



Wain Estates (Land) Limited
Land North of Wilderness Lane, Great Barr
Framework Travel Plan

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I Introduction

I.1 Overview

- 1.1.1 PJA has been commissioned by Wain Estates (Land) Limited to provide transport advice in relation to an outline planning application (with the exception of access) for a residential development of Land North of Wilderness Lane, Great Barr.
- 1.1.2 The applicant, Wain Estates (Land) Limited, is submitting a planning application to the site for the development of up to 150 new dwellings, a countryside park, and associated works. An indicative framework masterplan is provided in **Appendix A**.
- 1.1.3 As shown in **Figure 1-1**, the site is located in the north of Great Barr and is bounded by A34 Birmingham Road and existing residential areas to the north, Wilderness Lane and Q3 Academy to the east and south, and Aston University Recreation Centre to the north-west.

Figure 1-1: Site location



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- 1.1.4 This Framework Travel Plan (FTP) has been prepared in accordance with 'Travel Plans, Transport Assessment and Statements in decision taking' guidance published by the Department for Transport



(DfT). It should be read in conjunction with the Transport Assessment (TA) also prepared by PJA (dated October 2023).

I.2 Purpose

1.2.1 This FTP sets out the various travel-related measures and strategies that will be implemented to encourage the use of sustainable travel modes for trips to/from the site:

- Provide a strategy for the development to encourage sustainable travel to the site whilst reducing single occupancy car use;
- Reduce the number of single occupancy car trips generated by the development compared to that which would be generated without implementation of a TP;
- Promote healthy lifestyles, sustainable communities and raise awareness about the benefits of utilising sustainable travel opportunities; and,
- Build upon good urban design principles that promote the permeability of the development, encouraging walking and cycling, and public transport as the first choice for local trips.

I.3 Report Structure

1.3.1 The remainder of this report is structured as follows:

- **Chapter 2:** Policy and Guidance;
- **Chapter 3:** Baseline Transport Conditions;
- **Chapter 4:** Development Proposals;
- **Chapter 5:** Travel Plan Management and Coordination;
- **Chapter 6:** Targets, Review and Monitoring;
- **Chapter 7:** Travel Plan Measures and Initiatives; and
- **Chapter 8:** Action Plan.



2 Policy Context

2.1 Introduction

2.1.1 This chapter sets out the policy context in relation to the site at a national, regional, and local level.

2.2 National Policy

Delivering Travel Plans through the Planning Process

2.2.1 In April 2009, the Department for Transport (DfT) issued the document *“Good Practice Guidelines: Delivering Travel Plans through the Planning Process”*.

2.2.2 The Guidelines suggest that travel plans are living documents, and in order to stay relevant and remain effective, they need to be regularly updated as part of the iterative process. These Guidelines are recommendations which:

“Aim to help all those involved in creating and implementing travel plans – local authority planners, transport and travel plan officers, developers and consultants – understand the processes involved and good practice steps for achieving successful and sustainable travel plans. Travel plans can be a key tool in achieving national, regional, and local objectives to manage the demand for movement and improve accessibility for everyone”

National Planning Policy Framework (2023)

2.2.3 The National Planning Policy Framework (NPPF) was updated in September 2023 and sets out the Government's wider planning policies. The presumption in favour of sustainable development remains at its core, with greater emphasis on creating attractive infrastructure through a design-led approach.

2.2.4 Policies aimed at promoting sustainable development are covered within section 9, paragraphs 104 to 113 of the NPPF with paragraph 104 stating that:

“Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

- a) The potential impacts of development on transport networks can be addressed;*
- b) Opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;*
- c) Opportunities to promote walking, cycling and public transport use are identified and pursued;*



- d) *The environmental impacts of traffic and transport infrastructure can be identified, assessed, and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and,*
- e) *Patterns of movement, streets, parking, and other transport considerations are integral to the design of schemes and contribute to making high quality places.”*

2.2.5 Paragraph 105 states:

“The planning system should actively manage patterns of growth in support of these objectives. Significant development should be focused on locations which are, or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.”

2.2.6 Paragraph 110 of the NPPF relates to assessment of sites for allocation, or specific planning applications and states that:

- “a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;*
- b) safe and suitable access to the site can be achieved for all users;*
- c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code; and*
- d) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.”*

2.2.7 Paragraph 111 states:

“Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.”

2.2.8 Paragraph 112 relates to pedestrian/cycle priority and access to public transport, and states that that developments should:

- (a) give priority first to pedestrian and cycle movements, both within the scheme and neighbouring areas; and second – so far as possible – to facilitate access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;*



(b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;

(c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;

(d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and

(e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.

2.2.9 Paragraph 113 states:

“All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposals can be assessed.”

Planning Practice Guidance 2014 (PPG 2014)

2.2.10 PPG 2014 provides information on:

- When a Travel Plan is required;
- How the need for and scope of a Travel Plan is established;
- What information should be included in Travel Plans; and
- How Travel Plans can be monitored.

2.2.11 PPG 2014 states that:

“Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.

Travel Plans should set explicit outcomes rather than just identify processes to be followed (such as encouraging active travel or supporting the use of low emission vehicles). They should address all journeys resulting from a proposed development by anyone who may need to visit or stay, and they should seek to fit in with wider strategies for transport in the area.”

2.2.12 They should evaluate and consider:

- Benchmark travel data including trip generation databases;
- Information concerning the nature of the proposed development and the forecast level of trips by all modes of transport likely to be associated with the development;
- Relevant information about existing travel habits in the surrounding area;



- Proposals to reduce the need for travel to and from the site via all modes of transport; and
- Provision of improved public transport services.

2.2.13 With regard to monitoring, PPG 2014 states that:

“The length of time over which monitoring will occur, and the frequency will depend on the nature and scale of the development and should be agreed as part of the Travel Plan with the developer or qualifying body for neighbourhood planning. Who has responsibility for monitoring compliance should be clear.”

Monitoring requirements should only cease when there is sufficient evidence for all parties to be sure that the travel patterns of the development are in line with the objectives of the Travel Plan. This includes meeting the agreed targets over a consistent period of time. At this point the Travel Plan would become a voluntary initiative.

Department for Transport (DfT) Decarbonising Transport: A Better, Greener Britain (2021)

2.2.14 This document sets out the government’s commitments and actions needed to decarbonise the UK transport system. It follows on from ‘Decarbonising Transport: Setting the Challenge’ which was published in March 2020 and set out the scale of additional resources needed in the transport sector to achieve net carbon zero, across all industries, by 2050.

2.2.15 The Strategy gets out a number of strategic priorities, with those of relevance to the development and this FTP being:

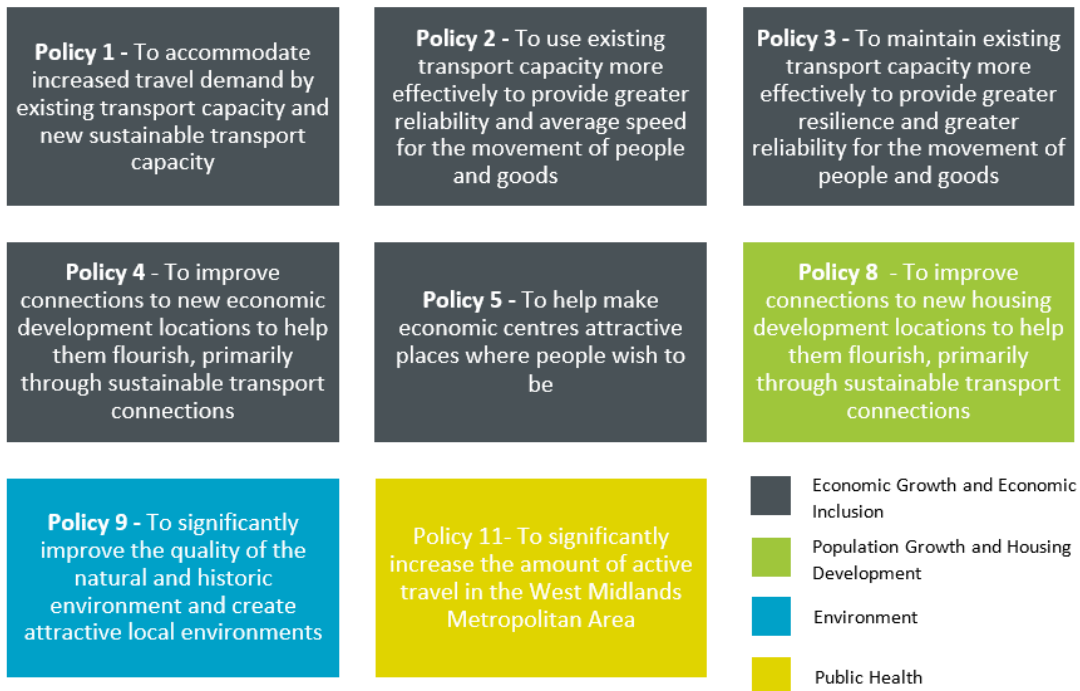
- **Accelerating modal shift to public and active transport** – achieved by providing cohesive, widely available, net zero public transport network, using technology to help reduce carbon footprint, and public transport or active travel will be the first choice for daily activities; and
- **Decarbonising Road Transport** – achieved by phasing out all non-zero emission road vehicles by 2040 and ensuring infrastructure is not a barrier to the zero emission transition.

2.3 Regional Policy & Guidance

Movement for Growth: The West Midlands Strategic Transport Plan (2015)

2.3.1 This document provides a transport strategy for the wider West Midlands Metropolitan Area, and forms the current Local Transport Plan (LTP) for the region. It sets out the long-term approach to guide improvements in the region over a 20-year period.

2.3.2 There are nine objectives for the Strategic Transport Plan, which are supported by 15 transport policies. Those of relevance to the proposed development are set out below:



WM2041: WMCA Climate Action Plan Green Paper

2.3.3 This document, prepared by West Midlands Combined Authority (WMCA) sets out a range of actions to address the climate crisis with inclusivity, prosperity, and fairness at the fore. As a Green Paper, it is not policy, but rather sets out a series of proposals for further iteration and discussion.

2.3.4 Central to addressing the climate crisis, the Green Paper sets out a range of example actions for five, five to fifteen and the last five years. Relevant example actions are as follows:

- Changing economy without leaving anyone behind:
 - Expanding low emission places in line with upgrades to transport network (first 5 years);
 - Review Movement for Growth to ensure availability of credible, sustainable public transport and balance delivery of goods with the need to create safe spaces for people to walk and cycle (first 5 years);
 - Expand ‘Mobility Credits’ vehicle scrappage scheme to the whole region (5 – 15 years)
 - The sale of petrol and diesel vehicles is banned by 2040, in line with national targets (last 5 years);
- Use industrial past to create zero carbon future;
 - Provision of new metro lines and Sprint bus rapid transit routes (first 5 years);
 - Reallocate highway space to walking, cycling and mass transit (first 5 years);
 - Reallocate parking spaces to car sharing and electric vehicles (first 5 years);



- Provide fewer parking spaces in new developments , particularly in city centres where public transport access is greatest (first 5 years).

Reimagining Transport in the West Midlands: West Midlands Local Transport Plan 5 (LTP5)

2.3.5 Transport for West Midlands (TfWM), the transport arm of WMCA, are currently preparing an updated LTP that sets out the policies to promote safe, integrate, efficient and economic transport, to, from and within, the seven metropolitan boroughs of the West Midlands. LTP5 will be made up of a series of documents, including a Core Strategy, Big Moves policies, Area Strategies and an Implementation Plan.

Core Strategy

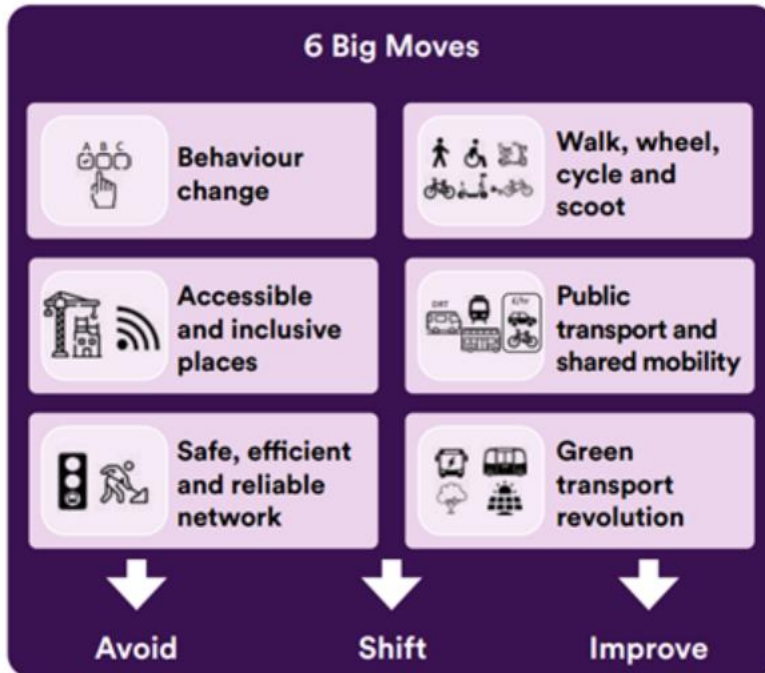
2.3.6 The Core Strategy for the WMLTP5 has been agreed and was published in 2023. The document details the overarching aims, vision, approach and framework for transport action in the region up to the end of 2041.

2.3.7 The vision is to decarbonise the transport system and promote the use of sustainable travel modes over the private car. Improving accessibility, reducing traffic, and electrifying the transport system will help deliver a city with better streets, growing opportunities, affordable and dependable travel and a better quality of life. The vision for travel hinges around reducing distances and trips made by cars and making access to opportunities without a car a reality. Walking and wheeling will play a key part in achieving 15-minute neighbourhoods, which are central to the vision of the LTP.

2.3.8 To achieve this vision, the Core Strategy identifies ‘6 big moves’, which are being consulted on by TfWM, as shown in Figure 2-1.



Figure 2-1: West Midlands LTP5 “Big Moves”



2.3.9 Further detail on each of these Big Moves, and relevance to the proposed development is provided in the accompanying TA.

West Midlands Local Transport Plan Green Paper (2021)

2.3.10 This Green Paper was published in 2021 to enable discussion around a new LTP, and enables WMCA to engage with people, businesses, and other key stakeholders across the region. As a Green Paper, it is not policy, but rather sets out a series of proposals for further iteration and discussion.

2.3.11 The Green Paper identified five Motives for Change to frame the challenges of transport and its involvement with inclusive growth. These motives are as follows:

- 1 **Sustaining economic success** – delivering transformative benefits to the economy by maximising the benefit of existing infrastructure, minimising external costs of transport, levelling up mobility for those without car access, ensuring that transport supports investment in places across the West Midlands;
- 2 **Creating a fairer society** – more equitable access to transport services and information, reducing negative impacts of pollution and rebalancing mobility to support those who are currently marginalised;
- 3 **Supporting local communities and places** – increasing access to local opportunities, safe streets, sustainable local connections and supporting changes to land use through “20-minute neighbourhoods”;



- 4 **Becoming more active** – reducing the number of inactive residents in the West Midlands, making region safer and more convenient for walking to sustain healthier habits; and
- 5 **Tacking the climate emergency** – reducing carbon emissions through favouring ultra-low emission vehicles and behavioural shifts to more sustainable uses of transport.

2.4 Local Policy

Black Country Core Strategy (2011-2026)

2.4.1 The Black Country Core Strategy (BCCS) was adopted in 2011 and set out a vision for the Black Country by 2026. It established clear directions for change in order to transform the region, which includes Wolverhampton, Walsall, Sandwell, and Dudley.

2.4.2 Within the Core Strategy, each region developed their own Local Plans which were prepared to cover specific areas within the region in further detail. Each district had a vision, with relevant aspect from the Sandwell Plan (2008) are detailed below:

- *“People will choose Sandwell for their home, their job and their leisure.”*
- *“An inspiring place, easy to get around, with quality homes, schools, shops and great places to go. “*
- *“The creation of a strong and healthy society alongside a sustainable economy.”*

2.4.3 Policies of specific relevance to this FTP include:

CSP5 - Transport Strategy

2.4.4 This focuses on providing the future transport network that adapts to and addresses future mobility. It states that new developments should be located along transport networks that are efficient and sustainable and encourage sustainable lifestyles. The following outcomes are sought:

- Providing communities with improved access to employment, residential services and other facilities and amenities, with travel choices that are attractive, viable and sustainable; and
- Containing congestion by developing and managing transport networks to operate more efficiently.

DEL1 - Infrastructure Provision

2.4.5 This focuses on ensuring that:

“All new developments should be supported by the necessary on and off-site infrastructure to serve the development, mitigate its impacts on the environment, and ensure that the development is sustainable and contributes to the proper planning of the wider area.”



TRAN1 - Priorities for the Development of the Transport Network

- 2.4.6 This policy focuses on the delivery of an improved and integrated transport network both within the Black Country and in links with regional and national networks. The A34 corridor is identified as a corridor that will support rapid transit, with improvements to road networks, bus routes and rail seen as imperative to delivering a coherent and sustainable transport network. Specifically for developers it states:

“All new developments will address the transport network and provide adequate access for all modes, including walking, cycling and public transport.”

“It is vital that new development has access to high quality public transport facilities and services from the outset as this will ensure that people travelling to and from these areas do not establish unsustainable travel patterns due to the initial absence of good public transport.”

TRAN2 Managing Transport Impacts of New Development

- 2.4.7 This policy identifies that it is essential that new developments demonstrate their minimal or manageable travel and transportation impacts together with proposals for mitigation. It is important that accessibility by a choice of sustainable modes of transport is maximised at all developments. Transport Assessments and Travel Plans produced by developers are noted as essential to bring about sustainable travel solutions and help deliver spatial objectives.

- 2.4.8 Specifically relating to travel planning, the BCCS states that:

“Transport Assessments and Travel Plans produced by developers, employers, schools and facility operators, are essential to bring about sustainable travel solutions and help deliver Spatial Objective 7.”

- 2.4.9 It also states that:

“Planning permission will not be granted for development proposals that are likely to have significant transport implications unless applications are accompanied by proposals to provide an acceptable level of accessibility and safety by all modes of transport to and from all parts of a development including, in particular, access by walking, cycling, public transport and car sharing. These proposals should be in accordance with an agreed Transport Assessment, where required, and include implementation of measures to promote and improve such sustainable transport facilities through agreed Travel Plans and similar measures.”

- 2.4.10 Monitoring will be achieved through:

“Appropriate provision or contributions towards transport works and Travel Plans measures by all relevant permissions based on best practice. Targets and measures contained in Travel Plans and agreements will be monitored and reviewed.”



TRAN4 Creating Coherent Networks for Cycling and for Walking

- 2.4.11 This policy enforces the aim of encouraging modal shift by providing a good network of walking and cycling routes, including upgrading existing infrastructure and providing new infrastructure as part of new development. This is with the aim of:

“Creating an environment that encourages sustainable travel requires new developments to link to existing walking and cycling networks. The links should be safe, direct, and not impeded by infrastructure provided for other forms of transport. Where possible, existing links including the canal network should be enhanced and the networks extended to serve new developments. New developments should have good walking and cycling links to public transport nodes and interchanges.”

Sandwell Local Plan (SLP) and Local Plan Review

- 2.4.12 Sandwell Council are reviewing the current Sandwell Local Plan which was adopted in 2012 and covered the period 2006 -2026. This existing Local Plan is now obsolete and following the failure of regional planning policy, (BCCS) a new local plan is required.

- 2.4.13 The council undertook public consultation in early 2023 on the *“Sandwell Local Plan: Issues and Options Review”*, which forms the scoping exercise for the new Local Plan. Within this consultation report, it states that given the work that had already been undertaken on the former BCP for evidence gathering, policy writing and public consultation, Sandwell Council see merit in retaining and adapting some of these policies within the new Local Plan. These are therefore reflected in the draft objectives noted within the public consultation document. Those of relevance to the development are as follows:

- **Objective 1** - Ensure new development takes a proactive approach to climate change mitigation, adaptation and carbon reduction, and that development is resilient to climate change.
- **Objective 2** - Deliver sustainable development in locations where people can access jobs and services, delivering wider positive social and economic outcomes and protecting and enhancing local built and natural environments.
- **Objective 7** - Require new development to deliver a high standard of design reflecting local character and distinctiveness and that creates greener and safer places that people feel proud to live and work in.
- **Objective 8** - Ensure new development and open spaces support health and wellbeing for all, reduce health inequalities and encourage active and healthy lifestyles.
- **Objective 11** - Ensure development is supported by essential infrastructure and services and promotes safe movement and more sustainable modes of travel through promoting greener travel networks for walking, cycling and public transport.



The Preparation of Transport Assessments and Travel Plans

2.4.14 This Supplementary Planning Document (SPD) has been prepared by Sandwell Metropolitan Borough Council and provides additional, more detailed advice on planning policy to anyone intending to make a planning application or develop a proposal. Specific items to include in a travel plan are outlined as follows:

- Executive Summary – to be written so that members of the public can understand the report.
- Travel Plan Scope, Travel Policy, Objectives & Targets – to ensure that all aspects of travel highlighted by the transport assessment are considered.
- Background Information – to include details of the site such as accessibility by all modes, geographical and physical characteristics and, if known, organisation operation and background.
- Travel Plan Initiatives and Measures – to include a comprehensive package of measures to meet the Travel Plan objectives.
- Delivering the Travel Plan – including details of the designation of roles and responsibilities for funding, implementing, monitoring and reviewing the Travel Plan.
- Wider Benefits – stating a commitment to attempt to spread the influence of the Travel Plan wider than the site to which it relates.

2.4.15 Travel Plans for residential developments should follow the following structure:

“Where possible, the Travel Plan should contain tables for action plans, monitoring information and contact details of interested parties etc to make it easier for Travel Plan Coordinators in organisations to relate to the Travel Plan and develop it further.”

“At all residential developments travel choice should be promoted and should enable and encourage residents to think about the use of sustainable transport, although the incentives to promote travel choice will be dependant upon the size of the scheme.”

2.5 Summary

2.5.1 Overall, the development for which this FTP relates has considered various frameworks, aims and objectives set out in adopted policy at national, regional, and local scales. To summarise:

- The development will consider the availability of sustainable transport modes and the impact the proposals will have on the surrounding highway network, today and into the future; and
- The development will seek to contribute to the ambitions to cultivate a culture around participation with active and sustainable modes through in line with current best practice and guidance documents.



3 Baseline Transport Conditions

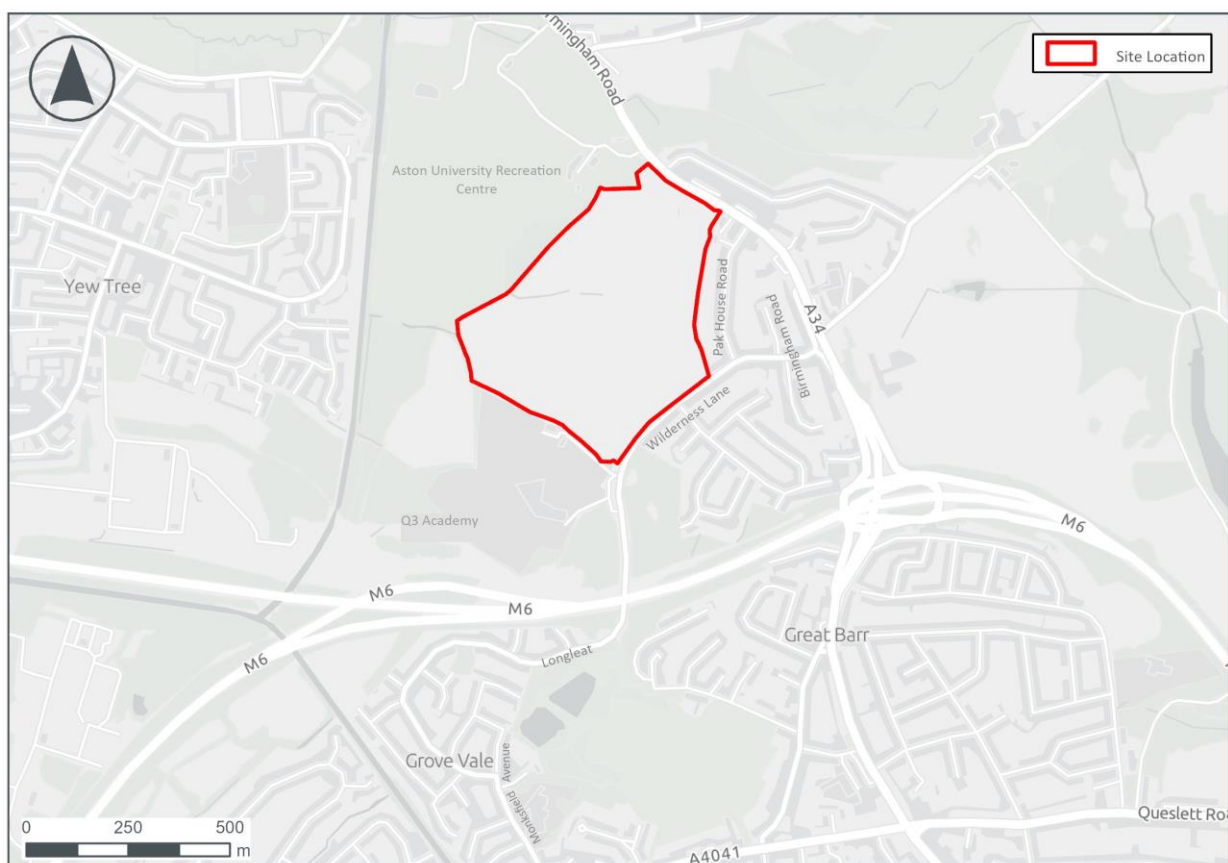
3.1 Introduction

3.1.1 This chapter provides a summary of the existing transport conditions at the site and on the surrounding highway network.

3.2 Site Location

3.2.1 As shown in Figure 3-1 the site is located in the north of Great Barr and is bounded by A34 Birmingham Road and existing residential areas to the north, Wilderness Lane and Q3 Academy to the east and south, and Aston University Recreation Centre to the north-west. The site, and surrounding area to the south-west is designated as a SINC. In addition, the site and surrounding area is also within the Green Belt.

Figure 3-1: Site Location and Local Highway Network



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3.3 Local Highway Network

Wilderness Lane

- 3.3.1 Wilderness Lane extends westwards from the A34 Birmingham Road to the south of the site. The road provides access to residential dwellings and Q3 Academy before joining Longleat to the south of the M6. The road measures approximately 6m in width in residential areas and is subject to a 30mph speed limit. Outside the Q3 Academy School, the road widens to approximately 7m and is subject to a 20mph speed limit.
- 3.3.2 Lit footways measuring approximately 1.5m-2m are generally provided on both sides of the carriageway, with the exception of the site frontage where there is no footway present on the northern edge of the carriageway.
- 3.3.3 The area surrounding Q3 Academy is designated as a 'School Zone' and is also a Red Route, which means that no stopping is permitted in this area Monday-Friday between 7am-7pm. Speed cushions and raised tables are present at regular intervals along the frontage of the school, and 'School Keep Clear' markings are provided for an approximate total of 150m on the northern side of the carriageway along the frontage of the school. A one-way drop off/pick up loop is provided in front of the school, which has double yellow lines on the southern side of the road, and parking bays and school bus stops on the northern side of the carriageway.
- 3.3.4 Excluding the 'School Zone', Wilderness Lane is generally unrestricted for parking.
- 3.3.5 Wilderness Lane forms a series of simple priority junctions along its length with Ravenhurst Drive, Gleneagles Drive, Peak House Road, and Sycamore Road.

Longleat

- 3.3.6 Longleat is an extension of Wilderness Lane, forming a priority junction with Monksfield Avenue at its southern extent. It provides access to Red House Park and adjacent residential areas. Within the vicinity of the motorway bridge and Red House Park the carriageway measures approximately 7m in width, including a hatched central reservation. This section is subject to a 20mph speed restriction. Approximately 60m east of Ragley Drive, the speed limit increases to 30mph, and from this point southwards, the carriageway measures approximately 6m in width.
- 3.3.7 A lit footway of up to approximately 4m in width is provided from Wilderness Lane along the south side of the carriageway to Red House Park. For the remainder of Longleat, lit footways measuring approximately 1.5m-2m are generally provided on both sides of the carriageway, with no formal crossing points present.
- 3.3.8 Longleat forms a series of simple priority junctions with residential cul-de-sacs.



- 3.3.9 Parking is generally unrestricted on side roads with the exception of double yellow lines protecting priority junctions and private garages.

Monksfield Avenue

- 3.3.10 Monksfield Avenue connects Longleat to the A4041 Newton Road and provides access to surrounding residential areas and Grove Vale Primary School. The carriageway measures approximately 7m wide and is subject to a 30mph speed limit.
- 3.3.11 Lit footways between 1.5-2.5m wide are provided along both sides of the road. A zebra crossing is provided opposite Elm Drive to facilitate access to Grove Vale Primary School.
- 3.3.12 Outside Grove Vale Primary School, ‘*School Keep Clear*’ markings are present for approximately 115m between Woburn Crescent and Dale Close. The area between Woburn Crescent and Wakelam Gardens is also designated as a “*School Zone*”. Single yellow lines prohibit parking and stopping 8am and 4pm, Monday-Friday on the between Newton Road and Elm Drive on the eastern edge of the carriageway, and Wakelam Gardens and Elm Road on the western side. Apart from these areas, parking on Monksfield Avenue is unrestricted on both sides of the carriageway.

Peak House Road

- 3.3.13 Peak House Road forms the minor arm of a priority junction with Wilderness Road at its southern extent, and A34 Birmingham Road at its northern extent (left-in, left-out only). The carriageway measures approximately 6m in width and is subject to a 30mph speed limit.
- 3.3.14 Lit footways measuring approximately 2m-3m are provided on both sides of the carriageway, with no formal crossing points present although dropped kerbs are provided at all properties and at the priority junction with the A34 Birmingham Road.
- 3.3.15 Parking is unrestricted except for around the junction with A34 Birmingham Road where double yellow lines are provided.

Birmingham Road

- 3.3.16 Birmingham Road is a residential access road that runs parallel to A34 Birmingham Road. At its northern and southern extent, it forms priority junctions with A34 Birmingham Road, however at its southern extent there is no vehicular access provided onto A34 Birmingham Road.
- 3.3.17 The carriageway measures approximately 5m in width and has a speed limit of 30mph.
- 3.3.18 Lit footways between 2-2.5m wide are provided along the western side of the carriage south of Wilderness Lane. North of Wilderness Lane, lit footways are provided on both sides of the



carriageway measuring between 1.5-2.5m, including a link to an underpass underneath A34 Birmingham Road.

- 3.3.19 Parking is generally unrestricted, apart from on approach to priority junctions with Wilderness Lane and A34 Birmingham Road where double yellow lines restrict parking.

A34 Birmingham Road/Walsall Road

- 3.3.20 The A34 extends in a north-south alignment between Walsall and Scott Arms as Birmingham Road, and between Scott Arms and Perry Barr as Walsall Road. In the vicinity of the site, the A34 Birmingham Road comprises a dual carriageway, with a nearside bus lane provided on both sides of the carriageway implemented as Phase 1 of the TfWM SPRINT Corridor.

- 3.3.21 It is subject to a 30mph speed limit. Excluding the bus lane, the carriageway measures approximately 6.5m on each side, with widening on the approach to junctions. Traffic is separated by a central reservation varying between approximately 2 and 4m in width. It also has a red route designation, which restricts parking and stopping at all times.

- 3.3.22 Lit footways are provided on both sides of the carriageway, with widths varying between approximately 2.5m and 5m.

- 3.3.23 To the north, the bus lane ends at the junction with Beacon Road, and it narrows to a single carriageway. Lit footways generally continue to be provided, tying into several signalised pedestrian crossings at key junctions.

- 3.3.24 To the south through Scott Arms, the A34 Walsall Road remains as a dual carriageway separated by a central reservation with a 30mph speed limit, with widening through large junctions such as M6 Junction 7 and Scott Arms. Lit footways are generally provided tying into several signalised pedestrian crossings, and a pedestrian overbridge for east-west pedestrian movements south of M6 Junction 7.

A4041 Newton Road/Queslett Road

- 3.3.25 The A4041 extends in an east-west alignment between West Bromwich and Streetly. At Scott Arms it forms a crossroads with the A34. Within the vicinity of Great Barr, the A4041 it is a dual carriageway, with a speed limit of 40mph. Through the Scott Arms, junction the speed limit reduces to 30mph. Traffic is separated by a central reservation varying between approximately 3m and 7m in width. It also has a red route designation, which restricts parking and stopping at all times.

- 3.3.26 Lit footways are provided on both sides of the carriageway, with widths varying between approximately 3m-4m wide.



Chapel Lane

- 3.3.27 Chapel Lane provides a connection north from A34 Birmingham Road to Barr Beacon. At A34 Birmingham Road, it forms a four-arm signalised junction, and is approximately 7m in width. To the north-east, it reduces to approximately 6m and then becomes a rural lane of varying widths.
- 3.3.28 It is subject to a 30mph speed limit between the A34 and Coronation Road. Traffic calming in the form of priority build-outs and road humps are present within the 20mph zone between Coronation Road and north of St Margaret's Church. HGVs over 7.5 tonnes are also restricted northbound, except for loading.
- 3.3.29 Lit footways are provided on both sides of the carriageway measuring approximately 1 - 2m in width up to the Holiday Inn access road. North of this access, footways are provided on the western side of the carriageway only, providing access to adjacent residential areas and Great Barr Golf Club. Parking is generally unrestricted, except for around junctions where double yellow lines are provided.

M6

- 3.3.30 M6 Junction 7 is located to the south of the site and provides access to the Strategic Road Network (SRN). The M6 is the main route north from Rugby to Birmingham, Stafford, the North-West and Scotland. To the west of the site, Junction 8 interchanges with the M5 which routes south towards Bristol and the west. To the south and east, there are connections with the M1 to London, and M42 for Tamworth and Warwickshire.

3.4 Accessibility

- 3.4.1 There are various guidance documents that provide guidance for appropriate walking distances for access to local amenities and facilities:
- Guidance provided by the Institution of Highways and Transportation (IHT) in their publication '*Guidelines for Providing for Journeys on Foot*' (2000) suggests that in terms of commuting, walking to school and recreational journeys; walk distances of up to 2,000 metres can be considered as a preferred maximum with '*desirable*' and '*acceptable*' distances being 500 and 1,000, respectively. It should however be noted that journeys of a longer length are often undertaken. For non-commuter journeys, the Guidance suggests that walk distances of up to 1,200m can be considered as a preferred maximum, with the '*desirable*' and '*acceptable*' distances being 400 and 800m respectively. Again, it should be noted that journeys of a longer length are often undertaken.
 - The Walkable Neighbourhood (a concept explained in Manual for Streets) is characterised by having a number of facilities within an 800m walking distance (10 minutes) which can be



accessed comfortably on foot. There are however opportunities to reduce the need to travel by car for even greater distances of up to 2km. This can be achieved through the creation of good quality linkages between new developments and existing facilities.

- The Active Travel England (ATE) Planning Assessment Toolkit notes that to “pass” there must be a sufficient number and range of local facilities within 800m walking distance of all areas of the site via an accessible walking route.
- Guidance on Local Cycling and Walking Infrastructure Plans (LCWIPs) from the Department for Transport (DfT) suggests that typically, walking trips are up to 2km.

3.4.2 Assuming a typical walking speed of approximately 1.4m/s, Table 3-1 summarises the broad walk journey times that can fall under each category, based on the IHT guidelines.

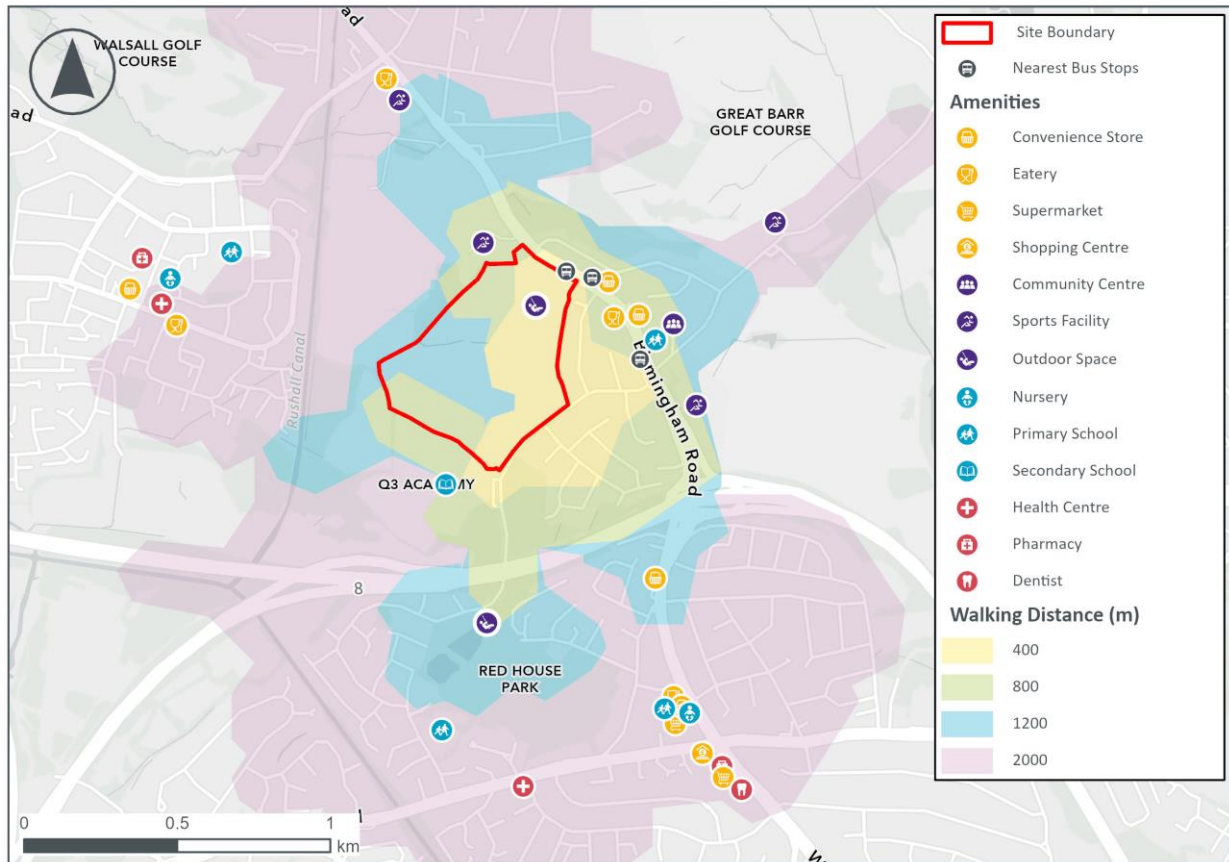
Table 3-1: Walking Journey Distance and Time Thresholds (IHT Guidelines)

IHT Standard	Distance (m)		Walking Time (minutes)	
	Commuting, Walking to School and Recreation	Other, noncommuter journeys	Commuting, Walking to School and Recreation	Other, noncommuter journeys
Desirable	500	400	6	5
Acceptable	1000	800	13	10
Preferred Maximum	2000	1200	25	15

3.4.3 Figure 3-2 shows the local facilities that are located within the vicinity of the site and Table 3-2 provides an approximate distance, walking time and indication of whether the facility falls within the IHT guidance. Within this table, distances have been measured from an indicative point in the centre of the site to each facility, via the closest access point (Wilderness Road and A34 Birmingham Road). Public rights of way (PRoW) have been included within this assessment.



Figure 3-2: Local Amenities



Credits: Esri UK, Esri, HERE, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS, Contains OS data © Crown Copyright 2023, Open Government License

Table 3-2: Local Amenities

Amenity	Location	Distance from Site	Walking Time (minutes)	Cycling Time (minutes)*	IHT Guidance	ATE Planning Assessment Toolkit Guidance
Outdoor Space	On Site	320m	4	1	Desirable	Within 800m - Pass
Secondary School	Q3 Academy School - Wilderness Lane	550m	7	2	Acceptable	Within 800m - Pass
Convenience Store	Shell	610m	7	2	Acceptable	Within 800m - Pass
Primary School	St Margaret's CofE Primary School - Birmingham Road	670m	8	3	Acceptable	Within 800m - Pass
Convenience Store	Beacon Express - Birmingham Road	670m	8	3	Acceptable	Within 800m - Pass
Sports Facility	You Fit Birmingham @ Holiday Inn	690m	8	3	Acceptable	Within 800m - Pass



Amenity	Location	Distance from Site	Walking Time (minutes)	Cycling Time (minutes)*	IHT Guidance	ATE Planning Assessment Toolkit Guidance
Eateries	Various - Birmingham Road	730m	9	3	Acceptable	Within 800m - Pass
Sports Facility	Aston University Recreation Centre	770m	9	3	Acceptable	Within 800m - Pass
Community Centre	Great Barr Community Hub - Vicarage Rise	900m	11	3	Preferred Maximum	-
Convenience Store	ESSO MFG Great Barr	1.1km	14	4	Preferred Maximum	-
Sports Facility	Handsworth Rugby Union Football Club	1.2km	14	5	Preferred Maximum	-
Outdoor Space	Red House Park	1.2km	15	5	Preferred Maximum	-
Eatery	The Bell	1.3km	15	5	-	-
Sports Facility	Great Barr Golf Club	1.4km	16	5	Preferred Maximum	-
Primary School	Grove Vale Primary School - Monksfield Avenue	1.5km	17	5	Preferred Maximum	-
Medical Practice	Park House Surgery - Newton Road	1.6km	18	6	-	-
Primary School	Holy Name Catholic Primary School	1.6km	19	6	Preferred Maximum	-
Convenience Stores	Cross Lane	1.6km	19	6	-	-
Eateries	Cross Lane	1.6km	19	6	-	-
Nursery	Fairytales Nursery - Great Barr	1.6km	19	6	Preferred Maximum	-
Supermarket	LIDL Newton Road	1.6km	19	6	-	-
Pharmacy	Well Pharmacy	1.8km	21	7	-	-
Shopping Centre and Local Centre	Scott Arms	1.8km	22	7	-	-
Supermarket	Scott Arms	1.9km	22	7	-	-
Dentist	Scott Arms Dental Practice	1.9km	22	7	-	-
Eatery	The Archers Public House	1.9km	22	7	-	-



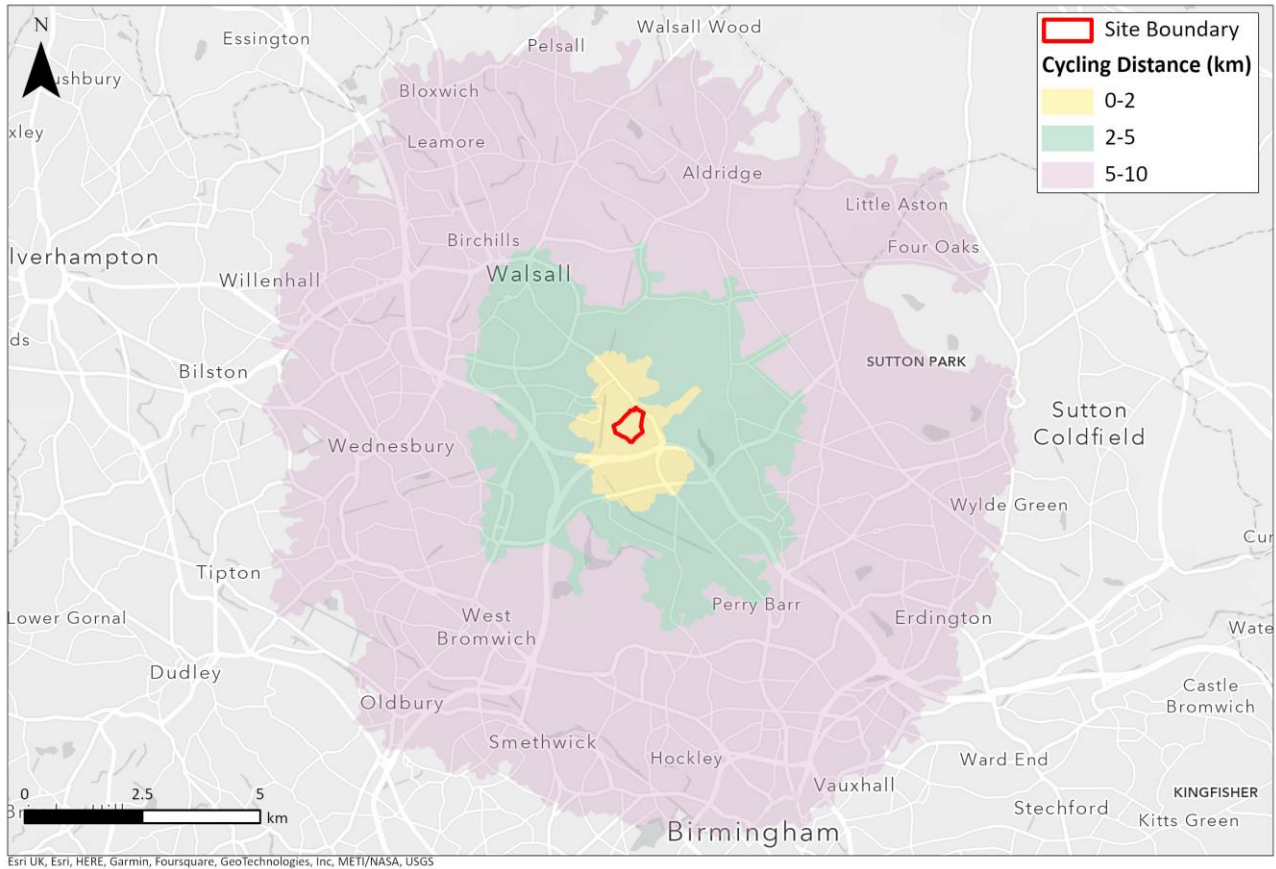
Amenity	Location	Distance from Site	Walking Time (minutes)	Cycling Time (minutes)*	IHT Guidance	ATE Planning Assessment Toolkit Guidance
Medical Practice	Yew Tree Healthy Living Centre - Redwood Road	2.0km	23	7	-	-
Primary School	Park Hall Primary School - Park Hall Road	2.0km	24	8	Preferred Maximum	-
Nursery	Park Hall Infant Academy - Park Hall Road	2.0km	24	8	Preferred Maximum	-
Convenience Stores	Redwood Road	2.1km	25	8	-	-
Primary School	Yew Tree Primary School - Birchfield Way	2.1km	25	8	-	-
Nursery	Little Saplings Childcare Centres - Plane Tree Road	2.1km	25	8	-	-
Pharmacy	Yew Tree Pharmacy - Redwood Road	2.2km	26	8	-	-

*Assuming a cycle speed of 4.4m/s.

- 3.4.4 Table 3-2 indicates that there are a range of amenities located within an acceptable walking distance of the site. Many of these are within 800m of the site, which is the stated threshold provided with ATE Planning Assessment Toolkit.
- 3.4.5 Guidance on Local Cycling and Walking Infrastructure Plans (LCWIPs) from the Department for Transport (DfT) states that:
- ‘Cycling has the potential to replace trips made by other modes, typically up to 10km, although some people will cycle greater distances.*
- 3.4.6 The isochrone in Figure 3-3 shows there are a range of areas within 10km of the site offering retail, leisure and employment opportunities.
- 3.4.7 The area that is accessible within a 10km cycling distance shows that there are a range of areas within retail, leisure and employment opportunities. Within 8km, approximately a 30-minute cycle ride, it is possible to reach Walsall and Perry Barr, with onward connections southwards towards Birmingham City Centre.



Figure 3-3: Cycling Isochrone



3.4.8 This section has demonstrated that there are a range of facilities and employment opportunities within acceptable walking and cycling distance of the site, meeting criteria set out within the ATE Planning Toolkit.

3.5 Pedestrian / Cycle Facilities

3.5.1 Based on the findings of multiple site visits and a desktop assessment, a series of routes have been identified between the development site and the local amenities and facilities noted in the previous sections of this chapter. The pedestrian and cycle facilities along each of these routes is summarised below in Table 3-3, and the routes shown spatially in Figure 3-4.



Figure 3-4: Key Pedestrian/Cycle Routes

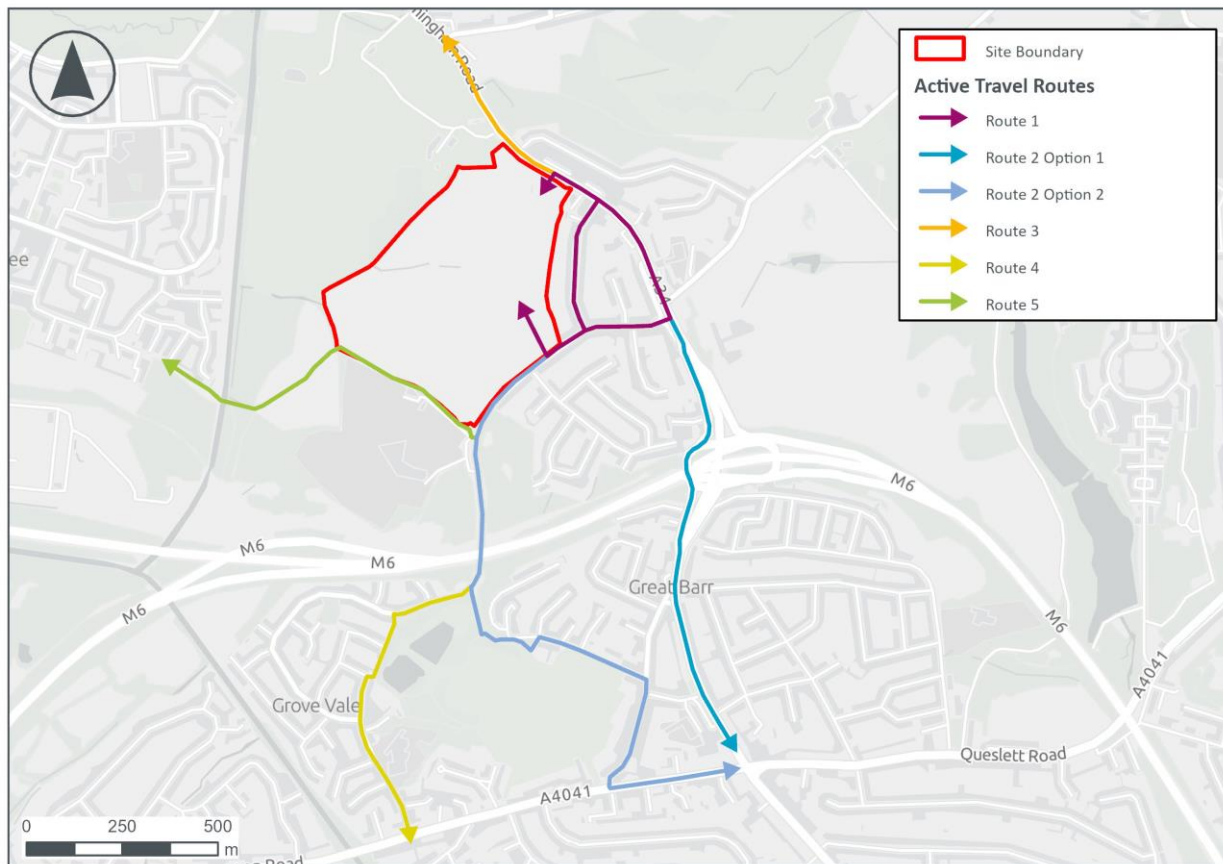




Table 3-3: Pedestrian and cycle facilities on key desire lines

Route	Description	Pedestrian Infrastructure	Cycle Infrastructure
1	<p>Provides access to local amenities and nearest bus stops located in Great Barr, accessed from A34 Birmingham Road Two routes are available:</p> <p>Option 1) Wilderness Lane & Peak House Road; and Option 2) Wilderness Lane and Birmingham Road.</p>	<ul style="list-style-type: none"> • Lit footways are provided along the northern side of Wilderness Lane to the south of the site, and both sides of Peak House Road of approximately 2-3m in width. During the site visits, footways on Peak House Road were observed to be partially obstructed by on-street parking. • Dropped kerbs are provided along Peak House Road, and dropped kerbs and tactile paving are provided at the junction with A34 Birmingham to assist crossing movements. These tie into the lit footway on the southern side of the carriageway on A34 Birmingham Road, which is between approximately 2-5m in width. • Approximately 70m east of the junction with Peak House Road, there is a staggered signalised pedestrian crossing on A34 Birmingham Road, facilitating access to local amenities on the northern side of the carriageway. • An alternative route is available via Wilderness Lane and Birmingham Road. On this route, there are two crossing options for A34 Birmingham Road – a poorly lit underpass or at-grade staggered signalised pedestrian crossing. These are accessed from dropped kerb crossings on Birmingham Road. 	<ul style="list-style-type: none"> • There is no dedicated cycle infrastructure on Wilderness Lane and Peak House Road. • Via either route, cyclists would be required to dismount to cross A34 Birmingham Road at the signalised pedestrian crossings/underpass. There are no toucan crossings within the vicinity of the site on A34 Birmingham Road. • Cyclists are permitted to use the bus lanes along A34 Birmingham Road within the vicinity of the site, all of which have dropped kerbs from which cyclists could access this provision.
2	<p>Provides access to local amenities located in Scott Arms, accessed from either A34 Birmingham Road on A4041, and onwards towards Birmingham City Centre and Perry Barr. Two routes are available:</p> <p>Option 1) Wilderness Lane & A34 Birmingham Road (via M6 Junction 7); and Option 2) Wilderness Lane, Red House Park & A4041.</p>	<ul style="list-style-type: none"> • Lit footways are provided on both sides of Wilderness Lane to the north of the site of approximately 1.5m in width, accessed via dropped kerbs providing access to private driveways. • These tie into the lit footways on the western side of Birmingham Road, and the western side of M6 Junction 7, measuring approximately 1.5m in width. Dropped kerbs are provided across priority junctions along the length of A34 Birmingham Road south of M6 Junction 7. • Signalised crossings are provided across all arms of the Scott Arms junction, facilitating direct access to local facilities. • An alternative route is available via Wilderness Lane and Red House Park. No footway is provided along the site frontage on the northern side of Wilderness Lane, however dropped kerbs for private 	<ul style="list-style-type: none"> • There is no dedicated cycle infrastructure on Wilderness Lane and Peak House Road. • Via A34 Birmingham Road, to travel southbound cyclists would be required to dismount to cross A34 Birmingham Road at the signalised pedestrian crossings/underpass. There are no toucan crossings within the vicinity of the site on A34 Birmingham Road. • Cyclists are permitted to use the bus lanes along A34 Birmingham Road within the vicinity of the site, all of which have dropped kerbs from which cyclists could



Route	Description	Pedestrian Infrastructure	Cycle Infrastructure
		<p>driveways provide access to the footway on the southern side of the carriageway.</p> <ul style="list-style-type: none"> A lit footway is provided along Wilderness Lane to the access to Red House Park. Within Red House Park, a network of paved shared-use paths and unpaved footpaths allow access to Hill Lane. These are unlit. This feeds into a network of lit footways along the south side of Hill Lane, and along both sides of Page’s Lane, Cross Lane and Newton Road. 	<p>access this provision. As shown below, these are intermittent within the vicinity of the site, and do not provide a continuous connection for cyclists in both directions travelling between the site and Scott Arms, or for longer distance trips towards Perry Barr and Birmingham City Centre.</p> <ul style="list-style-type: none"> An alternative route is available via Wilderness Lane and Red House Park. Red House Park provides a series of unlit, surfaced off-road links through to Hill Lane. It is considered Hill Lane could accommodate on-carriageway cycling, connecting onto Cross Lane which provides access to local facilities in Scott Arms.
3	Provides access to local amenities located to the north of the site, accessed via A34 Birmingham Road, and onwards towards Walsall.	<ul style="list-style-type: none"> Lit footways are provided along the northern side of Wilderness Lane to the south of the site, and both sides of Peak House Road of approximately 2m in width. During the site visits, footways on Peak House Road were observed to be partially obstructed by on-street parking. Dropped kerbs are provided along Peak House Road, tying into the footway on the western side of the A34 Birmingham Road. Signalised crossing facilities are located south of Merrion’s Close, at Beacon Road and on all arms of Walstead Road/Bell Road crossroads. An alternative route, more suitable for leisure trips, would be via the Beacon Way, a PRoW designated as a long-distance path, which currently routes along the northern boundary of the site. This is unsurfaced and unlit. 	<ul style="list-style-type: none"> There is no dedicated cycle infrastructure on Wilderness Lane and Peak House Road. Travelling southbound cyclists would be required to dismount to cross A34 Birmingham Road at the signalised pedestrian crossings, to access Peak House Road. Cyclists are permitted to use the bus lanes along A34 Birmingham Road within the vicinity of the site, all of which have dropped kerbs from which cyclists could access this provision.
4	Provides access to Grove Vale Primary School and onwards towards West Bromwich.	<ul style="list-style-type: none"> No footway is provided along the site frontage on the northern side of Wilderness Lane, however dropped kerbs for private driveways 	<ul style="list-style-type: none"> There is no dedicated infrastructure for cyclists on Wilderness Lane, Longleat and Monksfield Avenue.

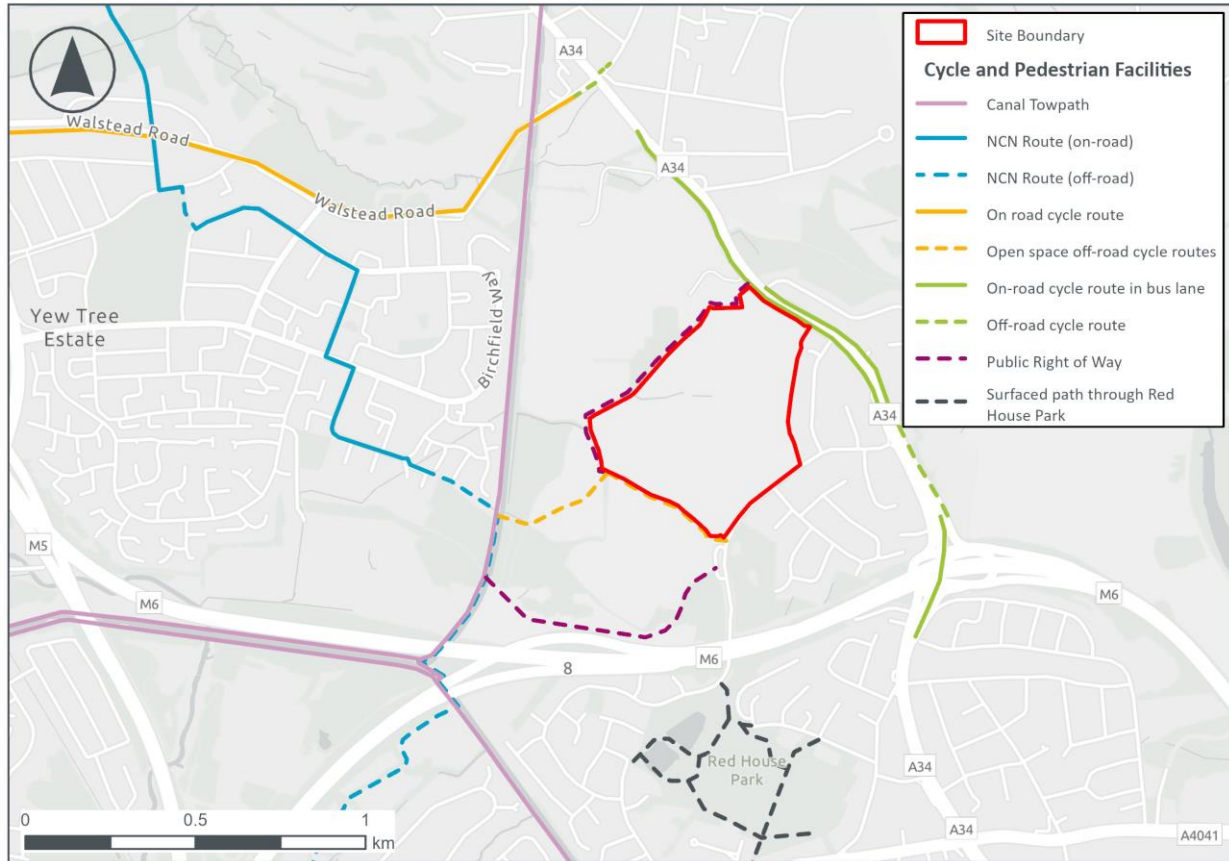


Route	Description	Pedestrian Infrastructure	Cycle Infrastructure
		<p>provide access to the footway on the southern side of the carriageway.</p> <ul style="list-style-type: none"> • Lit footways are provided on both sides of the carriageway along Longleat and Monksfield Avenue. Dropped kerbs are provided across most priority junctions on this route. • This route has a steep gradient, going downhill from the site towards Grove Vale Primary School, which may be unsuitable for cycling. • Alternative routes are available via footpaths, which are partially lit and run parallel to Red House Park, and unlit routes through Red House Park. 	<ul style="list-style-type: none"> • This route has a steep gradient, going downhill from the site towards Grove Vale Primary School, which may be unsuitable for some cyclists. • On A4041, an eastbound on-street cycle lane is marked, however this terminates at the junction with Monksfield Avenue. There is no dedicated cycle infrastructure for westbound trips towards West Bromwich.
5	Provides access to local amenities within Yew Tree, to the north-west of the site.	<ul style="list-style-type: none"> • A Public Rights of Way (PRoW) bounds the site to the south, which connects Wilderness Lane to the Rushall Canal Towpath and residential areas in Yew Tree. This is surfaced and lit, but has limited natural surveillance. • This ties into footways within residential areas in Yew Tree, which have dropped kerbs at regular intervals. 	<ul style="list-style-type: none"> • A Public Rights of Way (PRoW) bounds the site to the south, which connects Wilderness Lane to the Rushall Canal Towpath and residential areas in Yew Tree. This is surfaced and lit, but has limited natural surveillance. This can be used by cycles, but has a barrier restricting access for motorised vehicles and adaptive cycles. • This ties into NCN5 along the Rushall Canal. The canal route provides an off-road cycle route to towards Tame Bridge Parkway Railway Station (approx. 3.3km – 11 mins), Friar Park and Wednesbury (approx. 3km-5km – 11mins-19mins), Perry Barr (approx. 5km – 19 mins) and Daisy Bank (approx. 3km – 11 mins), however these routes are mostly unlit with limited natural surveillance.



3.5.2 A summary of the cycle infrastructure referenced in Table 3-3 is provided in Figure 3-5.

Figure 3-5: Cycle infrastructure within the vicinity of the site



Credits: Esri Community Maps Contributors, Esri UK, Esri, HERE, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS

3.6 Public Transport

Bus

3.6.1 The nearest bus stops serving a regular route are located on the A34 Birmingham Road north of Peak House Road, approximately 500m east of the centre of the site. These stops have seating, waiting shelters and timetable provision for passengers. National Express West Midlands route 51 serves these stops and others along the A34 Birmingham Road, and connects Birmingham, Perry Barr, Great Barr and Walsall.

3.6.2 National Express West Midlands route X51 mirrors route 51 but provides a limited-stop service between Birmingham and Walsall with extensions to Cannock. The closest bus stops served are at Chapel Lane, 600m to the east of the site via Wilderness Lane/Birmingham Road. These stops were upgraded as part of Phase 1 of the SPRINT bus corridor which coincided with road widening, bus lanes and bus priority junctions along the A34 to improve journey times.



3.6.3 Additional school transport is available:

- From stops along the A34, National Express West Midlands route 881 provides school transport to Barr Beacon School.

A summary of the existing services available from these stops is presented in Table 3-4. The proximity of these stops in relation to the site is shown in

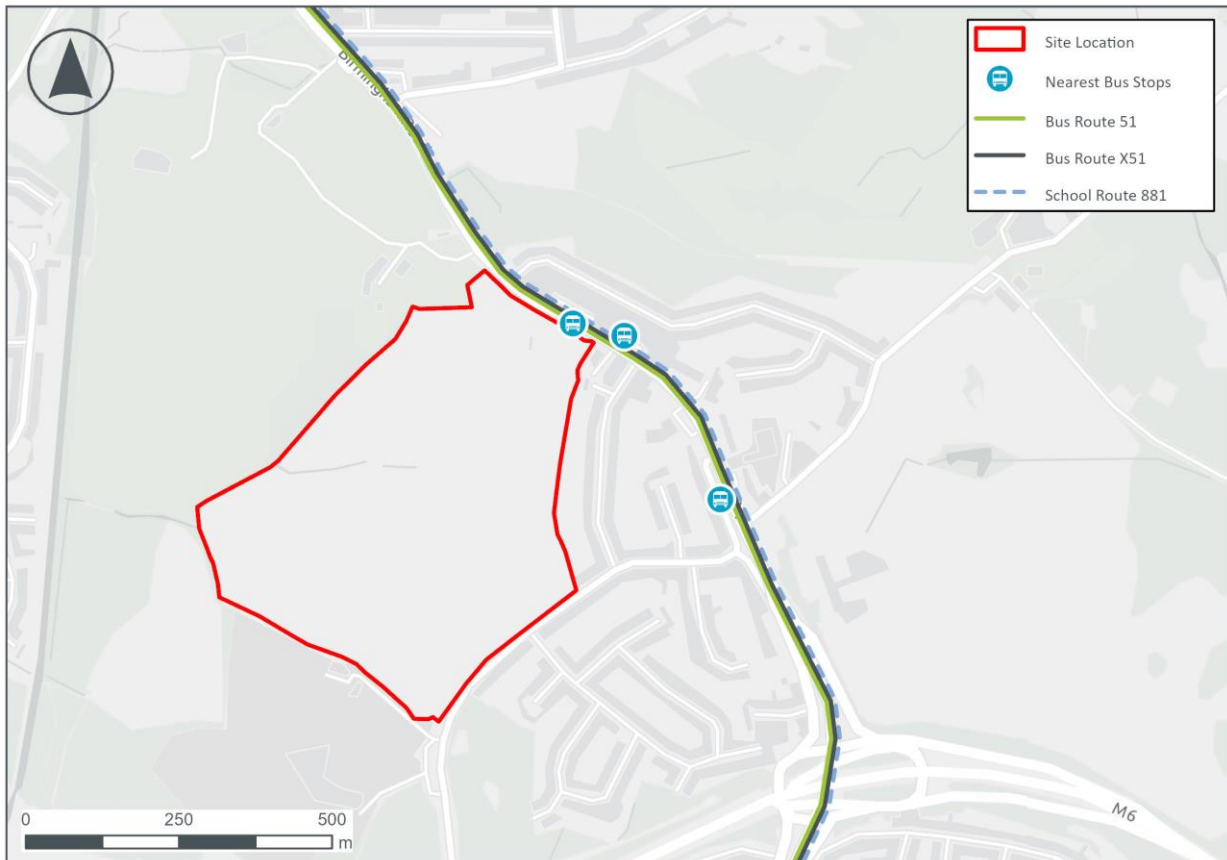
3.6.4 Figure 3-6.

Table 3-4: Bus service summary

Number	Closest Stop to Site	Provider	Route	Frequency	Days of Operation
51	A34 Birmingham Road	National Express West Midlands	Birmingham – Perry Barr – Great Barr - Walsall	Monday-Saturday daytime - every 12 Minutes Early morning/late evenings and Sundays – every 30 minutes	Monday-Sunday
X51	A34 Chapel Lane		Birmingham – Perry Barr – Great Barr – Walsall - Cannock	Monday-Saturday daytime - every 10 Minutes Early morning/late evenings – every 15-30 minutes Sunday – every 30 minutes	
881	A34 Birmingham Road		Barr Beacon School – Scott Arms – Great Barr – Bescot - Walsall	Two morning and two afternoon services	



Figure 3-6: Local bus infrastructure and routes



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Contains data from OS Zoomstack, Contains OS data © Crown Copyright 2023, Open Government License

Rail

3.6.5 The nearest railway station is Tame Bridge Parkway which is located approximately 3.3km west of the site. The station has 27 cycle storage spaces and 231 car parking spaces. It is staffed Monday – Sunday.

3.6.6 London Northwestern Railway and West Midlands Railway operate services Monday – Sunday from the station. A summary of key destinations are highlighted below:

- Birmingham New Steet (5 train per hour)
- Birmingham International (2 trains per hour)
- Walsall (4 trains per hour)
- Rugeley (2 trains per hour)
- Wolverhampton (3 trains per hour)
- Stafford, Stoke-on-Trent and Crewe (1 train per hour)



- 3.6.7 Walsall Station is 5.2km away and is located 300m from Walsall Bus Station. The station is served by stopping services to Birmingham and Wolverhampton, and regional services to Rugeley and Birmingham International. Perry Barr station is 5.5km away to the south and is served by local stopping services to Walsall and Wolverhampton. Both are 15 minutes from the site by the 51/X51 bus routes.

Summary

- 3.6.8 This section has demonstrated that the site is highly accessible by local bus routes. The site is within a short walking distance of existing bus services along A34 Birmingham Road which operate at a 12-minute frequency throughout the day in both directions. The X51 service is available from Chapel Lane providing an express service to Walsall, Perry Barr and Birmingham every 10 minutes. The nearest railway stations offer frequent local and regional services Monday-Sunday and are accessible via sustainable travel modes.

3.7 Future Sustainable Travel Infrastructure

- 3.7.1 This chapter provides a summary of the future sustainable travel infrastructure that will be available near the site and on the surrounding highway network, as part of committed or aspirational schemes.

Walking and Cycling

- 3.7.2 Within the West Midlands Local Cycling and Walking Infrastructure Plan (LCWIP), the A34 between Perry Barr and Walsall is set out as a regional priority route after the successful completion of the section from Birmingham to Perry Barr. It is understood that designs of these routes will focus on fully inclusive, segregated two-way cycle tracks with priority crossings. This route is within Phase 1 delivery of the West Midlands LCWIP. This improvement would be relevant to Routes 1 and 2 outlined in Table 3-3.
- 3.7.3 The Sandwell LCWIP sets out 15 cycle routes and six walking zones to support modal shift to active modes based on highest cycle and walking demand across the borough. Cycle Route 15 (Newton Road to A34 via Wilderness Lane) is identified within the Sandwell LCWIP, linking into the existing cycle route along A4041, NCN Route 5, an off-road cycle route along Dudley Canal and the proposed SPRINT bus route along the A34.
- 3.7.4 Potential improvements along this route identified in the Sandwell LCWIP include speed reduction measures, multiple toucan crossings and raised table tiger crossings. The cycle route itself could be a mixture of segregated cycle route, two-way cycle track, segregated paths, and a quiet way (lightly segregated cycle route). This improvement would be relevant to Routes 3, 4 and 5 outlined in Table 3-3. A route extract is shown in Figure 4-1.



Figure 3-1: Sandwell LCWIP Route 15



Public Transport

- 3.7.5 Transport for West Midlands (TfWM) are developing a bus rapid transit scheme (SPRINT) along the A34 Birmingham Road, past the development site. This has seen the construction of a dedicated bus lane through this section of the A34 Birmingham Road, in both directions. It should be noted that the bus lane in the northbound direction was already provided on this section of the A34.
- 3.7.6 This route will connect Birmingham with Walsall, and once complete will connect to the HS2 station at Curzon Street. The route will be completed over two phases, as follows:
- **Phase 1** – road widening, bus lanes and bus priority junctions along the A45 and A34 with 76 new shelters installed (already been completed).
 - **Phase 2** – to begin in 2024 with the moving/completing new bus shelters and improvements to junctions along the A45 and A34. No further improvements are planned near the site.
- 3.7.7 The majority of the infrastructure along the frontage of the site is either an existing bus lane, or a bus lane that has been delivered in Phase 1. The stops at Chapel Lane have been upgraded to meet

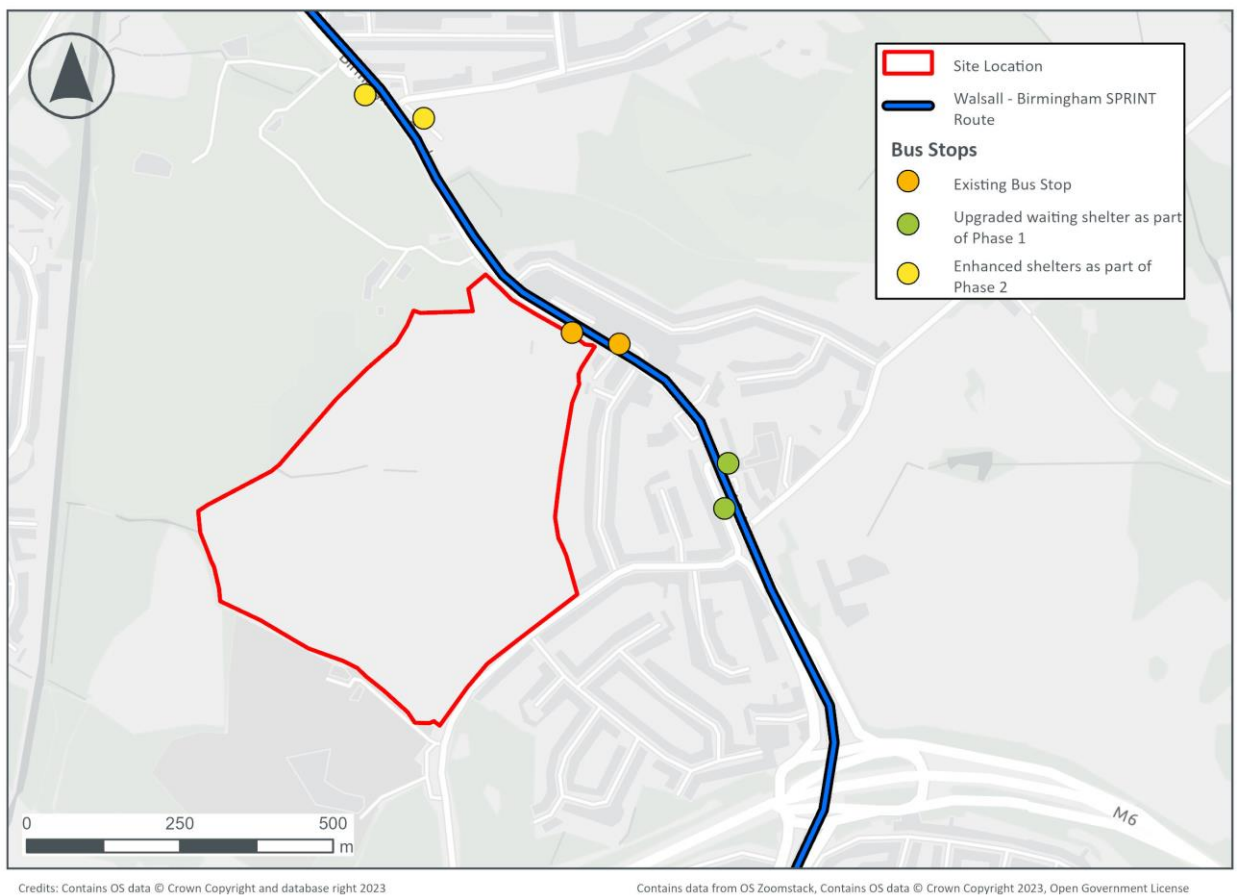


SPRINT specifications as part of Phase 1. As part of Phase 2, no further improvements are proposed, although enhanced bus shelters will be installed at Skip Lane.¹

3.7.8 The SPRINT route will effectively replace service X51 and will serve stops at Chapel Lane. Route 51 will continue to serve stops at Merrion's Close and Skip Lane with all buses along the corridor benefiting from better journey times and improved reliability.

3.7.9 The location of the existing and upgraded stops within the vicinity of the site are shown in Figure 4-2.

Figure 3-2: SPRINT Bus Corridor



3.8 Summary

3.8.1 This section has demonstrated that:

- Within the West Midlands LCWIP, the A34 is proposed to be upgraded with fully inclusive, segregated two-way cycle tracks with priority crossings. This improvement would be relevant to Routes 1 and 2 outlined in Table 3-3 or Section 3.

¹ <https://tfwmlegacy.cmail19.com/t/d-e-vadkn-thiikdkyo-o/>



- Within the Sandwell LCWIP, Wilderness Lane is outlined as route 15 from Newton Road to the A34. Measures include speed reduction measures, toucan crossings and raised table tiger crossings with a mix of segregated cycle routes, two-way cycle tracks, segregated paths, and a quiet way. This improvement would be relevant to Routes 3, 4 and 5 outlined in Table 3-3.
- As part of the West Midlands SPRINT corridor, the A34 has been upgraded with bus lanes and waiting shelters at Chapel Lane as part of Phase 1. Phase 2 will complete the route with new shelters and upgraded junctions.



4 Development Proposals

4.1 Introduction

4.1.1 It is proposed to develop the site to provide an accessible countryside park with ecological enhancement, and up to 150 dwellings along the eastern and northern boundary of the site. This chapter provides a summary of the transport strategy and multi-modal access arrangements. Further details are provided in Chapter 5 of the submitted TA. An indicative framework masterplan is provided in **Appendix A**.

4.2 Transport Strategy

4.2.1 A transport strategy has been developed for the site, which responds to the local context and the key themes contained within the adopted policy documents set out in Chapter 2 of this report.

4.2.2 From a transport perspective, the development aims to:

Promote the use of sustainable transport modes, which are **coherent, comfortable, direct, safe, and attractive** for use by all users of the site. The site has been designed to **give priority to active travel modes and access to public transport infrastructure**, by tying into existing infrastructure networks and also improving access to leisure routes within and beyond the site. Together, this will ensure that there is **reduced dependency on the private vehicle**, particularly for local trip making.

On-Site Strategy

4.2.3 A summary of the on-site multi-modal access and movement principles are shown on the framework masterplan in **Appendix A**.

4.2.4 It is proposed to provide vehicular access to the site from a new priority junction onto Wilderness Lane. Drawings of the proposed access are provided as appendices to the TA. In addition to the main vehicular access, emergency vehicle access will also be accommodated from A34 Birmingham Road.

4.2.5 As shown on the framework masterplan, pedestrian and cycle access to the site will be provided as follows:

- Adjacent to vehicular site access onto Wilderness Lane;
- North of the vehicular site access onto Wilderness Lane;
- Multiple access points onto A34 Birmingham Road;
- Connections onto existing pedestrian/cycle route in the south-eastern corner of the site; and
- Connections onto existing PRoW in the south-western corner of the site [pedestrian only].



4.2.6 Further details regarding the access arrangements, and servicing/refuse access is provided in Chapter 5 of the accompanying TA.

4.2.7 These access points will tie into on-site infrastructure for pedestrians, cyclists and vehicles. The internal site layout will be subject to a future reserved matters application; however, it is proposed to accommodate the following on-site infrastructure:

- **Relocation of the Beacon Way Long Distance Path (LDP)** to within the site, along its north-western boundary, providing a high-quality connection for pedestrians between A34 Birmingham Road and the existing PRoW network to the west of the site.
- A series of **informal footpaths** through the site, to connect the relocated Beacon Way LDP to the main access point onto Wilderness Lane, and pedestrian/cycle access point onto the existing pedestrian/cycle route along the southern boundary of the site.
- **Footways will be provided adjacent to the main vehicle route** through the development, connecting into pedestrian access points and residential dwellings.
- A **dedicated cycle facility will be provided through the site**, to provide a direct, traffic-free route for cyclists between A34 Birmingham Road and Wilderness Lane. This would be designed in line with LTN 1/20 requirements. At the southern extent of the site, it is envisaged this would route parallel to Wilderness Lane and tie into the pedestrian/cycle access point onto the existing pedestrian/cycle route along the southern boundary of the site.

4.2.8 Together, this infrastructure will provide a series of high-quality routes for pedestrians and cyclists within the site, to facilitate onwards access to existing public transport infrastructure and local amenities within the vicinity of the site, and also provide access to the on-site countryside park. It will also tie into future planned and aspirational improvements within the vicinity of the site, outlined in Chapter 5.

Off-Site Integrated Transport Strategy

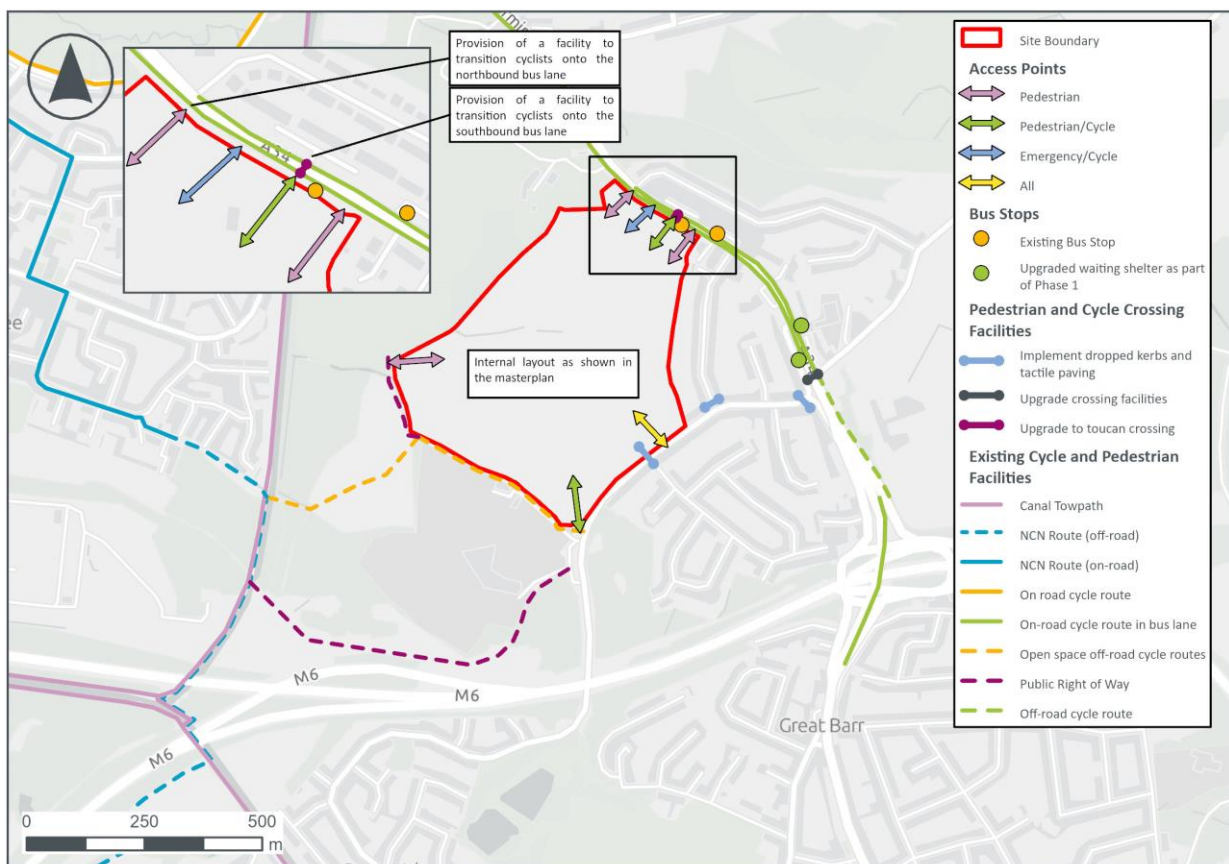
4.2.9 To reflect desire lines, routes to local amenities, and committed and existing sustainable transport infrastructure within the vicinity of the site, an off-site integrated transport strategy has been developed. This is summarised in Figure , and detailed below:

- It is proposed to upgrade the existing pedestrian crossing on the frontage of the site on A34 Birmingham Road to a toucan crossing. This will ensure that cyclists are able to access the existing southbound bus lane on A34 Birmingham Road from the site. The crossing would be upgraded to be fully LTN 1/20 compliant.
- In close proximity to the cycle accesses to the site onto A34 Birmingham Road, a facility will be provided to transition cyclists into the northbound and southbound bus lanes. This is likely to be a dropped kerb, with appropriate markings;



- It is proposed to upgrade the existing pedestrian crossing on A34 Birmingham Road, north of Chapel Lane, to be fully LTN 1/20 compliant, to ensure a direct, safe and coherent route is provided to local facilities in Great Barr, including St Margaret’s C of E Primary School.
- A series of dropped kerbs with tactile paving will be implemented along Wilderness Lane to ensure there is suitable crossing infrastructure for pedestrians along desire lines towards Great Barr and Scott Arms.
- Any further requirements for improvements to off-site pedestrian and cycle infrastructure will be discussed with the local highway authority.

Figure 4-1: Off-Site Integrated Transport Strategy



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4.3 Parking Provision

- 4.3.1 On-site parking provision (vehicle, cycle storage and EV charging) will be agreed with SMBC at detailed application stage.



5 Travel Plan Management and Coordination

5.1 Introduction

5.1.1 This chapter provides details of the coordination of the FTP, including the roles and responsibilities for the Travel Plan Coordinator.

5.2 Residential Travel Plan Coordinator

5.2.1 It will be fundamental to the success of the Travel Plan that sufficient resources are allocated to develop and implement identified measures. As such, a Travel Plan Coordinator (TPC) will be appointed by the developer. The TPC will be a representative of the development and will drive the Travel Plan forward, gaining support for all developments on site and other interested parties.

5.3 Roles and Responsibilities

5.3.1 The TPC will be responsible for the delivery of the Travel Plan, ensuring the actions included within the Travel Plan are implemented and that targets are met. The main responsibilities will be:

- To produce a Welcome Pack and arrange for distribution to all residents upon first occupation;
- Act as a point of contact to give travel advice to residents (on request);
- Implementing the measures contained within the Travel Plan;
- To monitor the effectiveness of the Travel Plan and adjusting where necessary;
- Liaising with local highway authorities, public transport operators and other local stakeholders;
- To coordinate timescales for the collection of monitoring data; and,
- Undertake regular reviews of the Travel Plan, assessing progress towards agreed modal share targets.

5.4 Timescales

5.4.1 The TPC should be appointed at least three months prior to the occupation of the first dwelling and should hold the role until five years after the site is fully occupied. The TPC's work hours may vary from week to week, as necessary, to implement the Travel Plan successfully. The work carried out by the TPC will either be on site, through a virtual portal or a combination of both.

5.4.2 When appointed, the contact details of the TPC will be supplied to SMBC within one month of appointment. In the event of a change in TPC, the updated details will be provided as soon as possible.

5.5 Travel Plan Liaison

5.5.1 The TPC will regularly liaise with SMBC to ensure the Travel Plan is being implemented effectively.



6 Targets, Reviews and Monitoring

6.1 Introduction

6.1.1 This chapter outlines a series of aims and objectives for the Travel Plan, and methodology for identifying targets.

6.2 Aims

6.2.1 As outlined previously, the overarching aim of both this FTP, and the subsequent Full Travel Plans prepared for each land use is to encourage the uptake of sustainable travel modes to minimise the number of single occupancy car journeys to/from the site.

6.3 Objectives

6.3.1 The objectives, at a minimum, should be to minimise and seek ongoing reduction of car use for accessing the site. Specifically, the Travel plan will:

- Provide a strategy for the development to encourage sustainable travel to the site whilst reducing single occupancy car use;
- Reduce the number of single occupancy car trips generated by the development compared to that which would be generated without implementation of a TP;
- Promote healthy lifestyles, sustainable communities and raise awareness about the benefits of utilising sustainable travel opportunities; and,
- Build upon good urban design principles that promote the permeability of the development, encouraging walking and cycling, and public transport as the first choice for local trips.

6.4 Targets

6.4.1 Targets are used to monitor whether the Travel Plan is meeting its objectives, set out above. Monitoring progress towards these targets throughout the lifetime of the Travel Plan will ensure that progress continues to be made towards these objectives.

6.4.2 These targets should be 'SMART' in nature:

- **S**pecific, to say precisely what is being achieved;
- **M**easurable over the duration of the target;
- **A**ppropriate and linked to the overall objectives of the local authority accessibility strategy;
- **R**ealistic in terms of the potential for being achieved; and



- **T**ime-bound – the target must define a date by which it is expected to be achieved.

6.4.3 At this stage, the end users of the development are currently unknown, and therefore it is not possible to set targets that would accurately reflect current travel behaviours, and the potential for modal shift. It is proposed for travel surveys will be undertaken within three months of 50% occupation to determine the baseline modal split. The targets will then be quantified and agreed with SMBC in line with the results of these surveys. It envisaged that this target would be focussed around a reduction in single occupancy vehicle use. Given the existing sustainable infrastructure at the site and proposed improvements, it is likely that the shift to sustainable modes will be split between car sharing, bus, walk and cycle.

6.4.4 In addition, a secondary target will be provided in relation to awareness of the Travel Plan amongst residents. For the purposes of this FTP, a 50% awareness amongst residents is targeted, which can be measured through attitudinal travel surveys.

6.5 Consultation Methodology

6.5.1 A successful Travel Plan ultimately relies on the commitment from the people for whom it is intended. Therefore, a key element of any Travel Plan is consultation with key stakeholders to establish how they currently travel, and, if they travel in a single occupancy car, what incentives would be required to encourage them to travel by more sustainable modes of transport.

6.5.2 As the end users of the development are currently unknown, consultation cannot be undertaken at this stage. The TPC will be responsible for monitoring travel patterns and undertaking consultation for the site. It is recommended that this is undertaken with residents in two stages:

- **Stage 1** – Upon occupation, all residents will receive a Welcome Pack when they move into their new home. The Welcome Travel Pack will introduce the concept of a Travel Plan, the associated benefits and how they can get involved.
- **Stage 2** – Within 3 months of 50% occupation, a baseline travel survey will be conducted. This will be replicated annually for a period of at least five years. This will be used as a monitoring tool and to gather the following information:
 - Reasons why the current modes are used, including health, environmental, time, financial, and comfort etc.;
 - Willingness to use alternative modes;
 - Incentives to use more sustainable modes; and
 - Any transport related issues residents wish to raise.



6.6 Monitoring Methodology

6.6.1 Monitoring of the Travel Plan will be the sole responsibility of the TPC who will undertake biennial monitoring surveys (attitudinal and traffic surveys) for five years following completion of the baseline survey.

Baseline Survey

6.6.2 A baseline attitudinal survey will be issued to residents within three months of 50% occupation of the development. An incentive will be provided to complete the survey, such as a free prize draw, which will help sustain interest and result in a higher return rate. Surveys will be offered online with paper surveys as backup method for those households where no e-mail address is available.

6.6.3 An Automatic Traffic Count (ATC) will be undertaken at the vehicular site access. In the baseline survey year, this will include trips generated by construction vehicles. Through liaison with the developer, the TPC will seek to understand the level of daily construction trip generation and subtract this from the results of the traffic survey. This methodology will be detailed in the monitoring report, and replicated for all future survey years in which construction traffic is present on site.

6.6.4 The results of these surveys will be collated within a baseline monitoring report, which will be sent to SMBC within three months of the monitoring surveys finishing. The baseline monitoring report will also include proposed targets for agreement by SMBC, based on the findings of the baseline surveys.

Future Monitoring Surveys

6.6.5 Following the baseline survey, attitudinal surveys and ATCs will be undertaken biennially (i.e. Years 1, 3 and 5) to review the effectiveness of the TP against agreed targets. As per the baseline survey, attitudinal surveys will be offered online with paper survey as a back-up method for those households where no e-mail address is available, and all survey respondents will be entered into a prize draw with the chance to win a voucher incentive.

6.6.6 The results of these surveys will be collated within a monitoring report, submitted to SMBC within three months of the surveys finishing. It will summarise the following information:

- Survey methodology e.g., survey dates, ATC locations, number of residents surveys, response rate etc;
- Progress against agreed targets;
- Take-up of travel plan measures, including personalised travel planning; and
- Details of remedial measures should targets not be met.



6.6.7 Monitoring will continue to be undertaken annually for a period five years after the baseline surveys are undertaken. Should the targets not be achieved within this timescale, requirements for further monitoring will be discussed and agreed with SMBC.



7 Travel Plan Measures and Initiatives

7.1 Introduction

7.1.1 In order to meet the aims and objectives set out in this report, a number of measures will be implemented. The proposed measures are split into the following categories:

- Site Layout and Design;
- Measures to reduce the need to travel;
- Walking Initiatives;
- Cycling Initiatives;
- Public Transport Initiatives;
- Car Sharing Initiatives;
- Marketing and Promotion of the Travel Plan measures; and,
- Smartphone Apps.

7.2 Site Layout and Design

7.2.1 The on-site layout will be designed accordingly to encourage use of sustainable travel modes, including bus, walking, and cycling. On-site parking provision (vehicle, cycle storage and EV charging) will be agreed with SMBC at detailed application stage.

7.3 Walking and Cycling Initiatives

7.3.1 The following measures will be implemented to promote and encourage all residents at the site to travel on foot or by bike for local trips:

- Local maps, such as the Sandwell Council interactive cycle map, showing walking and cycling routes and journey times to key local facilities and public transport infrastructure to be disseminated through the Welcome Pack and other marketing material.
- Information about apps and websites that allow walking and cycling route planning, such as Living Streets and Sandwell walks on Go Jauntly.
- Information on local and national walking and cycling events, such as Walk to Work Week, published in the marketing regime.
- Website links to national websites such as Sustrans and local sites such as SMBC's dedicated cycling page, to be advertised through the marketing regime.
- Information on the economic, social, environmental and the health benefits of walking and cycling, to be included within the marketing regime, and links to pages such as TfWM's Cycle to Work page.



- Information on local Bicycle User Groups, to be included within the marketing regime.

7.4 Public Transport Initiatives

7.4.1 The following measures will be implemented to promote and encourage all residents at the site to use public transport:

- Provision of direct pedestrian links to existing public transport infrastructure.
- TPC will investigate discounts on bus and rail tickets with service providers and include details of any discounts available in the Welcome Pack and other marketing material.
- Links to journey planning websites such as Traveline, TfWM Journey Planner, National express West Midlands and West Midlands Railway, published as part of the marketing regime.
- Bus/rail route maps, timetable and fare information to be included within the marketing regime.
- Information on the benefits of public transport use to be included within the marketing regime.

7.5 Car Sharing Initiatives

7.5.1 Car sharing can be an effective means of easing traffic congestion and facilitating the achievement of sustainable travel objectives. For residents with common journey patterns, car sharing can represent an effective mechanism for reducing the volume of trips to and from work and/or recreational activities. The following measures will be implemented to promote car sharing at the site:

- Distribute information on free to use public car sharing websites and schemes such as Liftshare (<https://liftshare.com/uk/community/sandwell>).
- Information about what car sharing is and its benefits will be included within the marketing regime.
- Information on car sharing events such as Liftshare week be included within the marketing regime.

7.6 Promoting Use of Electric Vehicles

7.6.1 Electric Vehicles (EV) can be effective in reducing the impact of private vehicles on the environment and facilitate the achievement of sustainable travel objectives. The following measures are to be implemented to facilitate and encourage residents of the proposed development to switch to using EVs where possible:

- Providing EV charging infrastructure on-site.
- Providing information on EV charging through the marketing regime.



7.7 Measures to Reduce the Need to Travel

7.7.1 Encouraging home working, where appropriate, can be effective in reducing congestion and facilitating the achievement of sustainable travel objectives. The following measures are to be implemented to facilitate and encourage residents of the proposed development to work from home, where possible:

- Infrastructure providers for broadband access will be invited to facilitate home working.
- Information about what home working is and its potential benefits will be provided through the Welcome Pack and marketing regime.
- Links to the Workhubs Network via the TravelWise in Sandwell page.

7.8 Marketing and Promotion

7.8.1 To ensure that car use is minimised in and around the site, it is important to make residents aware of the alternatives available to them. Information provision and publicity is therefore an important part of the Travel Plan. The following channels of information dissemination are proposed:

Welcome Packs

7.8.2 A Welcome Pack will be prepared by the TPC for all residents at the site immediately on occupation.

7.8.3 This pack will give details of travel options in an informative and appealing format, using maps and text. The content of this information pack will likely include:

- Walking and cycle maps to show routes in relation to nearby amenities.
- Information on the health benefits of walking and cycling.
- Site specific public transport information, with timetables included.
- Information on the Sandwell Liftshare car share scheme.
- Information about the Travel Plan and other services supporting sustainable travel.
- Contact details for the TPC and other contacts for travel information.

Newsletters and Posters

7.8.4 The TPC will organise for the provision of newsletters and posters that will inform local residents of updates to active travel and public transport routes and upcoming events. These could either be shared electronically, or displayed in suitable locations onsite. Each of these will be provided every 6 months.



7.9 Smartphone Apps

7.9.1 The Welcome Pack will detail a number of smartphone apps which can help plan journeys via public transport, walking and cycling. These are listed below.

Transport for West Midlands (TfWM)

The official app by Transport for West Midlands which provides timetable and stop information for bus, train, and tram services. It also provides information about how to purchase tickets, integrated with mapping apps and is location aware.



NX Bus mTicket

The official app for purchasing tickets for the National Express Coventry and National Express West Midlands network. You can buy discounted bus fares the way you want, wherever you are, with various types of tickets available.



National Rail Enquiries

7.9.2 This app can give real time arrivals and departures from any railway station in the UK. Select your favourite stations and plan your journey.



London Northwestern Railway (LNR) and West Midlands Railway (WMR)

7.9.3 The official apps by LNR/WMR which provide timetable and stop information for train services to Lichfield and across the UK. They provide information about how to purchase tickets, integrated with mapping apps and is location aware. You can use electronic tickets and pay using several payment methods.



Map My Ride

7.9.4 Live route map with distance, elevation, calories burnt and Voice prompts. Search common rides and post times and records to social media. Register with www.mapmyride.com to join sponsored challenges, connect with other riders and win prizes for riding.



Strava:

7.9.5 Top rated app. Track your rides, runs and walks. See your progress. Compare your performance against others, disaggregated by age and weight. Join sponsored challenges. Register with www.strava.com.





Map My Walk

- 7.9.6 Mobile walk tracking experience, backed by the world's largest digital health and fitness community.



Cyclestreets

- 7.9.7 Plan your cycle journey with a choice of three routing modes to suit your level of experience.



Liftshare Companion

- 7.9.8 Instant messaging service for Liftshare members to request and confirm trips as driver or passenger.





8 Action Plan

8.1.1 The measures outlined in this Travel Plan have been organised into an action plan, clearly identifying the timescales for each measure and the party responsible.

Table 8-1: Action Plan for Travel Plan Measures

Action	Target Date	Method of Monitoring	Responsibility	Method of Publicity
Management				
Appointment of TPC	Three months prior to first occupation	N/A	Developer	N/A
Production of Welcome Pack	One month prior to first occupation	N/A	TPC	N/A
Marketing, Promotion and Awareness				
Distribution of Welcome Pack (via the Sales Office team)	On occupation	N/A	TPC via the Sales Office team	N/A
Promotion of public transport and cycling & walking (static information).	On occupation and ongoing	N/A	TPC	Welcome Pack and Marketing Regime
Measures to Promote Public Transport				
Investigate discounts on bus and rail tickets with service providers	On occupation and ongoing	N/A	TPC	Welcome Pack and Marketing Regime
Links to journey planning websites	On occupation and ongoing	Public transport mode share	TPC	Welcome Pack & Marketing Regime
Provision of public transport information (benefits, frequency, bus stops, train stations, information on fares)	On occupation and ongoing	Public transport mode share	TPC	
Measures to Promote Walking and Cycling				
Provision of information on the health benefits of walking and cycling	On occupation and ongoing	Walking/cycling mode share	TPC	Welcome Pack
Provision of information on local footways and cycle routes	On occupation and ongoing	Walking/cycling mode share	TPC	
Promotion of annual events (Bike to Work Week etc)	On occupation and ongoing	N/A	TPC	Marketing Regime
Website links to national websites (such as Sustrans)	On occupation and ongoing	Walking/cycling mode share	TPC	Welcome Pack
Information on local Bicycle User Groups (BUG)	On occupation and ongoing	Cycling mode share	TPC	Welcome Pack
Measures to Reduce Car Use				



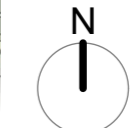
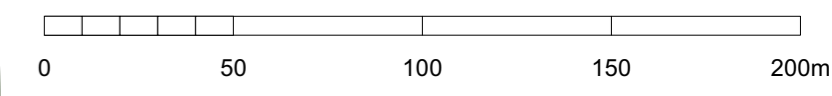
Action	Target Date	Method of Monitoring	Responsibility	Method of Publicity
Information on what car sharing is and its benefits	On occupation and ongoing	N/A	TPC	Welcome Pack
Information on car sharing events such as Liftshare Week	On occupation and ongoing	N/A	TPC	
Measures to Reduce the Need to Travel				
Information on the benefits of home working (and home deliveries, entertainment and education)	On occupation and ongoing	N/A	TPC	
Monitoring Strategy				
Baseline Monitoring Survey	Within 3 months of 50% occupation	N/A	TPC	Marketing regime / by paper copy or email as required
Baseline Monitoring Results Report	Submitted to local authority within 3 months of completion of the baseline survey	Submission to Local authority	TPC	Marketing regime
Biennial Monitoring Survey	Annually for a period of five years from final occupation.	N/A	TPC	Marketing regime / by post or email as required
Biennial Monitoring Results Report	Submitted to local authority within 3 months of completion of each survey	Submission to local authority	TPC	Marketing regime



Appendix A Framework Masterplan



NOTES
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- Key**
- Site Boundary 27.00Ha
 - Proposed Residential Development 3.91Ha
 - Proposed Green Infrastructure (Includes indicative roads crossing green infrastructure) 23.09Ha
 - Indicative main vehicular routes
 - Indicative relocated Beacon Way
 - Indicative segregated cycle link
 - LEAP Indicative LEAP Play Area with 20m offset
 - ✱ Proposed attenuation features
 - ➔ Proposed vehicular access
 - ➔ Indicative pedestrian / cycle access
 - ➔ Indicative emergency / cycle access
 - Existing vegetation
 - Retained / existing moat
 - Existing Public Right of Way / footpath
 - Existing contours

P11	27.10.2023	Plan updated to client comments.	OWB	KMN
rev	date	description	drn	chk

■ masterplanning
■ environmental assessment
■ landscape design
■ urban design
■ ecology
■ architecture
■ arboriculture

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