

Recognised Promoted Routes – “The List” valid to 31 March 2012

This replaces the previous Appendix VII in the Warwickshire County Council Countryside Access and Rights of Way Improvement Plan (CAROWIP) 2006-2016 and will form an Appendix to the Rights of Way and Recreational Highway Strategy from 1 April 2011.

A promoted route is one which has a leaflet, guide book or website describing the route in sufficient detail that a member of the public could follow it with reasonable ease. It may or may not have its own design of waymarker which is used in addition to the standard Public Footpath, Public Bridleway, Restricted Byway and Byway Open to All Traffic waymarkers.

The routes range from local routes of just a few miles to national or regional routes where only a short section passes through the County. A significant number of these routes have been developed over the years. Many of these are no longer current or relevant and the group or individual who ‘designed’ it is, in many cases, no longer maintaining the information (or the promotional waymarking where it exists).

The purpose of this list is to record those routes which have the support of the WCC Rights of Way Team and to record those routes which are permitted to use authorised promotional waymarkers.

In addition, WCC Policy makes reference to The list in some of its actions and policies, including, for example, inspection timescales.



Promoted routes will always display standard waymarkers where they follow public rights of way, but they may also follow roads or permissive paths where you will only see the promotional waymarkers.

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Part 1 - Promoted Route Guidelines

Factors to be considered when deciding whether to recognise and support a route and whether to permit promotional discs on routes.

Regional importance	Routes which continue outside the County or routes which are significant enough to attract visitors to the County will be considered favourably.
Permanence	Routes must be expected to last (i.e. to be actively inspected and promoted) for a minimum of 5 years.
Length of route	Routes shorter than 3 miles will not normally be permitted to have promotional discs, and should be described in leaflets instead.
Responsibility	There must be a specific group or organisation prepared to take responsibility for inspections and publicity material.
Public access	The route must be available for all members of the public to use. The following are not acceptable; <ul style="list-style-type: none">▪ where payment is required to use part of the route, or▪ where use is restricted to certain groups e.g. parishioners.
Additional factors	The following will be considered favourably; <ul style="list-style-type: none">▪ economic benefit to the area,▪ heritage, scenic or ecological interest,▪ routes benefitting the local community as well as visitors, or▪ circular routes of between 3 and 5 miles.
Publicity material	Must be; <ul style="list-style-type: none">▪ clear to read,▪ easily available, and▪ kept up to date.
Route alignment	The route must be checked by WCC Rights of Way Team for legal status and issues and agreed in advance. Where promoted routes use permissive paths, agreement from the landowner should be made available in writing and should confirm that permission is granted for a minimum of five years.

Part 2 - Routes recognised and supported by WCC Rights of Way Team

Route	Responsible organisation	Distance in Warks (Distance overall)
Category 1* – regionally important routes - promotional discs permitted and routes shown on OS maps		
A Coventry Way (main route)	A Coventry Way Association	40 miles
Arden Way	Heart of England Way Association	26 miles
Heart of England Way	Heart of England Way Association	64 miles (100 miles)
Macmillan Way	Macmillan Way Association	9 miles (290 miles)
Monarch's Way	Monarch's Way Association	27 miles (615 miles)
Shakespeare's Avon Way	Shakespeare's Avon Way Association	51 miles (88 miles)
Shakespeare's Way	Shakespeare's Way Association	22 miles (146 miles)
Battlefields Trail (<i>non-standard waymarking</i>)	Battlefields Trust	9 ½ miles (20 miles)
Category 1 – routes with promotional discs to current standards		
Harry Green Way	Southam Ramblers	21 miles
Millenium Way	41 Club	49 miles (100 miles)
North Arden Heritage Trail	North Warwickshire Borough Council	25 miles
North Arden Heritage Trail Parish Loops	North Warwickshire Borough Council	12 loops, total 44 miles
Category 2 – routes which do not have promotional discs		
A Coventry Way (circular walks)	A Coventry Way Association	21 walks, total 161 ½ m
Countryside for All	WCC	12 walks, total 19 ½ m
Kenilworth Castle Millennium Trail	WCC	1 ½ miles
Category 3 - routes in preparation		
Avon River Walk	WCC	
Step into the Cotswolds – Brailles	Cotswolds AONB	
Step into the Cotswolds – Cherington	Cotswolds AONB	
Step into the Cotswolds – Whichford	Cotswolds AONB	

Part 3 – Routes currently under review by WCC Rights of Way Team

Category 4 – Under review		
Centenary Way (main trail)	not managed, publicity material incorrect/outdated	WCC
Centenary Way (circular walks)	not managed, publicity material incorrect/outdated	WCC
Avon Valley Circular Walk - Milcote & Stratford	leaflets require review	WCC & others
d'Arcy Dalton Way	no publicity material available	Oxfordshire CC ??
Ilmington Apple Walk, (currently stickered)	non-standard waymarking	Ilmington School ?
Joseph Arch Trail	non-standard waymarking	Wellesbourne Parish Council
Quarryman's Walk (leaflet version)	non-standard waymarking	NWBC
Train and Trek	non-standard waymarking	WCC
Southam Holy Well Walk	non-standard waymarking	Southam Town Council

Part 4 – Other routes (not officially recognised by WCC)

Cycle routes which may use public rights of way	
There are a number of routes which are publicised. Details can be found on http://www.warwickshire.gov.uk/cycling	
Routes negotiated with landowners with no involvement by WCC, and where promotional discs may be seen	
Grand Union Canal Walk (towpath)	(Ufton PC)
Oxford Canal Walk (towpath)	(Fenny Compton P3)
TROT routes	Toll Roads (Off Road) Trust
Jim Page Memorial footpath and Roger Peel Millenium Footpath	Shotteswell Parish Council
Your Green Track (NBBC permissive in large part)	NBBC
Obsolete routes –promotional discs can be removed	
Long Compton Dragonfly Walk	replaced by 'Walks from Long Compton'
Blue Lias Rings	no longer current
North Warwickshire Borough Council Walks Leaflets	not maintained
The Graftons Way 2000	no information available