

# Evesham Local Walking and Cycling Infrastructure Plan



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## Executive Summary

The Government’s 2020 ‘Gear Change’ plan has the headline objective of making cycling and walking the natural choices for half of all shorter journeys by 2030, and significantly, for the first time commits to the long-term funding of active travel infrastructure.

The Government plan recognises that many benefits derive from increased uptake of active travel, citing:

- increased mobility for the least affluent households
- congestion reduction
- reduced costs for the NHS
- reduced levels of air pollution
- increased retail sales
- freed-up car parking space becoming available for development

Many trips in Evesham are short, single-occupancy car trips. This, combined with Evesham’s relatively compact and flat geography means that improved walking and cycling infrastructure will give people the choice to swap a significant proportion of those local trips to active travel, helping to reduce congestion at the same time as delivering against the Gear Change plan and delivering the many cited benefits.

The county’s corporate plan “Shaping Worcestershire’s Future”, has four key priorities. These are set out below, together with a brief rationale on how the network proposed in this Local Cycling and Walking Infrastructure Plan (LCWIP) supports the plan’s ambitions:

Priority	Motivation	Outputs
Open for Business	Reduced journey times and the creation of high-quality town centres	Opportunities for living, working and recreation are central elements of the ‘open for business’ vision. Enhanced active travel options deliver against both.
Supporting Children and Families	To see children and young people live happy, health, independent lives	Increased physical activity amongst children and young people enabled by the proposed network
Protecting the Environment	Opportunities to enhance travel choice including walking and cycling routes	Enhancing active lifestyles and will see access to Evesham’s riverside greatly enhanced.
Promoting Health and Well-being	Inactivity is a major cause of ill health throughout life. Continue to support the “Worcestershire Works Well” initiative	An increase in the uptake of active travel, enabled by the proposed network. Supports businesses to improve the health and well-being of their employees

Worcestershire's 'Health and Wellbeing Strategy' identifies three priorities for action:

- good mental health and well-being throughout life
- being active at every age
- reducing harm from alcohol at all ages.

Increased uptake of active travel can easily be seen to deliver against the first two priorities, but as the health strategy states, mental ill health is strongly associated with alcohol misuse, so with the accepted link between physical and mental health, there is a case to make that the network proposed in this LCWIP could help to deliver against all three of the health strategy priorities.

Worcestershire's Local Transport Plan (LTP4) includes a "walking and cycling network for Evesham", as well as an 'Evesham Transport Strategy'. The transport strategy aims to address the town's congestion and to improve access for all. It also makes expressly clear that there is no single, simple solution to the congestion, but rather that a package of measures is needed.

In 2018, the economic benefits that could be derived from a cycling network in Evesham were assessed to range between a net present value of £430K (smallest network delivered/ lowest uptake) and £1.4M (larger network delivered/ moderate uptake). For several reasons, including the scale of this LCWIP's proposed network being significantly more ambitious than the network envisaged in that assessment, an update today could see the benefit-range significantly rise, but it does indicate a robust financial justification for the investment in a network. (see Appendix F for more detail on the assessment and on the reasons an update might return higher benefit estimates.)

With a bridge for people walking and cycling proposed over the River Avon, linking Hampton to the town centre, together with a significant network of riverside paths to link to and from that bridge, the proposed active travel network represents an opportunity to enhance people's enjoyment of Evesham's riverside, opening it up for leisure and recreation as well as for utility. Recent investment in a new river bridge and paths for walking and cycling in Worcester has been hugely popular and a similar 'riverside renaissance' is in prospect for Evesham.

The Government's Gear Change plan acknowledges that significant work is needed in the nation's conurbations to deliver the meaningful travel choice that is needed. 'Adoption' and then implementation of the proposals in this Local Cycling and Walking Infrastructure Plan will represent a step forward for the transport infrastructure of Evesham and a huge step towards meeting the Gear Change ambition.

# 1. Introduction

- 1.1 There are a number of causes of the congestion that affects Evesham. The continued growth in traffic seen over the decades nationally transposes itself onto the town. Local factors include: Evesham is a market town that draws people in from a wide, rural hinterland; its historic road network is constrained; the town centre is enclosed within the River Avon and the Cotswold railway line with limited opportunities to cross those two 'barriers', and; it currently has a very little active travel infrastructure. There is a significant 'overlap' between what causes, or at least contributes to the congestion, and the low uptake of active travel. The limited extant network is an obvious overlap, but the limited river/ rail crossings (which focus traffic onto one key corridor) and the constrained road network both also act to suppress active travel.
- 1.2 The Evesham Active Travel Network (outlined within Worcestershire's Local Transport Plan, fourth edition: LTP4) is a key component of the Evesham Transport Strategy (also outlined in the LTP4). The LTP4 makes the strategic case for the active travel network and for the transport strategy. The aim of the network is to provide the infrastructure that will give people the option to convert short, single occupancy car trips to active travel trips, so there is a very big overlap between the benefits that can be derived from the active travel network and the objectives of the Evesham Transport Strategy. This Local Cycling and Walking Infrastructure Plan (LCWIP) proposes the measures needed to deliver the Evesham Active Travel Network. Plans of the network proposed by this LCWIP can be found in Appendix A.
- 1.3 In October 2016 Sustrans published its proposal for a 'Strategic Urban Cycling Network' for Evesham. Commissioned by the Worcestershire Local Enterprise Partnership, via the Department for Transport's 'Sustainable Transport Delivery Excellence Project', the brief for Sustrans was as follows:
- The Vale of Evesham is a nationally significant centre for agri-business and horticulture, as identified in Worcestershire's Growth Deal with Government. In particular, the Vale Business Park is earmarked for major expansion, however, the site is currently almost exclusively accessible by car. Critical to the future development and growth of this area is the efficient operation of the transport network.
  - Evesham town centre and the A46 Bypass is currently subject to severe congestion and gridlock at peak times. Highways England are currently exploring the potential to increase capacity on the A46 corridor, whilst the attractive, historic town centre is a highly constrained environment that precludes increasing highway capacity to improve access.
  - The provision of a comprehensive, integrated walking and cycling network, linking all major trip generators (new and existing residential areas) with trip attractors (including health, employment, leisure, education, retail and transport interchanges) will significantly enhance travel choice and release much needed capacity to support economic activity and growth.
  - The provision of technical support is requested to identify and develop a phased investment strategy for a strategic walking and cycling network for Evesham. This will

support and enhance travel choice and release much needed transport capacity to support sustainable growth.

- 1.4 In the time since the commission, assessment of what can be done to improve the A46 has transitioned to a whole-corridor major study. Led by Midlands Connect, the study is currently focusing on what can be done to improve the Evesham stretch of this part of the nation's strategic road network. Other than that, the brief set out for Sustrans holds true for today. With that in mind, Sustrans' proposed network forms a great foundation for this LCWIP. Adhering to the brief, Sustrans' proposed network focuses on access in the town centre and linkages to the Vale Business Park and to The Valley retail park. This LCWIP keeps all those elements and adds links throughout the rest of the town.
- 1.5 Worcestershire County Council (WCC) has consulted with Sustrans and a representative of the local cycling advocacy group 'Cycle Evesham Vale': both support of the network proposed in this LCWIP.
- 1.6 Evesham Town Council's 'Evesham Town Plan', based on an extensive public consultation exercise, has these three top priorities for active travel:
  - New footbridge and cycle crossing points over the river
  - A network of well signed cycle routes and footpaths
  - Provide a safer environment for pedestrians, particularly by-pass [A46 trunk road] crossings
- 1.7 From the outset, the Evesham Transport Stakeholder group was set up to support the development and delivery of the Evesham Transport Strategy. This group, which has elected members from the County, District and Town Councils, as well as members representing local businesses, the Ramblers, Cycle Evesham Vale and the Vale of Evesham Civic Society, has also approved the network proposed in this LCWIP.
- 1.8 The subsequently designed network, presented in this LCWIP, has already been scrutinised by key stakeholders and will in turn be opened to a public engagement exercise.

## **2. What is a Local Walking Cycling Infrastructure Plan (LCWIP)?**

- 2.1 Local Cycling Walking Infrastructure Plans are a new strategic approach as set out by the Government. They initially recognised LCWIP's in their Cycling and Walking Investment Plan (CWIP), published in 2017 and more recently championed development in the recently published Gear Change Plan (July 2020) alongside the newly introduced LTN1/20 design guidance.

The objective of the LCWIP is for local authorities to set out a long-term strategic approach to the delivery of walking and cycling infrastructure across an area. Furthermore, development of an LCWIP will support critical funding bids to deliver transformative schemes outlined within the LCWIP.

**Evesham’s LCWIP will act as an evidence base for improvement of existing, and the development of a future walking and cycling network across Evesham by:**

Indicating a prioritised walking and cycling network for Evesham
Setting out short, medium and long-term priorities
Ensuring that consideration is given to cycling and walking with local planning and transport policies

**Evesham’s LCWIP aims to achieve the following key outputs:**

A definitive walking and cycling network plan identifying preferred routes
A prioritised programme of infrastructure improvements
A report setting out the narrative behind the prioritisation of routes

### 3. National Context

3.1 On 27 July 2020 the Government published its long-term cycling and walking plan for England, known as “Gear Change”.  
[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/904146/gear-change-a-bold-vision-for-cycling-and-walking.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/904146/gear-change-a-bold-vision-for-cycling-and-walking.pdf)

3.2 The plan describes the vision to make England a great walking and cycling nation. It sets out the actions required, at all levels of Government, to make this a reality, grouped under four themes:

<b>Better streets for cycling and people</b>	<b>Cycling and walking at the heart of decision-making</b>
<b>Empowering and encouraging local authorities</b>	<b>Enabling people to cycle and protecting them when they do</b>

3.3 The Government’s ambition is that cycling, or walking will be the natural first choice for many journeys with half of all journeys in towns and cities being cycled or walked by 2030. To achieve this ambition, the Government states that: “We want, and will fund, cities and towns across the UK to install first hundreds, then thousands of miles of main road cycle



tracks". Accordingly, the plan includes the creation of a long-term, ring-fenced cycling and walking programme and budget, similar to the roads programme and budget.

- 3.4 'Gear Change' is a significant update and enhancement of the Government's previous plan, the national Cycling and Walking Investment Strategy, published in April 2017.
- 3.5 Traffic survey evidence suggests that many of the journeys in Evesham currently being made by car are extremely short (within the town) which is exacerbated by a lack of active travel infrastructure to provide travel choice. By proposing a network throughout the town, and one that for the first time will properly provide that travel choice, this Evesham LCWIP aligns with the ambition of the Government's Gear Change plan.

## 4. Local Context

- 4.1 The LTP4 includes an 'Evesham Transport Strategy'. This transport strategy, which has seen some measures already implemented and with more being developed, aims to address the town's congestion and to improve access for all. The strategy recognises that there is no single, simple solution to the congestion, but rather that a package of measures is needed. Creating the infrastructure that gives people a credible walking or cycling choice for shorter trips is one of those measures.
- 4.2 In October 2016 Sustrans published a proposal for a Strategic Urban Cycling Network for Evesham (mentioned in Section 1.3). The Sustrans study assessed the barriers and enablers to increasing cycling rates in Evesham, identified and mapped a recommended cycling network and made recommendations for priority interventions. Acknowledging the great foundation that the Sustrans work provides, this LCWIP adopts the core of Sustrans' recommendations and adds further detail and further elements.
- 4.3 To establish the economic case, WCC commissioned WSP to assess the benefits that could be derived from a cycling network in Evesham. Concluded in early 2018, this assessment found the benefits to range between a net present value of £430K (smallest network delivered/ lowest uptake) and £1.4M (larger network delivered/ moderate uptake). This work was undertaken on the Sustrans network and not the wider network proposed in this document
- 4.4 Quite aside from what funding might be available from central Government, to be successful any LCWIP must reflect the Local Plan and development proposals to ensure that development plays a role in either delivering, or contributing towards, improved and new walking and cycling infrastructure. To this end the Evesham LCWIP is aligned with the local plan for the area: The South Worcestershire Development Plan.
- 4.5 At its heart, this LCWIP sets out an ambitious plan to create a network of walking and cycling routes that link throughout Evesham, with the principal intent that this network will give people the option to 'actively travel' to work, school, for shopping and for other daily journeys. But the proposed network will also enable people to participate in walking and cycling for recreation and for leisure. The proposed network centres around a new walking

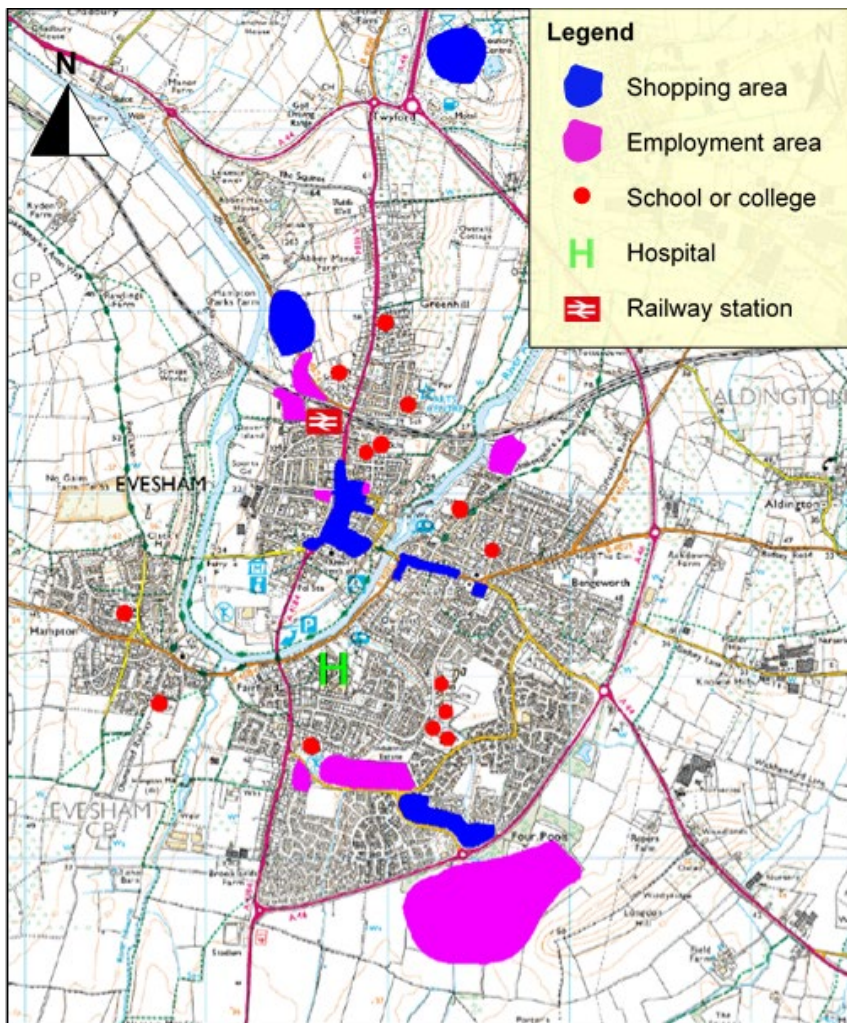


and cycling bridge that is to be built at Hampton over the River Avon, with a network of linking riverside paths.

- 4.6 The proposal for Hampton Bridge will operate in much the same way that Worcester's 'Connect 2' project, delivered in partnership by WCC, Worcester City Council and Sustrans, featured a new bridge over the River Severn at Diglis and a number of riverside and other linking paths radiating out from that bridge. That scheme, which has been cited by the [Department for Transport as a case study](#), has been phenomenally successful, leading to a 'riverside renaissance' that has seen the importance of Worcester's riverside grow and grow. As well as delivering routes for 'every-day' active travel (commuting, travel to school and trips to the town centre), it also created a wonderful space for people to enjoy the riverside environment, and in turn local businesses have thrived. The network proposed in this LCWIP will deliver the same benefits for Evesham.
- 4.7 In addition to the strategic case and the economic case both being sound for this LCWIP (as described above), so too are the commercial and management cases. Worcestershire County Council teams are experienced at delivering active travel networks and will lead on the delivery of the schemes proposed in Evesham.
- 4.8 The financial case is sound too. Significant funding is already in place for certain elements of the proposed network, and the delivery of the two cited examples, and other, more sizeable schemes such as the Southern Link Road major scheme (which includes an improved active travel corridor parallel to the road scheme and four new grade-separated crossings), shows that WCC is very well versed at breaking large schemes down into component parts and then delivering those parts as separate entities, simplifying delivery at the same time as compartmentalising, and thus minimising, financial risk.
- 4.9 As sections 3.10 to 3.13 show, the LCWIP aligns perfectly with the ambitions of the corporate plan.
- 4.10 In addition, active travel incorporates physical activity into people's daily lives, without the need to visit a gym or otherwise find the time for 'exercise', so increased uptake can easily be seen to deliver against the first two priorities listed above.

## 5. Evesham

- 5.1 The market town of Evesham, set within the Vale of Evesham, has a population of approximately 23,400 (from the 2011 Census). Demand to cycle in Worcestershire is currently low, but gradually increasing. Census 2011 shows that approximately 2% of all journeys to work in Worcestershire were made by bicycle and 2.6% in Evesham (2.6%).
- 5.2 The town benefits from a wide range of services, including education, health (including a hospital), leisure and retail. The town centre hosts the greatest concentration of retail provision, but there are further significant areas centred around; Worcester Road, to the north-west of Evesham; The Valley centre, to the north, and The Link, to the south. Areas of employment are equally spread around Evesham, with the biggest growth area to the south of the town in Vale Park.
- 5.3 Add to all of this the college and the schools, are situated to the north of the town centre.



- 5.4 Figure 1 does not attempt to show every trip attractor, but it does point toward the 'spread' of trip destinations across the town.
- 5.5 A majority of Evesham's working-age population (54%) work in the town itself, suggesting that Evesham is a relatively self-contained settlement. Approximately 30% of Evesham's residents work outside of the Wychavon district, with top destinations for this segment being Stratford-upon-Avon, the Cotswolds, Tewkesbury and Worcester. Approximately 4700 people commute into Evesham for work.
- 5.6 Evesham is relatively well connected to the 'transport network':
- It benefits from direct railway services to Oxford, London and Worcester.
  - The A46 trunk road links the town to Tewkesbury and the M5 to the south-west and to Warwick and the M40 to the north-east.
  - The A44 connects Evesham to Oxford, via the Cotswolds and to Worcester and the M5, via Pershore.
  - It is served by bus services from Cheltenham and Worcester.
- 5.7 Congestion is experienced on certain roads within the town and on the A46 trunk road, whilst congestion in Port Street, hand-in-hand with the sum-total of traffic that passes along that corridor, had lowered air quality such that Port Street was designated an Air Quality

Management Area. A sustained downward trend in pollution levels enabled the management area order to be revoked in April 2018.

- 5.8 The adopted South Worcestershire Development Plan (SWDP) has allocated significant growth for Evesham, earmarking space for 1450 new houses and 34ha of employment development within the town (and its outskirts). Some of this allocated development has been or is in delivery. Those sites which have not been delivered are proposed as 're-allocation' within the revised SWDP. New allocations proposed in the review is lower than the current plan, in part because the traffic congestion within Evesham curtails the town's capacity for further growth.

## 6. The existing Walking and Cycling Network

- 6.1 There is very little cycling infrastructure in place in Evesham, as can be seen in Figure 5, Appendix B. Developments and road schemes have been taken as opportunities to create infrastructure in recent years, but much more is needed to grow these first 'green shoots' of a network into something that joins up and serves the whole town. This LCWIP seeks to address this by proposing such a network.
- 6.2 National Cycle Network (NCN) routes 41 and 442 are proposed to pass through Evesham. Both routes come together outside of the town, so they would pass through Evesham single alignment and signed as the single route through Evesham would be signed as NCN 41 which is a long-distance route that, when complete, will connect
- Bristol
  - Gloucester
  - Stratford-upon-Avon
  - Rugby

NCN 442 is a regional route that aims to connect Oxford to Worcester.

Both routes are largely in place, but a safe crossing of the A46 trunk road on the outskirts of Evesham is needed before the routes can be completed. Figure 6 in Appendix C shows the two NCN routes (N.B. this map is slightly out of date in that recent works have seen NCN 41 extended into the town from the south, but the A46 remains the barrier that needs to be overcome before the NCN can be completed).

- 6.3 As well as being a gap that prevents two important NCN routes from being completed, the lack of a safe crossing of the A46 is significant locally. The agricultural businesses to the east of Evesham employ large numbers of seasonal workers. A safe crossing of the A46 would allow those workers to access services in Evesham. A crossing of the A46 would also enable people in the villages and hamlets to the east of Evesham to safely cycle to and from Evesham and, for all of the residents of Evesham, it would open-up the wonderful countryside around the town for leisure cycling. For all these reasons a safe crossing of the A46 was a key feature of the expression of interest WCC lodged with the Local Pinch Point Fund and it features in the network proposed by this LCWIP. The Local Pinch Point funding was subsumed by government into the Levelling Up Fund. This crossing point has been included in the application to Government for Levelling Up Fund.

- 6.4 The larger part of the town centre has been subject to a rolling programme of public realm enhancements. High Street and Vine Street, the most recent scheme, saw complete reshaping and rebuilding of the footways, along with the installation of high-quality street furniture, and the creation of a purpose-designed street-market space, optimised bus 'station' and taxi rank. Bridge Street, which was improved before High Street and Vine Street, saw a 'shared-space' approach delivered to a time-restricted pedestrian area and Port Street will see the reach of the town-centre high quality 'pedestrian treatments' extended to the eastern side of the River Avon, to 'knit' the two shopping areas together.
- 6.5 High Street, Vine Street, Bridge Street and Port Street can be considered to constitute the 'town centre' and, with Port Street improvements in the offing, it is the case that the most significant draw in Evesham for pedestrian traffic has been, or is about to be, brought up to a high standard. Figure 7 in Appendix D shows the locations of these streets.

## 7. Key Challenges and Opportunities

- 7.1 As indicated in the previous section, there is very little dedicated cycling infrastructure in Evesham. To address this, and to create a network that gives people the choice to make short trips by bike will be a significant challenge.
- 7.2 The 'geography' of Evesham adds to the challenge. To its west, south and east, the town centre sits in a loop of the River Avon, a loop that is then closed-off at the north by the Cotswold railway line. Within Evesham there are only two bridges over the river, and there are only two road-crossings of the railway. This concentrates traffic flows along certain routes.
- 7.3 But aside from the 'enclosure' of the town centre, Evesham's geography is otherwise well suited to cycling. As can be seen from Figure 8 in Appendix E, a large part of the town is within 1km -a five minute cycle ride- of the town centre, and the whole of the town is within 2km. Figure 7 also shows that the town is not overly hilly: the biggest height-gain from the town centre, which is at 35m above Ordinance Datum (AOD), is to the north of the town in Greenhill, which is at 63m AOD. A significant climb, but by no means insurmountable, especially so given the growing uptake and affordability of electric-assist bicycles.
- 7.4 Traffic surveys undertaken in Evesham indicate that 22% of all car-borne trips in the town are between zero and four miles long. To support the development of the Evesham Transport Strategy an "Evesham Traffic Model" has been developed, to test the effect of a number of different options. One option assessed in this way was a 5% mode shift, from car trips to active travel trips, of only those recorded journeys that start and finish within the town. The table below summarises the headline results from this test.

### Table 1; modelling test results



	2022 Do Minimum	2022 Do Minimum	2022 Do Minimum	2022 Do Something (5% mode shift)	2022 Do Something (5% mode shift)	2022 Do Something (5% mode shift)
<b>Network Performance Statistics</b>	AM	IP	PM	AM	IP	PM
Veh-km	56466	46962	56429	56382 (-0.1%)	46662 (-0.6%)	56892 (0.8%)
Veh-hrs	1294	993	1551	1271 (-1.8%)	979 (-1.4%)	1364 (-12.0%)
Ave. Speed (kph)	43.6	47.3	36.4	44.4 (1.7%)	47.6 (0.8%)	41.7 (14.6%)

#### Notes:

*AM* = AM peak hour (08:00 – 09:00);

*IP* = average inter peak hour (the average hour between 10:00 and 16:00);

*PM* = PM peak hour (17:00 – 18:00);

*Veh-km* = vehicle kilometres: the total distance travelled on the modelled highway network multiplied by the number of vehicles travelling on the network;

*Veh-hrs* = vehicle hours: the total time, including delays, travelled on the modelled network multiplied by the number of vehicles;

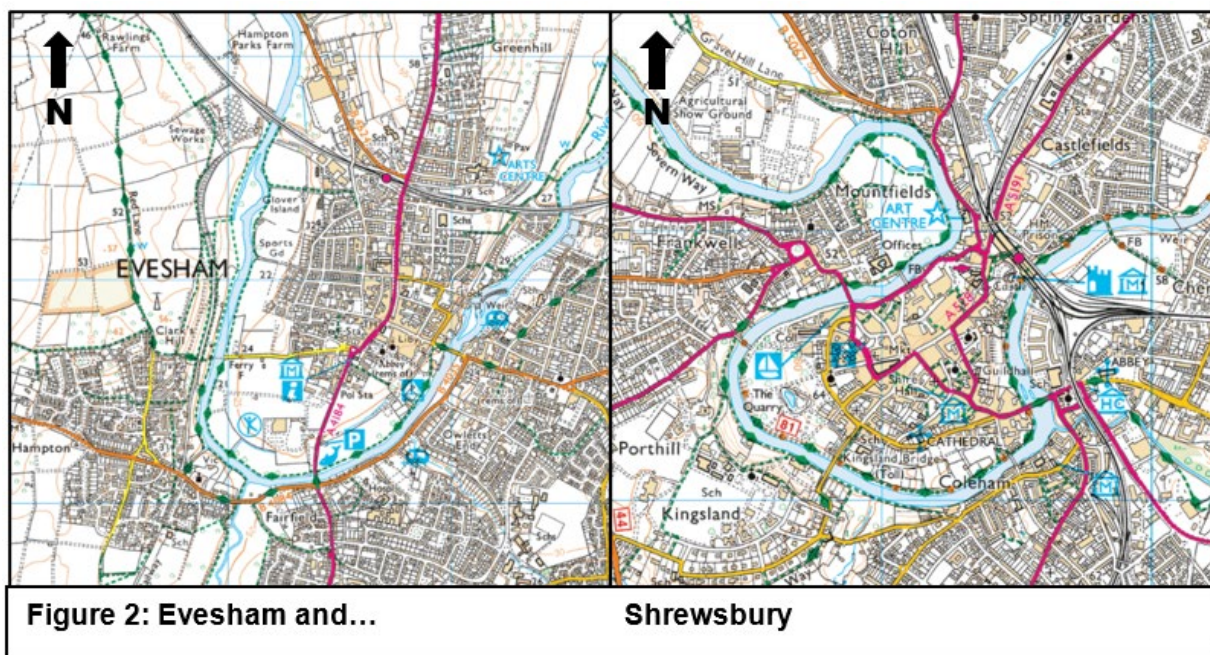
*Ave. Speed* = average speed, in kilometres per hour, of all vehicles in the modelled network.

Bracketed figures are the percentage differences between the Do Something and the Do Minimum cases.

- 7.5 Modelling the effect of a 5% modal shift to walking and cycling results in some small-scale changes to the network statistics in the AM peak and in the inter peak, all of which are moderately beneficial. It can also be seen from Table 1 that there is a more significant increase (14.6%) in average speed across the network in the PM peak.
- 7.6 These positive changes to the overall network parameters are underpinned by mostly positive or neutral changes to journey times. The modelling looked at journey times on five prescribed ‘key corridors’: four of the thirty assessed journey times\* did show small increases (of 1, 2, 3 and 4%), whereas all other journey times were either unaffected (thirteen out of the thirty) or improved (the remaining thirteen), with a largest journey time improvement of 35%. \* “thirty assessed journey times” is derived from: two directions, on five routes, assessed across three different time periods (morning and afternoon peak, together with an interpeak).
- 7.7 These are only the largest increases and decreases in journey time across the three time periods, expressed as percentages.
- 7.8 With only a very modest increase in journey time across four of the assessed routes and with some worthwhile improvements to network parameters and to journey times in the PM peak (the time when Evesham’s roads are most under strain) it does appear that a very modest mode shift of 5% will deliver significant reduction in congestion. That the envisaged

mode shift is only aimed at those 'within the town' trips picked up by surveys together with the compact, relatively flat nature of the town, both point to such a modest mode shift as being eminently achievable and this presents a wonderful opportunity for Evesham.

- 7.9 As mentioned in Section 5, significant improvements to the walking environment have been delivered in Evesham's town centre in recent years. More is needed, but that need is not quite so pressing as the need to redress the almost total absence of cycling infrastructure. Accordingly, the focus for this LCWIP is on the development and delivery of a cycling network for Evesham.
- 7.10 As previously mentioned, the 'enclosure' of Evesham's town centre by the River Avon and the railway line adds to the challenge of providing for active travel. A comparable town to Evesham is Shrewsbury where the town centre is also enclosed by a river and a railway. However, unlike Evesham much of the riverbank carries a very high-quality active travel path. This is a tremendous asset and gives easy access to the picturesque riverside, opening it up as a wonderful location for people to enjoy and adds enormously appeal of the town as a visitor attractor. The improved riverside access envisaged in this LCWIP is an opportunity to bring the same benefits to Evesham.



- 7.11 This sort of 'riverside renaissance', as seen in Shrewsbury and Worcester (mentioned in Section 3.6), brings many benefits to those locations, and to not seek such for Evesham would be missing a perfect opportunity. It is important to also note that the riverside paths in Shrewsbury and Worcester absolutely at their heart provide for commuting, travel to school and trips to the town centre. A riverside loop around the 'perimeter' of the old town in Shrewsbury might not be the obvious route to get from one side of the town to the other, but factor in the town's constrained road network together with some hills, and a spin alongside a beautiful river on a high-quality, wide and flat traffic-free path becomes quite the compelling proposition. The same will apply to Evesham.
- 7.12 The paths that this LCWIP proposes around Evesham's riverside will flood from time to time. But floods on the River Avon rise slowly (so there is negligible risk to users) and a few days with the paths out of use would not be outweighed by the huge benefits derived in the

rest of the year. The riverside paths in Worcester and Shrewsbury also flood from time to time, but that does not detract from their success.

## 8. Developing a Network for Walking and Cycling

### 8.1 Developing a Network for Cycling

- 8.1.1 This LCWIP adopts all of the network proposed in the Sustrans 'Strategic Urban Cycling Network', which was developed as part of the Department for Transport's (DfT) 'Sustainable Transport Delivery Excellence Project', and adds further links to ensure that the proposed network reaches the greatest part of the town possible.
- 8.1.2 The key criteria that guided the Sustrans processes for network design development -and in turn, the processes for building further on that design in this LCWIP- are that the network must be convenient, safe, coherent and attractive to use. 'Comfort' will be an important criterion too, but this is delivered more through construction detail/ implementation (new paths are machine laid and rolled, flush kerbs etc), rather than through the high-level network design. The DfT's Cycle infrastructure design (LTN 1/20) guidance for local authorities on designing high-quality, safe cycle infrastructure will translate the proposed high-level network into individual elements, as and when those elements come forward for detailed design and delivery.
- 8.1.3 The proposed network shows what is needed now and will be revisited whenever significant segments are delivered or whenever there are significant changes to the built environment, either through liaison on planning-led proposals or developer-led implementation of schemes.
- 8.1.4 The Propensity to Cycle Tool (PCT) has been used to sense-check the proposed network and the likely usage: its use has been deliberately limited to this role for these reasons:
- WCC already had a bespoke Sustrans designed network for Evesham;
  - The network proposed in this LCWIP adopts the Sustrans design in its entirety and builds on it, and;
  - The PCT is very useful for extrapolating from existing cycling-to-work rates, to then indicate possible increased usage-rate scenarios, and in turn the networks that might accord with such rates, but only where the inhibitor to such increases is diffuse. The PCT is not so useful where significant, discrete barriers (the railway line and the river) suppress uptake. This is explored in more detail in Section 7.1.5.
- 8.1.5 The PCT can help in the assessment of need and in the development of ideas for cycle-networks. But where there is a major barrier to cycling, such as a river with few crossings, existing uptake will be suppressed. The tool does not allow for new infrastructure (such as a bridge) to be superimposed. As discussed earlier in this LCWIP, the town centre of Evesham is encircled by a combination of river and railway line, both with only two crossing points. The limited opportunities to cross these two barriers, and the concentrating effect this has on traffic at those crossings, combines to create a very significant downward pressure on cycling uptake in the town. Given this and given that a proposal to build a new



walking and cycling bridge over the River Avon is at the centre of this LCWIP, the PCT is not the best tool to support the development of a cycling network for Evesham.

8.1.6 In addition to the proposed Hampton river bridge, it is worth noting that this LCWIP includes six further opportunities for overcoming significant barriers to active travel:

- Briar Close (a through-road) carries one of the town's two road bridges over the railway. The bridge is narrow and has no footway. This LCWIP indicates that the stretch of Briar Close that includes the bridge over the railway should be part of the active travel network. The exact alignment of/ means for improving provision will emerge through the process of detailed assessment.
- A link from the town centre to The Valley retail centre and then onwards to Harvington and beyond will see an existing bridleway track converted into an all-weather sealed surface path that will serve as an important north-south route into and out of the town. This scheme, currently in development by Wychavon District Council, will cross underneath the railway line (using an existing railway underbridge), then underneath the A46 trunk road (utilising an existing bridge that carries the A46 over the River Avon: the path will pass under the bridge alongside the river) and then once past The Valley, the route will utilise an existing farm accommodation bridge to re-cross the A46. This one link will deliver three opportunities to pass over, or under, major barriers to active travel.
- As described earlier in this report, the lack of a safe crossing of the A46 means workers/ residents based to the east of Evesham, without access to private transport, cannot readily access services in Evesham. A crossing of the A46 would also enable people in the villages and hamlets to the east of Evesham to safely cycle to and from Evesham. For all these reasons a safe crossing of the A46 was a key feature of the expression of interest WCC lodged with the Local Pinch Point Fund and now included in the Levelling Up Fund bid and it features in the network proposed by this LCWIP
- WCC and Sustrans have long sought the improvement of the crossing of the A46 trunk road that NCN 41 and NCN 442 make on their approach towards Evesham from the south-west (just north of Hinton Cross). As mentioned in Section 5.2, the two routes follow the same alignment locally. Unfortunately, Highways England has not been able to improve the crossing, so the network proposed in this LCWIP sets-out an alternative alignment for the two NCN routes. As well as completely avoiding the need to cross the A46, this alternative has some significant added advantages:
- Even if there was a safe crossing of the A46, cycling for 1.5km alongside the fast/ busy A46, with no margin between path and road, and the lack of any vertical barrier LTN 1/20 guidance cannot be met.

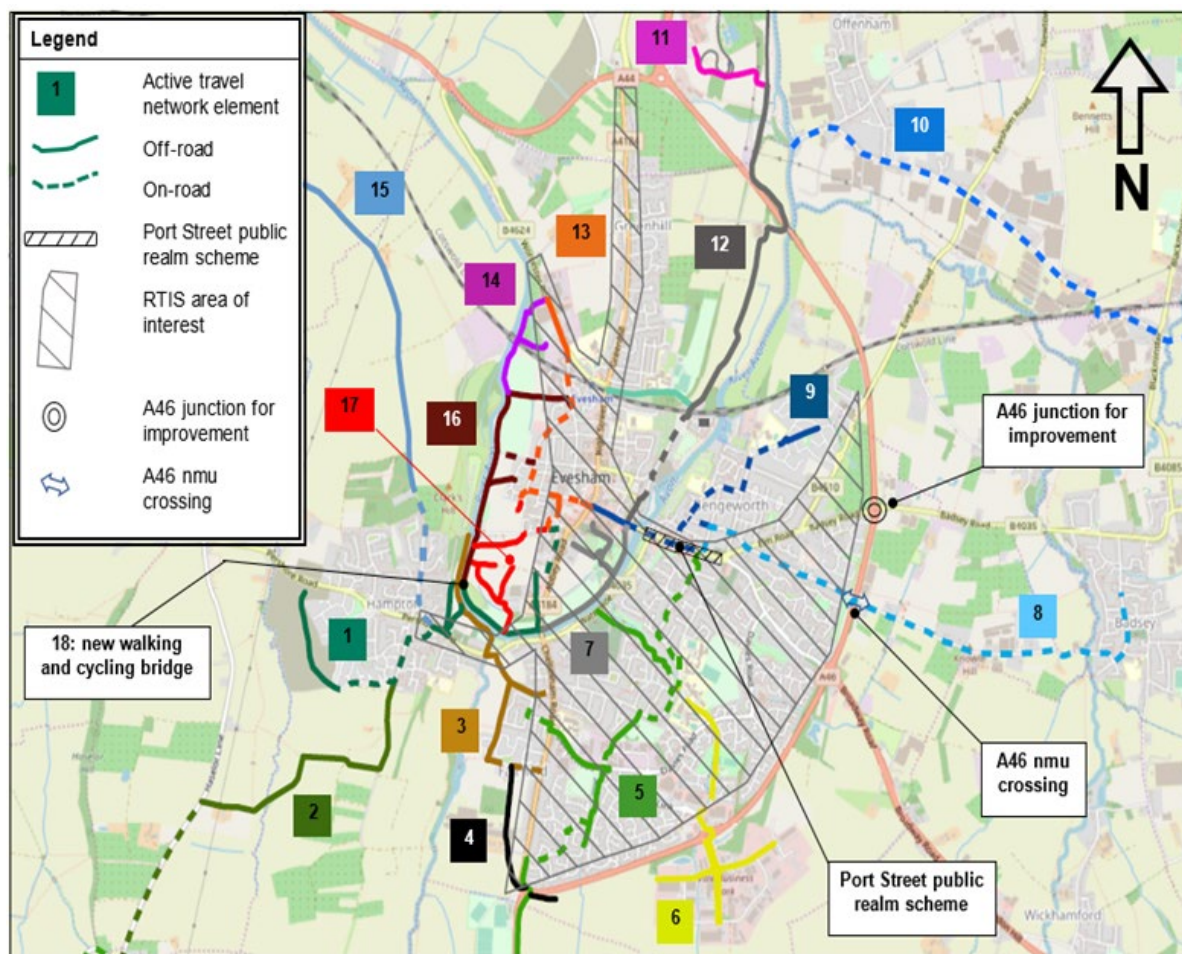
Onwards (heading north, into the town) connection of the NCN is not complete and the means to achieve completion is not entirely clear, whereas the alternative route will lead straight to the town centre, and in doing so adds another benefit.

- The existing alignment skirts around the town centre, to the detriment of the NCN (to be useful, designated cycle routes should take users to town centres, and this

applies just as much to the NCN as it does to any local route). This will be good for the NCN and good for the town centre. Further to this, the alternative route will bring more users to the proposed Hampton river bridge and to the riverside.

- 8.1.7 From the above list, the new Hampton river bridge and an improved arrangement at the Briar Close railway overbridge will be the most important improvements for active travel within the town, but all of the above measures will see the severance imposed by the river, the railway and the A46 militated against, and all are reasons that the PCT cannot provide the complete picture as far as network development is concerned. See Appendix H for an assessment of outputs from the PCT.
- 8.1.8 The network proposed in this LCWIP indicates what is needed at this time to give as many people as possible the opportunity to cycle within the town. As and when elements of the proposed network are delivered it will be appropriate to revisit the assumed alignments, as it will also be appropriate to add more 'granular' detail. An example of this granular detail would be: parts of the town appear not to be connected to the proposed network, but these are parts of the town where detailed assessment might show, if traffic speed and volume are both low, that little or no intervention is needed.
- 8.2 Developing a Network for Walking
- 8.2.1 The lack of dedicated infrastructure means that the priority for this LCWIP must be the development and then delivery of a network for cycling. However, further improvement to walking infrastructure are warranted, and a 'core walking zone' is identified in Appendix G: this zone will be the focus for future walking-audit assessments.
- 8.2.3 More immediately, two improvements, both in the vicinity of the town's railway station, have been identified as warranting further consideration. The junction of the access to the station (where it meets High Street) is over-wide and is therefore not easy for pedestrians to cross safely, and there is much local support for a crossing of some form to be introduced at the northern end of High Street, where currently no provision is provided.
- 8.2.4 The proposed station access improvement would look to add a central refuge to the junction mouth (subject to further detailed assessment, particularly if abnormal loads need to be accommodated) and it would see dropped-kerbs added, whilst the crossing scheme could see the layout of some on-street parking reconfigured and a central refuge installed.
- 8.2.5 In addition to the two improvements described in Section 8.2.4, an update of the traffic signals at the junction of Port Street/ Waterside/ Bridge Street/ Mortimers Quay will see the addition of a pedestrian phase. This will be a significant improvement, strengthening the walking link between the trip attractors on either side of the river.
- 8.2.6 The new Hampton walking and cycling bridge that will be built over the River Avon, together with the linking paths also contained in this LCWIP, will give people living in the west and south-west of Evesham the option of a 30 minute walk to the town centre. At peak times, congestion and the hunt for a parking space can easily add up to 30 minutes or more, so for those who are able to swap transport mode, the bridge and associated paths will offer an enticing alternative option. The improved access to the riverside will bring Evesham the same riverside renaissance that has been seen to follow the riverside enhancements in Shrewsbury and Worcester.

## Proposed Network Links



Link no	Link Name	Key Infrastructure Requirements	Priority
1	Hampton to Town Centre	Hampton Bridge	3 – 5 years
2	Pershere to Evesham	Hampton Bridge	5 years
3	Hampton Ferry to Business Park	Hampton Bridge	3 – 5 years
4	Extension to link 4		3 – 5 years
5	NCN 42		1 year
6	NCN42 extension to Business Park		5 years
7	NCN42 extension along Riverside		5 – 7 years
8	Badsey to Bengeworth	NMU crossing A46	5 years
9	Bengeworth to Evesham Town Centre		3 – 5 years
10	The Valley to the East of Evesham		10 years
11	The Valley to Evesham Town Centre		1 – 3 years
12	The Valley to Evesham Town Centre		5 years

13	Evesham Town Centre to Shopping area and retail park		3 - 5 years
14	To shopping area & retail Park		10 years
15	Evesham to Fladbury		3 – 7 years
16	Riverside extension from Hampton Bridge		3 – 7 years
17	Boat Lane to Town Centre		5 years

## 9. Engagement

- 9.1 Consultation on this LCWIP has been approached in two phases. The first phase involved consultation with a select group of key stakeholders that helped shape this first draft of the LCWIP; the second phase will be the wider consultation that will ensure the final version is properly informed, locally acceptable, and deliverable.
- 9.2 In the first phase of consultation, local elected members were consulted on the entire LCWIP document, and they fed into the shaping of this first draft. In addition, the proposed network has been discussed with local cycling advocates (a representative of Cycle Evesham Vale and the transport lead for Evesham Town Council) and with Sustrans, and the proposed network has been adjusted to take account of their collective feedback.
- 9.3 Public engagement is proposed on this document to take place alongside the consultation on the Hampton Bridge.

## 10 . Implementation

- 10.1 There is little existing cycling infrastructure in Evesham, as set out in Section 5 (see also Figure 5 in Appendix B), whereas the centre of Evesham has, in recent years, benefited from significant investment in the public realm ('pedestrian infrastructure'), with more due soon (Port Street). This might suggest that the focus for implementation ought to be solely on cycling infrastructure, but the first two elements of the proposed network will deliver for walking as well.
- 10.2 The centrepiece of the proposed cycling network is the improved riverside path between Abbey Road and Boat Lane, in combination with the new walk and cycle bridge over the River Avon that will be built roughly halfway between those two limits. Most of the requisite funding is in place to create the paths and the bridge, and work is underway to deliver them. The paths and the bridge will give people the option for walking or cycling between the town centre and Hampton, delivering a huge 'permeability' boost to active travel.
- 10.3 To maximise usefulness and benefits-derived, further riverside path improvement is included in the proposed network (from Boat Lane, northwards), but development of this would logically follow-on after the bridge and the Abbey Road to Boat Lane stretch of path have been delivered.
- 10.4 Led by Wychavon District Council, a link from the town centre to the Valley shopping and recreation centre is also under development. The bulk of the requisite funding is in place.

The Valley is a huge trip attractor (over 1.3 million each year), so creation of an active travel link to it is very important, not just for visitors, but also for staff. Of the 260 people who work there, 24% live within three miles of the site and 54% live within 5 miles, and 1% walk to work and 6% cycle when it must be said that there really isn't a favourable active travel route to the site. These visitor and staff figures suggest that there is great potential for increased active travel uptake.

- 10.5 Linking Hampton to the town centre, improving access to the riverside and creating a link to the Valley will kick-start the creation of the proposed cycling network, but by providing for walking too, these links will deliver the maximum benefit to the town.
- 10.6 Two steps have already been taken towards securing the funding that will be necessary for the next phases of implementation. Funding for the LCWIP implementation will be sought from a variety of sources including developer contributions. A Levelling Up Fund bid has been submitted by Wychavon DC for Evesham which includes active travel corridors 1-12 and the new crossing of the A46.
- 10.7 As mentioned in the Key Challenges and Opportunities section, early consideration of ecology within the implementation process will ensure that the various elements of the proposed network are designed and delivered so as to minimise or avoid negative effects, whilst capitalising on opportunities to improve ecological interests. See sections 6.14 to 6.18 for further detail on this crucial element of implementation.

## **11. Monitoring**

- 11.1 Monitoring will concentrate on the bridges and the riverside paths. The 'pre' data will count the two existing bridges -Abbey and Workman- and the riverside paths. 'Post' data would count the new bridge to Hampton, as well as repeating the counts on the two existing bridges and on the riverside paths. By summing the bridge crossings (two locations pre; three locations post), the before and after demand for pedestrian and cycle river crossings can be isolated, demonstrating the change in uptake that will be attributable to the new bridge (and allowing 'displacement' to be easily quantified). Permanent live data counters will be used on the new bridge and select linking paths, whereas the counts on the existing bridges will likely need to be done manually or by camera, and would need to be undertaken on a number of occasions both pre and post scheme.
- 11.2 The Evesham Levelling Up Fund bid includes smart traffic monitoring. This monitoring will form an intrinsic part of the next stage of delivery of the Evesham Transport Strategy: by being able to uniquely identify buses, and in turn those buses that are running behind schedule, phasing of the town's traffic signals can then be adjusted to ease the passage of those buses. Corridor-long traffic management of this sort should help smooth the flow of all traffic (bringing wider benefits), but of interest here is that the monitoring will also enable people walking or cycling across the two bridges to be monitored automatically, which will mean that all active travel movements between the two sides of the river will be captured.



## 12. Promotion

- 12.1 Promotion of the infrastructure that is delivered consequent to this LCWIP is intrinsic to ensuring the success of that infrastructure, and WCC will work with the stakeholders mentioned in Section 8 to ensure that the widest promotion possible is achieved.

## 13. Summary and Next Steps

- 13.1 This local cycling and walking infrastructure plan for Evesham is mandated by its inclusion in Worcestershire's Local Transport Plan, and it represents a significant component of the Evesham Transport Strategy (also outlined by the LTP4).
- 13.2 This is a first iteration of an LCWIP for Evesham. The iterative development of the plan will continue following public engagement after which the plan will continue to evolve over time, as and when elements are delivered and as and when development of the town comes forward. Embedding the LCWIP in the local plan's supporting Infrastructure Delivery Plan will ensure that this evolution is seamless.
- 13.3 The case for a network of improved infrastructure is solid. Evesham is a compact, relatively flat town with a high percentage of its residents (54%) working there too: provision of active travel options to meet this latent demand will unlock significant benefits for health (more activity and less pollution) and for the local economy (a riverside renaissance and increased frequency of trips to local shops), whilst contributing towards the easing of congestion.
- 13.4 With the development of a scheme for a bridge over the River Avon (and linking routes) and for a link to the Valley both underway, next steps are already being taken. In both cases, funding is being assembled, negotiations with landowners are ongoing and design and engineering details are being worked on. Both schemes represent a great step forward for active travel in Evesham individually: in combination they will kick-start the active travel network proposed in this LCWIP.
- 13.5 Implementation of the walking and cycling network, as proposed in this Local Cycling and Walking Infrastructure Plan and as mapped-out in Appendix A, will help deliver: two components of the Local Transport Plan; reduced congestion; significant financial benefits; a riverside renaissance, and; it will deliver against Government targets and Worcestershire Public Health's 'Health and Wellbeing Strategy's' three priorities.
- 13.6 The Government's Gear Change plan acknowledges that significant work is needed in the nation's conurbations in order to deliver the meaningful travel choice that is needed. 'Adoption' and implementation of the proposals in this Local Cycling and Walking Infrastructure Plan will represent a step forward for the transport infrastructure of Evesham and a huge step towards meeting the Gear Change ambition.

# APPENDIX A

The proposed cycling network.

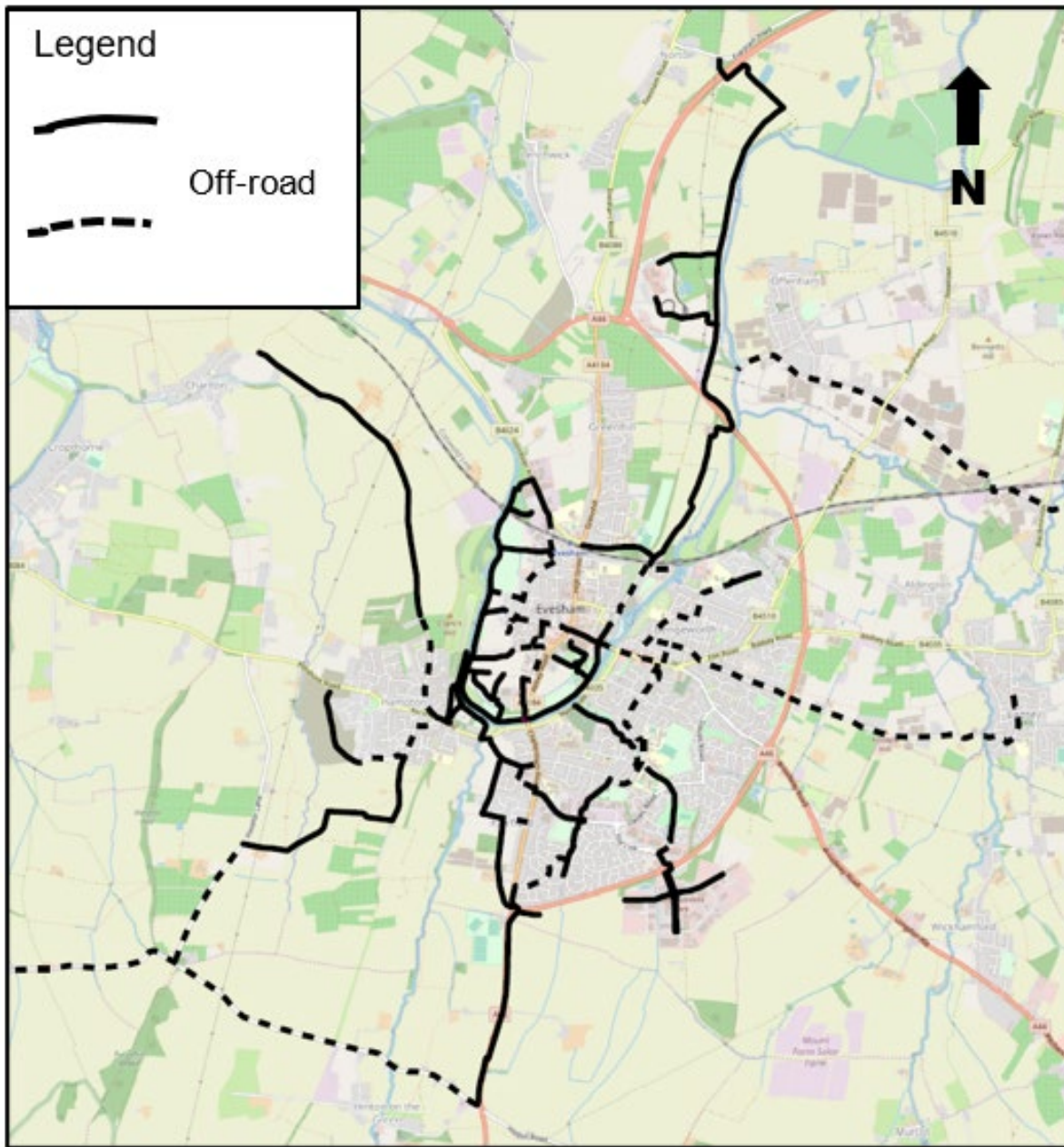


Figure 3; the proposed cycling network, including wider connections



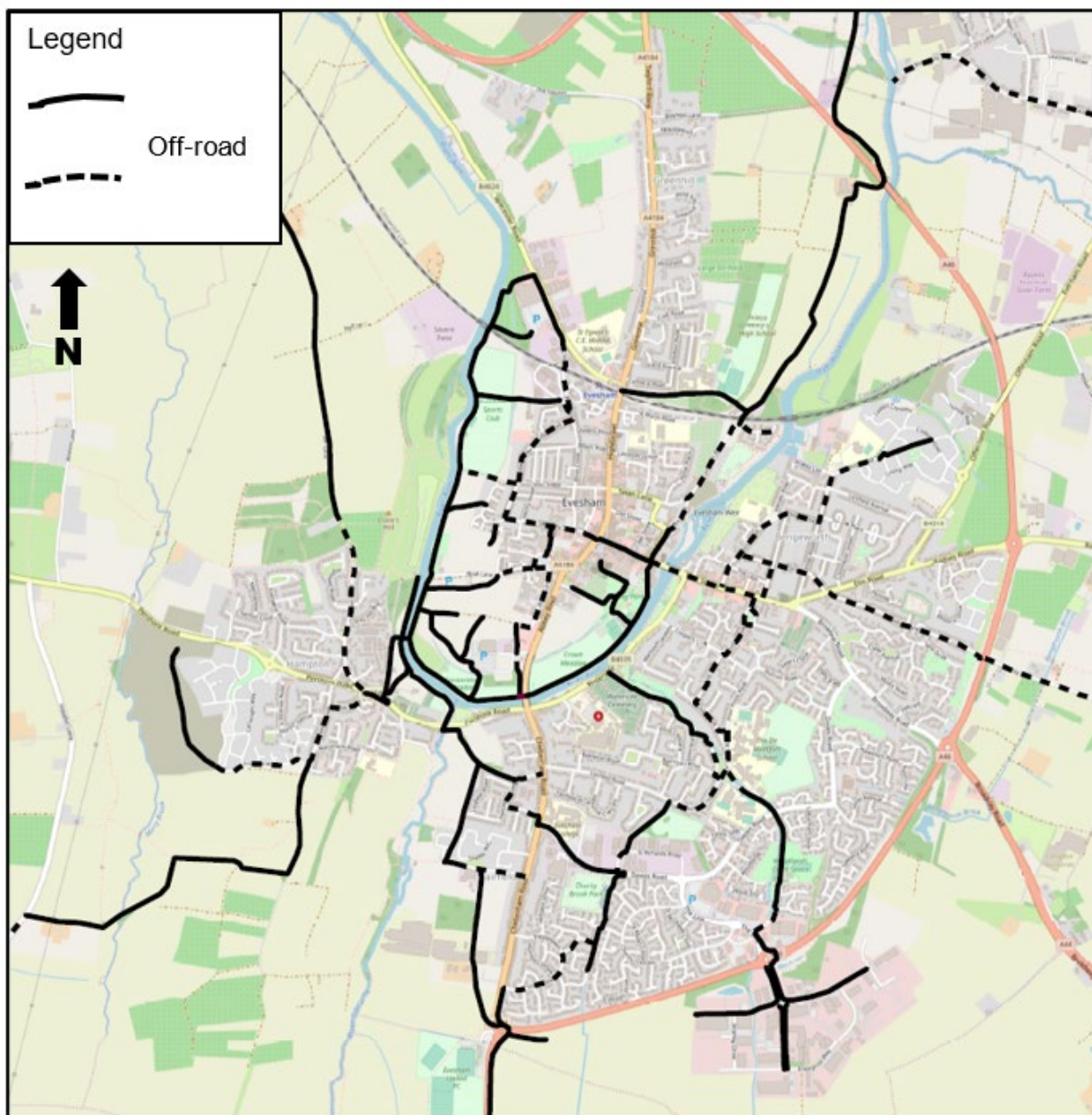


Figure 4; the proposed Evesham cycling network

## APPENDIX B

There is very little existing cycling infrastructure in Evesham, as can be seen in the plan below.

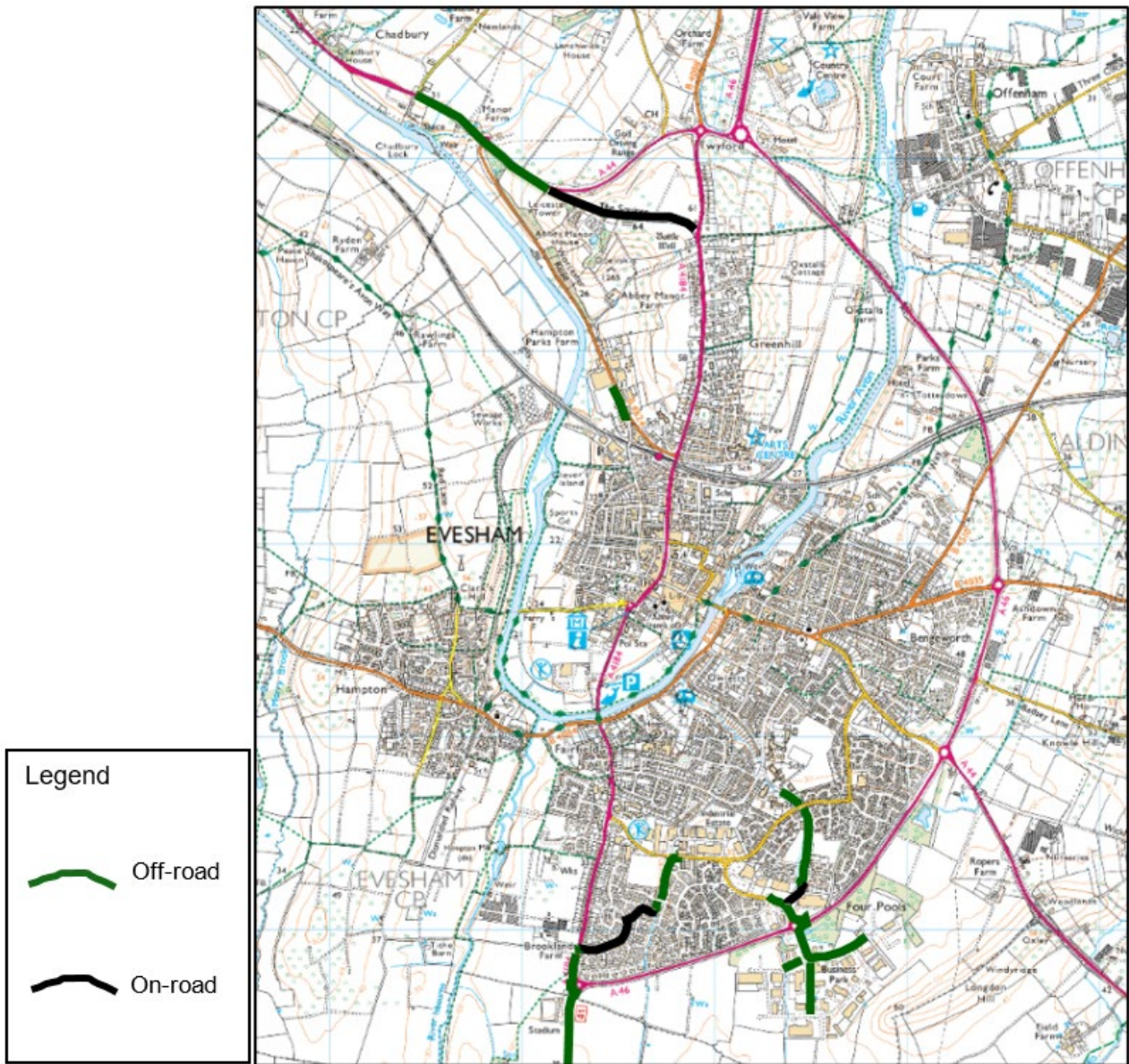


Figure 5; existing cycling infrastructure



# Appendix C

The local extents of the NCN are shown in the plan below.

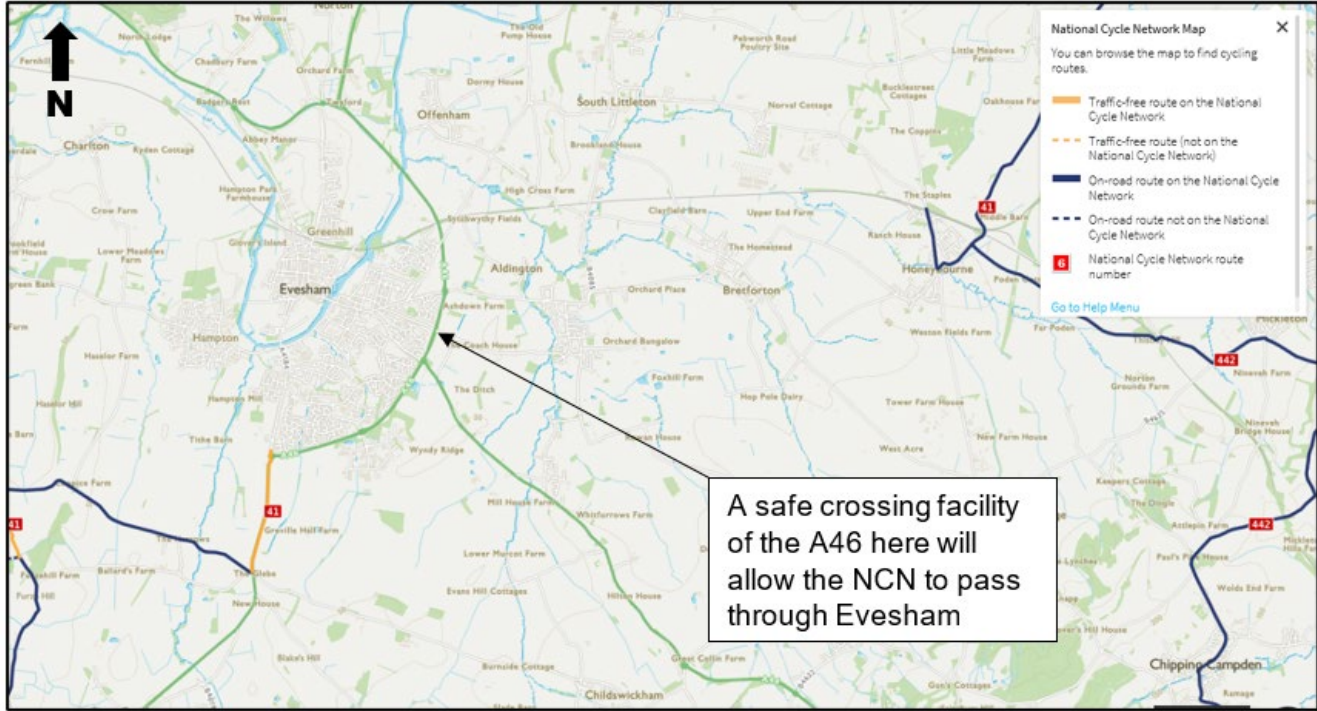


Figure 6; National Cycle Network

## APPENDIX D

Evesham's recent public realm improvement schemes are shown in the plan below.

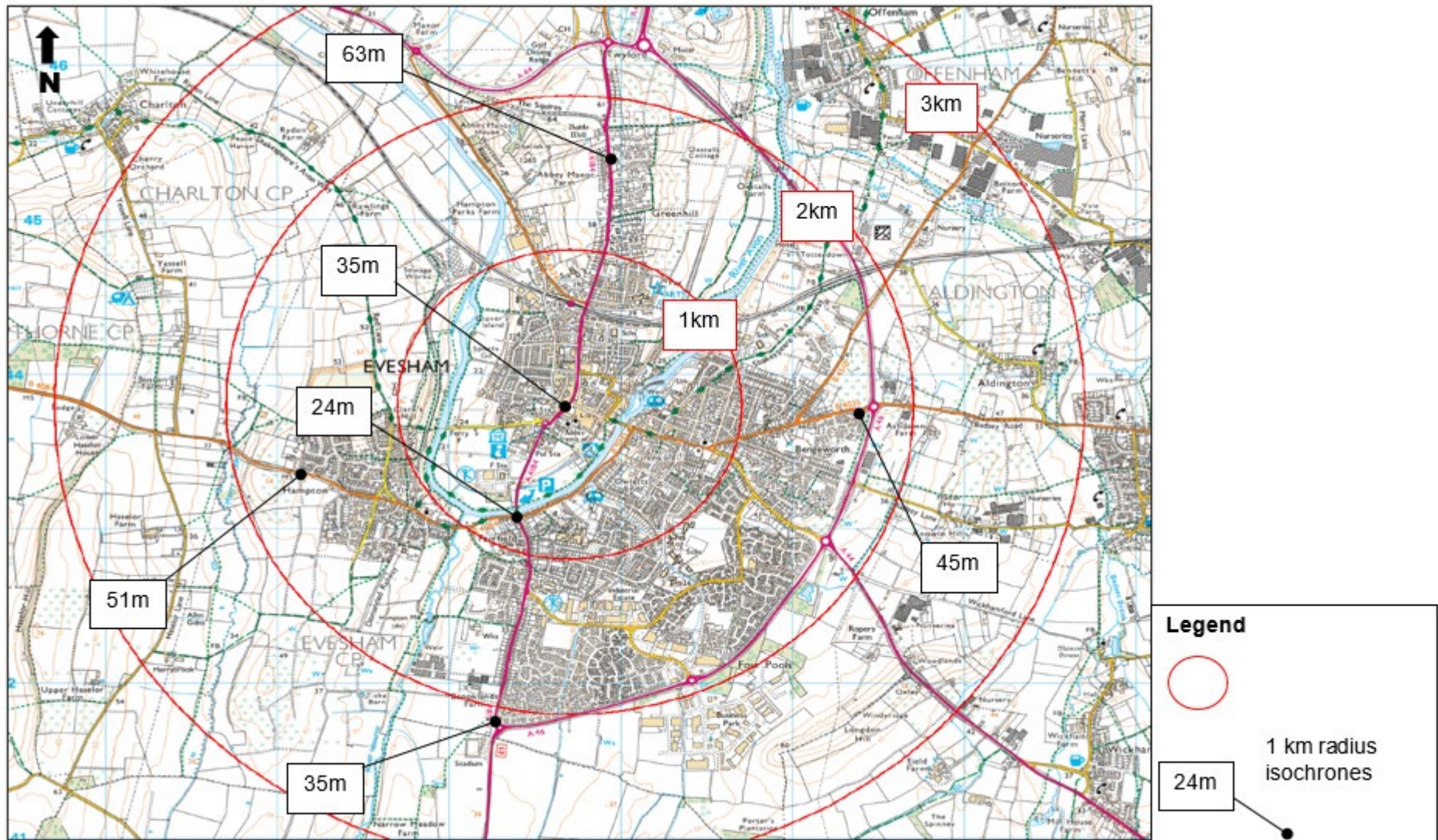
Bridge Street was the first to be improved; High Street/ Vine Street was completed most recently, and; Port Street is in design development, for delivery in financial year 2021/ 2022.



Figure 7; Public realm improvements



# APPENDIX E



## APPENDIX F

SCENARIO	A	B	C	D	S10A	S10B
Scheme	Primary routes	Primary + Secondary routes	Primary routes	Primary + Secondary routes	Primary + Secondary routes	Primary + Secondary routes
Growth in cyclists	3.31%	3.69%	3.31%	3.69%	10%	10%
Planned devt (dwellings)	151	151	2,324	2,324	151	2,324
Health Benefits	£292,167.73	£324,431.82	£319,774.52	£356,220.49	£879,204.56	£965,351.31
Business Benefits	£52,127.40	£58,068.57	£57,234.98	£63,758.28	£157,364.80	£172,783.81
Collisions	-£10,419.98	-£15,960.42	-£11,440.95	-£17,524.27	-£31,456.34	-£47,490.46
Marginal External Cost Savings	£95,995.58	£106,936.58	£105,401.48	£117,414.50	£289,796.26	£318,191.25
Total PVB	£429,870.74	£473,476.54	£470,970.02	£519,869.01	£1,294,909.27	£1,408,835.90
Wider Economic Benefit	£58,380.06	£65,033.87	£64,100.29	£71,406.06	£176,240.65	£193,509.17

The economic case.

**Table 2; WSP's economic benefit analysis**

Notes on Table 2:

Column A represents: only a core -or primary- route is delivered, and there is a modest amount of housing growth in the town (only those new houses with planning permission in place at the time the study was undertaken were assumed to be built).

Column B represents: the primary and secondary routes are delivered, and there is the same modest amount housing growth as in column A.

Column C represents: only the primary route is delivered, but a higher rate of housing growth is assumed (new houses with planning permission in place, plus the new houses allocated in the SWDP that didn't have planning permission in place at the time the study was undertaken).

Column D represents: the primary and secondary routes are delivered, and there is the same higher housing growth as in column C.

Column S10A represents: the primary and secondary routes are delivered, there is a modest amount of housing growth in the town, and sensitivity testing, as set out in webtag-guidance, is applied to the projected cycling uptake.

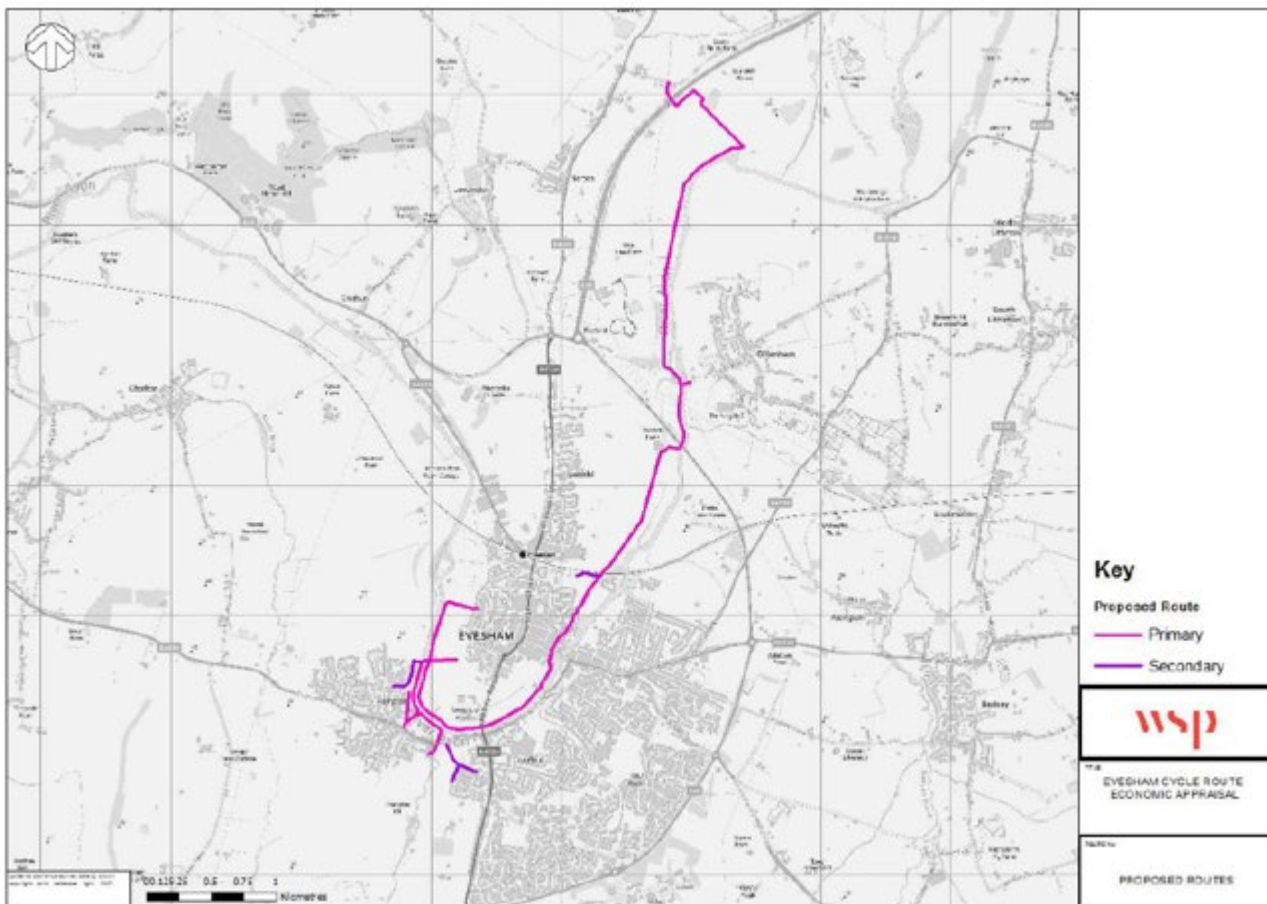
Column S10B represents: the primary and secondary routes are delivered, there is a higher rate of housing growth and sensitivity testing, as set out in webtag-guidance, is applied to the projected cycling uptake.

The assessed benefits are healthy, but it is worth noting the factors that could see a refresh done now return increased estimates:

- The WSP study was based on a much smaller network than that proposed in this LCWIP. The much more extensive network proposed here would enable a much greater uptake of cycling, which in turn would deliver greater benefits (see Figure 8 for the extent of the network envisaged in the WSP study);



- The WSP work extrapolated usage figures from a combined assessment of journey to work census data and a count of cyclists conducted on Abbey Bridge: a reasonable starting point, but with little or no cycling infrastructure in place, and with Abbey Bridge conveying one of the busiest stretches of road in the town, both figures likely provide a significantly suppressed foundation to extrapolate from.
- The WSP study did not factor in any journey time or journey quality benefits, whereas at peak times and with a walking and cycling bridge over the River Avon in place, people will be able to cycle much more quickly from the west and south-west of the town to the town centre (and vice versa) than it is possible to drive between the two;
- The benefit calculations extrapolated from recorded (cycling) personal injury collisions assuming more cycling would mean more collisions- and thus reduced the totalled benefits. This could be seen as overly conservative, with plenty of reported evidence that more cycling uptake often leads to improved safety for people on bicycles;
- The study attributed 'marginal external cost savings' only to saved commuting trips, whereas the proposed network would most certainly enable all sorts of other trips to be saved.
- The sensitivity testing (mentioned above) did look at the huge success of the Diglis Bridge, and associated network, but then applied a very modest uplift to the projected usage figures for Evesham. Easily defensible as not over stating the potential benefits, but a larger uplift could be appropriate.

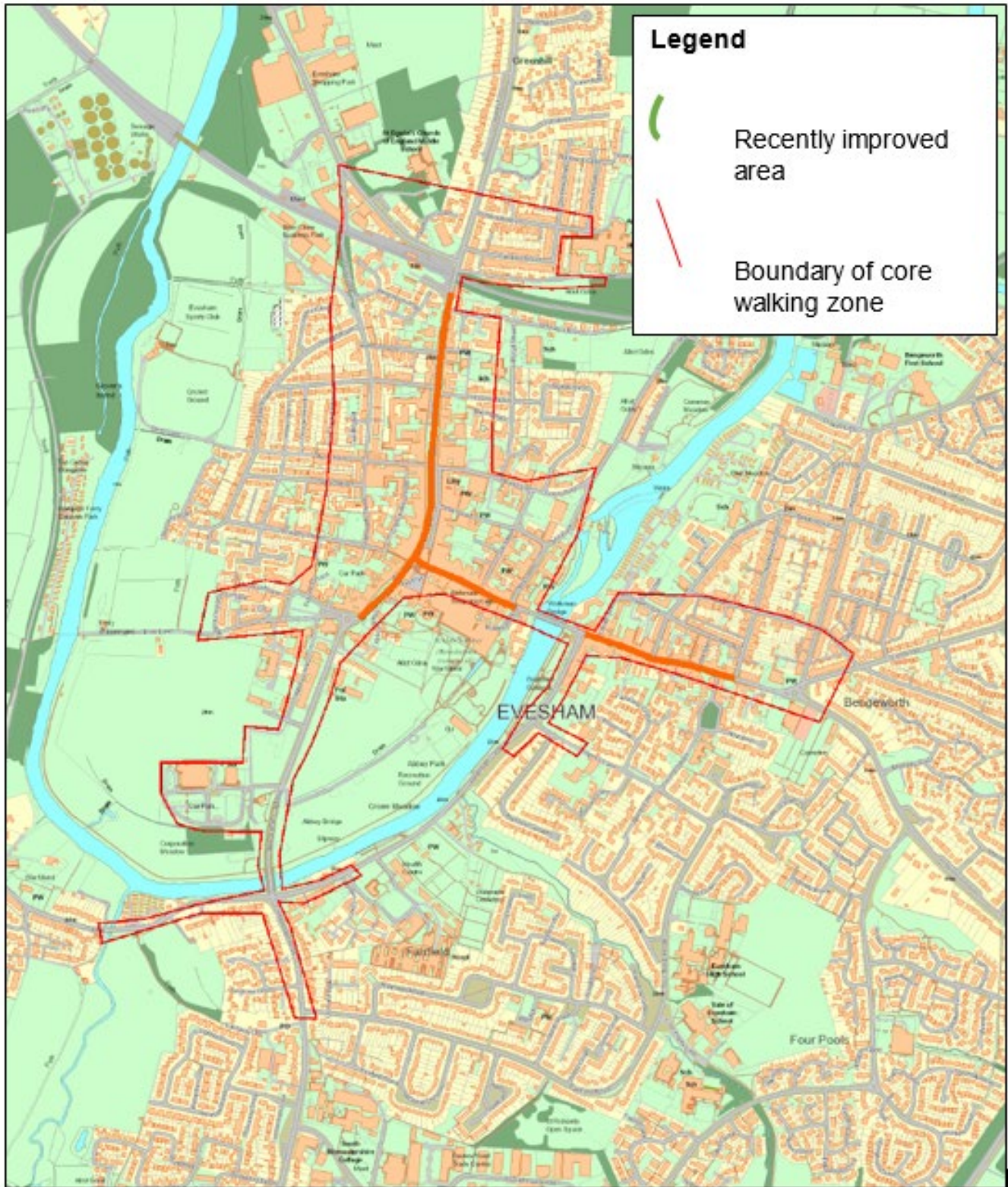


**Figure 9; the limited extent of the network that underpinned WSP’s economic appraisal work**



# APPENDIX G

Improved infrastructure for walking.



## Footway maintenance scheme identification and prioritisation

The evidence used to support footway maintenance and improvement scheme identification across Worcestershire, including Evesham, is based upon an amalgamation of the following datasets:

- The annual survey regime, including ‘Pavement Management System Coarse Visual Inspections’ (‘CVI Safety Inspection’) associated with Section 58 of the Highways Act 1980;
- The records of ad hoc, unforeseen events, including: third party claims, and potholes or other damage reported by members of the public through the county council customer relationship management (CRM) system.

### Annual Footway Survey Coverage

Footway Type	Survey Type	Road Class	Coverage	FW Length/km
Roadside	CVI	A	Full	394.711
Roadside	CVI	B	Full	291.180
Roadside	CVI	C	Full	262.599
Roadside	CVI	U	50%	1007.670
			Annual Total	1956.160
Footway Type	Survey Type	Hierarchy	Coverage	FW Length/km
ALL	Safety	MSA	12 X PA	712.910
ALL	Safety	BU	4 X PA	263.596
ALL	Safety	QU	1 x PA	2702.755
ALL	Safety	BR	2 x PA	41.660
ALL	Safety	QR	1 x PA	458.783
			Annual Total	4179.704

Footway Category	CVI surveys	SAFETY INSPECTION/ CRM DEFECTS	TPCL
All	Sites must have a minimum overall footway condition index of 20, based on most current CVI surveys as calculated from a variable length merge method automatic pass using default UKPMS rules and parameters.	Sites must have a history of footway potholing and trips either identified by routine safety patrols or reported by members of the public through the county council customer relationship management system.	Sites must have a history of third-party claims resulting from the condition of the footway.

Areas of data overlap/coincidence are identified using proximity analysis techniques in GIS (computerised mapping) systems.

Where information is available for a particular category of footway, the prioritisation of work takes into account how many data criteria are met, the magnitude of the ‘Overall Footway Condition Index’ derived from the most current survey, the number of safety inspection defects recorded over the past five years, the number of defects resulting from service requests made in the CRM system, and the number of third party claims.

## APPENDIX H

### Using the Propensity to Cycle Tool (PCT) in support of the Evesham Local Cycling and Walking Infrastructure Plan

2011 Census data show that 2.6% of Evesham's residents cycle to work. With Evesham's compact and relatively flat geography, and with a majority of Evesham's working-age population (54%) working in the town itself, there is great potential for the cycle-commuting rate to increase.

#### Scenario testing

Figure 11 illustrates that 2011 cycle to work Census data at 'Lower Super Output Area' level. As can be seen, rates in the south east of the town are in the 4 to 6% range, whilst the larger part of the town is in the 2 to 3% range.

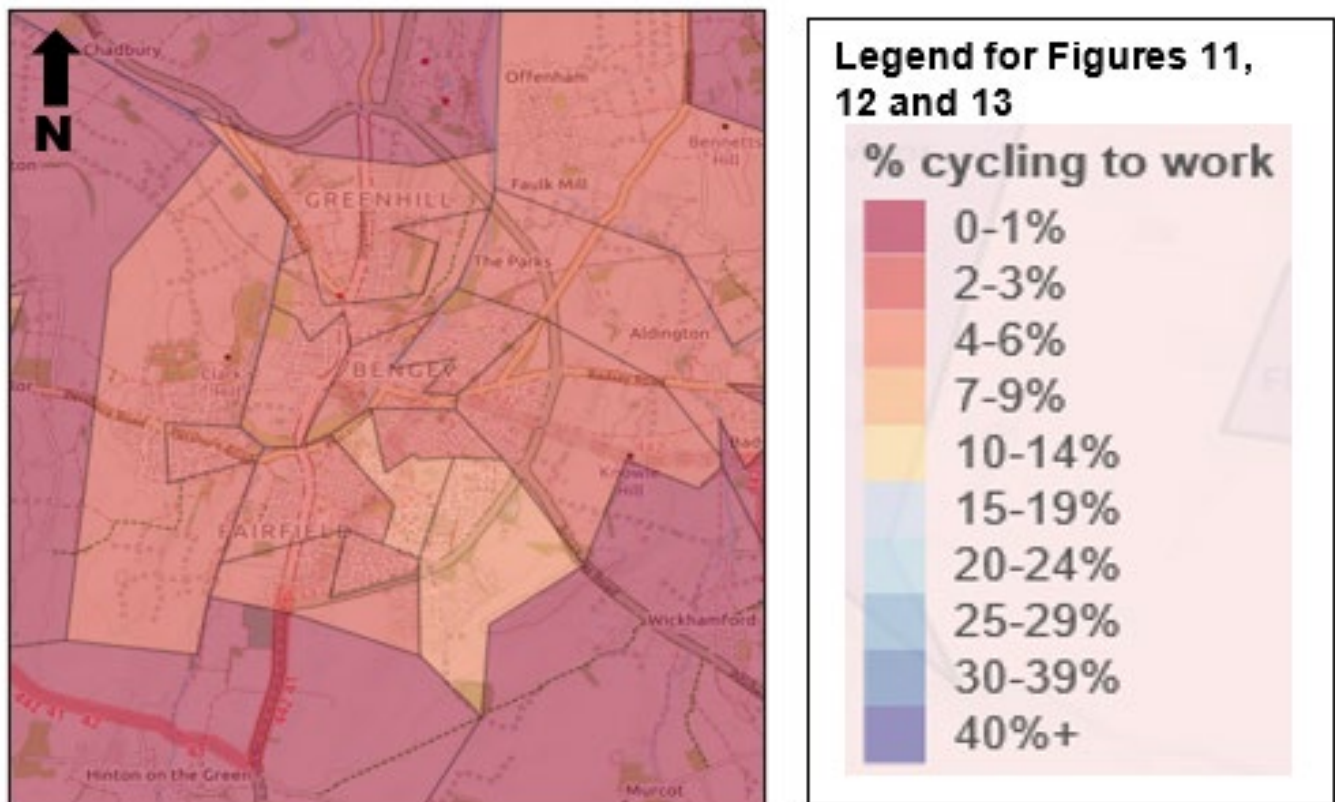
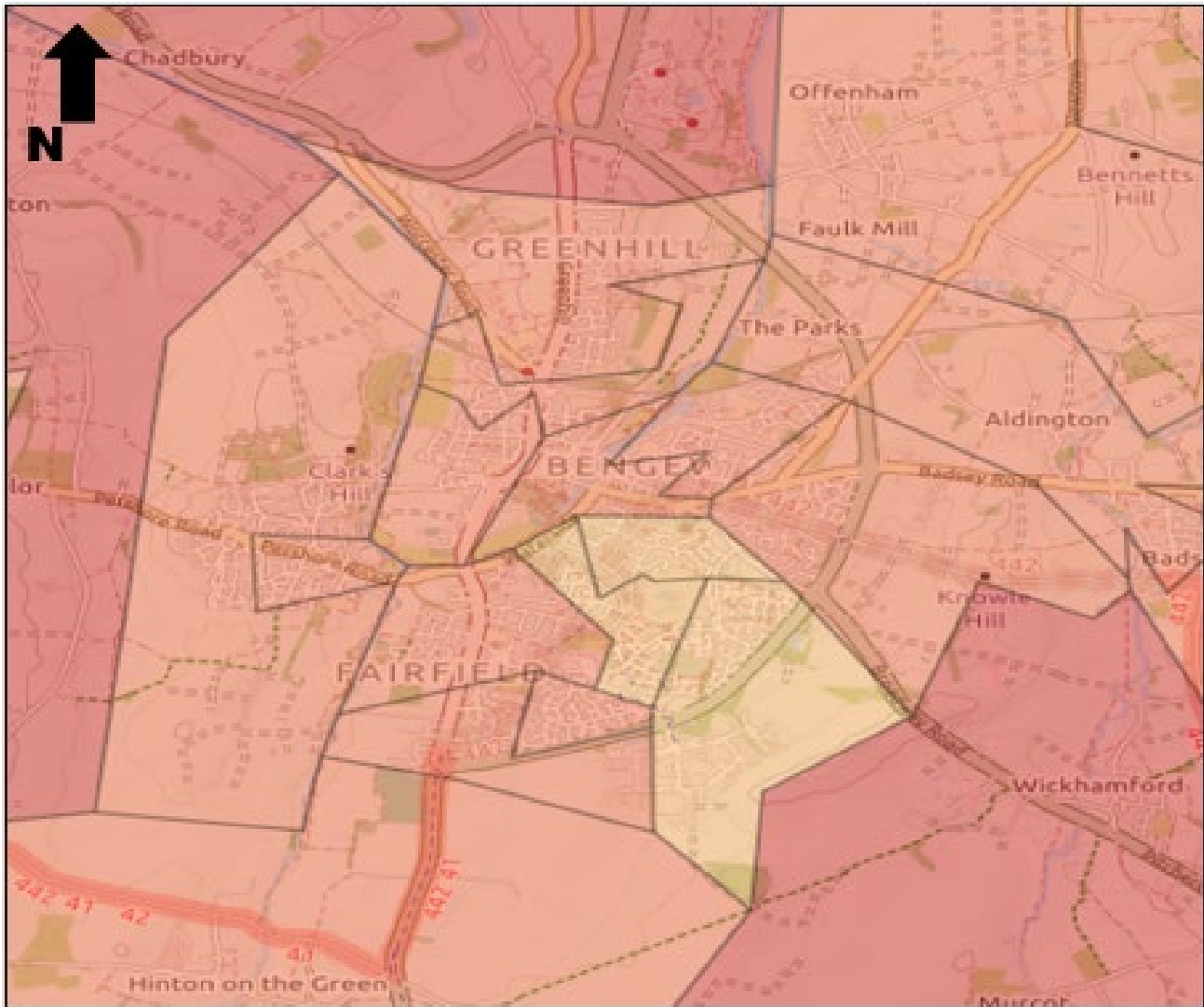


Figure 11; 2011 cycle to work Census data



Applying the 'government target (equality)' scenario to these data shows that a third LSOA joins the highest uptake area in the south east and that the potential uptake here rises to the 7 to 9% range. Potential uptake in the remainder of the town rises to the 4 to 6% range. See Figure 12.



**Figure 12; government target**

The upper-bound scenario on the PCT is 'E-bikes'. Whilst electric assist bikes remain more expensive and thus 'rarer' than traditional bikes, it is the case that electric assist bikes at the 'value for money' end of the scale are becoming more affordable, and certainly strong growth in the sector has been recorded in recent years. Coupled with the growing 'maturity' of the sector meaning that secondhanded electric assist bikes are becoming more widely available, the 'E-bikes' scenario is becoming a distinctly nearer possibility than it might have been when first added to the PCT.

In this scenario, most of the town falls into the 25 to 29% range for cycling to work uptake, with the remainder in the 20 to 24% range. This gives an informative upper-bound to the potential for cycling to work trips in Evesham. See Figure 13.

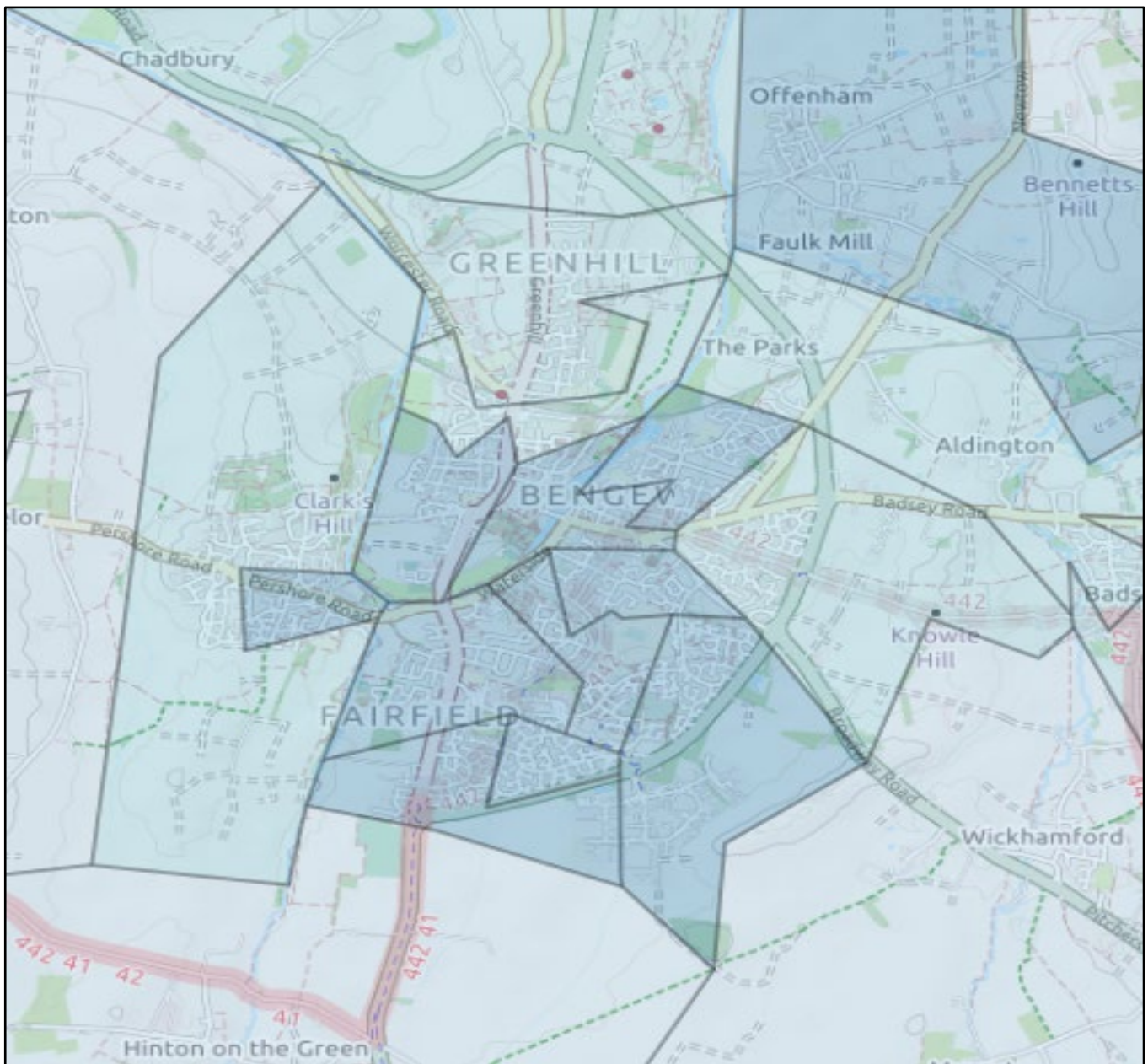
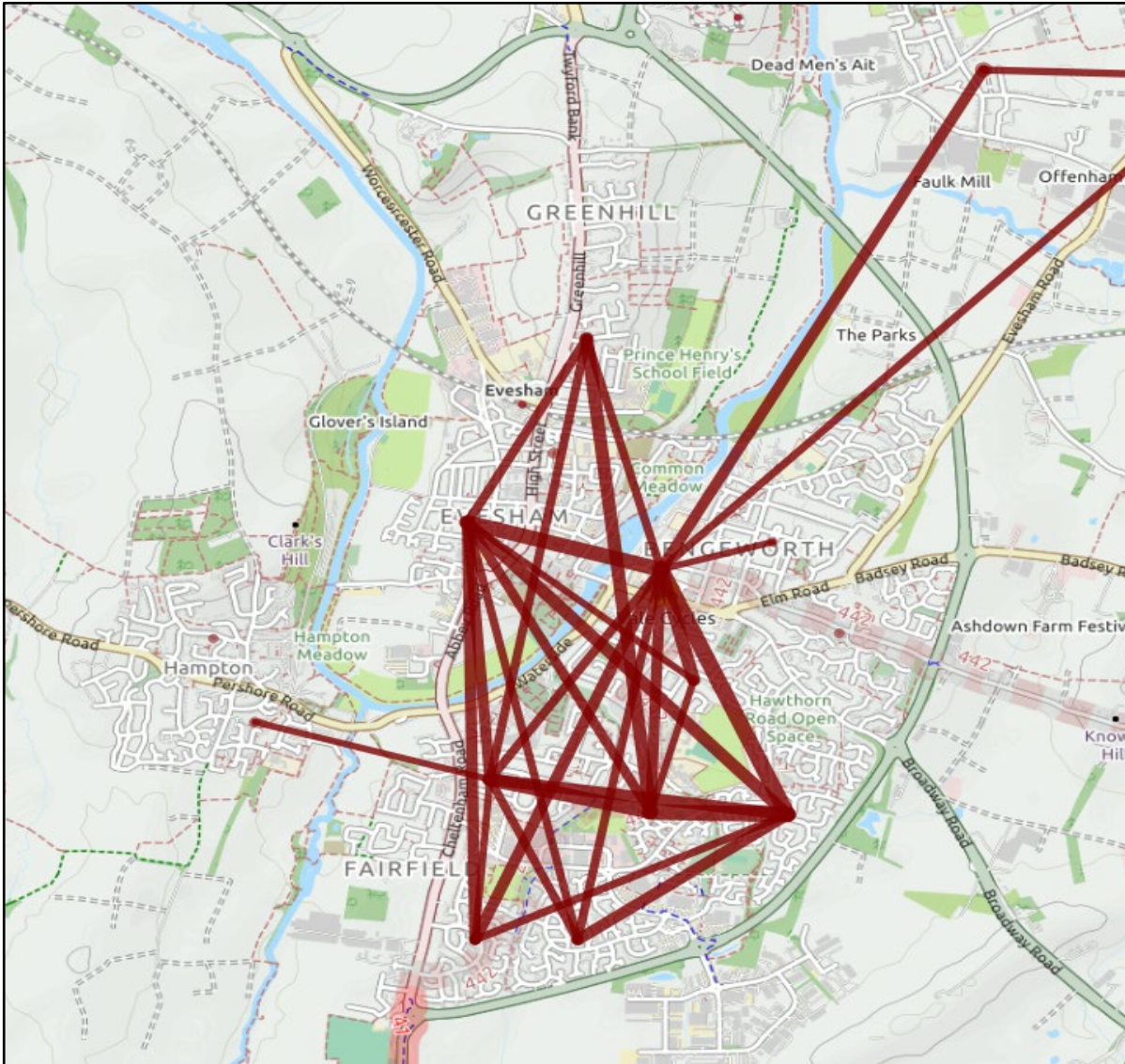


Figure 13; E-bikes

## Route prioritisation

The output suggests that a cycling network for Evesham needs to prioritise connectivity across the river, and to then address connectivity in the southern quadrant of the town. It doesn't specifically show that a link, across the river, from Hampton to the town centre is a priority, but this is likely for the twin reasons that no such facility exists, and significant housing growth has been seen in Hampton since the 2011 census:



**Figure 14; government target (equality) scenario straight lines cycling flows**

Figure 14 shows the output derived from applying the PCT's 'straight lines' criteria to cycling flows in the 'government target (equality)'

scenario. Rather than indicating routes, 'straight lines' represents a simplified grid of highest demand trips: the thicker the line, the higher the demand. In the image, the top (highest demand) thirty trips are shown. The PCT does allow fewer or more trips to be shown, but thirty is the default, for the good reason that it gives an indication of where the highest potential uptake sits, without being either too 'skeletal' or too overwhelming.



Without a bridge to link Hampton to the town centre, the 'available' route follows very busy roads (which have no mitigating cycle-specific infrastructure) and it is considerably longer than the 'crow flies' route would be, exerting a considerable downward pressure on cycling uptake. Because the PCT cannot take account of the possibility of a major barrier to cycling being overcome (in this case the river is the barrier and the proposed Hampton bridge would be the mitigation), the growth it can show in its various scenarios is extrapolated from what is currently feasible, not what might be achievable with a new game-changing bridge, and;

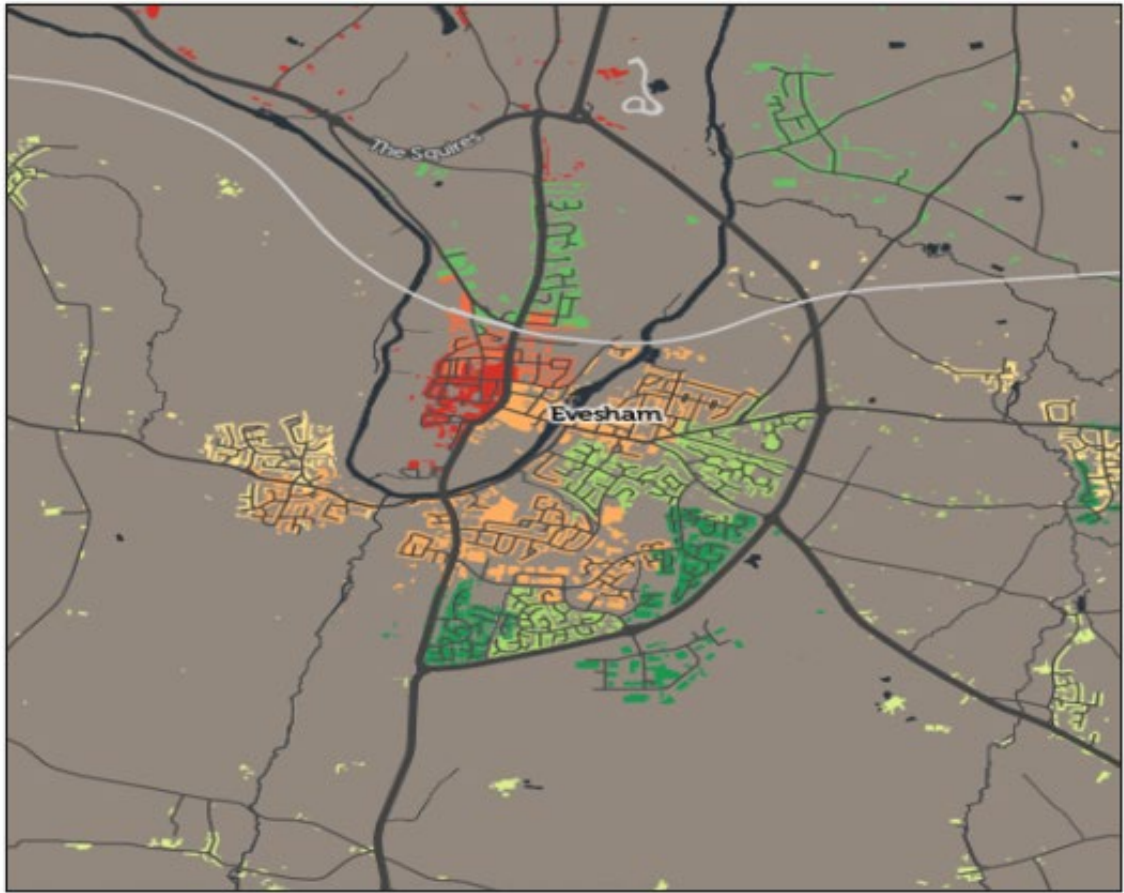
Hundreds of new homes have been built in Hampton since the last census, bringing significant growth to the 'pool' of potential users, growth that the PCT would not have sight of. Factor-in that a high proportion of new residents will be in employment and that the new homes have been built to modern design standards (and thus have secure cycle storage: lack of which can be a significant inhibitor to cycling uptake) and it is fair to say that the new residents will be a good 'target audience' for cycling infrastructure.

Centring on a new bridge over the River Avon that will link Hampton to the town centre, this LCWIP prioritises the key suburb-to-town-centre movement that the PCT suggests as most important.

## **Deprivation**

From Figure 15, which highlights levels of deprivation in Evesham, it can be seen that the least affluent area of the town is to the west of the town centre, followed by the area immediately to the north of the centre. The most affluent areas of the town can be seen to be away from the town centre. Levels of deprivation can influence real-world propensity to cycle, but that relationship is not straightforward and whatever the case, interventions should be targeted to help deliver against the 'levelling-up' agenda. The road network in the part of the town with the greatest deprivation ought to be conducive to on-road cycling with little or no need for intervention. If intervention is deemed necessary and feasible, targeted measures might best be aimed at discouraging rat running or at the provision of secure cycle storage. Beyond that, the proposed network links to the area in question, giving direct access to the riverside paths and the bridge to Hampton.





Legend for Figure 15



Figure 15; levels of deprivation

## Identifying a core network

Sticking with the thirty highest demand trips in the government target scenario but applying the 'fast and quieter routes' filter projects those straight-line trips, shown in figure 14, onto Evesham's existing road network. The output from this projection is shown in figure 16. As with the 'straight lines' filter, superimposing the highest demand trips onto the road network indicates how the highest demand is distributed within the existing layout of the town rather than proposing a cycle network per se. That said, it does begin to give a more readable indication of where the priority routes might lie (the thicker and darker the line on the output, the higher the demand).

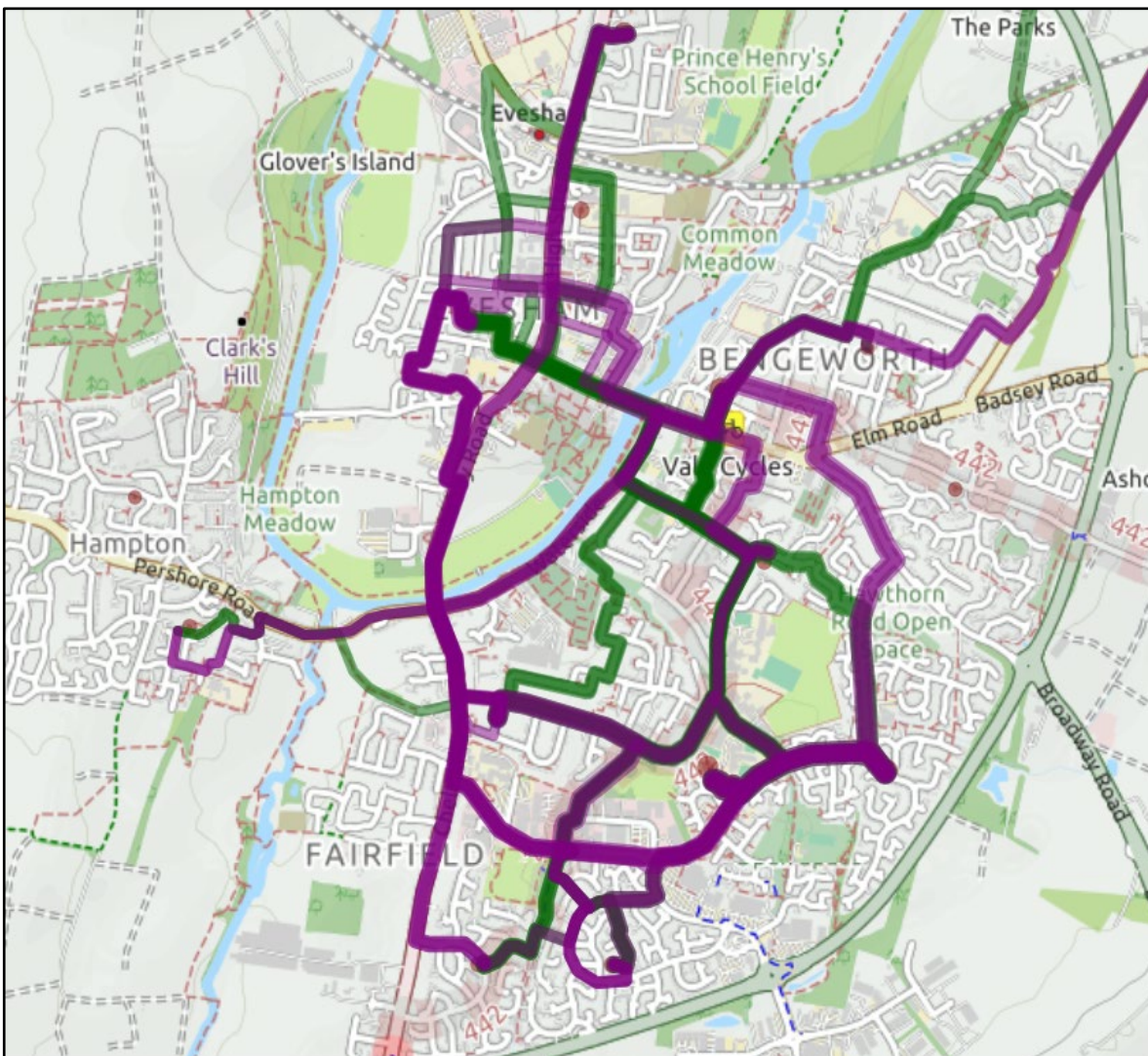


Figure 16; government target, fast and quieter routes



Interestingly, a small increase in the number of highest demand trips shown -from thirty to thirty-five- brings a 'Hampton to town-centre' 'quiet route' trip into the picture. The indicated route crosses the river via the existing rope ferry. The operator of the ferry has to be summoned and of course bikes have to be lifted in and out of the boat, so this isn't the most convenient or utilitarian of routes, but its presence in this output does indicate that there is a latent demand. The proposed Hampton bridge will unlock this demand, and there is a strong case to make for the ferry remaining in place once the bridge is opened as it would open-up the prospect of a loop of the riverside featuring in people's daily routines, hugely increasing the appeal of the proposed riverside paths.

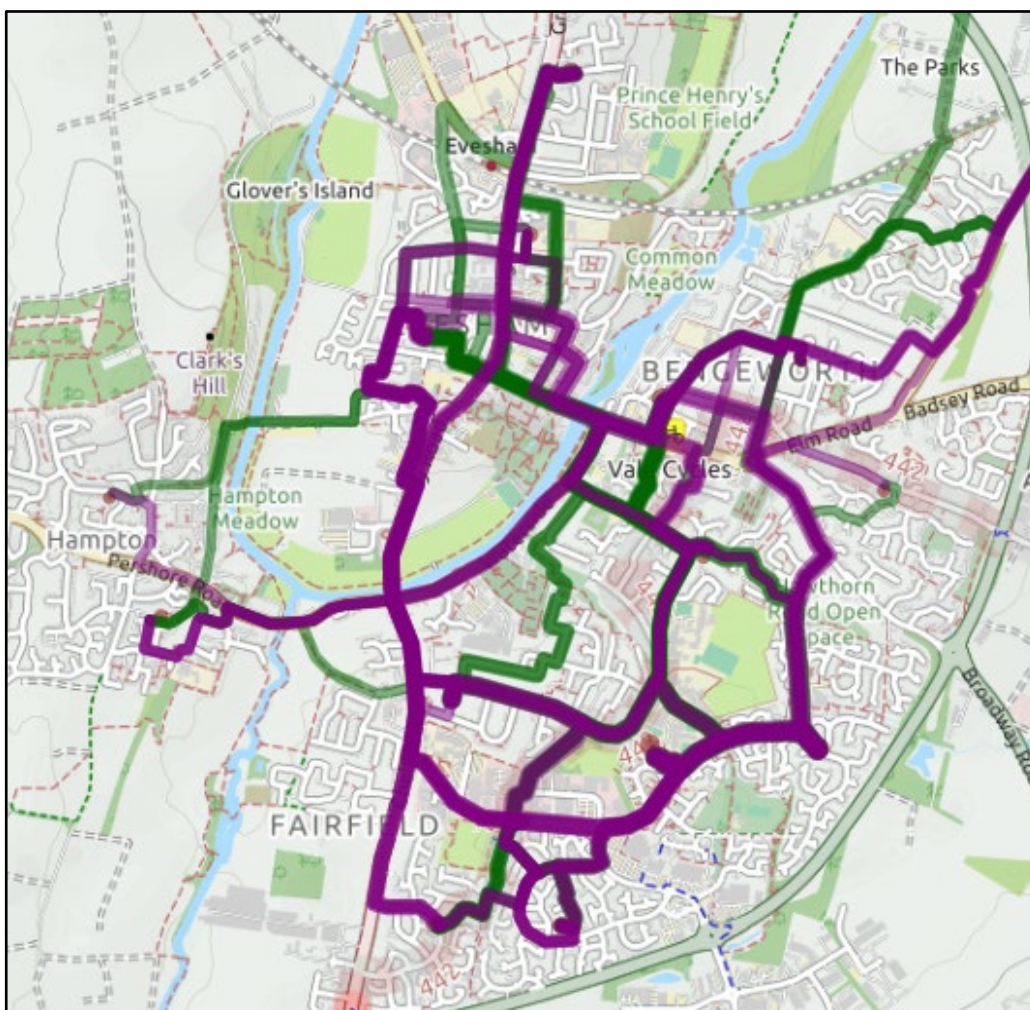
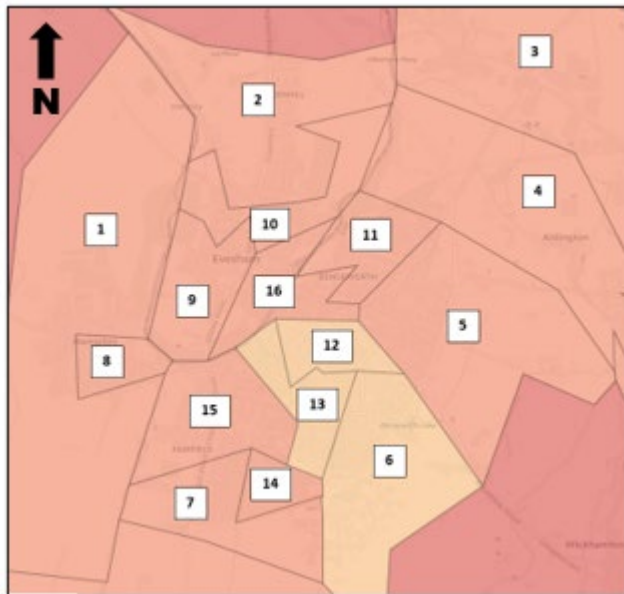


Figure 17; Hampton link

## Benefits

The PCT can convert projected uptake rates into the benefits derived from improved health and reduced CO<sub>2</sub> emissions. The lower (Government Target) and upper-bound (Ebikes) benefits are shown in Table 3.

Figure 18 shows where each of the assessed lower super output areas (LSOAs) are located



**Figure 18; Key to the LSOA locations**

From Table 3 it can be seen that the annual value of health benefits derived ranges between £230K<sup>1</sup> and £1,114M<sup>2</sup>, whilst the CO<sub>2</sub> reduction ranges between 66.6 and 481.3 tonnes per year.

1. Government target (equality) scenario benefit derived from YLL reduction of £180,270 plus government target (equality) benefit derived from sick days reduction of £49,656: total £229,926
2. E-bikes scenario benefit derived from YLL reduction of £845,838 plus E-bike benefit derived from sick days reduction of £268,076: total £1,113,914

LSOA	Census 2011					Government target (equality)								E-bikes							
	Total commuters	cyclists (Nos.)	cyclists (%)	drivers (Nos.)	drivers (%)	cyclists (Nos.)	cyclists (%)	Reduction in drivers (nos.)	Reduction in YLLs/yr.	Benefit derived from YLL reduction	Reduction in days sick/ yr.	Benefit derived from sick days reduction	Reduction in CO2 (t/yr)	cyclists (Nos.)	cyclists (%)	Reduction in drivers (nos.)	Reduction in YLLs/yr.	Benefit derived from YLL reduction	Reduction in days sick/ yr.	Benefit derived from sick days reduction	Reduction in CO2 (t/yr)
1	435	11	3	336	77	23	5	9	0.14	£7,893	13.7	£1,865	2.4	103	24	66	0.67	£38,916	78.1	£10,651	17.7
2	689	16	2	484	70	31	5	10	0.15	£8,891	15.9	£2,172	3.2	145	21	78	0.73	£42,520	90.2	£12,299	23.1
3	702	14	2	584	83	36	5	17	0.27	£15,813	30	£4,087	4.7	173	25	128	1.32	£76,635	165.3	£22,524	34.7
4	595	12	2	475	80	29	5	13	0.23	£13,321	25.9	£3,533	4.1	145	24	102	1.17	£67,567	148.5	£20,243	30.1
5	634	10	2	514	81	28	4	14	0.21	£12,391	21.2	£2,896	3.8	153	24	106	1.08	£62,660	122.6	£16,710	28.2
6	1016	43	4	751	74	75	7	22	0.24	£13,817	27.9	£3,808	5.3	259	25	149	1.06	£61,424	145.2	£19,786	35.8
7	863	18	2	698	81	48	6	23	0.22	£12,488	26.7	£3,636	5.6	218	25	151	0.99	£57,123	138.4	£18,864	38.3
8	609	20	3	437	72	39	6	13	0.18	£10,125	19.6	£2,675	3.4	160	26	96	0.81	£46,672	105.3	£14,347	25.1
9	848	22	3	446	53	48	6	11	0.17	£9,807	19.4	£2,647	3.6	227	27	87	0.75	£43,590	99.7	£13,589	26.8
10	752	12	2	453	60	31	4	11	0.13	£7,666	16.7	£2,271	3.1	183	24	90	0.65	£37,687	98	£13,353	24.6
11	754	21	3	529	70	45	6	16	0.16	£9,261	21.2	£2,884	3.7	198	26	116	0.72	£41,536	107.1	£14,592	25.9
12	669	23	3	480	72	44	7	13	0.14	£8,094	15.4	£2,103	3.1	170	25	93	0.64	£37,215	83.9	£11,439	22.3
13	944	40	4	616	65	75	8	21	0.2	£11,832	25.9	£3,527	5	275	29	143	0.91	£52,842	131.8	£17,960	36.1
14	1003	18	2	750	75	54	5	24	0.24	£13,968	32.5	£4,435	6.3	256	26	162	1.1	£63,885	169.8	£23,150	43.9
15	779	22	3	532	68	49	6	16	0.2	£11,477	20.9	£2,848	3.9	210	27	115	0.86	£49,902	108.6	£14,797	27.7
16	1266	27	2	774	61	63	5	19	0.23	£13,426	31.3	£4,269	5.4	321	25	154	1.13	£65,664	174.4	£23,772	41
<b>Totals</b>	<b>12558</b>	<b>329</b>		<b>8859</b>		<b>718</b>		<b>252</b>		<b>£180,270</b>		<b>£49,656</b>	<b>66.6</b>	<b>3196</b>		<b>1836</b>		<b>£845,838</b>		<b>£268,076</b>	<b>481.3</b>

NOTE: LSOA = lower super output area (the locations of each numbered LSOA are shown in Figure 18); YLLs/yr = years of life lost per year

Table 3: Derived benefits



## APPENDIX I

**Table 4; Consultation Plan**

<b>Consultation Plan: Local Cycling and Walking Infrastructure Plan for Evesham</b>	
<b>STAGE 1 – INTRODUCTION</b>	
What specifically are we seeking views on?	This is the Consultation Plan for Worcestershire County Council's (WCC) Local Cycling and Walking Infrastructure Plan (LCWIP) for Evesham. The LCWIP sets-out the network of improved and new walking and cycling infrastructure that WCC proposes for the town. The alignments of the various parts of the proposed network are all indicative and views are sought on the 'principle' of these alignments.
Budget estimates for this exercise	Less than £2,000
Proposed delivery date	November 2021
Is this a strategic / contentious exercise?	No
Have you entered this into the Cabinet Forward Plan?	The network of new or improved active travel infrastructure proposed in the LCWIP for Evesham is a first step towards delivering Local Transport Plan (fourth edition) scheme 'E4: Active Travel Network Investment Programme [for Evesham]'. CMR has approved the document for consultation in accordance with their delegated powers
When does this consultation exercise need to be completed?	December 2021

## STAGE 2 – WHAT IS BEING CONSULTED UPON?

### Background

In 2017 the Government published its first Cycling and Walking Investment Strategy. The Strategy set out the Government's ambition to make walking and cycling the natural choices for shorter journeys or as part of a longer journey, and amongst other measures it set-out the basis for local authorities such as WCC, to plan, through the production of LCWIPs, for how this ambition should best be delivered locally. The Government's 2021 'Gear Change' plan built on the ambition of the Cycling and Walking Investment Strategy but kept the recommendation for local authorities to draft LCWIPs.

The draft LCWIP for Evesham sets-out the national and local context, together with the rationale for improved active travel infrastructure in the town and it proposes a town-wide network of improved and new walking and cycling links.

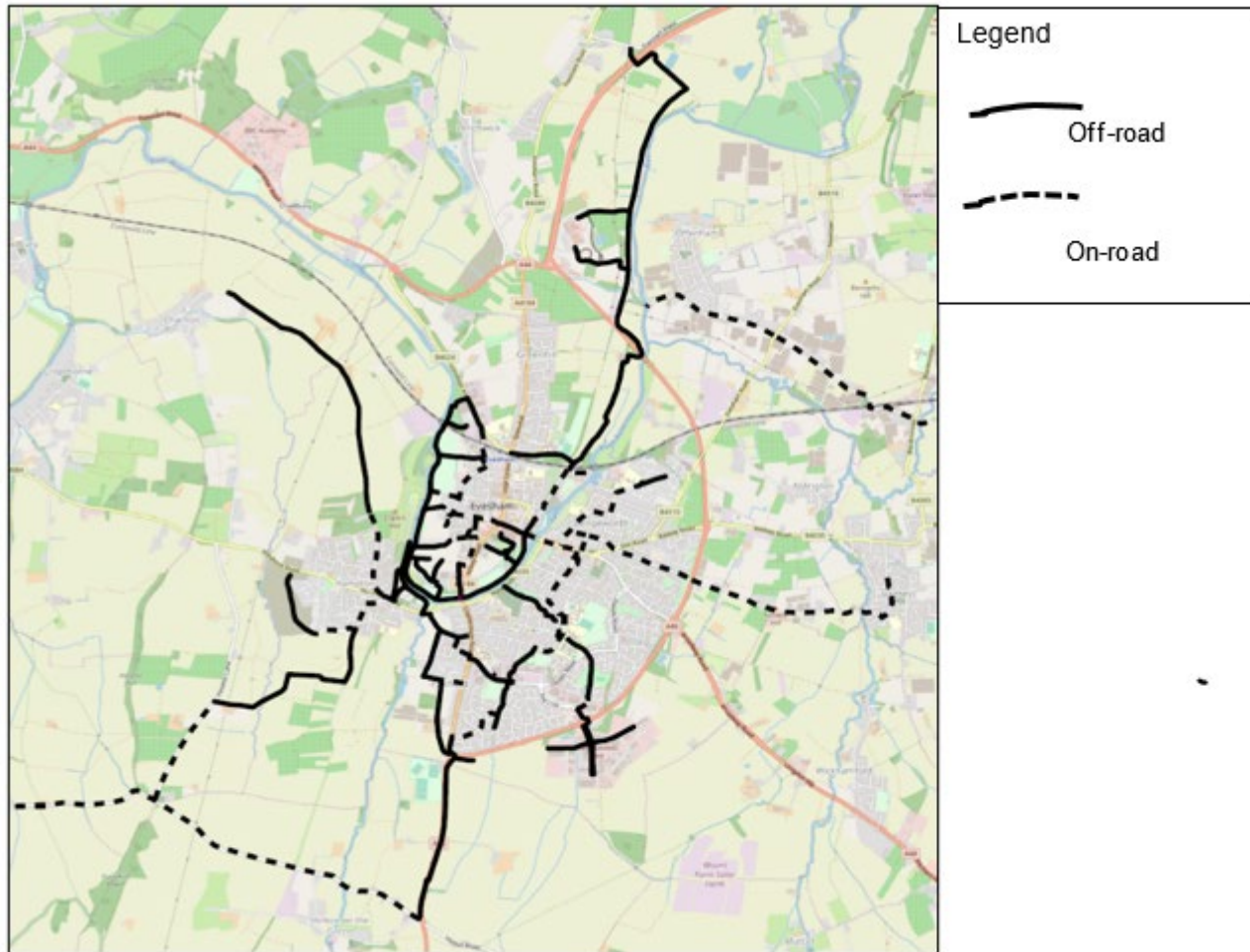
The proposed network seeks to give people the option to walk or cycle for commuting and utility trips, linking residential areas with the commercial, employment and service centres where local people work, shop and access key services and facilities. The proposed network also seeks to deliver greater access to Evesham's riverside, to capitalise on its leisure and recreation potential.

In accordance with guidance, the network proposed in the LCWIP for Evesham is a high-level, aspirational plan, with the alignments shown in the plan representing the starting point for scheme development. As each individual element of the proposed network is taken forward for scheme development and delivery, the detailed work involved in that process might lead to the refinement of some alignments.

The consultation will seek views on the entirety of the LCWIP, but it is likely that the network proposed within it will be of most interest to most respondents.

### Map 1: The proposed network

**Please note:** the map is for indicative purposes only and will not be used as part of the consultation material where a more suitable, better quality visual will be developed.



Map 1: The proposed network

Have you explained your objectives to staff?	Staff will be fully briefed on the scheme and its place in the LTP4 ahead of the consultation exercise.
Do staff have the necessary skills?	Staff who are experienced in delivering consultation exercises of this nature will be selected.
Set out objectives	<p>The four proposals seek to:</p> <ul style="list-style-type: none"> <li>• Directly enhance access to a range of local services and facilities:</li> <li>• Significantly improve travel choice:</li> <li>• Support local economic activity and growth, and</li> <li>• Compliment passenger transport provision as this gradually returns to a more normal footing post Covid 19.</li> </ul>

### STAGE 3 – DECIDING WHO TO CONSULT

Who are the stakeholders?	<b>Stakeholder</b>	<b>Comment</b>
	Worcestershire County Council (elected members and key officers)	After approving first draft, will assess any re-drafting that emerges as a result of the second phase of consultation and approve as appropriate.
	Wychavon District Council (elected members and key officers)	WDC is a partner in the development of a transport strategy for Evesham -of which this LCWIP is a key component- so this will be part of an <b>ongoing liaison</b> ; <b>WDC will help to disseminate.</b>
	Local MP	Local MP and Parliamentary Under-Secretary (Department for Digital, Culture, Media and Sport) Nigel Huddleston is a very strong supporter of the expression of interest (EOI) WCC registered in the

		DfT's Local Pinch Point Fund (now subsumed by the Levelling Up Fund).
	Evesham Transport Stakeholder Group:	The ETSG has helped shape the development of the transport strategy for Evesham mentioned above. In addition to elected members from the two tiers of local government, the group also has representatives from the following five organisations.
	<ul style="list-style-type: none"> <li>• Evesham Town Council</li> </ul>	ETSG member. <b>Ongoing liaison; will help to disseminate.</b>
	<ul style="list-style-type: none"> <li>• VECTA (Vale of Evesham Commerce and Tourism Association)</li> </ul>	ETSG member. <b>Ongoing liaison; will help to disseminate.</b>
	<ul style="list-style-type: none"> <li>• Cycle Evesham Vale</li> </ul>	ETSG member. <b>Ongoing liaison; will help to disseminate.</b>
	<ul style="list-style-type: none"> <li>• Ramblers</li> </ul>	ETSG member. <b>Ongoing liaison; will help to disseminate.</b>
	<ul style="list-style-type: none"> <li>• Vale of Evesham Civic Society</li> </ul>	ETSG member. <b>Ongoing liaison; will help to disseminate.</b>
	Highways England	Part of an <b>ongoing liaison</b> between WCC and HE regarding the elements of the proposed network that cross the A46 trunk road.
	Worcestershire Local Enterprise Partnership	It is worth noting that the Worcestershire LEP is a very strong supporter of the expression of interest (EOI) WCC registered in the DfT's Local Pinch Point Fund. The EOI contains the cycling network proposed in this LCWIP, along with a number of walking infrastructure schemes.



	Chamber of Commerce	
	Visit Worcestershire	
	Cycling UK	
	Sustrans	Part of an <b>ongoing liaison; will help to disseminate</b> (amongst volunteers).
	Environment Agency	
	Natural England	
	Network Rail	
	GWR	
	West Mercia Police	
	Disability support groups	
	The Public	
How will Councillors and the local MP be informed?	Local Councillors will be consulted in November 2021 alongside the public consultation. The local MP will be informed via email.	

<b>STAGE 4 – WHEN TO CONSULT</b>	
Consultation Process Programme Overview	<p>Planning for the consultation will be undertaken once resource has been allocated. Elements in the programme for consultation will include:</p> <ul style="list-style-type: none"> <li>• Planning and production of materials/web copy:</li> <li>• Promotion of the exercise:</li> <li>• Delivery of the consultation:</li> <li>• Analysis and reporting:</li> <li>• Re-evaluation in response to comments and agreement of final draft:</li> <li>• Adoption of LCWIP.</li> </ul>
How long before your exercise starts do you plan to publicise the exercise?	1 week
How long will respondents have to respond	Six weeks

<b>STAGE 5 – HOW TO CARRY OUT THE CONSULTATION EXERCISE</b>			
<b>Consultee</b>	<b>Method</b>	<b>When</b>	<b>Who</b>
WCC CMR	<b>Briefing</b>	August 2021	Project Manager
Local Members, MP/District Councils/Town and Parish Councils	<b>Email</b>	November 2021	Project Manager
Worcestershire Local Enterprise Partnership	<b>Email</b>	November - December 2021	Project Manager
Key Stakeholders	<b>Email</b>	November - December 2021	Project Manager

Residents Businesses Local Stakeholders and interest groups	<b>Website</b> The website will contain a <b>survey</b> which will be the primary response mechanism. All exhibition participants will be signposted to respond in this way. Similarly, all media releases will direct 'traffic' to the survey on the website.	November - December 2021	Communications Team Research Team to develop the survey based on the DfT guidance for questions soon to be issued.
Residents Businesses Local Stakeholders and interest groups	<b>Exhibitions.</b> Venues: Evesham Town Hall and Hampton Guide and Scout Community Hall Materials: One pull-up display, plus a network plan and directional business cards	November-December 2021. 16 <sup>th</sup> November 17:00-19:00 19 <sup>th</sup> November 14:30-17:00	Communications Team to arrange, attended by 2/3 members of staff
Residents Businesses Local Stakeholders and interest groups	<b>Press and Social Media:</b> Media releases should be issued at the start, during and after the consultation exercise to raise awareness and to communicate results.	November – December 2021, plus follow-up release to thank participants and to signpost to web for results/ outcome.	Communications Team
Are you using external consultants?	No.		

### STAGE 6 – ANALYSIS AND FEEDBACK

The quantitative results will be managed by SNAP software and evaluated by the research team. Any qualitative responses, along with any letters or email responses, will be analysed and quantified by the officer overseeing the consultation exercise.

The results of the evaluation will be considered by the project team and any decision to amend designs taken by local members and the project Board. Notes will be taken to evidence this part of the process. A feedback summary will be published by the Communications Team outlining



the key outcomes from the consultation exercise and any decisions taken. Feedback will NOT always be provided directly to individual participants.

Prepared by: HH

Date: 08 October 2021

Sent to Manager (Project Manager): EB

You agree the plan as set out, and you are comfortable that the relevant issues have been considered and sufficient budget / resources are available. That the spend / level of activity on this consultation is proportionate to the issue being consulted about.

Duties under Equalities and Data Protection Legislation have been met. Staff have sufficient training / expertise to carry out the consultation

PLAN SIGNED OFF BY MANAGER / CONSULTATION COMMISSIONER (Name):