

# TOUCHWOOD

## **Touchwood Extension**

Planning Application

# **4. Transport Assessment**

Prepared for the Lend Lease Retail Partnership by WSP

# Contents

<b>1</b>	<b>Introduction</b>	<b>1</b>
<b>2</b>	<b>Existing Situation</b>	<b>5</b>
<b>3</b>	<b>Description of Proposals</b>	<b>8</b>
<b>4</b>	<b>Accessibility</b>	<b>10</b>
<b>5</b>	<b>Car Parking and Network Flows</b>	<b>27</b>
<b>6</b>	<b>Servicing</b>	<b>30</b>
<b>7</b>	<b>Conclusions</b>	<b>34</b>

## Figures

<b>2.1</b>	<b>Site Location Plan</b>
<b>2.2</b>	<b>Highway Network</b>
<b>3.1</b>	<b>Church Hill Road Access</b>
<b>3.2</b>	<b>Church Hill Road Access - Swept Paths</b>
<b>4.1</b>	<b>Pedestrian Accessibility</b>
<b>4.2</b>	<b>Monkspath Hall Road Pedestrian Access Route</b>
<b>4.3</b>	<b>Lode Lane Pedestrian Access Route</b>
<b>4.4</b>	<b>Mell Square Pedestrian Access Route</b>
<b>4.5</b>	<b>Solihull Railway Station Pedestrian Access Route</b>
<b>4.6</b>	<b>Cycling Accessibility</b>
<b>4.7</b>	<b>Sustrans Cycle Route Map</b>
<b>4.8</b>	<b>Public Transport Accessibility</b>
<b>4.9</b>	<b>Main Bus Routes From Town Centre Bus Station</b>
<b>4.10</b>	<b>Homer Road Drop Off Facility</b>
<b>6.1</b>	<b>Touchwood Roof Top Service Yard</b>

**Appendices**

- 1 Touchwood Travel Plan**
- 2 Travel Plan Monitoring and Survey Report**
- 3 Car Park Questionnaire Analysis and Traffic Impact Summary**
- 4 Network Flow Totals**

# 1 Introduction

## 1.1 Introduction

This Transport Assessment (TA) has been prepared by WSP on behalf of the Lend Lease Retail Partnership ('the Applicant') in support of applications for planning permission, demolition of unlisted buildings in a conservation area and listed building consent to facilitate an extension to Touchwood ('the Proposed Development') on land to the east of the existing centre ('The Site').

The Site comprises circa 1.13ha, with a development area of 0.94ha, and is bounded by the existing Touchwood development to the west, High Street to the north, Church Hill Road/The Square to the east and Church Hill House to the south. The Site is previously developed and includes the following areas:

- The Priory and Orchard House (Solihull Metropolitan Borough Council office buildings) with associated surface car parking;
- Retail unit SU38 and part of SU43/44 and servicing areas of Touchwood;
- Retail units fronting High Street (numbers 140-1 56) and Manor Walk (numbers 5-6) and associated surface car parking;
- Offices fronting Manor Square/Church Hill Road (numbers 2-6) and associated surface car parking; and
- Manor Square access road (and associated pick-up/drop-off areas).

A Site location plan with the application boundary marked in red accompanies the planning application submission.

The Proposed Development comprises the demolition of unlisted buildings and construction of extension to existing shopping centre, remodelling of retained listed buildings, creation of pedestrian route from High Street and associated development on land bounded by Touchwood, High Street, Church Hill Road/The Square and Church Hill House.

## 1.2 Purpose / Content of this Document

The purpose of this document is to provide information relating to the transportation aspects of the Touchwood extension proposals. It should be read in conjunction with the suite of documents submitted in support of the planning application, in particular the application drawings.

This document sets out the following:

- Description of the existing transport network;
- Description of the development proposals, focussing on the transport aspects;
- Accessibility;
- Car parking and network flows;
- Servicing; and
- Conclusions

WSP have worked closely with Solihull Metropolitan Borough Council (SMBC) Officers throughout the preparation of this report and have agreed assessment methodologies and submitted for review a series of Technical Reports covering development trip generation, Town Centre car park analysis, network flows and servicing arrangements.

All figures contained within the TA are reproduced at the rear of this report at a larger scale.



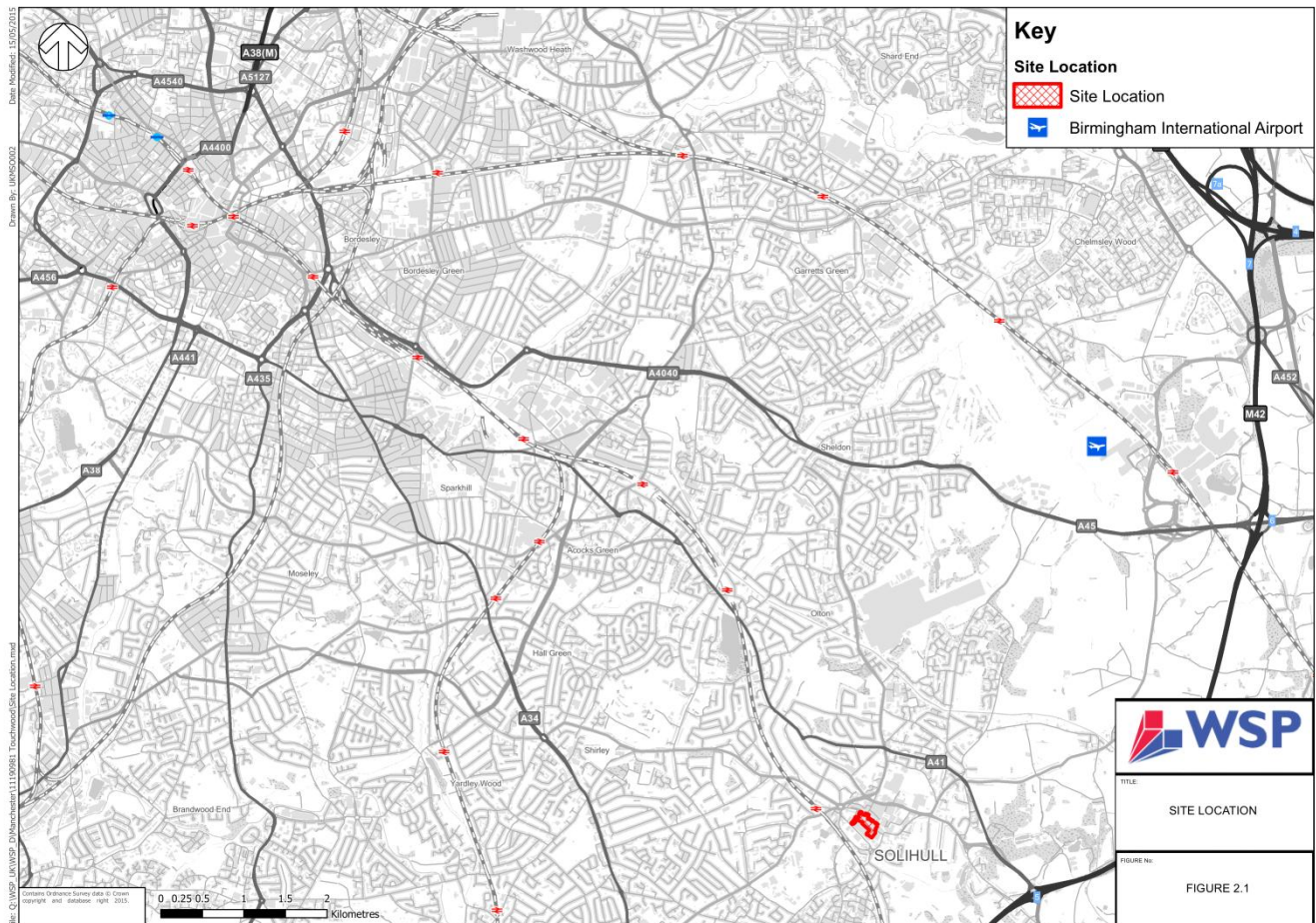
## 2 Existing Situation

### 2.1 Site Location

Solihull is located approximately 15km south east of Birmingham city centre and around 2km from the M42. To the north, Birmingham International airport is approximately 8km.

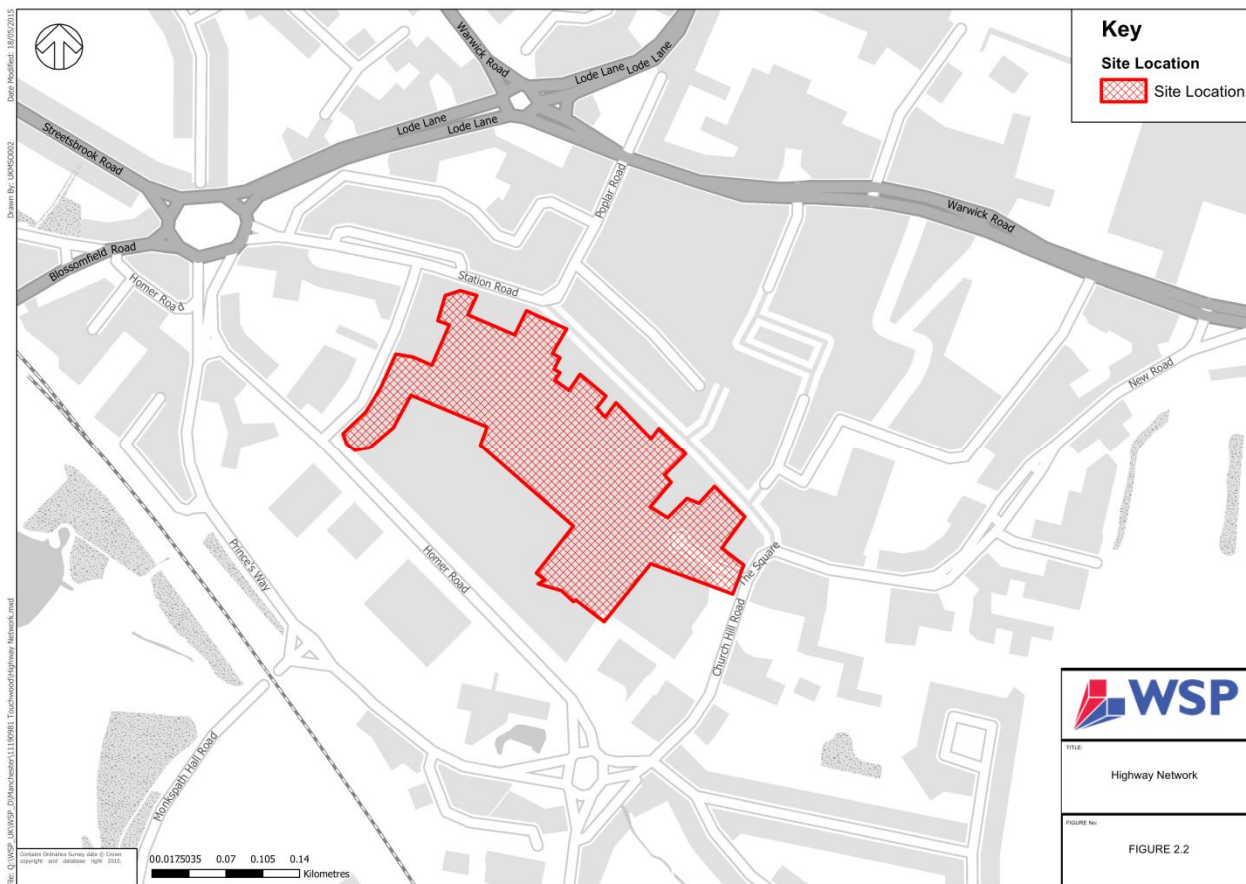
Touchwood is located in the heart of Solihull, fronting onto the pedestrianised High Street, bounded by Church Hill Road to the east, Homer Road to the south and Herbert Road to the west. The Site location is shown at Figure 2.1

**Figure 2.1 – Site Location**



### 2.2 Highway Network

The local Solihull highway network is indicated at Figure 2.2. It can be seen that the Town Centre is made up of a series of pedestrianised streets encompassed by a series of roads forming an outer loop around the Town Centre. These include Warwick Road, Lode Lane, Princes Road and Homer Road, together with Church Hill Road and New Road. Within this loop, traffic is generally restricted in terms of vehicle type and/or direction of flow.

**Figure 2.2 – Local Highway Network**

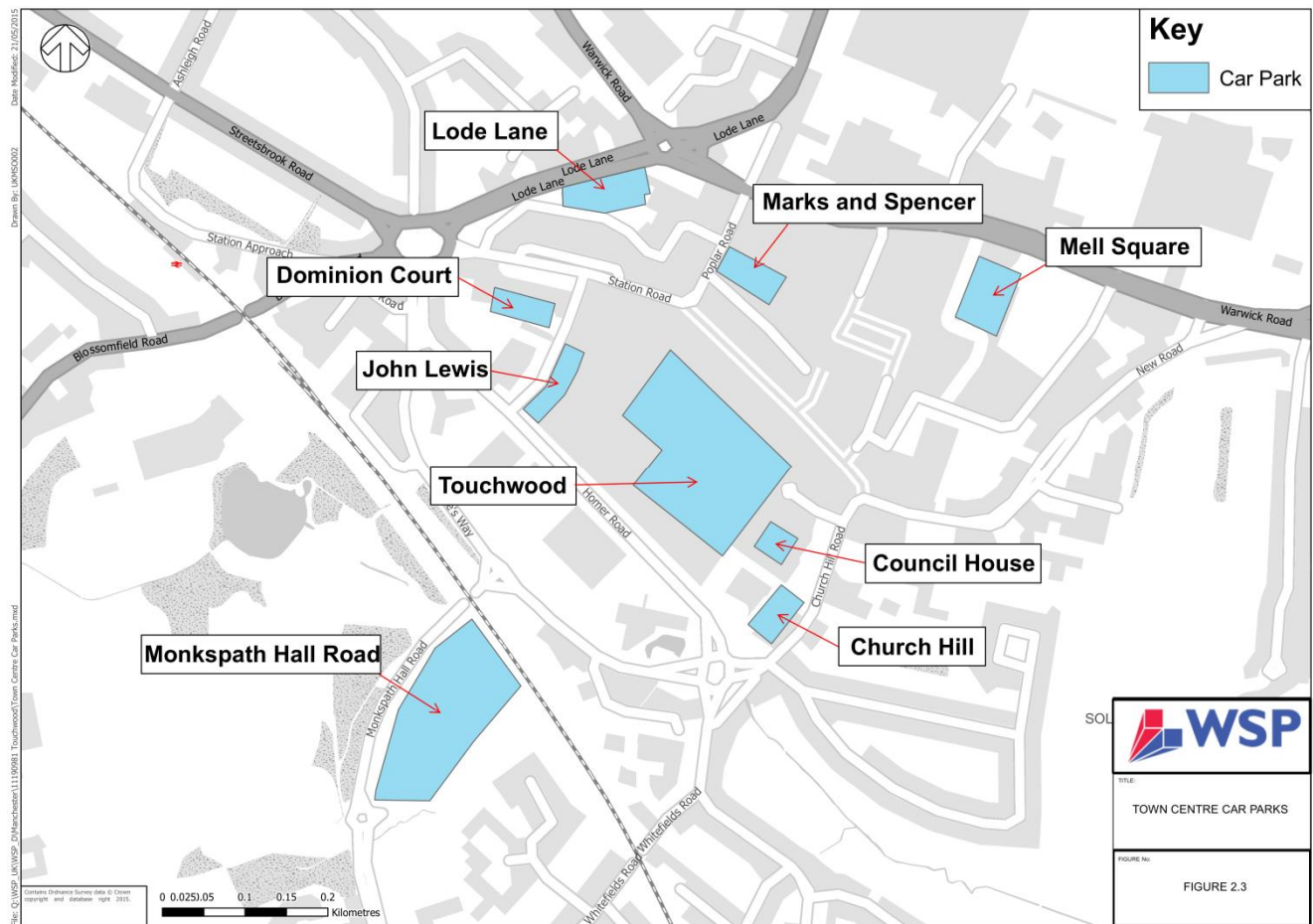
As with most towns, Solihull's highway network can exhibit congestion at peak times. However, in general, congestion is associated with the AM and PM peak hours rather than at peak retail times which tend to occur at weekends and during off peak hours.

Solihull MBC is currently implementing improvements to the Town Centre known as 'Solihull Gateway Project'. Construction is ongoing and due for completion in Autumn 2015. These improvements are upgrading the pedestrian and public transport facilities in particular along Station Road and Poplar Road immediately adjacent to John Lewis pedestrian access into Touchwood. It is considered that this will enhance the attractiveness of both pedestrian routes and public transport to and from Solihull Town Centre, and Touchwood in particular, by providing a high quality pedestrian priority areas and more space for buses.

### 2.3 Town Centre Car Park Provision

Solihull Town Centre is served by a number of car parks which provide a total parking stock of 5,100 spaces at a weekend and are shown in Figure 2.3 below. The parking demand generated by the development is described in greater detail within Chapter 5 and Appendix 3 of this report.

Figure 2.3 – Town Centre Car Parks





## 3 Description of Proposals

### 3.1 High Level Scheme Description

A more detailed description of the extension proposals is included within Document 2. Design and Access Statement. In outline, the proposals include the following:

- The extension of the covered mall from the Atrium
- The creation of a new Drury Lane connection
- Closure of the existing informal loop road from Church Hill Road
- Creation of a new access from Church Hill Road to serve the Solihull MBC offices
- Provision of new drop off facilities on Homer Road

Sections 4-6 of this report focus on accessibility, (including drop off), car parking, network flows and servicing. The following paragraphs therefore do not provide detail on these key elements, and simply provide a description of the proposals.

### 3.2 Removal of the Existing Access from Church Hill Road

The Extension proposals include the removal of the existing access and informal turning loop off Church Hill Road. At present, this road attracts a significant volume of traffic catering for servicing, drop off and parking. As a result, vehicles are frequently parked or waiting around the turning loop leading to congestion and manoeuvring along with significant pedestrian flows.

The presence of this facility results in high traffic flows on Church Hill Road, an environmentally sensitive link due its proximity to St Alphege Church. Removal of this loop will reduce traffic movements in this sensitive area.

As previously described, the existing Church Hill Road access provides access to parking, servicing and drop off. Replacement facilities and strategies for parking and servicing are described later in this report.

### 3.3 New Access off Church Hill Road

A new access from Church Hill Road is to be provided just to the south of the current access. The proposed access is shown at Figure 3.1 provided at the rear of this report. This new road will link to a road running around the Solihull MBC offices.

The design philosophy for the access is to maintain relatively tight radii and carriageway width in order to encourage slow vehicular speeds. This will improve safety, both for drivers and pedestrians, and help to keep the design in keeping with the general area. In keeping with this, appropriate materials will be used across the access to further encourage reduced speeds. These will be agreed with Solihull MBC at the detailed design stage but are likely to include the provision of setts across the access along the channel line of Church Hill Road and potentially a 'rumble strip', a short distance back from the give way line.

Figure 3.2, provided at the rear of this report, shows the swept path of vehicles at the access. It can be seen that whilst cars can turn into and out of the access without affecting the opposing carriageway, service vehicles will need to sweep across both lanes as a result of the tight design. This arrangement is deemed appropriate given the relatively low volume of servicing vehicles anticipated to use this junction.

The design seeks to retain as much of the existing vegetation as possible whilst providing adequate visibility splays. Splays of 75m to the right and 43m to the left at an x distance of 2.4m (x distance being the set back distance from the give-way line) can be achieved which are considered to be adequate given the expected low speed of vehicles. These visibility splays exceed the guidelines set out in Manual for Streets (MfS) which indicates that for a road with a speed limit of 30mph, such as Church Hill Road, a visibility splay of 43m with an x distance of 2.4m is appropriate. It should also be noted that Solihull MBC are considering options to further reduce vehicle speeds and volumes on Church Hill Road which would further decrease the visibility splay required.

## 4 Accessibility

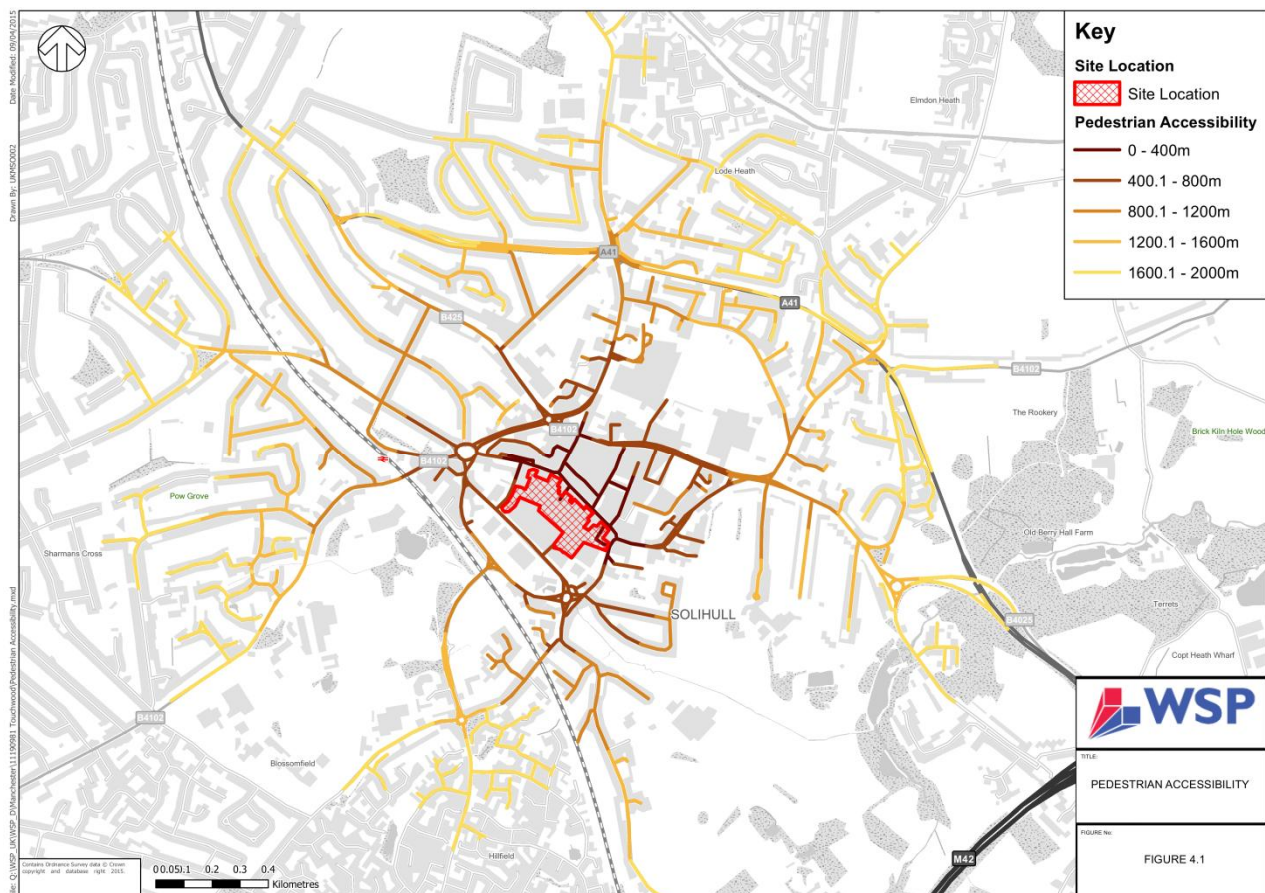
Being located in the heart of the Town Centre, Touchwood is highly accessible to all modes of transport. This section of the TA provides a description for each mode of transport and also focusses on disabled access and drop off facilities.

### 4.1 Pedestrians

The Institution for Highways & Transportation (IHT) publication 'Guidelines for Providing for Journeys on Foot' outlines that the preferred maximum walking distance for commuting / sight seeing from a origin point by persons without a mobility impairment is 2,000m.

With an average walking speed of 84m / minute, 2,000m constitutes a 24 minute walk. The pedestrian accessibility isochrone seen in Figure 4.1 below illustrates the area surrounding Touchwood, which is within a 2,000m walk.

**Figure 4.1 – Pedestrian Accessibility**



As can be seen in Figure 4.1 the Site lies within close proximity to residential areas surrounding the Site. Analysis of the 2011 Census has revealed that approximately 5,500 households are within 2,000m walking distance from the centre of the Site, from which a number of staff and visitors to the centre may be drawn.

With regards to pedestrian access to Touchwood from car parks and railway station within Solihull; the below figures illustrate pedestrian walking routes to the Site from Monkspath Hall Road car park Figure 4.2, Lode Lane car park Figure 4.3, Mell Square car park Figure 4.4 and Solihull Station Figure 4.5.

**Figure 4.2 – Monkspath Hall Road Pedestrian Access Route**



As can be seen in Figure 4.2 smooth and well maintained footways are in place on the route from the Monkspath Hall Road car park to Touchwood. Signalled pelican crossings are in place on Prince’s Way and Homer Road providing further safe connection from the car park to Touchwood.

Opportunities may exist to enhance the segregated pedestrian connection between Prince’s Way and Homer Road and it is understood this is one of several measures currently being considered by Solihull MBC as part of the Town Centre wide accessibility review.



Figure 4.3 – Lode Lane Pedestrian Access Route



As can be seen in Figure 4.3 smooth and well maintained footways are in place on the route from the Lode Lane car park to Touchwood. Pedestrian routes to key destinations including the Town Centre, Touchwood, the Bus Station and the Railway Station are all well signposted.



Figure 4.4 – Mell Square Pedestrian Access Route



As can be seen in Figure 4.4 smooth and well maintained footways are in place on the route from the Mell Square car park to Touchwood. Furthermore the footways are part of a larger pedestrianised public realm area connecting the car park to Touchwood which improves the pedestrian walking environment, safety and personal security.

Figure 4.5 – Solihull Railway Station Pedestrian Access Route

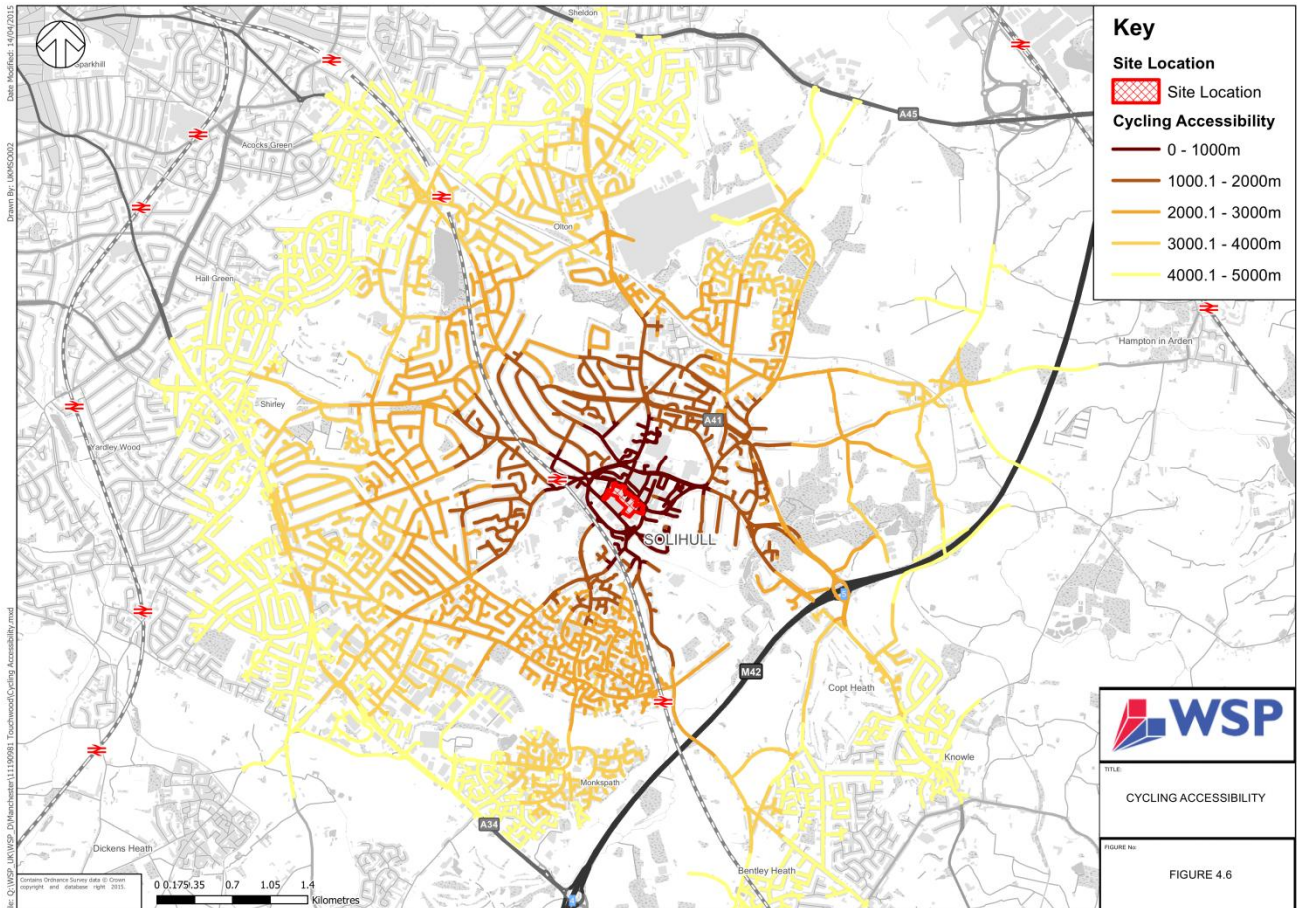


As can be seen in Figure 4.5 smooth and well maintained footways are in place on the route from the Solihull Railway Station to Touchwood. Directional signage is in place directing pedestrians to the Town Centre and Solihull station. Signalled pelican crossings are in place on Station Approach and Prince’s Way providing further safe connection from the station to Touchwood. The walk distance and time to the Town Centre and Touchwood are considered acceptable when viewed in the context of other similar Town Centres in the UK

## 4.2 Cyclists

An acceptable cycling distance is considered to be 3.1 miles (5,000m). With an average cycling speed of 208m per minute, 5,000m constitutes a 24 minute cycle. The 5,000m cycle isochrone shown in Figure 4.6 illustrates the area surrounding Touchwood, which is deemed to be within an acceptable cycling distance.

**Figure 4.6 – Cycling Accessibility**



As can be seen in Figure 4.6 Touchwood lies within close proximity to surrounding residential areas. Analysis of the 2011 Census has revealed that approximately 45,500 households are within 5,000m cycling distance from the centre of the Site, from which a number of staff and visitors to Touchwood may be drawn.

Cycle routes within the vicinity of Touchwood can be seen in Figure 4.7 the green cycle route seen to the west of the Site off Homer Road and through Prince's Way has been photographed (Plate 1 and Plate 2). The route provides off road connection from the Touchwood / Town Centre to Tudor Grange Park and the Cycle Circuit within the park. The route can be seen in Plate 1 and Plate 2 as smooth and well maintained.

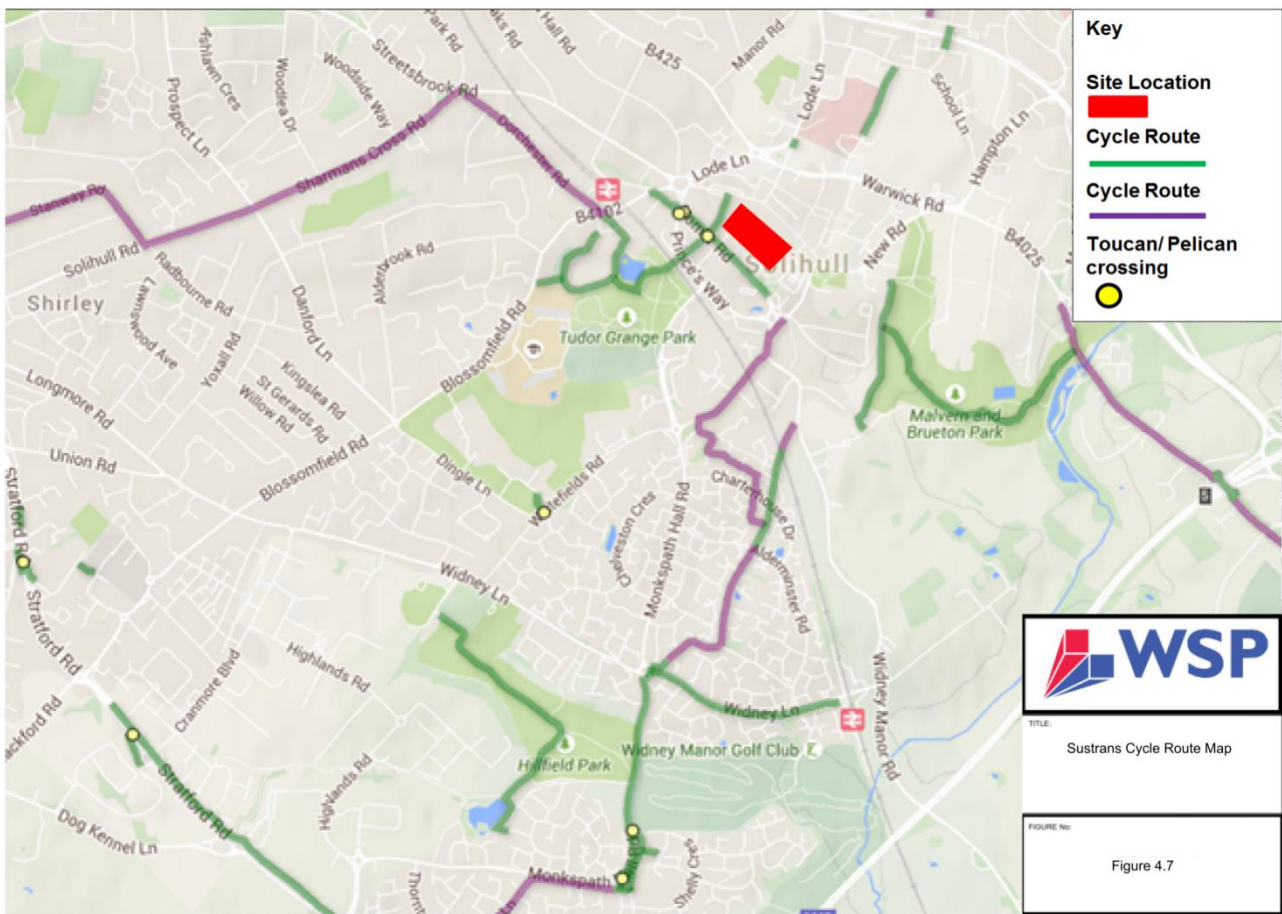


**Plate 1 – Cycle Route in the vicinity of the Site****Plate 2 – Cycle Route in the vicinity of the Site**

Further connection to Shirley and the Railway Station, west of Touchwood can be made via the cycle route through Tudor Grange Park. Connection to Monkspath Hall Road car park, south of Touchwood can also be made via a number of cycle routes as seen in Figure 4.7.

As can be seen in Figure 4.7 several other routes (green and purple) are in place within the vicinity of the Site with advanced stop lines and pelican/ toucan crossings in place along those routes where they share road space with general traffic.

Figure 4.7 – Sustrans Cycle Route Map



Cycle stands are provided at a number of convenient locations including:

- Outside of Solihull Library Square near the Arts Complex, See Plate 4;
- Touchwood car park just outside the Orange Welcome Hall;
- Cloister Walk, near John Lewis entrance
- Jubilee Gardens, Homer Road; and
- Solihull Station, Plate 5.

Observations indicate that many of the cycle parking facilities are lightly used and that there is a surplus of cycle parking within Touchwood and the Town Centre.

Plate 3 – Cycle parking at Solihull Central Library Plate 4 – Cycle parking at Solihull Station



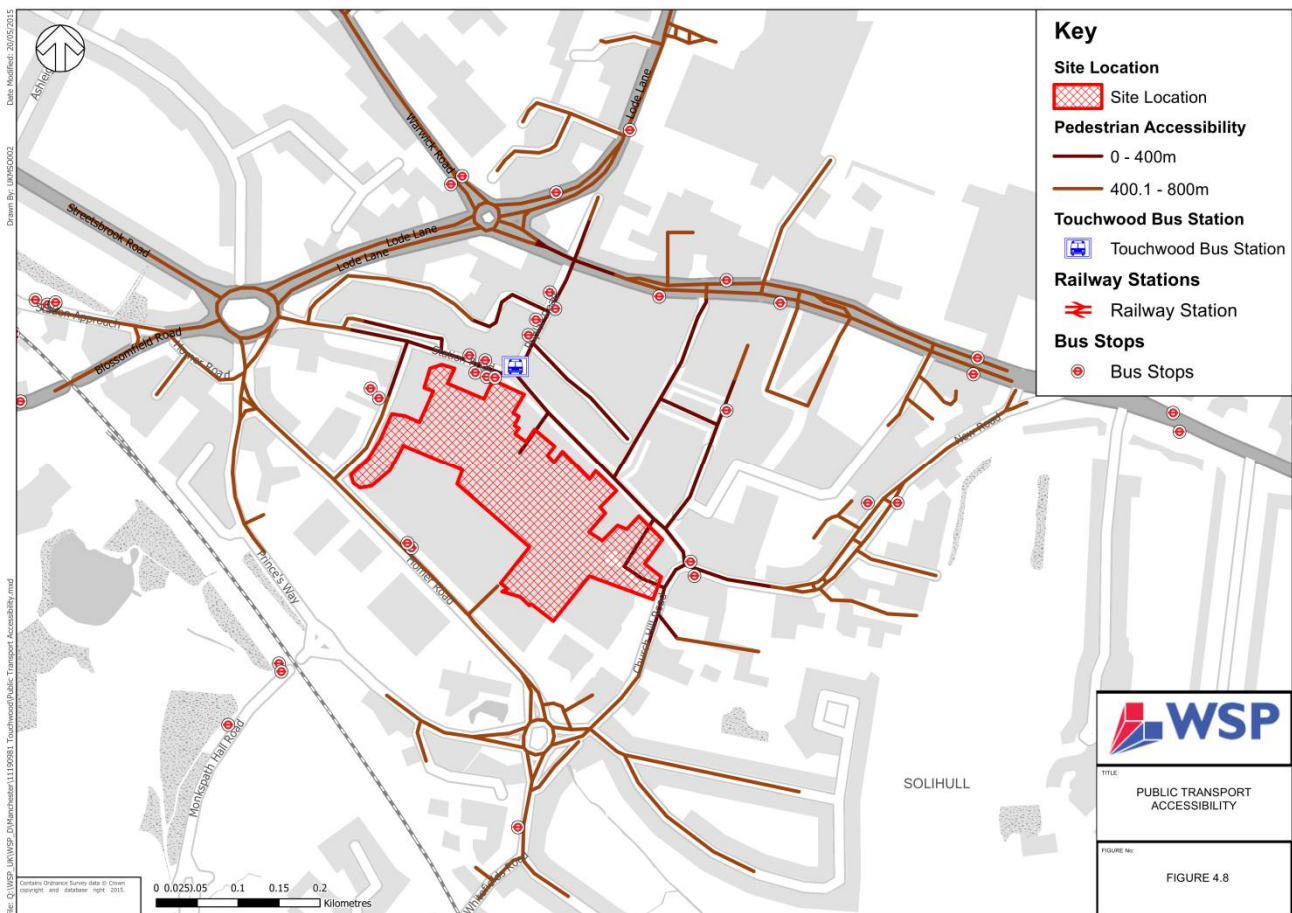


### 4.3 Public Transport – Bus

Guidance published by the IHT ‘Planning for Public Transport in Developments’ (1999), recommends that the preferred walking distance to a bus stop is 400m, approximately equating to a five minute walk. Additionally ‘Providing for Journeys on Foot’ (IHT) states that for people without a mobility impairment; 400m is a desirable walking distance while 800m is acceptable.

As can be seen in Figure 4.8 a significant number of bus stops are located around the perimeter of Touchwood including the Bus Station on Station Road / Poplar Road from which a large number of destinations in Solihull and beyond can be reached.

**Figure 4.8 – Public Transport Accessibility**



A summary of the services which can be accessed from the bus stops at Touchwood Bus Station can be seen in Table 4.1 below.

**Table 4.1 – Bus Services on Station Road/ Poplar Road**

Service	Destination	Frequency	
		Mon – Sat	Sun
30	Solihull - Acocks Green via Olton	2 per hour	-

31	Birmingham - Sparkbrook - Spring Road Station - Gospel Oak - Shirley - Solihull	2 per hour	2 per hour
37	Birmingham - Tyseley - Acocks Green - Olton Station - Solihull Station	5 per hour	4 per hour
58	Birmingham - Small Heath - Yardley, Swan - Lyndon - Solihull	2 per hour	-
62	Solihull - Warwickshire College	1 AM service (Mon – Fri)	-
70	Birmingham - Ward End (Fox & Goose) - Castle Bromwich - Water Orton - Coleshill - Chelmsley Wood - Marston Green - Sheldon - Solihull	2 per hour	1 per hour
71	Solihull - Garretts Green - Chelmsley Wood - Castle Vale - Sutton Coldfield	3 per hour	-
71E	Solihull – Sheldon - Chelmsley Wood	-	2 per hour
72	Solihull - Marston Green Station - Chelmsley Wood - Castle Bromwich - Bromford - Birmingham	2 per hour	2 per hour
73	Birmingham - Heartlands Hospital - Yardley, Yew Tree - Sheldon, Wheatsheaf - Solihull	2 per hour	-
87	Solihull - Coventry via Balsall Common	1 per hour	-
233	Solihull - Kenilworth via Balsall Common	1 AM service (Mon – Fri)	-
812	Blossomfield Schs - Dickens Heath via Hockley Hth	1 AM service (Mon – Fri)	-
957	Birmingham - Yardley - Sheldon, Wheatsheaf - Old Lode Lane - Solihull	4 per hour	2 per hour
966	Solihull - International Station/NEC - International Airport - Erdington	2 per hour	1 per hour
S1	Solihull - Damsonwood via Damson Parkway and Rowood Drive	2 per hour	1 per hour

S2	Cheswick Green - Dorridge via Solihull	2 per hour	-
S3	Wythall – Solihull - Hockley Heath	2 per hour	1 per hour
S10	Solihull - Cranes Park via Sheldon	1 per hour	-

As can be seen in Table 4.1 18 bus services provide 34 buses per hour (in excess of one bus every two minutes) Monday to Saturday to a range of locations including: Birmingham, Heartlands Hospital, Yardley, Sheldon, Chelmsley Wood, Sutton Coldfield, Solihull Station, Birmingham International Station, Birmingham International Airport and Coventry. The volume of bus services on a Sunday reduces to reflect demand with nine services providing 16 buses per hour (one bus every four minutes).

Facilities at the Town Centre Bus station include smooth well maintained footways and sheltered waiting areas as seen in Plate 5.

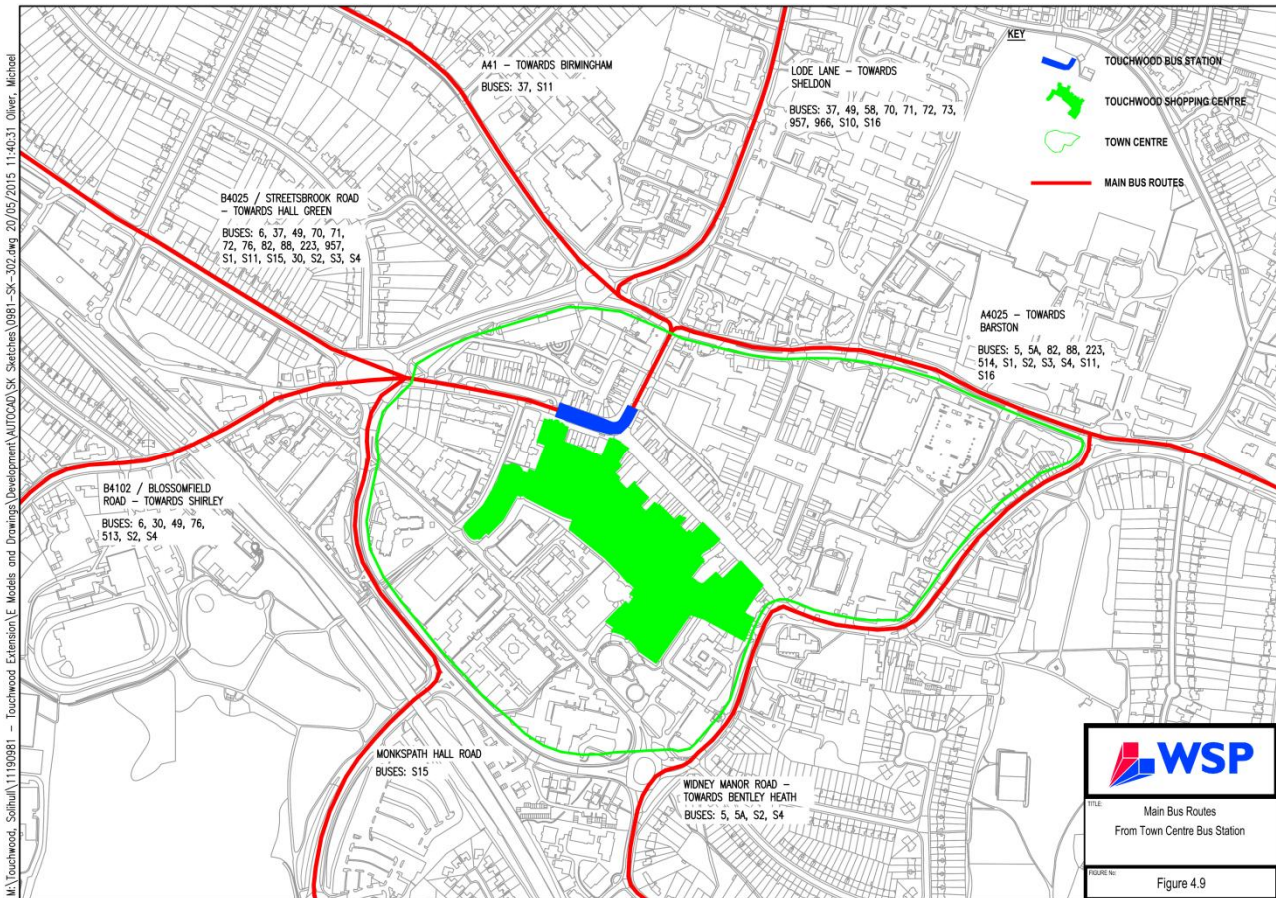
**Plate 5 - Covered bus shelter**



Figure 4.9 below shows the main bus routes from Town Centre bus station, as can be seen bus services from the station cover the majority of main corridors into/out of Solihull.



Figure 4.9 – Main Bus Routes from Town Centre Bus Station



#### 4.4 Public Transport – Rail

As can be seen in Figure 4.1 Solihull Rail Station is approximately 800m walking distance from the centre of the Site.

Plates 6, 7 and 8 show pedestrian walking facilities in place on route to the station from the Site.

**Plate 6 – Smooth and well maintained footways to station**



**Plate 7 – Signalised pedestrian crossing to station**



**Plate 8 - Signage in the vicinity of the station**



Direct services that can be taken from Solihull Rail Station can be seen in Table 4.2 below.

**Table 4.2 – Services from Solihull Rail Station**

Destination	Frequency	
	Mon - Sat	Sun
Birmingham Moor Street	5 – 6 per hour	3 per hour
Birmingham Snow Hill	4 – 5 per hour	3 per hour
Dorridge	4 – 5 per hour	3 per hour
Stourbridge Junction	3 per hour	1 per hour
Leamington Spa	2 - 3 per hour	2 per hour
London Marylebone	2 per hour	2 per hour
Kidderminster	2 per hour	-
Stratford-upon-Avon	1 per hour	-
Worcester Foregate Street	1 per hour	-

As can be seen a range of locations can be reached from Solihull Railway Station with approximately 28 trains per hour (one train every two minutes) Monday to Saturday and 14 trains per hour (one train every four minutes) on a Sunday.

Facilities at Solihull Rail station include: 8 sheltered cycle spaces with dedicated CCTV coverage, free parking for blue badge holders, ticket office, accessible ticket machines, customer help points, an ATM machine, shops, waiting rooms, ramps for train access and toilets.

As noted in Section 4.3 Birmingham International Station can be reached with the 966 service via a bus stop in the immediate vicinity of the Site. The 966 service takes approximately 20 minutes to Birmingham International Station from Solihull, rail services that can be taken from the station can be seen in Table 3.

**Table 4.3 – Services from Birmingham International Rail Station**

Destination	Frequency	
	Mon - Sat	Sun



London Euston	4 – 5 per hour	4 per hour
Birmingham New Street	9 per hour	4 – 6 per hour
Barmouth & Aberystwyth	1 every two hours	1 every two hours
Bournemouth	1 per hour	-
Coventry	7 – 8 per hour	4 – 6 per hour
Manchester Piccadilly via Stoke-on-Trent	1 per hour	1 per hour
Glasgow Central via Warrington Bank Quay	1 every two hours	3 services
Llandudno	1 AM and 1 PM service	
Edinburgh via Warrington Bank Quay	1 every two hours	3 services

As can be seen in Table 4.3 a range of major UK destinations can be reached from Birmingham International Station with approximately 24 services per hour (one train every three minutes), three services operating once every two hours to locations in Wales and Scotland and 14 services per hour on a Sunday (one train every four minutes).

## 4.5 Taxis

As part of the Solihull Gateway project, taxi ranks are being provided on both Station Road and Poplar Road. These ranks are well located with respect to Touchwood and the pedestrian links from them to Touchwood are also being upgraded as part of the Gateway Project. In addition, a private hire rank is available on Homer Road and night time pick up is available off Church Hill Road at the east end of the High Street.

In addition, taxis are permitted to enter Touchwood car park for the purposes of pick up/drop off for disabled people. This is described in more detail below.

## 4.6 Disabled Access

At the time of writing this TA, Solihull Town Centre is served by two shop mobility units. The first is in a unit on Drury Lane and the second is located in Touchwood car park, providing direct access to the centre. However, it is understood that the Solihull MBC run facility is to close.

Notwithstanding the above, disabled parking is provided throughout the town, with spaces located in key locations in each of the major car parks as well as on street at Drury Lane and Station Road. As described earlier in this report, the Station Road area is currently being upgraded as part of the Solihull MBC Gateway Project which will enhance pedestrian surfaces and routes between Station Road and the Town Centre, including Touchwood.

It is therefore considered that ambulant disabled are well catered for around the Town Centre as well as within Touchwood.

Returning to the issue of shop mobility, as stated, a facility exists within Touchwood located in the car park. In order to access this facility, drivers must enter the car park either by private car or taxi with parking available in disabled spaces and/or drop off adjacent to the shop mobility facility.

Recognising the importance of this facility, the need to drop in close proximity to the centre to many disabled people and also comments raised during the public consultation, the following management regime is being implemented at Touchwood:

- Instead of receiving free parking and then paying for scooter hire, blue badge holders will pay for parking in accordance with the current scale of parking charges. However, they will then be permitted free use of the shop mobility facilities. This system is significantly easier to administer.
- For those blue badge holders who are being dropped off, the parking system will permit a 15 minute grace period. Taxis and blue badge holders will be able to pre-register their vehicle registration numbers and the number plate recognition equipment at the car park entrance will then recognise the vehicle allowing it to exit free of charge within the grace period.
- Provision is to be made for 'Ring and Ride' buses to drop off within the service deck adjacent to the Hub. Mobility impaired passengers can then access the retail level direct via the lift.

This system will enable disabled people to access the shop mobility unit and also be dropped off at the centre free of charge.

## 4.7 Drop Off

Despite being surrounded on three sides by vehicular carriageways, there is no existing formal drop off facility around the periphery of Touchwood. The current access road off Church Hill Road provides an informal facility but this will be removed as part of the scheme.

Comments raised during the public consultation exercise underlined the importance of a formal drop off facility and so consideration has been given to the provision of alternative facilities. Following a review of the existing roads it is proposed that the existing private hire taxi bay on Homer Road be extended to include pick up and drop off. The precise design of this facility will be agreed at the detailed design stage and is shown indicatively at Figure 4.10 included at the rear of this report.

This location benefits from the provision of both steps and DDA compliant ramps leading to Touchwood and the Solihull Arts Complex.

In addition, it is understood that Solihull MBC are currently considering the future routing of buses on Church Hill Road with a view to creating a one way circuit. If implemented, this would provide the potential for drop off within one of the existing bus laybys close to the eastern end of High Street.

## 4.8 Travel Plan

A Touchwood Centre Employer Travel Plan was prepared in 2013. This was completed in conjunction with Centro and Solihull MBC as part of the Smart Network, Smarter Choices programme. A copy of the Travel Plan is included at Appendix 1.

The plan included a base line survey which indicated that Touchwood staff already benefitted from access to sustainable modes of transport with bus being the largest mode of travel to work, (35%). The plan contained target modal splits, (see Table 4.1 of the Travel Plan), along with an action plan setting out proposals and monitoring.

In August 2014, the year one monitoring survey and report was prepared and is included at Appendix 2. As a result of the year one actions, the monitoring indicated that the year one targets for reducing solo car travel and increasing use of more sustainable modes had been exceeded. Car travel had decreased from 34% to 31% and bus travel has risen from 35% to 39%. In addition, walking and cycling had both shown small increases.

The monitoring report notes the completed actions and provides updated proposals and implementation dates.

Given that this Travel Plan exists and is proving to be successful in its aims, it is suggested that, rather than provide a new plan to cover the proposed additional units, the plan be extended to cover the whole of the enlarged scheme.

## 5 Car Parking and Network Flows

As part of initial discussions with Solihull MBC, a technical note relating to parking and traffic impact was submitted to the Highway Authority outlining these issues. The technical note is included at Appendix 3. This section of the TA seeks to summarise that note rather than repeating the detailed assessments.

### 5.1 Current Parking

The assessment of current parking focussed on six main car parks:

- Touchwood
- Monkspath Hall Road
- Mell Square
- John Lewis
- Marks and Spencer
- Lode Lane.

Between them, these car parks have in excess of 4,800 spaces and serve the whole of Solihull Town Centre.

Data provided by Solihull MBC indicates that during a normal week, on average, there are in excess 2,000 spaces available on a weekday and over 1,200 spaces available at a weekend. Even during the Christmas period in 2014, in excess of 500 parking spaces remained available at all times.

As a result of these observations and the analysis contained within the technical note, it was agreed with Solihull MBC that no new parking need be provided to serve the Touchwood Extension.

### 5.2 Predicted Parking

In order to calculate the trips currently generated by Touchwood, interview surveys were undertaken at the key car parks. This included questions relating to the origin of the trip, purpose, main destination and length of stay.

Comparing the answers with Solihull MBC data on entry and exit flows at the car parks it was possible to estimate the number of existing primary trips to Touchwood.

The analysis contained within the technical note concluded that the Touchwood extension proposals would generate an additional parking demand of approximately 81 spaces on a weekday and 114 spaces at the weekend and that this demand could be met within the available Town Centre parking stock. Accordingly it is not proposed to provide any additional parking provision as part of the extension proposals, instead the development will utilise the spare car parking capacity within the Town Centre.

### 5.3 Network Flows

Extending a retail centre does not result in a proportionate increase in vehicular trips. Research papers suggest that a 10% increase in floorspace results in 2.4% more trips plus an increase in length of stay of 3.7%. Based on these factors, it is estimated that the Touchwood proposals would result in an increase in trips of around 27 movements, (10 in and 17 out), in the evening network peak hour and 30 each way during the weekend network peak hour.

These predicted increases are considered to be very low relative to the existing network flows. They are likely to be much lower than the daily variation in network flows and unlikely to result in any significant impact on the network.

In addition, the increased length of stay for existing shoppers will result in some trips being diverted to alternative car parks. The resulting predicted trip changes are shown on the network flow diagrams in Appendix 4. It can be seen that the changes in flows are relatively small, and in some areas, because of the increased length of stay, there is predicted to be a reduction in trips. This latter point relates particularly to the junction between Church Hill Road and Homer Road leading to reduced flows through the sensitive Church Hill Road area.

As part of the Solihull MBC proposals to rationalise the provision of Council office space within the Town Centre it is proposed to reconfigure much of the surface level council parking local to the Council House building. Data received from Highway Officers indicates this will result in approximately 60 vehicles being displaced to other Town Centre car parks such as Monkspath Hall road and Lode Lane. As described previously these car parks can be seen to have suitable spare capacity to accommodate the volume of transferred parking demand. Furthermore, as these trips already exist on the Town Centre road network and are simply being transferred from one car park to another, the impact on the highway network can be seen to be neutral.

## 5.4 Encouraging Use of Alternate Car Parks

The above assessment has highlighted that spare capacity exists across the main Solihull car parks as a whole. However, as with any town, certain car parks are more popular. Hence, whilst it has been agreed that no new parking is required, there is a need to encourage drivers to go to car parks where spaces are readily available.

The key methods to encourage drivers are considered to be ‘information’, ‘pricing’ and ‘accessibility’. These are discussed in the following paragraphs.

The most efficient way of guiding drivers to available spaces is via variable message signing. Such a system has been installed by Solihull MBC around the local network advising drivers of how many spaces are available in each car park. This provides real time data and is probably one of the most important factors in determining driver choice. At particularly busy times, this information can be supplemented by social media and radio broadcasts to aid driver choice.

The majority of the car parks assessed have almost identical pricing structures for up to six hours stay. These are aimed at encouraging short stay in the Town Centre car parks. The pricing structure is set out in table 5.1 below.

**Table 5.1 Parking Charges**

Duration of Stay	Touchwood, John Lewis,	Mell Square, Marks and Spencer, Lode Lane	Monkspath Hall Road
Up 2 hours	£2.30	£2.30 (Mell Sq £1.20 for up to 1 hour)	
2-3 hours	£3.10	£3.10	



3-4 hours	£4.00	£4.00	
4-5 hours	£4.60	£4.60	
5-6 hours	£5.60	£5.60	Up 6 hours £3.20
6-8 hours	£9.00	£8.20 for 6+ hours	Over 6 hours £4.00
8-12 hours	£11.00		
12-24 hours	£15.00		

Monkspath Hall Road car park has a slightly different payment structure and also has a number of spaces provided to long stay during the working week. Given that the average length of stay of a shopping trip is around two hours, the key point to note is the relative tariff for up to three hours. From the above table it can be seen that for shoppers staying up to three hours, it is actually cheaper to park in the more central car parks than it is to park in Monkspath Hall Road car park.

Furthermore, the Solihull MBC car parks, including Mell Square and Lode Lane operate on a 'pay and display' system. This requires drivers to estimate their length of stay on arrival. This tends to be less popular for shopping trips than a 'pay on foot/ pay on exit' system which allows drivers to return to their vehicles when they have completed their visit rather than at a predetermined time. This view was confirmed during the recent public consultation exercise during which a significant number of the public expressed frustration with the current 'pay and display' system and preference for a 'pay on foot/ pay on exit' system.

Whilst it is not in the Applicant's gift to amend the above, it is suggested that Solihull MBC could give consideration to amending the payment system to pay on foot. More importantly, adding a new tariff band of, say, £2.00 for up to three hours stay could result in a shift from some of the more central car parks to Monkspath Hall Road car park thus potentially increasing Solihull MBC revenue.

In terms of accessibility, all the main car parks are fairly equally accessible by car. The main issue to focus on is the walk route to Touchwood and the rest of Solihull Town Centre once the vehicle has been parked. As with pricing, Monkspath Hall Road car park is currently considered to be less attractive to shoppers. From the questionnaire survey the key issues are knowing where the car park is and the length and attractiveness of the walk to and from Touchwood.

In terms of 'knowing where the car park is', for drivers the car park is well signed. However, for pedestrians signing could be improved. For example, no signing exists within Touchwood to guide shoppers to Monkspath Hall Road. It is proposed that these signs be provided in key locations as part of the detailed design process.

Regarding the actual walk route, whilst it takes around 5-6 minutes, the route is relatively direct with safe crossing points across each carriageway. However, it is considered that the footpath running between Homer Road and Prince's Way could be improved in terms of paving and maintenance.

## 6 Servicing

### 6.1 Existing Servicing

Servicing for the existing Touchwood units takes place from the roof top service area. The Figure 6.1, included at the rear of this report, indicates the existing layout of this area and highlights both the roof top parking and individual service bays.

Parking on the roof is permit controlled by Touchwood management and permit provision is currently being revisited to ensure access and permits are rationalised across the centre.

In terms of service bays, 22 bays are provided, spread across the roof in six locations. This provides bays in close proximity to each lift core to maximise the efficiency of the operation. Overall, there are 14 bays for articulated vehicles and a further eight for large rigid vehicles, giving a total of 22 bays.

As part of the TA, a survey of service vehicle numbers was undertaken between Thursday 19th March and Sunday 22nd March. A summary of the accumulation of service vehicles is shown in Table 6.1

**Table 6.1 - Accumulation of Service Vehicles in Service Yard**

Time Period	Number of Service Vehicles Parked			
	19/03/2015	20/03/2015	21/03/2015	22/03/2015
07:00	7	4	4	1
07:30	7	8	4	2
08:00	3	10	5	3
08:30	5	10	5	2
09:00	8	5	5	2
09:30	10	7	3	2
10:00	8	10	2	1
10:30	10	7	2	3
11:00	9	8	3	1
11:30	7	7	2	1
12:00	8	7	1	1
12:30	5	7	1	1
13:00	5	5	1	2
13:30	7	6	1	1
14:00	4	5	2	1
14:30	2	4	2	1
15:00	3	4	2	2
15:30	2	2	1	2
16:00	1	3	1	1
16:30	1	4	2	1
17:00	2	3	1	1

17:30	2	2	1	1
18:00	1	1	1	1

From this, it can be seen that the maximum number of service vehicles at any time was only 10 vehicles spread across the 22 bays. Other key findings were as follows:

- Rigid HGV's accounted for 94% of service vehicles;
- Articulated trailers accounted for 4% with light vans accounting for the remainder;
- Daily servicing numbers peaked on a Friday with weekend servicing numbers being very low. On a Friday a total of 77 service vehicles were recorded. More details of daily numbers are included later in this technical note as part of the assessment of future demands.

Retail trading tends to increase around the Christmas period. Therefore, historic records of service vehicle numbers have been obtained from centre management for December 2014 to allow a comparison to be undertaken with the March surveys. The records indicated similar servicing profiles with Friday again being the busiest day of the week. However, during December, the total daily flow rose from 77 to 108 vehicles. Assuming the same profile and length of stay, this would equate to a maximum of 14 bays occupied at any time; ie an increase of circa 40%.

Overall, it can be seen that there is significant spare capacity within the service area to cater for current demands.

## 6.2 Proposed Servicing

Turning to the proposals, the majority of Touchwood servicing will continue to take place via the roof top service area, without impacting on public areas.

The total additional floorspace amounts to approximately 100,000 sq ft, (NIA) compared to a total existing floorspace of in excess of 630,000 sq ft, (NIA) The net increase is 16.4%. The calculations below indicate the servicing numbers assuming all this additional space is served from the roof:

**Table 6.2 - Observed and Predicted Number of Daily Service Vehicles Using the Service Yard**

	Thurs 19th March	Fri 20th March	Sat 21st March
Observed daily service vehicle totals	61	77	23
Predicted daily service vehicle totals (Existing + 16.4%)	71	90	27

Increasing these figures by 40% to allow for pre-Christmas trading suggests the following daily flows:

**Table 6.3 - Observed and Predicted Number of Daily Service Vehicles Using the Service Yard During The Christmas Period**

	Thurs	Fri	Sat
Observed daily service vehicle totals	85	108	32
Predicted daily service vehicle totals (Existing + 16.4%)	99	126	36

The maximum predicted daily service trips is therefore 126 vehicles in December at peak times, compared to 77 in the March observed surveys. This is an increase of 64% indicating a maximum demand for service bays of 16 or 17, (10 current multiplied by 1.64). It is therefore predicted that these predicted flows can be accommodated, even at peak trading times.

With the extension, three specific areas require more detailed consideration:

- Manor Walk Units;
- Existing Church Hill Road properties; and
- New Island Block units.

The Manor Walk units can be serviced from the Touchwood roof in the same way as the majority of the proposed extension. Access can be gained to these units from the roof via the lift core and service corridor.

The retained units fronting Church Hill Road currently benefit from servicing to the rear, accessed off the turning loop from Church Hill Road. This facility will be removed. The existing units are currently occupied by an Estate Agent, solicitors and tattoo parlour. These uses are likely to require fairly limited servicing in terms of vehicle numbers and can be considered together with the proposed new Island Units. Together, there will be circa 10 units, three of which will be restaurant/cafes.

Overall, the total floorspace for the Island Block units and retained units amounts to circa 12,000 sq ft, (NIA). This equates to around 2% of the total Touchwood floorspace. Assuming a pro rata delivery rate compared to the whole scheme, the average daily service vehicle numbers would be around two vehicles (90 x 2%). At Christmas, this would rise to say three vehicles per day.

It is proposed that these units are serviced 'out of hours' from High Street. Through discussions with Solihull MBC, it is understood that service vehicles could access High Street via Church Hill Road, (potentially changing to Drury Lane) out of peak times, exiting High Street at its Western end. The scheme layout has included a service corridor to the rear of these units directly from the High Street in order to minimise the length of time taken to deliver to units.

Refuse collection for the Island Block units, would be undertaken by Touchwood Centre Management out of hours. Refuse would be stored in appropriate bins to the rear of the units during the day and collected over night for processing and recycling with the general Touchwood waste.

In summary, based on the March survey data, and supplemented with vehicle records for December, it is anticipated that the vast majority of the existing and proposed Touchwood scheme can be adequately serviced via the existing roof top service area. For the retained units fronting Church Hill

Road, together with the Island Block units, it is proposed to service these units out of hours via High Street.

## 7 Conclusions

Touchwood occupies a readily accessible position within Solihull Town Centre and benefits from good public transport linkage via both the Railway Station and the centrally located Bus Station. Furthermore, Touchwood and the Town Centre are served by a variety of publically and privately owned car parking facilities with convenient pedestrian links into the Town Centre.

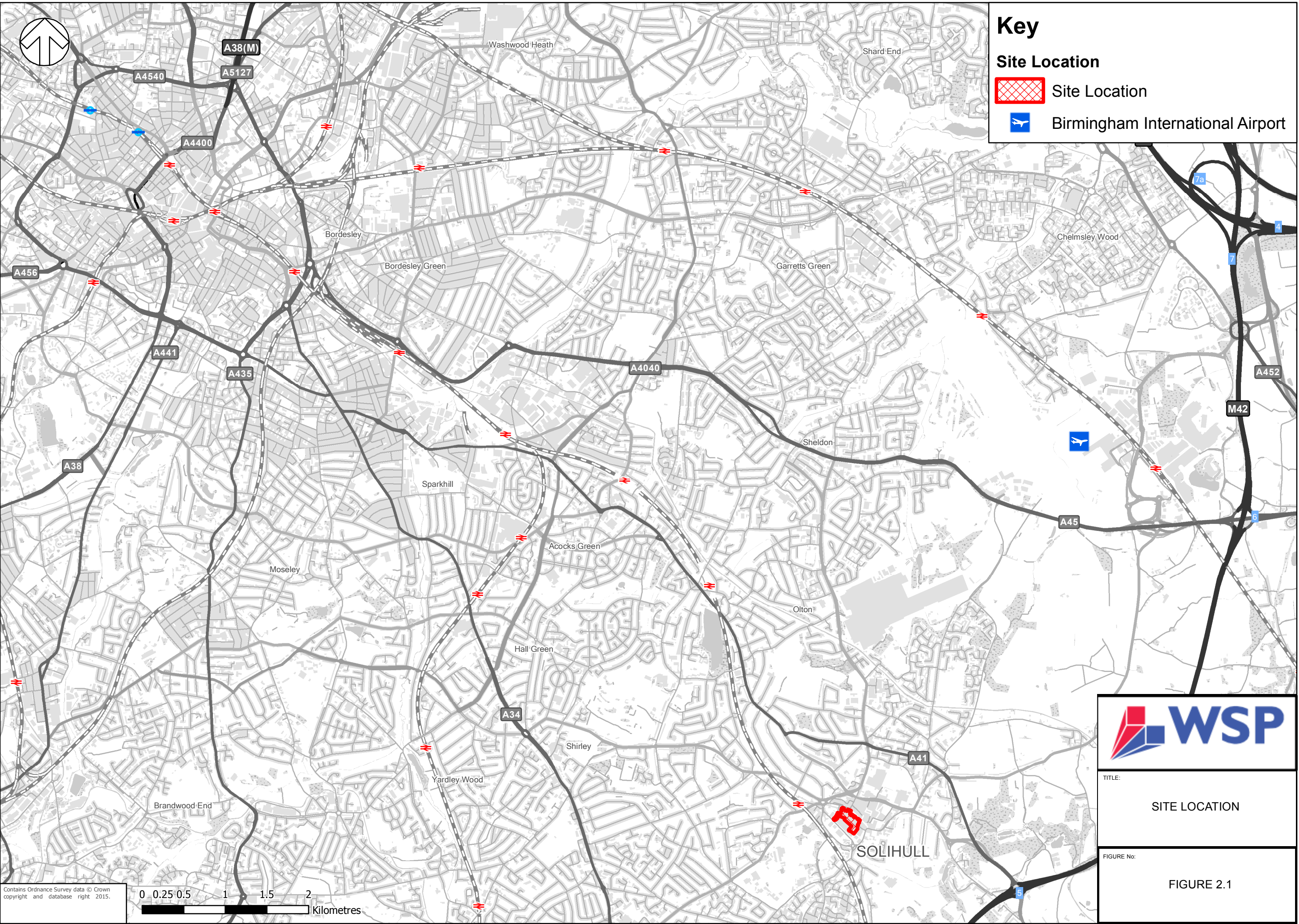
Trip generation analysis presented to Solihull MBC Highway Officers has demonstrated that the Touchwood extension will generate only a relatively small number of additional car trips to the Town Centre during the peak period. These additional car trips, projected to total 60 two-way trips during the busiest hour, are not anticipated to have any discernible impact on the performance of the Town Centre road network which, in common with many other vibrant towns and cities in the UK, exhibits a degree of congestion during weekday and weekend network peaks.

Car park occupancy data provided by Solihull MBC shows that whilst some popular car parks do get full, particularly at weekends and seasonal peaks, there is always adequate spare capacity within the Town Centre's car parking stock to meet demand. Analysis submitted to Solihull MBC indicates that this will continue to be the case with the projected additional demand generated by the proposed extension totalling 114 parking spaces at the busiest time at a weekend. The Applicant is committed to working with Solihull MBC to encourage visitors and commuters to the Town Centre to use the most appropriate parking facility via a combination of revised charging regimes / methods, directional signage and enhancement of pedestrian linkage between car parks and Touchwood.

The recent survey of the Touchwood service deck and supporting analysis has shown that there is adequate service yard provision within the existing facility to accommodate the requirements of the units contained within the extension and also those existing units that currently take deliveries from Manor Square. The extension proposals include the provision of appropriate service corridors and lifts to facilitate the delivery of good and services to the extension units. In addition Solihull MBC Highway Officers have confirmed the potential to undertake 'out of hours' servicing from High Street and / or Drury Lane.

## Figures





### Key

#### Site Location

 Site Location

 Birmingham International Airport

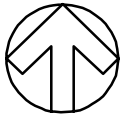
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TITLE:  
SITE LOCATION

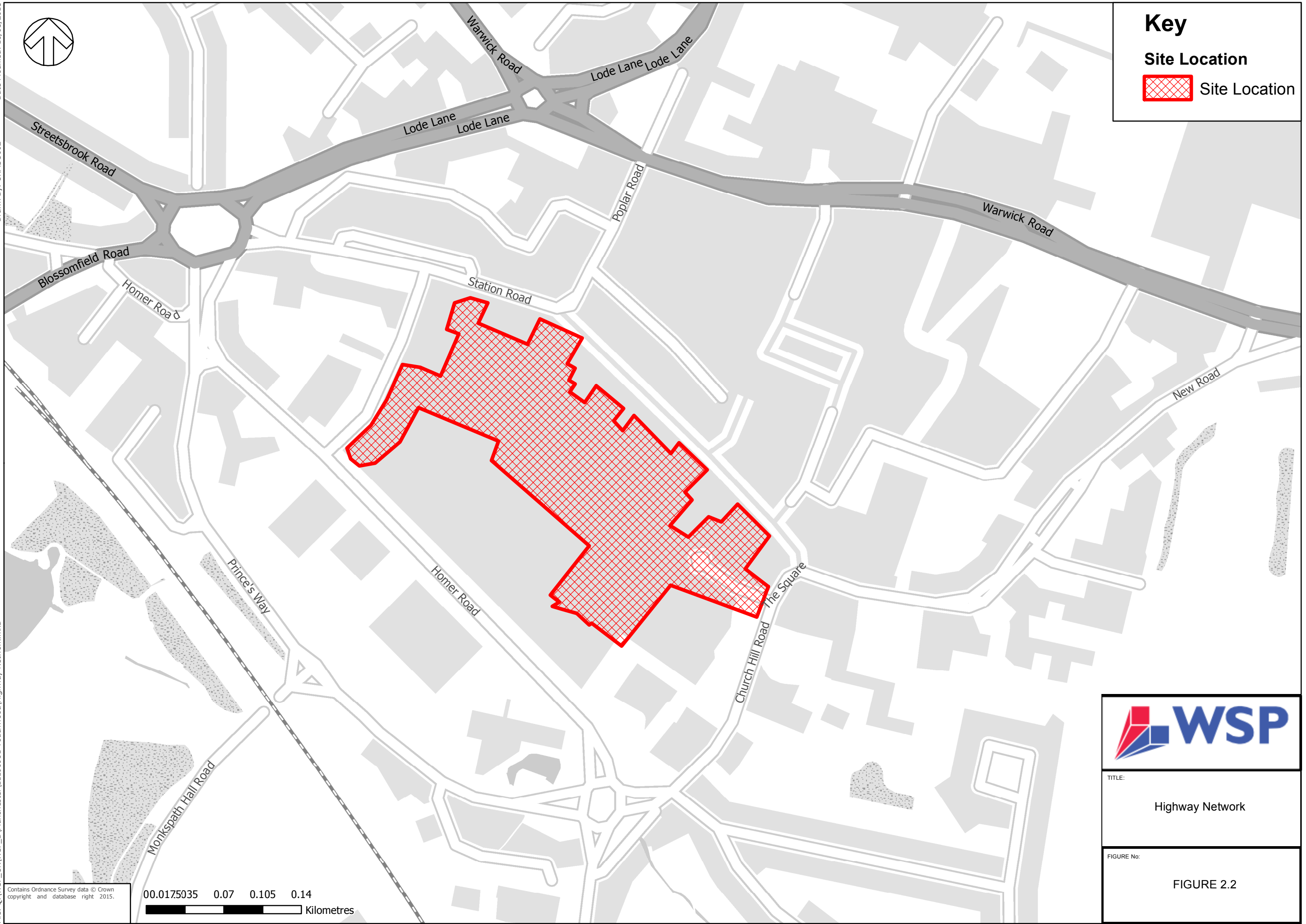
FIGURE No:  
FIGURE 2.1



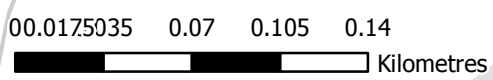


### Key

Site Location

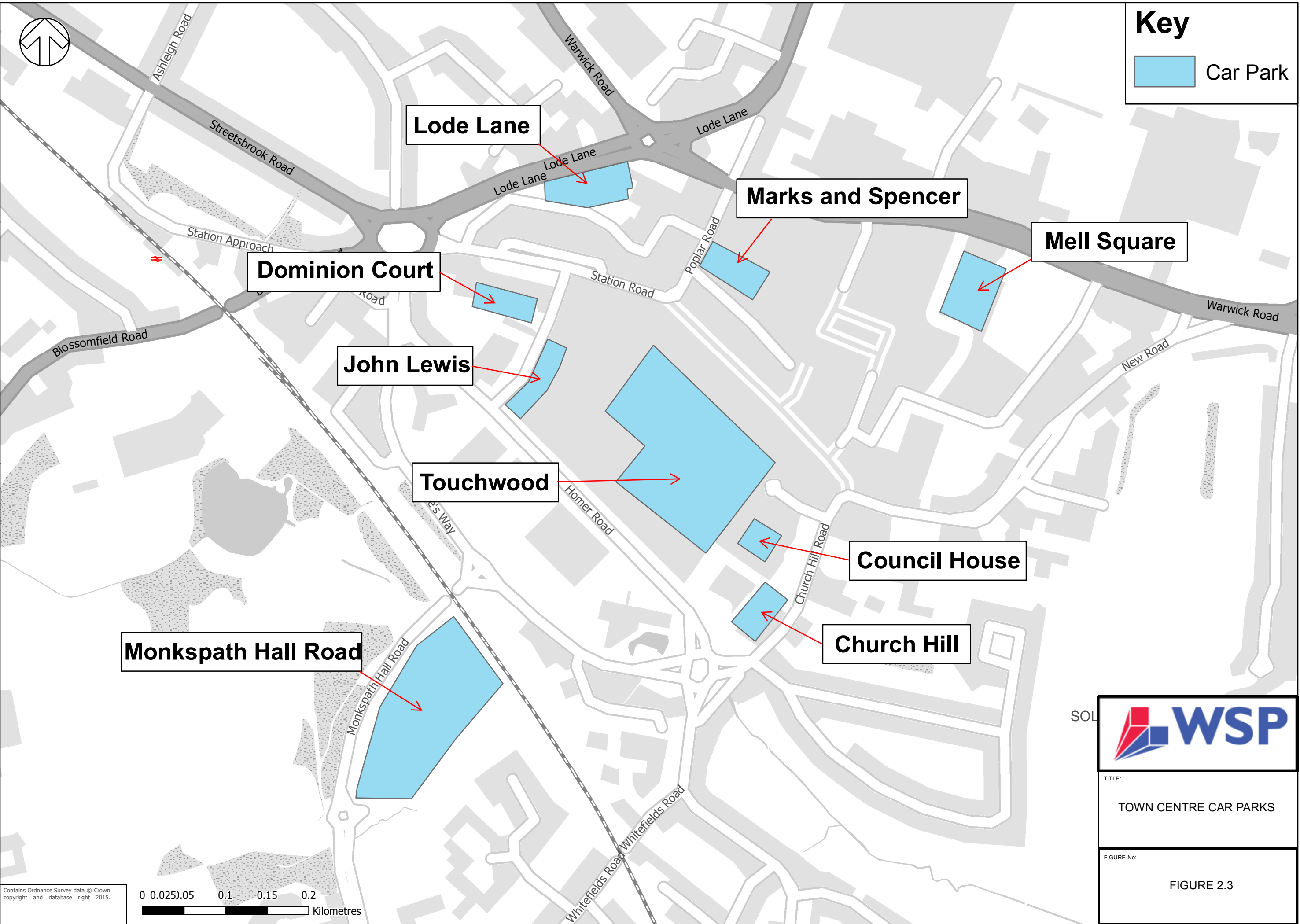


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TITLE:  
Highway Network

FIGURE No:  
FIGURE 2.2



### Key

 Car Park

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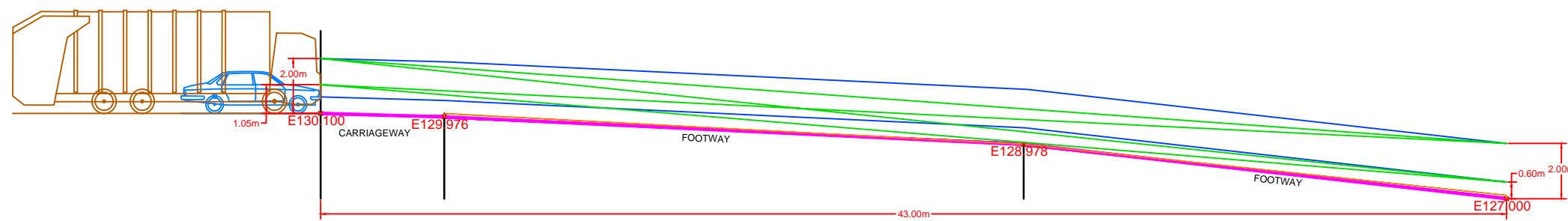
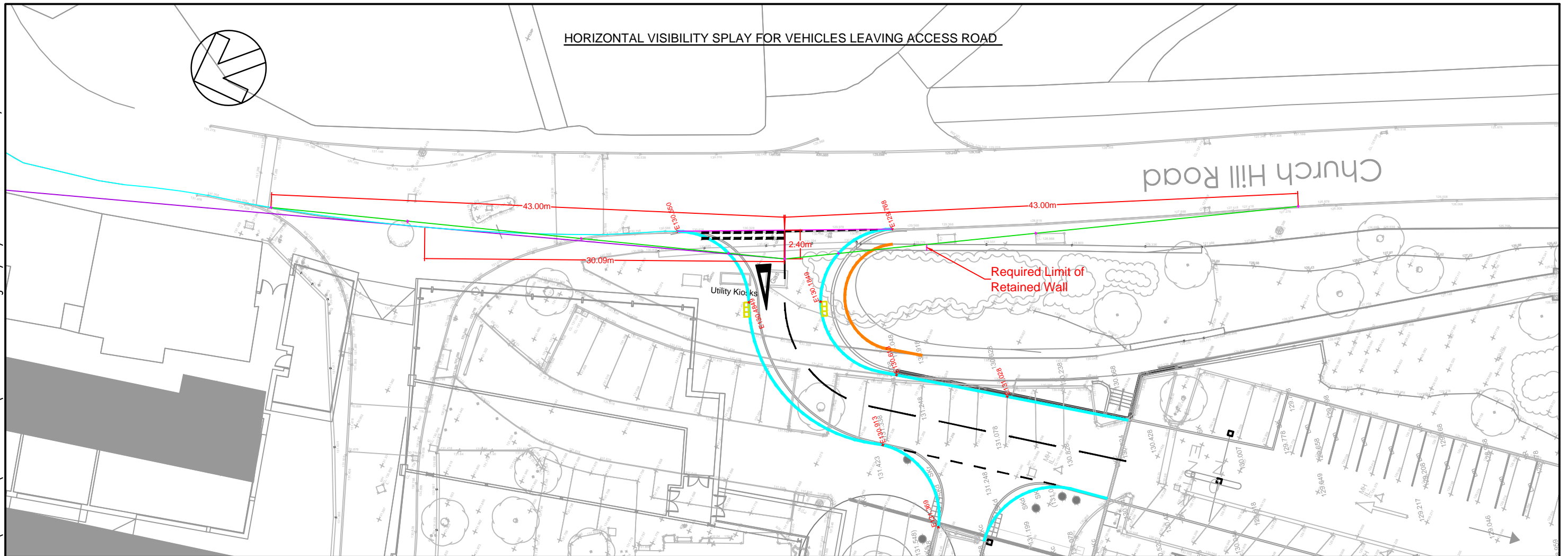


TITLE:

TOWN CENTRE CAR PARKS

FIGURE No:

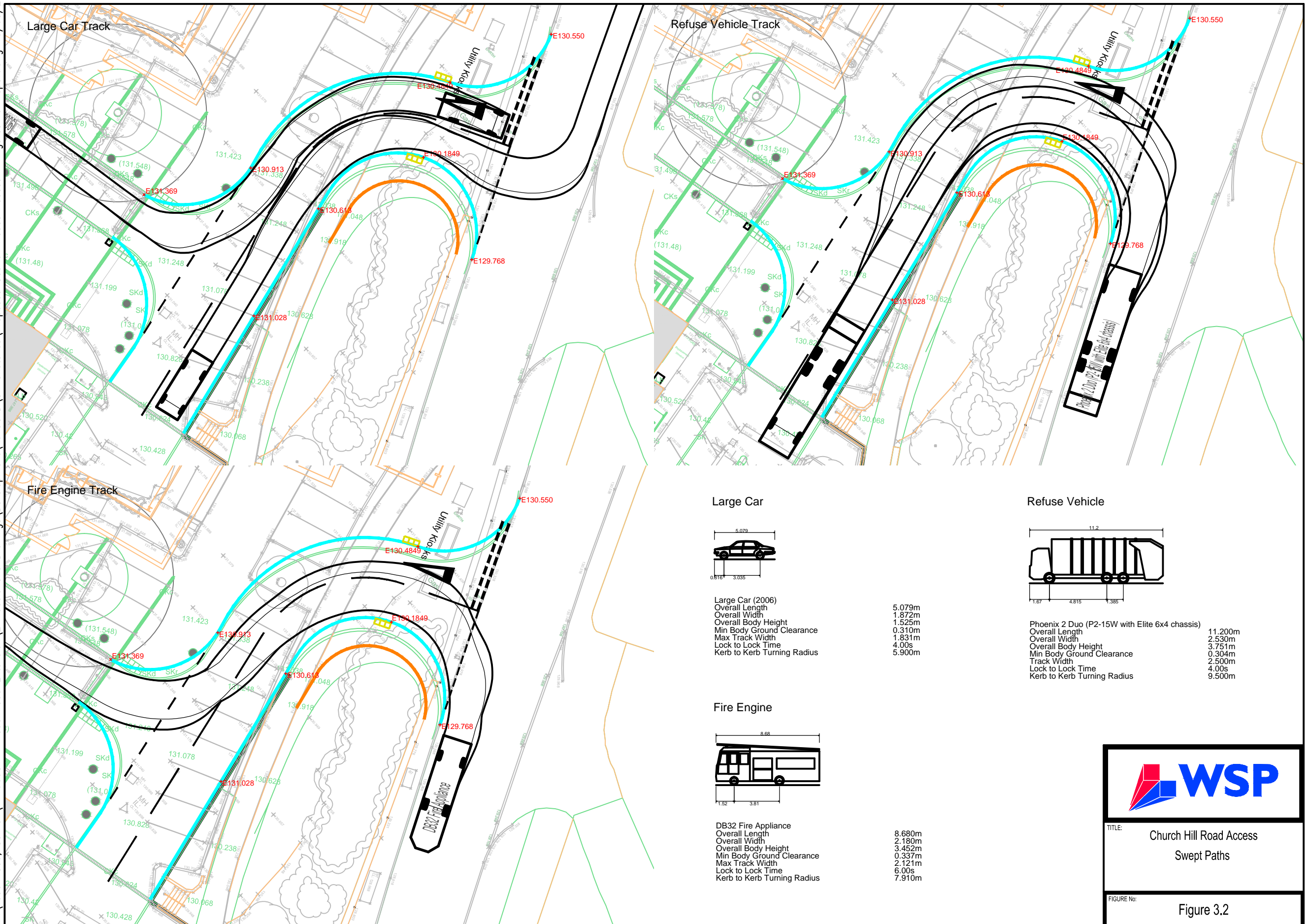
FIGURE 2.3



TITLE: Church Hill Road Access

FIGURE No: Figure 3.1





**Large Car**

Large Car (2006)	
Overall Length	5.079m
Overall Width	1.872m
Overall Body Height	1.525m
Min Body Ground Clearance	0.310m
Max Track Width	1.831m
Lock to Lock Time	4.00s
Kerb to Kerb Turning Radius	5.900m

**Refuse Vehicle**

Phoenix 2 Duo (P2-15W with Elite 6x4 chassis)	
Overall Length	11.200m
Overall Width	2.530m
Overall Body Height	3.751m
Min Body Ground Clearance	0.304m
Track Width	2.500m
Lock to Lock Time	4.00s
Kerb to Kerb Turning Radius	9.500m

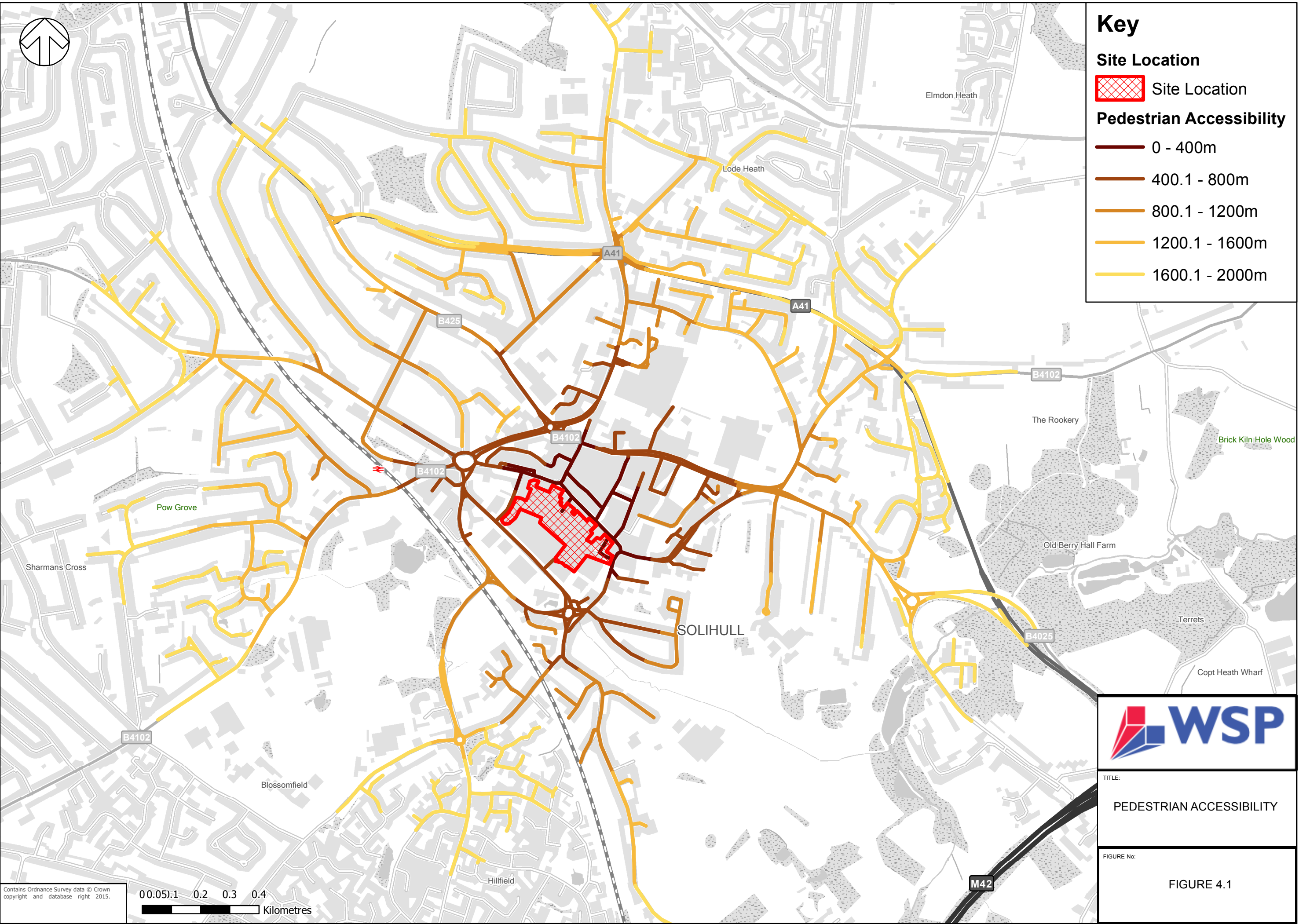
**Fire Engine**

DB32 Fire Appliance	
Overall Length	8.680m
Overall Width	2.180m
Overall Body Height	3.452m
Min Body Ground Clearance	0.337m
Max Track Width	2.121m
Lock to Lock Time	6.00s
Kerb to Kerb Turning Radius	7.910m


TITLE: Church Hill Road Access  
Swept Paths

FIGURE No: Figure 3.2










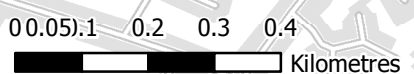
**Key**

**Site Location**  
 Site Location

**Pedestrian Accessibility**

-  0 - 400m
-  400.1 - 800m
-  800.1 - 1200m
-  1200.1 - 1600m
-  1600.1 - 2000m

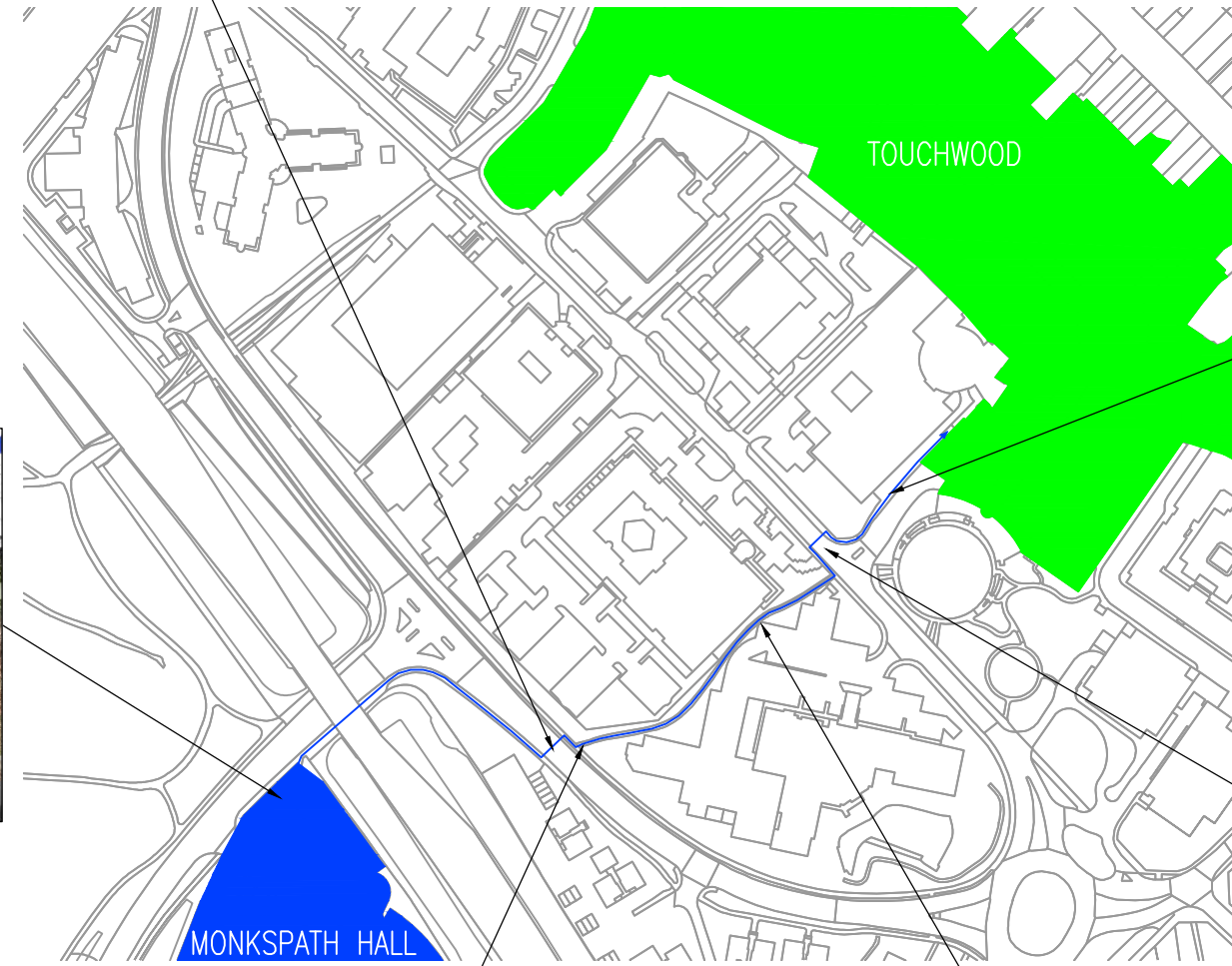
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TITLE:  
**PEDESTRIAN ACCESSIBILITY**

FIGURE No:  
**FIGURE 4.1**

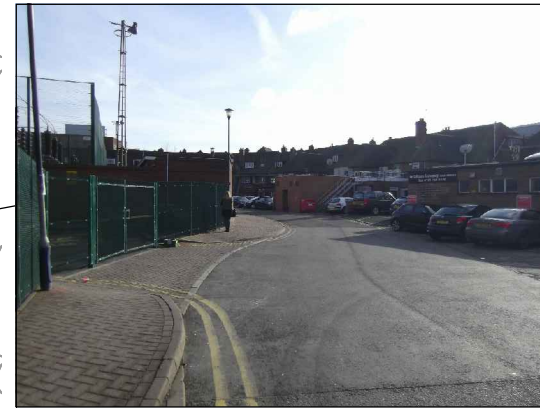
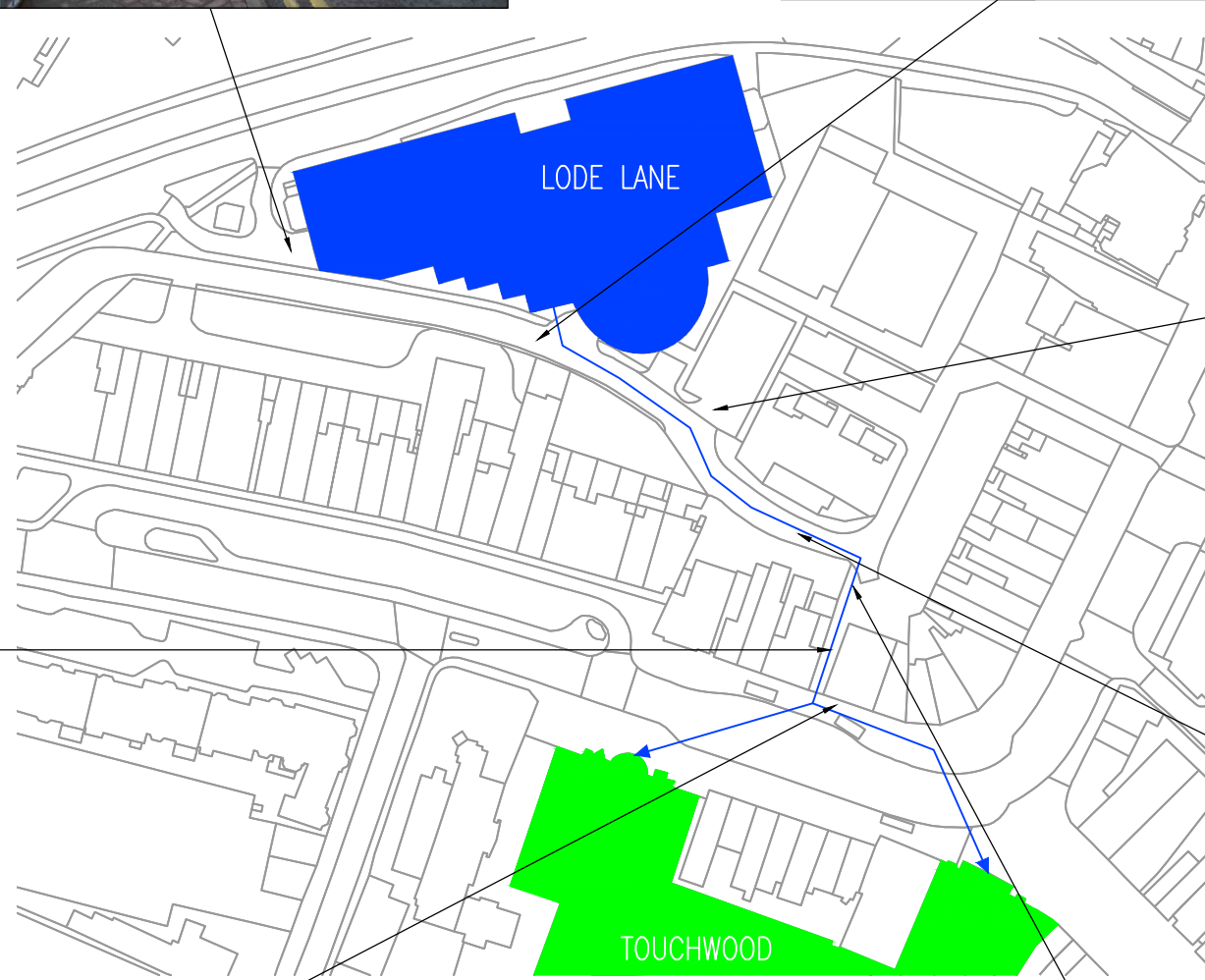





TITLE: Monkspath Hall Road  
Pedestrian Access Route

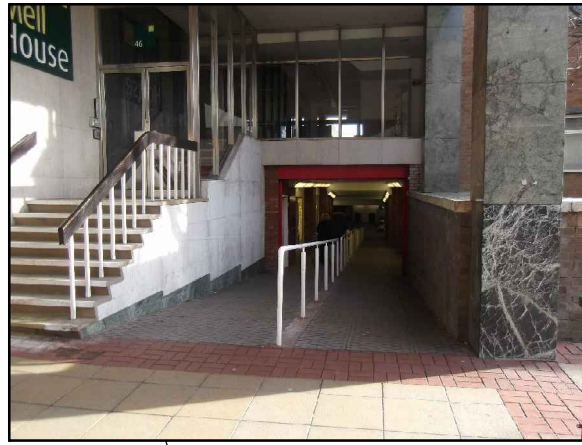
FIGURE No: Figure 4.2





	
TITLE:	Lode Lane Pedestrian Access Route
FIGURE No:	Figure 4.3

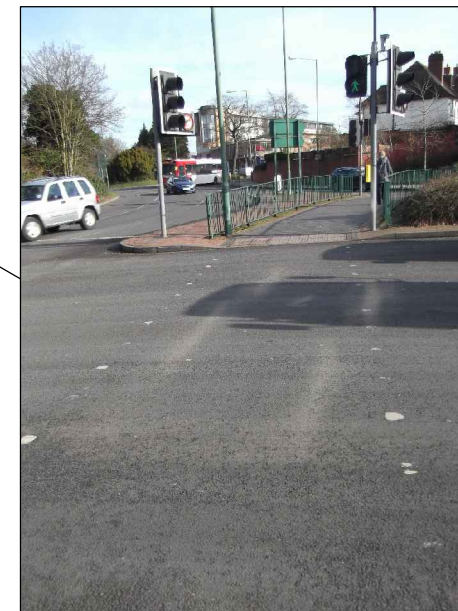
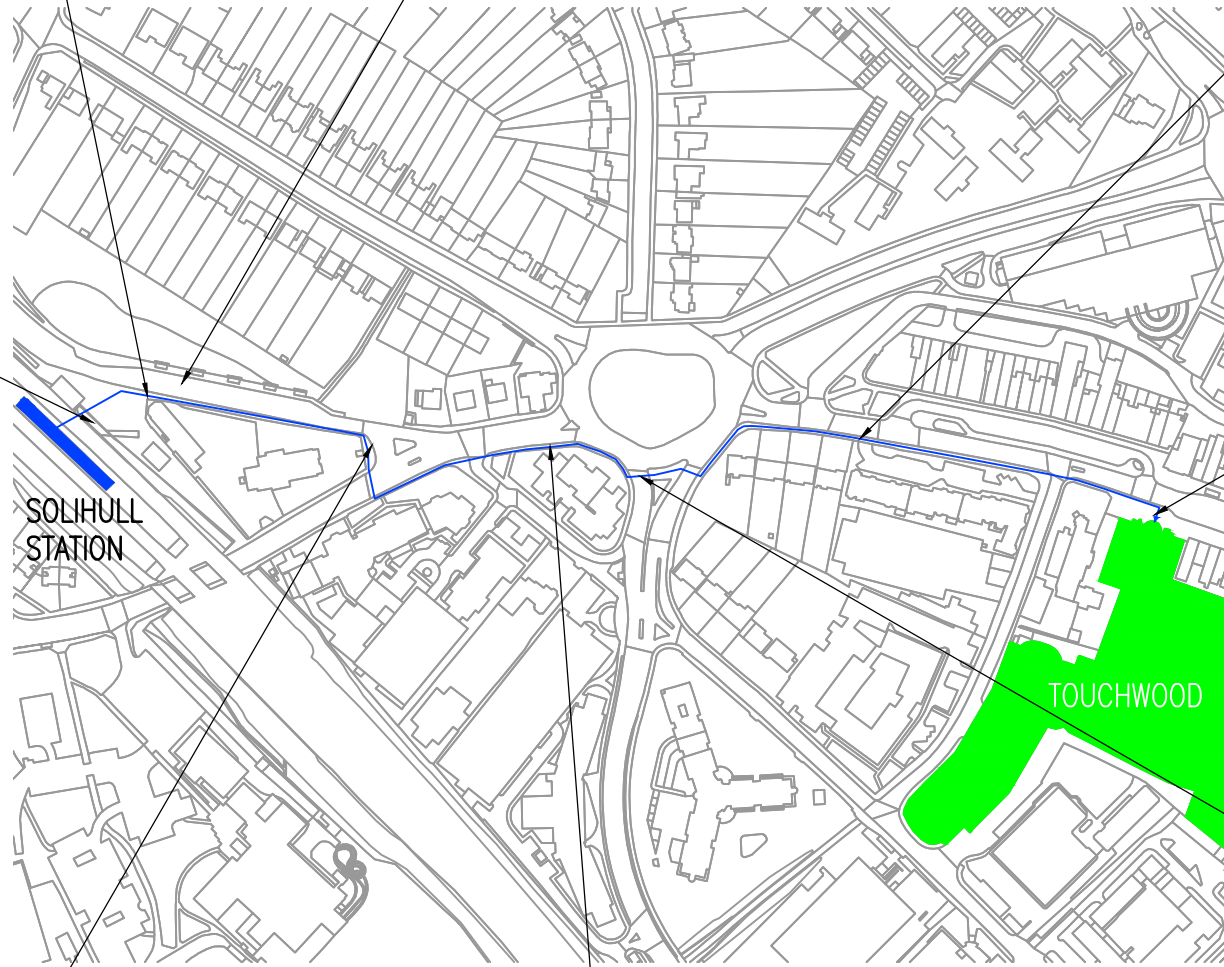
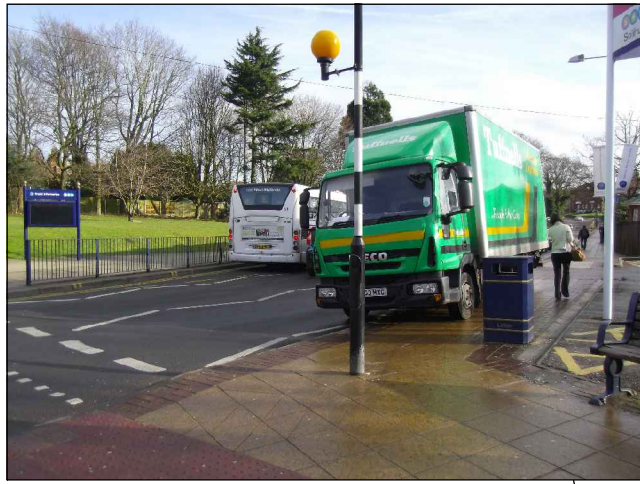




TITLE:  
Mell Square  
Pedestrian Access Route

FIGURE No:  
Figure 4.4

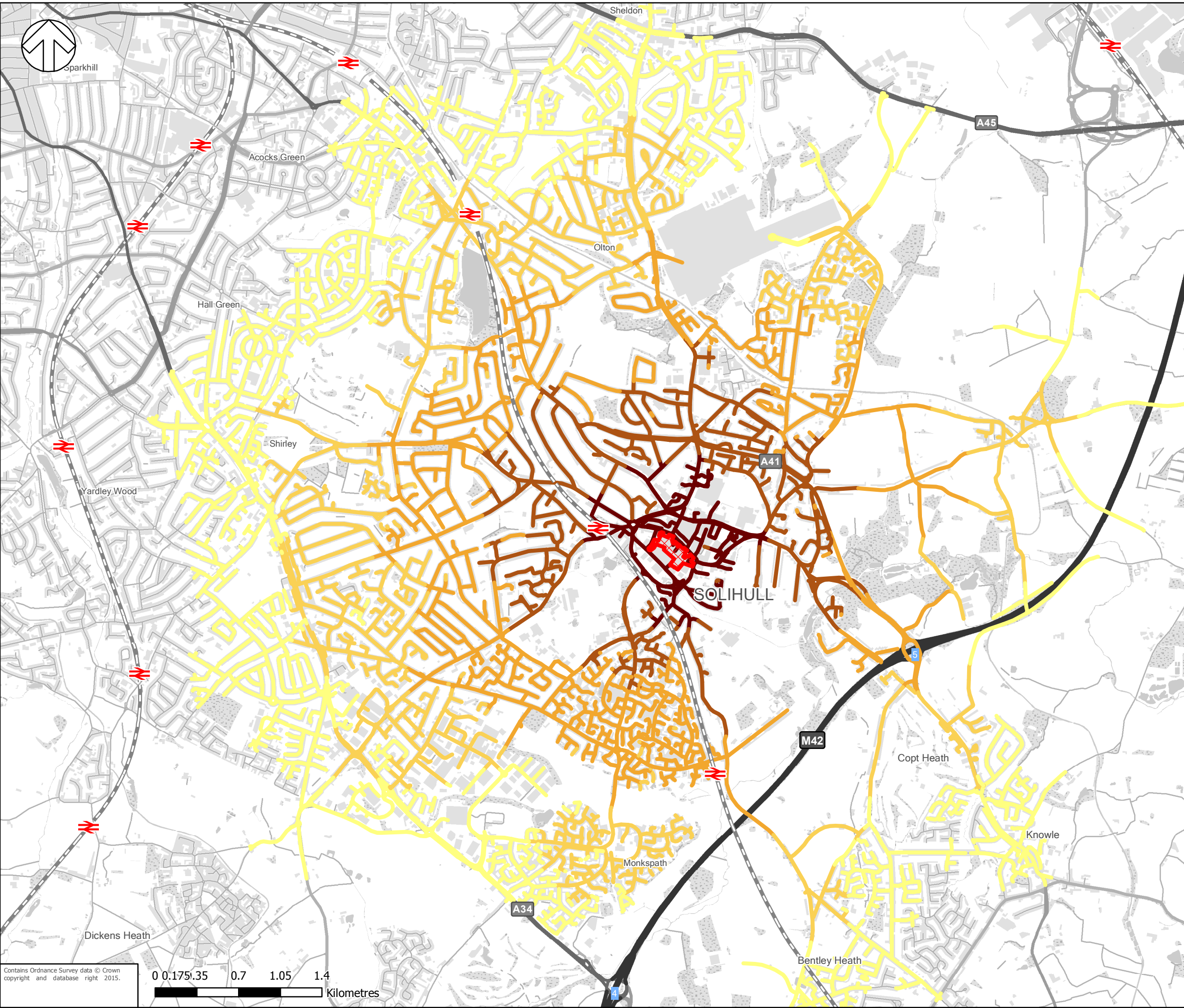





TITLE: Solihull Railway Station  
Pedestrian Access Route

FIGURE No: Figure 4.5










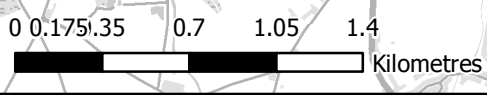
**Key**

**Site Location**  
 Site Location

**Cycling Accessibility**

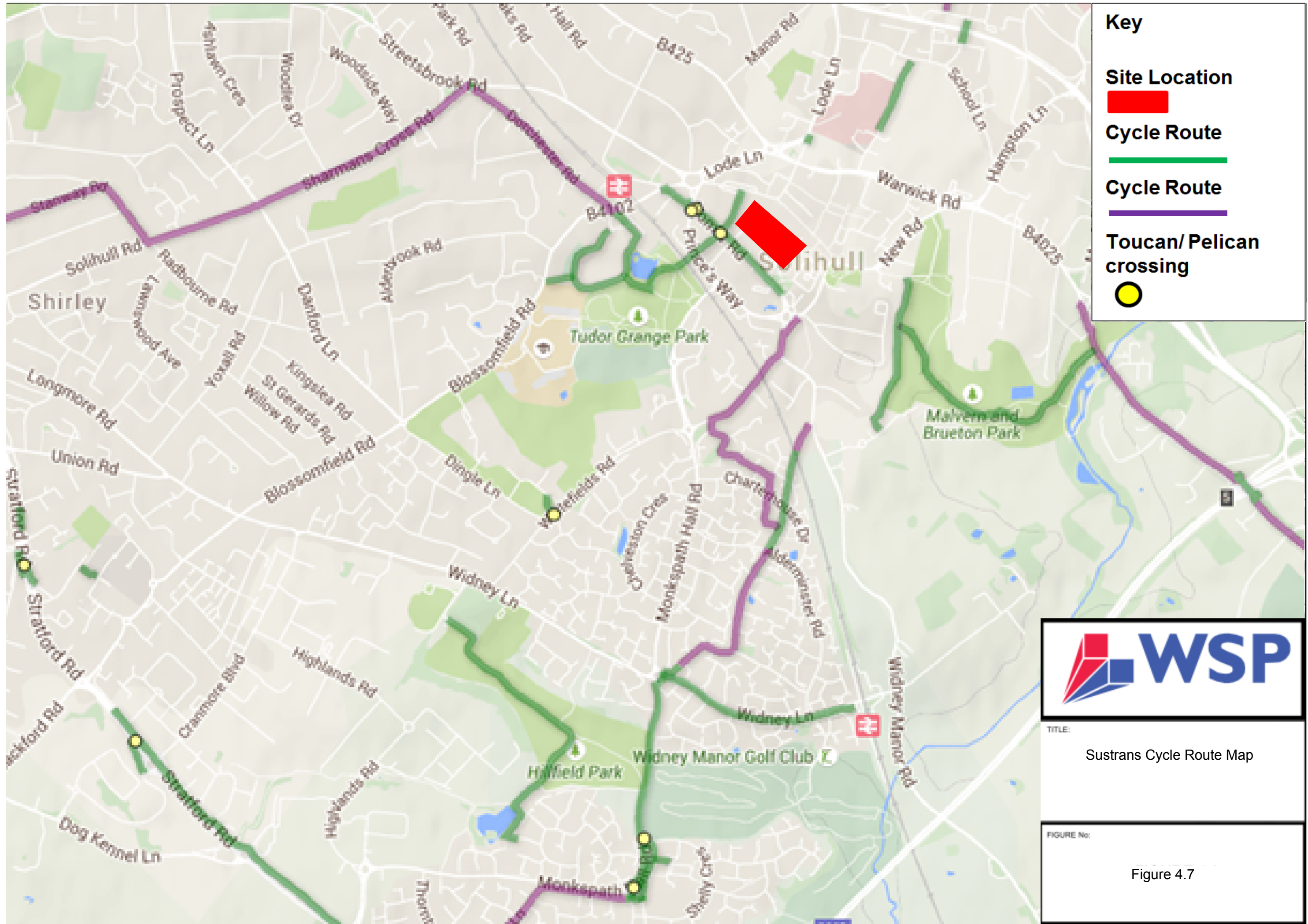
-  0 - 1000m
-  1000.1 - 2000m
-  2000.1 - 3000m
-  3000.1 - 4000m
-  4000.1 - 5000m

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TITLE:  
 CYCLING ACCESSIBILITY

FIGURE No:  
 FIGURE 4.6



**Key**

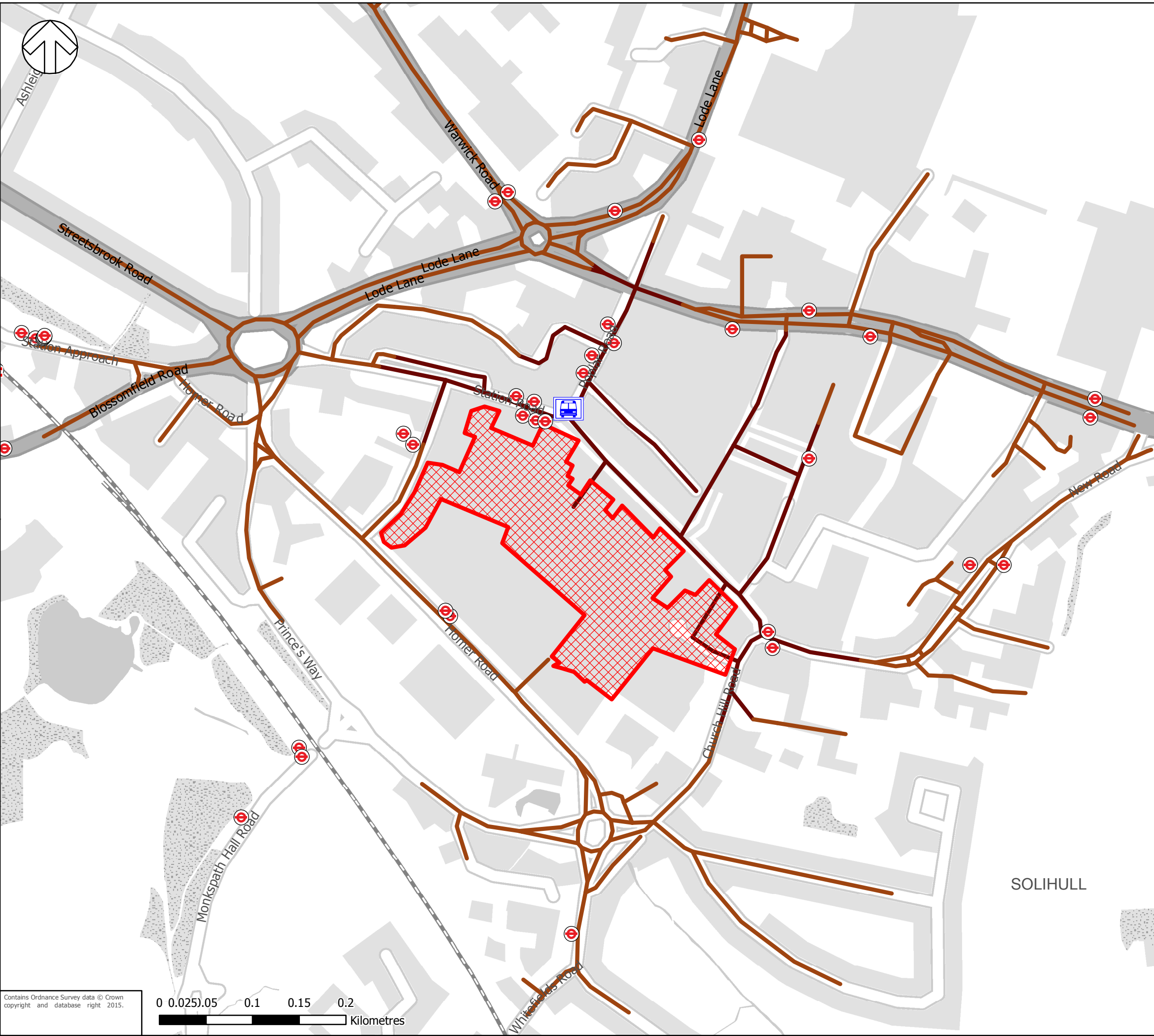
- Site Location**  

- Cycle Route**  

- Cycle Route**  

- Toucan/ Pelican crossing**  




TITLE:  
 Sustrans Cycle Route Map

FIGURE No:  
 Figure 4.7





### Key

#### Site Location

Site Location

#### Pedestrian Accessibility

0 - 400m

400.1 - 800m

#### Touchwood Bus Station

Touchwood Bus Station

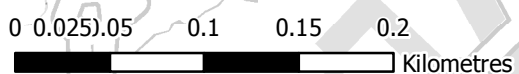
#### Railway Stations

Railway Station

#### Bus Stops

Bus Stops

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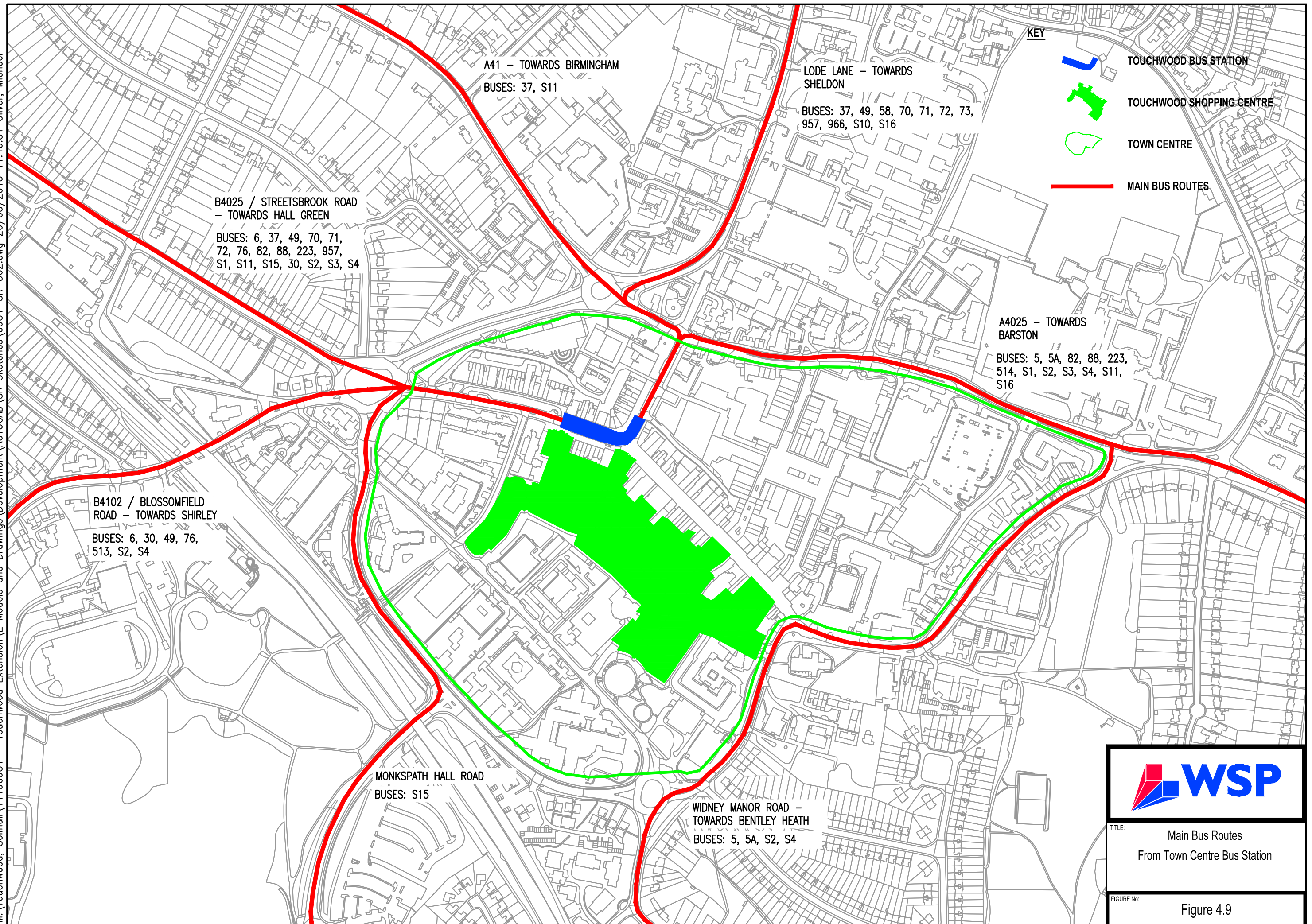


TITLE:  
PUBLIC TRANSPORT  
ACCESSIBILITY

FIGURE No:  
FIGURE 4.8

SOLIHULL

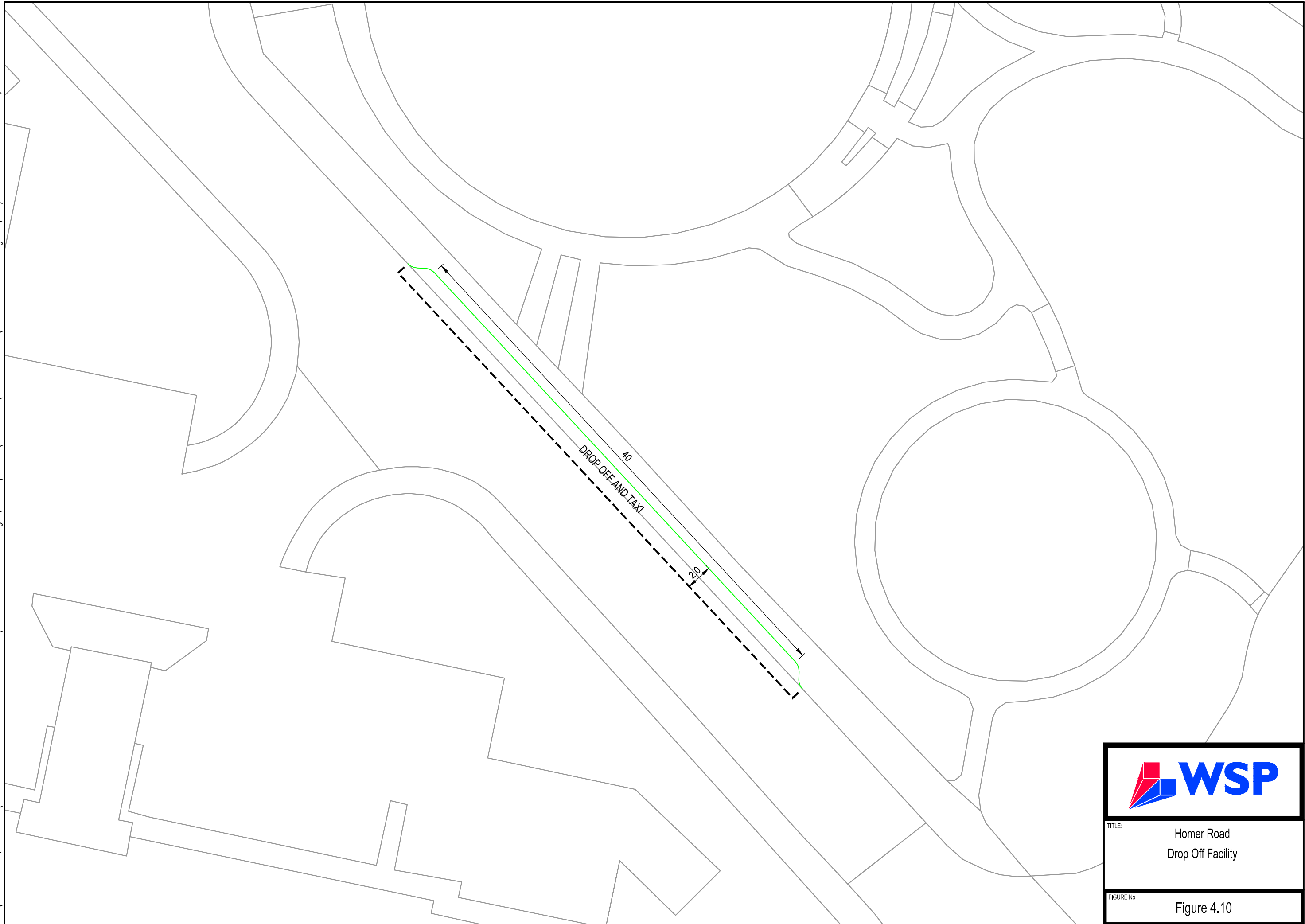




TITLE: Main Bus Routes  
From Town Centre Bus Station


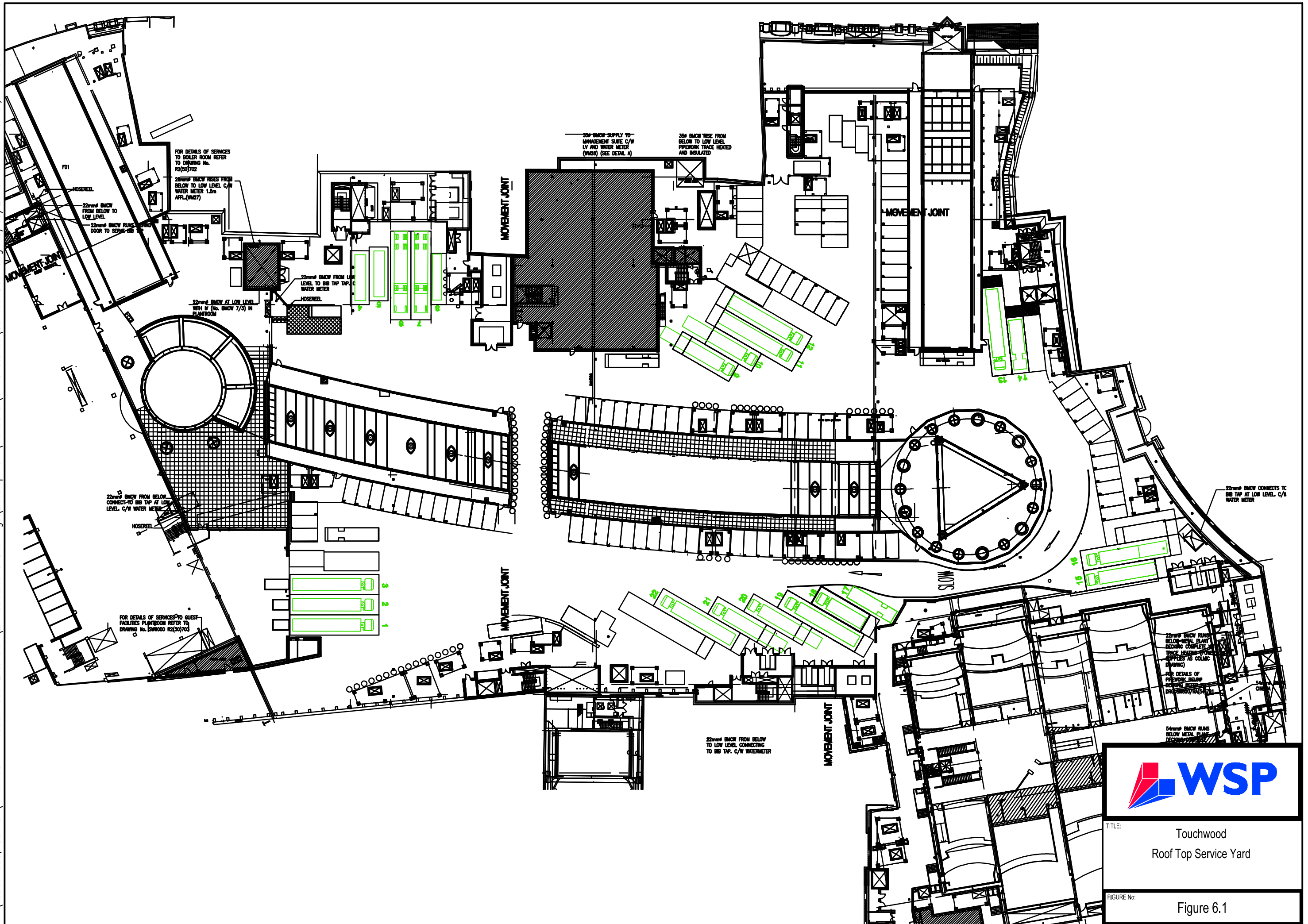
FIGURE No: Figure 4.9





TITLE:  
Homer Road  
Drop Off Facility

FIGURE No:  
Figure 4.10



TITLE: Touchwood  
Roof Top Service Yard

FIGURE No: Figure 6.1

## **Appendix 1 – Touchwood Travel Plan**



Smart Network, Smarter Choices



## Touchwood Centre Employer Travel Plan 2013

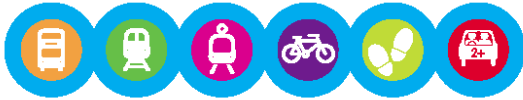


Travel Plan Dated – 19th July 2013  
Prepared by – Lisa MacCuish  
Site Address – Touchwood Shopping Centre, Touchwood,  
Solihull, B91 3GJ

Centro, Centro House, 16 Summer Lane, Birmingham, B19 3SD  
Centro working in partnership with







Smart Network, Smarter Choices



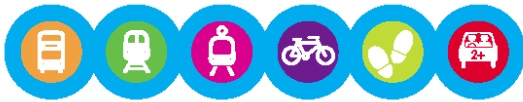
## Contents

1. Introduction.....	3
2. Background.....	4
3. Staff Travel.....	11
4. Objectives and Targets .....	17
5. Action Plan and Monitoring of Targets .....	<b>Error! Bookmark not defined.</b>
6. Signature Sheet.....	21

## Appendices

Appendix 1: List of Surveyed Shops

Appendix 2: Buses Serving the Site



Smart Network, Smarter Choices



## 1. Introduction

This employer travel plan has been developed through Touchwood shopping centre's involvement in the Smart Network, Smarter Choices programme. The programme is led by Centro and Solihull Metropolitan Borough Council and funded through the Local Sustainable Transport Fund. It aims to engage with large employers, trip generators and business parks/industrial estates along selected transport corridors across the West Midlands; to address and improve options for travel to work. Touchwood as a retail centre is considered to be a key trip generator within Solihull.

Touchwood is keen to redevelop its travel plan as part of their environmental objectives and green agenda. Touchwood shopping centre is a large retail outlet managed by Lend Lease, with over 110 retail units and 1700 employees; this includes a mix of full and part time workers. This travel plan covers the Touchwood site excluding John Lewis. This is because John Lewis has been identified as a separate large employer by Solihull MBC, due to its size. This travel plan therefore covers the remaining 1,100 employees at the site.

The travel survey carried out in April 2013 was completed by retailers in the Touchwood centre (the list of retailers that took part can be found in **Appendix 1**). John Lewis has not been included in the survey.

This travel plan identifies current staff travel modes and provides suggestions to encourage staff members to change their behaviour and participate in more sustainable, and in particular, active travel.

With 1,100 staff members and a footfall of 250,000 (approx. 80,000 visitors) on a weekly basis, congestion and parking issues arise. The travel plan will therefore demonstrate Touchwood's commitment to reduce these issues and identify ways to achieve this.



Smart Network, Smarter Choices



## 2. Background

The following section of this travel plan is informed by a site audit conducted by JMP on 1<sup>st</sup> March 2013.

Touchwood shopping centre comprises over 110 retail units and is located in the centre of Solihull to the south east of Birmingham. The centre is managed by Lend Lease and includes retailers offering homewares, sports and outdoor equipment, clothing, jewellery, a cinema and various bars and restaurants. The retail centre working hours are between 09:00 and 18:00 on weekdays, except Thursdays when retailers stay open until 20:00. Some restaurants and the cinema complex close at 23:00 on weekdays and 02:00 on weekends.

### Locality

Touchwood has good access links to the motorway being located approximately 1 mile from junction 5 of the M42, and 9 miles to the south of Birmingham. Touchwood also has convenient links to the M6, M5 and M40 motorways. Warwick Road runs through Solihull centre and provides a direct link to the centre of Birmingham. The NEC and Birmingham international airport are located 4 miles to the east, Stratford and Coventry Roads provide links to the south and east respectively.

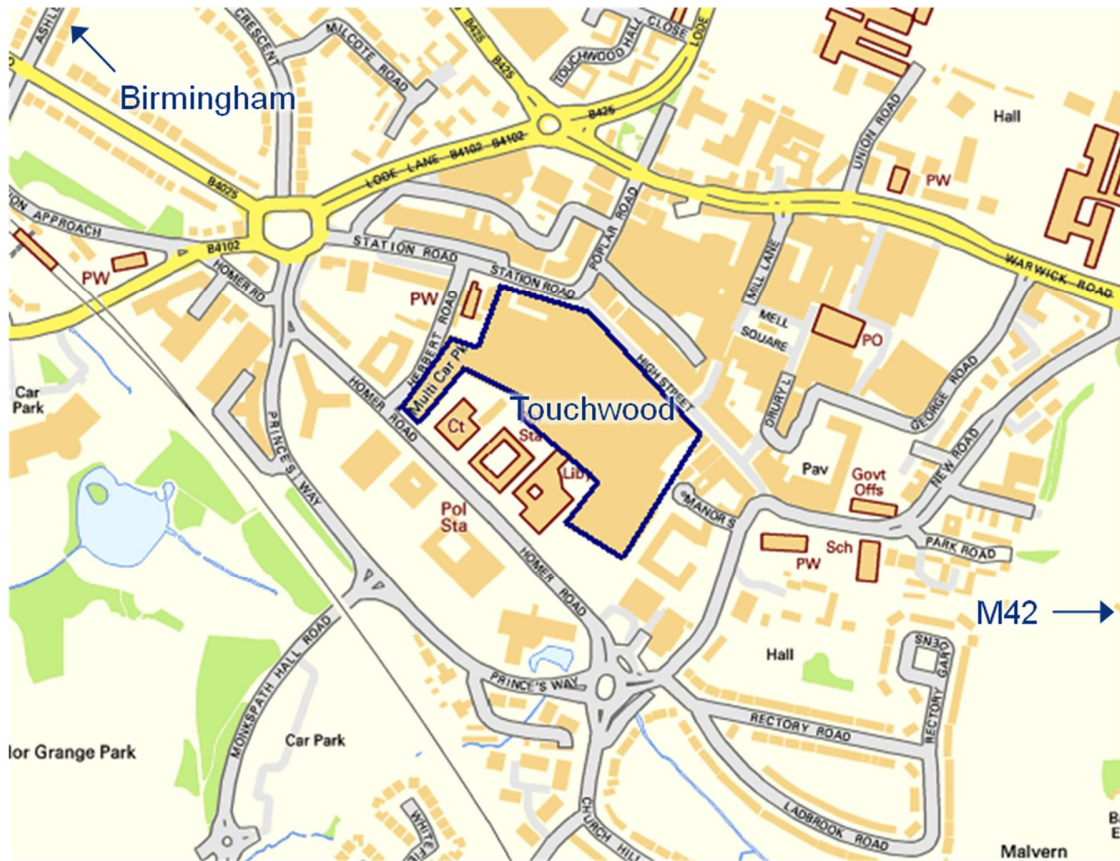
There are two car parks at the site; one being the Touchwood car park which is open 24/7 and the other the John Lewis car park on the north side of the site which is closed outside of John Lewis' opening hours.



Smart Network, Smarter Choices



**Figure 2.0 – Solihull Centre**



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On site facilities

**Parking spaces & deliveries**

There are 650 spaces available at the Touchwood car park, which is often full. The John Lewis car park has 1,100 spaces but rarely reaches capacity; both provide direct access to the site. Car parking is intended for customer use; staff are requested to park at nearby car parks such as Monkspath Hall Road car park, 400 metres to the west of the site. This car park is also cheaper for all day parking than parking on the Touchwood site.

There is some parking provided on the roof of the centre, with spaces divided up by Lend Lease between various retailers on the high street and local groups.

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Centro working in partnership with







Smart Network, Smarter Choices



These spaces are being used to capacity and are on a first come, first served basis. There is a permit scheme in operation although it is need of an overhaul, as at present there is nothing to stop the same pass being used multiple times on the same day to enter the site. An overhaul of this system is planned for late 2013.

HGVs deliveries are made via a ramp to the roof space of Touchwood via Homer Road. There is sufficient space on the roof for this purpose at present.

A fully automated parking management scheme would be more efficient in restricting usage of this area. The parking in this area is not limited to Touchwood retailers and management exclusively, as Solihull School staff also has allocated spaces, as well as other local businesses not exclusively located within the Touchwood Centre. There are spaces available for visitors or for potentials car share spaces.

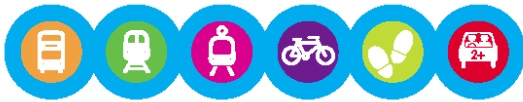
There are currently electronic car parking availability signs on car park approaches which display the number of spaces available.

**Figure 2.1 – Electronic Car Park Display on Approach to John Lewis and Dominion Court Car Park**



### **Pool Vehicles**

There is no pool car however Lend Lease has recently had discussions with Renault regarding the discounted/free use of an electric car, in return for advertising within the Touchwood Centre.



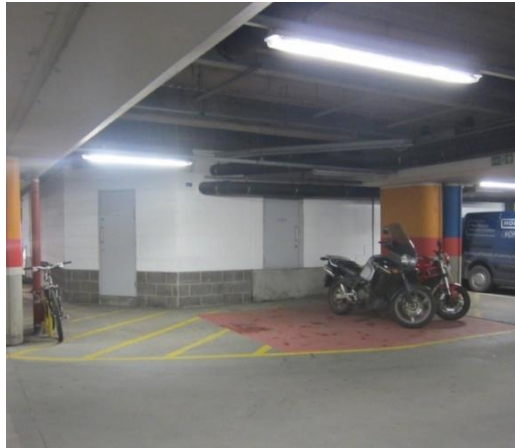
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### Motorcycle parking

Motorcycle parking is located on the roof for staff and in the Touchwood car park for visitors. However, some motorcyclists leave their vehicles in undesignated areas and parking bays.

**Figure 2.2 – Typical Motorcycle Parking in Touchwood**

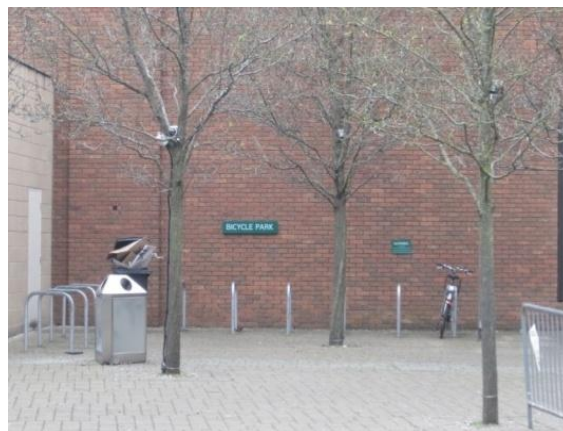


### Cycle parking

There are several cycle 'lockers' located on the rooftop management/staff car park, whereby employees can bring a padlock to lock their bike away. The lockers are secure, overlooked, sheltered, and regularly used.

There is also a cycle rack outside the library on the Homer Road side of the centre shown in Figure 2.3. Potentially due to the lack of signage the cycle rack is rarely near capacity. It is not covered but is in an area with natural surveillance. An increase of effective signage could make better use of this facility.

**Figure 2.3 – Cycle Parking Outside the Library, Accessible from Homer Road**



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Lend Lease have one pool bike although this is rarely used.

**Table 2.1 Cycle Facilities**

Cycle Facilities	Details
Cycle Parking stands	Approximately 10 lockers plus another ten spaces via cycle stands
Shower facilities	Yes
Clothes drying room	Yes
Staff lockers	Yes, 40
Lend Lease pool bikes	Yes, one but it is rarely used

Transport Links

**Footpaths and Cycleways**

Footway provision in the area is generally very good with these appearing clean and well maintained. There is one cycle route to the Touchwood Centre from the west (along Monkspath Hall Road).

There is footpath and cycleway provision directly to Homer Road beneath the railway and Princes Way, Library Square, near the Solihull Arts complex and Touchwood car park just outside the Orange Welcome Hall.

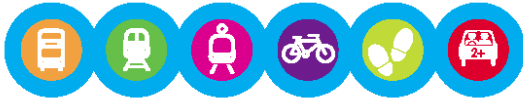
There are concerns from staff over the amount of suitable, or natural, surveillance along this route which can present issues in the winter months.

**Figure 2.4 – Link to Tudor Grange Park and Monkspath Hall Road Car Park**



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Further information about cycling in Solihull can be found by visiting the following weblink: [www.cyclesolihull.org.uk](http://www.cyclesolihull.org.uk).

### **Bus Services**

Directly outside the northern entrance to the centre on Poplar Road/Station Road, is the main bus stop serving the site. National Express West Midlands services are extensive and include travel to many of the Solihull and Birmingham suburbs, as well as links to Coventry and further afield.

Services that operate from this area are listed in Appendix 2. Regular bus services connect Solihull with most parts of the West Midlands. More details of the bus services can be found at [networkwestmidlands.com](http://networkwestmidlands.com).

The services 5, S2A and S3C are also accessible to the south of Touchwood, at the end of the High Street on Church Hill Road.

Overall the site is well connected by bus and this mode will be promoted through the travel plan to encourage further uptake of this mode.

### **Railway Station**

Solihull railway station is located approximately 400m from Touchwood, with links directly to Birmingham Moor Street and London Marylebone in 12 minutes and 1.5 hours respectively. The southbound train to London calls at Dorridge, Warwick Parkway and Leamington Spa prior to several stops in south Birmingham suburbs and inner city areas.

There are clean, pedestrian friendly routes and good signage to Touchwood from the station and ample crossing provisions. Touchwood is located in a good position to encourage travel by rail.

### Additional Considerations

Homer Road is currently two-way, with vehicles queuing in a westbound direction to turn right into the Touchwood car park. There is a 'no-left turn' order when arriving eastbound on Homer Road.

At peak times, in particular Saturdays, the car park is full and a 1 in, 1 out, rule applies. As right turning traffic can't enter the car park during this time the traffic backs up towards the roundabout junction with Princes Way and Church Hill Road. The centre manager has liaised with Solihull council proposing to make Homer Road one way, but this would involve significant changes to the surrounding road network.

Lacock Gullam have been contracted to undertake a review of the signing strategy around the centre. This is an ongoing project.





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### **Development Plans**

There are potential plans to extend Touchwood to the south-east, providing a further 150,000sq ft of retail space. At this time, no additional parking spaces are planned. If plans proceed then proposed completion date is currently set as 2018.



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### 3. Staff Travel

As part of the Smart Network, Smarter Choices project, JMP carried out a travel survey of staff in April 2013. The survey covered how staff currently travel to work and what improvements could be made to make this journey more sustainable.

The survey received 234 responses, which gives a response rate of 24% based on the 969 paper copy surveys distributed by JMP staff on the survey day across the Touchwood centre. The Touchwood Hosts collected surveys one week later in order to provide a suitable response period. Results from the survey are shown below.

#### Work Patterns

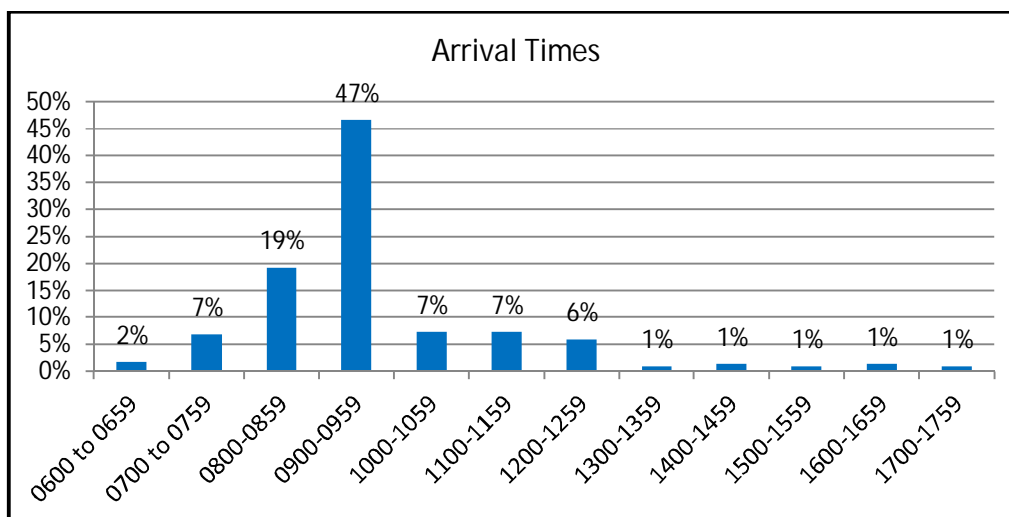
Table 3.1 shows the number of days worked in a typical week.

**Table 3.1 Days Worked per Week**

Days per Week	Respondents	%
One Day	3	1
Two Days	12	5
Three Days	26	11
Four Days	32	14
Five Days	161	69
<b>Base</b>	<b>234</b>	<b>100</b>

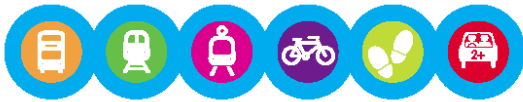
The results show that the majority of respondents (n=161, 69%) work five days in a typical week.

**Figure 3.1 – Arrival Time of Staff**



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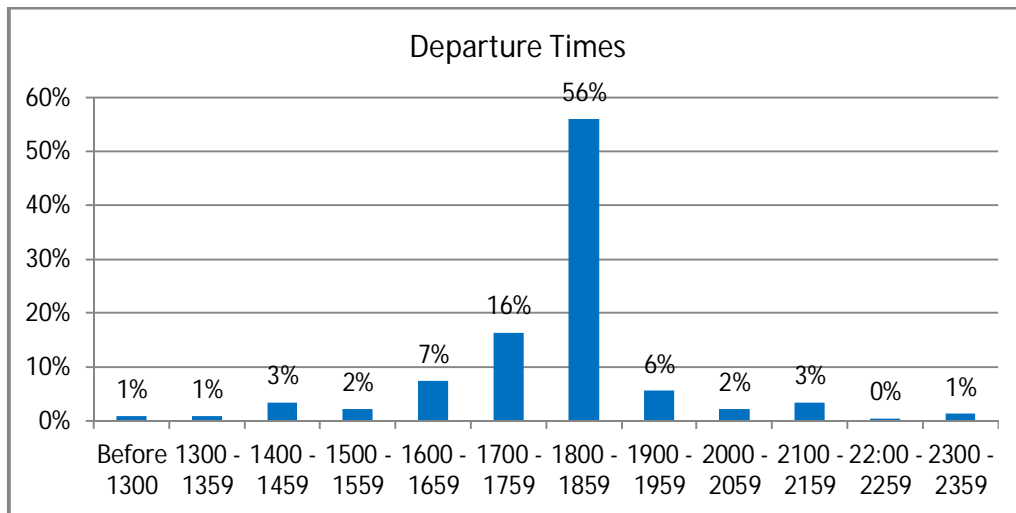


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Staff time of arrival is displayed in Figure 3.1. The graph indicates that 47% of respondents arrive at work between 9am and 10am. Approximately 20% of respondents arrive between 8am and 9am. The variety in arrival times is probably largely due to shift and part time working. The results from this figure could help understand the traffic flow and parking capacity at certain times of the day.

**Figure 3.2 – Departure Time of Staff**



When looking at the departure times of respondents as shown in Figure 3.2, nearly 60% of the workforce leave between 6pm and 7pm. This is a very condensed peak and may exacerbate congestion around the site. If possible to spread this peak slightly, perhaps through more flexible working this would help with traffic flow around the site. 16% of respondents depart between 5pm and 6pm. The graph shows the departure times of the 234 respondents across full and part time hours.

### Travel Patterns

The postcode map below (Figure 3.3) shows the home locations of staff in relation to Touchwood.

This shows that 23 employees (11% of staff who gave their postcode) live within 2km of Touchwood, with a further 54 employees (25% of staff who gave their postcode) living within 5km. Guidance states that 2km is a realistic walking distance and 5km a realistic cycling distance. This demonstrates there is good scope to encourage further uptake of these modes at the site.

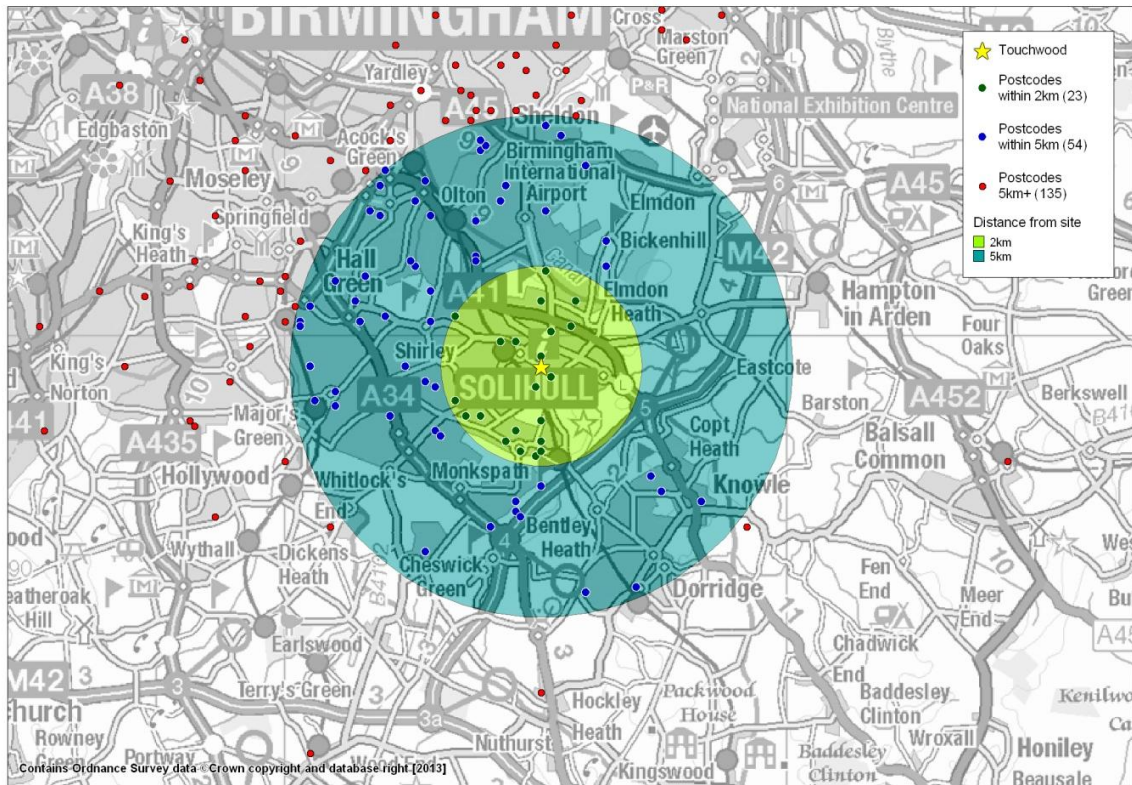




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**Figure 3.3 Postcode Map Showing Home Locations of Staff**



The results on usual mode of travel for respondents are shown in Figure 3.4 and Table 3.2. The graph shows that the bus is the most used mode of travel to work with 35%. This is followed closely by single occupancy (solo) car drivers at 34%. Active travel is currently low with walking at 8% and cycling at 0%, this provides an area for the travel plan to focus on improving, through the measures specified in the Action Plan in **Section 5**.

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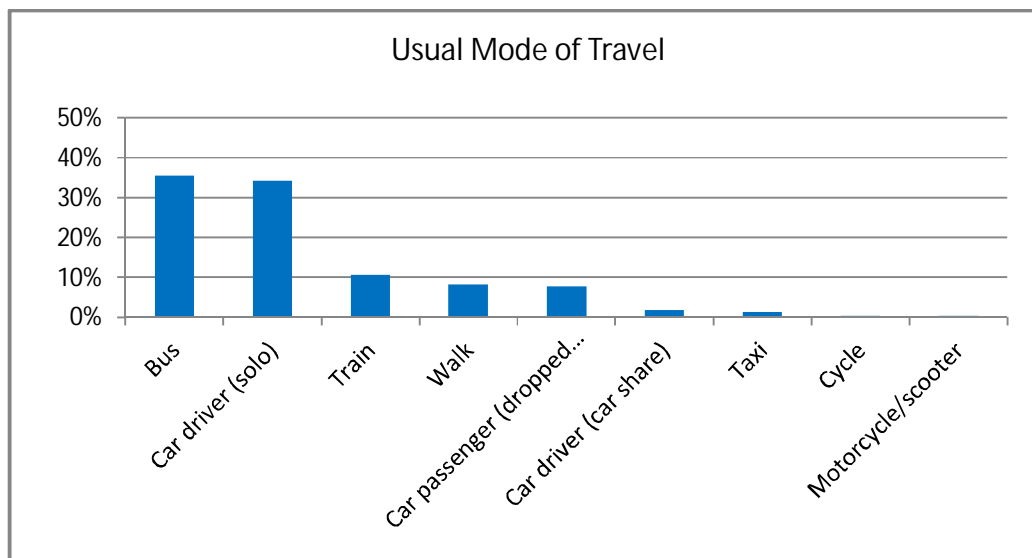




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**Figure 3.4 – Usual Mode of Travel**



**Table 3.2 Usual Mode of Travel**

	Respondents	%
Bus	83	35
Car driver (solo)	80	34
Train	25	11
Walk	19	8
Car passenger (dropped off)	18	8
Car driver (car share)	4	2
Taxi	3	1
Cycle	1	0
Motorcycle/scooter	1	0
<b>Base</b>	<b>234</b>	<b>100</b>

**Potential Improvements**

Respondents were also asked what would encourage them to use alternative modes to the car (single occupancy) to travel to and from work. The results are shown below in Figure 3.5.



**Figure 3.5 – Potential Initiatives**

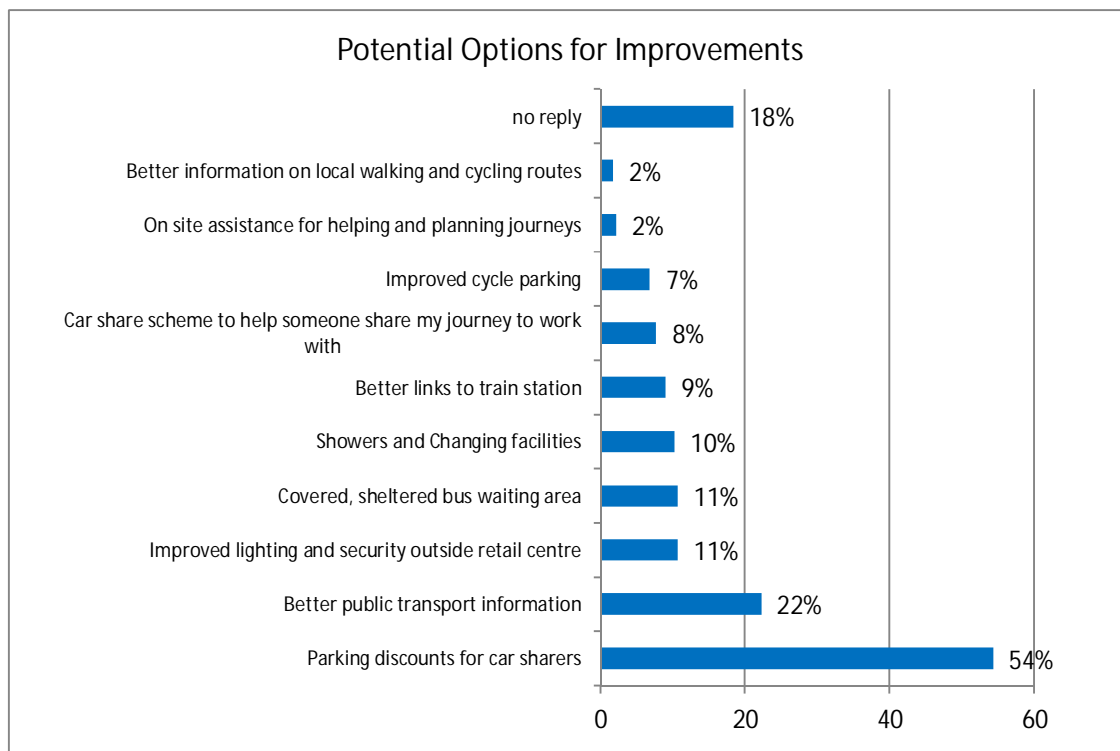
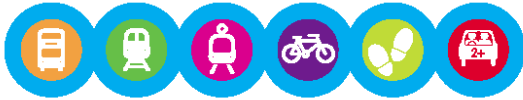


Figure 3.5 highlights the areas that would facilitate the uptake of more sustainable and active travel options, respondents could select multiple options. The most popular response was to introduce discounts for parking to those who car share, with 54% selecting this option. The next most popular answer was better public transport information with 22%. This is a measure that Centro can assist with through the Smart Network and is included in the Action Plan in **Section 5**.

The Smart Network grant is also available to Touchwood to make improvements to assist staff to travel more sustainably. Areas to look at from the survey are: improved lighting and security outside the centre, a covered, sheltered bus waiting area, showers and changing facilities and improved cycle parking; as these are the measures Touchwood can have a direct effect upon.

Respondents could also suggest their own improvements that they would like to see at the site, 80 responses to this were received and have been categorised as shown below in Table 3.3.





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Guaranteed and discounted parking for drivers (including car sharers) was the most popular response, with more reliable and frequent buses the second most popular. All information gathered through the survey is noted by Centro and Solihull MBC and information can be passed on to colleagues on the reliability and frequent on buses, particularly on Sundays and off-peak. Centro can advise staff at Touchwood about their best travel options to work.

**Table 3.3 – Further Suggestions for Improvements**

	Responses	%
Cheaper staff parking/discounts of car parking/for solo drivers	49	61
Reliable/ more buses/ better buses	9	11
Better buses on a Sunday/ off peak	8	10
Other	7	9
Discounts on bus for shop workers	4	5
Regular/ better train times	4	5
Better parking arrangements for late workers	3	4
Better public transport information	2	3
Better links to train stations	1	1
<b>Base</b>	<b>80</b>	<b>100</b>



## 4. Objectives and Targets

### Objectives

Objectives are the high level aims of the travel plan. They help to give the travel plan direction and provide a clear focus. The specific objectives for this travel plan are:

1. To address staff, customer and visitor travel as part of the wider, green agenda at Touchwood;
2. To increase awareness of the sustainable 'smarter travel' modes available to staff, customers and visitors;
3. To encourage active modes of travel, and to emphasise the health and financial benefits of these modes; and
4. To reduce the amount of single occupancy car trips to the site.

### Targets

Targets are measurable goals by which the progress of the travel plan will be assessed. Targets are essential for monitoring progress and success of the travel plan. Targets should be 'SMART' – specific, measurable, achievable, realistic and time bound.

The targets for Touchwood have been based on data collected from the April 2013 staff travel survey as outlined in **Section 3**. Targets are shown in Table 4.1.

**Table 4.1 Target Model Split**

Mode	Baseline Mode Split (2013)	Year 1 (2014)	Year 2 (2015)	Year 5 (2018)
Bus	35%	36%	36%	37%
Car driver (solo)	34%	32%	29%	28%
Train	11%	11%	12%	12%
Walk	8%	8%	9%	9%
Car passenger (dropped off)	8%	8%	8%	7%
Car driver (car share)	2%	2%	2%	2%
Taxi	1%	1%	1%	1%
Cycle	0%	2%	3%	4%
Motorcycle/scooter	0%	0%	0%	0%

*Note: Baseline numbers add up to 99% due to rounding.*

The targets demonstrate a clear emphasis on reducing single occupancy vehicle trips to the site, maintaining the current good level of public transport usage and increasing cycling. This is reflected in the Action Plan in **Section 5**.



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## 5. Action Plan and Monitoring of Targets

Actions	Delivered from	Completed by	Responsibility (internal and external)	Monitoring	Marketing and Promotion	Budgets/Costs
<b>Cycling</b>						
Investigate using the Smart Network grant to improve showers, changing facilities and cycle parking	August 2013	October 2013	Smart Network & Andy Cole (Touchwood)	Use of new facilities, staff travel survey.	Retailers forum, Touchwood Hosts and internal comms	40% of cost, 60% covered by Smart Network Programme
Liaise with JMP through the Smart Network programme to benefit from a referral to the cycling workstream	July 2013	August 2013	JMP & Andy Cole (Touchwood)	Number of staff taking up initiatives offered.	Retailers forum, Touchwood Hosts and internal comms	None – costs covered by Smart Network Programme
Participate in National Bike Week events in June	June 2014	Ongoing – annual event	Travel Plan Co-ordinator (TPC)	Staff travel survey	Retailers forum, Touchwood Hosts and internal comms	None, although some staff time may be required
Improve signage/promotion of cycle rack outside the library	September 2013	Ongoing	TPC & Smart Network	Usage of facility, annual staff travel survey	Signage	Some costs for designing/installing signage; possibly covered by grant
Promote the existing pool bike	September 2013	Ongoing	TPC	Usage of facility, annual staff travel survey	Retailers forum, internal comms	None, although some staff time may be required





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<b>Walking</b>						
Liaise with JMP through the Smart Network programme to benefit from a referral to the walking workstream.	July 2013	August 2013	JMP& Andy Cole (Touchwood)	Number of staff taking up initiatives offered.	Retailers forum, Touchwood Hosts and internal comms	None – costs covered by Smart Network Programme
<b>Public transport</b>						
Provide improved site-specific public transport information in a central location	July 2013	September 2013	Centro & Andy Cole (Touchwood)	Staff travel survey	Retailers forum, Touchwood Hosts and internal comms	None – costs covered by Smart Network Programme
Promote ticket options for public transport to the site	September 2013	October 2013	Centro & TPC	Staff travel survey, uptake of tickets	Retailers forum, internal comms	None – covered by Centro/Smart Network
<b>Car Sharing</b>						
Promote Car Share Solihull ( <a href="http://www.carsharesolihull.com">www.carsharesolihull.com</a> )	January 2014	Ongoing	TPC	Annual staff travel survey	Retailers forum, internal comms	None – covered by Solihull MBC
Consider assigning car share spaces for staff	February 2014	Ongoing	TPC	Annual staff travel survey	Retailers forum, internal comms	Tbc – could use some of the grant towards this cost
Investigate benefits of electric pool car	February 2014	March 2014	TPC	n/a	n/a	None, although some staff time may be required
Consider revisiting the staff car share permit scheme	January 2014	February 2014	TPC	Car park usage	n/a	None, although some staff time may be required



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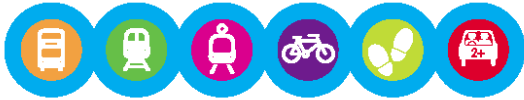


General						
Assign a Travel Plan Co-ordinator	August 2013	September 2013	Touchwood	Travel Plan Co-ordinator appointed	Retailers forum, internal comms	None – although staff time will be required
Launch travel plan with promotional event for staff	September 2013	October 2013	Centro & Andy Cole (Touchwood)	Number of attendees	Retailers forum, Touchwood Hosts and internal comms	None – costs covered by Smart Network
Undertake follow up survey to measure progress towards targets	April 2014	Annually	All	Number of participants & mode split	Retailers forum, Touchwood Hosts and internal comms	None – costs covered by Smart Network Programme up to March 2015
Develop a 'How to get here' guide that can be included in staff inductions	April 2014	Ongoing	TPC & Smart Network	Annual staff travel survey	Retailers forum, internal comms	None – costs covered by Smart Network

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## 5. Signature Sheet

Touchwood

Agree to develop, deliver and monitor the 'Travel to Work' Action Plan, as part of the Smart Network, Smarter Choices project.

Signed.....

Head of Organisation

With continued help and support from:

Signed.....

Centro Representative

Signed.....

Local Authority Representative

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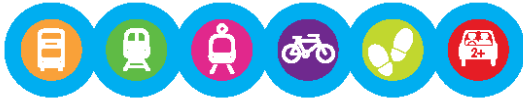
### Appendix 1: Stores Participating in the Survey

Apple	13	Warren James	2
Lakeland	9	Viyella	2
Fabulous Collections	8	Pizza Hut	2
Zara	7	Holland and Barrett	2
Specsavers	6	Entertainer	2
The Perfume Shop	6	Footasylum	2
French Connection	5	Bella Italia	2
Hobbs	5	Disney Store	2
Ecco	5	Blacks	2
Swarovski	5	Dwell	2
Cheshires Jewellers	5	The Fragrance Shop	2
L'Occitane	5	Tie Rack	2
Ask	5	Sweets from Heaven	2
East	5	Bravissimo	2
Party Animal	5	Next	2
Build a Bear	5	Crystal Chain	1
Jones Bootmaker	4	The Watch and Clock Shop	1
Ernest Jones	4	Uber	1
Wannado	4	Gap	1
Karen Millen	4	Costa	1
Virgin Media	4	Warren James	1
Slug and Lettuce	4	Viyella	1
Goldsmiths	4	Pizza Hut	1
Planet	3	Holland and Barrett	1
River Island	3	Entertainer	1
Bank	3	Footasylum	1
Kuoni	3	Bella Italia	1
Kurt Geiger	3	Disney Store	1
Hotel Chocolat	3	Blacks	1
Vision Express	3	Dwell	1
Greggs	3	The Fragrance Shop	1
Starbucks	3	Tie Rack	1
Beaverbrooks	2	Sweets from Heaven	1
Republic	2	Bravissimo	1
Hollister	2	Next	1
H&M	2	Crystal Chain	1
The Watch and Clock Shop		Nandos	1
Uber	1	Pizza Express	1
Gap	1	Giraffe	1
Costa	1	EE	1

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Sports Direct	1	Pret a Manger	1
Schuh	1	Simon Paul	1
Clintons	1	TGI	1
Miss Selfridge	1	Subway	1
JD Sports	1	Druckers	1
Yo Sushi	1	Newsflow	1
Topshop	1	Coffee Lounge	1
Wallis	1	Fraser Hart	1
Superdry	1	Claire's	1
Office	1	Millies Cookies	1
Neals Yard Remedies	1	Sunglass Hut	1
Rituals	1	Paperchase	1
Molton Brown	1	French Connection	1
Spud U Like	1	H2O	1
Wagamama	1	Santander	1

## Appendix 2: Bus Routes Serving the Site

The services that operate from this area are: 5, 5A, 6, 30, 31, 37, 49, 49A, 58, 71, 72, 73, 76, 82, 82A, 83, 84, 223, 233, 513, 514, 519, 957, 966, S1, S2, S2A, S2C, S3, S4, S7, S9, S10, S11 and S15.

The services 5, S2A and S3C are also accessible to the south of Touchwood, at the end of the High Street on Church Hill Road.

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## **Appendix 2 – Travel Plan Monitoring and Survey Report**





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# Touchwood Shopping Centre Travel Plan Year 1 Survey Summary & Action Plan Update



Summary document dated 1<sup>st</sup> August 2014  
Prepared by JMP Consultants  
Site Address Solihull Town Centre, B91 3GJ

Centro, Centro House, 16 Summer Lane, Birmingham, B19 3SD

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## 1. Introduction

This document provides Touchwood Shopping Centre with results of the Smart Network Year 1 staff travel survey and an updated Action Plan for the site, which incorporates the findings of the survey. The Year 1 travel survey is required as part of Touchwood’s participation in the Smart Network, Smarter Choices monitoring programme. The purpose of the travel survey is to learn what travel behaviour changes have taken place among staff at Touchwood throughout the first year of the Smart Network programme and why these changes may have occurred.

For further information, please refer to the Touchwood Travel Plan 2013, which was approved in July 2013.

Details of surveys undertaken at the site to date are provided in **Figure 1.1** below.

**Figure 1.1 Survey record**

Survey year	Start date	Format	Total staff	Respondents	Response rate
Baseline	April 2013	Paper	1,100	234	21%
Year 1	April 2014	Paper	1,100	137	12%
Year 2					
Year 5					



## 2. Survey results

### Modal share and targets

Touchwood's 2014 survey results show positive gains towards increasing sustainable travel and decreasing private car use. The modal share of solo drivers dropped by three percentage points to 31% and taxi use dropped by one percentage point to 0%. Car sharing, bus use, cycling, and walking increased by between one and four percentage points.

Figure 2.1 Mode share comparison: Baseline, Year 1, and targets

Mode	Baseline mode split (2013)	Year 1 mode split (2014)	Difference Year 1 to Baseline
Bus	35%	39% (39)	+4%
Solo driver	34%	31% (43)	-3%
Rail	11%	6% (8)	-5%
Car sharer	10%	12% (17)	+2%
Walk	8%	10% (14)	+2%
Taxi	1%	0% (0)	-1%
Cycle	0%	1% (2)	+1%

### Completed actions

Actions	Date implemented	Monitoring outcomes
<b>Cycling</b>		
Investigate using the Smart Network grant to improve showers, changing facilities and cycle parking	January 2014	Grant applied for and awarded for refurbishing of showers and changing facilities and addition of lockers
Liaise with JMP through the Smart Network programme to benefit from a referral to the cycling workstream	August 2013	Roadshow held August 2013, Bike Fabulous event April 23 <sup>rd</sup> and 24 <sup>th</sup> and Bronze Top Cycling Location awarded. Small increase in cycling to work from 0% to 1%
<b>Walking</b>		
Liaise with JMP through the Smart Network programme to benefit from a referral to the walking workstream	August 2013	Walking and cycling maps provided at roadshow in August 2013 outside the library. Increase in walking to work from 8% to 10%
<b>Public transport</b>		
Provide improved site-specific public transport information in a central location	May 2014	RTI is on the laptop at Customer Services

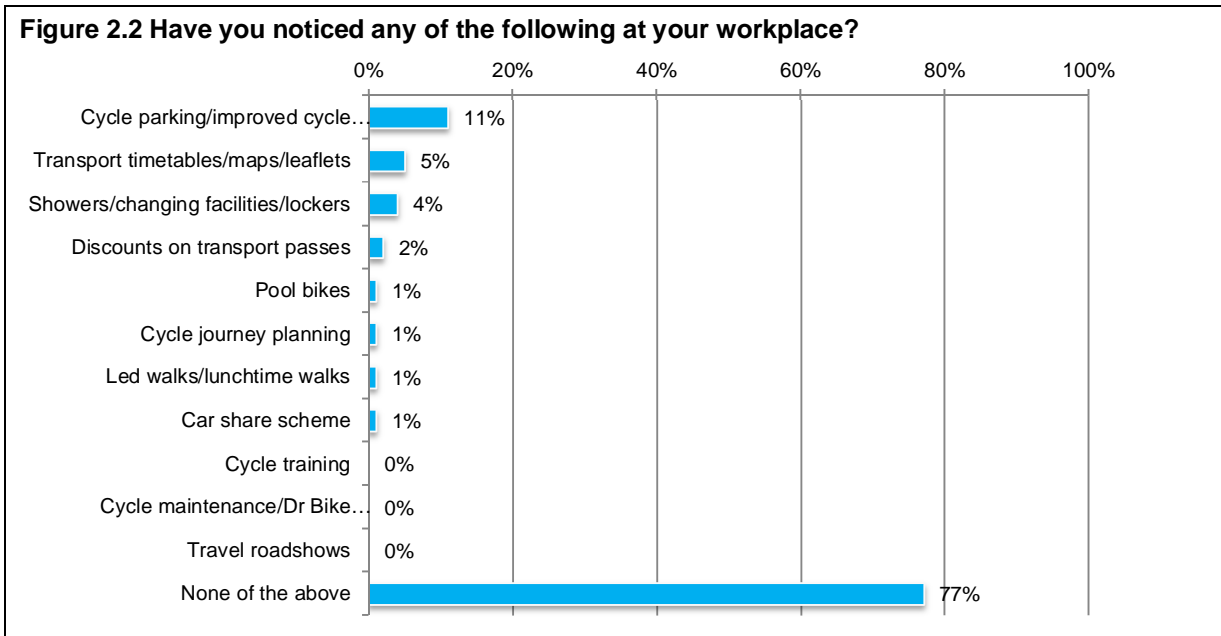


Promote ticket options for public transport to the site	August 2013	Good increase in bus use from 35% to 39%. Public transport information was given out at event outside of the Library in August 2013.
<b>General</b>		
Assign a Travel Plan Co-ordinator	May 2014	Andy Cole assigned as TPC
Launch travel plan with promotional/informational event for staff	August 2013	Launch was held outside of library in August 2013. Around 40 people (staff and public) attended and were given advice and information.
Develop a 'How to get here' guide that can be included in staff inductions	April 2014	How to get here information developed with Solihull MBC with Centro's input
Undertake follow-up survey	April 2014	Surveying completed with 12% response rate

### Smart Network awareness

#### Awareness of Smart Network measures at the site

Most respondents (77%, n=98) are not aware of the Smart Network measures provided at Touchwood. The measure with the most recognition is cycle parking, which 11% (n=14) of respondents are aware of. 5% (n=6) of respondents are aware of transport maps and leaflets, and 4% (n=5) are aware of the site's shower/changing rooms/lockers. This indicates a need for further promotion of facilities and initiatives such as cycle parking, showers/lockers, printed transport information, and discounts on public transport tickets.





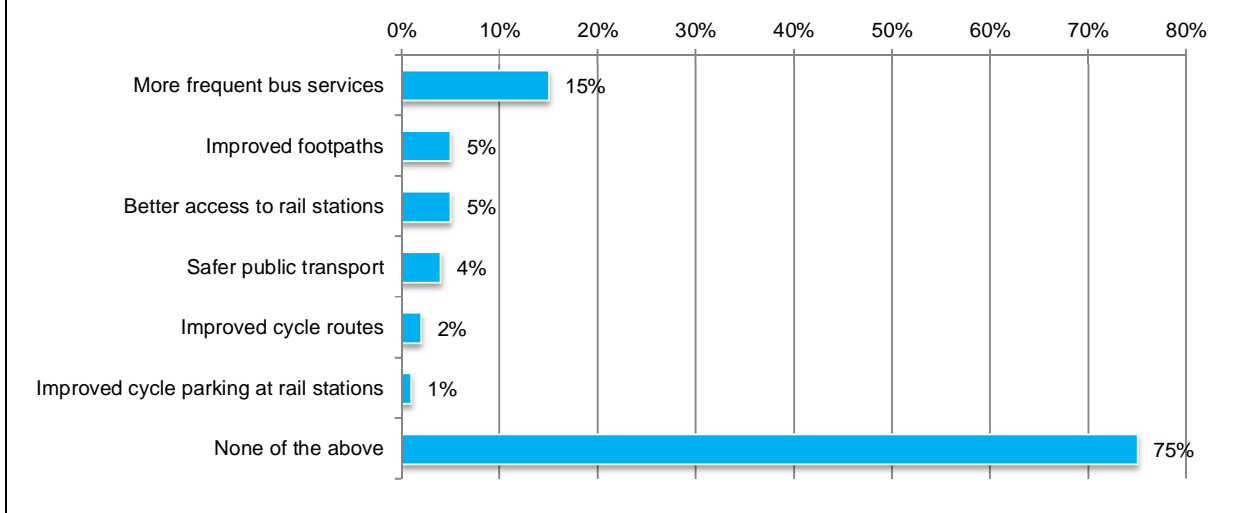


### Awareness of Smart Network measures locally

Most respondents (75%, n=94) are not aware of any local infrastructure improvements. Of those that are, 15% (n=19) are aware of more frequent bus services, 5% (n=6) each of improved footpaths and better access to rail stations, and 4% (n=5) of safer public transport.

However, in a separate question, it was revealed that 90% (n=123) of respondents are not aware of the Smart Network programme. Further promotion of relevant Smart Network initiatives listed in **Figure 2.2** and **Figure 2.3** will improve recognition of the Smart Network programme and its purpose.

**Figure 2.3 Have you noticed any of the following which may have improved your journey to work?**



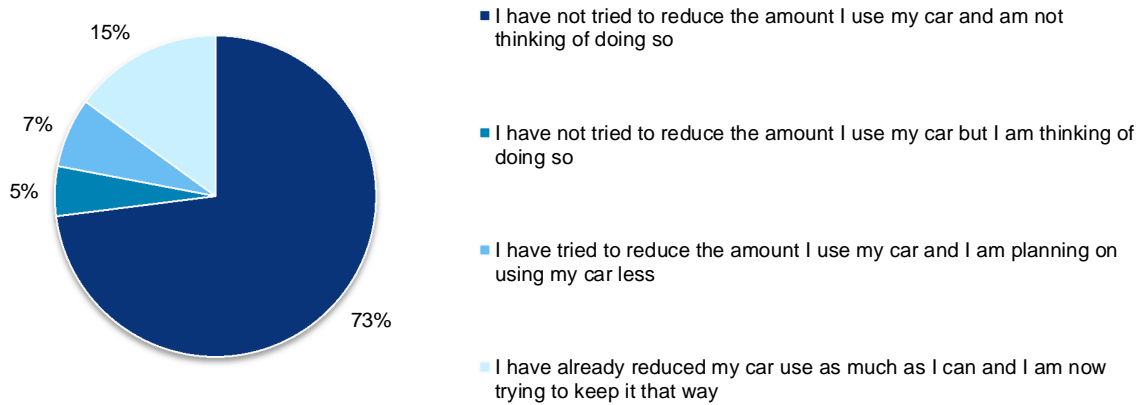
### Behaviour change

Among respondents who travel to work by car (either alone or sharing), 15% (n=9) have reduced their car use as much as possible and aim to maintain this reduction. A further 7% (n=4) have tried to reduce car use and plan to use the car less, and 5% (n=3) of respondent who have not yet reduced car use are thinking of doing so. 73% (n=43) of respondents are not considering changing their car use habits.

The most common reasons cited for decreases in car use are the savings on the cost of petrol and parking.



**Figure 2.4 Over the last year have you travelled or considered travelling to work less by car?**



### Summary/recommendations

In comparison to 2013, respondents to the 2014 travel survey are travelling more sustainably, with a decrease in single-occupancy car use and an increase in walking, cycling, bus, and car sharing. Furthermore, 15% of respondents have reduced their car use, and a further 12% are thinking of making car use reductions.

However, awareness of sustainable travel facilities and Smart Network initiatives at the site is low. Awareness of the wider Smart Network programme is also low. Further promotion of facilities such as cycle parking, showers, and lockers, along with promotion of Smart Network initiatives such as the current public transport ticketing offer, will help raise awareness of various measures as well as the Smart Network programme.

### 3. Action Plan and Monitoring

Name	Partner Organisation	Contact details
Tina Wiggin	Solihull Council – Local Authority Support	twiggin@solihull.gov.uk
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#### New, Ongoing and Revised actions

	Actions	Justification	Implement by	Responsibility	Monitoring	Budgets/costs
<b>General</b>						
N	Ensure Customer Service desk staff are trained to provide advice on local transport options	Raise awareness of travel options among visitors	October 2014	TPC	Staff trained	No cost but some staff time/resource required
N	Provide noticeboard in central location for displaying project information & events happening in the Solihull area	Increase awareness of Smart Network project	October 2014	TPC	Noticeboard in place	No cost, Centro can provide noticeboard and information
N	Add sustainable commuting information in employee induction packs	Increase awareness of Smart Network project and travel options to site	March 2015	TPC	Information added	No cost but some staff time/resource required, Centro can provide information
R	Participate in travel events and Centro workshops throughout the year	Encourage visibility and uptake of sustainable modes	March 2015	TPC	Events attended & promoted	Minimal (depending on scale of event), some time involved. Event ideas led by Smart Network.

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	Actions	Justification	Implement by	Responsibility	Monitoring	Budgets/costs
<b>Cycling</b>						
N	Promote upgrades to shower/locker facilities to staff	Encourage uptake of active travel	October 2014	TPC	Facility use, travel survey	No cost but some staff time/resource required
R	Promote cycle parking & cycle lockers to staff	Encourage uptake of cycling by providing secure parking	October 2014	TPC	Facility use, travel survey	No cost but some staff time/resource required
N	Add information about free cycle training and maintenance sessions on the "How to Get To" webpage page and noticeboard	Encourage uptake of active travel	November 2014	TPC	Website hits, take up of sessions	No cost but some staff time/resource required
<b>Public transport</b>						
N	Promote current ticket options for public transport to the site (Try Before You Buy & Why Pay More). Via email to managers, staff meetings, noticeboard and website.	Encourage further uptake of public transport & raise awareness of Smart Network	September 2014	TPC & Centro	Travel survey	None; provided by Smart Network
<b>Car sharing</b>						
O	Promote Car Share Solihull ( <a href="http://www.carsharesolihull.com">www.carsharesolihull.com</a> )	Encourage car sharing by helping staff find car share partners	October 2014	TPC	Travel survey	No cost but some staff time/resource required
N	Attend Centro's Car Park Management Workshop (to provide ideas to the TPC on how to promote car sharing internally at the site)	Provide assistance to TPC in supporting staff to car share	November 2014	TPC	Attendance at event	No cost but some staff time/resource involved
O	Investigate the possibility of assigning car share spaces for staff	Encourage car sharing by rewarding its use	February 2015	TPC	Travel survey	Some costs associated with allocating spaces
O	Investigate the possibility of revisiting the staff car share permit scheme	Encourage car sharing by rewarding its use	February 2015	TPC	Travel survey	Some costs associated with implementing scheme

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## **Appendix 3 – Car Park Questionnaire Analysis and Traffic Impact Survey**

# Touchwood Shopping Centre Extension, Solihull Car Park Questionnaire Data Analysis and Traffic Impact Summary

Date of issue: 27<sup>th</sup> February 2015

Prepared by: Ian Hughes

Reviewed and Checked by: David Blades

## 1 Introduction

- 1.1.1 This report updates and expands on the previous work undertaken analysing and summarising the car park questionnaire data collected in June 2014 and summarised in WSP's 'Car Park Questionnaire Data Analysis Summary' report issued on 28<sup>th</sup> November 2014.
- 1.1.2 The Car Park Questionnaire Data Analysis Summary report has been discussed with highway officers from Solihull Metropolitan District Council (SMBC) and the process and methodology summarised in the report and the proposed next steps have been agreed.
- 1.1.3 The following therefore provides a brief updated summary of the results of the car parking questionnaire as set out in the previous report and also an assessment of the volume of additional traffic that may be generated by the extension proposals on the local highway network and the impact of increased length of stay on car parking utilisation and on the highway network.
- 1.1.4 The calculations have been based on a 16.4% increase in the floorspace at Touchwood in accordance with the current development proposals.

## 2 Questionnaire Data Analysis summary

2.1.1 As set out in the previous report, parking questionnaires were undertaken at the following 6 car parks within Solihull in June 2014 the car park locations are shown in **Figure 1** below.

1. Touchwood;
2. John Lewis;
3. Lode Lane;
4. Monkspath Hall;
5. Marks & Spencer; and
6. Mell Square.

**Figure 1 – Car Parks subject to Questionnaire**



2.1.2 **Table 1** below details the number of respondents collected during the surveys while **Table 2** details the percentage of cars parked within each of the 6 car parks whose primary destination was the Touchwood Centre.

**Table 1 – No of Respondents**

Car Park Questionnaires					
		Time Period			Total
		Weekday Off-Peak 10am-4pm	Weekday Evening Peak 4pm-6pm	Saturday 9am-6pm	
Car Park	Touchwood	96	29	114	<b>239</b>
	Monkspath Hall	90	36	107	<b>233</b>
	Mell Square	92	30	121	<b>243</b>
	John Lewis	100	29	115	<b>244</b>
	M&S	88	30	106	<b>224</b>
	Lode Lane	96	27	122	<b>245</b>
<b>Total</b>		<b>562</b>	<b>181</b>	<b>685</b>	<b>1428</b>

**Table 2 – Percentage of Respondents who's primary destination is Touchwood**

% visiting Touchwood as a Primary Destination					
		Time Period			
		Weekday Off-Peak 10am-4pm	Weekday Evening Peak 4pm-6pm	Saturday 9am-6pm	
Car Park	Touchwood	58%	86%	87%	
	Monkspath Hall	42%	39%	58%	
	Mell Square	15%	24%	26%	
	John Lewis	84%	71%	88%	
	M&S	18%	23%	30%	
	Lode Lane	40%	38%	52%	

### 3 Proposed Extension Traffic Generation and Distribution

As set out in the previous report issued on 28<sup>th</sup> November 2014, the volume of vehicles parked within each of the 6 car parks for the following 3 time periods has been determined using car parking data obtained from June 2014 and is summarised in **Table 3** below.

- Weekday - (13:45 – 14:45)
- Weekday - (16:00 – 17:00)
- Saturday - (14:15 – 15:15)

**Table 3 – No of Vehicles using the Car Park (June 2014)**

No of Vehicles entering and exiting the car park									
	Weekdays						Saturdays		
	13:45 - 14:45			16:00 - 17:00			14:15 - 15:15		
	In	Out	Total	In	Out	Total	In	Out	Total
Touchwood	201	247	448	190	234	424	230	238	467
Monkspath Hall	27	37	64	22	116	138	103	82	185
Mell Square	83	94	178	47	91	137	241	230	470
John Lewis	180	199	380	115	173	288	364	349	714
M & Spencer	92	118	210	59	102	161	174	198	372
Lode Lane	41	48	89	31	44	75	160	143	302

- 3.1.1 Using the information obtained from the questionnaire concerning the % of traffic using each car park for the purpose of visiting Touchwood as their primary destination (as summarised in **Table 2** above), the number of vehicles parking in each of the 6 car parks which is generated by the existing Touchwood shopping centre can be determined. The results are summarised in **Table 4** below.

**Table 4 – No of Existing Primary Touchwood Trips**

Existing Primary Touchwood Trips									
	Weekdays						Saturdays		
	13:45 - 14:45			16:00 - 17:00			14:15 - 15:15		
	In	Out	Total	In	Out	Total	In	Out	Total
Touchwood	116	143	260	163	202	365	200	207	407
Monkspath Hall	11	16	27	9	45	54	60	47	107
Mell Square	13	14	27	11	22	33	63	60	122
John Lewis	151	167	319	82	123	205	321	307	628
M & Spencer	17	21	38	14	23	37	52	59	112
Lode Lane	16	19	36	12	17	29	83	74	157

- 3.1.2 It has previously been agreed with SMBC that traffic generation rates would be based on the Peter Mynors paper and also the Bluewater approach, i.e. 2.4% increase in trips for 10% increase in floorspace plus a 3.7% increase in duration of stay.
- 3.1.3 Assuming that the increase in floor space of the Touchwood extension is 16.4%, the increase in traffic as a result of the extension proposals will be 3.9%. Based on this figure, the following table summarises the increase in traffic expected to be generated by the extension proposals.

**Table 5 – Increase in Touchwood Trips**

Estimated Increase in Trips									
	Weekdays						Saturdays		
	13:45 - 14:45			16:00 - 17:00			14:15 - 14:15		
	In	Out	Total	In	Out	Total	In	Out	Total
Touchwood	5	5	10	6	8	14	8	8	16
Monkspath Hall	0	1	1	0	2	2	2	2	4
Mell Square	0	1	1	0	1	1	2	3	5
John Lewis	6	7	13	3	5	8	13	12	25
M & Spencer	1	0	1	1	0	1	2	2	4
Lode Lane	1	0	1	0	1	1	3	3	6
<b>TOTAL</b>	13	14	27	10	17	27	30	30	60

- 3.1.4 As part of the questionnaire, a question was asked as to by what route people travelled to their respective car parks. This data has been used to derive a distribution for the traffic estimated to be travelling to and from the new extension. The resulting number of additional trips generated by the extension proposals distributed onto the local highway network for the highest traffic generating peak (i.e. Saturday) has been determined and is shown in the attached **Figure 2**.
- 3.1.5 The previous report showed that the increase in traffic during the Friday evening peak is negligible and as such the Friday peak has not been reproduced as part of this report.

## 4 Occupancy and Duration of Stay

- 4.1.1 The Average Maximum occupancy of each of the 6 car parks, as determined from the car park data collected for June 2014 for an average weekday and Saturday within June 2014 is set out in **Table 6** below. This shows that during an average weekday only the Touchwood car park is approaching



capacity although during an average Saturday, Touchwood, John Lewis and Marks and Spencer are all approaching capacity.

**Table 6 – Maximum Average Occupancy (Existing)**

Car Park	Number of Spaces	Weekdays	Saturdays
Touchwood	670	89%	95%
Monkspath Hall	1043	54%	36%
Mell Square	950	33%	69%
John Lewis	1100	63%	91%
M & Spencer	569	47%	88%
Lode Lane	486	20%	78%

4.1.2 As set out in paragraph 3.1.2 above, it has been agreed that for the purpose of determining the impact of the extension proposals on the highway network, there would be a 2.4% increase in trips for 10% increase in floorspace but also a 3.7% increase in duration of stay of existing visitors.

4.1.3 Whilst it is not possible to determine the exact duration of stay for Touchwood customers from the questionnaire data, the questionnaire did ask respondents about their length of stay within bands of time, the results of which for the Touchwood and John Lewis car parks are set out in **Table 7**. From this an approximate current average duration of stay has been estimated.

**Table 7 – Length of Stay (Existing)**

		Less than 30 mins	Up to 1 hour	Up to 2 hours	Up to 3 hours	Up to 4 hours	Up to 5 hours	Up to 6 hours	Up to 7 hours	Up to 8 hours	More than 8 hours	Ave Stat (mins)
Touchwood	Sat	4	32	55	18	3	2	0	0	0	0	91
	Week Off	5	15	37	21	9	6	1	1	1	0	124
	Week PM	3	2	10	9	3	1	0	1	0	0	127
Monkspath Hall	Sat	4	6	10	15	4	6	55	2	4	1	254
	Week Off	1	1	7	15	3	8	36	5	7	7	290
	Week PM	0	0	1	2	2	5	16	0	4	6	337
Mell Square	Sat	1	23	41	27	19	7	3	0	0	0	129
	Week Off	2	11	32	20	14	10	2	0	1	0	143
	Week PM	0	8	9	5	3	1	1	0	0	2	142
John Lewis	Sat	3	12	45	37	16	2	0	0	0	0	122
	Week Off	3	22	35	21	15	3	1	0	0	0	116
	Week PM	2	8	12	4	2	1	0	0	0	0	95
M&S	Sat	1	19	53	20	6	3	1	2	0	1	116
	Week Off	2	11	40	22	12	1	0	0	0	0	116
	Week PM	1	10	8	8	1	1	0	0	1	0	111
Lode Lane	Sat	0	20	43	34	17	5	2	0	0	1	131
	Week Off	2	16	28	25	15	5	2	1	1	1	141
	Week PM	0	4	9	7	6	0	1	0	0	0	134

4.1.4 Applying a 3.7% increase in duration of stay to the average stay set out in the table above, per 10% increase in floor space, results in an increase in duration of stay of between 5 and 7 minutes. This has then been used to increase the duration of stay of vehicles visiting the Touchwood Centre in 6 town centre car parks forming part of this assessment and a new average maximum car park

occupancy determined. Given that the car parking data received is only broken down into 15 minute intervals, it has been assumed that the vehicles visiting the Touchwood Centre would extend their stay by 15 minutes. The resultant new average maximum occupancy for those car parks identified in **Table 6** as approaching capacity (Touchwood, John Lewis and Marks and Spencer) during an average Saturday is shown in **Table 8** below.

**Table 8 – Maximum Average Occupancy (With Extension Proposals)**

Car Park	Number of Spaces	Saturdays
Touchwood	670	108%
John Lewis	1100	100%
M & Spencer	569	91%

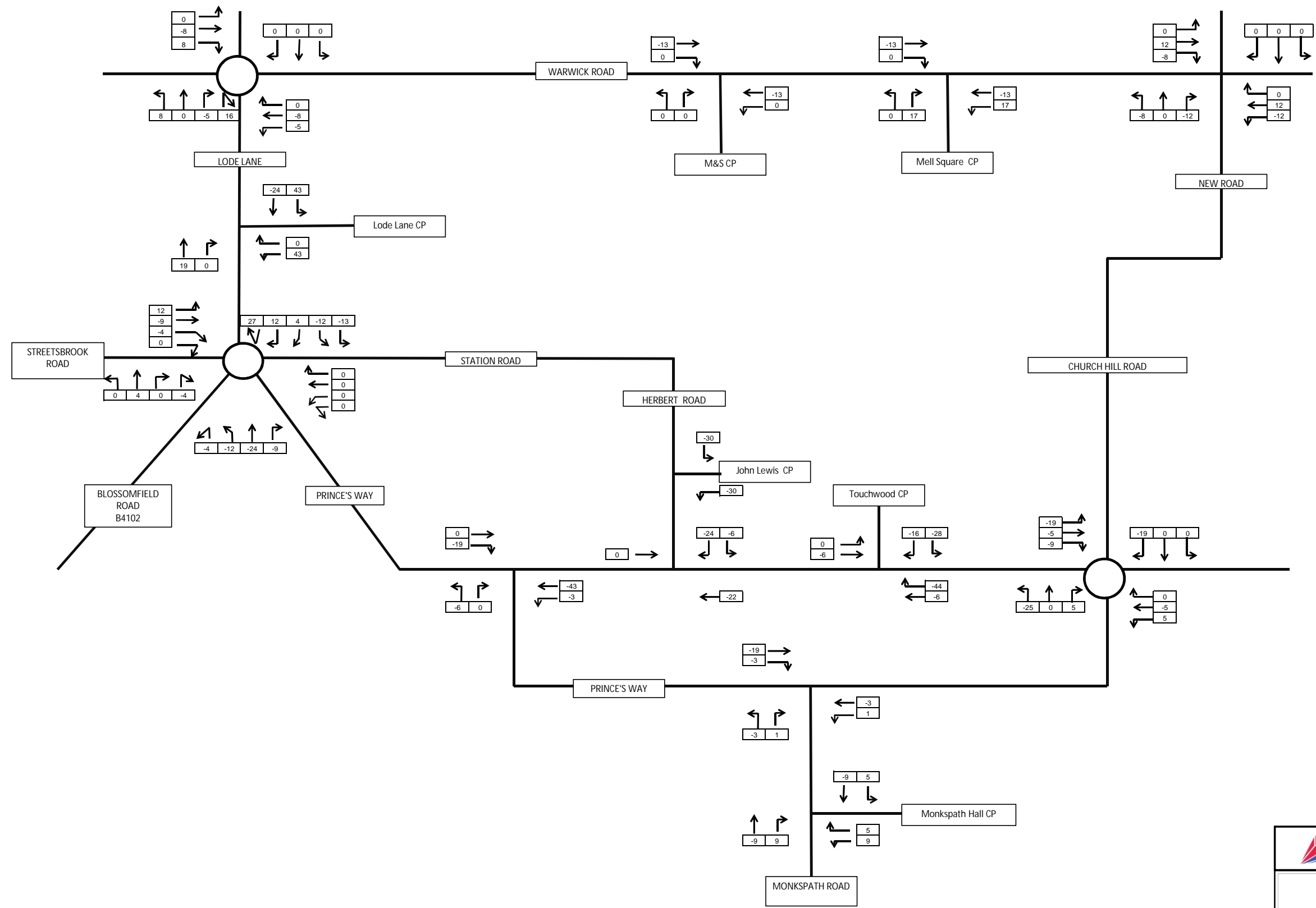
- 4.1.5 The table shows that it is only in the Touchwood Centre and John Lewis car parks during a Saturday where the increase in duration of stay pushes the car parking demand above the number of available spaces. Therefore, it is likely that these vehicles will transfer to other car parks within the town centre.


## 5 Transfer of Trips

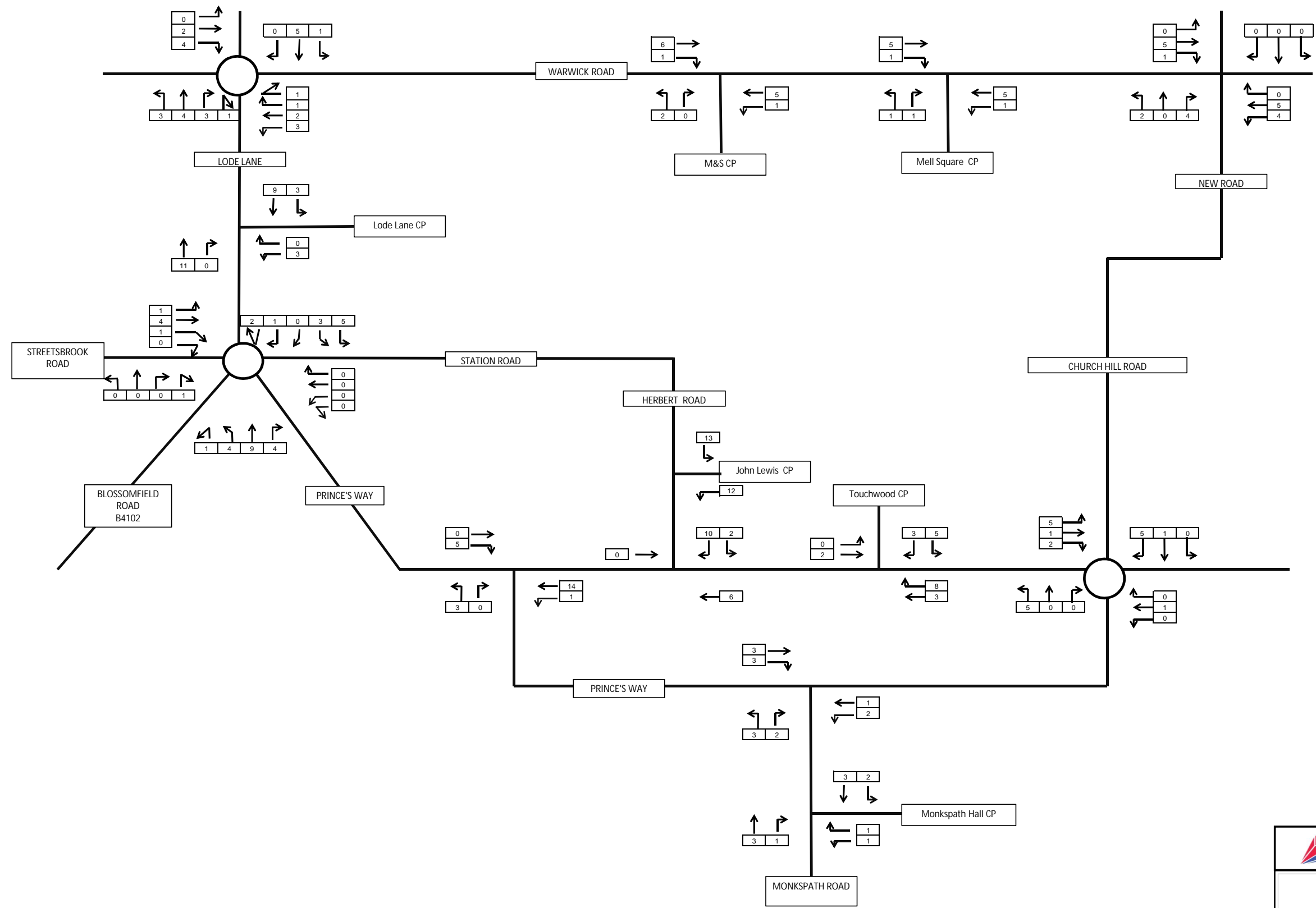
- 5.1.1 To determine the number of existing trips that will need to transfer from the Touchwood car park to the either Monkspath Hall, Mell Square or Lode Lane, the occupancy of the Touchwood car park has been capped at 95% and hence it has been assumed that there will be a transfer of 13% of cars (i.e. 108% -95% occupancy). Given that the capacity of the Touchwood car park is 670, then it is assumed that 87 cars will transfer from the Touchwood car park to either Monkspath Hall, Mell Square or Lode Lane (i.e. 13% of 670 = 87 cars). With an approximate average length of stay of 2 hours, this equates to approximately 44 movements in each direction per hour. A similar calculation was undertaken to assess the number of trips transferring from the John Lewis car park.
- 5.1.2 For the purpose of this report and to determine a robust impact on the highway network of this transfer, it has been assumed that all vehicles will transfer to first car park passed, with spare capacity, on their existing route into the town centre.
- 5.1.3 The resultant transfer of existing trips as a result of the increased duration of stay is shown in the attached **Figure 2**.
- 5.1.4 In addition to the transfer of existing trips, given that the Touchwood and John Lewis car parks are expected to be full once the extension proposals are operational, any new trips generated by the extension proposals will not be able to park within the Touchwood or John Lewis car park. **Table 5** above indicates that there will be an estimated 41 new trips generated by the extension proposals which would otherwise have parked in the Touchwood and John Lewis car parks. Using the same principle as that described in paragraph 5.1.1, it has been assumed that these vehicles will park in the first car park passed, with spare capacity, on their existing route into the town centre.
- 5.1.5 Given that there will be no room in the Touchwood or John Lewis car parks for newly generated traffic to park there and that they will transfer to either Monkspath Moor, Mell Square or Lode Lane, the attached **Figure 3** shows the additional traffic movements on the local highway network as a result of the additional floorspace, while **Figure 4** shows the total additional traffic movements on the local highway network (as a result of both additional floorspace and increased duration of stay) that are likely to result from the provision of the extension proposals.


## 6 Conclusions

- 6.1.1 **Figure 5** shows the net change in 2 way flows resulting from the development. As can be seen, the maximum increase in two flow on any link within the town centre is 61 vehicles on Lode Lane, though it should be noted that certain sections of many links including Warwick Road, Homer Road, Princes Way, Station Road and Blossomfield Road will experience a reduction in 2 way vehicle flows.
- 6.1.2 These figures are considered particularly robust as, for the purposes of these calculations, it has been assumed that the increase in duration of stay resulting from the extension will be 15 minutes which generates a higher volume of re-distributed trips than the calculated increase of between 5 and 7 minutes would. Accordingly it is not proposed to undertake further assessment of development traffic at this time.

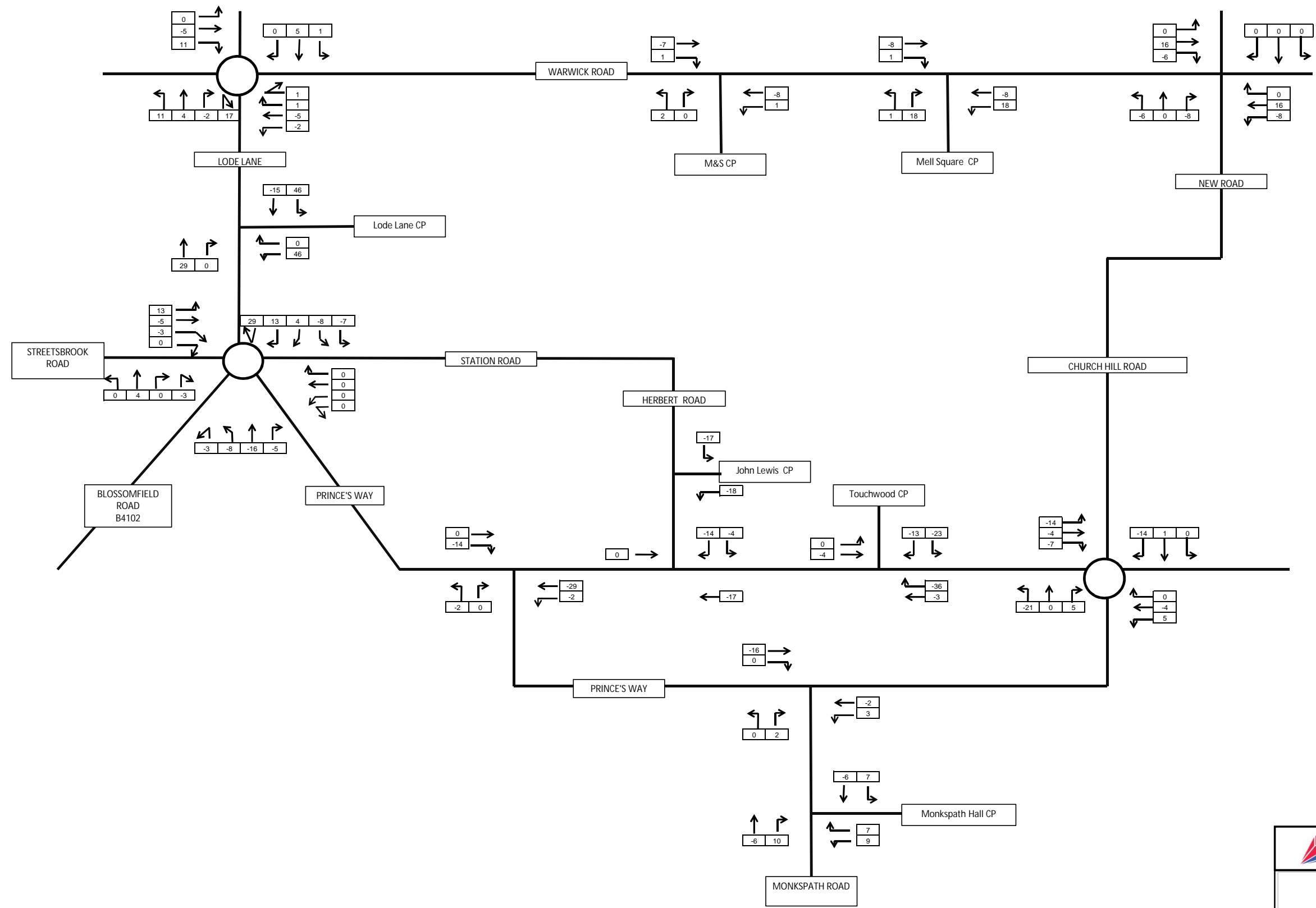



  
Figure 2  
Total Trips (Increased Duration of Stay)

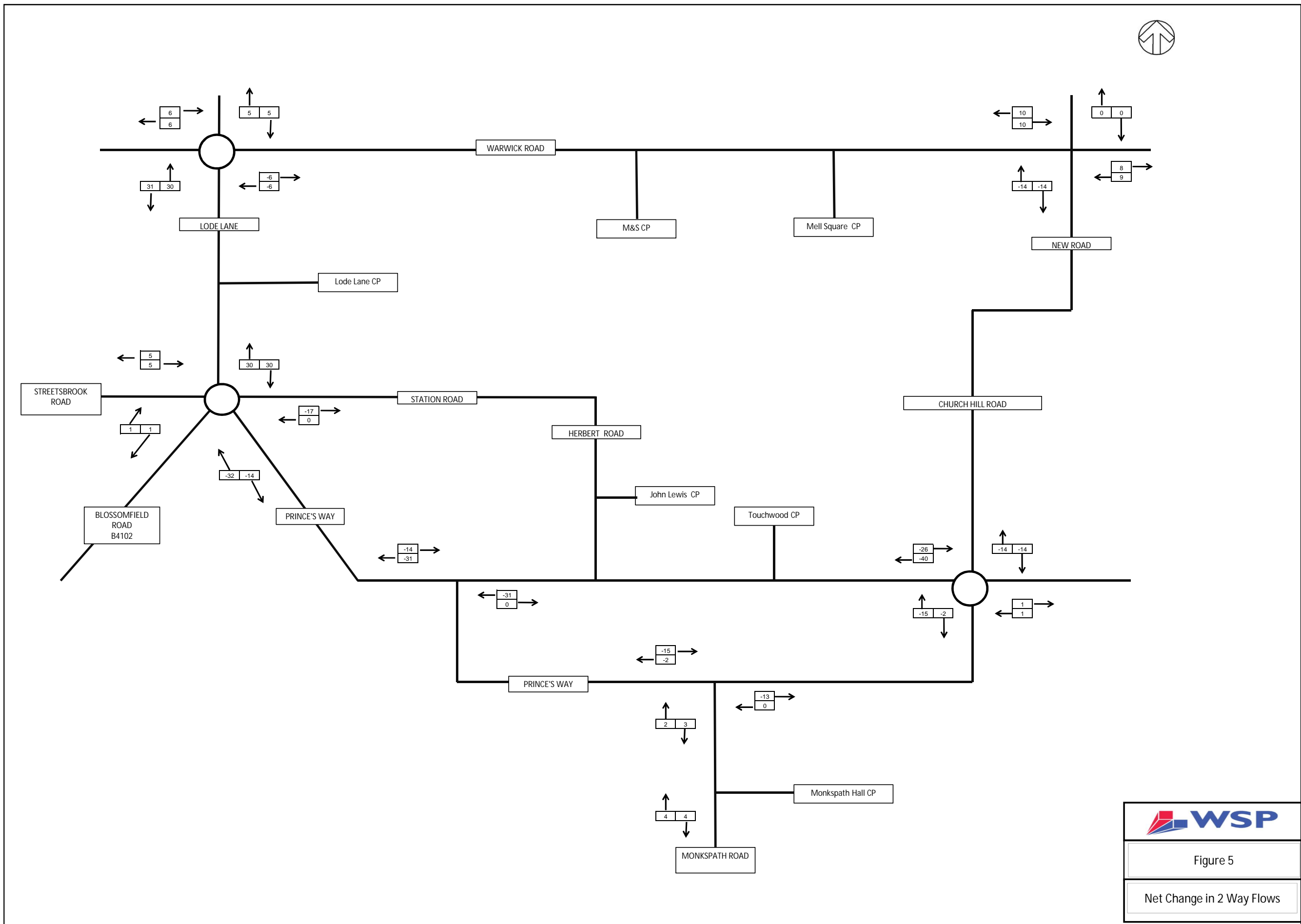



  
Figure 3  
Total Trips (Additional  
Floorspace)



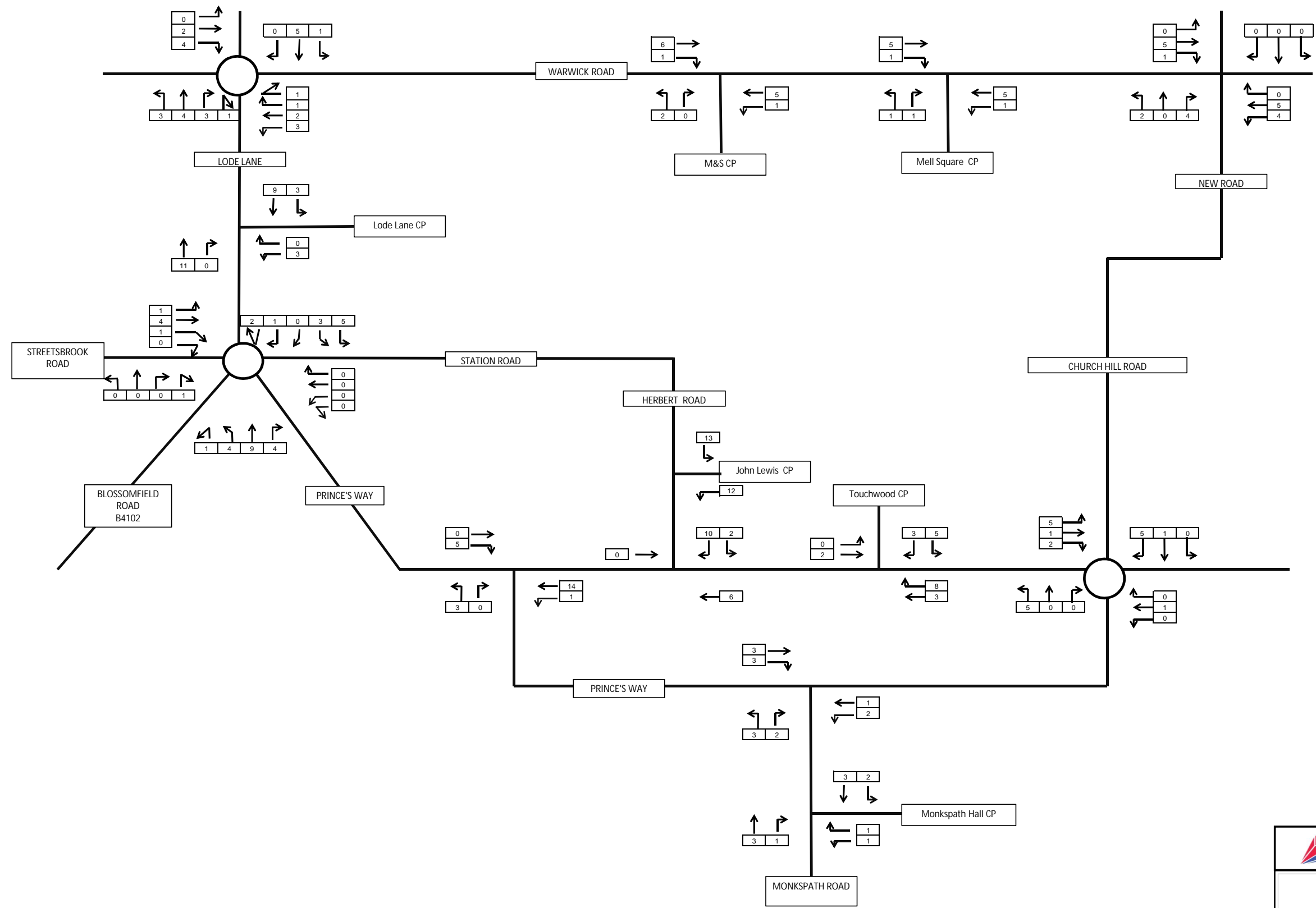



  
Figure 4  
Total Trips (Additional Floorspace + Duration of Stay)



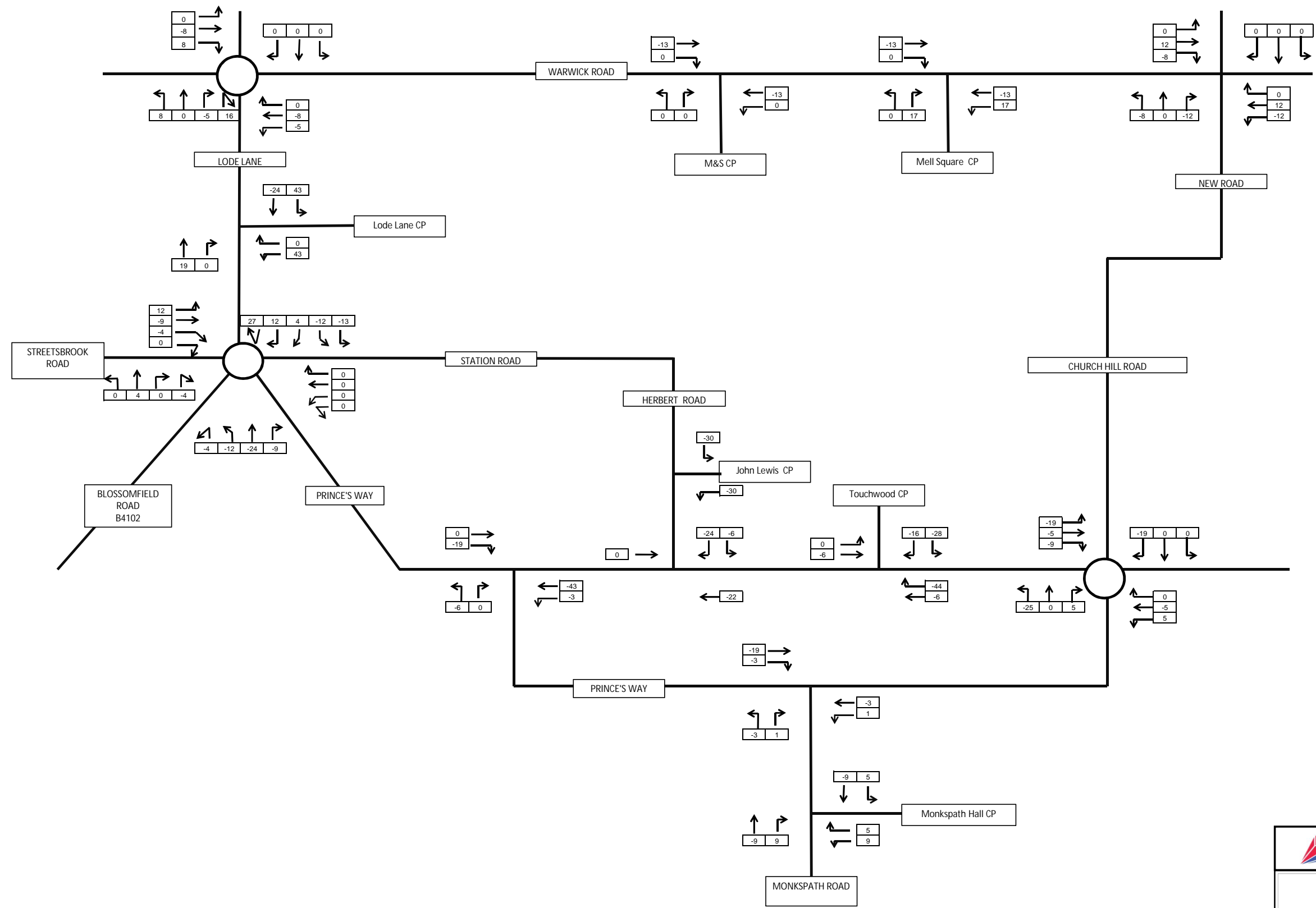
  
 Figure 5  
 Net Change in 2 Way Flows


## Appendix 4 – Network Flow Totals

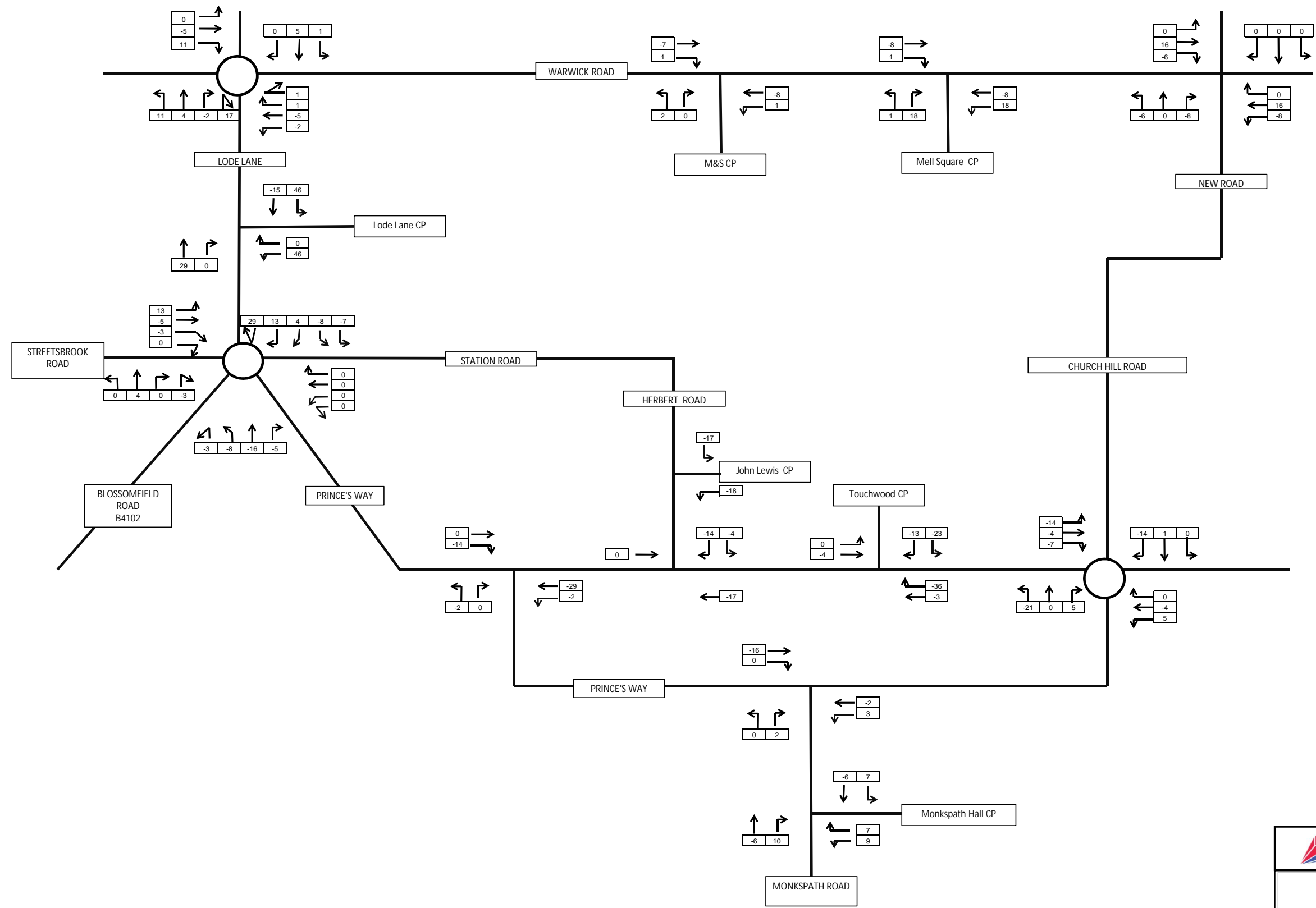



  
Figure 3  
Total Trips (Additional  
Floorspace)

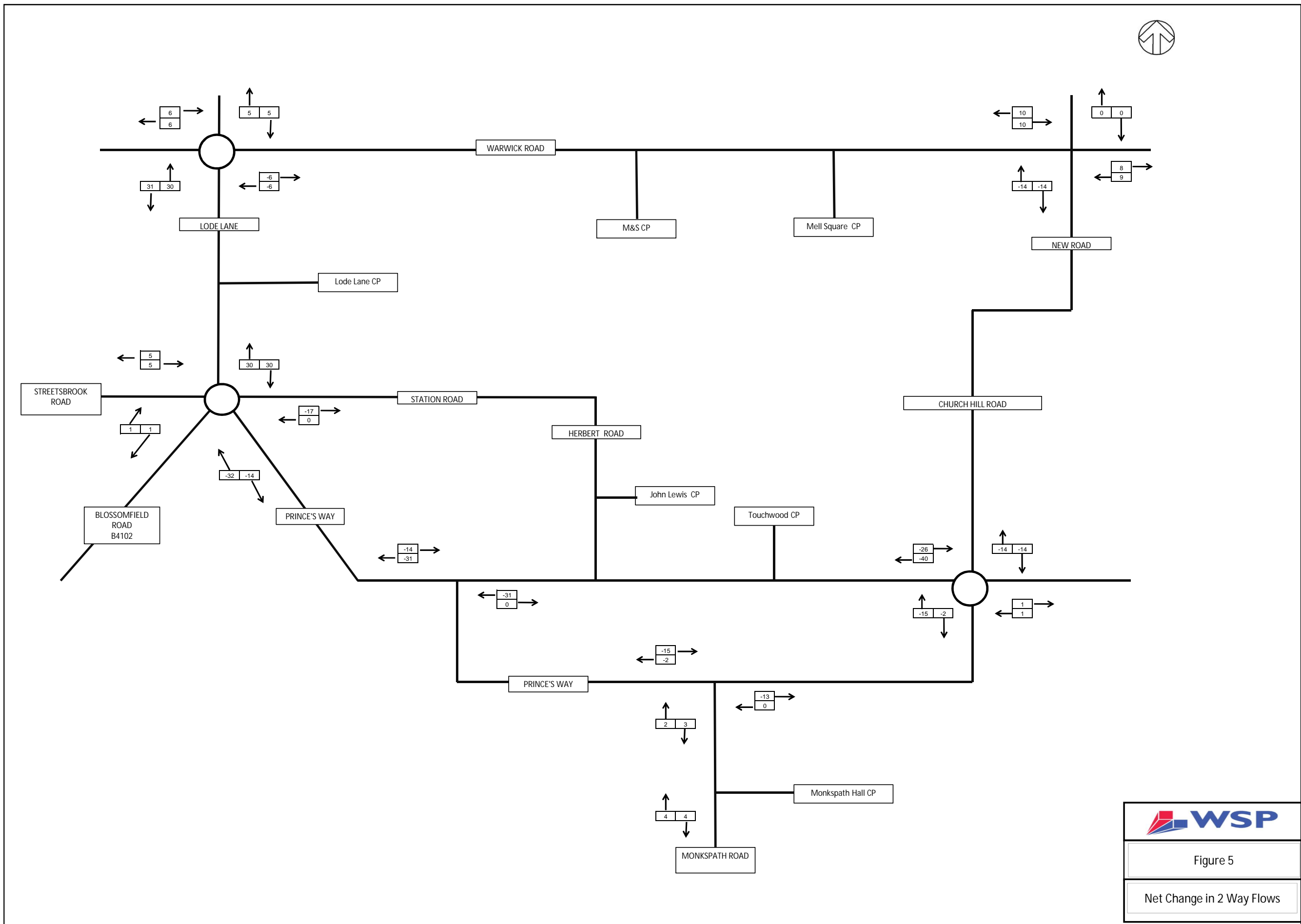





  
Figure 2  
Total Trips (Increased Duration of Stay)



  
Figure 4  
Total Trips (Additional  
Floorspace + Duration of Stay)



  
 Figure 5  
 Net Change in 2 Way Flows