



Developing Hoobrook Link Road

An essential link to the strategic highway network

Summary

The new £16m link road opened to the public on 19th September 2016. The road provides an essential link to the strategic highway network from the A451 Stourport Road through to the A442 Worcester Road. As well as reducing congestion and journey times, the scheme provides increased capacity and improved journey time reliability around Kidderminster town centre and on the ring road. It also provided access to new employment and housing land which is now being developed out.

The Background

- The road is one of a number of strategic transport network improvement schemes being delivered in Worcestershire, including the dualling of the A4440 Southern Link Road in Worcester and the construction of the new Worcestershire Parkway Regional Interchange Station.
- The scheme includes the construction of a bridge across the Staffordshire and Worcestershire Canal and River Stour.
- The road was officially opened by Mark Garnier MP, who joined local partners in describing Hoobrook Link Road as being vital for the Wyre Forest Area.

Key facts

LEP: Worcestershire Local Enterprise Partnership

Location: Kidderminster

Project completion: February 2017

LGF funding: £3.6million

Outputs: The road has reduced congestion, created 258 new jobs and 20,829sqm of commercial floor space anticipated as a result



The Benefits

- As well as reducing congestion and journey times, the road has enabled access to neighbouring employment and housing land, with the creation of around 258 new jobs and construction of 20,829sqm of commercial floor space.

Gary Woodman, Chief Executive of Worcestershire Local Enterprise Partnership, said: “We have invested £3.6m of Government’s Growth Deal into the construction of Hoobrook Link Road. By improving the capacity of our roads, we are reducing congestion and providing our businesses with the transport infrastructure required for continued growth. The Link Road is also great news for the local economy as the creation of jobs and access to commercial land space will have a hugely positive impact on the nearby area.”