



Transport Scrutiny Sub-Committee

Date: Monday 30 November 2020

Time: 10.30 am **Public meeting** Yes

Venue: This meeting will be held virtually 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 Rois Ali	Coventry City 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 six 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
Items of Public Business			
1.	Apologies for Absence	Chair	None
2.	Declarations of Interests 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.	Minutes - 19 October 2020	Chair	1 - 6
4.	Portfolio Lead for Transport Question Time - Response to Recommendations	Chair	7 - 18
5.	Development of the Local Transport Plan	David Harris	19 - 42
6.	Emergency Active Travel Fund Update	Claire Williams	43 - 60
7.	Regional Road Safety Progress	Anne Shaw / Mark Corbin	61 - 110
8.	Forward Plan <ul style="list-style-type: none"> • WMCA Board • Transport Scrutiny Sub-Committee 	Lyndsey Roberts	111 - 116
Date of Next Meeting			
9.	Monday 22 February 2020 at 10.30am	Chair	None



**West Midlands
Combined Authority**

Transport Scrutiny Sub-Committee

Monday 19 October 2020 at 10.30 am

Minutes

Present

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

In Attendance

Helen Davies	Transport for West Midlands
Dan Essex	West Midlands Combined Authority
David Harris	Transport for West Midlands
Kashmire Hawker	Young Combined Authority
Lyndsey Roberts	West Midlands Combined Authority
Anne Shaw	Transport for West Midlands
Sandeep Shingadia	Transport for West Midlands
Laura Shoaf	Transport for West Midlands
Councillor Ian Ward	WMCA Portfolio lead for Transport

Item Title No.

8. Minutes

The minutes of the meeting held on the 14 September 2020 were agreed as a correct record.

9. Q&A with the WMCA Portfolio Lead for Transport

The Chair welcomed Portfolio Lead for Transport Councillor Ian Ward, members of the sub-committee and representatives from the Young Combined Authority to the question time that was focussing on transport-related matters.

Councillor Ian Ward provided an opening statement to members of the sub-committee. He informed them on bus patronage numbers since the COVID-19 pandemic, which were now showing a steady rate of growth with buses currently operating at a 50% capacity. Information was provided on the joint working with bus operators to ensure that a sufficient level of service had been maintained across the region. An update on Metro infrastructure was also provided. In respect of consultation on future Emergency Active Travel

funds, Councillor Ian Ward indicated that the Secretary of Statement for Transport had written to transport authorities indicating that the second tranche funding would be prioritised towards those active travel scheme that were able to demonstrate significant community support.

Members in attendance, along with Kashmire Hawker from the Young Combined Authority, then questioned the Portfolio Lead for Transport on a range of transport-related topics. Councillor Jackie Taylor enquired as to Councillor Ian Ward's top three immediate priorities. He informed the sub-committee that bus service recovery and transition through the pandemic was key to help ensure that public transport continued to be a key way of moving residents around the region and continued to be offered as another mode of transport for those who do not have access to a car. He also stressed the importance of continuing to have a strong bus network and the need to encourage residents in the region to walk or cycle over short journeys to promote a clearer, fairer, greener region. Councillor Ian Ward acknowledged the importance of equality impact assessments being undertaken for staff working on the transport network, noting the many safety measures put into place by Transport for West Midlands across the network to ensure the safety of staff. The Chair expressed her concern that some operators appeared not to be providing adequate personal protective equipment to their staff during the pandemic.

Councillor Ian Ward shared his view on the bus franchising model potentially being used in the future and that good practice and learning from other countries was required for this to be better understood, whilst acknowledging that this model of operation did have other drawbacks. He continued to believe that buses would remain the main mode of non-car transport for residents across the region.

Regarding Councillor Liz Clements question on the cycle hire scheme, Councillor Ian Ward informed the committee that it was hoped that the scheme would be in full operation across the seven constituent authority areas by March 2021. In respect of the eScooters pilot, the Managing Director, Transport for West Midlands, undertook to report back on how many accidents involving their use had been reported.

Councillor Ian Ward was questioned on the concessionary fares scheme whether further support could be provided to students (including mature students). He indicated that he was happy to meet with the Young Combined Authority to discuss this matter further, but the financial pressures currently being experienced by the WMCA needed to be recognised. He suggested that this might be an issue the sub-committee could explore further when it undertook pre-decision scrutiny on the WMCA's 2021/22 budget.

The Chair thanked Councillor Ian Ward for his participation in the work of the sub-committee and his oversight of the transport portfolio, along with officers in Transport for West Midlands for their hard work and dedication in supporting the transport network during the COVID-19 pandemic. She also congratulated Anne Shaw, Director of Network Resilience for her recent award of the Leader trophy in the customer/passenger category of the Transport & Logistics Awards 2020.

Recommended to Overview & Scrutiny Committee that:

- (1) The key priorities identified by the Portfolio Lead for Transport be endorsed, namely:
 - To ensure the bus network recovered to service and patronage levels across the region that existed pre-COVID-19.
 - To complete all current Metro capital schemes.
 - To pursue further walking and cycling initiatives to help support and encourage the modal shift seen across the region this year.
- (2) Given the current economic situation and the WMCA's financial challenges, existing concessionary travel policies should be maintained in recognition of the wider societal benefits they underpinned.
- (3) The Transport Scrutiny Sub-Committee should undertake a scrutiny review of alternative ticketing policies (including their funding arrangements) in use in comparable cities/regions around the world with a view to making appropriate recommendations for the Portfolio Lead for Transport's consideration.
- (4) The WMCA and Transport for West Midlands should consider undertaking a programme of appropriate lobbying in support of the 'levelling up' of funding for public transport services and infrastructure across the UK, to better enable residents to have the ability and capability to play their part in the region's economic recovery.
- (5) Transport for West Midlands should liaise with public transport operators/providers to ensure that all workers on the public transport network were provided with appropriate personal protective equipment.

10. Supported Travel Policies Review Update

The sub-committee considered a report from the Managing Director, Transport for West Midlands, on the supported travel policies operated by Transport for West Midlands, the key findings of an equality impact assessment which was undertaken to assess the impacts of COVID-19 across the region's communities, the current budget position for supported travel policies and efficient ways of delivering schemes going forward whilst considering financial pressures.

All bus passengers aged over 66 or those citizens with a disability were entitled to travel free of charge on any off-peak local bus service in England. This scheme was called the English National Concessionary Travel Scheme and was set in national legislation. It was funded through Transport for West Midlands' transport levy at a cost of around £50m per year. In addition, five discretionary supported travel policies were funded by Transport for West Midlands at a cost of around £30m per year from the transport levy. When combined, these five policies assisted over 300,000 people in the region

every year and provided up to 43m journeys, equating to around 14% of all public transport trips.

Given the current environment and ongoing financial strains, it was unlikely any new funding would become available to support new supported travel policies. Only if additional funding sources were found, sufficient savings were made or existing supported travel policy schemes were reduced in scale or removed, creating a budgetary surplus, could new initiatives be developed to support new groups.

Recommended to the Overview & Scrutiny Committee that:

- (1) Transport for West Midlands' current supported travel policies and its role in developing and delivering such discretionary travel policies be noted.
- (2) Transport for West Midlands' equalities impact assessment, undertaken to assess the impacts of COVID-19 across the region's communities be noted.
- (3) Transport for West Midlands' current challenging budget position and the impact the pandemic had had on the supported travel policies be noted.
- (4) It be noted that Strategic Transport Board members had asked for options to be developed for its meeting on 6 November 2020, with consideration being paid to this sub-committee's views on any possible changes to the supported travel policies, in response to current budget pressures and equality issues now being faced.

11. WMCA HS2 Growth Strategy Refresh

The sub-committee considered a report from the Managing Director, Transport for West Midlands, on the publication of the WMCA's HS2 Growth Strategy refresh - 'The Defining Decade' and advised of the communication and engagement activities that would be taking place to promote the launch of the strategy with key local and national stakeholders.

The 'Midlands HS2 Growth Strategy' was first published in April 2015 and was the first such strategy delivered to Government that evidenced the direct benefits that would be realised within the West Midlands with the arrival of HS2. Following the outcome of the Oakervee Review in to HS2, it was agreed that the time was right to refresh the strategy, to look at the progress made to date and to review whether the priorities as set out in the original strategy were still as important today as they were in 2015.

The sub-committee was keen to understand whether HS2 was still the best use of public money during the financial pressures which had been magnified through COVID-19 pandemic, along with the benefits HS2 brought to the residents of the region and those in deprived and harder to reach communities. The Head of Transport Implementation responded that a key consideration in any assessment of public value needed to include those benefits it brought to the wider region, rather than simply viewing it as an

additional railway track. He indicated that HS2 looked to create regeneration opportunities and growth for businesses in the region, along with up to 175,000 jobs. He also informed the sub-committee on the joint work being undertaken with HS2 Ltd to develop upskilling the region and the links between housing developments and the opportunities posed to future generations of the region.

In respect of the training and employment opportunities provided by the construction of HS2, Councillor Liz Clements sought further information as to how these broke down in respect of gender, ethnicity and socio-economic background. She also sought further information on the key environmental projects that formed part of the route's construction. The Managing Director, Transport for West Midlands, undertook to find this information out from HS2 Ltd.

The Vice-Chair considered that public support for HS2 could be enhanced if HS2 Ltd demonstrated great evidence of the benefits of the projects to communities living north of Birmingham, particularly around the benefits of opportunities during the construction phase.

Recommended to the Overview & Scrutiny Committee that:

- (1) The publication of the WMCA HS2 Growth Strategy refresh - 'The Defining Decade' be noted.
- (2) A further update on HS2 be provided to the sub-committee in due course.

12. Bus Byelaws

The Chair indicated that item was to be deferred until the next meeting of the sub-committee on 16 November 2020 as a report on the item had not been circulated to members ahead of the meeting.

13. Forward Plan

The sub-committee noted its workplan of business for consideration at future meetings. In addition, it was agreed that the Bus Byelaws report, and a report on the Emergency Active Travel Fund (including information on tranche 1 and tranche 2 allocations and statistical data on the schemes implemented) be considered at its meeting on 16 November 2020. The sub-committee also requested a further update on HS2 to be considered at a future to be determined.

Recommended to the Overview & Scrutiny Committee that:

- (1) The sub-committee work programme, as amended, be noted.
- (2) The sub-committee receive transport-related extracts from the WMCA Board's forward plan at its future meetings.

14. Date of the Next meeting

Monday 30 November 2020 at 10.30am.

The meeting ended at 12.15 pm.



Transport Scrutiny Sub-Committee

Date	30 November 2020
Report title	Portfolio Lead for Transport Question Time - Response to Recommendations
Accountable Chief Executive	Deborah Cadman OBE, Chief Executive, West Midlands Combined Authority Email: deborah.cadman@wmca.org.uk Tel: (0121) 214 7200
Accountable Employee	Tim Martin, Head of Governance, Clerk and Monitoring Officer email: tim.martin@wmca.org.uk tel: (0121) 214 7435

Recommendation(s) for decision:

Transport Scrutiny Sub-Committee is recommended to:

- (1) Note the response received from Councillor Ian Ward, Portfolio Lead for Transport to the recommendations arising from the Q&A Session on 19 October 2020.

1. Purpose

To review the response received from Councillor Ian Ward, Portfolio Lead for Transport, to the recommendations raised by the Transport Scrutiny Sub-Committee at the Q&A Session held on 19 October.

2. Background

In October, the sub-committee questioned Councillor Ian Ward, Portfolio Lead for Transport on transport related matters. The following recommendations were presented to the Overview & Scrutiny Committee on 2 November for approval.

(1) The key priorities identified by the Portfolio Lead for Transport be endorsed, namely:

- To ensure the bus network recovered to service and patronage levels across the region that existed pre-COVID-19.
- To complete all current Metro capital schemes.
- To pursue further walking and cycling initiatives to help support and encourage the modal shift seen across the region this year.

(2) Given the current economic situation and the WMCA's financial challenges, existing concessionary travel policies should be maintained in recognition of the wider societal benefits they underpinned.

(3) The Transport Scrutiny Sub-Committee should undertake a scrutiny review of alternative ticketing policies (including their funding arrangements) in use in comparable cities/regions around the world with a view to making appropriate recommendations for the Portfolio Lead for Transport's consideration.

(4) The WMCA and Transport for West Midlands should consider undertaking a programme of appropriate lobbying in support of the 'levelling up' of funding for public transport services and infrastructure across the UK, to better enable residents to have the ability and capability to play their part in the region's economic recovery.

(5) Transport for West Midlands should liaise with public transport operators/providers to ensure that all workers on the public transport network were provided with appropriate personal protective equipment.

3. Response for the Transport Scrutiny Sub-Committee

The Portfolio Lead for Transport has responded to each of these recommendations, which is attached as appendix a.

4. Financial Implications

There are no direct financial implications arising immediately from the response from the Portfolio Lead for Transport.

5. Legal Implications

There are no direct legal implications arising immediately from the response from the Portfolio Lead for Transport.

6. Equalities Implications

There are no direct equality implications arising immediately from the response from the Portfolio Lead for Transport.

7. Inclusive Growth Implications

There are no direct inclusive growth implications arising immediately from the response from the Portfolio Lead for Transport.

8. Geographical Area of Report's Implications

The Transport Scrutiny Sub-Committee comprises 8 members appointed by constituent authorities.

9. Other Implications

There are no further specific implications arising immediately from the response from the Portfolio Lead for Transport.

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Response for the Transport Scrutiny Sub-Committee

- 1. Given the current economic situation and the WMCA's financial challenges, existing concessionary travel policies should be maintained in recognition of the wider societal benefits they underpinned.***

TfWM currently administers £80M on concessionary fares - £50M through the English National Concessionary Travel Scheme which is statutory and £30M is through discretionary policies. These discretionary policies have continued largely unchanged to assist around 500,000 people and provide up to 43 million journeys; equating to around 16% of all public transport journeys per annum. Many of the groups supported are disadvantaged and rely heavily on these concessions to access vital opportunities.

The ongoing impact of the pandemic has created further pressures for Local Authority and Combined Authority funding. Therefore, the Strategic Transport Board has commissioned TfWM to undertake a review of the current range of policies and develop options for how we might respond to both increasing funding pressures and ensure that policies are still supporting the appropriate groups of people.

These options include opportunities for efficiencies and joined up practices through 'Total Transport schemes' with our local authorities as well as cuts to our discretionary policies. This review has been shared and discussed with Strategic Transport Board. The review will provide a guide for local authorities when considering the Transport Levy for 2021/22 and the years beyond.

Development of the WMCA's Budget for 2021/22 is yet to conclude but we will do all we can to see what can be done to protect the current support we provide.

I would be happy to discuss the 2021- 22 and onwards budget with the Transport Scrutiny Sub-Committee.

- 2. The Transport Scrutiny Sub-Committee should undertake a scrutiny review of alternative ticketing policies.***

Fares, Payments and Ticketing Technologies

We welcome the support of the Transport Scrutiny Sub-Committee in this work and would be happy for you to contribute in any way.

TfWM is proud to have delivered the largest and most comprehensive smartcard solution in the UK outside London. The Swift card is regularly used by more than 250k residents who undertake over 50m journeys per annum.

In 2019, following extensive research of customer expectations and emerging trends, TfWM set out a new Fares and Payments Strategy to exploit the success of Swift and deliver new and innovative solutions for the residents of the West Midlands. This exciting strategy sets out the following objectives:

- Radical simplification through unifying the fare stage and zonal structure and the removal of niche fare types and the introducing technology;
- Payment innovations that enable customers to achieve the best fare through the use of a bank card, mobile phone or other payment token;
- A revolutionised digital first retail offer where purchase speed and accessibility are constantly improved;
- A fully integrated payment function for Mobility as a Service where access and payment for all transport services is brought together into a single App to provide a viable alternative to car ownership;
- Closer collaboration with Local Authorities, Businesses and transport operators to achieve win-win outcomes;
- A new and improved business and corporate sales solution that makes it easier than ever before to engage with businesses and provides access to mobility packages for employees;
- An evidenced and academic approach to the pricing of fares to generate increased take up whilst enabling operators to maintain profits;
- Intelligent fares information that is fully integrated with wider travel information so that customers are fully aware of the best value fare for them;
- Inclusive fares and payment functions targeted at those customers that need the most support; and
- A brave new experience led approach to marketing and promotion.

TfWM has already made significant progress towards delivering these objectives and through this has cemented its place as the leading Authority for the delivery and development of Fares & Payment solutions for public transport.

Concessionary Fare Schemes from around the UK

All Local Authorities in the England provide the English National Concessionary Travel Scheme (ENCTS) which offers free travel on Bus Service for disabled residents and senior citizen aged 66 or over.

The concession is available from 0930 until 2300 Monday to Friday and all day on weekend and Bank Holidays. However, Local Authorities can use local funding to offer enhancements above the ENCTS offer. The table below sets out the concessionary fares enhancements provided by Transport for West Midlands and comparable Urban Transport Authorities:

Transport Authority	Age Enhancements	ENCTS Mode Enhancements	ENCTS Time based Enhancements
Transport for West Midlands	Children age 5 to 15 and young adults aged 16 to 18 can travel all day for half fare on buses, trains and trams.	Senior Citizens and disabled residents can travel on train and trams as well as local buses.	Senior Citizens and disabled residents can travel for free beyond the 2300 hours limit of the ENCTS scheme. Disabled residents age 18 and under can travel for free before 0930 Monday to Friday.
Transport for Greater Manchester	Children and young adults aged 5 to 18 travel for half	Senior Citizens and disabled residents can travel on train and	Senior Citizens and disabled residents can



	fare on buses, trains and trams.	trams as well as local buses	travel for free beyond 2300 up to midnight.
Mersey Travel	Children and young adults aged 5 to 18 and Apprentices up to the age of 24 travel for half fare on buses, trains and trams. Those aged 60 to 66 travel for free on buses, trains and the Ferry.	Senior Citizens and disabled residents can travel on train and ferries as well as local buses.	Senior Citizens and disabled residents travel free all day every day.
South Yorkshire PTE	Children and young adults aged 5-18 are charged a flat fare of 80p when travelling on buses, trains and the tram.	Senior Citizens and disabled residents travel for half fare on local rail services and free on tram and bus services	None.
Nexus (North East)	Children aged 5-16 are charged a flat fare of 60p when travelling on buses, trains and trams and if making multiple journeys can purchase a day ticket for £1.10.	Senior Citizens and disabled residents can travel on the ferry for a flat fare of 60p and local trains for a flat fare of 50p.	Senior Citizens and disabled residents can travel for free beyond the 2300 hours limit of the ENCTS scheme.
Transport for London	Children and young adults aged up to 18 travel for free on buses and trams and for half the adult fare on the underground. DLR, Ferries and local rail. Those aged 60 to 66 travel for free on buses, trams, trains and the underground.	Senior Citizens and disabled residents can also travel for free on trams, trains and the underground.	Senior Citizens and disabled residents travel free all day every day.

3. The WMCA and Transport for West Midlands should consider undertaking a programme of appropriate lobbying in support of the ‘levelling up’ of funding for public transport services and infrastructure across the UK, to better enable residents to have the ability and capability to play their part in the region’s economic recovery.

The West Midlands has set out its longer-term ambitions for enhanced powers and flexibilities, which would enable us to deliver the Government’s ambitious agenda to level up, hit net zero carbon and build back, better.

This has been agreed by the unique regional political partnership between the Mayor of the West Midlands and the West Midlands Combined Authority (WMCA).

TfWM has already developed, with its local authority partners, a Covid-19 Transport Action Plan¹. This short-term transport action plan sets out how we are approaching a transition out of the pandemic for transport, in line with the wider Recharge recovery plan. This plan is;

- Redeploying our transport assets to support key workers and the NHS;
- Accelerating the deployment of new mobility platforms i.e. E-scooter trials;
- Leading the way to adopt new powers available under the Bus Services Act 2017, including a full operator support for an Enhanced Partnership Plan;
- Accelerating the delivery of transport infrastructure programmes through the HS2 Growth Strategy;
- Adopting plans to develop a future West Midlands Local Transport Plan to drive inclusive growth and meet #WM2041 (net zero carbon emission) goals; and
- Submitted plans in the WMCA's CSR submission² to work collaboratively with Government to develop adopt a new model for long term sustainable funding for Combined Authorities and Local Authorities. Also plans for a rolling five-year infrastructure programme. This single pot approach to funding has a specific focus on critical enabling infrastructure.

In addition, West Midlands Devo Next Programme³ (*Submission to Local Recovery and English Devolution White Paper*), identified clear areas for enhanced local responsibility for the development, management and operation of our transport system.

The impacts of Covid-19 has demonstrated that public transport is a vital public service. The current model for funding and managing public transport services is inefficient and will not deliver outcomes such levelling up economic opportunity or an inclusive economy. Reform proposals include:

- Devolving all Bus Services Support Grants (including BSOG and CBSSG) directly to TfWM;
- Traffic Commissioner powers awarded to TfWM to manage and approve bus service registrations;
- Local rail devolution, through the West Midlands Rail Executive, building on the clear successes of London Overground and Mersey Rail;
- Ability for TfWM and Local Authorities to have greater flexibility for innovation and wider policy/regulatory reform within the transport system. This activity could be commissioned through a special regulatory zone – called a 'Sandbox'. TfWM, working with a Government commissioned Taskforce (*consisting of DfT, DCMS, BEIS, MHCLG*), submitted a draft Sandbox proposal to Government on 19th October 2020; and
- Mayoral Combined Authorities (MCA) having access to powers, functions and duties equivalent to Transport for London. Subject to local evidence agreements, areas could have access to enhanced local powers for enforcing moving traffic offences and pavement parking; including the local retention of revenue generated from transport enforcement activities - delivering double devolution for Local Authorities.

¹ <https://www.tfwm.org.uk/media/64158/wm-covid-response-action-plan.pdf>

² <https://www.wmca.org.uk/media/4233/wmca-csr-representation-summary-document.pdf>

³ <https://dmscdn.vuelio.co.uk/publicitem/28abbfd5-147b-4634-b84f-8471cf477106>

TfWM are actively engaging with Government – to deliver better outcomes from our transport system – by driving an inclusive economic recovery and supporting communities hardest hit by pandemic.

4. Transport for West Midlands should liaise with public transport operators/providers to ensure that all workers on the public transport network were provided with appropriate personal protective equipment.

The safety of staff is paramount to Transport for West Midlands and although many employees are safely working from home, the frontline transport teams are indeed working out on the network and who are more exposed to the dangers Covid-19 presents.

Both TfWM and Operator frontline staff have worked tirelessly throughout the pandemic, under difficult conditions in order to keep the network moving and ensure public transport services remain available for our keyworkers and vulnerable groups who need to make essential journeys, and for those who rely on the integrated public transport network.

It is recognised by TfWM and their partners that roles such as bus station and transport hub staff, drivers, conductors, customer services representatives in teams like the Travel & Information Centres hubs are naturally right in the centre of public activity, often working with and supporting the public in areas where a higher infection rate exists.

In order to keep staff safe, a range of Personal Protective Equipment (PPE) has been issued across the network by TfWM and individual operators across all modes of transport.

Bus – All bus operators have made face coverings and/or shields available to their driving staff as well providing hand sanitiser and gloves where needed. For drivers, such as those on Ring and Ride or other Community Transport services there are additional risk assessments and associated PPE in place due to the nature of the additional customer care provided such as handling wheel chairs or other mobility aids and shopping bags for example, but all risk assessments have been completed and safe working protocols implemented.

National Express West Midlands already have screens fitted to their vehicles but have taken additional action to block up the ventilation points between the driver cab and the main passenger saloon. A number of other operators have fitted screens to their vehicles in order to help protect the drivers. On all vehicles seats have been blocked or removed that are within 2m of the driver to prevent these being used by passengers.

All operators have put in place more robust cleaning regimes and this includes providing drivers with cleaning materials to allow them to wipe down the cab before handing over to the next driver. All vehicles are now being deep cleaned, in addition to more robust daily cleaning process, on a more regular basis to help protect front line staff and passengers.

All bus operators are members of the Bus Alliance and the group have worked together to ensure they deliver as a consistent approach to Covid measures wherever possible and the unity of the decision making and discussions have positively impacted our passengers.

Metro – On our trams, when conductors were reintroduced they were supplied with enhanced PPE, including gloves, masks and personal issue hand sanitisers as well utilising ticketing equipment to prevent the need to handle passes.

Rail – Network Rail and West Midland Trains issued staff with masks, gloves and hand sanitiser.

Bus stations/TIC teams/CIT Field Teams – Masks have been issued to staff as well as gloves for some activities. Hand sanitiser has been provided and dispensers installed at fixed work locations. In addition training has been provided to staff, risk assessments completed, working protocols updated, in general across WMCA wellbeing measures are in place and above all ‘at risk’ staff are shielded.

As well as providing physical PPE to employees TfWM and Operators have also implemented extra measures that contribute to the safety of staff both physically and mentally. Groups such as the Bus Alliance, Transport Recovery Cell, and Transport Recovery Communications groups have all been working together, cross party to ensure consistency in our approach and that we maintain and provide a clean, safe public transport network for our staff to work on and customers to use.

Enhanced cleaning regimes, the use of new cleaning technology such as fogging systems and e-sprayers are being utilised, we were the first area in the country to offer Covid testing to frontline transport workers, frontline staff have received training, wellbeing processes are in situ, mask compliance taskforce teams and volunteers groups have been set up to keep people safe at transport hubs, and work places have been adapted for social distancing. These are just some of the additional measures that have been taken to look after frontline staff.

TfWM are not only an operational directorate, they also deliver large transport infrastructure projects such as Metro extensions, Sprint, and rail schemes. These are often in partnership with contractors and other organisations who are ultimately responsible for providing the PPE for their staff but TfWM ensures that our partners have protocols in place to ensure compliance with the guidance. For example;

The Metro delivery team works closely with our partners at Midland Metro Alliance (MMA) and associated organisations and the MMA have robust systems in place ensuring construction teams are following government guidance and working at a safe distance.

Our Sprint have put in standard safety procedures in place for construction sites and specific requirements for COVID since March during the first lock down. These procedures are updated regularly in line with government guidelines.

All staff in the Sprint team have completed the PPE order form and are issued with the appropriate PPE required for site visit including face coverings and gloves. They also have a specific policy on COVID-19 control which is updated regularly in line with guidelines and have the following on-site procedures for their construction sites.

- Provide COVID briefing to site teams,
- Minimise car share and maximise one man per vehicle,
- Maintain social distancing and where this is not practicable due to the nature of the
- Tasks such hand digging which need free flow of oxygen/breathing, maintain same members of work teams without moving them around to mix up with other site teams
- Eliminate individual sign in; the supervisor signs everyone in/out,
- All persons including visitors wear face covering during site visits and more.



This information is provided at inductions, and is also included in the construction health and safety plan.

To summarise, the safety of employees across the integrated network has been carefully considered with PPE issued to all frontline staff. Additional measures have been in place to further protect and support staff as well the delivery teams ensuring Health & Safety is maintained with our working partners on our infrastructure projects.

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Transport for
West Midlands

Developing a new West Midlands Local Transport Plan

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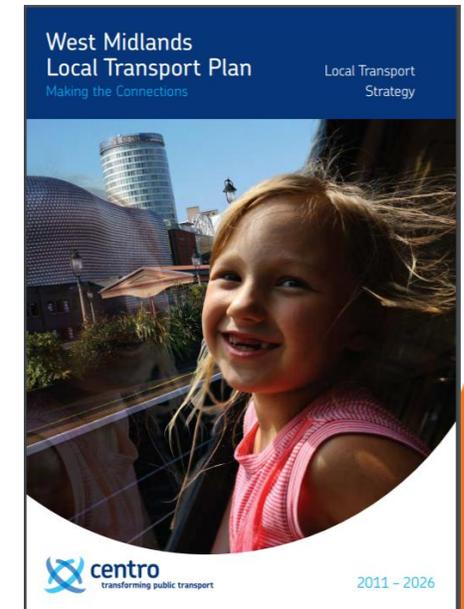
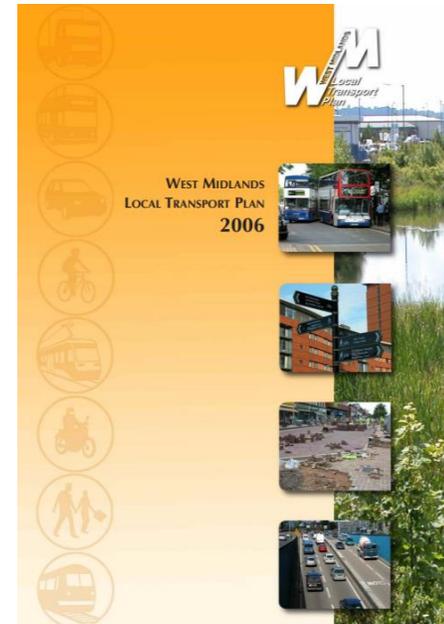
Agenda Item 5

What is the Local Transport Plan?

Local Transport Plans (LTPs) are public documents that set out the local transport authority's policies, strategies, objectives and targets for improving transport in their communities

- inform the development of our policies on local transport
- Inform and support policies on land use and place-making
- inform decisions on capital funding for local authorities;
- monitor the delivery of objectives and targets.

'Good transport is a vital factor in building sustainable local communities. It contributes to the achievement of stronger and safer communities, healthier children and young people, equality and social inclusion, environmental objectives and better local economies . Where transport fails, these aspirations are put at risk.'



Movement for Growth

LTPs must contain:

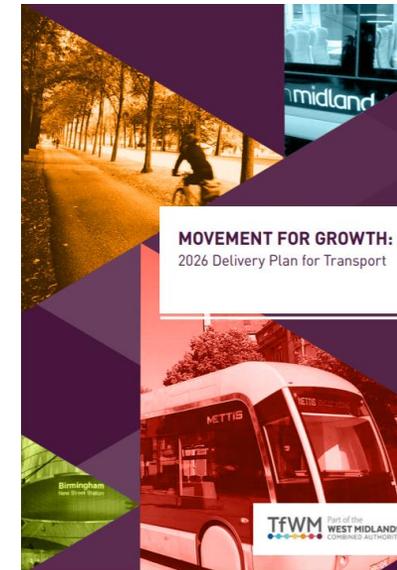
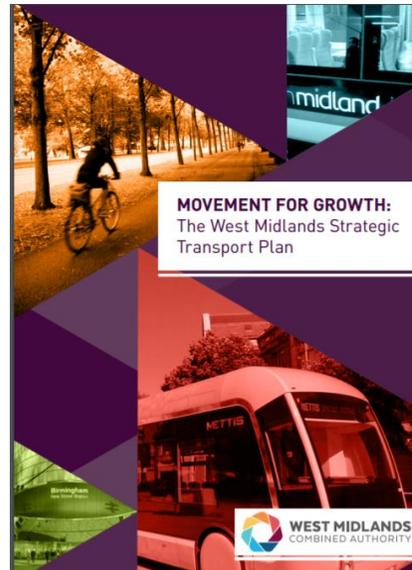
policies
(referred to as strategy)

implementation plans (proposals for
delivery of policies within the strategy)

TfWM published:

MfG strategic plan
Dec 15

MfG 2026 DP
Apr 17

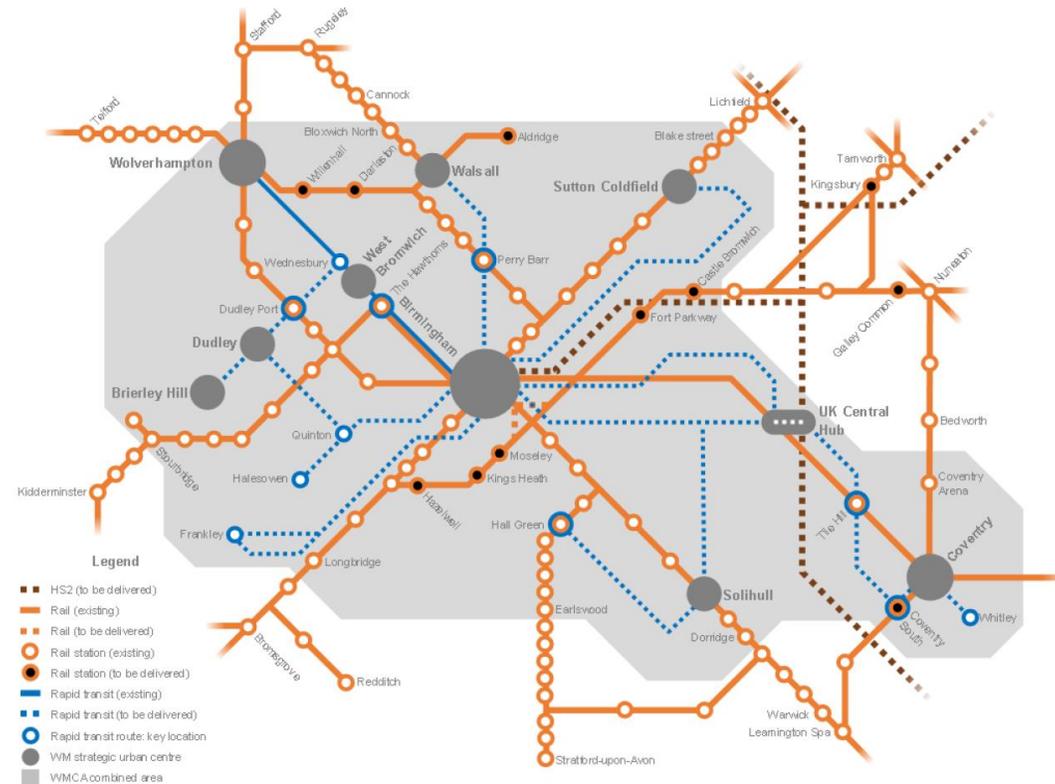


WMCA and the 7 LAs have duties to use their functions (all) so as to deliver that plan.

Movement for Growth

An ambitious programme

- MfG was instrumental in establishing the 30 year £8bn Investment Programme (with £36.5m p/a gainshare grant)
- Since then WMCA has also secured:
 - £321.5bn TCF
 - £350m Housing Deal
 - £20m WM Future Mobility Zone





Key changes since MfG (strategy) was published

- **New Mayor and mayoral elections**
- **Changing social priorities**
- **Brexit**
- **Devolution and powers**
- **Funding**
- **Scheme development and delivery**
- **Future of Mobility**
- **Local plans**
- **Cultural successes (CWG and City of Culture)**
- **Supra-WMCA Partnerships (WMRE, MC)**
- **TfWM policy development**
- **WMCA and TfWM organisational improvements**
- **Climate and Air Quality Crises**
- **Covid-19 Pandemic**



Transport for
West Midlands

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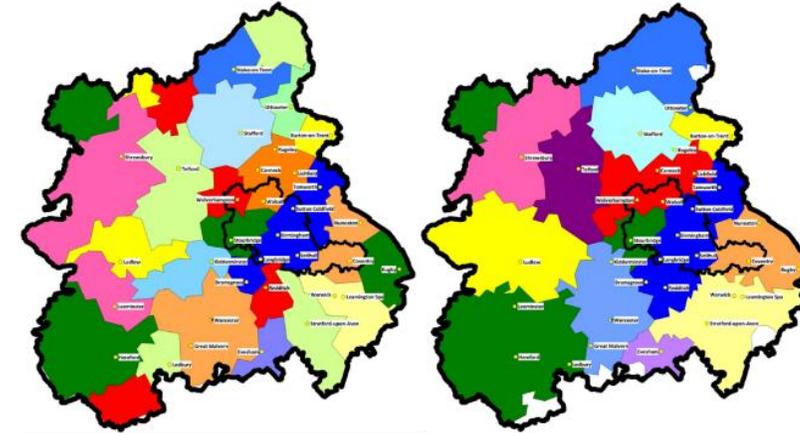
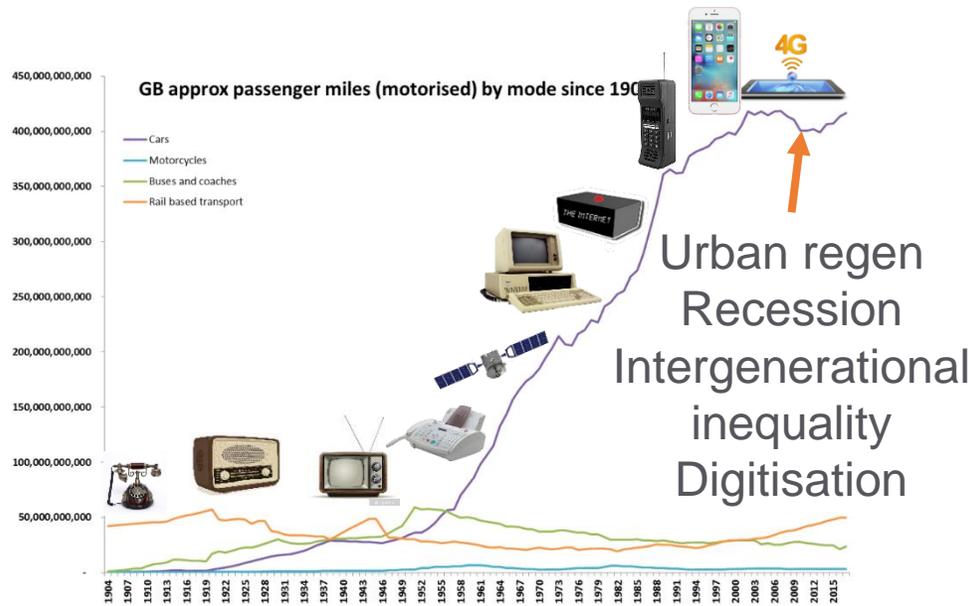
The Story for a new LTP

Where we've come from and where we are

Key Message: Technology has modified why and how we travel but not really reduced the need/desire to travel. Technology alone will not fix the future.

Travel to work areas in the West Midlands

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1978

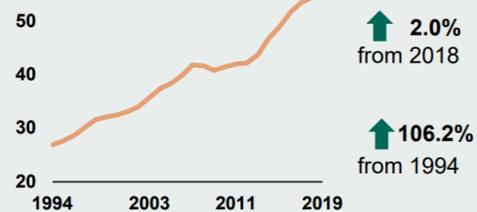
2011



Vans (Light Commercial Vehicles)

16% of motor vehicle traffic

60 Trend in van traffic, 1994 - 2019 (billion miles)



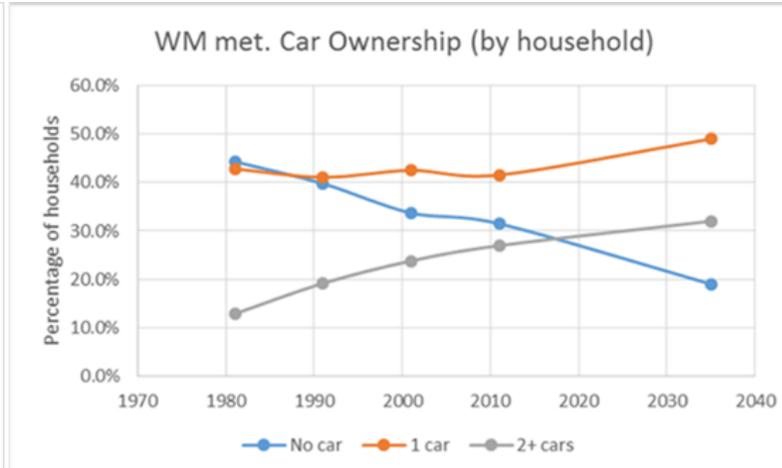
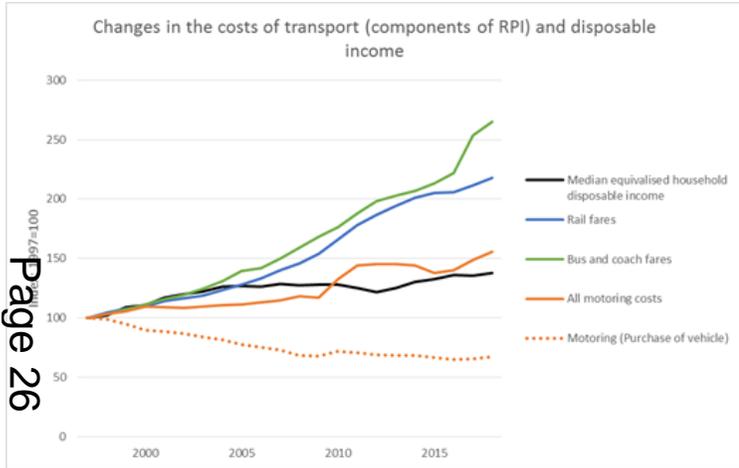
Lorries (Heavy Goods Vehicles)

5% of motor vehicle traffic

20 Trend in lorry traffic, 1994 - 2019 (billion miles)



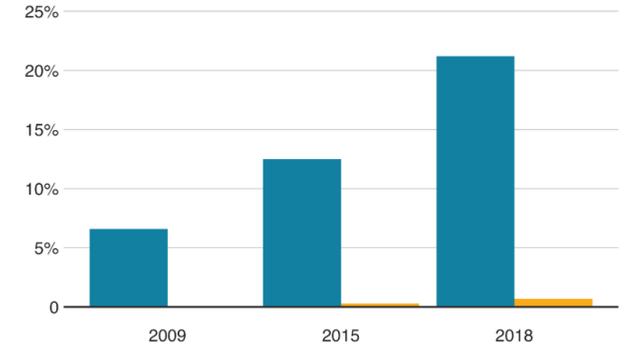
Where we've come from and where we are



Growth in SUV and pure electric sales

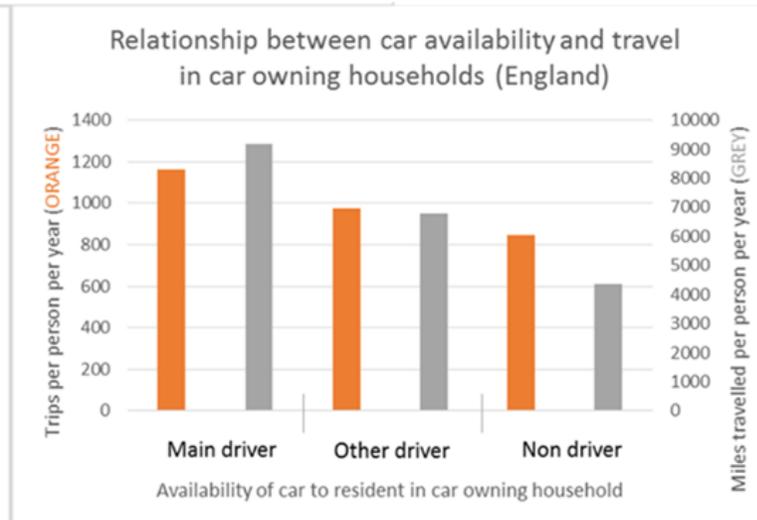
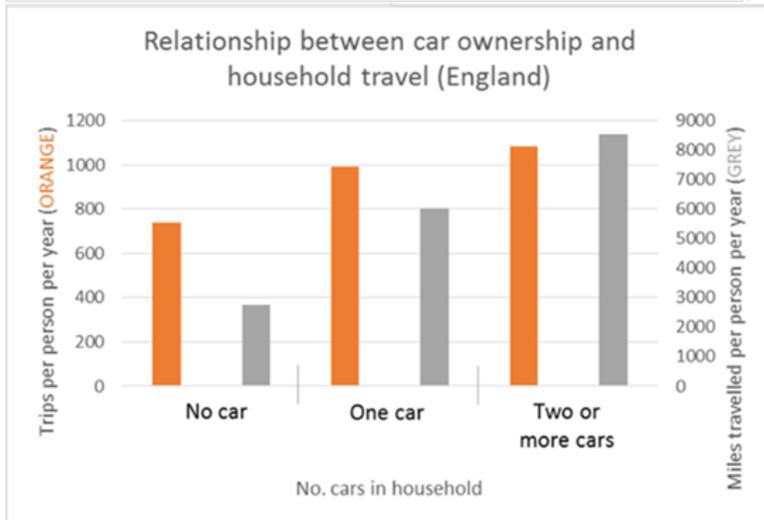
Percentage of new cars sold in the UK

■ SUVs ■ Pure electric vehicles



Source: UKERC

BBC

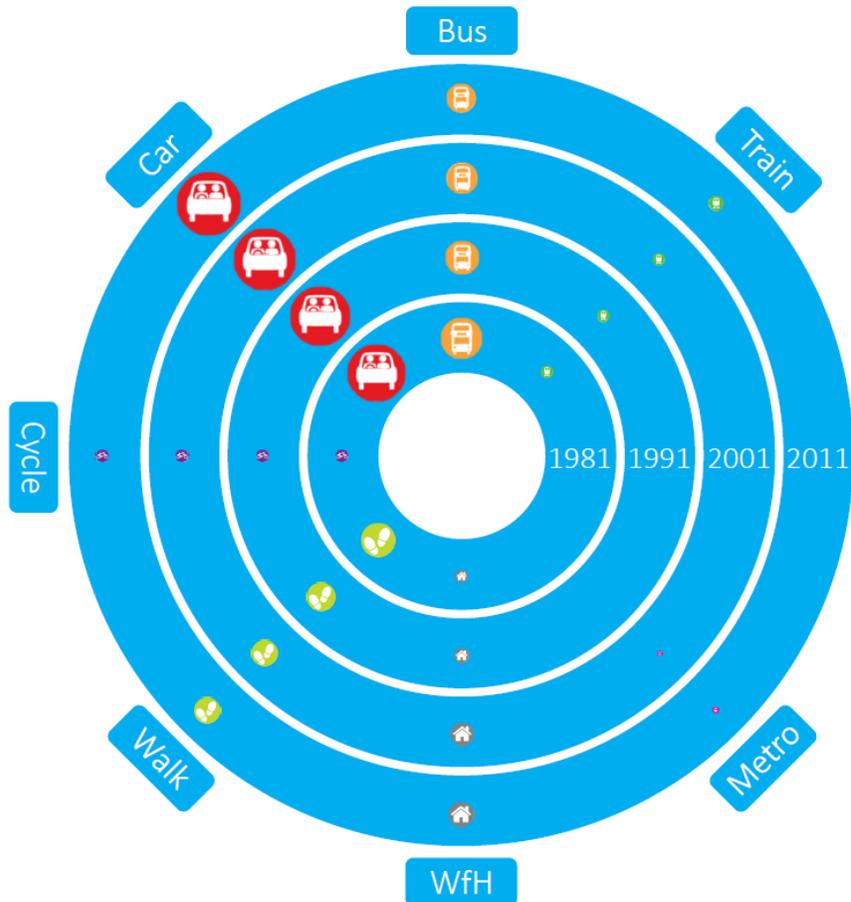


Most popular EV

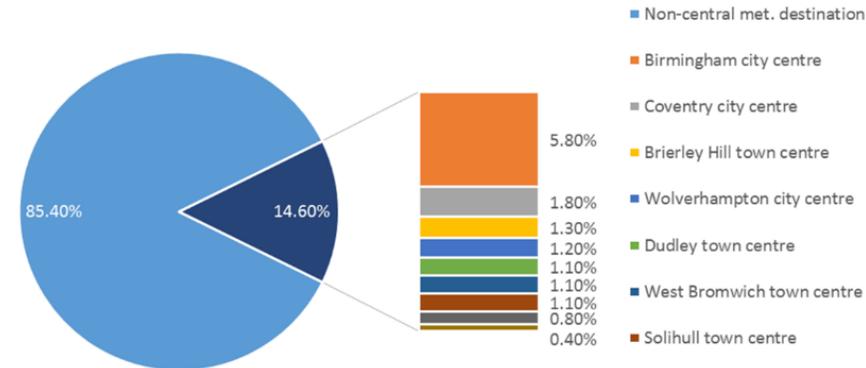
New Mini SUV!!

Where we've come from and where we are

West Midlands (all day)

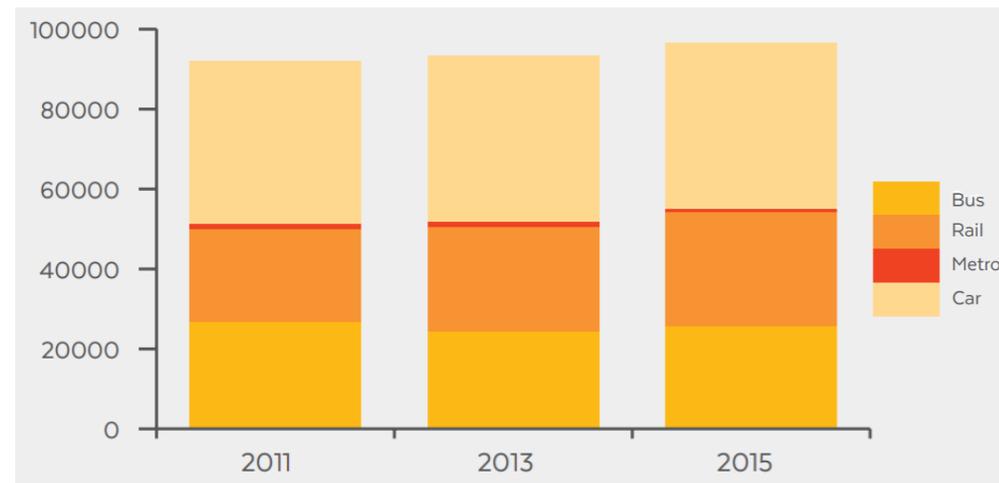


People travelling by car in the AM peak to centres vs. other destinations



Key Message: Mass transit investment is critical and will remain so, but isn't alone going to solve the problem. We need better alternatives for travel all over our region; not just to/from city centres

Birmingham City Centre (peak)



Are we heading in the right direction?

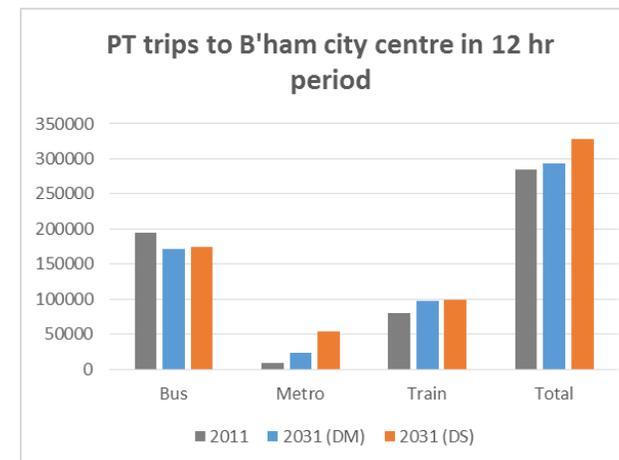
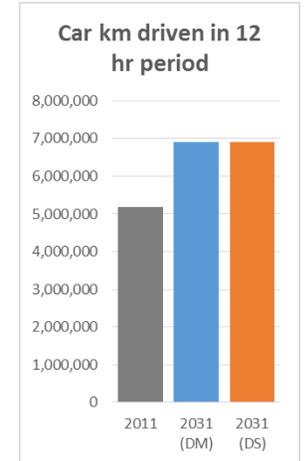
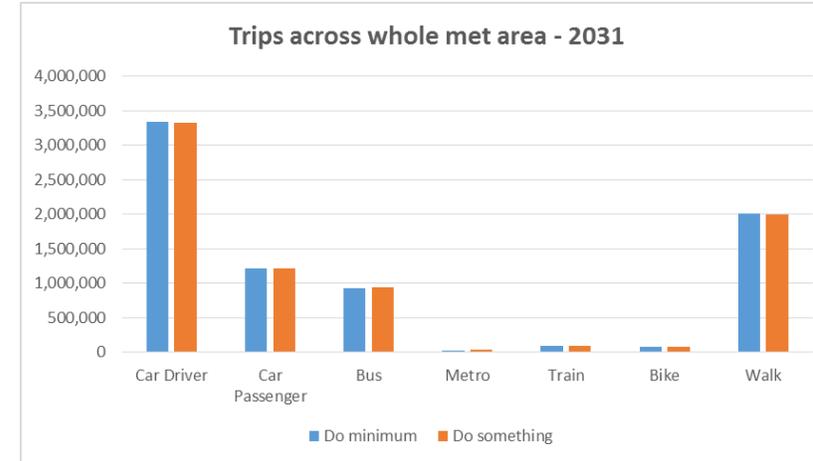
Our current focus is on specific places:

- Congested roads
- Centres
- Particular corridors where PT / active travel investment occurs.

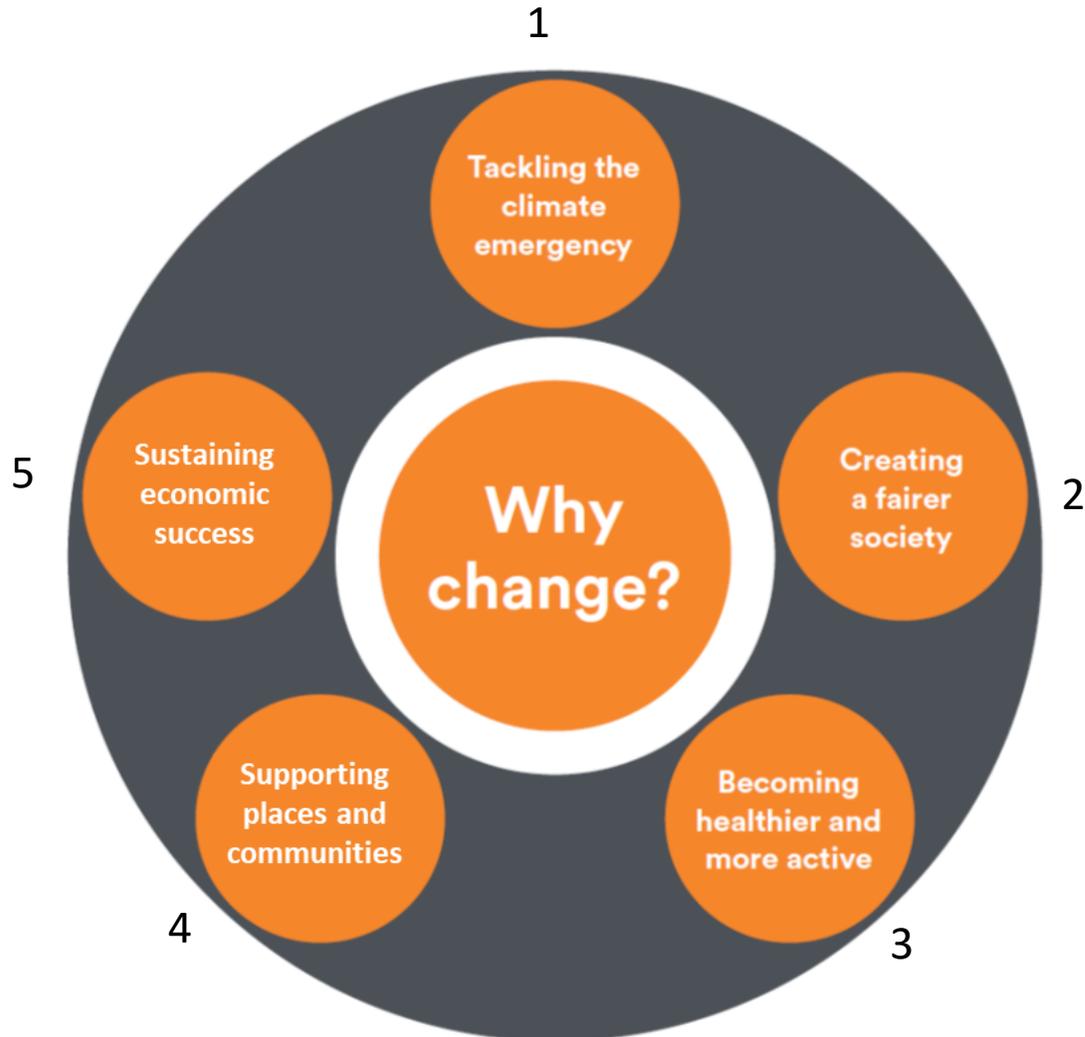
We can have a big effect in these specific places, but when you step back and take a region wide perspective, we're not going to have a significant effect.

This means:

- We're not addressing carbon emissions effectively;
- We're not "levelling up" those who are disadvantaged to have fundamentally more equitable access to opportunity;
- Traffic's impacts on local neighbourhoods and streets, and physical activity continue to worsen; and also
- Traffic to many centres isn't going to improve, but it might get "no worse".

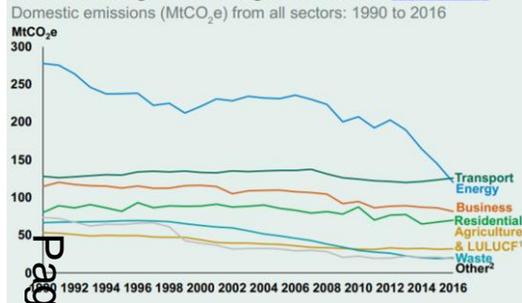


Our Motives for Change

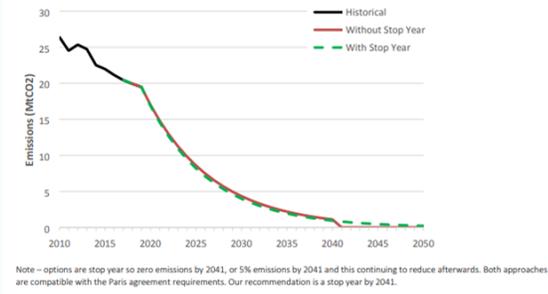


Tackling the climate emergency

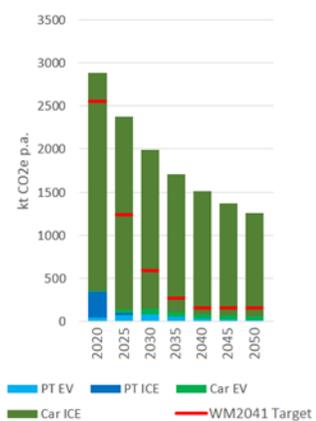
UK domestic greenhouse gas emissions [TSGB0306](#)



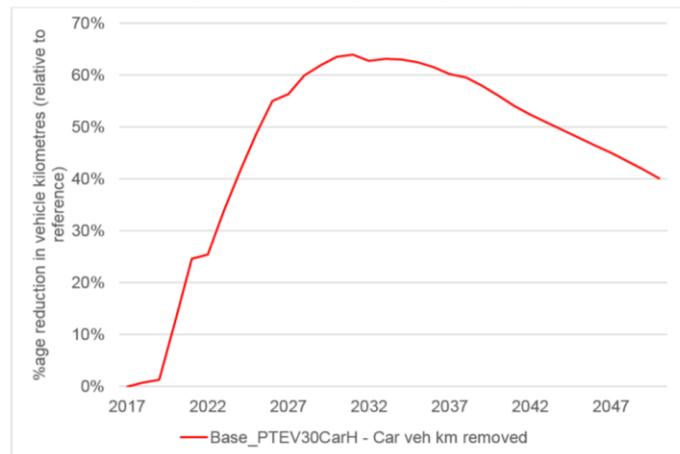
Energy CO₂ only emissions pathways (2010-2050) for WMCA premised on the recommended carbon budget



Passenger transport emissions for Baseline scenario assuming full PT electrification by 2030 with high EV car uptake, with WMCA decarbonisation target at 5-year intervals



Vehicle kilometre reductions (relative to reference) required to achieve the WMCA target for the Baseline scenario assuming full PT electrification by 2030 with high EV car uptake.



Key Message: Significant rapid change to transport is essential if the climate emergency is to be addressed.

- WM2041 is a unilateral target we adopted to show leadership. We must try to reimagine transport to show that decarbonisation at the pace needed is possible.
- At current pace of emissions we will burn through carbon budget **in just 7 years**. The more we delay, the more difficult it becomes.
- Transport is the biggest source. Most is cars then HGVs and LGVs. Transport carbon hasn't reduced in 30 years of trying. Growth in population, increased affordability of cars, increasing power and weight of cars.
- “Zero (tailpipe) emission technology” and decarbonising is critical in the long term, but won't reduce carbon in the next 7 years.
- We have to reduce the energy we're using for transport. Equivalent to 58% reduction in car mileage...

Creating a fairer society

Key transport barriers

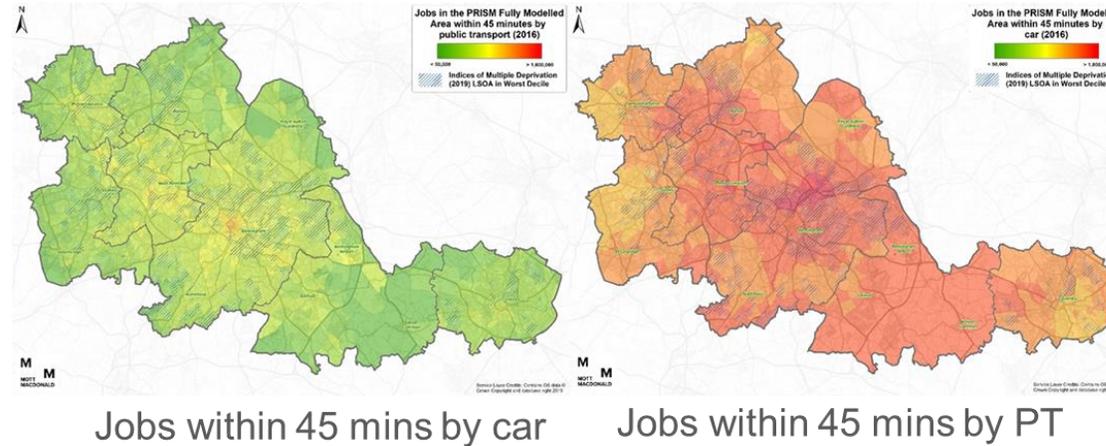
The inaccessible locations of many key services and activities (including jobs)

The availability, physical accessibility and cost of transport

Personal safety concerns (crime, antisocial behaviour, road safety)

Limited travel horizons (willingness to travel longer distances)

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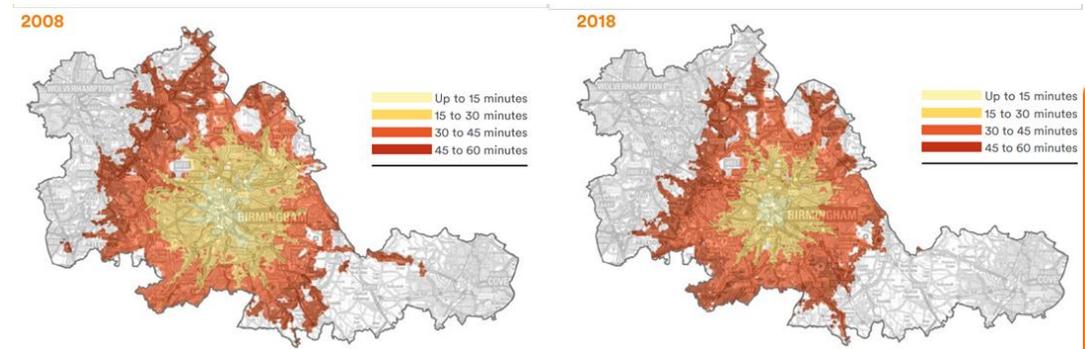


Not possible to close gap by improving PT and active travel. These improvements represent marginal closing of gap.

1 in 4 households don't have a car

Most households with car don't have 1 per adult.

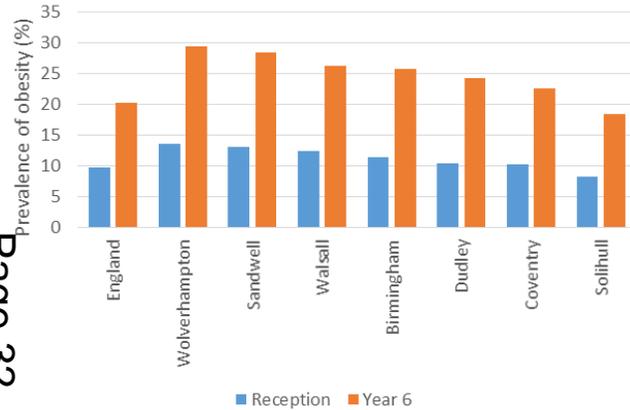
Systematic inequities in which households have cars and who within households has access.



The negative impacts of transport disproportionately fall on particular groups/people and are disproportionately created by others. Affluent create impacts, deprived bare the brunt.

Becoming healthier and more active

WM Met. Area Childhood Obesity



The percentage of adults who are physically inactive/not taking part in physical activity.



Graph 1: the number of people in the WMCA 3 LEP geography by gender, age, disability, ethnicity and socio-economic grouping. Black Country Consortium 2017. Sports England, Active People Survey 10, December 2016* denotes Incomplete Data

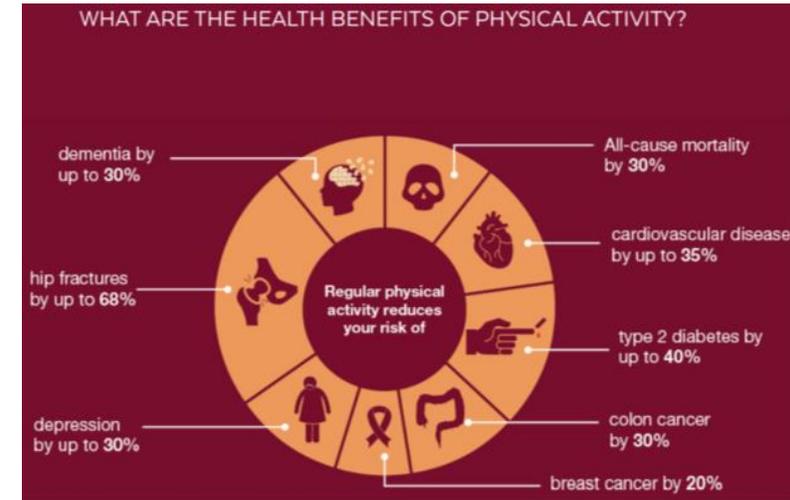
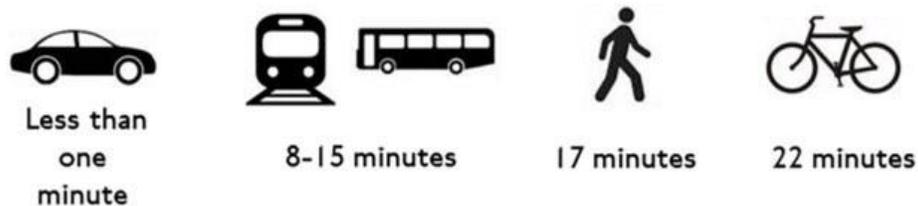


Figure 20 Amount of time spent active on an average journey by mode



Source: London Travel Demand Survey 2012/13 – 2013/14 (TfL)

Changes to the way we travel and work mean we're much less active. Children today may be least active ever.

It's not just that travel patterns have changed (making active travel less viable); the urban environment has changed so as to deprioritise active modes and traffic and parking has made active travel less safe.

People feel like they would have less time if they gave up the car. But as a consequence they either have to spend extra time exercising or lose quality time through shorter healthy lives.

Supporting Places and communities



Skipton Building Society Sustainability Report

68%	Consider neighbours as strangers
67%	Admitted that days passed without seeing others living on the same street
73%	Don't know their names
51%	Don't know the names of the children next door
84%	Don't participate in any local events
40%	Felt no sense of pride about where they live

More time spent travelling further away and online, has meant less time strengthening local community and economy.

We can:

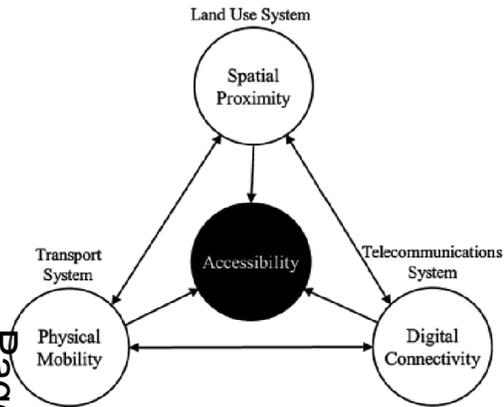
- Help reclaim places from transport,
- Improved sustainable access to local facilities and amenities,
- Use transport services to support revitalisation of local centres.



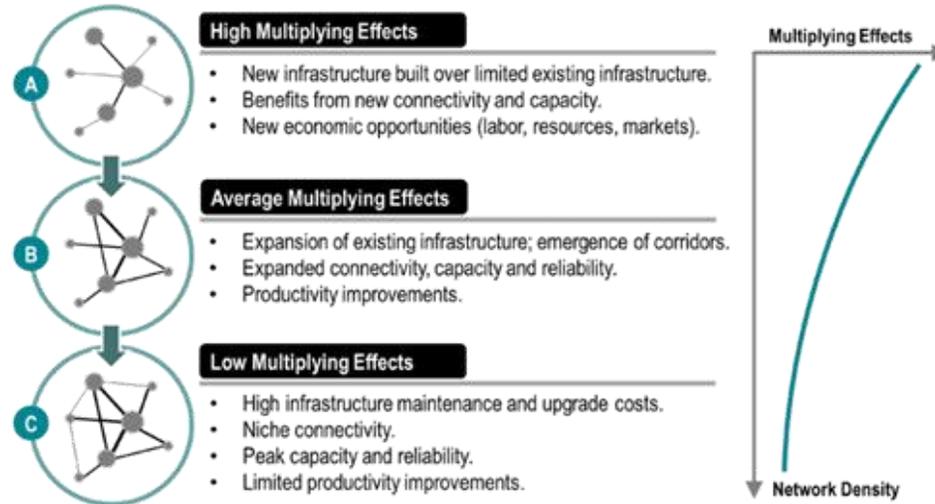
Transport dominates places and reduces the wider utilities of streets.

Sustaining Economic Success

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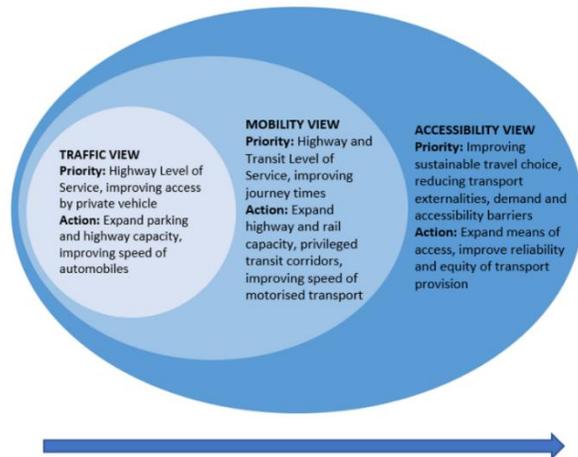


Economic success depends on **access** not just **mobility**



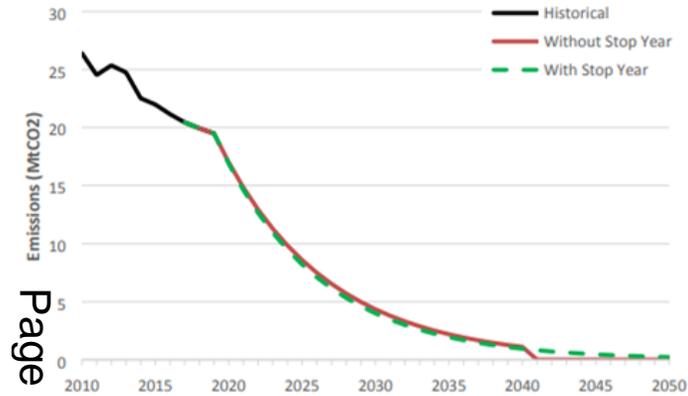
Incremental improvements to mobility have diminishing returns, how do we transform mobility in a more inclusive way?

How do we reduce the costs of keeping our network going and improve its resilience and reliability?

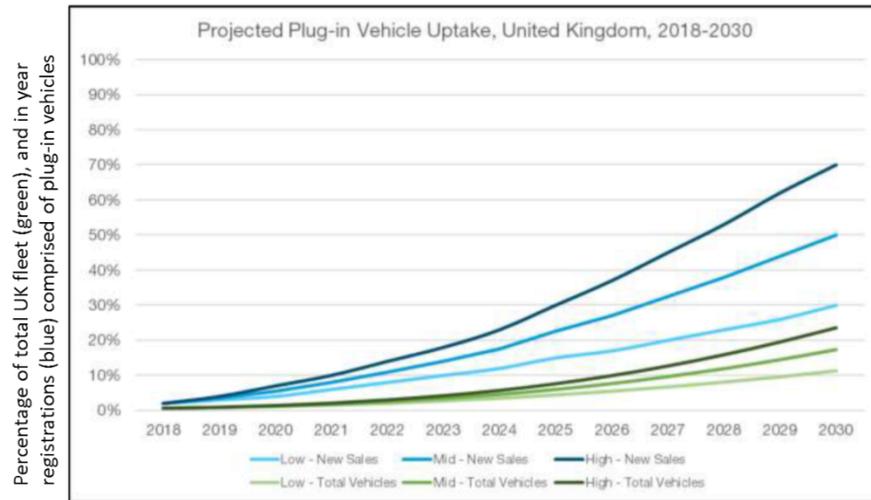


Our mission if we choose to accept it...

Energy CO₂ only emissions pathways (2010-2050) for WMCA premised on the recommended carbon budget



Options are stop year so zero emissions by 2041, or 5% emissions by 2041 and this continuing to reduce afterwards. Both approaches are compatible with the Paris agreement requirements. Our recommendation is a stop year by 2041.



Plug-in vehicle uptake 2018-2030

WM2041 carbon budget will be blown in 7 years if we don't change

Needs 13% annual sustained reductions.

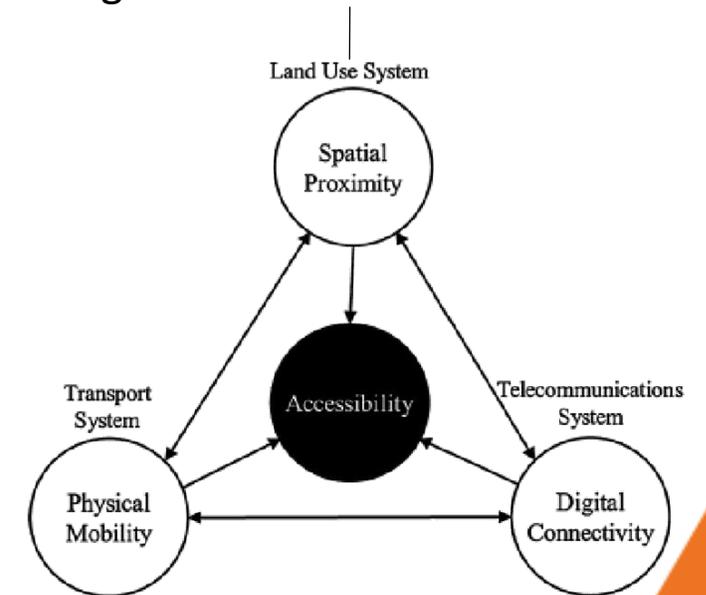
ULEVs will not reduce carbon substantially for at least a decade!

Rapid change in transport needed in how we travel and how much we travel now!

Other sectors likely won't be able to compensate as transport is biggest sector...

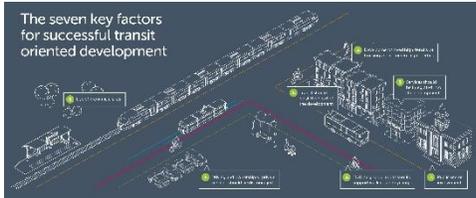
Any delay now makes it much harder and less achievable later.

Changing our use of land will take longer to change to avoid high social and economic costs



There is a lot we can do in a short period through change in how we travel and use the internet.

What are the key issues for LTP5?



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Key Messages

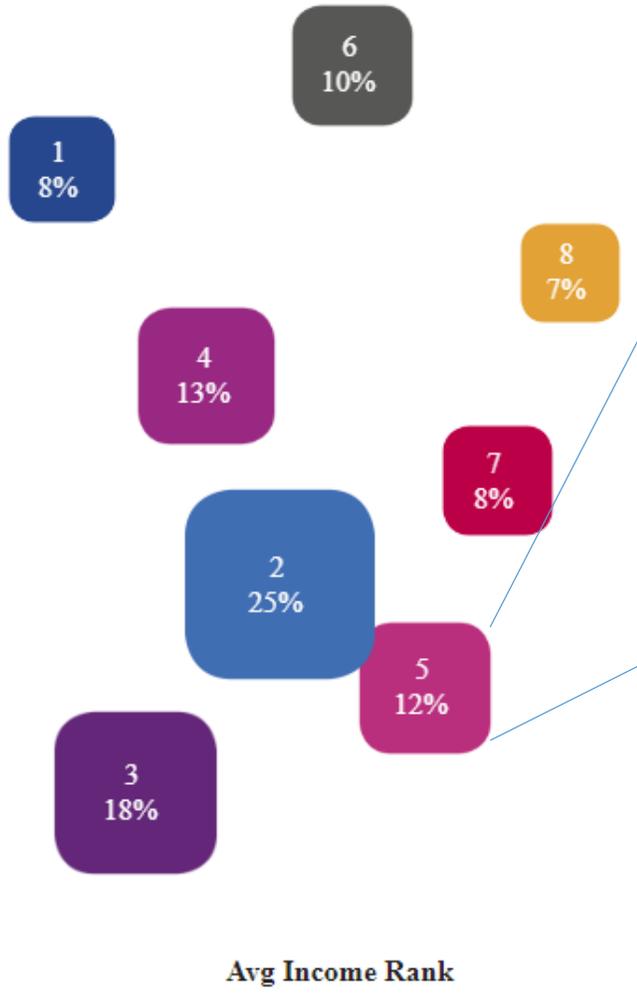
We have to think outside the box; active travel and public transport are important, but we need alternative ways to keep people mobile in our urban environment.

Shared personal mobility (especially around first/last mile and sub-urban areas) and tackling freight and logistics will be critical whilst also improving core mass transit routes (bus, tram and train)

Engagement

Age Rank

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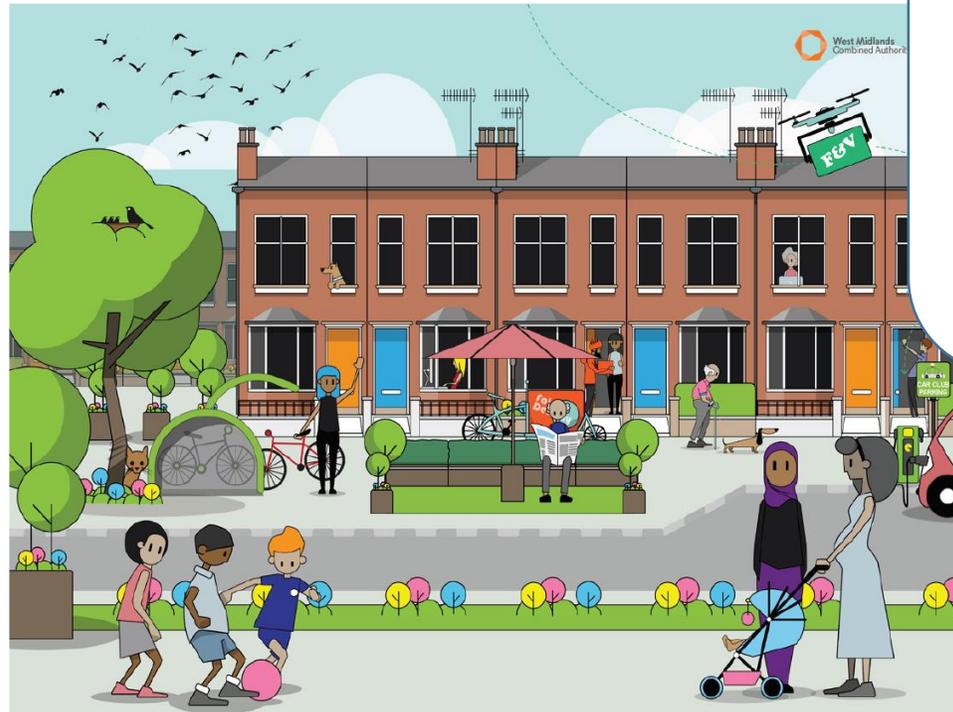
Avg Income Rank

Using better human intelligence to refine strategy and tailor information

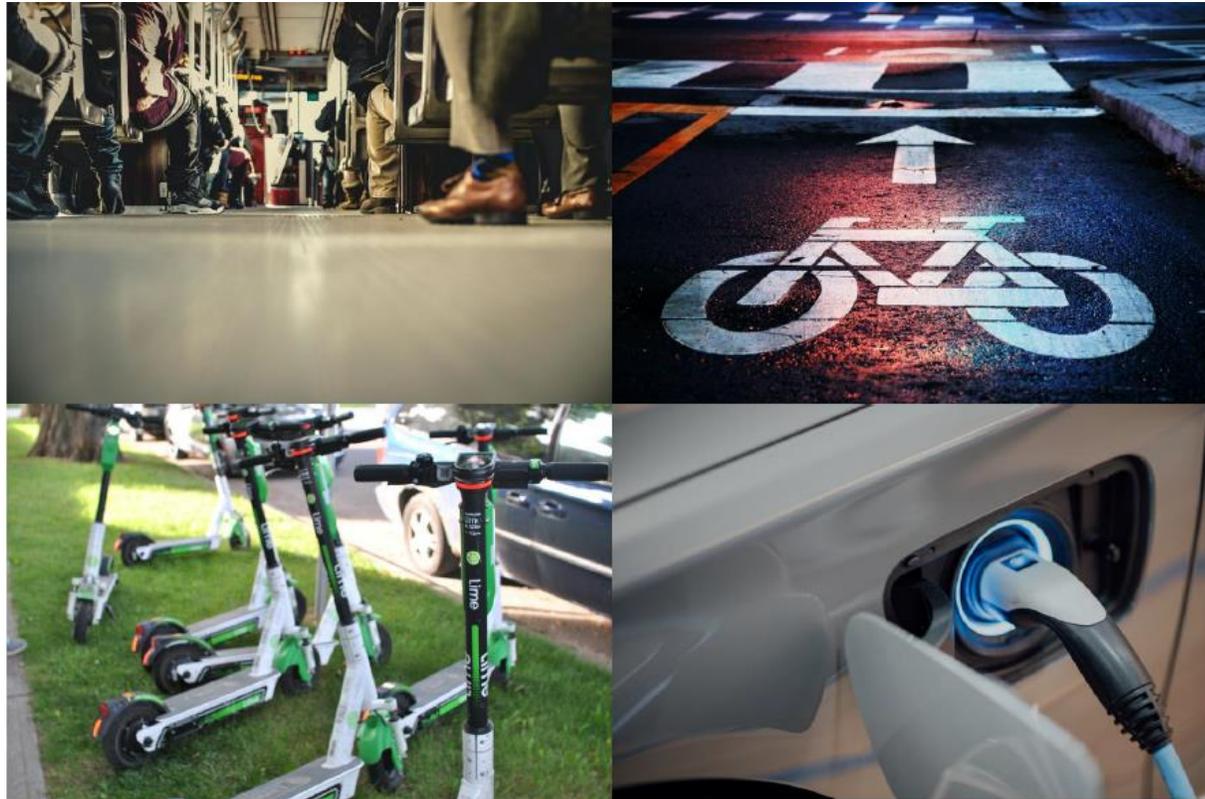


Progressive families

Building in better understanding of the needs, capabilities and preferences of different people across the West Mids.



Work closer with citizens



The Market Research Online Community (MROC) will be launched November 16th. It is a secure forum where participants can share their views on different topics.

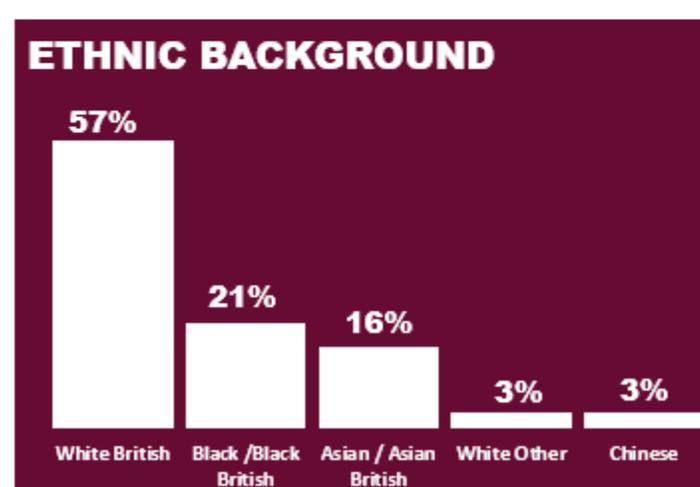
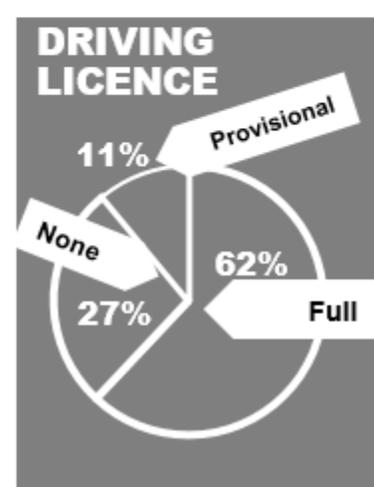
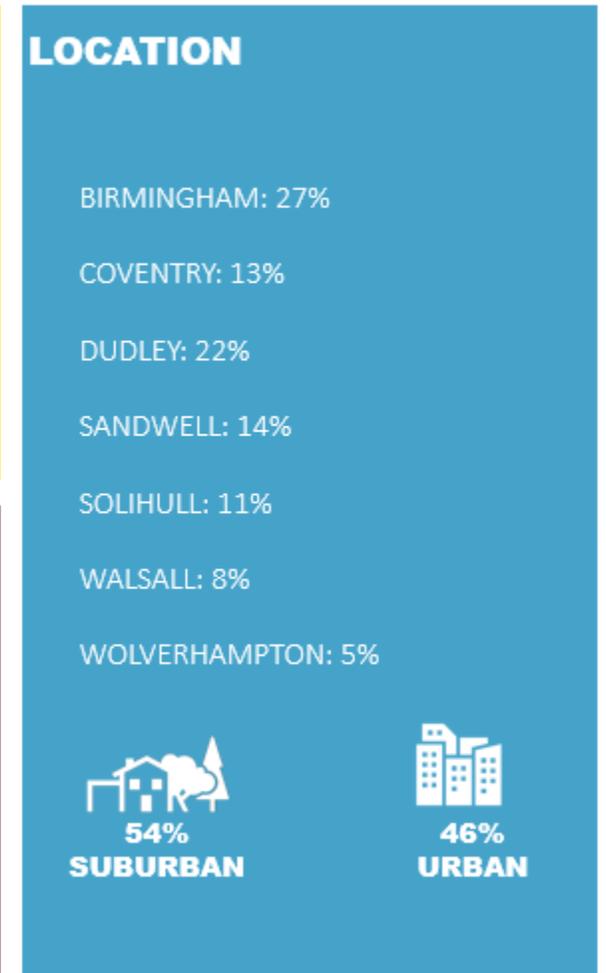
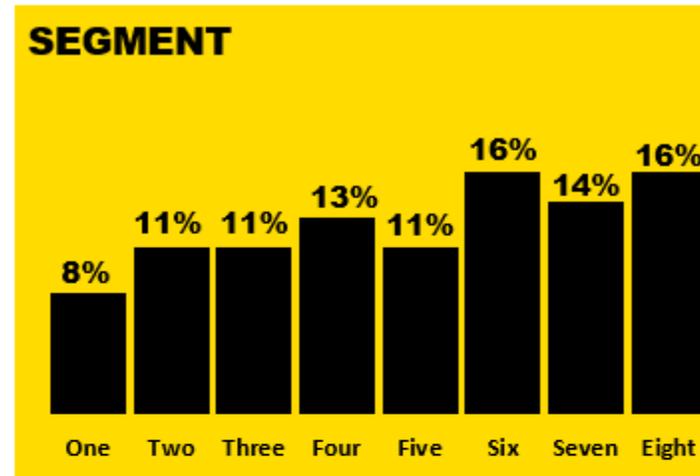
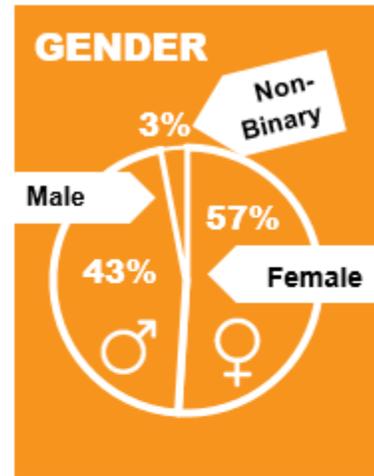
We will use the community to make sure that changes made to the transport system in our region are tried and tested with our residents.

There will be opportunities to take part in different research activities, try out new products or apps and provide input on how things can be improved.

Members can take part in all of discussions, or just some of them, they can participate and reply in their own time and take the discussions at their own pace and contribute as much as they want.

Work closer with citizens

We spoke to 37 West Midlands residents, sourced from an internal list from TfWM. Their sample criteria is outlined below...



Work closer with citizens

What we engaged on:

- Motives for change
- Shaping the future transport system
- Policy impasses (particularly the rationale for demand management)

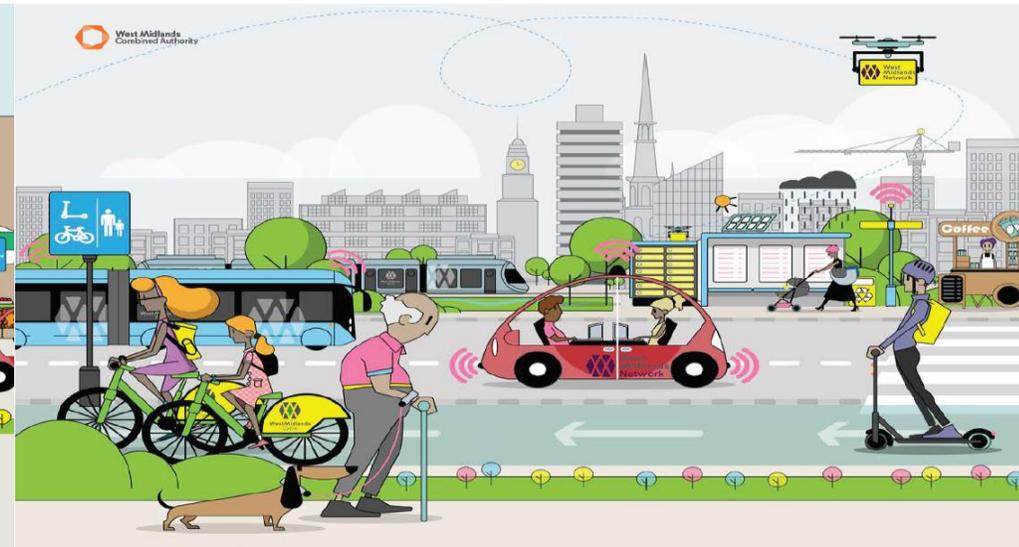
Findings (overview):

- Cars and independent mobility deeply rooted in sense of self
- People were motivated by the motives and see that the way we travel is at odds with these.
- The public is instinctively apprehensive when it comes to making cars less attractive. However, they overcome this impasse by thinking of alternatives that could fill the gap.
- There are certain restrictions that residents are open to and see as effective, but the general consensus amongst the public is that restrictions need to come together with viable alternatives – 50% think immediately, 50% think alternatives need to be better first.

Key Message: The issues are complex, but people are intelligent, want change and if we can present the benefits will engage with what is necessary to achieve change

Once presented with visions of the future, and particularly how various alternatives to driving a “traditional” car can be incorporated, West Midlands residents are more open to relying less on their cars and more excited about the future of transport in the region.

Painting a vision of the future



A conversation on transport in the West Midlands

- How transport has changed in our region and where we are now
- Some of the biggest transport issues that we think limit ambitions for inclusive growth;
- The kinds of changes in our transport system that we think could give people the best experience of transport possible whilst moving us towards a fairer, healthier and greener West Midlands;
- The gap between where we think we are heading under current market forces and policies, and where we might want to be; and
- Start to discuss the kind of policy actions that we think would need to be considered in a new LTP to close this gap.





West Midlands
Combined Authority

Transport Scrutiny Sub-Committee

Date	30 November 2020
Report title	Emergency Active Travel Fund Update
Portfolio Lead	Transport - Councillor Ian Ward
Accountable Chief Executive	Deborah Cadman OBE, Chief Executive, West Midlands Combined Authority Email: deborah.cadman@wmca.org.uk Tel: (0121) 214 7200
Accountable Employee	Laura Shoaf, Managing Director, Transport for West Midlands Email: laura.shoaf@tfwm.org.uk Tel: (0121) 214 7444
Report has been considered by	N/A

Recommendation(s) for action or decision:

Transport Scrutiny Sub-Committee is recommended to:

- (1) Note the background, approach and progress with Emergency Active Travel Fund and Active Travel Fund programmes being delivered in the West Midlands.

1. Purpose

To provide Transport Scrutiny Sub-Committee with an update on the Emergency Active Travel Fund (EATF) in May 2020 to fund the implementation of cycling and walking facilities in response to the COVID-19 pandemic.

2. Background

The Government announced the Emergency Active Travel Fund (EATF) in May 2020 to fund the implementation of cycling and walking facilities in response to the COVID-19 pandemic.

The funding supports local transport authorities with producing cycling and walking facilities and is split into 2 tranches:

- Tranche 1 supports the installation of temporary projects.
- Tranche 2 supports the creation of longer-term projects.

Appendix 1 provides a more detailed summary of key issues, engagement and schemes for both Tranches.

Emergency Active Travel Fund – Tranche 1

Funding application

The indicative funding allocation for the West Midlands set by DfT was £3,446,800, with up to 30% available as revenue funding. An application for the full allocation was prepared by TfWM officers in collaboration with Local Authority officers and submitted to DfT on 5th June 2020.

Funding award

On 2nd July the West Midlands was awarded £3,850,997 of Tranche 1 funding.

The total funding received by each authority was:

- Birmingham - £1,130,982
- Coventry - £479,259
- Dudley - £285,000
- Sandwell - £296,602
- Solihull - £214,496
- Walsall - £255,000
- Wolverhampton - £347,378
- WMCA - £842,280

Constraints

EATF Tranche 1 schemes were required to be delivered over an 8-week period following receipt of the funding. In the West Midlands the deadline for completion of schemes was 7th September 2020.

Key successes

Feedback on infrastructure schemes

An online survey was conducted to gather more information around the perceptions and impacts of EATF infrastructure schemes. The survey was developed with support from TfWM's Human Intelligence team and in partnership with Birmingham, Coventry, Walsall and Wolverhampton. The survey ran from 16th October until 2 November and was completed by a total of 1,264 respondents.

Survey respondents have an appreciation of the reasons for the introduction of EATF schemes. Of a total of 974 respondents half (49%) believed the main purpose of the schemes was to make the area safer for cycling, two fifths (39%) to make the area safer for walking and a similar proportion (38%) that they were to discourage car use for shorter journeys.

Importantly survey respondents were generally supportive of EATF proposals:

- Approximately three quarters (72%) of 1,197 respondents were supportive of providing more cycle parking with less than a tenth opposed (8%).
- 70% of 1,213 respondents supported the cordoning off space outside shops/widening pavements to help people social distance when walking/queuing compared to less than a fifth (17%) who opposed such changes.
- Approximately two thirds (65%) of 1,219 respondents supported the implementation of pop-up cycle lanes to protect people on bikes and keep them safe compared to a quarter (23%) of respondents who opposed.
- Almost two thirds (63%) of 1,203 respondents supported providing bus and cycling lanes on main travel corridors, whilst a quarter (24%) of respondents were opposed.
- More than half (56%) of 1,210 respondents supported the removal of on-street car parking space to make more room for people to walk, queue and socialise, with less than a third (29%) of respondents opposed to their removal.

Not all proposals were well supported. Proposals to close residential streets to motor vehicles while maintaining access to create low-traffic neighbourhoods were more divisive, with less than half (47%) of 1,211 respondents supportive of such schemes compared to two fifths (37%) of respondents who were opposed.

Respondents were asked about changes in walking and cycling habits. Whilst the majority of the 1,219 respondents reported no change in their levels of walking and cycling one in six (17%) reported an increase in cycling levels (compared to 9% reporting a decrease). Approximately a fifth (19%) of respondents reported walking more with the same proportion reporting that they were walking less.

The survey also asked respondents about future travel behaviour. More than half (52%) of 1,219 respondents reported that they are planning to increase the amount of walking journeys you do in the next 6 months. Two fifths (40%) of respondents reported that they planned to increase the amount of cycling journeys over the same period.

Park That Bike

With the agreement of partners, TfWM launched a region-wide cycle parking scheme aimed at improving the capacity of cycle parking at organisations across the West Midlands. The Park That Bike project helps support employees, customers or service users by giving them the option of cycling to their destination.

By the end of September Park That Bike had received 206 applications from schools, community groups and businesses across the region and cycle parking had been installed at 35 locations. In October a further 45 applications for cycle parking were received and cycle parking was installed at 12 additional locations.

Online community engagement

An online community engagement platform has been set up for the West Midlands' EATF programme to provide details of the project and collect feedback from communities on implemented and proposed cycling and walking infrastructure schemes. TFWM has utilised the commonplace system to provide the engagement platform.

The engagement platform is currently live for all seven local authorities and up to 19th October the site had been visited a total of 35,739 times with 5,727 respondents making a total of 7,167, an average of 1.25 comments per respondent.

Comments from local stakeholders through the platform have helped to inform the development and design of schemes. feedback post-implementation has also helped to inform modifications, one such example being the Kings Heath Low Traffic Neighbourhood pilot (BIR004).

Issues

One scheme to implement a pop-up cycle lane in Sutton Coldfield (BIR007) was removed following petitions, discussions and correspondence with the local MP and the town council.

A similar scheme to implement a pop-up cycle lane along Stoney Stanton Road in Coventry (COV004) was not progressed following consultation feedback from Transport for West Midlands and bus operators due to the likely adverse impact on public transport services.

Lessons learned from the development and implementation of EATF Tranche 1 schemes is being used to improve the implementation of Tranche 2 schemes.

Summary

- The West Midlands was awarded £3,850,997 of funding, £400,000 more than the indicative allocation.
- Schemes were required to be delivered / fully committed by the 7th September.
- 72% of survey respondents were supportive of providing more cycle parking.
- 70% of survey respondents supported the cordoning off space outside shops/widening pavements to help people social distance when walking/queuing.
- 65% of survey respondents supported the implementation of pop-up cycle lanes to protect people on bikes and keep them safe.
- 63% of survey respondents supported providing bus and cycling lanes on main travel corridors.
- 17% of respondents reported an increase in cycling compared to pre-Covid levels.
- 52% of respondents reported that they are planning to increase the amount of walking journeys they make in the next 6 months.
- 40% of respondents reported that they planned to increase the amount of cycling journeys they make in the next 6 months.
- Park That Bike received 261 applications for cycle parking from schools, community groups and businesses across the region.

Active Travel Fund – Tranche 2

Funding application

The invitation to bid for Tranche 2 funding was issued on 10 July 2020. The indicative funding allocation for the West Midlands for Tranche 2 was £13,787,200, with up to 20% available as revenue funding.

The long list of schemes put forward for inclusion in the application by the seven Local Authorities and TfWM exceeded the available funding. A shortlist of schemes was identified using an assessment framework based on EATF funding criteria and DfT's Early Assessment and Sifting Tool (EAST) using the following scoring criteria:

- Does the scheme meet DfT's Emergency Active Travel Fund (EATF) criteria?
- Can the scheme be delivered within DfT's required timescale of 31/03/21?
- What level of prioritisation has been undertaken to identify the proposed scheme?
- What level of Value for Money does the scheme provide?
- How complete is the scheme information provided? (i.e. is the level of information sufficient to allow meaningful decisions to be made on scoring).
- Does the scheme benefit both pedestrians and cyclists?

Value for Money assessments were undertaken for all proposed infrastructure schemes using the Department for Transport's Active Mode Appraisal Toolkit (AMAT).

The scheme assessment was supplemented by discussions with Local Authority / TfWM officers with detailed knowledge of the proposals to finalise the shortlisted schemes.

A funding application for £13,787,200 was submitted to DfT on 7th August. The total funding requested for each authority was:

- Birmingham - £4,477,349
- Coventry - £1,438,816
- Dudley - £841,141
- Sandwell - £1,283,935
- Solihull - £1,280,000
- Walsall - £1,027,801
- Wolverhampton - £1,111,626
- WMCA - £2,326,532

A request was submitted alongside the application for an additional £2,363,114 to support the implementation of the West Midlands Cycle Hire scheme.

Funding award

Ahead of the Tranche 2 award announcements the fund was re-named the Active Travel Fund to reflect that its aim is to deliver longer term projects rather than those of a temporary nature.

Awards for Tranche 2 of the Active Travel Fund were announced on 13 November 2020, alongside strengthened advice for Local Authorities on consultation and engagement. The West Midlands was awarded £13,097,650, 95% of the indicative allocation, a shortfall of £689,350.

For context one in seven (14%) authorities of the 77 authorities who received funding were awarded the full amount of their indicative allocation for Tranche 2. Roughly half of authorities (48%) received 95% of their allocation. Just under a third (29%) of authorities received less than their indicative allocation, a fifth (21%) receiving 75% of their allocation and approximately a tenth (8%) receiving 60% of their allocation. Only 7 authorities (9%) received more funding than their indicative allocation.

Constraints

The key constraint is that ATF Tranche 2 schemes must be delivered by the end of March 2021. The additional stakeholder and public engagement requirements will make this timescale more challenging; however, this additional work will help to mitigate any potential issues at an earlier stage in the development process.

Next steps

Approaches to address the funding shortfall are being reviewed. Options include:

- Removal of lower Value for Money schemes.
- Removing schemes due to new requirements.
- Removing schemes because they have been progressed using other funding streams.
- 5% reduction in funding applied universally to all parties.

Meetings are currently taking place to agree a way forward. CWOG will discuss on Thursday 19 November, with the ultimate decision being taken by STOG.

Note – Any headroom created by defining the final package of schemes will be allocated to fund the implementation of the West Midlands Cycle Hire scheme which is due to become operational in spring 2021.

Engagement & consultation

One issue which was evident in relation to some schemes in different areas of the country was that some stakeholders and members of the public did not feel adequately consulted about Tranche 1 proposals ahead of their implementation. As a consequence, DfT have provided strengthened requirements for Local Authorities on consultation and engagement in developing and implementing Active Travel Fund schemes. TfWM will coordinate these activities on behalf of all Local Authorities.

3. Financial Implications

There are no financial implications related to this report.

4. Legal Implications

There are no legal implications related to this report.

5. Equalities Implications

There are no financial implications related to this report.

6. Inclusive Growth Implications

There are no inclusive growth implications related to this report.

7. Geographical Area of Report's Implications

The WMCA exercises transport powers overwhelmingly in respect of the area covered by its constituent authority members, however, there is significant interaction with the wider area. The health and performance of the transport system in metropolitan area has a profound impact on the wider area and vice-versa. Deep engagement with surrounding Local Transport Authorities and with Midlands Connect will essential. Additionally opportunities to align policies and timescales with surrounding Local Transport Authorities will be explored, especially noting that transport does not stop or start at administrative boundaries.

8. Other Implications

N/A

9. Schedule of Background Papers

Gear Change – A bold vision for cycling and walking¹

¹ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/904146/gear-change-a-bold-vision-for-cycling-and-walking.pdf

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Appendix 1

West Midlands Emergency Active Travel Fund Programme

1. Introduction

- 1.1 The Government announced the Emergency Active Travel Fund (EATF) in May 2020 to fund the implementation of cycling and walking facilities in response to the COVID-19 pandemic. In the West Midlands the EATF programme is being delivered by West Midlands Combined Authority (WMCA), through Transport for West Midlands (TfWM), and the region's six Local Authorities (Birmingham, Coventry, Dudley, Sandwell, Walsall and Wolverhampton) who are being supported by a number of delivery partners.
- 1.2 The Tranche 1 funding allocation for the West Midlands was £3,850,997. Delivery of this Tranche is now complete.
- 1.3 The Tranche 2 funding allocation was £13,097,650. We are currently awaiting our grant award letter and Terms and Conditions.

2. Infrastructure schemes

- 2.1 A total of 57 infrastructure schemes have been delivered through the EATF Tranche 1 programme.
- 2.2 A total of 38 infrastructure schemes are proposed to be delivered through Tranche 2. This is now subject to final review and funding sign off.

Scheme changes and removal

- 2.3 Due to the emergency nature of the Tranche 1 scheme it is expected to see scheme changes and continuous improvement, especially based on feedback received from communities and stakeholders.
- 2.4 Two schemes in Walsall included in the EATF Tranche 1 programme (WAL002 and WAL003) were removed before being delivered.
- 2.5 Walsall's Wolverhampton Street EATF Tranche 1 scheme (WAL001) was changed to make improvements in response to public and stakeholder feedback.
- 2.6 One EATF Tranche 1 scheme in Birmingham has been removed following petitions, discussions and correspondence with the local MP and Town Council.
- 2.7 Tennyson Road in Small Heath, Birmingham is probably the best example of modification to a cycle scheme in relation to resident feedback:

Residents raised concerns over the introduction of a new one-way system on Tennyson Road (to enable space for a pop-up cycle lane)

In response to this, it was agreed to develop an alternative short-term option of a shared-use (pedestrian and cyclist) path on Tennyson Road along the side of Small Heath Park

- 2.8 One EATF Tranche 1 scheme in Coventry (COV004) has been removed following consultation feedback from Transport for West Midlands and bus operators due to the impact on public transport services.
- 2.9 The temporary EATF Tranche 1 schemes in Solihull will be removed by the 10 November as per the original plan.

3. Monitoring and Evaluation

- 3.1 The Tranche 1 Monitoring and Evaluation Report and a summary report will be available shortly. A range of M&E activities were carried out including physical counts of people using the infrastructure, online surveys, telephone surveys and focus groups.

4. Supporting measures

- 4.1 A package of supporting measures at both regional and local level features in both Tranches. These activities support communities by access the infrastructure schemes by providing activities such as cycle training or cycle repair services.
- 4.2 An infographic which summarises the key outputs of the regional EATF Tranche 1 supporting measures projects is presented below. Tranche 2 will see similar measures continue through to 2021.



5. Consultation

Community engagement

Online community engagement

- 5.1 An online community engagement platform has been set up for the programme to provide details of the project and collect feedback from communities.

<https://westmidlandsemergencyactivefund.commonplace.is/>

- 5.2 The engagement platform is currently live for all seven Local Authorities. **Error! Reference source not found.** table below presents the engagement figures for EATF schemes by Local Authority, it should be noted that the engagement pages for each authority went live on different dates.

Some early analysis of the sentiment for each LA is provided below. It should be noted that this engagement is ongoing.

Local Authority	Unique Site Visitors	Unique Respondents	Comments Left	Subscribers for future news and updates	Overall % of contributions negative	Overall % of contribution positive or neutral
Solihull	3528	987	1461	266	77%	23%
Birmingham	34394	5997	7323	2390	52%	48%
Walsall	921	25	25	10	22%	78%
Wolverhampton	555	38	56	13	21%	79%
Dudley	387	30	25	14	33%	67%
Sandwell	124	9	16	2	69%	31%
Coventry	152	26	47	13	5%	95%

Figures correct as of 11.11.2020

Appendix 1- List of schemes (Tranche 1 and 2)EATF Tranche 1 schemes

Local Authority	Reference	Scheme Name
Birmingham	BIR001	Moseley Local Centre Transport Space Reallocation
	BIR002	Stirchley Local Centre Transport Space Reallocation
	BIR003	Lozells Low Traffic Neighbourhood
	BIR004	Kings Heath Low Traffic Neighbourhood
	BIR005	Places for People: Creating Low Traffic Neighbourhoods in Birmingham
	BIR006	City Centre Traffic Cells Initiative
	BIR008	Pop-up cycle lanes: City Centre to Small Heath (A45 corridor)
	BIR009	Pop-up cycle lanes: Selly Oak to Northfield (A38 corridor)
	BIR010	Pop-up cycle lanes: City Centre to Fort Dunlop (A47 corridor)
	BIR011	Pop-up cycle lanes: City Centre to City Hospital via Jewellery Quarter
	BIR012	Pop-up cycle lanes: Bradford Street (City centre cycle access)
	BIR013	Pop-up cycle lanes: A38 to A34 (City centre connection)
	BIR014	Park and Pedal city-wide programme
	Coventry	COV001
COV002		Protecting footways from parking at Foleshill Rd shops
COV003		City Centre to Canal Basin Pop Up Cycle Lane
COV004		Stoney Stanton Road to City Centre Pop up Cycle Lane (Removed)
COV005		City Centre Modal Filters
COV006		Supporting Behaviour Change
Dudley	DUD001a	Dudley road space reallocation – Dudley*
	DUD001b	Dudley Road space reallocation – Stourbridge*
	DUD001c	Dudley Road space reallocation – Halesowen*
Sandwell	SAN001	Oldbury Town Centre to NCN 81

Local Authority	Reference	Scheme Name
	SAN001a	Oldbury Town Centre
	SAN002	Smethwick Town Centre
	SAN002a	Smethwick Rolfe St Station to Spon Lane pop up cycle lane A457
Solihull	SOL001	Borough wide footprint stencil markings promoting social distancing
	SOL002	Borough Wide social distancing temporary signage
	SOL003	Warwick Road at Poplar footway widening and pop up cycle lane
	SOL004	Mill Lane and Drury Lane space for walking and cycling
	SOL005	School Streets
	SOL006	Warwick Road Signage – social distancing
	SOL007	B4102 Dickens Heath to Solihull Town Centre – Pop up cycle lane
	SOL008	Homer Road walking and Cycling space
	SOL009	A34 Stratford Road Closure for cycling and walking
	SOL010	The Square -New Road Temporary Road Closure – Modal Filter
	SOL011	Warwick Road – George Road space for cycling and Walking
	SOL012	Bickenhill Parkway Pop up cycle lane
	SOL013	Lode Lane Pop up cycle lane and walking space
	SOL014	Central Cycle Hub
Walsall	WAL001	Walsall Town Centre Zone 1: Crown Wharf
	WAL004*	District & Local Centres Active Travel Interventions
	WAL005	Residential Footway Widening Package
	WAL006	Walsall Town Centre Cycle Parking
	WAL007	Renewing Existing Cycle Infrastructure
Wolverhampton	WOL001	City Centre traffic lane closure Lichfield Street and Darlington Street.
	WOL002	Addition of contraflow cycle lane in Darlington St/Lichfield St, and cycle parking.
	WOL003	Victoria Street closure to motor vehicles and creation of pedestrian/cycling zone

Local Authority	Reference	Scheme Name
	WOL004	Gateway markings and arrangements at ring road access points to aid social distancing
WMCA	WMSM001	Cycle Parking for Organisations
	WMSM002	LovetoRide
	WMSM003	Commonplace
	WMSM004	Travel planning capacity
	WMSM005	Road safety package
	WMSM006	Modeshift STARS
	WMSM007	Focus groups
	WMSM008	Go Jauntly and Social prescribing
	WMSM008	Active Travel Partnership Expansion – Cycling UK, British Cycling, Living Streets

Additional EATF Tranche 1 schemes

Local Authority	Reference	Scheme Name
Birmingham	BIR015	A38 Bristol Road South
	BIR016	Moseley & Bournville Modal Filters
	BIR017	Revenue shortfall from T1
Coventry	COV007	Corporation St / Bishop St / Tower St
	COV009	University of Warwick
	COV010	NCN 52
Solihull	SOL015	Sustainable travel team
Wolverhampton	WOL005	Wolverhampton Ring Road
WMCA	WMSM010	West Midlands Bike Share
	WMSM011	Focus groups
	WMSM012	Monitoring and evaluation extension
	WMSM015	Travel planning capacity
	WMCOM	Marketing extension
	WMSM201	West Midlands Bikeshare Scheme

EATF Tranche 2 schemes and links to T1

Reference	Scheme Name	Linked to EATF T1	T1 Scheme Ref / Comment
BIR201A	Moseley Local Centre – Transport Space Reallocation Location:	✓	BIR001
BIR201B	Stirchley Local Centre – Transport Space Reallocation	✓	BIR002
BIR201C	Cycle lanes - Sutton Coldfield (A5127)	✓	BIR007 which has been removed
BIR201D	Cycle lanes – City Centre to Yardley (A45 corridor)	✓	BIR008

Reference	Scheme Name	Linked to EATF T1	T1 Scheme Ref / Comment
BIR201E	Cycle lanes – Selly Oak to Longbridge (A38 corridor)	✓	BIR009
BIR201F	Cycle lanes – City Centre to Fort Dunlop and Castle Vale (A47 corridor)	✓	BIR010
BIR201G	Cycle lanes – City Centre to Smethwick (A457 corridor)	x	
BIR201H	Cycle lanes – Bradford Street (City Centre Access)	✓	BIR012
BIR202A	Lozells LTN	✓	BIR003
BIR202B	Kings Heath & Moseley LTN	✓	BIR004 / BIR005
BIR202C	Bournville LTN	✓	BIR016 / BIR005
BIR202D	Castle Vale LTN	✓	BIR005
BIR202E	Tyseley & Hay Mills LTN	x	
BIR202F	Sutton Coldfield LTN	x	
BIR202G	Car Free School Streets Measures	x	
BIR202H	Places for People: further quick wins & early demonstration measures	x	
BIR203A	Further development of Tranche 1, Scheme 6 City Centre Traffic Cells Initiative	✓	BIR006
BIR203B	Development of other elements of City Centre Traffic Cells Initiative	✓	BIR006
BIR204A	More cycle lanes incl. A47 spur to Walmley, A47 spur to Ward End, A38 spur to Moseley	x	
BIR204B	Local Centres incl. Sutton Coldfield, Erdington and Soho Road	x	
BIR204C	City-wide cycle parking in public spaces	✓	BIR014
BIR204D	Big Birmingham Bikes	-	
COV201	University Hospital	x	
COV202	Foleshill/Radford to City Centre	x	
COV203	Campus Connections University of Warwick	✓	COV009
DUD202	A4123 Corridor (Dudley/Sandwell section)	x	
DUD204	A456 Corridor (Halesowen) Cycling Measures - Phase 1	x	

Reference	Scheme Name	Linked to EATF T1	T1 Scheme Ref / Comment
SAN201	Blackheath Town Centre Active Travel Interventions	x	
SAN202	Wednesbury Town Centre Active Travel Interventions	x	
SAN203	Bearwood High Street Active Travel Interventions	x	
SAN204	A4123 Corridor (Dudley/Sandwell section)	x	
SOL201	Blossomfield Road Pop up Cycleway	✓	SOL007
SOL202	Knowle to Solihull Town Centre Pop up Cycleway	x	
SOL203	Borough Wide Cycle Parking	-	
SOL204	Meriden to Millisons Wood Cycleway	x	
WAL201	Connecting Bentley Phase II	x	
WAL203	School Streets Phase II	✓	WAL004
WOL203	St Peters Ring Road Crossing & Waterloo Road	✓	WOL005
WOL204	Wednesfield Road	x	
WOL206	Supporting measures	-	

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Transport Scrutiny Sub-Committee

Date	30 November 2020
Report title	Regional Road Safety Progress
Portfolio Lead	Transport - Councillor Ian Ward
Accountable Chief Executive/TfWM Director	Laura Shoaf, Managing Director, Transport for West Midlands Email: laura.shoaf@wmca.org.uk Tel: (0121) 214 7444
Accountable Employee	Anne Shaw, Director of Network Resilience, Transport for West Midlands Email: anne.shaw@tfwm.org.uk Tel: (0121) 214 7811
Report has been considered by	n/a

Recommendation(s) for action or decision:

The Transport Scrutiny Sub-Committee is recommended to:

- (1) Note the progress made on managing Road Safety across the region and the priorities agreed through the Regional Road Safety Strategic Partnership.
- (2) Note the range of activities delivered by partners across the West Midlands throughout 2019/20 to date.

1. Purpose

- 1.1 To update the Transport Scrutiny Sub Committee on the progress being made in relation to the region's target to reduce killed and seriously injured (KSI) by 40% by 2028 (baseline from 2015/17) with a longer-term ambition to achieve zero harm on roads in the West Midlands.
- 1.2 To update on the establishment of the Regional Road Safety Strategic Partnership and priorities established.

2. Background

- 2.1 The Mayor of the West Midlands has concurrent powers with constituent authorities for road safety under Section 39 of the Road Traffic Act 1988. These powers cover the West Midlands Combined Authority area.
- 2.2 At the WMCA Board in January 2019, the Regional Road Safety Strategy (RRSS) was approved. This recognised a multi-disciplinary approach amongst regional partners to sustain reduced road traffic collisions to meet the KSI targets for the region. This is based on the following five pillars:
 - Road Safety Management
 - Safer Roads and Mobility
 - Safer Vehicles
 - Safer Road Users
 - Post-Crash Response.
- 2.3 This Strategy is aiming to address the wider social and economic consequences of collisions in our region. Socially, the devastation caused by road traffic collisions is harrowing on the families and communities affected. Economically, the average cost per fatal casualties in 2018 was £1.9 million. The cost of managing fatalities or long-term consequences for those seriously injured also has impact on essential services including those provided by the NHS. Concerns about road safety are also barriers to more active travel modes including walking and cycling. Research from Bike Life West Midlands (2019) shows that 73% of residents never cycle and 31% of residents walk less than once per week, with safety being a significant barrier for many.

3. Towards a 40% Reduction in KSI's by 2028

- 3.1 The table below shows the progress made towards a 40% reduction in KSI's by 2028. In absolute terms the number of KSI's has reduced by 6% since the target was set. A per capita comparison shows the number of KSI's has reduced by 8% per 100,000 population.

3.2

 West Midlands Combined Authority	Baseline 2015-2017 average	2018	2019	...2028
WMCA area KSI figures	1045	1038	986	627
Percentage change from baseline (2015-2017)	N/A	↓1%	↓6%	↓40%
Casualty rate per 100,000 population	37	36	34	22
Percentage change from baseline (2015-2017)	N/A	↓3%	↓8%	↓40%

4. Delivering Road Safety interventions 2019/20

4.1 Throughout 2019 and during this current financial year, a range of activities were undertaken by partners across the region. This includes engineering solutions to improve the road environment, collaboration through established partnerships to deliver road safety education or enforcement where applicable. This has helped to tackle some road safety areas such as vulnerable road users (pedestrians, cyclists and powered 2 wheelers) as well as working with schools, and other community organisations. Also included is the roll out of average speed enforcement or traffic calming measures in priority areas as well as safer facilities for disabled access and school advisory speeds. Bike-ability training has been provided targeted where new engineering schemes are put in place and safe routes to schools.

Organisation	Programme Highlights
Birmingham City Council	Road Safety Partnership and engineering measures.
Coventry City Council	Traffic Calming, general traffic management and local safety schemes.
City of Wolverhampton	12 engineering safety schemes.
Dudley Metropolitan Borough Council	6 local safety schemes, safer routes to school and pedestrian facilities.
Sandwell Metropolitan Borough Council	10 engineering and safety schemes. 5 walking and cycling schemes.
Solihull Metropolitan Borough Council	Bike-ability training, car exclusion zones and various education programmes.
Walsall Metropolitan Borough Council	Pedestrian education, speed awareness and 5 active travel initiatives.
West Midlands Combined Authority	'eScooter' road safety measures, strategic partnership and communications campaign.
West Midlands Fire Service	Multi-Agency Road Safety Operation (MARSO), Biker-Down and tyre safety.
West Midlands Police	MARSO, speed detection and motorcyclist/cyclist safety.

5. The Road Safety Action Plan

5.1 In 2017 The West Midlands RRSS was written and from that a number of casualty areas were identified to be targeted in an effort to reach a 40% reduction in KSI's by 2028. To this end a Regional Road Safety Action Plan, 'Be Safe, Feel Safe' outlines the how, when and who for these interventions starting in April 2021. All interventions will be targeted and data led. The Action Plan will initially focus on the 5 casualty areas that have been highlighted in the RRSS. However, as we progress through the life of the Action Plan, a key area for the West Midlands Road Safety Group surrounds commitment 3 - Data Management, where we will undertake deep dive analysis of the data to determine further insight into the casualties in the region. This is not something that we would propose to complete in the first year, but rather start in year one and use our findings to further influence the delivery in years 2 and 3. Whilst we have said the Action Plan will start in April 2021 there are commitments that are already being delivered at a local level that will be enhanced through the lifespan of the Action Plan.

5.2 The Action Plan as it is taken forward contains the following cross cutting themes:

- Improving data integrity and quality
- Influencing road user behaviours
- Safer walking, cycling and scooting
- Measures to support speed management
- Safer citizens, communities and streets
- Creating an ethos of shared space.

5.3 The measures in the Action Plan (2021 – 2024) are divided into a number of commitments, which will be owned and delivered by regional partners. A summary of the emerging commitments is shown below in Table 2.

Theme	Commitment
Education	<ul style="list-style-type: none"> • Commitment 1.1 - Targeted campaigns for schools, communities and employers • Commitment 1.2 - Measures to encourage safe driving and sharing of space
Enforcement	<ul style="list-style-type: none"> • Commitment 2.1 - Regionwide roll out of average speed enforcement • Commitment 2.2 - Measures to encourage enhanced community safety • Commitment 2.3 - Establish a new model for capturing revenue from of operation for moving traffic offences to support delivery
Data Management	<ul style="list-style-type: none"> • Commitment 3.1 - Deep dive analysis – vulnerable groups • Commitment 3.2 - Annual report to identify any communality in behaviour traits amongst casualty data • Commitment 3.3 - Additional data sources

Engineering	<ul style="list-style-type: none"> • Commitment 4.1 - Safer roads investment planning measures • Commitment 4.2 - Road assessment programme on the KRN and MRN • Commitment 4.3 – Area wide programme in collaboration with Highways England
Looking to the future	<ul style="list-style-type: none"> • Commitment 5.1 – Route based approach to identify safety issues on KRN • Commitment 5.2 – In-vehicle and roadside technology measures
Other measures	<ul style="list-style-type: none"> • Commitment 6.1 - Legislative powers to support network management • Commitment 6.2 - National standard for construction traffic and community safety • Commitment 6.3 - Developing a regional suite of resources and a road safety brand • Commitment 6.4 - Driving for better business • Commitment 6.5 – Understand the impacts of Emergency Active Travel Fund measures

Table 2. Road Safety action plan commitments

5.4 The aim of the Strategic Partnership will be to confirm these commitments along with the officer led group and undertake monitoring and evaluation on the outcomes to help refine delivery to ensure that the target is reached by 2028. This will be kept under continuous review to ensure that we are able to tackle emerging initiatives which will have the impact of introducing greater vulnerable users onto the highway network.

6. Financial Implications

6.1 Funding for road safety interventions are managed by each delivery organisation from their own capital and revenue resources. The Action Plan will support each Local Authority to prioritise their delivery. However, this will be constrained to the available resources taking into account other budgetary pressures and priorities.

6.3 In order to deliver greater impact for road safety programmes, it would be beneficial to explore alternative funding sources such as the retention of fines for those breaking the law, endangering lives and enabling a transparent mechanism of reinvestment through appropriate engineering, enforcement and education programmes.

6.4 It should be noted that whilst we have the statutory responsibility as a combined authority together with the Local Authorities, we have minimal funding to implement any additional programmes to support meeting this stretching target. Without leveraging more sustainable funds through the Devolution White Paper, we will be hampered in how collectively we can deliver.

7. Legal Implications

7.1 The Mayor of the West Midlands has concurrent powers with constituent authorities for road safety under Section 39 of the Road Traffic Act 1988. These powers cover the West Midlands Combined Authority area.

7.2 There are no direct legal implications arising from this report.

8. Schedule of Background Papers

1. [Regional Road Safety Strategy Briefing Note 2018 \(Appendix 1\)](#)
2. [Regional Road Safety Strategy](#)

Appendix 1 – Regional Road Safety Strategy Briefing Note (2018)



West Midlands Regional Road Safety Strategy

Briefing Note, December 2018

Background

A Road Safety Memorandum of Understanding (MoU) between the elected Mayor of the West Midlands, the WMCA and constituent local authorities and partners in respect of the Combined Authority area has been developed and agreed by the WMCA Board in September 2018. The MoU aims to harmonise procedures and support the Regional Road Safety Strategy (RRSS).

The key partners in the development of the RRSS are:

- Constituent local authorities
- Department for Transport
- West Midlands Police
- West Midlands Fire Service
- Highways England

The RRSS will be managed by a new Regional Road Safety Strategic Group (RRSSG) which will provide a strategic role and coordinate a multi-agency approach to reducing the number of casualties on our region's roads.

Progress to date

The Mayor of the West Midlands now has concurrent powers with constituent authorities for road safety under Section 39 of the Road Traffic Act 1988. This power covers the West Midlands Combined Authority area.

Such devolution powers has enabled Local Authorities and the WMCA to produce a RRSS which has helped decide on what road safety measures are needed in the region and allowed a greater regional partnership and collaborative approach to road safety to be developed.

Strategy Aims and Challenges

The principle strategic outcome in the RRSS is to *'reduce the number of people killed and seriously injured on the regions roads by 40% over the next 10*

years based on the three year average 2015-2017'. In addition to the above, other objectives include:

- A reduction in the number of vulnerable people being injured on our region's roads and addressing gaps in equalities to promote inclusive growth;
- Encouraging more people to choose active travel, reducing car usage and improving our region's air quality;
- Making roads spaces safer for all users; and
- Reducing the economic costs of collisions on society.

The RRSS outlines several challenges to overcome when addressing the strategic objectives. These include:

- **Resources:** Across the transport sector in general there has been pressure put on resources both monetarily and in human resources. These factors will impact on the successful delivery of the overall vision;
- **Data:** There are currently several data collection gaps that will need to be addressed to improve the evidence base;
- **Insurance breaches:** The West Midlands region is currently the second largest region in the UK for the number of motorists driving without insurance. This has major implications for resources and cost to the economy; and
- **Fatal four:** The four most fatal and common causes of accidents are alcohol, distractions, seatbelts and speeds.

Key Points from the Strategy

The RRSS promotes the United Nations Global Plan for Road Safety and the five key pillars for reducing global road traffic collisions and fatalities. These pillars are:

- **Pillar 1:** Road Safety Management
- **Pillar 2:** Safer Roads and Mobility
- **Pillar 3:** Safer Vehicles
- **Pillar 4:** Safer Road Users
- **Pillar 5:** Post Crash Response

Building a **healthier, happier, better connected and more prosperous** region

Based on these pillars, a number of principle strategic outcomes for the RRSS have been developed for the West Midlands. These include:

- Establish the strategic approach to all aspects of road safety in the West Midlands Combined Authority Area;
- Develop a Regional Road Safety Action Plan (RRSAP) which addresses the road safety concerns and challenges being faced;
- Ensure that all partners adopt an outcome based approach and develop the mechanism for reporting to the WMCA Board;
- Monitor and analyse road casualty data against the 40% killed or seriously injured reduction target; and
- Evaluate the effectiveness of activities to reduce road casualties and encourage the sharing and adoption of good practice across the WMCA area.

The Strategy identifies the following key target groups as groups that will benefit the most from the strategic outcomes, due to their vulnerability and behavioral patterns on the road network:

- Target Group 1: Pedestrians
- Target Group 2: Pedal cyclists
- Target Group 3: Powered two wheelers including riders and passengers
- Target Group 4: Young drivers and their passengers
- Target Group 5: Drivers aged over 26

Impact on the delivery of the Strategic Transport Plan

The approval of the RRSS will support the delivery of a number of policies outlined in Movement for Growth, particularly:

- **Policy 1:** To accommodate increased travel demand by existing transport capacity and new sustainable transport capacity;
- **Policy 3:** To maintain existing transport capacity more effectively to provide greater resilience and

greater reliability for the movement of people and goods

- **Policy 11:** To significantly increase the amount of active travel in the West Midlands Metropolitan Area
- **Policy 12:** To significantly reduce road traffic casualty numbers and severity.

Next steps

The next steps will be to establish a RRSSG; reporting into the WMCA Board. The RRSSG will work towards a number of actions including:

- The implementation of road safety activities, through the existing MoU on Road Safety (acting as a formal agreement between the partners); ensuring road safety measures are delivered in a coordinated manner;
- Development of a RRSAP, addressing the road safety concerns and challenges being faced across the region;
- Monitor the RRSAP deliverables and analyse road casualty data against the 40% KSI reduction target, to ensure that right groups are being targeted;
- Identify road safety funding streams where available; and
- Enhance current road safety practices and explore innovative approaches to casualty reduction.

Further Information

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References

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West Midlands Regional Road Safety Strategy



Transport for
West Midlands

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Foreword



Andy Street

Road safety affects everyone in our region and improving the safety of our roads is a key factor in making the West Midlands an attractive place to live, work and visit.

The primary objective of the West Midlands Regional Road Safety Strategy is to reduce the number of people killed or injured as a result of road traffic collisions and to make our roads safer for all road users. Although we want to eventually reduce the number of people harmed in road traffic collisions to zero, the Regional Road Safety Strategy aims to reduce the number of people Killed or Seriously Injured (KSI's) by 40% over the next decade.

Over the past 15 years, we have collectively achieved a reduction in the number of people killed or seriously injured. However recent trends indicate our region, like many others across the nation, is starting to experience an

Andy Street

West Midlands Mayor and
Chair of the WMCA



Cllr Roger Lawrence

increase in KSI's. Every collision that results in personal injury on our roads is traumatic for everyone involved and has a negative impact on our people and our region's economy.

To support casualty reduction, we have adopted the 'Safe Systems' approach, which provides a more forgiving road system that is designed to protect people from death and serious injury.

This strategy has been developed in combination with other important transport and economic strategies such as Movement for Growth, and has been constructed so it can be updated and adapted annually to tackle the complexities associated with KSI reduction.

We have recently agreed a Memorandum of Understanding setting out how the West Midlands Combined Authority and its stakeholders intend to work together on road safety.

Cllr Roger Lawrence

Chair of the Transport Delivery Committee and Leader
of the City of Wolverhampton Council

It is our hope that all our partners and stakeholders, working together with our communities, businesses and individual members of the public, will join together to help deliver improvements on our roads.

Following an extensive analysis of collisions on our region's roads, the following five key target groups have been identified:

- Adult/ Child pedestrians
- Pedal cyclists
- Motorised two-wheelers
- Young drivers and their passengers
- Drivers over 26

In collaboration with road safety experts, we have taken a multi-agency approach to developing this strategy. We believe its adoption will benefit all our residents and will contribute to a vibrant and stronger regional economy.

Message from the Police and Crime Commissioner



Road safety is a key priority for preventing crime, protecting the public and helping those in need. Road traffic collisions in the West Midlands cause loss of life, major disruption and damage to the economy. Most of these collisions are preventable.

As a former Transport and Road Safety Minister, I have made road safety one of the top priorities in my Police and Crime Plan. As Transport Minister, I was instrumental in introducing the original ban on driving while using a handheld mobile phone. I also worked closely with the Police on road safety issues and was influential in giving the Police powers to seize uninsured vehicles.

The West Midlands Combined Authority (WMCA) is playing a key role in improving transport provision in the region. Both Councils and the WMCA must cooperate urgently to get traffic light signals linked up, ensuring the roads run safer and more smoothly, bringing both safety and cost benefits.

West Midlands Police have led on cycling safety, pioneering

'close pass' road safety scheme, which has received widespread praise. West Midlands Police launched #OpClosePass two years ago in a bid to educate motorists on the dangers of overtaking too close to cyclists, making cycling a safer option for commuters.

Four years ago, I pledged to ensure that West Midlands Police support the development of the local economy and our communities. Our roads are the arteries of our economy and ensuring they are safe and secure for road users is central to social wellbeing, driving investment into the region and creating jobs. Good policing has the ability to deny our roads to criminals, keeping both traffic and the economy working. Keeping our roads safe and reducing the number of victims, not only cuts down on the devastating human cost of collisions, but is good for the economy as well. Each death on our roads is estimated to cost £2.1 million on average to the economy.

In 2016, a fatal incident on the M6 motorway forced part of the Birmingham stretch to close for almost 24 hours. Following this, I called a hearing to establish

effectiveness of multi-agency work in getting the motorway open in a safe and timely manner and the management of traffic in the vicinity of the incident site.

To prevent similar disruption and open the motorway as quickly and safely as possible, recommendations were made including a programme of exercise to handle unplanned motorway closures and ensure Highways England review several of their protocols linking to management of incidents.

Roads are a key network for the business supply chain, linking producers, markets and customers. I will continue to seek a safe, secure and efficient road network in our area, ensuring West Midlands roads are a safe place to be. Clear road safety targets are a key part of this strategy. It is welcome that since the government dropped national targets several years ago. We are bringing them back and showing leadership on this issue.

David Jamieson
Police and Crime Commissioner

A handwritten signature in blue ink that reads "David Jamieson". The signature is written in a cursive style with a long horizontal line extending to the right.

Partner Agreement

Roles of The Key Partners

West Midlands Combined Authority

Local Authorities

Transport for West Midlands

West Midlands Police

Police and Crime Commissioner

West Midlands Fire Service

Highways England

All partners agree to work in partnership to reduce road traffic casualties in the West Midlands, with the objective of:

- Adopting an iterative approach to evaluating the cause of personal injury collisions and develop a consistent approach to casualty reduction;
- Developing a consistent approach to the intelligence led enforcement of road traffic violations and driver awareness;
- Agreeing the West Midlands Road Safety Action Plan which is aimed at achieving casualty reduction targets; and
- Using available resources to effectively and efficiently support the Regional Road Safety Strategic Group (RRSSG).

Key decision making about how to allocate resources will be undertaken by the RRSSG. resources will be undertaken by the Road Safety Strategic Group (RSSG).



Executive Summary

Whilst both Great Britain and the West Midlands region have seen substantial and sustained reductions in road casualties, according to the Department for Transport (DfT)¹, this significant progress in casualty reduction is due to several factors, including advanced vehicle safety, enhanced road safety engineering, improved driver training, better road safety education and improvements in post-collision care, in recent times these have increased in the West Midlands.

A contributing factor is a significant increase in the numbers of motorised vehicles resulting in congestion and a significant decline in the quality of mobility and safety for all road users, particularly vulnerable road users such as pedestrians.

To address the road safety challenges, Transport for West Midlands (TfWM) a part of the West Midlands Combined Authority, in partnership with local authorities and other stakeholders has developed the Regional Road Safety Strategy (RRSS). This Strategy provides direction to address road safety for all road users across the West Midlands Metropolitan region.

In seeking to achieve safer roads, the RRSS acknowledges the government's Strategic Framework for Road Safety (2011) which emphasises decentralisation and encourages local accountability on delivery. Consequently, this Strategy is regionally driven but locally delivered.

The core theme underpinning our approach to this Strategy is that enhancing road safety requires a multidisciplinary approach to reduce and sustain casualty reduction targets. Counter measures which will be detailed in the RRSS Action Plan, will be identified through a comprehensive evaluation

process and based on the United Nation's five pillars approach. These pillars are

- Road Safety Management;
- Safer Roads and Mobility;
- Safer Vehicles;
- Safer Road Users; and
- Post-Crash Response.

Safer roads are vital to residents of the West Midlands, not only to reduce the amount of people affected by killed or seriously injured people, but to support the West Midlands as a growing region.

Improving road safety at key junctions also brings enhancements to traffic flow and improves journey times for those residents and businesses travelling within the region. Reducing congestion on our roads is a key issue that all partners are committed to tackling.

Improvements to the flow of people and goods deliver economic benefits and make the region more attractive to investment while reducing air pollution, providing a health benefits to us all.

This Strategy encourages effective partner collaboration to achieve a 40% reduction in the number of killed and seriously injured (KSI's) over the next 10 years, based on the 2015-2017 average.

¹ Strategic framework for Road Safety 2011
<https://www.gov.uk/government/publications/strategic-framework-for-road-safety>

1. Introduction

The RRSS sets out how we intend to reduce KSI road casualties by 40% over the next ten years based on the 2015-2017 three-year average, in the West Midlands Metropolitan region. Alongside this, there is the importance of tackling slight collisions on our roads. By adopting this Strategy, we will be taking action towards reducing the social, health and economic losses associated with such collisions.

The Global Context

The United Nations' Global Plan for Road Safety¹ promotes five pillars that aim to stabilise and reduce global road traffic fatalities. These pillars are holistic and focussed; they are:

- **Pillar 1:** Road Safety Management
- **Pillar 2:** Safer Roads and Mobility
- **Pillar 3:** Safer Vehicles
- **Pillar 4:** Safer Road Users; and
- **Pillar 5:** Post Crash Response

The National Strategy

The Department for Transport (DfT) published Working Together to Build a Safer Road System² in 2015 as part of its commitment to investing in national road safety, building on the five pillars. The Safe Systems is considered by many experts as the most appropriate approach in guiding the management of road safety.

The principles of the Safe Systems approach are;

- Human beings make mistakes that lead to road collisions;
- The human body by nature has a limited ability to sustain collision forces with known tolerance to injury thresholds; and
- It is a shared responsibility between stakeholders (road users, road managers, vehicle manufacturers, etc.) to take appropriate actions to ensure that road collisions do not lead to serious or fatal injuries.

The DfT reported³ that the cost per fatal casualty in 2017 was £2.1 million. This figure was used to determine the cost of all casualties in road traffic collisions in the WMCA area for the period 2015 – 2017, which was £444 million. per year. This includes the human cost which reflects pain, grief and suffering; the direct economic costs of loss of output and the medical costs.

The Regional Approach

Devolution and the government's decentralisation agenda now enables local authorities and the WMCA to decide on what safety measures are needed in their areas, rather than having centralised national targets.

We recognise that to achieve greater efficiency and collaboration in working towards the 40% reduction, there is a need for greater regional partnership.

This Strategy will provide an overarching framework that delivers on devolution within the West Midlands. We will establish this strategy through a multi-agency Regional Road Safety Strategic Group (RRSSG). This group reporting into the West Midlands Combined Authority Board, will work towards the implementation of road safety activities, through a Memorandum of Understanding (MoU). The MoU is a formal agreement between the partners to enable the Strategy and Action Plan to be delivered. It also includes the concurrent legal powers available to the RRSSG, the functions and services it will oversee, including the associated financial implications.

¹. United Nations Global Plan for Road Safety
https://www.who.int/roadsafety/decade_of_action/plan/plan_english.pdf

². Road Safety Statement: Building a safer road system

<https://www.gov.uk/government/publications/road-safety-statement-working-together-to-build-a-safer-road-system>

³. Cost of road casualties in Great Britain

<https://www.gov.uk/government/statistics/reported-road-casualties-great-britain-annual-report-2017>

The RRSSG will also;

- Establish the strategic approach to all aspects of road safety in the West Midlands Combined Authority Area;
- Develop a Regional Road Safety Action Plan which addresses the road safety concerns and challenges being faced;
- Ensure that all partners adopt an outcome-based approach and develop the mechanism for reporting to the WMCA Board;
- Monitor and analyse road casualty data against the 40% KSI reduction target to ensure that the right groups are being targeted;
- Evaluate the effectiveness of activities to reduce road casualties and encourage the sharing and adoption of good practice across the West Midlands Combined Authority Area.



Strategic Overview

Monitoring and Evaluation: Led by Regional Road Safety Strategic Group (RRSSG)

Contributions from: All key Partners

Responsibilities:

- Establishing the strategic approach to all aspects of road safety in the West Midlands Metropolitan Area
- Ensuring that all partners adopt an outcome-based approach and hold them to account
- Accountable for the implementation of the Road Safety Action Plan
- Monitor and analyse road casualty data to ensure that the right groups are being targeted
- Evaluate the effectiveness of activities to reduce road casualties – encouraging the sharing and adoption of good practice across the West Midlands Metropolitan Area



Local Authority Delivery

Local authorities, West Midlands Police and Fire Service together with key stakeholders are essential delivery partners for the action plans of this Strategy. Every Highway Authority in England has a Statutory Duty under Section 39 of the Road Traffic Act 1988 to promote and improve road safety by disseminating information or advice relating to the use of roads.

The Act states that each local authority:

- Must carry out studies into collisions arising out of the use of vehicles on roads or parts of roads, within their area;
- Must, in light of such studies, take measures as appear to be appropriate to prevent such collisions; and
- In constructing new roads, must take such measures as appear to be appropriate to reduce the possibilities of such collisions when the roads come into use.

In the West Midlands the above duties are shared concurrently with the local authorities and the WMCA

Policy and Strategy Influencers for the West Midlands

The RRSS aims to actively invest in a range of road safety measures and initiatives carried out by its local authorities, alongside acknowledging the key supporting role that our emergency services and enforcement agencies have in preventing and reducing casualties.



Regional Road Safety Strategy

Figure 1 The following figure provides an overview of the policies and strategies which feed into this RRSS.



Figure 1 – An overview of the policies and strategies which feed into the RRSS.

*Indicates documents still in development as of December 2018.

2. Background



As the region becomes more economically active and as our population grows, it is important to create safer roads. Over the last decade, progress has been made in pursuit of better road safety, however more needs to be done to address the upturn in KSIs since 2012.

The West Midlands Road Safety Strategic Vision

Collisions on our roads have a devastating impact on the lives of individuals, friends, families and communities. This RRSS will be a crucial tool in making our roads safer by improving the transport network, delivering inclusive growth, increasing the uptake of active travel modes and in creating a healthier West Midlands.

The principle strategic outcome for road safety in our region is:

- Reducing the number of people killed and seriously injured on our roads.

In addition to the above, other objectives will include:

- A reduction in the number of vulnerable people being injured on our region's roads and addressing gaps in equalities to promote inclusive growth;
- Encouraging more people to choose active travel, reducing car usage and improving our region's air quality; and
- Making road spaces safer for all users, thereby reducing the economic costs of collisions on society.

Challenges

To achieve the overall target and objectives of this RRSS, we acknowledge there are several challenges faced by our region, these include:

Resources

Across the transport sector in general there has been pressure put on resources both monetarily and in human resources. These factors will impact on the successful delivery of the overall strategy;

Data

There are currently several data collection gaps that will need to be addressed to improve the evidence base;

Insurance Breaches

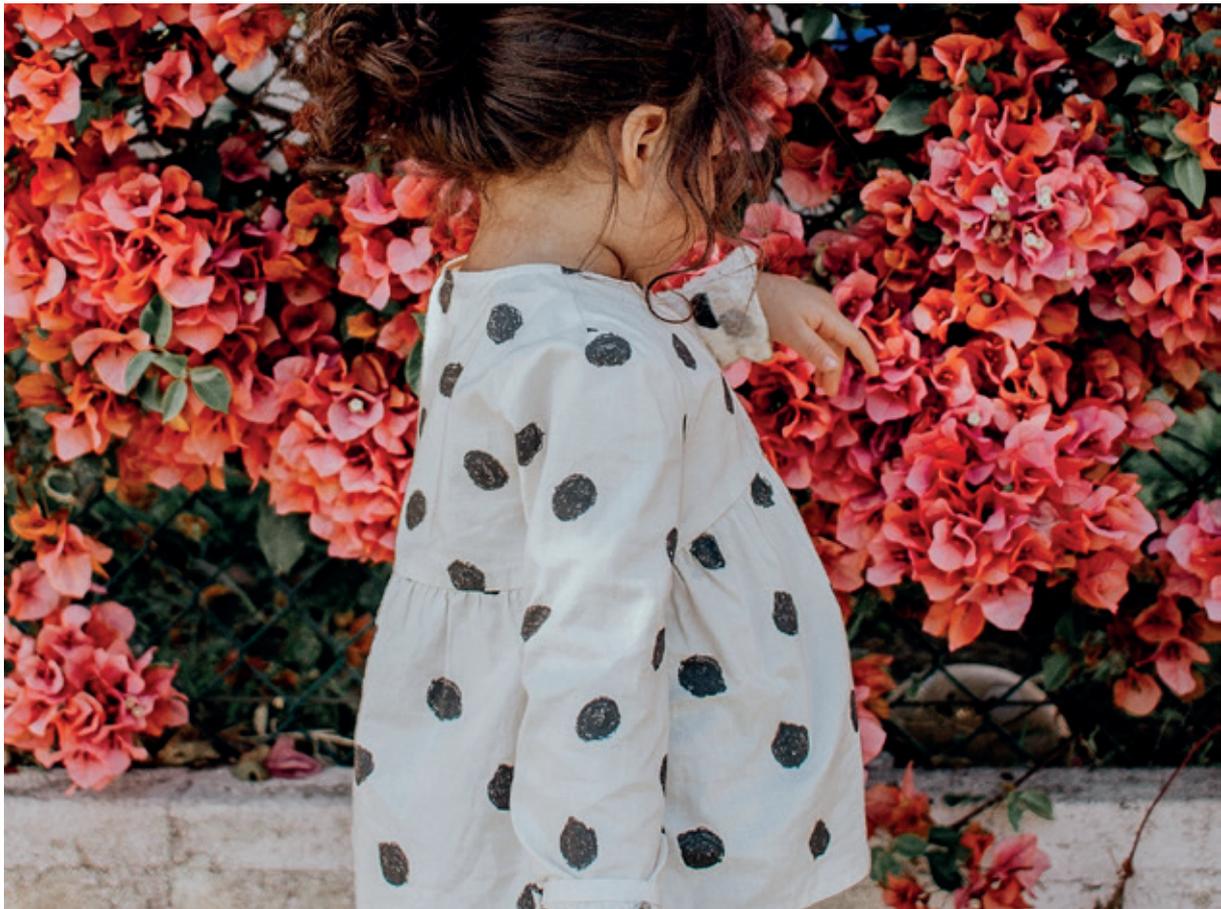
The West Midlands region is currently the second largest region in the UK for the number of motorists driving without insurance. This has major implications for resources and cost to the economy; and

Fatal Four

The challenge of the fatal four common causes of collisions - alcohol, distractions, seatbelts and speed – still remains extremely significant and will require adopting well proven and innovative approaches, to reduce them.

Wider considerations

- Children living in more deprived areas are more at risk of being seriously injured or killed than children living in other areas. We acknowledge that there are multiple areas of deprivation across the region.
- In the West Midlands, fewer people are choosing active modes of travel¹ and around 3 in every 10 people get less than 30 minutes of physical activity every week. Our street designs can discourage social contact and decrease community cohesion, particularly where traffic volumes are heavy.
- Our population is growing; the estimates for 2018² show the West Midlands has a population of 2.9 million. This is an increase of 10% since 2016, resulting in many more people travelling around our region, increasing the number of potential collisions.



¹ West Midlands on the Move 2017

www.wmca.org.uk/what-we-do/public-service-reform/west-midlands-on-the-move/

² Movement for Growth

www.tfwm.org.uk/strategy/movement-for-growth/

3. The Evidence

Regional Casualty Analysis

Road Traffic Collision data is collected by the police and sent to both the DfT and local authorities. Local authorities then send this information to TfWM for analysis, on behalf of the WMCA. The collection and processing of collision data requires close co-operation between central, regional and local government bodies and the police.

Road safety interventions are reliant on data quality to ensure the best road safety initiatives are introduced. The careful analysis of personal injury collision data has enabled the region to develop schemes focusing resources on locations, causation and other factors.

Many factors contribute to road traffic collisions, and it is becoming increasingly difficult to establish trends or patterns that can be mitigated through a single approach. Engineering alone will not enable the region to realise its casualty reduction target. Therefore, innovative ways of incorporating education, engineering, enforcement and encouragement will focus our resources in pursuit of the region's KSI reduction target.

There are other data sources available, such as Hospital Episode Statistics, Ministry of Justice data, coroners' reports and insurance company information but at present, these are not utilised.

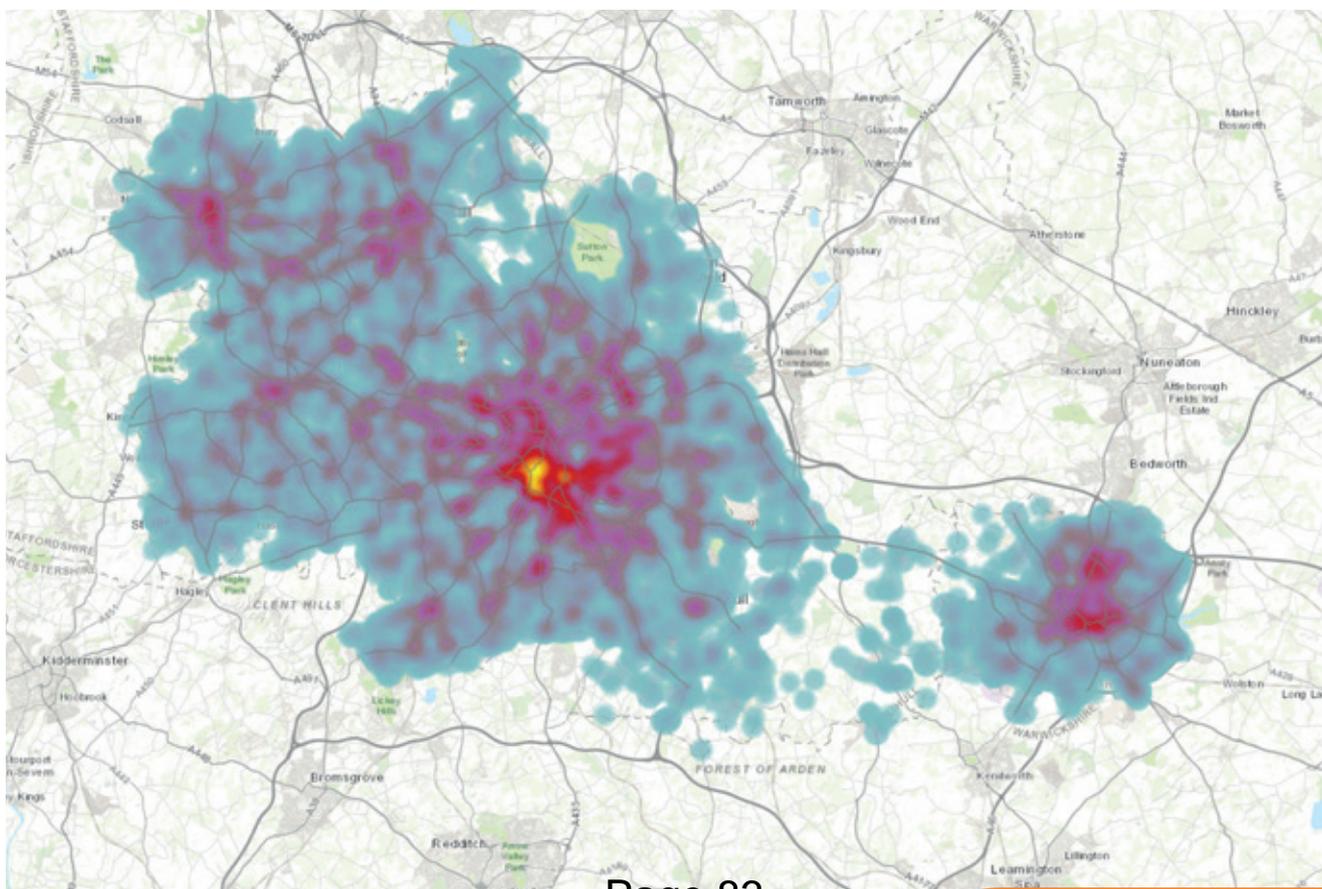
Figure 2 below shows the concentration of collisions across the West Midlands.

¹ Cost of Road Traffic Collisions

<https://www.gov.uk/government/statistical-data-sets/ras60-average-value-of-preventing-road-accidents>

^{2, 3, 4 & 5} Cost of Collisions in the West Midlands and Casualties in the West Midlands

Transport for West Midlands Data



Social and Economic Cost of Casualties

The United Kingdom and the West Midlands on a regional level has seen substantial and sustained reductions in the number of road traffic casualties. Advances in road safety engineering, road safety education, advanced vehicle safety and improved driver training have all contributed to casualty reduction in the region.

The devastation caused by road traffic collisions cannot be underestimated, and apart from the traumatic personal consequences; there are also wider social and economic impacts. The DfT estimates that the average economic cost of a collision in Great Britain 2017 was £90,424¹ for all collisions. In the last three years in the West Midlands the total cost of collisions was £2.1 million².

In 2002, there were 1,304 KSIs³ casualties in the West Midlands region. However in 2013 this figure decreased by 31% to (895) over the 11 year period⁴.

Although we have made progress in KSI casualty reduction regionally, since 2013 the number of people KSI has started to increase steadily and now stands at 1,057⁵ (2017).

KSI casualties in road traffic collisions in the WMCA area, 2015-17

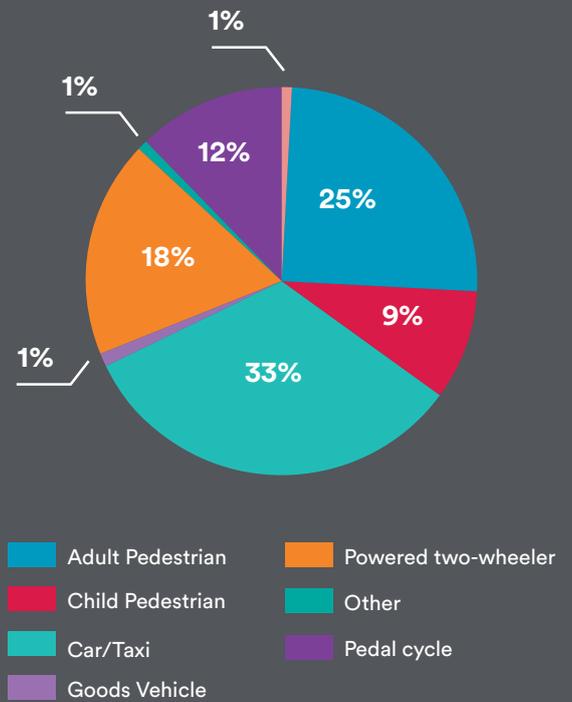
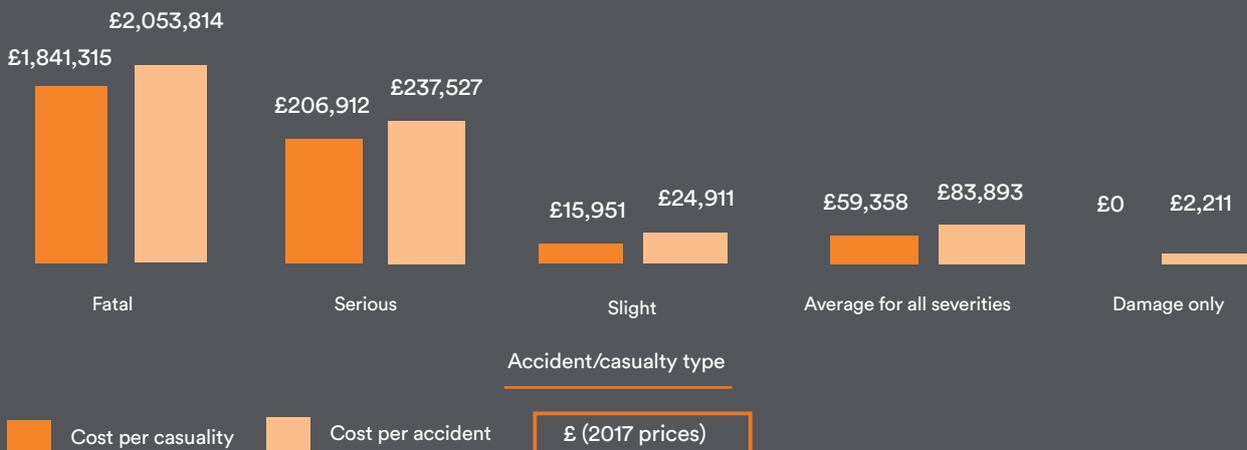
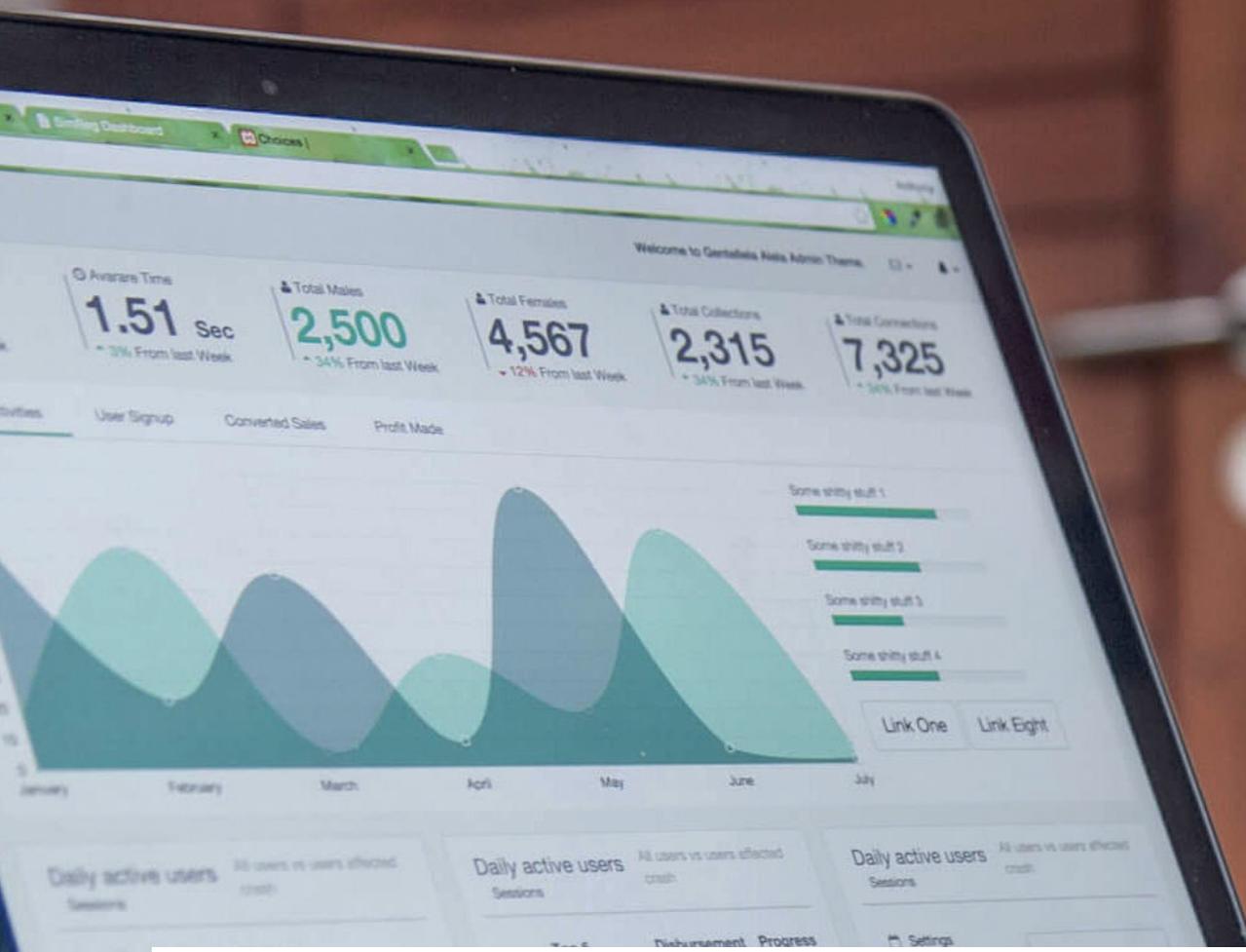


Figure 3 - KSI casualties in Road Traffic Collisions in the WMCA area, 2002 - 2017

These figures are for 'Average value of prevention per reported casualty and per reported road accident in 2017.' – for the whole of Great Britain.



¹ Cost of Road Traffic Collisions
<https://www.gov.uk/government/statistical-data-sets/ras60-average-value-of-preventing-road-accidents>
^{2, 3, 4 & 5} Cost of Collisions in the West Midlands and Casualties in the West Midlands
 Transport for West Midlands Data



What we do with the data

Intelligence-Led Road Safety Data Insight Service

This Strategy is coordinated regionally and delivered through each local authority which is responsible for investigating road traffic collisions and defining 'at risk' road user groups.

The programmes developed by the local authorities will be driven by the evidence utilising a Safe Systems approach. We recognise that targeted approaches, that are demographic appropriate, are the most effective.

The knowledge constituent authorities have across their boundaries make them best placed to investigate roads with high collision rates. When this information is analysed, road traffic collision data is used

to produce detailed reports and make recommendations for possible solutions.

Using the above data, TfWM has developed a bespoke system to enhance the way we currently analyse collisions. The Data Insight Service Team retains and analyses the region's road collision data and provides partners with monthly updates utilising a number of different formats.

In addition, we work closely with West Midlands Police and other stakeholders to improve the data received to enable monitoring of the region's locations, causation factors and other trends which are in the greatest need for road safety intervention.

Casualty Reduction Targets

This Strategy seeks to reduce casualties by 40% - in line with the West Midlands Movement For Growth Strategic Transport Plan, by 2028. Delivery plans by local authorities will be targeted towards these areas:

- Adult Pedestrians
- Child Pedestrians
- Pedal Cyclists
- Powered 2 Wheelers (including passengers)
- Car / Taxi (including passengers)
- Public Transport

2015 - 2017 average Targeted Reduction by 2028

	Adult pedestrian	264	158
	Child pedestrian	95	57
	Pedal Cyclist	126	75
	Powered 2 Wheelers (including passengers)	183	110
	Car/ Taxi* (including passengers)	343	207
	Public Transport	8	5
	Total	1021	612

All the information presented is correct as of December 2018

* The focus within this target group will be young drivers aged 16 - 25, and everyone else 26 and over.

Targeted Casualty Reductions

Target Group 1: Pedestrians

Road traffic personal injury collisions are preventable. Pedestrians are especially vulnerable in the highway environment, as they are not protected from the forces of a road collision as vehicle occupants are.

The key risks to pedestrians include driver behaviour attributed to speeding and drink/drug driving. Other significant contributory factors include the lack of dedicated infrastructure for pedestrians.

West Midlands Pedestrian Casualties

In the West Midlands between 2015 -2017 there were an average of 365 pedestrians killed or seriously injured each year. This has reduced significantly, as the 2001 - 2003 the average stood at 510.

In terms of fatal injuries, there were 183 recorded during the period 2015-2017. Adult and child pedestrians represented 40% of all fatalities with other categories such as drivers/riders showing 46% and passengers at 14%.

The data shows that males are more likely to be a pedestrian casualty than females.

The evidence shows that the weekday evening peak period represents the time of the day with the greatest risks for pedestrians, particularly during the time period 3pm - 7pm. This could be attributable to the higher number of pedestrians on the road system during this period.

Pedestrians represent 40% of all fatalities in the region.

On average in the West Midlands there is one pedestrian killed or seriously injured on roads every day.

On average in 2015-2017



365

Pedestrians are killed or seriously injured each year which includes:

25

fatal

This represents 40% of all fatalities each year on average

215

Male KSI

This represents 59% of all pedestrian KSI casualties 59%

150

Female KSI

This represents 41% of all pedestrian KSI casualties

3-7

pm

40% of weekdays KSI pedestrian road traffic collisions

Targeted Casualty Reductions

Target Group 2: Pedal Cyclist

Many people choose to cycle for fun, fitness or to get to work, more and more miles are cycled on roads in Great Britain every year.

Addressing the safety concerns of existing and potential cyclists has been fundamental to increasing cycling throughout the region.

The West Midlands Cycling Charter¹ seeks to raise levels of cycling across the Metropolitan region to 5% of all trips by 2023. This represents a 400% increase in cycling journeys from the 1% baseline.

West Midlands Pedal Cyclist Casualties

The increase in cyclist numbers in the West Midlands has seen an increase in the total number of cyclist casualties across the region.

There has been a significant increase in the number of cyclist KSI's over the past few years. The previous average from 2011 – 2014 was 103 casualties and this has risen to 126 for the period 2015 – 2017.

Similarly to pedestrian casualties, the data shows that males are more likely to be a cyclist casualty than females.

Cyclists represent 12% of all KSIs² in the region.

¹ West Midlands Cycling Charter
www.tfwm.org.uk/media/2715/cycling-charter.pdf

On average in 2015-2017



126

(cyclists are killed or seriously injured each year)

3

 fatal

This represents 5.5% of all fatalities each year on average.

115

 Male KSIs

This represents 91% of all cyclists KSI casualties each year on average.

11

 Female KSIs

This represents 9% of all cyclists KSI casualties each year on average.

12%

Of All KSI casualties

Targeted Casualty Reductions

Target Group 3: Powered 2 Wheelers (P2W) including riders and passengers

Those who use P2W are one of the most vulnerable user groups, along with pedal cyclists, horse riders and pedestrians. These groups are not protected by a vehicle body in the same way as car users. They also tend to be harder for other drivers to see on the road. Therefore, they are more susceptible to injuries as a result of collisions. Motorcyclists, in particular, have the highest collision and injury rates per mile travelled of all road user groups.¹

West Midlands Powered 2 Wheelers (P2W) including riders and passengers casualties

During the period 2015 – 2017, on average, there were 183 users of P2W killed or seriously injured on West Midlands - roads, per year.

There have not been any significant reductions in the number of users of P2Ws killed or seriously injured over the last 10 years.

The number of KSIs are higher for male users when compared to female users.

Motorcyclists represent 17.5% of all KSI's in the region. This includes 16.7% of riders and 0.8% of passengers.

¹ RoSPA Road Safety Research: Common Motorcycle Crash Causes

www.rospa.com/rospaweb/docs/advice-services/road-safety/motorcyclists/common-motorcycle-crash-causes.pdf

On average in 2015 - 2017



183

On average users of P2W are killed or seriously injured each year which includes:

10

 fatal

This represents 16.4% of all fatalities each year on average, 15.8% riders and 0.5% passengers.

174

 Male KSIs

This represents 95% of all P2W including riders and passengers KSI casualties each year on average.

9

 Female KSIs

This represents 5% of all P2W including riders and passengers KSI casualties each year on average.

Targeted Casualty Reductions

Target Group 4; Young Drivers (aged 16 – 25) and their passengers, cars and taxis (only)

Young drivers are less likely to agree that many behaviours are dangerous and more likely to find a range of actions acceptable. Coupled with their limited experience and attitude to risks, they may be more likely to speed, use their mobile phone, drive without an MOT or insurance drive when tired or after consuming alcohol or taking drugs¹.

West Midlands Young Drivers (aged 16 – 25) and their passengers, cars and taxis (only)

During the period 2015 – 2017, the average number of young drivers (16-25) killed or seriously injured was 39. In a report by the UK Parliamentary Advisory Council for Transport Safety (PACTS), young people were highlighted as facing a unique combination of factors that lead to a higher rate of collisions and deaths.

¹ Young and novice drivers – Commons library briefing <https://researchbriefings.parliament.uk/ResearchBriefing/Summary/SN00517#fullreport>

On average in 2015 - 2017



39

Persons killed or seriously injured, where the driver was aged between 16 – 25.

3

fatal

This represents 5% of all fatalities each year on average.

25

Male KSIs

This represents 65% of all Young Driver KSI casualties each year on average.

14

Female KSIs

This represents 35% of all Young Driver KSI casualties each year on average.

14

Were car drivers

15

Were pedestrians

Targeted Casualty Reductions

Target Group 5: Drivers Aged 26 and over

Driving is the dominant mode of transport for the majority of people in the West Midlands region.

In collisions where the driver was over 26 years old, during the period 2015-2017 there were a total of 1,690 KSIs. This represents 562 drivers, passengers of any age 344, and pedestrians of any age 784.

This target group consists of a large number of group of road users and local authorities will need to gain a further understanding of the demographics and sub groups within this age category.

West Midlands Drivers over 26 Casualties

During 2015 to 2017 there were 562 persons killed or seriously injured, where the driver was aged 26 or over. A higher proportion of these collisions involve male, 63% male and 37% female.

On average in 2015-2017



187

Persons killed or seriously injured, where the driver was aged 26 or over.

13

 fatal

This represents 21% of all fatalities (drivers only) each year on average.

118

 Male
KSIs

This represents 63% of all Drivers over 26 KSI casualties each year on average.

69

 Female
KSIs

This represents 37% of all Drivers over 26 KSI casualties each year on average.

4. Our Approach to Casualty Reduction



Our collaborative approach to road safety is based on evidence and working with our partners to achieve the vision.

Based on our analysis of road safety data and the challenges we face as a region, we have a good understanding of the patterns and trends of collisions and casualties. This has been used to inform a number of road safety measures and initiatives which are now in place. Managing traffic in a safe and effective way through traffic legislation coupled with education, training, publicity and road investment is fundamental to our shared casualty reduction target. Processes are in place to evaluate fatal or serious collisions to assess the causation factors which contributed to the collision. If necessary, local highway authorities implement a wide range of measures to make changes.

Partnerships

National and Regional Partners

Road Safety covers multiple policy areas including transport, public health, education, housing, planning and the emergency services.

Therefore, alongside TfWM, a number of other national and regional partners have developed policies and practices to positively influence road safety. These partners are essential to the overall success of our shared vision and will play an active roles in the RRSSG.

Department for Transport

The DfT published its road safety statement; Working Together to Build a Safer Road System, which sets out the governments national vision for road safety in Britain. The policy recognises that safer roads and safer road users save lives whilst reducing pressure on the NHS and emergency services. It encourages everyone to make safer choices whilst recognising the challenges in the current economic climate. The statement also adopts the Safe Systems approach – where human life and health should be paramount when designing the road network.

West Midlands Police and Crime Plan

West Midlands Police are a key partner to local authorities, supporting their work of a 40% reduction in casualties. The West Midlands Police Road Harm Reduction Team are a specialist team who use a range of interventions, techniques and tools aligned to the United Nations' five pillars to deliver road safety.

Safe Roads

Clear identification of high harm routes

Safe Vehicles

Utilisation of appropriate technology to help reduce the numbers of KSI collisions.

Post Crash Response

Ensure post-crash investigation is supported by high visibility activity in the area of the collision to assist with community reassurance and open new investigative opportunities.

Safe Speeds

Use of intelligence led enforcement and public engagement to improve awareness and compliance with posted speed limits.

Safe Road Users

Work with partners as part of a safe system approach to protect the most vulnerable who use the road network.

The work is on 10 key areas

1. Speeding

2. Mobile Device (Enforcement)

3. Drink/Drug Driving

4. Seat Belt

5. No insurance

6. Vulnerable road users

7. Powered Two Wheelers

8. Collaborative support

9. Integrated Offender Management

10. Technology and Innovation

West Midlands Fire Service

West Midlands Fire Service (WMFS) aims to make the West Midlands safer, stronger and healthier. This is achieved through three imperative strands: Prevent, Protect and Response. Their priorities include reducing serious traffic collisions; helping people lead safer, healthier lives; helping businesses to thrive; and ensuring quick, safe and effective response to emergencies.

Within the WMFS lies the Road Casualty Reduction Team (RCRT), a specialist team working in collaboration with partners. It supports WMFS' operational staff in each of their 38 Fire Stations to deliver targeted local interventions and national campaigns to vulnerable road users including drivers, pedestrians, cyclists and bikers. This will continue to be a useful service supporting this RRSS.

The WMFS' plan is a three year rolling strategy which sets out their priorities and objectives. These include a reduction in serious road traffic collisions, helping the community have safer, healthier lives and making sure they tackle emergencies efficiently, effectively and safely. The RCRT recognises and implements road safety best practice at all levels (local, regional

& international). The organisation has over 1000 operational firefighters covering all 7 local authorities within the WMCA area. This provides a great advantage in terms of resource as the RCRT is able to centrally co-ordinate road safety prevention activity whilst utilising operational staff to deliver key road safety interventions.

The RCRT has developed an award winning immersive educational package, Every Choice Counts, which uses digital media and state of the art technology to convey road safety messages to target the demographic of young drivers, aged 16-24. The package incorporates behavioural change techniques and has a robust evaluation system. It will provide an important part of the intervention package supporting initiatives for the young drivers target group. Other initiatives by WMFS involve work in partnership with the Central Motorway Policing Group, delivering other effective interventions such as Biker Down with WMFS operational crews supporting in the educational role.



Highways England



The National Incident and Casualty Reduction Plan focuses on Highways England's customers (road users) and sets out how they ensure that no one should be harmed whilst travelling or working on the Strategic Road Network (SRN). The SRN is made up of the motorways and major trunk roads in England, which Highways England manages.

The plan details their approach to road safety and how they work to achieve their strategic outcomes. It also sets out their road safety delivery model, and the key roles and responsibilities across the organisation and how they intend to implement a Safe Systems.

As a strategic partner to enabling the success of this RRSS, Highways England brings a wealth of experience through national campaigns, engineering measures as well as best practice, particularly relating to road worker safety. Across the WMCA area we want to utilise this experience to enable the delivery of measures to reach the overall target within this Strategy.

Highways England's Delivery Plan commitment is that they must work 'towards the goal of bringing the number of people killed or injured on the SRN as close as possible to zero by 2040'.

There are some key common areas that both Highways England and local authorities supporting this Strategy can work collaboratively on for the benefit of overall reduction in road casualties.

Utilising the Safe Systems approach, these areas could include:

- Safer motorcycling;
- Safer towing;
- Commercial vehicle safety and compliance;
- Smart Motorway driving; and
- Young and older drivers.

5. How we can achieve a reduction in Casualties

A wide range of innovative approaches of incorporating education, enforcement, encouragement and engineering will focus our regions resources in pursuit of the region's KSI reduction targets and delivering on safer roads and environments.



The importance of implementation monitoring, to ensure schemes are effective will form a key part of our Action Plan. Careful monitoring enables Local Highway Authorities to understand how pedestrians, cyclists, drivers and other road-user groups use our road infrastructure. Transport modelling, research and the transformation of collision data into intelligence enables us to identify where road investment is prioritised; and focused on satisfying local and strategic ambitions.

A number of region wide initiatives are now presented under the five pillars of the United Nations (UN) Global Plan for Road Safety. These initiatives will also help inform the Regional Road Safety Action Plan.

“
Ensuring safe and
expeditious movement
of traffic, including
pedestrians and cyclists,
in the WMCA Area

”

Pillar 1: Road Safety Management

- Adopting an agreed Memorandum of Understanding
- Establishing the Regional Road Safety Strategic Group
- Develop the Regional Road Safety Action Plan
- Supporting the introduction of the Regional Transport Coordination Centre, for improved visibility of incidents and collision on the network.

Pillar 2: Safer Roads and Mobility

Capital investment into our roads seek to address road safety concerns, enhance network resilience, support development and regeneration whilst tackling traffic congestion. The RRSS Action Plan will focus on improvements to meet the target utilising a wide range of measures. A key priority measure for all partners will be the delivery of speed management initiatives and developing forgiving road sides, for example the use of passive safety systems.

Pillar 3: Safer Vehicles

- Continue partnership working and collaboration with our regions local car manufacturing industry
- Working with central government on safer car design
- Working with the freight industry
- Development of Connected and Autonomous Vehicles Enforcement activity by West Midlands Police and key partners to ensure

road traffic act compliance

Pillar 4: Safer Road Users

Encouraging safer behaviour will significantly improve the safer movement of all road users on the region's roads. Focusing on Education Training Publicity (ETP) campaigns backed with evidence based enforcement. We recognise that this will be a priority area for regional activity.

Pillar 5: Post Crash Response

West Midlands Police's Post Crash Response provides a dedicated investigation team for all fatal and life changing road traffic collisions. This includes a bespoke Family Liaison Team support officer for bereaved families throughout the investigation process. The statistical data obtained informs Road Safety Response teams of wider West Midlands Police Roads Policing resources and, where appropriate, is shared with partner agencies to reduce road casualties.

Education

- Targeted educational programmes such as cycle and pedestrian safety training
- Education and training programmes that draw upon behavioural change expertise.
- Optimal collaboration and co-ordination of evidence-led education initiatives by all partner organisations, including local authorities, West Midlands Fire Service, Public Health England and West Midlands Police.

Encouragement

- Enhance links with schools to develop their travel plans and optimise their accountability and ownership in tackling school related safety matters.
- Enhance links with local businesses through the Driving for better business initiative, to optimise the benefits of work related road safety.
- Encourage road safety community engagement, through resident associations and elected members.

Engineering

- Integrate innovation and technology into engineering schemes, including digital speed enforcement.
- Optimal data analysis to understand what groups are most at risk and also how socio-demographic and lifestyle factors contribute.
- Pre and Post monitoring and evaluation of road safety interventions to establish which activities produce the greatest benefits.
- Intertwine road safety audit policy into all new projects to minimise the likelihood of new road safety risks inadvertently arising from the building of new roads or highway improvements.
- Optimise best practice in both engineering and road safety education measures across all partner organisations to maintain and enhance the targeting of resources.

Enforcement

- Collaborate with West Midlands Police and West Midlands Police and Crime Commissioner to enhance enforcement against motorists who deliberately chose to drive dangerously on all road types.
- Utilise digital speed enforcement to optimise speed compliance
- Develop the Road Safety Strategic Group aimed at developing effective target-orientated collaborations to achieve agreed regional casualty reduction targets.



Looking to the future

The Government has committed to investing in Controlled and Autonomous Vehicle (CAV) research and development, having recognised the expected commercial and technological expansion of the CAV sector. TfWM plan to capitalise on this growth and establish the region as an internationally-recognised centre for CAV development.

Midlands Future Mobility marks a critical step towards realising truly autonomous vehicles and securing the region as central to the sector. It releases £25.3 million of cross-sector funding. This collaborative project will build a test environment for connected and autonomous vehicles in the West Midlands. The testbed will stretch across 80 kilometres of public

road in Birmingham, Coventry, Solihull and North Warwickshire, enabling managed interaction between CAVs and other road users. The project will act as a centre piece and catalyst for further Connected and Autonomous Vehicle innovation. Existing TfWM projects include UK Autodrive, which saw the UK's first open road trial of CAVs in Coventry during November 2017, and UK CITE. According to research, Connected and Autonomous Vehicles could save over 2,500 lives and prevent more than 25,000 serious accidents in the UK, this is thought to be by 2030. In addition to this the technology will improve safety and reduce emissions of CO₂, particulates and noise, both resulting in a wide range health benefits.



This Strategy encourages effective partner collaboration to achieve a 40% reduction in the number of killed and seriously injured (KSI's) over the next 10 years, based on the 2015-2017 average.

Partners





Transport for
West Midlands

December 2018
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Version 1



West Midlands
Combined Authority

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West Midlands Regional Road Strategy Update

Mark Corbin

Key Route Network Manager

Regional Road Safety Strategy (RRSS)

“The RRSS sets out how we intend to reduce KSI road casualties by 40% over the next ten years based on the 2015-2017 three-year Average”

Concurrent powers under Section 39
of the Road Traffic Act 1988.

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RRSS approved by WMCA board in
January 2019.

Strategy set out a multi-disciplinary
approach based on UN five pillars.

- Regional Road Safety Strategic Group
- Road Safety Action Plan
- Outcome based approach

Progress Made Towards 2028 Target

 West Midlands Combined Authority	Baseline 2015-2017 average	2018	2019	...2028
WMCA area KSI figures	1045	1038	986	627
Percentage change from baseline (2015-2017)	N/A	↓1%	↓6%	↓40%
Casualty rate per 100,000 population	37	36	34	22
Percentage change from baseline (2015-2017)	N/A	↓3%	↓8%	↓40%

Road Safety Interventions 2019/20

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Interventions carried out across the WMCA region.

Engineering solutions, partnerships, education and enforcement.

This has helped to tackle some road safety areas such as:

- Vulnerable road users (pedestrians, cyclists and powered 2 wheelers)
- Working with schools, and other community organisations.

Organisation	Programme Highlights
Birmingham City Council	Road Safety Partnership and engineering measures.
Coventry City Council	Traffic Calming, general traffic management and local safety schemes.
City of Wolverhampton	12 engineering safety schemes.
Dudley Metropolitan Borough Council	6 local safety schemes, safer routes to school and pedestrian facilities.
Sandwell Metropolitan Borough Council	10 engineering and safety schemes. 5 walking and cycling schemes.
Solihull Metropolitan Borough Council	Bike-ability training, car exclusion zones and various education programmes.
Walsall Metropolitan Borough Council	Pedestrian education, speed awareness and 5 active travel initiatives.
West Midlands Combined Authority	'eScooter' road safety measures, strategic partnership and communications campaign.
West Midlands Fire Service	Multi-Agency Road Safety Operation (MARSO), Biker-Down and tyre safety.
West Midlands Police	MARSO, speed detection and motorcyclist/cyclist safety.

Regional Road Safety Strategic Partnership

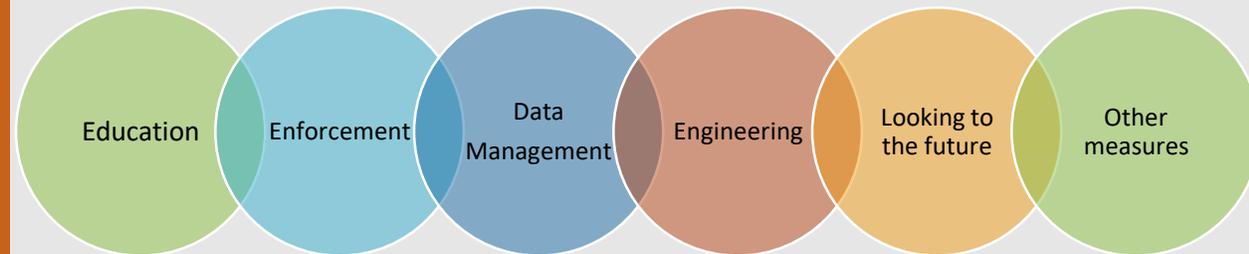
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- Established in June 2020.
- Chaired by The Road Safety Foundation.
- Conducts monitoring and evaluation alongside confirmation of road safety action plan commitments.

Emerging Road Safety Action Plan

- How, when and who for road safety interventions
- Focus on five casualty areas highlighted in the RRSS
- Deep dive into fatality data
- 18 commitments owned and delivered by regional partners

Six themes:



Financial Implications

- Whilst the Combined Authority have a statutory duty, we have minimal funding to implement any additional programmes
- Funding for road safety interventions are managed by each delivery organisation from their own capital and revenue resources.
- It may be beneficial to explore alternative funding sources

Thank you
Any Questions?

WEST MIDLANDS COMBINED AUTHORITY FORWARD PLAN: JANUARY 2021 - MARCH 2021

Title of Report	Description of Purpose	Date of Meeting	Key Decision (Y/N)	Lead Portfolio Holder	Lead Officer	Confidential	Category
WMCA Draft Budget 2021/22	To approve in draft the WMCA budget for 2021/22.	15 January 2021	Yes	Cllr Bob Sleigh	Linda Horne	No	Finance
Financial Monitoring Report 2020/21	To consider the latest financial position.	15 January 2021	No	Cllr Bob Sleigh	Linda Horne	No	Finance
Black Country Land and Property Investment Fund - Programme Update and Derogation Approval	To consider programme progress to date and request derogation approval for the programme until March 2026.	15 January 2021	Yes	Cllr Bob Sleigh	Linda Horne	No	Finance
Digital Strategy	To agree the new Digital Strategy.	15 January 2021	Yes	Cllr Patrick Harley	Julia Goldsworthy	No	Culture & Digital
Culture Update	To consider a report on latest portfolio developments.	15 January 2021	No	Cllr Patrick Harley	Julia Goldsworthy	No	Culture & Digital



Title of Report	Description of Purpose	Date of Meeting	Key Decision (Y/N)	Lead Portfolio Holder	Lead Officer	Confidential	Category
'Help to Own' Pilot	To approve the establishment of a pilot 'help to own' scheme.	15 January 2021	Yes	Cllr Mike Bird	Gareth Bradford / Ian Martin	In part	Housing & Land
Rail - Package 1 Full Business Case	To consider an update on this issue.	15 January 2021	Yes	Cllr Ian Ward	Laura Shoaf	In part	Transport
Rail - Package 2 Full Business Case	To consider an update on this issue.	15 January 2021	Yes	Cllr Ian Ward	Laura Shoaf	In part	Transport
Road Safety	To consider an update on this issue.	15 January 2021	Yes	Cllr Ian Ward	Laura Shoaf	No	Transport
Reviewing the West Midlands Local Transport Plan	To consider the latest developments with reviewing the Local Transport Plan.	15 January 2021	No	Cllr Ian Ward	Laura Shoaf	No	Transport
Perry Barr Station Full Business Case	To approve the full business case for this project.	15 January 2020	Yes	Cllr Ian Ward	Laura Shoaf	In part	Transport

Title of Report	Description of Purpose	Date of Meeting	Key Decision (Y/N)	Lead Portfolio Holder	Lead Officer	Confidential	Category
Metro - Off-Tram Ticketing	To consider proposals for off-tram ticketing.	15 January 2021	Yes	Cllr Ian Ward	Laura Shoaf	No	Transport
WMCA Final Budget 2021/22	To approve the final WMCA budget for 2021/22.	12 February 2021	Yes	Cllr Bob Sleigh	Linda Horne	No	Finance
Financial Monitoring Report 2020/21	To consider the latest financial position.	19 March 2021	No	Cllr Bob Sleigh	Linda Horne	No	Finance
Adult Education Budget	To provide an update on the allocation process and outcomes of the AEB.	19 March 2021	Yes	Cllr George Duggins	Julie Nugent	No	Productivity & Skills
Metro - Buy Before You Board Penalty Fares Byelaws	To consider proposals on this issue.	19 March 2021	Yes	Cllr Ian Ward	Laura Shoaf	No	Transport

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WMCA Transport Scrutiny Sub-Committee
Work Programme

Title of Report	Description of Purpose	Date of Meeting	Lead Officer/Member
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
Security Contract - Mann Commercial	To receive an update on the Mann Commercial security contract - 12 month pilot	June 2021	Mark Babington
Scrutiny Review: Alternative Ticketing Policies in use in comparable cities/regions	To discuss the arrangements for the forthcoming scrutiny review.	June 2021	David Harris
Bus Byelaws – Progress Update	To receive a progress update on this issue.	November 2021	Mark Babington



HS2	To receive an update on HS2.	TBC	Craig Wakeman
Emergency Active Travel Fund	To receive an evaluation of the Emergency Active Travel Fund.	TBC	David Harris