

Moor Street Queensway Closure Toolkit



Introduction

High Speed 2 (HS2) is the new high-speed railway for Britain.

To plan and prepare for the construction of the new HS2 railway and Curzon Street station, early works and utility diversions are taking place on roads around Birmingham City Centre.

As a result of these works, a section of the Southbound carriageway (towards the Bullring and Selfridges) on **Moor Street Queensway** will be closed from **Monday 4 January to Friday 8 January 2021**.

Transport for West Midlands are working closely with HS2, the contractors Laing Murphy and Birmingham City Council to make sure all visitors, businesses and education sites are aware of the temporary closure and are supported to keep moving.

This toolkit will help you communicate this road closure to your colleagues, customers and students. It compliments an extensive outdoor and social media marketing campaign.

Our main aim is to provide a consistent and joined up message for all those people needing to travel in and out of Birmingham City Centre from 4 to 8 January 2021 and to encourage them to plan their journeys and travel safely.

Key benefits of HS2 and the construction of Curzon Street station:

- Curzon Street Station is a new 7 platform station being built in Birmingham City Centre as part of the new high-speed railway, HS2.
- HS2 will bring Birmingham and the West Midlands within 1 hour's commute of Manchester, Sheffield, Leeds, London, York, Preston and Wigan.
- When fully operational there will be 9 trains per hour running in each direction from Curzon Street station.
- The highest point of the roof of the station will be equivalent to seven, stacked double decker buses.
- The total width of the station is the equivalent of the width of a football pitch and the station's total footprint is around 32,600 m².
- Trains will be 400m long with up to 1,100 passengers per train.

Background

Transport for West Midlands is striving to deliver a world-class transport system which puts people at the heart of decisions and gives everyone in the West Midlands access to the very best education, training and employment opportunities, no matter where they live in the region. Over £3.4bn is committed over the next ten years to deliver an integrated transport system which meets the needs of our rapidly growing population, while enabling economic growth.

More than just a railway, the HS2 project is a once-in-a-lifetime opportunity for our region, creating thousands of new jobs and apprenticeships in the West Midlands. Enabling faster and easier travel between Birmingham, Manchester and London, HS2 will better connect people to places, making it easier for businesses and people.

How to use this toolkit

Please share this toolkit with your marketing and communications department to help us inform people of the road closure. If you don't have a specific department, consider what information you will need to use from this pack, to communicate with your staff, customers and students.

Included in this toolkit:

- A4 posters
- Suggested copy suitable for digital channels
- Graphics for screensavers and digital channels

Latest works

Moor Street Queensway - closure

From Monday 4 January to Friday 8 January 2021, a section of the southbound carriageway (towards Bullring) on Moor Street Queensway will be closed. Traffic will not be able to travel southbound (towards Bullring) or turn right into Carrs Lane during this work.

- If you are travelling by car, please note you will not be able to turn right into Carrs Lane via Moor Street Queensway. Diversion route is available on the website: wmnetwork.co.uk/eastside
- If you are travelling by bus, please note some bus stops along Moor Street Queensway, Priory Queensway, Carrs lane, Albert Street and High Street will be temporary closed and relocated elsewhere during these works. More details about temporary bus stops can be found on our website: wmnetwork.co.uk/eastside

Please note, the Moor Street Queensway bus gate will be temporarily suspended during 4 – 8 January 2021, but restrictions will resume after this date

Moor Street Queensway – bus gate

A bus gate has been introduced on Moor Street Queensway via Moor Street Station and the junction with Carrs Lane.

This means:

- Only buses, cyclists and hackney carriages (black cabs) can use Moor Street Queensway.
- If you are travelling by private vehicle to Bullring and Selfridges car parks or Moor Street station, approach from the Digbeth side (leave the Middleway at Camp Hill or Bordesley Circus).
- If you are travelling by private vehicle to the M&S collection area, Carrs Lane or Albert Street, approach from the Moor Street Queensway (north) side (leave the Middleway at A47, the old Ashted Circus).
- Please check your route before you travel, as you may now need to leave the Middleway Ring Road at a different point to reach your destination. For example, Thinktank and Birmingham Children's Hospital can only be reached from the north, and locations in Digbeth can only be reached from the east or south.
- For more information, visit wmnetwork.co.uk/eastside

Key travel advice

People will still be able to get to where they need to go following the road closure, but we're asking them to consider the following advice:

- **Plan ahead and leave more time for your journey:** If you travel in or around Moor Street Queensway, Priory Queensway and Carrs Lane, you may need to plan ahead, check your route and allow more time for your journey.
- **Travelling by bus:** Those travelling by bus, who get on or off on Moor Street Queensway will need to check if their bus stop has been relocated during this temporary road closure. Please visit wmnetwork.co.uk/eastside
- **Travelling by car:** There is a new permanent bus gate on Moor Street Queensway, allowing access for buses, cyclists and hackney carriages (black cabs) only. You may need to use a different route to reach your destination; please check before travelling. If you work and are If you are planning on travelling to Selfridges or to the Bullring car parks, please use the Middleway to travel into the city via Digbeth. More information about roads affected can be found on the website: wmnetwork.co.uk/eastside
- **Cycle, walk or use public transport wherever possible:** This is to reduce congestion on key roads in and out of the city centre. Fewer people are able to travel on public transport at the moment and we're expecting more congestion on roads in and out of the city.
- **If you work and are unable to do your job from home:** Speak with your employer about whether there is any flexibility in your hours of work so you can avoid travelling at peak times.
- **Think about your options:** The temporary closure of Moor Street Queensway will mean that you may need to plan an alternative route. Check the latest traffic conditions before you leave using apps like Google Maps or Waze.
- **For up-to-date information on these works please visit** wmnetwork.co.uk/eastside

Suggested copy for your material

From **Monday 4 January to 8 January 2021**, contractors will be working on the southbound carriageway of Moor Street Queensway in Birmingham City Centre to carry out utility diversions for the construction of the new HS2 railway and Curzon Street station.

Traffic will **not** be able to travel southbound towards Moor Street station and the Bull Ring centre. There will also be no right turn on to Carrs Lane.

A diversion route via Lawley Middleway is in place for traffic and access for loading and deliveries can take place by travelling north along Moor Street Queensway.

While the works take place the new bus gate of Moor Street Queensway will be suspended.

This temporary road closure will restrict northbound and southbound access for buses coming in and out of Birmingham.

Those travelling by **bus** into and out of the city centre during this week are urged to check where bus stops have been relocated around this area.

More information will be available throughout this project as further works take place.

Please visit wmnetwork.co.uk/eastside regularly to find out how your journey may be affected and what to do to keep moving.

Facebook example

Moor Street Queensway

Road closed

4 – 8 Jan 2021

Plan ahead



Suggested text

From Monday 4 January to Friday 8 January a section of the Moor Street Queensway in Birmingham city centre will be temporarily closed as part of the construction of HS2's new Curzon Street station and the railway.

Plan ahead and check the following website for more details: www.wmnetwork.co.uk/eastside

[Download assets here](#)

Twitter example

Moor Street Queensway

Bus stops affected

Allow more time for your journey



Suggested text

From Monday 4 January to Friday 8 January 2021 a section of Moor Street Queensway will be closed. To find out more information or to plan ahead, please visit www.wmnetwork.co.uk/eastside

[Download assets here](#)

Posters

**Moor Street
Queensway will be
closed from
4 – 8 January**

**Bus stops affected
Plan Ahead
Allow extra time**



Plan ahead:
wmnetwork.co.uk/Eastside

**Moor Street
Queensway will be
closed from
4 – 8 January**

**Plan Ahead
Change your route
Allow extra time**



Plan ahead:
wmnetwork.co.uk/Eastside

[Download assets here](#)

Screensaver

Moor Street Queensway

From Monday 4 January to Friday 8 January 2021
a section of Moor Street Queensway (towards
Bullring) will be closed.

Bus stops affected

Plan ahead and allow more time for your journey.



Plan ahead:
wmnetwork.co.uk/eastside

Suitable for desktop screen savers, TV screens and other multi-media digital channels.

Sizes available:

1920 x 1200

[Download assets here](#)

Useful contacts

For more information and project updates relating to the construction of Curzon St station, please visit www.hs2inbirmingham.co.uk or www.birmingham.gov.uk/msqbusgate

For up-to-the-minute travel information and help planning your journey:

Plan a journey	West Midlands Network	www.wmnetwork.co.uk/Eastside	@WMNetwork
- by bus	National Express	www.nxbus.co.uk	@nxwestmidlands
- by train	West Midlands Trains	www.westmidlandsrailway.co.uk	@WestMidRailway
- by Metro	West Midlands Metro	www.westmidlandsmetro.com	@WMMetro

If you would like help to support your staff and/or students with travel planning, drop us an email: travelchoices@tfwm.org.uk

If you require any campaign materials in an alternative format, get in touch: customerservices@tfwm.org.uk