

Comments and responses

133 separate emails were received containing approximately 246 comments. The comments have been summarised in the table below, together with a considered response from Worcestershire County Council (WCC). Please note that the comments have been abbreviated, summarised and grouped for reporting purposes.

General Comments	Response
Sustainable Transport Comments	
The proposals need to be focused more on opportunities to improve infrastructure for and encourage walking and cycling (behaviour change).	The proposals presented include a comprehensive package of infrastructure measures to improve opportunities to walk and cycle. Your comments are recognised, and the Project Team will continue to explore additional opportunities to improve local conditions to support local participation in walking and cycling, as this scheme is developed further.
Consider more investment in passenger transport.	Noted - As part of the further scheme development WCC is undertaking a review of existing passenger transport facilities within the A38 BREP corridor and will use this to explore potential options to improve operating conditions for buses as part of the scheme.
Current Situation Comments	
Cars regularly go through RED lights whilst pedestrians are waiting.	This is noted. If these issues are experienced, it is important that these are reported to the Police.
Cars frequently mount the pavement when panicked by the lane merge	The comment is noted. The proposed junction redesigns should provide additional queueing capacity and a more regulated environment for all, reducing user stress and the incidence of pavements being mounted by vehicles.
Phase 1 /Motorway Comments	
The phase one improvements cannot be seen on a map on the WCC website.	The phase 1 junction improvements are being delivered separately outside the scope of the current BREP proposals. Information on these schemes was provided at the events for wider context.
Phase 1 improvements at Barley Mow Lane were a waste of money.	A full business case has been produced by WCC for the Phase One improvements, which evidences that these proposed schemes offer high value for money. Without this evidence, funding could not have been secured to pursue this scheme.
No consultation on Phase 1 works.	Local residents living in close proximity to the work were contacted by letter and visited in June 2019 to provide details of the planned works, with updates provided at periodic intervals.
Work to improve the Motorway junctions at either end of this stretch of the A38 will lead to higher traffic density impacting on A38.	As a planned major scheme, the proposals have been extensively assessed, the results of which suggest that there will be a net improvement to traffic flows on this section.

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Environmental Comments	
What consideration has been given to road safety, air, noise and light pollution?	The potential impacts of this scheme (including all environmental impacts) will be fully reviewed and assessed in line with Government guidance. The results of this will be published in due course. As you would expect, the scheme will be carefully designed to provide a safe environment with all users, with air, noise and light pollution impacts minimised and mitigated wherever possible.
How can residents make a claim for property devaluation?	You may be able to make a speculative claim under Part1 of the Land Compensation Act if you are the homeowner and you can demonstrate that the value of your property has reduced as the direct result of the scheme e.g. due to noise. Should you think this might apply, we would suggest that you consider seeking professional legal advice.
The rainwater coming from the A38 will flood adjoining roads.	Current drainage issues on the A38 have been taken into account and will be addressed in the design of this scheme as part of a comprehensive drainage assessment.
Concerns over further development growth.	Noted. This scheme considers the potential demand associated with all currently approved development within local plans. The scheme also includes proposals for investment in active travel (walking and cycling) routes to provide genuine alternative to (single occupancy) car use for local people for shorter distance journeys.
Comments on Speeding/Parking	
Alcester Road – concerns about speeding, parking and additional traffic.	Following the public engagement exercise WCC is reviewing the potential scheme impacts on Alcester Road, to assess whether further interventions are required.
Implement measures to reduce speeding on A38.	The A38 BREP package of improvements will meet all appropriate design guidance, with user safety an essential focus.
Comments on Additional /Alternative Solutions	
Link up the traffic lights on A38.	As part of the A38 BREP package of improvements, WCC will invest in the latest traffic signal technology to assist in the smooth flow of traffic along and across the A38 corridor.
Encourage access via a widened Old Burcot Lane.	Further assessment has identified that improvement of Old Burcot Lane would have significant environmental impacts, so cannot be pursued.
Consider A38 between Hazelton Road and School Lane.	The section of the A38 between Hazelton Road and School Lane has the following schemes included as part of the wider A38 proposals: <ul style="list-style-type: none"> • Barley Mow Lane (delivered via Package 1); • M42 J1 improvement; and • M42 J1 to Birmingham Road (scheme F).

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Consider reforming old A38, where the Birmingham Road intersects Stourbridge Road.	This location is not part of the A38 BREP corridor proposals but is being considered separately by WCC.
Junction improvements should be considered for Market Street / Stourbridge Road / The Strand / Birmingham Road?	This location is outside the A38 BREP area. Any potential future improvements at this junction would be considered through other WCC projects.
Birmingham Road in Norton could be improved so residents can turn right from the top.	This has been considered as part of the scheme development. The introduction of a right turn out of Birmingham Road would have a significantly detrimental impact on the mainline A38 traffic and would significantly impact on the level of congestion and journey reliability in the area. It was therefore not taken forward.
Extend the length of the slip road from the M42 roundabout at J1?	The M42 is in the responsibility of Highways England and cannot be included within this scheme. This comment will be passed to Highways England for their consideration.
Overarching Concerns and Comments on A38 BREP Proposals	
£42m will have very little impact on congestion/scheme is a waste of money.	The A38 BREP proposals are being subjected to extensive business case assessment, which proves that these schemes will deliver an improvement to congestion experienced in the local area, whilst offering high value for money.
If the M5 or M42 have to close the A38 becomes gridlocked - what could be done to ease the flow of traffic in these situations?	The A38 BREP proposals will increase the capacity for all modes of transport along the A38 corridor. The M5 and M42 are very high capacity arterial routes, whereas the A38 is, in essence a local road, so it is recognised that it will not be possible to provide enough capacity on this route to fully cope with events such as closure of the M5 or M42. WCC continues to work with Highways England to mitigate the impacts of motorway closures through sensitive network management wherever possible.
Clarify what happens to the road between the different map sections.	The maps provided set out where infrastructure improvements are proposed. Areas which have not been mapped will not be subject to improvement as part of these proposals.
What are the provisions for visually impaired people (e.g. crossing to Asda and the bus station)?	All crossings within the A38 BREP proposals will be upgraded to comply with the latest design guidance, which includes specific adaptations to support use by visually impaired persons.
Procurement and Delivery Comments	
What the procurement routes are, particularly design/ professional services stages?	WCC has a number of routes available to procure the various services that are required to deliver the A38 BREP scheme. The final procurement methodology is yet to be agreed.
What are the plans to reduce the impact of works during delivery?	WCC will work with contractors to minimise the impacts of the construction phase on local residents and infrastructure users. The implementation of the proposed infrastructure works is likely to be phased over several years.

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SCHEME 4	
Waste of money, no one will use the crossing.	The route sits on the existing pedestrian desire line across the A448 between Fordhouse Road and Blackwood Road. This forms an important route serving not only residents but also the Heart of Worcestershire College, Police Station, health club and Artrix area. With additional planned corridor improvements, this crossing will provide a direct, attractive route for pedestrians and cyclists to access these facilities locally, without needing to use a car.
Consider a 'sleeping policeman' on Stratford Road.	As an A-Class road (A448) Stratford Road is part of the main public highway network. Traffic calming of this type is not considered as appropriate for this standard of road, which is also used by ambulances, buses, and police vehicles.
Many people cross the road here, this will improve the walking infrastructure.	Your comment in support of this scheme is noted.
There is an issue with cars using the slip road as a cut through.	Noted. This issue has been addressed recently as it was a known safety issue.
SCHEME E	
Signalisation welcomed.	Your comment in support of this scheme is noted.
Pedestrian crossings welcome.	Your comment in support of this scheme is noted.
Ensure road markings are correct as they are NOT currently safe. The lane markings are wrong.	Noted. The road markings will be redesigned in line with the principles set out in relevant guidance and will be independently audited to ensure high standards of public safety.
The pedestrian crossing on the Stratford road by Fordhouse Road is dangerous, there are 2 junctions leading onto Stratford Road.	The exit to the service road closest to the A38 / A448 has recently been closed. This prevents anyone using this section of service road to bypass the A448 at the location of the proposed crossing. This will limit the complexity of vehicular movements in the area and ensure user safety is preserved and enhanced.
Pedestrian crossings will cause more tailbacks.	It is important to promote not only the movement of motor vehicles within the corridor but also to encourage active travel (walking and cycling), as the more people that make local trips by modes other than the car will act to reduce congestion and air quality concerns, whilst supporting improved public health. The A38 currently acts as a barrier to such travel, leaving local people with no alternative but to drive, even for short trips which is a net cause of local congestion. This scheme aims to address these issues. Formal pedestrian crossing points form an important part of this strategy and the occasional delay for motor vehicles as pedestrians / cyclist use such facilities is considered acceptable in this context., and fully compliant with the latest Government guidance.
Ensure Golf Club Access is maintained during construction.	Noted, WCC will maintain access to the golf club at all times during construction.
Golf Club happy to share Transport Assessment.	Noted, many thanks indeed.

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A38 north needs to have 3 lanes into the island as proposed on the other side and for the road from Redditch.	The traffic modelling work undertaken indicates that two lanes are sufficient for the level of vehicular traffic demand at this location.
Why cannot it simply be two lanes of traffic along the whole length thus increasing the flow of traffic.	Unfortunately, there simply is not enough space to provide a dual carriageway road along this section of route without expensive demolition of properties, which cannot be justified. The business case development work suggests that the currently proposed A38 BREP package will deliver the most efficient operation of this busy transport corridor.
Sufficient opportunity should be given to vehicles entering the junction from the Stratford Road arm.	Noted. Signalisation of the junction will provide increased gaps to enable drivers to access the Slideslow Roundabout more reliably and safely.
Consider two lanes eastbound from Bromsgrove Town Centre.	The scheme developed is considered to provide the best value for money for the A38 corridor. Dualling of the A38 in both directions would make the existing severance issues on the A38 worse and incur significant environmental impacts and would require the purchase several existing properties and businesses along the corridor, which cannot be justified.
Welcome the re-alignment of the road markings on Stratford Road meaning you are no longer expected to be in the left-hand lane to go to the Oakalls.	Noted. The road markings will be designed in line with the principles set out in relevant guidance and be independently audited to ensure optimal user safety.
Off road cycle route through roundabout .	Noted. Bromsgrove's active travel network is expanding rapidly. Crossing opportunities for cyclists will be considered at the Slideslow Roundabout for this scheme.
SCHEME F	
Do not support Scheme F	
Difficulty in traffic being able to cross two lanes.	Noted. A full safety assessment of the scheme will be completed as part of the development process.
The proposals are car orientated. No incentive for people to walk.	Noted. The existing footways within the corridor do not meet with current design standards. As part of the proposals the footways would be widened to a 2-metre width, upgrading facilities for pedestrians.
Impact on Alcester Road should be considered.	A complementary scheme is being considered for Alcester Road.
School Lane closure will mean travelling up A38 to J1 M42 roundabout, where traffic already backs up. It is a huge inconvenience.	The diversion around the M42 J1 is an increase of approximately 0.5 miles. It is recognised that for certain journeys this will add to journey times. This is offset by the reduced congestion and journey times for the majority of trips within the area. However, should Scheme F be taken forward, taking into account the feedback provided, a left only turn out of School Lane is preferred (as opposed to full closure). However, the team is also considering other possible configurations.

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Congestion on Old Burcot Lane.	The potential impacts of the scheme on Old Burcot Lane will continue to be assessed as the scheme develops.
Ambulances will face increased difficulty in turning right (e.g. from Barnsley Hall).	WCC is working closely with the West Midlands Ambulance Service to ensure ambulances benefit from priority access/use of the local highway network.
Two lanes southbound is dangerous.	A detailed safety assessment (GG104) has been undertaken of scheme F. This assessment recognises in overall terms that the scheme provides a net overall benefit in the context of improved user safety.
Widening the road brings it too close to houses (noise/pollution etc).	Noise and air quality modelling are currently being progressed to assess the likely impacts on local properties. This will feed into the business case development and options will be considered, where appropriate, to pursue measures to mitigate any undesirable impacts.
Impact on emergency services and bus services.	Discussions will be held with both emergency services and bus companies to ensure the scheme does not detrimentally impact on their operation.
Impact on property value.	You may be able to make a speculative claim under Part1 of the Land Compensation Act if you are the homeowner and you can demonstrate that the value of your property has reduced as the direct result of the scheme e.g. due to noise. Should you think this might apply, we would suggest that you consider seeking professional legal advice.
This won't reduce congestion.	The analysis undertaken to date shows that these alterations will help to reduce congestion and improve journey times, by providing additional capacity and providing genuine alternatives for short distance journeys for local people on foot or by bicycle.
Safety concerns near the school if School Lane is closed (vehicle manoeuvres).	Following public engagement, a scheme for Alcester Road between School Lane and the M42 will be developed seeking to address any issues that may arise from the impact of scheme F upon the area.
Extra lane will encourage speeding.	The BREP package of improvements will be designed in line with the appropriate design guidance, with user safety a very high priority.
Access on to the A38 from residential properties.	Access to the A38 will remain as it is today, such that all vehicles can still access the A38 from residential properties. A detailed safety assessment will be undertaken of all the proposals to ensure that the overall scheme will have a positive benefit in terms of safety.
Comments on Additional /Alternative Solutions for Scheme F	
If School Lane must be closed, then a relief road will be needed to link Alcester Rd with A38.	Should Scheme F be taken forward, considering the feedback provided, a left only turn out of School Lane is preferred (as opposed to full closure). However, it is

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	considered that the route via M42 J1 provides a realistic alternative for many of the trips currently using School Lane.
Improvements required to Old Burcot Lane.	The potential impacts of the scheme on Old Burcot Lane will continue to be assessed as the scheme develops.
A38 should be dualled both ways.	The scheme developed is considered to provide the best value for money for the A38 corridor. Dualling of the A38 would make the existing severance issues on the A38 worse and incur significant environmental impacts and require the purchase several existing properties and businesses along the corridor, which cannot be justified
Support Scheme F	
Leaving the left-hand lane of School Lane open would ease traffic (e.g. from Spadesbourne).	Noted. Should Scheme F be taken forward a left only turn out of School Lane is preferred (as opposed to full closure).
Especially support the two-lane Southbound.	Support for the two lanes southbound are noted.
Support the complete closure of School Lane.	Support noted. However, should Scheme F be taken forward, taking into account the feedback provided, a left only turn out of School Lane is preferred (as opposed to full closure).
Excellent proposal but sufficient drainage and lighting required.	Comment noted
SCHEME 2	
The improvement to the footpath is an excellent proposal and is urgently required. Will the proposed area of widening of the existing footway be lit?	Comment noted, thank you for your support. Yes, the footway will be lit.
SCHEME 3	
Do not support Scheme 3	
Where is the demand? There is more need at Charford lights.	It is not considered that Charford Road is an appropriate alternative route to this location. Due to safety issues an improvement would still be required at this location irrespective of the requirement at Charford Road Junction. The enhanced pedestrian provision as part of the Charford Road improvement is considered the most appropriate at this location given the number of desire lines at the junction.
Concerns about the impact on and loss of trees and grassed area where the footbridge is planned.	The final design of the bridge and approach will be subject to detailed design and require planning consent. The impacts on the surrounding area will be considered in detail at this stage. WCC will seek to minimise its impacts on surrounding houses and the environment.
The optimum route between Bromsgrove Station and Bromsgrove Town is not via Old Station Road.	The walking and cycling plans for Bromsgrove (National Productivity Investment Fund www.worcestershire.gov.uk/NPIF) identifies this route as the preferred link

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	between the town centre and station. The route avoids the busy New Road. New Road is also an important bus route, so separating cycles (and pedestrians) from this route will contribute towards more reliable journey times and enhanced user safety.
The northerly stretch of Old Station Road is unsuitable as a cycle route.	The northern section of Old Station Road forms part of the southern railway cycle / pedestrian station link recently developed by WCC and does not form part of this scheme.
For households adjacent the bridge the structure will be an eyesore, no amount of landscaping will disguise it and loss of privacy.	The final design of the bridge and approaches will be subject to detailed design and require planning consent. The impacts on the surrounding area will be considered in detail at this stage. WCC will seek to minimise its impacts on surrounding dwellings and the environment.
There are sufficient gaps in the traffic flow to cross safely, therefore it is perceived that a bridge is not needed in this location.	Crossing points of roads should be designed for all users. It is considered that some able-bodied pedestrians / cyclists may consider the existing facility adequate, the current layout however would be unsuitable for vulnerable users and creates severance between the communities on either side of the A38.
Charford Road would be a better location.	It is not considered that a route through Charford Road is an appropriate alternative route to this location. Due to safety issues an improvement would still be required at this location irrespective of the requirement at Charford Road Junction. The enhanced pedestrian provision as part of the Charford Road improvement is considered the most appropriate at this location given the number of desire lines at the junction.
Support Scheme 3	
A new bridge will be a great help to many pedestrians / cyclists who currently cross a very fast and dangerous road with 4 lanes of traffic.	Comment of support noted.
It is important to have a safe crossing point across the A38 along a pedestrian route from Bromsgrove Station to Bromsgrove town centre.	Comment of support noted.
The existing crossing of the A38 is dangerous.	Comment of support noted.
A new bridge could open up the possibility of Bromsgrove School taking over the old Warwick Hall/St George's and renovate it.	Comment of support noted.
Deeply puzzled as to why anyone should wish to oppose what is clearly a benefit to the community - especially older folk and mothers with young children / pushchairs.	Comment of support noted.

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There have been fatal accidents at the current crossing point.	Comment of support noted.
A bridge midway along this stretch of road would be far more useful than a bridge at the KFC junction.	Comment of support noted.
SCHEME D	
Planned improvements are excellent.	Comment of support noted.
Would a filter lane for traffic turning left be better than a central reservation?	The central reservation is provided to shelter the right turn lane into the western New Road arm.
Can't see any advantage to this scheme - consider a pavement between Stratford Road and New Road.	The scheme provides additional junction capacity, by providing additional traffic lanes. The footway from north to south is provided on the quieter adjacent route via Fordhouse Road in this location.
Concern about loss of trees and narrowing of gap between road and properties.	Comment noted. As part of the proposals an environmental assessment of the scheme will be undertaken. This will assess the impacts and should mitigation changes in scheme design be required these will be incorporated within the scheme.
SCHEME B1	
Support enhanced path particularly improvements for cyclists.	Comment of support noted.
Concerns about speeding between roundabouts.	There is no identified safety issue with traffic between the two roundabouts. It is not considered that the scheme proposals will make this situation worse than existing. The scheme will be subject to a full road safety assessment.
Will pavements be 2.6 metres wide?	Footway and cycleway provisions will meet the requirements of the relevant design guidance.
Concern about loss of trees, noise/air pollution.	As part of the proposals an environmental assessment of the scheme will be undertaken. This will assess the impacts in terms of all these elements and should mitigation changes in scheme design be required these will be incorporated within the scheme.
Could improvements to the junctions of Sherwood Road (widening?) and Stoke Road, along with the junction on Sherwood Road by the Morrison's Petrol garage be included?	Improvements in the form of improved pedestrian/cyclist measures are provided as part of the scheme in the vicinity of these locations.
Widening will bring road closer to properties.	As part of the proposals an environmental assessment of the scheme will be undertaken to clarify the likely potential impacts on adjacent properties. This will assess the impacts, should mitigation changes in scheme design be required these will be incorporated within the scheme.
Concerns about ground level, proposed retaining structure and replanting.	Details of the impacts of the retaining structure will be developed in the next stage of business case development. The impact of this and the potential loss of vegetation etc. will be assessed and kept as far as possible to a minimum.

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Was consideration given to dualling from Morrisons roundabout to Birmingham Road?	Dualling of the A38 would make the existing severance issues on the A38 significantly worse and would also incur significant environmental impacts and require the purchase of several existing properties and businesses within the corridor.
Support Toucan crossing on Sherwood Road.	Comment of support noted.
SCHEME C	
Has relocating bridge to Charford Road been considered?	Noted. Unfortunately, conditions at Charford Road are unsuitable for the provision of a bridge. In recognition of this, Enhanced crossing facilities and infrastructure are proposed to be provided for pedestrians and cyclists at this junction.
Support widening of turn from Charford Rd.	Comment of support noted.
Support new crossing.	Comment of support noted.
Concern that Charford Rd crossing would reduce parking capacity.	The Charford Road scheme does not currently propose to remove any parking along the road.
SCHEME G	
Golden Cross lights proposal will have no effect, it will only make it more difficult for residents to exit their properties.	Traffic modelling has indicated that there will be significant benefits associated with the design proposals in terms of increase in capacity. The scheme will go through a detailed safety assessment to ensure that all aspects of safety are considered.
Disagree with two lanes into one, it will only encourage bad drivers to speed to overtake to merge.	Noted. Merging of traffic flows after junctions is a widely used and standard design approach, there are no identified safety issues with using this design method.
SCHEME A	
Northbound on the A38 from the Hanbury turn, the footpath is very narrow. Can this be improved as part of Scheme A proposals.	This has been considered; however, the pedestrian flows are very low in this location, and widening cannot be pursued without procuring additional land (at significant expense). This suggestion will be considered for inclusion in future proposed investments in walking and cycling for Bromsgrove.
SCHEME 5	
Support improvements to bridge.	Comment of support noted
Increased traffic on Fordhouse Road needs to be considered.	It is expected that there will be a gradual increase in active travel (walking and cycling) along Fordhouse Lane as part of the proposals. It is considered that Fordhouse Lane is a suitable route to accommodate this increased demand. That said, it is not anticipated that the proposals will lead to any increase in vehicular traffic.
Why do we need a new bridge, the existing one is fine (waste of money)?	The existing footbridge does not conform to modern safety standards. It is also not wide enough to form part of a safe, attractive cycle route. The new bridge will promote accessibility and conform to modern accessibility design standards.

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Western By-pass	
Support for a Western Bypass.	There have been calls for a "western" bypass of Bromsgrove and this led to a technical study being undertaken to assess where such a route might be accommodated, and an approximation of cost. The study, which pre-dated the BREP development work, indicated that the costs would be very high, and this is before any detailed environmental assessment has been undertaken, which would increase costs yet further. From the work undertaken to date, improvements to the existing network, including the proposed enhancements to the A38 and significant investment in walking and cycling infrastructure to provide residents with genuine alternatives to driving, will see existing traffic conditions improve. Based on the current local plan, local policy and transport evidence it can be shown that a western bypass is not currently required. Future housing and employment growth be identified in the review of the Bromsgrove Local Plan. The transport implications and potential mitigation of that growth will be reconsidered at that time as part of the review.
More Info Required - Data/Stats/Modelling	
Camera on Stratford Road faces downhill and does not correctly record counts.	It is not clear which camera is being referenced in this case. This route has been subject to significant levels of assessment, so if this camera was ineffective, other surveys will identify this and alternative data will be used instead.
Have models been used to form proposals?	Yes, a suite of transport models has been developed to inform the scheme development, scheme impacts and capacity assessments.
No data/analysis/evidence available to show how proposals have been reached.	Information on the preliminary proposals are included within the Strategic Outline Business Case. Work remains ongoing to refine and evolve assessments and further details will be published at the next stage of business case development work.
Concerns with the Engagement Process	
Can the modelling/footfall/demand/impact on journey times and capacity be published with the Summary Report as it allows residents and users of the road a chance to better understand?	Information on the preliminary proposals are included within the Strategic Outline Business Case. Work remains ongoing to refine and evolve assessments and further details will be published at the next stage of business case development work
The information sessions were the only opportunity to engage on the plans and they were also poorly publicised.	The information sessions were planned at various locations and times to give as many people as possible the opportunity to attend. There were also displays at three local libraries and information was also available online. The sessions were promoted on the WCC website and in the local media. The engagement planned to support the BREP funding application follows the same process for any emergent

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	infrastructure scheme and further updates will be issued as the scheme progresses.
The representative at the event was not able to answer all of my questions.	Noted. Unfortunately, it is not always possible for specialist staff to be available. If you have any specific questions or concerns, please contact us and we will ensure that the most appropriate officer responds to you.
Staff did an admirable job in difficult circumstances.	Noted, many thanks.