



Longbridge **Connectivity**

Infrastructure Package Proposal

THE LONGBRIDGE TRANSFORMATION

Following the collapse of MG Rover with the loss of 6,500 jobs in 2005, St. Modwen, the UK's leading regeneration specialist, created a new vision to give Longbridge back its heart.

The £1bn regeneration of the 468 acre site seven miles south west of Birmingham city centre is one the GBSLEP Growth Strategy's 6 economic zones with a growth potential to deliver up to 10,000 new jobs through a diverse range of employment opportunities and more than 2,000 new homes.

In order to achieve this, the key aim of the Longbridge regeneration project is to deliver a successful business environment creating employment opportunities for existing and new businesses and a destination that works for the local community with a range of housing, a college and a new vibrant town centre.

Longbridge is the largest and most active private sector led brownfield development in the Midlands and is a prime example of how large scale regeneration of our industrial heartland can be successfully achieved.



The first phase of regeneration at Longbridge has included:

- The £100m Longbridge Technology Park, incorporating The Innovation Centre, which is now home to 40 technology-led businesses employing in excess of 350 people, and the adjacent Devon Way, a 31,208 sq ft follow-on office building;
- A £66m new educational facility for Bournville College, which opened in 2011, and caters for 15,000 students;
- A £70m new town centre, which opened in August 2013, with 24 shops and restaurants, including an 85,000 sq ft Sainsbury's store, a 75-bedroom Premier Inn and Beefeater restaurant, a Hungry Horse pub, Costa Coffee, Hallmark Cards, Thorntons, Greggs and a number of independent retailers;
- Austin Park, the £2m, three acre, open green space in the heart of the town centre;

- The Cofton Centre, the £23m, 35 acre industrial facility, which is home to specialist businesses and where planning permission exists for a number of design and build opportunities, from 30,000 to 225,000 sq ft;
- The £5m myplace youth centre 'The Factory';
- 37,000 sq ft of town centre office accommodation at Seven House and Park Point;
- Construction of 132 homes at Park View by St. Modwen Homes, 100% sold;
- Construction of 229 homes at Cofton Fields by Persimmon Homes as part of a JV partnership;
- Construction of a new Construction Centre for Bournville College.

One of the biggest social and community benefits of the regeneration of Longbridge is the creation of new avenues for employment. Nearly 70% of MG Rover workers were resident in the Longbridge 'travel to work' area at the time of its collapse. The project has already helped to secure 3,500 new jobs - both temporary and permanent - with the total number of employment opportunities created expected to exceed 10,000 once the regeneration is complete.

Since 2007, the regeneration of Longbridge has helped to deliver over £111m in Gross Value Added (GVA) to the regional economy. An annual GVA contribution of £134m is expected by 2015.

Longbridge has created a diverse new environment in what was a blighted area. Its continued success is testament to the financial investment, hard work and determination of St. Modwen and our stakeholders, including the Homes and Communities Agency and Birmingham City Council.

WHAT'S NEXT?

Longbridge is already creating a diverse new environment in what was a blighted area. St. Modwen alongside key partners operating in the GBSLEP area remain focused on delivering further successful regeneration at Longbridge for the benefit of the local community, existing businesses and the wider GBSLEP area.

From 2015 the Longbridge development will aim to deliver Town Centre Phases 2, 3, 4 and 5, and employment development on the remainder of Longbridge North and Longbridge West, creating around 3,800 new full time positions, a cumulative total of over 8,000 across the site.

In addition and in line with the GBSLEP's skills agenda, Bournville College and other key education providers in the area are working collaboratively to ensure the availability of a labour force able to take advantage of the employment opportunities presented by the growth agenda.

As part of this there are expansion plans aimed at attracting a further 5000 students to the College over the next five years. This is in addition to the current 15,000 students visiting the College on a daily basis, putting further pressure on local and sub-regional transport links in and out of Longbridge town centre.

As well as improving physical connectivity, there is an ambition to invest in smart technologies to ensure easier access to markets for SME and local businesses. The expanding Longbridge Technology Park and Innovation Centre therefore needs improved digital connectivity to underpin this transformational change.

As these new opportunities for jobs, skills and innovation open up it is vital the right infrastructure is in place to unlock future growth in Longbridge and the wider LEP area.



BUILDING ON THE CURRENT LINKS

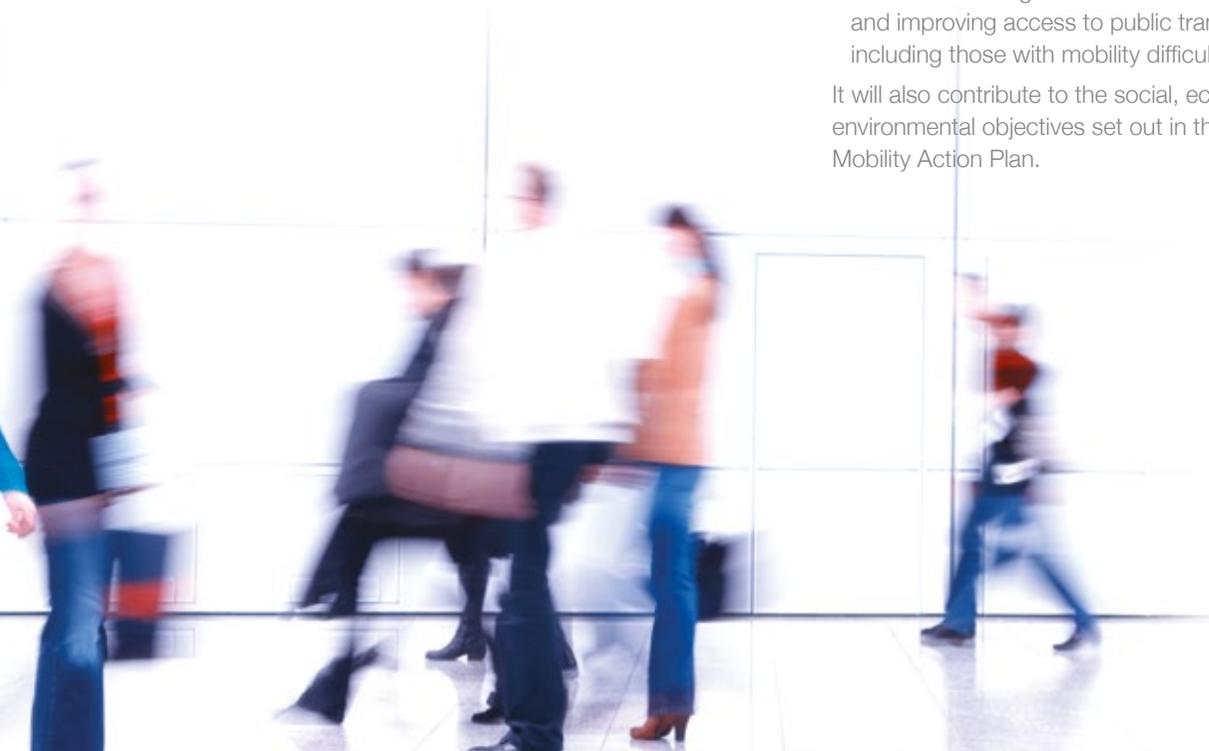
As acknowledged by the GBSLEP, investing in the right infrastructure providing better connectivity and a new era of digital solutions for business can accelerate growth and be a deciding factor for new businesses when making strategic choices about where they want to invest and operate.

Longbridge already capitalises on its good connectivity however the challenge for Longbridge is to continue to improve the capacity, speed and quality of its transport network over the next 15 years to accommodate for future growth and inward investment. This will help to improve connectivity on a local, national and international level, and maximise its economic impact by extending its reach throughout the region.

Further investment in the Longbridge infrastructure will contribute to the following objectives in the Local Transport Plan 2011-26 (LTP3):

- 'To underpin private-sector led growth and economic regeneration in the West Midlands metropolitan area' by increasing the mobility of labour markets and helping people access jobs by sustainable travel;
- 'Climate Change' by reducing greenhouse gas emissions from the area's transport system and encouraging greater use of the most sustainable and low-carbon transport options;
- 'To improve the health, personal security and safety of people travelling in the West Midlands metropolitan area' by encouraging sustainable travel options and reducing the number of road traffic casualties;
- 'Equality of Opportunity' by improving access to key services including education and training opportunities, and improving access to public transport for all including those with mobility difficulties and the elderly.

It will also contribute to the social, economic and environmental objectives set out in the Birmingham Mobility Action Plan.



THE PROPOSED INFRASTRUCTURE PACKAGE

With this in mind a series of transport interventions required to yield the greatest contribution to jobs and sustainable economic growth in Longbridge as well as across the wider GBSLEP area have been identified.

The delivery of these interventions in Longbridge will allow Longbridge to rapidly respond to business expansion and investment opportunities while giving a strong signal that Longbridge as one of Greater Birmingham's Economic Zones is a great place to do business.

The proposed package includes:

- Longbridge Rail Station upgrade;
- M42 Connectivity Scheme.
- Longbridge Bus Interchange upgrade;
- Park & Ride;
- RTI and Wayfinding Package;
- The Longbridge Cycle Connectivity Project;
- Longbridge Digital Connected Community.

The proposed enhanced Longbridge infrastructure package will support the "Place" and "Skills" pillars underpinning the GBSLEP Growth Strategy and will deliver the following benefits for the area:

- Unlocking further access to the M42 corridor, which will provide interaction with UK Central; HS2; and Birmingham International Airport;
- Creating a connection with the City Centre Enterprise Zone and Birmingham Gateway;
- Improving interactions with Economic Zones, particularly in Selly Oak and Aston; and,
- Providing the highest quality transport facilities to attract the best employers to the region.



Longbridge Rail Station Upgrade

Network Rail has carried out an Options Appraisal Report (GRIP 3) for off-track, aesthetic and functional improvements to Longbridge Rail Station in order to provide a modern, high quality passenger facility. The following improvements will also enhance the rail user journey experience and encourage a greater number of rail passengers to use Longbridge station:

- Glazing and cladding the external walls and station façade;
- Improved entrance with automatic doors and renovated booking hall with new floors and cladded walls;
- Renovated toilets with new sanitary ware and ventilation;
- Improved lighting and CCTV;
- Redecorated bridge, and stairwells with new flooring a cladding;
- New passenger shelters, extended canopies, glazed, enclose and heated waiting areas, and seating;
- New customer information screens;
- Additional ticket machines;
- Refurbishment of the passenger lifts;
- Extension of passenger waiting shelters on Platform 1 and 2.

The total project cost: £1.0m. £0.5m match funding has been provided by the regeneration scheme and only £0.5m additional funds are required.





M42 Connectivity Scheme

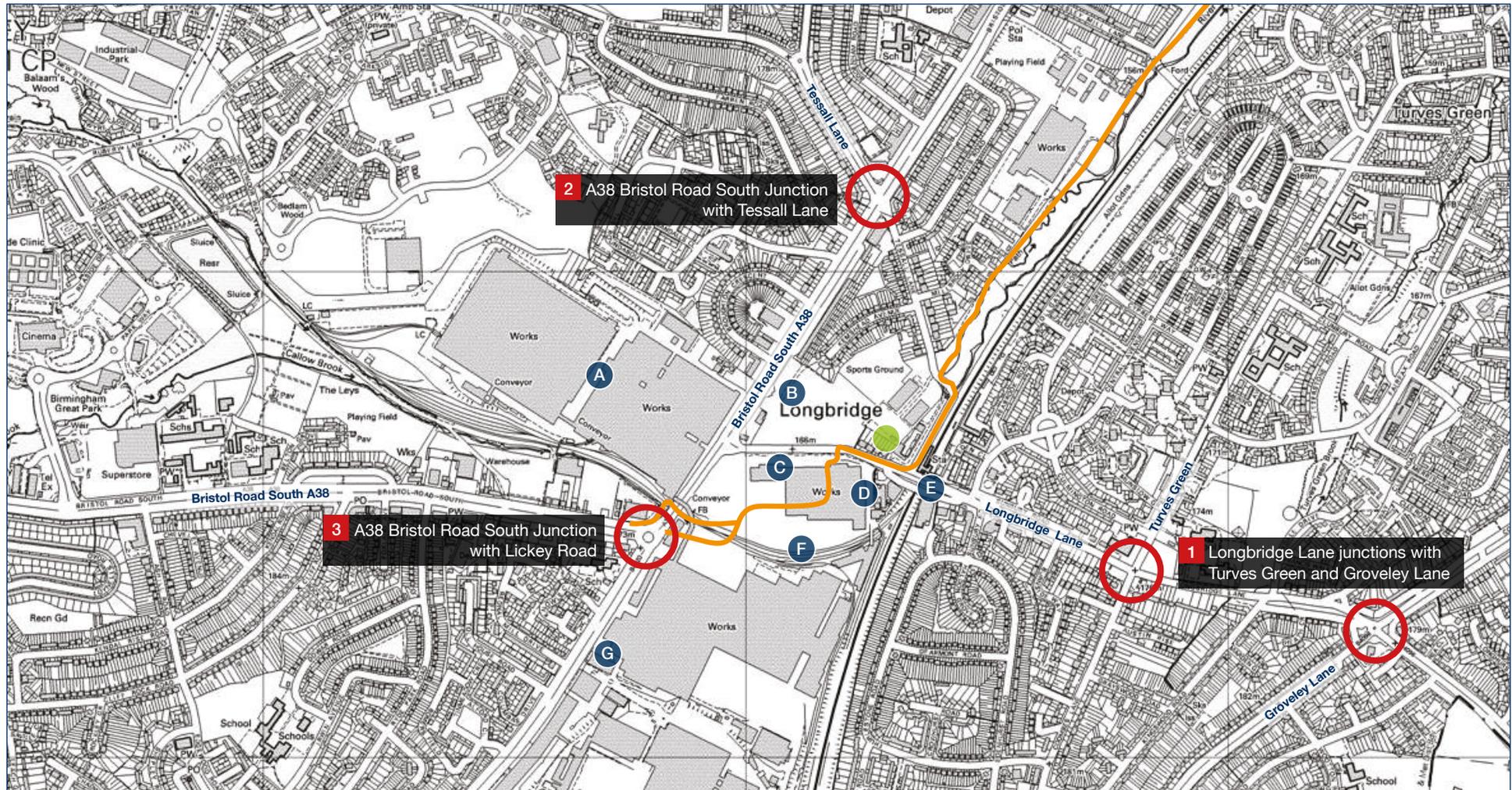
St Modwen's committed funding of highways infrastructure comprises:

- £3m loop road and junction to provide access to Longbridge West employment plots;
- £7m upgrade of the Longbridge Lane junction with the A38 to increase capacity on the A38 and provide access to Longbridge Technology Park and Town Centre (Complete);
- £1m transport hub around Longbridge Railway Station for integrated transport including improved bus stops, pedestrian crossings and a cycle hub (due for completion 2014);
- environmental enhancements and parking restrictions in the vicinity of Sunbury Road;
- a new access road off Lickey Road into the Town Centre;
- improvements to the pedestrian crossing and drop off facilities for St Columbas School on Lickey Road;
- the signalisation of the Lickey Road junction with Lowhill Lane; and,
- highway improvements on Groveley Lane (in Worcestershire) to provide increased capacity and segregated cycle facilities.

Other public sector improvements in Longbridge include:

The remaining items of off-site highways infrastructure improvements are designed specifically to accommodate traffic accessing the north and east of Birmingham and the M42 corridor. These comprise (the subject of this application):

- 1** the signalisation of the Longbridge Lane junction with Turves Green to increase capacity to accommodate development and assist the safe crossing of pedestrians; the signalisation of the Longbridge Lane junction with Groveley Lane to increase capacity to accommodate development and assist the safe crossing of pedestrians;
- 2** physical improvements to the A38 junction with Tessall Lane to increase capacity, provide safety improvements and assist the safe crossing of pedestrians; and,
- 3** physical improvements to the A38 roundabout junction with Lickey Road to improve traffic flow and accommodate development.



The total scheme cost is £5.95m, £2.95m of which will be funded by the regeneration scheme and therefore an additional £3.0m is required.

- A** Longbridge West
- B** Longbridge Technology Park
- C** Bournville College
- D** Sainsbury's
- E** Longbridge Interchange
- F** Longbridge Town Centre
- G** Longbridge North Residential
-  Cycle route
-  Proposed Park & Ride

Longbridge Bus Interchange upgrade

The bus stops in the vicinity of the site are heavily used and subject to wear and tear. The area will attract more shoppers, employees and visitors these stops will require replacement and an upgrade within the next 3 years.

It is also recognised that to ensure continuity between the City Centre Enterprise Zone and the Economic Zones, infrastructure such as the railway station and bus stops need to be of similar look, feel and quality.

Therefore the following pairs of bus stops will be upgraded to a shelter type similar to that of the City Centre Interchange, complete with seating, weather protection, lighting, travel information and real-time displays:

- Longbridge Lane at the Interchange (x4);
- Longbridge Lane at The Factory and Sainsbury's;
- A38 to the north of Longbridge Lane at Bournville College and Technology Park;
- A38 to the south of Longbridge Lane at Bournville College.

This infrastructure will cost £120,000

Park & Ride

Centro opened the much needed park and ride site next to the Station in February 2014 to provide 100 free parking spaces. There is a forecast long term demand for over 500 spaces, but given land constraints the proposal is to increase this to accommodate 300 cars.

This part of the package requires £125,000 of funding

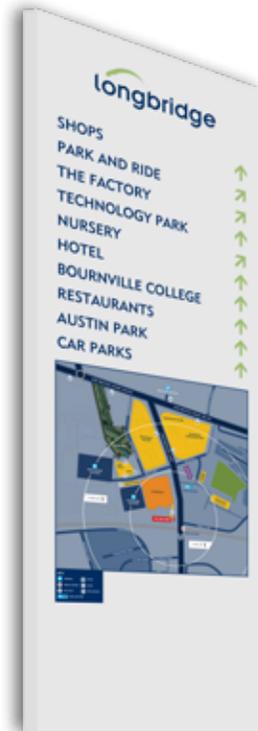
Proposed RTI and Wayfinding Package

St Modwen and Bournville College have been working with Centro to deliver real-time information to public areas at Longbridge. The infrastructure required includes plasma display television screens connected to a standalone computer unit with appropriate software and internet connectivity. In addition it is proposed to have departure information displayed in outdoor public locations, which requires more robust street furniture

This information will be displayed in: Longbridge Technology Park; The Factory Youth Centre; Bournville College; Sainsbury's; Premier Inn; Station Square; and, Longbridge High Street.

St Modwen has developed a comprehensive wayfinding strategy for the Longbridge area but this is to be extended to connect with local bus stops, Sunbury Road shops and residential areas in Northfield, Rednal and Rubery. This includes fingerpost signs and maps, with wifi and public transport timetables.

This part of the package requires £10,000



The Longbridge Cycle Connectivity Project

St Modwen and Sustrans, the operators of the National Cycle Network, are working together divert NCN Route 5 through the heart of Longbridge. The proposal is to extend the traffic free route along the River Rea to Tessall Lane, connecting with the Bike Hub at Longbridge Rail Station. There are off-road routes into Longbridge Town Centre, through the new Austin Park and to the A38. The infrastructure includes:

- Road space reallocation on Tessall Lane to provide a contra-flow cycle lane between the River Rea and Longbridge Lane;
- Environmental improvements to the A38 underpass, including replacement of the former track bed, drainage, surfacing, cladding of the walls and an artist designed lighting scheme;
- Reopening the ramp alongside the former Dudley College, and physical improvements including street lighting, resurfacing and CCTV as a part of the managed estate; and,
- New foot/cycle bridge over the River Rea.

This part of the package is £170,000



Longbridge - Connected Community

Information and Communication Technology (ICT) is the cornerstone of the modern economy, underpinning commercial activity across all sectors. There is a growing demand for ICT operations such as business process outsourcing and data centres, which offer a business to business service, public sector outsourcing, shared service centres, and e-commerce back-end operations. Longbridge has the potential to install ultrafast broadband connections as part of the utilities package increases the attractiveness of the site for data heavy Operations; and is particularly suited to the ICT sector and following sub - sectors:

Software products

- IT services
- Business process outsourcing
- Cloud computing
- Data mining
- E-commerce

Longbridge, as a Connected Community, aspires to act as a partner and showcase for Birmingham to become a 'smart city'. To do this the Longbridge Community need to take advantage of the opportunities ICT's offer to increase local prosperity and competitiveness. This can only be achieved by using its existing resources but having the fibre capability and investment to compete on an international basis.



CONCLUSION

The Longbridge site is an unprecedented opportunity to stimulate significant economic regeneration, supporting the growth of existing and new business and generating a wide range of jobs, including within high growth sectors.

The Longbridge Connectivity Package will support the GBSLEP's objective to deliver improved physical and digital connectivity across Greater Birmingham increasing business productivity by better linking sites and providing faster access to national and international markets.

By improving public transport and other links to employment, training opportunities and local services it will also deliver the objective of 'reducing economic inequality and tackling deprivation'.

These social and environmental improvements will complement the investment of £250m by St. Modwen to date and will unlock further growth in not only Longbridge but the wider Greater Birmingham area. The regeneration scheme will contribute £3.45m to facilitate this infrastructure package, which will require an additional £4.81m funding support by the Local Enterprise Partnership.



- A38 junction with Longbridge Lane, major pinch point scheme
- Longbridge Lane widening and Technology Park access
- Lickey Road junction with Lowhill Lane
- Lickey Road improvements for St Columbas School
- Lickey Road development access to Longbridge North
- Groveley Lane cycle and pedestrian works

- Groveley Lane development access to Longbridge East
- Town Centre Access Roads to Bournville College and Foodstore
- A38 development access to Longbridge West
- New bus stops on A38 and Longbridge Lane for Bournville College
- Town Centre shared spaces, and pedestrian cycle connections to A38 and Longbridge Lane
- Austin Park

- 100 space Rail based Park & Ride
- Sunbury Road public realm works, including enhancements to the public transport interchange
- LSTF Cycle routes on A38
- Town Centre way finding

- 300 Space Park & Ride
- Longbridge Railway Station Upgrade
- Bromsgrove Station Upgrade and Electrification
- Longbridge Bus Interchange

Core Infrastructure:
Constructed by 2013

Core Infrastructure:
Under Construction for 2014

Access to HS2 and BIA:
Railway Station Upgrade
(2015-2016 programme)



- Longbridge Lane junction with Groveley Lane, local pinch point scheme
- Longbridge Lane junction with Turves Green, local pinch point scheme
- A38 junction with Lickey Road, local pinch point scheme
- A38 junction with Tessall Lane, local pinch point scheme

- RTI and Wayfinding
- Longbridge Cycle Connectivity
- Longbridge West Link Road, development access and alternative public route
- Frankley bus connection between Rubery Lane and Longbridge Town Centre
- Digital Connectivity

- High Technology vehicles
- Bike Hub scheme and Diversion of NCN
- Extension of Car 2 Go scheme to Longbridge & Northfield
- Electric car and bus charging points

Access to M42:
Works on A38 and Longbridge Lane
(2015-2016 programme)

Job Creation:
Longbridge West
(2015-2016 programme)

Longbridge Future

YOUR M&S



GREGGS



Sainsbury's



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