



Part 2 ▶ Network Plans: Stratford-on-Avon District



1. The Current Situation

Overview

The District of Stratford-on-Avon covers a large rural area, adjoining the counties of Worcestershire, Gloucestershire, Oxfordshire and Northamptonshire, and the Metropolitan Borough of Solihull. In the north of the district, there are strong links with the West Midlands conurbation and larger urban centres such as Redditch, Solihull, Warwick, and Leamington. The landscape varies from the Heart of England Forest in the northwest of the district, to the floodplains of the Rivers Arrow and Avon to the 800 square miles of the Cotswolds Area of Outstanding Natural Beauty in the southeast.

The principal town of Stratford-upon-Avon has a small resident population compared to many other market towns, but it accommodates a substantial number of visitors every year. Before the 2020 pandemic, this historic town was attracting **2.7million trips per year** (including 2.5million day trips).

Tourism is therefore a key part of the local economy. However, the district is also home to major bicycle and car companies (Pashley Cycles in Stratford-upon-Avon and Jaguar Land Rover and Aston Martin Lagonda at Gaydon) as well as businesses and training facilities associated with agriculture such as Morton Morrell College and University of Warwick Wellesbourne Campus (previously Horticultural Research Institute) and headquarters of NFU Mutual near Stratford.



Coughton Court on National
Cycle Network Route 5

The rural nature of the area, an older population and the significant influx of visitors present challenges for active travel in the wider district.

However, there are some opportunities to support more walking, and to some extent cycling, within the towns (particularly in combination with public transport) as well as considerable opportunities to promote and develop walking and cycling as part of a rural leisure 'offer', for residents as well as visitors.

Population and health

The latest population estimate for residents in Stratford-on-Avon District is 132,402 ([2020 mid-year estimate](#)). Only a small proportion of people actually reside in the town of Stratford-upon-Avon, which had a built-up area population of **27,830 in 2011**. There are several smaller towns and villages and a fairly dispersed rural population.

Table S1: Population of principal built-up areas in Stratford-on-Avon District

Town	Population (Census 2011)
Stratford-upon-Avon	27,830
Alcester	6,939
Southam	6,567
Studley	6,203
Wellesbourne	5,849
Bidford-on-Avon	5,047
Shipston-on-Stour	5,038
Henley-in-Arden	2,846

At the 2011 Census, the average age in Stratford-on-Avon District was 44, compared to a Warwickshire average of 42. The median age in Stratford-on-Avon District was 46, considerably older than the national median age of 39. This reflects an ageing local population and in-migration of retirees. The District is less diverse than more urban areas within Warwickshire; the proportion of 'White British' people was 93.6% in 2011, substantially higher than 82.7% in the wider West Midlands (metropolitan area and shire counties) but only slightly above the 92.7% for Warwickshire.

The 2011 Census asked residents to rate their own health on a scale of 'very good' to 'very bad' and to rate the degree to which daily activities are limited by health and/or disability. In Stratford-on-Avon District, 83% of residents described their health as 'good' or 'very good' – in line with county and national trends. 7.1% of residents stated that their daily activities are 'limited a lot' – slightly lower than the national average of 8.5% and the county average of 7.7%.

In the 2017/18 Active Lives Survey (Sport England), 56.4% of adults (aged 18+) in Stratford-on-Avon District were classified as overweight or obese (where BMI is greater than or equal to 25kg/m²). This is much lower than figures for Warwickshire (62.4%) and England (62%). The same survey showed that 18.7% of Stratford-on-Avon District adults (aged 19+) do not achieve 150 minutes of moderate intensity physical activity per week and are therefore classed as physically inactive. This is also lower than the Warwickshire figures (21.6% are physically inactive) and those for England (22.2%)

Travel Patterns

Between 2001 and 2011 there was a 15.2% rise in the number of cars in Stratford-on-Avon District – an additional 10,732 cars on local roads. This is in line with countywide trends. Around 50% of households in Stratford-on-Avon District have access to two or more cars. The proportion of households without a car or van decreased from 13.6% to 12.8% between 2001 and 2011 (the county average for households without a car or van is 17.6%, and in England 25.8%).

In 2011, driving a car or van was the most popular mode of travel for commuting to work by Stratford-on-Avon District residents (67.8% of the working population aged 16-74 years). 3.8% of the working population used public transport to get to work - very low compared to the average of 16.9% in England and 5.4% for Warwickshire. For a largely rural area, Stratford-on-Avon District had good levels of walking and cycling in the 2011 Census; 10% of people walked to work and 2.2% cycled. These are in line with England figures (foot 10.7%, cycling 3%) and Warwickshire figures (foot 10.2%, cycling 2.5%).

In 2016, the Department for Transport calculated average minimum travel times in different local authorities to a range of 8 key services (employment, primary school, secondary school, further education, GP, hospital, food store and town centre). Although there is wide variability in distribution of services, the journey times are useful indicators of accessibility and the number of local services which are within a '15-minute neighbourhood'. In Stratford-on-Avon District the average minimum journey time to reach 8 key services by bicycle is 20.8 minutes (compared to Warwickshire and England averages of about 15 minutes). This reflects the rural nature of this district and wider distribution of local services.

Travel habits in the 2018/19 Active Lives Survey (Sport England) showed:

- 14.0% of adults in Stratford-on-Avon District walk at least three times a week (compared to 13.6% for Warwickshire and 15.1% for England)
- 1.3% of adults in Stratford-on-Avon District cycle at least three times a week (compared to 1.6% for Warwickshire and 2.3% for England).



Road Safety

Table S2: Road traffic collisions between January 2016 and December 2020, involving pedestrians and cyclists, Stratford-on-Avon District

Year	Pedestrian casualties				Cyclist casualties				Total
	Fatal	Serious	Slight	Total	Fatal	Serious	Slight	Total	
2016	1	9	12	22	2	9	30	41	63
2017	2	8	15	25	1	7	20	28	53
2018	3	16	15	34	0	15	26	41	75
2019	2	11	21	34	0	5	11	16	50
2020	0	8	10	18	0	5	15	20	38
Total	8	52	73	133	3	41	102	146	279

The number of pedestrian and cyclist casualties in Stratford-on-Avon District has fluctuated over the last five years, although 2020 saw a substantial decrease in pedestrian casualties. Overall collision numbers are fairly low, and therefore some caution is needed when analysing the data.

There is no clear pattern regarding the time of year of pedestrian and cyclist collisions over the last 5 years, although for cyclists, there were less collisions in the winter months. In terms of time of day, there were slightly more collisions involving pedestrians and cyclists between 8am-9am in the morning, and in the afternoon from 12pm to 7pm. 80% of all pedestrian and cyclist collisions were during hours of daylight.

The majority of pedestrian and cyclist collisions occurred away from crossings. Most pedestrian collisions did not occur at junctions, but over half of all cyclist collisions were at junctions.

Fortunately the number of collisions in Stratford-on-Avon District is generally low. Figures S1 to S3 map the locations of collisions in Stratford-upon-Avon, Henley-in-Arden and Bidford-on-Avon between 2016 and 2020. This information has been used to focus on specific areas and to support proposals for future infrastructure to improve road safety outcomes.



Figure S1: Road traffic collisions between January 2016 and December 2020 involving pedestrians and cyclists, Stratford-upon-Avon

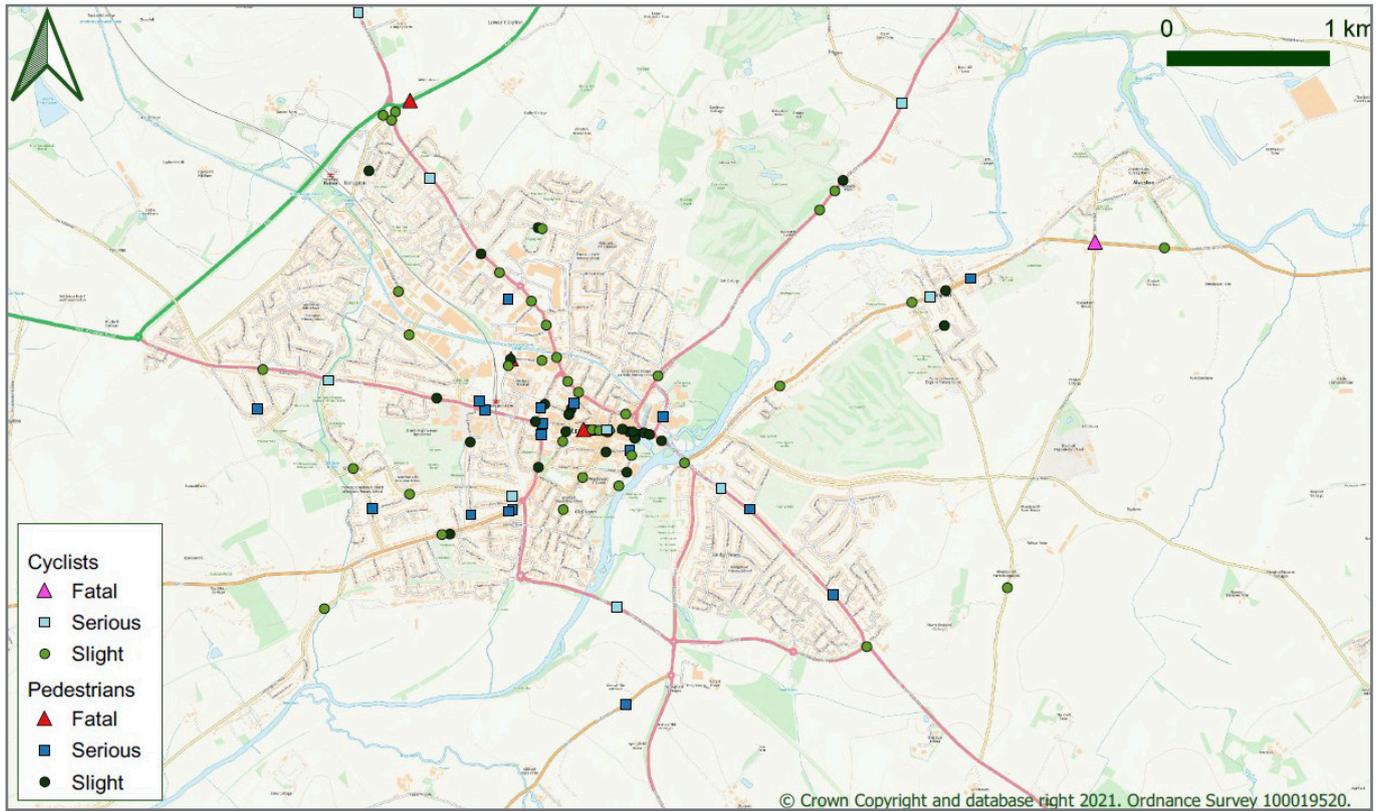


Figure S2: Road traffic collisions between January 2016 and December 2020 involving pedestrians and cyclists, Henley-in-Arden

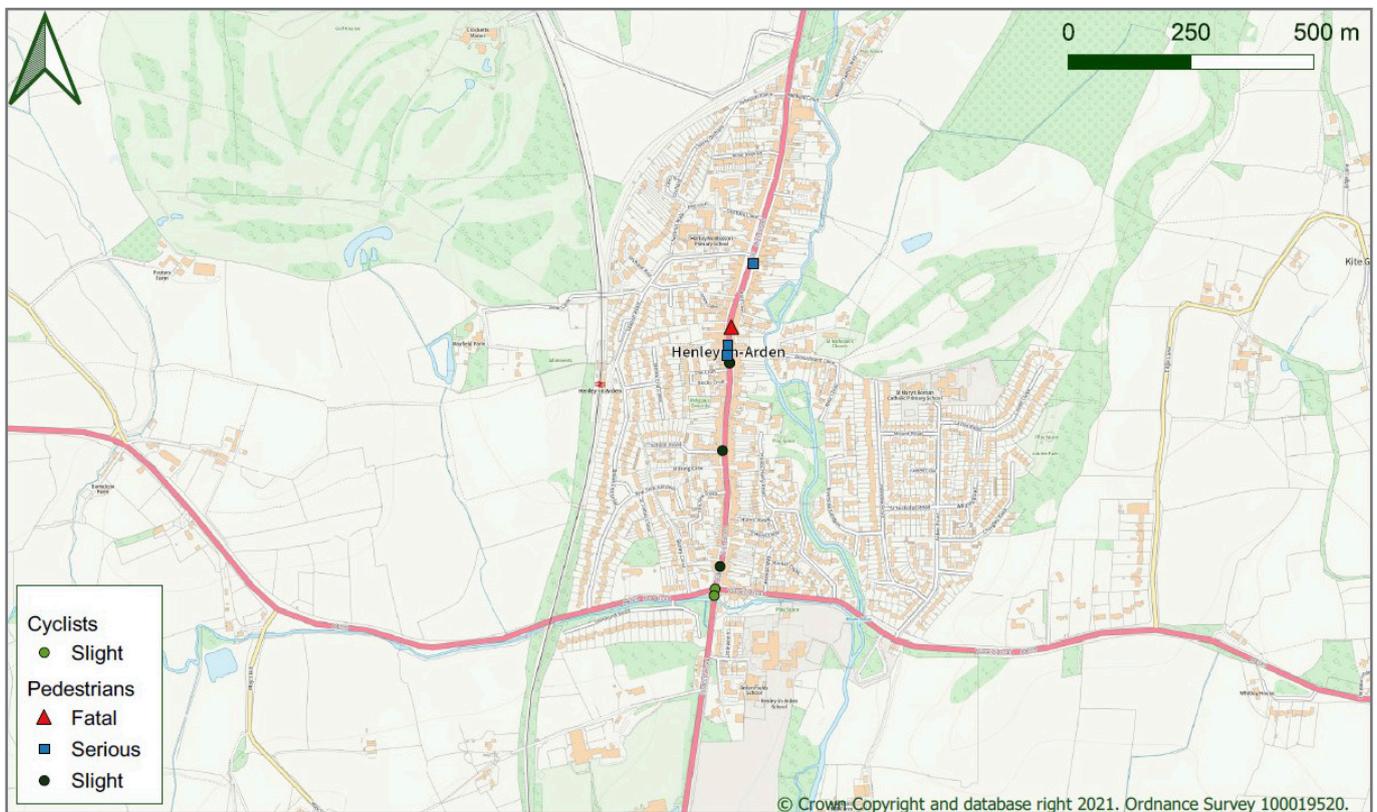


Figure S3: Road traffic collisions between January 2016 and December 2020 involving pedestrians and cyclists, Bidford-on-Avon



Physical barriers

Figure S4: barriers to walking and cycling in Stratford-on-Avon District

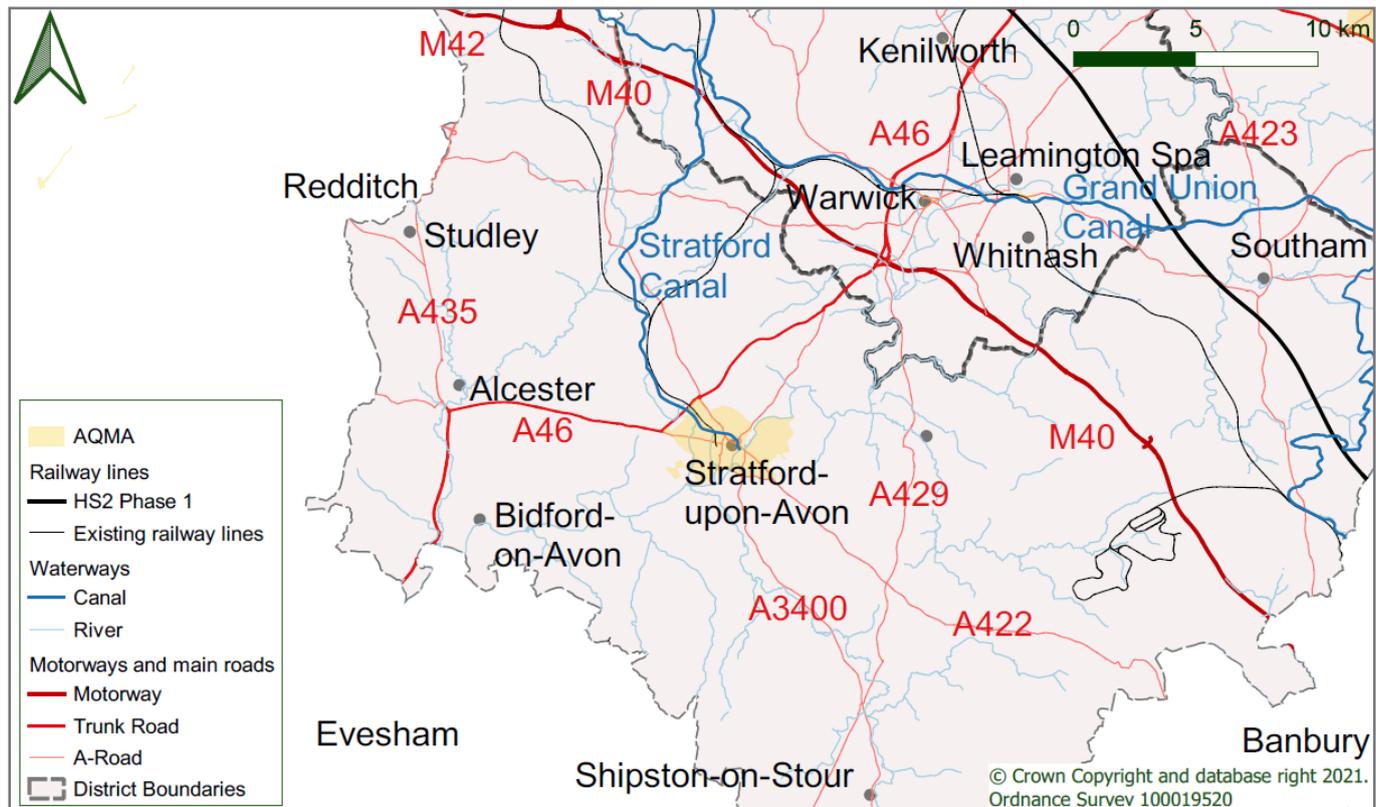


Figure S4 shows the main barriers to walking and cycling movements within the District of Stratford-on-Avon; main roads and motorways; rivers and canals; and railways, including HS2. These barriers can cause community severance and 'funnel' pedestrians and cyclists (and motor traffic) into a limited number of crossing points. Figure S4 also shows the Stratford Air Quality Management Area (AQMA) which covers the whole town and some surrounding areas.

Specific problems in Stratford-on-Avon District are:

- River Avon – this has limited crossing points and historic bridges where pedestrians and cyclists share narrow carriageways with motor traffic. Specific pinch points include bridges on the B4085 at Bidford-on-Avon, Welford-on-Avon, A4390 Seven Meadows Road (Stratford), A3400 Clopton Bridge (Stratford) and Hampton Lucy.
- M40 which runs Northwest to southeast across the District
- A435 which presents a barrier to travelling west in the Studley, Alcester and Bidford-on-Avon areas
- A46 on the north side of Stratford-upon-Avon
- HS2 which cuts across routes between Southam and Stratford-upon-Avon

Some physical barriers also present opportunities in terms of providing linear corridors, for example the Stratford Canal towpath.

Warwickshire County Council is working in partnership with National Highways and HS2 to try and reduce the impact of road and rail barriers, to identify safe interfaces with walking, cycling and horse-riding routes and seek appropriate investment through National Highways Designated Funds and

HS2 Road Safety Fund.

The built-up area of Stratford-upon-Avon and a short section of the A435 through Studley are designated as Air Quality Management Areas (AQMAs) in response to high levels of nitrogen dioxide.

Existing facilities and networks

The towns and villages in the Stratford-on-Avon District area are connected by a network of main roads and local streets managed by Warwickshire County Council. The A435 forms part of the **Major Road Network** (MRN). The District is traversed by the M40 motorway which is part of the **Strategic Road Network** (SRN) managed by National Highways (Area 9). The SRN includes the A46 and a short section of M42.

Warwickshire County Council is planning the following major highway projects:

- **A3400 Birmingham Road corridor:** various junction and crossing improvements and wider cycle tracks, between A46 Bishopton Roundabout, Maybird shopping centre, Regal Road roundabout and Guild Street.
- **West of Shottery Relief Road (WRR):** this supports the West of Shottery development, and links Evesham Road and Alcester Road. New footways and cycle provision will be included along certain sections of this route.
- **South Western Relief Road (SWRR):** connecting the A3400 Shipston Road to the B4632 Campden Road and beyond to the Western Relief Road. There will be cycle and pedestrian facilities on some sections.

Other highway schemes and junction improvements are being provided as part of new developments including the new villages at Meon Vale and Long Marston south of Stratford-upon-Avon.

Table S3: footway hierarchy, Warwickshire

Category	Description
Prestige Walking Zones	<ul style="list-style-type: none"> • The main pedestrianised shopping streets within the main urban centre
Primary Walking Routes	<ul style="list-style-type: none"> • Urban centre shopping streets with greater than 30 shops • Main shopping street in local town centres with greater than 20 shops
Secondary Walking Routes	<ul style="list-style-type: none"> • More than 5 shops • Entrance to schools • Entrance to Hospitals • Entrance to large supermarkets • Outside transport interchanges
Link Footways	<ul style="list-style-type: none"> • Local shops/ retail premises • Religious meeting places • Industrial estates • Residential homes or care homes
Local Access Footways	<ul style="list-style-type: none"> • Predominantly residential streets • Low usage rural footways

In terms of existing walking provision, the public rights of way network and signed trails provide good leisure opportunities, but there are intermittent footways between many settlements. Footways are categorised (see Table S3) in order to prioritise maintenance by the local highway authority. Maintenance of public rights of way is managed separately as the majority of routes are not surfaced. The level of maintenance and type of surfacing on public rights of way depends on a number of factors including location and level of use, as well as the type of user rights specified in the definitive map and statement.

In the towns and village centres, there is good pavement provision and street lighting. 20mph limits have been introduced in selected areas including the villages of Tanworth-in-Arden and Fenny Compton. A temporary 20mph limit in Stratford-upon-Avon town centre, introduced in 2020 during the Covid-19 pandemic, is likely to be made permanent in 2022. Stratford-upon-Avon town centre benefits from 'pedestrian priority' on Henley Street and large areas of pedestrian space and paths on both sides of the River Avon, with two connecting footbridges: the fully accessible Tramway Bridge and Lucy's Mill Bridge, which has stepped access.

In 2018, it was estimated that the total length of dedicated cycling infrastructure (off-carriageway or on-carriageway) was 10km within the town of Stratford-upon-Avon (see Figure S5). In addition to this is the 8km Stratford Greenway along the disused railway between south Stratford and Long Marston (part of National Cycle Network Route 5). Other routes within the town are a mixture of on-carriageway cycle lanes, shared use footways / cycle tracks adjacent to main roads and shared use paths through open spaces. The quality of existing cycle routes is mixed and there are some key gaps, most notably across the River Avon.

There are various National Cycle Network routes in Stratford-on-Avon District:

- NCN41 (Bristol – Rugby): connecting Leamington and Warwick to Stratford and Rugby
- NCN 5 (Birmingham - Oxford): connecting Redditch to Stratford via Studley and Wilmcote, and Stratford to Banbury via Long Marston and Shipston-on-Stour
- NCN 48 (Stow-on-the-Wold – Shipston-on-Stour) connecting the Gloucestershire towns of Stow-on-the-Wold and Moreton-in-Marsh with Shipston-on-Stour and Bishop's Itchington. A section of on-road signed route near Southam has recently been downgraded by Sustrans, leaving a gap between Bishop's Itchington, Southam and Long Itchington (where the former NCN Route 48 connected with NCN Route 41).



Figure S5: Stratford-upon-Avon Cycling Map, 2014



There is currently a reasonable provision of public cycle parking in town centres and railway stations. Secure, long-stay cycle storage at public transport interchanges is important in ensuring that active travel can form part of longer distance journeys.

There are eleven railway stations within Stratford District, although some are request stops only. There are regular weekday services to Birmingham and Solihull, and a 2-hourly service between Stratford-upon-Avon and London Marylebone via Leamington Spa. The stations vary in terms of accessibility for pedestrians and cycle storage (see Table S4). Improvements are planned for Henley in Arden Station including regeneration of the currently derelict station building.

Table S4: station facilities in Stratford-on-Avon District

Station	Access	Cycle Parking
Bearley	Step free access via steep ramp	None
Claverdon	Step free access via steep ramp	None
Danzeley (Request Stop)	Step free access to one platform	10 spaces, covered
Earlswood	Step-free access	None
Henley-in-Arden	Step free access to one platform	8 spaces, covered, CCTV
Stratford-upon-Avon Parkway	Step-free	12 spaces, covered, CCTV
Stratford-upon-Avon	Step-free access	80 spaces, covered, CCTV
The Lakes (Request Stop)	Step-free access	None
Wilmcote	Step free access to one platform	10 spaces covered
Wood End (Request Stop)	Stepped access	None
Wootton Wawen (Request Stop)	Step-free access	None

Although there will be no HS2 stations within Warwickshire, Figure S4 shows how the route of HS2 cuts across the eastern side of Stratford-on-Avon District. The permanent rail line will affect many existing public rights of way and the temporary construction traffic will impact on local highways. A key interface is the A423 Ladbroke to Southam, where a new footway and cycle track are being provided to enable safe travel between these areas.

During 2021, Warwickshire County Council started to roll out an ambitious Safe and Active Travel programme to promote and support road safety and active travel activities in local schools, including 22 primary schools in Stratford-on-Avon District. Site audits have been undertaken and will be used to review existing facilities and networks, particularly pedestrian improvements. It is planned to extend the Safe and Active Travel programme to workplaces and community hubs in future.



2. Local viewpoints on walking and cycling

Warwickshire LCWIP Commonplace Survey

Specific engagement on walking and cycling for this LCWIP took place between May and July 2021. Local people were invited to have their say on infrastructure improvements and there were over 2,000 responses and more than 7,000 'contributions' on the interactive countywide map on the 'Commonplace' online platform. People were asked to identify issues and potential improvements from a list of options (see below) as well as include additional comments:

Table S5: Questions asked in the LCWIP survey, May-July 2021

Issues	Improvements
Are there any problems or issues at this location that you wish to raise?	How could cycling and walking conditions be improved at this location? (Choose up to 3)
Cycle route needs improving	Segregated route from traffic and pedestrians
No dedicated cycling route	Provide a shared footway / cycleway
No safe crossing for cyclists	Improve on-road facilities for cycling
Missing section of cycle route	Reduce traffic speed
Gate or barrier	Reduce traffic volume
Cycle parking required	Close the road to motorised traffic
Poor surface	Provide a safe crossing point
Overgrown trees / plants	Reduce waiting time at signals
Pavement is too narrow	Improve junction for cyclists
No safe pedestrian crossing	Create more space for cycling
Cyclists riding on pavements	Create more space for pedestrians
Insufficient space for all users	Improved direction signage
Inconsiderate or illegal parking	Cut back foliage
Traffic volume or behaviour	New or improved cycle parking
Other	Remove pavement clutter
	Remove gate / barrier
	Other

Some of these options have been grouped together and then mapped for local areas – see figures S6 – S11 below which identify locations for walking, cycling and traffic issues around Stratford-upon-Avon, Bidford-on-Avon and Wellesbourne, and along the A435 corridor (Studley and Alcester).

Some of the key local issues identified from the Commonplace engagement were:

- Support for existing 'greenways' (Offchurch Greenway and Stratford Greenway) and proposals to upgrade and extend these as well as create new routes along disused railway lines (Stratford-Shipston along the old tramway and A3400 and Alcester-Evesham along an Avon and Arrow Greenway)
- Need for improved river crossings particularly in Stratford-upon-Avon
- Widespread support for walking and cycling networks in towns and villages
- Lack of footways and cycleways, or very narrow pavements, alongside main roads between towns, villages and key services. Specific examples include:

- o Studley – Coughton – Alcester: A435, which had 152 ‘agreements’ on Commonplace (the largest number for any comment on the website)
- o Bidford-on-Avon: B439 Stratford Road, between Bidford and health centre (27 ‘agreements’)
- o Southam – Long Itchington: A423
- o Stratford-upon-Avon – Tiddington: B4086 Tiddington Road
- Concern over off-road vehicles on byways and bridleways
- Speed of traffic on quiet lanes and through villages – for example Bush Heath Road and Butt Lane in Harbury (35 ‘agreements’)

Figure S6: Warwickshire LCWIP Survey: walking issues in Stratford-upon-Avon, Bidford-on-Avon and Wellesbourne

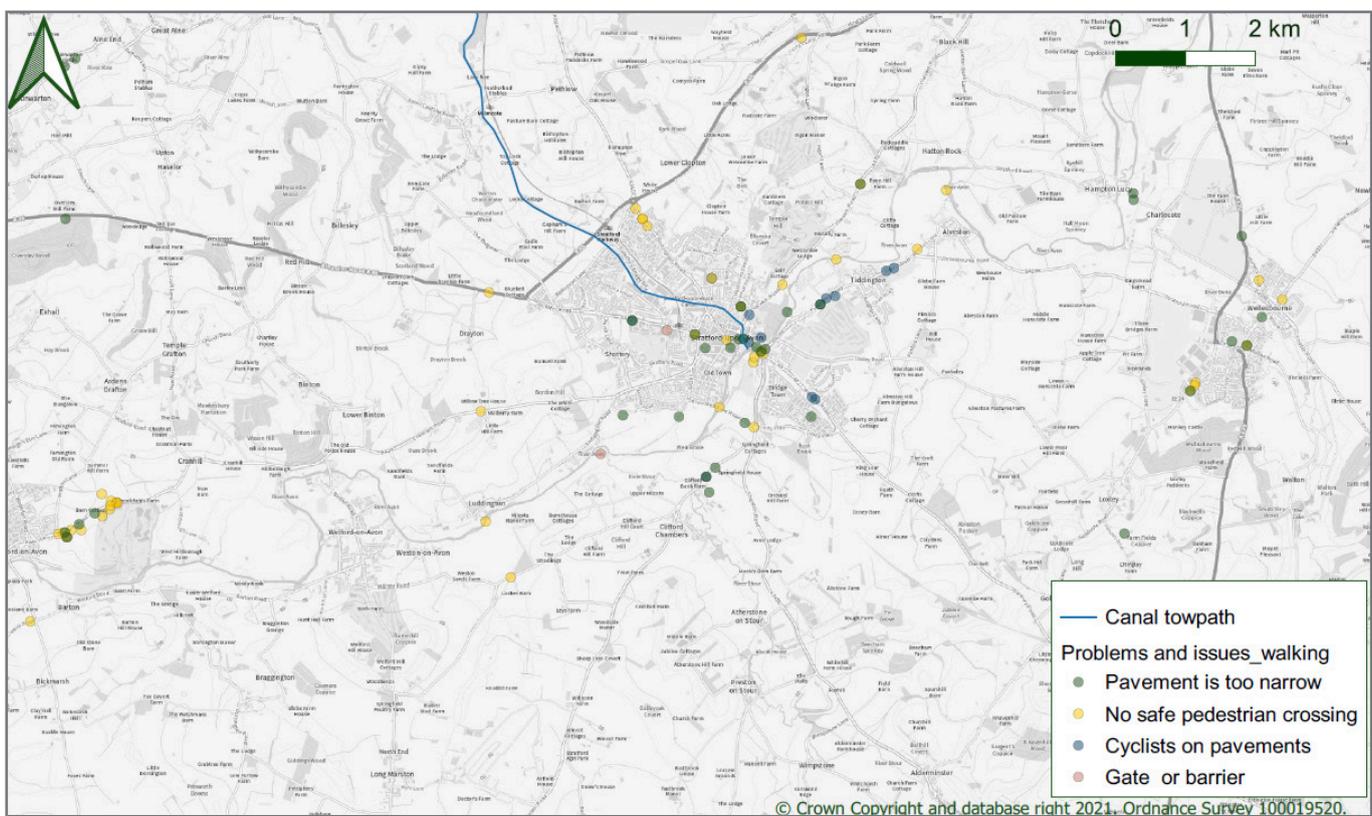


Figure S7: Warwickshire LCWIP Survey: cycling issues in Stratford-upon-Avon, Bidford-on-Avon and Wellesbourne

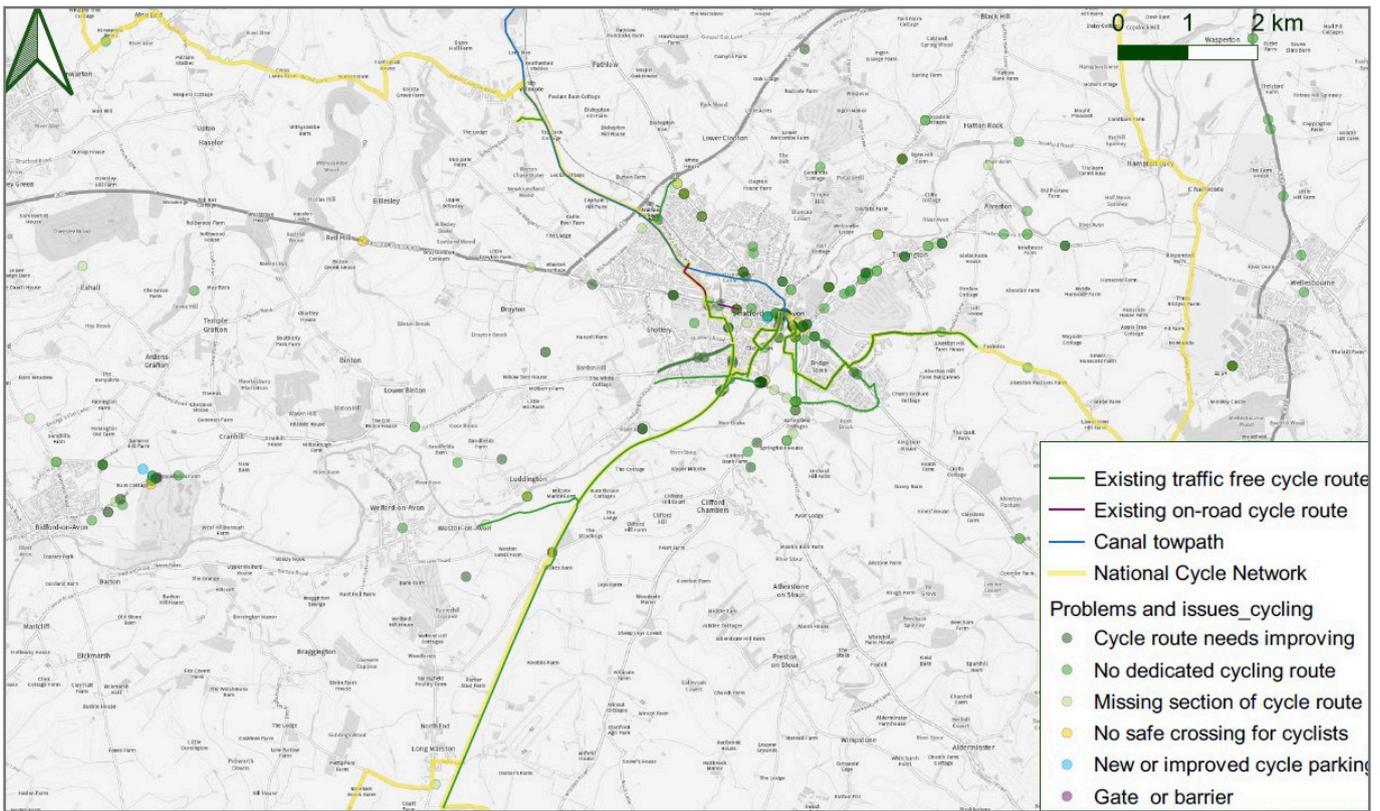


Figure S8: Warwickshire LCWIP Survey: traffic issues in Stratford-upon-Avon, Bidford-on-Avon and Wellesbourne

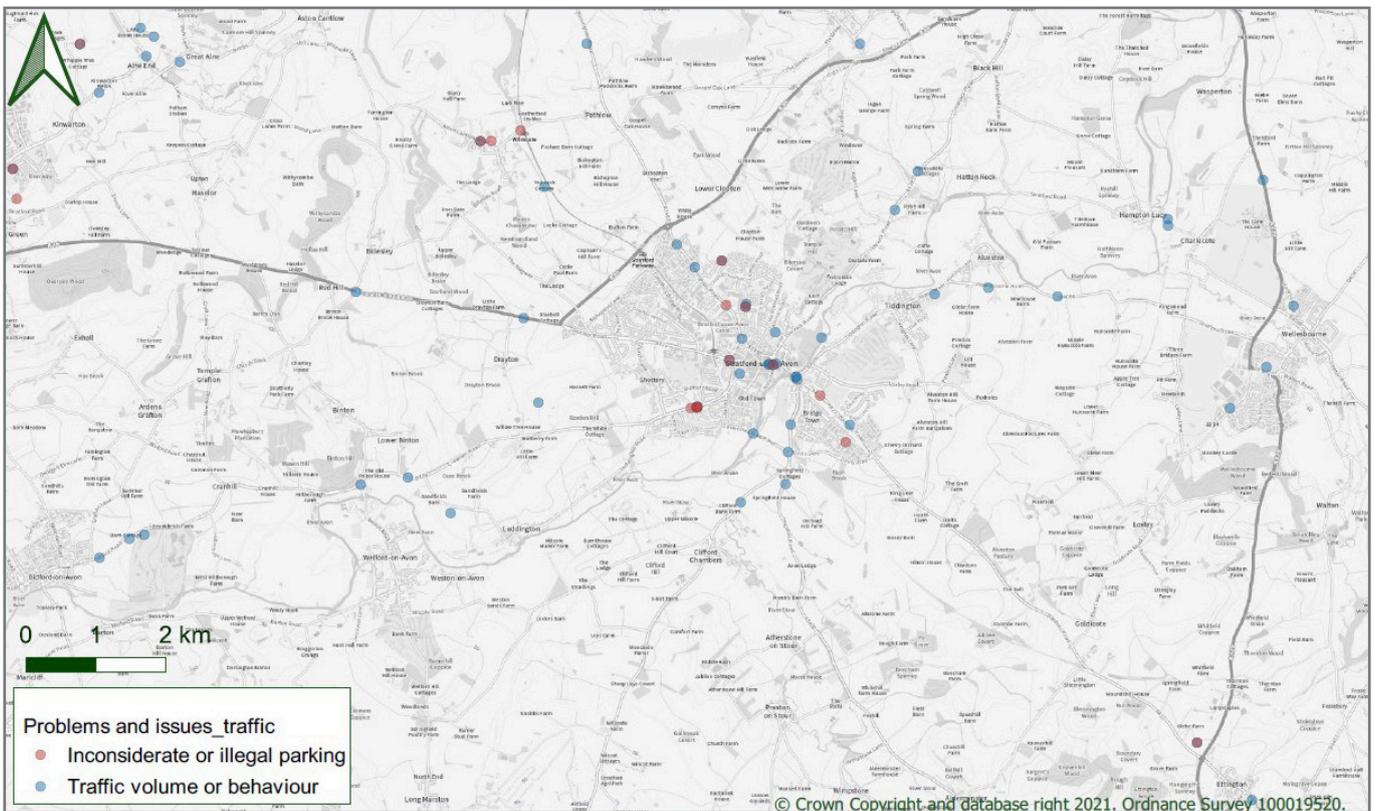


Figure S9: Warwickshire LCWIP Survey: walking issues along the A435 corridor

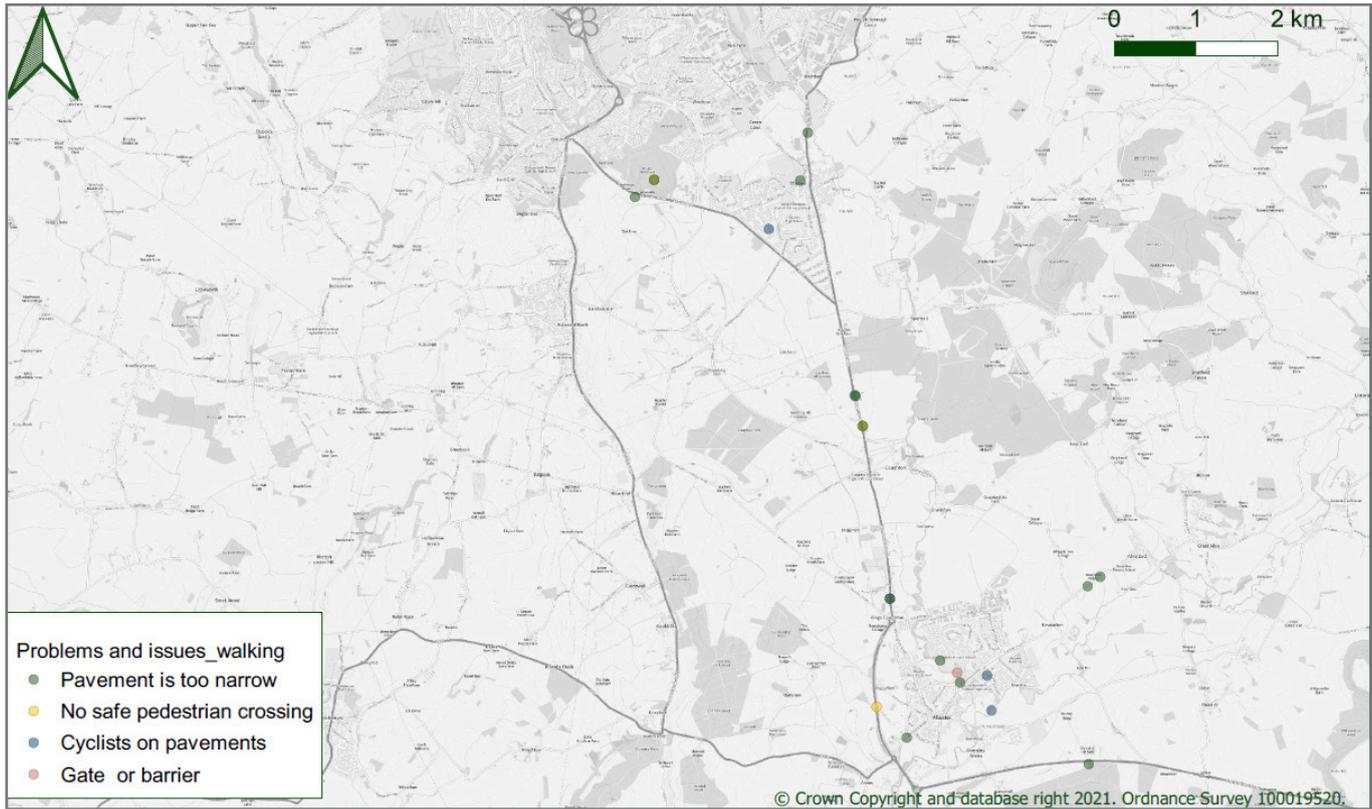


Figure S10: Warwickshire LCWIP Survey: cycling issues along the A435 corridor

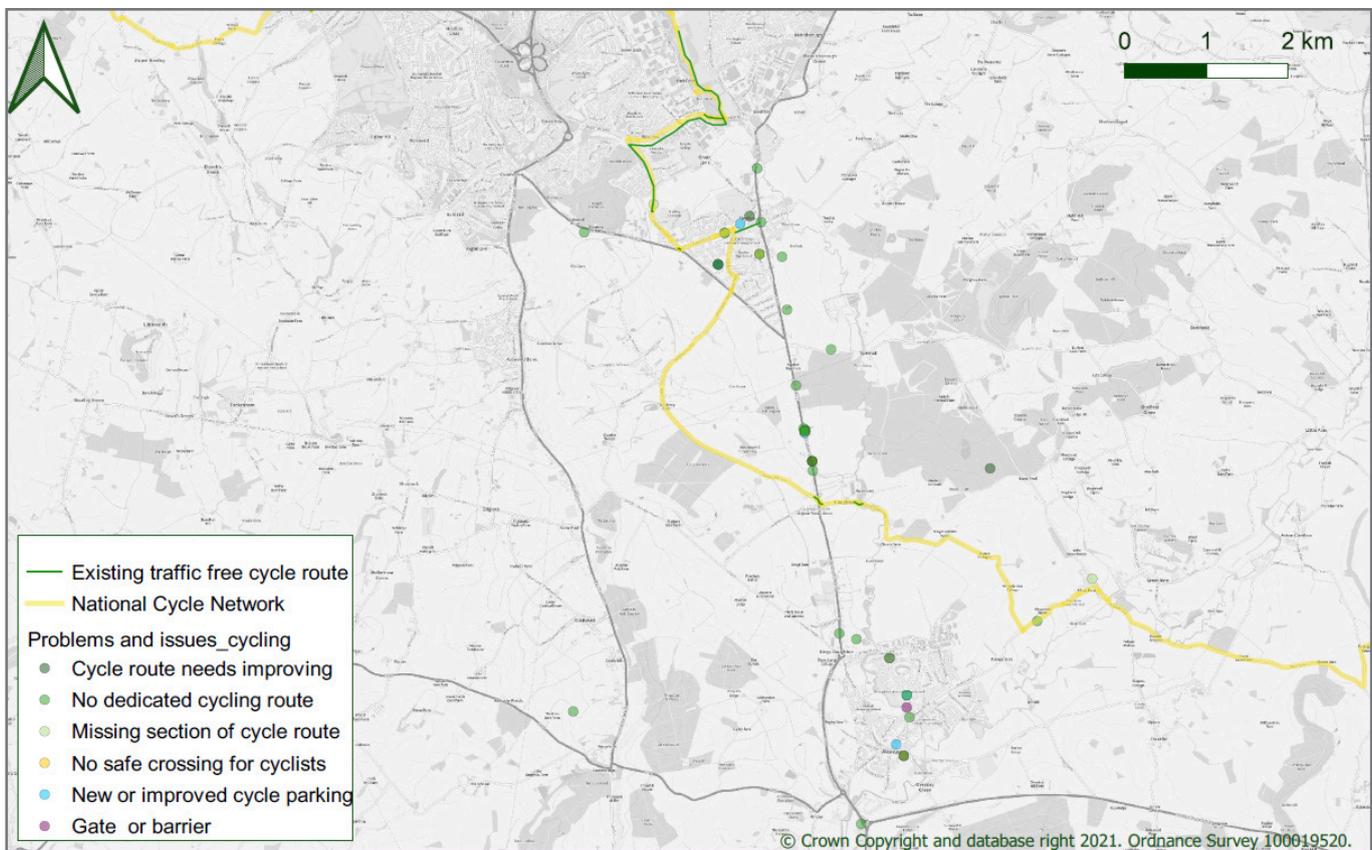
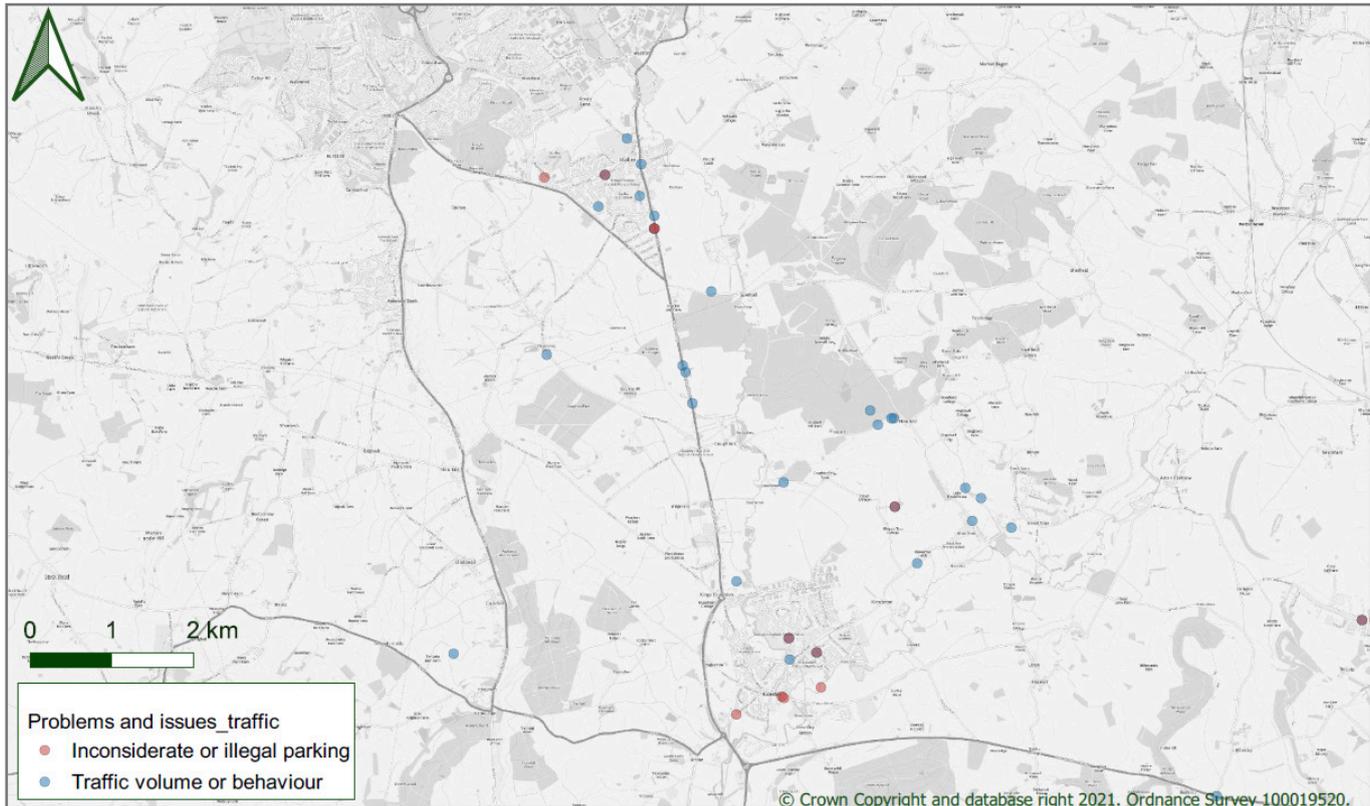


Figure S11: Warwickshire LCWIP Survey: traffic issues along the A435 corridor



The feedback included hundreds of comments in response to the question, ‘thinking about walking or cycling, are there any things that work well at this location’. Together with the identification of issues and improvements, this data has provided detailed insight into the everyday problems for people on foot and bike, as well as horse-riders, in Warwickshire. It also sets out the aspirations for providing better facilities and highlights the scale of investment required to encourage more active travel in future. The data has been used at a local level to inform the route choices and priorities for the proposed walking and cycling networks, and has also been shared with other departments at Warwickshire County Council to use as reference for other relevant programmes of work.

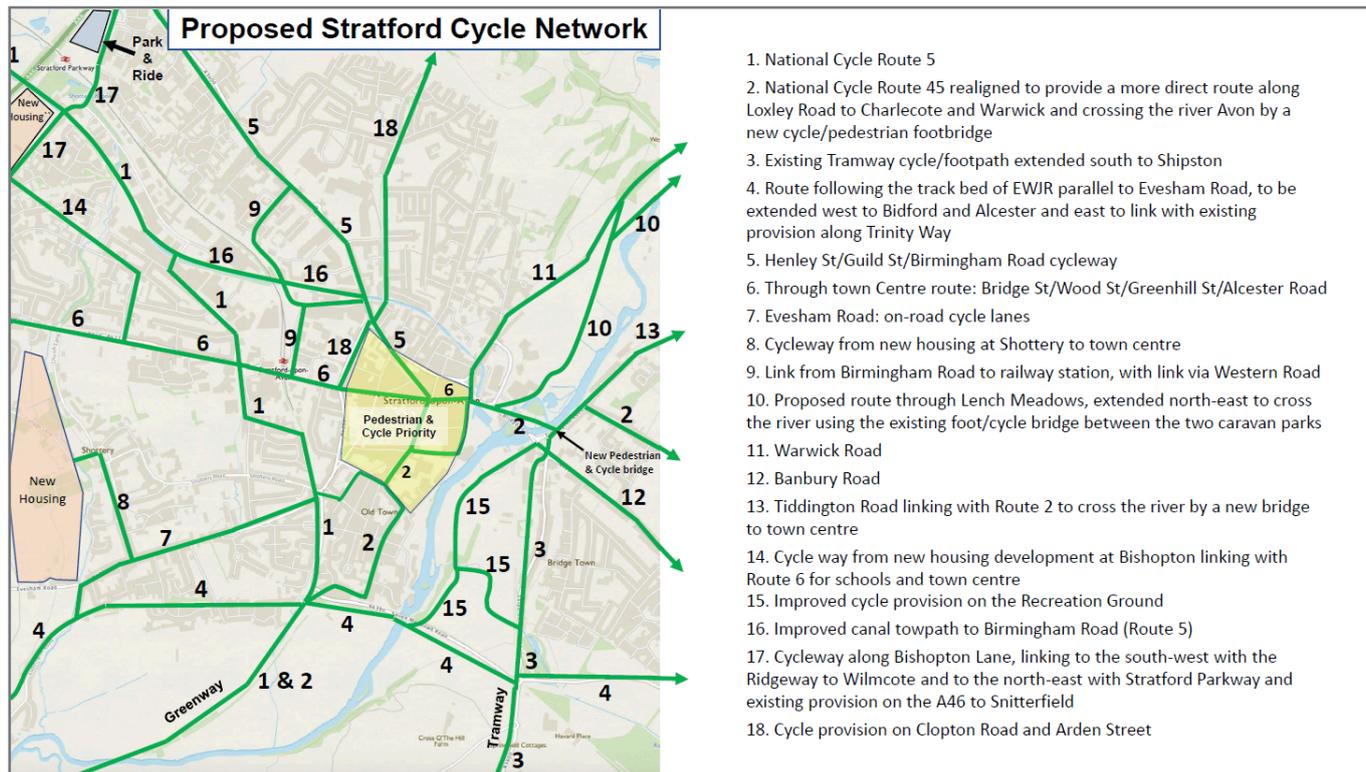
Other local feedback

In addition to the online survey, more detailed comments and network ideas were received from the Stratford Cycle Forum. Workshops also took place with HS2, the Department for Transport and their consultants regarding walking and cycling interfaces, and specific ideas for the Southam area.

Further detailed feedback is expected via school, community and workplace travel surveys to be undertaken in 2022 as part of Warwickshire County Council’s Safe and Active Travel programme.

A meeting with Stratford Cycle Forum took place in July 2021 to understand their suggestions in more detail. This helped to refine the local cycling network plans. Figure S12 shows the 18 routes put forward by the Forum.

Figure S12: Proposed Stratford Cycle Network, Stratford Cycle Forum, June 2021



In September 2021, the Stratford Cycle Forum identified four key priorities:

- Crossing the River Avon (Routes 2, 3, 12, 13)
- Bridgeway (Routes 11 and 2)
- Bridge Street, Wood Street, Greenhill Street, Alcester Road (Route 6)
- Henley Street, Birmingham Road (Route 5)

The Neighbourhood Development Plan (NDP) process usually includes intensive community engagement led by the community (mostly parish or town councils). This provides an opportunity to understand local viewpoints on a range of topics, particularly walking and cycling, and to reflect this in local development policies. Once a NDP has been completed, it is submitted to the local planning authority and is subject to an independent examination. Modifications may then be made before the NDP goes to a public referendum. If more than 50% of those voting in the referendum vote “yes”, the plan is ‘made’ and comes into force.

Stratford-on-Avon District NDPs have therefore been used as an additional source of information on local views and policy background for this LCWIP.



3. Stratford-on-Avon Walking Infrastructure Plan

Potential for walking - walking zones

Figures S13 to S20 show 'walking zones'; areas within 2km walking distance of the centres of various towns within Stratford-on-Avon District. (2km equates to just over 1mile and about 25 minutes at a moderate walking speed).

The maps also show key destinations or 'walking trip generators', including sites identified for new housing and employment sites, and existing journey attractors such as schools and colleges, health facilities and railway stations. This provides an indication of how 'walkable' these areas are. Due to the small size of these towns, they are fairly compact and easily 'walkable', with only a few new housing growth areas beyond 2km from the town centres of Bidford-on-Avon, Stratford-upon-Avon and Wellesbourne.

Figure S13: potential for walking: 2km walking zone in Alcester

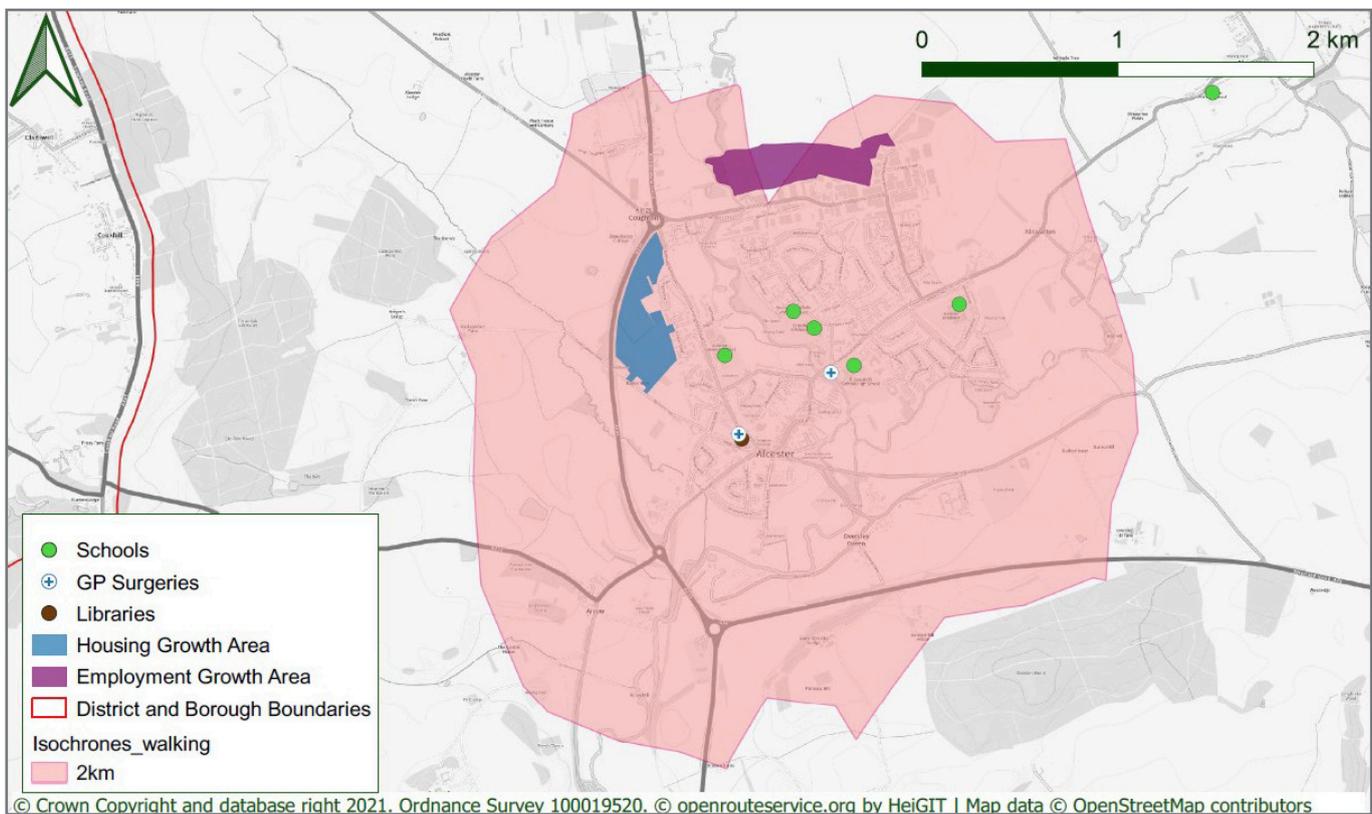


Figure S14: potential for walking: 2km walking zone in Bidford-on-Avon

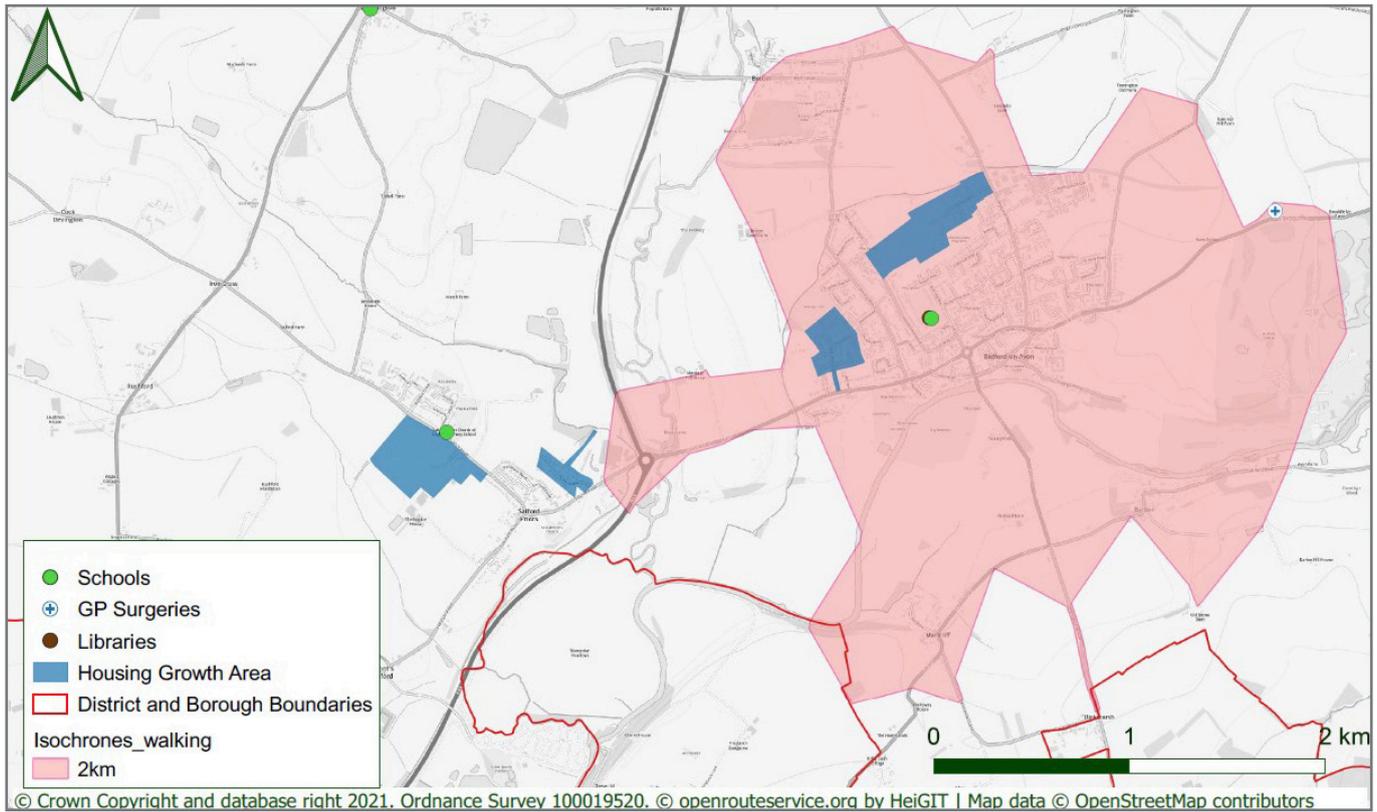


Figure S15: potential for walking: 2km walking zone in Henley-in-Arden

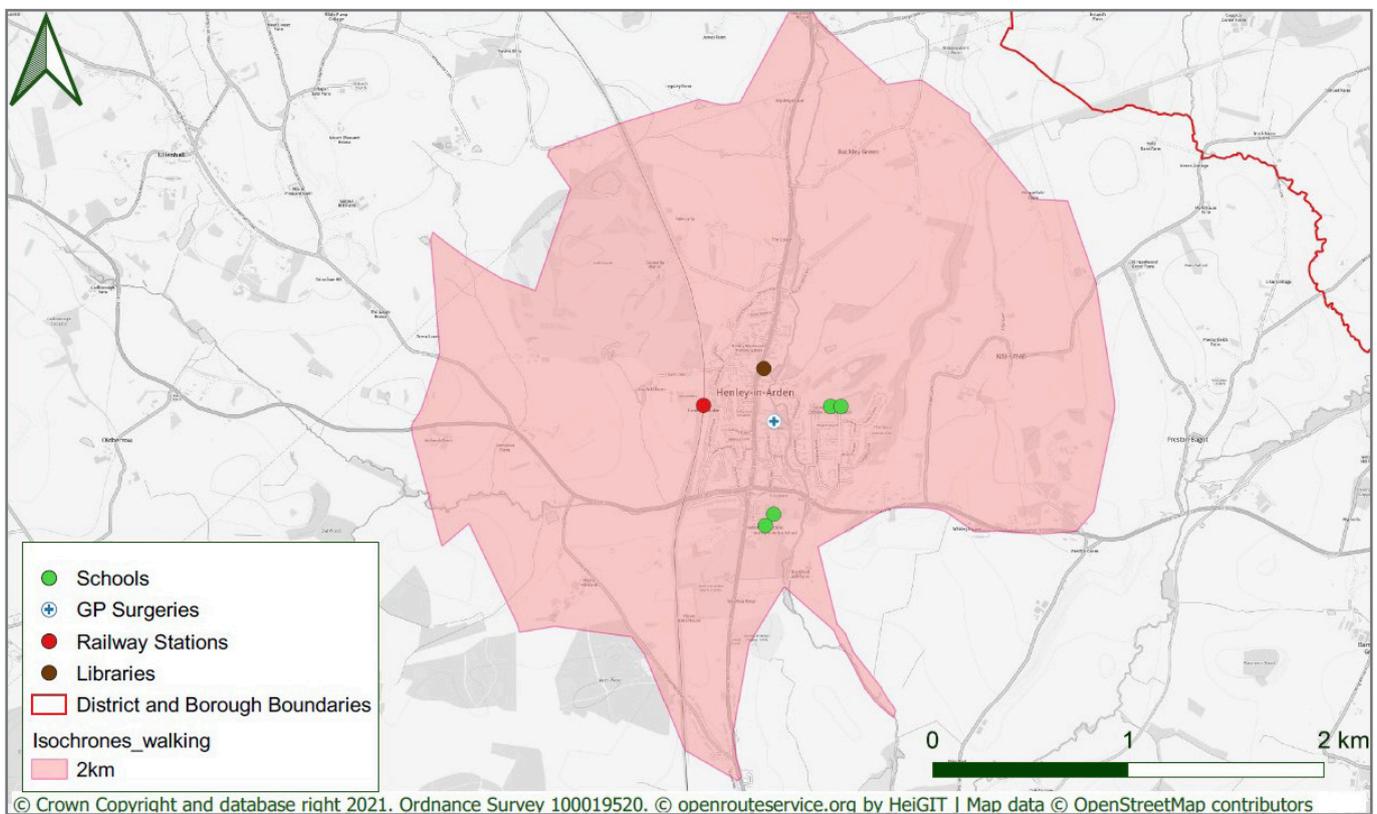


Figure S16: potential for walking: 2km walking zone in Shipston-on-Stour

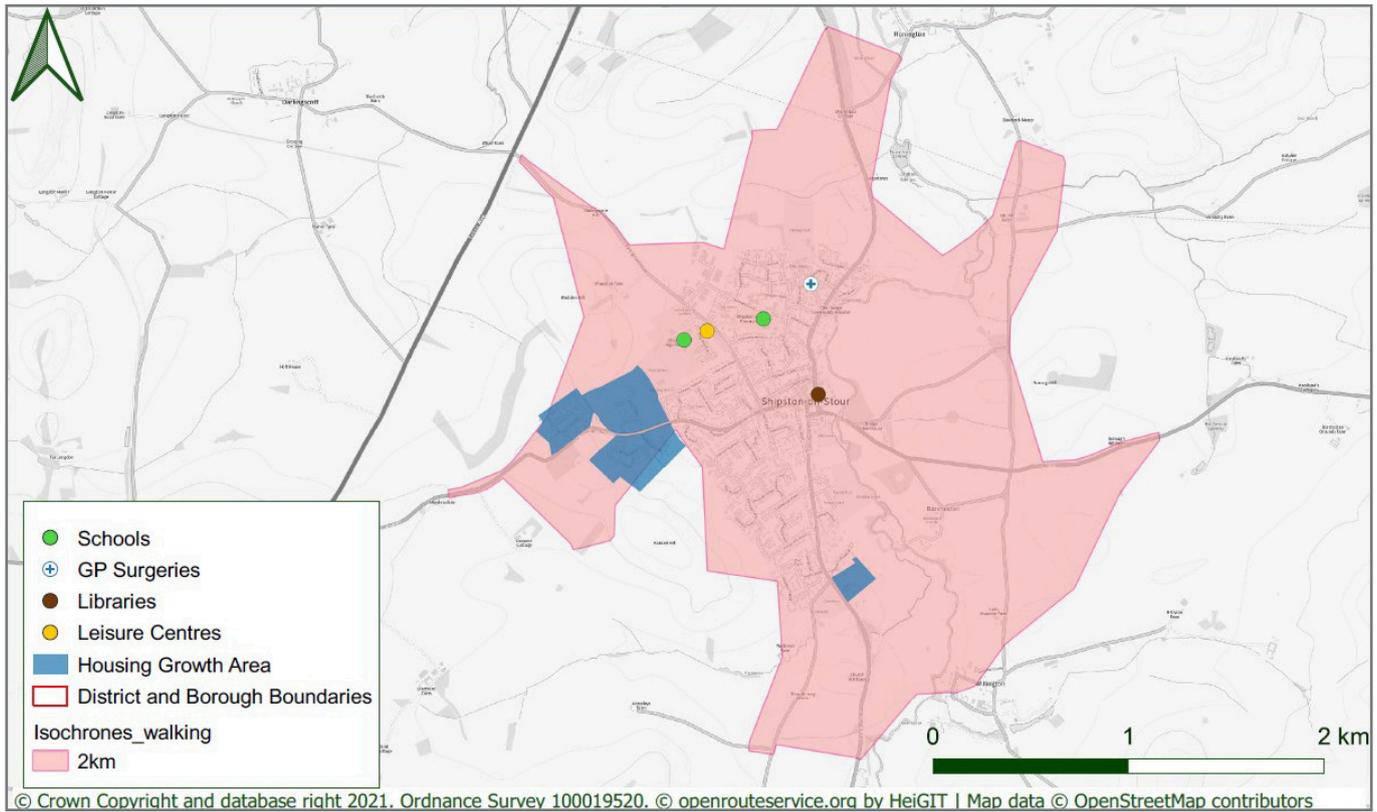


Figure S17: potential for walking: 2km walking zone in Southam

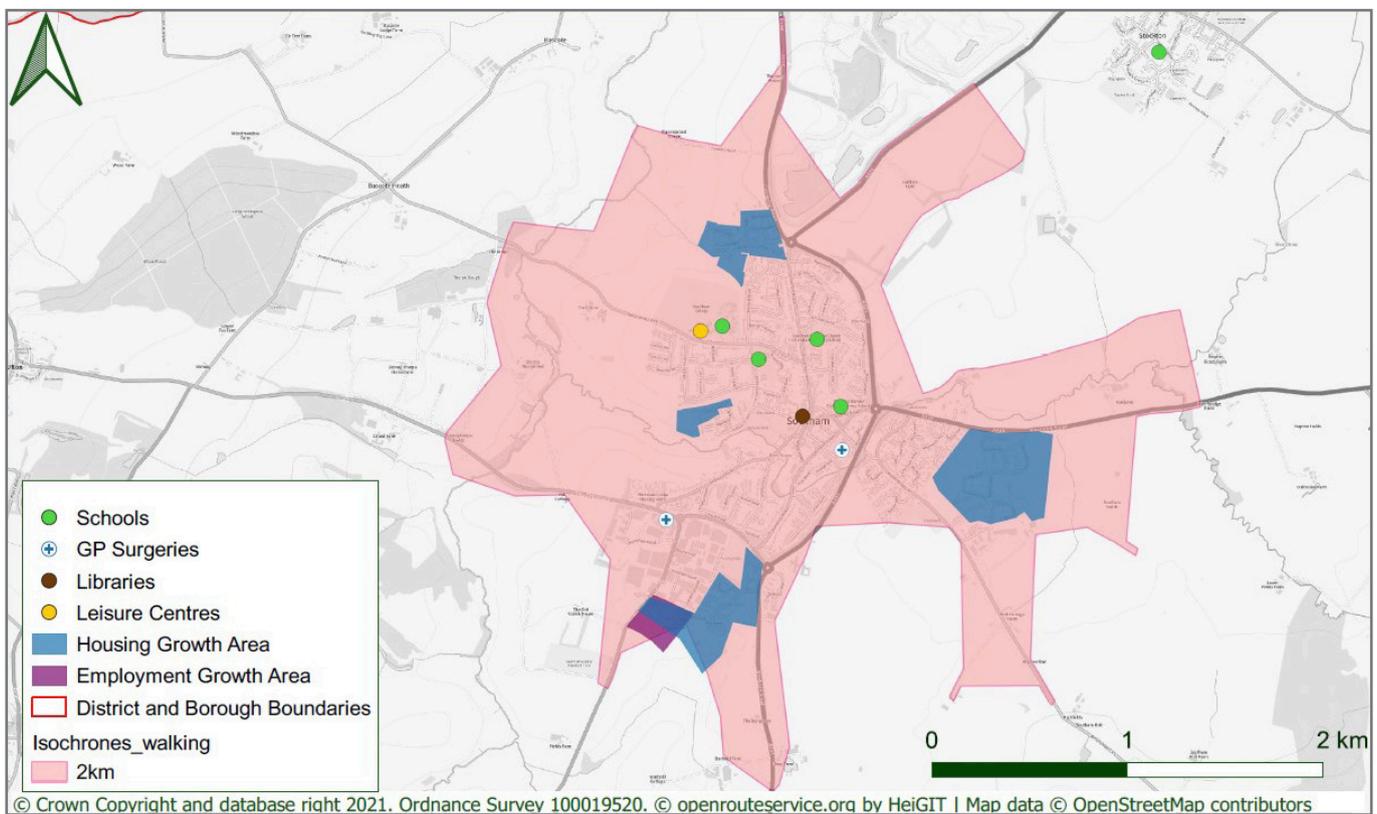


Figure S18: potential for walking: 2km walking zone in Stratford-upon-Avon

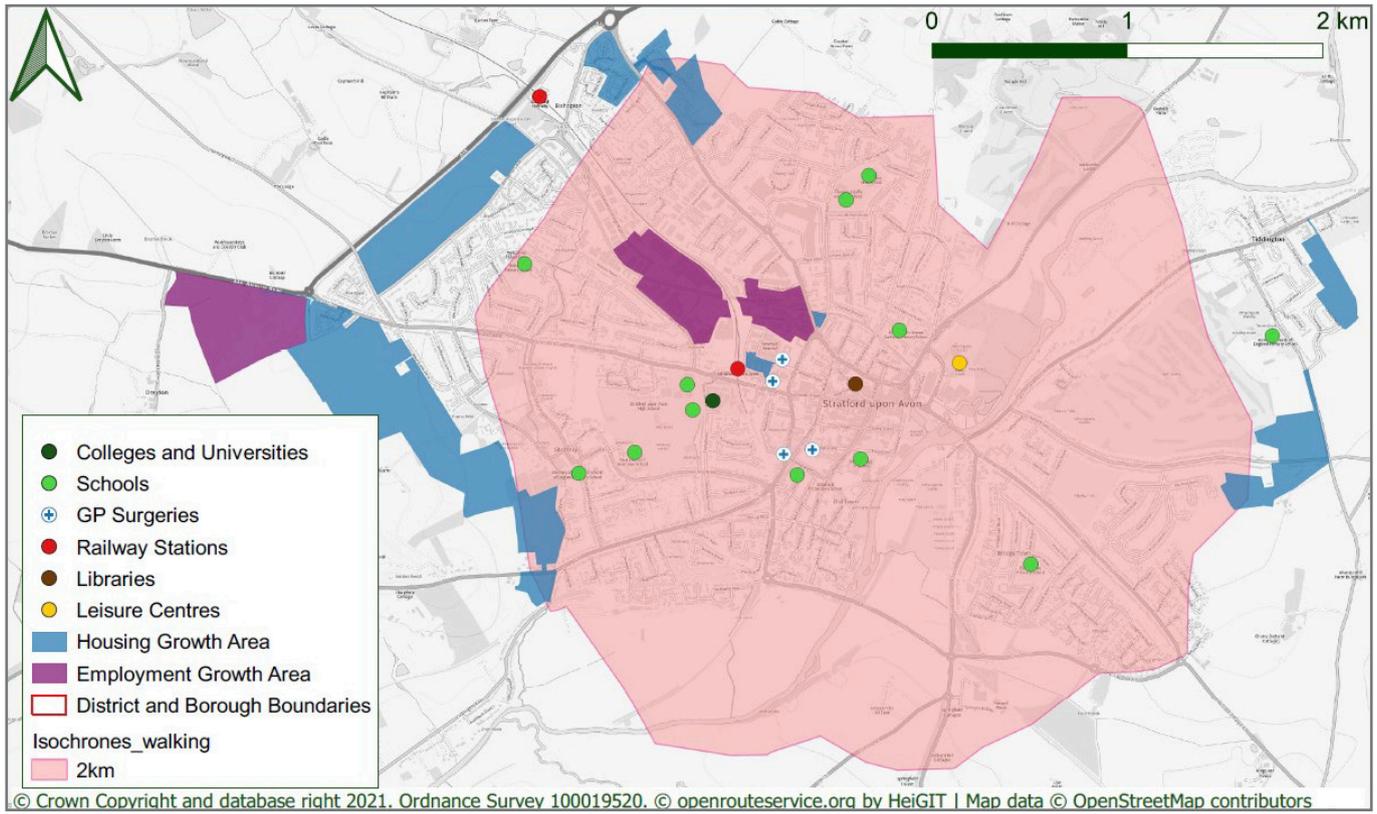


Figure S19: potential for walking: 2km walking zone in Studley

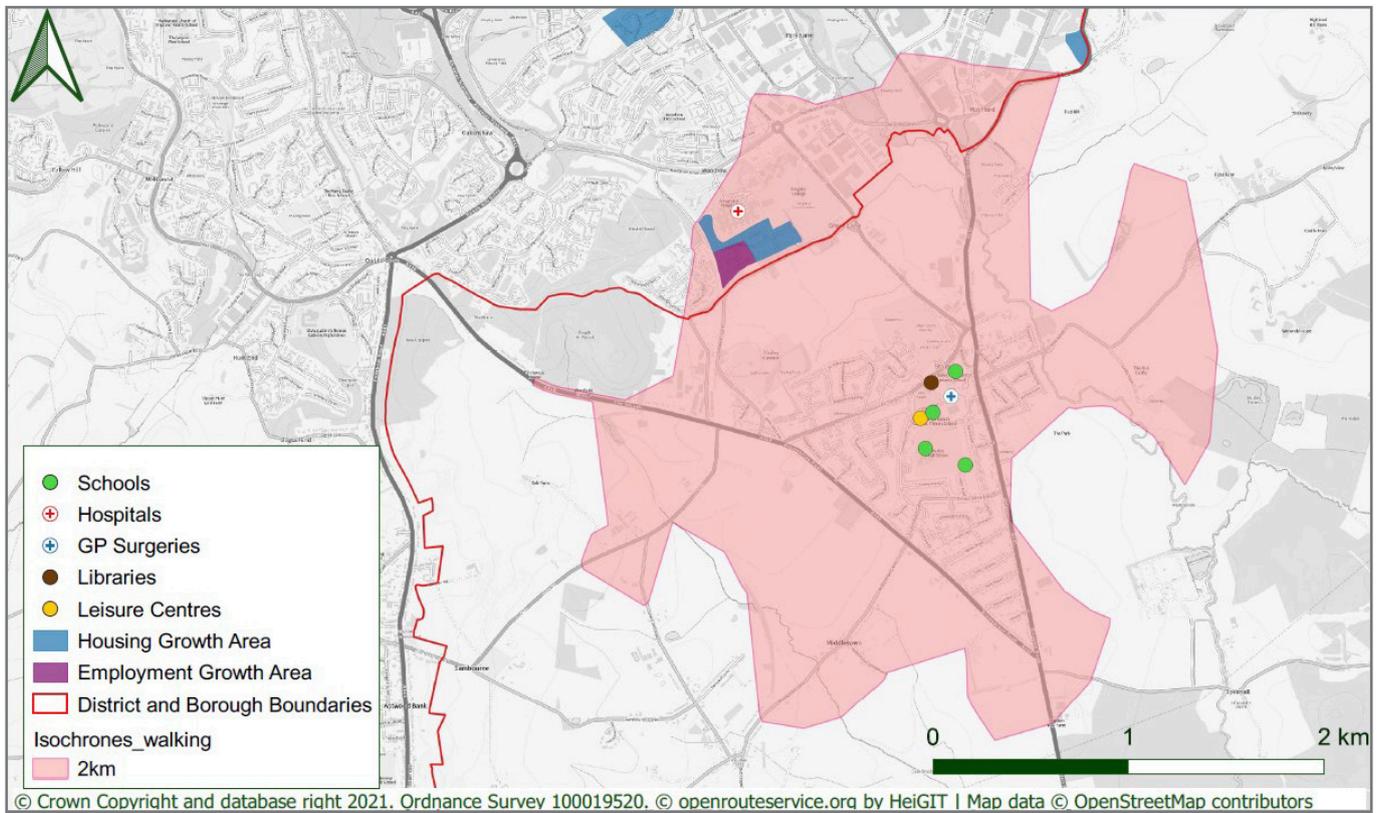
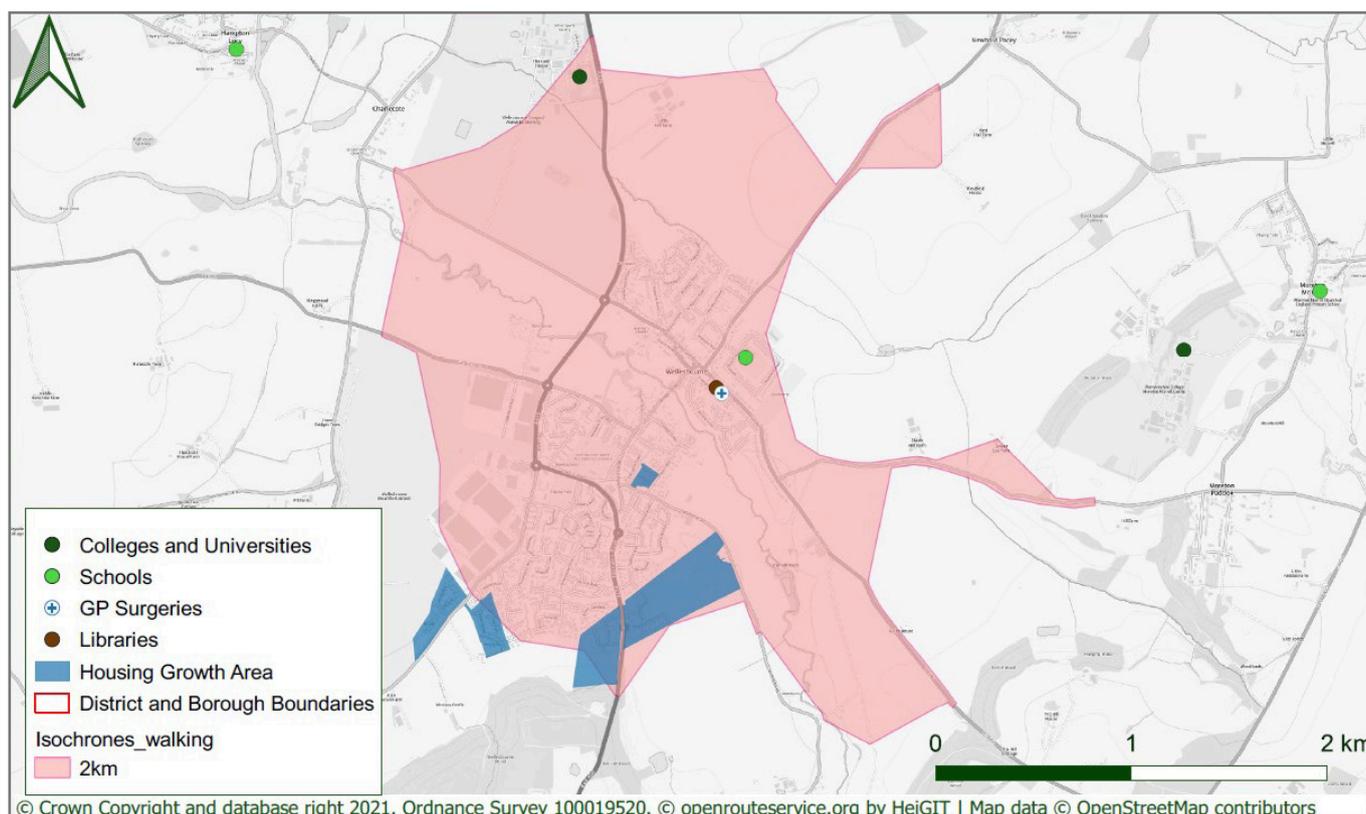


Figure S20: potential for walking: 2km walking zone in Wellesbourne



Proposals for walking infrastructure

The information gathered on collisions, barriers and walking trip generators, together with feedback from local people, has been used to highlight areas of focus for further investigation of walking infrastructure improvements. Although the focus is on the principal towns, this does not preclude other walking improvements from being progressed, particularly in association with new developments, wider safety measures, highway works or leisure and tourism projects. Some combined walking and cycling improvements (such as traffic-free paths and new bridges) are also listed in the cycling infrastructure plans).

Figure S21 and Table S6 provide a high level overview of proposals for walking infrastructure in the District of Stratford-on-Avon comprising:

- Core Walking Zones (**Z**) - specific walking focus areas in town centres; a combination of prestige walking zone and primary walking route categories identified in the Council's footway hierarchy (Table S3).
- Walking (and cycling) routes in the main towns to enable walking for everyday trips. These are similar to the secondary walking routes in the Council's footway hierarchy (Table S3). However, they may also include new and upgraded footways and paths within, or linking to, new developments that are likely to generate a significant number of new walking trips. More details for these routes in Stratford and Southam are shown on the cycling network maps (Figures S26 and S27)
- Walking (and cycling) routes in rural areas and/or within open spaces across the county (**X**). These are primarily leisure routes and include a mix of canal towpaths, country park paths, greenways, footpaths and bridleways. Improvements to accommodate horse-riding will be considered where possible.

For potential schemes, that are not considered as 3rd party responsibility, next steps will include analysing relevant Safe and Active Travel Programme school site audits, carrying out walking audits and commissioning surveys and feasibility studies or concept designs. Walking audits will be based on the core design principles (Coherence, Directness, Safety, Comfort and Attractiveness) and use latest guidance and toolkits such as the 'Healthy Streets Design Check'.

Figure S21 also shows existing walking and cycling routes, canal towpaths and indicative alignments for all public rights of way (footpaths, bridleways, restricted byways and byways open to all traffic) For legal information on rights of way, the definitive map should be used.

Section 1 of this LCWIP provides an illustration of types of measures that will be considered as part of walking improvements. In addition to specific pedestrian infrastructure such as footways, crossings and waymarking, consideration will also be given to other measures such as the removal of barriers, lowering of speed limits, introduction of traffic calming and parking restrictions, reallocation of road space and the establishment of school streets, quiet lanes and low traffic neighbourhoods.

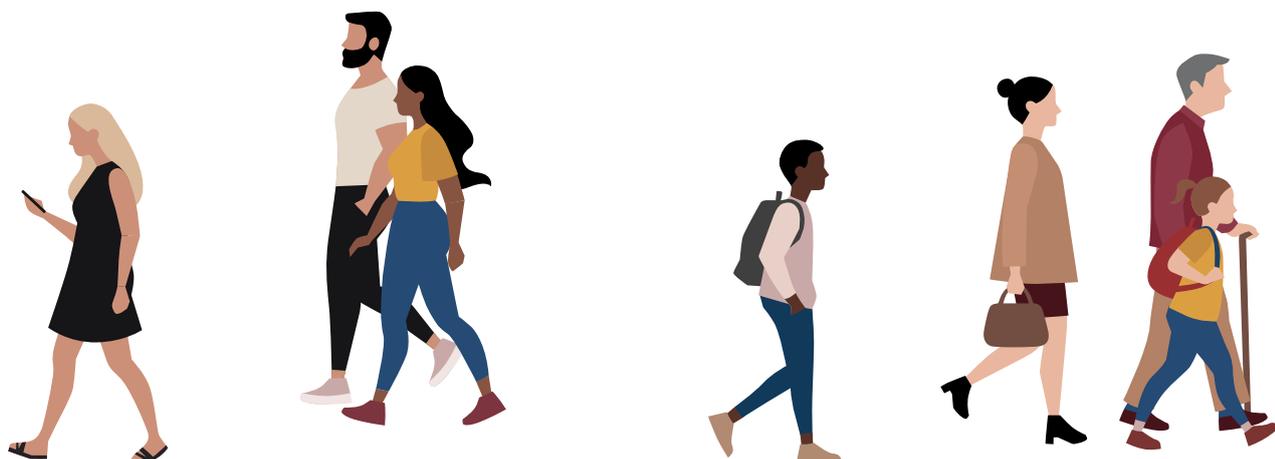


Table S6: Proposals for walking infrastructure in the District of Stratford-on-Avon

Ref	Scheme	Type
	Programmed schemes	
	B4632 Campden Road (Long Marston airfield - Meon Vale)	New footway/ cycle track adjacent to road
	Stratford-upon-Avon Canal (urban section)	Cycle track/ path on open space
	Stratford Greenway (Long Marston - Stratford)	Cycle track/ path on open space
	A3400 Shipston Road (Rosebird Centre)	New footway/ cycle track adjacent to road
	A422 Alcester Road - extension to Wildmoor	New footway/ cycle track adjacent to road
	Riverside project, Warwick Road phase	Cycle track/ path on open space and new bridge
	A423 Banbury Road/ Southam Rd (Southam to Ladbroke)	New footway/ cycle track adjacent to road
	Lias Line Phase 1, Offchurch - Long Itchington	Cycle track/ path on open space
	Potential schemes	
	Stratford-upon-Avon	(Please see Fig S26 for details)
Z11	Stratford town centre	Core walking zone
Z12	Canal quarter	Core walking zone
S03	Hamlet Way and Masons Road links (Canal Quarter)	Cycle track/ path on open space and new bridge
S04	Brunel Way/ Western Road/ Maybrook Road (Canal Qtr)	Cycle track/ path on open space and new bridge
S09	South Stratford - town centre (new River Avon footbridge)	Cycle track/ path on open space and new bridge
S12	Shottery Relief Road	New footway/ cycle track adjacent to road
S14	A4390/ B439 Evesham Road/ Broad Walk junction improvements	Upgraded footway/ cycle track adjacent to road plus crossings
S16	Path, Avonmeadow Close to Lucy's Mill Bridge	Cycle track/ path on open space
S17	Riverside project, southern section	Cycle track/ path on open space
S18	Long Marston Airfield connections (including to Stratford Greenway)	New footway/ cycle track adjacent to road, cycle track/ path on open space and on-carriageway cycle route
S19	Meon Vale Greenway	Cycle track/ path on open space

Ref	Alcester	Type
Ar02	Alcester disused railway path (Hertford Road - Adams Close)	Cycle track/ path on open space
Bidford-on-Avon		
Z13	B439 Tower Hill, Bidford	Core walking zone
Bd01	B439 Stratford Road (Bidford-on-Avon - Health Centre)	New footway/ cycle track adjacent to road
Henley-in-Arden		
Z15	A3400 Henley High Street	Core walking zone
Kineton		
Kn01	Southam Road/ Kineton Road (Kineton - Chadshunt - Gaydon)	Cycle track/ path on open space
Kn02	Admiral Cowan Way, The Willows, Kineton	Cycle track/ path on open space
Shipston-on-Stour		
Z10	A3400 Shipston High Street	Core walking zone
Southam		
		(Please see Fig S27 for details)
Sm05	A425 Leamington Road (Southam to Stoney Thorpe)	New footway/ cycle track adjacent to road
Sm06	B4451 Kineton Road (Leamington Road to Northfield Road)	New footway/ cycle track adjacent to road
Studley		
Z14	A435 Studley local centre	Core walking zone
Wellesbourne		
Z09	B4086 Warwick Road and Church Street	Core walking zone
We01	Wellesbourne A429 crossing points	New and upgraded footway/ cycle track adjacent to road plus crossings
Cross-county leisure routes		
X19	Lias Line, extension to Model Village	Cycle track/ path on open space
X20	Avon and Arrow Greenway	Cycle track/ path on open space
X21	Stratford to Bidford disused railway	Cycle track/ path on open space
X22	Stratford-upon-Avon Canal (Bishopton to Wilmcote)	Cycle track/ path on open space
X23	Stratford to Shipston Tramway	Cycle track/ path on open space
X24	Stratford to Kineton disused railway	Cycle track/ path on open space
X26	HS2 Link: Wormleighton to Ladbroke	Cycle track/ path on open space
X27	HS2 Link: Claydon and Lower Boddington to Wormleighton	Cycle track/ path on open space

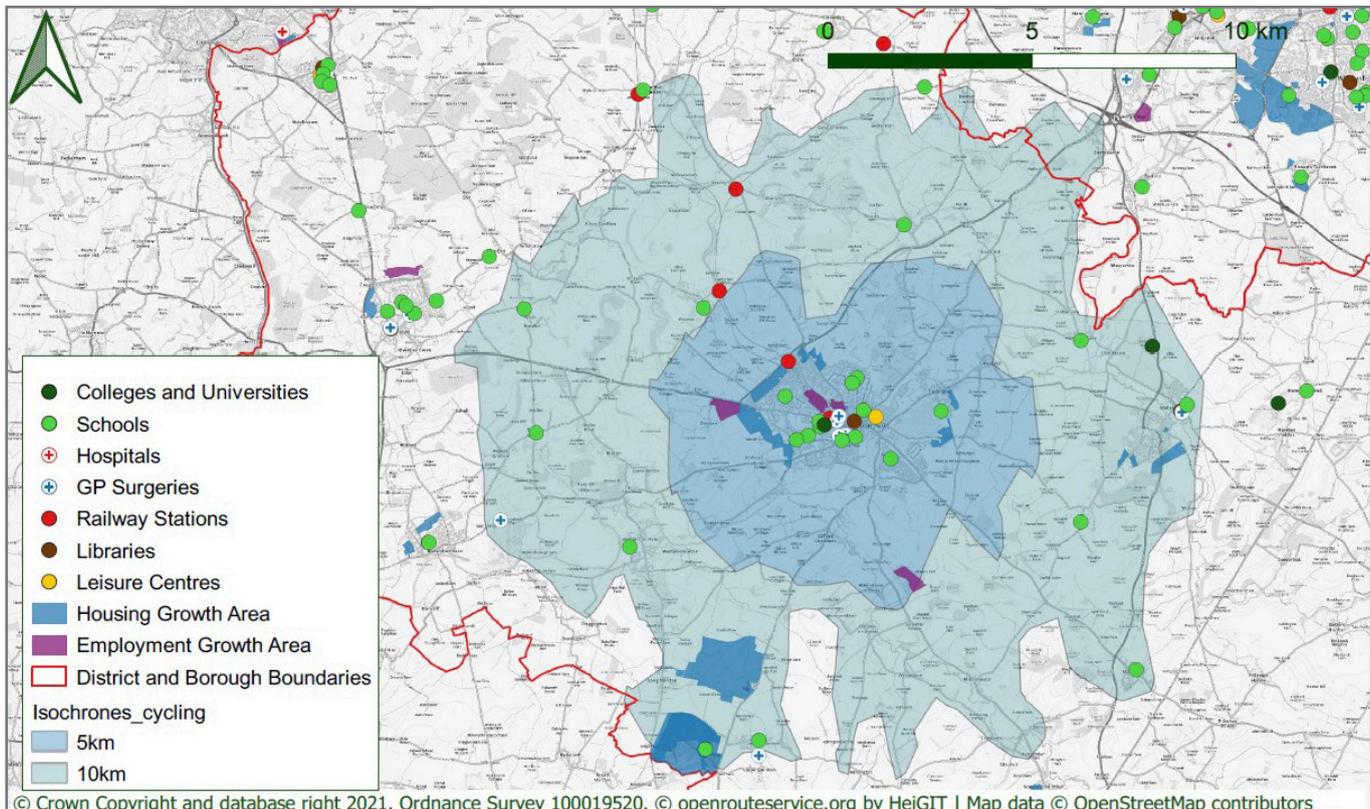


4. Stratford-upon-Avon Cycling Infrastructure Plan

Potential for cycling - cycling zones

Figure S22 shows areas within 5km and 10km cycling distance of the centre of Stratford-upon-Avon. (5km equates to about 3miles and about 20 minutes travel time at a leisurely cycling speed).

Figure S22: potential for cycling: 5km and 10km cycling zones around Stratford-upon-Avon



The map also shows key destinations, including sites identified for housing and employment growth, and existing journey attractors such as schools, health centres and railway stations and large employment sites. There are several locations within Stratford District where significant residential growth is planned including to the south of Stratford, at Meon Vale and Long Marston Airfield, where over 3,500 homes have been proposed. This is beyond the 5km zone but within 10km of most of Stratford's key destinations.

Stratford District currently has multiple minor employment sites in locations outside of the main towns. In addition, there are large employment sites at Gaydon and Lighthorne Heath, home to international car manufacturers Aston Martin and Jaguar Land Rover. Located approximately equidistant from both Leamington Spa and Stratford-upon-Avon, there is potential to improve cycling connections, although links to Leamington Spa are being prioritised due to the larger potential workforce.

Figures S13 to S20 demonstrate that smaller towns in Stratford District are 'walkable'. Short journeys of under 2km are also suitable for cycling, particularly for trips across the towns and access to the new housing and employment areas on the periphery of these towns.

Potential for cycling - travel demand (short trips)

In addition to mapping the potential cycling zones and key destinations within these, Warwickshire In addition to mapping the potential cycling zones in Stratford-upon-Avon and key destinations within these, Warwickshire County Council commissioned Phil Jones Associates (PJA) to investigate

potential for cycling by looking at corridors in the larger settlements and assessing the demand for short trips.

PJA used Mobile Network Data (MND) to identify current motorised vehicle trips under 5km. A move from motorised modes to active travel modes would translate into physical activity benefits and decongestion benefits, both valued by DfT's Transport Appraisal Guidance (TAG).

TEMPRO growth factors were applied to adjust the 2016 MND to reflect growth in travel demand up to 2020. Two key residential developments (within 5km of each town) were also added to the modelling. Trips were distributed onto the Highway Network (including paths) using a Geographic Information Service (GIS) software programme. A flow map (Figure S23) was then produced to illustrate the corridors where large numbers of short, motorised trips are currently being made, and helping to identify corridors with greatest potential for cycling.

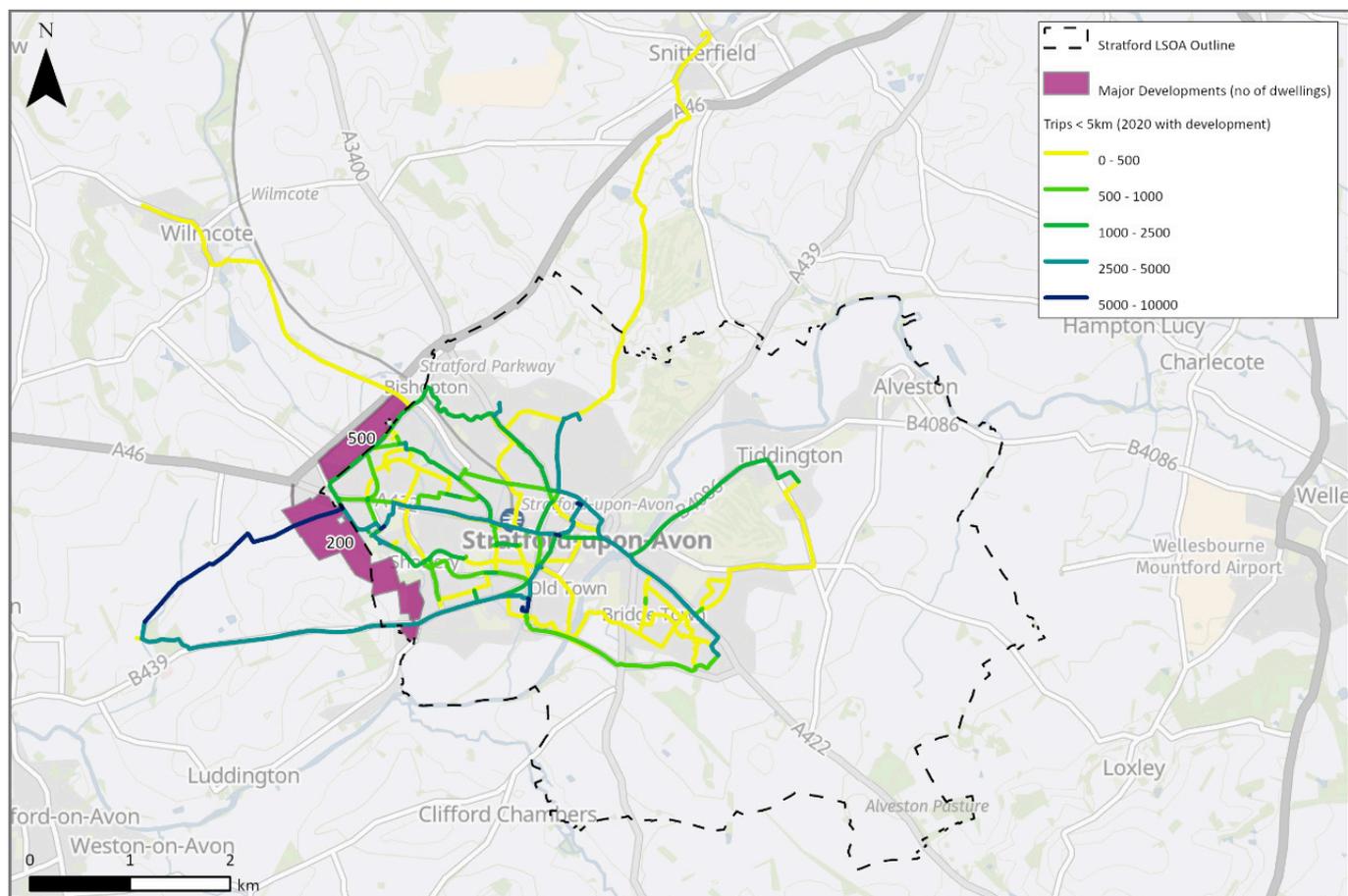
Trips shown on the flow maps are the motorised vehicle trips under 5km, factored to 2020, representing the average motorised vehicle trips over a 24 hour period (midweek).

Study areas were based on Lower Level Super Output Areas (LSOA) used by Census. The centroid of each LSOA is based on the centre of population rather than the geographical centre which was used for 5km and 10km zones.

The LSOA bounding the study area to the west covers a large area, from Bishopton through Binton to Ardens Grafton, and includes Stratford-upon-Avon Parkway station. This will explain why there appears to be a large demand for short trips along the A439 corridor towards Binton, whereas this demand is more likely to be related to the trip ends at Bishopton, Stratford upon Avon Parkway, and the residential dwellings around the A46 / A422 junction.

However, it does provide evidence of the need to focus on the River Avon crossing in the centre of Stratford, and A422 Alcester Road connections.

Figure S23: potential for cycling: short trips, Stratford-upon-Avon



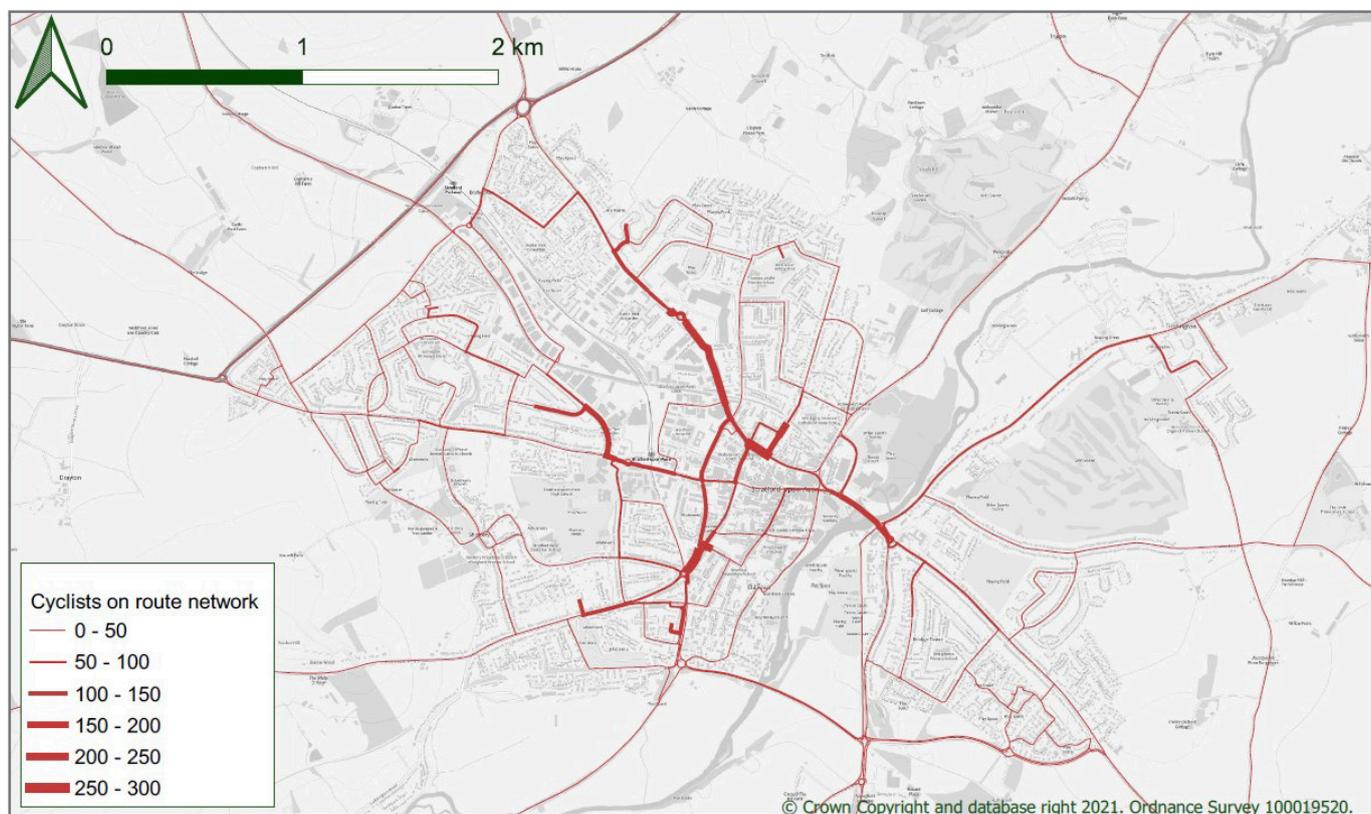
Potential for cycling - travel demand (propensity to cycle)

The Propensity to Cycle Tool (PCT) is a strategic planning tool developed by the Department for Transport. It is used to identify areas where cycling is currently common (based on 2011 Census travel to work data) and to consider where cycling has the greatest potential to grow, based on different scenarios, including the Government target to double cycling in a decade. At a local scale there is scope to consider commuter cycling along specific corridors and to cautiously estimate future cyclists on the route network for different future scenarios.

Due to lower population numbers and residential density in parts of Warwickshire, the PCT tool needs to be used with caution. However, the PCT maps, together with the cycling zone and PJA short trips flow map, can help to focus on those areas with greatest cycling potential.

Figure S24 is based on the Government Target (Equality) scenario to predict future cyclists on the local route networks in Stratford-upon-Avon.

Figure S24 propensity to cycle (LSOA Government Target Equality): Stratford-upon-Avon



Although the PCT data does not account for location of new developments, the PCT map does reinforce the other evidence and community feedback by demonstrating the importance of the River Avon crossing, the A422 Alcester Road and the A3400 Birmingham Road.



Proposals for cycling infrastructure

Previous sections have summarised the information gathered on collisions, barriers and cycling trip generators in Stratford-on-Avon District, together with feedback from local people. This information, together with route audits and local network reports by Sustrans and Phil Jones Associates, travel demand analysis by Phil Jones Associates and outputs from the propensity to cycle tool, has been combined with the previous Task and Finish schemes, to create a long list of potential schemes and to identify possible measures to provide coherent, direct, safe, comfortable and attractive cycle routes.

The evidence suggests that there is greatest potential for modal shift to cycling for short journeys in the main town of Stratford-upon-Avon. However, this does not preclude other cycling improvements from being progressed. In particular, Stratford's unique place as an international tourist destination offers many opportunities to develop easy to use and safe cycling infrastructure for visitors to access local attractions and accommodation. The long list of schemes therefore includes a number of long-distance cycling (and walking) routes, which could provide safe and attractive places for exercise and exploration.

Figures S25 to S27 show indicative cycling networks for the Stratford-on-Avon District area and key towns of Stratford-upon-Avon and Southam. These plans are indicative of how local cycling networks could develop in the next 10 years. Routes within towns have been selected to help enable more cycling for everyday trips and/or to link with new developments that are likely to generate a significant number of new cycling trips. A number of cycling (and walking) routes in rural areas have also been identified. These cross-county leisure routes include a mix of canal towpaths, country park paths, greenways, footpaths and bridleways. Improvements to accommodate horse-riding will be considered where possible.

The types of infrastructure, progress of schemes and pace of development will be subject to further prioritisation, modelling, feasibility, design work and consultation with local communities. Depending on scheme size, land ownership and availability of funding, walking and cycling projects may take 2-3 years from initial development, through to design and delivery.

Tables S6 to S9 list all the proposed schemes and indicate the types of infrastructure that could be introduced. These categories will help with initial cost estimates for schemes but are subject to further feasibility work. Section 1 of this LCWIP provides an illustration of types of measures that will be considered as part of cycling improvements. In addition to cycling-specific infrastructure such as cycle tracks and cycle lanes, consideration will also be given to other measures such as the removal of barriers, lowering of speed limits, introduction of traffic calming and parking restrictions, reallocation of road space and the establishment of school streets, quiet lanes and low traffic neighbourhoods. The design of cycling improvements will include assessments of lighting and speed limits, and investigate scope for waymarking, cycle parking and automatic cycle counters.

Tables S6 to S9 also show status of schemes, in terms of whether they already have dedicated funding and are programmed for delivery, or remain as potential opportunities. Proposed schemes include upgrades of existing facilities as well as new infrastructure.

For potential schemes, that are not considered as 3rd party responsibility, next steps will include analysing relevant Safe and Active Travel Programme school site audits, undertaking cycle reviews and commissioning surveys and feasibility studies or concept designs. Cycle reviews, feasibility and design work will be based on the core design principles (Coherence, Directness, Safety, Comfort and Attractiveness) and use latest guidance such as the LTN1/20. For potential schemes that are

considered as 3rd party responsibility, planning applications and partners' scheme designs will continue to be monitored, to ensure that they connect with the existing and proposed network, and meet local and national design standards. Section 3 of this LCWIP provides more detail on the prioritisation of schemes and possible timescales for delivery.

Table S7: Proposed cross-county leisure routes

Ref	Cross-county leisure routes	Type
	Programmed schemes	
	Lias Line Phase 1, Offchurch - Long Itchington	Cycle track/ path on open space
	Potential schemes	
X19	Lias Line, extension to Model Village	Cycle track/ path on open space
X20	Avon and Arrow Greenway	Cycle track/ path on open space
X21	Stratford to Bidford disused railway	Cycle track/ path on open space
X22	Stratford-upon-Avon Canal (Bishopton to Wilmcote)	Cycle track/ path on open space
X23	Stratford to Shipston Tramway	Cycle track/ path on open space
X24	Stratford to Kineton disused railway	Cycle track/ path on open space
X25	Deppers Bridge to Ladbroke	On carriageway cycle route
X26	HS2 Link: Wormleighton to Ladbroke	Cycle track/ path on open space and on-carriageway cycle route
X27	HS2 Link: Claydon and Lower Boddington to Wormleighton	Cycle track/ path on open space and on-carriageway cycle route



Figure S25: Indicative Cycle Network for the District of Stratford-on-Avon

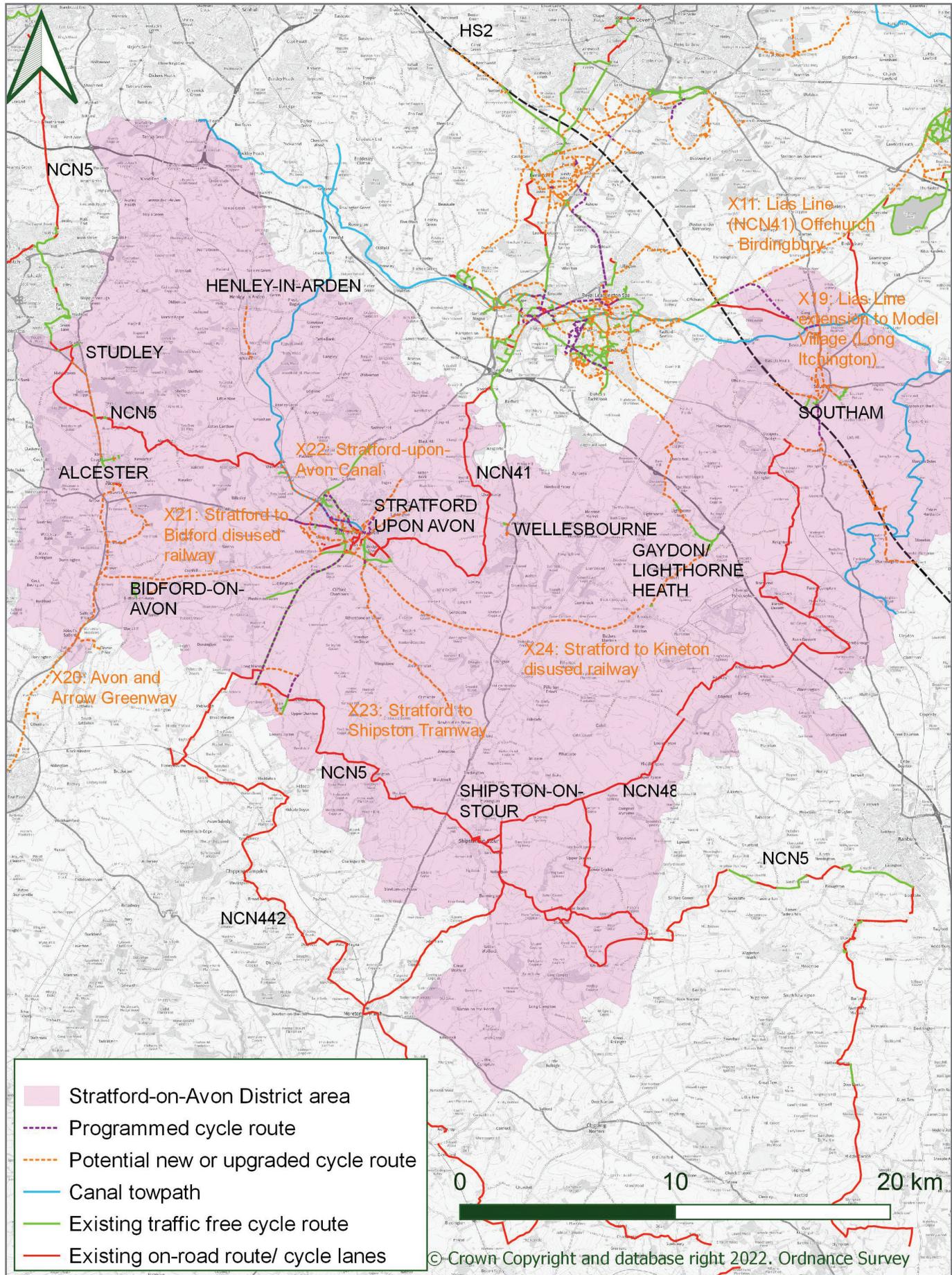


Figure S26: Indicative Cycle Network for Stratford-on-Avon

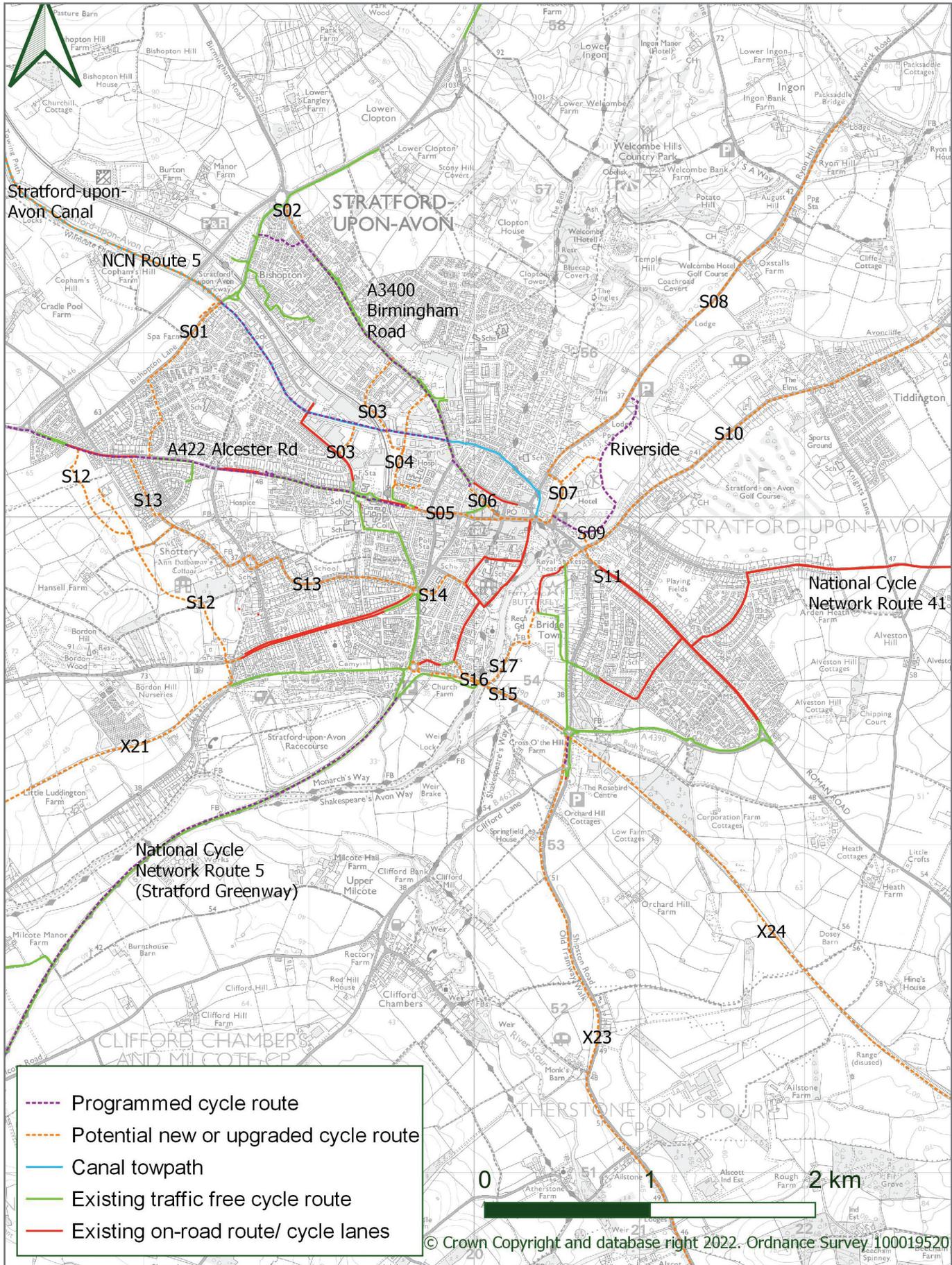


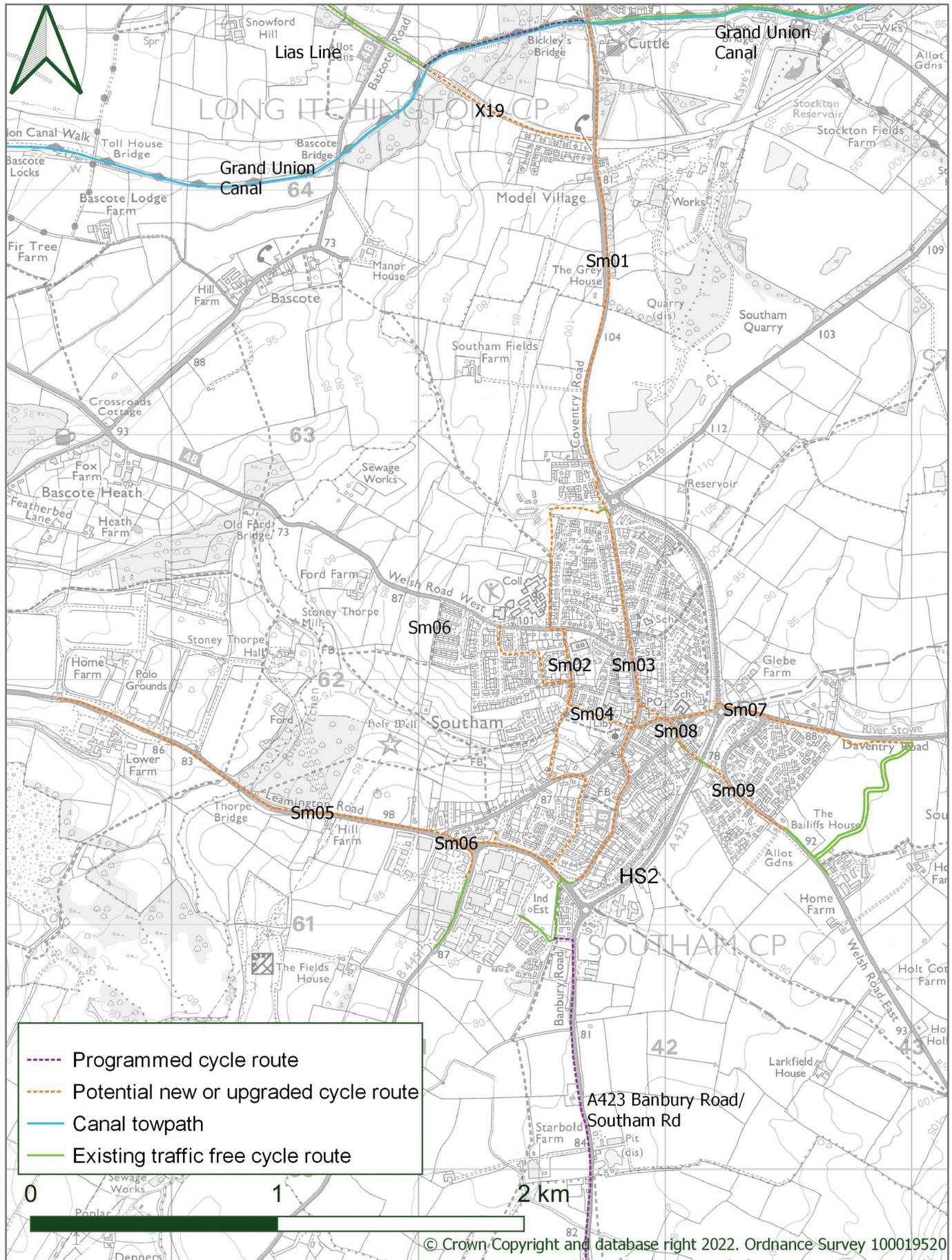
Table S8: Proposed cycle schemes in Stratford-upon-Avon

Ref	Stratford-upon-Avon	Type
	Programmed schemes	
	B4632 Campden Road (Long Marston airfield - Meon Vale)	New footway/ cycle track adjacent to road
	Stratford-upon-Avon Canal (urban section)	Cycle track/ path on open space
	Stratford Greenway (Long Marston - Stratford)	Cycle track/ path on open space
	A3400 Shipston Road (Rosebird Centre)	New footway/ cycle track adjacent to road
	A422 Alcester Road - extension to Wildmoor	New footway/ cycle track adjacent to road
	Riverside project, Warwick Road phase	Cycle track/ path on open space and new bridge
	A422 Alcester Rd (Railway Station - Hathaway Green)	Widened/ upgraded footway adjacent to road and on-carriageway cycle route
	A3400 Birmingham Road (town centre - Bishopton)	Widened/ upgraded footway adjacent to road and on-carriageway cycle route
	Potential schemes	
S01	Bishopton connections	Widened/ upgraded footway adjacent to road and on-carriageway cycle route
S02	A3400 Birmingham Road (Bishopton to A46)	Widened/ upgraded footway adjacent to road
S03	Hamlet Way and Masons Road links (Canal Quarter)	Cycle track/ path on open space and new bridge
S04	Brunel Way/ Western Road/ Maybrook Road (Canal Qtr)	Cycle track/ path on open space and new bridge
S05	A422 Alcester Road/ Greenhill Street (town centre)	Widened/ upgraded footway adjacent to road
S06	Town centre links	On-carriageway cycle route plus crossings
S07	A3400 Bridgeway: Stratford Leisure Centre cycle access	Widened/ upgraded footway adjacent to road
S08	A429 Warwick Road (Stratford - Ryon Hill)	Widened/ upgraded footway adjacent to road
S09	South Stratford - town centre (new River Avon footbridge)	Cycle track/ path on open space and new bridge
S10	B4086 Tiddington Road (Stratford - Tiddington)	Widened/ upgraded footway adjacent to road and on-carriageway cycle route
S11	A422 Banbury Road	On-carriageway cycle route
S12	Shottery Relief Road	New footway/ cycle track adjacent to road

Ref	Stratford-upon-Avon	Type
	Potential schemes	
S13	Shottery - town centre	Widened/ upgraded footway adjacent to road, on-carriageway cycle route and crossings
S14	A4390/ B439 Evesham Road/ Broad Walk junction improvements	Upgraded footway/ cycle track adjacent to road plus crossings
S15	A4390 Seven Meadows Road, Stratford	On-carriageway cycle route
S16	Path, Avonmeadow Close to Lucy's Mill Bridge	Cycle track/ path on open space
S17	Riverside project, southern section	Cycle track/ path on open space
S18	Long Marston Airfield connections (including to Stratford Greenway)	New footway/ cycle track adjacent to road, cycle track/ path on open space and on-carriageway cycle route
S19	Meon Vale Greenway	Cycle track/ path on open space



Figure S27: Indicative Cycle Network for Southam



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Table S9: Proposed cycle schemes in Southam

Ref	Southam	Type
	Programmed schemes	
	A423 Banbury Road/ Southam Rd (Southam to Ladbroke)	New footway/ cycle track adjacent to road
	Potential schemes	
Sm01	A423 Southam Road (Long Itchington - Southam)	Widened/ upgraded footway adjacent to road
Sm02	Southam North-South route (western side)	Widened/ upgraded footway adjacent to road, cycle track/ path on open space and on-carriageway cycle route
Sm03	Southam North-South route (old main road)	Widened/ upgraded footway adjacent to road and on-carriageway cycle route
Sm04	Southam West Route (College to High Street)	Widened/ upgraded footway adjacent to road, cycle track/ path on open space and on-carriageway cycle route
Sm05	A425 Leamington Road (Southam to Stoney Thorpe)	New footway/ cycle track adjacent to road
Sm06	B4451 Kineton Road (Leamington Road to Northfield Road)	New footway/ cycle track adjacent to road
Sm07	A425 Daventry Road (between bypass and Spitfire Road)	Widened/ upgraded footway adjacent to road plus crossings
Sm08	Southam East Route (Pound Way to High Street)	Cycle track/ path on open space and on-carriageway cycle route
Sm09	Welsh Road East (between bypass and Spitfire Road)	Upgraded footway/ cycle track adjacent to road plus crossings

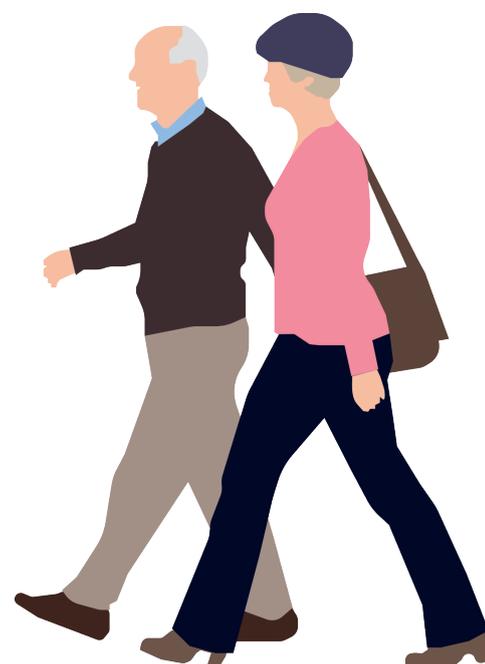


Table S10: Proposed cycle schemes in other towns

Ref	Potential schemes	Type
Alcester		
Ar01	A435 Studley - Coughton - Alcester	Widened/ upgraded footway adjacent to road
Ar02	Alcester disused railway path (Hertford Road - Adams Close)	Cycle track/ path on open space
Bidford-on-Avon		
Bd01	B439 Stratford Road (Bidford-on-Avon - Health Centre)	New footway/ cycle track adjacent to road
Henley-in-Arden		
H01	A3400 Henley-in-Arden - Wootton Wawen	Widened/ upgraded footway adjacent to road
Kineton		
Kn01	Southam Road/ Kineton Road (Kineton - Chadshunt - Gaydon)	Cycle track/ path on open space
Kn02	Admiral Cowan Way, The Willows, Kineton	Cycle track/ path on open space
Wellesbourne		
We01	Wellesbourne A429 crossing points	New and upgraded footway/ cycle track adjacent to road plus crossings

