

July / August 2021

- A pre-planning engagement exercise was completed in July and August 2021 for schemes 3 and 5.
- Scheme 3 proposed a pedestrian and cycling footbridge to link the two severed ends of Old Station Road.
- Scheme 5 sought to replace the existing bridge on the National Cycle Network link, allowing cyclists to cross without dismounting and improvements for wheelchair and pushchair users with shallower gradients and wider paths, and a set of stairs.
- This exercise took place during July and August 2021 with Covid 19 restrictions meaning face to face events were not possible. Letters were sent to residents in both local areas with supporting media releases directing people to the Worcestershire County Council website to respond.
- Nearly 100 email responses were received.
- Further information can be found here: Engagement Exercise: [Scheme 3 footbridge alternative and Scheme 9 proposals](#) | Engagement Exercise: [Scheme 3 footbridge alternative and Scheme 9 proposals](#) | [Worcestershire County Council](#)
- Following consideration of the comments and further development of the design, especially considering the environmental impact of the Scheme 3 footbridge, an alternative option was developed
- Scheme 5 received less feedback, and is being progressed with minor amendments

Public Engagement Exercise: Scheme 3 Alternative and Scheme 9

In Summer 2022, Worcestershire County Council hosted a six-week engagement exercise presenting an alternative to the pedestrian and cycling footbridge linking the two severed ends of Old Station Road (Scheme 3), and a further scheme, Scheme 9.

This exercise used a variety of engagement methods to promote and encourage participation including:

- Letters distributed to households most effected, specifically those that directly fronted on to the proposals
- A press release was issued to local media to promote the engagement exercise, resulting in the following articles being published in the local press:
- <https://bromsgrovestandard.co.uk/news/residents-urged-to-have-their-say-on-proposed-alternative-to-footbridge-over-a38/>
- [Consultation launched for next phase of the Bromsgrove A38 improvement scheme | Bromsgrove Advertiser.](#)
- The project website. www.worcestershire.gov.uk/A38BREP This had 4019 page views (1573 unique page views)

Primary themes within the responses

WCC is grateful to everyone who responded, with many positive comments highlighting Worcestershire County Council's commitment to the promotion of Active Travel alongside the road network.

Outlined below are the main themes raised during the engagement exercise.

Why not make a direct cycle route between the town centre and the rail station along New Road?

The cycling infrastructure proposed within the A38 BREP project has been developed to comply with the principles set out in the [National Cycling guidance, LTN 1/20](#) which require specific measures to be put in place. The cycling infrastructure proposed

Why not incorporate the existing bridge crossing of the A38 at Carnforth Road?

Could the

Lighting causing issues for wildlife or houses

All lighting will be designed to ensure ambient light is kept to a minimum, minimising the impact on residents and any wildlife. The lighting will be kept to a minimum as to ensure that the routes are safe for all users throughout the year.

Environmental concerns: trees/bushes/flooding/noise etc.

The design is aimed at minimising the environmental impacts as far as possible. Whilst it is recognised that there will still be some tree and vegetation loss within the area, WCC are committed to replacing any lost trees on a 2 for 1 basis within the overall A38 BREP project.

The detailed design, which

