STATIONS AS PLACES
Opportunity Prospectus
Integration, Community and Delivery: a Masterplan for Kings Norton station

KINGS NORTON STATION
APRIL 2020
FOREWORD

Introducing the concept of Stations as Places
The Stations as Places programme aims to promote local railway stations as community ‘hubs’ rather than simply access points onto the rail network. The vision is to develop local railway stations as an asset highly valued within the community, contributing to economic growth and acting as a hub for creativity, heritage and social amenity.

The Vision
“We will develop stations as quality gateways between communities and the railway, supporting the changing needs of our passengers, residents and visitors. Stations in the West Midlands will be community assets, supporting the wellbeing and development of the areas they serve through involving local community and business.”
West Midlands Station Alliance (WMSA) Mission Statement

What does the prospectus do for Kings Norton Station?
There is an important role for the railways to play in both the economic and social regeneration of the local areas which our stations serve. This Opportunity Prospectus sets out the economic, social and geographic landscape of the area around our station and highlights some of the opportunities for commercial development, partnership working, inward investment and community regeneration. We have included a profile of Kings Norton station in this document and looked at different types of activity neighbouring our stations, from local businesses providing facilities to the travelling public, local authorities using existing assets in different ways, businesses looking for investment opportunities and the impact of new development in the surrounding area.

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Get in touch and keep up to date
You can email saps@wmre.org.uk and one of the team will get back to you!
You can also follow progress on Stations as Places at: www.wmre.org.uk/stationsalliance
Who are the West Midlands Station Alliance?

WMSA is a formal alliancing arrangement between industry partners with a common vision and forward plan, including infrastructure owner Network Rail, station facilities owner West Midlands Trains (WMT) and local government West Midlands Rail Executive. The role of the WMSA is to facilitate Stations as Places by bringing together various stakeholders to work together in partnership; ensuring that the Stations as Places vision and local aspirations are shared between the stakeholders, the infrastructure owner - the station facilities owner - and the Local Government.

Why Kings Norton Station has been selected?

Kings Norton already provides a key station for commuters and local residents travelling to and from Birmingham City Centre, Birmingham University and other connecting services via the Cross-City Line. The station has an important role to play in local economic growth and regeneration of surrounding residential areas, including ongoing development of the Kings Norton Planning Framework Area. The station will support this by providing the residents of Kings Norton access to employment, education and training in Birmingham City Centre and other regional economic hubs, whilst increasing footfall to businesses, services and attractions in the local area.

The drivers for developing this location

The station has already seen a significant rise in rail patronage, with a 10.8% increase in passenger numbers in the last year, reaching 1.5 million per annum in 2019. By 2021, the station will provide the terminus for new rail services running on the reintroduced Camp Hill line, providing connections to Hazelwell, Kings Heath, Moseley and Birmingham Moor Street, with further rises in passenger numbers expected in the future. In the longer term and potentially as part of the West Midlands Rail Hub proposals, additional capacity may be provided by reinstating the disused platforms 2 and 3 ('island' platforms). There is a great immediate opportunity for community integration by the adoption of the station by the West Midlands Rail Executive - the first UK example of a Friends of Station group championed by a rail executive!

The Prospectus

This Prospectus sets out the headline opportunities for Kings Norton, including community buy in, general refurbishment of station facilities to improve the station environment and passenger experience and capitalising on future development of Camp Hill line stations and associated services. The flow chart on the right shows how we are delivering Stations as Places in Kings Norton.
Bringing our Partners together

Our stakeholders really matter to us. Whether it's a major developers building new homes in reach of the station or an individual customer that needs to be able to make an easy journey to a hospital appointment using a combination of train and bus, the Stations as Places team wants to hear views from stakeholders and customers. Our inclusive consultation approach ensures we cover the 4 dimensions of:

**COMMUNITY**

A railway station is often a great asset to a community, but a community can also be a great asset to a railway station.

Kings Norton Station is already a valuable community asset which needs to be cared for now and in the future, particularly with expansion of future services. However, there is room for growing the community's involvement to safeguard the current and future prosperity of the station. Hence, the local community are identified as a key stakeholder for the station prospectus.

**SOCIAL VALUE**

Transforming a railway station from a ‘passenger thoroughfare’ into a genuine community asset will have a positive impact on the local community.

Residents and businesses are more likely to take ownership of their local station if it is a pleasant and safe place to be, meets their needs and represents local people and heritage. A railway station as a valued community hub can offer a real contribution to improving social inclusion and mental wellbeing; from promoting inclusivity through membership of a ‘friends of’ group or simply making waiting as a part of a morning commute more pleasant. Most importantly, an integrated station shows that people care and that they have something to be proud of.

**LOCAL PERSPECTIVE**

Some railway stations are ideally suited for some areas and not at all for others.

To help shape the future of the Kings Norton Station to the needs and requirements of the local community, involving the community in the planning is critical. The travel survey can establish how and when people travel to and from the station, but community involvement helps to make a station a more attractive and valuable community asset. Stations as Places aims to establish strong links between the station management and businesses, the community and other local stakeholders; ensuring that the voice of the community is heard.

**LEGACY**

An important objective of Stations as Places it to provide a long-term legacy by establishing integration and community involvement as the heart of Kings Norton station.

This will involve the community taking a level of ownership of the station and passing this onto the future generations to keep each station a valuable part of the local community. Of course, Network Rail, West Midlands Trains and the local government will also have an important role in the legacy of the station and that is why partnership working between the community and these organisations is so important.
KEY FACTS

- Rev Awdry, the creator of Thomas the Tank Engine, was a Curate at St Nicolas’ church in Kings Norton.
- Kings Norton is one of the Cross-City Line’s oldest stations. The station first opened in 1849 and was on the Birmingham to Gloucester Line which ran via the Camp Hill Route into Curzon Street Station.
- When the Cross-City Line electrification project started in 1990, it was chosen that the Electrification Project Depot would be based at Kings Norton. The Cross-City Line Electrification project cost £64.5 million and was completed in June 1993.

FACILITIES OVERVIEW

<table>
<thead>
<tr>
<th>Kings Norton</th>
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<tbody>
<tr>
<td>Help points (providing information) on both platforms</td>
</tr>
<tr>
<td>Automatic ticket machines</td>
</tr>
<tr>
<td>Payphone</td>
</tr>
<tr>
<td>Ramp for train access</td>
</tr>
<tr>
<td>Car park TfWM managed and free of charge. 321 spaces + 16 accessible spaces</td>
</tr>
<tr>
<td>Customer information screens on all operational platforms</td>
</tr>
<tr>
<td>40 cycle spaces in total. 6 lockers and 5 Sheffield stands at the station entrance, with CCTV. 6 Sheffield stands at the entrance to Platform 4, with CCTV at a distance</td>
</tr>
</tbody>
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STATION TYPOLOGY

Local Gateway

Local Gateway - serves small town, local centres and local interchanges

- Serves Kings Norton neighbourhood centre
- Busy suburban station
- Provides connections to local bus services
- Serves nearby residential communities
- Acts as a gateway to the railway to serve local destinations on the Cross City line, plus Birmingham New Street and Bromsgrove for wider rail connections

LOCAL ACTIVITIES

Kings Norton Station is in the suburbs of South-West Birmingham. Kings Norton Park is a short walk away and has a 2km long walking/jogging route as well as a playground and skatepark. The Park has a volunteer group called Friends of Kings Norton Park. The station is also a short walk from Cotteridge Park, a 22-acre site approximately 750m to the north east. This park is also championed by a local volunteer group, Friends of Cotteridge Park.

The Kings Norton Nature Reserve is a long stretch of land between Kings Norton and Northfield which follows the River Rea. The area is popular with dog walkers, joggers and cyclists due to its scenery. The area is a haven for wildlife from a wide range of habitats. Sustrans National Cycle Route 5 also passes through the reserve. The Kings Norton Nature Reserve also has a volunteer group called The Friends of Kings Norton Nature Reserve.

Kings Norton Fire Station is located on the opposite road of the Pershore Road entrance to Kings Norton Station. The Fire Station regularly holds charity events where members of the public can attend.

ANNUAL PASSENGER FOOTFALL

<table>
<thead>
<tr>
<th>Kings Norton</th>
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<tbody>
<tr>
<td>2018/19</td>
</tr>
<tr>
<td>2017/18</td>
</tr>
<tr>
<td>Percentage change</td>
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Source: Office of Rail and Road (ORR), Estimates of Station Usage 2018-19
About the station

Land within the blue line boundary is leased by Network Rail to West Midlands Trains. West Midlands Trains is required to meet lease holder conditions on behalf of the landlord, Network Rail. This comprises of maintenance and enhancements to station areas, including the station buildings, platforms and facilities.
Kings Norton Station has three entrances. The main entrance is through the station building located on Pershore Road South. The second entrance is via the station car park which takes customers onto Platform 4. Customers can either access the car park via the car park entrance which is located on Pershore Road South or from Station Road. The third and final exit is from the green over bridge located on the West side of the platforms. This bridge allows access direct access to Platform 1 from the North side of Station Road whilst the opposite side of the bridge takes customers down to the station car park from where they can also access Platform 4. This bridge is a public right of way which links both sides of Station Road which are divided by the railway.

Kings Norton is a suburban station located in South-West Birmingham and is well connected with residential commercial areas which surround the station by roads with pavements and footpaths. Kings Norton Station is also neighboured by Cotteridge Park and Kings Norton Park which have good local walking routes leading to places like the Kings Norton Business Centre, St Nicholas’ Church and The Green.

The area is also home to Sustrans National Cycle Route 5 which goes between Reading and Holyhead as well as running through Lifford and Cotteridge Park before continuing alongside the River Rea towards Northfield. The station is well signposted on the cycle route and gives clear directions to cyclists where to turn off the route in order to access the station.

The station also has bus stops located in front of the main Pershore Road entrance, these bus stops are stops CC and CD (Birmingham direction) and stops CA and CB (Non-Birmingham direction) these bus stops are serviced mainly by National Express West Midlands as well as hourly Diamond Buses.

<table>
<thead>
<tr>
<th>Bus Number</th>
<th>Destination(s)</th>
<th>Stop Location</th>
<th>Frequency (Daytime)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>Yardley Wood – Bartley Green</td>
<td>Stops CC and CB</td>
<td>Every 10 minutes</td>
</tr>
<tr>
<td>19</td>
<td>Maypole – Frankley</td>
<td>Stops CD and CB</td>
<td>Every 30 minutes</td>
</tr>
<tr>
<td>45/47</td>
<td>Birmingham - Longbridge</td>
<td>Stops CA and CC</td>
<td>Every 12 minutes</td>
</tr>
<tr>
<td>49</td>
<td>Solihull – Northfield via Maypole</td>
<td>Stops CB and CA</td>
<td>Every 15 minutes</td>
</tr>
<tr>
<td>146</td>
<td>Birmingham – Alvechurch – Redditch</td>
<td>Stops CC and CA</td>
<td>Every 60 minutes</td>
</tr>
</tbody>
</table>
Survey Results

TRAVEL TO AND FROM THE STATION

How do you usually travel to the station?

- Bicycle (taken on train): 0.9%
- Car (drop off): 1.7%
- Other or Combination: 5.2%
- Bus: 5.2%
- Car (parked): 10.3%
- Walk: 76.7%

Surveys were carried out in February 2020. 120 responses were received.

FUTURE SERVICES

How integrated are bus services with Kings Norton station?

- Very: 54.5%
- Needs improvement: 21.6%
- Not at all integrated: 22.4%
- Unsure: 6.0%

Will the regeneration of the Camp Hill route benefit your journey?

- Yes: 50.0%
- Unsure: 28.4%
- No: 21.6%

CRIME AND SAFETY

DID YOU KNOW?

Over 91% of the people surveyed did not experience any crime and/or antisocial behavior to, from or at Kings Norton Station.

PARKING

DID YOU KNOW?

The average weekday occupancy of the main and overflow station car parks is 98%.

3.4% of the people surveyed stated that they park at an alternative location. The alternative locations stated are:
- The roads around Bournville Station
- Selly Oak Station
- Family members’ driveways
- Pay and display car parks near by the stations

4.3% of people have stated that they leave their cars on the street. The street locations stated are:
- Alexandra Road (Bournville Station)
- Station Road (Kings Norton)
- Kings Norton Business Centre (Kings Norton)
OVERVIEW

• Kings Norton is a ‘turn up and go’ station with the frequency of a train every 10 minutes on the core section of the Cross City Line between Longbridge and Four Oaks.
• The station has 6 trains an hour to Four Oaks and Longbridge during weekdays.
• Served by 3 car Class 323 Electric Multiple Units (EMUs) which have recently been refurbished with new interiors, better handrailing, accessible toilets and on-board information systems.

SERVICE DETAILS

<table>
<thead>
<tr>
<th>Destinations and Key Stations</th>
<th>Trains per Hour (tph)</th>
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<tbody>
<tr>
<td></td>
<td>Monday-Saturday Daytime</td>
</tr>
<tr>
<td>Lichfield Trent Valley via Birmingham</td>
<td>4</td>
</tr>
<tr>
<td>Lichfield City via Birmingham</td>
<td>4</td>
</tr>
<tr>
<td>Four Oaks via Birmingham</td>
<td>6</td>
</tr>
<tr>
<td>Redditch</td>
<td>3</td>
</tr>
<tr>
<td>Bromsgrove</td>
<td>3</td>
</tr>
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First Train: 06.01 – Birmingham New St to Redditch
Last Train: 00.03 - Redditch to Birmingham New St

Operated by West Midlands Trains

TIMETABLES

• https://www.westmidlandsrailway.co.uk/travel-information/timetables
Access to Platform 1 and 4 also provided by a footbridge on Station Road to the west of the station.

Kings Norton station entrance from Pershore Road, providing step-free access to Platform 1. Step-free access to Platform 4 provided via Station Road and the car park to the south of the station site.
Physical and Information Improvements

Kings Norton station can be accessed from both the eastern and western sides of the station. The main access is from Pershore Road on which the neighbourhood facilities are located. The station car park is accessed off Station Road, with pedestrian access from the car park directly onto Platform 4 and via the internal footbridge to Platform 1.

Platform 1 is accessed from the main entrance and ticket hall by a ramp. This ramp would benefit from a deep clean and a clearance of litter from the adjacent embankment. Platform 4 is accessed from this entrance by an internal footbridge. Although this footbridge is relatively clean and graffiti free, it does not provide an aesthetically pleasing environment and would benefit from visual images and community artwork.

The footbridge on the western side of the station provides pedestrian access across the railway line on Station Road. Although this footbridge is relatively graffiti free and has attractive community artwork on its interior side, the artwork would benefit from a refresh and the stepped access to the footbridge requires cleaning to remove the build up of detritus.

Operational improvements

Currently, Kings Norton has 12 trains per hour passing through the station. 3 trains go to Redditch, 3 go to Bromsgrove whilst 6 go to Birmingham and towards Four Oaks. The station has a metro style frequency of service and there are no planned operational improvements other than the new Camp Hill service once the stations at Hazelwell, Kings Heath and Moseley are open. The main existing operational issue involves significant pooling of water on the footbridge on Station Road during poor weather. Due to the steepness of Station Road, rainwater flows down and pools against the staircase, which in turn flows down to the platform and starts flooding the tracks. This creates service disruption whilst the situation is rectified by Network Rail. Highway improvements should be bought in place to mitigate the flood risk.

Integration

For the benefits of the community and its stations, it is fundamental to promote access to all modes of transport (e.g. connectivity with local buses), to consider planned development in the surrounding area and to promote activities across town. Real time bus information is provided at the bus stops, but none are inside of Kings Norton station or on the platforms. It would be beneficial to have more information on the station to help with making the interchange process easier and to also attract more people to use the bus and travel to the station sustainably.
The Headline Opportunities
THE SURROUNDING AREA

Last Mile
Pedestrian routes to the station vary in quality and accessibility. The most accessible step free route to the station is from Pershore Road which has good bus connectivity and adequate footpaths and crossing facilities. Pershore Road also allows users to get to both Platforms 1 and 4 without using stairs.

The Middleton Hall Road side of the station consists heavily of residential land use. You can get to the station by either walking straight down Middleton Hall Road and then through the main station building via Pershore Road, or down Middleton Hall Road and Station Road to the footbridge, which takes you on to Platform 1 or into the car park where you can access Platform 4.

The footbridge itself is a valuable route to the station and saves time by allowing users to get to the other half of Station Road via the station car park. However, it is starting to look run down. The footbridge has had community artwork done alongside it which promotes and shows off the local history, which needs refreshing.

Flooding of the Station Road footbridge also means that passengers are unable to access the footbridge during bad weather. After the flooding has cleared, the footbridge is very dirty and creates a significant obstacle for pedestrians using it as a Public Right of Way and means of access to Platform 1 and 4.

Wider connectivity improvements to the station
Improvements to the pedestrian connectivity between Kings Norton Station, the local area and local bus stops, particularly through improved wayfinding, is a key opportunity for improving station connectivity. Improving cycle connections between Kings Norton station and National Cycle Route 5 is also an important opportunity when it comes to integration with the station and sustainable transport.
The station masterplan focuses on the station itself and the opportunities for integration with the station's immediate vicinity. Enhanced walking, cycling and bus interchange will make a significant difference to how the station feels. There are also opportunities to enhance existing station facilities to improve passenger experience and integration between rail services and the surrounding area. Appropriate management of car parking will aim to alleviate existing capacity issues with existing facilities, whilst better connectivity to other transport modes will serve to reduce demand on parking spaces.

OPPORTUNITY PLAN

Potential Station Neighbours
Kings Norton station is surrounded by a mixture of residential and commercial developments, offering multiple business neighbours:
- Sophie's Choice & Sophies Pizza and Pasta
- Kings Norton Fire Station
- Kings Norton Business Park
- Bristol Street Motors
- The Camp Inn Pub
- BP Petrol
- KFC

Provide information resources and a retail outlet at the station to promote local businesses in Cotteridge and Kings Norton Green; achieve buy-in from local businesses to support community schemes at the station

Real time information resources for rail services at bus stops on Pershore Road; improvement of waiting facilities and routes to and from the platforms to enhance interchange experience

Provide real time bus service information in the station to improve ease of access and encourage greater use of local bus routes

Provide additional secure cycle parking facilities and informational resources to encourage use of local cycle routes in the vicinity of the station

Improvements to the walking and cycling environment to encourage active travel to and from nearby residential areas

Refurbishment of existing station facilities, including: refreshing the internal footbridge and platform access ramps to create a more pleasant passenger experience; use of community-led schemes to enhance the entrance to the station from Pershore Road and; aesthetic improvements on the island platform (Platforms 2 and 3)
‘LAST MILE’ CONCEPT PLAN

Stations as Places is also about promoting wider connectivity to existing communities, businesses, local centres and future development sites. The ‘Last Mile’ concept plan considers other land uses in the surrounding area and what the priorities should be in terms of integration of sustainable transport modes and station facilities. Key local stakeholders have been identified through initial consultation and auditing of the local area. Engagement will focus on improving access to rail services and how Stations as Places can unlock development potential and enhance existing connectivity for residents and the local economy.

Birmingham City Council can choose to use planning conditions (or Section 106 or 278 obligations) for defined schemes e.g. improved cycle storage. Where new housing or employment development is likely to occur, these should also be recognised in the scheme planning application. Off-site sustainable travel measures which fall outside the station boundary should be delivered and funded via local transport strategies or development control contributions through the relevant property developer.

Kings Norton Planning Framework Area includes a large area of housing to the southeast of the station. The masterplan was published in 2009 for a 20-year, £150m scheme to revitalise the Pool Farm, Primrose and Hawkesley estates. Developer contributions should be sought over the planning period to improve access to the station for local residents.

Why is it important to integrate stations’ and local growth?

Key:
- Existing residential development
- Open space/rural
- Existing commercial/industrial
- Local centre
- Major road
- Railway line
- Cycle Route
- Canal/waterway

Enhance integration of the station with local cycle routes, such as new wayfinding/route information at the station.

Travel planning engagement with employers on Kings Norton business park to facilitate more trips by rail and other sustainable modes.

Facilitate ‘last mile’ improvements to new developments in the ‘Framework Planning Area’ to reduce the number of additional car trips on the local highway network.
What do STAKEHOLDERS have to say about the stations

"Kings Norton station has often felt a bit unloved; a functional place that does its basic job as a railway station but one that has few other merits. The newly formed Friends of Kings Norton Station group aims to make a start at changing this perception. We are excited about the opportunity that exists to improve the station and to make it feel more like a place that the local community can be proud of."

Andrew Leo, Rail Experience Manager at West Midlands Rail Executive

"With over 1.5 million passengers and the location within a bustling and historic centre this is a wonderful 'blank canvas'. The potential for arts, planting, events and local popups created by the community could seriously enhance this busy station."

Fay Easton, Head of Stakeholder & Community for West Midlands Railway

"We’re a really busy and popular station and at peak commuting times, the station has a real buzz! However, its desperate for a bit of care, attention and sprucing up. This will also go a long way to making the station a more pleasant place for our customers, plus a safer and more friendly environment later in the evenings."

West Midlands Trains Station Customer Assistant
The Cross City Heroes Award celebrates 40 years of passenger services on the Cross City line between Lichfield and Redditch/Bromsgrove via Birmingham New Street. For every station, passengers, residents and railway staff have been submitting nominations for local community organisations who have made a real impact in their area.

Kings Norton St Mary's Hospice Fundraising Group was selected for the Kings Norton Cross City Hero due to their dedicated fundraising and volunteering activities. Formed six years ago, the group have raised over £15,000 for the Hospice through community events at Stirchley United Club, Kings Norton's summer festival and tea and coffee mornings at local GP surgeries.

The group will receive a plaque of recognition at Kings Norton station to celebrate their achievements and the real difference they are making to people's lives in the area.

Achieving community buy-in

The launch of the Friends of Kings Norton Station group aims to foster a sense of stewardship in the local community. Volunteering and local community buy-in will be vital in delivering many of the proposed measures at the station, which will achieve wider benefits for residents of Kings Norton.

"The route is key to connecting people across the city, and there is so much going on around stations on the line. We want to thank everyone who submitted nominations, but more importantly to our winning groups for everything they contribute to their local communities."

Fay Easton, Head of Stakeholder & Community for West Midlands Railway
Making the Station a better place

How to get more efficient use of the station

- Kings Norton station’s role as a busy suburban station and gateway to the railway for the local community places a high importance of ensuring that ‘last mile’ walking and cycling links are high quality and link to existing networks, the National Cycle Network, neighbourhood centres, amenities and green corridors
- Sustainable access links to the station should be integrated into future masterplanning, planning frameworks and land use development proposals to ensure that railway offers an attractive transport choice for new residents and workers
- Platforms 2 and 3 (the island platform) offers poor customer amenity and its great prominence to waiting passengers means there is a strong case for aesthetic and artistic improvements

Public transport

- In the longer term, plans should be safeguarded for potential reinstatement of this platform as part of Midlands Rail Hub proposals.
- Positive and exciting times are ahead for Kings Norton Station as the proposed terminus of the new Camp Hill Line services which offers new interchange for passengers from Moseley, Kings Heath and Hazelwell to interchange onto Bromsgrove services at Kings Norton
- The introduction of real time bus information at the station would support rail to bus interchange.

Pedestrian and cycling access

- As ‘quick wins’, the Station Road footbridge which provides a convenient access point to the station requires engineering and aesthetic improvements to prevent ponding issues and improve the appearance
- An increased level of pedestrian and cycling wayfinding near to the main station entrance and at pedestrian access points on Station Road will increase legibility of local centres, wider cycling and pedestrian routes and amenities. Wayfinding could include an element of interpretation value, informing on local heritage of the area.

Car parking

- With station car parking currently at full capacity on weekdays in tandem with passenger growth targets for the station, there is a strong need to focus on supporting mode shift from car and manage any additional pressures on parking from Birmingham’s Clear Air Zone.
Making the Station a better place
DEVELOPMENT STRATEGY

Short Term
- Launch and grow the profile of and participation in Friends of Kings Norton station to deliver quick community-led wins
- Community garden at the main station entrance, including a wild flower garden, complemented by planters with fragrant and colourful planters. Implement a regular gardening maintenance regime
- Community artwork in enclosed pedestrian footbridge at north end of station
- Refresh artwork produced by a local school on the Station Road footbridge
- Providing artwork and murals on the internal pedestrian overbridge at the eastern side of the station
- Removal of graffiti on the exterior of the pedestrian overbridge
- Install an automatic defibrillator
- Interpretation board to explain the history of Kings Norton and surrounding area
- Clearance of litter in various locations of intensive litter build up
- Introduction of a more regular station deep cleaning regime
- Deep cleaning of the steps on the footbridge at the western side of the station
- Clearance of overgrown vegetation on island platform – now partially completed
- Travel planning engagement with employers on Kings Norton Business Park to facilitate mode shift to rail and other sustainable modes

Medium Term
- Mobile coffee offer at station entrance with a potential link up with an established local company
- Cycle parking improvements – provision of additional cycle parking shelter to existing cycle cages by the main entrance
- WiFi at station - continuous WIFI between trains and the stations
- Further vegetation clearance and landscaping works on island platform. Potential to incorporate community art and sculpture work, particularly through CCIF funding.

Long Term
- More transformational upgrade of the station would potentially arise through the Midlands Rail Hub project being led by Midlands Connect. This is currently in feasibility assessment stage and would involve the construction of the Bordesley Chords, two viaducts creating new paths to the East Midlands and South West from Birmingham Moor Street Station.
- This route capacity enhancement would potentially require the reinstatement of the island platform at Kings Norton station and provide an opportunity for a transformational redevelopment of the station.
- Work with housing developers and Birmingham City Council to deliver ‘last mile’ improvements to new housing complexes through S106 contributions.
OPPORTUNITIES for INVESTMENT

The Stations as Places Prospectus should act as a means of providing an evidence base which can attract funding opportunities and implement quick-win initiatives and measures. To achieve this, continuous stakeholder involvement and collaboration is crucial to develop relationships within the communities that the Stourbridge stations serve.

OPTIONS FOR DELIVERY

Section 106
- Section 106 funding can be secured when a third party development relates to the station (in planning terms). This funding will be accrued by Birmingham City Council for developments in the local area for which it is justifiable to secure contributions to station improvements.

External Funding
- West Midlands Combined Authority
- Transport for West Midlands
- West Midlands Rail Executive
- Birmingham City Council
- West Midland Trains
- Network Rail
- ACoRP/ Community Rail Partnership

Match Funding
- Access for All (AfA) funding is a key part of the Government’s Inclusive Transport Strategy to improve the accessibility of Great Britain’s railway. This funding is specifically targeted at providing improvements at stations which can enable more disabled people to access the rail network.

Commercial Revenue
- Potential coffee kiosk in ticket hall area.

Third Party Funding
- Customer and Communities Improvement Fund (CCIF). West Midlands Trains has recently awarded funding to Birmingham Music Archive for ‘Musical Routes’. This is a creative arts and technology project to install themed maps addressing music history, heritage and culture in ten stations across the West Midlands Railway network, including Kings Norton.
- West Midlands Train’s Combined Station Improvement Programme (CSIP) will bring investment to upgrade station facilities, including new Digital Customer Information Screens and CCTV.

EASY WINS

Cycle Rail
- As result of the Cycle Rail Fund awarding in 2019, it was announced an extra 2,300 cycle spaces to be built at 48 stations across England, enabling commuters to cycle directly to the station and lock-up their bike securely.
- The Cycle Rail Programme has already tripled the number of cycle parking spaces at more than 500 stations, bringing the total to over 80,000. The Cycle Rail programme is a great opportunity to get funding to improve cycling facilities and security around railway stations.

Community and Volunteering resources
- Investment of time from community and enterprise groups from Friends of Kings Norton Station and the charity sector, including Birmingham Music Archive.
**ACTION PLAN**

**Making the station a better place - achieving mode change**

### Action Plan

<table>
<thead>
<tr>
<th>Action</th>
<th>Responsibility</th>
<th>Timescale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Launch of Friends of Kings Norton Station</td>
<td>WMRE</td>
<td>Short term</td>
</tr>
<tr>
<td>Deliver short term aesthetic and customer environment improvements</td>
<td>WMT, WMRE and NR Birmingham Music Archive (CCIF recipient)</td>
<td>Short to medium term</td>
</tr>
<tr>
<td>Harness capital improvements from developer contributions and other relevant third parties to deliver high quality walking and cycling improvements to/from the station</td>
<td>TfWM, WMT, BCC, developers</td>
<td>Medium to long term</td>
</tr>
</tbody>
</table>

### Targets

- **Year 0** – Launch of Friends of Kings Norton Station
- **Years 0 to 2** – Deliver quick win customer experience improvements to support environment e.g. deep cleaning, planting, community art
- **Years 0 to 5** – 10% growth in passenger numbers
- **Years 0 to 5** – Further mode shift to manage pressures on car parking and support walking and cycling access from local catchments i.e. local residents using their most local station on the Cross City South line
- **Years 0 to 5** – Use the station as a catalyst for land assembly through constructive dialogue with station neighbours, property owners, developers and BCC.
WHO TO CONTACT
AND HOW TO GET INVOLVED

Railways bring people together and there is a powerful historic sense of pride in the railways in the UK. Stations began life as beacons of hope and revival for local communities and when stations are places of welcome, happier & more passengers ensue.

The Stations as Places initiative is designed be open to all.

We really want to engage with organisations of different shapes and sizes. We’d love to hear from developers and their consultant teams about how we can work more closely with you to connect with your development schemes, especially if you are needing people to take the train to ease pressure of the road network and make your development proposals work effectively.

But we’d also love to hear from shopkeepers and other local businesses, from social enterprises and residents groups, and from organisations supporting disabled people and others needing accessibility support. So how to get involved?

You can email saps@wmre.org.uk and one of the team will get back to you!

Contact us if you would like to
• Give us feedback about this Prospectus
• Flag up an opportunity with your proposed development
• Talk to us about how your organisation can get involved

You can also follow progress on Stations as Places at www.wmre.org.uk/stationsalliance