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Stage 1

Wombourne No.15/16 bus Route Proposal

Wombourne, Wolverhampton, WV5

R D SKITT

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Stage 1 Concept
Wombourne No.15/16 bus Route Proposal
Wombourne, Wolverhampton, WV5

7th March 2025



**AFFORDABLE
ARCHITECTURAL**
DESIGN SERVICES

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1.0 Context

Wombourne is 5.2 miles south-east of Wolverhampton which is a 15-minute drive via the A449. Wombourne is in the Region of the West Midlands and the Constituency of Kingswinford and South Staffordshire. The Local Authority is South Staffordshire County Council. Wombourne has an approximate population of 14,160 as of 2011 Census.

- Wombourne currently has two bus routes the 15 and 16. These routes are both served by NX Bus West Midlands.
- The No15 comes from Wolverhampton down Billy Buns Ln, Bull Meadow Ln, Station Rd, Planks Ln, Brickbridge Ln, then Bridgnorth Rd, This is reversed from Merryhill.
- The No16 comes down Billy Buns Ln, Bull Meadow Ln, Station Rd, Church Rd, High St, Gravel Hill, Common Rd, then Wombourne Rd. This is reversed from Stourbridge.
- There are 16 stops for the No16 within Wombourne. 8 each direction.
- There are 22 stops for the No15 within Wombourne. 11 each direction.



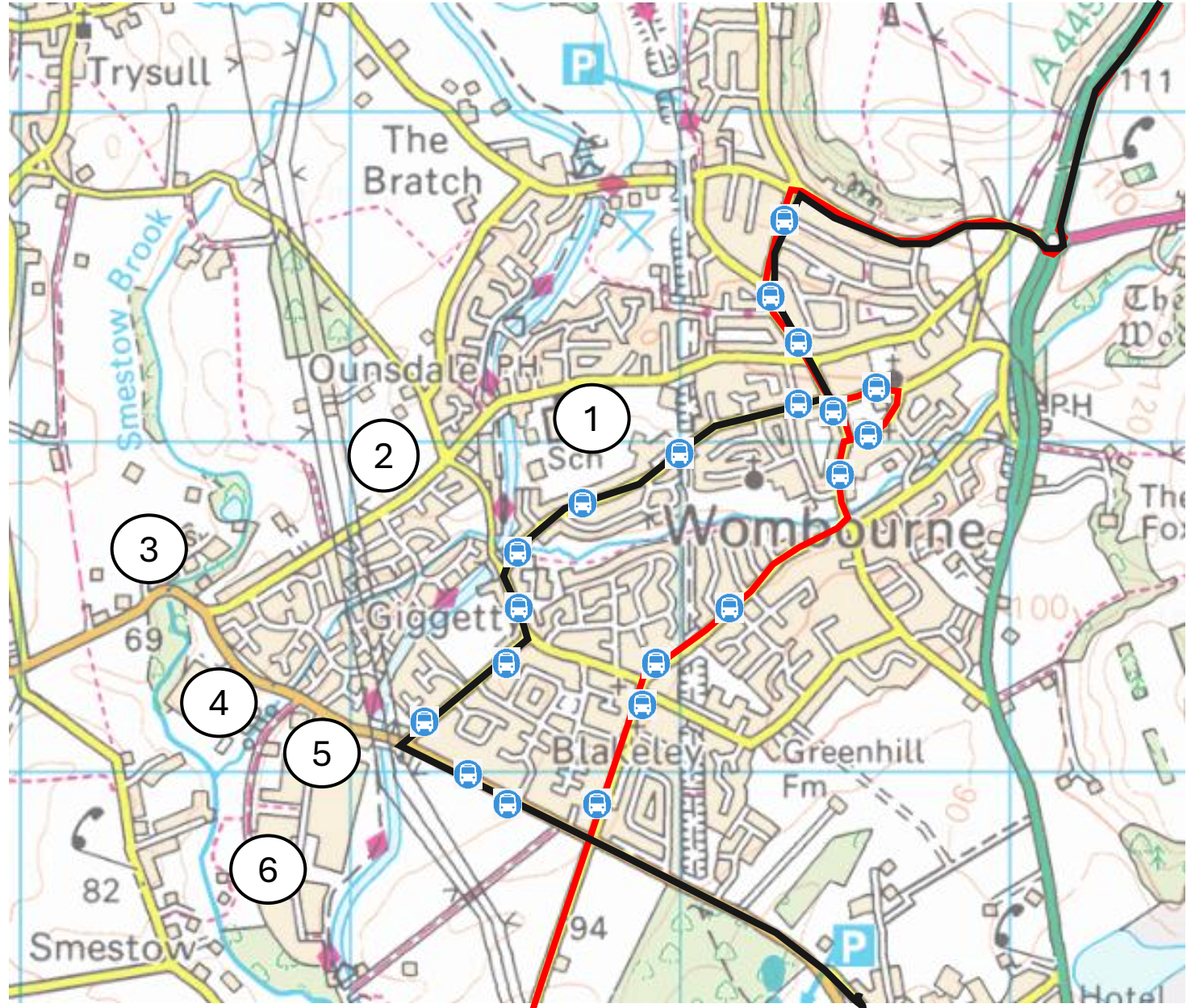
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No15 —

No16 —



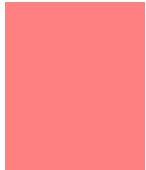
1. Wombourne High School
2. Pool House Ln Proposal
3. Industrial Estate
4. Lid/Retail Park
5. Sainsbury's
6. Industrial Estate

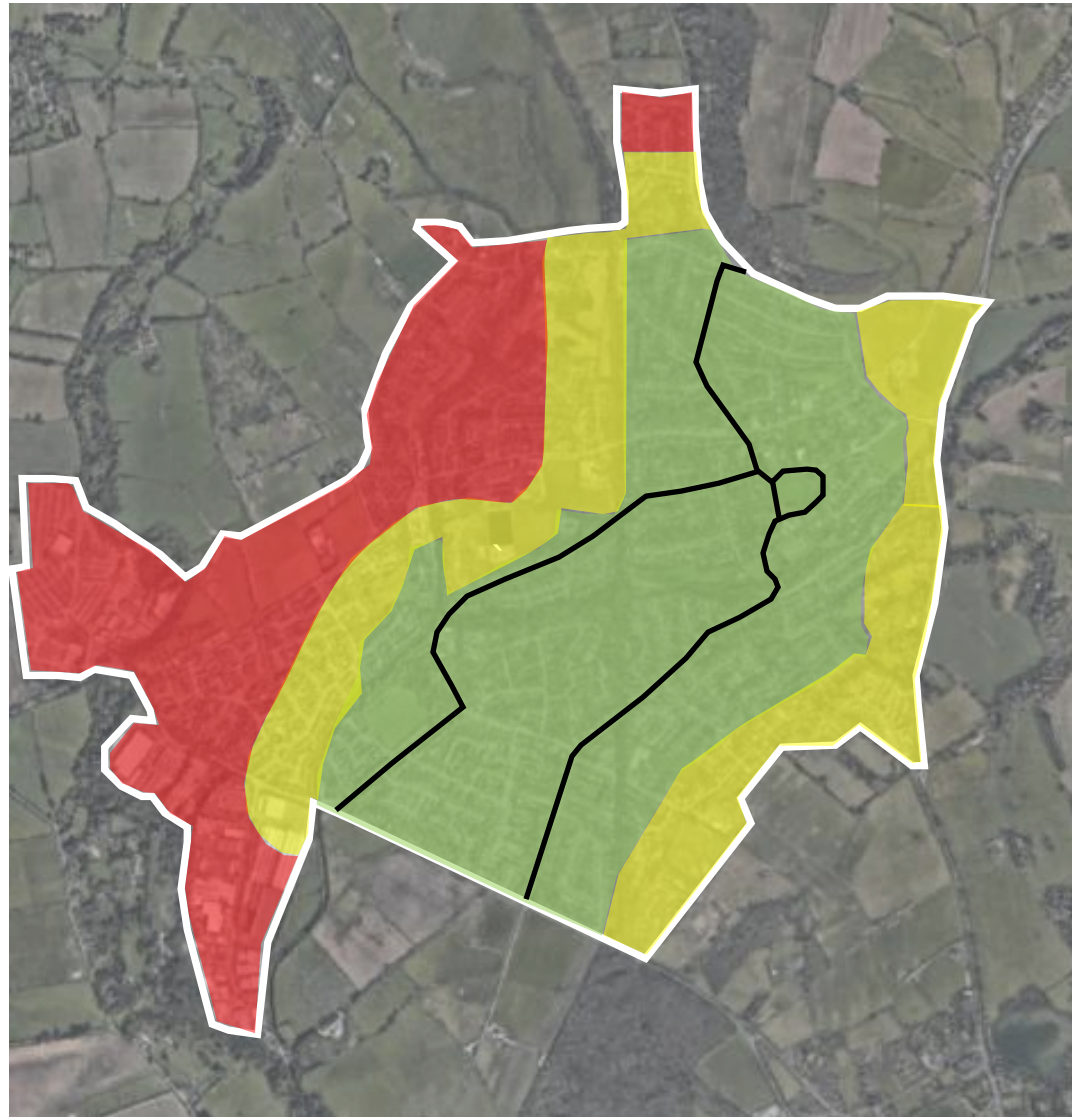
2.0 Existing Route



3.0 Accessibility of Public Transport

This map is to show the accessibility of the current public transport within Wombourne. The green zones show that the public transport is easily accessible and is within immediate walking distance. The amber zone shows that there is a further or more difficult walk. Which is more than 6 minutes. The red zone means that the walk is more than 10 minutes and is not ideal for disabled or elderly people.

-  Immediate walking (high accessibility)
-  More than 6-minute (moderate accessibility)
-  More than 10-minute (low accessibility; difficult for elderly and disabled individuals)



©GoogleEarth

4.0 Economic activity heatmap

This map shows the economic activity within the area. As seen in 3.0 (areas accessible of public transport) it has been identified that the areas with the most employment and retail have the least accessibility of public transport.

- Employment
- Retail
- Leisure
- Education
- Healthcare



5.0 The Proposal

Wombourne's current bus routes, the No.15 and No.16, provide essential transport links, but they no longer fully meet the needs of the growing community. As the village continues to develop, new businesses, retail areas, and key destinations have emerged that are not adequately served by the existing routes. This proposal aims to improve **accessibility** and **connectivity** within Wombourne by introducing a new route and additional stops closer to newly developed areas.

- 1. Enhanced Accessibility** – The current routes bypass several important locations, such as the new retail park, supermarkets, industrial estates, and key residential areas. Adding stops near these locations would make public transport more accessible to residents, employees, and shoppers.
- 2. Support for Local Economy** – Improved bus access to retail parks and industrial areas can increase foot traffic to businesses, supporting economic growth within Wombourne.
- 3. Sustainable Transport Solution** – Making public transport more convenient will encourage its use, reducing car dependency, congestion, and carbon emissions in the village.
- 4. Improved Connectivity** - The proposal improves connections to key locations such as Wombourne High School, Lidl, Sainsbury's, and employment hubs, benefiting students, workers, and shoppers.
- 5. Community Benefit** – A more efficient bus service improves quality of life, particularly for those who rely on public transport, including the elderly, students, and individuals without access to private vehicles.



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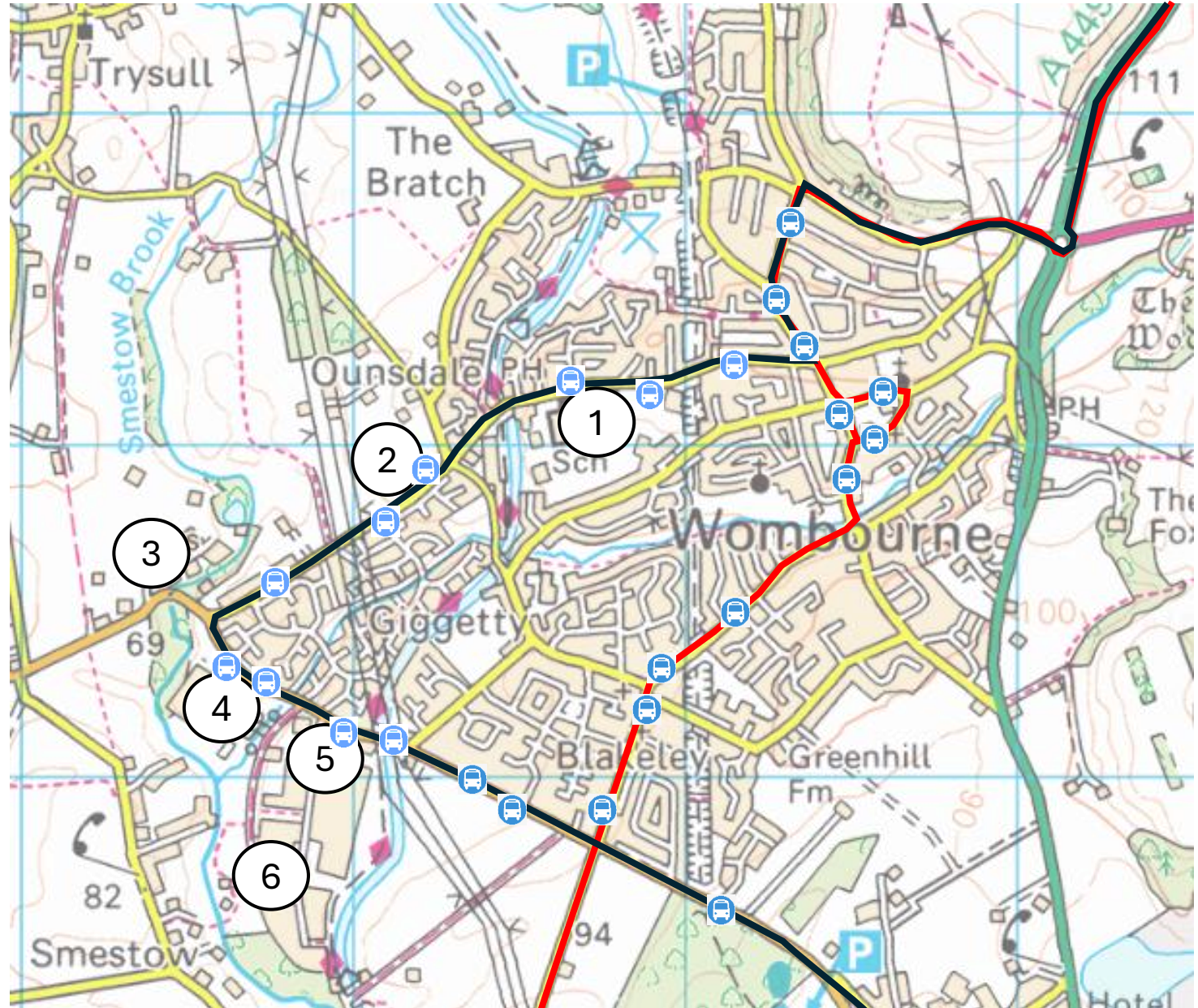
6.0 Proposal A

No15 —

No16 —

1. Wombourne High School
2. Pool House Ln Proposal
3. Industrial Estate
4. Lidl/Retail Park
5. Sainsbury's
6. Industrial Estate

Preliminary Assessment:
(Subject to consultation)
Diverting No.15 down
Ounsdale Rd for better
access to education,
retail, and employment.
Some minor highway
adjustments may be
required at the
Bridgnorth Rd/Pool
House Rd junction.



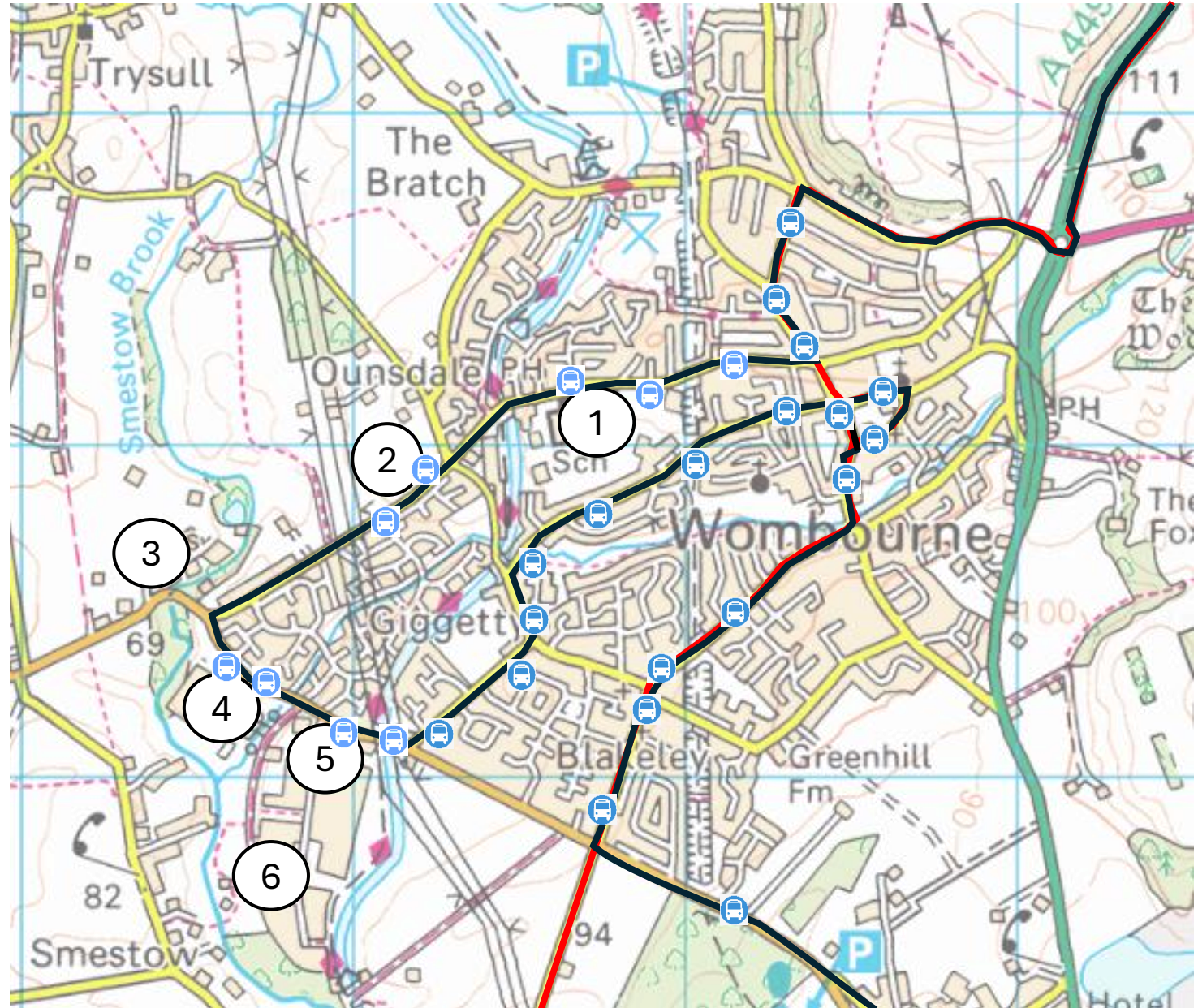
7.0 Proposal B

No15 —

No16 —

1. Wombourne High School
2. Pool House Ln Proposal
3. Industrial Estate
4. Lidl/Retail Park
5. Sainsbury's
6. Industrial Estate

Preliminary Assessment:
(Subject to consultation)
Diverting No.15 down Ounsdale Rd, then returning to the normal route. This maintains the existing catchment area but slightly increases journey length.



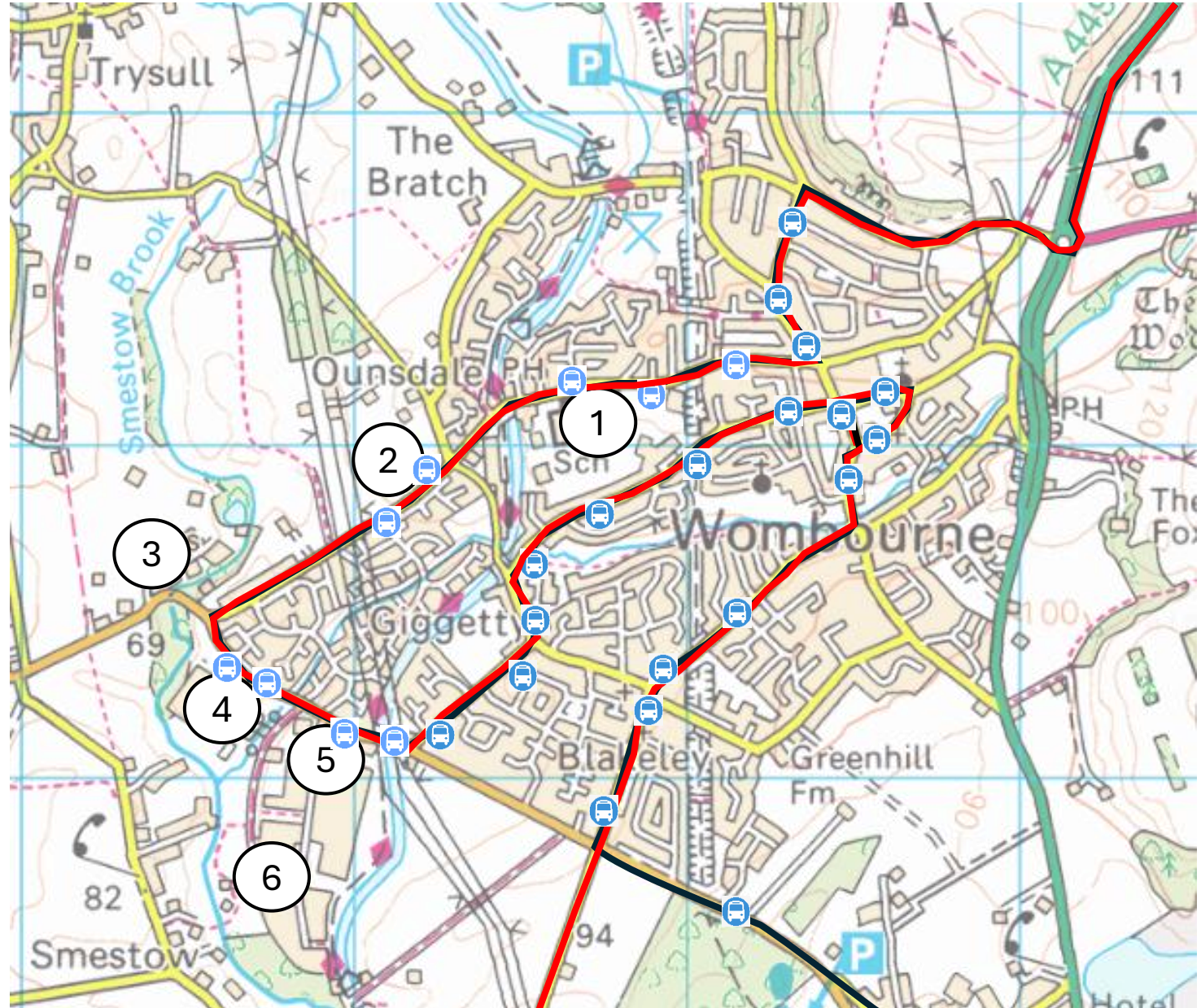
8.0 Proposal C

No15 —

No16 —

1. Wombourne High School
2. Pool House Ln Proposal
3. Industrial Estate
4. Lid/Retail Park
5. Sainsbury's
6. Industrial Estate

Preliminary Assessment:
(Subject to consultation)
Diverting both No.15 and
No.16 down Ounsdale
Rd. This ensures greater
accessibility but extends
travel time.



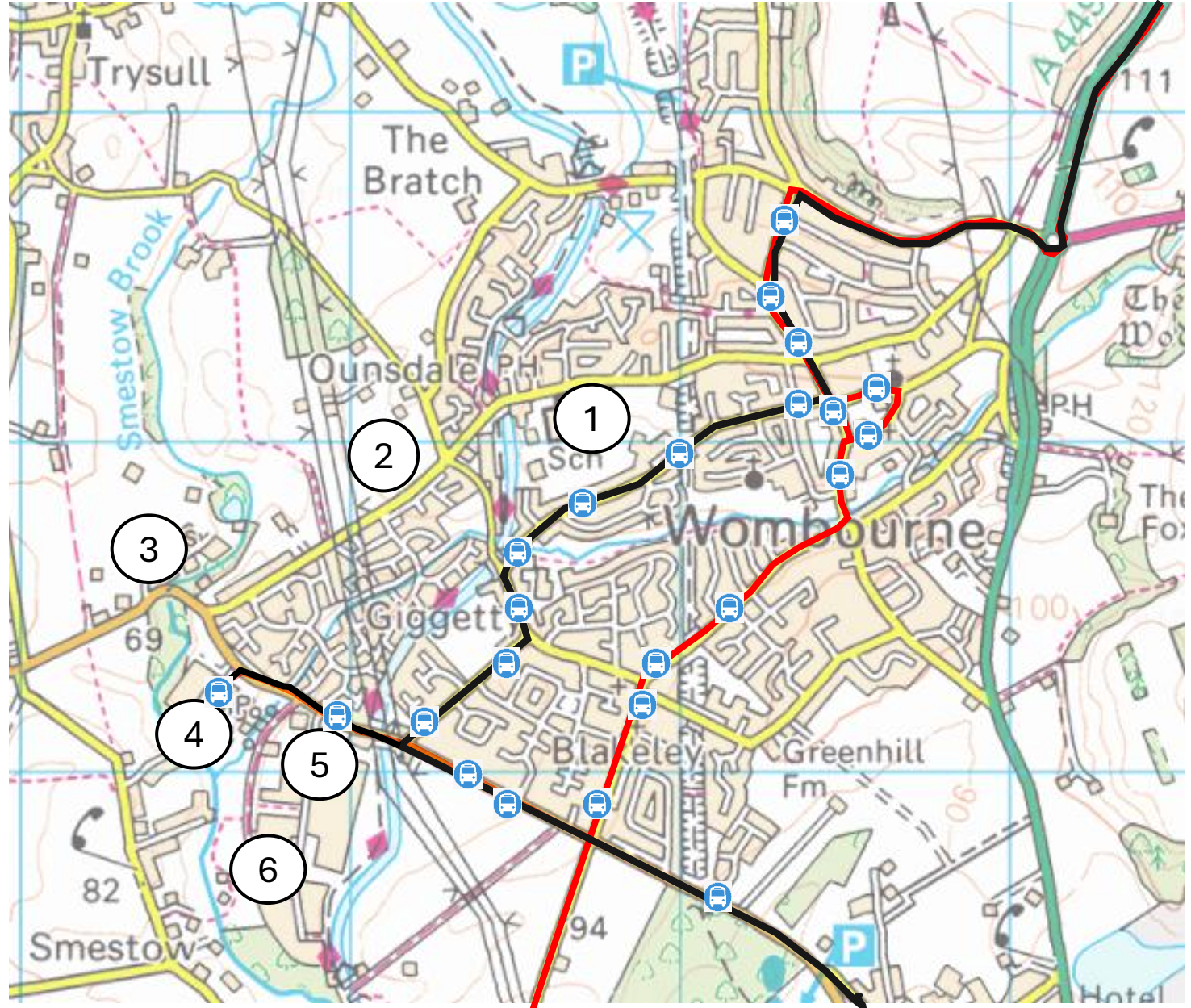
No15 —

No16 —

1. Wombourne High School
2. Pool House Ln Proposal
3. Industrial Estate
4. Lidl/Retail Park
5. Sainsbury's
6. Industrial Estate

Preliminary Assessment:
(Subject to consultation)
Diverting one or both routes down Bridgnorth Rd to serve Wombourne Retail Park. This improves access to retail and employment areas but may face logistical issues regarding bus turnaround.

9.0 Proposal D



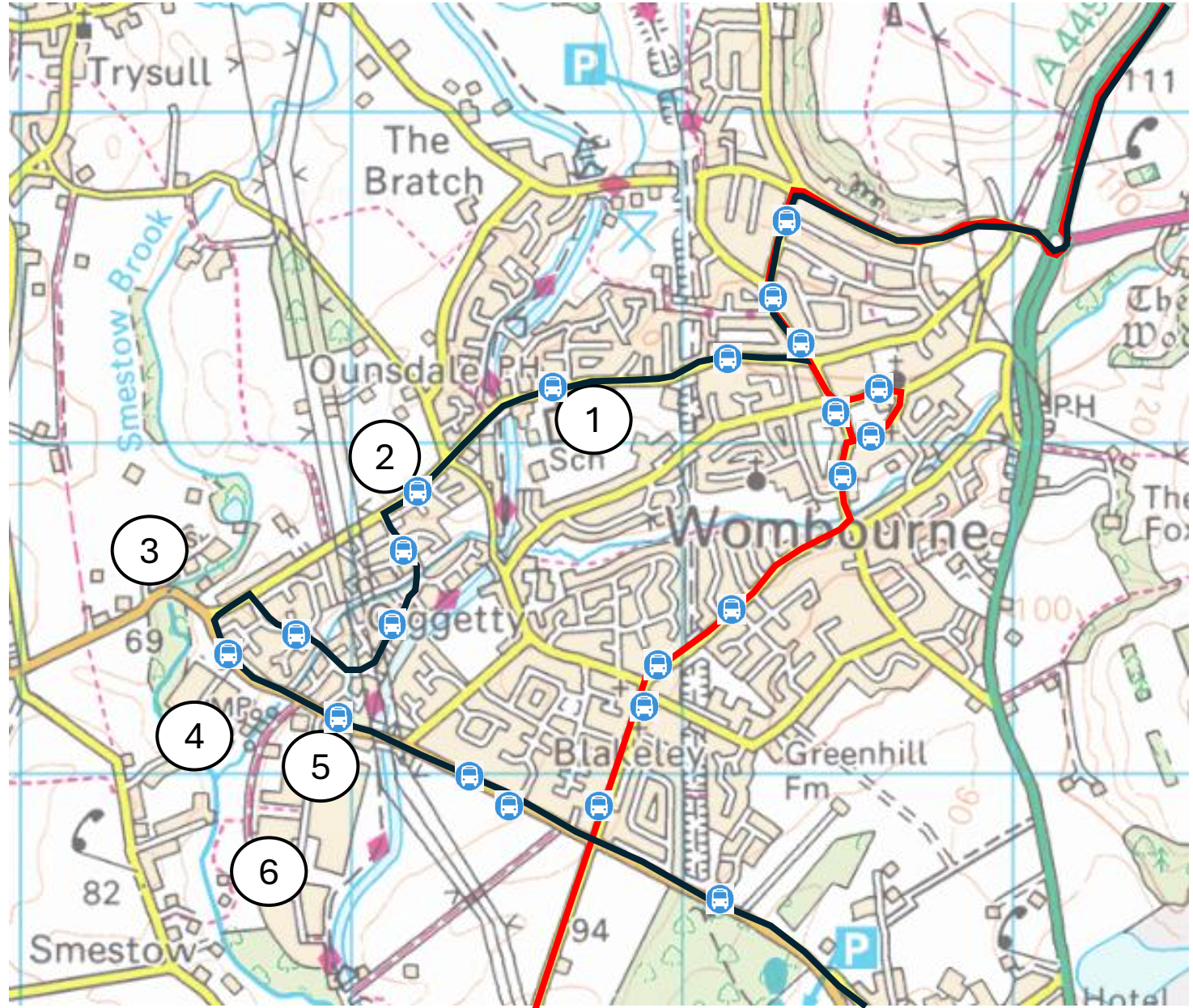
No15 —

No16 —

1. Wombourne High School
2. Pool House Ln Proposal
3. Industrial Estate
4. Lidl/Retail Park
5. Sainsbury's
6. Industrial Estate

Preliminary Assessment:
(Subject to consultation)
This route is similar to Proposal A but extends into a residential estate, increasing coverage for local residents. While this improves accessibility, the same concerns regarding the junction between Pool House Rd and Bridgnorth Rd remain, requiring further assessment of potential highway modifications.

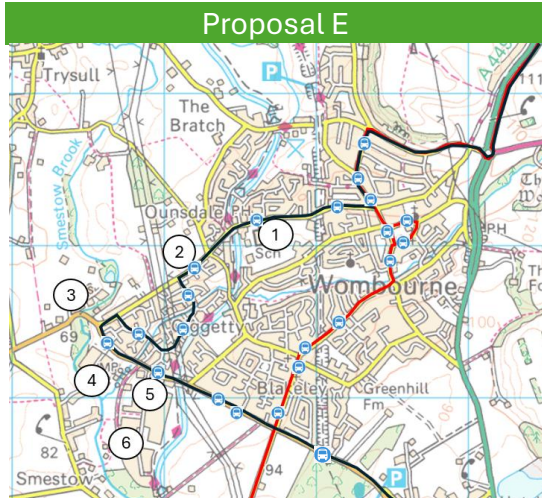
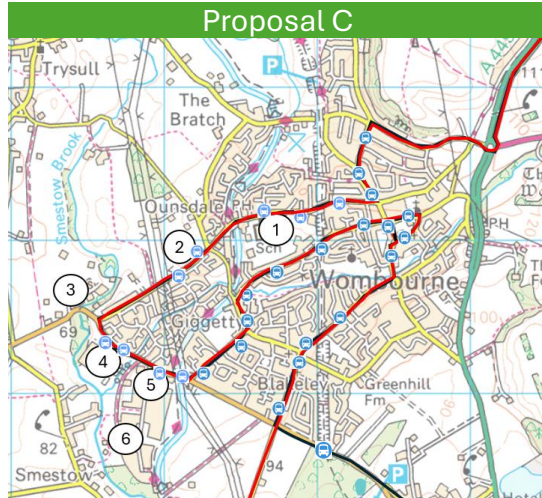
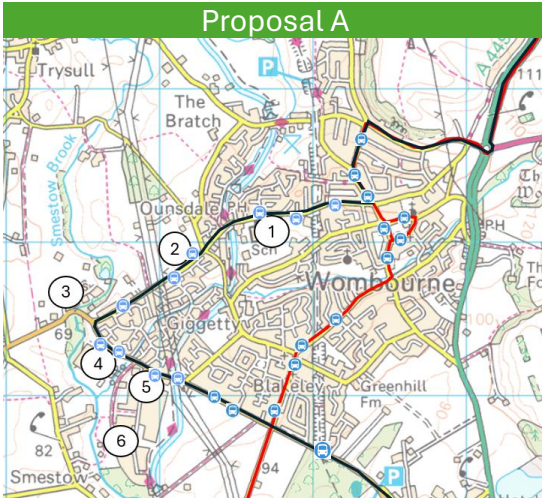
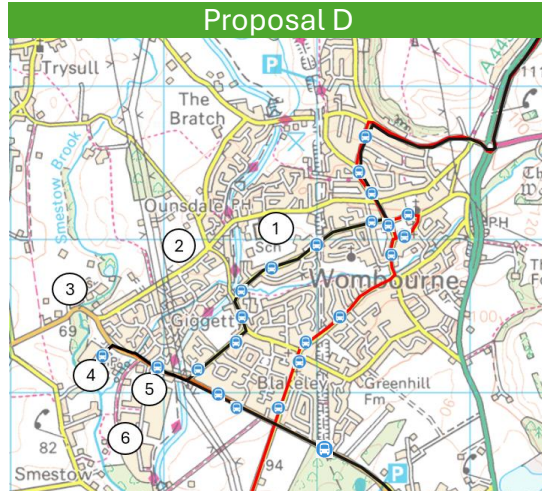
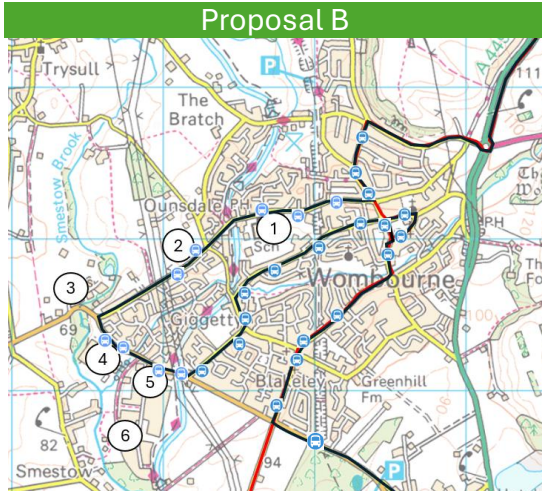
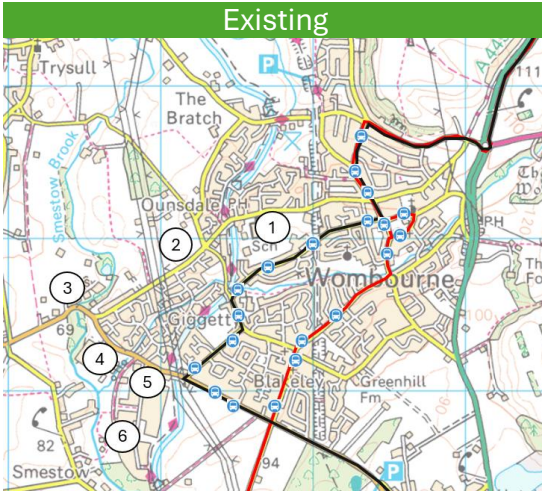
10.0 Proposal E



11.0 Proposal Overview

No15 ———
No16 ———

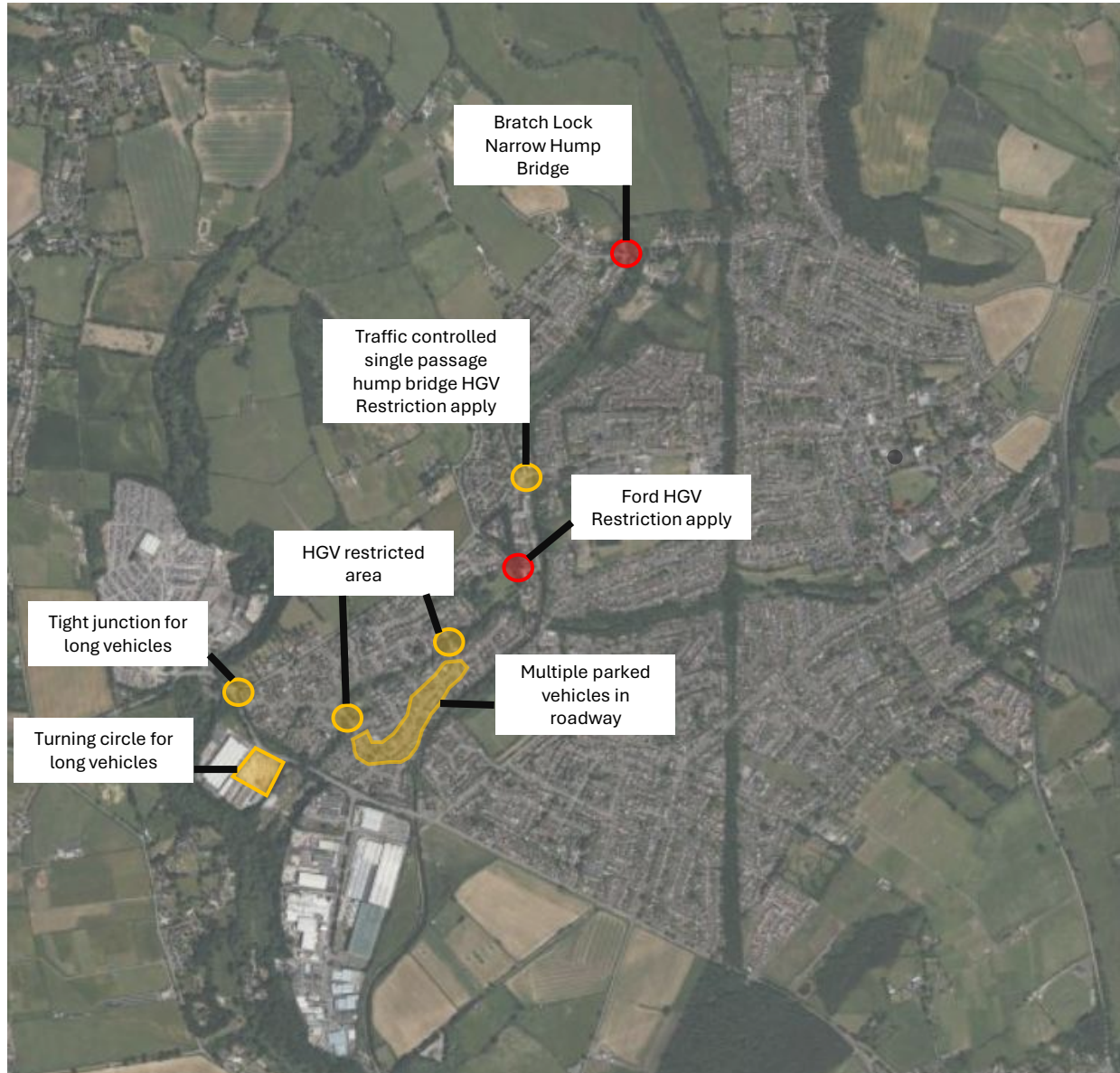
- 1. Wombourne High School
- 2. Pool House Ln Proposal
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- 4. Lid/Retail Park
- 5. Sainsbury's
- 6. Industrial Estate



The proposals outlined aim to enhance public transport coverage while balancing efficiency and accessibility. Each option has unique advantages and potential challenges, and feedback from key stakeholders and the public will be crucial in determining the most suitable course of action.

12.0 Constraints & Concerns

This map highlights any constraints or concerns that have been identified in the area. The highlighted **red constraints** are not in any of the proposed routes and are believed to be harder to mitigate. The **amber constraints** are involved in the proposed routes, but it is believed that these constraints can be mitigated subject to further consultation.



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13.0 Public Consultation & Next Steps

To ensure the best outcome for Wombourne's public transport system, this proposal will undergo a structured consultation process. Feedback will be gathered at various stages before submission to regional transport authorities. The consultation will proceed as follows:

1. Initial Review by the Local Parish Council

1. The document will first be presented to the Wombourne Parish Council for preliminary feedback and discussion. Any necessary adjustments will be made based on their input.

2. Public Consultation & Community Engagement

1. The revised proposal will be made available for public review through local meetings, online forums, and community outreach programs.
2. Residents, businesses, and local organizations will be encouraged to provide feedback on the proposed changes.

3. Submission to Higher Authorities

1. Once public feedback is incorporated, the final proposal will be submitted to the following agencies for further evaluation:
 - **South Staffordshire County Council**
 - **West Midlands Combined Authority**
 - **NX Bus West Midlands**
 - **Other relevant transportation authorities**

4. Finalisation & Implementation Planning

1. After assessment by higher authorities, an implementation plan will be developed, including potential timelines, cost considerations, and necessary infrastructure changes.

Stakeholder and public input will be crucial in shaping a solution that best serves the needs of Wombourne's residents and businesses. Further details on the consultation process and participation opportunities will be provided as the review progresses.



South Staffordshire Council



**West Midlands
Combined Authority**



Stage 1

Wombourne No.15/16 bus Route Proposal

THANK YOU

For further enquiries or feedback, please contact:

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