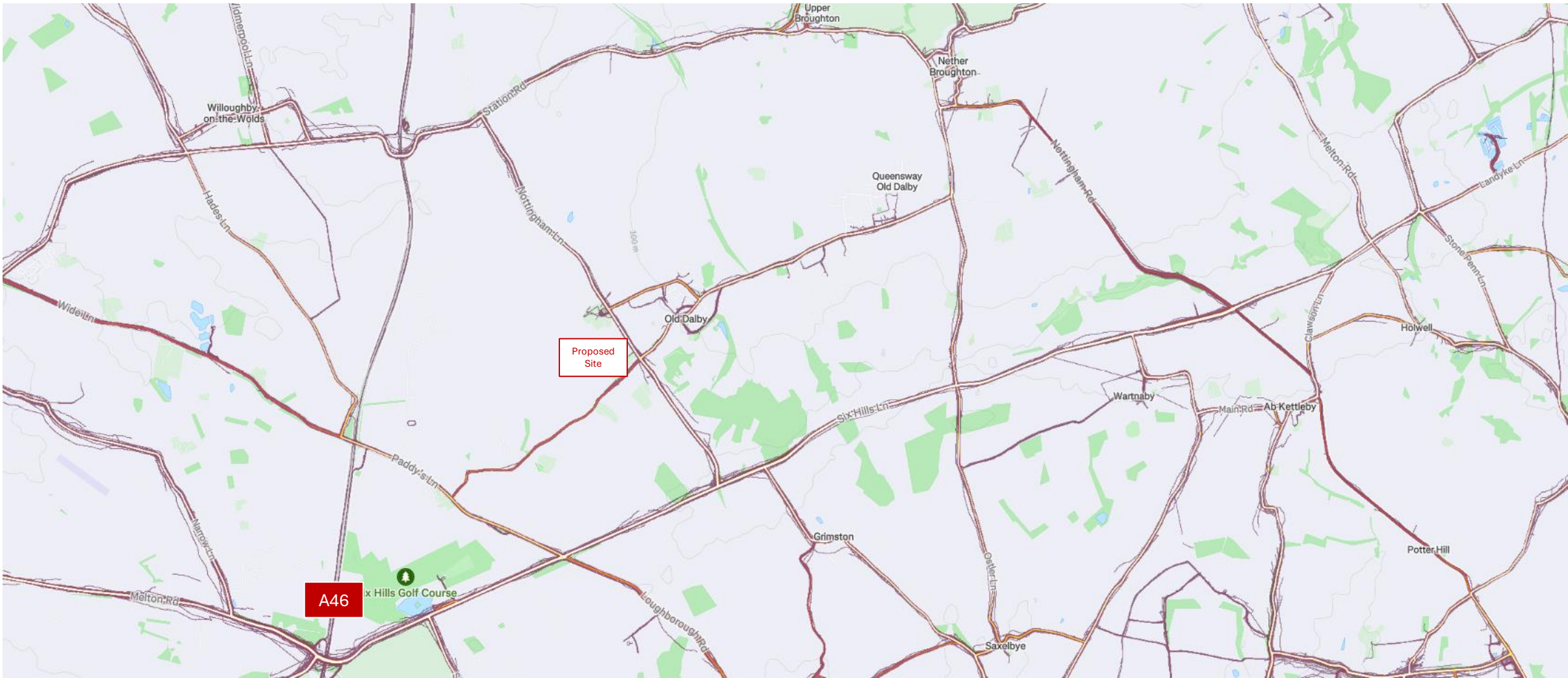


Data to indicate cycling use of Nottingham Lane, Old Dalby

The heatmap below indicates the relative use of local road network by cyclists using this App to record ride activity. The A46, for example, is low (red) use...whereas the approach to the proposed site and the road directly adjacent to the site is (relative to other roads) very high use, shown as “white” hot. The view is similar for running use.

Cycling Heatmap



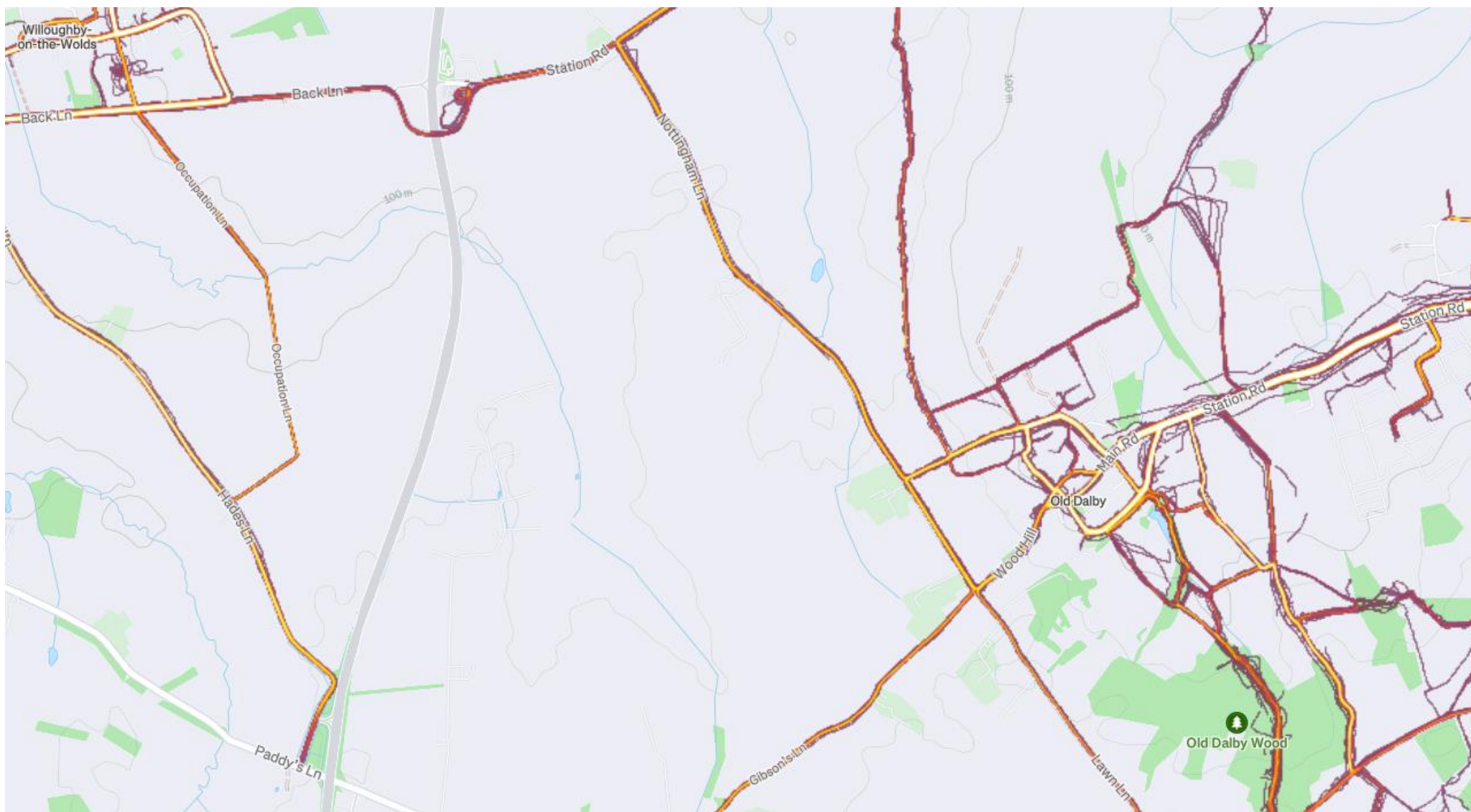
Source: Strava heatmap 03.12.24

<https://www.strava.com/maps/global-heatmap>

Cycling Heatmap: ZOOMED IN



Running heatmap



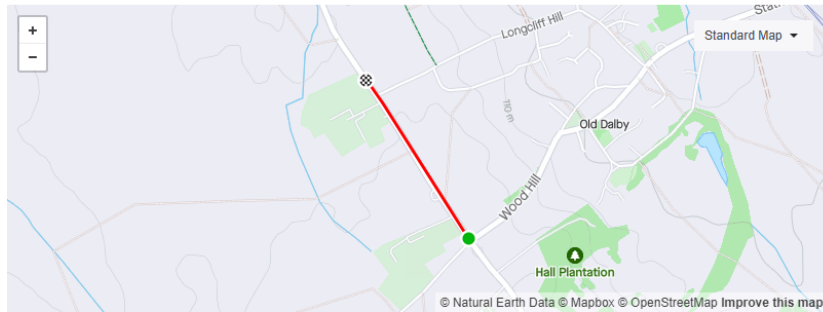
There are two Strava “segments” which run directly past the site. These segments record any user of Strava who cycles the specific stretch shown **and** have their ride set to public (not all users have rides set to public).

! Past the Stables going North West ☆

Ride Segment Melton, England

Distance	Elevation Gain	Avg Grade	Lowest Elev	Highest Elev	Elev Difference
0.53km	0m	-1.9%	124m	134m	10m

38,787 Attempts By 6,466 People | Starred by 0 People

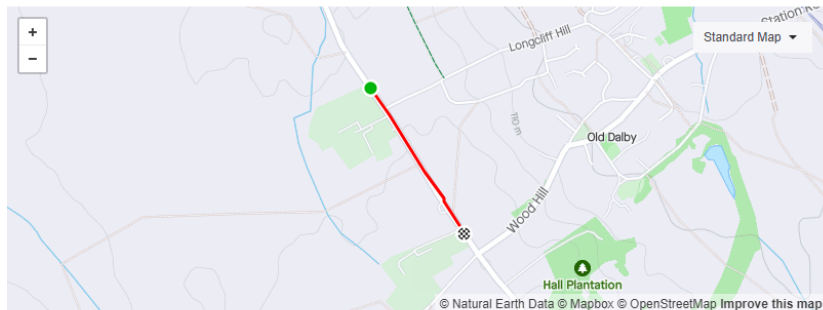


! Past the Stables going South East ☆

Ride Segment Melton, England

Distance	Elevation Gain	Avg Grade	Lowest Elev	Highest Elev	Elev Difference
0.49km	13m	2.7%	124m	138m	13m

38,468 Attempts By 5,695 People | Starred by 0 People



As of 03/12/2024

- **6,471 different** cyclists have ridden this top segment
<https://www.strava.com/segments/38198976>
 - **5,695** the bottom segment
<https://www.strava.com/segments/38198982>
- with their ride set to public since Strava went live.

During 2024 in isolation

- **1,290 different** cyclists have ridden the top segment
- **1,218** the bottom segment.

Many users will have ridden this segment multiple times. One local resident has ridden each segment well over 100 times.

In addition, many cyclists ride up either Longcliff Hill and turn left or up Wood Hill and turn right (a common route and not captured by the two segments shown). The cyclist count across these two segments combined stands at over 2,000. Links below.

<https://www.strava.com/segments/38238983>

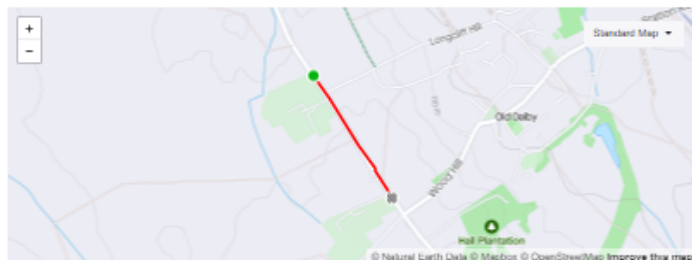
<https://www.strava.com/segments/38238978>

! Past the Stables going South East ☆

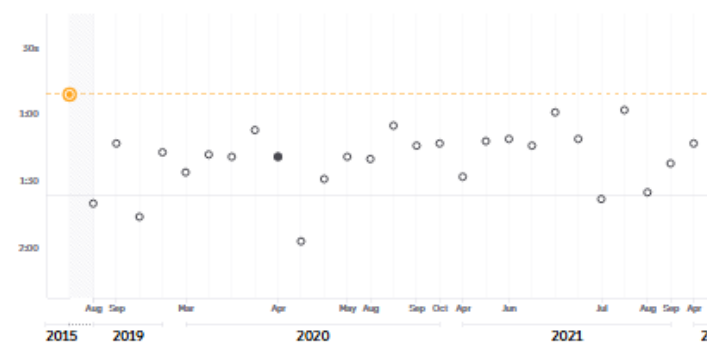
Ride Segment Milton, England

Distance Elevation Gain Avg Grade Lowest Elev Highest Elev Elev Difference
0.49km 13m 2.7% 124m 138m 13m

38,468 Attempts By 5,695 People | Starred by 0 People



Your Recent Efforts



Leaderboards

All Time

This Year

My Results

My Results

MY CURRENT PLACE

- / 243

MY BEST TIME

-

! Past the Stables going North West ☆

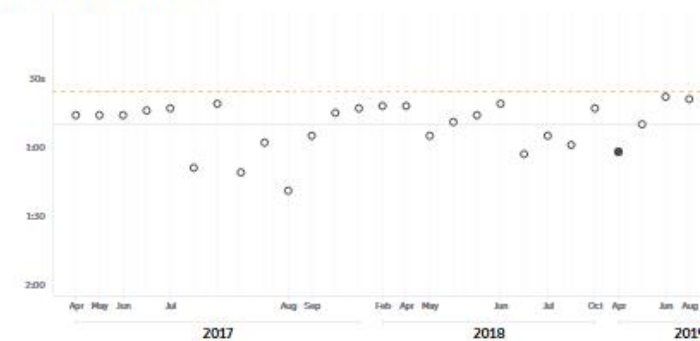
Ride Segment Milton, England

Distance Elevation Gain Avg Grade Lowest Elev Highest Elev Elev Difference
0.53km 0m -1.9% 124m 134m 10m

38,787 Attempts By 6,466 People | Starred by 0 People



Your Recent Efforts



Leaderboards

All Time

This Year

My Results

People I'm Following

My Results

MY CURRENT PLACE

- / 146

MY BEST TIME

-

Rank


Name

Date


Speed

Conclusion It is reasonable to assume that this stretch of road has been used by well over 10,000 different cyclists on multiple occasions.

It is a very busy cycling route.




The Strava Global Heatmap is a public, interactive map that shows the popularity of different areas based on the activities of Strava users: 

What it shows

The heatmap displays the popularity of different areas based on the activities of Strava users. It shows the "heat" created by activities with visibility set to "Everyone" over the last 12 months. The heatmap includes trips made by foot, bike, on water, and on snow. 

How it's used

The heatmap can be used to: 

- Plan routes for running or cycling 
- Find new places to get active when visiting a new place 
- Analyze traffic patterns and transportation infrastructure 

University Studies have shown that In terms of total numbers of cycling trips there is a good association between Strava data and on-road count data.
<https://lightingresearchgroup.sites.sheffield.ac.uk/projects/saturn/estimating-cycling-rates-using-strava>

According to Strava c17% of all cyclists use Strava.
[Strava Year in Sport 2021 report | 38% increase in activities with 1.8 billion uploads](#)