



**ROYAL SUTTON COLDFIELD**  
T O W N   C O U N C I L

Royal Sutton Coldfield Town Council

# **Sutton Gateway Scheme**

January 2025



## Foreword

Sutton Gateway represents a bold and transformative scheme for the future of Sutton Coldfield Town Centre.

This scheme will improve access to, from, and within our town centre while upgrading public transport, walking, and cycling infrastructure.

By encouraging people to walk, cycle or travel by public transport, Sutton Gateway promises a step-change in how people move through the town centre, while ensuring accessibility for all modes of transport.

At its core, the scheme will create a high-quality, safe environment for all users. It seeks to bridge the barriers posed by the ring road for pedestrians and cyclists, encouraging a shift from private vehicles to more sustainable travel options.

This document outlines the collaborative efforts of Birmingham City Council, Royal Sutton Coldfield Town Council and the West Midlands Combined Authority (WMCA) in driving forward these ambitious plans. Together, we are committed to transforming Sutton Coldfield Town Centre into a vibrant, accessible hub for all.



**Funded by  
UK Government**

# 1. Summary

Birmingham City Council (BCC) has been working with Royal Sutton Coldfield Town Council (RSCTC), Transport for West Midlands which is part of the West Midlands Combined Authority (WMCA) and local stakeholders to develop the Sutton Coldfield Gateway scheme.

The scheme will improve access to, from and around Sutton Coldfield Town Centre by focusing on improving public transport, walking and cycling links.

The proposals will support regeneration of the town centre by making it more attractive for residents and visitors, encouraging them to spend more time in the town. The proposals will also look to attract inward investment and support economic growth.

The scheme is funded from the City Region Sustainable Transport Settlement (CRSTS) programme. The Central Government oversees this programme and works closely with the West Midlands Combined Authority (WMCA), which allocates the funding to projects around the region. £25 million has been allocated for the Sutton Gateway scheme.

At the end of 2024 an important milestone for the scheme was reached with the approval of the Strategic Outline Case (SOC) by the WMCA. This marked a pivotal moment as it represented the first formal endorsement of the scheme. The approval signified WMCA acceptance of the project, allowing it to advance to more detailed design stages.

The next stage is for proposals to be progressed to Outline Business Case and Full Business Case to confirm the scheme, deliver the benefits set out and secure the funding. At this stage of the design, the project is still high level, meaning that some elements of the scheme may change.



## 2. Local Context

### Issues and Opportunities

Alongside most other town centres, Sutton Coldfield faces a number of challenges.

**These include:**

- The rise in online shopping, competition from other town centres and from out of town retail parks. There is a need to create opportunities to encourage people to visit Sutton Coldfield town centre.
- There are many outdated buildings across the town centre which require re-purposing or redeveloping to meet the needs of modern businesses.
- The town centre is dominated by wide roads, which support through traffic and on-street parking, but squeeze people onto narrow footways. This makes it difficult for pedestrians, especially people with mobility challenges, to move around the town centre.

**There are excellent opportunities which the town centre can capitalise on to become a thriving centre:**



The town centre has good public transport links to residential areas and Birmingham City Centre.



This provides an opportunity to encourage more visitors into the town.



There are a range of listed buildings predominantly located on High Street.



This presents an opportunity to create a space which celebrates this rich history.

Sutton Park, one of the largest urban parks in Europe, is uniquely located in close proximity to the town centre.

This presents an opportunity to provide greater links between the green space and the town centre.



### 3. Progression of the Sutton Coldfield Gateway Project

#### Scheme context

The Sutton Coldfield Gateway project started out as a HS2 Connectivity Package scheme with a key objective of connecting HS2 to Sutton Coldfield. To achieve this, a range of options were analysed to see how best to create an interchange between bus and rail in the town centre.

After reviewing different options, the preferred option to best achieve an easy and sustainable connection with HS2 was to create a new bus interchange at Station Street car park

#### References to Sutton Gateway in the Sutton Coldfield Town Centre Masterplan SPD

The Masterplan, adopted in 2020 references the Sutton Gateway project as part of aspirations for the 'Station Quarter area' and acknowledges the previous work completed through the HS2 Connectivity Package in determining that Station Street car park was originally identified as the potential location for a bus interchange.

The Masterplan highlights that a public transport interchange should be included at the northern end of Brassington Avenue in the vicinity of Station Street car park.

The Masterplan reinforces the importance of reimagining Station Street into a distinctive pedestrian priority environment, making the space a more visible and attractive entrance to the town centre.

Following the Masterplan, further detailed work has been undertaken, which determined that a bus interchange at Brassington Avenue would be difficult for a number of reasons, including:

-  The feasibility and cost of delivering the necessary traffic circulation changes
-  Lack of space available for the number of buses required in the future (including layover space where buses wait in-between journeys and on drivers breaks)
-  Alignment with emerging development proposals

Further feasibility work following the masterplan determined that a bus interchange in this area would require the use of Station Street car park as well as Brassington Avenue.

## Sutton Coldfield Town Centre Masterplan

BCC formally adopted the Sutton Coldfield Town Centre Masterplan as a Supplementary Planning Document (SPD) in 2020. This masterplan continues to influence planning and regeneration in the town centre. It identifies several issues, with a key issue being to improve access by walking, wheeling, cycling and public transport to the town centre and between:

- The historic quarter around the High Street
- The retail core around The Parade
- The Birmingham Road Restaurant Quarter
- Sutton Park, ensuring it is an integral part of the town centre's unique offer

It is recognised by all parties involved, that the wider economic and social context of Sutton Coldfield is constantly evolving.

The proposals within the masterplan will therefore need to be constantly sense checked against trends, evidence and the views of stakeholders to ensure they remain relevant and ultimately deliverable. The key outcome is the delivery of the objectives of the Masterplan.



## Funding arrangements

To develop the aspiration of creating a Gateway to the town centre, a funding application was made to Central Government as part of the City Regional Sustainable Transport Settlement (CRSTS) programme. CRSTS funding is available from central government to city regions across England. It aims to make more funding available to invest in local transport.

A £50.0 million ask was submitted to the Central Government by WMCA on behalf of BCC for Sutton Gateway. Key elements of the scheme submitted to central government included a new bus interchange at Station Street car park, alongside other transport improvements across the town centre:

➤ Improved pedestrian spaces

➤ Improved walking links

➤ Changes to traffic circulation within the town centre to allow buses to access the new bus interchange efficiently



WMCA secured £25.0m from Central Government to fund Sutton Gateway. Unfortunately, Central Government did not support the funding of the bus interchange as part of this funding, instead providing the £25.0m to enable the delivery of other transport elements of Sutton Gateway as well as some transport improvements outlined within the Sutton Coldfield Masterplan.

## Developing Sutton Gateway

BCC, RSCTC and WMCA have been working together to create a scheme that meets the objectives of the masterplan as well as ensuring compliance with funding and policy objectives.

When thinking about how to deliver such a scheme, it was clear that an alternative approach to delivering a bus interchange would need considering. Alternative options to a bus interchange have been developed and assessed through the production of a Strategic Outline Case. This has involved reviewing options and identifying a preferred way forward for the scheme.

## Proposed approach

The alternative approach has been set out in the Strategic Outline Case as the preferred way forward. **This would:**

Improve  
access to the  
town centre



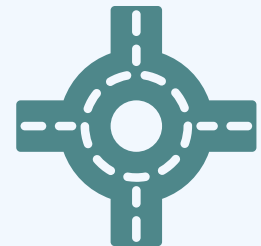
Improve  
interchange  
between rail  
and bus



Improve bus  
facilities



Remove  
severance  
caused by the  
ring road

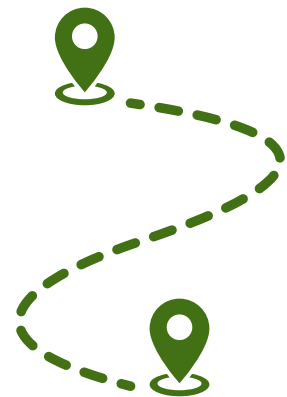


**The scheme will achieve this by:**

Focusing  
investment on the  
Station Quarter



Creating a high  
quality and seamless  
route for pedestrians  
and cyclists to move  
between the rail  
station, town centre,  
current bus  
interchange, and  
Sutton Park



## Long Term solution for Public Transport

As designs are progressed, there is a need for improved bus facility arrangements within the 'Town Square' area as proposed in the masterplan for the Parade and Lower Parade.

Good public transport connections through pedestrian spaces have been successfully delivered across the UK and internationally. When designed correctly, a desirable balance between high quality public space and sustainable access is created. The optimum long term solution for public transport in Sutton Coldfield will continue to be reconsidered as redevelopment opportunities emerge.

## 4. Scheme Details

The Sutton Gateway scheme is at an early stage of development. High level options and improvements to how people move around the town centre are currently outlined within the preferred way forward, but this does not mean these options are fixed.

As designs are progressed, public engagement will take place, which will play a big part in shaping the preferred option.

The approval of the Sutton Gateway scheme is just one milestone in the journey of delivering the scheme. More changes and improvements to the scheme are likely to take place over the next couple of years before the plans reach their final conclusion.

### How Sutton Gateway will address town centre issues:

**The Sutton Gateway scheme aims to:**



Provide better connections by bus in the town centre, making buses more reliable, helping to improve the attractiveness of the existing bus network



Improved connectivity and suitability of walking and cycling to key destinations;



Reduce severance and the dominance of the existing highway infrastructure by reducing road widths and large junctions.



*Images of Frodsham Street, Chester where public transport and pedestrians share space.*



# Scheme Details

Sutton Gateway Scheme January 2025

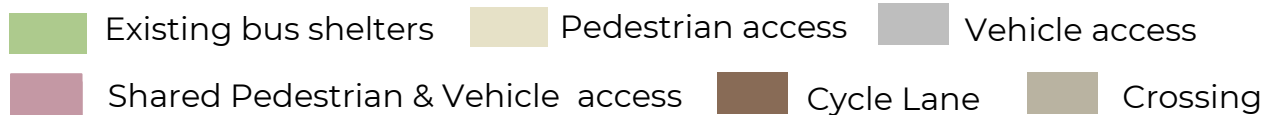


# Scheme Details





# Details of Sutton Gateway scheme



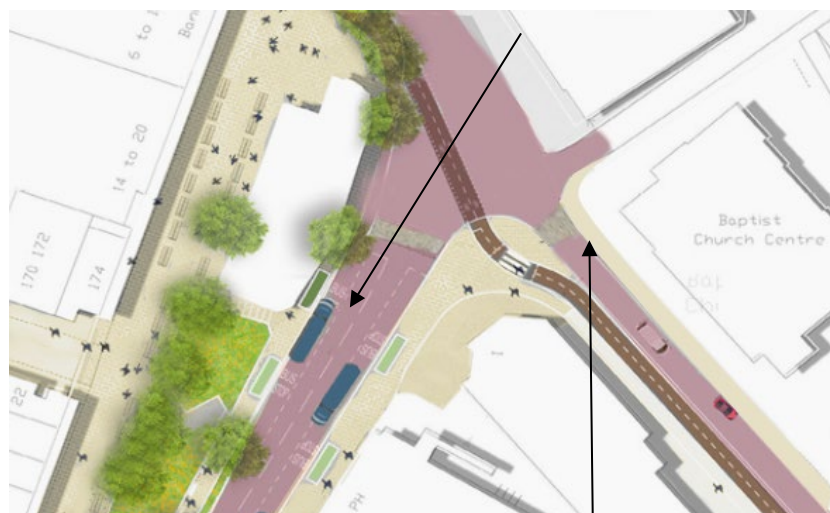
## 1 Bus Interchange

- A.** Renovation and improvement of bus stop infrastructure at Lower Parade and South Parade.
- B.** Existing shelters will be replaced with high quality shelters e.g. CCTV, improved lighting
- C.** High quality paving, street furniture, removing pedestrian guard railings to improve environment.



## 2 Integrated crossings

- A.** Pedestrian crossings provided on Lower Parade, at junction with Victoria Road



## 3 Reallocating road space

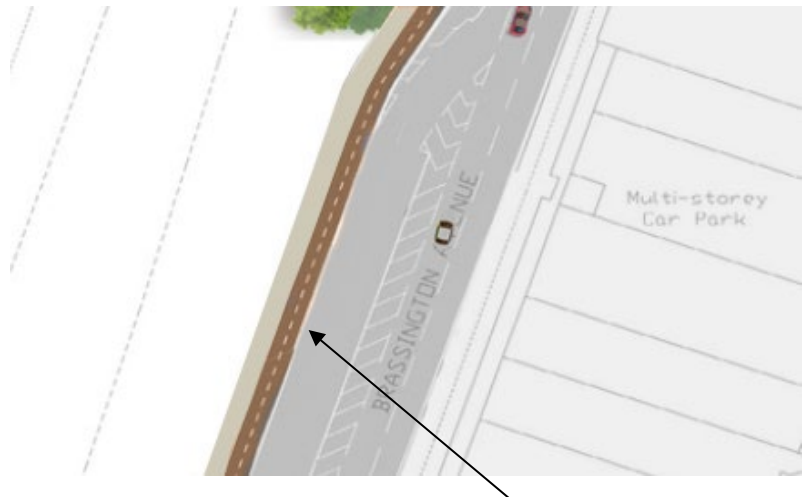
- A.** Reduce carriageway width between Park Road and Mill Street, Victoria Road to reduce traffic speeds, reduce severance and enable improvements to active travel.



- Existing bus shelters
- Pedestrian access
- Vehicle access
- Shared Pedestrian & Vehicle access
- Cycle Lane
- Crossing

## 4 Segregated cycleway

**A.** Two-way, on road segregated cycleway, providing connections to town centre, railway station and other cycle routes (e.g. NCN 345).



Brassington Avenue

## 5 Improved crossing facilities

**A.** To be provided town wide. Crossings to be signalised to provide provision that is suitable for many people.

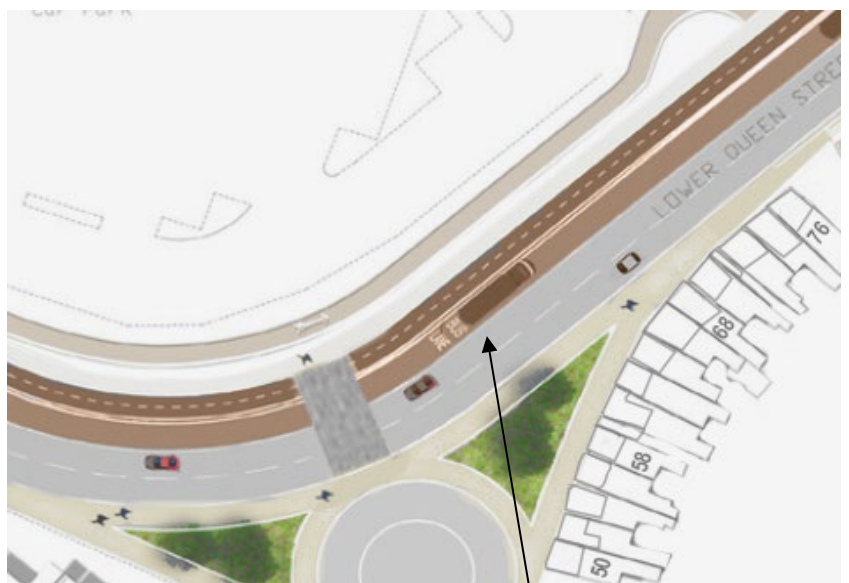


Birmingham Road

Queen Street

## 6 Lower Queen Street amendments

**A.** Closing Lower Queen Street at junction with Queen Street. This would enable greater active mode integration and available space to be created for a two way segregated cycle way.



Queen Street

## 7 20mph speed change

**A.** Ring road speed limit to be reduced to 20mph.



Brassington Avenue

## 8 Park Road active travel link

**A.** Park Road to be made one way (eastbound), accommodating improved walking and cycling links to Sutton Park.



Park Road

## 9 Station Link Gateway

**A.** Pedestrian priority link to be provided between railway station and The Parade.

**B.** Improved wayfinding along Station Street and greater pedestrian crossings from railway station to the town centre.

**C.** Opportunity for public art and seating around Brassington Avenue between Park Road and Station Street.



Brassington Avenue

Station Road

Existing bus shelters   Pedestrian access   Vehicle access  
 Shared Pedestrian & Vehicle access   Cycle Lane   Crossing

10

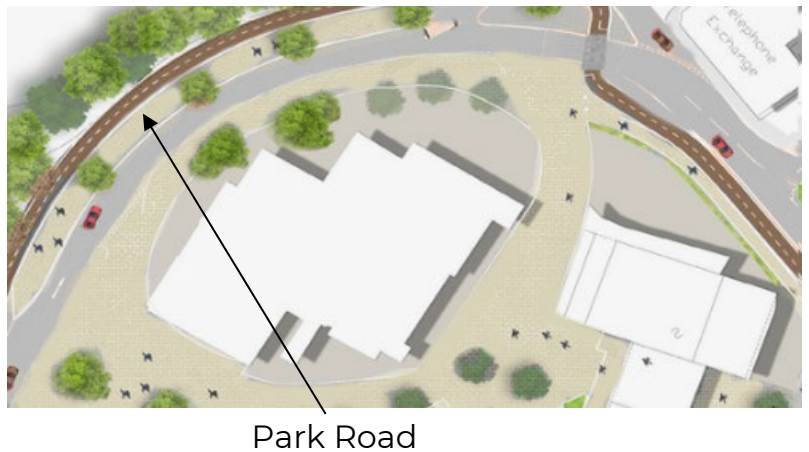
## Station Street to Park Road link

A. Path improvements, providing handrails and maintaining vegetation



11

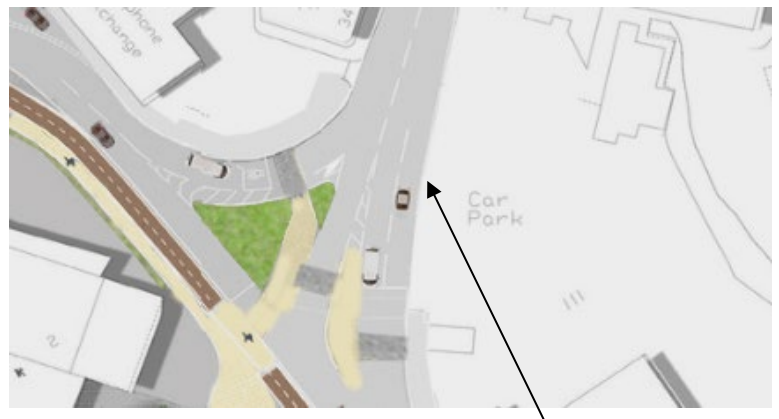
## Footway improvements around United Reformed Church



12

## Mill Street car park conversion

A. Car Park to become blue badge only



13

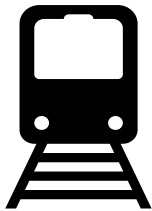
## Relocation of taxi rank

A. From A5127 roundabout to facilitate bus movements and improved pedestrian access



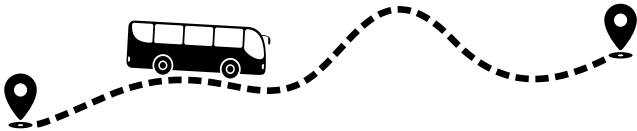
## 14 Mobility Hub

A. Provided at railway station, with additional hubs to potentially to be included as part of wider car parking consolidation



## 15 Bus Priority

A. New signals to include bus priority



## 5. Governance

The Sutton Gateway scheme is at an early stage of development. It has the continued support of all key delivery partners, including BCC, TfWM WMCA and RSCTC. All partners recognise the value of delivering the scheme, and are committed to working together to bring transformational change to the town centre.

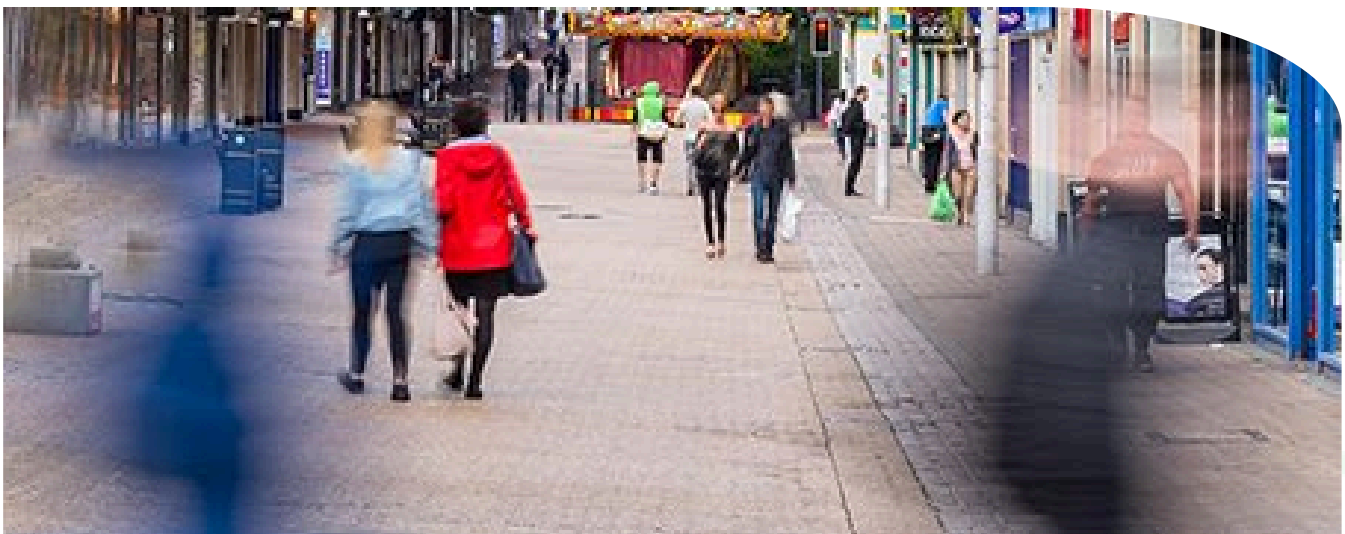
**Birmingham City Council** is the 'Project Sponsor' for the scheme and have overall responsibility for communications regarding scheme progress, engagement, public consultation and delivery timescales.

**Transport for the West Midlands** is a key delivery partner, and facilitate communications between the project team and bus operators, cycle hire and other transport operators.

**West Midlands Combined Authority** is responsible for funding assurance for the wider City Regional Sustainable Transport Schemes programme.

**Royal Sutton Coldfield Town Council** is a key stakeholder for the scheme and provides an important connection to plans and proposals for the wider redevelopment of the town centre.

The Town Council chairs the **Sutton Coldfield Town Centre Regeneration Partnership** (TCRP) which brings together public, private and third sector stakeholders to promote and develop Sutton Coldfield Town Centre.



## 6. Next steps including future engagement opportunities

The approach to stakeholder engagement for Sutton Gateway comprises of three key steps:

-  Scheme Development, including early engagement as part of the Strategic Outline Case, Outline Business Case and Full Business Case;
-  Scheme Delivery
-  Post-Scheme monitoring

During the development of the Strategic Outline Case, early engagement has taken place with key stakeholders.

The current design for the Sutton Gateway has also taken guidance from what members of the public have asked for as part of previous consultations, including public consultation completed for the Royal Sutton Coldfield Town Centre Masterplan SPD.

As the Strategic Outline Case has now been approved, the next step will be to refine designs and speak to members of the public about our aspirations for the town centre. This is likely to take place during the Outline Business Case.

The next steps will be developed subject to public engagement and business case approvals.

Engagement will continue throughout the planning, delivery and ongoing monitoring of the Sutton Gateway scheme.



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