

LUCY'S MILL BRIDGE USER MODELLING

In the digital version of this report, you will find a spreadsheet. It allows you, or anyone, to make projections about the present users of the bridge, and how many more people would use a fully accessible crossing.

This model breaks down Stratford into some specific areas (mostly geographical), then into the populations by age. Warwickshire Insights (formerly The Warwickshire Observatory) have provided us with the the latest age profiles for each area.

Old Stratford	OldS	Old Town	As defined by Severn Meadows rd through to Chestnut Walk
West Stratford	WestS	Housing	to both sides of the Evesham rd
Town Centre West	TCWest	Commercial activities	between Sheep Street and Chestnut Walk
Bridgetown - Shipston Rd	BridgeT	Housing	alongside main arterial route and on long established estate
Trinity Mead and Rosebird	TM+R	Housing	on new estate, shops, services, new schools (1)
The Marina	Marina	Visitors + workers	(3)
Clifford Chambers area	CC	Walking and cycling traffic	from the village and surrounds
The Rec	Rec	Visitors parking in this area	– Sports Club attendees (2) – use of riverbank walk
Central Stratford	CenS	Visitors crossing to the south	of Stratford from the Town Centre
Banbury Rd area	BanbR	Housing	alongside and to the East of this road
North Stratford	NorthS	Housing	around the Alcester and Birmingham Rds

The population splits are:

1-5s 6-12s 13-18s 19-65s 66-75s 75+s

You can then decide what you think the current user profile looks like:

Workers		W
Dog walkers		DW
Recreation – Adult(s)		RA
Recreation – Adults + Children		RAC
Recreation – Cycle specific		RCY
Shoppers – Service Users		S
Tourists – Adult(s)		TA
Tourists - Adult + Children		TAC
School Children	(1)	SCCH
Sports Club attendees	(2)	SCA
Marina Users	(3)	M

And then add in number of people who could use the bridge:

Wheelchair users		WH
Wheelchair users with dogs		WHD
Adults with mobility problems		AM
Adults with young children		AYC
Tourists with mobility issues		TM
Tourists with young children		TYC

And finally, you can consider future plans for the Recreation Ground and surrounding areas:

2018	The Marina (3)	
2020-22	School Development	To the west of Trinity Mead Rd and in the surrounds of Rosebir
2020-22	Sports Club Development	The proposed enlargement of Stratford Sports Club to include all-weather facilities on the playing fields of the Rec (2)
2018-19	Upgrading of the public footpath alongside Severn Meadows rd (south of the river)	(4)

Then you just go to the bottom of the model and you have totals for present and future use of the bridge. This model can be augmented by data taken from the physical user counting the Friends of Lucy's Mill have conducted, which are included in this report.

