

# Background and Benefits

## West Cheltenham Transport Improvement Scheme (WCTIS)

### Rationale for intervention

The overall purpose of the scheme is to improve journeys in West Cheltenham, by investing in cycling, walking, public transport and reducing highway congestion and delay for all traffic on the A40 from M5 Junction 11 to the TGI Fridays junction, in close proximity to the Cheltenham Spa railway station.

Future development, including committed sites and strategic allocations in the Joint Core Strategy (JCS) for Gloucester, Cheltenham and Tewkesbury is likely to generate an increase in future traffic volumes and potential congestion along the A40. There is a clear link between the delivery of homes and employment land and the delivery of transport infrastructure to accommodate a growth in trips.

The WCTIS (Phase 3 and 4) scheme support and encourage strategic housing and employment growth sites along the corridor by increasing the capacity of the highway network and improving the layout and operation of junctions at Telstar Way, Benhall roundabout and TGI Fridays.

- A40 eastbound widening from Arle Court roundabout to Benhall Roundabout; and
- A40 eastbound widening from Benhall Roundabout to Griffiths Avenue, Benhall Roundabout remodelling, and improvements to the junction at TGI Fridays, A40/B4633.

### Potential Benefit for the Local Area

#### Supporting Economic Growth

Cheltenham is a key driver for the economic prosperity of Gloucestershire, as well as the wider South-West region. The County Council is highly supportive of the emerging Cyber Central proposal. Enabling the development of strategic employment land and growing our economy also presents the opportunity for Gloucestershire to be a 'magnet' county – growing the working age population by keeping and attracting more 18-40 year olds with high level qualifications who want to live and work in the county.

#### Local and Regional Road Users

The A40 between Gloucester and Cheltenham is a key connector for the county's two primary economic centres and currently suffers from severe congestion. The A40 corridor is a primary route into the economic centre of the county, with very high traffic flows in the morning and afternoon peak periods. The identification of 'pinch points' along the A40 has informed the scheme design and have been targeted for improvement. The improvements proposed will benefit local and regional road users by improving journey times and improving access into and out of Cheltenham.



Telstar Way Junction



A40 looking east to Benhall Roundabout