

ENHANCING URBAN CONNECTIVITY IN NEWBURY - CASE STUDY

Project location: London Road Industrial Estate

Total cost of project: £3.8m

Date started: February 2015

Date completed: March 2017

LEP's investment: £1.9m

Project details

The scheme comprises a new junction on the A339 in Newbury and associated widening to provide access to the London Road Estate, which will open up a 10-hectare edge of town centre site for redevelopment and employment intensification. The scheme also unlocks the potential for additional housing delivery and encourages an extension to the town centre.

In addition to building the junction, the opportunity was taken to resurface the A339 from the Robin Hood Roundabout to Bear Lane, carry out essential repairs to surface water culverts beneath the A339, refurbish the Kennet Canal Bridge, and upgrade pedestrian/cycle routes within Victoria Park.



Approach

The scheme was delivered as sympathetically to the travelling public as possible with any lane closures being restricted to off-peak periods.

The project was delivered on programme and the £1.9m LEP funding was combined with Department for Transport (DfT) Challenge Fund and DfT Integrated Transport funding to address a number of associated transport and maintenance issues.

Results

The scheme has vastly improved access to the Estate for both motor and pedestrian traffic. The scheme has taken traffic off the busy Robin Hood Roundabout and careful co-ordination of the signals has ensured there has been no impact for motorists travelling along the A339.



The new pedestrian routes within Victoria Park have also been well received, and the new signal controlled pedestrian/cycle crossing of the A339 has allowed pedestrians and cyclists to move across the A339 much more freely. The junction will form part of the new LEP -funded National Cycle Network Route 422, set to be delivered over the coming years.





Councillor Jeanette Clifford, Executive Portfolio: Highways and Transport and West Berkshire's representative on the Berkshire Local Transport Body, comments, "This successful project is the vital first stage in our wider plans to invest significantly in the London Road Industrial Estate, for the benefit of Newbury and beyond. We are very pleased to have completed it on schedule and on budget - and, thanks to further funding bids, been able to include valuable new benefits for all road users, whether travelling by car, cycle or on foot. I am delighted that West Berkshire Council has worked so successfully with the LEP and used Growth Deal Funding for this scheme - together we are delivering our shared priorities."

Charles Eales, Strategic Transport Lead on Thames Valley Berkshire LEP Forum, said, "Enhancing connectivity and reducing congestion is a top priority for Berkshire, and the investment into London Road Industrial Estate will support these priorities by improving access to and within Newbury, whilst unlocking the potential for future redevelopment in the area."