

Aston, Newtown and Lozells Area Action Plan

Transport Strategy

September 2011

Notice

This document and its contents have been prepared and are intended solely for *Birmingham City Council's* information and use in relation to *Aston, Newtown and Lozells Area Action Plan Movement Strategy*.

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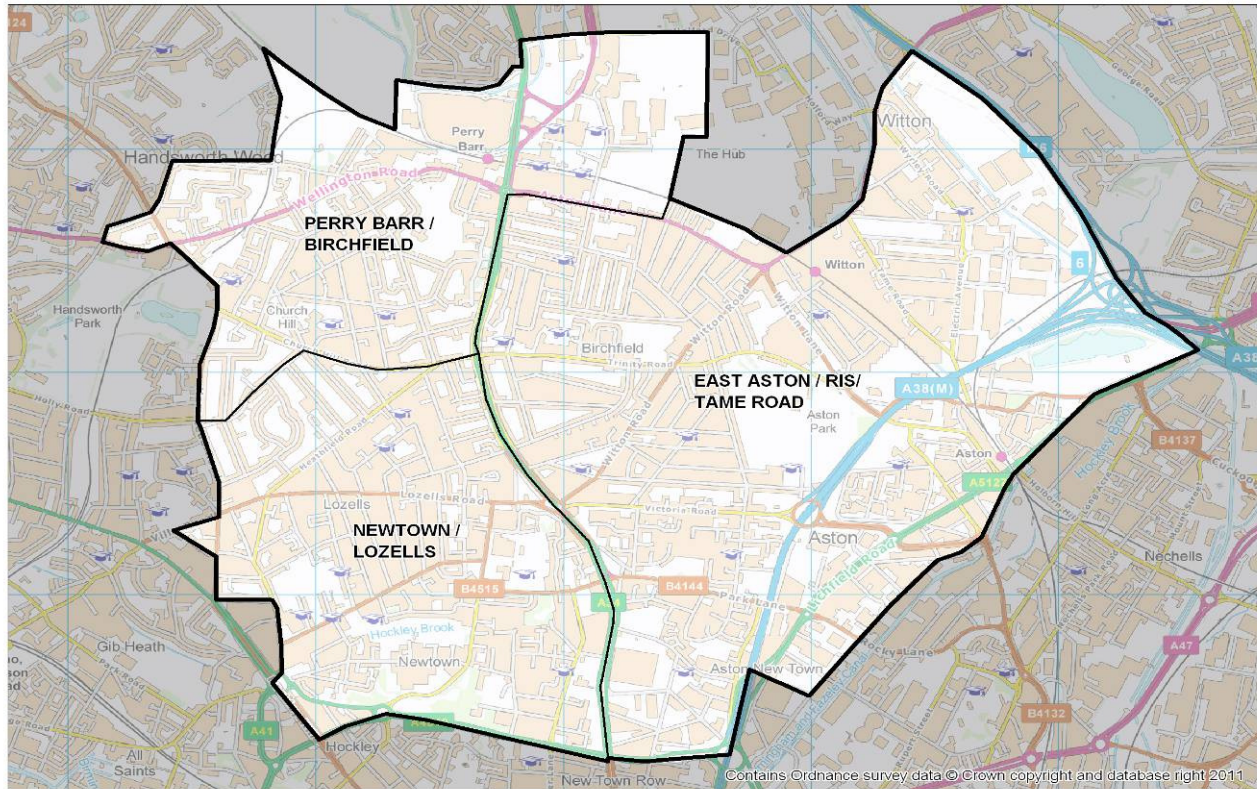
1. Introduction

- 1.1 Birmingham City Council (BCC) has developed an Area Action Plan (AAP) for Aston, Newtown and Lozells.
- 1.2 To deliver the land use proposals and objectives set out in the AAP, this Transport Strategy (TS) seeks to provide a balanced multi-modal transport network to serve residential areas, employment sites, health facilities, educational centres, retail amenities and community facilities in a sustainable, efficient and effective way.
- 1.3 The creation of neighbourhoods that are well connected by public transport and that give priority to pedestrians and cyclists is important in achieving sustainable development. In Aston, Newtown and Lozells, a significantly higher proportion of all journeys will therefore be made on foot, by cycle and via public transport than comparable existing developments.
- 1.4 New development should not cause unreasonable levels of congestion and will be designed to minimise car dependency. To achieve a modal shift from car to journeys by foot, cycle and public transport, excellent sustainable transport infrastructure will be provided and supported.
- 1.5 A detailed multi-modal Travel Demand Report (TDR) and accompanying highway network capacity analysis underpins this TS, along with detailed consultation undertaken during the development of the AAP. This has helped to establish key road and junction improvements, public transport provision (bus and rail), walking and cycling improvements, car parking provision and smarter choices measures required to support the development proposals in the AAP and cater for additional person trips and vehicle movement.

Background information

- 1.6 The AAP area, of over 900 hectares, lies immediately to the north of Birmingham City Centre and is defined at its northern boundary by the One-Stop Shopping Centre, Birmingham City University and the M6 Motorway. The western boundary is broadly defined by Hamstead Road in Lozells, and the eastern boundary by the Birmingham and Fazeley Canal and Lichfield Road in Aston.
- 1.7 The AAP area (identified in Figure 1.1) includes seven sub-areas which comprise of:
 - East Aston/Regional Investment Site (RIS);
 - South Aston;
 - Tame Road;
 - Newtown;
 - Lozells;
 - Perry Barr/Birchfield; and
 - Central Aston.

Figure 1.1 - AAP Area Boundary and sub-areas



- 1.8 These seven sub-areas have been grouped into three larger zones for the purpose of the TS and the associated TS proposal plans presented in chapters six, seven and eight. Development is largely concentrated around (1) Perry Barr, (2) Newtown and in (3) Aston, along the line of Aston Hall Road between Salford Park and Aston Park. The boundaries of these zones naturally follow local ward boundaries.
- 1.9 The A34 Birchfield Road, A38 (M) Aston Expressway and A5127 Lichfield Road form the key transport corridors through the area, and are radial corridors for Birmingham City Centre, also accommodating the main bus routes. The A4040 Outer Circle route additionally passed through the area. The cross-city commuter railway line linking Lichfield to Redditch via Birmingham serves the area at Aston Railway station, whilst the Birmingham to Walsall line serves the area at Perry Barr Railway Stations. The River Tame, Handsworth Brook, Hockley Brook, Hawthorn Brook, Tame Valley Canal, and Birmingham and Fazeley Canal traverse the area, providing accessible pedestrian and cycle routes.

AAP objectives

- 1.10 The principal aim of the TS is to set out the transport proposals for the AAP area, in the context of land use proposals, the AAP objectives and the travel demand report, with an emphasis on encouraging sustainable transport. The TS will form the basis for future site specific assessments required as part of the planning process for new developments, including Transport Assessments and Travel Plans.
- 1.11 For each of the three larger development zones described above, the TS considers transport proposals for each of the following categories:

- **Key Highway Improvements;**
- **Public Transport Improvements;**
- **Walking and Cycling Improvements;**
- **Car Parking; and**
- **Smarter Choice Measures.**

1.12 The following objectives capture the long term goals for the AAP area and are grouped under the transformational themes of sustainable development and quality places (SDQP), a successful economy (SE), thriving local centres (TLC), housing and neighbourhood quality (HNQ), integrated and sustainable transport (IS) and Environment and Green Space (EGS):

- Objective 1 – SDQP – to establish sustainable neighbourhoods that embody the principles of good urban design and sustainable development to meet current and future social, economic and environmental needs in a balanced and integrated way;
- Objective 2 – SDQP – to apply the principles of sustainable development at neighbourhood level and in the design of individual buildings and sites, and ensure that development addresses flood risk requirements, and future climate change impacts;
- Objective 3 – SDQP – to protect and enhance the historic environment, including archaeological remains, canals, and non-designated buildings and sites of heritage value, for the benefit of residents and visitors alike;
- Objective 4 – SE – to develop a 20 hectare Regional Investment Site (RIS) which is attractive to regional, national and international investors in order to secure economic diversification, business growth and the creation of 3,000 jobs;
- Objective 5 – SE – to ensure that employment opportunities are accessible to all and assist in securing the provision of employment and training opportunities for local residents;
- Objective 6 – SE – to support a culture of enterprise, entrepreneurship, innovation and sustainable business growth;
- Objective 7 – TLC – to grow and enhance Perry Barr/Birchfield Centre, strengthening the retail, office, leisure and housing offer. Improve the public transport facilities and radically enhance the pedestrian environment of the centre;
- Objective 8 – TLC – to continue to support the maintenance and enhancement of all local centres in the area;
- Objective 9 – HNQ – to deliver around 1,730 new dwellings (gross) to help meet local community needs;
- Objective 10 – HNQ – to diversify the type, size and tenure of housing, including affordable housing to meet local community needs;
- Objective 11 – HNQ – to improve the quality of the neighbourhood environment. Housing will be designed to the highest standards, and, where appropriate, to achieve Lifetime Homes Standard;
- Objective 12 – HNQ – to ensure that all development provides safe and secure environments;
- Objective 13 – HNQ – to support the transformation of educational facilities in the area and encourage school links with local businesses and residents for the benefit of the whole community;
- Objective 14 – HNQ – to ensure that everyone has access to health, sports and community facilities of a high standard and within close proximity to where they live;

- Objective 15 – (IS) – to provide safe and convenient routes by a choice of transport modes, secure appropriate investment in key public transport improvements and road infrastructure, and support the effective management of sustainable travel patterns;
- Objective 16 – (EGS) – to establish a network of quality, connected green open spaces and water corridors across the AAP area to enhance biodiversity, leisure and environmental value;
- Objective 17 – (EGS) – to ensure that the local area’s natural and built environment is protected and enhanced, including addressing water quality issues for the River Tame, Hockley Brook, the Tame Valley Canal and the Birmingham and Fazeley Canal.

In support of the strategic objectives in the AAP, the objectives of the TS are to:

- Reduce the growth in the number and length of private motorised journeys and promote sustainable modes of travel;
- Promote economic regeneration; and
- Ensure accessibility for all.

Transport Strategy Structure

1.13 Following this introduction, this report is structured as follows:

- **Chapter 2 – Transport Policy Review;**
- **Chapter 3 – Sustainable Transport Baseline;**
- **Chapter 4 – Transport Strategy, Policies and Proposals – East Aston/RIS/Tame Road;**
- **Chapter 5 – Transport Strategy, Policies and Proposals – Perry Barr/Birchfield;**
- **Chapter 6 – Transport Strategy, Policies and Proposals – Newtown/Lozells;**
- **Chapter 7 – Area-Wide Transport Strategy, Policies and Proposals and funding and delivery.**

1.14 The TS proposal plans are presented in **Appendix A**, with the RIS Framework Travel Plan provided as **Appendix B**.

2. Transport policy review

- 2.1 This chapter provides a review of relevant national and local policy to enable a full understanding of the key issues that must be considered in the AAP TS.

Policy Documents

National Planning Policy Guidance 13 (PPG13) (April 2001 updated January 2011)

- 2.2 PPG 13 establishes the national policy regarding transport and development. PPG13 was originally published on April 2001 and was updated in January 2011 to reflect changes to parking standards and charges.
- 2.3 The overarching objectives of PPG 13 are to:
- Promote more sustainable transport choices for both people and for moving freight;
 - Promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling; and
 - Reduce the need to travel, especially by car.
- 2.4 PPG 13 advocates that a key planning objective is to ensure jobs, shopping, leisure facilities and services are accessible by public transport, walking, and cycling. This is important for all community members, but especially for those who do not have regular use of a car, to promote social inclusion.
- 2.5 PPG 13 advocates that walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly those under two kilometres by paying particular attention to:
- Reviewing the existing provision for pedestrians, in order to identify improvements to the network of routes and locations (including the links between key land uses);
 - The design, location and access arrangements of new developments to help promote walking as a prime means of access;
 - Promoting high density, mixed use development in and around town centres and near to major transport interchanges; and
 - Creating more direct, safe and secure walking routes, particularly in and around town centres and local neighbourhoods, and to schools and stations, to reduce the actual walking distance between land uses, and to public transport.
- 2.6 Cycling is a potential substitute for short car trips, particularly those under five kilometres and to form part of a longer journey by public transport. In particular attention should be paid to:
- Reviewing the existing provision for cyclists, in order to identify improvements to the network of routes;
 - Influencing the design, location and access arrangements of development to promote cycling as a prime means of access;
 - The provision of convenient, safe and secure cycle parking and changing facilities in developments and the provision of cycle storage facilities; and
 - The provision of cycle routes and cycle priority measures in major new developments.

- 2.7 PPG 13 asserts that the availability and use of public transport is also an important factor in reducing car travel. Local authorities should work in partnership with public transport providers and operators, and use their planning and transport powers to improve public transport in ways which will reinforce the effectiveness of location policies in the development plan.
- 2.8 In preparing their development plans, local authorities, in conjunction with work on the local transport plan, should:
- Identify the key routes for bus improvements and priority measures;
 - Ensure, so far as is practicable, that traffic management measures do not impede the effectiveness of public transport services;
 - Explore the potential, and identify any proposals for improving rail travel;
 - Identify the potential for improved interchange between different transport services and between public transport and walking and cycling;
 - Negotiate for improvements to public transport as part of development proposals, in order to reduce the need to travel by car and the level of parking at such sites; and
 - Work with transport operators and other organisations to improve personal security across the whole journey.
- 2.9 PPG13 states that policies on car parking should be coordinated with proportionate parking controls and charging set out in the local transport plan, and should complement planning policies on the location of development.
- 2.10 It is advocated that parking standards should be used as part of a package of measures to promote sustainable transport choices and the efficient use of land, enable schemes to fit into central urban sites, promote linked-trips and access to development for those without use of a car and to tackle congestion.
- 2.11 It is advised that local authorities should adopt on-street parking measures to complement land use policies and they should set out appropriate levels and charges for parking which do not undermine vitality of commercial centres.
- 2.12 Coinciding with the PPG13 update, the Government announced that it now expects local authorities to encourage electric vehicle charging infrastructure in new development, where this does not affect its overall viability.

BCC Core Strategy 2026 Consultation Draft (December 2010)

- 2.13 The Birmingham Core Strategy, 'A Plan for Sustainable Growth', sets out a clear spatial framework for the growth of Birmingham up to 2026. Birmingham's Core Strategy is currently at draft stage, once the strategy is adopted it will form the central part of the city's Development Plan.
- 2.14 The Core Strategy will set out how much new housing should be provided in the city and will identify the general locations for the provision of new housing. It will also highlight the key locations for employment provision, and for other key activities, such as shopping, waste management, leisure and sport, education and health in order to support the city's growing population. The Strategy also considers the need for new transport and other infrastructure to enable this new development to take place in a sustainable way.
- 2.15 To deliver the Core Strategy's vision for Birmingham, nine key objectives have been identified for the city. The objectives most pertinent to transport are:

- Objective 2 - To create a more sustainable city that minimises its carbon – footprint and waste while allowing the city to grow.
- Objective 6 - To provide high quality transportation links throughout the city and with other places and encourage the increased use of public transport.

2.16 The Core Strategy sets out a number of transport policies and proposals which are applicable city wide. The policies of relevance to the AAP area are summarised in the text boxes below.

SP33 • The Transport Network:

Developing accessibility and mobility within and to the city will be achieved by measures to improve public transport, particularly through high quality sustainable means, reduced congestion, improvements to the reliability of journeys and encouraging access by sustainable modes for people and freight.

SP34 • Transport Development Corridors

Transport corridors will be suitable as locations for higher density activity, including commercial development where appropriate. Proposals for new development should ensure that the essential transportation function for the corridor is not compromised.

Suitable highway corridors are identified, including the A34 Corridor, but main rail routes will also stimulate regeneration and new development.

SP35 • Sustainable Transport Systems

The City Council will support measures which seek to ensure that the most sustainable mode choices are also the most convenient.

The city's roads and streets will be managed in a way which balances the competing needs of all users including local residents and businesses, and of the environment.

Opportunities offered by emerging technology to support greater and more effective connectivity whilst reducing the impact on the environment will be supported.

The Council will continue to balance the need for local access with the impact which any resultant infrastructure may have on street clutter, green space, biodiversity and community ambience.

SP36 • Accessibility Standards for New Development

New Residential Development - Proposals for residential development should demonstrate that they are accessible to a range of local services.

General accessibility standards:

- Appropriate level of public transport provision to main public transport interchanges at the most relevant times of day.
- Real Time Information (RTI) as appropriate.
- Good cycle access with convenient cycle stands, and cycle shelters.
- Good pedestrian access, with seating where relevant.

SP37 • Digital Connections

The City Council will continue to develop its Intelligent Transport System (ITS) for Birmingham that enhances real-time and interactive information for users to navigate and explore the city by all modes of transport through:

- The efficient use of its existing road space and tackle road traffic congestion, particularly along major strategic corridors during peak hours.
- The Council's ability to manage its highway network in response to major planned and unplanned incidents.
- Working with Centro and operators to provide quality public transport information and easy ticketing.

SP38 • Car Parking

The City Council will take account of the following factors in determining the appropriate level of car parking provision in new developments:

- Need to minimise congestion and promote more sustainable patterns of travel.
- Need to ensure that Birmingham is not disadvantaged in its ability to attract investment.
- Need to ensure that the operational needs of new developments are met.
- Likelihood that any existing on-street parking problems will be made worse.
- Need to ensure that on-street parking remains at levels which can be accommodated.
- Need to avoid land being unnecessarily 'sterilised' by car parks.

SP39 • Traffic and Congestion Management

The efficient and safe use of the existing transport network will be promoted through:

- Route Management Strategies on key routes which will aim to improve the routes for all users whilst reducing severance effects.
- Urban Traffic Management and Control (UTMC) system.
- Behavioural changes through TravelWise campaign and Travel Planning.

SP41 • Pedestrians

The City Council will promote the provision of safe, pleasant walking environments throughout Birmingham. In particular the Council will:

- Encourage developments which are convenient, safe and pleasant to access on foot.
- Work with partners to make it easier and safer to walk to public transport interchanges
- Ensure that, as far as possible, footways are free from unnecessary clutter, footway surfaces are well maintained and safe and convenient crossing facilities are provided
- Provide wayfinding facilities such as signposts, maps and footway markings, and exploit emerging information and communications technology to provide pedestrian information
- Build upon our success in improving pedestrian safety, embracing the opportunities offered by emerging technology where appropriate.
- Support the priority of pedestrians at the top of the road user hierarchy.

- 2.17 The Core Strategy also sets out a number of policies and proposals which are applicable to the AAP area only. Policies which contain elements relevant to transport are summarised below.

NW3 • Aston Regional Investment Site

A Transport Assessment will be required which will address the main access(es) for the site and junction improvements to Lichfield Road and Salford Circus.

A new walking and cycling route will be required linking the RIS with the Birmingham and Fazeley canal, Aston Station, Aston Park and the surrounding communities.

Section 106 obligations, or other agreements, will be required for local job training, infrastructure works, environmental and traffic management and reduction measures.

Improved cycleways/pedestrian routes from public transport interchanges and surrounding communities will be required.

The existing 800 match day parking spaces currently accommodated at the Serpentine Site will have to be re-provided in the locality.

Improved bus links are required between the residential areas of Newtown, Lozells, and South Aston and the RIS in order to provide access to job opportunities for local people.

Enhancements to Aston Railway Station will also be required and increasing the capacity at Aston Station is supported.

NW5 •Perry Barr/ Birchfield Centre

Address severance caused by the A34 and improve the public realm, in particular the creation of a good quality pedestrian environment that links key buildings, the University, the railway station and shops.

Work alongside Centro and Network Rail in improving passenger facilities at Perry Barr train station and enhancing access and the entrance to the station.

Support the creation of high quality interchange facilities at Perry Barr linking rail with strategic bus and proposed rapid transit route to ensure better connectivity between the area, the City Centre and the wider conurbation.

NW7 •A34 (North) Corridor

The A34 (North) Corridor is proposed to become a mixed-use urban boulevard of medium/high density uses set within a high quality public realm with linked linear open spaces.

Gateway treatments will be encouraged at key junctions such as Six Ways Aston and Birchfield Road/Aston Lane including improvement of the pedestrian environment and movement network, the creation of a high quality public realm and development of landmark buildings.

The development of a rapid transit public transport system along the corridor will be supported. Enhanced interchange facilities are supported at Perry Barr linking rail with strategic bus and proposed rapid transit routes.

NW10 • A5127 Lichfield Road (Dartmouth Circus to Spaghetti Junction)

Lichfield Road will be developed as an urban boulevard providing high quality public transport set within an attractive public realm and accommodating high quality employment uses - such as the Aston Regional Investment Site and East End Foods development on the former HP Factory site.

Junction improvements will be required to serve the proposed Regional Investment Site along Lichfield Road and at Salford Circus.

West Midlands Local Transport Plan 2011- 2016 (April 2011)

- 2.18 The West Midlands Local Transport Plan 2011–2026 is a statutory document, which sets out the transport strategy and policies for the West Midlands Metropolitan Area to 2026, including an Implementation Plan for the first five years (2011–2016).
- 2.19 This Local Transport Plan (LTP) has a clear purpose: to set out a transport strategy delivered by prioritised transport interventions in the Metropolitan Area which will support private sector led growth, sustainable economic activity and development and support the move to a low carbon economy.
- 2.20 The Local Transport Strategy is based on five key objectives, as follows:
- Underpinning private sector led economic growth and regeneration;
 - Tackling climate change;
 - Improving public health and safety;
 - Tackling deprivation and worklessness; and
 - Enhancing well being and quality of life.
- 2.21 The LTP Strategy is firmly built on three strategic principles, intended to both address existing problems and to meet the transport needs arising from future growth:
- Smarter Management - Making the best use of existing transport capacity through a combination of transport interventions to improve journey times, public transport quality and reduce traffic congestion;
 - Smarter Choices - Encouraging people to move away from car use through providing attractive, effective and efficient alternatives, reducing carbon emissions; and
 - Smarter Investment - Cost-effective transport investments creating maximum economic benefit through improved GDP and jobs.
- 2.22 To maintain a clear long-term direction to help difficult decisions over priorities and future resource allocations, ten long term themes have been developed, which underpin our policies, programmes and other interventions. Table 2.1 lists the themes, together a summary of the priorities for action most relevant to the AAP area.

Table 2.1 – LTP Themes and Priorities

Long Term Themes	Priorities for Action
<p>1: Regeneration, thriving centres, corridors and gateways</p>	<p>1. Alignment of Strategic Transport Corridors with Impact Investment Locations and other key regeneration policy designations</p> <p>2. Implementation of key transport improvements identified in Core Strategies, Area Action Plans and other relevant documents</p> <p>7. Ensuring that the need for coach provision is fully considered in centres, gateways and major attractions;</p> <p>8. Encouraging schemes that deliver improvements in environmental quality, a sustainable and functional urban realm, and locally distinctive centres</p>
<p>2: Making best use of the highway network</p>	<p>1. To develop and maintain systems to manage planned activities on the highway network to minimise disruption to the movement of people and freight</p> <p>4. Pilot and Phase One implementation of Smart Route corridors as part of a Sustainable Smart Package, with a continual improvement process of lessons learnt and actions for future schemes</p> <p>5. To deliver the UTMC Major Scheme to support the integrated management of the highways network</p> <p>6. To ensure the effective implementation of the Urban Traffic Management and Control Major Scheme and to keep it under review once implemented, to ensure it continues to support wider Highways Management objectives, including development of Smart Routes principles</p>
<p>3: Modal transfer and the creation of sustainable travel patterns</p>	<p>1. Smarter Choice packages in suitable corridors</p> <p>2. Smart Choices activities aimed at encouraging businesses to reduce the need for company travel through use of technology</p> <p>3. Increasing active travel including a cycle route network strategy and development</p> <p>4. Further development of rail station travel plans including improved public transport access and cycle facilities at public transport nodes</p>
<p>4: Asset management and maintenance – a foundation for growth</p>	<p>1. Implement the policies and measures that will ensure that the highways network is maintained in a safe and serviceable condition</p> <p>2. Create an attractive well-maintained highway environment, which will contribute to an efficient local economy, whilst maximising the return on a given level of investment to reduce the amount of unplanned, reactive maintenance</p>
<p>5: A rail and rapid transit network “backbone for development”</p>	<p>1. Ensuring delivery of committed rail industry investment in the rail network including the Control Period 4 programme</p> <p>2. Developing long term service aspirations towards the Metropolitan Area rail network through the use of classic network capacity released by High Speed Rail</p> <p>3. Identifying future Metropolitan Area rapid transit development and delivery priorities</p>

Long Term Themes	Priorities for Action
6: Improved local accessibility and connectivity	<ol style="list-style-type: none"> 1. Principal bus corridor and local bus network service reliability improvements, through measures such as Smart Routes and securing service quality enhancements 2. On-going local bus network reviews, reflecting proposed new development sites, land use changes and changes in people’s travel requirements, 3. Improving access and connectivity to all types of centres by all modes, to support local economies and reduce locally generated carbon emissions 5. To work with transport operating companies towards provision of 24/7 services
7: Sustainable and efficient freight transport	<ol style="list-style-type: none"> 1. Journey time reliability improvements to the Strategic Highway Network, based on Smart Route implementation to aid the efficient movement of goods 3. Development of urban freight consolidation centres and other measures to reduce the adverse environmental impacts of freight movements 4. Providing enhanced lorry parking capacity and facilities 5. Quick Win rail freight improvements, which will also benefit passenger rail services
8: Effective and reliable transport integration	<ol style="list-style-type: none"> 1. Development of an Integrated Ticketing Strategy to maximise the opportunities arising from Smartcard 2. Programme of bus interchange improvements 3. Improving interchange facilities at Metro, rail and bus stations to enhance access, including Park & Ride provision and expansion
9: Improved safety and security	<ol style="list-style-type: none"> 1. Improving road safety 2. Addressing residents’ concerns towards rat-running, inappropriate speeds and the safety of vulnerable road users in residential areas 3. Improve actual and perceptions of safety on public transport, including the maintenance and enhancement of Safer Travel Initiatives 6. Seek innovative ways to tackle “fear of crime”
10: Improved environment and reduced carbon through new technologies	<ol style="list-style-type: none"> 1. The Metropolitan Area will support national policy towards electric vehicle and other low carbon technology roll out 3. Centro and Metropolitan Districts will work to ensure that infrastructure is ‘future proofed’ in response to the unavoidable effects of climate change 5. LTP partners will work to implement Green Infrastructure networks as a means of encouraging walking and cycling, adapting to climate change and safeguarding natural habitats and biodiversity

A Parking Policy for Birmingham (May 2010)

- 2.23 This policy outlines the City Council’s comprehensive approach to managing on-street and off-street parking, provision, control and enforcement.
- 2.24 Parking management can influence how and when people travel by car and other transport modes and therefore affects a wide range of people, organisations and places in Birmingham. Parking policies, at national and local level, seek to restrain unnecessary car travel, especially for local trips within the city, and reduce the need to travel or at least encourage the use of more sustainable travel choices. Policies can be targeted at trip end as well as origin (residential parking) issues.

2.25 The effective provision of parking space requires a balance between different needs and demands with the aim of creating a safe and pleasant street scene. Parking is not solely about vehicles and its management should take specific account of the particular uses as well as pedestrian needs.

2.26 Policies of most relevance to the AAP MS are summarised below:

- PMD1- The City Council will seek to ensure that designated parking spaces for disabled people (Blue Badge holders) are provided where appropriate.
- PNC1 - The City Council will seek to ensure that appropriate and secure public and private cycle parking is provided to support cycling in the city.
- POS8 - The City Council will continue to implement Controlled Parking Zones/Residents Parking Schemes in order to allow rationalisation and prioritisation of on-street spaces in areas experiencing parking stress or where parking problems are likely to occur due to land use changes.
- POF1 - The City Council supports the appropriate provision of secure, high quality, publicly available off-street parking in local centres and at other appropriate destinations.
- PSM1 - The City Council will seek to ensure that key businesses, community facilities, residential developments and schools adopt travel planning to reduce unnecessary car use and parking.
- PSM2 - The City Council supports the provision of car clubs in new developments where appropriate as a way of reducing car ownership and associated parking demand; and assisting with accessibility targets.
- PSM3 - The City Council supports the provision of car sharing initiatives, where appropriate, as a way of reducing car ownership and associated parking demand and assisting with accessibility targets.
- Policy PSS1 - The City Council will seek to use its powers as planning authority to ensure that off-street parking levels are at an appropriate level to reflect parking and other transport policies, particularly any impacts for on-street parking demand. The Policy also includes city's draft parking standards guidance, City's Parking Guidelines Supplementary Planning Document, as an Appendix.

City's Parking Guidelines Supplementary Planning Document

2.27 These draft parking standards are undergoing statutory consultation, with a view to their adoption as a Supplementary Planning document.

2.28 The document recognises that conditions vary significantly in different parts of the city. To reflect the different levels of accessibility by public transport, the City has been divided into three areas with different standards for each:

- Area 1 consists of the core area of Birmingham City Centre. The area has been defined on the basis of a 400m radius from New Street and Snow Hill Stations, adjusted to reflect the local street pattern. Car parking provision within this area is set at 50% of the national maximum standards.
- Area 2 comprises the 'outer' parts of the City Centre, extending to (and including both frontages to) the Ring Road. Additionally Area 2 includes areas within a 500m radius of suburban rail and Metro stations, and larger local centres where these do not include a rail or Metro Station. Car parking provision within Area 2 is set at 75% of the national maximum standards.
- Area 3 comprises the remainder of the City, where car parking provision will be in line with the national maximum standards.

Other Relevant Documents

Centro Integrated Public Transport Prospectus (March 2010)

- 2.29 Centro's Integrated Public Transport Prospectus sets out a twenty year vision for a world class integrated public transport network for the West Midlands Metropolitan Area to support long term growth and regeneration. It provides a framework and structure for developing the network to a world class standard.
- 2.30 This Prospectus therefore promotes a public transport network which will reduce congestion and achieve wider environmental and social benefits. It will:
- Enable a modal switch to public transport, for some journeys at congested times;
 - Expand bus and rapid transit networks;
 - Add significant capacity to the rail network; and
 - Be accessible to all sections of the West Midlands' population.
- 2.31 The West Midlands aspires to achieve world class public transport, provided through an integrated network of four tiers:
- A Rail and Rapid Transit Network;
 - Principal Bus Corridors;
 - Local Bus Networks; and
 - Complementary Travel Services.
- 2.32 The integrated network will be supported by better use of highway capacity for the movement of people and freight, as well as improved conditions for walking and cycling and sustainable land use planning.
- 2.33 The "Smarter Routes" concept is particularly important in this wider transport approach. "Smarter Route" corridor strategies aim to improve journey reliability for all road users by identifying traffic issues and developing solutions for corridors in a comprehensive manner. Measures used for Smarter Routes include schemes such as Red Routes, Quality Bus Corridors (building on the "Showcase" concept), "Quick Wins" traffic management measures, Urban Traffic Control and Congestion Target Delivery Plan measures.
- 2.34 Associated with Smarter Routes is the wider Smarter Travel Choices approach for the West Midlands. Major travel plan pilot schemes will be piloted in targeted areas. These pilot schemes will help to develop a more comprehensive programme for the whole West Midlands Metropolitan Area, with increased roles for active travel by walking and by cycling.
- 2.35 The four tier network is supported by integration measures required for world class public transport provision, including integrated ticketing and information, promotion through the "Network West Midlands" brand, concessionary travel, and effective pedestrian links to access the network and interchange between services.
- 2.36 Key elements from the prospectus relevant to the AAP are:
- Rapid Transit Route between Birmingham City Centre, Great Barr and Walsall;
 - Improvement of Local Rail Stations (Aston, Perry Barr and Witton);
 - Smarter Choices measures to aid development including: Workplace Travel Plans; School Travel Plans; Residential Travel Plans; Rail Station Travel Plans; Promotion of Walking and Cycling; Car Clubs; and Car Sharing.

Birmingham City Centre Vision for Movement (November 2010)

- 2.37 This document, which is a sister document to the Big City Plan, sets out Birmingham City Council's objectives for movement within the City Centre.
- 2.38 The Vision for Movement sets out a transport strategy for movement around and within the City Centre. It supports the economic growth and development aspirations set out in the Big City Plan and aims to provide an attractive and convenient travel experience.
- 2.39 The Vision was developed in partnership between the private sector, represented by the three City Centre Business Improvement Districts, Birmingham City Council, Centro and National Express.
- 2.40 The Vision has three key priorities:
- A Well Connected City - Delivering a world class, easy to use, integrated public transport system into and around the City Centre, to provide additional capacity for regeneration and economic growth;
 - An Efficient City - Making best use of the existing highway network with an appropriate hierarchy of priority for public and private transport including cycling, to reduce dependence on the private car and keep the city moving; and
 - A Walkable City - Creating an outstanding pedestrian environment that is well connected, safe and a pleasure to use, putting the needs of pedestrians at the heart of the movement strategy for the City Centre.
- 2.41 These objectives provide a framework for future improvements to the transport system, including linkages to the City Centre from outer areas and suburbs. In the context on the AAP the Vision for Movement shows the A34 SPRINT rapid transit route through the plan area.

Bike Birmingham - A Sustainable City's Cycling Strategy (2011)

- 2.42 Birmingham City Council and the Birmingham Health and Well Being Partnership are committed to encouraging more people in Birmingham to cycle more often. Bike Birmingham, Birmingham City Council's Cycling Strategy, sets out how it is aimed to achieve this.
- 2.43 The strategy focuses on three outcomes:
- Changing people's perceptions of cycling;
 - Making it safer to cycle; and
 - Providing better facilities for cycling.
- 2.44 A range of actions are identified to deliver each of these outcomes and these will be incorporated within the AAP area.

3. Sustainable Transport Baseline

- 3.1 This chapter provides an overview of the current provision for public transport, walking and cycling within the AAP area. Detail on the operation of the highway network can be found within the Travel Demand Report (TDR) supporting document.
- 3.2 Sustainable transport modes are important for ensuring accessibility for community members. 2001 Census data highlights that, compared to the national and regional statistics, a higher than average proportion of households in the AAP area have no access to a car or van (50%). This compares with an overall City average of 38% as shown in Table 3.1 below. This increases their reliance on the use of non-car transport modes and therefore public transport, cycling and walking are critical to delivering a successful multi-modal approach to transport provision in the AAP area.

Table 3.1 – Levels of Car Ownership in the Study Area

	Perry Barr Ward	Lozells/ E H Ward	Aston Ward	Nechells Ward	Whole City
Car Ownership					
No Cars	29%	52%	57%	61%	38%
1 Car	47%	38%	35%	33%	42%
2 or More	23%	10%	8%	6%	20%

- 3.3 Table 3.2 compares the modal share for travel to work in the AAP area with the wider Birmingham area. In both cases, the greatest percentage of people travel to work by car, however, the level of car use is much lower in the AAP area. Correspondingly a greater percentage use the bus, reflecting a good availability of public transport and the percentage that walk is also higher. Rail and cycle use for travel to work is lower than across the rest of the city.

Table 3.2 – Journey to Work Modal Split in the Study Area

	Perry Barr Ward	Lozells/ E H Ward	Aston Ward	Nechells Ward	Whole City
Travel to Work					
Metro	0.2%	0.4%	0.4%	0.3%	0.2%
Train	1.2%	1.3%	2.1%	2.1%	2.7%
Bus	22.2%	33.9%	32.9%	31.6%	21.8%
Motorcycle	0.6%	0.5%	0.4%	0.5%	0.7%
Car Driver	60.1%	44.1%	40.1%	38.0%	56.2%
Car Passenger	7.0%	6.3%	6.8%	6.6%	6.7%
Taxi	0.5%	1.0%	1.2%	0.9%	0.6%
Bicycle	1.4%	1.0%	1.1%	1.4%	1.5%
Foot	6.9%	11.4%	15.0%	18.6%	9.5%

Walking and Cycling

Walking Routes

- 3.4 The pedestrian environment in the existing local centres is generally poor due to a lack of connectivity and pedestrian signage combined with poorly maintained footways. This is most

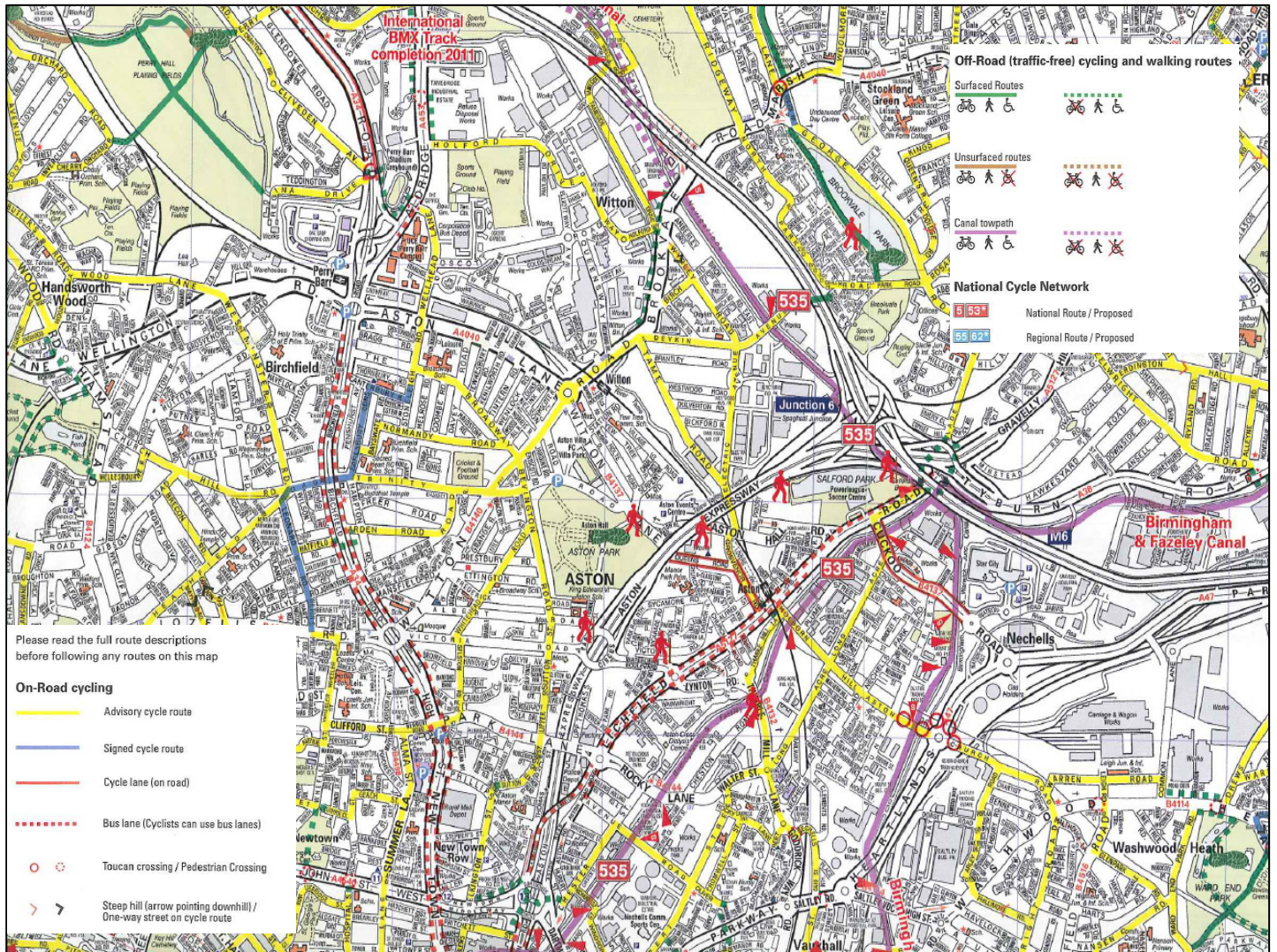
notable in the Perry Barr / Birchfield Centre. Within post-war residential areas, pedestrian links are not well maintained and are poorly overlooked.

- 3.5 The AAP area is dissected by several North South highway corridors, A38 (M) Aston Expressway, the A34 Birchfield Road, and the A5127 Lichfield Road. Traffic levels on these roads, in combination with their design, have severed communities on either side of the roads. Pedestrian underpasses on the A34 are perceived as being unsafe and hence are rarely used. It has proved difficult to provide more acceptable alternative surface level crossing facilities along these routes.
- 3.6 The main barriers to pedestrian movements are:
- Junction of M6 / A38 (M) - few crossing points and aesthetic impact of the elevated structure;
 - A34 – subways, which are often the only option for crossing the road, are not attractive to pedestrians. There is also a significant gap in crossing provision between Six Ways Island and the Newtown Shopping centre;
 - Perry Barr – needs significant amendments to make the local centre more attractive to pedestrian movements, including the removal of the subway network at Perry Barr Island; and
 - Six Ways – subways at this location create a poor environment for pedestrians and would be better replaced with at grade crossings.

Cycle Routes

- 3.7 The main cycle route through the AAP area is the regional Sustrans Route 535. This runs along the Birmingham and Fazeley Canal between the City Centre and Salford Circus, from where it passes along the Tame Valley Canal to Deykin Avenue and through a subway under the motorway towards Erdington and Sutton Coldfield. Whilst this corridor provides an off road route through the eastern part of the AAP area, the route is not lit and is adjoined by a limited number of active frontages, leading to personal safety concerns for users.
- 3.8 The A34 has bus lanes throughout the length between the City Centre and Perry Barr which provides some segregation for cyclists from traffic. Although the A34 provides a direct route between the AAP area and the City Centre and therefore offers more favourable journey times, the high vehicle traffic volumes might discourage less experienced cyclists.
- 3.9 A signed on street cycle route runs along Wilton Street, Leonard Road, Earlsbury Gardens, Canterbury Road, and Stoneleigh Road. This can be combined with the unsigned, informal routes on Lozells Road, Wheeler Street, Clifford Street, Alma Street and Summer Lane, to provide an alternative route between Perry Barr and the City Centre. However, the current route is not well signed and is in need of improvement. This route is not very direct, but is suitable for less experienced cyclists.
- 3.10 Bus lanes are also provided along the Lichfield Road, but the roundabouts along the route can be difficult to cross as there are no separate cycle facilities. By Salford Circus roundabout, a cycle lane on the footway is provided, which leads to the canal and into Salford Circus, but no signage is provided.
- 3.11 On road cycle lanes are provided on Grosvenor Road and Queens Road, between Aston Station and Manor Park Primary School.
- 3.12 There are no formal east west cycle links through the area, although there are a number of advisory routes. The most significant of these is the one running through the middle of the area, along Villa Road, Heathfield Road and Trinity Road.
- 3.13 Figure 3.1 identifies the cycle routes passing through and in close proximity to the AAP area.

Figure 3.1 – Cycle Route Network



Canal Network and Public Open Space

- 3.14 The Birmingham and Fazeley Canal runs along the eastern boundary of the area and the Tame Valley Canal runs close to the northern boundary. They provide a useful off road route between the City Centre and the Brookvale area, with access points at Dartmouth Middleway, Richard Street, Rocky Lane, Thimble Mill Lane, Holborn Hill, Cuckoo Road, Salford Circus, Deykin Avenue and Brookvale Road.
- 3.15 There are a number of parks and green spaces within the area, which provide useful links for pedestrians. Aston Park provides a route from Witton Lane to King Edward VI school and the rest of Witton, Burbury Park provides a link between Melbourne Avenue and Farm Street and an extension to Wheeler Street across the park to New John Street West provides a link into the City Centre.
- 3.16 Whilst parks, river corridors and canal towpaths can provide useful links in the daytime, personal security concerns can reduce their attractiveness after dark unless they are overlooked and are well lit, as illustrated in Figure 3.2.

Figure 3.2 – River Tame Corridor adjacent to Salford Park



Public Transport Provision

Bus

- 3.17 The AAP area is comparatively well served by bus services with good coverage of routes. Figure 3.3 shows the network of bus routes. Table 3.3 summarises the main service numbers and frequencies.
- 3.18 Key bus routes include:
- The A34 Walsall Road / Birchfield Road with services serving the City Centre, Perry Barr/One Stop, and north to Pheasey / Queslett / Kingstanding areas;

- The A5127 Lichfield Road with services linking the City Centre, Aston, and the Tyburn Road towards Walmley and some continuing along Lichfield Road serving Erdington and Sutton Coldfield;
- Route 8 Inner Circle, passing through Aston, Newtown and Lozells on an east-west axis, crossing Lichfield Road at Aston Cross and Walsall Road at Park Lane; and
- Route 11 Outer Circle passes through Perry Barr on an east-west axis via Aston Lane and Wellington Road.

3.19 In addition to these key bus corridors, there is a network of local routes that serve many places within the Aston, Newtown and Lozells area.

Figure 3.3 - Bus Routes in the AAP Area

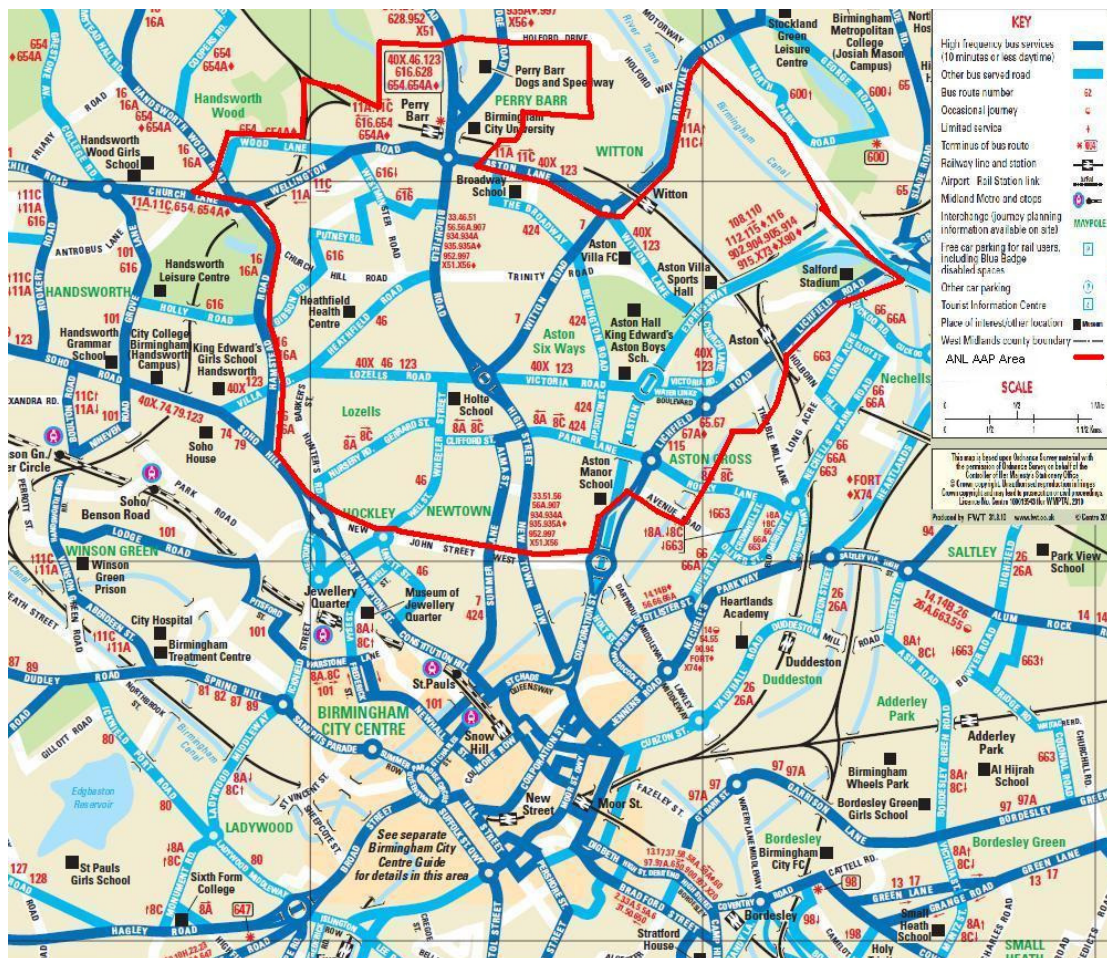


Table 3.3 – Summary of significant bus routes serving the AAP Area

Service No	From	To	Via	Frequency (Mins)			
				Peak	Inter-peak	Eve	Sat
Walsall Road / Birchfield Road services:							
33	Birmingham	Pheasey	Newtown, Perry Barr, Kingstanding	8	7/8	30	10
46	Birmingham	Perry Barr	Lozells	15	15	30	15
51	Birmingham	Walsall	Newtown, Perry Barr, Great Barr	8	7/8	15	10
56 (56A Evening / Sun service)	Birmingham	Brownhills West	Newtown, Aldridge	15/30	30	60	30
907	Birmingham	Sutton Coldfield	Perry Barr	12	20	30	20
952	Birmingham	Perry Beeches	Perry Barr	10	20	30	20
997	Birmingham	Walsall	Perry Barr, Pheasey, Aldridge	20	20	60	30
Litchfield Road services:							
65	Birmingham	Perry Common	Short Heath	8	8	20	10
67	Birmingham	Castle Vale	via Lichfield Road/ Tyburn Road	8	8	20	10
115	Birmingham	Sutton Coldfield	Aston , Erdington, Walmley	30	30	60	30
Witton Road services:							
7	Birmingham	Perry Common	Newtown, Six Ways, Witton	8	8	20	10
Hamstead Road services:							
16/16A*	Birmingham	Hamstead	Hockley and Lozells	5	5	20	5
Inner Circle service:							
8C (Clock wise)	Adderley Park	Bordesley Green	Sparkbrook, Highgate, Lee Bank, Ladywood, Lozells	11	12	30	15
8A (Anti-clockwise)	Nechells	Newtown	Lozells, Ladywood, Lee Bank, Highgate, Sparkbrook	11	12	30	15
Outer Circle service:							
11C (Clockwise)	Witton	Fox & Goose	Stechford, Yardley, Hall Green, Selly Oak, Harborne	8	8	20	10
11A (Anti-clockwise)	Handsworth	Winson Green	Harborne, Selly Oak, Hall Green, Yardley, Stechford	8	8	20	9

* 16A runs Birmingham to Great Barr via Hockley

- 3.20 Table 3.3 indicates, a number of high frequency (10 minutes or less) radial services currently operate along the A34 Walsall Road / Birchfield Road corridor including :
- The 33 service operated by National Express West Midlands runs between Birmingham and Pheasey via Newtown, Perry Barr, Kingstanding. The service operated on a seven to eight minute frequency during the AM and PM peaks and during the Inter Peak period Monday to Friday. The service is also provided on Saturday and Sunday.
 - The 51 service operated by National Express West Midlands runs between Birmingham and Walsall via Newtown, Perry Barr, Great Barr. The service operated on a seven to eight minute frequency during the AM and PM peaks and during the Inter Peak period Monday to Friday. The service is also provided on Saturday and Sunday.
- 3.21 A number of high frequency radial services also operate along the Lichfield Road corridor including the:
- The 65 route operated by National Express West Midlands runs between Birmingham City Centre and Perry Common via Short Heath, seven days a week. The service has a peak hour and inter-peak frequency of eight minutes.
 - The 67 service operated by National Express West Midlands runs between Birmingham City Centre and Castle Vale via Lichfield Road/ Tyburn Road, and represents the main public transport link into Castle Vale. The service operates on a seven to eight minute frequency during the AM and PM peaks and an eight to nine minute frequency during the Inter Peak period Monday to Friday. The service is also provided on Saturday and Sunday.
- 3.22 In addition, there is one high frequency route along Witton Road, the 7, which is operated by National Express West Midlands. This runs between Birmingham and Perry Common via Newtown, Six Ways and Witton. The service operates on an eight minute frequency during the AM and PM peaks and during the Inter Peak period Monday to Friday. The service is also provided on Saturday and Sunday.
- 3.23 There is one further high frequency service operating in the area, the 16/16A which operates along Hamstead Road, along the western boundary of the AAP area. This route runs between Birmingham and Hamstead via Hockley and Lozells and is operated by National Express West Midlands, Diamond and GRS Travel. Together they offer a five minute frequency during peak and inter peak hours. The service is also provided on Saturday and Sunday.
- 3.24 While the area is well served by north-south radial bus links, there are limited east-west bus links between Lozells or Perry Barr to the RIS, although the former two are well linked to each other, and all three areas are well linked to the City Centre and points northwards. Local rail services do, however, provide a direct link between Perry Barr, Witton and Aston stations. Aston station is in close proximity to the RIS.
- 3.25 Bus Showcase improvements have been implemented on the A34, A5127 and Outer Circle routes. The Walsall Road/ Birchfield Road and Lichfield Road corridors include significant bus priority measures, with bus lanes provided in both directions between Perry Barr, and Salford Circus, to the City Centre. On Walsall Road local bus services benefit from the local carriageway being grade separated from that for through traffic, and express bus services benefit from grade separation that bypasses Birchfield Island at Perry Barr. On Lichfield Road there are continuous bus lanes between Lancaster Circus and Salford Circus, except for a narrowing at the Aston Hall Road junction which is dictated by the presence of a public house
- 3.26 Most of the AAP area is within 20 minutes bus journey time of the City Centre, with Perry Barr and RIS within a 15 minute bus journey time. However, bus journey times from within the Lozells area are less optimal than for those closer to the principal highway and rail corridors.
- 3.27 The principal bus interchange in Aston, Newtown and Lozells is by the One Stop Shopping Centre in Perry Barr. Perry Barr station and the Route 11 Outer Circle which uses Wellington

Road/Aston Lane are both within walking distance of the bus station, enabling interchange. Interchange is also possible between Walsall Road corridor services and local east-west services at the Lozells Road and Park Lane junctions, and at the Waterlinks Boulevard/Lichfield Road junction.

- 3.28 Improvements to stop and shelter infrastructure and vehicles took place across the above routes, with some improvements to frequencies and provision of Real Time Information (RTI).

Rail

- 3.29 The AAP area has three railway stations, Aston, Witton and Perry Barr. All three stations are located on the Birmingham to Walsall line, with Aston station also benefiting from being located on the Cross City line. In 2010/11 annual passenger usage of Aston was 471,000, Perry Barr 330,000 and Witton 80,000.
- 3.30 Passenger services are currently operated by London Midland. Aston receives regular services on both the Cross City line, from Lichfield Trent Valley to Redditch and the Walsall line, from Birmingham International via Birmingham New Street to Walsall. In the evenings, services on the Hednesford line via Walsall call at Aston rail station.
- 3.31 Six services operate on the Cross City line in each direction every hour which call at Aston. The Birmingham to Walsall line (with services calling at Witton and Perry Barr) is served by fewer trains. There are two in each direction every hour, both of which call all stations between Birmingham International, Birmingham New Street and Walsall. In the evenings, however, these are replaced by hourly services in each direction on the line which extends past Walsall, to Hednesford, calling all stations between Birmingham and Hednesford.
- 3.32 Aston rail station is located within 400m of the southern boundary of the RIS. The station has recently been upgraded and offers a clean, well lit environment with platforms covered by CCTV cameras. 'Real time' information screens are located by the entrance and on the platforms. The station platforms are accessed by two stepped accesses leading from Lichfield Road to both platforms, as illustrated in Figure 3.3. There are also two lifts to the platforms to cater for the mobility impaired and cyclists.
- 3.33 Perry Barr rail station is also located on the northern boundary of the AAP area. Perry Barr station has two platforms, both of which have disabled access (via ramps) and waiting shelters. Electronic departure boards are provided on each platform, indicating the next trains' departure times and stopping points.

Figure 3.3 – Access to Aston Rail Station



Parking Management

3.34 The main car parking issues within the AAP area are identified as follows:

- A shortage of adequate and secure car parking in local centres, principally Birchfield Road, Witton Road, Lozells Road, Perry Barr, Newtown and Villa Road centres, with competing demands for on-street parking from residents, businesses and retail users;
- Additional localised on-street parking shortages in residential areas with very limited off-street parking; and
- Making appropriate parking provision, supported by a management strategy for Aston Villa Football Club match day parking. There is a requirement on Aston Villa Football Club to make appropriate off-street match day car parking. To mitigate against on-street match day parking, the area to the south of the RIS is covered by the Aston Villa Match Day Residents' Parking Scheme. The Serpentine site (which forms part of the RIS) currently provides 800 match day parking spaces. The potential future loss of this site to new development in the RIS requires other appropriate options to be identified for the provision of match day parking.

Summary of Baseline Sustainable Transport

3.35 Public transport, walking and cycling are important transport modes in the AAP area. Compared to regional and national averages, a higher proportion of households in the AAP area have no access to a car and are dependent upon non-car modes for access to employment and services.

3.36 The walking environment is generally poor, due to severance issues and poorly maintained infrastructure. Crossing the road is a particular issue for pedestrians. Subways, particularly those

at Perry Barr and Six Ways have perceived personal security issues and other parts of the A34 are difficult to cross because of bridges and barriers. The same is true of the other busy roads in the area such as Lichfield Road, Aston Expressway, the Outer Circle and the Ring Road.

- 3.37 The AAP area is connected to the National Cycle Network and there are other signed cycle routes in the area. In addition, local Public Rights of Way through Public Open Space and along canal towpaths provide walking and cycling recreation and access routes. Cycle provision could be improved, for example, through infrastructure improvements such as the creation of new linkages, surface improvements to existing linkages and signage.
- 3.38 In general, public transport provision within the study area is good. Bus Showcase improvements have been implemented on the A34, A5127 and Outer Circle routes. The A34 Walsall Road and A5127 Lichfield Road have a high frequency of bus services and the majority of the AAP area is within 400 metres of a bus stop. There are three rail stations in the AAP area, with a minimum of six services an hour serving Aston station.

4. Transport Strategy, Policies and Proposals – East Aston/RIS/Tame Road

- 4.1 The most significant development within the AAP area is the proposed Regional Investment Site (RIS) in the East Aston area, with the TDR identifying approximately 1,000 new morning and evening peak person trips (all modes) to the site. In this context, it is essential that good transport linkages are provided to the RIS from neighbouring residential areas, the local highway network, strategic highway network, the public transport network and via sustainable modes, in the process supporting the viability of the site and the creation of up to 3,000 new jobs by 2026.

Highways Strategy

- 4.2 Improvement of the highway access to the RIS will be essential in realising the full potential of the area, with the main accesses to the site off Aston Hall Road. The Lichfield Road junction with Aston Hall Road will form the principal access route into the RIS from both the local and strategic highway networks, with secondary routes from Grosvenor Road and Witton Lane.

Policy T2 – RIS Highways

The main access(es) to the site will be via one of a series of industrial distributor roads with junctions onto the B4137 Aston Hall Road/ Witton Lane. The fully occupied site will require junction improvements to:

- Lichfield Road/Aston Hall Road
- Lichfield Road/Grosvenor Road
- Lichfield Road/Cuckoo Road
- Lichfield Road/Waterlinks Boulevard
- Salford Circus
- Park Circus
- Aston Road/Park Lane/Rocky Lane
- Aston Hall Road/Electric Avenue
- Witton Road/Tame Road

A Transport Assessment will be required for each development site that identifies the level of impact the development has on the highway network. Individual developers will be expected to contribute towards the above improvements proportionally.

- 4.3 The TDR estimates that 962 journeys by car will be made to the RIS during the morning peak hour, with 820 departures during the evening peak. On the basis of traffic capacity analysis undertaken to assess this impact on the local highway network a range of highway capacity improvements will be required at the following junctions, as identified in Policy T2 (RIS Highways) within the AAP:
- Aston Road/Rocky Lane;
 - Lichfield Road/Aston Hall Road;
 - Lichfield Road/Cuckoo Road;

- Lichfield Road/Grosvenor Road;
- Lichfield Road/Waterlinks Boulevard;
- Salford Circus;
- Aston Hall Road/Electric Avenue; and
- Park Circus.

- 4.4 Whilst detailed Transport Assessments will be required as part of the planning process, this TS considers that the key initial junction improvements required to enable development will comprise a new gateway junction at Lichfield Road/Aston Hall Road (large scale signalisation or roundabout improvement, with land potentially outside of the highway boundary required); signalisation of Salford Circus (currently a congestion hotspot, with large development impact); revised layout and additional lanes at Lichfield Road/Grosvenor Road; and signalisation of Aston Hall Road/Electric Avenue. Improvements at other junctions are likely to be more modest, with a range of signal efficiencies, kerb realignments, lining and signing potential mitigation measures. It is expected that all signal installations will provide for sustainable modes and the disabled.
- 4.5 In terms of the strategic road network, the TDR shows limited traffic arriving and departing the RIS via Junction 6 of the M6 at Gravelly Hill. Whilst the development impact on the M6 is estimated to be low, additional capacity being provided by the Highways Agency in the form of Managed Motorways Birmingham Box Phase 3 (junctions 5 to 8 hard shoulder running and other measures to reduce congestion and improve journey times and reliability) is supported.
- 4.6 It is considered that essential highway mitigation measures should be provided in advance of development and funded by the private sector via appropriate Section 278 and Section 106 legal agreements. Such works may also be supported by public sector transport programmes led by the City Council, Centro and other bodies as appropriate.
- 4.7 In terms of the Tame Road area of the AAP, the TDR also identifies the need to improve the junction of Witton Road/Tame Road, which forms the principal access from the north. It is considered that a signal controlled layout would be an appropriate improvement measure.
- 4.8 Major assessment work has currently been approved on the A38 (M) Tame Valley Viaduct, which runs through the East Aston/RIS/Tame Road area. It is anticipated that major strengthening works may be required to this structure during the life of the AAP. In this scenario, careful planning and programming will be required to minimise traffic disruption in the area and ensure there are no access conflicts between maintenance and development works.

Public Transport Strategy

- 4.9 The RIS is currently well served by bus services that operate frequently along the Lichfield Road and link the north and east of the City with the City Centre. However, it is important that stops are located in close proximity to the site, with high quality, safe and secure routes provided to the development to make public transport an attractive alternative to the private car and an improved offer. New or relocated stops, in discussion with public transport operators and Centro, should be of a 'showcase' style standard, with full disabled access and information.
- 4.10 Whilst radial bus service linkages to the RIS are good, there is limited service provision in an east-west direction, with only one infrequent service linking the RIS and the residential communities of Newtown, Lozells and South Aston. As such, to provide access to job opportunities for local people, improved links between these areas are to be provided through either planning obligations or the extension of existing services. Further consideration is also to be given to improving interchange between radial routes serving the RIS and the existing number 8 and 11 orbital services.
- 4.11 The Tame Road area is well served by bus services operating on the number 7 and 11 routes.

- 4.12 In terms of rail services the RIS is well served by Aston Station, with frequent connections to Birmingham New Street (offering significant interchange opportunities locally, regionally and nationally), Walsall and Lichfield. Similarly to bus services, it is essential that high quality, safe and secure routes are provided between the Station and the RIS to enhance the public transport offer. Such routes will be required to be provided as part of the RIS development proposals in conjunction with the City Council, Network Rail and Centro. Information, waiting and security enhancements will also be required at Aston Station.

Policy T3 – RIS Public Transport

Improved bus links are required between the residential areas of Newtown, Lozells and South Aston and the RIS in order to provide access to job opportunities for local people. These are to be provided as part of the first phase of development.

Improved bus stopping facilities (including Real Time Passenger Information) near to the site are required while high quality, safe and secure routes between the RIS, bus stops and Aston Railway Station are to be provided.

Enhancements to passenger facilities at Aston Railway Station and improvements to track capacity near to Aston Railway Station are supported in principle.

- 4.13 The West Midlands and Chilterns Route Utilisation Strategy identifies the stretch of line through Aston Station as congested and a constraint on future network growth, both for passenger and freight services. The track bed between Aston South Junction and Proof House Junction, to the east of the Plan area, is largely a four track formation. However, the existing double track line through Aston station will remain a bottleneck until the extension of the four track section. The extension of four tracking to Aston North Junction would allow the future operational segregation of the Walsall and Cross City North services, and allow service growth on both these routes. Such enhancements are supported in principle by this TS, although they are not required directly to service access to the RIS.

Walking and Cycling Strategy

- 4.14 Walking and cycling are important modes particularly for local residents wishing to access future employment opportunities at the RIS. As such, the development of the RIS provides a good opportunity to integrate new high quality pedestrian and cycling improvements into the whole development, supporting sustainable travel patterns from the outset. Key linkages through the site will allow access to Salford Park, Aston Park, Aston Station, bus stops and local residential areas.
- 4.15 Linkages should also be made with existing cycle routes in the area, particularly the regional Sustrans route 535 that runs along the Birmingham and Fazeley Canal between the City Centre and Salford Circus.
- 4.16 Walking and cycling will be further promoted by ensuring that the quality of physical routes is maintained to good standards including the surfacing of footways/cycleways, carriageways, street lighting and signage.

Policy T4 - RIS Walking and Cycling

A network of integrated pedestrian and cycle routes through the whole development will be provided as part of the first phase of development. This includes the provision of linkages to the Birmingham and Fazeley Canal towpath, public transport and the Strategic Cycle Route.

Parking Strategy

- 4.17 The main drivers to the East Aston RIS Parking Strategy are:
- To provide an appropriate level of parking that responds positively to the Birmingham City Council's policy as described in the 'Draft Supplementary Planning Guidance 'The Birmingham Plan; Birmingham's Local Development Framework; Car Parking Guidelines' dated August 2010; and
 - To comply with Policy R1: RIS Land Uses, Policy R4: RIS Design and Massing, Policy T5: RIS Parking and within Section 3.35 of the AAP Submission Document, Aston Villa Football Club, which requires an appropriate solution to the issue of match day parking.
- 4.18 Car parking standards are set out in Birmingham City Council's Draft Parking Guidelines SPG (August 2010). The RIS is within Zone 2, as the majority of the site is located within 500 metres of Aston Railway Station.
- 4.19 Car park management plans should be prepared to promote shared use of car parking and to include appropriate charges to encourage modal shift.
- 4.20 The Serpentine site (which forms part of the proposed RIS) currently provides 800 match day parking spaces. Aston Villa FC is required, as part of the planning agreement for the North Stand, to ensure an identified level of match-day car parking is available. The AAP supports this principle and proposes that future occupiers of the RIS site work with Aston Villa to provide alternative match-day parking facilities in the locality or on the RIS site.
- 4.21 To reflect higher potential parking demands in the area following the development of the RIS, it will be necessary to review the current match day Controlled Parking Zone (CPZ) that operates for events at Villa Park. Should parking overspill into local residential areas then consideration should be given to widening the operation of the current CPZ.
- 4.22 In the context of housing development in the Tame Road area, consideration should be again given to reviewing and possibly changing the current CPZ in this area to mitigate any potential parking problems arising from events at Villa Park or the operation of the RIS.

Policy T5 - RIS Parking

For the purposes of assessing parking standards, the entire RIS will be considered as being within Zone 2, as the majority of the site is located within 500 metres of Aston Railway Station.

Match-day car parking spaces should be reprovided in the locality. A proportion of these could be provided by making car parks at the RIS available for paid match-day parking.

The existing match day Controlled Parking Zone will be reviewed and necessary improvements made in respect of extending the coverage and/or operation of the current resident's permit scheme including the Tame Road area.

Framework Travel Plan

- 4.23 To promote sustainable access to the RIS a Framework Travel Plan has been prepared by the City Council that contains a range of smarter choice measures that developers and/or occupiers of the RIS will have to sign up to and implement as part of the planning process. The Framework Travel Plan is provided as Appendix B to this TS, with consultation required with Centro and the Highways Agency.

Policy T6 – Framework Travel Plan

Developers and/or occupiers of the RIS will be required to sign up to and implement the Framework Travel Plan produced by the City Council, in consultation with Centro and the Highways Agency.

- 4.24 A proposals plan for the East Aston/RIS/Tame Road area is provided as Appendix A to this TS.

5. Transport Strategy, Policies and Proposals – Perry Barr/Birchfield

- 5.1 The A34 (N) corridor (Birchfield Road and Walsall Road) serves as a key transport route through the Aston, Newtown and Lozells areas, linking the City Centre with the north of the City and Walsall. Due to the dual carriageway and grade separation features of the highway infrastructure, the A34 (N) offers the best journey times of any radial route into the City Centre for all modes, however, this infrastructure also causes significant severance for the communities either side of the route that are forced to use in most cases a network of subways.
- 5.2 As the A34 (N) will serve as the primary access route to a range of retail, office and housing developments in the Perry Barr and Birchfield areas a balanced approach between access and pedestrian permeability is required. As such, a regeneration framework for Perry Barr/Birchfield Local Centre and the A34 (N) is being prepared that will identify investment and development opportunities to realise its growth potential and successfully transform it into a thriving and desirable place.

Multimodal Strategy for A34 (N) Urban Boulevard

- 5.3 A range of multi modal transport improvements are required to support the above regeneration framework and the proposals for an urban boulevard along the A34 (N).
- 5.4 Substantial improvements have been made to public transport along the corridor over the last 15 years through both the 'bus showcase' and 'red routes' programmes, with the implementation of bus priority measures, new stop infrastructure and real time information. Given the high usage and dependency on public transport in the area and relatively high population densities, further rapid transit options between the City Centre, Perry Barr and Walsall will be considered for the future to provide faster, frequent and more reliable journeys. Such options, to avoid impacting upon development or current land uses, should be largely be contained within the existing highway boundary, with priority measures and upgraded stop infrastructure provided as necessary. This position can be reviewed as development comes forward and rapid transit proposals are refined.
- 5.5 Whilst interchange between bus and rail is possible at Perry Barr, significant improvements are required to enhance the interchange experience between the current modes and any future rapid transit system. Improvements are likely to take the form of an upgraded Perry Barr Station, with a main entrance that directly faces the bus interchange area outside of the One Stop Shopping Centre. Some reconfiguration of the bus interchange area and the local highway network is also envisaged, alongside upgrades of stop and information systems. Any improvements will need to be coordinated with Centro, Network Rail, public transport operators and necessary landowners.
- 5.6 Due to the highway infrastructure mentioned above, crossing the A34 (N) can be very difficult for pedestrians, with significant severance caused by up to eight lanes of traffic in places. Consultation with local residents has shown a clear desire for 'at grade' crossings wherever possible and the closure of subways that are at times perceived as being unsafe. Whilst this is not possible at certain locations along the A34 (N), significant emphasis will be placed upon connectivity at the Perry Barr, Birchfield and Aston local centres, recognising the challenges of removing subways at the Six Ways and Birchfield grade separated islands.

- 5.7 In terms of cycling provision on the A34 (N) traffic volumes, speeds and grade separation do not make for an attractive route. On this basis, improvements to the back street cycle route between Perry Barr and the City Centre will be supported.

Policy T7 - A34 (N) Urban Boulevard

The development of the A34 as a Rapid Transit Corridor, largely within the existing highway boundary, will be supported. Enhanced interchange facilities are supported at Perry Barr linking rail with strategic bus and proposed rapid transit routes.

Development should provide improvements to existing crossing facilities on the A34 to strengthen connections between local communities.

At Aston Six Ways the removal of existing subways and replacement with attractive level crossing facilities will be supported.

Improvements to the existing back street cycle route between Perry Barr and the City Centre will be supported.

Highways Strategy

- 5.8 Analysis undertaken as part of the TDR shows that a range of junction improvements will be required to accommodate the growth in traffic expected from the regeneration of the Perry Barr and Birchfield centres. Such improvements range from significant to relatively minor.
- 5.9 The most significant highway improvements will be required in the Perry Barr local centre area comprising the junctions of Birchfield Road/Wellington Road/Aston Lane and Walsall Road/Aldridge Road. Major reconfigurations may be required to accommodate development traffic along with rapid transit operations, a revised public transport interchange at Perry Barr, at grade crossings and the removal of subways.
- 5.10 The Birchfield Road/Heathfield Road junction also requires significant improvement; however, the location of the junction beneath the A34 (N) flyover in Birchfield makes enhancements relatively complex. As such, combinations of carriageway widening and signal efficiencies are most likely improvement measures.
- 5.11 Improvement works to the Aston Lane/Witton Lane roundabout are already planned as part of the City Council's Transportation Capital Investment Programme, whilst other improvements are likely to consist of lining, signing, carriageway widening and junction signalisation.

Policy T8 - Perry Barr - Highways

Improvements are required at the following junctions to cater for the increase in traffic generated by the growth of the Perry Barr/Birchfield Centre:

Birchfield Road / Wellington Road / Aston Lane Junction

Birchfield Road / Heathfield Road / Trinity Road Junction

Walsall Road / Aldridge Road Junction

Wellington Road / Church Lane / Handsworth Wood Road / Hamstead Road Junction

Wellington Road/Wood Lane/Westminster Road

Aston Lane / Witton Road / Witton Lane Junction

Hamstead Road /Church Hill Road Junction

Witton Road / Trinity Road Junction

Other changes to the highway layout will be required as part of the walking and cycling improvements set out in Policy T9.

Walking and Cycling Strategy

- 5.12 There is a need to improve the environment for walking and cycling in Perry Barr/ Birchfield Centre, specifically to create improved linkages between One Stop, Perry Barr Railway Station, BCU and Birchfield Road/Aston Lane, as identified in Policy T9. Feasibility work has already commenced in respect of infilling the subways between One Stop and BCU, creating an at grade crossing between Wellington Road and Aston Lane and providing a more comprehensive pedestrian friendly solution at the Birchfield Road/Wellington Road/Aston Lane junction.
- 5.13 Further smaller measures to allow better linkages between the local centre and existing cycle routes on Perry Hall playing fields and on Stoneleigh Road will be encouraged and supported.

Policy T9 - Perry Barr - Walking and Cycling

The environment of the shopping centre will be enhanced, particularly for pedestrians and cyclists, by creating attractive, safe and convenient routes between Birchfield Road/ Aston Lane, Perry Barr Rail Station, the One- Stop Shopping Centre and BCU.

A surface-level pedestrian link between the eastern and western side of Birchfield Road, Walsall Road and Aldridge Road and the northern and southern side of Wellington Road and Aston Lane will be supported.

Provision of links to existing cycle routes on Perry Hall playing fields and on Stoneleigh Road will be encouraged.

Public Transport Strategy

- 5.14 Policy T10 within the AAP covers improvements to bus – rail interchange at Perry Barr and the potential provision of future rapid transit routes in the A34 (N) corridor as discussed above.

Policy T10 - Perry Barr - Public Transport Interchange

The creation of high-quality interchange facilities at Perry Barr will be supported, linking bus, rapid transit and rail services to ensure better connectivity between the area, the City Centre and the wider conurbation.

The City Council will continue to work alongside Centro in improving existing passenger facilities at Perry Barr Train Station and enhancing access to the station.

5.15 A proposals plan for the Perry Barr/Birchfield area is provided as Appendix A to this TS

6. Transport Strategy, Policies and Proposals – Newtown/Lozells

- 6.1 The main driver for movement in Newtown and Lozells is housing regeneration. These areas will provide the majority of the proposed new homes within the AAP area. The proximity of this sub-area to the City Centre provides significant opportunity to encourage the use of sustainable modes of transport.
- 6.2 In addition, there is a need to improve the connections between communities that are either side of the main transport routes (A34 and A4540) and reduce the impact of car parking which is likely to be associated with the greater density of housing development.

Highways Strategy

- 6.3 The TDR has identified that junction improvements will be required at the following locations to help mitigate the increase in vehicle trips forecast as a result of development:
- A34 High Street/Park Lane;
 - Wheeler Street/Gerrard Street;
 - Wheeler Street/Clifford Street;
 - Dartmouth Circus;
 - Six Ways Aston;
 - Lozells Road/Wheeler Street;
 - Lozells Road/Villa Road; and
 - New John Street West/Boulton Middleway.
- 6.4 Junction improvements on Wheeler Street and Lozells Road are located on local roads and will need to be commensurate with the residential nature of the area. As such, proposals are likely to consist of minor kerb realignments, lining, signing and possible small scale signalisation projects, with controlled pedestrian facilities where possible.
- 6.5 Minor improvements will be required to the A34 High Street/Park Lane junction, which is fairly constrained. Proposals are likely to comprise lane reallocation, kerb realignment to increase lane capacity and the installation of pedestrian crossing facilities that are not currently provided at this location to reduce severance between the communities either side of the A34.
- 6.6 Dartmouth Circus is a major junction on the Ring Road, with a signalised gyratory arrangement grade separated from the A38 (M) Aston Expressway below. Other than further grade separation of the Ring Road, which cannot be justified on the basis of AAP development traffic, improvements to the signal operation at Dartmouth Circus are proposed.
- 6.7 Minor lane allocation, lining and signing improvements are proposed to the New John Street West/Boulton Middleway roundabout junction in the west of the AAP area, where the impacts of development traffic are relatively low.
- 6.8 The Six Ways junction in Lozells is of a grade separated layout, with the A34 (N) running beneath in an underpass. Congestion is particularly prevalent during the peak periods, with traffic struggling to enter the roundabout from Lozells Road, Victoria Road Witton Road and the A34 off slips. Improvement proposals of a significant nature have been previously designed for this junction, which involve filling in the central void area and creating a signal controlled layout with

pedestrian facilities. Such works are not though essential to support the development proposals contained within the AAP, with a hybrid signal controlled layout a likely cost effective solution.

Parking Strategy

- 6.9 The Newtown and Lozells areas will provide the majority of the new homes in the AAP area and this offers a good opportunity to manage the demand for car parking in new residential developments. Policy T11 identifies this parking demand management through the careful design of parking provision and through maximising access by sustainable transport modes.

Policy T11 - Newtown and Lozells – Highways and Parking

Improvements will be required at the following junctions:

- A34 High Street/Park Lane;
- Wheeler Street/Gerrard Street;
- Wheeler Street/Clifford Street;
- Dartmouth Circus;
- Six Ways Aston;
- Lozells Road/Wheeler Street;
- Lozells Road/Villa Road; and
- New John Street West/Boulton Middleway.

This area falls within Zone 3 of the City Council's parking standards. This allows for a maximum of 2 spaces per dwelling.

In this high density, inner city area with good access to public transport networks, it may be appropriate to provide lower levels of parking, if good design practice is followed.

The design of parking areas does not cause local congestion.

Shared parking areas are used.

Good quality walking routes to bus stops are provided.

Residential Travel Plans.

Walking and Cycling Strategy

- 6.10 The new housing proposed in Newtown and Lozells provides a good opportunity to improve provision for local walking and cycling journeys, as identified in Policy T12.
- 6.11 The key locations where pedestrian movement needs to be enhanced comprise Six Ways, A34 High Street/Park Lane, A34 High Street/Milton Street and New John Street West/Great Hampton Street. In most cases pedestrian movement can be improved through the introduction of controlled crossing facilities and the provision of more direct routes in accordance with desire lines, including safe and appropriate routes between residential areas and bus stops on the A34 (N). In terms of the Six Ways junction the current subways are not perceived as safe by local residents who often cross the busy carriageway at grade. Removing the subways and infilling the central void at Six Ways is not justified in the context of the AAP development proposals, however, improvements can be made in accordance with those proposed above in the Highways Strategy section.

- 6.12 As the A34 (N) is not suitable in places for cycling, a walking and cycling route between the Wheeler Street Centre and Great Hampton Row is proposed, utilising the park in Newtown.
- 6.13 A proposals plan for the Newtown/Lozells area is provided as Appendix A to this TS.

Policy T12 - Newtown and Lozells - Walking and Cycling

Development should provide improvements to crossing facilities on the A34 and A4540 to strengthen the connections between local communities.

Newtown Local Centre - improvement of the existing crossings between Milton Street and Newbury Road to provide links between the shopping centre and the park.

Wheeler Street - walking and cycling route between Wheeler Street Centre, across the park and over an improved crossing of New John Street West at Great Hampton Row.

Public Transport Strategy

- 6.14 The Newtown and Lozells areas are well served by public transport. Work will continue with bus operators and Centro to continue improving the quality of service in terms of fleet, security, journey times, information and reliability. Junction improvements wherever possible will provide bus priority, as bus will continue to be the most sustainable mode in the AAP area for the plan period.

7. Transport Strategy, Policies and Proposals – Area Wide, Funding and Delivery

Area Wide

- 7.1 In order to achieve the overall objectives of the AAP and this TS a number of area wide transport interventions are proposed that are of relevance to all AAP sub-areas. These are summarised in Policy T1 below.

Policy T1- Area-Wide Transport Proposals

Network efficiency - a balanced package of treatments will be required across the area which maximise the efficient and reliable operation of the current highway network, thus reducing congestion and carbon emissions. This will include route enhancements and targeted investments at specific junctions.

Smarter choices - techniques for influencing people's travel behaviour towards more sustainable options will be employed. These will include school, workplace, community and residential as well as personalised travel planning techniques. Travel planning will be carried out consistently on all development proposals within the plan.

Technology - a number of technology based interventions will be required. These will include real-time information for bus and rail journeys, new fuel technology for buses and electronic charging points for vehicles.

Accessibility to services – residential developments should be within a 15 minute walk of a GP Surgery and local food shops, a 10 minute walk from a primary school and a 20 minute walk from a secondary school. Developments should also be within a 10 minute public transport journey from a local centre.

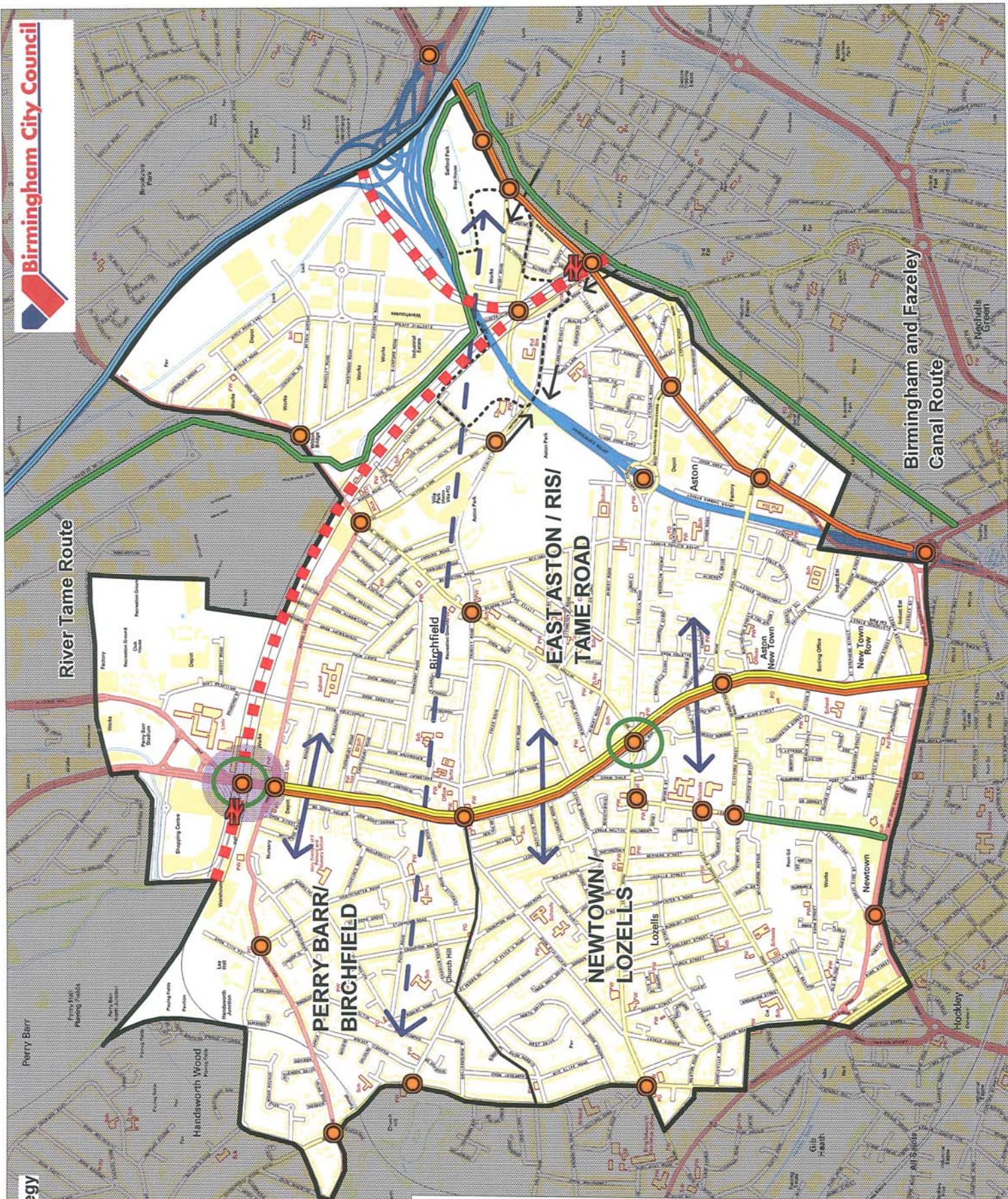
Connectivity - to maximize the economic benefits of the Plan good public transport links will be provided between the major land uses - the Regional Investment Site, the local centres, the residential areas and the City Centre

Funding and Delivery

- 7.2 Where specific infrastructure or other measures are required to directly accommodate development or mitigate the negative impacts of such development, planning contributions will be sought from developers in accordance with the Planning Obligations Circular 05/05. Where appropriate, works to the highway will be undertaken under Section 278 of the 1980 Highways Act, while contributions to other off site measures may be sought under Section 106 of the 1990 Town and Country Planning Act. Moving forward, future planning contributions will also be in accordance with the Community Infrastructure Levy being brought forward by the Council for implementation from 2014 onwards.
- 7.3 Other infrastructure improvements and measures to support wider regeneration and economic benefits will be funded and delivered from other sources, including public sector programmes managed by the City Council, Centro and Government Departments, with involvement from

private sector partners. Moving forward, further funding opportunities are likely to arise with any implementation of a business rates retention system to enable Tax Incremental Financing solutions, whilst applications for European funding remain viable options.

Appendix A – Transport Strategy Proposal Plan



KEY

- AAP Boundary
- East Aston RIS Boundary
- ➔ Principal RIS Access Point
- Highway Corridor Improvements
- Highway junction improvements
- M6 Managed Motorways P3
- A34 Urban Boulevard
- Rail Corridor Improvements
- Rail Stations Improvements
- Public transport interchange
- Sustainable Corridors
- Walking and Cycling Infrastructure Improvements
- Improved East - West Bus Linkages
- Reduce Severance

AREA WIDE PROPOSALS

- * Highway network efficiency
- * Smarter choices
 - School, workplace and residential travel planning
 - Safer Routes to Schools (SRTS)
- * Technology (public transport real-time information, electric vehicle charging point)

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Appendix B - Framework Travel Plan



Appendix B: Framework Travel Plan

East Aston - Regional Investment Site

Birmingham City Council

August 2011



Appendix B: Framework Travel Plan

East Aston - Regional Investment Site

Birmingham City Council

August 2011

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1 Introduction

1.1 Background

Halcrow Group Limited has been appointed by Birmingham City Council to prepare a Framework Travel Plan for the East Aston - Regional Investment Site (RIS); a 20 hectare site comprising land in Aston Hall Road which includes the Holte and Priory Site, the Serpentine Site, and land to the north of Grosvenor Road/Queens Road.

1.2 Context

Birmingham City Council (BCC) has identified the area of Aston, Newtown and Lozells as a major opportunity for regeneration in the city over the next fifteen years. The Council has developed an Area Action Plan (AAP) to provide a clear vision and strategy for regeneration and development for the area. The AAP sets out a comprehensive and co-ordinated approach to shaping housing, employment, local centres, community facilities, infrastructure, transport and the environment.

Given the strategic importance of the RIS, the Council is keen to ensure that a Framework Travel Plan is in place at an early stage, in order to provide specific guidance for the preparation of the Individual Workplace Travel Plans required in the future. In line with Policy T6 of the AAP, this document provides the Framework Travel Plan which developers and/or occupiers of the RIS will be required to sign up to and implement. Individual Workplace Travel Plans will be secured by an appropriate planning condition/Section 106 Agreement.

1.3 Company TravelWise

ACT TravelWise is a member led Association with the objective of the promotion and development of sustainable transport throughout the United Kingdom. Through membership of ACT TravelWise and under the TravelWise campaign, Birmingham City Council has developed a unique partnership with Centro and National Express entitled Company Travelwise.

This partnership consults employees, students, residents and visitors from member organisations to ascertain their needs and requirements, to provide support, advice and incentives and to work with the employer, organisation, residential facility or educational establishment, to remove the barriers and encourage the use of sustainable transport. Company TravelWise provides a comprehensive package of measures to promote and encourage the use of sustainable transport.

Company TravelWise will lead the travel planning process for the RIS in order to ensure an area-wide approach is adopted. All organisations and businesses forming part of the RIS will be required to affiliate with Company TravelWise and this will be secured by an appropriate planning condition.

1.4 Framework Travel Plans

This Framework Workplace Travel Plan aims to inform the future occupiers of the RIS about the requirements for their Individual Workplace Travel Plans, and how sustainable travel can be encouraged.

Because the occupiers of the site in question are unknown, the Travel Plans should be developed in three separate phases:

- *Phase 1* – Preparation of Framework Workplace Travel Plan (this document);
- *Phase 2* – Staff travel survey – analysis and reporting; and
- *Phase 3* – Development of Individual Workplace Travel Plans and implementation.

Phase 1 – Preparation of Framework Workplace Travel Plan

This document forms the FWTP for the proposed RIS in East Aston as part of the Aston-Newtown-Lozells AAP. It sets out the principles that will be applied in the Individual Workplace Travel Plans that occupiers will be obliged to prepare as part of each planning application. Occupiers, will undertake a travel survey (Phase 2) and implement a Individual Workplace Travel Plans within six months of occupation of the new building (Phase 3).

Phase 2 – Staff travel survey – analysis and reporting

The occupier will require an employee survey to be conducted by each new occupier within two months of first occupation. As part of the affiliation to Company TravelWise, a standard Employee Travel Survey is provided and this should form the basis of the questionnaire. The questionnaire will seek to identify current staff travel patterns and to understand which measures may assist them in travelling by more sustainable modes to work.

The questionnaires will be analysed and used to identify travel plan measures which should be implemented to encourage staff to travel by sustainable modes to the site. Appropriate targets for mode shift will be identified at this stage following analysis of the baseline data.

Phase 3 – Development of Travel Plan measures and implementation

Individual Workplace Travel Plans will be prepared in line with guidance set out in this document and will take into account the survey analysis and targets for mode shift identified in Phase 2.

The Individual Workplace Travel Plans should establish realistic but challenging targets for the reduction of the level of car travel and for the increase in the use sustainable travel modes. The document will be prepared by the relevant Travel Plan Co-ordinator in consultation with Company TravelWise, Centro, and the Highways Agency, and Landowners where necessary.

1.5 Structure

The structure of this FTP is as follows:

- Chapter 2 – Relevant Policies
- Chapter 3 – Existing Transport Opportunities
- Chapter 4 - Development proposals
- Chapter 5 – Travel Plan Process for RIS

- Chapter 6 – Preparation of Workplace Travel Plans
- Chapter 7 – Summary of Travel Plan Process

2 Relevant Policy

2.1 Introduction

This section provides a summary of the relevant local policies that have been considered in the preparation of this document.

2.2 Birmingham LDF Core Strategy 2026 (Consultation Draft)

This Emerging Core Strategy document is currently in draft format and is being reviewed prior to submission to DCLG for approval and adoption, however in terms of its scope, structure and content it reflects what BCC currently considers should be included in the final Strategy. The document provides a spatial framework for development up to 2026.

The Core Strategy outlines wider policies and proposals for Birmingham, those relevant to this Framework Travel Plan are summarised below:

- *SP35 – Sustainable Transport Systems:* BCC will support measures which seek to ensure that the most sustainable mode choices are also the most convenient, as well as facilitate modal interchange and the use of public transport. Transport Assessments and Travel Plans will continue to be required for major new developments.
- *SP36 – Accessibility Standards for New Development:* The following requirements are a selection of what would be required of all major developments which are likely to generate either solely or in combination with other related developments more than 500 person-trips per day.
 - i) An appropriate level of public transport provision (in terms of frequency, journey time and ease) to main public transport interchanges at the most relevant times of day.
 - ii) Good cycle access with a commensurate number of convenient cycle stands, with cycle shelters where stays are likely to be of longer duration.
 - iii) Good pedestrian access.
- *SP39 – Traffic and Congestion Management:* BCC will seek to promote the efficient and safe use of the existing transport network through the behavioural changes via TravelWise and Travel Planning, encouraging people to choose the most sustainable travel option.

2.3 Aston, Newtown and Lozells Area Action Plan (AAP)

The Aston, Newtown and Lozells AAP, once adopted, will form part of Birmingham's Local Development Framework (LDF) and will act as a basis for determining planning applications and bringing forward regeneration in the AAP area.

The AAP sets out a number of policies and proposals to provide a framework to deliver major change in the area. The AAP includes policies in relation to both transport, and the RIS, these are summarised below.

Policy T1 – Area-wide Transport Proposals:

- Network Efficiency – a balanced package of treatments will be required across the area which maximise the efficient and reliable operation of the current highway network, thus reducing congestion and carbon emissions. This will include route enhancements, targeted investments at specific junctions and public transport improvements.
- Smarter Choices - techniques for influencing peoples’ travel behaviour towards more sustainable options, including walking and cycling will be employed. These will include school, workplace. Community and residential as well as personalised travel planning techniques. Travel Planning will be carried out consistently on all development proposals within the plan.
- Technology – a number of technology based interventions will be required. These will include real-time information for bus and rail journeys, new fuel technology for buses and electronic charging points for vehicles.
- Connectivity – to maximise the economic benefits of the Plan, good public transport links will be provided between the major land uses – the RIS, the local centres, the residential areas and the City Centre. Particular emphasis will be placed on improving the east to west links across the area, which are currently poor.

Policy T2 – RIS Highways

- The main access (es) to the site will be via one of a series of industrial distributor roads with junctions onto the B4137 Aston Hall Road/Witton Lane. The fully occupied site will require junction improvements to
 - Lichfield Road/Aston Hall Road.
 - Lichfield Road/Grosvenor Road.
 - Lichfield Road/Cuckoo Road.
 - Lichfield Road/Waterlinks Boulevard.
 - Salford Circus.
 - Park Circus.
 - Aston Road/Park Lane/Rocky Lane.
 - Aston Hall Road/Electric Avenue.
 - Witton Road/Tame Road.
- A Transport Assessment will be required for each development site that identifies the level of impact the development has on the highway network. Individual developers will be expected to contribute towards the above improvements proportionally.

Policy T3 – RIS Public Transport

- Improved bus links are required between the residential areas of Newtown, Lozells and South Aston and the RIS in order to provide access to job

opportunities for local people. These are to be provided as part of the first phase of development.

- Improved bus stopping facilities (including Real Time Passenger Information) near to the site are required while high quality, safe and secure routes between the RIS, bus stops and Aston Railway Station are to be provided.
- Enhancements to passenger facilities at Aston Railway Station and improvements to track capacity near to Aston Railway Station are supported in principle.

Policy T4 – RIS Walking and Cycling

- A network of integrated pedestrian and cycle routes through the whole development will be provided as part of the first phase of development. These include the provision of linkages to the Birmingham and Fazeley Canal towpath, public transport and the Strategic Cycle Route.

Policy T5 – RIS Parking

- For the purposes of assessing parking standards, the entire RIS will be considered as being within Zone 2, as the majority of the site is located within 500 metres of Aston Railway Station.
- Match-day parking spaces should be re-provided in the locality. A proportion of these could be provided by making car parks at the RIS available for paid match-day parking.
- The existing match day Controlled Parking Zone will be reviewed and necessary improvements made in respect of extending the coverage and/or operation of the current residents' permit scheme including the Tame Road area.

Policy T6 – RIS Framework Travel Plan

- Developers and/or occupiers of the RIS will be required to sign up to and implement the Framework Travel Plan produced by the City Council, in consultation with Centro and the Highways Agency.

2.4 Aston, Newtown and Lozells Area Action Plan (AAP) – Transport Strategy

BCC has prepared a Transport Strategy (TS) which underpins the AAP. The TS sets out high level transport proposals for the AAP area in the context of land use proposals; emphasis is placed on encouraging sustainable transport. The TS will form the basis for future site specific assessments required as part of the planning process for new developments, including Transport Assessments and Travel Plans.

2.5 Summary

This document has been prepared in line with the relevant policy. Individual Workplace Travel Plans will also have to comply with the local policy outlined in this chapter.

3 Existing Transport Opportunities

3.1 Introduction

This section outlines the existing sustainable transport network available for the RIS.

3.2 Existing Land Uses

The proposed site is approximately 20 hectares and currently comprises a mix of uses including industrial, small scale retail, leisure, community and residential uses. It also incorporates a large piece of vacant land on the vacant former Holte and Priory housing estate and the Serpentine site which includes a sports hall and is used for match day parking for Aston Villa Football Club.

3.3 Sustainable Modes

3.3.1 Walking

The surrounding footway network is varied, with Lichfield Road providing well-lit wide footways and surface pedestrian crossings; there are off-road Rights of Way and alleyways interlinking areas of the site which although important, do not provide the surface quality or natural surveillance desired by pedestrians.

The level of highway infrastructure is also abundant in the area, some providing good levels of pedestrian facilities (crossings, refuge areas and good quality footways); others causing some severance between the areas of the site.

To encourage future pedestrian (and cyclist) use, these issues will have to be addressed in the design and street hierarchy of the development.

The canal towpath to the south of the development site provides a good traffic-free route for pedestrians, linking to the wider pedestrian network.

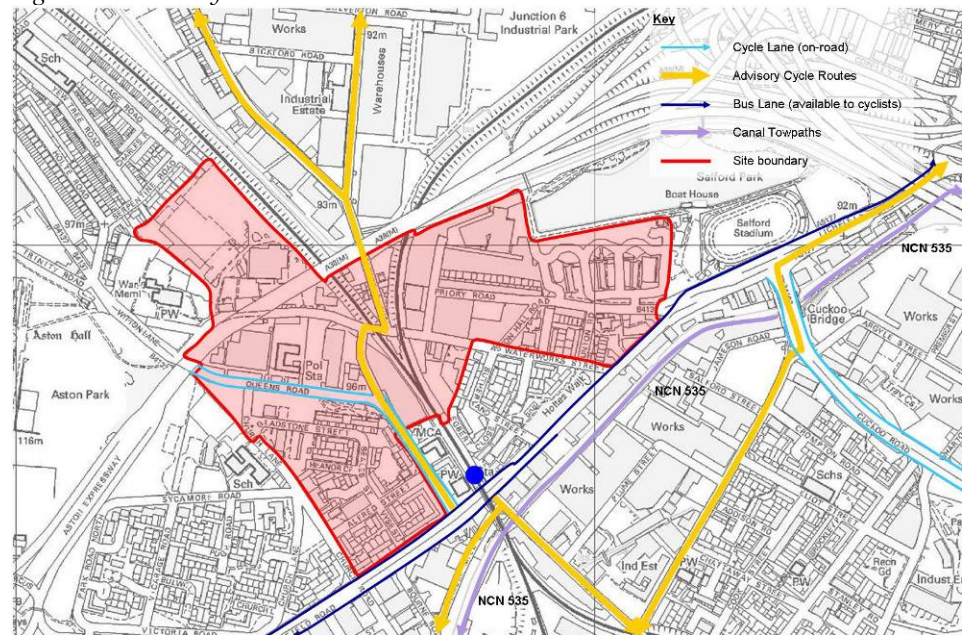
Birmingham Greenway runs through the north of the development site and through Salford Park. This section is part of a longer 23km route from south west (Cofton Park) to north east Birmingham; running along canals and rivers and through parks and green spaces, such as Sutton Park, Aston Park and Rea Valley to the edge of the Lickey Hills.

3.3.2 Cycling

The site has a fair cycle network surrounding the boundary, with bus lanes on the Lichfield Road providing links into Birmingham. Local advisory routes also cross the site, providing less trafficked routes through the surrounding area. The canal towpath (National Cycle Network Route 535) to the south of the site provides links to the wider cycle network and a traffic-free route for cyclists.

There are two sections of on-street cycle lanes, one dissects the RIS along Grosvenor Road and Queens Road; the other runs along Cuckoo Road, from the Lichfield Road to the junction at the Star City Leisure development. **Figure 3.1** overleaf outlines the local cycle routes surrounding the development.

Figure 3.1: Local cycle network



3.3.3 Public Transport

Rail Services

Aston Railway Station is located within 400 metres of the development site’s southern boundary. It is located on the Cross City North and Walsall lines and is served by the Cross City services (Lichfield Trent Valley to Redditch – six trains an hour) and Walsall (Walsall to Birmingham New Street – two trains an hour) services. There are some services on the Walsall line that extend to Rugeley Trent Valley in the peak periods.

Table 3.1: Rail Services at Aston Station

Line	Destinations	Frequency
Cross City	Lichfield Trent Valley – Redditch	Six trains an hour
	Redditch – Lichfield Trent Valley	Six trains an hour
Walsall	Walsall – Birmingham New Street	Two trains an hour
	Birmingham New Street - Walsall	Two trains an hour

The station building itself has recently been upgraded, providing a safe, well lit facility, with real-time information and CCTV. Access to both platforms is via stairs and lifts situated on the Lichfield Road (A5127).

Bus Services

The development site is served by five bus services that call within 400m of the site. Lichfield Road provides a high frequency corridor (including bus lanes) of bus services to Birmingham city centre, Sutton Coldfield, Castle Vale and Perry Common. Additional services can also be access from Church Lane and Witton Lane to Bearwood, Merry Hill and Perry Barr. **Table 3.2** summarises the routes and

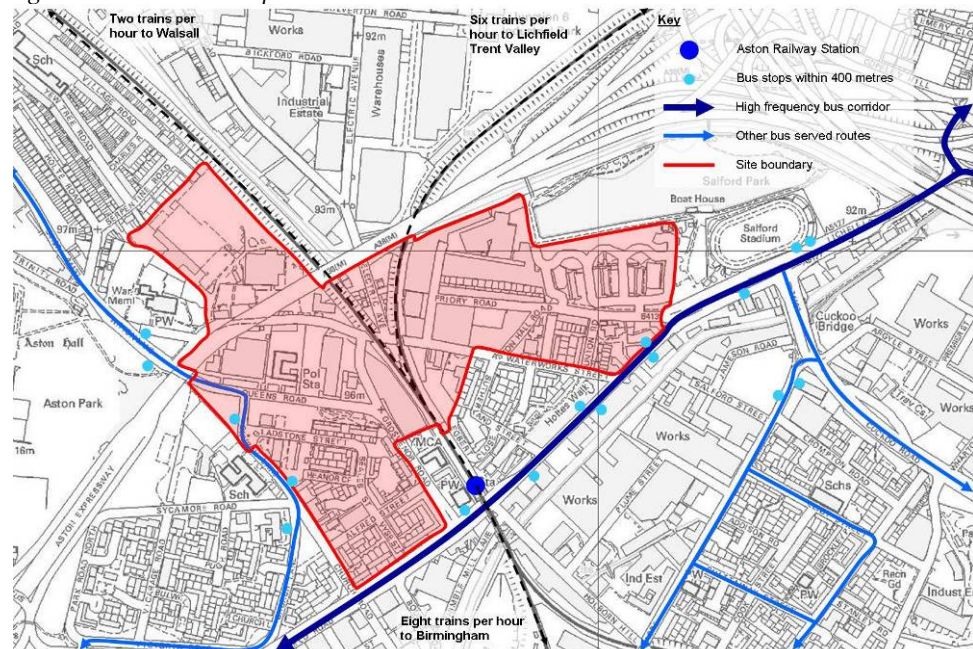
frequencies of buses serving the development (within 400m walk). These services are also illustrated in **Figure 3.2** below.

Table 3.2: Bus services stopping within walking distance of the development site

Service	Route	Op*	M-F	Sat	Sun
40X	Perry Barr – Bearwood, via Handsworth	HIR	2 hours	-	-
65	Birmingham – Perry Common, via Short Heath	NEWM	10 mins	15 mins	20 mins
67	Birmingham – Castle Vale, via Tyburn Road	NEWM	10 mins	10 mins	15 mins
115	Birmingham – Sutton Coldfield, via Walmley	NEWM	30 mins	30 mins	-
123	Perry Barr – Merry Hill, via Bearwood	CCS	30 mins	30 mins	-

* HIR – Hi-Ride; CCN – Central Connect, NEWM – National Express West Midlands

Figure 3.2: Public transport services



3.4 Summary

The RIS is well served by bus and rail provision and there are a number of pedestrian and cycle links to the area. As part of the development process, enhancements to the existing facilities will be required to ensure connectivity between different modes. Upgrades to facilities will be secured through the planning application process.

4 Development Proposals

4.1 Introduction

This section sets out the current proposals and an indicative phasing plan for the RIS as presented in the Aston, Newtown and Lozells AAP. It should be noted that the proposals are considered to be ‘high level’ and further detailed information will be forthcoming as part of the Local Development Framework and subsequent planning applications.

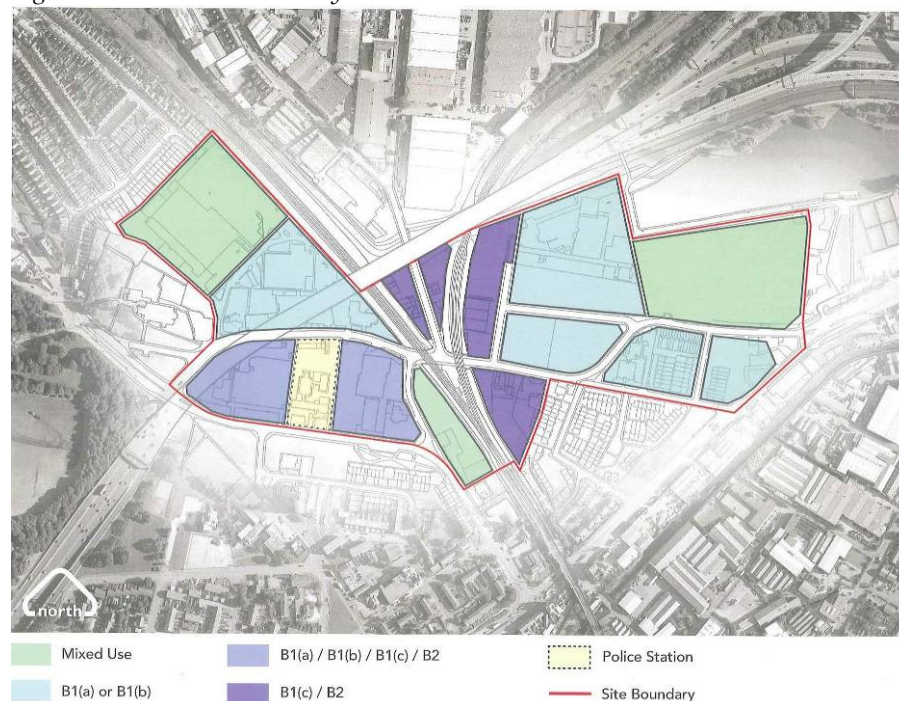
4.2 Proposals

The AAP proposes a 20 hectare RIS on land in Aston Hall Road, Queens Road and Grosvenor Road adjacent to the A38. The RIS will be a high quality development attractive to international, national and regional investors. It will contribute to the portfolio of employment opportunities in the City and the Region to support the diversification of the regional and local economies.

4.3 Land Uses

The RIS will provide a range of employment opportunities including manufacturing activities; research and development facilities headquarter offices. Supporting uses such as conference facilities, small scale retail, cafes, crèche, gym and a hotel of an appropriate scale will also be acceptable. **Figure 4.1** provides an early indication of the possible layout for the RIS by land use.

Figure 4.1: RIS - Potential Layouts



4.4 Implementation and Delivery

A comprehensive and co-ordinated approach is required to deliver the RIS and to ensure a high quality integrated development and the timely delivery of social, environmental, economic and physical infrastructure improvements.

To deliver the RIS, a more detailed level of strategic design is required before development can commence. A Development Framework will be prepared to inform planning applications and the associated Section 106 Agreement which will tie the planning contributions to specific phases of development.

4.5 Phasing Profile

The fragmented ownership of the RIS means that the site will be brought forward on a phased basis between 2012 and 2026. At present it is anticipated that the RIS will be brought forward in four main phases.

Table 4.1: Indicative Phasing

Phase	Site	Opportunities
Phase 1a (2012-2015)	Former Holte & Priory housing site	<ul style="list-style-type: none"> - B1/B2 uses - High quality offices - Research and development - Hotel
Phase 1b	Serpentine	<ul style="list-style-type: none"> B1/B2 uses Mixed use (potential links with neighbouring Aston Villa Football Ground) - Leisure
Phase 2	Priory Road	<ul style="list-style-type: none"> B1/B2 uses a) offices b) research and development, studios, laboratories, high technology c) light industry
Phase 3	Queens Road	<ul style="list-style-type: none"> B1/B2 uses - B1 a) offices - B1 b) research and development, studios, laboratories, high technology - B1 c) light industry - B2 high quality general industry - Mixed Use (supporting uses or appropriate scale)

4.6 Car Parking Provision

The Aston, Newtown and Lozells AAP - Policy T5 states that the RIS development has been designated as Zone 2 within BCC's Draft Parking Guidelines SPG (August 2010). The SPG establishes maximum car parking standards and minimum cycle parking standards and these are provided overleaf.

Table 4.2: BCC Maximum Car Parking Standards (Zone 2)

Land Use		Zone 2 Standard
B1	Office and Flexible Business Use	1 space per 45 sq.m (gross)
B2	General Industry	1 space per 90 sq.m (gross)
C1	Hotel (< 50 bedrooms)	1 space per 3 bedrooms
	Hotel (> 50 bedrooms)	1 space per 4.5 bedrooms
A1	Restaurants/Cafes	1 space per 9 covers
	Convenience Retail	1 space per 21 sq.m (gross)
D1	Day Nursery	1 space per 8 children
Conference Facilities		1 space per 7.5 seats
Sports and Fitness Facilities		1 per 33sq.m (gross)

Table 4.3: BCC Minimum Cycle Parking Standards

Land Use		Zone 2 Standard
B1	Office and Flexible Business Use	1 space per 250sq.m (<1000sq.m dev)
		1 space per 400sq.m (>1000sq.m dev)
B2	General Industry	1 space per 500sq.m (<1000sq.m dev)
		1 space per 400sq.m (>1000sq.m dev)
C1	Hotel	1 space per expected level of staff
A1	Restaurants/Cafes	1 space per 18 covers
	Convenience Retail	1 space per 125sq.m (<1000sq.m dev) 1 space per 400sq.m (>1000sq.m dev)
Conference Facilities		1 space per 50 seats

These car and cycle parking standards should be considered both by the developer and the occupiers when determining parking levels and delivering infrastructure. It should be noted that the parking provision for each development should be considered on individual merit.

4.7 Summary

At present the proposals for the RIS are 'high level', however a Development Framework will be prepared which will inform future planning applications and Section 106 Agreements for the site. Further detailed proposals and subsequent planning applications will come forward and these will be supported by detailed Transport Assessments and Travel Plans.

5 Travel Plan Process for the RIS

5.1 Introduction

Company TravelWise will play a lead role in the development and promotion of the sustainable transport measures within the RIS area in order to ensure that there is an area-wide approach to travel planning. A package of measures will be made available to all occupiers through Company TravelWise, but there is also be a need for individual organisations and businesses to prepare and be responsible for their own Travel Plans.

5.2 Travel Plan Charter/Individual Workplace Travel Plans

At this stage the type and size of occupiers are unknown. All employers/occupiers will be required to affiliate to Company Travelwise and this will be secured through an appropriate planning condition.

Employers/occupiers that have more than 50 employees will be required to prepare Individual Workplace Travel Plan which outlines how sustainable travel will be encouraged. Individual Workplace Travel Plans will be secured by an appropriate planning condition/Section 106 Agreement. This obligation will form part of the lease or sales agreements between the Developer(s) and the subsequent occupiers.

5.3 Travel Plan Co-ordination

Given the size and scale of the development, phasing, and the fragmentation of land ownership, it is anticipated that the Birmingham City Council TravelWise team will lead the co-ordination between the Individual Workplace Travel Plans and their appointed Travel Plan Co-ordinators.

The responsibilities of the TravelWise team will include:

- Initiating joint working between occupiers and other companies.
- Attending a Framework Travel Plan Steering Group (FTPSG) with individual Travel Plan representatives; and
- Collation of monitoring data from the Travel Plans for each individual occupier/developer.

5.4 Framework Travel Plan Steering Group (FTPSG)

Representatives from each of the individual occupiers/developers will join the FTPSG. It is advised that they meet every six months to share information. The FTPSG will provide a forum for the co-ordination and knowledge-sharing of Travel Plans and to enable the dissemination of monitoring results.

6 Preparation of Workplace Travel Plans

6.1 Introduction

This chapter outlines the minimum requirements for the Travel Plans for individual developers/occupiers within the RIS. These Individual Workplace Travel Plans will be the responsibility of the relevant occupier/organisation.

Notwithstanding the guidance set out herein, each document will need to be prepared in consultation with the Birmingham City Council TravelWise Officers, Centro, the Highways Agency, and Landowners where necessary.

6.2 Workplace Travel Plan Co-ordinators

All occupiers will nominate a member of staff to be a Travel Plan Co-ordinator (TPC) who will be responsible for the promotion of the Travel Plan and liaison with the Birmingham City Council TravelWise team.

The TPC will have a direct reporting line to senior management on Travel Plan issues and would ideally be a person with a degree of seniority (e.g. business manager or general manager). The key roles and responsibilities of the TPC will be to:

- Develop and implement the WTP specific to their organisation;
- Liaise with the Local Authorities and Operators;
- Be the first port of call for employees on all WTP issues;
- Attend all FTPSG meetings.
- Promote the WTP to employees; and
- Conduct the annual staff survey and monitor the performance of the WTP.

6.3 Infrastructure

Infrastructure is one of the main ways of encouraging employees to travel by sustainable modes and not by single occupancy private car. The following initiatives are examples of what should be provided within and adjacent to the development to facilitate sustainable travel options:

- High quality foot- and cycleways within the development linking to the existing network;
- Cycle parking which should be sheltered where possible;
- Shower facilities and changing rooms with drying facilities for each occupier (or shared usage), as appropriate;
- Car Club parking spaces need to be established as part of the development;
- Car Share parking spaces need to be established as part of the development, these should be in close proximity to building entrances;
- Provision of pedestrian crossings to tie into the existing and new pedestrian/walking routes, as appropriate; and

- Signage of routes to include directional, distance and times to cycle/walk information.

The appropriate infrastructure will be provided by the developers and this will be secured through a Section 106 Agreement.

6.4 Membership of Company TravelWise

All organisations and occupiers regardless of size will be required to affiliate to Company TravelWise, this will be secured by an appropriate planning condition. As part of this affiliation, organisations will benefit from the following basic initiatives:

- Provision of public transport information and timetables
- Assistance with providing staff travel awareness sessions
- Company TravelWise notice boards sponsored by Centro
- Access to free online car share matching service
- Provision of information on telecommuting, alternative fuels and eco driving
- Provision of information on cycling, walking and safe routes
- Process for acquiring discounted annual travel passes for bus, rail and metro
- Negotiated discounts for bicycles and motor scooters

6.5 Further Occupier Initiatives

There is a wide selection of additional initiatives available that can be introduced by occupiers, which can encourage sustainable travel. When these initiatives are introduced as a package of measures, along with infrastructure schemes and targeted marketing, they can be effective in delivering mode shift.

6.5.1 Essential Initiatives

For all occupiers with 50+ employees the following initiatives will be required as a minimum.

Induction Pack

A travel induction pack should be provided for all staff prior to their first day of employment, this should include information on public transport services and routes, walking and cycling facilities, car clubs, car share schemes etc.

Car Share Scheme

Car sharing will be actively promoted and each occupier will be required to join an existing scheme such as Liftshare.com.

Cycle to Work scheme

This scheme takes advantage of tax allowances available through the UK Government's Green Transport Plan, helping company employees to save on the cost of bikes and cycling equipment.

The scheme allows employees to benefit from the long term loan of bikes and commuting equipment such as lights, locks and panniers whilst making Tax and NI savings through salary sacrifice.

It should be noted that this initiative is only available to employees who are PAYE (Pay As You Earn) and earn more than the National Minimum Wage, as it is implemented through salary sacrifice.

Sustainable travel website/marketing campaign

A pro-active marketing campaign promoting the WTP and travel opportunities can be a simple way to inform employees of the commuting options. A website dedicated to sustainable travel information can provide links to various sustainable travel websites, such as Traveline, Transport Direct or Network West Midlands travel website; as well as travel announcements or offers for employees.

Flexible working

Flexible working practices can provide people with flexibility and control of their working arrangements in order to adopt alternative modes of travel. Requiring staff to work a set amount of hours a week, but allowing them the flexibility to choose their hours, may encourage more people to use public transport or cycle when traffic levels have reduced following the main peak period.

Bicycle User Groups

Bicycle User Groups or Walking Buddy Groups can be established by the TPC to promote and encourage further sustainable travel. These Groups can provide a platform for consultation and the delivery of measures dedicated to walking and cycling.

Sustainable transport events

There are several annual national transport events, including Bike Week and National Liftshare Week. Publicising these events will be part of the TPC's responsibilities, some companies put on a free breakfast for sustainable commuters within the event week.

6.5.2 Additional Potential Measures

These are additional initiatives which could be implemented from the onset of the development, or alternatively could be implemented as reserve measures should monitoring show that targets are not being met. A planning condition or obligation in the S106 Agreement should be considered in order to secure the possible implementation of reserve measures, if a travel plan is shown to be failing.

Personalised journey planning

Often employees do not know all their travel options, particularly the sustainable opportunities, the TPC can offer personalised journey planning sessions to inform employees of their options.

Interest free loans

A company provides employees with an interest free loan for their annual public transport season ticket, which is automatically paid back monthly out of the employee's wages (after Tax and National Insurance payments).

Green Travel Points

Another initiative to promote sustainable travel includes Green Travel Points. It works on a point-based incentive scheme, where points are accrued for the amount of miles travelled by sustainable modes for commuting or business travel purposes. These points can be "cashed-in" for further public transport reductions, vouchers for cycle shops, credit within the company's cafeteria (if one is on site), or other incentives.

Electric Charging Points

The installation of electrical car charging points should be considered as part of the development proposals.

Car Club

Commercial Car Club operators are to be invited to establish an on-site car club. The site layout should allow for the provision of dedicated parking spaces in convenient locations within the site for car club vehicles.

6.6 Phasing & Implementation Plan

The Individual Workplace Travel Plans are required to set out a phasing and implementation plan for the delivery of the Travel Plan initiatives. The Plan needs to set out the timescales and responsibilities for implementation, which will form an agreement between the Developer(s), Occupier(s) and Company TravelWise.

The phasing of initiatives is important to encourage sustainable travel. If initiatives are implemented too early, there is a cost to the company especially if uptake is low, it can also be a poor marketing tool. If initiatives are implemented too late, employees may have already chosen their mode of travel and it may be harder to change behaviour once people have an established habit of travelling by a certain mode.

6.7 Targets

It is not considered appropriate to set specified targets at this stage as the occupiers of the site are unknown. SMART targets will be set and agreed with Company TravelWise Officers, Centro, and the Highways Agency where necessary, following the receipt of the initial baseline travel survey which will be collected within two months of first occupation.

A successful Travel Plan relies on the commitment from the people for whom it is intended for; such as employees travelling to and from work. Therefore a key element of any Travel Plan is consultation with employees to establish how they currently travel and what incentives would be required to encourage them to travel by more sustainable modes of transport. The initial baseline travel survey will deliver this information as well as encourage involvement of employees.

6.8 Monitoring

In order to be able to monitor the success of the Travel Plan in delivering target mode shift, a monitoring and reporting plan needs to be submitted and agreed with BCC TravelWise Officers. The minimum requirements for monitoring and reporting for Individual Workplace Travel Plans are set out below.

Company TravelWise provides a standardised employee travel survey to affiliated organisations and businesses. Completion of the standardised form will be required in order to allow the results to be presented for individual organisations, whilst also allowing area-wide information to be collated by Company TravelWise.

The standardised employee travel survey will be completed within two months of occupation to establish a baseline for the individual Workplace Travel Plans, with further travel surveys undertaken to assess the success of the IWTP. It is recommended that the further staff travel surveys are undertaken annually for five years following the initial staff travel survey. Results should be submitted to Company TravelWise for area wide analysis of the RIS.

The individual TPC is responsible for conducting the survey. The survey should be undertaken via email survey and paper survey (where appropriate) to ensure that all staff have the opportunity to complete the survey. Publicising the survey in advance and providing an incentive to complete it, such as a free prize draw will help sustain interest.

Additional methods of monitoring could also be undertaken by the developer or Company TravelWise; these include the installation of an Automatic Traffic Counter (ATC) or Automatic Number Plate Recognition (ANPR) for a limited period.

6.9 Reporting

The initial staff travel survey will provide both qualitative and quantitative information on travel patterns and attitudes relating to travel behaviour. The traffic counts could provide further quantitative information on traffic levels to the site. The individual occupier's survey results will be used to set site specific objectives, targets and initiatives for their individual workplace or college. Results from all travel surveys will be submitted by TPC's to the Local Authorities within two months of collection and analysis. Company TravelWise will compile all monitoring results for the RIS and assess these on an area-wide basis.

Following the staff travel surveys, it may be necessary to update the Individual Workplace Travel Plans documents, not only to provide staff with up-to-date travel information, but to reflect the success (or failure) of delivering the Travel Plan target and objectives, and to set new targets where appropriate. Common themes should be discussed and addressed as part of the regular FTPSG meetings.

7 Summary of Process

7.1 Framework Travel Plans

When the occupier of a site is unknown, Travel Plans should be developed in three phases:

- Phase 1 – preparation of Framework Workplace Travel Plan;
- Phase 2 – staff travel survey – analysis and reporting; and
- Phase 3 – development of individual, Individual Workplace Travel Plans and implementation.

This document is the first phase of the Travel Plan process, which forms the Framework Travel Plan for the Regional Investment Site, Aston (Birmingham). It sets out the principles of the Individual Workplace Travel Plans that will be secured by an appropriate planning condition/Section 106 Agreement.

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