

PHEASEY AND PADDOCK
LOCAL NEIGHBOURHOOD PARTNERSHIP

5th September 2006

LOCAL ACCESSIBILITY ACTION PLAN

We are currently consulting on the Local Accessibility Action Plan (LAAP) which looks at access to key services such as learning, employment, healthcare and affordable food. A copy of the document is included in your papers.

Appendix 4 of the document contains the action plan, which identifies 35 problems and suggested solutions. Some of the issues are directly related to the Pheasey and Paddock area.

At this meeting you will receive a short presentation on the Local Accessibility Action Plan, after which there will be a few minutes for questions.

The main document is fairly lengthy so we would ask you read it after the meeting and return the accompanying questionnaire by 29 September.

Thank you

Marie Newton
Principal Regeneration Officer
Transport Strategy
Walsall MBC

Local Accessibility Action Plan (LAAP)

Consultation deadline 29 September 2006



A working group of Walsall Borough Strategic Partnership has developed this draft Local Accessibility Action Plan for consultation.

What do we mean by accessibility?

- Can people get to key services at reasonable cost, in reasonable time and with reasonable ease?
- Does transport exist between the people and the service?
- Do people know about the transport, trust its reliability and feel safe using it?
- Are people physically and financially able to access transport?
- Are the services and activities within a reasonable distance?

Solving accessibility problems may also be about locating and delivering key activities in ways that help people reach them.

Improving public services, creating access to new opportunities and enabling individuals and communities to realise their potential are at the heart of our Community Plan. That means making sure everyone in Walsall can get to work, good schools, quality healthcare, affordable healthy food and live in a safe environment.

In the Local Accessibility Action Plan we have identified some important areas of concern regarding access to key facilities. The action plan will be continually reviewed and updated as we find more problems - can you help?

We are now consulting with key partners and stakeholders. Your answers to the questions on the next two pages will help us provide efficient and effective access to opportunities that are important for a high quality of life. We will respect the confidentiality of your answers.

Following consultation, the revised LAAP will go to Cabinet for approval on 29 November. Unfortunately, due to the long lead-in time for that meeting, we are unable to give the preferred 12 weeks for consultation. Please return your responses by 29 September.

We will give you feedback on the outcome of the consultation. Thank you for your input – it will help to ensure that everyone in Walsall can share in our economic prosperity and our improvements in public services.



Local Accessibility Action Plan (LAAP)

Consultation deadline 29 September 2006

We would really appreciate your help in getting a fuller picture of the problems people are experiencing in accessing services so that the next LAAP can be even more effective.

You may know of initiatives that are already helping people access key services – tell us about them – they could be copied!

Consultation Questions

1. Are there any problems and needs we've missed?

2. Do you agree with the list of action plans?

3. Have we missed any actions?





4. Do you have, or are you planning, any actions that will improve accessibility? Do you know of good practice that we could copy?

5. General comments

Your contact details so that we can give you feedback.

Please return the completed questionnaire by **29 September 2006** to:

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If you want further information, or you belong to a group that would like a presentation on the LAAP, please let me know - I will be available until 8 September – when I go on holiday.



DRAFT FOR CONSULTATION

**Local Accessibility Action Plan
for Walsall**

2006

Walsall Borough Strategic Partnership

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EXECUTIVE SUMMARY

Accessibility Planning is a systematic, evidence-based approach to prioritising access issues, identifying practical solutions and making best use of resources to implement those solutions. The emphasis is on improving access that ensures all members of our society, especially those who are disadvantaged, are able to access key facilities and opportunities such as employment, fresh food, healthcare and learning. Solutions can be either transport or non-transport initiatives, such as better location of facilities, changes in service delivery and better awareness of opportunities through improved information and promotion.

This draft Local Accessibility Action Plan (LAAP) sets out our access vision for Walsall, our priorities and the way we intend to achieve our vision:

“we will work as a partnership to provide efficient and effective access to opportunities that are important for a high quality of life.”

Improving public services, creating access to new opportunities and enabling individuals and communities to realise their potential is at the heart of Walsall’s Community Plan 2005 – 2010. Walsall Borough Strategic Partnership (WBSP) has embraced accessibility planning stating that *“we will take an active and leading role in accessibility planning, improving connectivity between homes and job opportunities, health and other community facilities”*. This is why the development and delivery of the LAAP has been driven through the WBSP structure. Many of the solutions to poor accessibility will not be transport-related, more the way a service is provided by an agency. This again supports the partnership approach adopted within Walsall.

The draft LAAP itself has been developed to identify where within Walsall we currently have problems in terms of poor levels of access, which can be contributing towards the social exclusion of certain communities. More specifically, the LAAP:

- identifies key partners and their commitment to delivering real improvements in levels of access within Walsall
- explains the wide range of plans and policies that set the context for the LAAP
- describes the evidence base for the plan, including analysis of various consultation events held in the past by partners and stakeholders
- includes some of the mapping we carried out to help establish an action plan for improvement

This document describes the work carried out so far, and what we plan to do to turn this vision into reality. It is proposed that as the plan develops through more engagement at the local level, and as changes occur to both land-use and transport networks, the action plan will be continually reviewed and updated. Therefore, this action plan will remain a live and evolving document.

WHAT DO WE MEAN BY ACCESSIBILITY?

Accessibility means: can people get to key services at reasonable cost, in reasonable time and with reasonable ease? Accessibility depends on several things: does the transport exist between the people and the service? Do people know about the transport, trust its reliability and feel safe using it? Are people physically and financially able to access transport? Are the services and activities within a reasonable distance? Solving accessibility problems may be about transport but also about locating and delivering key activities in ways that help people reach them.

BACKGROUND

In February 2003 the Social Exclusion Unit (SEU) published a report entitled 'Making the Connections', which examined the link between social exclusion, transport and the location of services.

It identified that no one is responsible for making sure that people can get to key services, jobs and other activities. It introduced a new framework of accessibility planning which will ensure that there is clear responsibility and accountability for identifying accessibility problems and deciding how to tackle them. This process will enable local authorities and other agencies to assess more systematically whether people facing social exclusion can get to key activities, and to work more effectively together on implementing solutions. This will make better use of existing human, physical and financial resources.

Accessibility planning is at the hub of local, regional and national policies (**Appendix 1**) and improving accessibility will make a significant cross-sector contribution to national and local objectives, including:

- Improving health and tackling health inequalities.
- Improving participation, attendance and attainment in education.
- Promoting work as the best form of welfare for people of working age.
- Raising the levels of social inclusion, neighbourhood renewal and prosperity.
- Increasing participation in culture and sport.

Local transport authorities will lead the work on accessibility planning at a local level, with Government encouraging a partnership approach with other local agencies. The partners from each sector will be responsible for taking forward the actions identified for them in the Local Accessibility Action Plan. It will be up to local areas to decide priorities for taking this forward that are sensitive to local circumstances. The focus should be on improving access to activities that have the most impact on life-chances, such as work, learning and healthcare. Government guidance suggests that local authorities that benefit from the Neighbourhood Renewal Fund should give particular attention to using that money to help areas within their control where transport problems create a particular barrier.

To progress accessibility at West Midlands level, a working group of representatives from Districts and Centro has been set up to build on learning and to provide a mechanism for the exchange of valuable experience. The group has commissioned some strategic accessibility analysis which has been cascaded down to the Districts.

ACCESSIBILITY PROBLEMS IN WALSALL

An Accessibility Planning seminar was held at Walsall Art Gallery in October 2005, when the results of the West Midlands strategic accessibility analysis and some initial local mapping were presented. Partners and stakeholders attended to give their views about key accessibility issues within Walsall.

To develop the evidence base for the action plan, analysis took place of various consultation events held in the past by partners and stakeholders to identify particular accessibility problems (**Appendix 2**). The main barriers to accessibility were identified as:

The availability and physical accessibility of transport

Local Communities

Nearly one in three households does not have access to a car, for reasons that include cost, age and disability, as well as choice. They rely instead on walking, buses, taxis and lifts from families and friends.

Poor access to healthy and affordable food affects people facing social exclusion, for example elderly and mobility-impaired people and those who live in isolated estates with few local services. A lack of locally available healthy and affordable food means people either need to make long and/or expensive journeys, or have a poor diet.

For many people public transport does not go to the right places or at convenient times (Action Plans 9, 11, 12 and 13) This may be a particular problem at quieter times of day, night or weekend and can significantly reduce levels of access to leisure and social activities, particularly for children and young people (Action Plan 6). Local Neighbourhood Partnerships have identified particular problems in Brownhills, Pheasey and Streetly – communities which suffer from segregation to some degree due to poor public transport provision. (Action Plans 14 and 15).

People with Disabilities

The West Midlands strategic accessibility analysis identified a problem in Brownhills where a high proportion of the population experiences a long-term limiting illness, but where access to a hospital (by low-floor bus) is well below the norm.

The Disability Forum highlighted that there is a lack of involvement by people with disabilities when transport and regeneration schemes are being developed (Action Plan 17); the attitude of some taxi drivers can be a problem (Action Plan 18); many buses do not yet meet accessibility requirements under the Disability Discrimination Act (Action Plan 19); and poor provision and location of disabled parking within the town and district centres limits the scope of access (Action Plan 22).

Training and Employment:

Difficulties with transport can prevent people from participating in learning or restrict their choice of the quality, subject matter or types of learning they attend (Action Plan 35)

Employers in the borough identified areas with poor public transport connections (Action Plan 34). At peak times children and commuters are competing for the same bus services (Action Plan 7)

Some people are unwilling to travel long distances, or may not know about or trust transport services. Poor transport links between communities that suffer from high levels of long-term unemployment and social deprivation and areas of potential employment

were raised as an issue – this can prevent people from taking up and keeping employment, and restrict their choice of jobs (Action Plan 26 and 33)

The redevelopment of areas within the Walsall Strategic Regeneration Framework may be compromised by poor public transport, cycling and walking connections (Action Plans 27, 28, 29, 30 and 31)

Cost of transport

For some people the cost of transport, by car or public transport can be a major barrier to accessing services or opportunities. In particular, the cost of travelling by public transport has risen at a greater rate than by private car. Between 1990 and 2003 bus fares rose by 26% in real terms compared with a 4% increase in cost of car travel. Motoring costs account for 24% of the weekly expenditure of households in the lowest income bracket.

A low take up of concessionary fares scheme for senior citizens (over 60) and people with disabilities was identified. (Action Plan 21)

The cost of transport can cut children off from the opportunities provided by different types of school. For example, they may not be able to get to specialist or faith schools or those offering an alternative curriculum for 14-19 year-olds, even though the more vocational curriculum has been highlighted as particularly beneficial for children from disadvantaged backgrounds. The provision and planning of work experience may not take into account levels of accessibility and cost of transport (Action Plan 4)

Services and activities located in inaccessible places

Historically, nobody has been responsible for ensuring that people can get to key services. As a result, services have been developed with insufficient attention to accessibility. Too often, accessibility has been seen as a problem for transport planners to solve, rather than one that concerns and can be influenced by the promoters or providers of services.

Difficulties in accessing workplaces and key services are as much due to the location of those facilities as the quality of transport links. Levels of accessibility need to be more effectively integrated into the development control process to ensure that new developments take greater consideration of appropriate access provision (Action Plan 32).

The West Midlands strategic accessibility assessment identified a problem in Bloxwich where there is a high proportion of low-income households but below average access to leisure facilities. Consultation has identified the need for greater consideration of accessibility when partners of WBSR plan out the provision of their services used by residents and communities within the borough. (Action Plans 2, 3, 10, 20, 23 and 24)

Safer Streets

The worst impact of road traffic – namely pedestrian accidents, air and noise pollution and busy roads cutting through communities – disproportionately affect deprived areas and people facing social exclusion. This has damaging effects on individuals' quality of life and can also restrict access to local services by reducing the extent to which people walk and cycle. (Action Plan 1 and 8). Consultation has shown that crime, fear of crime and antisocial behaviour can be a major deterrent to travelling by public transport (Action Plans 5 and 16)

WALSALL APPROACH TO ACCESSIBILITY PLANNING

Improving public services, creating access to new opportunities and enabling individuals and communities to realise their potential is at the heart of Walsall's Community Plan 2005 – 2010. Walsall Borough Strategic Partnership (WBSP) has embraced accessibility planning stating that:

“we will take an active and leading role in accessibility planning, improving connectivity between homes and job opportunities, health and other community facilities”.

LAAP Working Group

To drive forward our Local Accessibility Action Plan, a working group within the framework of WBSP has been set up. Having the right mix of key stakeholders will be crucial in identifying accessibility issues in the borough, developing achievable action plans and maximising the opportunities for accessing funding and material resources. As well as the key stakeholders directly involved in the working group there will be scope for including partners on local projects arising out of the action plans. Members of the working group currently include:

Connexions	Disability Forum	Centro
New Deal for Communities	Education Walsall	Walsall Community Transport
Primary Care Trust	Leisure & Culture	Social Care & Inclusion
Walsall Voluntary Action	LNPs	WMBC Transport Strategy
Jobcentre Plus	Over 50s Forum	Ring & Ride
Manor Hospital NHS Trust	SPIR	Economic Regeneration

Our vision for an accessible Walsall is to:

“work as a partnership to provide efficient and effective access to opportunities that are important for a high quality of life.”

Our objectives are to:

- Concentrate on the key areas of employment, lifelong learning, healthcare and food,
- Concentrate on disadvantaged groups to ensure they can play a full part in society.
- Undertake evidence-based accessibility assessments using mapping and measurement, local knowledge and research.
- Work with our partners to ensure that services are provided in accessible locations.
- Base action, including resource allocation, on clearly defined priorities, objective analysis and value for money.
- Encourage more sustainable travel patterns

Local organisations' objectives with relevance to accessibility planning are shown in **Appendix 3**

Accession Software

“Accession” software, commissioned by the Department for Transport, enables mapping of the demographic make-up of the borough to identify where there are problems with missing transport links or inappropriate distribution of services that are not accessible by

those who need them most. For maximum impact, this software has been placed with the team developing the Shared Partnership Information Resource (SPIR) on behalf of WBSP. Local Neighbourhood Partnerships will be crucial in deciding priorities and in conducting “reality checks” on the mapping.

Mapping has identified key areas with poor accessibility that needs priority action. These include areas of high unemployment with relatively poor access to job opportunities e.g. Brownhills. Public transport accessibility modelling of the New Deal Area has confirmed that the lack of cross-borough services is restricting access to key employment areas, e.g. Aldridge.

Accession mapping will be used in planning the modernising of library services, location of local access centres and other council services. The Primary Care Trust will use it to ensure a more equitable, cost-effective and patient centred health service.

LOCAL ACCESSIBILITY ACTION PLAN

Based on the list of problems and issues, objectives and priorities identified we have drawn up a provisional list of actions for tackling accessibility. **(Appendix 4)** This is by no means a final list and will need to develop and evolve through local consultation and as transport networks and service provision change. They will guide and target many of the local interventions that the public, private and community and voluntary sectors will undertake. They will provide a sound evidence-based approach to tackling accessibility.

Within the action plans, work will be undertaken to assess the nature, severity and extent of each problem, the ease of resolving them and their contribution to meeting targets. This work is essential as funding is likely to be limited and demonstrating value for money will be important in prioritising our actions.

It is proposed that as the Local Accessibility Action Plan develops through more engagement at the local level, and as changes occur to both land-use and transport networks, the action plan will need to be continually reviewed and updated. This is why it is proposed that the action plan remains as a live and evolving document.

STRATEGY AND POLICY LINKS

Local Policy Links

The Community Strategy 2005-2010

Our Community Plan will champion the development of Walsall as a great place to live, work, learn and play, with a positive image and reputation. Our plan will also help us position our Borough as a vital and vibrant player in the success of the Region

Vision 2008

1. Ensure a clean and green borough
2. Make it easier for people to get around
3. Ensure all people are safe and secure
4. Make our schools great
5. Make Walsall a healthy and caring place
6. Encourage everyone to feel proud of Walsall
7. Make it easier to access local services
8. Strengthen the local economy
9. Listen to what local people want
10. Transform Walsall into an excellent local authority

Local Transport Plan 2006 (LTP2): Shared priorities

As one of the four shared priorities, accessibility is a thread that runs through the whole of the second LTP. Many of the proposals and specific schemes in the LTP are intended to directly improve accessibility and all have been screened to ensure that they complement the other three priorities of tackling congestion, safer roads and better air quality.

Sustainable Development Policies

Walsall MBC, as the local planning authority gives a high priority to ensuring that new developments are accessible by public transport, including provision of suitable pedestrian routes and crossing points, and to consider this issue at an early stage in the planning process. There are a range of local sustainable development policies that have links to Accessibility Planning – for example:

- Unitary Development Plan
- The Regional Spatial Strategy.
- Sustainable Communities in the West Midlands

Other policy links identified by partners:

- Black Country Learning and Skills Council Annual Plan 2006-07
- Blakenall & Bloxwich East NDC Baseline study and delivery plan
- Centro's Bus Strategy
- Walsall Lifelong Learning Alliance Development Plan 2006-09
- Walsall Lifelong Learning Alliance Operational Plan 2006-07

National policy links

Sustainable Development Policies

- Sustainable Schools (consultation paper)

- Securing the Future – delivering UK sustainable development strategy
- Sustainable communities: building for the future
- Sustainable communities: people, places and prosperity
- Opportunity age: the Government's strategy for ageing
- Vibrant local leadership
- Citizen engagement and public services: why neighbourhoods matter
- New localism – citizen engagement, neighbourhoods and public services:

Schools White Paper

The Schools White Paper proposes substantial changes for home to school transport which has been subject to statutory guarantee since 1944 for pupils of compulsory school age attending their nearest suitable school (where this is beyond statutory walking distance - 3 miles for children aged 8 and over). Choice of school is often limited by parental concern about the cost and availability of transport. The result is that there is inequity in how far children travel to school. Children from more affluent households travel, on average, nearly half a mile further than those from the poorest backgrounds, with only around 10% of children entitled to free school meals travelling 3 or more miles to school compared to 18% of children not entitled to free school meals. Greater access to subsidised school transport could reduce car use on the 'school run' and help address other issues, including reducing pollution and accidents near schools. However it will be 2008 at the earliest before these new policies affect Year 7 pupils and at least 2012 before the policy is fully implemented.

Every Child Matters: change for children

This programme sets out the national framework for local change programmes to build services around the needs of children and young people so that we maximise opportunity and minimise risk. The aim is for every child, whatever their background or their circumstances, to have the support they need to be healthy, stay safe, enjoy and achieve, make a positive contribution and achieve economic well-being.

Green Paper on incapacity benefit

The Government published the welfare reform green paper "A New Deal for Welfare: Empowering People to Work" in January 2006. This proposes reform to incapacity benefit by helping people who are sick or disabled into work. In particular, the support that Jobcentre Plus can give to lone parents who are moving into, or who are already in work will be extended. These changes will increase the need for personalised journey planning provided in various ways.

NHS Plan

The NHS is undergoing a significant programme of reconfiguration across the West Midlands. Access to healthcare sites has previously not been treated as a high priority in decisions taken on the location of healthcare sites. In the past, the availability of lower priced, but poorly located land has taken precedence over more costly sites that people can easily access without a car. This presents a significant challenge for access to healthcare in the West Midlands. We believe there is a need to build a stronger appreciation of access issues in NHS planning and we are working in partnership with Primary Care Trusts and Acute Hospital Trusts across the Metropolitan Area to improve accessibility to healthcare facilities.

ISSUES RAISED DURING CONSULTATIONS IN WALSALL

We analysed the transport element of various consultations over the last three years, conducted by partners and stakeholders. These were broken down into matters relating to Education, Employment, Health and Fresh Food. Further analysis of Local Neighbourhood Partnership consultations has given a geographic focus.

A. EDUCATION

Analysis of various relevant consultations:	
ISSUE	COMMENTS
1. Location, relocation and reorganisation	<ul style="list-style-type: none"> • The 'Schools for the 21st Century' programme will result in significant secondary school rebuilding and relocation. • Falling roles have, and will in the future, require school site rationalisation. Many decisions have already been taken without reference to transport issues such as the need to transfer pupils between sites. • While transport is not currently a major factor in educational location decisions, if a higher profile to location could be given, this could make schools more accessible to the community, increase efficiency and reduce long term costs. • Distance learning will increasingly be offered as an option by FE and HE establishments. • More students will need to visit employment sites for placements during the school day. • Often fares are a significant issue for students. Location and access is a major factor for parents and students in deciding where to study. • The Government Education Bill suggests introducing free bus passes to enable children from deprived areas to access better schools. • The increasing need to travel will add to congestion and safety issues near educational establishments and create demand for education related public transport. • Government targets for increased participation at age 17 - subsequent increases in students over 18 will increase congestion and create expectations that schools will cater for student parking. • Staff travel and parking at education sites is a problem.
2. Breakdown of traditional working hours – particularly evenings and Sundays	<ul style="list-style-type: none"> • Government expect all secondary schools to be open between 08.00 and 18.00 as part of the Extended Schools Prospectus. Schools have an opportunity to become the focus of their local communities, offering a wide range of social and cultural activities. This will result in journeys to and from the school site during a wider time band.

	<ul style="list-style-type: none"> • Staggering school start and finish times could lead to more efficient use of transport and reduce costs. • College and school hours could extend into the evening and weekend. • Adult education and lifelong learning will increasingly be outside the traditional working day.
3. Bus route quality (route, frequency, reliability)	<ul style="list-style-type: none"> • Many bus routes are indirect, slow and vulnerable to traffic disruption making them lengthy and unattractive. • Contraction of the bus network will reduce access.
4. Information	<ul style="list-style-type: none"> • Information includes ensuring potential users know which modes, routes, interchange and fares options are available. This can be provided in many forms. Information provision for students and parents, particularly, could be improved.
5. Cross boundary issues	<ul style="list-style-type: none"> • Information and ticketing are deterrents to taking up education opportunities outside the West Midlands administrative boundary, even where the journey distance is small.
6. Safety and security	<ul style="list-style-type: none"> • A negative perception of the safety of public transport is a barrier both for parents and children. • Bullying on and off the bus is seen as a problem on some school bus services. • Unreliability, including buses not stopping to pick up schoolchildren, deters education journeys. • Young people often mention the attitude of bus drivers as putting them off travelling by bus.
7. Affordability	<ul style="list-style-type: none"> • General issues about affordability
8. Cycling and walking	<ul style="list-style-type: none"> • Cycling in particular has great scope for extending the range of young people, and increasing access to FE/HE without further congestion or overcrowding on public transport. • Cycling and walking routes to education sites are improving, but there is plenty of scope for further development. Cycle provision (such as parking and showers) is poor at many education sites. Lockers and desks are needed to avoid unnecessary transport of equipment – which deters cycling. • Cycling has a particularly important role to play in extending access for young people. The youngest, by definition cannot drive, and older young people are less likely to either have a driving licence or be able to drive. • Educational establishment Travel Plans have attempted to encourage cycling and walking, but success has been elusive. Higher walking and cycling rates have only happened where there is enthusiasm from staff. • Encouragement of Walking Buses and Cycling Trains.

9. Special Needs	<ul style="list-style-type: none"> • Physical disability may deter some from using public transport. • SEN pupil travel is currently a large budget item – if some children can be integrated into mainstream home-to-school provision, then this will aid inclusion, and also potentially save money. • Better and more access of educational services for the disabled • Independent Travel Training is ad hoc in Walsall
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B. EMPLOYMENT

Analysis of various relevant consultations:	
ISSUE	COMMENTS
1. Location, relocation and reorganisation	<ul style="list-style-type: none"> • Regional and local Government planning bodies often do not consider non-car access early enough when making economic development decisions. • Investors and companies often do not consider non-car access in any detail in location decisions. • Transport is a major cost for all employers and their staff. • Many of the locations employers are starting up in, or relocating to, are poorly served by existing bus routes. • Links from some deprived areas to newer development locations are often poor. • Better transport could allow jobseekers to access more job opportunities. • The Walsall ring road scheme will significantly reduce the availability of long stay parking due to the loss of the Pleck Road car park.
2. Breakdown of traditional working hours – particularly evenings and Sundays	<ul style="list-style-type: none"> • Strong trends towards more weekend, evening and night working. • Employers have general concerns about poor service levels and frequencies outside Monday to Friday 9 am to 5 pm. • Home working reduces the need to travel and the trend is for more work to be done at home. However some smaller firms and some potential employees may need technical support to take full advantage of such opportunities. • High car usage by hospital staff, partly as a result of shift work out of normal hours
3. Bus route quality (route, frequency, reliability)	<ul style="list-style-type: none"> • Lack of fast, direct bus routes, especially from estates not near a main road. But services routed around estates make journeys slow and unattractive. Bus operators often seem unaware of the commercial opportunities from new development. • Faster, more direct bus routes are needed to employment areas. • Many bus routes vulnerable to traffic disruption making them lengthy and unattractive.

	<ul style="list-style-type: none"> • Contraction of the bus network. • Zero tolerance to parking near bus stops • There are, generally, poor transport links from some deprived areas to newer development locations. • Lack of transport affects people's chances of employment in other areas – not everyone has access to a car • In Pheasey there is a need for transport to and from work, which can be inaccessible for those without a car. • Need to ensure that there is a good transport infrastructure in Darlaston so that people can travel to wider areas for work • Bus services need improving along Green Lane, particularly to cover shift patterns • Transport links between Leamore and Bloxwich need improving • Public transport to the site in the evenings is inadequate along Aldridge Road • Lack of public transport to Aldridge - as nearest train station Blake Street/Four Oaks • No main rail links through Aldridge to and from the borough • Public transport to Goscote/Blakenall is very poor
4. Information	<ul style="list-style-type: none"> • Information includes ensuring potential users know modes, routes, interchange and fares options are available. This can be provided in many forms. Information provision for new and existing employees could be improved. Good transport information at Job Centres is key for new employees. • Information provision is patchy and sometimes poor. Personalised journey planning offers opportunities, but must be high quality. • Employers are encouraged and sometimes required to have travel plans – particularly when moving or expanding. However there seems to be considerable opportunity for Small to Medium Enterprises (SMEs) to benefit from Travel Plans. • Manor Hospital staff, where appropriate, are being encouraged to use alternative modes of transport other than the car, e.g. car share and subsidised public transport season tickets.
5. Cross boundary issues	<ul style="list-style-type: none"> • Routes, information and ticketing are all deterrents to taking up employment opportunities outside the West Midlands administrative boundary, even where the journey distance is small.
6. Safety and security	<ul style="list-style-type: none"> • A negative perception of the safety of public transport
7. Affordability	<ul style="list-style-type: none"> • Single fares are high, particularly for low wage earners.

	<ul style="list-style-type: none"> • Ticketing can be complex and confusing to potential and existing employees – particularly where change of modes or operators is required. • Although regular travel on the services of one operator can be affordable, public transport can be expensive for less regular travel, again particularly where change of modes or operators is required. • More flexible ticketing products are required to suit part-time and irregular working.
8. Cycling and walking	<ul style="list-style-type: none"> • Cycling has great potential to extend access directly to employment, and also to public transport. • Cycling and walking routes to employment sites are improving, but there is plenty of scope for further development. • Cycle provision (such as parking and showers) is poor at many employment sites • Cycling and walking could have a specific role in increasing accessibility
9. Special Needs	<ul style="list-style-type: none"> • Physical disability may deter some from using public transport.

C. HEALTH AND FRESH FOOD

Analysis of various relevant consultations:	
ISSUE	COMMENTS
1. Location, relocation and reorganisation	<ul style="list-style-type: none"> • Specialist health services are concentrating in fewer, bigger centres while routine services are dispersing to local health centres. • The Manor Hospital re-development scheme is being developed closely with the Council Transport/Planning Departments to ensure the Trust has an integrated transport plan. • Reconfiguration decisions are generally taken with little reference to transport needs of staff, patients or visitors • The vast majority of health-related trips are to primary care, not to hospitals. However, although data is easier to obtain and analyse for hospitals, this must not detract from the need to examine access to local health centres. • Transport is a major direct cost for the health service, staff and users • Too few parking spaces to meet demand at hospitals is a direct cause of staff stress and recruitment difficulties. • Some sites have a conflict between land used for parking and the need for land to develop for additional health facilities. • Non-car access (walk, cycle and public transport) is directly related to healthier lifestyles (both the

	<p>transport itself and access to other healthy activities). Therefore non-car access meets a prime aim of the health service.</p> <ul style="list-style-type: none"> • NHS organisation is complex, and in a state of flux • High car usage for hospital visitors – at specific times such as visiting hours or outpatient clinics. • The Walsall ring road scheme will significantly reduce the availability of long stay parking due to the loss of the Pleck Road car park.
	<p>FOOD</p> <ul style="list-style-type: none"> • 90% of supermarket customers arrive at stores by car and the weekly family shop averages 45kg. Locations are not chosen for anything other than car access. • Internet food shopping will become more popular, but we need to be aware of the barriers for disadvantaged people. • The planning regime has a sequential test for sites, although supermarkets will normally choose locations that have good car access. • Local shops do not always offer fresh food due to lower turnover and wastage.
<p>2. Breakdown of traditional working hours – particularly evenings and Sundays</p>	<ul style="list-style-type: none"> • Hospital and clinics are working longer hours to raise efficiency. Staff, (particularly shift workers), visitors and patients need regular reliable services outside normal core hours. • LIFT centres in particular are likely to also hold clinics in the evenings and at weekends. • General concerns about poor service levels and frequencies outside Monday to Friday 9 am to 5 pm. • Contraction of the bus network.
<p>3. Bus route quality (route, frequency, reliability)</p>	<p>FOOD</p> <ul style="list-style-type: none"> • Strong trends towards more weekends, evening and night working and longer trading hours. <ul style="list-style-type: none"> • Many bus routes are indirect, slow and vulnerable to traffic disruption making them lengthy and unattractive. • Faster, more direct bus routes needed to healthcare sites. • Unreliability of 999 bus service to Manor Hospital could increase car usage. • Cost of patient/visitor parking at the Manor • Facilities for buses at some hospitals in the Region are either poor or threatened by redevelopment • Some larger hospitals could become the centre of bus networks (hub and spoke model) that could

	<p>allow interchange as well as better access to health.</p> <ul style="list-style-type: none"> • Unreliability and the inability to predict accurate arrival time deters use of public transport for tightly scheduled appointments. • Uncertainty of treatment end times deters use of public transport for journey home. • Demand Responsive Transport is not able to guarantee arrivals except within a wide time band. Session time is not currently predictable, so the journey home cannot be scheduled with confidence, which is a deterrent to use or causes inefficient use of some resources (such as Patient Transport Service). • Some healthcare sites have poor facilities – such as lack of turn rounds, or poor shelter. • Zero tolerance to parking near bus stops <p>FOOD</p> <ul style="list-style-type: none"> • Bus operators are unwilling to divert to serve supermarkets without large payments. • Taxis and private hire cars are frequently used for food shopping, sometimes for return journey only, and are often shared.
4. Information	<ul style="list-style-type: none"> • Information provision is patchy and sometimes poor. Personalised journey planning offers opportunities, but must be high quality. • Information includes ensuring potential users know modes, routes, interchange and fares options are available. This can be provided in many forms. • If transport information is made available to NHS staff booking appointments, then patients can be offered the most appropriate travel options for their appointment. • There is also the potential to offer appropriate appointment times for the available transport. • Ticketing can be complex and confusing to health service users – who may be older or have disabilities – particularly where change of modes or operators is required. • Major healthcare sites are encouraged and sometimes required to have travel plans – particularly when moving or expanding. However, there still seems to be considerable scope for additional benefits from Travel Plans. • Large Out Patient clinics could benefit by co-ordinating dates/times with appropriate transportation.
5. Cross boundary issues	<ul style="list-style-type: none"> • Poor information, complex ticketing and lack of public transport routes are all deterrents to taking up health opportunities across the Black Country.

6. Safety and security	<ul style="list-style-type: none"> • A negative perception of the safety of public transport
7. Affordability	<ul style="list-style-type: none"> • Issues about affordability. • Free fares after 0930 for older people (60+) will increase demand for services to healthcare sites departing after this time. • Although regular travel on the services of one operator can be affordable, public transport can be expensive for less regular travel of patients and visitors, particularly where change of modes or operators is required. • There is a need to improve awareness and uptake of the Hospital Travel Costs Scheme. <p>FOOD</p> <ul style="list-style-type: none"> • Internet shopping will continue to grow in popularity. However poorer people are less likely to have the ability to shop on-line, and may be affected by minimum order restrictions or delivery charges. Shops can have difficulties meeting desired delivery times.
8. Cycling and walking	<ul style="list-style-type: none"> • Cycling not only increases access to healthcare, there are many health benefits and it is part of a healthy lifestyle in itself • Cycling has great potential to extend access directly to healthcare, and also to public transport. • Cycling and walking routes to healthcare sites are improving, but there is plenty of scope for further development. • Cycle provision (such as parking and showers, and way marking to and from sites) is poor at many healthcare sites.
9. Special Needs	<ul style="list-style-type: none"> • Hospital users are by definition more likely to have mobility difficulties. More accessible public transport could allow transfer from more expensive modes (such as Patient Transport Service). • High number/percentage of disabled blue badge holding car drivers who wish/need to park very close to the main hospital entrances. • Improvement in management of local authority contracts with regard to transport for the disabled. • Transport managers need to engage with disability groups • Need easy access buses on all routes to accommodate the disabled. • More funding for flexible services in transport • Shopmobility • Ring and Ride needs more telephone lines put on so more people can get through; and improved

	<p>user times and opening times</p> <ul style="list-style-type: none"> • Taxi drivers overcharging for wheelchair users; give taxi drivers more training in working with people with disabilities • Disabled parking zones need to be clearly defined; penalties for people who misuse disability parking spaces; more car spaces for disabled drivers • Make all buses have disability access; bus drivers need to be trained in disability awareness; make public transport accessible, safe and clean; • Bus timetables difficult to read; speaking timetables for visually impaired • Better pavements • Develop a multi-agency focus group around transport
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D. GEOGRAPHIC PROBLEMS IDENTIFIED BY LOCAL NEIGHBOURHOOD PARTNERSHIPS

<p>Analysis of various consultations:</p>
<p>ISSUE</p>
<p>Aldridge South and Streetly LNP</p> <ul style="list-style-type: none"> • Lack of activities for young people • Large groups of young people gathering causing the elderly and local residents to feel intimidated • Poor health provision in terms of dentistry and GP services • Develop Hundred Acre’s shops into a health centre for chiropody, x-ray, blood tests and day surgery • Increase bus services in the LNP area in the evenings • Better transport links to access health and other services in Walsall, i.e. smaller bus service.
<p>Blakenall and Bloxwich LNP</p> <ul style="list-style-type: none"> • Lack of transport for the elderly • Promote and raise awareness of elderly activities available in the LNP area, encouraging them to participate. • Lack of activities for young people <p>Note: WM strategic assessment showed Bloxwich to have a high proportion of low-income households but below average access to leisure facilities.</p>
<p>Brownhills & Aldridge North LNP</p> <ul style="list-style-type: none"> • Lack of use of school facilities for out of school activities

- Transport problems for young people wanting to access facilities in other parts of the borough
- Need to have library provision for smaller communities that can act as a one-stop shop offering other services.
- Expand Community Transport
- One new health centre for the area is not enough – need to know how people from outside the ward in which the health centre is located can reach it, i.e. accessibility is key
- Develop accessible transport (i.e. low loader buses) into Walsall Town Centre

Note: WM strategic assessment showed Brownhills to have a high proportion of the population experiencing a long-term limiting illness, but where access to a hospital (by low-floor bus) is well below the norm.

Palfrey and Pleck LNP

- Social facility for older people: mapping of what's already out there. Including vans, minibuses and drivers
- Nominal costs for community transport
- Providers need to incorporate people's views into service delivery – local services delivery must reflect local needs otherwise people's expectations won't be met.
- Older people not catered for – no decent health facilities for older BME groups

Pelsall and Rushall LNP

- Need bus service for the elderly
- Transport between Pelsall and the town centre is inadequate for those without vehicles.
- Influence the bus service provision in the LNP area

Pheasey & Paddock LNP

- Parents/guardians parking illegally during drop off and pick up of children, causing traffic congestion making it hazardous for people crossing roads and nuisance to local residents as illegal parking can prevent entrance to their driveways
- Engage with tPCT to explore ways of making screening available in community settings.
- Improve public transport and introduce more accessibility transport, especially in Parkhall.
- Support for community transport initiatives throughout the day is important, as there is generally an ageing population.
- Use all outreach facilities available in the area or community facilities. Wherever there is a venue, you can then administer health programmes such as flu vaccine and health screening for men.
- Organisations to work together to create more accessibility fitness centres. For example - Age Concern worked with the Fire service to open up the fire station fitness suite to elderly people who did not feel comfortable in “trendy gym”

Darlaston LNP

- Providing education/ vocational and employment programmes that meet the needs of the community
- Creation of employment opportunities for young people in places such as Bentley Mill
- Good transport infrastructure so that people could travel to wider areas for work
- Maximise opportunities for local people to benefit from regeneration proposals for the area

St. Matthews, Birchills and Leamore LNP

- Build on work with schools and the construction industry
- Opportunities for young disabled people

Willenhall LNP

- Local people fearing crime and feeling intimidated due to groups of youths gathering in areas such as bus stops, streets, shopping areas
- Lack of youth facilities for young people to engage in positive activities

All Areas

- Poor out of hours bus services
- Improve transport and other services especially for older people
- Promotion of Ring and Ride, with services available on the same day as booking
- Better access to Community Transport
- Better access to social services transport
- Shopmobility access to and around the town centre for people with disabilities

Organisations' objectives with relevance to accessibility planning		
Organisation	Objectives	How they integrate with the Action Plan
Centro	<p>The Overall Mission Statement of PTA/Centro's 20 Year Transport Strategy is "To increase the use of public transport, through partnership, to improve the economic, environmental, and social well being of the West Midlands". This is supported by three objectives:</p> <ul style="list-style-type: none"> • Opportunity: to provide people with the opportunity to use public transport • Quality: To continually improve the quality of public transport services and facilities • Communication: To communicate the availability and benefits of using public transport and its importance to the development of the West Midlands. 	<ul style="list-style-type: none"> • By assisting the accessibility planning process, Centro will be contributing to raise hopes, increase employment and career opportunities in Walsall. It will also seek to encourage people to take part in economic life by better targeting resources at communities and individuals that suffer poverty and social exclusion as well as by forging better links with the community, private and public sectors. • Centro is committed to WorkWise. Through WorkWise, Centro and partners aim at removing transport barriers for individuals seeking to return to employment. • Centro would like to further engage with local partners to identify and prioritise areas requiring accessibility planning. This will enable Centro and Walsall MBC to establish whether people can get to key services (jobs, healthcare, education, food shops) in a reasonable time, at a reasonable cost, safely and reliably. • The work through Accessibility Planning must consider all modes, including walking, cycling and public transport, and must also consider cross-boundary movement. It should also aim to ensure that people from a range of backgrounds depending on age, gender, ethnicity, and disability can get to key services. • Centro can contribute to the Walsall LAAP by considering what resources are committed to subsidised services in a given locality and whether there is any scope to change them; • Centro can also consider whether there are any other sources of public transport and community transport funding (capital and revenue) available in the locality (e.g. Local

		Transport Plan monies, Ring & Ride resources, Social Inclusion Fund, concessionary fare policy) that can contribute to the delivery of Walsall LAAP
Jobcentre Plus	<ul style="list-style-type: none"> To increase the effective supply of labour by promoting work as the best form of welfare and helping unemployed and economically inactive people move into employment. 	<p>To ensure that:</p> <ul style="list-style-type: none"> Availability of public transport is not a barrier to employment for Jobcentre Plus Priority Customers (ie. Lone Parents, 50+, Incapacity Benefit Claimants especially Ethnic Minority customers and those living in Deprived Neighbourhoods). Public transport is seen as the 'transport of choice' for our customers. Hence they no longer perceive transport as a barrier because they do not have their own car. All public transport has easy access for push-chair users and those with health problems/disabilities. Public transport enables residents to travel to major employment sites at the times required by employer shift patterns, hours/days of work. (NB. this transport must be reliable). The cost of transport is realistic and not seen as a barrier to employment and training. Jobcentre Plus customers have access to affordable transport to take them to sources of Jobcentre Plus e.channels at libraries and community learning centres etc. Transport Planning is reviewed as new employment sites evolve. Public Transport provides feasible access to employment and training locations/appropriate childcare provision for parents.
Local Neighbourhood Partnerships	<ul style="list-style-type: none"> Consult and involve residents, businesses and partner organisations in developing a Neighbourhood Agreement for their Local Neighbourhood Partnership areas. Increase the involvement of local citizens in improving the environment in which people live 	<ul style="list-style-type: none"> The Accessibility Action Plan will complement the accessibility related pledges identified by Local Neighbourhood Partnerships. Ensure that opportunities are available for Local Neighbourhood Partnerships to influence access and transport services across the borough from a local

	and work by influencing mainstream services and introducing innovation.	<p>perspective.</p> <ul style="list-style-type: none"> • Ensure the transport related issues that have been highlighted by Local Neighbourhood Partnerships are raised in a forum where local communities have an opportunity to influence positive change in their neighbourhoods • Ensure local involvement and consultation of residents in determining future accessibility issues, particularly transport issues in their areas. • Are interested in working in partnership with other organisations to create linkages with local neighbourhood issues and linking these to organisations' strategic targets with the objective of resolving them.
New Deal for Communities	<ul style="list-style-type: none"> • Reduce worklessness to the Borough average by 2011 	<ul style="list-style-type: none"> • Accessibility planning will help to ensure that transport is not a barrier or perceived barrier to employment.
Social Care and Inclusion	<ul style="list-style-type: none"> • Provide and improve support mechanisms which will allow service users to access services which best meet individual service user requirements • Increase efficiency and effectiveness • Improve Social Inclusion 	<ul style="list-style-type: none"> • Ensure that all available chances of delivering access and transport services in partnership with other agencies are explored and exploited, so that a more equitable, cost-effective and service user centred service maybe possible.
Walsall Citizen's Advice Bureau	<ul style="list-style-type: none"> • Ensure that individuals do not suffer through ignorance of their rights and responsibilities or of the services available to them or through an inability to express their needs effectively • Exercise a responsible influence on the development of social policies and services both locally and nationally 	<ul style="list-style-type: none"> • A high proportion of clients using Bureau services in the town centre and across the borough. will suffer from factors affecting social deprivation such as low income, unemployment, disability. • Accessibility planning will help address the needs of those without transport, older clients, those with disability issues and parents with young children in buggies
Walsall Lifelong Learning Alliance	<ul style="list-style-type: none"> • Promote collaboration among local learning/training providers. • Maximise the contribution of learning to local regeneration. • Identify the needs of the 'non-learner'. 	<ul style="list-style-type: none"> • This Action Plan has collaboration and partnership working at its heart. It will enable WLLA to work with a variety of other organisations. This Action Plan can help increase education levels of people. Working in partnership with other organisations may assist WLLA to work more effectively and efficiently. Making places of work accessible will help to

	<ul style="list-style-type: none"> • Enable children and young people to have access to broad and stimulating learning experiences in good schools with opportunities to develop independence, personal and social skills and a sense of self worth. Ensure children and young people have access to good play and sport facilities, cultural activities and entertainment. Ensure children and young people are able to travel safely and broaden their horizons 	<p>reduce travel barriers, increasing the effective labour supply.</p> <ul style="list-style-type: none"> • Although schools are represented by Education Walsall, there is the opportunity for Walsall Lifelong Learning Alliance (WLLA) to obtain and share the views of Adult and Community Learning providers and act as a conduit for this group and Black Country Learning and Skills Council who would have an interest in the work of this group. • The issues around people being able to access learning centres are a key priority for WLLA. This may relate to the geographic location of centres or accessibility for potential learners with physical mobility issues. • Good accessibility to schools and out of school activities will enable children and young people to increase their knowledge through greater learning, increase their independence and personal and social skills. Increased accessibility to sport and recreation facilities will encourage children to visit these locations. The theme of 'young people' is one that will be further explored as part of this Plan. As such, if safety is one area of concern that is a barrier to travel, this may be further explored as part of the Action Plan. • Making schools accessible by foot and cycle will greatly benefit the health and fitness of young people. Ensuring schools are accessible outside normal school hours will help encourage sport participation, further fitness or additional learning.
Walsall teaching Primary Care Trust	<ul style="list-style-type: none"> • Reduce health inequalities by improving social inclusion. • Ensure that communities are not disadvantaged through the distance they live from larger health care facilities, such as new health centre developments with combined services from the surrounding area. • Increase accessibility to GPs, family planning, dentists, opticians and other Primary Care 	<ul style="list-style-type: none"> • Ensure that transport and accessibility are firmly embedded in Local Delivery Plans and health needs assessment. • Enable development of an overall transport strategy that maps out expected future patient (and family) transport requirements and develops an integrated transport plan that optimizes support to patients (and families) in getting to and from the services that they require – both for the primary care centres, healthcare provision centres and local hospitals. • Increase accessibility to services, particularly in terms of hard

	<p>services. Also to increase accessibility to out-of-borough hospitals and specialist centres for those being referred from within Walsall.</p>	<p>to reach and socially excluded groups such as BME communities and those with physical and mental disabilities.</p> <ul style="list-style-type: none"> • Highlight areas where accessibility is poorer than in other areas.
Walsall Voluntary Action	<ul style="list-style-type: none"> • Help with consultation with the voluntary and community sector and our members in partnership with the Community Empowerment Network and other voluntary and community sector networks to inform the strategy/plan • Support voluntary and community sector service providers in the development of their organisation and service by providing opportunities for them to develop their organisation and identify funding/development/training opportunities. • Promote the voluntary and community sector as a service provider and increase the amount of services delivered by voluntary and community sector organisations 	<ul style="list-style-type: none"> • Ensure the LAAP is Compact compliant in following codes of practice in particular funding and consultation • Work with partner organisations to develop multi-agency solutions.
WMBC Economic Regeneration	<ul style="list-style-type: none"> • Improve transportation links to meet employers needs so they are able to increase output and overall productivity and to keep competitive in their market • Work with partners to improve accessibility to jobs for all people throughout all sectors in the borough. 	<ul style="list-style-type: none"> • Share any relevant data collected from companies • Help to inform where new accessible routes are necessary to increase employment and also to meet employers needs etc.
WMBC Leisure, Culture & Lifelong Learning	<ul style="list-style-type: none"> • Ensure that learning facilities are accessible to all • Increase community engagement, participation and satisfaction with Leisure, Culture and Lifelong Learning Services • Encourage children and young people to engage in more positive activities outside of normal school hours. 	<ul style="list-style-type: none"> • Accessibility to playgroups, schools and youth clubs will ensure opportunities for structured play and social development. In addition, accessibility to other activities like sports facilities provides further opportunities for social development. • Accessibility to libraries for information formal and informal learning, culture and recreation. Supporting educational attainment, development of skills, independent learning and

	<ul style="list-style-type: none"> • Offer local access to council services at places within local communities 	<p>self confidence.</p> <ul style="list-style-type: none"> • Provide access to and encourage a sense of pride of place by preserving and making available documents, photographs and artefacts from Walsall's history and heritage. • Is interested in using Accession to identify where local people can travel to easily and inform the future development of the service and also predict where problems might arise in people accessing the service
<p>WMBC Road Safety and Sustainable Travel</p>	<ul style="list-style-type: none"> • Develop effective travel plans with businesses and organisations in the borough • Give employers and employees travel choices to enable them to recruit from across the borough • Improve accessibility to school facilities outside of school hours. • Develop leadership / mentoring opportunities for children who do not enjoy competitive sports through walking & cycling initiatives. • Reduce the number of journeys by car to schools by promoting walking, cycling and public transport. • Increase the number of children who take part in cycling and walking initiatives including the walking bus scheme, walk to school week and safer cycling courses. • Make cycling a feasible option for journeys of two miles or less. • Develop a network of cycle routes around Walsall Borough between Walsall Town Centre and district centres. • Reduce levels of childhood obesity. • Raise awareness and change perceptions about cycling and walking. 	<ul style="list-style-type: none"> • Accession is a useful tool to inform the travel planning process and helps to determine objectives and actions • Mapping will identify gaps in the public transport and cycle network. • Assist in the development of school travel plans

LOCAL ACCESSIBILITY ACTION PLAN

APPENDIX 4

INDEX OF PROBLEMS IN THE ACTION PLAN

Children and Young People

- 1 Perception that cycling and walking are dangerous activities
- 2 Library services not reflecting local need
- 3 School site rationalisation does not take into account of pupil accessibility
- 4 Provision and planning of work experience does not take into account levels of accessibility
- 5 Perceived problems of safety and security are deterring children and their parents from using bus services
- 6 Perceived lack of out of normal hours public transport services for children and young people to access clubs, leisure facilities
- 7 At peak times children and commuters are competing for the same bus services
- 8 Illegal parking around schools with parents dropping children off causing traffic and congestion for other road users, hazardous conditions for pedestrians and nuisance to local residents having their driveways blocked.

Safer and Stronger Communities

- 9 Accessibility problems are not being identified and tackled
- 10 Library services not reflecting local need
- 11 Links between communities and key services are being prevented by gaps in current transport provision (better interchange facilities)
- 12 Voluntary and community sector are not fully engaged in identifying and resolving accessibility problems
- 13 Communities can be segregated out of hours due to a drop off in public transport provision
- 14 There is a perception that Pheasey and Streetly are segregated from the rest of Walsall borough due to poor levels of public transport accessibility
- 15 Brownhills may be seen as being segregated as it is not able to be accessed from its key centre, Walsall, in the morning peak within 30 minutes.
- 16 Security and perceived safety on and off public transport

Healthy Communities, Older People/ Vulnerable Adults

- 17 Lack of involvement by people with disabilities when transport and regeneration schemes are being developed.
- 18 Taxi drivers lack understanding of the needs of people with disabilities.
- 19 Bus services most frequently used by wheelchair users do not all necessarily incorporate facilities for easy access
- 20 Specialist health services are concentrating on fewer, bigger centres which are not necessarily accessible by all that need them.
- 21 Low take up of concessionary fares scheme for senior citizens (over 60) and people with disabilities

- 22 Provision and location of disabled parking within the town and districts centres does not meet current needs and limits the scope of access.
- 23 Perceived problem of access to general medical practitioners within the Pheasey area.
- 24 Perceived problem of access and availability of NHS dentists
- 25 Poor quality of access links between the Manor Hospital and Walsall town centre.

Economic Development and Enterprise

- 26 Darlaston SDA proposals do not currently have public transport linkages within 30 minutes travel time to the large areas of deprivation and long-term unemployed within the Bloxwich and Blakenall area.
- 27 The redevelopment of Brownhills, as one of the 10 transformational projects from the Walsall Strategic Regeneration Framework, may be compromised by the inability to access Brownhills Town Centre by public transport within 30 minutes during the weekday morning peak.
- 28 The redevelopment of Willenhall, as one of the 10 transformational projects from the Walsall Strategic Regeneration Framework, may be compromised by the levels of congestion during the working week and the lack of bus segregation that is preventing 15 minute bus services between Willenhall and Walsall Town Centre. These services are achievable on Saturdays when congestion levels are less.
- 29 The redevelopment of the Goscote Lane Area of Bloxwich, one of the 10 transformational projects from the Walsall Strategic Regeneration Framework, may be compromised by the poor levels of public transport accessibility.
- 30 The redevelopment of Moxley, one of the 10 transformational projects from the Walsall Strategic Regeneration Framework, may be compromised by the poor bus, cycling and walking connections between the sites and the existing metro line between Wolverhampton and Birmingham.
- 31 The redevelopment of Bentley Local Centre, one of the 10 transformational projects from the Walsall Strategic Regeneration framework, may be compromised by the poor levels of public transport accessibility.
- 32 Continued development within the borough may create new accessibility concerns and add to associated congestion and air quality problems, unless accessibility becomes more closely integrated into the Development Control process.
- 33 The employment sites in Aldridge are not accessible by PT within 30 minutes from the areas of high deprivation and long-term unemployed within Blakenall and Bloxwich, including the New Deal Area.
- 34 Access to public transport to the Green Lane areas of employment is not possible from parts of Brownhills and Darlaston, which have high areas of deprivation and long-term unemployed. The extent of this problem is at its worst during evenings and at the weekend, when shift changes will occur.
- 35 The proposed site for the new Skills Centre in Blakenall has perceived poor levels of accessibility by public transport, which could deter the take-up of courses and prevent the skills gap within the authority from being narrowed.

Local Area Agreement (LAA) Pillar 1: Children and Young People								
Short-term:	6-12 months							
Medium-term	1-2 years							
Long-term	2 years onwards							
Action Plan 1								
Problem: Perception that cycling and walking are dangerous activities								
Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	Change attitudes/perceptions towards walking and cycling to achieve modal shift	Raise awareness through promotional campaign	Via school travel plans	WMBC	NDC	Staff time	Improved knowledge and awareness among children & parents Reduction in obesity levels Being Healthy SSC5, 7, 8	Safer Routes to School, Health Schools, Eco Schools
Medium-term	As above	As above	Structured courses via community and leisure centres and schools	WMBC	Sure Start, Steps to Work, LNPs, NDC	Funding of officer to support initiatives	Improved knowledge/confidence. Increased number of cyclists and pedestrians CYP1,2,3,4,5 SSC8,11 HCOP1,2,3 EDE5	Every Child Matters, Safer Routes to School, Healthy Schools
Medium-term	Improve education of the whole family unit on walking and cycling	Improve access to cyclist and pedestrian training	Offering cycling and pedestrian training to parents and children	WMBC	CTC, NDC	Funding of officer time to support training initiatives	Improved knowledge and relationships within the family unit. Reduction in obesity levels	
Long-term	Provide better facilities for cyclists and pedestrians	Identify cycling and walking facilities which will have most	Accessibility modelling, consultation and	WMBC	LNPs Schools, Education Walsall	Staff time and capital investment		Cycling Strategy , Walking & Mobility

		impact on communities	engineering measures		CTC Sustrans, Ramblers			Strategy Council Vision
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Action Plan 2								
Problem: Library services not reflecting local need								
Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	Ensure that there is a library service available within 2 miles of every household in Walsall	Assess every proposed relocation/new build to ensure the maintenance of this requirement	Review all proposals	Libraries and Heritage Management Team	Property Services	Initially none	Every household will be within 2 miles of a library service point	Council pledges
Medium-term	Enhance opening hours at local libraries to reflect local needs	Review opening hours as part of Library Modernisation Plan	Undertake consultation to identify community needs. Opening hours tailored to reflect community	Libraries and Heritage Management Team		Restructure of Libraries staffing resource	Opening hours offer maximum access	Council pledges
Long-term	Any relocation of services should take into account the ability of target users to access e.g. on bus routes	Review accessibility as part of Library Modernisation Plan	Undertake consultation to identify community needs. Opening hours tailored to	Libraries and Heritage Management Team		Will require specific investment	Maximum accessibility	Council pledges

			reflect community					
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Action Plan 3								
Problem: School site rationalisation does not take into account pupil accessibility								
Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	That accessibility helps to inform future service planning and service developments	Education Walsall/LEA champion accessibility within their own service area	Review all school rationalisation proposals with regard to accessibility	Education Walsall	Schools, LNPs	Staff time	Schools are more accessible to the community, increasing efficiency and reducing long term costs.	Building Schools for the future
Medium-term	As above	Accessibility planning integrated within the assessment criteria for school provision	Audit Commission Self Assessment Tool/Accession modelling	Education Walsall			As above	
Medium-term	As above	Accessibility planning more widely integrated into the development control process.	New build schools	Education Walsall	WMBC		As above	

Action Plan 4								
Problem: Provision and planning of work experience does not take into account levels of accessibility								
Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies

Short-term	Ensure that pupils are not disadvantaged by transport costs	Education Walsall/LEA champion accessibility within their own service area	Investigate ways to fund transport costs	Education Walsall			More opportunities for pupils who might otherwise be disadvantaged	
Medium-term	Identify ways of subsidising sustainable travel to work opportunities	Encourage employers to contribute towards sustainable travel expenses to work experience	As above	Education Walsall	Schools Employers TravelWise WorkWise		As above	

Action Plan 5								
Problem: Perceived problems of safety and security are deterring children and their parents from using bus services								
Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Medium-term	Deter and detect crime, vandalism and graffiti on TWM buses	Passengers' tickets and travel arrangements scrutinised on Bus and Metro	Operation Safer	TWM	Police	Staff time	Safer bus and tram network	
Medium-term	Reduce crime, disorder and anti-social behaviour on bus and tram network	Targeted school liaison work	SMART Schools project	TWM	Police	Staff time	Good behaviour, respect and good citizenship	
	Determine the quality and reliability of transport services	Consultation with parents	Parents' questionnaire	Education Walsall	Schools			Every Child Matters agenda

	provided							Staying Safe
	Determine the views of transport provided and alternative methods of reaching school safely.	Appraise pupils of their views		Education Walsall	Schools			As above

Action Plan 6								
Problem: Perceived lack of out of normal hours public transport services for children and young people to access clubs, leisure facilities etc.								
Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	Improve access to clubs and leisure facilities outside normal hours	Accession modelling	Accession modelling of facilities and “reality” checks by LNPs	LAAP Working Group	LNPs	Staff time	Identify gaps in transport provision and possible solutions	Council Vision
Medium-term	As above	Determine scope for Community Transport based services		LAAP Working Group			As above	
Long-term	As above	Build up user base to justify better commercially scheduled services		LAAP Working Group			As above	

Action Plan 7

Problem: At peak times children and commuters are competing for the same bus services								
Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	More efficient transport system	Investigate staggering school start and finish times	School Travel Plans	WMBC	Schools CENTRO Bus operators		More efficient use of transport and reduced costs	Extended Schools Prospectus
	As above	Work with employers/employees to implement travel plans (including homeworking, flexi hours)	Company TravelWise	WMBC	CENTRO TWM Chamber of Commerce Employers		As above	
	As above	As above	Implement WMBC Staff Travel Plan	WMBC	CENTRO TWM		As above	
Medium-term	As above	Investigate the scope for dedicated schools services	Liaise with schools	LAAP Working Group	CENTRO Education Walsall		As above	

Action Plan 8

Problem: Illegal parking around schools with parents dropping children off causing traffic and congestion for other road users, hazardous conditions for pedestrians and nuisance to local residents having their driveways blocked.

Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Medium / Long-term	Improve safety around schools	Identify measures to reduce the problem	School Travel Plans	Schools	WMBC LNPs	Staff time	Reduced parking and congestion around school	LNP Neighbourhood Agreements

Local Area Agreement (LAA) Pillar 2: Safer and Stronger Communities								
Short-term:	6-12 months							
Medium-term	1-2 years							
Long-term	2 years onwards							
Action Plan 9								
Problem: Accessibility problems are not being identified and tackled								
Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	Improving connectivity between homes and job opportunities, health and other community facilities	Accession modelling	SPiR	LAAP Working Group	LNPs Employers PCT Facility providers		More connected communities	LNP Neighbourhood Agreements
Short-term	As above	Identify gaps in the network	Liaise with LNPs	LAAP Working Group			As above	
Medium-term	As above	Implement action plan		LAAP Working Group			As above	
Short-term	As above	Consult with Voluntary and Community Sector (VCS) in Walsall	Play an active role in planning any consultation exercise	Walsall Voluntary Action	Community Empowerment Network LNP	Postage General Office Admin	Increase the role of VCS in delivering public service Participative and cohesive community	Walsall Local Compact Community Engagement Strategy

Action Plan 10

Problem: Library services not reflecting local need								
Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	Ensure that there is a library service available within 2 miles of every household in Walsall	Assess every proposed relocation/new build to ensure the maintenance of this requirement	Review all proposals	Libraries and Heritage Management Team	Property Services	Initially none	Every household will be within 2 miles of a library service point	Council pledges
Medium-term	Enhance opening hours at local libraries to reflect local needs	Review opening hours as part of Library Modernisation Plan	Undertake consultation to identify community needs. Opening hours tailored to reflect community	Libraries and Heritage Management Team		Restructure of Libraries staffing resource	Opening hours offer maximum access	Council pledges
Long-term	Any relocation of services should take into account the ability of target users to access (on bus routes, with adequate parking)	Review accessibility as part of Library Modernisation Plan	Undertake consultation to identify community needs. Opening hours tailored to reflect community	Libraries and Heritage Management Team		Will require specific investment	Maximum accessibility	Council pledges

Action Plan 11								
Problem: Links between communities and key services are being prevented by gaps in current transport provision								
Timescale	Objective	Action	How action	Lead	Other	Resource	Outcome	Link to

			will be undertaken	body	partners	implications		other policies
Short-term	Co-ordinate transport services to improve connections between neighbourhoods and essential services, and to make better use of resources, e.g. combining public transport with community transport services	More detailed mapping at LNP level	Accession modelling	WMBC	LNPs	Staff time	More connected communities	LNP Neighbourhood Agreements
Medium-term	As above	Analyse current provision and potential for either new or dedicated services, or changes to existing services	LAAP working group	WMBC	LNPs	Staff time	As above	
Long-term	As above	Implement action plan	LAAP working group		CENTRO Bus operators, Community Transport	Would need revenue and capital support (LTP, Centro, LAA)	As above	

Action Plan 12

Problem: Voluntary and community sector are not fully engaged in identifying and resolving accessibility problems

Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	Identify accessibility problems	Work with community groups through WBSP	Modelling work to identify problems	LAAP Working Group	Community Empowerment Network (CEN) and Walsall Voluntary Action (WVA)	Staff time	More engaged voluntary and community sector	
Medium-term	As above	Work with partner organisations to develop multi-agency solutions.		LAAP Working Group	As above		As above	

Action Plan 13								
Problem: Communities can be segregated out of hours due to a drop off in public transport provision								
Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	Co-ordinate transport services to improve connections between neighbourhoods and essential services, and to make better use of resources, e.g.	Accession modelling	Accession modelling of facilities and “reality” checks by LNPs	LAAP Working Group	LNPs	Staff time	More connected communities	Council Vision LNP Neighbourhood Agreements

	combining public transport with community transport services							
		Survey to establish latent demand	Conduct questionnaire of transport users	LNPs				LNP Neighbourhood Agreements
Medium-term	As above	Determine scope for Community Transport based services	Analyse outcomes				As above	
Long-term	As above	Build up user base to justify better commercially scheduled services	Develop Action Plan	LAAP Working Group	Community Transport CENTRO Bus operators	Would need revenue and capital support (LTP, Centro, LAA)	As above	

Action Plan 14

Problem: There is a perception that Pheasey and Streetly are segregated from the rest of Walsall borough due to poor levels of public transport accessibility

Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	Improve viable public transport between Walsall and Pheasey/ Streetly	Accession modelling	Partnership working	LAAP working group	LNPs	Staff time and impact on SPIR	Improved bus-based transport links	LNP Neighbourhood Agreements
	As above	Determine scope for Community Transport based services					As above	
	As above	Build up user base to justify better commercially scheduled services			Community Transport CENTRO Bus operators	Would need revenue and capital support (LTP, Centro, LAA)	As above	

Action Plan 15								
Problem: Brownhills may be seen as being segregated as it is not able to be accessed from its key centre, Walsall, in the morning peak within 30 minutes.								
Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies

Short-term	Improve viable public transport journey times between Walsall and Brownhills	Complete viability study into Bus Rapid Transit (BRT) provision	By Consultants	Centro	WMBC	Staff time involved in study	Clarity on the viability of Bus Rapid Transport Improving access from deprived areas to key employment and training	LTP policies LNP Neighbourhood Agreements
Medium-term	As above	Progress Brownhills Transport Package to reduce congestion impacts	Complete and submit business case to DfT for approval	WMBC	Other LTP partners	Staff time & consultants fees, plus contributor y costs to scheme	As above Reduced congestion on network, limiting impact on buses	As above
Long-term	As above	Determine long-term viability of rail-based links	Partnership study with Centro	WMBC	Network Rail	Staff time & consultants fees	Clarity on the viability of rail As above	As above

Action Plan 16								
Problem: Security and perceived safety on and off public transport								
Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Medium-term	Deter and detect crime, vandalism and graffiti on TWM buses	Passengers' tickets and travel arrangements scrutinised on Bus and Metro	Operation Safer	TWM	Police	Staff time	Safer bus and tram network	
Medium-term	Reduce crime, disorder and anti-	Targeted school liaison work	SMART Schools	TWM	Police	Staff time	Good behaviour, respect and good citizenship	

	social behaviour on bus and tram network		project					
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Local Area Agreement (LAA) pillar 3: Healthier Communities and Older People/Vulnerable People

Short-term:	6-12 months
Medium-term	1-2 years
Long-term	2 years onwards

Action Plan 17
Problem: Lack of involvement by people with disabilities when transport and regeneration schemes are being developed.

Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	Ensuring best practice in public realm design, taking account of the needs of Walsall's diverse community.	Work with Disability Forum to set up "Proving Group"	Regeneration to lead	WMBC	Disability Forum/WHG/WRC	£2-3k	Improved design of public spaces	DDA

Action Plan 18
Problem: Taxi drivers lack understanding of the needs of people with disabilities.

Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	Improve awareness of the particular needs of people with disabilities	Disability Awareness Training	All new taxi drivers to receive awareness training prior to obtaining license	Taxi licensing		Staff time	More inclusive society	DDA

Action Plan 19								
Problem: Bus services most frequently used by wheelchair users do not all necessarily incorporate facilities for easy access								
Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	Ensure that key bus routes have regular wheelchair access	Identify and prioritise routes/services for improvement	Liaise with disability groups	LAAP Working Group	Disability Forum	Officer time	More inclusive society	Council Vision DDA
Medium-term	As above	Develop action plan for improvement	Liaise with bus operators	LAAP Working Group	TWM CENTRO			

Action Plan 20								
Problem: Specialist health services are concentrating on fewer, bigger centres which are not necessarily accessible by all that need them.								
Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	Ensure the Local Delivery Plans deliver cost effective health care and other health promoting services	PCT to champion accessibility within their own service area	Modelling work of potential new sites	LAAP Working Group			A more equitable, cost-effective and patient centred health service	

Medium-term	Ensure that communities are not disadvantaged through the distance they live from larger health care facilities	All new health equity audits and health needs assessments will examine barriers to accessing services to a variety of social groups	Modelling to quantify problem Consultation	PCT	LNPs	Staff time	As above	Local Delivery Plans,
	As above	As above	Test solutions				As above	
	As above	As above	Implement solutions				As above	

Action Plan 21								
Problem: Low take up of concessionary fares scheme for Senior Citizens (over 60) and people with disabilities								
Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	Increase awareness of Concessionary Travel Scheme	Publicity campaign	Posters in bus shelters, radio, post distribution to GP surgeries and community venues	Centro			More uptake of scheme	
	Improve information provision for people eligible for concessionary	Basic journey planning and timetable advice	Provide information via Walsall First Stop Shop	Centro	WMBC			

	fares							
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Action Plan 22
Problem: Provision and location of disabled parking within the town and districts centres does not meet current needs and limits the scope of access.

Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	Enable Shopmobility to become self-financing	Identify short-term funding for Shopmobility	Partnership working	WMBC		Short-term funding £10k	Social Inclusion	DDA
Short-term	Deliver improvements to disabled parking	Through parking strategy	Establish process	WMBC	Disability Forum			
Medium-term			Deliver improvements	WMBC				

Action Plan 23
Problem: Perceived problem of access to general medical practitioners within the Pheasey area.

Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	Ensure the Local Delivery Plans deliver cost effective health care and other health promoting services	PCT to champion accessibility within their own service area		PCT			A more equitable, cost-effective and patient centred health service	

	Ensure that communities are not disadvantaged through the distance they live from general medical practitioners	All new health equity audits and health needs assessments will examine barriers to accessing services to a variety of social groups	Modelling to quantify problem Consultation	PCT	LNPs	Staff time	As above	Local Delivery Plans,
Medium-term	As above	As above	Test solutions				As above	
	As above	As above	Implement solutions				As above	

Action Plan 24								
Problem: Perceived problem of access and availability of NHS dentists								
Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	Ensure the Local Delivery Plans deliver cost effective health care and other health promoting services	PCT to champion accessibility within their own service area		PCT			A more equitable, cost-effective and patient centred health service	
	Ensure that communities are not disadvantaged through the distance they live	All new health equity audits and health needs assessments will examine	Modelling to quantify problem Consultation	PCT	LNPs	Staff time	As above	Local Delivery Plans,

	from NHS dentists	barriers to accessing services to a variety of social groups						
Medium-term	As above	As above	Test solutions				As above	
	As above	As above	Implement agreed improvements				As above	

Action Plan 25								
Problem: Poor quality of access links between the Manor Hospital and Walsall town centre.								
Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	Improved wayfinding to Manor Hospital	Improved signage and information on walking and cycling routes to the Manor Hospital from key town centre locations	Identification of key town centre locations	WMBC	Walsall Hospitals NHS Trust	Capital cost of signage		
			Identification of appropriate walking and cycling routes					
			Installation of new signage and					

			availability of information on routes					
Short-term	Improvement to Manor Hospital bus services	Review of bus services to the Manor Hospital site	Review the provision and utilisation of bus services to the Manor Hospital	CENTRO	Walsall Hospitals NHS Trust WMBC TWM			
			Identify agreed actions and resources to deliver improvements to the service					
			Implement agreed improvements					
Medium-term	Adequate wayfinding to the Manor as part of the new ring road improvements	Ensure appropriate wayfinding information to the Manor Hospital is included in the new ring road scheme	Liaison to ensure Hospital signage is included	WMBC	Walsall Hospitals NHS Trust			
	Improved public transport links to	Support the development of	Active support to	Walsall Hospitals	WMBC			

	the Manor Hospital site	the proposed light rail system to link the Manor Hospital with other local centres	the proposed light rail system in accordance with the West Midlands Local Transport Plan 2006	NHS Trust				
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Local Area Agreement (LAA) pillar 4: Enterprise and Economic Development	
Short-term:	6-12 months
Medium-term	1-2 years
Long-term	2 years onwards

Action Plan 26
Problem: Darlaston SDA proposals do not currently have Public Transport linkages within 30 minute travel time to the large areas of deprivation and long-term unemployed within the Bloxwich and Blakenall area.

Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Medium-term	Create viable public transport alternatives for linking DSDA to Bloxwich and Blakenhall	Look into bus-based transport links, either new or dedicated services, or changes to existing services	Partnership working and controls through Planning process	Planning Authority WMBC	Developers , Centro, WRC, Bus operators & Community Transport	Would need revenue and capital support (eg s106, LTP, Centro, LAA)	Bus-based services providing the links Creating new employment opportunities for unemployed	LTP policies LNP Neighbourhood Agreements
Long-term	As above	Look into rail-based transport links into the DSDA site (Metro and heavy Rail), with efficient	Partnership working with Centro and rail operators	WMBC	Centro, rail operators, Network Rail, DfT	Would need capital and possibly revenue support	As above Integrated and efficient linkages into the DSDA area	As above

		interchange opportunities						
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Action Plan 27

Problem: The redevelopment of Brownhills as one of the 10 transformational projects from the Walsall Strategic Regeneration Framework may be compromised by the inability to access Brownhills Town Centre by public transport within 30 minutes during the weekday morning peak.

Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	Improve viable public transport journey times between Walsall and Brownhills	Complete viability study into Bus Rapid Transit (BRT) provision	By Consultants	Centro	WMBC	Staff time involved in study	Clarity on the viability of BRT Improving access from deprived areas to key employment and training	LTP policies LNP Neighbourhood Agreements
Medium-term	As above	Progress Brownhills Transport Package to reduce congestion impacts	Complete and submit business case to DfT for approval	WMBC	Other LTP partners	Staff time & consultants fees, plus contributory costs to scheme	As above Reduced congestion on network, limiting impact on buses	As above
Long-term	As above	Determine long-term viability of rail-based links	Partnership study with Centro	WMBC	Network Rail	Staff time & consultants fees	As above Clarity on the viability of rail	As above

Action Plan 28

Problem: The redevelopment of Willenhall as one of the 10 transformational projects from the Walsall Strategic Regeneration Framework may be compromised by the levels of congestion during the working week and the lack of bus segregation that is preventing 15 minute bus services between Willenhall and Walsall Town Centre. These service times are achievable on Saturdays when congestion levels are less.

Timescale	Objective	Action	How action will be	Lead body	Other partners	Resource implications	Outcome	Link to other
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			undertaken					policies
Short-term	Reduce impacts of congestion on links between Walsall and Willenhall	Complete study into viability of solutions to improve M6 jcn 10	Partnership study	Highways Agency	WMBC	Staff time and consultants fees	Clarity on viability of network changes Improve access to jobs and skills training	LTP policies LNP Neighbourhood Agreements
Medium-term	As above	Implement Bus Showcase initiatives between centres	LTP Capital programme	WMBC	Centro, TWM	Staff time and capital investment	As above Reduced impact of congestion on bus services	As above
Long-term	As above	Develop 5W's metro route	LTP Capital programme	Centro	WMBC	Staff time and capital investment	As above Provide viable PT alternative	As above

Action Plan 29

Problem: The redevelopment of the Goscote Lane Area of Bloxwich, one of the 10 transformational projects from the Walsall Strategic Regeneration Framework may be compromised by the poor levels of public transport accessibility.

Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-medium term	Improve Public Transport accessibility of the area	Identify bus-based transport improvements and source financial contributions (Developers, bids etc)	Through development control process	WMBC	Centro, bus operators, community transport	Staff time and possible partnership funding	Improved bus-based transport links Accessibility of key services / facilities	LTP policies
	Establish appropriate development for	Input into development process to try and	Through regeneration plans and	WMBC	Developers	Staff time	As above Site developed	As above

	nature of site in terms of accessibility	secure appropriate development	DC process				accordingly	
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Action Plan 30
Problem: The redevelopment of Moxley, one of the 10 transformational projects from the Walsall Strategic Regeneration Framework may be compromised by the poor bus, cycling and walking connections between the sites and the existing metro line between Wolverhampton and Birmingham.

Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-medium term	Greater connectivity between site and metro line	Divert bus services to create the link to metro stops from site	Test changes to network and seek operator support	Centro	WMBC Developers	Seek developer contributions where needed	Raise viability of site to develop Improve access to jobs and skills training	LTP policies
	As above	Better pedestrian and cycle links to metro stops from site	Review options and invest in upgrades	WMBC	Centro Developers	As above plus LTP money	As above	As above

Action Plan 31
Problem: The redevelopment of Bentley Local Centre, one of the 10 transformational projects from the Walsall Strategic Regeneration Framework may be compromised by the poor levels of public transport accessibility.

Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	Improve Public Transport accessibility of the area	Identify bus-based transport improvements and source financial contributions (Developers, bids	Through development control process	WMBC	Centro, bus operators, community transport	Staff time and possible partnership funding	Improved bus-based transport links Accessibility of key services / facilities	LTP policies

		etc)						
	Establish appropriate development for nature of site in terms of accessibility	Input into development process to try and secure appropriate development	Through regeneration plans and DC process	WMBC	Developers	Staff time	Site developed accordingly	As above
Long-term	Improve Public Transport accessibility of the area	Create viable links to 5W's metro stops	Test changes to network and get operator support	WMBC	Centro, bus operators	Developer and LTP contributions	Raise viability of site to develop Accessibility of key services / facilities	As above

Action Plan 32

Problem: Continued development within the borough may create new accessibility concerns and add to associated congestion and air quality problems, unless accessibility becomes more closely integrated into the Development Control process.

Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	Get more appropriate spatial development within the borough	Increase consideration of accessibility issues in the development control process	Integrate accessibility analysis into development control process	WMBC	Developers	Staff time and impact on SPIR	Reduced need for car trips, reduced congestion & improved air quality Better environment and improved viability of sites for development	LTP policies

Action Plan 33

Problem: The employment sites in Aldridge are not accessible by PT within 30 minutes from the areas of high deprivation and long-term unemployed within Blakenall and Bloxwich, including the New Deal Area.

Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-	Create viable	Look into bus-	Partnership	WMBC	Centro,	Would need	Greater take up of jobs	LTP

term	public transport alternatives for improved linkages	based transport links, either new or dedicated services, or changes to existing services	working		Bus operators, Community Transport & companies	revenue and capital support (eg private, LTP, Centro, LAA)	from areas of deprivation in Aldridge Creating new employment opportunities for unemployed	policies LNP Neighbourhood Agreements
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Action Plan 34

Problem: Access by Public Transport to the Green Lane areas of employment is not possible from parts of Brownhills and Darlaston, which have high areas of deprivation and long-term unemployed. The extent of this problem is at its worst during evenings and at the weekend, when shift changes still occur

Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	Create viable public transport alternatives for improved linkages	Look into bus-based transport links, either new or dedicated services, or changes to existing services	Partnership working	WMBC	Centro, Bus operators, Community Transport & companies	Would need revenue and capital support (eg private, LTP, Centro, LAA)	Greater take up of jobs in Green Lane area from areas of deprivation Creating new employment opportunities for unemployed	LTP policies

Action Plan 35

Problem: The proposed site for the new Skills Centre in Blakenall has poor levels of accessibility by Public Transport, which could deter the take-up of courses and prevent the skills gap within the authority from being narrowed.

Timescale	Objective	Action	How action will be undertaken	Lead body	Other partners	Resource implications	Outcome	Link to other policies
Short-term	Improve access to skills training for those that need it most	Review site location to determine if more appropriate sites are available	Work with promoters of development to assess alternatives	Promoter of site	WMBC	Staff time	Greater access to skills training Improve skill base and levels of employment	LTP policies
	As above	Look into bus-based transport	Partnership working	WMBC	Centro, Bus	Would need revenue and	As above	As above

		links, either new or dedicated services, or changes to existing services			operators, Community Transport & skills centre	capital support (eg private, LTP, Centro, LAA)		
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