

Tamworth Borough Integrated Transport Strategy 2015 - 2031



June 2015



Staffordshire
County Council

TAMWORTH BOROUGH INTEGRATED TRANSPORT STRATEGY 2015-2031

1. Introduction

- 1.1 Integrated Transport Strategies have been developed for the eight District / Boroughs in Staffordshire to help prioritise the County Council's expenditure on transport improvements and secure potential resources including developer contributions and Government funds. They are also informing the Local Plan process.
- 1.2 The Government has confirmed its commitment to devolving economic power to Local Enterprise Partnerships (LEPs) through the creation of a Local Growth Fund (LGF) which has been formally allocated to the LEP through Growth Deals. European funds may also become available for transport through Growth Deals.
- 1.3 A significant level of transport funding has been transferred to the LGF as transport has been identified as central to local economic development. Allocations of LGF and European funds to the Greater Birmingham and Solihull LEP and Staffordshire and Stoke-on-Trent LEP have been determined through each LEP's Strategic Economic Plan (SEP) for the period 2015/16 to 2020/21. Allocations have been based on the strength of the Strategic Economic Plans in terms of identifying effective and speedy delivery of transport schemes and robust evidence of value for money.
- 1.4 LEP Growth Deals were announced in July 2014 with Stoke-on-Trent and Staffordshire LEP (S&SLEP) receiving a minimum of £82.3m over the 6 years of the SEP. A provisional allocation of £5m from the Local Growth Fund has been identified to invest across the S&SLEP area for sustainable transport packages to make urban centres like Tamworth more competitive. Following a second round of the S&SLEP Growth Deal total funding now stands at £97.7m, with additional investment earmarked to create an enterprise quarter in Tamworth.
- 1.5 Tamworth Borough Council is also a member of the Greater Birmingham and Solihull LEP, and therefore, cross border working through the respective LEP governance arrangements is essential to maximise investment in the Borough.
- 1.6 The Tamworth Borough Integrated Transport Strategy helped to inform both SEPs, and will continue to support bids for future rounds of LGF as it is allocated.
- 1.7 Delivery of this transport strategy will help achieve the County Council's vision of 'A Connected Staffordshire': 'where everyone has the opportunity to prosper, be healthy and happy'. It will also help to deliver the County Council's three Priority Outcomes. For Staffordshire's residents to be able to:

Access more good jobs and the benefits of economic growth

Be healthier and more independent

Feel safer, happier and more supported

- 1.8 The Health and Wellbeing Agenda is a high priority for Staffordshire County Council and will be supported through capital investment in the walking and cycling network

including the National Cycle Network and promotional activities delivered through Local Sustainable Transport Funding (LSTF) and other funding sources as they become available. Active Staffordshire has also been established to increase participation in physical activity across the County.

- 1.9 In 2011, we consulted communities and stakeholders on the integrated transport strategies. Many useful comments and ideas were received which have helped to shape this strategy for Tamworth Borough. Our response to all representations is provided in: Report on the Outcome of the Consultation Process 2011/12 at: <http://www.staffordshire.gov.uk/transport/transportplanning/localtransportplan/districtintegratedtransportstrategies.aspx>
- 1.10 Comments during the consultation process focused on rail improvements including proposals for a new 'local train service' to serve Tamworth, relieving overcrowded Cross Country services, and support for measures to reduce pressures on the trunk road network, particularly the A5(T). Bus operator Arriva advised that public transport improvements should be delivered in conjunction with measures to reduce the impacts of traffic congestion.
- 1.11 The County Council continues to take into account new data, information and the views of stakeholders through ongoing dialogue and interaction. These include Tamworth Borough Council, Highways England, local interest groups, the general public and, of course, local elected representatives.

2. Borough Profile

- 2.1 Tamworth Borough contains a population of 76,000 residents within an area of 12 square miles located 18 miles North of the West Midlands Conurbation. The town has a compact urban form with a network of green linkages and a development pattern focused around connected neighbourhoods and centres, providing good opportunities for sustainable travel.
- 2.2 Some 26,000 people work in Tamworth and whilst manufacturing is still important, the majority of jobs are now in the service industry. Despite good levels of employment, around 18% of the population live in areas that are classified amongst the most deprived in England.
- 2.3 In terms of health issues, around 3 in 10 adults in the Borough are classified as obese, considerably worse than the national rate and there has been an upward trend in recent years.
- 2.4 Tourism and retail play an important role in the Borough's economy. Visitor attractions include a Norman Castle in the town centre, Snowdome, Ventura Retail Park and Drayton Manor Theme Park (in Lichfield District).
- 2.5 Tamworth has good connections to the national transport network. The A5(T) provides links to Cannock, Nuneaton, the M42 and the M6 Toll. The A51, A513 and A4091 are important routes along the local highway network and run north-south through the Borough. It is estimated that 50% of the working population out-commute each day to work and 69% of employed residents drive to work.

- 2.6 Tamworth rail station is located in close proximity to the town centre, whilst Wilnecote station is to the south of the town centre near Two Gates. Both rail stations are located on the Cross Country line between Birmingham / Tamworth / Burton upon Trent / Derby and Nottingham. Tamworth station is also located on the West Coast Mainline providing connections to the major cities of London, Coventry, Birmingham, Manchester, Liverpool, Glasgow and Edinburgh. Both Tamworth and Wilnecote stations are currently managed by London Midland. Services are operated by Cross Country Trains, London Midland and Virgin Trains. Services to London operate hourly in the off peak with additional faster services in the peak periods, whilst there are approximately three trains per hour connecting to Birmingham in the off peak with four per hour in the peak periods. There is significant passenger and freight demand along both corridors, although there is no dedicated local service on the Cross Country line so demand is catered for by stops on the Nottingham to Birmingham service and by less frequent stops of longer distance services. Passenger numbers at Tamworth station increased by over 33% between 2006/07 and 2013/14. This increase is likely to be attributable to the more frequent local services on the West Coast Main Line. According to the 2011 Census around 2% of Tamworth residents use the train to access their employment.
- 2.7 Tamworth has an extensive cycle network covering 30 miles within a 12 square mile area, including a network of off-road links. However according to the 2011 census data, only 2% of residents in Tamworth cycle to work whilst 9% walk.
- 2.8 The Borough is served by a core bus network of local and inter-urban routes to Lichfield, Warwickshire and the West Midlands conurbation, supported by community transport services. The 2011 Census indicates that 4% of residents in Tamworth travel to work by bus. This bus service use is one of the highest in Staffordshire, hence the high frequencies of town services that generally operate every 12 minutes. Bus reliability surveys have indicated that nearly 93% of services depart on time and accessibility to Tamworth town centre is good with the majority of households within a 20 minute door-to-door travel time.

3. Recent Transport Achievements

- 3.1 In recent years there has been a considerable reduction in Local Transport Plan (LTP) funding available for transport schemes throughout the County. Efforts have therefore been focused on making the best use of the existing highway network, concentrating on maintaining its condition and ensuring that we continue to reduce road casualties.
- 3.2 A successful bid made by the County Council for Local Pinch Point Funding in 2014 secured some £1.376m which, together with a local developer contribution of £600,000, has allowed highway capacity and safety improvements to be delivered along the Gungate/Aldergate Corridor. Improvements completed at the Fountains junction, Lichfield Street/Aldergate junction and the Upper Gungate/Croft Street junction in 2014/15 will provide additional capacity to help make new residential development in Anker valley and Browns Lane acceptable in transport terms.
- 3.3 In 2013/14, approximately £450,000 was spent on undertaking transport improvements and investigations as well as delivering the bridge and highway maintenance programme throughout the Borough. This includes access improvements for Lichfield Road Industrial Estate, junction modifications at Ventura

Retail Park, bus access improvements on Route 3 (Tamworth Town Centre to Coton Green) and detailed design work for interventions on the Gungate/Aldergate Corridor.

- 3.4 Over the last three years a number of significant transport interventions have been implemented around Ventura Retail Park using both developer and public funding. Significant improvements to the Jolly Sailor and Sainsbury's roundabouts, together with a new vehicular exit onto Bonehill Road, have helped to improve highway capacity and ease longstanding congestion issues. Access to the retail park by sustainable modes has been enhanced. Along the route between Ventura Retail Park and the town centre a new pedestrian crossing facility has been provided and the existing frequent bus service (Route 6) has been rebranded and new bus shelters provided to serve new developments.
- 3.5 Targets to reduce road casualties are being achieved through education, enforcement and engineering measures. Safety in the Borough has been improved through the delivery of measures such as anti-skid surfacing, vehicle actuated signs and 20 mph speed limits outside schools.
- 3.6 The vast majority of Tamworth's bus services are commercial and have been maintained throughout recent years. In Tamworth 92.6% of addresses are located within 350 metres of a half hourly or more frequent weekday bus service. Many bus stops now comply with the Equalities Act 2010. Staffordshire County Council is also the national leader in discretionary travel allowance and free 24/7 bus transport is available to people of pensionable age or with a disability, plus their carer. The innovative 'Your Staffordshire Card' allows under 20s to travel anywhere within Staffordshire for just £1.20 per journey.
- 3.7 In recent years the main operator Arriva has invested over £2 million on new fleet. Buses used in the town services were upgraded in 2012 and there are further new buses now operating to Arriva's 'Sapphire' high specification for the 110 service from Tamworth to Birmingham which were introduced in 2014. The new vehicles are fitted with Wi-Fi, leather seats, mobile charging points and have next stop announcements.
- 3.8 In the last two years new bus services have been introduced between the town centre and Birch Coppice Employment Area in nearby North Warwickshire. These are operated to a pattern co-incident with shifts thereby connecting Tamworth residents to job opportunities.
- 3.9 In terms of recent rail improvements, the West Coast Mainline which carries a mixture of long distance, local and freight services has seen significant investment to increase capacity. In recent years a regular interval service between Crewe and London via Stoke, Stafford, Lichfield, Tamworth and Rugby has been introduced which has significantly improved connectivity between key locations.
- 3.10 Works at Tamworth Rail Station were completed in January 2013 through the National Stations Improvement Programme including improved waiting areas, wash room facilities and booking hall, new lighting, CCTV, improved access to platforms and cycle parking provision.

4. Tamworth Borough Council Pre-submission Local Plan 2006-2031

4.1 Tamworth Borough Council's Local Plan will be examined in June 2015. Within the plan period it proposes the following levels of residential and employment development across the Borough:

- A forecast housing requirement of 250 homes per year equating to 6,250 in total.
- A total employment requirement of 32ha together with a retail requirement of 7,800m² of new comparison retail floor space and 2,900m² new convenience retail floor space.

4.2 The Plan identifies a total of 18ha of land suitable for employment uses within the Borough (Policy EC6). The remaining 14ha is expected to be found beyond the Borough boundary within Lichfield and North Warwickshire.

4.3 Policy EC7 identifies an existing network of strategic employment areas for this provision. The explanatory text also recognises the importance of revitalising these areas:

- Bitterscote (Bonehill Road, Cardinal Point, Bitterscote South)
- Tame Valley Employment Area (Hedging Lane, Two Gates, Tame Valley Industrial Estate)
- Amington Employment Area
- Lichfield Road Employment Area
- Centurion Park Employment Area
- Relay Park Employment Area

4.4 Of the 6,250 new homes identified in the Pre Submission Local Plan around 2,323 will be located on three Sustainable Urban Extensions (SUEs) (identified in Policy HG2) with the remainder (1,937) provided on smaller sites within or adjacent to the existing urban area (identified in Policy HG1). A minimum of 2,000 new homes will be required outside of the Borough boundary within Lichfield and North Warwickshire Districts to meet Tamworth's objectively assessed housing need.

4.5 The Sustainable Urban Extensions identified (Policy HG2) are the Golf Course (1100 new dwellings), Anker Valley (approximately 500 new dwellings) and Dunstall Lane (up to 750 new dwellings). Sustainable Urban Extensions are recognised as more than just housing and will require delivery of supporting infrastructure to create a sustainable, inclusive community with good access by all modes of transport. Internal trips will need to be maximised (contained) through provision of services and facilities on-site.

Dunstall Lane SUE

4.6 Pre-application discussions have commenced with respect to this key site which will provide up to 750 new dwellings, a new primary school as well as local retail facilities. Two points of vehicular access will be required with the primary access proposed to be from Ventura Park Road/ Meadow Road roundabout junction. The Transport Assessment study area includes the highway network in and around Ventura Retail Park, including the junction with the A5(T), as well as the A51/B5493 roundabout and the A5/A453 Mile Oak junction.

- 4.7 Staffordshire County Council's traffic model for Ventura Retail Park will be used to assess the traffic impacts of the site on the surrounding local highway network and identify any capacity improvements required. Accessibility software (Visography TRACC) has also been applied to demonstrate how the site could be made accessible by sustainable modes and advice has been provided to the applicants.
- 4.8 It is proposed that bus service 6 will be extended to serve this development via an internal loop road. The applicants have also offered to provide new and enhanced pedestrian and cycle links into some of the surrounding areas including Ventura Retail Park and to the Birmingham and Fazeley Canal.
- 4.9 The County Council has submitted a representation in response to Tamworth Borough Council's Pre-Submission Local Plan identifying an additional requirement for improved pedestrian and cycle connectivity to the north of the site linking through to the A51 Lichfield Road. This would provide improved access to education, employment and retail areas for local residents. Accessibility analysis shows that this improvement would significantly increase opportunities for sustainable travel and enhance the overall accessibility of the site.

Tamworth Golf Course SUE

- 4.10 The site is located just within Tamworth Borough directly adjacent to the North Warwickshire Borough boundary. A planning application for 1100 dwellings, a two form entry primary school and a local convenience store has been submitted, but has yet to be determined. The developers are proposing two points of vehicular access via a new junction onto Mercian Way and utilising the existing golf course access from Eagle Drive. Road widening works to Mercian Way are required to accommodate development traffic at the two points of access.
- 4.11 The Transport Assessment for the development considers 16 local highway junctions including Mercian Way/Glascote Road, Pennine Way/Watling Street/A5 roundabouts, A5/Marlborough Way and A5/Ventura Park, as well as the traffic impacts on a number of key highway links such as Mercian Way, Glascote Road and Pennine Way. New right turn bays at both site access junctions on Mercian Way will be provided to minimise traffic delays and modifications to the Glascote Road/Marlborough Way roundabout junction will also be required. The County Council has raised concerns over traffic capacity issues on the local highway network relating to junction 10 of the M42 and the A5/Marlborough Way junction which will require further assessment.
- 4.12 In terms of sustainable transport it is likely that local bus service 5 (currently every 12 minutes) will need to be routed through the development. This will ensure satisfactory access to the retail area and primary school as well as providing a frequent link to the town centre and Tamworth rail station. A new pedestrian and cycle route will border the site connecting to the Coventry Canal cycle route. Other pedestrian and cycle connections will link the site to Mercian Way. Crossing facilities will be provided on Mercian Way to improve access for pedestrians and cyclists. Cycle parking facilities will be provided at key locations within the site.

Anker Valley SUE

- 4.13 Outline planning permission has been secured for 535 new dwellings at the north eastern edge of Tamworth as well as a small retail unit and a primary school.

Vehicular access will be secured via two new junctions on the B5493 Ashby Road, a roundabout to the north of the site and a priority junction to the north-west.

4.14 It is considered that pedestrian links could be provided to the south of the site to improve access to the town centre and rail station as opportunities arise. A new footbridge is proposed over the Birmingham to Derby (Cross Country) railway line. If this is provided in a central location it will allow access to Perrycrofts Crescent to the west of the site leading to local schools and a 30 minute frequency bus service linking to the town and Tamworth rail station within a 350m walk. However if the footbridge is provided in close proximity to the Ashby Road Railway bridge, none of the site will be able to access local bus services within a 350m walk, and service 2 will need to be diverted into the development.

4.15 The Transport Assessment identified capacity improvements were required to mitigate traffic impacts at the A513 Comberford Road/Gillway Lane/Coton Lane, A513 Comberford Road/Wigginton Road/B5493 Ashby Road/A513 Upper Gungate (Fountains Junction) and the A513 Upper Gungate/Salters Lane/Offadrive/Aldergate junctions. A proportionate contribution to the cost of the Pinch Point works implemented in 2015 to junctions along the Gungate/Aldergate Corridor has been secured.

Coton Lane

4.16 This is one of the larger sites covered by Policy HG1 and a planning application has now been submitted for 170 homes on land at Windmill Farm. The Transport Assessment proposes vehicular access onto Coton Lane being achieved via two new priority junctions and recommends improvements to the nearby Fontenaye Road and Claremont Road junctions.

4.17 It also considers the traffic impact at Coton Lane/A513 Comberford Road/Gillway junction, the A51 Lichfield Road/Coton Lane junction as well as the A51 Lichfield Road/Park Street/Moor Street/A51 Tamedrive junction in terms of traffic capacity. However impact on the sensitive Gungate/Aldergate Corridor will need to be assessed using the County Council's traffic model in order to establish whether all traffic impact can be satisfactorily accommodated on the Local Highway Network.

4.18 Finally the proposed development will also need to provide improved local bus stop infrastructure, including Real Time Passenger Information, shared pedestrian and cycle facilities linking to Rawlett school and pedestrian crossing facilities adjacent to the site across Coton Lane.

Residential Development in Lichfield District for Tamworth's Needs

4.19 The Lichfield District Council Local Plan Strategy (2008-2029) was formally adopted on 17th February 2015 and includes a North of Tamworth Broad Development Location with capacity for 1000 homes, 500 for Tamworth's needs.

4.20 A development of 165 homes within Lichfield District on land North of Browns Lane already has the benefit of full planning permission. The mitigation package includes new pedestrian crossing facilities, public transport infrastructure improvements, and a financial contribution towards the Gungate/Aldergate Corridor Pinch Point Scheme.

Modifications to the Coton Lane/A513 Comberford Road junction will also be delivered.

- 4.21 A second planning application for up to 1,000 dwellings in Lichfield within the Broad Development Location is currently awaiting determination by Lichfield District Council (LDC). Tamworth Borough Council and Staffordshire County Council have made objections regarding the potential transport impact of this additional development within Tamworth. Concerns relate to the prospect of unacceptable levels of congestion at peak times along the sensitive Gungate Corridor which has recently been improved to facilitate the 700 homes at Browns Lane and Anker Valley. Deletion of the Anker Valley Link Road from the Pre-Submission version of the plan (due to lack of viability) means that options to provide significant additional highway capacity within this corridor are limited. The results of the respective traffic modelling exercises for the improved Gungate/Aldergate Corridor are widely divergent; the County Council forecasting congested conditions, whilst the applicants forecast acceptable conditions but based on unrealistic assumptions. Staffordshire County Council and the applicants Barwood Strategic Land are working together to agree the details of a revised traffic modelling exercise, based upon the actual performance being delivered by the Gungate/Aldergate Corridor improvements 'on the ground'. It is hoped this latest initiative will define how many of the proposed 1,000 homes can be made acceptable in transport terms. The applicants are also investigating whether further highway capacity improvements are feasible. It is understood that once these issues have been resolved or discussions can go no further LDC will determine the application.
- 4.22 The three Local Planning Authorities have embarked on a workstream to establish where in Lichfield and North Warwickshire Districts the remaining residential capacity can come forward to meet Tamworth Borough's objectively assessed housing need.

Economic Regeneration

- 4.23 To boost economic growth in Tamworth town centre, a Masterplan has been developed by the Borough Council recommending that improved links should be made between Ventura Retail Park and the town centre. The Borough Council is also seeking to bring forward key development opportunities, working with partners on town centre regeneration proposals delivering 400 jobs, including Gungate regeneration site and the Cultural Quarter and Heritage Economic Regeneration Scheme.
- 4.24 Investment in Tamworth's local and neighbourhood centres will meet local needs sustainably and reinforce their roles as community hubs. This will be focused on the most deprived areas as well as the Wilnecote Corridor.

5. Transport Evidence to Support Tamworth's Emerging Local Plan

- 5.1 Accessibility advice concerning the local plan proposals and residents' ability to travel to a range of services was provided in 2014. In summary:
- Accessibility by sustainable modes, including public transport and walking, is generally good in Tamworth to a wide range of services and facilities. The only exception being access to the hospital as for many residents this involves an interchange in the town centre to an hourly frequency service. This is due

to the location of the hospital at the edge of the urban area.

- Areas around the two rail stations have access to the greatest number of job opportunities. Parts of Stoneydelph around Watling Street and parts of Hockley show consistently longer travel times than other residential areas. The bus that serves Watling Street operates a hourly frequency and uses a one way route that in this area is travelling away from the town centre before routing along Pennine Way.
- Hockley estate has the most frequent town service into Tamworth with a bus every 10 minutes on services 8/9, but the journey time from the bottom of the estate around Overwoods Road is the longest of any town service into Tamworth due to the service operating via all the estates around Wilnecote and Belgrave so journey times to key services from this area are much longer than from other estates.
- Coton Lane and Anker Valley residential development sites have public transport access utilising the existing bus services. Coton Lane accesses service 3/3A which provides a combined frequency of every 15 minutes travelling two different routes to the town centre. Anker Valley utilises service 2 that operates every 30 minutes.
- The Golf Course and Dunstall Lane sites have limited existing public transport access due to the location and size of the sites. Proposed public transport improvements have been developed and tested using Visography Tracc to demonstrate that the whole site can be made accessible by public transport; dependent on site layout.
- The Draft Local Plan proposes employment development which forms extensions to existing employment areas. The Bitterscote South development is separated from existing employment areas by the A5 and due to its location does not have existing public transport accessibility. A proposed bus service extension to service 780 to serve the site shows that the site can be made accessible; dependent on site layout.

5.2 An analysis of 2013/14 Department for Transport GPS Trafficmaster data was used to assess travelling conditions (including estimating delays) experienced by road users on key routes in Tamworth. The following conclusions can be drawn:

- The worst delays occur during the AM peak hour but for the majority of routes delays are higher during the PM peak.
- There is traffic congestion at Ventura Retail Park with delays on roads at Saturday peak times ranging from 0.5 to 10 minutes. The worst delays are experienced on Ventura Park Road westbound, the main retail access across the site.
- Prior to the Pinch Point works, the Upper Gungate corridor operated over capacity. Ashby Road in particular and Comberford Road showed consistently high delays during the AM peak. They are the least reliable routes in Tamworth experiencing variable travelling conditions.
- Peak PM delays tend to be experienced on local routes to the A5(T) such as Hints Road, close to the A5(T) Mile Oak junction, Sutton Road and Marlborough Way.

5.3 In 2012, Staffordshire County Council commissioned JCT Consultancy Limited to undertake two transport studies in Tamworth, one to consider highway capacity and traffic movements around Ventura Retail Park and the second to assess the operation of junctions along the Gungate / Aldergate Corridor and establish a

package of improvements to reduce congestion and create capacity for new housing. The Ventura Retail Park study identified a package of measures that are now progressively being delivered to improve traffic flows and reduce delays at peak times. The Gungate/Aldergate study recommended a package of local improvements to the Gungate/Aldergate Corridor to reduce congestion and increase journey time reliability and enable around 500 additional dwellings to be provided to the North of Tamworth.

- 5.4 To inform the Local Plan making process, a further report was produced by BWB Consultants to assess and apprise a number of potential transport packages to see if any might deliver a strategic development of up to 2,400 houses in Anker Valley and a broad development location North of Tamworth. The conclusions suggest that up to 700 dwellings could be developed with a sustainable transport package, although further work would be required to identify the most appropriate transport package to deliver this increase from 500 to 700 dwellings.
- 5.5 BWB Consultants also advised Tamworth Borough Council that an Anker Valley Link Road (included in an earlier version of the Plan) would only deliver 1,350 dwellings in total and furthermore was not viable as a privately funded initiative. Therefore it has not been included as a proposal within this Transport Strategy or the Pre Submission Local Plan.

6. Transport Strategy

- 6.1 The Integrated Transport Strategy Summary Table in Appendix 1 illustrates how we intend to deliver the following Economic Prosperity and Community priorities of Tamworth Borough and the Priority Outcomes of the County Council's Strategic Plan as detailed in paragraph 1.5. The Integrated Transport Strategy has also guided the Stoke-on-Trent and Staffordshire, and Greater Birmingham and Solihull Local Enterprise Partnerships' Strategic Economic Plans.

ECONOMIC PROSPERITY

- Accommodating proposed brownfield and Sustainable Urban Extensions
- Manage congestion and reduce carbon emissions on the local network and A5(T)
- Support retail and housing growth and job creation in the town centre that compliments Ventura Park
- Improve public transport connectivity to the West Midlands conurbation
- Provide sustainable transport connectivity to key destinations throughout the urban area

COMMUNITIES

- Maintain the current condition and safety of the highway network
- Improve public transport connectivity and quality of life for local communities
- Raise awareness of environmental issues and encourage people to lead more sustainable lifestyles, helping to reduce carbon emissions

- 6.2 Priorities will be delivered through a combination of countywide initiatives, connectivity proposals, schemes identified in the Divisional Highway Programme and

implementation of Local Transport Packages. The delivery of the Local Transport Packages will be linked to the phased delivery of local development proposals, in line with the Local Plan once adopted and available resources. The Strategy is summarised in Appendix 1 and illustrated in Figure 1.

- 6.3 All new developments that are predicted to generate significant levels of traffic will be required to produce and deliver a Travel Plan. In order to further reduce forecast traffic levels, existing businesses in Tamworth will be encouraged to develop Workplace Travel Plans that promote initiatives such as car sharing, sustainable travel, personalised journey planning, teleworking and flexible working hours. Targeted marketing initiatives in Tamworth will include a combination of travel advice, discounted public transport tickets, better public transport information and local community events promoting walking and cycling. Schools in Tamworth will also be encouraged to have Travel Plans in place during the plan period. All behavioural change initiatives will be funded by developers (through S106 and Community Infrastructure Fund) supported by Local Sustainable Transport Funding, other public funds and grants as resources permit.

Divisional Highway Programme

- 6.4 The Divisional Highway Programme for Tamworth Borough gives Local County Councillors the opportunity to directly input into delivery programmes. Councillors work closely with Community Highway Managers and other key stakeholders to ensure local concerns and challenges are identified and priorities are established, taking into account financial constraints. The Divisional Highway Programme is reviewed twice a year and gives an overview of highway and transport concerns within the local area, such as pedestrian safety, excessive vehicle speeds, on-street parking and safety at junctions. The main DHP issues raised by Tamworth Councillors are summarised in Appendix 1.

Connectivity in the Borough

- 6.5 Enhanced connectivity in the Borough will be achieved through continued partnership working with key stakeholders including the LEPs, public transport operators and Highways England (formerly the Highways Agency), involvement with the A5(T) Transport Liaison Group and cross boundary working with West Midlands authorities, for example the Regional Rail Forum. The A5(T) Transport Liaison Group has been established to ensure that the A5(T) plays its role in facilitating economic growth through maximising capacity and improving safety.
- 6.6 Highways England (HE) has previously identified that junction improvement schemes for the A5(T) at Mile Oak, within Lichfield District, and Stoneydelph may be required to accommodate Tamworth's future development proposals, subject to feasibility studies. Highways England does not consider that there are currently significant capacity or safety issues at Stoneydelph but there are issues at Mile Oak in the Saturday peak period caused by traffic generated by Ventura Retail Park. The County Council will continue to seek inclusion of these schemes in any updates of Highways England's Route Investment Strategies.
- 6.7 The County Council has produced a Rail Strategy which will be published in July 2015 to compliment the Tamworth Borough Integrated Transport Strategy. During the development of the Rail Strategy a rail summit was held together with various

public consultations to help confirm policy support and identify priorities for rail investment. There are aspirations for a new local train service for Tamworth to be introduced. This will relieve overcrowded Cross Country services and will provide additional capacity for local commuters and capacity enhancements to the line between Birmingham and Tamworth as well as the potential for a turn back siding for the new local service at Tamworth.

- 6.8 To enable additional local rail services to be introduced between Tamworth and Birmingham City Centre capacity constraints at Water Orton and into Birmingham must firstly be overcome. The preferred solution, required during the next control period (CP6 2019-24) will need to be sufficient enough so that it not only delivers the necessary capacity improvements already identified for freight and passenger services but also delivers the local connectivity aspirations along the corridor i.e. local passenger services to and from Burton upon Trent, Tamworth, Birmingham, Nuneaton and Leicester.
- 6.9 Further improvements at Tamworth rail station have been identified and could include forecourt improvements, increased car park capacity, enhanced signing and lighting, information maps, expansion of pedestrian areas, improved footways and crossings and public realm in the vicinity of the station. Pedestrian and cycle links from the town centre and educational establishments on Upper Gungate to Tamworth rail station are also proposed. The emerging Staffordshire Rail Strategy also identifies improved pedestrian access to Wilnecote rail station as well as proposals to lengthen the platforms to accommodate longer trains.
- 6.10 The County Council has indicated its opposition to the Government's proposals for a High Speed Rail link through the County. Notwithstanding this, the importance of engagement with HS2 Ltd to ensure that Staffordshire's communities and businesses obtain maximum mitigation is recognised. HS2 has the potential to adversely affect services on the West Coast Mainline by taking away capacity for more local services. The County Council will therefore continue to liaise with Network Rail and key stakeholders throughout the process to ensure that current local and inter-urban services are maintained or improved, and fast, efficient access is provided to HS2 stations to improve journey times for Tamworth residents.
- 6.11 Bus connectivity will be improved through introducing Real Time Passenger Information (RTPI) throughout the urban area, complemented by bus stop and shelter upgrades. Key local routes include Route 2 (Tamworth Town Centre-Gillway-Perry Crofts), Route 6 (Tamworth Town Centre-Ventura Retail Park-Tamworth Rail Station) and the inter-urban route between Lichfield and Tamworth.
- 6.12 The proposed Sustainable Urban Extensions will require bus service extensions and enhancements. There may be an option to extend existing Route 3 to serve the Coton Lane development area. The golf course site could be served by Route 780 but this does not currently link into Tamworth Town Centre and therefore modifications to route 5 should also be considered. Dunstall Lane could be served by an extension to Route 6 linking into the town centre and rail station although the service frequency should be maintained.
- 6.13 Drayton Manor Theme Park is an important visitor destination within Tamworth Borough. On a small number of days per year the activities of Drayton Manor Theme Park lead to severe congestion on the surrounding highway network. The County

Council has committed to working with Highways England and Drayton Manor to formulate and deliver an access strategy to mitigate these conditions. This will include consideration of new vehicular access arrangements, improvements to some existing junctions, and revisions to signage from the strategic highway network.

- 6.14 The Central Rivers Initiative is a broad partnership of local authorities, agencies and initiatives working together to shape and guide the progressive restoration and revitalisation of the river valley between Burton-on-Trent, Lichfield and Tamworth. The delivery of this project has the potential to enhance off-road walking and cycling routes and multifunctional green spaces. The aim is to create a landscape linking Burton with Tamworth that people are proud to enjoy, with healthy rivers, lakes and valleys attracting wildlife and a thriving, sustainable economy.

North Tamworth Local Transport Package

- 6.15 The objective of the North Tamworth Local Transport Package is to accommodate proposed residential development to the North of Tamworth and to ease operation of the Gungate / Aldergate Corridor.

- 6.16 Works completed in April 2015 include:

- Geometric improvements and signalised, co-ordinated crossing facilities at A513/B5493 Fountains Junction;
- Local widening to introduce a right turn facility from Upper Gungate to Croft Street;
- Re-phasing and new cycle times for Salters Lane / Offadrive;
- Enabling SCOOT to operate at Salters Lane / Offadrive /Hospital Lower Gungate / Albert Road Junctions; and
- New Layout to Aldergate / Lichfield Street to allow Lichfield Street and Aldergate to run together and increase capacity.

- 6.17 Following the introduction of these measures, a key requirement is to maximise sustainable travel in the corridor. New development will need to be accompanied by an appropriate Travel Plan in order to reduce traffic impacts on the highway network and promote sustainable travel behaviours. Bus connectivity improvements will be required particularly on Route 2 (Tamworth Town Centre-Gillway-Perrycrofts) and extended pedestrian and cycling connectivity is also proposed. Improved connectivity to the Anker Valley Sustainable Urban Extension will include a new pedestrian footbridge over the Cross Country rail line which would enhance links to the rail station, town centre and education facilities, including the post-16 Academy.

- 6.18 LSTF revenue monies will be focused on promoting sustainable travel in Tamworth. Education and local businesses will be targeted with the aim of persuading drivers to switch to sustainable modes. This will assist in reducing traffic demand in this corridor going forward.

Ventura Park/Town Centre/Rail Station Corridor Local Transport Package

- 6.19 The Ventura Park/Town Centre/Rail Station Corridor Local Transport Package aims to enhance sustainable transport links between key destinations, enable economic growth by improving travel choices, help manage delays and congestion, increase physical activity and health through walking and cycling, deliver wider social benefits and improve safety and security.

- 6.20 The project will deliver an improved walking and cycling route between Ventura Retail Park and Tamworth Town Centre, and between the Town Centre and Tamworth rail station. It will tie in with proposals to improve Tamworth rail station and Borough Council regeneration and public realm proposals for the town centre, including enhancements to Victoria Road bus interchange and Real Time Bus Passenger Information (RTPI).
- 6.21 Improvements to the walking and cycling route will include street lighting, surfacing, directional signing and street furniture. Measures focusing on Ventura Retail Park have included key junction modifications and traffic signal timing alterations. Further interventions will include RTPI at key bus stops, further junction modifications and amendments to car park access arrangements. These schemes aim to build on the improvements already made to help alleviate capacity and delay problems at the Retail Park.

Wilnecote Regeneration Corridor

- 6.22 Identified in the Pre Submission Local Plan, the Wilnecote Regeneration Corridor incorporates the B5404 Watling Street (formerly the A5) between Two Gates and its junction with Marlborough Way. The corridor links key residential areas and offers access to Wilnecote rail station and significant employment sites including Tame Valley Industrial Estate as well as to Drayton Manor Theme Park. However the area has become run down and projects a poor image for the Borough.
- 6.23 Where possible this Transport Strategy will support any improvements to this area focusing on environmental enhancement, traffic management, safety and social wellbeing benefits achieved from improved physical activity.

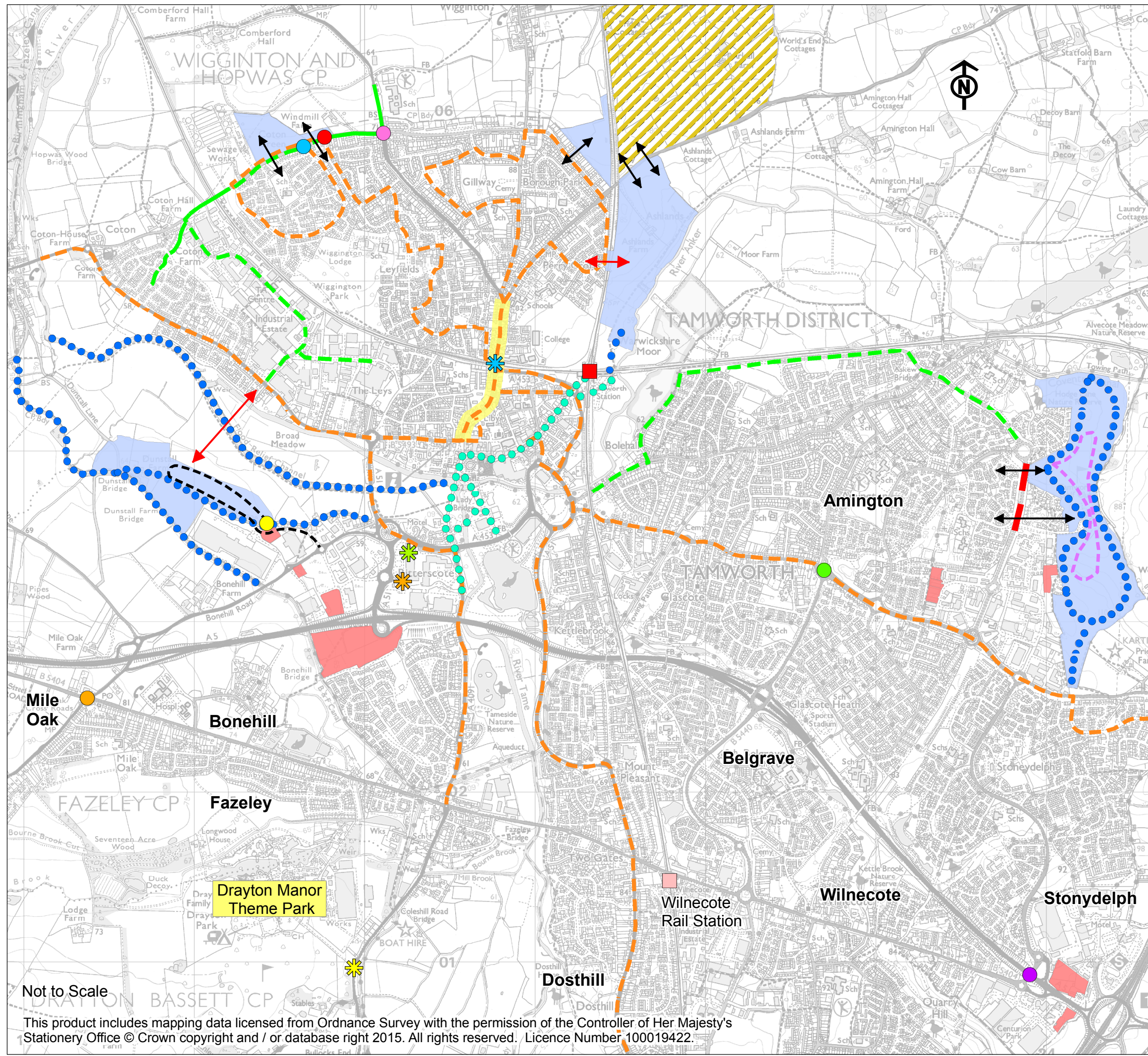
Sustainable Travel Promotion

- 6.24 A successful Local Sustainable Transport Fund bid was submitted to the DfT for a package of measures for Tamworth and will be delivered in 2015/16. It focuses on the Ventura Retail Park/Town Centre/Rail Station Corridor and can be found at:
- <http://www.staffordshire.gov.uk/transport/transportplanning/localtransportplan/tamworthlstf.pdf>
- 6.25 Around £1.0m of revenue funding secured via this bid will finance activities promoting sustainable travel behaviour. These will include the formation of a Business Travel Network enabling businesses to share best practice, Business Travel Grants to encourage sustainable travel investment by businesses, Wheels to Work to enable people to access jobs more easily, a 'Tamworth Bike Bus' to support and promote cycling, cycle training, Travel Planning for schools and colleges, bus and rail marketing and the formation of a Bus Quality Network Partnership to enable greater co-ordination with operators.
- 6.26 With these initiatives in place, it is expected that a significant overall modal shift away from the private car could be achieved. Evidence provided in the bid suggests that bus use by commuters and daytime users could increase by around 4%. Cycle use for commuters might increase by nearly 3% whilst walking to work is expected to increase by nearly 6%. Walking to school is also expected to increase by 4.4%.

APPENDIX 1: TAMWORTH BOROUGH INTEGRATED TRANSPORT STRATEGY SUMMARY TABLE

PRIORITIES	PROPOSED STRATEGY	JUSTIFICATION / DELIVERY
<ul style="list-style-type: none"> Accommodating proposed brownfield and Sustainable Urban Extensions Manage congestion and reduce carbon emissions on the local network and A5(T) Support retail and housing growth and job creation in the town centre that compliments Ventura Retail Park Improve public transport connectivity to the West Midlands conurbation Provide sustainable transport connectivity to key destinations throughout the urban area Maintain the current condition and safety of the highway network Improve public transport connectivity and quality of life for local communities Raise awareness of environmental issues and encourage people to lead more sustainable lifestyles, helping to reduce carbon emissions 	<p>ECONOMIC PROSPERITY</p> <p>SHORT TERM – 3 YEARS</p> <ul style="list-style-type: none"> North Tamworth Local Transport Package: Urban traffic control along Gungate/Aldergate, new pedestrian crossing facilities on Coton Lane and Upper Gungate, improved bus connectivity on Route 2 Tamworth – Gillway – Perrycrofts, RTPi, sustainable link enhancements to Tamworth rail station, the town centre and education including street lighting, cycle facilities and pedestrian access and implementation of Browns Lane and Coton Lane transport mitigation packages Ventura Park/Town Centre/Rail Station Corridor Local Transport Package: <i>Ventura Retail Park to Town Centre:</i> improved pedestrian and cycle links, street lighting, directional signing, new bus shelters and stop upgrades on route 6, RTPi, new street furniture and second exit from eastern car parking area onto Riverdrive <i>Town Centre to rail station:</i> improved surfacing, street lighting, directional signing, upgraded bus interchange facility at Victoria Road, RTPi, rail station forecourt improvements, upgraded street furniture and public realm plus consideration of junction modifications Drayton Manor Park signing and access improvements Support for Central Rivers Initiatives Complementary sustainable transport initiatives. Completion of Real Time Passenger Information (RTPi) for all Tamworth bus services Dunstall Lane SUE transport mitigation package (including walk/cycle bridge link to A51 Lichfield Road) Implement the transport mitigation necessary to deliver smaller residential sites (HG1) as identified through Transport Assessments Implement any necessary transport improvements to deliver expansion of strategic employment areas (EC7) <p>LONG TERM UP TO 2031</p> <ul style="list-style-type: none"> North Tamworth Local Transport Package: Ashby Road traffic management, further increased parking capacity at Tamworth rail station and additional sustainable transport links to the town centre and rail station. Implement Anker Valley SUE transport mitigation package (including footbridge over Cross Country rail line) Tamworth Golf Course SUE transport mitigation package Potential platform lengthening and improvements at Wilnecote rail station Support proposals in Wilnecote Regeneration Corridor including environmental traffic management enhancements and promotion of walking and cycling A5(T) strategic junction capacity and safety improvements – Mile Oak (within Lichfield District) and Stoneydelph New/enhanced bus services linking to Sustainable Urban Extensions Rail capacity enhancements between Tamworth and Birmingham and at Water Orton Lobby for efficient access to HS2 stations and maintenance/improvement of local services Complementary sustainable transport initiatives Access to Bitterscote employment area Broad Development Location transport mitigation measures Implement the transport mitigation necessary to deliver smaller residential sites (HG1) as identified through Transport Assessments Implement any necessary transport improvements to deliver expansion of strategic employment areas (EC7) <p>COUNTYWIDE INITIATIVES (2015/16)</p> <ul style="list-style-type: none"> Maintenance programme 20mph zones, speed limit review and parking and loading restrictions through Clear Streets Driver training and road safety education and training in schools Subsidised bus services, community transport, concessionary fares scheme and bus service information Promoting sustainable travel and school travel planning Consideration of any requests to restrict lorry movements in line with actions and priorities in the Local Transport Plan Freight Strategy (2011) Promotion of 'superfast' broadband <p>DIVISIONAL HIGHWAY PROGRAMME AND LOCAL SAFETY ISSUES (2015/16)</p> <ul style="list-style-type: none"> Traffic congestion and air quality issues at Two Gates traffic signals B5404 Watling Street – traffic management and pedestrian accessibility issues Fazeley area on street parking issues On street parking issues associated with Sir Robert Peel Hospital Traffic congestion issues at Mile Oak affecting operation of A5(T) Peak period congestion Ventura Park – Riverdrive Hedging Lane – HCV signing improvements The Leys area – residents parking zone Tinkers Green Road – excessive vehicle speed and road safety concerns 	<ul style="list-style-type: none"> Value for money will be achieved through delivering local transport packages by pooling public and private sector resources. Future public funding will be secured through LEP Growth Deals. Priorities will be reviewed in line with the emerging Local Plan which will be examined by an independent Inspector. The Borough Council is expected to produce a S123 list of infrastructure accompanying the Community Infrastructure Levy (CIL) Charging Schedule. The S123 list cannot be funded by S106. Scheme delivery will acknowledge the design principles in the Manual for Streets where appropriate and available guidance on the historic environment, habitats and the Urban Forest The County Council will work in partnership to deliver investment in the West Coast Mainline funded by Network Rail, Centro, Train Operating Companies, and the DfT. Priorities for rail enhancement will be confirmed in a Rail Strategy for Staffordshire. The Health and Wellbeing Agenda will be supported through capital investment in walking and cycling projects Transport Assessments will determine the measures required to be delivered by developers and refusal is only likely on transport grounds where the impact of development is severe. The County Council will support Highways England in delivering schemes that manage congestion and improve safety on the trunk road network Congestion will continue to be monitored with GPS Trafficmaster Data <ul style="list-style-type: none"> Initiatives are generally expected to be funded by County Council capital and revenue funds as resources permit. The County Council and LEP will act as leaders in the development and the raising of funds to deliver super fast broadband. Maintenance will be the main area of County Council expenditure within the strategy period and works will be guided by the Transport Asset Management Plan (TAMP). Areas targeted for delivery will be influenced by community consultation and data that identifies need. Criteria will be set to determine which bus services could be supported by the County Council. <ul style="list-style-type: none"> Each Councillor has a budget of £10,000 for delivery of local minor improvements promoted through the DHP. Feasibility studies will be completed on potential schemes that emerge through the DHP process to determine if they should be delivered and whether they should be funded through the Councillor's budget or require additional resources Scheme costs will be closely monitored to ensure value for money Value for money will be maximised when initiatives complement other proposals in the Strategy

**Figure 1
Tamworth Transport Strategy**



- Development Sites**
- Residential
- Employment
- Broad Development in Lichfield District
- Bus Service Extensions**
- Number 5
- Number 6
- Cycle Routes**
- Existing
- Proposed
- Junction Improvements**
- A5 Stonydelph
- Glasgote Road / Marlborough Way
- A513 / Coton Lane / Gillway
- A5 Mile Oak
- Meadow Road / Ventura Park Road
- Coton Lane / Fontenaye Road
- Coton Lane / Claremont Road
- Other Improvements**
- Salters Lane Pedestrian Improvements
- Access Improvements to Drayton Manor Park
- Potential Pilot Traffic Management Scheme
- Potential Additional Car Park Exit
- Tamworth Rail Station Improvements including Parking Capacity
- Potential Site Access
- Aldergate - Upper Gungate UTC
- Proposed Carriageway Widening
- Improved Sustainable Travel Links
- Potential Walk / Cycle Bridge
- Potential Walk / Cycle Routes
- Bus Access Improvements (including RTPI)

Not to Scale
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