

A308 Corridor Study Option Development Report

Client Name: Royal Borough of Windsor and Maidenhead

Reference: 6162

Date: April 2022





DOCUMENT CONTROL

Project Centre has prepared this report in accordance with the instructions from the Royal Borough of Windsor and Maidenhead. Project Centre shall not be liable for the use of any information contained herein for any purpose other than the sole and specific use for which it was prepared.

Rev	V001	V002	V003
Prepared by	Melissa Vento	Tim Golabek	Tim Golabek
Date	03/05/21	23/03/21	24/05/22
Reviewed by	Carlos Da Rocha		Chris Joyce
Date	04/05/21		24/05/22
Authorised by	Chris Durban		
Date	14/05/21		

File Path: G:\Project Centre\Project-BST\1000006162 - RBWM A308 Corridor Study\2 Project Delivery\3 Reports\1 Draft Reports\Option Development

CONTENTS PAGE	PAGE NO.
1. INTRODUCTION	3
1.1 Background and Context	3
1.2 Purpose of this report	4
2. ENGAGEMENT	6
2.1 Engagement Phase 1	6
2.2 Engagement Phase 2	9
2.3 Engagement data and option development	11
3. BASELINE DATA AND POLICY REVIEW	12
3.1 Data Review	12
3.2 Collision Data	12
3.3 Sustainable Transport Modes	19
3.4 Policy Review	23
4. OPTION DEVELOPMENT	28
4.2 Option development matrix - methodology for prioritisation	28
5. PROPOSED OPTIONS (SITE PROFORMAS)	31
5.2 Site Proformas - Options for improvement	31
6. RECOMMENDATIONS – NEXT STEPS	37
APPENDIX A	38
APPENDIX B	39
APPENDIX C	40
APPENDIX D	42
APPENDIX E	44
APPENDIX F	46
APPENDIX G	53
APPENDIX H	54
APPENDIX I	55
QUALITY	56

EXECUTIVE SUMMARY

The Royal Borough of Windsor and Maidenhead (RBWM) has undertaken a study of the A308 corridor between Bisham Roundabout and the M25. The objective of the study is to identify existing local concerns and to prioritise improvements that support these concerns and future sustainable economic growth as the Borough Local Plan is delivered.

The study has identified 10 priority sites and for each site a summary proforma and outline design options have been developed. These sites are:

1. The A332 and Goslar Way roundabouts
2. Holyport Road to Monkey Island Way
3. Ruddlesway to Parsonage Lane
4. Mill Lane and Parsonage Lane junction
5. Stafferton Way to Braywick Roundabout
6. Oakley Green Road junction
7. Albert Road between Kings Road Roundabout and Datchet Road
8. The Bingham (Braywick) Roundabout
9. Furze Platt Road between Bisham and Pinkneys Green
10. Windsor Road between Fifield Lane and Oakley Green Road

Additional sites were investigated for outline design options in Autumn 2021 and summary proforma are available too.

The prioritisation is based on two phases of engagement and the incorporation of supporting data through a numerical ranking of locations. The main concern raised was road safety, followed by cycling and traffic. Full details are provided in the appendices to this report.

It is recommended that as a next step the option designs are costed, and a quantified option assessment undertaken to recognise the benefit of each option. Based on this it is proposed that a package of options and findings is put out to local consultation to determine public support for each of these options.

Funding for these options is yet to be determined and as a next step it is recommended that the schemes are allocated to potential funding packages so that each can be put forward as specific funding calls are announced.

1. INTRODUCTION

1.1 Background and Context

1.1.1 RBWM secured funding for a study to review the A308 corridor between Bisham Roundabout and the M25. The objective of the study is to identify existing local concerns and to prioritise improvements that support these concerns and future sustainable economic growth to ensure that the corridor is fit for purpose as the Borough Local Plan is delivered.

1.1.2 The A308 runs from Marlow in the west to Kingston Vale in the east. This study has focused on the section of the A308 between the Bisham roundabout junction in the west and the Runnymede roundabout at Staines-upon-Thames in the east as shown at Figure 1.



Figure 1: Study Area (outline/boundary in red)

1.1.3 As well as catering for local journeys, it provides access to various elements of the Strategic Road Network, including the A404, A308(M), M4, M25, A30, M3 and A3 and therefore carries a significant amount of through-traffic. It also acts as a formal and informal diversionary route for the M25 and M4, with a noticeable uplift in traffic in response to traffic incidents as well as planned closures. Transport for the South East recognises the importance of the A308 and recommended to the Department for Transport that it is added to the Major Road Network.

1.1.4 Visitor traffic is also a key consideration for the corridor. Windsor is home to two of the country's top 20 visitor attractions (Windsor Castle and LEGOLAND), and hosts numerous major events. Other key visitor attractions in the area include Windsor Racecourse, Windsor Great Park, the National Trust site at Runnymede and Thorpe Park.

1.1.5 The road is a mixture of relatively narrow single-carriageway and wider dual carriageway roads with annual average daily traffic flows ranging from around 8,000 to the north of Maidenhead to over 30,000 on Braywick Road in Maidenhead.

1.1.6 Given the high flows of traffic, it is unsurprising that there is significant peak hour congestion along much of the A308 corridor, leading to significant delays and unreliable journey times. The congested traffic conditions have led to declarations of Air Quality Management Areas at several locations along the A308 corridor with recent monitoring showing that other areas are at or just below the maximum acceptable level (e.g., at Old Windsor). The high level of traffic has also given rise to issues with noise, community severance and rat-running along residential streets / local centres.

1.1.7 While public transport is available for some local journeys along the route, services are not sufficiently quick or frequent to be competitive with equivalent car journeys. There is no bus priority along the corridor and there is no continuous parallel rail link along the whole corridor. Walking and cycling links are also sub-standard, and provision is piecemeal. As a consequence, cyclists often choose to remain on-carriageway, contributing further to the congestion.

1.1.8 RBWM has adopted its Borough Local Plan (BLP). The BLP makes provision for approximately 14,000 new homes and 11,000 new jobs within the plan period. Much of this development will be focused on Maidenhead, including regeneration of the town centre and development of sites to the south-west of the town centre which will impact on the A308.

1.1.9 Other neighbouring authorities have recently adopted their Local Plan which will result in population, housing and employment growth in key town centres. The impact of this will likely generate additional trips on the local and strategic highway network with the A308 corridor likely to come under increasing pressure.

1.1.10 The Council has declared a climate emergency and pledged to meet the national commitment of net-zero carbon emissions by 2050 at the latest. Given that transport is now the single biggest source of greenhouse gases within the Royal Borough, it is vital that schemes and initiatives that promote sustainable and active travel are identified and delivered.

1.2 Purpose of this report

1.2.1 The scope of the study includes:

- To engage with local stakeholders to identify their concerns;
- A summary of existing travel patterns;
- A review of the functions and characteristics of the A308;

- A review of relevant strategies and plans;
- A review of highway performance;
- Audits of bus services and parallel rail routes;
- An assessment of development impact;

1.2.2 The objectives of the study are to provide options that take into account:

- The performance of existing connections along the A308 corridor;
- The likely growth in travel demand from planned development; and
- The likely impact of proposed transport schemes.

1.2.3 This will be addressed through splitting the corridor into sections and identifying the local stakeholder issues. This will be combined with the corridor data to:

- Develop a matrix that ranks the sections for priority;
- Create a proforma for each of the top ten sections that details the data, local nature and potential solutions; and
- Develop options for each priority section and a preferred concept design;

1.2.4 The report is structured as follows:

- **Section 2** describes the engagement exercises that was undertaken, including a summary of how the results have contributed to the design of site-specific improvements along the corridor.
- **Section 3** provides a summary of the datasets that were collated for this study and the national, regional and local policy and implications.
- **Section 4** sets out the process and methodology of scheme option development to develop a ranking across sites.
- **Section 5** presents options for improvement in the form of site proformas for each site.
- **Section 6** sets out recommendations and next steps for the project records.

2. ENGAGEMENT

Prior to any analysis or formulation of options for the corridor an initial engagement exercise was undertaken.

2.1 Engagement Phase 1

2.1.1 The A308 corridor study was open for engagement between 11th September 2020 and 9th October 2020, as part of the first round of engagement (<https://consultprojectcentre.co.uk/a308>).

2.1.2 The engagement exercise invited key stakeholders including council members, parish councillors, local businesses, cycling action groups and other local groups to participate.

2.1.3 Respondents were invited to drag and drop pins (categories) onto any location within the study area of the map and leave a comment. Each pin was customized so respondents could classify the nature of their comment. Respondents could drop a pin and leave a comment on as many locations they required. This provides information on issues as perceived by stakeholders and their suggested improvements within the study area. The categories that respondents were invited to provide feedback are listed below:

- Traffic Issues;
- Cycling Issues;
- Road Safety Issue;
- General comments;
- Walking Issues;
- Connectivity issues;
- Journey time; and
- Rail journeys.

2.1.4 After dropping a pin, participants were also free to leave a comment highlighting any particular issues they had at that particular location. Every comment was scanned and the key issues emerging from each comment were recorded and tallied. Figure 2 below details the number of pins for each category. Road safety, cycling and traffic issues were the most popular pin drops across the study area.

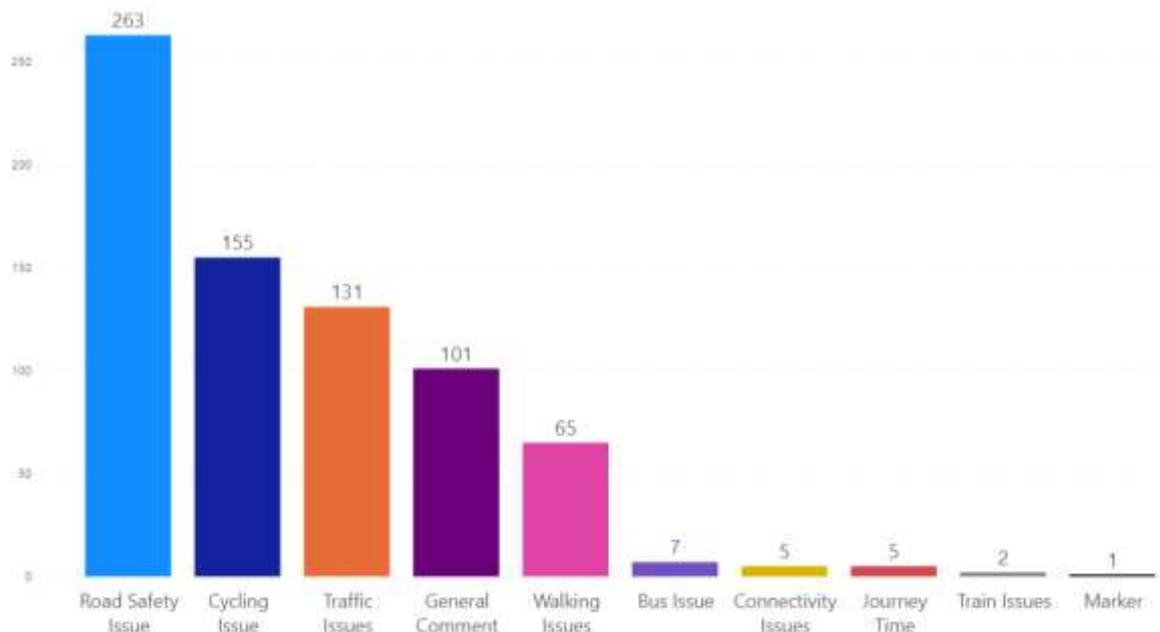


Figure 2: Number of pins left on map by category

For the purposes of this analysis, the A308 study area was sectioned into nine different areas following the first engagement exercise. The local nature of the section of road and junctions were used as a guiding principle to draw up and demarcate the extents of each section. These sections are shown at

2.1.5 Figure 3 and at the website [here](#).

2.1.6 The sections were then broken down into junctions and links for more detailed analysis during the Phase II engagement exercise.



Figure 3: Sections of the A308

2.1.7 A description of the sections is provided below:

- Section 1: Bisham to Pinkneys Green: Bisham roundabout to Furze Platt Road/Winter Hill Road;
- Section 2: Furze Platt: Pinkneys Drive to A308 Gringer Hill/Belmont Road;
- Section 3: Maidenhead town centre: Stafferton Way Roundabout to A308 Gringer Hill;
- Section 4: Braywick: Stafferton Roundabout to Holyport Road;
- Section 5: Bray to Oakley: Windsor Road to Holyport Road;
- Section 6: Water Oakley to Clewer Village: Maidenhead Road to Oakley Green Road/A308 Windsor Road;
- Section 7: Windsor: Osbourne Road to Maidenhead Road/A332 Royal Windsor Way roundabout;
- Section 8: Old Windsor: Straight Road to A308/A332 Kings Road roundabout; and
- Section 9: Runnymede: Windsor Road/Priest Hill to A308/A30/Egham By-Pass.

2.1.8 **Appendix A** provides a copy of the Phase 1 engagement report. The analysis documents the number of comments by category (pins dropped).

2.1.9 A high-level summary of the Phase 1 engagement results are as follows.

- The consultation resulted in 2,763 views which were mainly derived from the direct link/website or via social media.
- The consultation resulted in 735 comments.

2.1.10 The analysis includes a table of the categories with the number of times each category was identified in each section. Each cell has been color-coded from highest (red) to lowest (green) as shown in Figure 4.

Section	Speed Concern	Difficult to turn	Crossing Needed	Development Concerns	Cycle Path Needed
S9	0	0	3	0	10
S8	13	16	2	2	6
S7	7	0	7	0	2
S6	39	17	22	15	4
S5	6	7	2	20	4
S4	18	4	6	15	8
S3	5	8	1	4	3
S2	6	7	2	0	3
S1	14	2	2	0	2

Figure 4: Number of comments by section

2.1.11 Figure 4 identifies Section 6 (Water Oakley to Clewer Village) as having the highest number of comments:

- Sections 4 to 6 have the most comments, with development being the category with the most comments;
- There are a number of concerns relating to speed in Section 1;
- Section 6 has the most comments relating to speed, followed by the need for crossings and difficulties in turning;
- Section 8 has most comments regarding difficulties of turning; and
- Section 9 has most comments relating to the need for a cycle path.

2.1.12 An example of how the comments by category are presented in the full engagement report is given below.



Figure 5: Number of road safety comments by section

2.1.13 All 735 comments were reviewed. There were 254 comments/pin drops which did not have a theme attached to them, left an un-actionable suggestion/feedback, or left an atypical comment not mentioned by others.

2.1.14 Each of the categories of comments also provided recurring themes that were identified and are discussed in Section 2.4 of this report.

2.2 Engagement Phase 2

2.2.1 A second engagement exercise was undertaken from December 2020 to January 2021 via the website <https://consultprojectcentre.co.uk/a308phase2>. This exercise was intended to validate the findings from Phase 1.

2.2.2 This round of engagement enabled respondents to view the analysis from Phase 1. Respondents also had the opportunity to view the breakdown of corridor into sections, comprised of links and junctions as shown at Figure 6.

2.2.3 There are 42 sites (links and junctions) identified across the study area. Maps showing the links and junctions for each section are shown at **Appendix E**.

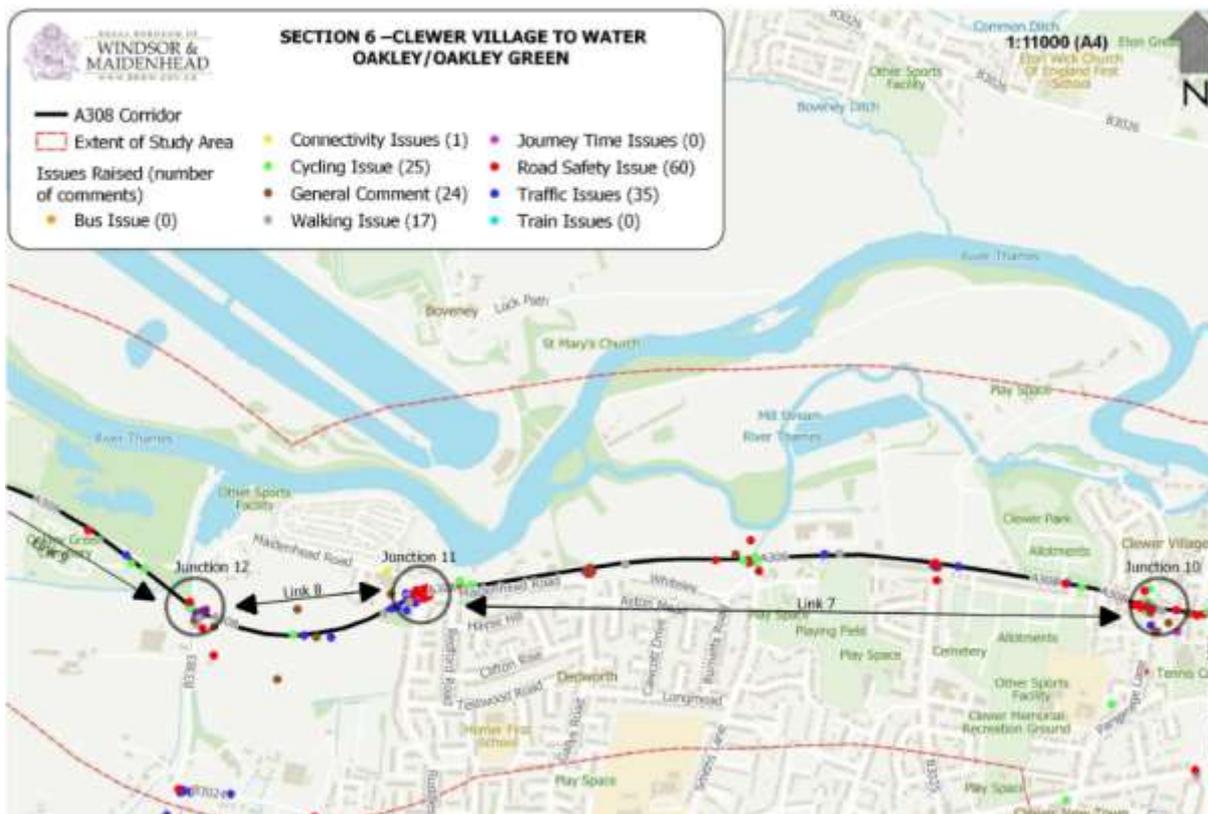


Figure 6: Section 6 – Broken down into junction and links

2.2.4 Respondents were also invited to complete a survey to provide input on what they believe are the highest priority concerns and areas (sections, junctions and links).

2.2.5 **Appendix F** provides a report showing the full results of this phase of the engagement.

2.2.6 In summary, the results from the Phase 2 engagement exercise broadly validated our findings from Phase 1:

- As with the results of phase 1, many of the responses were concentrated around Section 4-6 of the corridor. One of our questions in Phase II requested respondents to select sections of the A308 where they believe the highest priority should be given which resulted in Section 5, 4 and 6 (in that order) being the top 3 sections of importance.
- We asked respondents to highlight which junctions and links were the most critical. These results reflected the pin drops along the corridor as part of results of Phase 1.
- The top 3 sites from the second round of engagement were:
 - Section 5 - Link 10;
 - Section 5- junction 13; and
 - Section 6 Junction 10.
- Question 11 of the survey requested respondents to highlight their top 3 issues. Road safety, air quality improvements and housing development impacts were identified, which reflects, in main, the findings of Phase 1.

2.3 Engagement data and option development

2.3.1 The data for the Phase 1 and 2 engagement has been used to identify the types of level of comment and categories of concern along the corridor. These comments have then been validated using the existing data gathered for the corridor which is detailed in Section 3.

3. BASELINE DATA AND POLICY REVIEW

The development of site-specific options for the corridor has been informed by various data sets and policy that is described in more detail within this chapter.

3.1 Data Review

3.1.1 During the early stages of the corridor study, we identified and collated existing data sets including the following;

- Traffic flow data;
- Journey time survey data;
- Road traffic casualty data;
- Traffic regulation orders;
- Census data for commuting flows, including origin-destination and mode share;
- Public transport timetable information;
- Public transport punctuality data for supported services;
- Passenger flows for supported bus services;
- Passenger flows at rail stations; and
- User / resident satisfaction survey results (NHT Data).

3.1.2 It should be noted that, due to the time needed to collect base data, it was collated in before the engagement exercise. Therefore, some of the sites along the corridor that have been identified as an area of concern or priority may not have complete datasets. For example, a traffic count was not undertaken for each of the 42 sites due to the cost of undertaking this level of data collection.

3.2 Collision Data

3.2.1 Collision data was obtained for a 5-year period from June 2014 to May 2019.

3.2.2 A total of 199 collisions were recorded during this period. The full data output, including a geographical representation indicating the location as well as the severity of the recorded incidents is included at **Appendix B**.

3.2.3 A breakdown of the 199 collisions indicate that 4 (2%) collisions resulted in a fatal injury, 26 (13%) in serious injuries, and 169 (85%) in a slight injury.

3.2.4 The location of the collisions is shown in Figure 8. The figure identifies that collisions have occurred along every section of the study area with clusters in Maidenhead, Windsor and Old Windsor. There are no serious or fatal collisions in Section 5 (Bray to Oakley) or 8 (Old Windsor).

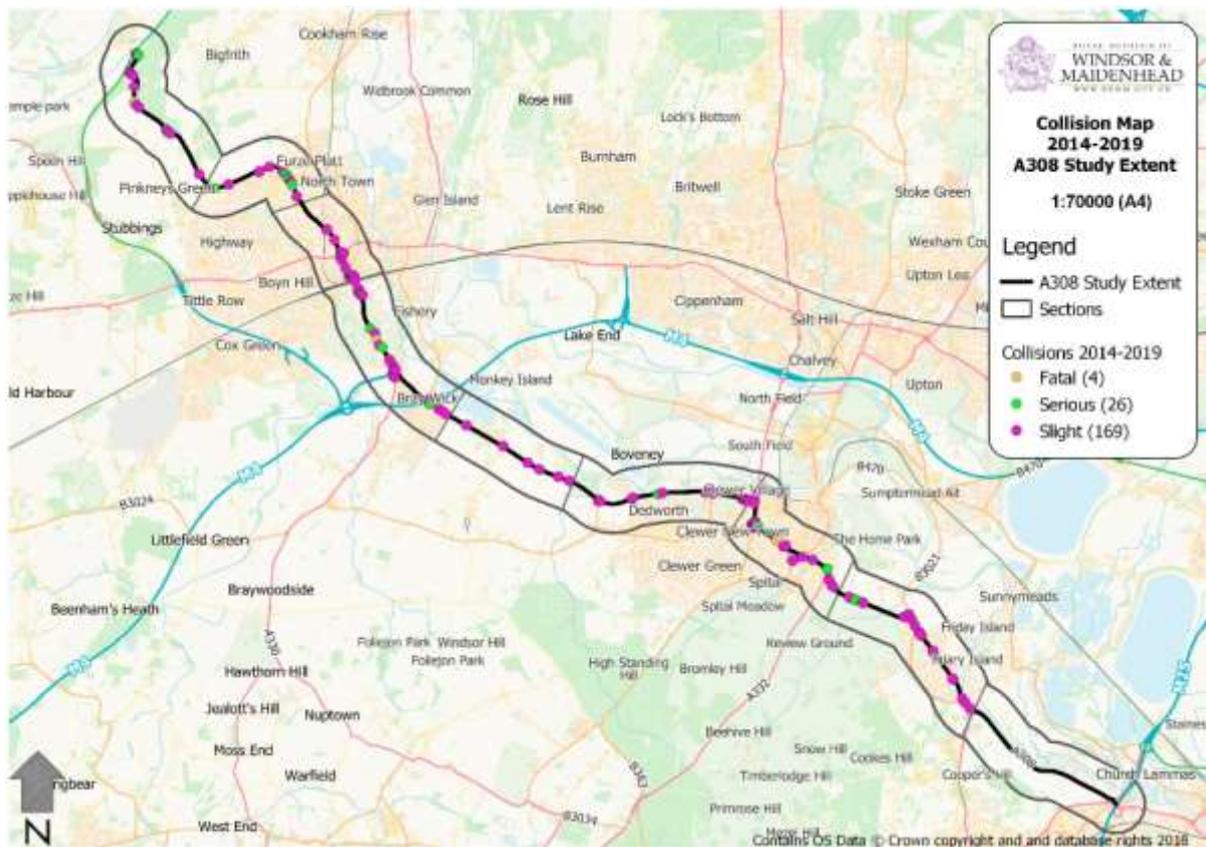


Figure 7: Collision locations from 2014 to 2019

3.2.5 The total number of collisions over the 5-year period indicates there has been an overall reduction in number occurring within the borough from 2014 to 2019. 2015 had the greatest number of serious and slight collisions, falling by 91% in 2019.

3.2.6 When reviewing the total number of collisions that have occurred between 2017 and 2019 the data indicates that the rate of reduction is faster than the preceding years. A collision trend line has been identified as shown at Figure 8.

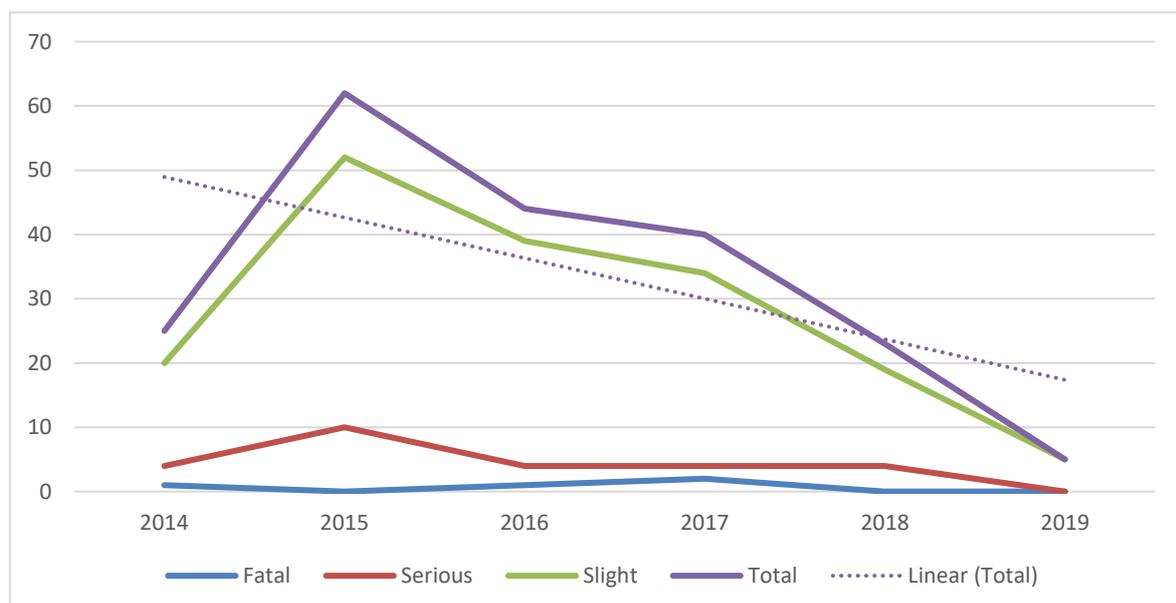


Figure 8: Collision trend from 2014 to 2019 across the corridor

3.2.7 The overall reduction in collisions in this period suggests that existing schemes implemented during this period should be reviewed and considered for future replication where they relate to collision reduction.

3.2.8 Although over 50% of vehicles involved in collisions were cars, nearly 45% of all vehicles in collisions involved vulnerable road users (VRU), defined as either a pedestrian, pedal cyclist or powered two-wheeler (P2W). Pedestrians (18) and P2Ws (33) were involved in 24% of collisions, and 21% of collisions involved pedal cyclists (46).

3.2.9 Over the past four calendar years from 2015 to 2019 there has been a decline in the number of pedestrians and powered two wheelers involved in collisions as shown at Figure 9.

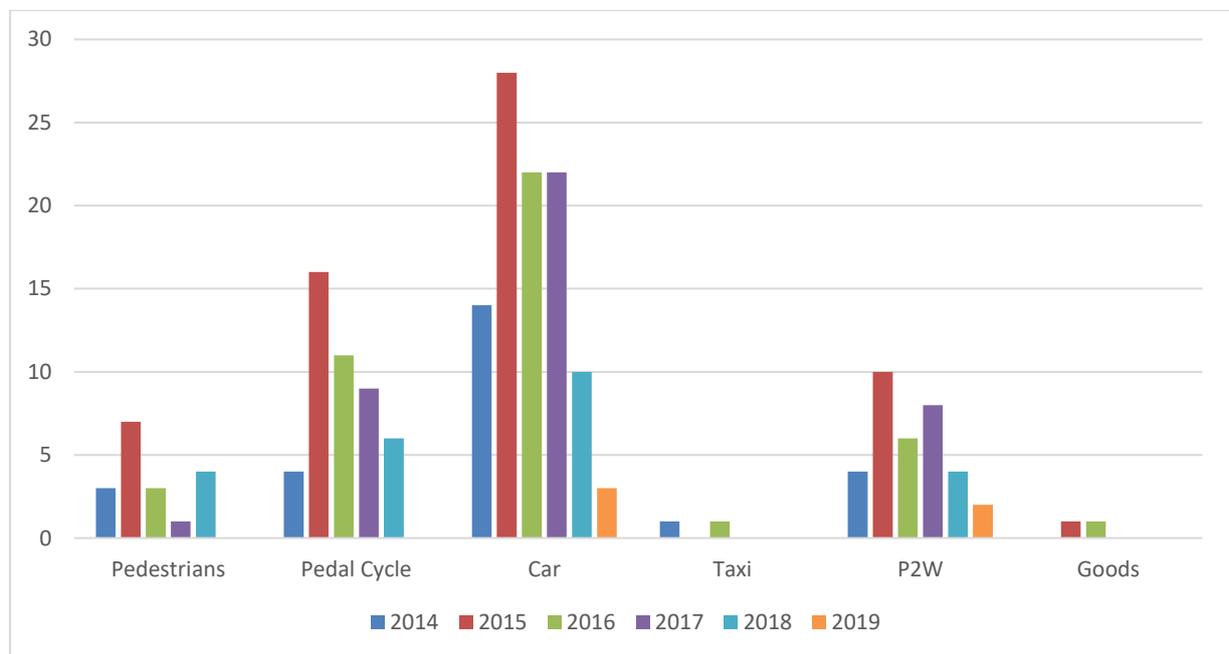


Figure 9: Number of collisions for each user groups, over five years

3.2.10 The analysis above relates results for the whole study area. Section 4 of this report includes site-specific analysis of the study area. Based on the identified reduction in numbers of collisions involving pedal cycles and powered two wheelers, a review of previous schemes should be included to determine the extent to which these have contributed to this reduction. Where this is evidenced, the use of these existing scheme principles should form the basis of the options for this study.

Vehicle Count Data

3.2.11 Manual Classified Counts (MCC's) were undertaken on Thursday 19th March, and Saturday 21st March 2020 by Traffic Data Centre. Traffic surveys covering 17 junctions in the vicinity of the site were undertaken over two periods on a weekday

and weekend between 07:00 to 19:00 and were undertaken at the following junctions as shown at Table 1.

Junction Number	Location
1	A404/A308/Marlow Road (Bisham Roundabout)
2	A308 / Pinkneys Drive
3	A308 / Courthouse Road
4	A308 / Harrow Lane / Linden Avenue
5	A308 / Grenfell Road
6	A308 / Shoppenhangers Road
7	A308 / Harvest Hill Road / Hibbert Road
8	A308 / B3028 Upper Bray Road
9/10	A308 / Fifield Road / Monkey Island Lane
11	A308 / A332 slips / Maidenhead Road roundabout
12	A308 / A332 / B3175 / Clarence Road roundabout
13	A308 / B3022 Frances Road roundabout
14	A308 / A332 / King's Road roundabout
15	A308 / B3021 Datchet Road roundabout
16	A308 / St Peter's Road / Church Road/ A308 / A328 Priest Hill
17	A308 Windsor Road/Priest Hill

Table 1: Location MCC junction counts



Figure 10: Location of Manual Vehicle, Pedestrian and Cycle Counts

3.2.12 The full results of the surveys are included at **Appendix C**.

Pedestrian and Cycle Count Data

3.2.13 Pedestrian and cycle count data was undertaken on Thursday 19th and Saturday 21st March 2020 by Traffic Data Centre. Traffic Surveys covering 18 sites in the vicinity of the site were undertaken over two periods on a weekday and weekend between 07:00 to 19:00, at the following sites.

Junction Number	Location
1	Shared path either side of Furze Platt Senior School entrance
2	Harrow Lane / Linden Avenue crossing
3	Commonwealth War Graves crossing
4	Shoppenhangers Road crossings
5	Stafferton Way informal crossings
6	Shared path north-west of B3028 Upper Bray Road
7	A308 / A332 slips / Maidenhead Road E-W (both sides)
8	A308 / A332 / B3175 / Clarence Road roundabout subways
9	Vansittart Road subway
10	St Leonard's Road crossing (north)
11	St Leonard's Road crossings (south)
12	Frances Road crossings
13	Informal crossing at Chaucer Close
14	Crossing south of Kings Road roundabout
15	Informal crossing at Long Walk
16	Shared path between Windsor & Old Windsor
17	Crossing north of Datchet Road roundabout
18	Crossing at Toby Carvery
19	Informal crossing at Old Windsor Recreation Ground
20	Shared path west of A30

Table 2: Location of pedestrian and cycle count surveys

3.2.14 The full results of the surveys are included in **Appendix D**. The locations of these counts are identified in Figure 10 above.

3.2.15 All the traffic count data has been analysed and used in Section 4 this report to help identify and validate any traffic flow issues or concerns at specific junctions and links along the corridor. Those sites where proposals are being recommended are described and presented in the site proformas which form Section 5 of the report. Not

all the sites that have been identified for improvement have traffic flow or pedestrian and cycle count data.

Teletrac Navman Data (DfT) - Journey Time Data

3.2.16 Teletrac Navman data has been obtained. The main function of this data is to provide journey time data within RBWM and to identify the start and end of journeys that in part take place along the A308 corridor.

3.2.17 The journey time data has been used to create a visual representation of journey origins and destinations, showing the highest concentrations for these within the borough and Thames Valley Region. It represents all journey types and not just those made using the highway network.

3.2.18 Figure 11 and Figure 12 show the number of journeys that started and ended within areas (Lower Super Output Areas, LSOA) within the region.

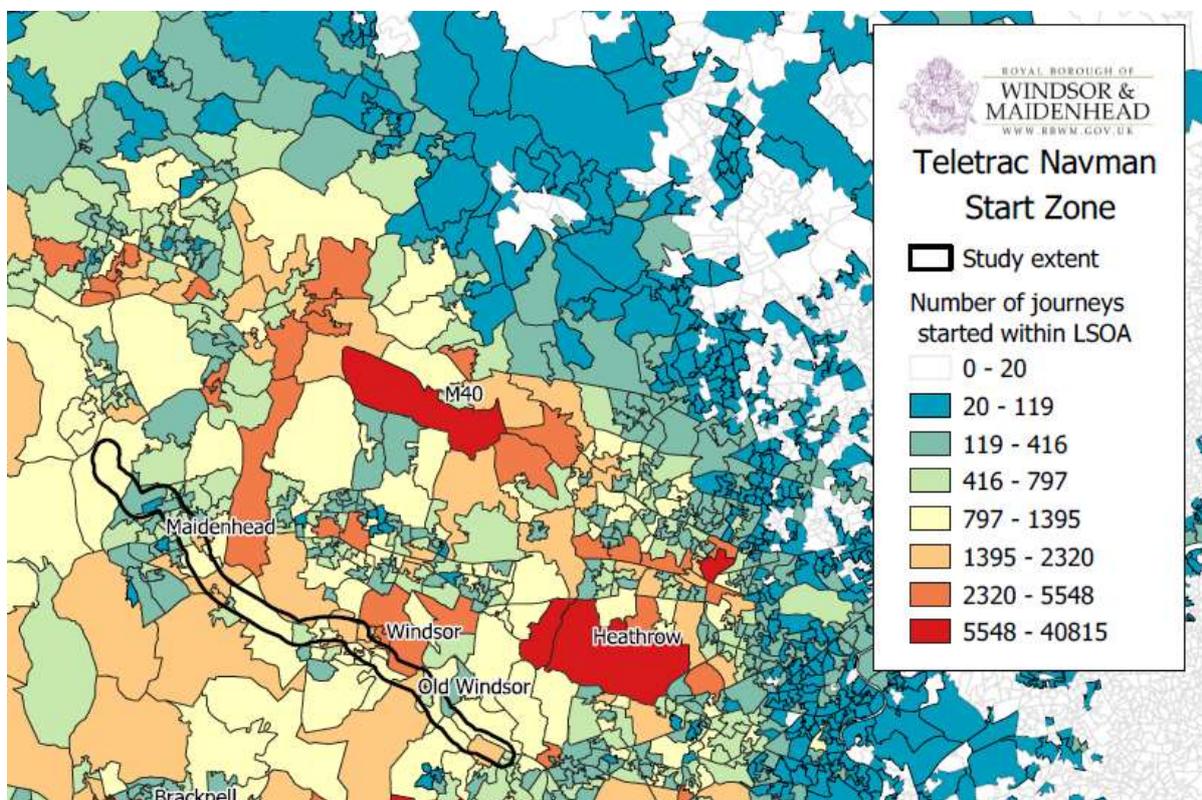


Figure 11: Start zone journeys by LSOA

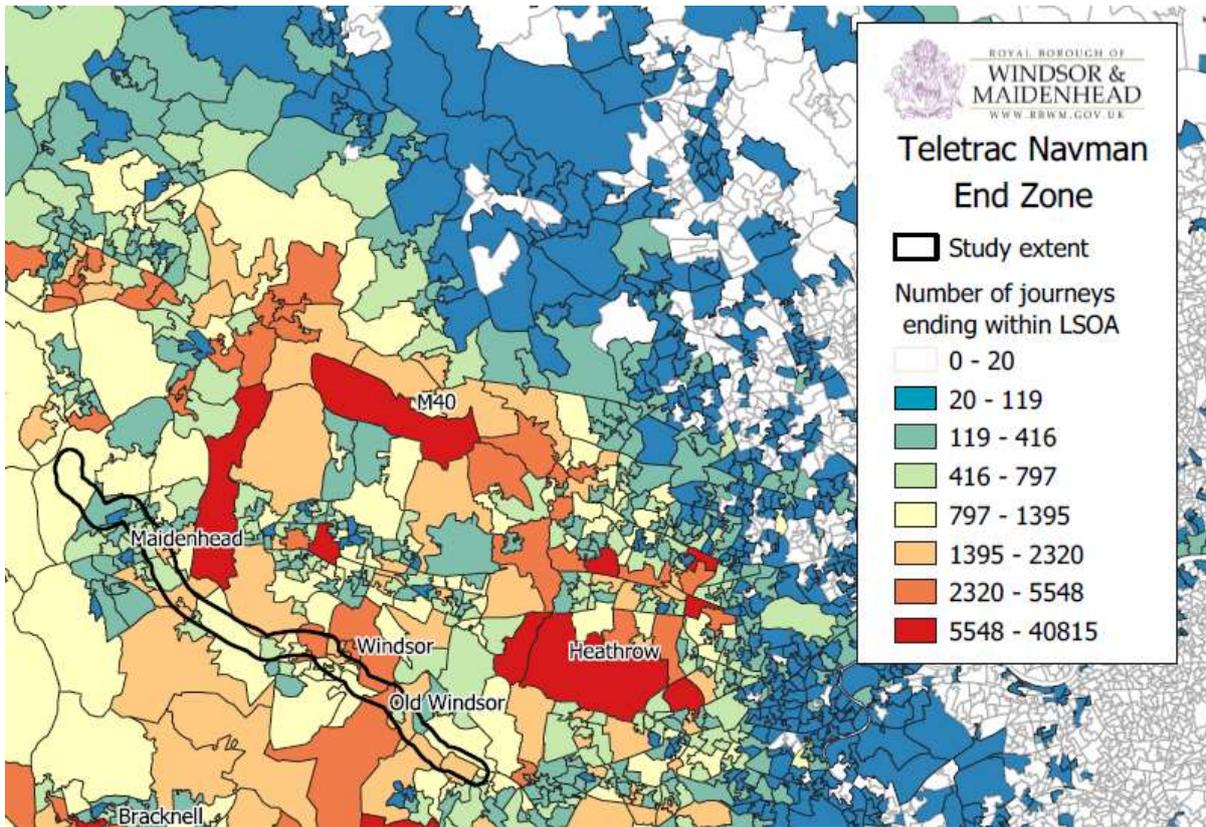


Figure 12: End zone journeys by LSOA

3.2.19 These figures show the extent of the study area along the A308. The data indicates that there are differences between the start and end points of journeys.

3.2.20 The following is of interest:

- There is no single location that stands out on the corridor as being the key generator or destination for trips, this indicates the significance of the corridor for wider journeys.
- There are higher numbers of journeys that commence from the Windsor area. This identifies the A322 and B3022 as being significant feeder routes to the A308 between Windsor and Old Windsor. There are no alternative modes that allow travel by other means from these origins.
- There is a significant corridor from north to south that intersects the A308 around the A330 and Bray. This includes a significant destination zone to the east of Maidenhead running up to Cookham. This area is not served by rail.
- Maidenhead is not a significant generator of trips. The size of the LSOAs around Maidenhead misrepresents this in the figures (as they are much smaller than surrounding ones).
- The significance of Heathrow and the proximity of the M4 to the A308 and the impact of congestion on the M4 on traffic diverting to the A308.
- The relatively low numbers of journeys starting and ending on the A308 corridor in Sections 4, 5 and 6, particularly Section 5.

3.2.21 This data is revisited in Section 4 of this report. It is evident that many concerns and issues raised within our engagement exercise reflect the nature of the journey time data summarised above with many issues surrounding parts of Windsor and south east of Maidenhead.

3.3 Sustainable Transport Modes

3.3.1 During the early stages of the corridor study, we identified and collated the existing data sets:

- Bus and coach data;
- Rail service data;
- National Highways and Transport Survey Data.

3.3.2 A public transport map showing the location of bus stops, bus routes and rail stations is shown in **Appendix E** and in Figure 9 below.

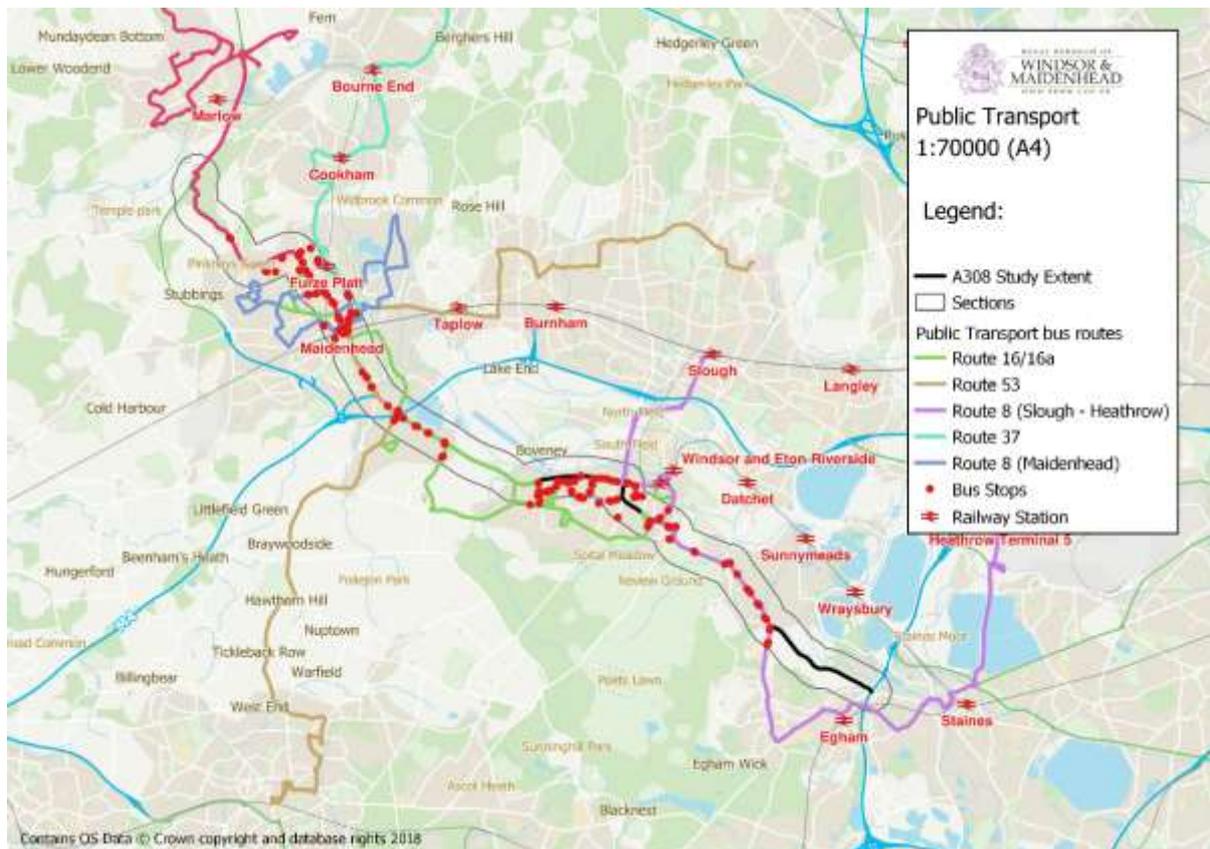


Figure 13: Bus and Rail routes and stops

3.3.3 Rail links exist between Marlow, Bourne End, Cookham and Maidenhead creating an alternative transport option for those travelling to and from Maidenhead from the north. Marlow to Maidenhead by train involves one connection at Bourne End but the journey is still under 25 minutes.

3.3.4 There are two east-west rail links, one through Maidenhead and one from Windsor. The Maidenhead rail link connects through Taplow, Burnham and Slough to London Paddington. People travelling to London or to the west of Maidenhead are therefore likely to use the A308 or A332 to pick up the service at Maidenhead or Slough if they are to use the train. The second rail link terminates at Windsor and connects east to London Waterloo.

3.3.5 To the south of the A308 there is a rail service running through Wokingham, Bracknell and Ascot that connects to London Waterloo. This provides an alternative east-west link south of the A308 with a main connection at Reading to Maidenhead.

3.3.6 The Winsor rail link connects to Ascot, but it requires a change of service at Staines, meaning the journey effectively doubles back on itself, making it much longer in duration and therefore not attractive as an alternative.

3.3.7 There is currently no direct rail link between Maidenhead and Heathrow, with passengers having to change at Hayes and Harlington. The current rail service is therefore longer than a comparable journey on the A308. The Wester Rail Link has been proposed to address this but at present there is no commitment for delivery of the scheme that would provide a direct alternative from the west to Heathrow that would remove traffic from the A308.

Buses

3.3.8 There are 6 bus services that operate along the A308 study area that are summarised in **Appendix F** and in Figure 13 above.

3.3.9 There is no single bus service that operates along the whole of the corridor. There are three services that operate along the majority of the route:

- Service 155 which operates between Marlow and Maidenhead;
- Service 16/16A which operates between Maidenhead and Windsor; and
- Service 8 which operates between Slough, Windsor and Heathrow.

3.3.10 This means there is no public transport option in Section 9.

3.3.11 There is a service, the 53, that operates along the north-south corridor on the A330 connecting to the south of the A308. The 37 provides a link to the east of Maidenhead through Cookham north to High Wycombe.

3.3.12 The journey time for the 16/16A is of particular note, with a time of 60 minutes between Maidenhead and Windsor. This is not comparable to a similar journey by car. There are also no bus priority measures on the route to facilitate buses during congestion in the AM and PM peak.

3.3.13 The No. 8 from Slough to Heathrow does offer a faster and more frequent service and consideration should be given to the impact that improving the frequency and speed of services along the other sections of the route would have on congestion and mode shift to public transport.

3.3.14 The whole of the corridor is well served by bus stops but linking this with the origin and destination data, bus routes should be considered that link to this need and not simply along the study route.

Bus Service	Operated by	Route	Frequency	Comments
8	First in Berkshire & Thames Valley	Slough to Heathrow Airport	30 mins	<ul style="list-style-type: none"> Most services terminate at T5, with only first two services continuing to Heathrow Central Bus Station Parallel rail route for Windsor to Staines section Alternative bus routes available to Heathrow Airport (e.g., 702)
16/16A	Courtney Buses (Thames Valley Buses)	Maidenhead to Windsor	65 mins (in connection with the 16A)	<ul style="list-style-type: none"> Route extends to St Marks Hospital Diverts off A308 to serve Holyport The 16 alternates with 16A Not an hourly service which is confusing for passengers
155	Red Eagle	Marlow to Maidenhead	2 per day	<ul style="list-style-type: none"> Minimal service – caters for social needs only. Convoluting journey via Marlow Bottom. Bus route does not serve Globe Business Park or rail station. Parallel rail route available – hourly service but requires change at Bourne End in peaks.
37	Arriva	High Wycombe to Maidenhead	Hourly	<ul style="list-style-type: none"> End-to-end journey times are uncompetitive with the car. Unattractive to commuters, but useful as a school service Minimal use of the A308 corridor X50 due to launch in March will provide alternative express bus route
53	Courtney Buses	Bracknell to Wrexham Park Hospital	60-65 mins	<ul style="list-style-type: none"> 60 min frequency often extends to 65 mins, which is confusing for passengers Provides direct service between Holyport and Maidenhead along A308 Jointly supported by Bracknell and RBWM

Table 3: Buses serving the A308

National Highways and Transport Survey Data – 2019

3.3.15 The National Highways and Transport (NHT) survey is used by local councils to understand what residents think of transport and highways services; what is good and what needs improving. This data was collected at the beginning of the project in early March 2020 shortly before the pandemic having an impact on this study. We have continued to use 2019 data which we consider relevant. At the time of writing 2020 is not available for review.

3.3.16 The NHT data indicates the following on average within the borough:

- 50% of residents are satisfied with road safety;
- 43% are satisfied with walking and cycling;
- 45% are happy with public transport;
- There has been a decline in satisfaction from the 2018 surveys (3-7%).

3.3.17 Additionally, compared against the national average, RBWM are lagging behind on average by 10% in terms of satisfaction across the measures of tackling congestion, walking and cycling, public transport and road safety.

3.3.18 This suggests that options relating to all of these should be considered in response to the comments received in the Phase 1 and 2 engagement exercise.

3.4 Policy Review

3.4.1 This section provides a policy review of the national, regional and local policies, including relevant neighbouring policies that are relevant to the development of options. A full policy review was undertaken as part of our Phase 1 Engagement Report which is provided at **Appendix A**.

National Policy

National Planning Policy Framework (2019)

3.4.2 The National Planning Policy Framework (NPPF) sets out government's planning policies for England and states that at the heart of the framework is a presumption in favour of sustainable development.

3.4.3 Plans are required to set out strategic policies for the pattern, scale and quality of development, making sufficient provision for supporting infrastructure, including transport.

3.4.4 Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.

Sub-Regional Policy

Transport Strategy for the South East

3.4.5 Transport for the South East (TFSE) published their draft Transport Strategy for consultation in October 2019.

3.4.6 The document articulates a clear vision:

- 'By 2050, the South East of England will be a leading global region for net-zero carbon, sustainable economic growth where integrated transport, digital and energy networks have delivered a step-change in connectivity and environmental quality.
- A high-quality, reliable, safe and accessible transport network will offer seamless door-to-door journeys.'
- Putting the user at the heart of the transport system.

3.4.7 The A308 has a significant role to play in delivering the Transport Strategy. TfSE has been instrumental in lobbying central government to make the A308 part of the Major Roads Network (MRN), reflecting its role in terms of:

- Providing a key connection between important economic hubs (Maidenhead – Windsor – Staines upon Thames) with high traffic flows.
- Linking to the strategic road network via M4 J8/9 and M25 J13.
- Forming an official / unofficial diversion route for the M4 and M25.

3.4.8 MRN roads classify for funding from central government between £20-50m with the aim of reducing congestion, supporting economic growth, housing delivery and all road users. Funding is allocated through the acceptance of a business case. This provides a significant opportunity for the delivery of the options outlined in this report.

Berkshire Recovery and Renewal Plan

3.4.9 The Berkshire Recovery and Renewal Plan sets out the economic priorities for Berkshire for recovery, renewal and growth following the covid-19 pandemic. It sets out actions under three priorities: Connected Berkshire, Collaborative Berkshire and Skilled Berkshire. The most relevant to this report is Connected Berkshire, which makes clear that both physical and digital infrastructure are key to recovery and future economic growth as well as building a sustainable future for Berkshire.

Local Policy

RBWM Borough Local Plan

3.4.10 RBWM adopted its Local Plan (BLP) in 2022. The BLP has a strong focus on placemaking, climate change, green blue infrastructure and delivery of high-quality design. It sets out a spatial strategy and policies for managing development and infrastructure to meet the environmental, social and economic opportunities and challenges facing the area up to 2033.

3.4.11 The spatial vision for the BLP acknowledges the unique roles of the main towns. Particular consideration will be given to traffic implications arising from development with regard to the capacity of existing infrastructure. It goes on to state that additional

infrastructure (including highways) will be provided alongside development to ensure that people, goods and communications can freely connect and travel across the Borough. Transport infrastructure will be maintained to ensure that interdependencies between places within the Borough and outside are maintained.

3.4.12 The plan sets out a series of objectives, including promotion of sustainable transport and alternatives to the use of private vehicles, specifically:

- Encouraging provision of facilities for pedestrians and cyclists in new development;
- Locating development to minimise the need for travel; and
- Promoting the use of public transport.

3.4.13 A strategic growth location has been identified in Maidenhead encompassing both Maidenhead Town Centre and South West Maidenhead. These locations have been chosen to take advantage of sustainable transport links. Windsor is identified as a smaller growth area than Maidenhead with limited higher intensity mixed use in the town centre and a small extension to the west of Windsor. These locations will impact upon the A308 corridor.

3.4.14 The BLP makes provision for at least 14,240 new dwellings over the plan period, of which 6,479 are in sites that have either been developed or are committed. The quantum of development proposed along the A308 corridor includes:

- Maidenhead Town Centre - 2,760 units
- South West Maidenhead – 2,600 units
- Other Maidenhead – 784 units
- West Windsor – 489 units
- Other Windsor – 177 units

3.4.15 Figure 14 shows the location of all the site allocations within RBWM in relation to the A308 corridor. This provides an indication of the pressures (housing and employment sites) of development that will likely impact the A308 corridor over the next 15 years. Some of the site allocations have already been identified by developers and are at various stages of the planning process. Those sites relevant to any proposed improvements/recommendations are referenced within our site proformas as discussed in section 5 of this report.



Figure 14: RBWM Borough Local Plan Allocation Sites

Existing Schemes/Mitigation - Identified in the BLP

3.4.16 The BLP is informed by a robust evidence base, including traffic modelling. A strategic model has been developed which has a 2016 baseline scenario and forecast scenarios for 2033, which take account of background growth, as well as committed and planned development.

3.4.17 The model highlighted 16 key junctions shown in Figure 15 where unacceptable levels of congestion is forecast to occur, including several along the A308 corridor.

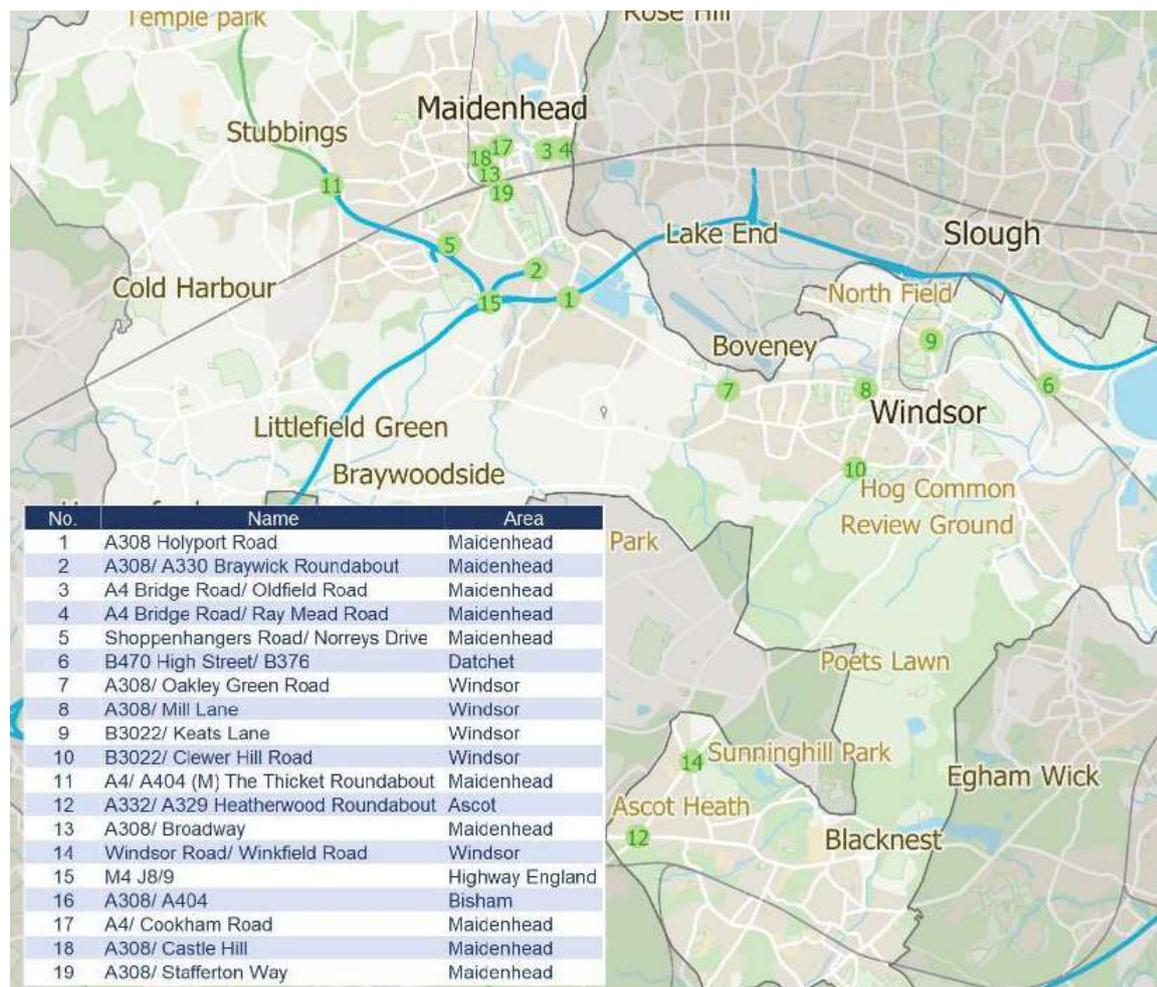


Figure 15: 16 Failing Junctions - Identified from the BLP

3.4.18 Of the junctions that intersect the A308, the following have been completed:

- Stafferton Way Roundabout;
- A308 Castle Hill Roundabout.

3.4.19 The following junctions remain as failing. Concept designs have been developed for these junctions:

- Braywick Roundabout;
- A308 Pinkney's Drive;
- A308 Holyport Road; and
- A308 Mill Lane/Parsonage Lane.

3.4.20 Where the engagement results have identified issues relating to traffic/capacity issues they have been brought forward as potential options for improvements and are discussed in more detail in Section 5 of this report.

Other Neighbouring Policies

3.4.21 The A308 study area includes the District of Runnymede. Their local policies and specifically their planned growth and existing highways issues directly influence Section 9 of the A308 corridor. The other neighbouring authorities and their local plans that also regionally impact on the corridor include the following:

- Wycombe District Local Plan (2019);
- Bracknell Forest Local Plan Draft Consultation Version (2018);
- Spelthorne Local Plan (preferred options consultation (2019);
- Buckinghamshire Local Transport Plan 4 (2016); and
- Surrey Local Transport Plan (2018).

4. OPTION DEVELOPMENT

4.1.1 This section of the report details the process of option development prioritisation using the engagement analysis data as presented in Section 2 and key data sets as summarised in Section 3 of this report. Using this data an option development matrix has been created that prioritises each link and junction within the study area.

4.2 Option development matrix - methodology for prioritisation

4.2.1 It should be noted that the engagement comments and data are referred to as datasets for the remainder of this section.

4.2.2 Firstly, each dataset was allocated a weighted score (from 0-3) as per the example in Table 4.

Dataset Name	Weighting /banding parameters	Score	Example
Datasets 3 and 8 (collisions and engagement comments)	=0	0	Junction and links that recorded 3 or more collisions were give 3 points and above with an extra point awarded if the collision resulted in a fatality.
Datasets 3 and 8 (collisions and engagement comments)	=1	1	Junction and links that recorded 3 or more collisions were give 3 points and above with an extra point awarded if the collision resulted in a fatality.
Datasets 3 and 8 (collisions and engagement comments)	=2	2	Junction and links that recorded 3 or more collisions were give 3 points and above with an extra point awarded if the collision resulted in a fatality.
Datasets 3 and 8 (collisions and engagement comments)	=>3	3	Junction and links that recorded 3 or more collisions were give 3 points and above with an extra point awarded if the collision resulted in a fatality.
Datasets 4 and 5 (existing/potential improvement schemes and near a BLP site)	Yes	2	If the site has or was nearby to an existing junction or link with an existing concept design a score of 2 would be awarded
Datasets 4 and 5 (existing/potential improvement schemes and near a BLP site)	No	0	If the site has or was nearby to an existing junction or link with an existing concept design a score of 2 would be awarded
Datasets 4 and 5 (existing/potential improvement schemes and near a BLP site)	Yes	2	If the site has or was nearby to an existing junction or link with an existing concept design a score of 2 would be awarded
Datasets 4 and 5 (existing/potential improvement schemes and near a BLP site)	No	0	If the site has or was nearby to an existing junction or link with an existing concept design a score of 2 would be awarded

Table 4: Weighted scoring for specific datasets

4.2.3 The weighted score for each dataset was then added together to provide a total score for each link and junction within the study area.

4.2.4 The factors for weighting for each dataset include the following:

- **Engagement comments** - The number of comments varies along the study area (e.g., from 0 to 50). The weighting is used to group these from 0 to 3 as a weighted score.
- **Collision data** – Some links and junctions had marginally higher levels of collision compared to others as well as severity which is reflected in the weighting.
- **Existing/potential improvement schemes** -. These sites were allocated a score of 1 if the answer was yes and a score of 0 if no.
- **BLP site allocation site** - If a section is next to a BLP development site they are allocate a score of 2 and others 0.

4.2.5 The second stage of our methodology involved using these scores to identify priority.

Score	Action
Higher Score	Priority Site
↑↓	↑↓
Low Score	Non- Priority Site

Table 5: Priority rating

4.2.6 As a result of this process above, the 42 sites (junctions and links) were allocated a score and ranked (some sites acquired an identical score of which further investigations was undertaken on a site-by-site basis). The site, score and ranking for each of the sites are shown in Table 6.

4.2.7 On the basis that funding will be concentrated on the locations identified at the top of the priority list it has been used to determine which sections of the corridor should be taken forward first.

4.2.8 The top 10 sites within the priority list have therefore been investigated further. This has been delivered through the creation of a proforma for each section that summarises the data that is detailed in Sections 2 and 3 specifically for that location.

4.2.9 In Autumn 2021 a further 11 sites were investigated and proforma created. These can be reviewed in the appendix alongside this main report.

4.2.10 It is recommended that the remaining sites also be investigated in priority order for potential improvements in subsequent stages of this study.

TOTAL SCORE AND RANK LOCATION DETAILS (table)

TOTAL SCORE	RANKING	Section	Link/Junction	Location
27	1	7	Junction 9a/9b	A308 Maidenhead Road / A332 Royal Windsor Way / B3024 Clarence Road / A308 Goslar Way / B3163 Imperial Road (Clewer Village)
25	2	5	Link 10	A308 Windsor Road (Between Holyport Road and Monkey Island Lane)
25	2	6	Link 7	A308 Maidenhead Road (Between Ruddlesway and Parsonage Lane)
25	2	6	Junction 10	A308 Maidenhead Road / A308 Windsor Road / Mill Lane / Parsonage Lane (Clewer Village)
21	5	4	Link 12	A308 Braywick Road (Between Stafferton Way / Rushington Avenue / A308 Braywick Road roundabout and Braywick Roundabout)
21	5	6	Junction 12	A308 Windsor Road / B3024 Oakley Green Road (Water Oakley)
20	7	8	Link 3	A308 Albert Road (Between A332 Kings Road Roundabout and A308 Datchet Road)
20	7	4	Junction 15	A308 (M) / A330 Ascot Road / A308 Windsor Road / The Bingham / A308 Windsor Road (Braywick Roundabout – Braywick)
19	9	1	Link 17	A308 Marlow Road / A308 Furze Platt Road (Between Bisham and Pinkneys Green)
19	9	5	Link 9	A308 Windsor Road (Between Fifield Lane and B3024 Oakley Green Road)
19	9	3	Link 13	A308 Frascati Way / A308 Grenfell Place / A308 King Street (Between Nicholsons Lane and Stafferton Way)
18	12	8	Link 2	A308 Straight Road (Between Church Road and Ouseley Road)
18	12	6	Junction 11	A308 Windsor Road / Ruddlesway / Maidenhead Road (Water Oakley)
18	12	2	Link 15	A308 Furze Platt Road (Switchback Road and Belmont Road)
17	15	4	Link 11	A308 Windsor Road (Between Cannon Hill Drive and B3028 Upper Bray Road)
16	16	4	Junction 14	A308 Windsor Road / B3028 Upper Bray Road (Bray)
16	16	5	Junction 13	A308 Windsor Road / Fifield Road / Monkey Island Lane (Between Bray and Fifield)
16	16	7	Junction 6	A308 Osborne Road / Kings Road / A332 Kings Road / A308 Albert Road (Windsor)
16	16	3	Junction 17	A308 Marlow Road / Sun Lane / A4 Bad Godesberg Way / A308 Frascati Way / A4 Castle Hill (Maidenhead)
15	20	8	Junction 5	A308 Albert Road / A308 Datchet Road / Albany Road / A308 Straight Road (Old Windsor)
15	20	9	Link 1	A308 Windsor Road (Between A30 and Priest Hill)
15	20	6	Link 8	A3024 Windsor Road (Between B3024 Oakley Green Road and Ruddlseyway)
14	23	3	Junction 16	A308 Braywick Road / Stafferton Way / Rushington Avenue / A308 Braywick Road (Maidenhead)
13	24	2	Link 16	A308 Furze Platt Road (Between Pinkneys Drive and Switchback Road South)
12	25	7	Link 6	A308 Goslar Way (Between A308 Goslar Way Roundabout Junction and Alma Road)
11	26	7	Link 5	A308 Osborne Road (Between Alma Road and B3022 Frances Road)
11	26	7	Junction 7	A308 Osborne Road / B3022 Frances Road / A308 Frances Road / Bolton Avenue (Windsor)
10	28	2	Junction 22	A308 Furze Platt Road / St Peter's Road / Switchback Road South (Furze Platt)
10	28	2	Junction 19	A308 Gringer Hill / Belmont Road / Highgrove Park (Furze Platt)
10	28	7	Junction 8	A308 Goslar Way / Alma Road / A308 Alma Road / A308 Osborne Road (Windsor)
9	31	1	Junction 25	A308 Marlow Road / A404 / Marlow Road (Bisham Roundabout)
9	31	2	Junction 20	A308 Furze Platt Road / Linden Avenue / Harrow Lane (Furze Platt)
9	31	1	Junction 24	A308 Furze Platt Road / Winter Hill Road (Pinkneys Green)
9	31	2	Junction 21	A308 Furze Platt Road / Courthouse Road / Malvern Road (Furze Platt)
8	35	9	Junction 1	A308 Windsor Road / A30 Egham By-Pass / B388 The Avenue / A308 The Glanty / A30
8	35	2	Link 14	A308 Craufurd Rise (Between Cordwallis Road and St Luke's Road)
8	35	8	Junction 2	A308 Straight Road / A308 Windsor Road / Priest Hill (Old Windsor)
7	38	2	Junction 23	A308 Furze Platt Road / Pinkneys Drive (Pinkneys Green)
7	38	7	Link 4	A308 Osborne Road (Between Bolton Avenue and Kings Road Roundabout)
7	38	8	Junction 4	A308 Straight Road / St Luke's Road (Old Windsor)
5	41	8	Junction 3	A308 Straight Road / Ouseley Road (Old Windsor)
4	42	3	Junction 18	A308 Craufurd Rise / A308 Marlow Road / The Crescent / St Luke's Road (Maidenhead)

Table 6: Total link and junction scores (please review in conjunction with our section mapping at Appendix E)

5. PROPOSED OPTIONS (SITE PROFORMAS)

5.1.1 This section of the report considers the options for improvement across sites along the A308 study area. The sites that have been brought forward for potential improvements have been derived from the prioritised list of junctions and links as discussed in Section 4. For the purpose of this study this initially includes the top 10 priority sites. The remaining sites along the corridor have the prospect to come forward with potential options of improvements as a continuation or progression of this study.

5.2 Site Proformas - Options for improvement

5.2.1 The site proformas are presented in **Appendix I**. The option summary for each site is as follows:

Section	Location
7	Junction 9a/b: A308 Maidenhead Road / A332 Royal Windsor Way / B3024 Clarence Road / A308 Goslar Way / B3163 Imperial Road (Clewer Village):
	<p>Given the nature of route, with high levels vehicles movements, there is limited opportunity for low-cost improvements.</p> <p>Improved pedestrian and cycle crossing provision could be provided at the northern roundabout through signalisation or introduction of stand-alone signal-controlled or pedestrian crossings. It is unclear whether the existing footway between the roundabouts is shared use. This could be addressed through the provision of appropriate signage and tactile paving, as well as cycle access points to/from the footway. However, the current footway width is insufficient to safely accommodate both pedestrians and cyclists, this could be addressed through widening of the existing footway.</p> <p>The current arrangement of the southern roundabout is complicated, with various vehicle movements. There appears to be scope to simplify and rationalise this, through a conventional roundabout, through-about, or signal-controlled junction. However, it would require modelling to determine the viability.</p> <p>It is also noted that there are several constraints, including the existing fountain in the centre of the roundabout and the high number of roundabout arms, which is further complicated with Clarence Road, Goslar Way, and Imperial Road being in close proximity of each other. Subject to this, alterations to the roundabout are likely to present several substantial benefits including traffic capacity, as well as improved pedestrian and cycle provision through the replacement of subways with at-grade crossings and routes through the roundabout.</p>
4-5	Link 10: A308 Windsor Road (Between Holyport Road and Monkey Island Lane)
	The existing land constraints limit the opportunities to introduce cycle infrastructure. However, there are several interventions which could be

	<p>introduced to reduce vehicles speeds and address road safety concerns, as well as improving pedestrian facilities along the route.</p> <p>The existing road alignment is linear, with no clear change in character between the rural, high-speed link to the east of Monkey Island Lane. These are likely to be significant contributors to the high vehicle speeds observed along the route, particularly for westbound traffic. The land constraints limit the scope to address road alignment issues without introducing physical traffic calming. However, speeds could be reduced by clearly changing the character of the road through introducing a gateway feature in advance of Monkey Island Lane to the east of the link. Furthermore, there are concerns about the posted speed limit given the residential character of the link and active frontages.</p> <p>The existing pedestrian crossing provision at several side roads along the link is also poor, with no tactile paving or dropped kerbs. In addition, the kerb radius of several side roads appears excessive, inducing high turning vehicle speeds. These issues could be addressed through tightening up existing junctions and introducing tactile paving together with dropped kerbs in accordance with standards.</p>
<p>6</p>	<p>Link 7: A308 Maidenhead Road (Between Ruddlesway and Parsonage Lane)</p>
	<p>The existing central hatching occupies a substantial proportion of the useable carriageway space. Although the hatching assists in facilitating the free-flow of traffic, through the provision of several right-turn pockets, providing vehicle stacking and deceleration space, this is likely to induce higher vehicle speeds due to no obstructions by turning vehicles. Similar results could be achieved through banning key movements. Traffic flows at several junctions may not warrant right-turn pockets, however, this would require modelling to determine impacts. Removal of the central hatching would unlock several options for improvements, including space for dedicated, segregated cycle infrastructure. This would present a potential high-cost option. Therefore, it is recommended that this is considered as part of a strategic, continuous cycle route.</p> <p>Low-cost option: There is scope to widen and convert the existing short section of footway between Ray Avenue and Vale Road to shared use. However, this would require building out the footway, including existing parking spaces. This could be accommodated by reducing the central hatching width. The width of the existing parallel parking bays at this location is narrow, therefore it is recommended that these are increased to 2m to prevent vehicles overhanging into the carriageway. There are limited opportunities for pedestrians and cyclists to cross along the link, a signal-controlled Toucan crossing could be introduced as part of these interventions, as illustrated on the drawing.</p>
<p>6</p>	<p>Junction 10: A308 Maidenhead Road / A308 Windsor Road / Mill Lane / Parsonage Lane (Clewer Village)</p>
	<p>Option 1 - Low-cost To improve pedestrian and cycle provision, the existing shared-use footway could be formalised with appropriate signage and tactile paving, as well as cycle access points to/from the footway. As part of this, it is recommended</p>

	<p>that the shared-use footway be extended to all corners of the roundabout, to offer an alternative route for cyclists through the roundabout. To support this, the existing footway should be widened, and appropriate cycle and pedestrian crossings provided on all arms.</p> <p>A key factor influencing vehicle speeds through a roundabout is deflection. The existing roundabout arrangement provides very poor deflection, enabling vehicles to travel through the roundabout following a linear route thus inducing higher speeds. This could be improved by realigning the approach lanes to utilise the central hatching area, directing vehicles towards the roundabout central island; therefore, improving deflection. The hatched area could be replaced with nearside footway widening or hatching.</p> <p>Option 2 Replacing the mini-roundabout with a signal-controlled junction offers several improvements, including traffic capacity as well as pedestrian and cycle crossing provisions. Signalisation would enable traffic to be controlled in accordance with demand, improving traffic flow through the junction. This would also enable signal-controlled shared crossings to be introduced on all arms, providing safer pedestrian and cycle provision.</p>
<p>4</p>	<p>Link 12: A308 Braywick Road (Between Stafferton Way / Rushington Avenue / A308 Braywick Road roundabout and Braywick Roundabout)</p>
	<p>There are two specific considerations, the creation of crossing point for pedestrians and cyclists between Woodlands Rise and the entrance to Braywick Leisure Centre and the upgrading of cycle facilities along the entire link.</p> <p>The issues of safety and severance between Braywick Leisure Centre is highlighted and there are initial plans relating to the AL13 development that recognise this. The number of trips by walking and cycling will increase with the development of sites AL13 and 15 and the creation of a signalised crossing would provide a safe environment for pedestrians and cyclist. The current speed and continuous flow of vehicles means that an uncontrolled crossing would not be sufficient to address the safety concerns. The preferred option will require modelling (linsig) to ensure that it is developed to minimize any disruption to the main traffic flows on the A308.</p> <p>There is a need to create a sense of place at this location and to alert motorists to the change in function at this point. A simple low-cost solution would be to reduce the speed limit at this location from the existing 40mph down to 30mph. This would not be appropriate along the entire length.</p> <p>The second issue is the lack of a cycle facility and comments relating to the crossing of side roads to the east of the A308. The existing Braywick Roundabout design at junction 15 includes a shared path which extends to the first layby north of the roundabout. The nature of the road means that cyclist must be protected and as a minimum the shared path continued to the east of the A308 for the entire length of the link. This is an existing borough cycle route, and a higher cost option would be to provide a fully segregated cycle lane along this length.</p> <p>There are several junctions that need to be crossed that should be consistently treated, with junctions being narrowed. The link should continue to the signalized crossing at which point it can connect to the west of the</p>

	A308 and the AL13 site. From this point north cyclists can use the local Braywick Road, separated from the A308 until re-joining the main carriageway at Kingswood Court. There is sufficient width immediately after to create a fully segregated cycle facility but there are width constraints as the link approaches Bellworthy Court.
6	Junction 12: A308 Windsor Road / B3024 Oakley Green Road (Water Oakley)
	The junction is situated between two sites allocated within the Borough Local Plan: AL21 and AL22. Junction improvements should be secured as part of these developments when they come forward. This should include a signal-controlled junction or roundabout. However, the type and layout of the junction will depend on further analysis of trips generated from the developments as well as the site access, cycle, and pedestrian routes. The junction will be developed to ensure the impacts and concerns raised regarding housing development are mitigated and existing road safety concerns are addressed.
8	Link 3: A308 Albert Road (Between A332 Kings Road Roundabout and A308 Datchet Road)
	The wide, linear alignment of the road is likely to induce higher vehicle speeds. This could be mitigated through traffic calming or road narrowing. Hatching may be considered as a low-cost solution. The carriageway is wide enough to accommodate a cycle lane, this could also present a solution to both the cycle concerns raised and vehicle speeds, through narrowing of the carriageway and the provision of a dedicated, protected, cycle facility.
4	Junction 15: A308 (M) / A330 Ascot Road / A308 Windsor Road / The Bingham's / A308 Windsor Road (Braywick Roundabout – Braywick)
	Existing proposed scheme: Braywick Roundabout forms part of a network of junction improvements which aims to increase traffic capacity to alleviate current congestion and accommodate planned development within the town thus contributing towards addressing the main concerns raised as part of the engagement exercise. The planned roundabout alterations comprise of signalisation of the roundabout, both on the approaches and circulatory carriageway. The existing carriageway shall be widened on the A308 Braywick Road, A308 Windsor Road, A308(M) and A330 Ascot Road arms of the roundabout primarily on the approaches, as well as widening of the circulatory carriageway to increase capacity. A new Toucan crossing shall also be introduced on the southern arm (A308 Windsor Road) of the roundabout, improving pedestrian and cycle crossing provision.
1	Link 17: A308 Marlow Road / A308 Furze Platt Road (Between Bisham and Pinkneys Green)
	The road presents challenging terrain, being flanked by dense vegetation and trees, as well as significant level differences with a steep decline on the approach to Bisham Roundabout, therefore limiting the opportunity for low-cost interventions.

Visibility along the route appears poor, this could be improved through removal of trees and vegetation along the road's edge and particularly on bends in the road alignment. Furthermore, additional road markings and signs could be introduced to increase advance warning of Bisham Roundabout. It is noted that there are several existing signs, however, visibility of these appears poor due to sign mounting heights and obstruction from trees and vegetation.

Existing sign mounting heights could be reviewed to improve safety. The road width remains relatively consistent along the link, this creates issues on bends in the road alignment with the risk of larger vehicles over-running the opposing lane. Localised widening around bends could provide a solution to this, however, would likely be a high-cost intervention due to the road level challenges.

5.2.2 In addition to the site-specific options there is a need to consider the impact of options on the entire corridor. The following additional corridor measures should be considered:

- The co-ordination and linkage of the 3 main bus services along the corridor and the creation of a service with comparable journey times to private vehicle use.
- The treatment of the A308 as part of the Major Roads Network to prioritise its function as a corridor and to facilitate sustainable local growth.
- To develop cycle facilities in line with current Cycle Action Plan and the upcoming Local Walking and Cycling Infrastructure Plan (LCWIP) along the corridor, which specifically identifies that cycle facilities should be considered between:
 - South of Maidenhead Station for sections 3, 4, 5 and 6 to Oakley Green Road;
 - Oakley Green Road and Vale Road (B3025) on Section 6 based on the parallel provision of a cycle facility along Dedworth Road (with only one to be prioritised); and
 - Junction 5 at Old Windsor to the borough boundary and south through Runnymede to the southern most extent of the corridor study.
- A consistent approach to the treatment of severance across the A308 experienced by pedestrians that takes account of the traffic capacity.
- A consistent approach to the sense of place and the identification of communities along the corridor so that motorists are aware that they are both entering and leaving locations along the corridor.

5.2.3 It should be noted that the proposed improvements have been developed as high-level concept designs and have not been subject to strategic appraisal. Any options that are progressed for further development by RBWM are dependent on a deliverability assessment which covers several factors:

- Cost of the potential scheme;
- Infrastructure feasibility;
- Operational feasibility;
- Land requirements;
- Complexity of delivery;
- Environmental impact;
- Stakeholder acceptance/support; and
- Timescales for delivery.

6. RECOMMENDATIONS – NEXT STEPS

6.1.1 This study has ranked locations by priority and focussed the review of data and the production of options on the top 10 priority locations. As an initial step consideration should be given to expanding the list of priority sites so that a larger section of the corridor can be fully evaluated and a series of proformas and concept designs produced for these locations.

6.1.2 The options identified in this report should be costed and assessed so that in each instance a preferred option based on benefit realisation is established. It is proposed that this is delivered through an options assessment table. As part of this process parallel measures should be identified that realise these benefits along the corridor which in turn will impact on the viability of the option.

6.1.3 The costing of the options should take into account the potential funding mechanisms so that for each option a defined funding strategy is established to enable it to be taken forward beyond the current stage of development.

6.1.4 It should be recognised that although air quality was identified as an objective, the study has not been able to source any data to evidence option development based on this. Consideration should therefore be given to the identification of appropriate monitoring and collation of air quality data along the route so that this may be added in future.

6.1.5 The highest priority location identified was Junction 9a/b, the A332/Goslar Way roundabouts to the west of Windsor. These represent a major scheme that should be considered as a stand-alone project that addresses the issue of severance created by these two roundabouts.

6.1.6 Further development of features to create a sense of place, such as gateway treatments should be considered.

6.1.7 The development of cycle measures on the corridor should be aligned with the delivery of the LCWIP that is currently being undertaken. Where the preferred cycling options in this report are also identified in the LCWIP they should be incorporated into this package of measures.

6.1.8 The development of bus services should be brought forward in line with the new National Bus Strategy and Bus Service Improvement Plan that is currently being developed. Improvements relating to public transport should be aligned with this national funding.

6.1.9 It is recommended that the proformas and option designs are taken forward to consultation so that local views form part of the option selection process. This should include the selection of low and high-level options with the understanding that the realisation of these will be on different timelines given the ability to secure the required funding.

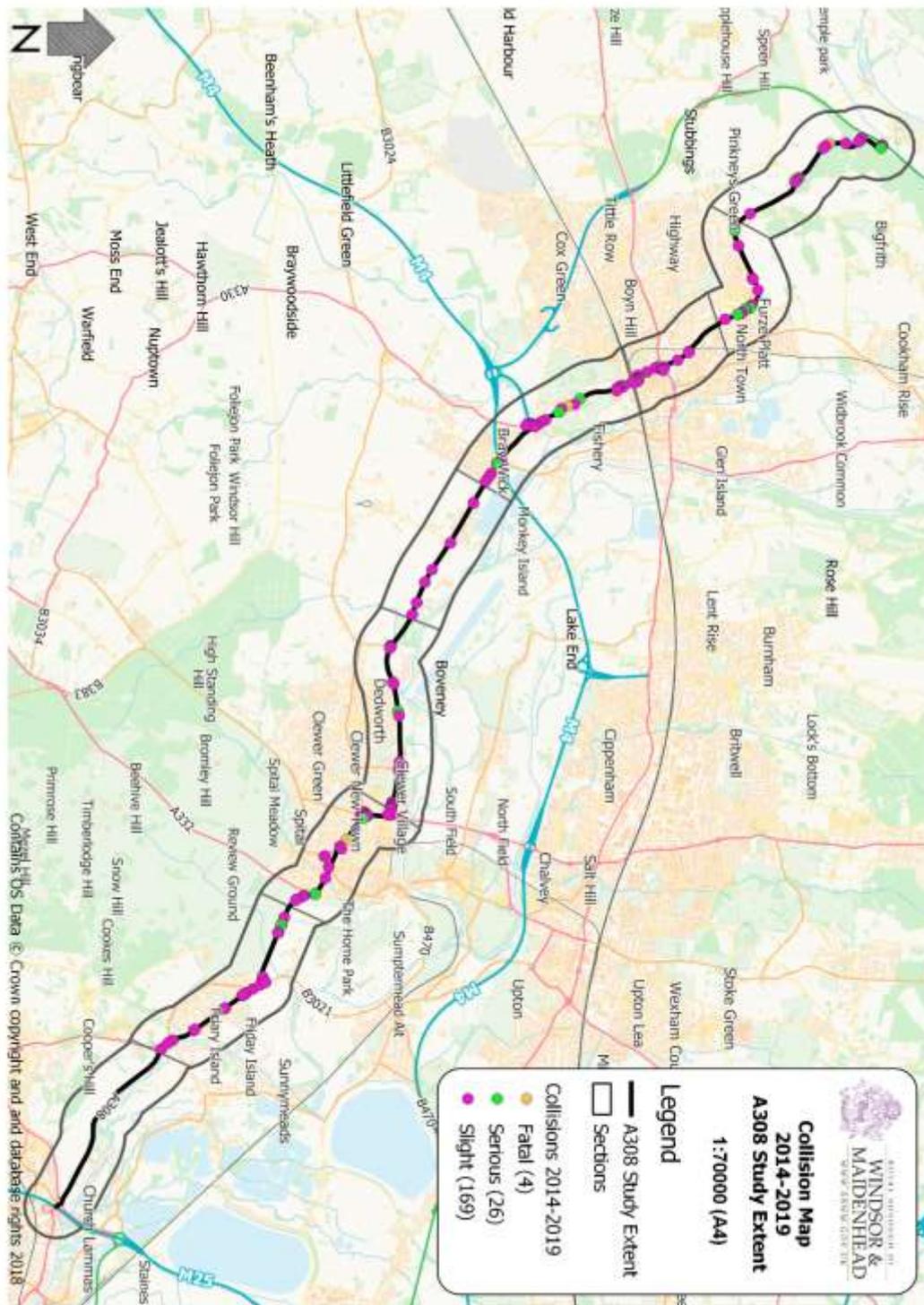
Appendix A

Draft engagement report
Please see separate Appendix document

Appendix B

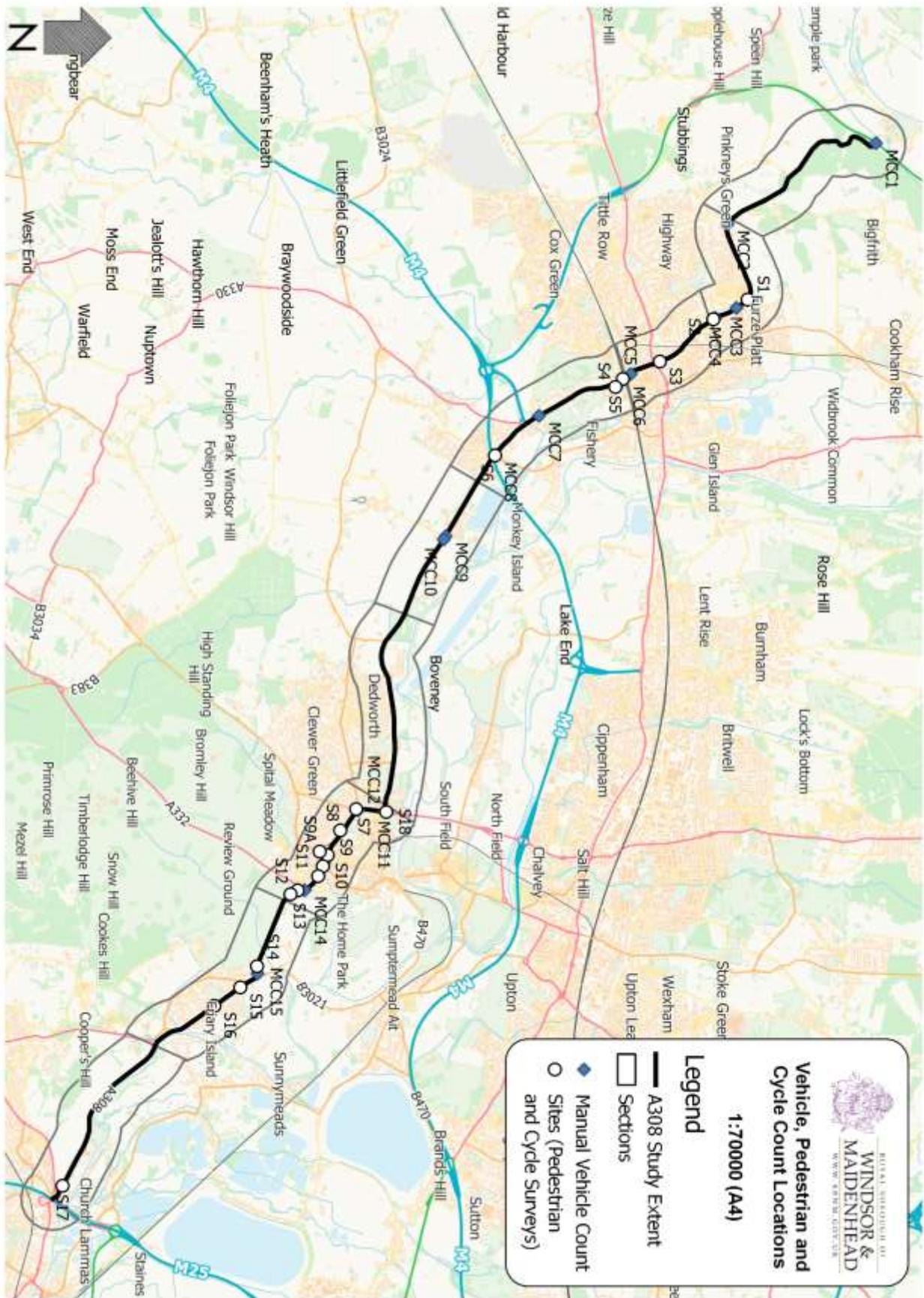
5 Year collision data and collision summary map

Please see separate Appendix document



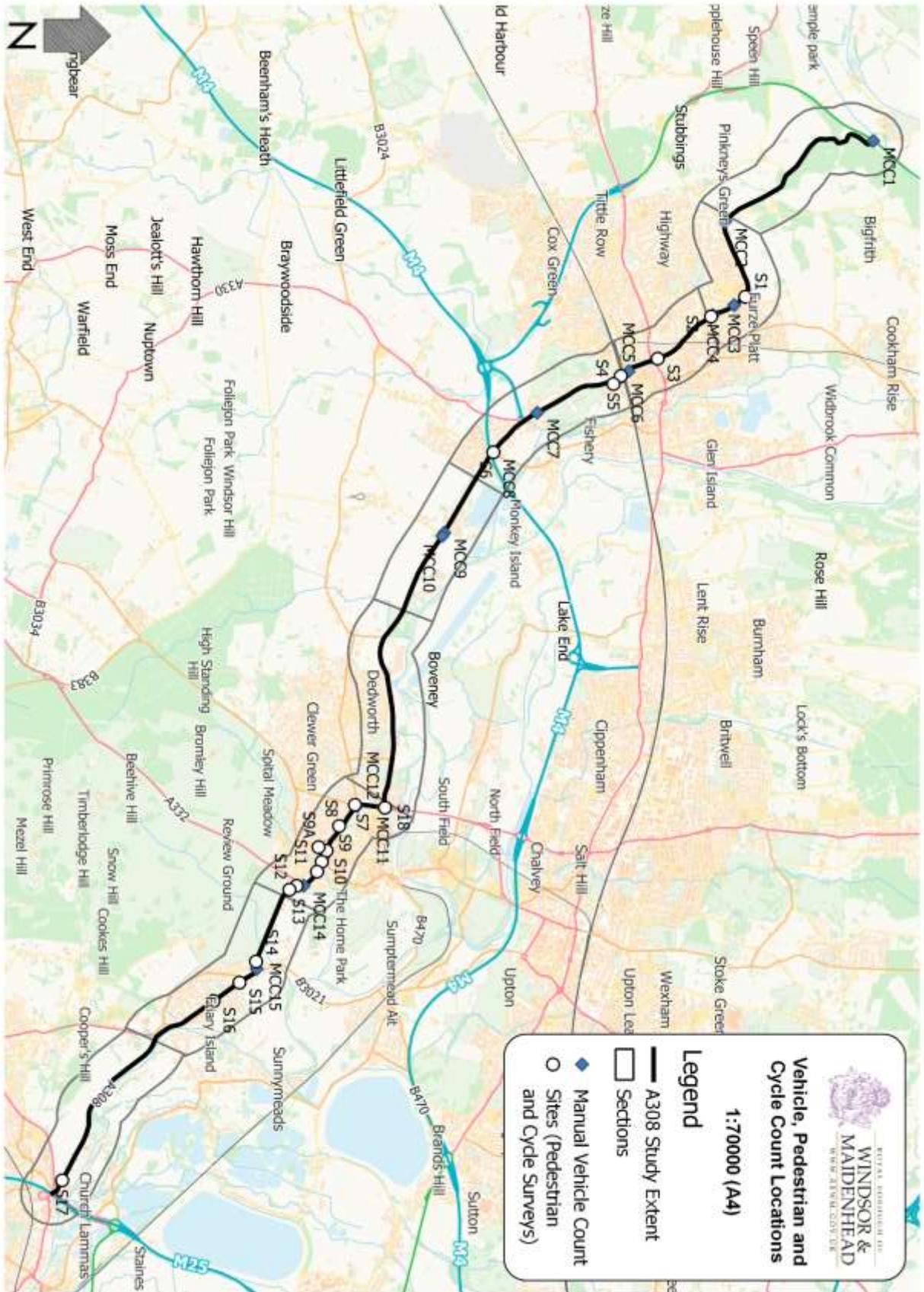
Appendix C

Survey data



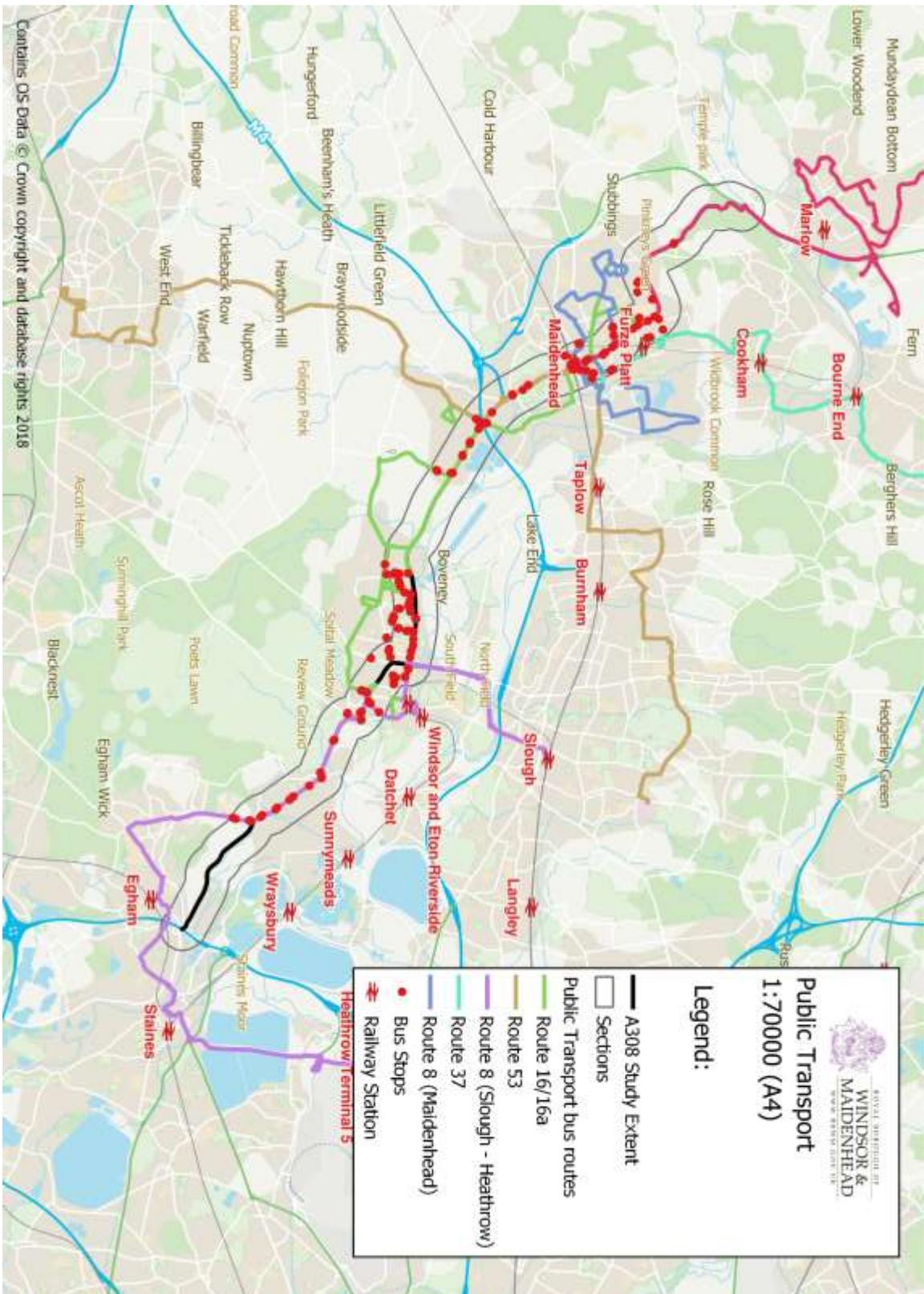
Appendix D

Pedestrian and cycle survey data



Appendix E

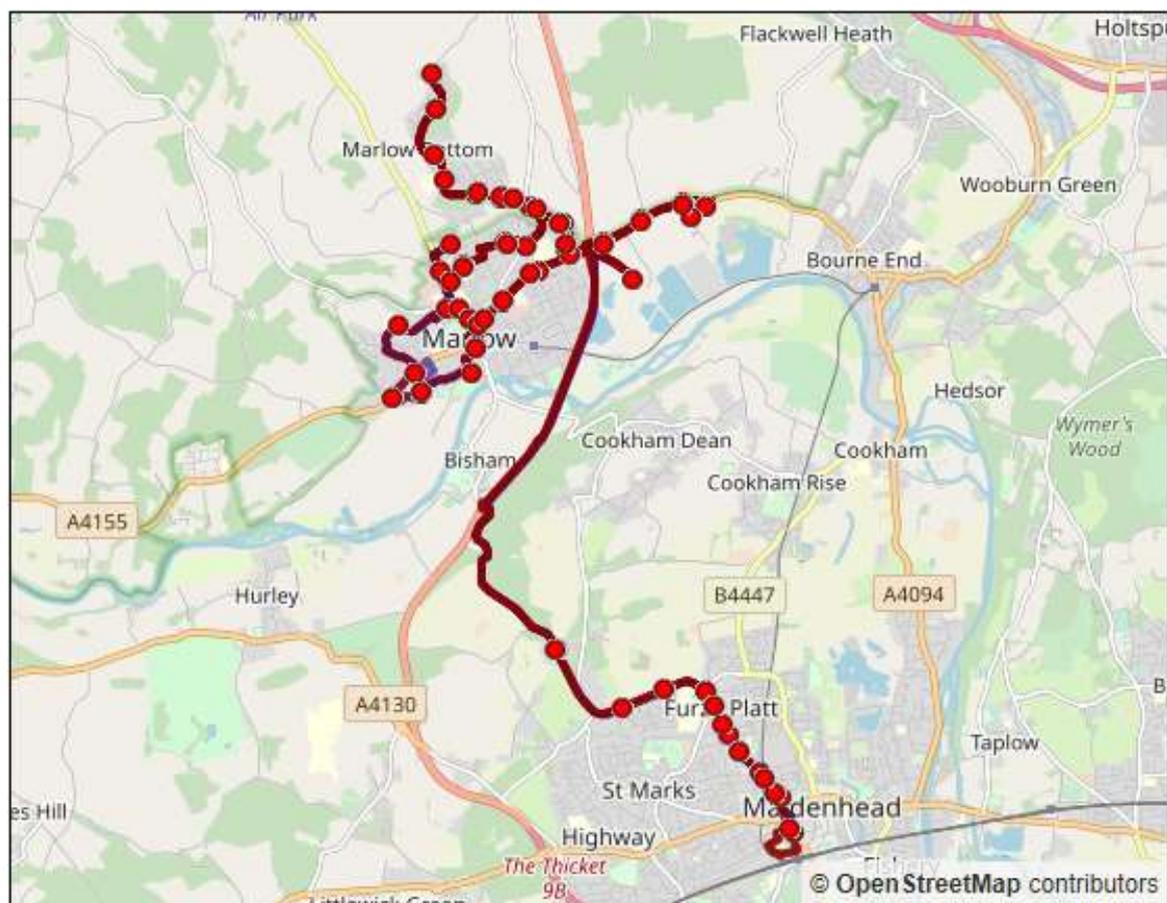
Public transport map



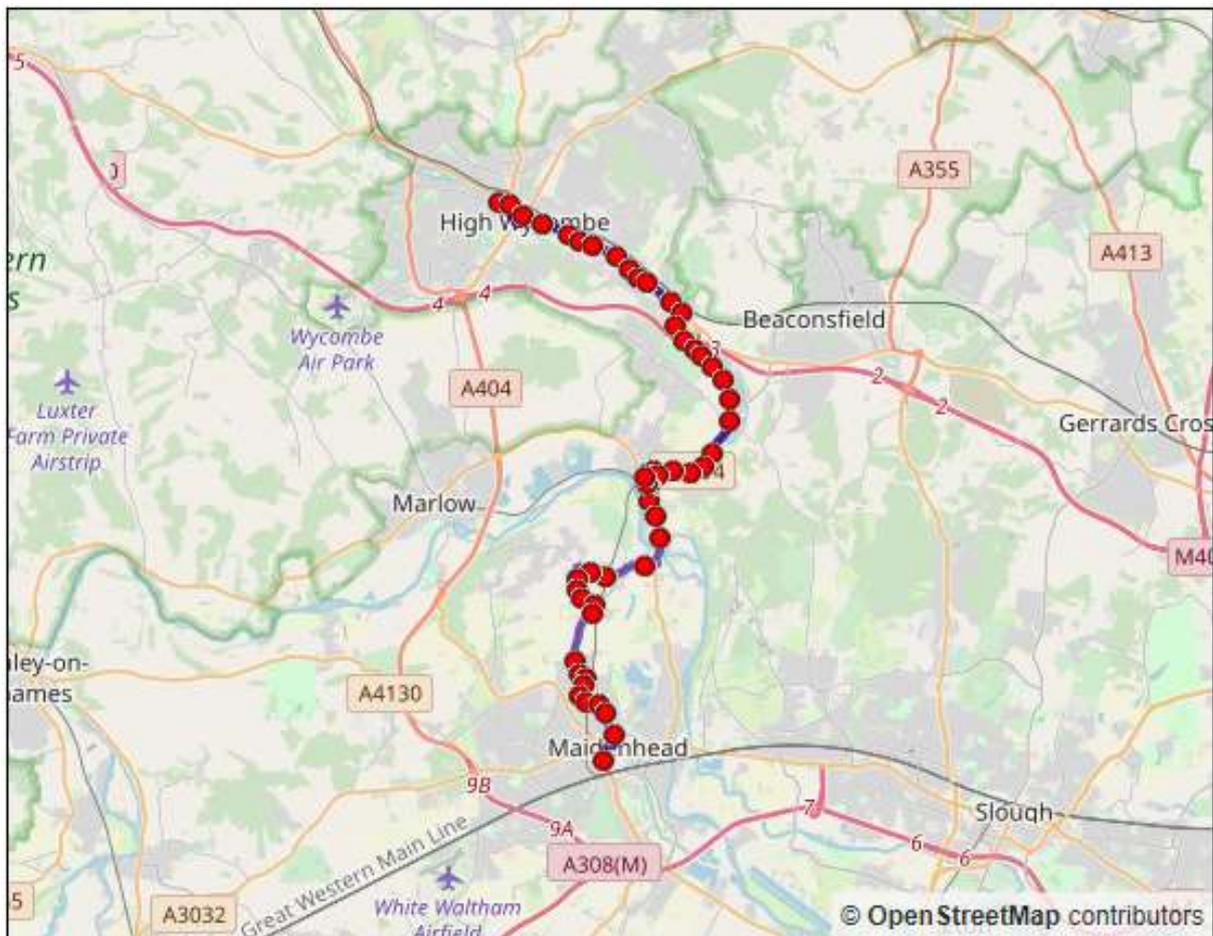
Appendix F

Bus summary

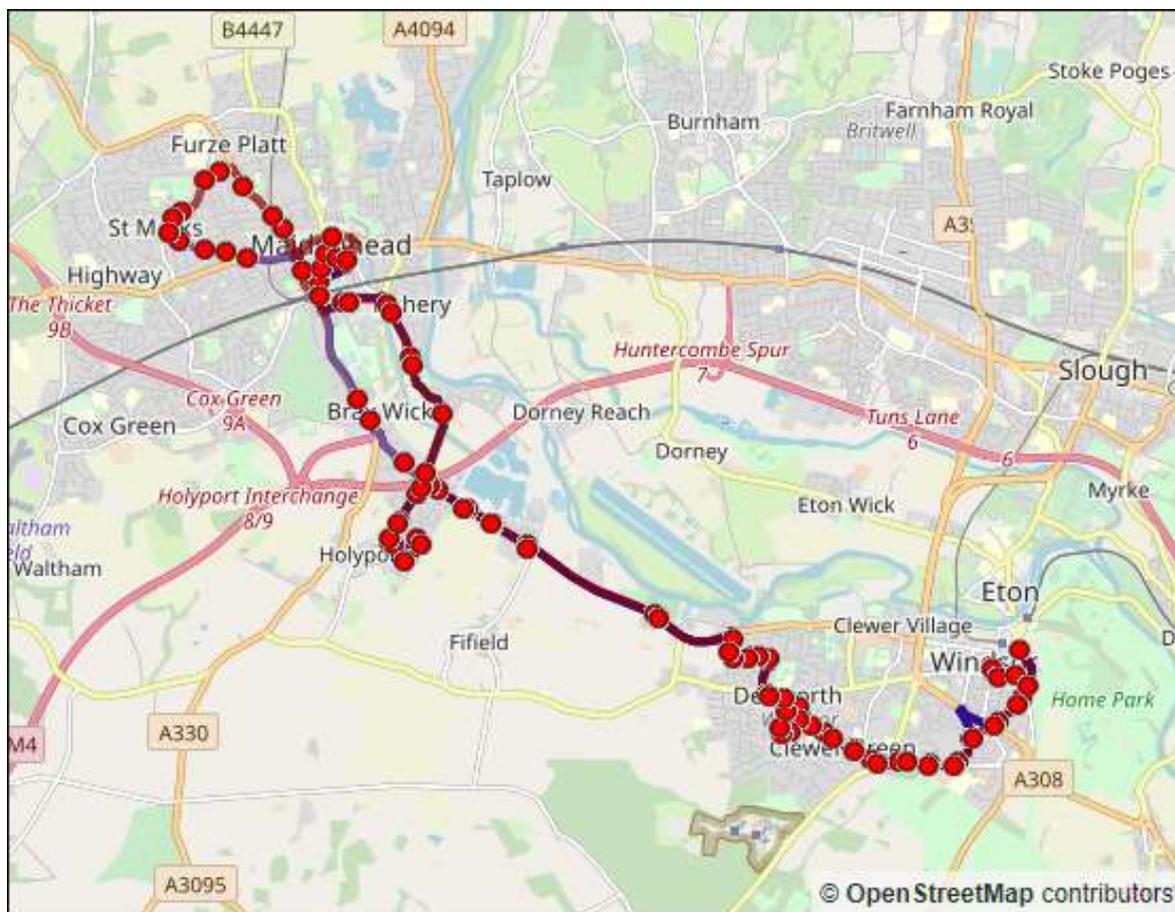
Bus Journey:	Marlow to Maidenhead
Service No:	155
Operator:	Red Eagle
Status:	Supported service
Distance:	7.3 miles
Journey Time:	18 - 57 minutes
Bus Priority:	None
Frequency:	2 per day
Operating Days:	Wednesdays only
First Bus Outbound:	09:56
Last Bus Outbound:	11:56
First Bus Inbound:	10:20
Last Bus Inbound:	12:30
Adult Single Fare:	£
Comments:	<ul style="list-style-type: none"> • Minimal service – caters for social needs only. • Convoluted journey via Marlow Bottom. • Bus route does not serve Globe Business Park or rail station. • Parallel rail route available – hourly service but requires change at Bourne End in peaks.



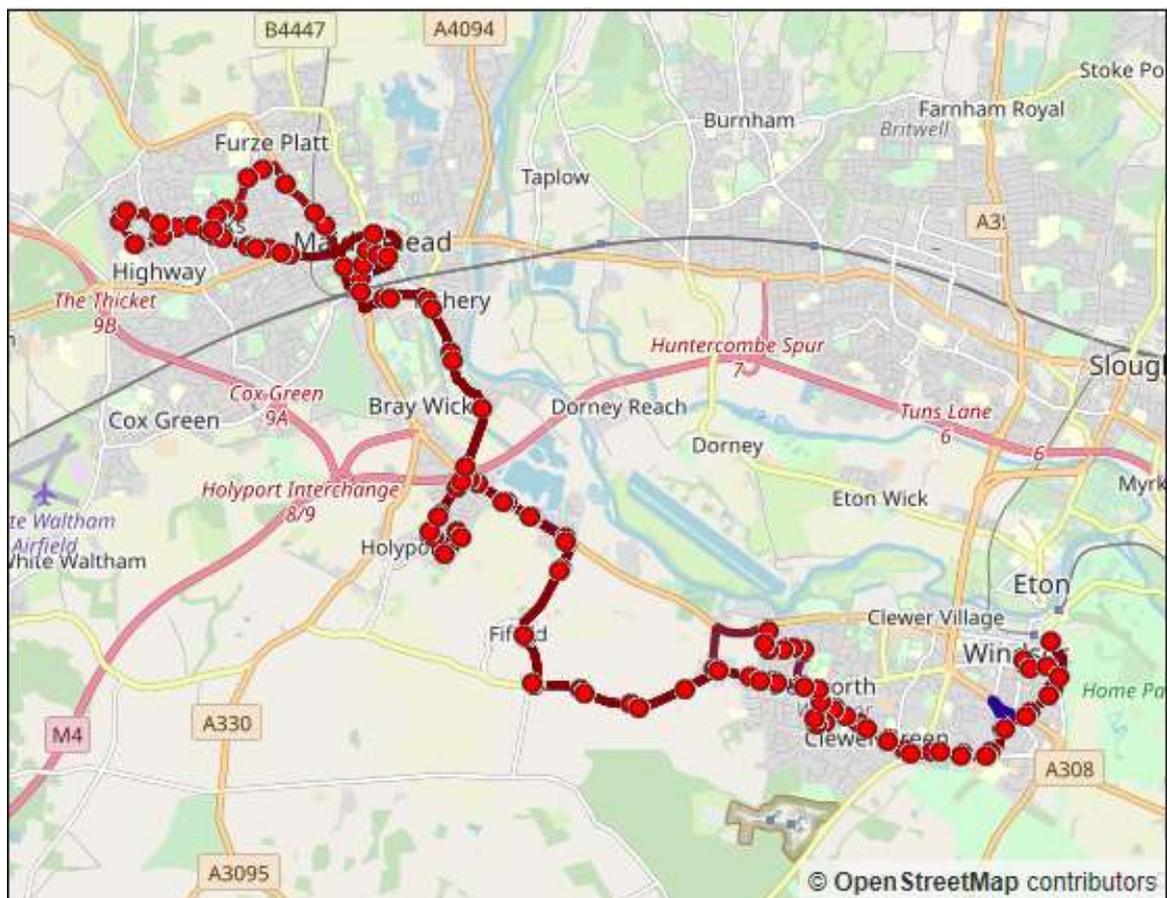
Journey:	High Wycombe to Maidenhead
Service No:	37
Operator:	Arriva
Status:	Commercial service
Distance:	11.3 miles
Journey Time:	45 - 71 mins
Bus Priority:	None
Frequency:	Hourly
Operating Days:	Monday - Saturday
First Bus Outbound:	06:25
Last Bus Outbound:	17:20
First Bus Inbound:	07:20
Last Bus Inbound:	18:30
Adult Single Fare:	£
Comments:	<ul style="list-style-type: none"> • End-to-end journey times are uncompetitive with the car. • Unattractive to commuters, but useful as a school service • Minimal use of the A308 corridor



Journey:	Maidenhead to Windsor
Service No:	16
Operator:	Courtney Buses (Thames Valley Buses)
Status:	Supported Service
Distance:	11.1 miles
Journey Time:	31 – 51 mins
Bus Priority:	None
Frequency:	65 mins (in conjunction with 16A)
Operating Days:	Monday - Sunday
First Bus Outbound:	06:35
Last Bus Outbound:	18:45
First Bus Inbound:	06:50
Last Bus Inbound:	18:55
Adult Single Fare:	£4.70
Comments:	<ul style="list-style-type: none"> • Route extends to St Marks Hospital • Diverts off A308 to serve Holyport • The 16 alternates with 16A • Not an hourly service which is confusing for passengers



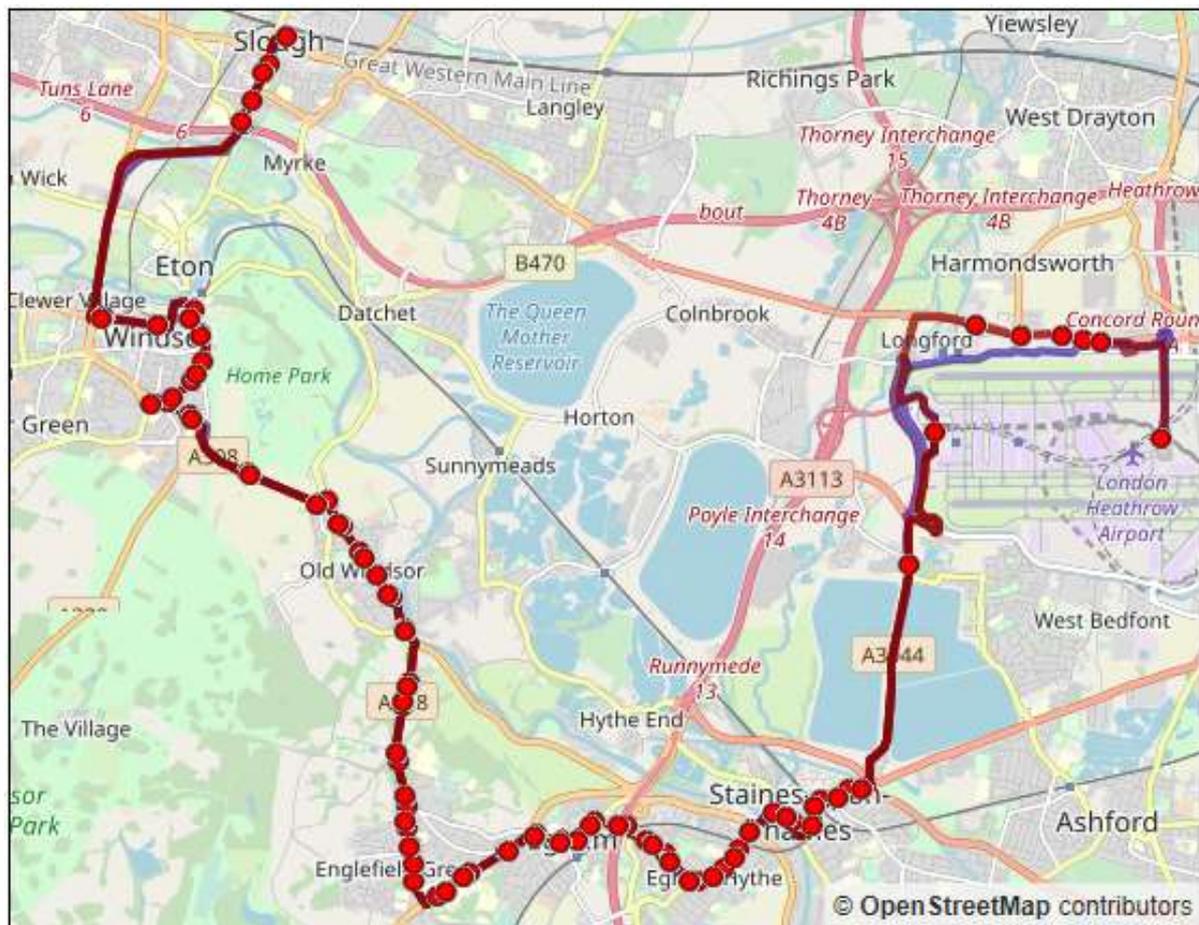
Journey:	Maidenhead to Windsor
Service No:	16A
Operator:	Courtney Buses (Thames Valley Buses)
Status:	Supported Service
Distance:	11.1 miles
Journey Time:	31 – 60 mins
Bus Priority:	None
Frequency:	65 mins (in conjunction with 16)
Operating Days:	Monday - Sunday
First Bus Outbound:	06:35
Last Bus Outbound:	18:45
First Bus Inbound:	06:50
Last Bus Inbound:	18:55
Adult Single Fare:	£4.70
Comments:	<ul style="list-style-type: none"> • Route extends to St Marks Hospital • Serves Newlands School at the start and end of school day • Diverts off A308 to serve Holyport & Fifield • The 16A alternates with 16 • Not an hourly service which is confusing for passengers



Journey:	Bracknell to Wexham Park Hospital
Service No:	53
Operator:	Courtney Buses (Thames Valley Buses)
Status:	Supported Service
Distance:	21 miles (2.3 miles Holyport to Maidenhead)
Journey Time:	65-92 (7 mins Holyport to Maidenhead)
Bus Priority:	None within RBWM
Frequency:	60-65 mins
Operating Days:	Monday - Sunday
First Bus Outbound:	06:03
Last Bus Outbound:	18:27
First Bus Inbound:	07:27
Last Bus Inbound:	19:51
Adult Single Fare:	£5.80 (£3.90 Holyport to Maidenhead town centre)
Comments:	<ul style="list-style-type: none"> • 60 min frequency often extends to 65 mins, confusing for passengers • Provides direct service Holyport and Maidenhead along A308 • Jointly supported by Bracknell and RBWM



Journey:	Slough to Heathrow Airport
Service No:	8
Operator:	First in Berkshire & Thames Valley
Status:	Commercial Service
Distance:	20.5 miles (8.5 miles Windsor to Staines upon Thames)
Journey Time:	61 – 103 mins (34 – 50 mins)
Bus Priority:	None within RBWM
Frequency:	30 mins
Operating Days:	Monday - Sunday
First Bus Outbound:	02:30
Last Bus Outbound:	21:35
First Bus Inbound:	03:52
Last Bus Inbound:	22:55
Adult Single Fare:	£
Comments:	<ul style="list-style-type: none"> • Services terminate at T5, with only one service a day continuing to Heathrow Central Bus Station. • Parallel rail route for Windsor to Staines section • Alternative bus routes available to Heathrow Airport (e.g. 702)



Appendix G

Section 1 – 9 mapping

Please see separate Appendix document

Appendix H

A308 Phase II engagement survey results

Please see separate Appendix document

Appendix I

Site proformas

Please see separate Appendix document

Quality

It is the policy of Project Centre to supply Services that meet or exceed our clients' expectations of Quality and Service. To this end, the Company's Quality Management System (QMS) has been structured to encompass all aspects of the Company's activities including such areas as Sales, Design and Client Service.

By adopting our QMS on all aspects of the Company, Project Centre aims to achieve the following objectives:

1. Ensure a clear understanding of customer requirements;
2. Ensure projects are completed to programme and within budget;
3. Improve productivity by having consistent procedures;
4. Increase flexibility of staff and systems through the adoption of a common approach to staff appraisal and training;
5. Continually improve the standard of service we provide internally and externally;
6. Achieve continuous and appropriate improvement in all aspects of the company;

Our Quality Management Manual is supported by detailed operational documentation. These relate to codes of practice, technical specifications, work instructions, Key Performance Indicators, and other relevant documentation to form a working set of documents governing the required work practices throughout the Company.

All employees are trained to understand and discharge their individual responsibilities to ensure the effective operation of the Quality Management System.



Award Winning

national
transport awards

LTA LONDON
TRANSPORT
AWARDS



british
parking
awards
2018
WINNER



british
parking
awards
2020
WINNER

Certifications



Accreditations



Memberships



Contact

London Head
Office

Unit 2 Holford Yard
London
WC1X 9HD
tel: 0330 1358 950

Old Street Office

29-33 Old Street
London
EC1V 9HL

Edinburgh Office

12 Lower Gilmore
Place
Edinburgh, EH3 9NY

Brighton Office

38 Foundry Street
Brighton
BN1 4AT
tel: 01273 056 122

Manchester Office

Regus - Room 1.07b
53 Barnett House
Fountain Street
Manchester, M2 2AN
tel: 0161 235 6466

Slough Office

Fourth Floor
The Urban Building
3-9 Albert Street
Slough, SL1 2BE
tel: 0330 1358 950

info@projectcentre.co.uk • www.projectcentre.co.uk