



# City East Gateway (A454) Willenhall Road Phase 3

Transforming the Travel Network

[wolverhampton.gov.uk](http://wolverhampton.gov.uk)

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## Section 1: Overview



City East Gateway refers to the A454 Willenhall Road, a key gateway to the city. This major movement corridor provides critical access for all modes of transport in the east and across the wider city.

It has been identified within the Black Country Core Strategy as a growth area, and the corridor holds the potential for impressive regeneration projects which could see an additional 8,000 homes and 12,000 jobs brought to the area. Providing and maintaining access to these opportunities for all mode users is a high priority for the City of Wolverhampton Council.

This corridor is an essential strategic link to the motorway network via M6 Junction 10 and carries approx. 20,000 vehicles each day

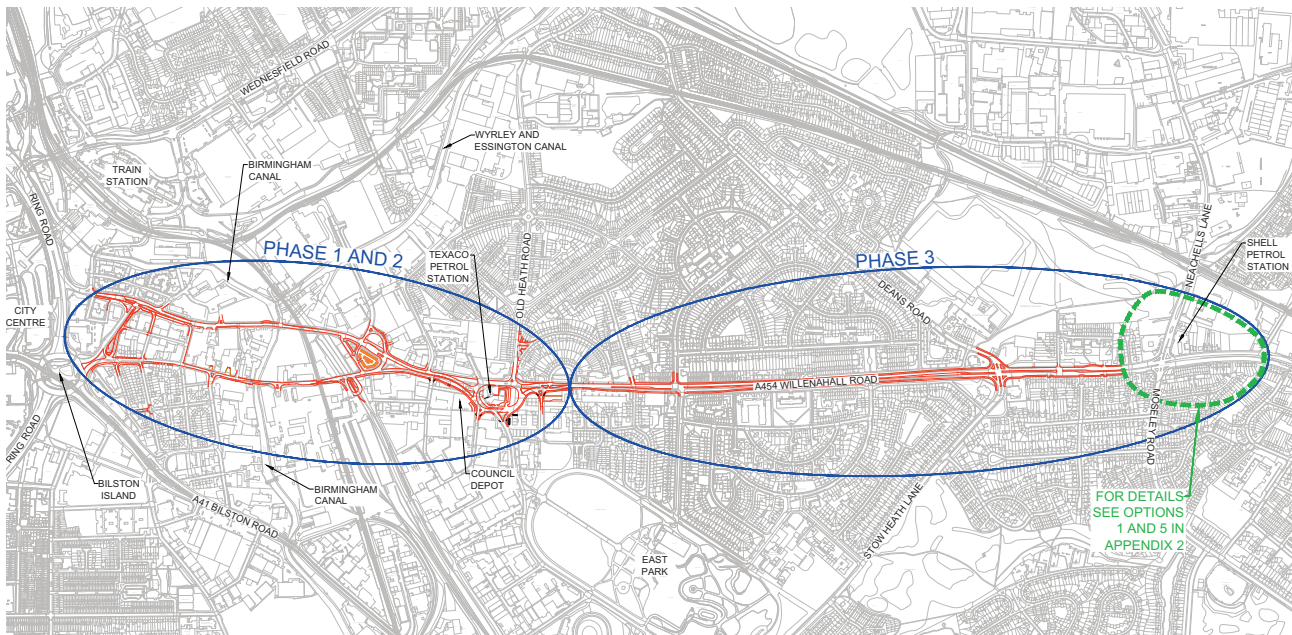
(improvements to Junction 10 are due to commence in 2020). Willenhall Road also provides access to 34,000 homes and 75,000 jobs along the wider corridor, contributing to congestion and emphasising the need to deliver improvements for all users.

This consultation focuses on the Willenhall Road and road-based travel modes but the council is also working in partnership to secure the delivery of rail stations at Darlaston and Willenhall to provide new capacity for public transport journeys in the corridor and the wider area.

To find out more information please visit: [www.westmidlandsrail.com/news/first-look-at-plans-for-two-new-black-country-railway-stations/](http://www.westmidlandsrail.com/news/first-look-at-plans-for-two-new-black-country-railway-stations/)



## Section 2: Willenhall Road corridor



Around 20,000 vehicles a day use this route, rising to 25,000 along The Keyway (that leads to Junction 10). The route is heavily congested, especially at peak times, which generates noise and air quality issues along with unreliable journey times for residents, visitors and businesses.

The existing neighbourhood and industrial areas each side of the route suffer due to the high traffic volume corridor, which is intended to serve their communities. The current congestion on Willenhall Road contributes to poor air quality for those living and travelling in the area. Further developing the corridor for employment and housing purposes is essential and providing safe and secure access for the local community and visitors.

Alongside private vehicles and business traffic, a high frequency bus service operates along the route between Wolverhampton and Walsall, but congestion means that the service suffers with delays and reduced reliability. Cycling facilities are available for some parts of the route, but the

changing landscape due to regeneration will lead to a new demand. The council has declared a climate emergency and is committed to developing a more comprehensive approach to sustainable travel for all those using the Willenhall Road corridor.

Significant regeneration and development is planned along the corridor and will create new opportunities, places to work and live that are easier to commute to and from. However, bringing forward sustainable sites that encourage sustainable forms of transport is also important in addressing the movement issues of the corridor.

Consultation has already taken place on phases 1 and 2 and the preferred option chosen for detailed design development. Funding bids have also been made to facilitate the implementation of phases 1 and 2.

This consultation brings forward options for a potential next stage which is complimentary to the phase 1 and 2 preferred option.

## Section 3: Objectives for phase 3

The objectives of any scheme developed for Phase 3 will be primarily to address the following issues:

- Congestion and delays to travel
- Improve bus journey time reliability
- Support business growth in the A454 corridor and Neachells Lane
- Improve air quality as a result of reduced queuing and congestion
- Provide a comprehensive multi-modal transport offer
- Support the regeneration of identified sites



## Section 4: Options

### Options overview

In order to determine the best way to address the issues in the remaining section of the corridor, fourteen options have been explored and evaluation has been undertaken using an Early Assessment and Sifting Tool (EAST). This is an assessment tool which was developed by the Department for Transport to summarise and present evidence on options, such as the ones we had to consider for the A454, in a clear and consistent format. It takes a variety of facets into account, such as: strategic, economic, managerial, financial and commercial, and provides decision makers

with relevant, high level, information to help them form an early view of how options perform and compare.

Fourteen different options were put forward as potential proposals to improve the A454 and following the EAST assessment tool, options 1 and 5 (being presented as options A and B) were considered the most viable and are being assessed further to determine the value for money/ratio of cost against benefit.

To view all fourteen options visit: [consultation.wolverhampton.gov.uk](https://consultation.wolverhampton.gov.uk)

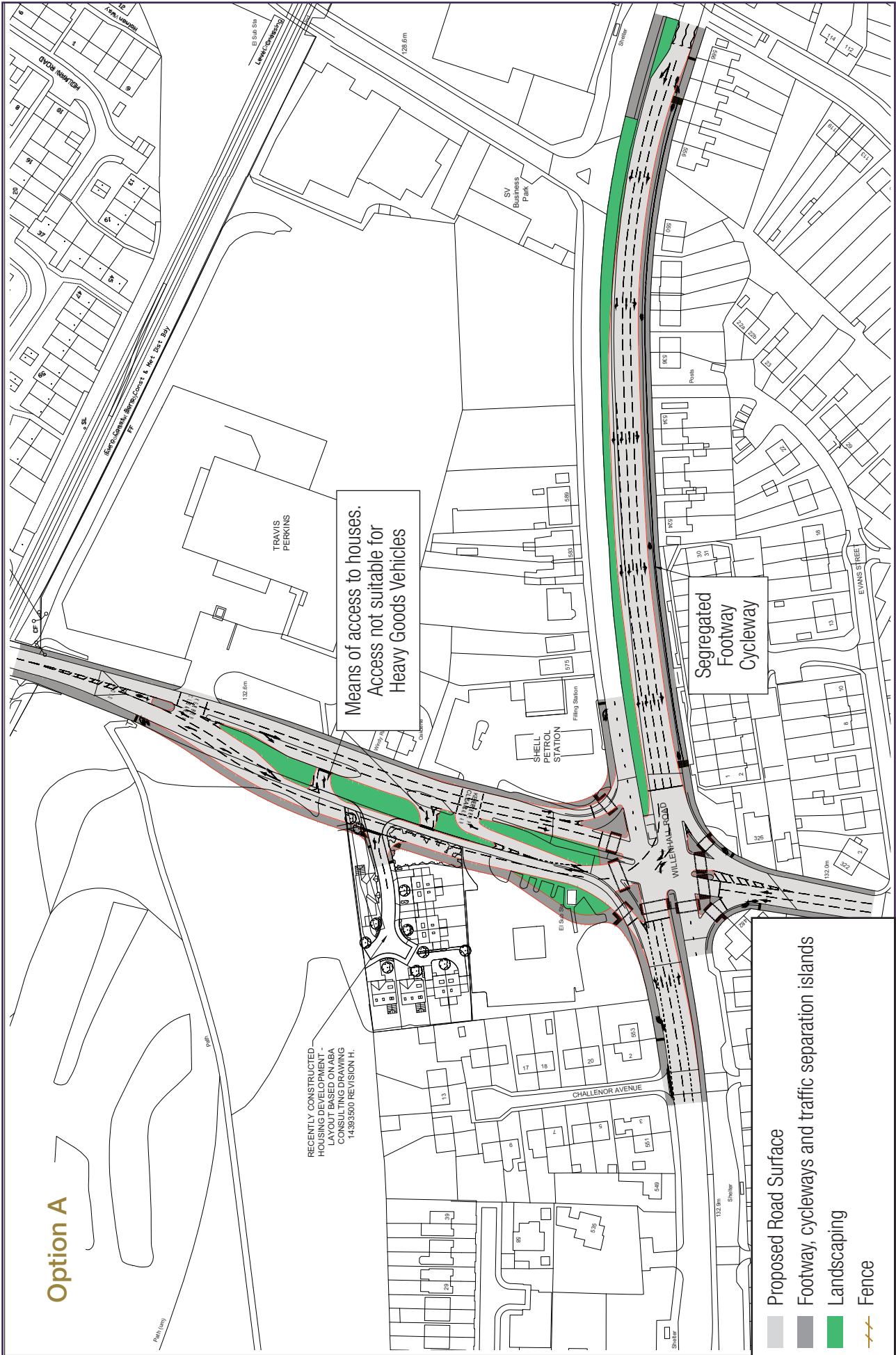
## Option A

Option A proposes widening Neachells Lane to the west to extend the length of the existing southbound left-hand turn lane towards Willenhall Road East, creating three lanes between the junction head and Neachells Lane bridge, whilst retaining the two lanes northbound.

This would increase the capacity for vehicles entering the junction from Neachells Lane by increasing the right turning traffic lanes.

This option would improve the efficiency for vehicles turning left out of Neachells Lane, and improve the ease with which vehicles can turn right into Neachells Lane.

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>• Lower cost</li> <li>• Low land take required</li> <li>• Mitigates capacity issues for Neachells Lane left turn and Willenhall Road to Neachells Lane right turn</li> <li>• Smaller impact on existing network</li> <li>• Reduced traffic queues and improved air quality around the junction</li> <li>• Improved multi-modal transport opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Minimal improvements for eastbound traffic</li> <li>• Benefits of the improvement do not last as long as Option B</li> </ul>





## Option B

Option B is a more complex improvement that facilitates all the necessary traffic movements.

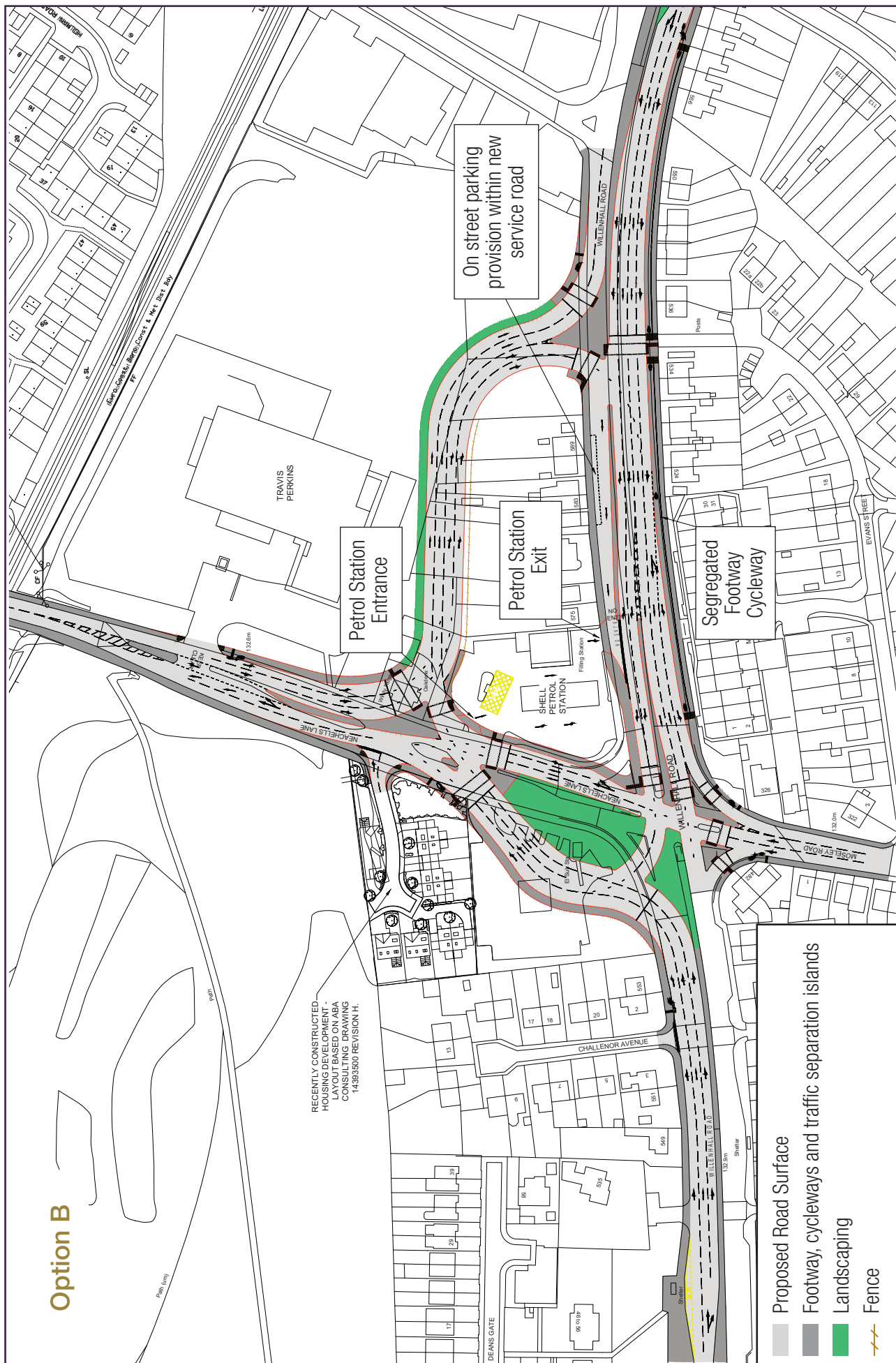
It proposes the creation of signalised roundabout running clockwise around the northern side of the petrol station and residential units, connecting back onto Willenhall Road (E) to west of Noose Lane.

A connecting road running through the roundabout will be retained to allow for northbound movements from Moseley Road, providing extra stacking capacity and access to the petrol station. The roundabout creates extra capacity for traffic as it takes most of the traffic away from the existing cross-road junction.

Option B has a greater capacity than Option A so the benefits will be felt over a longer period of time, but at a higher initial cost.

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>• Increase junction capacity</li> <li>• Mitigates capacity issues for Moseley</li> <li>• Longer term positive benefits experienced</li> <li>• Improves potential for investment in area because of the longer-term benefits</li> <li>• Reduced traffic queues and improved air quality around the junction</li> <li>• Improved multi-modal transport opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Greater impact on residential amenity</li> <li>• Increase in distance travelled for some journeys</li> <li>• More significant land take</li> <li>• Higher scheme cost</li> </ul>





## Section 5: Have your say

To help you understand the options and talk to the council, we are holding two drop-in sessions.

The drop-in sessions will take place on:

- Tuesday 5 November, 2pm – 8pm
- Wednesday 13 November, 2pm – 8pm

at:

St Matthews Church Hall  
222 Willenhall Road  
Wolverhampton  
WV1 2JQ

When you have the information you need, please complete the attached questionnaire.

Once you have had your say, please send your responses to:

[A454options@wolverhampton.gov.uk](mailto:A454options@wolverhampton.gov.uk)

Or post to:

**A454 Options**  
City of Wolverhampton Council  
Civic Centre, St. Peter's Square  
Wolverhampton, WV1 1SH

Alternatively, you can also take part in the consultation online:

[consultation.wolverhampton.gov.uk](http://consultation.wolverhampton.gov.uk)

**Closing date for the consultation is Monday 6 January 2020**





## Questionnaire

Please provide your post code

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Are you familiar with the A454 Willenhall Road corridor?  Yes  No

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Do you live along the A454 Willenhall Road corridor?  Yes  No

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How often do you travel along the A454 Willenhall Road corridor?

- Daily  5 days per week  Occasionally  
 Rarely  Never
- 

Which transport modes do you use (tick all that apply)

- Car  Commercial vehicle  Bus  Powered 2 wheeler  
 Cycle  Walk  Other
- 

Do you agree there is a need to deliver improvements along the movement corridor?  Yes  No

Why?

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What are your thoughts on the proposed options?

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Please select your preferred option  A  B

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Please explain why you have chosen this option

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You can get this information in large print, braille,  
audio or in another language by calling 01902 551155

**wolverhampton.gov.uk 01902 551155**

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