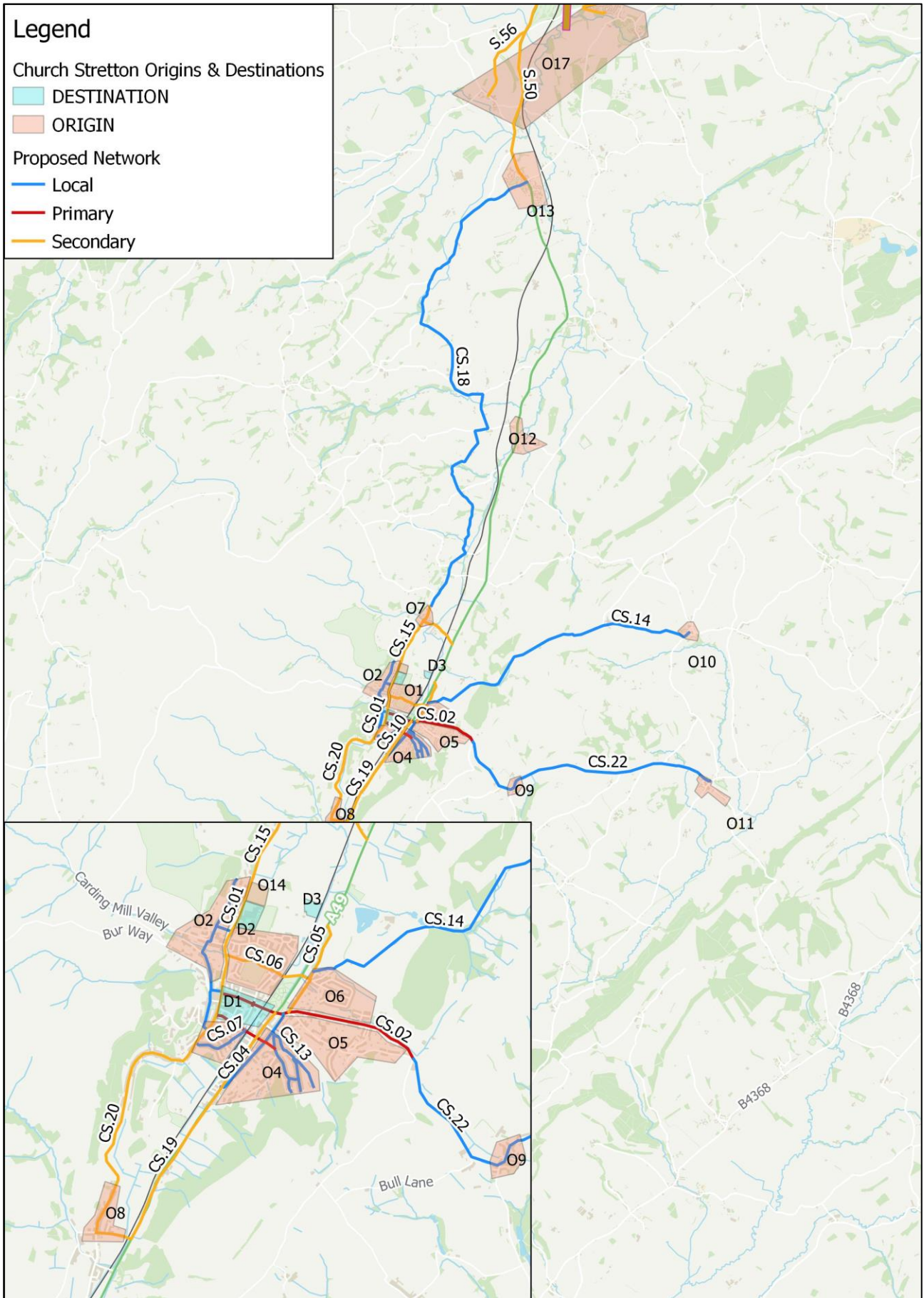


Figure 3-6: Proposed routes in the Church Stretton Study Area

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

3.4.1 Primary

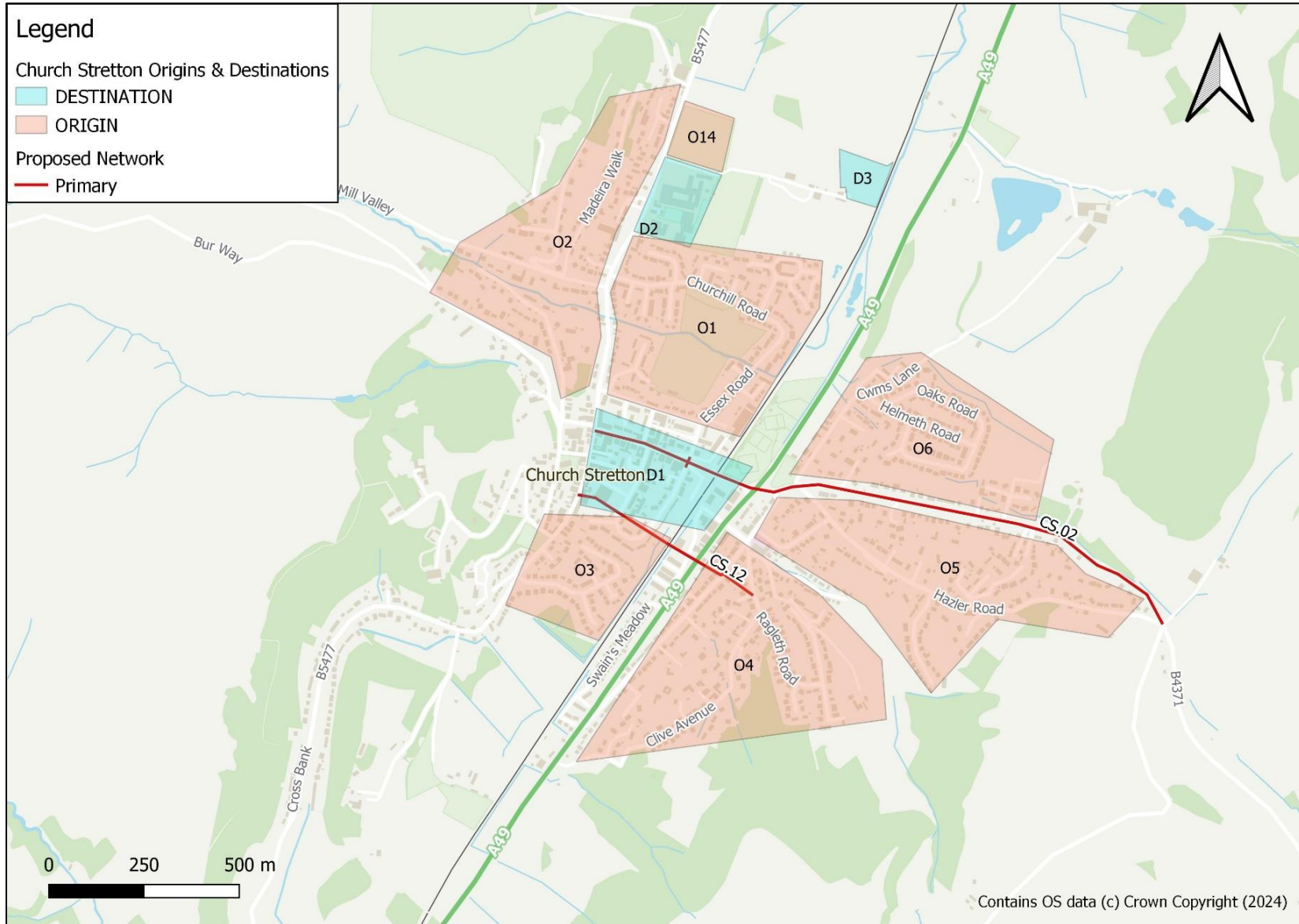


Figure 3-7: Church Stretton Proposed Network Plan; Schemes Following a Primary Desire Line

Scheme	Description	Recommendation
CS.02	Sandford Avenue (B4371) connecting the town centre to the east of Church Stretton	Investigate provision of a segregated cycling facility (with localised treatments at pinchpoints). Include side road crossing treatments and upgraded/additional crossing provision in line with definitive design standards.
CS.12	Connecting southern residential area to the town centre along Coffin Lane or The Narrows, alternative route to scheme CS.11	Upgrade existing pathway through widening, improving surfacing, lighting and signage. Investigate provision of a step free bridge/underpass at the A49 crossing. Investigate a step-free bridge in place of the current level crossing.
CS.CROSS1	Crossing of Sandford Avenue at the exit of the railway station	Investigate provision of a crossing of Sandford Avenue to allow easier access to the railway station from the west

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

3.4.2 Secondary

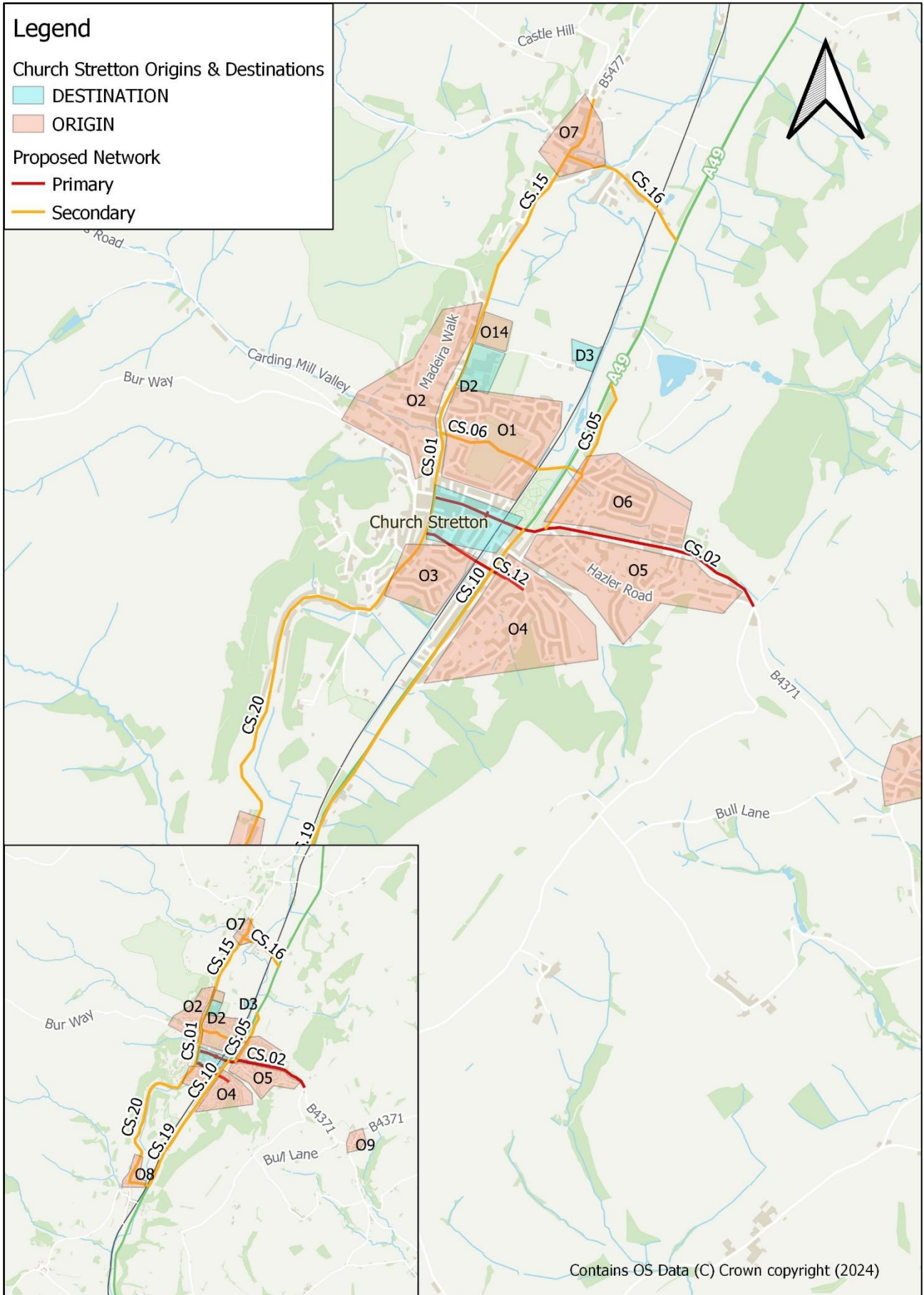


Figure 3-8: Church Stretton Proposed Network Plan; Schemes Following a Secondary Desire Line

Scheme	Description	Recommendation
CS.01	Shrewsbury Rd (B5477) connecting residential areas to the town centre	Investigate rationalisation of parking to allow for provision of a segregated cycling facility or shared-use facility (with localised treatments at pinchpoints) or reduction of traffic speeds to allow for a shared space. Include side road crossing treatments and upgraded/additional crossing provision in line with definitive design standards.
CS.05	Watling Street North	Investigate reduction of traffic speeds/volumes to allow for a shared space with vehicular traffic at the southern end of the route. Upgrade/provision of crossings in line with definitive design standards. Upgrade the PROW at the northern end of the route through widening, improving surfacing, lighting and signage.
CS.06	Connecting north-eastern residential area to the schools along existing path/PROW between Leasowes Cl/Watling St North and Shrewsbury Rd (B5477)	Upgrade the PROW through widening, improving surfacing, lighting and signage. Investigate improving safety along this route in partnership with Network Rail and National Highways.
CS.10	Route between Sandford Avenue and Watling Street South connecting into the access to the train station	Investigate provision of a segregated cycling facility running along A49, including side road crossing treatments. Upgrade crossing facilities at the A49/Sandford Ave junction in line with definitive design standards and in partnership with National Highways
CS.15	Connecting All Stretton to Church Stretton along Shrewsbury Road (B5477)	Investigate provision of a shared-use facility (with localised treatments at pinchpoints) and/or a reduction of traffic speeds through All Stretton to allow for a shared space. Include upgraded/additional crossing provision in line with definitive design standards.
CS.16	Alternate route from All Stretton to Church Stretton, linking from Shrewsbury Road (B5477) along Farm Lane/Heighways Lane and a PROW to the A49	Upgrade PROW through widening, improving surfacing, lighting and signage, ensuring that no users lose their access rights. Encourage shared use of Farm Lane and Heighways Lane, 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.
CS.19	Connecting Little Stretton to Church Stretton alternate route to scheme CS.20	Investigate provision of a segregated cycling facility running along A49, including side road crossing treatments. Upgrade crossing facilities in line with definitive design standards in partnership with National Highways. Encourage shared use of Elms Lane 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
CS.20	Connecting Little Stretton to Church Stretton alternate route to scheme CS.19	Investigate provision of a shared-use facility (with localised treatments at pinchpoints) along Ludlow Rd (B5477) and/or a reduction of traffic speeds through Little Stretton to allow for a shared space. Include upgraded/additional crossing provision in line with definitive design standards.

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

3.4.3 Local

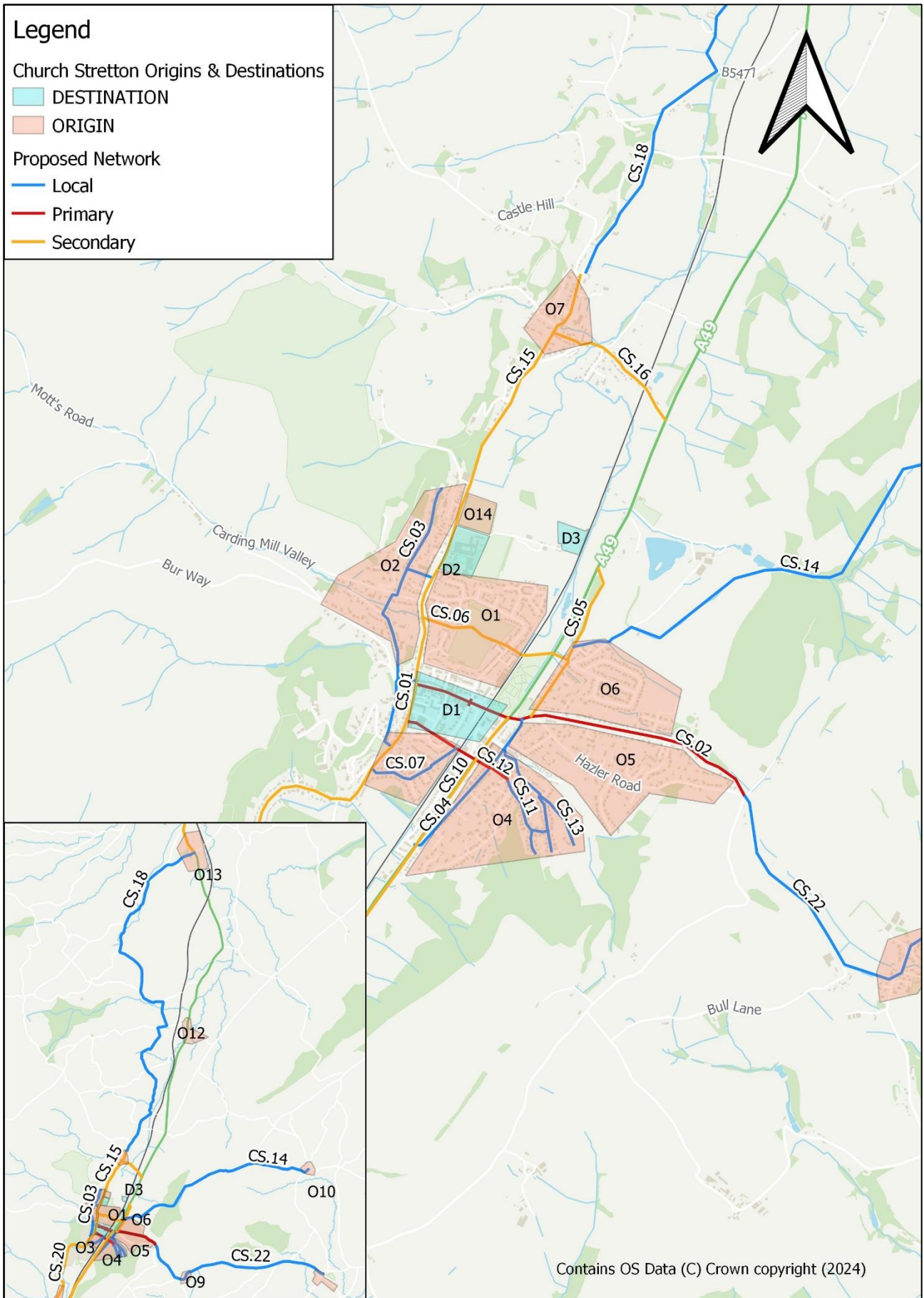


Figure 3-9: Church Stretton Proposed Network Plan; Schemes Following a Local Desire Line

Scheme	Description	Recommendation
CS.03	Connection between the northern residential area to the town centre along Cunnergy Rd, Church St, Longhills Rd and Madeira Walk	Investigate reduction of traffic speeds/volumes to allow for a shared space with vehicular traffic. Upgrade/provision of crossings in line with definitive design standards. Upgrade existing pathway on Madeira Walk through widening, improving surfacing, lighting and signage.
CS.04	Watling St South	Investigate reduction of traffic speeds/volumes to allow for a shared space with vehicular traffic. Upgrade/provision of crossings in line with definitive design standards.
CS.07	Connection through south-western residential area to the town centre along Stretton Farm Rd and the PROW.	Investigate reduction of traffic speeds/volumes to allow for a shared space with vehicular traffic on Stretton Farm Road. Upgrade the PROW through widening, improving surfacing, lighting and signage, ensuring no user loses their right of access (e.g. equestrians).
CS.08	Connection between Shrewsbury Rd (B5477) and Madeira Walk	Upgrade the PROW through widening, improving surfacing, lighting and signage, ensuring no user loses their right of access (e.g. equestrians). Upgrade/provision of crossings in line with definitive design standards.
CS.11	Local network through southern residential area connecting to Watling St South	Investigate reduction of traffic speeds/volumes to allow for a shared space with vehicular traffic on Ragleth Road, Clive Avenue, Poplar Drive and Chelmick Drive.
CS.13	Connecting southern residential area to the town centre, alternative route to scheme CS.12. Route from Watling Street South along Snatchfields Lane and Chelmick Close and the PROW	Investigate reduction of traffic speeds/volumes to allow for a shared space with vehicular traffic on Snatchfields Lane and Chelmick Close. Upgrade existing PROW off Chelmick Close through widening, improving surfacing, lighting and signage, ensuring that no users lose their access rights
CS.14	Connecting Cardington to Church Stretton town centre along Cardington Walk and Cwms Lane	Encourage shared use of the route between Cardington Village and the existing PROW (Cardington Walk) 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. Upgrade PROW (Cardington Walk) through widening, improving surfacing, lighting and signage, ensuring that no users lose their access rights.
CS.18	A49 to Leebotwood and Dorrington	Investigate provision of a segregated cycling facility running along A49, including side road crossing treatments. Upgrade crossing facilities in line with definitive design standards in partnership with National Highways
CS.22	Connecting Wall under Heywood to Hope Bowdler to Church Stretton	Investigate provision of a shared-use facility along the B4371, ensuring access is still allowed for equestrians who currently use the verge and/or reduction of traffic speeds through Hope-Bowdler to allow for a shared space. Include upgraded/additional crossing provision in line with definitive design standards.
CS.23	Link to High St and Sandford Ave from Burway Road.	Investigate provision of a segregated facility between Sandford Ave and Church St, including side road crossing treatments. Provision of crossing facilities on Burway Rd/Shrewsbury Road (B5477) in line with definitive design standards

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

4 Network Planning for Walking

This chapter summarises the identification of the walking network for this LCWIP. Development of the walking network is focused on identification of 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 Church Stretton town centre and the Church Stretton railway station have been identified, based on analysis of key locations of destinations such as retail facilities, employment areas and transport interchanges, as Church Stretton’s key CWZs. This was also agreed via discussions with key stakeholders at the Church Stretton workshop. The full CWZ is shown in Figure 4-1 and includes the High Street and railway station as above but also includes the two schools and leisure centre to the north of the town.

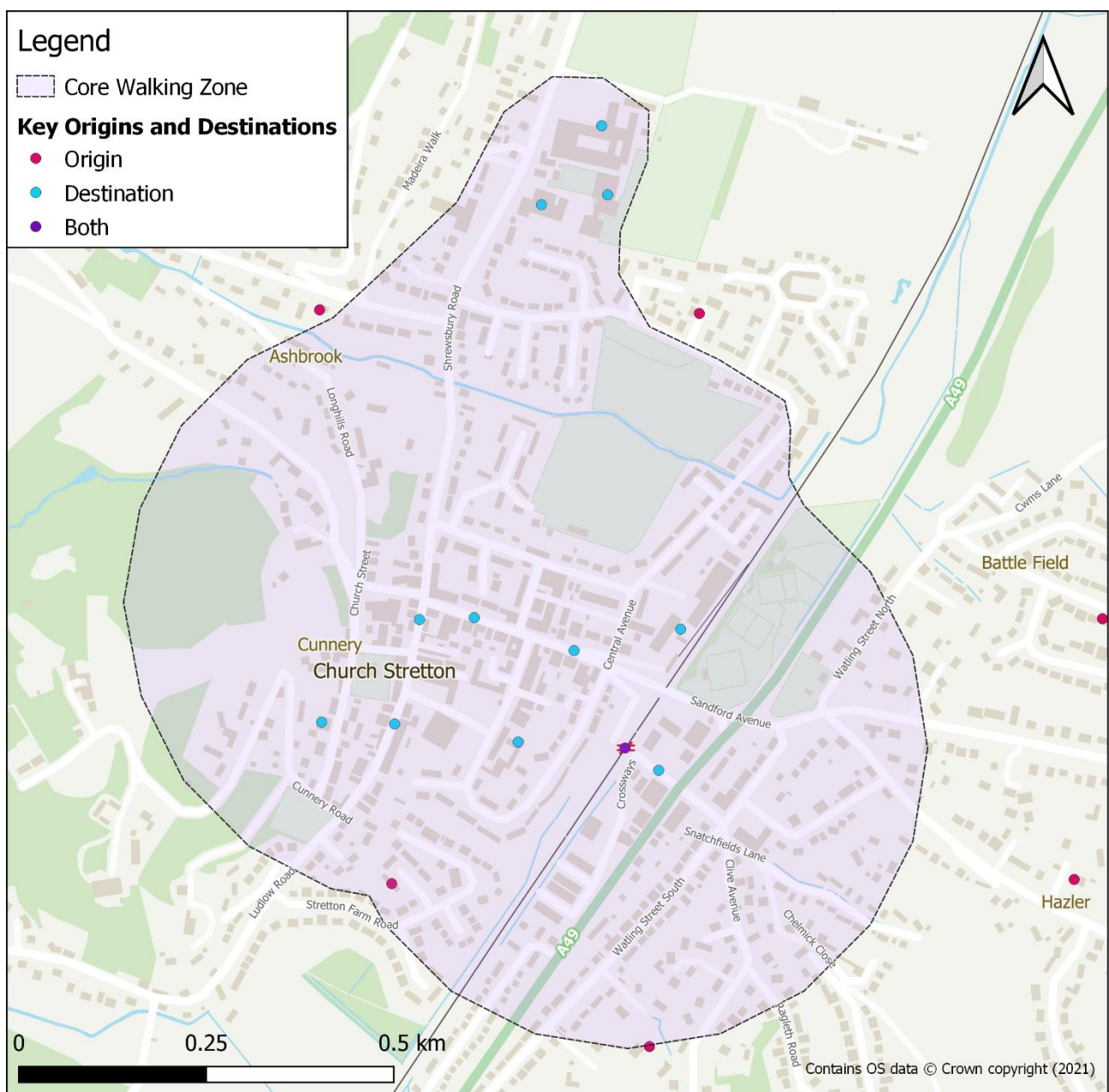


Figure 4-1: Church Stretton CWZ

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

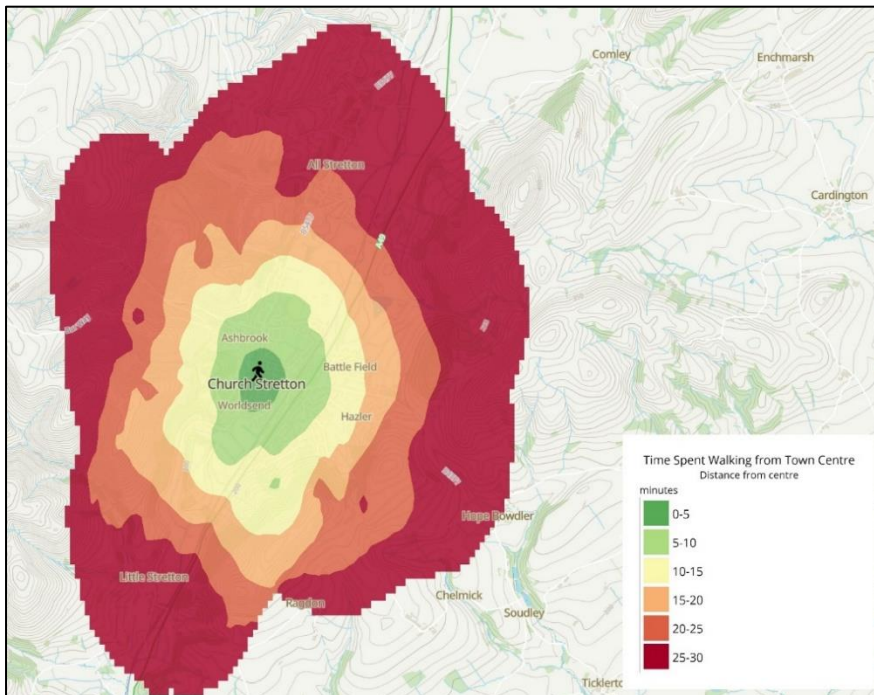
- Key Walking Trip Generators - Accessibility Analysis (see Section 4.1.14.1.1)
- Key Walking Routes (see Section 4.1.2)
- Stakeholder Engagement (see Section 4.1.3)
- Walking Route Audits (see Section 4.1.4)

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 Church Stretton’s town centre. It illustrates that the following key trip generators can be accessed on foot within a 30-minute walk or less from the centre, shown as the walking icon and located on Sandford Avenue. This analysis is based on an average person’s walking speed,



infrastructure availability and hilliness of route.

- All of Church Stretton’s residential areas are within a 20-minute walk of the high street
- Church Stretton railway station is within a 10-minute walk of the high street
- Villages including All Stretton and Little Stretton are within a 30-minute walk to Church Stretton’s high street

Figure 4-2: Church Stretton 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 Sandford Avenue, the centre point within the Church Stretton CWZ. The key walking routes area categorised using the following criteria which is contained within the DfT Guidance (DfT, 2017):

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

Figure 4-3 indicates:

- The Primary Routes (red routes) through the town centre link up the high street with the key secondary routes which connect to the railway station and residential areas
- The Secondary Routes (yellow routes) provide connectivity through residential areas adjacent to the town centre

- Numerous link and local access footways (blue and purple routes) provide cut-throughs within residential areas and provide access to multiple destinations, including the railway station and the Ley Gardens Hospital

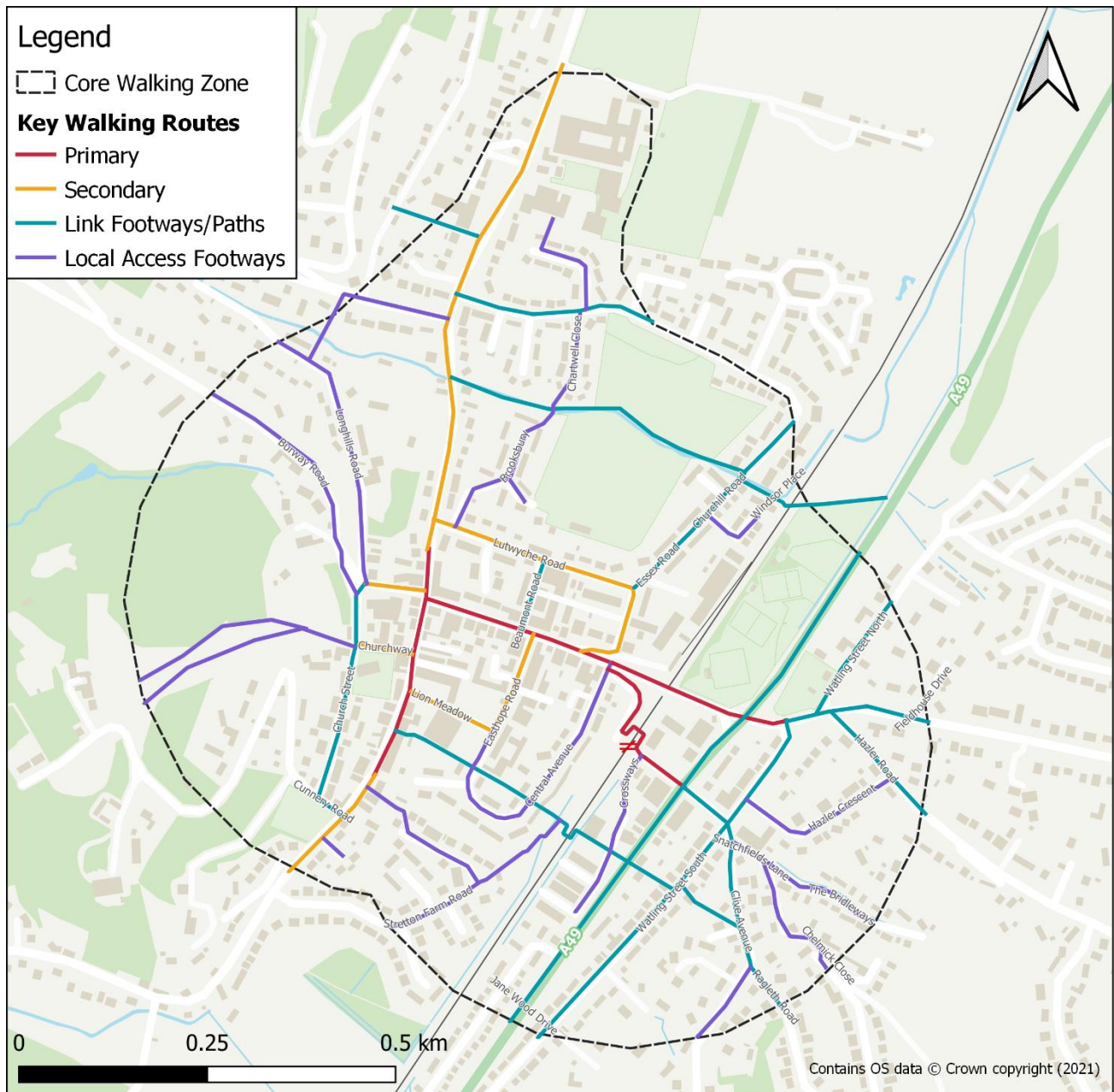


Figure 4-3: Church Stretton Town Centre CWZ Key Walking Routes

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 Church Stretton. 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 Church Stretton.

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.

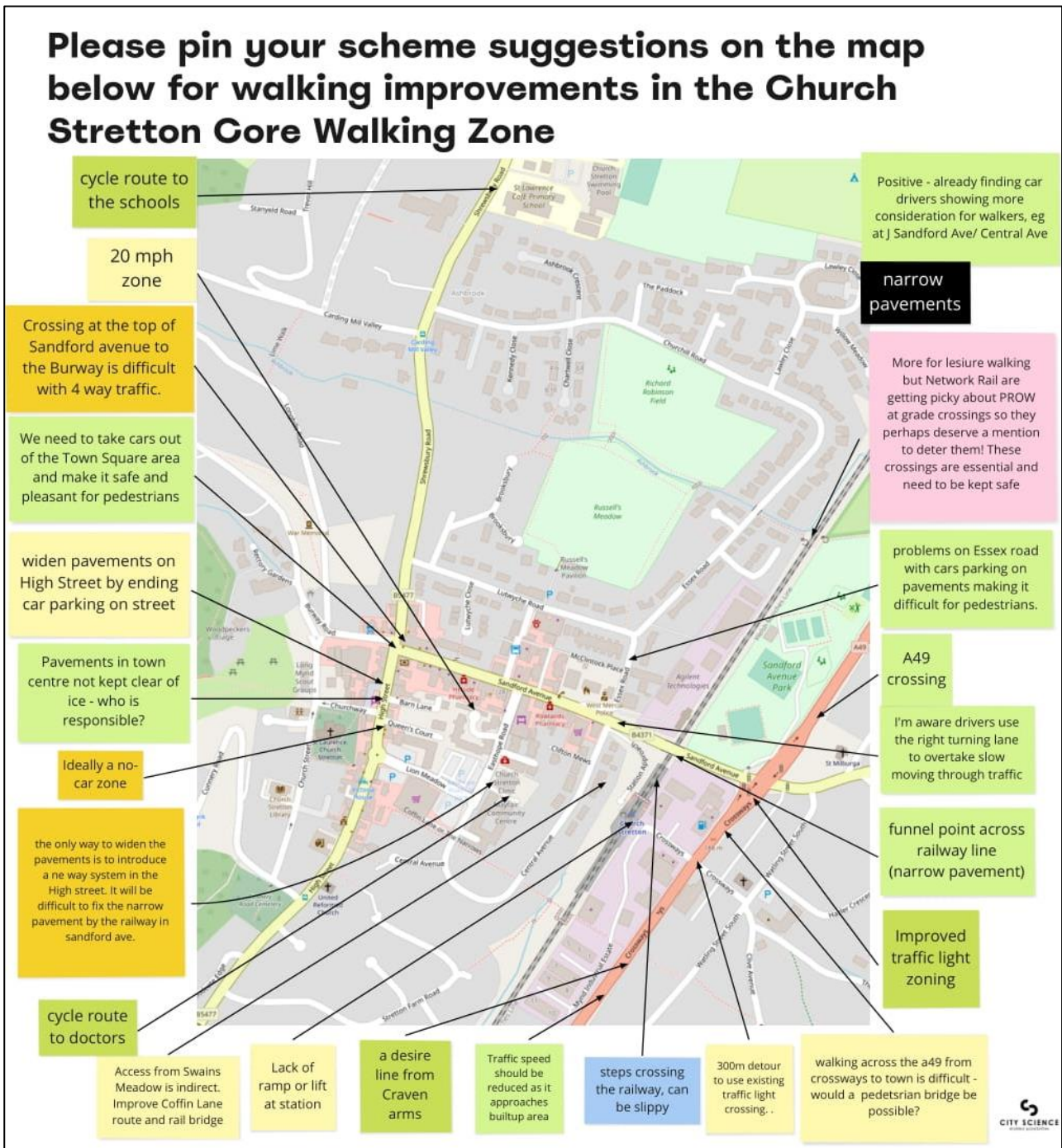


Figure 4-4: Stakeholder feedback on Church Stretton Town Centre

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

4.1.4 Walking Route Audits

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

A desktop audit, validated by a site visit (undertaken March 2022) of the existing key pedestrian routes both to the Church Stretton CWZ from the surrounding residential areas and through the Church Stretton CWZ was undertaken to determine where improvements were needed. The audit

included a review of footway provision and condition, the availability of crossing points and way-finding signage. A key focus of the audit was reviewing the infrastructure for those with mobility impairments. It also included consideration of historical collision data involving pedestrians.

The Walking Route Assessment Tool provides a baseline for existing conditions and identified the existing barriers and funnel routes (see Figure 4-5) when walking both to and within the CWZ. The results of the audit are shown in Table 4-1, Church Stretton’s CWZ achieved a score of 42%, far below the minimal provision score of 70% set out by the guidance.

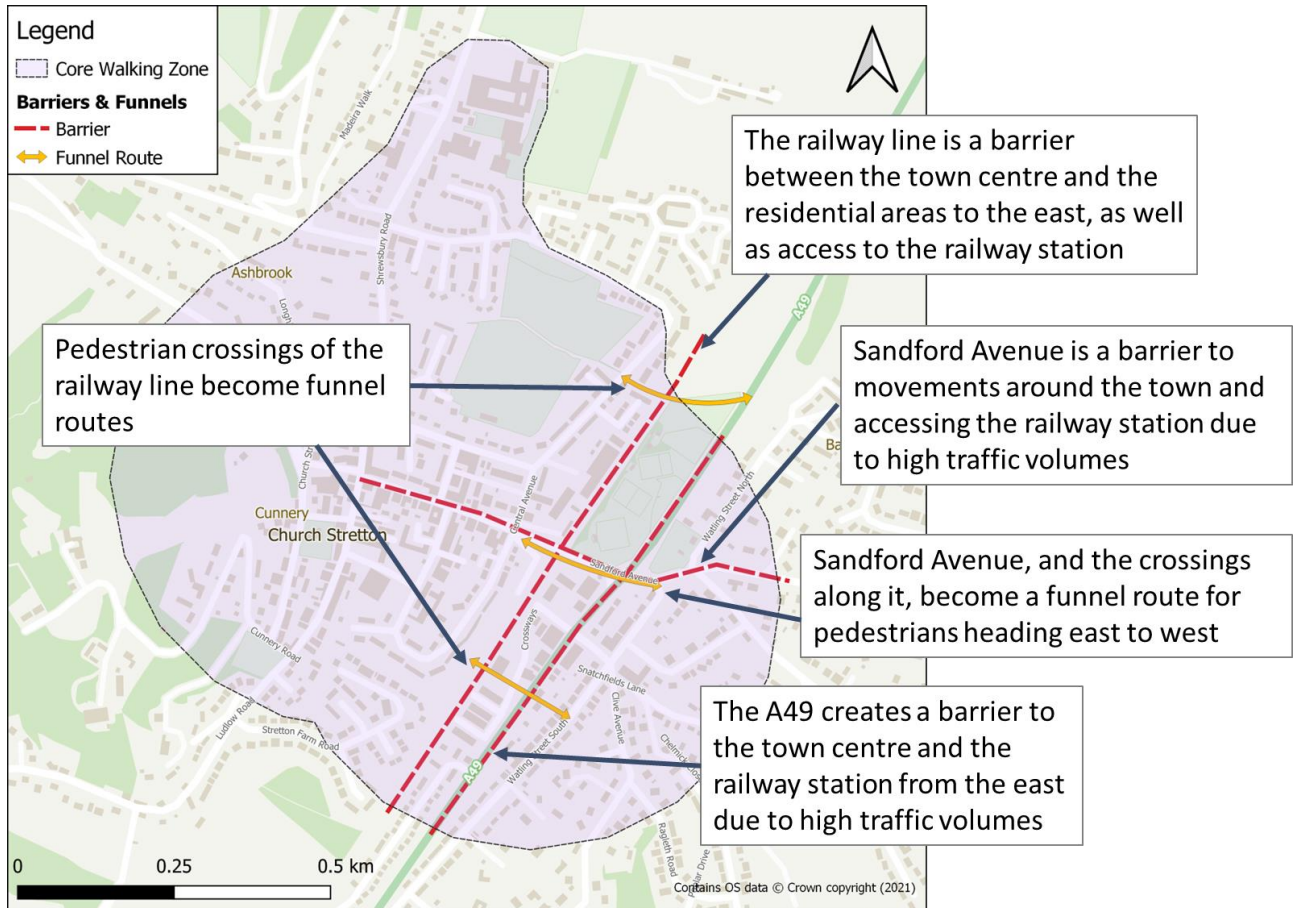


Figure 4-5: Church Stretton town centre CWZ Barrier & Funnel Analysis

Principle	Performance Score	% Score
Attractiveness (includes maintenance, fear of crime, traffic noise and pollution)	5	83%
Comfort (includes condition of footways, footway width, width on staggered crossings/pedestrian islands/refuges, prevalence of vehicles parked on the footway and gradient of footways)	3	30%
Directness (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)	4	40%
Safety (includes traffic volume, traffic speed and visibility)	3	50%
Coherence (includes provision of dropped kerbs and tactile paving)	0	0%
Total	15	42%

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

4.2 Core Walking Zone Improvements

Strategic recommendations for each CWZ have been based upon the key outcomes of Section 4.14.1 above.

Table 4-2 provides a series of overarching recommendations for improving the walking environment in the Church Stretton 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 CWZ's 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 Church Stretton and county-wide.

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

Key Principle	Scheme Number	Strategic Walking Improvement Recommendations
Attractiveness & Comfort	CSW.01	The re-introduction of the Sandford Avenue/High Street/Lion Meadow/Easthope Road gyratory and/or the reallocation of road space in favour of active users to create more spaces for active travel and users of mobility scooters
Directness	CSW.02	Promote alternative walking routes into town instead of the B4371 bridge. The narrowness of this bridge limits potential to improve this route without a new bridge being constructed, which would need to be done in partnership with Network Rail
	CSW.03	Possible routes are a new crossing over the A49 and down Crossways to the station bridge, a new bridge to replace the un-manned level crossing to the north of the station and replacement of the footbridge over the railway to the south with a step-free one. These would need to be worked on in partnership with Network Rail.
Safety	CSW.04	More pedestrian priority crossings within the town centre, particularly on Sandford Avenue and the High Street
	CSW.05	Station access requires improvement. The intersection of the station access, Central Avenue and Sandford Avenue is a large and confusing junction for pedestrians and mobility scooter users to negotiate and requires attention
Coherence	CSW.06	Many footpaths and PROWs are poorly signposted. Improvement of this would help pedestrians realise there are alternatives to walking along busy roads
	CSW.07	Key destinations such as the railway station, the library and car parks need clear signposting

Table 4-2: Strategic Walking Improvement Recommendations in Church Stretton 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 cycling 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. Due to the nature of the proposed schemes and how they were developed, only cycle schemes are included in this prioritisation process.

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

The top scoring schemes are a mix of short connections which support local movements across barriers (e.g. the railway line) and longer distance links connecting into the surrounding villages from the town. The highest scoring scheme is a crossing on Sandford Avenue at the railway station west entrance to support movements from the north.

Scheme	Description	Zero Carbon	Healthier	Mode Shift	Inclusive	Sustainable Growth	Objective Total	Deliverability	Total Score	Local Rank
CS.CROSS1	Crossing of Sandford Avenue at the exit of the railway station	6	5.5	9	4.5	5.25	30	22	52	1
CS.10	Route between Sandford Avenue and Watling Street South connecting into the access to the train station	5.25	4.5	8	5.25	4.5	28	22	50	2
CS.06	Connecting north-eastern residential area to the schools along existing path/PROW between Leasowes Cl/Watling St North and Shrewsbury Rd (B5477)	6.75	4.5	6	6	4.5	28	20	48	3
CS.23	Link to High St and Sandford Ave from Burway Road.	6	5	6	4.5	5.25	27	20	47	4
CS.01	Shrewsbury Rd (B5477) connecting residential areas to the town centre	5.25	5.5	8	6	6	31	16	47	5
CS.20	Connecting Little Stretton to Church Stretton alternate route to scheme CS.19	5.25	4	5	5.25	3	23	24	47	6
CS.05	Watling Street North	5.25	5.5	7	4.5	3.75	26	20	46	7
CS.11	Local network through southern residential area connecting to Watling St South	6	3.5	6	3.75	3.75	23	22	45	8
CS.02	Sandford Avenue (B4371) connecting the town centre to the east of Church Stretton	5.25	5.5	9	3	5.25	28	16	44	9
CS.04	Watling St South	6	4	6	5.25	4.5	26	18	44	10

Table 5-1: Top Performing Schemes in Church Stretton

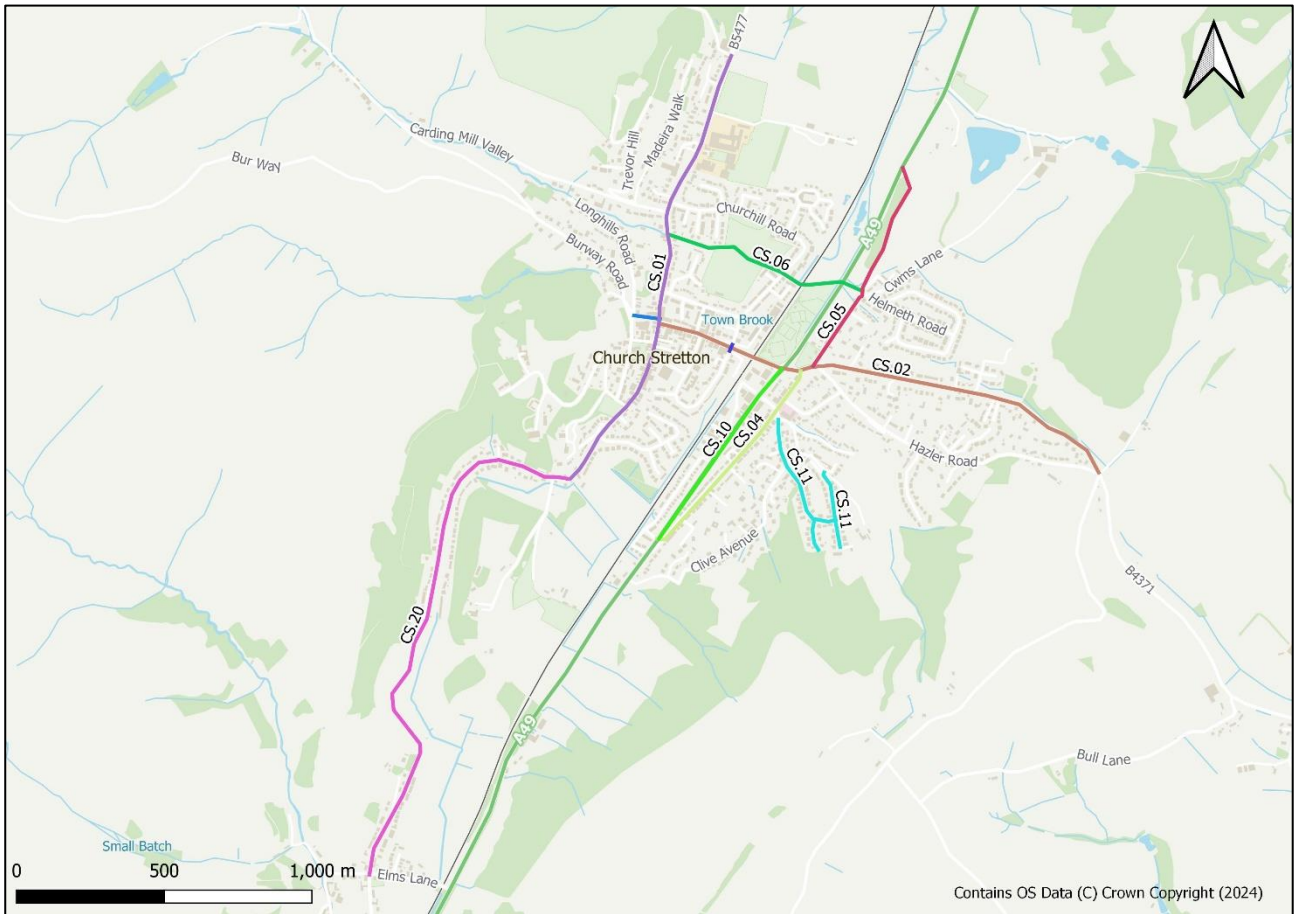


Figure 5-1: Top 10 Scoring Schemes in Church Stretton (coloured by individual scheme)

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.

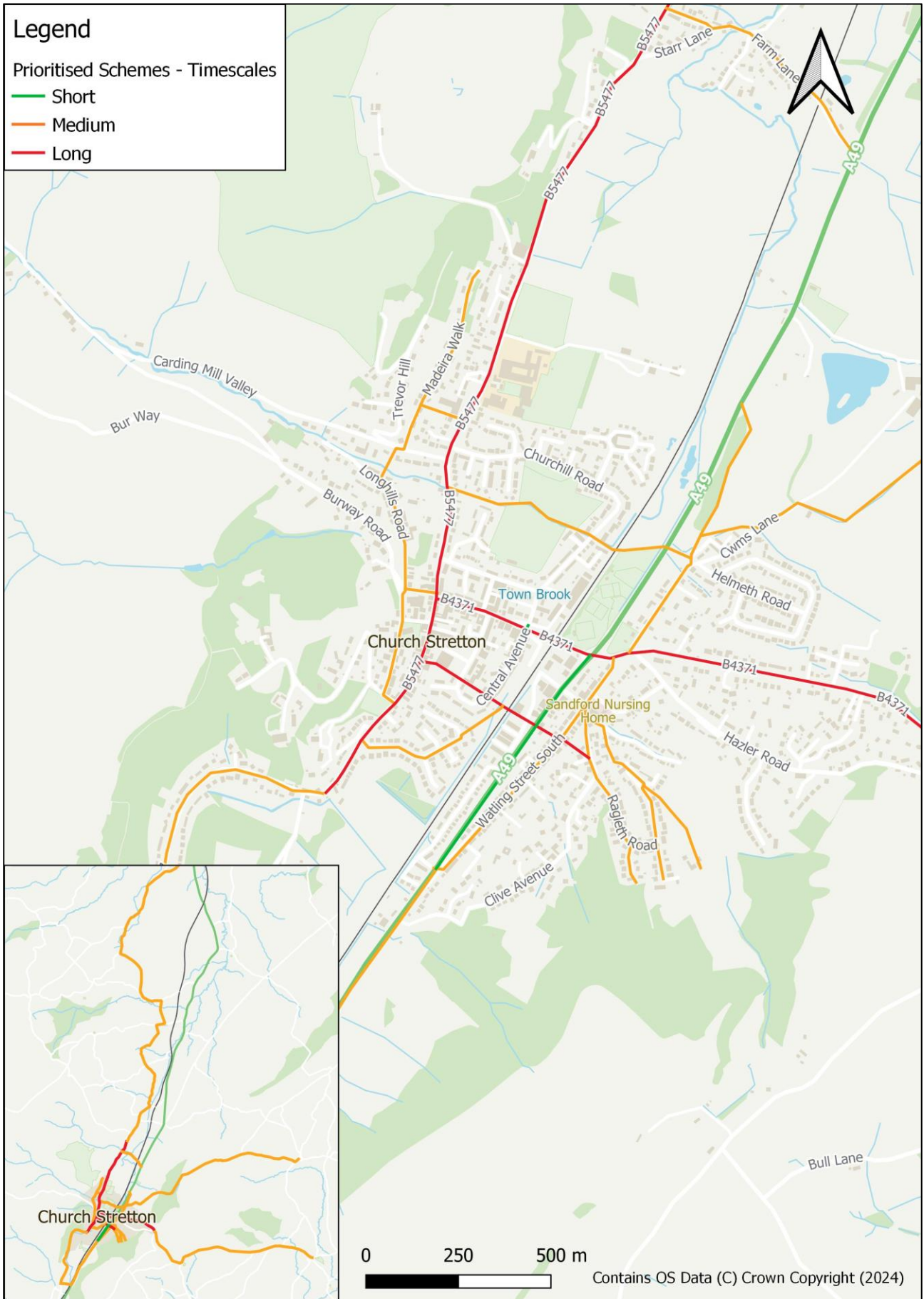


Figure 5-2: Prioritised Schemes in Church Stretton

6 Appendix: Full Prioritisation Results

Scheme	Description	Zero Carbon	Healthier	Mode Shift	Inclusive	Sustainable Growth	Objective Total	Deliverability	Total Score	Local Rank	Time Scale
CS.01	Shrewsbury Rd (B5477) connecting residential areas to the town centre	5.25	5.5	8	6	6	31	16	47	4	Long
CS.02	Sandford Avenue (B4371) connecting the town centre to the east of Church Stretton	5.25	5.5	9	3	5.25	28	16	44	9	Long
CS.03	Connection between the northern residential area to the town centre along Cunners Rd, Church St, Longhills Rd and Madeira Walk	5.25	5	7	5.25	4.5	27	16	43	11	Medium
CS.04	Watling St South	6	4	6	5.25	4.5	26	18	44	10	Medium
CS.05	Watling Street North	5.25	5.5	7	4.5	3.75	26	20	46	7	Medium
CS.06	Connecting north-eastern residential area to the schools along existing path/PROW between Leasowes Cl/Watling St North and Shrewsbury Rd (B5477)	6.75	4.5	6	6	4.5	28	20	48	3	Medium
CS.07	Connection through south-western residential area to the town centre along Stretton Farm Rd and the PROW.	5.25	4	7	5.25	4.5	26	16	42	16	Medium
CS.08	Connection between Shrewsbury Rd (B5477) and Madeira Walk	5.25	3.5	4	6	3.75	23	20	43	13	Medium
CS.10	Route between Sandford Avenue and Watling Street South connecting into the access to the train station	5.25	4.5	8	5.25	4.5	28	22	50	2	Short
CS.11	Local network through southern residential area connecting to Watling St South	6	3.5	6	3.75	3.75	23	22	45	8	Medium
CS.12	Connecting southern residential area to the town centre along Coffin Lane or The Narrows, alternative route to scheme CS.11	5.25	4	9	5.25	5.25	29	14	43	12	Long
CS.13	Connecting southern residential area to the town centre, alternative route to scheme CS.12. Route from Watling Street South along Snatchfields Lane and Chelmick Close and the PROW	6.75	3.5	6	3.75	4.5	25	18	43	14	Medium
CS.14	Connecting Cardington to Church Stretton town centre along Cardington Walk and Cwms Lane	5.25	4.5	4	3.75	3.75	21	18	39	18	Medium

Scheme	Description	Zero Carbon	Healthier	Mode Shift	Inclusive	Sustainable Growth	Objective Total	Deliverability	Total Score	Local Rank	Time Scale
CS.15	Connecting All Stretton to Church Stretton along Shrewsbury Road (B5477)	5.25	3.5	4	5.25	5.25	23	18	41	17	Long
CS.16	Alternate route from All Stretton to Church Stretton, linking from Shrewsbury Road (B5477) along Farm Lane	5.25	3	4	4.5	4.5	21	18	39	19	Medium
CS.18	B4577 and rural roads to Leebotwood and Dorrington	6	5.5	3	5.25	5.25	25	14	39	20	Medium
CS.19	Connecting Little Stretton to Church Stretton alternate route to scheme CS.20	5.25	4	5	5.25	3	23	20	43	15	Medium
CS.20	Connecting Little Stretton to Church Stretton alternate route to scheme CS.19	5.25	4	5	5.25	3	23	24	47	6	Medium
CS.22	Connecting Wall under Heywood to Hope Bowdler to Church Stretton	6	4.5	3	3.75	3.75	21	16	37	21	Medium
CS.23	Link to High St and Sandford Ave from Burway Road.	6	5	6	4.5	5.25	27	20	47	5	Medium
CS.CROSS1	Crossing of Sandford Avenue at the exit of the railway station	6	5.5	9	4.5	5.25	30	22	52	1	Short

Table 6-1: Full Prioritisation Results for Church Stretton

7 References

DfT, 2017. *Local Cycling & Walking Infrastructure Plans: Technical Guidance for Local Authorities*. [Online]

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