



# Major Scheme Business Case Submission Worcester Transport Strategy Consultation Report





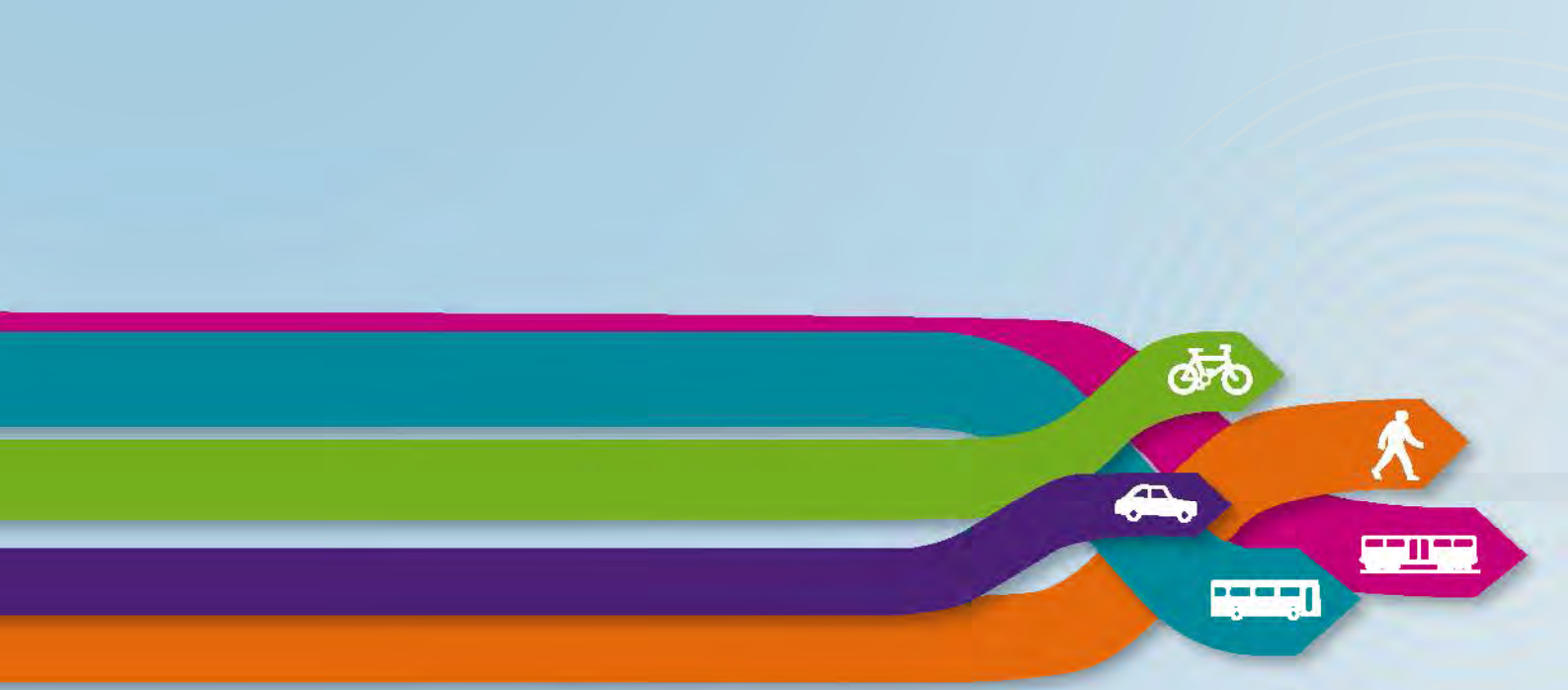
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# 1: Introduction





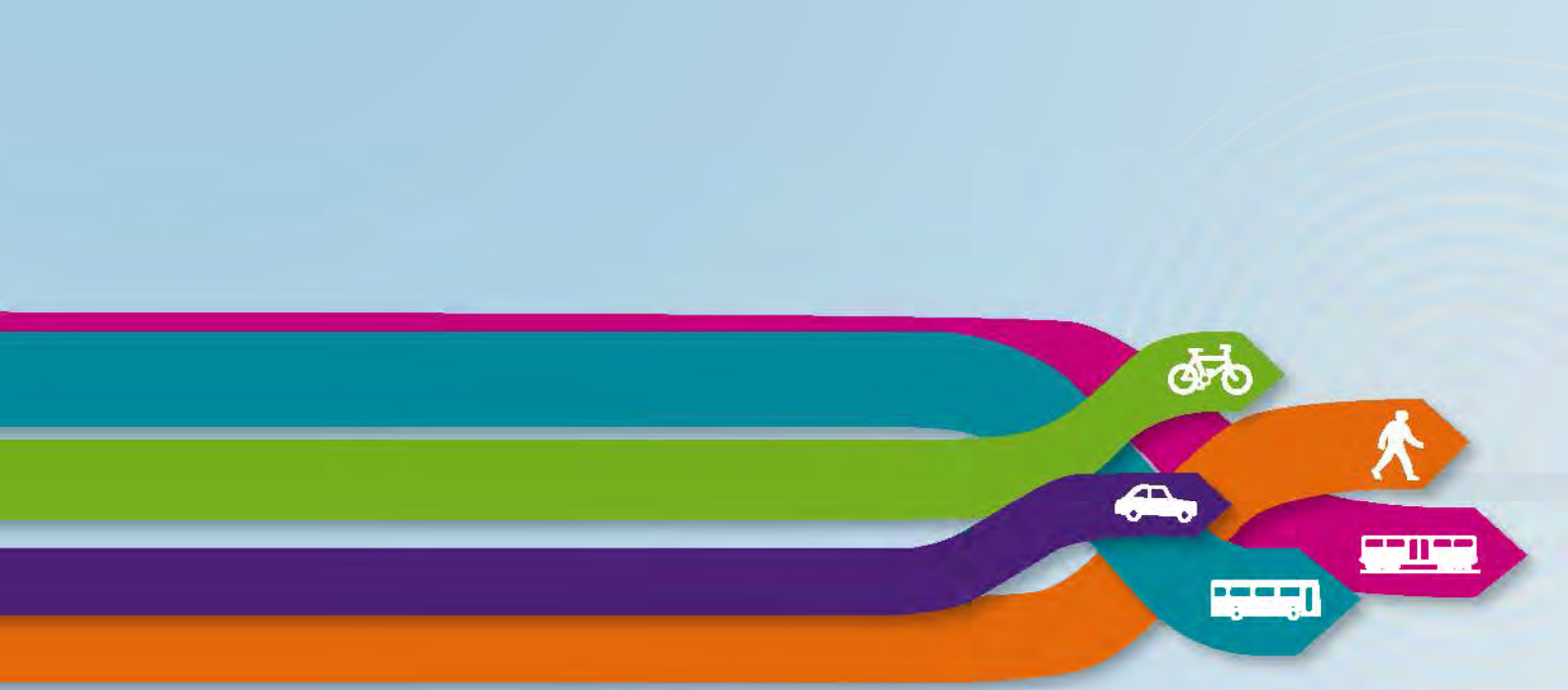
## 1. Introduction

- 1.1 The consultation process for the proposed Worcester Transport Strategy and associated Major Scheme Bid (MSB) commenced in December 2009 and over a 13 week period, sought to embrace a number of robust methods to obtain feedback on the proposed strategy including Phase 1 (MSB). This included County and District Member liaison in the early stages, a series of in-depth focus groups across mode and social demographics, engaging Key Stakeholders and a statutory public consultation process from week commencing 21<sup>st</sup> December 2009 to 12<sup>th</sup> March 2010.
- 1.2 The main aim of the consultation exercise was to present and inform on the preferred strategy at a conceptual, outline stage for both the full, longer term Worcester Transport Strategy and its Phase 1 component which would form the basis of the Major Scheme Bid. Participants were then invited to make comment in order to ascertain support for the proposed measures.
- 1.3 In addition, the exercise was also a useful tool to build relationships, manage expectations within the current funding market and test public reaction to the long term transport visions for the City of Worcester. This is particularly important when placed in context with the forthcoming Local Transport Plan 3, which is being developed to embrace the Department for Transport's approach to long-term transport planning - 'Delivering a Sustainable Transport Strategy' (DaSTS) The DaSTS goals are consistent with those of the Worcestershire partnership (as articulated in the Worcestershire Sustainable Community Strategy) and are central to the Local Transport Plan process and the proposed Worcester Transport Strategy:
- *To **support** national **economic** competitiveness and **growth**, by delivering reliable and efficient transport networks*
  - *To reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of **tackling climate change***
  - *To **contribute to better safety security and health** and longer life-expectancy by reducing the risk of death, injury or illness arising from transport and by promoting travel modes that are beneficial to health*
  - *To **promote** greater **equality of opportunity** for all citizens, with the desired outcome of achieving a fairer society;*
  - *To **improve quality of life** for transport users and non-transport users, and to promote a **healthy natural environment***

- 1.4 The purpose of this report is to feedback the results to all participants as part of an open and transparent consultation exercise. The results of the consultation have already been fed through to the Worcester Transport Strategy Project Team. This has ensured that the Major Scheme Business Case (MSBC) for Phase 1 of the Worcester Transport Strategy (WTS) reflects the outcomes of the process.
- 1.5 Section 2 of this report summarises the high level findings from the consultation, Section 3 covers the consultation methodology while Section 4 describes the results of the consultation in more detail. Lastly, Section 5 contains the recommendations of this report and Section 6 includes any relevant appendices.



## 2: Summary





## 2. Summary

### 2.1 Background

- 2.1.1 Various methods were adopted to ensure that the consultation process for the Worcester Transport Strategy was as inclusive as possible whilst retaining significance to the consultee. This included a mix of both qualitative (e.g., presentations, events etc) and quantitative (e.g. questionnaires) methods in order to encourage contributions. This was totally consistent with the Consultation Plan (Appendix A) and delivered within the specified consultation period.
- 2.1.2 The geographical area targeted for the consultation process primarily included the City of Worcester and its South Worcestershire area hinterland.
- 2.1.3 A summary of the target audiences and their consultation method/s are summarised in Table 2.1.

Table 2.1 - Target Groups and Consultation Methods

<b>Target Group</b>	<b>Consultation Method</b>
County Council Cabinet	Briefing paper
	Meetings
County Members	Presentation
	Event
	Leaflet
	Meetings
District Members	Presentation
	Event
	Leaflets
	Meetings
Local Residents	Leaflets
	Questionnaire
	Events
	WebCam
	Focus Groups

	Press releases
	Website
Businesses	Leaflets
	Response Pro-forma
Statutory Consultees	Email
	Leaflet
	Response Pro-forma
	Presentation
Internal Local Authority Officers	Meetings

## 2.2 Consultation Material

- 2.2.1 A mix of strategy specific consultation material was produced to support the implementation of the consultation methods. The branding of the material was carefully designed to build upon the impact that the 'Choose How You Move' campaign (developed as part of the DfT-funded Worcester Sustainable Travel Town Pilot project) had already had upon Worcester's residents as well as incorporating the Worcestershire County Council 'brand book' guidelines. A copy of the consultation leaflet and questionnaire is provided in the **Appendix B**
- 2.2.2 High-level maps were also produced as aids to the events to show, in broad terms, how much of the network would be affected by the Worcester Transport Strategy, along with basic details of each measure being proposed. Additionally, a series of 'pull ups', boards and wrap around displays were procured to both support the manned and non-manned exhibitions. The Phase 1 measures and the Full Worcester Transport Strategy were clearly defined in terms of:
- 2.2.3 Separate descriptions of the Phase 1 and full Worcester Transport Strategy packages
- *Separate tables showing each package of measures*
- 2.2.4 Separate sections within the Questionnaire which, once analysed, have provided separate results for Phase 1 and the full Worcester Transport Strategy.
- 2.2.5 The County Council Website was prepared in advance of the Consultation Period. As well as detailing the proposed measures the site also contained an electronic questionnaire and the extensive technical documentation which helped to determine the proposed options.
- 2.2.6 A range of WCC and Halcrow employees, with different skills areas, volunteered to 'man' the public exhibitions. Before the Consultation period began ALL staff were fully briefed and a series of 'Frequently Asked Question' sheets produced to ensure that any information imparted to the public

was correct and consistent.

2.2.7 A full list of all formal meetings, presentations and events is shown in **Appendix C**.

## **2.3 Key Conclusions**

2.3.1 Based on the analysis of all of the outcomes from the consultation and evaluation against the original proposals for Phase 1 of the Worcester Transport Strategy, a number of key conclusions were drawn which have led to the modification for the Phase 1 of the Worcester Transport Strategy. These can be summarised as follows:

- *The exclusion of additional Park and Ride Sites from the preferred package (although they were tested as part of the Next Best Option)*
- *Additional rail station enhancements, particularly at Worcester Foregate Street*
- *Delivering walking and cycling measures as early as is feasible within the Phase 1 delivery programme*
- *Delivering key corridor measures as early as is feasible within the Phase 1 delivery programme*
- *Stronger promotion of sustainable modes (inclusion of Smarter Choices)*
- *Improvements to cycling and walking links on the western side of the River Severn*
- *The inclusion of Whittington Junction as part of the highways improvements for the Southern Link Road (note that although this is included in the Worcester Transport Strategy it will not be funded out as part of the Major Scheme Bid)*
- *Inclusion of a cycle route along A449 (Malvern to Worcester), included within the Worcester Transport Strategy.*

2.3.2 It is important to note that many subjective comments were also made in respect of the full Worcester Transport Strategy; however, these comments have yet to be fully evaluated. They will be used to develop subsequent phases post Phase 1.

## **2.4 Worcestershire County Council Local Members**

2.4.1 The Worcester Transport Strategy proposals were submitted to Worcestershire County Council Cabinet on 17<sup>th</sup> December, 2009 and subsequently passed for consultation.

2.4.2 The results of the consultation were reported back to Worcestershire County Council Cabinet on 19<sup>th</sup> April, 2010, within a report seeking authorisation to submit the Major Scheme Bid to the Department for Transport. This request was fully endorsed and supported.

2.4.3 The majority of Local members attended the meetings and/or the exhibitions during the consultation process for Phase 1 and the full Worcester Transport Strategy. There was considerable interest in the Phase 1 Major Scheme Bid and the full Worcester Transport Strategy, with Members expressing support and enthusiasm, particularly in relation to Phase 1.

## 2.5 Worcestershire District Members

2.5.1 A joint letter of support was received from the District Councils in early March 2010. The extract below was taken from this letter:

You will find appended to this letter the Joint South Worcestershire response (Malvern Hills, Worcester City and Wychavon) to Phase One of the above strategy. This response reflects the views of the South Worcestershire Joint Advisory Panel, and has been endorsed by Worcester City Council Cabinet and Malvern Hills District and Wychavon District Councils.

Phase One is fully supported in principle. However, this support is based on the understanding that the improvements detailed in Phase One address existing conditions only, and do not establish capacity for growth associated with the West Midlands Spatial Strategy Phase Two deposit draft or any increases which may arise from the Secretary of State's recommended changes.

## 2.6 Local Government Officers

2.6.1 The presentations and briefings to Officers of both the County Council and District Council were well received and served to inform on the Worcester Transport Strategy and Phase 1. The dissemination of information was particularly important for the Worcestershire Hub and Highways Control Centre who received many enquiries from Members of the Public during the consultation period. After the briefing sessions, employees were able to answer questions confidently or direct them to the relevant project officer who could offer further assistance. This was particularly helpful in relation to Freedom of Information Requests.

## 2.7 Statutory Stakeholders, Regional Bodies & Operators

2.7.1 All responses from statutory stakeholders, regional bodies and operators are shown in **Appendix L**.

2.7.2 In terms of Statutory Organisations, responses were received from:

- *English Heritage*
- *Natural England*
- *Highways Agency*

2.7.3 Excerpts are shown below from some of the responses

*'English Heritage broadly supports the range of measures proposed as part of the Phase 1 Scheme Bid. The majority focus on improving and enhancing the existing transport infrastructure, and in encouraging greater use of sustainable transport modes through better information, connectivity and opportunities for walking and cycling.'* - **English Heritage**

*'We welcome a significant raft of praiseworthy elements in the strategy'* – **Natural England**

The HA supports the principles of the Phase 1 Strategy and Major Scheme Bid, which are focussed on improving access to Worcester City Centre. We particularly welcome the desire to see greater use of sustainable modes for journeys into the City Centre, and the proposed rail improvements. We also welcome the Council's in principle commitment to provide, within the Major Scheme Bid Business Case, a clear indication of the links between the specific transport aspirations of the bid and other areas of transport policy such as city centre parking policies that will affect the overall travel

Highways Agency

2.7.4 Worcestershire currently has one Regional Body that is appropriate to consult with:

- Advantage West Midlands

The Agency has welcomed the opportunity to comment on the draft Worcester Transport Strategy; and believes that it is essential that we continue to work together to deliver an integrated transport strategy for the county that aligns with and actively supports the delivery of the West Midlands Economic Strategy.

2.7.5 First Bus is the main passenger transport operator within the City of Worcester and is keen to work closely with Worcestershire County Council to further improve services within this City. They are very supportive of the Worcester Transport Strategy and in particular Phase 1. The comment below demonstrates this:

First has previously worked closely with Worcestershire County Council, providing a partnership approach, and also offering experience gained elsewhere in the UK, to deliver reliable, high frequency services. The reduction of car journeys and modal shift to public transport will help to ensure sustainability, providing further opportunities for future investment in the bus network. We note that the package approach proposed as part of Phase 1 of the WTS will enable key corridor implementation to be accelerated which will maximise the benefits to bus users and operators that these measures will provide. This approach also increases the confidence of bus operators in the public sector commitment to improve the attractiveness and use of public transport to, from and within the City of Worcester. This significantly improves the commercial case for investment in bus services in the city.

First Bus

2.7.6 Lastly, Network Rail is also keen to convey their support for the Strategy:

We are writing to register our support for the Worcester Transport Strategy and welcome the sustainable approach to infrastructure planning, integrating transport and land use planning. We also welcome the recent decision to review the Worcester City Masterplan to now include the possible redevelopment around the Worcester Shrub Hill station area; primarily focusing on increased car parking for the station and bus-rail interchange.

## **2.8 Other Stakeholders**

2.8.1 A range of Stakeholders were contacted during the consultation period and approximately 80% were effectively engaged. Formal responses to the Worcester Transport Strategy and Phase 1 proposals are shown below:

2.8.2 The Emergency Services/NHS – **Appendix M**;

2.8.3 Parishes – **Appendix N**;

2.8.4 Other Stakeholders – **Appendix O**.

## **2.9 Focus Groups**

2.9.1 The comments received from the Focus Groups were detailed and wide ranging. Indeed, the results section simply summarises the quantity and comment type received. The results from the individual reports (by mode) have been used to modify Phase 1 of the Major Scheme Bid and will be further utilised to develop additional phases of the Worcester Transport Strategy and the County's Local Transport Plan 3. In general terms however, the Groups were generally supportive of improvements to the Worcestershire transport network including the provision of information. :

## **2.10 Social Impact Studies**

2.10.1 Similarly, the results from the individual reports from the Social Impact Studies were used to inform Phase 1 of the Major Scheme Bid and will input into full Worcester Transport Strategy and the County's Local Transport Plan 3.

## **2.11 Members of the Public**

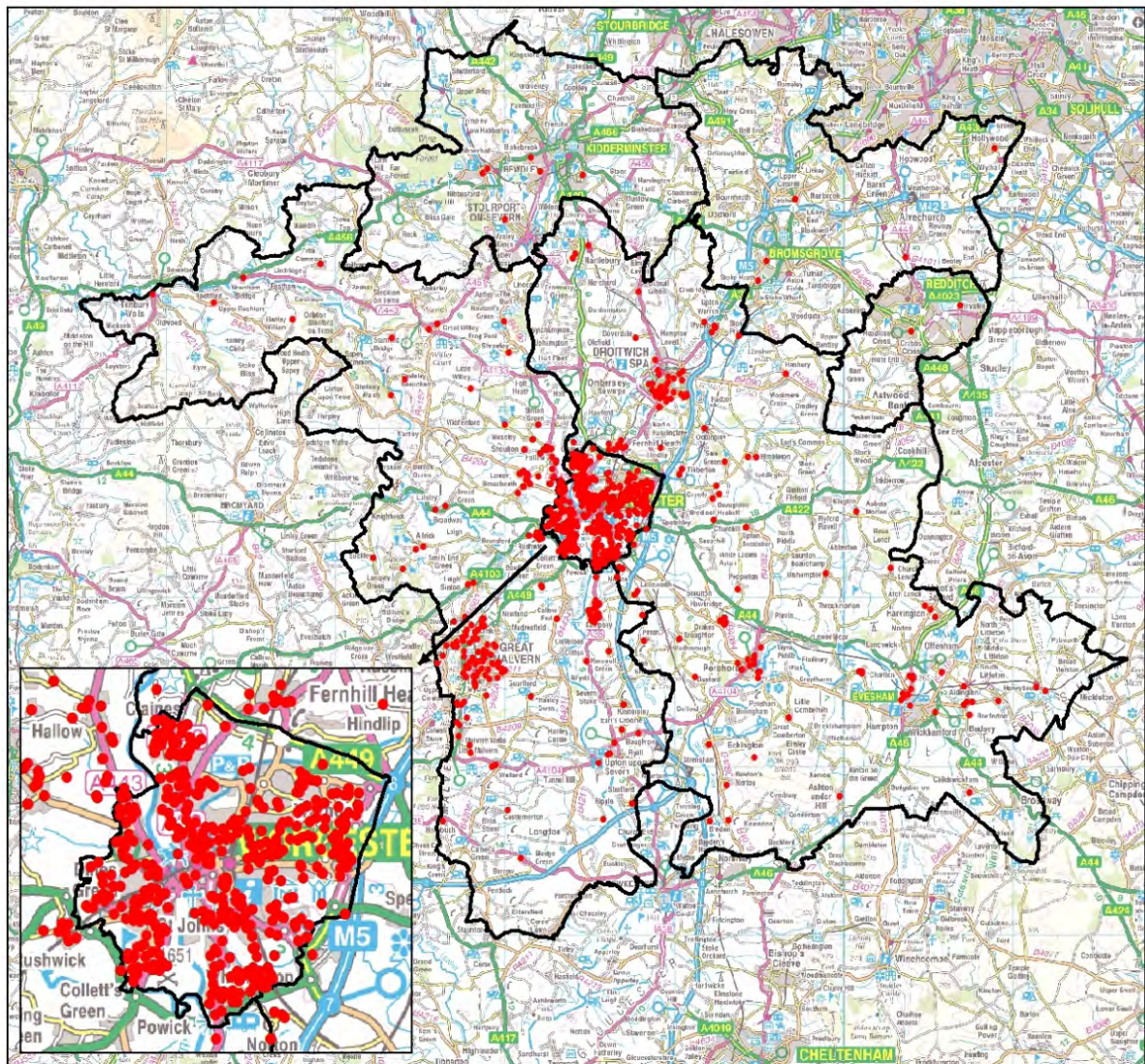
2.11.1 The Worcester Transport Strategy questionnaire was developed to gather the views of residents on the Worcester Transport Strategy and 'Phase 1' Major Scheme Bid. The postal paper format of the questionnaire received a total of 984 responses (19.7% return rate). The questionnaire was also made available online and this method received 169 responses. Therefore, a total of 1,153 responses were received for the Worcestershire Transport Strategy questionnaire which was much higher than the targeted 5% return rate.

2.11.2 Nearly 80% (79.1%) of residents supported the measures contained within Phase 1 of the Worcester Transport Strategy, this rose to 83% for Worcester City residents. When asked if the Full Worcester Transport Strategy supported the delivery of our Worcestershire County Council 'Vision', 58.2% of respondents said they did think investment in this package of measures would support the delivery of the Worcestershire County Council 'Vision'. 18.6% said no and 23.2% said they didn't know.

2.11.3 Table 2.1 illustrates the distribution of respondents. This shows that 50% were residents of the City of Worcester, 45% were from Worcestershire and 5% from elsewhere.



Figure 2.1 – Distribution of Respondents



Respondents Postcodes

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2.11.4 The exhibitions were well attended with over 1500 visitors. Enquiries ranged from a simple request for a questionnaire and, general enquiries to more in-depth discussions, particularly centred around the proposed measures included within the Phase 1 package.

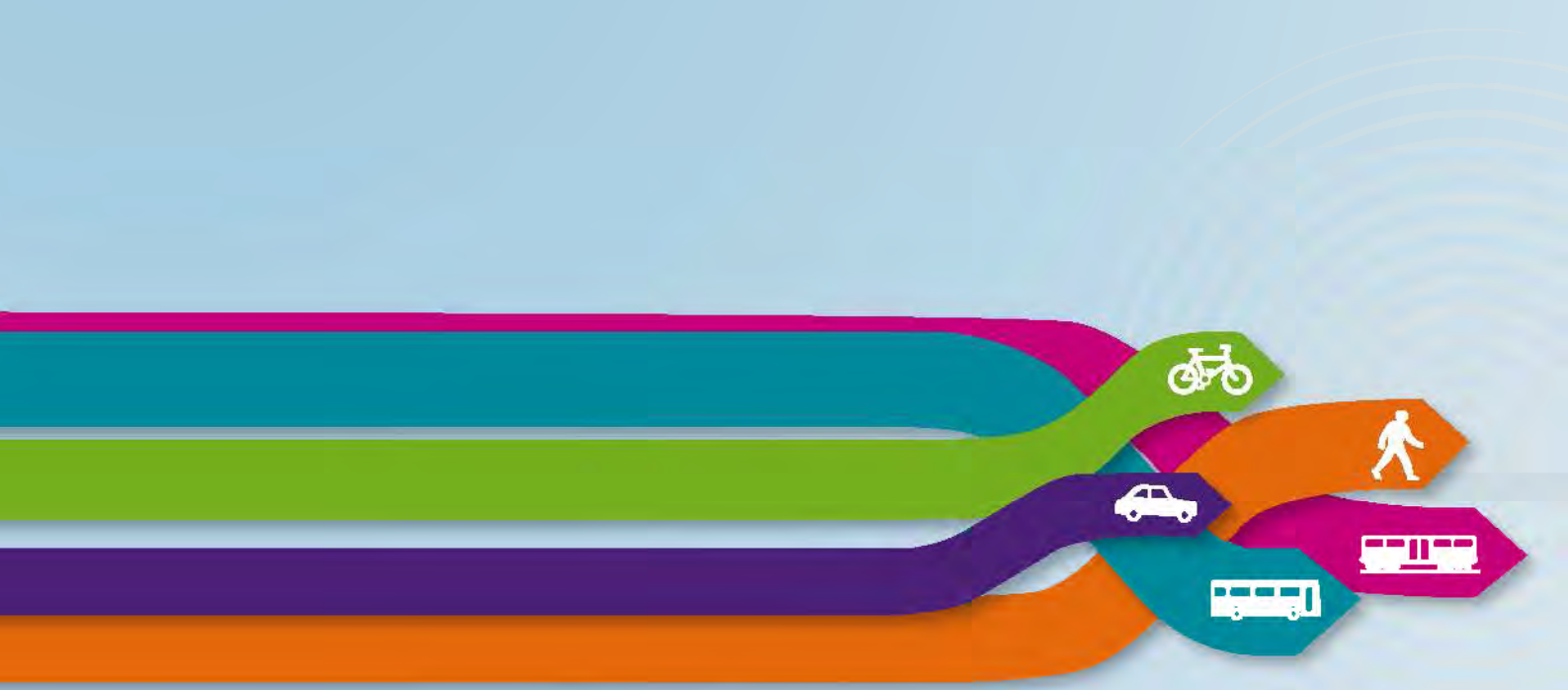
2.11.5 The live Webcast was viewed by in excess of 150 people and 22 questions were submitted to the panel.

**2.12 Business Impact Study**

2.12.1 This is an ongoing piece of work with businesses. A report of outcomes will made available in support of Conditional and Full Approval of the bid.



# 3: Methodology





### 3. Methodology

#### 3.1 Worcestershire County Council Local Members

3.1.1 To support the progress of the Worcester Transport Strategy, the Worcestershire County Council Cabinet required that it be subject to a rigorous consultation process. To facilitate this, extensive pre-preparation work was undertaken in terms of engaging with the Member with Responsibility for Transport and the Safe Environment, the Leader of the Council and other relevant Cabinet Members. This ensured that the key representatives were fully informed and any issues resolved prior to the Cabinet meeting on the 17<sup>th</sup> December 2009.

3.1.2 A presentation on the full Worcester Transport Strategy to County Council Members (Worcester City and surrounding areas) took place on December 15<sup>th</sup> 2009. The Strategy and its Phase 1 component were explained and this was then followed by a full question and answer session. The correspondence is detailed in the following Appendices:

- *Appendix D: Example of the correspondence that was sent out to Councillors to invite them to the presentation*
- *Appendix E: Copy of the presentation*

3.1.3 The aim of the member presentation session was to:

- *Secure support*
- *Encourage response*
- *Identify issues*
- *Determine any modifications to the consultation material*
- *Inform on the Major Scheme Bid and manage expectations*

3.1.4 Following the presentation evening, a number of less formal meetings were also arranged with local members to offer further clarification and discussion. This was particularly in relation to measures contained within further Phases of the strategy which had a direct impact on the wards of certain Members. Additionally, the County Council Members who fulfil a District role had an opportunity to participate in the meetings arranged at District authority level.

3.1.5 In December 2009, Members were sent a Newsletter updating them on the progress of the strategy, inviting them to attend the local public exhibitions from January to March 2010. Members were sent a further update following the end of the consultation period.

3.1.6 The Worcester Transport Strategy was subject to an Overview and Scrutiny hearing on 13<sup>th</sup> April 2010. During a 2 hour session, the panel, consisting of approximately 8 County Council Members, examined, asked questions and commented on the progress of the strategy to date.

### **3.2 Worcestershire District Members**

3.2.1 Similar presentations were delivered Members of each of the three South Worcestershire District Councils as follows:

- *Malvern Hills District Council – 26 January 2010*
- *Worcester City Council – 28 January 2010*
- *Wychavon District Council – 7 January 2010*

3.2.2 The proposals were explained using the Power Point presentation and Members were offered the opportunity for questions, comments and discussion.

3.2.3 All three Councils agreed that they would send a formal single response via their Joint Advisory Panel (this Panel was set up to manage the joint planning of the South Worcestershire Joint Core Strategy). A further presentation was made to the Joint Advisory Panel on 8<sup>th</sup> January 2009.

### **3.3 Local Government Officers**

3.3.1 On-going liaison across many works areas had been undertaken prior to the consultation period with both County Council and District Officers – this included identifying the risks associated to the Phase 1 Major Scheme Bid and the sifting of options to formulate a preferred Phase 1 package. However, as part of the consultation process a number of formal sessions were held. Specifically:

- *18 December – Worcestershire County Council Officers (all departments)*
- *5 January 2010 – District Planning Officers*
- *12 January 2010 – County Council Integrated Transportation*

### **3.4 Statutory Stakeholders, Regional Bodies and Operators**

3.4.1 Learning from a number of previous consultations, it became clear that achieving a good level of response from statutory stakeholders, although critical, was not an easy task and required some careful planning. A letter on its own would not provide the stimulus or the level of understanding required by Key Stakeholders to enable them to offer a considered response. Therefore a number of mechanisms were put in place to ensure that a good number of responses could be generated. This included:

- *Letter and Pro-Forma – see Appendix F*
- *Presentations and meetings with individual organisations – refer to Appendix C*
- *Follow up phone calls*
- *Reminder emails*

### 3.5 Other Stakeholders

3.5.1 Other key Stakeholders were informed in writing and invited to respond using a standard Pro-Former. Stakeholders included local Parishes, Businesses, key organisations, user groups etc. A full list of stakeholders is shown in **Appendix G**.

### 3.6 Focus Groups

3.6.1 The objective of the Focus Group work was to establish the impact on the groups of the proposed measures within Phase 1 and the full Worcester Transport Strategy on a mode by mode basis and identify any additional developments to further enhance this impact.

3.6.2 It was important to clarify to participants that the aim of the process was not to repeat previous work by exploring their 'blank paper' ideas on new infrastructure for inclusion within the Worcester Transport Strategy but rather to establish the impact of a series of established proposed measures, which have been made based on the results previous consultation activity such as the 'Choose How You Move' project and extensive technical work.

3.6.3 This piece of work engaged 8 'mode focussed' groups each containing up to 12 people. Some of the groups were selected utilising opportunities where the key stakeholder groups would naturally meet, such as at meetings or events. Five such opportunities were identified:

- *Transport Operators*
- *Freight*
- *Bus Users Groups*
- *Cyclist Groups*
- *Rail Representatives*

3.6.4 Residents were then recruited to participate in the additional focus groups, based on meeting specified criteria (for full recruitment profile see **Appendix H**):

- *Commuters who live in Worcester/shire and who travel into Worcester*
- *Commuters who live and work outside of Worcester but use Worcester's transport networks*
- *Pedestrians*

3.6.5 The objective of the focus groups was to generate in-depth responses on specific issues, experiences and views. The nature of qualitative research means that the data generated is not statistically robust (for which quantitative research is required) but it does provide the depth and insights that a quantitative survey cannot.

3.6.6 A question script was used by the facilitator to introduce the measures in a logical way and to ensure that all areas of the Phase 1 and full Worcester Transport Strategy were covered. Part of the facilitation task was to ensure that all participants have an equal say and that those with a lot to say and those with a little to say are effectively involved. The format of a qualitative question script (see **Appendix I**) whilst open and fluid ensured that all areas are covered to meet the research's

objectives.

3.6.7 The Focus Groups lasted round 2 hours – this allowed for topics to be discussed in-depth but was not too long for participants to become distracted or bored. The focus group is tape recorded for analysis purposes.

### 3.7 Social Impact Studies

3.7.1 The Social Impacts Study relates to the Department for Transport’s “Equality of Opportunity” and “Quality of Life and the Natural Environment” goals, as defined under TaSTS. The study, conducted by Integrated Transport Planning, transport consultants, focused on how significant the impacts that affect these goals are, and how the impacts are distributed between different social groups.

3.7.2 In line with Department for Transport WebTAG guidance, this work focused on appraising:

- *Accessibility-related social impacts and their distribution between different social groups (special, temporal, financial, physical, psychological);*
- *The distribution among different social groups of externality-related impacts such as deaths and injuries from transport accidents, air pollution, noise pollution, severance and other environmental impacts*
- *The distribution of net user benefits (e.g. through time savings) between different user groups.*

3.7.3 The options to be appraised included:

- *Phase 1: An integrated package of measures (supported by integrated land use planning), including:*
  - *Public Transport Improvements*
  - *Park & Ride Facilities*
  - *Bus Priority Measures*
  - *Cycle and Pedestrian Improvements*
  - *Smarter Choices Measures*
  - *Demand Management and Public Realm Improvements*
  - *Intelligent Transport Systems*
  - *Junction Improvements on the Southern Link Road*
- *The Full Worcester Transport Strategy Package*

3.7.4 The options were appraised against an agreed “do minimum” option and did not need to be fully developed in detail for the purposes of the qualitative research.

3.7.5 The approach took into account current WebTAG guidance as well as the Department for Transport report “Assessing Social and Distributional Impacts in Transport Scheme Appraisal and Evaluation”.

3.7.6 The first task involved reviewing the data available to support the production of social impact



appraisal material. This specifically includes geographic-based socio demographic and socio economic data that can be used for GIS map-based analysis of the distribution of impacts between different social groups.

3.7.7 Secondly, an initial qualitative assessment was made of the likely changes to accessibility (spatial, temporal, financial, physical or psychological) and externalities for social groups (or combinations of social groups) who might be particularly affected by the alternative options for the Worcester Transport Strategy to focus the work appropriately.

3.7.8 Then, an in-depth qualitative research study was undertaken with a number of potentially “vulnerable” social sectors of the population, in order to get an in-depth understanding of their perceptions of the social impacts they would incur. The recruitment profile for this task is shown in **Appendix J**. Particular target sectors included:

- *People from ethnic minority groups and non-English speakers;*
- *Disabled and health-impaired people and their carers;*
- *Older people;*
- *Younger people;*
- *Single parent families;*
- *Unemployed people;*
- *Low income households;*
- *Rural dwellers around Worcester.*

3.7.9 Quantitative assessments were also undertaken to identify the distribution between different socio-demographic groups of the accessibility changes that would result from the Worcester Transport Strategy and related Phase 1 options proposed. This involved using GIS tools to overlay the geographic distribution of different social groups on travel time contours derived within the accessibility appraisal work stream for access to key services.

3.7.10 Quantitative assessments also involved examining the distribution between different social groups of benefits and disbenefits from changes to the external effects of traffic. This was done again using a GIS based approach, overlaying map-based plots from the modelling of changes in the following indicators on maps showing the spatial distribution of different social groups.

3.7.11 In a more qualitative way, the distribution among different social groups of severance and other environmental impacts such as landscape, townscape, biodiversity, heritage, and water resources were also taken into account. This was fed from the outputs of the accessibility appraisal (severance) and the environmental appraisal work streams.

3.7.12 Lastly, the final element brought together the results of analysis of the distribution of net user benefits (travel time savings etc) into the social and distributional impact analysis.

### **3.8 Members of the Public**

- 3.8.1 The Worcester Transport Strategy questionnaire was developed to gather the views of residents on the full Worcester Transport Strategy and 'Phase 1' of that strategy and associated Major Scheme Bid. The questionnaire was of a quantitative nature and was distributed in many different ways across Worcestershire, including: by post and leaflets in public buildings. The questionnaire was split into three parts and asked respondents about long-term aspirations for Worcester's transport network, the 'Phase 1' Major Scheme Bid and questions about themselves.
- 3.8.2 In total, 5,000 surveys were distributed via post, of which, 1,794 were sent to residents that stated in the recent November 2009 Worcestershire Viewpoint survey that they would be willing to answer a questionnaire about the Worcester Transport Strategy. The remaining 3,206 addresses were randomly selected from Royal Mail's Postcode Address File (PAF) across the three South Worcestershire districts. The total sample of 5,000 addresses comprised of 3,000 in Worcester City, 1,000 in Malvern Hills and 1,000 in Wychavon.
- 3.8.3 A total of 13 'manned' public exhibitions were held during the consultation period, questionnaires were also distributed at these events. These were split into two types:
- *Independent Exhibition Unit taken to areas of high footfall (supermarkets) around the Worcester City area*
  - *Joint consultation at a number of village halls with the South Worcestershire Joint Core Strategy Team (who were consulting on preferred options for housing growth in these locations)*
- 3.8.4 Unmanned exhibitions were sited at the Worcester Guildhall (on the High Street in the city centre), Hubs, Libraries, County Hall Reception as well as Northwick Road Dental Surgery . The leaflet and questionnaire were available.
- 3.8.5 A 'live' Webcast consisting of a panel of Worcestershire County Council Integrated Transport officers was broadcast on the evening of 20<sup>th</sup> January 2010. The Webcast featured a presentation on the Worcester Transport Strategy and Phase 1 Major Scheme Bid followed by a live question and answer session from Members of the Public. Members of the public could email their questions after the presentation and these were then directly forwarded to the Officers to answer 'live' within moments of the questions being received.

### **3.9 Business Impacts Study**

- 3.9.1 In line with DfT WebTAG guidance the Business Impact Study focussed on appraising the accessibility attributes of a set of business locations, and how the proposed measures contained within the Worcester Transport Strategy and Phase 1 Major Scheme Bid make those locations more or less attractive for the expansion of an existing business or the establishment of a new one. The Worcester Transport Strategy should provide improved travel conditions which may be achieved via reduced journey times, reduced journey costs, improved journey quality, or improved journey reliability. The net effect is a change in patterns of accessibility, extending the distances people will be prepared to travel, reducing the costs of existing travel, and easing the movement of goods.
- 3.9.2 The Study addressed several considerations, including:

- *Access to a suitable workforce. This is the number of suitable potential employees living within acceptable travel times, reliability and costs;*
- *Access by customers. For retail businesses this will include the number of potential customers living within an acceptable distance.*
- *Access to customers. For many sectors this will be viewed as the time, reliability and cost associated with moving goods between locations and in or out of sites.*

3.9.3 Improvements to any of these might make Worcester more attractive as a business location, thereby encouraging new businesses to locate there or existing businesses to expand. The challenge for the appraisal was to identify whether the cost and time savings resulting from the investment are sufficient to impact on businesses, and to show that there is good reason to believe the savings will be translated into new jobs.

3.9.4 The options appraised were the same as in the Social Impacts Study detailed in 3.7.2 and again would be appraised against a “do minimum” option.

3.9.5 The first task involves identifying a sample of businesses for the research. For the appraisal of the Worcester strategy it was hoped to recruit 10 case studies in total. The sampling plan developed an appropriate way of classifying businesses in the city as a precursor to selecting the sample of businesses. Particular dimensions for classifying businesses operating in the city that are relevant to this study include:

- *Geographic location with respect to the proposed schemes.*
- *Type of business based on a review of the stock of VAT registered businesses in the City.*
- *Size of business – in terms of numbers of employees.*

3.9.6 Next, a shortlist of businesses was drawn up from which the sample businesses for in-depth research. The shortlist was selected to cover different business classes, combining geographic locations, types of business and size of business (within the classification defined in the sampling plan). Selected businesses within each class were then approached to ascertain their willingness to cooperate in the research. Note: The identity of the businesses was kept anonymous to allow for open and transparent discussion.

3.9.7 In-depth interviews were then conducted with key personnel from each of the selected businesses. The aim of these interviews was to gain a full understanding of how the business interacts with the transport network and its effect on how well the business is performing. The interviews served as a focus point for obtaining both qualitative and quantitative information relating to all the transport aspects of the business. This included, for example, gathering information on:

- *Prospects for the business sector and expectations for the business;*
- *Strengths and weaknesses of the business location; and*
- *The scale, extent, timing and relative importance of:*
- *Staff commuting to and from work;*

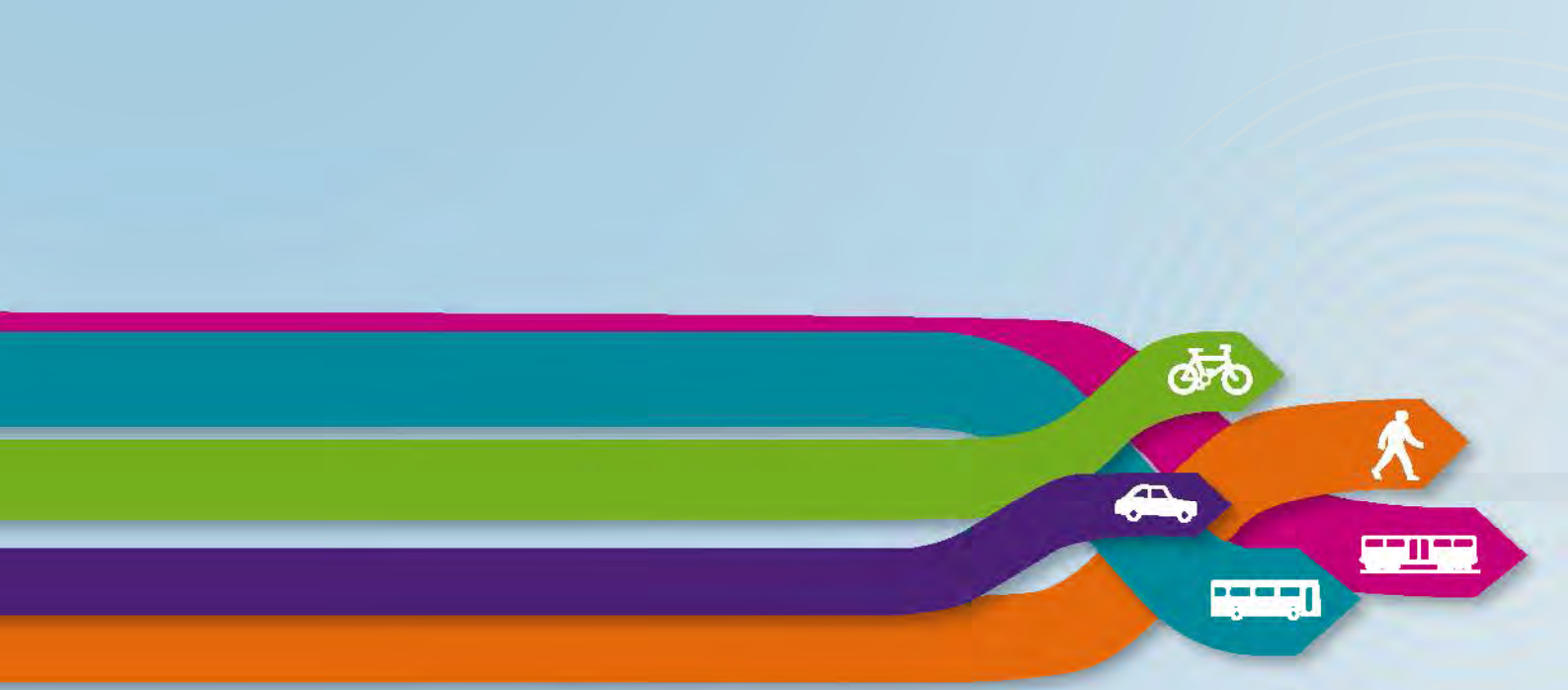
- *Staff travelling for business journeys during the course of work;*
- *Customers, clients and other visitors travelling to the business; and*
- *Goods and products being delivered from the business premises to customers.*

3.9.8 The depth interviews sought to obtain a combination of views and opinions, together with key quantitative data from the businesses (including an understanding of the business response to the 'Do Nothing' scenario).

3.9.9 Once this information had been collected, an estimate was made of the impacts of the strategy on each business for the most significant movements between each business location and the main journey origin and destination points identified by participants. This task required interaction with the modelling work stream to provide outputs that could be broadly applied to the businesses' transport-related operations.

3.9.10 The Business Impact Study is an ongoing piece of work with businesses. A report of outcomes will be made available in support of Conditional and Full Approval of the bid

## 4: Results





## 4. Results

4.1.1 Analysing all of the outcomes from the consultation and evaluating them against Phase 1 of the Worcester Transport Strategy, a number of key conclusions can be drawn which have led to the further modification for the Phase 1 of the Worcester Transport Strategy. These can be summarised as follows:

- *The exclusion of additional Park and Ride from Sites from the preferred package (although they were tested as part of the Next Best Option)*
- *Additional rail station enhancements, particularly at Worcester Foregate Street*
- *Delivering walking and cycling measures as early as is feasible within the Phase 1 delivery programme*
- *Delivering key corridor measures as early as is feasible within the Phase 1 delivery programme*
- *Stronger promotion of sustainable modes (inclusion of Smarter Choices)*
- *Improvements to cycling and walking links on the western side of the River Severn*
- *The inclusion of Whittington Junction as part of the highways improvements for the Southern Link Road (note that although this is included in the Worcester Transport Strategy it will not be funded out as part of the Major Scheme Bid)*
- *Inclusion of a cycle route along A449 (Malvern to Worcester) within the Worcester Transport Strategy, but not funded through the Major Scheme Bid.*

4.1.2 It is important to note that many subjective comments were also made for the full Worcester Transport Strategy; however, these comments have yet to be fully evaluated and used to develop subsequent phases post Phase 1.

### 4.2 Worcestershire County Council Local Members

4.2.1 The Worcester Transport Strategy proposals were submitted to Worcestershire County Council Cabinet on 17<sup>th</sup> December 2009 and subsequently passed for consultation.

4.2.2 The results of the consultation were submitted to Worcestershire County Council Cabinet on 19<sup>th</sup> April, within a report seeking authorisation to submit the Major Scheme Bid to the Department for Transport. This request was fully endorsed.

4.2.3 The majority of Local members attended the meetings and/or the exhibitions. There was considerable interest in the Phase 1 Major scheme Bid and the full Worcester Transport Strategy, with Members expressing support, particularly in relation to Phase 1.

### 4.3 Worcestershire District Members

4.3.1 A joint letter of support was received from the District Councils in early March 2010. The extract below was taken from this letter, which is shown in full in **Appendix K**:

You will find appended to this letter the Joint South Worcestershire response (Malvern Hills, Worcester City and Wychavon) to Phase One of the above strategy. This response reflects the views of the South Worcestershire Joint Advisory Panel, and has been endorsed by Worcester City Council Cabinet and Malvern Hills District and Wychavon District Councils.

Phase One is fully supported in principle. However, this support is based on the understanding that the improvements detailed in Phase One address existing conditions only, and do not establish capacity for growth associated with the West Midlands Spatial Strategy Phase Two deposit draft or any increases which may arise from the Secretary of State's recommended changes.

#### Highways:

**Comment:** *These junction improvements are supported as these are two well known bottlenecks. However, although it is understood that there is capacity at junction 7 to take improved flows the same does not apply to the A44 Whittington junction, and it is considered that this junction improvement should also be part of Phase One. When the detail of the junctions are worked up it must ensure that safe walking and cycling movements through these junctions are enabled, together with public transport.*

#### Rail:

##### **Comment**

*This is fully supported, although would need to be comprehensive to be effective.*

#### Public Realm:

##### **Comment**

*These are welcomed in principle, and the authorities would welcome the opportunity to be involved in working up the detailed locations. The proposals which will have the effect of reducing street clutter, improving air quality, introducing street trees, improved seating etc, will improve the city's standing as a 'First Rank Cathedral and University City'.*

#### Walking and Cycling:

##### **Comment:**

*The principle is firmly supported and welcomed.*

#### Key Corridors of Improvement:

##### **Comment:**

*This is fully supported in principle, although London Road should be included in the proposals. It is a heavily used route serving County Hall, Nunnery Secondary School, and the sixth Form College. It is included in the overall strategy but like many other routes is not included in Phase one and there does not appear to be a Phase Two.*



## Park & Ride:

### **Comment:**

*These are welcomed and supported. It is also noted that what would appear to be the busiest corridor (from Junction 7 on the M5) no longer has a park and ride facility which does give some concerns. Notwithstanding the environmental sensitivities what is the technical justification for not promoting a Park and Ride alongside the A44 to the east of the city?*

Smarter Choices and Intelligent Transport Systems were also supported.

## **4.4 Local Government Officers**

- 4.4.1 The presentations and briefings to Officers of both the County Council and District Council were well received and served to inform on the Worcester Transport Strategy and Phase 1. The dissemination of information was particularly important for the Worcestershire Hub and Highways Control Centre who were expected to receive many enquiries from Members of the Public during the consultation period. After the briefing sessions, employees were able to answer questions confidently or direct them to the relevant project officer who could offer further assistance. This was very effective in relation to Freedom of Information requests.

## **4.5 Statutory Stakeholders, Regional Bodies & Operators**

- 4.5.1 All responses from Statutory Stakeholders and operators are shown in **Appendix L**. In terms of Statutory Organisations, responses were received from:

- *English Heritage*
- *Natural England*
- *Highways Agency*

*'English Heritage broadly supports the range of measures proposed as part of the Phase 1 Scheme Bid. The majority focus on improving and enhancing the existing transport infrastructure, and in encouraging greater use of sustainable transport modes through better information, connectivity and opportunities for walking and cycling.'* - *English Heritage*

*'We welcome a significant raft of praiseworthy elements in the strategy'* - *Natural England*

The HA supports the principles of the Phase 1 Strategy and Major Scheme Bid, which are focussed on improving access to Worcester City Centre. We particularly welcome the desire to see greater use of sustainable modes for journeys into the City Centre, and the proposed rail improvements. We also welcome the Council's in principle commitment to provide, within the Major Scheme Bid Business Case, a clear indication of the links between the specific transport aspirations of the bid and other areas of transport policy such as city centre parking policies that will affect the overall travel

Highways Agency

4.5.2 Worcestershire currently has one Regional Body that is appropriate to consult with:

- Advantage West Midlands

The Agency has welcomed the opportunity to comment on the draft Worcester Transport Strategy; and believes that it is essential that we continue to work together to deliver an integrated transport strategy for the county that aligns with and actively supports the delivery of the West Midlands Economic Strategy.

4.5.3 First Bus is the main passenger transport operator within the City of Worcester and is keen to work closely with Worcestershire County Council to further improve services within this City. They are very supportive of the Worcester Transport Strategy and in particular Phase 1. The comment below demonstrates this:

First has previously worked closely with Worcestershire County Council, providing a partnership approach, and also offering experience gained elsewhere in the UK, to deliver reliable, high frequency services. The reduction of car journeys and modal shift to public transport will help to ensure sustainability, providing further opportunities for future investment in the bus network. We note that the package approach proposed as part of Phase 1 of the WTS will enable key corridor implementation to be accelerated which will maximise the benefits to bus users and operators that these measures will provide. This approach also increases the confidence of bus operators in the public sector commitment to improve the attractiveness and use of public transport to, from and within the City of Worcester. This significantly improves the commercial case for investment in bus services in the city.

First Bus

4.5.4 Lastly, Network Rail is also keen to convey their support for the Strategy:

We are writing to register our support for the Worcester Transport Strategy and welcome the sustainable approach to infrastructure planning, integrating transport and land use planning. We also welcome the recent decision to review the Worcester City Masterplan to now include the possible redevelopment around the Worcester Shrub Hill station area; primarily focusing on increased car parking for the station and bus-rail interchange.

Network Rail

#### **4.6 Other Stakeholders**

4.6.1 A range of Stakeholders were contacted during the consultation period and approximately 80% were effectively engaged. Formal responses to the Worcester Transport Strategy and Phase 1 proposals are shown below:

4.6.2 The Emergency Services/NHS – **Appendix M;**

4.6.3 Parishes – **Appendix N;**

4.6.4 Other Stakeholders – Appendix O.

#### 4.7 Focus Groups

4.7.1 The Focus Group comments have been divided up to show the responses to the proposed measures in the Phase 1 of the Worcester Transport Strategy and for the Strategy as a whole.

4.7.2 Highway improvements (capacity improvements to the Southern Link Road at A4440/A38 junction – WTS Phase 1):

- *Car drivers' perspective*
  - *This junction does cause a bottleneck of traffic and does need to be improved. The fact that the roadway is single carriageway is a further issue identified as causing problems with traffic flow. The junction causes a major problem, especially at rush hour and if the motorway has been closed. The one junction can add 30-60 minutes onto a car journey;*
  - *A key issue is that both the motorway and non-motorway traffic use this junction;*
  - *If traffic flow is eased at the junction, then it is also necessary to ensure the efficient flow of traffic into the city following on from the junction. If enhancements are made to the junction, this needs to be continued into the city and not just improved at the junction. Improvements to this junction would create a positive impact on the flow of traffic, but it needs to be ensured that the traffic flows freely after the junction, that the enhancements are not only at the junction itself;*
  - *There is a parallel cut through to avoid the junction which some people are aware of;*
  - *A4440/ A38 and Powick Roundabout are also identified as bad junctions for traffic flow;*
  - *It was suggested that an additional river crossing, for example at Claines, would keep traffic away from Worcester. The current provision for river crossing causes traffic flow problems out to Lower Wick.*

4.6.3 Highway improvements (capacity improvements to Southern Link Road at A4440/Norton Road junction – WTS Phase 1):

- *Car drivers' perspective:*
  - *Problems with this junction are experienced at rush hours. There are problems regarding traffic flow at this junction. In fact, from Powick Roundabout through to the junction off Junction 7 on the M5 all need addressing. Everyone had experienced problems with congestion at this junction. The junction can be gridlocked in the evening. The only times the junction eases is during the school holidays. The traffic flow does need improving around the South of Worcester;*
  - *There is the need to separate the motorway and non-motorway (Worcester) traffic;*
  - *Any enhancements however must not cause "knock on" effects, causing bottlenecks elsewhere, such as those trying to access Tescos. It needs to be ensured that enhancements affect the whole traffic system – that enhancements do not only improve the junctions but the whole flow of traffic, and that any enhancements do not then create new bottlenecks elsewhere;*
  - *Improving the speed with which traffic can access the motorway network will improve the speed for motorists into Worcester;*

- *The **Bath Road Junction** (proposed Post Phase 1) was also seen to be a problem regarding traffic flow;*
- *Whether improvements only to the junctions will generate the required improvements or whether other highway improvements are required need to be considered was raised.*
- *Freight perspective:*
  - *Capacity does need to be increased on the Southern Ring Road, resulting in:*
    - *Better flow of freight;*
    - *More reliable journey times/planning;*
    - *Developing Worcester as a more desirable freight destination;*
    - *Increased economy for freight operators (MPG);*
    - *Less pollution;*
    - *A knock on positive effect for other motorists.*
  - *Capacity improvements to all three to four junctions need to be considered (Powick/Ketch through to Junction 7 M6) together on the Southern Ring Road. There is concern that if improvements are made to only the two of the junctions then the problem will only be moved and not removed;*
  - *The junction of the A4440/A38 is smaller than other junctions and this does cause congestion. Increasing its size and hence capacity would assist with this.*

#### 4.6.4 Highways Improvements - Construction of a new North-West Link Road (full WTS, not Phase 1)

- *Car drivers' perspective*
  - *The need for improvements to the flow of traffic was identified, with the focus of the traffic issues being around the South of Worcester;*
  - *There is the need however to avoid potential problems of creating an "M25" situation around Worcester where all traffic becomes gridlocked travelling around the city. It needs to be ensured that the ring road has sufficient capacity to meet demand;*
  - *The proposed ring road development could take traffic from the West of the city around the North to the M5 at Junction 6 in order to alleviate the congestion to the South of the city;*
  - *If car drivers perceive the trip around Worcester to be longer and to take longer, then people who know Worcester would probably still go into and through Worcester – people's behaviour needs to be changed. If the proposed new route is quicker than travelling through Worcester then this needs to be promoted. People need an incentive to try an alternative route and to challenge their routine behaviour. There is the need to promote the speed and ease of the new ring road over the option of travelling into Worcester in order to encourage change of behaviour;*
  - *People's expectations need to be met; if it is promoted as a quicker route then it does need to provide a quicker alternative to travelling through Worcester. If its speed is promoted, people will try the route, but then the increased speed and ease of travel needs to be delivered. If people are encouraged to use the new route and it is quicker then this will support its use as word of mouth is then likely to promote the new route;*
  - *Variable message signs need to accurately display route times using the new ring road and*

*route times through Worcester to enable people to make an informed choice;*

- *One benefit of the proposed North-West Link Road was being able to “drop in” and “drop out” of the City Centre to different destinations. The benefits experienced in easing traffic and travel around both Shrewsbury and Southampton with the introduction of ring roads were raised;*
- *There is always the issue of the closeness of the motorway to Worcester, and Worcester itself is an epicentre. It was felt therefore that it will always be difficult to divert traffic away from Worcester.*
- *Freight perspective*
  - *The development of the North-West Link Road is strongly supported as a logical and relevant development of the road system. Its development would support the movement of traffic around, through and into Worcester; supporting both local and long distance travel needs;*
  - *The development of the North-West Link Road would be very positive; it provides a comprehensive route around Worcester, and also alleviates the issue of the weight restriction now imposed on bridge. It would provide freight with the option of travelling around Worcester;*
  - *Such provision would assist with; time of journeys, freight flow, reliability and management of routes;*
  - *It would have the impact of not only having the potential for attracting new business into the area but also for retaining current business within the area;*
  - *The development would address the three concerns of; the flow of local traffic into Worcester, the flow of non-motorway traffic travelling through the county around Worcester and the flow of traffic onto the motorway.*

#### 4.6.5 Rail Station Enhancements - Worcester Foregate Street Rail Station (WTS Phase 1):

- *To encourage the development of Worcester Foregate Street Station, the following developments were considered as necessary:*
  - *Provision of inter-modal transport to support travel inward to, and onward travel from, Foregate Street Station;*
  - *To ensure ease of access to the bus stops by alleviating congestion at the bus stops caused by taxis;*
  - *Ensure that the lifts in the station can be accessed at all times, perhaps considering CCTV to prevent their vandalism;*
  - *Tie in links to the new university site and library for pedestrian access to and from Foregate Street Station;*
  - *Provide station level access from the offices to avoid congestion outside of the station and to encourage access to and from the offices;*
  - *Promote and encourage Worcester Foregate Street Station as a city centre station for access by; foot, bicycle and public transport. Do not promote the station as accessible by car, as its location cannot support this facility. Promote Shrub Hill Station as the option for travelling to a city station by car;*
  - *Improve the physical appearance/cosmetics of access to the Foregate Street Station. It is*

*dark and tunnel-like, making it unappealing and unattractive.*

#### 4.6.6 Rail Station Enhancements - Malvern Link Rail Station (WTS Phase 1):

- *The areas suggested for addressing to make a positive impact at Malvern Link Rail Station are:*
  - *To provide a relevant Park & Ride facility;*
  - *To effectively sign the Park & Ride facility to encourage people to start their journey at Malvern Link Station rather than travelling further into Worcester City to Shrub Hill Station or Foregate Street Station;*
  - *To extend the car parking provision and then to actively promote the availability of car parking;*
  - *Provide sufficient car parking to enable passengers to physically access and use the station, to ensure that services are not lost;*
  - *Alleviate any problems caused by on-street parking through the provision of relevant parking facilities.*

#### 4.6.7 Rail station enhancements - Worcester Shrub Hill Rail Station (Full WTS, not Phase 1):

- *The areas of development at Shrub Hill Train Station for positive impact on rail travel and use were suggested as:*
  - *To improve the ladies' waiting room. This is currently on English Heritage's Buildings at Risk Register;*
  - *Promote Shrub Hill Station as the option for car users. It has more capacity and potential for car parking than Foregate Street Station ;*
  - *Ensure inter-modal transport is developed to support travel in to, and travel on from, Shrub Hill Station;*
  - *Consider an inter-modal transport links to Worcester Foregate Street Station, perhaps providing a shuttle service between the two stations;*
  - *Differentiate and promote the difference between Foregate Street Station and Shrub Hill Station regarding access modes;*
  - *Consider the availability of a bus rail interchange to take people into the city*
  - *Improve the facilities (including toilet facilities) for people waiting at Shrub Hill Station;*
  - *Improve the train route information for travellers and people changing trains at Shrub Hill Station. Provide information so that train users can identify the necessary route and changes to arrive at their destination.*

#### 4.6.8 Rail station enhancements - New local rail halts (Full WTS, not Phase 1):

- *The considerations regarding the developments of halt stations in Worcester to impact on rail travel and rail use are:*
  - *Ensure local authority ownership of car parks at Park & Rides in order to control prices, thereby encouraging cars to park and encourage bus use;*
  - *Link the new halts with Park & Ride facilities – West of Worcester Park & Ride and Perdiswell/Claines Park & Ride;*
  - *Develop full stations rather than "halts" where passengers have to signal for trains to stop*

*and let the guard know if they want the train to stop;*

- *The need for two halt stations on the West of the city was questioned as they are very close together. The proposed two locations to the West of the city may even be too close physically to support two stations. Of the two stations West of the city, the preference is for Bromyard Road due to its road links, although the benefit of Henwick Road was also noted due to its proximity to the university;*
- *There is the need for Park & Ride facilities to service train stations. Inter-modal options need to be provided;*
- *The potential new halt station at Fernhill Heath was viewed very positively. The locations will mean it services the northern part of city, for people into Worcester and for people travelling in from the North. The proposed station is well served by local routes, it is an easy location to reach and there is a large population in that area;*
- *There is the need to tie up new halts with infrastructure support, for example the new halt at Bromyard road with the West of Worcester Park & Ride. It is important to make it easy for train passengers to continue with their journey – straight off the train and onto the bus;*
- *Put a Park & Ride location to support Fernhill Heath – Claines and Perdiswell are both in the North of the city and are close to each other.*

#### 4.6.9 Rail station enhancements – Worcestershire Parkway Station (Full WTS, not Phase 1):

- *The considerations regarding the developments of Worcestershire Parkway include:*
  - *Consider any potential detrimental impact of the development of Worcestershire Parkway Station on Shrub Hill Station;*
  - *Ensure spending on Shrub Hill Station starts before any work begins on Worcestershire Parkway Station as there is the potential for Worcestershire Parkway to absorb all of the funding;*
  - *There is concern however that with funding being spent on Shrub Hill Station, and if Worcestershire Parkway then supersedes Shrub Hill Station, whether the considered investment in Shrub Hill would therefore be irrelevant, wasted and not necessary;*
  - *TOCs need to ensure the trains stop there which are on major routes – e.g. Bristol to Birmingham route;*
  - *It was seen that the development of Worcestershire Parkway was not relevant if the trains on the key routes did not stop there. Unless key trains stop at Worcestershire Parkway, its development would not add anything to that which the City Centre stations already provide. There would be duplication in the provision, and the funding would then be better spent on improving the current stations (improvements which would be significantly cheaper than building a new railway station). It is necessary for the Arriva Cross Country to stop at Worcestershire Parkway;*
  - *Road access to Worcestershire Parkway has to be sufficient and relevant;*
  - *If Worcester has all three stations, it is likely that the Great Western will stop at two stations but not all three. It would therefore be likely to lose Shrub Hill Station (as parking facilities will be available at Worcestershire Parkway for car users) and Foregate Street Station provides the City Centre station option.*

#### 4.6.10 Enhancement of the City Centre (WTS Phase 1):

- *Enhancement for cyclists*
  - *The need for improved access to the City Centre was fully supported by cyclists. The view to starting in the middle of the City Centre and ensuring routes emanate outwards to the areas of high population was seen to be key. It was felt currently that Worcester City Centre lacks a fully comprehensive, linked up and signed option for cyclists; and that such provision would greatly enhance the cycling option. It is key to ensure maximum use can be made of current resources, for example, canal routes are primarily for summer months due to a lack of lighting;*
  - *The need for comprehensive signage for cyclists in Worcester is a key area to address for current and potential cyclists;*
  - *Ensuring intra-city links are comprehensive and signed;*
  - *Cycle routes need to be; segregated, quiet and continuous.*
- *Enhancement for Rail Users (WTS Phase 1)*
  - *Good pedestrian signs to the rail stations;*
  - *Motor signs direct to Shrub Hill – to encourage car access at Shrub Hill Station as opposed to Foregate Street Station;*
  - *Retain the British Rail logo (two arrows going in opposite directions) on signage due to its level of recognition amongst people.*
- *Enhancement for Pedestrians (WTS Phase 1)*
  - *It was felt that enhancements to the public realm would have a positive impact on walking in the City Centre, with these considerations being:*
  - *Providing more seating for rest and relaxation;*
  - *Not necessarily planting of trees. It was noted that; trees have recently been pulled up in the City Centre and why would they then be planted again, and also whether people expect to see trees in a city centre. The potential mess from birds and slipping on leaves was also raised regarding tree planting;*
  - *Ensuring paving is level and safe;*
  - *The provision of more litter bins and dog bins;*
  - *Ensure vehicles do not access prohibited areas, protect the pedestrians and enforce non-vehicular access (such as the bollards on Broad Street and Copenhagen Street which should allow buses and stop cars, but which allow all traffic through);*
  - *Improve signage in the city centre; its clarity (brown signs are small) and the signage to key facilities (such as; cathedral, Guildhall, river and toilets). Also ensure there is relevant signage away from the City Centre itself;*
  - *With the proposed new walks, ensure these are promoted and well signed. Information to include is; length of walk, destination and points of interest;*
  - *Lowesmoor, New Road, Broad Street and Copenhagen Street are all areas that would benefit from improvements. It was noted that work had already been undertaken on Hylton Road and whether anything further was necessary or relevant, unless this was to put a path through the muddy area between the footbridge and the main bridge;*



- *It was felt that Foregate Street needed addressing and that this should be brought forward into Phase 1 from Post Phase 1. Foregate Street would benefit from being cleaner and brighter, especially as it is the entrance into the city for people arriving by train at Foregate Street Station. Shrub Hill area around the station is another area identified for improvement; it was felt that this looked run down and should also be brought forward into Phase 1.*

#### 4.7.3 Improved infrastructure for walking and cycling (WTS Phase 1)

- *New cycling routes*
  - *It was viewed that the focus should be on encouraging new cyclists as it was felt that those who already cycle are confident with dealing with the current cycling situations within the city. It is the focus on provision to encourage new cyclists which would have most potential impact;*
  - *There is the need to ensure that the proposed routes form part of a wider strategy and are not independent of the wider picture;*
  - *It was felt that any new cycle routes will encourage more cycling amongst non-cyclists. The key focus is for the cycle routes to be comprehensive and supportive of users' needs;*
  - *Consider the needs of cyclists and relevant routes – leisure and commuter cyclists will have different demands for cycle routes;*
  - *Ensure cycle routes are constant – that they do not stop and start;*
  - *Ensure adequate signage;*
  - *Weatherproof cycle routes, for example with lighting;*
  - *Consider that cyclists want to travel around the city centre – consider routes moving out from the City Centre;*
  - *It was felt that a strategy needed to benefit all cyclists and potential cyclists, not just those who would benefit from the proposed new routes. A star system emanating from the centre of the city out to the areas of dense population would benefit the population. (The group was advised that the new routes for the proposed strategy, following the Worcester Cycle Strategy, addressed the East West corridors which were currently without provision, and that once Connect 2 was completed, there would be much greater provision overall.);*
  - *There is the need to ensure cycle routes are joined up. It was felt that any proposed new routes should form part of the overall strategy to provide a comprehensive route system into and around the city of Worcester;*
  - *When defining cycle routes, definition needs to be made regarding whether these are; traffic free cycle routes, dedicated routes for cyclists or advisory routes. Dedicated current cyclists would not be affected by the introduction of new routes as they are confident in cycling with the current provision. The need to provide secure cycling routes is key however to encourage potential cyclists to take this up - encouraging non-cyclists to cycle will require the provision of safe routes. The quality of the cycle routes being proposed needs to be detailed;*
  - *It was identified that there is the need to target cycle routes to support cyclists' needs, such as routes that support leisure use (scenic) and routes that support commuters (direct), to ensure the routes are logical to meet needs. For example, the proposed route from Fernhill Heath to Bilford Road, Post Phase 1, could support workers at Blackpole*

*Industrial Estate;*

- *Ensuring cycle lanes are constant and do not “stop and start” on the route into and through Worcester is key. Whilst current cyclists are capable of handling the disjointed provision, it is felt that continuous lanes would encourage new cyclists;*
- *It was raised that more time was needed to be allocated for feedback on the proposed strategy as it affects a wide range of considerations;*
- *One suggestion was to extend the Tibberton to Worcester route to Droitwich to support the 25,000 population into Worcester which would have potentially more impact than the 6000 residents of Tibberton;*
- *Improving routes where there is currently the potential to do this relatively easily was raised as being beneficial. For example, it is seen that the A38 Worcester to Droitwich Road could easily be enhanced to improve the provision for cyclists. It is a wide dual carriageway, the lanes could be narrowed to provide room for a cycle lane, it provides a direct route and it is part lit and speed controlled;*
- *Cycle routes from key concentrations of population outside of the city directly into the centre of the city, for example; St. John’s, St. Peter’s and Northwick.*
- *Secure cycle parking (WTS Phase 1)*
  - *The provision of secure parking was supported with two key considerations for provision;*
  - *Provision where bikes and accessories, such as panniers and bags, can safely be left to support longer visits into Worcester, such as for shopping. This provision could involve lockers, CCTV and/or security personnel (it may be necessary to pay for this provision). This would provide opportunity to use the bike for more types of journey, and it was felt this could have a potential impact on cycle use - the ability to be able to leave bags and panniers safe, such as a locker facility or a manned facility;*  
*General provision, such as that currently provided on Foregate Street. This is seen as safe because of number of bikes and busyness of the area; it’s convenient, for example for shops and stations, and it has a shelter. It was also felt that the visual impact of a lot of bikes parked together could encourage non-cyclists to cycle;*
  - *Secure cycle parking needs to be conveniently located.*
- *Walking routes -County Hall to City Centre (WTS Phase 1)*
  - *This route was seen as relevant, providing; functional, leisure and pleasure walking options. It would support; workers to County Hall from the City Centre, people walking to the car boat sales and pleasure walks;*
  - *The walk passes through the Fort Royal Park, which could encourage families to walk, as they could stop off at the park. To ensure its potential is exploited, the walk route and the work and leisure options it supports need to be promoted.*
- *Walking routes - Tibberton Village to Barbourne via Warndon (WTS Phase 1)*
  - *This was seen as a relevant functional walk into Worcester City Centre. The stretch of the walk from Woodgreen to Crowle was viewed as having potential for leisure walking. The route from Woodgreen into the City Centre was viewed as a functional route as the areas it passes through are not relevant for leisure or pleasure.*
  - *The development of the route is seen as positive, with considerations including:*
    - *Addressing inappropriate parking which impedes pedestrians*

- *Sufficiently wide pathways to allow buggies to pass other pedestrians*
- *Lighting to provide safety and a feeling of security*
- *Addressing both personal safety and traffic safety*
- *The hilliness of the route was a consideration at Tunnel Hill;*
- *The directness of the route into Worcester City was also discussed. It was felt that people would be more likely to walk straight down Tolladine Road rather than the less direct proposed route along Tunnel Hill. Personal safety issues were raised around the Arboretum and Lansdowne areas;*
- *With the proposed route being within a built up area into Worcester City Centre, it was questioned how improvements could be made for pedestrians and cyclists due to perceived restrictions caused by the developed nature of the area;*
- *Bad junctions for cyclists and walkers, such as at the Hill Junction, were raised, and it was questioned whether pedestrian lights would be needed to ease the journey. It was questioned which bridge would be used to go over the motorway, whether this would be the bridge at Trotshill Farm*
- *Walking routes - Lower Broadheath to City Centre (WTS Phase 1)*
  - *This was seen as a positive route for a leisure walk, and also it provides the opportunity for residents out towards the Lower Broadheath area to walk into town whilst avoiding the main roads. It was noted that improvements have already been undertaken where the flood defences have been worked on, and these improvements have enhanced walking;*
  - *It was suggested whether the route could be extended and linked up at Hallow Road with the river walk, perhaps extending it up to Broadheath Lane to Hallow, to create a triangular route down from Hallow Lane and then up by the river or along Broadheath Lane and down by the river;*
  - *There is significant potential for this as a leisure walk into and out of Worcester, and the potential for integration with other routes should be considered.*
- *Future walking and cycling routes - Fernhill Heath to Bilford Road (Full WTS, not Phase 1).*
  - *It was felt that the focus should be on encouraging new cyclists as it was felt that those who already cycle are confident with dealing with the current cycling situations within the city. It is the focus on provision to encourage new cyclists which would have most potential impact;*
  - *There is the need to ensure that the proposed routes form part of a wider strategy and are not independent of the wider picture;*
  - *It was felt that any new cycle routes will encourage more cycling amongst non-cyclists. The key focus is for the cycle routes to be comprehensive and supportive of users' needs;*
  - *Consider the needs of cyclists and relevant routes – leisure and commuter cyclists will have different demands for cycle routes;*
  - *Ensure cycle routes are constant – that they do not stop and start;*
  - *Ensure adequate signage;*
  - *Weatherproof cycle routes, for example with lighting;*
  - *Consider that cyclists want to travel around the city centre – consider routes moving out*

*from the city centre;*

- *It was felt that a strategy needed to benefit all cyclists and potential cyclists however, not just those who would benefit from the proposed new routes. A star system emanating from the centre of the city out to the areas of dense population would benefit the population. (The group was advised that the new routes for the proposed strategy, following the Worcester Cycle Strategy addressed the East West corridors which were currently without provision, and that once Connect 2 was completed there would be much greater provision overall.);*
- *It was identified that there is the need to target cycle routes to support cyclists' needs, for example, routes that support leisure use and routes that support commuters, to ensure the routes are logical to meet needs. For example, the proposed route from Fernhill Heath to Bilford Road, Post Phase 1, could support workers at Blackpole Industrial Estate. To target routes for specific types of purpose of journey, for example direct and lit routes for commuters, was identified;*
- *There is the need to ensure cycle routes are joined up. It was felt that any proposed new routes should form part of the overall strategy to provide a comprehensive route system into and around the city of Worcester;*
- *Ensuring cycle lanes are constant and do not "stop and start" on the route into and through Worcester is key. Whilst current cyclists are capable of handling the disjointed provision it is felt that continuous lanes would encourage new cyclists and that the disjointed provision and uncertainty of where the lanes stop and then restart could deter new cyclists.;*
- *When defining cycle routes, definition needs to be made regarding whether these are; traffic free cycle routes, dedicated routes for cyclists or advisory routes. Dedicated current cyclists would not be affected by the introduction of new routes as they are confident in cycling with the current provision. The need to provide secure cycling routes is key however to encourage potential cyclists to take this up - encouraging non-cyclists to cycle will require the provision of safe routes. The quality of the cycle routes being provided needs to be detailed;*
- *This potential walking route is seen to provide a pleasant leisure walk which ties in with the canal. It was also noted that it ties in with the industrial estate;*
- *Whilst being a pleasant area however, it was raised how accessibility could be improved for walking when regarding the narrowness of the lanes comprising the proposed route.*
- *Overall*
  - *It was felt that opening up more routes could encourage more walkers in the city, both with regard to pleasure and functional walking. There is the need to consider residents who travel out of Worcester to walk for pleasure, and the need to promote the opportunities for walking from the city outwards;*
  - *The proposed routes provide people with the opportunity to walk from outside of the city in, and to walk from within the city and out. Introducing circuitous routes for leisure, and to include a stop off point, such as a pub, could further enhance the attraction of leisure routes. In addition to walking for leisure, the routes also provide the opportunity for work routes, out to County Hall and into the city;*
  - *The routes also create the opportunity to encourage more children to walk to school, especially if the enhancements make the routes safer, such as lighting provision;*

- *A further area for consideration is to improve the walkway along the canal;*
- *Ensuring safety of pedestrians is key to encourage people to walk and to feel safe in doing so;*
- *It was questioned how difficult it would be to change the mindsets of car drivers, the proposed routes and enhancements would encourage walkers to walk more, but would they also encourage car drivers to consider walking?*
- *Other routes*
  - *The proposed routes are supported; they are seen to provide logical options and to tie in with other routes. The feedback on the improvements made along Hylton Road, where the work has been undertaken on the river defences, was very positive;*
  - *It was suggested that an option is to complete the triangle on the proposed route to Lower Broadheath, through following the walk up the river from Hallow Road across to Broadheath and to Hallow Lane;*
  - *A further suggestion was to enhance the walking and cycling route around the St. John's area into Worcester, to make it safer with regard to personal safety, and to encourage more people to walk from this area into the city;*
  - *The necessity for safe and relevant river crossings for pedestrians was raised, to; encourage pedestrians to cross over the river, to provide the option for circuitous routes and to avoid potential safety concerns from busy traffic. One relevant location could be to support the college area;*
  - *It was noted that there are a lot of walks and walking opportunities within Worcester, and for these to be fully exploited. Pedestrians need to be able to access them safely and avoid busy traffic situations; to ensure that the walking routes are continuous and do not stop and start where the traffic situations are busy and dangerous;*
  - *It was suggested that the improvements could be continued on from where the work had been undertaken on the flood defences, to continue this to access a good walk at Pitchcroft;*
  - *With the walking potential in Worcester, it was felt there is potential to further promote this to tourists.*

#### 4.7.4 Key corridor Improvements (WTS Phase 1)

- *Cycle priority measures*
  - *Advanced stop lines were seen to positively impact on cycle journeys due to:*
    - *Enhanced visibility of cyclists with motorists*
    - *Increased confidence for non-cyclists*
    - *Increased safety.*
  - *There tends to be pockets of areas where car parking causes problems for cyclists, and addressing this would support cyclists regarding:*
  - *Inappropriate parking, for example where cars are allowed to park in seemingly illogical places (for example, the roundabout between London Road and Spetchley Road)*
  - *Inconvenient parking (for example, commuters parking on Grandstand Road cause a problem for cyclists)*

- *Parking in cycle lanes.*
- *Bus priority measures (WTS Phase 1)*
  - *It is felt that in some instances where developments have been made, this progress is then hindered by regression in such areas. Where bus priority lanes have been introduced, there are places where these have then been reduced and their enforcement is ineffective;*
  - *It is necessary for bus priority lanes to work and to be perceived to work by car users; without this there is no incentive for car drivers to switch mode to the bus. This switch will not happen if car drivers can get into the City Centre, or perceive that they can get into the City Centre, as fast as the buses;*
  - *The geography of Worcester means that people are not as reliant on public transport as they are in large cities. There needs to be an incentive for people to use the bus and a disincentive for people to use their cars;*
  - *Public opinion was raised as an issue with the potential to adversely affect the development of bus priority measures;*
  - *The introduction and development of bus priority lanes need to then be supported to ensure they are effective and operational. The cost of developing and implementing such systems is ineffective if the systems are then not supported. It is felt that the bus priority measures introduced to date are not working either effectively or as effectively as they could be. Money has been invested in this, and its proper usage needs to be enforced. St. John's is an area where the bus priority system does work well;*
  - *In larger cities, if a bus lane is blocked then the transport system becomes gridlocked, in Worcester however it is felt that in this situation the system still works. Without gridlock being caused, it is then felt there is not the need to address such issues, as it is then not perceived to be a priority;*
  - *Nothing is done to address the ineffectiveness of the bus priority lanes. Such factors include:*
    - *Inappropriate use of bus lanes by car drivers*
    - *Deliveries to businesses blocking bus lanes*
    - *Building work interference, such as skips being placed in bus lanes.*
  - *It is felt that public opposition to bus priority measures needs to be ridden. Cities which are now held up as best practice regarding bus systems, such as Oxford and York, themselves endured significant public protest against the development of the bus priority measures. It was felt in these cities that business would be lost as a result of their introduction; however these cities are now appreciating the benefits of their effective bus priority systems. If investing money in the system, there has to be the full commitment to its implementation;*
  - *Lowesmoor is one specific area that would benefit from bus priority; it is well used and would ease the journey to the bus station;*
  - *Improving the efficiency of the bus system through the use of bus priority lanes would also generate more efficiency from the point of operators, by reducing the cost of having vehicles stationary in traffic;*
  - *There is the need to develop more bus priority routes, but also to ensure that the ones already developed and those developed in the future are fully supported to ensure their effective and continued use. Bus lanes are a positive move in the provision of a reliable*

*bus service. There is however the need to ensure that bus lanes are only used by buses;*

- *There is the need to ensure that:*
  - *Bus lanes are continuous and do not stop and start*
  - *Car drivers are aware of the bus lanes and that they cannot drive in them*
  - *Car drivers are aware that they will be penalized for using the bus lanes*
  - *The use of bus lanes by bus vehicles only is enforced*
  - *The use of bus lanes by vehicles other than buses is penalized and is seen to be penalized*
  - *Bus journeys are not impeded by inappropriately parked cars.*

#### 4.6.13 A “real time” information system providing accurate and accessible information (WTS Phase 1)

- *Bus users’ perspective*
  - *An effective real time information system to accurately inform passengers of bus arrival times and factors affecting bus travel would greatly enhance the service for bus users, as reliability and punctuality are key issues regarding bus travel;*
  - *In addition to providing real time information at bus stations and bus stops, there is the option to develop the opportunity to the access to information online and remotely. The ability for bus users to access real time information from their home or office on the internet, and the ability to access such information from mobile phones would have a positive impact on bus use;*
  - *The need for people to know where the bus is and when it will arrive to pick them up is key information for this mode of travel. The real time information provision also provides passengers to consider alternative options in the event of delays;*
  - *Addressing people’s perception of safety on public transport is a further factor which could positively impact on this transport mode;*
  - *Not only does the bus service need to provide a considered alternative to car travel, but car use has to be made less attractive than bus use;*
  - *Differentiating between travel need can segment bus users. To people who need to be at appointments at certain times, such as for school or work, then punctuality and reliability is a major issue. For less formal journeys, people may be more flexible regarding bus times.*
  - *A potential incentive to encourage non-users to try the bus could be to provide a week’s free bus pass. If non-bus users “trial” the bus however their expectations need to be met. If they are let down they are unlikely to try it again (even if the unreliability experienced was a one off issue and the bus runs punctually for the vast majority of the time);*
  - *Relevant public transport systems need to be in place prior to the new housing development. If people move in and there is not a relevant public transport system then they will automatically choose to use the car and are then difficult to convert. If they have the option available to them when they move in, then public transport will have the opportunity to be a considered option from the start.*
- *Bus operators’ perspective*
  - *It was felt that real time information systems in the large cities work well and provide a relevant service. Whilst the system could be relevant to Worcester it was felt that the first stage is to ensure that the foundation of the infrastructure to support the bus system is*

*established and effective;*

- *The infrastructure needs to be such that it effectively and efficiently supports the bus service and routes. Not until the system is running effectively is it felt that real time information would be a relevant provision;*
- *There are currently too many delays and too much congestion; the system is insufficient to support the provision of real time information. For example, a service may be of 5-minute frequency, but due to delays, the real time information informs passengers that the next bus is due in 8 minutes;*
- *Once the infrastructure is in place and the service is reliable, then the provision of real time information will provide an effective service for bus passengers to support their journeys;*
- *Concerns regarding implementing a real time information system prior to ensuring the foundations are in place to support an effective bus system are:*
  - *Providing information seemingly regarding constant delays and congestion could actually deter bus use*
  - *Information on delays may encourage bus passengers to consider alternative modes of travel for that journey.*
- *It is seen that Worcester is not as dependent upon bus travel as major cities, where a significant volume of people use the bus system. It is felt that the foundations to support the bus service within Worcester need to be effectively developed before the cost and consideration of “add-ons” such as real time information systems;*
- *Implementing a real time information system prior to the development of an effective and supportive infrastructure therefore is felt to be an ineffective use of financial resource.*

#### 4.7.5 High quality, well located Bus Stops and Interchanges (WTS Phase 1):

- *Bus stops and shelters need to be clean and free from rubbish and graffiti. It is felt to be obvious that people are more likely to use bus stops and bus shelters if they are well maintained. It is key that bus stops are located in well lit places. A further consideration for safety is CCTV and help points at bus stops;*
- *Consideration for the needs of specific passengers should be taken on board with regard to bus stop provision. For example, bus stops frequented by young people (who tend to arrive shortly before the bus arrives) are likely to need fewer features than bus shelters frequented by elderly people who are more likely to wait longer for a bus and are more likely to benefit from seating and cover;*
- *With the exception of a few bus shelters which are not used to the extent they once were, the positions of bus shelters within Worcester are seen to be relevant and sufficient;*
- *Buses need to be comfortable to encourage people out of cars.*

#### 4.7.6 Reliable and high frequency bus services with integrated ticketing systems and high quality and accessible vehicles (WTS Phase 1):

- *Buses need to be clean and well maintained in order to encourage people to use them. The power of a new, clean bus and a friendly driver that is less frequent over a more frequent bus service was evidenced – bus passengers appreciate such considerations and*



*it does have a positive impact on patronage. Patronage can be developed and maintained based on the quality of the buses. Passengers should be considered and their needs met;*

- *It was raised that the quality and age of buses should be considered within the tendering process; the quality and age of buses should be part of the specification, with certain standards needing to be met. It was felt that value for money can be achieved alongside the provision of quality buses. It was identified that the service has deteriorated, and that some of the buses being used are old and unreliable. The mechanical reliability of buses is a further factor when considering the age of buses;*
- *Access onto buses for wheelchair users and buggies is good, and mandatory requirements for access are coming into force. The public are aware of the accessibility of buses. Space allocated for wheelchairs and buggies is on a “first come first serve basis”;*
- *If the space is occupied by a buggy, there is no requirement for the buggy owner to move this in order to allow the space to be used by a wheelchair user. Whilst this may not cause too much of a problem on well serviced routes, this may deter wheelchair users from using buses if the bus runs infrequently and a space for a wheelchair cannot be guaranteed;*
- *Whilst buses may have signs specifying the space is allocated for wheelchair users, this cannot be enforced. The situation is different on trains, where the allocation of space for wheelchair users is mandatory. Modern buggies can take up a lot of room on buses, and buggy users appear reluctant to fold them up in order to generate more available room.*

#### 4.7.7 Park & Ride (full WTS, not Phase 1):

- *Bus users' perspective:*
  - *It was assumed that the proposed sites have been selected based on consideration of highest use and traffic flow. It was identified that the current Perdiswell Park & Ride provides a good example of an effective Park & Ride service. It is an established service, bus users know about it, it is a reliable and frequent service and it occupies a bus lane for the majority of the route;*
  - *Park & Ride provision needs to appeal to car users; it needs to attract them out of their cars. Both push and pull factors can be considered. The pull factors include an; efficient, reliable, comfortable and cost efficient service. The push factors include; a lack of parking spaces in the City Centre and expensive parking;*
  - *It was raised that if car parking is available, accessible and cheap enough, what would be the incentive for car users to use a Park & Ride facility;*
  - *The Park & Ride facility also provides a relevant service for people who are new to the city and do not know their way around. It is also very popular at busy times, such as Christmas time when the City Centre is very congested and deters local people from driving in with their cars, and for the Victorian Fair when car parking space is reduced and people from outside of the area visit the city;*
  - *It needs to be ensured that Park & Ride services have a dedicated bus lane and take priority over other traffic;*
  - *Park & Ride services need to be kept simple – a route which takes people from the car park into the City Centre. It is seen that the provision of different routes from Perdiswell causes unnecessary confusion regarding which routes are relevant for people to take. Introducing uncertainty has the potential to deter Park & Ride users and potential Park &*

*Ride users;*

- *Other potential areas considered for Park & Ride services include:*
  - *Closer to the M5;*
  - *Worcestershire Parkway with the development of the train station.*
- *Bus operators' perspective*
  - *There is support for all Park & Ride developments, as the objective is the increase in the number of buses. The Ketch and Crown East are seen as relevant locations, but these need to be supported by relevant infrastructure, namely bus priority routes;*
  - *In order to encourage people to use Park & Ride facilities there needs to be both the encouragement to use the bus and also the deterrent from using the car. It is felt at the moment there is insufficient of either, with the areas that need to be addressed including:*
    - *A lack of deterrents:*
      - *Parking in Worcester City Centre is not expensive enough*
      - *Parking is relatively easily available in Worcester City Centre*
    - *A lack of encouragement:*
      - *The differential between the cost of Park & Ride and the cost of parking in Worcester City Centre is not great enough to have an impact on decision making*
      - *The lack of effective bus priority routes means it is unlikely that car drivers perceive the bus to be a faster option into the City Centre*
  - *Some Park & Ride routes are circuitous, adding significant time to the journey.*
  - *The routes need to be direct with a limited number of logical stops. If there are too many stops then this will increase the duration of the journey. Speed of journey is one of the factors that needs to be perceived as an advantage to encourage car users to use the Park & Ride;*
  - *There is support for all Park & Ride, but it does need to meet the objective of providing an alternative to driving the car into the City Centre; that it meets its aim of stopping a volume of traffic into the City Centre by providing a viable alternative for the public. By this rationale, Park & Ride sites need to be located in areas of high traffic volumes;*
  - *The rationale of the Sixways Park & Ride site was raised as its location does not meet this criterion. It is built in an area where traffic volume is not perceived to be high, and its focus therefore is not on taking volumes of passengers out of their cars and into the City Centre. It was felt that its development was to provide solutions to NHS and County Hall problems, and as such this was not an appropriate rationale for its development. The issue that County Hall employees have free access to the Park & Ride service was also raised. Park & Ride provision needs to first consider and meet the needs of the public;*
  - *Perdiswell is an example of where the Park & Ride system works effectively. It does stop a volume of traffic coming into the City Centre through providing the public with a relevant alternative. The presence of the bus priority lane is a factor supporting Perdiswell's effectiveness;*
  - *The number of stops and their potential impact on commercial services need to be considered. For example, if the Park & Ride service stops at a significant number of stops*

*on its route into the City Centre, then this may have the effect of reducing the frequency of the commercial bus service. Whilst people not using Park & Ride but located on the Park & Ride route would not be adversely affected, those people not using Park & Ride and not serviced by these stops (such as on the housing estates) would then be adversely affected by such a reduction in the commercial service;*

- *The appropriate infrastructure needs to be in place to support the Park & Ride services, specifically bus priority lanes. It was questioned however whether the physical infrastructure of Worcester could actually support the development of bus lanes. The infrastructure of major cities, where there are straight roads from the suburbs into the city centre, is more supportive of this type of development;*
- *A further consideration is the geography of Worcester. People travelling into Worcester travel in from throughout the county, whereas the travelling patterns into large cities have a key concentration from their suburbs. People travelling into Worcester therefore are more likely to have a higher dependency on their cars to get to Worcester than perhaps the volumes of passengers into large city centres from the suburbs;*
- *The price of the Park & Ride needs to be cheap in relation to other choices, such as the cost of parking in the City Centre. The fact that Park & Ride is run by the County Council and the car parks are owned by the City Council means that achieving this will take some consideration and collaboration. It is felt that the provision of cheap Park & Ride facilities in other cities has contributed to their adoption and success;*
- *It was felt that money should not be spent on developing Park & Ride facilities if people are not encouraged out of their cars and onto buses;*
- *Park & Ride provision needs to be fully and effectively promoted to the public.*
  - *Proposed future Park & Ride at Claines*
- *The closeness of the proposed Park & Ride service at Claines to the current Perdiswell Park & Ride service was raised and discussed;*
- *It was questioned whether the reason for the proposed site was due to potential future pressure on the provision at Perdiswell considering its current popularity;*
- *The Northwick area is already well serviced by a frequent bus service which would provide a “ready-made” Park & Ride option if an additional Park & Ride service was based at Northwick.*
- *Park & Ride service provision needs to be simple to encourage non-bus users to access it;*
- *Whilst all Park & Ride development is seen as positive, the location of the proposed Park & Ride facility at Claines is not perceived as being relevant due to its close proximity to Perdiswell Park & Ride;*
- *The provision of bus priority routes is seen as key to the success of any Park & Ride facility, and this is perceived to be a key factor which has determined the success of Perdiswell Park & Ride;*
- *It was raised that there had been a proposed Park & Ride facility at Whittington, and that this would serve the East of the city which is currently not serviced by a Park & Ride;*
- *Any new Park & Ride facility needs to be fully and actively promoted to the public to generate awareness of the service and its provision.*

#### 4.7.8 Improve the use and perception of walking, cycling and passenger transport (WTS Phase 1)

- *Journeys to work:*
  - *There is the need for employers to take travel considerations on board and to support their employees to affect change. Car share would be most effective on an employer by employer basis, with each employer promoting and assisting workplace car share, along with supporting the flexibility of timing necessary to ensure it works effectively. Employers could be encouraged to have a car share strategy. The issue regarding reliability of this form of travel however was discussed;*
  - *Car share development for school runs was seen as a potential way to have a significant impact on traffic flow; to encourage schools to cut down on car use;*
  - *The introduction of a car share priority lane could be considered. The appropriate use of such a lane would need to be promoted, car sharers encouraged and the appropriate use of the lane enforced. A further consideration is the development of a lane for public transport and a lane for car use, thereby easing the congestion for both types of transport;*
  - *All developments need to be relevant to employees' needs, to be tested and adopted. Decisions regarding alternative forms of travel need to be down to the employee;*
  - *Employers need to provide flexible options for employees in order for them to consider alternatives, such as car share and public transport. It was considered whether car sharing could be incentivised, for example with reduced road tax;*
  - *Public transport provision needs to meet workers' needs:*
    - *Consider working hour requirements*
    - *Reduce the cost, it currently does not offer a better cost effective alternative to the car*
    - *Consider employers subsidising public transport fares to encourage use*
    - *Reliability is key*
    - *Provide timely and relevant information on public transport services.*
  - *People need to be encouraged to use different modes of travel and to mix the different options, to consider alternatives to car use. The whole provision of travel needs to be considered;*
  - *Car sharing is seen as positively impacting on the number of cars on the road and hence congestion. It was raised whether people would want to share cars with other people they did not know, with a further consideration being the question of reliability and the need for flexibility of travel time to and from work;*
  - *Encouraging employers to introduce flexibility to their working hours, providing flexitime/staggered shifts, to alleviate the pressure on the road system at traditional peak hours was suggested.*
- *Cycling (WTS Phase 1)*
  - *Promoting cycling to increase the number of bikes on the road and reduce the number of cars was suggested. A "tipping point" might then be reached where the volume of bikes is so great and the volume of cars so reduced that cyclists feel safer and part of a majority rather than a minority – reaching a critical mass for cyclists;*

- *Identified areas to further support and encourage cycling and cyclists include:*
  - *Bike ride training*
  - *Bike loans*
  - *Looking to others for best practice – Cheltenham, London, Copenhagen, Holland*
  - *Ensure cycling and cycle routes can tie in with public transport and make the provision for bikes on buses and trains – accommodate cyclists on public transport*
  - *Training motorists.*
- *It was strongly felt that all modes of travel should be promoted to ease congestion, to encourage people to walk, cycle and use public transport.*
- *Train travel (WTS Phase 1)*
  - *Passenger transport information that was identified to support train travel is:*
    - *Traveline information (such as that available at the bus station)*
    - *Public information screens*
    - *Information on inter-modal options*
    - *Information on train routes (to ensure that people can easily plan their journeys and can assess all options – increase awareness of journeys which can be made by rail)*
  - *Provide large route maps which are displayed to benefit people who are not use to travelling by train and those who do not know Worcester. Display large clear maps for passengers to easily identify routes, journeys and trains – similar to the London Underground map*
  - *Provide a network map available as a pocket guide.*
- *Bus travel (WTS Phase 1)*
  - *Public transport needs to be reliable, effective and cheaper. It was suggested that other countries perform well in their provision of public transport and that such systems could be developed in Worcester;*
  - *People do not tend to be proactive in considering public transport options and alternatives. The provision of information for individuals regarding the routes available to them, especially from home to work, generates awareness of relevant public transport availability which then has the potential to affect use;*
  - *There is the need to illustrate the “network” of travel options, illustrating to people how the transport options link together on a map, to enable them to visualise and identify appropriate routes and modes. It was viewed that Worcester does not currently have a network of transport provision, for example, not all buses take the same bus pass and some buses charge a surcharge in addition to the bus pass;*
  - *There is the need for operators to work together to provide a cohesive network, with the consideration of meeting the passengers’ needs, making travel by bus as convenient and encouraging as possible, the primary focus;*
  - *There is an issue of confusion regarding buses in Worcester; different operators and routes changing frequently. People need to be kept updated regarding; routes, which buses to catch, bus times and prices to enable them to make informed decisions;*
  - *The bus service provision and the information to support it need to be simple and*

*relevant. Park & Ride information needs to be available to non-users without the need to go into the Park & Ride stations to find out the cost and frequency of services;*

- *One consideration is to give buses priority into Worcester in the morning and out of Worcester at night times by affecting traffic control measures, to ensure buses run on time. The bus lanes into town make the journey relatively quick, but this is slower going out of town.*
- *Marketing and promotion (WTS Phase 1)*
  - *Consultations should be used to gather views. Feedback on the decisions that have been made and the implications should then be provided;*
  - *The Choose How You Move Campaign was seen to be effective in that it involved all modes of travel, it was inclusive for everyone. It was felt that the marketing effectiveness and momentum of the campaign should be continued. It was seen to be an effective tool at raising awareness of alternative modes of transport and how these can be accessed and incorporated;*
  - *Information needs to be provided to promote other options. The local radio stations were seen as good sources of information which people accessed, also local post offices, the free papers and bus stops. People need access to up to date information;*
  - *It was felt that the local radio stations provided good real time information during the bad weather and it was questioned whether this could be extended to include everyday real time travel information;*
  - *Information on buses is not available at the bus station; people have to go to the train station which is neither convenient nor logical. People want to access information easily; it needs to be readily available to encourage more people to use the bus;*
  - *The ATOC website provides a range of initiatives for encouraging alternative travel;*
  - *The car share database is an option to assist with traffic flow. It was felt that most success could be achieved with the large employers, where people already had infinity with a potential car sharer as they already work for the same company (thereby alleviating any concern regarding people not knowing one another);*
  - *There is also the potential to exploit new opportunities created through social media networks, such as Twitter, to inform people in real time of travel news.*

#### 4.6.18 Intelligent transport systems to improve efficiency and choice (WTS Phase 1):

- *Smartcard ticketing (Full WTS, not Phase 1)*
  - *A card system based on the Oyster Card system in London would prove convenient, would support rail travel and would be welcomed. This would be inter-modal, for use on the train, bus and Park & Ride;*
  - *The development of an effective integrated ticketing system would provided benefit to passengers and could encourage patronage through new users and additional use by current users;*
  - *The public transport system in Worcester is different to London where all of the transport is contracted, and hence commercial involvement in the development and management of a smart ticketing system is necessary for it to work effectively;*
  - *The integration of ticketing, where a ticket can be used on all bus services, is seen as a good idea. The considerations in its development are:*

- *Operators need to be involved with the development and ongoing management of such a system, including the pricing system*
  - *The pricing system needs to be flexible and regularly reviewed; it needs to be able to take account of unforeseen factors such as steep increases in diesel prices*
  - *Operators should still have the option to run their own ticketing pricing system*
  - *The needs of passengers who would not necessarily benefit from such a ticket, such as those who only travel between two or three stops, should be considered; passengers should have the choice*
  - *The administration must be efficient and not consume a significant proportion of the ticket price.*
- *The introduction of a system similar to the Oyster Card was seen to have a positive impact on bus travel. It provides a simple and straightforward system for people to get where they want to go;*
  - *There are no issues regarding passengers having the right change or bus drivers being able to provide change. The system also has the potential to increase the journey times through the reduction in time spent in transferring money between the passenger and the driver. It provides a simple service which both the passengers and bus drivers can understand;*
  - *A current issue regards the availability of change for passengers. If the bus driver does not have the change for a passenger during their journey, it is necessary for the passenger to go to the head office after their journey to collect their change; generating a key inconvenience in the service; The Oyster Card system is not time limited; users are therefore not inconvenienced by the need to reissue their cards;*
  - *Consideration could be for a non-personalised card. A household could therefore have a card which any member could pick up and use when public transport is a relevant option. It provides the convenient opportunity to use public transport. The "Oxford Keys" initiative was seen as the introduction of a relevant system for bus travel;*
  - *A further consideration is the development of the debit/credit card which can be used to purchase small items, such as a coffee or bus fare, by just swiping the card.*
- *Variable message signs/Urban Traffic Management and Control (UTMC) systems (WTS Phase 1):*
    - *This provision could have a significant and direct impact on freight flow. The information needs to be in real-time and it needs to be accurate; it needs to be instant and detailed – for example, details of when and where an accident is (SATNAV is currently developing this provision). The provision has to suggest alternatives, not just provide information on the problems;*
    - *The information should support longer, strategic journeys on the highways and motorways. It should support traffic travelling out of Worcester, not just traffic travelling into Worcester. The current provision focuses only on traffic into Worcester; there is no provision for traffic heading around or away from Worcester on longer journeys;*
    - *The information provision needs to be placed sufficiently ahead of the incident to provide the opportunity to consider alternative routes;*
    - *Sufficient information needs to be provided; there is however the issue of available room on the signs and the ability of people to read all of the information when driving past. A potential solution could be for the signs to act as a mast passing relevant voice or text*

*messages to SATNAVS within vehicles;*

- *Variable message signs and traffic monitoring systems are a good idea and are seen to have positive impacts on traffic flow. It needs to be ensured that the messaging systems are used and are placed in locations where car drivers have then got the opportunity to consider alternative routes;*
- *Messaging systems on the motorways are effective. They inform drivers of; journey times, incidents, lane closures, slow traffic and delays. They are current and relevant, and provide motorists with the information they need to make informed decisions. Messaging signs warning of road works in advance of their start date provide motorists with the opportunity to plan alternative routes for the duration of the road works.*
- *Car park demand management systems (Full WTS, not Phase 1)*
  - *Car park management systems would help support the flow of traffic, especially in busy periods. Information to assist with the availability of disabled parking spots would also prove useful.*
  - *The development of intelligent transport systems were identified as impacting on the flow of traffic through:*
    - *There is the benefit to have car park management systems to save drivers time in driving to car parks which are already full, as car parks in Worcester do fill up quickly*
    - *Additional car park spaces may be needed in Worcester*
    - *There is the issue of car drivers parking on roads outside of the centre and walking into Worcester, this is seen as causing a problem for residents*
    - *Variable signage to divert drivers away from incidents or congestion are seen as benefiting car journeys, although it needs to be ensured that such provision doesn't cause congestion in the areas where drivers are diverted to.*

#### 4.7.9 Other areas for consideration:

- *Promotion of alternative types of travel:*
  - *Consider ways to reduce single occupancy in cars*
  - *Consider the MEP for Tourism and Travel as a potential relevant stakeholder to support the proposed Worcester Travel Plan.*
- *Consideration of Worcester as a freight destination:*
  - *Ensuring Worcester is an effective destination for freight operators benefits both the freight businesses themselves, in being able to provide a reliable and effective service for their customers, and also supports businesses in Worcester by ensuring they can be effectively serviced by the freight operators.*
  - *Freight operators need to be confident that they can make their drop on time and in time in order to meet delivery obligations. Currently lorries will travel in early and wait for hours rather than risk missing a drop because of heavy traffic.*
  - *Worcester is one of the cities avoided at peak times due to its congestion, and there is also the consideration of time restrictions when deliveries can be made.*
  - *Worcester could be made a more attractive destination, where delivery times can be more accurately predicted, hence creating a more reliable delivery destination. Improving the effectiveness of the infrastructure in supporting freight could alleviate any potential*



for Worcester becoming a “second rate” delivery destination. This would then potentially have a knock on effect on the local businesses in Worcester which rely on freight deliveries.

- *If a town/city is renowned for its congestion, then this tends to be the location serviced at the end of shift, to alleviate issues of potential delay on the other deliveries to be made during that shift. Predictable destinations, by the nature of the delivery process, are more likely to receive the better delivery services – freight will drop off there first. Operators cannot jeopardise the rest of a shift’s deliveries by delivering first to an unpredictable destination, one that is likely to have delays, as this is then likely to have a detrimental knock on effect for the remaining deliveries.*
- *There needs to be a critical mass of shops to ensure the effective provision of freight services – if town centres are losing a large number of shops then there is less reason for operators to serve that location*
- *Delivery restriction times are influenced both by building and highways restrictions and this also has the potential to adversely affect freight deliveries into Worcester. The potential considerations for increasing the period of time freight is able to deliver within Worcester are:*
  - *By being able to operate the lorries themselves for longer, more drivers could work on a reduced number of lorries, thereby reducing the number of lorries on the road*
  - *Modern day technology can ensure that lorries meet strict regulations regarding noise*
  - *With an increased scope of delivery time there is the potential to reduce the need for lorries to go into Worcester at rush hours, thereby reducing peak time congestion.*
- *Freight consolidation centres (Full WTS, not Phase 1):*
  - *Consolidation centres provide freight operators with the option to drop loads off at relevantly located sites outside of conurbations. The loads dropped by various lorries are collated and taken into the centre on a fewer number of lorries. The Shires Business Park or the potential development at Worcestershire Parkway could provide relevant and convenient locations for consolidation centres.*
  - *The potential benefits are:*
    - *Reliability of delivery times and ease of freight flow for the freight operators;*
    - *Reliability of delivery times for the business customers in Worcester*
    - *Reduced freight movements into and out of Worcester having a positive and direct impact on traffic flow and congestion;*
    - *The potential to use greener technology, such as electrically powered lorries, due to the shorter distance of journey into the City Centre.*
- *Freight rest stops:*
  - *The provision of appropriate rest stops for freight could:*
    - *Alleviate congestion – there is currently a lack of appropriate places for lorry drivers to park up when necessary (congestion in and around Worcester means that appropriate stopping places cannot be planned in advance)*
    - *Routes can be planned so that lorry drivers can park up and take their break at congested times, thus reducing the volume of traffic on the roads at peak times*

- *Routes can be more effectively planned and executed.*
- *If effectively enforced, the use of multi-modal lanes (all traffic apart from cars) would help the flow of freight and increase the reliability of delivery times.*
- *Multi-modal developments (Full WTS, not Phase 1)*
  - *The areas proposed within the Worcester Transport Strategy offer a logical and well-rounded approach to addressing transport needs around, through and into Worcester.*
  - *There is the need to ensure that the proposed developments are not considered within single modal options, and that the opportunities for developments to address multi-modal requirements are fully explored.*
  - *Such examples include considering whether the potential development of:*
    - *Park & Ride sites can accommodate lorry parking for freight;*
    - *Worcestershire Parkway could accommodate a consolidation centre and lorry parking;*
    - *Worcestershire Parkway could accommodate freight as well as passenger transport;*
    - *Bus lanes could accommodate freight traffic.*
- *Capacity at Crowngate (Full WTS, not Phase 1)*
  - *There is the need to increase capacity at Crowngate, as currently the capacity for both the size and number of buses is insufficient;*
  - *This increase in capacity is necessary when looking to increase the number and frequency of bus services as part of the proposed strategy;*
- *Cycle Considerations*
  - *Ensure relevant infrastructure is in place before demand from new housing, for example the new crossing of the River Severn (it was raised that a bike bridge would require less investment than a traffic bridge);*
  - *Clarity of proposed routes on the strategy by showing the proposed new routes with the current routes so it can be seen how they tie in with what is already available;*
  - *Ensure the support of British Waterways for using canal sides;*
  - *Transport information hub in Worcester City Centre.*
- *Rail Considerations*
  - *Ensure inter-modal links are convenient to enable people to step off a train and onto a bus;*
  - *To encourage people to change modes and use the train, the key areas to be addressed are:*
    - *Overcrowding (this however is difficult to address due to limited rolling stock);*
    - *Connectivity – this is easier travelling northwards from Worcester due to the available options from Birmingham, but is more difficult travelling south from Worcester.*
  - *All considerations and developments need to tie in with the wider strategies - the transport strategy for Worcester and the regional strategy for rail;*

- *There is the need to consider the routes of trains – key considerations are the routes and destinations of trains and their interconnectivity;*
- *Ensure public transport provision is “joined up” - put Park & Ride facilities next to railway stations;*
- *Ensure the proposals form part of the wider strategy; consider its link in with the Integrated Transport Authority.*

## **4.8 Social Impact Studies**

4.8.1 The Social Impact Studies took place in March 2010 and consisted of interviews with 6 different group types:

- *Low Income Asian Persons Group*
- *Young Persons Group*
- *Unemployed Group*
- *Older People Group*
- *Disabled*
- *Low Income Households Group*

4.8.2 The results of the Social Impact Studies are shown in Table 4.1 below.

**Table 4.1 – Results of Social Impact Studies**

Focus Group	Group Composition	Views	Impacts
<p>low income Asian Persons Group</p>	<p>There were eight participants who attended this discussion group, four males and four females. All participants live in the Worcester area, around half in the Arboretum area to the north of the city centre, while the remaining participants live to the south east of the city centre in the Wyldes Lane area of the city.</p> <p>The majority of participants are car users whether drivers themselves or are reliant on getting lifts, while there were two regular public transport users and one participant is a</p>	<p>Most participants within this group were reliant upon using the car, even for short trips in and around Worcester. Therefore it was no real surprise that the transport issues that affect them most at present relate to the car.</p> <p>Car use is particularly popular due to its convenience, the fact that there is “no waiting time” and fast journey times. However, there was recognition that journey times are not very fast during peak hours when roads in Worcester are congested, and that running a car is expensive due to increasing fuel prices, insurance and road tax. Despite this, the perceived lack of alternative modes to make the trips they make on a daily basis is one of the dominant reasons for driving regularly.</p> <p>One of the key transport issues for many participants in the group was the issue of parking. It was perceived that in residential areas close to the city centre, most notably in the Arboretum, visitors to the city centre park to avoid or reduce the cost of parking. The result of this is that local residents find it difficult to park their car close to their house, particularly during the day when demand for parking is at its greatest from those travelling from outside of the area.</p> <p>The cost of car parking was another bugbear of the group, as several participants perceived the cost to be quite high and that it continues to increase.</p>	<p>The Worcester Transport Strategy was presented to participants. Initial observations were that the strategy would be “a good thing”, and “provide a greater choice”, although these comments were made by the regular cyclist and the one participant who is not reliant upon the car. Other participants highlighted specific measures within the strategy and suggested how they might benefit them.</p> <p>By discouraging cars from the city centre, there was some concern over cars parking on the edge of the city centre in areas like the Arboretum. It was felt that there is an urgent requirement for residential parking permits to negate people parking in such areas.</p> <p>It was perceived that by encouraging public transport use, there would be fewer cars within the city centre which would result in fewer vehicle emissions and less pollution. This would benefit the city centre environment and would “be nicer”. It was also perceived that fewer cars would help reduce congestion which would benefit several participants as they would be likely to continue to use their cars to travel</p>

	<p>regular cyclist and pedestrian. One of the participants was also a taxi driver.</p>	<p>Road works are perceived to be a significant issue and which contribute significantly to congestion and unreliable journey times in the city. The participant who works as a taxi driver highlighted the long journey times that he suffers as a result, particularly when picking passengers up. He cited Blackpole Road, Newtown Road and Tolladine Road as particularly congested routes. He also made a comment that the condition of roads at present is particularly bad with pot holes common along many roads.</p> <p>There were mixed views on public transport voiced by participants. The regular bus user felt that bus services are “fine”, while there was a perception amongst other participants that there are issues with frequency of services in addition to the reliability of bus services. This was predominantly one participant who was voicing these opinions, while this same participant also highlighted later on in the discussion that she has a generally low opinion of bus services, despite never having used one.</p> <p>The regular bus user does so because he does not have access to any other mode and is not able to walk long distances. Another regular car user claimed that she uses the bus to travel to the hospital because of the cost of parking at the hospital; however she does not use the bus for any other trips and relies heavily on using the car.</p> <p>When car users were asked whether they were aware of which bus service they would need to catch to make trips around the city, there was a mixed response. Some participants would know how to travel from where they live into the city and back again using public transport,</p>	<p>around the city.</p> <p>Despite the reduction in cars within the city centre, there was some discussion on how these may be replaced by buses due to the increase in bus services most notably along the five key corridors entering the city. There was some concern that there may be too many buses in the city centre and that congestion may not in fact be affected. It was also perceived that with more buses, noise and air pollution would deteriorate compared to the current situation.</p> <p>When examining Stage 2 of the transport strategy, there was some concern over the increase in key bus corridors, particularly around the residential areas of eastern Worcester. It was perceived that this would significantly increase the number of bus services entering the city and would have a detrimental effect on the city centre environment. At this stage, the participant felt that having just 5 radial corridors as part of stage 1 would be much more preferable than having fast and frequent services across the whole city.</p> <p>“I don’t like the bus routes because there’s so many of them... prefer the 5 routes”</p> <p>Those participants who are reliant on the car did suggest that they would want to continue using their car, particularly when</p>
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		<p>others however stated that they would not know.</p> <p>Another participant is a regular train user as she gets the train to Aston University on a regular basis. She is generally content with the service she receives as it “runs on time”, although the £10 return fare is “quite costly”. This same rail user thinks that there should be more rail services in order to reduce the overcrowding on board rail services which occur when services are only hourly. Another participant – the same as discussed in paragraph 1.7 - perceives rail services to be unreliable because her friend who travels into Worcester from Evesham on a regular basis is often late meeting her.</p> <p>Foregate Street Station was considered to be an unpleasant environment for rail users. It was perceived that there is “a lot of rubbish lying around”, and platforms are often thought to be crowded, again, particularly during peak times in the morning and afternoon.</p> <p>The one participant who cycles regularly finds cycling in Worcester “fine”. He felt that there are some roads with dedicated cycle lanes with red painted routes while it is also possible to use canal towpaths.</p> <p>“I use canals quite a lot so it’s easy for me”</p> <p>However, he did feel that there is scope for improvement on providing cycle lanes as some roads do not have cycle lanes, while other lanes simply stop and turn into a footpath.</p> <p>It was perceived that cycling is faster than using a car, particularly during peak times. However the reason given for the faster journey times in comparison might not</p>	<p>the weather is not as nice during the winter. In addition, being “forced” to not use the car would not be welcomed by one vociferous participant who felt that she has the right to drive her car.</p> <p>“If it’s winter I’d want to drive. If parking [prices] goes up, I’d be forced not to use the car which I wouldn’t like”</p> <p>The car sharing database was discussed amongst the group participants. It was generally thought that it is a good idea, however many participants would not want to share their car and would feel uncomfortable, unless it was with someone they know, or “unless they’re a mate”.</p> <p>The park and ride services were thought to be a positive addition to the transport infrastructure in Worcester; however they would have limited impact upon the participants within this group. It was perceived that the services would be ideal for those people visiting the city, but for those who already live in the city centre, there will be little direct benefit.</p> <p>Of the eight participants, seven said that the strategy would improve life within the city and make their lives “easier”. The remaining participant felt that her life would be made more difficult because of the significant increase in bus routes, although this was largely targeted towards</p>
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		<p>necessarily be legal.</p> <p>“It’s faster than the car because I don’t have to wait at traffic lights, you can just cut through them”</p> <p>Walking around the city was considered by most participants as relatively easy and participants found no difficulties in walking around. There was no perceived road safety or personal safety/security issues amongst any participants.</p> <p>Despite the perception of congestion around peak hours, air pollution was not considered to be an issue in Worcester, particularly when compared to other areas in the UK.</p> <p>“Air pollution’s not that bad compared to London and Birmingham”</p> <p>When asked, how you would travel if you could not use a car, response demonstrated that these participants are particularly reliant on the car. One participant would use taxis instead, despite the cost of them. The reason given was because she perceives buses not to be an option because, “you get lots of trampy people on the bus”. This response forced one of the other participants to defend bus travel and explain that using a bus isn’t as bad as the other participant makes out.</p>	<p>Stage 2 of the strategy.</p> <p>Overall, there was one key cultural issue raised within this group, the reliance on the car. Participants are heavily reliant on using the car, particularly the elderly members of the group, but younger participants also demonstrated a lack of awareness of alternative modes, despite occasionally using trains.</p> <p>The group as a whole would generally benefit from the strategy, although to a lesser extent than other groups. Urban realm improvements would benefit those who use the city centre for shopping and leisure purposes, however there were concerns over the potential negative impact of the quantity of bus services in the city centre, particularly in relation to air and noise pollution.</p>
Young Persons Group	There were eight participants who attended this discussion group, four males and four	When asked for their views on the current transport system in Worcester, participants initially highlighted negative elements of public transport provision. Unreliable bus and train services were discussed, which the majority of participants felt were an issue. Delayed	Participants were presented with the Worcester Transport Strategy, and there were various comments made. The following sets out the key concerns and impacts that the strategy would have on

<p>females. All participants live, work, study or visit Worcester on a regular basis. Participants live in the following areas in and around Worcester:</p> <p>City Centre</p> <p>Drakes Broughton</p> <p>Malvern x2</p> <p>Evesham</p> <p>Rushwick</p> <p>Warndon,</p> <p>Badgely</p> <p>Participants regularly use a variety of transport modes to access Worcester, including driving, getting a lift from a family member, using a bus and train, and walking.</p> <p>The age of participants ranged from 16 to 24, with a</p>	<p>bus and train services were a particular issue for this group, particularly as young people depend on public transport services as their main method of travelling to, from and around Worcester.</p> <p>Several participants were five minutes late attending the focus group due to both bus and train services arriving later than scheduled, while another participant was bemoaning the fact that the one bus he catches every morning is always running late which means he has to stand at the bus stop.</p> <p>“There are some buses that are always late. The ten past nine is always 10 to 15 minutes late...but the day I don’t go out early is the day the bus comes early!”</p> <p>Waiting at the bus stop, particularly when the weather is cold or wet, is something that the young participants do not enjoy.</p> <p>“Half the time I’m stood out in the cold at a bus stop for half an hour”</p> <p>Not all bus services were complained about. There were two participants from Malvern and both said that bus services in Malvern are “alright”. Even services from Malvern to Worcester were considered to be reasonable, although they are occasionally delayed.</p> <p>Travelling from outside of Worcester into the city, there were mixed views on the best mode to use. From Malvern, it was suggested that buses are the most convenient and the cheapest way of travelling. However from Evesham, trains were considered to be the best option, as one participants stated;</p>	<p>the young participants.</p> <p>It was felt that the strategy as a whole would help reduce car traffic and congestion within the city centre and therefore improve the air quality, which at present was thought to be an issue that affects young people. However, due to the increase in bus services, it was felt that the number of buses would increase which would have a negative impact on both noise and air pollution. One suggestion made was to introduce electric buses which might alleviate the issue of both noise and air pollution.</p> <p>It was felt that the strategy did not go far enough to encourage bus use amongst young people. The participants in this group felt that there should be more bus services in the evening and at night because taxis are too expensive, and by introducing more bus services, it would be more likely that they would be able to access leisure facilities more easily and at less expense.</p> <p>Other suggested changes related to the location of the five key bus corridors. One participant suggested that there might be a greater chance of a successful scheme if the corridors went to the areas where people travel from, notably the motorway. It was perceived that there are few improvements around the motorway</p>
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	<p>mix of ages in between. The occupation of each participant also differed with some studying in full time education while others work full time.</p>	<p>“trains are much better and quicker”</p> <p>The cost of public transport was raised as a key issue. It was perceived that public transport is very expensive, particularly given limited incomes for the younger participants. It was felt that there could be more information provided on different ticket products as participants were not aware of certain ticket types that they could be benefitting from, particularly week, month or season ticket types.</p> <p>Another issue relating to cost is the fact that 16 year olds are classed as adults and have to pay a full fare. This has a significant impact on the disposable income of 16 and 17 year olds within the group.</p> <p>Some participants drive and therefore traffic and congestion was raised as an issue in Worcester. Driving around the city centre during peak hours, notably the evening peak is particularly slow.</p> <p>“Tonight it took me 20 minutes to get from the Corn Market car park to here (Foregate Street)”</p> <p>There were two participants who own and drive a car. They felt that driving is expensive due to the increasing cost of petrol and parking fees. One participant commented when discussing the cost of car parking;</p> <p>“That’s what annoys me, that’s why I catch the bus”</p> <p>While car parking fees encourage one participant to occasionally use the bus instead, one bus user occasionally resorts to jogging to get around instead of public transport. The same participant, one of the younger participants at 16 years of age, claimed bus fares</p>	<p>junctions and therefore traffic would continue to travel into Worcester, and the participants would not see much benefit from the bus corridors because it would not affect traffic volumes in the city centre.</p> <p>There was a similar comment made by the same participant regarding the proposed park and ride site at Claines. Again, it was felt that traffic coming from the south and south west of the city would be better targeted with a park and ride site at Powick.</p> <p>Several other participants agreed that more could be done to discourage car use in the city centre because it was perceived that car users would not change their behaviour, unless there was a financial incentive or disincentive in order to use the car;</p> <p>“If people can get away with driving, they probably will. People won’t change until they have to”</p> <p>One participant who said he was a car user felt that the proposed change would not impact on his use of the car.</p> <p>Several participants felt that many of the suggested changes, particularly the bus service improvements, would not really affect them because they live outside of the city, therefore would continue travelling in and around Worcester in the</p>
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		<p>to be “a joke”, and jogging allows him to travel for free.</p> <p>One of the regular car drivers decided to move to the city in order to reduce the cost of travel. Previously living with his parents in the countryside, he spent around £10 per day on travel into Worcester, however by moving into the city, it is “far easier” to travel to work. The same participant explained that he is aware of using public transport and would know how to use it, explaining how, during the recent cold and wintry weather he used train services to get around.</p> <p>“When it snowed I had to use the train for the first time in years. I saved a little money but I’d prefer to use the car”</p> <p>Cycling was discussed amongst participants. Several participants suggested that they cycle or used to cycle. Cycling in Worcester City Centre was perceived to be difficult because “there are no real cycle lanes, only roads going out of town, nothing in the centre”.</p> <p>Overall, participants use a variety of modes. Younger participants who are not able to drive are reliant on public transport to travel independently. Two participants who are old enough to drive do so, and both own cars, although both have used public transport, are comfortable using public transport but choose to use the car for certain trips</p>	<p>same way as at present.</p> <p>For those who do live in the city, the real time information and improved bus stops were considered to be a good idea and something that will benefit young people. It was felt that young people “get p*****d off with the bus, especially if it’s raining or snowing, or stood in the cold”. Real time information would therefore give people the information on when the bus will arrive and would make the experience of using the bus a better one, and would encourage young people to use the bus more often. All participants, whether it benefits them directly or not, felt that it was a good idea to introduce real time information.</p> <p>Additional bus lanes, providing they are policed because there was a perception that cars use bus lanes despite it not being permitted, would make it faster to travel into the city centre. This would also;</p> <p>“make it easier to get places on bus”</p> <p>It was also suggested that with the improvements to interchanges in the city, that some of these improvements should be targeted towards the main bus station in Worcester. The views of the young participants were particularly derogatory, with complaints about the toilets being “horrible”, about there being “not much space to sit down”, and that the station is</p>
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			<p>generally “not a nice place to be”.</p> <p>Improvements to the city centre public realm would encourage more people to walk around and spend more time in the city which was perceived to be a good thing. However there were no specific comments or views on how this would necessarily impact on the young participants.</p> <p>Overall there are differing impacts of the strategy on young people. For some, there will be little or no impact on how they travel because the improvements will not be located in the places where they would use them. For others, there may be a small positive impact on how they travel and spend time in the city as there might be a little bit less traffic in the city centre.</p>
Unemployed	<p>There were nine participants who attended this discussion group, five males and four females. Eight of the participants live in the Worcester area, ranging from the city centre and Tolladine, to St Johns and Ronkswood. One participant lives in Droitwich, but used</p>	<p>There were a variety of transport modes regularly used by participants. Walking was a mode used by most participants particularly for short trips. Those people who live close to the centre of Worcester walk regularly with several participants suggesting that they walk around 20 minutes to get into the city.</p> <p>Walking was perceived to be both cheaper than other modes and on occasion faster than using other modes.</p> <p>“It’s sometimes quicker to walk with the traffic and that, during the school run and things like that”</p> <p>Cycling was also popular amongst participants, particularly male participants. Cycling was perceived to</p>	<p>The Worcester Transport Strategy was presented to the group, and the first response was symptomatic of the group as a whole. Responding to the suggested improvements to public transport, one male participant responded,</p> <p>“We don’t need all these flash things, we just need it [public transport] to be cheap”</p> <p>Cost again was highlighted as something that should be considered, yet is overlooked within the strategy. Cost is the key barrier for some participants to using</p>

	<p>to work in Worcester and travels regularly to look for work in Worcester</p>	<p>be a fast and efficient way of travelling around Worcester, and most importantly, it does not cost the user very much money.</p> <p>“Worcester to be fair has got a few cycle routes... I pretty much cycle everywhere, it costs less”</p> <p>When asked about cycle security, participants felt that the security of cycle parking was an issue in Worcester. One participant claimed that his bike was stolen last year, while another has two bikes, one of which is cheaper than the other, and it is this bike which he uses to cycle around the city. When asked where he parks his bike, he responded:</p> <p>“I park my bike anywhere there is security”</p> <p>Despite participants being generally positive towards cycling, there was still a perception that it can be unsafe. One participant cited why he did not cycle to the discussion group.</p> <p>“I didn’t come by push bike because it’s too dangerous”</p> <p>The one most dominant transport issue raised by the group as a whole was cost. Unsurprisingly given that participants are unemployed, cost was brought up by most participants during the discussion and was a theme throughout. The cost of public transport, running a car and car park prices all received the following negative comments.</p> <p>“It’s a quid just to get over the bridge, and I’m on the rock and roll so I aint paying a quid”</p> <p>“I don’t bother with bus transport because it’s...not too</p>	<p>public transport, and as such it takes up a large “chunk” of their income.</p> <p>As a result of the strategy, cost may impact on the behaviour of participants, most notably car users. Due to restricted parking in the city centre or the possibility of parking charges, using the car may become more difficult for this group of participants.</p> <p>This highlights the issues that this group faces, and that is that they have little money because they are unemployed. There were questions raised whether Worcester can accommodate the growth in population yet still provide the jobs and services for those people when it can’t provide jobs for its residents at present?</p> <p>Safety was a common theme during this part of the discussion. It was suggested by one car user that one barrier to using public transport was a perception of a lack of safety on board buses and whilst waiting for buses. It was felt that this should be addressed before trying to encourage more people to use bus services.</p> <p>There are some elements of the transport system that are outside of the control of the strategy, however it was suggested that there is a need for bus drivers to improve on their current customer service skills and go on a training course. Even if they did receive training however, there was</p>
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		<p>expensive”</p> <p>“Car park prices, they are stupid”</p> <p>Public transport was considered to be too expensive by many participants. It was suggested that public transport should be priced in a way that everyone can afford it, including the low paid and unemployed. Questions were raised whether public transport operators should be able to profit from providing public transport.</p> <p>“Should it [public transport] be profitable? Is it a fundamental right? I think it should be”</p> <p>One participant who is reliant on public transport and regularly travels to Worcester from Droitwich suggested that she prefers to get the train because of cost.</p> <p>“I sometimes travel by bus, but I prefer the trains because they are cheaper”</p> <p>Despite the cheaper cost, trains at particular times of the day are considered to be an unpleasant environment within which to be travelling, and unreliable. There was a perception amongst train users that at night, trains are both filthy and infrequent.</p> <p>Surprisingly, as two previous quotes refer, car ownership is relatively high amongst participants. Owning a car was considered essential if you have a family in order to transport children, while having the opportunity to travel to jobs if they were offered is also necessary. Despite the cost, participants suggested that they were willing to foot the cost of running a car.</p> <p>“It takes up all the money you get off job seekers just to</p>	<p>scepticism on whether this would have an effect, which would continue to act as a deterrent to using a bus for some members of this group.</p> <p>“Drivers might receive more training, but they won’t change”</p> <p>Again, the requirement of public transport to allow participants to access work was one of the more important aspects of the transport strategy to participants. It was felt that overall the revised transport network might not meet their needs and thus not allow them to access jobs. One participant highlighted the spiral that they find themselves in and how transport impacts on their lives and chances of finding employment:</p> <p>If I don’t travel, I don’t get a job, if I don’t get a job, I can’t afford to travel”</p> <p>The improved cycle routes would benefit those in the group who cycle regularly. While in the first part of the discussion cycle routes received some praise, one participant felt that improving the cycle routes would be welcome.</p> <p>“We do need a lot more cycle routes. I’d be more inclined to take the bike if there were safer routes. That would help quite a bit”</p> <p>In addition, where cycle facilities in the city centre are due to be improved, it was</p>
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		<p>run a car”</p> <p>The lack of available public transport to access jobs was another key issue, and in addition to being a reason why participants own cars, was also a reason given for some participants currently being unemployed. Early morning and evening bus services were discussed and participants felt that there are very few suitable bus services that allow them to get to work. Several participants highlighted that they’ve had to turn down job opportunities because they cannot access work on time, while another participant noted that his mother has to provide lifts to Malvern early in the morning and late at night just to give the participants’ brother a lift to work and back.</p> <p>“They [bus services] cater for office workers but not shift workers”</p> <p>There was a feeling that employers could provide more transport for its workers. That way, participants thought that they would be less reliant on public transport yet still be able to access work, whenever and wherever it was available.</p> <p>One participant cited an issue she has had in the past with early morning and late evening services, and the security and safety issues and concerns that resulted.</p> <p>“I walked 5 miles from my house at 5 o clock in the morning because there was no transport. My way to home is by park, and there were no lights or nothing at 10 o clock at night or 5 o clock in the morning. I couldn’t afford a taxi, so I had to walk with my heart in my hand”</p> <p>The reliability of public transport was another issue</p>	<p>suggested that it is also necessary to make cycle parking more secure in order to deter thieves. There was perceived to be a significant issue in Worcester with bicycles being stolen.</p> <p>It was felt that the strategy did not go far enough to improve travel outside of Worcester. The lack of long distance “shuttle services” to surrounding towns in order to access employment was sighted as being missing from the strategy.</p> <p>“There’s no work in Worcester, so I have to look further afield and there is no real ability to get to those places”</p> <p>Questions were raised on whether the introduction of more park and ride sites will encourage people to use them. At present, there is a perception that the current park and ride services are rarely used, and by introducing more, services will remain poorly used and be a waste of money.</p> <p>The continuation of the “Choose How You Move” programme was discussed, most notably car sharing. Some participants felt that this was a positive thing as it helps them keep travel costs down, particularly when you can “go halves with someone else”. However there were some perceptions that it may be unsafe giving stranger a lift. There were also some</p>
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		<p>raised by participants. Participants felt that they could not rely on public transport, most notably buses but also trains, and this contributes to the choice that several of the participants make regarding owning and running a private car.</p> <p>“Buses and trains, you can’t rely on them”</p> <p>While some comments made regarding unreliability were opinions and perception and not always backed up by individual experiences, one participant highlighted how the unreliability of public transport impacted on her job before she lost her job.</p> <p>“On the train... my main problem is that it’s always late... before I lost my job, I was pretty much always late for work”</p> <p>Bus services that keep changing were also cited by participants. There was some frustration that there are regular route and service changes which frustrate bus users, but also make some places less accessible. One participant highlighted an issue with one service being withdrawn which accessed the hospital, so in order to get to the hospital now, a taxi is often needed.</p> <p>There were other issues highlighted by participants that affect how they travel. One participant was a regular bus user because she could not walk or cycle due to a medical condition, yet did not own a car. Yes she highlighted an issue with some drivers which discourage her from using public transport.</p> <p>“I took the bus in from Ronkswood. I would have got here pretty much on time, but the first bus I tried to get on refused to let me on because of the way I was</p>	<p>concerns voiced whether you can receive payment for giving someone a lift without being impacted by tax implications.</p> <p>I wouldn’t offer them a lift because I’m running miles up on my car and won’t get anything for it”</p> <p>Overall, the strategy would benefit those participants who are reliant on public transport and non-motorised modes; however there would be some negative impacts on those people who feel they have to use a car in order to access employment.</p>
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		<p>dressed. He looked me up and down and said I can't let you on dressed like that, so I had to wait another 10, 20 minutes to get on another bus... it's happened to me quite a few times since I moved back to Worcester"</p> <p>She later went on to comment that drivers on Diamond buses are friendlier than those driving First buses.</p> <p>There were mixed responses to traffic in Worcester. Some participants felt that traffic was an issue during peak times, yet others found that travelling around Worcester by car was relatively easy. Despite this, there were some comments made</p> <p>Overall, the key themes to come out of the discussion were:</p> <p>Cost</p> <p>Safety and security</p> <p>Reliability, and</p> <p>Access to and from work places (at the necessary times)</p>	
Older People	<p>There were 10 participants who attended this discussion group, five males and five females. All participants live in the Worcester area,</p>	<p>Participants currently use a variety of modes to travel around Worcester. Several of the participants walk on a regular basis, particularly for short distance trips, commenting that they feel lucky that their health is good enough to walk. One participant even walks to Claines each day from the city centre. It was felt that it is relatively easy to walk around Worcester during the day. One participant commented that he preferred to</p>	<p>The first comments made related to the impact of the proposed transport improvements on traffic levels across Worcester. It was suggested that the strategy should include another bridge to the north in order to avoid traffic cutting through the city centre. Using the city centre as a cut through for traffic was</p>



	<p>many within the city centre, while others live in the St Johns, Dines Green and Warndon areas of the city.</p>	<p>walk 30 minutes from Dines Green to the city centre if the weather was fine, rather than get the bus.</p> <p>Some participants own or have access to a car, but also suggested that they don't like using the car. One female participant commented that she used to own a car but gave it up because of parking and speeding fines, while another male participant had also given up his car due to receiving parking fines, choosing instead to walk or use the bus in order to get around.</p> <p>"I had a car, but I gave it up because I kept getting parking fines, and speeding fines too, so I walk everywhere and use public transport"</p> <p>One participant uses her car on a regular basis, particularly to make shopping trips in order to carry her shopping. However, she prefers not to use the car as much within the city centre, choosing instead to walk.</p> <p>"When I've got business within the city, I don't use the car at all, but if go out of Worcester, I use a car, except when I'm shopping in Birmingham and I use the train"</p> <p>Congestion was perceived to be a bad problem in Worcester, particularly in the city centre.</p> <p>"I would like to see cars out of town, and that's coming from a person that used to drive. I do notice the congestion on the roads, particularly in the rush hours"</p> <p>Bus use is particularly prevalent amongst the older participants. All participants except one hold concessionary bus passes, while the remaining participant has applied for one but is awaiting its delivery. There was an overwhelming sentiment that all</p>	<p>generally thought to be a negative element of living in Worcester and as such more needs to be done to prevent it. It was suggested that due to delays of 45-60 minutes to get from Powick to the M5 only encourages cars to travel through the city centre.</p> <p>The improvements to the public realm were thought to be important, and most notably it was perceived that the city has been neglected and transport has contributed to its decline.</p> <p>"Worcester is a medieval city and it should be honoured as such. It hasn't learnt the lessons from other cities"</p> <p>Despite this, there was some resignation that if improvements were made to the public realm, notably around Cathedral Square, it would only be a matter of time before facilities were vandalised.</p> <p>The improvement to services along five key bus corridors were perceived to be a good idea, however there was a concern that it is not just along corridors that service improvements are needed, but within estates as well. Service delivery was a key theme highlighted by the participants. Bus operators need to be able to deliver the services that are being proposed in order to utilise the infrastructure.</p>
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		<p>participants appreciate the concessionary travel scheme and enjoy taking advantage of the concession it offers.</p> <p>Bus use was seen for the less mobile participants as a necessity as they relied upon bus services to get around the city.</p> <p>“I can’t drive, so I have to rely on the buses. I do walk to Tesco’s, but if I’m coming back with shopping, I have to go into town to go out again”</p> <p>The quality of bus services was discussed and opinions varied amongst participants. One participant highlighted the No.34 service as being “an excellent service”. This particular participant had to give his car up due to her eyesight, but since giving the car up, he has found bus services to be an adequate replacement, although it was apparent that the concessionary pass was a contributory factor. When asked whether he thought bus services were better or worse than he would have expected, he felt they were as he expected.</p> <p>“I would have expected it [the bus] to be as good”</p> <p>Not all bus services received positive comments however. The No.33 to Warndon was thought to be “terrible”. The 31c was also cited as a service which does not always turn up. It was perceived that some, but not all, services in Worcester are unreliable.</p> <p>“It’s supposed to run every 20 minutes, but it doesn’t”</p> <p>Several participants also commented upon bus service changes which are thought to be inconvenient and confusing. Some changes have also had detrimental effects on some participants as services which used to</p>	<p>There were concerns over how the bus station would cope with the increase in bus services as it struggles to cope at present, particularly with the amount of traffic that prevents buses from leaving the bus station. There was a similar concern on City Walls Road as bus lanes would add to the current congestion making journeys by car much more unreliable. This however would not affect directly many of the older participants as they tend to use public transport or walk more often than they use a car.</p> <p>“It helps us... it’s going to be great for people on the buses”</p> <p>The quality cycle routes would not impact on the older participants, but they were in favour of making it easier for people to walk and cycle. At present it is perceived that cyclists often use the footpath due to the dangerous nature of the roads. This makes it less safe for pedestrians; however, there is some empathy with cyclists because along certain roads, notably Barbourne Road, cycling is perceived to be very dangerous.</p> <p>“I can’t understand why anyone would cycle up and down that [Barbourne] road”</p> <p>For those who do walk, it was felt that the improved cycling routes would be beneficial in allowing them to walk safely</p>
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		<p>take them from where they live to a local Tesco, no longer runs along that route, which requires shopping trips to be made using 2 buses.</p> <p>A current bus war between Red Diamond and First Group was also discussed. While it has temporarily improved services and reduced costs for fare paying users, it was felt that it is only going to result in a return to previous frequencies and prices (although it was perceived that prices may go up to compensate).</p> <p>“At the moment, there are more buses than people in Dines Green because of a war between Red Diamond and First”</p> <p>It was suggested that the bus station was well located, being central to the city. However, while the environment of the bus station is nice inside, once outside it is not a nice environment for pedestrians. It was also suggested that traffic during the evening rush hour makes it particularly difficult for buses to get in and out of the station area which delays journeys.</p> <p>However at night, the bus station is perceived to be less safe and some participants feel vulnerable due to it being a thoroughfare between bars and a nightclub in the city centre.</p> <p>Two participants highlighted that they had moved houses as a result of the impacts of transport. One male participant moved from the city centre to Dines Green because of traffic noise and vehicle emissions;</p> <p>“The fumes in the morning are stifling. I couldn’t open my window due to the grime on the walls”</p>	<p>to more places across the city as cyclists would be less likely to use the footpath.</p> <p>Overall, the transport strategy was perceived to impact upon the older in a positive manner, improving the modes and services they use such as public transport and walking facilities, provided that services match the high levels of infrastructure that would be implemented. The improvements to the public realm were also considered to be beneficial to the city centre environment.</p>
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		<p>Another female participant highlighted that she had made the opposite move from the suburbs into the city centre. The reason why she moved was to reduce their reliance on the car and make more trips without the car.</p> <p>For essential trips to health centres, hospitals and supermarkets, trips were made in different ways by participants. For those people who live close to local services, they tend to walk to and from them. For shopping trips however, some participants walk to the supermarket, and then get the bus home because they are not able or willing to carry their shopping home. This is the same reason given for one participant using her car to travel to supermarkets.</p> <p>Some participants reliant on the bus find that they have to interchange in Worcester City Centre in order to get to supermarkets or health centres. Most generally find that this is not a problem, although there were suggestions that it would be better if services were more direct.</p> <p>Finally, it was perceived that the last bus service between Worcester and Hereford is at 4pm which was thought to be too early.</p>	
low income households Persons Group	There were nine participants who attended this discussion group, four males and five females. Eight of the participants live in	<p>As with all groups, participants use a variety of transport modes in order to travel in and around Worcester. Several participants are reliant upon public transport, while others rely on walking and cycling around the city. Two participants have access to a car,</p> <p>Public transport was discussed by participants at the very outset of the discussion with numerous barriers</p>	Participants were presented with the Worcester Transport Strategy. Throughout the presentation participants asked questions in order to understand what was being proposed in order to consider how it would affect them. The following sets out the issues that were raised.

	<p>the Worcester area, with the remaining participant a resident of Malvern but travels to Worcester regularly for shopping.</p>	<p>highlighted. Most notably was the provision of public transport for those with disabilities, which has significant impacts on people’s ability to travel around Worcester.</p> <p>“I’ve got ME so I’m very reliant on public transport. And the service have gone downhill a lot, which has affected me so I don’t go out as much”</p> <p>The same participant highlighted further issues with transport infrastructure that make it difficult for her to travel around.</p> <p>“Things like seats at bus stops, I just can’t believe there are no seats anywhere. The seats they do have a little tippy things that mean you’ve got to put both feet on the floor to try to keep yourself on it. For me, if I get to the bus stop at the right time and have to wait 20 minutes, I’m really stuck, I have to go home”</p> <p>Another participant has access to a car, however has very recently stopped driving due to health problems.</p> <p>“I used to drive but I use [public] transport now”</p> <p>When asked how using buses compares to using the car, the participant felt that her quality of life had deteriorated. This mainly relates to perceived poor public transport service provision and the cost of using public transport at the point of use.</p> <p>“because my bus doesn’t go anywhere near my doctors, so it’s quite a walk, and when you’re in pain... taxi’s are quite expensive obviously, so my quality of life has gone downhill”</p> <p>This linked to another issue with bus services to</p>	<p>The implementation of more park and ride sites was questioned by participants. It was felt that park and ride services are poorly used at present (“you see 5 or 6 buses coming down the road with nobody in them”), therefore there would be little demand for more services, particularly as there were perceived to be few measures that would discourage cars driving into the city centre. In addition, there was some scepticism regarding the environmental cost of park and ride. One participant in particular felt that building more “dirty great car parks” on the edge of the city would have a detrimental environmental and aesthetic impact.</p> <p>If driving into the city centre was discouraged, it was suggested this could impact on people’s travel behaviour. One participant who has ME and travels in to Worcester by car for shopping purposes, suggested that using park and ride services are not always an easy option. She felt that once in a car, it is difficult to park up and then travel for the remainder of the journey by bus. Due to her illness she feels she needs to have reasonable access to her car because she can’t walk very far. By restricting parking in the city centre, and if it were to become more expensive to park, she might consider shopping elsewhere.</p> <p>“If you’re going to come over and you’ve</p>
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		<p>hospitals. It was suggested that service provision accessing the hospital in Worcester has deteriorated along with a deteriorating perception of service reliability. Parking in the hospital was cited as one of the reasons for the unreliable services as traffic in and around the hospital is particularly bad which is caused by parking.</p> <p>Amongst this group there was a high level of dependency upon bus services. However despite this reliance upon them, there were concerns that they can be unreliable, particularly during certain times of the day.</p> <p>“I normally cycle to and from work, but at the moment I’m using the buses, in the mornings they’re unreliable first thing to say the least, but in the afternoons I don’t have a problem. Saturday mornings are a problem with the timings [to get to work]”</p> <p>The cost of bus travel was another issue discussed within the group, and there was general agreement that bus fares are too expensive which acts as a barrier to bus use. One of the participants recollected a time when she could not afford to use the bus because she did not have enough money to pay the fare, despite needing to make the journey.</p> <p>“I think it’s a lot of money I do. Especially when your unemployed and have a budget to stick to. It’s the first time I’ve had to stop and say I can’t afford to go today, and that’s awful because I’ve always worked all my life”</p> <p>Within the group there were two regular cyclists. There were two significant reasons for these participants to be</p>	<p>got to do park and ride, if you know you can take your car to wherever, and have to go to Worcester on the park and ride, you’d go to wherever... if I knew I had to use the park and ride or we could take the car somewhere else, we’d go somewhere else... because I can’t carry very much”</p> <p>The same participant also highlighted the issue she has with seating at bus stops. She felt that in order for her to use buses, some thought should be given to facilities for those less mobile bus users.</p> <p>“The amount of money spent on a bus stop isn’t well thought out. You said that the tipping seats stop people from sleeping on them, but they also stop a person sitting on them which is ridiculous. I can’t stand up at a bus stop for 20 minutes, I have to sit on the floor”</p> <p>This view sparked some discussion as another participant then felt that he would prefer seating in bus shelters to remain as they are – for perching on. The reason given for this was because he lives opposite a bus stop and if it had good quality seating it could, in his view, attract anti-social behaviour. Another participant suggested that piped classical music into bus stops could discourage anti-social behaviour which might reduce</p> <p>The improvements to bus services would</p>
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		<p>reliant upon cycling for the majority of trips. Firstly, the cost of public transport is considered prohibitive, particularly as these participants are on a relatively low income. Secondly, buses from certain areas of the city were considered to be infrequent and unreliable, most notably from the Hallow area of the city.</p> <p>“When you don’t earn a lot, it affects how you get around. Cycling is the only option really”</p> <p>For one of the cyclists, he felt that a contributing factor to him cycling was the fact that there are easily accessible cycle routes on which he can ride safely. However, he felt that there is scope for further improvement of cycling facilities across the city.</p> <p>“There a really good accessible route with cycle paths, that’s a positive thing... obviously there needs to be more cycle paths”</p> <p>Cycle security was another concern with one participant citing that he had his bicycle stolen from his home. This now prevents him from cycling as he can’t afford to buy a new bike to replace the stolen one.</p> <p>Traffic was considered to be bad in Worcester, particularly during the “rush hour in the evening”. The city also becomes very congested on a race day, particularly around the college along Deansway. This makes it particularly difficult for cyclists to get around. It was perceived that traffic lights contribute to the congestion in the city, suggesting that there could be improvements made to the sequencing of lights in certain parts of the city centre.</p> <p>Traffic also contributes to the pollution levels in the city</p>	<p>impact in a largely positive manner on participants. It was suggested that trips by bus would become more reliable and therefore improve people’s access to the city centre and other trip attractors.</p> <p>Enticing people to use bus services would also reduce car use within the city which was perceived to be “a good thing”. One car user suggested that if frequencies were every 10 minutes, that would be a good reason to use the car less frequently for trips into Worcester city centre. Another participant commented;</p> <p>“It would be less stressful if more people were on buses using these... main transport routes, it would reduce traffic”</p> <p>Fewer cars in the city, and improvements to cycle routes would also impact significantly on cyclists’ ability to travel around the city. Cycling along traffic free routes “makes your day better”, although there would be a need for clearly signed cycle routes so more people would know where they could travel safely.</p> <p>Improvements to the public realm were considered important, and would greatly enhance the feel of the city. Participants suggested that they like the “oldness of Worcester” and that the city should be conserved. It was felt that this should encourage day visitors to come to the city,</p>
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		<p>centre which were discussed by participants. Emissions from cars and other road vehicles (in addition to “rubbish that isn’t cleaned up”, and “puke up the stairs”) affect participants and make the environment within the city centre less pleasant.</p>	<p>who, it was suggested, should travel into the city using park and ride services.</p> <p>Overall, the strategy would benefit low income households as bus users benefit from more frequent and reliable services, while pedestrians and cyclists benefit from improved facilities and a reduction in cars. It is not all positive however, the measures highlighted within the strategy could have a negative impact on those with disabilities and who find using the bus increasingly difficult. By removing parking capacity and potentially increasing parking prices, some people from outside of Worcester may choose to shop elsewhere.</p>
Disabilities	<p>A depth interview was undertaken with of MENCAP in Worcester. The aim of the interview was to understand the current transport needs of people with learning disabilities, and examine the potential social impacts of the Worcester Transport Strategy on this</p>	<p>Most people with learning disabilities who receive help from MENCAP in Worcester do not drive; around 2 out of 200 people they deal with can drive. Therefore people with learning disabilities are more reliant upon public transport, walking, cycling, taxis and getting a lift from a friend, parent or carer.</p> <p>At present, people with learning disabilities are able to apply for a concessionary bus pass which permits them to travel for free after 9.30am Monday to Friday and all day during weekends. There is an issue for people with learning disabilities in that they cannot travel for free before 9.30am. Often, jobs undertaken by such groups are for a short number of hours, for example, 2 hours per</p>	<p>Given the significant improvements and the reliance on public transport of people with learning difficulties;</p> <p>“Any improvement to public transport is welcome”</p> <p>One of the initial concerns of the strategy was that people with learning difficulties currently do not qualify for a blue badge. Therefore any changes to parking within the city centre could make it difficult for carers transporting people with learning difficulties. The largest negative impact would be if parking charges were increased,</p>



	<p>group of people.</p> <p>The interviewee's role within MENCAP is to help and encourage people with learning disabilities to be able to work. Part of this role includes "travel training" which enables people with learning disabilities to learn how to make the trips they need to make in order to access employment and lead independent lives.</p>	<p>day, therefore if the job requires travel before 9.30am, the cost of the bus fare takes a large proportion of the amount the person earns. There is a current government agenda to encourage people off benefits and into employment, and this discourages people with learning difficulties to access employment.</p> <p>Understanding bus timetables is an issue for people with learning disabilities. In particular, the size of the print makes it difficult to understand when they are able to catch the bus.</p> <p>Buses that offer low floor access are a significant improvement for those who are less able to walk.</p> <p>There is generally a positive relationship between bus drivers and people with learning difficulties. MENCAP have received feedback from users that they often get on well with drivers when they use a particular service over a period of time. It was suggested that no client of MENCAP in Worcester has reported difficulties with bus drivers in Worcester.</p> <p>The punctuality and reliability of bus services is an important issue for people with learning difficulties. Some people with learning difficulties can sometimes feel confused and distressed if a bus is not running on time. If a carer is meeting a person with learning difficulties off the bus, punctuality and reliability issues can cause some anxiety for both the carer and bus user. Announcements or a real time information point would be very useful in order to allow people with learning difficulties to understand the situation if services are running late.</p>	<p>however the added stress for carers looking for a suitable parking space would not be welcome.</p> <p>Improved cycle facilities might encourage more people with learning difficulties to cycle and therefore increase their chances of accessing employment. The most important element for this is if cycle routes were away from heavily trafficked roads which do cause safety concerns amongst those with learning disabilities, but also their families and carers. In the past, if a person with learning difficulties wanted to travel to work by bicycle, MENCAP would advise them to take a cycling proficiency test to ensure they are capable of using their bike on a regular basis and can understand the road environment. Cycle training as part of the strategy would therefore be beneficial to people with learning difficulties as more people would be able to be shown how to cycle safely to access employment.</p> <p>An easily accessible car sharing website would also be beneficial to people with learning difficulties, and to MENCAP. MENCAP currently have a lady they are trying to help access employment. She has a job, but is unable to use public transport, therefore relies on voluntary taxi services. Due to fewer taxi drivers being available to offer this service, it makes it very difficult</p>
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		<p>Some people with learning difficulties like using buses while others prefer using trains. The positive elements of using trains are that there is real time information and an opportunity to get verbal confirmation on when and where to catch the train. However, the negative element of rail travel is that “you can’t stop the train like you can a bus”, which means that people with learning difficulties can, on occasion, overshoot their destination. This causes people with learning difficulties to panic and can be very distressing if they get off the train in a station they do not know. In this scenario, they would not know where to get information which could cause further distress and panic.</p> <p>On board bus services, people with learning difficulties can feel safer as they know that the bus driver is close by, females in particular. As part of travel training, people with learning disabilities are taught to sit near the bus driver.</p> <p>Some people with learning difficulties do cycle, although not many. The two key reasons why they do not cycle are firstly because of safety concerns and, secondly, the security of parking the bicycle safely.</p>	<p>for her to access work. A car sharing database in this scenario might find the lady with a car sharing partner, and therefore she will be able to access work.</p> <p>The real time information would be very beneficial to people with learning difficulties when using the bus. However, not all people with learning difficulties can read, therefore if there is a verbal announcement facility or a talking timetable that would significantly benefit all people with learning disabilities as well as visual impairments.</p> <p>Regular bus services would also be beneficial to people with learning difficulties. If they know that there are services every 10 minutes, they would be able to understand that concept.</p> <p>Another question raised was that as there will be significant investment in delivering all of these transport improvements, would it create jobs for people with learning difficulties?</p> <p>Public realm improvements, particularly around Cathedral Square would positively benefit the feeling of the city. However, if there was to be a shared space environment where there would be no physical barriers between pedestrians and vehicles, it would be necessary for people with learning difficulties to learn how the</p>
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	<p>A depth interview was undertaken with a disabled resident from Droitwich. The aim of the interview was to gather his views on the key issues that he faces when travelling in</p>	<p>The most significant issue that affects how the participant travels is the lack of bus services that have</p>	<p>road layout works and how they can interact with other road users. This should be possible, but may cause some confusion at first.</p> <p>Rail station improvements would also be welcome. They are currently quite “grotty” and “threatening” for people with learning difficulties. Also, more parking at rail stations would also make it easier for people with learning difficulties to use the train with the carer.</p> <p>Overall, the impacts of the strategy on people with learning difficulties are largely positive. The improvements to public transport would be very beneficial; however, the reduction of on-street parking and possible parking charges within the city centre might have a negative impact, particularly for carers.</p> <p>The Worcester Transport Strategy was presented to The Participant and his views were invited.</p> <p>Improved cycling facilities were not particularly welcomed by The Participant. He felt that cyclists contribute to congestion when on road, while also causing danger to pedestrians when using footpaths. If there are mixed use paths for both pedestrians and cyclists in the city centre, this could cause a safety issue for less able bodied pedestrians, especially if</p>
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	<p>Droitwich and in, around and out of Worcester. Following this, the participant was presented with the proposed Worcester Transport Strategy, and his views and opinions on how this would affect him and other people with physical disabilities.</p>	<p>wheelchair accessible vehicles. At present, there are no bus services that travel close to where he lives in Droitwich which are wheelchair accessible, therefore the participant is unable to travel independently using public transport.</p> <p>The participant had a particular concern that even though some buses are wheelchair accessible across the county, not all vehicles on particular routes are wheelchair accessible. This causes issues for other people with disabilities, particularly if someone is particularly reliant on getting one particular bus. If that bus is the last of the day, and it is not wheelchair accessible, then it can leave the wheelchair user stranded and unable to travel.</p> <p>The Participant has contacted his local bus operator, Red Diamond, to discuss the issue of inaccessible vehicles. He has been assured that the company is currently making changes to the vehicles, installing ramps and ensuring they can be securely attached to the vehicle, in addition to training their drivers to use the ramps.</p> <p>In addition to inaccessible vehicles, the Participant also has difficulty accessing bus stops. This is as a result of a lack of dropped kerbs at the nearest bus stop to his house, therefore it is not possible whilst in a wheelchair to mount the kerb and therefore get to the bus stop.</p> <p>As a result of this lack of access to bus services, The Participant is unable to travel to Worcester independently, and therefore has to rely on using adapted taxi services. The adapted taxis in Droitwich and Worcester are “great”, and allow the Participant access</p>	<p>there are crowds and the visibility is reduced, therefore The Participant felt that if cyclists are to be encouraged, they should be segregated.</p> <p>“Unless you physically separate them you are always going to have the possibility of accidents between pedestrians and cyclists”</p> <p>The Participant felt that pedestrian facilities in the city centre were of reasonable quality at present. The participant was presented with an artist's drawing of how changes could be made to Cathedral Square. He felt that by potentially mixing traffic and pedestrians, it would cause difficulties for pedestrians and could cause “mayhem” as cars would be unlikely to slow down for pedestrians.</p> <p>A reduction in street clutter would be appreciated, particularly a reduction in A-frame boards, which would make it easier to travel along footpaths with a wheelchair.</p> <p>The high quality bus stops were considered to be a significant improvement however would not directly impact on Ian because he does not live along those corridors. Despite this, it is imperative that all bus stops are fully accessible for people with a range of impairments, visual, hearing, physical.</p>
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		<p>to the services he wishes to visit.</p> <p>“You can get in and they lock you down at each wheel, so you’re well tethered. The firms I use are brill , Vines and New Door. Couldn’t ask for more friendly or helpful [drivers]. A lot of them have become friends”</p> <p>Despite highly praising taxi services, the participant did perceive them to be expensive, and therefore he tends to use them more often when he is reimbursed his taxi fare. This usually occurs when he chairs meetings and contributes to various groups associated with the County Council. The cost of travelling into Droitwich town centre usually costs around £12 return, but the cost is much greater to travel in to Worcester.</p> <p>When asked about traffic, the participant perceived the traffic to be “not too bad”, however he pointed out that he tries to avoid travelling during peak hours when roads are less congested and there are fewer cars using the roads.</p>	<p>“these bus stops must be able to accommodate everyone, general members of the public plus people with disabilities”</p> <p>Real time information is a good idea and would improve bus services for people; however it was felt that they should be able to be read by those with visual impairments.</p> <p>The Participant perceived bus lanes to be used by cars, and felt that there needs to be more enforcement to ensure they are used by only buses. He referred to a recent local press report which highlighted a lack of adherence to the bus lanes by cars.</p> <p>High quality and accessible vehicles are thought to be “great” and would significantly benefit those people who live along the five key corridors, particularly those with disabilities.</p> <p>The Participant has used park and ride services into Worcester before. And he felt that using park and ride in the future would be feasible given the accessible vehicles in Worcester. What is preventing him from using it at present is if he had to get the bus back to Droitwich, then those buses would not be able to transport him home because of the lack of accessible vehicles in Droitwich.</p>
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			<p>There was some scepticism on the car share database highlighted as part of the measures. He felt that those people who would benefit from it might use it, but the majority of people in Worcester would not use it.</p> <p>Providing increased access to public transport information would be very beneficial to The Participant if and when he can use bus services, however it is imperative that the information is up to date and reliable, otherwise people wouldn't use the bus.</p> <p>The Participant felt that a smart card would be of great value to him and he would be quite happy using it, "a good idea".</p> <p>Changes to parking facilities in the city centre would discourage people from parking, but there need to be more "draconian" measures to actively discourage car users and ensure they use park and ride sites.</p> <p>"On-street parking is a curse to everyone"</p> <p>Another concern The Participant had was whether there are going to be enough spaces at park and ride sites, and is the pricing going to be attractive enough to use them?</p> <p>Overall, The Participant felt that the strategy would have generally beneficial</p>
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			effects on himself and other people with disabilities, although many of the measures would probably not directly impact on him.
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## 4.8 Members of the Public

- 4.8.1 The Worcester Transport Strategy questionnaire was developed to gather the views of residents on the Worcester Transport Strategy and 'Phase 1' Major Scheme Bid. The questionnaire was of a quantitative nature and was distributed in many different ways across Worcestershire, such as by post and leaflets in public buildings. The questionnaire was split into three parts and asked respondents about long-term aspirations for Worcester's transport network, the 'Phase 1' Major Scheme Bid and questions about themselves.
- 4.8.2 In total, 5,000 surveys were distributed via post, of which, 1,794 were sent to residents that stated in the recent November 2009 Worcestershire Viewpoint survey that they would be willing to answer a questionnaire about the Worcester Transport Strategy. The remaining 3,206 addresses were randomly selected from Royal Mail's Postcode Address File (PAF) across the three South Worcestershire districts. The total sample of 5,000 addresses comprised of 3,000 in Worcester City, 1,000 in Malvern Hills and 1,000 in Wychavon.
- 4.8.3 The postal paper format of the questionnaire received a total of 984 responses (19.7%). The questionnaire was also made available online and this method received 169 responses. Therefore, a total of 1,153 responses were received for the Worcestershire Transport Strategy questionnaire.
- 4.8.4 The analysis below presents the results of the questionnaire for three groups of respondents:
- *All respondents*
  - *Just those respondents who live in Worcester City (where a valid postcode has been given)*
  - *Those respondents who live outside Worcester City (where a valid postcode has been given)*

The number of responses by District is shown in Table 4.2.

**Table 4.2 – Number of Responses by District**

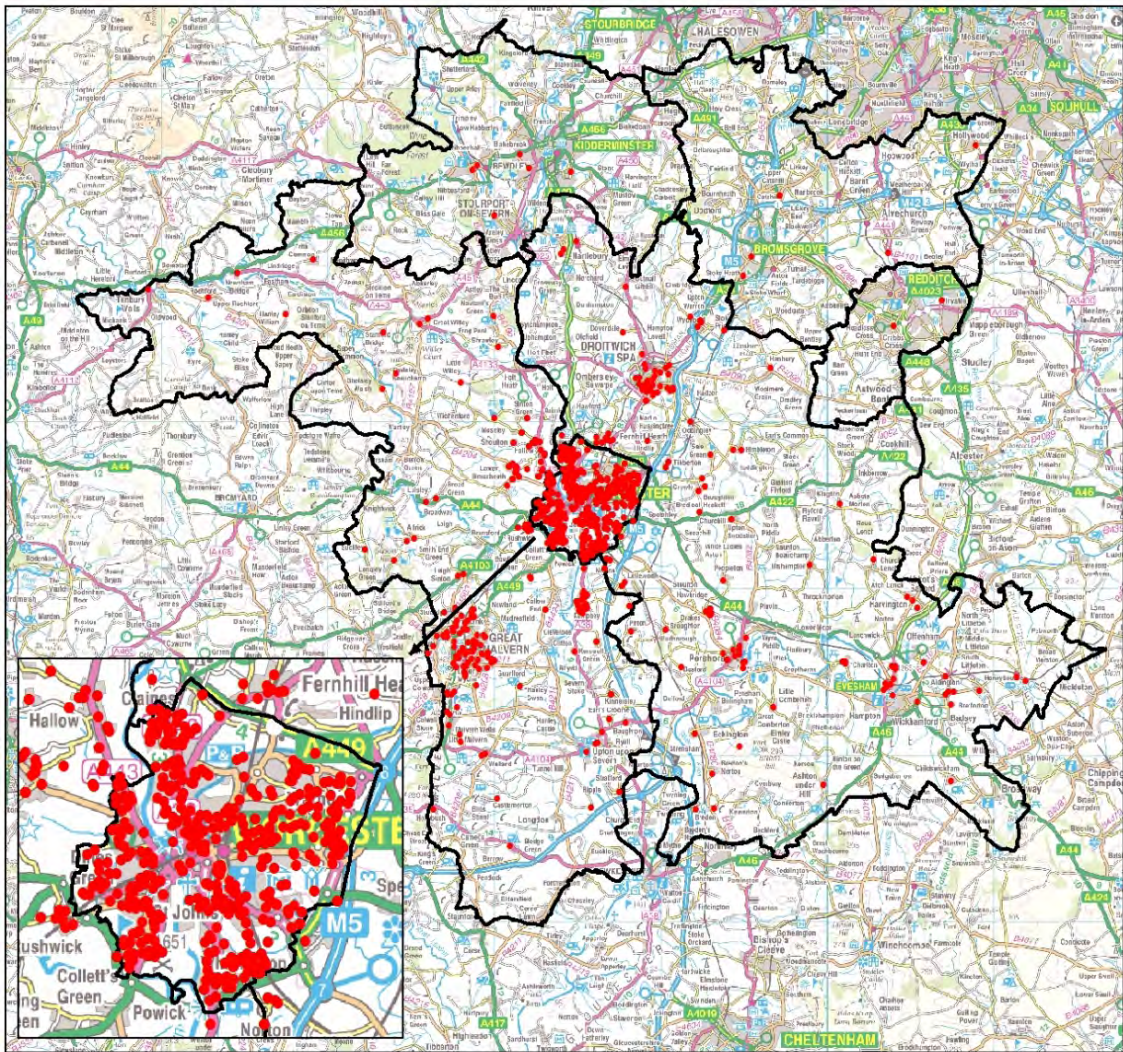
District	Number of Responses	% of Total Respondents
Bromsgrove	5	0.4
Malvern Hills	258	22.4
Redditch	2	0.2
Worcester City	577	50.0
Wychavon	145	12.6
Wyre Forest	6	0.5

Base: 1,153 respondents

- 4.8.5 The following map shows the locations of the respondents who provided their home postcode.



**Figure 4.1: Map of Respondents Home Postcodes**



**Respondents Postcodes**

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4.8.3 The exhibitions were well attended with over 1500 visitors. Enquiries ranged from a simple request for a questionnaire and general enquiries to more in-depth discussions, particularly centred on the proposed measures included within the Phase 1 package.

4.8.4 The live Webcast was viewed by in excess of 150 people and 22 questions were submitted to the panel.

**4.9 Analysis of Questionnaire Results**

4.9.1 As referred to in the Methodology (2.2.2) the questionnaire consisted of separate sections, which served to provide Phase 1 separately from the full Worcester Transport Strategy, In this section the results for questions 1 to 3 relate to the full Worcester Transport Strategy whilst questions 4 -6 pertain to Phase 1 only. The results from the analysis are as follows:

- Q1: Do you think investment in this package of measures will support the delivery of our Worcestershire County Council 'Vision': "A county with safe, cohesive, healthy and inclusive communities, a strong and diverse economy and a valued and cherished environment"?**

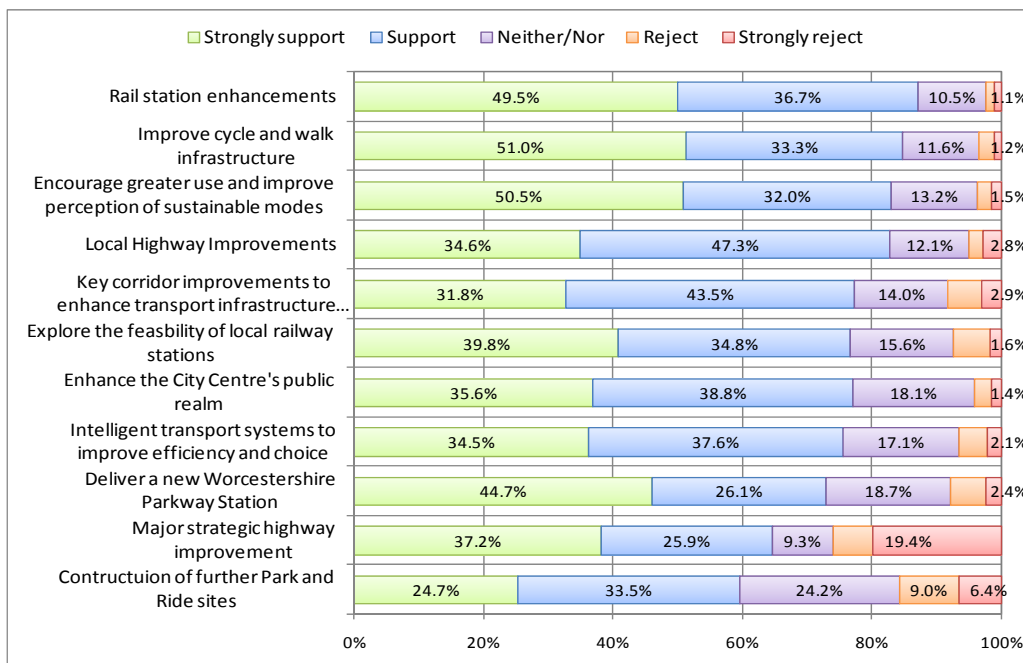
58.2% of respondents said they do think investment in this package of measures will support the delivery of the Worcestershire County Council 'Vision'. 18.6% said no and 23.2% said they don't know. Analysis based on the location of respondents reveals very similar results to those above.
- Q2: To what level do you support the following measures for the Worcester Transport Strategy?**

Tables 4.3 to 4.6 show the breakdown of how all respondents feel about the measures for the Worcester Transport Strategy. Respondents who answered 'Don't know' have been omitted from the chart. The most strongly supported measure is to improve cycle and walk infrastructure (51.0%), followed by encouraging greater use and improve perception of sustainable modes (50.5%).

However, combining the scores for strongly support and support reveal slightly more overall support for rail station enhancements (86.2% compared to 84.3% support for improving cycle and walk infrastructure). The table below orders the measures in terms of overall satisfaction.

Comparing opinions based on where respondents live reveal three measures that have significantly different results. The first being the measure to introduce intelligent transport systems. Respondents from outside Worcester City are more likely to support this measure (77.8% compared to 73.6%). Second is to enhance the City Centre's public realm with respondents from Worcester City more likely to support the measure (82.0% compared to 72.0%). And thirdly, construction of further Park and Ride sites is more supported by people from outside of Worcester City but still the least supported measure by most respondents.

**Table 4.3: Percentage of Respondents in Support of the Measures**



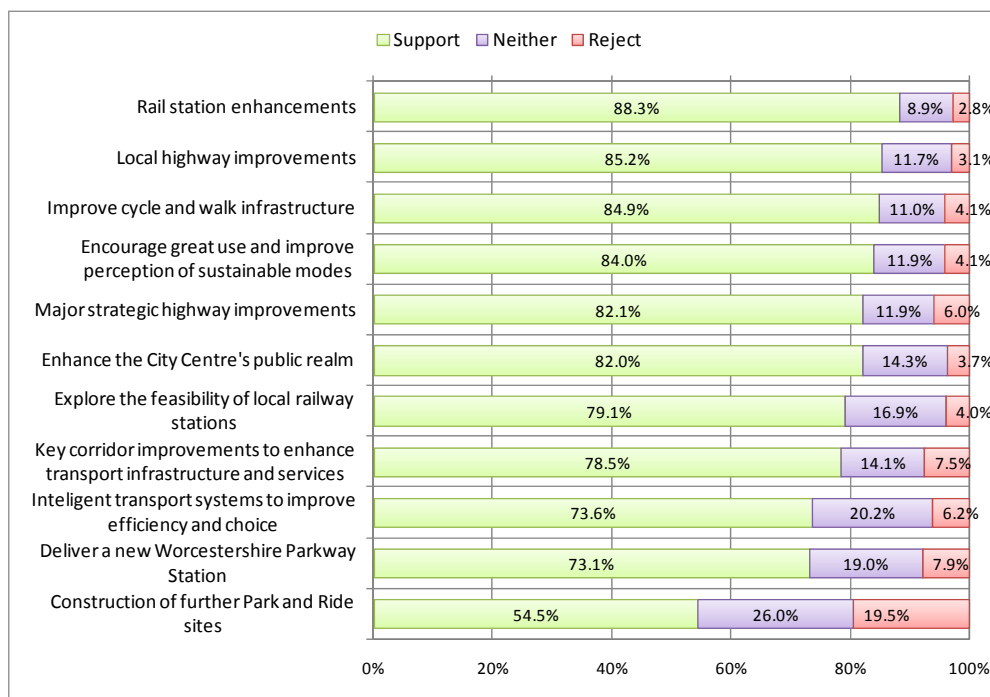
Base: All valid responses

**Table 4.4: Percentage of Respondents in Support of the Measures**

	<b>% of Total Respondents</b>
Rail station enhancements	86.1%
Improve cycle and walk infrastructure	84.3%
Encourage greater use and improve perception of sustainable modes	82.5%
Local Highway Improvements	81.9%
Key corridor improvements to enhance transport infrastructure and services	75.3%
Explore the feasibility of local railway stations	74.6%
Enhance the City Centre's public realm	74.3%
Intelligent transport systems to improve efficiency and choice	72.2%
Deliver a new Worcestershire Parkway Station	70.8%
Major strategic highway improvement	63.1%
Construction of further Park and Ride sites	58.2%

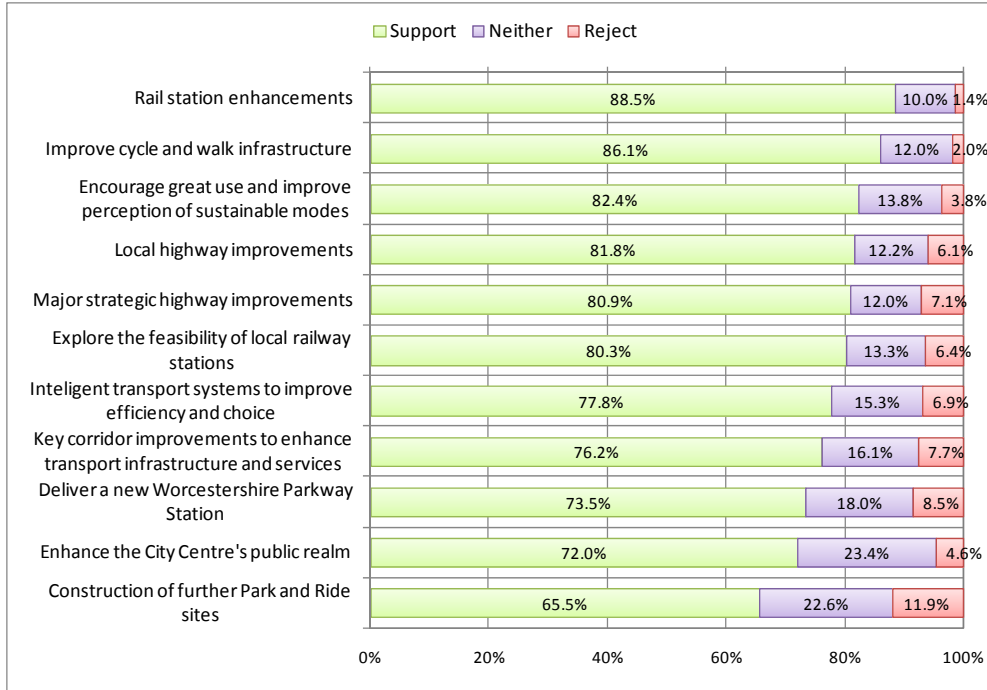
Base: All valid responses

**Table 4.5: All Respondents from Worcester City**



Base: All valid responses

**Table 4.6: All Respondents from Outside Worcester City**



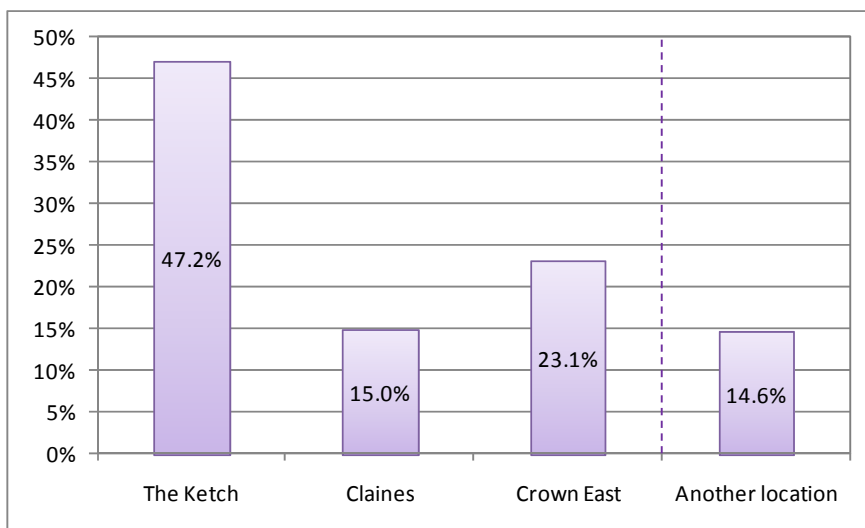
Base: All valid responses

- **Q3: Thinking about Park and Ride locations, which of the following additional Park and Ride sites do you think should be the highest priority for Worcestershire County Council to progress?**

Table 4.7 indicates that almost half of respondents think the highest priority for an additional Park and Ride site is The Ketch (47.2%). 14.6% of respondents said another location. For a full list of these comments is available on request.

Results for this question, when broken down into respondents from Worcester City and from outside of Worcester City are very similar and have no significant differences.

**Table 4.7: Park & Ride locations**



Base: 985 respondents

- **Q4: In principle, do you support the measures contained in Phase 1 of the Worcester Transport Strategy?**

The majority of respondents do support the measures contained in Phase 1 of the Worcester Transport Strategy. Respondents from within Worcester City are slightly more likely to support the measures contained in Phase 1 of the Worcester Transport Strategy. This is shown in tables 4.8 to 4.10.

**Table 4.8: All Respondents**

	Number of Respondents	% of Total Respondents
Yes	873	79.1
No	122	11.1
Don't know	108	9.8

Base: 1,103 respondents

**Table 4.9: All Respondents from Worcester City**

	Number of Respondents	% of Total Respondents
Yes	463	83.0
No	43	7.7
Don't know	52	9.3

Base: 558 respondents

**Table 4.10: All respondents from Outside Worcester City**

	Number of Respondents	% of Total Respondents
Yes	330	79.5
No	55	13.3
Don't know	30	7.2

Base: 415 respondents

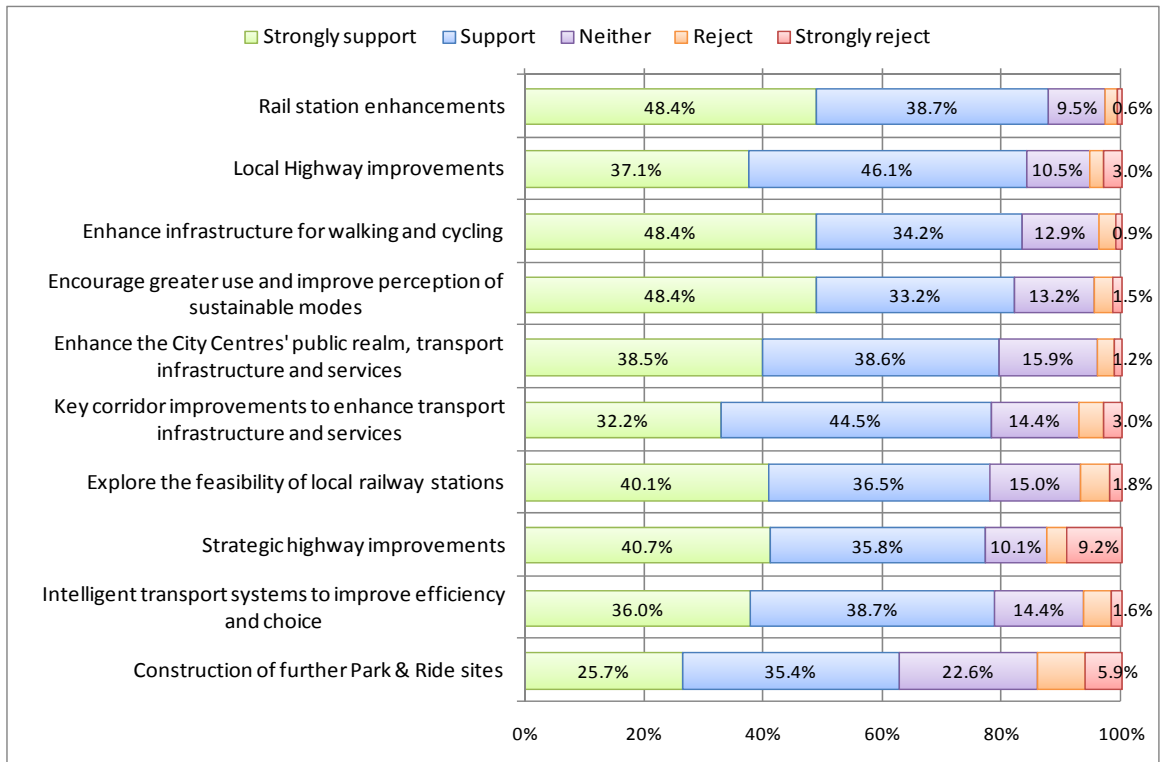
- **Q5: Please indicate your level of support for each of the measure contained within Phase 1 of the Worcester Transport Strategy.**

Table 4.11 shows that some measures may receive more strong support than others, but again, this does not indicate more overall support from respondents. For example, local highway improvements received a 37.1% score of strong support from respondents, making it one of the least strongly supported measures, however, overall support has made is the second most supported measure.

Table 4.12 below shows overall % support.

Tables 4.13 and 4.14 show that support does vary slightly between respondents from Worcester City and respondents from outside Worcester City. For example, respondents from Worcester City are far less supportive of construction of further Park and Ride sites, whereas respondents from Worcester City are more supportive of strategic highway improvements. In general there is strong support for investment in walk, cycle, bus and rail modes of transport if augmented by local highway improvements.

**Table 4.11: Percentage of Respondents who Support each Measure**



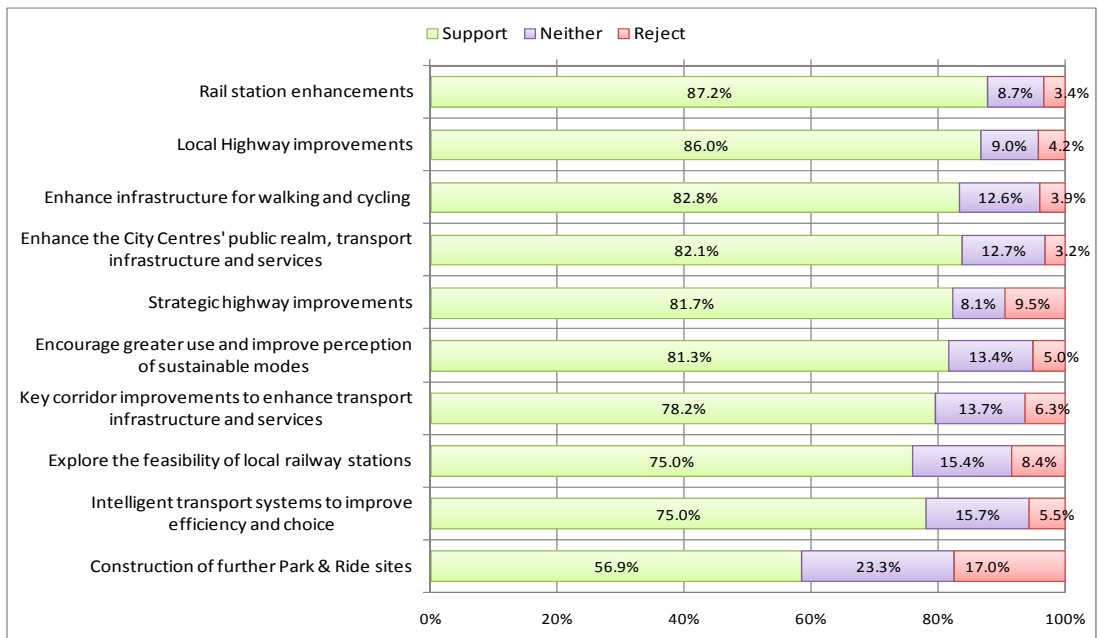
Base: All valid responses

**Table 4.12: Percentage of Respondents who Support Each Measure**

	% of Total Respondents
Rail station enhancements	87.1
Local Highway improvements	83.2
Enhance infrastructure for walking and cycling	82.5
Encourage greater use and improve perception of sustainable modes	81.6
Enhance the City Centres' public realm, transport infrastructure and services	77.2
Key corridor improvements to enhance transport infrastructure and services	76.7
Explore the feasibility of local railway stations	76.6
Strategic highway improvements	76.5
Intelligent transport systems to improve efficiency and choice	74.7
Construction of further Park & Ride sites	61.1

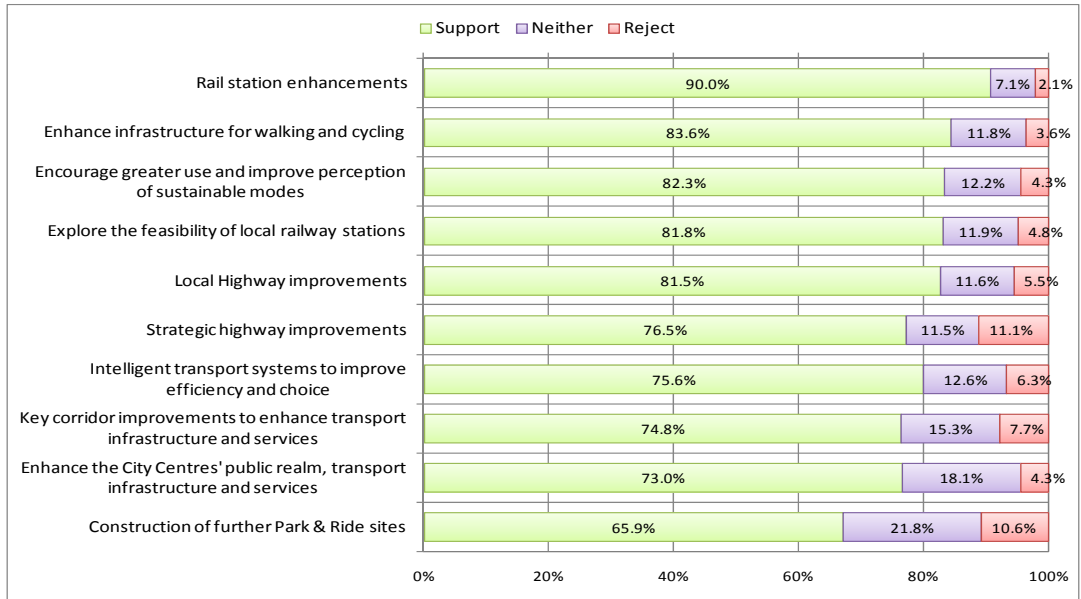
Base: All valid responses

**Table 4.13: All respondents from Worcester City**



Base: All valid responses

**Table 4.14: All respondents from outside Worcester City**



Base: All valid responses

- **Q6: Do you have any additional comments or suggestions related to the proposals presented in Phase 1 of the Major Scheme Bid?**

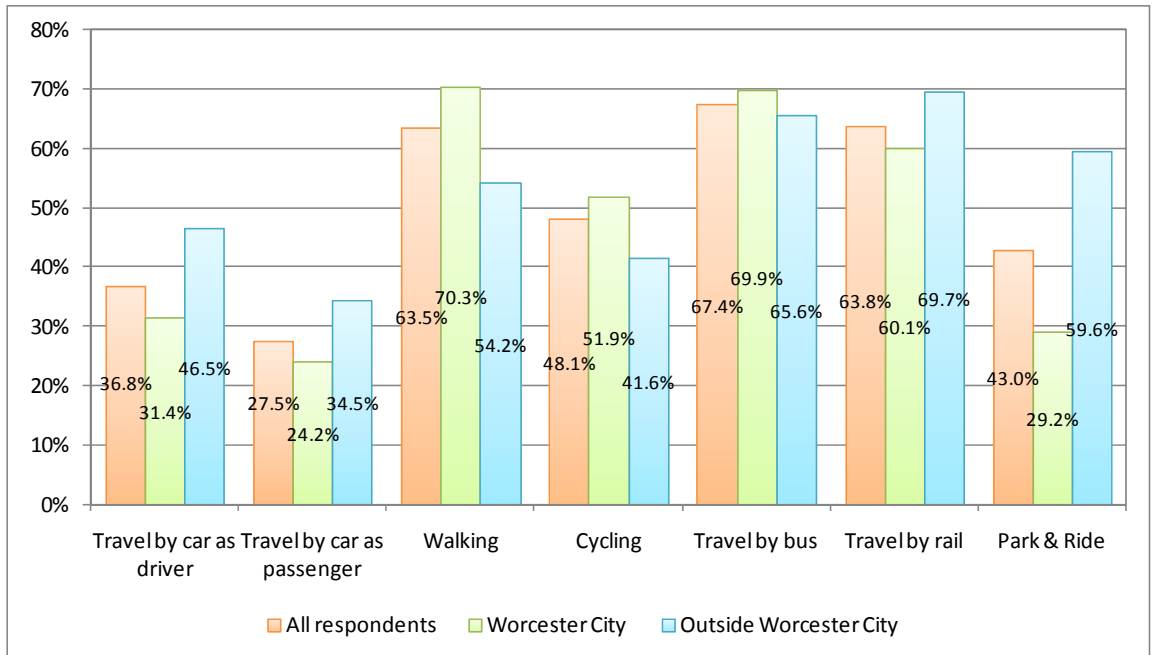
For a full list of comments is available on request. Comments are split into three groups: respondents from Worcester City, respondents from outside Worcester City and respondents whose location is unknown.

- **Q7: If all the Phase 1 proposals were implemented, would they encourage you to use the following modes of transport more frequently?**

Table 4.15 shows all the respondents who answered yes when asked if the proposals in Phase 1 would encourage them to use the above modes of transport. Results are fairly similar when looking at where the respondents are from, with the exception of the Park and Ride – where more respondents from outside of Worcester City would use it. This is very encouraging in terms of potential usage and scheme success post implementation.



**Table 4.15: Respondents in Agreement with Identified Measures**



Base: All valid responses

- **Q8: Thinking about the quality of Worcester City Centre's environment, which THREE areas of the City Centre most needs improving by reducing traffic and improving facilities for pedestrians, cyclists, rail and bus users?**

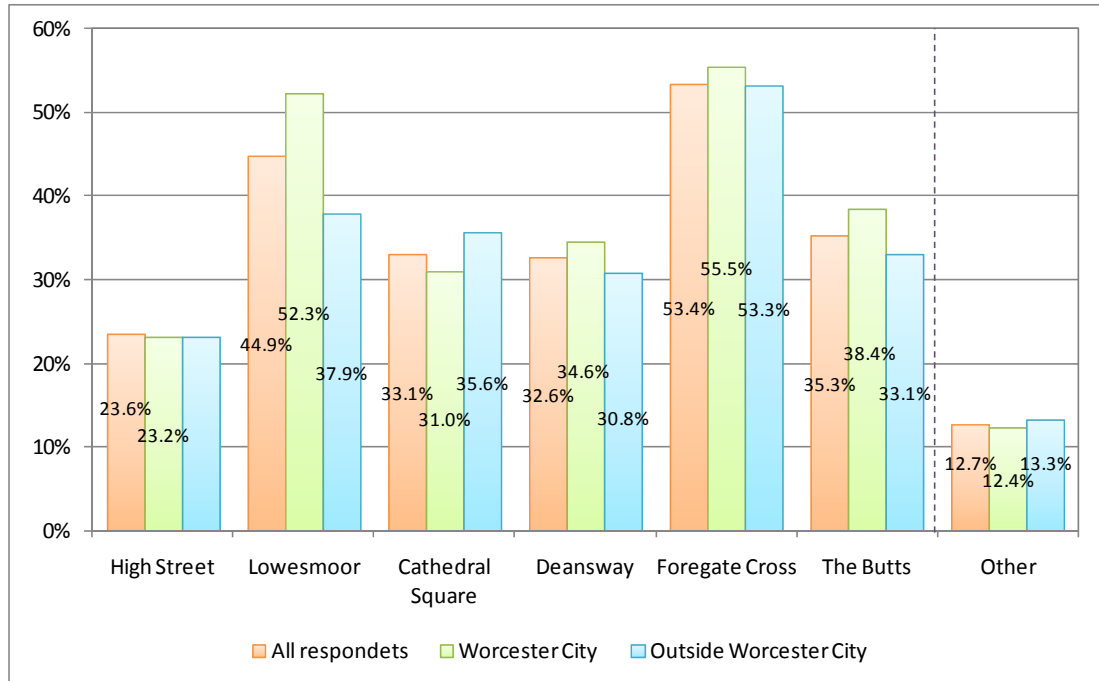
1,059 respondents answered the question correctly – by ticking up to three only.

Table 4.16 shows the only real difference between results based on where respondents live is the area of Lowesmoor, with 52.3% of Worcester City based respondents feeling that Lowesmoor needs improving compared to only 37.9% of respondents based outside of Worcester City.

A full list of comments is available on request.

This demonstrates that members of the public are enthusiastic to support the public realm proposals within the Worcester Transport Strategy and Phase 1.

**Table 4.16: Respondents in Agreement with Identified Measures**



Base: All valid responses

- Q9: How did you find out about the Worcester Transport Strategy?**  
 As demonstrated in Table 4.17, just over half of respondents found their information from a leaflet (50.4%). Respondents from outside Worcester City were slightly more likely to find out about the Strategy from a leaflet, whereas respondents from Worcester City were slightly more likely to find out about it in a newspaper.

**Table 4.17**

	Number of Respondents	% of Total Respondents
Newspaper	242	22.0
Website	132	12.0
Exhibition	173	15.7
Leaflet	555	50.4

Base: 1,102 respondents

- Q10: Are you male or female?**  
 59.6% of respondents are male, 40.4% are female.
- Q11: Which age group do you belong to?**

Table 4.18 shows the age group breakdown of respondents.

**Table 4.18: Age Breakdown of Respondents**

	Number of Respondents	% of Total Respondents
Under 16	2	0.2
16 to 24	32	2.9
25 to 34	95	8.5
35 to 44	178	15.9
45 to 54	182	16.2
55 to 64	282	25.2
65 to 74	236	21.1
75+	114	10.2

Base: 1,121 respondents

- **Q12: How would you describe your ethnicity?**  
The ethnic breakdown is shown in table 4.19. Interestingly this is consistent with the demographic breakdown for City of Worcester.

**Table 4.19**

	Number of Respondents	% of Total Respondents
White British	1,037	94.4
White Irish	7	0.6
Any other White background	21	1.9
Black or Black British: Caribbean	1	0.1
Black or Black British: African	0	0.0
Any other Black background	0	0.0
Mixed: White and Black Caribbean	4	0.4
Mixed: White and Black African	0	0.0
Mixed: White and Asian	3	0.3
Any other Mixed background	3	0.3
Asian or Asian British: Indian	5	0.5
Asian or Asian British: Pakistani	3	0.3
Asian or Asian British: Bangladeshi	1	0.1
Any other Asian background	1	0.1
Chinese	3	0.3
Other ethnic group	9	0.8

Base: 1,098 respondents

- **Q14: Do you own a car?**

90.4% of respondents do own a car. 87.3% respondents from Worcester City own a car compared to 91.1% from outside Worcester City.

- **Q15: If you commute daily, what is your destination postcode?**

Only a small number of postcodes were provided.

- **Q16: Please indicate how frequently you have used or use the following methods of transport for journey to/from or within the city of Worcester?**

A percentage breakdown of current transport modes for the respondents is shown in Tables 4.20 to 4.22 below.

**Table 4.20: Percentage of Total Respondents**

	Almost every day	At least once a week	About once a month	Within the last 6 months	Within the last year	Longer ago	Never used	N/A
Travel by car as driver	32.3	37.6	14.5	4.6	1.4	2.0	4.5	3.1
Travel by car as passenger	4.6	34.8	21.5	14.7	7.2	4.7	9.5	2.9
Travel by bus	9.4	23.1	15.7	14.0	8.8	11.8	16.8	.5
Walking	29.5	22.7	13.5	9.2	4.0	4.3	13.0	3.7
Cycling	7.0	9.9	7.9	8.8	4.9	13.9	41.8	5.8
Train	2.1	5.6	19.6	22.9	11.3	12.2	21.4	4.8
Park & Ride	1.3	3.7	5.3	8.6	4.8	9.5	60.7	6.1

Base: All valid responses

**Table 4.21: Percentage of All Respondents from Worcester City**

	Almost every day	At least once a week	About once a month	Within the last 6 months	Within the last year	Longer ago	Never used	N/A
Travel by car as driver	34.4	41.8	9.0	2.4	0.9	1.5	5.9	4.1
Travel by car as passenger	6.3	38.7	20.4	12.7	6.3	3.5	9.4	2.7
Travel by bus	12.2	27.8	14.5	12.7	8.3	12.6	11.5	0.4
Walking	40.1	27.2	10.8	7.4	3.9	4.0	5.5	1.1
Cycling	9.3	12.5	8.0	8.9	4.9	14.8	36.1	5.3
Train	1.3	3.8	20.3	22.8	11.7	13.6	21.2	5.4
Park & Ride	1.3	3.2	3.6	7.0	3.4	11.7	62.8	7.0

Base: All valid responses

**Table 4.22: Percentage of all Respondents from Outside Worcester City**

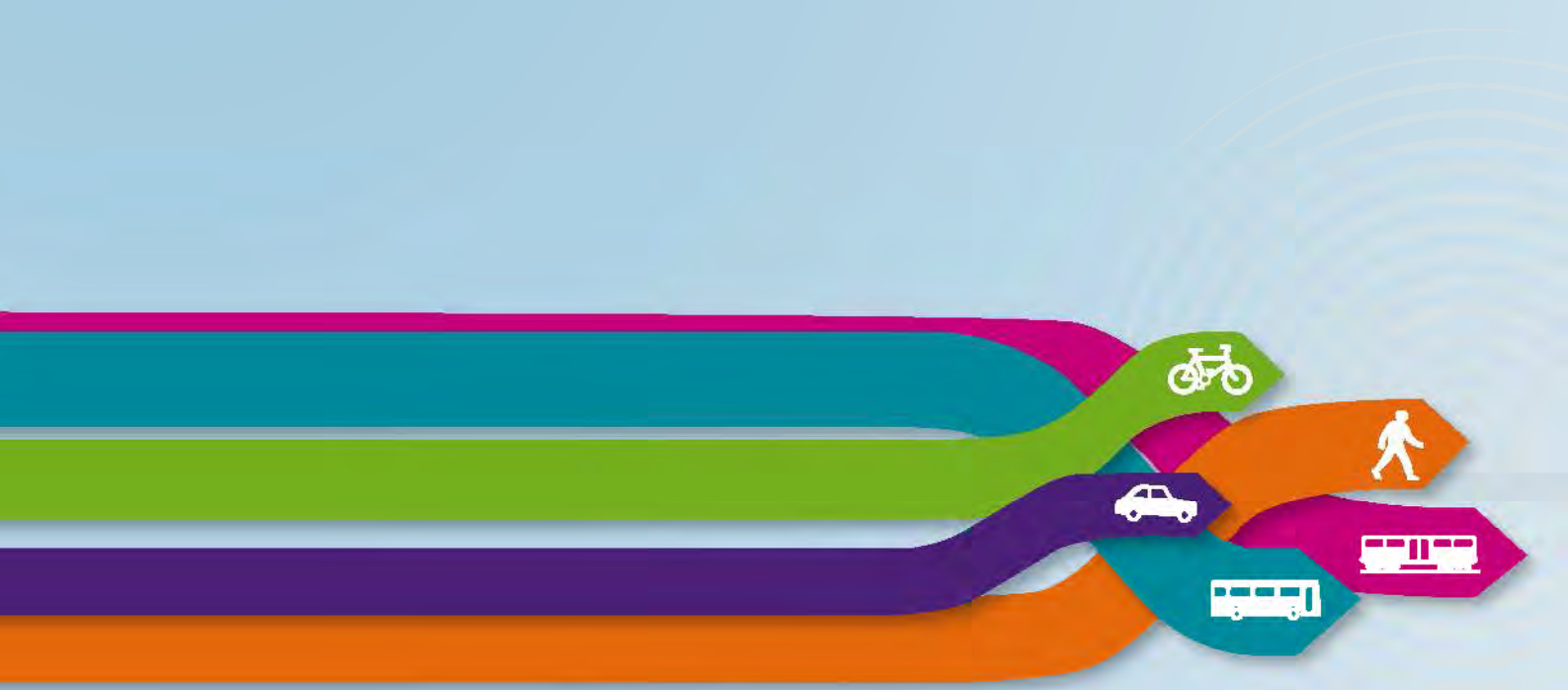
	Almost every day	At least once a week	About once a month	Within the last 6 months	Within the last year	Longer ago	Never used	N/A
Travel by car as driver	27.0	32.7	22.8	8.2	2.0	2.0	3.5	2.0
Travel by car as passenger	2.3	25.8	22.9	16.6	9.7	7.4	11.7	3.4
Travel by bus	4.4	15.5	15.8	15.5	8.5	12.7	26.7	0.8
Walking	9.3	15.2	17.7	12.9	4.8	5.6	26.7	7.9
Cycling	2.0	5.3	3.9	6.7	4.8	12.9	56.7	7.6
Train	3.0	4.6	16.5	23.8	11.4	11.9	24.1	4.9
Park & Ride	1.1	2.2	4.4	9.3	6.6	5.8	65.2	5.5

Base: All valid responses

#### **4.10 Business Impact Study**

4.10.1 This is an ongoing piece of work with businesses. The report will be made available in support of Conditional and Full Approval of the bid.

# 5: Recommendations







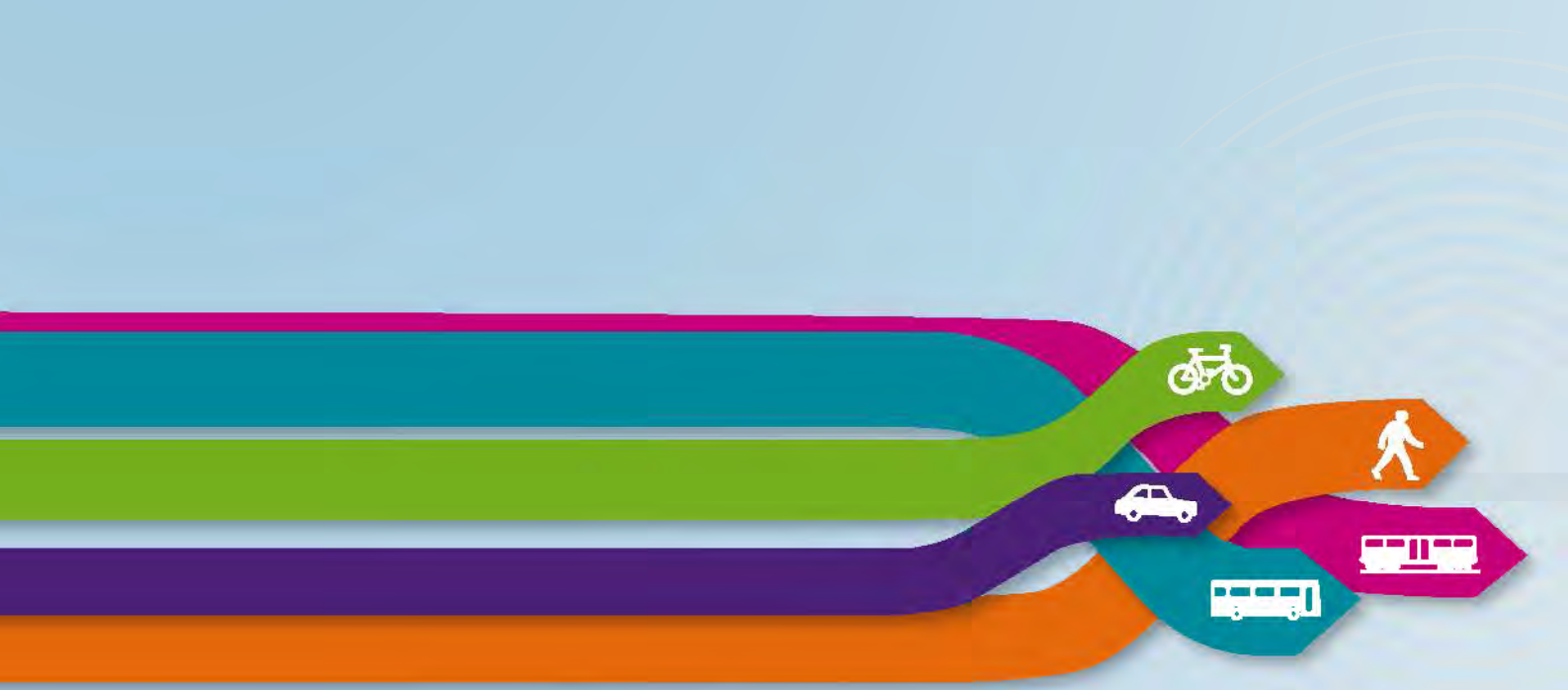
## **5. Recommendations**

5.1 The Consultation Report for the Worcester Transport Strategy and the related Phase 1 Major Scheme Bid recommends that:

- *All the information contained in this report is shared with the participants via the County Council website;*
- *The report is used to influence the decision making process at Worcestershire County Council in terms of modifying the Worcester Transport Strategy and the Phase 1 Major Scheme Bid, prior to their adoption by WCC Cabinet;*
- *That all participants are informed via the County Council website of any decisions taken and updated accordingly throughout the process, including the design and implementations stages.*



## 6: Appendices





## 6. Appendices

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# Appendix A - Consultation Plan

## Part 1 - Detailed Planning of Consultation Activity for Worcester Transport Strategy and Major Scheme Bid

TASK	ACTION / EVIDENCE	OUTCOME
<b>STAGE 1 – WHY ARE WE CONSULTING?</b>		
<b>Context</b>	<p>The ability of the City of Worcester's transport network to deal with existing problems (congestion, delays, air quality, noise, severance, accessibility etc.) and accommodate future growth in a sustainable way is severely constrained by the current infrastructure and services. These problems already adversely impact the City of Worcester economy and environment and the quality of life of its residents. Going forward they will also constrain the future economic performance of the city and South Worcestershire.</p> <p>Lack of significant investment in transport infrastructure and services will inhibit access to facilities and services by all sections of the population. The inefficient operation of the transport network also impacts on inward investment in the City of Worcester, the Central Technology Belt and South Worcestershire in general.</p> <p>Addressing these issues solely through large-scale road construction is neither a viable nor a sustainable option and is contrary to current local, regional and national policies. The impact on our local communities would be huge in terms of environmental impact, land take, property demolition and isolation. We must, therefore, develop a balanced and integrated strategy across all modes of transport with the aim of increasing the travel choice for journeys into, across and within Worcester. This involves developing appropriate solutions that meet people's current and future ' travel needs. This will include the creation of a convenient and attractive walk, cycle and passenger transport network that will reduce the reliance on the car (particularly for regular journeys to/from work in Worcester). This is particularly challenging when people's expectations are high.</p> <p>An effective resolution requires a new, forward thinking, balanced and inclusive transport strategy for Worcester City. To obtain the necessary and significant funding for transport infrastructure and services it is essential that this strategy is robust technically as well as being acceptable, realistic and pragmatic in its approach to delivery.</p>	
<b>Why?</b>	The proposals for the Major Scheme Bid (submission	Increasing public and key

TASK	ACTION / EVIDENCE	OUTCOME
	<p>April 2010) form part of the wider Worcester Transport Strategy for the City of Worcester.</p> <p>Submitting the Major Scheme Bid (MSB) proposals to public and key stakeholder consultation will facilitate its development and lead to the endorsement of a bid that will help assure major funders that delivery of schemes is achievable. Thus, the funding prospects increase.</p> <p>The wider Worcester Transport Strategy, of which the Major Scheme Bid is part, has not been consulted upon as part of the Local Transport Plan 2 and would require a formal consultation process. By consulting on the complete WTS as well as the Major Scheme Bid (MSB) it enables participants to place the MSB schemes within a wider context as well as consulting upon the County Council's broader aspirations for the transport network.</p> <p>Consulting on the wider strategy would also help in the early development of a key part of the Local Transport Plan 3.</p> <p>We need to explain to our consultees:</p> <ul style="list-style-type: none"> <li>• <i>The rationale behind &amp; benefits of developing a balanced and integrated Worcester Transport Strategy and Major Scheme Bid</i></li> <li>• <i>The need to be technically sound (otherwise no/insufficient funding)</i></li> <li>• <i>The need to have a framework within which new developments can be brought forward</i></li> <li>• <i>The importance of investment in supporting the south worcestershire economy</i></li> <li>• <i>The role of the strategy in accelerating investment in Worcester</i></li> </ul> <p>The reasons for delivering consultation can be simply summed up as follows:</p> <ul style="list-style-type: none"> <li>• <i>There will be a major impact on areas where people live and work so they should be involved</i></li> <li>• <i>Local people may have knowledge about existing problems and some ideas for resolving them that could influence the strategy</i></li> <li>• <i>Buy-in from the public will help ensure adoption by WCC strengthening funding opportunities</i></li> <li>• <i>Early public involvement should facilitate smoother delivery of schemes</i></li> </ul>	<p>stakeholder understanding of the transport strategy and Major Scheme Bid. With consequent benefit of facilitating and speeding up delivery</p>



TASK	ACTION / EVIDENCE	OUTCOME
	<p>There are five 'public involvement' stages relevant to developing a robust transport strategy. These are:</p> <ul style="list-style-type: none"> <li>• <i>Setting the objectives at outset</i></li> <li>• <i>Identifying problems</i></li> <li>• <i>Developing measures to resolve the problems</i></li> <li>• <i>Indicating levels of support for different measures</i></li> <li>• <i>Deciding on the preferred strategy.</i></li> </ul> <p>Earlier consultation has established that the first three stages have been adequately addressed and summarised in the 'consultation to date' section below. This plan therefore, deals with identifying levels of support for the Major Scheme Bid and wider Worcester Transport Strategy.</p>	
<p><b>Definition</b></p>	<p>It is vital that the concept of consultation is clearly defined to all participants. This ensures that the study is relevant and appropriate. To define 'consultation', Worcestershire County Council has recommended a Ladder of Participation, shown below.</p> <div data-bbox="464 1111 1125 1599" style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p style="text-align: center; background-color: #cccccc; margin: 0;"><b>Worcestershire County Council's Ladder of Participation</b></p> <ul style="list-style-type: none"> <li>• <b>Supporting independent community initiatives:</b> you help others do what they want - perhaps within a framework of grants, advice and support provided by the resource holder (e.g. working with local Parishes to establish community based transport initiatives).</li> <li>• <b>Acting together:</b> not only do different interests decide together what is best, but they form a partnership to carry it out (e.g. working with operators to improve or introduce new services).</li> <li>• <b>Deciding together:</b> you encourage others to provide some additional ideas and options, and join in deciding the best way forward (e.g. work with Joint Members Forum or Accessibility Partnership).</li> <li>• <b>Consultation:</b> you explain what can and cannot be changed, offer a number of options and listen to the feedback you get (e.g. introducing bus priority measures).</li> <li>• <b>Information:</b> you tell people what is planned so that they are informed about what is happening (e.g. informing members of the public about changes to their bus or rail service)</li> </ul> </div> <p>This simple model helps to explain the definition of the consultation 'types' necessary to achieve clarity of purpose for different participants. All stages of the ladder are equally valid to use in different circumstances. Different methods of engagement will be required for the different stages of the ladder.</p> <p>For the purposes of this consultation study, three elements are recommended:</p> <ul style="list-style-type: none"> <li>• <i>Deciding together (participation): This is most likely to include WCC Members, then District</i></li> </ul>	<p>Expectations are managed Appropriate methods are selected</p>

TASK	ACTION / EVIDENCE	OUTCOME
	<p><i>Councils, Department for Transport, West Midlands Region, major infrastructure providers/operators (e.g. Highways Agency, Network Rail) and transport service operators,</i></p> <ul style="list-style-type: none"> <li>• <i>Consultation: This will involve wider stakeholder participation</i></li> <li>• <i>Information: This will take place throughout the process where facts and decisions need to be disseminated to a wider public audience</i></li> </ul>	
<p><b>Consultation to Date</b></p>	<p>Comparison with Guidance The following sets out how the work undertaken to date meets the requirements of the major scheme business case submission as articulated in Guidance for Local Authorities seeking Government funding for major transport schemes: Main document &amp; Appendix B (DfT, 2007).</p> <p><b>NATA ASSESSMENT</b>, Requirement 1: Evidence of consultation with key stakeholders (including any NGOs consulted and responses).</p> <p>Evidence has been derived through the consultation concerning LTP2, which provided stakeholders (including government and non government organisations and interested people) an opportunity to respond to the proposed contents of LTP2. Comments have been recorded in the document LTP2 Draft Consultation Responses.</p> <p>In addition, the National Highways Best Value Benchmarking Club Survey 2008: Worcestershire provides an indication of current levels of satisfaction with local transport and associated factors and provides evidence in support of various MSB components, as does the Choose How You Move survey and Bus User events.</p> <p>This will be supplemented by any new evidence as a result of the specific consultation for the Worcester Transport Strategy and MSB.</p> <p><b>DELIVERY (STAKEHOLDER MANAGEMENT)</b>, Requirement 1: Identification and analysis of key stakeholders and their interests Many of the key stakeholders have been identified through the earlier consultation outlined above which assisted in the early preparation of of the MSB and Worcester Transport Strategy. Others have been determined through other Highway and sustainable transport schemes such as 'The West of Worcester Bus Rapid Transit corridor and the 'Diglis Bridge'. This</p>	

TASK	ACTION / EVIDENCE	OUTCOME
	<p>plan and its methods, once delivered will fill in the gaps. It presents a rationale, identifying the key delivery stakeholders and an appropriate strategy for engagement, participation and consultation during late 2009, early part of 2010 (as the scheme options are being developed, tested, appraised and finalised)</p> <p><b>DELIVERY (STAKEHOLDER MANAGEMENT),</b> Requirement 2: Description of public consultation already carried out. Table 1 (attached) provides a summary of the consultation to date, and to fulfil the requirements of the major scheme bid this will need to be reported, and supplemented with MSB specific consultation findings. This should be as prescribed by Web Tag ( DfT guidance on the conduct of transport analysis studies: multi-modal methods , safety and environment, and use of models to assist in the development of bid submission) and demonstrate how the different elements of information, participation, and consultation have been appropriately dealt with at each stage in the process.</p> <p><b>DELIVERY (STAKEHOLDER MANAGEMENT),</b> Requirement 3: Plans for future consultation and stakeholder management. Each element of the MSB will have a bespoke Consultation Plan to support its delivery once the funding is in place. This will describe the appropriate methods and timescales for all consultees including Stakeholders and members of the public.</p> <p><b>Summary Consultation to Date and Gap Analysis</b> The consultation and research undertaken thus far provides a reasonable picture of the current situation with regard to the performance of transport services in Worcester.</p> <p>However to some extent much of the research undertaken provides support for what is already in existence, or has been trialled in Worcester rather than offering stakeholder feedback on the options generated through the MSB processes. In addition whilst historical consultations have included the public and other organisations, this has generally not been broken down into the views of separate stakeholders (aside from in the LTP2 consultation). Although the consultation / evidence base depicted in Table 1 provides a sound footing for the consultation element of the Major Scheme Bid and Worcester Transport Strategy, it is recommended that more emphasis is placed upon stakeholder engagement (that engenders real understanding and</p>	

TASK	ACTION / EVIDENCE	OUTCOME
	<p>enables informed feedback to be generated) as the detail of the Major Scheme Bid options emerge during 2009. In summary of the consultation undertaken to date:</p> <ul style="list-style-type: none"> <li>• <i>There is generally strong overall support for the discrete elements relating to the promotion of passenger transport, walking and cycling. Of particular note are the extensive findings of the Choose How You Move research (across 4,250 households), which demonstrated a strong preference in investment of sustainable modes (even if this disadvantaged car users).</i></li> <li>• <i>The areas where there is least agreement are the highways projects (Junction improvements/ Northern Link Road), where both strong positive and strong negative opinions have been raised.</i></li> </ul> <p>Particular gaps lie in the consultation undertaken to date surrounding the following scheme elements:</p> <ul style="list-style-type: none"> <li>• <i>North West Link Road</i></li> <li>• <i>Demand Management and the Public Realm</i></li> <li>• <i>Intelligent Transport Systems</i></li> <li>• <i>Rail</i></li> </ul>	
<b>Total Budget Estimate for this consultation exercise</b>	£	
<b>Has funding been identified for this consultation? – Budget code/s?</b>	Yes- LTP2	Funding responsibilities are clear
<b>Staff Resources</b>	<p>Consultation Management:</p> <ul style="list-style-type: none"> <li>• Michele Jones - Consultation Officer</li> <li>• Peter Blake (Senior Project owner)</li> <li>• Stephen Harrison – Project Manager</li> <li>• Andy Baker – Sustainable Transport Manager</li> <li>• Marketing / Design and Print</li> <li>• Simon Whitehead ( PR &amp; Comms)</li> <li>• Research and Intelligence ( Surveys &amp; Evaluation)</li> <li>• Halcrow –technical support</li> <li>• Halcrow – graphic support</li> <li>• Ask for Research (Focus Groups)</li> </ul>	Human resource responsibilities are clear

TASK	ACTION / EVIDENCE	OUTCOME
<b>Communication Planning</b>	<p>All information needs to be clear, easily understood, up to date and timely. The relevant methods of communication are detailed later in this plan but it must be acknowledged that these methods may be amended as the study progresses. Audiences must be segmented to ensure personalisation of communications. For example:</p> <ul style="list-style-type: none"> <li>• Councillors (presentations)</li> <li>• Staff (emails)</li> <li>• Key stakeholders (letter)</li> <li>• Residents – press releases</li> <li>• Newsletters etc</li> </ul> <p>Consider ‘Media Protocol’ training for Officers and members directly involved in the production of the study.</p> <p>The following mechanisms will be made available to communicate the plans to the consultees:</p> <ul style="list-style-type: none"> <li>• Information Summary Leaflet</li> <li>• Press release/s - Conferences</li> <li>• Website</li> <li>• Promotional Posters</li> <li>• Letter/Newsletter</li> <li>• FAQ sheets</li> <li>• Questionnaire</li> <li>• Power point presentations</li> <li>• High level maps showing:</li> <li>• More detailed plans where appropriate</li> <li>• Feedback Reports</li> <li>• Email</li> <li>• CD/DVD summary of WTS &amp; MSB</li> </ul>	
<b>Enter on Website</b>	DATE ENTRED: January 2010	
<b>Is this a strategic / contentious consultation exercise?</b>	<p>Yes this is a contentious exercise</p> <p>Cabinet’s approval MUST be obtained BEFORE the public consultation starts:</p> <p><i>Cabinet 17th December 2009</i></p>	
<b>Cabinet Member with responsibility</b>	Brief Portfolio Holder	
<b>Have you entered this into the Cabinet Forward Plan?</b>	Yes	
<b>When does this exercise</b>	The consultation exercise will officially start once	

TASK	ACTION / EVIDENCE	OUTCOME
<p><b>need to be completed?</b></p>	<p>WCC cabinet has agreed to commence the consultation process. However, some interim consultation will take place with key stakeholders during the development of the technical work.</p> <p>The Consultation Plan has been prepared to support programme entry by April 2010 as all consultation MUST be completed prior to this submission.</p> <p>The process will involve consulting upon a limited number of "preferred" options as previous evidence has already been collated for strategy development and identification of issues. This will include consultation on the Phase 1 package of the MSB.</p> <p>The results of the process will then need to be compiled and evaluated. This will take several months with results expected during March 2010. Note that the results for the Phase 1 package will be evaluated separately.</p> <p>Decisions will be made, following the compilation of results and the strategy amended prior to the submission for funding in March 2010.*</p> <p>*RISK: Note that there will be limited opportunity to radically amend Phase 1 of the strategy without substantial risk to the entry date. If elements are omitted it means that the technical work will need to be re-evaluated, displacing the programme entry date. However, to offset this risk it is planned to front load the consultation process as much as possible and feed the results through concurrently to the consultation taking place.</p>	
<b>STAGE 2 – WHAT ARE YOU CONSULTING ABOUT</b>		
<p><b>What are you trying to achieve through this consultation?</b></p>	<p>The aims and objectives are as follows:</p> <ul style="list-style-type: none"> <li>• <i>To assist in developing the technical case required to secure the £50m prioritised by the West Midlands Region and allocated for investment in the City of Worcester's transport infrastructure and services</i></li> <li>• <i>To contribute towards tackling the existing issues faced by the City of Worcester</i></li> <li>• <i>To enable County Members to select a preferred, fundable and deliverable package of measures</i></li> <li>• <i>To inform stakeholders and the public on the basis of and need for an integrated and balanced transport strategy for the City of</i></li> </ul>	

TASK	ACTION / EVIDENCE	OUTCOME
<p><b>What is open to change</b></p>	<p><i>Worcester</i></p> <ul style="list-style-type: none"> <li>• <i>To ensure that the differences between the Worcester Transport Strategy as a whole and the Major Scheme Bid are explained clearly and concisely in order to manage expectations and evaluating outcomes. Specifically in terms of:</i> <ul style="list-style-type: none"> <li>○ <i>Phase 1 package</i></li> <li>○ <i>Timescales</i></li> <li>○ <i>Potential funding</i></li> <li>○ <i>This will be achieved through:</i> <ul style="list-style-type: none"> <li>○ <i>The careful preparation of questionnaire and information (such as website, presentations in order to separate out and measure different levels of support</i></li> <li>○ <i>Specific letters tailored to the Phase 1 elements</i></li> <li>○ <i>Focus groups centred on attitudes to the Phase 1 Package</i></li> <li>○ <i>Business and social Impacts research centred on attitudes to the Phase 1 package</i></li> <li>○ <i>FAQ sheets</i></li> </ul> </li> </ul> </li> </ul> <p>Check initial opinions, views and attitudes to the proposals for the Worcester Transport Strategy</p> <p>Check initial opinions, views and attitudes to the proposals for Phase 1 of the Worcester Transport Strategy (Major Scheme Bid) in order to agree and/or modify the outcomes and facilitate delivery in phases in line with Government guidance to continually review and improve the existing network within Worcestershire</p> <p>Test the existing local transport consultation policy so that continual improvements can be made through delivery in practice</p> <p>Meet established local, regional and national Consultation policy</p> <p>Manage people's expectations</p> <p>Achieve a sense of ownership amongst key stakeholders</p> <p>Improve customer involvement and the public's perception of the local authority</p> <p>All views are welcome and the preferred options will</p>	

TASK	ACTION / EVIDENCE	OUTCOME
<b>and what is not?</b>	be open to modification to reflect sound judgement or justified objection. However, the strategy must meet the performance standards required by the major funding bodies (in this case principally the DfT via the Major Scheme Bid process). Individual elements which undermine the overall case for investment in the City of Worcester's transport infrastructure and services will be critically reviewed and are likely to be modified or discarded	
<b>How have you explained your objectives to all staff involved?</b>	No – only those immediately involved. Other staff members will be engaged as part of the consultation process	
<b>Do the staff have the necessary skills to carry out this consultation?</b>	Yes. Staff have the appropriate skills to carry out most of the elements of the Consultation Plan, however the appropriate time resource and 'buy in' will need to be established. Some technical support will be required from Halcrow and ITP.	
<b>Consider how you will set out your objectives to consultees</b>	<p>To ensure that objectives, opportunities and constraints are clear and expectations are managed, all consultation material will include:</p> <p>Clear statement of objectives – note high level plans</p> <p>Information on the issue that is being consulted about, any constraints and a clear explanation of choices /opportunities for influence</p> <p>How views will be taken account by whom and by when</p> <p>A contact point</p> <p>A data protection Statement</p> <p>Access statement</p> <p>The consultation timescales</p> <p>Date responses needed by</p> <p>How feedback will be provided</p> <p>Where to find further information</p> <p>Reference to the councils good practice principles</p> <p>Opportunities for people to evaluate our consultation, comment / complaint on process.</p>	



TASK	ACTION / EVIDENCE	OUTCOME
<b>STAGE 3 – DECIDING WHO TO CONSULT</b>		
<p><b>Who are the stakeholders? – Who needs to be involved in the consultation process?</b></p>	<p>Consultees include all those who have an interest in the development of a transport strategy and major Scheme Bid. This excludes</p> <p>The team of local authority professionals directly involved</p> <p>Halcrow/IPT/Ask for Research, who are the consultants charged with the task of preparing the technical work which will substantiate a case for investment in the transport infrastructure and services in Worcester and the associated MSB</p> <p>The consultees can be broken down into 5 key categories and are detailed below (although this list may be enhanced to include other organisations):</p> <ul style="list-style-type: none"> <li>• <i>Those who form a part of or managed by a three tier Local Authority (Group)</i></li> <li>• <i>Cabinet Member with responsibility</i></li> <li>• <i>WCC Cabinet</i></li> <li>• <i>WCC local members (Worcester and Hinterland)</i></li> <li>• <i>Local City Members</i></li> <li>• <i>WCC Internal Directorates and officers</i></li> <li>• <i>Relevant District Officers</i></li> <li>• <i>District Councils Members</i></li> <li>• <i>Neighbouring Authorities</i></li> <li>• <i>Parish Councils</i></li> <li>• <i>South Worcestershire Joint Core Partnership</i></li> <li>• <i>Joint Members and Officers Forum</i></li> <li>• <i>Accessibility Partnership</i></li> <li>• <i>Members of Parliament</i></li> </ul>	<p>Ensure that a good cross section of views are sought and achieved</p>

TASK	ACTION / EVIDENCE	OUTCOME
	<p>Those who are part of regional or national government (Group 2):</p> <ul style="list-style-type: none"> <li>• <i>Advantage West Midlands</i></li> <li>• <i>Department for Transport</i></li> <li>• <i>Highways Agency</i></li> <li>• <i>Environment Agency</i></li> <li>• <i>GOWM</i></li> <li>• <i>CPRE</i></li> <li>• <i>DCLG (ODPM)</i></li> <li>• <i>English Partnership</i></li> <li>• <i>Environmental Agency</i></li> </ul> <p>Those who provide transport infrastructure or operate it on behalf of others (Group 3)</p> <ul style="list-style-type: none"> <li>• Bus and coach operators</li> <li>• Train Operating Companies</li> <li>• Car Park Operators</li> <li>• Network Rail</li> <li>• Emergency Services</li> <li>• AA/RAC</li> <li>• Developers</li> </ul> <p>Those who are users or representatives of users of transport services (Group 4):</p> <ul style="list-style-type: none"> <li>• <i>Bus and Rail user groups (Bus users UK)</i></li> <li>• <i>Passenger Focus Freight Operators</i></li> <li>• <i>Local residents in the study area</i></li> <li>• <i>General public outside the study area</i></li> <li>• <i>Older People's Forum</i></li> <li>• <i>Disability Groups</i></li> <li>• <i>CALC</i></li> <li>• <i>Community First</i></li> <li>• <i>District local Strategic Partnerships</i></li> <li>• <i>Sustrans</i></li> <li>• <i>Cycle Groups</i></li> <li>• <i>Walking Groups</i></li> <li>• <i>Worcestershire NHS – Acute/PCT</i></li> </ul>	

TASK	ACTION / EVIDENCE	OUTCOME
<p><b>State your plans for reaching stakeholders that we traditionally find “hard to reach”.</b></p>	<ul style="list-style-type: none"> <li>• <i>Community Transport Organisations (PROVIDERS &amp; USERS)</i></li> <li>• <i>Transport Partnerships</i></li> </ul> <p>Those who are affected by transport provision and its use (Group 5):</p> <ul style="list-style-type: none"> <li>• <i>Worcester City Centre Partnership</i></li> <li>• <i>University College Worcester</i></li> <li>• <i>Local businesses</i></li> <li>• <i>Visit Worcester</i></li> <li>• <i>British Waterways</i></li> <li>• <i>Friends of the Earth</i></li> <li>• <i>English Heritage</i></li> <li>• <i>English nature</i></li> <li>• <i>Duckworth Worcestershire Trust</i></li> <li>• <i>Malvern Hills AONB</i></li> <li>• <i>Civic Society</i></li> <li>• <i>Chamber of Commerce</i></li> <li>• <i>Friends of the Earth</i></li> <li>• <i>Worcestershire Wildlife Trust</i></li> <li>• <i>National Trust</i></li> <li>• <i>Transport 2000</i></li> <li>• <i>Campaign for the Protection of Rural England</i></li> <li>• <i>The British Roads Federation</i></li> <li>• <i>The Freight Transport Association</i></li> <li>• <i>The Confederation of Passenger Transport</i></li> <li>• <i>The Cyclists' Touring Club</i></li> <li>• <i>Pedestrians' Association.</i></li> </ul> <p>Liaison with the Corporate Diversity Manager plus using any evidence gained from the questionnaires undertaken at the Community Road shows in Oct/Nov 08.</p>	
<p><b>Member Involvement</b></p>	<p>The Portfolio Holder must be involved from the start of the consultation process and sign off to the plan.</p> <p>The elected members also have an essential role to play in the process of developing the Worcester Transport Strategy. It is intended that the Members</p>	<p>Councillors community leadership role is recognised and met</p>

TASK	ACTION / EVIDENCE	OUTCOME
	<p>will be responsible for selecting the final package of measures proposed for the consultation process in Spring 2010. In order to facilitate this decision they will need extensive briefing in relation to the results of the technical work.</p> <p>Local county and district councillors - via a series of small, intimate meetings</p> <p>Ongoing participation will be sought through further presentations, existing meetings and regular updates (email, letter, newsletter and face to face)</p> <p>To ensure that their community leadership role is recognised and met the local members and cabinet member with responsibility will be invited to participate actively in the process for example, attending Stakeholder and public events.</p> <p>A more open approach can help counteract any cynicism. Involvement will be encouraged in a number of ways: Individual meetings Presentations Newsletter Website</p>	
<p><b>Consider now how you will deal with conflicting views from stakeholders / weight the views you receive</b></p>	<p>The views of the members will be given relevant weighting as they represent the residents within their area (including the hidden minorities or people who will not speak out). User Groups also represent many people and will be weighted accordingly. The Members will ultimately decide the final package of measures.</p>	
<p><b>Can you use existing groups and forums for your consultation?</b></p>	<p>Yes – all possibilities within the delivery timescales will be pursued to ensure that any planned meetings are utilised for any Stakeholder Groups.</p> <p>Note that there also two external consultation exercises that offer an opportunity for 'joined up' working: SWJCS local development exhibitions Worcester City Masterplan events Opportunities to 'piggy back' will be explored</p>	<p>Make best use of resources</p>

<b>TASK</b>	<b>ACTION / EVIDENCE</b>	<b>OUTCOME</b>
<b>STAGE 4 – WHEN TO CONSULT</b>		
<b>At what stage in the process should consultees become involved?</b>	Members: December 2009	
<b>Was this consultation identified in your Directorate Performance Plan?</b>	Yes	Clear business planning and programming
<b>When do the results of your consultation need to be available in order to inform a decision?</b>	12th March 2010	
<b>Are there any opportunities for joining up with other consultations during your time frame?</b>	No. This consultation process will be specific and cannot be linked to another exercise.	
<b>Resources Financial - Are the financial resources in place to successfully implement your chosen method?</b>	Budget Code TBC	
<b>Human. Do you have the people you need to deliver this consultation? (e.g. consultants, partner input, facilitators, people available to answer questions, register participants etc)</b>	TBC – subject to resource evaluation	
<b>Do you need to build in time to “pilot” your consultation?</b>	Two half -day seminars were conducted on 2nd and 7th May 2008 for key district officers and members. The seminars explored the issues facing Worcester and some ideas were presented on how these challenges could be addressed. This plan has been developed in light of this initial feedback and helped determine the development of the MSB to date.	
<b>How long before your exercise starts do you plan to publicise your consultation?</b>	2 weeks - week commencing 4th and 11th January 2010. The publicity will serve to inform local resident of the exhibition events and the consultation process. Poster notices will be placed in local shops/schools and places of community interest and website will be updated.	
<b>How long will you give consultees to respond to</b>	The consultation exercise will run for 13 full weeks From w/c 21st December 2009 to 12th March 2010.	

<b>TASK</b>	<b>ACTION / EVIDENCE</b>	<b>OUTCOME</b>
<b>your consultation? .</b>	<p>Members Consulted 17th December 2009.</p> <p>Key stakeholders will be consulted during December 2009 although this will continue throughout the process</p> <p>The final date for all responses will be 12th March 2010.</p>	
<b>Hard to reach groups?</b>	To ensure that the 'hard to reach' are heard and that WCC's statutory responsibility is met, advice will be taken from the County's Diversity Officer. The Officer will be able to quantify if the chosen methods are adequate and if there are any other activities, events or groups meeting in the local area that can be additionally included. The plan will also be desk top screened.	Statutory duties are met
<b>Does your consultation period coincide with any events that are likely to influence the outcome?</b>	Christmas – However, enough time has been built into the process to hopefully counteract this, so that it does not impact on the number of responses received.	
<b>STAGE FIVE – HOW TO CARRY OUT YOUR CONSULTATION</b>		
<b>Are you using external consultants?</b>	Yes (Halcrow/ITP/Ask for Research)	
<b>Participation area</b>	<p>The area of participation will be based upon the Department of Transport's Guidelines (DoT 1995) which recommend that the study area be "large enough to encompass the catchment area of the Primary settlement or group of linked settlements (often defined in terms of the journey to work area)".</p> <p>The geographical unit is suggested as Worcester City Council District area and will contain most regular users of the area, including those who do not live within the area itself. The travel to work area will also be considered using O &amp; D data to identify key employers.</p>	
<b>Hierarchical Approach:</b>	<p>Information provision will extend to a wide target audience (see participation area above).</p> <p>Information will cover:</p> <p>Setting the context for the Worcester Transport Strategy including local, regional and national policies  Explanation of the Worcester Transport Strategy  Explanation of the funding process for the MSB and clear outline of the preferred package of measures for Phase 1  The intention to proceed with the funding application for the strategy</p>	

TASK	ACTION / EVIDENCE	OUTCOME
<p><b>Methods Implemented</b></p>	<p>Media coverage: newspapers/radio/television (January 2010)</p> <p>Worcester is served by:</p> <p>Newspapers:  The Worcester Evening news  The Berrow's Worcester Journal  Worcester Standard</p> <p>Broadcast media:  BBC Hereford and Worcester  Wyvern FM  Touch FM  TV  ITV Central  BBC Midlands</p> <p>Whilst the Council generates many positive media stories, the negative stories have more impact and cover more column inches. As the Worcester Strategy and MSB have already received a large amount of coverage in advance of the consultation, it is recommended that a corporate Press Officer (Simon) be assigned to work with the team during the development of the strategy to develop a media plan. This could include:</p> <p>'Warm up' the press from November 2009 in terms of good news stories  Regular communication with the local press via a series of well constructed press releases  Invitation to press conference pre-cabinet  Communication with the Local Government and trade press more widely. Press releases to be issued at strategic times during the development of the strategy.  Press packs</p> <p>If well prepared this should enable a simple message to reach a wide audience and it is FREE  Also consider 'forthcoming events' section</p> <p>Posters will be printed to advertise webcast, website exhibitions and disseminated in council offices, in local libraries, parish notice boards, health centres, businesses, post offices, bus stops etc.</p> <p>Leaflets will be printed for portability and to give more information at the exhibitions etc(not to be circulated via letterbox)</p>	

TASK	ACTION / EVIDENCE	OUTCOME
	<p>FAQ sheets for specific topics such as Environmental Research, Policy, Funding process etc.</p> <p>Information sheets/newsletter produced as a series to report on current progress.</p> <p>Website &amp; Web Forum – to inform on strategy, report on current progress, invite survey responses and provoke discussion</p> <p>Web and Pod cast – to assist in promoting the WTS in a transparent and open manner</p> <p>Telephone hotline:</p> <p>Propose to make use of the Worcestershire Hub as it provides the following advantages:  having a hotline service provided free of charge  using the training process to inform the staff at the Hub of the relevant initiative  using an existing number that is known within the city  Using a trusted information source (i.e.: residents already call the Hub for many of their local services).  Time should be built in to the plan to allow for training, briefing and testing.</p> <p>Questionnaires (January 2010 )  Simple survey distributed to:  householders  users  Businesses etc.  Exhibitions</p> <p>Also available on line</p> <p>Methods via:  Direct postal - Citizens Panel and associated a specific random sample  Distribution - Free papers Worcestershire residents (distribution 215,000)</p> <p>Presentations (from December 2009)  A presentation schedule will be prepared for key stakeholders to attend, 'piggy backed' on existing meetings where possible. This will allow for greater depth of discussion for existing interest groups.  Local WCC Members briefing – 8th December 2009  Press Briefing – pre Cabinet – 9th December 2009  Staff 8/9th December  Cabinet – 17th December  Statutory Stakeholders (BIG FOUR: EA/HA/NE/EH)  District Member briefing (x 3 Worcester, Wychavon, Malvern 12th Jan)</p>	



TASK	ACTION / EVIDENCE	OUTCOME
	<p>District Officer briefing – Jan 5th</p> <p>Stakeholder presentations planned for:</p> <p>Highways Forums</p> <p>JAP – 8th Jan</p> <p>Freight Partnership</p> <p>Accessibility Partnership (14th Jan)</p> <p>Safer Roads Partnership (7th Jan)</p> <p>Cycle Forum (15th Jan)</p> <p>JMOF</p> <p>Worcester Alliance</p> <p>Focus groups (w/c 1st Feb and 8th Feb 2010))</p> <p>A series of small focus groups will be independently delivered to gauge attitudes and perceptions to the measures proposed :</p> <p>Focus Groups (x8)</p> <p>Bus Operators</p> <p>Bus/train user groups</p> <p>Walking/cycling user groups</p> <p>Disability Groups</p> <p>Commuters outside Worcester City travelling into Worcester</p> <p>Commuters outside Worcester Travelling external to external (key flows)</p> <p>Commuters within Worcester City</p> <p>Visitors to Worcester City (mix)</p> <p>Written Letter to key Stakeholders (January 2009)</p> <p>Service Providers and other key stakeholders must be involved in the earlier stages of the study as they either have statutory responsibilities (e.g. EA/emergency services) or are key to ensuring the success of a strategy and, importantly, to underpin the bid submission for the MSB</p> <p>Failure to involve local service providers could deprive the process of valuable insight and undermine the MSB and achievement of parts of the overall strategy.</p> <p>These organisations should also be invited to submit written comments consisting of a checklist of issues and inviting an open response. The Phase 1 package must be outlined separately so that key stakeholders can easily indicate their support or target their comments accordingly.</p> <p>The letters MUST be followed up with personal contact to ensure that they feed into the consultation process and accompanied, where appropriate by specific meetings.</p> <p>Road shows/Exhibitions (Jan/Feb 2010)</p>	

TASK	ACTION / EVIDENCE	OUTCOME
	<p>As it is difficult to get members of the public along to bespoke events, a programme of road shows will be set up making use of existing potential:</p> <p>Public Exhibitions (To be confirmed)– via 'kitted out' exhibition vehicle:            Tesco's St Peters x 2            Tesco's Warndon x 2            Claines Village            Sainsbury's St John's x1            City Centre x 2            Morrison's Malvern x2            SWJCS joint with Districts for Lower Broadheath, Hallow and Kempsey</p> <p>Unmanned exhibitions at County Hall, local libraries, Community Contact Centres and Worcester Guildhall – 6 weeks from 18th January 2010.</p> <p>Business and social impact studies            Propose to work with the ITP in the development of the semi-structured interviews for business and focus group schedules for the social groups to ensure adequate linkage (January 2010).</p> <p>Internal Comms (SID, Directors Bulletin, Our Space etc.)</p>	
<b>Survey/Questionnaire</b>	Contact with Research and Intelligence – book in time to discuss and formulate	Improve quality of Consultation
<b>Community Events</b>	Complete checklist for event management	Improve quality of Consultation
<b>Set out (in an accessible way) the main information</b>	<p>Reference Leaflet and poster copy            Clear statement of objectives including clearly outlining the differences between The Worcester Transport Strategy and the MSB            Information on the issue that is being consulted about, any constraints and a clear explanation of choices /opportunities for influence            How views will be taken account by whom and by when            A contact point            A data protection Statement            The consultation timescales            Date responses needed by (if applicable)            How feedback will be provided            Where to find further information            Reference to the councils good practice principles            Opportunities for people to evaluate our consultation, comment / complaint on process</p>	Quality of the consultation is improved

<b>TASK</b>	<b>ACTION / EVIDENCE</b>	<b>OUTCOME</b>
<b>Data Protection Act statement on the consultation material</b>	Yes – see above	Statutory requirements are met
<b>Do you need to translate your material to accessible formats?</b>		Statutory duties are met
<b>Feedback</b>	<p>Feedback will be provided via letter or electronic newsletter (web) and a report of the consultation process and findings.</p> <p>All respondents will be entered on an e -date-base for future updates (newsletters) as the project progresses to include other corridors.</p>	
<b>STAGE 6 – ANALYSING THE RESULTS</b>		
<b>How will you analyse the data that you collect?</b>	<p>Quantitative questionnaires will be coded internally and possibly outsourced for imputing. The information from that process will be analysed internally.</p> <p>Qualitative results will be evaluated by matrix according to comment where possible and via minutes of meetings etc. and written responses.</p>	Results are fully considered
<b>SEND THIS PLAN TO YOUR MANAGER / CONSULTATION COMMISSIONER FOR APPROVAL – ONCE APPROVED SEND THE DETAILS OF THIS CONSULTATION TO THE PUBLIC SITE OF THE ASK ME CONSULTATION PLANNER AND FINDER</b>		

Prepared by:

Date:

Entered as a planned consultation on to the Ask Me! – Consultation Planner and Finder on:

Sent to Manager (Project Manager)

Returned to me on (Date)

#### **TO BE COMPLETED BY MANAGER / CONSULTATION COMMISSIONER**

Manager/ Consultation Commissioner to state here any actions identified to be completed before the consultation is signed off:

In particular consider if:

- You agree the plan as set out, and you are comfortable that the relevant issues have been considered
- Sufficient budget / resources are available
- That the spend / level of activity on this consultation is proportionate to the issue being consulted about
- Duties under Equalities and Data Protection Legislation have been met
- Staff has sufficient training / expertise to carry out the consultation

Note any actions to be completed before consultation is signed off here:

PLAN SIGNED OFF BY MANAGER / CONSULTATION COMMISSIONER (Name)

(Date):

**PART TWO – AFTER THE CONSULTATION HAS BEEN CARRIED OUT**

<b>TASK / ACTION</b>	<b>EVIDENCE</b>	<b>OUTCOME</b>
<b>STAGE 6 – ANALYSING THE RESULTS</b>		
<p><b>Did you meet your targets for responses from different stakeholders?</b></p>		<p>You can evidence that your consultation reached the target audience</p>
<p><b>Have you analysed your findings with an open mind?</b>  <b>This will allow evaluation of the responses before coming to a final decision.</b>  <b>Remember if responses are analysed with an insufficiently open mind (e.g. to validate a previously held view) the process will be open to legal challenge.</b>  <a href="#">Guidance 5.3- Legal Issues</a></p>		<p>Results are fully considered</p>
<p><b>What are your key messages?</b>  <b>How will the findings be used?</b></p> <p><a href="#">Checklist 6.A – Identifying Key Messages</a></p>		<p>Consultation has an outcome – thus building public confidence and credibility</p>
<p><b>What are your key actions and priorities?</b></p> <p><a href="#">Checklist 6.B – Identifying Priorities and Actions</a></p>		
<p><b>Have you made your results anonymous to comply with Data Protection Act</b></p> <p><a href="#">Guidance 5.1- Data Protection Act</a></p>		<p>Statutory requirements are met</p>
<p><b>Have you prepared the necessary : reports, summaries, action plans, Recommendations etc.</b></p>		<p>The results of consultation can be fully considered together with other considerations in decision making</p>

TASK / ACTION	EVIDENCE	OUTCOME
YOUR MANAGER/CONSULTATION COMMISSIONER NOW NEEDS TO SEE THE RESULTS OF YOUR CONSULTATION FINDINGS SO YOU CAN JOINTLY AGREE NEXT STEPS– BEFORE YOU SEND THE FINDINGS TO THEM PLEASE COMPLETE THIS FORM TO THE END OF SECTION TWO SO THEY CAN SEE AND SIGN OFF YOUR PLANS FOR PROVIDING FEEDBACK AND EVALUATION		
<b>Who else needs to see a report of your findings and proposed actions</b> e.g.: <b>Management Team</b> <b>COMB</b> <b>Local Councillor</b> <b>Cabinet</b> <b>Council</b>		The results of consultation can be fully considered together with other considerations in decision making
<b>Once your results have been seen by the necessary people please log your findings on to <a href="#">Ask Me! – Consultation Planner and Finder</a></b>	Date results were entered on to Ask Me!	Consultation has an outcome – thus building public confidence and credibility
<b>STAGE 7 – PROVIDING FEEDBACK</b>		
<b>How will you provide feedback to participants and key stakeholders?</b>		Consultation has an outcome – thus building public confidence and credibility
<b>Who else within the Council / partner agencies will need to know your results and subsequent actions?</b>		The results of consultation can be fully considered together with other considerations in decision making
<b>What feedback will you provide them with?</b> <b>The levels of information you should consider providing include:</b> <b>What methodology was used and how it worked</b> <b>Headline findings or an executive summary</b> <b>Full results</b> <b>Invitation for feedback/suggestions</b> <b>An action plan</b>		Consultation has an outcome – thus building public confidence and credibility
<b>Log your outcomes on to <a href="#">Ask Me! – Consultation Planner and Finder</a></b>		Consultation has an outcome – thus building public confidence and credibility
<b>STAGE 8 – EVALUATING YOUR CONSULTATION</b>		
<b>Who will evaluate this consultation?</b> <b><a href="#">Stage 8 – Checklist 8.B – Basic Evaluation -</a></b>		Quality can be improved next time

TASK / ACTION	EVIDENCE	OUTCOME
<a href="#">Questions to ask yourself every time</a>		
<b>Does this consultation need to be independently evaluated – if so contact Research and Intelligence on 01905 766715</b>		Quality can be improved next time

Prepared by:

Date:

Sent to Manager/ Consultation Commissioner on:

Signed off by Manager / Consultation Commissioner (Name)

(Date):

RETURN THIS FORM TO THE PERSON WHO PRODUCED THE PROJECT PLAN

Results entered on to Ask Me! Consultation Planner and Finder Public Site on (Date)

Outcomes / Decisions were entered on to Ask Me! Consultation Planner and Finder Public Site on (Date)

**PART 3 – LESSONS FOR THE FUTURE**

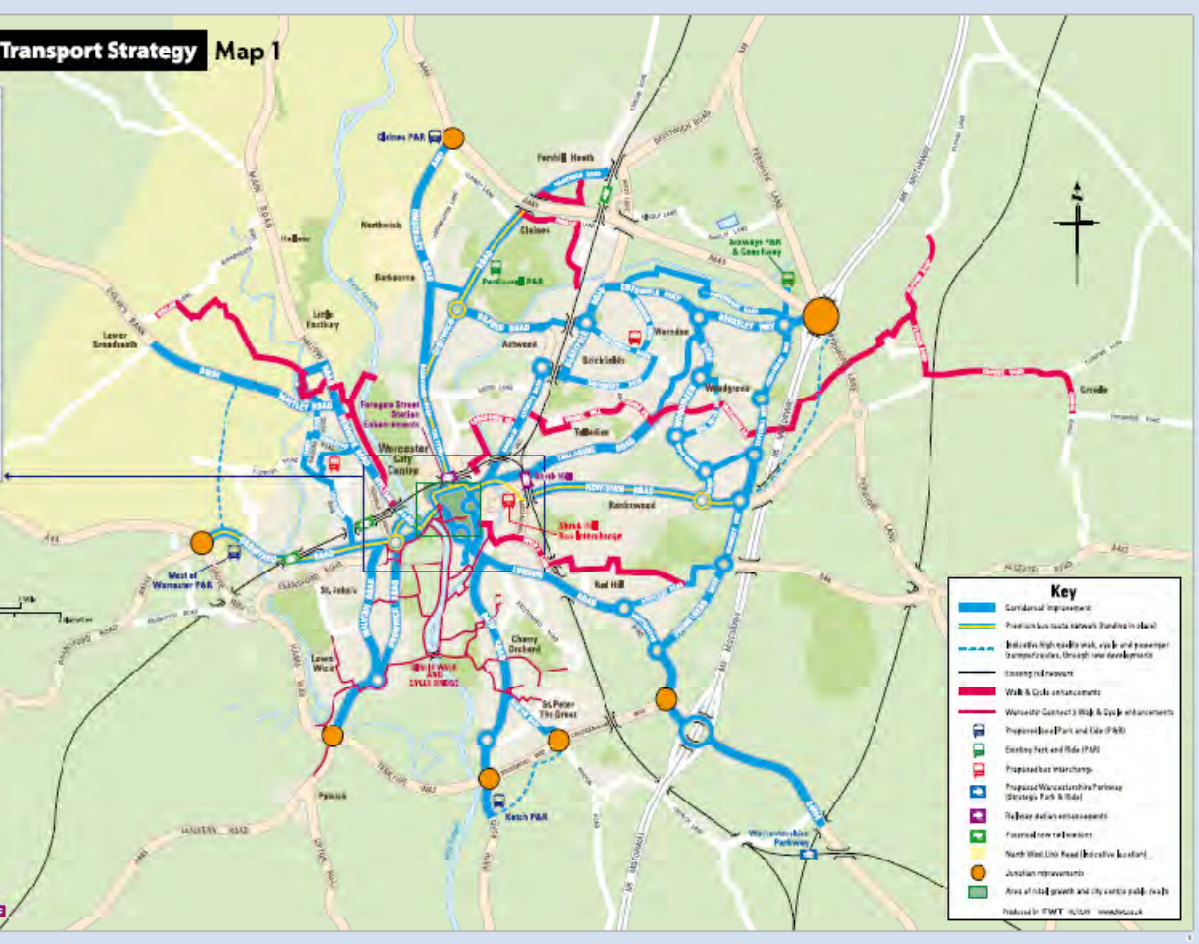
<b>Part 3 - LESSONS FOR THE FUTURE</b>		
What have been the main lessons learnt to inform your practice next time?		<ul style="list-style-type: none"><li>• Good practice / lessons learned can be shared</li></ul>
Can you add any learning to the SID Good Practice site? If so please contact:		<ul style="list-style-type: none"><li>• Good practice / lessons learned can be shared</li></ul>

**PLEASE RETAIN THIS FORM FOR AUDIT PURPOSES**





# Worcester Transport Strategy Map 1



SCALE  
0 100 200 Metres

Malvern Link Station Enhancements

Table 1 The full Worcester Transport Strategy

Measure	Description	Proposals	Delivery
Strategic (Longer Distance) Highway Improvements	Increasing existing road capacity at critical junctions to improve the flow of traffic	<ul style="list-style-type: none"> <li>Capacity improvements to Southern Link Road at A4440/A38 Junction</li> <li>Capacity improvements Southern Link Road at A4440/Norton Road Junction</li> </ul>	2012-2013 2014-2015
	New road building to better accommodate longer (strategic) journeys	<ul style="list-style-type: none"> <li>Further junction improvements to improve the flow of traffic and safety for users</li> <li>Construction of a new North-West Link Road to divert strategic and some medium distance trips away from Worcester City Centre. The bypass will allow traffic to flow more freely around the city</li> </ul>	2012-2013
Local Highway Improvements	To enable all traffic to flow more smoothly on key routes into/out of the city centre	<ul style="list-style-type: none"> <li>Junction improvements along key radial and orbital routes in the city</li> <li>Changes to on-street parking where justified</li> </ul>	2012-2013
Rail Station Enhancements	To improve the quality of rail facilities and access to existing local stations. This will enable rail services to offer a more realistic alternative to car use	<ul style="list-style-type: none"> <li>Significant enhancement of Worcester Foregate Street Rail Station and efforts to fulfil its potential as the City of Worcester's premier railway station and line interchange. This will encourage increased rail use and greater travel choice</li> <li>Major improvements to Malvern Link Rail Station. This will encourage greater use of rail for commuting to Worcester and further afield. The scheme will involve an improved and enlarged Park &amp; Ride facility and an additional lengthened platform (to be bound) to accommodate long distance rail services to and from London Paddington</li> <li>Worcester Shrub Hill Rail Station will be extensively redeveloped to provide a transport hub with enhanced facilities including increased car parking and a better bus/rail interchange) to develop the station as a commuter rail interchange</li> </ul>	2012-2013
	Increase in opportunities to access Worcester City Centre by rail	<ul style="list-style-type: none"> <li>To examine the feasibility and business case of providing additional new local rail halts and the provision of enhanced local rail services</li> </ul>	2012-2013
Enhance use of the City Centre including Transport Infrastructure and Services	Investment in the City Centre environment to strengthen the local economy, make the city a better place to live, work, visit and invest in and reduce air quality problems	<p><b>Public Realm Enhancements to the City Centre including</b></p> <ul style="list-style-type: none"> <li>Better pedestrian and cycling facilities</li> <li>Improved access to the City Centre</li> <li>Wider footways; new paving, tree planting, enhanced lighting and seating facilities</li> <li>Better access for buses</li> <li>Improved passenger transport infrastructure</li> <li>Reduction of street clutter</li> </ul> <p>Proposed locations include:</p> <ul style="list-style-type: none"> <li>New Road, Hydon Road, Bridge Street, North Parade, Broad Street, Lower/Upper Deanway, Copenhagen Street, Cathedral Square, College Street, City Walk Road and Lower Moor</li> </ul> <p>Proposed future areas for public realm enhancements:</p> <ul style="list-style-type: none"> <li>St John's, Sidbury, Shrub Hill Area, Foregate Street, Castle Street, Sansons Walk, St Oswald's Road, Grandstand Road, Bridge Street, Hydon Road</li> </ul>	2012-2013 2012-2013 2012-2013

Improve infrastructure for Walking and Cycling	Walking and cycling are the most environmentally friendly ways of travelling and also improve individual health.	<ul style="list-style-type: none"> <li>New walking and cycling routes from the outskirts of Worcester into and through the City Centre. These enhancements will allow walkers and cyclists to travel quickly and safely through the city and will integrate with existing national and local walking, cycle and passenger transport networks: <ul style="list-style-type: none"> <li>Courney Hill to City Centre</li> <li>Tibbington Village to Barbourne via Wansdon</li> <li>Lower Broadheath to City Centre</li> </ul> </li> <li>Secure cycle parking will be provided across the city and particularly in the City Centre, as it is recognised that this is vital to improve the attractiveness of cycling in Worcester.</li> <li>Whenever possible, provision will be made for cyclists to benefit from bus priority measures</li> <li>Future walking and cycling routes include: <ul style="list-style-type: none"> <li>Fernhill Heath to Bilford Road</li> </ul> </li> </ul>	2012-2013
Key Corridor Improvements to enhance local bus services	Our ambition is to improve radial corridors to help achieve a local bus network that offers a more realistic alternative to the car for journeys to/from and within the City of Worcester	<ul style="list-style-type: none"> <li>Improvements to key corridors within Worcester to help deliver a better local transport network for all modes with: <ul style="list-style-type: none"> <li>A 'real time' information system providing accurate and accessible information</li> <li>Improvements to street quality including pavements, street furniture and signage</li> <li>High quality, well located bus stops and interchanges</li> <li>Reliable and high frequency bus services with integrated ticketing systems and high quality and accessible vehicles</li> <li>Bus and cycle priority measures to make services faster and more reliable</li> <li>Changes to on-street parking where justified</li> </ul> </li> </ul>	2012-2013
Park & Ride	To provide people with an alternative to driving all the way into the City Centre, releasing capacity for short stay demand and reducing peak period traffic	<p>Additional Park &amp; Ride sites these sites will complement the two existing sites to the north of the City at Fernhill and Sinsway</p> <ul style="list-style-type: none"> <li>Park &amp; Ride sites: <ul style="list-style-type: none"> <li>The Marsh</li> <li>West of Worcester</li> </ul> </li> <li>Improved infrastructure at the rail based Park &amp; Ride site at Malvern Link Station</li> </ul> <p>Proposed future additional Park &amp; Ride sites:</p> <ul style="list-style-type: none"> <li>Clains</li> </ul>	2012-2013 2012-2013
Improve the use of public realm to make walking, cycling and passenger transport	The 'Choose How You Move' project has shown how, by supplying information to residents on different ways of travelling, they can reduce their car use	<p>The introduction of awareness that build on the success of the recent Choose How You Move project to promote awareness and use of sustainable travel. For example:</p> <ul style="list-style-type: none"> <li>Household based personal travel planning</li> <li>Intensive workplace travel plan grant support</li> <li>School travel plan infrastructure and behavioural change campaigns</li> <li>New housing development travel</li> <li>Continuation of the car share database</li> <li>Passenger transport information</li> </ul>	2012-2013
In intelligent transport systems to improve efficiency and choice	Intelligent technology can be used to encourage sustainable travel choice in Worcester. This will help towards free flowing traffic, better use of infrastructure, quicker and more reliable journeys and will build confidence in the capability of the network.	<ul style="list-style-type: none"> <li>To examine the feasibility of providing: <ul style="list-style-type: none"> <li>Variable Message Signs on the main roads into Worcester to direct drivers away from congested areas</li> <li>Car park congestion systems</li> <li>Real Time Passenger Information at key bus stops on all local bus routes</li> <li>Smart Ticketing - similar to the Oyster Card in London</li> </ul> </li> <li>Improved traffic monitoring systems will control the flow of traffic and inform users of any network 'shocks' such as flash flooding, accidents and road closures.</li> </ul>	2012-2013

### Phase 1 Worcester Transport Strategy - Major Scheme Bid

Worcestershire County Council aims to deliver the Worcester Transport Strategy through a phased approach. This will help to ensure that the potential of the existing transport network is fully achieved across all modes of transport whilst causing minimal disruption to the daily lives of residents and visitors. In addition, funding arrangements for transport are dependent upon the position of the United Kingdom's economy, so in times of recession, available funding is reduced. This means that the Government requires the Worcester Transport Strategy to be brought forward in stages.

An opportunity currently exists to secure funding of £46 million prioritised for Worcester by the West Midlands region by submitting a Major Scheme Bid to the Department for Transport during early 2010. A wide range of potential transport schemes have been developed from the full Worcester Transport Strategy and appraised into a balanced package which will form Phase 1 of the Worcester Transport Strategy. These measures will form the foundations for further phases of the strategy. If successful, this funding bid will deliver Phase 1 of the Worcester Transport Strategy between 2011 and 2016.

The proposed Phase 1 Major Scheme Bid package of measures includes:

- Strategic Highways Improvements:** To enable these to better fulfil their strategic/regional roles for longer distance journeys and support the Central Technology Belt and the local economy
- Local Highways Improvements:** To enable all traffic to flow more smoothly on key routes into/out of the city centre.

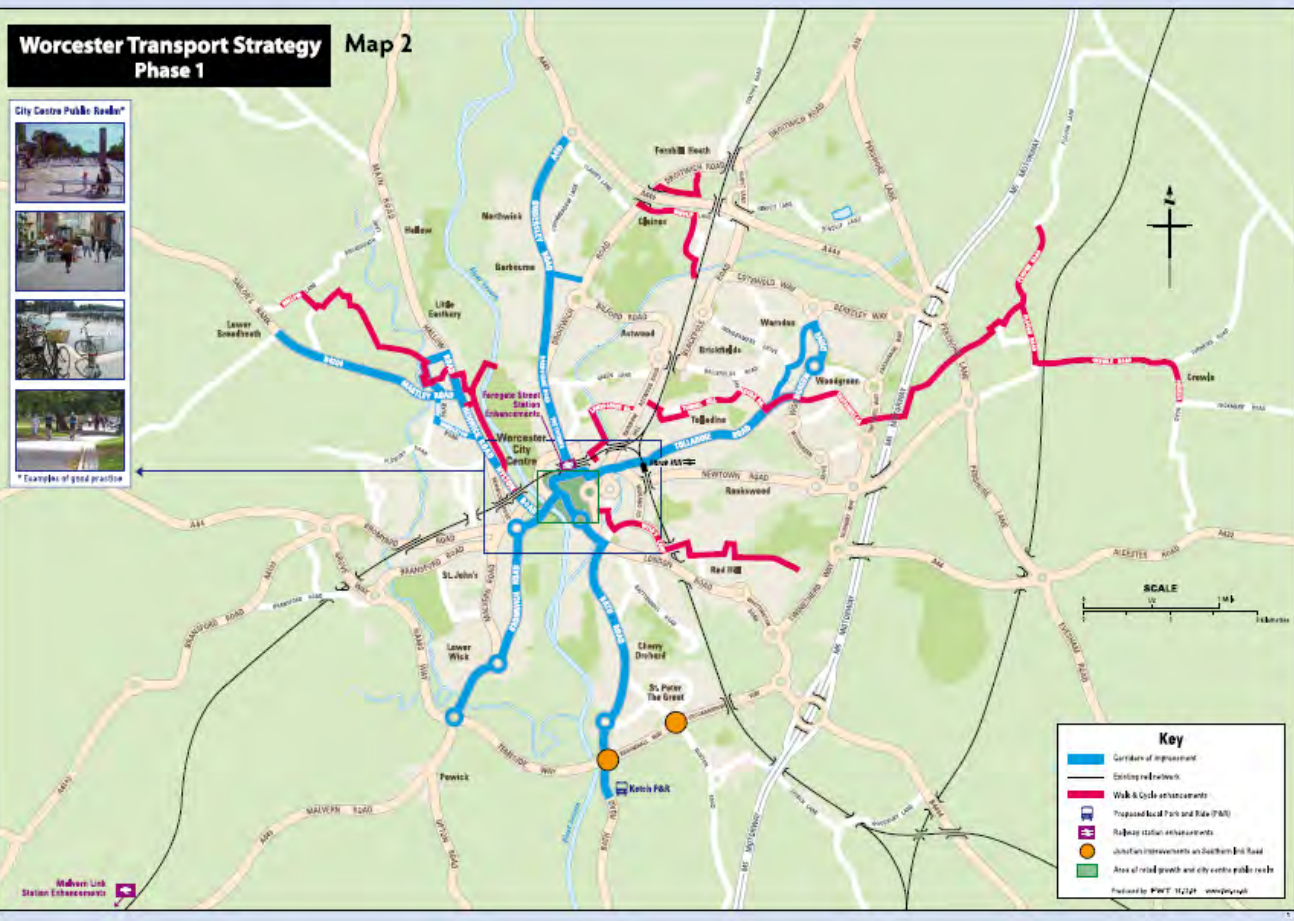
- Rail Station Enhancements:** To enable rail services to offer a more realistic alternative to the car
- City Centre Measures:** Investment in the public realm in the City Centre
- Improve infrastructure for walking and cycling:** to encourage more local trips by these modes through measures along key routes
- Key Corridor Improvements:** To enhance transport infrastructure for local passenger transport, cyclists, pedestrians and general traffic and enhance the quality of local bus services
- New Park & Ride sites:** Located to intercept traffic before it reaches congested sections of the city network and linked with the improved bus and rail network
- Improve the perception of sustainable travel modes (walking, cycling and passenger transport):** To encourage greater use and building on our successful 'Choose How You Move' campaign strategy
- Introduce Intelligent Transport Systems Measures and Information Systems:** Measures to improve knowledge and efficient use of the transport network. The measures will include real time information for passengers at bus stops and variable message signing to inform road users of current traffic and parking conditions and to guide traffic to the most appropriate car parks in terms of available space.

Further details about Phase 1 of the Worcester Transport Strategy are shown on Table 2 and Map 2 in this leaflet.

Table 2 - The measures contained within 'Phase 1' of the Worcester Transport Strategy

Measure	Description	Proposals	Delivery
Strategic Highways Improvements	Increasing existing road capacity at critical junctions to improve the flow of traffic	<ul style="list-style-type: none"> <li>Capacity improvements to Southern Link Road at A44/A38 Junction</li> <li>Capacity improvements Southern Link Road at A444 (Norton Road) Junction</li> </ul>	9 M10 - 2012
Local Highways Improvements	To enable all traffic to flow more smoothly on key routes into/out of the city centre	<ul style="list-style-type: none"> <li>Junction improvements along key radial and orbital routes in the city</li> <li>Changes to on-street parking where justified</li> </ul>	9 M10 - 2012
Rail Station Enhancements	To improve the quality of rail facilities and access to existing local stations. This will enable rail services to offer more realistic alternative to car use.	<ul style="list-style-type: none"> <li>Significant enhancement of Worcester Foregate Street Rail Station and environs to fulfil its potential as the City of Worcester's premier railway station and interchange. This will encourage increased rail use and greater travel choice.</li> <li>Major improvements to Makers Link Rail Station. This will encourage greater use of rail for commuting to Worcester and further afield. The scheme will involve an improved and enlarged Park &amp; Ride facility and an additional lengthened platform (westbound) to accommodate long distance rail services to and from London Huddington.</li> <li>Worcester St Albans Hill Rail Station will be extensively redeveloped to provide a transport hub with enhanced facilities (including increased car parking and a better bus/rail interchange) to develop the station as a commuter rail interchange.</li> </ul>	9 M10 - 2012
	Increasing opportunities to access Worcester City Centre by rail	<ul style="list-style-type: none"> <li>To examine the feasibility and business case of providing additional new local rail halts and the provision of enhanced local rail services</li> </ul>	9 M10 - 2012

Measure	Description	Proposals	Delivery
Enhancement of the City Centre, including Transport Infrastructure and Services	Investment in the City Centre environment to strengthen the local economy, make the city a better place to live, work, visit and invest in and reduce air quality problems	<ul style="list-style-type: none"> <li>Public Realm Enhancements to the City Centre including:                             <ul style="list-style-type: none"> <li>Better pedestrian and cycling facilities</li> <li>Improved access to the City Centre</li> <li>Wider Footways, new paving, tree planting, enhanced lighting and seating facilities</li> <li>Better access for buses</li> <li>Improved passenger transport infrastructure</li> <li>Reduction of street clutter</li> </ul> </li> <li>Proposed locations include:                             <ul style="list-style-type: none"> <li>New Road, Hylton Road, Bridge Street, North Parade, Broad Street, Lower/Upper Deanway, Copenhagen Street, Cathedral Square, College Street, City Walk, Road and Lower Moor</li> </ul> </li> </ul>	9 M10 - 2012
Improve infrastructure for walking and cycling	Walking and cycling are the most environmentally friendly ways of travelling and also improve individual health.	<ul style="list-style-type: none"> <li>New walking and cycling routes from the outskirts of Worcester into and through the City Centre. These enhancements will allow walkers and cyclists to travel quickly and safely through the city and will integrate with existing national and local walking, cycle and passenger transport networks:                             <ul style="list-style-type: none"> <li>County Hall to City Centre</li> <li>Tibberton Village to City Centre via Warndon</li> <li>Lower Broadheath to City Centre</li> </ul> </li> <li>Secure cycle parking will be provided across the city, and particularly in the City Centre, as it is recognised that this is vital to improve the attractiveness of cycling in Worcester.</li> <li>Whenever possible, provision will be made for cyclists to benefit from bus priority measures</li> </ul>	9 M10 - 2012
Key Corridor Improvements to enhance local bus services	To improve radial corridors to help achieve a local bus network that offers a more realistic alternative to the car for journeys to/from and within the City of Worcester	<ul style="list-style-type: none"> <li>Improvements to key transport corridors within Worcester to help deliver a better local transport network for all modes with:                             <ul style="list-style-type: none"> <li>A 'real time' information system providing accurate and accessible information</li> <li>Improvement to street quality including pavements, street furniture and signage</li> <li>High quality well located bus stops and interchanges</li> <li>Reliable and high frequency bus services with integrated ticketing systems and high quality and accessible vehicles</li> <li>Bus and cycle priority measures to make services faster and more reliable</li> <li>Changes to on-street parking where justified</li> </ul> </li> </ul>	9 M10 - 2012
Park & Ride	To provide people with an alternative to driving all the way into the City Centre, releasing capacity for short stay demand and reducing peak period traffic	<ul style="list-style-type: none"> <li>Additional Park &amp; Ride sites. These sites will complement the two existing sites to the north of the City at Redwell and Skways:                             <ul style="list-style-type: none"> <li>Park &amp; Ride sites:                                     <ul style="list-style-type: none"> <li>The Keach</li> <li>West of Worcester</li> </ul> </li> <li>Rail Based Park &amp; Ride Site at Malvern Link Station</li> </ul> </li> </ul>	9 M10 - 2012
Improve the use and perception of walking, cycling and passenger transport	The 'Choose How You Move' project has shown how by supplying information to residents on different ways of travelling, they can reduce their car use	<ul style="list-style-type: none"> <li>The introduction of measures that build on the success of the recent Choose How You Move project to promote awareness and use of sustainable travel. For example:                             <ul style="list-style-type: none"> <li>Household based personal travel planning</li> <li>Intensive workplace travel plan programme support</li> <li>School travel plan infrastructure and behavioural change campaigns</li> <li>New housing development travel</li> <li>Continuation of the car share database</li> <li>Passenger transport information</li> </ul> </li> </ul>	9 M10 - 2012
Intelligent Transport Systems to improve travel choice	Intelligent technology can be used to encourage sustainable travel choice in Worcester	<ul style="list-style-type: none"> <li>To examine the feasibility of providing:                             <ul style="list-style-type: none"> <li>Variable Message Signs</li> <li>Car Park Demand Management Systems</li> <li>Rail Time Passenger Information at key bus stops on all main bus routes</li> <li>Severford Ticketing</li> <li>Urban Traffic Management and Control (UTMC) systems</li> </ul> </li> </ul>	9 M10 - 2012





## Appendix C - Schedule of Meetings & Exhibitions

December	Date	Event	Time	Location
	1			
	2			
	3			
	4			
	5			
Sat	6			
Sun	7			
	8			
	9			
	10	English Heritage	9am	E101
	11	Internal Finance Briefing	10am	E101
	11			
Sat	12			
Sun	13			
	14			
	15	Member Briefing	2.30 - 4.30pm	Conservative room
	16			
	17	Cabinet		Council Chamber
	17	Press Conference	noon	H105
	18	Staff briefing	9 - 10.30am	Lakeview Room
	18	First Bus briefing	11.30 - 1pm	H105
	18	Environment Agency	3:00 PM	H105
Sat	19			
Sun	20			
	21			
	22			
	23			
	24			
Christmas	25			
Sat	26			
Sun	27			
Bank Holiday	28			
	29			
	30			
New Year's Eve	31			

January	Date	Event	Time	Location
New Year	1			
Sat	2			
Sun	3			
	4	Driver reconnaissance for public exhibition sites	10- 3pm	Various
	5	District Officers meeting	10 - noon	Council Chamber
	6	West Mercia Police	12 - 1pm	County Council
	6	Worcester City Cabinet	7pm	Guildhall
	7	Safer Rd Partnership	10 - noon	Malvern Gate
	7	Wychavon Members briefing	6pm	Pershore Civic Centre
	8	Webcast Testing	10am - 3pm	Council Chamber
	8	JAP	2pm	
	8	WTS briefing for Natural England	noon - 1.30pm	H105
Sat	9			
Sun	10			
	11			
	12	Malvern full Council	7pm	
	12	Team briefing for Exhibitions	3:30-5:00	Redditch Room
	13	Wychavon Highways Forum	5.15pm	District Council
	14	Access Partnership	10-11.30am	J106
	14	Wychavon Members briefing	6pm	Pershore Civic Centre
	15	SW Cycle Forum	10am	County Hall
	15	Social Impacts/Business focus groups	2:30-4:30	Halcrow/ITP/AFR
Sat	16			
Sun	17			
	18	Kempsey	10.30 - 18.30	Parish Hall, WR5 3JF
	19	Exhibition	10am - 3pm	St Peters Tesco
	19	Worcester Alliance Mgt Group	10am - noon	YMCA, St Johns
	20	Exhibition	10am - 3pm	Warndon Tesco
	20	Rail User Group Alliance Focus Group	4pm	Bromsgrove Room
	20	Worcester Alliance 1/4 meeting	6 - 8.30pm	Warndon Community Centre
	20	Webcam public meeting	5-9pm	Council Chamber
	21	Exhibition	10am - 3pm	City Centre
	21	Malvern Highways Forum	2pm	County Hall
	22	Exhibition	10am - 3pm	Morrison's Malvern
Sat	23	Focus Groups (Commuters/Walkers)	9:30 11:15, 1:30	Diglis Hotel
Sun	24			
	25	Passenger Focus Group	11.30am - 1pm	Droitwich Room
	26	Exhibition	10 am - 3pm	Warndon Tesco
	26	Malvern full Council	7pm	Postponed from 12th Jan
	27	Exhibition	10 am - 3pm	St Peters Tesco
	27	Advance West Midlands	2-4pm	Birmingham
	28	Worcester City Cabinet	7pm	Guildhall
	28	Exhibition	10 am - 3pm	Sainsbury St Johns
	29	Exhibition	10 am - 3pm	City Centre
Sat	30			

February	Date	Event	Time	Location
Sun	31			
	1	Network Rail property	1.30pm	Droitwich Room
	2			
	3	Exhibition	10 - 7pm	Hallow Parish Hall
	4	Worcester City Planning	PM	Guildhall
	5	Exhibition	1-7pm	Claines BL Club
Sat	6			
Sun	7			
	11	Safer Rd Partnership	10 - noon	Malvern Gate
Sat	13			
Sun	14			
	15	Freight Focus Group LTP3	2pm	Kidderminster Room
	18	First Group - Steve Zanker	2.30pm	H1-03 County Hall
Sat	20			
Sun	21			
	22			
	23	Worcester Highways Forum	7pm	Guildhall
	23	Worcester City Full Council	7pm	Guildhall
	23	Bus Operators Forum	10 - noon	Council Chambers
	24			
	25	Motorcycling Forum	9:30 - 11:00	Kidderminster Room
	26			
Sat	27			
Sun	28			
March	Date	Event	Time	Location
	4	Master plan event		
	5	Master plan event		
Sat	6			
Sun	7			
	10	Exhibition	3 - 7pm	Lower Broadheath
	11			
	12			

Key

PB = Peter Blake  
 AB = Andy Baker  
 SH = Stephen Harrison  
 MJ = Michele Jones  
 DB= David Balme  
 SW= Simon Whitehead  
 ML=Mark Leyland

MR= Martin Rowe  
 KE=Kate Emerson  
 PBl=Peter Blackley  
 SE=Sarah Evans  
 KW=Keith Willets  
 CH=Chris Holloway

## Appendix D - Members' Invitation

Our ref: MCJ/WTSMSB

Dear Councillor

### Invitation to Local Member Briefing on the Draft Worcester Transport Strategy and Major Scheme Bid

The emerging Worcester Transport Strategy is being specifically developed to deliver a balanced and sustainable approach to infrastructure planning, including integration between transport and land use planning. It aims to support the delivery of the vision for the City of Worcester (as articulated in, for example, the second Local Transport Plan and the Community Strategy for Worcester) and to deal with existing and forecast future transport related problems.

A key aim of the strategy is to support the achievement of a prosperous, resilient economy for the City of Worcester such that it is capable of competing with rival locations. The County Council and its partners are acting now to obtain the investment in Worcester's transportation network to significantly enhance the city as a place to visit, work and live and to build its economic strength, resilience and prosperity.

A number of transport infrastructure and service enhancement options have been developed and tested, with the appraisal methods in line with the requirements outlined by the Department for Transport and the West Midlands Region who will ultimately be responsible for funding the majority of the strategy in the long term. The emerging strategy includes the following components:

- Highway Improvements including road building and junction enhancements
- Rail infrastructure investment
- Enhance the City Centre's urban realm, transport infrastructure and services
- Improve infrastructure and encourage greater use of walking and cycling
- Improve the infrastructure and encourage greater use of passenger transport including Park & Ride
- Encourage greater use and improve perception of sustainable modes
- Intelligent transport systems to improve efficiency and choice

Financial constraints and Government guidance to continually review and improve the existing network within Worcestershire has meant that the Worcester Transport Strategy will need to be delivered in phases. It is intended to submit a Major Scheme Bid for funding to deliver **Phase 1** of the Worcester Transport Strategy in April 2010.

The proposals for the Worcester Transport Strategy and the Major Scheme Bid will be submitted to the County Cabinet for endorsement on 17<sup>th</sup> December 2009, and subject to their agreement, the package of measures will be submitted to wider key stakeholder and public consultation during the winter 2009/2010. You are invited to come and hear more about these proposals in advance of the Cabinet meeting on **15<sup>th</sup> December, 2009, 2.30pm** in the **Conservative Room at County Hall**. The Worcester Transport Strategy and the major scheme Bid will be explained in further detail and after the presentation there will be an opportunity for you to ask questions. In the meantime, please complete the response slip below to confirm your attendance and return it to the address shown by **Friday December 4<sup>th</sup> 2009**. I hope that you are able to be present and I look forward to meeting you there.

Yours sincerely

Derek W Prodger (MBE)  
Cabinet member with Responsibility for Transport and the Safe Environment

.....

### Councillor Response Slip

I, ..... can/can not (please delete) attend the member briefing at 14.30 am on **15<sup>th</sup> December, 2009**, Council Chamber, County Hall, Spetchley Road, Worcester.

Please return by **4<sup>th</sup> December 2009** to: Michele Jones, Pavilion HI, County Hall, Spetchley Road, Worcester. WR5 2XG.

mcjones@worcestershire.gov.uk



# Appendix E - An Example of the Worcester Transport Strategy Consultation Presentation

Power Point Presentation

## Worcester Transport Strategy and 'Phase 1' of the Major Scheme Bid



**Peter Blake**

Head of Integrated Transport  
Worcestershire County Council

Members Briefing: 15<sup>th</sup> December 2009



# Contents



- Introduction
- The Full Worcester Transport Strategy
- Questions
- Regional Funding Allocation and Business Case
- Consultation
- Questions



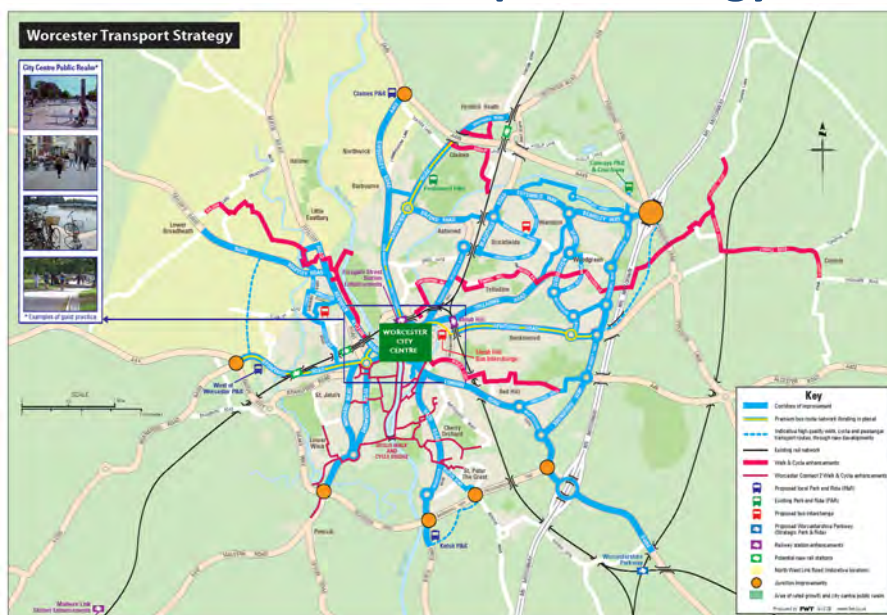
# Introduction



- Worcester Transport Strategy is a **long term package** of measures
- The **delivery cost is significant** and there is currently no final funding package in place
- **Delivery will need to be in 'phases'**
- Intentionally **assessed at a high level** to accommodate forthcoming consultation



# Full Worcester Transport Strategy



## Highway Improvements



### Proposed Construction of a New North-West Link Road

- Will divert strategic and some medium-distance trips away from Worcester City Centre
- Releases Capacity in the City Centre for public realm improvements

### Proposed Junction Improvements

- Capacity improvements to Southern Link Road at A4440/A38 junction
- Capacity improvements Southern Link Road at A4440/Norton Road junction
- Junction improvements along key radial and orbital routes in the city

# Rail



## Worcestershire Parkway

### Station Enhancements

- **Worcester Foregate Street:** Upgrading the quality of station facilities and access, to allow the station to fulfil its potential as the City of Worcester's premier railway station and encourage increased rail use and travel choice
- **Malvern Link Station** It is proposed that major improvements will be made, in partnership with the rail industry, to encourage rail use for commuting to Worcester and further a field
- **Shrub Hill Station** will be extensively redeveloped to provide a transport hub with enhanced facilities (including increased car parking and a better bus:rail interchange) to develop the station as a commuter rail hub

### Feasibility Study of New 'halt' Stations



...and the provision of enhanced local rail services to increase the opportunity to access Worcester City Centre by rail. **For example: Fernhill Heath**

# Walking and Cycling



## New Cycling/Walking Routes Proposed:

- Redhill (County Hall) to City Centre
- Tibberton Village to Barbourne via Warndon
- Lower Broadheath to City Centre
- Fernhill Heath to Bilford Road

These will compliment the Connect 2 Diglis Bridge Project, to create a citywide network of safe walking and cycling routes

## Secure Cycle Parking:

- Essential to encourage cycle use, especially in the City Centre.



# New Park & Ride Sites



Proposed additional **Park & Ride Sites** to compliment the two existing sites to the North of the City at Perdiswell and Sixways:

- **The Ketch (South)**
- **Worcester West**
- **Claines (North)**

**Improved Infrastructure at Malvern Link Station** to develop a rail based Park & Ride site



# Smarter Choices



Proposed programme that build on the success of the recent **Choose How You Move** project to promote awareness and use of sustainable travel through (for example):

- Travel Planning (work, home school)
- Behavioural change campaigns
- Car sharing
- Public transport information and marketing
- Cycling and walking campaigns and promotions
- Rolling programme of community Events
- Cycle repair sessions
- Cycling training and residential hire scheme
- Media Relations

Mode Shift Comparison 2004-2008	% Change	% Change with RTP
Walking	+11	+19
Cycling	+19	+31
Passenger Transport	+20	+24
Car	-12	-13



# Intelligent Transport and Information Systems



Options being developed include:

- Variable Message Signs
- Car park management
- Real Time Passenger Information
- Smart Ticketing
- Improved traffic monitoring systems

## Key Corridor Improvements



Improvements to **key transport corridors within Worcester** to help deliver a better local transport network **for all modes** with:

- A "real time" information system providing accurate and accessible information
- Improvements to street quality including pavements, street furniture and signage
- High quality, well located bus stops, interchanges and stations
- Reliable and high frequency bus services with integrated ticketing systems and high quality and accessible vehicles
- Bus and cycle priority measures to make services faster and more reliable
- Changes to on-street parking where justified

# City Centre Measures



## Public Realm Enhancements to the City Centre:

- Better pedestrian and cycling facilities
- Improved access to the City Centre
- Wider footways, new paving, tree planting, enhanced lighting and seating facilities
- Better access for buses
- Improved passenger transport infrastructure.
- Reduction of street clutter

### Proposed locations include:

New Road, Hylton Road, Bridge Street, North Parade, Broad Street, Lower/Upper Deansway, Copenhagen Street, Cathedral Square, College Street, City Walls Road and Lowesmoor, St John's, Sidbury, Shrub Hill Area, Foregate Street, Castle Street, Sansome Walk, St Oswald's Road, Grandstand Road, Tybridge Street



# Questions





# Regional Funding Allocation, Major Scheme Business Case and 'Phase 1'



## Regional Funding Allocation

- Worcester Transport Strategy Initial 'Phase 1' Regional Funding Allocation (RFA) £46 Million
- Allocation set out in West Midlands' Regional Funding Advice to Government – February 2009
- Accepted by Secretary of State

Year	Net Transport RFA Costs
2012/13	£8.5 Million
2013/14	£18.5 Million
2014/15	£10 Million
2015/16	£9 Million
<b>Total</b>	<b>£46 Million</b>



# Elements - MSBC Submission

- 1. Executive Summary
  - MSBC Checklist
- 2. Introduction
- 3. Strategy
- 4. Scheme Description
  - Package and Schemes
  - Scheme Costs
  - Cost Verification & Sign-off
  - Quantified Risk Assessment
- 5. Value for Money
  - Environment, Safety, Economy, Accessibility, Integration
  - Impacts during Construction
  - Appraisal Summary Table
  - Supporting Analyses
  - Monitoring & Evaluation
  - Contribution to Targets
  - Consultation
- 6. Funding & Finance
  - Funding Sources
- 7. Delivery
  - Previous Schemes Delivered
  - Implementation Programme
  - Third Party Contributions
  - Project Management
  - Future Stakeholder and Public Consultation
  - Land Acquisition/Compensation
  - Planning Permission
  - Public Inquiry
  - Governance & Staffing
  - Assessment of Risk
- 8. Commercial
  - Procurement Strategy
- 9. Supporting Information

## Phase 1 - Package Schemes



# Cabinet decision to Consult



## The Main Consultation Aims Include:

- Check initial opinions, views and attitudes to the proposals for the full Worcester Transport Strategy
- Check initial opinions, views and attitudes to the proposals for Phase 1 Worcester Transport Strategy (Major Scheme Bid )
- To agree and/or modify the outcomes and facilitate delivery in phases in line with Government guidance to continually review and improve the existing network within Worcestershire
- To assist in developing the Business case to secure the £50m prioritised by the West Midlands Region

Please note that this is initial outline consultation only.

Further scheme specific consultation will follow for each measure once funding has been secured.



## Consultation



### Methods:

- Questionnaires/information leaflets
- Website
- Specific letters
- Focus groups
- FAQ sheets
- Public Exhibitions
- Webcasts
- Displays
- Presentations
- Meetings

### Timescales:

- Website live from 21st December
- Information distributed from early January 2010
- Public Events – January/February/March 2010
- **The final date for all responses - 12th March 2010**



# Questions



## Appendix F - Stakeholder Letter & Response Pro-Forma

### Stakeholder Letter

Dear Sir

#### *CONSULTATION: The Worcester Transport Strategy and 'Phase 1' Major Scheme Bid*

I am writing to invite you to comment on the proposed draft proposals for the Worcester Transport Strategy.

To assist your response, please find enclosed:

- Consultation Leaflet
- A pro-forma for responding

This letter, together with the consultation paper should give you a high-level understanding of the Strategy and its' importance to residents and visitors using the transport network in and around the City of Worcester.

The closing date for responses is **5pm, 12<sup>th</sup> March, 2010**, and details of how to respond are set out towards the end of this letter.

#### *Background*

The emerging Worcester Transport Strategy is being specifically developed to deliver a balanced and sustainable approach to infrastructure planning, including integration between transport and land use planning. It aims to support the delivery of the vision for the City of Worcester (as articulated in, for example, the second Local Transport Plan and the Community Strategy for Worcester) and to deal with existing and forecast future transport related problems.

A key aim of the strategy is to support the achievement of a prosperous, resilient economy for the City of Worcester such that it is capable of competing with rival locations. The County Council and its partners are acting now to obtain the investment in Worcester's transportation network to significantly enhance the city as a place to visit, work and live and to build its economic strength, resilience and prosperity.

A number of transport infrastructure and service enhancement options have been developed and tested, with the appraisal methods in line with the requirements outlined by the Department for Transport and the West Midlands Region who will ultimately be responsible for funding the majority of the strategy in the long term. The emerging strategy includes the following components:

- Highway Improvements including road building and junction enhancements including a North West Link Road
- Rail infrastructure investment
- Enhance the City Centre's urban realm, transport infrastructure and services
- Improve infrastructure and encourage greater use of walking and cycling
- Improve the infrastructure and encourage greater use of passenger transport including Park & Ride
- Encourage greater use and improve perception of sustainable modes
- Intelligent transport systems to improve efficiency and choice

Financial constraints and Government guidance to continually review and improve the existing network within Worcestershire has meant that the Worcester Transport Strategy will need to be delivered in phases. It is intended to submit a Major Scheme Bid for funding to deliver **Phase 1** of the Worcester Transport Strategy in April 2010.

The proposals for the Worcester Transport Strategy and the Major Scheme Bid was submitted to the County Cabinet for endorsement on 17<sup>th</sup> December 2009, and the package of measures is now being submitted to wider key stakeholder and public consultation.

Further details can be found on our website [www.worcestershire.gov.uk/wts](http://www.worcestershire.gov.uk/wts)

## Responses

If you wish to submit a response to this consultation, or have any questions about the consultation process, please e-mail to [mcjones@wworcestershire.gov.uk](mailto:mcjones@wworcestershire.gov.uk) or alternatively send to:

Michele C Jones  
Worcestershire County Council  
Passenger Transport Consultation  
Pavilion E1  
Spetchley Road  
Worcester  
WR5 2NP

Responses should arrive no later than 5pm, March 12th, 2010, please.

## What will happen next?

A summary of responses to this consultation will be published on our website [www.worcestershire.gov.uk/wts](http://www.worcestershire.gov.uk/wts) along with the latest developments relating to the Worcester Transport Strategy.

The detailed business case being put forward for funding will depend on the responses received to this consultation and on any on-going technical appraisal work. It is assumed that the bid will be submitted at the end of February 2010.

Yours sincerely

Michele C Jones  
Consultation Officer

**Worcester Transport Strategy**  
**Pro-forma for use when responding**

<i>Organization</i>	
<i>Address</i>	
<i>Contact name and title:</i>	
<i>Interest (e.g. trade; local authority; passenger representative)</i>	
<b>PHASE 1 ONLY</b>	
Do you support the proposals for 'Phase 1' of the Worcester Transport Strategy?	
Do you have any comments on the proposals for 'Phase 1' of the Worcester Transport Strategy?	

<p>Are there any other issues that you think ought to be covered in Phase 1 of the Worcester Transport Strategy?</p>	
<p><b>The full Worcester Transport Strategy</b></p>	
<p>Do you support the proposals for the full Worcester Transport Strategy?</p>	
<p>Do you have any comments on the proposals for the full Worcester Transport Strategy?</p>	
<p>Are there any other issues that you think ought to be covered within the full Worcester Transport Strategy?</p>	

## Notes:

1. Opportunity to influence and explanation of constraints

The views of the Stakeholder will be considered and taken into account wherever possible within the context of the technical assessments that have already been undertaken to date.

2. Contact:

If you wish to submit a response to this consultation, or have any questions about the consultation process, please e-mail to [mcjones@worcestershire.gov.uk](mailto:mcjones@worcestershire.gov.uk) or alternatively send to:

Michele C Jones  
Worcestershire County Council  
Passenger Transport Consultation  
Pavilion H1  
Spetchley Road  
Worcester  
WR5 2NP

4. Deadline:

**Responses should arrive no later than 5pm, 12<sup>th</sup> March, 2010, please.**

5. Worcestershire County Council's **Code of Practice on Consultation**

This consultation has been produced in accordance with the Worcestershire County Council's best practice principles that can be viewed at:

<http://www.worcestershire.gov.uk/cms/advice-and-benefits/marketing-and-communications/community-involvement.aspx>

If you have any suggestions of others who may wish to be involved in this consultation please contact us.

6. Data protection Statement

*The information you provide to us will be held Worcestershire County Council. It will only be used for the purposes of consultation and research, in order to improve our services. We may send you a written reminder(s) or contact you in order to award any associated prizes, you may also be sent feedback of the results. Sometimes, we share consultation results with our partners **[list, or footnote and list at bottom or state that a list can be provided upon request]**. Anonymous results will be published on the Council's Ask Me! Consultation Planner & Finder web database. Survey results will never contain your name or anything that could identify you.' 'Our partners may want to contact you to carry out similar research in the future. This would mean that we would pass your details on to our partners. If you do not wish us to do this, please write to/phone 'to let us know*



## WTS - Information update

Dear Members,

Please find enclosed:

- A copy of the WTS questionnaire
- A copy of the Worcester News comments, following the launch on 17<sup>th</sup> December
- The latest diary of briefings and public consultation events
- The presentation you had on 17<sup>th</sup> December
- The website link for more information, which started on Saturday 20<sup>th</sup> December

[WWW.Worcestershire.gov.uk/WTS](http://WWW.Worcestershire.gov.uk/WTS)

At the public events (highlighted in green on the sheet) we are having:

- A transport surveyor to hand out leaflets and introduce the public to our experts
- Halcrow and Walking / Cycling representatives
- Peter Blake / Andy Baker when available
- A representative from the Transport Policy & Strategy team.

If you care to join us at any point, at any of the events, we would be delighted to see you. The Exhibition Trailer will be used at the Supermarket locations and the Marquis at Angel Place.

We are also liaising with the police, concerning these dates, so that they are aware of them happening, how it will affect the Police Transport team in the future and in case we need their support at any point, though hopefully not.

I hope you find these updates useful and informative. If you require any further clarification please contact me on (76)6036 or [mcjones@worcestershire.gov.uk](mailto:mcjones@worcestershire.gov.uk)

Regards,

## Appendix G - List of Stakeholders

First Name	Surname	Job title	Organisation
Paul	Sampson		Advantage West Midlands
Ian	George		English Heritage
Paul	Clare		Highways Agency
Hayley	Pankhurst	Environment Planner	Natural England
David	Throup		Environment Agency
Steve	Zanker		First
John	Wrightson	Head of Planning	Worcester City Council
Gary	Williams	Head of Planning	Malvern Hills District
Jill	Collin	Head of Planning	Wychavon district
Peter	Blackley	Accessibility Officer	Accessibility Partnership
James	Somerville	Partnership Officer	Worcester Alliance
Roy	Fullee		Wychavon highways Forum
John	Wallace		Malvern Highways Forum
Tom	Comerford		Worcester Highways Forum
Phil	Tonks	Operations Officer for England	Bus Users UK
Ted	Duke		Bus Users UK

First Name	Name	Job title	Organisation
Christopher	Harvey		Hereford and Worcester Chamber of Commerce
Pam	Craney		Droitwich Town Council
Ann	Dobbins		Pershore Town Council
M	Phillips		Powick Parish Council
Jeff	Edwards		Worcestershire Partnership of Older Peoples Forum
J	Simmons		Lower Broadheath Parish Council
Richard	Chapman		Malvern Town Council
P	Edmunds		Wick Parish Council
		Managing Director	Worcester, Bosch Group
		Managing Director	DEFRA
			H&W Chamber of Commerce
		Managing Director	Festival Housing Group
Colin	Raven		Worcestershire Wildlife Trust
Kerry	Waite	Duty Manager	St John's Sports Centre
Pat	Stokes	Secretary	Cripplegate Park Bowling Green
		The General Manager	Worcestershire County Cricket Club
		The General Manager	Big Bear Trading
		The General Manager	British Waterways
		The General Manager	Jewson Ltd
		The General Manager	Homebase Ltd
		The General Manager	BUPA South Bank Hospital
Luke	Albarin		Citizens Advice Bureau
Erica	Burlace		Crown Gate Centre Management
Roisin	Hanks		Duckworth Worcestershire Trust
Richard	Hyde		The Old Palace
Ken	Wigfield		Federation of Small Businesses
Chris	Harvey		H&W Chamber of Commerce
Richard	Jordan		H&W Fire Service
Frances	Roberts		Learning & Skills Council
Liz	Smith		National Probation Service
Carol	Hart		nPower

Mark	Jackson		St Richards Hospice
			Surestart in Worcester
Catherine	Smith		University of Worcester
Georgia	Smith		Visit Worcester
Steve	Martin		Worcester Trades Council
Sally	Ellison		Worcester Volunteer Centre
Jenny	Gage		Worcestershire Association for the Blind
Anne	Bibbings		Worcestershire Red Cross
			Primary Care Trust
Ruth Bray		Property manager	Worcestershire Royal Hospital
Sally	Ellison	Manager	Worcester Volunteer Centre
Phillip	Jones	Team Leader	Faith at Work in Worcestershire
Toni	Woolley		Mental Health Network
Kate	Harvey		Onside independent Advocacy
Jean	Keers		WINN Project
David	Pearson	Directorate of Corporate Services	Bibliographical Services Unit
Alan	White		Central Technology Belt
S	Rowe		Debenhams
Pete	Mathews		Government Office West Midlands
Felicity	Copp	Education and Policy Executive	Herefords & Worcs Chamber of Commerce
Joanne	Watkins	Branch Manager	Hewitt Recruitment Ltd
Louise	Jarvis	HR Manager	Hydro Automotive Structures UK Ltd
Nigel	Shaw		Malvern Hills Science Park
Terry	Davies	Commission Support Unit	Social Services
Lynne	Roberts	Neighbourhood Renewal Manager	The Fairfield Centre
	Sir/ Madam	Economic Development Officer	Worcester City Council
Sally	Ellison		Worcester City Volunteer Bureau
Mohammed	Aslam	Chief Executive	Worcester Racial Equality Council
Alec	Kendall		Worcestershire NHS Primary Care Trust
Brian	Hunt		Worcestershire Partnership of Older Peoples Forum
Keith	Barham		Worcs. & Hfds. Youth Offending Service
Gavin		Manager	Sainsbury's

Steve	Guoitte	Store Manager	Morrison's
Ian	Merrick	Store Manager	Co-op
Laura	Bilby	Business Support Manager	Early Years & Childcare Service
Francis	Roberts	Economic Development Manager	Learning & Skills Council
J	Keightley		Pershore Group of Colleges
Christine	Moore		Student Services
	Sir/ Madam	Head teacher	Tudor Grange Academy
Martin	Doughty	Pro Vice Chancellor (Resources)	University College Worcester
Anne	Hannaford	Director of Information & Learning Services	University of Worcester
Libby	James		Worcester Sixth Form College
Chris	Jones	Next Step	Connexions
Tracy	Smith		Connexions Worcester
Richard	Mann	Worcester Careers Centre Area Manager	Hereford & Worcester Careers Service
Emma	Goulding	The Vacancy Section	Worcester Job Centre
Keith	Barham		Worcs. & Hfds. Youth Offending Service
Tony	Gill		West Midlands Ambulance
Albert	Jeffrey		Road Haulage Association (Local Haulier)
Simon	Kirby	Director, Investment Projects	Network Rail
Paul	Hemmingway		Assoc. of British drivers

## Appendix H – Focus Group Recruitment Profile

Worcestershire County Council – Worcester Travel Strategy Modal Consultation  
Focus group profiles for recruitment

**PROFILE 1: PEOPLE WHO DRIVE THEMSELVES INTO WORK IN WORCESTER- 12 to be recruited  
MUST TRAVEL ON ROUTE OPTIONS SHOWN ON MAP TO AND FROM WORK**

- All residents of Worcester City/Worcestershire (at least 4 to live in Worcester City and at least 4 to live in Worcestershire outside of Worcester City)
- All in employment
- All working age (mixture of ages, ensure at least 4 are aged under 40 years and at least 4 are aged over 40 years)
- Gender - Minimum of 4 males, minimum of 4 females
- All travel any distance into Worcester to work (at least 8 to travel more than 3 miles to work in Worcester)
- All to be car drivers.

**PROFILE 2: PEOPLE WHO DRIVE THEMSELVES INTO WORK FROM AN ORIGIN AND DESTINATION EXTERNAL TO THE CITY OF WORCESTER BUT travel onto or around the City of Worcester's Road Network – 12 to be recruited**

- **MUST TRAVEL ON ROUTE OPTIONS SHOWN ON MAP TO AND FROM WORK**
- All residents in Worcestershire (excluding the city of Worcester)
- All in employment
- All working age (mixture of ages, ensure at least 4 are aged under 40 years and at least 4 are aged over 40 years)
- Gender - Minimum of 4 males, minimum of 4 females
- All travel into work from an origin and destination outside the City of Worcester
- All to be car drivers.

**ENSURE NONE OF THE RESPONDENTS HAVE ATTENDED A FOCUS GROUP IN THE LAST 6 MONTHS.**

## Appendix I - Example Script for Profile Interviews

Worcester Transport Strategy Consultation  
Focus Group 2 – Bus Users Group  
January 2010

### 1. Introduction (0 - 10 minutes)

Good afternoon everybody. My name is Angie Lowe from Ask for Research, an independent research agency based here in the West Midlands. We have been commissioned by the Worcester Transport Strategy and Policy Team of Worcestershire County Council to conduct a series of focus groups with residents within the county.

The objective of today is to discuss the potential impacts of the proposed draft Transport Strategy for the City of Worcester on bus journeys within the city and in particular its first phase.

The information will help to support a funding application to the Department of Transport later this year. If successful, this money will deliver some of the necessary improvements to the current transport network.

The Worcester Transport Strategy has been developed based on examining existing issues and understanding future requirements. Many of these issues have been identified through previous consultations and projects such as Choose how you Move. The predicted growth in housing, employment and leisure within the city of Worcester over the next 15 years will also invariably increase the pressure on the transport network.

The Worcester Transport Strategy aims to effectively respond to this increase in demand through the development of the transport network through addressing the need to support travel whilst making Worcester a more attractive place to live, work and visit.

As bus users into the city of Worcester, your views on the proposed strategy are key to this consultation activity.

The focus group today will last for around 60 to 90 minutes.

We will start with introductions followed by a presentation from Michele Jones, Consultation Officer of Worcestershire County Council, who will outline the proposed Worcester Transport Strategy.

Following the presentation, I will introduce a range of questions relating to the proposed strategy and invite comments from all of you. We greatly welcome all of your views and opinions, and appreciate your involvement with this consultation.

Following the discussion, you will then have the opportunity to ask Michele any specific questions you may have regarding the Worcester Transport Strategy.

The discussion is being tape recorded to ensure that all comments are captured. The tape remains with me and is used only for the purpose of analysis. All of your comments will be reported on in a way that ensures individuals cannot be individually identified. Please could you speak clearly and one at a time so that we can ensure everyone's comments can be heard on the tape.

The research is being conducted in accordance with the Market Research Society Code of Conduct. Please feel free to leave the discussion at any point, and please let me know if you have any questions at any point.

If after today you have any further questions, please feel free to contact either Michele or myself.

Does anyone have any questions before we start? Thank you very much for your time today.

## **2. I will now hand over to Michele who will present on the outline of the Worcester Transport Strategy.**

The proposed strategy has been developed to support the vision for Worcestershire and deal with existing and future transport challenges that contribute to the long term future of the city of Worcester over the next 20 years.

## **3. Worcester Transport Strategy Presentation (21-35 minutes)**

### **3.1 Michele Jones presentation**

### **3.2 Thank you, Michele will be available to answer any questions at the end of our discussion today.**

Regarding the areas we are about to discuss, please could you base your answers when considering the potential increased pressure on the transport network resulting from the forecast increase in housing, employment and leisure.

**For the purposes of the discussion we are just talking about your bus journeys into the city of Worcester. If you could tell us a bit about the routes you generally take, the length of journey in distance and time.**



#### **4. Key corridor improvements to enhance local bus services (36-50 minutes)**

The ambition is to improve radial corridors to help achieve a local bus network that offers a more realistic alternative to the car for journeys to/from and within the City of Worcester.

##### **4.1 The provision will involve a real time information system providing accurate and accessible information.**

- How will this impact on bus travel in Worcester?
- How would you like this provision developed?

##### **4.2 High quality, well located bus stops and interchanges.**

- How will this impact on bus travel in Worcester?
- How would you like this provision developed?

##### **4.3 Reliable and high frequency bus services with integrated ticketing systems and high quality and accessible vehicles**

- How will this impact on bus travel in Worcester?
- How would you like this provision developed?

##### **4.4 Bus and cycle priority measures to make services faster and more reliable**

- How will this impact on bus travel in Worcester?
- How would you like this provision developed?

#### **5. Park and Ride Facilities (Phase 1 and Post Phase 1) (51-65 minutes)**

To provide people with an alternative to driving all the way into the City Centre, releasing capacity for short stay demand and reducing peak period traffic.

##### **5.1 In Phase 1, the additional Park and Ride sites will compliment the two existing sites to the North of the city at Perdiswell and Sixways.**

The two sites for Phase 1 are proposed as:

- The Ketch
- Crown East (Worcester West).
- How will this impact on the quality of your bus journeys into Worcester?
- Would it encourage you to use the bus for additional journeys – which and what for?
- Do you think it would encourage non-bus users to consider using the bus?

5.2 **There will also be improved infrastructure at the rail based Park & Ride site at Malvern Link Station.**

- How will this impact on the quality of your bus journeys into Worcester?
- Would it encourage you to use the bus for additional journeys – which and what for?
- Do you think it would encourage non-bus users to consider using the bus?

5.3 **Post Phase 1- Post Phase 1 proposed development is the additional Park and Ride provision at Claines.**

- How will this impact on the quality of your bus journeys into Worcester?
- Would it encourage you to use the bus for additional journeys – which and what for?
- Do you think it would encourage non-bus users to consider using the bus?

5.4 **Do you think there are alternative/additional Park and Ride sites which would impact on bus journeys into Worcester?**

**6. Intelligent transport systems to improve efficiency and choice (66-75 minutes)**

**Phase 1 will examine the feasibility of providing:**

6.1 **Real Time Passenger Information at key bus stops on all main bus routes**

- How will this assist with bus journeys and promoting bus use?

6.2 **Smart Ticketing – similar to the Oyster Card in London**

How will this assist with bus journeys and promoting bus use?

6.3 **Are there any other forms of intelligent transport systems which would impact on bus journeys?**

**7. Improve the perception and use of sustainable travel modes (76-85 minutes)**

**Phase 1 is looking at the introduction of measures that build on the success of the recent Choose how you Move project to promote awareness and use of sustainable travel.**

**Examples include:**

- Household based personal travel planning
- School travel plan infrastructure and behavioural change campaigns
- Passenger transport information

7.1 How do you think these developments would impact on bus travel?

7.2 Are there any other activities you feel could be introduced which could raise awareness of the opportunities for bus journeys?

**8. Public Realm Enhancements  
Phase 1 (86-90 minutes)**

This is looking to provide better access for buses.

8.1 What impact do you think this will have on bus travel in Worcester?

**9 Other areas of proposed strategy**

9.1 Are there any other areas of the proposed strategy which Michele talked about which you feel will have an impact on your bus journeys or could impact on people's decision to use the bus or use it more?  
Leave open – do not prompt.

**10. Further areas of support**

10.1 And considering your needs as a bus user in Worcester, are there any other developments or considerations in addition to those discussed today which could enhance your bus journeys and/or encourage you to use the bus more?

Thank and ask if any questions for Michele.

**Profile of bus travel (if time)**

How frequently do you travel by bus into Worcester and what is/are the purpose/s of these journeys?

And why do you decide to travel by bus for these journeys?

Now considering the potential increase in pressure on the transport system in Worcester based on the forecast increase in demand over the next 20 years. What impacts, if any, do you feel this increased demand will have both on you and your bus journeys?

## Appendix J - Social Impact Recruitment Profile

Title: Group Compositions and Locations

Date: 6 January 2010

Author: Nic Greaves, Jon Parker

Rev: Version 1.0



### SOCIAL IMPACTS – RECRUITMENT

The following table provides a summary of the recruitment strategy for the ‘social impacts’ focus groups. The basic requirement for each group is a mix of car-users and sustainable transport users (walk, cycle and public transport users) – ideally, at least 2 of each user type in each group. We will be aiming for a mix of genders (50 / 50 ideally). We are looking to complete focus groups during the period 19th January – 5h February 2010.

Group	Title	Recruitment Criteria	Possible Locations	Recruitment	Venue
1	Low Income Asian Group	<input type="checkbox"/> Asian (Indian/Pakistani/Bangladeshi) households with an income of less than £200 / week (after tax & benefits) <input type="checkbox"/> English speaking	Al Madina Islamic Centre - WRI 1NQ		TBC – local to recruitment location
2	Disabled and Health Impaired People and Carers	<input type="checkbox"/> To include at least two wheelchair users and others with a range of mobility impairments <input type="checkbox"/> People with caring responsibilities for older/disabled friends or relatives (not professional carers)	Worcester Carers Group <a href="http://www.carersworcs.org.uk/Groups.html">http://www.carersworcs.org.uk/Groups.html</a>		TBC– local to recruitment location
3	Younger People	<input type="checkbox"/> People aged between 18 and 25	On street in City Centre		TBC– local to recruitment location
4	Older People	<input type="checkbox"/> People aged over 60, with two over 70 years	On street in City Centre		TBC– local to recruitment location
5	Single Parent Families	<input type="checkbox"/> Single parents from households with dependent children <input type="checkbox"/> Households with an income of less than £200 / week (after tax & benefits)	On street in City Centre		TBC– local to recruitment location
6	Unemployed People	<input type="checkbox"/> People who are currently out of work <input type="checkbox"/> Mix of jobseekers and long term unemployed <input type="checkbox"/> Households with an income of less than £200 / week (after tax & benefits)	Job Centre Plus Sansome Street Worcester		TBC– local to recruitment location
7	Low income households	<input type="checkbox"/> Adults from households with a weekly income of less than £200 (after tax & benefits)	On street in city centre		TBC– local to recruitment location
8	Rural Dwellers around Worcester	<input type="checkbox"/> Living in rural villages around Worcester <input type="checkbox"/> Use Worcester as an urban centre at least twice per month <input type="checkbox"/> At least 2 participants from Lower Broadheath and 2 from Powick. Remainder from any other village surrounding Worcester	Other villages include, but are not limited to: Upper Broadheath, Bransford, Collets Green, Callow End, Kempsey, Tibberton etc		TBC– local to recruitment location

# Appendix K - District Council Responses

swjcs

The South Worcestershire Joint Core Strategy

Freepost SWC 1253  
Research and Intelligence Unit  
Worcestershire County Council  
Planning, Economy and Performance  
County Hall, Spetchley Road  
Worcester  
WR5 2NP

Contact: John Wrightson  
Direct tel no: 01905 721150  
Fax no: 01905 722370  
Email: [jwrightson@worcester.gov.uk](mailto:jwrightson@worcester.gov.uk)  
Our ref: JW/CAP  
Your ref:  
Date: 9 March 2010

Dear Sirs

## Worcester Transport Strategy Consultation

You will find appended to this letter the Joint South Worcestershire response (Malvern Hills, Worcester City and Wychavon) to Phase One of the above strategy. This response reflects the views of the South Worcestershire Joint Advisory Panel, and has been endorsed by Worcester City Council Cabinet and Malvern Hills District and Wychavon District Councils.

Phase One is fully supported in principle. However, this support is based on the understanding that the improvements detailed in Phase One address existing conditions only, and do not establish capacity for growth associated with the West Midlands Spatial Strategy Phase Two deposit draft or any increases which may arise from the Secretary of State's recommended changes.

It is also stressed that there must be flexibility in the package elements to ensure that the best outcomes are delivered with the funding gained. In particular reference is made to the Whittington Road/Crookbarrow Way junction and the creation of an off road commuter/recreation cycle link between Newland (Malvern) and Powick both being included in Phase One.

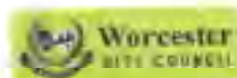
The South Worcestershire Authorities would also welcome the opportunity to be involved in further discussions when assessing which specific areas are included for improvements to the public realm in the City Centre.

Yours sincerely

  
**John Wrightson MRTPI, MIED**  
*on behalf of*  
**The South Worcestershire Authorities**

encl:

- cc Gary Williams, Malvern Hills District Council, Council House, Avenue Road, Malvern WR14 3AF
- Gill Collin, Wychavon District Council, Civic Centre, Queen Elizabeth Drive, Pershore WR10 1PT
- Sian Griffiths



Telephone 01905 722333 Email [contact@swjcs.org](mailto:contact@swjcs.org) [www.swjcs.org](http://www.swjcs.org)  
South Worcestershire Joint Core Strategy, Orchard House, Farrier Street, Worcester WR1 3BB

## Worcester Transport Strategy PHASE ONE COMMENTS

### Measure: Strategic (longer distance) highway improvement

- (A) **Description:** Increasing existing road capacity at critical junctions to improve the flow of traffic.
- Proposal:**
- a) Capacity improvements to **Southern Link Road** at A4440/A38 junction.
  - b) Capacity improvements to **Southern Link Road** at A4440/Norton Road junction.
- Delivery:** Phase one: 2011 to 2016.

*Comment: These junction improvements are supported as these are two well known bottlenecks. However, although it is understood that there is capacity at junction 7 to take improved flows the same does not apply to the A44 Whittington junction, and it is considered that this junction improvement should also be part of Phase One. When the detail of the junctions are worked up it must ensure that safe walking and cycling movements through these junctions are enabled, together with public transport.*

### Measure: Local highway improvements.

- Description:** To enable all traffic to flow more smoothly into/out of the City Centre.
- Proposal:**
- a) Junction improvements along key radial and orbital routes in the city.
  - b) Changes to on-street parking, where justified.
- Delivery:** Phase One 2011 - 2016.

**Comment**

*Any improvements which enable traffic to flow more smoothly are welcomed in principle*

### 3.3 Measure: Rail station enhancements.

- (A) **Description:** To improve the quality of rail facilities and access to existing local stations. This will enable rail services to offer a more realistic alternative to car use.
- Proposal:**
- a) Significant enhancements to Worcester Foregate Street Rail Station and environs to fulfil its potential as the City of Worcester's premier railway station and line Interchange. This will encourage increased rail use and greater travel choice.
  - b) Major improvements at Malvern Link Rail Station. This will encourage greater use of rail for commuting to Worcester and further afield. The scheme will involve an improved and enlarged Park and Ride facility and a longer platform (westbound) to accommodate long distance rail services to and from London Paddington.
  - c) Worcester Shrub Hill Station will be extensively re-developed to provide a transport hub with enhanced facilities (including increased car parking and a better bus/rail interchange) to develop the station as a commuter rail interchange.
- Delivery:** Phase One 2011 - 2016.

<b>(B) Description:</b>	Increase in opportunities to access Worcester City centre by rail.
<b>Proposal:</b>	To examine the feasibility and business case of providing additional new local 'rail halts' and the provision of enhanced local rail services.
<b>Delivery:</b>	Phase One 2011 - 2016

**Comment**

*This is fully supported, although would need to be comprehensive to be effective. The rail network does appear to lend itself to a shuttle service possibly from as far afield as Malvern and Droitwich Spa linking into small halts served by significant development within Worcester, through the City Centre and onto the Worcestershire Parkway Station. It is noted that sites have been indicated at Fernhill Heath, Henwick, and Bromyard Road. The proposal for a rail halt at Henwick and Bromyard Road is noted, but we would suggest that these are considered as part of a wider search in this location for potential opportunities for combined rail and bus based park and ride and this should therefore include consideration of Rushwick. Furthermore, greater consideration ought to be given generally to the potential rail halts to encourage short journeys into /out of the City to be rail based, particularly where these could be closely related to strategic growth options. It is also considered that an additional halt should be included at Bettenhall/Brockhill particularly with a mind to the potential Strategic Site Allocation to the south of the city.*

*This system would be particularly beneficial to students attending the University campus, and would provide an alternative mode of sustainable travel. The three South Worcestershire authorities would wish to be fully involved in developing the feasibility and business case. However, it is recognised that delivery of a service is not likely within the present plan period but it is a sustainable vision which should be pursued.*

<b>Measure:</b>	Enhancement of the city centre including transport Infrastructure and Services
<b>Description:</b>	Investment in the City centre environment to strengthen the local economy, make the city a better place to live, work, visit and invest in and reduce air quality problems.
<b>Proposal:</b>	<b>Public Realm Enhancements to the city Centre Including:</b> <ul style="list-style-type: none"> <li>• Better pedestrian and cycling facilities</li> <li>• Improve access to the City Centre.</li> <li>• Wider footways, new paving, tree planting, enhanced lighting and seating facilities.</li> <li>• Better access for buses.</li> <li>• Improved passenger transport infrastructure.</li> <li>• Reduction of street clutter. Proposed locations include: New Road, Hylton Road, Bridge Street, North Parade, Broad Street, Lower/Upper Deansway, Copenhagen Street, Cathedral Square, College Street, City Walls Road and Lowesmoor.</li> </ul>
<b>Delivery:</b>	Phase One 2011 – 2016

**Comment**

*These are welcomed in principle, and the authorities would welcome the opportunity to be involved in working up the detailed locations. The proposals which will have the effect of reducing street clutter, improving air quality, introducing street trees, improved seating etc, will improve the city's standing as a 'First Rank Cathedral and University City'.*

<b>Measure:</b>	<b>Improve Infrastructure for walking and cycling.</b>
<b>Description:</b>	Walking and cycling are the most environmentally friendly ways of travelling and also improve individual health.
<b>Proposal:</b>	<p>a) New walking and cycling routes from the outskirts of Worcester into and through the city centre. These enhancements will allow walkers and cyclists to travel quickly and safely through the city and will integrate with existing national and local walking, cycling and passenger transport networks:</p> <ul style="list-style-type: none"> <li>County Hall to City Centre.</li> <li>Tibberton Village to Barbourne via Warndon.</li> <li>Lower Broadheath to City Centre.</li> </ul> <p>b) Secure cycle parking will be provided across the city and particularly in the city centre, as it is recognised that this is vital to improve the attractiveness of cycling in Worcester.</p> <p>c) Wherever possible, provision will be made for cyclists to benefit from bus priority measures.</p>
<b>Delivery:</b>	Phase One 2011 - 2015

**Comment:**

*The principle is firmly supported and welcomed.*

*The principle of linking the outlying villages into the city is welcomed and supported, in particular the construction of a further pedestrian cycle bridge north of Pitchcroft. However, it is not clear that such routes are going to be available from Kempsey, Rushwick and Erockilly/Newton. In respect of the Phase one routes the logic of the following are queried:*

- *Femhill Heath to Blackpole. Once passing under the A449 it is difficult to see why anybody would make such a long diversion instead of continuing up the A38. It is accepted that the linking of Femhill heath to the city for safe walking and cycling is important but the present proposal needs to be re-visited.*
- *Tibberton Village to Barbourne via Warndon. This route goes to the city centre and not Barbourne, but it is the section over the motorway to Tibberton and Cromie which is questioned for Phase one. This is particularly the case now that the Bosch proposal is unlikely to be operational until 2014/15. Furthermore, Tibberton is already accessible on foot/cycle so and from the city via the Worcester – Birmingham canal so investment in cycling infrastructure would be more effective if spent in other locations where there is greater potential to increase cycling/walking trips. Progress on the Norton/A38 corridor should be considered as an alternative.*  
*However, the following routes are suggested for consideration in Phase one:*
- *Battentrail via Red Hill Lane to County Hall. This route is very well used by students attending Nunnery Wood Secondary school and the sixth Form College.*
- *Droitwich Road to Blackpole Road via Perdiswell. This is a well used route by those attending the Tudor Grange Academy and would give access to Perdiswell Leisure Centre and the Blackpole and Warndon employment areas.*
- *the creation of an off road commuter / recreation cycle link between the existing cycle ways at Newland (Malvern) and Powick. It is considered that this principal commuter route would benefit from a safe and direct cycle link which would provide connections to both existing and proposed cycle routes within Malvern and Worcester City Centre. As a minimum the route should be identified in Phase 2 but the South Worcestershire Authorities believe that the combination of potential commuting and leisure use of this route should serve to make it a Phase 1 priority.*



**Measure:** **Key corridor improvements to enhance local bus Services**

**Description:** Our ambition is to improve radial corridors to help achieve a local bus network that offers a more realistic alternative to the car for journeys to/from and within the City of Worcester.

**Proposal:** Improvements to key corridors within Worcester to help deliver a better local transport network for all modes with:

- A 'real time' information system providing accurate and accessible information.
- Improvements to street quality including pavements, street furniture and signage.
- High quality, well located bus stops and interchanges.
- Reliable and high frequency bus services with integrated ticketing systems and high quality and accessible vehicles.
- Bus and cycle priority measures to make services faster and more reliable.
- Changes to on-street parking where necessary.

**Delivery:** Phase One 2011 - 2016

**Comment:**

*This is fully supported in principle, although London Road should be included in the proposals. It is a heavily used route serving County Hall, Nunnery Secondary School, and the sixth Form College. It is included in the overall strategy but like many other routes is not included in Phase one and there does not appear to be a Phase Two.*

**Measure:** **Park and Ride**

**Description:** To provide people with an alternative to driving all the way into the city centre, releasing capacity for short stay demand and reducing peak period traffic.

**Proposal:** Additional Park and Ride sites. These sites will compliment the two existing sites to the north of the city at Perdiswell and Sixways. The sites are:

- The Ketch
- Crown East (Worcester West)
- Improved infrastructure at the rail based Park and Ride site at Kalyern Link Station.

**Delivery:** Phase One - 2011 - 2015

**Comment:**

*These are welcomed and supported. It is also noted that what would appear to be the busiest corridor (from Junction 7 on the M5) no longer has a park and ride facility which does give some concerns. Notwithstanding the environmental sensitivities what is the technical justification for not promoting a Park and Ride alongside the A44 to the east of the city?*

**Measure:** **Improve the perception and use of Sustainable travel modes (walking, cycling and passenger transport).**

**Description:** The 'Choose how you Move' project has shown how by supplying information to residents on different ways of travelling, they can reduce their car use.

**Proposal:** The Introduction of measures that build on the success of the recent Choose How You Move project to generate awareness and use of sustainable travel. For example:

- Household based personal travel planning.
- Intensive workplace travel plan grant support.
- School travel plan and infrastructure and behavioural changes campaigns.
- New housing development travel.
- Continuation of the car share database.
- Passenger transport information.

**Delivery:** Phase One - 2011 - 2016

**Comment:**  
*This is supported.*

**3.9 Measure:** **Intelligent transport systems to improve efficiency and choice.**

**Description:** Intelligent technology can be used to encourage sustainable travel choice in Worcester. This will help towards free flowing traffic, better use of infrastructure quicker and more reliable journeys and will build confidence in the capability of the network.

**Proposal:** To examine the feasibility of providing:

- **Variable message signs** on the main roads into Worcester to direct drivers away from congested roads
- **Car park management** systems
- **Real Time Passenger Information at key bus stops on all main bus routes.**
- **Smart Ticketing** - Similar to Oyster Card in London.
- **Improved traffic monitoring systems** will control the flow of traffic and inform users of any network 'shocks' such as flash flooding, accidents and road closures.

**Delivery:** Phase One - 2011 - 2016

**Comment:**  
*These measures are supported, although the value of the variable message sign is dependent on automated updates including the availability of car parking spaces. The Real Time passenger information would be a great asset. It is noted that although the feasibility investigations are to be carried out, it is assumed that if these give a positive outcome that it will be used as evidence to support their inclusion in the Phase Two bid.*

Freepost SWC 1253  
 Research and Intelligence Unit  
 Worcestershire County Council  
 Planning, Economy and Performance  
 County Hall, Spetchley Road  
 Worcester  
 WRS 2NP

Contact: John Wrightson  
 Direct tel no: 01905 721150  
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 Email: [jwrightson@worcester.gov.uk](mailto:jwrightson@worcester.gov.uk)  
 Our ref: JW/CAP  
 Your ref:  
 Date: 9 March 2010

Dear Sirs

**Worcester Transport Strategy Consultation**

You will find appended to this letter the Joint South Worcestershire response (Malvern Hills, Worcester City and Wychavon) to Phase Two of the above strategy. This response reflects the views of the South Worcestershire Joint Advisory Panel, and has been endorsed by Worcester City Council Cabinet and Malvern Hills District and Wychavon District Councils.

In principle you will note the Phase Two proposals are largely supported, but as itemised in the attached comments they are caveated in regard to some of the proposals. In particular there is a need to see and understand the technical evidence for replacing the dualling of the Southern Link Road and central bridge with the North West Link Road. You will appreciate that the Core Strategy Preferred Options has been based on the former and therefore the background evidence is vital, as is the proposed alignment of the North West Link Road, if the Core Strategy is not to be put at risk of being found unsound. Therefore, the timing of progressing and completing any additional work required is crucial, and needs to be by the end of March 2010 in order that further consultation can be carried out if deemed necessary.

It is also vital that the Worcester Transport Strategy (and the Transport Strategies for the other towns) should be aligned with the South Worcestershire Joint Core Strategy in order that transport infrastructure delivery is secured at the appropriate times, and using appropriate modes to facilitate and allow for planned growth in and around the City.

You can appreciate from the above and the attached comments that the South Worcestershire Authorities would wish to discuss Phase Two in greater detail with you as a matter of extreme urgency.

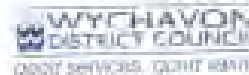
Yours sincerely



**John Wrightson MRTPI, MIED**  
 on behalf of  
**The South Worcestershire Authorities**

MFC:

cc Gary Williams, Malvern Hills District Council, Council House, Avenue Road, Malvern WR14 3AF  
 Gill Collin, Wychavon District Council, Civic Centre, Queen Elizabeth Drive, Pershore WR10 1PT  
 Stan Griffiths



**Worcester Transport Strategy Phase Two Comments.**  
**Measure: Strategic (longer distance) highway improvement**

**(B) Description:** New road building to accommodate (longer) strategic journeys.

- Proposal:**
- a) Further junction improvements to improve the flow of traffic and safety for users.
  - b) Construction of a new North West Link Road to divert some strategic and medium distance trips away from the City Centre. The by-pass will allow the traffic to flow more freely around the city, and reduce traffic in the city centre.

**Delivery:** Phase Two post 2016.

**Comment**

(a) *These are welcomed in principle, but as mentioned in the phase One comment, it is considered that the A44 Whittington junction should also be prioritised.*

(b) *The South Worcestershire Authorities firmly believe providing new road and junction capacity through major new infrastructure improvements must be a significant component of any Worcester Transportation Strategy. We therefore acknowledge the introduction of a proposal for a North West Link Road and recognise the suggested strategic benefits that such a proposal may offer for the both the City and sub-region as a whole.*

*However, given that the County Council's evidence base, prior to publication of this current consultation, proposed the dualling of the Southern Link Road and only retained the possibility of a North West Link Road as a background option, we consider that support for the suggested change and an associated change to the emerging South Worcestershire Joint Core Strategy, can only be undertaken in the light of full disclosure and joint evaluation of the available evidence base.*

*You will be aware that if implementation of the emerging Worcester Transport Strategy and South Worcestershire Joint Core Strategy are to be genuinely integrated and become mutually supporting, work on detailing Phase 2 proposals, including the proposed North West Link Road, must be accelerated. In addition it would appear to extremely difficult for the South Worcestershire Authorities to offer direct support for a proposed North West Link Road and integration of the proposal within the emerging South Worcestershire Joint Core Strategy without an appropriate level of testing of potential route alignments and delivery constraints.*

*We also consider that greater clarity is required with respect to the proposals for the dualling and improvement of the Southern Link Road having been omitted. Specially, the consultation material does not make clear that the introduction of the North West Link Road offers greater and wider benefits than the dualling of Southern Link Road and therefore removes the need for previously proposed dualling. Nor does the consultation material make clear whether both proposals working in tandem could offer greater benefits to Worcester and the sub-region but the dualling of the Southern Link Road has been removed solely on financial delivery considerations given the overall cost of the Worcester Transport Strategy as now proposed.*

We are extremely supportive of the massive amount of work undertaken by the County Council in developing a comprehensive model and research to support the development of the Worcester Transport Strategy. However, if the Worcester Transport Strategy is to be integrated into the emerging South Worcestershire Joint Core Strategy it will be necessary for this technical work to be translated into a free standing evidence document which establishes in greater detail both the findings of modelling and research alongside the rationale for components of the Worcester Transport Strategy and their relationship with likely growth. The evidence base should also provide adequate information to enable readers to understand the impact of proposed Worcester Transport Strategy on the wider transportation network and specifically, what effect it will have on other River Severn crossings such as Holt Fleet and how these relate to future non Worcester Transport Strategy investment decisions.

The above evidence base should carefully consider the 'risk' associated with the non delivery of key infrastructure components, such as the proposed North West Link Road, and how this would impact upon the growth agenda for Worcester and the sub-region and whether it would be possible for the South Worcestershire Joint Core Strategy and Worcester Transport Strategy to respond flexibly to such circumstances.

The South Worcestershire Authorities need to understand how the components of the Worcester Transport Strategy relate generally to the potential release of growth at Worcester and specific preferred options for development, such as development to the west of Worcester. Clearly, development in this location has strong potential to promote sustainable transport movements into the City through park and ride, public transport generally, alongside cycling and walking. It is however, clearly understandable that the public will see the implementation of development in this location as being closely linked to the implementation of the proposed North West Link Road. This being the case greater clarity is essential regarding the timing of key elements of Worcester Transport Strategy such as the proposed North West Link Road and current phasing assumptions in the South Worcestershire Joint Core Strategy for general directions for growth, such as west of Worcester. Furthermore, this analysis should consider the total demands placed on the network from new development in the phasing period up to the year 2026 which includes the Sub - Regional Employment site at Junction 6.

In regard to its alignment it is considered that the indicative location shown in the consultation material is totally unrealistic in its size and would, therefore give rise to a host of objections which would not otherwise arise. For the South Worcestershire Joint Core Strategy this corridor has to be defined more positively as it will need to be set out on the key diagram. The South Worcestershire Authorities would welcome to undertake this process with Worcestershire County Council using and drawing down any currently available evidence.

The South Worcestershire Authorities will also wish to be assured that adequate consideration has been given to implications of disruption arising from the implementation of proposed improvements, particularly those associated with the Southern Link Road. Congestion is already having some adverse effect on attractiveness of locations west of the river for investment and it is a very real concern that a protracted construction period without adequate management measures could further compound this position.

**Measure: Rail station enhancements,**

<b>(C) Description:</b>	Increase direct access to the long distance (strategic) rail network.
<b>Proposal:</b>	Construction of a new Worcestershire Parkway Station to develop Worcestershire's economic potential.
<b>Delivery:</b>	Phase two Post 2016

**Comment**

*This has full support as it would enable Worcester to have access to more cross country services to Birmingham and the north, Bristol and the south, and London which can only be a great benefit for keeping and attracting businesses to the area. It would also have significant benefits in reducing traffic movements along the M5 corridor, and in and out of the city when linked in with the premium bus routes and possibly in the future with a rail shuttle service. It would also provide a park and ride opportunity to the east of the city which at present is the one radial route without such a facility.*

*A clarification on the deliverability of Worcestershire Parkway is urgently needed, firstly in strategic planning terms but also as it will have a significant effect on the demand for road space in the locality and the overall strategy for dealing with transport in and around the city.*

**Measure: Enhancement of the city centre including transport Infrastructure and Services**

<b>Description:</b>	Investment in the City centre environment to strengthen the local economy, make the city a better place to live, work, visit and invest in and reduce air quality problems.
<b>Proposal:</b>	<b>Proposed future areas for public realm enhancements:</b> St John's, Sidbury, Shrub Hill Area, Foregate Street, Castle Street, Sansome Walk, St Oswald's Road, Grandstand Road, Tybridge Street, Hylton Road.
<b>Delivery:</b>	Phase Two - Post 2016.

**Comment:**

*Comments similar to the above. The only addition is whether consideration should be given to Foregate Street being included in Phase one in view of the enhancements to the station and its environs.*

**Measure: Improve Infrastructure for walking and cycling.**

<b>Description:</b>	Walking and cycling are the most environmentally friendly ways of travelling and also improve individual health.
<b>Proposal:</b>	Future walking and cycling routes include: Fernhill Heath to Bilford Road.
<b>Delivery:</b>	Phase Two - Post 2016

**Comment**

*In any instance the comment above is relevant. In respect of other routes that should be considered for phase two would be:*

- *Rushwick to the City Centre*
- *Crown East/Lower Broadheath to the City Centre via the Worcester west growth area and the University*

# Wychavon Officer for Environmental Issues Comments

**Sent:** 09 February 2010 16:23  
**Subject:** Worcester Transport Strategy Consultation

Michele

I note the above consultation from my Council's Agenda for its development control committee to take place this week. I am not personally a Worcester resident but as the officer responsible for Environmental matters here at Wychavon and as Chair of the Hereford & Worcester pollution group it would have been useful to have been consulted. It may have been the case that this consultation has simply passed me by. I have not read the strategy in any depth but note that it appears to take into account air quality and noise.

Our main area of concern would be development on the M5/A44/A4440 and any impact on Whittington where we routinely monitor ambient pollution levels for nitrogen oxides, levels there are close to the statutory action level, any increase in traffic along this route and/ or increase in congestion would be likely to further deteriorate air quality in this area leading to it potentially being declared as an air quality management area.

I would draw your attention to the recently published air quality strategy for Herefordshire & Worcestershire and associated guidance for planners which provides further information.

<http://wychavon.whub.org.uk/cms/business/pollution/air-quality/air-quality-strategy.aspx>

Regards

Geoff Carpenter B.Sc M.C.I.E.H.  
Environmental Protection Manager  
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19 March 2010

#### General

The Worcester Transport Strategy proposes a package of measures, many of which may have an impact on archaeological and cultural heritage features, both localised and extensive. Physical impacts may be damaging, but there may also be opportunities for enhancement. Additionally the impact of many of the measures proposed for the outer parts of the city on the sensitive cultural landscape of the city centre has the potential to be extremely beneficial. Enhancement schemes within the city centre may in their turn have damaging physical impacts, which need careful identification and control.

The overall slant of the strategy is towards sustainable transportation including enhanced public transport provision, and away from the use of private vehicles. This may allow for downgrading of some roads, altering priorities between cars and pedestrians / cyclists, and help to counteract many of the damaging effects of road engineering in the 20<sup>th</sup> century.

A number of technical studies have been produced to inform the development of the strategy, of which the following are relevant to archaeology and cultural heritage:

- Ketch Park & Ride cultural heritage desk-based assessment (January 2010)
- Claines Park & Ride cultural heritage desk-based assessment (July 2009)
- Dualling of Southern link road – environmental scoping report (April 2009)
- North-west link road – environmental scoping report (April 2009)

Other studies have been produced, including supporting studies related to a possible additional Severn bridge crossing in the city centre, but these have not been made available.

These reports discuss known archaeological and cultural heritage assets, but also draw attention to the potential for other assets to be present. In general these can only be identified through intrusive work including evaluation trenching.

An underpinning principle of the strategy is that it 'should recognise the importance of emphasising the City's history, heritage and high quality environment', forming part of the 'valued and cherished environment' of Worcestershire. This recognition that the effects of the strategy will go well beyond keeping the traffic moving is strongly welcomed, and all the proposals need to be tested against it.

The quality of public realm in particular is a matter of common interest and common responsibility and it is important that all those responsible for planning and managing it should be closely involved in planning and implementing the strategy. In this context the Worcester Alliance's developing masterplan for the city centre is particularly important.

#### Impact of specific proposals on the cultural heritage and archaeology of Worcester

##### *A4440 / A38 junction*

Most or all works will be within the area already affected by development. However the impact of the scheme will need to be considered at detailed design stage.

Proposals to maintain and enhance the battlefield viewpoint should be included in the design, alongside improved pedestrian access and crossings.



### ***A4440 / Norton Road junction***

Most or all works will be within the area already affected by development. However the impact of the scheme will need to be considered at detailed design stage.

### ***Other junction improvements***

Scheme design and early consultation to allow impact on buried features and on views and the settings of historic buildings and structures to be identified and avoided, and enhancement and interpretation (e.g. information boards, trails) to be provided where appropriate.

### ***North-west link road***

Almost the entire alignment of this would be outside the city boundary. Design and consultation will be important to ensure that key long-distance views into, out of and across the city are not adversely affected. There could also be opportunities to provide new views into the city.

### ***Junction improvements along key radial and orbital routes***

Scheme design and early consultation to allow impact on buried features and on views and the settings of historic buildings and structures to be identified and avoided, and enhancement and interpretation (e.g. information boards, trails) to be provided where appropriate.

### ***Foregate Street Station***

Although poorly presented, the historic station building has many attractive features which would merit enhancement.

Opportunity to enhance the very poor open space in front of the station, though note that there may be buried archaeological remains in this area.

### ***Malvern Link Station***

No direct impact on Worcester though increased use of this site may further reduce traffic pressure in the city centre.

### ***Shrub Hill Station***

An important series of listed buildings, and also important for views to and from the city centre, though evidently under-used. Development of this site should aim to enhance the buildings and improve visitors' arrival in Worcester. Improved links to the city centre will be very important.

### ***New local rail halts***

Any impact would depend on the proposed locations. Scheme design and early consultation to allow impact on buried features and on views and the settings of historic buildings and structures to be identified and avoided, and enhancement and interpretation (e.g. information boards, trails) to be provided where appropriate.

### ***Worcestershire Parkway Station***

No direct impact on Worcester though development and use of this site may further reduce traffic pressure in the city centre.

### ***Public realm enhancements to the city centre***

An overall design code and details of individual schemes should be developed through close working with Worcester City Council's conservation section and planners.

The affected area is entirely or almost entirely within conservation areas and there are numerous listed buildings (Worcester city centre has one of the largest concentrations of listed buildings in the country), scheduled ancient monuments, and other historic assets.

#### Better pedestrian and cycling facilities

Welcomed – details of design will be crucial to success

#### Improved access to the city centre

Welcomed – particular attention to crossings of City Walls Road (along main dual carriageway and Lowesmoor / St Nicholas Street junction at N end), Deansway and the main Severn Bridge

#### Wider footways, new paving, tree planting, enhanced lighting and seating facilities

Welcomed – an overall design framework and details of design for individual schemes will be crucial. Particular attention should be given to the potential impact of tree planting on buried archaeological remains, avoiding the use of large tree pits where possible

#### Better access for buses

Welcomed – ensure that any new infrastructure is not detrimental to buried archaeological remains (where groundwork's are needed), historic buildings and structures, the conservation areas and views

#### Improved passenger transport infrastructure

Welcomed – ensure that any new infrastructure is not detrimental to buried archaeological remains (where groundwork's are needed), historic buildings and structures, the conservation areas and views

#### Reduction of street clutter

Strongly welcomed – see above for the need to involve Worcester City Council's conservation section and planners in this

### Phase 1 locations

New Road – no specific archaeological issues

Hylton Road – no specific archaeological issues

Bridge Street – reducing traffic flow would be welcomed and could allow wider pavements

North Parade – potential to remove traffic, thereby strengthening pedestrian links along riverside

Broad Street – enhancements to quality would be welcomed

Deansway – important buried archaeological remains are present here and could be affected by any major engineering works or other below ground interventions. Setting of St Alban's church (scheduled ancient monument) and other listed buildings. Key opportunity to reduce traffic use or remove altogether, enabling the city centre's links to the riverside, severed in the mid-20<sup>th</sup> century, to be recreated, and potentially freeing up developable space.

Copenhagen Street – see Deansway. Copenhagen Street has become very fragmented and would benefit from new buildings and street works to reintegrate it.

Cathedral Square – the roundabout is redundant and should be removed. Potential to remove access to multi-storey car park, allowing the square to become a fully pedestrianised space. Need for high quality design extending across the whole space including the Cathedral churchyard.

College Street – if Deansway is to be downgraded College Street could be reduced to single carriageway or further. Potential for additional open space subsidiary to Cathedral Square.

City Walls Road – shares many characteristics with Birmingham’s ‘concrete collar’ and should be treated in the same way to facilitate the expansion of the city centre. Reduction to single carriageway would be very beneficial. This should be further away from the city wall remains, allowing a setting for these scheduled ancient monuments to be created and bringing an appropriate level of green space and green infrastructure into the city centre.

Lowesmoor – important and characterful street where the removal of through traffic and public realm enhancement would complement the recent grant scheme for buildings

#### Phase 2 locations

St John’s – important and characterful street which would strongly benefit from the removal of through traffic and public realm enhancement

Sidbury – historic street which was badly damaged by the demolition of one side and dualling in the 1960s. would benefit strongly from reinstatement of a built form on the S side and associated public realm improvements.

Shrub Hill area – no specific archaeological issues

Foregate Street – no specific archaeological issues

Castle Street – no specific archaeological issues

Sansome Walk – no specific archaeological issues

St Oswald’s Road – no specific archaeological issues

Grandstand Road – no specific archaeological issues

Tybridge Street – buried archaeological remains of medieval bridge and other defences at E end

Hylton Road – no specific archaeological issues

#### Other

Additional streets which should be considered for enhancement:

Shaw Street and The Butts, enhancing links between the WLHC and Foregate Street

High Street – completion of southern end, though to a higher standard than the High Street works of the last decade

The Cross, St Swithins Street and Trinity Street – extension of pedestrian priority zone

The Shambles – public realm works could help to lift this street

### ***New walking and cycling routes***

Scheme design and early consultation to allow impact on buried features and on views and the settings of historic buildings and structures to be identified and avoided, and enhancement and interpretation (e.g. information boards, trails) to be provided where appropriate.

High potential for improved access to historic sites and areas such as the registered historic battlefield of Worcester.

### ***Secure cycle parking***

Careful choice of sites to avoid impact on buried features and reduce impact on views and the settings of historic buildings and structures

### ***Improvements to key corridors within Worcester***

Scheme design and early consultation to allow impact on buried features and on views and the settings of historic buildings and structures to be identified and avoided, and enhancement and interpretation (e.g. information boards, trails) to be provided where appropriate.

### ***Park & ride sites***

#### Ketch

A Roman road alignment crosses the site and associated roadside remains may be present. There is also potential for buried archaeological remains of other periods. This is an Archaeologically Sensitive Area covered by saved policies from the City of Worcester Local Plan.

The Roman road alignment should be a key consideration in designing the car park layout (compare the Perdiswell park & ride car park where the layout was redesigned following the discovery of a rare Bronze Age circular enclosure).

Long-distance views and setting issues may include those of the city centre and the Crookbarrow Hill scheduled ancient monument while the registered historic battlefield of Worcester should also be considered.

Thought should also be given to the current interpretation and viewpoint of the battle of Worcester at the car park to the W of the A38.

Crown East – the proposed car park site is not defined in the consultation document but depending on the site chosen may be wholly or almost wholly outside the city boundary. Issues include long distance views and the setting of the Earl's Court moated site scheduled ancient monument. Buried archaeological remains may be affected.

Claines – the proposed car park site is wholly or almost wholly outside the city boundary. Issues for the city will therefore relate to views, including long distance views of the city centre and cathedral, and the settings of buildings in the locality.

### ***Improving perception***

No impact on historic environment.

### ***Intelligent transport systems***

Some infrastructure (e.g. signage) may affect views and settings, while there may also be some impact on buried remains, e.g. from column or shelter foundations.

## Developments not included in the strategy

Two developments in particular have been widely discussed but are not included in the consultation.

The dualling of the southern link road would affect the registered historic battlefield of Worcester. Although any visual impact on the battlefield could be minimised by widening on the S side rather than the N, there would undoubtedly be an increase in noise levels resulting from increased traffic.

Construction of a new city centre road bridge linking Tybridge Street with Croft Road could have an immediate effect on traffic levels in Deansway and City Walls Road and could allow those streets to be downgraded or even (in the case of Deansway) closed to traffic altogether. However the impact on the historic Tything and other streets in the area could be very detrimental.

The design of any new bridge would be crucial, especially given the proximity of the existing road and rail bridges, but would also be an opportunity for public engagement and innovation (compare the groupings of bridges in cities such as Newcastle and Newport).

Buried archaeological remains would also be an important consideration, in particular remains of the medieval bridge and medieval and Civil War defences.

## Summary comments

- Overall aims of the strategy are welcomed, especially with regard to the history, heritage and environment of Worcester city centre and the outer areas of Worcester
- Need for consensual sign-up, especially from Worcester Alliance, Worcester City Council, the Worcester BID and Worcester Civic Society
- Opportunities for enhancement, improved access and interpretation related to individual schemes, with particular attention to the registered historic battlefield of Worcester and other landscape-scale and green infrastructure assets
- Broader opportunities for enhancement of the city centre and the reversal of past ‘wrongs’, especially in Deansway / College Street and City Walls Road, based on reducing levels of traffic passing through the city centre
- Creation of public open space at Cathedral Square
- Recreating links between the High Street and riverside
- Enhancement of City Walls scheduled ancient monument as centrepiece for new green infrastructure space (potential ‘linear park’)
- Specific responses needed to individual scheme details, to cover below-ground archaeological remains, character, settings and views

# Appendix L – Statutory Stakeholder, Regional Body and Transport Operator Responses



## ENGLISH HERITAGE

WEST MIDLANDS REGION

Ms M C Jones  
Worcestershire County Council  
Passenger Transport Consultation  
Spetchley Road  
Worcester  
WR5 2NP

Our ref: HD/P WCCLTP  
Your ref:  
Telephone 0121 625 6851  
Fax 0121 625 6820

5 March 2010

Dear Ms Jones

re: **WORCESTER TRANSPORT STRATEGY AND PHASE 1 MAJOR SCHEME BID CONSULTATION**

Thank you for your letter of 8 February and the invitation to comment on the above document. Please note that further correspondence relating to the Strategy and all other consultations relating to the County Council's Local Transport Plan Review should be directed to me at the address given below.

For convenience our comments are structured according to the questions set out in the pro forma for responding.

### Phase 1 Major Scheme Bid

English Heritage broadly supports the range of measures proposed as part of the Phase 1 Scheme Bid. The majority focus on improving and enhancing the existing transport infrastructure, and in encouraging greater use of sustainable transport modes through better information, connectivity and opportunities for walking and cycling. In general, English Heritage advocates maximising the use of existing infrastructure before investing in new infrastructure particularly major road schemes.

With respect to specific comments on proposals, we have the following comments:

- We welcome the emphasis on public realm enhancements to the City Centre as a core part of the scheme, this including the reduction of street clutter and enhanced public realm facilities. Implementation of these measures should reflect the practical guidance in the Streets for All Manual for the West Midlands – available at the following link [<http://www.helm.org.uk/server/show/nav.19643>].
- The proposed locations for public realm enhancements include the Cathedral Square, and we wish to endorse the benefits of improving the permeability and quality of links between the Cathedral and the core of the city centre. Additionally a number of the proposals are likely to be within or in the vicinity of the designated conservation areas and ongoing Partnership Schemes (e.g. Foregate Street and the

Tything) aimed at their regeneration. We hence strongly recommend that close liaison at the earliest stage is maintained with the City Council's Urban Design and Conservation team in order to ensure that proposals complement on-going work as well as maximise opportunities for securing improvements in the sustainable management of the City's heritage resource, as well as its interpretation and enjoyment by the public.

- Any new infrastructure, such as the proposed new park and ride sites, should be fully appraised as to their potential impact on the historic environment including designated and non designated heritage assets. For the entire urban fringe of the City, the County Council have undertaken a historic environment character assessment which indicates the sensitivity to and capacity of areas for accommodating major new development. We recommend this information is used to inform any large-scale new infrastructure projects, such as Park and Ride proposals [contact: Adam Mindykowski].
- Proposals for improving and creating new walking and cycling routes should seek to take into account emerging work on the South Worcestershire Sub-Regional Green Infrastructure Strategy. This is identifying priority areas for green infrastructure provision and improvement, an important strand of which is routes for cycling and walking.

### **Full Worcester Transport Strategy**

The Full Worcester Transport Strategy includes a number of major new infrastructure proposals, including the North West Link Road and Worcestershire Parkway Station. English Heritage requires further details on these proposals, and their potential impacts on the historic environment and heritage assets, before we can formally give a view on the proposals.

Our comments on the Phase 1 Scheme Bid are also applicable to the Full Transport Strategy, particularly with regard to the implementation of proposed public realm enhancements, the early involvement of the Council's Urban Design and Conservation Team, and the robust assessment of major new infrastructure proposals.

I trust the above comments will be of help in taking forward the Strategy. Please contact me if you require any further information.

Yours sincerely

Amanda Smith  
**Regional Planner**

Organisation	Natural England
Address	Block B, Government Buildings Whittington Road Worcester WR5 2LQ
Contact name	Antony Muller
Interest	Statutory consultee
PHASE 1 ONLY	
Do you support the proposals for Ph1 of the WTS?	<p><b>Introduction</b></p> <p>Natural England champions the prioritisation, protection and enhancement of the natural environment in transport planning and policy making at national, regional and local levels.</p> <p>We are a statutory consultee for:</p> <ul style="list-style-type: none"> <li>• Major transport schemes (such as roads, rail and airport expansion);</li> <li>• Regional Spatial Strategies (which includes the Regional Transport Strategy);</li> <li>• Environmental Impact Assessments of transport schemes; and</li> <li>• The Strategic Environmental Assessment of transport policies and programmes.</li> </ul> <p>Natural England’s view on the Worcester Transport Strategy is informed by our Position Statements, which make our principles very clear. Our Position Statements are available online from <a href="http://www.naturalengland.org.uk/ourwork/position/positionstatements/default.aspx">http://www.naturalengland.org.uk/ourwork/position/positionstatements/default.aspx</a>. Our recently published Position on Spatial Planning is available via a different link, <a href="http://www.naturalengland.org.uk/Images/PlanningPosition_tcm6-16604.pdf">http://www.naturalengland.org.uk/Images/PlanningPosition_tcm6-16604.pdf</a>.</p> <p><b>Does Natural England support the proposals for Phase 1 of the WTS?</b></p> <p>Partly. We welcome a significant raft of praiseworthy elements in the strategy (see below). Natural England also offers comments below on themes and proposals that either we need clarification on, or on which we need to disagree or to qualify our support.</p>



Do you have any comments on the proposals for Ph1 of the WTS?

## Overview

Our Position Statement on Transport states that we believe the current trend of increasing demand for roads and declining levels of walking, cycling and bus use cannot be sustained without damaging the natural environment and people's quality of life. The delivery of economic and societal benefit should not be at the expense of the natural environment. We believe that transport investment should focus on managing demand and prioritising environmentally sustainable, low carbon modes and technologies. We call for the better use of existing transport infrastructure and improvements in the quality and integration of our transport networks rather than the overall quantity. Our Transport Position calls for decision-makers to better integrate transport and spatial planning and place more emphasis on the design of communities and the accessibility of services and facilities to achieve reductions in car journeys and increases in walking, cycling and bus use. Worcester's status as a Growth Point and its associated Joint Core Strategy approach offer a unique opportunity to achieve this.

## Comments on the detail

### **Strategic highway improvements**

#### *Capacity improvements at critical junctions to improve flow of traffic*

Such works may be necessary and acceptable where they are the result of an approach which reflects a sustainable transport ethic. Page 8 of the WTS consultation leaflet (Major Scheme Bid package) infers that these improvements reflect relevant policy dealing with the Central Technology Belt and the local economy. It is not clear how these aspects of the bid stack up against environmental policy considerations. We acknowledge the leaflet's statement regarding further detailed consultation on elements of the WTS *when funding has been secured*. However it is fundamentally important that seeking Phase 1 of the funds does not commit the County Council to unsustainable transport options later.

### **Local highway improvements**

#### *Junction improvements on key radial & orbital routes.*

Our comments above apply broadly here also.

### **Rail station enhancements**

- *Worcester Foregate* – Fully support in principle.
- *Malvern Link* - Support in principle subject to clarification regarding car parking capacity and knock-on local effects of car park expansion in an established part of this town.
- *Worcester Shrub Hill* – Support improved bus:rail interchange but query scale of car parking improvements – why not make minimum fit for purpose car parking changes at Shrub Hill and ensure P&R bus services from each part of town serve this location, cars thus staying out of city centre? Local (city) residents should be served with bus/cycle/walk links to Shrub Hill.

We fully support the following elements of the strategy subject to formal assessment of the locations in question:

	<ul style="list-style-type: none"> <li>• New local rail halts</li> <li>• City centre improvements including transport infrastructure &amp; services</li> <li>• Improved infrastructure for walking &amp; cycling</li> <li>• Key corridor improvements to enhance local Bus services</li> <li>• Park &amp; ride</li> <li>• Improve perception and use of sustainable travel modes (walk, cycle, passenger transport)</li> <li>• Intelligent Transport Systems</li> </ul>
Are there any other issues that you think ought to be covered in Phase 1 of the WTS?	Our comments above provide our initial response.

*Full WTS comments*

Organisation	Natural England
Address	Block B, Government Buildings Whittington Road Worcester WR5 2LQ
Contact name	Antony Muller
Interest	Statutory consultee
Full Worcester Transport Strategy	

Do you support the proposals for the full WTS?

## Introduction

Natural England champions the prioritisation, protection and enhancement of the natural environment in transport planning and policy making at national, regional and local levels.

We are a statutory consultee for:

- Major transport schemes (such as roads, rail and airport expansion);
- Regional Spatial Strategies (which includes the Regional Transport Strategy);
- Environmental Impact Assessments of transport schemes; and
- The Strategic Environmental Assessment of transport policies and programmes.

Natural England's view on the Worcester Transport Strategy is informed by our Position Statements, which make our principles very clear. Our Position Statements are available [online](http://www.naturalengland.org.uk/ourwork/position/positionstatements/default.aspx) from <http://www.naturalengland.org.uk/ourwork/position/positionstatements/default.aspx>. Our recently published Position on Spatial Planning is available via a different link, [http://www.naturalengland.org.uk/Images/PlanningPosition\\_tcm6-16604.pdf](http://www.naturalengland.org.uk/Images/PlanningPosition_tcm6-16604.pdf).

## Does Natural England support the proposals for the full WTS?

Partly. Our comments in relation to Phase 1 are set out separately and, while we won't repeat them here, are broadly supportive. **Our key comment in relation to the Post 2016 proposals is that, in the absence of adequate information on the proposal, we must signal our opposition to the North-west link road option.** We acknowledge that the opportunity to offer advice on any related road scheme will arise subsequently (if it is progressed), but at this stage we outline below our reasons for objecting in principle. In the broader context of the WTS as a whole we refer to Natural England's Transport position material in order to explain our approach.

<p>Do you have any comments on the proposals for the full WTS?</p>	<p><b>North-west link road</b>  Natural England's position on transport highlights the following key issues:</p> <ul style="list-style-type: none"> <li>• Current transport trends cannot be sustained without damaging the natural environment and people's quality of life.</li> <li>• Transport policy should aim to deliver net environmental gain and, in so doing, ensure that the delivery of economic and societal benefit is not at the expense of the natural environment.</li> <li>• A fundamental cultural shift in the way society views mobility is urgently needed.</li> <li>• Transport investment should focus on managing demand and prioritising environmentally sustainable, low carbon modes and technologies.</li> <li>• All types of transport should cover the full costs of the damage they incur on the natural environment and of their emissions.</li> <li>• Transport must ensure the highest levels of protection and enhancement for England's protected landscapes, habitats, sites and species and that protected areas should become exemplars of environmentally sustainable transport networks.</li> </ul> <p>Taking these positions as our starting point Natural England proposes that the Phase One 'foundation measures' indeed form the bedrock of a transport strategy for the city, but that the construction of new road infrastructure such as the 'north-west link' comprises a last resort, one only to be adopted following full and thorough examination of more environmentally acceptable transport solutions and consideration of the impacts of the proposed scheme.</p> <p>We advocate the development of sustainable transport improvements, suitably modelled and based on an assessment of need rather than demand.</p> <p><i>Construction of new rail station at Norton Parkway and Claines Park &amp; Ride proposal</i></p> <p>Extracts from our transport position paper (bullet points above) set out our views on how such an option should perform in order to be pursued. Subject to the detail of such a scheme and full consideration of any site related impacts Natural England would support such a project in principle.</p> <p><b>Omission</b> - A park and ride facility at/near Junction 7 of the M5 was proposed as part of the South Worcestershire Joint Core Strategy but this does not feature in the WTS.</p>
--	--

Are there any other issues that you think ought to be covered in the full WTS?

Our comments above provide our initial response.



Michele C Jones  
Worcestershire County Council  
Passenger Transport Consultation  
Pavilion E1  
Spetchley Road  
Worcester  
WR5 2NP  
15<sup>th</sup> April 2010

Network Rail  
The Mailbox  
100 Wharfside Street  
Birmingham  
B1 1RT  
T 0121 345 3294

Michele,

**RE: Worcester Transport Strategy**

We are writing to register our support for the Worcester Transport Strategy and welcome the sustainable approach to infrastructure planning, integrating transport and land use planning. We also welcome the recent decision to review the Worcester City Masterplan to now include the possible redevelopment around the Worcester Shrub Hill station area; primarily focusing on increased car parking for the station and bus-rail interchange.

Improving stations is an area that we are dedicated to and we have recently launched 'Action Stations' which is currently being consulted with passengers and includes a ten point guidance plan to help deliver better Stations. The final version of this document is expected in 2010 and will feed into the Route Utilisation Strategy (RUS) processes.

We also recognise your aspiration to promote new stations within the Worcestershire area to which, we look forward to working with you through the business justification process. As you are aware, any new station proposal will be assessed on its own merits and will require a robust industry business case which will need to consider:

- General timetabling issues including Train Operator stopping patterns and the impacts of any additional services on journey times
- Whether there is sufficient rolling stock capacity to accommodate additional demand
- What demand would be unlocked by the new station

'Investment in Stations, a guide for promoters and developers' is available on our website and contains further information.



We are currently working with the wider industry in developing the West Midlands & Chilterns RUS which will consider the railway infrastructure in the Worcester area. The RUS process analyses the current demand and existing capacity of trains and infrastructure by carrying out demand analysis. Where the predicted demand exceeds the current network capacity, either now or in the future, it is identified as a gap. Options are then evaluated, both operationally and in terms of a business case to meet the gaps. The options that best address these gaps then form the recommendations outlined in the strategy. The draft RUS for consultation will be published in November 2010, with the final document published in spring 2011. Worcestershire Local Authorities are included in the RUS process as part of the wider stakeholder group. The RUS is specifically considering capacity on the Hereford – Worcester – Birmingham route and is looking at connectivity to Worcester City Centre.

For more detailed information on Network Rails plans we publish Route Plans; these outline the immediate priorities and work being undertaken by Network Rail. These cover the whole of the country and are available on our website under Network Planning. The appropriate Route Plan for Worcester is Route M (West Midlands and Chilterns).

Any queries on rail strategy in the Worcester area or the West Midlands and Chilterns RUS should be directed to the West and Wales Route Planning team in Birmingham.

Yours Sincerely,

Darren Horley

Our ref:  
Your ref:

Tracey Black  
C4, 5 Broadway  
Broad Street  
Birmingham B15 1BL

Worcestershire County Council  
County Hall  
Spetchley Road  
Worcester  
WR5 2NP

Direct Line: 0121 678 8415

12 March 2010

Dear Sir or Madam

#### **WORCESTER TRANSPORT STRATEGY**

Thank you for providing the Highways Agency (HA) with the opportunity to comment on the Worcester Transport Strategy consultation document.

The HA is responsible for maintaining, operating and improving the Strategic Road Network (SRN) in England on behalf of the Secretary of State for Transport.

The HA welcomes the opportunity to comment on this consultation document and appreciated meeting with the County Council recently in order to increase our understanding of the proposals contained within it. Our comments on the Phase 1 Strategy and Major Scheme Bid; and the full Worcester Transport Strategy are provided below.

#### **Phase 1 Strategy and Major Scheme Bid**

The HA supports the principles of the Phase 1 Strategy and Major Scheme Bid, which are focussed on improving access to Worcester City Centre. We particularly welcome the desire to see greater use of sustainable modes for journeys into the City Centre, and the proposed rail improvements. We also welcome the Council's in principle commitment to provide, within the Major Scheme Bid Business Case, a clear indication of the links between the specific transport aspirations of the bid and other areas of transport policy, such as city centre parking policies that will affect the overall travel demand into the City and the choice of modes used. Our main interest, however, is the effect of the proposed strategy and scheme on the operation of the key junctions on the M5 motorway - principally junction 5, 6 and 7.

The HA is not currently in a position to comment on the operational impact of the strategy and scheme on the SRN and in particular the three junctions mentioned above until a review of the SATURN model outputs provided by Worcestershire County Council has been carried out by our transport consultants, JMP. We, therefore, reserve our right to do so at this stage.



Department for  
**Transport**



### The full Worcester Transport Strategy

The HA will be pleased to continue to work with the County Council and other stakeholders, including the appropriate local planning authorities as the strategy develops to ensure that it deals effectively with the wider spatial challenges and growth agenda in the South Worcestershire sub-region.

In particular, we would welcome ongoing involvement in the development of policies and measures designed to enhance levels of connectivity between the sub-region and the West Midlands/South West. We consider that that provision of an effective long distance rail offer from the sub-region would be beneficial in dealing with the likely increased levels of movement on the West Midlands to South West (M5 motorway corridor) axis. We, therefore, welcome in principle the proposals for additional rail stations at Norton (Worcestershire Parkway) and Fernhill Heath, provided the local impacts at the junctions on the M5 can be shown to be not detrimental to the free flow of through traffic and operational safety.

Again, however, the HA's main interest will be on the ability of the M5 and in particular junctions 5, 6 and 7 to cater for increased travel demand. There is no specific reference in the strategy to highway improvements at these three junctions. While such improvements are to be considered measures of last resort in accordance with current Government policy, this may need to be revisited as technical work on the strategy progresses.

The HA reserves its position on the other key infrastructure proposal, the provision of a North Western Relief Road, pending further review of the technical assessments that we understand are currently being developed.

I look forward to continuing to work with the Council as the Strategy develops. In the meantime, should you have any queries, please do not hesitate to contact me.

Yours faithfully



Tracey Black  
NO West Midlands Planning  
Email: tracey.black@highways.gsi.gov.uk



Department for  
**Transport**

15 March 2010

Michèle C Jones  
Worcestershire County Council  
Passenger Transport Consultation  
Pavillon H1, Setchley Road  
Worcester WR5 2NP

Dear Ms Jones

#### **Worcester Transport Strategy Consultation**

Thank you for inviting Advantage West Midlands to comment on the draft Worcester Transport Strategy. In developing the strategy it is important that you consider and ensure alignment with regional strategies and delivery mechanisms.

#### **Connecting to Success, West Midlands Economic Strategy (WMES)**

WMES sets an ambitious vision for the West Midlands, "To be a global centre where people and businesses choose to connect". The WMES sets a high level strategy for addressing the identified £16 billion productivity gap in our region's economic performance compared to the rest of the UK.

The WMES notes that the accessibility, reliability and capacity of our transport networks have an impact on productivity. The anticipated growth in travel demand alongside changes to travel patterns, which are forecast to become more diverse, could lead to the reliability of our transport networks becoming worse unless the appropriate measures are put in place. Transport is identified in the WMES as one of five major challenges to the region.

The WMES clearly states that the transport challenge needs to be addressed in a balanced way through a mix of infrastructure investment alongside maximising the use of existing road and rail networks and encouraging modal and behavioural change.

We have worked hard together in seeking to prioritise transport projects that address the challenge as set out in the Regional Transport Priorities; which include New Growth Points in the region

## **Developing and Delivering an Integrated Approach for Growth and Regeneration**

The regional approach to developing and delivering an integrated approach for growth and regeneration is being taken forward through our Regional Funding Advice 2009-19 (RFA). This sets out regional investment priorities for economic development, housing and regeneration, transport and skills within the context of key regional strategies.

Our RFA has a clear focus on deliverability, based around over 70 priority projects in 20 Impact Investment Locations (IILs), including Growth Point Development Programme for Worcester notably the development of land, to the south east of the M5, Junction 6 for a new technology park and the delivery of a new campus and library for University of Worcester. Phase 1 of the Worcester Transport Strategy is included in the current RFA transport programme in recognition of the need to deliver the right transport projects to support delivery of the Impact Investment Locations priority projects.

The IILs demonstrate that delivering alignment between funding streams at the local level to make the best use of resources and help stimulate private investment can be successfully achieved. The projects include a range of public transport improvements and highways schemes that support the delivery of our overarching Regional Transport Priorities and were chosen because of their inter-related contribution to securing investment and supporting our economy and business in the next few years.

Future strategies and plans, should utilise and build upon the successful models and approaches developed and delivered by the region; including our Regional Transport Priorities and RFA.

## **Planning for the Longer-Term: Delivering a Sustainable Transport System (DaSTS)**

DaSTS sets out Government's proposals for developing a long term strategic transport planning and investment programme for national, international, city and regional transport and local networks. Regional partners are working together to deliver an evidence led transport programme for the DaSTS period of 2014 and beyond. This programme will support the achievement of our key priorities and goals through the delivery of the most appropriate solutions.

Our programme will be informed by a suite of studies. Of particular relevance to Worcester is the "Growth Points Connectivity" study, which will identify sustainable and deliverable solutions that respond to transport challenges and support growth.

The conclusions of these studies will provide clarity on our future transport needs for both passengers and freight within the context of the need to tackle climate change and the current economic picture.

A vital element of the DaSTS work will also be to ensure that the development of strategy and delivery plans and the DaSTS process are taken forward in tandem. The Agency will work with regional partners to make sure that this alignment continues to be built into all relevant aspects of work.

Only through alignment with the DaSTS process can we ensure that proposals put forward are essentially the best solutions to meet identified challenges, are supported by key partners, are affordable and deliverable, and have a positive impact on the DaSTS goals.

#### In summary

The Agency believes that the draft Worcester Transport Strategy provides a valuable contribution to informing and developing the right transport strategy for the region.

It is vital that the strategy is clear, focussed and realistic. The strategy must be supported by a programme that has been developed in line with, and is informed by, the DaSTS approach; supporting the delivery of the West Midlands Economic Strategy, Connecting to Success and the Agency's regeneration and development investment programme; along with other key regional and national strategies.

The programme must include projects and support to underpin the economic vitality and growth of our region and our business base. Suitable and sustainable transport options across all modes need to be introduced and kept in place that will work with and support business, enable people to get to and from their place of work and transport goods from their origin to destination reliably and effectively.

In the current economic climate; where the availability of both public and private sector funding is increasingly limited; such an approach is fundamental in ensuring that the strategy provides the right context and focus, whilst not raising unrealistic expectations.

The Agency has welcomed the opportunity to comment on the draft Worcester Transport Strategy; and believes that it is essential that we continue to work together to deliver an integrated transport strategy for the county that aligns with and actively supports the delivery of the West Midlands Economic Strategy.

Yours sincerely



Mark Pearce

Corporate Director, Economic Regeneration  
Advantage West Midlands

Ref: SZ/RAN

21 April 2010

Mrs Michele Jones  
Worcestershire County Council  
Transport Policy & Strategy Team  
County Hall  
Spetchley Road  
Worcester  
WR5 2NP

Abbey Lane  
Leicester  
LE4 0DA  
Tel: 0116 2589150  
Fax: 0116 2589138

Dear Mrs Jones

As the main transport operator in the City I would like to offer my support to Phase 1 of the Worcester Transport Strategy (WTS).

Worcester is considered by First to be a key urban operation and we would be keen to continue to work closely with Worcestershire County Council to further improve the delivery of improved bus services.

First, also welcomes working directly with partners and Stakeholders, and there are direct public transport associated elements included in the bid, which First would offer direct support.

#### Key Corridor Improvements

First has previously worked closely with Worcestershire County Council, providing a partnership approach, and also offering experience gained elsewhere in the UK, to deliver reliable, high frequency services. The reduction of car journeys and modal shift to public transport will help to ensure sustainability, providing further opportunities for future investment in the bus network. We note that the package approach proposed as part of Phase 1 of the WTS will enable key corridor implementation to be accelerated which will maximise the benefits to bus users and operators that these measures will provide. This approach also increases the confidence of bus operators in the public sector commitment to improve the attractiveness and use of public transport to, from and within the City of Worcester. This significantly improves the commercial case for investment in bus services in the city.

Leicester City & County Council  
Business & Community Development

Leicester City & County Council  
Business & Community Development

First Midland Red Buses Limited  
Registered in England & Wales No. 01256027

Registered office: Abbey Lane, Leicester, LE4 0DA



**ATOC**



First and Worcestershire County Council have a history of successful partnership working and we will look to build on this as a means of ensuring the delivery of the benefits of the Key Corridor improvements in Worcester. In particular, we will look to review the network in partnership with the County Council and in the light of the technical work which has underpinned the WTS Phase 1 Major Scheme Bid.

#### Improved use and Perception

First was previously directly involved, by providing local resource for Individual Travel Planning, within the 'Choose How You Move Project'.

Direct marketing and targeting non bus users can be a key element in achieving modal shift, bringing benefits to relieving traffic congestion, and also increasing bus passenger numbers. First would work closely to ensure that potential passengers are provided with the appropriate information, and ticket offers to promote bus travel.

#### Intelligent Transport Systems

First note and support the inclusion of a real time information system within the Phase 1 WTS. First can provide expert advice and support in relation to Real Time Information, including the benefits for both current and potential passengers, and also the development of associated bus priorities, at key locations.

Smartcard Ticketing is another area where First has previous experience of introducing high technology, to provide the customer more choice, and simplify how bus travel can be paid for.

Other aspects of the bid, that First would be committed to providing support through a partnership approach, would be the delivery of improved access to the City Centre, and also ensuring the coordination of passenger transport information.

First is fully committed to bus travel in Worcester, and will invest in its future to realise passenger growth.

Yours sincerely



Steve Zanker  
Commercial Director

cc Mr Stephen Harrison, Worcestershire County Council, Transport Policy & Strategy Team,  
County Hall, Spetchley Road, Worcester WR5 2NP

# Appendix M - Emergency Services / NHS Responses

PROTECTIVELY MARKED - RESTRICTED



West Mercia Police  
South Worcestershire Division  
Traffic Management Office  
Pertham Police Station  
Quaker Elizabeth Drive  
Pertham, Worcestershire WR10 1PT  
Tel: (1905) 331035 Fax: (1905) 541056  
Email: mcdon@westmercia.pnn.police.uk

Our Ref: MJD/31/Feb-10  
Your Ref:



Michelle C Jones  
Consultation Officer  
Worcestershire County Council  
County Hall  
Spetchley Road  
Worcester  
WR5 2NP

Dear Ms Jones,

## CONSULTATION: THE WORCESTER TRANSPORT STRATEGY AND PHASE 1 MAJOR SCHEME BID

I refer to your recent letter and attached documents seeking the Chief Constable's views in respect of The Worcester Transport Strategy and Phase 1 Major Scheme Bid consultation document.

I can confirm that in respect of Phase 1, West Mercia Police are fully supportive of the Worcester Transport Strategy. I note that it is your intention to undertake junction improvements on the A4440 at its junctions with the A38 and Nailton Road (however I am concerned that the consultation document makes no mention of the A4440 at its junction with the A44 at Whittington).

Whilst I acknowledge that there are significant benefits in making improvements at both the specified junctions in particular the A4440 with the A38, I cannot ignore the fact that the A4440 junction with the A44 is the key to the movement of traffic on the whole of the eastbound A4440, particularly in the morning peak traffic flow period as traffic attempts to access the M5. I am given to understand that significant improvements at this junction are not considered viable due to the presence of underground statutory services which would be costly to relocate. I am sympathetic to this problem; however I remain convinced that unless measures such as part time traffic signals are put in place to assist traffic in exiting from the A4440 then any benefits gained elsewhere on the route will be negated.

www.westmercia.police.uk

Policing Herefordshire, Shropshire, Telford & Wrekin and Worcestershire

Non-emergency: 0300 331 3000



In addition to the other proposed measures within the consultation document, I particularly welcome the proposal to further examine the feasibility of using ongoing technology to extend the existing variable message signs around the City and to investigate the possibility of introducing an urban traffic management and control system.

I look forward to hopefully seeing more detailed proposals at some point in the near future.

Yours sincerely,



**Mike Digger**  
Traffic Management Advisor to the Chief Constable  
(South Worcestershire)

cc  
Registry file HQ





### Worcester Transport Strategy Pro-forma for use when responding



Organisation	Worcestershire Acute Hospitals NHS Trust
Address	Worcestershire Royal Hospital Charles Hastings Way Worcester WR5 1AA
Contact name and title:	RUTH ABY, PROPERTY MANAGER Hospital Trust
Interest (eg trade, local authority, passenger representative)	
PHASE 1 ONLY	
Do you support the proposals for Phase 1 of the Worcester Transport Strategy?	YES



<p>Do you have any comments on the proposals for Phase 1 of the Worcester Transport Strategy?</p>	
<p>Are there any other issues that you think ought to be covered in Phase 1 of the Worcester Transport Strategy?</p>	<p>Noted that new walking and cycling route proposed from County Hall to city centre but not from hospital to city centre / Shrub Hill Station. However there is an existing link from the hospital to County Hall.</p> <p>No</p>



<b>The full Worcester Transport Strategy</b>	
Do you support the proposals for the full Worcester Transport Strategy?	YES
Do you have any comments on the proposals for the full Worcester Transport Strategy?	See above Phase 1 Comments re walking and cycling routes from hospital to city centre



Are there any other issues that you think ought to be covered within the full Worcester Transport Strategy?

	No
--	----





Worcestershire County Council  
County Hall  
Spetchley Road  
Worcester  
WR5 2NP

Regeneration  
Dept Justice

YOUR Ref: [redacted]  
OUR Ref: [redacted]  
Reference to: [redacted]  
Form Ref: [redacted]  
File: [redacted]  
E-Mail: [redacted]

5<sup>th</sup> March 2010

Dear Sir/Madam,

**THE WORCESTER TRANSPORT STRATEGY CONSULTATION**

As a neighbouring Authority we thank you for inviting our comments regarding your Worcester Transport Strategy Consultation.

We support many of the proposed transport schemes within your strategy, mainly the provision of more walking and cycling routes and park and ride sites. We would like to learn more about the measures you successfully implemented during your inclusion as a Sustainable Travel Demonstration Town.

With regards to your proposals for the North-West link road, we understand the principles behind the need for this new link however, we would like you to be mindful of the possible increase in accidents along the A44 and A4103 caused from the potential increase in traffic along the new link road which could impact on our County. These routes already have significant numbers of accidents on them each year and our aim is to reduce those as much as possible.

We would not be in favour of the new local railway halts that you are proposing along the Birmingham line. This could add journey times to the route and this may result in train companies deciding to decrease the number of trains terminating at Hereford. A lot of services already terminate at Malvern and Ludbury without continuing to Hereford and as we are trying to promote the use of sustainable modes of travel, this could severely impact the delivery of such aims. The possible reduction in services to Hereford also has the potential to make people travel longer distances to be able to catch a train and this could conflict with our objectives of reducing private car use.

Writing on behalf of the people of Herefordshire

Herefordshire Council  
WBS/Information

Alan Swalesham 01502126000 [www.herefordshire.gov.uk](http://www.herefordshire.gov.uk)  
Alan Swalesham 01743214434 [www.herefordshire-its.uk](http://www.herefordshire-its.uk)



**Herefordshire  
Council**



**Herefordshire**

Yours faithfully,

VICTORIA BISHOP  
TRANSPORT PLANNING OFFICER

## Appendix N - Parish Councils Responses

**From:** Pam Craney [mailto:Pam.Craney@droitwichspa.gov.uk]  
**Sent:** 02 March 2010 10:57  
**To:** Jones, Michele C (ES)  
**Subject:** Transport Strategy Consultation

Dear Michelle

As mentioned yesterday, we had our Planning Committee meeting last night and the Strategy was discussed. Please see below for the decision made:

### 324 WORCESTERSHIRE COUNTY COUNCIL – WORCESTER TRANSPORT STRATEGY CONSULTATION.

Worcestershire County Council had requested comments upon its proposed full Worcester Transport Strategy by 12 March 2010. The Strategy supported the 'vision' for Worcestershire, and dealt with existing and future transport challenges that contributed to the long term future of the City of Worcester over the next 20 years. The Committee noted that improvements had been drawn up to benefit everyone travelling in Worcestershire and would also impact on business decisions and the local and regional economy. No comments were made upon the content of the draft Strategy.

RESOLVED

That, as the Council wishes to see all infrastructures in place prior to any proposed housing development, the early introduction of the Transport Strategy is welcomed.

Kind regards, Pam

Pam Craney, Town Clerk  
Droitwich Spa Town Council  
St Richards House  
DROITWICH SPA  
Worcs WR9 8DS

# Hallow Parish Council

Clerk to the Council

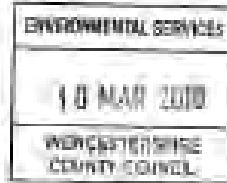
Peter S. Roe, Hollymount, Moseley Turning, Hallow, Wores. WR2 6NJ Tel: 01 905 641741

Ms Michele C. James,  
Worcestershire County Council,  
Passenger Transport Consultation,  
County Hall, Spetchley Road,  
Worcester,  
WR3 2NP

Your Ref:

My Ref:

Date: 9 March 2010



Dear Michele,

## Re: Worcester Transport Strategy

Please find attached Hallow Parish Council's response to Consultation.

The Council has reviewed the proposals outlined in the Consultation Leaflet sent out. It also takes into account the items exhibited at the exhibition in Hallow Parish Hall on 4<sup>th</sup> February 2010 and documents recently made available on the "Worcestershire" website and related press coverage.

However there has been inadequate time for the Council to consult with its electorate but it will be doing so, and responding to you further. However this will fall outside the period set for consultation response, and the Parish Council hopes that you will give full consideration to any later comments in your future deliberations.

For ease of reference the Council's response is in the sequence of the measures outlined in Table 1 of the Consultation Leaflet.

I trust that this will be satisfactory and self explanatory, but please advise if you require any clarification.

At the meeting on 4<sup>th</sup> February at Hallow, I was promised a paper copy of the full Transport Plan and of the Scoping Report, re the NW Link Road. Neither has materialised!

One last query if I may: If consultation closes in mid March why is it assumed that the bid will be submitted at the end of February 2010? Is this consultation to be taken into account or is it merely a ticking the box exercise?

Yours sincerely,

A handwritten signature in black ink, appearing to read "Peter S. Roe".

Peter S. Roe  
Clerk & R.F.O.

c/o County Councillor A.E. Davies



**Response by Hallow Parish Council in Worcester Transport Strategy Consultation**

For ease of reference this response follows the sequence of the measures outlined in Table 1 of the Consultation Letter.

1	<b>Strategic Highway Improvements</b>	
a.	Capacity Improvements to Southern Link Road @ A4440/A38 Junction (2011-2016)	It is understood that these improvements will greatly enhance the capacity of the junctions. If so; and there is a degree of scepticism as to how effective the enhancements (the detailed nature of which is unknown) may be; then this is to be commended. However the Council takes the view that improvement of the A4440/B4840 (Swan Roundabout) and of the M5 access at J7 at Whittington are more critical to the freeing up of the Southern Link Road than the improvement of the A4440/Norton Road Junction, and should be given precedence.
b.	Capacity Improvements to Southern Link Road @ A4440/Norton Road Junction (2011/2016)	
c.	Further Junction Improvements to improve the flow of traffic and safety for users (post 2016)	It may be that this refers to the improvement of the A4440/B4840 (Swan Roundabout) and of the M5 access at J7 at Whittington in which case see above.
d.	Construction of a new North-West Link Road to divert strategic and some medium distance trips away from Worcester City Centre. ...	<p>This measure is the one which will affect Hallow most. The Parish Council is aware of the concerns of other villages about the lack of a by-pass and shares the view that traffic levels in villages such as Hallow are very high and that increased traffic will be unsustainable in the future. It is already very difficult for persons to cross the Main Road (A443) at peak times and with an ageing population this will get worse.</p> <p>The Parish Council has long (since such a scheme was mooted in the far off days of Hereford and Worcester County Council) taken the stance that any such road should be as near as possible to the boundary of Worcester City. Needless to say this will be a divisive issue in Hallow where there will be conflicting "South vs. North" and "West vs. East" views. That said more work will need to be done and this Council trusts that proper consultation on any proposals will feature highly, and that there will be sensitive and adequate response to such consultation.</p> <p>Without getting into detail of routes at this stage the Parish Council wonders why the "North-West Link Road" seems to have supplanted proposals for "dualling" the Southern link which, only a few months ago in the initial round of consultation, we were assured by WCC was the best way forward. Perhaps you got it wrong then and may have now. Is this a political decision based on the likelihood of access to funding rather than what is best for the communities affected?</p> <p>During the initial round of consultation one of the reasons for "discounting" the North-West Link Road as an option, was the fact that J6 of the M5 - which would be made accessible via this highway - was already operating at over capacity. At that time too it was said that improvement of J7 was on the cards to take the additional traffic generated by proposed developments and using the enhanced "Southern Link Road". I would refer you to my comments at 1 a., b., and c. above.</p> <p>Does traffic movement justify the destruction of much good agricultural land, not only for the road itself but for the housing which will no doubt eventually follow to infill - as it has at St Peter's - up to the Link Road?</p> <p>Would not the improvement of access to the M5 occasioned by such a link not merely encourage more commuters into the large "Worcester City" development proposed to the West (in Malvern Hills District).</p> <p>Would any road improvement not encourage people who might otherwise use public or other greener forms of transport to travel by car?</p>

<b>2</b>	<b>Local Highway Improvements</b>		
f	Location Improvements along local and arterial roads in the City	These are unafforded and unresolvable in themselves. However there is room for improvements in many areas. Is the road made up to take priority over the enhancement of the A440/B4440 (Asian Roundabout) and of the M5 access at J7 at Whittington? Within the City in particular it must be ensured that any alterations are done sympathetically and do not detract from the character of the areas, especially where these may have historic or tourist interest, since tourism is a significant element of the City's business.	
<b>3</b>	<b>Rail Station Enhancements</b>		
a.	Worcester Foregate Street Rail Station.	There can be little objection to any of this provided that it is done sympathetically and that where (especially in the case of Shrub Hill Station) possible significant architectural features are retained.	
	Malvern Link Rail Station.		
	Worcester Shrub Hill Rail Station		
b.	New local "rail halts"	These will need to be properly serviced - probably by rail cars. Can the capacity of the lines and main line stations sustain the operation of rail cars alongside main line requirements? Could a rail link not be used to serve the "West of Worcester Park and Ride near crown East?"	
c.	Worcestershire Parkway Station	When? We've waited too long already. Would it affect, in the long term, the need to keep two other main line stations operating in the City?	
<b>4</b>	<b>Enhancement of the City Centre including Transport Infrastructure and Services</b>		
a.	Investment in the City Centre environment to strengthen the local economy, make the City a better place to live, work, visit and invest in and reduce air quality problems.	These measures are considered uncontroversial	
<b>5</b>	<b>Improve Infrastructure for Walking and Cycling</b>		
a.	Walking and cycling are the most environmentally friendly ways of travelling and also improve individual health	The enhancement from Broadheath to Hallow Road seems tortuous and contrived, why not bring it along Monarch Drive to the Hallow Road and join with an additional cycle path between Hallow Church and the proposed route alongside and to the East of Hallow Road? It is appreciated that some properties might be affected but this doesn't seem to negate other proposed improvements.	
<b>6</b>	<b>Key Corridor Improvements to enhance local bus services</b>		
	All	There will no doubt be objections from those who lose "their" on street parking. Where are they supposed to park? Will alternative facilities be made available to them?	
<b>7</b>	<b>Park and Ride</b>		
	All	No Comment	
<b>8</b>	<b>Improve the perception and use of sustainable travel modes (walking, cycling and passenger transport)</b>		
	All	No objections, all seem reasonable.	
	Add	Encourage car sharing	
<b>9</b>	<b>Intelligent transport systems to improve efficiency and choice</b>		
	All	No objections, all seem reasonable	? parking charges
	Rider	We hope that this doesn't include automatic bollards for restricting entrance to chosen vehicles (viz. Worcester City Centre "Angel Place")	

# NORTON – JUXTA – KEMPSEY PARISH COUNCIL

CHAIRMAN  
Mr. H. Turvey  
Manti  
Hatfield Lane  
Hatfield  
Norton  
Worcs WR5 2PY

CLERK  
Mrs. J. Greenway  
18 Corunna Close  
Norton  
Worcs  
WR5 2PW  
Tel: 01905 763515

Email: [NJKparishclerk@aol.com](mailto:NJKparishclerk@aol.com)

11 March 2010

Dear Mrs. Kelso,

## Worcester Transport Strategy

The Parish Council would like to submit the following comments as part of the Worcester Transport Strategy:

1. Completion of the North West Link Road is considered essential, as it will avoid all of the traffic from the west of the County (including the proposed Bloor Homes development to the West of Worcester) being routed around the Southern Link Road to an already overcrowded M5 Junction 7.
2. We are surprised that dualling of the Southern Link Road has not been included in the Transport Strategy as the South Worcestershire Joint Core Strategy Preferred Options document (clause 5.14) makes dualling a fundamental prerequisite to any significant development to the south of the City. We assume that in view of this omission the number of homes proposed for the southern extension will need to be reduced substantially.
3. The proposals in the document include the provision of dedicated cycle routes to several villages within reasonable cycle range of the city centre, for example Lower Broadheath, Fernhill Heath, and Crowle. We were very disappointed that, at this stage, Norton has not been included. Currently, there is no safe crossing of the A4440 for those from Norton-juxta-Kempsey wanting to cycle to the City Centre. The two public rights of way NJ500 and NJ501 were severed by the link road, and no provision was made for a safe crossing at the time. Both the Worcestershire County Council sponsored Norton – Kempsey Cycle Route and the Regional Route 46 pass through the Parish, it would be very beneficial if these were connected to St Peters and on to the City with a safer route.

There are two main options to achieve this. The first would be the construction of a new bridge for cyclists across the A4440, somewhere close the Norton roundabout. The second would be to allocate funding from within this project to what I believe from Mr Ed Dursley is already an 'aspirational' link with the Connect2 scheme (i.e. it is desirable but currently is not funded). I understand that the suggested route goes from Brockhill Lane, under the railway bridge and across the farm accommodation bridge (over the A4440) and through to the cycle routes in St Peters. As well as enabling the residents of Norton-juxta-Kempsey to reach the City more safely, those in the City could gain ready access to the quiet country lanes around the Parish. It would also create a safer option for the two cycle routes mentioned above. This would probably be the lower cost option. Please could funding for this route be included in the Transport Strategy.

If you have any queries then please don't hesitate to contact me.

Yours sincerely,

Jane Greenway  
Clerk to the Norton-juxta-Kempsey Parish Council



### Worcester T Transport Strategy Pro-forma for use when responding



Organisation	C	CROUSE PATERICK COUNCIL
Address		WOODBINE COTTAGE MATHURSON LANE SAGE GREENS KOPR TUN
Contact name and title:		Mrs J CRAWFOOD
Interest (eg trade; local authority; passenger representative)		PATERICK COUNCIL
<b>PHASE 1 ONLY</b>		
Do you support the proposals for Phase 1 of the Worcester Transport Strategy?	Yes	

15 MAR 2018



<p>Do you have any comments on the proposals for Phase 1 of the Worcester Transport Strategy?</p>	<p>The proposed strategy is excellent - good to ensure completed in logical sequence + that infrastructure is in place before housing/business development.</p>
<p>Are there any other issues that you think ought to be covered in Phase 1 of the Worcester Transport Strategy?</p>	<p>No</p>



**The full Worcester Transport Strategy**

Do you support the proposals for the full Worcester Transport Strategy?

Yes.

Do you have any comments on the proposals for the full Worcester Transport Strategy?

Cost of implementing and completing strategy will this impact on Council tax payments?  
Is the strategy to be developed in liaison with schools proposals?





Are there any other issues that you think ought to be covered within the full Worcester Transport Strategy?

	<p>Multi-agency proactive activities to encourage &amp; foster use of public transport system. Realistic price structure.</p>
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**KEMPSEY PARISH COUNCIL**

Mrs. A.P. Bedford  
Clerk and Financial Officer

Parish Office,  
Community Centre,  
Main Road,  
Kempsey,  
Worcester WR5 3LQ  
01905 820083  
Email: kempsey.parish@ncc.worcestershire.gov.uk

8<sup>th</sup> March, 2010

Dear Madam,

**WORCESTER TRANSPORT STRATEGY**  
**CONSULTATION**

I enclose the Parish Council's response to the above consultation.

Yours faithfully,

  
Clerk to Kempsey Parish Council

Ms. Michele C. Jones,  
Passenger Transport Consultation,  
Pavilion E.L.,  
County Hall,  
Spetchley Road,  
Worcester WR5 0BP

## Worcester Transport Strategy

Response From Kempsey Parish Council (following the format of the Pro-forma)

Organisation: Kempsey Parish Council

Address: Parish Office, Community Centre, Main Road, Kempsey WR5 3LQ.

Contact: T.C. Ward, Chairman Kempsey Parish Council (Tel 01905 821339), but please address all correspondence to: The Clerk at the address above.

Interest: Neighbouring local council

### Phase 1

We broadly support the proposals for Phase 1, but consider that the Southern Link Road must be more seriously upgraded than proposed, to include the dualing of the carriageway and the bridge. Even if this cannot be done until post 2016 it must be a vital component of any serious plans to extend housing well into the northern areas of Kempsey.

In any case we strongly support any measures that will improve the flow of traffic through the Ketch roundabout, and these improvements must include adequate, safe arrangements for pedestrians and cyclists.

We support the principle of a Park and Ride facility adjacent to the Ketch roundabout, but would need to have visibility of detailed design operating arrangements to give unqualified approval at this stage. The maps appear to show part of the A58 as a "corridor of improvement" where the road passes a business park (St Peters Pwgeon, Watts, BP Garage and convenience store, DVLC office, Astons Coaches and others). These are all thriving businesses and further developments will happen on these sites. And careful attention to the traffic flows associated with these businesses will be necessary.

We are not convinced that adequate thought has been given to who will use the Ketch park and ride facility. Many people from Kempsey commute daily to Worcester to work or shop. Complementary bus services from and to Kempsey village (and beyond) need to be established, including the provision of more bus shelters. The real time information systems proposed should be extended southwards from the city boundary to Kempsey. This would help to encourage people out of their cars onto public transport, or bicycles.

We support the concept of smart ticketing – any measures that eliminate cash and speed up loading of buses are to be welcomed.

Cycle paths appear to terminate at the Worcester City boundary. It is considered that a cycle path from the centre of Kempsey to the Ketch roundabout would encourage people to cycle to work.

### The Full Strategy

We support the full strategy as outlined. In particular we strongly support the North West Link Road. Sooner or later Worcester has to come to terms with its cramped central city area and position alongside the Severn and provide a complete ring road.

We cautiously welcome the concept of the Parkway station, but would need much more detailed information about its impact on local development and how it would affect areas of Kemsley adjoining Norton. (The growth of housing and facilities around Warwick Parkway station might serve as a useful benchmark for [the impact of a well-connected, regular fast train service to major centres on a previously under-developed area].



Worcester Transport Strategy  
Pro-forma for use when responding



Organization	Kenswick & Wichenford Parish Council
Address	Ruminers Bushway WICHENFORD WORCESTER. WR6 4YS.
Contact name and title:	SHARKEY SHARKEYS PARISH CLERK
Interest (eg trade; local authority; passenger representative)	LOCAL AUTHORITY
<b>PHASE 1 ONLY</b>	
Do you support the proposals for 'Phase 1' of the Worcester Transport Strategy?	You had with the proviso that the 'copying improvements' to the Southern Hill Road are not considered i.e. junction improvements not envisaged covering westward.

15 MAR 2010  
PROVINCIAL LIBRARY  
COUNTY COLLEGE



Do you have any comments on the proposals for Phase 1 of the Worcester Transport Strategy?

Are there any other issues that you think ought to be covered in Phase 1 of the Worcester Transport Strategy?  
Will the new N.W. Link Road be single carriageway or dual?

① I.e. we were told East to NW Link Road would also be increased capacity so no need for dualizing the South Link Road  
However the S-link Rd on already 3,500 houses planned for Crown East, the reasons for the decision to build N.W. Link Road rather than dual-carriageway S-link Road also not spend scrupulously.  
② i.e. we were told that the N.W. Link Rd would take the greater part of the new C East traffic  
However this won't apply if the traffic wishes to go toward South / east





The full Worcester Transport Strategy	
Do you support the proposal for the full Worcester Transport Strategy?	In the main yes once the controversy re S. Hill Rd is settled <u>sensitively</u> and financially.
Do you have any comments on the proposals for the full Worcester Transport Strategy?	<p>On close examination of the Map 1, we noticed an anomaly i.e. the walk/cycle enhancement (red) that involves Henwick Rd forks right and appears to cross the river then stops abruptly. This is v. puzzling — also worrying because we cannot judge the cost/benefit of areas we don't know so well. So <del>at</del> a lot in bother <sup>on that</sup>.</p>

Which is not a great basis for our judgement on such an important matter



Are there any other issues that you think ought to be covered within the full Worcester Transport Strategy?

3) We were appalled by the fact that we had to learn about possible N14 link road routes from the local newspaper only days after having been told at exhibitions (2) that nothing was yet known or for release about possible routes.

Avoid difficulties?

Not wanting "bad news" to be out in the public domain.

4) The strengthening of the ~~main~~ bridges on the ~~at Holt & Tollymore~~ are of the highest of all others.

any further Transport developments take place. Arrives in excess of 7.5 hrs over now via 5 hour post or ~~over~~ hours to come into Worcester. The Worcester transport system ... let the Worcester and Worcester seem.

1) A scheme on costly on their cannot be forced with the

accomplishment of massive housing development & the huge increase in the no. of vehicles ~~to~~ than generated. Would suggest any with benefit major to square one for transport.

Because the social needs of such a development are clearly tied in with any Transport Strategy, discussion on housing, medical, education and all other local services should have been included. One cannot fairly judge

**LOWER BROADHEATH PARISH COUNCIL**

Peter Blake,  
Worcestershire County Council  
County Hall  
Spetchley Road  
Worcester  
WR5 2NF

35 Oakfield Road  
Malvern  
Worcestershire  
WR14 1DS  
Tel: (01694) 568864  
1<sup>st</sup> March 2010

Dear Mr Blake,

**Worcester Transport Strategy**

The Parish Council (has considered your consultation leaflet and several of our members attended your presentation to the Malvern Hills District Council. I have therefore been asked to write to you advising that in the Parish Council's opinion the questionnaire is biased as it only gives you the answers you are looking for and does not deal with the fundamental issues which are of concern to the area and particularly the parish of Lower Broadheath.

In view of the large scale development planned for this and other parishes by the SWJCS we are in the process of updating our 'Parish Plan' which was funded by DEFRA in order that 'grass root' concerns about major issues such as this are considered. A copy of our emerging 'Parish Plan Update Questionnaire Responses' and 'Action Plans' is therefore enclosed for your information which clearly shows residents concern regarding these proposals and demonstrates that the "Worcester Transport Strategy" does little to alleviate these concerns.

You were asked by members of Malvern Hills District Council if the Strategy had taken into account the study being undertaken by the SWJCS and you were understood to say that liaison had taken place but you then added that Phase 1 of the Strategy only dealt with known or existing problems up to 2016. However the emerging LDF is planned to become a nursery in 2011/2012 but we understand a planning application for 3,950 homes together with 14 h/a. of employment in this parish and 83 homes in Martley is already being considered. There are no plans to even consider or fund large scale strategic transport improvements, which would clearly be needed for such developments until after 2016.

The Phase 1 proposals (re considered by the Parish Council) to be all conceived and whilst accepting funding restraints, include projects affecting our community which will be of little benefit. These are as follows:

- The 4 mile 'Walk and Cycle' route from Hallow Lane to Worcester at a cost of £1.06 million is not considered a viable route for our residents unless you have a hidden agenda for its use! An alternative route is shown in the attached report.
- 'Corridor improvements' on the B4204 are presumably to support a possible development to the South and North of this road but assumes all traffic will be heading to Worcester. It fails to take into account commuter traffic to the West Midlands and to the East of Worcester city centre. This traffic will be forced to

*to improve with through cycle through*



travel through Hallow and cross the river on the defective 'weight restricted' Holt Fleet Bridge. No costs have been included for these works.

- The indicative 'High Quality Walk, Cycle and Passenger Transport Route' through a possible new development will again be of no benefit unless travelling into the centre of Worcester.
- The 'Park and Ride' site referred to at Crown East is again considered ill advised bearing in mind the unpopularity and lack of use, evidenced by the use of statistics, (shown in the attached report) of the existing site on Droitwich Road. Even if it was used it will result in increased traffic passing through Lower Broadheath to reach the park and ride site and no allowance has been made for the road improvements that would be needed in Crown East Lane, Bell Lane and Hallow Lane.
- All of these proposals pre-suppose that everyone wants to travel into Worcester, and for what purpose? There is little employment and commuters will do their utmost to avoid an already congested city.
- We have already objected to the 'Rapid Transit System' and there is little more to add in this respect.
- Improvements to bus services. It is considered that money allocated to the 'rapid transit system' would be better spent on improving traditional bus services to villages that are likely to see expansion to deal with both Worcester City and Malvern Hills claimed need and to make the services suitable for children attending Independent School's in Worcester (perhaps offering free or assisted travel) and also as a practical alternative means of travel for people going to work

Whilst you say Phase 1 of the Strategy is to deal with existing problems, the statement appears disingenuous and is in fact an underfunded approach that assumes that large scale development to the West of Worcester is a foregone conclusion and will be carried out without a properly financed infrastructure before 2016. The Community of Lower Broadheath is totally opposed to this large scale development and even if forced upon the parish would only be considered acceptable with the completion of the North West Orbital Road, this is not included in Phase 1 and is only a long term wish post 2016.

**This Parish clearly supports Route B for the North West Orbital Road but considers a link from the A443 North of Hallow should be provided to the NWOR to take traffic out of the village of Hallow and to give it the same benefits as have been found in Rushwick. Partial completion up to the B4204 Martley Road (see newspaper reports) would not be acceptable as it will result in the village being used as a 'rat run' caused by increased congestion and gridlock at Martley Turn.**

I am also enclosing a copy of a Report that addresses in more detail part of your Strategy, this includes 'Car usage versus Public Transport,' 'Park and Ride', Cycle Ways, 'North West Orbital Road' 'Junction Improvements', 'Rail station enhancements,' 'Worcester Parkway', 'City centre public realm', 'Key corridors', and 'Implementation of intelligent transport'.

If these proposals have been arrived at after consultation with the SWJCS, then we believe you are all clearly out of touch with public opinion and should be prepared to accept that

Large scale development to the West of Worcester is neither viable nor affordable and this should be reported to your members.

In conclusion we would appreciate a response, hopefully leading to a meaningful discussion of these issues. Past experience has shown that we have little confidence that this will happen and that consultation is only to show that you can tick the appropriate boxes on your funding submission.

Yours sincerely

Mike Davis,  
Clerk to Lower Broadhenth Parish Council.

Copies of letter and attachments to County and District Councillors, SWJCS.

**Lower Broadheath, Summary of Responses to Parish Plan Update Questionnaire, January 2010 .**

**Results based on a response of 22.6% (158 residents) to the questionnaire.**

Housing needs survey for residents and families for next 5 years.	
1. Those requiring rented accommodation: 1. 3bedroom house, 1. 2bedroom flat.	
2. Those requiring rented/shared owner accommodation: 3. 2bedroom flats, 3. 3bedroom houses.	
3. Those wanting to purchase homes in the parish: 1. 1 bedroom flat, 1. 2bedroom flat, 5. 2bedroom houses, 37. 3bedroom houses, 11. 4bedroom houses, 4. 3bedroom bungalows, 1. 4bedroom bungalow, 1. 3bedroom flat. <b>These results would need to be adjusted for those that did not respond</b>	

Housing and Infrastructure needs for the next 15 years			
1. Support for large scale housing, 3500 homes or more between Dines Green and Hallow <b>2.50%</b>	2. Support for small scale development of 500homes in this location <b>31%</b>	3. Support to spread Worcester's need over several parishes, with 250 homes in villages <b>29%</b>	4. Support for upto 40 homes in village <b>76.60%</b>
5. Support for small exception site of 8 to 16 affordable homes in village <b>90%</b>	6. If forced to accept development as 1. above, need to complete Orbital Road. Those in favour <b>86%</b>	7. If forced to accept development as 2. above, need to complete Orbital Road. Those in favour <b>78.50%</b>	
8. If forced to accept development as 3. above, need to complete Orbital Road. Those in favour <b>68%</b>	9. If forced to accept development as 4. above, need to complete Orbital Road. Those in favour <b>46%</b>	10. Do you consider upgrading of Southern Link Road would be a bigger benefit to the village than completing the Orbital Road. Those in favour <b>36%</b>	
11. Without the completion of the Orbital Road how many homes could the village/parish tolerate? Responses showing support a) 3500 or more <b>0.60%</b> b) 500 <b>4.80%</b> c) 250 <b>13.30%</b> d) 100 <b>25%</b> e) less than 50 <b>65%</b>	12. 25,500 homes considered not necessary, 12-13,000 would be more realistic. Those that support this statement. <b>74%</b>	13. If large scale development is forced upon the parish, those that would like to see a boundary change and the area become part of Worcester. Those supporting this statement <b>76.50%</b>	
14. Is the existing public and private transport network currently adequate? Those rejecting that it is <b>69%</b>	15. Is the existing hospital facilities adequate to cope with additional development. Those rejecting that it is <b>97%</b>	16. Are other health care facilities adequate to cope with additional development. Those rejecting that it is <b>90%</b>	
17. If new schools were built to serve the new development, would you be prepared to change from existing schools to these new ones? Those saying they would. <b>5.70%</b>	18. Those that would welcome additional employment in the parish/ village. <b>53%</b>	19. Would additional leisure facilities be required? Those supporting additional facilities <b>68%</b>	

**Lower Broadheath Parish Plan Update 2016**  
**Summary of action plans resulting from responses to Questionnaire.**

Change may be a need to change other actions as they progress and make it no guarantee of success.

<b>Issue:</b>	<b>Housing need in Village for next 5 years</b>
<b>Aim:</b>	To ensure an adequate supply of residential (over and full) housing to meet the needs of those living or wishing to return to live in the village.
<b>Action taken:</b>	An updated needs survey has recently been undertaken and the results are shown in the responses to the Parish Plan Update Questionnaire.
<b>Future action:</b>	The results will be passed to Malvern Hills District Council for them to analyse and ensure full provision is made in the emerging local development framework. Timescale: immediate
<b>Issue:</b>	<b>1. Possible large scale housing and employment development to meet the needs of Worcester City comprising of 3,000 homes or more in the parish.</b>
<b>Aim:</b>	To eliminate large scale development in the parish.
<b>Action taken:</b>	Objections to Regional Spatial Strategy Objections to the South Worcestershire Joint Core Strategy Preferred Options document. Representation to the Examiners in Public of the Regional Spatial Strategy. Representation to the SWCCS regarding limited number of homes it claims can be built in Worcester. Representation to a Parliamentary Select Committee regarding number of homes needed in South Worcestershire.
<b>Future action:</b>	Parish Council will continue to fight this issue with the clear support received in response to the questionnaire and 'The new vision' document which suggests a need of only 12- 13,000 homes in South Worcestershire. Recommend refusal of U.S. Bloor's Planning Application. Demand evidence that shows evidence why to locate in this site, and that DEFRA are satisfied that good quality agricultural land can be given up to development. Object to the emerging Local Development Framework unless major changes are made. Timescale: Immediately upon receipt of Bloor's Planning Application.
<b>Issue:</b>	<b>2. A smaller scale development in the same area of 500 homes to meet the needs of Worcester City.</b>
<b>Aim:</b>	Attempt to reduce or eliminate the need to provide homes to meet Worcester City's growth.
<b>Action taken:</b>	As described in 1 above.
<b>Future action:</b>	As described in 1 above (y) to date no planning application has been received. Timescale: The Parish Council will react if such a proposal is placed on the table as it is clearly unacceptable to the community.
<b>Issue:</b>	<b>3. The building of 250 homes in the parish to meet the needs of Worcester City with the balance spread over other parishes in Malvern Hills and Wycheville Districts.</b>
<b>Aim:</b>	Attempt to reduce or eliminate the need to provide homes to meet Worcester City's growth.
<b>Action taken:</b>	No action is currently required.
<b>Future action:</b>	The responses to the questionnaire recognise that most consider limited development may be acceptable. Timescale: Ongoing at this stage.
<b>Issue:</b>	<b>4. A small scale development of up to 40 homes to meet the needs of the Parish and Malvern Hills.</b>
<b>Aim:</b>	To supply adequate homes for natural growth in the parish.
<b>Action taken:</b>	The recent survey indicated a need for a small number of homes in the parish. See responses to needs survey.
<b>Future action:</b>	Subject to consultation with the contractors the responses to the questionnaire suggest that such a development is acceptable. Timescale: Ongoing at this stage.

<b>Continuation:</b>	
<b>Issue:</b>	<b>5. A small exception site development of 8-15 affordable homes</b>
<b>Aim:</b>	To supply a small number of affordable homes in the parish.
<b>Action taken:</b>	The Parish Council with the community's support has been trying to achieve such a scheme for many years without success in spite of a clear need.
<b>Future action:</b>	In conjunction with Malvern Hills District Council the Parish Council will continue to work to achieve this objective. Timescale: As soon as possible.
<b>Issue:</b>	<b>6. The completion of the North West Orbital Road.</b>
<b>Aim:</b>	To achieve completion of this road for the benefit of both existing residents and the growth that may be forced upon us.
<b>Action taken:</b>	The original Parish Plan supported the completion of the North West Orbital Road and the Parish Council has pursued this aim at every opportunity. It is now one of Worcestershire County Council's long term objectives.
<b>Future action:</b>	The Parish Council will work towards achieving this aim with the support of our elected Members. Any route must be established that creates the least possible disturbance to residents. Partial completion to the B4204 is not an option. Timescale: Unknown at present.
<b>Issue:</b>	<b>7. The need for growth.</b>
<b>Aim:</b>	The need for growth is strongly disputed.
<b>Action taken:</b>	The Parish Council has raised the issue of growth with the Government Office for the West Midlands, at the Examination in Public of the West Midlands Regional Spatial Strategy. The Parliamentary Select Committee examining the Spatial Strategy using arguments has set out the 'New Vision' document, see (1) above.
<b>Future Action:</b>	The Parish Council will continue to press all those concerned to demonstrate the need and also seek assurances that employers wish to locate in the area. Timescale: ongoing.
<b>Issue:</b>	<b>8. Boundary change.</b>
<b>Aim:</b>	If large scale development is forced on the parish there is strong support to realign the Worcester City boundary so that new development falls outside the parish. All available land should be used in Worcester before expanding into adjacent districts.
<b>Action taken:</b>	No action has been taken as this has only just been confirmed following the results of the questionnaire.
<b>Future action:</b>	This will be discussed with our elected representatives with a suggestion that serious consideration should be given to a boundary change to protect the 'rural feel of the village'. Timescale: Autumn 2010.
<b>Issue:</b>	<b>9. Public/Private Transport network.</b>
<b>Aim:</b>	To improve public transport to the village and road safety.
<b>Action taken:</b>	The Parish Council agreed a package of measures with Worcestershire County Council to improve road safety but little action has been forthcoming. Attempts to improve the bus service to the village has resulted in some improvements but more services are needed to make them viable for people travelling to work and school. A system of voluntary drivers has been set up to take elderly or people with disabilities to catch a City bus.
<b>Future action:</b>	Recommend refusal of any significant planning applications until both public and private transport infrastructure is improved. Continue to press Worcestershire County Council to carry out highway improvements in the parish and village, scrap plans for further 'Park and Ride' sites and Rapid Transport Systems in favour of improved normal bus services to parishes close to Worcester. Timescale: Response to Transport Strategy. Immediate.

<b>Continuation:</b>	
<b>Issue:</b>	<b>10. Health Care:</b>
<b>Aim:</b>	To improve health care for both existing and anticipated new residents.
<b>Action taken:</b>	No action has been taken but unless the Parish Council receives assurances that health care will improve it will recommend refusal of planning applications on the grounds of non-sustainability.
<b>Future action:</b>	Ensure that all health care issues are dealt with in the emerging 'Local Development Framework'. Timescale: When considering applications.
<b>Issue:</b>	<b>11. Education:</b>
<b>Action taken:</b>	No action has been necessary because the parish has always been happy with the provision.
<b>Future action:</b>	Assurances must be given that no attempt will be made to change the catchment area if large scale development is forced upon us. Timescale: When considering applications.
<b>Issue:</b>	<b>12. Employment:</b>
<b>Action taken:</b>	The Parish Council has supported small scale employment that also supports the local economy.
<b>Future action:</b>	Any planning application that designates land for employment does not mean that there will be jobs and therefore the Parish Council will demand to see that employers want to move to the area and create jobs for people living in the houses to reduce commuting. Timescale: As and when planning applications are received.
<b>Issue:</b>	<b>13. Leisure:</b>
<b>Action taken:</b>	The Parish Council for the last 3 years has attempted to provide facilities for young people in the village with grant support from Worcestershire County Council. However the take up has been limited.
<b>Future action:</b>	The Parish Council should advertise the facilities available at 'Sport Martley' but it does mean the use of private cars to reach these facilities. In view of the limited take up of facilities in the village it would be difficult to justify more activities. Perhaps with possible new developments in this and other villages better facilities may be offered at Martley. Timescale: As soon as possible.
<b>Building for tomorrow</b>	
The responses to the Questionnaire recognise that most consider limited development is acceptable. The Parish Plan Steering Group is therefore making the following recommendations to the Parish Council. Your views on these suggestions would therefore be most welcome.	
<b>Recommendations for the Parish Council to consider</b>	
1. Worcester should build more homes within its existing boundaries over and above the 3,500 which it claims it can build. In our view this number could be increased to at least 5,000 homes. Any minimal overflow within the parish boundary will be considered on its own merits.	
2. About 40 homes could be built within the village subject to improvements to Martley Road and its junction with the A443 at Martley Turn.	
3. Place weight limits on Bell Lane. Road improvements on Crown East Lane, Bell Lane and Hollow Lane together with traffic calming measures (not speed humps) to cope with additional traffic generated from developments.	
4. Park and Ride Sites and 'Rapid Transit System' should be scrapped in favour of better normal bus services and free travel provided for children attending schools in Worcester.	
5. Improved health care facilities should be provided concurrently with development.	
6. No large scale development should even be considered until the completion of the Orbital Road.	
7. The flooding of Laugharne Brook needs to be addressed before any development is considered.	
Please address any observations to the Chairman of the Steering Group, Paul Simmonds by 27th March 2010, (address as shown in letter). Alternatively you may contact the Chairman of the Parish Council, Barbara Beard on 01905 840139.	

**Lower Broadheath Parish Council**  
**Report on the Worcester City Transport Consultation**  
 7 March 2010

This report is in response to the consultation process; it deals with the highlighted items set out in the report and concentrates upon those aspects of particular concern to the Parish of Lower Broadheath.

**Car usage versus Public transport** Government policy over the last 13 years has sought to brand the use of a car as public enemy number one. Objectives and subject restrictions, imposed upon the RSS, is testament to this. It is justified on the temporary grounds of saving the environment but has more to do with only committing public funds to those projects that will bring a short term dividend for the next election.

The motor car is here to stay.

The environmental objection will disappear in the coming years with the rise of electric traction whose batteries will be re-charged from carbon minimal electricity generation such as wind, nuclear and carbon sequestered coal.

The nation's food and business operations depend upon a quality reliable road network. Congestion however remains acute, severely affecting Worcester City which cries out for relief.

The following table from Government statistics demonstrates London being an a-special case. This urban centric view dominates government policy and is wholly unsatisfactory for rural Worcestershire, as indeed it is any where else in the nation.

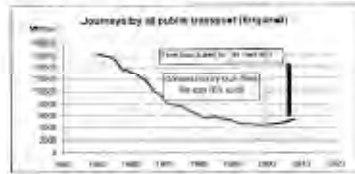
**10.10 Main method of travel to work, Autumn 2007<sup>1</sup>**

	Percentage							
	Car, van, motor-cycle	Motorcycle, scooter <sup>2</sup>	Bicycle	Bus, coach, tram, MTR, etc.	Rail	Other rail <sup>3</sup>	Taxi	Other <sup>4</sup>
United Kingdom	86.6	1.1	3.0	1.2	5.4	2.3	1.8	0.6
North East	85.1	-	3.1	0.5	4.7	1.8	1.1	3.8
North West	73.5	1.0	2.6	0.4	2.7	0.8	1.1	1.6
Yorkshire and the Humber	70.9	0.9	3.0	1.0	2.2	0.3	1.5	1.6
East Midlands	75.7	1.0	3.7	0.8	3.4	-	1.2	1.4
West Midlands	77.6	1.0	3.5	2.5	2.4	-	0.8	1.3
East	77.5	1.0	4.2	2.0	3.5	-	1.0	1.4
London	47.3	1.0	2.1	10.7	18.8	16.5	0.2	0.9
South East	77.9	1.1	3.8	3.5	3.5	-	1.0	1.5
South West	74.5	1.0	4.3	4.6	3.8	-	1.2	1.4
England	69.9	1.2	3.2	2.4	4.3	2.9	1.0	1.5
Wales	79.2	0.9	1.8	5.4	3.1	-	1.0	1.7
Scotland	68.7	0.4	1.8	11.8	3.3	0.3	1.2	1.4
Northern Ireland	81.4	-	-	4.4	-	-	1.1	1.1

1. Applies only to those in government service, the self-employed and those who work in their own or in the same household or family as their home, and those who work in offices or places using their home as a base. See Home and Definitions.  
 2. For some regions, sample sizes are too small to provide a reliable estimate.  
 3. Underground, light railway and trams.  
 4. Includes taxi as well as other.

**A little History**

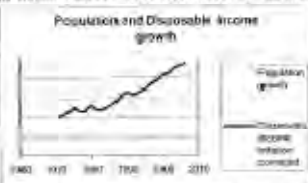
The growth in ownership of the motor car has provided us with substantial individual mobility which citizens will fight to retain.



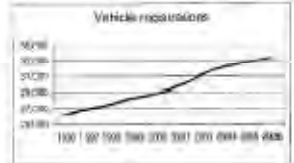
Car growth has been sustained as a result of the rise in disposable income and despite the continuing rise in fuel costs. It has also grown with the increase in population.

This process has resulted in a reduction in public transport journeys.

The rise in public transport journeys from about 2000 can be accounted for in the increased use of rail, the substantial increase in bus use within London, an influence not repeated outside of the Capital and the increased subsidised free bus use by the over 60s. The data for these graphs is supplied by the Department of Transport, Statistics for 2009.



**A continuing rise of all vehicle**



registrations and re registrations (tax disc renewal) confirms vehicle numbers continue to increase.

The population is projected to continue to increase. The recent recession has reduced disposable income for a year or so, resulting in only a tiny reduction of road journeys.

Unless either the growth in population is curbed or disposable income radically reduces, the number of car journeys will continue to rise. As the business life blood of this country flows along its road network, investment in strategic projects designed to reduce congestion remains vital for our future.

**Park and Ride.**

Analysis of the operation of the Perdiswell Park and Ride facility, published during 2009, demonstrates the continuing folly of this experiment in social engineering. Many towns in the UK are abandoning this grossly expensive and counter productive exercise. This urban centric view is unsuitable for our semi rural communities. Falling numbers of paying bus customers confirm the concept that people will not meekly step into over priced, poorly timetabled buses and sometimes non existent buses. Bus services beyond the city limits are very restricted with many requiring substantial subsidy to remain operational.

The Perdiswell P&R operation also breaches any environmental advantage as shown in the following table.

Installation cost; Estimated at £6 Million, the same as at Six Ways  
 Running costs pa.; Stated as £350,000 pa

Operational calculation;



**Perdiswell Park and Ride**

Bus Service	Starts 07-00 finishes 19-00 hrs	
	10 min service	
Number of return journeys	76	
Number of buses	2	
Distance P & R to bus station	2.3	Km
Total distance of bus travel	349.6	Km
Fuel consumption of Bus	45	Lit / 100km
Total Daily Diesel consumption	157.32	Litres
Average car use of P & R	200	per day
distance for equiv. journey plus parking	3	km
Total distance travelled by cars	1200	km
Fuel efficiency of car	8	Lit / 100km
Fuel consumption by cars	96	Litres

If follies of this nature are the only mechanism to extract funds from central Government, then we ask that they are surfaced and located such that they may be readily converted to a real use for sports courts, netball, basket ball and hockey etc.

**Cycle ways** We find substantial merit in the cycle route shown on the map provided. It makes use of existing lanes, bridleways and tracks. This route passes one entrance of the University complex.

**North West Link Road.** A better descriptor would be the 'North West Flood Relief Road', as at times of Severn flood, the central bridge in Worcester City becomes unusable.

The village of Lower Broadheath fully endorses the need and desire to see this scheme implemented. This opinion has been confirmed during two recent surveys of the village.

We have shown an approximation to the route provided in the recent Halcrow report, on the Cycle route map.

We would favour route B, as this would enable the villages of Lower Broadheath and Hallow to regain their village roads and lanes from the commuter traffic and thus return a major part of the rural feel, so prized by the surveys. We have for many years looked longingly at the significant improvement to the living environment of the village of Rushwick resulting from the A44 bypass.

Traffic surveys clearly point to the fact that the majority of the traffic, collecting from the west and south west to the outskirts of Worcester City, is only there to cross the River Severn, with the majority of those crossing the Severn wishing to travel north and east.

By providing a further river crossing to the north and east of Worcester, this will reduce some of the over crowding currently being experienced by the A4440.

**Junction Improvements** The limited funding from any Phase 1 allocation should be concentrated upon relieving the bottleneck at the A4440 / A38 junction at the Ketch.

Junction 6 of the M5 requires substantial improvement but we reserve comment pending realistic phase 2 proposals.

**Rail Station Enhancements** This should be confined to the provision of increased car parking spaces at each of the stations mentioned. Street parking of existing rail commuters is an acknowledged problem.

**Worcester Parkway** This is a far greater opportunity than just a rail station. Such a development at the site proposed should be expanded to provide an interconnecting hub for both rail and intercity coach connection incorporating a very large long stay car park. Being close to the M5 the area should also be promoted for an intermediate goods and produce distribution facility to minimise goods and food miles.

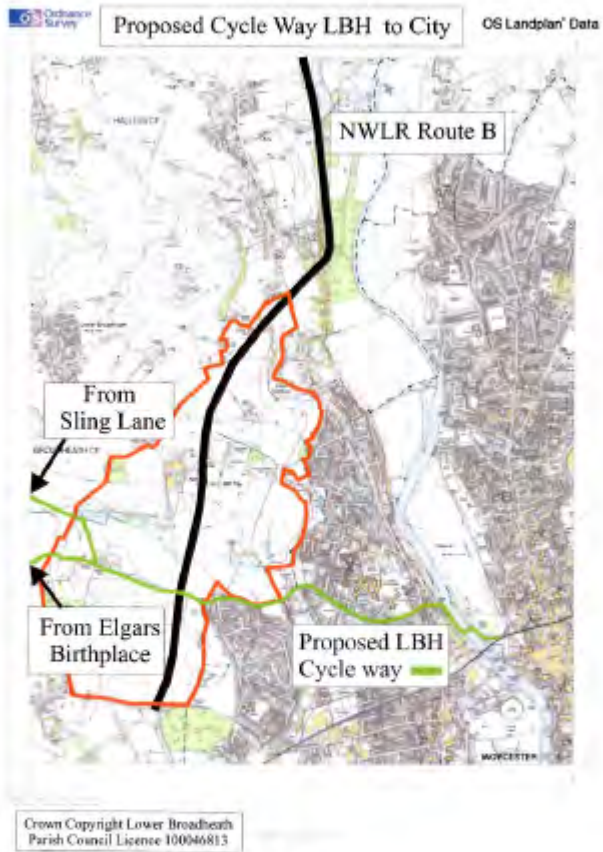
**Exploration of local rail stations** No comment

**City centre public realm** It is far from clear how this can be achieved before the Phase 2 program aimed at reducing the traffic levels within the city, is implemented. Increasing pedestrian space by widening footways can only be achieved by reducing the road space resulting in further congestion, increased visitor frustration and yet more erosion of the city's central shopping and business prospects. Planting trees whilst reducing street clutter also appears contradictory.

**Key Corridors** Of specific concern to Lower Broadheath is the topography of the B4204 Martley Road. The bends in the section from the village to the city boundary stand witness to many serious accidents. The food factory along that stretch is serviced continually by the largest permitted articulated Lorries. Serious consideration to both widening and straightening this section of the B4204 should be a positive inclusion to Phase 1.

**Incentivising the Citizen** No comment

**Implementation of intelligent transport** Such funding should be directed at a City wide computer control of the traffic light system aimed at increasing the current movement of existing vehicle numbers.





## PERSHORE TOWN COUNCIL

From the Town Clerk, Mrs Ann Dobbins A.C.I.B.  
Town Hall, 34 High Street, Pershore, Worcestershire, WR10 1DS

Phone: 01386 561581 Fax: 01386 561998  
E-mail: townclerk@pershore-tc.gov.uk

Date  
10<sup>th</sup> March 2010



Michele C Jones  
Worcestershire County Council  
Passenger Transport Consultation  
Pavilion H1  
Spetchley Road  
Worcester  
WR5 2NP

Dear Michele,

### Worcester Transport Strategy Consultation

Pershore Town Council (PTC) welcomes a number of aspects of this strategy which are aimed at reducing car journeys into the city through improvements in the rail and bus networks and the provision of new park and ride schemes.

PTC also welcomes the planned introduction of the Wychavon Hopper bus service which, whilst not specifically mentioned, could have positive implications for the local bus network. Effective planning, promotion and marketing of this service will help reduce dependency on the private car for those living in the local villages involved and could be a forerunner for other similar schemes in the area.

This Council is, however, extremely disappointed at the lack of any real improvements east of Worcester with the exception of the Worcestershire Parkway project which has been 35 years in the planning and is still competing with other similar projects e.g.: Gloucester, Bromsgrove

Development and improvement of Malvern Link Station eight miles west of Worcester is specifically mentioned and PTC would urge active support for – and inclusion in the strategy – of the extended role Pershore Station could play in the public transport network with improved and extended car parking and improved bus links.


With progress on Worcestershire Parkway still stalled, the feasibility of a rail halt to serve the growing El Peter the Great/Battenhall area of the city should be investigated.

Investigation of funding support for local rail services e.g. to improve Worcester's only public transport link to Cheltenham and Gloucester should be considered. WCC formerly supported services to Bromsgrove and Redditch in the early 1980s which have both continued to prove extremely successful.

Short term improvements could be effected by the upgrading of the 550/r bus routes to offer a half hourly service throughout the day to improve access for Pershore and villages east of Worcester such as Whittington and Drokes Broughton to services and facilities in Worcester.

The opening, planned later this year, of the new Worcester University could well increase demand particularly at peak times when there are already serious gaps in services.

Access to Worcestershire Royal Hospital also needs to be improved to avoid passenger change at Worcester bus station. Alternative services on the 550/r route could divert from Whittington to operate via Newtown Road and Strub Hill Road to serve Worcestershire Royal Hospital.

Yours sincerely,  
  
Ann Dobbins A.C.I.B.  
Town Clerk



**WHITE LADIES ASTON PARISH MEETING**

As from

**ELM TREE COTTAGE**

**WHITE LADIES ASTON**

**SPETCHLEY WORCESTERSHIRE WR7 4QH**

Telephone : 01905 346 659

10 March 2010

Ms M C Jones  
Worcestershire County Council  
Passenger Transport Consultation  
Spetchley Road  
Worcester WR5 2NP



Dear Madam

**Re: The Worcester Transport Strategy and "Phase 1" Major Scheme Bid**

Thank you for the opportunity to respond to the above consultation and as a village neighbouring the City we are only too well aware of many of the short comings of the current transport system.

We are however somewhat surprised at all the very worthwhile proposals being presented when at the present time it seems to be impossible to achieve three major objectives as far as this village is concerned:-

1. Repairing our ever expanding potholes and road surfaces before they totally breakdown.
2. Ensuring safety along the A44 and A422 and the country lanes by introducing speed limits.
3. Ensuring that the footpaths are in an acceptable condition to take both pedestrians and cyclists safely into the City centre

Using our own village and surrounding area as an example we do wonder how the ongoing maintenance of all these new schemes will be maintained, monitored and financed, especially in light of the current financial climate.

#### **Highway Improvements**

The Southern Link Road – we believe this could well meet with financial as well as certain engineering problems and we cannot envisage these improvements happening by 2015. We also have great concern regarding land drainage issues.

The North-West Link Road – although on the face of the argument we can acknowledge the need for this road, we believe that this would ultimately be a disaster should the massive developments occur on the western side of the City.

There is no assurance that approximately 6,000 people (minimum 2 people per house) will wend their way into the City to work, rest and play. Many will need the motorway wishing to go either north or south. This will only increase the overwhelming congestion occurring at JB (in spite of the proposed improvements) and traffic flow issues on the motorway itself.

It could be argued that the North-West Link Road is an easy answer to an extremely difficult problem. However, we believe that it will merely create a larger bottleneck for the future.

#### **Junction Improvements**

We totally endorse these and have sympathy with all current users.

#### **Rail Enhancement**

The sooner the better for Foregate Street and Shirub Hill. We are unable to speak for Malvern.

However, we do wonder why Droitwich has not been mentioned as this certainly needs massive improved parking facilities as well as longer trains.

Rural Halts – We believe there should be a feasibility study – if it doesn't work fair enough but it is worth a try and would certainly not be that expensive.

**Enhancement of the City Centre including Transport Infrastructure and Services + Infrastructure for Walking and Cycling + Key Corridor Improvements to enhance local bus services.**

All these suggestions are extremely necessary and the sentiments worthy of praise.

However, we are at a loss to understand how this will be achieved!

Will roads be narrowed?

Are streets going to be demolished?

How will all this fit into the current historic setting that is the character and charm of the Worcester City Centre?

Our concern is that the City shopping centre could well be destroyed and there could be a decentralisation of economic activities. Commuters from outside the City boundary will find it difficult to access the centre and will go elsewhere.

We would also question how the ongoing maintenance for all this, including tree maintenance, will be financed. This is particularly relevant now. Society is currently going through an economic downturn. How will all these worthwhile proposals be maintained in the future? What are the financial figures available to ensure proper care and maintenance?

#### **Park and Ride**

We do have reservations about these and the huge costs both environmentally and financially.

It would be extremely useful to study proper financial statements for both the construction, ongoing maintenance etc of these sites.

As mentioned in the previous section we have concerns relating to economic decentralisation.

#### **Intelligent Transport Systems to improve efficiency and choice.**

Interesting.

#### **Pershore Lane**

From a local perspective, we have grave reservations when we note that Pershore Lane is not in the programme for improvement.

Pressures on this road have increased dramatically and with the very high population figures proposed for south Worcestershire the scenario will become worse. The surrounding villages are already suffering whenever the motorway goes down or there are problems with the motorway junctions.

We are also only too well aware that the proposed Bosch site will generate massive increased traffic flows both of a private and commercial nature and we believe that this road will simply collapse under the abuse from overuse.

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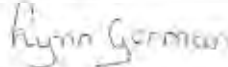
### Environmental

We believe that this is one area that the consultation has ignored. We have great concerns for the local land environment which embraces flooding, land drainage as well as wildlife corridors plus adequate green spaces for the Citizens of Worcester.

We therefore wonder, with all the increased population proposals resulting in the need to constantly reassess traffic issues, whether there is a mitigation strategy to reduce pollution on all routes?

What land drainage schemes will be introduced to reduce surface water issues created by the extra roads, the widening of the roads and the enlarging of all junctions as well all the much needed new parking sites?

Yours faithfully



Lynn Gorman  
Clerk WLA Parish Meeting.



# Whittington Parish Council

Clerk to the Council: P. S. Roe

Hollymount, Moseley Turning, Hallow, Worcs. WR2 6NJ Tel/Fax. 01 905 640742

Ms Michele C. Jones,  
Worcestershire County Council,  
Passenger Transport Consultation,  
County Hall, Spetchley Road,  
Worcester.  
WRS 2NP

Your Ref:

Our Ref: P.S. Roe

Date: 10 March, 2010



Dear Michele,

**Re: Worcester Transport Strategy**

Please find attached Whittington Parish Council's response to Consultation.

The Council has reviewed the proposals outlined in the Consultation Leaflet sent out. It also takes into account the items exhibited at the various exhibitions locally and documents recently made available on the "Worcestershire" website, and related press coverage.

There has been inadequate time for this Council to properly consult with its electorate but a public meeting has been arranged on 23<sup>rd</sup> March at Whittington V.H. at which Councillor Derek Proddger and WCC Highways officers will be present. It is to be hoped that comments made then will not be too late for your consideration in preparing the next stage of the process.

For ease of reference the Council's response is in the sequence of the measures outlined in Table 1 of the Consultation Leaflet.

I trust that this will be satisfactory and self explanatory, but please advise if you require any clarification.

Yours sincerely,

Peter Roe  
Clerk.

e.c. County Councillor R.C. Adams

**Response by Whittington Parish Council to Worcester Transport Strategy Consultation**

For ease of reference this response follows the sequence of the measures outlined in Table 1 of the Consultation Letter.

1 Strategic Highway Improvements		
a.	Capacity Improvements to Southern Link Road (i) A4440/A38 Junction (2011/2016)	It is understood that these improvements will greatly enhance the capacity of the junctions. If so, and there is a degree of scepticism as to how effective the enhancements (the detailed nature of which is unknown) may be, then this is to be applauded. However the Council takes the view that improvement of the A4440/B4840 (Swan Roundabout) and of the M5 access at J7 at Whittington are more critical to the freeing up of the Southern Link Road than the improvement of the A4440/Norton Road Junction, and believes therefore that the "Swan Roundabout" and "J7" improvements should take precedence.
b.	Capacity Improvements to Southern Link Road (ii) A4440/Norton Road Junction (2011/2016)	
c.	Further Junction Improvements to improve the flow of traffic and safety for users (post 2016)	It may be that this relies on the improvement of the A4440/B4840 (Swan Roundabout) and of the M5 access at J7 at Whittington in which case see above. If these improvements are not promised on the list of priorities the Parish Council takes the view that the following interim/minimum improvements should be made: Traffic light control of the Swan Roundabout. Improved lane signing and demarcation of lanes up to and around the J7 roundabout (as WPC requested in January 2010). Improvement of J7 to increase its capacity.
d.	Construction of a new North-West Link Road to divert strategic and some medium distance trips away from Worcester City Centre	Whilst the Parish Council recognises the legitimate concerns of other Parishes which will be more directly affected and hopes that these will be given due account in the design of a NW Link Road this Parish Council takes the view that the completion of the Worcester King Road is a desirable aim. Concern must be expressed at the possible additional burden of traffic on J6 of the M5 which is already operating above capacity & which will take a heavy additional load to serve the proposed J6 developments. This needs to be considered in designing any scheme - possibly a new junction is called for? However Whittington Parish Council hopes that in the long term a NW Link will reduce congestion on the "Southern Link Road" to the detriment of Whittington Parish. However, in the present economic climate, this is likely to be a very long term project. Therefore in the short term and improvement of the Southern Link is vital and urgent. Only a few months ago proposals for "dualising" the Southern Link which, during the initial round of consultation, was regarded by WCC as the best way forward. Can this Council please be advised why the "change of thinking" has come about? Is this a political decision based on the likelihood of success in funding rather than what is best for the communities affected? Would the improvement of access to the M5 occasioned by NW Link Road not merely encourage more commuters into the large "Worcester City" development proposed to the West (in Malvern Hills District)? Would any road improvement not encourage people who might otherwise use public or other greener forms of transport to travel by car?
2 Local Highway Improvements		
a.	Junction Improvements along key radial and orbital routes in the City	These are undefined and sensible comment is therefore difficult. However there is room for improvement in many areas in the area such as to take priority over the enhancement of the A4440/B4840 (Swan Roundabout) and of the M5 access at J7 at Whittington.

		Within the City it must be ensured that any alterations are done sympathetically and do not detract from the character of the areas, especially where these may have historic or tourist interest, since tourism is a significant element of the City's business.	
<b>3</b>	<b>Rail Station Enhancements</b>		
a.	Worcester Foregate Street Rail Station Midvern Link Rail Station Worcester Street Hill Rail Station	There can be little objection to any of this provided that it is done sympathetically and that where (especially in the case of Street Hill Station) possible significant architectural features are retained.	
b.	New local "rail halts"	These will need to be properly serviced – probably by rail cars. Can the capacity of the sites and main line stations sustain the operation of rail cars alongside main line requirements?	
c.	Worcestershire Parkway Station	When? We've waited too long already. Would it affect, in the long term, the need to keep two other main line stations operating in the City?	
<b>4</b>	<b>Enhancement of the City Centre including Transport Infrastructure and Services</b>		
a.	Investment in the City Centre environment to strengthen the local economy, make the City a better place to live, work, visit and travel in and reduce air quality problems.	These measures are considered uncontroversial.	
<b>5</b>	<b>Improve Infrastructure for Walking and Cycling</b>		
a.	Walking and cycling are the most environmentally friendly ways of travelling and also improve individual health.	The support for cycling & walking routes is welcomed and we would wish to see the local network expanded around the South and East of the City.	
<b>6</b>	<b>Key Corridor Improvements to enhance local bus services</b>		
All		There will no doubt be objections from those who lose "their" on street parking. Where are they supposed to park? Will alternative facilities be made available to them?	
<b>7</b>	<b>Park and Ride</b>		
All		No Comment	
<b>8</b>	<b>Improve the perception and use of sustainable travel modes (walking, cycling and passenger transport)</b>		
All		No objections, all seem reasonable.	
Am2		Encourage car sharing	
<b>9</b>	<b>Intelligent transport systems to improve efficiency and choice</b>		
All		No objections, all seem reasonable.	
Ride		It is to be hoped that this doesn't include automatic bollards for restricting entrance to chosen vehicles (viz. Worcester City Centre "Angel Place").	

**From:** David Flack [mailto:tibbertonpc@yahoo.co.uk]  
**Sent:** 13 April 2010 20:44  
**To:** Jones, Michele C (ES)  
**Subject:** Re: Worcester Transport Strategy

Michele

The document was discussed at the last Parish Council Meeting. It was agreed that the proposed new cycle way through Tibberton was a bad idea. There is a perfectly good existing route along the canal tow path.

David Flack  
Clerk to Tibberton Parish Council.

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## Appendix O - Other Stakeholders' Responses

Dear Sir/Madam

Thank you for the presentation on the Worcester Transport Strategy and associated Major Scheme Bid presented to the Worcestershire Accessibility Partnership on 14<sup>th</sup> January 2010. The presentation was interesting and informative.

Please accept this letter as the formal response of the Accessibility Partnership to the Phase 1 Major Scheme Bid.

#### Phase 1 Major Scheme Bid

---

The Accessibility Partnership supports the Phase 1 proposals of the Worcester Transport Strategy. The Partnership is in agreement that the Phase 1 elements of the strategy will significantly increase the accessibility of the Worcester transport network and access to Worcester from the surrounding hinterland. The Partnership particularly supports the Phase 1 package because it is proposed as part of a long term package for investment in the transport network of Worcester, this being the wider Worcester Transport Strategy.

The partners of the Worcestershire Accessibility Partnership, including NHS Worcestershire, Directorates of Worcestershire Council, Worcestershire County Association of Local Councils and JobCentre Plus, support the objectives of the Phase 1 package. There is strong support in the partnership for the delivery of schemes which will:

- Improve the accessibility of the Worcester transport network and Worcester from surrounding areas
- Promote active travel and independence for children and young people
- Improve the attractiveness of public transport and walking and cycling as realistic alternatives to travel by car

#### Phase 1 Measures

---

The partners of the Worcestershire Accessibility Partnership welcome the proposals for the following measures:

- Improving access to health, education, leisure, employment, retail and transport destinations by public transport, walking and cycling
- Improving opportunities to access Worcester City Centre by rail
- Measures which make public transport, walking and cycling an attractive and realistic alternative to travelling by car
- Measures which promote and enable active and independent travel
- Improvements to radial corridors in Worcester, and the development of strategic Park and Ride sites
- Promoting sustainable modes of travel through the Choose How You Move project

Phase 1 Consultation Response  
Worcestershire Accessibility Partnership response to the Worcester Transport Strategy: Phase 1  
08/03/2010

Dear Sir/Madam

Thank you for the presentation on the Worcester Transport Strategy and associated Major Scheme Bid presented to the Worcestershire Accessibility Partnership on 14<sup>th</sup> January 2010. The presentation was interesting and informative.

Please accept this letter as the formal response of the Accessibility Partnership to the Worcester Transport Strategy. The Partnership includes partners from NHS Worcestershire, Worcestershire County Council: Children's Services, Planning, Economy and Performance Worcestershire County Association of Local Councils, JobCentre Plus.

#### The Strategy

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The Worcestershire Accessibility Partnership welcomes the proposals for a long term strategy for transport investment and improvement for the city of Worcester and the surrounding area. The partners strongly support the package of improvements proposed within the 20 year Strategy and welcome the clarity in terms of direction for the future.

The Partnership welcomes the consideration given to future planned growth in Worcester and the necessity to provide access to key services and facilities as well as to ensure that future transport planning focuses on the need to develop active travel as one way to tackle the sharp rise in obesity in the County over recent years.

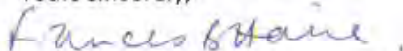
#### The Proposals

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The partners of the Worcestershire Accessibility Partnership strongly support the integrated and coordinated approach to improving the Worcester city transport network which is given in the Worcester Transport Strategy. The partners strongly support all the proposals in the Worcester Transport Strategy which will deliver accessibility and health benefits for Worcester and Worcestershire. Some concern was raised over the strategic highway improvements included in the strategy; particularly the absence of duelling the southern link road and concern over the capacity of junctions on the M5 and the southern link road.

The Partnership particularly welcomes the proposals which will improve the attractiveness of sustainable modes of transport making them a realistic alternative to the car, promote active travel and facilitate independence for all.

Yours sincerely,



Dr Frances Howie  
Chair, Worcestershire Accessibility Partnership and Assistant Director of Public Health  
NHS Worcestershire

Worcester Transport Strategy Consultation Response  
Worcestershire Accessibility Partnership response to the Worcester Transport Strategy  
08/03/2010



## Worcester Transport Strategy Pro-forma for use when responding



<b>Organisation</b>	The Dudleywich Local Enterprise Trust	
<b>Address</b>	The Ruff Wood Environment Centre Worcestershire Bromsgrove Worcestershire Worcester WOL 362	
<b>Contact name and title:</b>	Education and Information Officer Linda Chapman	
<b>Interest (eg trade; local authority; passenger representative)</b>	Environmental Centre	
<b>PHASE 1 ONLY</b>		
Do you support the proposals for 'Phase 1' of the Worcester Transport Strategy?	<p>→ I do support the strategy - it is both good as the development of infrastructure could cause some disruption / delays / affected services if not handled correctly.</p> <p>→ I am interested to know if it will be a bus / train / other forms of transport</p>	

Received by  
**19 FEB 2008**  
 Transport Strategy  
 Planning Panel





<p>Do you have any comments on the proposals for 'Phase 1' of the Worcester Transport Strategy?</p>	<p>HOPE SOME THINGS ARE NOT AS I FEEL THIS COULD CAUSE SOCIAL / COMMUNITY WORRETS AND TRIGGER COMPLAINTS</p>
<p>Are there any other issues that you think ought to be covered in Phase 1 of the Worcester Transport Strategy?</p>	<p>n/a</p>



The full Worcester Transport Strategy	
<p>Do you support the proposals for the full Worcester Transport Strategy?</p>	<p>- This is a good idea through a more sustainable housing development plan around the city.</p>
<p>Do you have any comments on the proposals for the full Worcester Transport Strategy?</p>	<p>- Railway stations are unadvertised to visitors from many directions into the city - It would be interesting to see how they deal with the parking issues greenfield - No community involvement so a practical level is mentioned, if it has got involved they tend to give more longer term.</p>

19 Feb 2010  
Worcester City Council  
COUNCIL CHAMBERS  
COURT SQUARE  
WORCESTER  
GLoucestershire



Are there any other issues that you think ought to be covered within the full Worcester Transport Strategy?



- Note this envelope that all web pages no longer use are considered on the strategy i.e. the Pump House Environment Centre is an attraction that the city council would require to encourage more people to experience all the city has to offer.
- Science Centre / Lockwood could aid this.
- Transport costs have some ideas less payments especially if you have a large family.
- Eco-transport options - Green house model
- Think that business needs to be considered where the human race deal with companies with their customers/Customers

# Worcester Transport Strategy

## Pro-forma for use when responding

<i>Organisation</i>	St. Johns & Nunnery Wood Sports
<i>Address</i>	Worcester city Council
<i>Contact name and title:</i>	Lisa Kordas – Duty Manager
<i>Interest (eg trade; local authority; passenger representative)</i>	Local authority leisure centre
<b>PHASE 1 ONLY</b>	
Do you support the proposals for 'Phase 1' of the Worcester Transport Strategy?	yes
Do you have any comments on the proposals for 'Phase 1' of the Worcester Transport Strategy?	The sports centres weren't on the map??
Are there any other issues that you think ought to be covered in Phase 1 of the Worcester Transport Strategy?	none

<b>The full Worcester Transport Strategy</b>	
Do you support the proposals for the full Worcester Transport Strategy?	yes
Do you have any comments on the proposals for the full Worcester Transport Strategy?	As above why aren't the centres on the map?
Are there any other issues that you think ought to be covered within the full Worcester Transport Strategy?	none

# VisitWorcester

## Response to Worcester Transport Strategy Consultation Document

### Phase 1 (2011 – 2016)

VisitWorcester is very supportive of the outline proposals set out in the Worcester Transport Strategy consultation leaflet and feels that the detail of each project will be key to ensuring that it delivers on the potential suggested in the leaflet. Having read the document carefully we have the following comments to make and have suggested some additional items (->) for consideration:

**Strategic Highway Improvements:** we support the proposed improvements to Southern Link Road junctions with the A38 and Norton Road.

**Local Highway Improvements:** we support the junction improvement proposals along radial routes.

**Rail Station Enhancements:** we particularly welcome the proposals for Foregate Street station and see the possibilities of the enhancements at Malvern Link adding a better facility for visitors to the area by aiding movement between the key tourism attractors of Worcester City Centre and the Malverns. The Shrub Hill improvements to the station are equally welcome, but we would like to see them clearly embedded in any wider redevelopment of the Shrub Hill area through the masterplan process.

- Increasing Opportunities to access Worcester City Centre by rail - the proposed rail halts are welcome and we would suggest that a further halt at St. Peter's be included in any Worcestershire Parkway development.

**Enhancement of the City Centre Public Realm:** we support the initiatives as set out in the consultation document, with the following comments:

Rather than just 'improve' the facilities, we would like to see Worcester earn itself a name for the excellence of its cycling and pedestrian access and facilities. In defining excellent, we would see this as including:

- The inclusion of more public art in both functional items (e.g. bollards, signage, seating) and as exhibition items (e.g. sculpture) with such items linking back to the city's world famous heritage for instance Royal Worcester, Edgar, Lea & Perrins, Vesta Tiley.

The key things that we believe have need to be added to the plans for improving the public realm are:

- Clear and unique pedestrian signage in Worcester City Centre.
- Clearer road signage in the city centre because of the complexities of the one-way systems (to manage what happens to drivers/cyclists when they miss a turning).
- Quality of maintenance: including a planned maintenance programme, rather than a reactive one, for all upgrades. We believe that this could be facilitated by and lead to cost savings by a choice of a small number of styles and finishes applied coherently across the city centre, rather than the jumble of styles in place at the moment. The Shambles and Broad Street are in particular need of repair and improvement.
- Creation of new public open spaces where possible as the highway and pedestrian infrastructure is upgraded.

- ✧ Further pedestrianisation (shared use spaces) in areas such as New Street which serve to give pedestrian priority, but still allow delivery and business access
- ✧ Although the rising bollards in Angel Place have failed, we feel that unless vehicular access is limited to permitted times, the pedestrian area will never reach an excellent standard and we would suggest the use of rising bollards at the access points to all pedestrian areas
- ✧ Creating taxi ranks (full or part-time) in a wider variety of locations that are of benefit to the customers could help to manage vehicular congestion and reduce anti-social behaviour provided that enforcement is effective
- ✧ It is difficult to ascertain from the consultation leaflet how extensive any enhancement works to the public realm would be and this would determine our precise response. We understand that reuniting the historic Cathedral and Riverside area with the retail core is likely to be beyond the remit of the Phase 1 WTS, but we feel that it is important that this be considered as part of the whole Worcester Transport Strategy and linked closely to the masterplan process. The creation of an attractive and functional public open space at Cathedral Square represents one of the most important opportunities for developing Worcester's historic core and any improvements made as part of Phase 1 should not prevent longer term aspirations for this area that may emerge from the masterplan.

**Improve infrastructure for walking and cycling:** again we are supportive of the proposals, but would reiterate the points made above regarding maintenance of pedestrian routes and cycleways in order to encourage usage.

**Key Transport Corridors:** we are supportive of these proposals.

- ✧ Recommend the use of aesthetically sympathetic and well maintained bus shelters
- ✧ Suggest integrated ticketing be extended to include rail services where possible

**Park & Ride:** we support the expansion of the network in the locations suggested

- ✧ Need to ensure extended opening times in the longer term and would suggest including at the planning stage the ability cater for major events as currently happens for the Christmas Fayre
- ✧ The WTS must also include provision for coach traffic with a review of drop-off points in the city centre and long term parking facilities for coaches at one or more of the Park & Ride sites, so that customers can be dropped off in the city centre, drivers can park up during the day and travel to and from the centre using the P&R services
- ✧ We would also like to see the WTS manage the move of the lorry park from Croft Road to one of the new Park & Ride sites, believing that this could make good shared use of the facilities and freeing city centre space for other users as well as improving the look of the riverside frontage which is an important visitor destination.

**Improve use and perception of walking, cycling and passenger transport:** we support these measures but feel that unless they are linked to an actual improvement in serious behaviour will not alter as much as required to reduce city centre congestion

**Intelligent transport systems to improve efficiency and choice:** we support further investigation of these types of system.

Phase 2 (post-2016)

**Junction Improvements:** we are supportive of the continuation of this process

**North-West Link Road:** we believe that this is an important part of Worcester's future ability to deal with congestion and facilitate vehicle movements and are supportive in principle, but we are unable from the information provided to comment further at this stage.

**Worcester Parkway:** this is a very important project and we are whole-heartedly in support of this proposal. For this to be of benefit to the city there would need to be regular shuttle services to the existing stations and/or any other hubs to encourage usage.

**Public Realm Improvements:** we welcome further public realm improvements.

**Park & Ride at Claines:** this could be a useful additional service to go in with the link road extension.

VisitWorcester  
5<sup>th</sup> March 2010



## Elgar's Birthplace Museum

**From:** Michael Messenger [mailto:michael.m1@ntlworld.com]  
**Sent:** 09 March 2010 12:39  
**To:** worcestershirehub@worcestershire.gov.uk  
**Subject:** Worcester Transport Strategy

The Management Committee of the Elgar Birthplace, Crown East Lane, Lower Broadheath has considered the proposals contained in Worcester Transport Strategy consultation document, and while its members have individual views about the respective merits of the various proposals, these are essentially for them to submit personally. This response is solely confined to those elements which directly affect the Elgar Birthplace, therefore, and may improve public access to what is one of the area's major tourist attractions.

We would welcome the establishment of a park-and-ride facility in Crown East, while expressing the hope that this would be within easy walking distance of the Elgar Birthplace.

We believe that the completion of the western orbital road would be of benefit to Broadheath and its environs, reducing the extent of commuter traffic using Crown East Lane/Bell Lane as a "rat-run" and thus preserving the character of the area, a factor in its appeal to visitors.

We would strongly support any proposals to improve public transport between the City centre and Broadheath, which at the present time is derisory and poorly coordinated.

In generally, we believe that investment in a coordinated transport strategy for Worcester and its environs is necessary for the long-term economic and cultural health of the City.

Michael Messenger  
Chairman, Elgar Birthplace Management Committee.

## Crown Estate

### Preamble

Clewlow Consulting has been appointed by The Crown Estate to assist it in responding to the County Council's proposed Transport Strategy for Worcester for the period 2011 – 2031. The following paragraphs are the representations on behalf of The Crown Estate to the Worcester Transport Strategy.

### Introduction

1. The Crown Estate welcomes the County Council's initiative and is supportive of its overarching strategy to improve the transport infrastructure of the city which is vital to attract economic and employment activity and has to be commensurate with planned growth. As a major investor in the city, The Crown Estate has long expressed the view to both Worcester City Council and Worcestershire County Council that without significant investment, the city will continue to fall behind competing towns and cities in its retail catchment area. As a result it will find it harder to re-establish its position both regionally and as a leading cathedral city in the country. Furthermore, The Crown Estate also considers that Worcester has the potential to be a highly sustainable city in terms of transport use, however the lack of significant investment has led to less sustainable travel patterns being adopted by those who live, work and, more particularly, could shop in the city.

2. Although The Crown Estate is of the opinion that the City and County Councils and the Government should be making rapid and significant investment in Worcester, The Crown Estate acknowledges that the phased approach proposed by the County Council is appropriate in the present economic circumstances and recognises that limited resources are available for such investment. Nevertheless, The Crown Estate considers strongly that it is now the time for Worcester to receive priority for the funding that is

currently available.

## Phasing

3. The Crown Estate notes that only around 25% of the investment that has been identified by the County Council as being needed for the City and its hinterland is being sought in the first phase. The Crown Estate would therefore like to take this opportunity to urge the County Council to ensure there is no delay in seeking the remaining funds from Government.

4. The Crown Estate has reviewed the phasing of the Strategy and considered in detail the elements that have been included in Phase 1. The Crown Estate notes that Phase 1 constitutes a Major Scheme Bid to Government in line with previously prioritised regional funding and is accordingly constrained by guidelines as to the elements of the Strategy that are likely to receive Government funding at this time. It is however the case that the major constraint to traffic movement in and around Worcester is the lack of a third vehicular river crossing and Phase 1 does not include proposals to increase the Council's options in this regard. The Crown Estate considers that the Transport Strategy should make it clear that whilst seeking funding for a further crossing of the River Severn may not be part of its Major Scheme Bid, it should commit the County Council to using its own resources to bring forward a further crossing, if possible, during the period 2011- 2016.

## Highway Improvements

5. The Crown Estate welcomes the proposals for junction capacity improvements on the strategic highway network with the focus on the Southern Link Road. As a major investor in the city centre, it is particularly aware of the continued designation of Deansway and other principal roads in the city centre as the A44. The Crown Estate considers that the Transport Strategy should make it clear that in the first phase of the Transport Strategy it wishes to downgrade the status of roads in the city centre to discourage traffic from simply passing through the city centre.

6. Under the Transport Strategy's theme of Local Highway Improvements The Crown Estate also welcomes the review of on-street parking, which it considers can contribute to traffic delays and congestion. It does so however on the proviso that the stock of car parking in the city centre is not unreasonably reduced as this would have a detrimental effect on the city's attractiveness to visitors. The Crown Estate urges that full account is taken of the consequences of removing any on-street (and public off-street) parking spaces such that a large proportion of these spaces would be replaced by off-street spaces provided in one or more (if necessary) large, high quality and well-managed car parks.

## Rail Improvements

7. The Crown Estate supports the integration of rail-based travel into the options for travel choice. The Crown Estate particular supports the investment proposed for Worcester Foregate Street Station and considers that the connections between the station and the city centre could be far better. The Crown Estate urges the County Council (together with the City Council) to be radical in this aspect of its rail strategy as the remainder of its rail strategy (with the exception of proposals to enhance Shrub Hill Station) are directed towards more rail passengers arriving and leaving from Foregate Street Station, the majority of whom will be visiting the city centre.

8. The Crown Estate is aware that funding significant and even relatively minor rail improvements can be costly. With a limited budget for all transport improvements The Crown Estate notes that the principal financial beneficiaries of increased rail travel are the train operating companies (TOCs). Accordingly it urges the Council to seek substantial investment from the TOCs involved in the various rail-based proposals to maximise the value of its own investment.



## Public Realm Improvements

9. The Crown Estate fully supports and welcomes the focus on enhancement of the City Centre environment and the priority proposed for principal thoroughfares within the city centre.

## Cycling and Walking Improvements

10. In encouraging more cycling into and around the city centre, The Crown Estate urges the Council to ensure that a co-ordinated hierarchical policy for the city centre is in place so that conflict between the demands of cyclists and pedestrians is properly managed. The Crown Estate considers that restricting all cycling in a pedestrianised city centre street is not generally appropriate. The Crown Estate equally considers that only considerate cycling is acceptable in pedestrian-dominated areas and therefore at times cycling cannot be given unfettered priority over pedestrian movement. The Crown Estate urges Council to pay particular attention to the location of proposed secure cycle parking and that a sensitive application of design standards in an historic setting is adopted.

## Bus Improvements

11. The Crown Estate welcomes the Strategy's focus in Phase 1 on bus corridor improvements and, in particular, its support for the introduction of on-street real-time information and integrated ticketing systems. In respect of introducing an integrated ticketing system, The Crown Estate strongly urges the adoption of smartcard ticketing using the stored value method of payment (cf the Oyster Card within London) to encourage easy regular and occasional use of buses by residents and visitors.

12. The Crown Estate notes the Strategy refers to delivering 'a better local transport network with high quality, well located bus stops and interchanges' in Phase 1. The Crown Estate is concerned that the existing CrownGate bus station neither has the capacity nor is of the quality needed to meet the Council's aspirations for an interchange serving its future bus network. The physical constraints of its location clearly limit the ability of the bus station to accommodate more demand from buses. It is also widely acknowledged that the environment of the bus station means that the ability to improve the quality of the interchange experience for passengers compared to the present is very limited.

13. The Crown Estate therefore urges the Council to include in its Strategy a clear intention to design a future bus network with high quality bus passenger facilities in locations other than at the present CrownGate bus station. The Crown Estate considers that investment in the rail stations at Shrub Hill and Foregate Street lends itself to creating better interchange between the city's bus and rail networks. The Crown Estate also considers that there is ample scope around the city centre to integrate high quality bus stops which could connect pedestrian activity in the city centre with the bus network. These would both encourage and serve well an increasing bus patronage and with the new technology now available offer a flexible and convenient alternative to the use of the private car. Passenger transport gateways at Broad Street/Deansway, in the vicinity of Cathedral Square, Lowesmoor/Cornmarket (possibly linking with Shrub Hill Station) and along The Butts (probably linking with Foregate Street Station) would all be within easy walking distance of the whole of the city centre.

14. The Crown Estate further considers that there would be significant benefit to the Transport Strategy's aspiration for enhancement of the public realm in the city by removing buses from Angel Street/Angel Place and from the present site of the CrownGate Bus Station in line with the above. Vehicular traffic has a negative impact on the City Centre north of Broad Street, witnessed by the poor quality of retail/ vacancies/ values/ etc. This is particularly true of the "CrownGate" quadrant where streets such as Angel Place, Angel Street, the lower part of Broad Street and The Butts are unattractive/unsafe places for pedestrians, a situation in conflict with the development of and access to the learning quarter of library and university, as well as to the riverside.

## Park and Ride

15. The Crown Estate supports the County Council's ambitions for a network of Park and Ride Sites and agrees that there is an urgent need for facilities to be provided to the south and west of the city. The Crown Estate considers that park and ride can provide for some of the demand for car parking that would otherwise need to be satisfied in the city centre; however its experience is that this is only the case when a stringent approach has been taken to vehicular accessibility within the city centre. The primary aim of a stringent approach to city centre accessibility is to ensure that park and ride buses offer a service to city centre visitors at least as good as the alternative of driving and parking in the city centre. Until there is both an overall perception and evidence that this is the case, making a positive choice to use a park and ride service is unlikely. Forcing drivers to make a choice by removing car parking in the city centre is considered a negative approach and often leads to drivers diverting to other destinations, particularly for shopping trips.

16. Whilst The Crown Estate acknowledges that the details of the bus priority measures and other bus enhancements included in the Strategy are not yet available, it considers that the Strategy as a whole does not propose the type of stringent approach needed. The Crown Estate considers that access to the city centre for private vehicles should be further restricted in favour of buses, in particular along Deansway. Passenger perception as to the level of access afforded by use of the bus rather than by private car will then be enhanced.

## Car Parking

17. The Transport Strategy notes that, in addition to adding to the stock of Park and Ride spaces, expanding the supply of high quality short term car parking serving the city centre is in keeping with desire to make the city centre more attractive for visitors and shoppers. The Crown Estate considers that Worcester's public car parking provision, especially short term spaces, is low by comparison with other similar centres. Accordingly, The Crown Estate generally supports the replacement of long term parking spaces in the city centre with short term high quality spaces.

18. The Crown Estate considers that a stringent approach to accessibility and a supply of short term car parking spaces to meet demand are complementary. Increasing the number of short term spaces by directing cars to one or more (if necessary) large, high quality and well-managed car parks reduces delays on the network, removes conflict between entry and exit flows into and out of the city centre and enables better management of the adverse effects of queuing vehicles. By achieving these aims, more road space can be reallocated to the benefit of other road users.

## Enhancing the Transport Strategy

19. In overall terms, The Crown Estate considers that the Transport Strategy for Worcester City Centre should incorporate aspects akin to those proposed as a traffic management scheme for the City Centre of Cambridge, another premier cathedral city in England. In setting out to adopt such an approach, Worcester would be able to benefit from the experience of Cambridge in implementing its city centre traffic management scheme, which has now been in existence for some 12 years. Cambridge pioneered the use of measures such as transponder-controlled automatic bollards to restrict access to certain vehicles at certain times; such measures are now commonplace despite initial political objections. As a result of its stringent but nonetheless progressive approach to traffic management, Cambridge has been able to secure substantial investment in its retail core and hosts one of John Lewis' most successful stores.

20. Fundamental to Cambridge's approach was the policy decision to direct through traffic away from its most historic river crossings to the bridges serving the city's ring road. Over time travel patterns were adjusted and previously busy city centre streets benefited from significant (>90%) reductions in traffic. Traffic growth in the wider city centre has halted and Cambridge has since found that its previously more than adequate bus station became unfit for purpose (due to increased demand) as well as being not ideally located. As a result considerable monies have been spent relocating service stops to on-street locations. The implications of the new guided bus services are yet to be determined.

## Goods Deliveries

21. The Crown Estate notes that some cities are operating or considering out-of-centre delivery hubs to assist with managing the use of large vehicles in city centres as well seeking to achieve higher sustainability standards. The Crown Estate considers that with Worcester's proximity to the motorway system (i.e., goods are predominantly delivered by road from the east side of the city) and its ambitions to improve the City Centre's public realm, consideration may wish to be given to such an initiative in its Transport Strategy.

## Linking the Transport Strategy with other Initiatives

22. The Crown Estate considers that, without causing jeopardy to the Phase 1 Major Scheme Bid, the Transport Strategy should only be finalised once it is synchronised with the transport infrastructure elements of the emerging City Centre Masterplan and Joint Core Strategy.

## Invitation for Further Co-operation

23. The Crown Estate and its advisors have considerable experience of working on projects in a wide range of city centres in the UK, particularly cathedral cities, and accordingly hopes that its representations to the Transport Strategy will be given considerable weight. The Crown Estate also hopes that the Council will feel able to draw upon the experience that The Crown Estate and its advisors have when finalising the Transport Strategy.

# Worcester Transport Strategy

## Pro-forma for use when responding

<b>Organisation</b>	Worcester Alliance
<b>Address</b>	1 <sup>st</sup> Floor, Orchard House, Farrier Street, Worcester, WR1 3BB.
<b>Contact name and title:</b>	James Sommerville, Acting Policy and Communications Manager. Sarah Evans, Climate Change Assistant.
<b>Interest (eg trade; local authority; passenger representative)</b>	<p>The Worcester Alliance is the 'Local Strategic Partnership' (or LSP) for the city of Worcester. The Alliance brings together organisations from the public, private and voluntary and community sectors that are based in, or work in, the city.</p> <p>Our purpose is to improve the quality of life for local people, and our vision is to make Worcester a 'First Rank Cathedral and University City' by four key priorities which the member organisations of the Alliance believe that more can be achieved for Worcester by working together. The four priorities are:</p> <ul style="list-style-type: none"> <li>• Focusing on Warndon and Gorse Hill wards</li> <li>• Developing a 'Masterplan' for the city centre</li> <li>• Addressing Transport needs and congestion.</li> <li>• Tackling the causes and effects of climate change</li> </ul>
<b>PHASE 1 ONLY</b>	
Do you support the proposals for 'Phase 1' of the Worcester Transport Strategy?	<p>The Worcester Alliance's strategy, 'Sustainability Community Worcester Forward' supports progress for the City through Transport improvements. Our member organisations have four main priorities to achieve during 2010; enhancement of the Warndon and Gorse Hill wards, developing a 'master plan' for the City Centre, addressing economic and transport needs, and tackling the causes and effects of climate change. Overall, the Worcester Transport Strategy compliments these four priorities and therefore the Worcester Alliance supports the proposals for 'Phase 1' of the Worcester Transport Strategy. In particular, the Alliance's concern of improving transport and reducing congestion has been addressed, especially by introducing sustainable transport initiatives such as improving infrastructure for walking and cycling, improvements to the local bus service, rail enhancements, park and ride and intelligent transport systems. The local public, private and voluntary businesses and organisations that make up the Worcester Alliance also believe the Transport Strategy has the potential to improve the quality of life for local people through smarter transport initiatives,</p>

	therefore fulfilling our vision to make Worcester a 'First Rank Cathedral and University City.'
Do you have any comments on the proposals for 'Phase 1' of the Worcester Transport Strategy?	<p>Key Corridor improvements to enhance local bus services and rail station enhancements are fully supported. Bus improvements would offer an alternative to car journeys to and from the City of Worcester, which would therefore help address environmental issues and tackle the causes and effects of climate change by reducing carbon emissions. Improvements in bus services could, however, be addressed further. For instance, it is not clear why London Road is not included in the proposals and additional routes could improve the usage of the bus service, which would have various environmental, social and economic benefits.</p> <p>Rail enhancements is fully supported as it would enable Worcester to have access to more cross country services to Birmingham and the north, Bristol and the south, and London which can only be a great benefit for keeping and attracting businesses to the area and addressing one of the Worcester Alliances four main priorities: Worcester's economy. It would also have significant benefits in reducing traffic movements along the M5 corridor, and in and out of the city when linked in with the premium bus routes and possibly in the future with a rail shuttle service, which would improve the quality of life for local people in Worcester.</p> <p>The Worcester Alliance believes there is an opportunity to promote and increase cycling and walking networks within the city. We are therefore fully supportive of new walking and cycling routes, and secure cycle parking across the city.</p>



Are there any other issues that you think ought to be covered in Phase 1 of the Worcester Transport Strategy?

To create a small scale cycling culture an extensive network of safe, fast and comfortable bicycle routes need to be further developed, and the road safety of cyclists addressed. Although it is understood that secure parking will be provided across the city, how this will be implemented is not clear. Designated traffic signals should also be core to a cycle transportation infrastructure, and once this cycle infrastructure is effectively in place there is an opportunity for new business and economic development of the City through renting bicycles.

Increasing existing road capacity at critical junctions to improve the flow of traffic is effective in the short term; however with the future development and growth of the City of Worcester, consequent transport needs are going to increase. If effective public transport measures are not invested in and developed, access to key services and businesses will be reduced which would be detrimental economically. There would also be a negative environment impact from reduced air quality, resulting in a decline in the quality of life for residents and reduction in the overall attractiveness of the city for businesses and visitors. The Worcester Alliance therefore supports growth of the city in a sustainable way which would prioritise public transport improvements over road and junction improvements.

The full Worcester Transport Strategy	
Do you support the proposals for the full Worcester Transport Strategy?	The Worcester Alliance supports the proposals for the full Worcester Transport Strategy for the reasons outlined in phase 1.
Do you have any comments on the proposals for the full Worcester Transport Strategy?	<p>The Worcester Alliance fully supports the 'Choose How you Move' project, as promoting sustainable travel models (walking, cycling and passenger transport) through awareness raising can reduce carbon emissions thus mitigating and adapting to the effects of Climate Change.</p> <p>Park and Ride improvements are also fully supported, as they will provide people with an alternative to driving into the City Centre, which further reduces carbon emissions and makes the urban realm more attractive for new business.</p>
Are there any other issues that you think ought to be covered within the full Worcester Transport Strategy?	Building new roads to accommodate longer journeys would improve the flow of traffic in the City and could give a significant boost to attracting business to the area. However, the Worcester Alliance would prioritise the ability to use road space for more sustainable modes of transport than the car.

**From:** Derek McMullan [mailto:chairman@wham-motorcycling.org]  
**Sent:** 26 February 2010 00:26  
**To:** Cooper, Paul (ES); Sustainable Scheme Team  
**Cc:** Murch, Steve (ES); Murray, Nigel (ES); magsouthbirmingham@yahoo.co.uk  
**Subject:** RE: Motorcycle LTP3 & Worcester Transport Strategy Consultation

Paul,

Further to our meeting today we would like to offer the following comments for your consideration in the Worcester Transport Strategy and subsequent plans. As requested I've kept the points as brief as possible. If I have not explained the point adequately do ask for elaboration.

- Motorcycles must be considered as part of an integrated transport plan. It is the Government policy to include PTWs in transport planning but, as with today's meeting, it is often evident that planners do not "Think Bike". We recommend that all your plans are reviewed against the simple question "What does that mean for the Motorcyclist".
- In 2007 (latest figures!) there were approximately 1.3 million licenced motorcycles on UK roads. In the last two years a further 250,000 motorcycles have been registered. Increasing urban congestion, lack of convenient public transport and fuel price increases are promoting motorcycling as a preferred commuter choice. This is seen particularly in smaller capacity commuter machine sales.
- Recently DSA motorcycle test passes have been between 50,000 and 60,000 per annum. Half of these new licences are issued to candidates over 30 years of age. By definition these are all inexperienced and would benefit from post-test development. Added to the new licences are the "born again bikers" (apologies to Steve Murch!) who are also candidates for development.
- Smaller capacity commuter machines are less polluting than cars and require less parking space, you will encourage their use by facilitating their journey (ASL, bus lane usage, priority systems, etc) and providing suitable parking and storage for their riding gear at key transport hubs such as a public transport terminus or popular destinations (shopping, major employment sites, colleges, etc.) If simultaneously the use of a private car for the same journey becomes more expensive in terms of time and money you will create a positive pressure to switch the mode of transport.
- Whilst appreciating you are preparing only for Phase 1 of your plan we would nevertheless recommend that you consider those who commute into and out of Worcester for work, education or other regular reason. Ensuring that adequate (clean, surfaced, well lit, secure, etc.) parking and riding-kit storage facilities are available at transport hubs and major destinations is essential. No doubt you will have statistics appropriate to Worcester to estimate traffic volume and catchment.
- Road layout and surface design, its condition and maintenance are of particular importance to motorcyclists. Any low-friction item (drainage and inspection covers, white-lining and reflective markers, etc.) is a hazard especially at junctions where motorcycles will be manoeuvring. We recognise that such features cannot be eradicated but ask that in new design consideration is given to placing such features off the motorcycle line. For existing layouts which are know to be hazardous please give consideration to high-friction covers, or coatings. Maintenance is a continuing task; potholes are very topical; suffice to say motorcyclists need the best possible surface. Contamination such as diesel spills can be catastrophic for motorcyclists; this is a continuing education item with the drivers as well as anti-spill devices.

Regards,

Derek McMullan  
Worcester and Hereford Advanced Motorcyclists

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# Motorcycling Strategy (Powered Two Wheelers)

## Notes for both WTS and LTP3

### Motorcycle Officer

A full time officer should be appointed and funded to look in to all aspects of Motorcycling from training right through to better provision and infrastructure for PTW and positive training and accident reduction. (This will link in with Road safety and accidents strategy) Motorcycling is not getting enough coverage in Worcestershire or a fair crack of the whip in line with current DFT guidance which is well documented. Need to write a PTW strategy need someone to comment on Planning issues so that new developments are up to scratch with PTW provision. There has been an increase from 1% to 3% in PTW ownership and with the latest down turn in the economy more are purchasing smaller PTW up to 400cc.

### Larger number of motorcycle parking spaces to help increase PTW users for commuting to work and into town centres.

1. On Highway parking spaces especially in town centres (set a target of 50 spaces per town centre) As charges are increased in city centres and car parking provision restricted and removed this would be an ideal time to convert these car spaces to PTW spaces.
2. Car Parks especially those near to town centres and those within easy reach of local amenities.
3. Multi storey car parks providing cover but only on the ground floors for easy access and non use of the ramps etc.
4. All car parks to have security (latest locks etc MotoLoc) with lighting, cameras and possibly cover from the weather. Also to provide the spaces at a ratio of 10:1 ie for every 10No. Car spaces there should be 1No. motorcycle space provided. The location within the car park should be near to the entrance for easy access (Most car parks who provide M/cycle spaces tend put them in corners where they cannot fit car spaces this will not do they must be fit for purpose)

### PTW to be permitted to use Bus Lanes or Bus ways.

1. Currently Worcestershire does not allow PTW into either bus lanes or bus ways. This should be looked at and a proposal to positively look at this should be put forward to seek evidence to justify the move.
2. Other authorities have already taken the step to do so why are we not looking to do so.

### Biker Skills Days & Events

1. Biker Skills days need to be well organised to gain best outcomes in regard to training, education, understanding, knowledge. These events work for all concerned and have been highlighted as one of the best ways to get PTW users attention and to pass safety message on and to users on to better training etc. (no one organisation currently taking lead or organising such events.

### Highway Design

- Junction Design
- Manholes
- Roundabouts
- Line markings, arrows, use on bends etc
- Advanced Stop Lines ASL

### Highway Maintenance

- Potholes
- Road Surface joints and materials (safecoat)
- Fuel spillage (no good way to deal with, current system is not satisfactory, need to do study on best practice in other counties)
- Barriers and signage posts on bends. (again use best practice)

## **Training**

- Take Control
- IAM
- ROSPA
- DSA
- Biker Skills
- Which training should be promoted why is there no collaboration we need to agree on best use of and when.
- Use of training for those who committed a first offence thereby taking on better skills for the road. Make them attend rather than having points on licence but points are added if they commit new offence.

## **Surveys & Contacting Groups, Clubs Website and Newsletter.**

- There needs to be better connection with PTW users and owners to get message across.
- Working with motorcycle businesses local.
- Getting on board with new electric PTW and promoting their use.
- Promotion
- Education
- Better Accident data investigation and analysis

10 March 2010



Michelle Jones  
Constitution Officer  
Worcestershire County Council  
County Hall  
Spineley Road  
Worcester  
WR5 2NP

Re: Worcester Transport Plan

Dear Michelle,

I would like to thank you for my inclusion in your recent meeting to explain your transport plan and where you intend to incorporate the requirements of the biking strategy.

I think we both both agree that from the start, as both a representative of the Motorcycle Action Group and local Worcestershire resident, I was far from impressed.

The outside cover of your consultation document set the tone with no picture representing our form of transport, in fact your booklet does not mention the word motorcycle (or PTW) once.

The survey on the back did not even have a box I could tick to say I had travelled to the city on Motorcycle.

You make reference in the document to improving the access and security for Cyclists, improving Railway stations etc but again no mention to my group of road users.

As you must be aware the government advises that Councils must take into account the needs of Powered Two Wheelers and include us in a fully integrated transport plan.

They also state for rural counties more accessibility should be given to PTW's where public transport is not available as a cheap and more environmentally friendly alternative to using a car, as you are aware the smaller end commuter scooters and bikes, in the main, are far less polluting than a car, by up to 50%.

You admitted at the meeting that your Park and Ride scheme is not operating as you would wish, I have seen these schemes running in places like Oxford and they work well, I use them.

If you can get these working and provide safe, secure cheap parking for PTW's within the city you will vastly reduce congestion and pollution.

The recession has produced a growth, in especially small motorcycle and scooter sales as many folk turn away from their thirsty cars and go for a much cheaper option, your plan makes absolutely no mention at all as to how you will improve and provide decent parking for PTW's, how you will give PTW's consideration when designing new roads with such things as advanced stop lines, non slip man hole covers and the use of signage warning other road users to be extra vigilant and look for riders.

In short your plan offers me as a biker nothing, we have been completely ignored and this cannot be allowed to happen.

My organisation exists to be a voice for all riders and make sure we get a fair shake when it comes to Council plans etc.

At my recent meeting, which covers Worcestershire, when I explained the results of our meeting, they were livid and a plan of action is already being drawn up which will include such things as press awareness to what WCC is doing (or not doing), a demonstration later in the year and a campaign to encourage more bikers within the area to be more active in contacting the Council with their requirements.

To conclude, we are only asking for the right to be included within a serious integrated transport plan and we do have that right which you are ignoring.

Yours Sincerely,



Andy 'Buck' Platt  
South Birmingham Representative

# Worcester Transport Strategy

## Pro-forma for use when responding

<i>Organisation</i>	Bus Users UK
<i>Address</i>	PO Box 2950 Stoke on Trent ST4 9EW
<i>Contact name and title:</i>	Phil Tonks – Operations Officer for England
<i>Interest (eg trade; local authority; passenger representative)</i>	Passenger Representative
<b>PHASE 1 ONLY</b>	
Do you support the proposals for 'Phase 1' of the Worcester Transport Strategy?	Yes.
Do you have any comments on the proposals for 'Phase 1' of the Worcester Transport Strategy?	Generally very pleased with proposals. Bus Users UK will be pleased to see bus priority as a key element of the strategy. This will also need to be effectively policed. We also think better signage between transport modes / to and from the rail stations should be a key objective.
Are there any other issues that you think ought to be covered in Phase 1 of the Worcester Transport Strategy?	Bus Users UK welcomes the measures being proposed to introduce “Intelligent Transport Systems” as described. We would also like to see proposals for a potential “smartcard” system with stored-value (similar to London “Oyster” system) which passengers find very useful.



<b>The full Worcester Transport Strategy</b>	
Do you support the proposals for the full Worcester Transport Strategy?	Yes
Do you have any comments on the proposals for the full Worcester Transport Strategy?	<p>Bus Users UK supports the proposals on the full Worcester Transport Strategy.</p> <p>We believe that bus and wider public transport users should benefit from enhanced measures that give them priority on the road network.</p> <p>We believe there should be much better integration of bus/rail services in the City. Dedicated signage and clear, easy to understand links to Shrub Hill rail station are also essential.</p>

## Response to the Worcester Transport Strategy by the Association of British Drivers Paul Hemingway – March 2010

The **Association of British Drivers** is a not for profit organization staffed entirely by unpaid volunteers that takes no money from the taxpayer. It campaigns for sensible, practical and realistic transport and safety policies that benefit everyone, and relentlessly against measures which seek to discriminate against, obstruct and overcharge motorized road users. It believes that the car is the lifeblood of the economy and that other modes cannot effectively replace most car journeys in the modern world (a fact accepted by Transport 2000 (now the CfBT) when campaigning for traffic reduction targets in the 1990s). The ABD supports measures to encourage walking and cycling and to improve public transport so long as they do not seek to obstruct and delay car drivers – an admitted goal of many so called environmental organizations involved in lobbying on transport policy.

**Paul Hemingway** has been active in the ABD since 1996, and has lived in Worcestershire since 1997, first in Severn Stoke and latterly in Redditch. He spent time living in Kings Norton in the mid 1980s and visited Worcester on numerous occasions. He has attended meetings of the Worcester City Council Transport Group, and ran a campaign to mitigate absurd speed limit proposals on the A38 at Clifton and Ryall/Upton in 1999.

### Worcester Overview

Worcester has expanded considerably in recent years, with the large estates at St Peters and Warndon housing many residents who do not work in the city – instead their careers are accessed via the M5 motorway which has remained congested as a result, despite the widening to 3 lanes in the 1980s.

It is evident that the transport system is struggling to cope with this influx, and the restrictions on space in the town centre there are not easy solutions to these issues – Worcester can never be Redditch and would probably not want to be!

In particular, the area west of the river is disadvantaged by the presence of only two river crossings for motorized vehicles, one of which is in the town centre and the other being severely congested at peak times.

### Primary Priority

It is clear that, in common with other ancient cities, the biggest factor in improving transport is the construction of an effective ring road. This removes through traffic from the town centre and allows drivers to access facilities on the other side of the town centre without passing through it.

The main priority should, therefore, be the construction of the NW link road, to provide a much needed northern river crossing, together with capacity improvements on the southern ring road – not sure improving the roundabouts is enough – in my view some of this needs to be dualled – in particular Broomhall Way and Crookbarrow way.

Without this vital infrastructure, many of the suggestions for "improvements" in the town centre are going to cause total chaos and gridlock, and will be the worst thing that has happened to Worcester for many years.

It is therefore my primary concern that the NW link road is not even proposed until after 2016.

### The Detail Proposals

Many of the suggestions in the "public realm", walking and cycling and "key transport corridors" are long on transport policy box ticking but very short on detail.

To my mind they are completely inconsistent. How can you claim on the one hand that you are seeking to "enable all traffic to flow more smoothly on key routes into/out of city centre" when at the same time you are

going to put in bus and cycle priority measures, wider pavements, better pedestrian access and better access for buses – all on roads which are heavily used by through traffic because of the bypass issues?

## Track Record

Let's look at some of the measures already in place. One has to ask to what extent these contribute towards the congestion problems in the city.

- Unnecessary traffic lights. The junction between St John's and the river used to operate just fine as a gyratory but now there are traffic lights on all junctions. I don't mind pedestrian crossings, but these roads are lightly used by pedestrians so these would not cause much obstruction – the lights work 24/7.
- New lights on the A38 – horribly obstructive and completely unnecessary – will nicely obstruct the buses from the new Ketch Park and ride, too.
- Intensely annoying bus priority lights near the Perdiswell P&R that seem to delay drivers even when there are no buses
- Shambolic bus lane on Barbourne Road/The Tything. Although this does not in theory take road space away from cars because it added a lane, in practice it holds people up behind cars turning right, looks a total mess and creates completely unnecessary jams backing up into the town centre. This shows that bus priority measures can often be cancelled out by the general worsening of congestion they cause, especially when traffic backs up over junctions
- The ridiculous "buses only" restriction preventing you from turning left into Tolladine Road and forcing you to travel down a hugely congested city walls road completely unnecessarily. Few buses even use it – its completely empty and just adds to other congestion

You can see how all this means that I read your pleasant sounding words about "improvements" with mounting dread. Sounds like we drivers are going to pay dearly for the capacity improvements at the Ketch (which will probably be negated by bus priority measures anyway), which is the only positive in this.

## Positive Solutions

If you are serious about "Choose How You Move" rather than "Be Bullied into Moving How WE Want You to Move" you have to look at some more positive solutions.

- **Three dimensional thinking**

First of all, you have to think in three dimensions. I can't believe how traffic separation could be done in the 60s and 70s – (sometimes well, sometimes not so well with silly metal footbridges nobody used) but these days everything has to be on the flat, with pedestrians used as cannon fodder in the quest to put more and more obstructions in the way of motorists using town centres.

This is something you can learn from Redditch, where there are about three sets of lights in the whole town – a network of cycle/footpaths is entirely separate from the road network which is surely better for everyone. Where they cross, the roads have been constructed so that the walkway remains level and the road goes under or over.

Whilst this is far from a panacea when you are working with existing infrastructure, my point is directional – you should be actively seeking to separate traffic from vulnerable road users where possible and government policy has lead you in the directly opposite direction.

- **Park and walk**

When I use Worcester centre I park in a side street and walk into town – you should be positively encouraging this rather than removing parking spaces to waste precious road space reserving some bits for one particular set of users

- **Parking at stations**

Station parking is something that should be looked at – car parks are too small and charges are too high. In order to support the charges, parking is banned within half a mile of the station – ridiculous.

- **Removing traffic lights or making them peak time only**

Unnecessary lights should be removed – there is a pilot scheme in Portishead, Bristol that you should look in to. Others should be made peak time only so that people who use their cars off peak are encouraged by smoother flow.

In summary, what I am asking for is the abandonment of the "negative hierarchy" whereby the car driver comes at the bottom of the priority list for road users. The car driver is a majority and is very tolerant of necessary measures to share available space fairly – but give him a raw deal and he will eventually bite back.

1 March 2010

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**A formal response by the STOURBRIDGE LINE USER GROUP  
To the consultation document WORCESTER TRANSPORT STRATEGY**

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**Introduction.**

The Stourbridge Line User Group welcomes the opportunity to comment on the WORCESTER TRANSPORT STRATEGY and addresses the issues raised in the questionnaire, prioritising the options which are presented. The Group has answered the questions on behalf of its members and the regular users of the Stourbridge Line. Additional comments are italicised and contained in brackets.

**Part 1 – The Full Worcester Transport Strategy**

1. SLUG believes that investment in the package of measures will support the delivery of the Worcestershire County “Vision”. (*The “Vision” should be expanded to include the wording “A county accessible to all, from without and within”.*)
2. SLUG *strongly* supports
  - Rail station enhancements. (*The exterior and interior appearance of the City Stations lets down the image of Worcester. A coat of paint simply will not provide relief from the uninviting nature of Foregate Street and Shrub Hill.*)
  - Exploring the feasibility of local railway stations. (*Now is the time to ascertain the practicalities of all available station sites. SLUG supports Fernhill Heath station but not at the expense of a redeveloped Hartlebury station for which the Group has submitted detailed proposals.*)
  - Key corridor improvements (*SLUG identifies the Worcester to Bristol/ West of England route as a weak link in terms of public transport. The Group acknowledges ongoing improvements to the London Paddington rail service.*)
  - Construction of further Park and Ride sites. (*In addition to Park and Ride, there may be opportunity for out-of-City stations to be upgraded to Parkway status and for bus interchanges to be provided at Park and Ride sites.*)
  - Intelligent transport systems. (*The Group favours an “Oyster Card” system as introduced in London. This offers the facility of integrated fares.*)

SLUG *supports*

- Local Highway improvements. (*The Group believes these are critical to tackling road congestion.*)
- Enhancing the City Centre’s public realm. (*There is scope for creative landscaping and further pedestrianisation. Greater use could be made of the riverside area.*)
- Improving cycle and walk infrastructure. (*Both modes should be encouraged and additional cycling facilities provided at the City Stations.*)
- Encouraging greater use and improving perception of sustainable modes (walking, cycling, passenger transport)

SLUG *neither supports nor rejects*

- Delivering a new Worcestershire Parkway Station. (*There is no clear advantage to Stourbridge Line Users until such time as train operators London Midland and Cross Country show commitment to call trains there. The Group has not received sufficient reassurances that Worcester Shrub Hill would not be sacrificed to pay for Worcestershire Parkway.*)
3. The Group believes that Bransford Road area would be a preferential site than those named, if the proposed railway station provided additional modal switch.

**Part 2 – Phase 1 Major Scheme Bid**

The Stourbridge Line User Group fully supports the measures contained in Phase 1 of the Worcester Transport Strategy. The bid of £50m is realistic and the minimum that is required to make a noticeable difference. (*For SLUG comments see Part 1.*)

5. The Stourbridge Line User Group *strongly supports*

- Strategic highway improvements
- Rail station enhancements
- Exploring the feasibility of local railway stations
- Key corridor improvements to enhance transport infrastructure and services
- Construction of further Park and Ride sites

- Intelligent transport systems to improve efficiency and choice

The Stourbridge Line User Group *supports*

- Local highway improvements
- Enhancing the City Centre's public realm transport infrastructure and services.
- Enhancing infrastructure for walking and cycling
- Encouraging greater use and improving perception of sustainable modes

## **Conclusion**

The Stourbridge Line User Group applauds the approach of Worcestershire County Council to deliver a comprehensive public transport system for the City. The County has drawn up a measured strategy and bid with the intention of renewing the existing infrastructure and building around it a modern road and rail network. The boldness of the scheme emphasises the County's commitment to the City, its residents, visitors and workforce.

The size of the bid is considerable but by no means "Olympian". The Group would like to see smaller, quick-fix schemes implemented in parallel with the Strategy. By working with the train operators, timetables and operating patterns could be simplified.

The Group would like to eliminate the inconsistency created for Stourbridge Line passengers by some trains being routed via Shrub Hill and others via Foregate Street. The uncertainty and confusion created by using both Worcester station termini, with no obvious pattern in the timetable enabling passengers to predict their departure or arrival station, may discourage use of train travel, especially where a connection is involved.

Worcester public transport has become low-key. Not only does it need funding but it needs public awareness. Train timetables need to be displayed at bus stops and bus timetables at railway stations. Both must be displayed on poster boards or cases in shopping centres and at sites of public interest.

**From:** Susan Macleod [mailto:SusanMacleod@WorcesterCathedral.org.uk]  
**Sent:** 12 March 2010 16:47  
**To:** Rowe, Martin (ES)  
**Subject:** Worcester Transport Strategy - view point of the Battle of Worcester Partnership

Dear Martin,

I have been given your name and email as the person who I can submit comments to regarding the Worcester Transport Strategy. I hope that you are the right person, however if you are not, can you let me know who I should contact.

I am the chairman of the Battle of Worcester Partnership and write to you on behalf of the Partnership. The Partnership is made up of representatives of organizations and businesses and also individuals in Worcestershire who have an interest in preserving the Battle of Worcester battle sites and also informing people about the battle and promoting the battle for the benefit of Worcester.

The Partnership would like to put across the following points with regard to the Worcester Transport Strategy:-

- *The Vision for Worcester in the opening statements state - 'The importance of emphasizing the City's history.....' However throughout the document no other statements are made to the historical environment. This could mean the strategy have not taken into account the battlefield of Worcester which will be impacted by any development in the area.*
- *The Transport Strategy will effect the Battle field of Worcester. Development around the Ketch will ultimately have some effect. We hope that this will not damage the 1651 site.*
- *An archeological survey would need to be completed prior to any work. (Which we hope could work for the Partnership in understanding the battlefield further). No reference is made in the Strategy to any archeological investigation.*
- *If a Park and Ride is built near the Ketch- signage to the Battle Viewpoint would help increase visitors and the overall importance of Worcester's heritage in general. This is not mentioned in the strategy but can hopefully be written into any development plan.*
- *Better interpretation could be made at the Ketch from any development in the area. This will increase people's knowledge of the battlefield and the heritage of Worcester in general. Nothing in the strategy at this point mentions any interpretation.*
- *Interpretation can continue from the Ketch viewpoint via cycle and pedestrian routes to County Hall or the City Centre. This will expand the interpretation of the battlefield further.*
- *Traffic calming or a pedestrian crossing will need to be considered to the view point from the Park and Ride if it is built. This will make the site more accessible and safer to visitors.*
- *The site is particularly important, as this area of the battle shows a unique tactic being employed - The Bridge of Boats. This illustrates how the battlefield is nationally and internationally important.*
- *The Battle is very well documented and the site is 'definite.' Many marked battles in the country are in general areas of the fighting. Bosworth for example have been moved recently due to new research. **Worcester's battle defiantly took place on the proposed development area.***
- *Work may further the dissection of the battlefield which can be detrimental to its interpretation. The Battlefield has suffered greatly from the urban advances made post World War Two. Further dissection will make the battle hard to explore.*
- *Development on any part of the battle site may destroy the overall battle vista.*
- *A previous watching brief on the Southern Link Road produced nothing of any importance. However further work would allow better investigation of deposits and will in turn allow everyone to further their knowledge of the battlefield.*
- *It will be important to collate information from Boreholes for example, to investigate the 17th Century level of the area during the Civil Wars. This will give us greater understanding of the environment at the time.*
- *The development could be used to improve the interpretation of Worcester overall. In particular the badly damaged City Walls and the un-interpreted Fort Royal site in the City centre.*

Overall we can see some good coming from the development. In particular archeology will help us gain further knowledge. However as always any work around Worcester needs to be observed.

My apologies that these thoughts are not submitted on the official form.

Regards

Susan MacLeod  
Operational Manager, Worcester Cathedral  
Chapter Office, 8 College Yard, Worcester, WR1 2LA

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## Worcester Transport Strategy

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### Phase 1 only

The University supports the Phase 1 proposals. The restrictions of the local transport systems are frequently cited as impediments to access to the University's sites and the need for a broad range of improvements is widely recognised. Additionally, measures to promote more sustainable means of transport will not only improve the environment and quality of life for UW staff and students, but will assist the University to fulfil its own transport and travel priorities.

### Comments on Phase 1

The breadth of the measures proposed in Phase 1 is particularly welcomed. Detailed comments follow on a couple of measures; these should not be read to imply any lack of support for the other measures proposed.

- The capacity improvements to the Southern Link Road are badly needed – it is to be hoped that the measures proposed are sufficient to reduce the congestion and delays currently experienced.
- In the current economic climate it may be difficult to implement expensive infrastructure projects such as new rail halts, however desirable. If funding is tight, we would urge that:
  - A high priority be given to improving the information available to users through intelligent transport systems, especially real time information and car park demand systems. Better informed travellers make better decisions about how to achieve their journeys without disruption.
  - Smart ticketing is a further important development which should be prioritised.
  - Refurbishment and small scale improvements can often make a significant difference to users' experience of transport facilities such as railway stations, and would help with other strategies such as the Visitor Strategy as well achieving transport and environmental benefits.
  - The 'Key Corridor' improvements are also important in this context.
  - Finally, encouragement to behavioural change building on the Choose How You Move project has a key role to play.

### Comments on the full transport strategy

The University supports the strategy. It would be beneficial to identify further work on the area of 'improving the use and perception of walking, cycling and power-assisted transport' in this section of the strategy as well as in Phase 3.

Dr Martin Doughty  
Pro Vice-Chancellor (Resources)  
10 March 2010



# Worcester Transport Strategy questionnaire

This questionnaire has been developed to gather your views on the Worcester Transport Strategy and 'Phase 1' Major Scheme Bid.

The questionnaire is divided into three parts:

**Part 1:** Relates to the full Worcester Transport Strategy. We would like to receive your views in order to shape the long-term aspirations for Worcester's transport network.

**Part 2:** Relates to the 'Phase 1' Major Scheme Bid. We would like to measure support for these proposals and hear any additional views, which could help to develop these proposals further. This would enable Worcestershire County Council to submit a funding application to the Department for Transport in Spring 2010 in order to deliver schemes in 2011.

**Part 3:** This section is about you and will ensure we obtain views and responses from a wide range of local residents. The information accompanying the questionnaire has been prepared to help you complete the questions, or alternatively all the information is available online at [www.worcestershire.gov.uk/wts](http://www.worcestershire.gov.uk/wts). Copies are also available from Community Contact Centres and libraries.

Thank you for taking the time to be involved in the consultation for the Worcester Transport Strategy. The comments gathered will be used to develop the Strategy and its related Phase 1 Major Scheme Bid funding application. We would appreciate it if the questionnaire could be returned by **12th March 2010**. The results of the consultation will be posted on the above website from April 2010.

## Part 1 - The Full Worcester Transport Strategy

Information to help you complete this section is shown on Map 1 and Table 1 in pink.

**Q1: Do you think investment in this package of measures will support the delivery of our Worcestershire County Council 'Vision': "A county with safe, cohesive, healthy and inclusive communities, a strong and diverse economy and a valued and cherished environment."?**

Please tick **ONE** only

Yes  No  Don't know

**Q2: To what level do you support the following measures for the Worcester Transport Strategy?**

Please tick **ONE** only for each measure:

	Strongly support	Support	Neither support nor reject	Reject	Strongly reject	Don't know
Major strategic highway improvements including the construction of the North West Link Road	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local Highway Improvements (e.g. junction enhancements)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhance the City Centre's public realm	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rail station enhancements	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deliver a new Worcestershire Parkway Station	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Explore the feasibility of local railway stations	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve cycle and walk infrastructure	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Key corridor improvements to enhance transport infrastructure and services	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage greater use and improve perception of sustainable modes (walking, cycling, passenger transport)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Construction of further Park and Ride sites	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intelligent transport systems to improve efficiency and choice	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q1 Thinking about Park and Ride locations, which of the following additional Park and Ride sites do you think should be the highest priority for Worcestershire County Council to progress?**

Please tick **ONE** only

The Keech (A38 South/A4440)

Crown East (A44 West/A103)

Claines (A449 North)

Another location

If Another location please specify:

## Part 2 - Phase 1 Major Scheme Bid

Information to help you complete this section is shown on Map 2 and Table 2 in green. All questions below refer to **Phase 1 only**.

In order to help secure £50 million from the Government to begin to improve the City of Worcester's transport network, we need to demonstrate that the proposed measures in Phase 1 are supported by local residents and key stakeholders. Thinking about **Phase 1 only**, please answer the questions below.

**Q4 In principle, do you support the measures contained in Phase 1 of the Worcester Transport Strategy?**

Please tick **ONE** only

Yes  No  Don't know

**Q5 Referring to table 2 in green, please indicate your level of support for each of the measures contained within Phase 1 of the Worcester Transport Strategy.**

Please tick **ONE** only for each proposal

	Strongly support	Support	Neither support nor reject	Reject	Strongly reject	Don't know
Strategic highway improvements	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local Highway improvements	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rail station enhancements	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Explore the feasibility of local railway stations	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhance the City Centre's public realm, transport infrastructure and services	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhance infrastructure for walking and cycling	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Key corridor improvements to enhance transport infrastructure and services	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Construction of further Park and Ride sites	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage greater use and improve perception of sustainable modes (walking, cycling, passenger transport)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intelligent transport systems to improve efficiency and choice	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q6 Do you have any additional comments or suggestions related to the proposals presented in Phase 1 of the Major Scheme Bid?**

Please write in below

UW is committed to increase the proportion of students a staff who cycle to work as part of their journey + strongly support all the proposals within this paper that will help enable this. We are also committed to reduce car usage and encourage staff + students to use sustainable forms of transport, including increasing train journeys for business use.

**Q7** If all the Phase 1 proposals were implemented, would they encourage you to use the following modes of transport more frequently?

Please tick **ONE** only for each mode of transport

	Yes	No	Don't Know
Travel by car as driver	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Travel by car as passenger	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Walking	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycling	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel by bus	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel by rail	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Park & Ride	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q8** Thinking about the quality of Worcester city centres environment, which **THREE** areas of the City Centre most needs improving by reducing traffic and improving facilities for pedestrians, cyclists, rail and bus users?

Please tick up to **THREE** only

High Street	<input type="checkbox"/>	Lowesmoor	<input checked="" type="checkbox"/>	Cathedral Square	<input type="checkbox"/>
Deansway	<input type="checkbox"/>	Foregate Cross	<input checked="" type="checkbox"/>	The Butts	<input checked="" type="checkbox"/>
Don't know	<input type="checkbox"/>	Other	<input type="checkbox"/>		

If Other, please specify:

## Part 3 - About You

**Q9** How did you find out about the Worcester Transport Strategy?

Please tick **ONE** only

Newspaper	<input type="checkbox"/>	Exhibition	<input type="checkbox"/>
Website	<input type="checkbox"/>	Leaflet	<input type="checkbox"/>

**Q10** Are you male or female?

Male	<input type="checkbox"/>	Female	<input type="checkbox"/>
------	--------------------------	--------	--------------------------

**Q11** Which age group do you belong to?

Please tick **ONE** only

Under 16	<input type="checkbox"/>	45 to 54	<input type="checkbox"/>
16 to 24	<input type="checkbox"/>	55 to 64	<input type="checkbox"/>
25 to 34	<input type="checkbox"/>	65 to 74	<input type="checkbox"/>
35 to 44	<input type="checkbox"/>	75+	<input type="checkbox"/>

**Q12** How would you describe your ethnicity?

White British	<input type="checkbox"/>	Mixed: White & Asian	<input type="checkbox"/>
White Irish	<input type="checkbox"/>	Any other Mixed background	<input type="checkbox"/>
Any other White background	<input type="checkbox"/>	Asian or Asian British: Indian	<input type="checkbox"/>
Black or Black British: Caribbean	<input type="checkbox"/>	Asian or Asian British: Pakistani	<input type="checkbox"/>
Black or Black British: African	<input type="checkbox"/>	Asian or Asian British: Bangladeshi	<input type="checkbox"/>
Any other Black background	<input type="checkbox"/>	Any other Asian background	<input type="checkbox"/>
Mixed: White & Black Caribbean	<input type="checkbox"/>	Chinese	<input type="checkbox"/>
Mixed: White & Black African	<input type="checkbox"/>	Other ethnic group	<input type="checkbox"/>



## Worcester Transport Strategy Pro-forma for use when responding



<b>Organisation</b>	Worcester (Business)	→	
<b>Address</b>	Coys works, Weymouth	→	
<b>Contact name and title</b>	TILKIND LUDDE FACILITY MANAGER MAJOR EMPLOYER	→	
<b>Interest (of trade; local authority; passenger representative)</b>	MAJOR EMPLOYER	→	
<b>PHASE 1 ONLY</b>			
Do you support the proposals for Phase 1 of the Worcester Transport Strategy?			
		→	<p>We support the plans out in need in Phase 1.</p> <p>However increased public transport, walk &amp; cycle routes need to be considered and included for the proposed strategic equipments to exist of the M5. If part route of Sarnhead to</p>



**The full Worcester Transport Strategy**

Do you support the proposals for the full Worcester Transport Strategy?

Do you have any comments on the proposals for the full Worcester Transport Strategy?

Yes we support the all the proposals within the full Worcester Transport Strategy

We are disappointed there is no time plan against the major steps included in the plan we would like to see a time frame to be developed especially for the Worcester Parkway Railway Station and the North West Link Road.

12 March 2010

Worcestershire County Council  
County Hall  
Spetchley Road  
Worcester  
WR5 2NP

**FAO Worcester Transport Strategy Major Scheme Bid Team (Michelle Jones)**

**By Post and E-mail ([mjjones@worcestershire.gov.uk](mailto:mjjones@worcestershire.gov.uk))**

Our Reference: pw/N71304

Dear Sir/Madam

## **WORCESTER TRANSPORT STRATEGY CONSULTATION RESPONSE**

Thank you for the opportunity to respond to the Worcester Transport Strategy Consultation process. Our enclosed response has been prepared on behalf of our client St Modwen Developments Limited, who have land interests in the area to the south of the A4440 Crookbarrow Way and Broomhall Way part of what is referred to as the 'South Worcester urban extension' and which is identified in the Joint Core Strategy Preferred Options Document for housing and employment growth.

Savell Bird & Axon, on behalf of St Modwen Developments Limited, have been in discussions with officers at Worcestershire County Council (WCC) regarding the Core Strategy proposals and the Worcester Transport Strategy (WTS) for a number of years now relating to a number of sites in and around the south of Worcester area. SBA are also working with St Modwen on the new Worcester FC stadium mixed use scheme at Nunnery Way so we are well aware of the potential issues in this area of the City.

At this time we are maintaining our dialogue with the County Council but are at an early stage of a detailed review process with regard to the WTS proposals and associated background documents. Notwithstanding this, we remain keen to adopt a co-ordinated approach working in partnership with WCC in relation to future transport studies prepared to support the ongoing promotion of the 'South Worcester urban extension'.

From our early discussions with WCC, we understand that this is an initial outline consultation and there will be an opportunity for more detailed scheme specific consultation on each measure once funding has been secured.

### **Full Worcester Transport Strategy**

We can confirm that our client fully supports the measures set out in the full Worcester Transport Strategy which we understand is aimed at supporting the growth proposed within the Joint Core Strategy Preferred Options Document.

### **Phase 1 Worcester Transport Strategy – Major Scheme Bid**

In terms of the Phase 1 Major Scheme Bid we again would fully support these proposed measures and understand that these are aimed at dealing with existing problems and conditions that exist and the intention is that these will be subject to a Major Scheme Bid (programme Entry) submitted to the Department of Transport in April 2010.

We would welcome the opportunity to respond to future consultation events and will continue to work with WCC in relation to future transport studies prepared to support the ongoing promotion of the 'South Worcester urban extension'.

Yours sincerely

Phil Wooliscroft  
Director  
for **Savell Bird & Axon**  
email: pwooliscroft@sbax-man.co.uk

CC. Mr S Harrison Worcestershire County Council  
Ms J Rossiter St Modwen (B'ham)  
Mr R Barnes Planning Prospect





Rail station enhancements	Neither support or reject
Explore the feasibility of local railway stations	Neither support or reject
improve cycle and walk facilities	Strongly support
Key corridor improvements to enhance transport infrastructure and services	Strongly support
Encourage greater use and improve perception of sustainable modes (walking, cycling, passenger transport)	Support
Construction of further Park and Ride sites	Support
Intelligent Transport Systems to improve efficiency and choice	Support

Note 1: The WWD Masterplan has reserved land that could be used for a future North West Link(NWL). The transport implications of the of WWD have been assessed without the NWL and local improvements identified that will satisfactorily mitigate any adverse transport impact.

Answer 3: We believe that a Park and Ride site at Crown East (A44/A4103) should be the highest priority. However, we note that the feedback from a recent public exhibition and consultation exercise held in relation to the WWD site, indicated that many local people considered that much of the traffic coming from the west of Worcester is trying to reach the employment areas to the east of Worcester and not necessarily the City Centre. This should be examined further and if deemed to be correct any park and Ride at Crown East should provide a bus service which extends to the east of Worcester as well as the City Centre.

**Part 2 - Phase 1 Major Scheme Bid**

Answer 4: In principle, we support the measures contained in Phase 1 of the WTS, some of which would complement the WWD. Such measures include:

- The provision of a spine road through the development from Bromyard Road to Martley Road. The spine road will allow the provision of a high quality bus route through the site. Buses will enter and exit the site via a dedicated bus access on Bromyard Road to the east of the roundabout, which will tie in with the proposed West of Worcester Bromyard Road Bus Rapid Transit (BRT) Corridor being advanced by Worcestershire County Council.
- The spine road will be Manual for Streets compliant and will deter motorists from using this route as a rat-run to access the A4440. The slightly torturous route of the road, which will be single carriageway, together with the bus priority measures at each junction, will ensure it is not seen as an extension of the A4440. The bus priority facilities will ensure public transport journey times are guaranteed and compare favourably to private car journey times.
- A signed network of pedestrian and cycle routes linking all key facilities within the development will enable fast access by cycle and foot between these areas without the need to use the car.



- The existing pedestrian and cycle network links the site into the neighbouring communities. This network will be continued through the site so that all facilities in the neighbouring communities are easily accessible from the proposed development area.
- A Framework Travel Plan has also been produced for the development, which will further aid the reduction of car trips within the development and encourage travel by more sustainable modes.

**Answer 5:** Below is a table summarising our level of support for the various measures in the Phase 1 major Scheme Bid.

Measure	Level of Support
Strategic highway improvements	Support
Local highway improvements	Strongly Support
Rail station enhancements	Neither support nor reject
Explore the feasibility of local railway stations	Neither support or reject
Enhance the City Centre's public realm, transport infrastructure and services	Neither support or reject
Enhance infrastructure for walking and cycling	Strongly support
Key corridor improvements to enhance transport infrastructure and services	Strongly support
Construction of further Park and Ride sites	Support
Encourage greater use and improve perception of sustainable modes (walking, cycling, passenger transport)	Strongly Support
Intelligent Transport Systems to improve efficiency and choice	Support

**Answer 6: Further comments:**

We have already stated that Bloor Homes are strong supporters of sustainable development and subsequently sustainable travel.

At recent Public Consultation exercises held in relation to the WWD, it was made apparent from local residents that there is significant congestion experienced along the A433 Hylton Road / Henwick Road / Hallow Road corridor to the City Centre.

We note that this corridor, and other tributary roads, namely the B3404 Marley Road are considered for Corridor Improvements as part of the Phase 1 Major Scheme Bid. We consider that it would be beneficial for this corridor to form part of the Premium Bus Route Network (PBRN). Any PBRN provided along the A433 / B4204 corridor could be linked to the proposed Bromyard Road PBRN through the WWD site. Any buses services operating along this loop could operate in both a clockwise and anti-clockwise manner between the WWD and the City Centre.



We consider that this proposal will provide significant benefits to Worcester in general and the A433 / B4204 corridors in particular.

We have reviewed Questions 7 to 15 of the consultation leaflet and considered that these questions are specific to individuals and it will not be appropriate to make comment on behalf of Bloor Homes as a developer.

I trust this is satisfactory but if you have any questions please call.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Brian Condon', written over a horizontal line.

**Brian Condon**  
**Associate**  
Mobile: 07841 195 236

[brian.condon@fmwconsultancy.co.uk](mailto:brian.condon@fmwconsultancy.co.uk)

cc Stephen Harrison (Worcestershire County Council) by email  
David Joseph (Bloor Homes) by email  
Owen Jones (Boyer Planning) by email

Your ref:

Our ref: 23405BRINDAPRILL

12 March 2010

Worcestershire County Council  
County Hall  
Spetchley Road  
Worcester  
WR5 3NP



Peter Brett Associates LLP  
10 Queen Square  
Beds  
MK5 4NT  
T: +44 (0)1753 608150  
F: +44 (0)1753 608157  
E: [enquiries@pba.co.uk](mailto:enquiries@pba.co.uk)

**Attn: Worcester Transport Strategy Major Scheme Bid Team**

**RE: WORCESTER TRANSPORT STRATEGY CONSULTATION RESPONSE (BY POST & EMAIL)**

Thank you for the opportunity to respond to the Worcester Transport Strategy Consultation process. Our enclosed response has been prepared on behalf of our client Welbeck Land Ltd, who have land interests in the area to the south of the A4440 Crookbarrow Way and Broomhall Way (hereinafter referred to as the 'South Worcester Urban extension' and which is identified in the Joint Core Strategy Preferred Options Document (Spatial Diagram 1: Worcester City) for housing and employment growth. Accordingly we have completed the consultation leaflet in this context and where we felt appropriate we have left some questions unanswered.

Peter Brett Associates LLP, acting for Welbeck Land Ltd, has started discussions with Worcestershire County Council (WCC) regarding the Core Strategy proposals and the Worcester Transport Strategy (WTS). At the time of writing we remain at the early stage of a detailed review process with regard to the WTS proposals and associated background documents. Notwithstanding this, we remain keen to adopt a co-ordinated approach working in partnership with WCC in relation to future transport studies prepared to support the ongoing promotion of the 'South Worcester urban extension'.

From our early discussions with WCC, we understand that this is an initial outline consultation and there will be an opportunity for more detailed scheme specific consultation on each measure once funding has been secured.

**Full Worcester Transport Strategy**

We can confirm that our client fully supports the measures set out in the full Worcester Transport Strategy which we understand is aimed at supporting the growth proposed within the Joint Core Strategy Preferred Options Document.

**Phase 1 Worcester Transport Strategy – Major Scheme Bid**

In terms of the Phase 1 Major Scheme Bid we again would support these proposed measures and understand that these are aimed at dealing with existing problems and conditions that exist and the intention is that these will be subject to a Major Scheme Bid (programme Entry) submitted to the Department of Transport in April 2010.

Worcestershire County Council is a registered charity. Registered office: County Hall, Spetchley Road, Worcester, WR5 3NP.

Registered Office: Coworth Bridge House, Waterman Place, Reading, Berkshire, RG1 8DM, UK.  
T: +44 (0)118 950 1761 F: +44 (0)118 950 1760

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We would welcome the opportunity to respond to future consultation events and will continue to work with WCC in relation to future transport studies prepared to support the ongoing promotion of the 'South Worcester urban extension'.

Yours sincerely



**Tony Russell**  
**PETER BRETT ASSOCIATES LLP**

Cc: Andrew Smith (Weilbeck Land Ltd)  
Steve Harrison (Worcestershire County Council)



# Worcester Transport Strategy questionnaire

This questionnaire has been developed to gather your views on the Worcester Transport Strategy and 'Phase 1' Major Scheme Bid.

The questionnaire is divided into three parts:

**Part 1:** Relates to the full Worcester Transport Strategy. We would like to receive your views in order to shape the long-term aspirations for Worcester's transport network.

**Part 2:** Related to the 'Phase 1 Major Scheme Bid'. We would like to measure support for these proposals and hear any additional views, which could help to develop these proposals further. This would enable Worcestershire County Council to submit a funding application to the Department for Transport in Spring 2010 in order to deliver schemes in 2011.

**Part 3:** This section is about you and will ensure we obtain views and responses from a wide range of local residents. The information accompanying the questionnaire has been prepared to help you complete the questions, or alternatively all the information is available online at [www.worcestershire.gov.uk/its](http://www.worcestershire.gov.uk/its). Copies are also available from Community Contact Centres and libraries.

Thank you for taking the time to be involved in the consultation for the Worcester Transport Strategy. The comments gathered will be used to develop the Strategy and it's related Phase 1 Major Scheme Bid funding application. We would appreciate it if the questionnaire could be returned by **13th March 2010**. The results of the consultation will be posted on the above website from April 2010.

## Part 1 - The Full Worcester Transport Strategy

Information to help you complete this section is shown on Map 1 and Table 1 in pink.

**Q1. Do you think investment in this package of measures will support the delivery of our Worcestershire County Council 'Vision': 'A county with safe, cohesive, healthy and inclusive communities, a strong and diverse economy and a valued and cherished environment'?**

Please tick **ONE** only

Yes  No  Don't know

**Q2. To what level do you support the following measures for the Worcester Transport Strategy?**

Please tick **ONE** only for each measure

	Strongly support	Support	Neither support nor reject	Reject	Strongly reject	Don't know
Major strategic highway improvements including the construction of the North West Link Road	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local Highway improvements (e.g. junction enhancements)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhance the City Centre's public realm	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rail stations enhancements	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deliver a new Worcestershire Parkway Station	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Explore the feasibility of local railway stations	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve cycle and walk infrastructure	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Key corridor improvements to enhance transport infrastructure and services	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage greater use and improve perception of sustainable modes (walking, cycling, passenger transport)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Construction of further Park and Ride sites	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intelligent transport systems to improve efficiency and choice	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q3 Thinking about Park and Ride locations, which of the following additional Park and Ride sites do you think should be the highest priority for Worcestershire County Council to progress?**

Please tick **ONE** only

The Ketch (A38 South/A440)	<input type="checkbox"/>	Crown East (A44 West/A410)	<input type="checkbox"/>
Chairs (A449 North)	<input type="checkbox"/>	Another location	<input type="checkbox"/>

If Another location, please specify:

### Part 2 - Phase 1 Major Scheme Bid

Information to help you complete this section is shown on Map 2 and Table 2 in green. All questions below refer to **Phase 1 only**.

In order to help secure £50 million from the Government to begin to improve the City of Worcester's transport network, we need to demonstrate that the proposed measures in Phase 1 are supported by local residents and key stakeholders. Thinking about **Phase 1 only**, please answer the questions below.

**Q4 In principle, do you support the measures contained in Phase 1 of the Worcester Transport Strategy?**

Please tick **ONE** only

Yes  No  Don't know

**Q5 Referring to table 2 in green, please indicate your level of support for each of the measures contained within Phase 1 of the Worcester Transport Strategy.**

Please tick **ONE** only for each proposal

	Strongly support	Support	Neither support nor reject	Reject	Strongly reject	Don't know
Strategic highway improvements	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local Highway Improvements	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rail station enhancements	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Explore the feasibility of local railway stations	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhance the City Centres public realm, transport infrastructure and services	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhance infrastructure for walking and cycling	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Key corridor improvements to enhance transport infrastructure and services	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Construction of further Park and Ride sites	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage greater use and improve perception of sustainable modes (walking, cycling, passenger transport)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intelligent transport systems to improve efficiency and choice	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q6 Do you have any additional comments or suggestions related to the proposals presented in Phase 1 of the Major Scheme Bid?**

Please write in below

.....

.....

.....

.....

.....

.....



**Q7 If all the Phase 1 proposals were implemented, would they encourage you to use the following modes of transport more frequently?**

Please tick **ONE** only for each mode of transport

	Yes	No	Don't know
Travel by car as driver	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Travel by car as passenger	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Walking	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycling	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel by bus	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel by rail	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Park & Ride	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q8 Thinking about the quality of Worcester city centre's environment, which THREE areas of the City Centre most needs improving by reducing traffic and improving facilities for pedestrians, cyclists, rail and bus users?**

Please tick up to **THREE** only

High Street	<input type="checkbox"/>	Lionsmoor	<input type="checkbox"/>	Cathedral Square	<input type="checkbox"/>
Dearway	<input type="checkbox"/>	Foregate Cross	<input type="checkbox"/>	The Butts	<input type="checkbox"/>
Don't know	<input type="checkbox"/>	Other	<input type="checkbox"/>		

If Other, please specify:

**Part 3 - About You**

**Q9 How did you find out about the Worcester Transport Strategy?**

Please tick **ONE** only

Newspaper	<input type="checkbox"/>	Exhibition	<input type="checkbox"/>
Website	<input checked="" type="checkbox"/>	Leaflet	<input type="checkbox"/>

**Q10 Are you male or female?**

Male	<input checked="" type="checkbox"/>	Female	<input type="checkbox"/>
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**Q11 Which age group do you belong to?**

Please tick **ONE** only

Under 16	<input type="checkbox"/>	45 to 54	<input checked="" type="checkbox"/>
16 to 24	<input type="checkbox"/>	55 to 64	<input type="checkbox"/>
25 to 34	<input type="checkbox"/>	65 to 74	<input type="checkbox"/>
35 to 44	<input type="checkbox"/>	75+	<input type="checkbox"/>

**Q12 How would you describe your ethnicity?**

White British	<input checked="" type="checkbox"/>	Mixed White & Asian	<input type="checkbox"/>
White Irish	<input type="checkbox"/>	Any other Mixed background	<input type="checkbox"/>
Any other White background	<input type="checkbox"/>	Asian or Asian British: Indian	<input type="checkbox"/>
Black or Black British: Caribbean	<input type="checkbox"/>	Asian or Asian British: Pakistani	<input type="checkbox"/>
Black or Black British: African	<input type="checkbox"/>	Asian or Asian British: Bangladeshi	<input type="checkbox"/>
Any other Black background	<input type="checkbox"/>	Any other Asian background	<input type="checkbox"/>
Mixed: White & Black: Caribbean	<input type="checkbox"/>	Chinese	<input type="checkbox"/>
Mixed: White & Black: African	<input type="checkbox"/>	Other ethnic group	<input type="checkbox"/>



Q13 What is your home postcode?

Q14 Do you own a car?

Please tick **ONE** only

Yes

No

Q15 If you commute daily, what is your destination postcode?

Q16 Please indicate how frequently you have used or use, the following methods of transport for journeys to/from or within the city of Worcester?

Please tick **ONE** only for each mode

	Almost Every day	At least once a week	About once a month	Within the last 6 months	Within the last year	Longer ago	Never used	It does apply/dont know
Travel by car as driver	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel by car as passenger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel by bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Train	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Park & Ride	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Win £100 - Free Prize Draw

We value your opinion and we welcome your responses to the Worcester Transport Strategy. To show our appreciation of your time and for filling out this questionnaire we are offering you the chance to win one of three £100 cash prizes. The three winners of the prize draw will be randomly selected from the completed questionnaires and contacted before the 15th March 2010. Terms and conditions apply.

To enter the prize draw please put your completed questionnaire, placed in an envelope and post to:

### Freepost SWC 1253

Research & Intelligence Unit  
Worcestershire County Council  
Planning, Economy & Performance  
County Hall  
Spetchley Road  
Worcester  
WR52NP

There is no need for a stamp.

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Email: \_\_\_\_\_

Tel: \_\_\_\_\_

### Terms & Conditions

The Worcester City Council and Worcester County Council is conducting a research project and will be sending out info. It is intended to be received by 15 March 2010. Only the winners of the prize draw will be contacted. Entry to the prize draw is only valid if the completed questionnaire (only one envelope should be included in the prize draw).

### Data Protection

The information you provide to us will be held by Worcester the County Council. It will only be used for the purposes of consultation and research in order to improve our services. We may contact you in order to award any associated prizes. We will share the consultation data with our partners Birmingham City Council, Solihull Council, Malvern Hills District Council, Redditch Borough Council, Worcester City Council, Worcester District Council and Wyre Forest District Council. Anonymous results will be published on the Council's Community Consultation Portal. Survey results will never contain your name or anything that could identify you.

## **Worcester University**

### **Worcester Transport Strategy**

#### **Phase 1 only**

The University supports the Phase 1 proposals. The restrictions of the local transport systems are frequently cited as impediments to access to the University's sites and the need for a broad range of improvements is widely recognised. Additionally, measures to promote more sustainable means of transport will not only improve the environment and quality of life for UW staff and students, but will assist the University to fulfil its own transport and travel priorities.

#### **Comments on Phase 1**

The breadth of the measures proposed in Phase 1 is particularly welcomed. Detailed comments follow on a couple of measures: these should not be read to imply any lack of support for the other measures proposed.

The capacity improvements to the Southern Link Road are badly needed – it is to be hoped that the measures proposed are sufficient to reduce the congestion and delays currently experienced.

In the current economic climate it may be difficult to implement expensive infrastructure projects such as new rail halts, however desirable. If funding is tight, we would urge that:

A high priority be given to improving the information available to users through intelligent transport systems, especially real time information and car park demand systems. Better informed travellers make better decisions about how to achieve their journeys without disruption.

Smart ticketing is a further important development which should be prioritised.

Refurbishment and small scale improvements can often make a significant difference to users' experience of transport facilities such as railway stations, and would help with other strategies such as the Visitor Strategy as well achieving transport and environmental benefits.

The 'Key Corridor' improvements are also important in this context.

Finally, encouragement to behavioural change building on the Choose How You Move project has a key role to play.

#### **Comments on the Full Transport Strategy**

The University supports the strategy. It would be beneficial to identify further work on the area of 'Improving the use and perception of walking, cycling and passenger transport' in this section of the Strategy as well as in Phase 1.

Dr Martin Doughty  
Pro Vice Chancellor (Resources)  
10 March 2010

## **Worcester Transport Strategy**

Worcester 6<sup>th</sup> Form College

### **A positive response**

As a major provider of 16 -19 education in Worcestershire, Worcester Sixth Form College fully supports the phase one proposals.

### **Overview**

Worcester Sixth Form College is the only Sixth Form College in Worcestershire and the courses we offer attracts students not only from the extremes of the county but also from neighbouring counties including Herefordshire, Warwickshire, Gloucestershire and the West Midlands. Given the significant distances that many of our students have to travel each day we are particularly concerned about the reliability, cost, time and ease of travelling to the College.

### **The reliability of public transport**

Currently around a third of students chose to travel to the College by bus. Unfortunately a significant number of buses arrive at College after the official start time of 8.50am which has obvious detrimental effects on students' education.

### **The cost of public transport**

Even though bus travel is subsidised and approximately one third of our students receive Educational Maintenance Allowances (EMAs) we believe that the typical cost to students and their parents of more than £170 per term deters some students from considering courses at the College.

### **Private cars – an environmentally unfriendly option**

Difficulties in accessing public transport and the potential duration of many journeys means that a significant and increasing proportion of students alongside the vast majority of staff chose to come to College by private car. Although the parents of many students are willing to offer themselves as a personal taxi service for their sons and daughters many chose to drive themselves. The College has limited parking available to students as a consequence to which many students are forced to park their vehicles either along Spetchley Road or other local roads which does not win us any friends with our neighbours. Car travel is also associated with a range of negative externalities which we would like to reduce if not eliminate.

### **Walking and cycling - a greener alternatives**

Only relatively small numbers of students and staff chose to travel to College by pedal cycle or by foot. This is mainly due to safety concerns particularly for those cyclists whose most direct route is via London Road – a notoriously narrow and busy cycle unfriendly route. We particularly, therefore, welcome the proposals to develop improved cycle and pedestrian routes and, by doing so, encourage more students and staff to opt for a more environmentally friendly and healthy means of travel.



## Worcester Transport Strategy Pro-forma for use when responding



<b>Organisation</b>	CAMPAIGN TO PROTECT RURAL ENGLAND (CPRE)	
<b>Address</b>	61 CHARLES WAY MALLEVEN WR14 2NS	
<b>Contact name and title:</b>	FRANK HILL (CHAIRMAN)	
<b>Interest (eg trade; local authority; passenger representative)</b>	COMMUTER	
<b>PHASE 1 ONLY</b>		
<b>Do you support the proposals for 'Phase 1' of the Worcester Transport Strategy?</b>	<p>Agree with most of them, although there are so many 'corners of improvement' that travelling around Worcester will work in an overall sense to a significant extent, doubt if improving the junctions on the Station bypass will create a smooth flow of vehicles along all of the additional lanes in the built up Kersey.</p>	

15 MAR 2010

Worcester  
Council



<p>Do you have any comments on the proposals for 'Phase 1' of the Worcester Transport Strategy?</p>	<p>Perhaps too much emphasis on bus routes. Cars provide more flexibility by taking people to the destinations they actually want to reach! Also, see p.1.</p>
<p>Are there any other issues that you think ought to be covered in Phase 1 of the Worcester Transport Strategy?</p>	



### The full Worcester Transport Strategy

Do you support the proposals for the full Worcester Transport Strategy?

Do you have any comments on the proposals for the full Worcester Transport Strategy?

The strategy is driven by the SUDS plans for large housing estates at Broadwell and Kempsey, via open belt developments, partly because of the cost of providing adequate transport infrastructure at a time of economic constraints.

If the housing proposals are agreed on the scale currently envisaged, then the NW bypass will need to be constructed and this should be included in the development plans at an early stage, the "indicative location" as the broad to be of help to those whose properties may be affected.



Are there any other issues that you think ought to be covered within the full Worcester Transport Strategy?