

Cross City Bus  
**Route 6 (West) Consultation Report**  
**West Bromwich to Hockley**

June 2025

# Foreword

We'd like to thank everyone who has taken the time to engage with Transport for West Midlands on our Cross City proposals.

Your input has been invaluable to the further design of our Cross City proposals and is gratefully received.

This consultation report details the latest outcome from this feedback, while explaining the wider proposals of the route and the Cross City programme as a whole.

We recognise how important an effective and inclusive transport system is for the creation of new jobs and for wider economic growth that will benefit all our communities across the West Midlands.

Delivering Cross City routes is part of a wider investment in road, rail, bus and cycling infrastructure designed to deliver an integrated transport system that will help to ease congestion and keep our region moving.

We are committed to keeping you informed and engaged as our plans develop further.

Cross City Team  
June 2025

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# Introduction

## Cross City

Cross City will be an inclusive transport system that is reliable, affordable, and accessible for all.

A network of five routes, Cross City is planned to provide bus priority measures, junction upgrades and enhanced waiting facilities for passengers ensuring an improved travelling experience and more reliable, regular and predictable journey times.

There are five cross city routes with proposed interventions in Birmingham City Centre where the five routes connect.

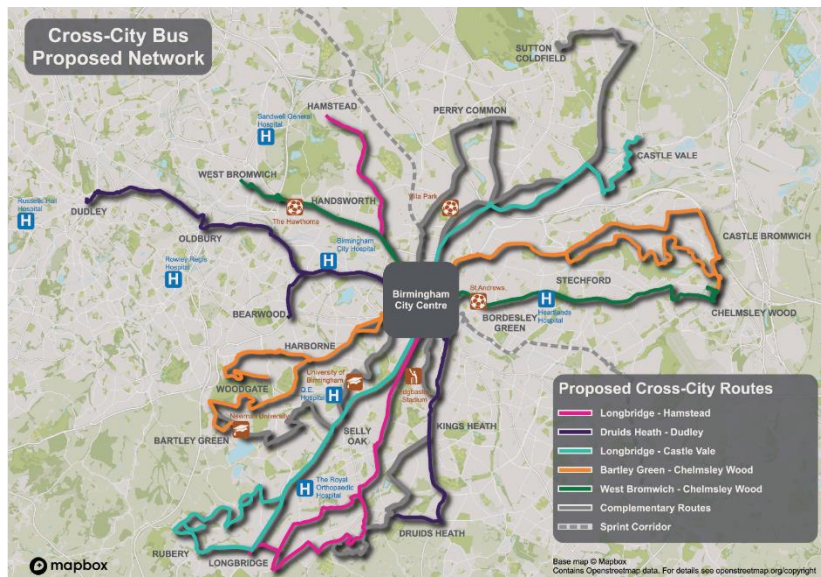
Cross City is designed to free buses from delays in the city centre and support the wider delivery of cross city bus routes across the West Midlands.

Proposed improvements include new bus lanes and adjustments to junctions, traffic signals, parking, and bus stops. These proposals will provide more reliable, faster journey times, benefiting up to 50 million passenger trips per year.

Construction is expected to begin once funding is confirmed and subject to local authority approval for which formal public consultation in Birmingham is a key part.

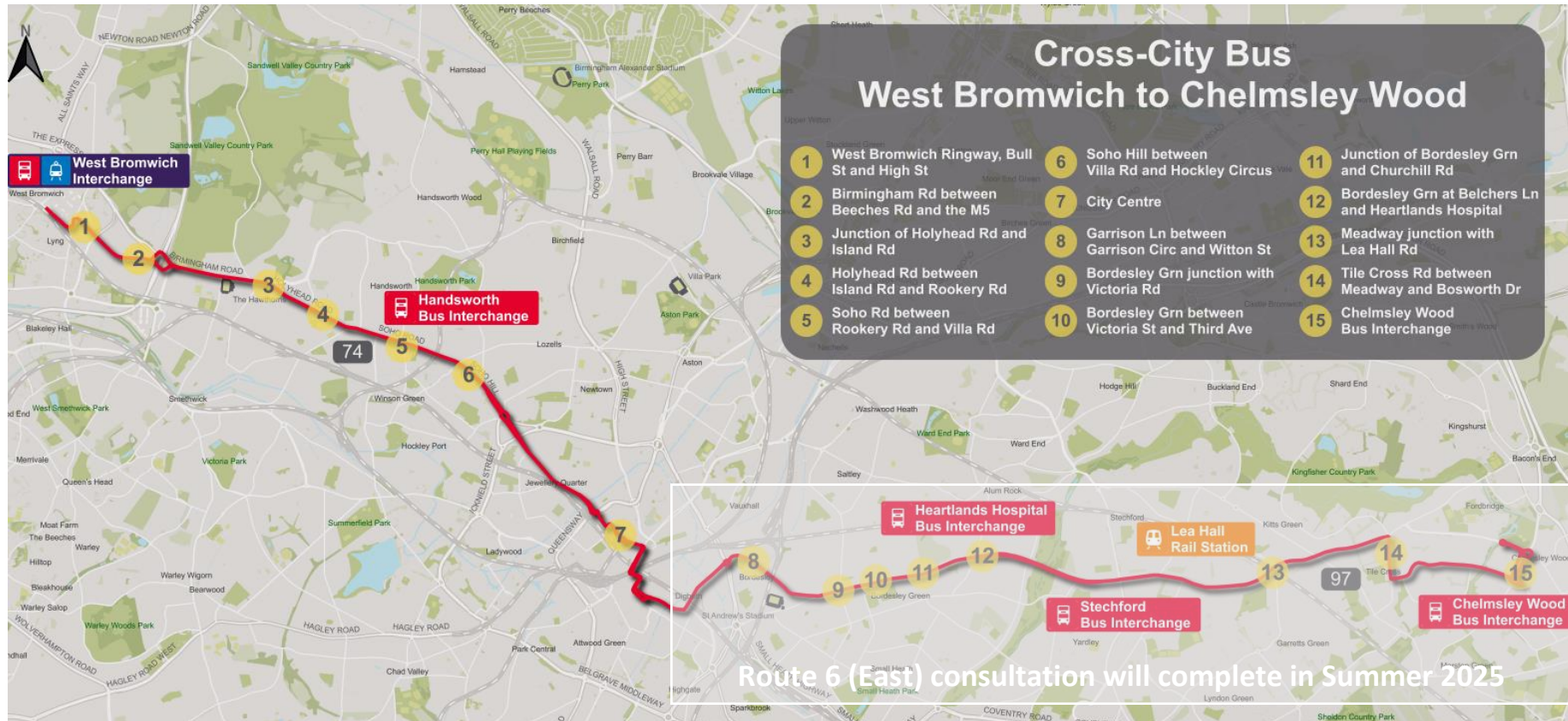
There are five proposed cross city routes with connections in Birmingham City Centre

- **Route 2 Longbridge to Hamstead**
- **Route 3 Druids Heath to Dudley**
- **Route 4 Longbridge to Castle Vale**
- **Route 5 Bartley Green to Chelmsley Wood**
- **Route 6 West Bromwich to Chelmsley Wood**



The key route under review in this report is **Route 6 (West) West Bromwich to Hockley**

# Route 6 (West) West Bromwich to Hockley



## Route 6 (West) proposed interventions

1

### West Bromwich Ringway, Bull Street and High Street

Improve traffic light coordination to improve flow of traffic

3

### Junction of Holyhead Road and Island Road

Eastbound bus gate across junction with Island Road. Eastbound Middlemore Road stop relocated.

## Handsworth Interchange (with outer circle)

5

### Soho Road between Rookery Road and Villa Road

Targeted loading restrictions with parking and loading bays retained where possible. Turn into Linwood Road cyclists only to improve pedestrian experience and keep traffic moving. Improved pedestrian facilities at Nineveh Road junction. Closure and Modal Filter at Stafford Road to enable public realm improvement.

7

### Birmingham City Centre

## West Bromwich

2

### Birmingham Road between M5 and Island Rd

Updated crossing facility at Birmingham Road junction with Halfords Lane.

Signal timings updated.

4

### Holyhead Road between Island Road and Rookery Road

Eastbound bus lane from Malvern Road to Oakland Road. Eastbound Woodland Road stop removed. Left turn into Austin Road banned to keep traffic moving. Eastbound Alfred Road stop enhanced for easier interchange with the Number 11 (Outer Circle).

6

### Soho Road between Villa Road and Hockley Circus

Eastbound bus lane from Park Avenue to Hockley Circus retaining parking around Naden Road. Westbound bus lane from Hockley Circus to Hamstead Road and Park Avenue to Ivy Road. Left turn into St Michaels Road and right turn into Rose Hill Rd/Villa Rd removed to assist traffic flow

## Hockley

# Approach to Consultation

The consultation was launched on 27<sup>th</sup> September 2024 and ran until 4<sup>th</sup> December 2024. Face to face interviews were conducted by JTL research along the route at key locations.

The main points of our approach:

- Briefing given to Birmingham City Council Cabinet Member along with local ward members prior to the start of the consultation
- Shared on TfWM website and social media alongside paid digital campaign targeted towards residents aged 18-40.
- Letters sent to all residents and businesses within 400m radius of proposed interventions.
- Three weeks of radio broadcasts in English and Urdu (Ambur Radio and Unity Radio).
- Local press advertisement.

## Response Mechanisms

- The consultation was hosted for eleven weeks on the TfWM Commonplace – the online engagement platform - where residents were able to view detailed plans and fill in a survey.
- Residents were also invited to feedback via email to a dedicated Cross City bus email address.
- JTF were commissioned to conduct face to face interviews along key bus routes along the scheme to capture the views of bus passengers.

## Public events

Three public events were held

- Two local drop-in events (one in collaboration with the Soho Road BID and one held at Handsworth Library)
- One online webinar
- These events aimed to inform residents about schemes and provided opportunities to ask questions of the project team.
- Whilst attendees provided feedback, they were encouraged to submit feedback via formal response mechanisms.

For the purposes of the consultation, the route has been divided into three parts. This made it easier for residents to identify local schemes of interest.

- **Hockley Circus to Ivy Road**
- **Ivy Road to Booth Street**
- **Milestone Lane to Park Lane**

## **Key Stakeholders**

### **Elected Members**

- All Councillors along the route and MPs were contacted by email with the offer of individual briefings.

### **Emergency services**

- West Midlands Ambulance, West Midlands Fire Service and West Midland Police were all contacted and made aware of the consultation.

### **Other Stakeholders**

- Held meetings with the Soho Road Business Improvement District (BID) and Better Streets for Birmingham (campaign group).
- Local schools, faith spaces and community groups contacted and made aware of the consultation.
- Three main bus operators contacted

# Consultation Results

In total 304 responses were received:

- 245 bus users surveyed
- 59 through Commonplace

## Cross City Scheme

72% think the scheme a good idea while 13% are opposed.  
15% expressed no opinion.

|                       | Support<br>(%) | Neutral<br>(%) | Oppose<br>(%) | Main reason for supporting                                                                      | Main reason for opposing                                                                                                                       |
|-----------------------|----------------|----------------|---------------|-------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| Cross City Bus scheme | 72             | 15             | 13            | Will improve journey times<br>It's a good idea<br>Will improve punctuality/reliability of buses | Will cause more disruption/delays/congestion<br>No major benefit to journeys<br>Frequency/reliability of current services need improving first |

## Responses to proposals in each of the three areas

Proposals for this section were broken into 3 sections to make it easier for local residents to find changes that most affected them. These proposed changes and localised feedback are outlined below.

### Hockley Circus to Ivy Road

#### Key proposals:

- Provide eastbound (to Birmingham) bus lane between Park Lane and Hockley Circus.
- Provide Westbound (out of Birmingham) bus lanes from Hockley Circus to merge with Hockley Flyover.
- These lanes will be operational 24/7 and are intended to allow buses to operate reliably.
- At the Villa Rd junction, left and right turns from Soho Hill into Rose Hill, Villa Rd and St Michael's Rd will be banned.
- Changes will be supported by loading restrictions and pavement widening, some existing parking is removed.

#### All responses

- Based on 133 responses for this area
- 68% support the proposals
- 17% oppose the plans
- Support highest among bus users. Opposition highest among car users and cyclists

| Bus passenger survey       | Support (%) | Neither (%) | Oppose (%) | Main reason for supporting                                                                                     | Main reason for opposing                                                                                                                                                                                      |
|----------------------------|-------------|-------------|------------|----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Hockley Circus to Ivy Road | 69          | 20          | 11         | It will improve journey times<br>Will help with congestion on the road<br>It's a good idea/welcome improvement | Will cause congestion/disruption/concern about traffic on side roads<br>Improve existing services first eg frequency/reliability<br>Does it provide value for money/is it needed/money better spent elsewhere |

| Common Place               |    |    |    | Key themes                                                | %  |
|----------------------------|----|----|----|-----------------------------------------------------------|----|
| Hockley Circus to Ivy Road | 63 | 13 | 26 | Support bus lanes/bus priority measures/speeding up buses | 27 |
|                            |    |    |    | Supportive of plans in general                            | 23 |
|                            |    |    |    | Agree with loading/parking restrictions                   | 14 |

## Ivy Road to Booth Street

### Key proposals:

- Propose to provide wider pavements at several locations to ease movement on foot, as well as delivering improved bus stop facilities.
- The Grove Lane junction could be provided with additional pedestrian crossing.
- Loading will be restricted around key junctions to improve safety and traffic flow.
- The southbound cycle lane on Holiday Road will be renewed with new signage and markings.
- Removing vehicle access to/from Stafford Road, potential to create public realm
- Remove vehicle access to Linwood Road to improve safety for pedestrians.
- New eastbound bus lane between Booth Street and Milestone Lane.

### All responses

- Based on 121 responses for this area
- 74% support the proposals
- 14% oppose the plans
- Support highest among bus users. Opposition highest among car users

| Bus passenger survey     | Support (%) | Neither (%) | Oppose (%) | Main reason for supporting                                                                       | Main reason for opposing                                                                                        |
|--------------------------|-------------|-------------|------------|--------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| Ivy Road to Booth Street | 78          | 10          | 12         | It will improve safety<br>Will help with congestion on the road<br>It will improve journey times | Does it provide value for money/is it needed/money better spent elsewhere<br><br>Pavements are fine as they are |

| Common Place             |    |    |    | Key themes                      | %  |
|--------------------------|----|----|----|---------------------------------|----|
| Ivy Road to Booth Street | 66 | 12 | 21 | Requires enforcement/red routes | 28 |
|                          |    |    |    | Supportive of plans in general  | 17 |

## Milestone Lane to Park Lane

### Key proposals:

- Eastbound bus lane
- Bus gate at Island Rd, allowing buses towards Birmingham to get ahead of other traffic.
- Several bus stops redesigned to allow easier boarding and/or easier transfer to other services.
- Pedestrian crossings improved, allowing easier movement
- Removal of left turn from Holyhead Road to Austin Road.
- Supported by loading restrictions

### All responses

- Based on 107 responses for this area
- 69% support the proposals
- 17% oppose the plans
- Support highest among bus users.

| Bus passenger survey        | Support (%) | Neither (%) | Oppose (%) | Main reason for supporting                                                                                           | Main reason for opposing                                                                                                                                       |
|-----------------------------|-------------|-------------|------------|----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Milestone Road to Park Lane | 72          | 13          | 15         | Will help with congestion on the road<br>Will improve journey times<br>Will improve punctuality/reliability of buses | Will cause more congestion/disruption/delays<br>Ensure cycle lane in central reservation remains<br>Frequency/reliability of existing services needs improving |

| Common Place                |    |    |    | Key themes                                                | %  |
|-----------------------------|----|----|----|-----------------------------------------------------------|----|
| Milestone Road to Park Lane | 63 | 15 | 21 | Supportive of plans in general                            | 25 |
|                             |    |    |    | Support bus lanes/bus priority measures/speeding up buses | 25 |

# Public Events

Approximately 15 people attended public events. This feedback has not been included in the final consultation response, as individuals shared their feedback via email or survey. Key themes from discussions with citizens has been documented below and have been taken into consideration.

## Key themes from public events:

- **The need for effective enforcement:** attendees believed that proposals could help create safer streets but would not be feasible unless well enforced.
- **Improving safety:** support for crossings that could improve pedestrian safety, and changes to bus shelters that could decrease antisocial behaviour.
- **Concerns around how scheme could integrate with other travel concerns:** Residents raised concerns around accessibility, driver behaviour, and antisocial behaviour on buses. There was concern as to how this scheme could support more systemic issues.

Attendees also highlighted additional ideas for how the scheme could support their local area:

- Using a pedestrianised Linwood Road to make greater use of public realm space, e.g. creating a pocket park
- Increased pedestrian lighting around the Grove Lane junction
- 'Keep Clear' markings near dropped kerbs near South and City College and local library.
- Relocating some overcrowded bus stops (Grove Road EB) as overcrowding is affecting local businesses.

# Key Themes from Respondents

Key themes from respondents have been broken down based on proposal location. These are the top 3 coded responses from each area based on the feedback we received.

## **Hockley Circus to Ivy Road**

- Proposals will improve congestion on the road
- Proposals will improve bus journey times
- Proposals will cause more traffic on side roads and congestion

## **Ivy Road to Booth Street**

- Proposals will improve safety
- Proposals will improve congestion on the roads
- Proposals will improve bus journey times

## **Milestone Lane to Park Lane**

- Proposals will help with congestion
- Proposals will improve journey times and bus reliability
- Proposals will cause disruption on the road

# Next Steps

A version of this report sharing outcomes and next steps will be shared with respondents via Commonplace.

The considerations in the consultation response are not exhaustive and the feedback from this consultation allows us to further define the design of the scheme and to consider changes where appropriate.

If you like to view this document in an alternative format please get in touch:

Cross City Bus  
Transport for West Midlands (TfWM)  
Summer Lane  
Birmingham  
West Midlands  
B19 3SD

[www.tfwm.org.uk/who-we-are/what-we-do/cross-city-bus](http://www.tfwm.org.uk/who-we-are/what-we-do/cross-city-bus)

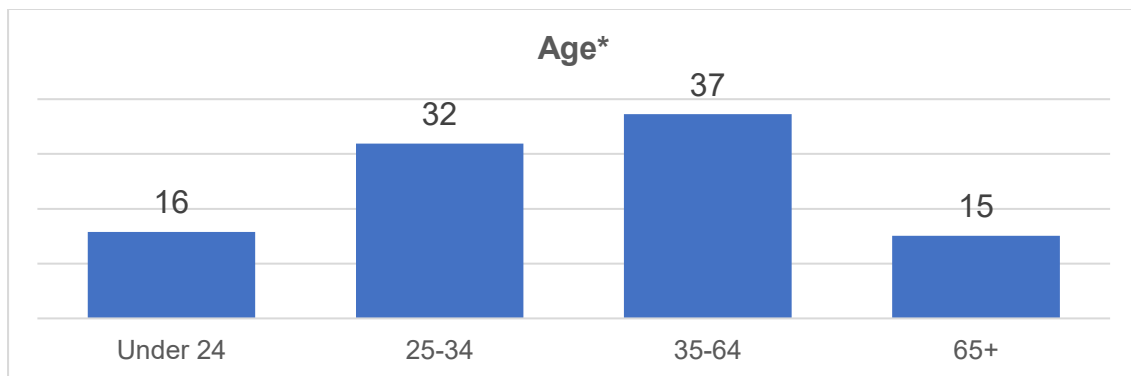
TfWM Cross City Team  
June 2025

# Appendix 1: Respondent Profiles

## Overview

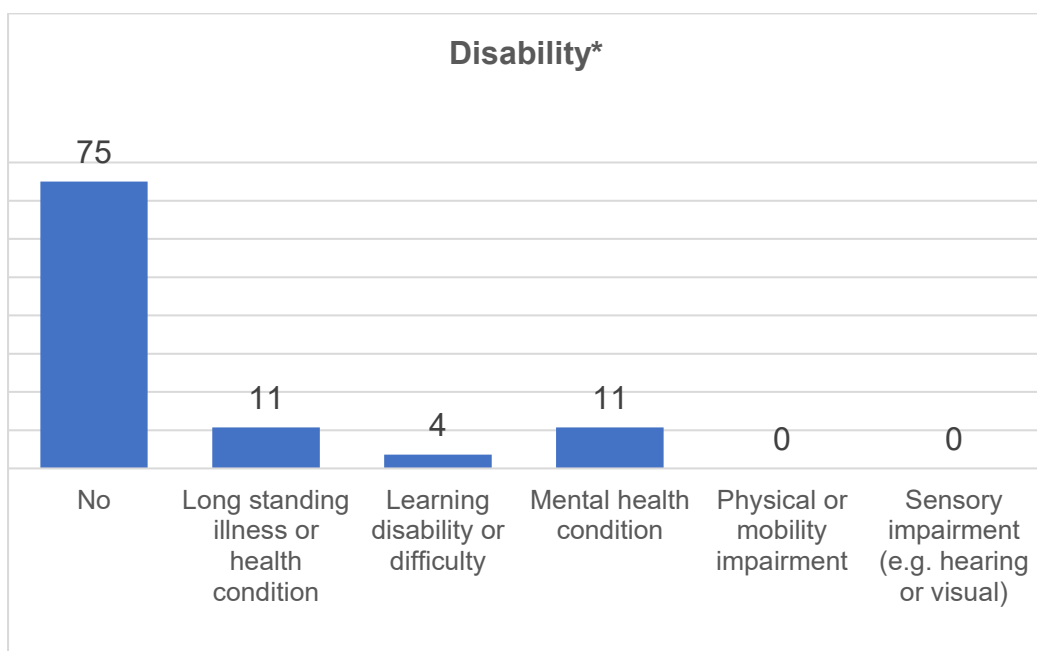
- Respondents were evenly split between males and females
- They tended to be aged either 25-34 or 35-64
- They were ethnically diverse with the majority coming from BAME backgrounds
- 25% of respondents reported some form of disability.

## Age of respondents



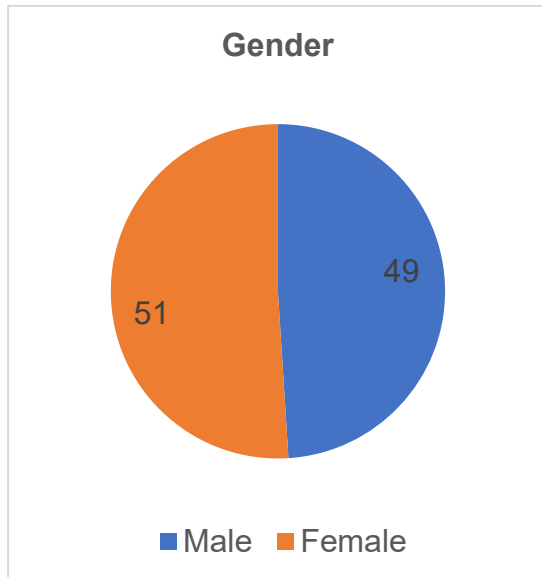
\* Age data is grouped due to overlapping data collected via Commonplace and Face to Face interviews

## Respondents with disabilities



\* Questions on disability were only asked on Commonplace and not during face to face surveys.

### Respondents' Gender



### Respondents' Ethnicity

