

Evesham LCWIP

Worcestershire County Council

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Table of Contents

| | |
|-------------------------------------|----|
| 1. Executive Summary | 6 |
| 2. Introduction | 9 |
| 3. Determining the Scope | 13 |
| 4. Data Gathering and Analysis..... | 16 |
| 5. Option Development | 35 |
| 6. Network Planning..... | 53 |
| 7. Localised Improvements | 61 |
| 8. Prioritisation | 66 |
| 9. Integration and Application..... | 70 |
| Appendices | |

Figures

| | |
|--|----|
| Figure 2-1: Evesham Parish Boundary..... | 9 |
| Figure 2-2: The LCWIP Process..... | 10 |
| Figure 3-1: Evesham LCWIP Scope..... | 13 |
| Figure 3-2: Future Stakeholders..... | 14 |
| Figure 3-3: Governance Structure | 15 |
| Figure 4-1: Data Gathering Process..... | 16 |
| Figure 4-2: Existing Walking and Cycling Network in Evesham | 17 |
| Figure 4-3: Key Barriers in Evesham..... | 18 |
| Figure 4-4: Trip Attractors in Evesham | 19 |
| Figure 4-5: PCT Based on UK Government Targets..... | 20 |
| Figure 4-6: PCT Based on Go Dutch Targets | 20 |
| Figure 4-7: PCT Based on Baseline Targets..... | 21 |
| Figure 4-8: Workplace Population | 22 |
| Figure 4-9: Future Developments..... | 23 |
| Figure 4-10: Indices of Multiple Deprivation | 24 |
| Figure 4-11: Households with No Private Vehicle Access | 25 |
| Figure 4-12: Crime Decile Throughout Evesham..... | 26 |
| Figure 4-13: Cycle and Pedestrian KSI Clusters | 27 |
| Figure 4-14: Gear Change - A Bold Vision of Walking and Cycling in England | 29 |
| Figure 4-15 Proposed location of Hampton Bridge..... | 33 |
| Figure 5-1: Network Planning Stages..... | 35 |
| Figure 5-2: Initial Longlist..... | 38 |
| Figure 5-3: Rapid Prioritisation Checklist Themes..... | 39 |
| Figure 5-4 Refined Longlist | 41 |
| Figure 5-5: Shortlist..... | 45 |
| Figure 5-6: Cycle Route 1 Sectioning..... | 46 |
| Figure 5-7 Route 1 – Existing LTN 1/20 CLoS Score..... | 47 |
| Figure 5-8: Cycle Route 2 Sectioning..... | 48 |
| Figure 5-9: Route 2 – Existing LTN 1/20 CLoS Score..... | 49 |
| Figure 5-10: Cycle Route 3 Sectioning..... | 50 |
| Figure 5-11: Route 3 – Existing LTN 1/20 CLoS Score..... | 51 |
| Figure 6-1: Route 1 Proposed Improvements..... | 54 |
| Figure 6-2: Route 2 Proposed Improvements..... | 55 |
| Figure 6-3: Route 3 Proposed Improvements..... | 56 |
| Figure 6-4: Walking Zone Proposed Improvements..... | 57 |
| Figure 7-1: Barriers to Walking and Cycling | 61 |
| Figure 9-1: Next Steps | 70 |
| Figure 9-2: Governance Structure..... | 72 |

Tables

| | |
|---|----|
| Table 4-1: Types of Data Analysed | 16 |
| Table 5-1: Summary of Stakeholder Engagement Activities | 35 |
| Table 5-2: Gap Analysis Outcomes | 36 |
| Table 5-3: The Initial Longlist..... | 36 |
| Table 5-4: Refined Longlist..... | 40 |
| Table 5-5: Shortlist Criteria | 43 |
| Table 5-6: Shortlist | 44 |
| Table 5-7: Route 1 – LTN 1/20 Score and Number of Critical Fails..... | 47 |
| Table 5-8: Route 2 – LTN 1/20 Score and Number of Critical Fails..... | 49 |
| Table 5-9: Route 3 – LTN 1/20 Score and Number of Critical Fails..... | 51 |
| Table 6-1: Scheme Constraints and Opportunities | 58 |
| Table 6-2: Indicative Scheme Costs | 60 |
| Table 7-1: Behavioural Change Promotional Models..... | 62 |
| Table 7-2: Physical Supportive Measures..... | 64 |
| Table 8-1: Prioritisation Criteria and Scoring Methodology | 67 |
| Table 8-2: Cycling Priority List..... | 68 |
| Table 8-3: Delivery Plan | 69 |

1. Executive Summary

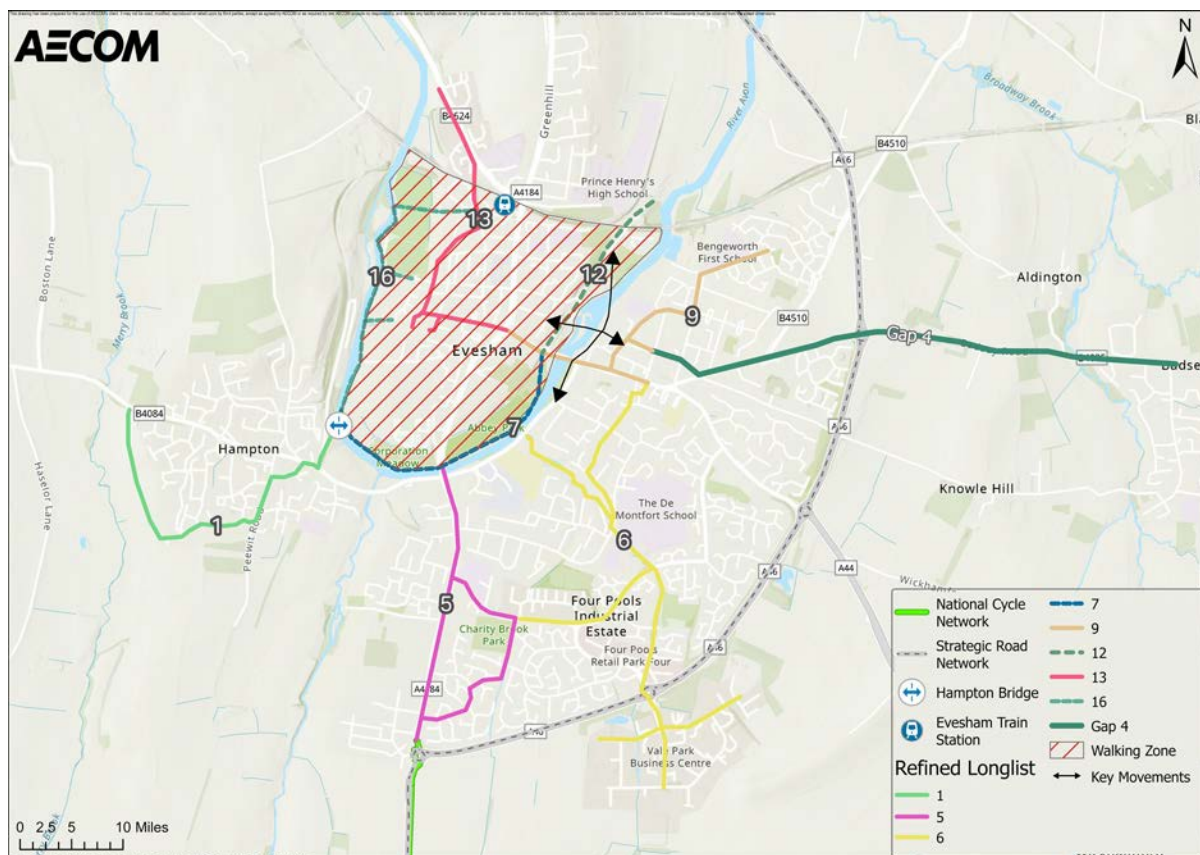
In 2021, a Local Walking and Cycling Plan (LCWIP) for Evesham was prepared for stakeholder consultation. This was in response to the desire to improve sustainable transport measures across the town, including walking and cycling infrastructure, to provide a healthy alternative to the car for local short journeys to work and other services and help to ease congestion issues in the town centre. There is also a need to improve accessibility for all users, with the presence of a number of physical constraints such as the River Avon, A46 and railway line providing barriers to movement and creating severance issues.

Following feedback received from the stakeholder consultation and the release of updated LTN 1/20 guidance and standards, Worcestershire County Council (WCC) has requested support from AECOM to review and update the LCWIP and provide an evidence-led strategy for improving active travel provision across the town over the coming years.

The geographical scope of this LCWIP is focussed on a 1.5 mile buffer surrounding the town. This area has been determined as it contains the main commercial centre of Evesham, a number of key physical assets and trip attractors and a concentration of origin-to-destination movements, based on 2011 Census data.

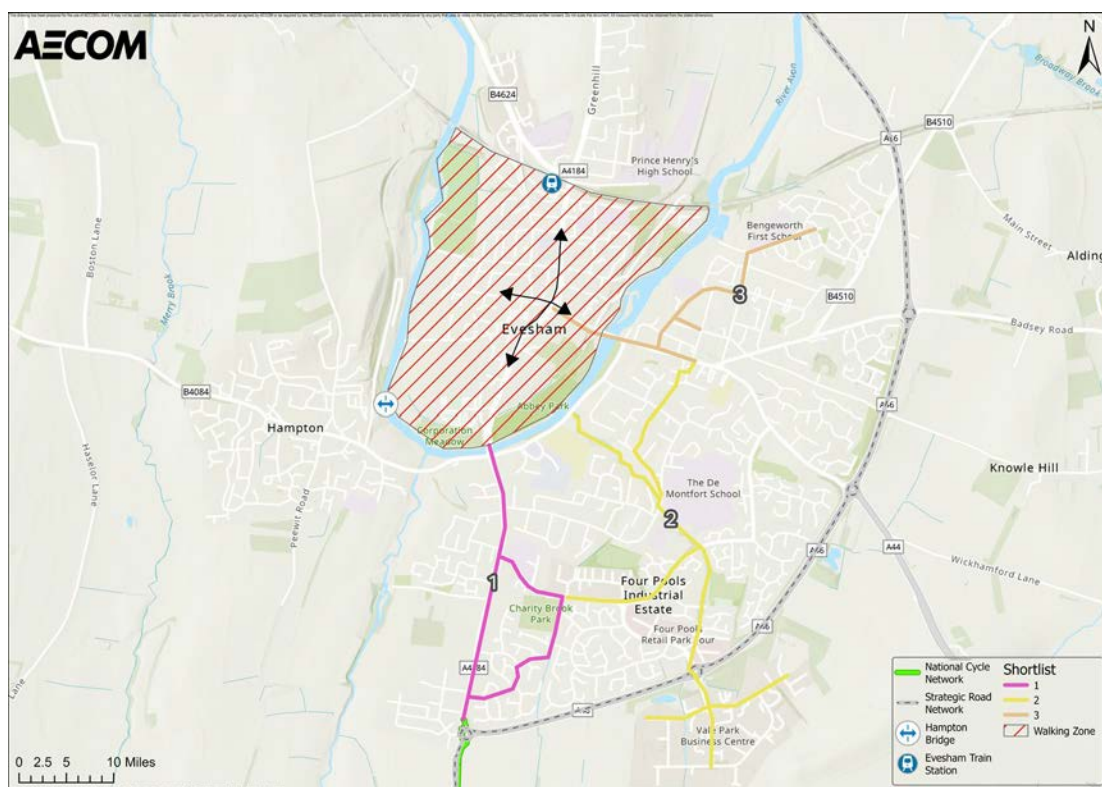
To develop a robust evidence base for the development of the LCWIP, an extensive data collection and analysis process has been undertaken. This process focussed on demand, socio-economic and network data as well as a review of national, regional and local policies.

An option identification process was then undertaken to distil an initial longlist into a refined longlist, shown below.



The refined longlist then underwent additional sifting to establish a shortlist. The shortlist encompasses 3 cycle routes and 1 walking zone, shown below. The schemes outlined in the shortlist will be delivered in the short to medium term as part of Phase 1 of this LCWIP. In the

longer term, it is expected that the other schemes included on the refined longlist will be delivered as part of Phase 2 of the LCWIP, reflecting WCC's future aspirations for a comprehensive and coherent walking and cycling network in Evesham. Other schemes which



The shortlisted routes and walking zone were audited and the findings from this supported the development of concept designs and high-level indicative scheme costs, set out below.

| Route Reference | Indicative Scheme Costs |
|-----------------|-------------------------|
| Route 1 | £4,328,906.60 |
| Route 2 | £7,961,110.87 |
| Route 3 | £2,526,636.02 |
| Walking Zone | £8,181,212.61 |
| Total | £22,997,866.10 |

A prioritisation process was also carried out to determine which of the shortlisted schemes should be prioritised for delivery. Based on this, Route 2 and the walking zone were identified as priority schemes to be delivered in the short term, whilst Routes 1 and 3 were identified as schemes to be delivered in the medium term.

The delivery of the schemes outlined in this LCWIP are summarised in the table below.

The short and medium term schemes are the shortlisted schemes and have been assigned a level of priority given the prioritisation outcomes, whilst the long term schemes constitute the remaining schemes on the refined longlist.

For ease, the shortlisted cycle routes were renamed to Route 1, Route 2 and Route 3 following the shortlisting process. These schemes were previously named Route 5, Route 6 and Route 9, respectively in the refined longlist.

| Scheme Reference | Priority | Phase |
|--|-----------------|--------------|
| Route 2 (shortlist) | Short term | Phase 1 |
| Walking Zone (shortlist) | Short term | Phase 1 |
| Route 1 (shortlist) | Medium term | Phase 1 |
| Route 3 (shortlist) | Medium Term | Phase 1 |
| Route 1 (refined longlist) | Long term | Phase 2 |
| Gap 4 (refined longlist) | Long term | Phase 2 |
| Route 13 (refined longlist) | Long term | Phase 2 |
| Route 7, 12, 16 combined (refined longlist) | Long term | Phase 2 |

The governance process and delivery plan form the final elements of this LCWIP, setting out a clear approach and timeframe for delivery.

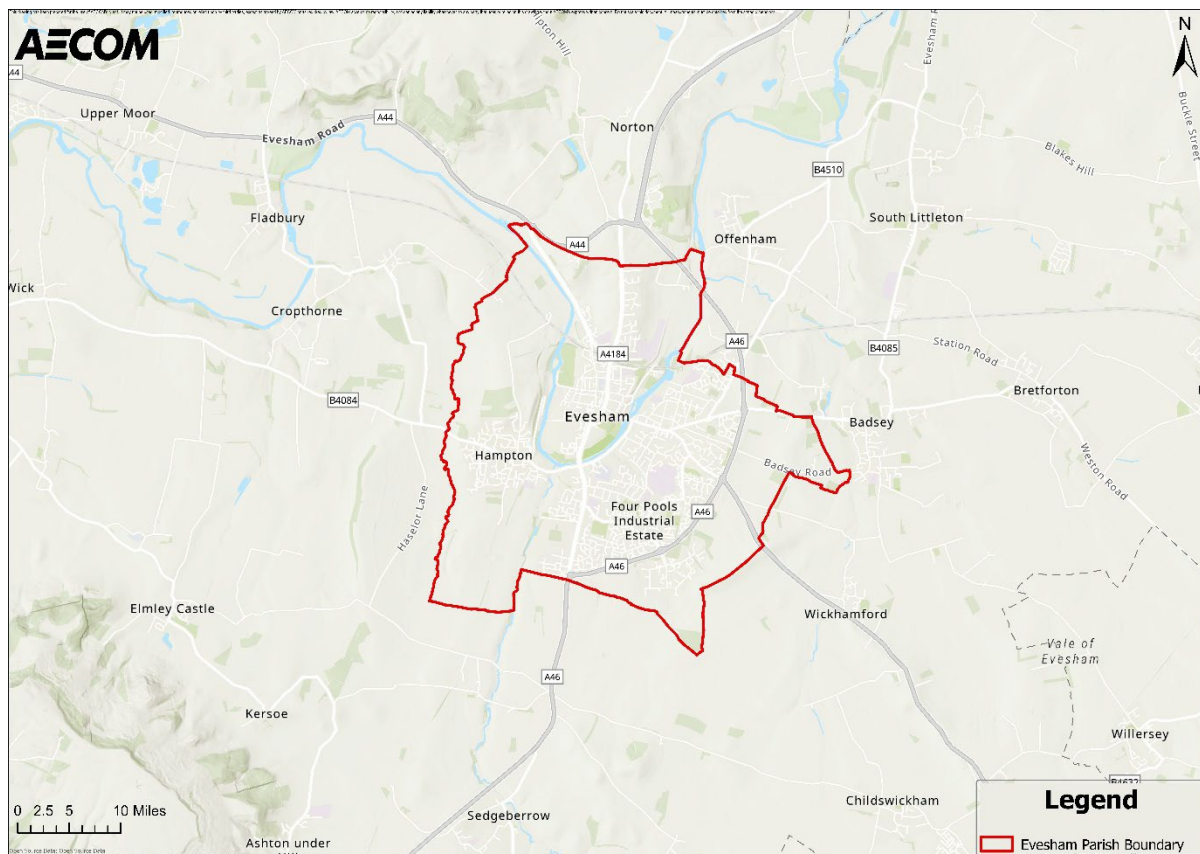
Stakeholder feedback has proved essential throughout in determining key challenges and opportunities and how the governance needs to be shaped to make forward delivery both possible and effective.

2. Introduction

Background

Evesham, outlined in **Figure 2-1** below, is a market town and parish situated in the Wychavon district of Worcestershire, West Midlands. The town is located between Worcester, Cheltenham and Stratford-upon-Avon. According to the 2021 Census, Evesham Parish has a population density of 48,593.

Figure 2-1: Evesham Parish Boundary



Evesham faces congestion issues as traffic growth trends observed in recent decades impact the town centre. Factors which contribute to Evesham’s congestion issues include:

- Evesham’s appeal which draws in visitors.
- The market town’s constrained and historic road network.
- Limited active travel provision.
- Severance caused by the River Avon, the A46 Evesham Bypass (part of the Strategic Road Network operated and maintained by National Highways) and the North Cotswold Railway Line. Limited opportunities to cross these ‘barriers’ impacts upon accessibility and causes vehicles and congestion to concentrate on key corridors.

There is a desire for investment in walking and cycling infrastructure to provide a healthy alternative to the car for local short journeys to work and local services. In doing so, this will help to tackle Evesham’s congestion issues, reduce severance and improve accessibility for people of all ages and abilities. This has manifested in the development of the Evesham Local Cycling and Walking Infrastructure Plan (Evesham LCWIP) which was prepared for stakeholder consultation in 2021. The LCWIP used evidence gathered by Sustrans in 2016 as the core evidence base for option identification, which predominantly focused on cycle

schemes. With both leisure and commuter trips in mind, Sustrans identified 17 cycle schemes and 1 walking zone for future investigation.

The 2021 Evesham LCWIP was shared with a variety of stakeholders outlined in **Appendix A**. Key stakeholders included:

- Local town and Parish councils.
- Local Councillors.
- Cycling UK.
- Active Evesham.
- Ramblers.
- Local cycling clubs.

Following feedback received from the stakeholder consultation, Worcestershire County Council (WCC) requested support from AECOM to review and update the 2021 Evesham LCWIP. Furthermore, updated LTN 1/20 guidance and standards have since been released. This document represents the updated Evesham LCWIP which takes these elements into consideration.

What is a LCWIP?

In 2017 the Department for Transport (DfT) issued its first Cycling and Walking Investment Strategy to support walking and cycling as a natural mode choice. The strategy has wider implications such that it has the potential to reduce congestion, improve physical and mental health, support local, regional and national carbon targets, and reduce social exclusion amongst a wealth of wider community benefits. They enable a long-term approach to developing local cycling and walking networks and form a vital part of the Government's strategy to increase the number of trips made on foot or bicycle.

The six-stage LCWIP process

The development of this strategy has been informed by the LCWIP Technical Guidance (2017)¹ which sets out a six-stage process to be followed, as outlined in **Figure 2-2**.

Figure 2-2: The LCWIP Process



¹ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/908535/cycling-walking-infrastructure-technical-guidance-document.pdf

In keeping with the guidance, the Evesham LCWIP takes into consideration its duty, under the Equality Act 2010, to meet the needs of people with protected characteristics.

Evesham LCWIP Development

This LCWIP has been developed with three key areas in mind:

1. Policy and guidance.
2. Socio-economic makeup and demographic profile of the area.
3. Local challenges and opportunities.

Emerging policy and guidance must be embedded into the LCWIP to promote the development of a robust and ambitious strategy aligned with the direction of growth - locally, regionally and nationally. There is a clear agenda towards a sustainable future, including the role that transport must play in this; this strategy must be able to fully capture the essence of this movement. Further detail on this element can be found in **Section 4**.

The LCWIP also needs to be considered against the socio-economic and demographic profile of Evesham to help improve transport inequalities and understand the potential demand for active travel alternatives. Further detail on this element can be found in **Section 4**.

Alongside this, the key challenges and opportunities presented across Evesham need to be considered in the development of this strategy. Stakeholder engagement, both internal and external, is valuable in ascertaining what these are to enable processes and best practice examples to be identified for the successful development and delivery of this LCWIP. These will include the geographic makeup of the area as well as political and governance-related challenges and opportunities. Internal stakeholder feedback from WCC and Wychavon District Council (WDC) representatives has been considered throughout the development of this LCWIP. Further detail on this element can be found in **Section 5**.

This LCWIP has been developed following the COVID-19 pandemic where cycling and walking gained significant momentum as people made short journeys for leisure, to reduce car dependency and to stay healthy and active. The Evesham LCWIP seeks to build on that momentum and develop schemes across the area to further encourage active travel. This ties in closely with Gear Change (2020)² which states that right now there is a *“once in a generation chance to accelerate active travel”*.

Aims and Objectives of the Evesham LCWIP

The Evesham LCWIP aims to:

- Develop a set of evidence-based deliverable plans for investment in walking and cycling infrastructure improvements.
- Improve the walking and cycling network throughout Evesham to establish a sustainable transport legacy, promote a low-carbon lifestyle and increase the town's tourism appeal.
- Provide means to solve current severance issues caused by the River Avon, the A46 and the North Cotswold Railway Line.
- Enhance active travel connectivity across Evesham to provide a safe, accessible and convenient walking or cycling mode choice to key trip attractors and employment sites.

² [Gear change: a bold vision for cycling and walking \(publishing.service.gov.uk\)](https://publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/862127/gear-change-a-bold-vision-for-cycling-and-walking.pdf)

The Evesham LCWIP will provide the following 3 key outputs:

1. A definitive walking and cycling network plan that identifies infrastructure improvements for further development in line with LTN 1/20 and Manual for Streets.
2. A supporting delivery plan that outlines a prioritised programme of walking and cycling infrastructure improvements noting investment (both costs and resource) requirements.
3. An evidence-based output that provides the narrative behind each walking and cycling infrastructure improvement which can be used to progress business cases for each of the schemes identified, if required.

LCWIP Structure

The remainder of this LCWIP is structured as follows:

Section 3: Scope. This section sets out the study area which has been defined to develop this LCWIP.

Section 4: Data Gathering and Analysis. This section provides the evidence base which will help to identify potential opportunities and constraints for the development of walking and cycling routes.

Section 5: Option Development. This section provides an overview of the option identification process and presents the longlist and shortlist.

Section 6: Network Planning. This section provides an overview of the concept designs and associated constraints, opportunities and scheme costs.

Section 7: Localised Improvements. This section focuses on how to better connect people to the proposed cycling and walking schemes and increase demand.

Section 8: Prioritisation. This section details the approach to prioritising the walking and cycling routes which will inform the delivery plan.

Section 9: Integration and Application. This section sets out how this document will be used going forward.

3. Determining the Scope

Introduction

This chapter outlines the geographical scope of the LCWIP and the proposed delivery timeframe for schemes identified within this document (**Stage 1 of the LCWIP process**).

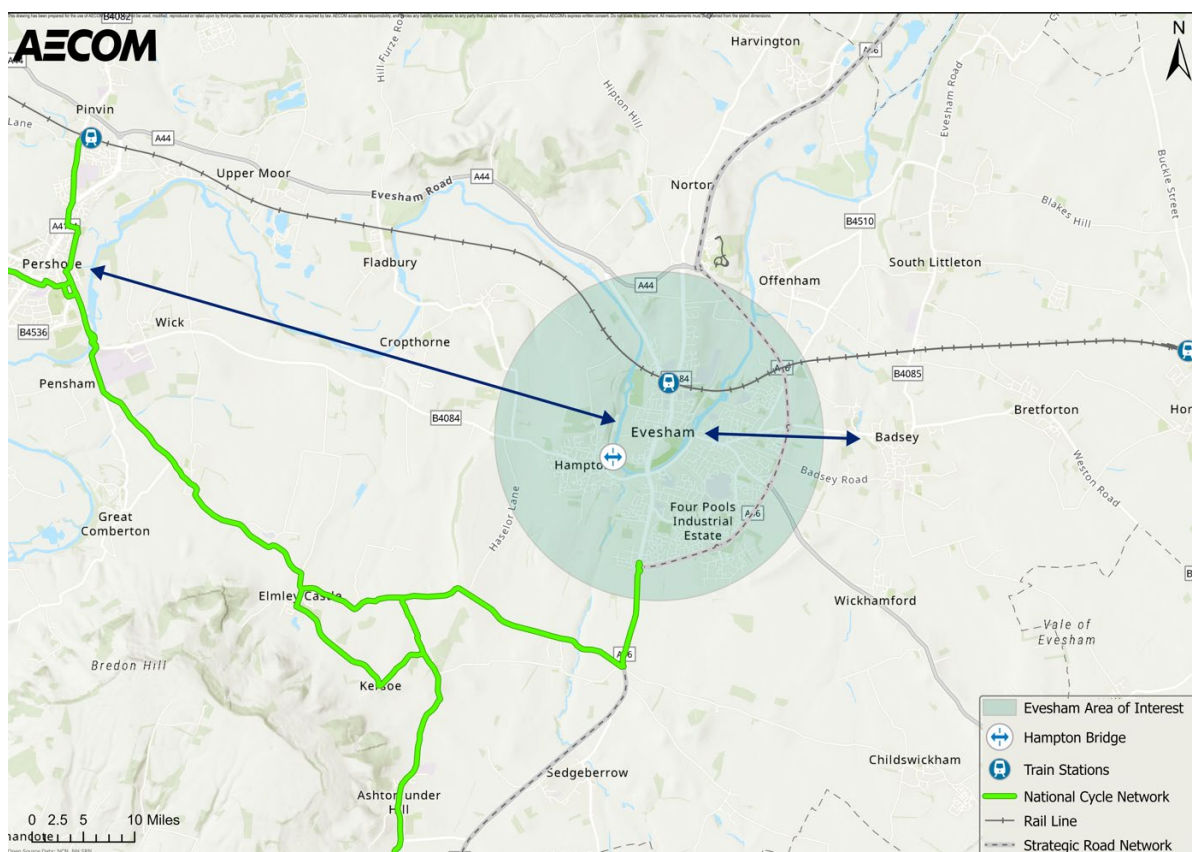
Geographical Scope

To establish a core area of focus, a 1.5 mile buffer has been applied to Evesham, as shown in **Figure 3-1**. This area has been determined as it contains the main commercial centre of Evesham, a number of key physical assets and trip attractors and a concentration of origin-to-destination movements, based on 2011 Census data.

Key physical assets encompassed within the core area of focus, such as the River Avon, the A46 and the North Cotswold Railway Line, have been thoroughly considered as they constrain and sever movements within the town. Hence, providing a means to overcome these barriers, through active travel provision, is fundamental.

Cross-boundary movements between Evesham and neighbouring parishes, Badsey and Pershore, have also been considered due to feedback from WCC and WDC representatives via a series of workshops, outlined later in **Table 5-1**.

Figure 3-1: Evesham LCWIP Scope



Delivery Timeframe

This LCWIP has been developed to cover a 10-year period between 2023 and 2033.

Section 9 outlines the stages that will follow the submission of this LCWIP.

This LCWIP should be reviewed midway through delivery to ensure progress is being made as anticipated. Consideration should also be given to any changes in local circumstances

such as the publication of new policies or strategies, new development sites, new sources of funding and changes to the scheme costs (inflation).

On approach to the end of 2033, consideration should be given to the development of a new LCWIP, ensuring that any key lessons learnt are noted and built into the new plan.

Further details regarding the immediate, medium and long-term actions that will follow the delivery of this strategy document are outlined in **Section 9** and the Delivery Plan (**Table 8-3**).

Stakeholder Engagement

Stakeholder engagement has been undertaken throughout the development of this LCWIP. Key outcomes from these activities are outlined later in **Section 5**. Following the completion of this LCWIP, further engagement will be carried out with a variety of different stakeholders, which could include those outlined in **Figure 3-2**.

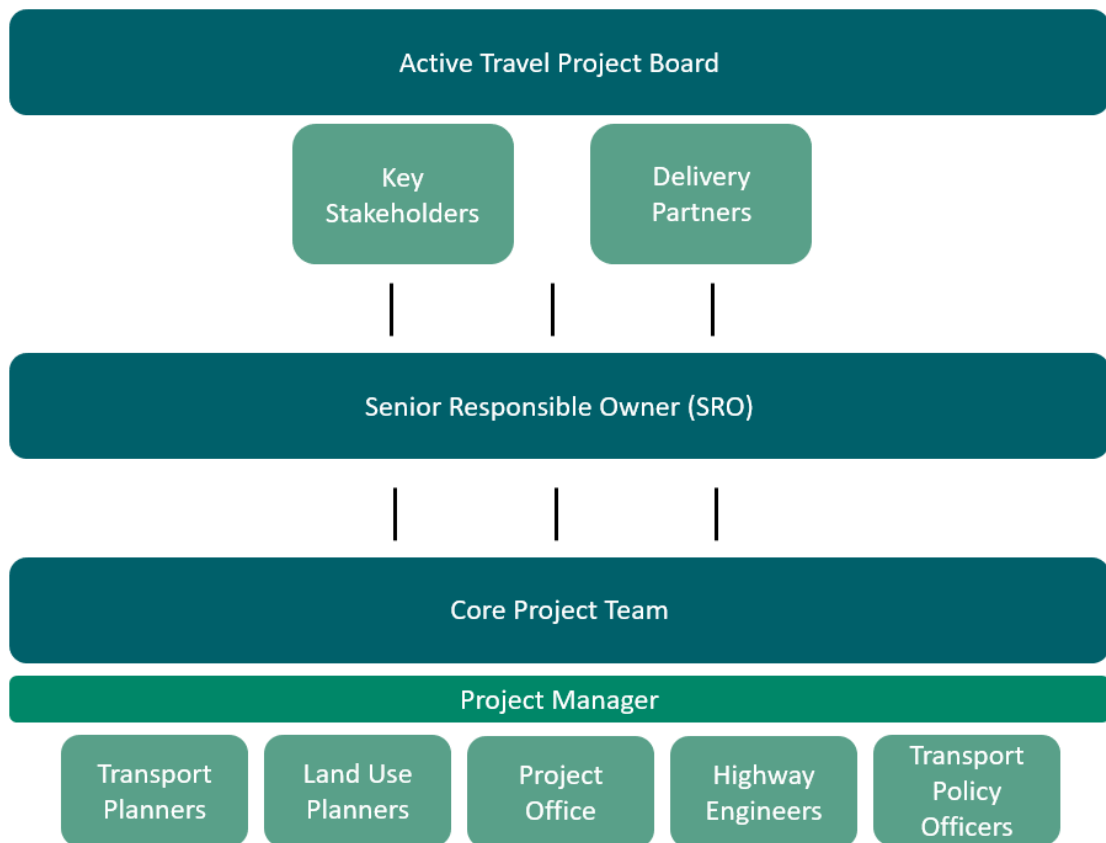
Figure 3-2: Future Stakeholders



Governance

The Evesham LCWIP will form part of a suite of documents that support the Worcestershire Local Transport Plan (LTP) with the LCWIP strategy being managed by the LTP Board. However, the delivery of the individual routes themselves will be managed by the Active Travel Board. The governance arrangements for the delivery of the routes is set out below in **Figure 3-3**.

Figure 3-3: Governance Structure



4. Data Gathering and Analysis

Introduction

The data gathering process (**Stage 2 of the LCWIP process**) has focused on three key areas, set out in **Figure 4-1**. Whilst traditional network data has been gathered, stakeholder engagement has also been key to this process, especially in terms of obtaining local information and knowledge. This broader data gathering approach has resulted in a robust evidence base for the development of the Evesham LCWIP. The three areas are considered in turn below.

Figure 4-1: Data Gathering Process



Data Review

To understand the network, demographic profile and socio-economic makeup of Evesham, various datasets have been reviewed, as set out in **Table 4-1**. This data has helped to ascertain gaps in the network and identify key constraints and opportunities across the network which needed to be considered within the option development process.

Table 4-1: Types of Data Analysed

| Data Type | Data Set | Purpose |
|------------------------|--|--|
| Demand Data | A1: Current Provision A2: Trip Attractors A3: Propensity to Cycle A4: Workplace Population A5: Future Developments | Demand data provides an insight into where walking and cycling infrastructure are likely to be best placed or most used based on a variety of factors. This will support the case for intervention. |
| Socio-Demographic Data | B1: Index of Multiple Deprivation (IMD) B2: Car or Van Accessibility | Socio-demographic data provides insight into the characteristics of the local population. This data will help to define the type of schemes that would work for the population and determine what is required to support the community. |
| Safety Data | C1: Crime Rates C2: Pedestrian and Cycle Collisions | Safety is important in the development of any cycling or walking scheme. Connections in safe environments should be considered to ensure that people of all genders and ages feel safe using the infrastructure schemes. Any locations that may experience safety issues should seek to be minimised where possible through the development of safer routes and zones. |

Alongside the datasets outlined in **Table 4-1**, the evidence base compiled by Sustrans in 2016 for the development of the existing Evesham LCWIP has also been considered. This evidence base, displayed in **Appendix B**, encompassed a desktop study outlining key growth areas, trip attractors and obstacles to cycling in Evesham as well as findings from a site visit.

A1: Current Provision

Understanding the current level of active travel provision in Evesham, displayed in **Figure 4-2**, helps to ascertain gaps in the network and areas for improvement.

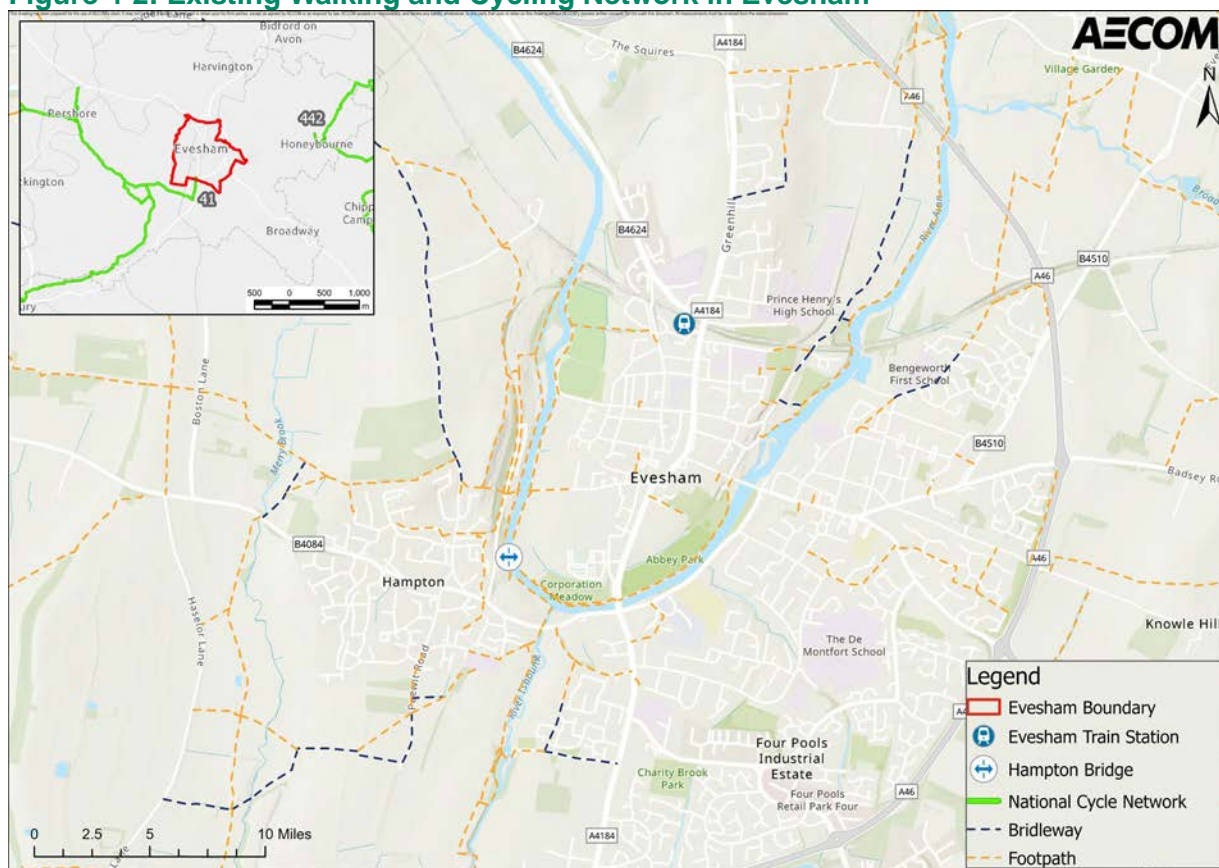
Within Evesham, there is an extensive active travel riverside network and National Cycle Network (NCN), Route 41, which terminates on the A46 to the south of Evesham. Route 41 provides a long-distance route that connects Bristol, Gloucester, Stratford-upon-Avon and Rugby.

Aside from the riverside network, Evesham's current active travel network is limited and is comprised of small, disconnected stretches of network as demonstrated in **Figure 4-2**. The current cycle provision offers no connections to the surrounding towns of Badsey, Blackminster, Offenham or Charlton. Public Rights of Way (PRoW) currently offer a more coherent and connected network, providing the opportunity to move around Evesham and into the surrounding towns.

As a means of increasing active travel and reducing vehicular traffic, a bus gate has been implemented near Bengeworth CE Academy Academy. This is likely to increase the use of the neighbouring PRoW network.

Whilst not currently in place, there are also plans to construct a pedestrian and cycling bridge, Hampton Bridge, over the River Avon. This would help to separate cyclists and pedestrians from traffic on Pershore Road and Abbey Road and improve access for non-motorised users across the river. The location of the bridge is shown in **Figure 4-2** below.

Figure 4-2: Existing Walking and Cycling Network in Evesham



Barriers, Constraints and Opportunities

Figure 4-3 demonstrates the potential barriers, constraints and opportunities in Evesham resulting from wider transport infrastructure such as:

1. The A46 Evesham Bypass
2. The River Avon and associated narrow bridges
3. The North Cotswold Railway Line and associated narrow bridges

The A46 Evesham Bypass routes around the urban fringe of Evesham and acts as a barrier to active travel movements from the northeast. With limited opportunities to cross the A46, the road presents a potential safety issue for pedestrians and cyclists, decreasing the desirability to travel across this barrier from small settlements to the east of Evesham including Badsey, Aldington and Offenham.

Segregation is also caused by the River Avon as only three crossing points are provided - bridges on Abbey Road and Bridge Street as well as a ferry service from Boat Lane to Hampton. With minimal opportunities to cross the River Avon, heavy traffic flows concentrate on the town's narrow entry and exit points. These bridges have limited road widths; consequently, opportunities to provide segregated cycling facilities are restricted and achieving LTN 1/20 criteria when implementing active travel schemes remains difficult.

There are good cross-boundary rail connections to the surrounding towns and villages of Pershore, Badsey and Honeybourne. This provides the ideal opportunity to provide an integrated sustainable transport network through the provision of parking at stations, active travel schemes which route nearby and cycle storage facilities. However, at present, the rail network results in several bridges in the north of Evesham which restricts road widths and creates barriers to developing a coherent active travel network across the town.

Figure 4-3: Key Barriers in Evesham

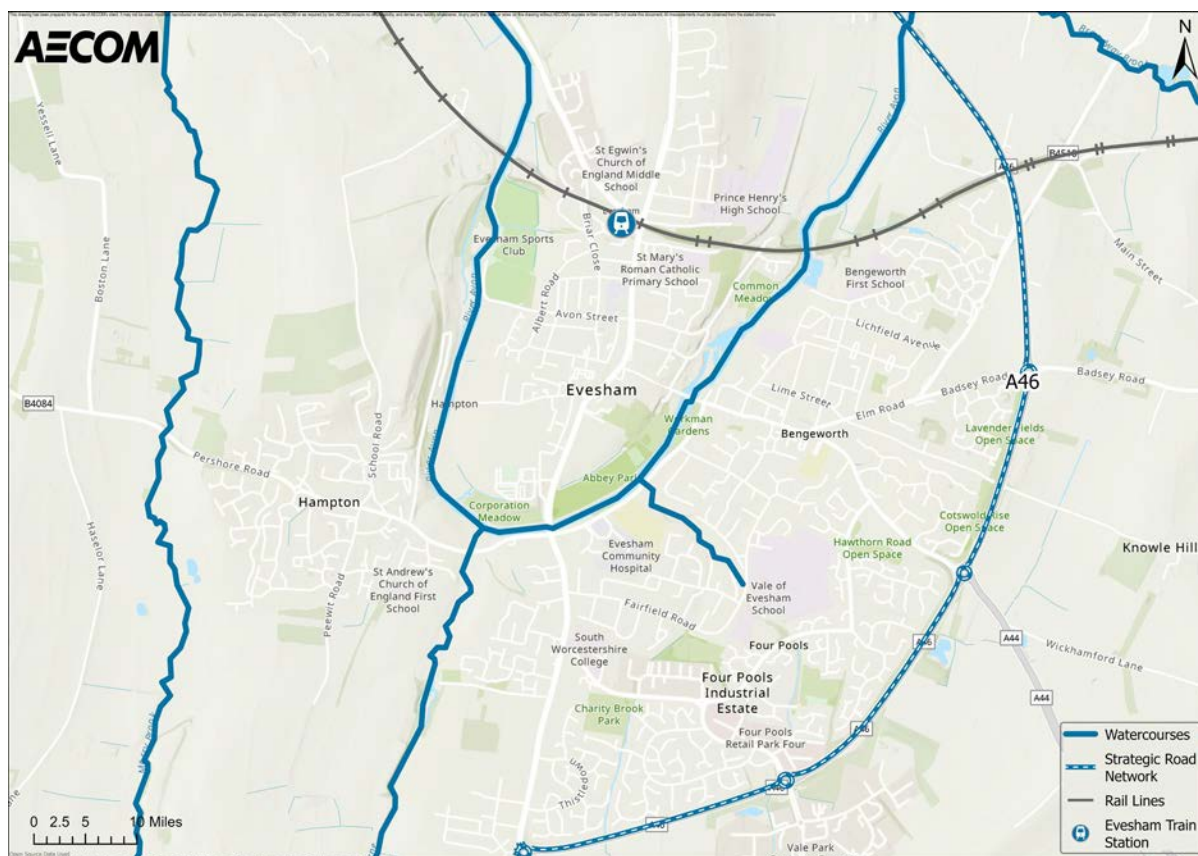


Figure 4-4: Trip Attractors in Evesham

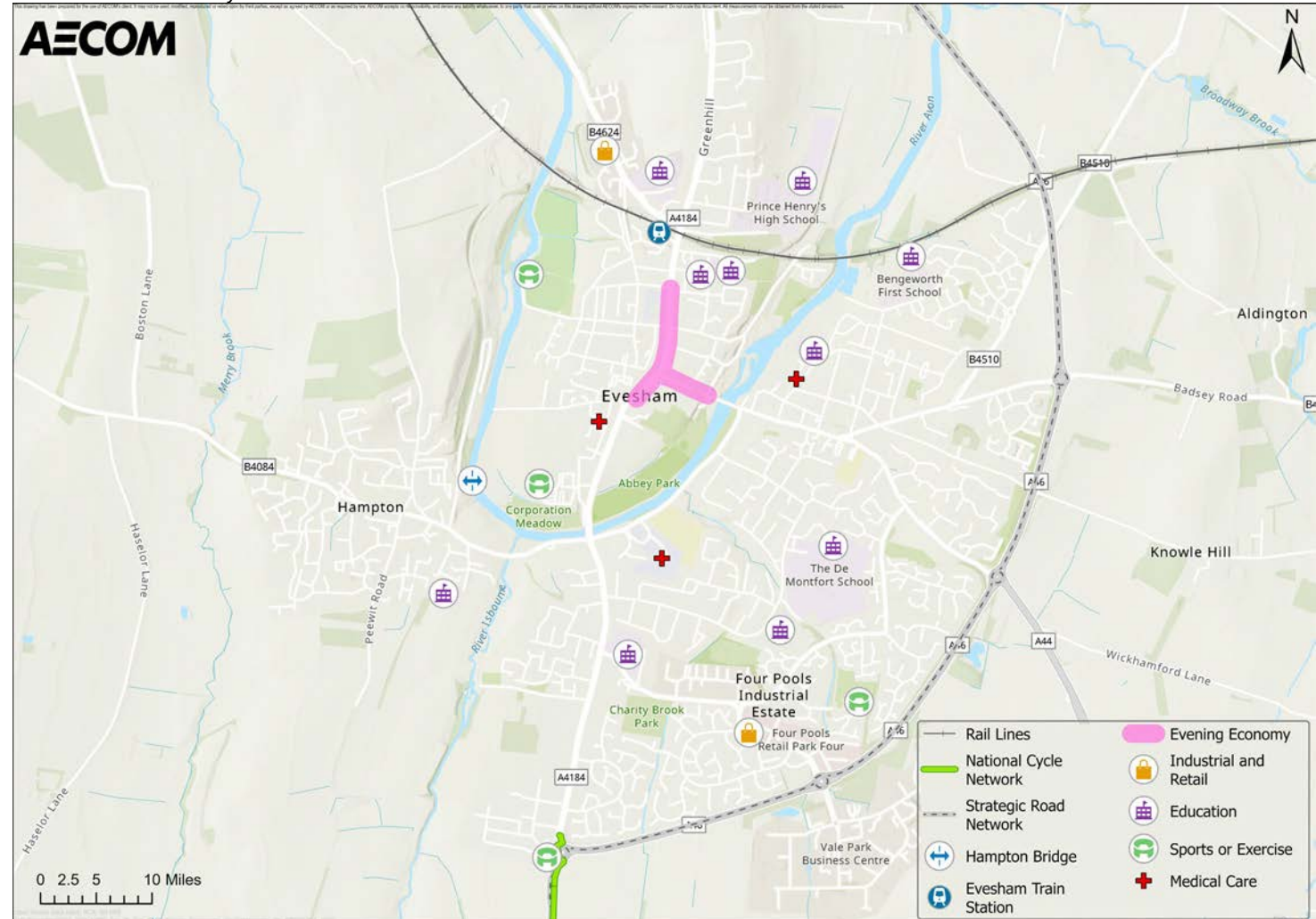
Source: Ordnance Survey Data

A2: Trip Attractors

The analysis of trip attractors has predominately focussed on educational establishments, medical, sport and shopping centres, recreational green spaces and leisure-based areas including bars and restaurants which form part of the evening economy.

Figure 4-4 demonstrates that, in the centre of Evesham within the boundary of the River Avon, there are numerous leisure-based attractors, as well as a number of schools. There are also numerous attractors to the east of Evesham including schools, hospitals and employment sites.

This analysis demonstrates that trips are more likely to concentrate on the centre and south-east of Evesham due to the number of trip attractors. As such, providing active travel connections between these areas would be beneficial in encouraging mode shift for a large number of vehicle users.



A3: Propensity to Cycle Tool (PCT)

The PCT is a cycle planning tool that offers various scenarios of change to determine where cycling is currently a common practice and where it could increase. The tool is useful when identifying key demand corridors or specific origin-destination trips. The PCT tool uses Census 2011 journey to work data, consequently the tool concentrates on utility-based cycle demand as opposed to leisure-based demand.

Figure 4-5 and **Figure 4-6** demonstrate two propensity to cycle scenarios - UK government target (corresponding to DfT’s draft Cycling Delivery Plan¹ target to double cycling in England between 2013 - 2025) and Go Dutch target (if investment brought the same infrastructure and cycling culture as the Netherlands). Both targets present a connected expectation of cycling with a coherent cycling network. The UK Government target predominately focuses on a north-south movement between Twyford and Charity Brook Park. Although the general corridors and routes between each scenario are similar, as both focus on key movements, the number of cyclists drastically differs between the two scenarios. The Go Dutch target expects an increase in the routes utilised as well as a more cohesive network when compared to the Government Target. This analysis demonstrates the potential scope to enhance cycling infrastructure and demand in Evesham, particularly in central, eastern and south-eastern parts of the town.

Figure 4-5: PCT Based on UK Government Targets

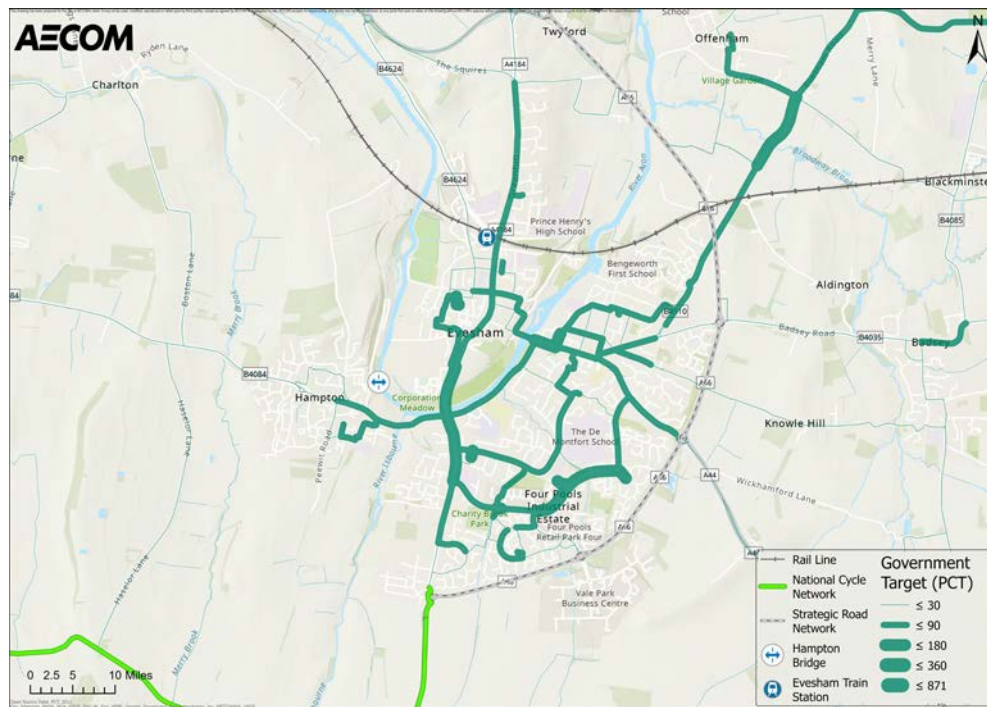


Figure 4-6: PCT Based on Go Dutch Targets

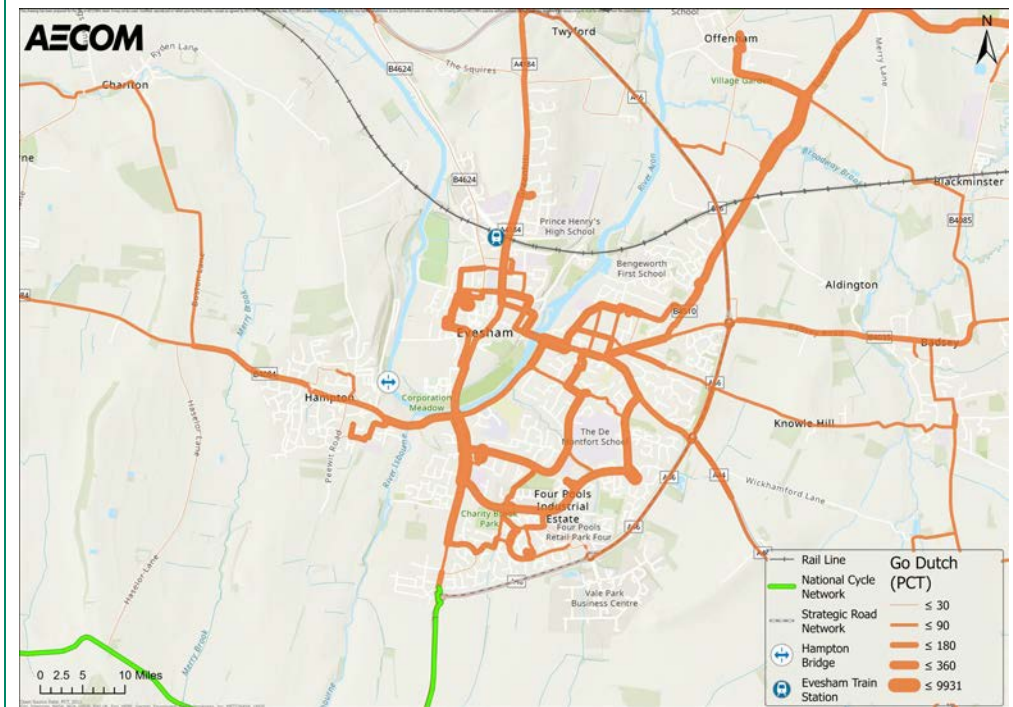


Figure 4-7: PCT Based on Baseline Targets

The PCT Baseline (**Figure 4-7**) demonstrates that the level of cycling within Evesham is currently limited and does not achieve the targets outlined above. Predominately, ≤ 30 cyclists are observed using most of the network.

The key cycling movement is north south between Evesham Train Station and the Four Pools Industrial Estate / Evesham High School.

It should be noted that the PCT data is based on the 2011 census and therefore may not be fully representative of existing demand.

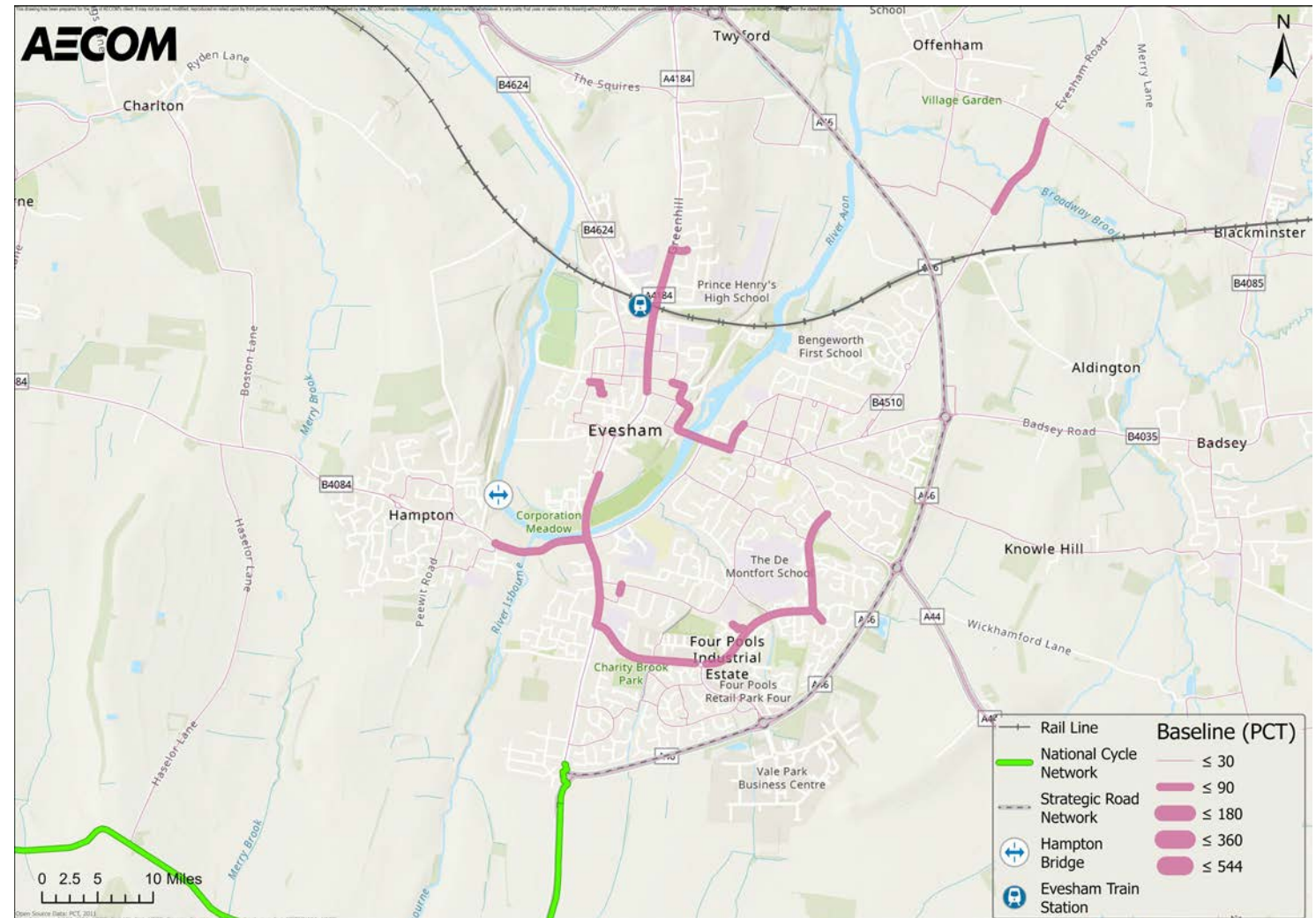


Figure 4-8: Workplace Population

Source: Census, 2021

A4: Workplace Population

Census 2021 workplace population data provides insight into where the working population live and where cycling and walking infrastructure is best placed to encourage walking or cycling as part of a daily commute.

Figure 4-8 demonstrates that the working population is greatest in the northeast and south of Evesham, near Bengeworth CE Academy and the Four Pools Industrial Estate respectively.

Areas situated on the peripheral of the study area, to the north, south and west, generally accommodate a smaller working population.

This data has been used alongside the PCT tool and analysis of trip attractors to determine potential opportunities to create a better-connected network within Evesham for commuters.

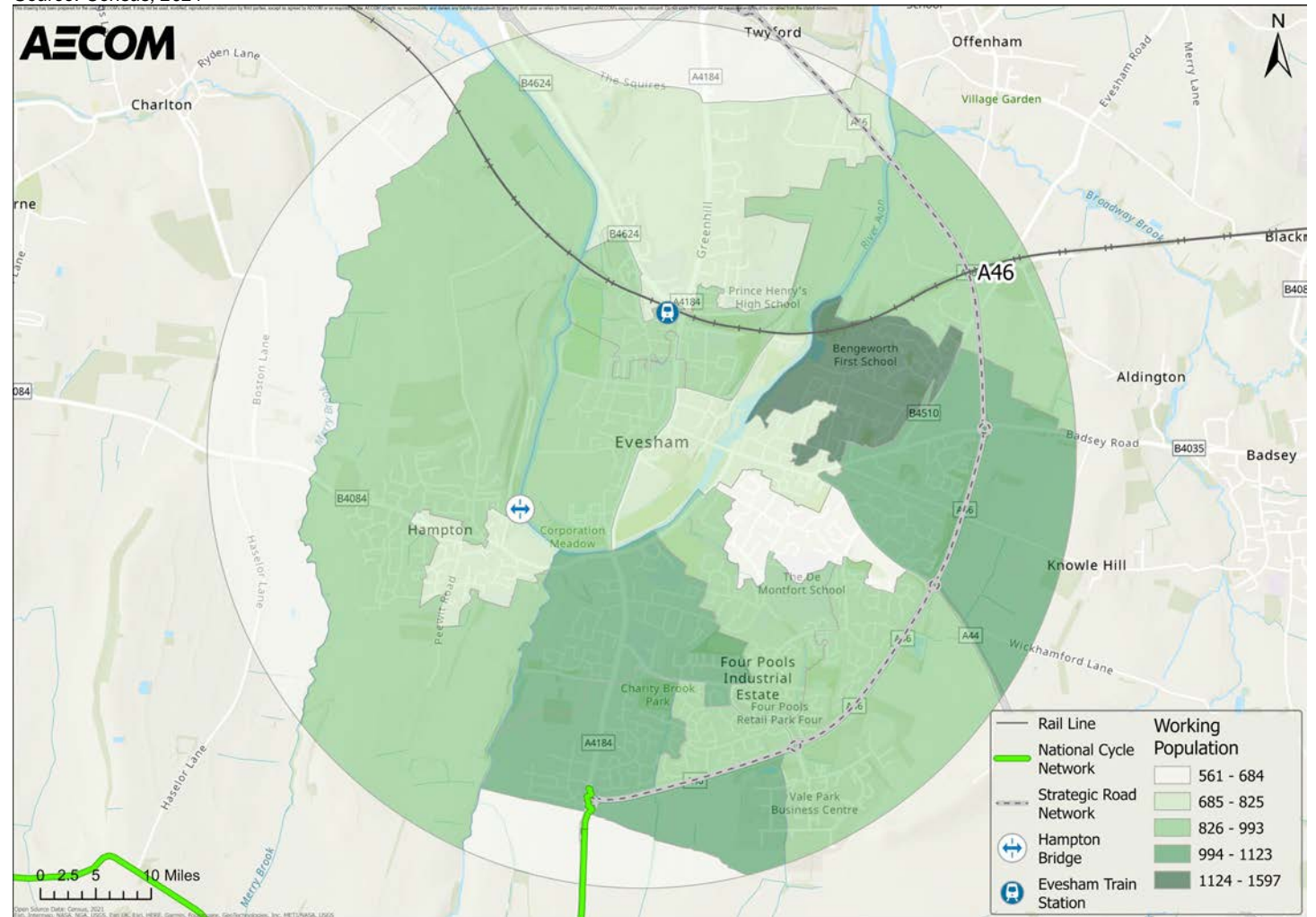


Figure 4-9: Future Developments

Source: South Worcestershire Development Plan Review³

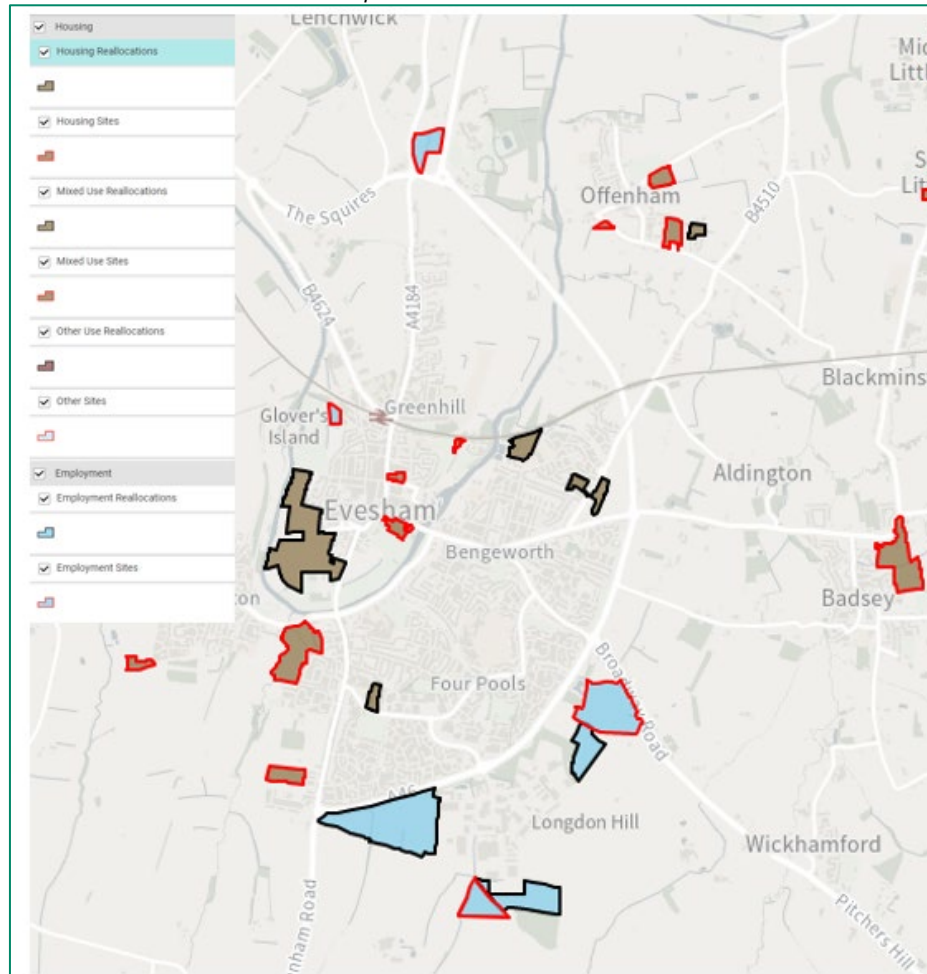
A5: Future Developments

Figure 4-9 provides insight into where developments are likely to come forward in the future.

Within the boundary of the A46, numerous sites are allocated for housing development, whilst in the vicinity of Four Pools Retail Park, south of Evesham, numerous sites are allocated for employment development.

In addition to these allocated sites, the ferry service which currently operates between Boat Lane and Hampton will be supplemented by a bridge – Hampton Bridge. The bridge will provide pedestrians and cyclists with an alternative method to cross the River Avon.

This data demonstrates where trip demand may increase in the future and hence, where active travel schemes are best placed to provide a viable active mode choice.



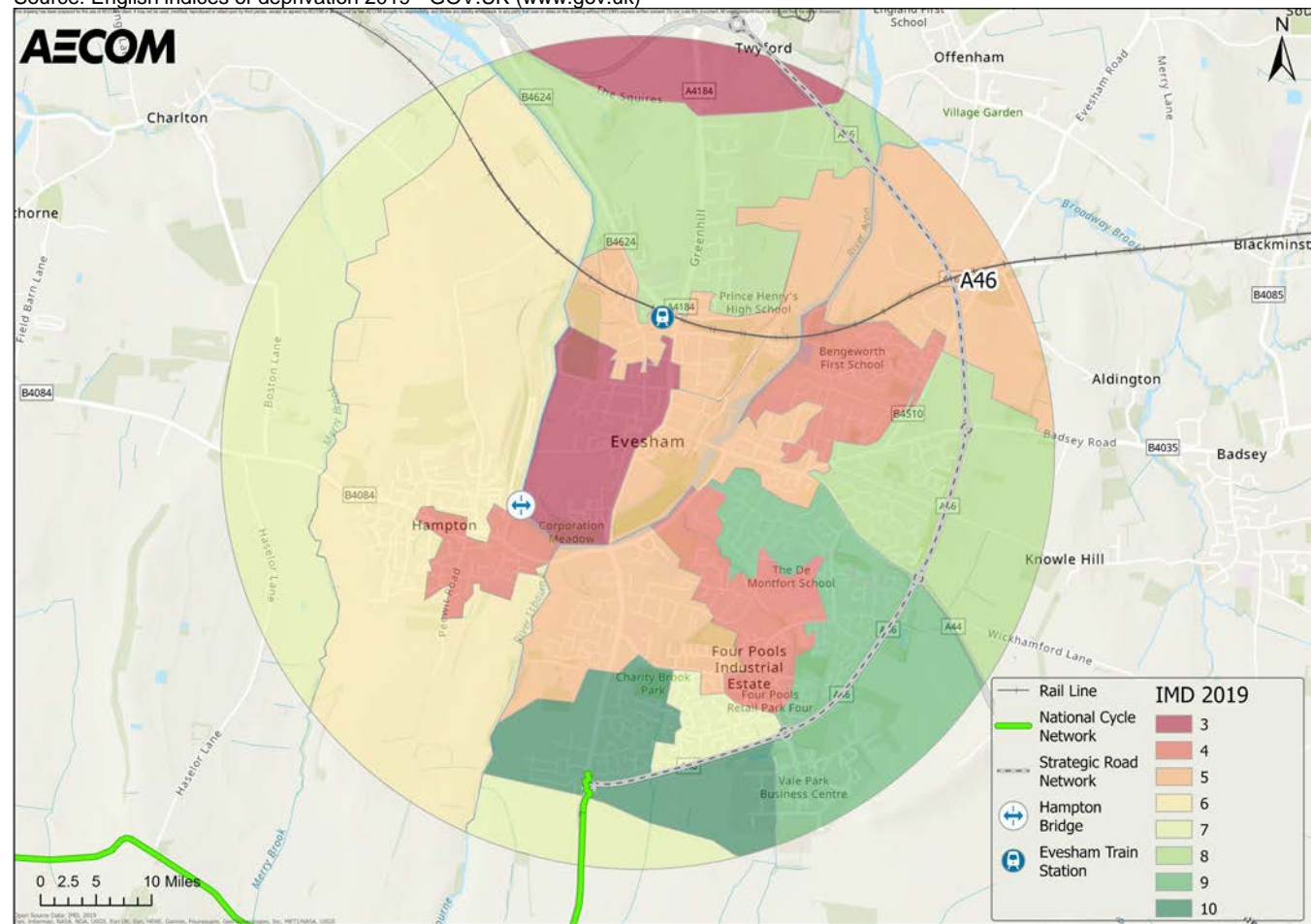
³ [Periscope@ v10.5.3 \(newgrove.com\)](http://Periscope@v10.5.3(newgrove.com))

Figure 4-10: Indices of Multiple Deprivation

Source: English indices of deprivation 2019 - GOV.UK (www.gov.uk)

B1: Indices of Multiple Deprivation (IMD)
 IMD provides a measure of the relative deprivation in England based on various domains including income, employment, crime, living environment, health and disability. The latest IMD data available is for 2019 and is presented in Figure 4-10. The data shows that the greatest level of deprivation exists within the River Avon boundary. Levels of deprivation decrease when moving outwards from Evesham centre.

This provides a geographical understanding of deprivation across Evesham. More deprived areas are more likely to rely on alternative transport modes to private vehicles such as buses, walking or cycling. Hence, this analysis helps to determine key focus areas to improve transport inequalities and target the implementation of active travel infrastructure schemes.



B2: Car or Van Accessibility

The Census 2021 data presented in **Figure 4-11** indicates where alternative modes of transport are likely to be relied upon due to the population having limited or no access to a car or van. This data demonstrates where there are potential opportunities to encourage mode shift and where active travel infrastructure should be implemented to improve access to opportunities for those without private vehicle access.

Predominately, car/van ownership is lowest in the centre of Evesham and increases when moving outwards from the town centre.

In 2021, nationally, 23.5% of the population have no access to a car or van – this is a higher proportion than in Evesham (16.9%). This demonstrates that residents in Evesham are more reliant on private vehicles.

These potential opportunities for mode shift have been considered in the option development process, discussed later in **Section 5**.

Figure 4-11: Households with No Private Vehicle Access

Source: Census, 2021

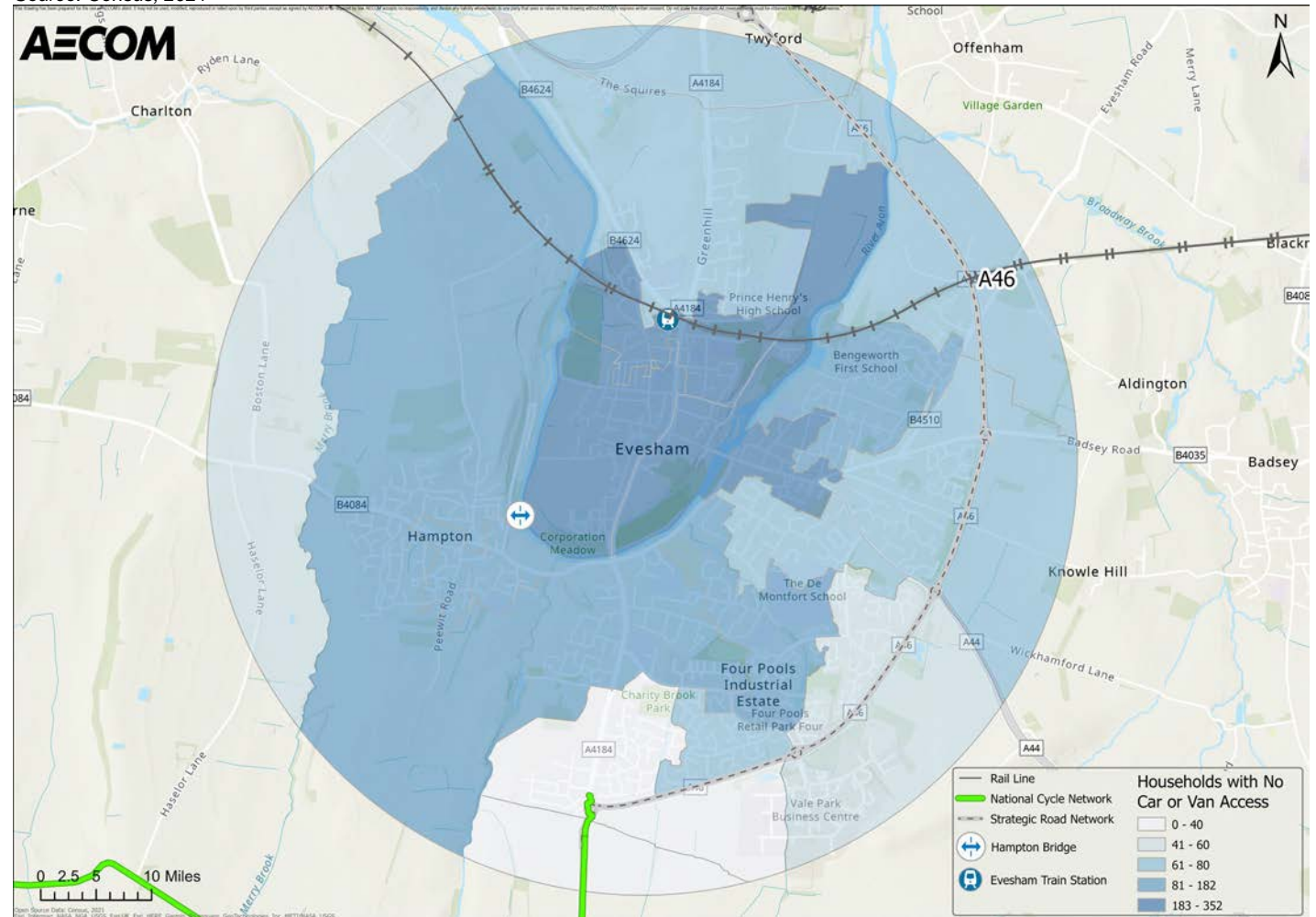


Figure 4-12: Crime Decile Throughout Evesham

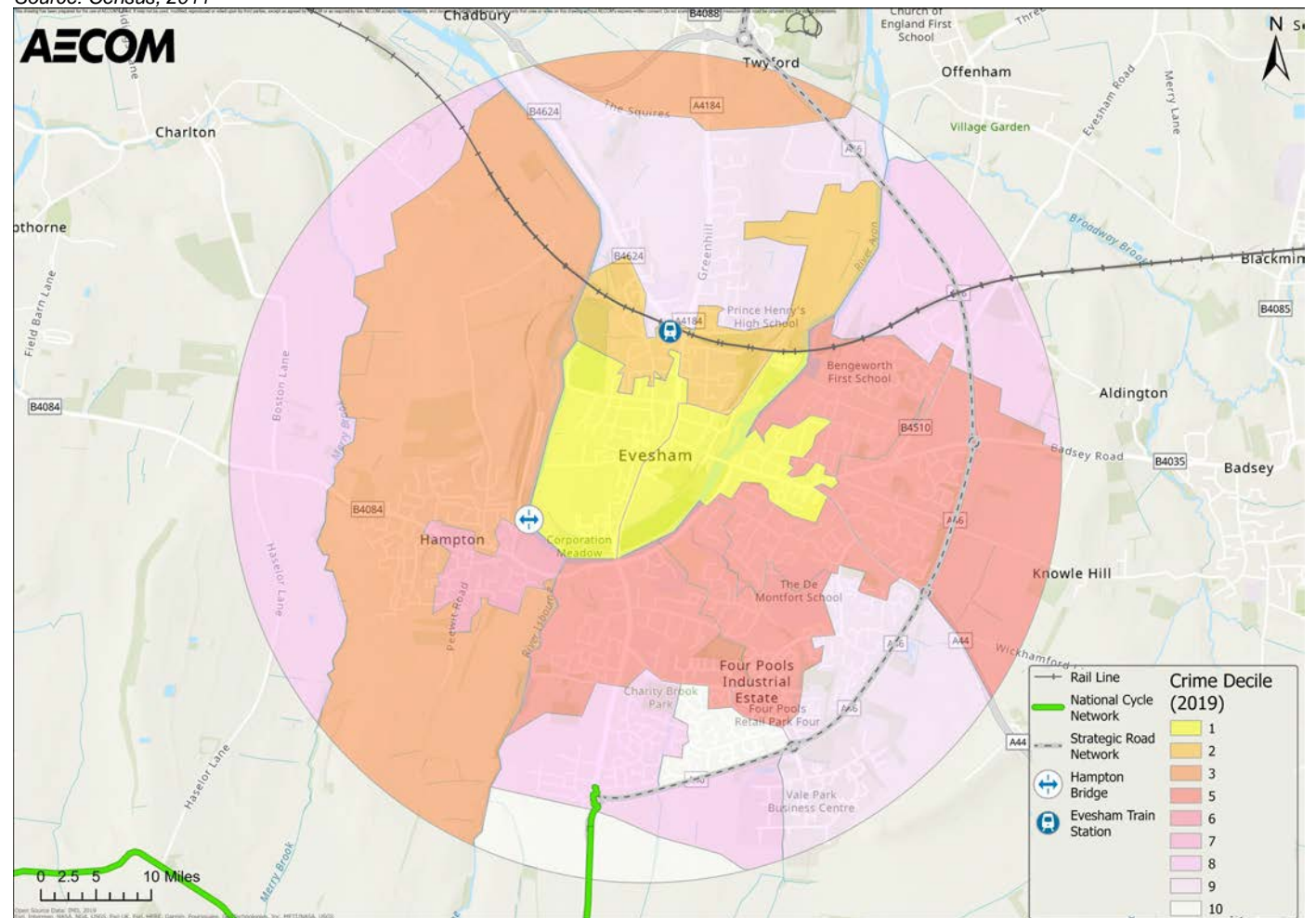
Source: Census, 2011

C1: Crime Rates

The data presented in **Figure 4-12** has been taken from Census 2011 and demonstrates the level of crime throughout Evesham.

The data demonstrates that the greatest level of crime occurs in the centre of Evesham and the area surrounding the Four Pools Industrial Estate. The south of Evesham, near the A46 and Charity Brook Park, experiences the lowest level of crime.

This data is important to understand suitable locations to implement cycle and walking measures. Locations which experience safety issues should seek to be minimised where possible through the development of safer routing choices or localised improvements for mitigation such as additional lighting, CCTV or panic buttons⁴.



⁴ A button used to request immediate police, fire or medical help.

Figure 4-13: Cycle and Pedestrian KSI Clusters

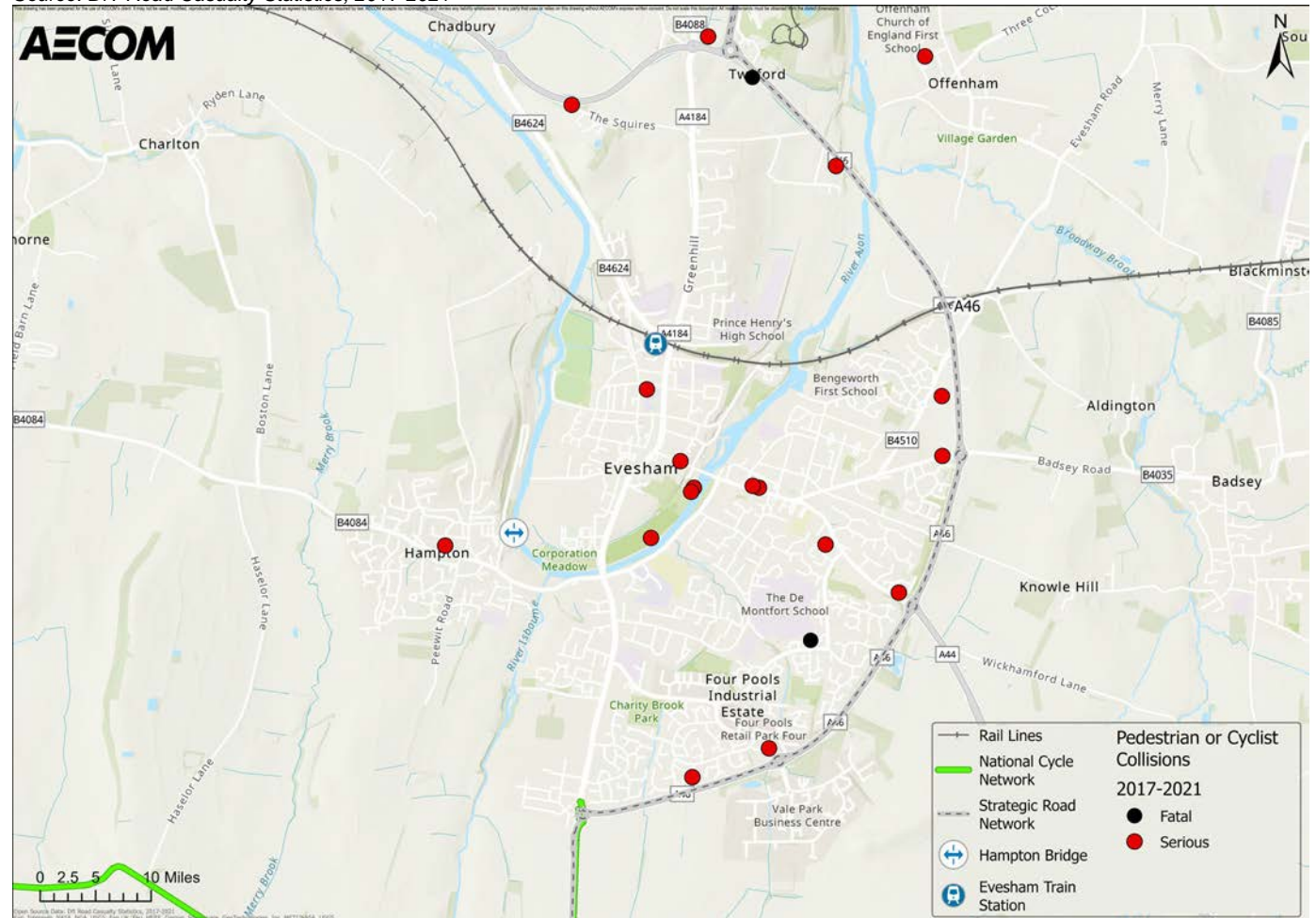
Source: DfT Road Casualty Statistics, 2017-2021

C2: Pedestrian and Cycle Collisions

Figure 4-13 presents Department for Transport collision data for Evesham between 2017-2021. The data was analysed with a focus on the prevalence of cycle and pedestrian collisions across the network, particularly killed or seriously injured (KSI) outcomes.

The data demonstrates that most collisions are concentrated on the south-east of Evesham with at least eight serious collisions occurring on the approach to the A46. Overall, two fatal collisions are observed – one near Evesham High School and one in Twyford.

This spatial analysis helps to distinguish where collisions clusters occur across the area. Locations which experience safety issues should seek to be minimised where possible through the development of safer routing choices or localised improvements for mitigation such as additional/safer crossings, school streets or reduced speed areas/traffic calming measures.



Socio-economic and Spatial Analysis Summary

- Trips are more likely to agglomerate in central and eastern areas of Evesham due to the presence of numerous trip attractors. Providing walking and cycling infrastructure improvements in and to this area would provide an alternative mode choice to a large number of existing vehicle users.
- The PCT Baseline demonstrates that the cycling uptake in Evesham is low with the key cycling movement occurring north to south, between the Evesham Train Station and the Four Pools Industrial Estate. The PCT based on UK Government Targets and Go Dutch Targets present a coherent and connected cycling vision, demonstrating the potential scope to increase active travel infrastructure and demand in Evesham, particularly in the central and south-east areas.
- The centre of Evesham has greater levels of IMD households with no access to private vehicles and high crime rates. These communities are more likely to rely on alternative transport modes to private vehicles. Therefore, the demand for walking and cycling infrastructure improvements in the centre of Evesham is likely to be high.
- The working population is greatest around Bengeworth CE Academy Academy and the south of Evesham. According to Census 2021, 30% and 43% of the working population in Evesham Parish travel less than 2km and 5km to work respectively. This highlights an opportunity for these short-distance trips to be converted into active mode trips.

Policy Review

In the development of any strategy, it is imperative to understand the policy direction at a national, regional, and local level as this will support scheme development. Consequently, a review of national, regional, and local policy has been undertaken and is presented below.

National Policy

National Planning Policy Framework (NPPF), 2021⁵

The NPPF (2021) set out the government's planning policy objectives for England and how these should be applied. Guidance within the document relevant to the Evesham LCWIP development includes:

- Section 8 paragraph 92 seeks to ensure that “planning policies and decisions should aim to achieve healthy, inclusive and safe places” through design and supportive infrastructure. This is to encourage healthy lifestyles, walking and cycling.
- Section 9 paragraph 104 builds on this notion outlining that “transport issues should be considered from the earliest stages of plan-making and development proposals, so that... opportunities to promote walking, cycling and public transport use are identified and pursued”.
- Section 9 paragraph 106 makes direct reference to the LCWIPs and highlights that planning policies should “provide for attractive and well-designed walking and cycling networks with supporting facilities such as secure cycle parking”.

This demonstrates a prominent emphasis on supporting people and creating places that allow for greater walking and cycling activities.

Gear Change: a bold vision for cycling and walking, 2020⁶

⁵ National Planning Policy Framework - Guidance - GOV.UK (www.gov.uk)

⁶ <https://www.gov.uk/government/publications/cycling-and-walking-plan-for-england>

Gear Change is about creating a step-change in walking and cycling, transforming the role that these modes play in the transport system and supporting the biggest funding increase for cycling and walking there has ever been. The potential benefits of carrying out this vision can help to address the issues we have as a society, such as improving health and wellbeing, air quality, congestion and tackling climate change and inequalities.

The strategy focuses on 4 themes:

1. Better streets for cycling and people.
2. Cycling is at the heart of decision-making.
3. Empowering and encouraging Local Authorities.
4. Enabling people to cycle and protecting them when they do.

A clear ambition has been set so that cycling and walking will be the natural first choice for many journeys. The aim is for half of all journeys in towns and cities to be cycled or walked by 2030. A bold future vision of cycling and walking in England can be seen in **Figure 4-14** below.

Figure 4-14: Gear Change - A Bold Vision of Walking and Cycling in England



This LCWIP supports the aims set out in Gear Change by encouraging mode shift towards cycling and walking by providing better provision for these modes within Evesham.

The Second Cycling and Walking Investment Strategy (CWIS2), 2022⁷

The CWIS2 sets out the government's strategies to make cycling and walking natural choices for shorter journeys or as part of longer journeys. By 2025 the scheme aims to:

⁷ [The second cycling and walking investment strategy \(CWIS2\) - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/consultations/the-second-cycling-and-walking-investment-strategy)

- Increase the percentage of short journeys in towns and cities that are walked or cycled from 41% in 2018-2019 to 46% in 2025.
- Increase the percentage of children aged 5 to 10 who usually walk to school from 49% in 2014 to 55% in 2025.
- Deliver a world-class walking and cycling network in England by 2040.

The Evesham LCWIP reflects the CWIS2 by providing better provisions for cyclists and pedestrians in Evesham to encourage active travel.

Local Transport Note 1/20 (LTN 1/20), 2020⁸

LTN 1/20 was introduced in July 2020 to guide the design of cycle infrastructure. The guidance recognises that *“the built environment should be accessible to all;”* therefore, creating inclusive walking and cycling networks is paramount to achieving more trips by bike or on foot.

Five core design principles underpin LTN 1/20 guidance, these must be addressed to increase walking and cycling uptake across the UK. These principles state that all cycling and walking infrastructure should be coherent, direct, safe, comfortable, and attractive. The principles must also have inclusivity and accessibility at the heart of them so that all people are accommodated.

The guidance provides a range of tools that help to develop infrastructure designs and sets measurable quality thresholds that must be achieved when designing cycle schemes. A set of thresholds have been identified to ensure cycle infrastructure is compliant and more likely to be considered for future funding. As such, only schemes ‘with a minimum score of 70% under the Cycling Level of Service, no critical fails and under the Junction Assessment Tools no red-scored turning movements’ will be considered for funding.

LTN 1/20 guidance has been considered throughout the development of this LCWIP and adhered to where possible.

Regional Policy

Worcestershire Local Transport Plan (LTP4), 2018 - 2030⁹

Over the plan period (2018-2030), Worcestershire County Council aim to invest in transport infrastructure, technology and services to tackle known congestion issues in the area. In Worcestershire, 85% of the population live in urban areas and on interurban corridors yet car usage, particularly for shorter trips of up to 3 miles, is the highest it has ever been (Census 2011). If vehicular traffic growth trends continue, many of the urban and interurban arterial routes within Worcestershire will become congested beyond traditional peak times, particularly when coupled with population growth.

LTP4 makes the strategic case for the Evesham Active Travel Network, which is a key component of the Evesham Transport Strategy. The Network aims to provide the infrastructure that will provide citizens with the option to convert short, single-occupancy vehicular trips into active travel trips.

The Evesham LCWIP seeks to support these and address the issues outlined in LTP4 by providing a plan for new walking and cycling infrastructure across the town to reduce congestion and promote modal shift.

Shaping Worcestershire’s Future, 2017 - 2022¹⁰

⁸ [Cycle Infrastructure Design \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

⁹ [appendix_b_ltp4_strategy_main_doc_2_.pdf \(worcestershire.gov.uk\)](#)

¹⁰ [mqConvert2PDF.aspx \(moderngov.co.uk\)](#)

Over the plan period (2017-2022), Worcestershire County Council aim to invest in 4 key priority areas:

1. The local economy
2. Children and families
3. Health and wellbeing
4. The environment

For Worcestershire, the environment is a key priority area as it helps to boost the tourism economy which is worth approximately £850 million per year. To enhance the environment, the Council demonstrates a clear objective to improve transport networks and deliver resilient infrastructure. These objectives will be achieved by recognising the importance of rail travel, improving roads and footways, reducing journey times and enhancing travel choice. To enhance travel choices, the plan notes that walking and cycling routes will be improved throughout Worcestershire.

The Evesham LCWIP seeks to support the aims outlined in this document by helping to deliver an evidence-based delivery plan for a walking and cycling network across Evesham.

South Worcestershire Development Plan Review (SWDPR), 2041¹¹

The South Worcestershire Councils (Worcester City, Malvern Hills District and Wychavon District Council) have commenced a review of the South Worcestershire Development Plan (SWDP), which was adopted in 2016. The SWDPR allocates additional land for housing, employment and retail up to the year 2041.

Thus far, the reviewed Plan has undergone an Issues and Options Consultation in 2018, a Preferred Options Consultation in 2019 and a Publication Consultation (Regulation 19) in 2022 – the final stage before the Plan is submitted for formal examination by the Government’s Planning Inspectorate. The Plan is due to be adopted in 2024 .

The SWDPR notes that to meet the needs of South Worcestershire, an additional 13,957 dwellings, 316 ha of employment land and 2,000 m² of retail floorspace are required. To meet Evesham’s development needs, 578 dwellings and 51.88 ha of employment land are required. Consequently, the SWDPR has allocated 16 sites for development in Evesham, demonstrated in **Figure 4-9**. It should be noted that, as the SWDPR has not yet been adopted, information may be subject to change.

Wychavon Strategy (2020-2024)

Wychavon is comprised of 3 towns: Droitwich Spa, Evesham and Pershore as well as approximately 100 villages and hamlets. The Wychavon Strategy sets out 3 key priorities which are underpinned by 12 goals to be achieved by 2024. The 3 key priorities include: supporting people, creating a strong economy and developing a sustainable environment.

Some of the relevant goals set out in the Wychavon Strategy include:

- To improve connectivity between railway stations and towns
- To invest £100,000 over 4 years to promote the growth of a low-carbon economy
- To appoint an active travel project officer to lead the development of new cycle routes and cycling and walking plans

The Evesham LCWIP seeks to support these aims by promoting a low-carbon economy through the development of new walking and cycling infrastructure.

¹¹ [SWDPR Regulation 19 Publication Consultation - South Worcestershire Development Plan \(swdevelopmentplan.org\)](https://www.swdevelopmentplan.org)

Worcestershire Joint Local Health and Wellbeing Strategy (2022-2032)¹²

This strategy outlines the health and wellbeing priorities for the local area over the plan period. The strategy notes a key aim of protecting the environment and promoting positive benefits to mental health and wellbeing by:

- Maximising the usage of and access to green space
- Providing safe and accessible opportunities for active and sustainable travel
- Understanding and addressing air quality and climate change in Worcestershire

The Evesham LCWIP supports the Health and Wellbeing Strategy by promoting active travel, providing high-quality infrastructure plants and connections to green space to ultimately improve air quality and improve mental health and wellbeing.

Local Policy

Evesham Town Centre Prospectus¹³

This prospectus outlines the spatial strategy for Evesham Town Centre by outlining significant assets in the town and suggesting how they can be best arranged to achieve Evesham's vision and strategic objectives. Given this, it should be noted that if circumstances change, the proposals set out in the strategy may also change.

Evesham's strategic objectives include creating a café culture, promoting climate resilience, improving the evening economy and active travel provision as well as capturing the town's picturesque setting to help develop the town as a leisure destination. To achieve these objectives, Evesham aims to encourage an Active Travel Programme to develop a safe and integrated network, upgrade the High Street corridor to create an improved pedestrian and cycle environment and improve east-west connectivity between the residential area located on the west and the town centre located on the east.

The Town Centre Prospectus highlights the importance of enhancing Evesham whilst maintaining its natural beauty as a riverside location. Evesham aims to harness the riverside to increase walking and cycling and provide a space for families, children, leisure and market stalls.

The Evesham LCWIP seeks to support these visions by creating a well-connected and accessible active network to increase walking and cycling to support Evesham's forward vision.

Evesham Transport Strategy

Worcestershire County Council, in partnership with Wychavon District Council, are currently developing the Evesham Transport Strategy. Within Evesham, congestion issues are widely acknowledged, particularly on the A46 Trunk Road and roads within the town centre. This often leads to prolonged delays and journey-time unreliability. The Evesham Transport Strategy aims to address congestion-related issues in Evesham by identifying packages of short-, medium- and long-term mitigation schemes.

As outlined in meetings held by the Evesham Transport Strategy Stakeholder Group¹⁴, the implementation of active travel measures is likely to play a key role in solving Evesham's congestion issues by promoting modal shift and reducing the need for short vehicular trips which are prominent in Evesham. The Evesham LCWIP will directly help to address these issues.

¹² [Worcestershire Joint Local Health and Wellbeing Strategy 2022-2032](#)

¹³ [Evesham Town Centre Prospectus - Wychavon District Council](#)

¹⁴ www.worcestershire.gov.uk

Evesham Town Plan, 2015¹⁵

This community-led plan, formally adopted by Evesham Town Council in 2015, outlines Evesham's needs and identifies projects/actions that will address these needs.

One of the top priority actions for the town includes “*establishing a network of cycle routes in and around Evesham*”. This is a top priority action as, in response to an opinion survey, cyclists in Evesham noted that they were poorly served by existing infrastructure and consequently wished for improved facilities. As part of creating a network of improved facilities, the Town Plan aims to deliver a safer, well-signposted network that is more accessible to disabled mobility scooter users.

The aims outlined in the Evesham Town Plan directly correspond to the aims of the Evesham LCWIP.

Hampton Pedestrian and Cycling Bridge¹⁶

Worcestershire County Council is currently developing plans for a new pedestrian and cycle bridge in Evesham located just off the B4084 (Pershore Road) between two current river crossings: the Hampton Ferry and Abbey Bridge. Hampton Bridge, depicted by the red line in **Figure 4-15**, will cross the River Avon and improve connectivity by linking the housing developments in Hampton with Evesham town centre. The bridge is a testament to Worcestershire County Council's commitment to improving walking and cycling access.

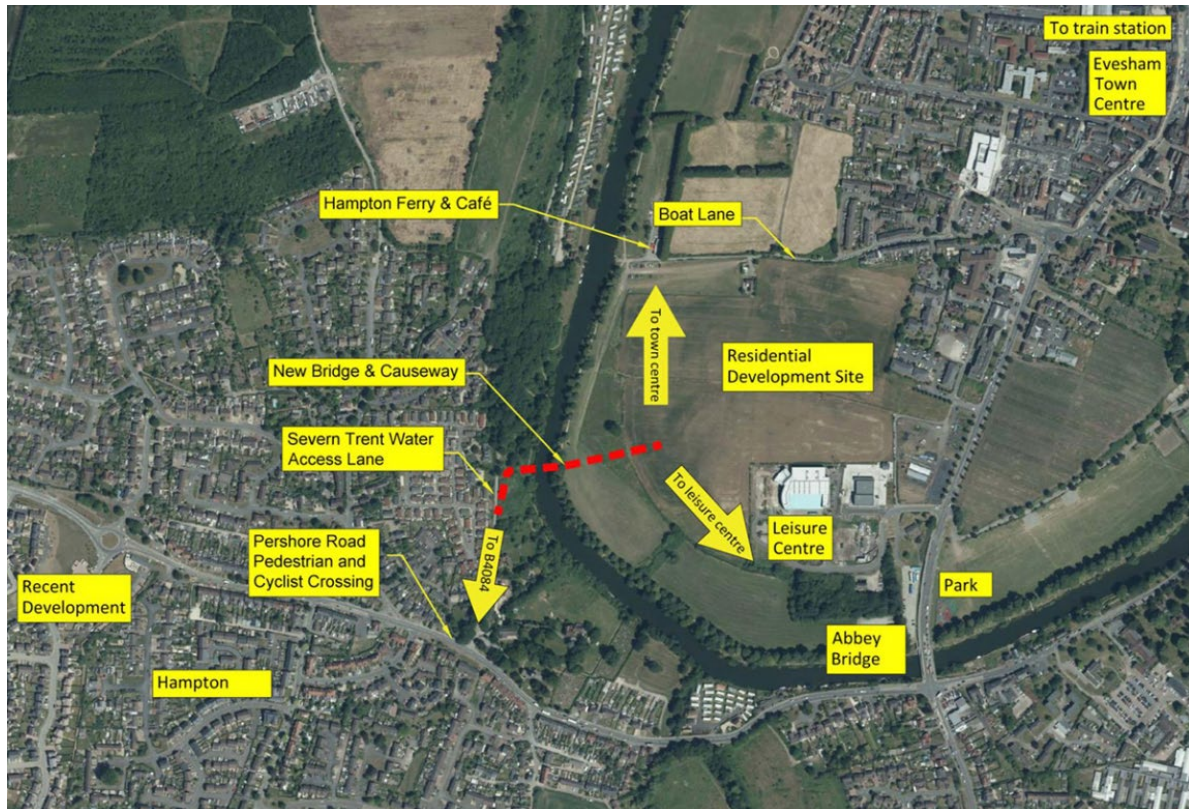
Following a pre-planning public engagement exercise in 2021, a planning application for the bridge (22/000029/REG3) was submitted to Worcestershire County Council in May 2022. Following this, survey and ground investigations have been ongoing. Information from the site investigations will feed into the planning application which is planned to go to the committee in autumn 2023 with construction starting thereafter.

Figure 4-15 Proposed location of Hampton Bridge

Source: Worcestershire County Council Planning Portal, Planning Reference 22/000029/REG3

¹⁵ [PRINTED TOWN PLAN-E Copy.pdf \(eveshamtowncouncil.gov.uk\)](#)

¹⁶ [Hampton pedestrian and cycling bridge | Worcestershire County Council](#)



Evesham Town Centre Investment Prospectus, 2022¹⁷

This prospectus aims to generate future investment into Evesham, ensuring the right type, scale and diversity of development comes forward over the next 20 years. The plan outlines that up to 2041, 578 new homes and 0.84 acres of employment-led land are planned to be developed in Evesham. As well as this, the plan outlines various weaknesses of Evesham including the lack of connectivity to Port Street, limited crossings over the A4184 (High Street) and a 'disjointed' arrival experience from the south.

The Evesham LCWIP seeks to support and enhance future development opportunities as well as address the town's weaknesses, outlined above.

¹⁷ [Evesham Prospectus.pdf \(wychavon.gov.uk\)](#)

5. Option Development

Introduction

This section focuses on the strategic walking and cycling infrastructure schemes and provides further detail on how the schemes, outlined in both the longlist and shortlist, have been identified and refined through various sifting activities.

The following section, **Section 6**, will consider localised improvements that could be implemented to support the strategic walking and cycling infrastructure schemes.

Network Planning Approach

The network planning approach encompassed the 6 stages outlined in **Figure 5-1**. Stakeholder feedback was provided and considered throughout each stage.

Figure 5-1: Network Planning Stages

| Stakeholder Engagement for all Stages 1-6 | |
|---|--|
| Stage 1- Gap Analysis | |
| | <ul style="list-style-type: none"> To review the corridors initially proposed by Sustrans and identify further corridors that would offer additional value within the LCWIP. |
| Stage 2: Initial Longlist | |
| | <ul style="list-style-type: none"> The initial longlist encompassed all routes proposed by Sustrans (17 cycle schemes and 1 walking zone) as well as the potential gaps identified in Stage 1. |
| Stage 3: Sifting process | |
| | <ul style="list-style-type: none"> All routes within the initial longlist were assessed against a rapid prioritisation checklist as part of a sifting process. |
| Stage 4: Refined Longlist | |
| | <ul style="list-style-type: none"> The refined longlist encompassed 7 cycle routes and 1 walking zone defined by the sifting outcomes in Stage 3. The walking zone focussed on 3 key movements within Evesham town centre. |
| Stage 5: Sifting Process | |
| | <ul style="list-style-type: none"> All cycle routes outlined in the refined longlist were assessed against a shortlist criteria as part of a sifting process. The walking zone did not undergo any additional sifting and was carried forward to the shortlist. |
| Stage 6: Shortlist | |
| | <ul style="list-style-type: none"> The shortlist encompassed 3 cycle routes and 1 walking zone defined by the sifting outcomes in Stage 5. |

Stakeholder Engagement

According to the LCWIP guidance¹⁸, effective stakeholder engagement is critical to ensure the development of a high-quality LCWIP. Consequently, stakeholder engagement activities have taken place throughout the development of this LCWIP to gauge the challenges, opportunities and forward vision of the area.

Table 5-1 provides a summary of the stakeholder engagement activities that have taken place alongside the purpose of each activity. Further detail on the outputs of each activity is presented later in this section.

Table 5-1: Summary of Stakeholder Engagement Activities

| Meeting | Purpose |
|---------|---------|
|---------|---------|

¹⁸ [Local cycling and walking infrastructure plans technical guidance \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

| | |
|-------------------------|---|
| Options Workshop | Held with WCC and WDC representatives to discuss the initial longlist of options developed and gain consensus on the evidence-led approach adopted. |
| Prioritisation Workshop | Held with WCC representatives to discuss the prioritisation criteria and final prioritised list. |
| Concept Design Workshop | Held with WCC representatives to discuss the draft concept designs, developed for the shortlisted routes (discussed in Stage 6). |

Alongside the above activities, previous feedback received during the development of the 2021 Evesham LCWIP has also been considered. The feedback is presented in full in **Appendix C** with the key points summarised as follows:

- Greater consideration should be provided to commuter trips and tackling congestion.
- Localised improvements should be considered. These should accompany infrastructure improvements where possible to encourage mode shift.
- Walking and cycling infrastructure improvements should be prioritised to allow those most closely aligned to Evesham's needs to be carried forward through the sifting process.

Stage 1: Gap Analysis

As a first principle approach, a gap analysis was undertaken to review the corridors proposed by Sustrans (17 cycling routes and 1 walking zone) in the 2021 Evesham LCWIP and to identify further corridors that would offer additional value within this LCWIP. The analysis took a qualitative approach, reviewing regional and local policy to outline the key needs of Evesham and considering socio-economic and spatial data. The gap analysis is presented in full in **Appendix D**.

The gap analysis pinpointed 4 additional corridors, demonstrated in **Table 5-2**, which required further consideration. The 4 gaps identified were coined 'corridors' as their routing had not yet been defined through a design stage and was subject to change.

Table 5-2: Gap Analysis Outcomes

| Reference | Corridor |
|-----------|--|
| Gap 1 | A connection to the NCN Route 442 which terminates at Honeybourne Station, northeast of Evesham. |
| Gap 2 | A walking zone within Evesham town centre to serve the evening economy, Evesham Train Station and High Street and other major trip attractors. |
| Gap 3 | A connection through the Four Pools Industrial Estate. |
| Gap 4 | A variation in routing to Route 8 (via the B4035) |

Stage 2: Initial Longlist

The initial longlist encompassed all routes proposed by Sustrans and the 4 corridors identified in Stage 1 - Gap Analysis. The initial longlist is presented in full in **Table 5-3** and **Figure 5-2**.

Table 5-3: The Initial Longlist

| Reference | Route |
|-----------|------------------------|
| Route 1 | Hampton to Town Centre |
| Route 2 | Pershore to Evesham |

| Reference | Route |
|--------------|---|
| Route 3 | Hampton Ferry to Business Park |
| Route 4 | Extension to link 3 |
| Route 5 | NCN 42 |
| Route 6 | NCN42 extension to Business Park |
| Route 7 | NCN 32 extension along Riverside |
| Route 8 | Badsey to Bengeworth (via Badsey Lane) |
| Route 9 | Bengeworth to Evesham Town Centre |
| Route 10 | The Valley to the East of Evesham |
| Route 11 | The Valley to Evesham Town Centre |
| Route 12 | The Valley to Evesham Town Centre |
| Route 13 | Evesham Town Centre to shopping area and retail park |
| Route 14 | To the shopping area and retail park |
| Route 15 | Evesham to Fladbury |
| Route 16 | Riverside extension from Hampton Bridge |
| Route 17 | Boar Lane to Town Centre |
| Walking Zone | Evesham Town Centre |
| Gap 1 | Connection to NCN Route 442 |
| Gap 2 | Connection to the High Street |
| Gap 3 | A corridor through the Four Pools Industrial Estate |
| Gap 4 | Badsey to Bengeworth (via the B4035) (alternative route to Route 8) |

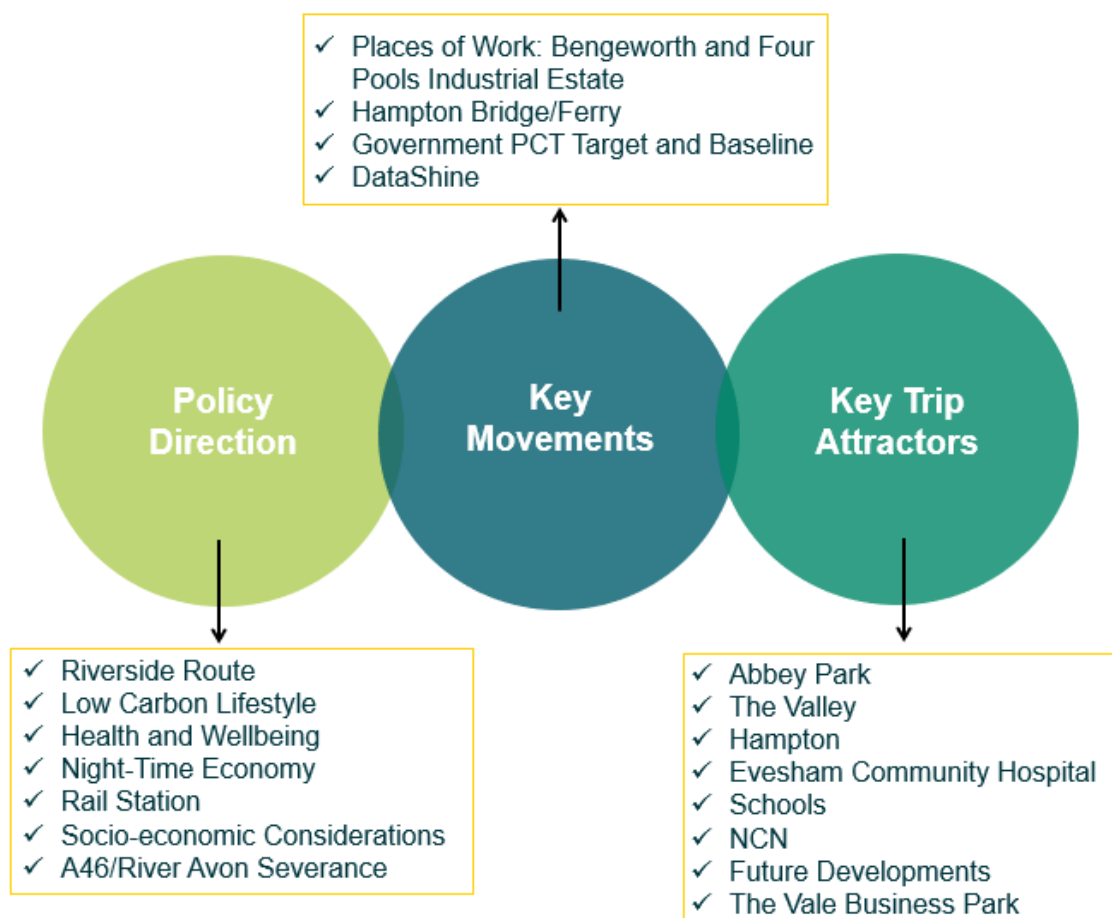
Stage 3: Sifting Process

To make the longlist both manageable and aligned to Evesham’s needs, all routes in the initial longlist were qualitatively reviewed against a rapid prioritisation checklist, presented in **Figure 5-3**.

The rapid prioritisation checklist covered 3 overarching themes. The 3 key themes were identified following a review of the socio-economic and spatial data as well as local and regional policy, discussed earlier in **Section 4**. The outcomes of this sifting process are presented in full in **Appendix E**.

The qualitative analysis derived from this sifting process provided part of the evidence base for the refined longlist. Routes within the initial longlist which aligned closely to the rapid prioritisation checklist were carried forward to the refined longlist.

Figure 5-3: Rapid Prioritisation Checklist Themes



Stage 4: Refined Longlist

The outcomes of the sifting process, undertaken in Stage 3, defined the routes encompassed within the refined longlist. The refined longlist is set out in **Table 5-4** and **Figure 5-4**. The combined walking and cycle routes were further refined in light of stakeholder engagement, as outlined below.

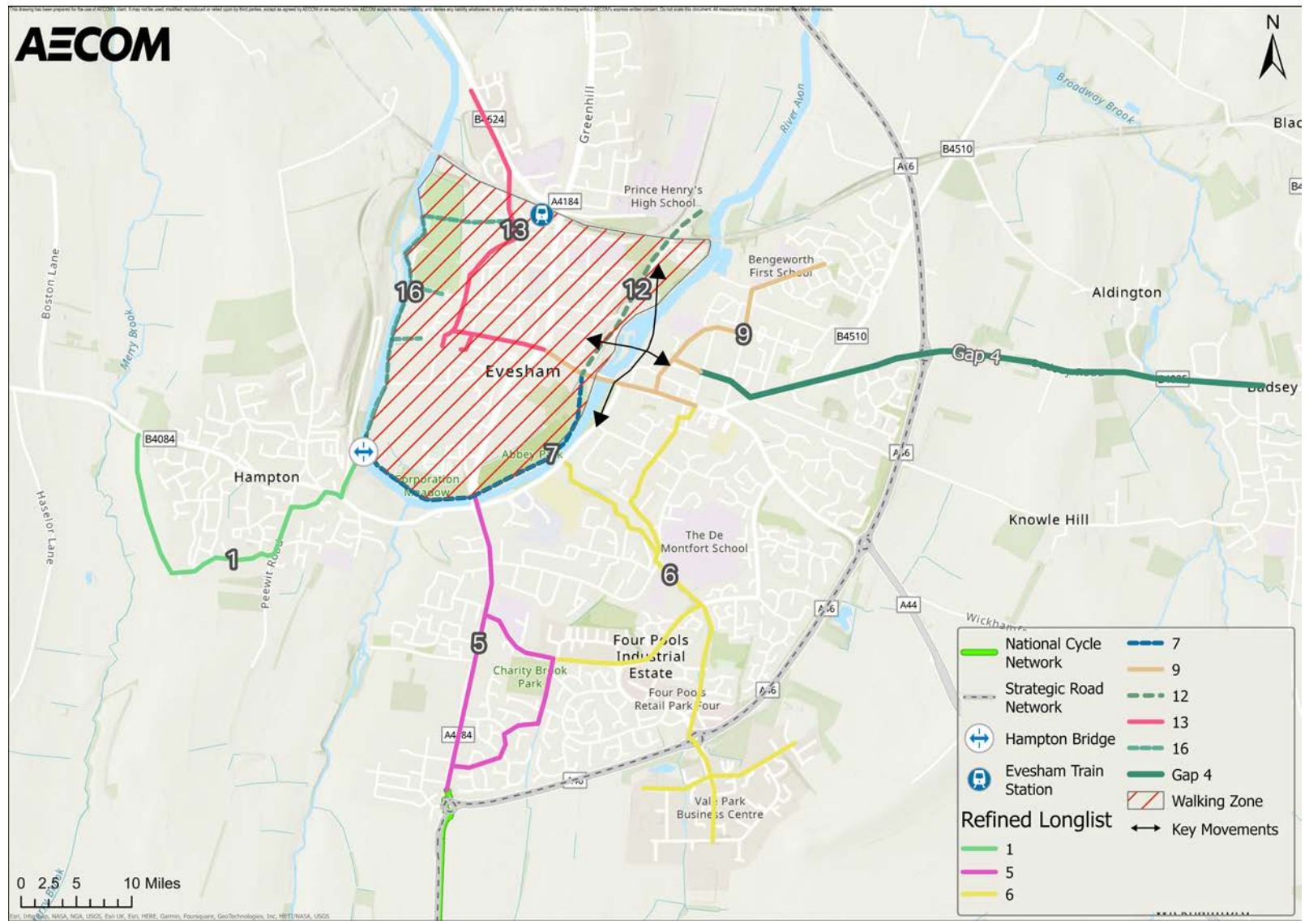
The refined longlist captures the long-term goal for developing the active travel network within Evesham. The development of these routes will be brought forward as part of Phase 2 of this LCWIP and will follow the delivery of the shortlisted routes (Phase 1), outlined in Stage 5.

Table 5-4: Refined Longlist

| Infrastructure Type | Reference | Route |
|---------------------|-----------------------------|---|
| Cycle Routes | Route 1 | Hampton to Town Centre |
| | Route 5 | NCN 42 |
| | Route 6 | NCN 42 extension to Business Park |
| | Route 9 | Bengeworth to Evesham Town Centre |
| | Gap 4 | Evesham to Badsey (via the B4035) |
| | Route 13 | Evesham Town Centre to Shopping Area and Retail Park |
| Walking and Cycling | Route 7, 12 and 16 combined | NCN 42 extension along the riverside, the Valley to Evesham Town Centre and riverside extension from Hampton Bridge |
| Walking Zone | Evesham town centre | Focussed on 3 key movements: <ul style="list-style-type: none"> 1. Towards Evesham Train Station 2. Along the High Street 3. Across Bridge Street to the east of Evesham |

The walking zone was not subject to any further sifting processes and was carried forward to the shortlist.

Figure 5-4 Refined Longlist



Stakeholder Workshop

The initial longlist was discussed with stakeholders in an Options Workshop. The workshop aimed to gain local insights and gauge the feasibility, opportunities and risks associated with each route. Within this workshop, stakeholders provided the following feedback:

- A walking zone, rather than walking routes, should instead be considered. The walking zone should focus on key origin-to-destination movements within the town centre.
- Connectivity to the NCN as well as around the A46 Cheltenham Road should be considered.
- A link towards Badsey should be considered to ensure sufficient thought is provided to the future connectivity of Evesham.

This feedback was considered throughout the development of the refined longlist and shortlist.

Stage 5: Shortlist

Following the above requests from WCC, a walking zone which encompassed the entirety of Evesham that sites within the River Avon boundary was included within the shortlist. Walking routes were not considered past this Stage.

A second sift was undertaken to further distil the refined longlist into a shortlist. It was agreed with WCC that, to provide network improvements that could be feasibly delivered in the short to medium term, the shortlist would entail 3 cycle corridors and 1 walking zone which would be taken forward to the Route Audit and Concept Design stages.

As part of this second sift, a shortlisting exercise was undertaken. The exercise involved scoring all routes within the refined longlist against the shortlist criteria outlined in **Table 5-5**. To produce the shortlist criteria, 5 sub-themes were identified and supported by additional requests from WCC, outlined in the earlier Stakeholder Workshop section. Each sub-theme was assigned a weighting to align with the desired LCWIP outcomes.

The shortlist criteria highlights some slight differences in the way that the cycle routes and walking zone can be assessed. The criteria for the cycle routes reflect an individual's ability to travel greater distances using a bike; hence, Evesham in its entirety is taken into consideration. In contrast, the criteria for the walking zone predominately focussed on Evesham town centre, reflecting the more localised trips likely to occur by foot.

The outputs from this process include the shortlisting scoring spreadsheet which can be found in **Appendix F**. Routes which achieved the highest scoring when compared to the criteria were carried forward to the shortlist. The shortlist is presented in **Table 5-6** and supported by **Figure 5-5**. It should be noted that, for ease, the shortlisted cycle routes were renamed to Route 1, Route 2 and Route 3 and are named accordingly in the remainder of this strategy.

Table 5-5: Shortlist Criteria

| | | | Assessment Criteria for Cycling | Assessment Criteria for Walking |
|-----------------------------|-----|---|--|--|
| Connectivity (30%) | A.1 | Connectivity to trip attractors (leisure) | The corridor/zone provides a direct link to trip attractors e.g. education, retail, healthcare, the town centre / high street, leisure, green spaces, parks, cycle clubs and evening economy located in the town centre. | |
| | A.2 | Connectivity to public transport provision | The corridor/zone provides a link to public transport provision, e.g. Evesham Train Station and bus stops. | |
| | A.3 | Connectivity to the riverside | The corridor/zone provides a link to and around Evesham's riverside. | |
| | A.4 | Connectivity to key links | The corridor provides connectivity to key wider links e.g. A46 Cheltenham Road, NCN. | The zone provides key walking routes across the River Avon to increase connectivity to Hampton and south of Evesham. |
| | A.5 | Connectivity to current and planned development sites | The corridor provides connectivity to current employment sites, such as Four Pools Industrial Estate, Vale Business Park and future developments outlined in the South Worcestershire Development Plan Review. | The zone provides connectivity to current employment sites such as Evesham Town Centre, Worcester Road Industrial Estate and future developments outlined in the South Worcestershire Development Plan Review. |
| Demographic (20%) | B.1 | Population who directly benefit from the intervention | The corridor has a high propensity for cycling. Based on evidence from PCT, proximity to key trip attractors, proposed developments and the socio-demographic makeup of the area. | The zone has a high propensity for walking. Based on proximity to key trip attractors, including proposed developments. |
| | | | The corridor provides linkages to communities falling in the highest bands of IMD and those with limited vehicular access. | |
| | | | The corridor provides mode shift opportunities enabling communities to take shorter/local journeys by active travel methods rather than vehicle use. | |
| Quality and Safety (20%) | C.1 | Delivery barriers (cycling) / physical barriers (walking) | The full corridor can be delivered to LTN 1/20 criteria (this will be determined using the route selection tool ¹⁹), e.g., meet all of the 5 areas: coherent, direct, safe, comfortable and attractive. | The corridor addresses physical barriers, such as the River Avon, which could result in deliverability implications. |

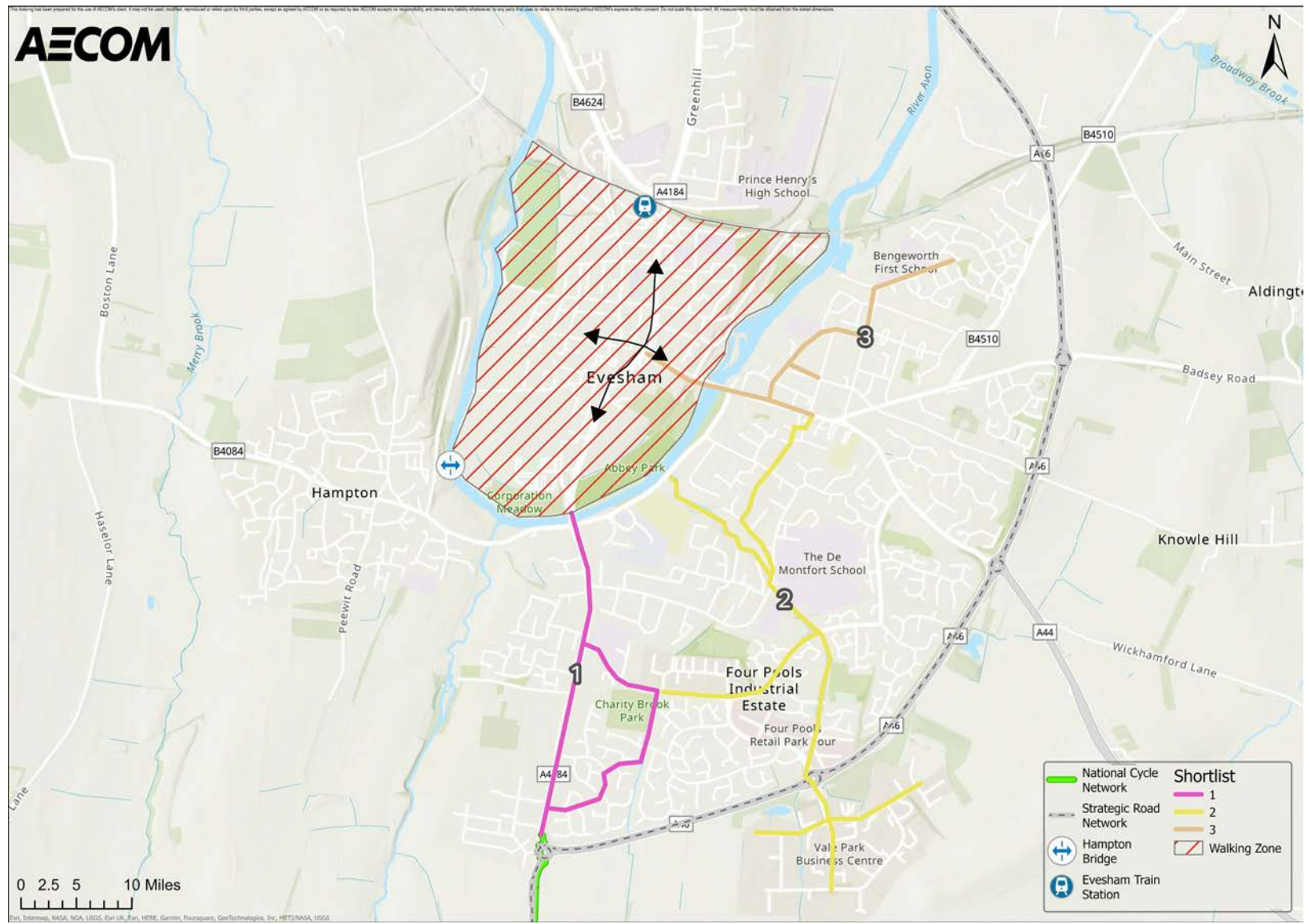
¹⁹ [route-selection-tool.xls \(live.com\)](https://www.live.com/route-selection-tool.xls)

| | | | Assessment Criteria for Cycling | Assessment Criteria for Walking |
|---|------------|-----------------------------|---|---------------------------------|
| | C.2 | Collision data | The corridor has a high KSI rate based on collision data and provides an opportunity to reduce the number of vehicles in favour of walking and cycling. | |
| Health (15%) | D.1 | Public health | The corridor provides linkages to medical services and hospitals in areas with low vehicle ownership. | |
| | D.2 | Health and wellbeing | The corridor provides a link through green spaces, leisure centres and the riverside away from congested areas. | |
| The corridor promotes the use of cycling rather than the use of a private vehicle to encourage a low-carbon lifestyle and active travel use, as promoted in local and regional policies such as the Evesham Town Centre Prospectus. | | | | |
| Stakeholder Support (15%) | E.1 | Stakeholder support | The corridor has been identified to have internal or external stakeholder support. | |

Table 5-6: Shortlist

| Infrastructure Type | Reference | Route |
|---------------------|-------------------|---|
| Cycling | Route 5 (Route 1) | NCN 42 |
| | Route 6 (Route 2) | NCN 42 Extension to Business Park |
| | Route 9 (Route 3) | Bengeworth to Evesham Town Centre |
| Walking | Walking Zone | <p>Focussing on 3 key movements:</p> <ol style="list-style-type: none"> 1. Towards Evesham Train Station 2. Along the High Street 3. Across Bridge Street to the east of Evesham |

Figure 5-5: Shortlist



Route Audits

To better understand existing network conditions, route audits were undertaken on all shortlisted options, outlined in **Table 5-6**. The audits assessed the existing network conditions and identified current issues along those shortlisted routes.

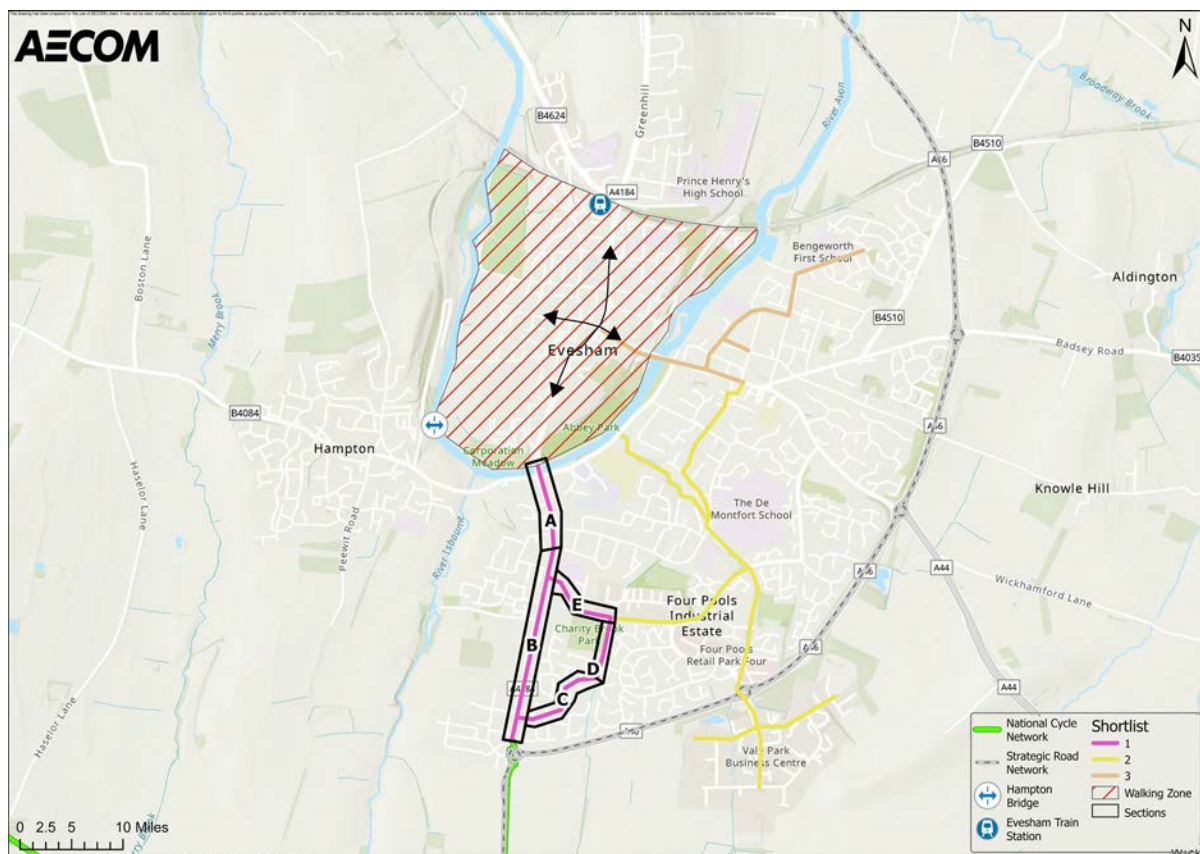
Cycle Route Audits

Appendix A in LTN 1/20 contains the CLoS framework. This comprises five key requirements (cohesion, directness, safety, comfort and attractiveness) and a total of 25 sub-criteria. Each sub-criteria is scored 0 (red), 1 (amber) or 2 (green) reflecting the level of provision, resulting in a maximum potential score of 50. Five of the 25 sub-criteria are classed as ‘critical fails’, with all five falling in the safety theme. Critical fails relate to inadequate width for cycling in mixed traffic lanes, or adjacent to parking/loading; excessive motor traffic volumes for cyclists to be mixed in with general traffic; and speeds of motor traffic >37mph.

Each of the three study corridors were sub-divided into route sections reflecting changes in characteristics, as demonstrated in **Figure 5-6**, **Figure 5-8** and **Figure 5-10**. A CLoS assessment was then undertaken for each route section link with scores for the existing provision. The CLoS assessments are presented in full in **Appendix G**, **Appendix H** and **Appendix I**.

Route 1

Figure 5-6: Cycle Route 1 Sectioning



Extents - Route 1 begins at the Abbey Road / Pershore Road bridge and follows the A4184 Cheltenham Road to its junction with Thistledown (**Section A / B**). From this location, the route loops back towards Davies Road via quiet streets (**Section C**) and an existing footpath / shared-use path parallel to Charity Brook (**Section D**).

At Davies Road, the route then connects westbound along Davies Road back towards the A4184 Cheltenham Road at the signalised T-junction (**Section E**).

Characteristics - The A4184 Cheltenham Road is a busy link connecting to/from Evesham Town Centre from the A46, providing a single lane in either direction with central hatching where widths permit, footways on either side of the carriageway and residential frontages.

Thistledown and Honeysuckle Close are quiet residential streets providing footways on either side with a grass verge along the northern footway where widths permit.

The section along Charity Brook is an off-road route (2-3m shared path), then crosses St David's Road to/from Charity Brook Park. Whereas Davies Road is a moderately trafficked route then connects E / W providing a single lane in either direction, a footway along the northern extent and commercial frontages.

Crossing locations along the route currently provide facilities for pedestrians only.

Traffic Volumes / Speeds – Unknown, assumed for each link based on observed traffic flows.

Figure 5-7 Route 1 – Existing LTN 1/20 CLoS Score



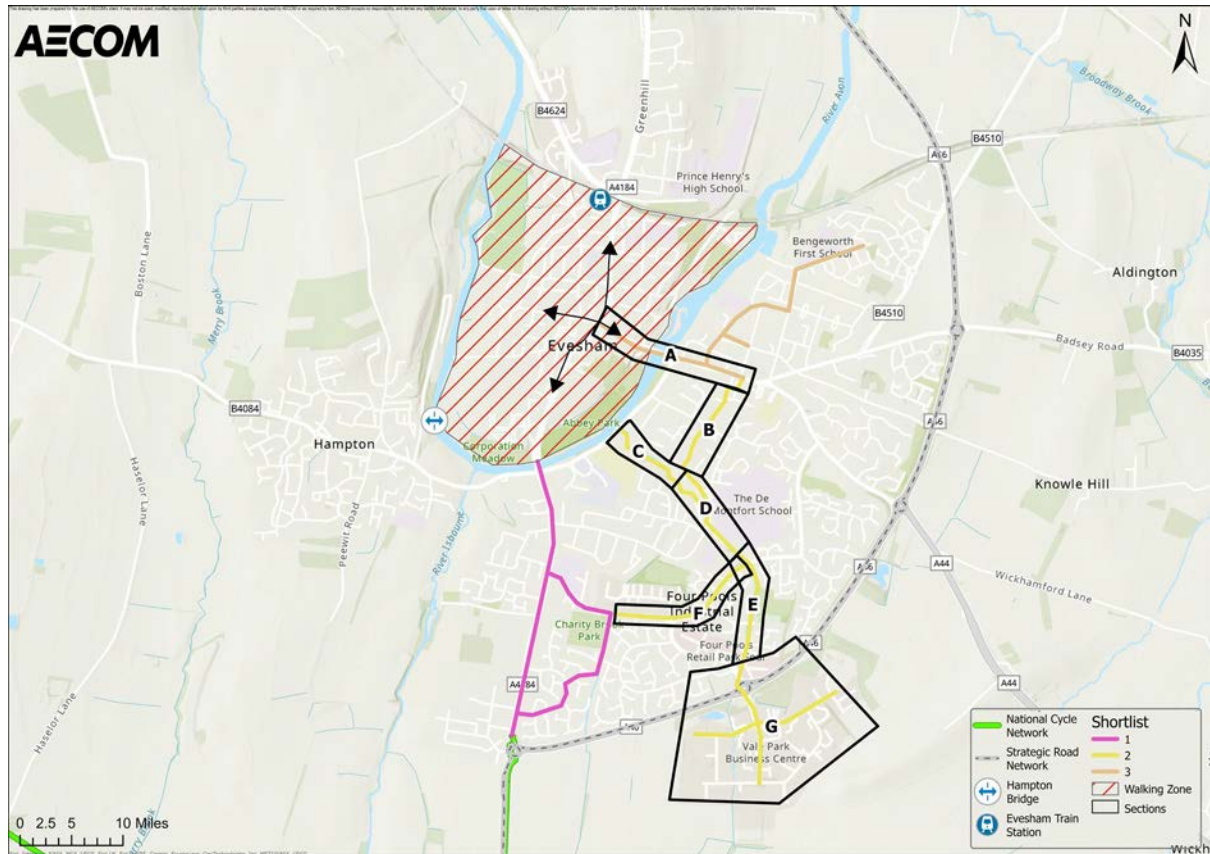
Table 5-7: Route 1 – LTN 1/20 Score and Number of Critical Fails

| Section | LTN 1/20 Score | Number of Critical Fails |
|---------|----------------|--------------------------|
| 1A | 42% | 2 |
| 1B | 44% | 2 |
| 1C | 62% | 0 |
| 1D | 58% | 0 |
| 1E | 54% | 2 |

*Critical fails are related to cyclists sharing the carriageway in nearside lanes within the critical range between 3.2m and 3.9m and along sections where there are excessive motor traffic volumes for cyclists to be mixed in with general traffic.

Route 2

Figure 5-8: Cycle Route 2 Sectioning



Extents - Route 2 begins at the Workman Bridge and follows the B4035 Port Street (**Section A**) to its junction with Church Street. It should be noted that, this section of the route (**Section A – Bridge Street**) is encompassed within both Route 2 and Route 3. Bridge Street is a key link connecting communities in the east of Evesham with the town centre and will form a central component of the active travel network. Interventions along Bridge Street will be delivered as part of Route 2, which will help to expedite the delivery of Route 3.

The route then follows Church Street, Owletts End and Overbrook to Four Pools Road on to Four Pools Lane (**Section B**). The route then connects to/from the existing shared path running parallel to Battleton Brook near both Evesham Nursery School and St Richard C of E First School.

At this location the route follows the off-road path running parallel to Battleton Brook (**Section D / E**) towards Four Pools Industrial Estate and Vale Business Park Centre (**Section G**), via the existing shared-use foot/cycleways and a toucan crossing of the A46.

Two further connections are provided along the route at both Davies Road, westbound towards Route 1 (**Section F**) and a connection from Four Pools Road along Battleton Road / Saxonbury then following the existing footpath running parallel to the northern extent of Battleton Brook / Evesham Cemetery towards the B4035 Waterside (**Section C**).

Characteristics - The B4035 Port Street is a moderately to heavily trafficked link connecting between the east of Evesham Town Centre and the A46. Within the section forming the proposed cycle route, the carriageway cross-section is narrow and provides a single lane in either direction, with narrow footways on either side and shop frontages.

Church Street, Owletts End and Overbrook to Four Pools Road on to Four Pools Lane are quiet residential streets with the majority of this section providing footways on either side of the carriageway. However, sections along Church Street and Owletts End provide a footway on only one side of the carriageway. No formal cycle crossing facilities or connections are provided along the route.

The sections running parallel to Battleton Brook are off-road, providing a shared-use path (between 2 – 3m depending on location) with sections of lit and unlit provision.

Four Pools Industrial Estate and Vale Business Park Centre provide a shared-use foot/cycleway with sections of painted segregation. The existing facilities are considered narrow (2m) and in particularly poor condition within the Vale Business Park Centre.

Traffic Volumes / Speeds – Unknown, assumed for each link based on observed traffic flows.

Figure 5-9: Route 2 – Existing LTN 1/20 CLoS Score

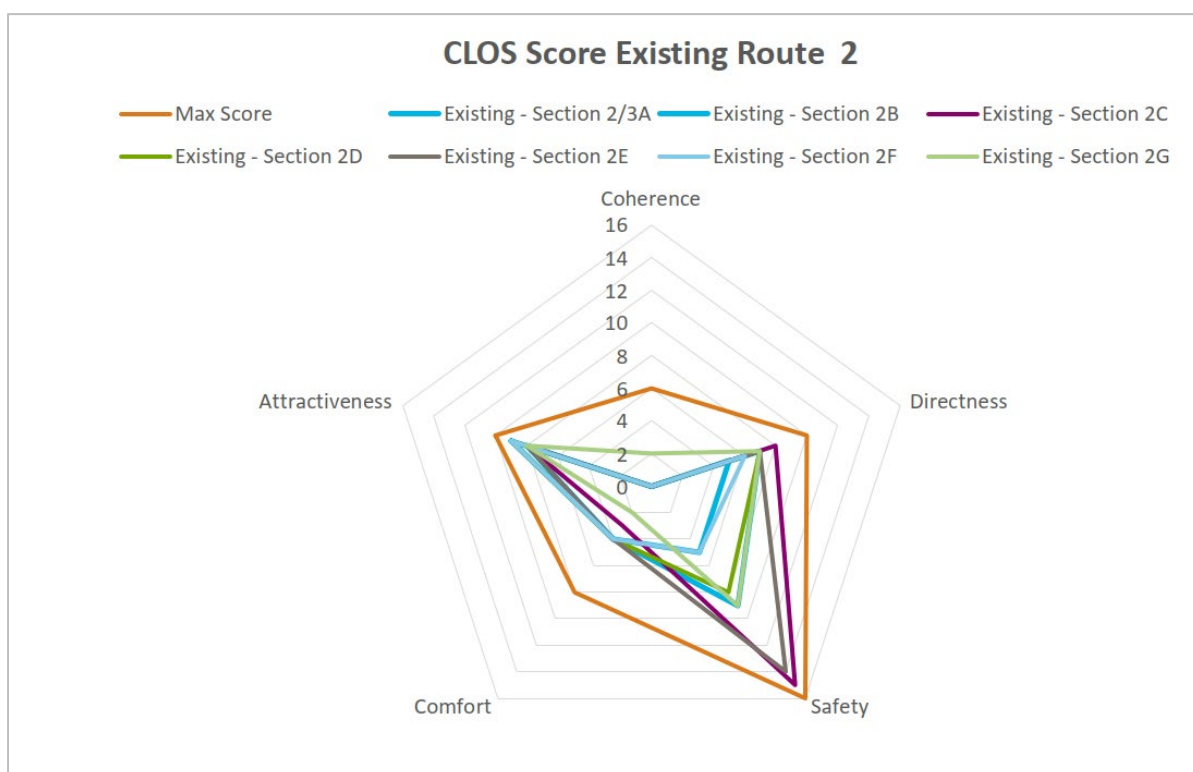


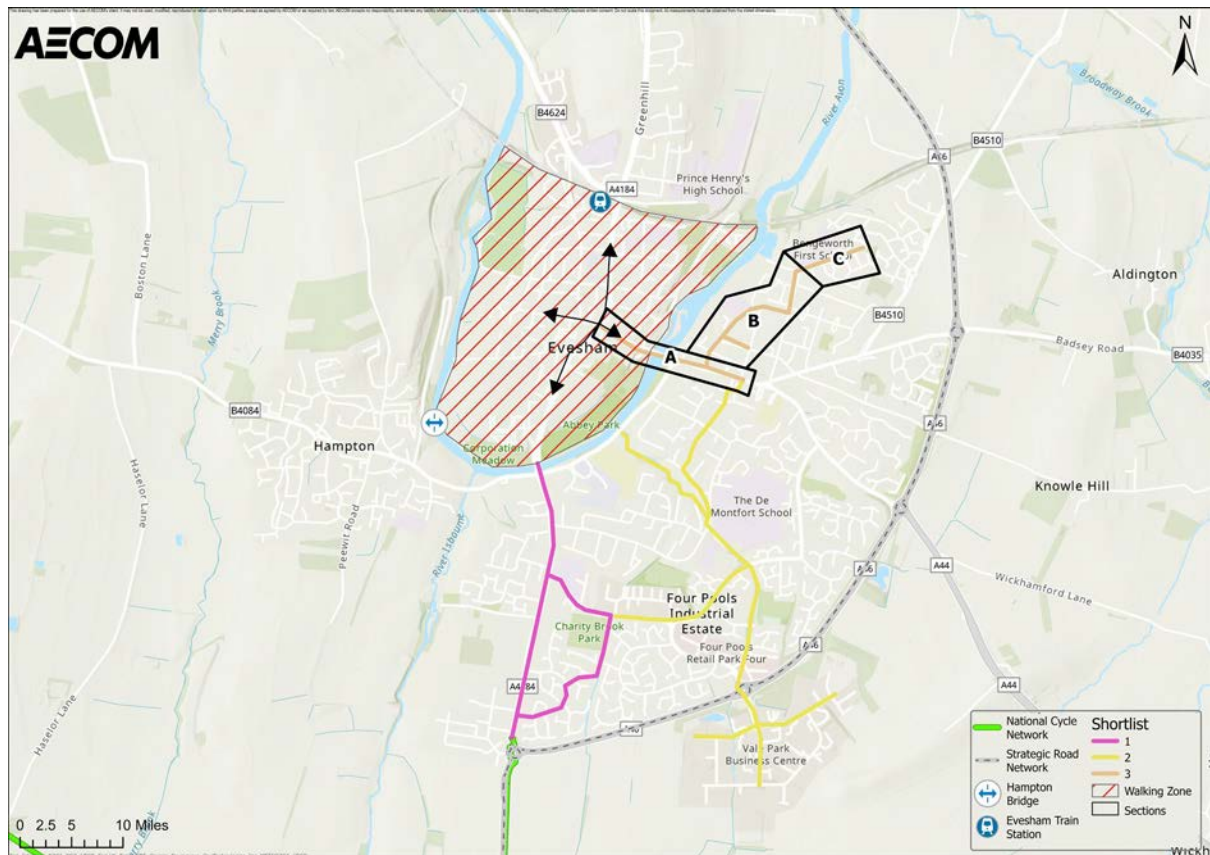
Table 5-8: Route 2 – LTN 1/20 Score and Number of Critical Fails

| Section | LTN 1/20 Score | Number of Critical Fails |
|---------|----------------|--------------------------|
| 2/3A | 44% | 2 |
| 2B | 58% | 0 |
| 2C | 68% | 0 |
| 2D | 56% | 0 |
| 2E | 66% | 0 |
| 2F | 48% | 2 |
| 2G | 56% | 0 |

*Critical fails are related to cyclists sharing the carriageway in nearside lanes within the critical range between 3.2m and 3.9m.

Route 3

Figure 5-10: Cycle Route 3 Sectioning



Extents – Route 3 begins at the Workman Bridge and follows the B4035 Port Street (**Section A**) to its junction with Burford Road. It should be noted that, this section of the route (**Section A**) is encompassed within both Route 2 and Route 3. The route then follows Burford Road, North Road and Kings Road (**Section B**), connecting to Codling Road adjacent to Bengeworth CE Academy Academy and then finally linking to the existing shared-use routing adjacent to the Orchards Play Area (**Section C**).

Characteristics - The B4035 Port Street is a moderately to heavily trafficked link connecting between the east of Evesham Town Centre and the A46. Within the section forming the proposed cycle route, the carriageway cross-section is narrow and provides a single lane in either direction, with narrow footways on either side and shop frontages.

Burford Road, North Road and Kings Road are residential streets with footways on either side of the carriageway and a significant proportion of on-street parking and traffic calming measures along the route.

Codling Road provides a bus/cycle gate restricting movements for general traffic outside of the school further enhancing the quiet route. This then links to the shared-use path to/from Orchard's Play Area and links back to Codling Road. Cycle links within these sections to/from areas of shared space could be improved.

Traffic Volumes / Speeds – Unknown, assumed for each link based on observed traffic flows.

Figure 5-11: Route 3 – Existing LTN 1/20 CLoS Score



Table 5-9: Route 3 – LTN 1/20 Score and Number of Critical Fails

| Section | LTN 1/20 Score | Number of Critical Fails |
|---------|----------------|--------------------------|
| 2/3A | 44% | 2 |
| 3B | 60% | 0 |
| 3C | 72% | 0 |

*Critical fails are related to cyclists sharing the carriageway in nearside lanes within the critical range between 3.2m and 3.9m.

Walking Zone Audits

During 17th / 18th January 2023, walking audits were undertaken for the streets and walking route identified from webGIS outputs and stakeholder engagement that encompassed the entirety of Evesham Town Centre and surrounding streets.

The Core Walking Zone (CWZ) covered a large area and as such a site audit/walkover was undertaken by AECOM’s Traffic Engineering / Active Travel Design Team to identify key constraints and improvements based on the principles of guidance documents including:

- Manual for Streets / Manual for Streets 2 - DfT
- Guidance on the Use of Tactile Paving Surfaces - DfT
- Healthy Streets - TFL
- Inclusive Mobility - A Guide to Best Practice on Access to Pedestrian and Transport infrastructure - DfT

The results of the audit are shown within the Walking Zone drawing in **Appendix G**.

The CWZ is located within the town centre, with a network of footways, pedestrian crossings, and footpaths already largely in place. As such, the interventions noted by the audits largely consider making improvements to existing infrastructure, including improvements to:

- Crossing facilities - To make them safer or more convenient for users.
- Footway widening along streets surrounding the town centre - several narrow sections of footway have been identified with potential for widening particularly along sections of one-way traffic routing.
- Additional lighting and resurfacing of existing footways/footpaths.
- Wayfinding

One of the key aspects has been to identify severance issues within each CWZ. Severance is often a major barrier for discouraging local journeys to be undertaken on foot. The audits found that the CWZ had several severances that will need to be addressed to improve the walking environment. To do this, new crossing locations / improved existing crossings have been identified and rationalisation of road space to provide enhanced public realm facilities and a less traffic-dominated environment are proposed.

6. Network Planning

This section considers each of the 3 shortlisted cycle routes and the walking zone in turn, presenting the types of improvements that could be delivered, any constraints and opportunities and high-level scheme costs. The cycle and walking scheme plans, which outline proposed improvements, can be found in **Figure 6-1** to **Figure 6-4**. Further information regarding each intervention can be found in **Appendix K** and **Appendix L** – the costing spreadsheets.

Figure 6-1: Route 1 Proposed Improvements

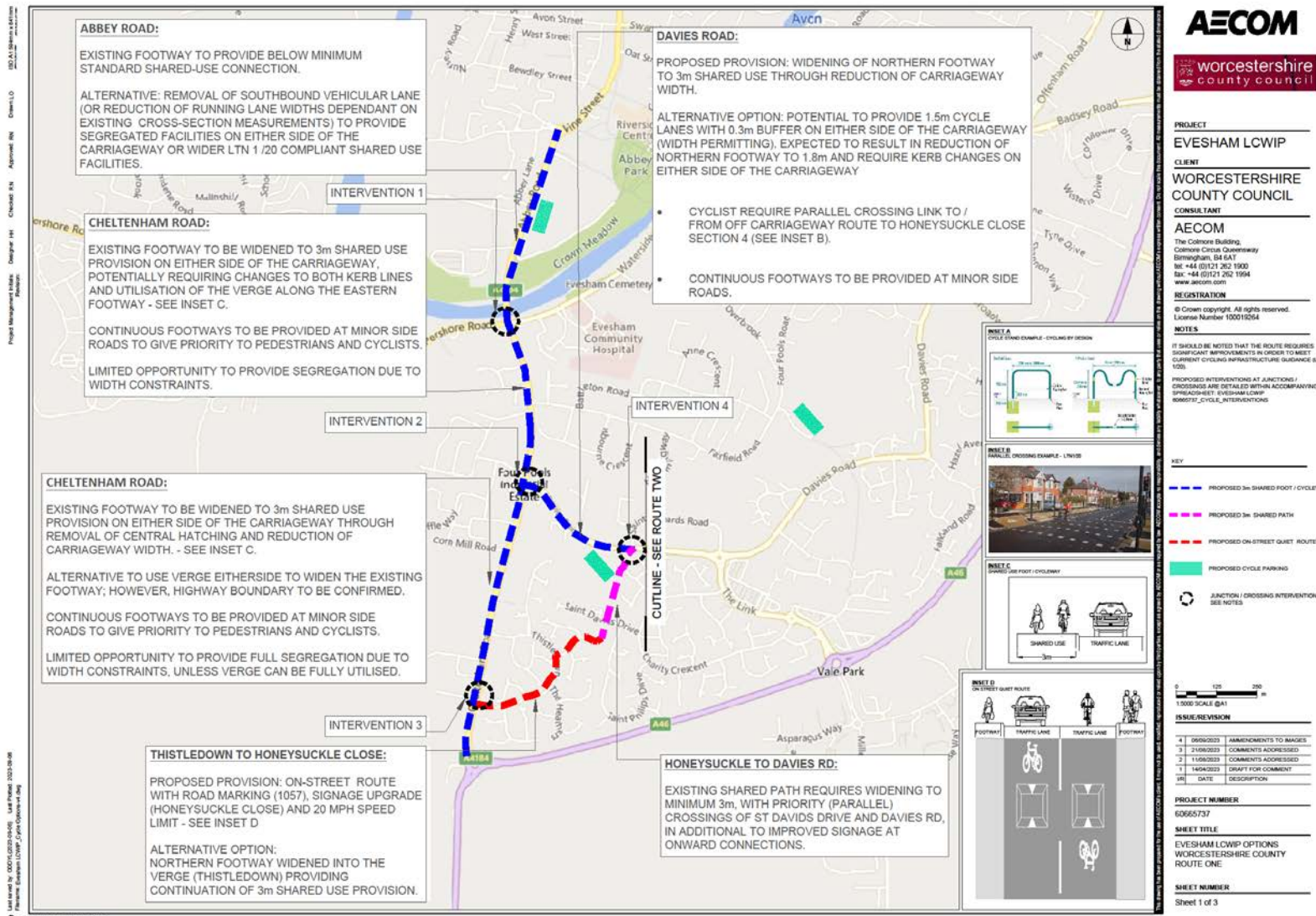


Figure 6-2: Route 2 Proposed Improvements

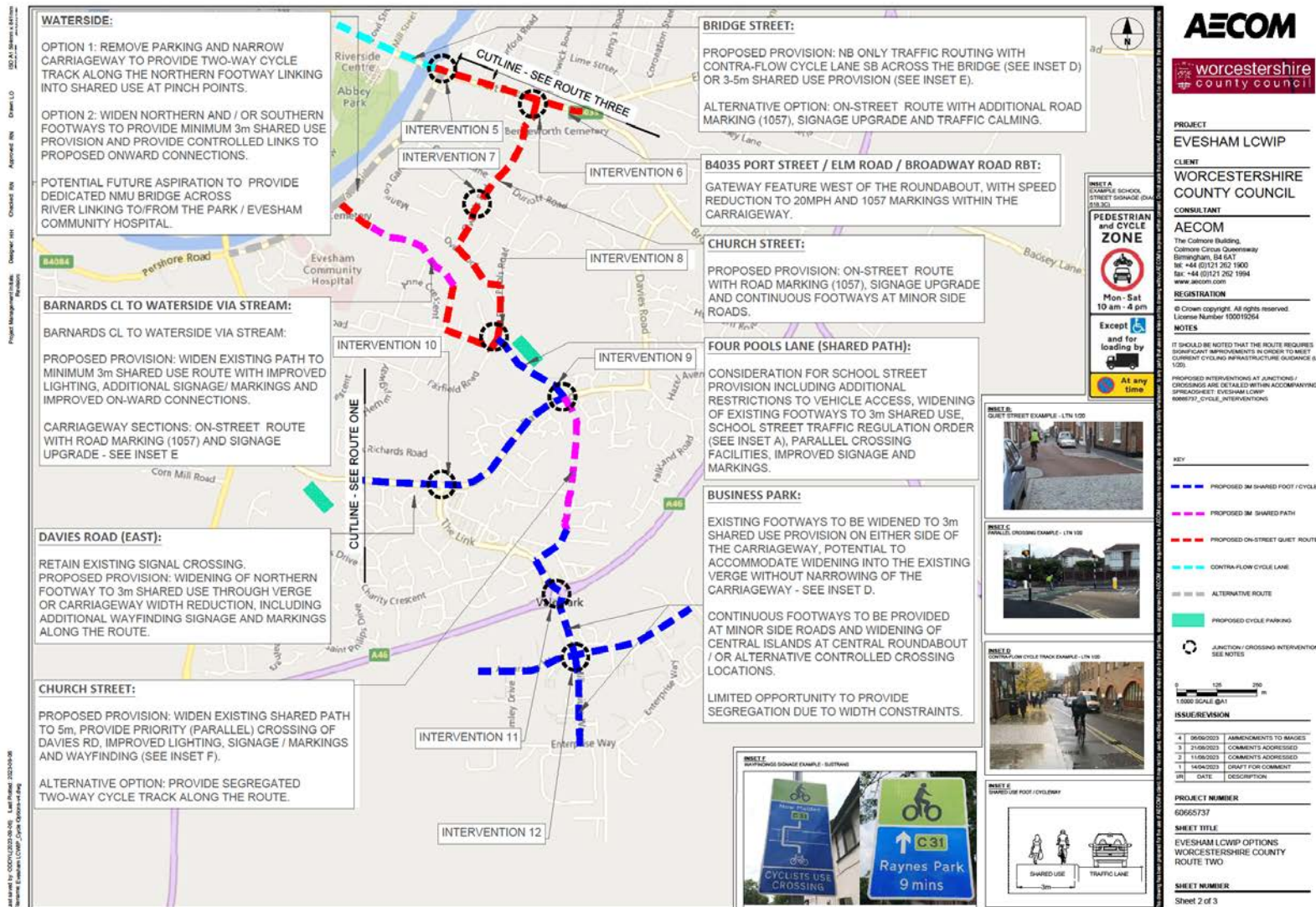
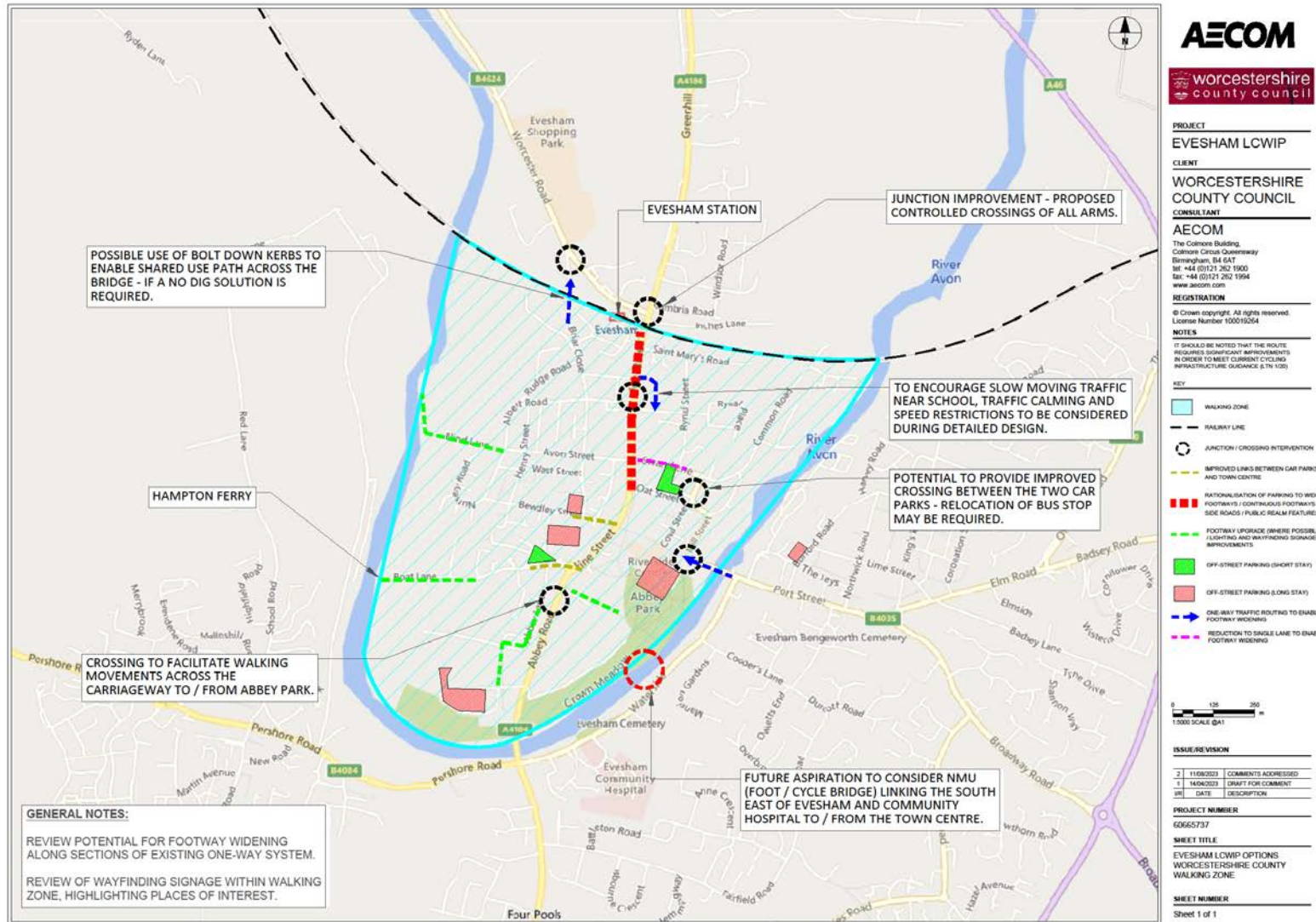


Figure 6-3: Route 3 Proposed Improvements



Figure 6-4: Walking Zone Proposed Improvements



Constraints and Opportunities

For each of the 3 proposed cycling schemes, the key constraints relate to whether LTN 1/20 compliance is achievable due to the narrow carriageway cross-sections prevalent in Evesham. As a result, through discussion with WCC, it was determined that shared-use facilities would be more appropriate than the full segregation of cycle routes in most cases.

A summary of additional scheme constraints and opportunities is presented in **Table 6-1**.

Table 6-1: Scheme Constraints and Opportunities

| Scheme Reference | Constraints | Opportunities |
|------------------|---|--|
| Route 1 | <ul style="list-style-type: none"> Narrow carriageway cross-sections and land ownership boundaries along the A4184 Cheltenham Road limit the opportunity to provide full segregation along the entirety of this section. As such, shared-use foot/cycleways are proposed. A slight gradient near the Avon Bridge would make cycling potentially less attractive on this section. Level differences near Charity Brook may limit the opportunity to provide widening to LTN 1/20 compliant shared use facilities. Limitations on carriageway changes and providing facilities into the town centre north of Abbey Bridge will significantly reduce continuity. | <ul style="list-style-type: none"> The route is direct with no shorter alternative. The route fills a gap within Evesham's cycling network as it connects to the NCN, Route 41. The route will support utility and leisure-based trips by providing connections to green space, Evesham Community Hospital and educational establishments. The route will provide a link across the River Avon, reducing the severance to active travel movements. |
| Route 2 | <ul style="list-style-type: none"> Narrow carriageway cross-sections along the B4035 Port Street limit the route to an on-street facility, requiring traffic calming, with the potential to still not meet LTN 1/20 requirements relating to traffic volumes and resulting safety for cyclists. Locations where traffic volumes/speeds are significant near the A46 require pedestrians and cyclists to share narrow footways – potential limitations to widening in these locations. Level differences near Battleton Brook may limit the opportunity to provide widening to LTN 1/20 compliant shared-use facilities. | <ul style="list-style-type: none"> The route is direct with no shorter alternative. The route will support commuter trips by connecting to the Four Pools Industrial Estate and the Vale Business Park Centre, a major employment site. The route will provide a link across the A46 and the River Avon - increasing pedestrian safety and reducing the severance of active travel movements respectively. |

| | | |
|---------------------|--|--|
| | | |
| Route 3 | <ul style="list-style-type: none"> The route will provide on-street connections, potentially causing a safety hazard for cyclists if traffic volumes/speeds and kerbside conflicts are not managed. A slight gradient near the Workman Bridge and along Burford Road may make cycling less attractive on this section. | <ul style="list-style-type: none"> The route is direct with no shorter alternative. The route will support utility-based trips by providing a direct link to Bengeworth Academy, a link over the River Avon and into the town centre. |
| Walking Zone | <ul style="list-style-type: none"> The High Street is heavily trafficked therefore, any measures which seek to prioritise walking and cycling may be met with public and political challenges. Engagement will therefore be required. Narrow carriageway cross-sections may limit the opportunity for footway widening on minor roads. Land ownership may limit the opportunity to provide sufficient footways at Boat Lane and Blind Lane. | <ul style="list-style-type: none"> The walking zone will support leisure and utility-based trips by providing connections to the evening economy, schools and doctor's surgeries. By providing connections to various leisure-based establishments, the walking zone will hopefully promote economic growth. |

Indicative Scheme Costs

The following core scheme cost assumptions have been made. Further details can be found in **Appendix K** and **Appendix L**.

- Cost have been derived based on quantified (1m) linear sections (with construction assumptions applied) based on SPONS rates that are uplifted using the latest price indices. Linear costs have then been cross-referenced against uplifted Typical Costs for Cycling Interventions 2017²⁰ (TCCI) examples.
- Estimates for junction/crossing improvement are based on both SPONS and previous project costs for schemes of a similar nature.
- Inflation is derived from TPI – Tender Price Indices.
- Costs have been inflated to December 2028.
- No land take costs have been included.
- Optimism bias is 46% due to the uplift for local roads²¹.
- The upper limit of the range has been used to estimate costs as a default.

²⁰ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/742451/typical-costings-for-ambitious-cycling-schemes.pdf

²¹ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/576976/dft-optimism-bias-study.pdf

- Major drainage works (e.g. new pipes), and major utility works have not been included (e.g. relocating major assets) have not been included in the costs.
- Works do not account for full carriageway construction / re-construction.

Final indicative costs, which consider key components of each scheme, are set out in **Table 6-2**. Further details can be found in **Appendix K** and **Appendix L**. Midway through the delivery of this LCWIP, the scheme costs will be reviewed and updated if necessary to reflect any changes in inflation.

Table 6-2: Indicative Scheme Costs

| Route Reference | Indicative Scheme Costs |
|-----------------|-------------------------|
| Route 1 | £4,328,906.60 |
| Route 2 | £7,961,110.87 |
| Route 3 | £2,526,636.02 |
| Walking Zone | £8,181,212.61 |
| Total | £22,997,866.10 |

7. Localised Improvements

Introduction

To support the 3 proposed cycle routes and 1 walking zone detailed in **Section 5**, localised improvements have been identified to create connections and access points to neighbourhoods and communities to support cycling and pedestrian movements. This would build a coherent network for cyclists and pedestrians within Evesham and enable people to better access the proposed network.

To develop these connections, behavioural and physical measures must be considered. Behavioural measures look at encouraging individuals to use the new walking and cycling infrastructure and focus on changing their current perception towards walking and cycling. This supports the NPPF which aims to achieve healthy, inclusive, and safe spaces for people. Similarly, the CWIS has an ambition to make walking and cycling the natural choice for users, whether it is a short journey or part of a long journey.

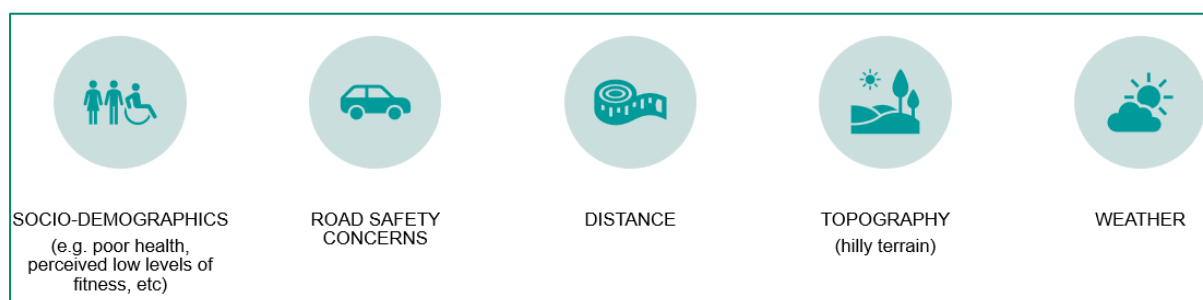
Physical measures will help build the connections and access points to the cycle network and enable a more seamless transition from neighbourhoods to routes and zones. Many of these methods are complementary, such that a scaled approach can be developed that is tailored both to the location but also the potential budget available.

First, however, it is important to consider barriers that may prevent individuals from utilising new infrastructure and identify where, if possible, behavioural and physical measures can mitigate these barriers.

Barriers to Walking and Cycling

Multiple studies²² have been conducted to understand the barriers to cycling, both actual and perceived. Factors influencing an individual's propensity to cycle is a complex and multifaceted interaction of individual, attitudinal, built environment and trip characteristics, as set out in **Figure 7-1**. This section explains each barrier in turn. It should be noted that the barriers are also likely to apply to walking, with road safety also encompassing 'personal security'.

Figure 7-1: Barriers to Walking and Cycling



Road Safety

The most cited barrier is road safety concerns, with perceived road danger preventing many from using cycling as a method of travel. In total, 66% of adults surveyed as part of the National Travel Attitudes Survey (2019) stated that "it is too dangerous for me to cycle on the roads". This barrier varies by age and gender, with 71% of women agreeing with this statement compared to 61% of men.

²² [National Travel Attitudes Study Wave 8 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/research-data-and-analysis/publications/national-travel-attitudes-study-wave-8)

The collisions analysed within the Evesham LCWIP have shown that most collisions occur in the southeast of Evesham with at least 8 serious collisions occurring on or approaching the A46 SRN.

Implementation of the LCWIP programme will therefore create a safer network of cycling routes by considering and prioritising low traffic routing options, introducing segregated cycle lanes where possible and providing safe cycle parking. Behavioural change initiatives would need to tackle perceptual barriers and provide support (e.g. training) to those who have never cycled or are lapsed cyclists.

Trip Distance and Topography

Another commonly cited barrier is trip distance and topography - longer and hillier trips are more attractive by car / public transport, owing to the longer travel times and physical exertion associated with cycling the same trip. From the route audits that were undertaken on the shortlisted routes and walking zone, it was observed that Route 2 and the walking zone consisted mainly of flat terrain and Route 1 and Route 3 encountered a steady incline.

Many studies find trip distance to have a statistically significant impact on the propensity to cycle. As a general rule of thumb, 5km is accepted as a suitable cycling threshold as the cycle time equates to approximately 20 minutes; although research indicates that some individuals may be willing to cycle further than this depending upon other factors such as fitness levels. For business users, the effort of cycling long distances (or difficult topography) can dissuade use if there are no shower / changing facilities available.

Where possible, trip distance and topography will be addressed by this LCWIP – developing a more coherent network with the most direct routing will be easier and quicker to navigate. However, these barriers could be further tackled through the promotion of e-bikes that can go longer distances, be used by a greater range of people and are good at assisting with topographical challenges.

Personal Travel Planning

Personal Travel Planning (PTP) is built around the concepts of providing people with better information, challenging pre-conceptions and travel habits and motivating them to try new modes. This tallies with evidence that PTP is most effective in areas that have recently developed new sustainable transport infrastructure.

Behavioural Change

Behavioural measures aim to encourage individuals to use new walking and cycling infrastructure and tackle some of the barriers outlined above. **Table 7-1** provides a range of suggested behavioural change promotional models, with examples of delivery methods that have been broken down into bronze, silver, and gold level categories.

The bronze level represents the minimum approach which relies on the infrastructure to advertise its presence within the area along with consultations, social media advertisements and public notices. At the silver level, specific groups who would use the infrastructure are targeted. Lastly, gold level requires specific households to be targeted with personal travel plans and incentives to encourage people to actively travel.

Table 7-1: Behavioural Change Promotional Models

| Bronze: Level 1 |
|--|
| Route Signage P Scheme Consultation P Site Work notices P The minimum approach relies on the infrastructure itself to advertise its presence, i.e. people will see it and also be alerted via any consultation / public notices surrounding the scheme prior to its |

delivery. This is essentially the 'build it and they will come' philosophy. The weakness is that there is only a very minimum relationship formed between the infrastructure and people's perceptions of their day-to-day needs. The relevance of the infrastructure to an individual may therefore be missed. Off-road infrastructure may also not be seen by those using other modes (e.g. car) therefore missing out on potential behaviour change benefits.

Bronze: Level 2

Builds on Bronze Level 1 P
Traditional Media Press Release P
Social Media Posts P

This approach seeks to promote the scheme via association with positive messages around both why the scheme has been implemented and its potential benefits to residents. Media messages will not be targeted to specific groups of households (though could be area-based), however, and are likely to be seen by those far from the scheme which reduces relevance. This would also include engagement with community organisations to promote the scheme.

Bronze: Level 3

Builds on Bronze Level 1 / 2 P
Launch Events P

This approach seeks to add to any traditional/social media strategy through specific activities associated with the infrastructure to draw the attention of potential users. Such events could include photo opportunities with the press, "Dr Bike" cycle maintenance sessions, e-bike demonstrations, cycle security sessions with the police, and support via local cycle groups. Larger schemes may justify cycle 'fun' days with displays by BMX and other cycle organisations.

Silver: Level 1

Builds on Bronze Levels 1 / 2 / 3
Active Travel Packs P

This approach specifically targets those for which it is hoped the infrastructure would be of most benefit and seeks to overcome barriers through the provision of information. This is most commonly done via the preparation of Active Travel information packs to include information to encourage new cyclists to start cycling, including the latest area cycle map. This would be best accompanied through the provision of incentives and support such as arranging adult cycle training sessions in the area that could be booked by residents.

Travel packs could be distributed digitally, with the residential contact being reduced to a letter with a QR code. This would enable links to online cycle mapping (if available). Some form of printed material would be needed for those without access to the internet.

Silver: Level 2

Complimentary to Bronze Levels ü
Business Management Engagement P

This approach seeks to target those businesses (and other organisations) for which it is hoped the infrastructure would be of most benefit to employees (and visitors). The strategy would be to engage with business organisations at a management level, who could be sent Active Travel information packs to be sent to employees. This could also include a locally tailored guide on how to make businesses cycle-friendly and provision of site-specific advice, and advice on sustainable travel grants (if available).

Silver: Level 3

Complimentary to Bronze Levels ü
School Engagement P

This approach recognises that school trips are an important component of cycling, and those cycling younger are more likely to continue cycling as an adult. Those schools near the infrastructure could be approached to determine which have taken up Bikeability / Road Safety education training, and if this could be targeted around the opening of the proposed infrastructure. This can be supplemented by site audits and the provision of assemblies and other activities such as a banner competition for

the school gate. This approach also has the benefit of raising awareness with adults around the opening of the scheme. Care needs to be taken, however, that schools have appropriate scooter/cycle parking available.

Gold: Level 1

Builds on Bronze and Silver Level 1 ü
Travel Advisors P

Those households for which it is hoped the infrastructure would be of most benefit could be targeted via a programme of traditional Personal Travel Planning (PTP). PTP seeks to encourage mode shift via visits to households by trained travel advisors to ask how people travel and to encourage greater use of walking, cycling, public transport and car sharing. Although PTP can be used to promote specific infrastructure, it is generally on the basis of all-modes advice. The scale of the scheme would determine viability, with schemes less than 4,000 households generally costing more due to efficiencies of scale issues (although remain deliverable, particularly if smaller schemes can be packaged).

Gold: Level 2

Builds on Bronze and Silver Level 1 ü
Travel Advisors P

An alternative to traditional approaches is to use screening surveys to identify residents that could be targeted via high-quality incentives to promote active travel. This approach was developed during the COVID-pandemic as an alternative to traditional PTP. The incentives could include Activity Trackers (such as FitBits), 3-month pedal and ebike loans (with options for post-loan purchase or return) and/or discounted bicycle / ebike purchase. This would need to be accompanied by adult cycle training courses. Hybrid models of gold levels 1 and 2 are likely available.

Gold: Level 3

Builds on Silver Level 2 ü
Employee Engagement P

This approach builds on silver level 2, with more intensive work with employees via the arrangement of travel clinics and/or arrangement of Dr Bike, cycle maintenance training and adult cycle training at business/organisation venues.

Physical Supportive Measures

To support the cycle and walking schemes, physical infrastructure improvements, which require minimal funding, have been considered. **Table 7-2** below outlines the supportive measures which have been included in this LCWIP.

Table 7-2: Physical Supportive Measures

| Proposed Improvement | Improvement Explanation | Improvement Aim |
|----------------------|--|---|
| Cycle Parking | A safe and secure area to store bikes. | Strategically located storage facilities will help to promote the use of bikes when travelling to key destinations. |
| Improved Signage | Introducing additional and improved wayfinding signs. | Introducing additional signage will help pedestrians and cyclists to navigate designated routes more easily. |
| School Streets | A School Street is a road outside a school with a temporary restriction on | Restricting vehicular traffic within the vicinity of a school will improve safety for |

| | | |
|------------------|---|--|
| | motorised traffic at school drop-off and pick-up times. The restriction applies to school traffic and through traffic. | students and promote the use of alternative transport modes in travelling to school, such as cycling or walking. |
| Speed Reductions | Reducing speed limits on selected roads. | Reducing speed limits would improve safety for both pedestrians and cyclists. |
| Modal Filters | A modal filter is any measure, at a single point on the carriageway/footway, that allows the passage of some modes of transport but not others. In this instance, it would be limited to pedestrians and cyclists only. | Modal restrictions would improve safety for both pedestrians and cyclists. |

8. Prioritisation

As outlined in the LCWIP Technical Guidance²³, the fifth stage of the LCWIP process involves undertaking a prioritisation exercise to determine a programme for investment. The Government's LCWIP guidance suggests that the programme is categorised into short, medium and longer-term plans with the pace of progress made dependent upon a range of factors including funding availability and resource capacity.

Methodology

The guidance suggests that a prioritisation methodology should be based on four key themes, as set out below.

- Effectiveness – the forecast increase in the number of walking and cycling trips, integration with other schemes, population impacted, physical challenges addressed, air quality impact etc
- Policy – delivery against policy objectives such as improvement to health and inclusion, importance of the intervention for particular target user groups
- Economic – cost effectiveness, potential to attract funding
- Deliverability – including public acceptability, stakeholder support and engineering constraints

Each of the four themes encompass a variety of metrics, with each metric carrying a score based on the performance of the cycling route towards meeting the relevant criteria. In determining the prioritisation of the three shortlisted cycling routes included as part of this LCWIP, a 3-point scoring system has been adopted, with 3 signalling that the cycle route has a large and/or positive impact against the relevant metric and 1 signalling a limited and/or negative impact. For a limited number of metrics where a sliding scoring scale was inappropriate, a Yes/No system has been used with routes scoring 1 (Yes) or 0 (No) points.

Based on this methodology, a multi-criteria prioritisation matrix has been developed with the routes being ranked based on their total scores - the greater the score, the greater the priority.

Table 8-1 shows the criteria and scoring metrics that have been developed to assess and prioritise the cycle routes and the associated points that could be achieved.

For some of the criteria, and to increase the robustness of the prioritisation exercise, scores have been awarded based on outputs from specific datasets, including the Census (2011, 2021), DfT Road Casualty Statistics and the English Indices of Deprivation (2019).

Alongside this, and given the emphasis the LCWIP guidance places on prioritising schemes with the greatest potential impact on increasing the number of people who choose to walk and cycle, the DfT's Active Mode Appraisal Toolkit (AMAT) has been used. The AMAT was developed by the DfT to assess the overall benefits and costs of walking and cycling schemes.

The tool quantifies the benefits of walking and cycling interventions by focusing on the three core benefits they help contribute to: health improvements, improvements to journey quality and modal shift. Uplift factors can be input into the tool by the user based on the extent to which it is expected that the scheme will increase the number of people walking and cycling. Outputs from the tool have been used to inform the prioritisation exercise in terms of increased number of trips.

²³ [Local cycling and walking infrastructure plans technical guidance \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/81111/local_cycling_and_walking_infrastructure_plans_technical_guidance.pdf)

More widely, the AMAT takes into consideration the impact that new cycling and walking interventions have on transport users, the environment, society, and the economy and subsequently produces a benefit-cost ratio (BCR) for the scheme. However, for the purposes of prioritisation, and due to the early stage of scheme development, the AMAT outputs have been used to provide an indicative appraisal of the schemes only and therefore the BCRs are not reported.

Table 8-1: Prioritisation Criteria and Scoring Methodology

| Theme | Criteria | Description and Points |
|---------------|---|---|
| Effectiveness | Provides Connections in a Safer Environment | Based on crime data (Census 2011), does the route traverse through areas of high crime? High crime: deciles 1 – 3 (1 point) Medium crime: deciles 4 - 6 (2 points) Low crime: deciles 7 - 10 (3 points) |
| | Increased Trips | The route would lead to an increased number of trips, (based on AMAT): Low: 1 - 10% (1 point) Medium: 11 - 15% (2 points) High: 16% > (3 points) |
| | Encourages Modal Shift | Based on working population data (Census 2021): There is a small working population in the vicinity (1 point) There is a medium working population in the vicinity (2 points) There is a high working population in the vicinity (3 points) |
| | Improvement in Road Safety | The route goes through an area with a high density of cycling and pedestrian collisions: No (0 points) Yes (1 point) |
| | Improves Air Quality | Will the route improve air quality? No (0 points) Yes (1 point) |
| | Integration with Existing Network | Integration of the routes with the existing walking/cycling network and public transport connections: There is limited integration with public transport and existing walking/cycling routes (1 point) There is some integration with public transport and existing walking/cycling routes (2 points) There is strong integration with public transport and existing walking/cycling routes (3 points) |
| | Connectivity to Trip Attractors | Does the route connect to trip attractors? Connects to limited trip attractors (1 point) Connects to multiple trip attractors (2 points) Connects to a significant number of trip attractors (3 points) |
| | Addresses Severance Issues | Does the route address severance issues? The route has a limited impact on addressing severance issues (1 point) The route addresses 1 severance issue (2 points) The route addresses more than 1 severance issue (3 points) |
| Policy | Contribution of the Scheme to Socio-economic Challenges | Will the route contribute to socio-economic challenges and benefit key target user groups including people without access to a car/van and people living in areas of High IMD? Low contribution to socio-economic challenges (1 point) |

| Theme | Criteria | Description and Points |
|----------------|------------------------------------|---|
| | | Medium contribution to socio-economic challenges (2 points) High contribution to socio-economic challenges (3 points) |
| | Delivery Against Policy Objectives | Does the route address local and regional policy objectives? Weak fit with policy objectives (1 point) Medium fit with policy objectives (2 points) Strong fit with policy objectives (3 points) |
| Economic | Potential to Attract Funding | Is the scheme likely to attract funding? No (0 points) Yes (1 point) |
| | Cost Effectiveness | Is the scheme cost effective? (Measured by investment cost per additional trip) Less cost effective: > £100,000 per additional trip (1 point) Medium: £50,000 - £100,000 per additional trip (2 points) More cost effective: < £50,000 per additional trip (3 points) |
| Deliverability | Engineering Constraints | The scheme is likely to encounter engineering constraints: Yes (0 points) No (1 points) |
| | Stakeholder/Political Support | The scheme is likely to attract stakeholder or political support: Low support (1 point) Medium support (2 points) High support (3 points) |

Outcomes

Overall, the highest score a scheme could achieve was 34 points and the lowest was 10 points.

Table 8-2 presents a summary of the resulting prioritised list of cycle and walking routes, respectively. The full prioritisation spreadsheet can be found in **Appendix M**.

Table 8-2: Cycling Priority List

| Scheme Reference | Cost | Total Score | Priority Ranking |
|------------------|---------------|-------------|------------------|
| Route 1 | £4,328,906.60 | 22 | 3 |
| Route 2 | £7,961,110.87 | 27 | 1 |
| Route 3 | £2,526,636.02 | 24 | 2 |

Delivery Plan

Table 8-3 outlines the delivery plan – a prioritised programme of the walking and cycling infrastructure schemes outlined in this LCWIP.

The short and medium term schemes are the shortlisted schemes and have been assigned a level of priority given the prioritisation outcomes (**Table 8-2**), whilst the long term schemes constitute the remaining schemes on the refined longlist (**Table 5-4**).

To reiterate, for ease, the shortlisted cycle routes were renamed to Route 1, Route 2 and Route 3 following the shortlisting process. These schemes were previously named Route 5, Route 6 and Route 9, respectively in the refined longlist.

Table 8-3: Delivery Plan

| Scheme Reference | Priority | Phase |
|--|-----------------|--------------|
| Route 2 (shortlist) | Short term | Phase 1 |
| Walking Zone (shortlist) | Short term | Phase 1 |
| Roue 1 (shortlist) | Medium term | Phase 1 |
| Route 3 (shortlist) | Medium Term | Phase 1 |
| Route 1 (refined longlist) | Long term | Phase 2 |
| Gap 4 (refined longlist) | Long term | Phase 2 |
| Route 13 (refined longlist) | Long term | Phase 2 |
| Route 7, 12, 16 combined (refined longlist) | Long term | Phase 2 |

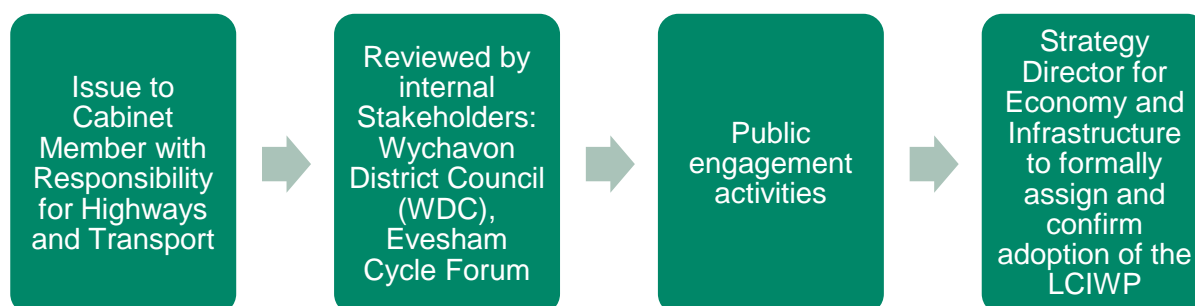
9. Integration and Application

This stage of the LCWIP process concentrates on how the findings that have emerged throughout this report can be integrated into wider transport policies, strategies and delivery plans. Throughout the LCWIP process, continued communication with WCC has ensured that all involved are working towards a shared vision of delivering high-quality walking and cycling infrastructure across Evesham.

The schemes proposed as part of the LCWIP demonstrate WCC's joint commitment to improving walking and cycling levels in Evesham and supporting a modal shift towards active travel. Delivery of these schemes will also simultaneously address the key challenges the region faces such as high car dependency, creating a net zero transport network by 2041²⁴ and addressing the segregation challenges caused by the A46 and the River Avon.

Figure 9-1 provides a summary of key steps that will ensure the adoption and delivery of this LCWIP.

Figure 9-1: Next Steps



Immediate Actions

The Evesham LCWIP strategy document will be submitted to a Cabinet Member with Responsibility for Highways and Transport, in September 2023 for approval. Once approved, the LCWIP strategy document and accompanying outputs will be published on the WCC website.

Medium Term Actions

In the medium term, internal feedback will be provided by key Stakeholders from WDC and the Evesham Cycle forum.

There will also be a priority in the medium term to continue developing and refining the design of the cycling routes and walking zone whilst also generating greater political and public support for the schemes through public engagement.

This stage will concentrate on identifying any remaining skills gaps and competing work programmes that may hinder the LCWIP delivery. There will also be an opportunity to start assembling teams to assist with scheme delivery and creating a pool of resources to support the delivery of the schemes.

Following this review period, comments and recommendations derived from the stakeholder and public engagement will be considered and the Evesham LCWIP will then be updated as necessary and provided to Cabinet for final approval.

The LCWIP will then be signed off by WCC's Strategy Director for Economy and Infrastructure, which will enable its formal adoption. Following the adoption of the LCWIP,

²⁴ [#WM2041 \(wmca.org.uk\)](https://www.wmca.org.uk)

funding will be sought for investment in the delivery of the prioritised cycling routes and walking zone. This will likely involve the preparation of business cases following the three-stage process where a strong strategic narrative for the scheme will be developed along with monetised benefits and scheme costs to understand the value for money for the scheme.

Ongoing Process

The investment priorities have been identified in **Section 8** with the schemes planned to be delivered in order of identified priority. The Evesham LCWIP will then feed into Worcestershire's LTP which will act as the parent document of the LCWIP and will support a collective vision of increasing walking and cycling levels across the region through the delivery of high-quality infrastructure.

This LCWIP should be reviewed midway through delivery to ensure progress is being made as anticipated. Consideration should also be given to any changes in local circumstances such as the publication of new policies or strategies, new development sites or new sources of funding.

Ten-Year Plan

An indicative 10-year delivery plan which outlines a programme, between 2023-2033, for delivering the LCWIP schemes has been developed (**Table 8-3**). A staged short, medium and long term approach to the delivery of each of the cycling routes and walking zone is planned, with the routes being delivered in line with the outputs of the prioritisation exercise.

Based on the prioritisation exercise, it is proposed that Route 2 is delivered in the short term (alongside the walking zone) as part of Phase 1. Route 3 and Route 1 are proposed to be delivered in the medium term, which would provide strong synergy with the delivery of Route 2 and the walking zone given that both routes feed into the walking zone and both routes traverse the Bridge Street river crossing. The remaining refined longlist routes are proposed to be delivered in the long term, as part of Phase 2.

The 5 core stages required to deliver each route are set out below:

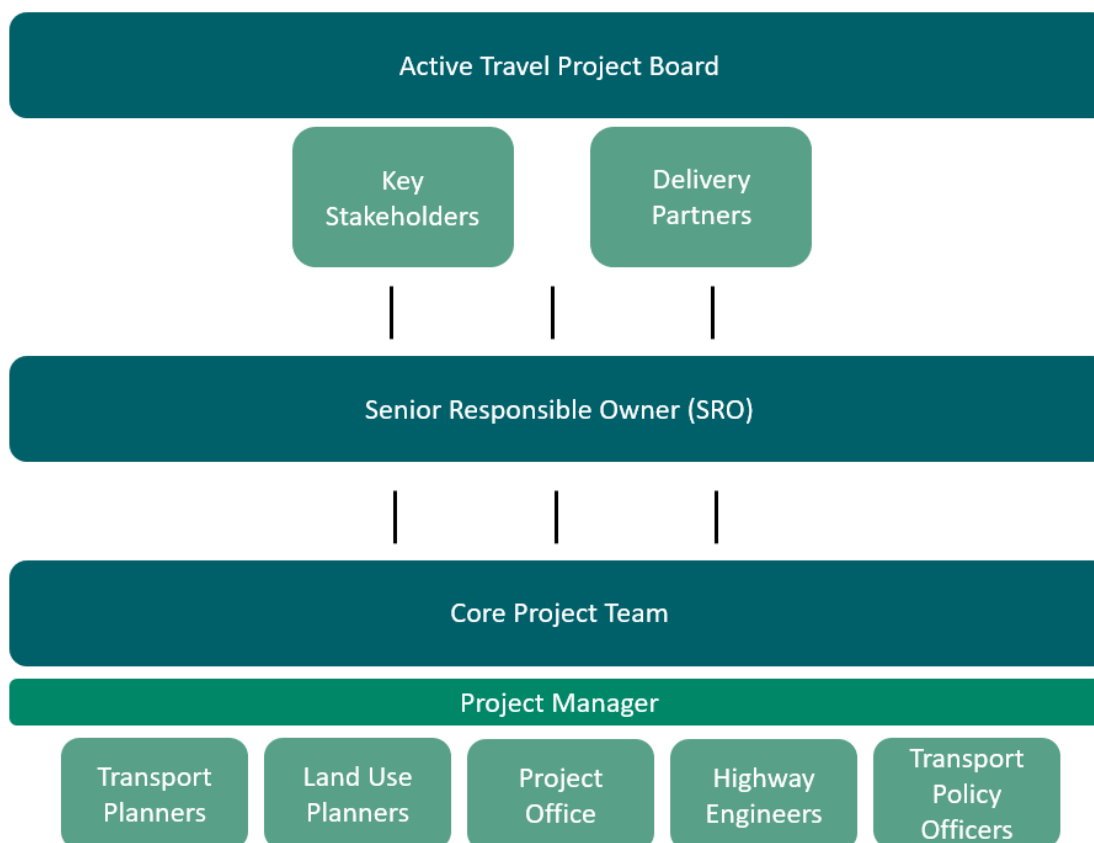
1. Strategy and prioritisation
2. Option identification and selection
3. Preliminary design
4. Detailed design
5. Construction.

Stages 1 and 2 have been undertaken as part of the development of this LCWIP, with the remaining three stages to be undertaken at a later stage.

Governance

The Evesham LCWIP will form part of a suite of documents that will support the Worcestershire LTP, with the LCWIP strategy being managed by the LTP Board. However, the delivery of the individual routes themselves will be managed by the Active Travel Board, as outlined in **Figure 9-2**.

Figure 9-2: Governance Structure



Funding Mechanisms

Securing funding to deliver the LCWIP schemes is a pivotal component of the LCWIP process. As the demand for high-quality walking and cycling infrastructure continues to grow and the transition to active travel modes accelerates across Evesham, consideration of alternative opportunities to attain funding should be provided.

This LCWIP report manifestly demonstrates the benefits cycling and walking could provide Evesham, as well as the key challenges it will help to tackle. It is paramount that this report is used to promote active travel and that the findings produced within it are used as a mechanism to attract funding.

Some of the funding opportunities include:

- Funding from a dedicated local government cycling infrastructure budget – this funding would likely need to be supplemented by other funding streams.
- Incorporating cycling and walking infrastructure into other works programmes - cycling and walking infrastructure is becoming more of a priority across Evesham and can be integrated into other works.
- Developer-funded schemes/agreements (such as S106) – the opportunity to use future developments (regardless of scale) to implement high-quality cycling and walking infrastructure within new developments. S106 agreements could be utilised to encourage improvements to existing and proposed offsite improvements.
- Funding through Local Economic Partnerships (LEP) - the LCWIP is an opportunity to promote the regional and local benefits of cycling and walking to relevant LEPS.
- Various Government funding streams have been available in recent years to support the implementation of active mode infrastructure. New funding streams must continue to be identified as funding will be required for numerous aspects of scheme delivery including

the implementation of walking and cycling infrastructure, promoting the schemes and for monitoring and evaluation. Funding streams that have been used in recent years are set out below:

- Active Travel Fund
- Transforming Cities Fund
- Levelling Up Fund
- Local Authority Capability Fund

10. Appendices

(will be available upon request)

