



Challengefund
Improving our roads

www.southglos.gov.uk



Department
for Transport



South Gloucestershire Challenge Fund and Cycle Ambition Fund

- The Challenge Fund A4174 scheme was coordinated and delivered by South Gloucestershire Council which was awarded £14 million pounds from the Department for Transport.
- This scheme focused on the maintenance of the A4174 Avon Ring Road, the busiest road in our network which carries 55,000 vehicles a day and 500 cyclists.
- The ring road links many major employers including the Ministry of Defence, Royal Mail, Rolls Royce and Airbus with the north Bristol fringe as well as the M4, M5 and M32.
- It was imperative that we kept traffic flowing during the works.



Bromley Heath Viaduct – structural repairs

- The Bromley Heath Viaduct was constructed in February 1966 as a single carriageway road over the River Frome and in 1988 was upgraded to a dual carriageway.
- Routine inspections found the viaduct needed:
 - pier strengthening
 - bearing and hinge replacement
 - drainage improvements
 - water proofing
 - parapet replacement
 - concrete repairs



Bromley Heath Viaduct – cyclist and pedestrian improvements

- We were also successful in bidding for funding to improve cycling and pedestrian provision.
- To do this, we widened the southern viaduct by 2 meters by constructing a cantilever composite bridge.
- We installed a new safety barrier between the path and the carriageway, which will reduce the risk of collisions with vehicles.
- The scheme provides a high standard and safer shared use facility and two way path.





Bromley Heath viaduct

from South Gloucestershire Council



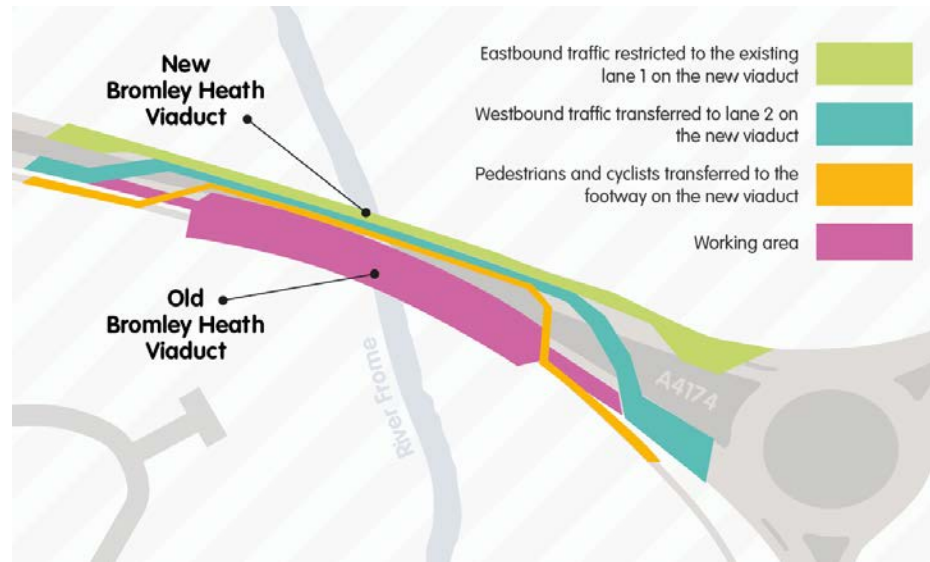
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HD vimeo

Bromley Heath Viaduct – traffic management

- The extent of the work required **the southern viaduct to be completely closed to all traffic for the duration of the project** and we built a contraflow to take all traffic on to the northern viaduct.
- This halved capacity of the ring for the duration of the works – a total of 33 weeks starting in July 2017 to April 2018 (CHECK weeks)

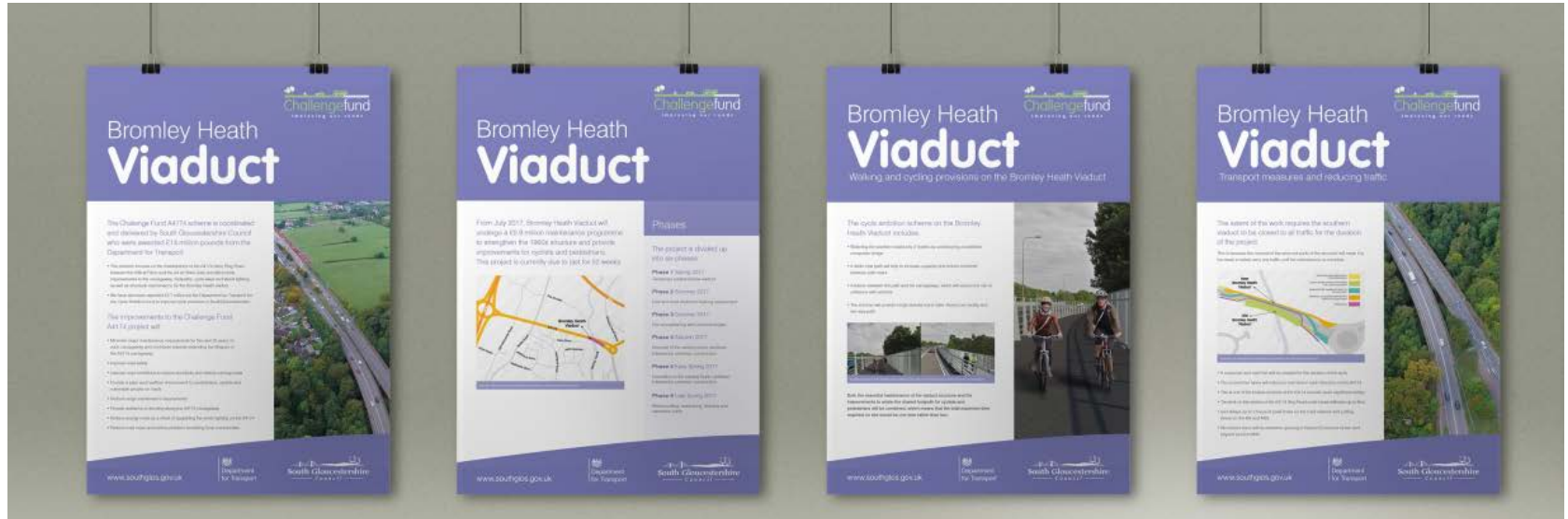


Bromley Heath Viaduct – early engagement

- We held on site and stakeholder meetings while in the planning stages of the works, up to a year in advance.
- 19 resident meetings took place before the works
- The team attended roadshows and exhibitions at major employers in the area

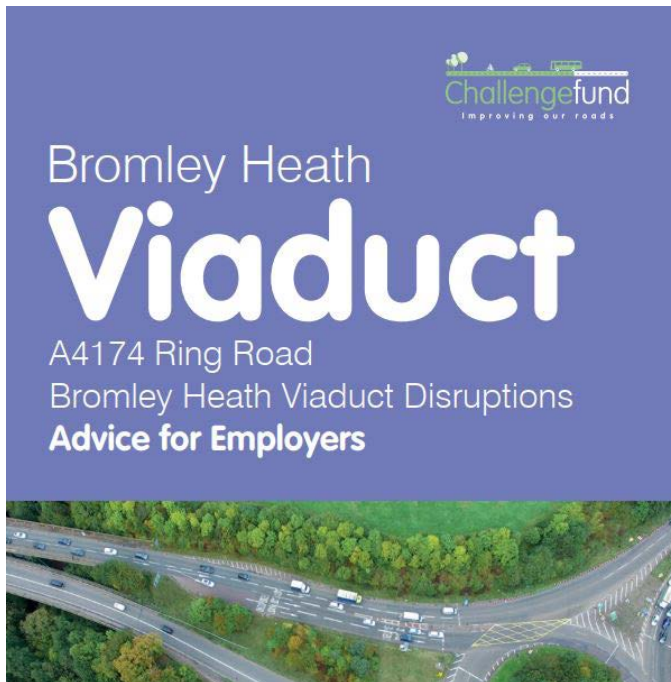
Bromley Heath Viaduct – providing the facts

Thousands of flyers were printed, information boards, bannerstands and feedback forms were all available at our public events.



Bromley Heath Viaduct – toolkits

We provided toolkits for businesses, schools and Highways England full of advice on how to minimise disruption



What your school or college can do to minimise the impact



Clear and wide communication

Spread the message far and wide. Engage your senior management team and cascade the information to all staff, parents and the wider school community. Update your website and staff intranet and noticeboard with information. Update guidance for new starters and visitors.



Internal point of contact

Expect an increase in staff and parents reporting travel problems and make sure they have a clear person or place to go for help or referrals to other available support.



Core hours and flexible working

We realise teachers and support staff cannot work from home but consideration could be given to holding staff meetings at lunchtime to allow more time to get to work in the mornings. As an employer you can help staff avoid peak times by implementing a flexible approach that allows staff to work from home after lessons have finished, avoiding the evening rush hour.



Reduce trips made by car and promote other modes

The works are an opportunity for those living more locally to travel more actively, bringing a number of benefits to your staff and school community as well as reducing the number of vehicles travelling to your site. Make it clear that cycling and walking access will not be impacted by the works. Offer cycle storage facilities, encourage parents to launch a walking bus for pupils living locally. Ensure staff and parents are aware of the support the council can offer to encourage journeys to be made by walking, cycling or public transport – the Travelwest roadshow team and Road Safety Team are available to come to your site to provide more information and advice for staff, parents and pupils.

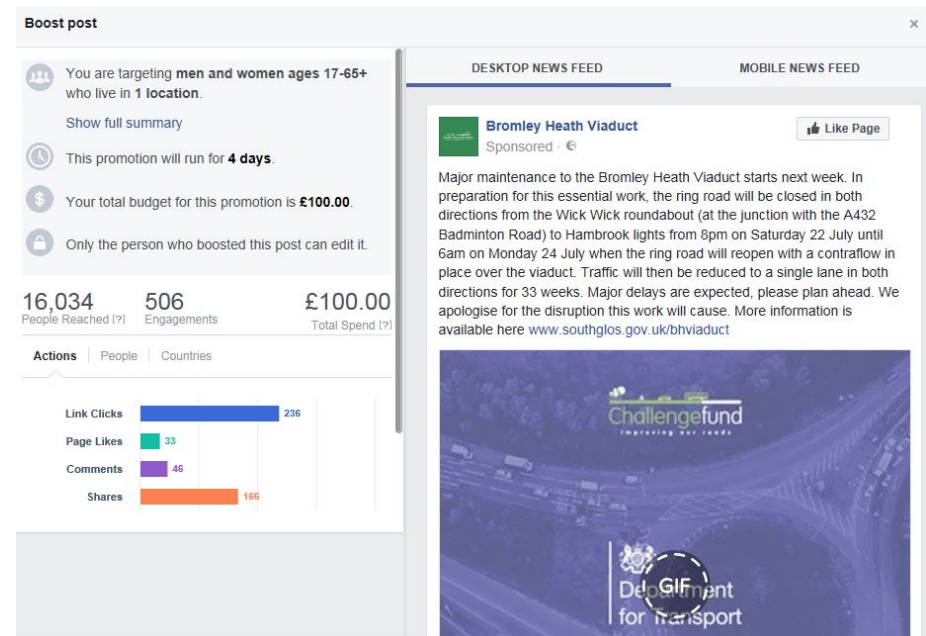


Reducing business travel

Encourage staff and visitors to consider whether business journeys through the works are essential. Journeys could be avoided through tele-conferencing or arranging in-person meetings to take place in an alternative location.

Bromley Heath Viaduct – social media

- We posted warnings of the upcoming works on Facebook and Twitter
- We used boosted posts to reach our target audience
- We created a GIF to catch people's attention
- We sent suggested social media posts to employers, stakeholders and schools
- We posted on our intranet and encouraged other organisations to do the same



Bromley Heath Viaduct – dedicated Facebook page and newsletter

- As well as the council's main corporate social media accounts, we established a project Facebook page which had 1,500 followers
- Here we provided detailed updates of the works and weekly photographs
- A regular e-newsletter was also sent out via Mailchimp



1,668 likes +1 this week



2,344 follows

Bromley Heath Viaduct – radio advertising

To make sure people knew about the works, we ran adverts on two Bristol radio stations:



- Our Heart FM advert reached 270,000 people each hearing the clip 6.1 times
- The Smooth FM reached 70,000 listening each hearing it 8.5 times

Heart FM also live reported from the Viaduct and repeatedly mentioned the works in their morning and afternoon traffic bulletins

Bromley Heath Viaduct – spreading the word

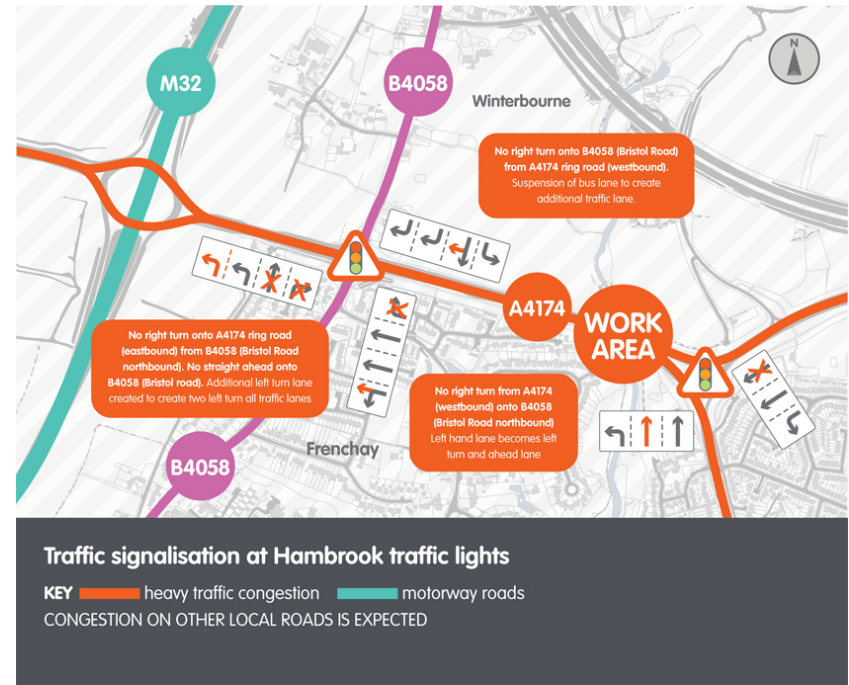
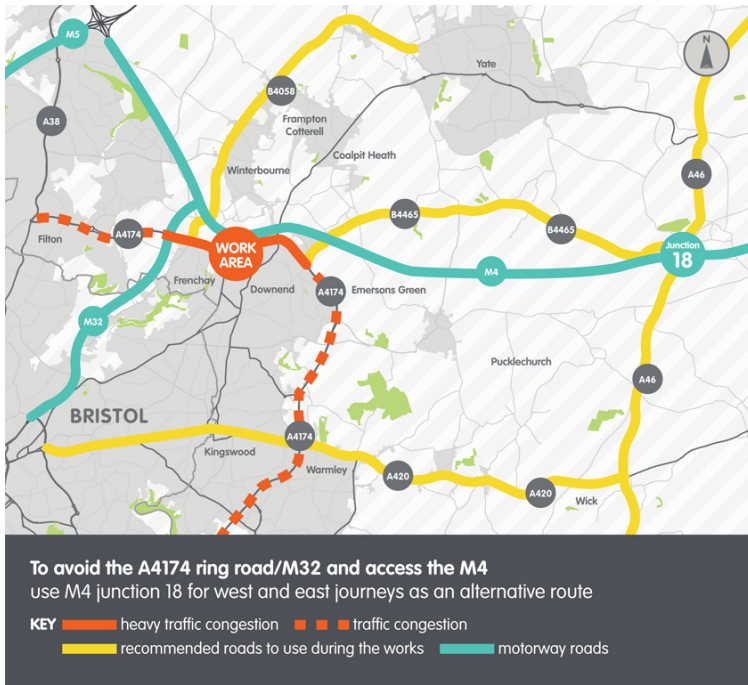
Will it cause delays?

The southern viaduct will be closed for the duration of the work and the northern viaduct will be used as a contraflow for vehicles, pedestrians and cyclists. This project is currently due to last for 52 weeks.

There will be a significant impact on journey times with queuing expected to Emersons Green in the east and beyond the ring road junction with the M32 in the west.

- In order to make people take notice of these works, we gave out stark predictions of the traffic jams IF people did not change their travel habits
- We urged people to consider:
 - their time of travel
 - mode of travel
 - their route
- And we provided people with advice and support

Bromley Heath Viaduct – helping to keep people moving



We issued maps advising people how best to avoid the works

Bromley Heath Viaduct – going the extra mile

What did we do to help the public?

- opened a new Park and Ride site early to allow more people to use public transport
- promoted our free loan cycle scheme to try a bike before buying
- offered grants to employers investing in cycling facilities for staff
- encouraged companies to relax core hours and allow more home working
- Gave away hundreds of free high visibility vests, bike lights and offered free bike checks at a number of cycling events



Bromley Heath Viaduct – going the extra mile



We held a number of guided tours of the viaduct site for residents, students and local groups and clubs



The schools most affected by the works were invited to contribute to a time capsule, buried next to the viaduct to be opened in 50 years

Bromley Heath Viaduct – what did people think?

- ***Business***

“Well done Bromley Heath Viaduct - great communication with the community before starting and helping with our concerns and also throughout the project.”

- ***Resident***

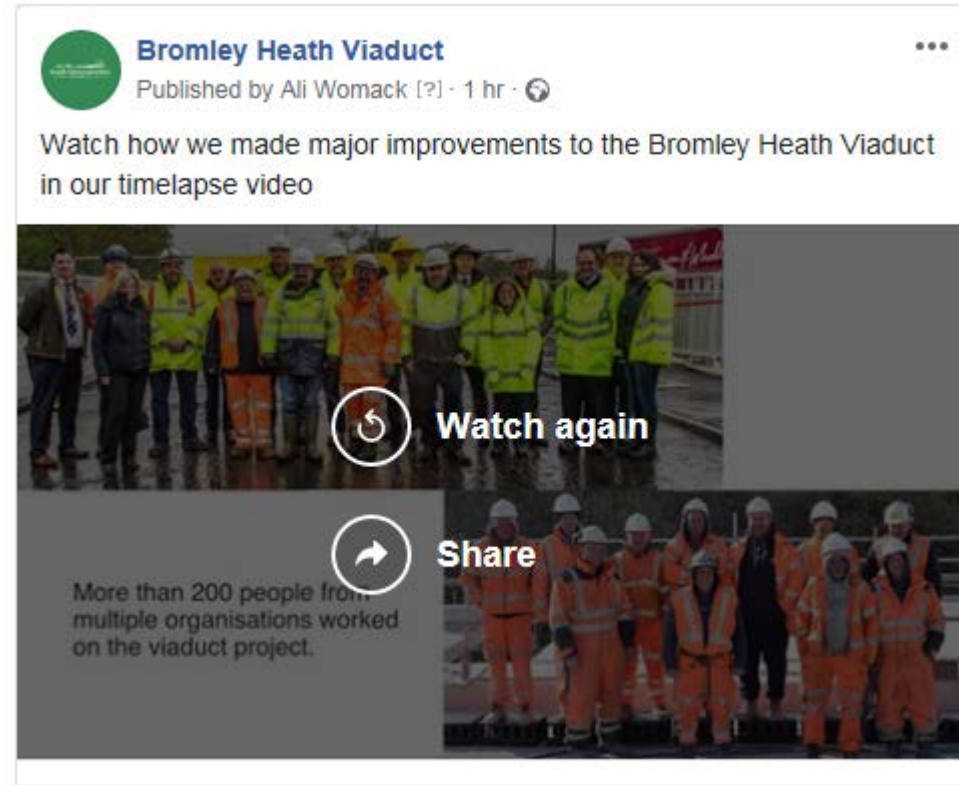
“The roadworks encouraged me to start cycling to work, which I'm still doing a year later and I'm now benefitting from the new bridge too. Well done on a well managed project with good communication on progress too.

- **Evaluation survey**

“Excellent communication which was very much appreciated.”

Bromley Heath Viaduct – more information

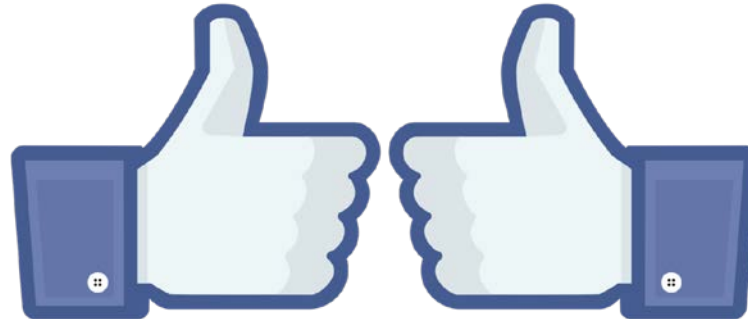
- From timelapse cameras located on the viaduct, we created a short video summarising the project:
<https://vimeo.com/291861204>
- More information and press releases can be found at
www.southglos.gov.uk/bhviaduct



Bromley Heath Viaduct

This scheme was one of the biggest and most high profile we as an authority have ever managed.

Despite the disruption and obvious effect on journey times, we managed to turn the negatives into a positive project which promoted sustainable travel options and opened up a two-way conversation with our residents and the travelling public.



Questions?