



Colmore Business District Sustainable Travel Partnership Plan

VISION FOR MOVEMENT

Economic regeneration, a healthier society, reducing carbon emissions – these are some of the biggest challenges facing us today. Public transport and other modes of sustainable travel have a key role to play in the move towards a low carbon economy while boosting regeneration and the health of local communities. The Government has stated that it sees itself as being the ‘greenest government ever’ and in its Programme for Government highlights its support for sustainable travel initiatives including the promotion of walking and cycling.

Sustainable travel plays a significant role as part of a wider integrated transport strategy for the city and can demonstrate transport, health and economic benefits to businesses, residents and visitors to the area.



During the next few years, Birmingham City Centre will benefit from substantial transportation investment: the redevelopment of New Street Station and the extension of the Metro link are two key projects in particular. In order for Colmore Business District (CBD) to remain a competitive and high quality place to do business in Birmingham, we must ensure that sustainable, efficient and cost effective transportation schemes are delivered to businesses in the city.

As part of the city’s Vision for Movement, CBD has formed a partnership with Birmingham City Council and Centro to develop and promote sustainable transport measures within the District. The aim of this partnership is to encourage businesses in the area to evaluate how their employees travel to and from the workplace, as well as improve accessibility and movement in and out of the District.

This Partnership Plan supports the strategy outlined in the Vision for Movement and over the next three years, it will deliver projects which will contribute to achieving the goals set out in it.

Gary Cardin
Chair of Colmore Business District

Councillor Timothy Huxtable
Cabinet Member for Transport,
Environment and Regeneration

Geoff Inskip
Chief Executive, Centro



VISION FOR MOVEMENT: KEY PRIORITIES

A WELL CONNECTED CITY

To develop a world class, easy to use public transport system which allows people to move in and out of the city economically and coherently. Connectivity will support the growth and regeneration of the city centre.

AN EFFICIENT CITY

To ensure an appropriate hierarchy is established on our road networks, which prioritises public transport, cycling and walking, and reduces dependence on private car usage to keep the city moving.

A WALKABLE CITY

To create an outstanding pedestrian environment that is well connected, safe and simple to use. Pedestrian movement through open and attractive streetscapes is at the centre of the strategy.

THE PARTNERSHIP PLAN - OUR OBJECTIVES

In line with the Vision's principles, CBD has identified a number of key projects which will greatly enhance sustainable travel and transport in the District.

WELL-CONNECTED

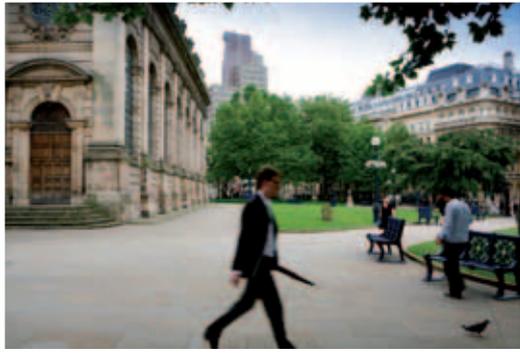
- **Electric Vehicles and Charging Points**
Promote electric vehicle usage in the District, by planning for future installation of charging points and working with CBD businesses to develop increased corporate use.
- **Car Clubs**
Develop a scheme which will give businesses the opportunity to hire low emission vehicles for short periods of time during the day. This gives employees flexibility and could save businesses money on vehicle hire, parking and claims.
- **CBD Public Realm**
Enhance CBD streetscapes to ensure they are safe and welcoming for pedestrians to move easily around the District, including working with stakeholders on the city centre bus infrastructure changes.
- **Cycling Initiatives**
Encourage and promote cycling in the District through the introduction of an online cycle journey planner. The partnership will also investigate cycle hire schemes at key transport hubs.

EFFICIENT

- **Travel Information**
Streamline access to public transport information, timetables and journey planning sources for staff and visitors in CBD.
- **Travel Pass Sales**
Offer businesses cost effective public transport travel options through discounts and season tickets.
- **TravelWise Website**
Provide bespoke travel and transport information to businesses in the District. This will include access to specific timetables, car-sharing support, and real time information.

WALKABLE

- **De-cluttering Streets**
Identify and remove unnecessary signage and street furniture to rejuvenate CBD's street scene.
- **Interconnect Project**
Implementation of an improved wayfinding scheme which will ensure that transport hubs and key destinations in CBD and the city core are coherently signed.
- **Walking Journey Planner**
Introduce a dedicated website for CBD employees and visitors to plan journeys to and from their premises, plan routes for meetings and for regular exercise.





HOW THE PLAN WILL HELP CBD BUSINESSES

This plan will assist businesses respond to the growing call for us to move towards a low carbon economy whilst making the area in which we do business a more vibrant and pleasant place to work. The plan seeks to make a positive impact to the commercial heart of Birmingham by improving the efficiency of employees traveling to and from their place of work, and ensuring visitors can find their destinations within a clean and attractive environment.

The CBD Sustainable Travel Partnership Plan will work collaboratively with organisations in the District to bring transport and economic benefits to the area. The partnership will be engaging with businesses to help deliver tangible improvements to the way people move in and around the District, keeping the city moving.

By working together we can ensure that Colmore Business District is a greener and better connected place to do business now and in the coming years.

PARTNERSHIP DELIVERY TEAM

To find out how the partnership can help you and your company and how you can get involved please contact the partnership managers:

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