

Part 2: Rugby

1. The current situation

Overview

The Borough of Rugby contains the second largest urban area in Warwickshire as well as extensive rural areas, and the city fringes of Coventry. Its location on the edge of both East and West Midlands, with fast rail connections to London, means that many residents have extensive travel to work areas.

The growth of Rugby town has long been associated with transport developments, from its transformation as a railway town in the 19th century to the construction of the M6 and M1 motorways in the 1960s. Today, some of the disused railway lines provide traffic-free walking and cycling routes including an old mineral railway (Lias Line) and the Great Central Main Line.

Easy access to the strategic road network and remaining rail network attract large-scale logistics and distribution companies, some of which are located southeast of Rugby at Dirft (Davenport International Rail Freight Terminal). The development of the Rolls Royce site at Ansty Park, close to the M6 just east of Coventry, is attracting significant new investment in manufacturing research and technology to Rugby Borough.



Recent years have seen rapid growth in both housing and employment around Rugby town, including Rugby Gateway, [Coton Park East](#) and the redevelopment of Rugby Radio Station for the [Houlton School and housing estate](#). Further homes and local facilities are planned in [South West Rugby](#).

With continuing development of housing and employment sites, and good levels of active travel already, this area remains a key focus for future walking and cycling investment.

Population and health

There were 114,363 residents in the Borough of Rugby at the [2021 Census](#). This is a significant increase in numbers (14.3%) from 2011, and much higher than England (6.6%), and continues increases in Rugby between 2001 and 2011. Rugby Borough continues to experience the highest rate of population growth of all boroughs and districts in Warwickshire and this rapid population growth, particularly in younger age groups, has a major impact on transport infrastructure.

At the [2021 Census](#), the average (median) age in Rugby Borough was 40, the same as the England average. The Census also shows that the proportion of 'White British' residents in Rugby was 85.7%, compared to 89.1% in Warwickshire and 77% in the West Midlands.

The [2021 Census](#) asked residents to rate their own health on a scale of 'very good' to 'very bad'. In Rugby, 83.2% of residents described their health as 'good' or 'very good' which is the same as the county average.

Data from the [Active Lives Adult Survey](#) (Sport England) shows that 67.2% of adults (aged 18+) in Rugby Borough are physically active (undertaking the minimum recommended activity of 150 minutes of moderate intensity equivalent physical activity per week). This compares to 67.1% in Warwickshire and 67.3% in England.

63.8% of Rugby Borough adults are classified as overweight or obese (where BMI is greater than or equal to 25kg/m²). This compares with 66.2% for Warwickshire and 63.8% for England. The NHS National Child Measurement Programme shows that 37.1% of Rugby Borough children in Year 6 are overweight or obese, compared to 36% in Warwickshire and 37.8% in England.

Travel patterns

Whereas the 2021 Census provides reliable data about population, the information collected on travel patterns needs to be considered with caution due to:

- Responses being collected during the coronavirus (COVID-19) pandemic. Restrictions on travel ended later in 2021.
- Increase in home working.
- Smaller numbers due to people on furlough, temporarily not working
- Confusion over whether the Census question guidance was followed; some people may have provided travel information for the last time they worked, or they may have answered based on their behaviours on Census Day.
- 2011 results included those aged 16-74 in employment, whereas the 2021 Census included people aged 16 and over in employment.

Travel to work data from both 2011 and 2021 is therefore described below.

In 2011, driving a car or van was the most popular mode of travel for commuting to work by Rugby Borough residents (67.9% of the working population aged 16-74 years). 4.9% of the working population used public transport to get to work, 10.4% of people walked to work and 3.1% cycled. 5.5% worked mainly at or from home.

In 2021, driving a car or van remained popular but the numbers and proportions were affected by the pandemic: 51.3% of the working population aged 16 years and over, travelled to work by car or van. 2.7% of the working population used public transport to get to work, 6.7% of people walked to work and 1.9% cycled. 30.6% worked mainly at or from home.

Car ownership increased slightly in Rugby Borough between 2011 and 2021. 14.6% of households did not own a car or van in 2021, compared with 17.5% in 2011. 44.8% owned 2 or more cars and vans compared with 40% in 2011.

[Travel habits](#) from the Active Lives Adult Survey (Sport England) showed:

- 10% of Rugby Borough adults walk for travel at least three days per week. This is lower than 13.6% in Warwickshire and 15.1% in England, but the cycling levels are higher.
- 2.3% of Rugby Borough adults cycle for travel at least three days per week, compared to 1.6% in Warwickshire and 2.3% in England.

Road safety

Table R1: Road traffic collisions between January 2016 and December 2020, involving pedestrians and cyclists, Rugby Borough

| Year | Pedestrian casualties | | | | Cyclist casualties | | | | Total |
|--------------|-----------------------|-----------|------------|------------|--------------------|-----------|------------|------------|------------|
| | Fatal | Serious | Slight | Total | Fatal | Serious | Slight | Total | |
| 2016 | 1 | 6 | 25 | 32 | 1 | 10 | 34 | 45 | 77 |
| 2017 | 0 | 9 | 23 | 32 | 0 | 8 | 26 | 34 | 66 |
| 2018 | 0 | 6 | 17 | 23 | 0 | 7 | 28 | 35 | 58 |
| 2019 | 2 | 11 | 22 | 35 | 0 | 7 | 22 | 29 | 64 |
| 2020 | 1 | 5 | 14 | 20 | 1 | 4 | 16 | 21 | 41 |
| Total | 4 | 37 | 101 | 142 | 2 | 36 | 126 | 164 | 306 |

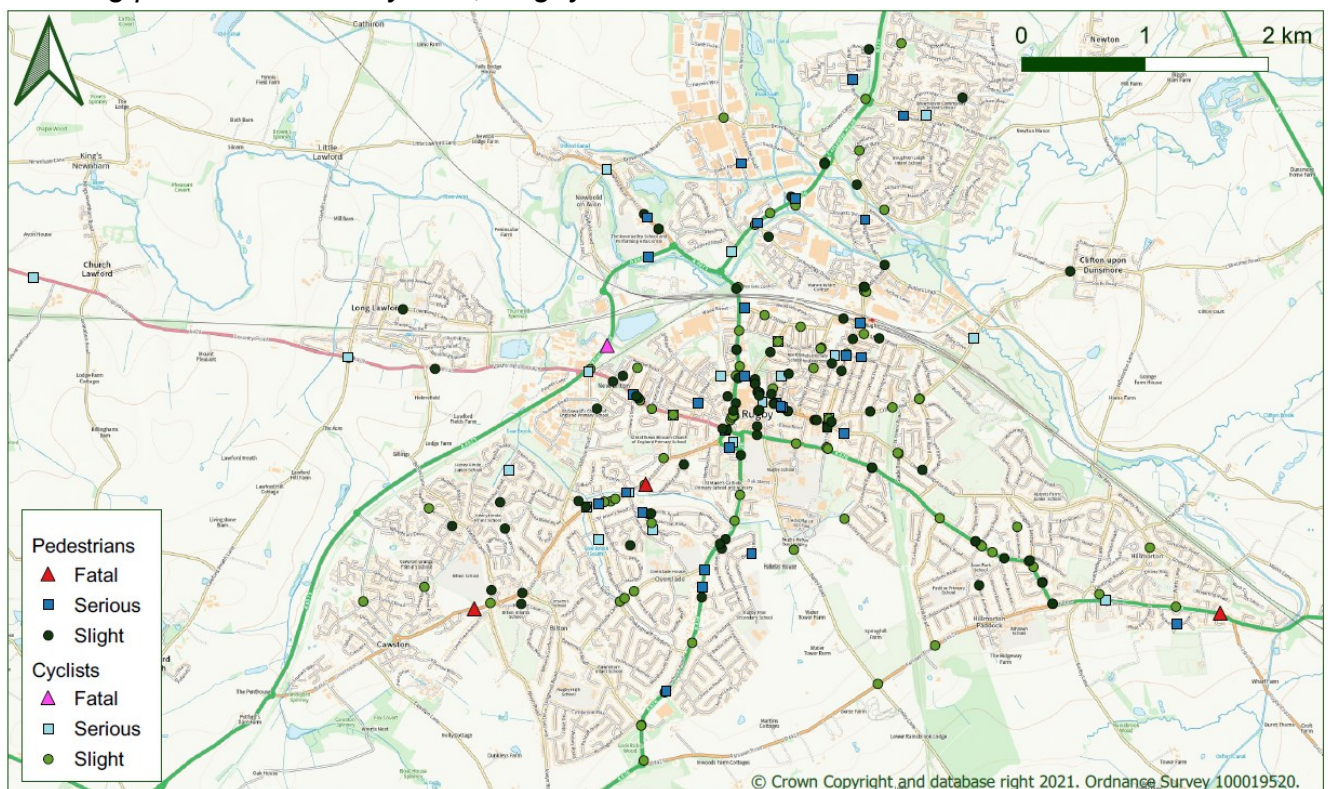
The 2016 to 2020 casualty data summarised in Table R1 shows a decrease in the numbers of pedestrian and cyclist casualties in Rugby Borough. As overall collision numbers are fairly low, some caution is needed when analysing the data. In terms of time of day there were more collisions involving pedestrians and cyclists between 7am-9am than other times in the morning. There were higher numbers of pedestrian

collisions between 3pm and 5pm, possibly linked to education trips, whilst cyclist collisions occurred later, between 5pm and 6pm, reflecting commuting patterns. 77% of all pedestrian and cyclist collisions were during hours of daylight.

The majority of pedestrian and cyclist collisions occurred away from crossings. Most pedestrian collisions did not occur at junctions, but almost 75% of cyclist collisions were at junctions.

Figure R1 shows the locations of collisions in Rugby, and this information has been used to focus on specific areas and to support the LCWIP proposals for future infrastructure to improve road safety outcomes. In addition to these walking, wheeling and cycling schemes, road safety intelligence will be used to identify and implement specific casualty reduction schemes at locations with a significant history of injury collisions.

Figure R1 Road traffic collisions between January 2016 and December 2020 involving pedestrians and cyclists, Rugby



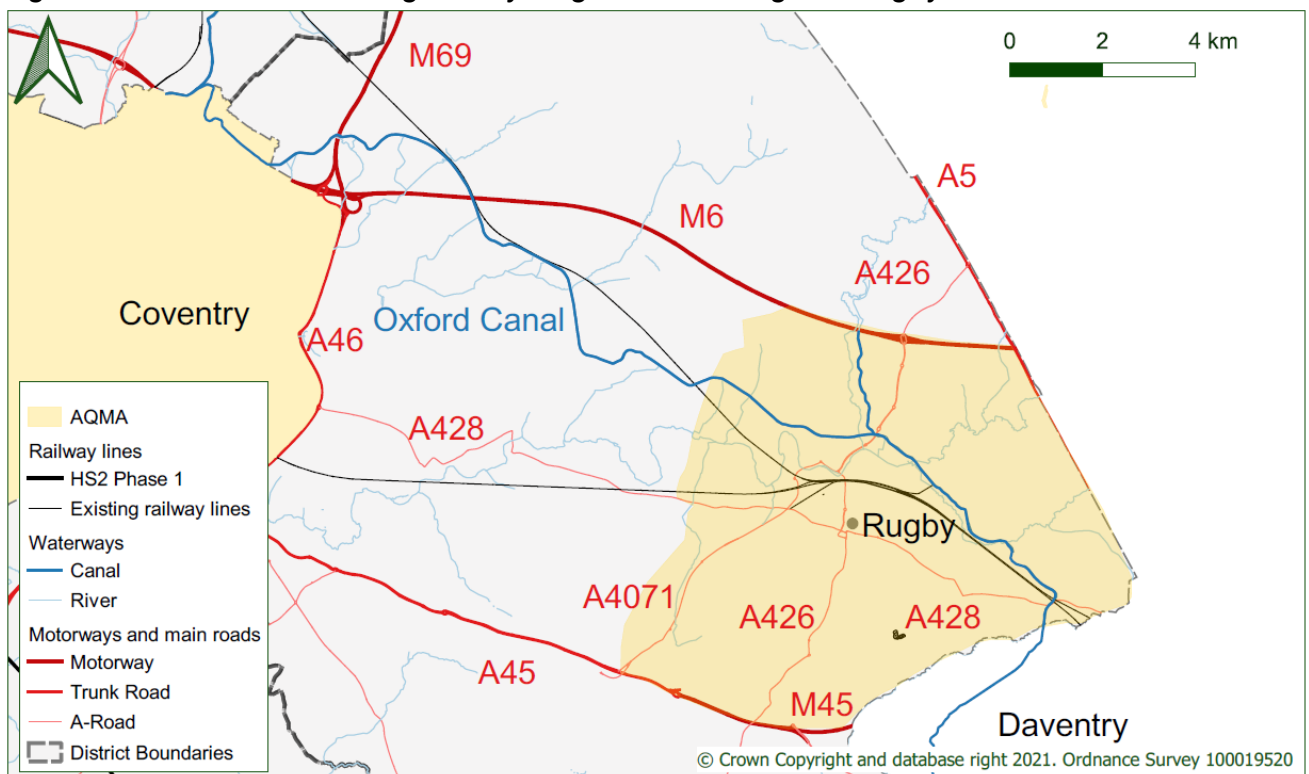
Physical barriers

Figure R2 shows the main barriers to walking and cycling movements in Rugby; main roads and motorways; rivers and canals; and railways. These barriers can cause community severance and ‘funnel’ pedestrians and cyclists (and motor traffic) into a limited number of crossing points. Figure R2 also shows the Air Quality Management Areas (AQMA) that cover the Rugby urban area and City of Coventry.

Specific problems in Rugby are:

- A46 (Coventry Eastern Bypass) – this Strategic Road runs along the eastern boundary of the City of Coventry creating severance with the employment areas of Ryton Prologis Park and Ansty Park, residential areas of Ryton and Binley Woods and nature reserves/ countryside sites at Brandon Marsh and Coombe Abbey.
- A45, A5, M45 and M6 – these multi-lane Strategic Roads have limited number of grade-separated crossings. The M1 runs parallel to the A5 east of Rugby, within Northamptonshire.
- Railway within Rugby town – cutting east-west through the northern area of the town, it creates a number of pinch points including narrow road tunnels on the A426 Newbold Road, Mill Road (under the railway station), Hillmorton Lane, Brindley Road, Moors Lane and A428 Crick Road.

Figure R2: barriers to walking and cycling in the Borough of Rugby



Some physical barriers also present opportunities in terms of providing linear corridors, such as the Oxford Canal towpath and Avon Way river path. The Cawston Greenway and Great Central Walk/ Lias Line (part of National Cycle Network Route 41) utilise disused railways.

Existing facilities and networks

The towns and villages in the Rugby Borough area are connected by a network of main roads and local streets managed by Warwickshire County Council. The A4071 and sections of the A426 north of Rugby town form part of the [Major Road Network](#).

The Borough is transected by the M6 motorway which forms part of the [Strategic Road Network](#) managed by Highways England (Area 7, East Midlands and Area 9, West Midlands), along with the M69, M45, A5, A46 and the A45 (southeast of Coventry). Warwickshire County Council is working with Rugby Borough Council, Homes England and a consortium of developers, to plan highway projects associated with the South West Rugby Sustainable Urban Extension including the 'Homestead Link' and the 'Potsford Dam Link'.

In terms of existing walking provision, the public rights of way network and signed trails provide good leisure opportunities. In the built-up areas, there is good pavement provision and street lighting.

Footways are categorised (see Table R2) in order to prioritise maintenance by the local highway authority. Maintenance of public rights of way is managed separately as the majority of routes are not surfaced. The level of maintenance and type of surfacing on public rights of way depends on a number of factors including location and level of use, as well as the type of user rights specified in the definitive map and statement.

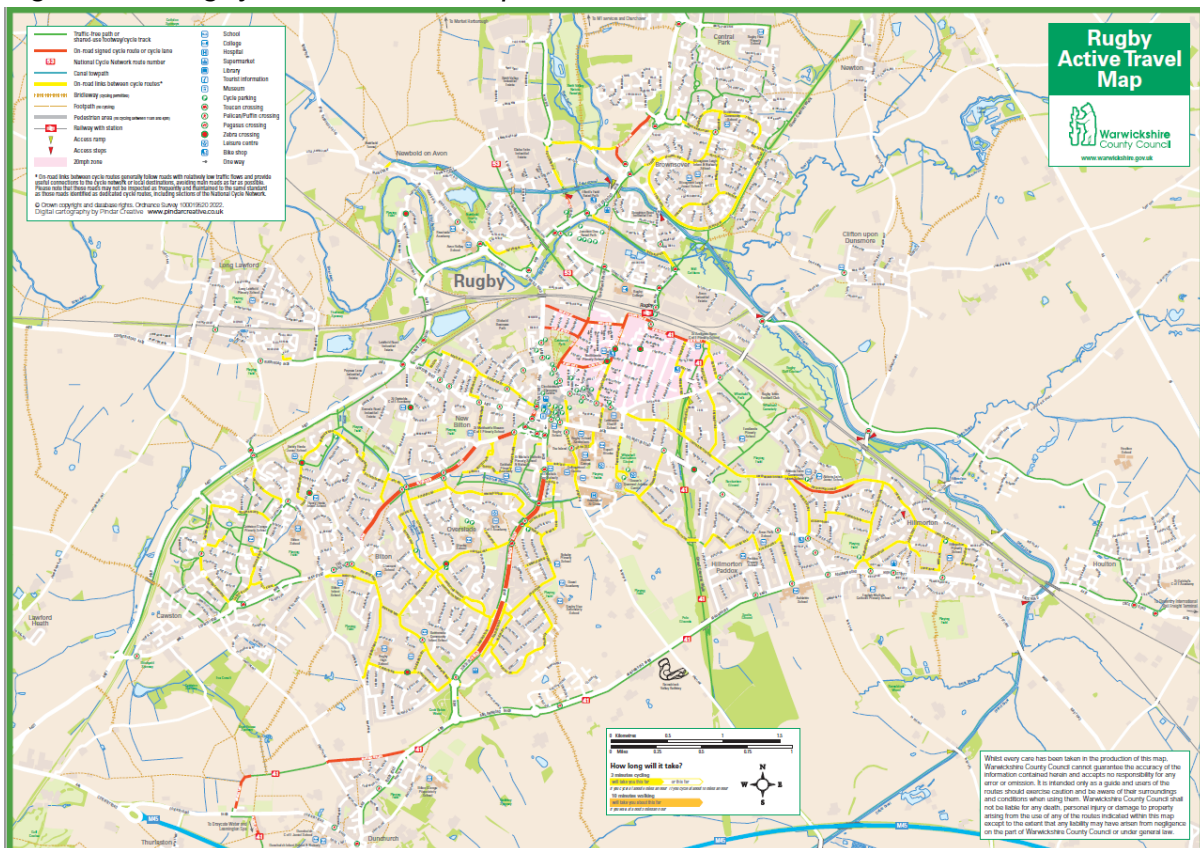
Table R2: footway hierarchy, Warwickshire

| Category | Description |
|--------------------------|---|
| Prestige Walking Zones | <ul style="list-style-type: none"> • The main pedestrianised shopping streets within the main urban centre |
| Primary Walking Routes | <ul style="list-style-type: none"> • Urban centre shopping streets with greater than 30 shops • Main shopping street in local town centres with greater than 20 shops |
| Secondary Walking Routes | <ul style="list-style-type: none"> • More than 5 shops • Entrance to schools • Entrance to Hospitals • Entrance to large supermarkets • Outside transport interchanges |

| Category | Description |
|-----------------------|---|
| Link Footways | <ul style="list-style-type: none"> Local shops/ retail premises Religious meeting places Industrial estates Residential homes or care homes |
| Local Access Footways | <ul style="list-style-type: none"> Predominantly residential streets Low usage rural footways |

In Rugby town centre there are pedestrian zones on High Street, Market Place and Sheep Street. There is an extensive network of green spaces within the town, and Rugby Borough Council has a successful programme of ‘[park connector](#)’ improvements including surfacing of paths, addition of solar lighting and provision of shared access for walking and cycling.

Figure R3: Rugby Active Travel Map, online version 2022



The total length of dedicated cycling infrastructure (off-carriageway or on-carriageway) in Rugby Borough is about 53 miles. The existing cycle network (see Figure R3 for the Rugby urban area) includes 48 miles of traffic-free routes. This includes disused railway lines; National Cycle Network (NCN) Route 41 between Birdingbury and Draycote Water; NCN Route 41 along the Great Central Walk between the railway station and south Rugby; and NCN Route 53 Viaduct Cycleway between the town centre and Newbold-on-Avon. Other traffic-free routes include the Draycote Water perimeter path, Rugby Borough Council’s Park Connector network

and shared use footways/ cycle tracks alongside main roads such as the A4071, A428, A426, A45, B4429 Ashlawn Road, Houlton Way and Central Boulevard at Ansty Park.

The quality of existing cycle routes is mixed and there are some gaps, particularly within the town centre and Hillmorton, and along radial routes such as the B4642 Bilton Road and across the railway line.

There is a well-established 20mph zone covering the terraced residential streets around Rugby Railway Station, extending westwards to the A426 Newbold Road and Clifton Road to the south and east. This includes some streets redesigned 20 years ago in line with 'Home Zone' principles - using seating, planting and paving to slow down vehicles and manage parking. There are also 20mph speed limits within the villages of Monks Kirby and Thurlaston and on Adkinson Avenue, Dunchurch.

There are various National Cycle Network routes in the Borough of Rugby:

- NCN41 (Bristol – Rugby): connecting Leamington and Warwick to Stratford and Rugby
- NCN 53 (Birmingham - Peterborough): although this route is currently only a short 'stub' along the Viaduct Cycleway in Rugby, the aspiration is to develop a longer distance route connecting East Birmingham, Solihull, Coventry, Rugby and Peterborough.

The Oxford Canal is already available for walking and cycling and is likely to see an increase in use for local journeys as the Houlton development matures. The surface condition and towpath widths are variable, and there are steps at many of the access points.

There is currently a good provision of public cycle parking in Rugby town centre and at the railway station although cycle parking is more limited in other parts of the Borough. Secure, long-stay cycle storage at public transport interchanges is important in ensuring that active travel can form part of longer distance journeys.

Rugby Town is currently the only railway station within the Borough, although it is one of Warwickshire's busiest with over 2 million passengers a year. Facilities include:

- step-free pedestrian access
- total of 338 cycle parking spaces comprising:
 - Two Cycle Hubs with secure storage and tool stations on Platforms 2/4, with 100 spaces in the north cycle hub and 100 spaces in the south cycle hub. Access to the cycle hubs costs an initial £5 for the door fob.
 - 64 spaces Platform 2
 - 46 spaces Platform 4

- 12 spaces north end
- 16 spaces car park 3

[Rugby Parkway Station](#) is planned on the southeast side of the town near Houlton, on the Northampton line. Design work commenced in 2021 and construction of the station is anticipated to begin in 2025 subject to the funding and necessary consents being secured.

2. Local viewpoints on walking and cycling

LCWIP engagement, 2021

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

Table R3: Questions asked in the LCWIP survey, May-July 2021

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

The feedback included hundreds of comments in response to the question, 'thinking about walking or cycling, are there any things that work well at this location'.

Together with the identification of issues and improvements, this data provided

detailed insight into the everyday problems for people on foot and cycle, as well as horse-riders, in Warwickshire. It also set out the aspirations for providing better facilities and highlighted the scale of investment required to encourage more active travel in future. The data was used at a local level to inform the route choices and priorities for the proposed walking and cycling networks, and was shared with other departments at Warwickshire County Council to use as reference for other relevant programmes of work.

Figure R4 Warwickshire LCWIP Survey: walking issues in Rugby

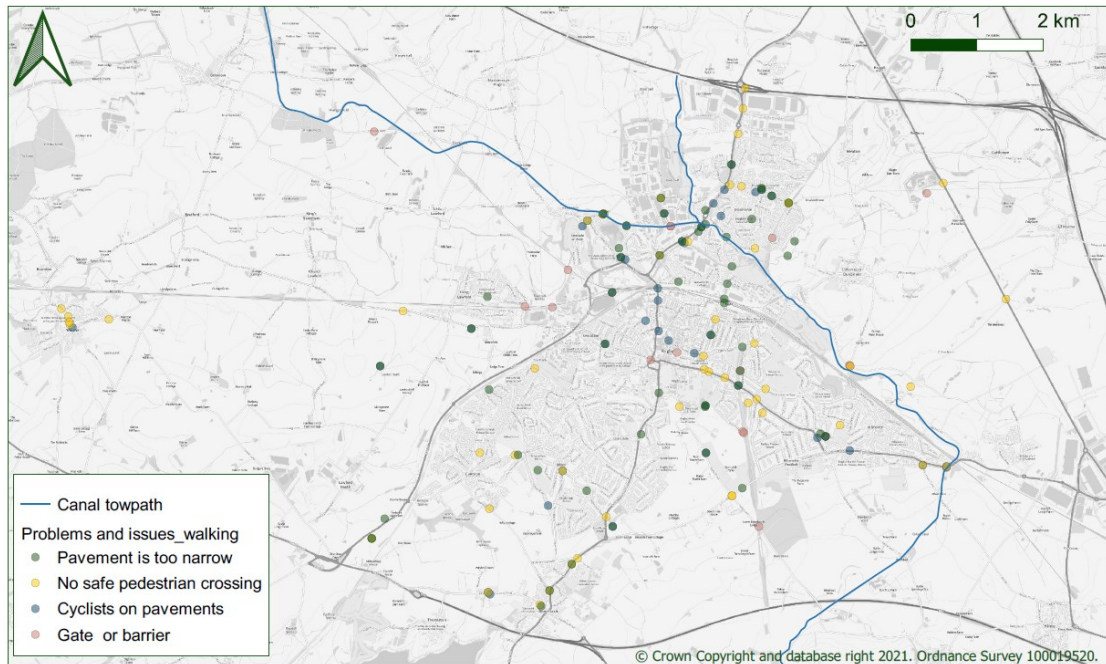


Figure R5 Warwickshire LCWIP Survey: cycling issues in Rugby

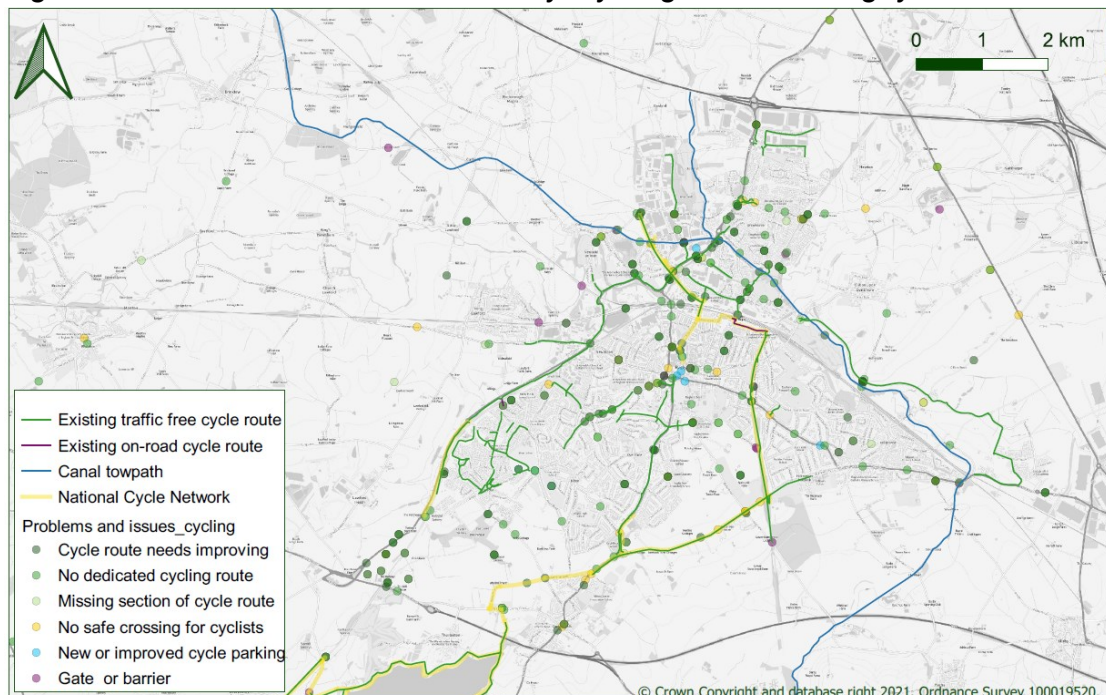
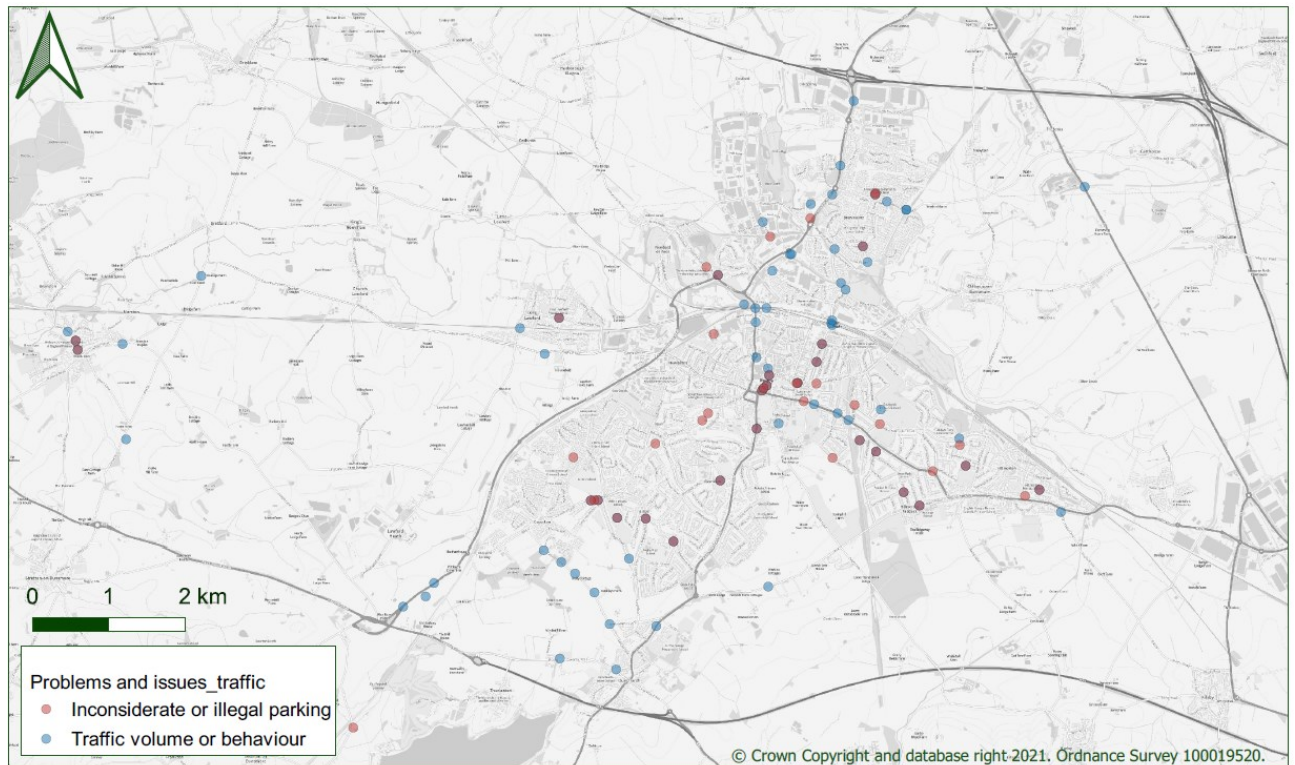


Figure R6 Warwickshire LCWIP Survey: traffic issues in Rugby



LCWIP consultation, 2022

Warwickshire residents and stakeholders were invited to submit comments and complete survey questions on the draft LCWIP for 8 weeks between June and August 2022. People could feedback in a variety of ways including an [online survey on Ask Warwickshire](#), drop-in sessions (Leamington Spa, Stratford-upon-Avon, Rugby, Nuneaton, Coleshill and Atherstone), online webinar and at specific meetings with organisations and individuals.

The consultation was promoted extensively by Warwickshire County Council using a variety of communication channels including emails, bulletins, newsletters, posters, fliers, media releases and social media posts (by the County Council and its partners). The consultation successfully engaged with a wide range of people, reflecting the views of residents and organisations from across the county and beyond. A total of 1031 people responded to the online survey.

Detailed analysis of the consultation feedback was undertaken. Response levels were slightly lower in Rugby. 11.8% of LCWIP consultation respondents were residents of Rugby Borough, which compares with 18.5% of Warwickshire residents who actually live in this area.

583 respondents reviewed the plans for walking infrastructure with 73 submitting comments for Rugby Borough. 61.4% of these agreed or strongly agreed with the walking plans proposed for Rugby Borough whilst 11.4% disagreed or strongly disagreed.

44 respondents provided more detailed comments, with the most common themes and requests being:

- improve or better maintain existing routes
- link routes together
- criticism of lack of ambition in plans

681 respondents reviewed the plans for cycling infrastructure with 101 submitting comments for Rugby Borough. 69.5% agreed or strongly agreed with the cycling plans proposed for Rugby Borough whilst 20.9% disagreed or strongly disagreed.

70 respondents provided more detailed comments, with the most common themes and requests being:

- add to or extend the proposed routes
- criticism of lack of ambition in plans
- ensure safety of routes/ address safety concerns
- provide separate lanes/ paths
- reduce traffic – speed, volume and/or on-street parking

These survey comments were reviewed in detail and the walking and cycling network plans have been significantly changed to add new routes, extend the proposed routes and provide more connections and links.

People attending the LCWIP drop-in event in Rugby were very positive about improving infrastructure for walking, wheeling and cycling. Comments included the need to link routes together, to provide clear signing, to maintain facilities better, to provide good quality cycle parking and consider e-bikes. The importance of enforcement and the role of promotion in supporting new infrastructure were mentioned. A number of new or extended walking and cycling routes were suggested including crossings on the A5 and A45.

Discussions also took place with Rugby Borough Council, Rugby Cycle Forum, National Highways, HS2, Sustrans, Canal and River Trust and Warwickshire Youth Council. Further emails/ detailed submissions relating to the Rugby Borough area were received from five local residents and Rugby Borough Council. Other feedback was received from Clean Air Warwickshire, Guide Dogs, Transport for West Midlands and the British Horse Society.

Other local feedback

Other network proposals have been put forward and consulted on by Rugby Borough Council, specifically the development of a '[park connector network](#)' to improve walking and cycling access to open spaces and create a series of 'green' travel corridors across the borough. Detailed proposals include surfacing and solar lighting along traffic-free routes in the east, west and north of the town.

In September 2021, the Borough Council published a [Town Centre Regeneration Plan](#) based on the feedback of 1,300 residents earlier in the year. Key objectives of the regeneration plan include welcoming streets, a people-first town centre and greener environment, supporting healthy routes for walking and cycling.

The Neighbourhood Development Plan (NDP) process usually includes intensive community engagement led by the community (mostly parish or town councils). This provides an opportunity to understand local viewpoints on a range of topics, particularly walking and cycling, and to reflect this in local development policies. [Rugby NDPs](#) have therefore been used as an additional source of information on local views and policy background for this LCWIP.

3. Rugby Walking Infrastructure Plan

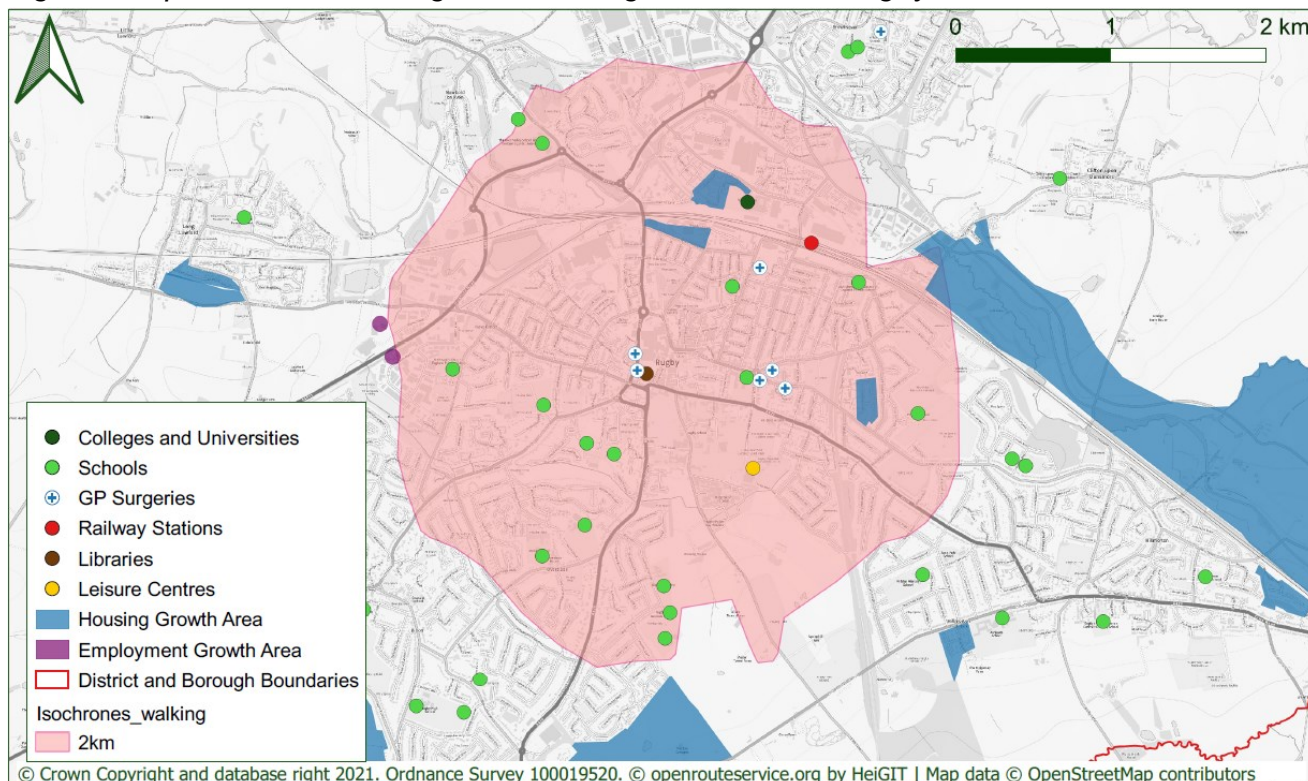
Potential for walking

Figure R7 shows the 'walking zone' for Rugby; the area within 2km walking distance of the town centre. (2km equates to just over 1 mile and about 25 minutes at a moderate walking speed).

The map also shows key destinations or 'walking trip generators', including sites identified for new housing and employment sites, and existing journey attractors such as schools and colleges, health facilities and railway stations. This provides an indication of how 'walkable' these areas are.

The map shows that the built-up area is fairly extensive and although the oldest areas of the town are within comfortable walking distance of the town centre, many other areas, including significant housing growth sites, are beyond 2km from the central retail area. Some of these areas do have local centres with retail and community facilities and there is scope to look at additional walking zones within these neighbourhood areas.

Figure R7: potential for walking: 2km walking zone around Rugby



Potential for walking – town centre

The [Rugby Regeneration Strategy](#) (2022) identifies six catalyst projects which create opportunities for improving pedestrian access and enhancing public spaces within the town centre.

Proposals for walking infrastructure

The information gathered on collisions, barriers and walking trip generators in Rugby Borough, together with feedback from local people in 2021 and 2022, has been used to identify walking infrastructure improvements.

The main focus for walking infrastructure is Rugby town, where there is greatest demand for walking as well as highest number of collisions involving pedestrians, and therefore the most potential to increase walking and improve safety.

However, this does not preclude walking improvements from being progressed in other locations, particularly in association with neighbourhood hubs, schools and the new developments at Houlton, Coton Park and South West Rugby.

Figure R8 and Table R4 provide a high level overview of proposals for walking infrastructure in Rugby Borough comprising:

- Active Travel Zones (**Z**) – walking-focussed interventions in areas of highest pedestrian and cycle activity such as town centres. They are likely to be a combination of the prestige walking zone and primary walking route categories identified in the Council's footway hierarchy (Table R2). Typical measures in these areas will include footway widening, pedestrian crossing facilities, public space improvements, seating and planting, waymarking and cycle parking, supported by slower speed limits and car parking management.
- Walking (and cycling) routes in the urban area (**R**) to enable walking for everyday trips. These are similar to the secondary walking routes in the Council's footway hierarchy (Table R2). However, they may also include new and upgraded footways and paths within, or linking to, new developments that are likely to generate a significant number of new walking trips.
- Walking (and cycling) routes in rural areas and/or within open spaces across the county (**X**). These are primarily leisure routes and include a mix of canal towpaths, country park paths, greenways, footpaths and bridleways. Wherever possible, these routes will be investigated as multi-user trails for walking, wheeling, cycling and horse-riding.

Accessibility improvements will be an integral part of new walking infrastructure, including step-free paths, removal of barriers, wider pavements, tactile surfaces, markings and safer crossings.

For potential schemes identified in Figure R8 and Table R4, some will be delivered by third parties such as developers or the Borough Council. Where potential schemes are promoted by Warwickshire County Council, next steps will include carrying out walking audits and commissioning surveys, feasibility studies and/or concept designs. Walking audits will be based on the core design principles (Coherence, Directness, Safety, Comfort and Attractiveness) and use latest guidance and toolkits such as the 'Healthy Streets Design Check'. Active Travel Zones will be integrated with the wider town centre and regeneration projects (including further development of the catalyst projects for the [Rugby \(town centre\) Regeneration Strategy](#)).

Figure R8 also shows existing walking and cycling routes, canal towpaths and indicative alignments for all public rights of way (footpaths, bridleways, restricted byways and byways open to all traffic). For legal information on rights of way, the [definitive map](#) should be used.

Figure R8: Proposals for walking infrastructure in the Borough of Rugby

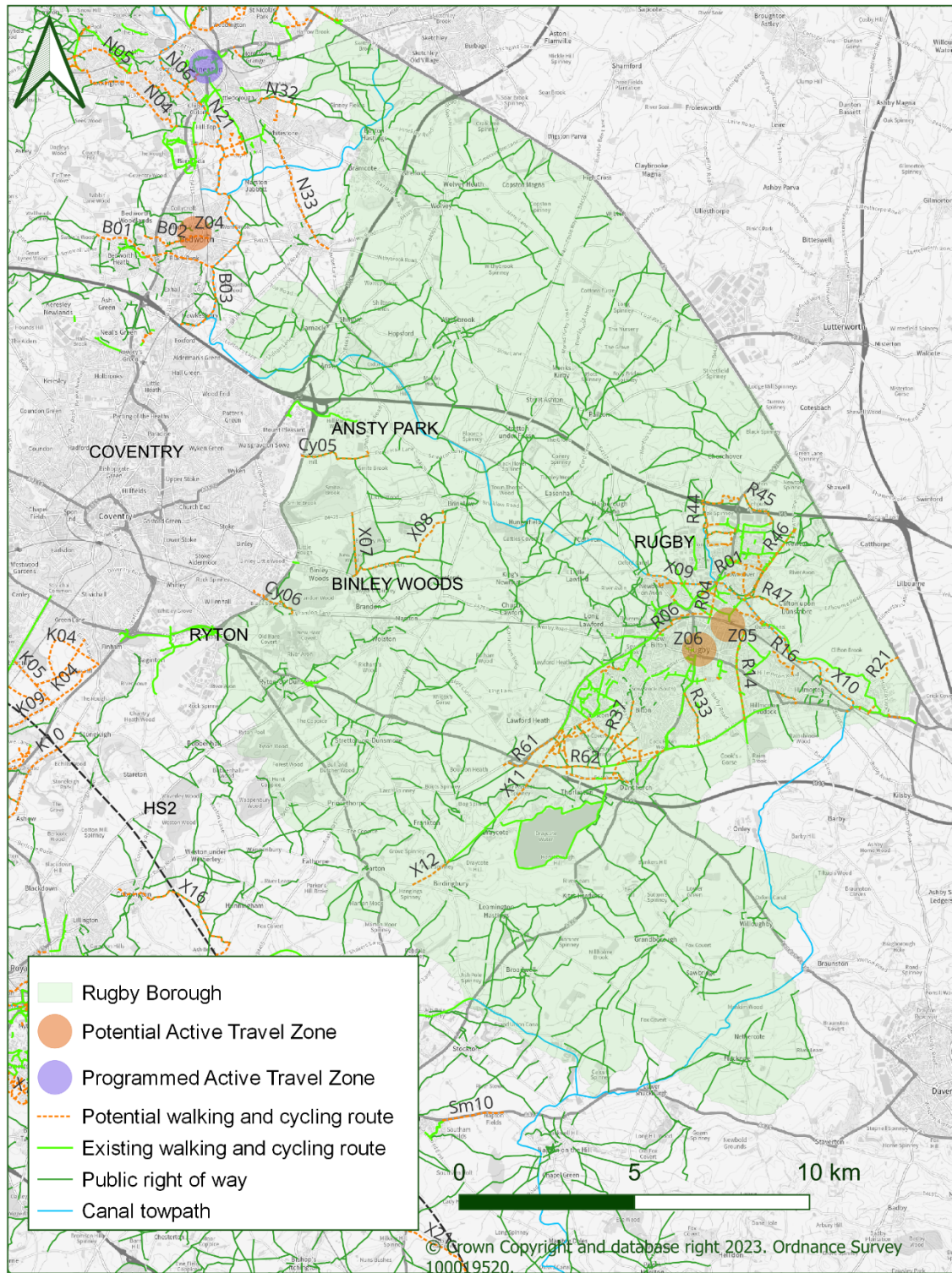


Table R4: Proposals for walking infrastructure in Rugby

| Ref | Potential Schemes | Type |
|-----|---|--|
| | Rugby urban area | |
| Z05 | Rugby Railway Station | Active Travel Zone |
| Z06 | Rugby town centre | Active Travel Zone |
| R01 | Coton Park East | Footway/ cycle track adjacent to road, on-carriageway route and crossing |
| R02 | Path (Boughton Leigh Schools) | Path/ cycle track through open space |
| R04 | Black Path (A426 Rugby Gateway - town centre) | Footway/ cycle track adjacent to road, path/ cycle track through open space, crossing and bridge |
| R05 | Butlers Leap | Footway/ cycle track adjacent to road |
| R06 | Bridleway (New Bilton - Newbold Road) | Path/ cycle track through open space |
| R07 | Hunters Lane | On-carriageway cycle route |
| R14 | Great Central Walk (NCN41), South Rugby | Path/ cycle track through open space |
| R16 | Linnell Open Space | Path/ cycle track through open space |
| R20 | Bridleway (The Locks - Houlton Way) | Path/ cycle track through open space |
| R21 | Houlton - A5 - Dirft | Path/ cycle track through open space and foot/ cycle bridge |
| R22 | A428 Crick Road (Houlton - Dirft) | Footway/ cycle track adjacent to road |
| R23 | Rugby Gateway Railway Station access | Footway/ cycle track adjacent to road and path/ cycle track through open space |
| R29 | Trevor White Drive/ St Cross Hospital path | Path/ cycle track through open space |
| R33 | Onley Bridle Path | Path/ cycle track through open space |
| R37 | Scots Close Bridleway (R169c) and Alwyn Road north to Bilton | Path/ cycle track through open space and on-carriageway route |
| R38 | Bridleway (R169d) opposite Duncan Drive and Alwyn Road south to Dunchurch | Path/ cycle track through open space |
| R39 | Cawston Lane (Cawston - Dunchurch) | Footway/ cycle track adjacent to road |
| R40 | Homestead Link Road | Footway/ cycle track adjacent to road |
| R41 | Potsford Dam Link Road | Footway/ cycle track adjacent to road |
| R42 | B4429 Coventry Road | Footway/ cycle track adjacent to road |
| R43 | Cawston connections | Path/ cycle track through open space |
| R44 | Bridleway and underpass (west of M6 Junction 1) | Path/ cycle track through open space |
| R45 | Footpath and underpass (east of M6 Junction 1) | Path/ cycle track through open space |
| R46 | Great Central Walk (Crowthorns - Newton) | Path/ cycle track through open space |

| Ref | Potential Schemes | Type |
|------|--|--|
| R47 | Park Connector (Coton Park - Clifton) | Path/ cycle track through open space |
| R50 | Newbold Quarry | Path/ cycle track through open space |
| R51 | Newbold Road | Footway/ cycle track adjacent to road and on-carriageway route |
| R52 | A426 Leicester Road links | Footway/ cycle track adjacent to road and crossing |
| R54 | Mill Road | Various measures tbc |
| R61 | A4071 (Potsford Dam - Draycote Road) | Footway/ cycle track adjacent to road |
| R62 | Bridleway (A45 Coventry Road - Windmill Lane) | Path/ cycle track through open space |
| R67 | Rugby Gateway | Path/ cycle track through open space |
| | Cross-county routes | |
| X07 | Twelve O'Clock Ride Bridleway (Brandon - Coombe Abbey) | Multi user traffic-free route |
| X08 | Bridleway (Brandon - Brinklow) | Multi user traffic-free route |
| X09 | Oxford Canal (Newbold - Brownsover) | Towpath |
| X10 | Oxford Canal (Brownsover - Houlton) | Towpath |
| X11 | Lias Line (NCN41) Draycote Water - Potsford Dam | Multi user traffic-free route |
| X12 | Lias Line (NCN41) Birdingbury Road - Bourton Lane | Multi user traffic-free route |
| | Coventry Connections | |
| Cy05 | Bridleway (Walsgrave - Ansty Park) | Path/ cycle track through open space |
| Cy06 | Brandon Marsh Link | Path/ cycle track through open space |

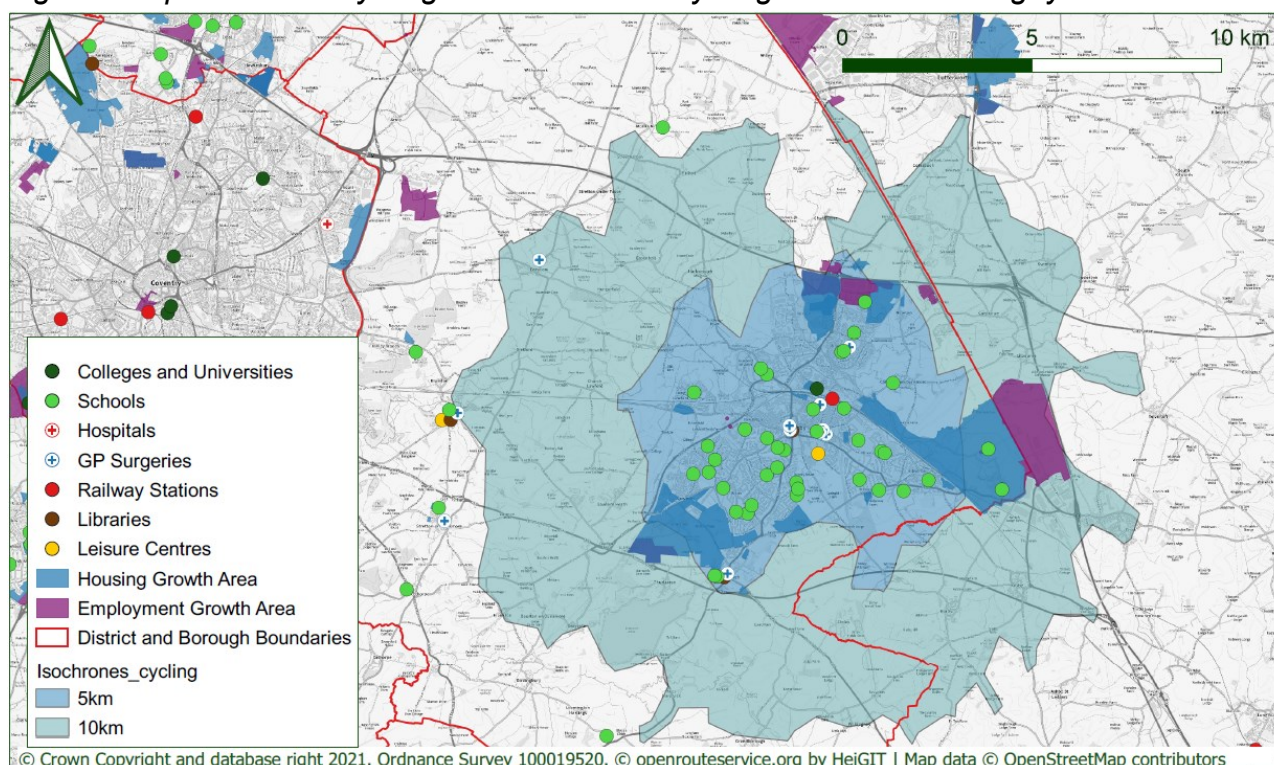
Section 1 of this LCWIP provides an illustration of types of measures that will be considered as part of walking improvements. In addition to specific pedestrian infrastructure such as footways, crossings and waymarking, consideration will also be given to other measures such as the removal of barriers,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

4. Rugby Cycling Infrastructure Plan

Potential for cycling - cycling zones

Figure R9 shows areas within 5km and 10km cycling distance of the centre of Rugby. (5km equates to about 3miles and about 20 minutes travel time at a leisurely cycling speed).

Figure R9: potential for cycling: 5km and 10km cycling zone around Rugby



The map also shows key destinations, including sites identified for housing and employment growth, and existing journey attractors such as schools, health centres and railway stations and large employment sites. Significant residential growth is planned for [South West Rugby](#) (5,000 dwellings and 35 hectares of employment allocated in the Local Plan) and [Houlton](#) (over 6,000 homes). Together with recent housing developments in Coton Park and Brownsover in the north, this represents a rapid increase in Rugby's population over the coming decade and it is therefore essential that active travel infrastructure is in place to enable sustainable travel choices to be made as people settle in these new areas.

Employment growth areas are concentrated along the Strategic Road Network – the A5 to the north and in the adjacent county of Northamptonshire, between the A5 and the M1 to the east. Most peripheral employment and housing sites which are outside the 2km walking zones fall within the 5km or 10km cycling zones, with the exception of Ansty Park near Coventry.

Potential for cycling – towpaths

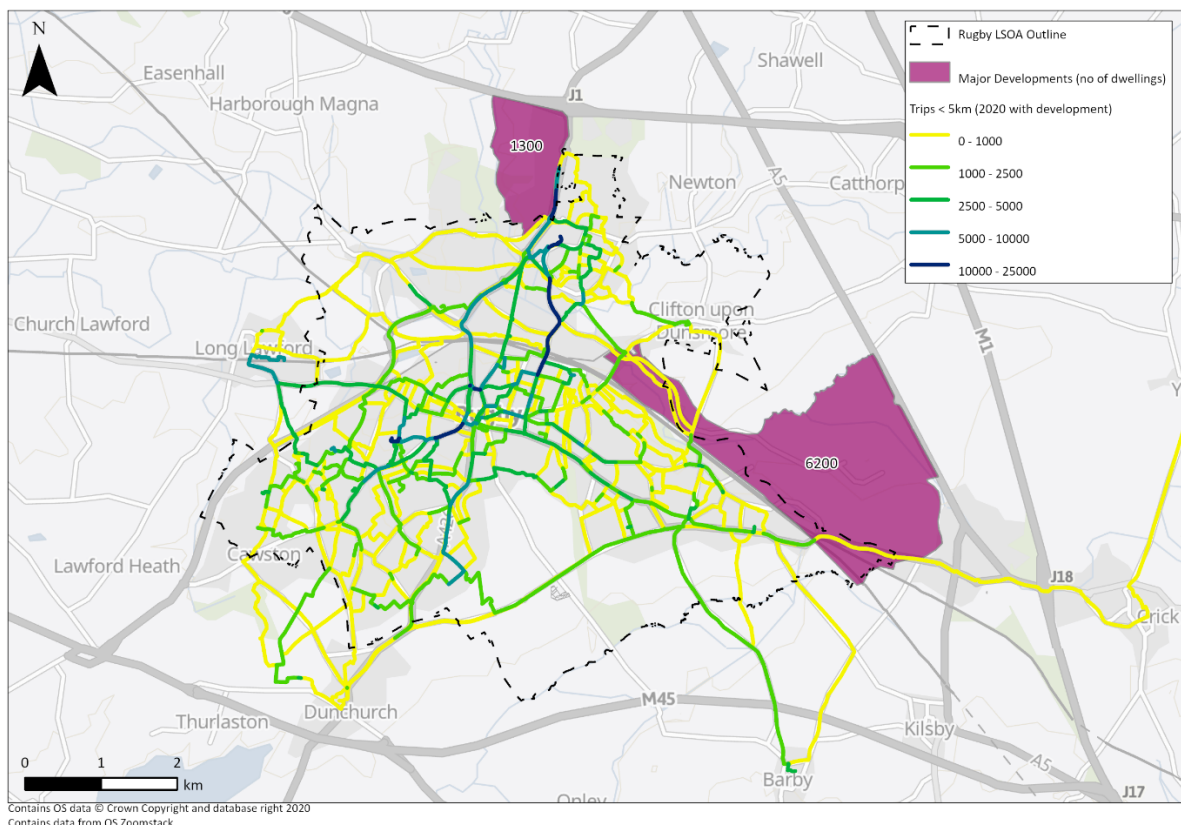
The 2023 Warwickshire Towpaths Transport Strategy (part of the [Warwickshire Waterways Strategy](#)) reviewed the current condition of towpaths across the county and assessed specific areas (within a catchment area of 800m from key settlements) with propensity to attract and support an increase in users.

In Rugby, the Oxford Canal was assessed for cycling for the section between the Kipling roundabout in the north to the A428 (Crick Road) in the south). It was scored as medium priority. Improvements to signing and access were suggested, particularly in the Houlton area.

Potential for cycling - travel demand (short trips)

In addition to mapping the potential cycling zones and key destinations within these, Warwickshire County Council commissioned Phil Jones Associates (PJA) to investigate potential for cycling by looking at corridors in the larger settlements and assessing the demand for short trips. PJA used Mobile Network Data (MND) to identify current motorised vehicle trips under 5km. A move from motorised modes to active travel modes would translate into physical activity benefits and decongestion benefits, both valued by DfT's Transport Appraisal Guidance (TAG).

Figure R10: potential for cycling: short trips, Rugby



Growth factors were applied to adjust the 2016 MND to reflect growth in travel demand up to 2020. Two key residential developments (within 5km of each town) were also added to the modelling. Trips were distributed onto the Highway Network (including paths) using a Geographic Information Service (GIS) software programme.

Flow maps (see Figure R10) were then produced which illustrate the corridors where large numbers of short, motorised trips are currently being made, and helping to identify corridors with greatest potential for cycling. Trips shown on the flow maps are the motorised vehicle trips under 5km, factored to 2020, representing the average motorised vehicle trips over a 24 hour period (midweek).

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

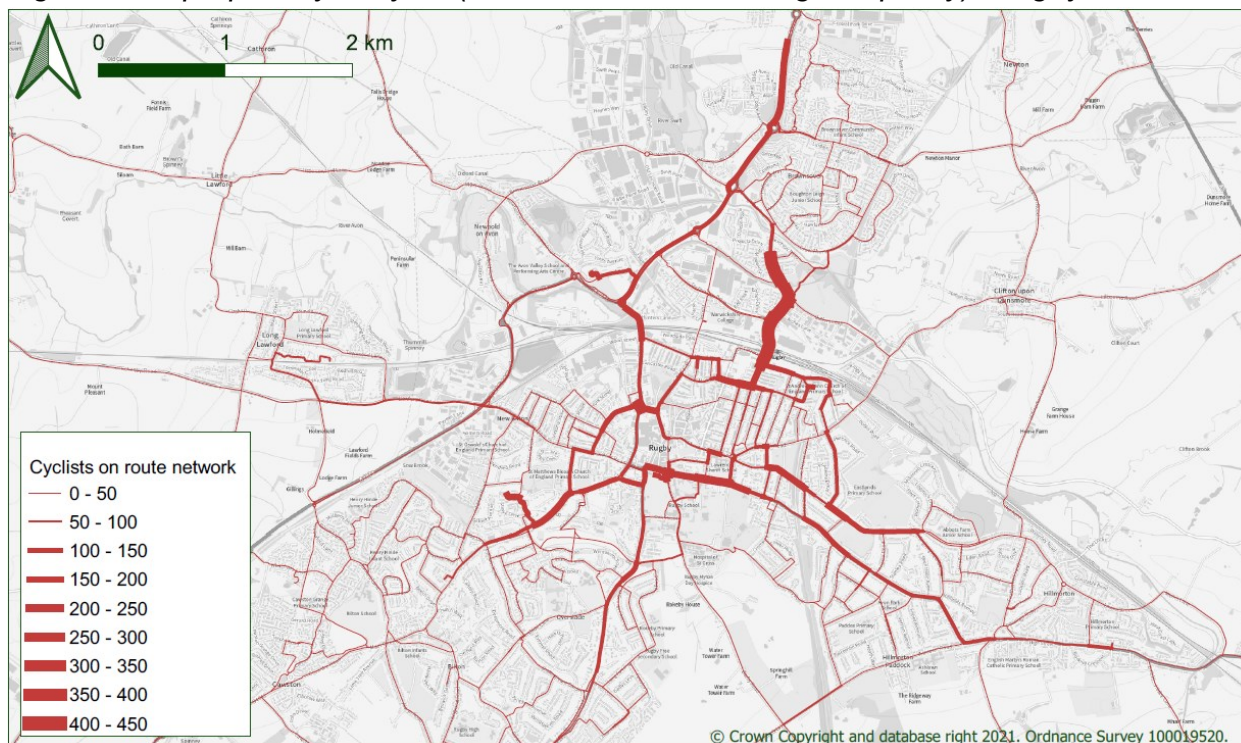
Corridors with high rates of short trips are spread across the whole town, with a strong pattern between the centre of town and the employment and retail sites to the north. The development of the former Rugby Radio Station site at Houlton adds potential trips to the A428 corridor, although levels of travel demand are already high along this route.

Potential for cycling - travel demand (propensity to cycle)

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

Figure R11 is based on the Government Target (Equality) scenario to predict future cyclists on the local route networks in Rugby. Due to lower population numbers and residential density in parts of Warwickshire, and the use of data from 2011 census (thereby excluding more recent developments), the PCT tool needs to be used with caution. However, the PCT maps, together with the cycling zone and PJA short trips maps, can help to focus on those areas with greatest cycling potential.

Figure R11: propensity to cycle (LSOA Government Target Equality): Rugby



The PCT indicates greatest demand for cycling along the following routes:

- A426 Dunchurch Road
- A426 Newbold Road/ Leicester Road
- A428 Hillmorton Road
- B4642 Bilton Road
- B5414 Clifton Road
- Lower Hillmorton Road
- Mill Road

Proposals for cycling infrastructure

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

The evidence suggests that there is considerable potential for modal shift to cycling for short journeys within Rugby. However, this does not preclude other cycling improvements from being progressed, particularly commuter routes between Coventry and Ryton, Binley Woods and Ansty Park. There are also opportunities to

extend and upgrade existing leisure cycle routes along disused railways, and to promote these for long distance rides and local trips.

Figures R12, R13 and R14 show indicative cycling networks for the Rugby Borough area and within the town of Rugby, including upgrades of existing facilities as well as new infrastructure. These plans are indicative of how local cycling networks could develop in the next 10 years. Routes within Rugby and on the edge of Coventry have been selected to help enable more cycling for everyday trips and/or to link with new developments that are likely to generate a significant number of new cycling trips.

A number of cycling (and walking) routes in rural areas have also been identified. These cross-county routes include a mix of canal towpaths, country park paths, greenways, footpaths and bridleways. Improvements to accommodate horse-riding will be considered where possible.

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

Tables R5, R6 and R7 list all the proposed schemes and indicate the types of infrastructure that could be introduced. These categories will help with initial cost estimates for schemes but will be subject to further feasibility work.

Section 1 of this LCWIP provides an illustration of types of measures that will be considered as part of cycling improvements. In addition to cycling-specific infrastructure such as cycle tracks and cycle lanes, consideration will also be given to other measures such as the removal of barriers, lowering of speed limits, introduction of traffic calming and parking restrictions, reallocation of road space and the establishment of school streets, quiet lanes and low traffic neighbourhoods. The design of cycling improvements will include assessments of lighting and speed limits, and investigate scope for waymarking, cycle parking and automatic cycle counters.

Tables R5, R6 and R7 also show status of schemes, in terms of whether they already have dedicated funding and are programmed for delivery, or remain as potential opportunities. Proposed schemes include upgrades of existing facilities as well as new infrastructure.

A '**programmed**' scheme is an infrastructure scheme with allocated funding, where design work is well progressed. However, it may require additional funding and

further design work and could be paused to allow for better co-ordination with other local projects or additional community input.

A '**potential**' scheme is an infrastructure scheme where an opportunity has been identified through the LCWIP information gathering and consultation process.

For potential schemes being promoted by Warwickshire County Council (i.e. not considered as the responsibility of a third party), next steps will include undertaking cycle reviews and commissioning surveys and feasibility studies or concept designs. Cycle reviews, feasibility and design work will be based on the core design principles (Coherence, Directness, Safety, Comfort and Attractiveness) and use latest guidance such as the LTN1/20. For potential schemes that are considered as third party responsibility, planning applications and partners' scheme designs will continue to be monitored.

Section 3 of this LCWIP provides more detail on the prioritisation of schemes and possible timescales for delivery.

Table R5: Proposed cross-county routes

| Ref | Cross-county routes | Type |
|-----|--|-------------------------------|
| | Potential schemes | |
| X07 | Twelve O'Clock Ride Bridleway (Brandon - Coombe Abbey) | Multi user traffic-free route |
| X08 | Bridleway (Brandon - Brinklow) | Multi user traffic-free route |
| X09 | Oxford Canal (Newbold - Brownsover) | Towpath |
| X10 | Oxford Canal (Brownsover - Houlton) | Towpath |
| X11 | Lias Line (NCN41) Draycote Water - Potsford Dam | Multi user traffic-free route |
| X12 | Lias Line (NCN41) Birdingbury Road - Bourton Lane | Multi user traffic-free route |

Figure R12: Indicative Cycle Network for Rugby Borough

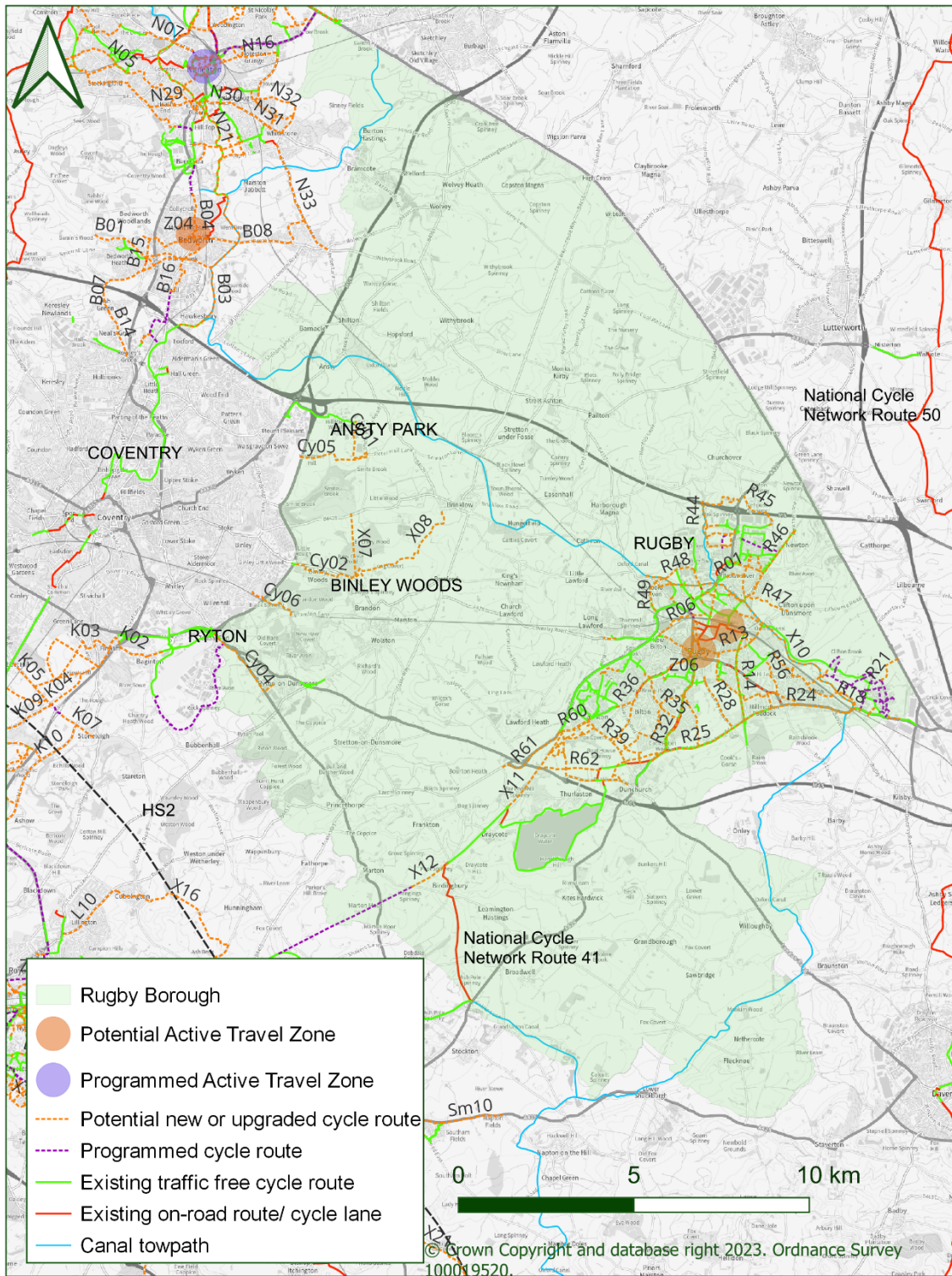


Figure R13: Indicative Cycle Network for North and East Rugby

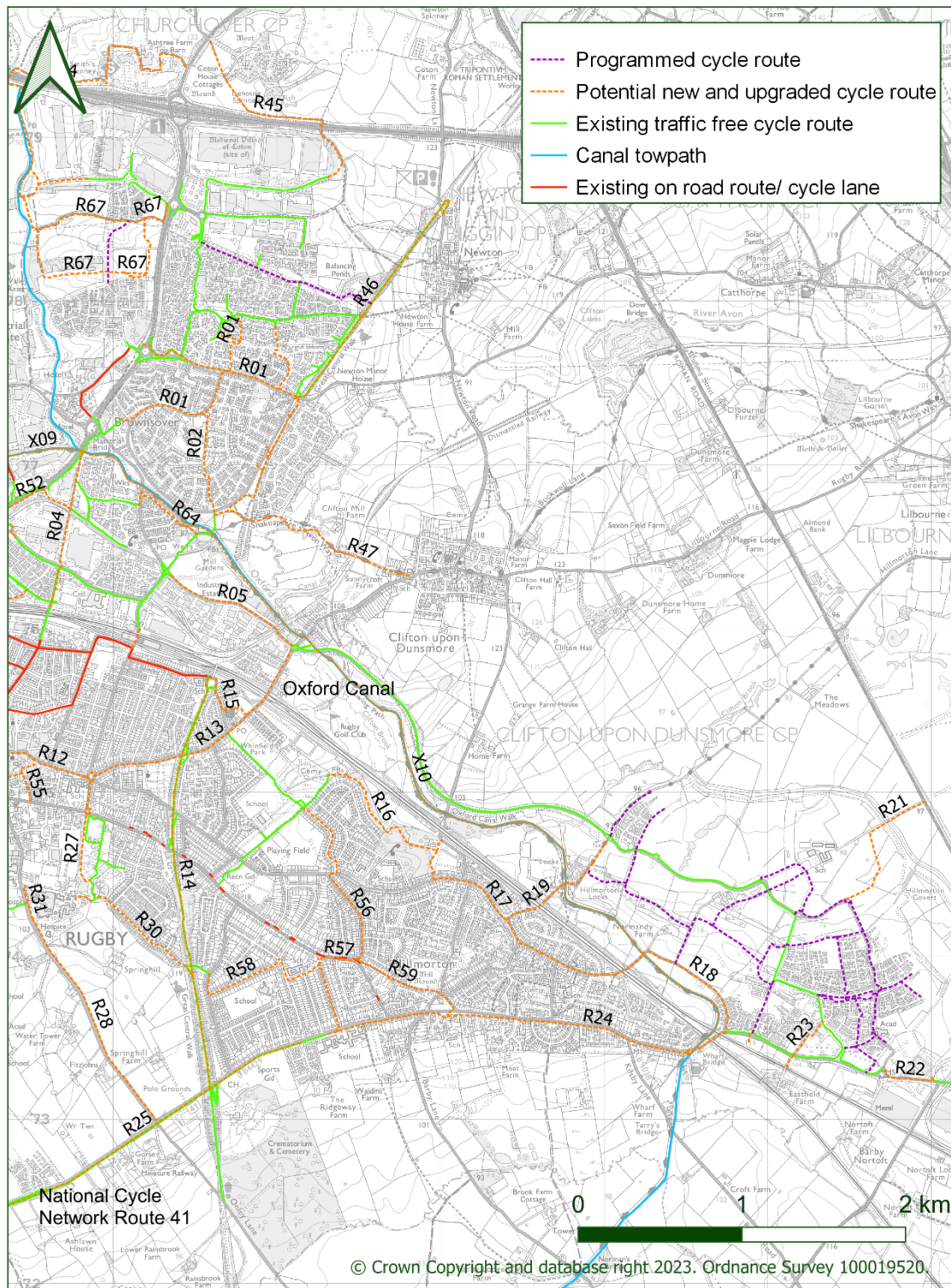


Figure R14: Indicative Cycle Network for South and West Rugby

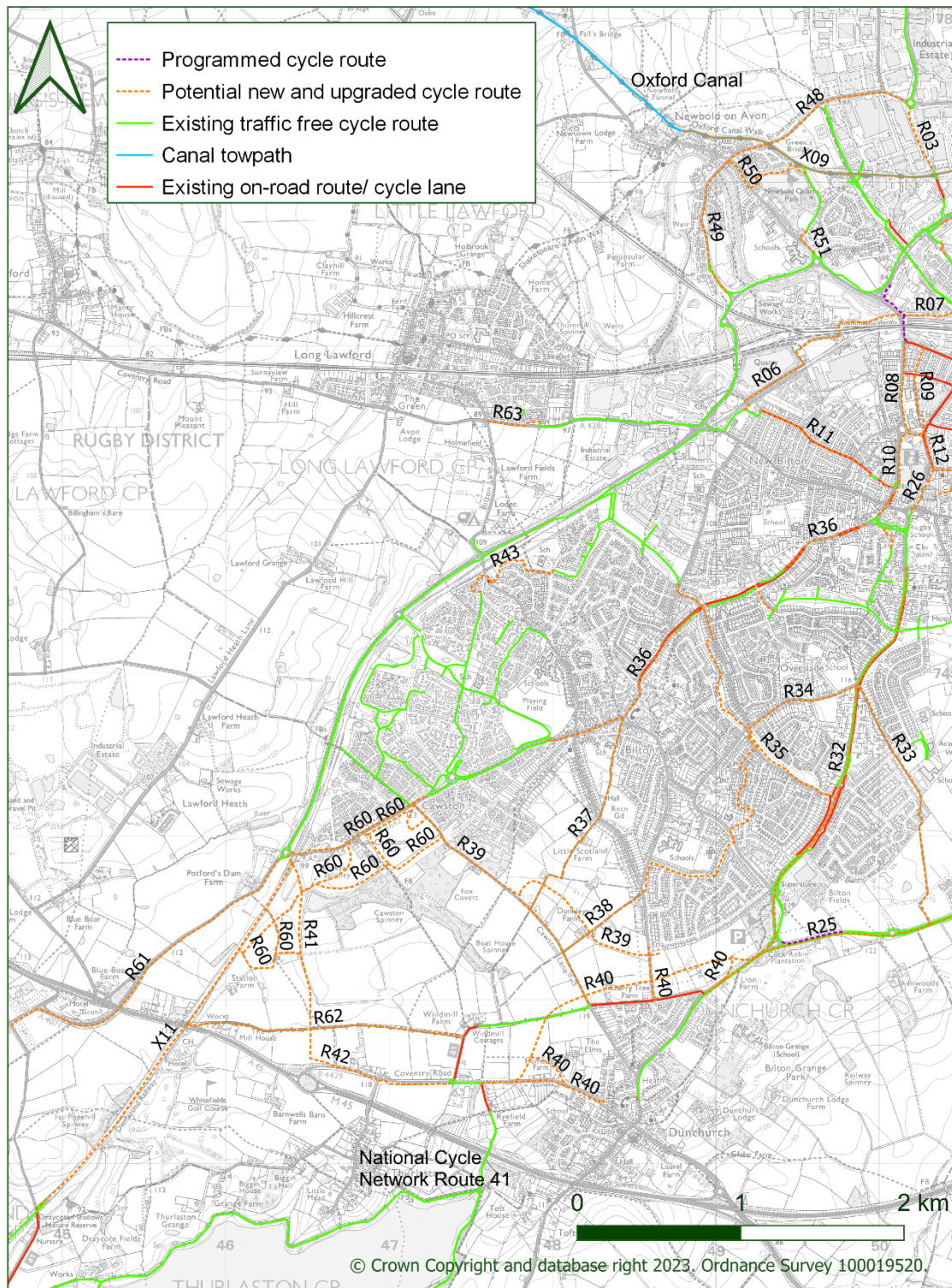


Table R6: Proposed cycle schemes in Rugby

| Ref | Rugby | Type |
|-----|---|--|
| | Programmed schemes | |
| | A426 Avon Mill | Footway/ cycle track adjacent to road |
| | B4429 Ashlawn Road, Cock Robin Roundabout | Footway/ cycle track adjacent to road and crossing |
| | Houlton development | Footway/ cycle track adjacent to road |
| | Lower Lodge Avenue, Rugby Gateway | Footway/ cycle track adjacent to road |
| | Coton Park | Path/ cycle track through open space |
| | Lias Line (Hunningham - Birdingbury) | Multi user traffic-free route |
| | Potential schemes | |
| R01 | Coton Park East | Footway/ cycle track adjacent to road, on-carriageway route and crossing |
| R02 | Path (Boughton Leigh Schools) | Path/ cycle track through open space |
| R03 | Old Leicester Road | Footway/ cycle track adjacent to road |
| R04 | Black Path (A426 Rugby Gateway - town centre) | Footway/ cycle track adjacent to road, path/ cycle track through open space, crossing and bridge |
| R05 | Butlers Leap | Footway/ cycle track adjacent to road |
| R06 | Bridleway (New Bilton - Newbold Road) | Path/ cycle track through open space |
| R07 | Hunters Lane | On-carriageway cycle route |
| R08 | A426 Newbold Road | Footway/ cycle track adjacent to road |
| R09 | Caldecott Park and Poplar Grove | Path/ cycle track through open space and on-carriageway route |
| R10 | A426 (Asda - Evreux Way) | Footway/ cycle track adjacent to road |
| R11 | A428 Lawford Road parallel back street route | Path/ cycle track through open space and on-carriageway route |
| R12 | B5414 Clifton Road/ Church Street/ North Street | On-carriageway cycle route and crossing |
| R13 | Clifton Road (Murray Road - Houlton Way) | Footway/ cycle track adjacent to road and crossing |
| R14 | Great Central Walk (NCN41), South Rugby | Path/ cycle track through open space |
| R15 | Biart Place | On-carriageway cycle route |
| R16 | Linnell Open Space | Path/ cycle track through open space |
| R17 | The Kent, School Street and Lower Street | On-carriageway cycle route |
| R18 | Moors Lane | On-carriageway cycle route |
| R19 | The Locks to The Kent via Brindley Road | On-carriageway cycle route |
| R20 | Bridleway (The Locks - Houlton Way) | Path/ cycle track through open space |
| R21 | Houlton - A5 - Dirft | Path/ cycle track through open space and foot/ cycle bridge |

| Ref | Rugby | Type |
|-----|--|--|
| R22 | A428 Crick Road (Houlton - Dirft) | Footway/ cycle track adjacent to road |
| R23 | Rugby Gateway Railway Station access | Footway/ cycle track adjacent to road and path/ cycle track through open space |
| R24 | A428 Crick Road (Paddox - Houlton) | Footway/ cycle track adjacent to road, on-carriageway route and crossing |
| R25 | B4429 Ashlawn Road (Dunchurch - Ashlawn School) | Footway/ cycle track adjacent to road and crossing |
| R26 | Town centre (Sheep Street and Market Place) | On-carriageway cycle route |
| R27 | Bruce Williams Way/ Whitehall Road | Footway/ cycle track adjacent to road and crossing |
| R28 | Barby Road (St Cross - Ashlawn Road) | Footway/ cycle track adjacent to road |
| R29 | Trevor White Drive/ St Cross Hospital path | Path/ cycle track through open space |
| R30 | Pytchley Road link to Great Central | On-carriageway cycle route and crossing |
| R31 | Barby Road (Hospital access) | Footway/ cycle track adjacent to road and crossing |
| R32 | A426 Dunchurch Road to Rugby Town Centre | Footway/ cycle track adjacent to road, on-carriageway route and crossing |
| R33 | Onley Bridle Path | Path/ cycle track through open space |
| R34 | Overslade links | On-carriageway cycle route |
| R35 | Sow Brook: Lytham Road/ Shakespeare Gardens (Bilton Road - Dunchurch Road) | Path/ cycle track through open space |
| R36 | B4642 Bilton Road (Cawston - Town Centre) | Footway/ cycle track adjacent to road and crossing |
| R37 | Scots Close Bridleway (R169c) and Alwyn Road north to Bilton | Path/ cycle track through open space and on-carriageway route |
| R38 | Bridleway (R169d) opposite Duncan Drive and Alwyn Road south to Dunchurch | Path/ cycle track through open space |
| R39 | Cawston Lane (Cawston - Dunchurch) | Footway/ cycle track adjacent to road |
| R40 | Homestead Link Road | Footway/ cycle track adjacent to road |
| R41 | Potsford Dam Link Road | Footway/ cycle track adjacent to road |
| R42 | B4429 Coventry Road | Footway/ cycle track adjacent to road |
| R43 | Cawston connections | Path/ cycle track through open space |
| R44 | Bridleway and underpass (west of M6 Junction 1) | Path/ cycle track through open space |
| R45 | Footpath and underpass (east of M6 Junction 1) | Path/ cycle track through open space |
| R46 | Great Central Walk (Crowthorns - Newton) | Path/ cycle track through open space |

| Ref | Rugby | Type |
|-----|---|--|
| R47 | Park Connector (Coton Park - Clifton) | Path/ cycle track through open space |
| R48 | Brownsover Road/ Parkfield Road | Footway/ cycle track adjacent to road, on-carriageway route and crossing |
| R49 | Parkfield Road | Footway/ cycle track adjacent to road, on-carriageway route and crossing |
| R50 | Newbold Quarry | Path/ cycle track through open space |
| R51 | Newbold Road | Footway/ cycle track adjacent to road and on-carriageway route |
| R52 | A426 Leicester Road links | Footway/ cycle track adjacent to road and crossing |
| R53 | Technology Drive | Footway/ cycle track adjacent to road and crossing |
| R54 | Mill Road | Various measures tbc |
| R55 | Church Walk | Path/ cycle track through open space |
| R56 | Fleet Crescent and Kingsley Avenue | On-carriageway cycle route |
| R57 | Hillmorton Road | On-carriageway cycle route |
| R58 | Paddox Schools links | On-carriageway cycle route |
| R59 | Footpath (Hillmorton Road - High Street) | Path/ cycle track through open space |
| R60 | South West Rugby links | Path/ cycle track through open space |
| R61 | A4071 (Potsford Dam - Draycote Road) | Footway/ cycle track adjacent to road |
| R62 | Bridleway (A45 Coventry Road - Windmill Lane) | Path/ cycle track through open space |
| R63 | A428 Rugby Road (Long Lawford) | Footway/ cycle track adjacent to road |
| R64 | Reservoir Road | On-carriageway cycle route and crossing |
| R65 | John Thwaites Close | On-carriageway cycle route |
| R66 | Buchanan Road/ Wentworth Road | Footway/ cycle track adjacent to road |
| R67 | Rugby Gateway | Path/ cycle track through open space |

Table R7: Proposed connections to Coventry

| Coventry connections | | |
|----------------------|--|--|
| Ref | Potential schemes | Type |
| Cy01 | Ansty Park | Footway/ cycle track adjacent to road |
| Cy02 | Binley Woods - Coventry East | Footway/ cycle track adjacent to road |
| Cy03 | A45 Tollbar End | Footway/ cycle track adjacent to road |
| Cy04 | A423 Oxford Road (Tollbar End - Ryton) | Footway/ cycle track adjacent to road and path/ cycle track through open space |
| Cy05 | Bridleway (Walsgrave - Ansty Park) | Path/ cycle track through open space |
| Cy06 | Brandon Marsh Link | Path/ cycle track through open space |