

Walking and Cycling in West Bromwich

September 2025



Funded by UK Government West Midlands Cycle & Walk Sandwell Metropolitan Borough Council

Welcome to West Bromwich



Welcome to West Bromwich. There's so much to discover in West Bromwich from the vibrant town centre to the beautiful Sandwell Valley Country Park. Use this map to find new walking and cycling routes to get around. The marked walking and cycling times give you a good idea of just how far you can travel in only a few minutes.

We're also making improvements so that it is easier to get around by bike and on foot. We've recently completed a high-quality cycle route from West Bromwich along the High Street to Roebuck Lane where it connects to National Cycle Route 5. We've also made improvements to the National Cycle Route through Europa Avenue leading to Sandwell Valley Country Park.

These upgrades are designed to support more active and sustainable travel, whether you're commuting, exercising, or exploring your local area.



Use the TfWM Journey Planner to help plan your route, using public transport links at www.journeyplanner.tfwm.org.uk

Health Benefits of Active Travel

Children

Improves:

- Bone health
- Muscle and heart fitness
- Thinking and problem solving

Helps:

- Maintain healthy weight
- Prevent anxiety/depression

Adults

Prevents:

- Stroke & heart disease
- Hypertension and dementia
- Type 2 diabetes
- Eight types of cancers

Improves:

- Sleep
- Quality of life

Additional benefits for older adults

Prevents:

- Falls
- Frailty

Improves:

- Physical function

we are cycling UK

The BIG BIKE

Revival

www.cyclinguk.org/bigbikerevival/take-part

Allows people to find information on cycling groups doing free activities in their area.

www.cyclinguk.org/beginners contains a lot of useful information for beginners which is very beneficial to those new to cycling.

Find a cycle friendly route at

www.cyclinguk.org/journey-planner



SANDWELL MBC PARTNERSHIP

Improve Your Cycling Skills and Confidence

Learn To Ride/Led Rides

Free and friendly organised cycle rides led by knowledgeable ride leaders.

Group Rides

Join an organised ride locally with a community group. Meet and ride with like-minded people, share experiences and make new friends.

Women only rides

Fun free bike rides for women of all abilities. If you are just looking to keep fit, or use cycling as a means of self-propelled transport then these sessions are for you!

www.letsride.co.uk



Modeshift STARS is a national scheme that supports a wide variety of organisations in producing and delivering effective Travel Plans. Schools, businesses and other organisations that show excellence in supporting cycling, walking and other forms of sustainable and active travel receive formal accreditation under this scheme.

Did you know that all schools in Sandwell can currently access the Modeshift STARS scheme for free? Find out more about how it works and the rewards at: www.modeshiftstars.org/



Living Streets is a UK charity supporting everyday walking. Our mission is to achieve a better walking environment and to inspire everyone to walk more. One street, one school and one step at a time. Find out more at www.livingstreets.org.uk

Park & Stride

It may not be possible for you to walk all the way from your home to school, but there is the option of walking a least some of the way.

Use this map to find somewhere quieter to park away from the school gates, you can then walk the rest of the way with your child or they can walk with other students.

Parking and striding is a great option because it:

Reduces traffic congestion and air pollution around the school at drop off and pick up times.

Can often be quicker and less stressful than driving because you don't have to struggle to find a parking place, or get stuck in the traffic around the school.

Improves the health and fitness of everyone who walks Increases children's road safety awareness and sense of independence.

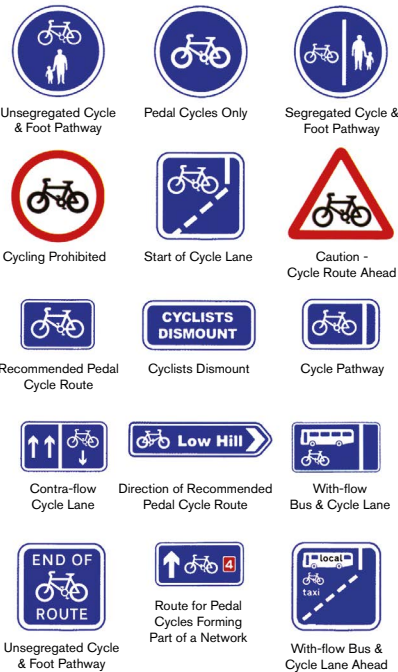
BIKE RIGHT

Bike Right delivers 'Bikeability' training in Sandwell schools, helping children to build cycling skills and road safety awareness. They also offer a variety of courses for adults, families, workplaces and community groups making cycling accessible, safe and enjoyable for all.



Go to www.bikeright.co.uk to find out more.

Cycle Signs



Cycle Parking Signs



Cycle Checkpoints

Before getting on a bike, do these checks every time and ensure that your bike is safe to ride. Check the weather and road conditions before setting off and check frequently when out and about, to help ensure you have a safe journey.

www.sandwell.gov.uk/roads-travel-parking/cycling

Be Secure!

Always lock your bike frame and both wheels to an immovable object.

Lights are a must!

Bike lights boost your visibility to other road users – even during daylight hours.

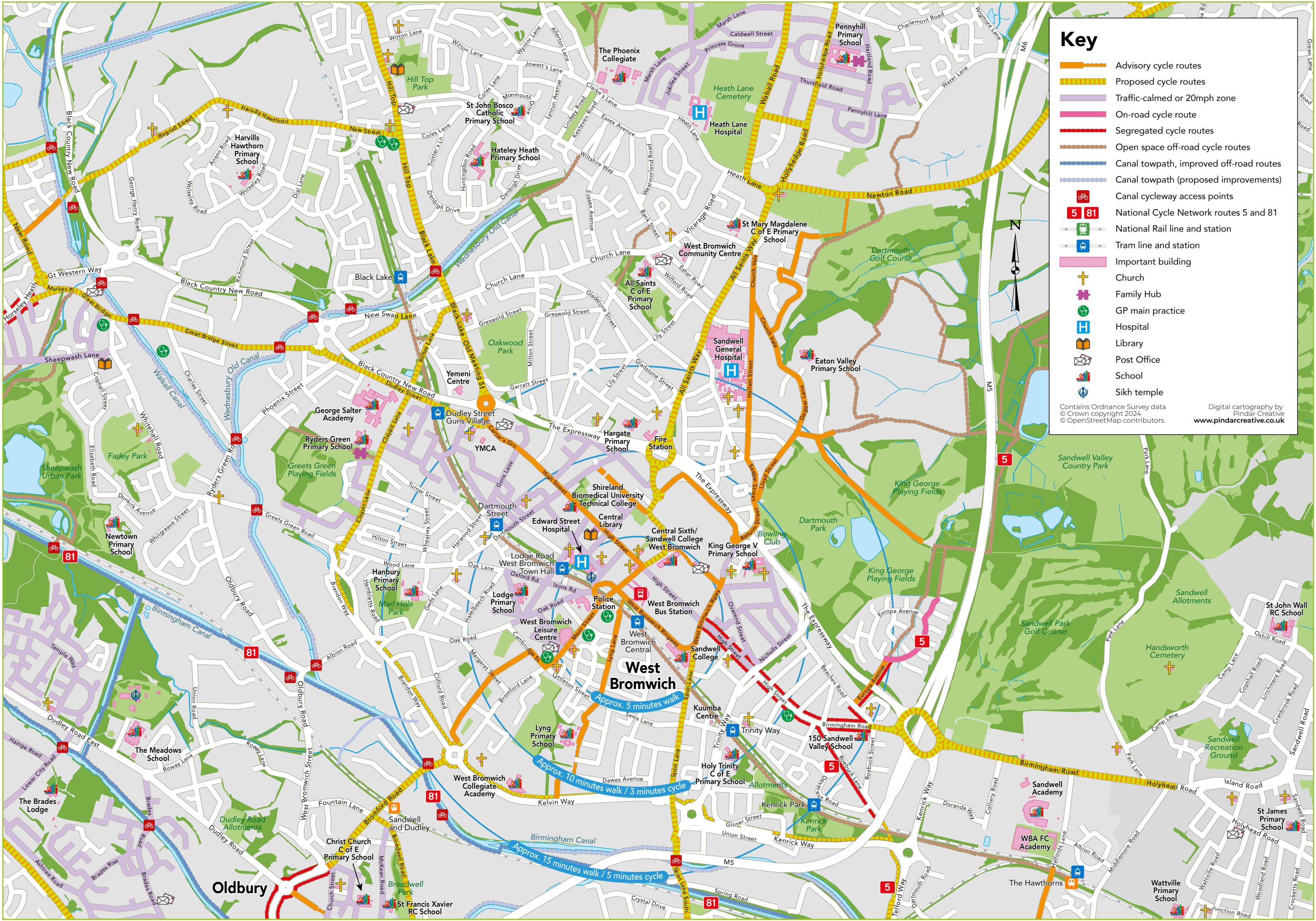
What to wear!

Brightly coloured clothing and a cycle helmet are a good idea.

As Easy as ABC

Check your bike regularly.
A = air
B = brakes
C = chain





Key

- Advisory cycle routes
- Proposed cycle routes
- Traffic-calmed or 20mph zone
- On-road cycle route
- Segregated cycle routes
- Open space off-road cycle routes
- Canal towpath, improved off-road routes
- Canal towpath (proposed improvements)
- Canal cycleway access points
- National Cycle Network routes 5 and 81
- National Rail line and station
- Tram line and station
- Important building
- Church
- Family Hub
- GP main practice
- Hospital
- Library
- Post Office
- School
- Sikh temple

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