

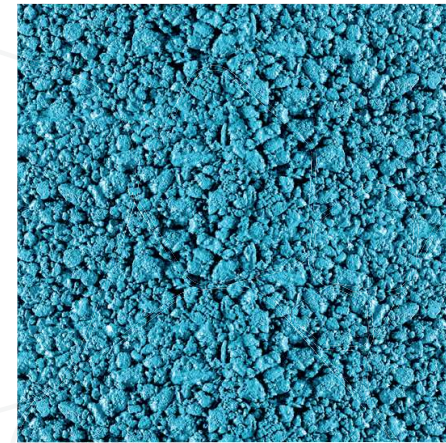


Case Study | Regeneration

# SELLY OAK



 **NatraTex**<sup>®</sup>  
Colour



This project for Birmingham City Council consisted of major highway improvements around the 'Selly Oak Triangle' on Birmingham's primary road network with the key aim of improving connectivity throughout the town and the main focus on upgrading facilities for people walking, cycling and using public transport.

CLLr Zaffar said: "The former Selly Oak Triangle had a range of issues from congestion to a lack of facilities for cyclists and pedestrians. These improvements have enabled better traffic management and encourage modal shift to walking, cycling and public transport – delivering a better network for everyone."

The NatraTex blue surfaced routes provide a length of segregated, wide, two-way cycle route, separate from the main vehicle traffic wherever possible, to encourage all types of people to take up cycling. NatraTex is the perfect solution keeping those on 2 wheels safe with a smooth riding surface, segregated from the traffic.

If you would like to know how NatraTex can enhance your project, email Fran today: [enquiries@natratex.co.uk](mailto:enquiries@natratex.co.uk)

- ✓ Demarcation
- ✓ Minimal maintenance
- ✓ Cost effective
- ✓ Suitable for traffic
- ✓ Unique design
- ✓ Decorative

