



SHROPSHIRE COUNCIL  
*Shropshire Local Cycling  
and Walking Infrastructure  
Plan (LCWIP)*  
*Consultation Report*

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**Prepared by:**

Aoife Dudley BA Principal Transport Consultant

Rifat Foysal BSc Graduate Transport Consultant

**Approved by:**

Simon Lusby CTPP BSc MET Managing Director

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# 1 Introduction

## 1.1 Overview

The Shropshire Local Cycling & Walking Infrastructure Plan (LCWIP) is a document which includes proposals to improve the walking and cycling network across the county. A draft version (dated January 2023) of the LCWIP has been developed by City Science on behalf of Shropshire Council. This has been prepared in accordance with LCWIP guidance prepared by the Department for Transport (DfT, 2017).

Figure 1-1: Shropshire LCWIP Locations shows the seven market towns covered by the LCWIP which includes Bridgnorth, Church Stretton, Ludlow, Market Drayton, Oswestry & Gobowen, Shrewsbury and Whitchurch. These towns were selected as evidence suggests they have the highest potential within the county for increased walking and cycling in future. To align with LCWIP guidance, a study area of 10 kilometres has been considered around each of these towns in developing future network plans.

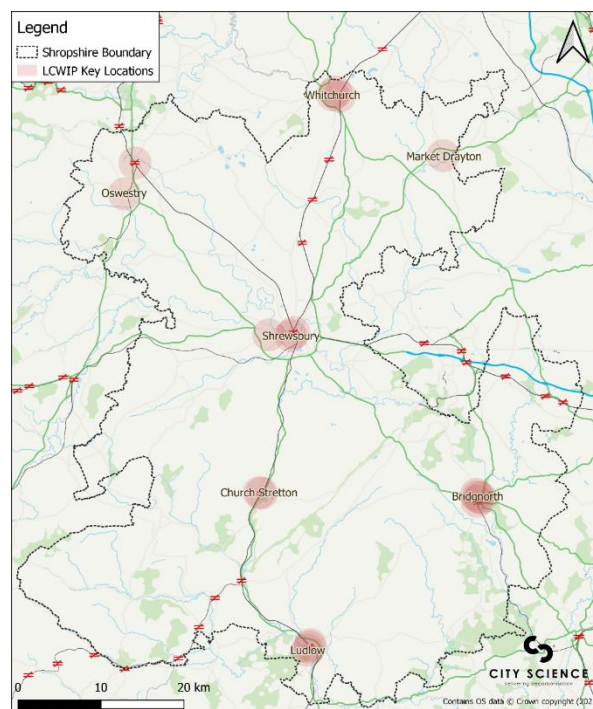


Figure 1-1: Shropshire LCWIP Locations

The draft LCWIP has been developed in partnership with a wide range of invited local stakeholders during its preparation in 2022. Views have been captured through in-person site walkovers, organised group cycles, online surveys, and virtual workshops for each of the seven towns. Stakeholders were also given the opportunity to comment on the draft version, which was updated prior the consultation process.

Shropshire Council (supported by City Science) 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. This 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.

## 1.2 Purpose of this Report

The purpose of this Consultation Report is to provide an overview of the consultation activities as well as the outcomes for each town. This Report will act as the main source of detail for the LCWIP public consultation, and the LCWIP reports will be updated to reflect the findings.

## 1.3 Report Structure

This Report is structured by town, with a final chapter covering the results of the schools consultation:

- **Chapter 2:** Consultation Overview
- **Chapter 3:** Shropshire-Wide Feedback
- **Chapter 4:** Bridgnorth
- **Chapter 5:** Church Stretton
- **Chapter 6:** Ludlow
- **Chapter 7:** Market Drayton
- **Chapter 8:** Oswestry & Gobowen
- **Chapter 9:** Shrewsbury
- **Chapter 10:** Whitchurch
- **Chapter 11:** Schools Consultation

## 2 Consultation Overview

### Chapter at a Glance

This Chapter gives an overview of the activities that were undertaken as part of the consultation process, including their methods and purpose. It also summarises the level of engagement at each of the events.

### 2.1 Method of Consultation

A variety of activities were scheduled for the duration of the public consultation to provide as many opportunities and channels for engagement as possible (Table 2-1). Online activities were hosted for those unable to attend the roadshow, while the in-person events provided an opportunity for others to have a more in-depth conversation with the LCWIP team about the proposals.

Event	Description
Members' Briefing	<ul style="list-style-type: none"> <li>Online briefing for Shropshire Council Members held on Thursday 4<sup>th</sup> May 2023</li> <li>Reminded Members about the LCWIP process</li> <li>Gave an overview of the schemes</li> <li>Discussed plans for the public consultation</li> </ul>
Consultation Webpage & Online Survey	<ul style="list-style-type: none"> <li>A set of webpages was developed for the consultation in order to host material online and make it easy to access</li> <li>The website explained the process of developing the LCWIP and the purpose of the project. It also listed (as well as mapped) the individual interventions for each town.</li> <li>Hosted full details of consultation activities and ways in which people could get involved</li> <li>Hosted static maps as well as an interactive Storymaps site to provide more detail on the proposed schemes</li> <li>An online survey provided people with an opportunity to comment on the LCWIP objectives, schemes, and make their general views known</li> </ul>
In-person roadshows	<ul style="list-style-type: none"> <li>An in-person session was held at each of the seven towns covered in the LCWIP between Tuesday 9<sup>th</sup> May and Friday 12<sup>th</sup> May 2023</li> <li>High level maps of the schemes were made available for people to view, as well as leaflets with links to the website for more information</li> <li>Paper surveys were also on hand for those who did not want to or were not able to access the online version</li> </ul>
Online webinars	<ul style="list-style-type: none"> <li>Two online webinars were held on the 18<sup>th</sup> and 25<sup>th</sup> May 2023</li> <li>They were hosted on the Council's Facebook page, and questions could be submitted in advance or during the session</li> <li>The purpose of the session was to give people another opportunity to speak to the LCWIP team and ask questions about the process or the schemes</li> </ul>
Schools Consultation	<ul style="list-style-type: none"> <li>A dedicated schools consultation was held between 23<sup>rd</sup> June and 21<sup>st</sup> July 2023</li> <li>The purpose of this consultation was to ensure that the views of children and young people were heard as they were unlikely to participate in the main consultation</li> <li>An assembly pack and survey were sent to primary schools and an interactive lesson plan with integrated survey sent to secondary schools across Shropshire</li> <li>The activities were designed to stimulate discussion about walking, wheeling and cycling and understand the main concerns and priorities of children and young people</li> <li>The primary school survey also included questions for parents and guardians of pupils, who were another hard-to-reach group during the consultation</li> </ul>

Table 2-1: Summary of Consultation Activities

## 2.2 Level of Engagement

The overall level of engagement across the county has been high, and a concerted effort has been made to ensure that a wide range of social groups have had an opportunity to comment on the proposals.

### 2.2.1 Survey Responses

Table 2-2 shows the number of online survey responses received (either online or in paper format) for each town, and the proportion of responses is illustrated in Figure 2-1.

Town	Number of Survey Responses
Bridgnorth	77
Church Stretton	69
Ludlow	537
Market Drayton	27
Oswestry & Gobowen	83
Shrewsbury	202
Whitchurch	33
<b>Total</b>	<b>1,026</b>

Table 2-2: LCWIP Survey Responses by Town

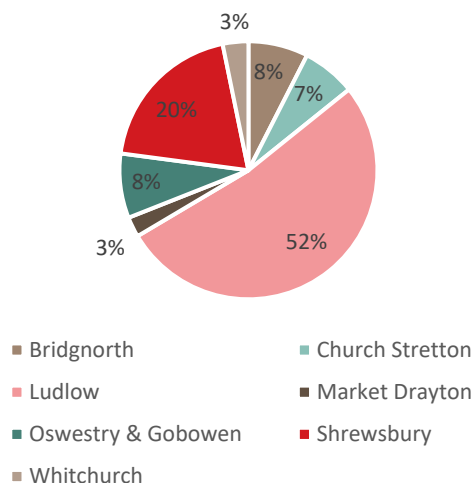


Figure 2-1: Proportion of Survey Responses by Town

### 2.2.2 Email Responses

Email responses were also accepted for those who wished to give more detailed feedback or were unable to use the survey; the number of responses for each town is shown in Table 2-3. This includes feedback from Ludlow, Bridgnorth and Shrewsbury Town Councils.

Town	Number of Email Responses
Bridgnorth	5
Ludlow	5
Market Drayton	1
Oswestry & Gobowen	1
Shrewsbury	2

Table 2-3: Email Responses to the LCWIP Consultation

### 2.2.3 Online Webinar

Two online evening webinars were held, covering the whole county. Several comments were received and responded to during the livestream event. The total number of attendees was not recorded, however both webinars were well attended.

### 2.2.4 In-Person Roadshow

It was not possible to record the number of people at each roadshow event as signups were not required. However, all of the seven stalls (one for each town) were well attended and when asked how they had heard about the event, people reported a variety of channels including radio broadcasts, social media posts and word of mouth.

### 2.2.5 Schools Consultation

Two separate exercises were sent to primary and secondary schools across the county. Unfortunately, no secondary schools returned the activities. However, the primary school survey was successful and returned 155 responses from five schools.

### 3 Shropshire-Wide Feedback

#### Chapter at a Glance

This Chapter provides a summary of the key themes that arose throughout the feedback from each of the consultation events, including maintenance, safety, accessibility, and sustainable economic growth. It also provides an updated set of objectives for the LCWIP.

#### 3.1 Overview

As outlined in the previous chapter, a significant amount of feedback was received across the board regarding the LCWIP and the scheme proposals.

There were several recurring themes which surfaced throughout the consultation and are discussed in more detail in Sections 3.2 to 3.5 below. In summary, the key themes across all groups are shown in Figure 3-1.

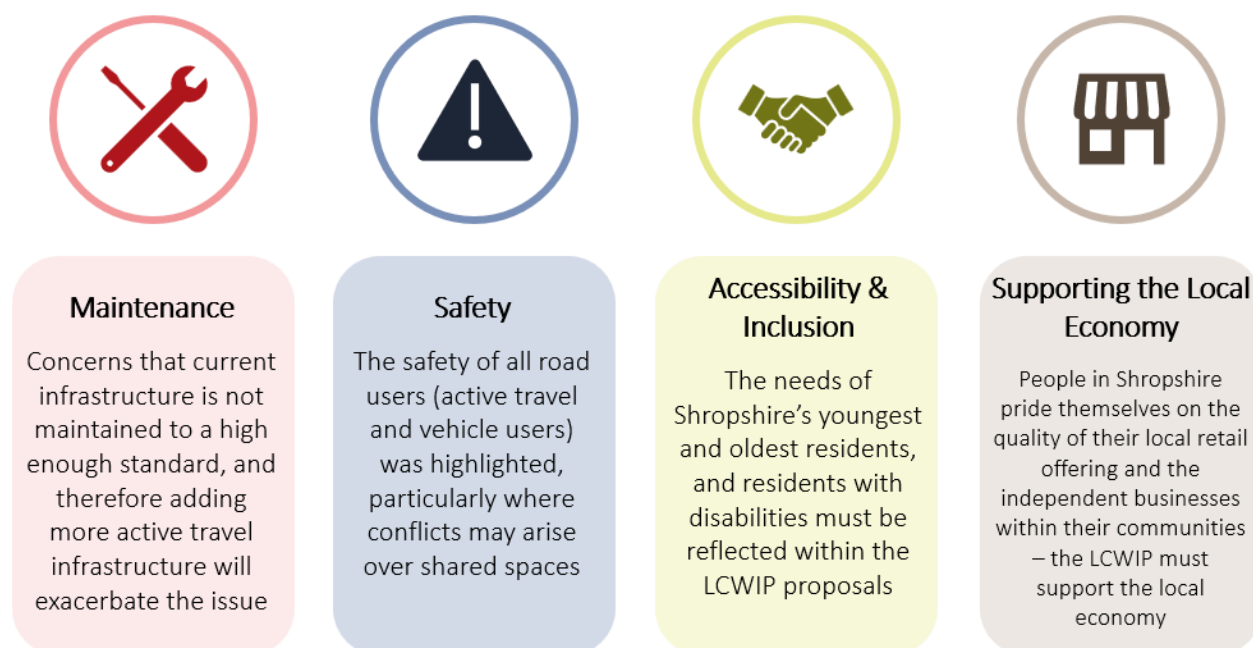


Figure 3-1: Key Recurring Themes Across the LCWIP Feedback

#### 3.2 Members’ Feedback

The online Members’ briefing session provided an opportunity for Members to ask questions and make comments about both the Draft LCWIP and the consultation process. The key themes from the discussion were as follows:

- **Extent of the LCWIP:** Some comments were made about the reasoning behind the seven towns that had been chosen, and Members expressed an interest in undertaking future work to create LCWIPs for other parts of the County.
- **Including vulnerable members of society:** Several Councillors raised points about the inclusivity of the LCWIP given the context of Shropshire as a county with an aging population and a high proportion of people with disabilities which affect their mobility.
- **Delivering & maintaining to LTN1/20 standards:** The need for infrastructure to meet Local Transport Note (LTN) 1/20 standards was noted, as well as the importance of maintaining both the existing network and any new schemes to the highest standards. There was some concern that the current level of provision for active travel routes indicated that Council would be unable to support further infrastructure, however, the support available from Active Travel England was summarised to reassure the Members on this point. There was also concern about the physical built constraints of the historic street network in many towns and the difficulty in fitting in the dimensions required for LTN 1/20 compliant facilities.

- **Use of the Canal Network:** A question was raised about whether the Shropshire Union Canal path had been considered in the development of the LCWIP network. Canal towpaths represent important traffic-free routes, and the Canal & River trust were involved in the early engagement for the LCWIP development to ensure best use of this resource. The towpath has been used as a scheme alignment option where it serves a desire line, such as in Market Drayton.
- **Cargo Bikes:** There was discussion about the potential for the LCWIP network to support local businesses in reducing their transport carbon emissions by encouraging the use of cargo bikes around Shropshire. It was agreed that schemes to encourage cargo bikes are outside of the scope of the LCWIP, however efforts should be made by the Council to promote the opportunities that the LCWIP network presents for local businesses, including the use of delivery and cargo bikes.
- **Relevance to Rural Communities:** Concerns were raised about whether the LCWIP sufficiently addresses the health and wellbeing needs of rural communities. This is the first LCWIP to be developed for Shropshire, and as such it focuses on areas of higher population density as per the LCWIP guidance, as these areas have a higher propensity for active travel and therefore the schemes are likely to have a greater impact. However, some routes have been developed to ensure better connectivity between rural villages and their nearest market towns, and future iterations of the LCWIP are likely to address rural connectivity in more detail.

### 3.3 Online Webinar Feedback

Two online webinars were held to give people a chance to respond to the consultation and ask questions if they were not able to attend any of the in-person sessions. The sessions were open to all and were not specific to any towns in particular. Several key themes emerged throughout the online webinars:

- **Equestrians:** There were several queries submitted by equestrians on the webinars, concerning new paths for horse riders, and ensuring that existing rights of way (such as bridlepaths) are maintained. While the LCWIP guidance (DfT, 2017) does not make specific provision for the needs of equestrians, the British Horse Society was consulted during the stakeholder engagement process for the Shropshire LCWIP. The improvements to the active travel network are likely to benefit equestrians through improvements to surfaces, increasing path widths and schemes such as quiet lanes which will warn traffic about the presence of pedestrians, cyclists and horse riders in rural areas
- **Accessibility and inclusion:** Questions and concerns were received from members of the community with disabilities and mobility impairments. Members were reassured that the purpose of this plan is not to remove access to destinations by car for those who need it, but instead to give a choice of modes to people who would like to be able to walk, wheel or cycle some of their journeys.
- **Balancing the needs of all users:** Several comments were made about the challenges of conflicting needs between user groups,

#### 3.3.1 Accessibility & Inclusion

Access for disabled and elderly users is a key priority for Shropshire Council, particularly due to a high proportion of both groups living within the community. The LCWIP focuses not only on opportunities to enhance walking and cycling networks across Shropshire, but also on ways in which accessibility can be improved for all users including the elderly, disabled and mobility impaired, and those using buggies or pushchairs. Concerns were raised during the webinars about access to key destinations for mobility impaired users, and assurances were given that facilities such as disabled parking spaces would still be available, and the impacts of schemes on these groups would be carefully investigated as part of the feasibility studies for any schemes taken forward by the Council.



### 3.3.2 Attitudes to Sustainable Modes

There were a number of comments on the webinar regarding reluctance to move away from a car-based system, and the need for options as people make different journeys and have different capacities for active travel. The LCWIP addresses the imbalance between infrastructure available to support vehicular movements, and walking and cycling trips; the Plan does not assume a transition of all trips to active modes, and there is full acceptance that as a rural county, people travelling to, from and within Shropshire will continue to require access to private cars and a comprehensive public transport system. The purpose of the LCWIP is to improve the cycling and walking networks such that people have a genuine choice of modes for the journeys they make within the county.

### 3.3.3 Needs of Equestrians

Horse riding is a popular activity in Shropshire, and several horse riders and members of the British Horse Society attended the consultation webinars. Questions were submitted about maintenance of bridlepaths and upgrading of routes to allow equestrians to use them. The schemes within the LCWIP are specific to walking, wheeling and cycling, however in acknowledgement of the importance of horse riding as an activity in the area, the British Horse Society was consulted as part of the development of the LCWIP. Many of the improvements proposed as part of the LCWIP will benefit equestrians, such as lower speed limit, wider paths and better crossing facilities.

### 3.3.4 Hierarchy of Road Users

General concerns were raised about the possibility of conflicts between pedestrians, cyclists and vehicles using the road and other shared spaces. The LCWIP adheres to LTN 1/20 guidelines in terms of the separation of pedestrians and cyclists and minimising the use of shared rather than segregated paths, particularly in urban areas. Bikeability training is ongoing at schools within Shropshire, and raising the profile of safe cycling and walking amongst young people is a key takeaway of this consultation.

### 3.3.5 Feasibility of Schemes

Throughout the consultation there were concerns about the feasibility of a number of schemes included within the LCWIP, from a deliverability, impact or cost point of view. It is important to highlight that the schemes referenced within the LCWIP documents are at a conceptual stage and reflect an idealised network. Further feasibility work may show that some of the schemes within the network are not possible to deliver. In some instances, alternative schemes or schemes on parallel routes have been suggested in the LCWIP where it has already been identified that a scheme or schemes may be difficult to deliver. The next stage of the LCWIP delivery will involve:

- Taking forward the priority schemes and finding the funding for further investigation, feasibility and design work.
- Undertaking an exercise to identify where Section 106 funding pots are available and what interventions could be funded from this.

## 3.4 Schools Feedback

While a detailed analysis of the primary school survey can be found in Chapter 11, there were several clear themes that arose from the parent and guardian feedback at the end of the survey. As expected, these themes centred around safety for children accessing the schools by walking, wheeling, and cycling:

- **Pavement parking:** Vehicles parking on pavements is a key issue for a number of reasons. The vehicles can obstruct visibility for children and families trying to cross the road, as well as making it difficult to pass, especially for those with buggies or mobility aids.
- **Lack of Crossings:** Most of the feedback centred around a lack of safe crossing points and the dangers of allowing a child to walk across the entrances to side roads where traffic is pulling out and in. Sufficient crossings would increase the safety of children using active modes to get to school and provide parents and guardians with more confidence that their child is able to use these modes to get to school safely.

- **Speed & Volume of Traffic:** The speed and volume of traffic, particularly on main roads, was the source of much of the feedback from parents and guardians. Some respondents felt that they would be comfortable allowing their child(ren) to walk or cycle to school alone despite the traffic, as long as they had completed a safety course. Many others, however, felt that this was a significant and often insurmountable barrier to encouraging children to walk, wheel or cycle to school.

### 3.5 Feedback on Objectives

#### 3.5.1 General Feedback

Respondents to the online survey were asked to give their views on the objectives of the Draft LCWIP, to ensure that they reflect the priorities of people in Shropshire and form an appropriate framework for the assessment of the LCWIP schemes.

The emerging themes within the feedback were as follows:

- **Safety:** More explicit references to the improved safety of pedestrians and cyclists, and solutions that include better safety for people with limited mobility.
- **Biodiversity:** Ensuring that schemes do not harm the local environment, and that biodiversity net gain is considered as part of the feasibility stage of the scheme development.
- **Young People:** Safety and inclusion of young people was a high priority within the feedback, especially concerning active travel for journeys to school.
- **Support for Local Businesses:** Supporting local businesses is of clear importance to the people of Shropshire and ensuring that proposals will generate additional footfall and economic activity is an important part of the feasibility stage of the scheme development.
- **Interaction Between Public Transport & Active Travel:** The link between active travel and the need for better public transport was noted. While public transport provision is outside of the scope of the LCWIP, the link is acknowledged, and Shropshire Council has separate workstreams to improve public transport access including through the forthcoming Local Transport Plan.
- **Monitoring & Evaluation:** Understanding the impact of these schemes over time will help the Council make informed decisions about future active travel schemes and understand which types of schemes have been successful in different areas.
- **Integration with the Planning System:** Some concerns were raised about the lack of consistency between LCWIP aspirations and the requirements for active travel provision for new developments.

It should be noted that while all this feedback is important and will be accounted for in other parts of the LCWIP, some of it sits beyond the scope of the objectives which guide the initial appraisal of the schemes.

#### 3.5.2 Updated Objectives

The feedback has been considered, and some small adjustments have been made to the LCWIP objectives as shown in Figure 3-2.

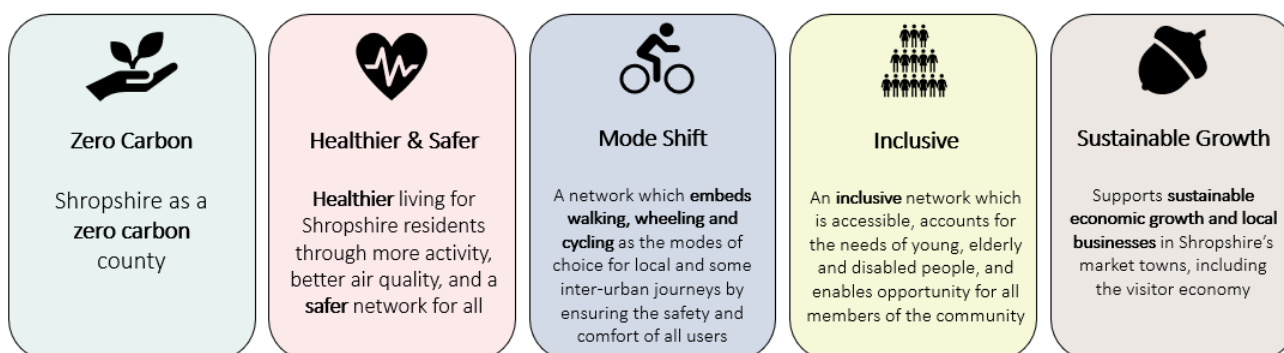


Figure 3-2: Updated LCWIP Objectives

Changes to the objectives reflects the feedback concerning:

- The importance of safety for the active travel network
- The need for inclusivity, and a network that works for people of all ages, levels of mobility and disability
- The importance of upholding local businesses and supporting the economy within Shropshire by providing access by several different modes

## 4 Bridgnorth

### Chapter at a Glance

This Chapter provides a summary of feedback from Bridgnorth and the resulting changes in schemes.

#### 4.1 Survey Results

This section provides an overview of the survey results for Bridgnorth. Figure 4-1 shows how respondents who ranked each of the five objectives. Of the objectives, 27% of respondents voted ‘zero carbon’ as the most important, and 31% as second most important. This was closely followed by ‘healthier’. This demonstrates that measures to tackle the climate crisis are well received, and that the public health benefits of increasing uptake of walking and cycling are understood and valued. The least important objectives were ‘inclusive’ (ranked fourth by 42% of respondents) and ‘sustainable growth’ (ranked 5<sup>th</sup> by 43% of respondents).

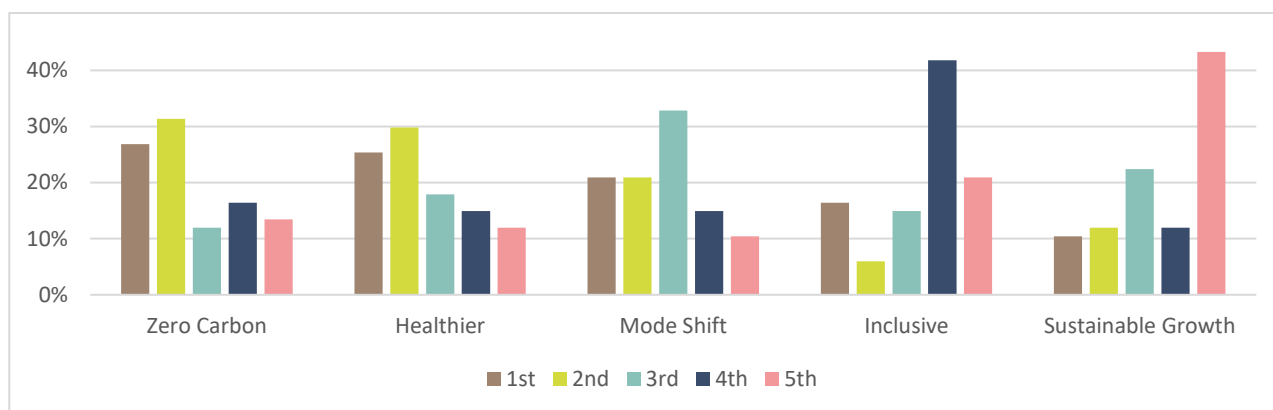


Figure 4-1: Responses to the Question 'Please Rank Our Objectives in Order of Importance to You'

Figure 4-2 and Figure 4-3 summarise the responses regarding the concerns that people have about walking and cycling in Bridgnorth. People were asked to choose a maximum of three factors. Poor maintenance of surfaces is a notable barrier to making journeys on foot (32 responses and the highest number of votes). This is followed by the need to carry things, for example shopping or equipment (25 responses). Some of the other factors that prevent people from walking include poor air quality, conflicts with drivers and cyclists on the road network, and the distance from their homes to the centre of town. For people cycling, most cited ‘other’ (21 responses) reasons as the most significant barrier, which included the issue of topography in Bridgnorth particularly between Low and High Town. Poor maintenance of surfaces and lack of access to a bike (17 responses) were the second most common barrier while others cited drivers’ attitudes and the speed of traffic as a reason not to cycle in Bridgnorth (32 responses in total).

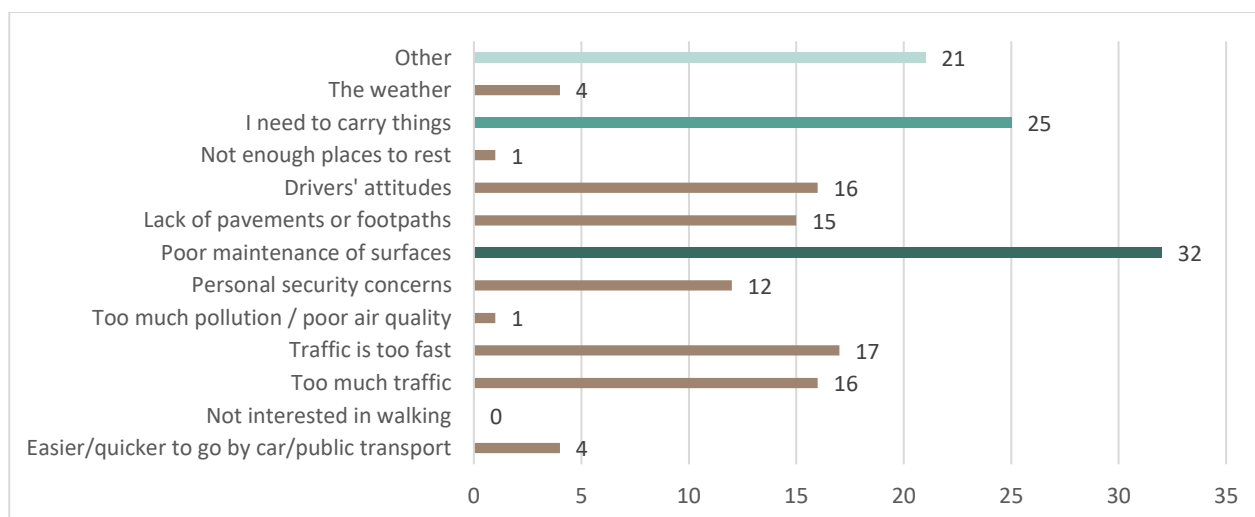


Figure 4-2: Responses to 'What are your main concerns about making journeys on foot to/from/within Bridgnorth'

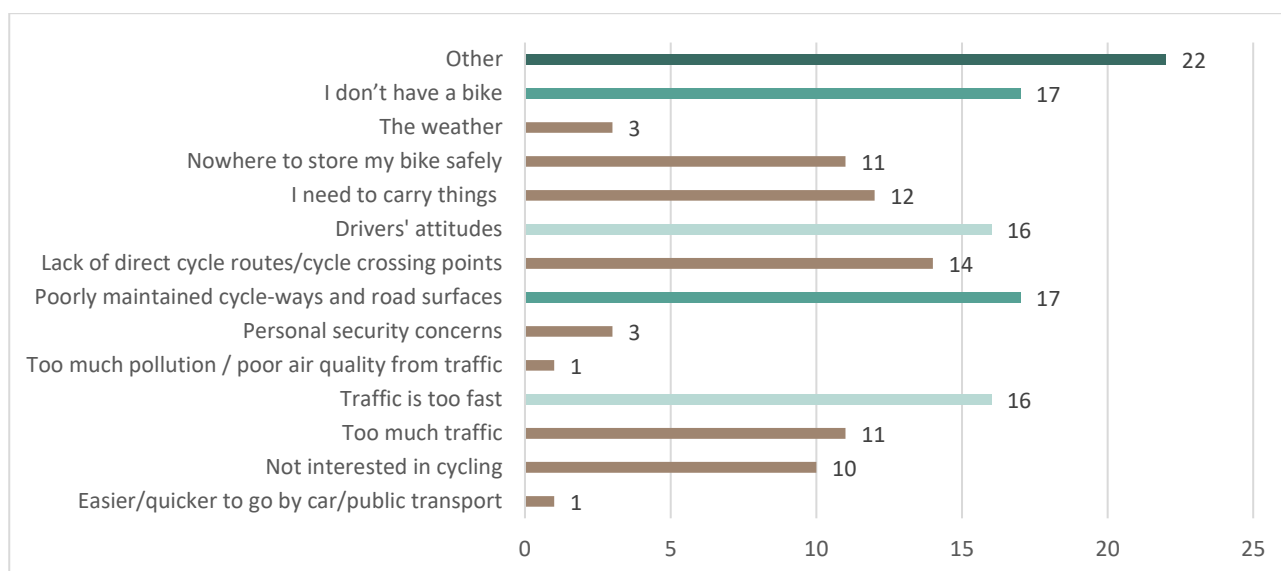


Figure 4-3: Responses to 'What are your main concerns about making journeys by bicycle to/from/within Bridgnorth'

## 4.2 In-Person Roadshow

### 4.2.1 Overview of Event

The Roadshow for Bridgnorth was held on the afternoon of Wednesday 10th May 2023 on the High Street. We had considerable constructive feedback from a local police officer, which has informed several of the scheme revisions. We also had a walking group arrive together and provide considerable feedback.

### 4.2.2 Key Themes

Primary discussions were in relation to use of the high street (including foot cycling), links between the upper and lower towns, enhancements of active travel on the bypass, queries in relation to point closures and linkages to growth areas.

## 4.3 Changes to Local Cycling & Walking Schemes

This section summarises the changes to the LCWIP network that have been made as a result of the feedback from the public consultation events.

### 4.3.1 Schemes Removed

The schemes shown in Table 4-1 have been removed from the LCWIP network.

Scheme	Location	Recommendation	Reasoning
<b>B.35</b>	Route along Castle Walk in the town centre	Segregate existing path to provide spaces for cyclists	Deemed not an appropriate route for cyclists
<b>B.36</b>	Cannon Steps onto New Road, joining the railway bridge	Create step-free access at Castle Steps	Deemed not an appropriate route for cyclists
<b>B.52</b>	Postern Gate	Investigate options for improving active travel provision along Postern Gate	This was a repeat of scheme B.32
<b>B.CROSS5</b>	Bridgnorth Industrial Estate	Crossing of A458 into industrial estate	This scheme is part of scheme B.07

Table 4-1: Summary of Schemes Removed from the LCWIP



### 4.3.2 Schemes Refined

The schemes shown in Table 4-2 have been changed and refined as a result of the consultation feedback.

Scheme	Location	Recommendation	Updated scheme
<b>B.51</b>	Route along Old Mill Lane between Oldbury Road and the B4555 through Oldbury	Provide signage on Old Mill Lane ensuring foliage is trimmed and traffic speeds are kept low. Between Old Mill Lane and B4555, create surfaced shared use path	Introduce shared-use path on the B4363 (Oldbury Rd) including a shared-use path over the bridge. Include crossing provision at the junction between Underhill St/Hollybush Rd/Oldbury Rd in line with definitive design standards
<b>B.05</b>	Crossing of bypass (A458) from new residential area (Tasley Garden Village) to future employment area (Land at Tasley south of the A458 bypass)	Investigate provision of a new crossing or underpass of the bypass (A458) (in partnership with National Highways) to link in with Leasowes	Scheme moved further north to link in with the Leasowes development
<b>B.12</b>	Connection between the Tasley Garden Village development to future employment zone.	Provision of a segregated cycling facility through the future employment area (Land at Tasley south of the A458 bypass) Include side road crossing treatments and crossing provision at the proposed new roundabout in line with definitive design standards.	Scheme moved further north to link in with the Leasowes development

Table 4-2: Summary of Schemes Refined as a Result of Feedback

### 4.3.3 Schemes Added

The schemes shown in Table 4-3 have been added in response to consultation feedback.

Location	Recommendation
North-south link through the Tasley Garden village site	Create segregated north-south cycling facility (along spine road) through new housing development. Include side road crossing treatments and provision of crossings in line with definitive design standards

Table 4-3: Summary of Schemes Added as a Result of Feedback

## 5 Church Stretton

### Chapter at a Glance

This Chapter provides a summary of feedback from Church Stretton and the resulting changes in schemes.

#### 5.1 Survey Results

This section provides an overview of the survey results for Church Stretton. Figure 5-1 shows how respondents who ranked each of the five objectives. Of the objectives, 24% of respondents voted 'healthier' as the most important, and 35% as second most important. This was followed by 'sustainable growth' which was ranked most important by 22% of people but was also ranked least important by 35% of people. This demonstrates that there are a variety of conflicting views within Church Stretton, with sustainable growth being both one of the highest ranked objectives, and the lowest ranked. Nonetheless, the importance of the public health benefits of increased uptake of walking and cycling is recognised.

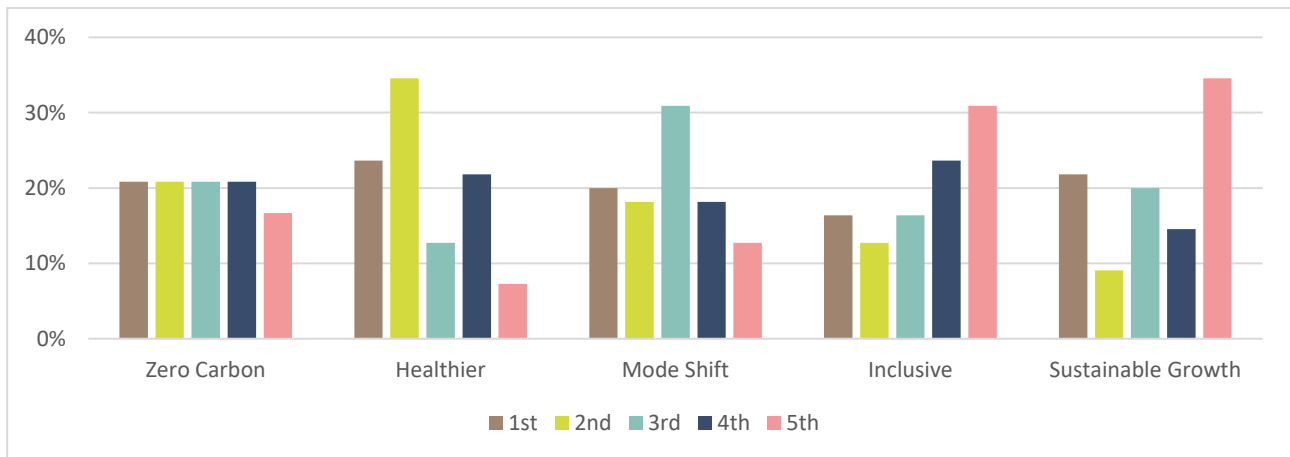


Figure 5-1: Responses to the Question 'Please Rank Our Objectives in Order of Importance to You'

Figure 5-2 and Figure 5-3 summarise the responses regarding the concerns that people have about walking and cycling in Church Stretton. People were asked to choose a maximum of three factors. The need to carry shopping, equipment and other items was the main barrier to walking in Church Stretton. This was closely followed by 'other' responses, the majority of which concerned poor pavement provision, a lack of safe crossing points, and pavement parking.

Similarly for responses regarding cycling, those who selected 'other' were concerned about safety when cycling, a lack of appropriate places to park a bicycle, and distance from their home location to the centre of Church Stretton. Drivers' attitudes, a lack of direct routes and poor maintenance of cycleways (20 responses) were also highlighted as barriers.

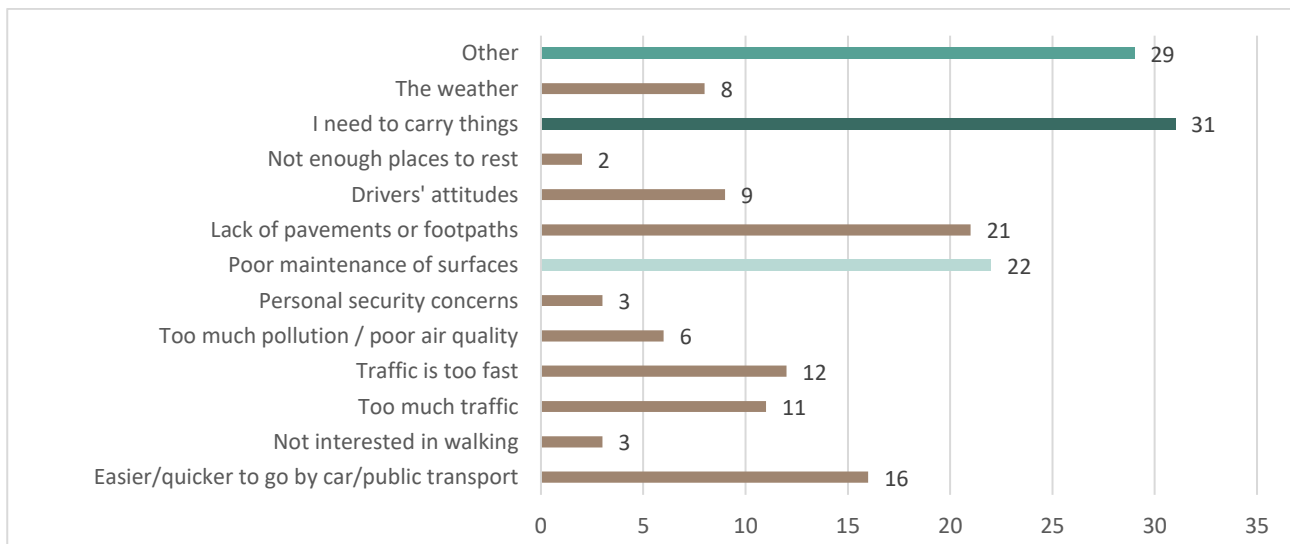


Figure 5-2: Responses to 'What are your main concerns about making journeys on foot to/from/within Church Stretton'

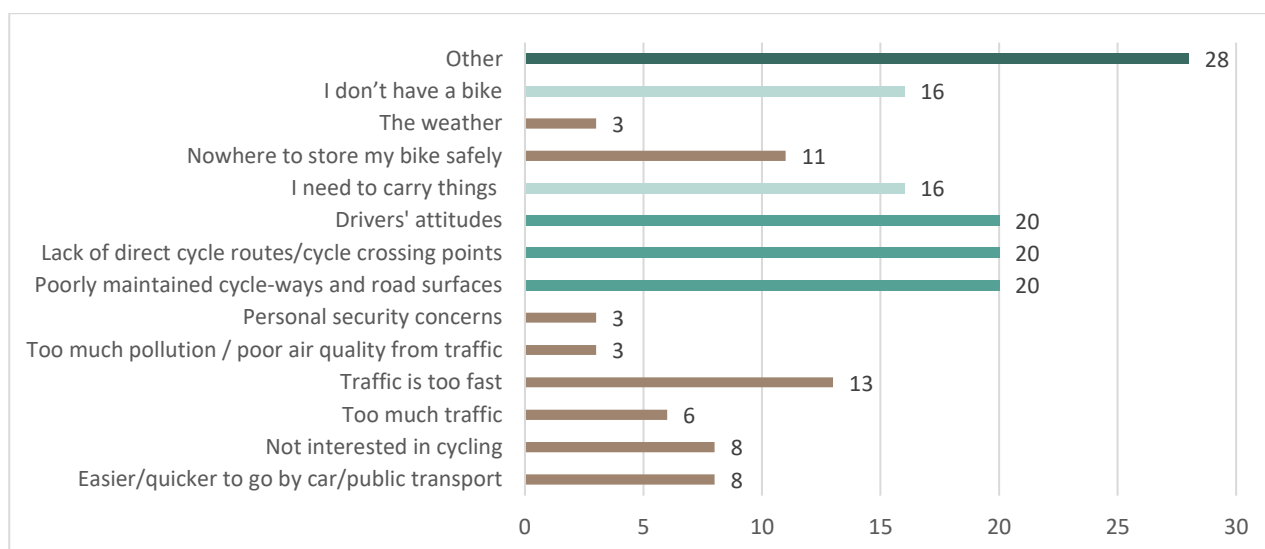


Figure 5-3: Responses to 'What are your main concerns about making journeys by bicycle to/from/within Church Stretton'

## 5.2 In-Person Roadshow

### 5.2.1 Overview of Event

The Roadshow for Church Stretton was held on the afternoon of Thursday 11<sup>th</sup> May 2023 on Lion Meadow, outside the Co-operative Food supermarket. This was one of the quieter events but did include a high volume of locals from the supermarket enquiring about the proposals and local cyclists, who had come specifically to see us and provide input.

### 5.2.2 Key Themes

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 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. The issue of safety for all pedestrians and cyclists was raised, particularly concerning the level crossing.

## 5.3 Changes to Local Cycling & Walking Schemes

This section summarises the changes to the LCWIP network that have been made as a result of the feedback from the public consultation events.

### 5.3.1 Schemes Removed

The schemes shown in Table 5-1 have been removed from the LCWIP network.

Scheme	Location	Recommendation	Reasoning
CS.09	Cycle access to the train station from the east	Create a new crossing over the A49 near the Crossways	This scheme is already delivered through CS.CROSS1
CS.17	Route connecting All Stretton to Church Stretton	Encourage shared use of Shrewsbury Rd (B5477) 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.	This scheme is a repeat of CS.15

Table 5-1: Summary of Schemes Removed from the LCWIP

### 5.3.2 Schemes Refined

The schemes shown in Table 5-2 have been changed and refined as a result of the consultation feedback.

Scheme	Location	Recommendation	Updated scheme
<b>CS.16</b>	Alternate route from All Stretton to Church Stretton, linking from Shrewsbury Road (B5477) along Farm Lane/Highways 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, 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>CS.06</b>	Connecting north-eastern residential area to the schools along existing path/PROW between Leasowes Cl/Watling St North and Shrewsbury Rd (B5477)	Provision of a step free bridge/underpass at the A49 crossing. Investigate a step-free bridge in place of the current level crossing.	Upgrade the PROW through widening, improving surfacing, lighting and signage. Investigate improving safety along this route in partnership with Network Rail and National Highways.
<b>CS.18</b>	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	Encourage shared use of the B4577 and rural roads, 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

Table 5-2: Summary of Schemes Refined as a Result of Feedback



## 6 Ludlow

### Chapter at a Glance

This Chapter provides a summary of feedback from Ludlow and the resulting changes in schemes.

#### 6.1 Survey Results

This section provides an overview of the survey results for Ludlow. Figure 6-1 shows how respondents who ranked each of the five objectives. Of the objectives, 28% of respondents voted ‘healthier’ as the most important, and 30% as second most important. This was followed by ‘zero carbon’ which was ranked most important by 27% of people. This demonstrates that the public health benefits of increasing uptake of walking and cycling are understood and valued, and achieving Shropshire’s net zero goals are priorities within Ludlow. The least important objectives were ‘inclusive’ (ranked fourth by 33% of respondents) and ‘sustainable growth’ (ranked 5<sup>th</sup> by 39% of respondents).

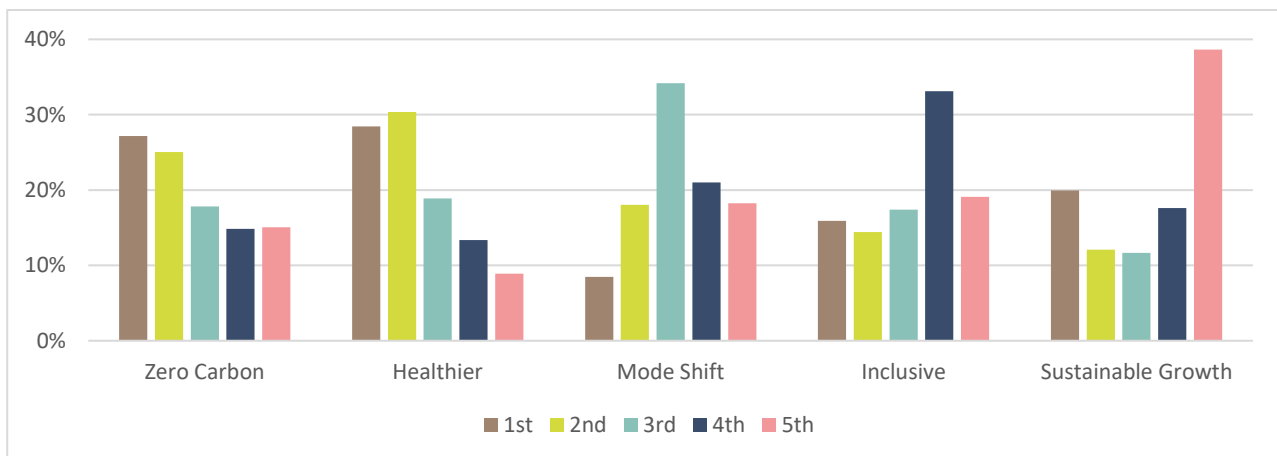


Figure 6-1: Responses to the Question 'Please Rank Our Objectives in Order of Importance to You'

Figure 6-2 and Figure 6-3 summarise the responses regarding the concerns that people have about walking and cycling in Ludlow. People were asked to choose a maximum of three factors. The need to carry shopping, equipment and other items was by far the main barrier to walking in Ludlow (300 responses). This was followed by poor maintenance of surfaces (183 responses).

Similarly for responses regarding cycling, the need to carry things was the most significant barrier (215 responses). A further 184 respondents do not cycle as they do not own a bike.

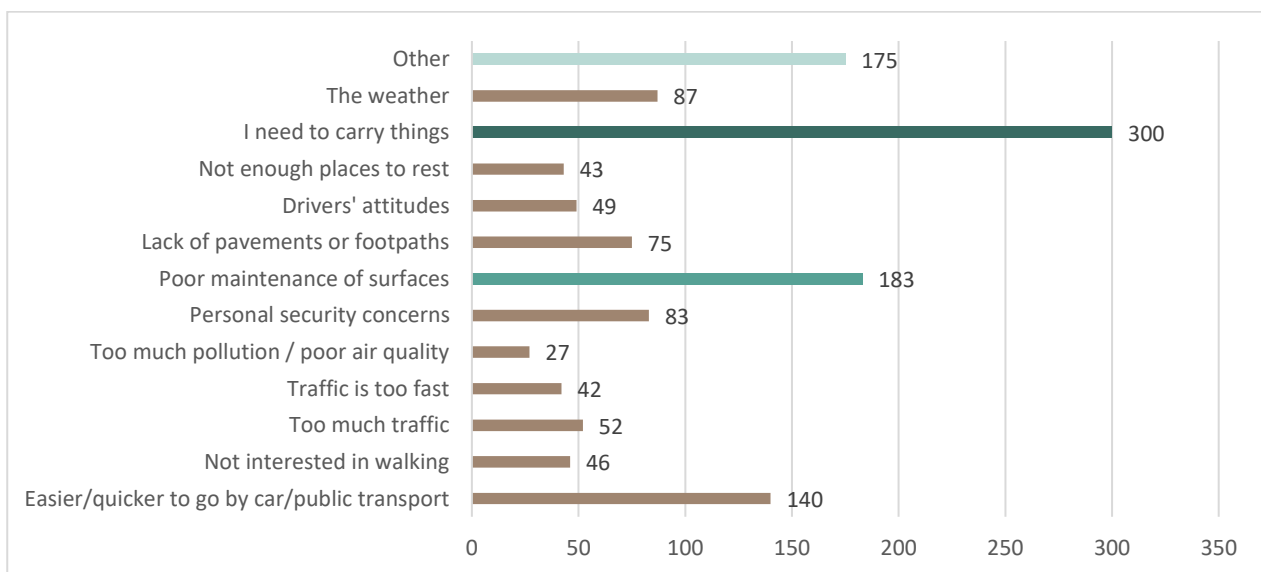


Figure 6-2: Responses to 'What are your main concerns about making journeys on foot to/from/within Ludlow'

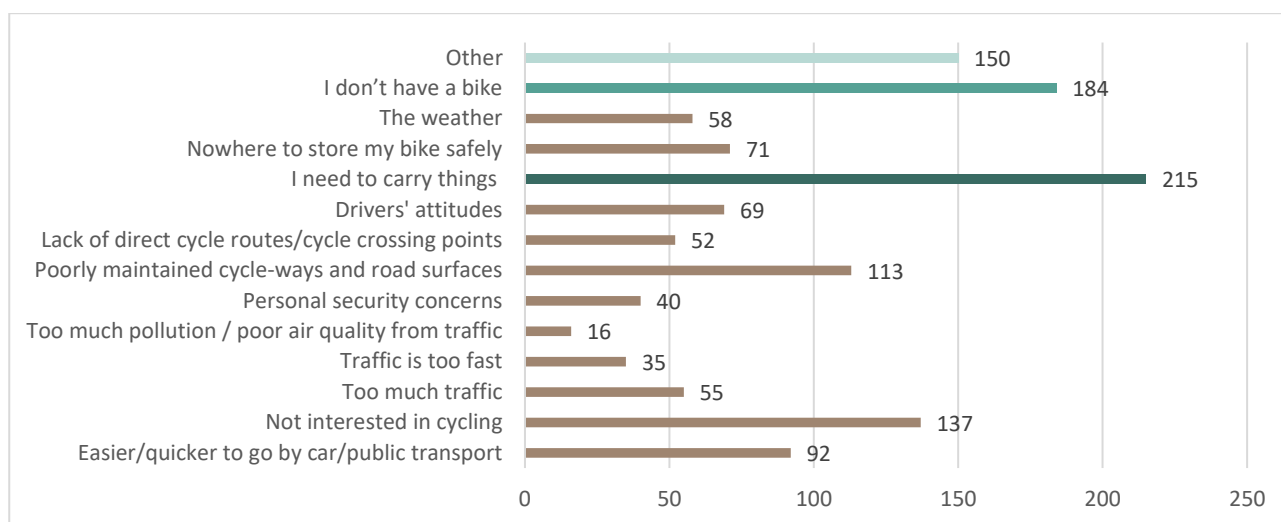


Figure 6-3: Responses to 'What are your main concerns about making journeys by bicycle to/from/within Ludlow'

## 6.2 In-Person Roadshow

### 6.2.1 Overview of Event

The Roadshow for Ludlow was held on the morning of Thursday 11<sup>th</sup> May 2023 in the Ludlow Market, near the entrance to Ludlow Castle. There was considerable attendance throughout the session, thanks to encouragement from a local Councillor. We would like to thank the locals who were polite and open to providing constructive input into the consultation.

**Highlights:** The stall was very busy throughout the day which was great to see so many local people engaged with the LCWIP process and provide us valuable feedback on the draft schemes. There were several people who provided very helpful local context to Ludlow which has aided in refining the proposed walking and cycling routes. This included insight into how local businesses and market traders receive deliveries, the situation with turning buses on Bell Lane and local concerns related to parking including for disabled people. We also want to thank those who very kindly offered to buy us a coffee to maintain the team's spirits throughout the day.

### 6.2.2 Key Themes

The engagement was mostly dominated by mixed, but mostly negative views on three schemes as show in Table 6-1. There were concerns that these schemes were already finalised as part of the LCWIP proposals, but careful consideration has been made of the feedback provided, and revisions have been made as appropriate.

Proposal	Description	Key Feedback
<b>Castle Carpark</b>	Potential closure or reduction in scale of the Castle car park (retaining disabled parking), to either extend the market or create a shared space, optimising the magnificent view.	<ul style="list-style-type: none"> <li>It would destroy access to the market and the Castle.</li> <li>It would remove disabled parking (not part of the proposal).</li> </ul>
<b>High Street</b>	Potential pedestrianisation of parts of the High Street, where the market operates, to improve pedestrian amenity.	This was misinterpreted as completely closing the High Street.
<b>King Street</b>	Some potential form of pedestrianisation of King Street and levelling out the surface.	<ul style="list-style-type: none"> <li>Freight require access to the market at all times.</li> <li>Coaches need to be able to drop passengers close to the castle.</li> <li>Buses users need access to the Market.</li> </ul>

Table 6-1: Key Points of Discussion on the Ludlow LCWIP Network

Aside from input on specific schemes, there was a strong commitment to supporting/upholding local businesses and the economy, with many people citing the importance of independent traders both within the market and the permanent shops in the town centre. There was significant concern that changing access for motor vehicles would have a negative impact on the town centre.

### 6.3 Changes to Local Cycling & Walking Schemes

This section summarises the changes to the LCWIP network that have been made as a result of the feedback from the public consultation events.

#### 6.3.1 Schemes Removed

The schemes shown in Table 6-2 have been removed from the LCWIP network.

Scheme	Location	Recommendation	Reasoning
<b>Walking Scheme</b>	King Street	Consideration of the closure of King Street to traffic	Feedback from consultation
<b>Walking Scheme</b>	High Street	Consideration of the closure of the High Street to traffic (except for market access) either by signalling Bell Lane or using Silk Mill Lane and Bell Lane as an in/out for resident access	Feedback from consultation
<b>Walking Scheme</b>	Ludlow Castle Street Car Park	Convert the Ludlow Castle Street car park to an open community space and parking for market traders, reducing the traffic flow through the town centre	Feedback from consultation
<b>L.34</b>	Connection from Ledwyche Rise to the industrial estate, includes crossing of A49	Extend the existing off-road path across the industrial sites, including provision of formal crossings on Parys Rd and the A49. Include a designated cycle/pedestrian route through the new development site connecting into Squirrel Lane.	It is not likely to be feasible to expect National Highways to provide additional crossing points between the roundabouts.
<b>L.38</b>	Tower Street	Close to traffic and provide space for cyclists.	To be moved to Core Walking Zone improvements
<b>L.39</b>	Crossing of the A49 roundabout by Sainsburys	Improve crossing for cyclists and equestrians at the roundabout in line with definitive design standards in partnership with National Highways	This scheme is already part of L.12 and L.24

Table 6-2: Summary of Schemes Removed from the LCWIP

### 6.3.2 Schemes Refined

The schemes shown in Table 6-3 have been changed and refined as a result of consultation feedback.

Scheme	Location	Recommendation	Updated Scheme
L.03	Railway crossing along Corve Street	Consider cycle lanes and cycle provision at roundabout	Railway crossing along Bromfield Road
L.27	Connection from Steventon to Ludlow along Steventon Rd and Steventon New Road	Investigate provision of a shared-use cycling facility parallel to Steventon Road (with localised treatments at pinch-points). Investigate reduction of traffic speeds/volumes to allow for a shared space with vehicular traffic along Steventon New Rd. Include side road crossing treatments and upgrade/provision of crossings in line with definitive design standards.	Investigate provision of a shared-use cycling facility parallel to Steventon Road (with localised treatments at pinch-points). Investigate reduction of traffic speeds/volumes to allow for a shared space with vehicular traffic along Steventon New Rd
L.43	Henley Road between Gravel Hill roundabout and Corve Street	Review parking provision and investigate addition of segregated cycleway.	Change to 'Investigate reduction of traffic volumes and/or speed to allow for a shared space with vehicular traffic.'

Table 6-3: Summary of Schemes Refined as a Result of Feedback



## 7 Market Drayton

### Chapter at a Glance

This Chapter provides a summary of feedback from Market Drayton and the resulting changes in schemes.

#### 7.1 Survey Results

This section provides an overview of the survey results for Market Drayton. Figure 7-1 shows how respondents who voted on each of the five objectives. ‘Zero carbon’ is a clear priority within the respondents from Market Drayton, with 48% of responses voting zero carbon as the most important objective. This is followed by ‘mode shift’ which was voted as 2<sup>nd</sup> by 38% of respondents. Inclusivity and sustainable growth are the lowest priorities. These results show that there is alignment within the views of people responding to the survey for Market Drayton, however it should be noted that the sample size is the lowest of the seven towns.

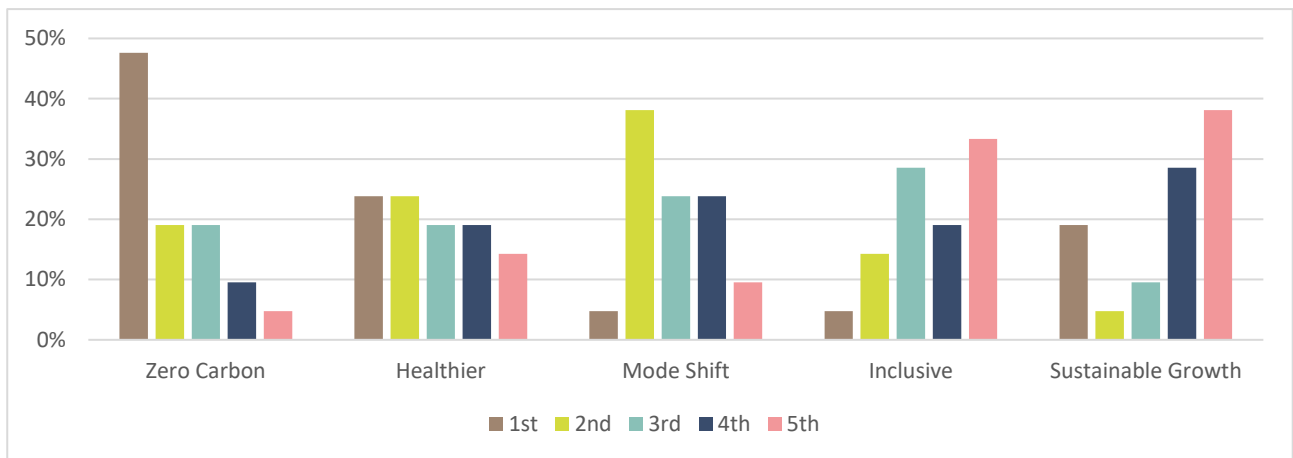


Figure 7-1: Responses to the Question 'Please Rank Our Objectives in Order of Importance to You'

Figure 7-2 and Figure 7-3 summarise the responses regarding the concerns that people have about walking and cycling in Market Drayton. People were asked to choose a maximum of three factors. Poor maintenance of surfaces is voted as the main barrier to walking in Market Drayton (13 responses). This is closely followed by high traffic speeds (11 respondents).

These factors were also reflected in the responses regarding cycling. However, drivers’ attitudes were a more significant issue for cyclists than for pedestrians.

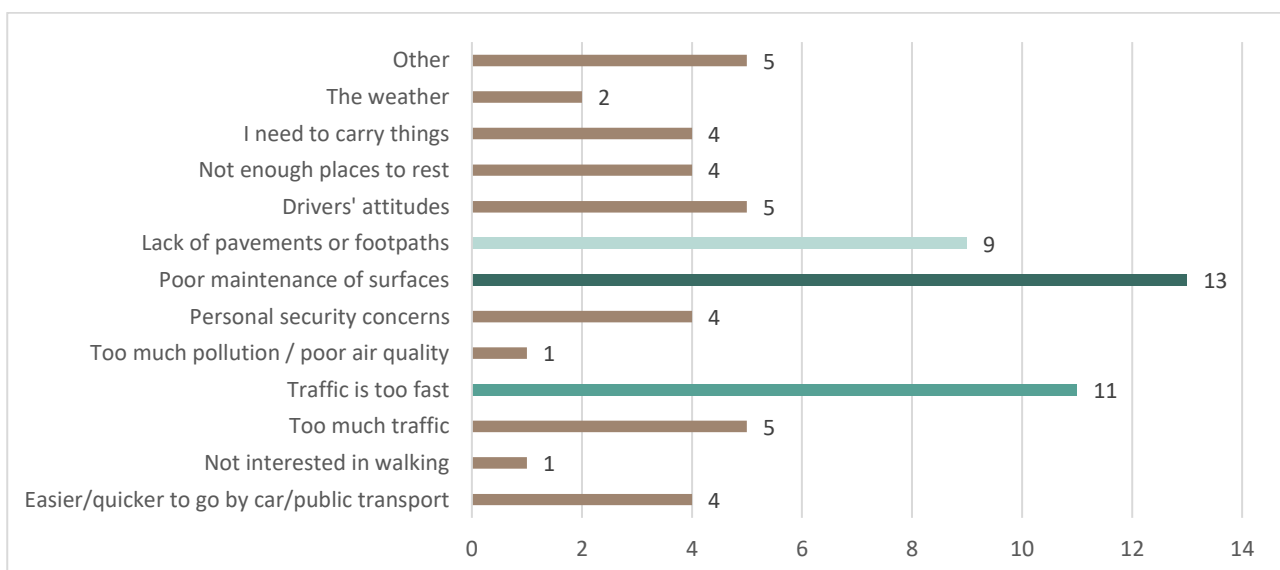


Figure 7-2: Responses to 'What are your main concerns about making journeys on foot to/from/within Market Drayton'

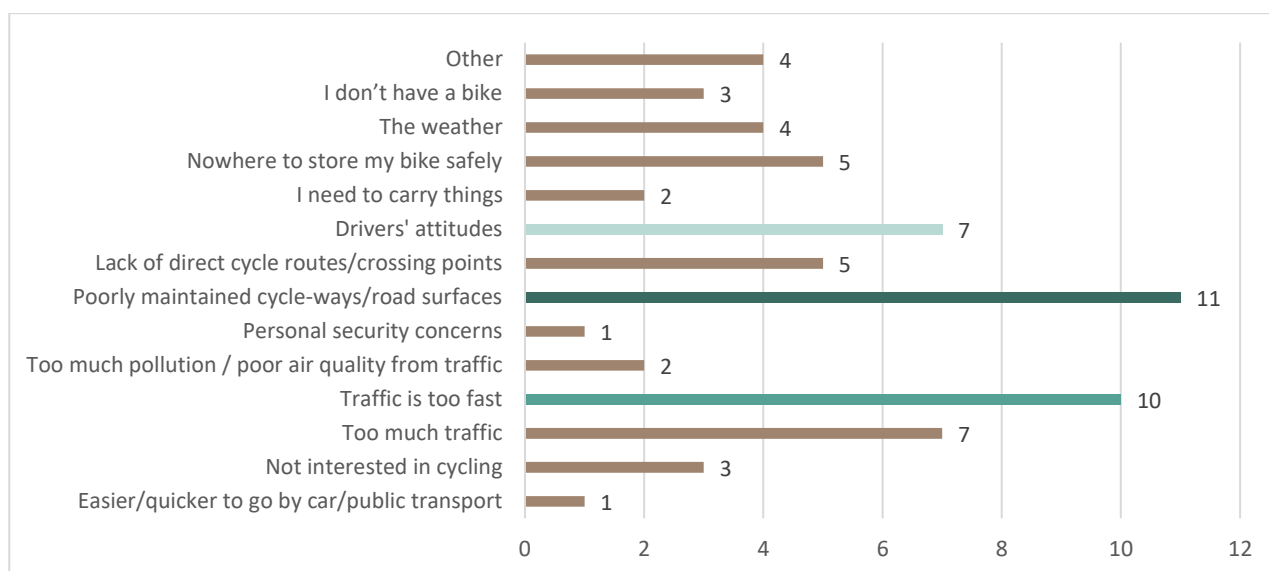


Figure 7-3: Responses to 'What are your main concerns about making journeys by bicycle to/from/within Market Drayton'

## 7.2 In-Person Roadshow

### 7.2.1 Overview of Event

The Roadshow for Market Drayton was held on Tuesday 9<sup>th</sup> May 2023 from 9am, outside the entrance to the Town Council building. There was increasing interest in the event throughout the morning, thanks to word of mouth. A number of children were observed walking and cycling through the Frogmore Road car park in order to access their schools.

### 7.2.2 Key Themes

Key themes that arose during discussions with people in Market Drayton included:

- **Pavement parking:** This was particularly an issue for those with disabilities and limited mobility as cars parked on pavements reduce space for wheelchair and mobility aid users. A lack of pavement space forces pedestrians into the road which can be busy and dangerous.
- **Access for people with disabilities:** Reflecting the comments above, there was concern about a lack of dropped kerbs and uneven paving surfaces (such as cobbles) particularly in the centre of town which make it difficult for people with limited mobility to move around.
- **Maintenance:** Several people noted that maintenance is required to support existing infrastructure and ensure that new schemes are successful and accessible in the long term. This includes hedge trimming to maintain the width of paths and allow safe access.

## 7.3 Changes to Local Cycling & Walking Schemes

This section summarises the changes to the LCWIP network that have been made as a result of the feedback from the public consultation events.

### 7.3.1 Schemes Removed

The schemes shown in Table 7-1 have been removed from the LCWIP network.

Scheme	Location	Recommendation	Reasoning
<b>Walking Scheme</b>	St Mary's Church Car Park	If Church Street and Mount Lane were one way, one traffic lane could be reallocated to pedestrians to improve access to multiple amenities including the St Marys Church Car Park, the Mount Lane Day Care Nursery and the Royal British Legion Club. Better pedestrian access to this car park might reduce demand for on-street parking in retail areas	This scheme is unsuitable for the area

Table 7-1: Summary of Schemes Removed as a Result of Feedback

### 7.3.2 Schemes Refined

The schemes shown in Table 7-2 have been changed and refined as a result of the consultation feedback.

Scheme	Location	Recommendation	Updated Scheme
<b>MD.19</b>	Connection into the future development site (Sych Farm) along Western Way from the A53 roundabout	Provide a segregated cycle facility along Western Way. Include pedestrian and cyclist improvements at the A53 roundabout in line with definitive design standards.	Extend to show connectivity through the proposed residential development located at Sych Farm.
<b>MD.20</b>	Connection into the future development site (Sych Farm) from Maer Lane	Provide a segregated cycle facility from Maer Lane into the future development site connecting into east-west and north-south spine roads.	Extend to show connectivity through the proposed residential development located at Sych Farm.
<b>MD.25</b>	Connection between Norton-in-Hales and Market Drayton along Maer Lane	Provide 'Quietway' (route where special attention must be paid to walkers, cyclists and horse riders including protection from speeding traffic) along narrow, hedged lane	Encourage shared use of Maer Lane, as a rural road, 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

Table 7-2: Summary of Schemes Refined as a Result of Feedback

### 7.3.3 Schemes Added

The schemes shown in Table 7-3 have been added in response to consultation feedback.

Location	Recommendation
Consider more crossing points outside the main centre of Market Drayton	Consider crossing points within the CWR at the following locations: <ul style="list-style-type: none"> <li>• Frogmore Road/Cheshire St</li> <li>• High St/Stafford St</li> <li>• Maer Lane/Smithfield Road (connecting in with the footpath)</li> </ul>
Connection into the future development site (Sych Farm) into the canal route (MD.37)	Provide a segregated cycle facility from the north-south spine road within the future development site connecting into the canal route (MD.37).
New north-south route within the future development site at Longford (connecting into MD.08 and MD.24)	Provide a segregated cycle facility or shared-use facility alongside the north-south spine road within the future development site. Include implementation of crossings in line with definitive design standards.
New north-south route within the future development site (Clive Barracks – south of the A41) (connecting into MD.26)	Provide a segregated cycle facility alongside the north-south spine road within the future development site. Include implementation of crossings in line with definitive design standards.
New east-west route within the future development site (Clive Barracks – south of the A41) (connecting into MD.22)	Provide a segregated cycle facility alongside the east-west spine road within the future development site. Include implementation of crossings in line with definitive design standards.

Location	Recommendation
New north-south route within the future development site (Clive Barracks – north of the A41 (connecting into MD.36 and MD.26)	Provide a segregated cycle facility alongside the north-south spine road within the future development site. Include implementation of crossings in line with definitive design standards

*Table 7-3: Summary of Schemes Added as a Result of Feedback*

## 8 Oswestry & Gobowen

### Chapter at a Glance

This Chapter provides a summary of feedback from Oswestry & Gobowen and the resulting changes in schemes.

### 8.1 Survey Results

This section provides an overview of the survey results for Oswestry and Gobowen. Figure 8-1 shows how respondents ranked each of the five objectives. As with Market Drayton, there is a clear alignment in the results with 28% of respondents ranking ‘zero carbon’ as the highest priority, 34% ranking ‘healthier’ as the second highest priority and 35% ranking ‘mode shift’ as third. ‘Sustainable growth’ was ranked most important by 23% of people, but least important by 39% of people, indicating that there is disagreement about the role of an active travel network in supporting the local economy.

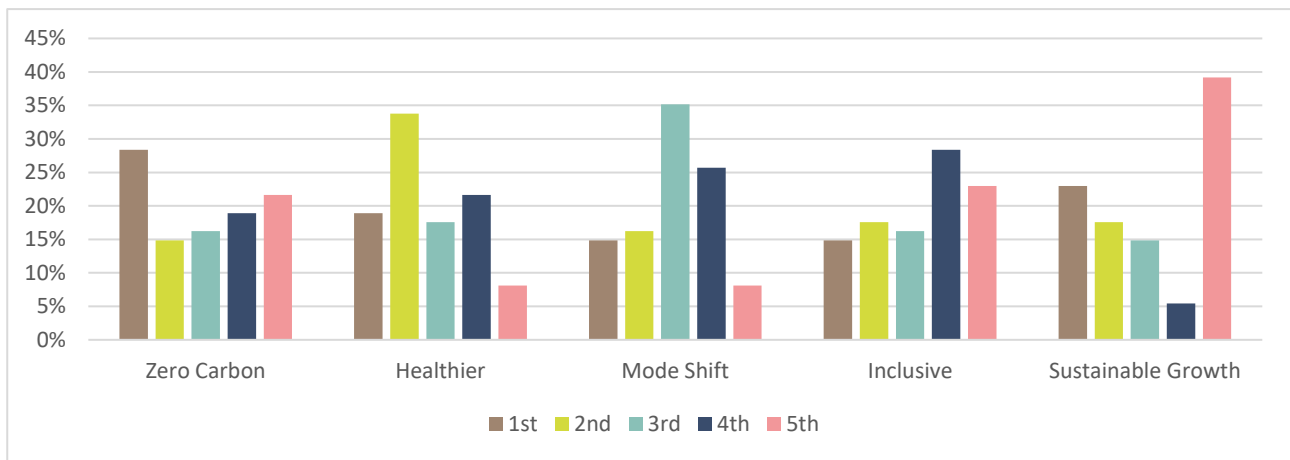


Figure 8-1: Responses to the Question ‘Please Rank Our Objectives in Order of Importance to You’

Figure 8-2 and Figure 8-3 summarises the responses regarding the concerns that people have about walking and cycling in Oswestry and Gobowen. People were asked to choose a maximum of three factors. The key barrier for both walking and cycling is the poor maintenance of surfaces. For pedestrians this is closely followed by a lack of pavement and footpaths in the area (31 responses). High traffic speeds are also an issue for both pedestrians and cyclists.

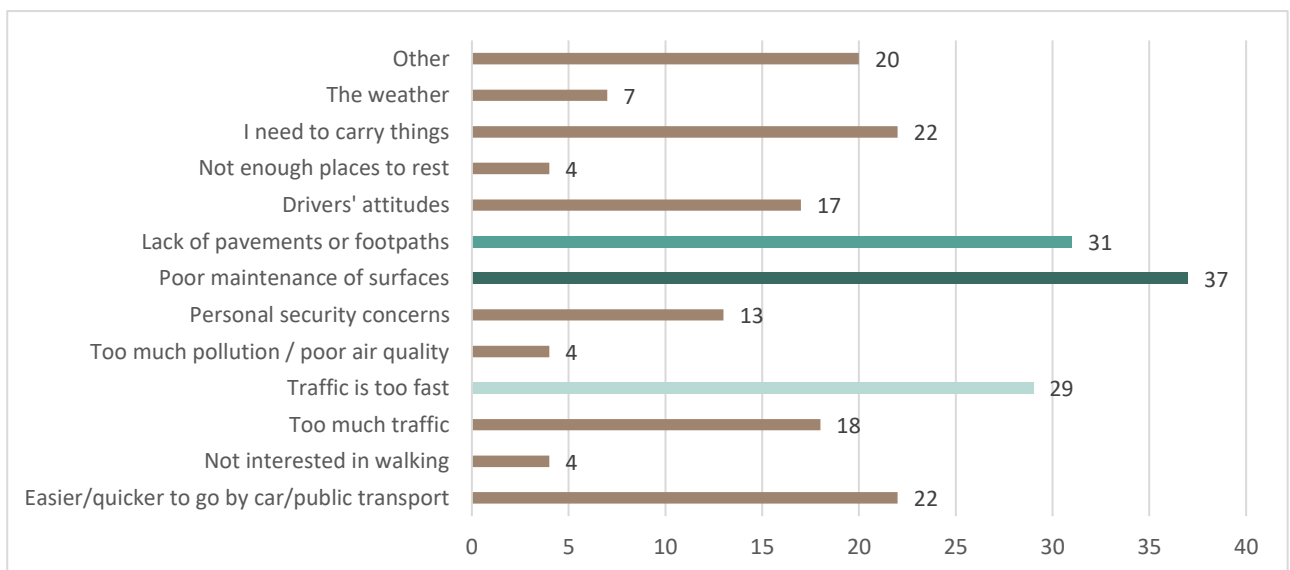


Figure 8-2: Responses to ‘What are your main concerns about making journeys on foot to/from/within Oswestry & Gobowen’



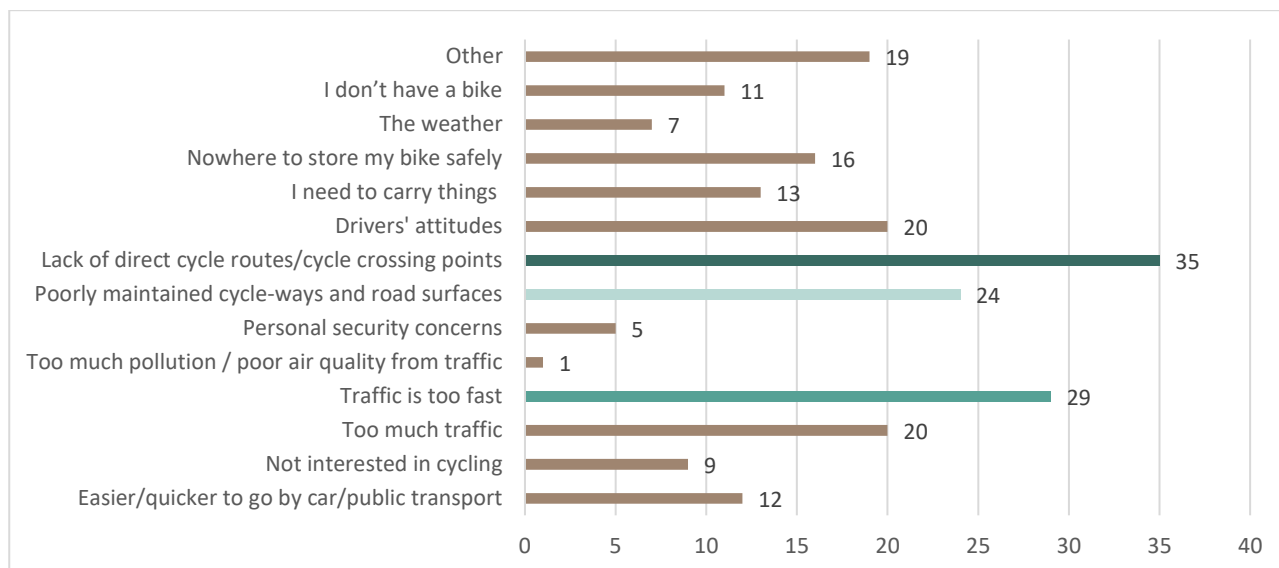


Figure 8-3: Responses to 'What are your main concerns about making journeys by bicycle to/from/within Oswestry & Gobowen'

## 8.2 In-Person Roadshow

### 8.2.1 Overview of Event

The Roadshow for Oswestry and Gobowen was held on Wednesday 10 May in the Oswestry Market. As it was a market day, there was a high volume of passerby attendees. Additionally, there was a visit from the Shropshire Cycle Hub (who were very supportive) and representatives of the Cambrian Heritage Railways.

**Highlights**

We had an insightful and productive discussion with a person representing Cambrian Heritage Railways during the day including discussing the potential co-benefits of a cycle scheme running parallel to the railway, where significant space could allow safe design. We also discussed the potential benefits that such a cycle scheme may have on increasing the case for reinstating a crossing over the railway over the A5, where the cycle scheme would also need a safe and signalised crossing location.

### 8.2.2 Key Themes

Key themes from the Roadshow included discussions relating to:

- Co-existence and co-benefits with the heritage railway (see above).
- Real vs perception of safety for active modes at the roundabout on the A5, junction with Gobowen Road (B5069) and Twmpath Lane. This further emphasised the need for a signalised crossing of the A5 for active travel.
- Real vs perception of safety for active modes at the Whittington Roundabout on the A5, junction with B4580 and A495.
- The need for a safe link between Trefonen and Treflach was a common request. Children regularly travel to school between the two villages and their safety must be considered.
- There is an opportunity to reduce walking time to access key destinations such as the shops in the centre of Oswestry but adding cut-throughs where possible, and ensuring those regularly used by residents are reflected in the LCWIP.

## 8.3 Changes to Local Cycling & Walking Schemes

This section summarises the changes to the LCWIP network that have been made as a result of the feedback from the public consultation events.

### 8.3.1 Schemes Refined

The schemes shown in Table 8-1 have been changed and refined as a result of the consultation feedback.

Scheme	Location	Recommendation	Updated Scheme
0.08	Connection from Oswestry towards Trefonen via Coed-Y-Go along Penylan Lane	Consider closure to general traffic (access only), to deliver a new cycle/horse only route	Encourage shared use of the rural section of Penylan Lane, as a rural single-track road, 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. Consider a point closure of the residential section.
0.27	Route between Shrewsbury Road, the new Sustainable Urban Extension (SUE) residential development site and the new Oswestry Innovation Park.	Upgrade PROW to a shared-use path (e.g. widen, improve surfacing, lighting and provision of signage) ensuring no user loses their right of access (e.g. equestrians) between Shrewsbury Rd and the Oswestry Innovation Park Bridge.	Relocate from between the Mile End Roundabouts (running parallel to the A5) to the existing PROW which connects the new Oswestry Innovation Park Bridge to the proposed Oswestry Sustainable Urban Extension east-west spine road to Shrewsbury Rd
0.55	Route along Middleton Road/Middleton Lane connecting schemes O.18 to O.44, as an alternate to the route along the A5	Create a 'Quiet Lane' (route where special attention must be paid to walkers, cyclists and horse riders including protection from speeding traffic) along route	Encourage shared use of Middleton Rd/Middleton Lane, as a rural road, 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.

Table 8-1: Summary of Schemes Refined as a Result of Feedback

### 8.3.2 Schemes Added

The schemes shown in Table 8-2 have been added in response to consultation feedback.

Location	Recommendation
Cut-through link between Lovett Place and Trumpet Close to reduce walking times for people living in these residential areas to reach the shops	Add new walking route alongside railway between Lovett Place and Trumpet Close as part of CWZ improvements
Require safer crossings at Oswald Road and Coney Green (Oswestry) as lack of parking spaces in Caxton Surgery forces people to park in town	Add in as another walking scheme to "upgrade pedestrian crossings on Coney Green and Oswald Road to include dropped kerbs and tactile paving"
Safe crossing point on the Willow Street junction with Park Avenue and Oak Hurst Road	To extend out core walking zone slightly to cover this junction and include upgrade of this as a specific measure in the walking measures
Concerns that proposals for Main Central Car park, Festival Square Car Park and Cae Glas Park do not fall under the scope of LCWIP	Change walking scheme to "Upgrade access points and internal paths within Cae Glas Park so it is more accessible-for all users'
Connection from Victoria Rd to Weston Lane through the new housing development	Create a north-south segregated cycle facility
Gittin Street	Introduce School Street on Gittin Street (Woodside School)

Table 8-2: Summary of Schemes Added as a Result of Feedback

## 9 Shrewsbury

### Chapter at a Glance

This Chapter provides a summary of feedback from Shrewsbury and the resulting changes in schemes.

#### 9.1 Survey Results

This section provides an overview of the survey results for Shrewsbury. Figure 9-1 shows how respondents voted each of the five objectives. Of the objectives, 28% of respondents voted ‘healthier’ as the most important, and 22% as second most important. This was followed by ‘zero carbon’ which was voted as most important by 26% of people. This demonstrates that the public health benefits of increasing uptake of walking and cycling are understood and valued, and achieving Shropshire’s net zero goals are priorities within Shrewsbury. The least important objectives were ‘inclusive’ (ranked fourth by 33% of respondents) and ‘sustainable growth’ (ranked 5<sup>th</sup> by 33% of respondents).

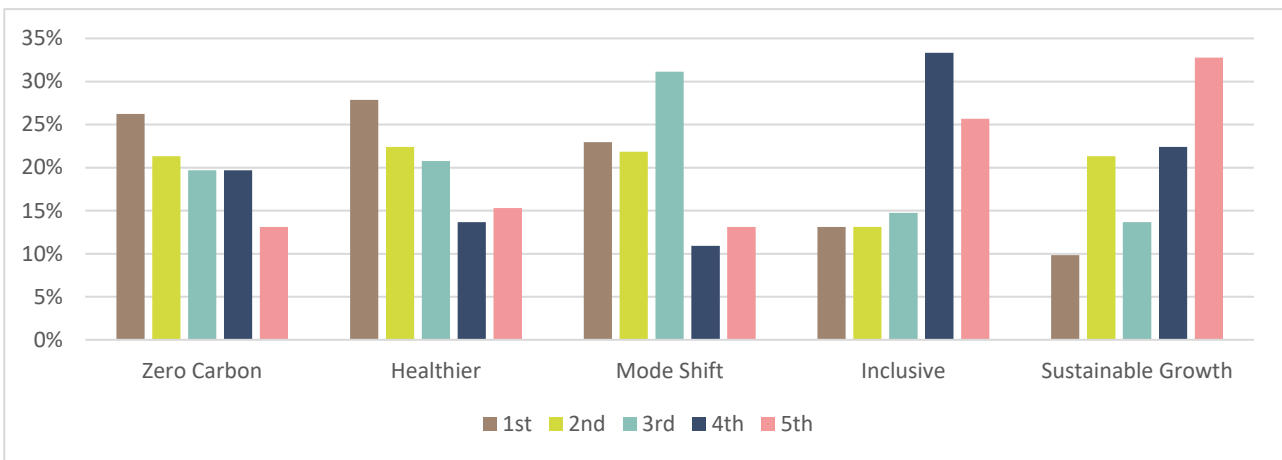


Figure 9-1: Responses to the Question 'Please Rank Our Objectives in Order of Importance to You'

Figure 9-2 and Figure 9-3 summarise the responses regarding the concerns that people have about walking and cycling in Shrewsbury. People were asked to choose a maximum of three factors. Poor maintenance of surfaces (75 responses) and a lack of paths and footways (69 responses) in Shrewsbury is voted as a key barrier for pedestrians. The presence of heavy traffic and speed of traffic are also a concern for those who responded to the survey.

Heavy traffic, traffic speed and drivers’ attitude are also a barrier to cycling in the area, however the main issue is the lack of direct routes and infrastructure to support cycling trips.

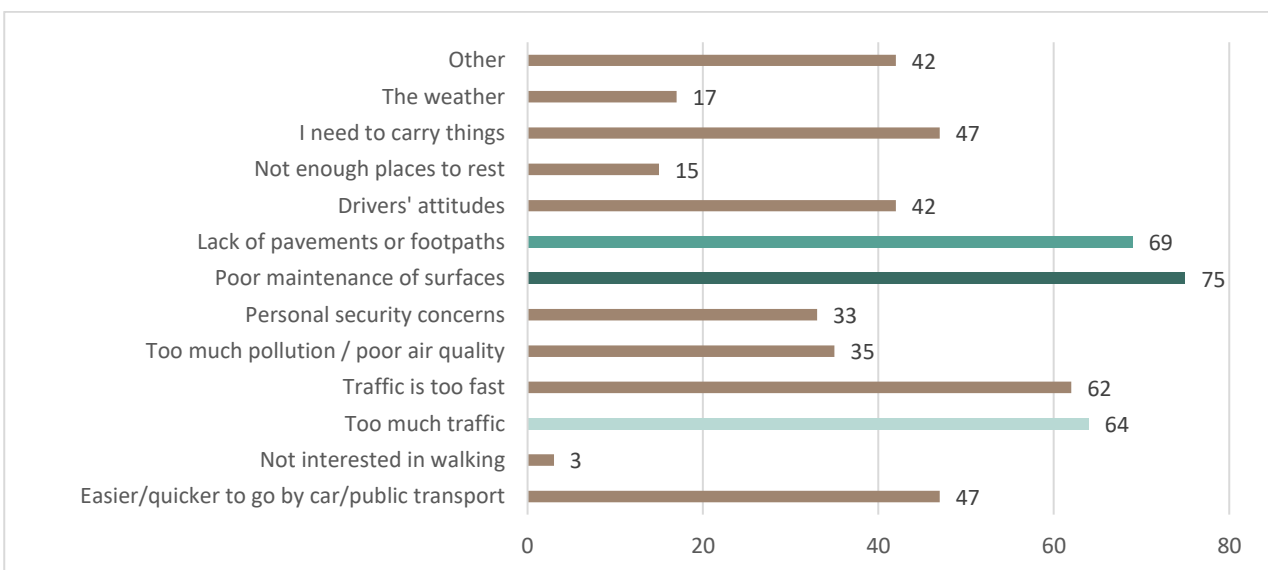


Figure 9-2: 'What are your main concerns about making journeys on foot to/from/within Shrewsbury'

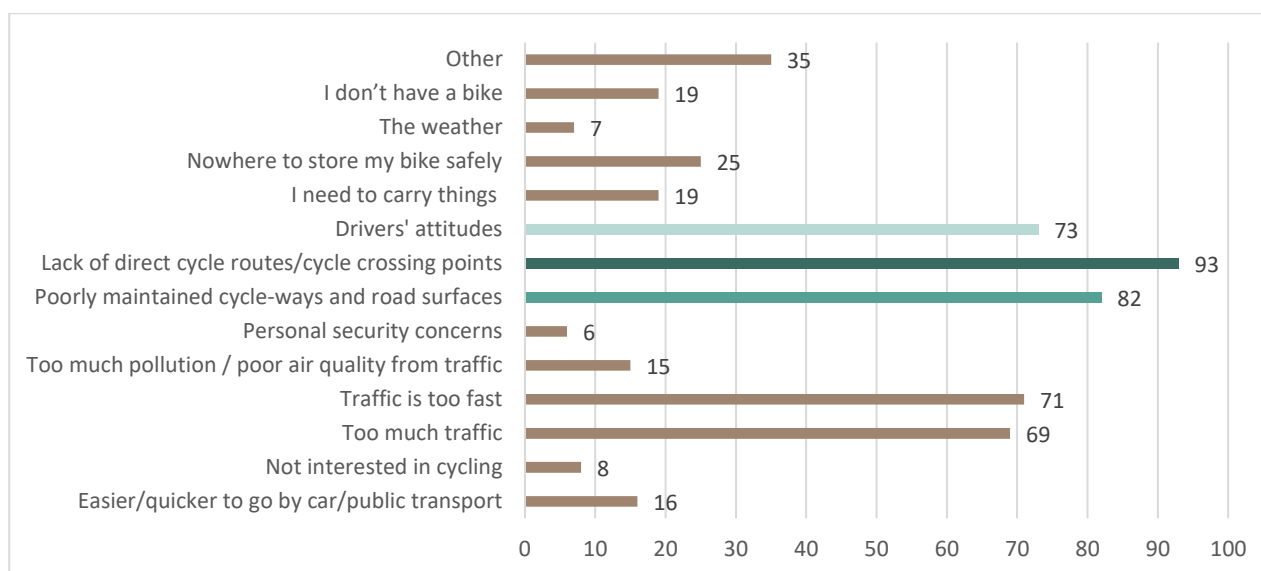


Figure 9-3: 'What are your main concerns about making journeys by bicycle to/from/within Shrewsbury'

## 9.2 In-Person Roadshow

### 9.2.1 Overview of Event

The Roadshow event for Shrewsbury was held all day on Friday 12<sup>th</sup> May 2023 in the main entrance to the Darwin Centre. Again, this event received high footfall, but also a high volume of people who had travelled in to see us and provide input to the consultation.

### 9.2.2 Key Themes

Shrewsbury attendees were extremely positive for the initiatives and were challenging of why we were not being more transformational and requesting that the schemes extended further, connecting to local villages. Speed, rat running and space on the bridges were key themes. Additionally, we were provided considerable local input into pinch-points, drainage, dangerous crossings, cut-throughs and maintenance requirements. This was the last of the four-day consultation and ended on a very positive note.

There was discussion amongst attendees about the relative success of the closure of the High Street at weekends; many people said that it is more pleasant to spent time in the town centre as a result, and some traders said it had increased footfall as people are out of their vehicles and spending more time in town. However, there were concerns from retailers of larger items (for example furniture shops) that they had seen a drop in sales at weekends as customers are unable to access the shops for loading.

## 9.3 Changes to Local Cycling & Walking Schemes

This section summarises the changes to the LCWIP network that have been made as a result of the feedback from the public consultation events.

### 9.3.1 Schemes Removed

The schemes shown in Table 9-1 have been removed from the LCWIP network.

Scheme	Location	Recommendation	Reasoning
S.28	Route from Porthill Footbridge to Welsh Bridge along Victoria Avenue	Create segregation between pedestrians and cyclists	This route traverses the Quarry Park. Creating segregation between modes would inappropriately 'urbanise' the character of the park.
S.29	Route along Victoria Avenue from Greyfriars Bridge and Porthill Footbridge	Create a segregated cycle path within the park using some of the existing path width	This route traverses the Quarry Park. Creating segregation between modes would inappropriately 'urbanise' the character of the park.

Table 9-1: Summary of Schemes Removed as a Result of Feedback

### 9.3.2 Schemes Refined

The schemes shown in Table 9-2 have been changed and refined as a result of the consultation feedback.

Scheme	Location	Recommendation	Updated Scheme
<b>S.07</b>	Along Welshpool Road to the north of Gains Park Way connecting the National Cycle Network route to the A5 junction	Investigate fully segregated bi-directional cycle path	Investigate provision of a segregated bi-directional cycle facility. Include side road crossing treatments and provision/upgraded crossing facilities, including improved permeability for pedestrians and cyclists at the Welshpool Rd (A458)/Holyhead Rd/ Shelton Rd junction
<b>S.12</b>	Provide an alternate route towards Cherry Orchard along London Road rather than the river route	Improved walking path as well as segregated cycle lane	Investigate provision of a segregated cycle facility, to include a review of parking provision and enforcement of weight restrictions and loading zones to provide the necessary space to deliver this facility. Include side road crossing treatments and upgrade of crossings. Investigate provision of localised treatments at pinch-points
<b>S.14</b>	Route along Robertson Way through Monkmoor	Upgrade existing infrastructure including the Telford Way and Crowmere Road roundabouts to align with definitive national standards	Upgrade existing infrastructure to align with definitive national standards including provision of upgraded crossing points at the Oswell Rd/Woodcote Way/Robertson Way roundabout and the Racecourse Crescent/Crowmere Rd/Robertson Way roundabout. Provision of upgraded facilities (e.g. widening of shared-use path) on the Telford Bridge and improved access points from NCN 81 (River pathway)
<b>S.17</b>	Connect missing sections of infrastructure along A5191	Introduce segregated cycle lane	Investigate provision of a segregated cycle facility from the Shrewsbury Train Station to the St Michaels St/New Park Rd junction. Include provision of side road crossing treatments and upgrade of crossings in line with definitive design standards. Provision of a shared-use facility onto New Park Rd and a crossing facility onto the Old Canal Path. Upgrade Old Canal Path route (e.g. address gradients, widen, improve surfacing, lighting and provision of signage). Provision/upgrade of existing of



Scheme	Location	Recommendation	Updated Scheme
			crossing outside Flaxmill Maltings (connect into scheme S.99)
<b>S.23</b>	Access to the old canal path from Sundorne Road along the PROW through the Sports Village playfield and Pimley Community Woodland	Create a connection from the B5062 to the old canal along the private road	Create a connection from the B5062 to the old canal along the northern side of the Severn Pitches
<b>S.45</b>	Connection between Montford Bridge and to the northwest of Shrewsbury	Upgrade existing footpath to a shared path and consider traffic speed reduction measures	Investigate widening of existing footway to provide a segregated or shared-use facility along Holyhead Rd. Include provision of side road crossing treatments and upgrade of crossings, including improved permeability for pedestrians and cyclists at the Welshpool Rd (A458)/Holyhead Rd/ Shelton Rd junction, in line with definitive design standard
<b>S.80</b>	Connecting the railway station to river crossing towards Cherry Orchard along Victoria Street	Create a designated cycle space along the Dana	Investigate enhancements on the Dana route (for all users) to ensure inclusive access for all
<b>S.91</b>	Route along Sutton Road from Wenlock Road to the zebra crossing with the pathway to town	Add segregated cycleway along Sutton Road, and provision of junction treatments in line with definitive design standards	Investigate provision of segregated cycle facilities, to include a review of parking provision and a right-turn restriction at the Sutton Rd/Wenlock Rd junction to deliver this facility. Include side road crossing treatments and upgrade of crossings. Investigate provision of localised treatments at pinch-points
<b>S.92</b>	Route along Wenlock Road	Where possible, upgrade existing path into segregated path, in the narrower sections reduce speed limit and provide safety provisions for cyclists	Investigate provision of segregated cycle facilities, to include a review of parking provision and enforcement of weight restrictions and loading zones to provide the necessary space to deliver this facility. Include side road crossing treatments and upgrade of crossings. Investigate provision of localised treatments at pinch-points
<b>S.102</b>	Lythwood Road and Overdale Road through Bayston Hill	Provide local cycling route through Bayston Hill, including adding a cycle lane	Investigate reduction of traffic speeds on residential roads within Bayston Hill, including the urban section of Lyth Hill Rd to allow for a shared

Scheme	Location	Recommendation	Updated Scheme
			<p>space with vehicular traffic. Encourage shared use of Lyth Hill, Rd (rural section), 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 existing PROW between Lyth Hill Rd and Lyth Bank ensuring no user loses their right of access (e.g. equestrians) through improving surfacing, lighting and signage.</p>
<p><b>S.104</b></p>	<p>Monkmoor Road from Monkmoor Roundabout to Industrial Estate</p>	<p>Add cycling provision, including segregation, providing access into businesses and upgrading Mokmoor Roundabout to definitive standards</p>	<p>Add segregated cycle facilities with localised treatments at pinch-points. Include side road crossing treatments cycling provision. Upgrade the Monkmoor Rd/Woodcote Way Roundabout to definitive design standards. Improve crossing provision at the junction of Monkmoor Road and Conway Drive</p>
<p><b>S.106</b></p>	<p>Bage Way</p>	<p>Upgrade of existing infrastructure including Crowmere Road and Reabrook roundabouts to align with definitive national standards. Upgrade pathway under the bridge to include lighting</p>	<p>including Crowmere Road and Reabrook roundabouts to align with definitive national standards. Upgrade pathway under the bridge to include lighting. Improve signage. Improve alignment of and upgrade the existing connection between the existing Dark Lane/Bell Lane pedestrian overbridge to Bage Way (see S.107)</p>
<p><b>S.107</b></p>	<p>Belvidere Road</p>	<p>Introduction of a segregated cycle/foot path along route or low traffic route along Belvidere Road, giving priority to active users at side road crossings. Upgrade of Belvidere Bridge to improve pedestrian, cyclist and other wheeled user safety</p>	<p>Introduction of a segregated cycleway with side road crossing treatments or reduction of traffic volumes and speeds on Belvidere Rd and Dark Lane to allow for a shared space with vehicular traffic. Upgrade of Belvidere Bridge to improve pedestrian, cyclist and other wheeled user safety. Improve signage. Upgrade of Dark Lane/Bell Lane pedestrian bridge to definitive design standards. Reduction of traffic volumes and/or speeds on Bell Lane to allow for a shared space with vehicular traffic. Deliver improved crossing provision at Bell Lane/Abbey Foregate junction</p>

Table 9-2: Summary of Schemes Refined as a Result of Feedback

### 9.3.3 Schemes Added

The schemes shown in Table 9-3 have been added in response to consultation feedback.

Location	Recommendation
Raised crossings and increased the footpath widths in some areas such as along Town Walls	Widening footways on Town Walls and add raised table zebra crossings
There is a need for more courtesy crossings on some of our historic town centre streets	Add into walking recommendations – ‘raised table zebra crossings’
Pedestrianisation of Victoria Quay, and junction improvements at Smithfield Road/Chester St/Castle St next to the railway station	<ul style="list-style-type: none"> <li>• Add ‘pedestrianisation of Victoria Quay from Welsh Bridge to St Austin's Friars’ into walking recommendations</li> <li>• Add ‘improving junction at Smithfield Road / Chester Street / Castle Street’ into walking recommendations</li> </ul>
Connection between Weir Hill and London Road through the Lily Hay Estate	Create segregated cycle facility through housing estate. Include side road crossing treatment and provision/upgraded crossing facilities.
Mansel Williams Way	Formalise segregation of pedestrians and cyclists and remove cycle gates at either end. Investigate improved crossing facilities at junction with Pritchard Way. Improve existing crossing facilities on Sutton Road
Platform 8 to Abbey Foregate route	Investigate reinstatement of the route between Abbey Foregate and the Shrewsbury Railway Station (Platform 3) via the railway river bridge (this would create a direct route between the Shrewsbury 6th Form College and the Shrewsbury Railway Station)
Connection between the West Midlands Showground site and Frankwell	Investigate creation of a shared-use path from the Frankwell carpark through the Poplar Island Countryside Site/ Country Recreation Ground to a proposed pontoon (which would connect a planned river taxi service to the West Midlands Showground site)
Route from West Midlands Showground site via the Pig Trough / The Flash footpath connecting into Coton Hill/Berwick Rd	Upgrade existing off-road route (e.g. widen, improve surfacing, lighting and provision of signage) with localised treatments at pinch-points.
Copthorne Rd (B4386)	Reduce traffic speeds along this route to allow for a shared space with vehicular traffic. Deliver improved crossing facilities on this route
The Mount (A458)	Reduce traffic speeds/volumes along this route to allow for a shared space with vehicular traffic in line with wider network improvements. Deliver improved crossing facilities on this route
Pritchard Way (A5112)	Upgrade existing cycle infrastructure and crossings/roundabouts along Pritchard Way (A5112) to align with definitive national standards.

Location	Recommendation
Connection between Bank Farm Rd and Roman Rd (B4380)	Upgrade existing off-road route (e.g. widen, improve surfacing, lighting and provision of signage) from Bank Farm Rd to Roman Rd (B4380)
North-south connection between Mytton Oak Rd and Hanwood Rd with linkages to the proposed Park 'n' Ride facility	Create segregated north-south cycling facility (along spine road) through new housing development. Include side road crossing treatments and provision of crossings in line with definitive design standards
Connect existing pathways through Shrewsbury Hospital area on Evolution Way to provide a north-south link through the zone (connect into S.08)	Upgrade existing pathway to a segregated cycling facility linking in with the wider Royal Shrewsbury Hospital Development Programme
Connection between Underdale Rd and Robertson Way (A5112) on Monks Way	Upgrade existing off-road route on Monks Way (e.g. widen, improve surfacing, lighting and provision of signage)
Sultan Rd, New Park Rd, Sydney Avenue, Severn Bank (National Cycle Route 81)	Reduce traffic speeds and/or volumes along this route (Sultan Rd, New Park Rd and Sydney Avenue) to allow for a shared space with vehicular traffic. Upgrade existing link on Severn Bank which connects Sydney Avenue with Victoria St (connect into S.42). Link in with wider Canal improvement schemes (See S.17)
New east-west connection through the new development (Land North of Mytton Oak Road)	Create segregated east-west facility (along spine road) through housing development. Include side road crossing treatments and provision of crossings in line with definitive design standards
New north-south connection through the new development (Land North of Mytton Oak Road)	Create segregated north-south facility (along spine road) through housing development. Include side road crossing treatments and provision of crossings in line with definitive design standards

Table 9-3: Summary of Schemes Added as a Result of Feedback

## 10 Whitchurch

### Chapter at a Glance

This Chapter provides a summary of feedback from Whitchurch and the resulting changes in schemes.

#### 10.1 Survey Results

This section provides an overview of the survey results for Shrewsbury. Figure 10-1 shows how respondents who voted each of the five objectives. ‘Healthier’ was a clear priority for respondents in Whitchurch, with 26% voting it as the most important, and 39% voting it as the second most important objective. In contrast to the other towns, the majority of respondents in Whitchurch voted ‘zero carbon’ as the lowest priority (32%), just behind ‘sustainable growth’ (35%).

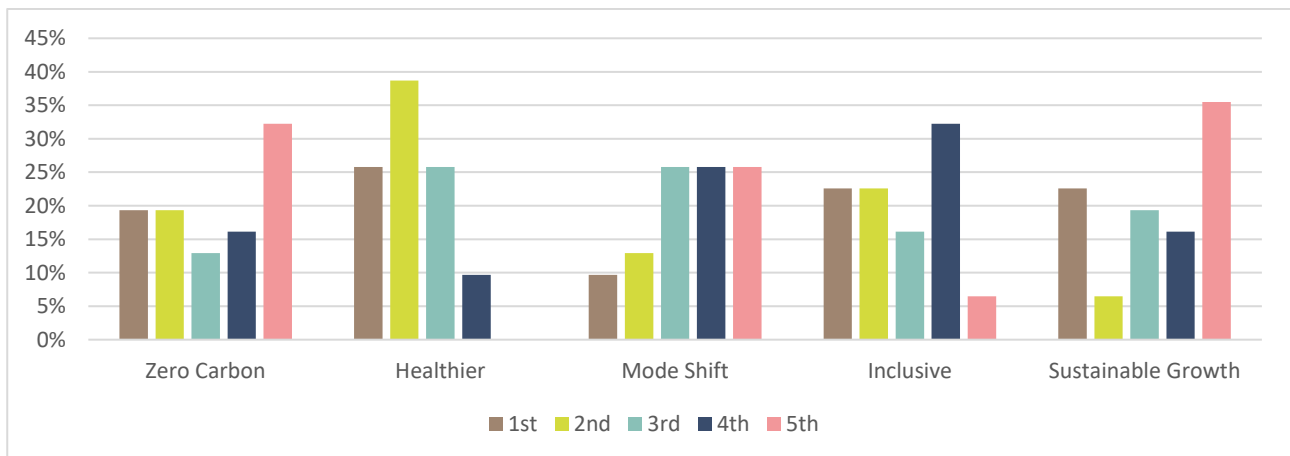


Figure 10-1: Responses to the Question ‘Please Rank Our Objectives in Order of Importance to You’

Figure 10-2 and Figure 10-3 summarise the responses regarding the concerns that people have about walking and cycling in Whitchurch. People were asked to choose a maximum of three factors. Poor maintenance of surfaces is voted as the main barrier to walking in Whitchurch (17 responses) followed by the need to carry items such as shopping and equipment (15 responses). This reflects the feedback from attendees regarding the importance of access to the town centre and the value of the independent retailers that are housed there.

Responses regarding cycling similarly focus on the need for improvements to the maintenance of cycle routes (13 responses) and the need to carry items (11 responses) as a barrier to cycling as a mode of choice. A lack of safe places to store a bike is equally problematic.

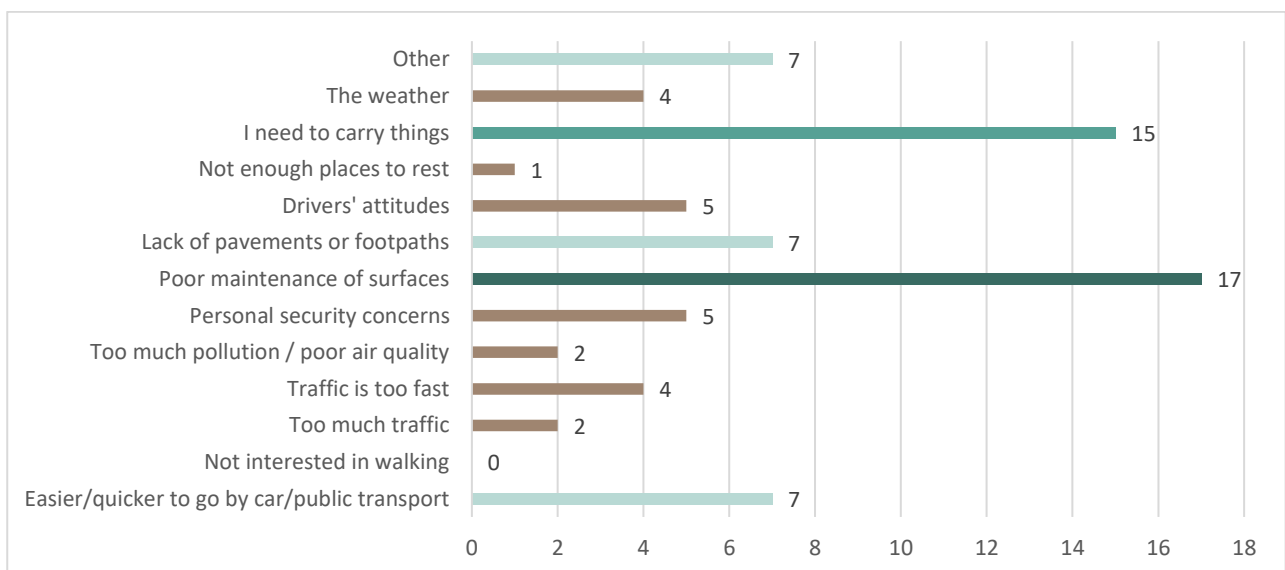


Figure 10-2: ‘What are your main concerns about making journeys on foot to/from/within Whitchurch’



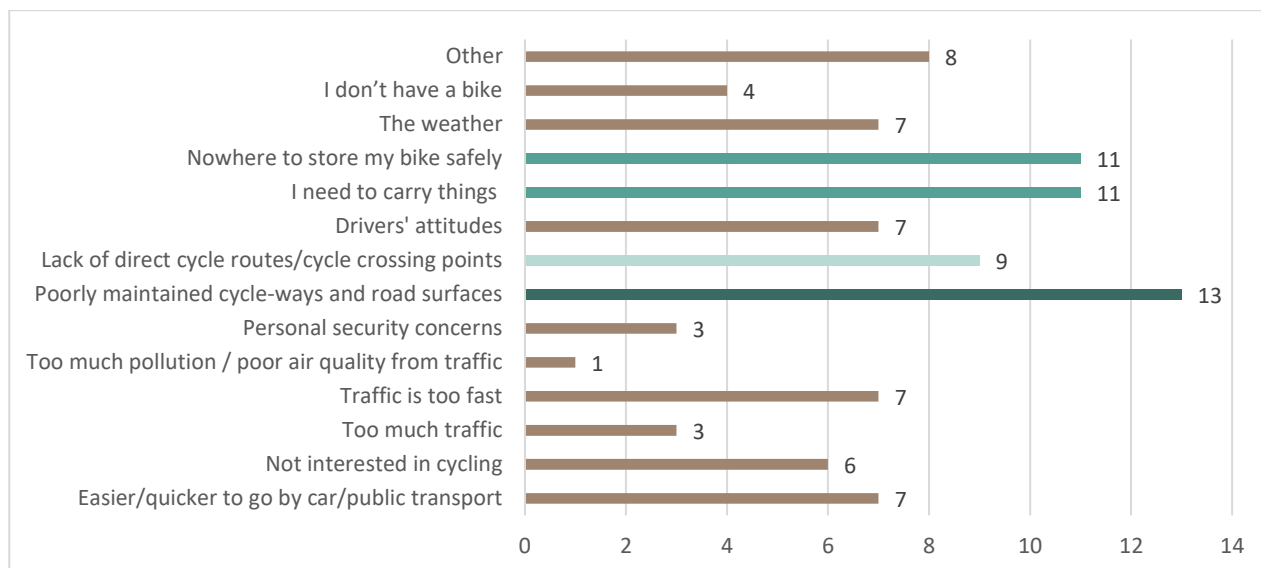


Figure 10-3: 'What are your main concerns about making journeys by bicycle to/from/within Whitchurch

## 10.2 In-Person Roadshow

### 10.2.1 Overview of Event

The Roadshow for Whitchurch was held in the afternoon on Tuesday 9 May on the High Street outside the entrance to the Civic Centre. It was a quiet event, although those who did attend were able to provide detailed feedback and opinions on the LCWIP network.

### 10.2.2 Key Themes

One of the stand-out points of discussion was the value which Whitchurch residents, and residents of nearby villages, attribute to their High Street. The street is cobbled and characterful and lined with a large number of independent retailers. 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.

## 10.3 Changes to Local Cycling & Walking Schemes

This section summarises the changes to the LCWIP network that have been made as a result of the feedback from the public consultation events.

### 10.3.1 Schemes Removed

The schemes shown in Table 10-1 have been removed from the LCWIP network.

Scheme Name	Location	Recommendation	Reason for Removal
<b>W.09</b>	Route connecting Dodington and Bridgwater St	Develop safe route through car parks, including reducing vehicular circulation and access points	Deliverability concerns

Table 10-1: Summary of Schemes Removed from the LCWIP

### 10.3.2 Schemes Refined

The schemes shown in Table 10-2 have been change and refined as a result of the consultation feedback.

Scheme	Location	Recommendation	Updated Scheme
W.16	High Street and Green End	Consider reducing traffic volumes and/or speeds or timed closures to allow for a shared space with vehicular traffic	Investigate reduction of traffic volumes and/or speed or a timed closure to allow for a shared space with vehicular traffic
W.23	Rural access to Sir John Talbot's School from the southern residential area	Improve provision of path	Provide a segregated cycle facility alongside the east-west spine road within the future development site. Include implementation of crossings to the employment zone in line with definitive design standards
W.29	Connection from new estate to the east of Whitchurch into new employment at Waymills Industrial Estate	Provide a segregated cycling facility alongside the east-west spine road within the Foundry Point development site. Include implementation of crossings in line with definitive design standards	Provide a segregated cycling facility alongside the east-west spine road within the Foundry Point development site. Include implementation of crossings in line with definitive design standards
W.30	Crossing of Waymills within the Industrial Estate	Provide active travel provision between new developments	Provide a segregated cycle facility alongside the north-south spine road within the future development site. Include implementation of crossings to the employment zone in line with definitive design standards
W.50	Edgeley Road	Minor upgrades to pathway and improved signage	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.20)

Table 10-2: Summary of Schemes Refined as a Result of Feedback

### 10.3.3 Schemes Added

The schemes Table 10-3 shown in have been added in response to consultation feedback.

Location	Recommendation
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

Table 10-3: Summary of Schemes Added as a Result of Feedback

## 11 Schools Consultation

### Chapter at a Glance

As part of our wider stakeholder engagement, a schools consultation was organised and all primary and secondary schools in the County were invited to reply. This Chapter discusses the findings from the survey.

#### 11.1 Overview

A schools consultation was designed in order to capture the views of children and young people across Shropshire regarding walking, wheeling and cycling, and their own journeys to school.

An assembly pack was sent to primary schools, followed by a link to an online survey which contained questions both for students and for their parents or guardians. A lesson plan was developed for secondary schools, with a chance to complete various exercises and return them to the Council.

Overall, 155 responses were received from primary schools. No responses were received from secondary schools.

#### 11.2 Student Feedback

The five primary schools which participated in the survey were:

- Broseley C of E Primary
- Clive C of E Primary
- Woodside Primary
- Castlefields Primary
- Mount Pleasant Primary

##### 11.2.1 Current School Travel Patterns

From the survey responses (see Figure 11-1), it was observed that travel to school is currently dominated by walking and car use, making up 47% and 39% of total responses respectively. Although 88% of the students reside within 2 miles of their school (see Appendix 1 – Schools Survey Full Results) the use of car is high given the short distance. It is also notable that only 13% of the students are currently biking or scooting.

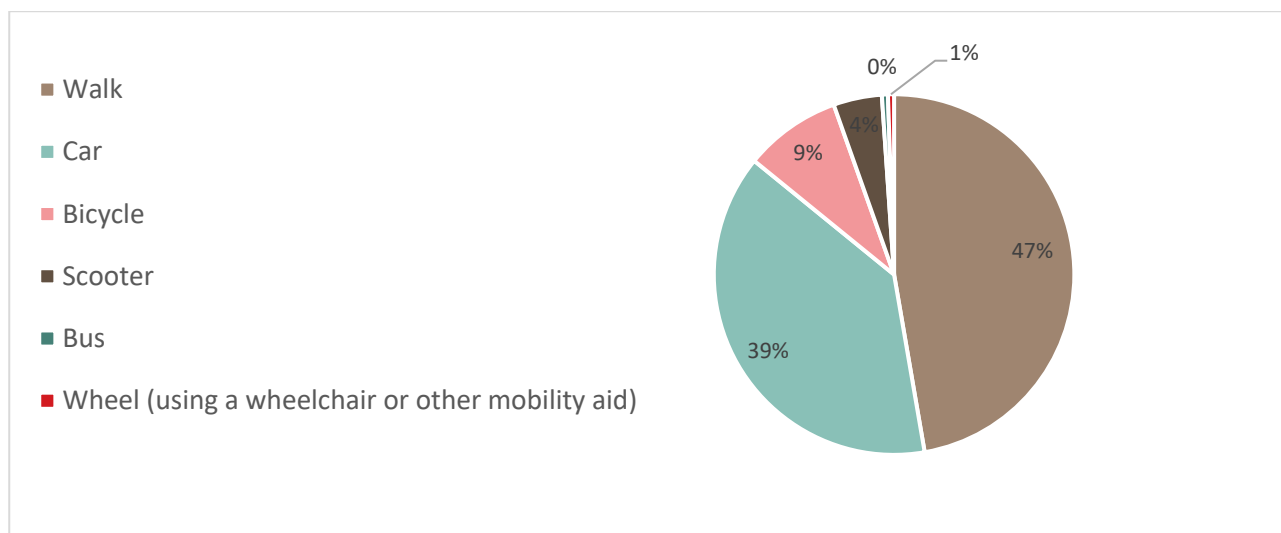


Figure 11-1: Current Travel Modes by Students

##### 11.2.2 Preferred Mode for Journeys to School

Figure 11-2 shows that most responses noted cycling and walking as preferred primary mode of transportation, with 50 and 55 responses respectively. There were around half as many responses stating a preference for using the car. This shows that there is a strong preference for active travel among younger students, and that providing infrastructure to support active journeys to school are likely to be well-received.

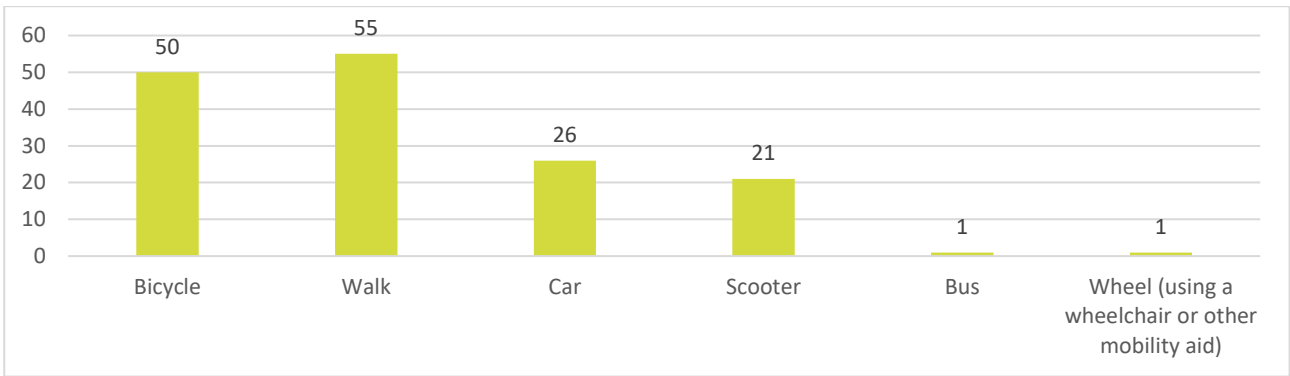


Figure 11-2: Preferred Travel Mode by Students

### 11.2.3 Issues Preventing Active Journeys to School

When asked about barriers to walking, wheeling or cycling to school, the majority of respondents (79) stated that they feel confident when walking or cycling to school. However, where students experienced issues with active travel to school, the most commonly cited concerns were regarding traffic speed (38) and a lack of safe crossing points on the road (41).

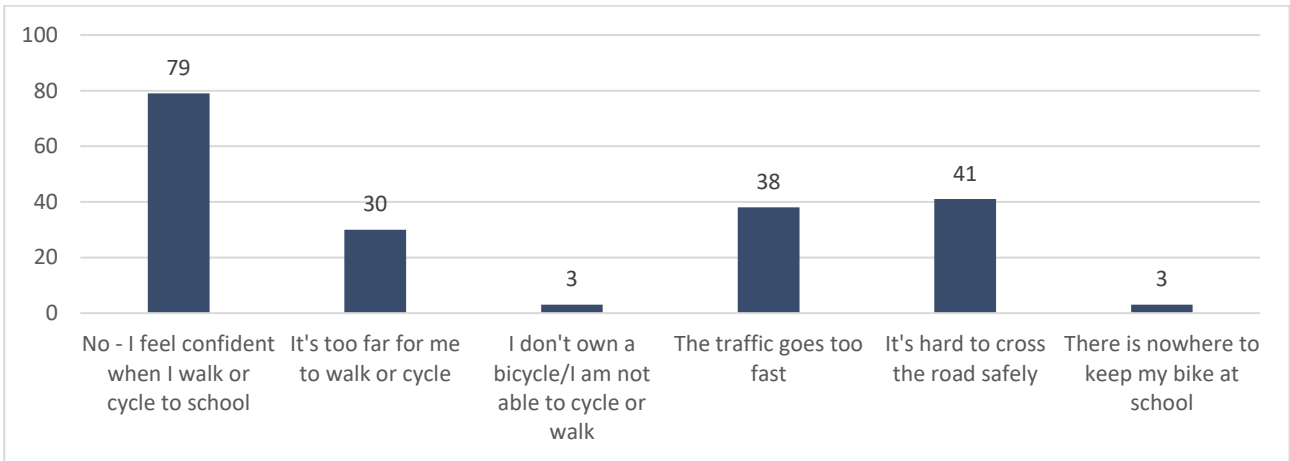


Figure 11-3: Responses to 'Is there anything that worries you or stops you from walking, wheeling or cycling/scooting to school?'

### 11.2.4 Factors Positively Influencing Active Journeys to School

Understanding the factors which can influence greater uptake of active travel among primary school students was an important outcome from the survey.

It is apparent from the results (Figure 11-4) that both 'slower traffic' and 'safer crossings on the road' are the most important considerations in encouraging children to walk and cycle more. These findings are consistent with the results from the previous question. 'Better cycle/scooting routes' was the third most important factor and delivery of the LCWIP, alongside Shropshire's school streets programme, will support improvements across the network, benefitting children and young people making journeys to school.

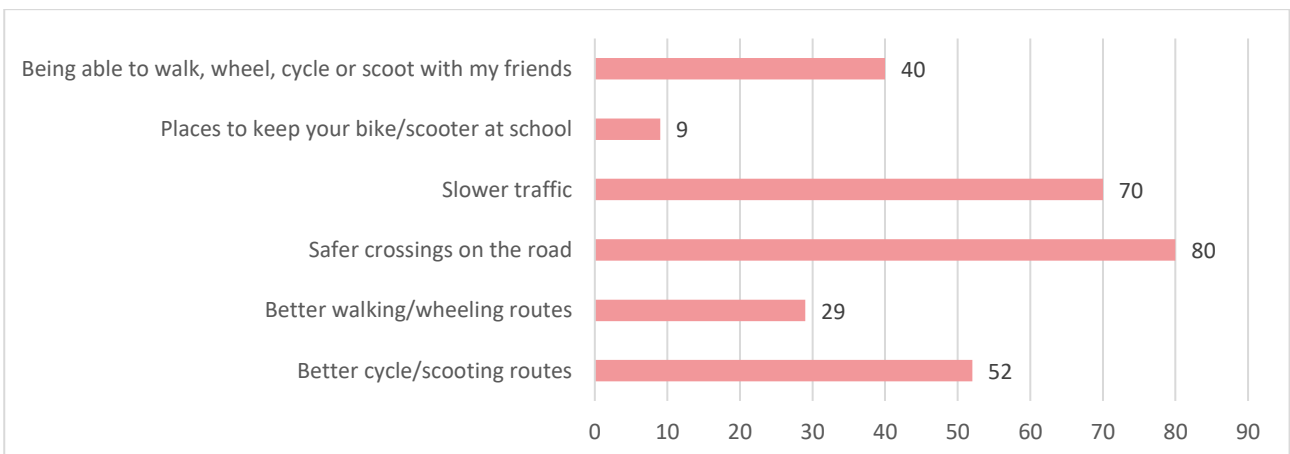


Figure 11-4: Responses to 'What things do you think should be done? to help you walk, cycle, wheel or scoot to school?'

### 11.3 Parent & Guardian Feedback

The second part of this online survey consisted of dedicated questions to the parents and guardians of the students.

#### 11.3.1 Concerns Regarding Active Journeys to School

Encouragingly, many survey respondents (51) stated that the parents/guardians did not have any concerns about walking or cycling to school and they already do so on a regular basis (Figure 11-5). However, the most concerning factors for parents/guardians are ‘too much traffic/fast traffic’, ‘not enough safe crossing places’ and ‘not enough safe walking and cycling routes’. This is consistent with the responses from the students.

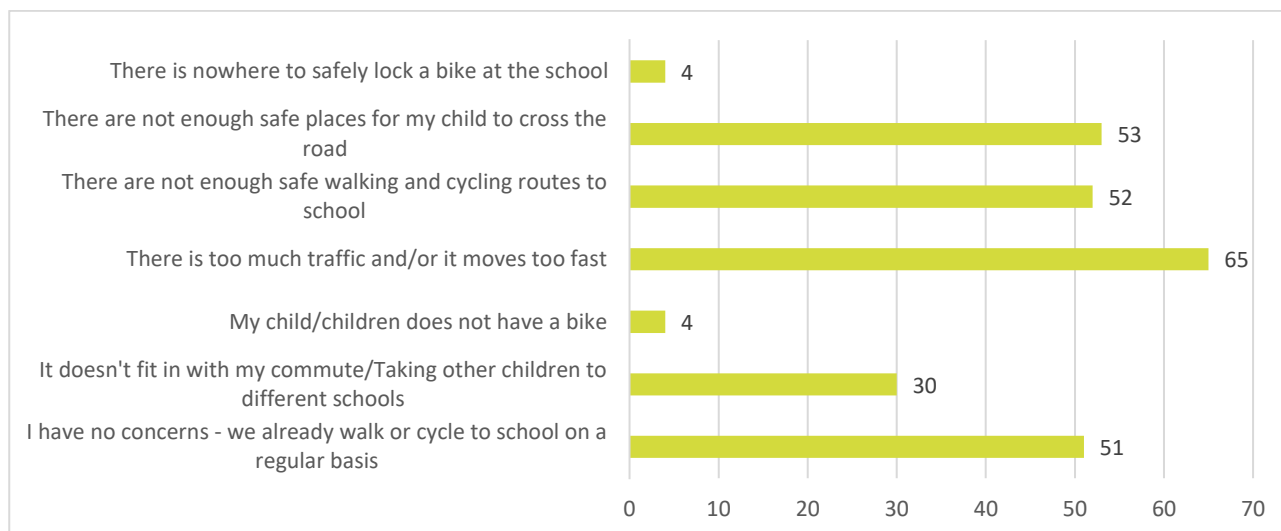


Figure 11-5: Responses to ‘What are your main concerns as a parent when it comes to your child/children walking and cycling on the school run?’

#### 11.3.2 Visual Presentation of Parent/Guardian’s View:

To access feedback from parents and guardians of primary school-aged children, the final question within the survey was open-ended, inviting respondents to comment on specific issues or locations in their local area regarding active travel.

Figure 11-6 clearly shows that the recurring issues are safe crossings, busy traffic and better walk/cycle routes. It should also be noted that a significant number of concerns were received over the dangers of pavement parking in and around schools.



Figure 11-6: Visual Presentation of School Parents’ Recommendation

We also received suggestions of roads, areas or junctions. In particular, the Gobowen Road in Oswestry Town and Conduit Lane in Bridgnorth Town were marked as busy and fast road with no safe crossing points.

## 12 Next Steps

### 12.1 Summary

This Consultation Report has summarised the activities and feedback received during the public consultation for the Shropshire LCWIP. A significant amount of engagement was undertaken, and feedback was received from a variety of stakeholder groups.

The comments regarding the schemes proposed for each town have been analysed, and a summary of schemes to be removed, refined or added to the LCWIP is provided in Chapters 4 to 10. These schemes will be taken forward to the final LCWIP document.

### 12.2 Integration with the Final Local Cycling & Walking Infrastructure Plan

#### 12.2.1 Appraisal

An appraisal framework was developed as part of the Draft LCWIP; this same appraisal framework will be used to prioritise the new schemes that have been highlighted as a result of the consultation feedback.

#### 12.2.2 Update of the Local Cycling & Walking Infrastructure Plan

Once any new or updated schemes have been appraised, the LCWIP document will be updated to reflect the feedback and finalised.



### 13 Appendix 1 – Schools Survey Full Results

This Appendix gives an overview of the results from the primary school survey that were not included in the discussion in Chapter 0.

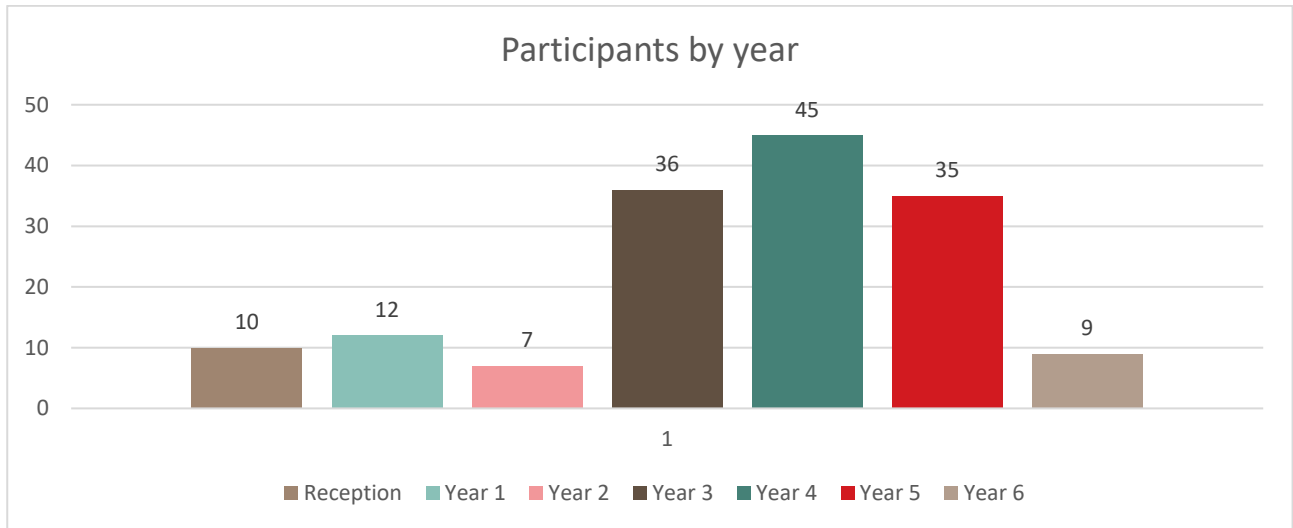


Figure 13-1: Number of Participants by Year

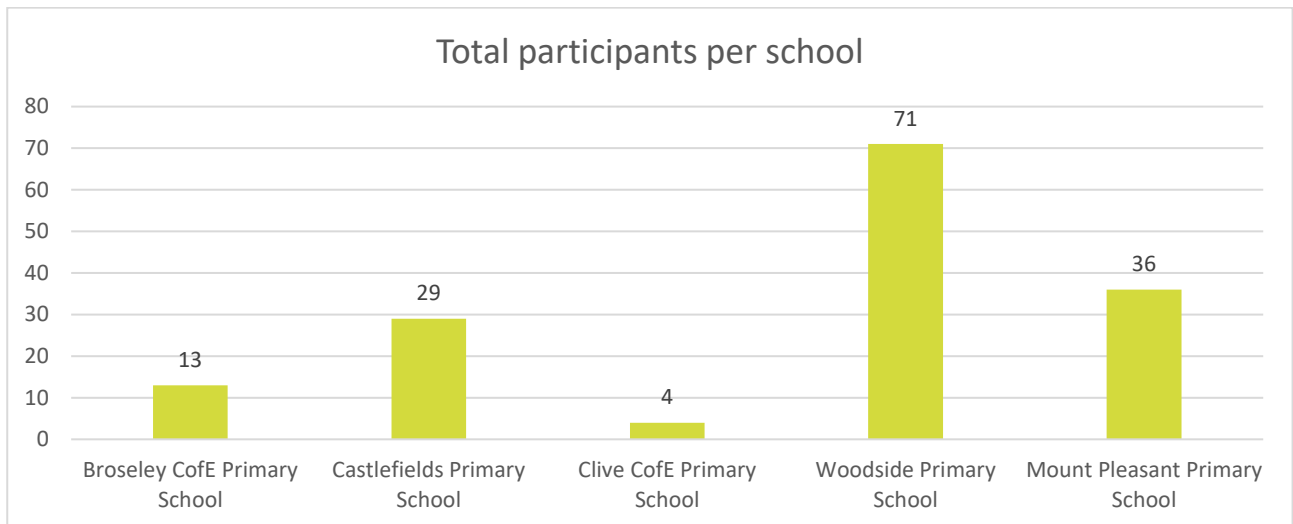


Figure 13-2: Number of Participants from Each School

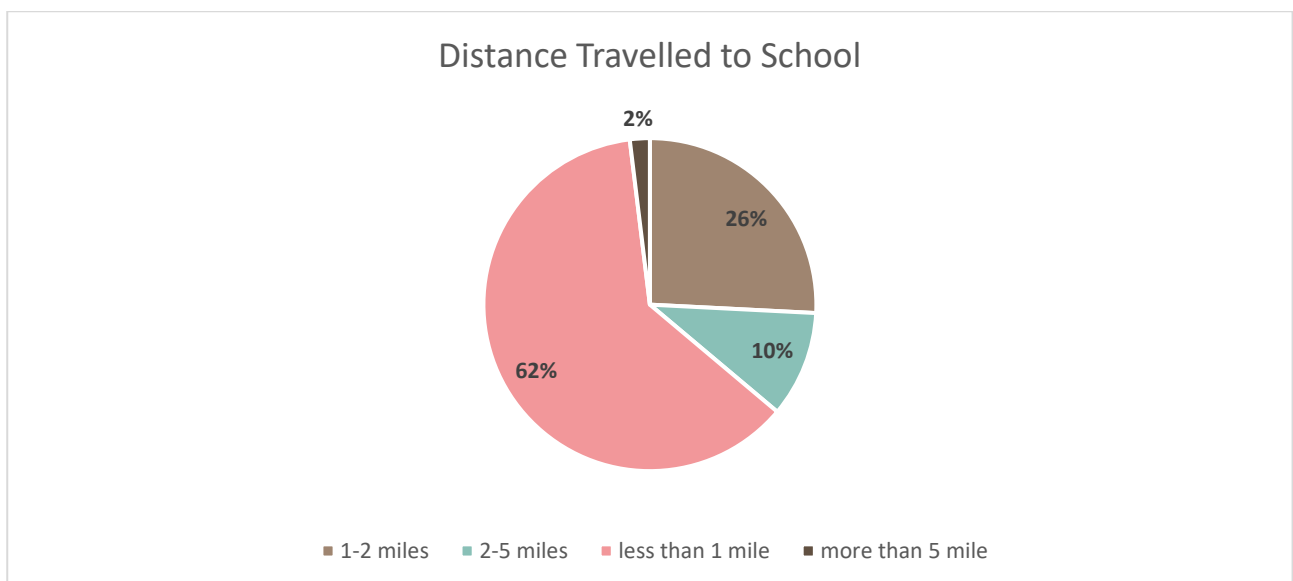


Figure 13-3: Distance the Students Travel from Home to Schools