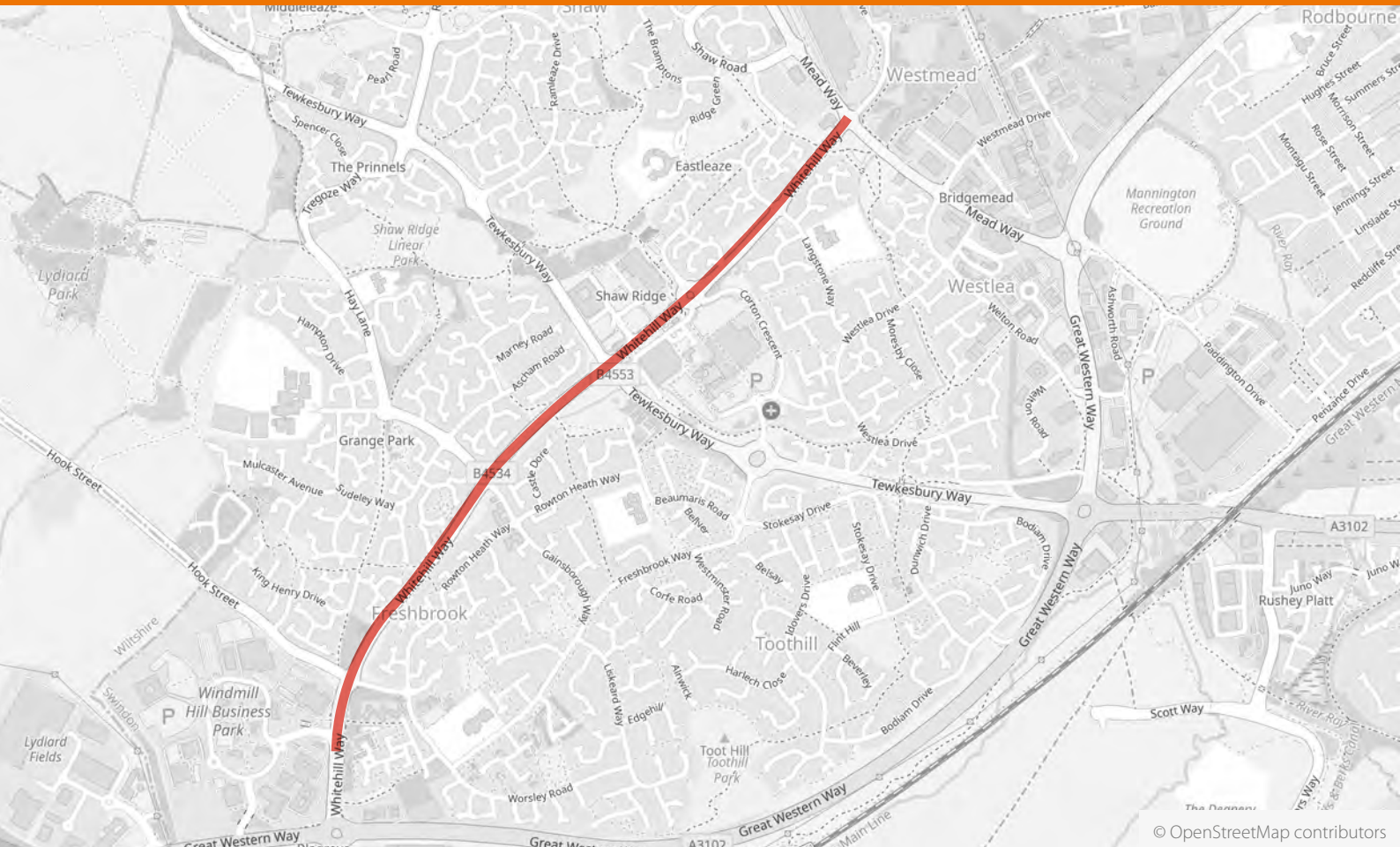


Scheme Detail

7. Whitehill Way – Windmill Hill Business Park to Mead Way



Identification method e.g. Propensity to travel assessment, route assessment tool, consultation, other project linked to scheme, growth area

Trip data from the 2011 Census highlighted areas where short trips were current being made by car and could potentially transfer to cycling if the right kind of facilities were provided. The existing and potential cycle routes were then assessed using the DfT's RST.

Description of route

Windmill Hill Business Park is a major employment hub in South West Swindon. Existing cycle routes within West Swindon are often incomplete and do not link consistently to the wider network. The preferred route and desire line currently has no cycle provision, which means using the road with all other vehicles. There are wide and plentiful verges available for delivery of appropriate walking and cycling infrastructure.

Connections to strategic network

Upgrading the route to Windmill Hill Business Park will connect this major employment hub to the Western Flyer and National Cycle Route 45. The proposed new and existing route improvements will connect Windmill Hill to the wider cycle network via the Western Flyer. Residents in South West Swindon will also benefit from the new routes, providing better access to the Town Centre.

Level of demand/Number of users

The level of demand is based on a judgement around actual or estimated, existing and future usage.

Existing level of demand (7am to 7pm)	Low 0–100 cyclists	Medium 100–500 cyclists	High 500+ cyclists
Future level of demand (7am to 7pm)	Low 0–100 cyclists	Medium 100–500 cyclists	High 500+ cyclists

Intervention/Scheme Cost

The scheme costs are high level estimates.

Scheme cost	Low up to £0.5 million	Medium £0.5–£2.0 million	High £2–£5 million	Very High £5 million+
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Description of route based on Directness, Gradient, Safety, connectivity, comfort

The RST scored the preferred route relatively low on all accounts as is, but with suitable investment, it has the potential to be highest scoring across the board. The scheme has been well supported by local cycling groups and provides a significant change in infrastructure design approach for West Swindon. The scheme would give a direct, flat, safe, well connected and comfortable end product.