

A457 Dudley Road Improvement Scheme Consultation Analysis Report

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1 Consultation Process

1.1 Background

The Dudley Rd Highway Improvement is a Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP) Local Growth Fund Scheme and aims to support the predicted growth and reduce congestion along the corridor. The scheme aims to improve the A457 Dudley Road by reducing traffic congestion through junctions and improve facilities for pedestrians and cyclists. This is an area of the city where we expect a lot of changes to happen in the next few years and for travel patterns to change.

The revised single scheme develops the principles set out in the Birmingham Emergency Transport Plan (May 2020) which has identified new challenges and opportunities for travel that the Covid-19 pandemic has presented. New data indicates that during this period many of us are choosing to travel by walking and cycling, which has reduced congestion on the highway network and provided an opportunity to free up valuable road space for potential walking and cycling provisions alongside public transport travel as Birmingham builds on the recovery.

- **Providing increased capacity** - The scheme will include upgraded sections of carriageway incorporating new bus lanes, a new footbridge over the Soho Loop Canal, widened footways and improved pedestrian and cycle links to Dudley Road Local Centre, the new Midland Metropolitan Hospital and Summerfield Park to accommodate additional capacity for multi-modal users along the route.
- **Improving accessibility to Birmingham City Centre** - Highway improvements along the route will help to decrease congestion, improve journey times and provide a corridor to directly access Birmingham City Centre from the northwest of the city. Furthermore, accessibility will be improved to major developments and businesses along the route; including the Soho Loop Development, Icknield Port Loop Development and the new Midland Metropolitan Hospital.
- **Improving journey time reliability (including for public transport)** – Journey time will be improved through improvements to the existing road layout and ensuring the corridor can provide increased traffic capacity. Key pedestrian crossings will be upgraded, alongside upgrades to junctions along the route.
- **Providing safer infrastructure for all road users** - As part of the Dudley Road Highway Improvement scheme, the design proposes major upgrades to several junctions along the route. Changes include improvements to the signalised junction at Icknield Port Road / Dudley Road, a new signalised junction at Heath St and the closure of Northbrook Street. The changes to the junctions at (Winson Green Road/ Dudley Road and Icknield Port Road/ Dudley Road) will provide safer and efficient infrastructure for all road users.
- **Providing upgraded facilities for cyclists**- The highway improvements at Dudley Road will provide upgraded cycling and pedestrian facilities on wide footways along the entire corridor. This will primarily be in the form of a segregated cycling route on the North side of Dudley Road and shared facilities where highway space is prohibited.
- **Northbrook Street closure** – To facilitate the improvements to Dudley Road, it is necessary for the access to Northbrook Street to be closed. Previous scheme consultations detailed the left turn only proposal, however, the new road alignment will dictate the need for the closure in order to minimise structural enhancements to Lee Canal Bridge and to provide the necessary widening to the junction with Heath Street.

The consultation was launched on Tuesday 17th November 2020 and ran for 4 weeks until Tuesday 15th December 2020.

1.2 Publicising the consultation

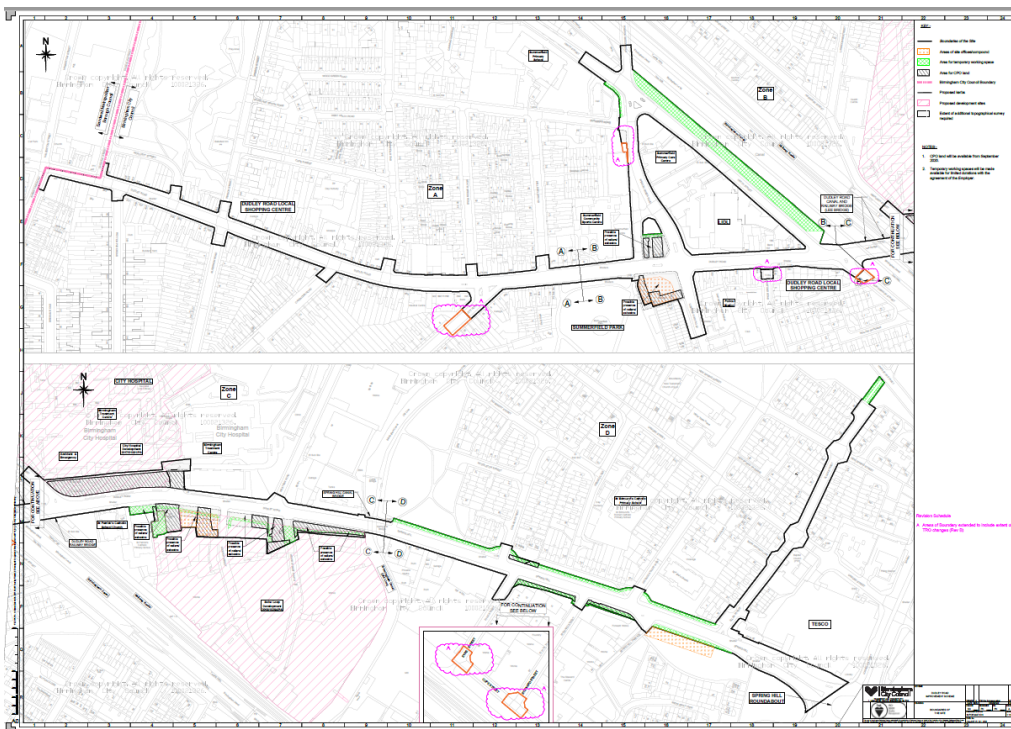
Birmingham City Council, along with its delivery partners, utilised a number of different channels of communication to spread the word about the A457 Dudley Road Improvement Scheme consultation. This included:

- Existing stakeholder and community networks;
- Existing email and other electronic communications (corporate BCC, Birmingham Connected);
- Roadside signage; See Figure 1
- Letters delivered to all residents and commercial properties within the proximity of the scheme. See Figure 2 for location plan;
- Traditional media;
- Social media activity including Facebook and Twitter; and
- Public events.

Figure 1:



Figure 2:



1.3 Response channels

Where contact was made through a channel other than Be Heard, we encouraged people to also complete the questionnaire online.

An online briefing event was held on Wednesday 2nd December 2020 between 4pm and 6pm.

1.3.1 Online – Be Heard

All publicity directed citizens to Be Heard at

[Birmingham BeHeard Dudley Road](#)

The following documents were available to view or download on the Be Heard site:

- CGI images – before and after; and
- Proposed technical plan of the scheme area.

Respondents were asked to submit their feedback about the proposals through the online questionnaire, including closed and open questions and providing the opportunity for respondents to give additional comments.

1.3.2 Email correspondence

All email correspondence sent to transport.projects@birmingham.gov.uk was logged, acknowledged and responded to where relevant and appropriate.

1.3.3 Online public presentation and question and answer sessions

Online public presentation and question and answer session was held on Teams. The event attracted different levels of interest.

Table 1: Time, location and number of attendees for each of the public consultation events

Location	Event date	No. of attendees
Online on Teams	Tuesday 2 nd December 2020 between 4pm and 6pm	8
	Total	8

1.3.4 Stakeholder Communication

Emails were sent to key stakeholders inviting them to give their views on the proposals via BeHeard. Attached to the email was:

- Scheme summary
- Proposed A457 Dudley Road Improvement Revised Scheme plan: See below PDF scheme plans

PDF scheme plans:



Dudley Road zone A
plans.pdf



Dudley Road zone B
plans.pdf



Dudley Road zone C
plans.pdf



Dudley Road zone D
plans.pdf



Dudley Road zone E
plans.pdf

2 Methodology

2.1 Confidentiality

All responses to the survey were made anonymously and confidentially, with no personal details being requested that could identify the respondent, however postcodes were collected in order to ascertain how people living in different locations responded to the survey. The respondent's personal data was held by Birmingham City Council as the data controller. The survey was conducted in accordance with the Data Protection Act 2018 and General Data Protection Regulations (GDPR).

2.2 Consultation Survey

The survey was a mixture of qualitative and quantitative questions, with the qualitative questions requesting people's comments in order to explain their views and give suggestions.

2.3 Analysis of Consultation Responses

2.3.1 Quantitative Analysis

Analysis was conducted on all responses to the quantitative questions. Percentage figures have been rounded to the nearest whole number for the majority of questions and, as a result, not all responses totals may equal 100%.

2.3.2 Qualitative Analysis

Each of the qualitative responses was read, analysed, and assigned to a theme or themes relevant to the question asked.

3 Findings

3.1 About you

3.1.1 Q1. How often do you travel in Birmingham city centre by the following types of transport?

8.42% said that they travel by Bus, 57.89% said that they travel by car or van, 10.53% said that they travel by cycle, 10.53% said that they walk and 9.47% chose not to answer.

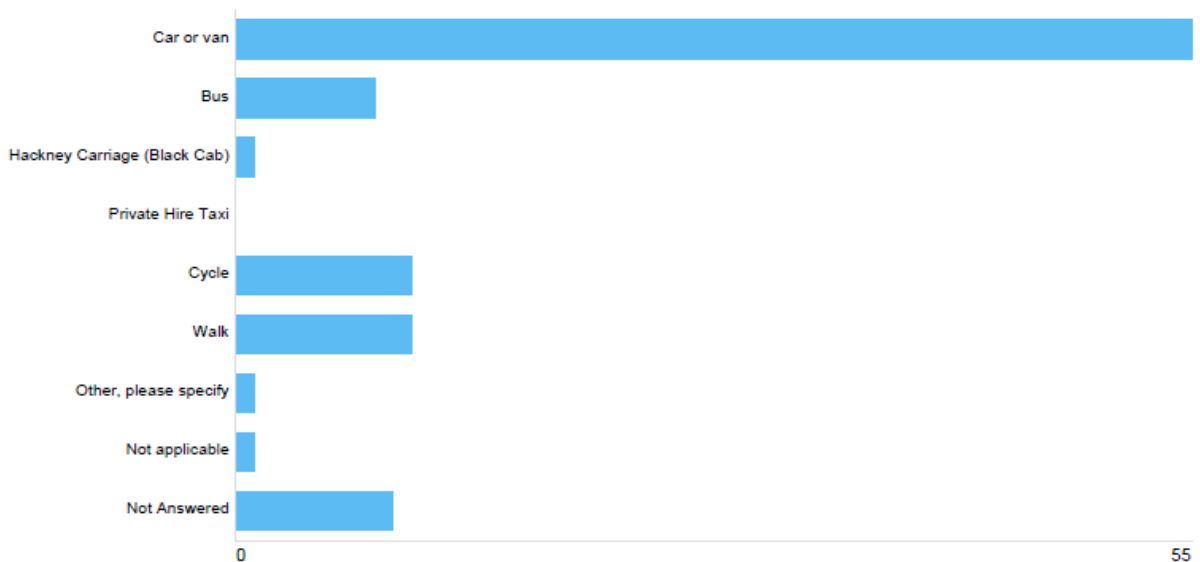


Figure 1: Journeys by mode of transport

Option	Total	Percent
Car or van	55	57.89%
Bus	8	8.42%
Hackney Carriage (Black Cab)	1	1.05%
Private Hire Taxi	0	0.00%
Cycle	10	10.53%
Walk	10	10.53%
Other, please specify	1	1.05%
Not applicable	1	1.05%
Not Answered	9	9.47%

Other mode

There were 4 responses to this part of the question.

3.1.2 Q2. What is your home postcode, interest in the route?

58.95% said that they live on or near the A457 Dudley Road. 2.11% said that they study on or near the A457 Dudley Road, 20.00% said that their purpose to travel to Birmingham city centre is for Work, 27.61% said that their purpose to travel to Birmingham city centre is for leisure/shopping, 9.51% said that their purpose to travel to Birmingham city centre is for others, 3.71% said that their purpose to travel to Birmingham city centre is for education or study, and 5.34% chose not to answer.

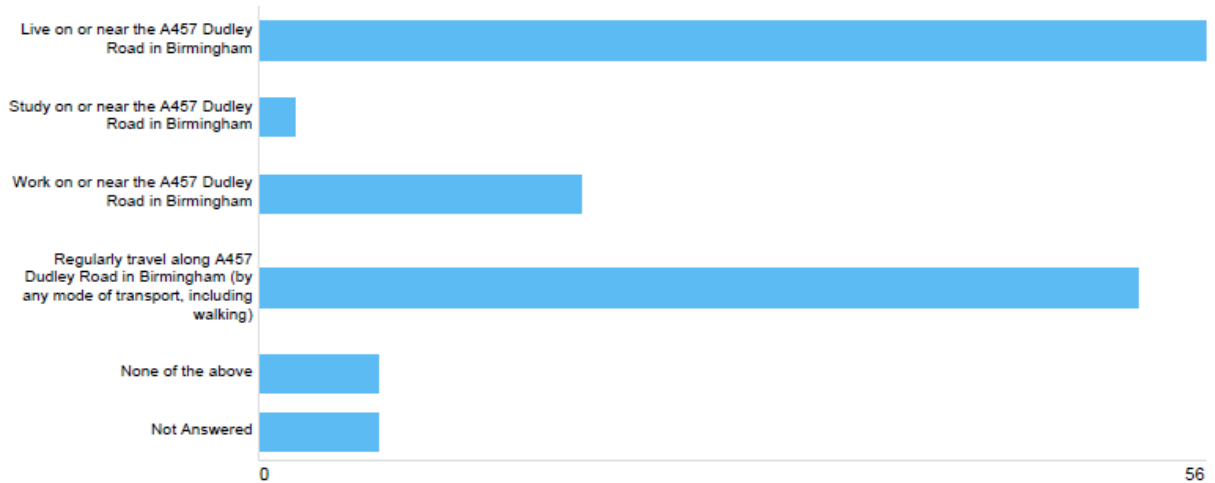


Figure 2: Interest in route

Option	Total	Percent
Live on or near the A457 Dudley Road in Birmingham	56	58.95%
Study on or near the A457 Dudley Road in Birmingham	2	2.11%
Work on or near the A457 Dudley Road in Birmingham	19	20.00%
Regularly travel along A457 Dudley Road in Birmingham (by any mode of transport, including walking)	52	54.74%
None of the above	7	7.37%
Not Answered	7	7.37%

3.2 About the Scheme

3.2.1 Q4. Do you support these proposals for transport improvements on A457 Dudley Road?

28.42% said that they fully support the scheme, 32.63% said that they partially support the scheme, 37.89% said that they do not support the scheme, and 1.05% chose no option.

Do you support these proposals for transport improvements on A457 Dudley Road?

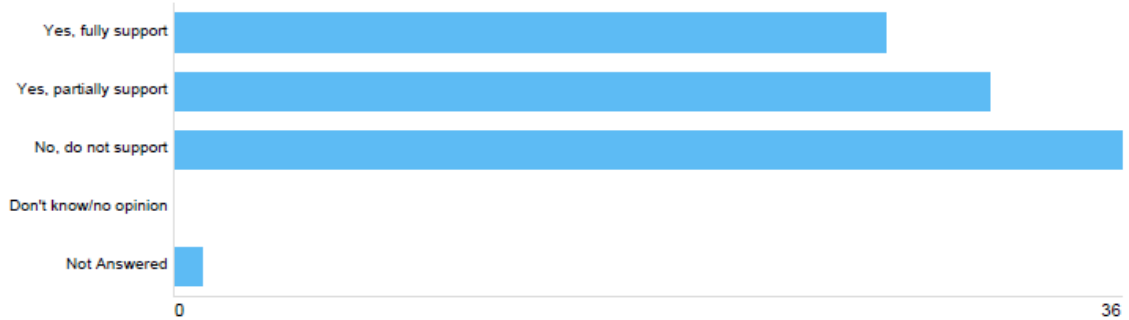


Figure 3: Do you like it or dislike

Option	Total	Percent
Yes, fully support	27	28.42%
Yes, partially support	31	32.63%
No, do not support	36	37.89%
Don't know/no opinion	0	0.00%
Not Answered	1	1.05%

Position	Theme
Positive	Supports the Dudley Road Improvement Scheme, Improve bus service journey time reliability, Safe for walking and cycling.
Suggestions/ Improvements	Improvements to the cycling provision are needed, Motorcyclist should be allowed, Keep resident parking at Zone A
Negative	Bus lane will create more problem, Will increase congestion on the Dudley Road, Residents of Dudley will have nowhere to park their cars

Examples of participant responses fully supporting the scheme

- “Segregated cycleways will allow me to cycle in this area where currently I do not.”
- “I am already seeing more cyclists since the temporary cycle lanes were introduced, so given time I think there will be demand to warrant this investment.”
- “Desperate need to improve traffic flow, very poor at times mainly due to entirely unenforced parking/waiting restrictions on stretch between Heath Street and city boundary. Buses can hardly get through at times.”
- “Overall, much improved than the previous scheme but not to say it can't be better.
- “The significant use of shared space at the western end is disappointing and a shame more road space isn't being reallocated.”
- “Junctions are disappointing when Birmingham has examples along the A38”
- “The separate crossing across western road should be replicated across Winson Green Road as a minimum.”

- “The stopping up of Northbrook Street and connection to the canal is a great idea.”
- “Good (and brave) idea to close the right turn into Tesco.”
- “What's next? The route stops at Spring Hill roundabout so how is it going to connect to the city centre in a coherent, direct, safe, attractive and comfortable manner in line with the 5 core design principles of LTN1 /20?”
- “Also consider where bike hire racks will be and put these in as part of this scheme so they're ready to go.”
- “The use of new bus lanes is good to improve the travel for the bus routes 82, 87 and 89. However Dudley Road starting from the McDonalds towards the city centre is very cramped mainly in due to parking on both sides of the road. Buses usually are stuck around that part near the main part of Dudley Road near Classic Fish Bar and McDonald's.”

Examples of participant responses partially supporting the scheme

- “SUPPORT: It is good to promote cycle travel. NOT IN SUPPORT: Penalises car drivers by providing bus lanes. The road is already quite narrow especially between Spring Hill and the hospital. To create a bus lane there will cause more traffic jams I think.”
- “I totally agree that making dedicated cycle paths along this road is essential - I would never dare cycle on the actual road as the traffic is busy and people drive very badly with little consideration for other road users. So, I would use new cycle paths for leisure mainly.”
- “But I strongly disagree with making one of the lanes each way into bus lanes at the busiest times in & out of the city. As a driver - & I have to travel along here regularly - this road is busy most times of the day - but at rush hour it really needs 2 lanes! Often people park on the road.”
- “I just read the plans for the improvements and I don't understand why the city council always limited time parking spaces on the main roads such as A457. As the situation is now, one or two people will park their cars in peak timings and block one lane for hundreds of vehicles. There will be no traffic warden to keep a check on parkings. Can you please not make parking spaces on the main roads like this. Car owners can park their cars on the adjoining roads and there will no issue with the traffic. The bus lanes should be 24/7 so that the priority is given to the people travelling by buses and not to single individuals travelling by cars. Thank you”
- “I do not support any amendments to the existing Traffic Regulation Orders between Shenstone Road and Heath Street. Removing on-street parking during certain hours on the day will have two main effects (1) Pedestrian injury accidents are likely to increase due to vehicle speeds increasing (2) The lost off on-street parking will effect trading of the small independent businesses. The carriageway between Shenstone Road and Heath Street is significantly wide enough to allow on-street parking to take place on both sides of the carriageway and allow the free movement of vehicles at all times. The main issue is the illegal parking that takes place including parking on the zig-zag marking for the Pelican crossings. If this is enforced than the congestion will reduce.”
- “I support the junction improvements at the following locations: -
 - 1) Winson Green Road / Heath Street
 - 2) Dudley Road / Icknield Port Road (without the bus lane)
 - 3) Dudley Road / Heath Street (without the bus lane and allowing the left turn manoeuvre. With the cycling facilities.
 - 4) Dudley Road / Western Road (However, I am not sure how drivers in both lanes on Western Road can turn right simultaneously.”

Objections to the scheme

- “There is already a great deal of congestion in this area. The planned proposals are going to reduce the capacity for cars and increase congestion outside of peak hours. I support the introduction of dedicated cycle lanes however bus lanes are not going to help reduce congestion.”
- “The addition of cycle lanes and bus lanes would cause more traffic, not reduce it. We have enough traffic as it is, these proposals are not suited for people who actually live in the area and are not regular cyclers.”
- “it should be suspended at ovid 19 time, I do not believ your traffic forecasts for the future.. there will be less persons working in city centres not more, so duel carriage way road widening not needed. local residnts not consulted in their own languagae you have used only English”
- “From shenstone rd to bellfield rd, I can’t see much changing, the main problem is no one enforces these rules, people park on both sides of the rd all day, even parking on double yellow lines and at traffic lights, so until enforcement is in place no changes can work”
- “I’m a resistance of Dudley rd. I will have no where to park !”

Zone A residents concerns about parking loss

The Dudley Road consultation team received 9 direct email sent to transport project email address. Officers responded to all email and address their concerns and where required make telephone call if contact number provided. It was noted that the majority of correspondence raised concerns about resident parking loss within Zone A. However, the Dudley Road Revised scheme does not propose any changes to the existing unrestricted on street residential parking. Where there are current restrictions these are being formalised to ensure that enforcement can be effective when taking place. This has been communicated to the residents concerned through direct email, phone calls and where required a written response issued to address their concerns.

Key Stakeholder Response

Support the scheme

Further to the original scheme consultation, no additional comments have been received from key stakeholders. Ward Councillors have been consulted and no adverse comments have been received. The Greater Birmingham and Solihull LEP have expressed support for the scheme. Centro and the main local bus operator (National Express West Midlands) are in support of scheme and did not have any objections. The HA also fully support the scheme.

The West Midlands Ambulance Service are in support of the scheme however they are concerned with what impact this would have during the construction of the scheme. West Midlands Fire Service had no comments at this moment in time and are in support of the scheme. West Midlands Police are in support of the scheme.

Against the scheme

Friends of Earth

Friends of the Earth have argued "...This scheme's primary purpose appears to be to increase capacity for motor vehicles, which will encourage more and/ or faster traffic. We believe this will result in a number of adverse environmental and health impacts both on the communities through which the road passes as well as having adverse knock-on effects in other parts of the city."

Birmingham City Council officer responded to all question raised in the Friends of Earth response.

It is important to note that Friends of Earth also opposed the original scheme consultation in October 2018. Their concerns have been addressed in relation to the latest Birmingham City Council policy.

4. Key Themes:

Cycle Lane

Majority support the cycle lane, there is was some concerns about cycle lane at some locations. There were a minority of respondents who are against the cycle lane proposal.

Motorcyclist

Concerns about not being able to use bus lane.

Train Station

Suggested train station will solve the problem in the area.

Bus Lane

Mixed reaction to bus lane some strongly supported the bus lane others against the scheme bus lane. Concerns were raised that it will increase the traffic on Dudley Road.

Parking

Responses mostly concerned about the loss of parking in Zone A.

Environment

There were also concerns about the environmental impact due to increase traffic due to the introduction of bus lane and cycle lane.

Traffic Jams

Bus lane will cause traffic as there will only one lane available for other road users.

Enforcement

It has been raised by correspondents that better enforcement will improve the traffic movement in the area.

Others

Suggested a 20mph speed limit through the shopping area of Dudley Road and making one way.

Car share scheme and more electric car charging point.

5. Recommendations:

1. "I would be concerned about people coming into conflict with people on bikes outside Lidl and Suited for Success where the new cycle route seems to pass directly outside the entrances to the stores. There is potential for a dangerous collision outside the Tesco car park too."

As the part of the scheme, Road Safety Audit (RSA) has been undertaken and the design has been amended outside the Lidl supermarket to make it shared use to be consistent and in accordance with cycle infrastructure Design Guidance Local Transport Note (LTN)1/20. The width of the shared use is greater than design guidance standards (where possible). Shared use signs will be used to inform pedestrian and cyclist of the mixed-use facilities.

2. "Continuous cycle lane from Northbrook St is a good idea. This will link to the Harborne Walkway and Summerfield Park route. Needs to be signed form Harborne High Street. Also connect to Edgbaston Reservoir if possible. Make sure cycleway signage is shown in minutes of riding time NOT IN MILES."

As the part of scheme extent, we will have signs to include riding time which will be in minutes. There is a wider signing strategy being developed by the City Council through the green routes programme which is likely to address this.

3. "Parking at the back on Barford Road School around the junction with Barford Road / Emily Gardens is ridiculous and there needs to be double yellow lines around that T junction. "

This can be reviewed but this is policing issue. We will amend the design and introduce double yellow line and residents will have opportunity to comment. We can contact the school travel demand management team to encourage parents not to park.

4. Resident parking in Zone A was the major area of concern. Residents and businesses strongly oppose any changes made in Zone A.

We are not making any alteration to the resident parking. We are formalising the parking restriction to enable enforcement. All the unmarked parking areas are accessible to all users, where there are parking bays that has limited waiting restriction and they will be enforced.

5. Currently the Bus Lane is proposed for bus use only, but it is agreed that we will review the Bus Lane proposal and make necessary changes if required after TRO advertisement and consultation.

6. Conclusion:

6.1 A consultation took place between 17th November 2020 to 15th December 2020 with stakeholders and the general public, where consultees were asked to complete a questionnaire seeking their views as to whether the proposal would meet the scheme objectives and whether they would support such a scheme. 104 consultees responded to the consultation exercise.

6.2 Analysis of the responses provided indicates overwhelming support from key stakeholders for the proposed improvements along the entire length of the scheme. Members of the public and stakeholders indicated that the proposed improvements meet the schemes objectives. The analysis shows that 61% of the members of the public either fully support or partially supported the scheme.

6.3 It has been noted that majority of those who partially supported or object the scheme had serious concerns about Zone A parking restriction and residents parking loss. The Dudley Rd Team has been communicating through emails, letters and phone that there is no resident parking loss in Zone A. Where there are current restrictions, these are being formalised to ensure that enforcement can be effective when taking place.

6.4 In reading and considering the responses provided by members of the public and stakeholders during this consultation exercise, the overwhelming majority supported the scheme and the need to tackle existing issues along the route.

6.5 They supported the need to improve safety, reducing congestion/delays and improve public transport. Some valuable comments have been received by the local businesses and residents, which have assisted in revising the scheme to make further minor improvements, which as a result could assist further to reduce traffic delay and assist with local parking issues.

6.6 It can be concluded that the proposed improvements have received positive support from the local businesses, residents and Key Stakeholders.