



Transport Delivery Committee

Date: Monday 8 February 2021

Time: 1.00 pm **Public meeting** Yes

Venue: This meeting is being held entirely by video conference facilities
[Click here to view the meeting](#)

Membership

Councillor Kath Hartley (Chair)	Birmingham City Council
Councillor Richard Worrall (Vice-Chair)	Walsall Metropolitan Borough Council
Councillor Timothy Huxtable (Vice-Chair)	Birmingham City Council
Councillor Pervez Akhtar	Coventry City Council
Councillor Shaheen Akhtar	Sandwell Metropolitan Borough Council
Councillor Samiya Akhter	Sandwell Metropolitan Borough Council
Councillor Robert Alden	Birmingham City Council
Councillor Adrian Andrew	Walsall Metropolitan Borough Council
Councillor Linda Bigham	Coventry City Council
Councillor Mohammed Fazal	Birmingham City Council
Councillor Mary Locke	Birmingham City Council
Councillor Celia Hibbert	City of Wolverhampton Council
Councillor Diana Holl-Allen	Solihull Metropolitan Borough Council
Councillor Les Jones	Dudley Metropolitan Borough Council
Councillor Chaman Lal	Birmingham City Council
Councillor Roger Lawrence	City of Wolverhampton Council
Councillor Ted Richards	Solihull Metropolitan Borough Council
Councillor Alan Taylor	Dudley Metropolitan Borough Council

The quorum for this meeting is seven members

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

Contact Wendy Slater, Senior Governance Services Officer
Telephone 0121 214 7016
Email wendy.slater@wmca.org.uk

AGENDA

No.	Item	Presenting	Pages	Time
Meeting business item				
1.	Apologies for absence	Chair	None	
2.	Declarations of Interest Members are reminded of the need to declare any disclosable pecuniary interests they have in an item being discussed during the course of the meeting. In addition, the receipt of any gift or hospitality should be declared where the value of it was thought to have exceeded £25 (gifts) or £40 (hospitality).	Chair	None	
3.	Chair's Remarks	Chair	None	
4.	Minutes of the last meeting	Chair	1 - 6	
5.	Action Tracker	Chair	7 - 8	
6.	Matters Arising	Chair	None	
7.	Correspondence/ Petitions	Chair	None	
8.	Bus Alliance Update	Edmund Salt	9 - 28	
9.	Cycling Charter Progress Report	Hannah Dayan	29 - 48	
10.	Park and Ride Update	Babs Spooner	49 - 62	
11.	Presentation: e-scooters	Mark Collins	None	
12.	Presentation: TfWM Post Covid Recovery Programme Strategy	Andrew Purchase	63 - 92	
13.	Bus Recovery	Pete Bond	None	
14.	Notices of Motion To consider any notices of motion by the deadline of 12 noon on 4 February 2021.	Chair	None	
15.	Questions To consider any questions submitted by the deadline of 12 noon on 4 February for written questions and 12 noon on 5 February 2021 for oral questions.	Chair	None	

16.	Forward Plan	Chair	93 - 94	
17.	Date of Next Meeting -15 March 2021		None	
18.	Exclusion of the press and public That in accordance with Section 100A4 of the Local Government Act 1972, the press and public be excluded from the meeting during the consideration of the following items of business as they involve the likely disclosure of exempt information relating to the business affairs of any particular person (including the authority holding that information).	Chair	None	
19.	WMCA Board Transport Reports (For Information Only)	Laura Shoaf	None	

This page is intentionally left blank



**West Midlands
Combined Authority**

Transport Delivery Committee

Monday 11 January 2021 at 1.00 pm

Minutes

Present

Councillor Kath Hartley (Chair)	Birmingham City Council
Councillor Richard Worrall (Vice-Chair)	Walsall Metropolitan Borough Council
Councillor Timothy Huxtable (Vice-Chair)	Birmingham City Council
Councillor Pervez Akhtar	Coventry City Council
Councillor Robert Alden	Birmingham City Council
Councillor Adrian Andrew	Walsall Metropolitan Borough Council
Councillor Linda Bigham	Coventry City Council
Councillor Mary Locke	Birmingham City Council
Councillor Diana Holl-Allen	Solihull Metropolitan Borough Council
Councillor Les Jones	Dudley Metropolitan Borough Council
Councillor Chaman Lal	Birmingham City Council
Councillor Roger Lawrence	City of Wolverhampton Council
Councillor Ted Richards	Solihull Metropolitan Borough Council
Councillor Alan Taylor	Dudley Metropolitan Borough Council

67. Chair's Remarks

(i) Coventry All-Electric Bus City Project

The Chair reported that she was very pleased to hear that TfWM had been awarded £50m for Coventry All-Electric Bus City project as part of the Department for Transport's pilot to test the impact on air pollution. The Managing Director TfWM, Laura Shoaf added that she expected to submit the full business case for the project to the WMCA Board in March.

(ii) Managing Director of Midland Metro Limited

The Chair advised the committee that Steve McAleavy, formerly the Customer Experience Director, has recently been appointed the Managing Director of Midland Metro Limited.

(iii) Members Enquiries

The Chair reminded members of the committee to use the dedicated email address for Customer Relations for any enquiries they have regarding public transport and also took the opportunity to thank key transport workers for keeping the network running.

68. Minutes of the meetings held on 9 November and 14 December

The minutes of the meetings held on 9 November and 14 December 2020

were agreed as a true record.

69. Action Tracker

The action tracker was noted.

70. Matters Arising

Minute no. 60 Questions (9 November 2020)

Further to the submission of the railcard question by Councillor Richard Worrall and the subsequent response from the Rail Minister confirming that refunds would not be issued to the holders of senior, disabled and young person's rail cards, Councillor Lal enquired whether TfWM could write to the minister with responsibility for consumer rights on the matter.

The Chair also enquired as to whether the Urban Transport Group (UTG) are taking any action with regards to compensation for railcard holders

The Managing Director TfWM, Laura Shoaf undertook to take the matter forward on behalf of the committee with the minister responsible for consumer rights and UTG.

71. Correspondence/ Petitions

None received.

72. Financial Monitoring Report

The committee considered a report of the Finance Director that set out the financial position up to the end of November 2020.

Councillor Pervez Akhtar, Lead Member for Finance and Performance, outlined key areas within the report.

In relation to concerns expressed by Councillor Huxtable regarding sites being considered outside of Walsall for the A34 Sprint Park and Ride site, the Director of Development and Delivery, Sandeep Shingadia reported that discussions were ongoing with Sandwell and Walsall officers on the matter and advised the agreed site location would need to fit with the overall park and ride strategy and also take trips off the M6 (within the vicinity of junction 7). The Director of Development and Delivery added that he could provide a separate briefing on the matter for a future meeting.

Resolved:

1. That the year to date net revenue expenditure to the end of November 2020 shows a favourable variance of £1.165m compared to budget be noted and
2. That the total capital expenditure to the end of November 2020 for the overall transport programme was £91.8m, which was £74.5m below the year to date budget of £166.3m and the capital forecast was reduced in September 2020 to £216.4m, which is £65.1m below the annual budget of £281.5m be noted.

73. Capital Programme Delivery Monitoring Report

The committee considered a report of the Director of Development and Delivery that provided a progress monitoring update on the approved 2020/21 capital programmes and projects.

Councillor Pervez Akhtar, Lead Member for Finance and Performance outlined the key highlights of the report including progress made, achievements and variations to the baseline programme.

In relation to concerns expressed by Councillor Huxtable regarding the tight timescales for delivering capital projects for the Commonwealth Games in 2022, the Director of Development and Delivery reported that a great of monitoring of the projects is undertaken by the Capital Projects Board, by TfWM officers and the rail programme team as well as independent reviews undertaken by the WMCA's assurance team and contingency was also built into projects.

Resolved:

1. That the achievements since the November meeting of the Transport Delivery Committee be noted;
2. That progress of deliverables and the outturn of the 2020/21 Capital Programme be noted and
3. That the variations from the baseline programme as referred to in paragraph 4 of the report be noted.

74. Freight & Logistics in the West Midlands -Information Briefing

The committee considered a briefing note from the Transport Strategy and Place Manager that provided an update on freight and logistic matters in the West Midlands.

The Transport Strategy and Place Manager, David Harris highlighted key areas within the report. This included the context for road, rail, air and urban freight and the strategic challenges for freight and logistics in the West Midlands notably Brexit, the Covid-19 pandemic and also addressing road safety, tackling air quality and the climate emergency.

The committee considered the potential for increasing rail freight and enquired as to the possibility of utilising disused rail lines especially for big manufacturers like Cadbury and also noted the environmental benefits of moving freight from road to rail.

The Transport Strategy and Place Manager reported that HS2 should free up some capacity for rail freight and he would liaise with West Rail Executive (WMRE) on the matter although 'buy-in' would be needed from Network Rail

and rail operators as rail lines were prioritised for passengers. He added that he would explore the matter in more detail and report back to the committee in due course.

The Chair thanked David Harris for an informative report.

Resolved : That the update on freight and logistic matters in the West Midlands be noted.

75. Safer Travel and Emergency Planning Update

The committee considered a report of the Head of Safety, Security and Emergency Planning that provided an update on the operations and performance of the Safer Travel Partnership, their recent work and crime data for the 3 public transport modes.

The Lead Member for Safe and Sustainable Travel, Councillor Holl-Allen introduced the report.

The Head of Safety, Security and Emergency Planning, Mark Babington outlined key areas within the report and provided an update on the Bus Byelaws, emergency planning work and on the recruitment and training of Transport Safety Officers.

Resolved:

1. That the details in the report be noted;
2. That the overall current crime trends in paragraphs 3.1- 3.3 of the report be noted;
3. That the crime analysis within section 4 of the report be noted and
4. That the latest work by the emergency planning team be noted.

76. Putting Passengers First Lead Member Reference Group Annual Report

The committee considered the annual report of the Putting Passengers First Lead Member Reference Group that reported on the work of the group over the twelve months from January to December 2020.

The Chair and Lead Member for Putting Passengers First introduced the report and conveyed her thanks to TfWM Officers for their support and input into meetings that have covered an extensive range of subjects ranging from bus matters to Sprint shelter design and Metro operations.

Resolved : That the report be noted.

77. Presentation : Travel Survey Update

The committee received a presentation from the Human Intelligence Manager on the latest Covid-19 travel survey. The committee had also received details

of the key findings of a travel survey undertaken during the second lockdown along with information relating to travel intentions and the return to public transport.

The Human Intelligence Manager, Sarah Bayliss reported on the findings from the most recent Covid-19 travel survey, the 'Travel Trends and Behaviour Study (TTABS) that was mainly undertaken by telephone during December which focused on travel trends, behaviour and satisfaction with journeys undertaken.

The survey indicated that public transport had been significantly impacted with travel suppressed, changes to working patterns and shopping habits (more local trips) and an increase in car journeys.

Sarah Bayliss reported that the new TTABS survey was flexible and cost effective and further surveys would be undertaken during January to March with the findings reported to the committee in due course.

The Chair thanked Sarah Bayliss for her insightful presentation.

Resolved: That the presentation be noted.

78. Notices of Motion

None submitted.

79. Questions

None submitted.

80. Forward Plan

The committee a report on the agenda items to be submitted to a future meeting.

Resolved : That the report be noted.

81. Date of Next Meeting - 8 February 2021

82. Exclusion of the Press and Public

Resolved : That in accordance with Section 100A4 of the Local Government Act 1972, the press and public be excluded from the meeting during the consideration of the following items of business as they involve the likely disclosure of exempt information relating to the business affairs of any particular person (including the authority holding that information).

83. WMCA Board Transport Reports (For Information Only)

The transport reports that would be considered by the WMCA Board at its meeting on 15 January were submitted for information.

In relation to the New Stations - Package 2 report and request from

Councillor Huxtable for further information on running the Camp Hill line to Longbridge and the turnback facility as proposed by the MP for Northfield, the Managing Director TfWM undertook for a briefing to be given to the Rail Lead Members Group on the matter.

Resolved: That the reports be noted.

The meeting ended at 3.00 pm.

Transport Delivery Committee – Action Tracker

Meeting Date	Minute No.	Action	Officer	Status/Completed
11 Jan 2021	70. Matters Arising - Questions	Railcard compensation issue to be referred to the minister responsible for consumer rights and UTG.	Laura Shoaf	
11 Jan 2021	72. Financial Monitoring Report	Briefing note on A34 Sprint Park and Ride to be submitted to a future meeting.	Sandeep Shingadia	
11 Jan 2021	74. Freight and Logistics	Update on rail freight in the West Midlands to be submitted to a future meeting.	David Harris	
11 Jan 2021	77. Travel Survey Update	Next travel survey findings to be reported to the committee.	Sarah Bayliss	To be presented to TDC on 15 March.

This page is intentionally left blank



Transport Delivery Committee

Date	8 February 2021
Report Title	Bus Alliance Update
Accountable Director	Pete Bond, Director of Integrated Network Services Email: pete.bond@tfwm.org.uk Tel: 0121 214 7388
Accountable employee(s)	Edmund Salt, Network Development Manager Email: Edmund.salt@tfwm.org.uk Tel: 0121 214 7305
Report Considered by	Councillor Hartley, Lead Member for Putting Passengers First

Recommendation(s) for action or decision:

The Transport Delivery Committee is recommended:

- I. To note the content of the report and current status of the West Midlands Bus Alliance, and note its work programme for 2021.
- II. To submit the report to the West Midlands Combined Authority Board for information.

Purpose of Report

1. To report matters relating to the governance, operation, delivery and performance of the West Midlands Bus Alliance. This report is presented by Chair of the Lead Member Group for Putting Passengers First and Bus Alliance Board Member; Cllr Kath Hartley.

Background

- 1.2.1 The West Midlands Bus Alliance was established in 2015 by the then ITA to oversee the joint delivery and governance to improvements and objectives for improvements to bus across the region, seeking to bring about greater investment in the bus network, improvements to customer satisfaction, increases in patronage, and improvements to bus journey times and reliability of services.
- 1.2.2 The Alliance brings together bus operators, local councils and their elected members, Transport for West Midlands, Confederation of Passenger Transport, Safer Travel Police, the Department for Transport (DfT), as an observer, and Transport Focus, who independently chair the Bus Alliance Board.
- 1.2.3 Since its introduction the Alliance has overseen, influenced and monitored the investment of over £140 million in new and upgraded buses, investment in new bus priority, as well as the reallocation and removal of some bus priority in the region, one of the areas within the responsibility

- 1.2.4 Prior to the start of the Covid pandemic patronage on bus was at over 267 million passenger trips per annum, which was a testament to some of the credible interventions being made in the region for bus. Of course this picture has now changed but it should be reason to be optimistic and ensure that when building back for bus we are clear that bus will still play a vital and essential role in the integrated transport network, supporting hundreds of millions of journeys each year.
- 1.2.5 Whilst the challenges of Covid-19 are clear for all to see, it is also important to note that the West Midlands Bus Alliance is still being recognised and held up across the UK as a first rate example of partnerships working to achieve outcomes in often challenging and competing environments across various stakeholders of both public and private sector. The Alliance has addressed audiences nationally influencing discussions in Scotland amongst the bus industry supported by the CPT and many other partners.
- 1.2.6 Moving into 2021 the Bus Alliance is an important body acting as a catalyst to oversee the regional industry interface between bus operators, Transport Authorities, and Local Authorities, as well as the DfT. This report looks to set out some of the major critical deliverables of the Bus Alliance in 2021 and why it's work has never been more important, regardless of any future assessment of bus delivery options.

West Midlands Bus Alliance Board Governance

2. As a result of Covid-19 the West Midlands Bus Alliance Board continues to meet virtually. Since the last report two full Board meetings have taken place in September and November 2020 with the Board being kept updated on developments via virtual meetings in between. There was also an Extraordinary Bus Alliance Board held in October 2020 to which operator representatives were also invited, primarily aimed to share an update on discussions with the DfT around proposed covid-19 recovery and improvement funding and the potential delivery mechanism.
3. Bus Alliance Board member Graham Vidler and the CPT has been continuing to work extremely hard to ensure that bus services and operators have been given the priority they deserve in high level discussions with the DfT throughout the pandemic.
4. The Bus Alliance provided a submission to the Transport Select Committee report on "Reforming Public Transport after the pandemic", a copy of this report is attached as an appendix.
5. The 2021 dates for the Board meetings have been agreed as 3rd February; 12th May; 8th September and 17th November.

Managing the Impacts of Covid-19

6. The Covid-19 pandemic has had a significant impact on the bus network and dominated the work of the Alliance throughout 2020 and will shape the work of the Alliance for the foreseeable future. Managing the impact has materialised in two

distinct ways; firstly, managing the network to ensure it continues to operate for those people who need it and secondly adopting safe practices to ensure that passengers and staff remain safe.

7. At a time when national Government has engaged with the bus operators and Local Transport Authorities in two very separate processes with very separate dialogue, the Bus Alliance has proved an invaluable place where both sources of information and all parties come together to agree a common understanding, the impact of Government announcements, and the best ways in which to manage and mitigate them. The Bus Alliance has been used as the mechanism to disseminate information, have constructive dialogue across all partners and collectively deliver the agreed measures.
8. At an operational level the Alliance has facilitated weekly operator calls to set direction, create and deliver a shared consensus on key issues and share information & knowledge emerging from central government and other national bodies such as the Urban Transport Group and the CPT. This group has collectively agreed, orchestrated and overseen the introduction of a number of measures in response to the pandemic. This has included but not limited to the following;
 - A number of multi-operator network reviews and changes to reflect fluctuations in patronage and requirements of the DfT and TfWM funding. This included introducing a significant number of additional services and capacity in September to facilitate the return to school and college and allow for social distancing where required.
 - Implementing new processes and procedures to allow and encourage passengers to meet national guidance when using public transport such as social distancing, wearing face coverings, providing passengers information on the best time to travel etc.
 - Coordinate the introduction of enhanced cleaning methods across vehicles and infrastructure to reduce the risk of the spread of infection.
 - Developed, agreed and implemented passenger information with regards to key messages for using the bus network.
 - Agreed and introduced data provision and monitoring in order to challenge processes and procedures and ensure objectives are being met. This includes daily reporting of passenger levels, reporting of services at or close to capacity and passenger adherence to wearing face coverings.
 - Introduction of multi-agency and operator task force for 'patrolling' bus stations and the wider network monitoring passenger behaviour and adherence to national guidelines.
 - Agreement for introduction of free travel for NHS staff and children of essential workers attending school during the first period of national lockdown.

- Agreeing a standard set of terms and conditions across the West Midlands Network in return for the continued payments of grant support, concessionary travel reimbursement and contract payments.
 - Introduction of free shuttle services for NHS staff working at some hospitals in the West Midlands. The service uses currently underutilised R&R drivers and vehicles and has to date provided nearly 35,000 passenger trips for essential NHS staff.
9. Using the communication channels established under the Bus Alliance, TfWM have coordinated a Bus Infrastructure working group which continues to meet every two weeks. The aim of the group has been to ensure that bus passengers and operations are considered when developing highways measures to aid social distancing and encourage sustainable travel. This group also assisted in providing additional infrastructure at the busiest bus stops and areas of public realm specifically for bus passengers. This group has also been engaged by the respective members in regards to the design of the tranche 1 emergency active travel fund schemes and the future tranche 2 schemes proposed to be designed in the coming months.
 10. Local Authority Alliance partners have enabled engagement with district officers responsible for the provision of education transport to coordinate the return to school in September 2020 and also the distribution of DfT funding across the combined authority. This forum has and continues to included direct engagement with the colleges of the West Midlands to aid the return of college students at the start of the new academic year and ensure there was sufficient capacity on the bus network to enable social distancing.
 11. Both of these forums will have legacy value beyond the pandemic and there is an expectation these will continue under the Alliance umbrella. One example has been to aid discussions between colleges and operators to seek mutual efficiencies in the bulk purchase of tickets.
 12. The Community Transport Operators Panel (CTOP), which reports to the Bus Alliance Board and includes representation from the national Community Transport Association, have worked through the pandemic to provide services and assistance to the more vulnerable and isolated members of the West Midlands Community. The group has continued to provide essential food and health trips for their customers whilst also introducing new services to deliver food and other essentials. Using funding from the DfT, TfWM have been able to financially support the groups with payments for additional costs associated with the pandemic.
 13. Throughout the pandemic the Alliance and partners have been engaged by the Department for Transport, the office of the Traffic Commissioner, Department for Education, other UK city regions and other national and international bodies to contribute to developing national policy and guidance, share best practice and provide advice and guidance on how to learn from what has been achieved by the Alliance in the West Midlands.
 14. Looking to the medium term it is highly likely that the next tranche of funding from the DfT to aid the recovery and ultimately the improvement of bus services will

require local transport authorities to establish voluntary partnerships to give a mechanism with agreed governance to agree how the funding will be spent. The West Midlands Bus Alliance is a recognised and trusted forum to enable this to happen and move forward. Additionally, there may be a requirement to invite other partners or authorities into the Alliance to aid and assist the recovery further. The strength of the partnership will be key to ensuring a swift and successful recovery.

2021 Work Programme

15. At a time when Covid recovery is at the front of everyone's mind, it will be the return to the public transport network that will set out the type of recovery that we have and how well that can help the region meet its targets under the climate emergency. Nowhere will that be more important than bus which still carries around 80% of all public transport trips in the region. At this point in time there are less passengers travelling, but the work programme for the Bus Alliance has never been more critical and never been more important in its 6 year history.
16. Multi-modal network review - Members of the Alliance recognise that the bus network is one element of a wider integrated public transport system. Through the various partner organisations the Alliance has continued to engage with other modal partnerships and bodies including the Grand Rail Collaboration and the Midland Metro Alliance. The next stage of recovery from covid-19 will require a multi modal network review where a collective approach across these partners and with local authorities will be required.
17. New Partnership Agreement – The Government will require TfWM to enter into a partnership with bus operators as part of the Bus Recovery proposals. The West Midlands Bus Alliance will oversee discussions and plans for this following the National Bus Strategy.
18. Unprecedented investment in priority – The local authorities and TfWM are now overseeing the delivery of £165 million of investment in bus priority to support improved journey times and reliable journeys, crucial to customer confidence. As set out in this report the number of schemes is without historical parallel and through the Bus Alliance it will continue to monitor the delivery of many of these schemes, which will help it to realise the benefits of its lobbying to support funding into bus journey improvements over recent years.
19. Greener Buses – The Alliance continues to monitor the WMCA bus emission targets following its commitment to get all buses to Euro VI by April 2021. Whilst this commitment has been impacted by funding and Covid the region expects to have over 90% of bus service mileage to Euro VI by April 2021, and further push towards 100% at the soonest opportunity when funding allows. Additionally, the region now has its first 29 all electric double decker buses in service with National Express; whilst Birmingham City Council has purchased 20 hydrogen double decker buses that will be in operation by National Express during 2021. We also expect to see the first 5 single deck electric buses operating during 2021 with Diamond Bus, funded through the Government's Clean Bus Technology Fund. The WMCA has also invited suppliers to tender for a framework contract to supply pantograph chargers to support electric bus operations, initially looking to support bus services in Wolverhampton and Sprint.

20. Beyond 2021, Coventry is set to become one of the UK's only two all-electric bus cities as part of a DfT pilot to test the impact on air pollution. This ground breaking project, which is designed to improve air quality and significantly lower greenhouse gas emissions, which subject to a successful business case, will see up to £50 million invested by Government, with a further £75 million investment from local bus operators to put an all-electric bus fleet on the streets on Coventry by 2025. TfWM are now working closely with government to finalise the business case, alongside other partners through the Alliance of Coventry City Council, local bus operators and Warwickshire County Council.

A Bolder Bus Alliance 2020

21. The Bus Alliance Board has received updates in relation to the progress made towards delivering a number of the commitments of the Bolder Bus Alliance under the key aspirations of being;

- **The greenest**
- **The best value**
- **The simplest ticketing**
- **The most reliable**
- **The safest**

The most reliable

22. The Alliance has continued to be engaged and assisted in the development in bus priority investment including funding secured for the Birmingham Cross City scheme and Clean Air Zone early measures.
23. A summary of the major schemes at delivery and development stages are provided in the Table 1 and 2. Whilst we have seen the bus gate on Moor Street Queensway delivered in December 2020.

Table 1; Bus Priority - Delivery Schemes (£165.1m)

Scheme Name	Scheme Description	Scheme Value
CAZ Early Measures	Tranche 2a covering schemes for Rea Street, Upper Dean Street, Smallbrook Queensway and Coventry Road. Tranche 2b for bus lanes on Hockley Hill.	£1.5m
Bus Lane Enforcement Phase 2	Bus lane enforcement scheme to expand enforcement capacity to current bus lanes that are not actively enforced. Installation of 26 new bus lane enforcement cameras and their associated infrastructure (lineage, signs and back office solution) and modifications to any existing Traffic Regulation Orders (TRO's) to allow enforcement to take place at various locations across the city to protect existing bus priority measures where contraventions are occurring and impact on bus reliability and journey time.	£0.595m
Journey Reliability	Revalidation of SCOOT signal control systems, implementation	£0.7m

Improvement Growth Areas	of MOVA control to give freight and public transportation priority, and installation of selective vehicle detection at 5 sites. <ul style="list-style-type: none"> • A38 (S) Bristol Road - Selly Oak Station • A38 (S) Bristol Road - Sir Herbert Austin Way • A38 (S) Bristol Road - Bell Lane -Church Road • A38 (S) Bristol Road - Frankley Beeches Road • A38 (S) Bristol Road -Great Stone Road 	
Dudley Road (A457)	Proposals are to widen the existing substandard lane carriageway to provide wider lanes allowing traffic to flow freely Together with realignment of junctions. This would provide junction improvements, new footways construction, improve accessibility by including provision for shared/ segregated cycling, additional controlled pedestrian crossings to improve safety, reduce congestion and improve network capacity.	£28.15m
Sprint Birmingham to Airport (A45)	Delivery of Phase 1 of highway works to provide enhanced bus priority in readiness for Sprint and the CWG, between Birmingham City Centre, Sheldon and towards Birmingham Airport/Solihull.	£55.4m
Sprint Birmingham to Walsall (A34)	Delivery of Phase 1 of highway works to provide enhanced bus priority in readiness for Sprint and the CWG, between Birmingham City Centre, Scott Arms and Walsall	£32.4m
Cross city bus priority: Druids Heath - Dudley	Bus priority measures between Druids Heath and Dudley along the A435 and A457.	£13.7m
Cross city bus priority: City Centre	New bus lanes, bus gates, junction upgrades and improved passenger environments in Birmingham city centre.	£14.8m (inc. £4.225m BCC contribution)
Queen Elizabeth Hospital Bus Priority (New Fosse Way)	Delivering bus priority at the Queen Elizabeth Hospital (QEH) as part of the National Productivity Investment Fund 2 programme.	£0.580m
Alcester Road Bus Priority	Delivery of a revitalisation of bus priority between the Ring Road and Moseley.	£2.6m (inc. £0.5m BCC contribution)
Sprint Hagley Road	Proposed early works for utility diversions and highway improvements in and around the future Edgbaston Metro Terminus.	£7.9m
Capacity improvements B4106 Spon End, Coventry		£5.8m
Bus Gate Michaelmas Road / Warwick Road		
Completion of DEFRA funded junction improvements A491/A461		£1m

corridors.	
Traffic signal upgrades at key junctions on high frequency bus corridors	

Table 2; Bus Priority - Development Schemes

Cross city bus priority (4 packages)	4 Packages for the initial cross city region bus priority to complement Sprint and the cross city bus priority in delivery: <ul style="list-style-type: none"> • Package 2: Perry Common (7) / Hamstead (16) –Hawksley (35) / Longbridge (45/47) • Package 4: Sutton Coldfield (907/X14/65/67 –Longbridge (X20/X21/61/63) • Package 5: Harborne (23/24) – Castle Bromwich (55/94) • Package 6: West Bromwich (74) – Meadway (97) 	£56.5m (delivery)	Concept Designs completed
A41 Soho Road BID Highway, Connect & Plan	Development of a delivery strategy based on the A41 Soho Road framework (2015), highway and connectivity proposals. The strategy will seek to encourage inclusive economic growth along the Soho Road corridor within, and adjacent to, the BID area by delivering connectivity and public realm improvements.	£0.045m	Development Stage completed
Harborne BID transport and connectivity study	Development of interventions to make Harborne BID fulfil its potential as a greener, cleaner BID	£0.075m	Development Stage (funding request)

Towards the best value and simplest ticketing

24. A Fares and Payments update was presented to the September Board providing details of the following developments:

Swift Go – Best Value Capping through Account Based Ticketing

25. TfWM has now delivered the Swift Account Based Ticketing solution ‘Swift Go’ that enables best value capping on the West Midlands Metro that has been used by customers to provide confidence that the solutions is technically robust.
26. There has been significant progress in completing the developments required to rollout Swift Go with capping onto the Bus network. The vast majority of operators in the Alliance have confirmed that they will accept Swift Go once it is available and the legal contract is currently being finalised for operators to sign.
27. Swift Go on West Midlands Metro is currently set up to provide customers with a daily cap. This is being enhanced to enable both three days and weekly capping which may be more appropriate for the flexible working expected as a result of

Covid-19. It is expected that such functionality and products will also be available across the bus network.

Swift App

28. The Swift App brings together public transport payment, validation, journey planning and ticket finding into a single App to make it as simple as possible for customers to access public transport. The first iteration of this App was released for a staff trial on the 19 August 2020. The trial is complete with the feedback being analysed. Early feedback suggests that there are a number of bugs that need to be resolved particularly associated with mapping and 'nearby' searches. These issues will be resolved before rollout to customers which, depending on the wider feedback, should be in late autumn.

cEMV contactless payment

29. Through the TfWM lease scheme, we have ensured that all bus operators now have cEMV enabled ticket machines that can accept contactless payment bank cards. This has been really popular with customers. However, the issues of integration between operators is still unresolved and as such it is not possible for customers to achieve a multi-operator best value cap and those using a bank card to travel on more than one operator's service is likely to pay more for their journey than any other customer. TfWM working with Midlands Connect and industry experts has designed a solution to this issue and continue to seek funding for delivery.

Community Transport

30. At the November Board Chris Busst presented a report on behalf of the Community Transport Operators Panel, highlighting the serious challenges the sector is currently facing due to the Covid-19 pandemic. The report raised awareness of what the various CT operators (Community Transport; Shencare CT and Walsall CT) could bring to the table and details of a number of collaborative initiatives that various CT operators and TfWM are working on towards delivery of their commitments to the Bus Alliance deliverables. This includes:

- Over 100,000 passenger trips in the first 6 months of 2020/21;
- Community Transport integration with wider public transport services;
- Walsall CT buses branded in the West Midlands bus livery; and
- Tackling loneliness by offering a service where people otherwise would not travel.

31. During January 2021 Walsall Community Transport have become the first operator in the West Midlands to have all of their fleet painted to carry the West Midlands Bus Livery. This was an 'added value' contractual commitment with TfWM to act as a trial operator for the wider roll out of the brand and to better understand the impact on passengers and operations.

Passenger Satisfaction and Wider Acclaim

32. At the November Board a report on the work of the Passenger Satisfaction Steering Group was given, detailing that the group had reconvened and had met most recently in October 2020. The group has the responsibility to ensure there is a structured approach to surveying passenger satisfaction and to action on feedback and priorities. During the Covid-19 pandemic the group has been working through the findings of both TfWM passenger research and that carried out by Transport Focus. The Transport Focus research highlighted a reduction in satisfaction on face covering compliance in the West Midlands on bus, this and our own intelligence led to the development of the taskforce, which has been out on the network to engage with passengers and encourage greater compliance.
33. The West Midlands Bus Alliance continues to be held up as best practice of partnership working through the Alliance. Linda McCord, Chair of the Bus Alliance Board has been asked to speak at a number of conferences recently about the West Midlands Bus Alliance is on a panel for Transport Scotland soon to discuss how we work well together for the benefit of the passenger.

Financial Implications

34. There are no direct financial implications as a result of this update report. The Bus Alliance has been successful at bringing together development budget funding and in identifying additional funding sources through successful funding applications and operator investment.

Legal Implications

35. This report is for information only and there are no new direct legal implications arising.

Equality Implications

36. This report is for information only however, bus priority measures are likely to help enhance the customer experience which is, in turn, likely to have positive impact on a number of equality groups given that many of these groups are reliant on public transport for their travel. The best value capping solution is also likely to have positive impact on equalities by supporting people to make the best, most cost-effective ticket purchase decisions. It is important to ensure that solutions are sought to ensure that people are not penalised for purchasing day rather than longer-term passes as this has an impact on lower socio-economic groups who cannot afford weekly/monthly etc. passes and therefore have to pay higher prices for day tickets. Finally, it is important to ensure full accessibility of the app solution before it is launched – this should include engagement and testing with disabled user groups.

Inclusive Growth Implications

37. This report is for information only; however bus is a vital component to inclusive growth as it directly supports access to the labour market, and allows people to access education, employment and services. The flexibility of the bus network also makes bus the perfect means of providing public transport options in areas of growth, changing travel demand and new housing; directly supporting our West

Midlands Housing Deal and Local Industrial Strategy. This means that buses are central to supporting regeneration, inclusive growth and social integration. Where there may not be a case for investing in permanent rail and light rail infrastructure, new bus infrastructure can be planned to connect new communities and support housing and jobs growth.

Geographical Area of Report's Implications

38. This report covers the constituent area of the Combined Authority but due to the importance of cross boundary services – into and out of the constituent area – partnership working with non-constituent and shire authorities is crucial in undertaking activities referred to in this report.

This page is intentionally left blank

Introduction

Transport for West Midlands (TfWM) is the local transport authority covering the seven constituent authorities of Birmingham City Council, Coventry City Council, Dudley Metropolitan Borough Council, Sandwell Metropolitan Borough Council, Solihull Metropolitan Borough Council, Walsall Metropolitan Borough Council and the City of Wolverhampton Council.

The use of public transport and the way that people choose to travel, both locally and for longer domestic journeys;

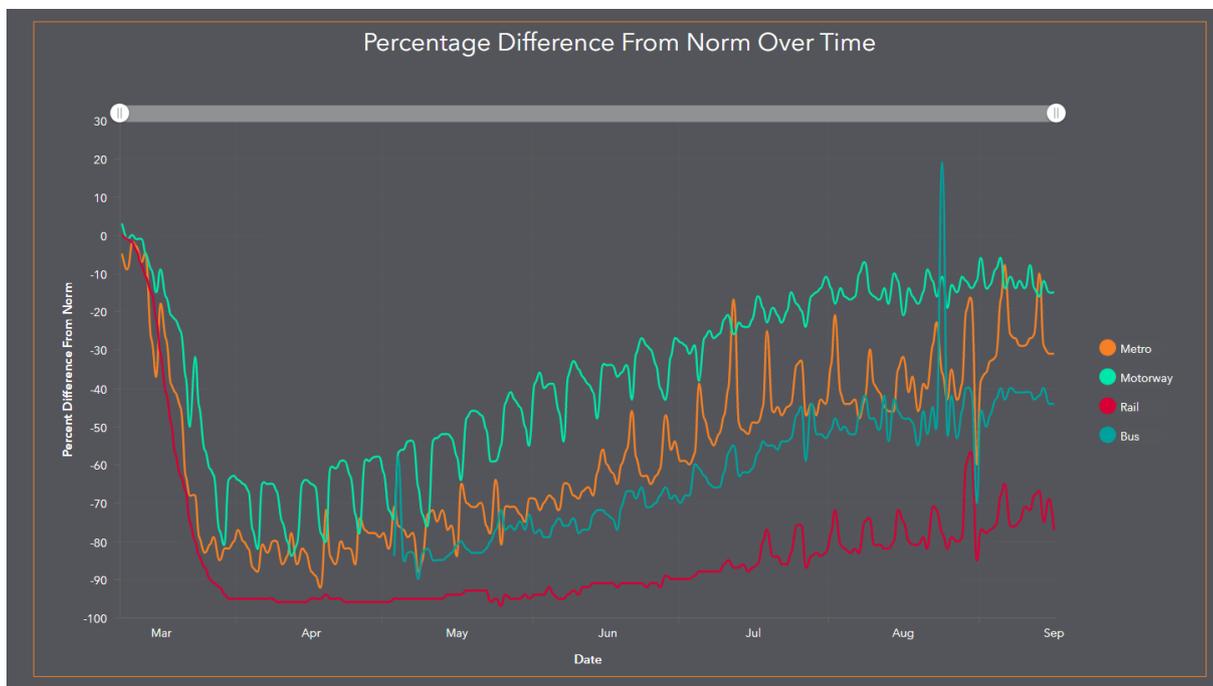
The impact of Covid-19 on transport and travel behaviour has been significant. As cases began to rise in the UK and abroad, measures were put in place to restrict public movement and interaction, with clear guidance not to travel.

TfWM has produced significant insight into the impact of Covid-19, utilising data and surveys, to help coordinate and support transport in the short-term, and to also understand some potential long-term changes in transport and travel behaviour that could have implications on future policy.

Local Travel Statistics

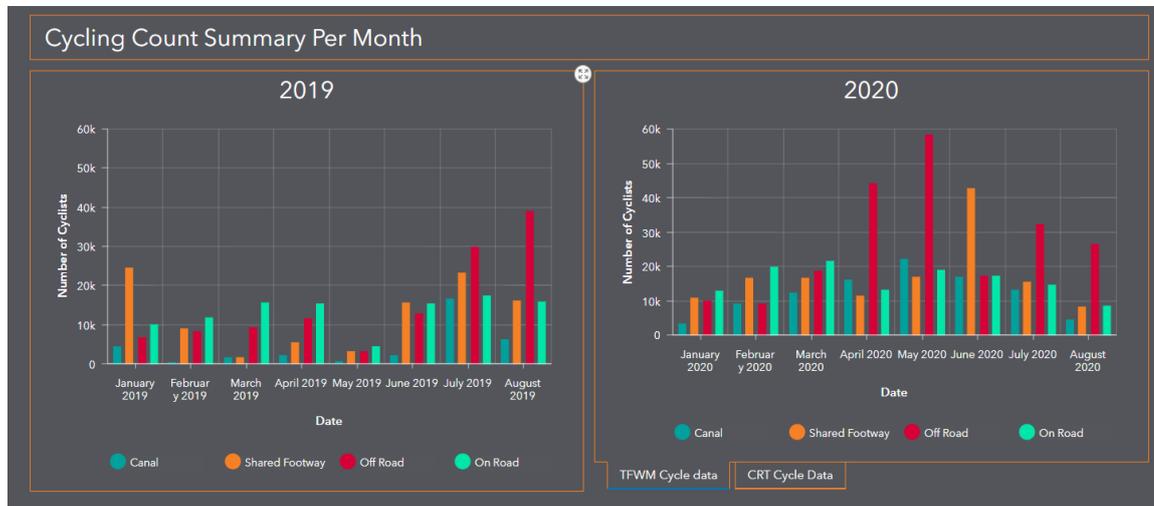
TfWM collated travel demand statistics as part of the Covid-19 dashboard. Figure 1 shows how travel by car, rail, bus and metro all decreased significantly as the lockdown was implemented in mid-March 2020. As lockdown restrictions were eased post June/July 2020, car traffic has seen the biggest rebound and currently sits just below the norm. Metro and bus have also shown an increase, whereas rail has experienced the least recovery (as of mid-September 2020).

Figure 1: Multi-Modal Comparison



The bus network is operating at over 100% of its pre-covid service levels with substantial timetable changes taking place over the August bank holiday weekend. Rail service changes took place on the 6th September which increased services to approximately 90-95% of pre-covid levels. From 1st September, West Midlands Metro is now running its normal timetable bringing daytime frequency back to every 6 minutes (during AM /

PM Peaks) on weekdays and every 10 minutes at weekends. We have also seen a continued increase in cycling since March 2020, as shown in Figure 2 below:

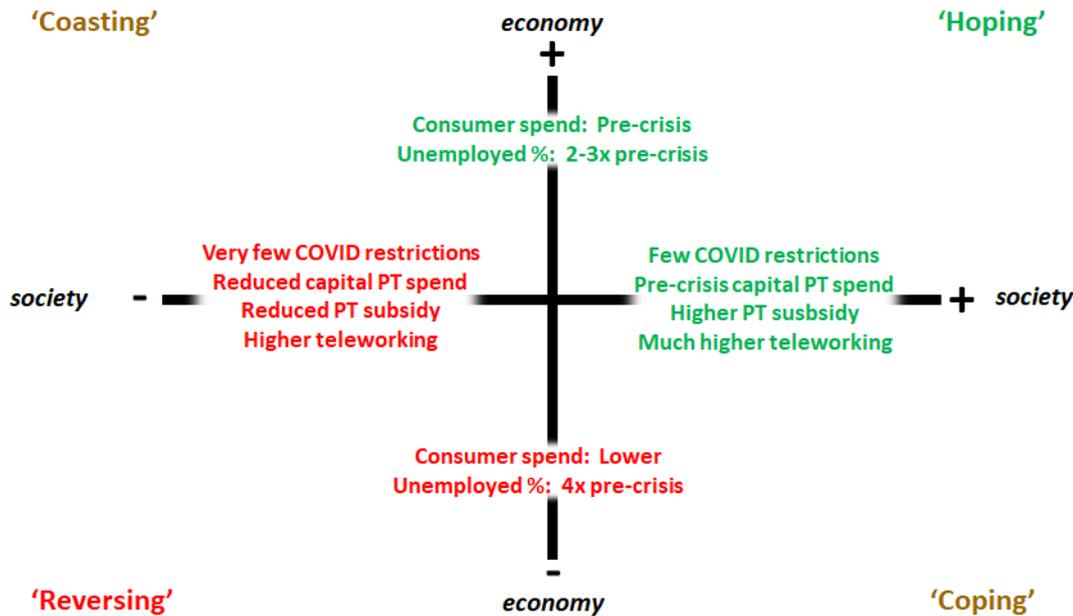


Longer-term impacts

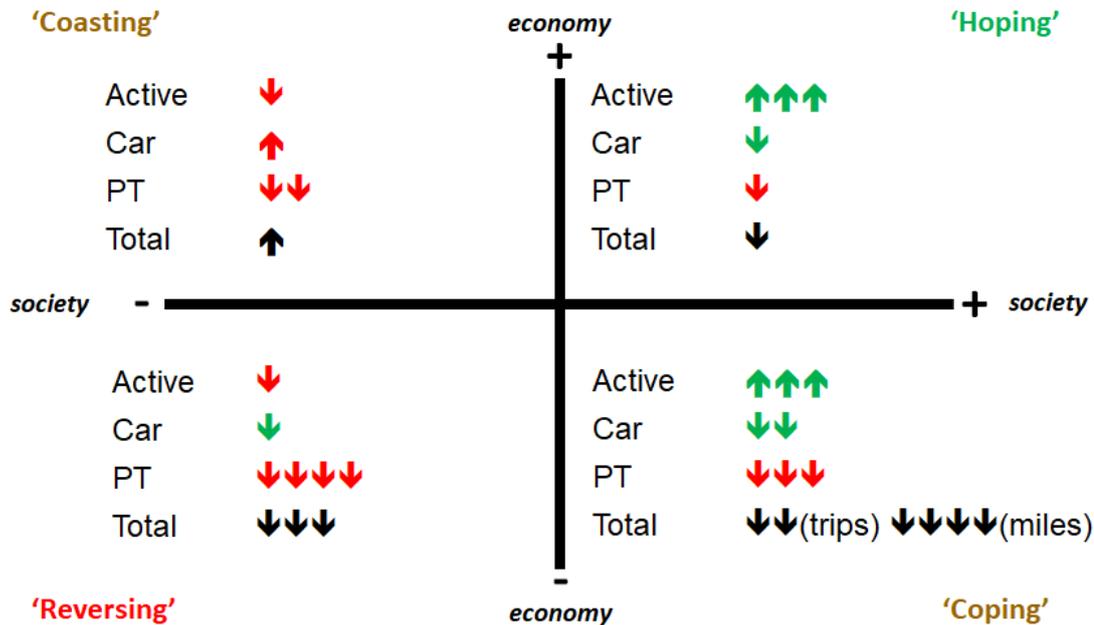
There must be considerable uncertainty about these longer-lasting changes, however, as they depend on the medical outlook first, which is uncertain, and they depend on the economic impacts, with the potential social adjustments in response to both. This means layers of uncertainty make the standard forecasting approaches impractical, or not useful for thinking about the long-term.

Instead, scenarios offer a way to think about the spread of changes possible, combining different but plausible directions for the different factors influencing local travel behaviour. TfWM has developed four broad scenarios, looking ahead a year or so into the current ‘pre-vaccine’ period.

These consider two of the key drivers of change as affected by the pandemic; the economy, and social change (plus some linked transport policy choices). Thinking about plausible, relatively positive or negative developments in each case, as shown on the economic and social axes below, suggests the four scenarios in each corner, characterised in terms of progress on our objectives; ‘Coasting’ (economy recovers, little adaption), ‘Hoping’ (economy recovers, with positive social changes), ‘Coping’ (economic problems, social adaptations in response), and ‘Reversing’ (negative economic and social change):



Applying the developments on each axis to our understanding of the factors underlying demand for local transport, and our local travel data, gave the results below for each scenario (compared with the pre-lockdown situation), and it is notable that even the most positive (Hoping) sees a reduction in public transport use:



Figures are for the personal (e.g. excluding a doctor's rounds) domestic (and mainly local) travel of an average West Midlands resident

Now we are some way into the 'pre-vaccine' period of the scenarios, we can compare the travel changes in each to the recent actual data, including the 'Local Travel Statistics' above.

That data suggests a continued recovery in car trips (and miles) to pre-crisis levels (somewhere between Coasting-Hoping and Coasting-Reversing), an increase in active travel (especially cycling, although from a low base) overall (somewhere between Hoping and Coping), and a sustained, significant reduction in public transport use (somewhere between Reversing-Coasting and Reversing-Coping). Public transport is held

back by the continued capacity issue and passenger concerns linked to physical distancing, and a shift to home-working reducing the need to travel (and attractiveness of best value season tickets). These issues apply especially to rail as its passengers are generally wealthier than bus and Metro passengers, and more likely to have a car alternative, and to be in a job that allows working from home.

Central and local governmental transport priorities and finances and funding for transport;

With the unprecedented impact of the pandemic crisis, it is not surprising that the measures taken to close the local transport funding gap in the early stages of the pandemic sought to patch and mend existing complex and inefficient local government funding structures.

The main weaknesses in the way additional Covid-19 funding has been provided in England so far are it is short term and it is mode by mode (with different criteria, end dates and arrangements for each mode).

Example: Bus services funding

For example, the mechanisms for bus support during recovery sees Government funding most bus services directly with commercial operators through BSOG and CBSSG (uplifted BSOG). TfWM has then had to negotiate further support through ongoing locally funded concessionary reimbursements at pre-Covid rates (for passengers not being carried), tendered bus payments at pre-Covid rates (for services not operating), and other mechanisms such as breaks from bus station charges.

Whilst this has been effective in supporting bus companies during a time of crisis, during the longer term, as the government funding available reduces and patronage does not fully recover, it will encourage operators to consolidate resource on the most profitable services at the detriment of the more marginal routes that in many cases are essential for providing access to employment, skills and healthcare for many of our most vulnerable communities.

Given the substantial public funding that is supporting the network, there needs to be clear local accountability in the West Midlands for supporting the recovery from the pandemic and the ability to protect future bus services. Providing money to operators simply to run buses is a very blunt instrument. Funding should instead be targeted at making the bus market as a whole more financially sustainable, by

- Reducing costs; such as funding investment in zero emission vehicles or bus priority infrastructure both of which lower operational costs and help support wider policy objectives, or by;
- Increasing passenger numbers, for example by funding fares reductions or providing targeted concessions for groups such as job seekers or young people.

The mix of tools will be dependent on specific local geographies and policies, but devolving funding and powers to local decision makers, will produce better outcomes than simply funding bus operators to focus on their short-term commercial imperatives. This is a model that has the support of commercial bus operators in the West Midlands, through the West Midlands Bus Alliance.

Infrastructure

It is worth noting, in terms of infrastructure delivery, that it is too early to fully understand the financial and deliverability impact of the pandemic. Government support enabled Local Authorities and TfWM to deliver social distancing, adapting high-street, new bus priority measures and new active travel schemes supported by changes to the TRO process). However, measures could have been in place earlier if government had avoided cumbersome application processes for the Emergency Active Travel Fund (EATF).

To aid economic recovery, it will be vital to continue investing in infrastructure projects, as set in the '*Recharge the West Midlands*'¹ submission to government. Government, working with bodies such as TfWM, will need to provide the right levers and mechanisms to drive forward devolved infrastructure programmes. The HS2 'Notice to Proceed' and Getting Britain Building Fund are examples of government commitment to accelerating projects.

However, with the forthcoming CSR, it might also be pertinent to review the forecasts and assumptions for future travel demand and the type of infrastructure investments that are being made to ensure they deliver outcomes such as net zero carbon goals and levelling up.

The resilience of the transport system for future crises;

The pandemic has exacerbated existing inequalities within the West Midlands, worsened by the significant disruption to public transport. Pre Covid-19, around 80% public transport trips were taken by bus and more than 50% of bus users do not have access to a car in their household. Public transport was critical in supporting NHS and key workers.

As 31% of our regions households do not have access to a car/van, our public transport network has been vital - especially those low-income key worker groups, younger people, older people, disabled groups and those from deprived backgrounds. For these groups, access to the internet is often much lower, with only 40% of those living in deprived areas and 70% of older people having access to the internet when compared to higher earning groups – which witness 99% coverage.

Transport affordability during the pandemic has also been a barrier especially for those on lower incomes or those currently unemployed or young people. Such households spend a relatively high proportion of their income on commuting (25% compared to 13% for higher income households). Public transport costs are one of the greatest barriers faced by young people when accessing education and training and is linked strongly to increased post-16 education dropout rates.

It will be vital to develop the appropriate policies for ensuring that impacted groups are supported in the Covid-19 recovery period, and that transport interventions continue to focus on supporting inclusive growth, with funding devolved accordingly.

Walking and Cycling

Government announced an indicative allocation for the West Midlands of £17m from EATF. The West Midlands was successful in an EATF Tranche 1 application, with an allocation of £3.85m being granted from DfT. The amount is more than our indicative allocation, but a cumbersome application process had to be followed (as previously stated).

TfWM submitted a Tranche 2 bid on 7th August, we are awaiting a decision from DfT. Tranche 2 schemes plan to deliver cycling segregation, being aligned to a long-term Walking and Cycling Plan²; which includes a West Midlands Bike Hire Scheme and supporting e-scooter trials.

As shown in Figure 2, Walking and cycling have grown in popularity during the Covid-19 lockdown. There is an opportunity to lock in this positive travel behaviour and deliver permanent measures, helping to reduce a high carbon recovery from the pandemic and help the public maintain physical and mental wellbeing.

Travel demand management (TDM)

TfWM has undertaken a TDM programme throughout the pandemic to support businesses and help recover the transport network. This approach is helping to tackle congestion on our networks (supported a multi-

¹ <https://www.wmca.org.uk/media/3975/west-midlands-economic-recovery-our-ask-and-offer-hd-spreads.pdf>

² <https://www.wmnetwork.co.uk/ways-to-travel/cycling/starley-network/>

agency Regional Transport Coordination Centre (RTCC) and to manage short capacity issue on public transport networks (due to social distancing and the recent school return).

TfWM implemented a unique set of activation measures to support the uptake of EATF delivered infrastructure, targeted behaviour change and road safety education. There is a long-term opportunity for DfT to mainstream and upscale this approach nationally.

The devolution of transport policy-making responsibilities and powers;

As public investment is required to support the recovery of the transport system, it is imperative this investment is used to build back better and to adopt a new model for long term sustainable funding for Mayoral Combined Authorities (MCA's) and Local Authorities.

West Midlands Devo Next Programme

As set out in 'Devo Next'³ (*Submission to Local Recovery and English Devolution White Paper*), we require enhanced powers and local responsibility for the development, management and operation of our transport system. This includes:

- Devolving all Bus Services Support Grants directly to MCAs, as well as the flexibility to revise and reinvest statutory schemes such as ENCTS and its payment arrangements to operators.
- Local rail devolution, through the West Midlands Rail Executive, building on the clear successes of London Overground and Mersey Rail.
- MCA areas should also have access to powers, functions and duties equivalent to Transport for London, as outlined in the DfT's published plan 'Gear Change: A bold vision for cycling and walking'. Areas of enhanced powers should include civil enforcement of Moving Traffic Contraventions and Pavement Parking, with revenues raised and retained at the MCA and/or local authority level.
- As set out in the WMCA's CSR submission⁴, a critical priority is to work collaboratively with Government to develop a rolling five-year infrastructure programme. This single pot approach to funding has a specific focus on critical enabling infrastructure. Enabling infrastructure will drive inclusive growth and present coherent recovery response to the pandemic.

The decarbonisation of transport and the capability to meet net zero carbon emissions targets by 2050

As reported to WMCA Board in July 2020⁵, Transport is the sector that accounts for most of the WMCA's and UK's emissions. Transport emissions have remained broadly unchanged since the 1990s. Most of the emissions are from cars. Decarbonising transport at a rate that meets the #WM2041⁶ carbon reduction pathway will not be possible without unprecedented technological and behavioural change.

Provisional work carried out by the Tyndall Centre has found that even if all new cars were ULEVs by 2035, a 58% reduction in UK car mileage between 2016 and 2035 would be needed for car CO2 emissions to fall to an extent consistent with the Paris Agreement. However, Government's current transport carbon reduction pathway which aims to deliver domestic legislative commitments would likely not require such a profound level of change.

As we recover from Covid 19 there are a number of drivers that represent a real risk of a high carbon recovery:

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

⁴ <https://governance.wmca.org.uk/documents/s4655/Appendix%201.pdf>

⁵ <https://governance.wmca.org.uk/documents/s4451/WMLTP%20Review.pdf>

⁶ <https://www.wmca.org.uk/media/4008/wm2041-final-003.pdf>

- Lack of availability of public transport if commercial and financial challenges require reduction of services if support is not provided; and
- A shift to more remote living and migration away from denser urban areas due to the accelerated rate of digitisation (working from home and teleconferencing for example) and desire for greater living space and access to green space.

These risks will not only jeopardise efforts to decarbonise UK transport, they will also result in wider external impacts affecting quality of life and productivity.

Five Motives for Change

Work has already started to review a new Local Transport Plan (LTP) for the West Midlands, including evidence base research and workshops with stakeholders to start to develop a case for change for our transport system. From this Five Motives for Change have been developed:



The climate emergency is an important motive for change, however, there are wider improvements to equity and quality of life that are also critical. Building consensus for the change required to meet decarbonisation objectives will need to be based on wider improvements that reflect citizens’ wider aspirations and values.

Policy priorities for decarbonisation

The following areas of priority have been identified by TfWM following analysis of what is needed to meet national, WMCA, and local stakeholder decarbonisation targets/budgets:

- **Freight decarbonisation.** Accelerated development of viable ULEV solutions and supporting infrastructure is urgently needed with particular progress needed on heavier road vehicles. Greater understanding of the potential for emissions to be reduced through consolidation of deliveries is needed and sustainable policy levers that would make such consolidation commercially viable (and indeed favourable) need to be identified. This area is picked up with the draft West Midlands CSR submission⁷.

⁷ <https://governance.wmca.org.uk/documents/s4655/Appendix%201.pdf>

- **Transforming private vehicles.** Current land use patterns have been shaped by the high level of individual mobility people have through access to cars. Beyond a shift to less carbon intensive energy sources, reduced energy consumption is needed to bridge the policy gap. Transformation of private vehicles so that they require less energy is needed to allow for rapid decarbonisation without high social and economic impacts from reduced mobility.
- **Transforming travel patterns and land uses.** In the longer term there is the potential to reduce the carbon emissions from transport by more fundamental changes to travel; shorter distance travel, less frequent (consolidated) travel, mode shift.
- **“Electrification” of passenger travel.** Electrification of road and rail is critical for decarbonisation and will reduce the need to otherwise reduce travel to close the policy gap.

Innovation and technological reform within transport

New technologies and business models will offer a host of opportunities including greater consumer choice; better informed decisions by travellers and transport authorities and more efficient provision of transport networks and services.

In order for these benefits to be realised, we need a framework from Government that:

- Provides greater flexibility to deliver innovation on local network. This could be supported by DfT accelerating measures contained in the Future of Transport Regulatory Review such as Future Transport Zones and special sandbox environments.
- Provides a legal and regulatory framework which gives cities and transport authorities sufficient agility to manage the potential impact of new transport innovations. As a result of the pandemic, this could include the flexible use of DRT to link NHS staff and key workers to a recovered bus network; and
- Sets national minimum standards in critical areas such as safety, accessibility and data: local areas provide local areas with the flexibility to set standards that exceed the national baseline.

E-scooters trial

TfWM, Birmingham City Council and Coventry City Council have launched an E-scooter hire scheme in collaboration with Sweden based supplier VOI. Our priorities in selecting a supplier were to ensure they share our goals and vision of creating safer more sustainable transport options whilst allowing us to encourage social distancing and cleanliness.

The trial will last for one year and we will utilise the data we gather during this period to understand the potential for this mode of transport as an alternative to private car use. This trial will allow TfWM to provide informed feedback and advice to the DfT as we identify challenges and considerations and in terms of physical infrastructural and safety requirements to support this mode.

E-scooters, West Midland Bike Hire and wider micro mobility options could provide first or last mile integration to our rail, tram and bus networks.



Transport Delivery Committee

Date	8 February 2021
Report title	Cycling Charter Progress Report
Portfolio Lead	Councillor Diana Holl-Allen
Accountable Chief Executive	Laura Shoaf – Managing Director laura.shoaf@tfwm.org.uk
Accountable Employee	Claire Williams – Head of Cycling and Walking claire.williams@tfwm.org.uk 0121 214 7984
Report has been considered by	Councillor Diana Holl-Allen, Lead Member for Safe and Sustainable Travel Councillor Kath Hartley, Lead Member for Putting Passengers First Councillor Richard Worrall, Lead Member for Air Quality Congestion & Environmental Impact

Recommendation(s) for action or decision:

Transport Delivery Committee is recommended to:

- Note the progress to date of the TfWM led initiatives of the West Midlands Cycling Charter Action Plan.

1. Purpose

- 1.1 To report matters relating to the performance, operation and delivery of TfWM led initiatives within the West Midlands Cycling Charter Action Plan.

2. Background

- 2.1. The West Midlands Cycling Charter outlines the key principles that all partners, including the seven constituent Local Authorities, have adopted to deliver the required step change in cycling across the West Midlands Metropolitan area. It represents a shared vision and approach that will increase cycling levels across the West Midlands.
- 2.2. A detailed Action Plan is currently being delivered with the target of increasing levels of cycling to 5% of all trips by 2023 from the current levels of 1.7% (Census Data, 2011).
- 2.3. The Cycling Charter is based on the following four principles:
 - Leadership and Profile
 - Cycling Network
 - Promoting and Encouraging Cycling
 - Funding.

3. Cycling Charter Action Plan progress

- 3.1. In August 2020, the vision for cycling and walking for the West Midlands was launched. The **Starley Network** seeks to bring together the West Midlands Local Cycling and Walking Infrastructure Plan (LCWIP), as well as the local authorities LCWIPs, the canal towpaths, National Cycle Network and existing cycling and walking infrastructure into a single cohesive network.
- 3.2. £23m of **Transforming Cities Fund** (TCF) has been allocated to develop and deliver a cycling and walking infrastructure programme. Details on the allocation can be found in the finance section below. The programme is coordinated by TfWM as part of the Walking and Cycling Programme.
- 3.3. As part of the TCF programme, funding has been allocated towards the development of the Phase 1 routes within the LCWIP (listed in Paragraph 4.3). The local authorities are currently working on developing business cases and preliminary designs as part of this project.
- 3.4. £2m of TCF allocation formed the [Better Streets Community Fund](#), a community-focused grant scheme which allowed residents in the West Midlands to submit ideas to improve their local area for cycling and walking. Six of these projects have been delivered to date, including Walsall Rugby Club Cycling Activity Centre and Stevens Park Toucan Crossings (Dudley). The full list of successful and delivered schemes is listed in the Appendix.
- 3.5. Solihull Metropolitan Borough Council have consulted on their [cycling and walking strategy which included their Local Cycling and Walking Infrastructure Plan](#). Wolverhampton, Dudley and Walsall are exploring funding options for development and delivery of the schemes within the WM LCWIP. Birmingham and Sandwell published their LCWIP last year.
- 3.6. **Emergency Active Travel Fund (EATF)**. On 9th May the Government announced that an 'Emergency Active Travel Fund' will fund local authorities across the country to help make it easier for people to use bikes to get around. An allocation of £250 million from the £2 billion investment in cycling and walking, previously announced at the March budget is to be made available immediately to support the delivery of temporary schemes such as pop up cycle lanes and widening pavements.

- 3.7. West Midlands Combined Authority has been allocated £16.9m of EATF which will be distributed via two tranches and an application process to DfT. Tranche 1 was £3.447m with applications closed 5 June 2020. TfWM submitted a joint bid with the constituent local authorities.
- 3.8. The West Midlands was awarded £3,850,997, £404,197 more than DfT's indicative allocation and a reflection of the strength of the region's funding application. The funding was distributed as follows:

Local Authority	Allocation (£)
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
Total	3,850,997

- 3.9. 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 7 September 2020.
- 3.10. A total of 57 infrastructure schemes, including pop up cycle lanes, pedestrian and walking zones and Places for People (also known as Low Traffic Neighbourhoods) have been delivered through the EATF Tranche 1 programme. The table below provides a summary of the number of capital schemes and the length of improvements by Local Authority.

EATF Tranche 1 infrastructure summary

Local Authority	No. schemes	Length (miles)
Birmingham	15	13.38
Coventry	7	1.48
Dudley	7	1.25
Sandwell	4	1.30
Solihull	14	4.38
Walsall	5	1.57
Wolverhampton	5	0.76
Total	57	24.12

- 3.11. The programme also includes supporting measures to deliver interventions that support long term behaviour change. A communications and marketing package was included in the programme. The infographic below summarises the reach and impact of the activation package.



3.12. As part of the supporting measures package, “[Cycle Parking for Organisations](#)” was delivered supported by social enterprise Park That Bike. Park That Bike provided cycle parking on our behalf to organisations across the West Midlands. This project is funded by Transport for West Midlands to keep the region moving during the COVID 19 recovery phases and beyond. The first round of applications will be supporting 261 organisations with new cycle parking.

3.13. Social prescribing. In partnership with Active Black Country, we worked with 8 surgeries in the Black Country (2 per local authority). Forty individuals who were recently diagnosed with pre-diabetic condition, hypertension or who had recently arrived in the country were recruited into the social prescribing programme. They were provided information on access to green spaces and parks, as well as maps of the canal towpaths. 20 individuals received a £50 voucher to spend on gear that would help them be active (e.g. used pedal cycle or running shoes). After 8 weeks, 70% of participants reported an improvement in physical health as well as enjoyed being more active and 93% stated they planned on continuing being more active. We are looking to expand this offer as part of the Tranche 2 programme.

3.14. As part of the Emergency Active Travel Fund measures, the license for Commonplace was renewed which allowed for engagement during the COVID19 recovery. Due to restrictions during the COVID19 outbreak, only the digital format was available as in person engagement was not possible. TfWM has appointed a Community Engagement Lead who will be leading on reaching out to the communities and groups during engagement and consultation of schemes on Active Travel Fund.

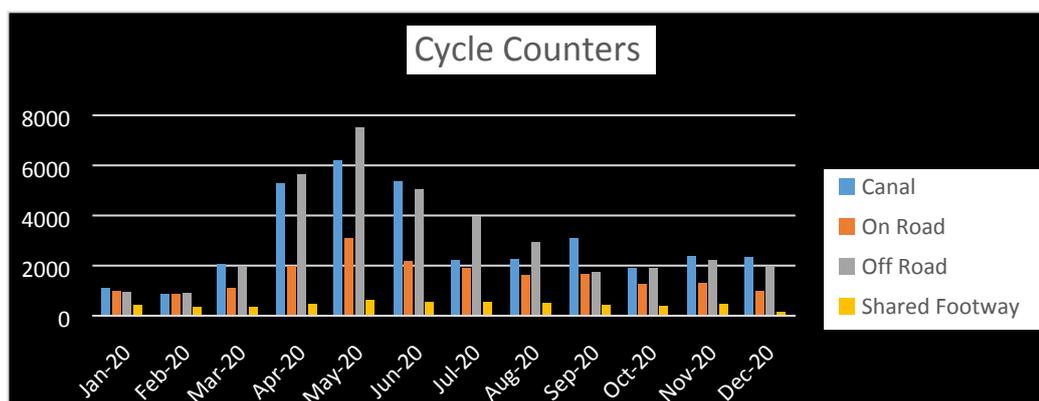
3.15. While it is anticipated that there will be objections to some schemes, we continue to work with our partners and communities to ensure the benefits of the scheme to children, air quality and physical activity are communicated and to consider amendments to schemes as appropriate.

- 3.16.** TfWM have engaged with charities such as Cycling Projects and the Royal National Institute of Blind. TfWM are also working closely with WMCA staff to support the “Include Me WM” initiative, as well as other disability cycling partners including Cycling Projects, Midland Mencap and Activity Alliance to understand and meet the needs of disabled people across the region.
- 3.17.** Online surveys were conducted post-delivery of the schemes, and it was found that respondents were generally supportive of EATF schemes. This is in line with Bike Life West Midlands Report where it was found that 65% of residents support building more protected on-road cycle tracks, even when this would mean less room for other road traffic.

Measure	Support	Oppose	Number of respondents
Providing more cycle parking	72%	8%	1,197
Cordoning off space outside shops/widening pavements to help people social distance when walking/queuing	70%	17%	1,213
Implementation of pop-up cycle lanes to protect people on bikes and keep them safe	65%	23%	1,219
Providing bus and cycling lanes on main travel corridors	63%	24%	1,203
Removal of on-street car parking space to make more room for people to walk, queue and socialise	56%	29%	1,210
Close residential streets to motor vehicles while maintaining access to create low-traffic neighbourhoods	47%	37%	1,211

- 3.18.** In November 2020, the allocations for Active Travel Fund (ATF, Emergency dropped from the name) Tranche 2 was announced with WMCA awarded £13.1m (80% Capital, 20% Revenue) to deliver a programme of schemes including new cycling infrastructure, making some the current pop up cycle lanes more permanent, Places for People and a supporting measures package (Appendix).
- 3.19.** The allocation received was 95% of the original £13.78m application. Following discussions and key priorities, it was agreed at STOG Active Travel Group (4 December 2020) to approve that the 5% reduction would be met by WMCA, and therefore not affect the Local Authority planned allocations to deliver respective priorities.
- 3.20.** The 5% reduction would be met by WMCA through uncommitted TCF funding (£269K) and release of ATF scheme contingency (£420k) to cover the remaining balance.
- 3.21.** It is also worth noting that the 5% reduction impact (£0.69m) in Tranche 2 is offset by the £0.4m additional funding that was received in Tranche 1 over and above the bid. Thus, the overall allocations in comparison to the application for both Tranche 1 and 2 is a £0.29m reduction.
- 3.22.** ATF Tranche 2 guidance includes a significant focus on engagement and consultation. An [engagement plan for the West Midlands has been published](#) and a formal letter submitted to DfT. Following this, schemes will need to undergo engagement and consultation during development prior to delivery with formal letters submitted to DfT outlining the consultation that took place, and the stakeholders that were engaged.
- 3.23.** We will continue to use the Commonplace platform for consultation, which has proven to be effective during Tranche 1. An offline option will also be made available for those without internet access, using either post or phone.

- 3.24. TfWM are committed to engaging with public transport colleagues, and organisations that support disabled people as well as others during the development and delivery of ATF schemes. While face to face engagement is limited during the pandemic, we will seek solutions to reach out to the different organisations.
- 3.25. Schemes to support disabled people using active travel modes have been included in the ATF Tranche 2 proposals.
- 3.26. The proposal for a Cycling legacy of the Birmingham 2022 Commonwealth Games (CWG), is **Cycling for Everyone**, an activation and behaviour change package which supports or complements the mission of the CWG and builds on the success of previous programmes such as Big Birmingham Bikes that distributed 7000 bikes and training to the most deprived communities in Birmingham.
- 3.27. The vision is that the next five years will see the delivery of behaviour change schemes (such as cycle training, free bikes, community cycle clubs) focused around the package called **Cycling for Everyone**. The package which will be based on best practice and community led. This includes behaviour change interventions with the aims of closing the inequality gap in health and physical activity amongst the most deprived communities. The package will also enable those who would not otherwise be able, to benefit from the existing cycling network and new investment in infrastructure. Cycling for Everyone aims to deliver interventions that support long term behaviour change and confidence.
- 3.28. The aim of Cycling for Everyone is to target 1% to 3% of people living in the most deprived communities in the West Midlands with needed support services, including training for both adults and children as well as overcoming the barrier of bike ownership through a scheme such as Big Birmingham Bikes or through subsidised West Midlands Cycle Hire membership.
- 3.29. The Cycling for Everyone activation package will complement the wider Active Travel Legacy, the current Walking and Cycling Programme including the Emergency Active Travel Fund (EATF), Transforming Cities Fund, Local Cycling and Walking Infrastructure Plans (LCWIP), West Midlands Cycle Hire, the Travel Demand Management Programme, and partnership work (Cycling UK/Sustrans/British Cycling/The Active Wellbeing Society/Canal and River Trust).
- 3.30. Walking legacy for the Games is addressed within the Active Environments workstream led by WMCA, while the cycling legacy is being led by TfWM.
- 3.31. There are currently 20 operational **cycle counters** on the cycle network. An increase in cycling has been observed along routes associated with leisure (off-road routes such as green routes and canal towpaths) during COVID19 lockdown restrictions, as many people took up cycling for daily exercise. Not surprisingly, routes associated with commuting saw a decrease in use as many people worked from home. As restrictions have eased, there has been a steady decrease in cycling levels, in part due to the cooling temperatures and shorter daylight hours, which is typical for autumn/winter.



- 3.32.** We will be improving data collection on the network with phased delivery of 21 new cycle counters. A Request for Quotation was completed in December 2020 with the commission being awarded in early 2021. The indicative cost of the programme is £100k and this can be managed within existing resources.
- 3.33.** West Midlands Cycle Hire scheme. TfWM have appointed Serco through competitive dialogue to deliver a scheme across the West Midlands. The scheme will link to our public transport network businesses, centres, universities and trip-attractors to provide more opportunities for cycling and the use of multiple modes of transport. The Bikeshare scheme will be a blend of pedal bikes and Ebikes. The Press launch of scheme took place on 10th December 2020. Mobilisation underway, with scheme trial to take place on 8th February 2021, and extensive scheme rollout to follow on from March 2021. Various workstreams underway with supplier to progress scheme development.
- 3.34.** TfWM continues to collaborate with **Brompton** to promote fold up cycle hire facilities in Birmingham city centre at New Street, Snow Hill, and Moor Street stations with investment in social media and digital advertising campaigns. Brompton usage in Birmingham saw an uplift during the Summer months as the bicycles were utilised to support key workers, with free longer term hire.
- 3.35. Station and Interchange Cycle parking.** In partnership with West Midlands Rail Executive we will be installing cycle parking at Perry Barr Station, as part of the station redevelopment.
- 3.36.** In partnership with Chiltern we will be upgrading the cycle parking, lighting and signage at Moor Street Station, as part of a successful bid to DfT. Designs are being produced, in readiness to submit to Birmingham City Council. Moor Street has a listed building status.
- 3.37. Station and Interchange Cycle parking** occupancy counts are undertaken by TfWM Data Insight Team. Due to restrictions during COVID19 cycle counts have not taken place between March and May 2020. Cycle parking has been steadily increasing every quarter since restrictions were eased. Station travel plans are being delivered by West Midlands Trains which include promotion of cycle parking at the stations.

Average	2014	2015	2016	2017	2018	2019*	2020** Q1	2020 Q2	2020 Q3
Average Patronage	380	397	468	525	567	505	136	207	265
Average Capacity	1346	1474	1740	1980	2279	2248	2450	2420	2442
Average % Occupancy	28.5%	27%	26.8%	26.6%	24.8%	21.9%	5.55%	8.5%	11%

*Note: for 2019/20 cycle counts were done bimonthly.

** Counts did not take place from March until end of May 2020 and this is for June 2020 only.

- 3.38. Cycle Crime.** We continue to deliver our award winning five-point **Cycle Crime Action Plan**. The plan focuses on key areas of enforcement, engagement, education, environment and evaluation to combat cycle theft at stations. Between April to December 2020, there have been 66 cycle thefts from stations in the region. This is a decrease from 139 thefts in the first three quarters in 2019/20.
- 3.39.** In the specification for the bike share tender, we have asked potential supplier to work alongside West Midlands Police Designing Out Crime Team as well as Safer Travel Police Team to prevent crime and antisocial behaviour.
- 3.40.** We continue to offer subsidised D-locks at New Street Travel Information Centre. 2020 bike marking has been paused due to social distancing restrictions. These are promoted at the station travel shops, by the train operators, on the digital boards at the stations as well as on social media.
- 3.41. Active Travel Partnerships.** The West Midlands now has a **British Cycling** Community Activator. Since the beginning of September, a varied programme of volunteer support and engagement has been facilitated, enabling a return to activity offer 138 community led rides for 650 participants. Additional capacity has been developed with the training of 22 new volunteers in Coventry and the

development of a partnership with the Canal and River Trust to deliver further courses, to utilise and promote their network improvements.

- 3.42.** Big Bike Revival. A West Midlands partnership is in place with **Cycling UK** to deliver the national Big Bike Revival programme, a scheme to develop community cycle clubs and encourage community cycling. There is currently a total of 32 community clubs across the West Midlands (please see Appendix for list of Affiliated Community Cycle Clubs). During the Summer, Cycling UK delivered the Big Bike Revival (BBR) for Key Workers programme to support independent bike shops, mechanics and recycle centres to help key workers get back on their bikes or start cycle commuting for the first time. During the Autumn and continuing into the winter Cycling UK is delivering BBR as a pop- up Dr Bikes for communities, workplaces and schools. Across the West Midlands there are currently 48 mechanics delivering these pop up Dr Bike sessions. An online version of Bike Week and the Women's Festival of Cycling have also featured this year.
- 3.43. Living Streets.** Living Streets has partnered with TfWM to deliver the WOW – Walking to School Challenge to schools across the region. From approximately 785 schools across the West Midlands (Department for Education data), 146 schools have taken part in WOW – the year-round walk to school challenge, which is about 18% of the total schools (Appendix). Since September, active travel trips have increased from 66% to 75%, with car use decreased from 34% to 25%. The biggest change is seen at schools new to WOW, with active travel trips increasing from 53% to 70% and car use from 47% to 30%.
- 3.44.** Living Streets was successful in securing DfT funding to expand WOW. In the West Midlands this means extra coordinator support and a further 60 schools engaged in WOW by March 2021.
- 3.45.** As part of Active Travel Fund, the West Midlands is piloting Living Streets' Little Feet programme – a walking activity for early years. 20 settings have been recruited and are receiving resources and local coordinator support to encourage more families with children aged 2-5 to walk, and to help them overcome barriers to walking.
- 3.46. School Streets:** After trialling School Streets at three schools in Solihull, the scheme was made permanent at these schools in 2019 and extended to include a further three schools from September 2020. Evaluation from the original three schools showed an average 65% decrease in the number of children being driven to school and 90% support for the scheme continuing from residents. Solihull MBC will be looking at extending the scheme further in the future'.
- 3.47.** Walsall Council have provided safer walking and cycling routes for school pupils, by creating 'School Streets' at a number of locations across the borough. School Streets have been successfully implemented at the following educational establishments in Walsall, using EATF T1 funding: Brownhills West Primary, Manor Primary, Pool Hayes Primary, Whetstone Field Primary and Palfrey Junior. The trial may be extended as part of ATF funding.
- 3.48.** In Birmingham a range of [School Streets](#) campaign resources have been put together to support schools with encouraging walking, scooting and cycling to school by tackling parking issues, speeding concerns and air pollution at the school gates. Through the [Car Free School Streets](#) initiative, roads outside schools are closed to traffic at the start and end of the school day. An initial pilot with 6 schools was launched in September 2019, and this was expanded to include an additional 6 schools from September 2020. An initial evaluation was carried out after 6 months to highlight the main lessons learned from the pilot and inform decisions as to whether this should be made permanent at these schools as well as identifying opportunities to expand the scheme to other suitable locations
- 3.49.** **Cycling UK** is currently delivering the Big Bike Revival (BBR) for Key Workers programme to support independent bike shops, mechanics and recycle centres to help key workers get back on their bikes or start cycle commuting for the first time. To date, 12 organisations across the West Midlands have been awarded grants through the programme. This was promoted online, as well as posters at hospitals and key worker sites.

3.50. Cycling UK is in discussions with the Department for Transport regarding extension of the BBR programme to cover pop-up cycle repair. Free 3-month membership has been launched for health and social care workers to support those choosing to cycle during the COVID-19 pandemic. Over 2,000 new members have joined Cycling UK taking up this offer.

3.51. An online version of Bike Week took place from 6-14 June 2020 to bring people together through a series of fun events under the banner of #7daysofcycling. TfWM will be partnering with Cycling UK to deliver promotional activities to support the campaign.

4.0 Financial Implications

4.1 The 2018/19 cycling investment per head was an estimated £9.47. This will be updated to reflect final spend from the seven constituent local authorities once received.

4.2 The additional £23m investment through Transforming Cities Fund (TCF) referenced in section 3.2 will continue to support the ambition contained within the Cycling Charter to achieve £10 per head.

4.3 This investment has been allocated as capital contributions as follows:

Allocation	TCF Funding Contribution (Capital, £m)
Better Streets Community Fund	2.0
Development Funding	1.3
A34 Cycle Route (Perry Barr to Alexander Stadium)	1.5
A45 – Birmingham to Solihull Boundary	5.0
Binley Road Coventry University to University Hospital Cycle Route	5.0
Wednesbury to Brierley Hill Metro Corridor Access Improvements at stops for cycling and walking	3.0
West Midlands Cycle Hire Scheme	5.0
Small Measures and Additional Community Fund	0.2
Total	23.0

4.4 DfT have allocated £16.9m of EATF to the WMCA towards delivery of infrastructure and supporting measures that support people to cycle and walk more either for transport or exercise. These will be distributed via two tranches, with the first tranche being £3.85m. The second Tranche was £13.1m as Active Travel Fund as shown in the table below:

Local Authority	Tranche 1 (£)	Tranche 2 (£)	TOTAL (£)
Birmingham	1,130,982	4,477,349	5,608,331
Coventry	479,259	1,438,816	1,918,075
Dudley	285,000	780,000	1,065,000
Sandwell	296,602	1,783,935	2,080,537
Solihull	214,496	841,141	1,055,637
Walsall	255,000	1,111,626	1,366,626
Wolverhampton	347,378	1,027,801	1,375,179
WMCA	842,280	1,636,982	2,479,262
TOTAL	3,850,997	13,097,650	16,948,647

4.5 As per section 3.19 to 3.21 above, 95% of the Tranche 2 application was received, resulting in a £0.69m reduction for WMCA to be met through uncommitted TCF funding (£269K) and release of ATF scheme contingency (£420k) to cover the remaining balance.

4.6 **Cycling for Everyone** is currently an unfunded package and will be included within future asks of Government as part of a wider programme for cycling and walking.

5.0 Legal Implications

5.1 There are no immediate legal implications flowing from the contents of this report.

6.0 Equalities Implications

6.1 The West Midlands Cycling Charter does not result in any negative disproportionate impact for any of the protected characteristics. However, cycling nationally (and regionally) is unequal with cyclists more likely being male, young, non-disabled and white. To improve wider participation and representation there needs to be a stronger focus on the creation of more inclusive cycling environments (both in terms of infrastructure and cycling route choices) that can cater for cycles of all sizes, including recumbents, tricycles, trailers and tandems and for all different types of cyclists. Moreover, promotion of cycling activities and opportunities needs to be reflective of the diversity of the region, both in terms of the imagery used and the way information is disseminated and communicated to West Midlands residents.

6.2 Recovery from Covid19 is offering an opportunity to invest more in active travel provision and improve infrastructure to facilitate travel change. While this is a positive development and there has already been a shift towards more active travel modes, it is also worth noting that active travel modes such as cycling are not an easy option for a number of vulnerable groups due to affordability, accessibility, fear of safety, cultural and lifestyle barriers and fear of theft. Moreover, most deprived groups reside in urban areas which are predominantly designed around the car. For any cycling investment to have an impact on a wider range of people/groups it is vital that funding is allocated to remove barriers to cycling (real and perceived).

6.3 A number of the Cycling Charter Action Plan activities are likely to have a positive impact on different equality groups by raising awareness and promoting cycling more widely as well as through infrastructure and other improvements and initiatives.

6.4 Some people with special needs or physical disabilities may be able to benefit from programmes in the region that use adapted bicycles and they are referred to the organisations that deliver these. ParkRide and Wheels for All are initiatives organised by Midland Mencap and Cycling Projects in various locations across the UK including the West Midlands (Sutton Coldfield, Coventry, Birmingham, and Solihull).

7.0 Inclusive Growth Implications

7.1 Encouraging cycling and walking in the West Midlands LCWIP supports inclusive growth by supporting the following themes:

- Affordable, safe, and connected places
- Sustainability
- Health and Wellbeing
- Equality
- Economy

7.2 Safer routes for cycling and walking will help provide the people who live, work, learn and play here with safer routes to walk and cycle to where they want to go. Active travel encourages people to combine physical activity as part of their journey which has a positive impact on health and wellbeing as well as air quality.

7.3 A wide spectrum of users can access safer cycling and walking routes including people who use adapted cycles, scooters, motorised scooters, and even inline skaters. The objectives are to get people to use alternative modes of travel and to participate in physical activity.

7.4 As accessible and low-cost modes of transport, cycling and walking can help people access their local high streets, jobs and education.

8.0 Geographical Area of Report's Implications

8.1 Transport for West Midlands will work with the Constituent Local Authorities to manage cross border relationships and align cycling and walking schemes to ensure consistency in access and quality. Approximately 57% of all journeys (all modes) in the West Midlands cross an administrative boundary (of one of the seven constituent local authorities).

8.2 Several members of the West Midlands Cycling Charter Steering Group have remits that cover the wider WMCA 3 LEP geography. Cycling UK and Living Streets have community development officers hosted within TfWM's Cycling & Walking Team, they deliver promotional schemes across the region.

9.0 Other Implications

9.1 Improving cycling and walking provisions to increase levels of active travel will have a positive impact on air quality, physical and mental health.

10.0 Schedule of Background Papers

10.1 [West Midlands Cycling Charter](#)

Glossary

Active Environments	Places designed specifically or with infrastructure in place for sport and physical activity or be environments that enable physical activity but were not solely designed for this purpose. For example, introducing new green spaces in urban areas, closing off streets that allow for play (e.g. the Active Streets programme)
ATF	Active Travel Fund – this is the second tranche of funding allocated by DfT towards increasing cycling and walking.
Commonplace	An engagement platform online (website), whereby people can leave comments and feedback on schemes.

Cycle Counters	A device that counts cyclists automatically as they ride by.
Cycling for Everyone	The Birmingham 2022 Commonwealth Games legacy for cycling programme. This will include behaviour change schemes targeting areas of higher deprivation.
D-Lock	A type of cycle lock in a D-shape
DfT	Department for Transport
EATF	Emergency Active Travel Fund – this is the first Tranche allocated by DfT in response to the need to increase active travel during Covid19 restrictions
Modal Filters	A feature added to the road or highway to limit vehicle movement, for example a bus gate to prevent cars from entering a section of road, or planters that allow for cyclist and pedestrians but not cars.
School Streets	From http://schoolstreets.org.uk/ : “A School Street is a road outside a school with a temporary restriction on motorised traffic at school drop-off and pick-up times. The restriction applies to school traffic and through traffic. The result is a safer, healthier and pleasant environment for everyone.”
TfWM	Transport for West Midlands

Appendix

Emergency Active Travel Fund (Tranche 1) Schemes

Local Authority	Scheme Code	Scheme Name
Wolverhampton	WOL001	City Centre traffic lane closure Lichfield Street and Darlington Street.
Wolverhampton	WOL002	Addition of contraflow cycle lane in Darlington St/Lichfield St, and cycle parking.
Wolverhampton	WOL003	Victoria Street closure to motor vehicles and creation of pedestrian/cycling zone
Wolverhampton	WOL004	Gateway markings and arrangements at ring road access points to aid social distancing.
Wolverhampton	WOL005	Toucan crossing on Wolverhampton Ring Road
Coventry	COV001	Introducing pedestrian and cycle zones on High Street City Centre
Coventry	COV002	Protecting footways from parking at Foleshill Rd shops
Coventry	COV003	City Centre to Canal Basin Pop Up Cycle Lane
Coventry	COV004	Stoney Stanton Road to City Centre Pop up Cycle Lane
Coventry	COV005	City Centre Modal Filters
Coventry	COV006	Supporting Behaviour Change
Coventry	COV007	Corporation St / Bishop St / Tower St – bus gate and modal filters
Coventry	COV009	University of Warwick– new cycle route
Coventry	COV010	NCN 52 improvements to all weather surfacing
Solihull	SOL001	Footprint stencilled markings at all entrances and gateway points to the main retail centres and public spaces in Solihull
Solihull	SOL002	Borough Wide social distancing temporary signage
Solihull	SOL003	Warwick Road at Poplar footway widening and pop up cycle lane
Solihull	SOL004	Mill Lane and Drury Lane space for walking and cycling
Solihull	SOL005	School Streets
Solihull	SOL006	Warwick Road Signage – social distancing
Solihull	SOL007	B4102 Dickens Heath to Solihull Town Centre – Pop up cycle lane (WM-LCWIP)
Solihull	SOL008	Homer Road walking and Cycling space
Solihull	SOL009	A34 Stratford Road Closure for cycling and walking
Solihull	SOL010	The Square -New Road Temporary Road Closure – Modal Filter
Solihull	SOL011	Warwick Road – George Road space for cycling and Walking
Solihull	SOL012	Bickenhill Parkway Pop up cycle lane
Solihull	SOL013	Lode Lane Pop up cycle lane and walking space
Solihull	SOL014	Central Cycle Hub
Solihull	SOL015	Travel support to engage with businesses and schools
Dudley	DUD001a	Road space reallocation to support social distancing and active travel in Dudley, local centre
Dudley	DUD001b	Dudley Road space reallocation - Stourbridge
Dudley	DUD001c	Dudley Road space reallocation - Halesowen
Dudley	DUD001d	Dudley Road space reallocation - Brierley Hill
Dudley	DUD001e	Dudley Road space reallocation - Lye
Dudley	DUD001f	Dudley Road space reallocation - Sedgley
Dudley	DUD002	Cycle parking in centres and other key borough destinations
Sandwell	SAN001	Oldbury Town Centre to NCRN81
Sandwell	SAN001a	Oldbury Town Centre

Sandwell	SAN002	Smethwick Town Centre
Sandwell	SAN002a	Smethwick Rolfe St Station to Spon Lane pop up cycle lane A457
Walsall	WAL001	Walsall Town Centre Zone 1: Crown Wharf
Walsall	WAL002	Walsall Town Centre Zone 2: St Paul's Street
Walsall	WAL003	Walsall Town Centre Zone 3: Bridge Street
Walsall	WAL004	District & Local Centres Active Travel Interventions
Walsall	WAL005	Residential Footway Widening Package
Walsall	WAL006	Walsall Town Centre Cycle Parking
Walsall	WAL007	Renewing Existing Cycle Infrastructure
Birmingham	BIR001	Moseley Local Centre Transport Space Reallocation
Birmingham	BIR002	Stirchley Local Centre Transport Space Reallocation
Birmingham	BIR003	Lozells Low Traffic Neighbourhood
Birmingham	BIR004	Kings Heath Low Traffic Neighbourhood
Birmingham	BIR005	Places for People: Creating Low Traffic Neighbourhoods in Birmingham
Birmingham	BIR006	City Centre Traffic Cells Initiative
Birmingham	BIR007	Pop-up cycle lanes: Sutton Coldfield
Birmingham	BIR008	Pop-up cycle lanes: City Centre to Small Heath (A45 corridor)
Birmingham	BIR009	Pop-up cycle lanes: Selly Oak to Northfield (A38 corridor)
Birmingham	BIR010	Pop-up cycle lanes: City Centre to Fort Dunlop (A47 corridor)
Birmingham	BIR011	Pop-up cycle lanes: City Centre to City Hospital via Jewellery Quarter
Birmingham	BIR012	Pop-up cycle lanes: Bradford Street (City centre cycle access)
Birmingham	BIR013	Pop-up cycle lanes: A38 to A34 (City centre connection)
Birmingham	BIR014	Park and Pedal city-wide programme
Birmingham	BIR015	A38 Bristol Road South - Bus/cycle lane on a section of A38 Bristol Road South between Selly Oak and Northfield
Birmingham	BIR016	Moseley & Bournville Modal Filters
TfWM	WMSM001	Cycle Parking for Organisations
TfWM	WMSM002	LovetoRide
TfWM	WMSM003	Commonplace
TfWM	WMSM004	Travel planning capacity
TfWM	WMSM005	Road safety package
TfWM	WMSM006	Modeshift STARS
TfWM	WMSM007	Focus groups
TfWM	WMSM008	Go Jauntly and Social prescribing
TfWM	WMSM008	Active Travel Partnership Expansion – Cycling UK, British Cycling, Living Streets
TfWM	WMSM010	Contribution towards revenue costs of West Midlands Cycle Hire
TfWM	WMSM015	Travel Planning Support to engage with businesses and education sites
TfWM	WMCOM001	Communications Package

Active Travel Fund (Tranche 2) Schemes

Birmingham	BIRM201a	Scheme 1 Moseley Local Centre - Transport Space Reallocation
Birmingham	BIRM201b	Scheme 2 Stirchley Local Centre - Transport Space Reallocation
Birmingham	BIRM201c	Scheme 7 Pop-up cycle lanes: Sutton Coldfield
Birmingham	BIRM201d	Scheme 8 Pop-up cycle lanes: City Centre to Yardley (A45 corridor)
Birmingham	BIRM201e	Scheme 9 Pop-up cycle lanes: Selly Oak to Longbridge (A38 corridor)
Birmingham	BIRM201f	Scheme 10 Pop-up cycle lanes: City Centre to Fort Dunlop (A47 corridor)

Birmingham	BIRM201g	Scheme 11 Pop-up cycle lanes: City Centre to Smethwick (A457 corridor)
Birmingham	BIRM201h	Scheme 12 Pop-up cycle lanes: Bradford Street (City Centre Cycle Access)
Birmingham	BIRM202a	Lozells LTN - further development of Tranche 1, Scheme 3
Birmingham	BIRM202b	Kings Health & Moseley LTN - further development of Tranche 1, Scheme 4 & Scheme 5
Birmingham	BIRM202c	Bournville - further development of Tranche 1, Scheme 5
Birmingham	BIRM202d	Castle Vale - further development of Tranche 1, Scheme 5
Birmingham	BIRM202e	LTN Expansion - Tyseley & Hay Mills
Birmingham	BIRM202f	LTN Expansion - Sutton Coldfield
Birmingham	BIRM202g	School Streets Measures (50% EATF 50% THCP)
Birmingham	BIRM202h	Quick Wins & Further Pilots inc Acocks Green, Northfield
Birmingham	BIRM203a	Further development of Tranche 1, Scheme 6 City Centre Traffic Cells Initiative
Birmingham	BIRM203b	Development of other elements of City Centre Traffic Cells Initiative
Birmingham	BIRM204a	Pop-up cycle lanes incl. A47 spur to Walmley, A47 spur to Ward End, A38 spur to Moseley
Birmingham	BIRM204b	Local Centres incl. Sutton Coldfield, Erdington and Soho Road
Birmingham	BIRM204c	City-wide cycle parking in public spaces
Birmingham	BIRM204d	Big Birmingham Bikes
Coventry	COV201	University Hospital
Coventry	COV202	Foleshill/Radford to City Centre
Coventry	COV203	Campus Connections University of Warwick 1
Dudley	DUD202	A4123 Corridor (Dudley/Sandwell section)
Dudley	DUD204	A456 Corridor (Halesowen) Cycling Measures - Phase 1
Sandwell	SAN201	Blackheath Town Centre Active Travel Interventions
Sandwell	SAN202	Wednesbury Town Centre Active Travel Interventions
Sandwell	SAN203	Bearwood High Street Active Travel Interventions
Sandwell	SAN204	A4123 Corridor (Dudley/Sandwell section)
Solihull	SOL201	Blossomfield Road Pop up Cycleway
Solihull	SOL202	Knowle to Solihull Town Centre Pop up Cycleway
Solihull	SOL203	Borough Wide Cycle Parking
Solihull	SOL204	Meriden to Millisons Wood Cycleway
Walsall	WAL201	Connecting Bentley Phase II
Walsall	WAL203	School Streets Phase II
Wolverhampton	WOL203	St Peters Ring Road Crossing & Waterloo Road
Wolverhampton	WOL204	Wednesfield Road
Wolverhampton	WOL206	Supporting measures
WMCA/TfWM	WMSM202	Regional enabling measures (Revenue) – Love to Ride and Modeshift
WMCA/TfWM	WMSM204	Local cycling and walking activation measures
WMCA/TfWM	WMSM205	Bolstering cycling & walking partner delivery
WMCA/TfWM	WMSM206	Support package for businesses and education sites
WMCA/TfWM	WMSM207	Road safety package
WMCA/TfWM	WMSM208	Pilot to help disabled people to be more mobile and connected
WMCA/TfWM	WMSM209	Cycling – intelligent lights project
WMCA/TfWM	WMSM210	Community Enabling Project
WMCA/TfWM	WMSM213	Supporting Measures mobilisation & support
WMCA/TfWM	WMSM203	TfWM communications package

Better Streets Community Fund – Successful Projects

Birmingham

- Woodgate Valley Country Park: The Better Streets Community Fund will be funding the widening and resurfacing of the main pathways around Woodgate Valley Country Park to allow for people using adapted bicycles to use their routes. There will also be a contribution made to a local charity to provide adapted bikes and storage for them with the aim of creating a hub for inclusive cycling.
- Wheelers Lane and Barns Lane: The Better Streets Community Fund will be funding an improved crossing across the busy roads of Wheelers Lane and Barns Lane. This is to improve safety and access to the 5 schools in the local area.
- Soho Road in Bloom: The Better Streets Community Fund will be funding the expansion of the Soho Road in Bloom project which aims to make the Soho Road a more pleasant place to walk and shop. The funding will go towards more planters which will reduce pavement parking and aid in improving air quality.
- **DELIVERED** - Clifton Primary School: The fund will provide Clifton Primary School with a number of Parking Buddies which aim to reduce the amount of pavement parking outside of their school. This will help make the trip school a safer and happier experience.
- Sparkbrook/Balsall Heath: The Better Streets Community Fund will be providing funding for cycle parking outside a community hub in Sparkbrook/Balsall Heath. This will give local people the opportunity to cycle to their community hub without the concern of not knowing where to park their bike.
- Summer Lane Canal Access: The Fund will be contributing towards the improvement of the canal access point on Summer Lane. The access currently has steps which make it difficult for cyclists and those with mobility issues to gain access to the canal, the improvements will aim to remove these steps to make it more accessible.
- Tangmere Drive Crossing: Improvements to a crossing on Tangmere Drive to improve access to local facilities.

Coventry

- Charterhouse Community Corridor: The Better Streets Community Fund will be funding the first stage of the Charterhouse Community Corridor. Working with Historic Coventry Trust the funding will be used to create an safe, accessible, offroad cycle link between the local residential areas to and the historic Charterhouse building in Coventry. The end result being a completely traffic free walking and cycling route which can be used by everyone in the local community.
- Stoke Aldermoor: This project aims to make the community of Stoke Aldermoor an easier place to walk and cycle around. This will be done with improvements to signage, lighting and cycle parking within the community.
- Allesley Park: The project aims to improve the pedestrian and cycling access to Allesley Park in Coventry. This will be done by delivering a new crossing across Allesley Park Drive as well as safer entrance for pedestrians and cyclists to the park itself.
- Local Nursery: The Better Streets Community fund will be providing funding to add cycle parking to a local nursery to allow parents to cycle their children to school.
- Parkride: The Better Streets Community Fund will be contributing towards the setting up of a Parkride Inclusive Cycling Centre in Coventry. The funding will be a contribution towards the provision of adapted bicycles and storage for them.
- Stivichall Primary School: The Better Streets Community Fund will provide funding to improve cycle parking outside Stivichall Primary School to enable more children from the local community to cycle to school.

Dudley

- Howley Grange Park: This project will deliver footpath improvements on Howley Grange Park providing a strategic walking and cycling route helping to link this area of Halesowen with Woodgate Valley in Birmingham.
- **DELIVERED** - Thorns Road: The Better Streets Community Fund is providing funding to improve two crossings across the busy Thorns Road near Quarry Bank. The crossing will allow the students from Old Park School and Thorns Primary School to cross the Thorns Road more safely while also allowing better access to the green space provided by Stevens Park.
- **DELIVERED** - Wordsley School: The Better Streets Community Fund is providing funding to improve the crossing outside Wordsley School in Dudley by improving it to a toucan crossing allowing both cyclists and pedestrians to cross safely. This will improve access from the school to nearby residential areas as well as the recently resurfaced canal towpath network.

Sandwell

- Millenium Community Centre and Friar Park Primary School: Two applications for the Better Streets Community Fund were submitted within close proximity of each other asking for improvements near the Millenium Community Centre and Friar Park Primary School. This project will provide improvements at and between these two locations providing a safe and enjoyable space for local people to walk and cycle.
- Smethwick Old Church and Dorothy Parkes Community Centre: This project will aim to improve the public space outside of Smethwick Old Church and Dorothy Parkes Community Centre by reducing traffic speed and making it easier for people to walk and cycle in their local community.
- Blackheath: The Better Street Community Fund will contribute to improving the accessibility of an existing crossing for cyclists and those with mobility issues by providing small amount of dropped kerb. The crossing in Blackheath forms a part of an existing cycle route between Blackheath and Rowley Regis Train Station and this small improvement will help improve this route.
- **DELIVERED** - West Bromwich Town Centre: This project will provide public cycle parking outside of the YMCA in West Bromwich Town Centre. Allowing people attending the YMCA and the wider town centre to be able to park their bikes securely.

Solihull

- Berkswell Project: The Better Streets Community Fund will be funding the start of the Berkswell Project, which aims to make the local area a better place for cycling and walking by engaging the local community.
- Green Hill Way Day Centre: This project will provide benches and planters on the local streets around Green Hill Way Day Centre. The aim of this is to improve the area for the local elderly population making their local area a more pleasant place to walk around.
- Willow Park, Balsall Common: This project will provide new cycle parking at Willow Park in Balsall Common with the aim of encouraging local people to cycle to the park.

Walsall

- National Cycle Route 5: The Better Streets Community Fund will provide funding to improve accessibility on National Cycle Route 5 in Walsall and improve a the link between NCN5 and Walsall Town Centre. The aim being to give all of the local community the opportunity to access the town centre and NCN5 by bike.
- Hawes road: This project will aim to deliver cycling and walking improvements along Hawes road with the aim of encouraging local residents to walk and cycle more. The project will widen footpaths and calm traffic to make the area a more pleasant place for the local community to become more active.
- Aldridge High Street: This project will add cycle parking to Aldridge High Street outside of Aldridge Social Club, as well as adding some planters and other improvements to the public realm improvements. The aim of this project is to make the town centre a more attractive place to cycle to in the hope of reducing congestion in the town.
- **DELIVERED** - Walsall Rugby Club: The Better Streets Community Fund will help make Walsall Rugby Club a cycling hub for the local community. The aim is to build new cycle storage and provide a balance bike area for members of the local community to engage with cycling.

Wolverhampton

- Cycleways and Signage: This project will make minor improvements to cycleways and signage around a local community of Wolverhampton.
- Wednesfield Road: The Better Streets Community Fund will help support the delivery of improvements along the Wednesfield Road with the aim of creating a strategic cycling link into the Town Centre.
- Park Village Education: The Better Streets Community Fund will help Park Village Education become a cycling centre for its members and the wider community. The project will provide cycle parking, maintenance equipment as well as an area in cycle training can take place.
- **DELIVERED** - Aldersley Stadium: The Better Streets Community Fund will be contributing towards the setting up of a Wheels for All Inclusive Cycling Centre at Aldersley Stadium in Wolverhampton. The funding will be a contribution towards the provision of adapted bicycles and storage for them.

Currently Affiliated Community Cycle Clubs

Birmingham:

- B10 (Khidmat)
- Balsall Heath
- Bike 2 Life
- Gear Up
- Handsworth & Hamstead Pavilion
- Joyful Bellas and Fellas
- Ladywood (New Roots)
- Pathfinders CCYW
- Saheli Ward End Ladies
- Sara Park
- Share (Calthorpe)
- Cannon Hill CC
- Hawksley (Age Concern)
- Cobble Cafe/E Bike Brum
- Rookery Riders
- Welsh House Farm
- Friends United for WellBeing (previously Leisure Forum)

Wolverhampton

- Wildside Activity Centre
- The Bike Shed

Walsall

- Walsall Arboretum Community Cycle Club
- Palfrey Park Womens Community Cycle Club
- Palfrey Park Mens Community Cycle Club
- Aaina Ladies Community Cycle Club
- Willenhall Memorial Park Community Cycle club
- Reedswood Park CCC
- Walsall Bike Project CIC

Sandwell

- Smethwick Beat the Street Community Cycle Club (MST1)
- Hadley Stadium Community Cycle Club
- Lightwoods Community Cycle Club
- Hallam Street Hospital
- BWA Community Cycle Club

Dudley

- Silver Jubilee Park Community Cycle Club

Schools Taking Part in Living Streets Walk to School

Birmingham

Birchfield Community School
 Northfield Manor Primary Academy
 Brownmead Primary Academy
 Cofton Primary
 Clifton Primary School
 St Laurence Church Infant School
 St Albans Catholic Primary School
 St Saviours CofE Primary School
 St John Fisher R C School
 Woodthorpe Junior and Infant school
 St Laurence Church Junior School
 Quinton Church Primary
 Kings Rise Academy
 Olive Primary School
 Leigh Junior Infant and Nursery School
 West Heath Primary School
 George Dixon Primary School
 Waverley School
 Walmley Infant School
 Wyndcliffe Primary School
 Christ The King Catholic Primary School
 Nelson Mandela School
 Benson Community School
 Billesley Primary School
 Greenholm Primary School
 Warren Farm Primary School
 St Francis C of E Primary School
 Corpus Christi Catholic Primary School
 Lyndon Green Infant School
 Regents Park Community Primary School
 SS John and Monica Catholic Primary School

Thornton Primary School
 Guardian Angels Catholic Primary School
 Minworth Junior & Infant School
 St Benedicts Primary School
 Washwood Heath Academy
 Parkfield Community School
 Broadmeadow Junior School
 Ark Kings Academy
 Nelson Primary School
 Ward End Primary School
 Colmore Infants School
 Colmore Junior School
 Lea Forest Primary Academy
 Chivenor Primary School
 Alston Primary
 Little Sutton Primary
 Moor Green Primary Academy
 Nansen Primary School
 Pegasus Primary School
Coventry
 Cannon Park Primary School
 Eastern Green Junior School
 St Patrick's Catholic Primary School
 Sacred Heart Catholic Primary School
 Whitley Abbey Primary School
 Mount Nod Primary School
 Joseph Cash Primary School
 Wyken Croft Primary School
 St John Fisher Catholic Primary School
 Stanton Bridge Primary School
 Hill Farm Primary School
 Hearsall Community Academy

St Elizabeth's Catholic Primary School
Dudley
 Tenterfields Primary
 St Joseph's Catholic Primary School
 Priory Primary School
 Howley Grange Primary School
 St Mary's RC Primary School
 Redhall Primary
 Newfield Park Primary School
Sandwell
 Moat Farm Infant School
 Grove Vale Primary School
 Yew Tree Primary School
 St Matthew's Church of England Primary
 Corngreaves Academy
 St. Philip's Catholic Primary School
 Hall Green Primary School
 Temple Meadow Primary School
 St John Bosco Catholic Primary School
 Lyng Primary School
 Brandhall Primary School
 Christ Church CE Primary School
 Moat Farm Junior School
 Tameside Primary Academy
 Lodge Primary School
 St Mary's Catholic Primary School
 St John's CE Primary Academy
 Mesty Croft Academy
 Blackheath Primary School
 Crockett's Community Primary School
 Glebefields Primary School
 Whitecrest Primary School

Ferndale Primary School

Our Lady and St Hubert's Catholic Primary School

Solihull

Blossomfield Infant School

Peterbrook Primary School

Marston Green Infant Academy

Damson Wood Nursery & Infant School

Olton Primary School

Our Lady Of The Wayside Catholic Primary School

Dorridge Primary School

Meriden C E Primary School

Langley Primary school

Yew Tree Primary School Solihull

Castle Bromwich Junior School

Haslucks Green School

St Mary and St Margarets CE Primary School

St Patricks Church of England Primary Academy

Yorkswold Primary School

Greswold Primary School

Walsall

Fibbersley Park Academy

St Joseph's Catholic Primary School Darlaston

St Patrick's Catholic Primary School

SS Peter And Paul Catholic Primary Academy & Nursery

Blackwood School

Wolverhampton

Bantock Primary School

Bilston CofE Primary School

D'Eyncourt Primary School

Wilkinson Primary School

Manor Primary School

Rakegate Primary School

Transport Delivery Committee

Date	8 February 2021
Report title	Park & Ride update report
Accountable Director	Pete Bond, Director of Integrated Network Services
Accountable Employee	Babs Spooner, Head of Park & Ride
Report has been considered by	Transport Delivery Committee Lead Members and Members of the Rail and Metro and, Sprint Lead Member Reference Groups

Recommendation(s) for action or decision:

Transport Delivery Committee is recommended to:

1. Note the contents of this report

1. Purpose

- 1.1 This report provides an update on Park & Ride matters within the West Midlands Combined Authority Area and the impacts of Covid-19 (Coronavirus) on car park operations and development.

2. Background

- 2.1 Transport for West Midlands (TfWM) currently operates 9,000 Park & Ride spaces on the region's public transport network. These are located in 65 car parks serving 39 railway stations and five Metro stops.
- 2.2 Prior to the Coronavirus pandemic, all Park & Ride sites were generally full on a weekday by 8am with the exception of Bescot Stadium and Bradley Lane, the latter of which had only recently opened to the public.
- 2.3 As a result of this high demand, there has been a focus by TfWM in conjunction with the West Midlands local authorities on expanding Park & Ride at the locations that will be most beneficial to the region strategically, economically and, fundamentally, for our customers and communities.

2.4 With regards to Park & Ride usage *prior* to the impacts of Coronavirus, as an average across the network:

- One third of people drive to Park & Ride sites from within a mile of their location;
- One third of people drive to Park & Ride sites from 1-2 miles away from their location;
- 97% of people driving to Park & Ride are making a single occupancy car journeys;
- 81% of Park & Ride users are commuters travelling for work with 73% travelling to central Birmingham;
- 22% of parking at railway stations/Metro stops is on street; and
- One in nine people do not travel to their nearest station/stop.

2.5 Park & Ride currently costs the West Midlands Combined Authority £2.7m per year in operational costs. This is predicted to rise to £3.2m over the next five years if expansion aspirations are realised.

3. Impact of Coronavirus on Park & Ride operations

3.1 Following the announcement on the evening of 23 March 2020 of a national lockdown in response to the Coronavirus pandemic, the occupancy of Park & Ride sites has significantly reduced as trips on the public transport network have declined (especially the rail network where 61 of TfWM's 65 Park & Ride sites are located).

3.2 Figure 1, below, demonstrates the average percentage occupancy of TfWM's car parks during different stages of lockdown. Table 1 explains the relevance of the date ranges shown. As mentioned above, pre Covid-19 occupancy was between 95% and 100% on weekdays.

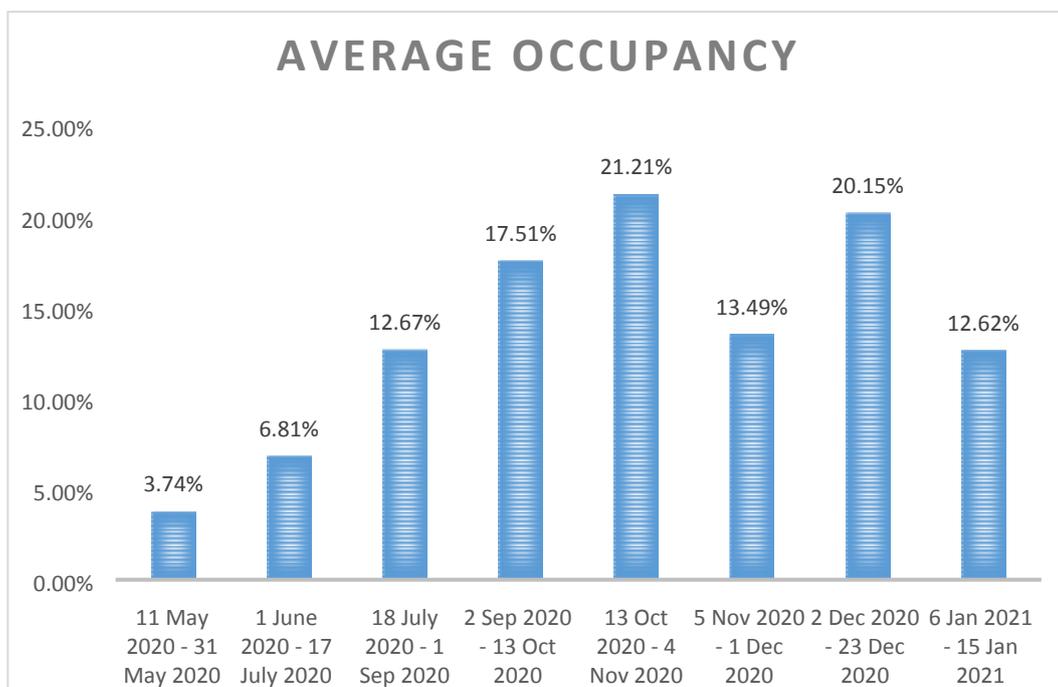


Figure 1 – average % car park occupancy through Covid-19

Table 1 – average car park occupancy during key stages of Covid-19

Date	Status	Average Occupancy
11 May - 31 May 2020	Lockdown relaxed	3.74%
1 June 2020 - 17 July 2020	Schools go back, some shops and services reopen	6.81%
18 July 2020 - 1 Sep 2020	Further lockdown relaxation	12.67%
2 Sep 2020 - 13 Oct 2020	Schools return after holidays	17.51%
13 Oct 2020 - 4 Nov 2020	Tier restrictions brought in (tier 2)	21.21%
5 Nov 2020 - 1 Dec 2020	New Lockdown commences	13.49%
2 Dec 2020 - 23 Dec 2020	Lockdown relaxed	20.15%
6 Jan 2021 - 15 Jan 2021	New national lockdown	12.62%

- 3.3 The highest number of cars in any one car park since 11 May 2020 was 189. This was at Stourbridge Junction, which is likely to be reflective of the capacity of the car park (1069 spaces) and its location on the network. Other sites that have seen higher numbers of cars parked are Sandwell & Dudley and Rowley Regis - again larger sites where the capacity is sufficient to easily cater for such demand.
- 3.4 While average occupancy across the estate has peaked at c. 28%, some sites have consistently seen occupancy of more than 50%, particularly when Covid-19 restrictions have been lighter. These tend to be sites with less capacity overall such as Lea Hall, or locations where there are other shops and services nearby such as Shirley. There is anecdotal evidence that some residents are using TfWM car parks at Sutton Coldfield and Olton. We are continuing to monitor this usage and will react with operational measures and communications campaigns at any point where car parks are approaching full capacity.
- 3.5 The table 2 below provides a site by site comparison of occupancy data between January 2021 and February 2020. Data for January 2021 is weekday average occupancy for week commencing 11 January 2021. February 2020 data is taken from a weekday bi-monthly count (on a Wednesday or Thursday) during the month but outside of school holidays. It is worth being aware that this data includes all space occupancy including disabled bays, staff bays, car share bays and electric vehicle bays. Generally standard bays were very close to or full to capacity during February 2020 with the exception of Bescot Stadium which is regularly under capacity and Bradley Lane which had only opened a couple of weeks prior to the counts. Dorridge occupancy captures both the TfWM free and Chiltern charged operated car park.



Site	Capacity	Jan-21		Feb-20	
		No. Cars	% full	No. Cars	% full
ACOCKS GREEN	136	10	7.35%	131	96.32%
BERKSWELL	95	10	10.53%	92	96.84%
BESCOT	122	6	4.92%	60	49.18%
BLACK LAKE	87	13	14.94%	81	93.10%
BLAKE STREET	163	13	7.98%	158	96.93%
BRADLEY LANE	196	8	4.08%	60	30.61%
BROMSGROVE	359	16	4.46%	269	74.93%
CANLEY	123	9	7.32%	113	91.87%
CHESTER ROAD	201	24	11.94%	200	99.50%
COSELEY	102	22	21.57%	96	94.12%
CRADLEY HEATH	249	36	14.46%	238	95.58%
DORRIDGE	208	42	20.19%	181	87.02%
DUDLEY PORT	87	7	8.05%	82	94.25%
FOUR OAKS	343	41	11.95%	337	98.25%
GALTON BRIDGE	77	6	7.79%	72	93.51%
HALL GREEN	112	14	12.50%	99	88.39%
HAMPTON IN ARDEN	134	17	12.69%	132	98.51%
HAWTHORNS	185	24	12.97%	176	95.14%
KINGS NORTON	321	39	12.15%	314	97.82%
LANGLEY GREEN	31	5	16.13%	29	93.55%
LEA HALL	29	13.2	45.52%	28	96.55%
LYE	20	1	5.00%	18	90.00%
MARSTON GREEN	122	28	22.95%	124	101.64%
NORTHFIELD	194	40	20.62%	189	97.42%
OLD HILL	54	6	11.11%	52	96.30%
OLTON	93	30	32.26%	89	95.70%
PREISTFIELD	148	26	17.57%	143	96.62%
ROWLEY	741	81	10.93%	706	95.28%
SANDWELL and DUDLEY	393	62	15.78%	388	98.73%
SELLY OAK	454	38	8.37%	443	97.58%
SHIRLEY	71	29	40.85%	63	88.73%
STOURBRIDGE JUNCTION	1069	72	6.74%	1033	96.63%
SUTTON COLDFIELD	317	43	13.56%	316	99.68%
TAMBRIDGE PARKWAY	226	30	13.27%	215	95.13%
TILE HILL	347	24	6.92%	337	97.12%
TIPTON	71	13	18.31%	71	100.00%
WEDNESBURY PARKWAY	152	23	15.13%	142	93.42%
WHITLOCKS END	324	17	5.25%	309	95.37%
WIDNEY MANOR	297	20	6.73%	291	97.98%
WYLDE GREEN	57	17	29.82%	54	94.74%
YARDELY WOOD	170	13	7.65%	170	100.00%
TOTAL	8680	988.2		8101	
AVERAGE		24.10	14.10%	197.59	92.44%
MAXIMUMS		81.00	45.52%	1033.00	101.64%

Table 2 – site by site comparison of Park & Ride occupancy Jan 21 vs. Feb 20.

4. Park & Ride Development & Delivery

Longbridge Park & Ride Delivery

- 4.1 TfWM officers have been working alongside Principal Contractor Bourne Parking Ltd. to continue the delivery of the new 620 space strategic Park & Ride facility at Longbridge.
- 4.2 Bourne, TfWM and sub-contractors have all worked in adherence to Government guidance on safe working practices and social distancing on site throughout the Coronavirus pandemic.
- 4.3 Handover of the car park took place from Bourne to TfWM on 14 May 2020 in lieu of a small number of outstanding works which could not be completed at that time due to Covid-19. These largely related to items that required the new permanent power and telecommunications supplies to be installed.
- 4.4 WPD attended site to complete the power works in July and August 2020. Bourne then returned to site to complete the necessary installations, testing and commissioning works dependent on the full electricity supply such as completion of the lifts.
- 4.5 The BT line was finally fully connected in November 2020. Through partnership working with the TfWM Swift team and external payment systems providers, the parking payment systems have now been fully implemented and tested. These allow for seamless and contactless parking payments using automatic number plate recognition. People can choose to pay by cash, card, Swift card, Swift account based payment (where money is deducted automatically from the user's Swift account when they exit the car park through number plate recognition), app, phone, text, web or Save a Space. Disabled parking is free with users parking in the blue badge zone being identified as being exempt from payment. To avoid abuse of this by non-blue badge holders, enforcement will be supplemented by regular patrols.
- 4.6 Final snagging measures are now being completed. Due to Covid-19 lockdown a decision has been made to leave the car park closed while people are being discouraged from travelling by public transport. At present there is significant capacity at nearby car parks at Northfield and Kings Norton to cater for Park & Ride demand. The site has been secured until such a time it is considered appropriate to open with the following measures in place:
- The site is cordoned off from the public with perimeter fencing and locked gates;
 - Live CCTV monitoring including motion detection is in place so that any activity on the site is immediately flagged up to the CCTV control room;
 - An arrangement is in place with security firm MAN Commercial to visit the site as requested by the CCTV control room; and
 - MAN Commercial are undertaking daily visits to check the site and boundary fencing.
- 4.7 A decision on when to open the car park will be made based upon:
- Calculations on the cost of opening vs. likely demand;

- The occupancy of neighbouring Park & Ride sites to determine local demand; and
- Changes to Covid-19 restrictions relating to use of public transport.

Park & Ride development work

- 4.8 Following an evaluation of existing Park & Ride schemes, a decision has been made to place the majority of development works for Park & Ride expansion on hold.
- 4.9 Covid-19 has had significant impacts on demand for Park & Ride as demonstrated in section 3 of this report. This provides significant uncertainty on whether the sites prioritised for expansion last year are still the correct ones to take forward or whether the pandemic has changed people's travel habits in such a way that other locations or initiatives are more appropriate for focus in the future.
- 4.10 Furthermore, Covid-19 has significantly impacted on financial budgets within TfWM and therefore the limited capital money available needs to be focussed on priority schemes where there are urgent timescales and/or there is more certainty about ongoing delivery.
- 4.11 Where funding has already been allocated and there is evidence to show that a project is highly likely to remain a priority in the future, work is continuing to take place. The two schemes where this is the case are Park & Ride developments at Tile Hill and Minworth.

Tile Hill

- 4.12 At Tile Hill, TfWM is working in partnership with Coventry City Council to deliver an Outline Business Case (OBC) for a new car park which would add c. 250 spaces to the Park & Ride offer at this location. There will also be scope to add additional spaces in the future in response to local and HS2 related development. £100,000 has been allocated to the business case development from the Coventry South funding package.
- 4.13 The OBC will undertake more detailed works into the design and delivery of the car park, and also determine whether there are enough benefits vs. costs to justify taking the scheme forward. The scope for the OBC has been finalised and the next step is to go to tender and appoint a transport consultancy to undertake the works. It is anticipated that the OBC work will be completed in summer 2021.

Minworth

- 4.14 For Minworth, Midlands Connect has provided £25,000 of funding towards a Strategic Outline Business Case (SOBC) for a bus based Park & Ride to intercept traffic coming in to the region from Sutton Coldfield, the A38, the M42 and the M6 Toll.
- 4.15 The first phase of development for Minworth is to identify potential sites which could be acquired to accommodate a Park & Ride close to the strategic highway network. This work is being undertaken at present.
- 4.16. Once a list of sites options has been established, these will be shortlisted and demand modelling undertaken to identify if there is a suitable viable location and, if so, which would be the best suited for a bus based Park & Ride. The car park and associated bus

service would also provide a useful facility for the Langley and Peddimore developments taking place nearby.

- 4.17 In parallel, the TfWM Park & Ride team is working with colleagues in the bus team to review best practice and lessons learned for bus based Park & Ride. Through liaising with transport colleagues in other areas of the UK such as Oxford and West Yorkshire where successful bus Park & Ride schemes operate, we hope to establish a model for the West Midlands which creates the best opportunity for success.
- 4.18 With regards to the other sites which were previously being looked at for development, we are continuing to work with officers at Sandwell and Solihull councils to look at options for Park & Ride in those areas using officer time and resource only.

Sandwell

- 4.19 With Sandwell MBC we are undertaking an exercise to prioritise which locations within the borough would be most attractive for Park & Ride within known parameters, opportunities and constraints and in line with the agreed Park & Ride policies and principles.

Solihull

- 4.20 In partnership with Solihull, we are focussing on revisiting the scheme for expanding Park & Ride and improved access arrangements for Whitlocks End. This has become increasingly important following the publication of Solihull's Draft Local Plan which identifies several sites for residential development within the catchment of the station.
- 4.21 TfWM and Solihull MBC are also discussing potential opportunities relating to developer led options for increased rail station car parking at Berkswell - also highlighted within the Draft Local Plan. This links to local housing plans and a new bypass proposed between west Coventry and Berkswell which has the potential to increase demand for parking. However, there is also a need to better manage use of the existing Park & Ride as, prior to Covid-19, more than 70% of people using the facility drove within a mile.

Willenhall & Darlaston

- 4.22 TfWM's Park & Ride team is also feeding into the design and development process for the car parks at the new railway stations at Willenhall and Darlaston and the proposed station at Aldridge.
- 4.23 The team is taking the opportunity to review the Park & Ride development process in line with the WMCA's new project governance Single Assurance Framework to make the process as streamlined, effective and efficient as possible. The Park & Ride design guide is also being revisited to ensure it reflects the most recent information and reflects lessons learned from recent projects.
- 4.24 Plans for a Park & Ride on the A34 (north of Junction 7 of the M6), Coseley and Quinton have been placed on hold for the time being until further information on demand impacts as a result of Covid-19 are understood.

5. Wider Park & Ride work streams

- 5.1 With Park & Ride expansion development works being scaled back, the Park & Ride team in conjunction with internal and external stakeholders, is focussing on the development and delivery of measures that maximise opportunities from the car park estate and bring added value to customers, communities and partner organisations. It will also explore how Park & Ride can aid the WMCA and the region in its management of and recovery from the Covid-19 pandemic.

Data review

- 5.2 A key work stream in the coming months is to explore options to improve data collected in relation to Park & Ride. At present data on Park & Ride use is very limited. Prior to Covid-19 bi-monthly counts were undertaken to understand levels of car park usage as a snapshot on a weekday morning. In addition to this, user surveys took place every few years with a proportion of customers to understand their travel patterns and behaviours. This gives little insight into how car parks are used through the day and week, which sites fill up earliest, where customers are travelling from and to, how frequently they travel and for what purpose.
- 5.3 To ensure we are optimising use of Park & Ride, focussing investment in the right place and delivering the best benefits and facilities to customers and local communities, we need to have a more detailed understanding of how our sites are used and the profile of our customers. This will then be used to:
- Deliver improved customer experience;
 - Inform future Park & Ride development;
 - Inform asset management processes;
 - Improve confidence in the network in Covid-19 recovery through enhanced information;
 - Encourage sustainable travel;
 - Inform any proposals for wider roll out of booking systems;
 - Support wider transport operations e.g. insight into rail use;
 - Inform any future plans for car park charging;
 - Identify wider commercial opportunities;
 - Seek opportunities to support local areas and communities;
 - Ensure robust monitoring and evaluation of projects and services;
 - Support and inform network demand management; and
 - Fully inform wider Park & Ride work streams.

Electric Vehicle Charging

- 5.4 In December, TfWM appointed Cenex to create an electric vehicle charging strategy for the Park & Ride estate. This will establish an outline plan for the roll out of electric vehicle charging infrastructure over the next 10 years and considers a number of key criteria including:
- Wider regional plans for electric vehicle charging point roll out e.g. local authority proposals;

- Electric vehicle ownership across areas of the region;
- Types of residential and commercial development in areas of the region;
- Grid capacity;
- Car park data;
- Local authority planning guidance; and
- Requirements for electric vehicle charge points by businesses.

It will also identify potential funding options for the roll out of electric vehicles charging infrastructure.

- 5.5 In January 2020, Cenex concluded the West Midlands' regional ULEV (Ultra Low Emission Vehicle) strategy for TfWM. The Park & Ride electric vehicle charging strategy is an extension of the original commission. The aim is to conclude this study by the end of this financial year (31 March 2021). The outputs will then be used to determine next steps and create a funding plan for delivery as required.

Commonwealth Games

- 5.6 A Commonwealth Games Spectator Transport Manager (Parking) has been appointed to the Commonwealth Games team to focus on the provision of Park & Ride and Park & Walk for the event.
- 5.7 Modelling has been undertaken to understand the potential level of parking required to cater for different venues on different days of the Games. This has identified a significant need for parking provision. The information has been used to help identify a number of potential sites where Park & Ride and Park & Walk could be provided.
- 5.8 Park & Ride is likely to be provided on new temporary sites through short term occupation of land or current parking sites rather than at existing TfWM Park & Ride facilities. This is to ensure minimum disruption to people who still need to travel for work, education and other purposes not related to the Games. Furthermore Games Park & Ride sites are likely to be large facilities of over 700 spaces to assist in ease of customer use, planning and operation. Very few TfWM Park & Ride sites provide that level of space provision.
- 5.9 The TfWM Park & Ride team and other internal colleagues are continuing to support the Commonwealth Games transport team in the planning and delivery of Park & Ride and Park & Walk facilities for the event including providing input to licence arrangements, operational plans, design, booking options and information provision.

Lease / rental reviews

- 5.10 As lease and rent reviews present themselves, TfWM will continue to work to maintain its existing Park & Ride portfolio, subject to assessment of value for money including the cost of maintaining and operating the sites.
- 5.11 Nearly all of TfWM's Park & Ride sites remain free of charge to users, however there has been an increase in lease and operational costs at a number of locations. Consideration will need to be given regarding sites where cost increases render the car park poor value

for money as to the future of that site, including potential withdrawal, alternative site uses and exploration of other funding opportunities.

- 5.12 A number of leases with Network Rail are due to expire in March 2022. TfWM has commenced conversations with Network Rail on the renewal of these leases. A number of leases that are in place with Network Rail are complex and restrictive and we are hoping that the renewal process will allow for some simplification and consistency, in particular with regards to customer experience and the potential to generate income.
- 5.13 Initial discussions between TfWM and Network Rail have been positive, with potential options around revenue generation from sites, from any commercial activities, being reinvested in rail and access to rail including Park & Ride.
- 5.14 Chiltern Railways currently leases Solihull car park from TfWM, an arrangement that is due to conclude at the end of the current Chiltern franchise in December 2021. TfWM is currently undertaking a piece of work to determine whether to take occupation of the car park from this date and operate the site as a TfWM facility.

Encouraging Sustainable Travel

- 5.15 The Park & Ride team continues to work closely with the sustainable travel team at TfWM and local authority partners to encourage sustainable travel to transport interchanges where it a reasonable alternative to driving for the customer. Emma Crowton, Cycling & Walking Development Officer, Emma Crowton, is seconded to the team one day per week.
- 5.16 Covid-19 has increased the number of people opting to walk or cycle, so ensuring that the right infrastructure and information is available is key to helping to encourage people to continue using sustainable and healthy travel options.
- 5.17 **WMBike Hire.** TfWM has appointed Serco through competitive dialogue to deliver a bike hire scheme across the West Midlands. The West Midlands Cycle Hire scheme will link to our public transport network, businesses, centres, universities and trip-attractors. The scheme is on schedule for the trial in Sutton Coldfield on the 8th of February with 25 bikes with 5 docking stations being provided in the area.
- 5.18 The scheme will be a combination of 1500 pedal and Ebikes over the seven West Midlands authority areas with a total of 170 physical docking Stations. As part of the process of identifying the locations for the docking stations we are looking at the opportunities available to link the West Midlands Cycle Hire scheme with existing Park and Ride facilities to support the use of multiple modes of transport.
- 5.19 **Active Travel Fund.** In November 2020, the allocations for Active Travel Fund Tranche 2 was announced with WMCA awarded £13.1m to deliver a programme of schemes including new cycling infrastructure, making some of the current pop up cycle lanes more permanent, delivering Places for People and a supporting measures activity and engagement package which will link and encourage more active travel to stations across the network.

- 5.20 **Station and Interchange Cycle parking.** Occupancy counts are undertaken by TfWM Data Insight Team. Cycle parking has been steadily increasing every quarter since restrictions were eased, up until the last lockdown period. Station as Places prospectuses are being developed and delivered by West Midlands Trains to improve access to railway stations across the region and deliver added value for local communities. These prospectuses include initiatives to improve and promote walking and cycling infrastructure at and to the stations.
- 5.21 A series of Dr Bikes have been delivered to encourage and reward cycling to the station in partnership with West Midlands Trains. The sessions delivered free bike security marking, free basic bike maintenance and a free D-lock to encourage secure bike locking at our sites. In conjunction with this a Cycle rail campaign is actively underway to encourage cycling and walking to stations. Working with partners we are planning a further programme of activity in 2021.
- 5.22 A copy of the most recent sustainable travel marketing campaign poster is provided below.



Booking options

- 5.23 In late 2017, TfWM partnered with developer Accelogress to create a car park space booking service following a successful bid to Innovate UK for funding.
- 5.24 Accelogress developed an mobile app based platform which allowed people to reserve a parking bay in a small number of TfWM Park & Ride car parks as part of a trial to understand if there was demand for such a service.
- 5.25 Interest in the scheme has been significant with very positive feedback from customers involved in the trial. People particularly found it useful when they could not arrive early to secure a parking space due to shift patterns or other commitments such as dropping of children off at school/nursery. Users reported that the ability to reserve a parking space reduced their anxiety and stress related to trying to find somewhere to park.
- 5.26 Due to the scheme's success, additional spaces and car parks have been added to the trial during 2018 and 2019. There are now bookable bays available at Four Oaks, Whitlocks End, Stourbridge Junction, Rowley Regis, Northfield and Tile Hill.
- 5.27 In March 2020 a charge of £3.60 was introduced for the service to allow it to continue as the initial committed funding to support the trial had come to an end. Unfortunately this coincided with the Covid-19 pandemic and so we have been unable to assess the success of the charged trial as there is no demand to book parking spaces due to large amounts of capacity within car parks.
- 5.28 We are now considering whether Save a Space offers any wider opportunities to support the region's recovery from Covid-19. The ability to book a parking space may improve people's confidence in returning to public transport as lockdown restrictions are lightened. It will provide people with the choice of when to travel and allow them to connect with less busy rail or Metro services.
- 5.29 There may also be an option to use the Save a Space platform to provide customers with greater information about their journey allowing them to make more informed choices. This could include live car park occupancy data linked to the data review work stream mentioned previously in this report. It could also include travel disruption information.
- 5.30 The Park & Ride team will continue to work with Accelogress to explore options for Save a Space with a particular focus on how the scheme could assist customers and restore confidence in using public transport at an appropriate time.

6.0 Operational cost challenges of Park & Ride

- 6.1 The operational costs of Park & Ride remain a key financial challenge for TfWM. Park & Ride is currently subsidised through the WMCA transport levy and the Integrated Transport Block at an estimated cost of £2.7m per annum. This is set to increase to £3.2m per annum by 2024/25 due to expansion aspirations and increases in operational costs. There has been no reduction in cost due to Covid-19 as the same operational and maintenance requirements remain.



6.2 The Park & Ride Policies and Principles report, approved by WMCA Board in March 2019, sets out the details for the funding, management and development of Park & Ride, including exploring a charging/booking system to see if we can move towards a more sustainable approach to funding Park & Ride provision and improving customer experience. More details on this are available in table 3 below.

Table 3 – Policies for Funding, Managing and Developing Park & Ride.

Funding park and ride	Managing park and ride	Developing park and ride
<p>Any proposals for new or expanded park and ride schemes would generally be expected to be financially self-sustaining beyond the initial construction costs (including measures required beyond the boundary of the site such as on-street controls).</p> <p>Decommissioning of park and ride sites will be considered where rail and rapid transit network coverage provides residents in the area with viable and realistic alternatives to accessing the public transport network by non-car means; and there is no significant strategic transport access value provided by the site.</p> <p>Park and ride assets owned or operated by WMCA will be supported by commercial strategies which seek to:</p> <ul style="list-style-type: none"> • Reduce the cost of park and ride; • Raise revenue to cover the cost of park and ride, including by means of charging; and • Enable services supported by the WMCA Transport Levy to be as financially self-sustaining as possible. <p>Unless there are compelling wider benefits or commensurate savings the proportion of the WMCA Transport Levy budget allocated to the operation of park and ride will not be increased.</p>	<p>Wherever practicable at park and ride assets owned or operated by WMCA, measures will be introduced that aim to:</p> <ul style="list-style-type: none"> • Reduce the proportion of users that drive short distances to use park and ride; • Increase occupancy of cars travelling to park and ride. • Reduce the need for users to arrive very early in order to secure a space; • Manage any directly associated surrounding on-street parking that has a significant adverse traffic management or community impact; • Reduce adverse travel market distortions such as rail-heading at park and ride sites where it abstracts demand from better placed transport interchange nodes. <p>Where practicable, charging and booking measures will be considered as a high priority to achieve the above aims.</p>	<p>Where the private sector is unlikely to invest, WMCA will pro-actively promote park and ride sites with viable business cases in the metropolitan area that:</p> <ul style="list-style-type: none"> • Provides access to metropolitan/regional services to the West Midlands' well-connected strategic urban centres and/or intercity services to other key UK cities; and • Intercept longer distance traffic in-bound into the metropolitan area and/or serve local catchments. <p>Development of additional park and ride capacity will be favoured in locations where it offers the earliest feasible opportunity to beneficially abstract car trips from the urban road network.</p> <p>Unless there is compelling strategic reason which supports the better operation of the transport system, developing park and ride will not generally be supported:</p> <ul style="list-style-type: none"> • In congested urban centres. • Within 3 miles of Birmingham City Centre. <p>There will be a general presumption against the development of park and ride that precludes alternative land uses in the long term and where there is a clear local ambition to use the land for more productive purposes.</p>

6.3 A review exploring charging and booking had commenced, however this has now been put on hold as we need to understand the impacts of Covid-19 are fully understood as part of the modelling work undertaken when calculating the potential options for and outcomes of any charging scheme.

6.4 For development work on any new car parks, as required by the agreed policy, business case analysis and demand modelling will be undertaken including a sensitivity test for car park charging. This will allow us to understand the options for delivering a charged car park and how this could contribute towards initial construction costs and ongoing operational expenditure.

6.5 We are also working closely alongside the asset management team to seek opportunities for cost savings and wider commercial opportunities. The data work outlined earlier in this report will provide insight in helping to achieve this.

6.6 Further updates will be provided as work on this area continues.

7. Financial Implications

7.1 The annual Revenue budget includes an allocation to support Park and Ride, which principally covers the ongoing costs of maintaining all of the existing sites. Any proposed future developments will need to be fully costed, with funding streams identified as part

of any future business case. There is currently no capital money available to fund new developments. Any capital monies earmarked in the Capital programme will be used to undertake necessary remedial work on existing sites.

- 7.2 The Authority is always under the duty to ensure good value for money for any expenditure it incurs and this continues to be vital as funding becomes increasingly stretched. Furthermore, as the report sets out, a legacy of Covid-19 may be a change in travel patterns, in the short, medium or even longer-term. Therefore, it is right that a thorough evaluation is undertaken to ensure that public monies are invested in areas which will provide the best quality of service and value for money.

8. Legal Implications

- 8.1 There are no specific legal implications arising from this report

9. Impact on Delivery of Strategic Transport Plan

- 9.1 No comments

10. Equalities Implications

- 10.1 No comments

11. Inclusive Growth Implications

- 11.1 No comments

12. Geographical Area of Report's Implications

- 12.1 No comments

13. Other Implications

- 13.1 No comments

14. Schedule of Background Papers

- 14.1 None

Post Covid Recovery Programme Strategy

The challenge

Covid-19 impacts

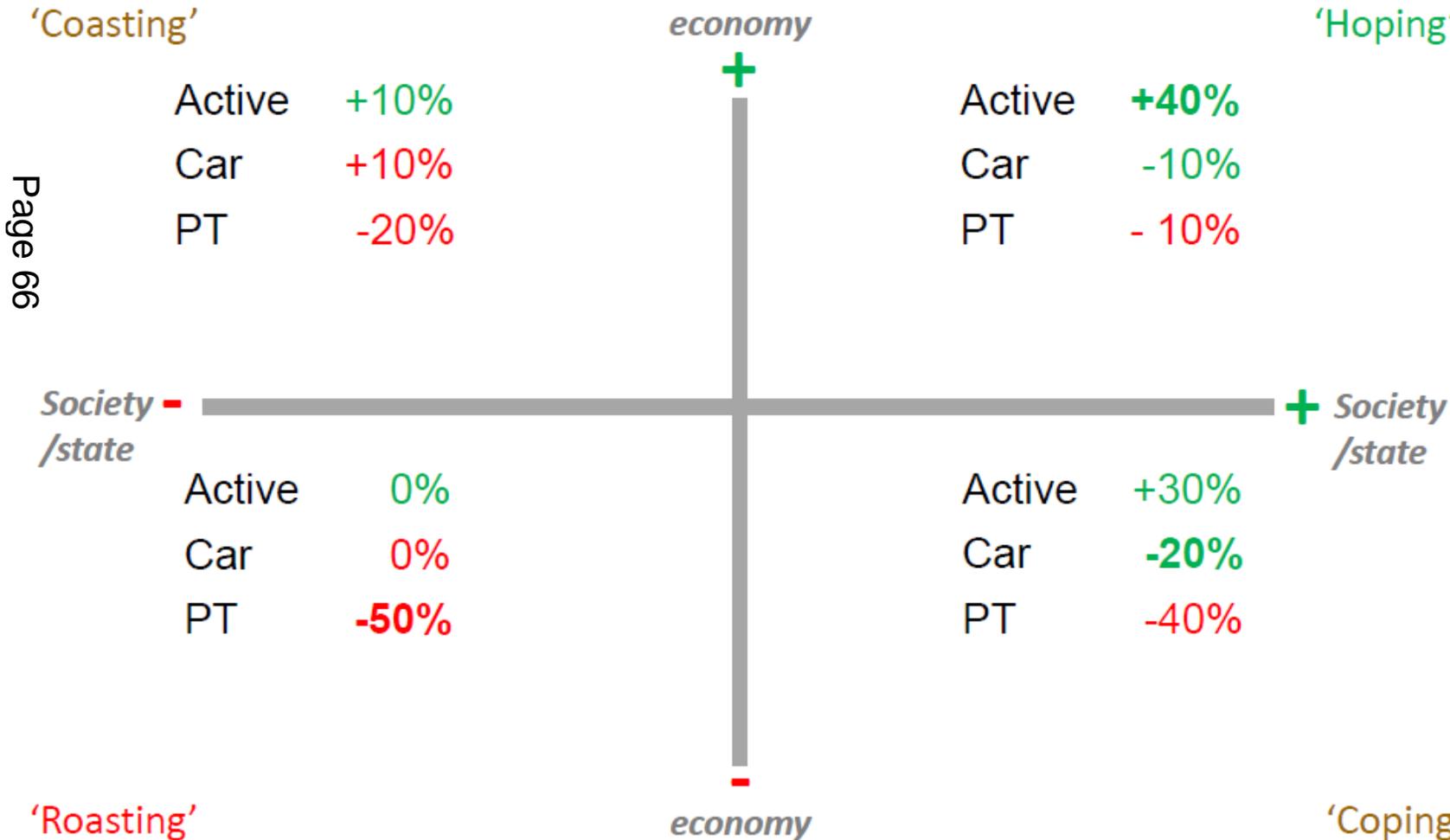


Page 65

- **Lockdowns** have resulted in unimaginable lows in passenger numbers on bus, train and tram services and cars on the highway network.
 - **No fixed dates** for release of social distancing
 - **Vaccination programme** is underway, the lifting of restrictions could be expected sometime in the Summer or Autumn of 2021
-
- Passenger **confidence in public transport** is expected to be low
 - **Congestion** could return worse than before
 - Some businesses are expected to continue **agile working**

What new scenarios emerge?

Change in personal travel – West Midlands residents

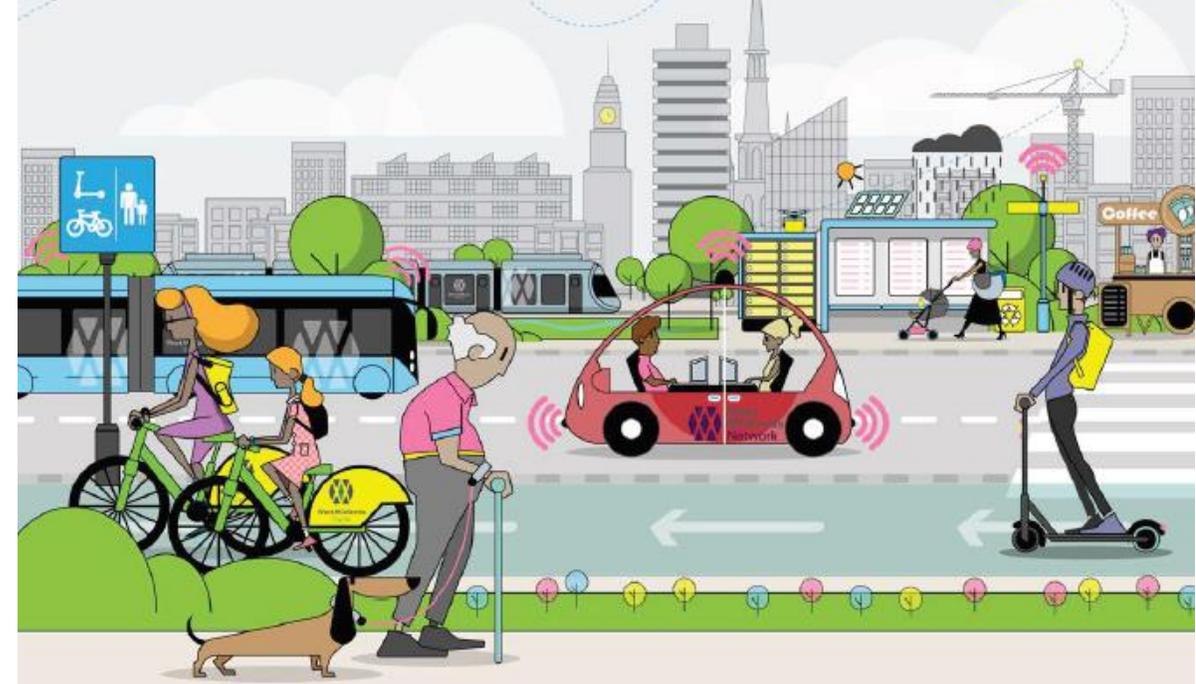


Rounded quartiles were assigned to scenarios – from least to most positive for each mode – e.g. the least positive active travel demand quartile was a best fit with the bottom left, and the most positive with the top right – the results suggested four scenario names:

- Coasting
- Hoping
- Coping
- Roasting

Long term strategy

- WM2041 – sets out an ambitious challenge to make the West Midlands Carbon Neutral
- TfWM Green Paper and soon to be revised Local Transport Plan will set greener and cleaner travel as our future aspiration



Our Approach

Recovery programme goals

Regaining trust in using public transport

Increasing patronage

Improving air quality

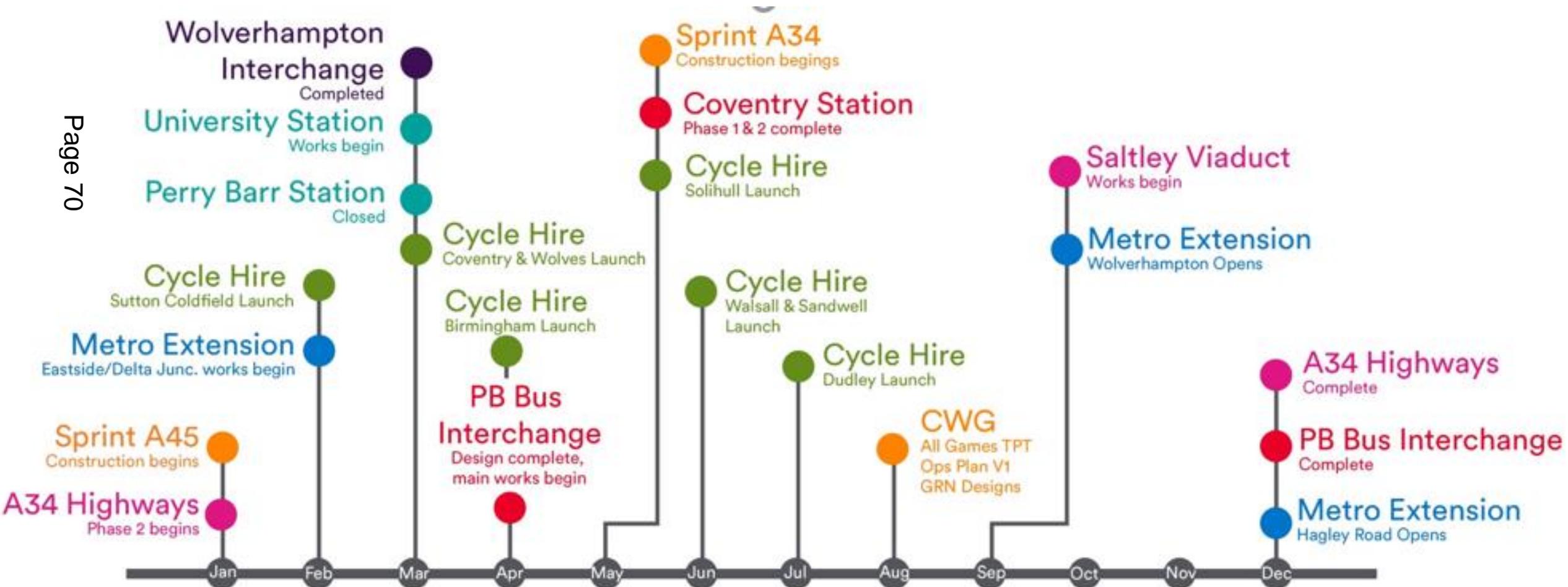
Decarbonising travel

Encouraging more active travel

Reducing congestion

Building back better

Page 70



Recovery Programme Indicative Considerations

RC1:

A network that works for

People

RC2:

Taking people to

Place

RC3:

Products

are fit for purpose

RC4:

Promotion

of cleaner greener travel

RC5:

Customers get reliable

Service

RC6:

Intervention designed by

Data

A combined effort for an integrated network

The transport community pulled together in a crisis

Lets do it again now to shape a new future for travel

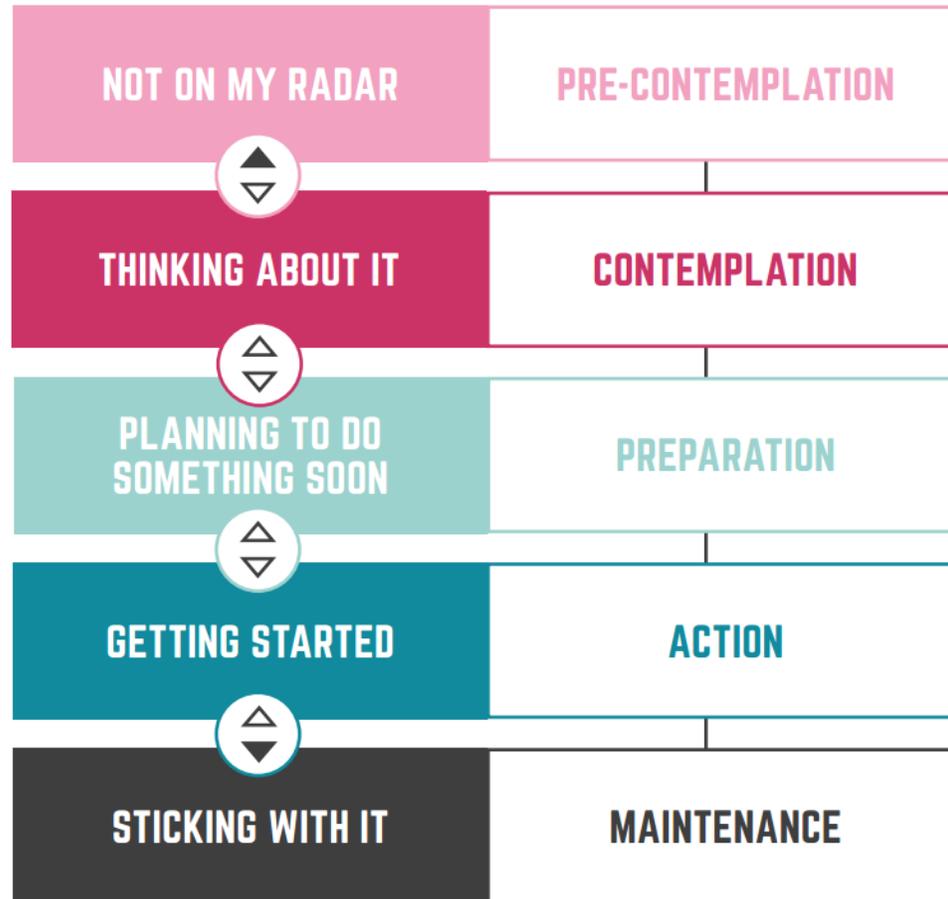
Our programme will be multimodal and support integration

The whole transport community will have a role to play to support recovery

- Operators
- Local Authorities
- National Partners
- Delivery Partners

It's time
to **change**
travel **behaviour**

The theory bit



 People can move back and forth through these stages. 

Covid-19 has
broken travel
habits of a
generation

RC4: Promotion

Communications, Engagement and Marketing **at scale**, driven by **data and intelligence** can *inform, persuade and embed new habits* which meet our goals for a **cleaner, greener** transport future

We have to **inform and persuade**
quickly as measures are lifted

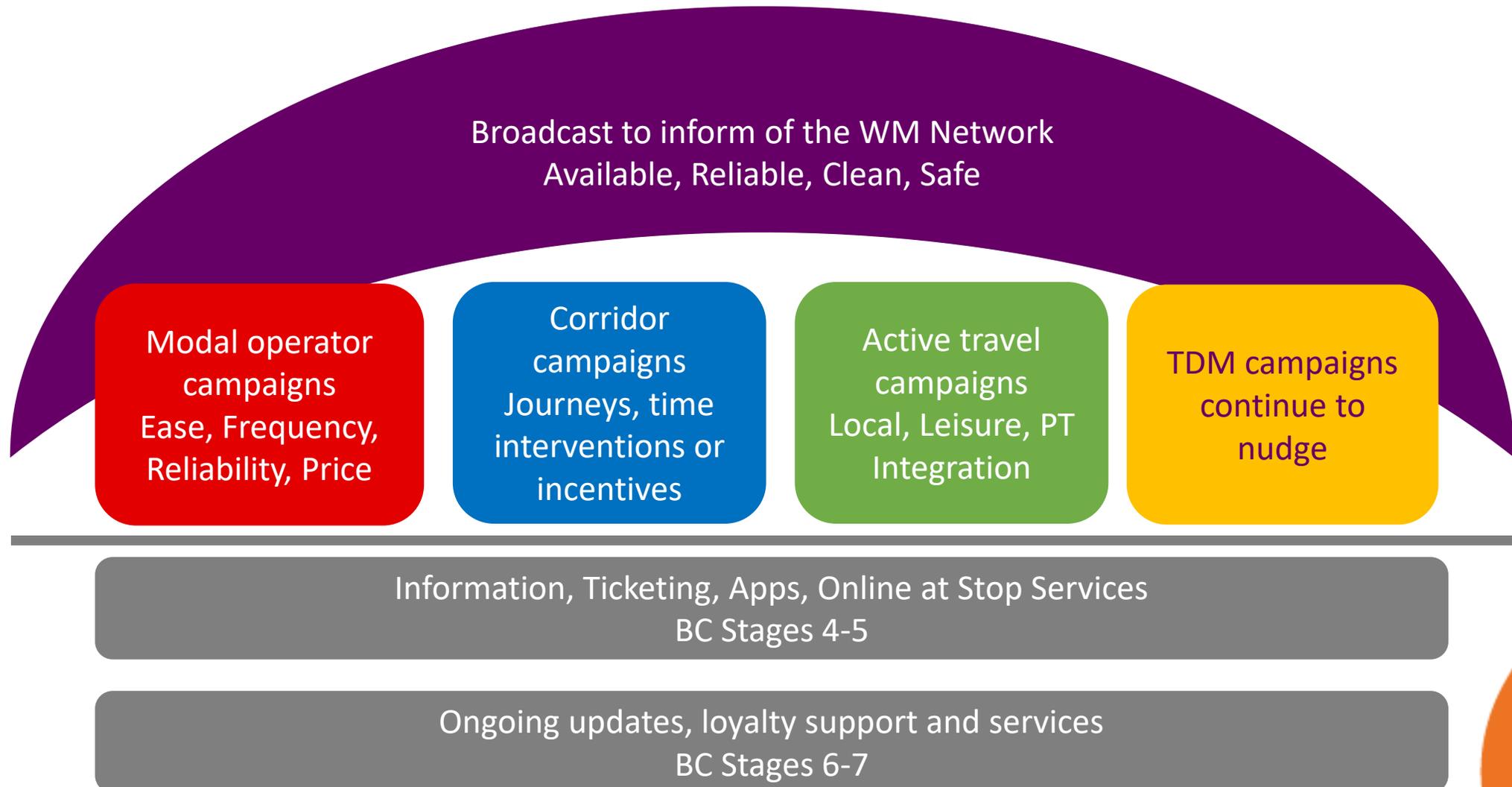
But **change takes time**

Our messaging needs to be **long term,**
multi-layered and **adaptable**

Our Strategic Promotion Model

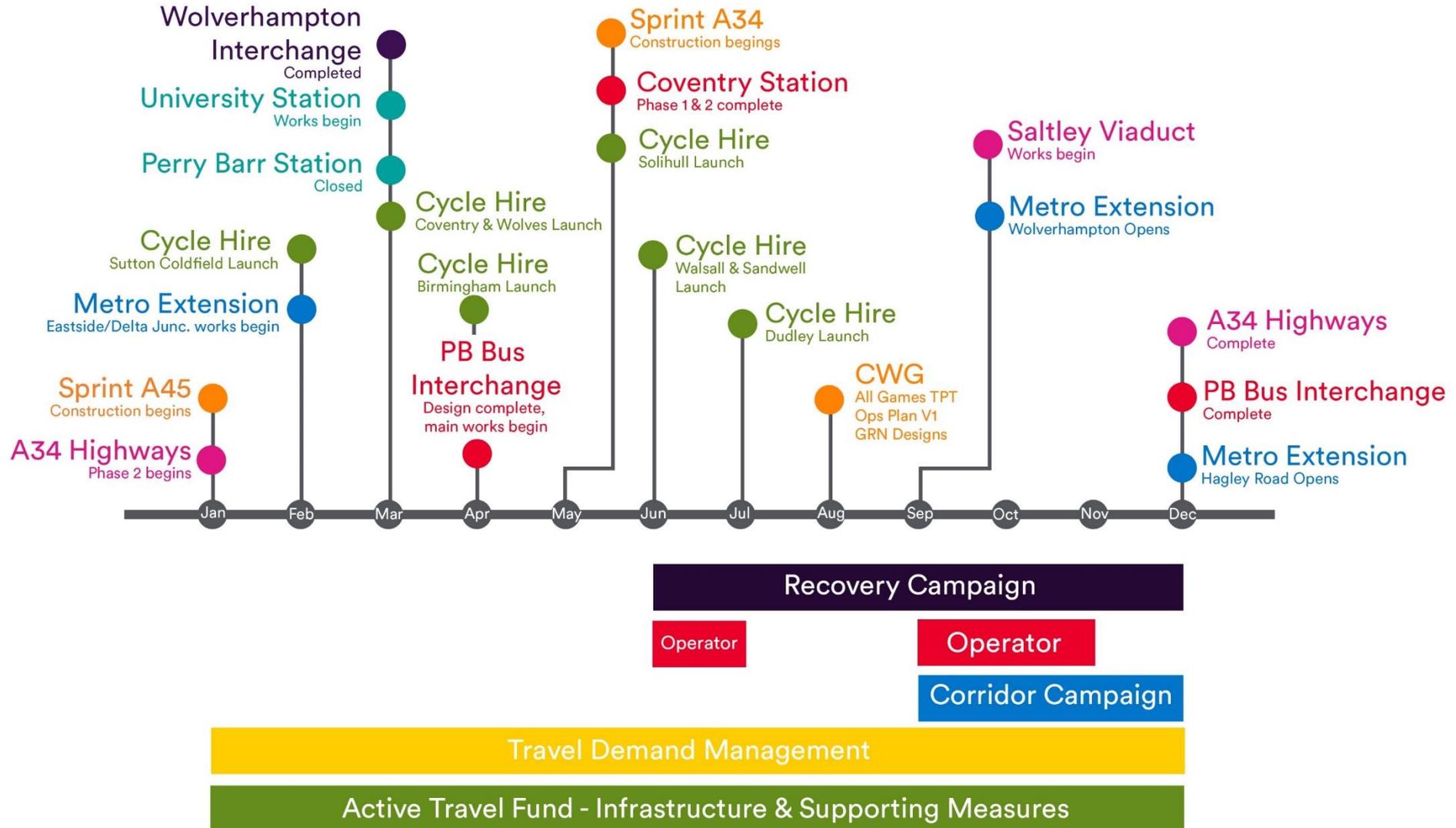
Post Covid - Behaviour Change Stage 1-3

Page 78



Example Timeline

Page 79



People are **tired** of being
told what to do.

So lets **show** them...

How we can **reconnect people** to their communities

That **travel independence** isn't car ownership

How **two wheels** and two feet benefit our one mind
and **one heart**

That **our network delivers** all day, everyday,
everywhere, **for everyone**

How we're innovating and **decarbonising** travel to
protect our communities from **climate change**

Wider opportunities

As part of the WMCA, transport supports a wide range of initiatives that would benefit from a strong and more active transport recovery opportunities.

Page 82

- Productivity and Skills – how transport and initiatives like workwise can get people back into employment or education
- Economy – how a clean and rapid recovery of our network improves economic output
- Housing – where transport continues to connect new developments and attracts buyers
- Physical activity, Thrive and wellbeing – how active travel benefits the regions future health individually and collectively
- Clean Air Zone with Birmingham City Council from June 2021
- Coventry and Solihull Clean Air Plans

2021 **Recovery** Umbrella **Campaign**

A **once in a lifetime opportunity** to
rebuild broken habits

Needs a **once in a lifetime campaign**
to match

To deliver a multi channel campaign that is **far reaching** and provides the repetition required to **progress behavioural change** at **scale** across the West Midlands we will need significant new investment.

Scale is essential to success

To make an impact we need to put the transport network in front of **2.9million** residents in the West Midlands and a total of **4.5 million** in our travel to work area.

Existing marketing budgets even if consolidated would **not** reach the numbers we need in a sustained long term way to build the repetition of message required to move through three stages of contemplation and planning in the behaviour change model.

Existing budgets are needed to support smaller operators and corridor based campaigns and TDM.

Campaign Approach

- Repetition of message over a long period of time is essential to move people through the contemplation stages. **Minimum Six Months – Ideally 12-18 Months**
- Messaging will be bold and unapologetic to tell our story
- Targeted using our new persona framework to targeted locations
- We will need a mixture of TV, Radio, Out of Home, owned assets, digital content and advertising and social media running at various times
- Use faith and local community or hyperlocal channels to ensure we are inclusive and can inform and persuade harder to reach groups
- Use tactics like flash mobs or gorilla marketing to shout loud
- Connect with our hospitality and creative industries to support their recovery
- Source advocacy and influencers to command attention
- Use the media to highlight real peoples stories of change and success

Programme **Delivery**

Internal Governance, Monitoring and Evaluation

Governance

Monthly reporting into the Resilience Delivery Board

Inclusion in annual business plan

**Project Support will be required*

Monitoring of RIIDER Goals

*Note: not solely influenced by this marketing approach

- Patronage figures
- Active travel use
- Traffic levels
- Air Quality readings
- Human Intelligence and surveys

Analytics and metrics

From communication and marketing channels

Next Steps

Page 90

- January - **Socialisation and buy in**
- February - **Strategic development and programme set up**
- March - **Campaign Development**
- April - **User testing and community feedback**
- May - **Refinement and analysis**

“The risk of **doing nothing** will be a **bigger** threat to our **network** than the pandemic.”



Transport for
West Midlands

Your Feedback

Page 92

Key considerations for the programme

- Focussed on the right areas?
- Views on our marketing approach?

Any other views or feedback?

TRANSPORT DELIVERY COMMITTEE

COMMITTEE MEETING		REPORT AND AUTHOR	AGENDA SETTING MEETING	
<i>Date of Meeting</i>	<i>Date Final Reports to be submitted to Governance Services</i>		<i>Date of Meeting</i>	<i>Date Reports to be submitted to Governance Services</i>
15 March	3 March	<ul style="list-style-type: none"> • Financial Monitoring Report (Linda Horne) • Capital Programme Delivery Monitoring Report (Sandeep Shingadia) • Presentation: Travel Survey (Sarah Bayliss) 	26 February	22 February
14 June 2021 <i>Note- first meeting of new municipal year</i>	2 June	<ul style="list-style-type: none"> • Financial Monitoring Report (Linda Horne) • Capital Programme Delivery Monitoring Report (Sandeep Shingadia) 	TBA	24 May

This page is intentionally left blank