

Public Engagement Exercise for Evesham Local Cycling and Walking Infrastructure Plan (LCWIP)

Introduction

Worcestershire County Council (WCC) undertook a second public engagement survey between Monday 5 August 2024 to Friday 27 September 2024. The purpose of the engagement exercise was to obtain feedback about the LCWIP report and the proposed network of active travel routes for Evesham developed by AECOM, our consultancy partner. We wanted to identify if the public agreed with the proposed routes and if the routes would have a positive improvement on walking, wheeling or cycling habits for active travel. We would like to thank all those who responded to the engagement exercise.

Methodology

We conducted an online survey from our website which had 847 web page views with 643 total users (57.33% engagement rate); 262 respondents completed the online survey. The public engagement exercise was publicised through a press release, social media and 80 posters displayed in and around the town. The press release was published in the Evesham Journal, Evesham Observer and Evesham Journal online. An email campaign to local walking and cycling groups and other local community groups was sent. A newsletter was also sent to local schools raising awareness of the exercise.

Survey findings

75% of respondents agreed with the aims and objectives of the Evesham LCWIP. 6% were unsure and the remaining 19% disagreed.

Survey findings

Demographics

1. 5% of respondents identified themselves as other white background and 89% as British.
2. 46% of respondents were female and 51% were male. 3% preferred not to say.
3. 18% of respondents were aged 36 – 45. 26% were aged 46 – 55. 24% were aged 56 to 65. 19% of respondents were aged 66 – 75.
4. 11% of respondents said they had a long-term condition that affected their ability to walk or cycle.

Walking habits

1. 85% of respondents said they walk for at least 20 minutes a week with 7% saying they only walked for this amount of time a couple of times a month.
2. The percentage of respondents said they walked for 20 minutes a week for the following reasons:
 - a. 60% to go shopping.
 - b. 56% to meet family/friends, play sport or for entertainment.
 - c. 16% to go to work.
 - d. 8% to go to school, college or education.

- e. 70% to go walking for pleasure.
 - f. 57% for other purposes that included walking the dog, fishing and caring for livestock.
3. 97% of respondents do not use a mobility aid to get around. Of the 3%, a walking stick was used.
 4. 30% of respondents said they accompanied children (under the age of 10 years) whilst walking. Of those, 40% used a pushchair or pram.

Cycling habits

1. 41% of respondents said they cycle for at least 20 minutes a week with 8% saying they only cycled for this amount of time a couple of times a month.
2. The percentage of respondents said they cycled for 20 minutes a week for the following reasons:
 - a. 23% to go shopping.
 - b. 21% to meet family/friends, play sport or for entertainment.
 - c. 16% to go to work.
 - d. 3% to go to school, college or education.
 - e. 40% to go walking for pleasure.
 - f. 11% for other purposes that included an exercise bike indoors, library visits and GP.
3. 16% of respondents said they accompanied children (under the age of 10 years) whilst cycling. Of those, 47% used a child's bike seat, 13% use a bike trailer and 23% used a tag-along bike. The remainder said their child or children were able to cycle independently.

Agreement of proposed routes

71% of respondents agreed with all of the proposed cycling and walking routes. 20% said they disagreed and 8% were unsure.

Route 1 (Abbey Road to Cheltenham Road)

1. 69% agreed that this route is a high priority to encourage further cycling and walking in Evesham. 11% were unsure and the remaining 20% disagreed.
2. If the route was delivered, 46% said they would use the route more than they do now and 32% saying they would use it for the same amount of time.
3. 83% said they would use this route more for cycling and 51% said they would use it more for walking.

Route 2 (Workman Bridge to Vale Business Park)

1. 71% agreed that this route is a high priority to encourage further cycling and walking in Evesham. 9% were unsure and the remaining 20% disagreed.
2. If the route was delivered, 45% said they would use the route more than they do now and 30% saying they would use it for the same amount of time.
3. 80% said they would use this route more for cycling and 53% said they would use it more for walking.

Route 3 (High Street to Bengeworth CE Academy)

1. 64% agreed that this route is a high priority to encourage further cycling and walking in Evesham. 15% were unsure and the remaining 21% disagreed.
2. If the route was delivered, 36% said they would use the route more than they do now and 34% saying they would use it for the same amount of time.
3. 79% said they would use this route more for cycling and 61% said they would use it more for walking.

Comments and responses summary

From the survey there were:

- Many suggestions for additional active travel connections and links to be considered in Evesham including for Hampton and Bengeworth.
- Significant positive feedback on the proposed Hampton pedestrian and cycling bridge and requests for wider improvements to link to the Hampton Bridge.
- Concerns about the links and routes for schools, as was parking near schools.
- Requests that the Evesham LCWIP extends beyond the urban area to more rural areas and nearby villages was a key theme.
- Requests for improved links for The Valley and Evesham Railway Station were frequently raised.
- Traffic congestion was a key area of concern which spanned most themes including safety and parking.
- Concerns about the constraints of the existing town centre road network, on-street parking and crossing points.
- Comments about the general condition of roads and pavements and maintenance arrangements and roadworks were also raised.
- Active travel crossing provision and the severance caused by the A46.
- The resilience of the A46 whereby issues on this key link impacts the Town centre.
- Road safety and the need for safe, segregated infrastructure for cyclists was a key concern, as was providing safe infrastructure for walking, wheeling and running.
- Traffic speeds and speed reduction.
- There was a theme requesting that the priority routes and wider LCWIP network integrated well, including links to Evesham Railway Station.
- Cycle parking and security, provision for e-bikes, cycle hire, and buses were also raised.
- Wayfinding and signage was regularly raised.
- More information on detailed proposals was requested.
- Additional feedback included the importance of active travel for health outcomes and the environment.
- There was some feedback disagreeing with the objectives and suggesting using the funds for other highway areas such as parking and traffic congestion.

For clarification, the LCWIPs do not come with dedicated funding. However, having an adopted LCWIP will put the County Council and its partners in a better position should active travel funding become available in the future. Some developer funding is already secured for active travel improvements in Evesham e.g. Hampton Bridge. WCC and Wychavon District Council

actively seek developer contributions for active travel and other transport improvements where possible.

There was significant feedback requesting additional links and routes and while many of these are not included in this initial Evesham LCWIP, they may be considered in future versions of the LCWIP, subject to funding. It is acknowledged, however, that the aspirations of the Evesham LCWIP will have to be delivered incrementally in the short, medium and long term and subject to available funding.

The delivery of the LCWIP will require joint working with key partners, stakeholders, the community of Evesham and neighbouring local authorities. The feedback regarding crossing provision and the severance caused by the A46 has been shared with National Highways who manage the A46. The sub regional transport body called Midlands Connect have included improvements to the A46 at Evesham amongst its key priorities and are working with National Highways to develop a business case.

The key themes from the public engagement have been summarised in the table below, together with responses provided by Worcestershire County Council (WCC) and AECOM:

Theme	Response
Additional active travel connections (within the geographical scope of draft Evesham LCWIP)	The draft LCWIP has identified an active travel network of routes which are considered to have the greatest impact and encourage more people to walk and cycle. This has been done using a robust evidence base focussed on the demand for active travel, socio-economic and network data, as well as a review of national, regional and local policies. While the draft LCWIP has set out 3 priority routes and the walking zone, the wider network (page 6 of the draft LCWIP) will also inform future funding bids. The engagement received considerable feedback asking for additional links to be considered e.g. Abbey Road, Pershore Road and links to Evesham Railway Station. These and other locations have significant traffic flows and constrained highway widths which poses challenges for improving active travel. These challenges are reflected in this initial LCWIP with 3 priority routes that are considered to be deliverable, subject to funding. It is acknowledged, however, that the aspirations of the Evesham LCWIP will have to be delivered incrementally in the short, medium and long term and subject to available funding. Subject to funding, future LCWIPs will look to consider additional routes and links, and the feedback received will help inform this. Where appropriate and funding is available schemes will be delivered to meet the standards set through the relevant cycling design guidance which is currently Local Transport Note 1/20 (LTN 1/20). Further information on LTN 1/20 can be found here: Cycle infrastructure design (LTN 1/20) - GOV.UK (www.gov.uk).

	<p>When active travel schemes come forward, they will be subject to detail design, feasibility and consultation with residents and stakeholders.</p>
<p>Additional active travel connections (outside the geographical scope of draft Evesham LCWIP)</p>	<p>The current LCWIP is focused on Evesham town in line with the Government guidance which sets out that the focus should be on utility trips within urban areas, to meet the target of 50% of short journeys being by active travel means by 2030. While the draft LCWIP has set out 3 priority routes, the wider network (page 6 of the draft LCWIP), which includes links beyond Evesham, will also inform future funding bids. Furthermore, page 38 of the draft LCWIP shows that wider links have been considered during the development of this LCWIP and will also inform future active travel plans and funding bids. Active Travel England (ATE) are currently developing design guidance more aligned with less urban and rural areas. Subject to this guidance and available funding future LCWIPs for Evesham could consider wider active travel connections.</p>
<p>Segregated cycle infrastructure</p>	<p>The provision of segregated infrastructure was a key theme and where schemes come forward in Evesham, we will design for segregated cycling facilities as set out in the latest cycling design (LTN 1/20). LTN 1/20 sets out the minimum standards for local authorities and highway engineers when implementing new cycle infrastructure including cycle lanes, crossings, and junctions. LTN 1/20 sets out principles which represent the five key requirements to encourage more cycling, walking, and wheeling:</p> <ul style="list-style-type: none"> • Coherent – Cyclists must be able to reach their destination with ease, using well connected routes, which are easy to navigate and free from obstruction. • Direct – Routes should navigate a cyclist with the quickest direction to travel from location to location. • Safe – The route must be safe, and emphasis given for cyclists to feel safe. • Comfortable – Routes should have appropriate widths for cycles, well maintained surfaces and have minimal stopping and starting and avoid steep gradients. • Attractive – Cycle infrastructure should contribute to the urban environment, be aesthetic, stimulating and clutter free. <p>It is acknowledged that there are many sections of narrow highway widths in Evesham which pose a challenge in providing safe and segregated infrastructure. Dedicated cycle lanes are not always feasible due to road width constraints and so shared use will be considered to improve cycling infrastructure. Any shared space will be designed to promote safe use for all road users incorporating the latest cycling design (LTN 1/20).</p>

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Shared Use	There was feedback both for and against shared use provision. Concerns raised included shared use with mobility scooters and e-bikes. Ideally, we will design for segregated cycling provision as set out in the latest cycling design guidance (LTN 1/20). Where this is not possible, shared use on suitable footways will be considered. Any shared space will be designed to promote safe use for all road users. When active travel schemes come forward, they will be subject to detail design, feasibility and consultation with residents and stakeholders.
On road parking	On road car parking provision is acknowledged as a key challenge in providing safe and segregated cycling facilities that meets with the latest cycling design guidance (LTN 1/20). When active travel schemes come forward, they will be subject to detail design, feasibility and consultation with residents and stakeholders.
Hampton pedestrian and cycling bridge	The Hampton pedestrian and cycle bridge is a significant part of the Evesham LCWIP and will provide improved connectivity over the River Avon for pedestrians and cyclists travelling between Hampton, Evesham town centre and other local amenities. As at February 2025 preparations for the construction of Evesham's new Hampton Bridge are moving forward, with site clearance set to begin soon. The draft LCWIP network (page 6 of the draft LCWIP) has identified a proposed active travel route linking from the proposed Hampton Bridge to Pershore Road and Hampton. While the draft LCWIP has set out 3 priority routes, the wider network, which includes the link to Hampton, will also inform future funding bids.
LCWIP Funding	In some of the feedback there was misunderstanding on the funding of the Evesham LCWIP. The LCWIP does not come with funding but having the LCWIP will put the County Council and its partners in a better position should active travel funding become available in the future. Where funding is available, and schemes come forward these will subject to detail design and local consultation. Active Travel England (ATE) are the key funders for active travel and the County Council actively seek funding from ATE to deliver schemes across Worcestershire.
Traffic flows and congestion	The aim of the LCWIP is to provide travel choice for those who wish to use all forms of active travel and provide the infrastructure to do so. Traffic congestion is acknowledged as key issue of concern in Evesham and improving active travel infrastructure aims to encourage more trips by active modes, especially for shorter journeys. The Hampton pedestrian and cycle bridge is a significant part of the Evesham LCWIP and will provide improved connectivity over the River Avon for

	pedestrians and cyclists travelling between Hampton, Evesham town centre and other local amenities.
A46	It is acknowledged that the severance caused by the A46 is a key concern for residents and this feedback has been shared with National Highways who manage this trunk road. There was also significant feedback requesting improvements to the junctions of the A46 to reduce congestion and delays, especially at peak periods. The sub regional transport body Midlands Connect have included improvements to the A46 at Evesham amongst its key priorities and are working with National Highways to develop a business case. The draft Evesham LCWIP includes priority route 2 which crosses the A46 (The Link to Millennium Way, Vale Park).
Network Safety	<p>The safety of all users will be the key consideration when schemes are proposed and designed. Schemes will be designed incorporating best practice and the cycling design guidance (LTN 1/20) which has safe provision as one of the five key principles.</p> <p>Worcestershire County Council offers road safety education to all primary schools in Evesham. Bikeability Cycle Training is also available to all primary and secondary schools. Bikeability is promoted and supported by the Department of Transport and is designed to give the next generation the skills and confidence to ride their bikes on today's roads.</p>
Traffic speeds	It is acknowledged that traffic speeds are a key area to address when considering the safety of all users, pedestrians, and cyclists, in particular. The perception of unsafe roads is a significant barrier to the uptake of active travel and so where it is possible, we will design for segregated cycling provision on the carriageway as set out in the latest cycling design (LTN 1/20). When active travel schemes come forward, we will work with key partners including West Mercia Police on road safety and speed enforcement measures.
Schools	The development of the draft LCWIP has considered key trip attractors which includes schools and education establishments. The 3 priority routes, wider network and walking zone have many local schools nearby. It is acknowledged that active travel has a crucial role for school trips and reducing car trips for those shorter local journeys. Worcestershire County Council offers road safety education to all primary schools in Evesham. Bikeability Cycle Training is also available to all primary and secondary schools. Bikeability is promoted and supported by the Department of Transport and is designed to give the next generation the skills and confidence to ride their bikes on today's roads.

LCWIP proposals	Feedback was received requesting more detail on the scheme proposals. The LCWIP does not come with funding for scheme delivery but having one in place will put the County Council and its partners in a better position should active travel funding become available in the future. The draft LCWIP report (Chapter 6 Network Planning) sets out indicative plans showing a range of interventions including shared-use and fully segregated cycle lanes. When active travel schemes come forward, they will be subject to detail design, feasibility and consultation with residents and stakeholders. Where appropriate schemes will be delivered to meet the standards set through the relevant cycling design guidance which is currently Local Transport Note 1/20 (LTN 1/20).
Highway maintenance and roadworks	It is recognised that for improvement schemes to bring benefits in the long term that robust maintenance arrangements must be put in place. The provision ‘comfortable’ routes is one of the five key requirements of LTN 1/20 which specifies that routes should be well maintained. LTN 1/20 also suggests that the priority for maintenance should be those most heavily used parts of the cycle or walking route. The County Council has maintenance arrangements in place for our highway assets and any new assets such as cycle lane infrastructure will be added when completed. Residents are encouraged to report any highway or footway issue to the Worcestershire County Council website Report a road or path issue Worcestershire County Council . All planned road works and events are shown on the One.Network portal.
Cycle parking and security	Where appropriate and funding is available, the improvements to routes and links will also include new or improved cycle parking/storage. It is recognised that the provision of secure cycle parking can help remove some of the barriers to cycling and give a positive message that cycling is a legitimate and valid form of transport. When cycling schemes come forward, we will work with key stakeholders and landowners to enhance cycle parking and storage provision. Feedback also included requests to consider charging provision for e-bikes in future schemes.
Signage and wayfinding	Walking or cycling improvement schemes that come forward through the LCWIP process will review existing wayfinding infrastructure and included improvements where necessary. The provision of ‘coherent’ routes is one of the five key requirements of LTN 1/20 which includes ensuring the routes are easy to navigate.

Next Steps

Along with the AECOM Evesham LCWIP report, the invaluable feedback received will help steer our future active travel plans for Evesham and inform future bids for active travel funding. The AECOM Evesham LCWIP report will be reviewed as the LCWIP process develops, subject to



funding. More information will be available on our website as and when latest information becomes available.