



Midlands Highway Alliance Plus

MHA, MSIG, WMHA: Moving Forwards Together

Digital Engineering in Design and Planning

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Herefordshire Council has secured funding from the UK Government's **Levelling Up Fund (LUF)**, **Active Travel Fund (ATF)** and **Local Transport Grant (LTG)** to support a transformative package of transport and active travel projects across the region.

Funded Projects Include:

- Hereford Transport Hub
- Holme Lacy Road Active Travel Measures
- Blueschool / Newmarket / Commercial Road ATMs
- Aylestone Hill Cycle Scheme
- Quiet Routes to the Enterprise Zone

This presentation focusses on the A465 Aylestone Hill Active travel corridor and Safer Routes to School initiative where effective, innovative and time and cost saving digital interventions were implemented.

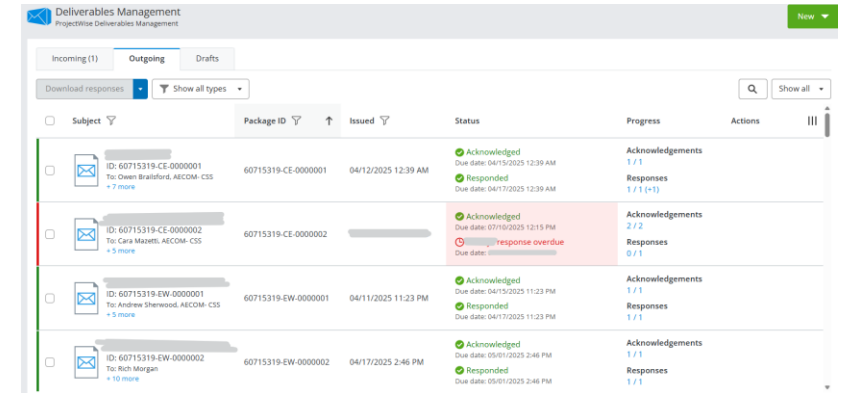
Across the LUF portfolio, a number of digital tools and processes have been used to drive efficiency and increase collaboration.

Use of a Common Data Environment (CDE)

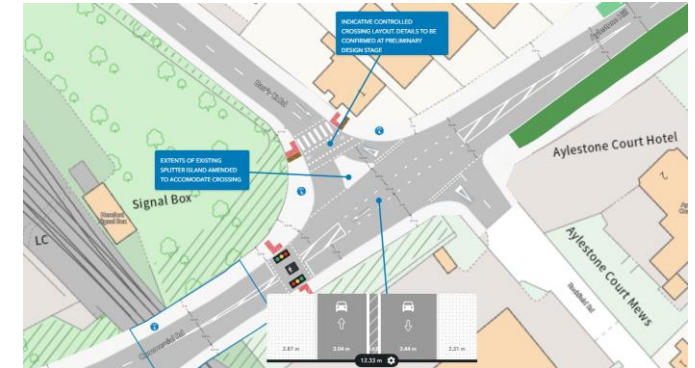
- Using ProjectWise data is accessible by all parties. The platform was also used to provide a single dashboard for technical queries and RFI's and Change management
- Single source of truth with files shared within the software rather than emails

Remix design software

- Rapid design optioneering
- Collaborative platform allowing engagement between Herefordshire and AECOM facilitate input from key stakeholders in the council and beyond
- Interactive mapping presented data in a legible for non-technical audiences



Subject	Package ID	Issued	Status	Progress	Actions
ID: 60715319-CE-0000001 To: Owen Bratford, AECOM- CS	60715319-CE-0000001	04/12/2025 12:39 AM	Acknowledged Due date: 04/19/2025 12:39 AM Responded Due date: 04/17/2025 12:39 AM	Acknowledgements 1 / 1 Responses 1 / 1 (+1)	
ID: 60715319-CE-0000002 To: Cara Moxell, AECOM- CS	60715319-CE-0000002		Acknowledged Due date: 07/19/2025 12:15 PM Response overdue Due date: 04/17/2025 12:39 AM	Acknowledgements 2 / 2 Responses 0 / 1	
ID: 60715319-EW-0000001 To: Andrew Sherevold, AECOM- CS	60715319-EW-0000001	04/11/2025 11:23 PM	Acknowledged Due date: 04/19/2025 11:23 PM Responded Due date: 04/17/2025 11:23 PM	Acknowledgements 1 / 1 Responses 1 / 1	
ID: 60715319-EW-0000002 To: Rich Morgan	60715319-EW-0000002	04/17/2025 2:46 PM	Acknowledged Due date: 05/01/2025 2:46 PM Responded Due date: 05/01/2025 2:46 PM	Acknowledgements 1 / 1 Responses 1 / 1	



Digital consultation methods

A465 Aylestone Hill Active travel corridor

Digital tool for consultation: Plan Engage hosted by AECOM

Benefits for consultees include:

- Easy navigation to pinpoint locations for local resident interaction
- Ability to host in person feedback session to widen engagement profile
- Ability to monitor and review progress through out consultation period
- Ease of filtration for anomalies and unhelpful feedback
- Direct and visual method of viewing key problem areas during consultation that feedback into the design process.



Consultation Plans

Aylestone Hill - Consultation Plans

General Arrangement Sheet 1 of 6: Including enhanced shared footway/cycleway, new Barrs Court Road crossing and start of new segregated on-carriageway cycle track



Scheme Visualisation C - Raised toucan crossing between mini-roundabouts on Aylestone Hill



View Consultation Plans –
ensuring transparency



Visualise changes –
supporting understanding
of proposed changes



Provide feedback by posting
comments on a map or
completing a questionnaire –
ensuring local voices are heard

Digital consultation methods

Safer Routes to School (SRTS) initiative

Digital tool for consultation: Digital consultation survey for key stakeholders hosted by AECOM.

Benefits for consultees include:

- Easy access to SRTS survey via QR codes and ability to share QR code in both digital format on the website or physically printed on letters shared with end users.
- Ability to host in person feedback session to widen engagement profile and to monitor and review progress throughout consultation period
- Ease of filtration for anomalies and unhelpful feedback

Benefits of platform for project collaboration:

- Ability to consult across 5 schools in the same period, allowing cross-school comparisons.
- Ability to compare data received and populate graphs for behavioural trends and ensure robust data collection.
- Ability to engage with key stakeholders without pressure or influence of others in public to ensure data integrity.
- Cost effective data capture using automated digital tools

Key benefits form using digital tools throughout the planning and design phases:

- Increased collaboration (between designers and consultants and with stakeholders)
- Better public engagement by utilising digital hosted platforms as well as in person events.
- Ability to bring the proposals to life through digital tools which are not possible in paper copies
- Cost savings from less staff resource required to print, collate, organise in person events
- Time savings via automated process to review and analyse stakeholder input
- Use of common data environments allowed semi-automated recording or comments to design and the raising and responding to TQ / RFI.
- Digital tracking of change requests allowed all parties to access and review status of project change via communal platform.