

## Draft Travel Demand Management Strategy

A34 corridor and Perry Barr improvements, dated 18 September 2019

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| <p><b>Name of scheme/ phases</b></p>   | <p><b>Perry Barr A34 Travel Demand Management Strategy</b><br/>To deliver a co-ordinated demand management approach between Birmingham City Council and Transport for West Midlands to highway infrastructure works, Birmingham 2022 Commonwealth Games Athletes Village and the wider Perry Barr regeneration programme. For delivery in the period early 2020 to mid-2022.</p>   |
| <p><b>Rationale for TDM strategy</b></p>                                       | <p>High impact of disruption in the area on high number of people travelling, for a prolonged period. Impacts on a wider area serving Birmingham city centre from various areas north of the city as well as several other West Midlands' boroughs and further afield.</p>   |
| <p><b>Identified problems incl. inter-relationships with other schemes</b></p> | <p>Need for coordination and integrated delivery across multiple schemes:</p> <ul style="list-style-type: none"> <li>• A34 Perry Barr highway improvement scheme, to include: <ul style="list-style-type: none"> <li>○ Layout reconfiguration and junction improvements</li> <li>○ Birmingham Cycle Revolution A34 cycle route (2<sup>nd</sup> phase)</li> <li>○ Possible public realm works (Walsall Road).</li> </ul> </li> <li>• A34 Sprint bus rapid transit route.</li> <li>• Perry Barr rail station improvements and bus interchange.</li> <li>• Birmingham 2022 Commonwealth Games Athletes Village.</li> <li>• Alexander Stadium re-development.</li> </ul> <p>TDM strategy to also take account of and feed into:</p> <ul style="list-style-type: none"> <li>• Preparation of the Games Strategic Transport Plan.</li> <li>• Legacy schemes following the Games, e.g. new school.</li> </ul>   |
| <p><b>Key target customer segments/ user profiles</b></p>                      | <p>Subject to a full analysis of the geographical context, to include: (residents, businesses and visitors)</p> <ul style="list-style-type: none"> <li>• Residents in the Perry Barr local area.</li> <li>• Residents from the surrounding area (including but not restricted to Handsworth Wood, Oscott, Kingstanding, Perry Common, Stockland Green, Aston, and Birchfield wards).</li> <li>• People travelling into Birmingham from the north of the city, including from other boroughs e.g. Walsall, Sandwell.</li> <li>• Commuter traffic into Birmingham City Centre, to include contact with large city centre businesses/employers and visitor attractions.</li> <li>• Freight, servicing and delivery traffic.</li> <li>• Royal Mail delivery offices (St Stephen's Street &amp; Great Barr).</li> <li>• Larger businesses and industrial estates in the area, e.g. Midland Chromium Plating, Holford industrial estate.</li> <li>• Retail facilities in the area, e.g. One Stop, Newtown Shopping Centre (facilities management, employees and shoppers).</li> <li>• Aston Villa Football Club/visitors to Villa Park (match days).</li> <li>• Faith groups and places of worship.</li> <li>• Educational establishments.</li> <li>• Construction workers/traffic.</li> </ul> |

| Impact mitigation  | Enhanced infrastructure and services  | Marketing, communications and engagement |
|--|---|--|
|  | Yes   | Yes                                      |
| <p><b>Key travel choices options:</b></p> <ul style="list-style-type: none"> <li>- Reduce</li> <li>- Re-mode</li> <li>- Re-time</li> <li>- Re-route</li> </ul> | <p>TDM strategy to be based on a prioritisation of the available options, and assessment of their potential in terms of both practicality and desirability. Work is underway to understand the potential problems and technical feasibility of solutions.</p> <p>Initial focus will be on promotion of available solutions, such as existing public transport network/services and new walking and cycling routes.</p> <p>To look to re-route through traffic where this is a suitable alternative.</p> <p>Longer term, the focus will be on reducing single occupancy car trips and reliance on private vehicles by encouraging and enabling modal shift to public transport, walking and cycling.</p> <p>Messaging of options will be refined following further modelling and analysis of a multi-partner travel survey, to potentially feature:</p> <ul style="list-style-type: none"> <li>• reduce single occupancy car trips through promotion of lift sharing and/or not travelling one day a week where appropriate.</li> <li>• promote public transport offer and improved accessibility for cyclists and pedestrians (including the new A34 Birmingham Cycle Revolution route) and possible public realm improvements.</li> <li>• utilise shoulders of peak periods for travel – detailed timings to be developed following travel survey and data analysis.</li> <li>• advice on re-routing journeys into and out of Birmingham onto the A38(M) and motorway network to avoid A34 as well as other alternative routes which avoid the Perry Barr area.</li> </ul> |  |
| <p><b>Headline messaging and phasing as appropriate</b></p>  | <p>An over-arching campaign and coordinated approach based on a shared partnership vision across all partners, scheme sponsors and contractors. Delivered through an integrated and multi-layered approach emphasising our key messages:</p> <ul style="list-style-type: none"> <li>• Plan ahead and keep moving <ul style="list-style-type: none"> <li>○ make changes to avoid the worst delays/disruption</li> </ul> </li> <li>• Open for business</li> <li>• Becoming Games ready</li> <li>• Highlighting the benefits of investment (legacy).</li> </ul>  |  |