

Section Description

The A44 Bromyard Road corridor between Crown East Roundabout and the City Centre is 3.1km long. The main bus services operating along this section of route are:

Service No.	Frequency		
	Mon-Sat	Mon-Sat (eve)	Sun
22	Twice daily	None	None
30	5-10 mins	30 mins	30 mins
31	20 mins	5 journeys	30 mins
31A	30 mins	30 mins	1 hour
31B	30 mins	None	None
31C	30 mins	30 mins	1 hour

The proposals for the corridor include full inbound bus priority measures from the Crown East roundabout through to Worcester Bridge in the City Centre. The corridor passes:

- Tudor Way
- Broadway Grove
- Boughton Avenue
- Bedwardine Inn
- Comer Road
- St Johns
- Bull Ring
- Tybridge Street
- Hylton Road
- New Road

This is an important area both residentially and commercially. The corridor has to meet many needs and requirements including those for buses, cyclists, pedestrians, freight, parking, services, general access to businesses, schools, health and community facilities, houses and flats. It also has to handle very large volumes of traffic heading into the City as well as accommodating access beyond the City to Worcestershire Royal Hospital, key business parks and railway stations etc.

Information Events

The key aim of this information process is to inform local residents and key Stakeholders about our proposals and gather comments via the enclosed response card, which will help to further modify and improve the road system along Bromyard Road to accommodate the introduction of Bus Rapid Transit. More detailed information on the proposals for Bromyard Road will be on display at the local exhibitions held at:

This will be taking place on the following dates

Venue: Bromyard Road Methodist Church, Bromyard Road, Worcester WR2 5DS

Date & Time:

5th October 2009	5.30pm - 7.30pm
13th October 2009	2.00pm - 5.00pm
19th October 2009	5.30pm - 7.30pm

Comments to be returned by 30th November

The timescales are as follows:

- **Distribute leaflets and comment cards and publicise events - from 28th September 2009**
- **Public events - October 2009**
- **Closing date for comments - 30th November 2009**
- **Analyse the comments and prepare the necessary reports - Dec 2009**
- **Allow comments to be considered by Project Team - Jan 2010**
- **Scheme alignment by - 1st February 2010**
- **Provide feedback - February 2010**
- **Evaluation - March 2010**
- **Implementation - 2010/2011**

For further information on this exercise please contact:

Worcestershire Hub

Telephone: 01905 765 765

Email: worcestershirehub@worcestershire.gov.uk

Web. www.worcestershire.gov.uk/busrapidtransit

This document can be made available in other languages and alternative formats (large print, audio tape, computer disk and Braille) on request from Worcestershire Hub on telephone number 01905 765 765 or by emailing worcestershirehub@worcestershire.gov.uk

To the best of our knowledge all information was correct at the time of printing: September 2009



West of Worcester Bromyard Road Bus Rapid Transit Corridor



Forward

This leaflet outlines what Worcestershire County Council is doing to increase travel choice through the introduction of a network of Bus Rapid Transit Corridors.



Passenger Transport and other sustainable travel modes have a major role to play in our transport plans. We are therefore looking to upgrade several key Worcester City corridors with a package of measures aimed at improving and revitalising the quality and speed of passenger transport journeys, making them more accessible for members of the public and improving bus stops. These plans also include enhancements for cyclists and pedestrians.

We have undertaken significant work, which provides evidence that the plans for Bromyard Road will result in much improved journeys by sustainable modes. This information has informed the proposals herewith and we would like to share this with you and hear your comments.

We hope that you will find this leaflet informative and we look forward to hearing your responses to our ideas.

Derek Prodger MBE

Derek Prodger MBE
Worcestershire County Council Cabinet Member
for Transport and Safe Environment

The Proposals

The following information gives an overview of the scheme. Detailed information will be on display at the local exhibitions shown later in this leaflet. If you are unable to attend the exhibitions and require more detailed plans then please telephone

01905 765 765

or visit the following website:

www.worcestershire.gov.uk/busrapidtransit

The deadline for comments is November 30th, 2009

Pedestrians

Pedestrian facilities will be significantly improved to include lengths of new footway and additional signal controlled crossing points.

Crossing facilities at junctions with side roads will also be improved where necessary allowing improved access for all.

Cyclists

The proposed bus lanes will be available for cyclists at all times. Space will be made available for cyclists to go in front of other vehicles at junctions controlled by traffic lights. These areas will be clearly defined.

Parking

The impact of the scheme on existing on-street parking has been kept to a minimum wherever possible. Changes have only been proposed where absolutely necessary. In certain locations along Bromyard Road it is proposed that on-street parking will be more clearly defined and some access roads will be demarcated and improved so that parking for local residents is safer.

Access ways to local businesses will be retained if possible and improved where appropriate.

A better local environment

The proposals complement other initiatives that are being delivered by Worcestershire County Council and others to encourage people to use more environmentally friendly modes of travel. For example, school and employer travel plans have been developed for local establishments.

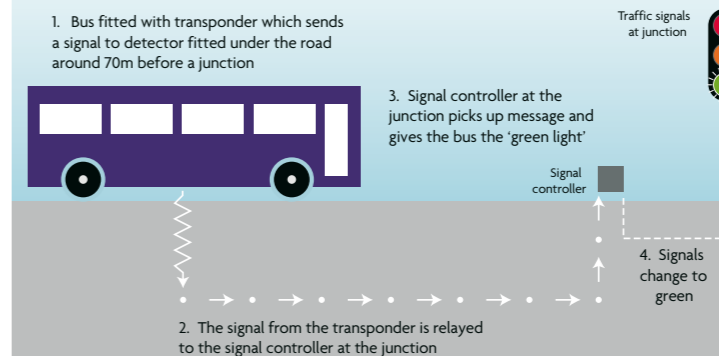
Improved passenger facilities

Bus stop positions are being reviewed to ensure that they are in the best places for most passengers. Attention will be paid to ensure each stop is near safe and convenient crossing facilities with dropped kerbs. Wherever possible a shelter will be planned for every stop that offers:

- Modern, dry and lit accommodation
- Capable of accommodating 'real time' information displays
- Raised kerbs and tactile paving
- A clean environment: Windows clean, paintwork fresh and no litter/dust/filth
- Full timetable information

The footways around stops and shelters will be improved and additional lighting is proposed for better safety and security outside daylight hours. Many stops will feature raised kerbs to improve access.

Bus gate system



Bus Priority measures

24-hour bus and cycle lanes are planned, featuring a road surface treatment to make them more prominent and to provide continuity. It is proposed that emergency service vehicles will be able to use the bus lanes at all times and this should facilitate easier access by ambulance to Worcestershire Royal Hospital.

Traffic signals will be modified to give buses a green light as they move forward. Special traffic signal features known as 'bus gates' are proposed to enable buses to jump queues on the approaches to

restricted sections of the corridor. Cyclists will be able to pass the bus gates.

Better bus access to stops

To combat inappropriate parking, waiting restrictions are proposed at all bus stops and existing bus lay-bys are to be modified so that buses can easily re-join the traffic flow.

Better bus and travel information

This is a key priority and will include:

- Large timetable cases at stops and shelters clearly showing the operating times of buses and their route/s
- The capacity for shelters to provide 'real time' information
- Clear bus stop flags
- Dissemination of timetable and fares information to all local residents

