

# Worcestershire's Local Transport Plan (LTP) 2018 - 2030





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# Introduction

Welcome to Worcestershire's fourth Local Transport Plan (LTP) which covers the period from 2018 – 2030. This is an exciting time for Worcestershire, which will see unprecedented population, development and economic growth; particularly in our urban areas. Our enviable central location in the heart of England means that there is significant strategic demand to travel, particularly on key interurban road and rail networks which provide direct connections between major economies including Greater Birmingham, Greater Bristol, Cardiff and South Wales, Oxford, London and the South East and further afield.

This LTP represents an ambitious investment programme in our transport networks, including infrastructure, technology and services which are essential to support planned growth, to ensure our continued social and economic success as a highly desirable place to live, work and visit. The LTP is underpinned by Worcestershire County Council's Corporate Plan "Shaping Worcestershire's Future 2017-2022" with its four key priorities:

- Open for Business;
- The Environment;
- Children and Families;
- Health and Well-being.

The LTP also reflects the Worcestershire Local Enterprise Partnership's vision for the county:

"To build a connected, creative, dynamic economy that delivers increased prosperity for all those who choose to live, work, visit and invest in Worcestershire."

The Worcestershire LEP is working to:

- Create 25,000 jobs;
- Increase Gross Value Added (GVA) by £2.9bn;
- Contribute towards the delivery of 47,200 by 2030.

This Local Transport Plan sets out the issues and our priorities for investment in transport infrastructure, technology and services to support travel by all relevant modes of transport, including walking, cycling, rail, highways (car, van, freight and motorcycles), bus and community transport. The approach recognises that our transport networks have a finite capacity and that planned development growth not only brings challenges for this but also for air quality and road safety. As increasing capacity is typically extremely expensive, we will aim to target investment in three broad areas:

- **Transport Technology** - Technology is offering increasingly attractive opportunities to help manage demand on our networks, to tackle congestion, improve road safety and support growth. Modern traffic signals, for example, can intelligently manage traffic flows to respond to variable demand. Improved access to dynamic travel information through a variety of media will enable users of our transport networks to make more informed travel choices which will make the transport network more resilient and safer. Advances in ultra-low emission vehicle technology, especially for buses and HGVs, will provide opportunities to tackle poor air quality and reduce noise levels;
- **Travel Choice** - Increasing realistic travel choice is critical to enable our economy to diversify and grow. In addition to enhancing access to travel information, we recognise that we need to prioritise investment in alternative modes of travel. In particular, our rail network has significant potential to accommodate and support economic diversification and planned growth. Significant investment will be required in our stations, rail infrastructure and rolling stock to provide the quality of services and facilities that the 21st century passenger expects. Rising obesity in the county is partly caused by sedentary lifestyles, so investing in high quality, continuous corridors for active travel modes (walking and cycling) as well as improvements to the public realm in our urban areas will help to tackle this issue, by providing safe and attractive environments and realistic alternative travel choices for shorter trips;

- **Capacity Enhancement** - The most expensive of the three areas, where suitable business cases can be identified to support investment, we will aim to fund and deliver capacity enhancements at key pinch points to support development growth, tackle congestion, improve road safety and air quality.

The availability of funding to support investment in transport infrastructure, technology and services is likely to remain limited for the immediate future. In most cases, Worcestershire County Council will be required to bid for funding from funding bodies, which will require the development of strong, evidenced business cases to make the case for investment. The proposed transport schemes included in this document have been selected because they meet with Worcestershire County Council's Corporate Plan and LTP objectives and policies, and have strong potential to attract sufficient funding to support delivery.

These proposed schemes represent Worcestershire County Council's ambition for investment in our transport infrastructure, technology and services. Whilst there is no guarantee of funding for any of these schemes, we are fully committed to working closely with our partners to make the case for investment, lobby funding bodies and infrastructure providers and secure funding from developer contributions to maintain a strong record of delivery throughout the plan period.

Importantly, this plan will be the product of extensive consultation with Worcestershire's residents, stakeholders and businesses. Worcestershire is a uniquely beautiful, vibrant place with a fascinating history and an exciting future. It is also blessed with a variety of idyllic rural landscapes and attractive urban areas rich in culture and heritage. We recognise that our residents, stakeholders and businesses consistently cite congestion as a key concern that needs to be managed wherever possible, to protect these considerable assets for future generations.

If vehicular traffic growth trends continue, together with population growth, many of our main urban and interurban arterial routes will become increasingly congested beyond traditional peak times. In addition to the negative economic

impacts of congestion, there are associated impacts on road safety, air quality and noise pollution. However, traffic congestion cannot just be tackled by building new roads.

It is important to note that 85% of our population in Worcestershire live in our urban areas and on interurban corridors, yet car usage, particularly for shorter trips of up to 3 miles, is at the highest it has ever been in our history (Census 2011). One of the key opportunities to tackle congestion is to encourage use of other modes of transport (travel choice), particularly for these shorter trips. Nationally and at the local level, evidence and experience consistently proves that even small shifts away from single-occupancy car use to walking, cycling, motorcycling and passenger transport can deliver significant improvements to traffic flow and wider benefits, including reduced ambient air pollution which improves public health.

Another real opportunity to tackle congestion, although not for specific consideration within this plan, is increasing access to high speed broadband, which can reduce the need to travel by providing access to services digitally. To support this, Worcestershire County Council continues to invest in increased broadband speed across the county, together with partners, to improve access to online services and opportunities. This will help to reduce the need to travel, facilitating increased home (or remote) working.

It is clear that demand to travel in Worcestershire will continue to grow over the life of this plan, linked to population growth and observed trends. Infrastructure Delivery Plans have been prepared across the County to set out a strategic approach to investment in transport infrastructure, technology and services to support growth. However, it remains uncertain exactly how that growth will be accommodated in future, as this will be reliant on a range of factors, such as fuel prices, cost of living and our economic performance.

Whatever the future holds, the aim of this plan is to ensure that we continue to adapt in response to change, support and sustain planned growth and protect our cherished environment and unique and distinctive cultural assets which make Worcestershire such a great place to live, work, visit and invest.

# Objectives and Structure

Worcestershire's Local Transport Plan sets out our priorities for investment in transport infrastructure, technology and services covering the period from 2018 to 2030. The plan has been developed to deliver a prosperous Worcestershire, and is underpinned by a series of objectives, which complement the key themes of Worcestershire's Corporate Plan "Shaping Worcestershire's Future" :

Championing...

**Open for Business**

Protecting...

**The Environment**

Supporting...

**Children and Families**

Promoting...

**Health and Well-being**

In support of the above, a series of Local Transport Plan objectives have been identified, which align with these key themes and wider national objectives for transport. A principal aim of this LTP 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.

## The Worcestershire Corporate Plan and Local Transport Objectives

### The Department for Transport's Transport Investment Strategy:

Moving Britain Forward 2017" sets out the Government's priorities and approach for future transport investment decisions. It includes four key aims, to:

- Create a more reliable, less congested, and better connected transport network that works for the users who rely on it;
- Build a stronger, more balanced economy by enhancing productivity and responding to local growth priorities;
- Enhance our global competitiveness by making Britain a more attractive place to trade and invest;
- Support the creation of new housing.

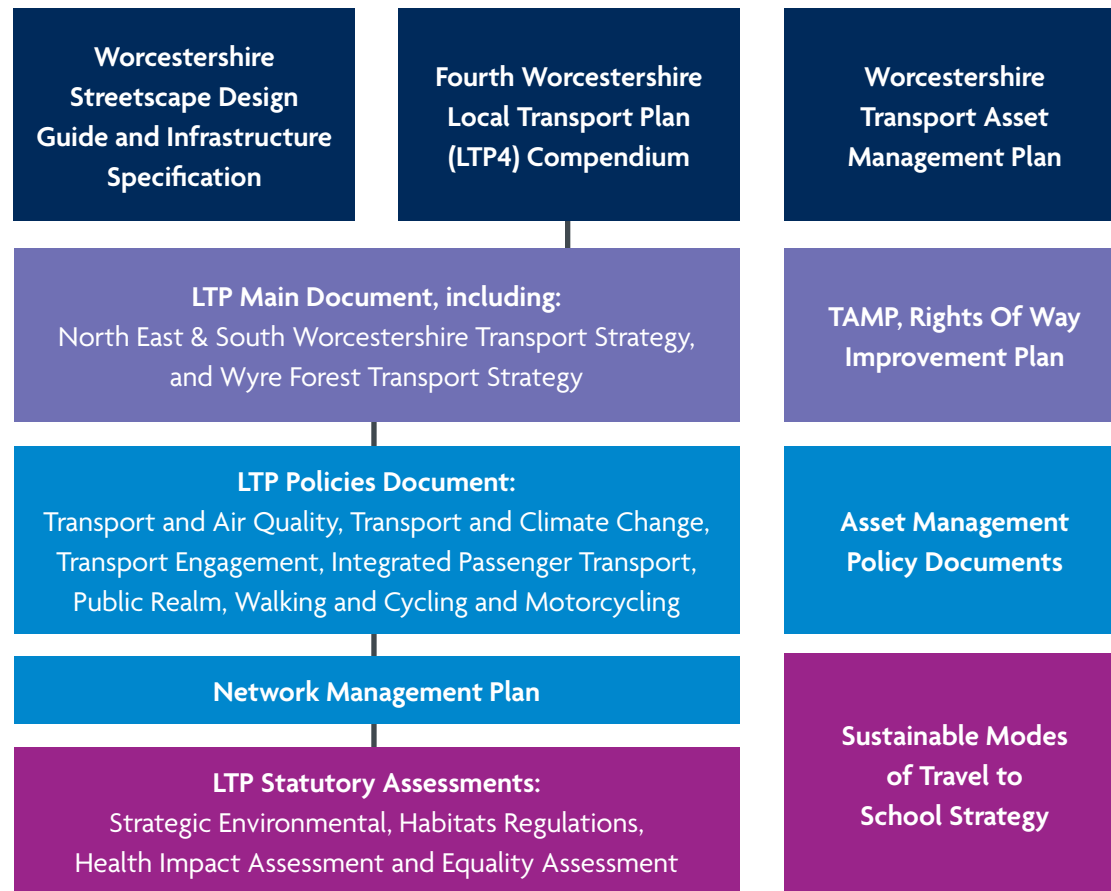
Worcestershire County Council's Corporate Plan – Key Themes	Worcestershire Local Transport Plan Objectives
Open for Business	To support Worcestershire's economic competitiveness and growth through delivering a safe, reliable and efficient transport network. The Economic Objective
The Environment Health and Wellbeing Children and Families	To limit the impacts of transport in Worcestershire on the local environment, by supporting enhancements to the natural environment and biodiversity, investing in transport infrastructure to reduce flood risk and other environmental damage, and reducing transport-related emissions of nitrogen dioxide, particulate matter, greenhouse gases and noise pollution. This will support delivery of the desired outcomes of tackling climate change and reducing the impacts of transport on public health. The Environment Objective
Health and Wellbeing Children and Families	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
Health and Wellbeing Children and Families	To optimise equality of opportunity for all of Worcestershire's citizens with the desired outcome of creating a fairer society. The Equality Objective
The Environment Health and Wellbeing Children and Families	To enhance the quality of life for Worcestershire's residents by promoting a healthy, natural environment, for people, wildlife and habitats, conserving our historic built environment and preserving our heritage assets. The Quality of Life Objective

The maintenance of a valid Local Transport Plan is a statutory requirement under the Transport Act 2000 and amended by the Local Transport Act 2008. Its role is to set out local transport policies and a strategy for investment in transport infrastructure, technology and services to deliver against a range of objectives. The LTP also takes into account the priorities of the Worcestershire and Greater Birmingham and Solihull Local Enterprise Partnerships (relevant to Worcestershire) and the Government.

The LTP consists of a suite of policies, four statutory assessments and this document, which includes a strategic delivery programme separated into three delivery areas, which correspond with socio-economic factors:

- North East Worcestershire (Redditch Borough and Bromsgrove District);
- Wyre Forest;
- South Worcestershire (Malvern Hills District, Worcester City and Wychavon District).

The LTP has strong links with the Worcestershire Streetscape Design Guide and Transport Asset Management Plan (TAMP). The table opposite illustrates this relationship:





# Setting the Scene

## Population

Worcestershire has a population of 578,593 (mid-2015 estimate). In 2015 the county had 351,617 residents of working age (16-64). The county has a lower proportion of young children (0-4) and young adults (18-34) and a higher proportion of people aged 45-plus than are seen regionally and nationally. Worcestershire follows the national pattern of having a population spike at around the 60-64 age group. Many people in this age group will be about to retire or have just retired. In addition 21.6% of the population is over the age of 65 which is higher than the West Midlands and England averages; our population is ageing.

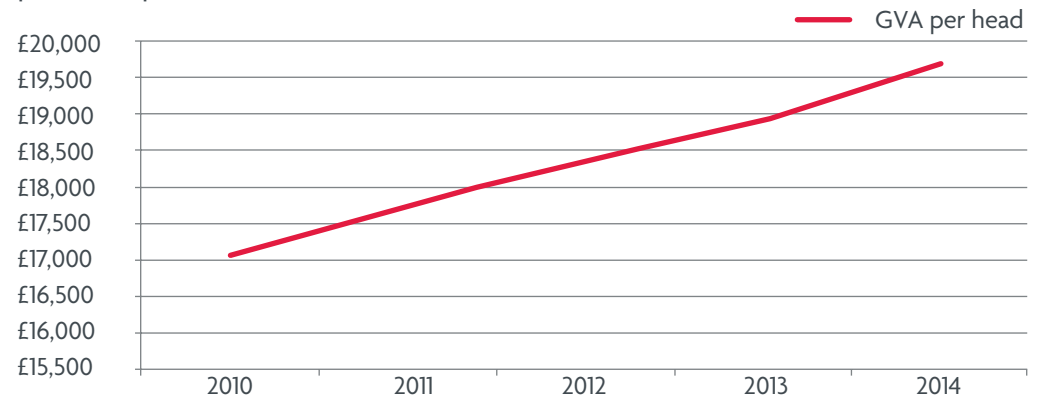
Migration into and out of the county, as well as between districts within Worcestershire, conforms to the established national pattern of migration, with most movement being from rural to urban areas (urbanisation). Over 85% of Worcestershire's population live in our main urban areas, or the main transport corridors that link them together. Much of the projected household growth (over 33%) is due to an increase in one-person households. The number of such households is projected to rise by almost 5,500 over the 10-year period from 2014 to 2024, increasing the county's total by almost 8%. The number of couple households with no children is also projected to rise steeply, by almost 30% over the same time period.

Over the last five years, the economy and development industry have seen unprecedented changes, significantly affecting the public and private sectors' ability to invest and grow. Worcestershire has emerged from the recession in a strong position with the 3rd fastest growing economy of all the UK's LEP areas with prospering employment specialities in Advanced Manufacturing, Cyber Security, Defence, IT and Agritech.

Data from the Office for National Statistics show there were 280,600 employed workers in Worcestershire in the period July 2015 to June 2016. According to Worcestershire's Economic Summary (November 2016), in October 2016 Worcestershire had 4,355 unemployed residents, which

equates to 1.2% of the working age population. In percentage terms, fewer of Worcestershire's residents are unemployed compared to the West Midlands regional average of 2.3% and the England average of 1.8%.

Gross Value Added (GVA) is a measure of the value of goods and services produced in an area. As a rule of thumb: as GVA rises, so too does the strength of the economy. GVA in Worcestershire has continued to rise, despite the major 2009 recession. Although the latest available data is from 2014, it shows a positive upwards trend:



New business start-ups (business birth rates) also increased in Worcestershire between 2011 and 2014. There were 2,665 new businesses in 2014, an increase of 15% from 2011. Alongside this, the number of businesses closing down (business deaths) decreased by 5%, from 2,230 in 2013, to 2,125 in 2014.

Better access (transport) is seen a key component of a successful modern economy. Worcestershire benefits from a comprehensive multimodal transport network of railways and highways. It is a major determinant of the quality of place for people to live, work, visit and invest.

Investments to improve the efficiency and capacity of existing networks can deliver greater economic yields at lower societal costs. The Worcestershire LTP focuses specifically on this, with a range of schemes which seek to strengthen

the safety, integrity (resilience), reliability and functionality of our transport networks to support planned growth.

The quality, location and capacity of our transport infrastructure impacts directly on business investment decisions. Congested infrastructure networks with poor journey time reliability can restrict growth. Tackling these issues can unlock development and boost private sector investment, with multiplier effects far exceeding original costs.

## Development Growth

Transport infrastructure is vital to support the emerging District Councils' Local Development Plans. The National Planning Policy Framework (NPPF) reinforces the need for a plan-led approach to securing infrastructure as well as promoting sustainable development.

Worcestershire County Council has engaged with each of the Worcestershire Local Planning Authorities to facilitate the production of Infrastructure Development Plans to support Local Development Plans, which set out the required investment in transport infrastructure, technology and services needed to enable sustainable development growth.

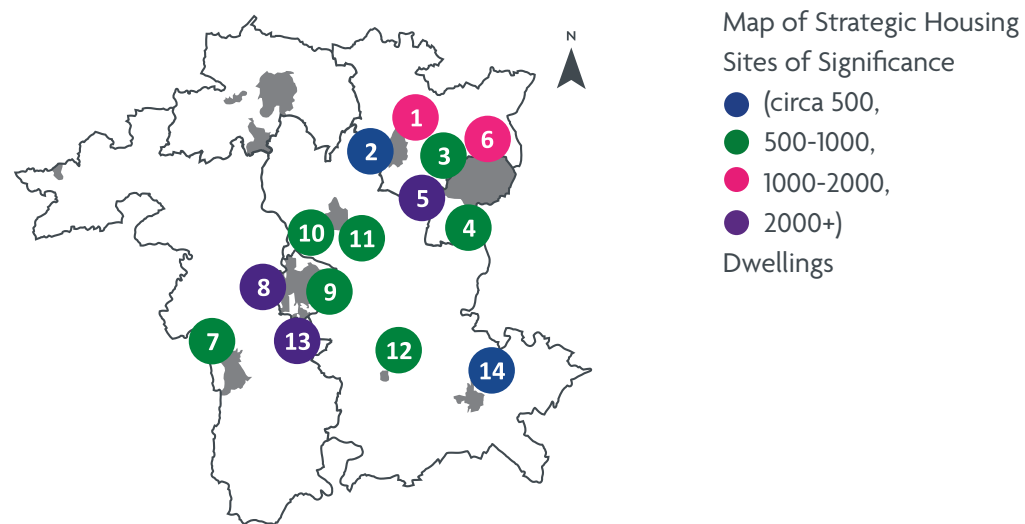
Planned growth of Worcestershire currently assumes approximately 45,800 new dwellings and 428 hectares of new employment land in the period up to 2030, including:

- Bromsgrove: 7,000 dwellings and 28 hectares of employment;
- Redditch: 6,400 dwellings and 55 hectares of employment;
- South Worcestershire Councils (combined): 28,400 dwellings and 301 hectares of employment;
- Wyre Forest: 4,000 dwellings and 44 hectares of employment (these figures are valid to 2026).

This equates to roughly 2,544 dwellings per year, averaged out over the plan periods, which is 36% higher than in the 1990s/2000s. The employment land requirement averages out at about 24ha/year, which has fallen by 12.5%, reflecting changes to industrial and manufacturing trends. This ambitious level

of development will generate significant demand to travel. Further details of this planned growth can be seen in the Local Planning Authorities' respective Local Development Plans.

The map below indicates the major housing development sites across Worcestershire which are each expected to accommodate circa 500 or more dwellings each. These sites are considered to be strategically important, and vital to delivering economic-led sustainable growth. They are primarily located adjacent to urban areas and employment allocations.



- |                                 |                                     |
|---------------------------------|-------------------------------------|
| 1 Perryfields Road              | 8 West of Worcester Urban Extension |
| 2 Whitford Road                 | 9 Shrub Hill Opportunity Zone       |
| 3 Brockhill                     | 10 Copcut                           |
| 4 Webheath                      | 11 Yew Tree Village                 |
| 5 Foxlydiate                    | 12 Station Road                     |
| 6 Brockhill East                | 13 South Worcester Urban Extension  |
| 7 North East Malvern (Newlands) | 14 Cheltenham Road, Evesham         |

It is not just new development that generates the need for transport infrastructure, technology and services investment; population growth, demographic change and climate change all pose challenges to the safety, capacity, resilience and functionality of our transport infrastructure.

## Worcestershire Strategic Economic Plan

Worcestershire's Strategic Economic Plan (SEP) sets out an ambitious vision to grow the local economy by a third, creating over 25,000 jobs and to increase Gross Value Added (GVA) by £2.9 billion.

To date, of the headline indicators of economic performance, Worcestershire performs above the national average:

- GVA in Worcestershire has grown by 3.2% in the last five years, the third highest rate of any LEP in England.

A number of funding streams are needed to support the delivery of the LTP proposals. These include development funding through S106 agreements, central government funding streams (for example the Local Growth Fund) and others. However, there is a current funding shortfall which will lead to scheme prioritisation.

The Worcestershire SEP's investment plan covers the period up to 2020 and has three over-arching objectives:

- to create a world class business location;
- to provide individuals with world class skills;
- to develop world class competitive and innovative business.

The availability of suitable sites and premises is essential to ensure that firms can expand and inward investment can be attracted. A shortfall of such provision has been identified as a constraint on the recent development of the Worcestershire economy.

The 'Game Changer Programme' has been set up to meet the first objective and seeks to identify key development opportunities. This Programme will

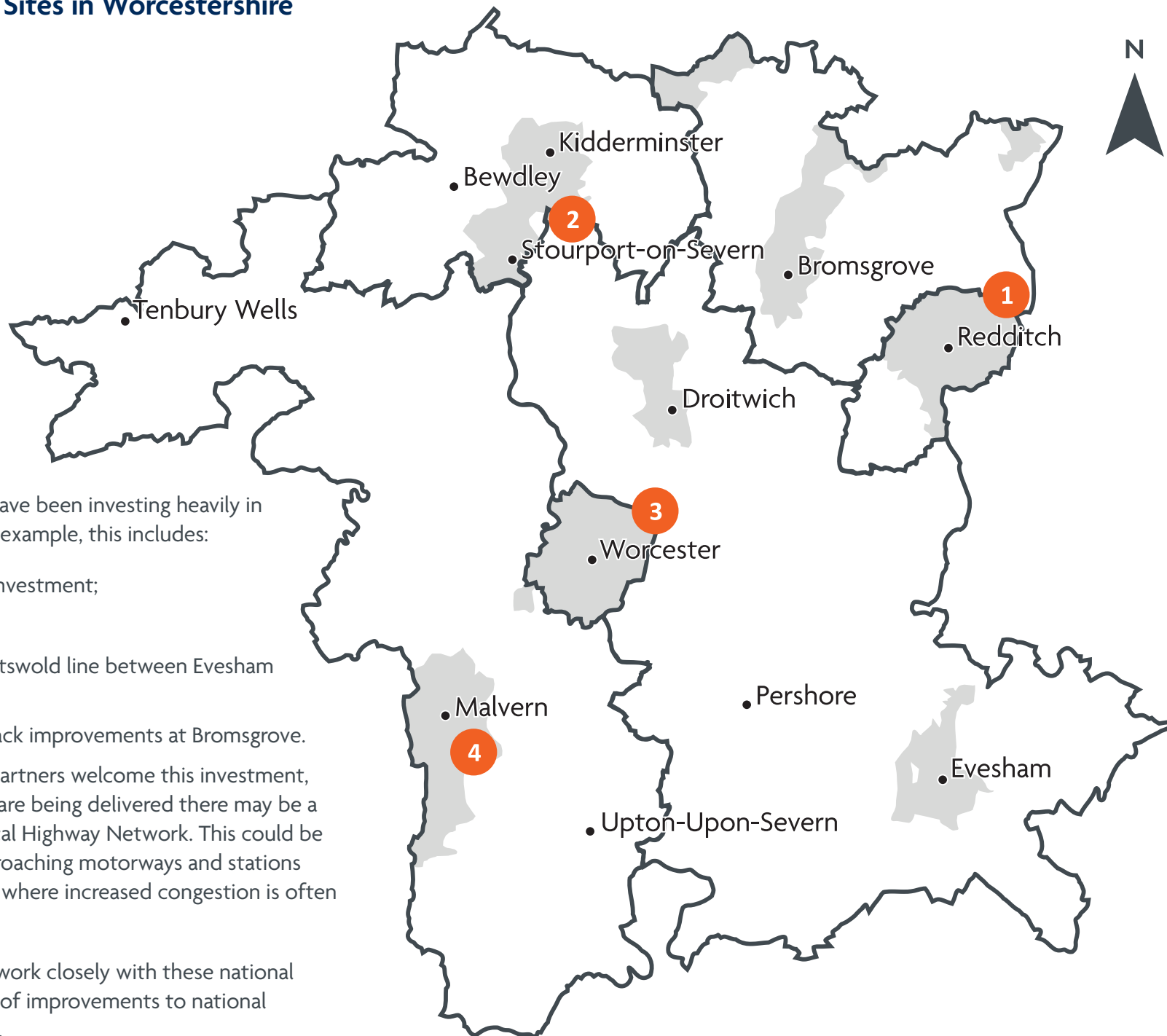
focus on the delivery of sites of regional significance, which occupy strategic locations within their markets and provide major opportunities to lever market-led investment and deliver growth and jobs. Four initial sites have been selected because of their scale, economic impact potential and deliverability:

- **Worcester Growth Corridor** - Land on the eastern fringe of the city alongside the M5 motorway between Junction 6 and 7, including Worcester Six Business Park, for commercial uses to create an attractive gateway to the city. The development is anticipated to be attractive to advanced engineering and other technology rich activities;
- **Malvern Hills Science Park Expansion** - The Malvern Hills Science Park is highly successful and fully occupied, playing a strong role in Worcestershire's economy. It is proposed to accommodate further phases of development to support existing investors through the provision of 'grow on' accommodation. One of the key sectors here is cyber security/defence/IT;
- **Redditch Eastern Gateway** - This involves the development of a new high quality business park to attract and safeguard investment and employment, with a target being advanced engineering businesses. This will satisfy an identified need for a new employment facility in the area;
- **South Kidderminster Enterprise Park** - This will support the ongoing development of an existing employment scheme in attracting new investment in this location. Again a target would be advanced engineering businesses;

All of these sites will require the necessary transport infrastructure to facilitate their delivery.

## Economic “Game-Changer” Sites in Worcestershire

- 1 Redditch Eastern Gateway
  - 2 South Kidderminster Enterprise Park
  - 3 Worcester Growth Corridor
  - 4 Malvern Hills Science Park
- District Boundary
- Urban Areas > 10k Population



## National Transport Bodies

Highways England and Network Rail have been investing heavily in their networks in Worcestershire. For example, this includes:

- M5 “Smart Motorways” Major Investment;
- M5 Junction Improvements;
- Partial dualling of the North Cotswold line between Evesham and Moreton in Marsh;
- Signalling, electrification and track improvements at Bromsgrove.

Worcestershire County Council and partners welcome this investment, however, whilst these improvements are being delivered there may be a direct impact on Worcestershire’s Local Highway Network. This could be a particularly challenge for roads approaching motorways and stations where the works are taking place and where increased congestion is often experienced.

The County Council will continue to work closely with these national transport bodies to limit the impacts of improvements to national transport networks on local highways.

# Funding our Ambition

## Introduction

It goes without saying that funding opportunities will continue to be limited throughout the life of this Local Transport Plan. Worcestershire County Council will work with partners to secure funding from a wide range of sources to fund the development of our transport infrastructure, technology and services, supporting our economic renaissance.

## Funding for Major Transport Schemes

Major transport schemes involve substantial investment (in excess of £5 million) in infrastructure and services. To secure this scale of funding, detailed business cases have to be developed to prove that such investment will deliver commensurately significant benefits to Worcestershire's economy, environment and quality of life. Worcestershire will bid for major funding, primarily from Government, to support investment throughout the life of the Local Transport Plan. Proposed major transport schemes within the LTP4 include:

- Southern Link Road Phase 4 (Ketch to Powick Hams);
- Worcestershire Parkway;
- Redoubling of the Cotswold line;
- A38 Bromsgrove Key Corridor;
- Pershore Northern Access Improvements;
- Kidderminster Transport Strategy;
- Worcester Western Link Road;
- Hartlebury Railway Station Enhancement;
- Blakedown Railway Station Enhancement;
- Rushwick New Railway Station;
- Worcester Transport Strategy.

In addition, Worcestershire County Council will work with Highways England to bring forward nationally significant schemes within the county, which include:

- M42 Junction 1;
- A46 Evesham to Tewkesbury;
- M5 Junction 6.

## Section 106 Planning Obligations

Worcestershire County Council makes widespread use of Section 106 planning obligations to secure funding for infrastructure needed to mitigate the impacts of development. The use of Section 106 planning obligations was introduced in the Town and Country Planning Act 1990. Section 106 planning obligations are a mechanism whereby developers contribute towards the costs of essential infrastructure to support development growth.

The County Council has a successful track record of securing Section 106 developer contributions to invest in our transport infrastructure, technology and services.



Despite recent legislation which has added ‘additional tests’ to assess the relevance of developer contributions, Section 106 contributions will continue to be one of the primary mechanisms for funding infrastructure enhancements for the foreseeable future.

## Integrated Transport Block

The Integrated Transport Block formula was created in 2005 and, along with the highways maintenance formula, has been used to determine the local capital transport settlement since 2006. This funding is provided by Government to Local Transport Authorities to fund smaller transport improvement projects (under £5 million in value) such as road safety schemes, bus priority schemes, walking and cycling schemes and transport information schemes. The funding is not ring-fenced and local authorities can spend their allocations according to their priorities. In 2014, the Integrated Transport Block was reduced by approximately 40%, with the remainder of the money being allocated instead towards the Local Growth Fund.

In 2016/17 the DfT allocated Worcestershire County Council £2.5 million Integrated Transport Block funding for small transport improvement schemes. This funding is currently allocated according to a needs formula based on six elements: deprivation, road safety, public transport, air quality, congestion and accessibility.

## Local Growth Deal

Local Growth Deals provide funding to Local Enterprise Partnerships for projects that benefit the local area and economy. The first wave of Growth Deals were announced on 7 July 2014 at a value of circa £6 billion. For the first time, infrastructure, housing and other funding has been brought together into a single pot and provided directly to Local Enterprise Partnerships to invest, using their knowledge of what is needed in their local area to realise their economic potential. The Government expects that Growth Deals will include:

- Greater influence over key levers affecting local growth and freedoms and flexibilities;
- Local Growth Fund for Local Enterprise Partnerships to spend on delivery of their Strategic Economic Plan;
- Commitments from Local Enterprise Partnerships, local authorities and the private sector on their resources and levers for delivery of the Strategic Economic Plans, including through:
  - ◇ Better use of local authority assets to unlock resources to be reinvested in growth;
  - ◇ Commitments to pro-growth reforms, for example a co-ordinated approach to the development of local plans by local planning authorities across the relevant economic geography;
  - ◇ Commitment to collective decision making involving all local authorities within a Local Enterprise Partnership.

The key principle is that Growth Deals will be a partnership between the Government and Local Enterprise Partnerships, where the Government will respond to the offers made by Local Enterprise Partnerships in pursuit of the shared objective of growth. The Government and Local Enterprise Partnerships will negotiate Growth Deals on the basis of the Local Enterprise Partnerships’ Strategic Economic Plans.

To date a total of £54.2 million of Growth Deal funding has been secured for Worcestershire for agreed economic projects that will be delivered between 2015 and 2021. This includes a range of schemes to improve skills road and rail connectivity, access to key employment sites and Superfast Broadband.

In Worcestershire, prominent Local Growth Funded projects include:

- Worcestershire Parkway Station;
- Worcester Six Business Park;
- Vale Business Park, Evesham;
- Redditch Skills Academy;
- Hoobrook Link Road, Kidderminster;
- Worcester Southern Link Road (A4440);
- Kidderminster Railway Station;
- A38 Bromsgrove Key Corridor;
- Pershore Northern Access Improvements;
- Churchfields, Kidderminster.



# The Strategic Delivery Programme

## Overview

This section identifies Worcestershire County Council's proposed approach to the delivery of transport schemes in Worcestershire. The transport schemes listed in this document have been identified following extensive technical work and engagement with a wide variety of key stakeholders. They do not represent a commitment by the County Council for funding; rather, they provide the framework upon which Worcestershire County Council, together with partners, will seek to secure the necessary funding to enable delivery.

Over the lifespan of the LTP, it is recognised that the economic, social, political and environmental landscape of Worcestershire will change and as a result, schemes will be identified in response to emerging circumstances. To reflect this, the LTP Delivery Programme will be updated periodically, following work with key partners to identify other schemes and projects in the medium and long term. These will include updates to reflect revised Local Development Plans, the Strategic Economic Plan and the emerging Midlands Connect Growth Agenda.

Worcestershire County Council acknowledges the critical importance of rail as a key enabler of economic activity and growth, directly connecting economies and strengthening network resilience. It is unsurprising that trends in rail patronage have exhibited significant growth over recent years. Recognising this, rail plays an essential role in Worcestershire's future transport strategy.

## Delivery Area Strategies

Typically, where transport schemes are packaged together, they deliver greater cumulative benefits than individual scheme investments, increasing value for money achieved and resulting in stronger business cases for investment. Recognising this, the County Council will seek to package schemes wherever possible, to enable our schemes to compete more effectively for funding. Each of these packages of schemes will be incorporated within a broad area strategy. The three area strategies are:

- **North East Worcestershire**  
(Bromsgrove District and Redditch Borough);
- **South Worcestershire**  
(Malvern Hills District, Wychavon District and the City of Worcester);
- **Wyre Forest.**

Without contributions from alternative sources, including private sector contributions, some of the schemes and packages identified below may not be deliverable within the aspired timescales. This is particularly relevant for more expensive schemes, such as new rail stations and new roads. The LTP is closely aligned with the Worcestershire Local Planning Authorities' Local Development Plans, to link new developments with appropriate investment in transport infrastructure, technology and services, acting to preserve and enhance Worcestershire's economy, environment and quality of life.





## Prioritisation and Implementation

Worcestershire County Council recognises that the scale of proposed transport schemes in this plan cannot be delivered concurrently, as scheme development requires significant resources, including funding. To manage this, transport schemes will be prioritised for delivery, based on their ability to meet the aims and objectives of the Local Transport Plan and those of local and national funding bodies.

For larger schemes, it may be necessary to develop and deliver schemes using a phased approach. A good recent example of this is the A4440 Worcester Southern Link Road, which has been developed in four distinct phases.

The schemes that follow have been broadly prioritised according to their current development status:

- Scheme either about to be or in construction
- Scheme in development  
(business case development/scheme design - funding required)
- Responding to plans - funding required
- Emerging concepts - funding required

An implementation plan, detailing how schemes will be funded, prioritised and put into place, will be developed subsequent to the adoption of this document.

## 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 Road Network, including the M42, A46 and M5. The A38, A456, A491, A448, A441 and A435, maintained by the County Council, represent the primary local network in the area. The majority of the population (71%) live in the towns of Bromsgrove and Redditch.



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 three around Bromsgrove on the A38 at Stoke Heath and J1 of the M42, where the A38 crosses the motorway and Worcester Road in Bromsgrove Town Centre.

The area benefits from a number of rail stations located at Hagley, Wythall, Barnt Green, Alvechurch, Redditch (the third busiest station in terms of passenger numbers in Worcestershire) and a newly constructed station at Bromsgrove. 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.

North East Worcestershire is relatively affluent; however, there are some areas of deprivation in the urban areas, particularly parts of the wards of Abbey, Batchley & Brockhill, Church Hill and Greenlands in Redditch. Areas of unemployment concern are focussed on similar areas, with the highest concentrations of residents claiming Job Seekers Allowance (or out of work Universal Credit claimants) located in Church Hill, Lodge Park, Batchley & Brockhill in Redditch and Charford in Bromsgrove.

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. 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. In North East Worcestershire, 66% of working residents drive to work, 12% work from home, 8% walk or cycle, 5% catch the bus, 3% take the train and the remaining 6% get to work by other means (such as by taxi, motorcycle or as a passenger in a car or van).

Despite the districts' close proximity to the West Midlands Conurbation, 50% of residents in the area who work outside the home, work locally. By far the largest employment outflow is to Birmingham, with significant flows also to Stratford-upon-Avon and Solihull.

## 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:

- New rail station delivered in Bromsgrove;
- Refurbishment of Bromsgrove Town Centre;
- Three year 'Choose how you move Redditch' initiative to improve the awareness of sustainable travel options;



- Major investment in improving the condition of local roads in North East Worcestershire as part of the ongoing 'Driving Home' enhancement project;
- Development of Redditch Town Centre Public Realm Improvement Package;
- Redditch subway improvement programme.

## North East Worcestershire Transport Challenges

Availability of public funding is expected to be limited during the Worcestershire LTP period. 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 tackle air quality issues;
- To enhance transport network reliability and resilience;
- To improve all aspects of road safety.

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

- North East Strategic Transport (NEST) Schemes;
- Redditch (R) Package;
- Bromsgrove (BR) Package.

## Integration with Other Strategic Plans

The Worcestershire Local Transport Plan reflects the adopted Bromsgrove Local Development Plan and the Borough of Redditch Local Plan 4.

Worcestershire County Council recognises that further growth will be allocated in Bromsgrove District beyond 2025 and the LTP will be updated as necessary.

The LTP4 also aligns with the Worcestershire Local Economic Partnership's (LEP) Strategic Economic Plan (2014) and the Greater Birmingham and Solihull LEP's Strategic Economic Plan (2016).

## Strategic Transport Schemes for North East Worcestershire

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

ID	Scheme Name	Potential Funding Sources	Description
NEST1	Lickey End (M42 Junction 1). Major Junction Enhancement Scheme and Lickey End AQMA Remediation  Major Scheme	Local Transport Plan (LTP) / Bromsgrove District Council / Developers/ Highways England	Lickey End (M42, Junction 1) is widely recognised as operating in excess of built capacity and so is now heavily congested at peak times. The junction is the focus for an Air Quality Management Area and offers a challenging environment for non-motorised users.  This major scheme would look at strategic options to tackle this issue, which could include redesign or junction relocation and will be delivered in partnership with Highways England.  Through partnership working with the Council and Highways England this scheme is agreed in principle and funding sources identified.
NEST2	Bromsgrove A38 Strategic Corridor (Lydiate Ash to Hanbury Turn)  Major Scheme	National Funding/ LTP/Bromsgrove District Council/ Developers	The A38 Bromsgrove Corridor Major Scheme is currently being developed by Worcestershire County Council (WCC). The scheme will support the sustainable growth of Bromsgrove by enhancing the A38 Bromsgrove Eastern Bypass. The scheme includes a series of junction/island enhancements (such as the Oakalls Island) where delay and congestion is currently experienced, and where conditions are predicted to deteriorate further without intervention. These works will be critical in helping to support the objectives of the Bromsgrove District Plan (BDP), the Redditch Local Plan, Worcestershire's LTP 4 and both the Worcestershire and Greater Birmingham and Solihull Strategic Economic Plans (SEP) prepared by the Local Enterprise Partnerships (LEP).
NEST3	Redditch Transport Strategy	Redditch Borough Council / LTP / Developers	The Redditch Transport Strategy Major Scheme will be a phased investment programme in transport infrastructure, technology and services in Redditch Town Centre to support regeneration, economic diversification and growth, directly linked to Redditch Borough Council's Local Development Plan. Amongst other considerations, the Strategy will look at the viability of introducing traffic management in the Webheath area.
NEST4	North East Worcestershire Transport Telematics Investment Package	Developers/LTP	This would include Variable Message Signs, Real Time Information Systems, Signalling Improvements and Traffic Counters

ID	Scheme Name	Potential Funding Sources	Description
NEST5	Old Birmingham Road/ Linehouse Lane/Braces Lane Junction (Marlbrook)	Developer/LTP	A complete review of the junction's capacity, traffic flows, design and signalling apparatus (where provided) for all suitable transport modes, to identify whether capacity and/or safety improvements are required. If so, this will be followed by a detailed design process to identify a costed improvement scheme to tackle identified issues and constraints.
NEST6	Hagley Junctions	Developer/LTP	A complete review of a number of junctions in Hagley to assess capacity, traffic flows, design and signalling apparatus (where provided) for all suitable transport modes, to identify whether capacity and/or safety improvements are required. If so, this will be followed by a detailed design process to identify a costed improvement scheme to tackle identified issues and constraints.
NEST7	Wythall Rail Station Enhancement Scheme	DfT/Developer/ Rail Industry	<p>Station enhancements could include:</p> <ul style="list-style-type: none"> <li>• Improvements to passenger information and station facilities for passengers;</li> <li>• Facilities that will cater for current and future demand growth;</li> <li>• Improvements to walking /cycling routes to the station;</li> <li>• Improvements to access arrangements for cyclists and provide additional new cycle storage facilities;</li> <li>• Set-down and pick-up facilities for taxi users and operators;</li> <li>• Improve facilities for passengers with disabilities or who experience difficulty using the railway station facilities;</li> <li>• Improvement to car parking;</li> <li>• Working with Train Operating Companies to improve services.</li> </ul>

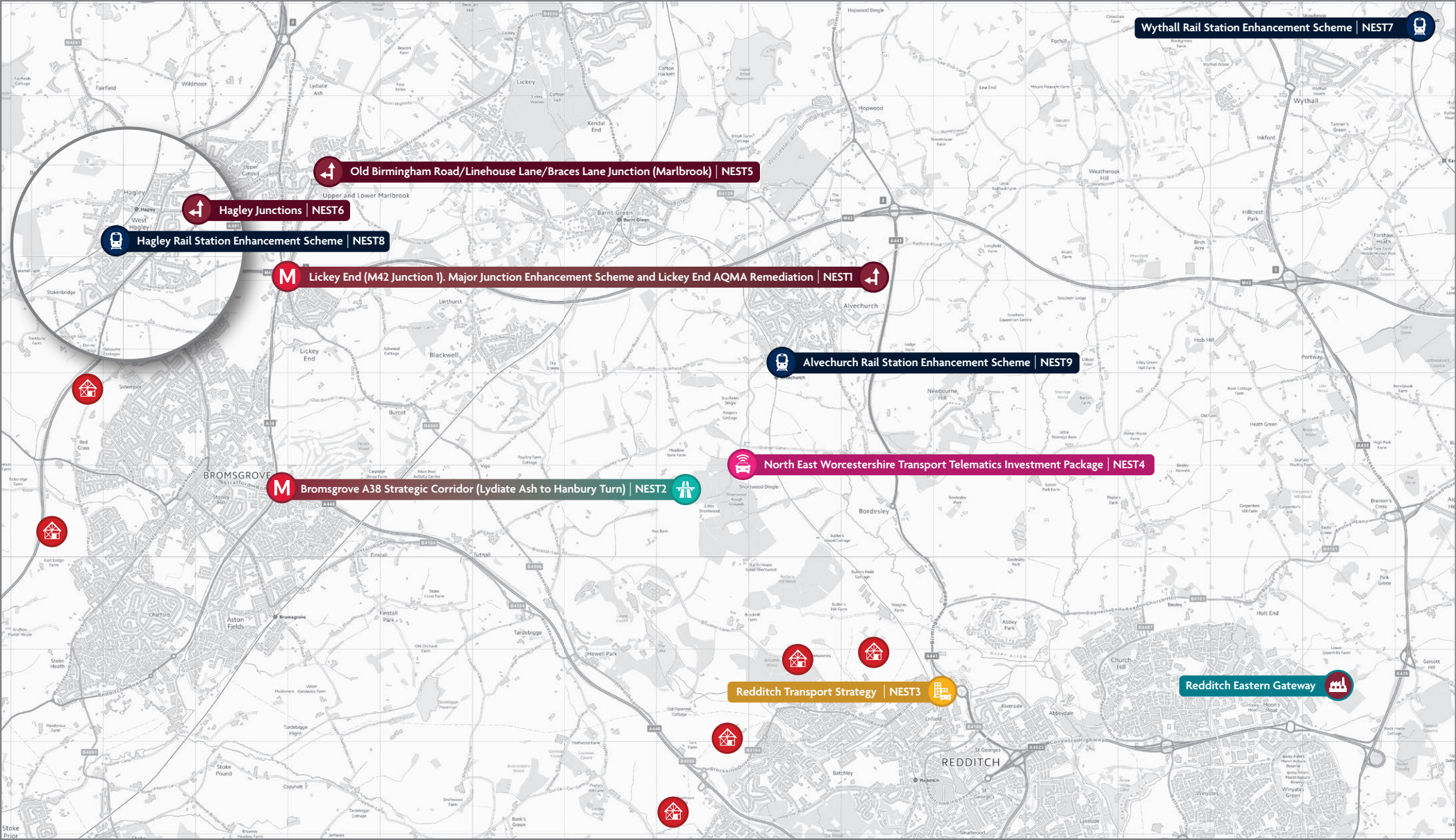
ID	Scheme Name	Potential Funding Sources	Description
NEST8	Hagley Rail Station Enhancement Scheme	Department for Transport (DfT) / Developer/Rail Industry	Station enhancements could include: <ul style="list-style-type: none"> <li>• Improvements to passenger information and station facilities for passengers;</li> <li>• Facilities that will cater for current and future demand growth;</li> <li>• Improvements to walking/cycling routes to the station;</li> <li>• Improvements to access arrangements for cyclists and provision of additional new cycle storage facilities;</li> <li>• Set-down and pick-up facilities for taxi users and operators;</li> <li>• Improve facilities for passengers with disabilities or who experience difficulty using the railway station facilities;</li> <li>• Improvement to car parking;</li> <li>• Working with Train Operating Companies to improve services.</li> </ul>

Please note: A longer term transport strategy is currently under development for Bromsgrove District.

This will include a range of options, including access to the motorway network and Highways England's future Road Investment Strategies, the case for a potential Western Bypass for Bromsgrove, passenger transport improvements and a comprehensive active travel (walking and cycling) network to support development growth. These options will be comprehensively assessed. The outcomes of this will feed into future versions of the Worcestershire Local Transport Plan and the Bromsgrove Local Plan.

ID	Scheme Name	Potential Funding Sources	Description
NEST9	Alvechurch Rail Station Enhancement Scheme	DfT/Developer/ Rail Industry	<p>Station enhancements could include:</p> <ul style="list-style-type: none"> <li>• Improvements to passenger information and station facilities for passengers;</li> <li>• Facilities that will cater for current and future demand growth;</li> <li>• Improvements to walking/cycling routes to the station;</li> <li>• Improvements to access arrangements for cyclists and provision of additional new cycle storage facilities;</li> <li>• Set-down and pick-up facilities for taxi users and operators;</li> <li>• Improve facilities for passengers with disabilities or who experience difficulty using the railway station facilities;</li> <li>• Improvement to car parking;</li> <li>• Working with Train Operating Companies to improve services.</li> </ul>
NEST10	Rural Traffic Management Programme	LTP/DfT/Developers	A programme of traffic management schemes that suit local needs and serve wider, strategic purposes.
NEST11	Travel Choice Support Programme	Public Health Directorate/ DfT/ Developers/LTP	A programme of measures that would include bicycle hire, Bikeability training, travel training, travel planning, 'Smarter Choices' schemes and other supporting measures.

# Strategic Transport Schemes for North East Worcestershire



- Transport Telematics
- Major Scheme
- Rail Station Improvements
- Junction Review / Enhancements
- Public Realm Schemes
- Area Transport Strategy
- Road Scheme
- Game Changer Employment Site
- Housing Development

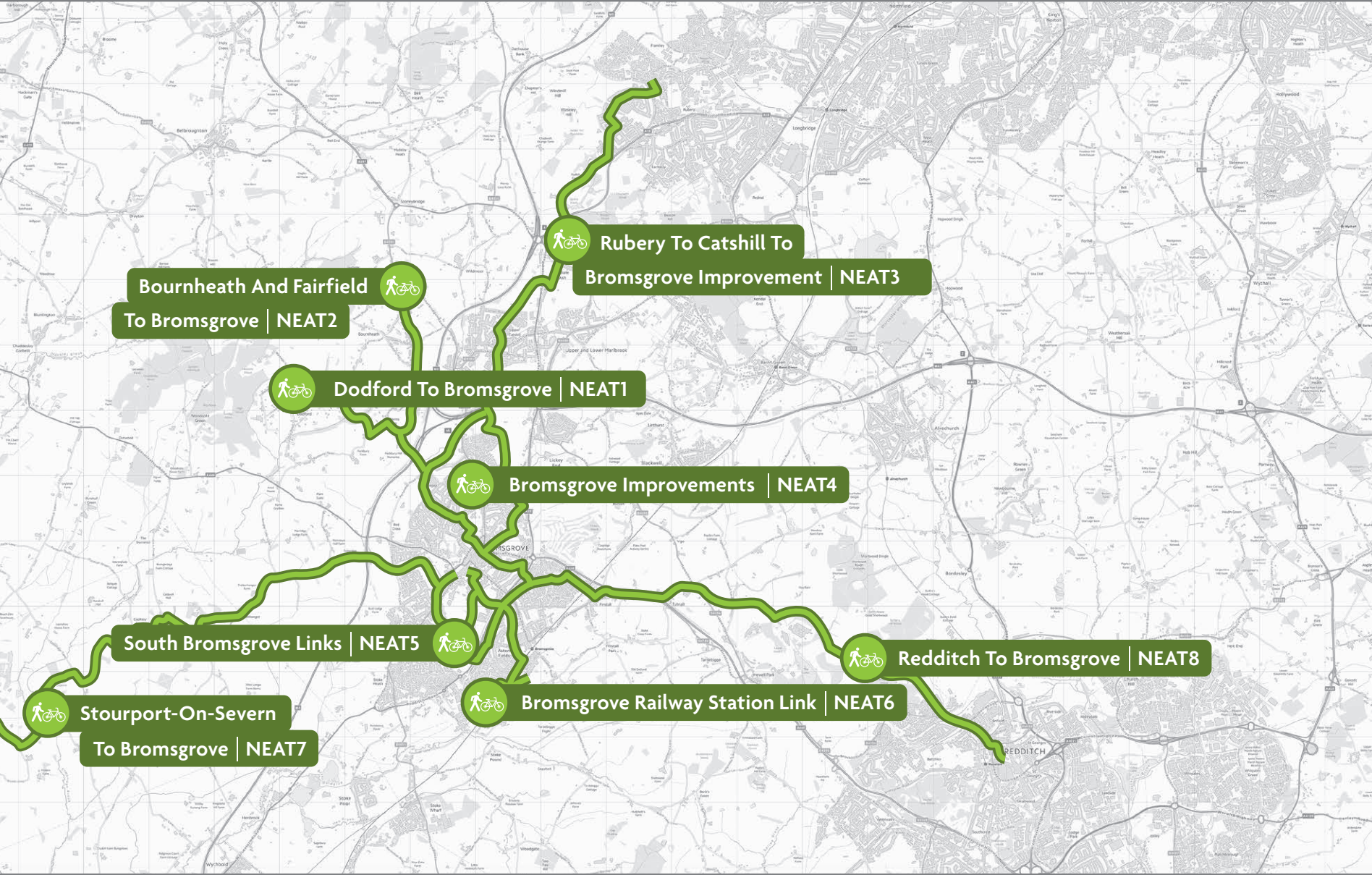


## Strategic Active Travel Corridor Schemes for North East Worcestershire

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

ID	Scheme Name	Potential Funding Sources	Description
NEAT1	Dodford To Bromsgrove	LTP/Developer	An 'Active Travel Corridor' is systematic investment in walking and cycling links along the corridor to create a comprehensive, integrated network linking key trip attractors, including schools, rail stations, town centres and employment locations. This will include surfacing, lighting and public realm improvements to create an attractive and coherent network. Secure and sheltered secure cycle parking will be considered.
NEAT2	Bournheath And Fairfield To Bromsgrove		
NEAT3	Rubery To Catshill To Bromsgrove Improvement		
NEAT4	Bromsgrove Improvements, Including Assessment Of Provision In The Vicinity Of The A38		
NEAT5	South Bromsgrove Links		
NEAT6	Bromsgrove Railway Station Link		
NEAT7	Stourport-On-Severn To Bromsgrove		
NEAT8	Redditch To Bromsgrove		

# Strategic Active Travel Corridor Schemes for North East Worcestershire



 Active Travel Corridor

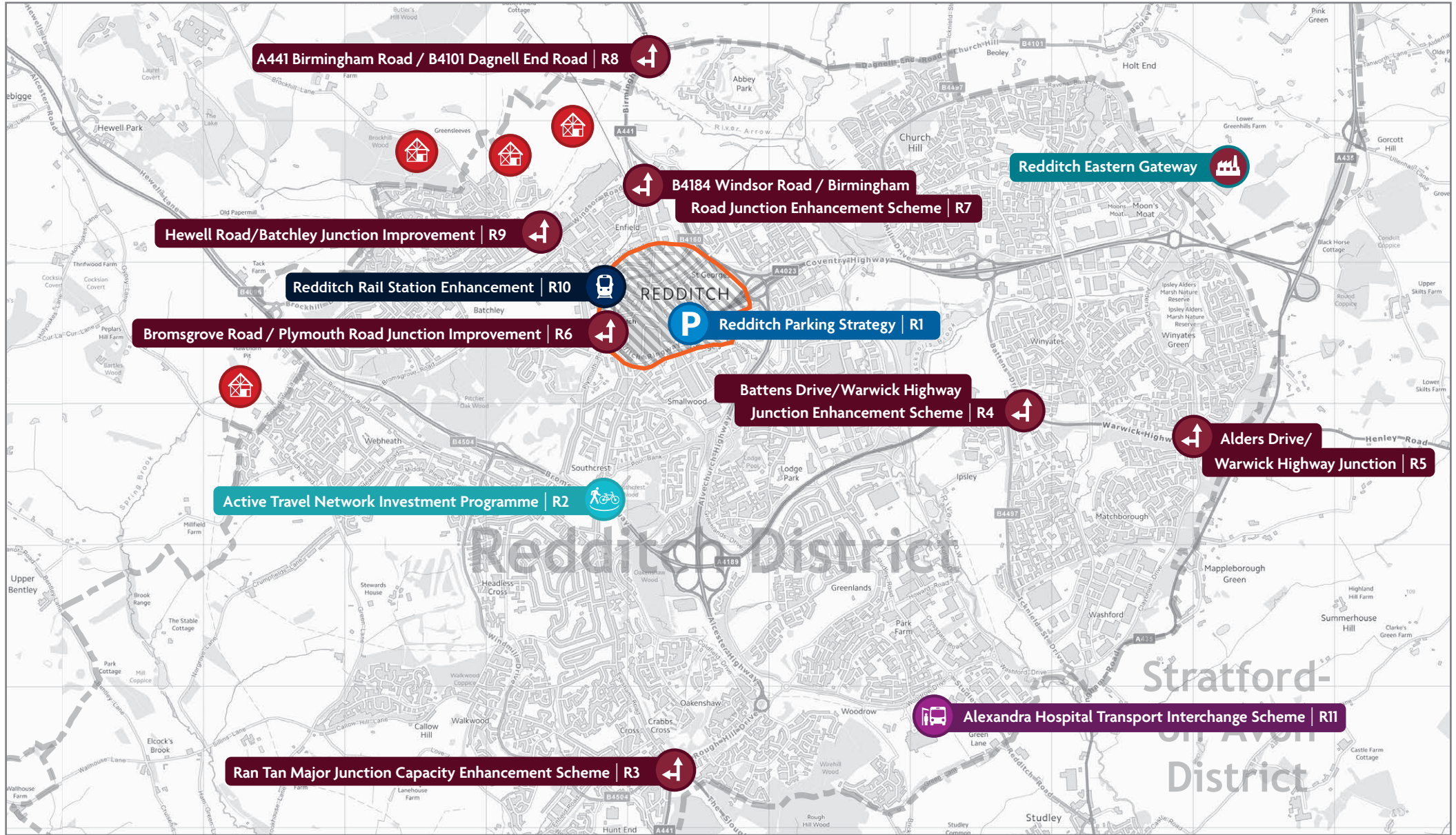
## Redditch Package






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

ID	Scheme Name	Potential Funding Sources	Description
R1	Parking Strategy	Developers/LTP	A strategic review to improve parking for cars, motorcycles and covered parking for bicycles.
R2	Active Travel Network Investment Programme	DfT funding/ Developers	Active Travel Investment Programme is a systemic investment in walking and cycling links across the Redditch area to create a safe, comprehensive, integrated network linking residential areas with key trip attractors, including schools, rail stations, town centre and employment locations. This will include surfacing, signage, lighting and public realm improvements to create an attractive and coherent network.
R3	Ran Tan Major Junction Capacity Enhancement Scheme	Developers/LTP/ Maintenance	A comprehensive review of these junctions in terms of capacity, traffic flows, design and signalling apparatus (where provided) for all suitable transport modes, to identify whether capacity and/or safety improvements are required. If so, this will be followed by a detailed design process to identify a costed improvement scheme to tackle identified issues and constraints.
R4	Battens Drive/Warwick Highway Junction		
R5	Alders Drive/Warwick Highway Junction		
R6	Plymouth Road/ Bromsgrove Road Junction	Developers/LTP	
R7	B4184 Windsor Road / Birmingham Road Junction		
R8	A441 Birmingham Road / B4101 Dagnell End Road Junction		
R9	Hewell Road/ Batchley Road junction		

ID	Scheme Name	Potential Funding Sources	Description
R10	Redditch Station Enhancement Scheme	Rail Industry/LTP/Developers	<p>Station enhancements could include:</p> <ul style="list-style-type: none"> <li>• Improvements to passenger information and station facilities for passengers;</li> <li>• Facilities that will cater for current and future demand growth;</li> <li>• Improvements to walking /cycling routes to the station;</li> <li>• Improvements to access arrangements for cyclists and provide additional new cycle storage facilities;</li> <li>• Set-down and pick-up facilities for taxi users and operators;</li> <li>• Improve facilities for passengers with disabilities or who experience difficulty using the railway station facilities;</li> <li>• Improvement to car parking;</li> <li>• Working with Train Operating Companies to improve services.</li> </ul>
R11	Alexandra Hospital Transport Interchange Scheme	LTP/NHS/Developers/Major Scheme (DfT)	<p>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 en route to and from the hospital. This scheme is dependent on support from the operators of the site and local bus companies.</p>

# Redditch Package



-  Rail Station Improvements
-  Junction Review / Enhancements
-  Parking Strategy
-  Housing Development
-  Bus Interchange
-  Active Travel Network
-  Game Changer Employment Site

## Bromsgrove Package

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

ID	Scheme Name	Potential Funding Sources	Description
BR1	Bromsgrove Transport Strategy	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. The scheme would also involve a comprehensive multimodal review of network efficiency and infrastructure. This study would identify where to focus investment to improve the operation of the local transport network. This would also include a review of Bromsgrove's highway network to explore options to improve and disperse traffic flow to increase efficiency and AQMA remediation at Worcester Road.
BR2	Bromsgrove - Strategic Active Travel Network Investment Programme (Including Catshill, Marlbrook and Lickey End)	DfT funding / Developers	Active Travel Investment Programme is a systemic investment in walking and cycling links across the Bromsgrove area to create a safe, comprehensive, integrated network linking residential areas with key trip attractors, including schools, rail stations, town centres and employment locations. This will include surfacing, signage, lighting and public realm improvements to create an attractive and coherent network.
BR3	Broad Street/Stourbridge Road Junction	Developer/LTP	A complete review of the junction's capacity, traffic flows, design and signalling apparatus (where provided) for all suitable transport modes, to identify whether capacity and/or safety improvements are required. If so, this will be followed by a detailed design process to identify a costed improvement scheme to tackle identified issues and constraints.
BR4	The Strand / Market Street / Stourbridge Road / Birmingham Road Junction		
BR5	Bromsgrove - St John Street / Hanover Street / Kidderminster Road Junction		

ID	Scheme Name	Potential Funding Sources	Description
BR6	Bromsgrove - Worcester Road/Rock Hill Key Corridor of Improvement (including Worcester Road AQMA Remediation)	Developer/ LTP	A systemic investment in a key corridor to improve infrastructure for all suitable transport modes, to enable the corridor to support increased economic activity (through quicker journey times and reduced congestion). This could include new technology (signals/signing) surfacing, lighting, enhanced walking/cycling infrastructure.
BR7	Bromsgrove Station - Car Park Extension Scheme	LTP/TfWM	Potential to increase car park capacity if demand grows to a point where a suitable business case can be identified to support investment.
RB1	Rubery Public Realm Scheme	Developer/LTP	A systemic investment in a town centre or area's transport infrastructure to enable it to support increased economic activity and diversification. This could include a redesign of space, new surfacing, lighting, drainage and functional changes to support enhanced accessibility by walking, cycling, passenger transport or motorised vehicle. This would need to be funded by development growth, recognising that the main shopping area would need to be enhanced to support increased demand.

# Bromsgrove Package



- Public Realm Schemes
- Junction Review / Enhancements
- Area Transport Strategy
- Active Travel Network
- Parking Strategy
- Rail Station Improvements
- Key Corridor of Improvement
- Housing Development



## 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 (AONB); the Malvern Hills to the west and the Cotswolds to the south and east.

These AONBs are underpinned by plans which formulate local authority policy in relation to the management of these nationally important landscapes, including any transport issues. 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 and Heathrow Airports (via the planned direct rail connection from Reading) in particular.

Approximately 298,600 people live in South Worcestershire (Census 2011), distributed as follows: 121,500 in Wychavon, 101,300 in Worcester and 75,700 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. Both Wychavon and Malvern Hills have an ageing population structure with higher proportions of their residents over 65 than in Worcester (27% and 24% compared with 16%), while Worcester has a greater concentration of working age residents (63%).

There are good transport links to the West Midlands Conurbation from much of the area (via the M5 and rail network) but 70% of working residents (excluding 'home workers') work in the area. In South Worcestershire, 61% of working residents drive to work, 15% work from home, 13% walk or cycle, 3% catch the bus, 2% take the train and the remaining 6% get to work by other means (such as by taxi, motorcycle or as a passenger in a car or van).

Considering individual districts within South Worcestershire: approximately 49% of Worcester City's working residents live and work within the city, with a further 8% working mainly at home. In comparison a lower percentage of Malvern Hills (32%) and Wychavon (35%) residents travel to work in their home district, but the percentage of home workers is higher (19% for Malvern Hills, 15% for Wychavon). There are significant employment flows between the

South Worcestershire districts with many people from Wychavon and Malvern Hills travelling to Worcester City for work, but also Worcester City residents working in Wychavon or Malvern Hills. The largest employment outflows from South Worcestershire as a whole are to Birmingham, other Worcestershire districts and Stratford-upon-Avon; but a significant number of Malvern Hills residents work in neighbouring Herefordshire while Wychavon residents are also likely to travel to Tewkesbury, the Cotswolds or Cheltenham.

The area benefits from good access to the National Strategic Highway Network, including the M5, M50, and A46. The A38, A44, A4440, A422, A449, A456, A443 and A4103 and A4104, maintained 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. High levels of demand have led to peak period congestion, journey time unreliability, environmental issues and the designation of three Air Quality Management Areas in Worcester (Dolday/Bridge Street, Lowesmoor and Rainbow Hill and St John's), with a number of other parts of the city being monitored.

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 has continued to grow.

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 pockets of 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:

- Major investment in improving the condition of local roads in South Worcestershire as part of the ongoing "Driving Home" enhancement project;
- Southern Link Road Improvements, Phases 1 and 2;
- Replacement of Evesham Abbey Bridge and Viaduct;
- Worcester Transport Strategy (including Foregate Street Station refurbishment, new Malvern Link Station building, several Key Corridors with new bus shelters, new VMS car park spaces and bus shelter digital displays);
- Tenbury Wells Public Realm improvements (road resurfacing, repaving, new bins, flower containers, benches etc.);
- Refurbishment of Upton-Upon-Severn High Street;

- Flood alleviation schemes;
- Teme Bridge Restoration, Tenbury Wells.

## Transport Challenges in South Worcestershire

Availability of public funding is expected to be limited, especially in the first years of the Worcestershire LTP4. 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 enable and promote growth;
- To enhance journey time reliability;
- To address deteriorated ambient air quality;
- To improve all aspects of road safety.

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

- South Worcestershire Strategic Transport (SWST) Schemes;
- South Worcestershire Active Travel Corridor (SWAT) Schemes;
- Droitwich Spa (D) Package;
- Vale of Evesham (E) Package;
- Malvern (M) and Tenbury Wells (T) Package;
- Pershore (P) Package;
- Worcester City (W) Package.

## Integration with Other Strategic Plans

In the preparation of the LTP4, the County Council fully recognises the South Worcestershire Development Plan (SWDP 2016) and the Local Economic Partnership's (LEP) Strategic Economic Plan (SEP 2014).

## Strategic Transport Schemes for South Worcestershire

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

ID	Scheme Name	Potential Funding Sources	Description
SWST1	Worcestershire Parkway Major Scheme	Prudential borrowing/LGF	<p>The Worcestershire Parkway Major Scheme involves the development of a new parkway station at the intersection of the Bristol to Birmingham and the Worcester - London (Cotswold 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> <p>Highway improvements will be delivered for all modes to support the Worcestershire Parkway Scheme to enable access.</p>
SWST2	Worcester City Centre Transport Strategy	Worcester City Council/LTP/WCC/Developers	<p>This scheme will involve the development of a detailed transport investment strategy to tackle access issues, improving the attractiveness of Worcester City Centre as a place to live, work, visit and invest, supporting its role as a critical focus for the County's economic success.</p> <p>The transport strategy would also include a review of Worcester's highway network to explore options to improve and disperse traffic flow to increase efficiency and AQMA remediation within AQMAs or emerging AQMAs.</p> <p>The strategy will complement the Vision of the City: Worcester will be a successful and growing Cathedral and University City, including more homes, more businesses and jobs. A City with prestige tourist, education and retail attractions. A place that maintains its "city in the country" feel, its extraordinary valued heritage assets and its quality environment – a City for the County"</p>
SWST3	Shrub Hill Station Enhancement Scheme	Developers / The Rail Industry / Major Scheme (DfT) / Worcester City Council	<p>Worcester Shrub Hill is currently underused. 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.</p>

ID	Scheme Name	Potential Funding Sources	Description
SWST4	M5 Junction 6 - Major Capacity Enhancement Scheme. Major Scheme.	DfT/Highways England	<p>A major investment by Highways England to increase capacity and improve safety at this junction, and to mitigate the impacts of forecast growth in demand to travel.</p> <p>Through partnership working with the Council and Highways England this scheme is agreed in principle and funding sources identified.</p>
SWST5	Southern Link Road (A4440) Phase 4 – Ketch to Powick Hams  Major Scheme	LTP/DfT/ Developers	<p>The 2016 budget announced the launch of a competitive process within the £475m fund for Large Local Major transport schemes. This is part of the £12bn Local Growth Fund (LGF). The aim of the Large Local Majors fund is to provide funding for those exceptionally large, potentially transformative local schemes that are too big to be taken forward within regular Growth Deal allocations and could not otherwise be funded. The A4440 Worcester Southern Link Road Improvements Phase 4 includes an offline widening of the existing SLR 1.2 mile carriageway from Ketch Roundabout to Powick Roundabout to provide a dual carriageway. The scheme also includes two new bridge structures, at Carrington Bridge and at Powick Common viaduct. The sustainable transport measures include widening of the existing footway to 2.0 m wide shared pedestrian/cycle route on northern side; provision of a foot/cycle bridge linking the north and south cycle routes at Powick Roundabout, located on the west approach; and upgrade of the grade separated pedestrian route at Ketch Roundabout for north to south movements. Key scheme specific objectives include:</p> <ul style="list-style-type: none"> <li>• Unlock the potential of the A4440 Worcester SLR by removing the capacity constraint at Temeside Way;</li> <li>• Support the growth of the economy of Worcestershire and the surrounding area by reducing travel times and costs imposed on businesses, transport operators and other network users by the current and forecast traffic congestion on the A4440 Worcester SLR;</li> <li>• Improve the resilience of the transport network to extreme weather events and unforeseen disruptions, particularly flood incidents;</li> <li>• Support the delivery of the planned growth set out in SWDP up to 2030. This includes development sites, such as Worcester West urban extension and North East Malvern (totalling 8,000 dwellings and 15 hectares of employment land).</li> </ul>

ID	Scheme Name	Potential Funding Sources	Description
SWST6	<p>Pershore Northern Access Improvements</p> <p>Major Scheme</p>	LTP/Developer	<p>The Pershore Infrastructure Improvements scheme is currently being progressed by Worcestershire County Council. An Outline Business Case (Programme Entry) was submitted to the Local Transport Body (LTB) in March 2016 for Programme Entry Approval. Conditional Approval is planned to be obtained in April 2017. The scheme comprises:</p> <ul style="list-style-type: none"> <li>• Pershore Northern Link: A new single carriageway road link, providing a critical connection between the A44 and B4083 Wyre Road, providing a significantly enhanced connection between the A44 and Pershore Town Centre;</li> <li>• A44/A4104/B4082 Pinvin Crossroad Enhancements.</li> </ul> <p>The scheme will provide a new north-south route between the A44 and Pershore town centre and enable greater priority to be given to the A44 at Pinvin Crossroads. The scheme will also provide traffic relief on the A4104 Terrace Road/Station Road (north of Wyre Road) and improve connectivity to Keytec Business Park. The scheme is also assumed to support the delivery of Pershore's urban extension, as allocated in the South Worcestershire Development Plan (SWDP).</p>
SWST7	<p>Evesham - A46 Corridor Major Upgrade Scheme</p> <p>Major Scheme</p>	Highways England /Department for Transport / Developers	<p>The A46 is an important trunk road linking the M5 (Junction 9, Tewkesbury) to the M40 (Junction 15, Warwick). Worcestershire County Council, in partnership with Warwickshire and Gloucestershire County Councils will continue to lobby Highways England for the upgrade of the route to 'expressway' standard (dual carriageway with limited exits) to enhance accessibility in the Vale of Evesham. The scheme would improve the safety and resilience of the highway network and improve the attractiveness of the area to live, work, visit and invest.</p> <p>Through partnership working with the Council and Highways England this scheme is agreed in principle and funding sources identified.</p>

ID	Scheme Name	Potential Funding Sources	Description
SWST8	Honeybourne Rail Station Improvement Scheme	The Rail Industry / Developers	<p>This proposed scheme would involve enhancements to station facilities, including enhanced parking capacity, to enable the station to fulfil its growing role as a rural parkway station for east Worcestershire, south Warwickshire and north Gloucestershire. The scheme could also include strategic access and safety improvements on highway routes to/from Honeybourne Station and the surrounding area, for all modes of transport.</p> <p>Whilst Worcestershire County Council recognises that there are some benefits to Worcestershire and its residents from reinstating the Stratford to Honeybourne Rail Line, the majority of the line lies within Warwickshire. Worcestershire County Council is happy to work with a future scheme promoter, subject to funding being secured to deliver the comprehensive up-grade of the North Cotswold line.</p>
SWST9	Droitwich to Stoke Works Junction- Rail Line Redoubling	The Rail Industry (Network Rail)	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 to support improved network integrity and capacity for further growth.
SWST10	Rushwick (Worcester West) Station Scheme - Business Case Development Major Scheme	LTP/ The Rail Industry/ Developers	This conceptual scheme could involve the development of a new station in the vicinity of Rushwick, close to the A4440. This station would provide parkway facilities for west Worcester, improving access to rail for strategic park and ride opportunities.
SWST11	Worcester Rail Triangle <sup>2</sup> Major Resignalling and Reconfiguration Scheme	The Rail Industry	This critical scheme involves the complete resignalling and reconfiguration of rail infrastructure in Worcester City. The city currently has some of the oldest rail signalling in the UK, with an antiquated line configuration which inhibits service frequency enhancements and directly contributes towards service unreliability by creating an unnecessary capacity constraint.
SWST12	Worcester - Western Link Road Scheme	LTP/LGF/ Developers	This ambitious scheme would involve the development of a new link road to connect the A4440 (Southern Link Road) with the B4204 Martley Road.

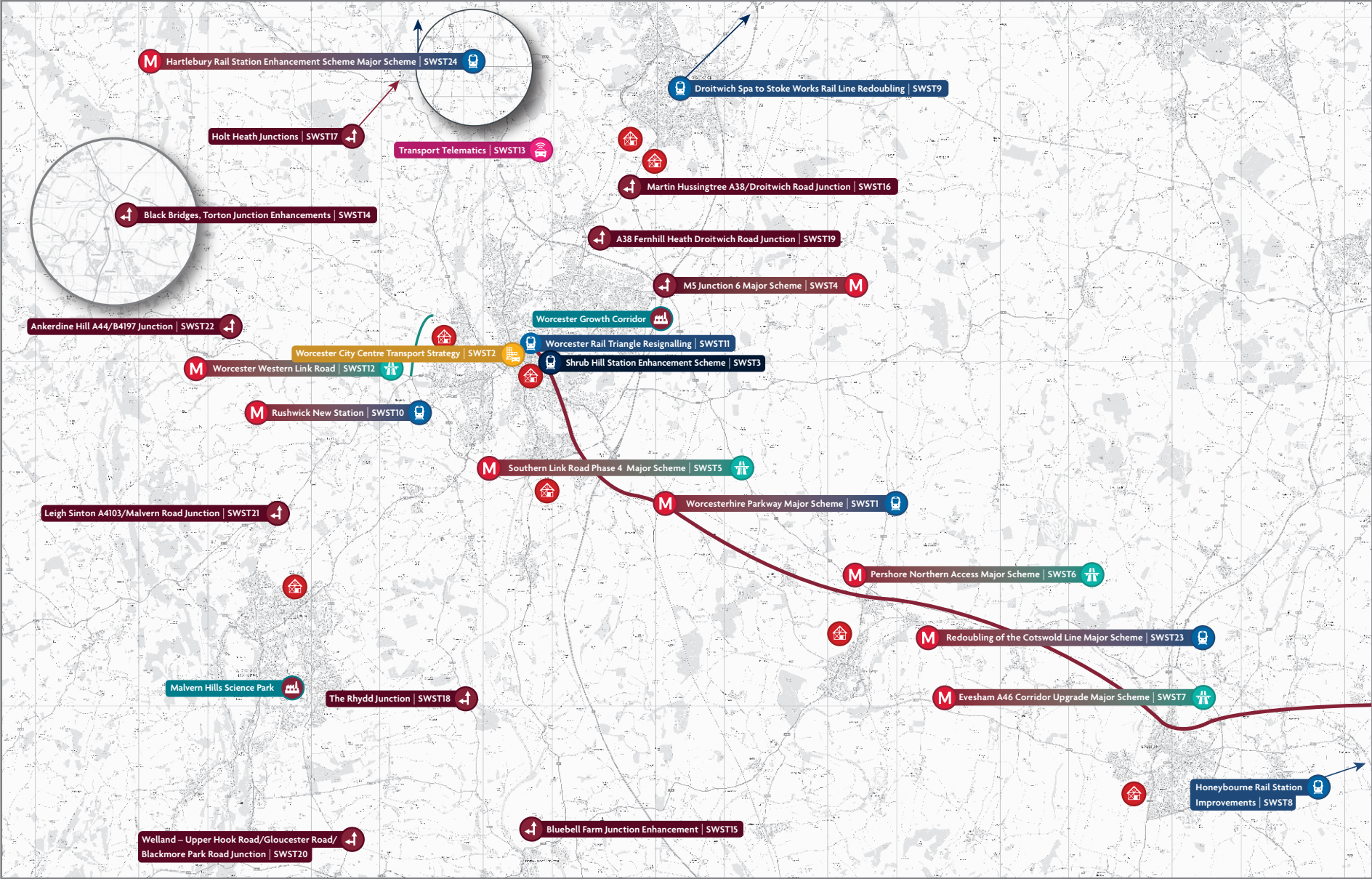
ID	Scheme Name	Potential Funding Sources	Description
SWST13	South Worcestershire Transport Telematics Investment Package	Funding bids/ Developers	This scheme involves a comprehensive programme of investment in transport telematics, including Variable Message Signs, Real Time Information System displays, Traffic Signalling Improvements and Traffic Monitoring and Information Dissemination Devices to improve access to journey information and enhance the efficiency and safety of Worcestershire's transport networks.
SWST14	Black Bridges, Torton (A449 / A450 / A442) Junctions	Developer/LTP	A comprehensive review of these junctions in terms of capacity, traffic flows, design and signalling apparatus (where provided) for all suitable transport modes, to identify whether capacity and/or safety improvements are required. If so, this will be followed by a detailed design process to identify a costed improvement scheme to tackle identified issues and constraints.
SWST15	Bluebell Farm (A4103 / A38) Junction		
SWST16	Martin Hussingtree - A38 Droitwich Road / A4538 Pershore Lane Junction		
SWST17	Holt Heath Junctions (A443 / A4133)		
SWST18	The Rhydd (B4211 Guarlford Road / B4211 Upton Road / B4424 Powick Road) Junction		
SWST19	Fernhill Heath - A38 Droitwich Road / A4536 Hurst Lane Junction		
SWST20	Welland - B4208 Gloucester Road/ B4208 Blackmore Park Road / Upper Hook Road Junction		
SWST21	Leigh Sinton - A4103 / B4503 Malvern Road Junction		
SWST22	Ankerdine Hill - (A44/B4197) Junction		
SWST23	Redoubling of the Cotswold Line Major Scheme	The Rail Industry (Netwrok Rail)	This would also include joint engagement with the rail industry, Herefordshire, Gloucestershire and Oxfordshire to develop an integrated 'economic case' for North Cotswold Line improvements to provide additional Infrastructure capacity on the North Cotswold Line to support a 2 trains per hour Worcester to London Paddington service.











ID	Scheme Name	Potential Funding Sources	Description
SWST24	Hartlebury Rail Station Enhancement Major Scheme	DfT/Developer	<p>Station enhancements could include:</p> <ul style="list-style-type: none"> <li>• Improvements to passenger information and station facilities for passengers;</li> <li>• Facilities that will cater for current and future demand growth;</li> <li>• Improvements to walking /cycling routes to the station;</li> <li>• Improvements to access arrangements for cyclists and provide additional new cycle storage facilities;</li> <li>• Set-down and pick-up facilities for taxi users &amp; operators;</li> <li>• Improve facilities for passengers with disabilities or who experience difficulty using the railway station facilities;</li> <li>• Improvements to car parking;</li> <li>• Working with Train Operating Companies to improve services.</li> </ul>
SWST25	Rural Traffic Management Programme	LTP/DfT/Developers	A programme of traffic management schemes that suit local needs and serve wider, strategic purposes.
SWST26	Travel Choice Support Programme	Public Health Directorate/ DfT/Developers/LTP	A programme of measures that would include bicycle hire, Bikeability training, travel training, travel planning, 'Smarter Choices' schemes and other supporting measures.

A longer term transport strategy is proposed for South Worcestershire. This will be included in future iterations of the Worcestershire Local Transport Plan, and will include consideration of new highway capacity around the north west part of Worcester City.

# Strategic Transport Schemes for South Worcestershire



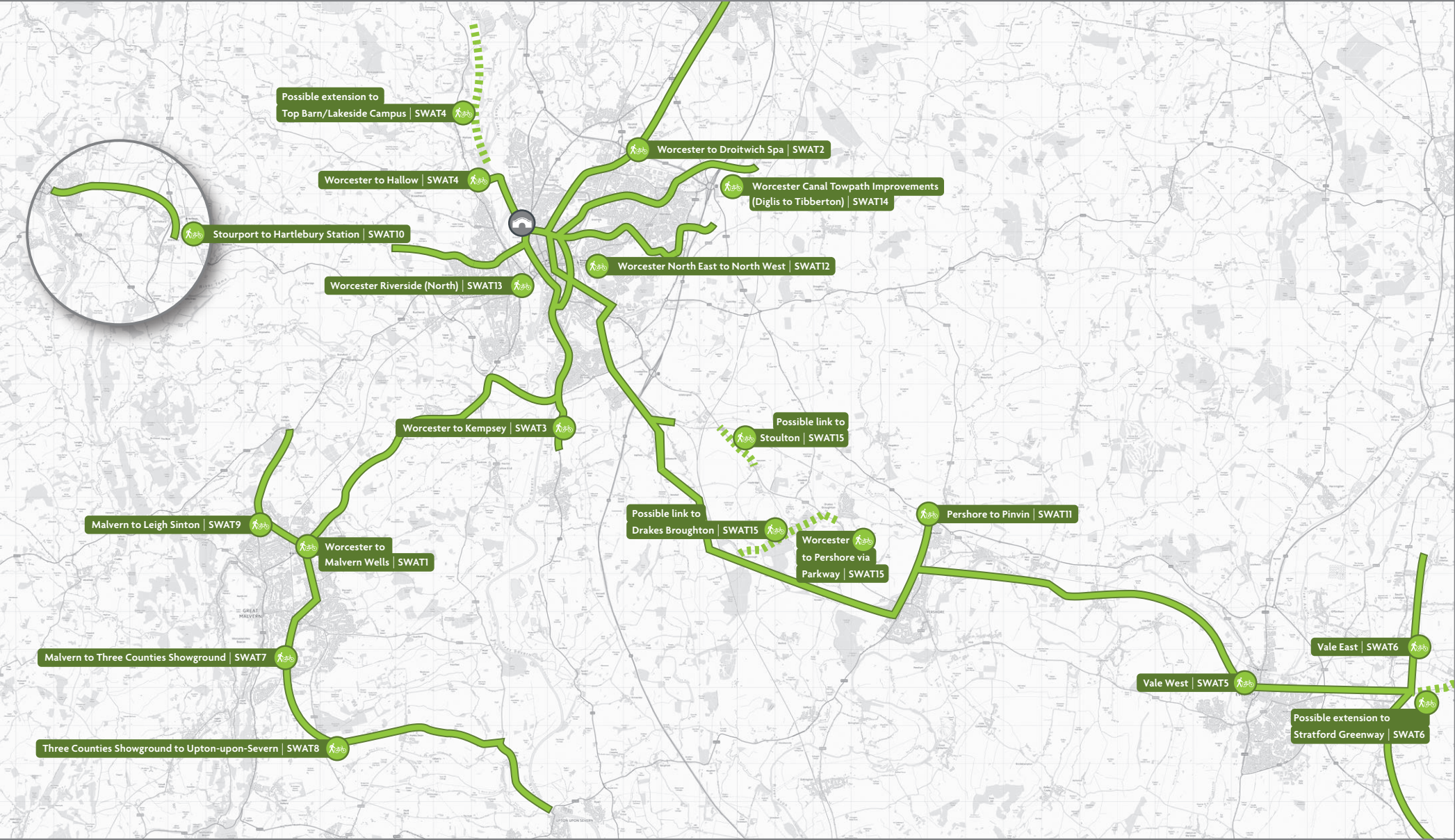
-  Transport Telematics
-  Road Scheme
-  Major Scheme
-  Rail Station Improvements
-  Junction Review / Enhancements
-  Housing Development
-  Game Changer Employment Site
-  Area Transport Strategy

## Strategic Active Travel Corridor Schemes for South Worcestershire

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

ID	Scheme Name	Potential Funding Sources	Description
SWAT1	Worcester to Malvern Wells (NCN41) Active Travel Corridor	LTP/Developer	An 'Active Travel Corridor' is systemic investment in walking and cycling links along the corridor to create a safe, comprehensive, integrated network linking residential areas with key trip attractors, including schools, rail stations, town centres and employment locations. This will include surfacing, signage, lighting and public realm improvements to create an attractive and coherent network.  Secure cycle parking and sheltered secure cycle parking will be considered.
SWAT2	Worcester to Droitwich Spa Active Travel Corridor		
SWAT3	Worcester to Kempsey Active Travel Corridor		
SWAT4	Worcester to Hallow Active Travel Corridor, including possible extension to Top Barn Farm/ Lakeside Campus, to be developed in partnership with the University of Worcester		
SWAT5	Vale West Active Travel Corridor (Pershe-Wyre Piddle-Fladbury-Charlton/Crothorne-Evesham)		
SWAT6	Vale East Active Travel Corridor Development and Improvements (Evesham-Badsey-Offenham-Littletons-Harvington-Wickhamford-Childswickham-Broadway -Bretforton/Honeybourne (potential for Stratford Greenway) )		
SWAT7	Malvern to Upton-upon-Severn Active Travel Corridor Phase 1 (Malvern to Three Counties Showground)		
SWAT8	Malvern to Upton-upon-Severn Active Travel Corridor Phase 2 (Three Counties Showground to Upton-upon-Severn)		
SWAT9	Malvern to Leigh Sinton Active Travel Corridor		
SWAT10	Stourport to Hartlebury Station (Leapgate Line) Active Travel Corridor		
SWAT11	Pershe to Pinvin Active Travel Corridor (including access to Pershe Station to allow safe passage for walkers and cyclists)		
SWAT12	Worcester North East- North West Active Travel Corridor (Lower Broadheath to Worcester Six, via new river bridge)		
SWAT13	Worcester River Severn Active Travel Corridor (Sabrina Bridge to Kepax)		
SWAT14	Worcester - Canal Towpath Active Travel Corridor Improvement Scheme (Diglis to Tibberton)		
SWAT15	Worcester-Parkway-Pershe Active Travel Corridor, including possible links to Stoulton and Drakes Broughton		

# Strategic Active Travel Corridor Schemes for South Worcestershire



Active Travel Corridor

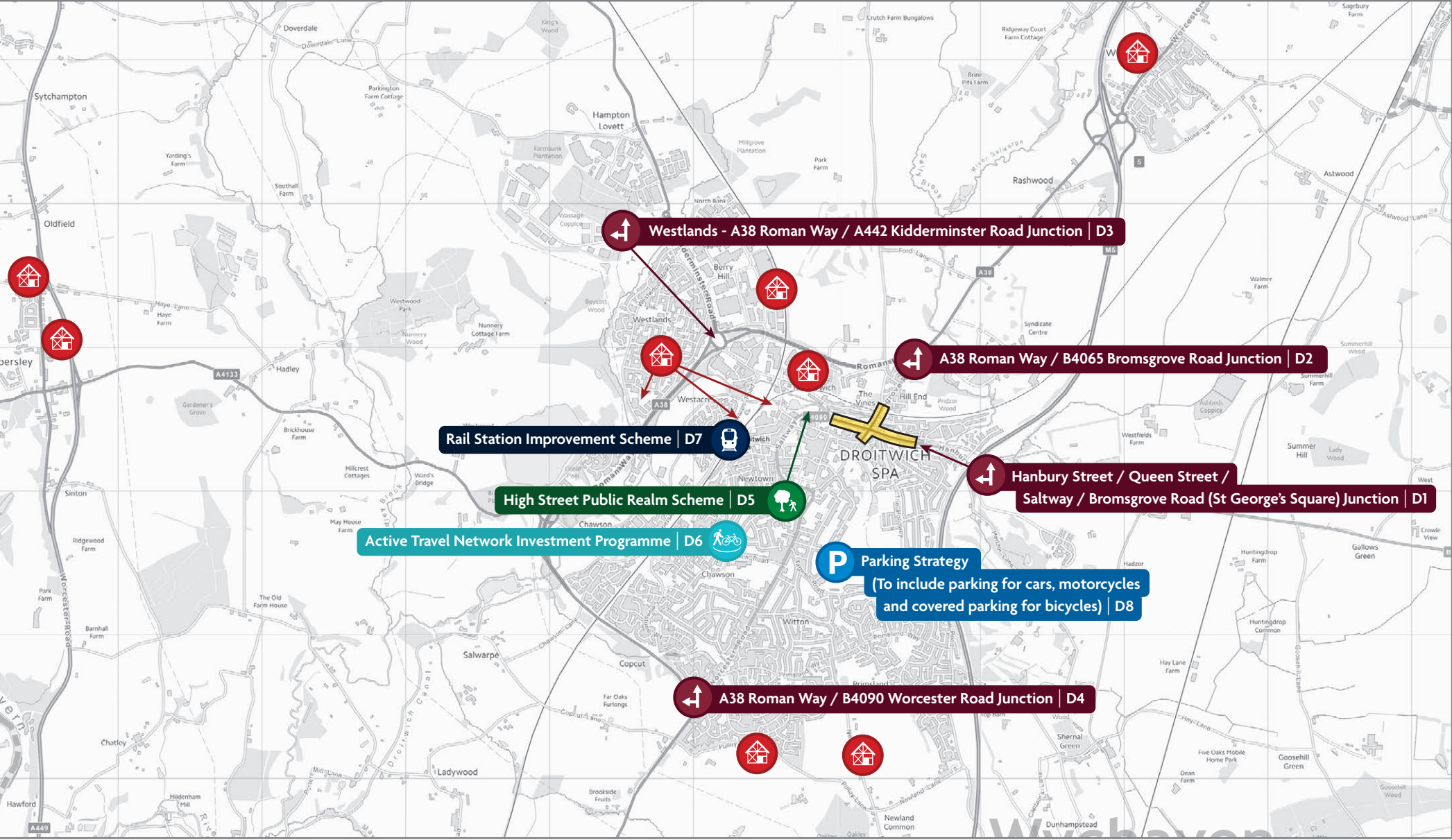
Potential Extension




## Droitwich Package

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

ID	Scheme Name	Potential Funding Sources	Description
D1	Hanbury Street / Queen Street / Saltway / Bromsgrove Road (St George's Square) Junction	Developer/LTP	A comprehensive review of these junctions in terms of capacity, traffic flows, design and signalling apparatus (where provided) to identify whether capacity and/or safety improvements are required. If so, this will be followed by a detailed design process to identify a costed improvement scheme to tackle identified issues and constraints.
D2	A38 Roman Way / B4065 Bromsgrove Road Junction		
D3	Westlands - A38 Roman Way / A442 Kidderminster Road Junction		
D4	A38 Roman Way / B4090 Worcester Road Junction		
D5	Droitwich Spa High Street Public Realm Scheme	LTP / Wychavon District Council / Town Council/ Developers	This proposed scheme would involve a package of Public Realm Enhancements in Droitwich Spa Town Centre.
D6	Active Travel Network Investment Programme	Developer/LTP	<p>Active Travel Investment Programme is a systemic investment in walking and cycling links across the Droitwich area to create a safe, comprehensive, integrated network linking residential areas with key trip attractors, including schools, rail stations, town centres and employment locations. This would also include a review of subways to identify cosmetic improvements.</p> <p>Access issues at Westlands are well known, and this scheme will look to invest in active travel links to help address these.</p>
D7	Rail Station Improvement 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 walking and cycling links between the station, the town centre and the residential catchment area.
D8	Parking Strategy (To include parking for cars, motorcycles and covered parking for bicycles)	LTP / Developers	This proposed study would involve a comprehensive multimodal review of network efficiency and infrastructure. This study would identify where to focus investment to improve the operation of the local transport network.

# Droitwich Package



-  Rail Station Improvements
-  Junction Review / Enhancements
-  Parking Strategy
-  Housing Development
-  Public Realm Schemes
-  Active Travel Network

## Vale of Evesham Package

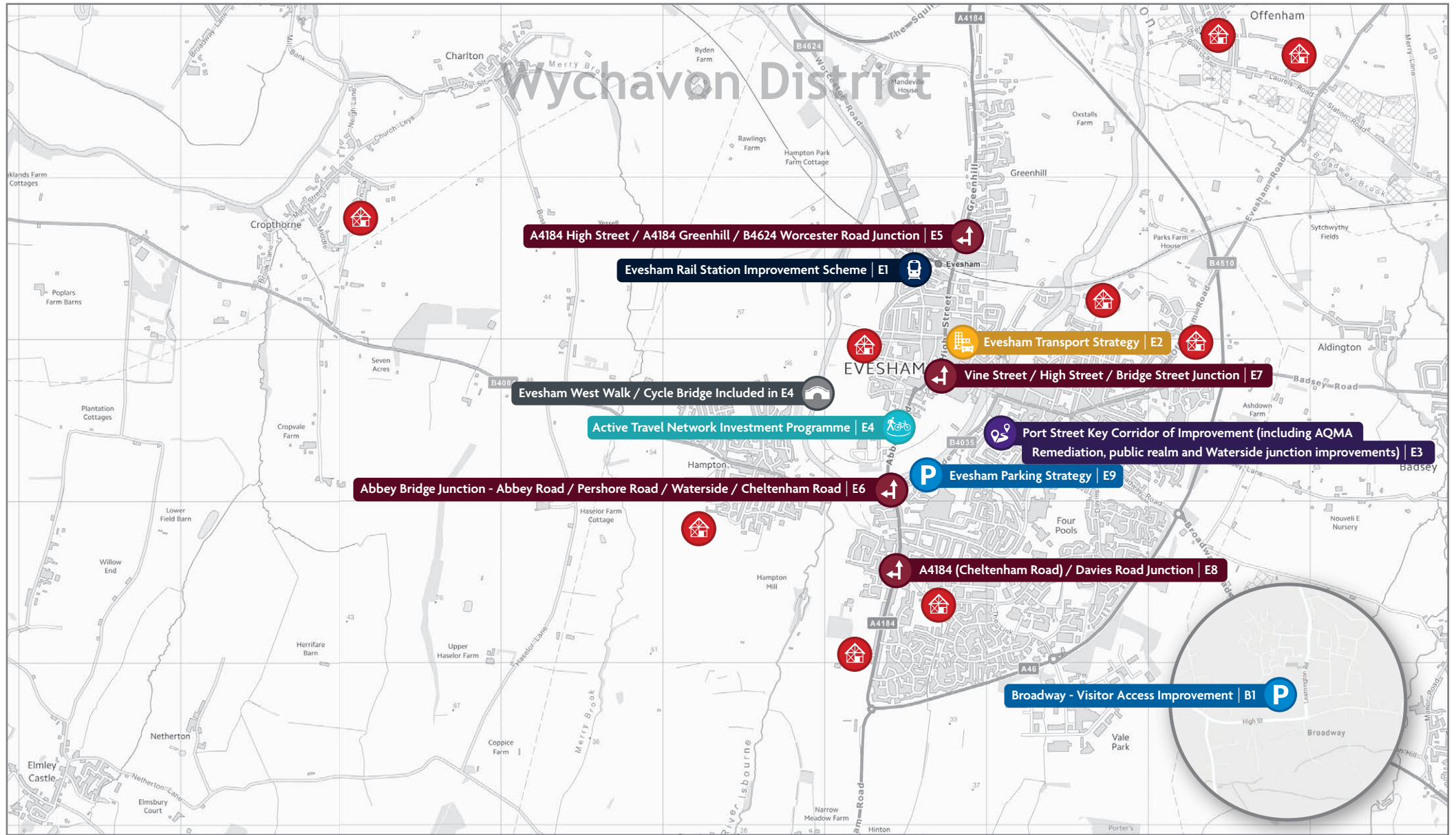
This package is expected to include (subject to definition):








ID	Scheme Name	Potential Funding Sources	Description
E1	Evesham Rail Station Improvement 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.
E2	Evesham Transport Strategy	Maintenance/LTP/Developers/Wychavon District Council/Major Scheme (DfT)	<p>This scheme will seek to deliver a package of enhancements to transport infrastructure and services to support improvements to the transport network and public realm within the town.</p> <p>This would also include a plan to improve parking for cars, motorcycles and covered parking for bicycles. The plan would involve a comprehensive multimodal review of network efficiency and infrastructure. The transport strategy would include a review of Evesham's highway network to explore options to improve and disperse traffic flow to increase efficiency and AQMA remediation at Port Street.</p> <p>Potential issues affecting local villages would also be considered as part of the Evesham Transport Strategy</p>
E3	Port Street Key Corridor of Improvement (including AQMA Remediation, public realm and Waterside junction improvements)	Developers/Maintenance	This proposed scheme would involve upgrading this busy junction to improve its efficiency capacity for all suitable transport modes. This would also include public realm measures to improve the Broadway Road/Elm Road Junction.

ID	Scheme Name	Potential Funding Sources	Description
E4	Active Travel Network Investment Programme	LTP/ Developers	Active Travel Investment Programme is a systemic investment in walking and cycling links across Evesham to create a safe, comprehensive, integrated network linking residential areas with key trip attractors, including schools, rail stations, town centres and employment locations. This will include surfacing, signage, lighting and public realm improvements to create an attractive and coherent network.
E5	A4184 High Street / A4184 Greenhill / B4624 Worcester Road Junction	Developers/LTP/ Maintenance	A comprehensive review of these junctions in terms of capacity, traffic flows, design and signalling apparatus (where provided) for all suitable transport modes, to identify whether capacity and/or safety improvements are required. If so, this will be followed by a detailed design process to identify a costed improvement scheme to tackle identified issues and constraints.
E6	Abbey Bridge Junction - Abbey Road / Pershore Road / Waterside / Cheltenham Road		
E7	Vine Street / High Street / Bridge Street Junction		
E8	A4184 (Cheltenham Road) / Davies Road Junction		
E9	Parking Strategy (To include parking for cars, motorcycles and covered parking for bicycles)	LTP/Developers	This proposed study would involve a comprehensive multimodal review of network efficiency and infrastructure. This study would identify where to focus investment to improve the operation of the local transport network.
B1	Broadway - Visitor Access Improvement	LTP/Developers	This scheme would look to better manage on-street parking in the historic, protected village centre.



# Vale of Evesham Package



-  Rail Station Improvements
-  Junction Review / Enhancements
-  Area Transport Strategy
-  New Bridges
-  Key Corridor of Improvement
-  Parking Strategy
-  Housing Development
-  Active Travel Network

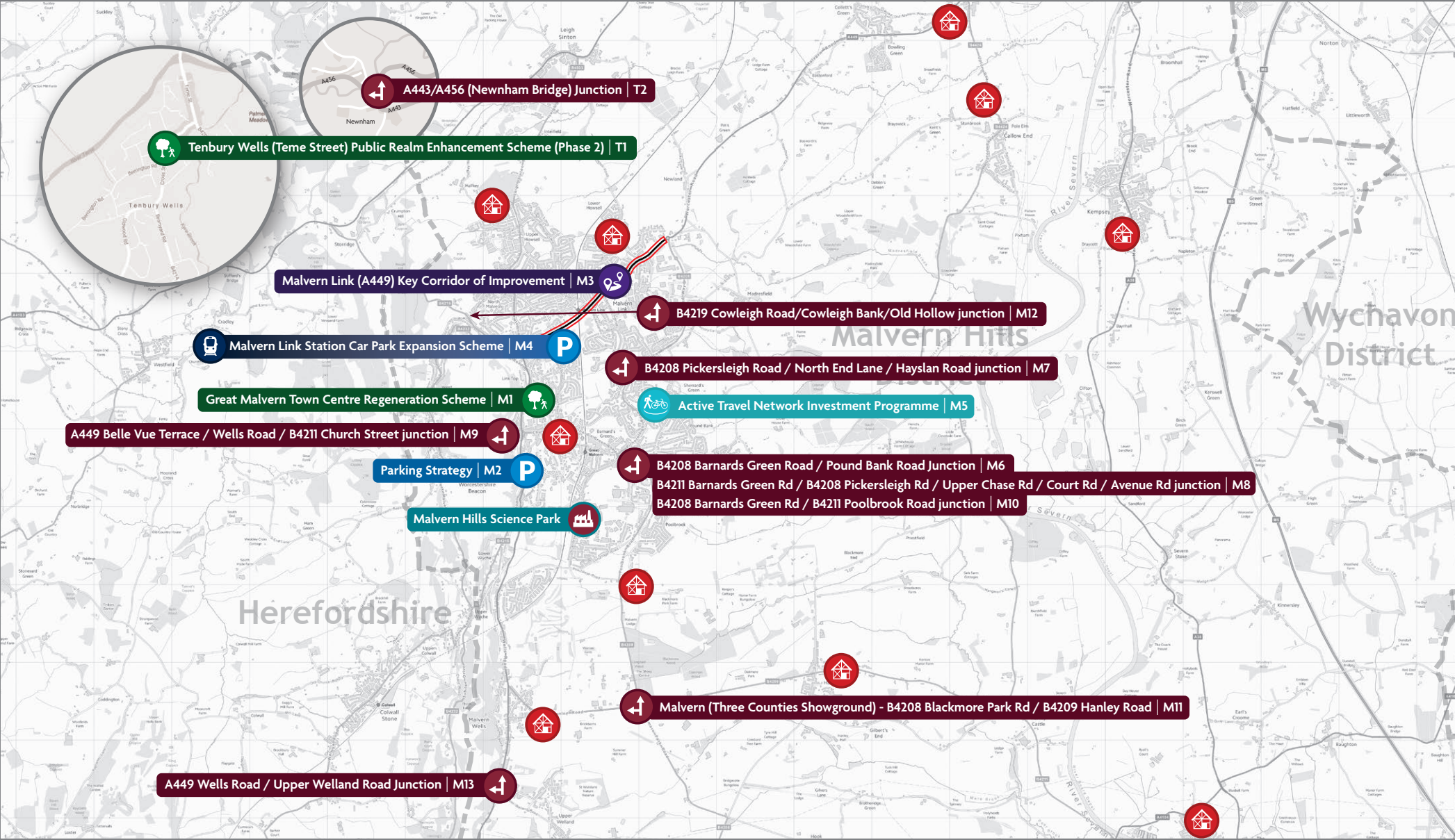
## Malvern and Tenbury Wells Package









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

ID	Scheme Name	Potential Funding Sources	Description
M1	Great Malvern Town Centre Regeneration Scheme	LTP / WCC / Malvern Hills District Council	This proposed scheme would involve a package of Public Realm Enhancements in Great Malvern Town Centre.
M2	Parking Strategy (To include parking for cars, motorcycles and covered parking for bicycles)	LTP / Developers	This proposed study would involve a comprehensive multimodal review of network efficiency and infrastructure. This study would identify where to focus investment to improve the operation of the local transport network.
M3	Malvern Link (A449) Key Corridor of Improvement (Including Public Realm and Junction Enhancement at: Worcester Road / Howsell Road / Pickersleigh Road, Worcester Road / Newtown Road / Hornyold Road, Worcester Road / Pickersleigh Avenue / Richmond Road)	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 a review of all junctions along the corridor.
M4	Malvern Link - Station Car Park Expansion Scheme	LTP	Potential future expansion of Malvern Link Station Car Park to the north of the existing car park, using land formerly occupied by the rail industry.
M5	Active Travel Network Investment Programme	Developer/LTP	Active Travel Investment Programme is a systemic investment in walking and cycling links across Malvern to create a safe, comprehensive, integrated network linking residential areas with key trip attractors, including schools, rail stations, town centres and employment locations. This will include surfacing, signage, lighting and public realm improvements to create an attractive and coherent network.

ID	Scheme Name	Potential Funding Sources	Description		
M6	B4208 Barnards Green Road / Pound Bank Road Junction	Developer/LTP	A comprehensive review of these junctions in terms of capacity, traffic flows, design and signalling apparatus (where provided) for all suitable transport modes, to identify whether capacity and/or safety improvements are required. If so, this will be followed by a detailed design process to identify a costed improvement scheme to tackle identified issues and constraints.		
M7	B4208 Pickersleigh Road / North End Lane / Hayslan Road junction				
M8	B4211 Barnards Green Rd / B4208 Pickersleigh Rd / Upper Chase Rd / Court Rd / Avenue Rd junction				
M9	A449 Belle Vue Terrace / Wells Road / B4211 Church Street junction				
M10	B4208 Barnards Green Rd / B4211 Poolbrook Road junction				
M11	Malvern (Three Counties Showground) - B4208 Blackmore Park Rd / B4209 Hanley Road				
M12	B4219 Cowleigh Road/Cowleigh Bank/Old Hollow junction				
M13	A449 Wells Road / Upper Welland Road Junction				
T1	Tenbury Wells (Teme Street) Public Realm Enhancement Scheme (Phase 2)			LTP / Developers / Malvern Hills District Council	A proposed package of public realm enhancements for Tenbury Wells Town Centre linked to the development of a supermarket in the town. This will involve the enhancement of Teme Street to match existing areas of the town, which have benefited from improvements.
T2	A443/A456 (Newnham Bridge) Junction			Developer/LTP	A comprehensive review of this junction in terms of capacity, traffic flows, design and signalling apparatus (where provided) to identify whether capacity and/or safety improvements is required. If so, this will be followed by a detailed design process to identify a costed improvement scheme to tackle identified issues and constraints.

# Malvern and Tenbury Wells Package



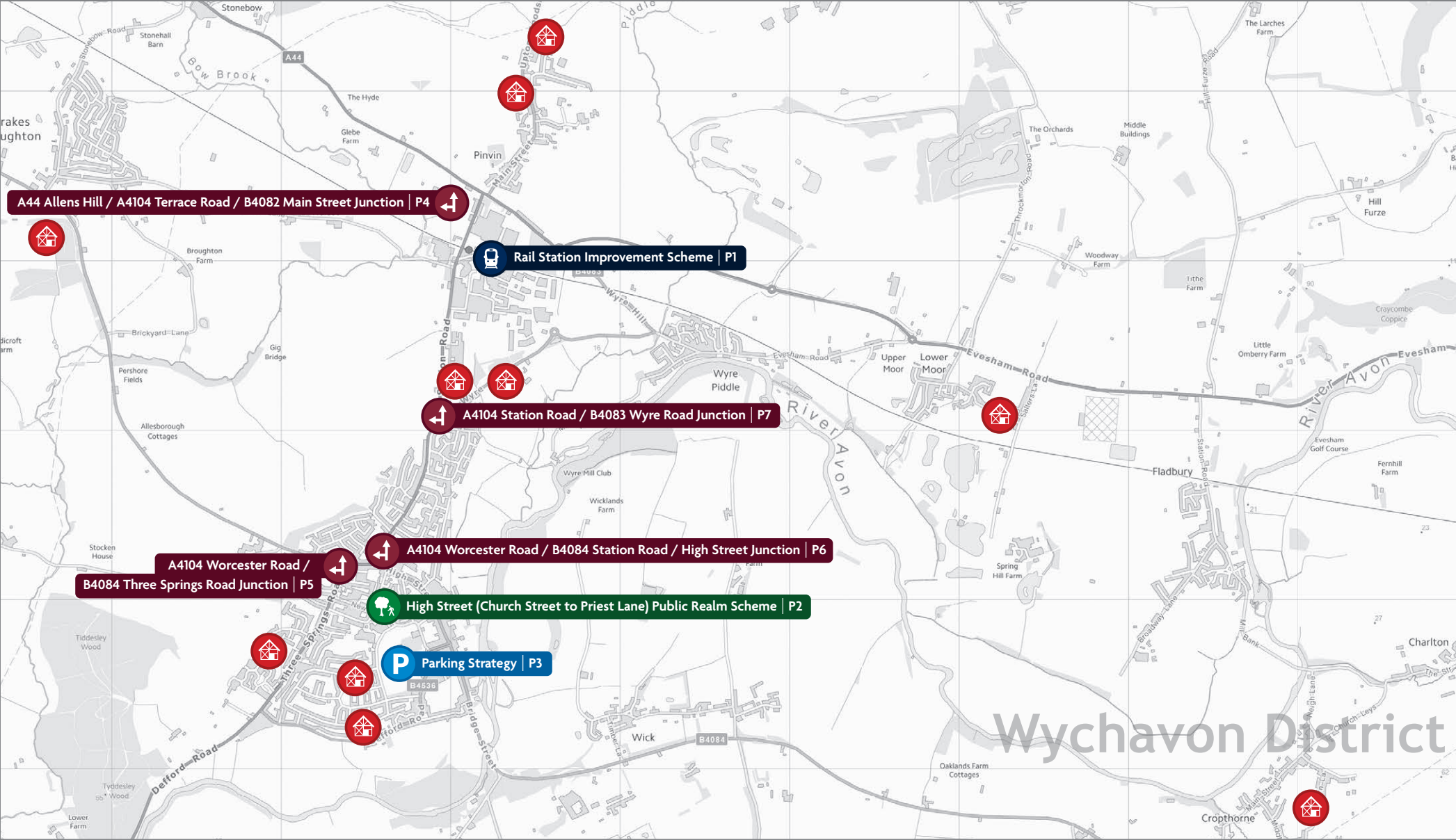
-  Rail Station Improvements
-  Junction Review / Enhancements
-  Parking Strategy
-  Housing Development
-  Active Travel Network
-  Public Realm Schemes
-  Key Corridor of Improvement
-  Game Changer Employment Site

## Pershore Package

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

ID	Scheme Name	Potential Funding Sources	Description
P1	Pershore Rail Station Improvement 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.
P2	High Street (Church Street to Priest Lane) Public Realm Scheme	Developer/LTP	Investment in this area of the town centre to enable it to support increased economic activity and diversification. This could include a redesign of space, new surfacing, lighting, drainage and functional changes to support enhanced accessibility by walking, cycling, passenger transport or motorised vehicle.
P3	Parking Strategy (To include parking for cars, motorcycles and covered parking for bicycles)	Developers/LTP	A complete plan to improve parking for cars, motorcycles and covered parking for bicycles. This proposed study would involve a comprehensive multimodal review of network efficiency and infrastructure. This study would identify where to focus investment to improve the operation of the local transport network.
P4	A44 Allens Hill / A4104 Terrace Road / B4082 Main Street Junction	Developer/LTP/ Maintenance	A comprehensive review of these junctions in terms of capacity, traffic flows, design and signalling apparatus (where provided) for all suitable transport modes, to identify whether capacity and/or safety improvements are required. If so, this will be followed by a detailed design process to identify a costed improvement scheme to tackle identified issues and constraints.
P5	A4104 Worcester Road / B4084 Three Springs Road Junction		
P6	A4104 Worcester Road / B4084 Station Road / High Street Junction		
P7	A4104 Station Road / B4083 Wyre Road Junction		

# Pershore Package



-  Rail Station Improvements
-  Junction Review / Enhancements
-  Parking Strategy
-  Housing Development
-  Public Realm Schemes

## Worcester Package

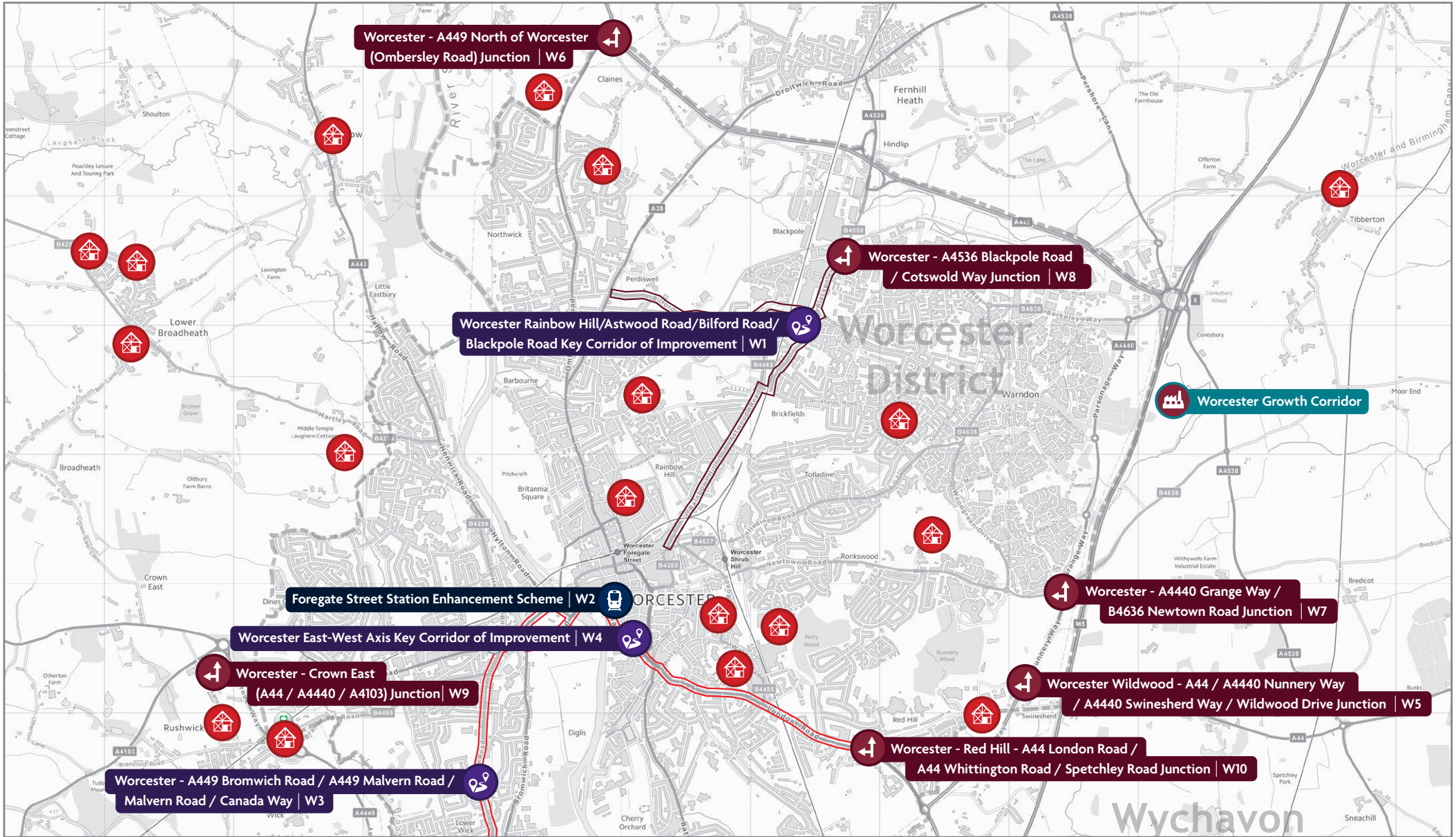
This package is expected to include (subject to definition):







ID	Scheme Name	Potential Funding Sources	Description
W1	Worcester Rainbow Hill/Astwood Road/Bilford Road/Blackpole Road Key Corridor of Improvement	Developer/LTP	A systemic investment in a key corridor to improve infrastructure for all suitable transport modes, to enable the corridor to support increased economic activity (through quicker journey times and reduced congestion). This could include new technology (signals/signing) surfacing, lighting, enhanced walking/cycling infrastructure.
W2	Foregate Street Station Enhancement Scheme	The Rail Industry / Developers / LTP / Major Scheme (DfT) / Worcester City Council	To build on the station enhancements delivered as part of the Worcester Transport Strategy (phase 1) during LTP3 to improve the passenger facilities 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.
W3	Worcester - A449 Bromwich Road / A449 Malvern Road / Malvern Road / Canada Way Key Corridor of Improvement	Developer/LTP	A systemic investment in a key corridor to improve infrastructure for all suitable transport modes, to enable the corridor to support increased economic activity (through quicker journey times and reduced congestion). This could include new technology (signals/signing) surfacing, lighting, enhanced walking/cycling infrastructure.
W4	Worcester East-West Axis Key Corridor of Improvement.		

ID	Scheme Name	Potential Funding Sources	Description
W5	Worcester Wildwood - A44 / A4440 Nunnery Way / A4440 Swinsherd Way / Wildwood Drive Junction	Developer/LTP	A comprehensive review of these junctions in terms of capacity, traffic flows, design and signalling apparatus (where provided) for all suitable transport modes, to identify whether capacity and/or safety improvements are required. If so, this will be followed by a detailed design process to identify a costed improvement scheme to tackle identified issues and constraints.
W6	Worcester - A449 North of Worcester (Ombersley Road) Junction		
W7	Worcester - A4440 Grange Way / B4636 Newtown Road Junction		
W8	Worcester - A4536 Blackpole Road / Cotswold Way Junction		
W9	Worcester - Crown East (A44 / A4440 / A4103) Junction		
W10	Worcester - Red Hill - A44 London Road / A44 Whittington Road / Spetchley Road Junction		



# Worcester Package



-  Transport Telematics
-  Junction Review / Enhancements
-  Game Changer Employment Site
-  Rail Station Improvements
-  Key Corridor of Improvement
-  Housing Development

## 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. 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, maintained by Worcestershire County Council. There are congestion issues on Kidderminster Ring Road and its approaches and the A448 between Kidderminster and Bromsgrove.

There are two Air Quality Management Areas in the Wyre Forest District: one at Welchgate in Bewdley Town Centre and one on the 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.

There is a poor quality bus station in Kidderminster Town Centre which is not fit for purpose, and will need to be replaced with more suitable passenger transport stopping and interchange facilities. 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, Tenbury, Ludlow and the West Midlands Conurbation. This is supported by a community transport service linking rural areas to the Wyre Forest towns.

In Wyre Forest, 65% of working residents drive to work, 12% work from home, 11% walk or cycle, 2% catch the bus, 3% take the train and the remaining 7% get to work by other means (such as by taxi, motorcycle or as a passenger in a car or van).

Wyre Forest is relatively affluent; although there are some areas of deprivation in the urban areas, particularly parts of the wards of Areley Kings (The Walshes) Broadwaters (Horsefair), Offmore and Comberton, and Oldington and Foley Park. Areas of unemployment concern are focussed on similar areas, with the highest concentrations of residents claiming Job Seekers Allowance (or out of work Universal Credit claimants) located in Oldington and Foley Park and Broadwaters.

Despite the district's proximity to the West Midlands Conurbation, 54% of residents in the area who work outside the home, work in the area. The largest employment outflows are to South Worcestershire (particularly Wychavon and Worcester), Dudley and Birmingham. 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 tourists, particularly during the summer months.



## Wyre Forest Transport Achievements

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

- Hoobrook Link Road;
- Major investment in improving the condition of local streets in the Wyre Forest as part of the ongoing 'Driving Home' enhancement project;
- Development of a strong business case to support major investment in Kidderminster Station facilities.

## Wyre Forest Transport Challenges

Availability of public funding is expected to be limited, especially in the first five years of the Worcestershire LTP. 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 deliver transport schemes to mitigate the effect of the local plan to accommodate development growth;
- To improve all aspects of road safety.

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

- Wyre Forest Strategic Transport (WFST) Schemes;
- Kidderminster (K) Package;
- Stourport-on-Severn (S) and Bewdley (BE) Package.

## Integration with Other Strategic Plans

The Worcestershire Local Transport Plan reflects the existing Wyre Forest Local Plan and will be updated in future as this plan is refreshed.

The LTP4 also aligns with the Worcestershire Local Economic Partnership's (LEP) Strategic Economic Plan (2014) and the Greater Birmingham and Solihull LEP's Strategic Economic Plan (2016).



## Strategic Schemes for Wyre Forest








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

ID	Scheme Name	Potential Funding Sources	Description
WFST1	Kidderminster Transport Strategy Major Scheme	LTP / Developers / Wyre Forest District Council	<p>The Kidderminster Transport Strategy Major Scheme will be a phased investment programme in transport infrastructure, technology and services in Kidderminster Town Centre to support regeneration, economic diversification and growth, directly linked to District Council's Development Plan.</p> <p>This transport strategy would also include a review of Kidderminster's highway network to explore options to improve and disperse traffic flow to increase efficiency and AQMA remediation.</p>
WFST2	All towns: Transport Telematics Investment Package	Funding bids/Developers	This would include Variable Message Signs, Real Time Information Systems, Signalling Improvements and Traffic Counters.
WFST3	Active Travel Corridor: Bewdley to Wyre Forest (Dowles Link)	LTP/Developer	An 'Active Travel Corridor' is systemic investment in walking and cycling links along the corridor to create a safe, comprehensive, integrated network linking residential areas with key trip attractors, including schools, rail stations, town centres and employment locations.
WFST4	Mustow Green Junction Enhancement Scheme	Funding bids/Developers	A scheme to improve the efficiency of this busy junction at the confluence of the A448 and the A450 for all suitable transport modes.
WFST5	Blakedown Rail Station Enhancement Scheme Major Scheme	DfT/Developer	<p>Station enhancements could include:</p> <ul style="list-style-type: none"> <li>• Improvements to passenger information and station facilities for passengers;</li> <li>• Facilities that will cater for current and future demand growth;</li> <li>• Improvements to walking /cycling routes to the station;</li> <li>• Improvements to access arrangements for cyclists and provide additional new cycle storage facilities;</li> <li>• Set-down and pick-up facilities for taxi users and operators;</li> <li>• Improve facilities for passengers with disabilities or who experience difficulty using the railway station facilities;</li> <li>• Improvements to car parking;</li> <li>• Working with Train Operating Companies to improve services.</li> </ul>

ID	Scheme Name	Potential Funding Sources	Description
WFST6	Rural Traffic Management Programme	LTP/DfT/Developers	<ul style="list-style-type: none"> <li>• A programme of traffic management schemes that suit local needs and serve wider, strategic purposes.</li> </ul>
WFST7	Travel Choice Support Programme	Public Health Directorate/DfT/Developers/LTP	<ul style="list-style-type: none"> <li>• A programme of measures that would include bicycle hire, Bikeability training, travel training, travel planning, 'Smarter Choices' schemes and other supporting measures.</li> </ul>

# Strategic Schemes for Wyre Forest



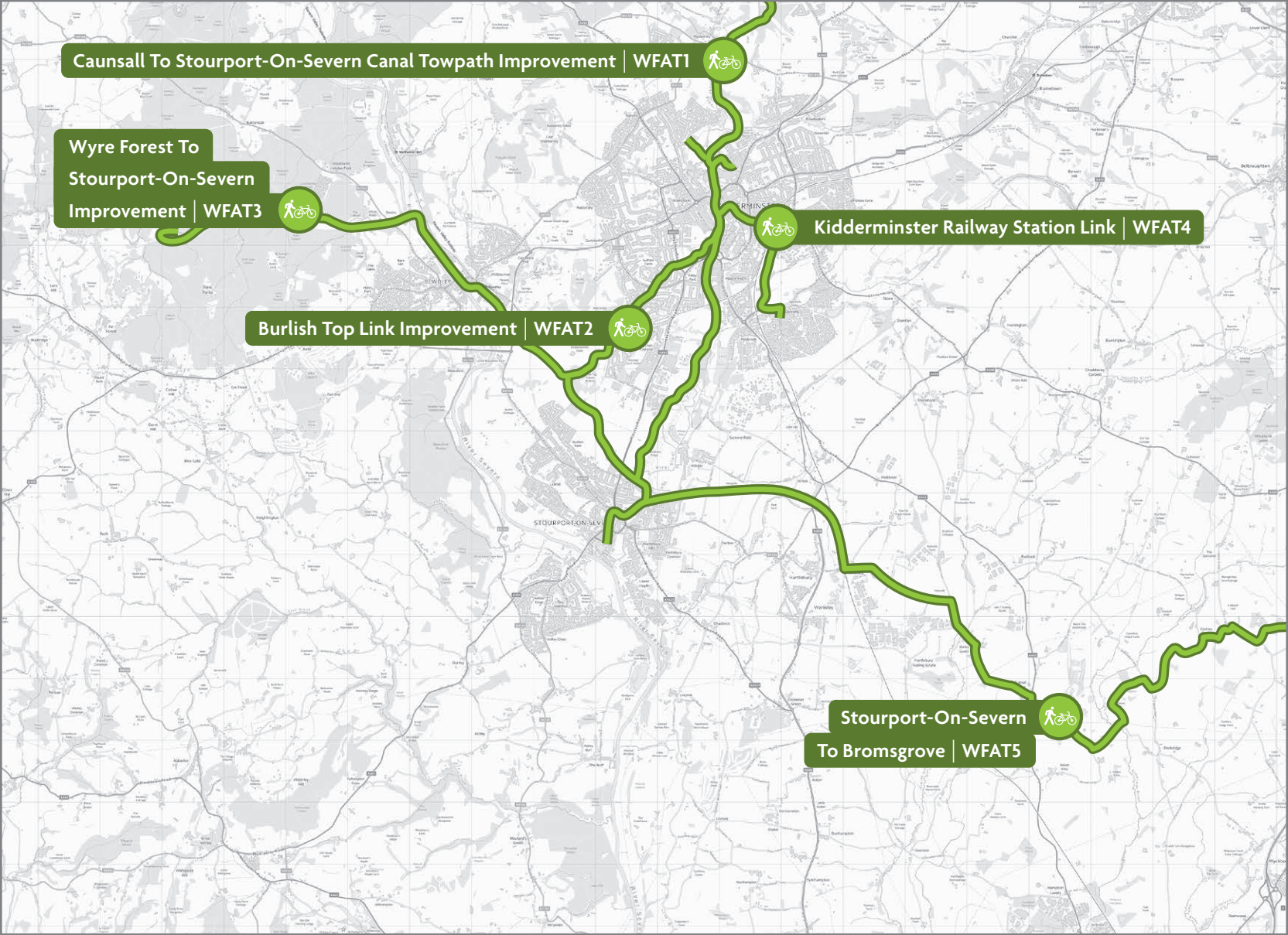
-  Transport Telematics
  -  Rail Station Improvements
  -  Area Transport Strategy
  -  Active Travel Corridor
  -  Game Changer Employment Site
-  Major Scheme
  -  Junction Review / Enhancements

## Strategic Active Travel Corridor Schemes for Wyre Forest

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

ID	Scheme Name	Potential Funding Sources	Description
WFAT1	Caunsall To Stourport-On-Severn Canal Towpath Improvement	LTP/Developer	<p>An 'Active Travel Corridor' is systematic investment in walking and cycling links along the corridor to create a comprehensive, safe, integrated network linking key trip attractors, including schools, rail stations, town centres and employment locations. This will include surfacing, lighting and public realm improvements to create an attractive and coherent network.</p> <p>Secure and sheltered secure cycling parking will be considered.</p>
WFAT2	Burlish Top Link Improvement		
WFAT3	Wyre Forest To Stourport-On-Severn Improvement (Including the Dowles Link between Bewdley and the Wyre Forest)		
WFAT4	Kidderminster Railway Station Link		
WFAT5	Stourport-On-Severn To Bromsgrove		

# Strategic Active Travel Corridor Schemes for Wyre Forest





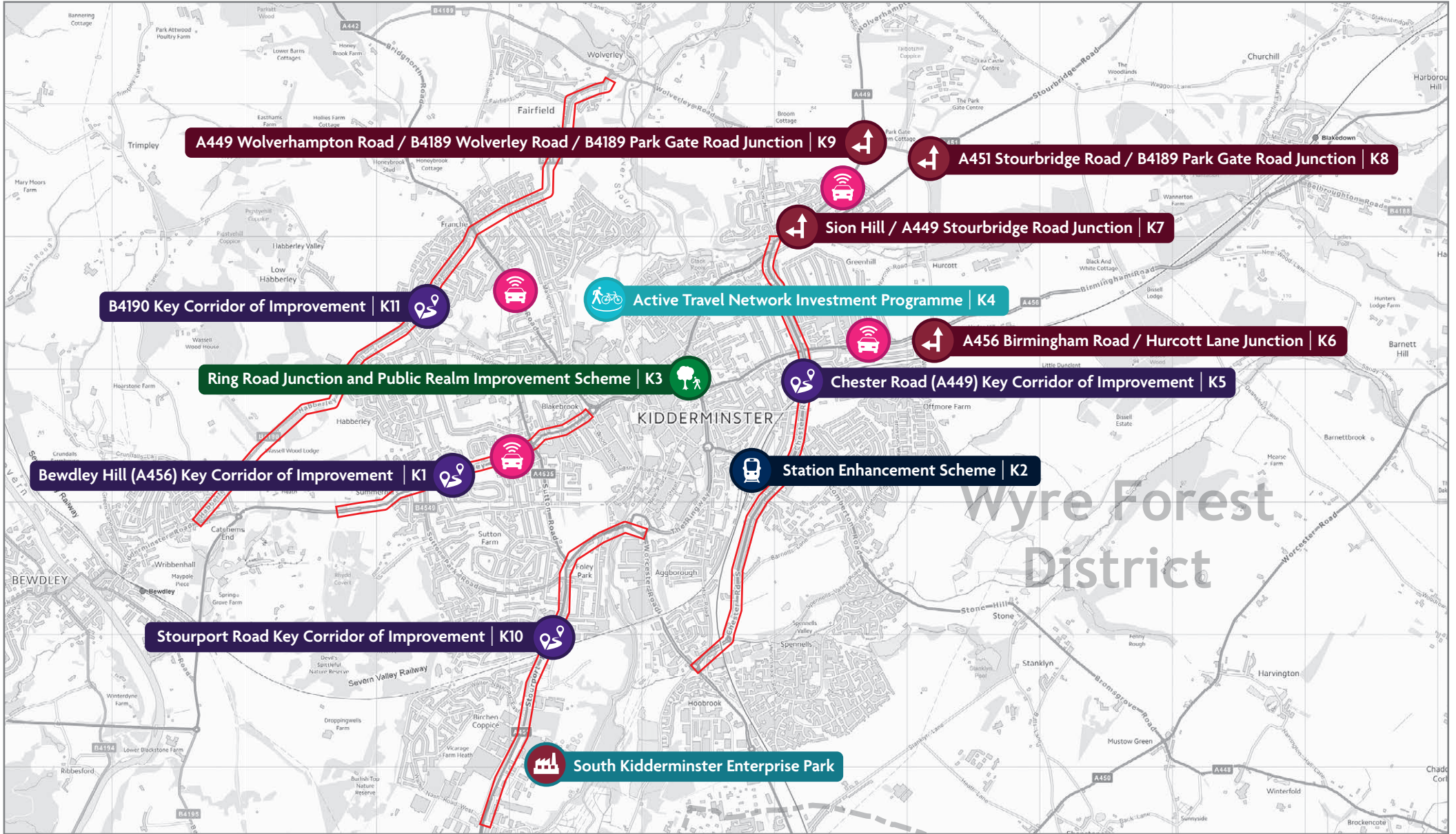
## Kidderminster Package









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

ID	Scheme Name	Potential Funding Sources	Description
K1	Bewdley Hill (A456) Key Corridor of Improvement (including major junctions review including Crossley Retail Park access)	Developer/LTP	A systemic investment in a key corridor to improve infrastructure for all suitable transport modes, to enable the corridor to support increased economic activity (through quicker journey times and reduced congestion). This could include new technology (signals/signing) surfacing, lighting, enhanced walking/cycling infrastructure.
K2	Station Enhancement Scheme	The Rail Industry / Severn Valley Railway / Maintenance / LTP / Developers / Wyre Forest District Council / LGF (WLEP and GBSLEP)	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.
K3	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 for all suitable transport modes. In particular, this scheme will aim to mitigate poor ambient air quality caused by high traffic volumes and congestion.
K4	Active Travel Network Investment Programme	LTP / Developers	Active Travel Investment Programme is a systemic investment in walking and cycling links across the Kidderminster area to create a safe, comprehensive, integrated network linking residential areas with key trip attractors, including schools, rail stations, town centres and employment locations. This will include surfacing, signage, lighting and public realm improvements to create an attractive and coherent network.

ID	Scheme Name	Potential Funding Sources	Description
K5	Chester Road (A449) Key Corridor of Improvement (Including major junctions review)	Developer / LTP	<p>A systemic investment in this key corridor to improve infrastructure for all suitable transport modes, to enable the corridor to support increased economic activity (through quicker journey times and reduced congestion). This could include new technology (signals/signing) surfacing, lighting and enhanced walking/cycling infrastructure.</p> <p>Subject to review, the A449 corridor could be extended towards Hartlebury/Ombersley, working closely with Wyre Forest District Council in the development of their refreshed Local Plan. This will look at strategic access issues facing Kidderminster and the Wyre Forest, including the A449.</p>
K6	A456 Birmingham Road / Hurcott Lane Junction	Developer / LTP	<p>A comprehensive review of these junctions in terms of capacity, traffic flows, design and signalling apparatus (where provided) for all suitable transport modes, to identify whether capacity and/or safety improvements are required. If so, this will be followed by a detailed design process to identify a costed improvement scheme to tackle identified issues and constraints.</p>
K7	Sion Hill / A449 Stourbridge Road Junction		
K8	A451 Stourbridge Road / B4189 Park Gate Road Junction		
K9	A449 Wolverhampton Road / B4189 Wolverley Road / B4189 Park Gate Road Junction		
K10	Stourport Road Key Corridor of Improvement	Developer / LTP	<p>A systemic investment in a key corridor to improve infrastructure for all suitable transport modes, to enable the corridor to support increased economic activity (through quicker journey times and reduced congestion). This could include new technology (signals/signing) surfacing, lighting, enhanced walking/cycling infrastructure (which could include a pedestrian refuge on Habberley Road at the junction of Canterbury Road).</p>
K11	B4190 Key Corridor of Improvement (Wribbenhall to Wolverley, including junction with A442)		

# Kidderminster Package



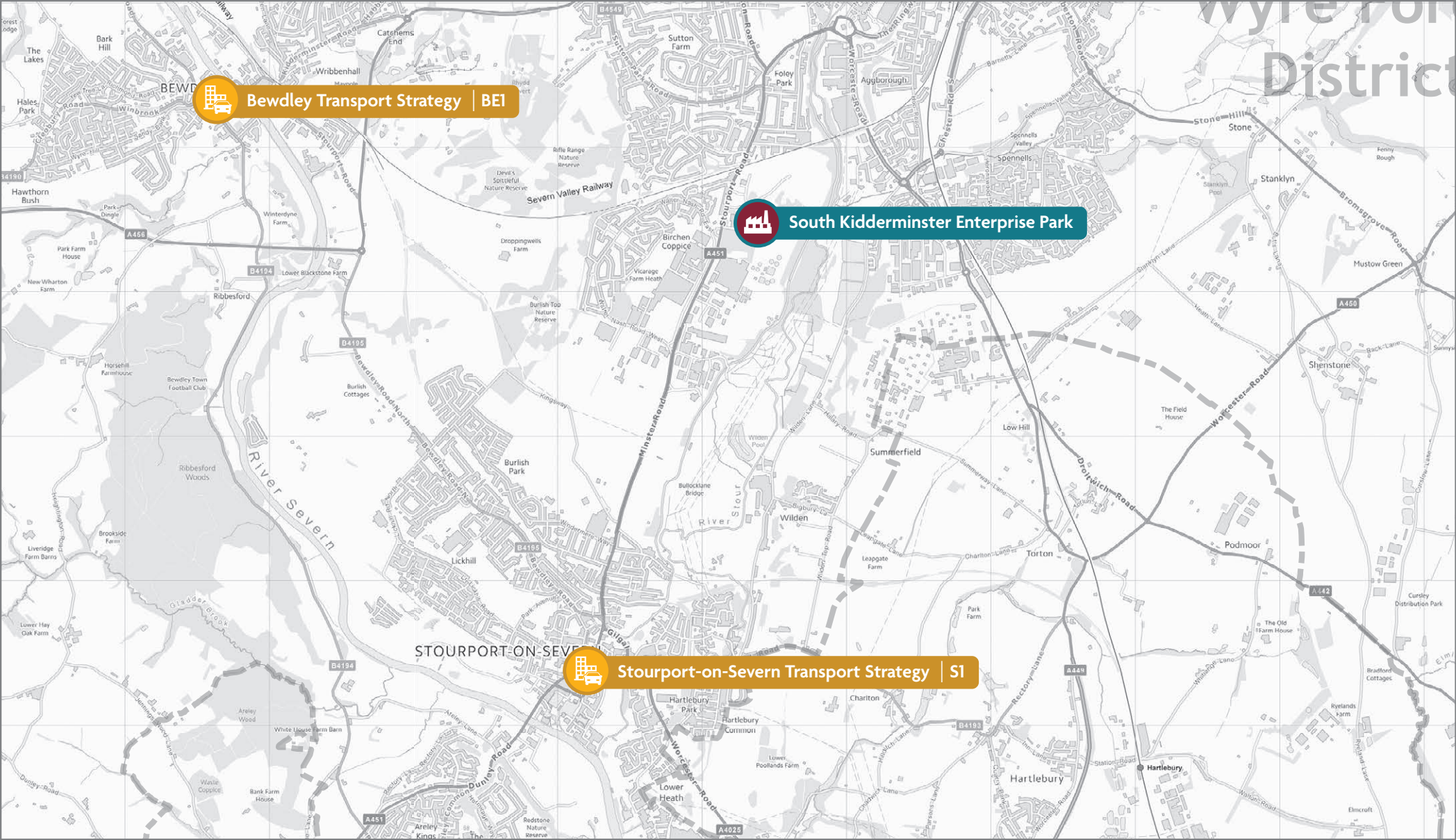
-  Transport Telematics
-  Junction Review / Enhancements
-  Major Scheme
-  Active Travel Network
-  Public Realm Schemes
-  Rail Station Improvements
-  Key Corridor of Improvement
-  Game Changer Employment Site

## Stourport-on-Severn and Bewdley Package


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

ID	Scheme Name	Potential Funding Sources	Description
S1	Stourport-on-Severn Transport Strategy	LTP / Developers	<p>The Stourport-on-Severn Transport Strategy will involve a comprehensive multimodal review of network network efficiency and infrastructure, public realm and wider access and socio-economic needs.</p> <p>Identification of where to focus investment to improve the operation of the local transport network to support socio-economic activity and growth.</p>
BE1	Bewdley Transport Strategy	LTP / Developers	<p>This proposed scheme would review access arrangements to the town. It will identify where to focus investment to improve the operation of the local transport network, with a particular focus on improving ambient air quality. Alternative traffic management regimes within the town and the opportunities afforded by development will be amongst the options considered.</p> <p>This transport strategy would also include a review of Bewdley's highway network to explore options to improve and disperse traffic flow to increase efficiency and AQMA remediation.</p>

# Stourport-on-Severn and Bewdley Package



 Area Transport Strategy

 Game Changer Employment Site

# Worcestershire County Council

You can contact us in the following ways:

**By telephone:**

01905 844887

**By post:**

Economy and Infrastructure Directorate  
Worcestershire County Council,  
County Hall,  
Spetchley Road,  
Worcester WR5 2NP

**By email:**

[Transportstrategy@worcestershire.gov.uk](mailto:Transportstrategy@worcestershire.gov.uk)

**Online:**

[www.worcestershire.gov.uk/LTP](http://www.worcestershire.gov.uk/LTP)