

SWDP 4: Moving Around South Worcestershire



Managing Travel Demand

- A. Proposals must demonstrate that: the layout of development will minimise demand for travel, they offer genuinely sustainable travel choices, they address road safety and they are consistent with the delivery of the Worcestershire Transport Plan objectives.**
- B. Travel Plans will be required for all major developments⁽¹⁶⁾. These must set out measures to reduce the demand for travel by private cars and stimulate cycling, walking and public transport use through agreed targets and monitoring arrangements.**
- C. New development should have regard to the design criteria and principles set out in Manual for Streets, Worcestershire County Council's Local Transport Plan, and Worcestershire County Council's Highways Design Guide.**

¹⁶ For residential uses major is defined as 10 units or more. For all non-residential uses, major is defined as exceeding 1,000sq. m. (net) floorspace. The agreed targets within a Travel Plan will reflect the potential of the proposed use to offer realistic travel choices.

Providing Alternative Modes of Travel

- D. Priority will be given to improving public and community transport provision, walking and cycling infrastructure during the plan period. In accordance with policy SWDP 7, developments will be expected to contribute to the provision of sustainable transport infrastructure necessary to support them, either through direct investment in facilities or by financial contributions.**
- E. In order to promote more transport choice in rural areas, community transport and innovative transport projects, including those that promote the use of new vehicle technology, will be encouraged in conjunction with new development proposals.**
- F. All town centre development will need to show that the needs of alternative powered vehicles have been considered.**

Delivering Transport Infrastructure to Support Economic Prosperity

- G. The following transport schemes, as identified within the Worcestershire Local Transport Plan, are the most significant for the successful implementation of the SWDP:**
 - i. Worcester Transport Strategy.**
 - ii. Worcestershire Parkway Station.**
 - iii. Urban transport packages for the towns of Malvern, Tenbury Wells, Upton-upon-Severn, Pershore, Evesham and Droitwich Spa.**
- H. Development proposals will not be permitted if they are likely to prejudice the implementation of the transport schemes set out in clause G, the implementation of identified highway improvements or traffic management schemes, or the operation of existing or proposed public transport facilities.**
- I. Phase 1 of the Worcester Transport Strategy only addresses existing transportation needs at 2010 along with projected background growth in travel demand. The provision of 12,200 dwellings and 120ha of employment land in the Wider Worcester Area up to 2030 will, therefore, require the phased implementation of additional elements of the Worcester Transport Strategy, including:**
 - i. Dualling of the A4440 Southern Link Road between Powick Hams and Whittington, including the Carrington Bridge.**
 - ii. Multi-modal enhancements on all the remaining key radial and orbital transport corridors in Worcester City.**
 - iii. Additional walk and cycle route enhancements.**

- iv. The upgrade of Worcester Shrub Hill station and associated improvements to the local highway network.
 - v. Smarter Choices (Choose How You Move) measures at all new developments⁽¹⁷⁾.
- J. The following sites and corridors, as shown on the Policies Map, will be safeguarded from development that would prejudice future enhancements to the rail network:**
- i. Worcestershire Parkway Station.
 - ii. Cotswold and Malvern Line.
 - iii. Droitwich Spa to Stoke Works.
 - iv. Stratford to Cheltenham Line including the former Chord Lines at Honeybourne Junction.

Transport Assessment Strategy

- K. Transport Assessments are required for all major developments⁽¹⁸⁾ and must be carried out as required by the Local Transport Plan and the following supporting policies and guidance:**
- i. Worcestershire Local Transport Plan 3 Development Control (Transport) policy.
 - ii. Worcestershire Local Transport Plan 3 Requirements for Transport Assessments and Statements.
 - iii. Worcestershire Local Transport Plan 3 Highways Design Guide.

Implementation

- L. Financial contributions from development towards transport infrastructure will be secured either through the Community Infrastructure Levy charging schedule or developer contributions as appropriate.**

17 Worcestershire County Council [Choose How You Move](#) household surveys 2004 to 2008. Traffic generation increases by approximately 10% without these measures.

18 For residential uses major is defined as 10 units or more. For all non-residential uses, major is defined as exceeding 1,000sq. m. (net) floorspace.

Reasoned Justification

1. Worcester city centre is the largest destination in terms of the number of vehicle trips in south Worcestershire; this is reflected in levels of traffic congestion both within and around the city. Its location is supported by wider strategic transport infrastructure and access to the national motorway network. The River Severn constrains east / west movements through south Worcestershire and is a significant contributor to congestion on the A4440 Southern Link Road, which provides one of only two vehicle crossing points within the vicinity of the city.
2. Integrated investment in transport infrastructure, services and Smarter Choices measures (Choose How You Move) across all modes of transport will be required to accommodate the growth in travel demand without increasing travel times, congestion and costs and thereby undermining economic performance. This will require an efficient strategic highway network, excellent access to improved regional and inter-city rail services, a convenient and efficient urban passenger transport network and high-quality cycle and walk routes for shorter distance journeys, particularly in urban areas. The SWDP provides the main opportunity for the partner authorities to contribute to the implementation of this network. The Worcestershire Local Transport Plan 3 (as updated) and associated Local Transport Plan policies, IDP and overarching strategies (including the Worcester Transport Strategy) provide the basis on which to develop and deliver this network.
3. The rural nature of most of south Worcestershire means that travel is highly diverse in terms of the origin and destination of trips, although most commuting takes place within south Worcestershire itself. Rural residents are more reliant on the use of cars than those in the urban areas and the needs of the ageing population in rural areas will be increasingly difficult to meet as the numbers of residents without access to personal transport rises. More demand-responsive forms of public and community-based transport, such as community buses, will be required if the needs of these residents are to be met. The SWDP aims to improve transport choice to enhance rural accessibility in the area. Improved access to new technology (such as broadband) may help to reduce rural isolation without increasing travel demand.
4. Worcestershire has a mature economy, with well-established transport networks and connectivity between economic centres already in place. Worcestershire's Local Transport Plan 3 suggests that investment should be focused on enhancing the performance of existing transport networks, particularly where journey times and costs are increasing, through investment in highways and rail network capacity and reliability "pinch points". There are some areas in south Worcestershire where investment in transport infrastructure and services has been insufficient to deal with rising demand; unless addressed this will have an even greater impact on the area's future growth and competitiveness.
5. There are a number of important inter-urban routes where peak period congestion is experienced, resulting in journey time unreliability and delay:
 - Malvern – Worcester – M5 Junction 7 (A449 / A4440).
 - Droitwich Spa – Ombersley – Tenbury Wells (A443).

- Evesham – Pershore – Worcester (A44).
 - Worcester – Droitwich Spa – M5 Junction 5 – Bromsgrove (A38).
6. Investment in highways and rail infrastructure and services is required if these routes are to be capable of supporting economic growth. Within Worcester, all the major radial routes are subject to congestion and journey time unreliability, particularly during peak periods. It is vital that the transport infrastructure and services along these routes are improved so that they do not hinder economic performance. This investment must be implemented in conjunction with other measures including Smarter Choices, Travel Plans and improved information and ticketing systems.

Sustainable Travel

7. Traffic congestion is a major cost to the local economy and negatively affects air quality within urban areas. A significant change in travel patterns and travel behaviour is necessary. This will not be achieved unless new homes are accompanied by increased investment in local services, employment opportunities and improvements to walking, cycling and public transport infrastructure, services and information systems.
8. There is a growing need to adopt policies that ensure the closer integration of land use and transportation planning, to help manage demand on the local transport network. This will also help reduce the impacts of new development and make full use of existing transport infrastructure and services. The SWDP's overarching development strategy seeks to focus new development largely within the urban areas and in villages / settlements that have good access to local services, or where services can be enhanced through development (SWDP 2), in order to minimise transport movements.
9. Worcestershire County Council has developed Requirements for Transport Assessment⁽¹⁹⁾, which should be taken fully into account in major development proposals. Developers will be required to submit a technical note alongside their application to set out how these requirements have been considered.
10. Actively managed and adequately funded travel plans are essential. Travel plans should be seen as an integral part of the wider implementation of an area's sustainable transport strategy. Plans must be robust and enforceable, to ensure that development is sustainable in terms of its transport requirements. Travel plans will be required for all major developments and should set out targets and monitoring arrangements to ensure sustainable travel patterns are maintained. All travel plans must involve the development of explicit and agreed outcomes linked to an appropriate package of measures. As set out in the Local Transport Plan 3, Worcestershire County Council will commit to using bonds to enforce the delivery of effective travel plans for residential, commercial and industrial development sites.

19 [Worcestershire Requirements for Transport Assessments and Statements](#), March 2011

Worcestershire Local Transport Plan 3 (LTP3)

11. This provides the policy and strategy context for major transport projects to enable Worcestershire County Council to bid for additional Government funding. It also provides a context within which developer contributions can be guided.
12. Detailed plans for the implementation of transport infrastructure will come forward during the lifetime of the LTP3 and these will be developed so that the proposals taken forward have a strong business case and thus represent value for money. The LTP3 Scheme Appraisal Framework will guide Worcestershire County Council's capital spending, which includes s.106 funding and grant allocations to optimise value for money.
13. The Worcester Transport Strategy provides the LTP3 with the short, medium and long-term transport strategy for the city. Without increased transport capacity across all modes of transport, Worcester's ability to grow and remain as a key economic centre for the sub-region will be significantly constrained. The full package of schemes within the Worcester Transport Strategy has been split into phases to ensure that appropriate Major Scheme Bid submissions can be prepared, which are compatible in terms of the types of schemes being proposed, the timescales for delivery and in meeting the funding requirements of the Department for Transport.
14. The first phase of the Worcester Transport Strategy, a proportion of which has secured Department for Transport funding, is intended to address some of the existing transport problems in Worcester and comprises the following:
 - a. Junction capacity enhancements on the A4440, Southern Link Road.
 - b. Enhancements to road junctions, passenger transport facilities and information systems, cycling and walking infrastructure along five multi-modal key corridors in Worcester, delivering benefits in terms of congestion traffic flows, journey times, safety and accessibility.
 - c. Upgrades to Worcester Foregate Street and Malvern Link stations.
 - d. Implementation of an Intelligent Transport System Scheme.
 - e. Smarter Choices measures funded from developer contributions and not major scheme bids.
15. The Phase 1 package of measures will not, on its own, be sufficient to support the level of development set out in the SWDP. However, its implementation is essential to allow for the further investment in transport infrastructure and services needed to accommodate the increased travel demand associated with future development proposals. Subsequent phases of the Transport Strategy will include further significant investment in:
 - a. The strategic highway network, including the A4440, A38 and A449, and in the longer term the North West Link Road.
 - b. The local highway network as part of the key approach corridors.

- c. Walk, cycle and passenger transport infrastructure and services along additional key corridors.
 - d. Additional Smarter Choices measures.
 - e. Further enhancements to city centre public realm.
 - f. Worcestershire Parkway Station.
 - g. Shrub Hill station enhancements.
16. Worcestershire Parkway is a Strategic Transport Scheme with benefits that extend well beyond the south Worcestershire area. The poor quality rail service between Worcestershire stations and locations served by the Birmingham - Cheltenham - Gloucester - Bristol and Cardiff main lines is exacerbated by the lack of direct access to cross-country services. The proposed Worcestershire Parkway development will help to address this issue and improve access to national rail services, significantly improving local economic competitiveness. The benefits of the proposed new station include:
- a. Direct access for south Worcestershire residents and businesses to long distance InterCity cross-country rail services, with consequent reductions to journey times and costs.
 - b. Improved accessibility to both United Kingdom and international markets for south Worcestershire businesses.
 - c. Improved access to Worcester – Oxford – London rail services, thus reducing the impact of limited car parking at existing stations, which deters rail use on this route.
 - d. Increasing the attractiveness of rail for journeys to London and the south-east and associated business markets and international transport hubs such as Heathrow and St Pancras.
 - e. Improved interchange between rail journeys on the Great Malvern – Worcester – London line and journeys on the Birmingham – Bristol line.
 - f. Reduced journey times to Birmingham, Bristol and further afield.



17. The LTP3 South Worcestershire Rural package covers the key inter-urban links across all modes of transport. The key corridors include:
- A44 (Oxfordshire) - Evesham - Pershore - Worcester – Herefordshire.
 - A443 / A4133 Tenbury Wells - Worcester (M5 Junctions 5 and 6).
 - A449 / A4440 Herefordshire - Malvern - Worcester (M5 Junction 7).
 - A38 Wychbold (M5 Junction 5) - Droitwich Spa - Worcester – Gloucestershire.
 - A422 Worcester - Alcester – Warwickshire.
18. It will also set out urban transport packages for the main towns in Worcestershire - Malvern, Tenbury Wells, Upton-upon-Severn, Evesham, Pershore and Droitwich Spa, which were defined in more detail during 2012 /13 – 2013 /14. Urban transport packages for the main towns of Malvern, Tenbury Wells, Upton-upon-Severn, Evesham, Pershore and Droitwich Spa will include the following measures:
- Highway – Junction reconfiguration and capacity enhancements.
 - Walk /Cycle – Bridges across rivers and highways to increase walk and cycle mode shares for shorter distance journeys and to encourage modal shift from private car. New/extended routes for walk and cycle accessibility.
 - Rail – Improvements at stations for walk, cycle and passenger transport access to include passenger transport services, new/improved routes from developments to existing station facilities.

- Passenger Transport – Increased services and bus stops to maximise opportunities for modal shift from private car to passenger transport including Real Time information.
 - Parking – Traffic Regulation Orders, Traffic Management and Registered Parking Zones (it is important to note that these have not been costed within the IDP).
19. New developments are expected to contribute significantly towards the funding of the Worcester Transport Strategy and the LTP3 urban and rural packages. This is essential to deliver sustainable growth and is also consistent with the aims of both plans.

Delivering Major Transport Schemes across South Worcestershire

20. The Worcestershire Local Enterprise Partnership has identified the following transport-related priorities:
- a. To deliver the largest sites and related transport infrastructure needed to secure economic growth and a low carbon economy.
 - b. To deliver the right infrastructure for business – improving access from the M5 to the Malvern Hills Science Park and QinetiQ and creating better access for our strategic businesses and their supply chains.
21. The Worcestershire Local Investment Plan has specified that where resources for infrastructure are scarce, priority will be given to schemes and investment that support an area's economic prosperity. In addition to the LTP 3 schemes set out above, regard will also be had to transport priorities that may emerge through the plan period. This is consistent with the aims of the Worcestershire LTP3 and the Worcester Transport Plan. Development proposals that are likely to prejudice the implementation of identified highway improvements or traffic management schemes, such as those along the A4440 (Southern Link Road) at Worcester, will not be permitted.
22. The SWC and the County Council will need to continue to work in partnership with organisations such as Highways England, Network Rail, the Department for Transport and train operating companies to promote and develop schemes such as Worcestershire Parkway and secure improvements to M5 Junctions 5, 6 and 7.
23. The provision of transport infrastructure schemes and improvements associated with development proposals will need to demonstrate that the risks associated with environmental impact have been taken into account; for example that flooding and climate change impacts have been assessed in accordance with Environmental Impact Assessment requirements. They will also need to demonstrate that they have minimised disruption to the existing strategic transport network and considered the potential impact on the area's economy and local communities. It is the partner authorities' aspiration however that the majority of strategic transport infrastructure, services and Smarter Choices measures identified within the Worcester Transport Strategy and south Worcestershire elements of the LTP3 should be committed to in accordance with SWDP 7.

Parking Policy

24. Traffic and parking management measures can improve significantly the efficiency of transport networks, reduce pollution associated with traffic congestion and help to improve air quality. To encourage a high throughput of shoppers and to boost economic activity, Worcestershire LTP3 places an emphasis on working with partners to ensure that parking in city and town centres is biased towards short-stay use. Traditional park and ride facilities with a standalone service exist, for example, at Sixways in Worcester. Long-stay car parking, mainly associated with commuting, will be addressed through the provision of parking hub sites at peripheral locations wherever practicable. Whilst parking hubs may facilitate park and ride, the preferred approach is to focus on the delivery of commercially-operated bus services.
25. Within the rural areas, where communities are more reliant upon the private car due to more limited transport choices, consideration will be given to a more flexible approach to the application of parking standards, based on site assessment and location. The partner authorities will work with Worcestershire County Council to develop locally specific parking standards through the LTP3 and Supplementary Planning Documents.

Phasing and Implementation of Transport Infrastructure

26. The funding to deliver transport infrastructure is likely to come from a variety of sources during the plan period. This is addressed in more detail in Annex I. It is anticipated that a funding gap is likely to be identified relating to transport infrastructure. It is clear that without substantial funding contributions from alternative sources, including the private sector, many of the strategic transport schemes that are required to underpin new development in the area will not be deliverable.
27. Annex I of the SWDP considers the funding mechanisms being used to determine how transport infrastructure will be prioritised, phased and implemented. Potential funding sources include:
 - a. Community Infrastructure Levy.
 - b. Other developer contributions.
 - c. New Homes Bonus scheme.
 - d. Sustainable Transport Fund.
 - e. Local Transport Capital Settlement.
28. New development will be incorporated into a co-ordinated infrastructure and service delivery programme agreed with the SWC and Worcestershire County Council, and where relevant to the Strategic Road Network, Highways England. The Infrastructure Delivery Plan provides additional guidance about how this co-ordination will be achieved.
29. Developers will be required to demonstrate that they have given appropriate consideration to the potential impacts of development on the wider and strategic transport network, including that managed by Worcestershire County Council, Highways England and

Network Rail. In particular, the impact on the safe and efficient operation of Junctions 5, 6 and 7 of the M5 and the A46(T) will require detailed consideration as developments come forward within the plan period.

30. The phasing of major highways and sustainable transport improvement schemes has been considered and integrated within the delivery programme as set out in Annex I of this plan and those policies that specify infrastructure requirements. It is acknowledged that it will not be possible to provide all necessary infrastructure prior to new development taking place, due to the limited availability of large-scale funding. However, the majority of strategic infrastructure, listed in Annex I and as identified within the Worcestershire LTP3's Major Scheme bids and linked to the proposed development of large sites, should be committed to prior to the grant of planning permission with agreed phasing plans.