



## Transport Scrutiny Sub-Committee

**Date:** Monday 14 September 2020

**Time:** 10.30 am                      **Public meeting**                      Yes

**Venue:** This meeting will take virutally via Microsoft Teams  
[Click here to view the meeting.](#)

### Membership

Councillor Cathy Bayton (Chair)	Overview & Scrutiny Committee
Councillor Philip Bateman MBE	City of Wolverhampton Council
Councillor Liz Clements	Birmingham City Council
Councillor Ken Hawkins	Solihull Metropolitan Borough Council
Councillor Matt Rogers	Dudley Metropolitan Borough Council
Councillor Gurmeet Singh Sohal	Walsall Metropolitan Borough Council
Councillor Jackie Taylor	Sandwell Metropolitan Borough Council

Quorum for this meeting shall be five members.

If you have any queries about this meeting, please contact:

**Contact**                      Tanya Patel, Governance Services Officer  
**Telephone**                      0121 214 7689  
**Email**                              Tanya.Patel@wmca.org.uk

# AGENDA

No.	Item	Presenting	Pages
<b>Items of Public Business</b>			
1.	Apologies for Absence	Chair	None
2.	Declarations of Interest Members are reminded of the need to declare any disclosable pecuniary interests they have in an item being discussed during the course of the meeting. In addition, the receipt of any gift or hospitality should be declared where the value of it was thought to have exceeded £25 (gifts) or £40 (hospitality).	Chair	None
3.	Welcome & Introductions	Chair	None
4.	Appointment of Vice-Chair To appoint a Vice-Chair of the sub-committee for 2020/21.	Chair	None
5.	Members Introduction / Briefing Presentation to include: <ul style="list-style-type: none"> <li>• role and purpose of WMCA</li> <li>• evolution of transport powers and responsibilities</li> <li>• transport governance within the WMCA</li> <li>• scrutiny within a combined authority context</li> <li>• 2020/21 work programme</li> </ul>	Dan Essex / David Harris / Lyndsey Roberts	1 - 30
6.	Presentation: Student Transport Arrangements - Return to School	Anne Shaw	31 - 114
<b>Date of Next Meeting</b>			
7.	Monday 19 October 2020 at 10.30am	Chair	None



<b>Transport Scrutiny Sub-Committee - Terms of Reference</b>	
<b>Purpose:</b>	<p>To consider, review and scrutinise any topic or issue that is connected to the transport-related powers exercised by the Mayor, the West Midlands Combined Authority (including Transport for West Midlands).</p> <p>To scrutinise transport-related decisions as determined at meetings of the WMCA Board and the Transport Delivery Committee, including calling-in such decisions within the terms set out in the Constitution.</p> <p>All transport related scrutiny work will automatically be delegated from the Overview &amp; Scrutiny Committee to the Transport Scrutiny Sub-Committee for consideration and recommendation.</p>
<b>Accountable to:</b>	Overview & Scrutiny Committee. Any decision or recommendation of the Transport Scrutiny Sub-Committee will require the subsequent confirmation by Overview & Scrutiny Committee, normally through the approval of the minutes.
<b>Membership:</b>	<ul style="list-style-type: none"> <li>• Chair appointed by Overview &amp; Scrutiny Committee.</li> <li>• One member from each Constituent authority scrutiny committee that has responsibility for public transport.</li> </ul>
<b>Chair:</b>	The Overview & Scrutiny Committee will appoint the Chair from amongst its own membership. The sub-committee will appoint the Vice-Chair.
<b>Voting:</b>	<p>Each member of the sub-committee has one vote.</p> <p>All matters to be determined by the sub-committee shall be decided by majority of the members present and voting on that matter.</p> <p>No member of the sub-committee has a casting vote. If a vote is tied on any matter, it is deemed not to have been carried.</p>
<b>Quorum:</b>	Two thirds of the total number of members of the sub-committee must be present at a meeting.

<b>Frequency:</b>	To meet six times a year, or more frequently if so determined by the Chair of the sub-committee.
<b>Servicing:</b>	The Governance Services team will provide governance and administrative support to the sub-committee.
<b>Functions:</b>	<ul style="list-style-type: none"> <li>• To ensure that significant transport policies are subject to pre-development oversight and pre-decision scrutiny as appropriate.</li> <li>• To call-in for further scrutiny any transport-related decision of the WMCA Board or Transport Delivery Committee within the manner provided for within the Constitution.</li> <li>• To hold Q&amp;A sessions with the Mayor (annually) and the Portfolio Lead for Transport and directors of Transport for West Midlands (as and when determined) to gain assurance that transport-related services provided by the WMCA are appropriate, satisfactory and support the wider policy objectives of the WMCA.</li> <li>• To hold Q&amp;A sessions with the Chair of Transport Delivery Committee to ensure that the delivery and impact of transport policies and services within the remit of the WMCA was appropriate.</li> <li>• To invite transport operators to attend meetings to discuss the provision of public transport services where appropriate.</li> <li>• To ensure that the public within the West Midlands has appropriate means to engage with the WMCA and transport operators in shaping transport policy to ensure that it meets the needs of the region.</li> <li>• To keep under review transport governance within the WMCA, making recommendations to the WMCA Board where it was considered improvements could be made.</li> </ul>
<b>Review:</b>	To be reviewed annually (next time in June 2021).

**WMCA Transport Scrutiny Sub-Committee**

**Forward Plan**

<b>Title of Report</b>	<b>Description of Purpose</b>	<b>Date of Meeting</b>	<b>Lead Officer/Member</b>
Introduction	To provide an understanding of the role and purpose of the Transport Scrutiny Sub-Committee, Transport for West Midlands, Transport Delivery Committee and Strategic Transport Board	14 September 2020	Dan Essex and David Harris
Transport Scrutiny Sub-Committee - Draft Work Programme	To consider a draft work programme for 2020/21	14 September 2020	Lyndsey Roberts
Inclusive Growth/Equalities Impacts of Covid-19 on supported travel policies	To consider the impact of Covid-19 on TfWM's supported travel policies.	19 October 2020	David Harris
Question Time: WMCA Portfolio Lead for Transport	To hold a Q&A session with Cllr Ian Ward in respect of Transport Policy	19 October 2020	Lyndsey Roberts
Development of the Local Transport Plan	To receive an update on the development of the Local Transport Plan/Green Paper	30 November 2020	David Harris/Alex Greatholder



<b>Title of Report</b>	<b>Description of Purpose</b>	<b>Date of Meeting</b>	<b>Lead Officer/Member</b>
Transport for Commonwealth Games - Governance	To receive an update on the Commonwealth Games - Governance	22 February 2021	Graham Jones
Question Time: Chair of the Transport Delivery Committee	To hold a Q&A session with Cllr Kath Hartley in respect of Transport Delivery	22 February 2021	Lyndsey Roberts

DRAFT PROGRAMME

# Transport Scrutiny Sub-Committee

## Monday 14 September 2020

# Summary

- Role and purpose of the West Midlands Combined Authority
- Vision and portfolio lead areas
- How we work
- Scrutiny within a combined authority context
- Transport governance within the West Midlands Combined Authority

# Role and purpose of the WMCA

- CAs are legally constituted bodies that enable groups of councils to collaborate together and make collective decisions.
- The WMCA was established in 2016 by the seven metropolitan councils (Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall and Wolverhampton) to 'propel our economy to further growth' and to 'achieve far more than any of us could deliver separately'.
- The WMCA was set up in the context of international, national and regional challenges – including a skills deficit, legacy of worklessness, public service challenge (austerity and demand) and connectivity.
- Wider membership of non-constituent members and observers, including 10 local councils and 3 local enterprise partnerships

## Vision and Portfolio Areas

Vision: Building a healthier, happier, better connected and more prosperous West Midlands

Portfolios:

Culture & Digital - Cllr Patrick Harley (Dud)  
Economy & Innovation - Cllr Ian Brookfield (Wol)  
Environment & Energy - Cllr Ian Courts (Sol)  
Finance - Cllr Bob Sleigh (Sol)  
Housing & Land - Cllr Mike Bird (Wal)  
Inclusive Communities - Cllr Brigid Jones (Bir)  
Productivity & Skills - Cllr George Duggins (Cov)  
PSR & Social Economy - Cllr Maria Crompton (San)  
Transport - Cllr Ian Ward (Bir)  
Wellbeing - Cllr Izzi Seccombe (War)

## How we work

- Led by Elected Mayor who is Chair of the WMCA
- Political leadership from Leaders and Board members working with the Mayor
- Working with, and through, constituent authorities and wider membership
- Engagement with Government
- Aim to achieve more for our region than could be achieved alone

## Scrutiny within a Combined Authority Context

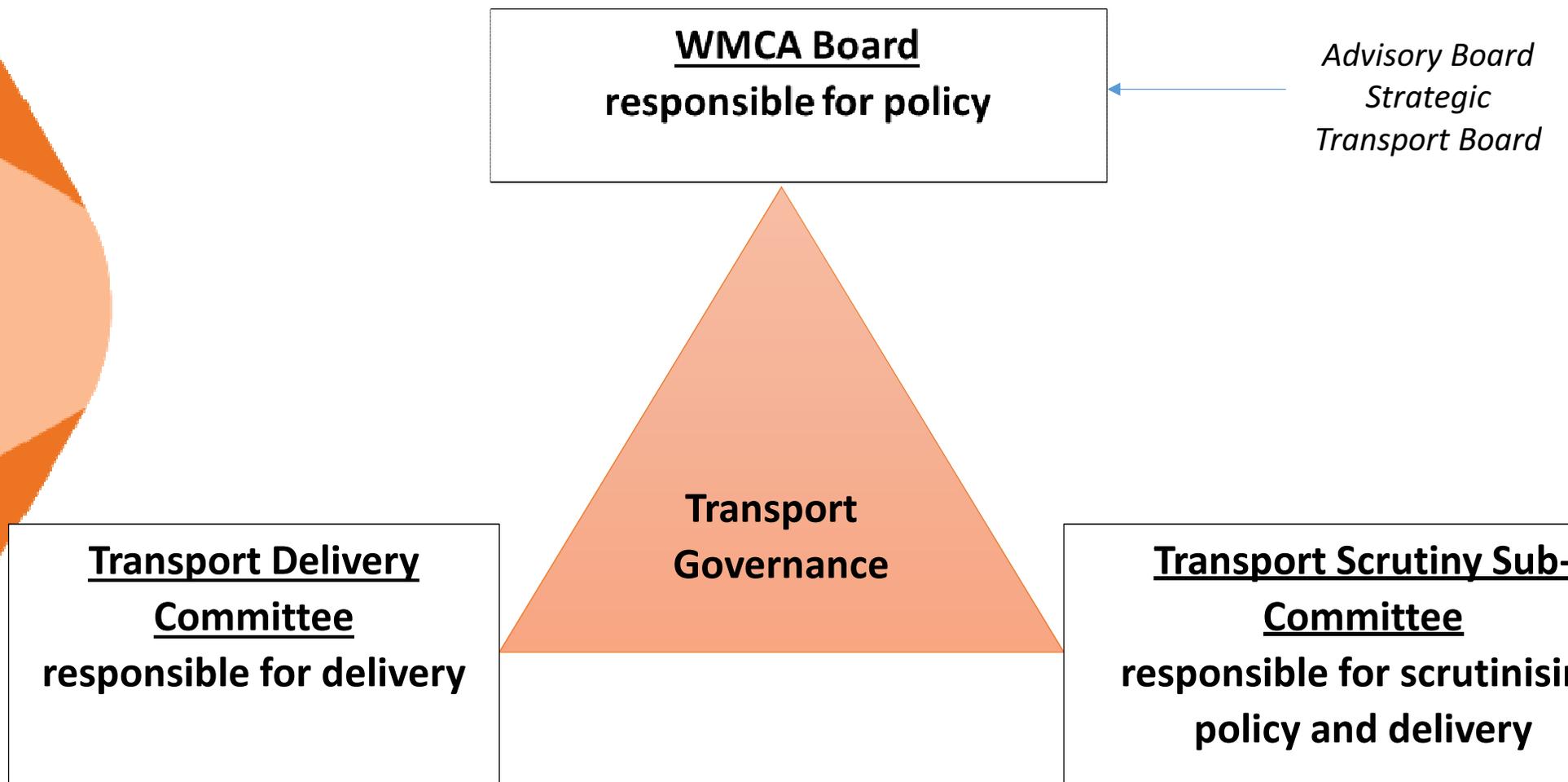
- Overview & Scrutiny is a statutory requirement within the WMCA
- Has the responsibility to review the work of the Mayor and the WMCA Board, and hold decision makers to account.
  - Public Mayoral Q&A Meetings
  - Portfolio Lead Members invited to attend meetings of the committee
- The committee performs two functions 'Overview' and 'Scrutiny'
  - Policy Development
  - Pre-Decision Scrutiny



# Transport Governance within the WMCA

- 2019 - Scrutiny Review into the Effectiveness of the Transport Delivery Committee in Overseeing the Delivery of WMCA Policies.
- A number of key findings were agreed that provided a clear understanding of where transport policy, delivery and scrutiny should sit:
  - Refresh of Transport Delivery Committee
  - Establishment of a Strategic Transport Board
  - Establishment of a Transport Scrutiny Sub-Committee

# Transport Governance Responsibilities



# Role and purpose of the Transport Scrutiny Sub-Committee

- Review and scrutinise any topic or issue connected to the transport-related powers exercised by the Mayor of the West Midlands Combined Authority (including Transport for West Midlands).
- To scrutinise transport-related decisions as determined at meetings of the WMCA Board and the Transport Delivery Committee, including calling-in such decisions
- Any decision or recommendation of the sub-committee will require the subsequent confirmation by the Overview and Scrutiny Committee.
- Functions include:
  - ensuring transport policies are subject to pre-development oversight and pre-decision scrutiny, as appropriate
  - call-in's for further scrutiny transport related decision of the WMCA Board or Transport Delivery Committee
  - Q&A sessions with Mayor and Portfolio Lead for Transport
  - meetings with transport operators where appropriate
  - ensuring that the public within the West Midlands has appropriate means to engage with the WMCA and transport operators in shaping transport policy to ensure that it meets the needs of the region.
  - to keep under review transport governance within the WMCA, making recommendations to the WMCA Board where it was considered improvements could be made.

# Questions?

[wmca.org.uk](http://wmca.org.uk)

# **Transport Scrutiny Sub-Committee**

## ***Introduction to Transport for West Midlands (TfWM)***

Monday 14<sup>th</sup> September 2020

# Summary

- Historic transport governance overview
- TfWM:-
  - What we do, roles and responsibilities
  - Key people
  - How we're funded
  - What we plan to invest
  - Challenges for the future

# Historic transport governance overview

## Pre 2014

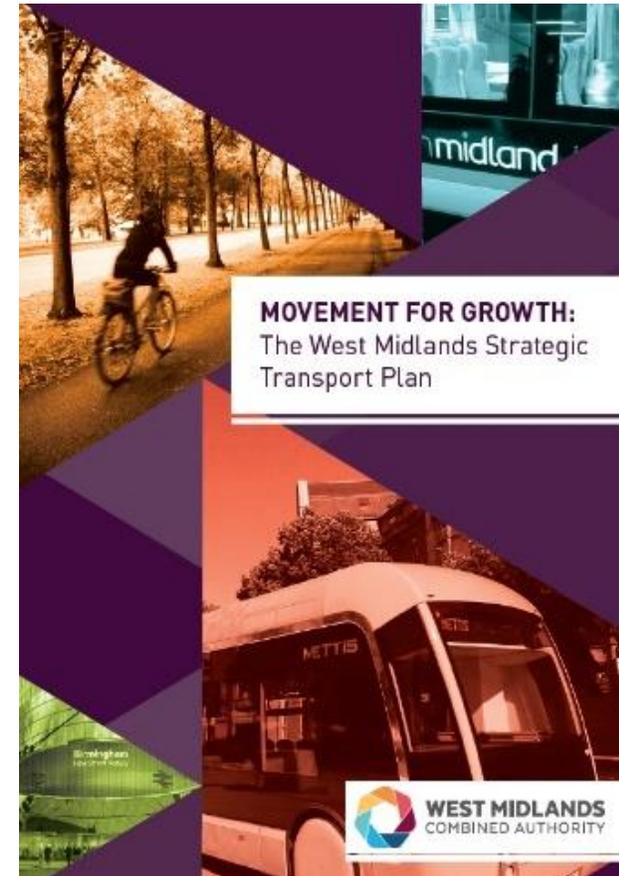
- Passenger Transport Authority (PTA) / Integrated Transport Authority (ITA) committee coordinating West Midlands Strategic Transport matters
- WMITA set out Local Transport/Strategic Plan (LTP) as Local Transport Authority (LTA) for the Metropolitan Area
- Centro (WMPTE) delivered the public transport policies and projects of ITA

## 2014

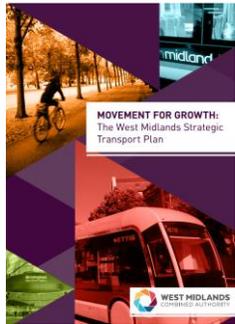
- **ITA** reformed to comprise of **Seven Leaders of Metropolitan Local Authorities**
- Addressed desire for better strategic planning and having a **'One Voice'** message on transport matters
- **Three LEP non voting members** – included a business voice
- **Local Authority led** and created the building blocks for the **WMCA**

# Transport for West Midlands (TfWM)

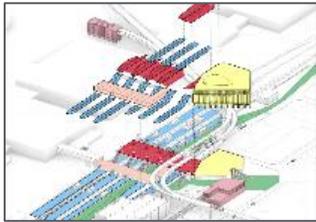
- TfWM is the transport arm of WMCA
- TfWM covers the constituent area as the LTA
- **Adopted “Movement for Growth” - West Midlands Strategic Transport Plan in 2016.** This is the statutory LTP for the West Midlands
- Works closely with WMCA’s LA’s, Non-Constituent Authorities and LEPs
- Plus bodies such as West Midlands Rail Executive, West Midlands 5G and Midlands Connect



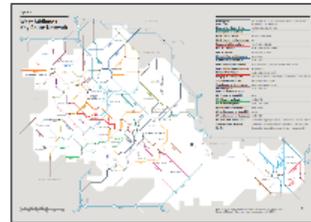
# What does TfWM do?



Local Transport Plan



Scheme development, designs, and business cases



Key Route Network



Cycle infrastructure and services



WM Metro (we operate)



WM Sprint-Bus Rapid Transport



Transport Innovation



WM Railway (we co-manage)



Transport Branding



Physical and digital network infrastructure



Multi-operator, multi-modal, smart ticketing



Concessions, Ring & Ride and tendered buses



WM Bus Alliance (we influence)



WM Very Light Rail (In development)

# TfWM: Key people

## Mike Waters

Director of  
Policy,  
Strategy &  
Innovation



## Anne Shaw

Director of  
Network  
Resilience



## Steve McAleavy

Director of  
Customer  
Experience



## Pete Bond

Director of  
Integrated  
Network  
Services



## Sandeep Shingadia

Director of  
Development &  
Delivery



## Malcolm Holmes

Executive  
Director  
(WMRE) /  
Director of  
Rail (TfWM)



## Michael Anderson

WM Metro  
Projects  
Director



## Nafees Arif

Metro Finance  
& Commercial  
Director



## Laura Shoaf

Managing Director

# What TfWM doesn't do!

- Not a Highway Authority (*TfWM has some limited concurrent highways powers shared with LA's for the Key Route Network*) *i.e. does not maintain roads, enforce parking and conducting Traffic Regulation Orders*
- Not a Traffic Authority *i.e. does not control traffic signals or signage*
- Does not directly run bus or train services but we have a strong partnership relationship with public transport operators:
  - *The trams – we own the company that operates those services*
  - *We co-manage the west midlands rail franchise with our partners West Midlands Rail Executive (holding the rail operator to account)*
  - *We work with the bus operators in partnership and fund socially necessary bus services*

# What partners do in the Transport System

## Local Authorities

- Responsible for highways and planning

## Transport Operators

- Service run commercially or via public service contract

## Highways England

- Responsible for running, modernising and maintaining the Strategic Road Network

## Network Rail

- Owner and rail infrastructure manager
- Separate to Train and Freight Operating Companies

## Midlands Connect Partnership

- Researches, develops and recommends pan regional transport projects for funding  
*(working with TfWM)*

## WMCA

- Housing & Regeneration, Public Service Reform, Inclusive Growth

## West Midlands 5G

- Delivery body for 5G mobility programme

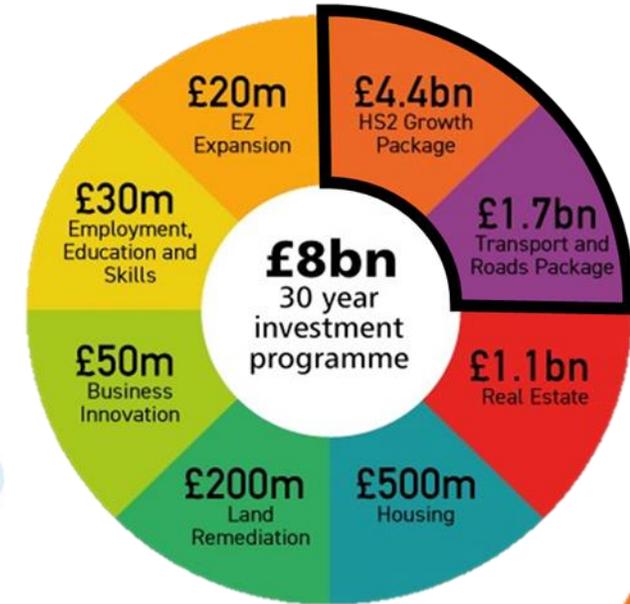
## Local Enterprise Partnerships (LEPs)

- Funds transport programmes

# Devolution - what do we mean?

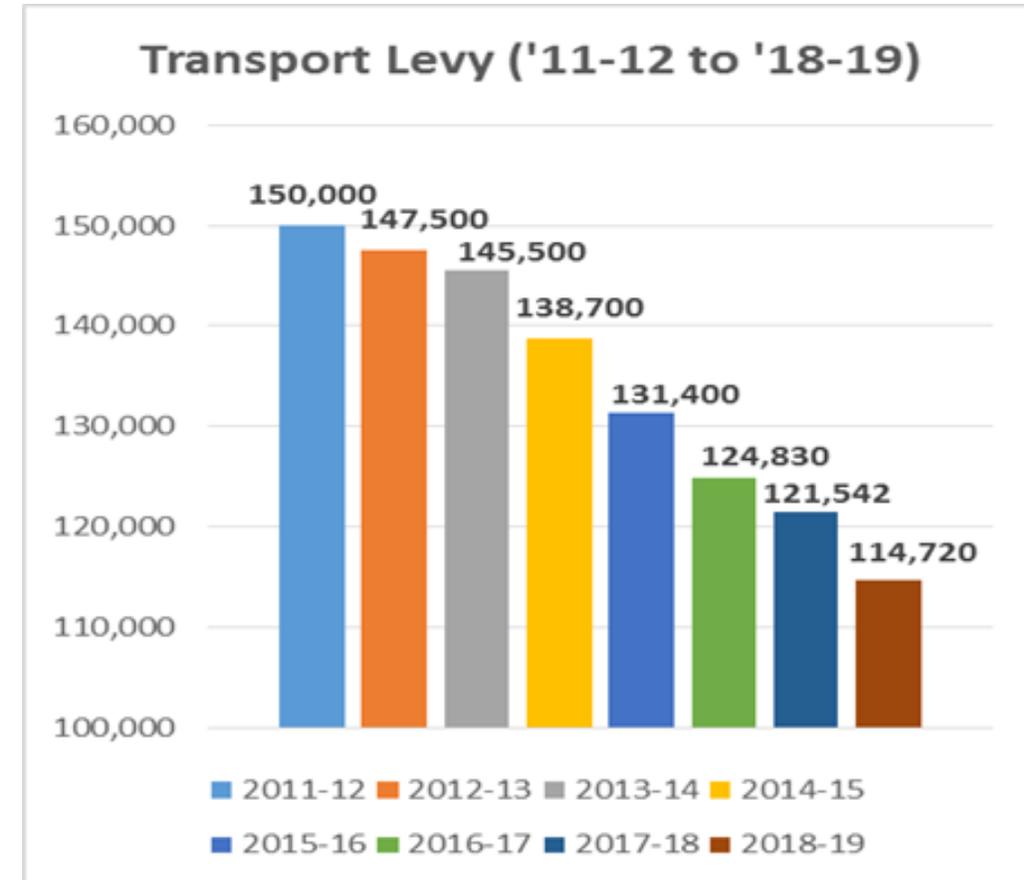
## For Transport

- Transfer of previous ITA and PTE powers and functions i.e. Local Transport Authority
- WMCA secured new powers and funding from Devolution Deals (2015) and (2017)
- “*Movement for Growth*” basis of the Devolution deal infrastructure settlement
- Received additional duties and functions for new ways of working *i.e. KRN shared responsibility with LA’s, Network Resilience*
- Started a journey where there is greater regional integration over transport services



# How we're funded

- Funded by the Transport Levy
- Paid by constituent authorities
- Levy: £114.7m / Reserves: £1m (2020/21)
- Transport Delivery Budget = £115.7m (2020/21)
- Funds statutory duties such as National Concessionary Travel Scheme and financing costs
- Plus discretionary/supported travel polices i.e.;
  - *Accessible Transport*
  - *Child Concessions*
  - *Rail and metro “add-on” concessions (for older people and disabled people)*
  - *Tendered bus network*



# Continuing to invest in our transport system

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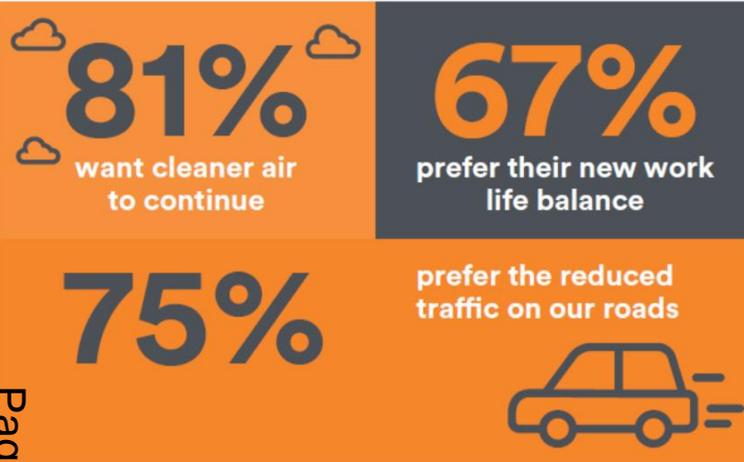
# Devolved Transforming Cities Fund

- Devolved to WMCA to invest in locally determined priorities
- Funding for WBHE metro and completed Regional Transport Coordination Centre (RTCC)
- Supporting Town Centres and Inclusive Growth Corridors
- £321.5m programme unlocks a further £695m investment

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Public feedback from our recent covid recovery survey says:



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**1,473**

Deaths per year related to air pollution,  
of which transport is a major contributor.



## Challenges

- Everyone not benefitting from regional growth – covid may reinforce this
- Climate Crisis
- Skills levels below national average
- Increased congestion and poorer air quality
- Less active lifestyles but renewed interest during lockdown
- How will future mobility impact the transport sector, post covid?



**41%**

Of all car journeys are  
within 2 miles



**216,000**

Fewer people are within a 45 minute bus journey  
time of Birmingham city centre compared to  
2008 because of congestion

# New Transport Plan: Five Motives for Change



Transport for West Midlands

to reduce carbon emissions that are emitted by transport in the West Midlands; honouring our commitments to do our bit to prevent climate change as part of global efforts to ensure future generations can prosper

to ensure people are able to access that which meets their economic and social needs and ambitions through better use of land, telecoms and sustainable transport, and to create the transport market that supports and encourages our world leading innovation in sustainable transport products and services and enables them to thrive

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to create a West Midlands where access to opportunity and the affordability of travel is equitable and people are protected from the negative impacts of other people's travel choices

to redress travel and traffic's impacts on relationships in local communities, to enable streets to offer wider and more valuable functions than just transport and to support better local amenities and services

to create a region where people can live actively so that they have more time to spend with the people with whom they love doing the things they enjoy, and where businesses have access to a healthy and productive workforce

# New Local Transport Plan

We have immediate actions to focus our efforts in line with the regional recovery plan and supporting the needs of our residents and businesses.

**1** Travel that is safe and secure

**2** Getting workers and businesses back up and running (where safe)

**3** Supporting travel to schools and keeping children and families safe

**4** Keeping the clean air, reduced carbon emissions and physical exercise

**5** Supporting a green recovery



# Questions



# TFWM BACK TO SCHOOL SUMMARY REPORT

August 25 2020

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## Introduction

As lockdown eases across the country, there is still safety guidance in place when using public transport and as such, journeys will be different. This will particularly affect parents, students and teachers when they return to school in September with DfT data suggesting up to 60% of children who travel by public transport may not be able to easily. There may also be a reluctance to return to public transport following previous advice to avoid travelling on these services unless for essential journeys.

We regularly see (pre Covid) how commuting to education sites impacts the road network and with the risk of more people driving and limited space on the network TfWM has been tasked in coordinating the West Midlands response to this challenge with local authority partners and transport operators.

We committed to our role in getting young people back into education and have secured funding from Government (See Appendix 1 – DfE Funding allocation) to enable us to enhance the public transport network and school services and deliver a Travel Demand Management programme.

We have developed an evidence led approach using a vast variety of data sources so we can monitor and evaluate our interventions and focus efforts on the highest priority areas.

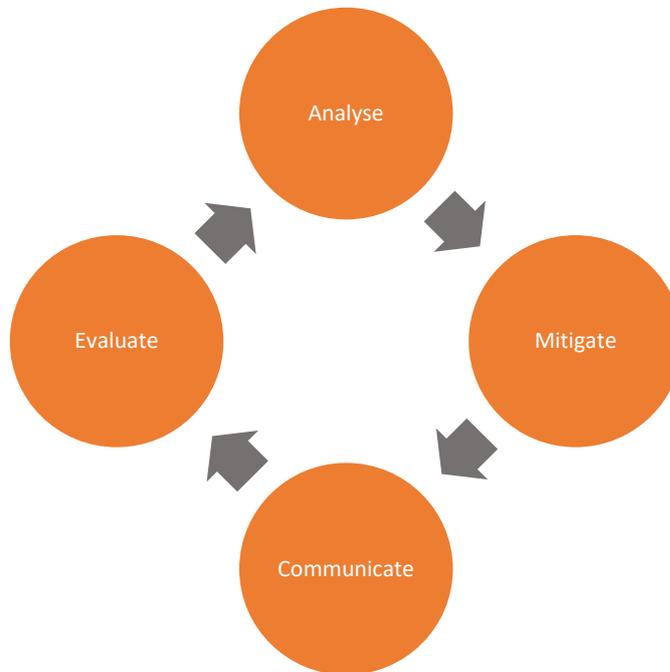
There are over 1,600 educational sites and over 900,000 pupils ranging from nursery places to FE colleges. Developing this action plan has been done in incredibly tight timescales using what information is available. We know there is more to be done, which is why we will be proactively monitoring the network and developing mitigation options that can be implemented as and when issues arise in the coming weeks.

Furthermore, while we have extensively predicted where issues may occur and strengthened the network, the public's choice of how they ultimately choose to travel is a huge unknown and following this year's events, it is likely we will see congestion and delays on the region's roads and work will need to be done to grow confidence in the public transport network once social distancing measures are relaxed.

Anne Shaw  
Director of Network Resilience

## Strategic Approach

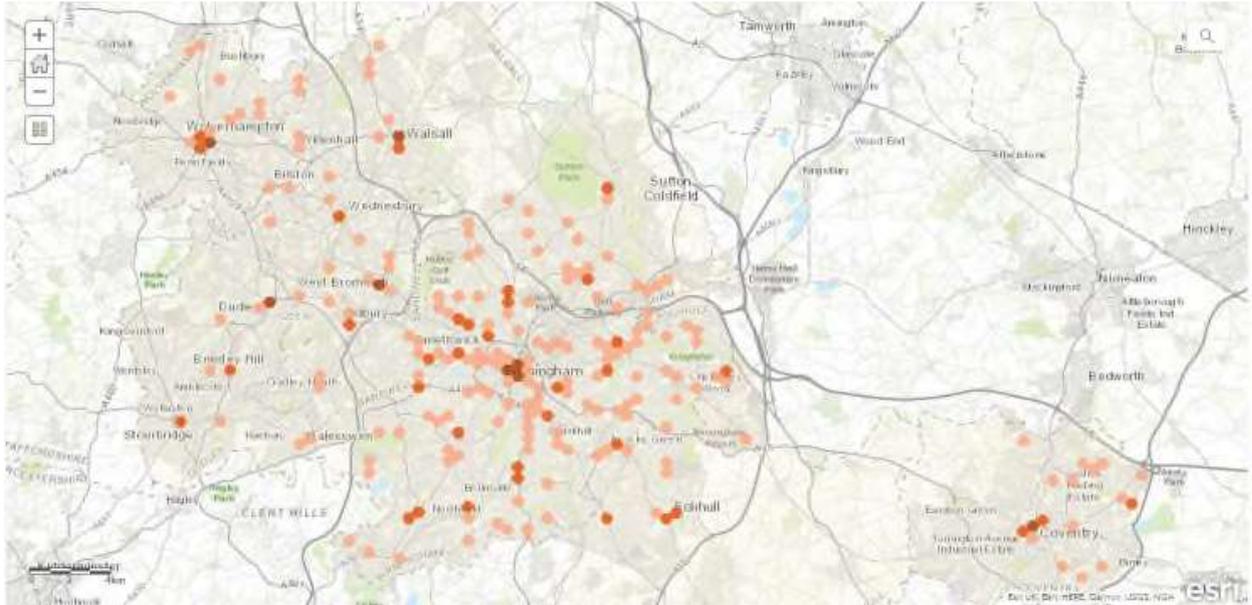
Working across TfWM and our partners through the West Midlands Transport Cell and the Bus Alliance we have implemented a four-stage approach to tackling the back to school challenge that ensures we use an evidence led approach to returning our young people to school.



## Analyse

To tackle a problem on such scale and identify the areas of most concern we have combined various data sources to provide a prediction of demand in each localised area in the West Midlands. This has included current information on the capacity of the public transport network with social distancing measures. We have made great advances in unlocking data from our operators and ticketing information to be able to assess this at a granular level at stop on services.

We have also been able to harness operator intelligence about the services they run and where they see the heaviest demand for school travel. This, together with the travel smartcard “swift” data and we have developed a list of key watch spot areas where demand could exceed capacity. By overlaying the education site data this allows us to identify key education sites of concern to develop mitigations and communicate.



See appendix 2: Back to school watch spots – data analysis

### Key issues identified

- Secondary and higher education sites are at higher risk of public transport issues
- Many school children are travelling through key town and cities creating potential issues at key interchanges at certain times of the day.
- Specific school services will need additional capacity.
- Additional traffic around large schools will cause delays on key routes, impacting business.

It is to be noted that travel demand information per school and by mode was not available. There was an expectation that all schools would be surveyed to provide this but the release of the guidance timed around when schools were breaking up for the summer and the timescales in which to plan has meant that we have had to use proxy information and the best data sources available to undertake the analysis.

See Appendix 3: Bus Demand Assessment  
 See Appendix 4: Bus Route Enhancements  
 See Appendix 5: Rail Key Focus Area and Station Plans  
 See Appendix 6: List of priority education sites

### Mitigate

Working with transport operators and local authorities we have shared the analysis and developed a travel demand management programme to support bus route strengthening and local school mitigations.

## Adding Capacity

- The analysis has enabled TfWM and operators to plan and provide increased capacity on the public transport network. This includes introducing duplicate services on certain routes, closed services specifically for schools and the biggest timetable change in bus services to date.
- Bus services will reach over 100% of pre-covid levels over the August bank holiday weekend. Metro will also resume the pre-covid service patterns with extra running trams during the school travel hours.
- Rail, currently under DfT control, will have a timetable changes week commencing 7<sup>th</sup> September and will be up to 95% of pre-covid levels. West Midlands Trains have analysed their hot spots for school travel and will be introducing station management plans at these key locations to help manage flows through the stations.
- We are also promoting active travel in line with the government guidance for children living under 2 miles to their school who could walk or cycle.
- In addition, we have also looked at other journeys that are made on public transport at the same time and will be seeking to reduce that demand either through a re-timing, removing re-modelling of those journeys thus releasing capacity for school travel.
- Local Authorities Education teams who provide statutory transport support to children have also assessed those services and added capacity to ensure social distancing can be maintained as well as keeping to school bubbles where this is possible.
- We are also anticipating that we will see a rise in children being driven to school and this will have an impact on the local road networks and heavier congestion during the school travel times. Working with Local Authorities have looked at additional measures to implement on the highway and are developing an operational plan with West Midlands Police to help tackle any severe congestion should it arise.

## Travel Demand Management

TfWM is coordinating a TDM programme that aims to:

- Encourage customers to plan ahead and consider re-time, re-route, re-mode and/or remove journeys on the network around schools travel times.
- Consider routes available to education sites based on mode and informed by any planned disruption e.g. road closures or unplanned incidents.
- Education sites to consider the benefits of staggering start and finish times for reducing pressure on public transport services (increasing significantly the ability of public transport to support school reopening).
- Business along key travel corridors to larger education sites to understand and respond to known changes to staggered timings.
- Active travel to be considered strongly - in particular, for journeys to school of two miles or less (and which are currently undertaken by public bus); and
- Temporarily accepting increased use of cars for longer journeys that cannot be accommodated on public transport or realistically switched to active travel. Ideally combined with 'park and stride'.
- Colleges to consider options including online registration and virtual open days.

- Capacity has been provided through funding from DfT to gather school travel plan data in the first weeks of return and support schools with developing or updating their school travel plans. This will add to our data sources.

See Appendix 7: Travel Demand Management Strategy

## Keeping the network safe

With the need to encourage social distancing is maintained on public transport and to manage the potential rise in traffic as part of our operational plan we will be making best use of resources at our stations and busiest stops.

## Safer Travel

TfWM in partnership with West Midlands Police and British Transport Police patrol the public transport system to keep passengers safe. During the Covid Pandemic, they have been supporting the travelling public by encouraging the take up of face masks as well as dealing with other policing matters. As part of the operational planning, the Safer Travel Partnership will be tasking and supporting key locations where we will see heavier foot fall to ensure compliance with wearing face coverings and maintaining social distancing.

See Appendix 8: Safer Travel Plan

## TfWM Bus stations and travel shops

Staff at bus stations and travel shops will be supporting customers to travel safely, maintain social distancing and encouraging the use of face coverings. In addition we have accessed the governments volunteer scheme and we will have deployed on the network a number of volunteers who will be providing additional support to customers. We will also be handing out face coverings and information on how to make a face covering to school children of 11 or over who arrive without these, the aim to help encourage compliance with this requirement and to keep them and other passengers safe.

See Appendix 9: Local Transport Volunteer Plan

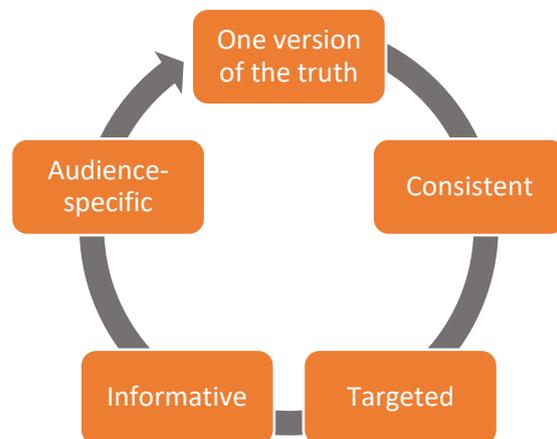
## Managing the Highway Network

Working with the Roads Policing unit, we are developing an operational plan to help manage congestion hotspots and encourage safe use of the road. This is particularly important where we will see heavier pedestrian and cycling around schools mixing with those being driven to school. Intelligence from Local Authorities and the RTCC will help with a dynamic deployment. In addition, Local Authorities will introduce additional traffic management at

some locations where they consider problems will be occurring to help manage traffic flows. As part of the communication campaign, we are encouraging those being driven to school to think about dropping of a little further away and walking the last part.

## Communicate

Our communication and engagement plan aims to support the Travel Demand Management response and aims to support those travelling to school in September as well as ensuring communication messaging is consistent and targeted effectively across all partners.



### Objectives:

- Inform parents and students of public transport arrangements and provide reassurance around safety, availability and cleanliness of services.
- Enable education sites to provide guidance and support on school travel in an easy and simple way.
- Communicate and engage with key education sites to provide proactive solutions around identified hotspots or areas of concern highlighted by the data and research undertaken by the TDM programme.
- Target, by route, other public transport users to discourage travel at school/college start and finish times.
- Work with local authorities, education sites and operators to promote consistent messages through existing forums.

### Audiences

- Young People
- Parents
- Education sites
- Wider traveling public

### Communications Activity

- Social media – paid and organic
- Media release
- Web hub
- Back to School toolkit for head teachers

- Back to School information pack for faith leaders
- Posters for school uniform shops
- At a glance factsheet available in 7 different languages
- Radio advertising
- Google ads
- Email campaigns
- Partnership with Birmingham Updates to target Facebook groups in priority areas
- Journey planning exercises with schools
- Webinar for parents
- Business Travel Advice
- Back to Schools – Comms and Engagement Plan
- Back to Schools – Comms Toolkit



See Appendix 10: Communications and engagement plan

See Appendix 11: Back to school toolkit for schools

See Appendix 12: Business travel guidance

## Evaluate

### Monitoring and Evaluation

- Monitor capacity on the network in real time via the RTCC.
- Monitor public transport loading/ capacity figures e.g. bus via operator data and intelligence
- Collaboration with operators.
- Track changes in travel behaviours via COVID-19 travel surveys (conducted with individuals, businesses and colleges) to test impact of interventions during the time period of schools return.
- Monitor communications metrics.

The dedicated groups tracking the project stages include:

- Operations ITS Leadership Team

- West Midlands Transport Recovery Cell.

Given the multiple impacts and interventions in the West Midlands, progress will be tracked in the TfWM EATF and pinch point Business and School interaction dashboard in ArcGIS.

## The role of the RTCC

Even with extensive data analysis it is difficult to predict exactly how the public will respond and how they will choose to travel. The Regional Transport Coordination Centre will be stepped up in the first few weeks of September to not only provide real time monitoring but coordinate a multi-agency response to any issues that arise.

Where mitigations have not worked, or additional measures need to be implemented, the RTCC with its links across all modes of transport and local authority partners will ensure information is shared and solutions are found.

The RTCC is able to not only communicate with partners but directly to the public so we can influence demand in real time and encourage people to re-time, re-mode, re-route or remove journeys in areas we see delays, overcrowding or incidents.

Appendix 13: RTCC Operational Plan

## List of appendices

1. DfE Funding allocation
2. Back to school watch spots – data analysis
3. Bus demand assessment
4. Bus route enhancements
5. Rail Key Focus Area and Station Plans
6. List of priority education sites
7. Travel Demand management strategy
8. Safer Travel Plan
9. Local Transport Volunteer Plan
10. Transport Communications and Engagement plan
11. Back to School Travel Toolkit
12. Business Travel Advice
13. RTCC Operational Plan

### DfE Home to School Transport Grant

- WMCA received total grant of £2.4m for provision of additional Home to School provision across TfWM and the seven WM Authorities.
- Funding is for the first ½ of Autumn term.

#### Transport for West Midlands

- Provision of duplicate dedicated home to school vehicles on supported routes for the carriage of school children only. This is generally for services which are known to serve a single school where pupils can be transported in their school bubble.
- Provision of additional vehicle resource to strengthen public transport services where it has been deemed necessary to meet the forecast increase in demand from schools and colleges. This option provides additional capacity on the PT network targeted at school and college start and finish times and particularly on routes which serve multiple education establishments.
- Costs associated with bringing forward the increase in frequency of West Midlands Metro to meet the additional capacity needs along the route.
- Contingency allocation to enable the short-term provision of targeted additional capacity based upon customer and stakeholder feedback.
- Providing bus resource to provide additional capacity on the Stourbridge Shuttle Service – Stourbridge College.
- Additionally, TfWM have been working closely with commercial operators to ensure that provision on the commercial network is strengthened to meet expected levels of demand as forecast from September 2019. Any increase in costs will be claimed through commercial Covid-19 Bus Services Support Grant.

#### Birmingham

- Special Schools – provision of additional vehicles, drivers and attendants to provide extra capacity due to on vehicle SD requirements. Provision of additional personal travel budgets for parents.

#### Coventry

- Special Schools - Provision of additional personal travel budgets for use of family cars for pupils / students with statutory entitlement for travel. This is intended to reduce the demand for the provision of additional vehicles by the Local Authority.
- Special Schools - Provision of an additional 8 accessible vehicles and 6 standard minibuses to provide additional capacity to meet requirements of social distancing.

#### Dudley

- Special Schools - Provision of 27 additional routes across various special schools in the district to provide additional capacity due to social distancing.

### **Sandwell**

- Special Schools - Provision of additional personal travel budgets for use of family cars for pupils / students with statutory entitlement for travel. This is intended to reduce the demand for the provision of additional vehicles by the Local Authority.
- Special Schools - Provision of an additional 10 accessible vehicles to provide additional capacity to meet requirements of social distancing.
- Provision of transport home for any pupils or students showing symptoms of Covid-19 whilst at school or college.

### **Solihull**

- Additional bus to St Peter's.
- Replacement of De Courcey buses with Claribels.
- Heart of England School – 80 seater coaches.
- Personal Travel Budgets.
- SEND taxi transport.

### **Walsall**

- Provision of 70 larger vehicles on existing contracts to allow for social distancing on-bus.
- Provision of additional vehicles and Attendants to enable social distancing on-bus.

### **Wolverhampton**

- Provision of additional vehicles and attendants to meet expecting increase in capacity requirements due to social distancing.
- 2 Additional vehicles to meet SD demands from Nightingale Home and Hospital.



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### Back to school 'watch spots' for demand management

This information has been compiled by the Data Insight Team in Transport for West Midlands (TfWM) for internal use and sharing with West Midlands Constituent local transport authorities. It is to inform planning of demand management around the education sites re-opening in early September 2020.

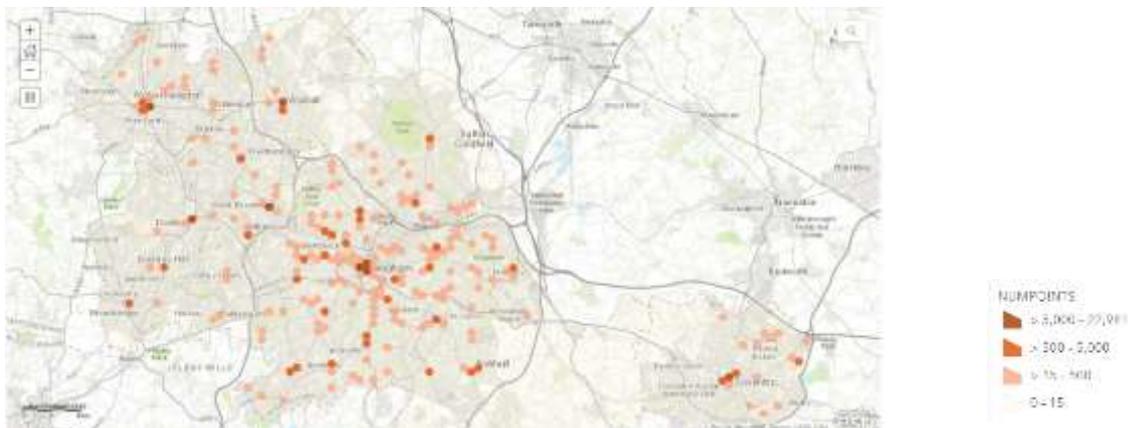
Refinement is underway and the addition of rail-related watch spots, one of which is likely to be the Worcester to Birmingham line, which carries large numbers of school pupils.

A 'watch spot' is defined as an area where we have identified passenger numbers boarding at a cluster of bus stops in a standardised 500m hexagon that exceed the social distancing parameter of 15 passengers in a one-hour time bin from 3pm to 4pm. We can consider the 'watch spots' below destination areas with high demand for bus as a mode of travel and where the user will be departing the destination between 3pm and 4pm.

The data analysed was for the month of June 2020. A more accurate analysis could be generated if we could obtain September 2019 boarding data.

The 'watch spots' are split into groups of priority level with 'High' being those which summed values over 5000, 'Medium' being those that contained two hexagons with summed values between 500 and 5000 and 'Priority' being those standalone hexagons that summed values between 500 and 5000.

35 'watch spots' were identified and all have been ranked according to their value and assigned group.



### High Priority 'watch spots'

1. Birmingham City Centre (The Priory 22,981.0; NS 9,673.00; BR & MS 20,056.00)
2. West Bromwich Bus Station (10,544.00)
3. Coventry Bus Station (8,083.00)
4. Dudley Bus Station (6,770.00)
5. Wolverhampton Bus Station (6,599.00)
6. Walsall Bus Station (6,518.00)

### Medium Priority 'watch spots'

7. Walsall Town Centre (4,078.00)
8. Perry Barr, Walsall Road (1,433.00; 1,931.00) - 3364
9. Kings Heath High Street (1,212.00; 2,117.00) - 3329
10. Northfield Town Centre (888.00, 2,057.00) - 2945
11. Handsworth Booth Street Metro Stop, Soho Road (1,786.00; 1,045.00) - 2831
12. Solihull Town Centre (992.00; 1,838.00) - 2830
13. Wolverhampton City Centre (1,377.00; 795.00) - 2172

### Priority 'watch spots'

14. Chelmsley Wood Shopping Centre (2,599.00)
15. Erdington Town Centre (1,894.00)
16. Coventry Shopping Centre (1,835.00)
17. Oldbury Town Centre (1,791.00)
18. Cape Hill (1,757.00)
19. Merry Hill Shopping Centre (1,743.00)
20. University Hospital, Coventry (1,227.00)
21. Summerfield, Dudley Road (1,215.00)
22. Queen Elizabeth Hospital (1,190.00)
23. Sutton Coldfield Town Centre (1,103.00)
24. Birmingham Heartlands Hospital (951.00)
25. Sparkbrook (930.00)
26. Small Heath (916.00)
27. Bearwood (815.00)
28. Acocks Green (775.00)
29. Shirley (677.00)
30. Stourbridge Interchange (667.00)
31. Ward End (654.00)
32. Hockley Circus (607.00)
33. Cotteridge (596.00)
34. Coventry City Centre (540.00)
35. Great Western Street Metro Stop, Wednesbury (526.00)

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## Return to School Bus Route Demand Assessment

34 bus routes were identified as having high use of Swift cards with child products in the AM peak (0700 – 0900) or PM peak (1500 – 1800).

Routes	AM peak	PM peak
Acocks Green_11C	Y	Y
Acocks Green_11A	Y	Y
Yardley Wood_6	Y	Y
West Bromwich_74	Y	Y
Yardley Wood_50	Y	Y
Wolverhampton_N1	Y	Y
Birmingham Central_97	Y	Y
Acocks Green_72	Y	Y
Pensnett_9	Y	Y
Birmingham Central_23	Y	Y
Yardley Wood_18	Y	Y
Perry Barr_X4	Y	Y
Yardley Wood_49	Y	Y
Birmingham Central_63	Y	Y
Birmingham Central_14	Y	Y
Yardley Wood_76	Y	Y

Yardley Wood_35	Y	N
Perry Barr_94	Y	Y
Wolverhampton_529	Y	Y
Walsall_51	Y	Y
Perry Barr_28	Y	Y
Wolverhampton_N2	Y	N
Perry Barr_16	Y	Y
Acocks Green_4	Y	Y
West Bromwich_H5	Y	Y
Birmingham Central_17	Y	Y
Walsall_X51	Y	Y
Birmingham Central_60	N	Y
Birmingham Central_24	N	Y
Acocks Green_X12	Y	N
Acocks Green_5	Y	N
Perry Barr_101	Y	N
Birmingham Central_X2	Y	N
Walsall_W6	Y	N

7 of these routes have planned mitigations to improve operational demands flows such as increased frequency, timetable optimisation or reduced running times.

Routes	Proposed operational mitigation
Acocks Green_11C	Increased frequency for schools and colleges
Acocks Green_11A	Increased frequency for schools and colleges
Wolverhampton_N1	Peak timetable amended to reflect school flows
Acocks Green_72	Increased frequency for schools and colleges
Wolverhampton_529	Increased frequency for schools and colleges
Birmingham Central_17	Increased peak frequency for school peak
Birmingham Central_X2	Timetable changed to move peak resource to cater for school loads in Solihull and peak loads to Business Park

The other 27 routes have no planned mitigations at present.

Routes	AM peak	PM peak
Yardley Wood_6	Y	Y
West Bromwich_74	Y	Y
Yardley Wood_50	Y	Y
Birmingham Central_97	Y	Y
Pensnett_9	Y	Y
Birmingham Central_23	Y	Y
Yardley Wood_18	Y	Y
Perry Barr_X4	Y	Y
Yardley Wood_49	Y	Y
Birmingham Central_63	Y	Y
Birmingham Central_14	Y	Y
Yardley Wood_76	Y	Y

Yardley Wood_35	Y	N
Perry Barr_94	Y	Y
Walsall_51	Y	Y
Perry Barr_28	Y	Y
Wolverhampton_N2	Y	N
Perry Barr_16	Y	Y
Acocks Green_4	Y	Y
West Bromwich_H5	Y	Y
Walsall_X51	Y	Y
Birmingham Central_60	N	Y
Birmingham Central_24	N	Y
Acocks Green_X12	Y	N
Acocks Green_5	Y	N
Perry Barr_101	Y	N
Walsall_W6	Y	N

There are also an additional 9 routes that have not been identified as high demand routes where operational mitigations are planned.

Routes	Proposed operational mitigation
Wolverhampton_X529	New service for social distancing & schools
Birmingham Central_X1	Timetable changed to move peak resource to cater for school loads in Solihull and peak loads to Business Park
Coventry_X1	Timetable changed to move peak resource to cater for school loads in Solihull and peak loads to Business Park
Birmingham Central_X70	Increased frequency for schools and better coordination with X12 for social distancing. Duplication for Coleshill Parkway shifts
Birmingham Central_8A	Reduce running time slightly
Birmingham Central_8C	Reduce running time slightly
Perry Barr_7	Increased peak frequency for school peak
Perry Barr_33	Extra resource for Perry Barr disruption
Perry Barr_54/A	Reduced timetable for Perry Barr

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## General service enhancements to cater for school flows

Operator	Service	Area / School	Notes
National Express	5	Walsall/Birmingham	School duplicate on standby in Pheasey/Kingstanding (first week)
National Express	47	Sandwell	Double deck for peak school loadings
National Express	74 BHM	Sandwell/Birmingham	Standby bus in West Bromwich for heavy loadings
National Express	6	Dudley	Need to monitor school time loads (Pheasey standby bus)
National Express	51	Walsall/Birmingham	Extension to KE School changed to X51S for students only. Extra resource for Perry Barr disruption
National Express	77	Walsall/Birmingham	Timetable reflects staggered school times. DD operation
National Express	934	Walsall/Birmingham	Extra resource for Perry Barr disruption
National Express	935	Walsall/Birmingham	Extra resource for Perry Barr disruption
National Express	936	Walsall/Birmingham	Extra resource for Perry Barr disruption
National Express	937	Walsall/Birmingham	Extra resource for Perry Barr disruption
National Express	937A	Walsall/Birmingham	Extra resource for Perry Barr disruption
National Express	997	Walsall/Birmingham	Extra resource for Perry Barr disruption
National Express	997	Walsall/Birmingham	Extra resource for Perry Barr disruption. Great Barr Sch staggering times but need to monitor
National Express	X51	Walsall/Birmingham	Extra resource for Perry Barr disruption. Additional school bus to KES
National Express	1	Wolverhampton	Peak timetable amended to reflect school flows
National Express	529	Walsall/Wolverhampton	Increased frequency for schools and colleges
National Express	X529	Walsall/Wolverhampton	New service for social distancing & schools
National Express	1A	Birmingham	School bus (1S) added as "closed door"
National Express	4	Birmingham/Solihull	DD operation on 4 for schools/loading purposes
National Express	4A	Birmingham/Solihull	DD operation on 4A for schools/loading purposes
National Express	11A	Birmingham/Sandwell	Increased frequency for schools and colleges
National Express	11C	Birmingham/Sandwell	Increased frequency for schools and colleges
National Express	72/72A	Solihull	Increased frequency for schools and colleges
National Express	14	Birmingham	Standby bus for school loads
National Express	23	Birmingham	School flows contra peak. Timetable tweaks but monitor
National Express	24	Birmingham	School flows contra peak. Timetable tweaks but monitor
National Express	45	Birmingham	Standby bus for school loads
National Express	47	Birmingham	47S extras for schools
National Express	97	Birmingham	Standby bus for school loads
National Express	X1 Airport	Birmingham/Solihull	Timetable changed to move peak resource to cater for school loads in Solihull and peak loads to Business Park
National Express	X1 Cov	Coventry	Timetable changed to move peak resource to cater for school loads in Solihull and peak loads to Business Park
National Express	X2	Birmingham/Solihull	Timetable changed to move peak resource to cater for school loads in Solihull and peak loads to Business Park
National Express	X70	Birmingham/Solihull	Increased frequency for schools and better coordination with X12 for social distancing. Duplication for Coleshill Parkway shifts
National Express	17	Birmingham	Increased peak frequency for school peak
National Express	55	Birmingham	Double deck for schools if trees sorted
National Express	28	Birmingham	Add am pvr to assist school loadings. Great Barr staggering school times.
National Express	33	Birmingham/Walsall	Extra resource for Perry Barr disruption
National Express	71	Birmingham/Solihull	PB Standby bus for school issues
National Express	94	Birmingham/Solihull	55 to be DD if trees sorted to even out capacity. Extra buses on X70 for schools at Castle Bromwich
National Express	6	Birmingham/Solihull	Converted to Electric DD operation for peak loads. Solihull standby bus for schools
National Express	27	Birmingham	Route changes on 27, 49 and 76 for reliability and get DDs in right place (Weoley Castle for school peak loads)
National Express	49	Birmingham	Route changes on 27, 49 and 76 for reliability and get DDs in right place (Weoley Castle for school peak loads)
National Express	50	Birmingham	Standby bus for colleges
National Express	76	Birmingham	Route changes on 27, 49 and 76 for reliability and get DDs in right place (Weoley Castle for school peak loads)
Arriva	9	Wolverhampton	Additional bus for schools
Diamond Bus	2	Dudley/Birmingham	General network enhancement
Diamond Bus	78	Birmingham	General network enhancement
Diamond Bus	226	Dudley	General network enhancement
Diamond Bus	229	Dudley/Wolverhampton	General network enhancement

Diamond Bus	401E	Walsall	General network enahncement
Diamond Bus	E88	Birmingham	Additional buses for school flows
Johnson	88S	Solihull	Additional bus for Arden Academy flows
Landflight	A9	Solihull	Additional buses for school flows
Landflight	A12	Solihull	Additional buses for school flows
Stagecoach	60	Coventry	Additional buses for school flows
Walsall CT	23	Walsall	Additional buses for school flows

### National Express Dedicated School Buses

Operator	Service	School	Notes
National Express	1A	King Edwards Edgbaston	
National Express	7	North Birmingham Academy	
National Express	11A	Archbishop Illsley	
National Express	17S	Sheldon Heath Academy	
National Express	27	Kings Heath Boys	
National Express	47S	St Thomas Aquinas	
National Express	49	Alderbrook	
National Express	70	Park Hall School	
National Express	77A	John Wilmot School	
National Express	815	John Wilmot School	
National Express	821 - SBC Contract	Solihull Schools	Alderbrook students only
National Express	822 - SBC Contract	Solihull Schools	Alderbrook students only
National Express	822	Hillcrest School	
National Express	822	KE Five Ways	
National Express	823	Hillcrest School	
National Express	829	St Pauls School	
National Express	829A	St Pauls School	
National Express	838	Fairfax School	
National Express	838A	Fairfax School	
National Express	839	Fairfax School	
National Express	855	Bishop Walsh School	
National Express	863	Lighthall School	
National Express	869	Plantsbrook School	
National Express	870	Plantsbrook School	
National Express	871	Greenwood Academy	
National Express	874	Bishop Walsh School	
National Express	877	Solihull Schools	
National Express	878	St Thomas Aquinas	
National Express	889	CTC Kingshurst	
National Express	891	Coleshill School	
National Express	897	Lode Heath School	
National Express	907A	North Birmingham Academy	
National Express	97S	CTC Kingshurst	Will be operated with double decker
National Express	97S	International School	
National Express	X14	Sutton Coldfield Schools	
National Express	X2	Solihull Schools	Replaces 876
National Express	X4	Sutton Coldfield Schools	
National Express	SFA1	St Francis	
National Express	SFA2	St Francis	
National Express	159	St Francis	
National Express	837	St Francis/Aldridge	

National Express	700	Grace Academy (Darlaston)	
National Express	705	Barr Beacon	
National Express	881	Barr Beacon	
National Express	788	Barr Beacon	
National Express	75	Aldridge	Staggered finish, temp no longer required as advised by school
National Express	701	Thomas More	
National Express	703	Thomas More	
National Express	51S	King Edwards Edgbaston	Closed door along route towards school. Available to General Public on return
National Express	11S	Stuart Bathurst	
National Express	791	Shire Oak	
National Express	712	Highfields	Becomes 2S
National Express	2S	Highfields	Replaces 2S. 2 x PM journeys to match school finishing times
National Express	763	Kings School	
National Express	751	Smestow	
National Express	710	Codsall	
National Express	711	Compton	
National Express	713	Compton	
National Express	714	Compton	
National Express	794	Compton	
National Express	784	Kings School	
National Express	6S	West Cov Academy	Closed door school
National Express	8S	Cardinal Wiseman	Closed door school
National Express	52	Blue Coat School	Closed door school
National Express	58	West Cov Academy	Closed door school
National Express	58A	West Cov Academy	Closed door school
National Express	59	West Cov Academy	Closed door school
National Express	23S	Cardinal Wiseman	Closed door school
National Express	10S	Cardinal Wiseman	Changed from 10S



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### West Midlands Trains

#### Rail

- From the 6<sup>th</sup> September, rail timetables will be changing to provide an uplift in capacity. This will typically take rail services across the region back to 90-95% of pre-pandemic levels
- With social distancing measures of 1m+ in place, rail services can typically take up to 40% of their normal seated capacity. Note that this excludes standing capacity which would have been available pre-pandemic
- Operators have been undertaking direct engagement with schools and, where they are aware of particularly significant school traffic flows (e.g. Hagley, Stourbridge), bespoke management plans have been produced. Typical measures at affected stations include extra staffing, one way systems and agreement with schools of staggered/phased exit of pupils from schools to reduce pressure on the network
- As is the case across other transport modes, sales volumes of scholar rail tickets are lower than would be normally expected (only 24% of pre-COVID sales as of 20/08) which may indicate that many pupils are not planning to return to travelling to/from school by rail
- The above is in the context of more general COVID measures that have been put in place across the rail network, as detailed below.

#### At stations

- Each individual station has a specific COVID plan in place, reflecting local circumstances
- Enhanced cleaning regimes with a focus on high touch point areas
- Hand sanitiser points installed at some stations
- Signing and other visual indications to remind passengers of the importance of social distancing
- Wearing of face mask in enclosed areas of stations is mandatory for most passengers, with some exemptions
- At some larger stations, one way systems have been introduced
- Perspex dividers have been installed at stations where ticket offices have multiple windows

#### On board trains

- Wearing of face masks on board trains is mandatory for most passengers, with some exemptions
- Signing to encourage passengers to observe social distancing
- Extra on board announcements to remind passengers of social distancing requirements
- Long distance operators Avanti and CrossCountry are encouraging passengers to book on specific trains prior to travel; it has been clarified that this is a specific measure to manage demand rather than an attempt to stop walk-on travel in the West Midlands
- Enhanced on board cleaning measures
- Passengers are encouraged to sit in a socially distanced way: Avanti booking systems will only allow certain seats to be booked and CrossCountry is encouraging passengers to use only window seats

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## TfWM Travel Choice Team: Back to School Travel Demand Project - September 2020

List of priority education sites per Local Authority	
Local Authority	Educational establishment
Birmingham	Aston University
	Birmingham City University (City)
	Birmingham City University (South)
	BMET College network (4 Sites)
	Eden Boys School
	Erdington Academy
	Fairfax
	Ark Boulton Academy
	Holy Trinity
	John Wilmott
	Kind Edwards Handsworth Grammar Girls
	King Edward VI High School for girls
	King Edwards Camp Hill School for girls
	King Edwards Handsworth Grammar Boys
	King Edwards Handsworth Wood Girls Academy
	King Edwards School
	King Edwards VI Aston School
	King Edwards VI Balaam Wood Academy
	King Edwards VI Camp Hill School for Boys
	King Edwards VI Five Ways school
	King Edwards VI Sheldon Heath Academy
	Kings Norton Girls School
	Moseley School and Sixth Form
	Plantsbrook
	Saltey Academy
	Turves Green Boys' School
	University of Birmingham
	Waverley School
	Sutton Coldfield Grammar for girls
	Arena Academy
	Ark Victoria Academy
	Aston University School
	Birmingham Ormiston Academy
	Bishop Vesey's Grammar School
	Bournville School
	Broadway Academy
	Cadbury Sixth Form College
	Central Academy
	City Academy
	City of Birmingham School
	Colmers School and Sixth Form College
	Dame Elizabeth Cadbury School
	Great Barr School
	Greenwood Academy
	Hamstead Hall Academy
	Handsworth Wood Girls' Academy
	Holyhead School
	Jewelery Quarter Academy
	King Solomon International Business School
	Kings Rise Academy
	King's Norton Boys' School
	Lordswood Boys' School
	Lordswood Girls' School
	Queensbridge School
	Shenley Academy
	St Thomas Aquinas Catholic School
	Swanshurst School
	Tile Cross Academy
	Turves Green Girls' School
	Washwood Heath Academy
	University of Birmingham School
	Wheeler Lane Technology College
	Yardley Secondary School

**List of priority education sites per Local Authority**

Local Authority	Educational establishment
<b>Coventry</b>	Barrs Hill
	Bishop Ullathorne
	Blue Coat C of E
	Caludon Castle School
	Cardinal Newman
	Cardinal Wiseman
	City College
	Coventry University
	Eden School for girls
	Ernesford Grange Community Academy
	Grace Academy
	Henley College
	King Henry VIII school
	President Kennedy
	Sidney Stringer Catholic School
	Stoke Park School
	University of Warwick
	Westwood Academy
Whitley Abbey Business and Enterprise College	
<b>Dudley</b>	Bishop Milner
	St James Academy
	Crestwood
	Dudley College (Broadway)
	King Edward VI College Stourbridge
	Leasowes
	Redhill School
	The Earls High School
	Windsor High School
<b>Sandwell</b>	Bristnall Hall Academy
	George Salter
	Health Futures UTC
	Holly Lodge
	Oldbury Academy
	RSA Academy
	Sandwell Academy
	Sandwell College
	Shireland Academy
	Stuart Bathurst Catholic High School
	The Phoenix Collegiate
	Wodensborough Ormiston
	Wood Green Academy
<b>Solihull</b>	Alderbrook
	Grace Academy Solihull
	Heart of England School
	John Henry Newman Catholic College
	Light Hall School
	Lyndon School
	Solihull College & University Centre
	Solihull School
	St Peters RC Academy
	The Sixth Form College, Solihull
	The Sixth Form College, Solihull
	Tudor Grange Academy
Tudor Grange Academy Kingshurst	
<b>Walsall</b>	Aldridge Academy
	Barr Beacon
	Blue Coat School
	Grace Academy
	Hydesville School
	Leighswood Primary School
	Queen Marys Grammar School for girls
	Shelfield Academy
	St Francis of Assisi
	University of Wolverhampton - Walsall Campus
	Walsall Academy
	Walsall College
<b>Wolverhampton</b>	City of Wolverhampton College (Metro One)
	City of Wolverhampton College (Paget)
	City of Wolverhampton College (Wellington)
	Moseley Park
	Ormiston SWB Academy

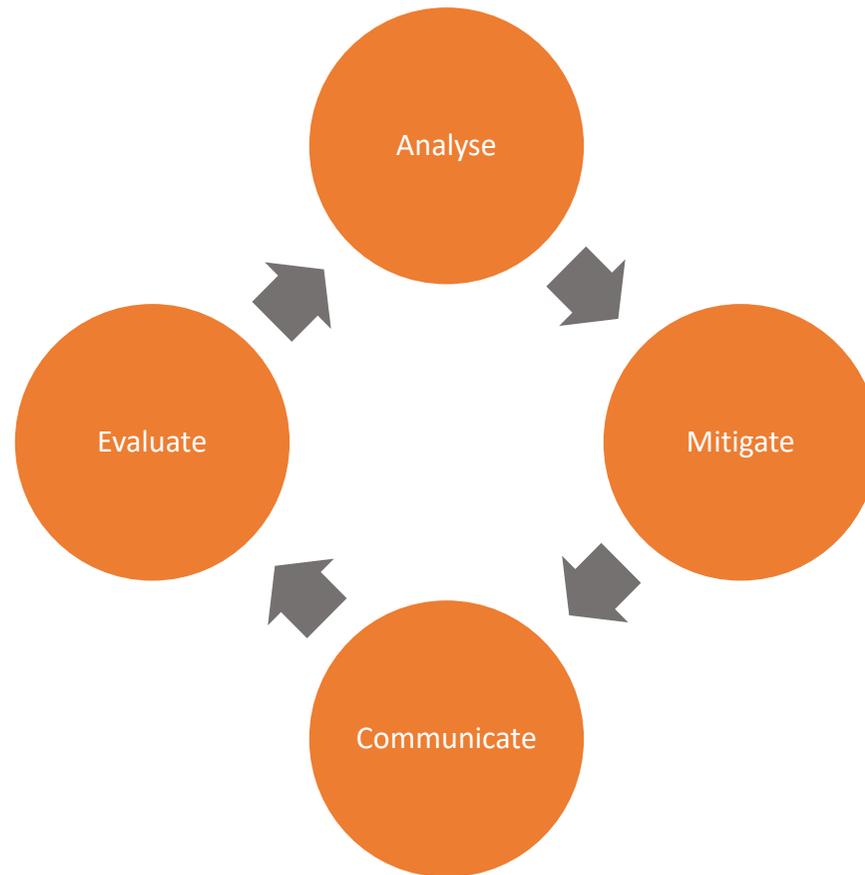
**List of priority education sites per Local Authority**

Local Authority	Educational establishment
Wolverhampton cont...	Royal School
	St Edmunds Catholic Academy
	St Peter's Collegiate School
	The Kings School
	Thomas Telford Uni School
	University of Wolverhampton (Walsall)
	University of Wolverhampton (Wolves)
	Wednesfield High
	Wolverhampton Girls High School
	Wolverhampton Grammar School
	Wolverhampton UTG

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## Strategic Approach

Working across TfWM and our partners through the West Midlands Transport Cell and the Bus Alliance we have implemented a four-stage approach to tackling the back to school challenge that ensures we use an evidence led approach to returning our young people to school.



TfWM TDM strategy dated 29 July 2020 Updated 26 August 2020

<p><b>Name of scheme/ phases</b></p>	<p>West Midlands education sites reopening autumn 2020:</p> <ol style="list-style-type: none"> <li>1. School and further education college return 1-4 September 2020</li> <li>2. Term-time 1 September to half-term from 26 October 2020</li> <li>3. Universities return at end of September/ early October.</li> <li>4. Emergency Active Travel Fund delivery July 2020 to March 2021.</li> </ol>	
<p><b>Rationale for TDM strategy</b></p>	<p>To provide locally led solutions for school transport where demand is likely to exceed public transport availability during the West Midlands school and further education college return on 1 September 2020. To extend this support for the universities return in late September/ early October.</p>	
<p><b>Identified problems incl. inter-relationships with other schemes</b></p>	<p>Inter-relationship with:</p> <ul style="list-style-type: none"> <li>• Businesses' return to offices/ workplaces in September.</li> <li>• Emergency Active Travel Fund (EATF) delivery of infrastructure schemes that will aid active travel for shorter journeys.</li> <li>• West Midlands investment programme where there is planned disruption with inevitable impacts on access to education sites.</li> </ul>	
<p><b>Key target customer segments/ user profiles</b></p>	<ul style="list-style-type: none"> <li>• Constituent local transport authorities</li> <li>• West Midlands head teachers and college principals</li> <li>• School and further education forums</li> <li>• Parents who make travel choices for their children</li> <li>• Young people travelling independently</li> <li>• Local businesses and employers who can reduce other demand for public transport.</li> </ul>	
<p><b>Impact mitigation</b></p>	<p><b>Enhanced infrastructure and services</b></p> <p style="text-align: center;">Y/N</p>	<p><b>Marketing communications and engagement</b></p> <p style="text-align: center;">Y/N</p>
<p><b>Key travel choices options:</b></p> <p><b>Re-route</b></p> <p><b>Re-time</b></p> <p><b>Re-mode</b></p> <p><b>Reduce</b></p>	<ul style="list-style-type: none"> <li>• In all cases for network customers to plan ahead.</li> <li>• Consider routes available to education sites based on mode and informed by any planned disruption e.g. road closures or unplanned incidents.</li> <li>• Education sites to consider the benefits of staggering start and finish times for reducing pressure on public transport services (increasing significantly the ability of public transport to support school reopening).</li> <li>• Business along key travel corridors to larger education sites to understand and respond to known changes to staggered timings.</li> <li>• Active travel to be considered strongly - in particular, for journeys to school of two miles or less (and which are currently undertaken by public bus); and</li> <li>• Temporarily accepting increased use of cars for longer journeys that cannot be accommodated on public transport or realistically switched to active travel. Ideally combined with 'park and stride'.</li> <li>• Colleges to consider options including online registration and virtual open days.</li> </ul>	

<p><b>Communications strategy</b></p>	<p>It is important to ensure we take a partnership approach to communications. Ensuring that consistent messaging is at the heart of what we are communicating through a variety of methods across a range of platforms and organisations.</p>  <p>Ensuring that messaging is consistent across all channels and organisations means that one version of the truth is broadcast and reduces confusion. It is also important to ensure that messages are being shared through a variety of channels.</p>
<p><b>Headline messaging</b></p>	
<p><b>Phase 1</b></p>	<p>During the schools return, overarching messaging will help people to plan ahead and be aware they may find things have changed from their normal back to school trips.</p>
<p><b>Phase 2</b></p>	<p>During term-time, messaging may change to reflect public transport availability and changes in Government guidance e.g. social distancing.</p>
<p><b>Phase 3 (concurrent with phases 1 and 2)</b></p>	<p>Concurrent with phases 1 and 2, the West Midlands programme funded by Government's Emergency Active Travel Fund will be in delivery from July 2020 to March 2021. Opportunities to dovetail with this includes:</p> <ul style="list-style-type: none"> <li>• Promotion of a Big Summer of Cycling and Walking.</li> <li>• New cycling and walking infrastructure being installed in proximity to education sites.</li> <li>• Availability of measures for education sites, such as Park that Bike Cycle storage.</li> <li>• The overarching Roll and Stroll campaign.</li> </ul> <p>We recommend that education sites use Modeshift STARS for Education to log their travel actions and they can find an online Travel Plan Toolkit at <a href="http://www.modeshiftstars.org">www.modeshiftstars.org</a></p>

## West Midlands education sites reopening autumn 2020

### 1. Background and narrative

- Schools and further education colleges in the West Midlands are set to return on Tuesday 1 September 2020 and universities from the end of September. Whilst this is an annual event, the circumstances are significantly different, due to the COVID-19 pandemic - specifically in terms of sufficient capacity of public transport for pupils and employees while maintaining social distancing.
- We know that a proportion of children use public transport to get to school – up to 80% in some catchments in the West Midlands. So, continuing to provide sufficient capacity on public transport while maintaining social distancing will be enormously challenging. Government estimates at a national level that only around a third of children in England, outside London, using public buses to travel to school before the crisis, can be safely accommodated when schools resume; considering likely demand from other passengers on services that are open to the wider public, and maintaining social distancing of 1 metre.
- To address this problem, we plan to work as one team across Transport for West Midlands (TfWM), West Midlands Local Transport Authorities (LTAs) and public transport operators. We will transform our process from a standard communications exercise by our respective organisations into a fully-fledged joint travel demand management (TDM) programme and communications campaign.
- The focus will be on mainstream school transport with SEND dealt with directly by LEAs.
- The benefits will be that pupils and employees will travel to schools and further education college sites safely. Businesses and their employees will be able to avoid adverse delays to their travel to and from premises and deliveries will be made on time.
- A TDM strategy and communications and engagement plan are needed due to:
  - The problem affecting the whole of the West Midlands and a number of identified pinch points or hot spots.
  - Numbers of people affected being on a scale of thousands
  - Benefits our actions will bring to residents, businesses and visitors.
- The Minister for Roads, Buses and Places asked for support on 3 July 2020, stating that success will rely on our actions in managing the transport network and the demands placed upon it.
- The interventions likely to be needed to help people to plan ahead and keep moving may be broken down further into generic and targeted measures:

#### **Marketing, communications and engagement**

- Intelligence gathering

- Customer profiling
- Business and educational engagement
- Information
- Marketing
- Communications and engagement.

These activities are contained within:

- TfWM Back to School Recovery Transport Communications and Engagement Plan.
- TfWM reports on TfWM COVID-19 travel surveys.
- TfWM EATF and Pinchpoint Business and School interaction dashboard in ArcGIS.
- LTA and LEA plans for the schools return.
- Public transport operators' communications plans.

### **Infrastructure improvements**

- Regulatory measures
- Operational interventions
- Traffic measures
- Physical environment improvements
- Legacy small infrastructure improvements.

These activities are contained within:

- TfWM and local authority plans and schedules for West Midlands Emergency Active Travel infrastructure improvements e.g. Park that Bike cycle storage provision.
- The TfWM 'Single View' and construction timelines held by scheme leads where there is planned disruption on the network.

## **2. Ways of working**

- We will transform our process from a standard communications exercise into a fully-fledged travel demand management (TDM) programme informed with data and intelligence and customer insight and make a real difference around our education sites. This includes taking all opportunities to provide one version of the truth.
- TfWM will coordinate responses to Government and work to complement activity in Constituent local education authorities.
- In the immediate term, TfWM will re-deploy a portion of existing capacity in TfWM teams to work on the problem:
  - Data insight
  - Travel demand management
  - Strategic communications and engagement
  - Key route network
  - Human intelligence
  - Customer experience
  - Customer intelligence
  - Integrated transport services.

- We will engage Local Transport Authorities in weekly transport planning meetings and TfWM directors will hold weekly operations meetings.
- Reports will be made to the West Midlands COVID-19 Transport Recovery Cell, TDC Members Group, Lead Member Reference Group and Recovery Strategic Group. In addition to the Department for Transport and Department for Education.
- TfWM will use all available opportunities e.g. to aid the schools return through its issuing of 16-18 years travel passes and information around season ticket direct debits.

### 3. Budget

The West Midlands Combined Authority has been awarded £150,000 for this work.

The budget holder is Anne Shaw, Director of Network Resilience, TfWM.

There are associated budgets for public transport enhancement received as grants from government.

The budget holder is Pete Bond, Director of Integrated Transport Services.

### 4. High level action plan

A comprehensive programme plan is available separately.

- Understand as soon as possible the scale of the challenge in the West Midlands. From this data and intelligence, TfWM identify and communicate to partners the watch spots where targeted interventions are needed over and above our regional and local approaches.
- TfWM to work with local transport providers (bus, tram, rail) to assess the overall level of demand compared to expected capacity, help them to revise their service plans as necessary, taking into account the needs of passengers using buses for other purposes, and rapidly develop options and put them in place to ensure there is sufficient capacity.
- Prepare a TDM strategy and accompanying basket of interventions.
- Prepare a Back to School Recovery Transport Communications and Engagement Plan and roll out a TDM communications campaign from mid-August in an iterative process, learning rapidly from the response.
- Prepare operational orders for the Regional Transport Coordination Centre, if network problems are deemed likely to be acute.
- Take an iterative process to data and intelligence, collating feedback and updating our awareness of need for targeted interventions via the TfWM EATF and Pinchpoint Business and School interaction dashboard in ArcGIS.
- The initial period of intervention is July-September 2020. The risk to this timescale is the summer recess when education sites are closed from mid-July to early September.

- A parallel phase of TDM activity from July 2020 to March 2021 will maximise dovetailing with delivery of the Emergency Active Travel Fund (Sept-Mar dependent on tranche 2 EATF funding).

### 5. Monitoring

- TfWM will monitor capacity on the network in realtime via the RTCC.
- TfWM will monitor public transport loading/ capacity figures e.g. bus via collaboration with operators.
- TfWM will track changes in travel behaviours via COVID-19 travel surveys (conducted with individuals, businesses and colleges) to test impact of interventions during the time period of schools return.
- TfWM will track communications metrics.
- The dedicated groups tracking the project stages include:
  - Operations ITS Leadership Team
  - West Midlands Transport Recovery Cell.
- Given the multiple impacts and interventions in the West Midlands, progress will be tracked in the TfWM EATF and Pinchpoint Business and School interaction dashboard in ArcGIS.

### 6. Contacts

The route for all school and parent contact is via <https://www.wmnetwork.co.uk/schooltravel>

The overall TfWM director leads for the schools' return are:

Anne Shaw, Director of Network Resilience  
Pete Bond, Director of Integrated Delivery  
Steve McAleavy, Director of Customer Experience

Lead TfWM officers:

Deborah Fox, Head of Demand Management, TfWM  
Jon Hayes, Head of Bus, TfWM  
Sarah Jones, Head of Customer Experience, TfWM  
Stuart Lester, Data Innovation Lead, TfWM  
Andrew Purchase, Strategic Communications and Engagement Manager, TfWM  
Andy Thrupp, Head of Operational Assets, TfWM

Partner leads:

Named Local Transport Authority leads  
Tom Painter and Andrew Leo, WMRE

Operator delivery partners:

Rail operators  
Rail station operators  
Bus operators  
Midland Metro Limited

### 7. Annexes

- Ministerial correspondence to all local authority chief executives dated 3 July 2020.
- TfWM letter to head teachers 10 July 2020.
- Back to School Recovery Transport Communications and Engagement Plan (Draft 1 at timing of writing).

Also available separately:

- West Midlands Local Authority Self-assessment Tool submission 22 July 2020.
- Mott MacDonald and Department for Transport, Travel Demand Management Toolkit, Planning for the Return of Trips for Education July 2020.
- TfWM activity tracker.
- Reports on TfWM COVID-19 travel surveys: individuals, businesses and colleges.
- Operators survey on schools' bus service planning and review of results.
- Operational plans e.g. public transport operators.
- Other plans as appropriate.

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## Appendix 8

### Safer Travel Plan - 2020 Back to School operation 2nd to 11th September 2020

	Routes	School Start for Yr 7's	Wed 02-Sep-20	Thurs 03-Sep-20	Fri 04-Sep-20	Mon-Fri 07-11/09/20	Timings	
Hagley Catholic High School	RAIL - Hagley Station	08:40		Year 7	Year 7	All	End of day	
Haybridge High School	RAIL - Hagley Station	08:45	Year 7	All	All	All	End of day	
Earls High School	Halesowen Bus Station	08:40		Year 7	Years 7/10	All		
Windsor High School	Halesowen Bus Station	08:40		Years 7/11	Years 8/9/10/12/13	All		
Archbishop Ilsey	11A/11C/31/37	08:30			Years 7/11/12/13	All	End of day	
John Willmott	X4/838/71s/X14 Sutton Rail Station	09:00	Years 7/10/11/12/ 13		All	All		
Fairfax Academy	X4/838/71s/X14 Sutton Rail Station	08:30	Year 7	All	All	All		
Longwood Boys	9/11A/11C/48/49/82/126/140/141	08:15	Years 7/11			All	End of day	
Sandwell Academy	West Bromwich Bus Station / Metro	08:35		Years 7/12	All	All		
Fortis Academy (formerly Great Barr Academy)	997	08:30:00 tbc				All	End of day	
Sandwell College	74/West Bromwich Bus Station/Metro	Timings:- Session 1 0900 - 1300 Session 2 1330 - 1630					50% class based capacity	
King Edward VI College Stourbridge	RAIL - Stourbridge Town & Stourbridge Junction	Due to overcrowding on the shuttle from Stourbridge Town and reduced capacity, students are being encourage to walk from college to Stourbridge					50% class based capacity	End of day

Top 10 bus services for no face coverings: 74 11 50 87 6 97 51

Lower compliance bus services for no face coverings: 65/18/16

Metro will be at full capacity, busiest period for school travel are 0800-0900 and 1500-1700.

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### On street volunteer monitoring

100 travel volunteers are going to be out on the network. This is being coordinated by TfWM's Customer Intelligence Team.

The photographs incidents and reports them immediately via a 'WhatsApp' group as well as completing surveys of departing buses and recording numbers of boarders. Their aim is to get percentage figures of passengers who are adhering to the pertinent government advice.

Monitoring times are; Monday to Friday 07:00 – 12:30 and 12:30 - 18:00. Saturday 10:00 – 16:00.

They have a number of locations in Birmingham City Centre that they monitor regularly as well as in most parts of the West Midlands, the locations monitored are below.

#### Birmingham City Centre

Moor St, Carrs Lane, Bull St, Corporation St, Priory Queensway.

Colmore Row, Livery St, Snow Hill Queensway

Upper Dean St, Station St, St Martins Queensway, Digbeth High St.

Outer locations including; Erdington, Kingstanding, Sutton, Witton, Perry Barr, Harborne, Cotteridge, Northfield.

#### Coventry

Trinity St, Ironmonger Row, The Burges, Hales St, Corporation St, Rail Interchange.

Outer locations including; Cannon Park, Warwickshire Shopping Centre, Foleshill Rd, Holyhead Rd.

#### Dudley

Town Centre, Kingswinford, Sedgley, Gornal, Brierley Hill.

#### Sandwell

Tipton, Roseville, Great Bridge, West Brom Town Centre, Stone Cross, Blackheath, Brandhall, Bearwood, Cape Hill, Smethwick High St.

#### Solihull

Town Centre, Rail Interchange, Chelmsley Wood Interchange.

#### Walsall

Bradford Place, Darlaston, Willenhall, Aldridge, Brownhills, Bloxwich.

#### Wolverhampton

City Centre, Wednesfield.

NOTE – not all locations monitored at the same time. Teams will move if required depending on intelligence and need.

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## Back to School Recovery

### Transport Communications and Engagement Plan

#### Background:

As lockdown eases across the country, there is still safety guidance in place when using public transport and as such, journeys will be different. This will particularly affect parents, students and teachers when they return to school in September with DfT data suggesting up to 60% of children who travel by public transport may not be able to easily.

There may also be a reluctance to return to public transport following previous advice to avoid travelling on these services unless for essential journeys. We regularly see (pre covid) how commuting to education sites impacts the road network, with the risk of more people driving, we need to actively push active travel options and park and stride options to manage congestion around education sites.

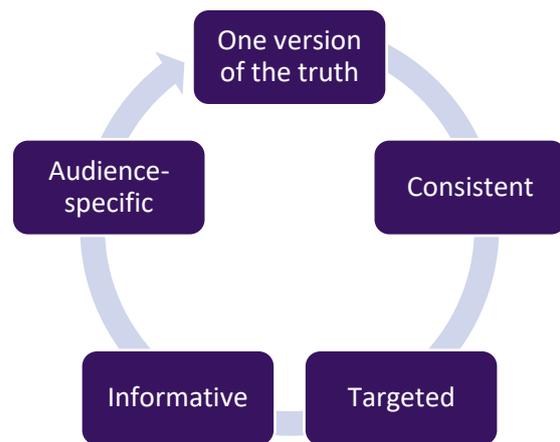
This communication and engagement plan aims to support the steps that will be taken by Transport for West Midlands, who are coordinating the Travel Demand Management (TDM) response for the West Midlands conurbation. The plan aims to support those travelling to school in September as well as ensuring communication messaging is consistent and targeted effectively. Communications and messages will be led by TfWM, working in partnership with education sites, operators and local authorities.

#### Objectives:

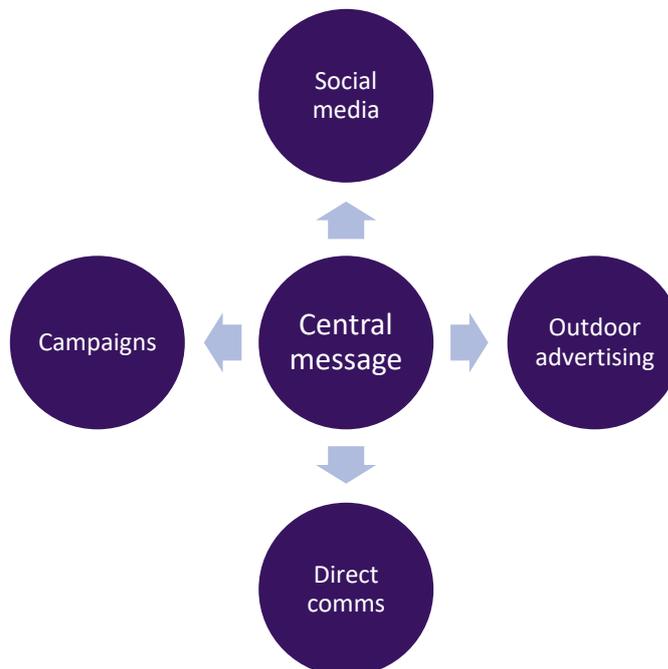
- Inform parents and students of public transport arrangements and provide reassurance around safety, availability and cleanliness of services.
- Enable education sites to provide guidance and support on school travel in an easy and simple way.
- Communicate and engage with key education sites to provide proactive solutions around identified hotspots or areas of concern highlighted by the data and research undertaken by the TDM programme.
- Target, by route, other public transport users to discourage travel at school/college start and finish times.
- Work with local authorities, education sites and operators to promote consistent messages through existing forums.

## Strategy

It is important to ensure we take a partnership approach to communications. Ensuring that consistent messaging is at the heart of what we are communicating through a variety of methods across a range of platforms and organisations.



Ensuring that messaging is consistent across all channels and organisations means that one version of the truth is broadcast and reduces confusion. It is also important to ensure that messages are being shared through a variety of channels.



## Key Target Groups

	<b>Parents</b>	<b>Young People</b>	<b>Education sites</b>	<b>Other Public Transport Users</b>
<b>What we want them to do</b>	<p>Plan and check options</p> <p>Consider active travel</p> <p>Drivers should plan ahead – park and stride</p> <p>Pedestrian Safety Advice</p> <p>Assisted travel, those with Schoolers passes, disabilities and those with no other options should understand services are available</p>	<p>Walk or cycle to school</p> <p>Understand public transport is different</p> <p>Understand social distancing measures and capacity issues</p> <p>Assisted travel, those with Schoolers passes, disabilities and those with no other options should understand services are available</p>	<p>Communicate travel advice with parents and young people</p> <p>Understand how best to make their own commute to work</p>	<p>Understand key school travel times and make capacity available</p>
<b>Communication opportunities</b>	<p>Website landing page</p> <p>Targeted social media ads</p> <p>Targeted online ads / you tube ads</p> <p>Parent forums and groups</p> <p>Utilize existing ticketing / customer databases to push messages out</p> <p>Communication from education sites</p> <p>Potential partnership with local supermarket</p> <p>Posters/flyers in school uniform shops</p>	<p>Website landing page</p> <p>Targeted social media ads</p> <p>Targeted online ads / you tube ads</p> <p>Communication from education sites</p>	<p>Provide a toolkit in various formats including copy to issue travel advice</p>	<p>Specific stop or shelter vinyl</p> <p>Onboard / at station messaging</p>

## Targeted Interventions

Any data insights gained on key pinch points or hotspots from the wider TDM work being undertaken, we will develop specific communication plans that can be targeted in these areas such as:

- Outdoor adverts (Billboards, phone boxes or 6 sheets)
- Door drops
- On street signs, floor markings or fixtures
- Targeted information at specific schools in a more tailored toolkit
- Direct Engagement and Virtual Events

## Key Messaging Examples:

Messages will be tailored to the relevant audience with tone of voice being considered when speaking to young people.

<p><b>Parents</b></p>	<p>Back to school travel will be different this September. We are here to help your new journey at <a href="http://wmnetwork.co.uk/schooltravel">wmnetwork.co.uk/schooltravel</a></p> <p>We have all our buses, trains and trams out on the network to get your family to and from school and we are keeping everyone safe with extra cleaning and social distancing.</p> <p>Facemasks are required for anyone over 11 years old, except those with medical or health conditions.</p> <p>Capacity on public transport is reduced due to social distancing. There may be a wait for some services at busy times so allow extra time for all journeys.</p> <p>If you can, cycle or walk to school or college and help keep buses, trains and trams available for those who need them most.</p> <p>If you plan to drive, consider parking or dropping off away from the school gates and walk the short distance. This saves you being stuck in traffic and keeps the roads safer around the school reducing the chance of collisions or injuries.</p> <p>If you have to use the bus, train or tram, Be Kind, Be Patient. Stay Safe. We have all our buses, trains and trams running, just be prepared to wait if services are busy. We are doing everything we can to keep you moving.</p> <p>Plan your journey at Download our travel app at Live updates at Be social at:</p>
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<b>Young people</b>	<p>When you go back to school or college how will you travel? Grab your bike or walk for an easy journey.</p> <p>Over 11? Don't forget your facemask for bus, train or tram journeys and keep your distance. Don't crowd at doorways. Stay Safe, Stay Apart.</p> <p>If you catch the bus, train or tram to school or college, due to Covid-19 there is less space on board to keep everyone safe. You may need to wait for the next one if its full. Leave extra time. How can you and your friends travel differently?</p> <p>Got a bike? Then roll into school on two wheels. Travel safely with our top tips at</p> <p>Being dropped off at school or college by car? Get dropped off a few streets away and walk into school. It may be quicker and will be safer for everyone.</p> <p>If you have to use the bus, train or tram, Be Kind, Be Patient. Stay Safe. We have all our buses, trains and trams running, just be prepared to wait if services are busy. We are doing everything we can to keep you moving.</p> <p>Plan your journey at Download our travel app at Live updates at Be social at:</p>
<b>Education sites</b>	<p>Transport for West Midlands is your local transport authority and we are working closely with your local authority and the Government to help get young people to and from School/College safely this September.</p> <p>Following Covid-19 capacity is limited on public transport due to social distancing and we want to avoid traffic delays outside schools/colleges. We need your help to pass on travel advice and important updates on facemasks and social distancing.</p> <p>To make things easy we have created a toolkit you can use. Download posters, digital graphics and our travel advice. Please send this information to parents and young people and help us keep everyone safe when traveling to/from school/college.</p> <p>We have also included advice for staff travel to help you and your colleagues plan journeys, try other options and stay safe.</p>

<b>Other Public Transport Users</b>	<p>(On Board / At Stop Message – this will need data insight and operator involvement to deliver)</p> <p><b>Schools are Back!</b></p> <p>If you travel between <b>Stop/Location and Stop/Location</b> on <b>routeXX/serviceXX/bus/train/tram</b> between <b>00:00 and 00:00</b> could you change the time you travel?</p> <p>Due to local school / colleges there may be limited space onboard. Changing the time you travel even by 10 or 20minutes, will help keep everyone moving.</p> <p>(Digital / General Messages)</p> <p>Do you drive past a local school or college when they start or finish each day? Consider changing your route to avoid extra traffic. Plan Ahead.</p> <p>If you travel by bus, train or tram near schools or colleges when they open/close consider changing the time you travel if you can to keep space available and everyone safe.</p>
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### **Creative:**

Assets will be created using the West Midlands Network branding as and when necessary to inform teachers, parents and students of any changes to the way they travel, mitigations in place etc (TBC following receipt of confirmed plans)

We will work in partnership with local authorities and operators to produce and distribute assets where necessary.

### **Reactive issues**

Once data insight is received, this information should be fed into to the RTCC so the team can proactively monitor for any issues.

The RTCC comms officers can push out reactive comms and travel advice, including alternative options, around any congestion hotspots or service delays as they are received.

Customer complaints should be monitored, with any significant intelligence passed to the operational and engagement teams to asses' requirements or solutions. Any additional communications support can be provided if needed.

## Direct Engagement:

### Education Sites

The Travel Choices team are currently engaging directly with our contacts in key education sites to gain focused information around term start dates and travel data. Information from these sources will be overlaid with previous year's boarding data so we can identify hot spots and pinch points out on the network.

Engagement will be approached by prioritising education sites (schools and colleges) which will be most affected by congestion on public transport services. We will work directly with these schools and colleges as below:

Activity	Aim	Audience/ Promotion
<b>Primary, Secondary/ College and University Toolkits</b>	<p>Content to include:</p> <p>Promotion of the key travel advice and messages as detailed in the above sections message. To support young people on how to travel on a very different public transport network.</p> <p>It is essential that we reassure young people that travelling on bus, train and tram services can be done in a safe and easy way by using available apps to check on service capacity and following social distancing, hygiene and face covering advice.</p> <p>Support given to tailor Toolkit around particular schools and colleges in potential areas of congestion to include bespoke site-specific messages where available.</p> <p>Toolkit to include tailored content including: Ticketing information, Safer Travel films, Face covering advice including exemptions, journey planning advice and promotion of app use.</p>	<p>Send to LA contacts for circulation to their contacts</p> <p>School message boards via LA's</p> <p>LEA Forum</p> <p>Head Teachers/ School contacts</p> <p>Youth Forum</p> <p>Youth Combined Authority</p> <p>Local Youth Parliaments</p> <p>NCS -National citizens service. Youth community specialists.</p> <p>WMN Website</p> <p>16-18 ticketing database and wider child ticket/Direct debit database</p>
<b>Online workshops for schools</b>	<p>Travel Choices have online "Travel to school" lessons that can be downloaded from our dedicated web page for teaching professionals and for parents  <a href="https://www.networkwestmidlands.com/information-for/teaching-professionals/free-education-resources/">https://www.networkwestmidlands.com/information-for/teaching-professionals/free-education-resources/</a></p> <ul style="list-style-type: none"> <li>• Content will be updated with the key messages detailed in this plan and tailored for a Primary, Secondary/ Colleges and University audience</li> <li>• The workshop promotes cycling and walking as well as public transport.</li> <li>• Films showing how the public transport network has changed are embedded in the workshop.</li> </ul>	<p>Send to LA contacts for circulation to their contacts</p> <p>School message boards via LA's</p> <p>Directly to Travel Choices schools contacts</p> <p>Social Media</p>

	Tailored webinar sessions can be offered to education sites and to parents in on-line forums	National Union of Teachers online forum
<b>Parent Webinars</b>	<p>Virtual webinar developed and offered to parent forums to reassure them of current guidance on travelling on public transport. Delivered in partnership with Safer Travel Journey planning seminar:</p> <ul style="list-style-type: none"> <li>○ Travel advice</li> <li>○ Safety message</li> <li>○ Reassurance on cleanliness</li> <li>○ Best Travel ticket option</li> <li>○ Website videos with reassuring travel message and pointing towards websites for help with travel in the region</li> </ul>	<p>Session advertised via social media</p> <p>Directly to parents that responded to the school travel contact form</p> <p>Parent forums (PTA's and social media forums)</p> <p>WMCA all staff email/ staff webinar</p>
<b>Journey Planning Clinics Autumn Term</b>	Bespoke journey planning clinics (delivered virtually) can be promoted to young people who need support with travelling around by bike or by public transport. Organised by school – with those needing most support offered appointments.	<p>Existing Travel Choices requests from Schools (additional resource required)</p> <p>Send to LA contacts for circulation to their contacts</p> <p>School message boards via LA's</p> <p>Social Media</p>

### **Business Sites / Large Trip Generators**

TfWM recognise that as well as supporting young people to travel to and from their place of study, there is a need to target other travellers to preserve public transport and network capacity at school/college start and finish times. It is essential that we keep the public transport network moving as freely as possible and reduce commuter related congestion in these areas.

The Travel Choices team will work with organisations located in our hot spot / localised areas to promote staggered start and finishing times for staff and encourage continued use of agile working as below:

<b>Activity</b>	<b>Aim</b>	<b>Audience/ Promotion</b>
<b>Promote existing Travel Choices Recovery Support Packs (Sector tailored)</b>	<p>Support given to businesses around our recognised “pinchpoint” areas to promote travelling outside the busy morning peak when education sites reopen during September.</p> <p>Content updated to reflect above key messaging and preservation of public transport and network capacity for education related journeys.</p>	<p>Existing travel choices business database</p> <p>2,387 database contacts of West Midlands businesses (to be purchased)</p> <p>LinkedIn</p>

		Business Networks - Chambers of Commerce, West Midlands Growth company, Sustainability West Midlands, WM Growth Hubs
<b>Promote Agile Working Toolkit</b>	Support given to businesses around our recognised “pinchpoint” areas to promote agile working to help businesses respond to network capacity pressures.	Existing travel choices business database  2,387 database contacts of West Midlands businesses (to be purchased)  LinkedIn  Business Networks - Chambers of Commerce, West Midlands Growth company, Sustainability West Midlands, WM Growth Hubs
<b>Journey Planning Sessions/Virtual Meetings</b>	Bespoke journey planning clinics (delivered virtually) can be promoted to business sites and large trip generators to support those travelling around by bike or by public transport and to help staff re-time and re-mode journeys outside of morning school/college reopening time.	Existing travel choices business database  2,387 database contacts of West Midlands businesses (to be purchased)  LinkedIn  Business Networks - Chambers of Commerce, West Midlands Growth company, Sustainability West Midlands, WM Growth Hubs

## Implementation:

### Activation:

The Network Resilience Communications team and Travel Demand Management team are best placed to lead this activity. The RTCC and the Communication and Information Officers (CICO's) will play a supporting role in dealing with any reactive communications.

### Key Channel options

#### Website:

- Keep the dedicated web page up-to-date with all of the latest information - <https://www.wmnetwork.co.uk/schooltravel>
- The website acts as a key hub for all relevant information from travel advice, tickets and key measures
- Branded and tailored toolkit created to share with schools, Colleges and Universities, operators and LA's

#### Social media:

- Content bank of messaging created and assessed regularly
- Messaging as above dependant on confirmed plans and any localised planning
- Paid social media messaging

**Print:**

- Door drops (For targeted interventions)
- Options include billboard or six sheet ads (For targeted interventions)
  - Travel advice
  - Safety message
  - Message to non-school commuters
- On train/bus/tram leaflet drops (For targeted interventions)
- On train/bus/tram posters (For targeted interventions)

**Bus station/Travel shops:**

- Support given to specific sites if needed

**Radio**

- Encouraging parents to search for website on school travel

**Email / Post:**

- Child Swift / Direct Debit / Schooler pass customers
- Schools / Parent Databases
- 16-18 Databases

## Evaluation

Operational measures around traffic delays, congestion travel times, passenger loadings should be monitored to review success. Schools could be encouraged to report any increase in cycling or walking achieved. Alternatively, surveys should be used to ask campaign recall and any change in travel habits.

Toolkit downloads, virtual event attendance and standard comms and engagement metrics across social media, online, website traffic and email open rates will be reported on.



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# Back to School Travel

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# Toolkit

# Background

Getting young people back to school is a top priority and with current social distancing guidelines, how they travel to and from education sites will be different.

The number of people who can get on public transport is limited and if too many people drive, delays around schools will increase and affect the wider transport network.

Parents, students and teachers' journeys will be affected when returning to school in September, so we need help to encourage everyone to think about their travel options.

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**Travelling this September will be different**

Plan Ahead and get ready here  
[wmnetwork.co.uk/schooltravel](https://wmnetwork.co.uk/schooltravel)

Stay Safe Stay Apart

# How are we helping

We are here to help you navigate your way through the latest government advice on travel and to help you, your staff and students plan ahead.

We are reviewing capacity on the network and supporting the development of school transport services.

All buses, trains and trams will be out on the network from September, ensuring that you can get to and from school or college.

Keeping everyone safe is our top priority so we've upped cleaning on board and have added measures to support social distancing.

We are using historical travel data to develop a travel demand management programme to identify where we can increase capacity or provide measures that help keep people moving.

We're encouraging walking and cycling to school to reduce congestion and improve local air quality.

Our Travel Choices team can offer support to students to plan their journeys and provide information to help you plan a lesson on journey planning. To register your interest email [education@tfwm.org.uk](mailto:education@tfwm.org.uk)

# How you can help

We need your help to ensure that your staff, students and parents are as prepared as possible for their journey in September. There are a number of ways you can help:

- Provide information on your school's plans to manage the return at [wmnetwork.co.uk/schooltravel](http://wmnetwork.co.uk/schooltravel)
- Share any recent travel school plan information
- Ensure any data on Modeshift STARS is up-to-date
- Get in touch if you need any advice or support.

# How to use this toolkit

It is vital that the information in this toolkit is shared to help inform your staff, students and their parents/guardians of the changes to expect when returning to school in September and encourage them to try something different.

The information within this pack is designed to make things as easy as possible for you to send messages to parents and young people and display key information at each education site.

If we can provide anything else in any other formats to help you share this information, please get in touch at [education@tfwm.org.uk](mailto:education@tfwm.org.uk)

# Back to school travel advice

All buses, trains and trams will be out on the West Midlands network, ensuring that students can get to and from school or college. However, capacity on board will be reduced to support social distancing measures.

- Plan ahead, with limited space on board there may be more demand for services
- Leave more time for your journey as there may be a longer wait than usual. You may not be able to get on the first service and have to wait for the next one
- Try cycling or walking where possible
- When travelling in a car, drop off differently, consider parking a few streets away and walking the short distance.



# Materials for you

We've included several materials to help you communicate with staff, parents/guardians and students. These include:

- Suggested copy suitable for digital channels and/or newsletters and emails or letters
- Information posters
- Information leaflet
- Fact sheet
- Suggested copy and graphics for social media
- Animation for social media and/or your website.

All resources can be accessed and downloaded [here](#).

# Suggested copy for your materials

We have created some copy that you can use when communicating about changes to travel.

The copy has been designed for use on your website or in any communication with your staff, students, and their parents including SMS where appropriate.

The copy can be downloaded [here](#).

# Information posters

We have created four posters to inform your staff, students and their parents/guardians of the travel advice.

There is also information about alternative options to consider when thinking about journeys to and from school. Please display these posters in public areas and in your staff rooms. You can [click here](#) to download.

## General travel advice

## Public Transport guidance

## Active Travel options

## Travelling by car drop off differently

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Stay Safe  Stay Apart  

### Back to School Travel

- Travelling back to school or college this September will be different
- Buses, trains and trams are running but capacity has been reduced to support social distancing
- Face coverings must be worn by anyone over 11 years old, except those who are exempt
- Consider cycling or walking to allow more space for those who have no other option or are travelling further



- Services may be busier so plan ahead and allow more time for your journey



When travelling, be kind, be patient and stay safe.  
We are doing everything we can to keep you moving.

For updates and more information on Back to School Travel, visit our dedicated web page: [wmnetwork.co.uk/schooltravel](http://wmnetwork.co.uk/schooltravel)



Stay Safe  Stay Apart  

### Travelling Back to School on Public Transport will be different

- Social distancing measures are in place
- Buses, trains and trams will be running with reduced capacity
- Allow extra time for your journey as there may be a wait for some services at busier times
- Face coverings must be worn by anyone over 11 years old, except those who are exempt
- Pay for your tickets in advance or use contactless where possible

#### Children Travel for Less

Children under 16 pay a discounted fare on all buses, trams and trains in the West Midlands. Children under five travel free.

More here: [wmnetwork.co.uk/child](http://wmnetwork.co.uk/child)

#### Aged 16-18?

If you're aged 16-18 you may be eligible for child fares with a 16-18 photocard.

More here: [wmnetwork.co.uk/16-18](http://wmnetwork.co.uk/16-18)



When travelling, be kind, be patient and stay safe.  
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Stay Safe  Stay Apart  

### Try something different this September

#### Consider cycling or walking to school or college

- Great ways to keep active
- Helps cut delays around schools
- Keeps space available on buses, trains and trams for those who have no other option or are travelling further

There are a number of cycling and walking schemes currently in place or being put in place across the West Midlands.

#### Make this your Big Summer of Cycling & Walking!

Get your Roll & Stroll on and cycle or walk to school. Breeze through congestion and feel better too. It feels great and always at your own pace. Learn more: [wmnetwork.co.uk/RollnStroll](http://wmnetwork.co.uk/RollnStroll)

Whether you are new to cycling or want to give walking a try, there is lots more information on our website. Learn more here [wmnetwork.co.uk/cycling](http://wmnetwork.co.uk/cycling)



For updates and more information on Back to School Travel, visit our dedicated web page: [wmnetwork.co.uk/schooltravel](http://wmnetwork.co.uk/schooltravel)



Stay Safe  Stay Apart  

### Drop off Differently this September

#### Planning to drive to school this September?

Consider parking or dropping off a few streets away from the school gates and walk the short distance.

- Great form of exercise suitable for all ages
- Saves you being stuck in traffic
- Keeps the roads safer around school
- Reduces the chance of collisions or injuries



For updates and more information on Back to School Travel, visit our dedicated web page: [wmnetwork.co.uk/schooltravel](http://wmnetwork.co.uk/schooltravel)



# Information leaflet

Stay Safe  Stay Apart   

**Important Information**

## Back to School Travel



Valid from August 2020

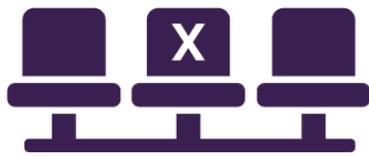


### Travelling will be different

Travelling back to school or college this September will be different with social distancing measures in place. We are here to help you navigate your way through the latest government advice on travel and to help you plan ahead.



All buses, trains and trams will be out on the network, ensuring that you can get to and from school or college, but with reduced capacity.



Keeping you and your family safe is our priority so we've upped cleaning on board and have added measures to support social distancing.

### Keeping you and your family safe



Capacity on public transport has been reduced in order to support social distancing. This may mean that there is a wait for some services at busier times, so allow extra time for your journey.

Face coverings are required in all transport hubs and on board for anyone over 11 years old, except those exempt with a medical or health condition. You can find out more about this here: [wmnetwork.co.uk/facecovering](https://wmnetwork.co.uk/facecovering)



### Try something different

Where possible, consider cycling or walking to school or college. Not only is cycling and walking the best way to stay active, it helps cut delays around schools and keeps space available on buses, trains and trams for those who have no other option or are travelling further.

There are a number of cycling and walking schemes in or being put in place. Check to see if there are any on your route to school on our web links on the reverse of this leaflet.

If you plan to drive, consider parking or dropping off a few streets away from the school gates and walk the short distance. This saves you being stuck in traffic and keeps the roads safer around the school, reducing the chance of collisions or injuries.

When using the bus, train or tram, be kind, be patient and stay safe. We are doing everything we can to keep you moving. Where services are busy allow more time and consider changing the route you take by using the West Midlands journey planner and app.

You can download this leaflet [here](#)

# Fact sheet



## Get ready to travel back to school this September



Buses, trains and trams are running but capacity has been reduced



Consider cycling or walking shorter distances



Keep space between yourself and others



Services may be busier so plan ahead and allow more time for your journey



Please wear a face covering if you are over 11 and not exempt



Pay for your ticket in advance or use a contactless method of payment



Carry hand sanitiser and wash your hands before and after travelling



If driving, try and drop off a few streets away

When travelling, be kind, be patient and stay safe.  
We are doing everything we can to keep you moving.

Plan Ahead and get ready here  
[wmnetwork.co.uk/schooltravel](https://wmnetwork.co.uk/schooltravel)



This document is also available in the following languages:

- Arabic
- Bengali
- Polish
- Punjabi
- Somali
- Urdu

You can download the fact sheet [here](#).

# Social media

The following pages contain suggested copy and images for your social media channels. We're encouraging you to share these messages as much as possible to ensure your staff, students and their parents/guardians are prepared for the journey back to school this September.

## Facebook

Travelling back to school in September will be different. Buses, trains and trams will be running but capacity on board will be reduced in order to support social distancing.

Plan ahead, with limited space on board there may be more demand for services.

Leave more time for your journey as there may be a longer wait than usual. You may not be able to get on the first service and have to wait for the next one.

Try cycling or walking where possible or think about dropping off differently, consider parking a few streets away and walking the short distance to the school gate.

More information about travelling back to school can be found here – [wmnetwork.co.uk/schooltravel](https://wmnetwork.co.uk/schooltravel)

You can download these resources [here](#)

# Twitter

Journeys back to school will be different. Plan ahead and allow more time for your journey. More info here – [wmnetwork.co.uk/schooltravel](http://wmnetwork.co.uk/schooltravel)

Journeys back to school will be different. Consider walking or cycling shorter journeys. More info here - [wmnetwork.co.uk/ways-to-travel/](http://wmnetwork.co.uk/ways-to-travel/)

Journeys back to school will be different. Having to use the car? Consider dropping off a few streets away to avoid congestion. More info here - [wmnetwork.co.uk/schooltravel](http://wmnetwork.co.uk/schooltravel)

# YouTube



You can download these resources [here](#)

# Encouraging walking and cycling

There are a number of reasons to consider walking or cycling back to school this September. Here are some ideas to encourage your students and staff to cycle.

The Government's Emergency Active Travel Fund (EATF), aims to help encourage more active travel through the installation of pop-up cycle lanes, pavement widening and much more.

There is a map available which details not only existing cycle routes but also any temporary, new or pop-up infrastructure so you can safely plan your route.

You can view the map [here](#).

Please contact your local authority if you are interested in providing cycling training/Bikeability for your students.



# Encouraging walking and cycling

With so many people now taking up or renewing their enthusiasm for cycling, this is a great opportunity for you to play your part in supporting staff and students who wish to cycle to work and encouraging these shorter trips to be made by bicycle rather than car.

## Page 98 Cycle Parking Grants

Cycle Parking for Organisations supported by Park That Bike has been set up to help organisations across the West Midlands by providing them with free cycle parking, as part of our [Big Summer of Cycling and Walking campaign](#). The scheme is aimed at encouraging more people to cycle and make their place of work or school more cycle friendly by offering to deliver free bike racks to up to 100 businesses, schools, health establishments and community organisations.

For more information or to check if you are eligible, [click here](#).

## Cycle to school or college

Cycle to Work scheme is a UK Government tax exemption initiative introduced to encourage healthier journeys to work and to reduce environmental pollution. It allows employers to loan cycles and cyclists' safety equipment to employees as a tax-free benefit with the option to buy outright at the end of the loan term.

Details of the scheme are available at [gov.uk/government/publications/cycle-to-work-scheme-implementation-guidance](http://gov.uk/government/publications/cycle-to-work-scheme-implementation-guidance)



# Ticketing info

We have a vast selection of ticket options to choose from, created to cater to the way young people travel around the region. We aim to provide a range of tickets that works for every lifestyle and budget.

This range includes; Direct Debit, Term, 4-Week and 1-week tickets.

Browse all Child tickets: [wmnetwork.co.uk/child](http://wmnetwork.co.uk/child)

Browse all Student tickets: [wmnetwork.co.uk/students](http://wmnetwork.co.uk/students)

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**Your face with a 16-18 photocard**

#16to18card  
50% off all travel with a free 16-18 photocard. Get yours now  
[wmnetwork/16-18](http://wmnetwork/16-18)



Valid September 2020

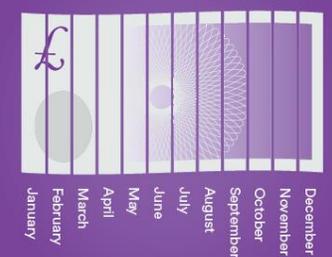


### Child Season Ticket Guide

Cheaper travel for 5-18 year olds



## Spread the cost with direct debit



@bus and @network student tickets are now available on Direct Debit

4 week student tickets, now available!

See inside for details



You can download more information and resources [here](#).

# Useful Contacts

For more information please visit [wmnetwork.co.uk/schooltravel](http://wmnetwork.co.uk/schooltravel)

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

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## Plan a journey

### West Midlands Network

[wmnetwork.co.uk/jp](http://wmnetwork.co.uk/jp)

[@wmnetwork](https://twitter.com/wmnetwork)

- by bus

### National Express

[www.nxbus.co.uk](http://www.nxbus.co.uk)

[@nxwestmidlands](https://twitter.com/nxwestmidlands)

- by train

### West Midlands Rail

[www.westmidlandsrailway.co.uk](http://www.westmidlandsrailway.co.uk)

[@WestMidRailway](https://twitter.com/WestMidRailway)

- by Metro

### West Midlands Metro

[www.westmidlandsmetro.com](http://www.westmidlandsmetro.com)

[@WMMetro](https://twitter.com/WMMetro)

[Click here](#) for a full list and contact details of operators who serve the West Midlands.

If you would like help to support your staff and students with travel planning, drop us an email: [education@tfwm.org.uk](mailto:education@tfwm.org.uk)

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

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# Business Travel Advice



Transport for  
West Midlands

# Contents

1	Introduction
3	1. A safe, clean, reliable transport network
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5	3.3 Encouraging cycling and walking
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6	3.3.2 Cycle Parking Grants for businesses
6	3.3.3 Cycle journey planning
7	3.4 Driving to work
7	3.4.1 Car sharing
7	4. Here to help
7	4.1 Open for Business Campaign

# Introduction



**Laura Shoaf**  
Managing Director,  
Transport for West Midlands

The West Midlands economy was in good shape before the Coronavirus pandemic first struck, and we need to do everything we can to get back on our feet quickly, learning the lessons of our rebound from the financial crash of 2008/09.

West Midlands Combined Authority (WMCA) has recently submitted a regional blueprint to Government for £3.2bn of investment over the next three years, to support recovery for local people and businesses and make a step-change in tackling climate change.

Transport for West Midlands (TfWM), as part of WMCA, delivers the region's local transport plan, with improving transport playing a fundamental part of our long-term vision to better connect our residents to jobs and training. While adding value to our regional economy and tackling climate change.

We understand the congestion problems in the region and how that impacts businesses, and that is why, through the recovery from Covid-19, we are continuing our commitment to deliver our congestion management plan. This sets out our ambition to build more capacity, improve efficiency and manage demand in new ways. We will also be using this opportunity to embed the increase in cycling and walking we have seen during lockdown and support a greener, cleaner society to improve the overall health of our citizens.

During the pandemic, TfWM has worked tirelessly with our local transport operators to keep the public transport network open and maintain essential services to support key workers to ensure public transport was available for those who needed it most.

Now the recovery is underway, and business and education sites are reopening, transports safety and availability will be a crucial part of businesses decision making.

I want to reassure you everyone's safety is our number one priority and that's why face coverings and social distancing measures have been thoroughly implemented on our network. The cleaning of bus, train and trams has never been higher, with vehicles being disinfected regularly throughout the day.

However, we do have less space than before to carry everyone in traditional peak times, which is why it is important to read this document and the advice included and take action to support the regions economic recovery. Staggering work times, continuing agile working and supporting those who choose to cycle, are just some of the ways businesses can play a part and support an economic bounce back.



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# 1. A safe, clean, reliable transport network

Since April our focus has been to provide a safe, clean and reliable transport network for those who need it most.

- Social distancing measures are in place across all bus, train and tram services and at stops and stations.
- Face coverings must be worn by everyone, unless exempt under Government guidelines, and we are using our Safer Travel police team to help educate people on the importance of this.
- We are encouraging the use of our contactless and mobile ticketing solutions to reduce the need to handle cash.
- We are asking everyone to wash or sanitise their hands before and after each journey and hand sanitiser dispensers have been installed at key rail stations.
- Service levels have increased to meet the expected demand with operators having extensive plans in place to deal with any social distancing issues.
- We are encouraging everyone to plan ahead and providing links or tools for people to check how busy their journey may be, so they can adjust the time the travel to avoid busy times.
- Advice on how to take up walking and cycling has been issued to help people make more active journeys.
- Cycling improvement measures are being installed across the region to improve the journeys of those who choose to cycle.

## 2. Helping each other

While our network is open and safe, we are not able to carry as many people as we did before at peak times.

### We need your help to:

- Ask employees to plan ahead and check their journeys before they travel.
- Encourage and support those walking and cycling.
- Introduce or continue, where possible, flexible working arrangements to stagger peak demand or limit journeys being made on the network.

We can support you with a range of information and resources using the skills and knowledge of our Travel Choices Team to help support your employees getting to and from work.

Email us at [travelchoices@tfwm.org.uk](mailto:travelchoices@tfwm.org.uk)

## 3. Travel advice

Public transport is operating; however, we are advising people to be prepared for a very different travel experience when they return to work or education.

Social distancing measures mean capacity on public transport is reduced and there may not be room for everyone who usually travelled on public transport services before. Transport operators are providing information online when their services are expected to be busy.

The latest advice and links to each operator can be found on the [West Midlands Network website](#).

### Key Advice

- Please wear a face covering unless exempt
- Keep space between yourself and others
- Carry hand sanitiser and wash your hands before and after travelling
- Allow others to get off before getting on
- Pay for your ticket in advance or use contactless where possible
- Avoid peak times and if you're making shorter trips, try cycling or walking
- Working from home and flexible working hours

## 3.1 Staggered start times

We know that public transport will be busier in September as students return to schools, colleges and universities. Where possible, we are asking businesses to consider staggered start times. Allowing staff to change the time they travel, even by 10 or 20 minutes will help keep everyone moving and keep everyone safe.

## 3.2 Working from home and flexible working hours

As capacity is reduced on our public transport network, we are asking businesses to be flexible in the way they work to reduce the number of people travelling at peak times and encourage active travel when it is potentially quieter on the roads.

We encourage you to sign up and read the agile working guide developed by Solihull Council through the Smarter Working Solihull Partnership. The guide will help support both you and your employees with this new way of working and to overcome some of the barriers you may now be facing.

Sign up and download at [wmnetwork.co.uk/agile](https://wmnetwork.co.uk/agile)

## 3.3 Encouraging cycling and walking

More people cycling and walking will see improvements to local air quality, improved physical and mental health, greener, more resilient communities and happier places to live, work and play.

During the lockdown people have been cycling more for leisure and in some places, there has been a 70% rise in the number of people using bicycles for exercise or travel. Now that people across the country are getting back to work, they are starting to think about the journeys they need to make.

Here are some ideas to encourage your employees to cycle to work.

### 3.3.1 Cycle to Work Scheme

Cycle to Work scheme is a UK Government tax exemption initiative introduced in the Finance Act 1999 to promote healthier journeys to work and to reduce environmental pollution. It allows employers to loan cycles and cyclists' safety equipment to employees as a tax-free benefit with the option to buy outright at the end of the loan term. This is a great way to encourage a healthier lifestyle and many employers already promote this scheme to their staff.

The details of the scheme are [available on GOV.UK](#).

### 3.3.2 Cycle Parking Grants for Businesses

Cycle parking for organisations supported by Park That Bike is helping businesses across the West Midlands by providing them with free cycle parking. This is part of the West Midlands Big Summer of Cycling and Walking campaign. The scheme is aimed at encouraging more cycling and people to use their bikes to get around by offering free bike racks to up to 100 businesses, health establishments and community organisations.

With so many people now taking up or renewing their enthusiasm for cycling, this is a great opportunity for businesses to play their part in supporting staff who wish to cycle to work now and encouraging these shorter trips to be made by bicycle rather than car. [More information on Cycle Parking is available online.](#)

### 3.2.3 Emergency Active Travel Fund

The Government's Emergency Active Travel Fund (EATF), aims to help encourage more active travel through the installation of pop-up cycle lanes, pavement widening and much more. These new measures will help employees travel safely and securely and get workers and businesses back up and running - supporting a green recovery.

[A map is now available](#) which details not only existing cycle routes but also any temporary, new or pop-up infrastructure so you can safely plan your route.

### 3.3.4 Starley Network

Named in honour of the Starley family of Coventry industrialists who pioneered bicycle manufacturing, the Starley Network pulls together existing routes and towpaths, proposed new cycling infrastructure, and new pop-up lanes funded through the Emergency Active Travel Fund. Local authorities have worked closely with TfWM to link their local cycling plans into a region-wide network for the first time, showcasing the true scope of the future cycling network.

You can view the [Starley Network map online.](#)

### 3.3.5 Cycle Journey Planning

Cycling and walking journey planners are useful tools to find the best route to take, whether it be the most direct or a quieter more cross-country route.

#### Useful links

[walkit](#)

[cyclestreets](#)

## 3.4 Driving to work

Even journeys by car will now be different. We encourage everyone to check before they travel for traffic levels and road closures. Changes to road layouts, especially in town and city centres, may mean staff cannot access key car parks, or will need to take a different route. If more people choose to drive, they may need to leave extra time for journeys as congestion will increase. Staff should plan and check their journey every day and use alternative routes if suggested.

If you are driving, then you should be aware that there are now more cyclists and pedestrians sharing the road.

To keep everyone safe, if you are passing a cyclist or a pedestrian where there's no pavement, always give them space - at least 1.5 metres.

### 3.4.1 Car Sharing

People should only car share with those in their household or social bubble.

If this is not possible, please ensure everyone in the vehicle is wearing a face covering and open the windows. Ensure you wash or sanitise your hands before and after each journey.

# 4. Here to help

If you need any further support or information on any of the above please do not hesitate to contact the Travel Choices Team who will be happy to help.

Email us at [travelchoices@tfwm.org.uk](mailto:travelchoices@tfwm.org.uk)

## 4.1 Open for Business Campaign

We are making public transport as safe as possible for passengers so people can return to the region's town and city centres. However, there is more to do to encourage people to go back to their favourite restaurants, bars and shops, and to return footfall to pre-pandemic levels.

The WMCA will soon be launching a #WMOpen4Biz campaign to demonstrate that the West Midlands is open for business, and providing we continue to follow the Government's public health advice, we can all shop and eat out safely. Please keep an eye out for updates on social media and from your local Business Representative Organisations. In the meantime, you can find more information on [support available for businesses on the WMCA website](#).



Transport for  
**West Midlands**

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## **Holding page – RTCC Operational Plan**

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