Evesham Transport Strategy
Improvements Update: Summer 2019

Improvements delivered	Comment
High Street/ Worcester Road junction: extend the double yellow lines further into Worcester Road in order to prevent parked cars from causing 'exit blocking'.	Delivered
Pedestrian crossing on High Street (near to Lawrance's Bakery); extend the time given to traffic before the signals can revert to the pedestrian phase that enables pedestrians to cross.	Delivered: A trial is currently underway. The timings have been changed and video cameras have been installed. The cameras will enable the timing-change's effect on the use of the crossing to be monitored, ensuring that safety is properly managed.
Pedestrian crossings on Vine Street (near to St Lawrence's Church); extend the time given to traffic before the signals can revert to the pedestrian phase that enables pedestrians to cross.	Delivered: A trial is currently underway. The timings have been changed and video cameras have been installed. The cameras will enable the timing-change's effect on the use of the crossing to be monitored, ensuring that safety is properly managed.
Cars parking on the Pershore Road arm of the Abbey Road/ Cheltenham Rd junction affecting the efficiency of the left-turn/ right-turn queuing.	The existing double yellow lines have been repainted. The legal process that will allow the parking restriction to be extended further from the junction is underway.
Cheltenham Road/ Davies Road junction: add pedestrian detection to the Davies Road arm.	Delivered. The detection (which was already in place on the Cheltenham Road arms of the junction) senses when pedestrians have cleared the crossing, allowing the signals to change safely and efficiently.
Improvements under development	**Comment**
Repaint 'arrows' on the carriageway surface at Abbey Road/ Cheltenham Road junction.	This is being considered.
High Street/ Worcester Road junction: increase the length of the two-lane approach to the junction on the Worcester Road arm.	Has the prohibition of parking in the vicinity of the junction created enough space on the carriageway to extend the length of the two-lane approach? This is being assessed.

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Improvements under development (continued)	Comment
Updating of traffic signal control software. MOVA (Microprocessor Optimised Vehicle Actuation) validation process.	A review has been commissioned that will assess whether software updates might deliver improved traffic management on Evesham's key north-south corridor of High Street-Vine Street-Abbey Road-Cheltenham Road.
Paint new box junctions on High Street.	Consultation with the police has finished; works to be implemented.
Create new pedestrian crossing facility towards the northern end of High Street.	This facility has been requested locally. With side roads, private vehicle-accesses, footway trees and on-street parking there isn't currently the space to fit a new crossing. The forthcoming Evesham Parking Strategy might recommend changes to the on-street parking at this location, in which case a new crossing might become feasible: to be reviewed once the Parking Strategy has been published.
Abbey Road/ Cheltenham Rd junction; extend parking restriction (yellow line) on the Pershore Road arm of the junction to improve the efficiency of the left-turn/ right-turn queuing.	The legal process to enable this work (the Traffic Regulation Order process) is underway.
Evesham Parking Strategy	A Consultants' Brief for the commission to develop a parking strategy for Evesham is being written. The parking strategy will look at how access to the town can be enhanced for all. Parking has an intrinsic role to play in the vitality of the town and in ensuring that access is open to all. As well as looking at how both of these facets of the town can be enhanced, the strategy will also look at the role parking has to play in the town's congestion.
20 MPH Limit in the town centre	This local suggestion could be feasible, but a need for such has not been established. Guidance on the implementation of such schemes requires all other interventions to be either implemented or ruled-out before the lowering of a speed limit is contemplated. Accordingly this proposal will be reviewed once the transport strategy has reached such a stage.

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Proposals under development: being tested in the Evesham Traffic Model	Comment
Worst case	In order to 'bench mark' the proposals that are being tested, a worst case scenario is being tested.
Abbey Road/ Cheltenham Rd: add extra width on Pershore Road arm to enable Pershore /Waterside arms' 'ahead only' and 'right only' movements to run concurrently.	The current set-up for the traffic signals achieves the greatest traffic-flow capacity possible within the existing road space. The proposed reconfiguration will be tested in the traffic model, but it is worth noting that building the proposed scheme would likely be costly and/or disruptive, so the benefits will likely need to be high for it to represent value for money.
Swan Lane/ High Street/ Avon Street junction. Proposal to make Avon Street one-way (away from High Street)	Currently, the Swan Lane/ High Street/ Avon Street traffic signals allocate priority separately to: High Street; Avon Street; Swan Lane, and; pedestrians. Converting the stretch of Avon Street between High Street and Brick Kiln Street to one-way (away from High Street) would mean that Avon Street could be removed from the allocation, speeding-up the 'cycle time' of the traffic signals and thus increasing traffic-flow capacity. The effect of this on the wider network will be tested in the traffic model.
Elm Road/ Broadway Road/ Port Street junction. Replace roundabout with traffic signals (as a means to alleviate air quality issues on Port Street).	There is an air quality issue associated with traffic queuing on the Port Street arm of the Bridge Street/ Waterside junction. This proposal would seek to alleviate that issue by effectively moving that queuing further out from the town centre to where the roads are much wider (and thus where the impact on air quality is greatly dissipated) and to two roads rather than a single road (again, dissipating the air quality impact). 'Platooning' town centre-bound traffic in this way might have a beneficial effect on congestion, but this proposal primarily seeks to address an air quality issue.
Port Street/ Waterside/ Bridge St. Upgrade control to MOVA.	Test to establish what improvement might be derived from upgrading the technology that controls the signals at this junction.

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Proposals under development: being tested in the Evesham Traffic Model (continued)	**Comment**
Testing in the Evesham Traffic Model the combined effect of: Replacing the roundabout at Elm Road/ Broadway Road/ Port Street junction with traffic signals, and Upgrading the traffic signal control equipment at Port Street/ Waterside/ Bridge Street junction. .	Should these two proposals both individually 'pass' the model-testing, testing their combined effect will be most informative.
Walking and cycling network.	Traffic surveys have shown that a significant proportion of car-borne trips in Evesham are pretty short: this test looks at the effect of 'converting' some of these trips to walking or cycling journeys. With some developer contribution funding already in place, work is underway to draw-up some new walking and cycling links.
Cheltenham Road/ Davies Road. Add pedestrian detection to two arms of the junction and upgrade control to MOVA.	As with the Port Street/ Waterside proposal, this test seeks to establish what improvement might be derived from upgrading the technology that controls the signals at this junction.
A46 improvements	**Comment**
Improved capacity of the junctions of the A46 around the outskirts of Evesham.	Worcestershire County Council is working with Highways England (the organisation responsible for the operation of the trunk road) on bidding for funding and on developing designs for the improvements.
Improvement of the A46.	Worcestershire County Council is supporting Midlands Connect's major corridor study of the A46. This study is looking at how the road needs to be improved to bring its capacity and performance up to the level expected of it. Assessment of the stretch of A46 around Evesham is one of the study's priorities, but whatever the study concludes it is important to note that delivering any significant change to such an important strategic road will be a lengthy and costly process. Information on Midlands Connect can be found on the web page: https://www.midlandsconnect.uk/ and information on the A46 corridor study can be found here.