



Pershore Infrastructure Improvements Scheme

Engagement Report February 2018



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1. Background

- 1.1 The Pershore Infrastructure Improvements Package will upgrade the links between Pershore town centre and the A44 to address issues of congestion on the A44 and improve access to employment and new housing areas. The package comprises three key scheme elements.
- *The construction of a Northern Link Road to provide a direct link between the existing A44/B4083 roundabout (north of the Worcester to Oxford railway line) and the B4083 roundabout (south of the railway line). The Link Road will provide a direct connection between the Keytec Business Park and the A44.*
 - *Improvements to the A44 Pinvin Crossroads to complement the delivery of the Northern Link Road by prioritising the A44 link and thus reducing the green signal time on Terrace Road. This will reinforce the Northern Link Road as the main north south route between Pershore and the A44.*
 - *Modifications to the junction of A4104 Station Road and B4083 Wyre Road junction to prioritise the Station Road (south) to Wyre Road movement. This will also reinforce the Northern Link Road as the main north south route between Pershore and the A44.*
- 1.2 Options for each individual scheme within the package have been assessed leading to the identification of the preferred package above.
- 1.3 The purpose of this report is to provide a summary of feedback to participants and to facilitate any amendments to the scheme. The sections within this report can be broken down as follows:
- *Section 2 summarises the outcomes of the exercise;*
 - *Section 3 contains the recommendations of this report;*
 - *Section 4 covers the Methodology;*
 - *Section 5 details the results of the exercise;*
 - *Finally, an Appendix is included, which provides relevant background planning information.*

2. Summary

- 2.1 This engagement exercise received a low response rate and a summary of the outcomes can be seen in the following paragraphs.
- 2.2 Exhibitions: At the start of the exercise, four staffed exhibitions and one unstaffed exhibitions took place across in Pershore. Attendance for the staffed exhibitions was low, averaging 12 per event.
- 2.3 Written Responses: In total, 13 written submissions were received by email. The number of responses by group can be summarised as follows:
- *One responses was received from a town councillor;*
 - *One response was received from a local business;*
 - *Nine responses were received from members of the public;*
 - *Two responses were received from the Town Council and Pinvin Parish Council respectively.*
- 2.4 The comments received were varied and all 13 submissions together with the WCC Officer responses can be seen in full in Section 5. In summary, they include the following:
- *Overall there was support for the scheme;*
 - *Suggestions were made regarding footpaths, filter lanes and traffic flow;*
 - *Speed limits and deterrents;*
 - *Walking and cycling infrastructure provision;*
 - *Terrace Road;*
 - *Pinvin Crossroads re-configuration;*
 - *Pedestrian crossings;*
 - *Mill Lane egress;*
 - *Environmental impacts;*
 - *Signage and routing of traffic.*
- 2.5 The following media activity can be summarised:
- *2 media releases were sent during the engagement period to local press contacts.*
 - *A total of three articles were carried across traditional Worcestershire newspaper titles*
 - *A total of 2169 tweet impressions were made with 183 engagements.*
- 2.6 Webpage: During the engagement period the dedicated webpage, www.worcestershire.gov.uk/pershorescheme attracted 1303 page views, with the largest % of 'views' (35.5%) coming from those aged 65 and over.

3. Recommendations

3.1 Considering the outcomes, this report on the engagement exercise for the Pershore Infrastructure Improvements Package recommends that:

- *The report is used to inform the Project Team and decision makers at Worcestershire County Council regarding scheme development;*
- *That all information underpinning this report, including all responses is closely examined by the Project Team. This should help determine any amendments to the scheme;*
- *All the information contained in this report is shared with the participants of the exercise by publishing a report on Worcestershire County Council website www.worcestershire.gov.uk/pershorescheme*
- *That the report is signed off by the Project Team as an accurate summary of the process;*
- *That all participants are informed of the responses to comments received and the subsequent decisions taken to update the scheme via the Worcestershire County Council website (see above for link).*

4. Methodology

- 4.1 Various methods were employed to ensure that the engagement process was as inclusive as possible whilst retaining significance to the respondent. This included exhibitions and an invitation to participate via a qualitative response (written comments).
- 4.2 The Engagement Plan for the proposals is provided in Appendix A.
- 4.3 The geographical area targeted for the engagement process was focused on the Pershore and Pinvin areas.
- 4.4 A range of materials was developed to support the implementation of the engagement methods including:
- *A promotional poster;*
 - *An information leaflet (see Appendix B);*
 - *Website with an email address for comments;*
 - *Exhibition pull- ups (x 2 sets);*
 - *Email notification.*
- 4.5 The purpose of the exercise was to inform local residents, businesses and other stakeholders about the new infrastructure plans, although they were also invited to send in their comments and feedback on the proposals to help to shape its final design.
- 4.6 The exercise was open to all residents and stakeholders from the Pershore/Pinvin and ran for eight weeks until 24th December, 2017. The results of those respondents who chose to send in comments can be seen in Section 5.
- 4.7 Respondents were able to respond to the exercise by email: transportstrategy@worcestershire.gov.uk, or post:
The Transport Strategy Team
Worcestershire County Council
County Hall
Pavilion E1
Spetchley Road
Worcester
WR5 2NP Website
- 4.8 The engagement process had its own bespoke page on Worcestershire County Council's website, containing a PDF copy of the leaflet, some background information and details of how to respond. www.worcestershire.gov.uk/pershorescheme.
- 4.9 The LTP4 web page went live on 30th October, 2017.
- 4.10 Posters were distributed in key locations in the area to promote the exhibitions in advance of them taking place. This included:
- *The Town Council (a number of posters were left with the town Clerk to also display);*
 - *Asda;*
 - *Tesco Express;*
 - *Library;*
 - *Pershore High School;*

- 4.11 Two press releases were issued during November 2017 to promote the engagement exercise and exhibitions and these are detailed further in the results section of this report.
- 4.12 An unstaffed exhibition was displayed at Pershore Library from 13th November until 24th December, 2017. This included three pull-up banners and leaflets.
- 4.13 Four staffed exhibitions took place across in Pershore:
- *Pershore High School, Pershore. 5pm to 7pm on 9th November, 2017;*
 - *Co-op, Pershore. 3pm to 7pm on 10th November, 2017;*
 - *Pershore Town hall, 10am to Midday on 13th November, 2017;*
 - *Pershore Town Hall, 2pm to 6pm on 29th November, 2017.*
- 4.14 Originally only three staffed exhibitions were planned. However, the dates for these were not published in the press as outlined in the WCC press release, so a fourth, longer session was added supported by an additional press release. This was organised to maximise reach.
- 4.15 Members of the Project Team were available to talk to the public at the staffed events and provide them with details about the scheme and how to respond. As well as a suite of pull-up banners and leaflets, a number of large plan drawings were available to show each element of the scheme in more detail, and aerial shots to enable the participants to get a good overall feel of what was being proposed.
- 4.16 Member engagement has taken place through the Local Transport Body. Cllr A. Hardman (Chair), Cllr S. Geraghty (WCC Leader) and Cllr K. Pollock all sit on the board. The Body was established in 2014 in order to decide which transport investments should be prioritised locally and to ensure that an effective delivery programme is achieved. The Body has been fully briefed on the project, with the meeting on 27th November falling within the public engagement period.
- 4.17 The local member, Cllr Liz tucker has been regularly briefed throughout the development of the scheme. Cllr also supported the local exhibitions.
- 4.18 Emails were distributed to key stakeholders (District Council, Pershore High School, Worcestershire County Association of Local Councils etc.) signposting them to the webpage.
- 4.19 Non-respondents: It is acknowledged that despite best efforts to promote the engagement exercise and encourage both service users and non-users to engage, there will still have been a proportion of people who were not aware of it. Without employing the cost-prohibitive measure of delivering to individual households or premises, the Project Team felt that the measures employed to ensure the awareness of the engagement exercise was appropriate.

5. Results

5.1 In total, 13 pieces of written correspondence were submitted detailing a wide range of views and issues. These can be viewed in Table 5.1

5.2 Please note whilst reading these results that:

- *The sample of respondents achieved is entirely self-selected;*
- *None of the results have been weighted in any way to reflect the population demographic of the local area;*
- *There were no compulsory questions and respondents were typically expressing their views as individuals or on behalf of an organisation.*

TABLE 5.1: Written Responses		
Respondee	Comment	WCC Officer Response
PG	<p>I am writing in general support of the scheme, which will be a significant improvement to access and safety.</p> <p>I have three concerns / observations</p> <ol style="list-style-type: none"> 1. The proposal should include a proper footpath alongside Wyre Road. At present there is none and walking to Keytec, the High School or the Station from Wyre Piddle can only be described as taking a risk with ones life. 2. The proposal should include a left filter preferably with a "Give Way" going from Wyre Road onto Station Road to improve the flow in that direction. There is a filter from Station Road into the High Street and this would strategically complement that. 3. Consideration should be given to reviewing the traffic flows into and out of Wyre Piddle that will remain after the scheme is finished. <ol style="list-style-type: none"> a) The traffic flow at the Pinvin roundabout would be aided if the traffic coming into and out of Wyre Piddle to and from the East were able to be allowed across the Eastern Railway Bridge via Upper Moor. b) This would significantly reduce travel time, exhaust pollution and save fuel for those residents going / coming from the East (Evesham direction). It takes 4 minutes longer and 1.7m extra distance for every journey (on a clear road). For people doing that journey twice a day e.g. on a school run or commuting from Wyre Piddle towards Evesham that adds up to an extra 850 miles or £100 of fuel a year. c) Although one would expect that through traffic from the East heading towards Pershore or Worcester would find the new extension to the completed bypass far more attractive than going through Wyre Piddle, measures should be retained to make it unattractive for such traffic to attempt to go cut through Wyre Piddle. This should include <ol style="list-style-type: none"> i of Wyre Piddle a 20mph area ii. Making access "resident only" as is in place for the Cherry Orchard Estate. iii. Possibly retaining the traffic lights at the Eastern Bridge as a 	<p>Thank you for your comments which we would like to respond to accordingly:</p> <ol style="list-style-type: none"> 1. As part of the scheme an assessment of footway requirements will be carried out between the Wyre Road/Station Road junction and the Keytec roundabout. However, any section of footways between Keytec roundabout and Wyre Piddle is outside the scope of the scheme. 2. This option has been considered however, the assessment concluded that including this within the scheme would only deliver very limited benefits, furthermore there are also issues with: <ul style="list-style-type: none"> • Safety following a Stage 1 safety audit; • The impact on existing residential accesses; and • The cost of diverting existing underground utilities 3. Opening the bridge in Wyre Piddle is outside the remit of this scheme. This should be taken up with the WCC local member or approaching the Parish Council.

	<p>deterrent</p> <p>iv. Consideration of speed bumps</p> <p>v. Chicanes would be pointless as the amount of traffic would be insufficient to make them a speed deterrent</p> <p>vi. Continuing the 20mph limit and speed deterrent measures along the section of Wyre Road between Wyre Hill and the Keytec Roundabout.</p> <p>vii. Continuing the 20mph limit and speed deterrent measures all the way up Wyre Hill to the Pinvin Roundabout.</p> <p>As positive support, I believe that the scheme as proposed will have the following significant benefits:</p> <p>1. The Pinvin roundabout is sometimes blocked as a result of traffic tailbacks at the Pinvin traffic lights. This is especially bad in the morning peak hours. This creates immense frustration as (due to the closure of the Wyre Piddle Eastern Railway Bridge) it is sometimes impossible for traffic to get out of Wyre Piddle unless going only into Pershore. This should be eliminated, which will be welcomed by residents of Wyre Piddle.</p> <p>2. The dog leg for Keytec and through traffic from the East into Pershore that currently goes down Wyre Hill and via the mini roundabout onto Wyre Road creates a potentially lethal situation over the Wyre Piddle Western Railway Bridge on Wyre Hill (where there has already been one fatality) and large lorries attempting to go around the mini roundabout has led to a number of other (fortunately not fatal so far) accidents. These trouble spots will be eliminated, reducing the risk of further deaths and / or injuries.</p> <p>3. The current danger at the junction between Wyre Road and Station Road caused by speeding traffic attempting to beat the appalling traffic lights should be reduced by a better prioritisation. There is currently a real danger to children from the school crossing at this junction. That danger was not there before the lights were put up there because there was no temptation to speed up to get through green lights. This is made worse by the long delays waiting for the lights to complete their cycle while there is little or no traffic coming from the other directions.</p>	
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<p>SB</p>	<p>As the closest resident of Pinvin to this junction, I am happy to offer feedback on the proposed changes to the junction as identified at Pershore High School on 9th November and would especially appreciate a response to my comments as any works will affect our situation the most.</p> <p>Speed limit increase into Pinvin.</p> <p>The beginning of the 30mph limit has been moved approximately 40 metres into Pinvin.</p> <p>I believe the whole group of Terrace Road (30mph), Main Street (30mph) and Allens Hill (40mph) to be residential roads and the configuration of these roads should therefore be 30mph. The current situation in Pinvin is that a large proportion of traffic enters the village from Pinvin lights reaching 40mph by the time it approaches Spion Cop. I have been reporting this to Pinvin Parish Council for a year and they have finally concluded this to be true.</p> <p>By moving the higher speed limit into the village, a larger proportion of traffic will enter the village at 40mph increasing noise and pollution from the traffic and not slowing down to 30mp as it approaches the schools.</p> <p>The entrance into our end of Main Street is extremely sharp, basically turning back on ourselves. Frequently cars with the current situation are breaking heavily behind us as they do not respond to our indications, or will overtake into opposing traffic that they miss due to the bend in the road. The risk of accident will increase due to higher speeds and with greater injury potential.</p> <p>Terrace Road crossing</p> <p>The positioning of a crossing on Terrace Road will totally remove any parking provision for the 10 houses on Pershore Terrace. These houses have no off road parking provision and need to park on the highway. Installing a crossing with zig-zag lines will mean no parking for these houses.</p> <p>Pavement</p> <p>Pedestrians entering Pinvin from Terrace Road currently will cross at the traffic lights and enter into the dead-end of Main Street. Even for Spion</p>	<p>Thank you for your comments, which are welcomed.</p> <p>Speed limit increase into Pinvin:</p> <p>Unfortunately, the speed limit on the A44 cannot be changed. The limit has been set in accordance with national guidelines and there is no safety evidence to underpin a change. Accident figures demonstrate that there have been no accidents related to speed in this location.</p> <p>Following your feedback we can confirm that the 30 mph speed limit restriction can be moved further towards the Pinvin junction than currently positioned.</p> <p>Terrace Road crossing:</p> <p>This will be reviewed at the scheme's detailed design stage where further positions and types of crossing will be explored, taking into account the concerns regarding Terrace Road parking. It was only shown as draft at the engagement process and is open for review.</p> <p>Pavement:</p> <p>The footways will be reviewed at the detailed design stage taking into account pedestrian 'desire lines' and the need to provide appropriate crossing facilities.</p> <p>New Cross Roads bypass section</p> <p>This has been examined to address visibility issues as part of the Road Safety Audit process and a revised</p>
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	<p>Cop, pedestrians will currently approach using this route and cross by the bus stop on Main Street to take the alley onto the estate, people do not walk on the grass verge from the entrance onto main Street.</p> <p>Pedestrians for Abbey View Road will travel up south side of Abbey View Road using the new pavement and use the new crossing installed, negating the requirement for a new pavement on the Main Street junction.</p> <p>New Cross Roads bypass section</p> <p>This is the most concerning aspect of this junction for me.</p> <p>When traffic is stationary at the lights on Abbey View Road travelling West, cars entering Pinvin, will be able to by-pass the queue at 40mph and join Main Street.</p> <p>Visibility of traffic travelling North on Terrace Road/Main Street will be severely impaired by queueing traffic on Abbey View Road. This north-bound traffic will also be allowed to travel at 40mph, through what will be an interesting switch back corner across an entrance with poor visibility. Considering the recent accident on Walcot Lane/Station Road (30mph) where a vehicle left the road and impacted retaining railings, this situation will have the potential for catapulting cars into the gas regulator or the rear of our property on main Street.</p> <p>Maybe the answer is to close off the end of Terrace Road. The new bypass route will allow vehicles to access Terrace Road via Racecourse Road, which does require resurfacing, and not add much to the journey into Pershore; just one to think about maybe?</p> <p>As a summary, though I am a relative new comer to the area, I have tried to do some research on the history of this junction. This has basically culminated in believing following a fatality the junction was staggered into its current configuration in 1975. Please feel free to correct me, but I believe this alteration was carried out due to serious health and safety considerations which I believe would still be present if the junction was straightened back to what it was and as bad with an easy bend that will be negotiated at 40mph. As a broad outline this is the basis of my</p>	<p>layout is being developed which will address these concerns.</p> <p>Terrace Road performs an important role in terms of providing access to residential properties, businesses, local schools and the railway station. For this reason, closure is not currently being considered.</p> <p>An alternative route is not being investigated because the closure of Terrace Road is not under consideration, however, a section of Racecourse Road is privately owned and is not part of the county's highway network and so this would be challenging to pursue..</p>
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	<p>investigation into this issue and I feel overlooking (watering down) of such considerations to be unwise.</p>	
JS	<p>I am a local resident living just off Station Road, Pershore.</p> <p>A final plan of the proposals is not yet available to view, but I would hope that every consideration is given to cyclists as part of this project.</p> <p>Are you able to confirm if any cycle lanes/footpaths are being built into the link road, and on Wyre Road if this is going to see higher levels of traffic flow. In order to reduce the volume of traffic every consideration should be given to trying to encourage cycling.</p>	<p>Thank you for your comments.</p> <p>As part of the scheme an assessment of footways/cycleway requirements will be made between the Wyre Road/Station Road junction and the Keytec roundabout.</p> <p>The width of the footway adjacent to the new link road will be sufficient to provide footway/cycleway, if required in the future.</p>
HM	<p>After visiting your exhibition I would like to highlight another Pershore junction which causes considerable traffic delays.</p> <p>The junction at Station Road and High Street which is controlled by traffic lights is regularly blocked for traffic trying to turn left from Station Road onto the High Street. There is a filter light and a lane for traffic to turn left but it is often not possible as there is insufficient space for two lanes of traffic there, particularly if there is a large vehicle waiting to turn right. This means that all the traffic trying to turn left has to wait until the lights turn green for the right hand lane. There is plenty of space there for the road to be made a bit wider which should solve the problem.</p> <p>I would also like to suggest that you publicise your exhibitions more, there has been no mention of them in the local paper and many residents are not aware of them.</p>	<p>Thank you for responding.</p> <p>Unfortunately, this junction is outside the scope of this scheme; however, traffic modelling of the wider network suggests that the reduction in delays at Pinvin (as a result of this scheme), will cause more traffic to use the A44 than the B4084. The result of this should be a reduction in delays at the Station Road/High Street junction.</p>
MCO	<p>Whilst happy that road improvements are planned it is a shame that these could not have been implemented before the Pershore Urban extensions were built, it is also a great shame the option of a road continuing from the Wyre Road/Station Road junction to connect with the B4084 to the West of Pershore is no longer available.</p>	<p>Thank you for your comments</p> <p>Unfortunately, housing growth needs to be determined before any funding applications can be made to central</p>

	<p>It is my belief that to increase the benefit of the new proposals work will also have to be undertaken to the junction of Station Road and the B4084 (High street), ideally by extending the existing left turn filter lane on Station road.</p> <p>It would also be beneficial to encourage pedestrians to use the footpath on the Western side of Station Road. At present the vast majority of School children walk on the Eastern side of the road and so cross Wyre Road, if this continues it will negatively impact traffic exiting and entering Wyre Road at the proposed signalised junction especially during the morning peak hours. If traffic builds up in this location it could lead to the whole project being seen as a failure.</p>	<p>government. The competitive bidding process is lengthy (e.g. 2-3 years) as there are several stages to complete before any funding is released. Furthermore, any match funding from developers is usually not released until the first houses are built. These constraints make it challenging to deliver any transport infrastructure before development has taken place.</p> <p>This junction is outside the scope of this scheme; however, traffic modelling of the wider network suggests that the reduction in delays at Pinvin (as a result of this scheme), will cause more traffic to use the A44 than the B4084. The result of this should be a reduction in delays at the Station Road/High Street junction.</p> <p>Unfortunately, it is unrealistic to control pedestrian movements in the way suggested, however, more appropriate improved facilities are being provided for pedestrians in the area. Crossing timings will continue to be monitored to ensure that they are suitable and fit for purpose</p>
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	<p>Whilst not supporting a Roundabout at the junction of Station Road and Wyre Road due to the potential conflict with pedestrians and cyclists it would seem remiss not to take the opportunity to examine the potential of a Roundabout. Modelling and costing of both a Signalised junction and Roundabout should be undertaken. My greatest fear is that a Signallised junction will not be able to cope with the increase of traffic from new development including Worcester Parkway and a pedestrian crossing at the junction in constant use during peak hours.</p>	<p>An 'options evaluation' was carried out which included the consideration of a roundabout in this location. The outcome was that signalisation would provide greater overall benefit for all users of the highway network.</p>
<p>Charles Tucker Persore District Councillor</p>	<p>Traffic exiting Mill Lane onto Station Road has great difficulty turning right (north) because of the temporary lights at the moment.</p> <p>This will be perpetuated by the proposed arrangement of permanent lights. Whenever there is significant traffic flow on Station Road, a queue builds up opposite Mill Lane, so the right turn movement is blocked. When lights change and the queue moves, Mill Lane vehicles can only join the queue if someone else gives way. In any event, this only allows one vehicle out, because by the time they have done so, traffic on Station Road from the north is reaching Mill Lane.</p> <p>Two approaches seem possible here.</p> <ol style="list-style-type: none"> 1. Yellow box "Keep Clear" opposite Mill Lane, ensuring there is space for right turning vehicles. This is unlikely to provide a real solution, for the reasons of traffic approaching from the north when the lights change. 2. A new demand driven light control specifically for the right turning movement, possibly phased to precede the phase for traffic exiting Westcott Way. <p>For 2 to work, the north bound light and stop line on Station Road would need to be sited before Mill Lane. Although this would increase the cycle time of the lights by a few seconds it would also enable a longer ghost lane for traffic on Station Road turning right into Wyre Road. This is likely to be important when</p>	<p>Thank you for your comments.</p> <p>The issue raised is connected to the s278 development and is outside the scope of the scheme. However, these concerns have been raised with the s278 Team at Worcestershire County Council and the following response has been issued:</p> <p>Introducing "Keep Clear" marking</p> <p>The staging of the permanent traffic signals proposed at this junction is such that the keep clear marking would only be affective during the all red pedestrian stage, as all vehicles movements are held during this demand only stage. All the other three stages allow traffic to move along Station Road, which would negate the benefit of the Keep Clear marking. The introduction of the signal junction should help to calm vehicle speeds and provide 'gap' opportunities for right turners from Mill Lane to join the</p>

	<p>the Northern Link Road is built as part of the PII.</p> <p>Making these changes now would therefore help to future proof the main junction, as well as removing one of the main grievances local people have with the permanent lights installation. As things stand, the new estate is not just imposing a lights scheme that many are resisting, it also penalises the 250 existing households on the Mill Lane estate.</p> <p>Although you state that responses cannot be made to comments on the scheme I would request that you do so.</p>	<p>northbound flow. Also, the proposed scheme also retains some hatching in the centre of the carriageway which offers some protection to emerging drivers.</p> <p>However, it would be appropriate to monitor the operation of Mill Lane over the duration of the maintenance period and WCC would be willing to reconsider the position in light of such information. There may well be other options to consider which address this issue without affecting the capacity, such as making the junction of Mill Lane/Station Road left in and out only, especially as a right turn from the estate onto Station Road could be provided at the junction of Station Road/Mayfield Road.</p> <p>Extending the signals to incorporate Mill Lane:</p> <p>The intergreen associated with such an elongated traffic signal junction would have a significant impact on the operational capacity</p> <p>Such amendments are likely to fall outside of the scope of the works as approved by the planning permission and would require an amendment to the planning permission through Sec. 73 TCPA 1990. This could only be led by Persimmon and obviously subject to their support and acceptance of the additional costs.</p>
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		<p>The service road running parallel to Station Road adds an additional dimension to the delivery of an acceptable design for such a revised scheme.</p> <p>In summary, WCC would be happy to monitor the operation of the signals and Mill Lane over the maintenance period and make a decision on whether an intervention is required and if so, what form should it take, prior to issuing the Final Certificate of Completion.</p>
DW	<p>In response to the invitation to comment I would like to mention the following:</p> <p>A reading of the leaflet shows that the B4083 Wyre Road has been ignored apart from the junctions at either end of the road.</p> <p>A major purpose of the infrastructure scheme is to increase traffic along Wyre Road and away from Terrace Road and Pershore High Street. There is no mention in the leaflet of improvements to Wyre Road. I suggest that the road should be upgraded to an</p> <p>A class road compatible with Station Road, the A4104. A footway and cycle track also needs providing to cover the whole length of Wyre Road from Station Road to the Keytec Roundabout on the southern side to accommodate Hurst Park Cottages and the upcoming new housing at Hurst Meadows and enable safe travelling to Keytec. Consideration should also be given to providing a controlled crossing at the Keytec end of Wyre Road to provide safe transit for pedestrians and cyclists. The people of Pershore are being encouraged to walk and cycle more and it is a failing to the scheme not to provide a safe pathway/cycleway alongside the road</p>	<p>Thank you for your sending in your comments.</p> <p>As part of the scheme an assessment of footways/cycleway requirements will be made between the Wyre Road/Station Road junction and the Keytec roundabout.</p>

KN	<p>I am writing in response to the 'proposed Pershore infrastructure improvements scheme'. I have listed my comments below and would be happy to discuss them with the project team in more detail.</p> <ul style="list-style-type: none"> • I have lived in the local area for 14 years and I am pleased and supportive to see these proposals to address traffic and congestion issues in and around Pershore. I believe they will not only help. The town grow and prosper but all the connected local villages and communities. • I would like to raise several points of concern, as a resident in Pershore Terrace, we suffer greatly at the overall housing and industrial growth in the area without thought to the already bursting road networks. As a resident of a property built in the early 1900's I do not have an allocated parking place or room in front of my property to park, as such there is also nowhere for visitors to park. In addition any emergency vehicles would be blocking access along this busy road causing a risk to road users and emergency services staff. A solution would be to consider an alternative parking location at the rear of the row of terrace housing or near the garages at the end of the row of houses. This is a massive area of land that is not being utilized to the best ability. I understand that the garages and some residents own this land so is privately owned however a compulsory purchase order of even half of this land and development of parking would greatly alleviate the congestion along station road/pinvin lights. In the proposal I would like to see how parking needs of local residents will be addressed. • Speed– It seems that more recently vehicles, tractors and trucks are using the distance from the top of the brow of the station bridge to the Pinvin lights as a race track in order to beat the lights. Immediate speed restrictions are required as an accident will happen. In addition two family members and myself have had our cars damaged whilst parked on station road/pershore terrace. In the proposals I would like to 	<p>Thank you for your comments.</p> <p>Your concerns listed in the first five bullets will be addressed by the proposed scheme as it will deliver a reduction in traffic along Terrace Road.</p>
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	<p>see how speed and road safety in the local area will be addressed.</p> <ul style="list-style-type: none"> • Noise – due to speed, idling traffic and incorrect road surfaces the noise caused from station road/Pershore terrace to local residents is very loud inside houses. My 6 year old daughter is often woken up by vibrations and noise from HGV's or honking of horns to get out of the way. In the proposal I would like to see the road surface addressed. • Bridge – The pedestrian pathway to the station and the high school is very narrow and dangerous. In addition are Network Rail considering the integrity of this bridge to take all the HGV's. I would like to see in the proposals full avoidance of all HGV's across this bridge. • Rail/bus infrastructure investment – It would seem that as part of a growing town and investment in road infrastructure the local authorities address the lack of public transport options. Will the proposal work with train operators network owners to establish any investment in the train station/services? This project should not be done in isolation. 	<p>Worcestershire County Council has recently adopted an ambitious Rail Investment Strategy to make a strong case for enhanced County rail connectivity. To achieve this a number of key infrastructure schemes are essential. In terms of Pershore, this would include: :</p> <ul style="list-style-type: none"> • A North Cotswold Line capacity upgrade (dualling); • Worcester Area capacity upgrade (this will ensure that more trains be accommodated and that they can leave on time); • More car parking capacity at Pershore station. <p>More information on the WRIS can be viewed here: www.worcestershire.gov.uk/ltp</p>
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	<ul style="list-style-type: none"> • Extension of cycle paths? • Schools - There are three major schools within a mile with children from across the area arriving on coaches every morning, how will this be managed throughout the development. In addition there is not a crossing for children across station road which makes it a very dangerous road for ALL pedestrians who live on this side of Pinvin. • Whilst I fully support the investment, I will need to get my children to school and get myself to work so I am very interested to understand how Congestion will be managed during roadworks. • I am interested to know if the council are considering housing development along Station road and at the rear pershore terrace as there has been previous planning development submitted for this area, which again needs to be considered as part of the overall plan. • I am interested in knowing the details on HGV movements during this 	<p>WCC will continue to work closely with commercial bus operators, to ensure that services can continue to improve and adapt to technological advances in order to provide the best services possible for the people of Worcestershire.</p> <p>The scheme will be cycle proofed to encourage use of cycling and there are facilities that are being provided – see above.</p> <p>During the delivery of the scheme, appropriate traffic management will be provided to assist pedestrian movements. A crossing on Station Road is being considered as part of the scheme.</p> <p>A Traffic Management Plan will be produced for the project which will outline the requirements during delivery.</p> <p>Unfortunately, WCC is not a planning authority. You would need to contact Wychavon DC with regards to this enquiry The majority of work will be constructed off- line and WCC will work with the</p>
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	<p>development and road traffic management plan. I am very concerned that during development the area will come to a complete standstill and be totally gridlocked.</p> <ul style="list-style-type: none"> I think more transparency is required on how developers 106 contributions have been allocated, Housing developers are investing and making a great deal of money from projects in the local area so how are they contributing to the local community impacts? 	<p>appointed contractor to ensure that traffic management is appropriate, any closures are advertised in advance and that disruption is minimised This comment will be passed to the Dev Control Team</p>
Red Deer Herbs	<p>Just under 2 years ago, we (Red Deer Herbs Ltd) moved our business from Earl's Croome to a purpose built building on Keytec East, the support we received from Wychavon D.C. and the move to the new site have all gone very well, but we are struggling to meet our commitment to the transport plan that we were asked to do, due to the lack of a good footpath & safe cycle route along the Wyre Rd. I note that there is no mention of a footpath being installed as part of the P.I.I.S, nor a cycle route, both of which are important, not just for the business' that on the Keytec estates but also for the new housing developments that are being built on Station & Wyre roads.</p> <p>We welcome the plans for the new bridge, as it will help considerably with our deliveries of fresh herbs to our unit, the route through Wyre Piddle is not good or safe for large lorries and deliveries going to our customers are frequently delayed due to traffic jams that occur just getting out of the Pershore conurbation.</p> <p>Staff travelling to & from work are frequently delayed by these same traffic jams on the A44, but also the delays on the A4104 due to the temporary traffic lights at the Station Road/Wyre Rd junction. This junction desperately needs to have a roundabout, more so when heavy vehicles coming into Pershore & the Station & Racecourse Rd trading estates will be encouraged to use the Northern Link Rd, with a pedestrian traffic light to enable the children to walk to the High School & back. I know that a roundabout is not considered an option, but personally feel it's short sighted and won't encourage the traffic to use the Northern Link Rd, they will continue to use the Pinvin</p>	<p>As part of the scheme an assessment of footways/cycleway requirements on Wyre Road will be made between the Wyre Road/Station Road junction and the Keytec roundabout.</p> <p>The temporary traffic lights issue is connected to the housing development and is outside the scope of the scheme. These concerns will be shared with Section 278 Development Control Team at Worcestershire County Council. An 'options evaluation' was carried out</p>

	<p>junction into Pershore, not alleviating any of the H&S issues that regularly take place near the properties on Terrace Rd and outside the School.</p> <p>The roundabout on the B4083 and the proposed new road & bridge from the Wyre Rd across to the A44, will need to be made into 3 lanes straight after the roundabout, to enable vehicles to turn right into Keytec East, failure to allow for this turning right lane, will be extremely dangerous for our staff and other road users, as the present junction is extremely close to the roundabout. Large vehicles coming over the bridge and turning left into Keytec East will also have to swing over to the right (into oncoming traffic) in order to turn left.</p>	<p>which included the consideration of a roundabout in this location. The outcome was that signalisation would provide greater overall benefit for all users of the highway network.</p> <p>The proposals include right-turn lane for vehicles entering the Keytec East business park. In addition, the swept paths of vehicles will be checked during the scheme design to ensure that the new link road will operate safely.</p>
Pershore Town Council	<p>PERSHORE TOWN COUNCIL'S RESPONSE TO THE PERSHORE INFRASTRUCTURE CONSULTATION PINVIN CROSSROADS</p> <p>Concerns over delays to vehicles approaching from the Northern Link and wishing to turn right to Pinvin and two way traffic using this filter lane.</p> <p>Concerns over loss of parking in Terrace Road as a result of the proposed new crossing, with no alternative arrangements being provided.</p> <p>Some control is needed to ensure HGVs go over the new bridge and not over the existing railway bridge in Terrace Road. Consider using one way traffic and/or weight limit/access only/appropriate signage.</p>	<p>Traffic modelling of the proposed junction shows that the proposed junction will cope with the forecast traffic flows.</p> <p>This will be reviewed at the scheme's detailed design stage where further positions and types of crossing will be explored, taking into account the concerns regarding Terrace Road parking.</p> <p>The revised road signs will direct traffic to use the new link road. In addition, the timings of the new traffic signals at Pinvin will mean that it is more efficient to travel to Pershore along the new link</p>

	<p>NORTHERN LINK Method of ensuring HGVs use the new bridge and the Northern Link Road is required.</p> <p>Consideration be given to broker a potential link between the Keytech Trading estate and Pershore Trading estate in the vicinity of Ascot Road to enable vehicles from Pershore Trading Estate to use the Northern Link.</p> <p>Whilst proposals for the railway bridge are supported would wish to ensure that lighting of the bridge is designed so as to minimise light pollution and nuisance.</p> <p>WYRE ROAD/STATION ROAD JUNCTION The Town Council believes that a roundabout is the best option for this junction however would make the following comments on the current proposal:- It would appear that the junction has not been designed to take into account the change of priorities once the Northern Link is built. Members would appreciate new plans being available in due course for their comments. As the Wyre Road will become the main A road for HGVs it is felt the road should therefore be subject to upgrading.</p>	<p>road. Terrace Road performs an important role in terms of providing access to residential properties, businesses, local schools and the railway station. For this reason, restricting access is not currently being considered.</p> <p>As above.</p> <p>A section of Racecourse Road is privately owned and is not part of the county's highway network and so this would be challenging to pursue.</p> <p>This is considered as part of the environmental assessment of the scheme. Proposals will be made within the planning application for acceptance.</p> <p>Once the housing developer has installed the proposed traffic signals at the Station Road/Wyre Road junction this scheme will amend the timings of those signals to priorities the movement between Station Road (to the south of the junction) and Wyre Road.</p>
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	<p>There would appear to be no provision for cycleways along Wyre Road. There is no provision for a footway from the end of Hurst Park Meadows to the Keytech roundabout.</p> <p>It is noted that it is proposed to remove the hedgerow along the boundary of the Persimmon estate and Station Road to facilitate the widening of the footway. Please ensure that this is replaced with planting to provide a screen as at present.</p> <p><input type="checkbox"/> The existing difficulties for vehicles turning right out of Mill Lane into Station Road need to be considered in the design of this junction.</p> <p>ENVIRONMENTAL SCOPING OPINION Please ensure that light pollution is considered as part of this remit</p> <p>Please confirm that as part of the consideration of transport movement, all existing analyses are brought together with new studies being undertaken where required</p>	<p>As part of the scheme, an assessment of Wyre Road will be carried out between the Wyre Road/Station Road junction and the Keytec roundabout to identify the upgrade works required. This will include a consideration for footways and cycleways.</p> <p>These issues raised are connected to 278 development and is outside the scope of the scheme. These concerns will be shared with 278 Team at Worcestershire County Council.</p> <p>As comments above, a consideration of the lighting levels will be made as part of the environmental assessment for the scheme.</p> <p>The Pershore Infrastructure Scheme proposals are a standalone scheme that will address transport movements around Northern Pershore using the latest transport models available. Additional studies and models will include the new layouts for future planning/proposals.</p>
JC	<p>I respond to your request to comment on the above proposals contained in the coloured brochure which became public knowledge at the beginning of November 2017.</p> <p>Having attended several of the public exhibitions I found that insufficient information had been provided in association with the brochure, which</p>	<p>Thank you for your comments. We are sorry if you felt disappointed with the lack of information provided, but disagree with your comments. The purpose of the Engagement</p>

	<p>consisted mainly of a written description accompanied by nothing more than a very un-detailed mimic diagram, the only drawings being closely guarded by the staff members in attendance only provided a poorly presented arrangement at Pinvin junction, which we were informed were " only a proposal and would not bare any resemblance to the final layout" .</p> <p>As one of these displays was being held in the car park of the Pershore CO-OP store after dark we were trying to read plans with mobile phone lights, not an ideal situation.</p> <p>Due to the general lack of detailed information being provided at the exhibitions I find that in trying to compare the SWLDP. To these poorly presented bits of information that it is not possible to provide an opinion without the benefit of the proper detailed drawings for this extremely important issue.</p> <p>The scheme being promoted has been around for decades and I would have thought that during that time a far more detailed approach would be available to put before the public to comment upon.</p> <p>In the absence of this I feel that Worcestershire County Council appear to be rushing this proposal through without allowing the public the opportunity to fully appreciate what is being proposed for Pershore in the longer term, and not simply a way to improve the A44 traffic flow, and therefore I find that it is impossible to provide any comment at this time.</p>	<p>Document was to provide a high level strategic overview in terms of the scheme's progress and its development going forward. It was unrealistic to provide detailed drawings in a leaflet, without them being accompanied by extensive explanation and caveats. However, an opportunity to find out more was provided on the leaflet (i.e. via the exhibitions, the WCC website and email address). More detailed draft drawings were available at all of the events together with experienced officers who were happy to answer any questions and detail in greater depth the proposals being presented. Unfortunately, the drawings could not be handed out to as they are currently in draft format and are likely to undergo numerous changes, not least as a result of the engagement exercise, prior to scheme being implemented.</p> <p>Please be assured that the proposals for Pershore have been rigorously tested to ensure that they fully satisfy the Dft requirements for funding. There are many criteria to meet prior to funding being released and this has required producing an evolving business case and scheme drawings. Funding applications are extremely competitive nationally and schemes that do not offer good cost/ to benefit</p>
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		<p>ratios will simply not succeed in securing the funds required to deliver them.</p> <p>WCC was under no obligation to undertake this information sharing exercise, and as this was not a consultation, would not have expected members of the public to come up with alternative options. WCC felt it was right to share the proposals with interested parties, so as to gather any comments that could improve and build on the proposals based on any local knowledge (please see some excellent examples above). The plans can now be revised further to reflect any comments wherever possible, PRIOR to the planning application due later this year (2018).</p>
J W	<p>Here are my comments on your proposed scheme which I make as a keen cyclist who regularly uses Wyre Rd:</p> <ul style="list-style-type: none"> Please help cyclists using Wyre Road to reach Wyre Piddle by ensuring it is safe and straightforward to turn right at the roundabout by Keytec Business Park, and indeed to turn left if travelling towards Pershore from Wyre Piddle. This is not currently an issue but it will become one once more traffic uses Wyre Rd and the new bridge to reach the A44. In my opinion, you are unlikely to need special cycle provision on your new bridge (as outlined to me by one of your staff at a consultation event) because most cyclists choose to avoid cycling along the A44 due to the speed 	<p>Thank you for your comments.</p> <p>As part of the scheme an assessment of footway and cycleway requirements will be carried out between the Wyre Road/Station Road junction and the Keytec roundabout. However, any section of footways between Keytec roundabout and Wyre Piddle is outside the scope of the scheme.</p> <p>The current proposals provide a wide footway adjacent to the new link road. This can be upgraded to shared use in</p>

	<p>and density of traffic.</p> <ul style="list-style-type: none"> • Cyclists either use Station Rd and then Terrace Rd to cross the A44 and get to Pinvin because there are lots of cycle route options from Pinvin north or • Cyclists use Wyre Rd to reach Wyre Piddle and use the B4083 cycle/bus route over the old single width railway bridge to access Upper and Lower Moor and the various cycle route options from there. • Can you do anything to improve visibility for cyclists using the cycle path along Station Rd heading towards Pershore, just after Wyre Rd, when the cycle path dips and twists to cross Mill Lane please? It is really difficult to see over one's right shoulder to check if anything is turning off Station Rd and down Mill Lane because of the angle created by the twist. • Please ensure that there is a pavement along the whole length of Wyre Rd. At the moment there is one near the temporary traffic light junction with Station Rd and a further bit of pavement alongside Keytec but there is nothing to join up the two. It is not unusual to see people walking in the road or (with difficulty) along the grass verge. 	<p>the future if there is a demand for an off-road cycling provision.</p> <p>Unfortunately this is outside the scope of the scheme.</p> <p>The walking and cycling provision along Wyre Road will be considered as part of this scheme.</p>
Pinvin Parish Council	<p>Residents of Pinvin have not been offered the opportunity to comment upon these proposals. The consultation was held in Pershore Town Centre, and no advertisement was made in Pinvin, yet two of the major pieces of work take place in Pinvin and will have a significant effect on the life of the village.</p>	<p>The engagement process was promoted on WCC's website, press releases were issued to the local media and posters were circulated around Pershore to try and publicise the engagement sessions. Events were held at Pershore High School and at the Co-op store, both of which are on the Pinvin side of town as well as in Pershore Town Centre. An email with details of the exercise was also sent to Worcestershire CALC (an</p>

	<p>organisation that provides professional advice, support and training to Worcestershire's parish and town councils) for them to share with parish councils.</p> <p>The exercise was open to all, but unfortunately it is not always possible to reach everybody that would like to partake. We are pleased that Pinvin Parish Council has submitted a response, which is welcomed.</p>
<p>The following comments are made by a sub-group of the Parish Council after just a few hours to view and consider the plans.</p> <p>NORTHERN LINK</p> <ul style="list-style-type: none"> • We share the views offered by Pershore Town Council that the lighting of the bridge should be designed to minimise light pollution and nuisance to the area. • In other respects we firmly support the proposals for the bridge. <p>PINVIN CROSSROADS</p> <ul style="list-style-type: none"> • The Zebra crossing on Terrace Road will result in the loss of parking for most residents with no alternative parking available. A Zebra crossing means that they will not even be able to stop outside for unload. • There is a clear need for a crossing on the Pinvin side of the railway bridge. This could be met with a signal-controlled crossing at the lights, operating in concert with the all-stop phase required for the A44. Alternatively a Zebra crossing nearer the bridge may be possible. • The uncontrolled crossing on Abbey View towards the Northern Link Road should be controlled given the accelerating speed of traffic coming away from Pinvin Crossroads, and the risk of queuing traffic heading towards the 	<p>This is considered as part of the environmental assessment of the scheme. Proposals will be made within the planning application for acceptance.</p> <p>This will be reviewed at the scheme's detailed design stage where further positions and types of crossing will be explored, taking into account the concerns regarding Terrace Road parking.</p> <p>It is not expected that there will be a high demand for use at this crossing, therefore a controlled crossing cannot</p>

	<p>crossroads.</p> <ul style="list-style-type: none"> There is concern that the filter lane between Main Street and the A44 toward the Northern Link could easily become a cause of delays. Traffic that currently uses Terrace Road to Main Street will be using this lane, and it will be impeded by traffic flowing alternately but continuously through the crossroads. The right-hand turn lane also appears too short for the increased traffic flow. <p>USE OF TERRACE ROAD</p> <ul style="list-style-type: none"> It imperative that a firm form of discouragement is given to HGVs and others from using Terrace Road and to use the Northern Link instead. The Parish Council would favour a weight restriction or one way traffic over the railway bridge. <p>WYRE ROAD/STATION ROAD JUNCTION</p> <ul style="list-style-type: none"> The plans do portray a design that reflects the changed nature of the through route, which is now Station Road – Wyre Road. As at Pinvin Crossroads the opportunity must be taken to promote the use of the Northern Link. 	<p>be justified. The crossing location has good visibility in both directions, and the installation of a refuge half-way will enable people to cross in the gaps in the traffic.</p> <p>This has been examined to address issues raised as part of the Road Safety Audit process and a revised layout is being developed.</p> <p>The revised road signs will direct traffic to use the new link road. In addition, the timings of the new traffic signals at Pinvin will mean that it is more efficient to travel to Pershore along the new link road.</p> <p>Terrace Road performs an important role in terms of providing access to residential properties, businesses, local schools and the railway station. For this reason, restricting access is not currently being considered.</p> <p>This is the main scheme objective and so every effort will be made to ensure the success of the new link road.</p>
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5.3 Press Releases: A total of two press releases were issued by the County Council:

- *Cutting Congestion on Pershore – 02/11/2017;*
- *Session for public to have their say on Pershore proposals – 13/11/2017*

5.4 Print and Online Coverage: A total of three articles were carried across traditional Worcestershire newspaper titles, along with one radio interview.

- *Your chance to have a say on £11.6 million road improvement works in Pershore: Worcester News; Evesham Journal (Online) 14.11.2017 Christian Barnett*
'RESIDENTS are being given the opportunity to air their views about the £11.6 million road improvement scheme in Pershore. County council officers will hold sessions at Pershore Town Hall in Pershore High Street between 4.30pm and 6.30pm on Thursday, November 16 and between 2pm and 6pm on Wednesday, November 29. The improvement plans will also be on show throughout November and December at Pershore Library in Church Street.
- *MP calls for residents to have say on Pershore link road (link to story online) Worcester News (Online) 12.12.2017 Sebastian Richards*
'WEST Worcestershire MP Harriett Baldwin has urged Pershore commuters to have their say as Worcestershire County Council plans the design of the new Pershore Link Road. The county council has opened an engagement exercise which will look at the new road which will connect the town centre with the A44. The bid A MAJOR new link road is to be built in Pershore as part of a multi-million improvement scheme to alleviate congestion.'
- *New link road in Pershore as part of £11.6 million investment (link to story online)Evesham Journal (Online) 02.11.2017*
'Worcestershire County Council has approved £11.6m of transport improvements, which some have been calling for since the late 1980s. A new link road will connect the Keytec business park with the A44, improvement work at Pinvin crossroads hopes to ease congestion in the area and upgrades will be made to the Wyre Road and Station Road junction for funding will see the Local Enterprise Partnership and the county council invest an estimated £10 million in the scheme.'

5.5 There was one radio item on BBC Hereford and Worcester at November 2nd 2017 5:16

- *Councillor Ken Pollock discusses the new Northern Link Road in Pershore, part of a WCC multi-million congestion scheme.*

5.6 Social Media: Tweet activity can be seen in Table 5.2 below.

Table 5.2: Tweet activity

 <p>Worcestershire @worcscc A major scheme to improve congestion and journey time in Pershore has been approved today. Find out more here: http://bit.ly/2za7ESa pic.twitter.com/nhA0ZWzqvo</p>	<table> <tr> <td>Impressions</td><td>2,169</td></tr> <tr> <td>Total engagements</td><td>183</td></tr> <tr> <td>Media engagements</td><td>102</td></tr> <tr> <td>Link clicks</td><td>48</td></tr> <tr> <td>Detail expands</td><td>16</td></tr> <tr> <td>Likes</td><td>9</td></tr> <tr> <td>Retweets</td><td>7</td></tr> <tr> <td>Profile clicks</td><td>1</td></tr> </table>	Impressions	2,169	Total engagements	183	Media engagements	102	Link clicks	48	Detail expands	16	Likes	9	Retweets	7	Profile clicks	1
Impressions	2,169																
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Likes	9																
Retweets	7																
Profile clicks	1																
<p>Promote your Tweet Your Tweet has 2,169 total impressions so far. Get more impressions on this Tweet!</p>																	

5.7 Website: Statistics for <http://www.worcestershire.gov.uk/pershorescheme> from 1st November to 31st December, 2018 are as follows:

- *Page views: 1303*
- *Average time on page: 00:00:40*
- *Page age groups that were most interested in the page:*
 - 65+ (35.52%)*
 - 50-54 (21.26%)*
 - 35-44 (17.26%)*
 - 55-64 (16.55%)*
 - 25-34 (9.42%)*
- *Device category:*
 - Mobile (34.75%)*
 - Tablet (32.80%)*
 - Desktop (32.46%)*

Appendix A - ENGAGEMENT PROJECT PLAN

Pershore Infrastructure Improvements Package

TASK	ACTION / EVIDENCE
What specifically is the decision being sought?	To achieve 'buy in' from key stakeholders and members of the public to the Pershore package
Total Budget Estimate for this exercise (using higher distribution numbers and including all contingency)	£3,000
Has funding been identified for this exercise? – state from where	Cost Code: CP0037
Staff Resources	Michele Jones Mark Mills Chris Beattie Jo Dalton Project Office Emma Robinson
Is this a strategic exercise?	Yes
Cabinet Member with responsibility	Cllr Dr Ken Pollock
When does this exercise need to be completed?	Mid December 2017

TASK	ACTION / EVIDENCE
	<p>transport network. The Economic Objective</p> <p>The Environment Health and Wellbeing Children and Families</p> <p>To reduce the impacts of transport in Worcestershire on the local environment, by reducing transport-related emissions of carbon dioxide and other greenhouse gases, with the desired outcomes of tackling climate change and reducing the impacts of transport on public health. The Environment Objective</p> <p>Health and Wellbeing Children and Families</p> <p>To contribute towards better safety, security, health and longer life expectancy in Worcestershire, by reducing the risk of death, injury or illness arising from transport and promoting healthy modes of travel. The Health and Safety Objective</p> <p>Health and Wellbeing Children and Families</p> <p>To optimise equality of opportunity for all of Worcestershire's citizens with the desired outcome of creating a fairer society. The Equality Objective</p> <p>The Environment Health and Wellbeing Children and Families</p> <p>To enhance the quality of life for Worcestershire's residents by promoting a healthy, natural environment, conserving our historic built environment and preserving our heritage assets. The Quality of Life Objective</p> <hr/> <p>The Package has four key objectives to:</p> <ol style="list-style-type: none"> 1. Support the growth of Worcestershire's economy by tackling existing (and predicted future) congestion and journey time reliability by reducing queue lengths and delays at Pinvin Crossroads. Success measures (key headlines?) include: <ul style="list-style-type: none"> ○ Reduced queue lengths and delays at Pinvin Crossroads. ○ More reliable journey times at Pinvin Crossroads. ○ A44 better fulfils role as primary route (traffic does not re-route.

TASK	ACTION / EVIDENCE
	<ul style="list-style-type: none"> ○ Transfer of traffic from the B4084 to the A44, helping to reinforce the role of the A44 as the strategic route <p>TIMESCALE: Opening 2020</p> <p>2. Improve access from Keytec Business Park to the A44. Success measures (key headlines?) include:</p> <ul style="list-style-type: none"> ○ Provision of an alternative route into the Business Park from the A44, improves access, helping to address problems currently experienced by existing businesses ○ Alternative route and more direct access will help to ensure the Business Park is an attractive location for new businesses ○ Improved perception of Pershore as a business location <p>TIMESCALE: 2020/21</p> <p>3. Support the delivery of housing and employment growth as outlined in the SWDP, in particular the Pershore Urban Extension</p> <ul style="list-style-type: none"> ○ Help to deliver 695 homes and 9.45 ha of employment as part of the SWDP Pershore Urban Extension ○ Help to deliver the 9.45ha of employment allocated in the SWDP Pershore Urban Extension <p>TIMESCALE: 2030 – end of the SWDP plan period.</p> <p>4. Improve the environment for pedestrians and cyclists on the A4104 Station Road (north of Wyre Road junction)/Terrace Road through reduction in traffic and HGV traffic in particular</p> <ul style="list-style-type: none"> ○ Reduction in numbers of HGVs using the A4104 Terrace Road and Station Road. ○ Reduction in numbers of HGVs using B4084 High Street. ○ Increase numbers of pedestrians and cyclists as a result of SWDP Pershore Urban Extension.

TASK	ACTION / EVIDENCE
	TIMESCALE: 2020
<p>What are the constraints?</p> <p>What is open to change and what is not? This needs to be clearly set out in our material</p>	<ul style="list-style-type: none"> • To ensure member/political support • To ensure key stakeholder support • Funding <p>Expectations will need to be managed during the exercise to ensure that participants do not expect to be able to heavily influence the final package. The scheme has already been developed through a series of option stages and there are not expected to be any significant changes to the design. The aim of this exercise is primarily to give information, however, comments will be invited and so there could be some valuable local information or suggestions that come forward. The team can give a commitment to give due consideration to all comments.</p>
Have we explained our objectives to all staff involved?	Yes
Do staff have the necessary skills to carry out this exercise?	Yes.
How will our objectives to participants are to be set out?	<p>To ensure that objectives, opportunities and constraints are clear and expectations are managed. The material (including any presentations) should include:</p> <p>All relevant information to ensure that participants can make an informed comment. For example:</p> <ul style="list-style-type: none"> • Clear naming convention • An outline of each element of the scheme with graphic interpretation if possible; • Key headline messages; • Benefits; • Costs; • Timescales; • Impact on highway network

TASK	ACTION / EVIDENCE
	<ul style="list-style-type: none"> • An explanation of what can be changed and what cannot; • Constraints; • How views will be taken account by whom and by when; • A contact point; • Date responses needed by; • How feedback will be provided; • Where to find further information and future programme.
DECIDING WHO TO ENGAGE	
Who are the stakeholders?	<p>WCC Local Members (local member Cllr Liz Tucker and CMR Cllr Dr Ken Pollock) Wychavon District Council MP's Internal WCC Officers (Ecology/Comms/Planning/Highway Control etc.) Via Calc: Parish and Town Councils Local businesses and business groups particularly Keytec Business Park (Department for Transport Rail User Groups (Transport Group – Julian Palfrey) Statutory Agencies - Highways England, NE, ENV A Network Rail Train Operating Companies Bus operators Community and voluntary sector Disabled person groups Sustrans Cycling Groups Local Access Forum? Persore High School/Pinvn Middle Taxi and private hire vehicle companies and organisations General public (local face book group)</p>
How will local councillor/s be informed	Meeting
What opportunities are available to local councillors to be involved in this exercise?	To support process

TASK	ACTION / EVIDENCE
Consider now how you will deal with conflicting views from stakeholders / weight the views you receive	To be discussed
PLANNING	
Can you use existing groups and forums?	Business groups/Facebook
Was this exercise identified in your Directorate Performance Plan?	Yes
When do the results of the exercise need to be available in order to inform our decision?	December 2017
Are there any opportunities for joining up with other exercises during your timeframe	No. This process will be specific, although several projects are being brought together as a 'package'.
Resources Financial	The costs of the exercise will be £3000 maximum for engagement/comms project management and production and distribution of materials etc.
Timelines	<ul style="list-style-type: none"> • Planning Sept/Oct 17 • Pre-promotion: 16th Oct 17 • Exercise commences: w/c 31st Oct 17 • Exercise Closes 24th December 17 • Evaluation and reporting: Jan/Fen 18 • Amends to Design: March 18

TASK	ACTION / EVIDENCE	
	<ul style="list-style-type: none">Provide feedback Feb 2018	
How long before the exercise starts do you plan to publicise your exercise?	1 week	
How long will we give consultees to respond to the exercise?	6 week engagement period	
DELIVERY		
Are we using external consultants?	CH2M	
METHODS:		
Stakeholder	Method	When
WCC Officers	Email	Ongoing
WCC local members (CMR/Local Member)	Meeting	Ongoing
Wychavon District Council		Ongoing
Town Councils		TBC
Statutories	Email	Nov 17
Nigel Huddlestone MP	Email	
Network Rail/Dft	Email	
LEP		
Parish Councils	Written invitation to participate and events	Nov 2017
Businesses		
Residents		

TASK	ACTION / EVIDENCE	
Interested Groups		
Other Stakeholders	Email/Write	July
NOTE: Hard copies of posters (copies 24) and information leaflets (12 per location) to be provided to key locations (to be identified but to include Civic Centre, Town Hall and Library. Propose 150 copies		
<p>Events proposed to be booked at:</p> <p>Pershore High School – staffed (propose evening 1st/2nd Nov)</p> <p>Pershore Town Hall – staffed (propose evening 8th/9th Nov)</p> <p>Pershore Asda – staffed (Friday daytime 3rd Nov)</p> <p>Pershore Coop (Staffed Friday daytime 10th Nov)</p> <p>Exhibitions: Pershore Library/town hall – unstaffed from w/c 6th Nov)</p>		
EXCERCISE When What Materials	Pershore Infrastructure Improvements Package Sept/Dec 2017 Infrastructure proposals Website with online survey PRESS RELEASES Covering Letter/email Information leaflet Pull ups Poster Materials should include (also see above): 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	

TASK	ACTION / EVIDENCE
Who	<p>The timescales/Date responses needed by</p> <p>How feedback will be provided/Where to find further information</p> <p>Data protections statement</p> <p>All stakeholders</p>
We must include a Data Protection Act statement in our material – has this statement been included?	Yes it will be – see above
Do we need to translate your material to accessible formats?	On request
Feedback	<p>Feedback will be provided via a report of the process and findings with WCC responses to comments included if possible. The results will also be available on the Web.</p> <p>All respondents that give contact details will be entered on a date-base for future updates as the project progresses.</p>
STAGE 6 – ANALYSING THE RESULTS	
How will you analyse the data that you collect?	<p>Quantitive via Survey Monkey</p> <p>Qualitative results will be evaluated by matrix according to comment type where possible and via minutes of meeting and written responses.</p>

Experience

Worcestershire County Council has extensive strategic and technical expertise and a wealth of knowledge and experience, with a proven track record in the development and delivery of different types of major schemes and contracts. Recent examples include:

- A new Bromsgrove Railway Station;
- Southern Link Road,Worcester; and
- Hoobrook Link Road, Kidderminster.

Costs

The forecast costs to deliver the Pershore Infrastructure Improvements scheme are approximately £11.6m. This will be made up from a number of different funding sources including Worcestershire County Council, the Local Economic Partnership and Wychavon District Council.

Outline Delivery Timescales

Project Stage	Timescale
Pre-planning engagement	November – December 2017
Collation of comments and production of Engagement Report	January 2018
Outline scheme design	Spring 2018
Submission of planning application	Summer 2018
Commencement of works on site	Spring 2019
Full scheme Opening	Summer 2021
Monitoring and evaluation	Summer 2020 onwards

Further Information

You can look at the proposals in more detail and keep up with the latest updates online at: www.worcestershire.gov.uk/pershorescheme

How to Respond

If you have any comments on the proposed Pershore Infrastructure Improvements Scheme please send them by **December 24th, 2017** to:

Email: transportstrategy@worcestershire.gov.uk

Or write to: The Transport Strategy Team, Worcestershire County Council, County Hall, Pavilion El Spetchley Road, Worcester, Worcestershire, WR5 2NP



Thank you for taking the time to comment.

Any personal information provided will not be shared with any other party and will be used for internal purposes only.

What Happens Next

Unfortunately, it is not possible to respond directly to your feedback, however, all comments will be considered and published in an Engagement Report.

This report will be published on the Worcestershire County Council website during early 2018.

www.worcestershire.gov.uk/pershorescheme

Frequently Asked Questions

Will any of the existing planting be lost?

Yes, a number of trees will require removal in certain locations, however they will be replaced in accordance with landscaping / ecological proposals in the planning submission.

When are you going to start construction?

Works could commence in Spring 2019.

How much is this going to cost?

The approximate cost is £11.6m and will be funded from a number of sources, for example, Worcestershire County Council, Worcestershire Economic Partnership and Wychavon District Council.

How long is it going to take to construct?

We anticipate construction could take approximately 2 years however this has yet to be determined. It may be possible for the improvement works to be phased and this may alter the overall time for completion of the works.

Where are you going to store construction material/vehicles?

The site compound will be at various locations determined by the contractor and any necessary land owner permissions.. The contractor is to be appointed.

Will I have lots of construction vehicles passing my house?

Construction traffic will be limited to what is needed for each element of the scheme and construction vehicles will not be allowed to use local residential areas.

How will commuters be affected during construction?

There will be times when disruption will be unavoidable. Worcestershire County Council will work closely with Contractors to minimise disruption by:

- Undertaking as much of the work offline as possible;
- Using lane closures rather than traffic signals to protect workforce and road users;
- Limiting the use of traffic signals to off peak times;
- Using night time closures (these will be publicised) to undertake certain aspects of the works (resurfacing etc.);
- Where any footways are being realigned, temporary diversions will be provided. The public footpath along the railway will be closed during the works.

Wyre Road/Station Road Junction:

Why are you not building a roundabout?

Worcestershire County Council has concluded that a standard roundabout to replace temporary traffic lights next to a new housing estate in Pershore is not a feasible option. A standard sized roundabout is unsuitable as it would require land outside of the Council's control to make it possible and would be significantly more expensive to implement.

Traffic lights are more manageable and it is easier to control traffic flow, enabling priority towards strategic routes. The scheme will upgrade the three way junction being provided by developers and will encourage the moment of vehicles along Wyre Road and the new link road. A signalised junction is also better for pedestrian and cyclist movements across the junction than a roundabout.

Appendix B - PUBLIC ENGAGEMENT



Proposed Pershore Infrastructure Improvements Scheme November 2017



Find out more online: www.worcestershire.gov.uk/pershorescheme





Background

There are a number of transport issues in this part of Pershore which are causing poor journey time reliability and congestion. The A44 is not performing to its intended capacity and knock on effects have further impacts on the road network as a whole. For example:

- Increasing congestion along Station Road and use of Station Road by heavy goods vehicles accessing Keytec Business Park;
- The B4084 remains busy as people are choosing to drive through Pershore to avoid delays at Pinvin.

The Keytec Business Park is recognised as an important concentration of higher value and higher skilled jobs. Existing access routes are indirect and not suited to carrying heavy vehicles and all are envisaged to be at or close to capacity by 2030. If this employment location is to reach its full potential, improved access is critical.

The South Worcestershire Development Plan (SWDP) recognises that high levels of development need to be supported by improvements to the road network as traffic flows will increase.

The Proposal

To tackle these issues, a number of works are being proposed that will seek to upgrade the links between Pershore town centre and the A44. This comprises of three key scheme elements:

- The construction of a Northern Link Road. This will provide a direct link between the existing A44/B4083 roundabout (north of the Worcester to Oxford railway line) and the B4083 roundabout (south of the railway line). The Link Road will provide a direct connection between the Keytec Business Park and the A44;
- Enhancement to the A44 Pinvin Crossroads. The scheme design will complement the delivery of the Northern Link Road by prioritising the A44 link and thus reducing the green signal time on Terrace Road to enable a smoother through flow of traffic. This will reinforce the Northern Link Road as the main north-south route between Pershore and the A44;
- Improvements to signalisation of A4104 Station Road and B4083 Wyre Road junction. The scheme will complement the delivery of the Northern Link Road by prioritising the Station Road (south) to Wyre Road movement of traffic. This will also reinforce the Northern Link Road as the main north south route between Pershore and the A44.

The schemes can be seen on the map opposite.

Public Exhibitions Will be Taking Place as Follows:

You are invited to come and meet Worcestershire County Council Officers to find out more about the scheme and discuss any concerns you may have.

Staffed Exhibitions:

Venue: Pershore High School, Station Road, Pershore

Date: Thursday, 9th November, 2017

Time: 5pm until 7pm

Venue: Co-op, Racecourse Rd, Pershore

Date: Friday, 10th November, 2017

Time: 3pm until 5pm

Venue: Pershore Town Hall, Pershore High Street

Date: Thursday, 16th November, 2017

Time: 4:30pm until 6:30pm

Venue: Pershore Town Hall, Pershore High Street

Date: Monday, 13th November, 2017

Time: 10am to midday

Unstaffed Exhibition:

Venue: Pershore Library, Church Street, Pershore

Date: Throughout November and December 2017



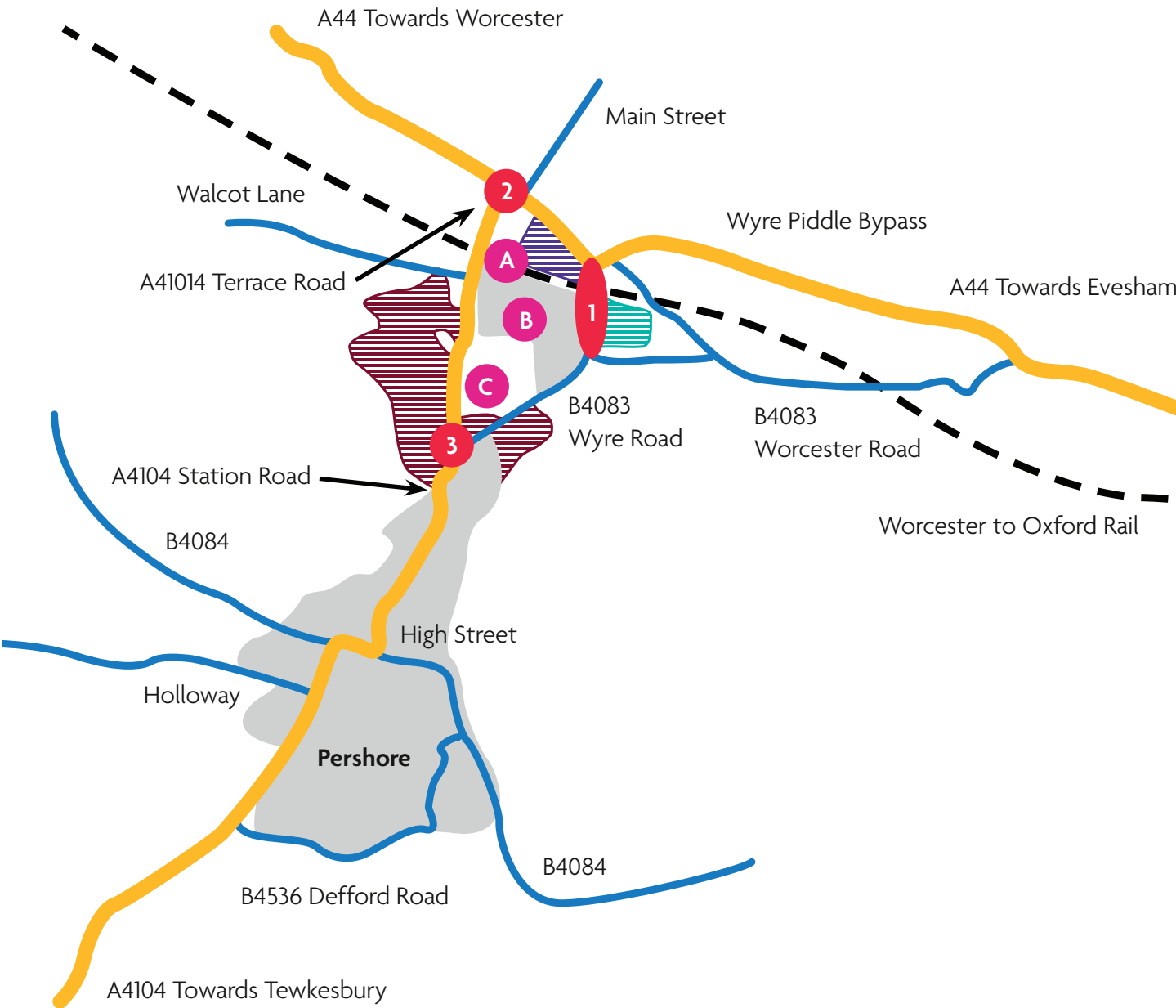
Key:

Major scheme bid components:

- 1 Northern Link Road
- 2 Pinvin Junction Enhancement
- 3 Station Road / Wyre Road Junction
- A Pershore Railway Station
- B Keytec Business Park
- C Pershore High School

Key relevant SWDP development sites:

- Pershore Urban Extension (housing) SWDP 47/1
- Pershore Urban Extension (employment) SWDP 47/2
- Pershore Urban Extension (Interbrook) SWDP 3



Meeting Strategic Objectives

The Local Transport Plan 4 (LTP4) sets out the transport policies and strategies for Worcestershire until 2030 and shows how investment in transport infrastructure, information and services will help to achieve the overall vision of the 2017-2022 Corporate Plan. The Worcestershire LTP4 identifies a series of objectives and these are listed in the table below showing how these works will help to contribute towards achieving these.

Local Transport Plan Objective	Contribution of the Pershore Infrastructure Improvements Package
The Economic Objective: To support Worcestershire's economic competitiveness and growth through the delivery of a reliable and efficient transport network	The enhancements will help to deliver more reliable journey times and reduced delay. The scheme will deliver infrastructure which will help to support housing and employment growth.
The Environment Objective: To reduce the impacts of transport in Worcestershire on the local environment, by reducing transport-related emissions of carbon dioxide and other greenhouse gases, with the desired outcomes of tackling climate change and reducing the impacts of transport on public health.	The Northern Link Road element will help to enhance the environment along Terrace Road and Station Road and on the B4084 High Street by reducing overall traffic flows, and in particular reducing the number of HGVs.
The Health and Safety Objective: To contribute towards better safety, security, health and longer life-expectancy in Worcestershire, by reducing the risk of death, injury or illness arising from transport and promoting healthy modes of travel.	The scheme will help to make walking and cycling on Terrace Road and Station Road, and also on the B4084 High Street more pleasant and safer. There will also be a benefit of improved safety outside the high school due to lower traffic flows.
The Equality Objective: To optimise equality of opportunity for all of Worcestershire's citizens with the desired outcome of creating a fairer society.	The scheme will help ensure that all Worcestershire's citizens have access to an enhanced road network.
The Quality of Life Objective: To enhance the quality of life for Worcestershire's residents by promoting a healthy, natural environment, conserving our historic built environment and preserving our heritage assets.	The Northern Link Road element will help to enhance the environment along Terrace Road and Station Road and on the B4084 High Street by reducing overall traffic flows. This should enhance the quality of life for local residents by improving their surroundings.

