



The A4440 Worcester Southern Link Road Improvements, Phase 3: Norton to Whittington

Public Exhibitions will be taking place as follows:

St Peters Garden Centre	10am - 1pm	Monday 17th November
St Peters Community Hall	4pm - 7pm	Monday 17th November
St Peters Tesco's	4pm - 7pm	Friday 21st November



Worcestershire
Local Enterprise Partnership

Find out more online:
www.worcestershire.gov.uk/SLRphase3



worcestershire
county council

Introduction

The A4440 Worcester Southern Link Road (SLR) is an essential part of Worcestershire's main road network and provides an important link between the M5, South and West Worcester, Great Malvern, the wider Malvern Hills District, Ledbury, Upton and Herefordshire. The A4440 SLR is also an important bypass to the city centre and provides one of only two road crossings of the River Sever in Worcester City. It therefore offers an important, alternative route to the city centre.

The city centre road network is capacity constrained and is incapable of accommodating additional traffic without imposing costs on the local economy and environment. The city centre already has two Air Quality Management Areas with a third area (St John's) where the Air Quality fails the recommended limits. The performance of the A4440 SLR is of great importance to Worcestershire and Worcester City.

Current and Do-nothing Scenario

The A4440 is one of the most heavily used sections of Worcestershire's road network, used by approximately 30,500 vehicles per average weekday. This compares with other key links in the Worcestershire network such as:

- Worcester Bridge: approximately 35,000 vehicles
- A38 at Sidbury: approximately 29,000 vehicles
- Barbourne Road: approximately 25,000 vehicles

The A4440 is currently performing poorly. The conditions are unstable with regular and severe traffic congestion and queuing. Without improvement, this level of performance undermines the ability of the road to deliver its primary functions.

Journey times:

- AM Peak: Powick – Whittington 13.5 minutes (approximately 12.7 miles/hour average speed)
- PM Peak: Whittington – Powick 10 minutes (approximately 17.5 miles/hour average speed)

This will deteriorate further during the period of the South Worcestershire development Plan. By 2026:

- AM Peak: Powick – Whittington 13.5 minutes will increase to approximately 20 minutes
- PM Peak: Whittington – Powick 10 minutes will increase to approximately 14 minutes

In addition, the increased level of demand and congestion will lead to rerouting of trips (including via the city centre) and the lengthening of the peak period as people retime their journeys.

In comparison with the “Do-Nothing” scenario, the Southern Link Road improvements are forecast to lead to a:

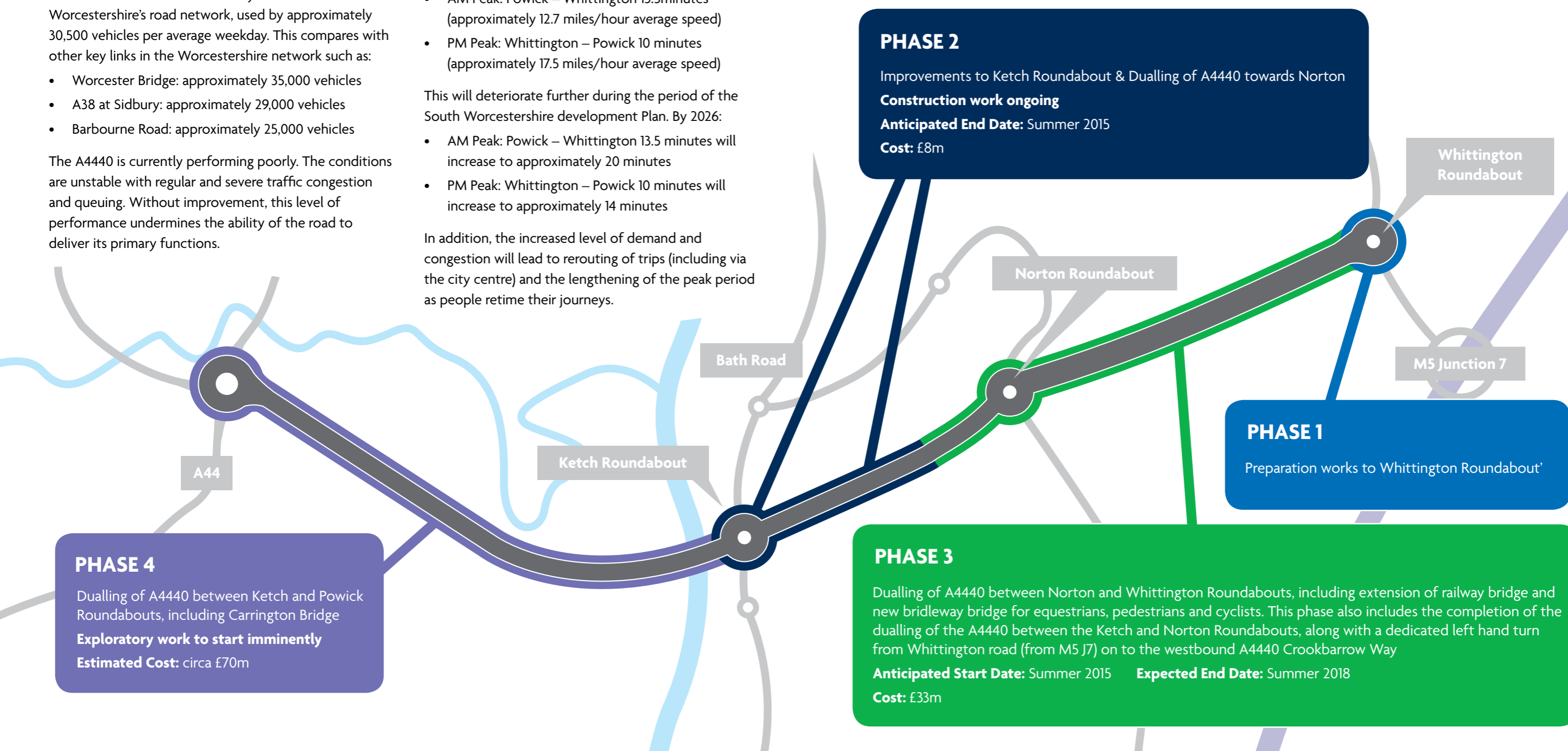
- A significant improvement in average journey times. For example, from Powick to Whittington average journey times reduce to approximately 6 minutes in the AM peak and 4 minutes in the PM peak by 2026;
- From Whittington to Powick the journey times again reduce to approximately 4 minutes in the AM peak and 6 minutes in the PM peak by 2026.

The Overall Strategy for the Southern Link Road

In view of the importance of the A4440 Worcester Southern Link Road, an improvement scheme has been developed to be implemented in phases, as follows:

- Whittington Roundabout preparation works
- Ketch Junction improvements;
- Dualling Ketch – Whittington Junction;
- Further capacity enhancements between Powick Junction and the M5 including Carrington Bridge.

A plan to show the phases can be seen below.



PHASE 4

Dualling of A4440 between Ketch and Powick Roundabouts, including Carrington Bridge
Exploratory work to start imminently
Estimated Cost: circa £70m

PHASE 2

Improvements to Ketch Roundabout & Dualling of A4440 towards Norton
Construction work ongoing
Anticipated End Date: Summer 2015
Cost: £8m

PHASE 3

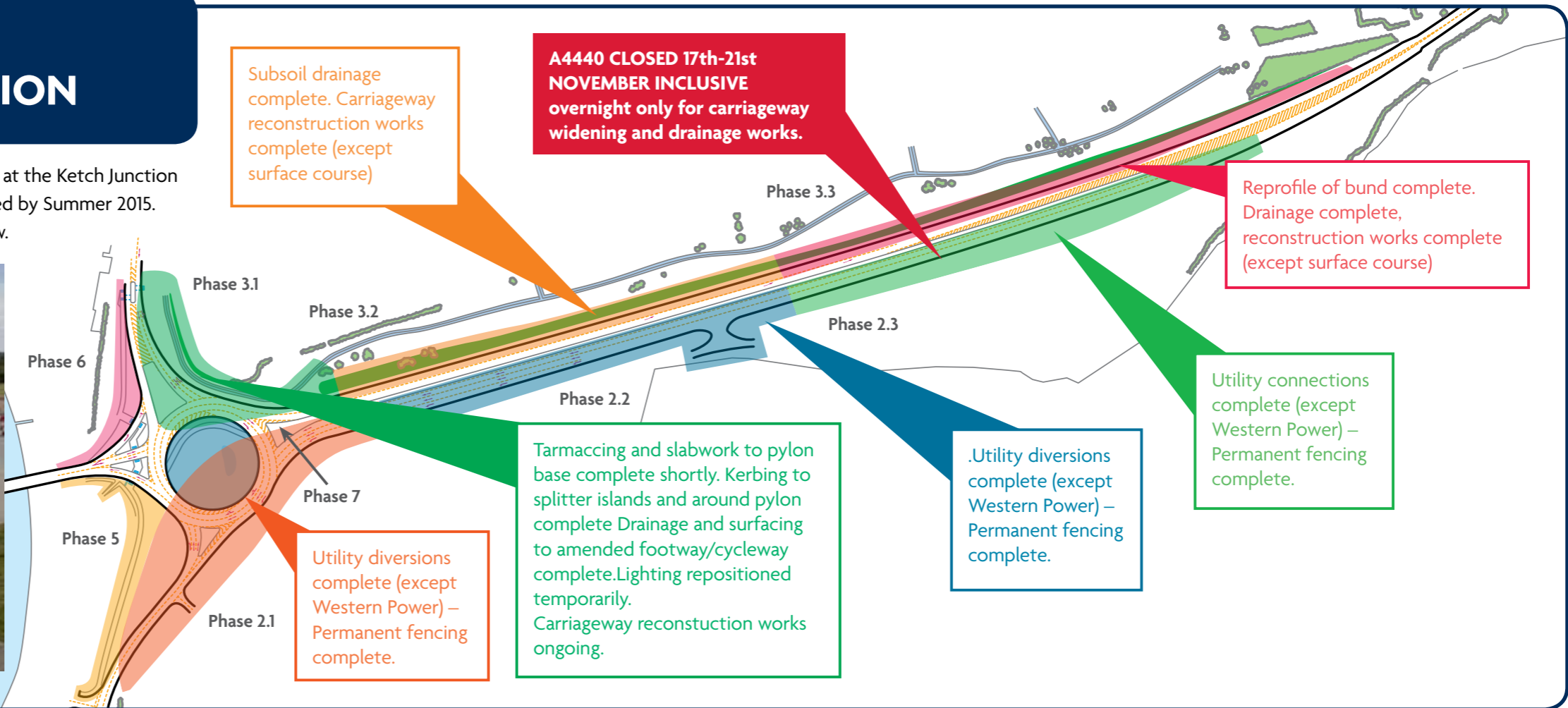
Dualling of A4440 between Norton and Whittington Roundabouts, including extension of railway bridge and new brideway bridge for equestrians, pedestrians and cyclists. This phase also includes the completion of the dualling of the A4440 between the Ketch and Norton Roundabouts, along with a dedicated left hand turn from Whittington road (from M5 J7) on to the westbound A4440 Crookbarrow Way
Anticipated Start Date: Summer 2015 **Expected End Date:** Summer 2018
Cost: £33m

PHASE 1

Preparation works to Whittington Roundabout

Latest Progress to Date: PHASE 2: THE KETCH JUNCTION

The works on Phase 2 of the Southern Link Road Enhancements at the Ketch Junction are progressing well. It is estimated that the works will be finished by Summer 2015. The latest update on recent works can be seen in the plan below.



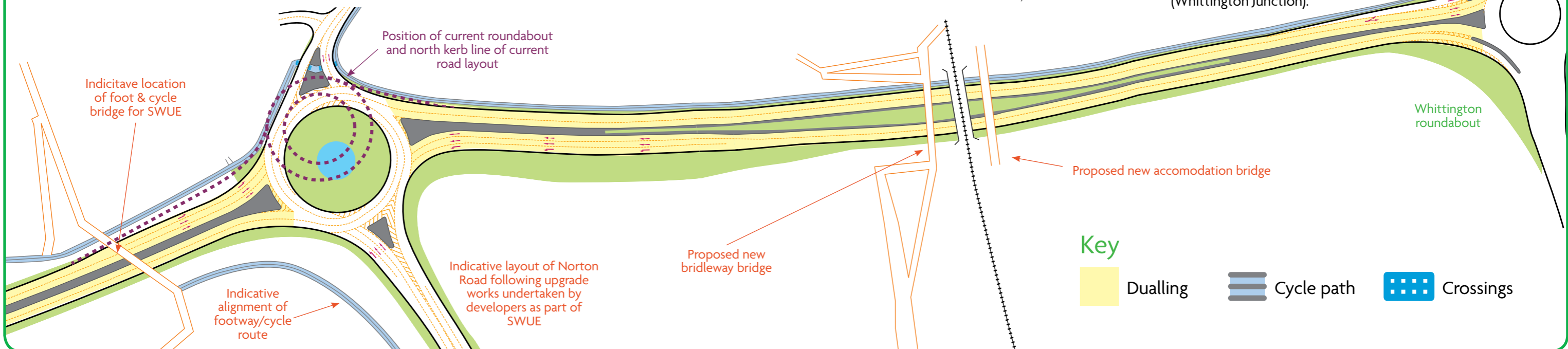
The Proposal for PHASE 3

The proposal includes a significant reconfiguring of the Norton roundabout and dualling of the carriageway between the Norton and Whittington roundabouts, as well as completing the stretch from the Ketch to Norton roundabout.

The cost of carrying out the improvements is estimated at £33million, half from third parties, the other half from the Department of Transport through Regional Growth Funds.

The benefits of delivering Phase 3 improvements to the Southern Link Road include:

- Delivers the next phase of dualling of the Southern Link Road, utilising funding streams that are potentially available from central government and third parties;
- Improves journey times and journey time reliability;
- Increases average speeds along the Southern Link Road
- Contributes towards reducing traffic congestion in the city centre and on the Southern Link Road A4440;
- Includes a dedicated left hand lane from the M5 to Crookbarrow Way (Whittington Junction).





How to Respond

If you have any comments on the proposed scheme, please write them in the box below and return them by **31st December, 2014** to:

The Transport Programme and Commissioning Team
Worcestershire County Council
County Hall
Pavilion Hill
Spetchley Road
Worcester
Worcestershire
WR5 2NP

Optional: Please fill in your surname and home postcode details and tick your appropriate age, connection with the area and gender. This aids analysis concerning the range of responders. All information is retained as confidential.

Surname _____ Home Postcode _____

Connection with area: Local Resident Local Business

Sex: Male Female

Age: Under 16 17-34 35-50 51-65 Over 65



Thank you for getting involved.

You can contact us in the following ways:

By post: Worcestershire County Council, County Hall, Spetchley Road, Worcester WR5 2NP
By email: @worcestershire.gov.uk
Online: www.worcestershire.gov.uk/xxxxx



This document can be made available in other formats (large print, audio tape, computer disk and Braille) on request. To the best of our knowledge all information was correct at the time of printing December 2013

