

DOCUMENT B

PUBLIC TRANSPORT STRATEGY

MARCH 2010 (RPS)

DOCUMENT B: NOTE

The Public Transport Strategy (March 2010) was prepared in the context of a larger scale development proposal and earlier concept masterplan for Brockhill West for discussion with the Highway Authority and in support of the Redditch Borough SHLAA site submission.

The proposals shown in the Masterplan Options at Document G take access from the same points but the detailed routes of potential bus services will change as a result of amendments to the masterplan. The principles behind the Public Transport Strategy remain directly applicable to the revised Concept masterplan Options in Document G.

A revised Public Transport Strategy will be issued to replace this document following further discussion.

7 October 2010

RPS Planning & Development

Project Title: Brockhill West, Redditch
Project No: JNW7044
Document Ref: B7435
Title: Public Transport Strategy – Route Options Development
Date: 04.03.2010
Revision: A

1.0 Introduction

- 1.1 This Technical Note (TN) has been produced in relation to the promotion of a Sustainable Urban Extension (SUE) at Brockhill West, Redditch. The proposed SUE comprises significant residential and employment development, with associated local centre and primary school at land to the North West of Brockhill Drive.
- 1.2 This TN outlines the existing public transport provision serving North West Redditch and introduces for discussion options for bus routes that could be developed to serve future development at Brockhill West. Four preliminary routes have been developed for consideration by the Local Transport Authority (Worcestershire County Council (WCC)), Local Planning Authority (Redditch Borough Council) and potential service operators as the first stage of the development of a Public Transport Strategy (PTS) for Brockhill West.
- 1.3 A previous version of this document has been circulated to the relevant Transport Planning officers at WCC for consultation and the outcomes of these discussions are awaited.

2.0 Existing Public Transport Network

Redditch Town Services

- 2.1 The existing public transport network, serving residential areas to the North West of Redditch is considered to be inadequate, resulting in a significant over-reliance on travel by private car. The existing public transport network is shown in figure RPS 1.
- 2.2 Recent development at Brockhill is currently served by a single daytime service (no. 50), which operates at a peak frequency of every 60 minutes during the day between Brockhill

and Redditch Bus Station via Salters Lane. Furthermore, a significant proportion of properties in Brockhill are located in excess of acceptable walking distances of a bus stop (400m), specifically those to the north of Brockhill Drive.

- 2.3 In comparison, Batchley local centre is better served during the day by no. 51 services operating at a peak frequency of every 10 to 12 minutes between Batchley and Redditch Bus Station, via Batchley Road. The service is currently operated by both First Bus and Diamond Buses, resulting in a duplication of services and complex route timetable.
- 2.4 During off-peak weekday periods and on Sundays service provision is particularly limited across North West Redditch; Batchley is served only by the no. 55A and 56A every two hours along Bromsgrove Road in substitute for the no. 51 service and no services visit Brockhill.

Table 2.1 Existing Town Services – North West Redditch

Service No.	Route	Operator	Peak Frequency			
			Monday - Friday		Saturday	Sunday
			Daytime	Evenings		
50	Redditch - Woodlands - Batchley, Salters Lane	Diamond	60 mins	-	60 mins	-
51	Redditch - Batchley, Foxlydiate Crescent	Diamond / First	10-12 mins	55A / 56A	15 mins	55A / 56A
55A / 56A	Redditch - Batchley - Oakenshaw - Webheath - Headless Cross - Alexandra Hospital - Crabbs Cross - Walkwood - Redditch	Diamond	-	120 mins	-	120 mins

Inter-urban Services.

- 2.5 Several successful inter-urban services currently operate between Redditch Bus Station and the regional centres of Bromsgrove, Kidderminster and Birmingham. The majority of these services are routed via Bromsgrove Road along the southern boundary of Batchley or via Mount Pleasant, a radial route to the south of the Town Centre. All inter-urban services negotiate the Bromsgrove Highway / Hewell Lane intersection and continue westbound along Hewell Lane or A448 Bromsgrove Highway. No inter-urban services currently operate along Brockhill Drive or through the adjacent residential areas.

2.6 The following services currently operate between Redditch and towns to the west:

- no. 142 Redditch to Marlbrook, via Mount Pleasant, Hewell Lane, Bromsgrove
- no. 143 Redditch to Birmingham, via Mount Pleasant, Hewell Lane, Bromsgrove
- no. X3 Redditch to Stourport, via Bromsgrove Road, Bromsgrove Highway
Bromsgrove, Kidderminster, Kidderminster General Hospital (operates
as no. 334 on Sundays)

3.0 Potential Route Options

3.1 Four preliminary route options have been developed for consideration. The routes reflect the proposed access strategy (from Appletree Lane, Lily Green Lane and Hewell Lane (Foxlydiate Roundabout)) and indicative internal road layout currently under consideration. The routes seek to maximise the potential patronage of the existing residential catchment and to maximise accessibility for future residents of Brockhill West to existing and proposed local facilities.

3.2 Following consultation with Public Transport Officers at WCC, route options have been developed using a 'Hub and Spoke' approach; all Town Services are proposed to serve Redditch Bus Station, providing passengers with the opportunity to interchange to other Town and Inter-urban bus services or to 'Cross-City' rail services.

3.3 Consideration has also been given to future residential and employment development proposed on land adjacent to Lowan's Hill Farm, referred to as Brockhill East. Three of the four route options are proposed to serve existing bus stops adjacent to Brockhill East, on Hewell Road and will therefore provide an improved level of service over the current network provision.

3.4 At this stage the route options are flexible, providing opportunity for service to be diverted into the Brockhill East development once proposals have been progressed. It is considered that a coordinated and integrated approach to providing public transport to both development sites will result in significant accessibility benefits to the developments and the wider North West Redditch area.

3.5 The proposed routes are outlined in the tables overleaf and figures attached.

ROUTE A	NORTH WEST CIRCULAR
Description	Circular route, serving North West Redditch.
Route	Bus Station – Bromsgrove Road – Foxlydiate Crescent – Lilly Green Lane – Brockhill West – Brockhill Drive – Hewell Road – Bus Station
Concept	<ul style="list-style-type: none"> ▪ Similar concept to existing circular bus routes operating to the east of Redditch Town Centre via the 'Matchborough Busway'. ▪ Potential to operate Clockwise / Anti-clockwise / Bi-directional ▪ Maximise existing residential catchment ▪ Serve existing local facilities ▪ Utilise sections of established bus routes and existing infrastructure ▪ Direct return route to Town Centre via Brockhill Drive & Hewell Road

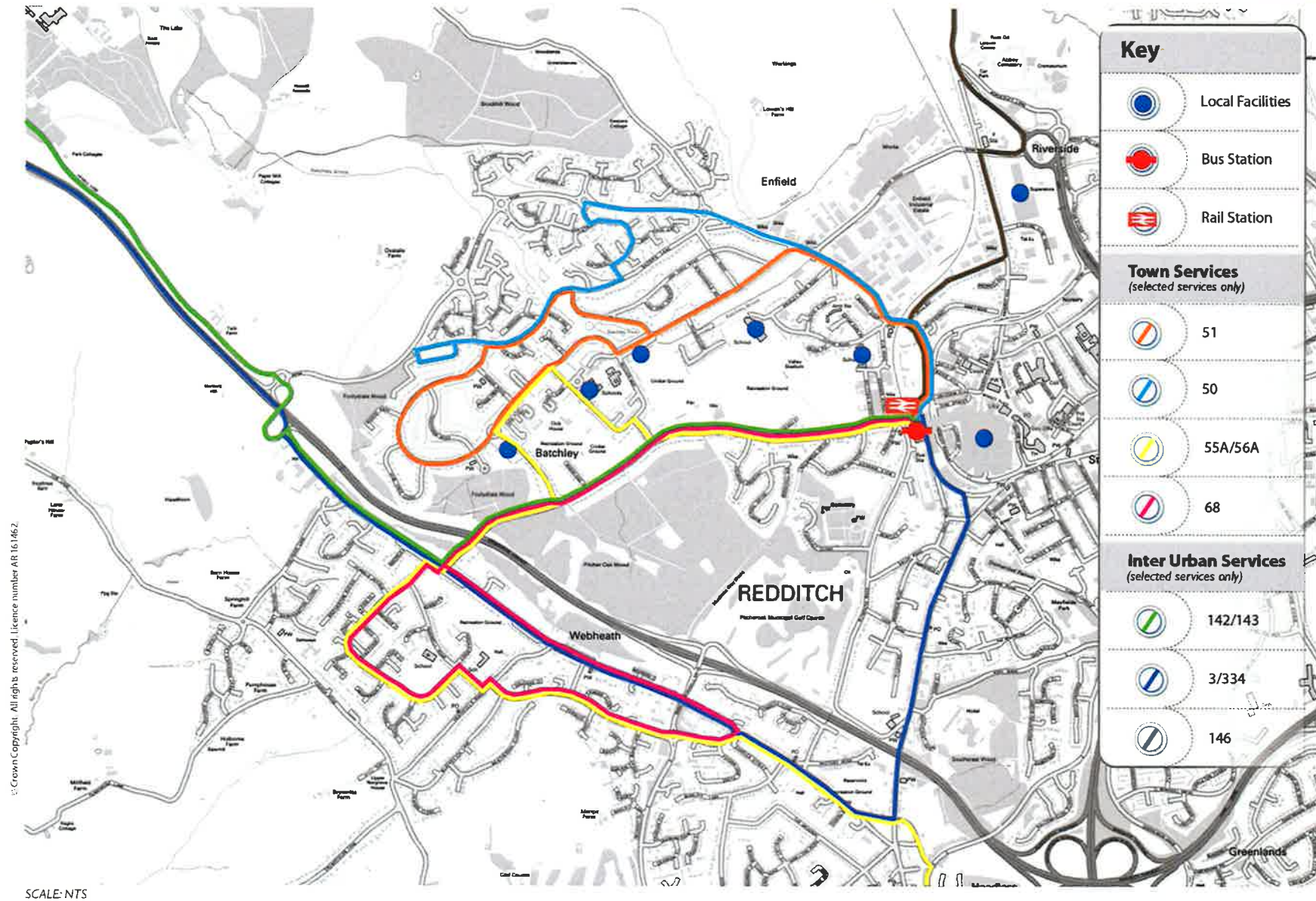
ROUTE B	BUS STATION – BATCHLEY – BROCKHILL WEST (via Salters Lane)
Description	Town service, serving Brockhill West (residential and local centre elements) via Salters Lane.
Route	Bus Station – Hewell Road – Salters Lane – Brockhill West – Salters Lane – Hewell Road – Bus Station
Concept	<ul style="list-style-type: none"> ▪ Maximise existing residential catchment via Salters Lane ▪ Serve existing local facilities ▪ Utilise sections of established bus routes and existing infrastructure

ROUTE C	KIDDERMINSTER – BROMSGROVE – REDDITCH – ALEXANDRA HOSPITAL
Description	Inter-urban service between Kidderminster, Bromsgrove, Redditch Town Centre & Alexandra Hospital
Route	Kidderminster – Bromsgrove – Redditch Town Centre – Alexandra Hospital
Concept	<ul style="list-style-type: none"> ▪ Provide high quality, high frequency connections between: <ul style="list-style-type: none"> ○ Key transport nodes (bus & rail stations) ○ Regional health facilities (Alexandra & Kidderminster General Hospitals) ○ Regional employment centres. ▪ Inter-urban Bus Rapid Transit (BRT) and / or Partnership schemes identified in WCC report (Bus Priority Measures Best Practice, November 2007), ▪ Connect existing & proposed residential areas of North West Redditch with key employment sites at Bromsgrove and Kidderminster.

	<ul style="list-style-type: none"> ▪ Introduce new bus gate at the western extent of Salters Lane at Brockhill Drive. ▪ Potential diversion of existing X3 service or the introduction of a new and complementary service.
Potential Variations	<p>Potential route variations:</p> <ul style="list-style-type: none"> ▪ (C1) via Hewell Lane, serving villages including Tardebigge and Finstall & Bromsgrove Rail Station; ▪ (C2) via Bromsgrove Highway, providing a Bus Rapid Transit (BRT) alternative, with limited stops. Would not serve Bromsgrove Rail Station.

ROUTE D	BUS STATION – BATCHLEY – BROCKHILL WEST (via Batchley Road)
Description	Town service, serving Brockhill West (residential, employment and local centre elements) via Batchley Road.
Route	Bus Station – Hewell Road – Batchley Road – Foxlydiate Crescent – Brockhill West – Foxlydiate Crescent – Batchley Road – Hewell Road – Bus Station
Concept	<ul style="list-style-type: none"> ▪ Introduce new bus gate at the western extent of Salters Lane at Brockhill Drive. ▪ Maximise existing residential catchment via Batchley Road ▪ Serve existing local facilities ▪ Utilise sections of established bus routes and existing infrastructure

FIGURES

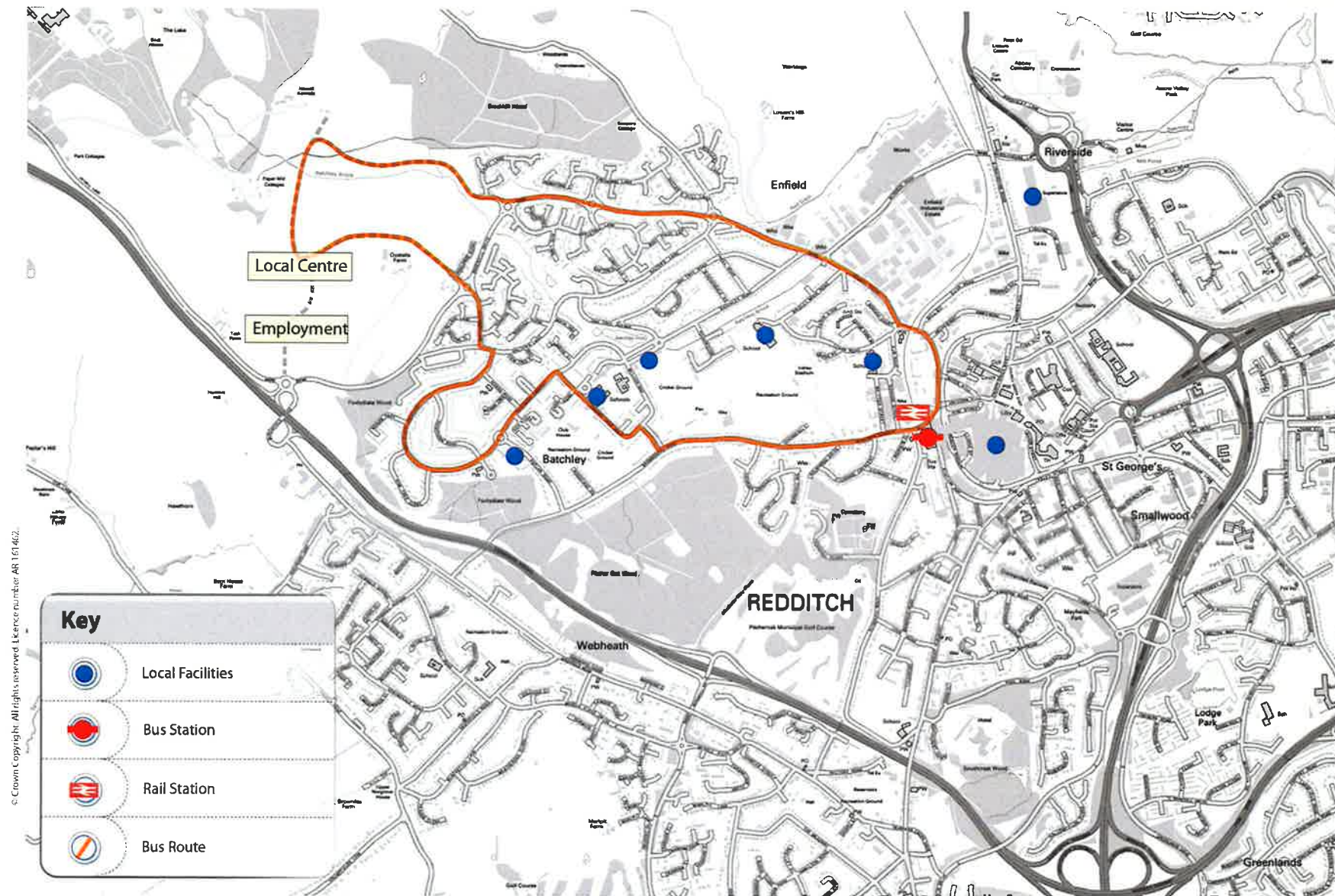


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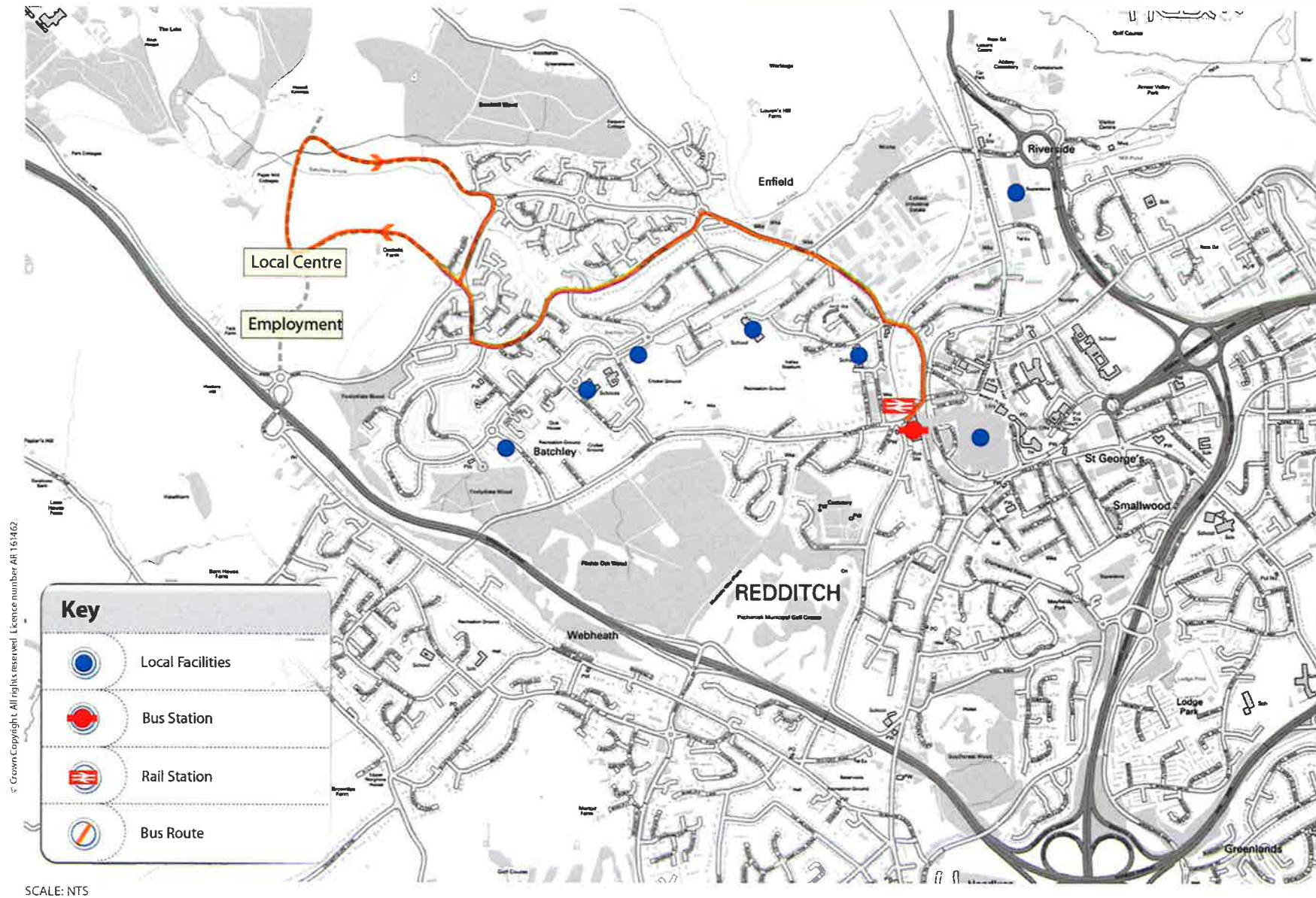


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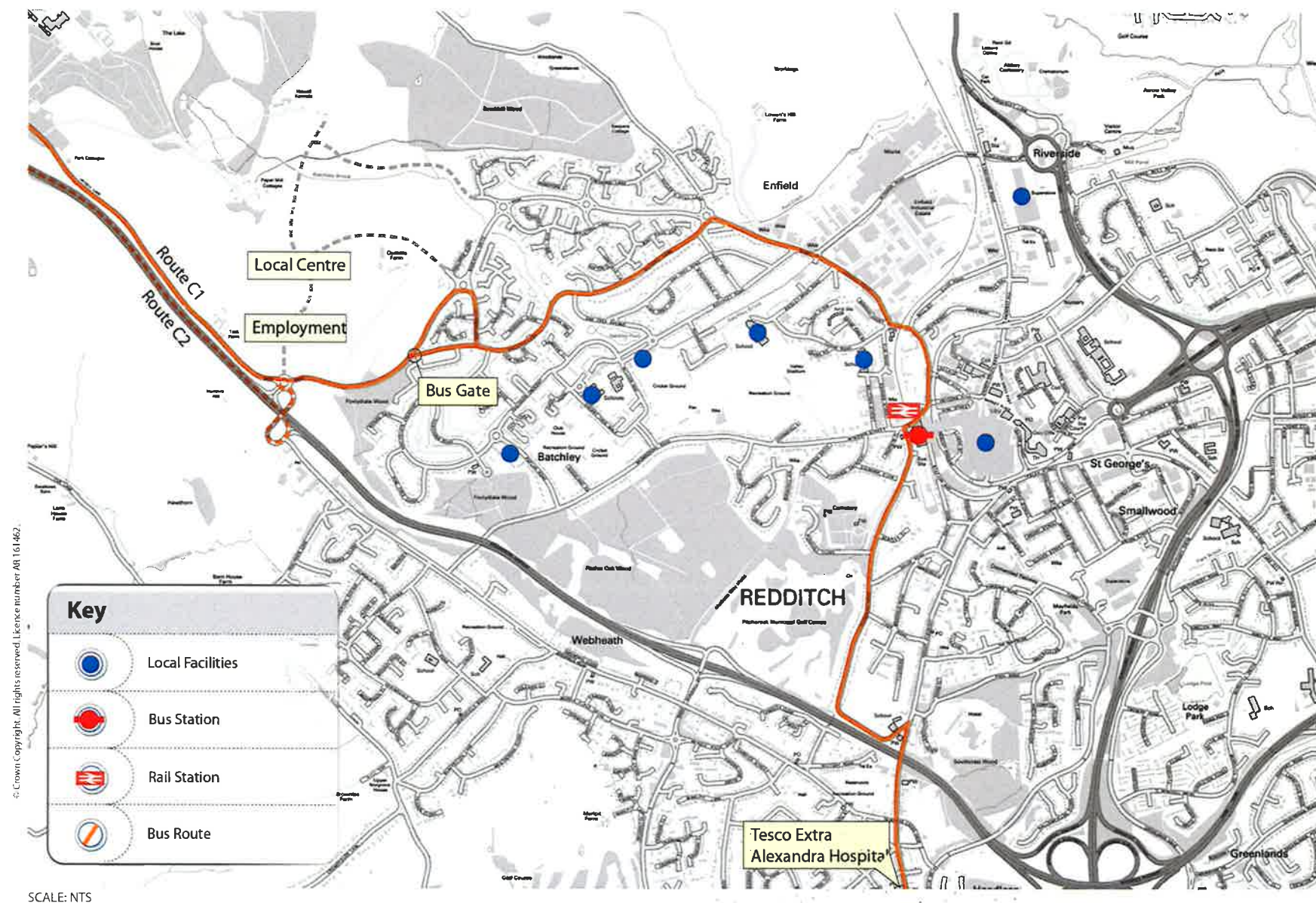


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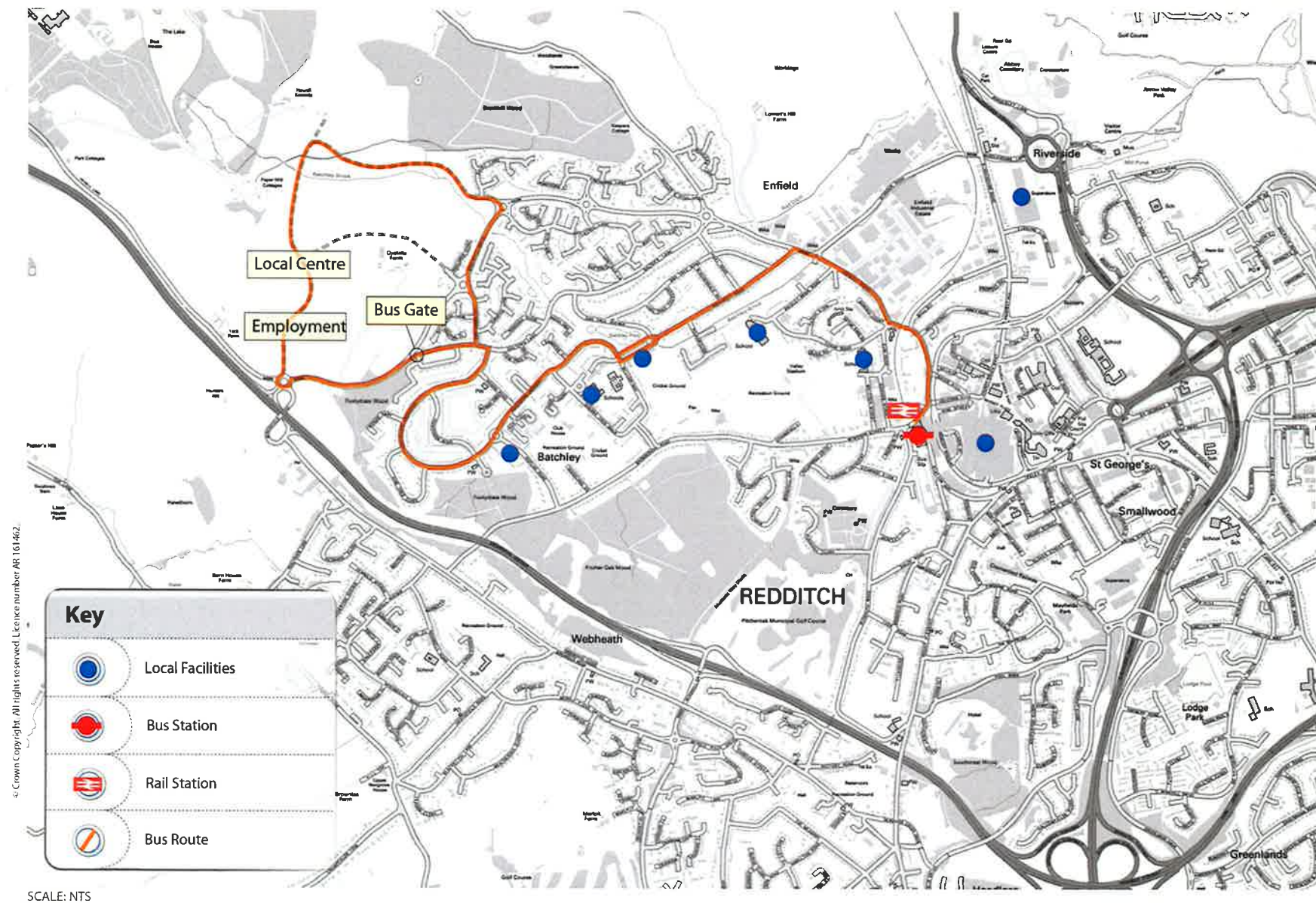


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