West Midlands Bus Alliance

Dudley Network Development Plan 2019 - 2026

Transport for West Midlands

Network Development Plans

The West Midlands has evolved considerably in recent years and so have the ways in which people choose to travel around the region – how they get to work and where they work, as new commercial and business centres have been built.

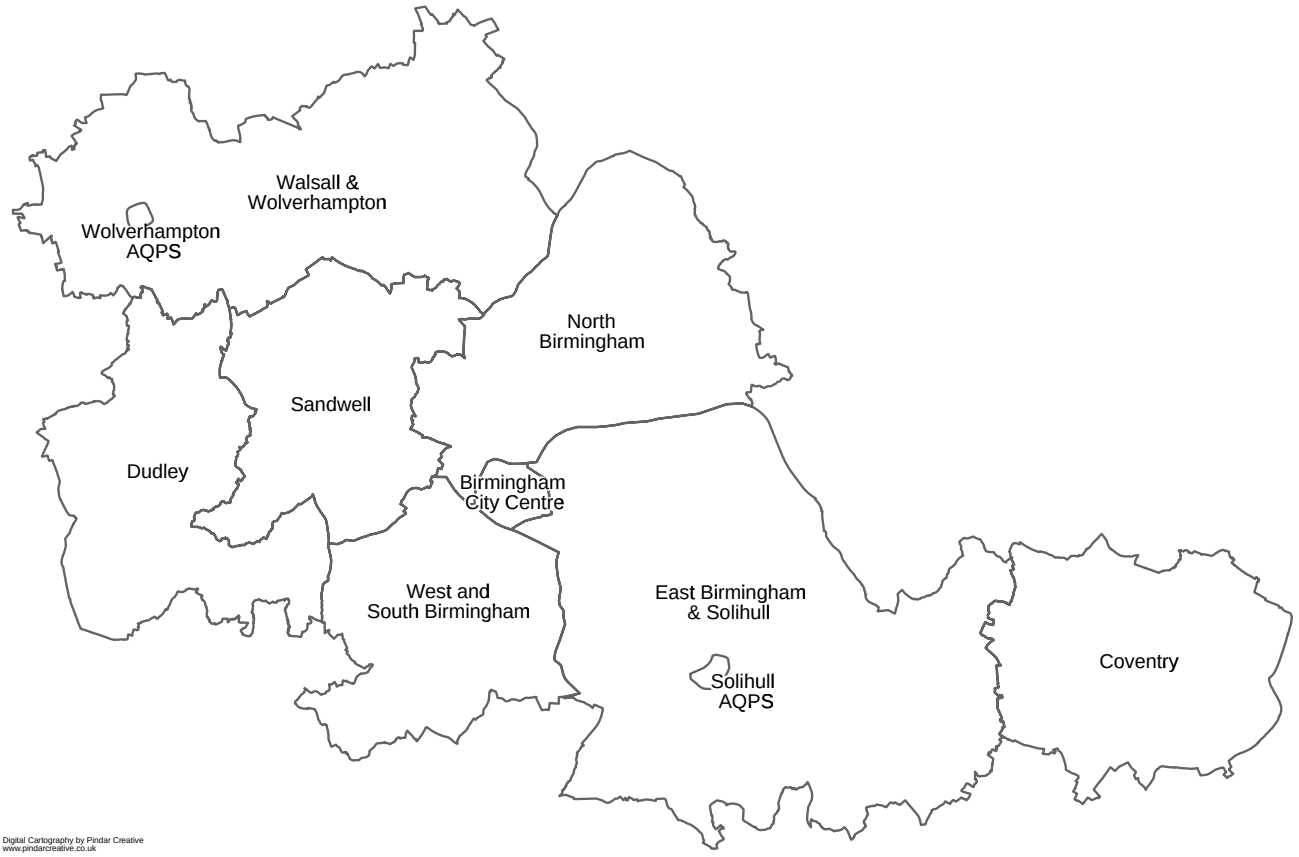
Many more people now live in new housing developments which need excellent bus links to get them to places of employment, shopping centres, hospitals and leisure facilities. The next few years will also see even more growth and opportunities.

As the West Midlands Bus Alliance, we recognise that as the region undergoes unprecedented development, a bus network that meets the needs and aspirations of passengers is crucial and we are committed to providing customers with services for the 21st Century.

Our Network Development Plans will be rolled out across the region and reviewed annually, so that we ensure that the current and future bus network meets local needs and has the flexibility to adapt to forecasted growth and change.

These plans have been produced through close partnership working between the West Midlands Bus Alliance partners of bus operators, local councils, West Midland Combined Authority and other stakeholders, who have all made extremely valuable contributions to ensure we are delivering positive change to the traveling public.

Having a plan in place to improve the bus network as populations grow, land uses change and new developments are planned and built is crucial, in ensuring that the bus network continues to support economic growth in the area, maintains excellent connectivity and prevents congestion.



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What does this mean for me?

Delivering the Dudley Network Development Plan (NDP) will support positive change so that bus continues to play a crucial role for the lives of local people and in the growth of the borough. Working together, the Bus Alliance will deliver local bus improvements that ensure the current and future needs of the local population and businesses are met and bus travel is truly transformed in the borough.

- 17 km/hour average peak speeds of bus services in the borough
- Increase the bus modal share of am peak journeys to key centres
- More Euro VI standard buses operating in key air quality locations
- Making it easier and more pleasant to travel by bus in the borough

What we are proposing

- Better interchanges, reviewing Dudley Bus Station and Russell's Hall Hospital
- More Euro VI emission buses to improve air quality
- Reliable services for passengers, delivering short-term highway scheme priorities
- Improved passenger information, with real-time information for all operators displayed and improved stop infrastructure
- Making bus travel better value

Dudley

Dudley borough is a thriving economic centre in the heart of the West Midlands region; with high ambitions for fast growth and a determination to build on its proud heritage and history for an even stronger future.

Its existing business base is diverse and impressive and it has major new investment opportunities with a varied and broad portfolio from individual land and housing sites, to high profile commercial, industrial and leisure space offering further development potential.

The borough's strategic centre of Brierley Hill and other town centres of Dudley, Halesowen and Stourbridge provide many fantastic investment and growth opportunities; including the recently created DY5 enterprise zone. It is home to the UK's 4th largest shopping centre, Merry Hill, which attracts 23.5 million visitors each year. The area is set to receive an estimated £1.5bn of investment and by 2026 it is expected to have 220,000m2 of office floor space, 95,000m2 of retail floor space and 2,940 new homes.

Dudley borough also has the flagship Pensnett Trading Estate, home to 185 acres of land including 25 acres of development space.

POPULATION OF

316K

WITH 60% OF WORKING AGE

70%

OF THE WORKFORCE LIVES IN THE BOROUGH

MERRY HILL IS THE 4TH LARGEST UK SHOPPING CENTRE, WITH

23.5

MILLION VISITORS

PENSNETT TRADING ESTATE

185

ACRES - THE LARGEST SECURE INDUSTRIAL ESTATE IN EUROPE

Buses in Dudley

Dudley borough has 4 bus stations that provide hubs for the local centres and see nearly 8 million boarding's each year. Dudley bus station is the flagship with an annual footfall of 5.1 million.

There are 77 bus services operated by 5 bus operators in the borough, covering over 15.5 million bus vehicle miles and 1.3 million vehicle hours of operation each year. The local bus network has nearly 900,000 people within 400m of a bus stop served by a route to, from or within the borough.

Despite the extensive bus network, the bus mode share into the strategic centre of Brierley Hill is only 10 per cent in the morning peak and only slightly higher into Dudley at 13 per cent.

77

BUS SERVICES OPERATED BY 5 BUS OPERATORS

5.1

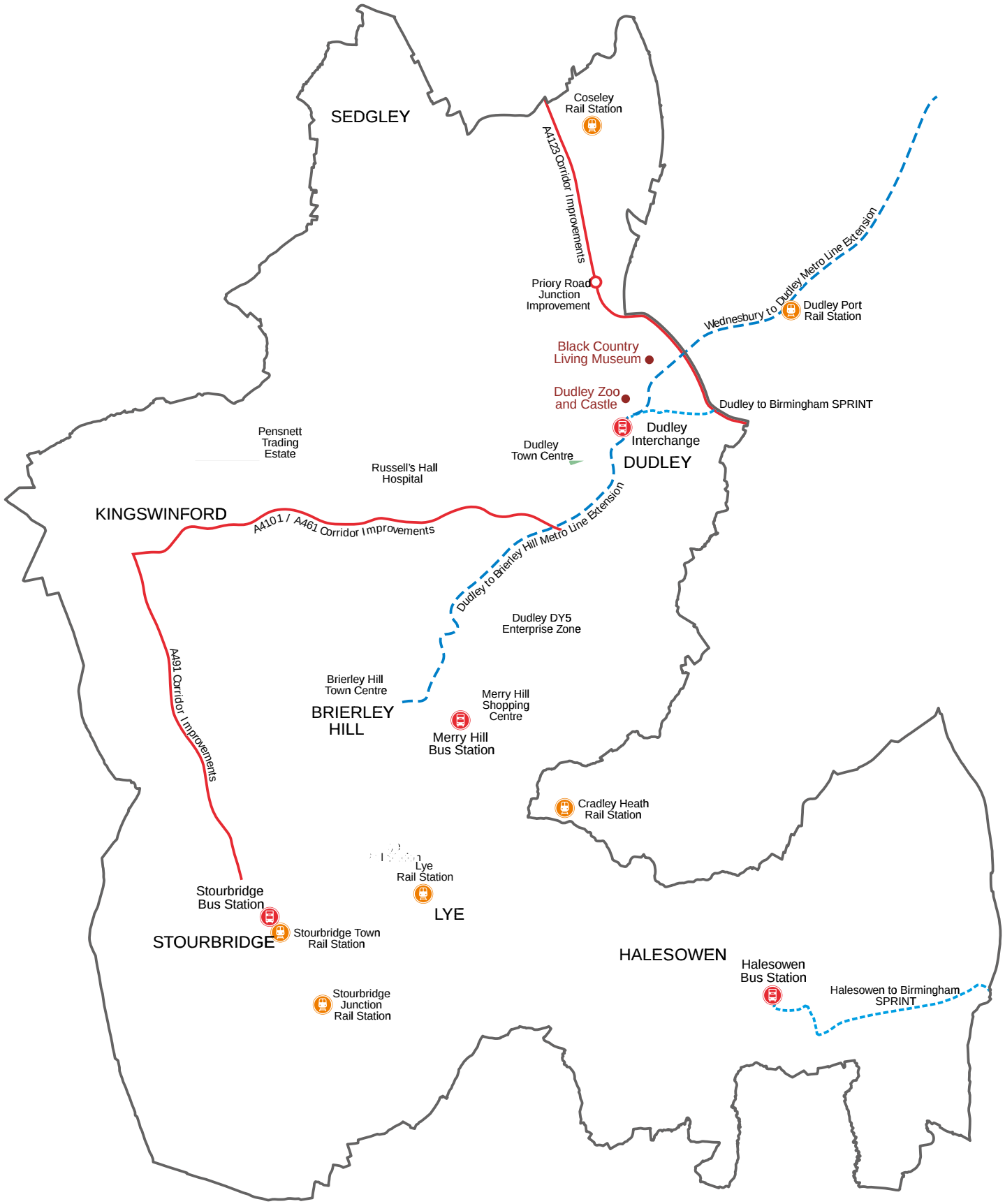
MILLION ANNUAL FOOTFALL AT DUDLEY BUS STATION

4

BUS STATIONS – DUDLEY, HALESOWEN, STOURBRIDGE AND MERRY HILL

1,360

BUS STOPS, 110 WITH REAL-TIME INFORMATION



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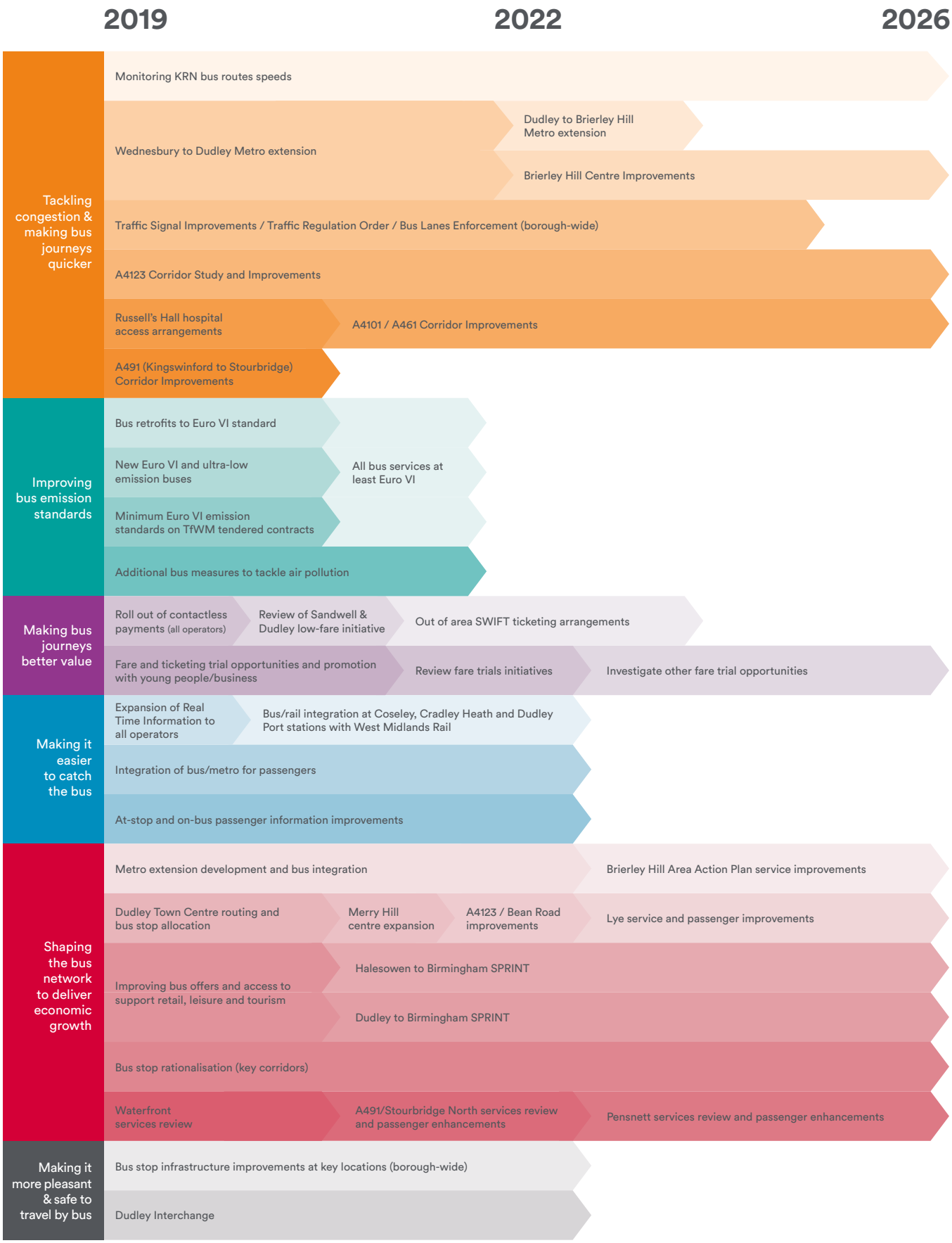
Delivery Plan



Making it happen

The Bus Alliance is committed to transforming bus travel in Dudley and across the region. We will create change for the better both now and through our ambitions for the future.

Adoption of this Dudley Network Development Plan by the Bus Alliance and Dudley Metropolitan Borough Council, further sets out the commitment of all partners to work together to achieve the best outcomes for bus travel in Dudley and the West Midlands.

The speed at which we can deliver the improvements identified in this NDP will depend on funding available and we will take every opportunity to secure new investment, whilst reviewing delivery annually as new priorities and challenges arise.

West Midlands Bus Alliance

In the West Midlands, we have a proud history of delivering better bus services through partnership. The West Midlands Bus Alliance, the first of its kind in the UK, brings together bus operators, local councils, and other partners to work together to deliver high levels of passenger satisfaction and drive forward improvements in our bus services. Our focus is on making bus travel in the West Midlands cleaner, greener, safer and faster. Our objectives are:

- Tackling congestion and making bus journeys quicker
- Improving bus emission standards
- Making it easier to catch the bus
- Making it more pleasant and safe to travel by bus
- Shaping the bus network to deliver economic growth
- Making it easier to buy a ticket and better value