

**SOUTH BIRMINGHAM TRAFFIC STUDY**  
**(ENVIRONMENTAL TRAFFIC MANAGEMENT)**

**PROJECT BRIEF**

**INTRODUCTION**

1. In October 1991 the City Council decided (Appendix 1) to abandon major road building proposals in South Birmingham. Future transport measures are to be brought forward in the context of a wide ranging local planning exercise and based on:
  - (a) a higher profile for rail investment;
  - (b) improvements to highway capacity mainly through traffic managements measures;
  - (c) the allocation of increased road capacity to buses;
  - (d) comprehensive traffic calming measures.
2. Transportation improvements within the area bounded by the Alcester Road (A435) and the Coventry Road (A45) corridors are to be considered in the light of social and economic functions of the sector and to take full account of the environmental impacts of any changes proposed.
3. Findings should be compatible with the strategic recommendations of the Birmingham Integrated Transport Study. The output of the overall South Birmingham Study is planned in three phases:
  - (a) Up to 6 months: Initial Public Involvement, outcomes of local planning exercise, immediate traffic management and public transport measures.
  - (b) Up to 12 months: longer term proposals (eg Light Rail or comprehensive highway works) which might require a change of Government policy.
  - (c) Up to 18 months: other proposals which require in-depth investigation and widespread public consultation.

A key objective of the Consultancy Study is to provide an input to all three phases of the overall South Birmingham Study.

#### Scope and Purpose of Study

4. Birmingham City Council requires advice on the contribution which Environmental Traffic Management (eg "traffic calming") can make to the strategic planning and transportation objectives of the South Birmingham Study. The place of this project within the overall Study is described in the attached reports (Appendix 2). Specific issues include:
  - (a) approaches to calming traffic flow on short sections of the strategic highway network (SHN) in environmentally sensitive areas;
  - (b) the implications for bus operations with particular regard to bus penetration off the SHN and bus priorities on it;
  - (c) the implications for the current road hierarchy within the area at a general level and any recommendations for change;
  - (d) comment on implementation: eg means of exploiting available funding mechanisms and the availability and use of traffic regulatory measures.

The broad context is that traffic planning in South Birmingham is likely to be increasingly supply-constrained rather than demand-led, so for each of the above issues the strategic longer run implications of this should be considered.

#### Approach

5. The City Council is seeking a broad strategic level of advice which should be based upon extensive and advanced experienced and knowledge of practice elsewhere in Europe as well as in the UK.

It is envisaged that the brief will best be met by one or two very senior individuals, bringing their accumulated knowledge and judgement to bear on the information available about the south Birmingham area.

### Inputs

6. There is a substantial body of existing information and models available (to be supplied to the successful tenderer) and it is not anticipated that further empirical studies will be undertaken. However, consultants may indicate where the present availability of information is inadequate and thus where further information should be sought as a basis for designated specific policies and proposals.
7. BCC planning and engineering staff will be available for consultation in the course of the work, and will make available relevant information that is in their possession.

### Outputs

8. A final report will be required which should be in the form of a strategic overview. In addition to the written report (30 copies), a verbal presentation to relevant City Council Members and Officers is required.

However, a crucial aspect of the commission is the transfer of knowledge to senior staff involved in the South Birmingham project, and in addition to a workshop early in the project, a seminar for key planning and engineering staff at the end would be appropriate.

9. The copyright of the report will rest with the City Council.

It is not intended that specific implementable proposals should be put forward relative to particular locations - this is recognised to be a separate later stage of work.

However, it would be useful if recommendations were exemplified by sketch layouts/cross-sections (where appropriate) and these would gain relevance by referring to real places.