

Information briefing

Report from: David Bull, Assistant Director (Development Strategy)
Report to: Transportation and Street Services Overview and Scrutiny Committee

Date: 11 March 2008

A34 STRATFORD ROAD - RED ROUTE PILOT SCHEME

Introduction:

- 1.0 The purpose of this briefing note is to respond to the resolution of the Street Services Overview and Scrutiny Committee meeting on 28 October 2003 “ that the Head of Transportation Strategy (now Assistant Director – Development Strategy) submit a report to update the Committee on progress in implementation of the scheme prior to the Traffic Regulation Order being made permanent”.
- 1.1 This briefing note will update on the following elements:-
- Background
 - Financial
 - Consultation / Responses
 - Parking Provisions
 - Enforcement
 - Impact of Red Route on Stratford Road – Report of SRTA
 - “Before & “After” Monitoring
 - A34/A41 Stratford Road / Warwick Road Corridor Regeneration
 - Conclusions
 - Approved reports

2.0 Background:

- 2.1 The A34 Stratford Road Red Route scheme was approved by Cabinet on 13 October 2003.
- 2.2 The Overview and Scrutiny Committee discussed the above report at their meeting of 28th October 2003. The recommendation was not to “call in “ the decision taken by the Cabinet but a resolution was passed that an update report be submitted to the Committee on progress prior to the traffic Regulation Order being made permanent.
- 2.3 The Red Route scheme stretches along A34 Stratford Road from Camp Hill Circus (junction of A4540 Ring Road with A34 Stratford Road), to the border between Birmingham City Council and Solihull Metropolitan Borough Council which is to the south of Robin Hood island (junction of B425 Solihull Lane with A34 Stratford Road).
- 2.4 The site work generally consisted of lining and signing; pedestrian facilities; side road entry treatments; street furniture; construction of parking, loading and disabled bays; Traffic Regulation Orders; on street parking, and off street parking.
- 2.5 The key objectives of the Red Routes are to improve safety, improve bus service speed and reliability, improve general traffic average speed and reliability, provide better conditions for pedestrians and cyclists, provide better conditions for people with disabilities, and improve parking enforcement and compliance.
- 2.6 The main site works commenced in March 2004 and were substantially completed in November 2005. Further off-street parking facilities were constructed by December 2006.
- 2.7 The 18 month Experimental Red Route Traffic Regulation Order commenced on 4th December 2006 and will expire on 3rd June 2008.
- 2.8 During the experimental period further changes to the route were made in October/November 2007.

3.0 Financial :

- 3.1 The final estimated cost of the scheme, which included site works, statutory Undertakers works, land purchase, consultation, enforcement and design is anticipated to be £4.96m

The main elements of the costs are:

| | |
|---|--------------|
| Main Contract Works (inc. fees) | = £3,928,400 |
| Off-street car parks (inc land acquisition) | = £ 725,600 |
| Environmental Improvement works | = £ 180,000 |
| Enforcement | = £ 126,000 |

- 3.2 Funding for the scheme is from Supplementary Credit Approval monies held by WMP & T Sub-Committee specifically for implementing the West Midlands Area multi Modal Study recommendations. BCC Corporate funding has been utilised to purchase land for off-street car park. Environmental Improvement works have been funded by the European Regional Development fund (ERDF) body.

4.0 Consultation / Responses:

Pre Implementation

- 4.1 An extensive and prolonged consultation and communication process commenced in 2003 and continued until the implementation of the red lines in December 2006.
- 4.2 A range of consultation methods were planned and employed which consisted of exhibitions, letters and newsletters to residents & businesses and various meetings that included Ward Councillors, Constituency, Cabinet Member, City Council officers and traders. There was also a period of media exposure concerning the implementation of the scheme.
- 4.3 Feedback received during this period from stakeholders, including traders, councillors and general public were assessed, approved and incorporated within the design where appropriate.

Post Implementation

- 4.5 During the operation of the experimental Traffic Regulation Order that commenced in December 2006, communication and consultation with the stakeholders had continued.
- 4.6 By the end of January 2008, over 80 enquiries were received. Majority of the enquiries were of general nature and the others were dealt with by site meetings and assessments which resulted in over 15 changes.

Changes made as a result of effective consultation/communications:

- 4.7 Between February 2004 and February 2008 a total of 85 design changes had been approved and implemented as a result of consultation with Councillors, members of the public and traders along Stratford Road. Breakdown of these changes is given in **Appendix 1**.

5.0 Parking Provisions:

- 5.1 Following the development of the scheme and the design changes that have taken place, 202 additional car parking spaces have been created. The location of parking provisions (on-street and off-street) are shown in **Appendix 2**.
- 5.2 The location of all off-street sites investigated for off-street parking are shown in **Appendix 3**

6.0 Enforcement:

- 6.1 Enforcement of the Red Route restrictions on the A34 Stratford Road commenced on 4 April 2007 with a one week period of parking attendants advising and guiding motorists of where they could park legally.
- 6.2 The level of parking enforcement patrols on this route have been adjusted throughout the experimental period according to the demand for enforcement, and are currently stabilised at one full time mobile patrol and a maximum of four foot patrols at peak periods covering the whole of the route.
- 6.3 Breakdown of Penalty Charge Notices issued for red route contraventions for the Sparkbrook, Springfield and Hall Green areas on a monthly basis is given in **Appendix 4**.
- 6.4 The total number of penalty charge notices issued for red route parking contraventions on this route up to 31 January 2008 is 6873. In Sparkbrook 1123 and Hall Green 1402 PCN's were issued. The greatest numbers of PCN's issued are in the Springfield area with 4348 Penalty Charge Notices issued in that section of the route, One of the reasons for this is that Springfield is the busiest section where the majority of shops are located.
- 6.5 Enforcement has been difficult and several parking attendants have been assaulted in this area whilst undertaking their lawful duties.
- 6.6 The number of PCN's issued for a comparable road i.e. Alum Rock Road (not subject to red route restrictions) - for the same period were 4,854.

7.0 Impact of Red Route on Stratford Road– Report of Stratford Road Traders Association:

- 7.1 The report titled "Impact of the Red Route – A survey of businesses on Stratford Road, Birmingham" dated January 2008, has been produced by academics of the two local universities, at the request of the Stratford Road Traders Association. A copy of the report is attached as **Appendix 5**.
- 7.2 Although the findings of the report by Stratford Road Association is acknowledged and its contents provide a useful and interesting feedback from a specific group of Stakeholders. Similar views have been recorded by the surveys undertaken by the consultant Owen Williams. However, the survey results are based on views expressed by a number of traders along a section of Stratford Road without including any tangible or objective data to back any of the views expressed.
- 7.3 A brief response to the key issues and recommendation raised in the above report is included in **Appendix 6**
- 7.4 An independent research undertaken by Social Research Associates Ltd in 2007 concluded that it is not easy to measure direct impact of Red Routes (or any similar traffic management scheme) on local businesses due to many other factors influencing change. It is evident, from local observations that retail presence on Stratford road area is broadly unchanged since the introduction of the Red Route.

8.0 “Before” and “After” Monitoring:

- 8.1 “Before surveys” were carried out in 2003.
- 8.2 The “After surveys” report entitled “A34 Stratford Road, Birmingham Red Route “After” survey monitoring Report, that has been recently completed confirms the following key findings :
- Improved safety record
 - Enhancement in parking provisions
 - Increase in traffic speeds
 - Increase in bus patronage
 - Improved air quality
 - Clearer footways
 - Little change in traffic flows
 - Little change in retail presence.

Summary of the “after “monitoring results is included in **Appendix 7**.

9.0 A34/A41 Stratford Road / Warwick Road corridor Regeneration:

- 9.1 The City Council is determined and committed in improving the prosperity of Birmingham and as such is actively seeking ways of attracting funding to regenerate areas of need.
BCC has appointed consultants to lead the development of an ambitious Strategic Framework for the A34/A41 Stratford Road/ Warwick Road corridor and work up and establish specific priorities for action to spearhead transformational change.
- 9.2 £6.5m outline approval has been secured for investment and local jobs. In addition up to £12m European resources are sought to promote economic development and enterprise.

The Key Aims, timescale and progress to date are included in the **Appendix 8**.

10.0 Conclusions:

- 10.1 The red route philosophy aims to release currently unused capacity on individual routes within the network caused by illegal parking or by inefficient network operation. Red Routes were a major recommendation of the West Midlands Area Multi-model Study (WMAMMS) and the A34 Stratford Road Red Route Pilot scheme is one of three initial demonstration routes that was chosen and approved. The other two schemes are in Solihull and Wolverhampton.
- 10.2 Extensive and prolonged consultation was carried out during the pre and post implementation stages with the key stakeholders which included councillors, traders, Associations, ward Committees and the general public. A range of methods were used in communicating with the above which included letters, leaflets, exhibitions and meetings.
- 10.3 As a result of the effective consultation, 85 changes have been accommodated to improve the specific difficulties highlighted.
- 10.4 The direct impact of Red Routes on local businesses is not easy to measure due to many other factors which can influence change. It is evident; from the independent monitoring study carried out that retail presence in the area is broadly unchanged since the introduction of the Red Route.
- 10.5 The result of the “before” and “after” surveys have shown that the scheme has met its key objectives and is therefore recommended that the current experimental order be made permanent without delay.

11.0 Approved Reports:

Between July 2002 and June 2006 a number of approvals have been obtained. The list of approved reports is shown in **Appendix 9**. Copies of the approval reports will be made available, upon request.

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Appendix 1 (Changes made as a result of Consultation)

| Approval Date | Category of Design Change | No. of changes |
|---|--|----------------|
| February 2004 (approved by Cabinet Member 24/2/04) | Entry treatments | 4 |
| | Loading/Parking restrictions, bays etc | 1 |
| | Carriageway Realignment | 2 |
| | Tree removal (Highfield Rd) | 1 |
| | Road Closures / Prohibited turning movements | 1 |
| TOTAL | | 9 |

| Approval Date | Category of Design Change | No. of changes |
|--|--|----------------|
| September 2004 (approved by Cabinet Member 14/9/04) | Entry treatments | 8 |
| | Loading/Parking restrictions, bays etc | 23 |
| | Carriageway Realignment | 2 |
| | Tree removal (Warwick Rd, Beechcroft Ave) | 2 |
| | Road Closures / Prohibited turning movements | 3 |
| | Pedestrian facilities | 4 |
| | Carriageway markings / signing | 2 |
| SUB TOTAL | | 44 |
| July 2005 (approved by Cabinet Member 21/7/05) | Loading/Parking restrictions, bays etc | 13 |
| | Road Closures / Prohibited turning movements | 3 |
| | Pedestrian facilities | 1 |
| SUB TOTAL | | 17 |
| TOTAL | | 61 |

| Approval Date | Category of Design Change | No. of changes |
|---------------|--|----------------|
| Oct 2007 | Loading/Parking restrictions, bays etc | 15 |
| TOTAL | | 15 |

Overall

Between February 2004 and February 2008 a total of 85 design changes had been approved and implemented as a result of consultation with Councillors, members of the public and traders along Stratford Road.

Appendix 2

(Parking Provisions)

The attached drawing 3101_059 Rev D shows the location of the off-street car parks:

| Location | Number of Spaces | | |
|---|------------------|--------------------------------|-------------------|
| | Pre Red Route | Post Red Route (inc. disabled) | Additional Spaces |
| ON STREET PARKING | | | |
| Sparkbrook | 50 | 45 | -5 |
| Sparkhill | 85 | 103 | 18 |
| Springfield | 79 | 91 | 12 |
| Hall Green | 95 | 85 | -10 |
| TOTAL | 309 | 324 | 15 |
| OFF STREET PARKING | | | |
| Sparkbrook | 0 | 30 | 30 |
| Sparkhill | 0 | 67 | 67 |
| Springfield | 0 | 82 | 82 |
| Hall Green | 0 | 8 | 8 |
| TOTAL | 0 | 187 | 187 |
| TOTAL ADDITIONAL (ON STREET/OFF STREET) PARKING SPACES = 202 | | | |
| LOADING BAYS | | | |
| Sparkbrook | 1 | 4 | 3 |
| Sparkhill | 9 | 30 | 21 |
| Springfield | 3 | 12 | 9 |
| Hall Green | 0 | 7 | 7 |
| TOTAL | 13 | 53 | 40 |
| TOTAL ADDITIONAL LOADING BAYS = 40 | | | |

Note 1 –Off street spaces quoted above excludes BCC or privately owned parking facilities that existed prior to the red route implementation.

Note 2 – Disabled spaces are included in both the on and off street parking areas.

Appendix 3

(Location of off-street sites investigated)

*Note – sites in **bold** text have been constructed or upgraded for off street parking

| SITE NO. | LOCATION |
|-----------------|--|
| 1 | Grassland between Auckland Road and Erasmus Road – Development Agreement |
| 2 | Farm Road |
| 3 | Aldi Car Park |
| 4 | Islamic Relief Agency, Charity Shop |
| 5 | Land adjacent Highgate Road |
| 6 | Land behind the King’s Paradise Restaurant |
| 7 | Land behind 337-347 Stratford Road |
| 8 | Sparkhill Job Centre Car Park |
| 9 | Overgrown grassed area off Alma Place |
| 10 | Rear of Piccadilly Cinema |
| 11 | Front of Piccadilly Cinema |
| 12 | Longlands House – Appropriation of land from Housing required |
| 13 | Land behind the Garage 388 Stratford Road |
| 14 | Land at the corner of Stratford Road/ Warwick Road |
| 15 | Land to the rear of No. 408-428, near The President Restaurant (formerly the Mermaid (PH)) |
| 16 | Land off Shakespeare Street (upgraded) |
| 17 | Existing car park off St. Johns Road |
| 18 | Grassed area St John’s Rd/ Baker St Roundabout |
| 19 | English Martyrs’ RC Primary School |
| 20 | Front of the Guru Nanak Gurdwara Temple |
| 21 | Rear of the Guru Nanak Gurdwara Temple |
| 22 | Sparkhill Police Station |
| 23 | Area to the rear of Sparkhill Library |
| 24 | St John’s C of E Junior and Infants Schools |
| 25 | Rear of 708-720 Stratford Rd, Fabric City, (formerly Panesars) |
| 26 | Rear of 752 – 768 Stratford Rd |
| 27 | Land behind 776/778 Stratford Rd (Ladbrokes) |
| 28 | 800 Stratford Rd |
| 29 | Rear of 810 – 832 Stratford Rd |
| 30 | Mayfair Motor Site (723 Stratford Road) |
| 31 | Rear of 775 – 787 Stratford Rd |
| 32 | Select ‘n’ Save |
| 33 | Springfield Junior and Infants School |
| 34 | Hall Green Station |
| 35 | Cole Bank Road |
| 36 | Centre Court |
| 37 | The Bull’s Head PH |
| 38 | Robin Hood Island |
| 39 | Former DSS Building off Poplar Rd |
| 40 | The Sparkhill Surgery, 578 Stratford Rd |
| 41 | Sparkhill Health Centre, 858 Stratford Rd |
| 42 | Surgery (Hall Green) |
| 43 | Rear of 701-715 Stratford Rd |
| 44 | Rear of Deen’s Takeaway, off Baker street |
| 45 | Sarehole Road, grassed area |
| 46 | Greencoat House, adj. Mole Street |
| 47 | Stratford Road Baptist Church, Palmerston Rd |
| 48 | Land to the rear of Sparkhill United Reform Church |
| 49 | Junction of Weatheroak Road – 438 Stratford Road |
| 50 | Part of Sparkhill Park, opposite Thornhill Road |
| 51 | Land off Stratford Street North |
| 52 | Land off Bertha Road |

Appendix 4

(Breakdown of PCN's)

The table below shows the breakdown of Penalty Charge Notices(PCN's) issued for the red route contraventions for the different wards on a monthly basis:-

| Penalty Charge Notices issued for Red Route contraventions | | | | |
|---|-------------------|--------------------|-------------------|--------------|
| on Stratford Road April 2007 - January 2008 | | | | |
| 0 | Sparkbrook | Springfield | Hall Green | Total |
| 0 | Ward | Ward | Ward | all |
| Apr-07 | 225 | 364 | 164 | 753 |
| May-07 | 176 | 466 | 133 | 775 |
| Jun-07 | 160 | 580 | 174 | 914 |
| Jul-07 | 127 | 577 | 189 | 893 |
| Aug-07 | 128 | 631 | 182 | 941 |
| Sep-07 | 63 | 387 | 151 | 601 |
| Oct-07 | 79 | 419 | 115 | 613 |
| Nov-07 | 71 | 342 | 136 | 549 |
| Dec-07 | 58 | 315 | 87 | 460 |
| Jan-08 | 36 | 267 | 71 | 374 |
| Total | 1123 | 4348 | 1402 | 6873 |

Sparkbrook : Camphill Junction to Fulham Road
 Springfield : Fulham Road to Knowle Road
 Hall Green: Knowel Road to Green Hill way

Appendix 5

**(“Impact of the Red Route – A survey of businesses on Stratford Road,
Birmingham” dated January 2008,)**

Appendix 6

A Brief Response to the report entitled:

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“Impact of the Red route- A survey of businesses on Stratford Road, Birmingham” dated January 2008.

The above report refers to some key issues that have contributed to the negative impact on businesses by the Red Route:

Lack of and reduced parking facilities:

Prior to the red route restrictions being introduced, a range of yellow line restrictions were in place which restricted parking along Stratford Road. However, the illegal and inconsiderate parking was clearly causing difficulties for motorists and pedestrians resulting in an impact on congestion.

The Red Route scheme has rationalised parking along Stratford Road and as a result an additional 202 (on- and off street) parking places have been created. In addition to this 40 loading bays have been provided along the road where it was feasible.

Lack of consultation:

Extensive and prolonged consultation process has taken place since January 2003 and the Council has continued with dialogue throughout the whole process and is continuing to listen. The consultation included distribution of letters, leaflets, 9 exhibitions and over 80 meetings (including 3 traders meetings with the Cabinet Member and 3 with officers). Over 80 design changes have been implemented as a result of ongoing consultation.

In view of the above it is felt that Birmingham City Council has adequately engaged with the relevant parties during the development and implementation stages.

Approach to enforcement:

Appropriate level of enforcement was considered important and essential to achieve the objectives of the scheme and as such adequate provision had been made within the Scheme to include this element.

It was recognised that there is a high level of activity in the trading areas and a significant demand by traders and shoppers to utilise the highway to carry out their business activities. In view of this, a sensible, practical and pragmatic approach to enforcement was considered and promoted.

The initial enforcement period focused largely on advising and educating motorists of the new restrictions followed by a sensible and sensitive approach in addressing the infringements.

The deployment of parking attendants have been largely focused in areas where there is higher level of activity and infringements, thus some areas would see the presence of parking attendants more than others.

There has been no deliberate effort to target any individual areas and there certainly has been no direction given to attendants to be insensitive or heavy handed. On the contrary, attendants were advised the need to be sensitive and to take a pragmatic approach.

It is unfortunate that situations have occurred where attendants have been either verbally or physically abused whilst carrying out their duties.

Response to Recommendations

Recommendation 1

Introduce variable enforcement hours. For example, many restaurants open in the evening and so it is unreasonable for the Red Route parking restrictions to be enforced for a 24 hour period. Restrictions could be eased from 7pm onwards.

Response;

The double red lines are introduced at locations where a 24 hour restrictions are required to a safe operation of the highway. Every effort has been made to keep the length of double red lines to the minimum.

Variable enforcement regime at other location can be given due consideration, taking account the need to ensure safe and workable operation and will further be dependant upon a consultation process such that there is general agreement amongst those likely to be effected by any changes.

Recommendation 2

Vastly improve parking and loading by introducing many more parking and loading bays in front of shops, to compensate from those that have been lost due to the Red Route.

Response:

Additional 202 parking and 40 loading/unloading spaces have been created as part of the scheme.

Where there is anticipated demand for parking, those areas have been considered and assessed and where possible changes have been made to provide parking spaces.

There are locations where provision for parking/loading has not been possible.

Reasons for these include safety considerations, existence of significant and sensitive street furniture or statutory Undertakes plant and lack of space.

Recommendation 3

The Council should undertake a fully independent local economic impact study of the Red Route to build on the findings of this research.

Response:

During the development of this scheme, consideration was given to the potential impacted on residents and Traders and a Customer satisfaction – Before Survey was carried out to establish the existing conditions of the trading area which was taken on board in attempting to minimize any adverse impact on Trade whilst aiming to achieve the Red Route Objectives.

In order to address the key issue of parking provisions, proposals for on-street and off-street parking had been discussed and as far as practicable, legal and financially viable, parking provisions have been accommodated.

As a result of the close joint working with residents and Traders a net increase of 202 parking spaces (on-street and off-street) have been provided.

In view of the above it is considered that sufficient and reasonable effort has been made to address and minimize any adverse impact on the retail trade in the area.

Recommendation 4

In the meantime, and particularly in the wake of the findings of this research, the council – in association with other local and regional stakeholders, such as Advantage West Midlands, Birmingham Chamber of Commerce, and Business Link West Midlands – should provide major support to the many local businesses who have been affected by the Red Route. The Rover Task Force was established when jobs were threatened in the automotive industry in Longbridge. Why should there not be a Stratford Road Task Force?

Response:

The situation in Longbridge with regard to job losses resulted as a direct and evident result of the physical closure of the Rover plant.

The situation on Stratford Road cannot be at all compared to Longbridge , since the parking provisions have been improved and not decimated.

Furthermore, the impact stated is not based on factual information being collected or provided and job losses are based on possible and potential impact.

In view of the above, there is no specific need to establish any task force.

Appendix 7

(A34 Stratford Road, Birmingham Red Route “After” survey Monitoring)

1 Background to the West Midlands Red Routes

The West Midlands Local Transport Plan (LTP2) contains a long term strategy to tackle congestion underpinned by continuing efforts to reduce traffic congestion and improve transport in the West Midlands. The strategy has three principal elements, namely:

- Make the best use of the existing transport network
- Enhance the quality of public transport
- Target investment in infrastructure to support regeneration

With little extra road space available to meet an expected huge growth in travel demand over the coming years, increasing levels of congestion and delay will be inevitable unless the efficiency of the main roads is improved. In recognition of this, the LTP2 includes six principal strands to make best use of the transport network, one of which includes the development of a network of Red Routes across the West Midlands.

Each route within the network is being examined in detail to identify areas of concern, problems and issues, following which an assessment is made of a range of improvements from a proven 'tool kit' of measures aimed at addressing the key objectives for the network, which are to:

- Achieve an annual reduction in traffic accidents;
- Improve general traffic journey times and reliability;
- Improve bus service speed and reliability and optimise the layout and location of bus stops;
- Provide better conditions for people with disabilities;
- Provide better conditions for pedestrians, cyclists and businesses, and
- Improve parking enforcement and compliance.

2 Summary of the Implemented Scheme

The A34 Stratford Road Pilot scheme has been implemented in accordance with the proposals approved by Birmingham City Council. A number of design changes and additions have since been implemented as a result of continuing consultation and comments received.

A comprehensive range of physical measures combined with the special Red Route controls has been utilised aimed at addressing the needs of all road users and those directly affected by the scheme. The need to address the specific objectives of the Red Route network as well as improving conditions for everyone in the corridor has created its own challenges as well as opportunities and has brought into sharp focus the requirement to balance competing needs for the allocation of road space in a congested location.

The scheme also recognises the need to address another key element of the transport strategy which is to enhance the quality of public transport. Stratford Road is an important part of the bus network and it has been an objective of the scheme to try to ensure that conditions for buses are improved and not compromised.

The following table provides a summary of the various elements of the scheme together with an assessment of the impacts, both positive and negative:

A34 Stratford Road – Red Route Pilot Scheme List of scheme outputs and impacts

| No | Changes to the current operation | Impacts | Overall change |
|----|--|--|----------------|
| 1 | On-street parking Total of 15 additional spaces introduced, parking space locations and signage rationalised, new line demarcation applied | Rationalised parking provision with minimised impact on traffic movement Clarified parking controls with improved success of compliance Slight improvement to vehicular accessibility of the street contributing to vitality of the area | ▲ |
| 2 | Off-street parking Total of 187 additional spaces introduced | Substantial improvement to vehicular accessibility of the area Contributed to improved vitality of the area | ▲ |
| 3 | Loading bays Total of 40 additional loading bays introduced and locations of loading bays rationalised | Improved loading facilities for the traders Contributed to improved vitality of the street Rationalised location of the loading bays to minimise delays to through traffic | ▲ |
| 4 | Prohibited right turn movement Right turn movement prohibited on Auckland Road and Main Street | Alleviated conflict caused by right-turning vehicles Minimised delays to through-traffic | ▲ |
| 5 | Additional pedestrian crossing Additional pedestrian crossing facilities installed North of Beach Road Junction | Improved pedestrian accessibility, thus encouraging walking as a mode Reduced severance to pedestrians by the carriageway Delay to traffic | ▲ ▼ |
| 6 | Two-way to one-way conversion Erasmus Road, Priestley Road, Braithwaite Road, Clarence Road, Thornhill Road and Beach Road converted from the original two-way operation to one-way operation | Minimised delays and conflicts to through traffic by right turning vehicles Reduced vehicular accessibility of the streets | ▲ ▼ |
| 7 | Improved road alignment Change to road alignment on Solihull Road, Reddings Lane junction, Showell Green Lane junction, Solihull Road junction and central reservations at Robin Hood (Hall Green) | Minimised conflict by turning manoeuvres | ▲ |

| | | | |
|----|---|---|---|
| 8 | Street furniture rationalisation Relocation of recycling bins on Hall Green | Removal of obstruction and minimisation of delays caused by stopping vehicles | ▲ |
| 9 | Entry treatments Comprehensive improvements to side-road junctions by the provision of new and upgraded entry treatments at various locations | Improved pedestrian accessibility by matching footway to carriageway levels Reduced severance to pedestrians by carriageways Encouraging walking as a mode by providing priority to pedestrian movement | ▲ |
| 10 | Accessibility Assessment of and improvements to the DDA compliance of bus stops and provision of drop kerbs at main junctions | Improved DDA compliance Improved accessibility Encouraging walking and encouraging use of buses | ▲ |
| 11 | Red Route controls Red-route lining and signage introduced | Minimised delay to through moving traffic Improved success of enforcement Reduced footway parking with resulting improved pedestrian and bus stop accessibility | ▲ |

3 Results of Monitoring Surveys

In addition to the improvements brought about by the implementation of the various physical measures, and in order to provide further information on the impacts, a series of surveys were commissioned to record conditions on the A34 Stratford Road. The results of these together with assessments of other related data is reported separately in a document entitled '**A34 Stratford Road Birmingham, Red Route 'After' Monitoring Report – 6th March 2008**'. In summary, this report concludes that:

Traffic safety

Traffic safety has improved significantly on the A34 Stratford Road, with reductions in the annual rates of fatalities, serious injuries and slight injuries in the period since introduction.

General traffic travel times and journey time reliability

Analysis of the ITIS data shows an increase in vehicle speeds along the route.

Bus service speed and reliability

The revised bus stop locations enable buses to rejoin general traffic flow more easily than before. Bus patronage has increased on this Red Route and operators have reported improvements in reliability. However, further data collection on bus timing and reliability is ongoing.

Conditions for pedestrians and cyclists

Reduced footway parking, and greater opportunities to cross the road on key desire lines have enhanced accessibility and conditions for pedestrians. No significant changes in cycling have been recorded.

Conditions for people with disabilities

The side-entry treatments, tactile paving and dropped kerbs at junctions provide high-quality facilities for all pedestrians, particularly those with impairments to mobility. Demarcated parking spaces for Blue Badge holders

are protected by high levels of enforcement. Accessibility to and at bus stops has also improved. Together, these measures ensure greater accessibility on Stratford Road for people with disabilities, and are fully in line with Birmingham City Council's and Centro's practice under the Disability Discrimination Act.

Parking enforcement and compliance

The Red Route enforcement regime is ensuring that the reallocated street space is being used as intended, resulting in a more efficient use of the carriageway, and legally compliant parking behaviour.

Air Quality

The permanent monitoring station on the Stratford Road has produced Nitrogen Dioxide measurements over the life of the project. This has shown a generally improving situation.

4 Red Routes and the Retail Trade

In order to gain a better understanding of the impact of Red Routes and similar schemes on retail trade, Social Research Associates (SRA) were commissioned to undertake some research, paying particular attention to the conclusions of the Equality Impact Assessment carried out on the Local Transport Plan in October 2005. This identified the need to carry out additional research into potential problems for pedestrians and small businesses arising from the implementation of Red Routes.

SRA drew upon the results of various studies including the impact of the Red Routes in London and produced a report entitled '**Red Routes and the Retail Trade – Social Research Associates Limited (2007).**' Their conclusions drew upon desk top research, unpublished literature and original sources.

Much of the existing evidence about Red Routes relates to the London experience and retail surveys have been carried out there annually since 1994. A sample of 37 shopping centres where Red Routes had been introduced was used as the basis for the hypotheses and conclusions about repercussions on local business.

SRA also drew upon evidence in relation to a number of traffic infrastructure projects which attempted to measure the view of local businesses. Although these studies are not on Red Routes, they do all concern traffic management schemes that were designed to reduce congestion and reduce the impact of motorised traffic on main routes in retail areas. The research concluded that it is not easy to measure the direct impact of Red Routes (or any similar traffic management scheme) on local businesses due to many other factors influencing change.

The 'before' surveys, which included interviews of a selection of traders and customers on Stratford Road, have been repeated and they confirm the stated view that businesses do consider that trade has been affected. However, the SRA research concludes that there are a range of factors that play a part in influencing the vitality of local centres.

Local neighbourhood shopping areas characterised by independent traders are under threat from the larger chains throughout the UK although shoppers are increasingly appreciating the variety and service standards offered. Research has shown that shoppers also want a shopping environment which is accessible, pleasant to visit and where it is safe to walk and cross. This means that the decision to shop is based on the total ambience of a neighbourhood shopping area including pavement maintenance, seating, noise, pollution, congestion, signing, the quality of bus infrastructure and security as well as parking. The City Council continues with its programme of investing in local centre

5 Summary

The following table provides an overview of the outcomes and how they have been assessed against the various impacts identified:

A34 Stratford Road – Red Route Pilot Scheme Summary of outcomes

| No | Impact area | Outcomes | Evidence base | Overall change |
|----|------------------------|---|---|----------------|
| 1 | Safety | Annual rate of fatalities and serious injuries has decreased by 30% Annual rate of slight injuries has decreased by 8% | 32 months of post-implementation collision data (Birmingham City Council) | ▲ |
| 2 | Traffic Speeds | Increases in traffic speeds | ITIS data | ▲ |
| 3 | Bus Patronage | Small increase in bus patronage, against the overall trend of bus patronage reduction for West Midlands | Route 6 Bus Patronage figures (Bus Showcase) | ▲ |
| 4 | Mode Shift | No significant change in the modal split for vehicles on the Stratford Road | Based on bus and traffic counts | □ |
| 5 | Parking | Additional 242 parking and loading spaces provided Improved record of compliance (with a reduction in illegal parking incidences) | Before/After observations (Faber Maunsell and Owen Williams) | □ |
| 6 | Traffic Flows | No significant change in traffic flows | Before and after automatic traffic counts (Faber Maunsell and OwenWilliams) | □ |
| 7 | Retail Vitality | No significant change in retail occupancy (with no significant change in the number of active frontages) | Shops trading survey | □ |
| 8 | Accessibility | Improved accessibility (through introduction of new and upgraded entry | Engineering assessment (Birmingham City Council) | ▲ |

| | | | | |
|---|--------------------|---|-----------------------------|---|
| | | treatments and a pedestrian crossing) | | |
| 9 | Air Quality | Reduced Nitrogen Dioxide and other pollutants | Permanent Mandatory station | ▲ |

6 Conclusions

Red Routes are a key part of the LTP2 and, as well as reducing congestion and road traffic accidents, if designed to reflect local needs they can contribute to several of its objectives and targets. In particular, they can play an important part in addressing the Shared Priorities with the Government of;

‘Improving access to jobs and services, particularly for those most in need, in ways that are sustainable: improved public transport, reduced problems of congestion, pollution and safety.’

The development and implementation of the Stratford Road Red Route scheme has raised a number of challenges, not least that of trying to balance the many competing demands of the various users of the corridor within a restricted road space whilst at the same time addressing the key objectives and targets in the LTP2.

From the evidence so far collected and from general observations of the operation of the scheme, since implementation:

- the safety record on the road has improved: the annual rate of fatalities and serious injuries has decreased by 30% and that of slight injuries has decreased by 8%;
- overall parking provision has been enhanced;
- traffic speeds have increased;
- bus patronage has increased;
- footways are predominantly clear of illegally parked vehicles, with relatively high levels of compliance;
- traffic flows have changed little since implementation;
- air quality has improved, and
- retail presence in the area is broadly unchanged since the introduction of Red Routes, with 89.5% occupancy of the 170 retail and service units surveyed, and a further 3% (5 units) currently being refurbished for reopening.

Appendix 8

(Strategic Framework for the A34/A41 Stratford Road/ Warwick Road corridor)

Background

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The Stratford Road (A34 Corridor) is one of the most important transport corridors within Birmingham, linking the City Centre to the M42 and beyond. It also contains important economic centres, both strategic and local. As one approaches the City Centre, the image projected is one of increasing decline. The ring road junction at Camp Hill is a physical divide to the regeneration activity in Eastside and the Irish Quarter.

Development Study

In order to target and co-ordinate future investment a major Strategic Development Study has been commissioned to look at the A34 and A41 corridors. The purpose of this study is to identify those key opportunities for transformational change along the corridor over a five-ten year period. In identifying the scope for major change, the study will focus upon establishing short, medium and long-term opportunities for inward investment, suggest target sectors and, critically, look at how to develop the identity of the corridor and ensure that there are tangible benefits to local people from the investment secured. This will commence shortly and is programmed to complete by the end of October 2008 with full consultation with the local Ward Members and community leaders being undertaken as part of the study.

Potential Funding Arrangements

In order to deliver the strategy, a number of funding initiatives/bids are being developed.

The corridor has been prioritised as one of Birmingham's priority package areas under European resources, which can provide access to up to £12 million for the assembly and development of key sites in order to promote economic development and enterprise.

The area has also been prioritised for inclusion as part of the URBAMECO Fast Track Network: Creating Competitiveness & Social Cohesion in Deprived Urban Areas. This is formed by European cities and their regions, working together to share existing best practice and to learn from the experiences of partner cities.

Other major potential funding sources include the East Birmingham North Solihull Regeneration Zone from which an outline approval of £6.5m has been secured, also for the assembly and development of key sites in the context of investment and local jobs.

Key Objectives

The primary output from these activities will be:

- The identification of key sites in order to remove dereliction and outmoded buildings and provide new opportunities for inward investment and the diversification of the economy
- The provision of a range of managed and non managed workspace in order to promote local enterprise

This higher level investment will be underpinned by programmes which will:

- Enhance existing business premises in the area
- Provide effective enterprise and business support
- Provide new gateway features and develop the identity of the area
- Improve the general operating environment and security for businesses and customers alike

Critical to all of these outputs will be the effective co-ordination of existing activities and the development of new mechanisms to ensure that local people are able to access the employment and training opportunities which result from this investment.

Appendix 9.

(Approved Reports)

July 2002 : 'Proposals for a West Midlands Red Route Network'

13 October 2003 : 'A34 Stratford Road Red Route Pilot Scheme – Option and Implementation Approval'

24 February 2004 : 'A34 Stratford Road Red Route Pilot Scheme – Approval of Design Changes and Consideration of Objections (Reddings Lane to Highfield Road Section)'

9 March 2004: 'A34 Stratford Road Red Route Pilot Scheme – Petition (Road Humps in Beechcroft Avenue)'

14 September 2004 : 'A34 Stratford Road Red Route Pilot Scheme – Approval of Design Changes and Consideration of Objections to the TROs (Camp Hill to Green Hill Way) '

4 October 2004 : 'A34 Stratford Road Red Route Pilot Scheme - Acceptance of Tender (Phase One Stage Two Works)'

26 April 2005 : 'A34 Stratford Road Red Route Pilot Scheme – Off Street Parking Phase One Stage Three

21 July 2005 : 'A34 Stratford Road Red Route Pilot Scheme – Off Street Parking Phase Two & Contract Changes to Phase One

14 October 2005 : 'Purchase of Land (Alfred Road site – Sparkbrook)'

31 March 2006 : 'A34 Stratford Road Red Route Pilot Scheme – Off Street Parking – Colgreave Avenue Site'

9 June 2006 : 'A34 Stratford Road Red Route Pilot Scheme – Additional Work / Changes & Final Implementation Strategy'