

The following action plan has been developed to set out a series of actions to deliver the A947 Route Improvement Strategy over the short, medium, and long term.

<i>Interventions</i>	<i>Actions</i>	<i>Timescale¹</i>
Localised Route Improvements	<ul style="list-style-type: none"> Undertake a route audit to identify improvements focused on signage, white line surfacing and verge maintenance. 	Short
Education and Engagement Programme	<ul style="list-style-type: none"> Development of a Communications and Engagement Plan with partners outlining approaches for the implementation of education and engagement campaigns and measures along the route. Work with partners to develop campaign messages to target identified behaviours including: appropriate travel speeds, dangerous overtaking, and the use of laybys by slower moving vehicles. Future infrastructure improvements along the route would also benefit from being take forward alongside / reinforced with campaigns e.g. safe use of climbing/overtaking lanes, the importance of using laybys. 	Short
Enforcement	<ul style="list-style-type: none"> Development of a Statement with partners to outline aspirations for increased enforcement along the route. Continue to work through NESCAMP to enforce speeds along the route. 	Ongoing
Maintenance	<ul style="list-style-type: none"> Development of a Statement to outline proposals for the implementation of an effective, prioritised maintenance regime for the A947 Corridor in line with the Council's Road Asset Management Plan. 	Ongoing
Active Travel	<ul style="list-style-type: none"> Development of a Statement with partners to promote the use of active travel modes within communities along the A947 Corridor. Works to include an audit of existing facilities and identification of enhanced infrastructure and campaigns to encourage increased use of sustainable transport modes, including walking and cycling. 	Short - Medium
Public Transport	<ul style="list-style-type: none"> Development of a Statement to outline aspirations for bus service development along the route, working alongside bus operators. Within this, consideration will be given to priority measures and opportunities for enhanced services associated with the AWPR. 	Short - Medium
Climbing / Overtaking Lanes	<ul style="list-style-type: none"> Undertake a robust economic assessment of the benefits of identified potential climbing / overtaking lanes. Progress conceptual designs in line with design principles and standards, with locations assessed to consider their benefits, with the ultimate aim to identify what combination of widened sections could be proposed. Consult with relevant stakeholders and landowners, and also evaluate the engineering challenges. Develop plans into a detailed design. 	Short - Medium
Localised Alignment Improvements	<ul style="list-style-type: none"> Review previous work into alignment improvements and update economic assessments. 	Short - Medium
Bend Mitigation Measures	<ul style="list-style-type: none"> Undertake a detailed review of specific locations along the route which would benefit from improvement works, and consider appropriate solutions e.g. bend signage, intelligent road studs. 	Short - Medium
Junction Improvements	<ul style="list-style-type: none"> Undertake traffic and road safety assessments of identified junctions along the route with a view to introducing ghost islands where justifiable. 	Short
Slow Moving Vehicle Laybys	<ul style="list-style-type: none"> Review of previous locations and potential new sites for extended laybys based on the results from the platoon surveys and site safety assessments. Develop a campaign with partners and other stakeholders (such as the farming industry, businesses that involve HGVs travelling on the route on a daily basis etc.) to remind them that drivers are legally obliged to pull in if they are holding up traffic. 	Short - Medium
Route Upgrade and Realignment	<ul style="list-style-type: none"> Undertake a review and monitor traffic conditions on the A947 following opening of the AWPR with a view to developing a business case for route upgrade in the future. Assess most suitable route upgrade and realignment options along the A947 i.e. improvement to S2, WS2 or D2AP, in line with the DMRB guidance. 	Long
Annual Progress Report	<ul style="list-style-type: none"> Development of an annual progress report to Members outlining progress with the implementation of the Strategy. The report should also be promoted via the Council's website to ensure the wider public and interested stakeholders are kept fully informed of progress. 	Ongoing

¹Short term actions comprise 0-2 years; medium term actions comprise 2-5 years, long term actions consider 5+ years.