



Worcestershire Local Transport Plan 3

The Worcestershire Transport Strategy

Foreword

Welcome to the third Local Transport Plan (LTP3), which sets out transport policies and strategies for Worcestershire from 2011 to 2026.

The planning and delivery of an efficient, affordable and multimodal transport network is essential if Worcestershire is to be able to achieve its vision (as set out in the Worcestershire Sustainable Community Strategy):

A county with safe, cohesive, healthy and inclusive communities, a strong and diverse economy and a valued and cherished environment

This Local Transport Plan has been developed at a time of significant political, economic and social change:

- *The national economy is undergoing a period of recovery; as a result, public funds will be limited for some of the life of this local transport plan.*
- *A growing localism agenda is empowering local residents to make decisions which were previously made by government organisations*
- *Projected rises in fuel costs are likely to strongly influence the way we travel in future*

The performance of the transport network influences the Worcestershire economy, environment and the quality of life that people enjoy; enabling residents to access the services and facilities they need to enjoy a high quality of life. Businesses rely on these same networks to provide access to employees and enable rapid movement of freight, providing access to raw materials and delivery of finished products. This plan focuses on delivering cost effective improvements which will maximise the efficiency of the existing network, supporting the local economy and the environment.

Worcestershire County Council has a strong record of delivering high quality schemes. Examples include the Stourport Bridge Renovation, Pershore High Street, Evesham High Street Enhancement and the Diglis Bridge.

This LTP3 has been developed to be compliant with national priorities, and local needs, as set out in the Worcestershire Sustainable Community Strategy.

In the short term, public sector funding availability will be limited. We will be working closely with our private and public sector partners to maximise funding opportunities. Without this collaborative approach it will be difficult deliver the transport infrastructure improvements needed to support Worcestershire's economy and environment.

We believe that the LTP3 provides the framework needed to help us make the right choices when managing, maintaining and improving our transport network.

Thank you,



CLlr Derek Prodger MBE
Cabinet Member for Transport and the Safe Environment



Contents

Developing the Plan.....	1
The Vision for Worcestershire.....	1
The Worcestershire Economy: Why Transport Matters.....	1
Previous Performance	2
National Objectives	3
Local Objectives.....	4
Worcestershire LTP3 Objectives.....	5
What has influenced LTP3?.....	7
What Has Changed From Previous Local Transport Plans?	8
LTP3 Structure	8
The Economic Objective	10
Introduction.....	10
Local Enterprise Partnership – Worcestershire Works	10
The Worcestershire Economic Strategy (2008-2018).....	11
The Environment Objective	16
Introduction.....	16
The Worcestershire Climate Change Strategy (2005-2011).....	16
The Asset Management Objective.....	20
Introduction.....	20
The Equality Objective	22
Introduction.....	22
Bringing Services to the Public	22
Bringing the Public to Services	23
The Quality of Life Objective	26
Introduction.....	26
The Public Health and Safety Objective	28
Introduction.....	28
Public Health.....	28
Public Safety	29
Issues and Challenges.....	32
Summary	32
The Issues and Challenges for the Worcestershire LTP3.....	32
Delivering the Plan and Prioritising Schemes	36
Overview	36
Local Choice, Local Benefits	36
Identification and Agreement of Objectives.....	37
Scheme Input and Prioritisation	38
The LTP3 Structure.....	40
Overview	40
The Evidence Base.....	40
Transport Policy Documents.....	40
Transport Plan Documents	41
Assessment Documents.....	42
The Strategic Delivery Programme	44

Overview 44

The Major Schemes 44

Highways and Structures Maintenance.....47

The Packaged Approach to Delivery..... 49

North East Worcestershire Area Profile50

North East Worcestershire Transport Achievements.....51

North East Worcestershire Transport Challenges51

South Worcestershire Area Profile62

Transport Achievements in South Worcestershire63

Transport Challenges in South Worcestershire..... 64

Wyre Forest Area Profile.....85

Wyre Forest Transport Achievements..... 86

Wyre Forest Transport Challenges.....87

Preparing for the Future 98

Developing the Plan

The Vision for Worcestershire

The Worcestershire Partnership brings together local government, public services such as health, learning providers, police and probation, voluntary and community organisations and the local business sector within Worcestershire. The partnership has, through extensive consultation, identified a vision for Worcestershire:

"A county with safe, cohesive, healthy and inclusive communities, a strong and diverse economy and a valued and cherished environment"

Transport has a strong role to play in helping to deliver this vision, particularly in terms of supporting the economy in an environmentally sustainable way. Worcestershire's third Local Transport Plan (LTP3) will, over the period between 2011 and 2026, seek to ensure that transport is able to play a full role in assisting the delivery of this vision for the county, by supporting growth in our local economy and protecting and enhancing our built and natural environments.

The Worcestershire Economy: Why Transport Matters

An efficient multi-modal transport network is important in sustaining economic success in modern economies. The transport network secures connectivity between different parts of a local area, region and the nation, as well as to the rest of the world (via international hubs such as Birmingham International Airport). The transport network links people to jobs; delivers products to markets; underpins supply chains and logistics; and supports domestic and international trade. Transport networks which are accessible to all and which deliver fast and reliable journeys for people and goods will support the economy. Conversely, slow and unreliable transport networks which do not provide the necessary access to key destinations such as businesses, employment opportunities and markets will inhibit economic performance.

The quality of transport infrastructure and services, and how comprehensive the transport network is, will influence the role transport plays and its contribution to the functioning of a successful economy. Where investment in transport infrastructure and services has been inadequate, this has been shown to adversely impact on future growth and competitiveness. This is an issue for parts of Worcestershire.

Transport can have an impact on economic output in the following broad ways:

- *Transport may increase employment either by allowing greater access to labour or stimulating the creation of new firms (due to improvements in accessibility to markets, reduced travel times and costs and increased reliability of journey times etc.), which can increase the number of goods and services produced*
- *Transport can improve the efficiency with which firms operate. A well functioning multi-modal transport network can raise productivity by reducing journey times and increasing reliability for goods, services and employees and thus reduce costs.*
- *Transport (through investments in the public realm) can increase walking and cycling, particularly in urban areas, which in turn can boost economic activity through increased footfall. This is particularly important to the retail and leisure sectors.*

- *Transport investment which increase productivity can encourage additional private investment through:*
 - *Raising profitability;*
 - *Facilitating labour mobility which improves business access to a suitably skilled workforce*
 - *Enabling effective competition even when economic activity is geographically dispersed.*

The positive impact of transport on productivity is important, as improving productivity is a key determinant of long-term growth and living standards. The LTP3 recognises this and includes policies and integrated packages of schemes aimed at supporting the economy and quality of life whilst also addressing the environmental impacts of transport.

Previous Performance

Worcestershire County Council has developed a strong track record for delivery during the LTP2 period (2006-2011), outlined in detail in the LTP3 Essential References Document and the policy documents. The significant progress made during LTP2 has delivered;

- **Projects**
 - Evesham High Street, a public realm enhancement and traffic management scheme delivered in 2010/11
 - Worcester (Diglis) Walk & Cycle Bridge and access routes delivered in 2010/11
 - Powick Hams Roundabout Improvements and Powick New Bridge Works (western end of A4440 Southern Link Road), delivered in 2008/09
 - Walking and cycling schemes, implemented as part of Worcestershire's Safer Routes to School programme
 - Pershore High Street, a public realm and accident remediation scheme delivered in 2008
 - Stourport Bridge refurbishment, which received an ICE West Midlands Heritage Award in 2008
 - The implementation of an Urban Traffic Management and Control (UTMC) computer system for Worcester supporting a network of Variable Message Signs and other network management tools has delivered improvements to network journey times and reliability, with consequent benefits to the economy in terms of transport costs.
 - Sixways Park & Ride and Coachway, delivered in 2009/2010

- **Performance and Trends**
 - Steady increases in the amounts of people walking, cycling and using passenger transport has helped to manage congestion in our busy and constrained urban areas and along key inter-urban routes. In particular, the 'Choose how you move' project in Worcester achieved significant success and national acclaim for its results.
 - In March 2008, Worcestershire County Council achieved the prestigious Beacon Award Authority Status (tackling climate change) with sustainable transport fundamental in shaping one of the first climate change strategies in the country.
 - Improved road safety, as a result of the delivery of a comprehensive package of measures designed to reduce casualties and promote road safety. Worcestershire's roads now rank alongside the safest in the country. The County has secured a 60% reduction in the rate of 'Killed or Seriously Injured' (KSI) and 51% reduction in actual KSI's since 2000.
 - In late 2007, Worcestershire County Council won the 'Best Direct Marketing campaign' with the 'Big Days Out' Walking Pack

- 90% of schools are signed up to School Travel Plans and travel education packages
- Public Rights of Way improvements mean that over 75% of the network is judged as 'easy to use', up from 56% in 2004.
- Walking/cycling infrastructure has delivered new schemes to boost tourism, including the development of National Cycle Network Route 45 (Bewdley to Worcester via Stourport-on-Severn and Droitwich sections within Worcestershire).
- Passenger transport use has grown during the LTP2 period, with approximately 24.5 million passenger journeys per annum now being made on Worcestershire's rail and bus services
- Rail patronage has exhibited sustained and significant growth throughout the LTP2 period (+20%), with approximately 7 million passenger journeys now made from Worcestershire's rail stations every year.
- Bus patronage has increased significantly to approximately 17.5 million passenger journeys per annum during the LTP2 period (+10%).
- The average subsidy per bus passenger is now £1.44, down from £1.80 in 2006. For example, after implementing revised routes, timetables, introducing a single operator and substantial marketing, Evesham passenger numbers have substantially increased, reducing the passenger subsidy to just 23p down from 63p.
- Since 2008, a review of passenger transport contracts including the launch of e-tendering auctions has led to savings in excess of £1 million.
- The new 'Severn Card' bus pass has improved student accessibility including the extension of the pass until 7pm and weekends, facilitating the extended schools' curriculum. Well over 1,000,000 journeys have been made since the cards were introduced in 2006, significantly boosting travel opportunities for young people.
- An extended network of Community Transport services provides access for rural residents to employment, education, retail, leisure and health facilities.

National Objectives

The Department for Transport published 'Delivering a Sustainable Transport System' (DaSTS) in 2008, which set out the Government's long-term transport strategy. This approach was informed by and developed following the outcomes of the Eddington Transportation Study and the Stern Review on the Economics of Climate Change.

The resultant approach covers all modes of transport and involves not just infrastructure improvements, but also innovation and behavioural change. It sets out five distinct but interrelated goals which consider transport's wider impacts on climate change, public health, the natural environment and quality of life. These goals are:

- *To **support national economic competitiveness and growth**, by delivering reliable and efficient transport networks;*
- *To reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of **tackling climate change**;*
- *To **contribute to better safety, security and health** and longer life-expectancy by reducing the risk of death, injury or illness arising from transport and by promoting travel modes that are beneficial to health;*

- To **promote greater equality of opportunity** for all citizens, with the desired outcome of achieving a fairer society; and
- To **improve quality of life** for transport users and non-transport users, and to **promote a healthy natural environment**.

This long-term transport strategy highlights that the greatest challenge for transport planning in the short, medium and long-term is to deliver growth (particularly economic) whilst tackling the impacts of climate change.

Local Objectives

The Worcestershire Partnership has developed the Worcestershire Sustainable Community Strategy (WSCS) which includes six cross-cutting themes and a series of objectives; all of which are influenced by the performance and availability of suitable transport infrastructure and services. These are identified below in Table 1.1.

Table 1.1 - Worcestershire Sustainable Community Strategy Cross-Cutting Themes and Objectives

Worcestershire Sustainable Community Strategy Cross-Cutting Themes	Worcestershire Sustainable Community Strategy Objectives
Communities that are safe and feel safe	<ul style="list-style-type: none"> • <i>To continue to improve community safety and build confidence in communities</i>
	<ul style="list-style-type: none"> • <i>To reduce the harm caused by illegal drugs and alcohol</i>
A better environment for today and tomorrow	<ul style="list-style-type: none"> • <i>To protect and improve Worcestershire's natural and historic environment</i>
	<ul style="list-style-type: none"> • <i>To promote the prevention, re-use, recycling and recovery of waste</i>
	<ul style="list-style-type: none"> • <i>To address issues of water quality, supply, and consumption and land drainage in Worcestershire</i>
	<ul style="list-style-type: none"> • <i>To increase energy efficiency and increase the proportion of energy generated from renewable sources</i>
Economic success that is shared by all	<ul style="list-style-type: none"> • <i>To promote technology-led growth benefiting all sectors and parts of the county</i>
	<ul style="list-style-type: none"> • <i>To support the sustainable development of the county through infrastructure development (in particular transport infrastructure) and establish Worcester as a growth point</i>
	<ul style="list-style-type: none"> • <i>To remove barriers to employment and improve skills</i>
	<ul style="list-style-type: none"> • <i>To ensure that Worcestershire's economic interests are effectively represented at all levels</i>

Improving health and wellbeing	<ul style="list-style-type: none"> • <i>To support adults to lead healthier lifestyles</i>
	<ul style="list-style-type: none"> • <i>To reduce health inequalities</i>
	<ul style="list-style-type: none"> • <i>To improve the quality of life and independence of older people and those with a long-term illness</i>
	<ul style="list-style-type: none"> • <i>To improve mental health and wellbeing</i>
Meeting the needs of children and young people	<ul style="list-style-type: none"> • <i>To support children, young people and families to lead healthy lifestyles</i>
	<ul style="list-style-type: none"> • <i>To identify and deal effectively with bullying and support all children, young people and families who have been affected by it</i>
	<ul style="list-style-type: none"> • <i>To raise the educational achievement of all children and young people</i>
	<ul style="list-style-type: none"> • <i>To ensure children, young people and their families have access to positive things to do and enjoy in their communities</i>
Stronger communities	<ul style="list-style-type: none"> • <i>To provide decent, appropriate and affordable housing that meets the diverse needs of Worcestershire</i>
	<ul style="list-style-type: none"> • <i>To improve quality of life in Worcestershire by providing vibrant cultural and sporting opportunities for all</i>
	<ul style="list-style-type: none"> • <i>To support effective volunteering that is accessible to all</i>
	<ul style="list-style-type: none"> • <i>To reduce income deprivation including child and pensioner poverty</i>
	<ul style="list-style-type: none"> • <i>To deliver an accessible, affordable, safe, convenient, sustainable and integrated passenger transport network</i>

Worcestershire LTP3 Objectives

In accordance with the National and Local objectives, a series of local transport-specific objectives have been identified for the Worcestershire LTP3. These are shown below in Table 1.2.

A principal aim of this LTP3 is to deliver the greatest possible benefits through the delivery of cost effective transport infrastructure and services, or in other words, achieving best value for money. Worcestershire County Council will make full use of its Transport Scheme Appraisal Framework to ensure that all proposed and delivered schemes meet this aim.

Table 1.2 - National, Local and the Worcestershire LTP3 Objectives

National Transport Objectives	Worcestershire Sustainable Community Strategy Objectives	Worcestershire Third Local Transport Plan (LTP3) Objectives
To support national economic competitiveness and growth, by delivering reliable and efficient transport networks.	<ul style="list-style-type: none"> • <i>Economic success that is shared by all</i> • <i>Stronger Communities</i> 	To support Worcestershire's economic competitiveness and growth through delivering a reliable and efficient transport network The Economic Objective
To reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tackling climate change.	<ul style="list-style-type: none"> • <i>A better environment for today and tomorrow</i> 	To reduce the impacts of transport in Worcestershire on the local environment, by reducing noise and transport-related emissions of carbon dioxide and other greenhouse gases, with the desired outcomes of tackling climate change and reducing the impacts of transport on public health The Environment Objective
To contribute to better safety security and health and longer life-expectancy by reducing the risk of death, injury or illness arising from transport and by promoting travel modes that are beneficial to health.	<ul style="list-style-type: none"> • <i>Communities that are safe and feel safe</i> 	To contribute towards better safety, security, health and longer life-expectancy in Worcestershire, by reducing the risk of death, injury or illness arising from transport and promoting healthy modes of travel The Health and Safety Objective
To promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society;	<ul style="list-style-type: none"> • <i>Stronger Communities</i> • <i>Meeting the needs of children and young people</i> 	To optimise equality of opportunity for all of Worcestershire's citizens with the desired outcome of creating a fairer society. The Equality Objective
To improve quality of life for transport users and non-transport users, and to promote a healthy natural environment	<ul style="list-style-type: none"> • <i>A better environment for today and tomorrow</i> 	To enhance the quality of life for Worcestershire's residents by promoting a healthy, natural environment, conserving our historic built environment and preserving our heritage assets The Quality of Life Objective
	<ul style="list-style-type: none"> • <i>Economic success that is shared by all</i> • <i>Stronger Communities</i> • <i>A better environment for today and tomorrow</i> 	To enhance the quality of Worcestershire's Transport Asset, through sensitive and appropriate design with the desired outcome of reducing the costs and inconvenience of maintenance works The Asset Management Objective

What has influenced LTP3?

This document has been developed to align with a wide range of legislation, policies, strategies and plans at both a local and a national level. In particular, the LTP3 is closely aligned with the following local strategic documents:

- *The Worcestershire Sustainable Community Strategy*
- *The Worcestershire Economic Strategy*
- *The Worcestershire Local Area Agreement*

In addition, the following key emerging areas will greatly influence the LTP3 going forward;

- *The emerging **Local Development Frameworks** which are currently being developed by the Worcestershire Borough, City and District Councils.*
- *The new Worcestershire **Local Economic Partnership** will have increasing influence over proposed transport schemes, particularly in terms of the delivery programme and the way in which schemes are funded. This document will be reviewed to take into account any changes that result as this Partnership develops and strengthens its role.*
- *European Directive 2001/42/EC and UK Statutory Instrument 2004/1633 both require an assessment of the impact that plans such as Worcestershire's LTP3 would have on the environment. This assessment is known as a **Strategic Environmental Assessment (SEA)**. The principal influence that the SEA has had is the incorporation of the SEA objectives into WCC's Scheme Appraisal Framework, which assists WCC with sifting and prioritising transport schemes in the County. It has also provided a much broader understanding of the environmental issues in the County and how they can be addressed in the LTP3. The final SEA Report has now been produced and an SEA Statement will also be published after LTP3 adoption. The SEA Statement will report on the influence that the SEA has had on LTP3 development, how consultation comments have been taken into account and what monitoring measures are required in relation to specific environmental effects. In addition to an SEA, a Health Impacts Assessment (HIA) was integrated into the SEA in order to take into account the effects of the LTP3 on human health and, where necessary, mitigate and monitor these effects.*
- *A **Habitats Regulations Assessment (HRA)** was also undertaken in order for the LTP3 to comply with the EU Habitats and Birds Directives and the UK's Conservation of Habitats and Species Regulations 2010 (Statutory Instrument No. 490).*
- *Finally, **Equalities Impact Assessments (EqIAs)** are required in order to comply with the legal requirement to take race, disability, gender, sexual orientation, religion or belief and age into account in plan-making. The EqIA has also been integrated into LTP3 development.*
- *The Strategic Environmental Assessment (incorporating the Health Impacts Assessment), Habitats Regulations Assessment and Equalities Impact Assessment can be found at www.worcestershire.gov.uk/LTP*

What Has Changed From Previous Local Transport Plans?

Previous local transport plans for Worcestershire were developed to cover five-year periods, from 2001 to 2006 and then 2006 to 2011. Recent government guidance has given local transport authorities the freedom to locally decide the length of local transport plans. Worcestershire has chosen to develop the LTP3 for a longer plan period (from 2011 to 2026), as this will enable Worcestershire County Council to be more strategic, and where justified, ambitious in its aims for maintaining and enhancing Worcestershire's transport networks. In particular, this will enable the development of **major schemes**, as identified in Section 11. The LTP3 will be very much a living document. That is to say, that it will be updated and developed to respond and adapt to changing political, social and economic climates throughout the life of the plan.

The role of the LTP3 has also been expanded to include the development and maintenance of Worcestershire's Public Rights of Way. The Worcestershire Public Rights of Way Improvement Plan now forms part of the LTP3.

A **Strategic Delivery Plan** is included in this document. This sets out Worcestershire County Council's approach to investing in transport infrastructure and services in support of the local economy and environment. It will encourage greater participation in the local community (including through improvements in accessibility to jobs and services) over the fifteen year life of this LTP3 and beyond. The Strategic Delivery Plan comprises of a series of packaged schemes. This best practice approach involves the development and delivery of geographically distinct schemes which are integrated into the delivery plans contained within the emerging **Local Development Frameworks** being prepared by the Worcestershire Borough, City and District Councils. The packaged approach works under the premise that greater benefits are achieved when schemes are delivered as part of a package, rather than as stand alone schemes.

In addition to this Strategic Delivery Plan, a number of shorter-term (3-year) **Detailed Delivery Plans** will be developed on a rolling programme throughout the life of the LTP3. These Detailed Delivery Plans will make use of the Worcestershire Transport Scheme Appraisal Framework, which will prioritise our investment in transport towards those proposals which can be proven to best support agreed local and national objectives and thus deliver the greatest returns on investment. Further details on this approach can be found in Section 9. This approach will take account of the availability of funding over these periods. The first Detailed Delivery Plan is currently being prepared, and will be delivered from 2011 to 2014.

A number of emerging issues are being identified in the Local Development Frameworks and the forthcoming Worcestershire Local Economic Partnership, which will impact on the way that schemes and programmes proposed through the LTP3 process will be identified, funded and delivered.

LTP3 Structure

The structure of this LTP3 has changed significantly from previous versions, in that it has been structured as a compendium. Topic specific policies and plans have been developed as separate documents, which are set out in Section 10. This is to ensure that the LTP3 can be updated over time to ensure continued relevance to changing circumstances.

The Economic Objective

Introduction

The Worcestershire LTP3 Economic Objective is:

To support Worcestershire's economic competitiveness and growth through delivering a reliable and efficient transport network

The availability of reliable and efficient transport networks plays a major role in the effectiveness of the Worcestershire economy. Evidence has shown that a good transport network is important in sustaining economic success in modern economies. Where investment in transport infrastructure and services has been inadequate, this has been shown to adversely impact on future growth and competitiveness.

In mature economies (like Worcestershire's), with well-established transport networks and where connectivity between economic centres is already in place, the evidence suggests investment should be focused on maintaining or enhancing the performance of the existing networks, particularly where journey time reliability is deteriorating. The efficiency with which existing transport networks are used is just as important as the underlying investment in major new infrastructure (and can improve justification for investment in new infrastructure).

In addition, the national economy is currently facing a period of recovery. During this period (which is likely to coincide with the first LTP3 Delivery Plan period), it is improbable that Worcestershire County Council will be in a position to fund or bid for funding for many new major transport investment projects unless there is a robust business case to support investment.

Within this context and in particular during the first LTP3 Delivery Plan period, Worcestershire County Council will seek to use available funding to maintain or enhance the performance of its existing transport networks to support and enhance the local economy.

Local Enterprise Partnership – Worcestershire Works

In response to the government's announcement of their intention to abolish Regional Development Agencies (RDA's) in June 2010, Business and Civic leaders in Worcestershire have submitted a proposal for the formation of "Worcestershire Works" as the Local Enterprise Partnership (LEP) for the county.

The basic concept behind LEPs is to create the conditions for economic and business growth through a re-focus of economic development effort upon local and functional geography. The establishment of LEPs will provide a mechanism for continuing to provide some of the functions currently delivered by Advantage West Midlands.

Worcestershire Works will identify and co-ordinate the delivery of Worcestershire's key economic priorities which are recognised by both business and public sector. The central objective is to create the right environment to encourage investment from new and existing businesses, to foster our own success, build on our small number of large industries, supporting medium sized companies with global promise to grow and succeed.

Our LEP will provide strategic leadership for the area with a clear and shared vision that focuses on creating the conditions for businesses to start up and grow. We will foster an environment in which businesses can flourish, leading to the creation of jobs and rebalancing of our local economy. We will work collectively to ensure that the planning system, provision of housing, transport and infrastructure are geared towards promoting and supporting employment and enterprise, including a transition to a low carbon economy.

Our Priorities

In formulating this submission recent consultation on our Economic Strategy and detailed discussions between business and Councils have confirmed that our priorities are to:

- *Deliver the strategic employment sites and related infrastructure (services, highways access utilities etc) needed to secure sustainable economic growth and a low carbon economy.*
- *Ensure we have the right support for business start up, business growth, business retention – focussing on meeting the needs of our strategic businesses, ‘high growth’ SMEs and the social enterprise sector.*
- *Deliver the right infrastructure for business, including improved high speed broadband availability, improving access from the M5 to the Malvern Hills Science Park and QinetiQ, improving the routes leading to Herefordshire and creating better access for our strategic businesses and their supply chains in the north of the county to the motorway network through improvements to east-west links and the A449*
- *Invest in the skills of our workforce ensuring that provision is responsive to business needs, and relevant to future growth and business opportunities*

We will ensure that our strategic and local planning is responsive to local community aspirations including thriving business, jobs and enterprise.

We will draw together the transport and infrastructure priorities including broadband, road, rail and the utilities necessary to support economic growth into a strategic plan. We will seek to deliver these working with other LEPs, service providers and government departments as appropriate.

Work life balances here make the area an attractive place to work. One of the first tasks of the LEP will be to create the vision and strategy to realise this ambition for its businesses in work and its citizens.

The biggest single challenge we have is to encourage investors to the area to capitalise on the opportunity. Major financial institutions in Cheltenham and Birmingham are approached through Worcester intermediaries regularly and the LEP is tasked with attracting these organisations to create local presence in Worcestershire.

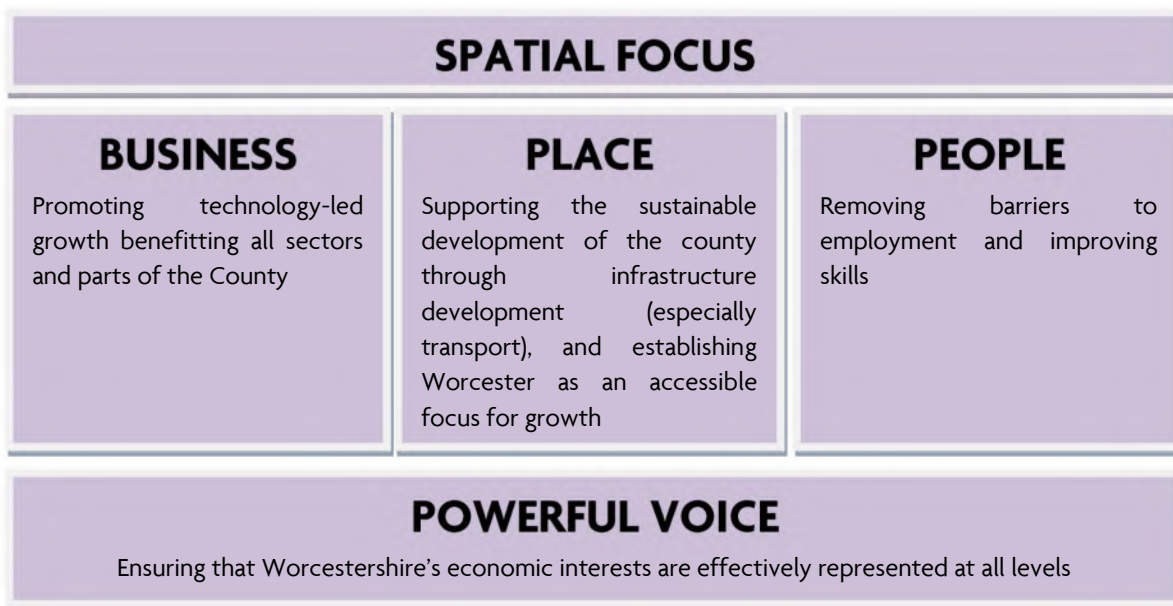
The Worcestershire Economic Strategy (2008-2018)

The Worcestershire Partnership published a refreshed Worcestershire Economic Strategy in 2008, which was refreshed in 2010. This set out the following vision for Worcestershire's economy:

In ten years time, technology-led growth will have contributed to the sustainable development of Worcestershire and strengthened its role as an economic driver for the region – acting as a catalyst for all sectors of the economy and areas of the County to benefit and providing well paid and highly skilled jobs and high quality of life for residents

The Worcestershire Economic Strategy's objectives and spatial foci are shown in Figure 1.1.

Figure 1.1 - Objectives and Spatial Foci for the Worcestershire Economic Strategy



Effective and sustainable transport solutions are a crucial element of wealth creation for Worcestershire. It is important that businesses are fully involved in contributing to the transport planning process. The Worcestershire Works LEP is seen as the most appropriate vehicle for engaging in this dialogue¹.

The Worcestershire County Economic Assessment² identifies that Worcestershire's principal economies are:

The Public Sector (Administration, Education and Health):	26.3%
Retail and Tourism (Distribution, Hotels and Restaurants):	25.2%
Banking, Finance and Insurance:	17.1%
Manufacturing:	16.7%

Set against this context, it is considered that investments in Worcestershire's transport networks should be targeted at those schemes which support:

- *Efficient access by employees to the major employment areas of Worcestershire*
- *Efficient access to/from retail, health and education facilities and services and tourist attractions by consumers, employees and goods,*
- *Efficient movement and operation of freight, including consolidation and storage facilities*
- *Excellent access by all modes of transport to/from and within Worcestershire's areas of tourism, including rural areas, Areas of Outstanding Natural Beauty and major towns and cities*
- *Growth of the local economy.*

¹ www.worcestershirepartnership.org.uk/cms/docs/Refreshed%20Worcestershire%20Economic%20Strategy%202010%20-%202020.doc

² www.worcestershire.gov.uk/cms/community-and-living/research-and-intelligence/housing-and-economy/economy/economic-assessment.aspx

Table 1.3 below identifies a number of economically focussed aims, together with the LTP3 policies which will enable each aim to be realised.

Table 1.3 - LTP3 Economic Aims and Linked Policies

LTP3 ECONOMIC AIM: To improve accessibility by all modes, particularly to Worcestershire's main urban areas
<ul style="list-style-type: none"> • <i>Ensure that transport modes are appropriately prioritised when designing schemes. For example, interurban roads should be prioritised for freight and longer distance motorised traffic (for more details, see the Traffic Management and Parking Policy)</i> • <i>Improve the accessibility to/from/within Worcestershire's urban areas through investment in transport infrastructure and services, in particular at key pinch points, such that journey times and in particular journey time reliability are improved, thereby controlling transport costs and supporting improved economic performance (see the Traffic Management and Parking Policy)</i> • <i>Improve the accessibility between Worcestershire's urban areas, the wider West Midlands area and the rest of the UK through investment in transport infrastructure and services, (for more details, see the Traffic Management and Parking Policy)</i> • <i>Promote the provision of enhanced freight parking and layover facilities, to improve the accessibility, efficiency and safety of freight movements through the county, thereby supporting Worcestershire's businesses (See the Multimodal Freight Policy)</i> • <i>Continue to maintain and enhance the Worcestershire Public Rights of Way (See the Rights of Way Improvement Plan)</i> • <i>Promote further rail parkway stations and rail, coach and bus Park & Ride facilities to maximise the amount of workers and visitors (including shoppers and tourists) that can access Worcestershire's constrained urban areas without increasing congestion and journey times and thereby controlling transport costs and supporting improved economic performance (see the Traffic Management and Parking Policy)</i> • <i>Promote enhanced access to Worcestershire's tourist attractions (including Areas of Outstanding Natural Beauty) by all modes, with consequent benefits to the tourist and leisure sector economy (See the Transport Accessibility Policy)</i> • <i>Promote and continue to improve coach parking and layover facilities in urban areas, to encourage more shoppers and tourists to enjoy Worcestershire's attractive built and natural environments (see the Traffic Management and Parking Policy)</i> • <i>Work with partners to maintain and improve the walking network and public realm, including measures which will increase footfall in our urban centres, with consequent benefits to the retail, leisure and tourist sectors of the local economy (see the Walking and Public Realm Policy)</i> • <i>Reduce street clutter and unnecessary infrastructure in support of reducing costs, increasing footfall, and enhancing accessibility (see the Transport Asset Management Plan)</i> • <i>Promote the use of motorcycles to enhance accessibility (see the Motorcycle Policy)</i>

- *Work with operators and infrastructure providers (such as Network Rail) to improve infrastructure and services to make passenger transport more accessible and attractive to users and increase travel choice, particularly in congested urban areas and along high demand inter-urban links, such that journey time reliability for all modes of transport are improved, thereby controlling transport costs and supporting improved economic performance (see the Integrated Passenger Transport Policy)*
- *Improve integration between passenger transport services and systems, particularly in terms of ticketing, helping to make passenger transport more attractive to users and increase travel choice, particularly in congested urban areas and along high demand inter-urban links, such that journey time reliability for all modes of transport are improved, thereby controlling transport costs, supporting improved economic performance and reducing the need for public subsidy (see the Integrated Passenger Transport Policy)*

LTP3 ECONOMIC AIM: To Improve journey time reliability and network efficiency by reducing congestion, to enable, in particular, the expeditious movement of freight in, out and across Worcestershire

- *Prioritise limited funding towards improving the transport infrastructure and services and reducing transport costs along the busiest /most used transport corridors and in congested urban areas, such that the Worcestershire economy obtains the greatest benefits from investment (for more details, see the Transport Asset Management Plan)*
- *Deal with 'pinch points' on Worcestershire's transport networks, to ensure the efficient movement of people and goods around Worcestershire (see Network Management Plan Integrated Passenger Transport, Cycling and Walking and Public Realm Policies)*
- *Use the local media and modern technologies to communicate dynamic travel information and marketing campaigns to the public, to encourage efficient use of the network through walking, cycling and passenger transport and reduce congestion and transport costs (Smarter Choices Policy)*
- *Increase travel choice and promote modal shift towards walking, cycling and passenger transport, particularly in the busiest /most used transport corridors and congested urban areas. (See the Smarter Choices Policy)*
- *Continue to facilitate the Worcestershire Freight Partnership (Multimodal Freight Policy)*
- *Promote more efficient operation and movement of freight, through exploring consolidation and storage opportunities (Multimodal Freight Policy)*

LTP3 ECONOMIC AIM: To enhance footfall in Worcestershire's town and city centres, by improving the public realm through resurfacing, regenerating, renewing and de-cluttering our public spaces, and ensuring that use of parking capacity is optimised

- *Reduce street clutter and promote the development of high quality public realm schemes which will increase the attractiveness of our urban centres, with consequent benefits to the retail, leisure and tourist sectors of the local economy (See Walking and Public Realm Policy)*
- *Develop strategic traffic and parking management plans which cover entire urban areas. The resulting plan will then set out a focussed investment programme, including both highways (on-street) and off-street parking capacity aimed at improving the efficiency of our constrained urban transport networks (with consequent journey time, reliability and cost benefits to the economy) and encouraging visits to our town and city centre with consequent benefits to the local economy (for more details, see the Traffic Management and Parking Policy)*
- *Delivering more motorcycle parking spaces where demand requires it and space is available, thereby increasing travel choice and encouraging visits to our urban centres with consequent benefits to the local economy (see the Motorcycle Policy)*
- *Work with the Borough, City and District Councils to develop a robust, standardised enforcement procedure across Worcestershire for all traffic and parking management measures (see the Traffic Management and Parking Policy)*

LTP3 ECONOMIC AIM: To ensure that new developments across the county are designed to minimise their impacts on Worcestershire's transport networks, by locating new developments in the most accessible locations and developing supportive transport infrastructure and services

- *Continue to work in partnership with planning authorities and developers to ensure that all new developments in the county are designed to be sustainable financially, economically and environmentally, ensuring that the transport network has sufficient investment to enable it to continue to support economic growth (see the Development Control (Transport) Policy)*
- *Ensure that promoters of new developments identify and contribute appropriately toward the cost of, the on and off-site transport infrastructure and services required to deliver accessible and sustainable new developments. Without such investment it will not be possible to deliver the transport infrastructure and services needed to (see the Development Control (Transport) Policy)*
- *New developments must be designed and located to minimise the impact on the transport network, such that journey times, reliability and transport costs do not deteriorate (and adversely impact economic performance). Measures to achieve this will include: Locating new developments on existing walking, cycling passenger transport and highways routes and services, maximising use of non-car modes, such that the impact on congested sections of the highway network are minimised, investing in walking, cycling and passenger transport infrastructure and services enabling new developments to be served without incurring ongoing additional revenue costs to Worcestershire County Council (see the Development Control (Transport) Policy)*
- *New development must have in place adequately funded and managed Travel Plans which support the delivery of sustainable development and support the economy through ensuring the efficient operation of the transport network (see the Development Control (Transport) Policy)*

The Environment Objective

Introduction

The Worcestershire LTP3 Environment Objective is:

To reduce the impact of transport in Worcestershire on the local environment, by reducing noise and transport-related emissions of carbon dioxide and other greenhouse gases, with the desired outcomes of tackling climate change and reducing the impacts of transport on public health

The negative impacts of transport on Worcestershire's local environment are well known. The impacts are either direct; in the form of noise and emissions which can cause localised deterioration of air quality and contribute towards climate change, or indirect; including the development and disposal of materials to make vehicles (metals, paints and lubricants) and generation of electricity to facilitate the production of materials, and power electric vehicles.

This LTP3 has been developed to be fully compliant with Government policies and guidance on the environment, including the Climate Change Act of 2008.

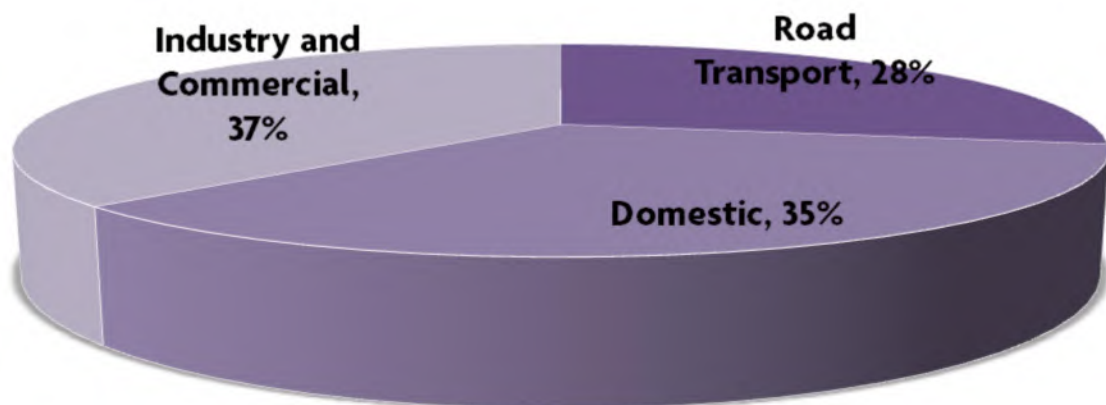
The Worcestershire Climate Change Strategy (2005- 2011)

The Worcestershire Partnership published a refreshed Worcestershire Climate Change Strategy in 2009. This strategy sets out the following framework to guide Worcestershire's approach to tackling climate change:

- 1. Raise awareness of the issue of Climate Change and its impact on the County***
- 2. Reduce Climate Change causing gas emissions across the County***
- 3. Plan for and adapt to the inevitable impacts of Climate Change on the County***

In particular, the Worcestershire Climate Change Strategy cites information supplied by Defra in 2005, which identifies that transport emissions (excluding motorways) in Worcestershire account for 28% of Worcestershire's CO₂ emissions. This is shown in the graph in Figure 1.2 below.

Figure 1.2 - CO₂ Emissions by Sector (Worcestershire) 2005



A specific Transport and Climate Change Policy has been produced as part of the LTP3 Compendium. However, the approach to reducing the impacts of transport on the environment in Worcestershire must necessarily be far wider in scope if it is to achieve meaningful progress against this objective. A combination of making changes to our travel patterns, focusing limited funds on transport interventions designed to enhance local environments (by improving local air quality and reducing noise, for example) and embracing new technologies and innovations that reduce the impacts of transport on our environment will all be further developed during the LTP3 plan period. Table 1.4 below identifies a number of environmentally focussed aims, together with the LTP3 policies which will enable each aim to be realised.

Table 1.4 – LTP3 Environmental Aims and Linked Policies

LTP3 ENVIRONMENTAL AIM: To reduce the impacts of transport noise (and vibrations) on our built and natural environments
<ul style="list-style-type: none"> • <i>Continue to work in partnership with relevant organisations including those in the health sector, the private sector, service providers and other local authorities to ensure that transport accessibility is given appropriate consideration in terms of its impact on the economy, environment and access to essential services. (for more information, see the Transport and Climate Change Policy)</i> • <i>Ensure highway infrastructure is maintained to minimise the impacts of transport-related noise on local communities (see the Transport Asset Management Plan)</i> • <i>Ensure that the impacts of traffic noise on local communities are considered when developing schemes to enhance the public realm (see the Walking and Public Realm Policy)</i>
LTP3 ENVIRONMENTAL AIM: To optimise the resilience of Worcestershire's transport networks to the negative impacts of climate change (in particular, flooding) with the desired outcome of developing our transport networks so that they maintain a reliable service during major weather events and temperature change
<ul style="list-style-type: none"> • <i>Work with partners to ensure that there is appropriate consideration of non-transport methods of improving accessibility, including telecommunication systems – in particular, the rollout of high-speed broadband across Worcestershire (see the Transport and Climate Change Policy)</i> • <i>Plan to maximise the resilience of transport to the effects of climate change, including; Emergency response planning, maintaining transport access to major settlements and monitoring impact of weather on transport and amending appropriate strategies (for more information, see the Transport and Climate Change Policy)</i> • <i>Continue to invest in schemes and projects designed to combat and mitigate against flooding events (see the Transport and Climate Change Policy)</i> • <i>Integrate into all transport policies, strategies and schemes the measures needed to minimise the impact of transport on climate change, including raising awareness of the issue of climate change (see the Transport and Climate Change Policy)</i> • <i>Identify and promote rail and water freight opportunities (see the Multimodal Freight Policy)</i>

LTP3 ENVIRONMENTAL AIM: To reduce the primary and secondary adverse impacts of transport on local communities, with the desired outcome of reducing transport's contribution towards climate change and wider environmental deterioration

- *Increase the efficiency of transport operations and assets, including street lighting (for more information, see the Transport and Climate Change Policy)*
- *Promote the provision of facilitative charging infrastructure for electric vehicles (Transport and Climate Change Policy and Transport and Air Quality Policy)*
- *Work with the authorities responsible for measuring and monitoring air quality to: Identify at an early stage potential air quality deterioration, understand the transport related causes of designated Air Quality Management Areas, develop schemes to mitigate localised poor air quality (see the Transport and Air Quality Policy)*
- *Develop schemes and measures which encourage use of less-polluting transport modes (walk, cycle and passenger transport), in particular for journeys to/from/through Air Quality Management Areas. (see the Transport and Air Quality Policy)*
- *Ensure that transport accessibility issues are fully taken into account from the outset when planning new land use developments, and work with planning authorities to ensure that appropriate transport infrastructure and services are put in place to deliver accessible and sustainable developments. (see the Transport and Climate Change and Accessibility Policies)*
- *Work to reduce harmful emissions from transport both for both Worcestershire County Council vehicle fleet and contracted services and the wider transport network (see the Transport and Climate Change Policy)*

The Asset Management Objective

Introduction

The Worcestershire LTP3 Asset Management Objective is:

To enhance the quality of Worcestershire's Transport Asset, through sensitive and appropriate design with the desired outcome of reducing the costs and inconvenience of maintenance works

The Worcestershire transport asset (which includes roads, bridges, street furniture, traffic management, drainage and passenger transport infrastructure) is critically important to the social and economic wellbeing of Worcestershire. A Worcestershire Transport Asset Management Plan has been developed as part of the LTP3, to set out how this critical asset will be efficiently managed. The Asset Management objective, unlike the other LTP3 objectives, is more specifically transport focussed.

The county has a number of large rivers, including the Severn, the Avon and the Teme, which drain a large area of western England and central Wales. These act as barriers across the county, limiting accessibility (particularly on an east-west axis). As a result, the highway network focuses on the relatively small number of bridges which exist over these watercourses, creating strategic 'pinch points' on our transport networks. There is a real need to safeguard, enhance and promote new river crossing opportunities in the county, including walking and cycling bridges (such as the Diglis Bridge) as well as motor vehicle crossings.

The management of our transport asset will be reliant on:

- *The ability of Worcestershire County Council to effectively prioritise and spend funds to maintain and enhance Worcestershire's Transport Asset*
- *Continue to embrace more efficient working practices (such as standardisation of methods and materials) to reduce both the costs of maintaining Worcestershire's transport asset and the need to undertake maintenance works.*

Table 1.8 below identifies a number of aims focussed on maintaining and enhancing Worcestershire's transport asset, together with the LTP3 policies which will enable each aim to be realised. It should be noted that whilst Worcestershire County Council owns and maintains the majority of the highway network, there are a number of other organisations that are responsible for the maintenance of transport infrastructure in Worcestershire. These include the Highways Agency, Network Rail, British Waterways and some private landowners.

Table 1.8 – LTP3 Asset Management Objective - Aims and Linked Policies

LTP3 ASSET MANAGEMENT AIM: To effectively prioritise and spend limited funds to maintain and enhance Worcestershire's transport asset
<ul style="list-style-type: none"> • <i>Prioritise funding towards investment in the transport infrastructure and services in the busiest /most used transport corridors and congested urban areas (for more details, see the Transport Asset Management Plan)</i> • <i>Safeguard and enhance existing river crossings and promote new river crossing opportunities, including walking and cycling bridges as well as crossings for motorised vehicles (See the Transport Asset Management Plan)</i> • <i>Recognise and seek to enhance transport assets with heritage significance (in particular, bridges), to ensure that local distinctiveness is preserved and enhanced. (See the Transport Asset Management Plan)</i> • <i>Manage Worcestershire's public realm in a sensitive and sustainable way (see the Walking and Public Realm Policy)</i> • <i>Continue to manage available resources effectively to maintain and enhance the Worcestershire Public Rights of Way (See the Rights of Way Improvement Plan)</i> • <i>Use Intelligent Transport Systems measures where a strong business case can be developed which identifies that the benefits would exceed the cost of implementation (see the Intelligent Transport Systems Policy)</i> • <i>Ensure that the appropriate levels of financial contributions are provided by developers toward the capital and ongoing maintenance costs of the transport infrastructure and services to deliver sustainable developments (see the Development Control (Transport) Policy)</i>
LTP3 ASSET MANAGEMENT AIM: To embrace more efficient working practices to reduce the costs of maintaining and enhancing Worcestershire's transport asset and the need to undertake maintenance works
<ul style="list-style-type: none"> • <i>Promote the use of hardwearing materials which reduce the need for ongoing maintenance (for more details, see the Transport Asset Management Plan)</i> • <i>Work with the owners and managers of transport assets not owned or managed by Worcestershire County Council (such as Network Rail and British Waterways) to ensure that infrastructure is maintained and managed as appropriate (see the Transport Asset Management Plan)</i> • <i>Reduce street clutter and unnecessary infrastructure (see the Transport Asset Management Plan)</i> • <i>Choose appropriate materials for surfacing, provide guardrails only at locations where necessary and provide street lighting commensurate with the role of the transport route. (see the Walking and Public Realm Policy)</i>

The Equality Objective

Introduction

The Worcestershire LTP3 Equality Objective is:

To optimise equality of opportunity for all of Worcestershire's citizens, with the desired outcome of creating a fairer society

Delivering equality of opportunity to Worcestershire's residents is fundamentally a question of accessibility. Whilst car ownership and access is high in the county, not all residents have access to a car for a variety of reasons. National guidance identifies the importance of considering the specific needs of older people and those with mobility difficulties when planning and delivering transport infrastructure and services, whilst the Worcestershire Partnership identifies an objective in its Sustainable Community Strategy to meet the needs of children and young people. Most children and young people do not drive or have access to a car, so promoting accessibility for all by providing alternative transport options will be essential to meet the equality objective.

The provision of adequate accessibility to services and facilities is a complex issue. The provision of good accessibility for all can deliver enhanced economic activity, equality of opportunity and a high quality of life for Worcestershire's residents. This is explained in more detail in the LTP3 Accessibility Policy.

There are a number of ways of improving accessibility to the public, which fall under two broad headings; bringing services to the public, and bringing the public to the facilities.

Bringing Services to the Public

Improving accessibility by bringing services to the public can be a highly cost-effective way of delivering services. Examples include:

- *Grocery home deliveries*
- *Mobile library services*
- *Home visits by GPs and Carers*
- *Telecare services (such as NHS Direct)*
- *Employment that enables working from home*

In particular, improving accessibility to the Internet currently plays a major role in enabling service provision to be provided at home. There is significant potential to increase this role in future; however, this is reliant on access to a suitably connected computer, and the existence of adequate ICT infrastructure (such as telephone lines and exchanges) which in some cases can require enhancement to provide sufficient bandwidth. Worcestershire County Council is committed to promoting the rollout that high speed broadband

Bringing the Public to Services

Where provision of services at home would not result in a cost-effective service (in particular, health, education, leisure and some employment and retail opportunities), it is necessary to enable the public to access these facilities. Where ever this is the case, Worcestershire County Council works closely with service providers to ensure that services are located in the most accessible places, which are generally our main urban areas. The LTP3 can assist in delivering increased equality of access to services and facilities through:

- *Ensuring that the public are made aware of the full range of transport choices available for accessing essential services and facilities, through the provision of Smarter Choices programmes and initiatives.*
- *Ensuring the availability of an adequate walking, cycling and passenger transport networks to provide access to essential services and facilities for all (particularly those that either do not have access to a car or do not drive for a variety of reasons).*

Table 1.6 below identifies a number of aims focussed on enhancing equality of access to services and facilities, together with the LTP3 policies which will enable each aim to be realised.

Table 1.6 – LTP3 Equality Aims and Linked Policies

LTP3 EQUALITY AIM: To ensure that adequate walking, cycling and passenger transport networks are made available to enable access to essential services and facilities for all
<ul style="list-style-type: none">• <i>Ensure that transport accessibility issues are fully taken into account from the outset when planning new land use developments, and work with planning authorities to ensure that appropriate transport infrastructure and services are put in place to deliver accessible and sustainable developments. (see the Transport and Climate Change and Development Control [Transport] Policies)</i>• <i>Continue to work in partnership with relevant organisations including those in the health sector, the private sector, service providers and other local authorities to ensure that transport accessibility is given appropriate consideration in terms of its impact on the economy, environment and access to essential services. (see the Transport and Climate Change Policy)</i>• <i>Work with partners to deliver an integrated and accessible passenger transport network for the county (see the Integrated Passenger Transport Policy)</i>• <i>Improve facilities for users, in particular at stations, stops and interchanges (see the Integrated Passenger Transport Policy)</i>• <i>Work towards providing a comprehensive walking and cycling network including dropped kerbs and appropriate types of crossings for pedestrians and cyclists (see the Walking and Public Realm Policy and the Cycling Policy)</i>

LTP3 EQUALITY AIM: To ensure that the public are made aware of transport choices available for accessing essential services and facilities

- *Work with partners to ensure that there is appropriate consideration of non-transport methods of improving accessibility, including, in particular the provision of high speed broadband internet across Worcestershire. (For more details, see the Transport and Climate Change Policy)*
- *Promote effective partnership working to deliver Smarter Choices Measures with our public and private sector partners (see the Smarter Choices Policy)*
- *Provide and enhance the transport pages of the Worcestershire County Council website, in response to its popularity and functionality, as well as providing information in other formats according to need. (see the Smarter Choices Policy)*
- *Promote the use of travel plans and associated support mechanisms to encourage uptake (see the Smarter Choices Policy)*
- *Improve information for users, for example through ITS enhancements such as real time information (see the Integrated Passenger Transport Policy)*

The Quality of Life Objective

Introduction

The Worcestershire LTP3 Quality of Life Objective is:

To enhance the quality of life for Worcestershire's residents by promoting a healthy, natural environment, conserving our historic built environment and preserving our heritage assets

Quality of life is determined by a range of factors. In particular, it is strongly influenced by the actual and perceived quality of an area in which we live. Areas which offer a high quality of life are generally considered to be those areas where residents enjoy:

- *Good access to suitable employment opportunities*
- *Good quality built environments (including housing)*
- *Good levels of physical and mental health*
- *Good levels of educational achievement*
- *Good access to recreational opportunities, including leisure facilities and services*
- *Good social cohesion³*
- *High personal wealth*

The provision of better transport infrastructure and services will not by itself deliver high quality of life, but will contribute towards the enjoyment of a higher quality of life for the residents of Worcestershire. The Worcestershire Sustainable Community Strategy cites 'Stronger Communities' as a key thematic area, for which a priority outcome is to deliver an accessible, affordable, safe, convenient, sustainable and integrated passenger transport network. In particular, transport can provide residents with a means of accessing employment, health, social and recreation opportunities, and can impact both positively and negatively on the quality of the built environment. This LTP3 document will assist in delivering enhanced quality of life in Worcestershire through:

- *Ensuring that the public are given suitable opportunities to influence the planning and delivery of transport infrastructure and services, which may impact on the quality of life that they enjoy.*
- *Working with private and public sector partners to deliver an accessible, affordable, safe, convenient, sustainable and integrated transport network to provide access to essential services and facilities (particularly for those that either do not have access to a car or do not drive for a variety of reasons) (See the Equality Objective)*
- *Ensure that the Worcestershire Public Rights of Way network is provided and maintained to enable the public to access the countryside to take advantage of healthy leisure opportunities*
- *Working with private and public sector partners to deliver enhanced public realm, which will deliver real improvements to residents and visitors' quality of life.*

³ Gregory, D; Johnston, R; Pratt, G et al. (June 2009). "Quality of Life" *Dictionary of Human Geography* (5th Edition). Oxford: Wiley-Blackwell. [ISBN 978-1-4051-3287-9](https://doi.org/10.1002/9781405132879).

Table 1.7 below identifies a number of aims focussed on enhancing equality of access to services and facilities, together with the LTP3 policies which will enable each aim to be realised.

Table 1.7 – LTP3 Quality of Life Aims and Linked Policies

<p>LTP3 QUALITY OF LIFE AIM: To actively promote high quality standards in the design and delivery of schemes which respect the character and quality of the natural, built and historic environment</p>
<ul style="list-style-type: none"> • <i>Promote the delivery of high quality street environments, by using high quality surfacing and street furniture for schemes on Worcestershire's highways (For more information, see the Transport Asset Management Plan)</i> • <i>Seek to use the highest quality materials when maintaining Worcestershire's transport assets, by using appropriate materials which promote and enhance an attractive public realm (See the Transport Asset Management Plan)</i>
<p>LTP3 QUALITY OF LIFE AIM: To ensure that the public are given suitable opportunities to influence the planning and delivery of transport infrastructure and services, which may impact on the quality of life that they enjoy</p>
<ul style="list-style-type: none"> • <i>Develop and deliver comprehensive consultation plans (see the Transport Consultation Policy)</i> • <i>Deliver an accessible, affordable, safe, convenient, sustainable and integrated passenger transport network to provide access to essential services and facilities (See Integrated Passenger Transport Policy)</i> • <i>Encourage and promote provision of green infrastructure in new and existing developments, to provide enhanced access to natural environments and developing ecosystem services to improve biodiversity.</i>
<p>LTP3 QUALITY OF LIFE AIM: To ensure that the Worcestershire Public Rights of Way network is provided and maintained to enable the public to access the countryside to take advantage of healthy leisure opportunities</p>
<ul style="list-style-type: none"> • <i>Provide a rights of way network which meets the needs of its users (the public). (For more information, see the Rights of Way Improvement Plan)</i> • <i>Ensure that, subject to funding availability, the Worcestershire Public Rights of Way Network is easy to use and accessible by all. (see the Rights of Way Improvement Plan)</i> • <i>The case for investment in the Worcestershire Public Rights of Way Network is strong. Worcestershire County Council will make this case, both internally and to external bodies, to justify further investment (both capital and revenue) in the network. (see the Rights of Way Improvement Plan)</i>

The Public Health and Safety Objective

Introduction

The Worcestershire LTP3 Public Health and Safety Objective is:

To contribute towards better safety, security, health and longer life-expectancy in Worcestershire, by reducing the risk of death, injury or illness arising from transport and promoting healthy modes of travel

The relationship between transport and public health and safety is at times complex, but occasionally simpler than many might think. Many of the key challenges in this area are essentially psychological, although physical intervention (in the form of new or better maintained transport infrastructure and services) has a role to play to enable delivery against this objective.

Public Health

The Worcestershire Partnership provides an overview of health across the county, which identifies that the residents of Worcestershire are generally healthier than the English national averages:

"...however the population is not homogenous; there is a mix of rural and urban areas with an older population in the former and younger in the latter. Whilst our urban areas tend to have high IMD scores (Indices of Multiple Deprivation) the County has rural areas which score very highly for deprivation in terms of geographical access to services, including health services"

Key Points:

- *Overall life expectancy in Worcestershire for men and women is higher than national figures for England*
- *Population growth will be mainly in older age groups (over 65s), particularly in the rural areas*
- *Mortality rates from major health diseases such as circulatory diseases and cancers have been decreasing.*

There is room for continued improvement and priority areas include:

- *Smoking cessation and adult obesity reduction remain priorities*
- *A significant proportion of children are overweight or obese*
- *20% of adults drink more than the safe limit*
- *Less than a third do the recommend amount of exercise and majority do not eat at least 5 portions of fresh fruit and vegetables each day*
- *Cases of dementia are increasing*
- *Number of falls in older people over 65 has risen steadily⁴*

⁴ www.worcestershirepartnership.org.uk/cms/theme-groups/health-and-well-being/health-in-worcestershire.aspx

Public Safety

There are a variety of factors that can impact on public safety whilst using Worcestershire's transport networks, these include:

- **Modal Conflict** - *for example, where pedestrians wish to cross busy roads, or cyclists wish to use the same road space as motorised vehicles*
- **Speed** – *in general, the greater the speed, the higher the likelihood and severity of accidents occurring due to reduced response times*
- **User Types** – *Not all users of the transport network are the same, for example, generally younger users are less risk averse, whereas older users are more cautious, which is reflected in accident statistics across the nation.*
- **Weather** – *Temperature and precipitation can have a significant effect on the travelling conditions for Worcestershire's transport networks. For example, in snow or very wet conditions, braking distances increase and visibility and road adhesion often decreases.*
- **Engineering** – *The way in which our transport infrastructure is designed and built can have a significant impact on the way that such installations are used. For example, a wide road with no on-street parking will encourage higher road speeds when compared with a narrower road with on-street parking.*
- **Enforcement** – *Unfortunately, because of user non-compliance, there is a need to enforce the safe use of our transport networks. For example, the use of safety cameras and parking enforcement cameras are used where non-adherence to parking or speed limitations is commonplace.*
- **Modal Choice** – *Certain transport modes such as rail and bus are "safer", with lower incidents of accident related injuries/death*
- **Education, Training and Publicity** – *Put simply, when users are aware of the dangers, they take greater care to avoid them. For example, continuous publicity campaigns aimed at encouraging people to stop, look and listen before crossing the road has led to long term safety benefits, as the message has been embraced in the public psyche.*

In particular, the LTP3 can assist in improving public health and safety through:

- *Investments in infrastructure and services (Engineering) to improve the safety for users of transport networks, whilst encouraging the increased use of active modes (in particular, walking and cycling).*
- *Optimum management and maintenance of transport assets to help reduce all accidents, by encouraging safer use of transport networks.*
- *Smarter Choices initiatives to break down psychological barriers to using alternative (particularly active and passenger transport) transport modes*
- *Reducing the impact of noise and transport emissions on local communities through engineering and psychological interventions (See the Environment Objective)*

Worcestershire has some of the safest roads in England. As such, significant investment in safety focussed improvements would be unlikely to deliver value for money during the LTP3 plan period. The approach to improving public health and safety for existing and future users of Worcestershire's transport networks will involve a comprehensive approach, in particular focussing on education and training. Table 1.5 below identifies a number of aims focussed on public health and safety, together with the LTP3 policies which will enable each aim to be realised.

Table 1.5 – LTP3 Public Health and Safety Aims and Linked Policies

LTP3 PUBLIC HEALTH AND SAFETY AIM: To optimise the maintenance and management of Worcestershire's transport assets, to reduce the risk of accidents.
<ul style="list-style-type: none"> • <i>In rural areas seek to achieve an acceptable balance between costs and benefits, such that speed-management policies take account of environmental, economic and social effects as well as the reduction in casualties they may achieve. (see the Transport Safety Policy)</i> • <i>Roads in new developments should be designed with appropriate infrastructure for pedestrians and cyclists, with a particular focus on the needs of children. (see the Transport Safety Policy)</i> • <i>Consulting and working with partner agencies to improve highway safety through Education, Engineering and Enforcement. (see the Transport Safety Policy)</i> • <i>Work with partners to create a cycling network that is convenient, comfortable, safe and attractive to use (for more information, see the Cycling Policy)</i> • <i>Enforcement of speed limits will be undertaken by the West Mercia Safer Roads Partnership and West Mercia Police, with deployment of Safety Cameras following the site selection criteria established by the partnership. (see the Transport Safety Policy)</i> • <i>Consider all road users, such as motorcyclists with regards to road maintenance. For example, by investing in anti-skid surfaces (see the Motorcycle Policy)</i>
LTP3 PUBLIC HEALTH AND SAFETY AIM: To make use of innovative Smarter Choices measures, in partnership with service providers to encourage more active lifestyles
<ul style="list-style-type: none"> • <i>Conduct focussed marketing campaigns to promote sustainable transport choice (see the Smarter Choices Policy)</i> • <i>Promote cycling, cycling training and driver training (for more details, see the Cycling Policy)</i> • <i>Make use of social networking sites (such as Twitter and Facebook) to provide dynamic travel information and marketing campaigns to promote the increased use of sustainable modes (see the Smarter Choices Policy)</i>

LTP3 PUBLIC HEALTH AND SAFETY AIM: To invest in infrastructure and services to improve public safety for users of transport networks, and in particular, encourage the use of more active modes of transport

- *Continue to address and target safety issues in disadvantaged areas (for more details, see the Transport Safety Policy)*
- *Provide appropriate cycling infrastructure to suit cyclists with different needs (see the Cycling Policy)*
- *Provide clear and concise direction and distance signing (see the Cycling Policy)*
- *Investigate parking, consolidation and storage opportunities for heavy goods vehicles, to combat driver fatigue and inefficient operational practices (see the Multimodal Freight Policy)*
- *Worcestershire County Council will seek to manage available resources effectively to maintain and enhance the Worcestershire Public Rights of Way Network (Rights of Way Improvement Plan)*
- *Consider permitting motorcyclists to use bus lanes subject to any safety concerns being suitably mitigated (see the Motorcycle Policy)*
- *Prioritise the implementation of speed limits outside schools where there are identified and quantified safety issues that need to be addressed (see the Transport Safety Policy)*
- *Tackle well-used routes using a corridor-length approach to reduce the incidence of accidents (see the Motorcycle Policy)*
- *Work with operators to improve infrastructure and services which make passenger transport more attractive to users (see the Integrated Passenger Transport Policy)*

Issues and Challenges

Summary

This chapter sets out the issues and challenges that face Worcestershire over the LTP3 plan period (2011 to 2026), together with how we propose to overcome these, to enable us to deliver against our objectives, as set out in the preceding chapters.

The Issues and Challenges for the Worcestershire LTP3

This Local Transport Plan is being developed at a time of significant change and uncertainty. A PESTLE (Political, Economic, Social, Technological, Legal and Environmental) analysis has been undertaken to consider the issues that are likely to impact on the planning and delivery of transport in Worcestershire. In each case, it is identified how the Worcestershire LTP3 has been developed to meet and overcome these issues, to the benefit of Worcestershire's residents. This is identified in Table 1.9.

Table 1.9 - Issues and Challenges for the Worcestershire LTP3

Area of Change	Issues	Challenges
Economic	The opening years of the LTP3 plan period face a challenging economic climate.	The LTP3 has the needs of the local economy and local businesses at its heart. The Transport Scheme Appraisal Framework has been developed to favour those schemes which will have the greatest benefits to the local economy, first.
	The national economy is undergoing rebalancing; as a result, public funds are likely to be limited, particularly during the first Delivery Plan period. This will be reflected in the scale of investment in transport in the LTP3 Delivery Plans. The first Delivery Plan will be produced following confirmation of the funding to be made available for transport in Worcestershire.	The development of the Worcestershire Transport Scheme Appraisal Framework will result in a prioritised list of schemes for funding and delivery, defined by a clear delivery programme. As such, this programme is flexible to whichever levels of funding are ultimately allocated to Worcestershire County Council for the maintenance and enhancement of transport infrastructure and services.
	The scale of new development in Worcestershire is currently uncertain, so contributions from the private sector may be more difficult to secure.	A Development Control (Transport) Policy has been developed as part of the Worcestershire LTP3. This outlines how Worcestershire will seek to develop a more robust approach to ensuring that developers contribute towards delivery and maintenance of any new or enhanced transport infrastructure and services to accommodate new developments. In

		<p>particular, the provision of green infrastructure must be considered to safeguard transport networks from flooding and enhance the quality of life for Worcestershire's residents.</p>
	<p>Projected rises in fossil fuel costs and the current high costs of alternative fuels are likely to strongly influence the way we travel in future.</p>	<p>The Worcestershire LTP3 contains a number of documents which focus on improving transport choice for residents and visitors to Worcestershire. The County Council will continue to enhance infrastructure to facilitate all modes as funding (and a robust business case) is identified.</p>
<h2 style="text-align: center;">Political</h2>	<p>Government is increasingly driving the 'big society' agenda, which seeks to devolve decision making to the local level. As such, local communities are becoming increasingly empowered to decide their own fate, without intervention from central government.</p>	<p>This LTP3 has been developed and structured to be compliant with government policy, and has focussed specifically on meeting local objectives and aspirations, in line with the localism agenda. This LTP3 will include a detailed delivery plan, which will be delivered in response to available funding and resources.</p>
	<p>The ability for delivery partners (in particular in the education and health sectors) to contribute towards achieving objectives is likely to change, as revised organisational structures evolve. As such, the planning and delivery of joint transport schemes (such as enhancements at hospitals, colleges and universities) may become more challenging to fund and deliver.</p>	<p>The development of the Worcestershire Transport Scheme Appraisal Framework will enable those schemes which have clearly identifiable funding cases to be prioritised. Where schemes are promoted which require additional funding from partners organisations, they will be required to prove that funding is available and in place in order to be included in the LTP3 County and Area Transport Strategies (The Delivery Plans)</p>

	<p>Individual members of the public can sometimes feel that the delivery of local transport policy contradicts their aspirations for transport in the County.</p>	<p>The Worcestershire LTP3 has been developed to meet the needs of the local community, based on a robust evidence base which is outlined in the Essential References Document. All transport schemes that are delivered in this LTP3 plan period will be based on evidence, and so will be designed to provide the greatest benefits to the people of Worcestershire. It is recognised that while this approach may not meet all of the electorate's expectations, it will, however, deliver excellent value for money and proven benefits to the public.</p>
<h2 style="text-align: center;">Social</h2>	<p>The population is ageing, particularly in Worcestershire's rural areas, which is likely to cause changes in travel demand, in particular, increased demand for passenger transport solutions to access key services and facilities in our urban areas.</p>	<p>A Worcestershire Integrated Passenger Transport Strategy has been developed as part of the LTP3. This policy seeks to develop the transport networks in Worcestershire to meet the needs of residents. As such, Worcestershire County Council will seek to maximise accessibility to essential services and facilities, within the constraints of available funding and demand to travel.</p>
	<p>Rates of obesity and heart disease remain major health issues in Worcestershire, due in part to sedentary lifestyles and increased affluence.</p>	<p>The LTP3 contains a number of policies focussed on cycling, walking and public realm which seek to promote schemes which enhance the environment (particularly in urban areas) to support the use of active modes.</p>

Technological	
<p>Innovative solutions to issues in the transport sector continue to emerge, with new technologies offering less carbon intensive and cheaper means of maintaining and managing our transport networks, and providing more intuitive, useful information to users of transport networks.</p> <p>Telecommunications continue to develop, with faster broadband now being rolled out across Worcestershire.</p>	<p>The LTP3 contains an Intelligent Transport Systems policy, which sets out Worcestershire County Council's approach to investing in technological innovations to improve traffic flow and provide enhanced information to users of Worcestershire's transport networks and make more efficient use of the existing transport network. The LTP3 actively supports the rollout of high speed broadband across Worcestershire and embraces the potential advantages that electric vehicle technology could bring.</p>
Environmental	
<p>As urban areas are becoming more attractive, the population of the United Kingdom is becoming progressively more urbanised. In Worcestershire, the percentage of residents living in our urban areas is approaching 70%, with current trends showing gradual increases over time.</p> <p>As climate change begins to take hold, incidences of extreme weather conditions may become more regular. This may result in a range of direct and indirect impacts, including flooding, ice, heavy snowfall, and high winds, which may lead to food shortages, lack of availability of transport networks and economic decline.</p>	<p>The LTP3 specifically considers and proposes the enhancement of public realm in our urban areas, which will lead to improved economic activity and enhanced quality of life for Worcestershire's residents and visitors.</p> <p>The Worcestershire LTP3 contains a Transport and Climate Change Transport Policy, which sets out Worcestershire's approach to tackling the complex issues presented by climate change such as flooding (for example) through a range of transport-related interventions, including the potential benefits of electric vehicles.</p>

Delivering the Plan and Prioritising Schemes

Overview

Worcestershire County Council has a long history of effective transport scheme prioritisation. This has been undertaken using a range of methods over time; with the objective of prioritising spend of limited funds towards those schemes which will deliver the greatest benefits. Clearly, with the issues that face the LTP3 (as identified in Section 8), the need to ensure that limited funds are efficiently prioritised is greater than ever before.

This section explains the development of the Worcestershire Transport Scheme Appraisal Framework. A new tool, built on existing principles which will enable Worcestershire County Council to deliver consistently against the objectives of the LTP3.

Local Choice, Local Benefits

The development of the Worcestershire Transport Scheme Appraisal Framework has been guided by a number of key principles. These are:

- *To enable timely, consistent delivery of transport schemes and initiatives*
- *To improve the availability and transparency of information used in the decision making process*
- *To make optimum use of limited available funding for transport, by prioritizing schemes that:*
- *Can be proven to deliver value for money*
- *Meet agreed objectives*

The Transport Scheme Appraisal Framework has been designed to be capable of considering all transport schemes, regardless of cost or mode. In particular, the approach favours 'packages'; that is to say, grouping of smaller schemes to make a bigger scheme. This is because larger 'package' schemes tend to give much better value for money (with the whole being greater than the sum of its parts), and also ensure that investments are made in a holistic (area-wide) manner, rather than a piecemeal approach.

At the time of writing this LTP3 document, the funding allocation has only recently been announced. The asset management funding has been maintained at previous levels; however, the Integrated Transport Block (for capital or 'new' schemes) has been significantly reduced. As a result, this LTP3 document has been developed to provide a strategic, long-term investment approach and delivery plan. A more specific (short to medium term) delivery plan will be developed following the identification of Worcestershire's allocated funding in early 2011. In developing this plan, full use will be made of the Transport Scheme Appraisal Framework.

The delivery plan will be published in the form of County and Area Transport Strategies, with the first set published in 2011. These strategies will take the form of a rolling 36 month delivery plan programme. This approach is proposed as it will coincide with future funding allocations, which will generally be provided every five years (so two delivery plans in each five year funding period).

Identification and Agreement of Objectives

The Transport Scheme Appraisal Framework uses a method called multi-criteria analysis. That is to say, it is capable of considering each scheme's performance against a range of agreed objectives (which include the LTP3 objectives, plus a Key Indicators objective, which is explained below). The objectives and their descriptions are provided in Table 1.10.

Table 1.10 - The Objectives for Prioritisation

The Economic Objective		Prioritising this indicator would promote schemes that improve journey time reliability and predictability for all modes, support redevelopment and regeneration of degraded places (such as public realm schemes) and enhance transport infrastructure and services to be more resilient to incidents (such as flooding, accidents and road closures).
The Environment Objective		Prioritising this indicator would support schemes which reduce emissions from transport, such as alternative fuels, public realm enhancements, walking, cycling and passenger transport (rail, bus, taxis and community transport) schemes.
The Asset Management Objective	Deliverability	Prioritising this indicator will promote schemes that have the greatest chance of being delivered. So, schemes which have good public, political and stakeholder support and are straightforward to deliver will be prioritised over more risky schemes.
	Costs and Funding	Prioritising this indicator will promote schemes which can be funded from sources other than Worcestershire County Council, deliver best value for public money, and reduce Worcestershire's maintenance liability (for example, a scheme to implement kerbs will reduce the likelihood of pot holes forming at the edges of a highway surface, so reducing ongoing maintenance costs).
The Equality Objectives		Prioritising this indicator would support schemes that make critical services and facilities (such as hospitals, schools and workplaces) more accessible and affordable for all, regardless of where people live or how well off they are.
The Quality of Life Objective		Prioritising this indicator would promote schemes which reduce the impacts of transport noise, protect and enhance the historic and natural environments and heritage assets, improve the public realm

	(the places we cherish), improve access to services and facilities, improve connections to national and international transport networks (regional rail, motorways and airports) and improve public access to Worcestershire's rich natural environment.
Key Indicators	Prioritising this indicator will promote schemes which enable us to score more highly against national and local government performance indicators.
The Public Health and Safety Objective	Prioritising this indicator would promote schemes that improve local air quality, encourage active travel (such as walking and cycling), reduce crime and antisocial behaviour and reduce accidents. However, it should be noted that Worcestershire already has one of the safest highway networks in the UK, so the focus would be on education and training.

Consultation and discussion with Elected Members has identified a number of key priorities for proposed schemes to be delivered during the LTP3 plan period. These are:

- **Economic Sustainability and Growth** – *Transport Schemes will be prioritised if they can be shown to be beneficial to the local and regional economy, by supporting and enhancing economic activity.*
- **Value for Money** – *Transport schemes that deliver benefits well in excess of their development costs will be prioritised, as this will ensure that optimum value for money is achieved.*
- **Deliverability** – *It will be essential that the true costs, deliverability implications and risks associated with proposed transport schemes are properly understood before schemes are promoted for delivery. Any proposed transport schemes must be justified by evidence, to support the case for investment and ensure that they are affordable to the taxpayer.*

The Transport Scheme Appraisal Framework has been specifically calibrated to prioritise schemes which embrace the principles outlined above.

Scheme Input and Prioritisation

Extensive consultation, throughout the LTP2 period has identified a wide range of potential transport schemes. These have been collated by area, and have been further developed into a series of package schemes; the process by which this was achieved and the packaged schemes are set out in the Strategic Delivery Plan (SDP). Each packaged scheme will be rigorously appraised by the Transport Scheme Appraisal Framework, to ensure that likely scheme costs (both capital and maintenance costs over the lifetime of the scheme), benefits and delivery impacts/risks are fully considered before being prioritised for delivery.

Those schemes which score highly in the framework will be entered into the Detailed Delivery Plan (DDP). Detailed Delivery Plans will be developed by Worcestershire County Council on a three year rolling programme throughout the life of the LTP3. These DDPs will set out the delivery programme in the short term, with all schemes prioritised according to their ability to meet the key priorities set out earlier. Scheme specific consultation will take place as required for schemes as they are brought forward for delivery.

Any highly prioritised scheme that cannot be delivered during a delivery plan period (due to lack of funds or otherwise) will be assessed and included in the next delivery plan, subject to its business case remaining valid.

The LTP3 Structure

Overview

In addition to this main document, the Worcestershire LTP3 is made up of a number of documents, which include transport policies and plans. Each of these documents is described in this section, with a brief overview of its contents and relevance.

The Evidence Base

The **Essential References Document** outlines the extensive evidence base that was developed to inform the LTP3 compendium documents. This includes a wide range of datasets from a number of sources which have been used to influence the development of the LTP3.

Transport Policy Documents

A number of topic-specific policies have been developed to provide additional detail and support the outcomes of the LTP3. A brief description of each of the policies is provided below.

The **Cycling Policy** considers the ways in which enhanced use of cycling will be promoted in Worcestershire, through improvements to infrastructure and services to support this mode.

The **Development Control (Transport) Policy** sets out how Worcestershire County Council will work with developers to ensure that new and changed land uses are planned and designed to minimise their impacts on Worcestershire's transport networks.

The **Integrated Passenger Transport Policy** considers rail, bus, community transport and taxi services together. In particular, this policy sets out how Worcestershire County Council and partners will work to improve integration between the various modes, whilst continuing to improve quality of service.

The **Intelligent Transport Systems Policy** sets out Worcestershire's strategic approach to the use of a range of electronic tools that can be used to improve the efficiency of Worcestershire's transport networks. These include traffic lights, signalised pedestrian crossings, Variable Messaging Signs, transport user information systems and on-line journey planners, for example.

The **Motorcycling Policy** considers the potentially valuable contribution that enhanced use of motorcycling could play in Worcestershire's transport networks.

The **Multimodal Freight Policy** sets out how Worcestershire County Council will seek to optimise the expeditious movement of freight around the county, whilst minimising the impacts of freight on local communities.

The **Smarter Choices Policy** refers to the way in which Worcestershire County Council and partners will seek to actively promote sustainable travel choices, by providing enhanced information (such as maps and timetables), developing travel plans with schools, stations and employers and promoting sustainable modes as a viable alternative to solo car use; particularly for short journeys and in congested urban areas. It sets out the ways in which the authority is undertaking its Bus Information Duty in line with the Transport Act 2000.

The **Transport Accessibility Policy** sets out Worcestershire's policies for enhancing accessibility to health, employment, leisure, educational, retail and transport interchange trip attractors for Worcestershire's residents by a variety of transport modes.

Transport is a major contributor to deteriorating air quality in the county. The **Transport and Air Quality Policy** sets out how Worcestershire will seek to minimise the impacts of transport on local air quality in the county, especially where Air Quality Management Areas have been declared.

Transport and climate change has a complex, interrelated relationship. The **Transport and Climate Change Policy** explores the ways in which climate change can impact on transport and how transport can impact on climate change. In particular, this document identifies policies to minimise these impacts, such that quality of life is maintained and enhanced for Worcestershire's residents.

The **Traffic Management and Parking Policy** sets out Worcestershire's strategic approach to the management of traffic and parking demand, particularly in Worcestershire's urban areas, where congestion and parking demands are prevalent.

The **Transport Safety Policy** document includes a range of complementary policies aimed at improving safety for transport users.

The **Walking and Public Realm Policy** identifies how Worcestershire will enhance its public realm (pedestrianised areas, footpaths, squares and open spaces) to promote walking and enjoyment of Worcestershire's attractive natural and built environments. In particular, this policy provides guidance on how Worcestershire will seek to redesign its streets as both attractive and functional places that the residents and visitors of Worcestershire can enjoy.

Transport Plan Documents

In addition to the transport policies set out above, there are a series of plans which relate to a number of transport related areas.

The **Rights of Way Improvement Plan** sets out Worcestershire's comprehensive approach to the management of Worcestershire's extensive Rights of Way networks, in line with the duty to prepare one placed on the County Council by the Countryside & Rights of Way Act 2000.

The Worcestershire **Transport Asset Management Plan** sets out the way in which Worcestershire Highways will manage Worcestershire's transport assets over the life of the LTP3 plan period.

The **Network Management Plan** sets out how Worcestershire will seek to optimise the efficiency of Worcestershire's transport networks, such that congestion and delay is minimised, in line with the Network Management Duty placed on the County Council by the Traffic Management Act 2004.

The **Sustainable Modes of Travel to School Plan** is a statutory requirement of the Education and Inspections Act 2006. It sets out how Worcestershire County Council will seek to encourage modal shift, by encouraging school children and their parents to consider more sustainable transport options for accessing education services. This mandatory plan draws from information from a number of the policies, including Smarter Choices, Walking and Public Realm, Cycling and Integrated Passenger Transport.

Assessment Documents

A number of mandatory assessments have been undertaken to underpin and validate the Worcestershire LTP3. These are set out below.

The **Strategic Environmental Assessment** scrutinises the LTP3 compendium documents to assess the likely environmental impacts of implementing the LTP3 over its proposed timeframe (from 2011 to 2026).

The **Health Impact Assessment** forms part of the Strategic Environmental Assessment, and considers the impact of delivering the LTP3 on public health over the plan period (2011 to 2026).

The **Equality Impact Assessment** considers the impact of delivering the LTP3 on ensuring Worcestershire County Council and partners maintain equality of opportunity for all residents, by taking into account the (sometimes specific) needs of minority groups.

The Strategic Delivery Programme

Overview

This section identifies Worcestershire County Council's proposed approach to the delivery of transport schemes in Worcestershire. This approach is necessarily strategic, as funding allocations for the short-term (next 5 years) and longer-term (next fifteen years) remain uncertain.

The Major Schemes

Major investment in Worcestershire's transport networks will be required if we are to both support the economy and address environmental targets. For example, through improved transport network efficiency, leading to more reliable journey times and reduced congestion.

Major schemes involve substantial investment (in excess of £5 million) in transport infrastructure and services and are designed to deliver commensurately large benefits to Worcestershire's economy, environment and quality of life. The scale of investment means that these major schemes cannot be funded solely through the Local Transport Plan process. Worcestershire will bid for funding from central government and the private sector to fund these schemes during the 15-year life of the Local Transport Plan. This recognises that investment in major schemes will deliver wider benefits to private and public sectors alike.

Over the fifteen year period of the LTP3, it is recognised that the economic, social, political and environmental landscape of Worcestershire will change. As such, major schemes will be identified in response to emerging circumstances. At this time, the major schemes being considered for inclusion within the LTP3 are shown in Table 1.11.

We will work with key partners to identify and deliver other major scheme projects in the medium and long term.

Table 1.11 – The Proposed LTP3 Major Schemes

MAJOR SCHEME	SCHEME STATUS	TIMESCALE
Evesham Abbey Bridge and Viaduct Major Scheme		
<p>The Evesham Abbey Bridge and Viaduct Major Scheme involves the complete replacement of the Abbey Bridge in Evesham and the viaduct which approaches it. This scheme will maintain, and potentially improve accessibility into Evesham Town Centre, ensuring this charming market town can continue to thrive.</p>	<p>OUTLINE DESIGN</p>	<p>SHORT - This scheme has been identified by the DfT as a potential major scheme to be taken forward during the Spending Review period (until 2014/15). This is subject to the performance of the business case and associated Expression of Interest which was submitted on 04/01/2011.</p>
Worcester Transport Strategy (Phase 1) Major Scheme		
<p>The Worcester Transport Strategy Major Scheme involves the delivery of an integrated package of inter-related transport measures specifically developed to support the performance of the economy and improve the local environment through (1) Maximising the efficiency of the existing transport network (2) Reducing congestion and transport costs (3) Improving access to markets, enabling businesses to better access their customers (4) Improving access between jobs and workers, supporting business growth (5) Reducing carbon emissions (6) Enabling greater participation in the Local Community through increased travel choice. This package represents Phase 1 of the Worcester Transport Strategy, and includes enhancements to highways, rail stations (in partnership with Network Rail and the Train Operating Companies), the public realm, cycling and walking improvements. This package will begin the process of significant enhancement of Worcester's transport network, to encourage economic growth, and improved environment and social wellbeing.</p>	<p>OUTLINE DESIGN</p>	<p>SHORT - This scheme has been identified by the DfT as a potential major scheme to be taken forward during the Spending Review period (until 2014/15). This is subject to the performance of the business case and associated Expression of Interest which was submitted on 04/01/2011.</p>

Worcestershire Parkway Major Scheme		
<p>The Worcestershire Parkway Major Scheme involves the development of a new parkway station at the intersection of the Bristol to Birmingham/North West/North East and the Worcester - London (Cotswolds Line) main line railways. This station would provide significantly improved direct access to national (inter-city express) rail services from Worcestershire, and provide significant opportunities for local economic growth.</p>	FEASIBILITY	MEDIUM
Kidderminster Transport Strategy Major Scheme		
<p>The Kidderminster Transport Strategy Major Scheme will be developed following detailed technical work to identify an integrated package of inter-related transport measures specifically targeted at supporting the performance of the local economy and improving the environment in Kidderminster and its hinterland. These measures will include a number of schemes as identified in the Wyre Forest Core Strategy, to support the ReWyre initiative to regenerate Kidderminster as a thriving centre of socio-economic activity.</p>	PRE-FEASIBILITY	MEDIUM
Redditch Transport Strategy Major Scheme		
<p>The Redditch Transport Strategy Major Scheme will be developed following detailed technical work to identify an integrated package of inter-related transport measures specifically targeted at supporting the performance of the local economy and improving the environment in Redditch and its hinterland. These measures will include a number of schemes to address issues identified in the Redditch Town Centre Strategy and in other locations around the town.</p>	PRE-FEASIBILITY	MEDIUM

Highways and Structures Maintenance

In line with the County's Transport Asset Management Plan, a more structured approach to the management of Worcestershire's transport asset is being implemented, bringing together a number of themes that define a robust asset management approach:

- *Strategic Approach: A continuous, systematic maintenance process*
- *Whole of Life: The life-cycle of an asset is fully taken into account*
- *Optimisation: Focussed on maximum benefits by balancing competing demands*
- *Resource Allocation: Needs are assessed to influence allocation of resources*
- *Customer Focus: Customer expectations are considered explicitly as part of the process.*
- *Integration (where practical) with the County's Capital Transport Improvement programme (LTP3)*

The introduction of LEAN engineering principles to Worcestershire County Council's Highways and Transport Asset Management has delivered excellent results from the Term Maintenance Contract. This has reduced actual costs which have led to optimised use of limited funding to repair and enhance our roads.

In addition to the Maintenance Block allocation (which is provided by the Department for Transport) Worcestershire County Council continues to invest its own resources in the maintenance programme, leading to a better maintained, higher quality highway network.

Following a very successful major project which saw £15 million of County Capital funding being invested in the Worcestershire's urban Unclassified roads (streets), a number of other projects have been given approval with implementation currently underway or planned for delivery in the short term. These further projects include:

- **£15 million Rural Road Initiative** – *An investment in the County's B, C and Unclassified rural road network. (2010/11 to 2012/13)*
- **£4 million Street Lighting Improvement** – *A project aimed at replacing the majority of the Worcestershire's aging concrete lighting columns (2010/11 to 2011/12)*
- **£9 million Drainage / Flood Alleviation Project** – *In response to the severe damage and disruption caused by the floods in 2007, a project aimed at the resolving highway drainage issues that have caused damage to property and severe disruption to the transportation network. (2009/10 to 2013/14)*

In 2009/10, the Department for Transport allocated additional funding to Worcestershire to enable detailed assessment of the County's structures to be undertaken. This was to ensure that data held was in line with the current code of practice and to assist in preparation of the Transport Asset Management Plan. This programme of assessment highlighted a number of structures that required urgent attention. A programme of works has been prepared, for which an increased proportion of maintenance funds will be required over the next two years to complete the required works. Now that this data has been collected, it will be possible to undertake planned works on these structures to systematically improve the quality of these assets throughout the LTP3 plan period.

The structures programme for 2011/12 includes the completion of two major maintenance schemes: **Ombersley and Talbot Bridges** [A449] and **Holt Fleet Bridge**, as well as the first phase of a maintenance programme to **Eckington Bridge** (listed monument), reconstruction of a retaining wall on the recently de-trunked **A456**, repainting of two major bridges (**Upton-upon-Severn** and **Powick New Bridge**), repairs to **Pershore New Bridge** and major repairs to **Teme Bridge in Tenbury**.

A programme of testing and inspection of post-tensioned bridges is taking place along with miscellaneous maintenance projects with a value of approximately £300,000 each year. Vehicle Restraint Systems (crash barriers) across Worcestershire will also be upgraded to meet current safety standards. Worcestershire County Council will spend its Department for Transport Maintenance allocation as follows in 2011/12:

Table 1.12 – Proposed Transport Maintenance Spend 2011/2012

Infrastructure Type	Worcestershire County Council Proposed Maintenance Spend (2011/2012)
Principal (A) Roads	£4.52m
B & C Class Roads	£2.25m (predominantly urban roads)
Unclassified Roads	£1.22m (predominantly urban roads)
Structures	£3.59m
Vehicle Restraint Systems	£0.57m

Achieving best value from available funds is the principal objective of our asset management teams. To this end, Worcestershire County Council has reorganised its highways and transport delivery teams so that capital and maintenance teams now work far more closely. This change will help to ensure that capital investment schemes are better integrated into Worcestershire's transport asset management programme, which will lead to improved spending efficiency.

The Packaged Approach to Delivery

As discussed elsewhere in this document, rather than delivering transport schemes in a piecemeal fashion, during the LTP3 plan period, Worcestershire County Council will seek to group transport schemes together as packages of investment. Packaging investments in a range of modes of transport generally delivers far greater benefits, and thus increases the value for money and business case for investment. It is vital, therefore, that schemes within each package are integrated such that benefits to the economy, environment and quality of life are maximised. This is critical in an era where Worcestershire will be required to compete for funding. Each of these packages will be incorporated with a broad area strategy. The three area strategies are identified below, together with the proposed transport investment packages.

Without contributions from alternative sources, including private sector contributions, many of the schemes and packages identified below will not be deliverable. It will be important, therefore, that the LTP3 is closely aligned with the relevant Local Development Plans and Core Strategies and that new developments are accompanied with appropriate investment in transport infrastructure and services, such that the Worcestershire economy, environment and quality of life are not undermined.

North East Worcestershire Transport Strategy

North East Worcestershire Area Profile

North East Worcestershire is made up of the largely rural District of Bromsgrove and the urban Borough of Redditch. The area lies on the southern edge of the West Midlands Conurbation but is separated by the Lickey Hills. The area benefits from good access to the National Strategic Highway Network, including the M42, A46 and M5. The A38, A456, A491, A448, A441 and A435, provided by the County Council, represent the primary local network in the area. The majority of the population (71%) lives in the towns of Bromsgrove and Redditch.

Traffic trends in North Worcestershire indicate that there has been a slight fall in the use of Highways Agency managed roads (Motorways), although the busiest section of Motorway in Worcestershire remains the section of the M5 between Junctions 4a and 5, which is located in North East Worcestershire. On the Worcestershire principal road network, traffic trends indicate a slight drop in traffic over the last couple of years. This may be as a result of the current economic climate.

There are a number of Air Quality Management Areas in North East Worcestershire: one at Hagley at the junction of the A456 and A491 and two around Bromsgrove, on the A38 at Stoke Heath and J1 of the M42, where the A38 crosses the motorway. There are also a number of borderline Air Quality Management Areas in and around Bromsgrove town.

The area benefits from a number of rail stations located at Hagley, Wythall, Barnt Green, Alvechurch, Bromsgrove and Redditch; the latter being the third busiest station (in terms of passenger numbers) in Worcestershire. These stations are generally served by local services which feed into the West Midlands Conurbation; however, the stations at Bromsgrove and Hagley have some services southbound into South Worcestershire and beyond. The main centres of Bromsgrove and Redditch have bus interchanges and the area is served by a bus network of prime, core and tributary routes, supported by community transport linking rural areas to Bromsgrove and Redditch. Recent usage trends indicate that the numbers of persons using North East Worcestershire's bus and rail services is steadily rising over time. In North East Worcestershire, 66% of residents drive to work, 9% of residents work from home, 9% of residents walk or cycle to work, 5% of residents catch the bus to work, 2% of residents take the train to work and the remaining 9% get to work by other means.

North East Worcestershire is relatively affluent; however, there are some areas of deprivation in the urban areas, namely the wards of Charford and Sidemoor in Bromsgrove, and the wards of Batchley, Matchborough, Church Hill, Winyates and Greenlands in Redditch. Areas of unemployment concern are also focussed on these deprived areas, with the highest concentrations of residents claiming Job Seekers Allowance located in Batchley, Church Hill, Winyates, Matchborough, Greenlands, Smallwood and Woodrow in Redditch and Charford in Bromsgrove. Despite the district's proximity to the West Midlands Conurbation, over 51% of people who live in the area, work in the area. The largest employment outflows are to Birmingham, Solihull and Stratford-upon-Avon.

The Borough of Redditch prides itself on having more trees than Sherwood Forest, and the District of Bromsgrove has a key objective to preserve the attractive, rural setting of the District. Both Redditch Borough Council and Bromsgrove District Council are currently preparing Core Strategies. The majority of the area is characterised as green belt land, and so initial indications suggest that future growth (in terms of new homes and business premises) will be focussed on existing urban areas; principally around Bromsgrove and Redditch.

North East Worcestershire Transport Achievements

Worcestershire County Council, Bromsgrove District Council and Redditch Borough Council have a strong track record of partnership working to deliver benefits to local residents. In North East Worcestershire, the following transport enhancements have been delivered amongst others:

- *Major investment in improving the condition of streets in North East Worcestershire as part of the £15 million urban unclassified road enhancement project.*
- *Complete refurbishment of Bromsgrove Bus Station*
- *Parking improvements around Bromsgrove Railway Station (amendments to traffic regulation orders)*
- *Redditch Evening Bus Services - A successful Taxibus service was delivered, providing safer evening services in deprived areas of Redditch. The scheme has grown rapidly and provided 20,000 passenger journeys in 2008. This service has since been subsumed into the commercial network, and is now provided with minimum subsidy*
- *Partnership working with Worcestershire Acute Hospitals Trust to improve access to Alexandra Hospital, Redditch*

North East Worcestershire Transport Challenges

Availability of public funding is expected to be limited, especially in the first five years of the Worcestershire LTP3. As such, the principal priority of Worcestershire County Council will be to ensure that best use is being made of existing transport infrastructure, by focussing on maintenance and enhancement schemes where a robust business case and funding can be identified. In each case, Worcestershire County Council will focus on those schemes which can be proven to deliver benefits in excess of their costs to the Worcestershire economy, environment and quality of life. In North East Worcestershire, the main challenges will be:

- *To enable and promote growth*
- *To relieve congestion*
- *To enhance transport network reliability and resilience*

To bring about improvements in these areas, proposed transport schemes will be grouped into the following packages:

- *Redditch Urban Package*
- *Bromsgrove Urban Package*
- *North East Worcestershire Rural Package*

The Redditch Urban Package

This package is expected to include (subject to definition):

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
R1	REDDITCH - Inner Ring Road Scheme	Major Scheme (DfT) / Developers	This proposed scheme would involve changes to the functionality of the Redditch Inner Ring Road, as identified in the Redditch Town Centre Strategy. The scheme will enhance the attractiveness of Redditch Town Centre and improve accessibility from the surrounding residential areas. This scheme is intended to support the expansion and development of the town centre. The scheme would need to be integrated with the other Redditch schemes to optimise the potential benefits.	HIGH	HIGH	High risk scheme associated with costs, funding and deliverability.	MEDIUM
R2	REDDITCH - Bordesley Bypass Scheme	Developers	This proposed scheme would involve the construction of a bypass around the hamlet of Bordesley, from south of Alvechurch to Redditch, completing the all-purpose dual carriageway road (A441) between Redditch and M42 Junction 2. As Redditch already benefits from dual carriageway access to the M42, further evidence would be required to confirm the scale of the additional journey time and reliability benefits and hence the extent to which this scheme would support the local economy and environment. Therefore, Worcestershire County Council consider that this scheme would not be deliverable without significant justification and funding being identified by developers.	HIGH	HIGH	High Risk Scheme associated with environment, costs and funding.	LONG

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
R3	REDDITCH - Windsor Rd/Middlehouse Lane, Junction Improvement Scheme	Maintenance	This proposed scheme would involve maintenance and upgrading of this busy junction to improve its efficiency. It is proposed that a MOVA intelligent traffic signal control system would be installed to improve capacity at this junction.	LOW	LOW	Low Risk Scheme	MEDIUM
R4	REDDITCH - Bromsgrove Rd/Plymouth Rd Junction Improvement Scheme	Major Scheme (DfT) / Developers / LTP	This proposed scheme would involve maintenance and upgrading of this busy junction to improve its efficiency. It is proposed that a MOVA intelligent traffic signal control system would be installed to improve capacity at this junction.	LOW	LOW	Low Risk Scheme	MEDIUM
R5	REDDITCH - Evesham Road Corridor Maintenance and Improvement Scheme	Major Scheme (DfT) / Developers	This proposed scheme would involve a comprehensive corridor-length programme of improvements to transport infrastructure on this critical urban route. This scheme will include major junction enhancements (in particular, at the Ran Tan roundabout), street furniture (including signage, lines and lighting) decluttering, replacement and enhancement.	HIGH	MEDIUM / HIGH	Risk associated with stakeholders, developers, funding and costs.	MEDIUM
R6	REDDITCH - Town Centre Interchange Enhancement Scheme	The Rail Industry / Major Scheme (DfT) / Developers / LTP / Bus, Taxi and Community Transport Operators	A proposed scheme to significantly enhance the quality of facilities for passengers and operators at Redditch Rail and Bus Stations, including the interchange link between the two facilities, signage and passenger information. The scheme would need to be integrated with the other Redditch schemes to optimise the potential benefits.	HIGH	MEDIUM	Risk associated with developers, funding and costs.	MEDIUM

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
R7	REDDITCH - Town Centre Public Realm Enhancement Scheme	Major Scheme (DfT) / Developers	A proposed scheme to enhance the public realm in Redditch Town Centre. This scheme would be integrated with the inner ring road scheme, rail/bus interchange enhancements, secure cycle parking improvements and smarter choices programme. The scheme would need to be integrated with the other Redditch schemes to optimise the potential benefits.	HIGH	HIGH	Risk associated with costs, funding and stakeholders	MEDIUM
R8	REDDITCH - Alexandra Hospital Bus Interchange Scheme	LTP / NHS / Developers / Regional Growth Fund / Major Scheme (DfT)	This scheme would involve the development of a multi-modal interchange (including improved waiting facilities and information systems for taxi/community transport/bus users and operators and car pick up and drop off facilities) at Redditch Alexandra Hospital. This scheme would also include measures to improve access to/from the hospital for taxis/community transport/buses. This improved access would be made available to emergency service vehicles, ensuring that ambulances would be able to avoid congestion <i>en route</i> to and from the hospital.	MEDIUM	MEDIUM	Risk associated with stakeholders, funding and developer support.	MEDIUM
R9	REDDITCH - Secure Cycle Parking (Radstation) Scheme	Developers / Major Scheme (DfT)	This proposed scheme would involve the provision of secure indoor cycle parking facilities in Redditch Town Centre, to make cycling more attractive by significantly reducing the incidence of cycle theft.	LOW	LOW	Risk associated with developer agreement.	SHORT
R10	REDDITCH - Subway Enhancement Scheme	LTP / Redditch Borough Council / Developers	This proposed scheme would involve improved pedestrian/cycle signage (and routes where justified) across the town together with associated public realm enhancements (such as lighting, tiling, surface improvements and landscaping).	MEDIUM	MEDIUM	Risk associated with technical issues, costs and funding.	SHORT

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
R11	REDDITCH - Traffic and Parking Management Study	LTP / Developers / Major Scheme (DfT)	This proposed study would involve a comprehensive multimodal review of capacity, pricing, network efficiency and infrastructure (including parking, signage and transport network reliability). This study would identify where to focus investment to improve the operation of the local transport network. This study would need to be refreshed periodically, to take into account changes in demand and progress with other schemes in Redditch.	LOW	LOW	Low Risk Scheme	SHORT
R12	REDDITCH Minor Transport Improvements Scheme	LTP / Developers / Sustrans	This programme is proposed to deliver minor complementary transport improvements to enhance safety, accessibility, information and travel choice. This scheme would be integrated with other schemes in Redditch.	LOW	LOW	Low Risk Scheme	SHORT

The Bromsgrove Urban Package

This package is expected to include (subject to definition):

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
BR1	BROMSGROVE New Station Scheme	The Rail Industry / LTP / CENTRO	This proposed scheme would involve the development of new station for Bromsgrove to the south of the existing site. This scheme would include the provision of a purpose built interchange building, new platforms, bus, taxi and community transport interchange facilities, up to 350 car parking spaces and would be fully	HIGH	MEDIUM	Risk associated with managing the impacts on local highway network,	SHORT

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
			accessible in compliance with the Disability Discrimination Act. The scheme will allow longer trains to call at the station (capacity is currently severely constrained) and is also an essential facilitator of the extension of the Cross-City Line South to Bromsgrove.			including parking.	
BR2	BROMSGROVE Eastern Bypass Enhancement Scheme (including AQMA Remediation)	Developers / LTP / Maintenance / Bromsgrove District Council	Traffic flows have increased significantly on the Bromsgrove Eastern Bypass over time. As a result, the whole corridor experiences congestion (particularly at peak times) and two Air Quality Management Areas (AQMA) have been declared at Stoke Heath and at Junction 1 of the M42. This proposed scheme would involve a package of enhancement measures, including major junction improvements and measures to improve accessibility to the railway station. This scheme would be integrated with other schemes in Bromsgrove.	HIGH	HIGH	Risk associated with costs, funding and stakeholders	LONG
BR3	BROMSGROVE Town Centre Public Realm Enhancement Scheme	LTP / Bromsgrove District Council / Developers	This proposed scheme would involve a package of Public Realm Enhancements in Bromsgrove Town Centre and would be integrated with other schemes in the area.	MEDIUM	MEDIUM	Risk associated with stakeholders, costs and funding.	SHORT

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
BR4	BROMSGROVE Traffic and Parking Management Study	LTP / Developers	This proposed study would involve a comprehensive multimodal review of capacity, pricing, network efficiency and infrastructure (including parking, signage and transport network reliability). This study would identify where to focus investment to improve the operation of the local transport network. This study would need to be refreshed periodically, to take into account changes in demand and progress with other schemes in Bromsgrove.	LOW	LOW	Low Risk Scheme	SHORT
BR5	BROMSGROVE Minor Transport Improvements Scheme	LTP / Developers / Sustrans	This programme is proposed to deliver minor complementary transport improvements to enhance safety, accessibility, information and travel choice. The scheme will be integrated with other schemes in Bromsgrove.	LOW	LOW	Low Risk Scheme	SHORT

The North East Worcestershire Rural Package

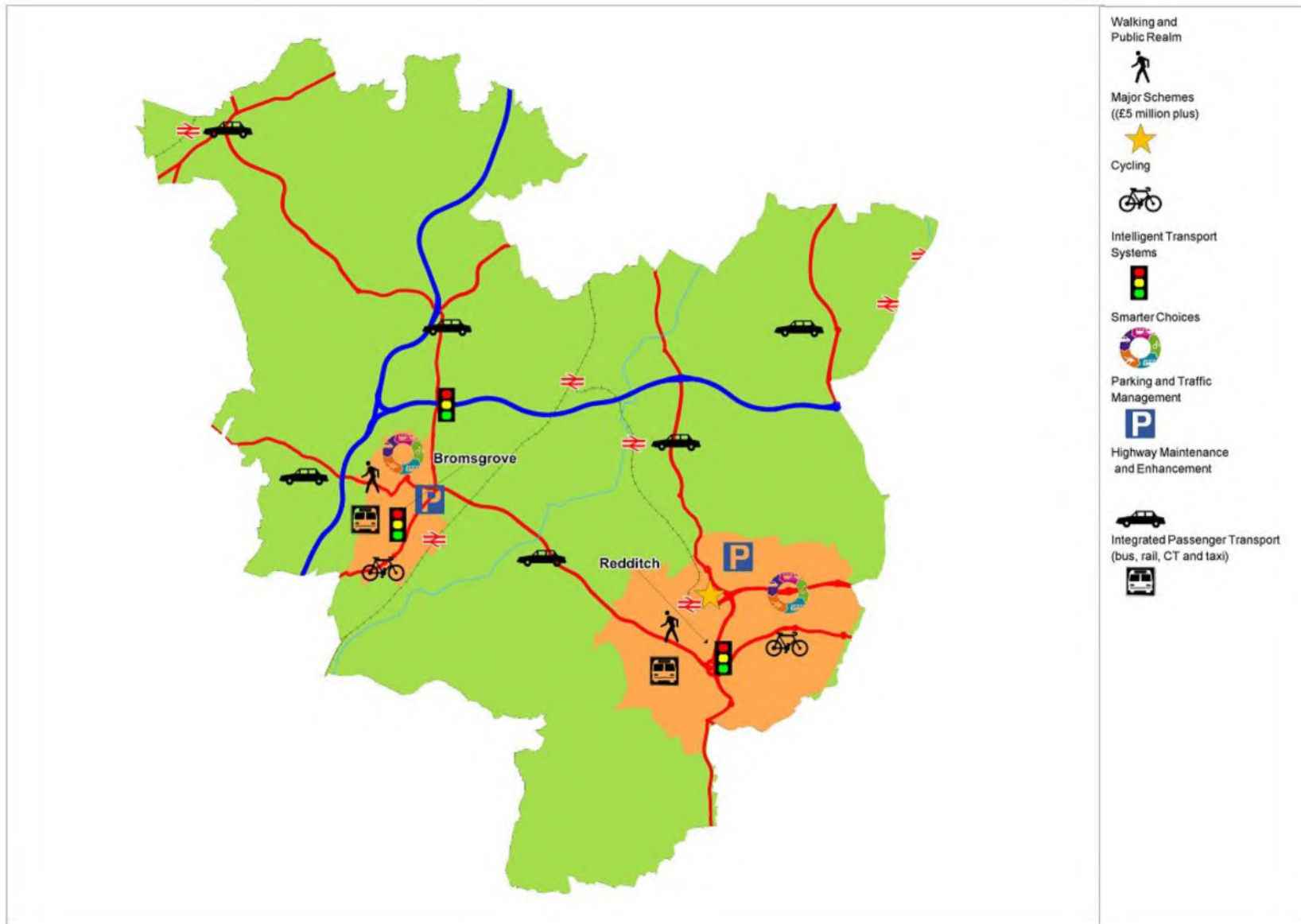
This package is expected to include (subject to definition):

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
NE1	A38 WYCHBOLD - BROMSGROVE - COFTON HACKETT (Birmingham) Interurban Corridor	Maintenance / LTP / Developers	This proposed scheme would involve a comprehensive corridor-length programme of improvements to transport infrastructure on this critical inter-urban route. This scheme will include junction enhancements, street furniture (including signage, lines and lighting)	MEDIUM	MEDIUM	Risk associated with technical issues, costs and funding.	SHORT

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
	Maintenance and Improvement Scheme		decluttering, replacement and enhancement.				
NE2	A448 BROMSGROVE to REDDITCH Interurban Corridor Maintenance and Improvement Scheme	Maintenance / LTP / Developers	This proposed scheme would involve a comprehensive corridor-length programme of improvements to transport infrastructure on this critical inter-urban route. This scheme will include junction enhancements, street furniture (including signage, lines and lighting) decluttering, replacement and enhancement.	MEDIUM	MEDIUM	Risk associated with technical issues, costs and funding.	MEDIUM
NE3	A441 REDDITCH to HOPWOOD Interurban Corridor Maintenance and Improvement Scheme	Maintenance / LTP / Developers	This proposed scheme would involve a comprehensive corridor-length programme of improvements to transport infrastructure on this critical inter-urban route. This scheme will include junction and pavement enhancements, street furniture (including signage, lines and lighting) decluttering, replacement and enhancement.	MEDIUM	MEDIUM	Risk associated with technical issues, costs and funding.	MEDIUM
NE4	A435 REDDITCH to Maypole Roundabout Interurban Corridor Maintenance and Improvement Scheme	Maintenance / LTP / Developers	This proposed scheme would involve a comprehensive corridor-length programme of improvements to transport infrastructure on this critical inter-urban route. This scheme will include junction enhancements, street furniture (including signage, lines and lighting) decluttering, replacement and enhancement.	MEDIUM	MEDIUM	Risk associated with technical issues, costs and funding.	MEDIUM
NE5	HAGLEY - Hagley Station Enhancement	The Rail Industry / Developers /	This proposed scheme would involve improvements to the passenger facilities and information at Hagley Station, including the	LOW	LOW	Low risk to WCC, however, risk	SHORT

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
	Scheme	LTP	provision of Disabled Discrimination Act compliant access to the Birmingham-bound platform, new passenger shelters, refurbishment of existing station buildings and facilities and further real time information display boards.			lies with rail industry	
NE6	WYTHALL - Wythall Station Enhancement Scheme	The Rail Industry / Developers	This proposed scheme would involve the refurbishment of station buildings and station facilities, together with the provision of a small car park at the Station site.	LOW	LOW	Low risk to WCC, however, risk lies with rail industry and developer funding	SHORT
NE7	HAGLEY - AQMA Remediation Scheme	Developer / Maintenance / Bromsgrove District Council	This proposed scheme could involve changing the way traffic flows through the village of Hagley using a variety of measures, to manage traffic flow and mitigate the designated Air Quality Management Area (AQMA).	MEDIUM	HIGH	Risk associated with technical issues and deliverability	MEDIUM
NE8	ALVECHURCH - Alvechurch Station Enhancement Scheme	The Rail Industry / Developers / LTP	This proposed scheme would involve the resurfacing of the car park facility at Alvechurch Station, including the provision of secure cycle and motorcycle parking.	LOW	LOW	Risk associated with costs and funding	MEDIUM
NE9	BARNT GREEN to REDDITCH Rail Line Enhancement Scheme	The Rail Industry	This proposed scheme involves the development of a passing loop and associated signalling improvements to enhance capacity on the line, enabling increased rail services between Redditch and West Midlands destinations.	HIGH	LOW	Risk associated with costs and funding	SHORT TO MEDIUM

Figure 1.4 - Plan Showing Indicative Investment Proposals in North East Worcestershire



South Worcestershire Transport Strategy

South Worcestershire Area Profile

The area of South Worcestershire is made up of the rural districts of Malvern Hills and Wychavon, and the City of Worcester. There are two Areas of Outstanding Natural Beauty; the Malvern Hills to the west and the Cotswolds to the south and east. This whole area is focussed on Worcester as the main location of services and facilities, and a major hub for transport, providing connections to the West Midlands, the South West, the rest of the United Kingdom and international destinations, via Birmingham International Airport in particular.

Approximately 286,400 live in South Worcestershire, distributed as follows: 116,700 in Wychavon, 94,700 in Worcester and 75,000 in Malvern Hills. The majority of the population live in the urban areas, including Droitwich Spa, Evesham, Great Malvern, Pershore, Tenbury Wells, Upton-upon-Severn and Worcester City. Approximately 70% of Worcester City residents live and work within the city. In comparison a lower percentage of Malvern Hills (59%) and Wychavon (59%) residents work in their home districts, signifying higher levels of longer-distance commuting to Bromsgrove District, the Wyre Forest District, Herefordshire, Warwickshire and Birmingham.

Both Wychavon and Malvern Hills have an ageing population structure with higher proportions of their residents over retirement age than in Worcester (27% and 24.5% compared with 17.5%), while Worcester has a greater concentration of working age residents (64%). This trend is forecast to continue over the LTP3 period, which has implications for transport provision.

The area benefits from good access to the National Strategic Highway Network, including the M5, M50, and A46. The A38, A44, A4440, A422, A449, A443 and A4103 and A4104, provided by the County Council, represent the primary local highway network in the area. Some of the busiest roads in the county are located in South Worcestershire and in particular in and around Worcester City. The busiest section of the A-road network is the A44 Worcester Bridge in the City Centre, with around 37,000 vehicles per day. This level of demand has led to peak period congestion, journey time unreliability, environmental issues and the designation of Air Quality Management Areas in Worcester (Dolday/Bridge Street, Lowesmoor, Newtown Road and St John's), with a number of other parts of the city demonstrating deteriorating air quality.

Traffic trends in South Worcestershire indicate that there has been a slight fall in use of Highways Agency managed roads (Motorways), although the busiest motorway junctions in the county are located in South Worcestershire (M5 Junctions 5, 6 and 7). Traffic flows on the A-road network have remained fairly stable across South Worcestershire, although congestion and journey time unreliability remains a problem.

The area benefits from a number of rail stations located in all the major urban areas, with the exception of Upton-upon-Severn and Tenbury Wells. There are reasonably frequent services between Great Malvern, Worcester, Droitwich Spa and the West Midlands conurbation and there are approximately 12 – 15 daily services between London and Worcester/Great Malvern. There is an infrequent service between Worcester and Cheltenham and no direct access to Arriva Cross Country services (operating between the North East/East Midlands, Birmingham and the South West/South Wales). This lack of strategic rail accessibility directly impacts on Worcestershire's competitiveness as a place to do business. Despite this, rail demand across South Worcestershire stations grew by over 25% over the LTP2 period (2006-2010), with nearly 3.7 million passengers during 2008/09.

The bus network in South Worcestershire is made up of urban networks in Worcester (and to a far lesser extent Great Malvern, Droitwich Spa, Pershore and Evesham), interurban routes and rural routes. These are supplemented by education travel routes and community transport services. Nearly 6.5 million passengers used South Worcestershire bus services during 2008/09 with an encouraging 8% increase in demand over the LTP2 period.

In South Worcestershire, 69% of residents drive to work, 11% of residents work from home, 14% of residents walk or cycle to work, 3% of residents catch the bus to work, 1% of residents take the train to work and the remaining 2% get to work by other means. However, this overall figure masks some major differences between the rural areas of Malvern Hills District and Wychavon District and the City of Worcester, as shown in Table 1.11.

Table 1.11 – Journey-to-Work Mode Shares in South Worcestershire

Mode of Travel to Work	Malvern Hills %	Worcester %	Wychavon%
Work at Home	14%	8%	12%
Train	2%	1%	1%
Bus	2%	5%	2%
Motorcycle, scooter or moped	1%	1%	1%
By Car	70%	65%	72%
Walking / Cycling	11%	19%	11%
Other	1%	1%	1%
TOTAL	100%	100%	100%

South Worcestershire is a relatively affluent area. However, there are some areas of deprivation located principally in Worcester City (Warndon, Tolladine, Gorse Hill, Rainbow Hill and Dines Green) but also in Great Malvern (Pound Bank), Droitwich Spa (the Westlands Estate), and in parts of Evesham. Unemployment is also focussed on these deprived areas, with the highest concentrations of residents claiming Job Seekers Allowance located in Worcester City.

Transport Achievements in South Worcestershire

Worcestershire County Council, Malvern Hills District Council, Worcester City Council and Wychavon District Council have a strong track record of partnership working to deliver benefits to local residents. In South Worcestershire, the following transport enhancements have been delivered amongst others:

- *Major investment in improving the condition of streets in South Worcestershire as part of the £15 million urban unclassified road enhancement project.*

- *Refurbishment of Evesham High Street (2010) – Incorporating public realm enhancements, street lighting, street furniture and street trees*
- *Refurbishment of Pershore High Street (2008) – Incorporating public realm enhancements, street lighting and street furniture, ensuring that Pershore retains its cherished 'Market Town' status*
- *The Diglis Bridge and Riverside Enhancement Scheme (2010) – A walking and cycling bridge over the River Severn to the south of Worcester City Centre and upgrade and enhancement of the path network along and to the River Severn in Worcester City Centre*
- *The Sixways Coachway and Park and Ride Site (2009) – This project delivered a Coachway and Park and Ride facility adjacent to the Worcester Warriors Sixways Stadium. Sixways Park and Ride site is currently relieving pressure on the Worcestershire Royal Hospital site, and providing an attractive Coachway for Worcester, significantly increasing the amount of coach services that stop there. It is proposed (subject to the approval of the Worcester Transport Strategy Major Scheme Bid) to develop improved infrastructure to enable a fast and reliable service between the Park and Ride site, Worcestershire Royal Hospital, the Shrub Hill employment area and the City Centre in future.*
- *The Worcestershire Acute Hospitals Accessibility Study – This project, in partnership with the Worcestershire Acute Hospitals Trust, involved an intensive assessment of accessibility by all modes of transport to the Worcestershire Royal Hospital site. It identified a number of potential transport-related improvements to enhance accessibility to the site.*

Transport Challenges in South Worcestershire

Availability of public funding is expected to be limited, especially in the first five years of the Worcestershire LTP3. As such, the principal priority of Worcestershire County Council will be to ensure that best use is being made of existing transport infrastructure, by focussing on maintenance and enhancement schemes where a robust business case and funding can be identified. In each case, Worcestershire County Council will focus on those schemes which can be proven to deliver benefits in excess of their costs to the Worcestershire economy, environment and quality of life. In South Worcestershire, the main challenges will be:

- *To relieve congestion*
- *To enhance access*
- *To enable and promote growth*

To bring about improvements in these areas, proposed transport schemes will be grouped into the following packages:

- *Worcester Urban Package*
- *Droitwich Spa Urban Package*
- *Great Malvern Urban Package*
- *Tenbury Wells Package*
- *Upton Upon Severn Package*

- *South Worcestershire Rural Package*

The Worcester Urban Package

This package is expected to include (subject to definition):

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
W1	WORCESTER - Foregate Street Station Enhancement Scheme	The Rail Industry / Developers / LTP / Major Scheme (DfT) / Worcester City Council	Worcester Foregate Street Station is currently the busiest station in Worcestershire (1.5million passengers per annum - 22% of Worcestershire's rail users). Unfortunately, the station is currently in a poor state of repair and is not compatible with its important role as a gateway to Worcester City. This proposed scheme would significantly improve the passenger facilities and information at Foregate Street Station and the quality of the interchange with other transport modes. This would enable it to better fulfil its role as Worcester's principal railway station.	MEDIUM	LOW	Risk associated with funding, costs and planning issues.	SHORT
W2	WORCESTER - Shrub Hill Station Enhancement Scheme	Developers / The Rail Industry / Major Scheme (DfT) / Worcester City Council	Worcester Shrub Hill is currently underused, however, it has significant potential to perform a stronger role as a major transport interchange for Worcester, improving accessibility and attractiveness to business and visitors and encouraging economic growth. This proposed scheme would improve the quality of infrastructure and facilities at Worcester Shrub Hill Station, to enable it to perform a stronger role as a major transport interchange in Worcester.	MEDIUM	LOW	Risk associated with funding, costs and planning issues.	SHORT

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
W3	WORCESTER - North (Junction 6) M5 Enhancement Scheme	Regional Growth Fund / Developer / HA/LTP/ Maintenance	A proposed scheme to improve the capacity of M5 Junction 6. This scheme will include enhancements to both the junction and the approaches, together with the provision of the Sixways sustainable transport link. This scheme could increase the efficiency of the operation of M5 Junction 6 and divert bus and coach movements away from this busy junction.	MEDIUM	MEDIUM	Risk associated with stakeholders , costs and funding.	SHORT
W4	WORCESTER - Junction Enhancements on the Southern Link Road	Major Scheme (DfT) / Developers / LTP	This proposed scheme includes enhancements to the Ketch and Norton junctions and their approaches on the Worcester Southern Link Road. The scheme would increase the capacity of the Southern Link Road and deal with current congestion and journey reliability problems.	HIGH	MEDIUM	Risk associated with stakeholders , costs and funding.	SHORT
W5	WORCESTER - A4440 Whittington Junction Minor Enhancement Scheme	Developers / LTP	A proposed scheme to improve capacity of Whittington Junction on the Worcester Southern Link Road. This scheme would include enhancements to both the junction and the approaches and will increase the capacity of the Southern Link Road and deal with current congestion and journey reliability problems.	MEDIUM	MEDIUM	Risk associated with costs, funding and developers	SHORT
W6	WORCESTER - B4550 Blackpole Rd/ Cotswold Way Junction Enhancement Scheme	Maintenance / LTP / Developers	This proposed scheme would involve maintenance and upgrading of this busy junction to improve its efficiency. It is proposed that a MOVA intelligent traffic signal control system would be installed to improve capacity at this junction.	LOW	LOW	Low Risk Scheme	MEDIUM

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
W7	WORCESTER - Worcester Shrub Hill and Lowesmoor Area Maintenance and Improvement Scheme	Maintenance/ Developers / LTP / Major Scheme (DfT)	This proposed scheme would involve a comprehensive corridor-length programme of improvements to transport infrastructure on this critical urban route. This scheme will include junction and traffic signals enhancements and (street furniture (including signage, lines and lighting) decluttering, replacement and enhancement and improved information systems.	MEDIUM	MEDIUM	Risk associated with stakeholders , costs, funding and developers.	SHORT
W8	WORCESTER - Arterial Route Maintenance and Improvement Scheme	Maintenance/ Developers / LTP / Major Scheme (DfT)	This proposed scheme would involve a comprehensive programme of improvements to transport infrastructure on Worcester's critical arterial routes. This scheme will include junction and traffic signals enhancements, street furniture (including signage, lines and lighting) decluttering, replacement and enhancement and improved information systems.	MEDIUM	MEDIUM	Risk associated with stakeholders , costs, funding and developers.	SHORT
W9	WORCESTER - City Centre Loop (City Walls Road/ Cathedral Square/Deansway) Corridor Maintenance and Improvement Scheme	Maintenance/ Developers / LTP / Major Scheme (DfT)	This proposed scheme would involve a comprehensive programme of improvements to transport infrastructure and public realm along this critical city centre section of the transport network. This scheme will include junction and signalling enhancements, street furniture (including signage, lines and lighting) decluttering, replacement and enhancement, improvements to walk and cycle infrastructure and passenger transport infrastructure and information.	MEDIUM	MEDIUM	Risk associated with stakeholders , costs, funding and developers.	SHORT

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
W10	WORCESTER - Traffic and Parking Management Study	LTP / Developers	This proposed study would draw on the results of the detailed assessment of the performance of Worcester's transport network covering all modes of transport and including parking, signage and transport network reliability. This will identify where to focus further investment to improve the operation of the local transport network. This study will need to be refreshed periodically, to take into account changes in demand and progress with the Worcester Transport Strategy and associated schemes.	SHORT	LOW	Low Risk Scheme	SHORT
W11	WORCESTER - City Secure Cycle Parking (Radstation) Scheme	Developers / Major Scheme (DfT) / LTP	This proposed scheme would involve the provision of secure indoor cycle parking facilities in Worcester City Centre, to make cycling more attractive by significantly reducing the incidence of cycle theft.	LOW	LOW	Risk associated with developer agreement.	SHORT
W12	WORCESTER - Minor Transport Improvements Scheme	LTP / Developers / Sustrans	This programme is proposed to deliver a range of minor complementary transport improvements to enhance safety, accessibility, information and travel choice.	LOW	LOW	Low Risk Scheme	
W13	WORCESTER - Ketch Park and Ride Site	Developers / LTP	This scheme would involve the development of a Park and Ride site close to the Ketch junction of the Worcester Southern Link Road. It would provide a Park and Ride alternative to access Worcester for residents of the rural areas to the south of Worcester City, as well as residents of any new developments that are approved in the	MEDIUM	MEDIUM	Risk associated with costs, funding, developers and stakeholders	SHORT

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
			local area. This scheme would be essential to ensure that Bath Road does not become congested as a result of increased local development.				
W14	WORCESTER - Crown East (West of Worcester) Park and Ride Site	Developers/ LTP / New Growth Point Fund	This scheme would involve the development of a purpose built Park and Ride site at Crown East, to the west of the City of Worcester. It would provide a Park and Ride alternative to access Worcester for residents of the rural areas to the west of Worcester City, as well as residents of any new developments that are approved in the local area. This scheme would be essential to ensure that Bromyard Road does not become congested as a result of increased local development.	MEDIUM	MEDIUM	Risk associated with stakeholders	SHORT
W15	WORCESTER - North West Link Road Scheme	To be defined	This scheme would involve the development of a new link road to connect the A4440 (Southern Link Road)/A44 at Crown East with the A449 at Claines, thereby completing the ring road around Worcester. This scheme has significant costs (approximately £150 million, including contingency and allowance for risk) and risks (including environmental impacts). These issues impact upon the fundability and deliverability of the scheme in the short term. As such it is a medium - long term LTP3 aspiration. Worcestershire County Council will continue to seek ways to fund the scheme during the LTP3	HIGH	HIGH	Risk attributed to costs, funding and stakeholder support.	LONG

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
			Plan period.				
W16	WORCESTER - Southern Link Road Improvements Scheme	To be defined	This scheme would involve the dualling of the Worcester Southern Link Road, from Powick Hams to M5 Junction 7. It would involve the development of a new bridge adjacent the existing Carrington Bridge and the replacement of the railway bridge over the Southern Link Road. This scheme has significant costs (approximately £80 million, including contingency and allowance for risk) and risks (including environmental impacts). These issues impact upon the fundability and deliverability of the scheme in the short term. As such it is a medium - long term LTP3 aspiration.	HIGH	HIGH	Risk attributed to costs, funding and stakeholder support.	LONG
W17	WORCESTER - Rail Capacity Improvement Scheme	The Rail Industry	This proposed scheme would involve upgrading rail signalling and junctions in Worcester. This scheme would include the removal of single track operations, enhancing capacity and improving reliability of rail services across South Worcestershire. This scheme cannot be delivered or funded by Worcestershire County Council, as the scheme is located wholly within Network Rail's asset base. Worcestershire County Council will continue to lobby the rail industry to not only upgrade rail signalling, but also across all the railway lines in Worcestershire, to improve rail service punctuality and reliability.	HIGH	LOW	Low Risk Scheme (to WCC)	LONG

The Droitwich Spa Urban Package

This package is expected to include (subject to definition):

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
D1	DROITWICH SPA - Town Centre Public Realm Enhancement Scheme	LTP / Wychavon District Council / Developers	This proposed scheme would involve a package of Public Realm Enhancements in Droitwich Spa Town Centre.	MEDIUM	MEDIUM / HIGH	Risk associated with stakeholders and costs	MEDIUM
D2	DROITWICH SPA - Railway Station Enhancement Scheme	The Rail Industry / LTP / Developers	This proposed scheme would include provision of improved waiting facilities for passengers, secure parking facilities for motorcycles/cycles, improved pick up and drop off facilities (cars, taxis and community transport) and accessibility enhancements to walk and cycle links between the station, the town centre and the residential catchment area.	LOW	LOW	Low risk to WCC, however, risk lies with rail industry	SHORT
D3	DROITWICH SPA - Subway Enhancement Scheme	LTP / Wychavon District Council / Developers	This proposed scheme would involve improved pedestrian/cycle signage (and routes where justified) across the town together with associated public realm enhancements (such as lighting, tiling, surface improvements and landscaping).	MEDIUM	MEDIUM	Risk associated with stakeholders, developers, funding and costs.	MEDIUM
D4	DROITWICH SPA - Traffic and Parking Management	LTP / Developers	This proposed study would involve a comprehensive multimodal review of capacity, pricing, network efficiency and infrastructure (including parking, signage and transport network reliability). This study would identify where to	LOW	LOW	Low Risk Scheme	SHORT

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
	Study		focus investment to improve the operation of the local transport network. This study would need to be refreshed periodically, to take into account changes in demand and progress with other schemes in Droitwich Spa.				
D5	DROITWICH SPA - Minor Transport Improvements Scheme	LTP / Developers / Sustrans	This programme is proposed to deliver minor complementary transport improvements to enhance safety, accessibility, information and travel choice.	LOW	LOW	Low Risk Scheme	SHORT

The Great Malvern Urban Package

This package is expected to include (subject to definition):

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
M1	MALVERN - Great Malvern Town Centre Public Realm Enhancement Scheme	LTP / Developers / Malvern Hills District Council	This proposed scheme would involve a package of Public Realm Enhancements in Great Malvern Town Centre.	MEDIUM	MEDIUM	Risk associated with stakeholders , costs and funding.	LONG

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
M2	MALVERN - Malvern Link Worcester Road (A449) Maintenance and Improvement Scheme	LTP / Developers / Malvern Hills District Council	This proposed scheme would involve a package of public realm enhancements for Malvern Link Shopping Area, including decluttering of streetscene, maintenance and replacement of street furniture and surfacing (where a need is identified) and upgrade of traffic signals at the junction of Worcester Road and Pickersleigh Avenue/Richmond Road.	LOW	LOW	Low Risk Scheme	SHORT
M3	MALVERN - Malvern Link Station Enhancement Scheme	The Rail Industry / Major Scheme (DfT) / Developers	This proposed scheme would improve the passenger facilities and information at Malvern Link Station and would include improved interchange between modes. It would include refurbishment of existing station buildings and facilities and further real time information display boards. The improvements would complement those proposed for Worcester Foregate Street Station and would improve the quality of rail for journeys along the A449 corridor (with consequent benefits in terms of traffic congestion and carbon emissions).	LOW	LOW	Risk associated with funding bid	SHORT
M4	MALVERN - Traffic and Parking Management Study	LTP / Developers	This proposed study would involve a comprehensive multimodal review of capacity, pricing, network efficiency and infrastructure (including parking, signage and transport network reliability). This study would identify where to focus investment to improve the operation of the local transport network. This study would need to be refreshed periodically, to take into	LOW	LOW	Low Risk Scheme	SHORT

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
			account changes in demand and progress with other schemes in Malvern.				
M5	MALVERN - Minor Transport Improvements Scheme	LTP / Developers / Sustrans	This proposed programme is proposed to deliver minor complementary transport improvements to enhance safety, accessibility, information and travel choice.	LOW	LOW	Low Risk Scheme	SHORT

The Tenbury Wells Package

This package is expected to include (subject to definition):

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
T1	TENBURY WELLS - Town Centre Public Realm Enhancement Scheme	LTP / Developers / Malvern Hills District Council	A proposed package of public realm enhancements for Tenbury Wells Town Centre, including decluttering of unnecessary street furniture, drainage improvements (where a need is identified). This scheme would include major enhancements to Tenbury Bridge (cleaning, repainting and strengthening) and the provision of a new footbridge over the Kyre Brook to improve access to the Town Centre.	LOW	LOW	Low Risk Scheme	SHORT

The Upton-upon-Severn Urban Package

This package is expected to include (subject to definition):

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
U1	UPTON-UPON-SEVERN - Town Centre Public Realm Enhancement Scheme	LTP / Developers / Malvern Hills District Council	A proposed package of public realm enhancements for Upton-on-Severn Town Centre, including decluttering of unnecessary street furniture, drainage improvements (where a need is identified). This scheme would include cleaning and repainting of Upton Bridge.	MEDIUM	MEDIUM	Risk associated with stakeholders , developers, costs and funding.	MEDIUM

The South Worcestershire Rural Package

This package is expected to include (subject to definition):

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
SW1	A44 WORCESTER - PERSHORE - EVESHAM Inter-urban Corridor Maintenance and Improvement Scheme	LTP / Developers / Maintenance	This proposed scheme would involve a comprehensive corridor-length programme of improvements to transport infrastructure on this critical inter-urban route. This scheme will include junction enhancements, street furniture (including signage, lines and lighting) decluttering, replacement and enhancement. This scheme includes major investment in Pinvin Crossroads and junction, to improve the capacity and operation of this facility.	MEDIUM	MEDIUM	Risk associated with technical issues, costs and funding.	SHORT

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
SW2	A443/A4133 TENBURY WELLS – WORCESTER (M5) Inter-urban Corridor Maintenance and Improvement Scheme	LTP / Developers / Maintenance	This proposed scheme would involve a comprehensive corridor-length programme of improvements to transport infrastructure on this critical inter-urban route. This scheme will include junction enhancements, street furniture (including signage, lines and lighting) decluttering, replacement and enhancement.	MEDIUM	MEDIUM	Risk associated with technical issues, costs and funding.	MEDIUM
SW3	A449/A4440 MALVERN – WORCESTER (M5 Junction 7) Inter-urban Corridor Maintenance and Improvement Scheme	LTP / Developers / Maintenance Sustrans	This proposed scheme would involve a comprehensive corridor-length programme of improvements to transport infrastructure on this critical inter-urban route. This scheme will include junction enhancements, street furniture (including signage, lines and lighting) decluttering, replacement and enhancement, as well as the provision of an off-road walking and cycling route along the A449 between Worcester and Malvern.	MEDIUM	MEDIUM	Risk associated with technical issues, costs and funding.	MEDIUM
SW4	A38 WORCESTER - DROITWICH SPA - WYCHBOLD Inter-urban Corridor Maintenance and Improvement Scheme	LTP / Developers / Maintenance	This proposed scheme would involve a comprehensive corridor-length programme of improvements to transport infrastructure on this critical inter-urban route. This scheme will include junction enhancements, street furniture (including signage, lines and lighting) decluttering, replacement and enhancement.	MEDIUM	MEDIUM	Risk associated with technical issues, costs and funding.	MEDIUM
SW5	A422 WORCESTER to Alcester Inter-urban Corridor Maintenance and	LTP / Developers / Maintenance	This proposed scheme would involve a comprehensive corridor-length programme of improvements to transport infrastructure on this critical inter-urban route. This scheme will	MEDIUM	MEDIUM	Risk associated with technical	MEDIUM

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
	Improvement Scheme		include junction enhancements, street furniture (including signage, lines and lighting) decluttering, replacement and enhancement.			issues, costs and funding.	
SW6	EVESHAM - B4035 Port St/Waterside Junction Enhancement (AQMA Remediation) Scheme	Developers / Maintenance	This proposed scheme would involve maintenance and upgrading of this busy junction to improve its efficiency. It is proposed that a MOVA intelligent traffic signal control system would be installed to improve capacity at this junction.	LOW	LOW	Risk associated with need to integrate with Abbey Bridge Scheme	SHORT
SW7	EVESHAM - A4184 Cheltenham Rd/Davies Rd, Junction Enhancement Scheme	Developers / Maintenance	This proposed scheme would involve maintenance and upgrading of this busy junction to improve its efficiency. It is proposed that a MOVA intelligent traffic signal control system would be installed to improve capacity at this junction.	LOW	LOW	Risk associated with need to integrate with Abbey Bridge Scheme	SHORT
SW8	PERSHORE Station Enhancement Scheme	The Rail Industry / Developers / LTP / Maintenance	This proposed scheme would improve the passenger facilities and information at Pershore Station and would include the provision of new passenger shelters, passenger information, secure cycle and motorcycle parking and car parking enhancements to complement investment by Network Rail and First Great Western in new facilities.	MEDIUM	LOW	Risk associated with costs, funding and stakeholders	MEDIUM
SW9	UPTON-UPON-SEVERN to MALVERN Cycle Route (along	Sustrans / Developers / LTP / Malvern Hills District	This proposed scheme involves the development of a direct off-road walking and cycling route between Upton-upon-Severn and Malvern using a former railway line. This would	MEDIUM	MEDIUM	Risk associated with funding,	MEDIUM

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
	former rail line)	Council	link a number of trip attractors and provide a short, attractive route for cyclists and pedestrians between Malvern and Upton-upon-Severn.			costs and environmental issues.	
SW10	South Worcestershire - Minor Transport Improvements Scheme	LTP / Developers / Sustrans	` This programme is proposed to deliver minor complementary transport improvements to enhance safety, accessibility, information and travel choice. The scheme will be integrated with other schemes in South Worcestershire.	LOW	LOW	Low Risk Scheme	SHORT
SW11	WORCESTER to BROADHEATH (incorporating Waterworks Walk/Cycle Bridge) - Rights of Way Enhancement Scheme	LTP / Developers	This proposed scheme would involve the development of a traffic free walking and cycling route between Broadheath and Worcester City Centre. This scheme would involve enhancement of existing bridleways and the development of a Waterworks Pedestrian and Cycle Bridge from Gheluvelt Park to Henwick with supportive pedestrian and cycle infrastructure, including a surfaced river path on the east bank of Severn between the new bridge and Sabrina Walk/Cycle Bridge in Worcester City Centre.	LOW	LOW	Low Risk Scheme	LONG
SW12	HARTLEBURY Station Enhancement Scheme	The Rail Industry / Developers	A proposed scheme to enhance the quality of facilities at Hartlebury Station, to promote increased use. The business case for investment in this station must be confirmed. However, Worcestershire County Council may be minded to consider a scheme in future, subject to investment by the rail industry in increased stopping services and improved infrastructure,	HIGH	LOW	Low Risk Scheme - Risk would sit with the Rail Industry who would manage the project.	LONG

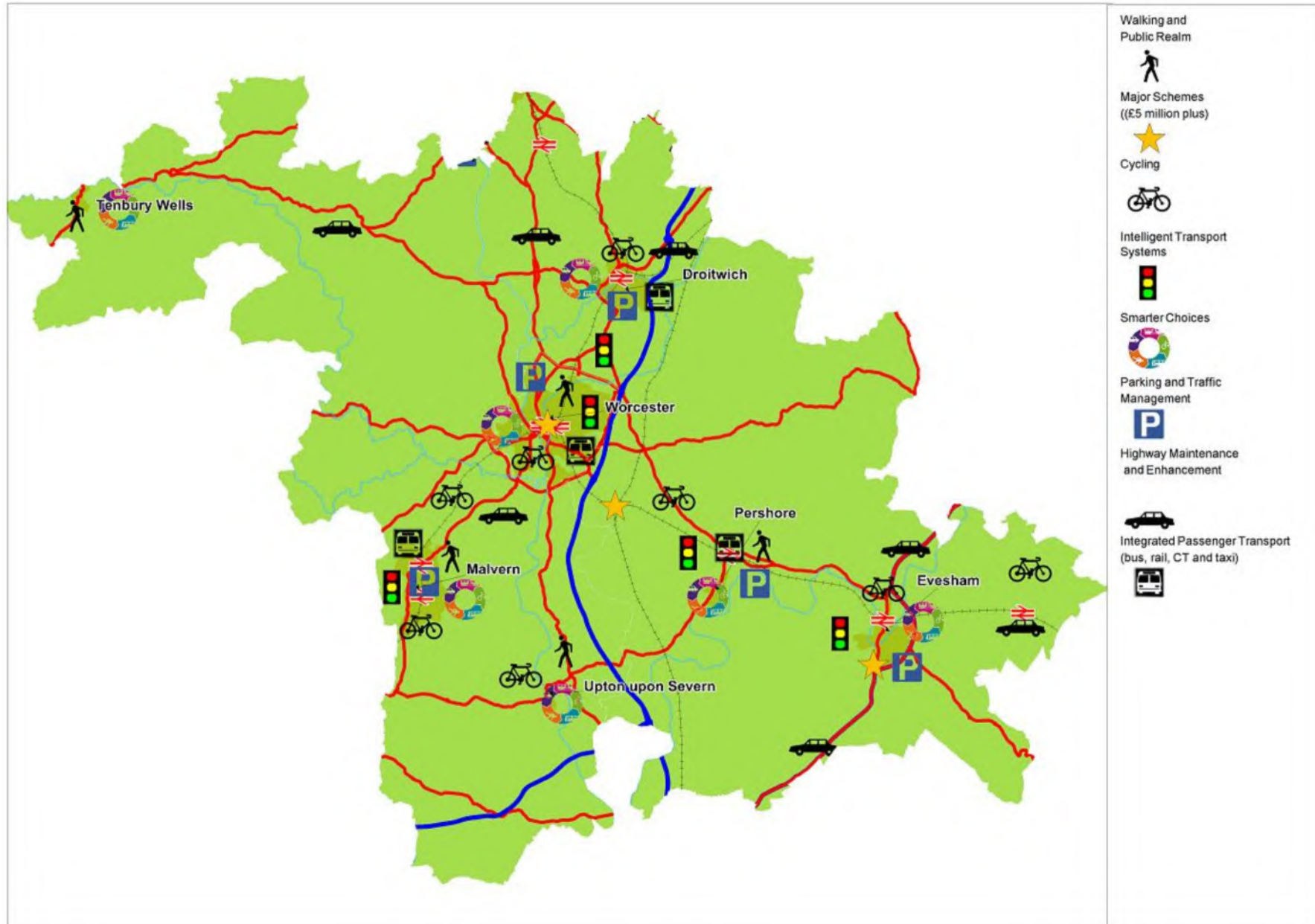
ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
			or increased local demand, potentially through new developments.				
SW13	WORCESTER to EVESHAM Rail Line Dualling Scheme	The Rail Industry	A proposed scheme to reinstate dual track between Worcester and Evesham, to further increase capacity on the Cotswold Line route. This scheme cannot be delivered or funded by Worcestershire County Council, as the scheme is located wholly within Network Rail's asset base. Worcestershire County Council will continue to lobby the rail industry to dual this key section of Worcestershire's local rail network.	HIGH	LOW	Low Risk Scheme - Risk would sit with the Rail Industry who would manage the project.	LONG
SW14	DROITWICH SPA to Stoke Works (BROMSGROVE) Rail Line Dualling Scheme	The Rail Industry	A proposed scheme to reinstate dual track between Stoke Works (Bromsgrove) and Droitwich Spa, to increase capacity on this route. This scheme cannot be delivered or funded by Worcestershire County Council, as the scheme is located wholly within Network Rail's asset base. Worcestershire County Council will continue to lobby the rail industry to dual this key section of Worcestershire's local rail network.	HIGH	LOW	Low Risk Scheme - Risk would sit with the Rail Industry who would manage the project.	LONG
SW15	PERSHORE Racecourse Road to Pershore Station Link	Developer Contributions / LTP	This proposed scheme would involve the installation of a new junction (approximately 2 metres of new highway) enabling through traffic between Racecourse Road and Pershore Railway Station. This scheme would significantly improve accessibility to Pershore Railway Station for passenger transport operations.	LOW	MEDIUM	Risk associated with land ownership, costs and funding.	SHORT

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
SW16	PERSHORE Keytec Link Road	Developer Contributions	This proposed scheme would involve the development of a link road between Wyre Road and Abbey View Road near the Keytec Industrial Estate, Pershore. The cost of this scheme is uncertain, although it is likely to be in excess of £20 million, as the scheme would require significant earthworks and the installation of a bridge over the Cotswold Line railway. Worcestershire County Council will consider this scheme if a suitable business case can be justified and significant private sector funding is provided.	HIGH	HIGH	Risk associated with stakeholder support, costs and funding.	LONG
SW17	UPTON-UPON-SEVERN – UCKINGHALL Walk/Cycle Bridge and connecting links (Potential walk/cycle route between Upton and Tewkesbury)	Sustrans / Developers	This proposed scheme would involve the development of a walking and cycling link between Upton-upon-Severn and Tewkesbury, making use of the former rail line alignment. The scheme would involve the provision of a new walking and cycling bridge over the River Severn to the south of Upton. This scheme, whilst providing a useful sustainable link between Upton-on-Severn, Uckinghall, Ripple and Tewkesbury, is unlikely to generate sufficient use to justify investment in the scheme. However, Worcestershire County Council may be minded to consider this scheme if developments are approved in the local area that would be likely to benefit from the scheme, or provide funding (via developer contributions) to enable progression.	HIGH	HIGH	Risk associated with stakeholder support, costs and funding.	LONG

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
SW18	EVESHAM Walk/Cycle bridge over A46 at Vale Industrial Estate, Evesham	Developers	Provision of a Walk/Cycle Bridge over the A46 at Evesham to the Vale Industrial Estate. The A46 is operated by the Highways Agency, therefore Worcestershire County Council considers that this scheme would require a robust business case and funding from the current (and potentially future) occupiers of the Vale Industrial Estate to enable this scheme to be progressed.	HIGH	LOW	Low Risk Scheme - The A46 is managed by the Highways Agency, so this scheme would need to be developed in partnership with them, as the infrastructure operators.	LONG
SW19	EVESHAM River Avon Walk Cycle Bridge (north of Workmans Bridge)	Sustrans / Developers	This proposed scheme would involve the development of a Walk/Cycle Bridge from the new Offenham Road Estate to the northern end of the High Street/Railway Station in Evesham, providing a link to a number of key facilities and services in Evesham Town Centre.	HIGH	HIGH	Risk associated with stakeholder support, costs and funding.	LONG

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
SW20	HONEYBOURNE Station Enhancement Scheme	The Rail Industry / Developers	This proposed scheme would involve enhancements to station facilities to accommodate increased passengers and stopping services arising from the extension of the Gloucestershire and Warwickshire Railway to Honeybourne Station. This scheme is dependent on the extension of the Gloucestershire and Warwickshire Railway from its current northern terminus at Toddington (Glos) to Honeybourne. Worcestershire County Council is supportive of this scheme, which would provide a valuable tourist attraction in south east Worcestershire. Honeybourne Station is currently being improved as part of the major dualling project on the Cotswold rail line by Network Rail.	MEDIUM	LOW	Low Risk Scheme - Risk would sit with the Rail Industry who would manage the project.	LONG
SW21	HONEYBOURNE to Stratford Rail Line Reinstatement Study	The Rail Industry / Private Sector	This scheme would involve the development of a business case and clear identification of local benefits to support the reopening of the railway link between Honeybourne and Stratford-upon-Avon. Worcestershire County Council is minded to support this scheme, subject to agreement and support from key partners, which must include: the Rail Industry, Wychavon District Council, Warwickshire County Council and Stratford-upon-Avon District Council as a minimum.	MEDIUM	LOW	Low Risk Scheme	LONG

Figure 1.5 - Plan Showing Indicative Investment Proposals in South Worcestershire



Wyre Forest Transport Strategy

Wyre Forest Area Profile

The ancient Wyre Forest, from which the District takes its name, can be found to the west of the area. To the North and East the District is largely rural, interspersed with the villages of Fairfield, Cookley, Blakedown and Wilden and a number of rural settlements, the largest of these being Wolverley and Chaddesley Corbett.

The District does not benefit from local access to the motorway network, however, despite this the area has good connections to the Black Country and wider West Midlands Conurbation to the north, and Worcester to the South, provided by the local Principal Road Network, made up of the A448, A449, A450, A451, A456 and the A4025, provided by Worcestershire County Council. On the Worcestershire principal road network, traffic trends indicate a slight drop in traffic over the last couple of years. This may be as a result of the current economic climate. There are congestion issues on Kidderminster Ring Road and its approaches and the A448 between Kidderminster and Bromsgrove.

Unfortunately, there are a number of Air Quality Management Areas in the Wyre Forest District: one at Welchgate in Bewdley Town Centre and one on Kidderminster Ring Road at the Horsefair. Both locations are particularly challenging to mitigate; the former because of historic, dense street patterns and the latter because of traffic volumes.

Despite its large population, the district has only two railway stations on the national rail network at Kidderminster and Blakedown. This may go some way to explain why Kidderminster ranks as the second busiest railway station in the county. These stations are served by local services which operate between Worcester and the West Midlands conurbation, although there are also a limited number of direct services to London provided by Chiltern Railways. Approximately 1.3 million passengers used Kidderminster Station during 2008/09, with a 67% increase in demand between 2004/05 and 2008/09.

There is a bus station in the centre of Kidderminster, however, this is of poor quality, and so investment will be required to develop more suitable passenger transport stopping and interchange facilities in the town. The area is principally served by an urban bus network centred on Kidderminster; however, there are a number of less frequent interurban services which operate to Bridgnorth, Bromsgrove, Worcester, Ludlow and the West Midlands Conurbation. This is supported by a community transport service linking rural areas to the Wyre Forest towns. Approximately 3.5 million passenger travelled by bus in the Wyre Forest in 2008/09, with an encouraging 15% increase in demand over the LTP2 period.

In the Wyre Forest, 73% of residents drive to work, 10% of residents work from home, 11% of residents walk or cycle to work, 2% of residents catch the bus to work, 2% of residents take the train to work and the remaining 2% get to work by other means. Recent usage trends indicate that the numbers of persons using the Wyre Forest's bus and rail services is steadily rising over time.

The rural areas of the Wyre Forest are relatively affluent; however, the urban areas are less so. This is thought to be as a result of the decline in traditional industries, leading to increased worklessness in the area. Some of the most deprived areas in Worcestershire are located in the district in the Rifle Range area, (Kidderminster) and Areley Kings in Stourport-on-Severn. There are also deprived areas in Habberley, Broadwaters, Offmore and Comberton (all in Kidderminster). Unemployment is also focussed on these areas. Despite the district's proximity to the West Midlands Conurbation, over 65% of people who live in the area, work in the area. The largest employment outflows are to the West Midlands Conurbation and Wychavon (South Worcestershire).

The district has two of the most important tourist attractions in Worcestershire and the West Midlands, namely the Severn Valley Railway and the West Midlands Safari Park. The visitor economy is becoming increasingly important to the Wyre Forest, with the historic towns of Bewdley and Stourport-on-Severn attracting significant amounts of day-trippers, particularly during the summer months.

Wyre Forest District Council recently published its Core Strategy, which sets out a long-term approach to land use planning in the district. The main theme of the document is regeneration, with all future growth until 2026 in the Wyre Forest to be delivered using existing brown field sites. The launch of the 'ReWyre' project for Kidderminster reflects this aspiration for regeneration and growth, focussing on the complete regeneration of Kidderminster Town Centre (including Churchfields and the Stourport Road Employment Corridor.)

Wyre Forest Transport Achievements

Worcestershire County Council and Wyre Forest District Council have a strong track record of partnership working to delivery benefits to local residents. In the Wyre Forest, the following transport enhancements have been delivered amongst others:

- *The complete refurbishment of Stourport Bridge in 2008, which won a number of nationally acclaimed awards.*
- *Major investment in improving the condition of streets in the Wyre Forest as part of the £15 million urban unclassified road enhancement project.*
- *Partnership working with the rail industry to develop a strong business case for an enhanced transport interchange at Kidderminster (Including a range of highway, parking and sustainable transport improvements).*
- *Bus service enhancements, including the re-introduction of evening buses linking Bewdley and Stourport with Kidderminster*

Wyre Forest Transport Challenges

Availability of public funding is expected to be limited, especially in the first five years of the Worcestershire LTP3. As such, the principal priority of Worcestershire County Council will be to ensure that best use is being made of existing transport infrastructure, by focussing on maintenance and enhancement schemes where a robust business case and funding can be identified. In each case, Worcestershire County Council will focus on those schemes which can be proven to deliver benefits in excess of their costs to the Worcestershire economy, environment and quality of life. In the Wyre Forest, the main challenges will be:

- *To relieve congestion*
- *To improve journey time reliability*

To bring about improvements in these areas, proposed transport schemes will be grouped into the following packages:

- *Kidderminster Urban Package*
- *Stourport-on-Severn Urban Package*
- *Bewdley Urban Package*
- *Wyre Forest Rural Package*

The Kidderminster Urban Package

This package is expected to include (subject to definition):

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
K1	KIDDERMINSTER - Hoo Brook Link Road Scheme	Regional Growth Fund / Major Scheme (DfT)/ Developers	This proposed scheme would involve the development of a link road between the A451 and A449 to the south of the Severn Valley Railway, Kidderminster. The link would provide the Stourport Road Employment Corridor with better access to the Motorway network and other major transport routes.	HIGH	HIGH	Risk associated with funding, cost and environmental issues.	MEDIUM
K2	KIDDERMINSTER - Ring Road Junction and Public Realm Improvement Scheme	Developers / Regional Growth Fund / LTP / Major Scheme (DfT) / Wyre Forest District Council	This proposed scheme would involve the enhancement/redevelopment of the Kidderminster Ring Road to improve its efficiency, functionality and appearance. In particular, this scheme could include measures to mitigate the designated Kidderminster Ring Road Air Quality Management Area (AQMA).	HIGH	HIGH	Risk associated with funding and cost issues.	MEDIUM
K3	KIDDERMINSTER - Station Enhancement Scheme	The Rail Industry / Severn Valley Railway / Maintenance / LTP / Developers / Wyre Forest District	This proposed scheme would involve upgrading Kidderminster Railway Station so that it provides an attractive and appropriate transport gateway to Kidderminster and the Wyre Forest and is better integrated with the Severn Valley Railway and other key businesses and tourist destinations.	MEDIUM	MEDIUM	Risk associated with funding	SHORT

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
		Council					
K4	KIDDERMINSTER - Town Centre Public Realm Enhancement Scheme	Maintenance / LTP / Developers / Wyre Forest District Council / Major Scheme (DfT)	This proposed scheme would involve a range of Public Realm Enhancements in Kidderminster Town Centre. This could include enhancements to the pedestrianised area, decluttering of unnecessary street furniture and improvement of passenger transport operation, interchange and improved transport information. The scheme will be integrated with other schemes in Kidderminster.	HIGH	LOW / MEDIUM	Risk associated with stakeholders and developer support/funding.	SHORT
K5	KIDDERMINSTER - Traffic and Parking Management Study	LTP / Developers / Major Scheme (DfT)	This proposed study would involve a comprehensive multimodal review of capacity, pricing, network efficiency and infrastructure (including parking, signage and transport network reliability). This study would identify where to focus investment to improve the operation of the local transport network. This study would need to be refreshed periodically, to take into account changes in demand and progress with other schemes in the Wyre Forest Area.	LOW	LOW	Low Risk Scheme	SHORT
K6	KIDDERMINSTER - Minor Transport Improvements Scheme	LTP / Developers / Sustrans	This programme is proposed to deliver minor complementary transport improvements to enhance safety, accessibility, information and travel choice. The scheme will be integrated with other schemes in Kidderminster.	LOW	LOW	Low Risk Scheme	SHORT

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
K7	KIDDERMINSTER - Secure Cycle Parking (Radstation) Scheme	Developers / LTP	This proposed scheme would involve the provision of secure indoor cycle parking facilities in Kidderminster Town Centre, to make cycling more attractive by significantly reducing the incidence of cycle theft.	LOW	LOW	Risk associated with developer agreement.	SHORT

The Stourport-on-Severn Urban Package

This package is expected to include (subject to definition):

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
S1	STOURPORT-ON-SEVERN A451 Minster Road/Worcester Street Junction Improvement Scheme	Developers / LTP / Maintenance	This proposed scheme would involve maintenance and upgrading of this busy junction to improve its efficiency. It is proposed that a MOVA intelligent traffic signal control system would be installed to improve capacity at this junction.	LOW	LOW	Low Risk Scheme	SHORT
S2	STOURPORT-ON-SEVERN Relief Road Phase 1 (A451 - B4193 - A4025) Scheme	Developers / Regional Growth Fund	The Stourport-on-Severn Transport Study identified that the majority of Stourport's congestion was caused by vehicular trips passing through the town from the east to the north and vice versa. This proposed scheme would involve the partial completion of the previously proposed bypass, relieving the impacts of this heavy traffic	HIGH	HIGH	High Risk Scheme associated with costs, funding, stakeholders,	LONG

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
			flow through the town. This scheme would complement any investment in a Hoobrook Link Road in Kidderminster and would be integrated with other Stourport enhancement schemes.			developers	
S3	STOURPORT-ON-SEVERN Town Centre Public Realm Enhancement Scheme	Maintenance / LTP / Developers / Wyre Forest District Council	This proposed scheme would involve a package of Public Realm Enhancements in Stourport-on-Severn Town Centre.	MEDIUM	MEDIUM / HIGH	Risk associated with stakeholders	SHORT
S4	STOURPORT-ON-SEVERN Traffic and Parking Management Study	LTP / Developers	This proposed study would involve a comprehensive multimodal review of capacity, pricing, network efficiency and infrastructure (including parking, signage and transport network reliability). This study would identify where to focus investment to improve the operation of the local transport network. This study would need to be refreshed periodically, to take into account changes in demand and progress with other schemes in the Wyre Forest Area.	LOW	LOW	Low Risk Scheme	SHORT
S5	STOURPORT-ON-SEVERN Minor Transport Improvements Scheme	LTP / Developers / Sustrans	This programme is proposed to deliver minor complementary transport improvements to enhance safety, accessibility, information and travel choice. The scheme will be integrated with other schemes in Stourport-on-Severn.	LOW	LOW	Low Risk Scheme	SHORT

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
S6	STOURPORT-ON-SEVERN Relief Road Phase 2 (Discovery Way – Dunley Road) Scheme	Developers / Regional Growth Fund	This proposed scheme would complete the Stourport Relief Road and would further relieve the impacts of traffic flow through the town. This scheme has significant costs and risks (including environmental impacts). These issues impact upon the fundability and deliverability of the scheme in the short term. As such it is a medium - long term LTP3 aspiration. Worcestershire County Council will continue to seek ways to fund the scheme during the LTP3 Plan period, subject to the business case for this section remaining valid.	HIGH	HIGH	High Risk Scheme associated with costs, funding, stakeholders, developers	LONG
S7	STOURPORT-ON-SEVERN (Sevenside to Areley Kings) Walk/Cycle Bridge Scheme	Sustrans / LTP / Developers / Wyre Forest District Council	This proposed scheme would involve the development of a Walk/Cycle Bridge over the River Severn from Areley Kings to Sevenside. Worcestershire County Council is minded to consider this proposal, subject to local promotion and support of the proposed scheme.	MEDIUM	MEDIUM	Risk is associated with technical issues and stakeholders	MEDIUM

The Bewdley Urban Package

This package is expected to include (subject to definition):

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
BE1	BEWDLEY - (Welch Gate) AQMA Remediation Scheme	Maintenance / LTP / Developers / Wyre Forest District Council	This proposed scheme could involve changing the way traffic flows through Bewdley Town Centre using a variety of measures, to manage traffic flow and mitigate the designated Air Quality Management Area (AQMA) at Welch Gate, Bewdley, leading to improved local air quality.	LOW	MEDIUM	Risk is associated with technical issues.	SHORT
BE2	BEWDLEY - Town Centre Public Realm Enhancement Scheme	Maintenance / LTP / Developers / Wyre Forest District Council	This proposed scheme would involve a package of Public Realm Enhancements in Bewdley Town Centre.	MEDIUM	MEDIUM / HIGH	Risk associated with stakeholder support	MEDIUM
BE3	BEWDLEY - Traffic and Parking Management Study	LTP / Developers	This proposed study would involve a comprehensive multimodal review of capacity, pricing, network efficiency and infrastructure (including parking, signage and transport network reliability). This study would identify where to focus investment to improve the operation of the local transport network. This study would need to be refreshed periodically, to take into account changes in demand and progress with other schemes in the Wyre Forest Area.	LOW	LOW	Low Risk Scheme	SHORT

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
BE4	BEWDLEY - Minor Transport Improvements Scheme	LTP / Developers / Sustrans	This programme is proposed to deliver minor complementary transport improvements to enhance safety, accessibility, information and travel choice. The scheme will be integrated with other schemes in Bewdley.	LOW	LOW	Low Risk Scheme	SHORT
BE5	BEWDLEY- Walk/Cycle Bridge Scheme	Sustrans / Developers	This proposed scheme would involve the development of a Walk/Cycle Bridge over the River Severn to the south of Bewdley Bridge. Worcestershire County Council is minded to consider this proposal, subject to local promotion and support of the proposed scheme.	HIGH	HIGH	Risk associated with stakeholder support, costs and funding.	LONG

The Wyre Forest Rural Package

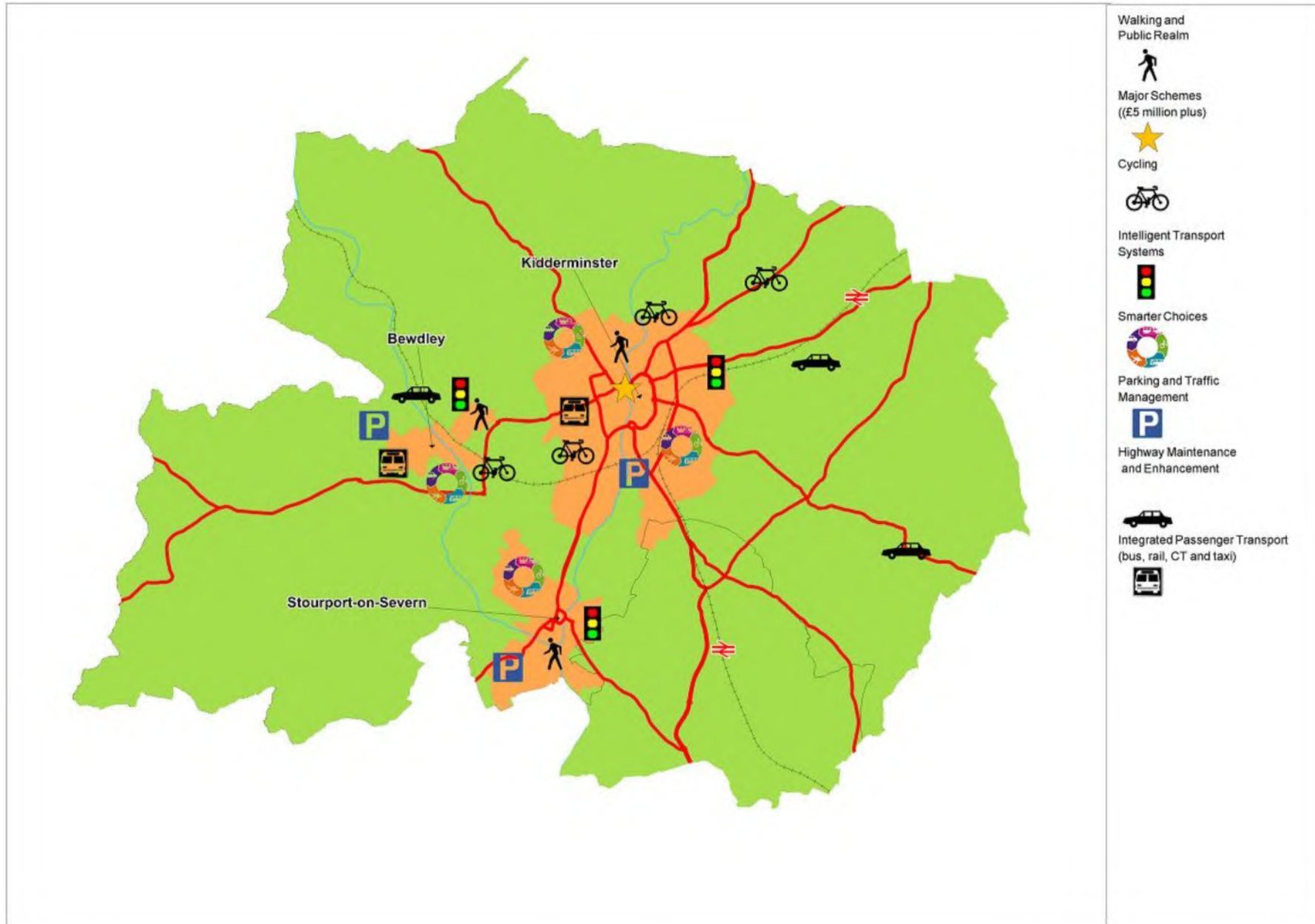
This package is expected to include (subject to definition):

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
WFI	A456 KIDDERMINSTER - M5 (Junctions 3 and 4) Inter-urban Corridor Maintenance and Improvement	LTP / Developers / Maintenance	This proposed scheme would involve a comprehensive corridor-length programme of improvements to transport infrastructure on this critical inter-urban route. This scheme will include junction enhancements, street furniture (including signage, lines and lighting) decluttering, replacement and enhancement.	MEDIUM	MEDIUM	Risk associated with technical issues, costs and funding.	SHORT

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
	Scheme						
WF2	A448 KIDDERMINSTER - BROMSGROVE Inter-urban Corridor Maintenance and Improvement Scheme	LTP / Developers / Maintenance	This proposed scheme would involve a comprehensive corridor-length programme of improvements to transport infrastructure on this critical inter-urban route. This scheme will include junction enhancements, street furniture (including signage, lines and lighting) decluttering, replacement and enhancement.	MEDIUM	MEDIUM	Risk associated with technical issues, costs and funding.	MEDIUM
WF3	A449 KIDDERMINSTER - WORCESTER Inter-urban Corridor Maintenance and Improvement Scheme	LTP / Developers / Maintenance	This proposed scheme would involve a comprehensive corridor-length programme of improvements to transport infrastructure on this critical inter-urban route. This scheme will include junction enhancements, street furniture (including signage, lines and lighting) decluttering, replacement and enhancement.	MEDIUM	MEDIUM	Risk associated with technical issues, costs and funding.	SHORT
WF4	BLAKEDOWN Station Enhancement Scheme	The Rail Industry / LTP	This scheme would involve improvements to access arrangements and facilities at Blakedown Station. Potential enhancements could include a new station car park, passenger shelters and further real time information display boards.	LOW	LOW	Low Risk Scheme, but with some risk associated with rail industry funding	MEDIUM

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
WF5	Stourbridge Rail Line Enhancement Scheme	The Rail Industry	This scheme would involve journey time improvements to the Stourbridge Line, in line with the West Midlands Rail Utilisation Strategy.	LOW	LOW	Risk associated with rail industry funding	SHORT - MEDIUM

Figure 1.6 - Plan Showing Indicative Investment Proposals in the Wyre Forest District Area



Programmes and Pilot Schemes

Preparing for the Future

In addition to the three Area Transport Strategies, a number of programmes and pilot schemes are proposed. These schemes and programmes could involve:

- *Worcestershire's adoption of advanced technologies aimed at improving our travelling experiences,*
- *Measures aimed at improving public health,*
- *Piloting changes to the way that transport services are provided to improve coverage and/or reduce costs,*
- *Measures aimed at enhancing travel choice and;*
- *Measures to improve the safety of transport infrastructure for users.*

Worcestershire Transport Programmes and Pilot Schemes

These are expected to include (subject to definition):

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
PS1	Advanced Vehicle Location System (Real Time Passenger Information) Pilot Scheme	LTP / Developers / Transport Operators Major Scheme (DfT)	Pilot scheme to introduce automatic vehicle location and passenger real time information for passenger transport. Real time information has been shown to significantly improve the attractiveness to users of rail, coach and bus services, as well as providing valuable data to monitor congestion and traffic flows and for operating companies and network managers to better manage operations, control costs and improve service reliability.	MEDIUM	MEDIUM	Risk associated with Technical issues	SHORT
PS2	Bus Shelter Grant Scheme	LTP / Parish and District Councils / Community Groups / Employers	This proposal would involve the development of a Legally Bonded, Match-Fund Grant Scheme to enable purchase of bus shelters, in partnership with District/Parish Councils and community groups who wish to promote this kind of infrastructure. This scheme would provide funding for bus shelters, subject to a legally enforceable maintenance regime being signed up to by the promoter.	LOW	LOW	Low Risk Scheme	SHORT

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
PS3	Cycle Parking Grant Scheme	LTP / Parish and District Councils / Community Groups / Employers	This proposal would involve the development of a Grant Scheme to part-fund purchase and installation of cycle parking.	LOW	LOW	Low Risk Scheme	SHORT
PS4	Road Safety Scheme Programme	LTP / Developers / West Mercia Police	This proposed programme of schemes would improve the safety of Worcestershire's highway networks for all users.	LOW	LOW / MEDIUM	Risk associated with costs, funding, stakeholder support and technical issues.	MEDIUM
PS5	Integrated Ticketing (Smartcard) Pilot Scheme	LTP / Developers / Regional Growth Fund	This proposed scheme would involve a pilot assessment of integrated smartcard ticketing, leading to rollout of the scheme across Worcestershire in future.	HIGH	HIGH	Risk associated with cost and technical issues	SHORT
PS6	Electric Vehicle Charging Point Installation Scheme	LTP / Regional Growth Fund / DfT Plugged in Places Fund	This proposed scheme would involve the provision of a small number of electric vehicle charging points in public locations, to kick start the use of electric vehicles in Worcestershire.	LOW	LOW	Low Risk Scheme	SHORT
PS7	Smarter Choices Scheme Programme	LTP / Developers	This programme is proposed to include an Individual Travel Marketing campaign, periodic reprinting of walking/cycling and passenger transport maps and a programme of Travel Plan development for Employers and Organisations. This will draw on the success of the Worcester Choose How You Move Project which is recognised nationally	LOW	LOW	Low Risk Scheme	SHORT

ID	SCHEME NAME	POTENTIAL FUNDING SOURCES	DESCRIPTION	COST	RISK TO WORCESTERSHIRE COUNTY COUNCIL	RISK DETAIL	TIMESCALE
			as representing smarter choices best practice.				
PS8	Intelligent Transport Systems (ITS) Scheme Programme	LTP / Maintenance/ Developers	This proposed programme would involve investment to maintain and improve Worcestershire's ITS infrastructure (including traffic signals and pedestrian crossings, for example).	MEDIUM	MEDIUM	Low Risk Scheme	SHORT
PS9	Freight Consolidation Centre Pilot Scheme Study	LTP / Developers / Regional Growth Fund / Private Sector	This scheme would involve the development of a pilot freight consolidation centre. This scheme could also include the provision of 'out-of-town' freight parking and stopover facilities, relieving capacity in urban areas.	MEDIUM	MEDIUM	Low Risk Scheme	SHORT
PS10	Rail Freight Facilities Schemes	Private Sector / The Rail Industry	These schemes would generally involve the development of Rail Freight facilities, to enable greater use of rail as a means of transporting freight to and from the County. Worcestershire County Council is supportive of any proposals to develop rail freight facilities in Worcestershire. However, it is Worcestershire County Council's view that such schemes should be promoted and funded by the Private Sector and/or the Rail Industry, recognising that these schemes should be driven by business need.	HIGH	LOW	Low Risk Scheme as any scheme would be promoted, funded and developed by the Private Sector / The Rail Industry.	LONG

For further information please contact:

By telephone:

01905 765765

By post:

Worcestershire County Council, County Hall, Spetchley Road, Worcester WR5 2NP

By email:

worcestershirehub@worcestershire.gov.uk

Online:

www.worcestershire.gov.uk/LTP3

This document can be made available in other formats (large print, audio tape, computer disk and Braille) on request from the Worcestershire Hub using the contact details above.

To the best of our knowledge all information was correct at the time of printing: March 2011.