

# Consultation Leaflet for Worcester Transport Strategy



**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 type="checkbox"/>
Travel by car as passenger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel by bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel by rail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Park & Ride	<input 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"/>	Lowesmoor	<input type="checkbox"/>	Cathedral Square	<input type="checkbox"/>
Deansway	<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 type="checkbox"/>	Leaflet	<input type="checkbox"/>

**Q10 Are you male or female?**

Male	<input 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 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"/>

**Q13 What is your home postcode?**

.....

**Q14 Do you own a car?**

Please tick **ONE** only

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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**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/don't 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 25th March 2010. Terms and conditions apply.

To enter the prize draw please cut out your completed questionnaire, place in an envelope and post to:

**Freepost SWC 1253**  
 Research & Intelligence Unit  
 Worcestershire County Council  
 Planning, economy & Performance  
 County Hall  
 Spetchley Road  
 Worcester  
 WR5 2NP

**There is no need for a stamp.**

Name .....

Address .....

.....

.....

.....

Email .....

Tel: .....

**Terms & Conditions**

The decision of Worcestershire County Council is final and no correspondence will be entered into. Entries must be received by 12 March 2010. Only the winners of the prize draw will be contacted. Entry to the prize draw is only valid with a completed questionnaire. Only one entry per household will be included in the prize draw.

**Data Protection**

The information you provide to us will be held by Worcestershire 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 results with our partners Bromsgrove District Council, Malvern Hills District Council, Redditch Borough Council, Worcester City Council, Wychavon 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.

51913 1209

**Win £100 - Free Prize Draw - See questionnaire for details**

Find out more online:  
[www.worcestershire.gov.uk](http://www.worcestershire.gov.uk)



## Worcester Transport Strategy - Forward

The City of Worcester is one of the premier cathedral cities of England with a growing University. Its setting on the River Severn adds to its attraction and defines its role as a focal point for the surrounding rural communities.

To some extent its role, and its success, have brought accessibility problems that have constrained its ability to fulfill its potential as a successful and vibrant economic hub on the Central Technology Belt. In particular, the capacity and quality of the transport network can cause lengthy and unreliable journeys to and through the City.

Delays on the highway network impact on passenger transport, making bus services less reliable, while high traffic levels adversely affect the environment and attractiveness of the city to businesses, visitors and residents. The City of Worcester must have a prosperous, resilient economy which is capable of competing with rival locations.

It is likely that the population of the City of Worcester and surrounding area will grow over the coming 20 years with consequent increase in demand for travel. Without proper planning and investment in transport infrastructure and services, this growth could result in increased traffic and a poorer living environment, including air quality, undermining the economy and quality of life in Worcester City and Worcestershire.

Transport is vital for everyday life. Without a successful transportation system we cannot access the services and facilities we need to enjoy healthy, long and fulfilled lives. In planning Worcester's transport network for the next 20 years, we need to take into account a wide range of issues including the economy, air quality, noise, the environment, safety, accessibility to services and facilities, increased traffic and quality of life.

Consultation and research undertaken to date provides a good picture of current issues and performance of transport services and infrastructure in the City of Worcester. Our research has shown it's a question of choice. Many residents and visitors feel that there is currently no alternative to the car to access key services and facilities because other transport solutions are either unattractive, inconvenient, or do not exist. To change this it is essential that we build upon our successful 'Choose How You Move' campaign and offer a real choice to the City of Worcester's residents, businesses and visitors.

### Derek W Prodger (MBE)

Cabinet Member with Responsibility for Transport and the Safe Environment

### A Vision for Worcester

A transport strategy should recognise the importance of emphasising the City's history, heritage and high quality environment and the need to enhance Worcester's services and economic growth. A transport strategy should also aim to expand travel choice, tackle increasing traffic levels, improve safety and protect the environment. These principles are nested within a long-term vision for the future of the City of Worcester and Worcestershire:

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



## The full Worcester Transport Strategy

The proposed full Worcester Transport 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.

Although the strategy addresses the issues faced by the Worcester transport network and it's hinterland, it is important to recognise that improvements will benefit anyone travelling into, through and/or around the City of Worcester and also have an impact on business decisions and hence the local and regional economy.

Bringing together the desired outcomes, issues and policy guidance, we are aware that a wide-ranging package of transport measures is required to deliver improvements to the existing network, including the following measures:



- Strategic Highway Improvements including the construction of the North West Link Road
- Local Highway Improvements including junction improvements
- Rail station enhancements
- The construction of a new Railway Station (Worcestershire Parkway)
- Exploration of the feasibility of local railway stations
- Enhancement of the City Centre's public realm, transport infrastructure and services.
- Improvements to infrastructure for walking and cycling
- Key corridor improvements to enhance the transport infrastructure for the local bus network, cyclists, pedestrians and general traffic
- Construction of further Park & Ride sites
- Incentivise greater use and improvement to perception of sustainable modes (walking, cycling, passenger transport)
- Implementation of Intelligent transport systems to improve efficiency and choice

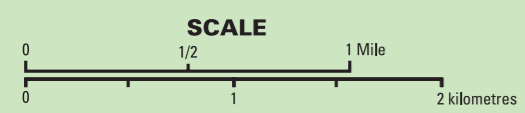
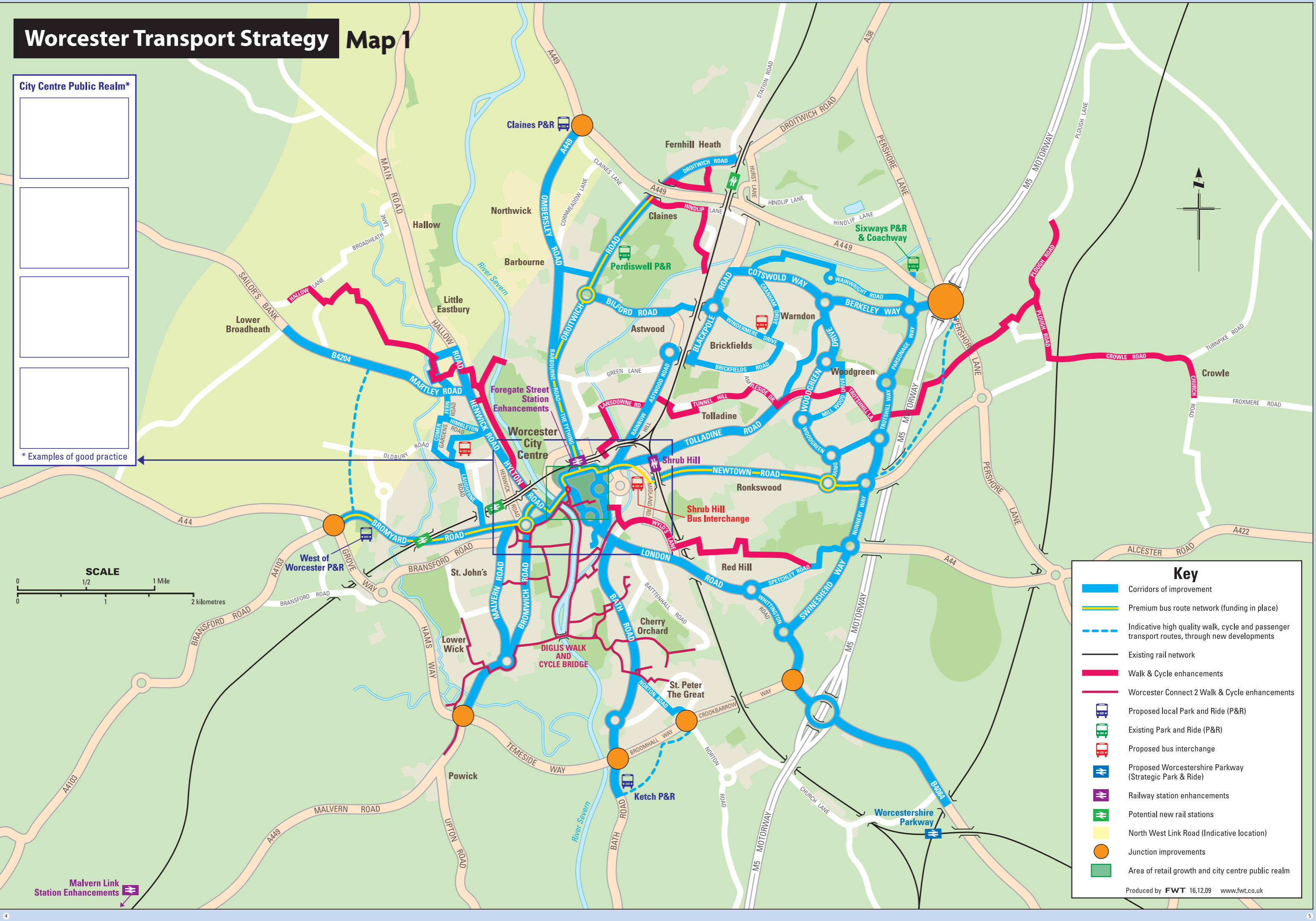
Further details about the full Worcester Transport Strategy are shown on Table 1 and Map 1 in this leaflet.



# Worcester Transport Strategy Map 1

**City Centre Public Realm\***

\* Examples of good practice



**Key**

- Corridors of improvement
- Premium bus route network (funding in place)
- Indicative high quality walk, cycle and passenger transport routes, through new developments
- Existing rail network
- Walk & Cycle enhancements
- Worcester Connect 2 Walk & Cycle enhancements
- Proposed local Park and Ride (P&R)
- Existing Park and Ride (P&R)
- Proposed bus interchange
- Proposed Worcestershire Parkway (Strategic Park & Ride)
- Railway station enhancements
- Potential new rail stations
- North West Link Road (Indicative location)
- Junction improvements
- Area of retail growth and city centre public realm

Produced by **FWT** 16.12.09 [www.fwt.co.uk](http://www.fwt.co.uk)

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 <b>Southern Link Road</b> at A4440/A38 junction</li> <li>Capacity improvements <b>Southern Link Road</b> at A4440/Norton Road junction</li> </ul>	2011-2016
	New road building to better accommodate longer (strategic) journeys	<ul style="list-style-type: none"> <li>Further <b>junction improvements</b> to improve the flow of traffic and safety for users</li> <li>Construction of a new <b>North-West Link Road</b> 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>	Post 2016
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> </ul>	2011-2016
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 <b>Worcester Foregate Street Rail Station</b> and environs to fulfil its potential as the City of Worcester's premier railway station and lane interchange. This will encourage increased rail use and greater travel choice.</li> <li>Major improvements to <b>Malvern Link Rail Station</b>. 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 Paddington.</li> <li><b>Worcester Shrub Hill Rail Station</b> 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>	2011-2016
	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 <b>new local 'rail halts'</b> and the provision of enhanced local rail services</li> </ul>	2011-2016
	Increasing direct access to the long distance (strategic) rail network	<ul style="list-style-type: none"> <li>Construction of a new <b>Worcestershire Parkway Station</b> to develop Worcestershire's economic potential.</li> </ul>	Post 2016
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	<p><b>Public Realm Enhancements to the City Centre</b> including:</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, Hylton Road, Bridge Street, North Parade, Broad Street, Lower/Upper Deansway, Copenhagen Street, Cathedral Square, College Street, City Walls Road and Lowesmoor</li> </ul>	2011-2016
		<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, Sansome Walk, St Oswald's Road, Grandstand Road, Tybridge Street, Hylton Road</li> </ul>	Post 2016

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 <b>walking and cycling routes</b> 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 Barbourne via Warndon</li> <li>Lower Broadheath to City Centre</li> </ul> </li> <li><b>Secure cycle parking</b> 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>Wherever possible, provision will be made for cyclists to benefit from bus priority measures</li> <li><b>Future walking and cycling routes</b> include:                             <ul style="list-style-type: none"> <li>Fernhill Heath to Bilford Road</li> </ul> </li> </ul>	2011-2016
		<ul style="list-style-type: none"> <li><b>Future walking and cycling routes</b> include:                             <ul style="list-style-type: none"> <li>Fernhill Heath to Bilford Road</li> </ul> </li> </ul>	Post 2016
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	Improvements to <b>key corridors within Worcester</b> 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>	2011-2016
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	Additional <b>Park &amp; Ride</b> sites These sites will compliment the two existing sites to the north of the City at Perdiswell and Sixways <ul style="list-style-type: none"> <li>Park &amp; Ride sites:               <ul style="list-style-type: none"> <li>The Ketch</li> <li>Crown East (Worcester West)</li> </ul> </li> <li>Improved infrastructure at the rail based Park &amp; Ride site at Malvern Link Station</li> </ul>	2011-2016
		Proposed future additional <b>Park &amp; Ride</b> site: <ul style="list-style-type: none"> <li>Claines</li> </ul>	Post 2016
Improve the perception and use of sustainable travel modes (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	The <b>introduction of measures</b> 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 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>	2011-2016
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.	To examine the feasibility of providing: <ul style="list-style-type: none"> <li><b>Variable Message Signs</b> on the main roads into Worcester to direct drivers away from congested areas</li> <li><b>Car park management</b> systems</li> <li><b>Real Time Passenger Information at key bus stops on all main bus routes</b></li> <li><b>Smart Ticketing</b> – similar to the Oyster Card in London.</li> <li><b>Improved traffic monitoring systems</b> will control the flow of traffic and inform users of any network 'shocks' such as flash flooding, accidents and road closures.</li> </ul>	2011-2016

## 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 £50 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 include:

- Strategic Highways Improvements: To enable these to better fulfil their strategic/regional role 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
- Improvements to 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, cyclist, pedestrians and general traffic and enhance the quality of local bus services
- Implementation of 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.
- Improvement to 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
- Introduction of 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 spaces.

### 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

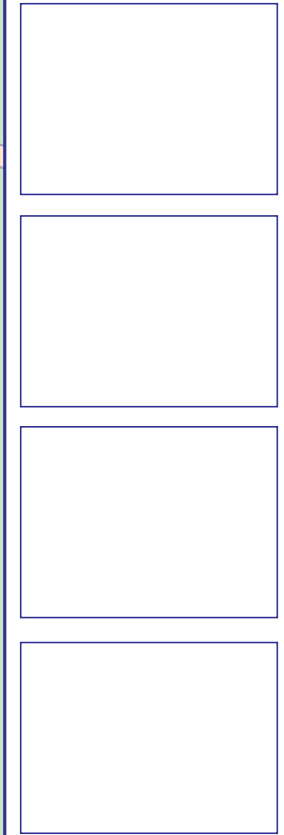
Measure	Description	Proposals	Delivery
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	Increasing opportunities to access Worcester City Centre by rail	<ul style="list-style-type: none"> <li>• To examine the feasibility and business case of providing additional new local 'rail halts' and the provision of enhanced local rail services</li> </ul>	2011-2016

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	<p><b>Public Realm</b> Enhancements to the City Centre including:</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, Hylton Road, Bridge Street, North Parade, Broad Street, Lower/Upper Deansway, Copenhagen Street, Cathedral Square, College Street, City Walls Road and Lowesmoor</li> </ul>	2011-2016
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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	<p>Improvements to <b>key transport corridors</b> within Worcester to help deliver a better local transport network for all modes with:</p> <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>	2011-2016
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 <b>Park &amp; Ride</b> sites These sites will compliment the two existing sites to the north of the City at Perdiswell and Sixways</p> <ul style="list-style-type: none"> <li>• Park &amp; Ride sites: <ul style="list-style-type: none"> <li>- The Ketch</li> <li>- Crown East (Worcester West)</li> </ul> </li> <li>• Rail Based Park &amp; Ride Site at Malvern Link Station</li> </ul>	2011-2016
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	<p>The <b>introduction of measures</b> 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>	2011-2016
Intelligent Transport Systems to improve efficiency and choice	Intelligent technology can be used to encourage sustainable travel choice in Worcester.	<p><b>To examine the feasibility of providing:</b></p> <ul style="list-style-type: none"> <li>• Variable Message Signs</li> <li>• Car Park Demand Management Systems</li> <li>• Real Time Passenger Information at key bus stops on all main bus routes</li> <li>• Smartcard Ticketing</li> <li>• Urban Traffic Management and Control (UTMC) systems</li> </ul>	2011-2016

# Worcester Transport Strategy Phase 1

## Map 2

### City Centre Public Realm\*



\* Examples of good practice



### Key

- Corridors of improvement
- Existing rail network
- Walk & Cycle enhancements
- Proposed local Park and Ride (P&R)
- Railway station enhancements
- Junction improvements on Southern link Road
- Area of retail growth and city centre public realm

Produced by FWT 16.12.09 [www.fwt.co.uk](http://www.fwt.co.uk)

## Events Information

More detailed information, on the proposals, will be on display, at local exhibitions, held at:

Venue	Date	Time
Kempsey	18th January	10.30am – 6.30pm
St Peters Tesco	19th January	10am – 3pm
Warndon Tesco	20th January	10am – 3pm
Worcester Angel Place	21st January	10am – 3pm
Morrisons Malvern	22nd January	10am – 3pm
Warndon Tesco	26th January	10am – 3pm
St Peters Tesco	27th January	10am – 3pm
Sainsbury's St Johns	28th January	10am – 3pm
Worcester Angel Place	29th January	10am – 3pm
Hallow Parish Hall	4th February	10.30am – 7pm
Claines British Legion Club	5th February	1pm – 7pm
Lower Broadheath Village Hall	11th March	3pm – 7pm

Worcester Guildhall, various HUB receptions, Malvern Library, Worcester Library and Northwick Dental Surgery will be having a small display, inside their receptions, during this period.

## Comments to be returned by 12th March 2010

### The Consultation process

As a County Council, we are committed to listening to you, our communities. This section will give you all the information you need about the consultation process for the Worcester Transport Strategy.

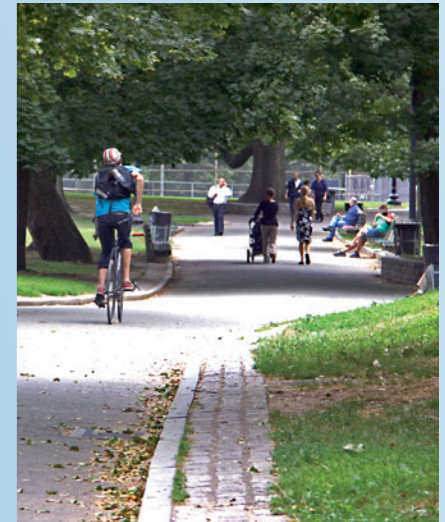
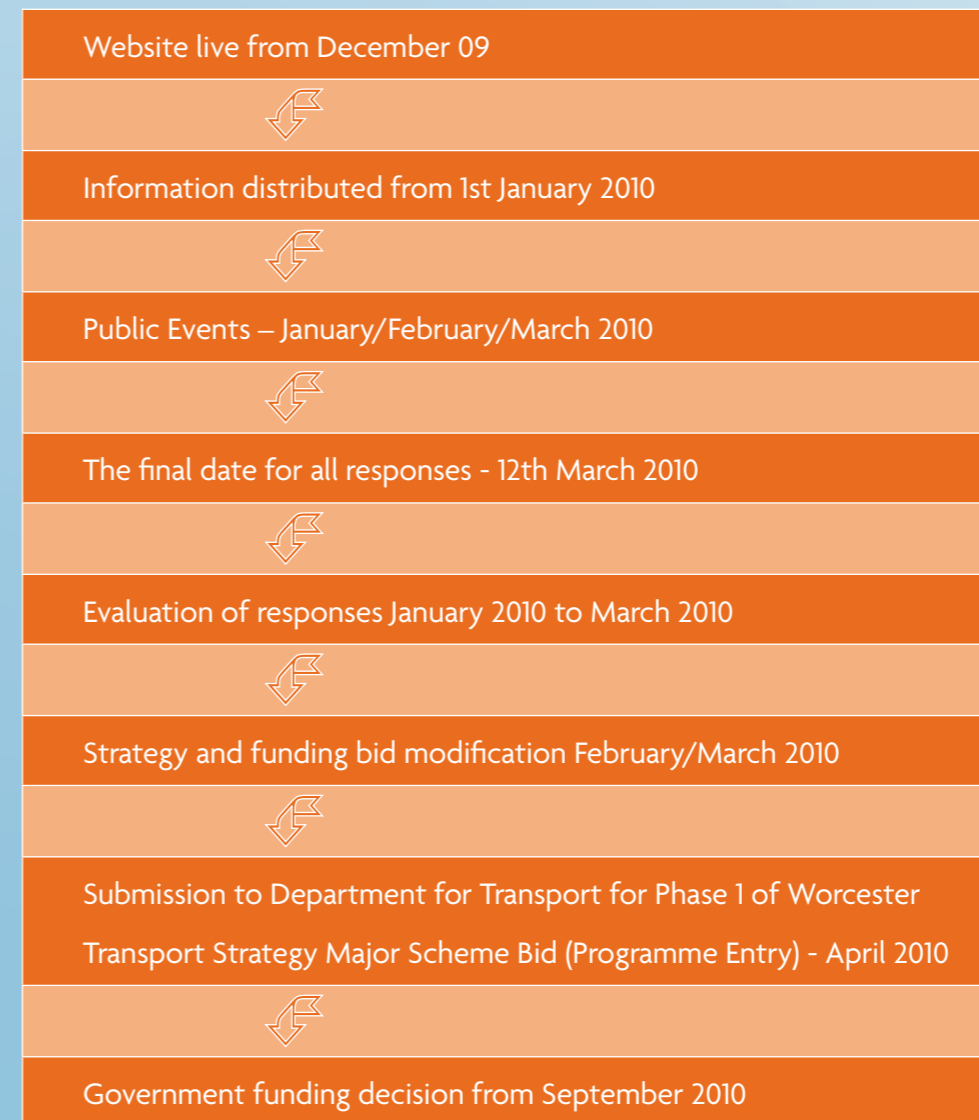
#### The Main Consultation aims:

- To check initial opinions, views and attitudes to the proposals for the full Worcester Transport Strategy
- To 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



The Main Consultation methods include a questionnaire and exhibitions. These will be advertised on our website and in the local press:

## The timescales are as follows:



## What happens next?

The consultation outcomes in relation to the proposed measures will be considered for both the Worcester Transport Strategy and the 'Phase 1' Major Scheme Bid.

Please note that this is initial outline consultation only. Further detailed scheme specific consultation will follow for each measure once funding has been secured.

Feedback from the consultation process and news of how the Worcester Transport Strategy and its related 'Phase 1' Major Scheme Bid are progressing can be found on our website after 31st March 2010.



# Worcester Transport Strategy questionnaire

**For further information about the Worcester Transport Strategy and ‘Phase 1’ Major Scheme Bid please contact:**

**By telephone:**  
01905 765765

**By post:**  
Worcestershire County Council, County Hall, Spetchley Road, Worcester WR5 2NP

**By email:**  
worcestershirehub@worcestershire.gov.uk

**Online:**  
www.worcestershire.gov.uk

This document can be made available in other languages and alternative formats (large print, audio tape, computer disk and Braille) on request from The Hub on telephone number 01905 765765 or by emailing worcestershirehub@worcestershire.gov.uk

To the best of our knowledge all information was correct at the time of printing: 01/10.

## 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. 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 **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 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 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 type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rail station enhancements	<input type="checkbox"/>	<input 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 type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Explore the feasibility of local railway stations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve cycle and walk infrastructure	<input 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 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 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 type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intelligent transport systems to improve efficiency and choice	<input type="checkbox"/>	<input 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/A4440)  Crown East (A44 West/A4103)   
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 type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local Highway Improvements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rail station enhancements	<input 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 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 type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhance infrastructure for walking and cycling	<input 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 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 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 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 type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q8 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

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