

# Blythe Valley Park

## Park Wide Travel Plan

On behalf of **IM Properties**



Project Ref: 31604/5517 | Rev: A | Date: March 2016



## Document Control Sheet

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# 1 Introduction

## 1.1 Background

- 1.1.1 Peter Brett Associates LLP (PBA) has been appointed by IM Properties to prepare a Travel Plan to support the accompanying planning application for a mixed use development at Blythe Valley Park (BVP). The proposed development is for up to 750 residential dwellings (C3 Use), up to 250 housing with care units (C2 and C3 Use), up to 2,500 m<sup>2</sup> of A1-A5 Uses, up to 1,000m<sup>2</sup> D2 Use an element of employment use (up to 98,850 m<sup>2</sup> B1, B2 and B8 Use) and a hotel of up to 200 bedrooms.
- 1.1.2 The proposed development is in line with the aspirations of Solihull Metropolitan Borough Council's (MBC) Local Plan (December 2013) which has a vision for BVP to be a competitive, sustainable and a mixed community with supporting facilities. The provision of residential development at BVP is seen as key to kick-starting the process of not only renewing and invigorating the Park as a prime employment location, but also the creation of an 'excellent place'. Further details of how the proposed development aligns to national and local planning policy and guidance are provided in **Section 4**. The proposed development at BVP is shown in the Illustrative Masterplan provided in **Appendix A**.
- 1.1.3 This document will act as a Park Wide Travel Plan (PWTP) for the whole of BVP covering all of the land uses existing and future. The PWTP provides a single source of information about the purpose, preparation and implementation of the sustainable travel related proposals relating to the development at BVP.
- 1.1.4 Once fully built out, BVP will provide:
- up to 750 residential dwellings (Use Class C3)
  - up to 250 housing with care units (Use class C2/C3)
  - up to 159, 958 m<sup>2</sup> employment floor space (including existing and proposed development) (Use Class B1, B2 and B8)
  - up to 2,500 m<sup>2</sup> ancillary town centre uses (Use Class A1-A5)
  - ancillary leisure and community uses (including the existing Virgin Active Gym) (Use Class D2)
  - up to 200 bed hotel (Use class C1)
  - non surface car parking (Use Class 'Sui Generis') decked over 2-4 levels, and
  - a Country Park.

## 1.2 Aims and Objectives of the Travel Plan

- 1.2.1 The primary aim of this PWTP is to reduce the number of single occupancy private car trips that would be associated with the proposed development. This will be achieved through the identification and implementation of a range of travel-related measures to positively influence the travel patterns of all users of BVP.

1.2.2 The key objectives of this PWTP are to:

- reduce reliance on the private car with a long-term strategy of mode shift away from single occupancy car use to sustainable modes of travel
- build upon good urban design principles that maximise the permeability of the development for promoting walking, cycling and public transport use
- promote healthy lifestyle choices and a sustainable vibrant community whilst reducing costly road traffic congestion and further damage to the environment which is consistent with Government policy, and
- encourage a high level of community involvement in travel behaviour change initiatives.

### 1.3 Structure of the PWTP

1.3.1 Following this introduction, the PWTP has the following structure:

- a review of the existing land use, transport conditions and movements through BVP and its surrounding context (**Section 2**)
- a brief review of current local and national policy, and best practice on travel planning (**Section 3**)
- details of the mode shift targets and indicators to be monitored to ensure targets are met (**Section 4**)
- details of the proposed transport infrastructure improvements (**Section 5**)
- details of the role of the Travel Plan Coordinator and governance of the Travel Plan (**Section 6**)
- details of the Travel Plan measures and promotional strategy (**Section 7**)
- details of the monitoring and review process (**Section 8**)
- details of the preliminary Action Plan (**Section 9**).

## 2 Existing Site Conditions

### 2.1 Introduction

- 2.1.1 This section identifies the existing transport conditions associated with the application site describing the site location, surrounding local highway network, foot and cycle access and current local transport provision in proximity to the site.
- 2.1.2 The site is approximately 8 kilometres from Solihull town centre, 16 kilometres from Birmingham city centre and 13 kilometres from Birmingham International Airport. Current vehicular access into BVP is taken off the M42 J4 roundabout via Blythe Gate. The exit from BVP is via a purpose-built bridge over the M42 onto the A3400, south of Gate Lane. There is also a bus gate/emergency access to Kineton Lane on the southern perimeter of the business park.
- 2.1.3 There is existing pedestrian and cycle access within the BVP development in the form of footways associated with the constructed highway, giving access through BVP. These provide connections to the A34 to the north-west of the site, the A3400 to the east of the site via the bridge over the M42, and to the south via the emergency / bus access onto Kineton Lane. In addition, an unsurfaced footpath exists across the BVP site connecting the A3400 to Illshaw Heath Road. **Figure 2.1** illustrates the local site context.



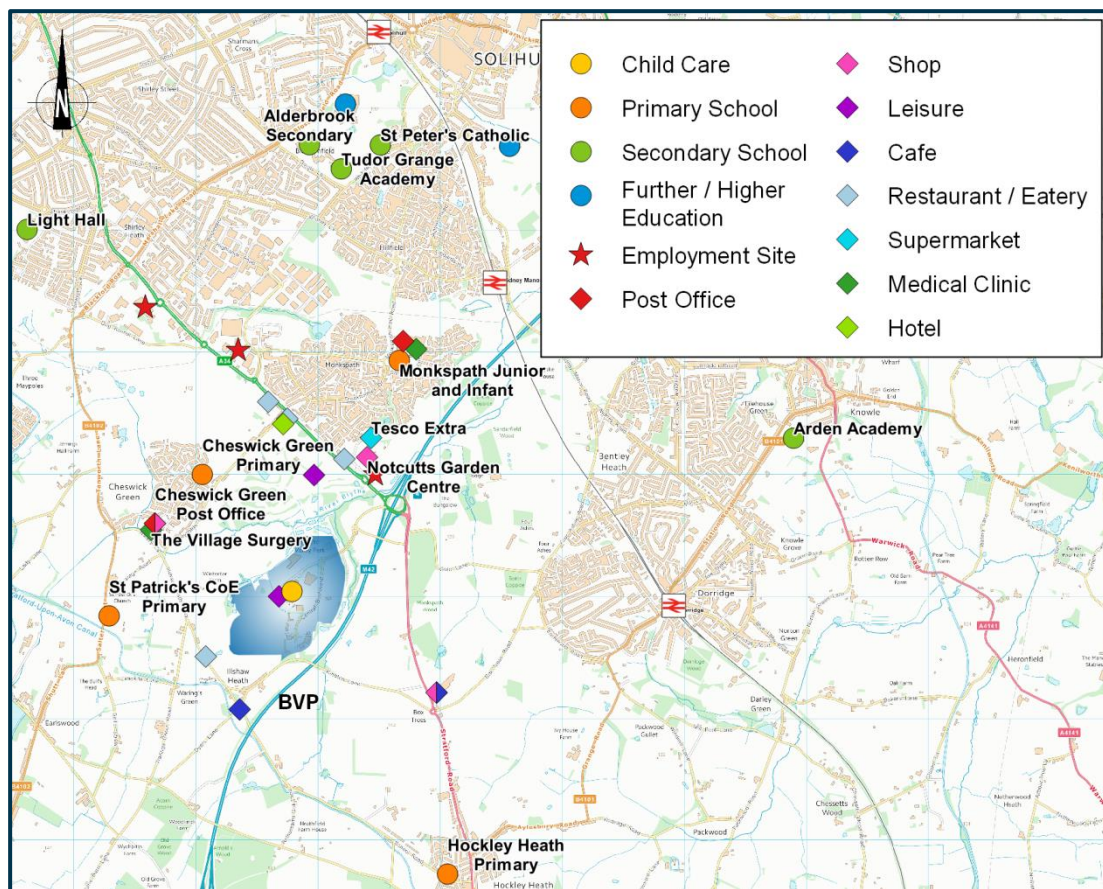
Figure 2.1 – Local Site Context

- 2.1.4 BVP is located off the M42 Junction 4, which runs along its south-eastern boundary. The M42 provides direct access to the Midlands Motorway network (including the M5, M6, M6 Toll, M42, M40), and therefore to national destinations, such as Manchester, London and Cardiff.
- 2.1.5 A radial route to Birmingham is provided by the A34, a 40mph road, which also connects to the M42 Junction 4 roundabout. This dual carriageway road provides good access into Birmingham City Centre. The A3400 a 40mph road, provides connections to the south of BVP, linking with the M40 Junction 16 westbound only, and to Stratford-Upon-Avon and Warwick.

## 2.2 Local Amenities

- 2.2.1 The Virgin Active Gym and the Busy Bees Day Nursery are located within BVP and provide services to the occupiers of the site and nearby local residents. Other relevant services and facilities in the vicinity of the development site include:
- Primary schools:
    - Cheswick Green Primary School (approximately 1.3km north-west from the centre of BVP)
    - St Patrick's Church of England Primary Academy (approximately 1.6km west from the centre of BVP)
    - Hockley Heath Primary School (approximately 1.9km south-east from the centre of BVP)
    - Monkspath Junior and Infant School (approximately 2.5km north-east from the centre of BVP)
  - Secondary schools:
    - Light Hall School (approximately 5.6km north-west from the centre of BVP)
    - Alderbrook Secondary School (approximately 6.2km north from the centre of BVP)
    - Tudor Grange Academy (approximately 6.4km north from the centre of BVP)
    - St Peter's Catholic School (approximately 6.4km north-east from the centre of BVP)
  - a medical clinic – The Village Surgery located in Cheswick Green approximately 1.3km north-west from the centre of BVP
  - the Cheswick Green Post Office (approximately 1.3km north-west from the centre of BVP)
  - FORE Business Park situated just north of the A34 (approximately 1.1km north of the centre of BVP)
  - a Tesco Extra supermarket situated just north of the A34 (approximately 1.4km north of the centre of BVP) including a petrol station, and
  - Notcutts Garden Centre adjacent to the Tesco Extra to the north of BVP.
- 2.2.2 Additionally, there are a number of local shops, restaurants, pubs and hotels located in Cheswick Green north-west of BVP and along the A34 near Creynolds Lane. The location of these local amenities is shown in **Figure 2.2**.





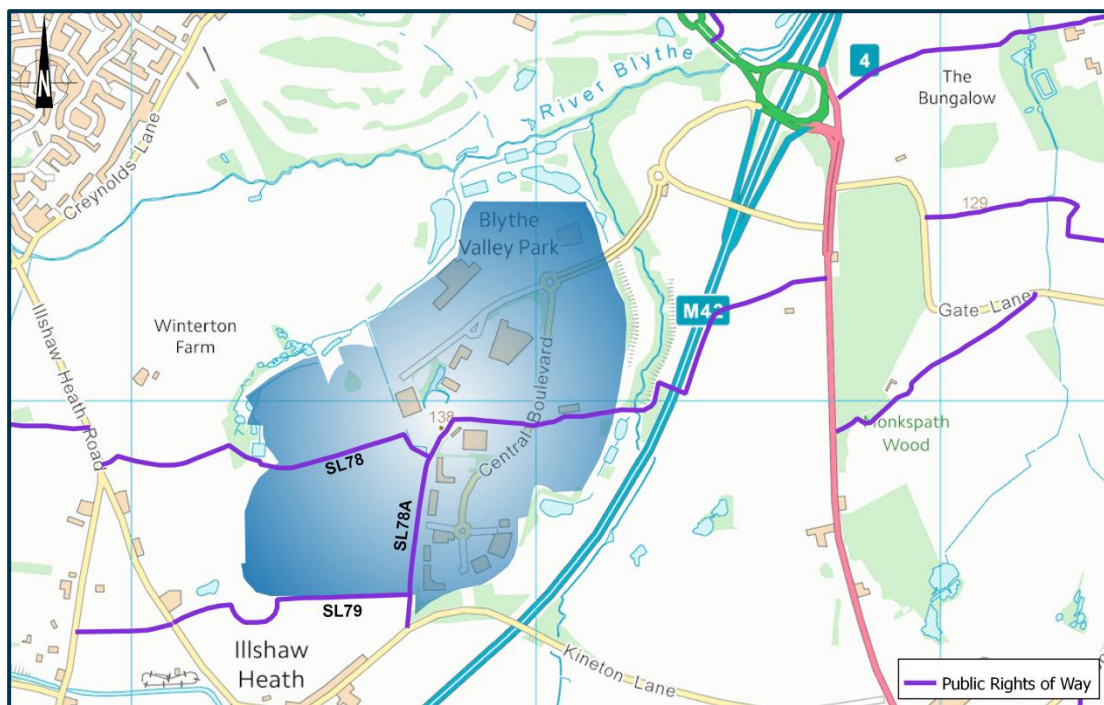
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Figure 2.2 – Local Amenities

## 2.3 Pedestrian Facilities

### On-site Routes

- 2.3.1 A network of footways is already established at BVP to cater for the current occupants. The primary shared footway/cycleway into BVP is 3m wide, running from the main vehicular entrance at the A34, along Blythe Gate. Other footpaths around BVP are 2m wide. Bus stops are located on the main pedestrian routes through BVP.
- 2.3.2 Pedestrian crossings exist throughout the built element of BVP, connecting the internal network of footpaths within the site. The crossings are placed both frequently and in practical locations within BVP.
- 2.3.3 The Country Park at BVP provides recreational walking routes through scenic and tranquil surroundings for occupiers of the site and nearby residents.
- 2.3.4 The existing pedestrian routes / Public Rights of Way within and around BVP are shown in **Figure 2.3**, an internal pedestrian crossing is shown in **Figure 2.4** and an example of footways in **Figure 2.5**.



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Figure 2.3 – Existing Public Rights of Way within and around Blythe Valley Park

### Off-site Routes

- 2.3.5 BVP is well connected to the external network by paved footpaths which are lit and in good condition. The walking and cycling network surrounding BVP is detailed in Solihull MBC's Walking and Cycling Map which is included as **Appendix B**.



Figure 2.4 – Pedestrian Crossing within Blythe Valley Park

- 2.3.6 External to BVP there is a Toucan crossing providing access across the A34 allowing safe connection to the Tesco superstore, Notcutts Garden Centre and to Monkspath, north of the A34. There are also leisure routes through the countryside area to the east of BVP.





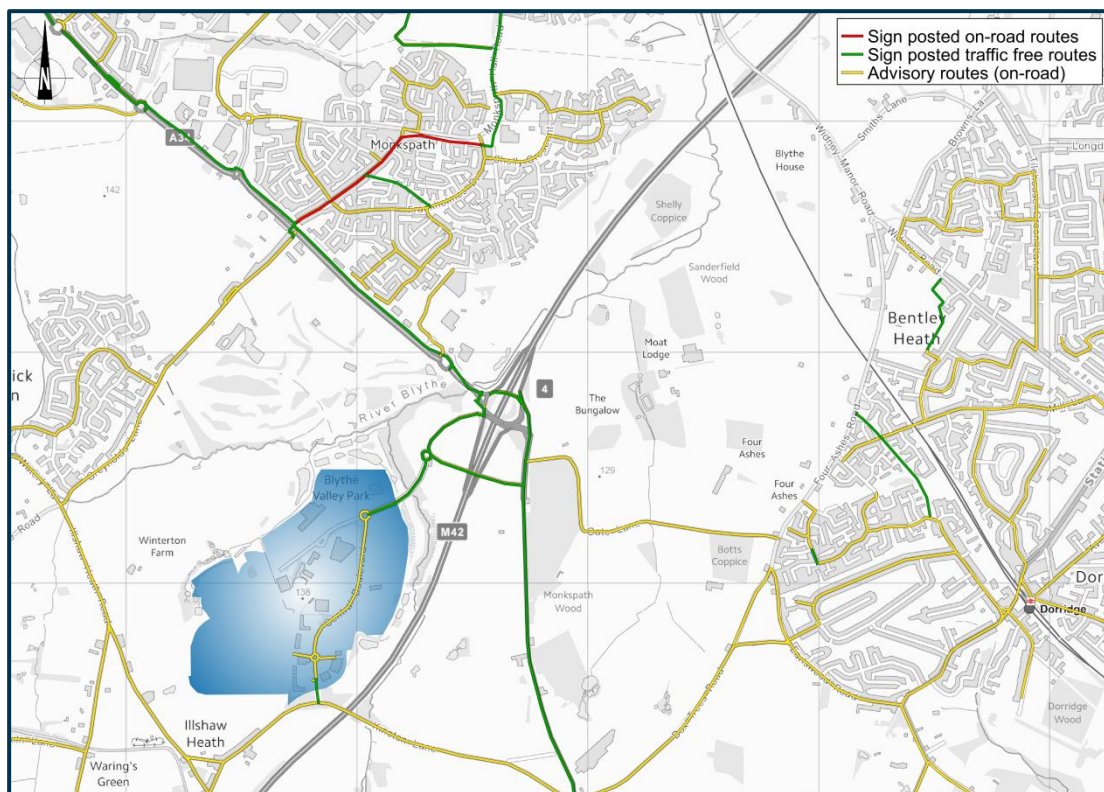
Figure 2.5 – Example of Footways within Blythe Valley Park

- 2.3.7 There is good footpath provision to local destinations with paved footways along the A34 leading north-east towards Shirley and Monkspath, along the north and eastern side of Junction 4 of the M42 and along the A3400 from Junction 4 of the M42 to Hockley Heath.
- 2.3.8 A public footpath connects Dorridge to BVP, although there is no footway provision along Gate Lane or along Kineton Lane bordering the south of BVP which connects to both Illshaw Heath and Hockley Heath.

## 2.4 Cycle Facilities

- 2.4.1 Within BVP there are a number of well signed and lit shared foot and cycle paths forming a part of the Solihull cycle network. The existing cycle routes within and around BVP are shown in **Figure 2.6**.





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Figure 2.6 – Existing cycle routes within and around Blythe Valley Park

#### 2.4.2 The cycling offer at BVP currently includes:

- the cycle routes within the country park are integrated into the BVP design and are signposted and suitable for cyclists and pedestrians alike
- a cycle route runs from the bus terminus in BVP to Cheswick Green and Illshaw Heath, thus making cycling a viable alternative to local residents for work and leisure trips
- controlled crossings on the A34 provide good access to BVP from the A34 for cyclists. A shared foot/cycleway stretches along the A34 from BVP to Monkspath Hall Road and beyond with designated cycle routes for most of the journey, from areas such as Monkspath and Shirley
- the controlled crossing at the site exit junction with the A3400 provides access to cycle routes along the A3400 to Hockley Heath and along Gate Lane to Dorridge
- a shared foot / cycle way along the north and eastern sides of the roundabout at Junction 4 of the M42 connecting the A34 and A3400
- cycle storage throughout the site (see **Figure 2.7**), and
- a pool cycle scheme, operated by the management team at BVP, makes bicycles available for use by occupiers of the site subject to booking.

#### 2.4.3 There are also a number of 'advisory', on-street cycle routes nearby, including Kinton Lane, Illshaw Heath Road, Gate Lane and Creynolds Lane.



Figure 2.7 – Cycle Storage at Blythe Valley Park

## 2.5 Bus Services and Facilities

- 2.5.1 There are several bus stops within Blythe Valley Park; one along Blythe Gate (**Figure 2.8**), one along Central Boulevard and one at the end of Central Boulevard before the bus gate. The bus stop along Blythe Gate and Central Boulevard are both sheltered (with the exception of the stop on the east side of Central Boulevard which is intended for drop off) with seating, good lighting and with bus timetables displayed. The bus stop near the bus gate is a flag and pole stop with CCTV coverage.
- 2.5.2 There are two private bus services currently operating at BVP; one providing connection to Solihull town centre and another with Birmingham International Rail Station. The X20, a public bus service, also routes through BVP and links Stratford-upon-Avon with Birmingham City Centre. **Table 2.1** and **Figure 2.9** provide further details of these bus services and routes. A copy of the local bus timetables are included in **Appendix C**.
- 2.5.3 In addition to these bus services there are also a number of other services that operate to other nearby localities:
- the S2/S4 service operates a half hourly (7.30am-6.30pm from Monday to Saturday; no Sunday service) between Dorridge and Cheswick Green (via Solihull Town Centre) which is located to the approximately 1.2 km to the north-west of Blythe Valley Park, and
  - the S3 service operates between Solihull, Dorridge and Hockley Heath, with the bus stop at Hockley Heath located on the A3400 less than 300m north of the junction with Kineton Lane approximately one kilometre south-east of the M42. This service runs every half hour Monday to Saturday between the hours of 6.30am and 11.30pm (Sunday services are hourly between 9am and 7pm).





Figure 2.8 – Bus Stops on Blythe Gate

Table 2.1 – Bus Services within the Vicinity of Blythe Valley Park

Service Number	Operator	Route	Frequency (Monday to Friday; no weekend service)	Approximate Travel Time
Private Bus	Silverline	Birmingham International Rail Station - Blythe Valley Park	Approximately hourly; three services in the morning and four in the evening	15 minutes
		Blythe Valley Park - Birmingham International Station		15 minutes
Private Bus	Silverline	Solihull (Rail Station) - Blythe Valley Park	Approximately hourly; three services in the morning and four in the evening	20 minutes
		Blythe Valley Park - Solihull (Rail Station)		20 minutes
X20	Johnsons	Birmingham - Blythe Valley Park - Henley - Stratford-upon-Avon	Three in the morning and two in the evening	45 minutes from Birmingham 40 minutes to Stratford-upon-Avon
		Stratford-upon-Avon - Henley - Blythe Valley Park - Birmingham	One in the morning and two in the evening	40 minutes from Stratford-upon-Avon 50 minutes to Birmingham

Bus timetables accessed on 13/01/16

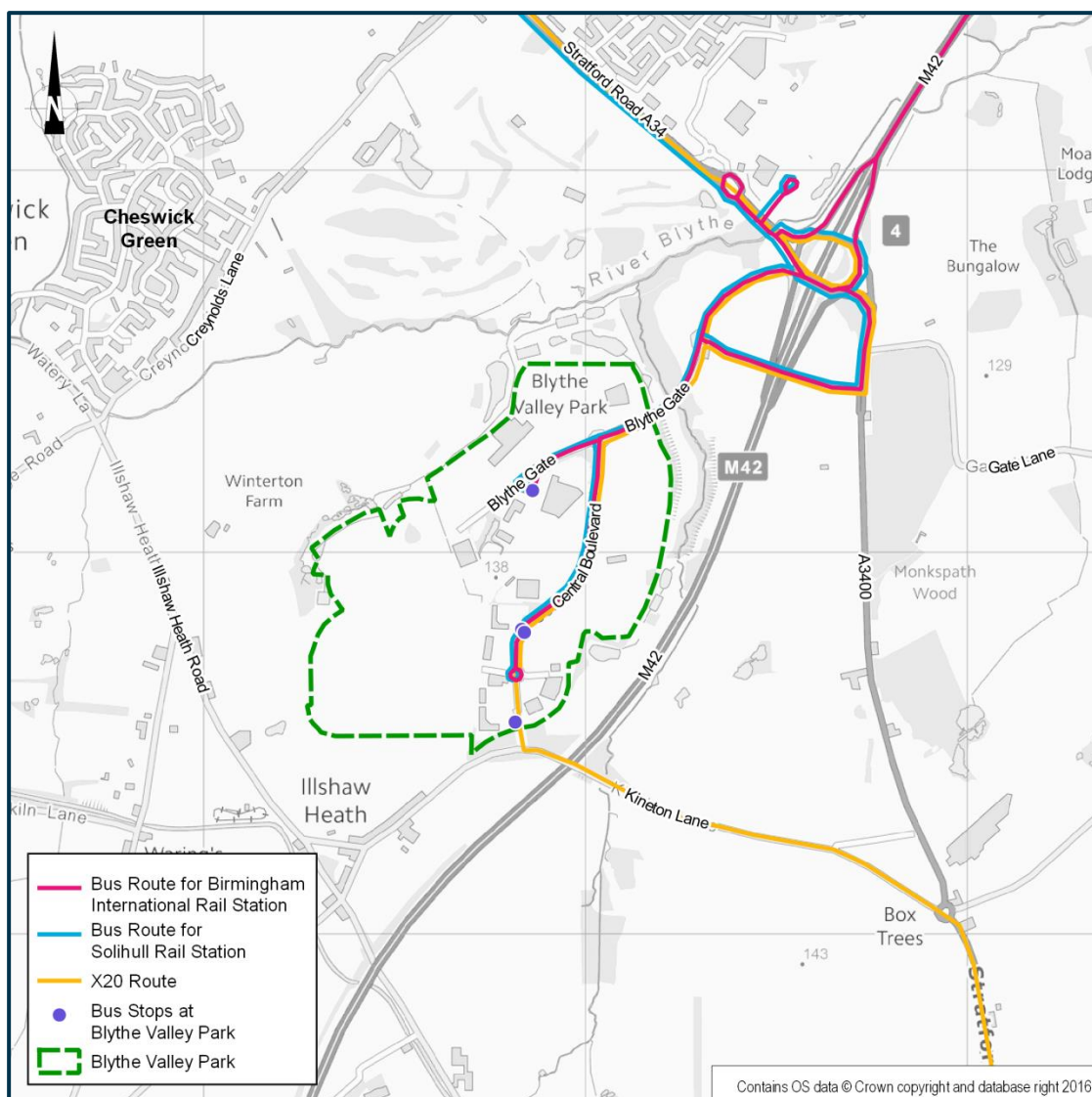


Figure 2.9 – Bus Routes at Blythe Valley Park

## 2.6 Rail Services

- 2.6.1 The private bus services from BVP provide direct connection to main line rail stations (Solihull and Birmingham International rail stations), facilitating access from both across the West Midlands and nationally.
- 2.6.2 Solihull Rail Station lies on the rail line between Birmingham Snow Hill and Leamington Spa. Services passing through the station include those from Kidderminster, Birmingham, Leamington Spa, High Wycombe and London Marylebone amongst others – with a twice hourly service from London Marylebone. Additionally, Birmingham Snow Hill, Jewellery Quarter and The Hawthorns stations all provide local connections to West Bromwich, Wednesbury, Bilston and Wolverhampton via the frequent Midland Metro light rail service.
- 2.6.3 Birmingham International Rail Station provides access from a wide variety of locations. Rail services to Birmingham International Station include, among others, regular services from Manchester, various locations within the Midlands, locations in Wales as well as from London Euston (three to four services an hour).

- 2.6.4 In addition to these two stations there are a number of local stations within a five kilometre radius of the site (stations at Dorridge, Widney Manor and Earlswood amongst others). Birmingham New Street Station is also approximately 30 minute drive from BVP or is accessible via the bus service X20. Birmingham New Street Station is a major rail hub and provides connections to towns and cities across the country.

## 3 Policy and Guidance Review

### 3.1 Policy and Guidance

- 3.1.1 This section provides an overview of the current national and local policies that have and will continue to inform the development of the PWTP. The PWTP has also been prepared with regard to best practice guidance from the appropriate travel planning guidance. Reviewing these policies and guidance will ensure that the PWTP is developed and implemented in accordance with established policy aims and objectives and follows best practice guidance.



#### National Planning Policy Framework (March 2012)

- 3.1.2 National policy has moved towards securing more sustainable outcomes with emphasis on minimising the need for travel, reducing car use and encouraging the use of more sustainable modes of transport.
- *Paragraph 29: "The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel."*
  - *Paragraph 36: "All developments which generate significant amounts of movements should be required to provide a Travel Plan."*

#### National Planning Practice Guidance (March 2014; and subsequent updates)

- 3.1.3 The National Planning Practice Guidance (NPPG), web-based resource, collates relevant planning practice guidance and provides links between the NPPF and relevant legislation and guidance.



3.1.4 Regarding Travel Plans the following principles are identified:

- *“Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new site rather than retrofitted after occupation.”*
- *“Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling).”, and*
- *“The primary purpose of a Travel Plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes.”*

3.1.5 On the basis of the above, the PWTP addresses the potential for mode shift from single occupancy car use to more sustainable modes of travel such as walking, cycling, public transport use and car sharing.

### **Creating Growth, Cutting Carbon – Making Sustainable Local Transport Happen (January 2011)**

3.1.6 The White Paper Creating Growth, Cutting Carbon – Making Sustainable Local Transport Happen forms part of the government’s overall strategy to tackle carbon emissions from transport. The White Paper encourages short trips (less than five miles) to be undertaken using sustainable modes of transport such as walking, cycling and public transport.

3.1.7 The priority set out for local transport is to, *“encourage sustainable local travel and economic growth by making public transport and cycling and walking more attractive and effective, promoting lower carbon transport and tackling local road congestion.”*

### **Circular 02/2013: The Strategic Road Network and Delivery of Sustainable Development**

3.1.8 This Travel Plan is consistent with the key principles of the Circular 02/2013 and in particular paragraph 31 which states that *“the preparation and implementation of a robust travel plan that promotes use of sustainable transport modes such as walking, cycling and public transport is an effective means of managing the impact of development on the road network, and reducing the need for major transport infrastructure.”*

### **Active Travel Strategy (2010)**

3.1.9 The Active Travel Strategy published by the Department for Transport (DfT) sets out the Government’s strategy for getting more people walking and cycling and states that, with two-thirds of the journeys made being fewer than five miles, walking and cycling should be an everyday way of getting around. The Active Travel Strategy identifies the importance of cycling and walking for health and accessibility, and highlights that this can also reduce congestion and emissions when replacing journeys by car.

### **Choosing Health: Making Healthier Choices Easier (2004)**

3.1.10 The Government’s Health White Paper, Choosing Health: Making healthy choices easier, published in 2004, identifies that there are a number of areas where cycling and walking can help contribute to improving personal health. Getting people to exercise more often is key to

reducing obesity and tackling conditions like heart disease, diabetes and improving mental health. Encouraging people to include exercise in their daily routine, e.g. cycling to work, school and/or walking to the shops instead of driving can help to address the 'prevention is better than cure' agenda.

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

- 3.1.11 Movement for Growth: The West Midlands Strategic Transport Plan (December 2015) supersedes the West Midlands Local Transport Plan 3 and sets out the long term approach to improving the West Midlands transport system over the next 20 years. The Strategic Transport Plan highlights that transport is key in supporting the economy, growth and prosperity of the West Midlands and sets out its vision for transport as follows: *'We will make great progress for a Midlands economic 'Engine for Growth', clean air, improved health and quality of life for the people of the West Midlands. We will do this by creating a transport system befitting a sustainable, attractive and economically vibrant conurbation in the world's sixth largest economy'.*
- 3.1.12 Transport is firmly at the heart of plans to support economic growth by the new West Midlands Combined Authority and the importance of an effective transport system for the creation of new jobs, economic growth is realised. Sustainable transport is a key theme throughout the Strategic Transport Plan with a commitment to invest in infrastructure and encourage behaviour change.
- 3.1.13 The Strategic Transport Plan sets out five challenges in the West Midlands *'for which an excellent transport system is an essential part of the solution:*
- A. *Economic Growth and Economic Inclusion*
  - B. *Population Growth and Housing Development*
  - C. *Environment*
  - D. *Public Health*
  - E. *Social Well-Being'*
- 3.1.14 In light of the five challenges above, nine objectives have been set for the Strategic Transport Plan of which the following are relevant to the travel planning process:
- 'POP1: To help meet future housing needs, by supporting new housing development in locations deemed appropriate by local planning authorities, following their consideration of sustainable development criteria*
- ENV1: To significantly improve the quality of the local environment in the West Midlands Metropolitan Area*
- ENV2: To help tackle climate change by ensuring large decreases in greenhouse gas emissions from the West Midlands Metropolitan Area.*
- PUBH1: To significantly increase the amount of active travel in the West Midlands Metropolitan Area; and*
- SOC1: To improve the well-being of socially excluded people.*

The Plan sets out the policies that have been developed to meet objectives, those relevant to the travel planning process are detailed below:

**Policy 1:** *To accommodate increased travel demand by existing transport capacity and new sustainable transport capacity*



**Policy 4:** *To improve connections to new economic development locations to help them flourish, primarily through sustainable transport connections*

**Policy 8:** *To improve connections to new housing development locations to help them flourish, primarily through sustainable transport connections*

**Policy 11:** *To significantly increase the amount of active travel in the West Midlands Metropolitan Area, and*

**Policy 14:** *To increase the accessibility of shops, services and other desired destinations for socially excluded people.'*

- 3.1.15 The Strategic Transport Plan highlights that 67% of UK journeys are currently under 5 miles, of which 55% are by car and there is therefore great scope for a substantially increased role for walking, cycling and public transport to provide the West Midlands with sustainable, effective local accessibility. The West Midlands will ensure that local journeys are targeted for transfer from car use to sustainable travel, *'walking has a key role for journeys up to 1 mile whilst cycling is a viable choice for many people for journeys up to 5 miles.'*
- 3.1.16 The Strategic Transport Plan also recognises that although some trips will always be made by private car, a better connected transport system with attractive alternatives to private car use can drive down the proportion of single occupancy car trips being made on the network. Sustainable access to Blythe Valley Park is also identified through the aspirational national cycle network and bus rapid transit (Sprint) network.
- 3.1.17 The development proposals for Blythe Valley Park are in line with the Strategic Transport Plan vision and challenges; the offer to be part of a community with residential and employment elements with supporting local amenities aims to attract people to Blythe Valley Park to live and work.
- 3.1.18 The internal street network will be designed in line with the Manual for Streets (DfT and Department for Communities and Local Government (DCLG), 2007) which promotes a place concept that prioritises the safety of pedestrians, cyclists and vulnerable users. An enhanced living and working environment also contribute to public health and social well-being.
- 3.1.19 The proposed development reduces the need to travel off-site through co-locating a variety of land uses which support one another, namely residential and employment. The sustainable transport network provided on-site encourages trips to be made on foot or bicycle internally with connectivity to the foot, cycle and bus routes also provided enabling sustainable travel to key destinations off-site.

### **Solihull Local Plan – Shaping a Sustainable Future (2013)**

- 3.1.20 The Solihull Local Plan: Shaping a Sustainable Future was adopted in December 2013. It replaces the policies previously saved under the Solihull UDP.
- 3.1.21 The Local Plan names BVP as one of the Borough's major economic assets and states its commitment to support its growth and competitiveness in the market.
- 3.1.22 Policies related to the development of this PWTP are summarised below:
- **Policy P7** (Accessibility and Ease of Access)
    - a. *"All new development should be focused in the most accessible locations and seek to enhance existing accessibility levels and promote ease of access."*

*Development will be expected to meet the following accessibility criteria, unless justified by local circumstances.*

- i Proposed housing development should be:*
    - i. Within an 800m walk distance of a primary school, doctor's surgery and food shop offering a range of fresh food; and*
    - ii. Within a 400m walk distance of a bus stop served by a commercial high frequency bus service (daytime frequency of 15 minutes or better) providing access to local and regional employment and retail centres; and/or*
    - iii. Within an 800m walk distance of a rail station providing high frequency services (3 or more per hour during peak periods) to local and regional employment and retail centres.*
  - ii Proposed offices, retail and leisure development should be located in town centres, or other established locations including Birmingham Business Park, Blythe Valley Business Park, Birmingham Airport and NEC, as defined in Policies P1, P2 and P19. Here and elsewhere they should be within a 400m walk distance of a bus stop served by a commercially run high frequency bus service;*
  - iii Investment in improvements to local public transport provision, cycling and/or walking measures will be sought in association with development proposals which do not meet the accessibility criteria set out by this policy.*
  - b. Access to development from the core walking, cycling, public transport and road networks will be expected to be:*
    - i Safe, attractive, overlooked and direct on foot, by bicycle and from public transport;*
    - ii Safe for those vehicles which need to access the development;*
    - iii And assessed in accordance with Policy P15 'Securing Design Quality' in the Local Plan."*
- **Policy P8 (Managing Demand for Travel and Reducing Congestion)**
- a. "All development proposals should have regard to transport efficiency and highway safety:*
    - i Development will not be permitted which results in a significant increase in delay to vehicles, pedestrians or cyclists or a reduction in safety for any users of the highway or other transport network;*
    - ii Travel demands associated with development should be managed to minimise detrimental impact to the efficiency of the highway network;*
    - iii Ensure new development reduces the need to travel e.g. by promoting linked trips and encouraging mixed use development where appropriate;*
  - b. The use of sustainable modes of transport, i.e. walking, cycling and public transport, shall be promoted and encouraged in all developments by:*
    - i Ensuring the design and management of the development enables and encourages the use of sustainable modes of transport;*

- ii Ensuring transport planning measures are implemented to help and encourage people accessing the development to use sustainable transport modes;*
- iii Ensuring the routes to the site from nearby services and local public transport stops are good quality, direct and attractive to use for all users."*

■ **Policy P18** (Health and Wellbeing)

- a. "The Council will expect new development proposals to promote, support and enhance physical and mental health and wellbeing. Support will be given to proposals which:*
  - i Provide opportunities for formal and informal physical activity, exercise opportunities, recreation and play*
  - ii Contribute to a high quality, attractive and safe public realm in accordance with Policy 15 Securing Design Quality, to encourage social interaction and facilitate movement on foot and by cycle*
  - iii Contribute to the development of a high quality, safe and convenient walking and cycling network*
  - iv Improve the quality and quantity of the green infrastructure network in the Borough. The protection and enhancement of physical access, including public rights of way to open space and green infrastructure will also be supported, and*
  - v Increase access to healthy food by sustainable transport modes.*

3.1.23 This Travel Plan seeks to deliver the policies laid out in the Local Plan at BVP.

### **Solihull Health and Wellbeing Strategy 2013-16**

- 3.1.24 The Solihull Health and Wellbeing Strategy (2013-2016) sets out Solihull MBC's vision and approach to health and wellbeing in Solihull. The ultimate aim of the strategy is to improve the health and wellbeing of the population of Solihull, reduce inequalities and improve the quality of health, education and social care services.
- 3.1.25 Throughout its policy objectives the strategy emphasises the importance of sustainable developments, increasing healthy lifestyle opportunities, access to employment and addressing mental ill health.
- 3.1.26 Of particular importance is policy objective 6: 'Create and Develop Healthy and Sustainable Places and Communities.'

### **Vehicles Parking Standards and Green Travel Plans Supplementary Planning Document**

- 3.1.27 The Vehicle Parking Standards and Green Travel Plans Supplementary Planning Document support the Solihull UDP (2006) and lays out the requirements for parking provision and its design for development in the Solihull Borough. It also provides guidance on when a Travel Plan is required for a development.
- 3.1.28 This supplementary planning document requires the submission of a Travel Plan for proposed development of B1 Business use greater than 2,500 m<sup>2</sup>, however, there are no specific requirement standards set for residential developments. This PWTP is in accordance with the requirements set out within this document.

- 3.1.29 The Vehicle Parking Standards and Green Travel Plans Supplementary Planning Document (SPD) sets out the requirements for parking provision and its design for developments in Solihull. It also provides guidance on when a Travel Plan is required for a development.

## 4 Travel Plan Targets

### 4.1 Introduction

- 4.1.1 The overall objective of this PWTP is to reduce the number of persons/ residents/ staff travelling to BVP by car and this section identifies how a significant single occupancy car mode shift could potentially be achieved. This section provides an indication as to the overall impact travel planning could have on reducing single occupancy car mode share.
- 4.1.2 NPPG highlights that Travel Plans should identify the specific required outcomes, targets and measures, and set out clear 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.
- 4.1.3 Measures such as reducing the need to travel, improving public transport provision and enhancing the use of alternative, more sustainable modes of transport, may assist in creating new capacity within the local network.
- 4.1.4 This PWTP is targeted at reducing the number of single occupancy private car trips associated with the proposed development, by increasing the number of people walking, cycling, car sharing and using public transport. In order to do this, it will be necessary to determine the potential base mode split for residents at the development and to set mode shift targets to reduce single occupancy private car journeys. This will be monitored as part of the Travel Plan process.
- 4.1.5 Setting appropriate mode shift targets is an essential element of a Travel Plan. Travel Plan targets should be SMART, that is:
- Specific
  - Measurable
  - Attainable
  - Realistic
  - Time-bound.

### 4.2 Targets

#### Internalisation

- 4.2.1 It was previously agreed with Solihull MBC that internalisation needs to be accounted for, to represent a realistic consideration of people living and working within BVP, as a result of a mixed use scheme being brought forward to the site. Previous discussions with Solihull MBC in 2014 used 2001 Census data to calculate a potential internalisation percentage for the peak periods. The equivalent 2011 Census 'origin to destination' travel to work data is not available for ward level, however, it is available at MSOA level. The MSOA level incorporating the site and Cheswick green is 'Solihull 029' (E2002109) and shows that five percent of car drivers live and work within the same MSOA.
- 4.2.2 The trip generation, taken from the supporting Transport Assessment, has therefore been modified to include internalisation with a reduction of five per cent applied to vehicle trips originating and terminating within the residential element.

- 4.2.3 This traffic is also removed from the opposite employment trip, to reflect the internalised car journey. This is a reduction of approximately three per cent of employment trips; across all trips to and from BVP, the internalisation leads to a reduction of less than five per cent.

### Assessment of Mode Shift

- 4.2.4 In order to estimate the potential base mode share for the site, calculations have been based on the 2011 Census 'Method of Travel to Work' data. Census data was extracted for Solihull 029 Middle Super Output Area (MSOA) for the proposed application site. **Table 4.1** provides the modal split for Solihull 029 MSOA, whilst **Table 4.2** shows the person trips for each method of journey to work for the proposed development.

Table 4.1 - 2011 Census Method of Travel to Work (Workday Population) – Solihull 029 (MSOA)

Mode of Travel	Mode Share		
	Residential	Residential (with home working)	Employment
Car Driver	82%	77%	84%
Car Passenger	4%	4%	5%
Public Transport	8%	8%	5%
Cycle	1%	1%	1%
Foot	4%	3%	4%
Other	1%	1%	1%
Home Working	-	6%	-
Total	100%	100%	100%
<b>Single Occupancy Car</b>	<b>78%</b>	<b>69%</b>	<b>79%</b>

*Subject to rounding*

- 4.2.5 The MSOA directly to the north of the A34, MSOA, 'Solihull 27' has a similar level of public transport provision that is to be provided at BVP (15 minute frequency service to Solihull Centre, with an evening and Sunday service). This MSOA has a public transport use of 9 per cent for employment and 11 per cent for residential.
- 4.2.6 It is therefore anticipated that with the new bus services the proportion of people travelling by public transport will increase to 10 per cent.

Table 4.2 – Person Trip Generation with 5 per cent Reduction in Trips Applied (residential & employment combined)

Mode	Base Mode Share	Base Trips	Change in Mode Share	Change in Trips	Future Mode Share	Future Trips
Car Driver	84%	2,301	-5%	-134	79%	2,168
Car Passenger	5%	129	0%	0	5%	129
Public Transport	6%	154	71%	110	10%	263
Cycle	1%	31	77%	24	2%	55
Foot	4%	101	0%	0	4%	101
Other	1%	38	0%	0	1%	38
Total	100%	2,754	143%	0	100%	2,754
<b>Single Occupancy Car</b>	<b>79%</b>	<b>2,172</b>	<b>-5%</b>	<b>-134</b>	<b>74%</b>	<b>2,039</b>

Subject to rounding

Table 4.3 – Target Future Mode Share

Mode	Base Mode Share	Future Mode Share	Change in Mode Share
Car Driver	84%	79%	-5%
Car Passenger	5%	5%	0%
Public Transport	6%	10%	4%
Cycle	1%	2%	1%
Foot	4%	4%	0%
Other	1%	1%	0%
Total	100%	100%	0%
<b>Single Occupancy Car</b>	<b>79%</b>	<b>74%</b>	<b>-5%</b>

Subject to rounding

- 4.2.7 As highlighted in **Table 4.3** the initial PWTP target is to achieve a five per cent reduction in single occupancy car trips with a view to increasing this once the PWTP measures become established. This initial target will be achieved by firstly reducing the trips at sources, secondly focusing on improving the public transport offer to staff and residents and finally through the implementation of the PWTP measures.
- 4.2.8 The suggested mode shift by sustainable travel shown in **Tables 4.2 and 4.3** is not fixed, but is intended to give an indication of how the five per cent reduction could be achieved. As shown the reduction could be in the order of 134 fewer single occupancy car trips accessing BVP in the peak hours (based on the AM Peak 0800-0900).
- 4.2.9 The assumptions behind the predicted shifts in sustainable travel modes shown in **Table 4.3** are outlined below:
- Public transport use – enhancing the local bus services is a key part of the PWTP. It is, therefore, reasonable to assume that there will be an increase in the public transport

mode share. An additional four per cent total mode shift by public transport is considered achievable for the development.

- Cycling - promoting and incentivising journeys to work by foot and cycle are a key part of the PWTP. It is, therefore, reasonable to assume that there would be some opportunities for increasing walk/cycle mode share. An additional one per cent total mode shift by foot and by bicycle for is considered achievable for the development.

4.2.10 It is anticipated that an increase in car sharing will be likely once the PWTP measures have become established and this will ultimately contribute towards a further shift away from single occupancy trips.



## 5 Transport Infrastructure Improvements

### 5.1 Introduction

- 5.1.1 The existing network will be further expanded and improved through the development proposals, increasing connectivity of BVP with the wider community and amenities. This will encourage and facilitate the use of sustainable travel. Walk and cycle routes will be designed to reflect the principles of MfS; they will be well-connected to surrounding residential areas and key destinations (such as the local centre and key amenities), be pleasant and overlooked and will provide direct routes to bus stops.

### 5.2 Walking and Cycling Links

- 5.2.1 An established network of footways and cycle routes exists to connect BVP with the wider community and local facilities and amenities. The following improvements are proposed to promote and encourage occupants to walk and cycle to and from BVP:

- the site will be designed to facilitate foot and cycle movements along desire lines through the development, linking to the external access points. This will include the provision of the following where appropriate in line with the DfT's Manual for Streets 1 (MfS1) and MfS2:
  - a good level of street and path lighting
  - two to three metre wide footways and cycleways
  - on-site roads will be designed to a 20 mph speed limit with traffic calming measures including chicanes and road geometry
  - tactile and coloured surfacing where appropriate
  - signage to direct pedestrians and cyclists to key facilities and places of interest, including distances, as appropriate.
- attractive foot/ cycle infrastructure will be provided to deliver a connection with existing provision through BVP, and to the wider network
- pedestrian facilities along the eastern end of Kineton Lane providing connection into BVP

- 5.2.2 The existing PROWs at BVP (SL78, SL78A and SL79 shown in **Figure 2.3**) will be retained as part of the proposed development. SL78 and SL79 which run east-west across the western part of BVP will be improved with a more durable surface and continue to provide the current connections they provide across the site. They will be intersected by the Spine Road, and it was agreed with Solihull MBC that no formal crossing would necessarily be provided at these points, although dropped kerbs or other informal crossing facilities would be provided as appropriate. The design of the internal footway provision will ensure adequate facilities are provided for pedestrians and the existing PROWs will form part of the footway network ensuring the permeability of BVP.

- 5.2.3 SL78A will be retained; however, it will now cross Kineton Lane as part of the access changes to the highway. Appropriate pedestrian crossing facilities will be built at this point to maintain the connection provided by the PROW.

- 5.2.4 As part of highway improvements to the Illshaw Heath triangle, proposals are to narrow Kineton Lane and allocate a pedestrian footway through road markings and build outs. This

will improve the pedestrian provision within Illshaw Heath and provide a connection between BVP and the access point on Illshaw Heath Road to the North Stratford Canal.

### Cycle Parking

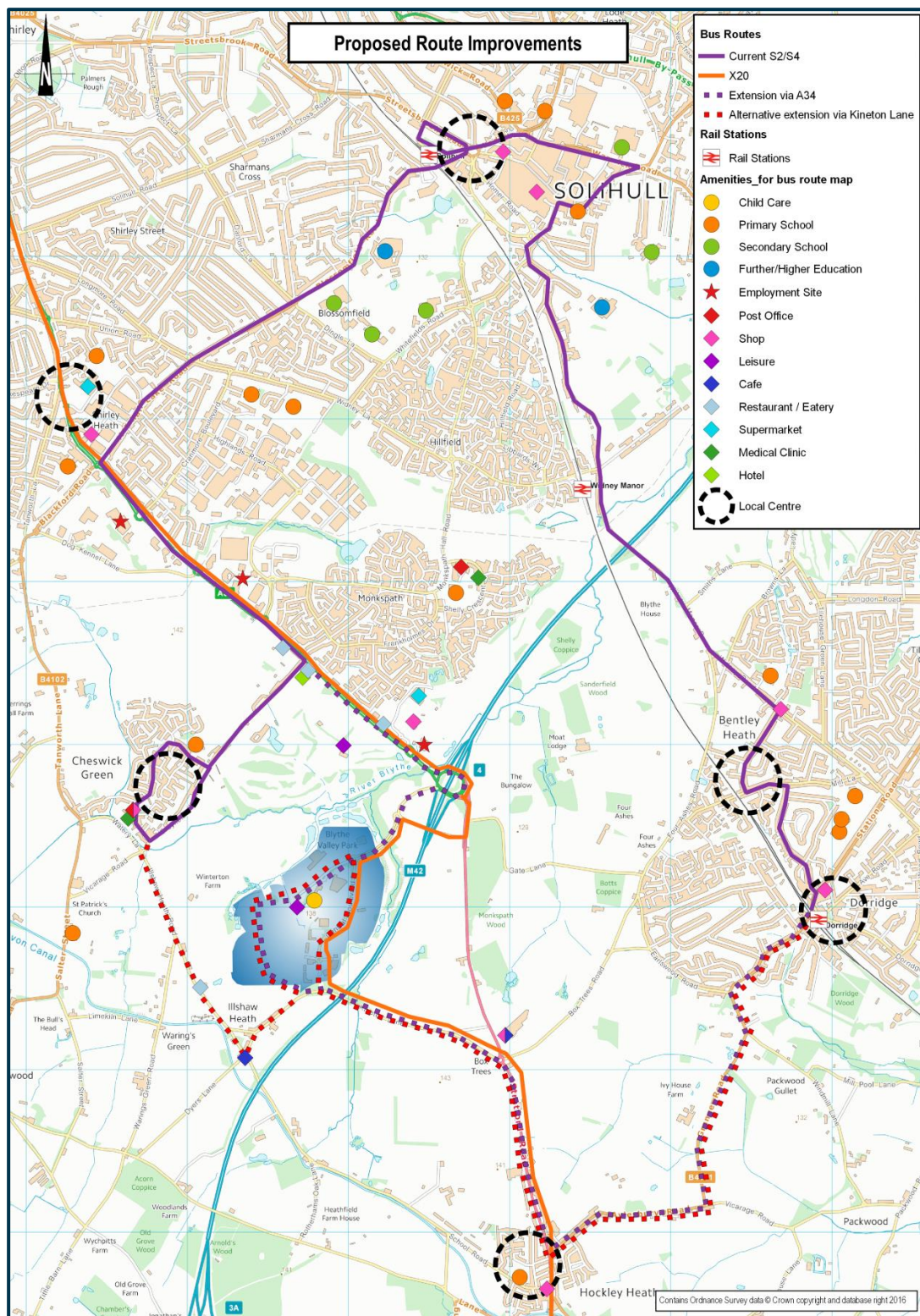
- 5.2.5 The Department for Transport's Accessibility Report reinforces the importance of being able to access amenities by cycling. As demonstrated in **Section 3.2**, there are good opportunities for cycling to/ from Blythe Valley Park, and cycling will be promoted as a viable alternative to car use when travelling in the local area.
- 5.2.6 In accordance with Vehicle Parking Standards and Green Travel Plans SPD, secure cycle parking will be provided at the proposed development. It is proposed that cycle parking will be provided within the confines of a dwelling /garage, or alternatively provided in secure, well lit, covered cycle storage facilities.

## 5.3 Public Transport Access

- 5.3.1 A quality public transport offer is vital to the sustainability of the site and accessibility to key services and facilities such as education. Therefore development proposals include the enhancement of local bus services to provide improved connectivity to the nearby towns and villages of Solihull, Knowle, Dorridge and Cheswick Green and the core amenities within them. The proposed route improvements are detailed in **Figure 5.1** below.
- 5.3.2 The proposals will improve the existing S2 and S4 bus services currently operating within the vicinity of BVP. Discussions have been held with Solihull MBC and Centro in connection with the public transport options, and this liaison will continue as the scheme progresses.
- The proposals will achieve a 15 minute daytime frequency to Solihull town centre, Dorridge Rail Station and Cheswick Green Primary School from first occupation of any housing within the development
  - the layout ensures that all housing is within 400m walk of a bus stop where possible, without significant detriment to an efficient bus service
  - the layout of the development is such that walk routes to the bus stops are direct, pleasant and well overlooked, and where possible, there is seating every 100m
  - the housing is well connected into the surrounding and nearest residential areas by a comprehensive network of walking and cycling routes secured by a Section 106 agreement; and
  - access to school is possible by walking, cycling and public transport (see Section 2).
- 5.3.3 It is proposed that with the new bus service two new bus stops would be provided on the Spine Road to serve the proposed residential development. **Figure 5.2** shows the potential bus stop locations for the proposed development and the walk isochrones to access the bus stops. This shows that all residents and entrances of the employment units are within 400 m walk of a bus stop as is the blended core (where the retail and community facilities are located). The isochrones are 'as the crow flies' and therefore the distances shown has been reduced from 400 m to 333 m (in accordance with adjustment factors used in DfT software for accessibility assessment) to reflect that.
- 5.3.4 The proposed improved bus service will enhance weekend services as currently there are no Sunday services operating at Blythe Valley Park and only the X20 operates a Saturday service at the site. **Table 5.1** provides the potential frequencies and travel times for the proposed bus services.

Table 5.1 – Potential Travel Times and Frequency for Proposed Bus Services

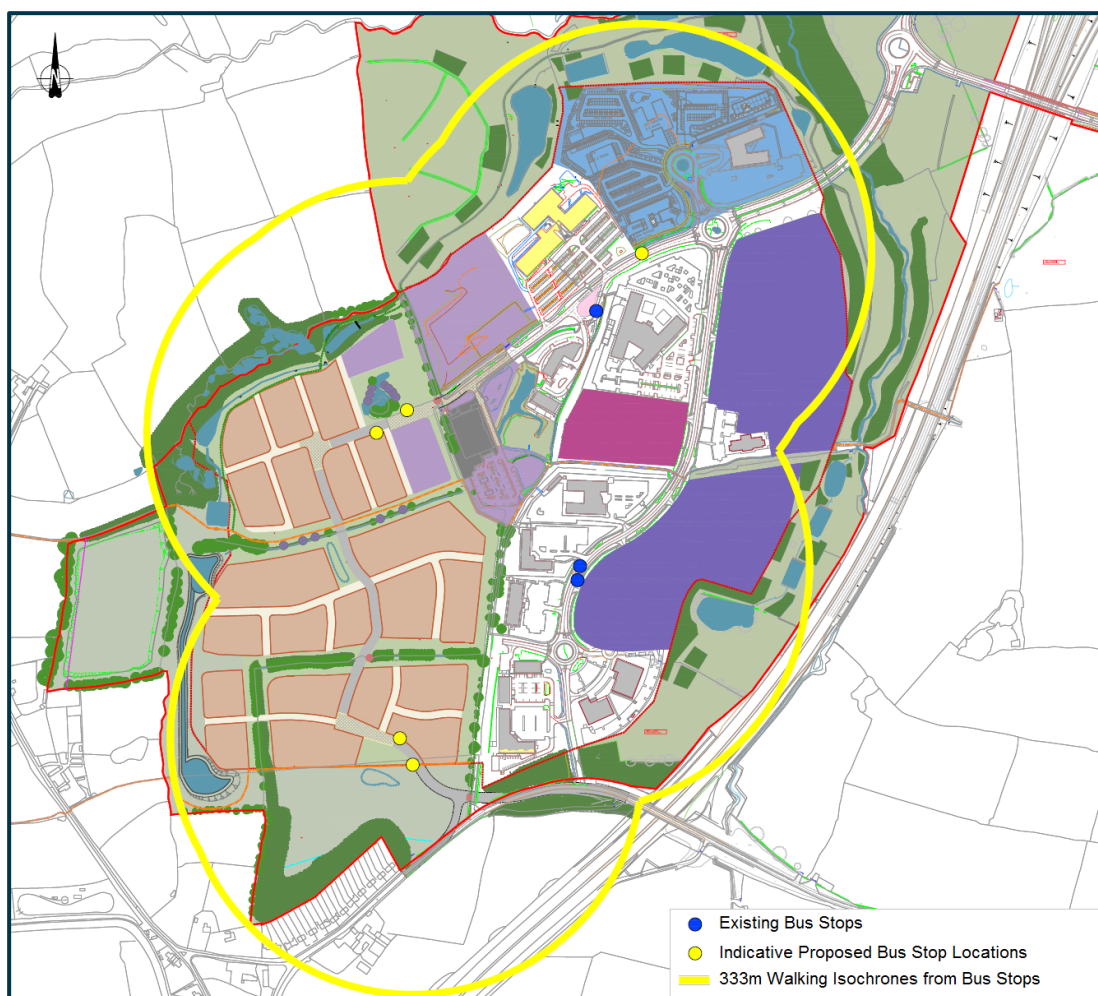
Route	Frequency		Approximate Travel Time
	Monday to Saturday	Sunday	
Solihull (Rail Station) - BVP - Hockley Heath - Dorridge - Solihull	Half hourly from 6:30am to 7pm, Hourly from 7pm to 10pm	Hourly Sunday service	25 minutes from Solihull to BVP 5 minutes from BVP to Hockley Heath 10 minutes from BVP to Dorridge Rail Station
Solihull (Rail Station) - Shirley - Cheswick Green - BVP	Half hourly from 6:30am to 7pm, Hourly from 7pm to 10pm	Hourly Sunday service	40 minutes from Solihull to BVP 10 minutes from Cheswick Green to BVP



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Figure 5.1 – Local amenities and proposed bus routes





Contains Ordnance Survey data © Crown copyright and database right 2016

Figure 5.2 – Indicative proposed bus stop locations

## 6 Implementation and Governance

### 6.1 Introduction

- 6.1.1 This Section of the PWTP sets out the overarching management principles and details the responsibilities of the developer, occupiers and PWTP in enabling and encouraging sustainable travel practices. Consideration is also given to the mechanisms through which the future communities will be able to influence and engage with the travel planning process.
- 6.1.2 The preparation of this PWTP covering a variety of land-uses, offers significant benefits through economies of scale. The areas where benefits can be achieved include:
- The sharing / joint preparation of marketing information
  - Implementation of Travel Plan measures
  - Management of the Travel Plan, including monitoring and review.
- 6.1.3 However, it is not just a simple case of 'one size fits all', as the individual organisations may tailor the PWTP to suit their individual needs.

### 6.2 Developer Responsibilities

- 6.2.1 The Client and developer for the proposed development of BVP is IM Properties. They will be required to lead the delivery and implementation of the PWTP, and they will have overall responsibility for the relevant obligations, which will be clearly set out within the relevant Section 106 agreement based on this PWTP.
- 6.2.2 IM Properties will appoint the Park Travel Plan Coordinator (PTPC) who's role will cover the entirety of BVP including the existing and new development. The PTPC will promote the PWTP to all users of the Park and will also act as a key point of contact during both the construction phase and following completion of development. Therefore, the PTPC will be appointed by the developer prior to the commencement of construction at the site and will be funded by the developer for a minimum of five years following completion of development.

### 6.3 Park Travel Plan Coordinator

- 6.3.1 The appointed PTPC will be funded by the developer for a minimum of five years after completion and will promote long-term measures across the site to encourage a shift away from single occupancy car use towards alternative forms of travel such as walking, cycling, public transport and car sharing. This will be achieved through the provision of targeted advice, effective management and close liaison with Solihull MBC and Highways England.
- 6.3.2 At this stage, to provide consistency across BVP, it is expected that the current site-wide Travel Plan Coordinator for the Park would also be responsible for the new development including the residential element.
- 6.3.3 In broad terms, the PTPC will be responsible for:
- issuing and explaining the PWTP to new occupiers and residents
  - preparing marketing material and disseminating the information to the Park's occupants and residents

- coordinating the implementation of the PWTP measures
- liaising with Solihull MBC and Highways England
- undertaking annual reviews of the PWTP to assess progress
- organising and submitting feedback to Solihull MBC and Highways England.

6.3.4 It is recognised that the role of the PTPC will change throughout the implementation period, as the site is developed and occupied. Should the individual appointed as PTPC change, there will be a handover period, during which time the details of the newly appointed PTPC will be disseminated to the relevant site occupants, and to Solihull MBC and Highways England.

## 6.4 Steering Group

- 6.4.1 The creation of a Transport Steering Group for BVP was agreed as part of the previous planning consent for BVP Phase 2 and subsequent applications. The overall purpose of the Transport Steering Group is to act as a forum for cooperative joint working and will be responsible for reviewing progress against the PWTP targets and agreeing future transport strategies.
- 6.4.2 It is proposed that the Steering Group would be formed by a representative of Solihull MBC, a representative of Highways England and the PTPC. The PTPC will represent the interests of both the Park residents and employees.
- 6.4.3 The purpose of this Group is to uphold the transport vision set out in the PWTP by regularly reviewing progress towards key transport outcomes and adapting to technological, behavioural and political changes when necessary. Through working in partnership, this group will also seek opportunities to secure additional sources of funding for the PWTP and will plan and deliver the transport measures at BVP, securing benefits that come from this wider participation.
- 6.4.4 This Group will liaise on a regular basis and be responsible for feeding back the results from the monitoring of the PWTP and the impact of the public transport proposals against the agreed transport outcomes and targets for mode share.
- 6.4.5 Whilst the PWTP sets out the agreed outcomes, it will be a 'living' document that is consistently monitored, reviewed and revised where necessary as demonstrated in **Section 8, Figure 8.1**. During the review of the PWTP, in order to maximise sustainable travel behaviour, a principle of 'continuous improvement' will be adopted. This principle of continuous improvement ensures that lessons will be learned and experience shared through the implementation of the PWTP.

## 6.5 Occupier and Management Company Responsibilities

- 6.5.1 Future occupiers and residents of BVP will be encouraged to support the PWTP and actively engage in PWTP activities. This includes participation in questionnaire surveys undertaken as part of the monitoring process for the site and providing feedback on the PWTP to the PTPC as and where appropriate.
- 6.5.2 The BVP Management Company will be expected to work with the PTPC to promote the PWTP on their site and where appropriate to ensure a joined up approach in travel planning across the Park. As aforementioned, BVP currently has a Travel Plan Coordinator for their voluntary Travel Plan and therefore it is likely that this Travel Plan Coordinator will take up the role of the PTPC. After five years post completion of the residential development, the ownership of the PWTP will pass to the Management Company to be maintained on a voluntary basis.

## 7 Travel Plan Measures

### 7.1 Introduction

- 7.1.1 This PWTP aims to establish sustainable travel patterns for the staff and residents of BVP. The measures set out within this Section are specific to BVP which alongside the physical infrastructure improvements outlined in **Section 5**, will help achieve the targets set within **Section 4**.
- 7.1.2 When setting out the measures there is deliberate repetition to ensure that the PWTP is user-friendly and the end user(s) have all of the information needed for successful implementation.
- 7.1.3 A tabular breakdown of the infrastructure and 'soft' measures, responsibilities for implementation and proposed timescales are provided in **Section 9**.
- 7.1.4 It should be noted that when referring to 'Residential' this includes the residents of the extra care units and when referring to 'Workplace' this covers all staff at BVP including the Virgin Active Gym, Busy Bees Day Nursery, extra care units, local centre units and the Hotel.

### 7.2 Marketing and Promotion of PWTP Measures

- 7.2.1 A key element of the PWTP will be ensuring that existing and future users of BVP are well informed about their travel options through the promotion of alternative, more sustainable, travel modes than the private car. This section of the PWTP sets out a number of marketing and promotional measures to both inform and raise users awareness regarding sustainable travel.

#### Park Wide Measures

##### Sustainable Travel Webpage – Community Webpage

- 7.2.2 Information about travelling to and from BVP is currently provided on the Park's website at [www.blythevalleypark.co.uk](http://www.blythevalleypark.co.uk). A dedicated sustainable travel webpage could be set up to provide information on the PWTP, the ethos behind it, and to make occupiers of BVP aware of the travel options that are available to them. The website would act as a 'one stop shop' for travel information targeted at residents, staff and visitor and would provide the facility for occupiers of the Park to plan their own personal journey.
- 7.2.3 The website could include the following features:
- Purpose of the Travel Plan
  - Travel news and events
  - Details of incentives
  - Gamification / competition element
  - Journey planner
  - Park Travel Plan Coordinator (PTPC) contact details



### Branding

- 7.2.4 The idea of branding the PWTP will be explored. A brand identity could be developed by the Steering Group to assist the effective communication of the PWTP. The marketing strategy for the PWTP would then be based on the brand and would enable all travel and transport related activities to sit within this and make them easily recognisable to the users of BVP. By having a brand identity users of the Park could relate to the PWTP and be more likely to partake in trying to achieve its targets.

### Travel Champions

- 7.2.5 Establishing a network of Travel Champions around BVP will be considered. The Travel Champions will work closely with the PTPC to help to raise awareness of the PWTP and its objectives throughout the BVP community and localise the information for their organisation. The Champions would help to communicate and promote the PWTP measures within their organisation and be an initial point of contact for staff with any queries.
- 7.2.6 The role of a Travel Champion would be limited in terms of time and resource as they would purely be disseminating the information already developed by the PTPC.

### Personalised Travel Planning

- 7.2.7 Undertaking a programme of Personalised Travel Planning (PTP) at BVP will be considered. PTP is the provision of travel advice to individuals which “*encourages people to make more sustainable travel choices.*” (DfT)
- 7.2.8 PTP can also assist with social inclusion and health and wellbeing issues by making people aware of the transport links into the wider community plus the benefits of active travel. Evidence taken from previous PTP projects demonstrates that targeted transport information can play a role in encouraging people to reduce their single occupancy car use, but only in confluence with other supporting factors and measures
- 7.2.9 Residential PTP would take the form of a door to door travel advice service undertaken by specially trained advisors. This method would make it an easy option for the residents as they can get involved from the comfort of their own homes. The advice will encourage residents to think about their personal travel needs which will enable the development of personalised travel information which is tailored to their needs and help them to make informed travel choices.
- 7.2.10 In terms of workplace PTP, depending on the size of an organisation PTP staff would spend one day in each organisation, generating PTPs for staff at their desks, or at pre-arranged appointments.

### Social Media

- 7.2.11 The use of social media to establish a degree of competition between organisations and residents will be explored. Establishing links between BVP users through Facebook and/or Twitter could encourage social interaction and help to engender behaviour change. Peer to peer influencing to be active in terms of doing more walking and cycling can achieve far more than purely being encouraged through the implementation of travel plan measures.
- 7.2.12 By encouraging active travel through social media users of BVP could establish friendly competition with their colleagues and neighbours. Sharing achievements and the desire to ‘do better’ should increase motivation and see active travel as a fun way of getting about.
- 7.2.13 Some form of competition can often be the extra push people need to start walking and cycling even if it is only one day per week.

### Community Notice Boards

- 7.2.14 Notice Boards providing up-to-date and clear information on sustainable travel opportunities in and around BVP will be located in key communal positions including the hotel, Virgin Active Gym, Busy Bees Day Nursery, office/employment units and the communal area of the flats and extra care units.
- 7.2.15 The notice boards will be used to advertise upcoming community / workplace events and activities such as Bike Week plus details of the car sharing scheme and contact details of the PTPC. The PTPC will be responsible for ensuring the information displayed on the notice boards remains current.

## **Residential Measures**

### Household Welcome Packs

- 7.2.16 Household Welcome Packs (HWP) are packages of measures designed to encourage a reduction in the number of car trips generated by BVP by promoting and supporting the use of sustainable modes of travel.
- 7.2.17 The HWP will be contained within welcome packs issued to all new residents moving onto BVP. The information contained with the Packs will provide details on all of the sustainable travel options available in the local vicinity of BVP with the aim of helping residents to make an informed decision regarding their travel choices.
- 7.2.18 The key role of the HWPs is to ensure that the aspirations and objectives of the PWTP are made clear during the purchasing process and by issuing them on occupation new residents are made aware of the sustainable travel opportunities in the local area and are provided with accurate and up-to-date information to enable them to make an informed decision over their choice of mode of travel. It is important to raise awareness at this stage whilst new residents are establishing their travel patterns.
- 7.2.19 The HWPs are likely to include the following information:
- Details of the PWTP including its purpose and objectives
  - Contact details of the PTPC
  - Information leaflets on the benefits of adopting more sustainable travel practices including details of the Residential TravelWise scheme in the West Midlands
  - Maps showing local pedestrian, cycling and public transport networks and public transport timetables
  - Details on how the residents can claim a £100 bicycle voucher, capped at the first 200 applicants
  - Details on how residents can claim a free £50 Swiftcard;
  - Information on the Blythe Valley Park Travelshare scheme  
[www.carshare.blythevalleypark.co.uk](http://www.carshare.blythevalleypark.co.uk) and [www.solihull.liftshare.com](http://www.solihull.liftshare.com)
  - Details of local community activities and events
  - Details of national activities such as Bike Week, Walk to Work Week and National Liftshare day

- Details of the facilities on BVP including Virgin Active Gym memberships and Busy Bees Day Nursery
- Information on home delivery services for local supermarkets, and
- Travel Survey forms.

7.2.20 The PTPC will prepare the HWPs and will ensure that the content remains current throughout the development stages.

#### Sustainable Modes of Travel Strategy

7.2.21 Residents will be provided with information on Solihull MBC's Sustainable Modes of Travel Strategy (SMoT) which promotes the use of sustainable modes of travel to and from school and links into a variety of work programmes to improve children's health and well-being. The summary leaflet for the Strategy is included as **Appendix D**. The initiatives offered by the Strategy include:

- Walking Buses allow school children to walk to school in a group chaperoned by volunteers or parents
- Park and Stride Scheme which identifies locations for parents to park, away from a school site, that are still within walking distance
- Primary School and Secondary School Bikeability (cycle training for pupils), and
- Independent Travel Training works with young people with special educational needs to help them develop the skills needed to be able to travel independently.

#### Solihull 'MyLife'

7.2.22 The Solihull 'MyLife' Scheme provides advice, services and groups to local residents *"to make your life better"*. 'MyLife' includes information on getting out and about and in particular by active modes such as walking and cycling and how this links to health and wellbeing and access to employment.

7.2.23 Residents will be provided with information of the Solihull 'MyLife' Scheme.

### **Workplace Measures**

#### Staff Travel Information Packs

7.2.24 There is evidence to show that people are more likely to consider changing their travel behaviour when undergoing 'life changing moments' such as starting a new job. Therefore, all new members of staff will be given a Staff Travel Information Pack.

7.2.25 Staff Travel Information Packs are packages of information designed to encourage a reduction in the number of car trips generated by BVP by promoting and support the use of sustainable modes of travel. The Packs will also be given to all existing members of staff based at BVP to enable them to make an informed decision over their choice of mode of travel.

7.2.26 The Staff Travel Information Packs are likely to include the following information:

- Details of the PWTP including its purpose and objectives
- Contact details of the PTPC

- Information leaflets on the health, social, economic and environmental benefits of adopting more sustainable travel practices including details of the Company TravelWise scheme in the West Midlands
- Details of relevant websites such as Solihull MBC's transport information pages, journey planning tools and public transport journey planners
- Maps showing local pedestrian, cycling and public transport networks and public transport timetables
- Information on the Blythe Valley Park Travelshare scheme at:  
[www.carshare.blythevalleypark.co.uk](http://www.carshare.blythevalleypark.co.uk) and [www.solihull.liftshare.com](http://www.solihull.liftshare.com)
- Details of local community activities and events
- Details of national activities such as Bike Week, Walk to Work Week and National Liftshare Day
- Details of the facilities on BVP including Virgin Active Gym membership and Busy Bees Day Nursery
- Information on home delivery services for local supermarkets, and
- Travel Survey forms.

#### Travel Information Boards

- 7.2.27 Travel Information boards in the form of notice boards providing up-to-date and clear information on sustainable travel opportunities (including bus and rail timetables) in the local area will be located in strategic locations throughout BVP. These will be used to advertise upcoming community/ workplace events and activities such as walk and bike to work days, car sharing opportunities and promotional material on the environmental, health and financial benefits of sustainable travel. The PTPC will be responsible for ensuring the information displayed on the notice boards remains up to date.
- 7.2.28 The notice boards will be provided in each office/employment unit, including the Hotel, Virgin Active Gym and Busy Bees Day Nursery. The notice boards could take the form of electronic screens in receptions areas for both existing and new units.

#### Travel Forums

- 7.2.29 Regular travel forums will be held with all staff on at least a 6-monthly basis to remind staff of the importance of the PWTP and to review travel needs and travel plan measures. These will be organised and chaired by the PTPC and will involve both management and staff.

#### Staff Meetings

- 7.2.30 Raising awareness of the importance of sustainable travel encouraged by adding the PWTP onto the agenda at staff meetings.

#### 7.2.31 Working Practices

- Teleworking – this involves staff working either at home or at a satellite office, the frequency of which is likely to depend upon the type of work the employee does.
- Teleconferencing – this involves communicating with other people using video and/or audio-conferencing facilities, and this could reduce the need for business travel to other

sites for meetings etc. If this is not appropriate for the business, then efforts should be made to have meetings at central locations that reduce the need for travelling long distances and offer opportunities for accessibility by non-car modes. Furthermore, a log of business related trips made by staff and the modes by which they were made should be kept to inform the PWTP monitoring process.

- Home-working – this involves putting measures in place to facilitate home working where appropriate and where working practices allow.
- Flexi-time – this involves staff having required core hours but have greater flexibility at either the start or the end of the working day. This enables employee commuter journeys to be adapted around public transport timetables, outside work commitments etc. and reduces the need for staff to travel during peak hours.
- Compressed working week – this differs from flexi-time in that it allows staff to take, for example, one day off per week or fortnight if they work the required hours in advance.

### Annual Newsletter

- 7.2.32 An annual newsletter will be prepared by the PTPC and disseminated to all staff at BVP digitally. The newsletter will contain information on the development, details of the PWTP, including updated travel information as well as a summary of the Annual Monitoring Report which will be submitted every two years to Solihull MBC as part of the monitoring regime for the PWTP (see **Section 8**).

## 7.3 Measures to Promote and Encourage Walking

- 7.3.1 Walking and cycling can play an important role in healthy and active lifestyles. These sustainable travel modes offer an easy and convenient way to integrate physical activity into daily routines. Through the promotion of various measures making it easier to walk or cycle to BVP, residents, staff and visitors will have the opportunity to regularly engage in physical activity.
- 7.3.2 The following measures will be implemented at BVP to promote and encourage walking:

### Park Wide Measures

#### Recreational Walking

- 7.3.3 Encouraging recreational walking can be a way of people realising that they could walk to/from work or to a bus stop or rail station as part of a longer journey by public transport. BVP offers an excellent location for recreational walking with easy access into the Blythe Valley Country Park. It takes between approximately 45 minutes to an hour to make the full walk around the Country Park but shorter walks are possible by taking some of the alternative paths. The development proposals include a 'circuit' around the edge of the entire Park taking in the Country Park.
- 7.3.4 The Country Park paths connect into the existing Solihull Borough public right of way network, and include a 1,200 metre long stretch of the new Blythe Valley Walkway. This walkway runs from the Country Park entrance, past the Park Centre and onto footpaths beyond.
- 7.3.5 The Country Park offers attractive, quiet areas of natural beauty with ponds, reed beds, trees and wildlife to be enjoyed.

#### Solihull Cycling and Walking Map

- 7.3.6 The Solihull Cycling and Walking Map is produced by Solihull MBC and provides details of the local walking, the strategic cycle network, cycling safety tips and details of Solihull Cycling Club and the local bike group CycleSolihull.
- 7.3.7 A copy of the map will be included with the Household Welcome Packs and the Staff Travel Information Packs. A copy of the map is included as **Appendix B**.

#### Events and Activities

- 7.3.8 The PTPC will encourage users of BVP to walk as an alternative to driving through:
- Encouraging participation in national events such as Walk to Work Week and National Walking Month.
  - Disseminating promotional travel leaflets, raising awareness about the health, environmental and social benefits of walking, and providing information on any safety and awareness training in the local area.
  - Providing information on WalkBUDI, a free and simple service matching individuals with other users so they can journey by foot together. WalkBUDI is available through Liftshare.com.

### **Residential Measures**

- 7.3.9 In addition to the enhanced pedestrian facilities to be provided at BVP, the following measures will be implemented through the HWP:
- Provision of a map showing local facilities (e.g. shops, doctors, schools, cafes, banks, cash machines) within walking distance of BVP and off street walking routes including safe crossing facilities
  - Raising awareness of the health, social, financial and environmental benefits of walking through promotional leaflets provided by charities such as Living Streets, The Ramblers Association and the British Health Foundation
  - Residents will be provided with details of the nationwide online walk buddy scheme that is available at [www.walkbudi.liftshare.com](http://www.walkbudi.liftshare.com) Registration with the scheme is free and the aim is to match individuals to share their walk to work and education together
  - Arrange events in conjunction with National campaigns such as Walk to Work Week and Walk to School Month
  - Arranging events to promote walking and publicise local walks for those that cannot include walking in their daily routine
  - Including a pedometer and a walking diary within the HWPs to allow residents to log their journeys and to engender some competition to encourage more trips to be made by foot, and
- 7.3.10 Encourage residents to sign up to the Living Streets website where participants can find walking routes, record their walks and see the number of calories burned.



## Workplace Measures

7.3.11 In addition to the enhanced pedestrian facilities to be provided at BVP, the following measures will be implemented through the Staff Travel Information Packs:

- Encouraging participation in promotional events such as 'Walk to Work' week (more details can be found at [www.walktoworkweek.org.uk](http://www.walktoworkweek.org.uk)); this could involve offering prizes for participants walking to work or the person who walks the most miles during the week
- Provision of a map showing local facilities (e.g. shops, doctors, schools, cafes, banks, cash machines) within walking distance of BVP and off street walking routes including safe crossing facilities
- Publication of annual newsletters promoting the health and environmental benefits of walking
- Dissemination of promotional travel leaflets, raising awareness about the health, environmental and social benefits of walking, and providing information on any safety and awareness training in the local area
- Providing information on WalkBUDi which is an online scheme provided by Liftshare that offers a free and simple service, matching individuals with other users so they can share their walk to and from work. Details of the scheme are at [www.walkbudi.liftshare.com](http://www.walkbudi.liftshare.com), and
- Encouraging staff to sign up to the 'Living Streets' website which enables user to log the miles walked, count calories burnt and CO<sub>2</sub> saved.

## 7.4 Measures to Promote and Encourage Cycling

7.4.1 The following measures will be implemented at BVP to promote and encourage cycling:

### Park Wide Measures

#### Solihull Cycling and Walking Map

7.4.2 The Solihull Cycling and Walking Map is produced by Solihull MBC and provides details of the local walking, the strategic cycle network, cycling safety tips and details of Solihull Cycling Club and the local bike group CycleSolihull.

7.4.3 A copy of the map will be included with the Household Welcome Packs and the Staff Travel Information Packs. A copy of the map is included as **Appendix B**.

#### Events and Activities

7.4.4 The PTPC will encourage users of BVP to cycle as an alternative to driving through:

- Encouraging participation in events such as national Bike Week and local bike rides and clubs. Bike Week is an annual national event giving the opportunity to promote cycling and show that cycling can easily be a part of everyday life for many. The aim is to encourage people to try cycling during that week with the hope that they may start to use it as an everyday mode of travel – '*everyday cycling for everyone*.' Bike Week gives an opportunity to demonstrate the social, health and environmental benefits of cycling and aims to get people to 'give it a go' whether it be for fun, commuting to work or as a means of visits friends or going shopping. Bike Week usually occurs in June but events continue through until September which includes a national 'Cycle to Work Day' in September.

- Disseminating promotional travel leaflets, raising awareness about the health, environmental and social benefits of walking, and providing information on any safety and awareness training in the local area.
- Operating a cycle pool scheme (by the management team at Blythe Valley Park), making bicycles available for use by occupiers of the site subject to booking.
- Providing information on BikeBUDI, a free and simple service matching individuals with other users so they can journey by bicycle together. BikeBUDI is available through Liftshare.
- Considering facilitating Park-wide events such as Dr. Bike services where residents and staff can get a free bike service.

## Residential Measures

7.4.5 In addition to enhancing cycleways within BVP to enable safe cycling, the following measures will also be implemented through the Household Welcome Packs:

- Details on how the residents can claim a £100 bicycle voucher capped at the first 200 applicants of each
- Provision of the Solihull Cycling and Walking Map which provides details of the strategic cycle network, cycling security and safety tips and details of Solihull Cycling Club and the local bike group CycleSolihull.
- Promotion of Solihull MBC's cycling webpages plus the promotion of links to online wider cycle maps and cycle journey planners provided by charities such as Sustrans
- Engaging with and raising awareness about Bicycle User Groups (BUGs) that may be operating within the local area such as CycleSolihull. Local cycling club CycleSolihull encourages people to get cycling through the provision of self-guided route leaflets for rides in Solihull, free group rides and cycling information and advice. Taster and family rides are offered to make cycling accessible to as many people as possible. The Club issues a monthly email newsletter, have a website at [www.cyclesolihull.org.uk](http://www.cyclesolihull.org.uk) and can be found on Facebook and Twitter. BUGs enable likeminded individuals to meet up socially and discuss cycling issues that they feel should be addressed in the workplace. This can help raise awareness of the need for better facilities for cyclists at work.
- The PTPC will also make residents aware of the nationwide on-line bike buddy scheme that is available at [www.bikebudi.liftshare.com](http://www.bikebudi.liftshare.com). Registration with the scheme is free and the aim is to match individuals who live and work in similar locations in order that they can share the cycle to work together. This is a sister scheme to the WalkBudi scheme
- Promotion of local cycle training such as Bikeability. Bikeability is a government recognised training scheme aimed at getting more people cycling and cycling in a safe way. The training includes practical training on how to look after your bike and ensure that it is safe to ride, evidence shows that cyclists are more skills and confident once they have taken part. Solihull MBC provide access to this training through primary and secondary schools.
- Provision of a dedicated web page on the community website will be set up to allow residents to discuss and share advice on cycling (cycle routes, maintenance, etc.)

## Workplace Measures

7.4.6 In addition to enhancing cycleways within BVP to enable safe cycling, the following measures will also be implemented through the Staff Travel Information Packs:

- Consideration will be given to the provision of locker facilities for cyclists and shower facilities (subject to demand).
- Provision of secure weatherproof cycle parking for staff use within 100m of the building entrance at which they work.
- Provision of the Solihull Cycling and Walking Map which provides details of the strategic cycle network, cycling security and safety tips and details of Solihull Cycling Club and the local bike group CycleSolihull.
- Encouraging participation in promotional events and activities such as Bike Week (details at [www.bikeweek.org.uk](http://www.bikeweek.org.uk)).
- Encourage businesses to sign up to 'Cyclescheme', which is the UK's number one provider of tax-free bikes for the Government's Cycle to work initiative. The initiative is part of the Government's Green Transport Plan which provides national insurance savings for both employee and employer. Once a business is registered with the scheme its staff can save between 25 per cent and 42 per cent on the cost of a new bike plus equipment. Further details are available at [www.cyclescheme.co.uk](http://www.cyclescheme.co.uk)
- Providing information on BikeBUDi which is an online scheme provided by Liftshare that offers a free and simple service, matching individuals with other users so they can share their cycle to and from work. Details of the scheme are at [www.bikebudi.liftshare.com](http://www.bikebudi.liftshare.com)
- Establish or join a Bicycle User Groups (BUGs) that may be operating within the local area such as CycleSolihull. Local cycling club CycleSolihull encourages people to get cycling through the provision of self-guided route leaflets for rides in Solihull, free group rides and cycling information and advice. Taster and family rides are offered to make cycling accessible to as many people as possible. The Club issues a monthly email newsletter, have a website at [www.cyclesolihull.org.uk](http://www.cyclesolihull.org.uk) and can be found on Facebook and Twitter. BUGs enable likeminded individuals to meet up socially and discuss cycling issues that they feel should be addressed in the workplace. This can help raise awareness of the need for better facilities for cyclists at work.
- Encouraging the use of websites such as [www.cyclestreets.net](http://www.cyclestreets.net) which allows the planning of cycle journeys and also gives an indication of calories burned and carbon savings for the journey.
- Disseminating promotional travel and health leaflets, raising awareness about the health, environmental and social benefits of cycling.
- Consider the provision of regular free or subsidised Dr Bike sessions offering cycle safety checks / maintenance / repairs
- Consider the provision of a mileage rate for people who cycle on business (up to 20p per mile can be offered tax free).

## 7.5 Measures to Promote and Encourage Public Transport Use

7.5.1 For journeys that are too far to walk or cycle, the bus or train may offer a viable alternative to the private car. Public transport reduces the number of vehicles on the road and can offer

savings on fuel and car maintenance (especially where season tickets are purchased). Additionally, it also frees up time for would be drivers to spend on alternative activities such as reading during their commute.

- 7.5.2 The following measures will be implemented at BVP to promote and encourage the use of public transport:

### **Park Wide Measures**

- 7.5.3 All users of BVP will be provided with information on online journey planning tools to assist them in finding suitable public transport services as a form of personalised travel planning. Details will be provided for the:

- Network West Midlands journey planning tool available online at: <http://journeyplanner.networkwestmidlands.com/>
- Traveline journey planner available at [www.traveline.info](http://www.traveline.info)

- 7.5.4 All new residents will be given a 'Swiftcard' that will be pre-loaded with the maximum top-up amount of £50. SWIFT is a multi-operator transport smartcard issued by Centro to help to simplify public transport ticketing. Once this credit is exhausted, residents would be able pay to top-up the card as required.

- 7.5.5 Distributing pre-loaded cards of this type can be a highly effective means of encouraging local residents to start using public transport options at the earliest stages of occupation, and a proportion of residents would then continue to use public transport as part of an established behaviour pattern.

- 7.5.6 Consideration will be made to the installation of a Swiftcard top up point at a central point within BVP to enable residents and staff to top up their Swiftcards.

### **Residential Measures**

- 7.5.7 In addition to enhancing public transport access within BVP, the following measures will also be implemented through the HWP's:

- Details on how the residents can claim a 'Swiftcard' pre-loaded with £50 credit to be used on local public transport
- Provision of information regarding how to obtain concessionary bus passes for older people (aged over 60) and the mobility impaired.

- 7.5.8 Provision of information (e.g. timetables, maps, etc.) regarding the local bus and rail facilities in the surrounding area. This would be provided in the Household Welcome Packs and displayed on the Community Notice Boards.

### **Workplace Measures**

- 7.5.9 In addition to enhancing public transport access within BVP, the following measures will also be implemented through the Staff Travel Information Packs:

- Promotional material to make staff aware of the public transport options available to them with respect to their journey to and from work through, for example, providing easy to understand bus and rail timetables and maps. Information will be made available within the Staff Travel Information Packs, through the dissemination of promotional leaflets, on staff notice-boards and the organisation's intranet service where appropriate

- Actively encouraging staff to use public transport for business travel where appropriate, through awareness raising activities and through the provision of relevant travel information plus a clear and easy to use expenses system, and
- Consider offering financial incentives, including interest free loans and/or discounted travel passes/season tickets in partnership with the local public and private bus operators.

7.5.10 Ensure that staff are aware of the public transport options available to them with respect to their journey to and from work through, for example, providing easy to understand bus timetables and maps. Information will be made available through promotional leaflets, travel information notice boards, the BVP webpage and if appropriate the organisations intranet service.

## **7.6 Measures to Promote and Encourage Car Sharing**

7.6.1 Car sharing can be an effective means of easing traffic congestion by reducing the number of single occupancy car trips to and from work, school and/ or recreational activities, and facilitate the achievement of sustainable travel objectives. For residents and staff that have common journey requirements, car sharing can be a cost effective and also time effective way of travelling.

7.6.2 The following measures will be implemented at BVP to promote and encourage car sharing:

### **Park Wide Measures**

#### TravelShare Scheme

7.6.3 A marketing programme targeted at reducing single occupancy car use through car sharing at BVP will be implemented by the PTPC. This will focus on raising awareness of and encouraging participation in the Blythe Valley TravelShare scheme which can be accessed at <http://carshare.blythevalleypark.co.uk/> and is free to use.

7.6.4 TravelShare is the existing car share scheme in place at BVP, it is proposed that this scheme will be expanded to include future residents of the Park. It is proposed that that carshareSolihull will also be promoted to users of the Park as this will provide a wider choice of car sharing options locally and increase the potential for car sharing to provide a viable alternative to single occupancy car use.

7.6.5 TravelShare will provide a matching service for all those who live, work and travel in and around BVP. This scheme matches you up with potential partners as a driver or passenger. Once matched, you can choose to journey share as little or as often as you like.

#### Car Club

7.6.6 There are no established car clubs in the Solihull area however BVP would be an ideal place to use car clubs and so discussions with providers would be beneficial. If not pool cars to be explored for the workplace element.

### **Residential Measures**

7.6.7 To encourage future residents to car share the Household Welcome Packs will include:

- Information on what car sharing is and its potential benefits, disseminated through the marketing regime
- Information on the BVP TravelShare scheme and [www.Solihull.liftshare.com/](http://www.Solihull.liftshare.com/), and



- Information on 'car sharing' events such as Liftshare week.

7.6.8 Additional measures to encourage car sharing will include:

- Car share coffee mornings, where residents interested in car sharing are invited to meet potential sharers, receive guidance and have questions answered.
- Disseminating information regarding car sharing through posters and leaflets on notice boards and marketing leaflets, as well as through newsletters showing regular case studies of car sharers, thereby ensuring the scheme gets appropriate coverage.
- Incentives to car sharers to join the TravelShare scheme, for example prize draws for a free car wash, MOT, and valet
- Free emissions testing for car users, which would involve calculating how much carbon dioxide could be reduced by car sharing. The results of these tests could be publicised to further promote car sharing
- Allocated car parking spaces in the 'blended core' area of the development, and
- A suitable car park monitoring/enforcement procedure to ensure that allocated car share spaces are not abused. The use of car parking spaces will be monitored by the PTPC.

### Workplace Measures

- Car share coffee mornings, where staff interested in car sharing are invited to meet potential sharers, receive guidance and have questions answered
- Disseminating information regarding car sharing through posters on notice boards and marketing leaflets, as well as through newsletters showing regular case studies of car sharers, thereby ensuring the scheme gets appropriate coverage
- A guaranteed ride home service for car sharers in case of an emergency. This means that if a staff member is stranded (for example if their car share partner goes home sick) then they will be able to get home
- Incentives to car sharers to join the TravelShare scheme, for example prize draws for a free car wash, MOT, and valet
- Free emissions testing for car users, which would involve calculating how much carbon dioxide could be reduced by car sharing. The results of these tests could be publicised to further promote car sharing
- Potential provision of colour coded parking permits for identifying people involved in the same car share group, if appropriate
- Newsletters showing regular case studies of car sharers, and
- Allocated car parking spaces close to the entrance(s) of buildings for those who car share.

7.6.9 A suitable car park monitoring/enforcement procedure to ensure that allocated car share spaces are not abused. The use of car parking spaces will be monitored by the PTPC.

## 7.7 Measures to Promote and Support Health and Wellbeing

### Overview

- 7.7.1 In accordance with Policy P18 of the Solihull Local Plan, objectives of the West Midlands Strategic Transport Plan and the Solihull Health and Wellbeing Strategy (2013-2016) this PWTP will implement measures to promote, support and enhance physical and mental health and wellbeing.
- 7.7.2 Creating an environment where people actively choose to walk and cycle as part of everyday life can have a significant impact on public health. One of the ways to achieve the recommended level of exercise is by changing peoples' preferred method of travel from travel by car, to walking and cycling, as well as bus use that frequently requires a least a small amount of walking.
- 7.7.3 The NHS physical guidelines for adults recommend at least 150 minutes of moderate-intensity aerobic activity such as cycling or fast walking per week. Actively encouraging people reduce the use of their car and providing opportunities to increase active travel can increase physical activity and help prevent chronic diseases, reduce risk of premature death and improve mental health.
- 7.7.4 The development of BVP has a role to play in health and wellbeing outcomes including:
- Contribution to a physically active lifestyle;
  - Somewhere to access the natural environment, and
  - A place to participate in activities with others.

### General Measures

- 7.7.5 As detailed in **Section 5** the development proposals include the provision of high quality, safe and convenient walking and cycling routes including links to the external network.
- 7.7.6 The measures within the PWTP provide opportunities for formal and informal physical activity, exercise opportunities, recreation and play.
- BVP Country Park can be used in a variety of ways for physical activity, this includes walking and the pursuit of other leisure activities including cycling, jogging, wildlife study and other sports
  - The development proposals include a 'circuit' around the entire Park taking in the Country Park
  - HWPs and Staff Information Packs will promote the use of facilities within the Park for physical activity opportunities, social interaction and opportunities to walk and cycle to local amenities
  - Links will be encouraged to school travel plans in the local area to enable opportunities for parents and pupils understanding of the links between active travel and health and wellbeing.
  - The external environment within BVP will be designed to be safe and attractive and encourage families to be more active in their daily lives, e.g. walking and cycling to school and shops, using parks and informal play space. e.g. wellpaved, well-lit and enable active play' and

- Improved access to healthy food by all sustainable modes of travel will be provided and encouraged e.g. the local centre and access to the nearby Tesco.

## 8 Monitoring and Review

### 8.1 Introduction

- 8.1.1 Travel Plans are living documents that need to be updated regularly. The implementation of the PWTP for BVP will involve a continuous process for monitoring, reviewing and improving the measures in the PWTP to reflect changing circumstances.
- 8.1.2 Monitoring the PWTP is essential in gauging the success of the measures implemented to meet the targets set and will take place during the construction phases and for a minimum of five years following occupation of the proposed development at BVP. After this time, it is expected that the PWTP would become a voluntary initiative, monitored on a voluntary basis by the owner.
- 8.1.3 A cyclical approach to managing the PWTP at BVP is proposed and this is shown in **Figure 8.1**.

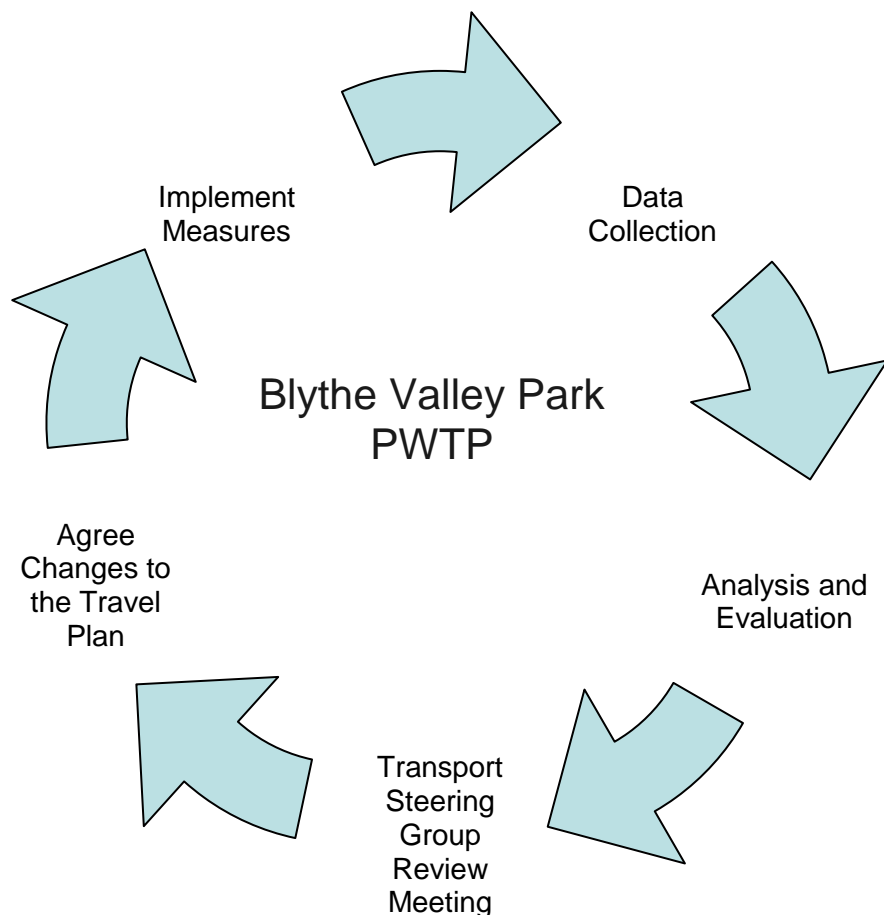


Figure 8.1 – The Framework Travel Plan Management Regime

### 8.2 Monitoring Vehicle Trips

- 8.2.1 The supporting Transport Assessment for BVP has established trigger points to inform the need for highway works and infrastructure improvements. Such improvements will be triggered in relation to the development quanta, including monitoring the effectiveness of the

PWTP measures. In terms of monitoring the level of vehicle trips to and from BVP this will be undertaken to better inform whether infrastructure improvements are needed and if so when.

- 8.2.2 To monitor the trips Automatic Traffic Counter (ATC) will be undertaken at each of the three access points; the M42 Junction 4, Kineton Lane and the bridge exit. The ATC's will be undertaken within three months of first occupation and biennially thereafter and will record trip data for a period of seven days. The trip data will be measured against the level of development that is occupied at the time of the ATC surveys. The results will be included within the Monitoring Report which is discussed further in **Section 8.4**.

### 8.3 Monitoring PWTP Targets

- 8.3.1 In order to understand how BVP is being accessed and how effectively occupants travel needs are being met, a number of multi-modal indicators will be monitored as part of the monitoring regime (including travel by foot, cycle, public transport and car share). This information will be collected through staff and resident travel surveys using questionnaires, which will be undertaken on a biennial basis by the PTPC. These surveys will also be used to obtain feedback from occupants on the PWTP measures implemented and to identify where the greatest potential for modal shift lies.
- 8.3.2 The review process for the PWTP targets will commence following the first occupation of the new development at BVP. To do this, staff and resident travel surveys will be carried out by the PTPC within three months of first occupation and will provide information such as:
- where the member of staff lives, or resident works
  - which mode of transport the member of staff or resident uses to travel to work
  - how long the journey to and from work takes
  - working hours and frequency of trips
  - details of internal and external trips to BVP facilities including the Virgin Active Gym and Busy Bees Day Nursery, and
  - take up of PWTP measures.
- 8.3.3 By collating and reviewing this data, the PTPC will be able to see the actual mode share of staff and residents at BVP and determine if the preliminary targets are reasonable or if they should be modified. Any modification to these targets will be agreed with Solihull MBC.
- 8.3.4 After the baseline travel survey has taken place, surveys must be repeated on a biennial basis (usually in years 1, 3 and 5) and the results sent to the Travel Plans Team within Transport Development Control at Solihull MBC. This will enable the PTPC and Solihull MBC to keep track of the progress that the PWTP is making against its targets.

### Indicators

- 8.3.5 Staff and resident travel surveys will be carried out within three months of first occupation and carried out biennially thereafter. A number of indicators (obtained through the questionnaires) will be used to inform progress towards the targets set, including the:
- percentage of staff and resident trips made by car as driver
  - percentage of staff and resident trips made by foot
  - percentage of staff and resident trips made by cycle



- percentage of staff and resident trips made by public transport, and
  - percentage of staff and resident trips made by car as a passenger.
- 8.3.6 Collating this information will provide an opportunity to analyse staff journeys by single occupancy cars and identify those that can potentially switch to alternative transport modes. These results can then inform the measures to be focussed on within the PWTP.
- 8.3.7 The monitoring of these indicators will offer greater understanding of the changing travel needs of residents and staff, the success of the sustainable measures being implemented, and also where travel planning efforts could be focussed in the future in order to meet the targets set.

## 8.4 Monitoring Report

- 8.4.1 The results of the monitoring for this PWTP will be submitted by the PTPC to Solihull MBC in the form of a Biennial Monitoring Report within three months of the first ATC and travel survey being completed; this will continue for the duration of the compulsory monitoring regime.
- 8.4.2 The Monitoring Report would include the following:
- **Introduction and Background** this section will provide information on the PWTP, including a summary of its purpose, objectives and targets plus details of the BVP occupants.
  - **Results of the Surveys** this section will detail the results of the staff and resident travel surveys, provide analysis of the data received and the progress towards achieving the PWTP targets.
  - **Initiatives Undertaken** this section will provide details of the measures and initiatives that have been implemented over the year, including take-up levels were appropriate.
  - **Problems and Issues** this section will highlight any problems encountered during the implementation of the PWTP and clarify any issues which remain unresolved and / or require additional attention.
  - **Specific Measures from the Travel Plan** this section will provide specific details on how PWTP measures have been implemented.
  - **Travel Plan Amendments** this section will propose changes to the PWTP where appropriate, based on the survey results and experience gained and provide justification for these changes. Any significant changes to the PWTP would require approval from Solihull MBC.
  - **Next Steps** this will summarise the findings of the surveys and set out an implementation plan for the next 24 months.
- 8.4.3 The PTPC will also be responsible for preparing a summary of the Biennial Monitoring Report, including any changes being made to the PWTP as a result of the findings. This summary will be disseminated to staff and residents at BVP through the annual newsletter.

## 9 Preliminary Action Plan

### 9.1 Introduction

- 9.1.1 This Section outlines an indicative implementation programme for the PWTP for BVP. It also details the responsibilities for the specific measures.

### 9.2 Indicative Implementation Programme

- 9.2.1 The measures in the PWTP, responsibilities and timing of implementation are summarised in **Table 9.1**.

Table 9.1 – Summary of Programme and Responsibilities of Measures for the PWTP

Measures		Objective	Responsibility	Timescale
On-site Infrastructure	Site design and layout measures, e.g. cycle parking provision, enhance path and cycleways pedestrian crossings, etc.	Maximise the permeability of the development for promoting walking, cycling and public transport use	Developer to implement to agreed standards	Assumed to be following planning permission
	Provision/ extension of footway and lighting and pedestrian crossing points.		Developer	To be agreed with local authorities
Coordinator	Identification and appointment of the PTPC	Encourage a high level of staff and residential involvement Manage the PWTP	Developer/ Future Occupant	Appointed pre-occupation

Measures			Objective	Responsibility	Timescale
Services and Facilities	Walking and Cycling	Promotion of walking and cycling through the dissemination of the Staff Travel Information Packs and Household Welcome Packs	Target: to reduce single occupancy vehicle trips by 5 per cent by increasing other travel by other modes by the end of five year post full build out	PTPC	In first year of occupation and annually thereafter
		Promote the opportunity to claim a £100 bicycle voucher		PTPC	On first occupation (capped at 200 vouchers)
		Organisation of walking/cycling events (such as walk to work week)	Reduce reliance on the private car	PTPC	In first year of occupation and annually thereafter
	Public Transport	Promotion of public transport through the Staff Travel Information Packs and Household Welcome Packs	Reduce costly road traffic congestion and further damage to the environment	PTPC	In first year of occupation and annually thereafter
		Promote the opportunity to claim a pre-loaded £50 Swiftcard			On first occupation (available to all residents)
	Car Sharing	Promotion of the BVP TravelShare Scheme	Encourage a high level of staff and resident involvement	PTPC	In first year of occupation and annually thereafter

Measures		Objective	Responsibility	Timescale
Marketing, Promotion and Awareness Raising	Collation and Distribution of the Staff Travel Information Packs and Household Welcome Packs	Encourage a high level of staff and resident involvement	PTPC	Collation – prior to occupation  Distribution – during occupation (provided to existing staff, new staff as and when they join and residents)
	Installation of Travel Information Notice Board(s)	Encourage a high level of staff and resident involvement	Future Occupant/ PTPC	Installed prior to occupation  Information updated on a monthly basis (or more regularly)
	Explore measures such as the sustainable travel website, branding, travel champions, PTP and use of social media	Encourage a high level of staff and resident involvement	Future Occupant/ PTPC	Within three months of first occupation
	Preparation of annual newsletter	Encourage a high level of staff and resident involvement	PTPC	Within three months of first occupation and every year thereafter
Delivery of the Travel Plan Strategy	Monitoring arrangements: undertaking travel surveys and preparing Annual Monitoring Report	N/A	PTPC / Local Authorities	Within three months of first occupation, with first overall review one year after first occupation and every two years thereafter
	Review of targets and objectives		TPTC / Local Authorities	Biennially

## **Appendix A   Illustrative Masterplan**

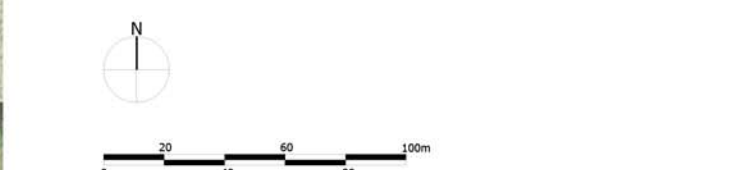




The scaling of this drawing cannot be assured

Revision Date Dm Cld

- Proposed Residential and Mixed Use Development
- Areas outside of Planning Application Boundary
- Proposed Public Open Space
- Existing Retained Vegetation
- Proposed New Planting
- PROW
- Existing footpaths
- Existing Blythe Valley Park Commercial Elements
- Proposed Blythe Valley Park Commercial Elements
- Proposed Extra Care Facility
- Proposed Mixed Use Development
- Attenuation Areas
- Potential Area for Formal Sports Provision
- Proposed Area for NEAP
- Proposed Area for LEAP
- Primary Vehicular Access Point
- Proposed new Vehicular Access from Kineton Lane
- Bus Only Access Point



Project  
Blythe Valley Park

Drawing Title  
Illustrative Masterplan

Date  
18.03.16

Scale  
1:2500@A0

Drawn by  
CHDB

Checked by  
CDB/JDH

Project No  
25365

Drawing No  
9310

Revision  
B





## **Appendix B     Solihull MBC Walking & Cycling Map**



Key and Signs

Signposted cycle route

Cycle lane

Advisory route

Shared use

Canal

Bridleway

Footway

Green Man Trail

Millennium Way

Kenilworth Greenway

Canal access point (ramp)

Canal access point (steps)

Signalised crossing

Toucan crossing

School

Hospital

Railway station

Cyclesolihull start point

Cycle shop

Airport

Parking

Benefits to cycling

Employee Benefits

• Filter, healthier and more productive staff

• Healthy staff are less likely to be absent through stress or illness

• Assistants staff retention and reduce turnover

• Reduce your business carbon footprint

• Improve your general health and well-being

• Improve mental health and help reduce stress levels

• Look good, feel great, save money and help save the planet and demand for parking

• Save money on travelling costs

• Reduce your carbon footprint

• Lose weight and tone up

• Improve your general health and well-being

• Improve mental health and help reduce stress levels

• Look good, feel great, save money and help save the planet and demand for parking

North Solihull Strategic Cycle Network

An improved network of cycle routes is coming to North Solihull.

Funded jointly by the European Regional Development Fund and Solihull Council, the scheme aims to get more people riding their bike and will work with local employers to make cycling more accessible and easy to do.

• A team of new high quality cycle routes in Solihull will be created through the scheme with grants of up to £2500 being made available to businesses that employ up to 249 people to promote and encourage cycling to places of work.

Due for completion in 2016, work on the scheme began in June 2011. The scheme is also being partly funded by Cannots Smart Network, Smarter Choices programme.

For further information on the scheme and to apply for funding please contact us at: [cyclesolihull@solihull.gov.uk](mailto:cyclesolihull@solihull.gov.uk)

10 year plan

EU

North Solihull Strategic Cycle Network

10 year plan

EU

Double-sided map with hundreds of miles of recommended cycle and walking routes

Solihull Cycling & Walking Map

5th edition 2016

Solihull METROPOLITAN BOROUGH COUNCIL

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The position of public rights of way on this map is for illustrative purposes only and does not constitute a legal record.  
The relevant date of the information provided is March 2014.



## Cycling hints and tips

### Getting and keeping fit

If you've not cycled for some time, take it easy at first. You may find cycling tiring for a few weeks but you will soon start to feel the benefits and arrive at your destination feeling more energetic than you ever used to! Remember that ten miles of cycling can use an extra 350 calories, so with regular cycling the scope for weight loss is considerable.

### Coping with the weather

The UK weather is relatively cycle-friendly as it rarely gets too cold or too hot for cycling. But, if you don't feel like cycling in the rain or snow, just don't do it! Most regular cyclists find they cycle more than they originally expected to.

### Which bike?

If you already own a bike then use it first. This will help you decide what is important if you later decide to buy a new one. Make sure a new bike has mudguards, as this makes a big difference when it is raining. Modern bikes have a wide range of gears, which will painlessly deal with the sort of hills you are likely to encounter in this area. Give your bike a thorough check over well before you wish to start cycling – many bike shops will service it for you. Once you cycle regularly, keeping your bike ready to go takes very little time.

### What clothes?

There is no need to wear special clothes for cycling. A good windproof layer, plus a varying number of thin layers, will keep you warm whatever the weather. Avoid too many clothes that will soon make you hot and tired – it is better to be a bit chilly for the first half mile and comfortable for the rest of the journey. As you become more experienced, you may wish to invest in some special clothes, which may make you more comfortable.

### Staying safe

Cycles are not inherently dangerous, but poorly driven motor vehicles are! Wear a helmet and make sure you are visible by wearing high visibility, reflective clothing such as a vest or shoulder belt. If cycling at night, always use lights and consider using a supplementary flashing light – rechargeable batteries are a good investment for regular night cyclists.

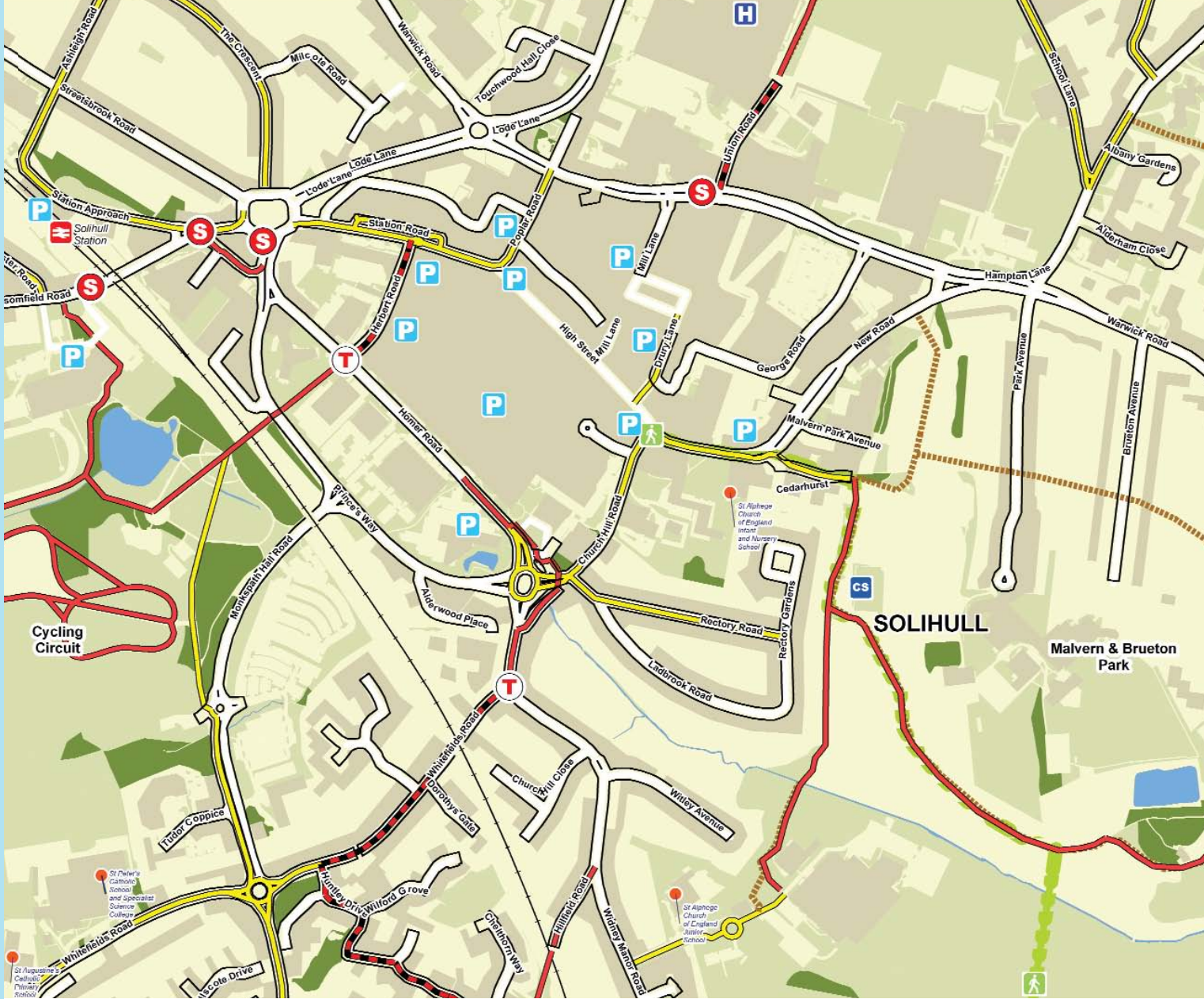
Experienced cyclists who are assertive and anticipate potential problems are the safest riders. Aim to develop your confidence and skill to a high level.

### Reliability

Most cyclists find their journey times are more reliable than those of bus, train or car users. A well-maintained cycle will suffer few problems. To cope with the odd puncture, take a spare inner tube and know how to change it!

### Have fun!

Most people cycle because they enjoy it. There is something exhilarating about travelling under your own steam. Your route will seem more interesting than in a car and you may discover something new on the way.



### Key and Signs

- |  |                        |  |                            |  |                           |
|--|------------------------|--|----------------------------|--|---------------------------|
|  | Signposted cycle route |  | Green Man Trail            |  | School                    |
|  | Cycle lane             |  | Millennium Way             |  | Hospital                  |
|  | Advisory route         |  | Kenilworth Greenway        |  | Railway station           |
|  | Shared use             |  | Canal access point (ramp)  |  | Cyclesolihull start point |
|  | Canal                  |  | Canal access point (steps) |  | Cycle shop                |
|  | Bridleway              |  | Signalled crossing         |  | Airport                   |
|  | Footway                |  | Toucan crossing            |  | Parking                   |

## Cycling safety tips

Cycling can be a fun, healthy activity that can be safely undertaken with a few sensible precautions.

### General

- Rely on your own judgment
- Check over your shoulder regularly
- Make eye contact with motorists when possible
- Signal clearly the direction you intend to travel
- Keep off footpaths unless your allowed to be on them
- Where you are sharing space with pedestrians, remember they can be frightened by cyclists passing too closely and too quickly
- Give horse riders plenty of room and do not pass too quickly, especially from behind

### Cycle maintenance

Check moving parts often, giving special attention to brakes and lights. Make sure that your tyres are properly inflated and that you can see the tread on them clearly – they need frequent inspection for damage. If you need help, go to your nearest bike shop.

### Plan your route

When you are about to plan your journey, ask yourself if there are areas of the route that are hazardous or that cause you concern. Are there alternative roads you could take? Unless you are a very experienced cyclist, think about ways of avoiding roundabouts, multi-lane roads or busy junctions. Use this maps to plan your route (wherever possible) and use the cycle routes provided for cyclists.

### Be seen

When cycling in adverse weather or in the dark, the right clothes can help you to be seen – wear something bright and reflective. The law says that at night you must use front and rear lights and a red rear reflector. Make sure they're clean and working properly.

### Wear a cycle helmet

A cycle helmet will not prevent an accident occurring, but it can help to prevent a serious head injury. Make sure your helmet is the right size and is properly fitted – ask your local biked shop or contact your local road safety officer for advice. As a rule, you should just about be able to see the rim of the helmet above your eyes when it is on. Only buy a helmet that conforms to a recognised standard BS EN 1078:1997, BS6863:1989 or SNELL B-95.

### Stay legal

Cycling through red lights, on pavements and down one-way streets the wrong way is against the law. It is also risky for you and makes you a danger to other people. The Highway Code tells you what the law is and what traffic signs mean – it also has a special section for cyclists.

### Advanced stop line for cyclists



### Watch that junction!

The most common type of cycling accident occurs at junctions. Cyclists should take great care – this is especially true at roundabouts. Clear hand signals are always very important and be aware of drivers cutting in front of you. Check if it is safe before joining a main road – if it's not, stop! If a situation looks tricky, get off your bike and walk it along the pavement to a safer crossing point.

### Load safely

Be careful not to overload your bike. It's advisable to load your belongings in a rucksack or panniers (special bags designed for cycles), with the weight equally balanced on either side and nothing loose that might get caught up in the wheels or chain. Ensure that you keep your hands free to signal and control your bike. Using cycle clips can prevent loose clothing from getting caught in the wheel.

### Weather and road surface hazards

Cycling in bad weather can be particularly hazardous.

- Windy conditions may cause a cyclist to over-balance.
- Icy or snowy conditions make the road surface very slippery. It takes significantly longer to brake and you're more likely to skid and fall off your bike. Extreme cold causes discomfort and can numb your fingers, making it harder to brake.
- Strong winter sunshine can cause visibility problems.
- Fog reduces the ability to see and be seen – it is better not to cycle in foggy conditions.
- Pot holes, tarmac edging, glass, debris and uneven grids can all cause problems for cyclists. Maintain a gap of around 60cms from the kerb to avoid them.

### Get equipped

Prepare for the unexpected! Always carry a tool/puncture repair kit and waterproofs. It is also a good idea to carry a mobile phone, in case of emergencies.



## Solihull Cycling Club



- A proud history of Olympic medallists and National Champions
- All year round programme of racing, touring and social activities
- Organised club runs for riders of all standards – 9.00am every Sunday from Solihull town centre
- Weekly club night social gathering
- Regular programme of structured training on the Tudor Grange cycle circuit
- Open to all ages

Visit our website: [www.solihullcc.org.uk](http://www.solihullcc.org.uk)

Contact the club secretary  
Email: [secretary@solihullcc.org.uk](mailto:secretary@solihullcc.org.uk)



## Countryside Walks in Solihull

Why not take a look at our series of guided walks leaflets?

Based around villages, each leaflet sets out a number of suggested walks that will allow you to explore some of the many public footpaths in and around Solihull. Each is different but they all offer a unique view of the borough and its surrounding countryside.

The leaflets are available to pick up in the tourist information centre in the library complex in Solihull town centre or on line at: [www.solihull.gov.uk/walksinsoalihull](http://www.solihull.gov.uk/walksinsoalihull)  
Leaflets available: Balsall Common, Castle Bromwich, Hampton in Arden, Meriden, Three Churches (Berkswell, Meriden and Eastern Green)

If you have any questions or enquires about these leaflets or the routes which they describe please contact the Rights of Way Officer at Solihull Council, Council House, Manor Square, Solihull B91 3QB – 0121 704 6429.

### Countryside Code:

When using these walks, please respect, protect and enjoy the countryside you pass through.

You can do this by:

- Being safe, plan ahead and follow any signs
- Leave gates and property as you find them
- Protect plants and animals and take your litter home
- Keep dogs under close control at all times
- Consider other people



Scan this code with your smart phone for more information about walks in Solihull.

# CycleSolihull

Explore your borough by bike

**CycleSolihull** aims to help you to use your bike more, whether it's to cycle for local trips, explore the surrounding countryside, or improve your fitness and health.

Run by volunteers CycleSolihull offers:

- Over 30 self-guided ride leaflets, starting at various points within the borough and exploring some of Solihull's quieter roads. Ride start points are marked **CS** on the map.
- A programme of weekly cycle rides throughout the year, providing opportunities to cycle with others at a leisurely pace.
- A regularly updated website [www.cyclesolihull.org.uk](http://www.cyclesolihull.org.uk) containing details of all the rides and route leaflets, plus information and news about local cycling.
- A monthly CycleSolihull E-newsletter to keep you in touch with the latest developments.

CycleSolihull can also put you in touch with other organisations supporting cycling in Solihull, including cycling clubs, local and national groups, and providers of cycle training. Email us at: [info@cyclesolihull.org.uk](mailto:info@cyclesolihull.org.uk) or call 07896 885726

[www.cyclesolihull.org.uk](http://www.cyclesolihull.org.uk)



### CycleSolihull Community Cycle Rides

**Sunday Cycle Rides** are regular afternoon rides of between 10 and 20 miles long, starting from various points in the borough and following one of over 30 CycleSolihull routes.

**Saturday Stretcher** rides are twice-monthly longer morning rides (25 to 35 miles) with variable routes.

**Evening Explorer** rides take place on summer weekday evenings and are about 10 miles long.

**Taster Rides** are only 5 miles long – ideal for new cyclists and children beginning to cycle on the road with their parents.

**All the rides use quieter roads and include a refreshment stop of about 30 minutes.**



Get out of the city with our guide to cycling in the Midlands.

## Collect fresh air today.

Twenty-eight of our favourite National Cycle Network routes along quiet country lanes and traffic-free paths, featuring full OS mapping and detailed town close-ups.

A great way to explore the National Cycle Network from your back door and beyond... order your copy today at [www.sustransshop.org.uk](http://www.sustransshop.org.uk)





## **Appendix C      Local Bus Timetables**



# Bus Timetable

## Birmingham International Station Blythe Valley Park



BLYTHE VALLEY PARK

A Free to Travel, Closed Door Service

**From 01 September 2015.**

**Monday to Friday** (Excluding Bank Holidays with exception of Good Friday)

Birmingham International Station	07:30	08:30	09:10	12:40		
Blythe Valley, Bus Terminal	07:44	08:44	09:24	12:54		
St James Place, Central Boulevard	07:45	08:45	09:25	12:55		
St James Place, Central Boulevard	13:10		16:15	17:10	17:50	18:30
Blythe Valley, Bus Terminal	13:12		16:17	17:12	17:52	18:32
Birmingham International Station	13:25		16:30	17:25	18:05	18:45

### Line of Route

#### **From Birmingham International Station -**

Station Way, Bickenhill Lane, A45 Coventry Road (towards Coventry),  
M42 southbound (J6), exit at J4 (A3400), Blythe Valley Park,  
Blythe Gate, Central Boulevard

#### **From Blythe Valley Business Park -**

Central Boulevard, Blythe Gate, Stratford Road (towards Birmingham),  
M42 northbound (J4), exit at J6 (A45), Coventry Rd (towards Birmingham)  
Bickenhill Lane, Station Way, Birmingham International Station

*Silverline*  
Travel  
Services

# Bus Timetable

Solihull Station  
Blythe Valley Park



BLYTHE VALLEY PARK

A Free to Travel, Closed Door Service

**From 01 September 2015**

**Monday to Friday** (Excluding Bank Holidays with exception of Good Friday)

Solihull Rail Station	07:35	08:20	09:05			12:35
St James Place	07:52	08:40	09:22			12:52
Blythe Valley, Bus Terminal	07:54	08:42	09:24			12:54
St James Place	13:10			16:15	17:05	17:55 18:40
Blythe Valley, Bus Terminal	13:13			16:18	17:08	17:58 18:43
Solihull Rail Station	13:30			16:36	17:26	18:16 19:00

## Line of Route

### **From Solihull Station -**

Blossomfield Road, Marshall Lake Road, Stratford Rd (towards Stratford),  
Blythe Valley Park, Blythe Gate, Central Boulevard,  
Blythe Gate Bus Terminal.

### **From Blythe Valley -**

Blythe Gate, Stratford Road (towards Birmingham), Marshall Lake Road,  
Blossomfield Road, Streetsbrook Road, Station Approach,  
Solihull Station Interchange

*Silverline*  
Travel  
Services

# S2

Cheswick Green • Shirley • Solihull Rail Station ➡ • Solihull Town • Bentley Heath • Dorridge Rail Station ➡

Monday to Friday								S2	S2	S2	S2	S2	S2	S2	S2	S2	S2	S2	S2	S2				
Cheswick Green								-	-	-	0713	0743	0813	0843	then at these mins past each hour	13	43	until	1543	1613	1648	1723	1753	
Marshall Lake Road, Stratford Road								-	-	-	0721	0751	0821	0851		21	51		1553	1623	1658	1733	1803	
Solihull Rail Station (Arrive)								-	-	-	0730	0800	0830	0900		30	00		1602	1632	1707	1742	1812	
Solihull Rail Station (Depart)								0608	0638	0703	0733	0803	0833	0903		33	03		1605	1635	1710	1745	1815	
Solihull Town Centre								0612	0642	0707	0737	0807	0837	0907		37	07		1609	1639	1714	1749	1819	
Widney Manor Road, Widney Lane								0621	0651	0716	0746	0816	0846	0916		46	16		1618	1648	1723	1758	1828	
Bentley Heath, Slater Road								0625	0655	0720	0750	0820	0850	0920		50	20		1622	1652	1727	1802	1832	
Dorridge Rail Station								0629	0659	0724	0754	0824	0854	0924		54	24		1626	1656	1731	1806	1836	
Saturday								S2	S2	S2	S2	S2	S2	S2	S2	S2	S2	S2	S2	S2	S2			
Cheswick Green								-	-		0743	0813	0843	0913	0943	then at these mins past each hour	13	43	until	1543	1613	1648	1723	1753
Marshall Lake Road, Stratford Road								-	-		0751	0821	0851	0921	0951		21	51		1553	1623	1658	1733	1803
Solihull Rail Station (Arrive)								-	-		0800	0830	0900	0930	1000		30	00		1602	1632	1707	1742	1812
Solihull Rail Station (Depart)								0703	0733	0803	0833	0903	0933	1003	33		03	1605		1635	1710	1745	1815	
Solihull Town Centre								0707	0737	0807	0837	0907	0937	1007	37		07	1609		1639	1714	1749	1819	
Widney Manor Road, Widney Lane								0716	0746	0816	0846	0916	0946	1016	46		16	1618		1648	1723	1758	1828	
Bentley Heath, Slater Road								0720	0750	0820	0850	0920	0950	1020	50		20	1622		1652	1727	1802	1832	
Dorridge Rail Station								0724	0754	0824	0854	0924	0954	1024	54		24	1626		1656	1731	1806	1836	

Please note from 2nd March 2015 the S2 will become a through service from Cheswick Green to Dorridge via Solihull.  
For return journeys, please see overleaf for S4 Dorridge to Cheswick Green services.

Signature Bus, Beacon House, Long Acre, Birmingham B7 5JJ

Tel: 0121 322 2222 Fax: 0121 322 2718 [www.signaturebus.com](http://www.signaturebus.com)

Signature and Diamond Bus are a trading brand of Central Connect Ltd.

Company Registration: 03506681

Registered Address: Beacon House, Long Acre, Birmingham B7 5JJ

**DIAMOND** *Signature*



**S4****Dorridge Rail Station** ➡ • **Bentley Heath** • **Solihull Town** • **Solihull Rail Station** ➡ • **Shirley** • **Cheswick Green**

<b>Monday to Friday</b>							S4		S4		S4					
<b>Dorridge Rail Station</b>	<b>0631</b>	<b>0701</b>	<b>0726</b>	<b>0756</b>	<b>0826</b>			<b>01</b>	<b>31</b>		<b>1601</b>	<b>1636</b>	<b>1706</b>	<b>1741</b>	<b>1811</b>	<b>1841</b>
Bentley Heath, Slater Road	<b>0635</b>	<b>0705</b>	<b>0730</b>	<b>0800</b>	<b>0830</b>			<b>05</b>	<b>35</b>		<b>1605</b>	<b>1640</b>	<b>1710</b>	<b>1745</b>	<b>1815</b>	<b>1845</b>
Widney Manor Road, Widney Lane	<b>0639</b>	<b>0709</b>	<b>0734</b>	<b>0804</b>	<b>0834</b>			<b>09</b>	<b>39</b>		<b>1609</b>	<b>1644</b>	<b>1714</b>	<b>1749</b>	<b>1819</b>	<b>1849</b>
Solihull Town Centre	<b>0648</b>	<b>0718</b>	<b>0746</b>	<b>0816</b>	<b>0846</b>			<b>18</b>	<b>48</b>		<b>1623</b>	<b>1658</b>	<b>1728</b>	<b>1758</b>	<b>1828</b>	<b>1858</b>
Solihull Rail Station (Arrive)	<b>0651</b>	<b>0721</b>	<b>0749</b>	<b>0819</b>	<b>0849</b>			<b>21</b>	<b>51</b>		<b>1626</b>	<b>1701</b>	<b>1731</b>	<b>1801</b>	<b>1831</b>	<b>1911</b>
Solihull Rail Station (Depart)	<b>0654</b>	<b>0724</b>	<b>0752</b>	<b>0822</b>	<b>0852</b>			<b>24</b>	<b>54</b>		<b>1629</b>	<b>1704</b>	<b>1734</b>	<b>1804</b>	<b>1834</b>	-
Marshall Lake Road, Stratford Road	<b>0702</b>	<b>0732</b>	<b>0800</b>	<b>0830</b>	<b>0900</b>			<b>32</b>	<b>02</b>		<b>1637</b>	<b>1712</b>	<b>1742</b>	<b>1812</b>	<b>1842</b>	-
<b>Cheswick Green</b>	<b>0712</b>	<b>0742</b>	<b>0812</b>	<b>0842</b>	<b>0912</b>			<b>42</b>	<b>12</b>		<b>1647</b>	<b>1722</b>	<b>1752</b>	<b>1824</b>	<b>1854</b>	-
<b>Saturday</b>							S4		S4		S4					
<b>Dorridge Rail Station</b>	-	<b>0726</b>	<b>0756</b>	<b>0826</b>	<b>0901</b>	<b>0931</b>		<b>01</b>	<b>31</b>		<b>1601</b>	<b>1636</b>	<b>1706</b>	<b>1741</b>	<b>1811</b>	<b>1841</b>
Bentley Heath, Slater Road	-	<b>0730</b>	<b>0800</b>	<b>0830</b>	<b>0905</b>	<b>0935</b>		<b>05</b>	<b>35</b>		<b>1605</b>	<b>1640</b>	<b>1710</b>	<b>1745</b>	<b>1815</b>	<b>1845</b>
Widney Manor Road, Widney Lane	-	<b>0734</b>	<b>0804</b>	<b>0834</b>	<b>0909</b>	<b>0939</b>		<b>09</b>	<b>39</b>		<b>1609</b>	<b>1644</b>	<b>1714</b>	<b>1749</b>	<b>1819</b>	<b>1849</b>
Solihull Town Centre	<b>0718</b>	<b>0746</b>	<b>0816</b>	<b>0846</b>	<b>0918</b>	<b>0948</b>		<b>18</b>	<b>48</b>		<b>1623</b>	<b>1658</b>	<b>1728</b>	<b>1758</b>	<b>1828</b>	<b>1858</b>
Solihull Rail Station (Arrive)	<b>0721</b>	<b>0749</b>	<b>0819</b>	<b>0849</b>	<b>0921</b>	<b>0951</b>		<b>21</b>	<b>51</b>		<b>1626</b>	<b>1701</b>	<b>1731</b>	<b>1801</b>	<b>1831</b>	<b>1911</b>
Solihull Rail Station (Depart)	<b>0724</b>	<b>0752</b>	<b>0822</b>	<b>0852</b>	<b>0924</b>	<b>0954</b>		<b>24</b>	<b>54</b>		<b>1629</b>	<b>1704</b>	<b>1734</b>	<b>1804</b>	<b>1834</b>	-
Marshall Lake Road, Stratford Road	<b>0732</b>	<b>0800</b>	<b>0830</b>	<b>0900</b>	<b>0932</b>	<b>1002</b>		<b>32</b>	<b>02</b>		<b>1637</b>	<b>1712</b>	<b>1742</b>	<b>1812</b>	<b>1842</b>	-
<b>Cheswick Green</b>	<b>0742</b>	<b>0812</b>	<b>0842</b>	<b>0912</b>	<b>0942</b>	<b>1012</b>		<b>42</b>	<b>12</b>		<b>1647</b>	<b>1722</b>	<b>1752</b>	<b>1824</b>	<b>1854</b>	-

Please note from 2nd March 2015 the S4 will become a through service from Dorridge to Cheswick Green via Solihull.  
For return journeys, please see overleaf for S2 Cheswick Green to Dorridge services.

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# S3&S3W

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## Monday to Friday

	S3W	S3	S3	S3W	S3	S3W		S3	S3W		S3	S3W	S3	S3W	S3	S3W	S3	S3	S3	S3	S3
<b>Hockley Heath</b>	0628	0653	0723	0753	0823	0858	then at these minutes past each hour	28	58	until	1528	1558	1633	1703	1733	1803	1838	1928	2028	2128	2228
Dorridge Rail Station	0638	0703	0733	0803	0833	0908		38	08		1538	1608	1643	1713	1743	1813	1848	1933	2033	2133	2233
Knowle, Purnells Way	0642	0707	0737	0807	0837	0912		42	12		1542	1612	1647	1717	1747	1817	1852	1937	2037	2137	2237
Knowle Green	0649	0714	0744	0814	0844	0919		49	19		1549	1619	1654	1724	1754	1824	1859	1943	2043	2143	2243
Copt Heath / Jacobean Lane	0654	0719	0749	0819	0849	0924		54	24		1554	1624	1659	1729	1759	1829	1904	1947	2047	2147	2247
Solihull Town Centre	0705	0730	0805	0835	0905	0935		05	35		1605	1640	1715	1745	1815	1840	1913	1955	2055	2155	2255
Solihull Rail Station	0707	0732	0807	0837	0907	0937		07	37		1607	1642	1717	1747	1817	1842	1916	1958	2058	2158	2258
Sharmans Cross Road	0711	0736	0811	0841	0911	0941		11	41		1611	1646	1721	1751	1821	1846	-	-	-	-	-
Shirley Church	0717	0742	0817	0847	0917	0947		17	47		1617	1652	1727	1757	1827	1852	-	-	-	-	-
Dickens Heath Village	0728	0753	0828	0858	0928	0958		28	58		1628	1703	1738	1808	1838	1903	-	-	-	-	-
Tidbury Green, Norton Lane	0732	-	0832	0902	-	1002	then at these minutes past each hour	-	02	until	-	1707	-	1812	-	1907	-	-	-	-	-
Whitlocks End Rail Station	0736	-	-	0906	-	1004		-	04		-	1709	-	1814	-	1909	-	-	-	-	-
Maypole	0743	-	-	0912	-	1010		-	10		-	1715	-	1820	-	1915	-	-	-	-	-
Woodrush School	0748	-	-	0917	-	1015		-	15		-	1720	-	1825	-	1920	-	-	-	-	-
Wythall Rail Station	0752	-	-	0922	-	1020		-	20		-	1725	-	1830	-	1925	-	-	-	-	-
Inkford Brook	0755	-	-	0926	-	1024		-	24		-	1729	-	1834	-	1929	-	-	-	-	-
<b>Wythall Church</b>	0800	-	-	0930	-	1030		-	30		-	1735	-	1838R	-	1933R	-	-	-	-	-

R Serves Wythall Church by request only

# S3&S3W

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## Saturday

	S3	S3W	S3		S3W	S3		S3W	S3	S3W	S3	S3W	S3	S3W	S3	S3	S3	S3	S3	S3
<b>Hockley Heath</b>	0728	0758	0828	then at these minutes past each hour	58	28	until	1458	1528	1558	1628	1658	1728	1758	1828	1928	2028	2128	2228	
Dorridge Rail Station	0738	0808	0838		08	38		1508	1538	1608	1638	1708	1738	1808	1838	1933	2033	2133	2233	
Knowle, Purnells Way	0742	0812	0842		12	42		1512	1542	1612	1642	1712	1742	1812	1842	1937	2037	2137	2237	
Knowle Green	0749	0819	0849		19	49		1519	1549	1619	1649	1719	1749	1819	1849	1943	2043	2143	2243	
Copt Heath / Jacobean Lane	0754	0824	0854		24	54		1524	1554	1624	1654	1724	1754	1824	1854	1947	2047	2147	2247	
Solihull Town Centre	0805	0835	0905		35	05		1535	1605	1635	1705	1735	1805	1835	1903	1955	2055	2155	2255	
Solihull Rail Station	0807	0837	0907		37	07		1537	1607	1637	1707	1737	1807	1837	1905	1958	2058	2158	2258	
Sharmans Cross Road	0811	0841	0911		41	11		1541	1611	1641	1711	1741	1811	1841	-	-	-	-	-	
Shirley Church	0817	0847	0917		47	17		1547	1617	1647	1717	1747	1817	1847	-	-	-	-	-	
Dickens Heath Village	0828	0858	0928		58	28		1558	1628	1658	1728	1758	1828	1858	-	-	-	-	-	
Tidbury Green, Norton Lane	-	0902	-	then at these minutes past each hour	02	-	until	1602	-	1702	-	1802	-	1902	-	-	-	-	-	-
Whitlocks End Rail Station	-	0904	-		04	-		1604	-	1704	-	1804	-	1904	-	-	-	-	-	-
Maypole	-	0910	-		10	-		1610	-	1710	-	1810	-	1910	-	-	-	-	-	-
Woodrush School	-	0915	-		15	-		1615	-	1715	-	1815	-	1915	-	-	-	-	-	-
Wythall Rail Station	-	0920	-		20	-		1620	-	1720	-	1820	-	1920	-	-	-	-	-	-
Inkford Brook	-	0924	-		24	-		1624	-	1724	-	1824	-	1924	-	-	-	-	-	-
<b>Wythall Church</b>	-	0930	-		30	-		1630	-	1730	-	1828R	-	1928R	-	-	-	-	-	-

R Serves Wythall Church by request only





S3

Inkford Brook • Wythall Church • Wythall  • Maypole • Whitlocks End  • Tidbury Green • Dickens Heath • Shirley • Solihull  • Solihull Town • Knowle • Dorridge  • Hockley Heath

## Monday to Friday

	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3
<b>Inkford Brook</b>	-	-	-	0651	-	0756	-	-	0926	-	26	-	1526	-	1626	-	1731	-	-
Wythall Church	-	-	-	0655	-	0800	-	-	0930	-	30	-	1530	-	1630	-	1735	-	-
Wythall Rail Station	-	-	-	0700	-	0805	-	-	0935	-	35	-	1535	-	1635	-	1740	-	-
Woodrush School	-	-	-	0703	-	0808	-	-	0938	-	38	-	1538	-	1638	-	1743	-	-
Maypole	-	-	-	0711	-	0816	-	-	0946	-	46	-	1546	-	1646	-	1751	-	-
Whitlocks End Rail Station	-	-	-	0719	-	0824	-	-	0954	-	54	-	1554	-	1654	-	1759	-	-
Tidbury Green, Norton Lane	-	-	-	0721	-	0826	-	-	0956	-	56	-	1556	-	1656	-	1801	-	-
Dickens Heath Village	-	-	0655	0725	0755	0830	0900	0930	1000	30	00	1530	1600	1630	1700	1740	1805	-	-
Shirley, St James Church	-	-	0706	0736	0806	0841	0911	0941	1011	41	11	1541	1611	1641	1711	1751	1816	-	-
Sharmans Cross Road	-	-	0711	0741	0811	0846	0916	0946	1016	46	16	1546	1615	1645	1717	1755	1820	-	-
Solihull Rail Station	0618	0648	0716	0746	0816	0851	0921	0951	1021	51	21	1551	1621	1651	1726	1801	1826	1900	2300
Solihull Town Centre	0622	0652	0722	0752	0822	0857	0927	0957	1027	57	27	1557	1627	1657	1732	1807	1832	1902	2302
Copt Heath / Jacobean Lane	0630	0700	0730	0800	0830	0905	0935	1005	1035	05	35	1610	1640	1710	1740	1815	1840	1908	2308
Knowle Green	0635	0705	0735	0805	0835	0910	0940	1010	1040	10	40	1615	1645	1715	1745	1820	1845	1913	2313
Dorridge Rail Station	0643	0713	0743	0813	0844	0918	0948	1018	1048	18	48	1623	1653	1723	1753	1828	1853	1920	2320
<b>Hockley Heath</b>	0653	0723	0753	0823	0858	0928	0958	1028	1058	28	58	1633	1703	1733	1803	1838	1903	1927	2327

then at these minutes past each hour

then hourly until

S3

Inkford Brook • Wythall Church • Wythall  • Maypole • Whitlocks End  • Tidbury Green • Dickens Heath • Shirley • Solihull  • Solihull Town • Knowle • Dorridge  • Hockley Heath

## Saturday

	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3
<b>Inkford Brook</b>	-	-	-	-	0826	-	26	-	1726	-	-	-	-	-	-	-	-	-	-
Wythall Church	-	-	-	-	0830	-	30	-	1730	-	-	-	-	-	-	-	-	-	-
Wythall Rail Station	-	-	-	-	0835	-	35	-	1735	-	-	-	-	-	-	-	-	-	-
Woodrush School	-	-	-	-	0838	-	38	-	1738	-	-	-	-	-	-	-	-	-	-
Maypole	-	-	-	-	0846	-	46	-	1746	-	-	-	-	-	-	-	-	-	-
Whitlocks End Rail Station	-	-	-	-	0854	-	54	-	1754	-	-	-	-	-	-	-	-	-	-
Tidbury Green, Norton Lane	-	-	-	-	0856	-	56	-	1756	-	-	-	-	-	-	-	-	-	-
Dickens Heath Village	-	0730	0800	0830	0900	30	00	1730	1800	-	-	-	-	-	-	-	-	-	-
Shirley, St James Church	-	0741	0811	0841	0911	41	11	1741	1811	-	-	-	-	-	-	-	-	-	-
Sharmans Cross Road	-	0746	0816	0846	0916	46	16	1746	1816	-	-	-	-	-	-	-	-	-	-
Solihull Rail Station	0723	0751	0821	0851	0921	51	21	1751	1821	1900	2000	2100	2200	2300	-	-	-	-	-
Solihull Town Centre	0727	0757	0827	0857	0927	57	27	1757	1827	1902	2002	2102	2202	2302	-	-	-	-	-
Copt Heath / Jacobean Lane	0735	0805	0835	0905	0935	05	35	1805	1835	1908	2008	2108	2208	2308	-	-	-	-	-
Knowle Green	0740	0810	0840	0910	0940	10	40	1810	1840	1913	2013	2113	2213	2313	-	-	-	-	-
Dorridge Rail Station	0748	0818	0848	0918	0948	18	48	1818	1848	1920	2020	2120	2220	2320	-	-	-	-	-
<b>Hockley Heath</b>	0758	0828	0858	0928	0958	28	58	1828	1858	1927	2027	2127	2227	2327	-	-	-	-	-

then at these minutes past each hour

then hourly until

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Solihull Town Centre
Copt Heath / Jacobean Lane
Knowle Green
Dorridge Rail Station
Hockley Heath

S3

Hockley Heath
Dorridge Rail Station
Knowle, Purnells Way
Knowle Green
Copt Heath / Jacobean Lane
Solihull Town Centre
Solihull Rail Station

Solihull ⇄ • Solihull Town • Copt Heath • Knowle • Dorridge ⇄ • Hockley Heath

Sunday

S3		S3		S3	S3
0900	then at these minutes past each hour	00	until	1700	1800
0902		02		1702	1802
0908		08		1708	1808
0913		13		1713	1813
0920		20		1720	1820
0927		27		1727	1827

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Sunday

S3		S3		S3	S3
0928	then at these minutes past each hour	28	until	1728	1828
0933		33		1733	1833
0937		37		1737	1837
0943		43		1743	1843
0947		47		1747	1847
0955		55		1755	1855
0958		58		1758	1858

## **Appendix D     Sustainable Modes of Travel Strategy**



### Walking Initiatives

**Child Pedestrian Training** is offered to over 900 children per annum aged between 5 and 7.

**Walk to School** is a national campaign that has the aim to encourage all parents, children and staff to make walking part of their daily routine.

A **Walking Bus** is a form of transport for school children who, chaperoned by two adults, walk to school.

The **Park and Stride Scheme** identifies locations for parents to park, away from the school site, that are still within walking distance.

### Cycling Initiatives

**Primary School Bikeability L2** is the national standard cycle training that is offered to all 10 and 11 year olds in the borough. It has a school participation rate of approximately 87%.

**Secondary School Bikeability L3** is cycle training that is delivered to Secondary schools across the borough. More than 580 Secondary School students have received this training since 2011.

# Solihull MBC Into The Community

## Contact us!

### By phone:

Cycle Training 0121 704 6511

Pedestrian Training 0121 704 6569

School Crossing Patrols 0121 704 6568

School Travel Plans 0121 704 6359

Via Email: [roadsafety@solihull.gov.uk](mailto:roadsafety@solihull.gov.uk)

On the web: [www.solihull.gov.uk](http://www.solihull.gov.uk)

### Or by post:

Safe & Active Travel Team

Church Hill House

Manor Square

Solihull

West Midlands

B91 3QB

Produced by the Safe & Active travel Team at Solihull Metropolitan Borough Council, Manor Square, Solihull, B91 3QB



Solihull Metropolitan Borough Council

## Sustainable Modes of Travel Strategy

2013-2016



# What is the SMoT Strategy?

## Scope of the Strategy

There is a general duty placed on local authorities to promote the use of sustainable travel and transport to and from school as required by the Education and Inspections Act and to produce a Sustainable Modes of Travel Strategy (SMoT).

The Sustainable Modes of Travel Strategy (SMoT) links into a variety of work programmes to improve children's health and well-being, especially with regard to childhood obesity. Linking with partners in Public Health through the Joint Strategic Needs Assessment the SMoT continues to support an integrated approach to addressing common issues in a consistent way.

In terms of transportation the SMoT relates directly to three key targets in the West Midlands Local Transport Plan 3 (2011-2026); Travel to School, Cycling and Road Casualties. It also indirectly contributes to a further two targets relating to CO2 from Transport and Air Quality.

To find out more about the sustainable travel initiatives or to view the full sustainable modes and travel document please visit;

[WWW.SOLIHULL.GOV.UK](http://WWW.SOLIHULL.GOV.UK)

## School Crossing Patrols

**School Crossing Activities:** The service and patrols receive requests to visit local Schools, Nurseries, Play Groups and local activity groups to introduce the children to the school crossing patrol officers under the 'People who help us' scheme and 'Stop Look and Listen'.



**'Improve children's health and well-being...'**

## Other Initiatives

**Nursery Packs:** The kits contain traffic education play equipment for a whole class supported by a variety of educational worksheets.

A **School Travel Plan** is a document, which sets out practical steps a school intends to take to encourage, educate and promote sustainable travel to its staff, pupils and parents.

**Independent Travel Training** works with young people with Special Educational Needs to help them develop the skills needed to be able to travel independently.

**Bike It:** Solihull MBC are working with Sustrans to support a 'Bike It' officer in the Safe & Active Travel Team to increase the numbers of children cycling.

**Sustainable Active School Travel:** An updated initiative based on 'Safer Routes to School' aimed at increasing the numbers of children cycling and walking to school.

**Junior Road Safety Officers:** An initiative to promote road safety and sustainable transport within the school community.