

AGENDA

No.	Item	Presenting	Pages
Items of Public Business			
1.	Apologies for Absence	Chair	None
2.	Declarations of Interest Declarations of Interests Members are reminded of the need to declare any disclosable prejudicial interests they have in any 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 - 24 November 2022	Chair	1 - 4
5.	Matters Arising	Chair	None
6.	Question Time - Transport Policy: Response from the Portfolio Lead Member for Transport	Chair	5 - 8
7.	Transport Governance Review Update	Helen Edwards	9 - 22
8.	Future Bus Delivery Options (Including Franchising)	Steve Hayes	23 - 36
9.	Pre-Decision: West Midlands Local Transport Plan 'Reimagining Transport in the West Midlands' - Final Core Strategy and draft Big Moves and draft Area Strategy Guidance	David Harris	37 - 136
10.	Work Programme (a) Transport Scrutiny Sub-Committee (b) WMCA Board Forward Plan	Chair	137 - 142
11.	Date of Next Meeting Thursday 16 February 2023 at 10:00am (Q&A: Transport Delivery)	Chair	None



West Midlands
Combined Authority

Transport Scrutiny Sub-Committee

Thursday 24 November 2022 at 10.00 am

Minutes

Present

Councillor Cathy Bayton (Chair)	Association of Black Country Authorities
Councillor Chaman Lal (Vice-Chair)	Birmingham City Council
Councillor Karen Simms	Sandwell Metropolitan Borough Council
Councillor Vera Waters	Walsall Metropolitan Borough Council

In Attendance

Pete Bond	Director of Integrated Transport Services
Dan Essex	Governance Services Manager
Graham Jones	Director of Delivery – Transport
Lyndsey Roberts	Scrutiny Officer

Item Title No.

81. Apologies for Absence

An apology was received from Councillor Rupinder Singh (Coventry City Council).

82. Inquorate Meeting

The meeting was inquorate and therefore decisions taken at the meeting would be submitted to the Overview & Scrutiny Committee for formal approval.

83. Minutes - 8 September and 13 October 2022

The minutes of the meetings held on 8 September and 13 October 2022 were agreed as a correct record.

84. Bus Network Scrutiny Update

The sub-committee received a presentation from the Director for Integrated Transport Services that provided an update on the bus network review. The presentation was supported by a suite of information including, an update on the delivery of the West Midlands Bus Service Improvement Plan in the context of wider challenges faced in the bus market and the latest performance of bus services in the West Midlands.

The Transport Delivery Committee had approved submission of the West Midlands Bus Services Improvement Plan that all Transport Authorities were required to submit to Government in response to the National Bus Strategy. During covid, there had been a series of funds provided from Government including, the Bus Recovery Grant. As part of this funding, the Government

requested all bus operators and local transport authorities to undertake a review of their bus networks as patronage nationwide had not recovered to pre-pandemic levels.

The sub-committee discussed and shared comments on the review of the commercial network, resource challenges, bus service changes within the region and mitigations, changes with regards to school services and communication, opportunities to encourage concessionary travel, travel surveys, potential business efficiency reviews, driver shortages and the work being undertaken to address this issue. Members also expressed concern at the lack of competition in the market and the challenges associated with this.

In terms of delivery, quality and encouraging behaviour change, the sub-committee questioned whether the current commercial model delivered what was needed for the West Midlands. The Director of Integrated Transport Services explained that the implications of covid had been a challenge for the West Midlands and the introduction of the enhanced partnership scheme was a mechanism in which operators would be held to account for delivery and improvements.

Recommended to Overview & Scrutiny Committee:

That the update be noted.

85. Commonwealth Games 2022 - Lesson Learned in Transport

The sub-committee considered a report of the Executive Director for Transport for West Midlands that summarised the lessons learnt throughout the planning and delivery of a successful Regional Area Spectator and Transport Operation in support of the objectives set in the Games Transport Plan.

Between 28 July and 8 August, Birmingham hosted the 22nd Commonwealth Games, the largest multi-sport event held in England for the last 10 years. The Games brought over 1.5m spectators and visitors to the region and transport had to answer to a complex set of challenges including, a complex and congested transport network, a compressed timescale for planning, impacts of COVID-19 and navigating the realities of strike action on the Rail network.

The success of the Games was measured against five core principles including, clean and green; safe, secure, reliable and efficient transport; minimising disruption; valuable long-term benefits of sustainable transport options and improved public spaces, and access for all. The sub-committee enquired as to whether the Games was the 'greenest and cleanest'. The Commonwealth Games Director explained that the organising committee had produced a report that set out a view on the greenest credentials of the Games and agreed to share the report with the sub-committee.

Recommended to Overview & Scrutiny Committee:

TfWM be commended for the success of the Commonwealth Games in terms of the transport.

86. Work Programme

The sub-committee discussed its work programme of business for consideration at its future meetings and at the WMCA Board.

Recommended to Overview & Scrutiny Committee:

The work programme be noted.

87. Date of Next Meeting

Thursday 12 January 2023 at 2:00pm.

The meeting ended at 12.00 pm.

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Agenda Item 6



COUNCILLOR IAN WARD
LEADER OF THE COUNCIL
COUNCIL HOUSE
VICTORIA SQUARE
BIRMINGHAM
B1 1BB
Tel: 0121 464 4000
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Our Ref: IW/1669lh

26 January 2023

Dear Cathy

Re: Transport Scrutiny Sub-Committee Observations from 13 October 2022

It was a pleasure to attend the Transport Scrutiny Sub-Committee on 13 October 2022 and may I extend my sincere thanks to you as Chair and members of the sub-committee for the kind invitation and welcome I received.

I understand that following questions raised to me as Portfolio Holder for Transport at the WMCA, members submitted the following observations following their reflections, to be considered with a formal written response due to the next sub-committee meeting on 6 February 2023.

(1) Commonwealth Games

Members welcomed the success of the Birmingham 2022 Commonwealth Games and the free public transport provided to those people that had purchased a ticket for the events. The sub-committee also looked forward to receiving a report on the lessons learnt, and whether it had met its objective of being the greenest Commonwealth Games held.

On 24 November 2022 there was a report submitted to the Transport Scrutiny Sub-Committee on the successful Games Transport Plan. This summarised the lessons learned and highlighted the key successes of Transport for West Midlands and multiple authorities and transport operators throughout the planning and delivery of what I'm sure you and the sub-committee would agree was a hugely successful Commonwealth Games

- [\(Public Pack\) Agenda Document for Transport Scrutiny Sub-Committee, 24/11/2022 10:00 \(wmca.org.uk\)](#)

Furthermore, I also have pleasure in providing the Government's Interim Evaluation Report of the Birmingham 2022 Commonwealth Games which was published on 17 January and portrays an exceptionally positive picture. However, it is important to note that this is only an interim report and the longer term legacy impacts will be captured in the final evaluation report due this time next year.

- [Evaluation of the Birmingham 2022 Commonwealth Games – Interim Evaluation Report – January 2023 \(publishing.service.gov.uk\)](#)

(2) 'Resource vs Ambition'

Funding pressures were recognised and the necessity for difficult decisions to be made. 'Resources vs ambition' seemed to be a consistent theme throughout the responses received from the Portfolio Lead.

One of the key insights from the work on the new Local Transport Plan is that some of our more expensive interventions are not necessarily our most impactful in the short to medium term - especially when thinking about what measures can help us change behaviour and improve lives across the region.

Much of the behaviour change needs to come from tackling many of the short trips that are being made by single occupancy private cars across the region. Whilst it is critical to see improvements to public transport, it is not the only change we need. We need to manage the risk of focusing too great a proportion of our limited local resources into large infrastructure projects. These alone will not have the wider more fundamental impacts to travel behaviours we need to see - especially if we are serious about carbon reduction and inclusive growth. This is why we are investing heavily within the City Regional Sustainable Transport Settlement on active travel and bus-based measures, as well as continuing to secure additional funding such as Active Travel Funding for walking and cycling investment.

Capital investment into measures which help to create the conditions to support people to walk, wheel, cycle, scoot and to help manage traffic through local neighbourhoods are generally much less expensive than rail or light rail investment, and if delivered and targeted correctly, are likely to have a much higher impact on travel behaviours per pound spent. We also know that in terms of the available rapid transit solutions, priority schemes to support core bus services and Sprint are also relatively less costly.

We also need to consider how we deliver some of these measures at a much greater scale and pace than we are presently. Notwithstanding this target, improvements in rail-based mass transit will continue to be important, both to improve the commercial model for the region's metro network and to improve access to key economic centres. To help manage the cost challenge of this we are also investing in Very Light Rail, which as a research and development project is intended to provide a more cost-effective alternative to conventional Metro solutions with similar benefits.

Through our engagement on the Local Transport Plan, many of our residents and stakeholders have raised concerns about the level of traffic rule breaking. This creates nuisances, blocking pavements and streets for other users, creating unattractive and less inviting streets and places, that in worse cases are costing lives through road casualties. The measures of the Local Transport Plan would enable a clear policy to support the improved enforcement of the rules of the road, to make our streets safer and fairer. Undertaking this may well create the resources to help us to do more.

To be clear, our policy is not against pursuing measures that are resource intensive – HS2 and Midlands Rail Hub are good examples of costly interventions, however ones which could have connectivity benefits for many generations. As we move forward and develop our transport programmes and implementation plans, we will need to think carefully about how the funding available to us through local and devolved funding is used and the impacts we

want to create. We must also ensure we have the right mix of proposals and will continue to need nationally funded projects to improve the strategic rail and public transport network.

(3) Cross Boundary travel for school-aged children

Whilst the challenges of cross boundary travel were recognised, the WMCA should engage with non-constituent authorities to seek an agreement where possible with regard to cross boundary travel for young people, to enable a more affordable and seamless journeys to school. The WMCA should also lobby the Government for better concessions for young people, similar to the concessionary bus pass scheme for older people. The appropriate bodies to be brought together to discuss what could be done collaboratively to improve the supported transport system for students in terms of cross boundary travel.

There are a few factors to consider regarding cross boundary travel for school-aged children. Young people up to the age of 18 receive half fare travel throughout the West Midlands on bus, train and tram and extending this to cross-boundary would require operator buy-in as we have no powers beyond our area. If non-constituent authorities have funding to support, then Transport for West Midlands would be happy to facilitate the negotiations on their behalf, as fares tend to be considerably higher outside of the West Midlands area and therefore could be expensive.

Furthermore, a number of sixth form colleges provide funding for free travel to 16-18 year olds, including colleges outside of the West Midlands area, involving some who provide a dedicated bus. However, it is also worth noting that Transport for West Midlands are undertaking a discretionary spend review. This considers schemes offered in terms of whether better value, or social benefit could be derived through switching the funding to support different groups to those currently targeted, notwithstanding this review being undertaken with significant budget pressures in mind.

(4) WMCA - Value for Money

Whilst members recognised the work of the WMCA, it was considered that further work should be undertaken to demonstrate to the Government and members of the public that the WMCA achieved excellent value for money in its spending of devolved funding.

It should be noted that all external funds are required to go through the WMCA Single Assurance Framework (SAF) which is reviewed annually and approved by the WMCA Board.

Adherence to the SAF is a key mechanism for the Government having confidence in the ability of the WMCA to manage funds and is a set of systems, processes and protocols designed to provide a consistent approach for appraisal, assurance, risk management and performance throughout the lifecycle of all WMCA projects, programmes and processes to enable accountability, including value for money.

A key objective of the SAF is to support the WMCA in making judgements about the value for money of potential investments and projects. All business cases seeking approval are

assessed through the SAF process and are evaluated against the HM Treasury's (HMT) 5-case business model highlighted within The Green Book (2022).

For transport projects this is viewed through the Department for Transport's (DfT) own 'WebTAG' guidance, which provides a very clear and established means of assessing value for money. Using the example of the CRSTS funding programme (the largest component of the overall transport investment programme) the region has already had to demonstrate directly to the DfT and HMT a value for money case before the funding was agreed and devolved. The business case for this is in the public domain.

The WMCA also delivers a range of revenue funded activity and policies supported primarily by the regional transport levy. The bulk of this levy is spent on either debt repayment or statutory schemes such as the English National Concessionary Travel Scheme (ENCTS). ENCTS is delivered on a formulae basis in accordance with DfT direction, and so the value for money case is aligned with the national policy setting context. The substantive discretionary component relates to supported travel policies, for which a strategic review is expected to be commenced in 2023. This review will consider value for money against need, policy outcomes and equalities considerations.

I do hope the above responses to the questions submitted provide the Transport Scrutiny Sub-Committee with the clarity and assurances sought.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Ian Ward', written in a cursive style.

Councillor Ian Ward

Portfolio Lead for Transport – West Midlands Combined Authority

Transport Governance Review Update

Transport Scrutiny Sub Committee
6 February 2023

Helen Edwards
Director of Law and Governance

Background

- Transport review originally arose out of December 2019 scrutiny review of transport governance within the WMCA
- Governance Review then initiated following Mayor and Portfolio Leads meeting on 1 June 2021 to consider:
 - Clarity regarding WMCA decision-making
 - Number and frequency of meetings
 - WMCA Board/ Committee reporting
- Review Working Group set up and Chaired by Cllr Bob Sleight, Deputy Mayor of the WMCA
- Review highlighted need for consistency, clarity and simplification within Transport governance and overall governance in the WMCA.

Terms of Reference for Transport Governance Review

- To review the formal and informal decision making at member level on transport issues.
- To make recommendations to streamline and improve the arrangements taking into account best practice elsewhere.
- To ensure decision making and governance arrangements are clearly understood and are communicated effectively by those who are a part of the Governance structure for transport.

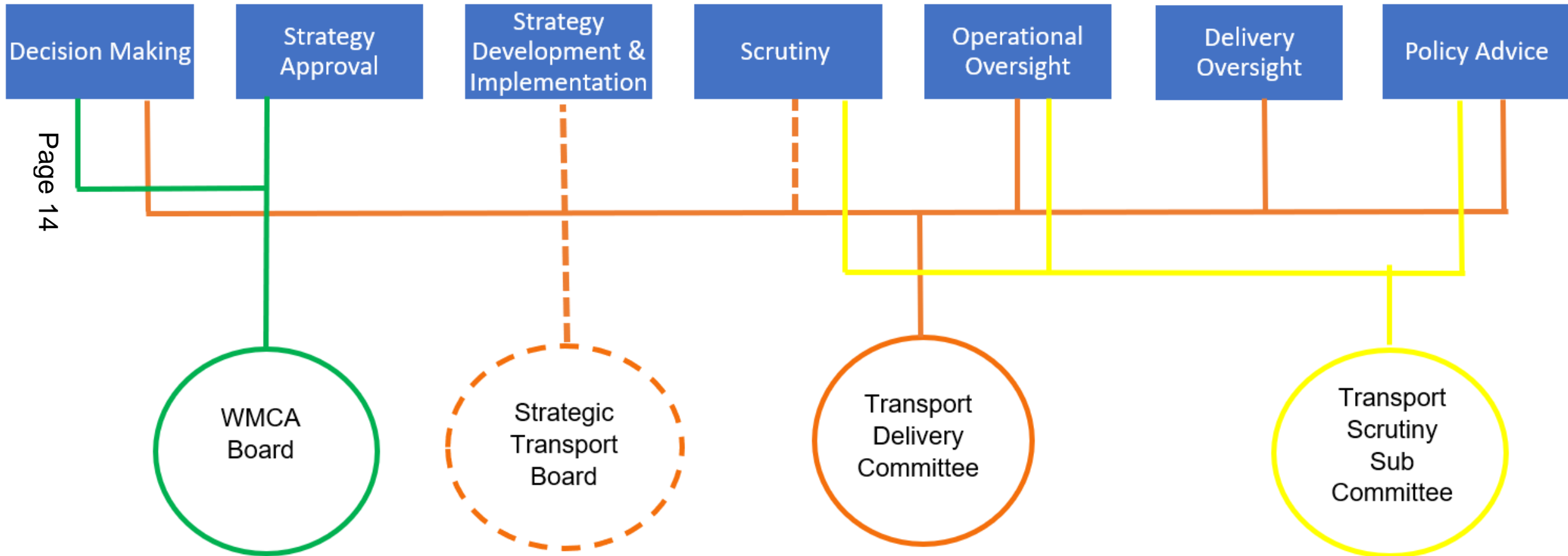
Key themes being considered

- Consistency and alignment with other WMCA boards, committees and panels
- Simplification
- Modernisation
- Transparency
- Accountability
- Clarity
- Strategic alignment
- Representation

Functions and roles being considered

- Decision Making
- Strategic
- Policy
- Advisory
- Performance Monitoring
- Scrutiny
- Operational Delivery & Oversight
- Oversight of Capital Projects

Existing Structure



Progress to date

Interviews with:

- Mayor of the Combined Authority
- Portfolio Lead for Transport (and Leader of Birmingham City Council)
- Chair of Overview & Scrutiny Committee
- Previous Chair of Transport Scrutiny Sub-Committee
- Chair of Transport Delivery Committee
- Previous Chair of Transport Delivery Committee
- Chief Executive of West Midlands Combined Authority
- Managing Director of Transport for West Midlands
- Multiple TfWM Leadership Team members

Evidence base and documentation

- TfWM Transformation Business Case
- WMCA Constitution
- Transport Delivery Committee Role Profiles
- Minutes and Agendas of WMCA Board/
Committee meetings
- WMCA Assurance Framework
- Key TfWM Strategy Documents

Additional Information

- Centre for Governance & Scrutiny – Transport governance in CAs
- West Yorkshire Combined Authority Transport Committee review
- Greater Manchester Combined Authority Constitution
- West Yorkshire Combined Authority Constitution
- Comparison review with other CA Transport governance arrangements

Next Steps

- Draft report to be shared with Director of Law and governance W/C 30 January 2023
- Consultation on draft report, options and recommendations
- Consultees to include:
 - Mayor of the Combined Authority
 - WMCA Strategic Leadership Team
 - Portfolio Lead for Transport (and Leader of Birmingham City Council)
 - Chair of Overview & Scrutiny Committee
 - Chair of Transport Scrutiny Sub-Committee
 - Chair of Transport Delivery Committee
 - Multiple TfWM Leadership Team members

Next Steps cont.

- Draft terms of reference to be produced and consulted on for proposed new structures
- Terms of Reference to include the following:
 - Clarity as to role – Performance, scrutiny, operational delivery or strategy
 - Specific areas of responsibility, key functions and remit
 - Whether decision making with specific delegated power or advisory in nature
 - How each committee, panel or board strategically aligns with the overall governance structure
 - Reporting lines and accountability
 - If stand alone or fully constituted in line with the '72 Act (whether must meet in person etc.)
 - If not fully constituted, whether the meetings will be held in public or private and when and if agendas and minutes will be published and made available to members of the public
 - The quorum
 - The frequency of meetings
 - Clear membership and proportionality – including any co-opted members
 - If co-opted members are included, how they will be recruited
 - The chair and vice chair

Time Line

Action	When
Draft report, options and Recommendations to Director of Law and Governance	W/C 30 January 2023
Consultation on draft report and terms of reference	6 February 2023 to 24 February 2023
Consideration at Strategic Leadership Team	8 & 22 February 2023
Consideration at Mayor and Portfolio Leads meeting	3 March & 19 May 2023
Transport Scrutiny Sub Committee	16 March 2023
Decision at WMCA Board	9 June 2023
Implementation	Following decision at Board on 9 June 2023

Questions?

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Transport Scrutiny Sub-Committee

Date	6 February 2023
Report title	Future Bus Delivery Options (Including Franchising)
Portfolio Lead	Councillor Ian Ward, Portfolio Lead Member for Transport
Accountable Chief Executive/TfWM Director	Pete Bond, Director of Integrated Transport Services Email: Pete.Bond@tfwm.org.uk
Accountable Employee	Steve Hayes, Head of Network Transformation Email: Steven.Hayes@tfwm.org.uk

1. Purpose

This report is to update Transport Scrutiny Sub-Committee on measures TfWM is undertaking to address ongoing challenges in delivering bus services that meet the ambitions of the region's Vision for Bus, including ongoing Enhanced Partnership and a Full Franchising Assessment.

2. Background

In 2019, the WMCA approved the West Midlands *Vision for Bus* which set out the ambition for the region's bus network;

“A world-class integrated, reliable, zero emission public transport system providing inclusive travel all across the West Midlands. With excellent customer service and simple payment and ticketing options. Customers will be able to make easy and safe door-to-door journeys, benefiting from new innovative transport solutions that meets the needs of a modern and diverse 21st Century economy, reducing the reliance on private single occupancy car journeys.”

The WMCA requested that TfWM develop an Outline Business Case to assess available options for delivery based on Enhanced Partnership and Bus Franchising powers provided under the Bus Services Act 2017.

Although TfWM commenced the outline assessment in 2019 this was paused in 2020 due to the Covid-19 pandemic. This provided additional time to better understand the potential impacts of the pandemic on the ability of bus operators and the Local Transport Authority to deliver the ambitions of *Vision for Bus* alongside a post-pandemic recovery.

The outline assessment was primarily completed during 2021 and concluded franchising could have the potential to better deliver the region's Vision for Bus objectives and in the long term would likely be able to better demonstrate value for public money. On this basis in January 2022 WMCA Board recommended that work should continue to deliver bus policy through Enhanced Partnership with Local Authorities and bus operators, but that this should be twin-tracked with a Full Franchising Assessment, noting the potential risks associated with Franchising but also the risks and challenges inherent in securing policy ambitions through partnership.

Bus Back Better

2021 also saw the publication of the government's National Bus Strategy 'Bus Back Better'. All Transport Authorities were required to develop a Bus Service Improvement Plan (BSIP) for submission to government, with those considered most ambitious awarded funding to support their delivery. The BSIP published by TfWM was one of those which secured government funding, amounting to £88m over three years. Over recent months, TfWM has been working closely with bus operators through the Bus Alliance to put in place mechanisms to deliver the ambitious plans set out in our BSIP, including:

- ensuring all buses are low emission Euro VI by May 2023
- a three-year fares freeze
- a significant ticket simplification programme ('Bonfire of Bus Tickets')
- free or heavily discounted travel for identified cohorts to encourage long term modal shift
- a passenger charter

This is accompanied by a commitment for investment in over 100km of additional bus priority on key cross-city corridors in the region, funded through the City Region Sustainable Transport Settlement (CRSTS).

Enhanced Partnership

In order to ensure delivery of these transformational activities, they are being enshrined within a statutory Enhanced Partnership (EP) Scheme for the region. This places legal obligations on the partners to deliver commitments within the EP and has been signed by WMCA, all seven districts and agreed with bus operators. If operators do meet requirements of the partnership then sanctions may include the necessity for them to withdrawn non-compliant services and TfWM is taking over registration powers from the Traffic Commissioner to ensure greater control over this. Delivery against commitments within the EP will be monitored closely, and, if achieved in full, the partnership commitments could deliver outcomes that make franchising irrelevant.

Delivery Challenges

Whilst the CA Board Report in January 2022 considered the challenges in delivering bus services post-covid, the risks identified have only amplified during 2022. Many of these challenges were considered by this sub-committee in November 2022, but in summary include:

- Patronage remains below pre-covid levels, impacting revenue
- High inflation, notably fuel and wages
- Staff and driver recruitment challenges impacting service delivery
- Further reduction in number of operators bidding for TfWM contracts, with a lack of competition contributing towards escalating tender costs
- Continued uncertainty relating to ongoing government funding support
- Difficulties in negotiating agreed commitments within the Bus Service Improvement Plan, balancing the shared commitment for long-term transformation with short-term financial challenges faced by operators.

Despite these heightened risks, the importance of a comprehensive, reliable bus network is greater than ever given the role that public transport will play in delivering a future transport network that aligns with the ambition set out in the emerging Local Transport Plan. It is this dichotomy; between the short-term necessity of operators to shrink networks so that they return to acceptable levels of profitability and the long-term ambition to grow bus use to meet wider policy objectives that is being considered by Local Authorities throughout the country.

Much of the focus over the last 12 months has been to attempt to mitigate the risks to the network. As well as securing funding to deliver the BSIP, intended to grow patronage, this has been underpinned by the adoption of the regionwide Enhanced Partnership scheme.

Whilst it is always more challenging to deliver commitments on the ground than write them into a document, this does demonstrate that in principle there is a shared commitment to work collaboratively to improve and grow bus services over time and delivery towards the commitments included in the BSIP and the Enhanced Partnership will provide an important benchmark against which the effectiveness of different delivery models can be assessed.

Full Franchising Assessment

Against this backdrop TfWM has commenced a Full Franchising Assessment. Legislation sets out a rigorous process that must be followed to ensure that robust, evidence-based decisions are made to determine whether franchising or delivery through partnership remains the most effective way of delivering bus policy in the long term.

External support has been commissioned to assist this work and governance processes are being developed to ensure sound consideration is given to decisions. Specific tasks that will need to be undertaken include:

- Consider size of future network and resource requirement. Do we want a bigger, more comprehensive network as might be suggested in the emerging LTP, and if so how would this be financed
- Consider lotting strategy, contract lengths and areas. How is the region divided up, is there to be a single operating contract for the whole region or a number of smaller contracts and how long should contracts be for
- Determine fleet and depot ownership model. It is important that there is a competitive market if there is going to be competition for franchises, needed to ensure good value for money. Should TfWM take a greater role in depot and fleet ownership to reduce the barrier for entry for new operators
- Agree ticketing strategy and where revenue risks should lie.
- Consider contractual terms, KPIs, role of Authority / operators. There will be various roles and responsibilities that could sit within either the Authority or the operator, e.g. detailed timetable planning, network management, customer services. Decisions will be required on where these activities lie and how performance against contractual requirements will be measured and rewarded
- Consider transitional arrangements ensuring service continuity & how appropriate staff capacity and capability is provided. Where staff transition between organisations how will this be managed to minimise duplication of activities for certain periods.
- Consider governance and change management processes. Who determines when there are changes to the network or services, both at an operational, tactical and strategic level, and how are such decisions taken
- Develop consultation strategy. The Bus Services Act 2017 requires robust public and stakeholder consultation to support decisions.
- Comparison of Franchising option, against challenges and opportunities with continuing to deliver in a partnership scenario.

Timeframes

- January 2023: Consultants appointed to support detailed review of bus delivery options, including the Full Franchising Assessment
- Summer 2023: Finalise framework against which options will be assessed. This will include detailed assumptions relating to how a Franchising scheme would operate which would be used to undertake the Assessment
- December 2023: Interim (Draft) Franchising Assessment complete. This will provide an initial overview of how delivery through partnership is likely to compare to delivery through Franchising, which can be refined following consideration by stakeholders.
- June 2024: Franchising Assessment concluded for CA Approval, either to progress with external Audit as required by legislation, or continue delivery in partnership.

These timeframes have been established recognising there will be a Mayoral election in May 2024 and legislation requires that it is the mayor who should determine whether a scheme will proceed. Given the implementation time of any scheme is likely to take several years, it is preferable to have such a decision taken towards the start of a new mayoral term and not right at the end.

Summary

The primary driver in assessing regulatory options for delivering bus services is to ensure the region is best able to meet its bus policy objectives, articulated in the Vision for Bus, Bus Service Improvement Plan and emerging new Local Transport Plan. There is therefore a strong focus on outcome-driven tasks to support delivery of BSIP, regardless of future regulatory approaches (e.g. network design, service performance, ticketing simplification, decarbonisation)

Mechanisms are being established, in partnership between TfWM, Local Authorities and Operators to deliver these objectives in partnership, but there is recognition that this may become increasingly challenging as external influences continue to make the commercial operation of bus services more difficult.

The Full Franchising Assessment will consider whether some of those challenges could be better addressed under a Franchising model, and whether this would give better value for the substantial public money that is supporting the network, and also allow that value to be better demonstrated.

It should be stressed that many of the challenges and risks are here to stay, regardless of the regulatory model. Franchising in itself is unlikely to be a panacea and the Assessment will consider how any scheme would need to be supported by sustainable, ongoing funding, if the region is to enjoy a bus network that meets all of its strategic needs.

3. Financial Implications

£1.5m is identified through the CRSTS preparatory funding to support the preparation of the Full Franchising Assessment and is in line with Government recommendations on what this funding should be used for. As well as enabling the Full Franchising Assessment it will provide a platform for the ongoing development of Enhanced Partnership processes to support the effective Governance required of us through the National Bus Strategy, with mechanisms and outcomes being designed to align with policy objectives as far as possible and not focussed on a single regulatory approach.

4. Legal Implications

WMCA, as a Mayoral Combined Authority, has powers (subject to having regard to the Secretary of State Guidance and other criteria) under the Bus Services Act 2017, to make and implement a bus Franchising Scheme. Current legislation provides that the Mayor may, after consideration of an independently audited Full Business Case (and subject to SoS Guidance), seek to make and implement a franchising scheme under the Bus Services Act 2017. The powers to implement Enhanced Partnerships are also set out under the 2017 Act.

5. Impact on Delivery of Strategic Transport Plan

This work is considered fundamental in ensuring effective delivery of the Local Transport Plan. The 'Big Moves' included within the Plan outline the necessity for an extensive, affordable, attractive bus network and this work will consider how that is best achieved.

6. Equalities Implications

Bus travel is the main means of transport for a large percentage of the population who are reliant on buses to get around. People on the lowest income centiles are much less likely to own a car and some of the most deprived wards have under 50% household car ownership. Groups much more likely to be reliant on public transport include: Single parents (primarily women); young and older people; black and minority ethnic people (minority ethnic people twice more likely to live in a household with no car ownership); people on low incomes; part-time workers; unemployed people (3/4 of jobseekers do not own a car); disabled people (only 38% of people with mobility difficulties are main drivers or have household access to a vehicle).

There is already an imbalance in the coverage of the bus network, with some areas served better than others and a significant risk that services will be further impacted in the near future which is likely to most impact the aforementioned groups. A full exploration of both Franchising and Enhanced Partnership will help determine how we are best able to deliver a network that meets the needs of all. Assessing the equality impact of both options will form an integral part of the process.

7. Geographical Area of Report's Implications

The challenges, opportunities and activities described are applicable to all seven constituent districts of the WMCA.

Future Bus Delivery Options Next Steps

Steve Hayes, Head of Network Transformation

February 2023

Background

In Jan 2022, WMCA Board considered future West Midlands bus policy:

- Noted risks in the future delivery of bus services that TfWM are working with Government, bus operators and other partners to mitigate.
- Noted opportunities associated with Enhanced Partnership but also the level of commitment and process that it will place on all partners, particularly TfWM, Local Authorities and bus operators.
- Supported continued assessment of the Business Case for Franchising as a possible mechanism to address these challenges should Enhanced Partnerships fail to effectively deliver the Authority's ambitions.

- Patronage remains below pre-covid levels, impacting revenue
- High inflation, notably fuel and wages
- Staff recruitment challenges impacting service delivery
- Further reduction in number of operators bidding for TfWM contracts
- Continued uncertainty relating to ongoing government funding support
- Difficulties in negotiating agreed commitments within the Bus Service Improvement Plan

2022: The Risks Grow

2022: Risk Mitigation

- Regionwide Enhanced Partnership adopted, committing partners to things that will improve buses
- Secured BSIP funding to help deliver growth, through ticket incentives, fares freeze and new services
- Ongoing review of TfWM role in depot and fleet ownership, particularly during transition to Zero Emission
- Commissioned Full Franchising Assessment
- Ongoing development of new Local Transport Plan, advocating necessity for much greater bus use to meet wider societal and environmental challenges (against background of long-term decline).



Delivery in Partnership

Bus Service Improvement Plan contains ambitious proposals to transform the bus network, which if delivered in full could make Franchising irrelevant. Many of these are enshrined in our Enhanced Partnership, including:

- ‘Bonfire of Bus Tickets’ – significant simplification of bus tickets
- Three year fares freeze (ongoing from April 2022)
- Passenger incentive programme, free or heavily discounted travel for many
- Nine extra TCSO’s to improve safety and security across the network.
- Customer charter
- Additional services procured aligned with BSIP commitments
- Monitoring and performance improvements
- Investment in over 100km of new bus priority

Franchising Assessment Activities

- Consider size of future network and resource requirement
- Determine fleet and depot ownership model
- Consider lotting strategy, contract lengths and areas
- Agree ticketing strategy and where revenue risks should lie
- Consider contractual terms, KPIs, role of Authority / operators
- Consider transitional arrangements ensuring service continuity & how appropriate staff capacity and capability is provided
- Consider governance and change management processes
- Develop consultation strategy

Timelines

- January 2023:
Consultants appointed to support Franchising Assessment
- Summer 2023:
Finalise framework against which options will be assessed
- December 2023:
Interim (Draft) Franchising Assessment complete
- June 2024:
Franchising Assessment concluded for CA / Mayoral consideration



Summary

- Continued focus on outcome-driven tasks to support delivery of BSIP, regardless of future regulatory approaches (e.g. network design, service performance, ticketing simplification, decarbonisation)
- Develop processes that could be compatible with either Enhanced Partnership or adapted to enable Franchising
- Develop Franchising to a point where it could be activated if Enhanced Partnership fails to deliver
- Major risks to bus network exist regardless of regulatory approach.





WMCA Board

Date	10 th February 2023
Report title	West Midlands Local Transport Plan 'Reimagining Transport in the West Midlands' – Final Core Strategy and draft Big Moves and draft Area Strategy Guidance.
Portfolio Lead	Transport - Councillor Ian Ward
Accountable Chief Executive	Anne Shaw Executive Director TfWM email: anne.shaw@tfwm.org.uk
Accountable Employee	Mike Waters, Director of Policy, Strategy & Innovation email: mike.waters@tfwm.org.uk
Report has been considered by	TfWM Strategy Board WMCA Senior Leadership Team Strategic Transport Officers Group Strategic Transport Board

Recommendation(s) for action or decision:

The WMCA Board is recommended to:

- (i) Note the feedback from the public engagement on the draft LTP Core Strategy.
- (ii) Approve for adoption the new LTP Core Strategy.
- (iii) Approve for public engagement the LTP "Big Moves" Documents, setting out key policies, principles and initiatives needed to deliver the aims of the LTP.
- (iv) Note the Area Strategy guidance and commit TfWM and local authorities to progressing the development of a set of four Area Strategy documents using the guidance to help support local decision making and fulfil Government requirements for Local Transport Plans.

1. Purpose

- 1.1 This report seeks WMCA Board's approval to adopt the final version of the West Midlands Local Transport Plan 'Reimagining Transport in the West Midlands' Core Strategy as the first element of the new West Midlands Local Transport Plan (LTP5). This will formally replace Movement for Growth (LTP4) as the metropolitan area's statutory Local Transport Plan. The report also seeks approval to undertake engagement on the draft LTP Big Moves and draft Area Strategy guidance documents which will form part of a suite of documents within the wider LTP framework.

2. Background

- 2.1 Under the Transport Act 2000, Local Transport Authorities (LTAs) have a statutory duty to produce and review a Local Transport Plan (LTP). As a consequence of the Local Transport Act 2008 and the West Midlands Combined Authority Order 2016, WMCA is the LTA for the seven constituent metropolitan districts/boroughs. The LTP will align to the core priorities of WMCA including the Inclusive Growth Framework and #WM2041 ensuring that all future funding bids and transport activity is optimised to meet the Corporate Aims and Objectives signed off by WMCA Board in November 2021.
- 2.2 The LTP must set out policies for the promotion and encouragement of safe, integrated, efficient and economic transport to, from and within the LTA area as well as proposals for the implementation of those policies. WMCA and the seven-metropolitan district/borough councils of the West Midlands must carry out their functions so as to implement these policies. The LTP carries statutory weight in a range of decisions made by many public authorities as they execute their functions under their relevant statutory provisions. It is a critical document for ensuring the West Midlands public's interests with regards to transport and its impacts are considered in such decisions. The LTP must be developed collaboratively between the WMCA as LTA and the 7 local authorities and implemented in partnership with other agencies and organisations such as National Highways, Network Rail and public transport operators.
- 2.3 Since Movement for Growth (the fourth West Midlands LTP) was published in 2016 there have been significant changes to the policy context including changes to the political, social, technological and economic landscapes which have implications for transport policy and plans. These include the impacts of the Covid-19 pandemic and the challenge of climate change with the need for rapid decarbonisation (the UK has a legal target of being net zero by 2050 whilst WMCA has set a regional ambition to achieve this earlier by 2041). The cost of living crisis brings a further challenge to ensuring that people have reliable, affordable and safe options to access opportunities and other services. This in turn is set against a backdrop of a struggling public transport network, increasing costs of constructing and maintaining new infrastructure and a largely car led recovery as the region continues to recover from the pandemic.
- 2.4 The transport Green Paper published in 2021 set out that the region's current transport policies were insufficient to deliver rapid decarbonisation or wider ambitions around inclusive growth. This was largely due to historic policy being focused on approaches to make alternatives to the private car better whilst having insufficient emphasis on complimentary measures that would help change the attractiveness of the private car for many journeys. In addition, and largely as a function of a legacy of previous long term under investment, a focus on hard infrastructure investment on only a handful of corridors

inherently limits the scope of the impact that is possible to degree which is substantially less than we need to achieve.

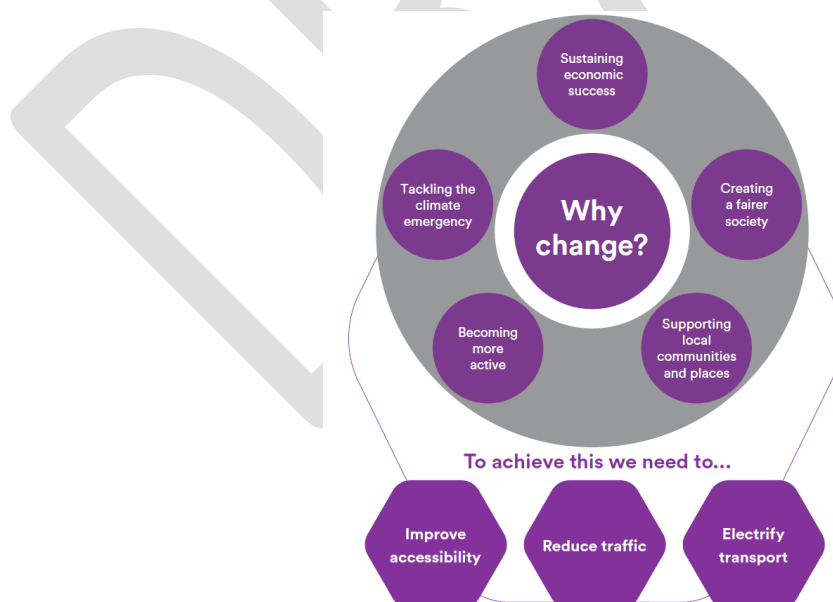
- 2.5 The scale and pace of behaviour change which is required by current overarching national and regional policy will need us to achieve a more broadly distributed change impact, and requires us to consider more neighbourhood level interventions. Following the engagement on the Green Paper it was acknowledged by West Midlands' Leaders that there would be a need to manage travel demand to help deliver the scale of behaviour change required and that there were consequences of not taking appropriate action.
- 2.6 Significant uncertainties (and a lack of public and professional consensus due to these uncertainties) exists across the all urban areas around the exact transport policy responses that are required in what sequence in order to achieve the required outcomes. Moving forward the region will need to be able to be more confident that our decisions are going to be resilient to changes which are outside our control. The approach of LTP5 will help us keep on track to deliver our longer terms goals, but will enable us to adapt and respond to the more pressing issues of the here and now. This will ensure that we deliver our objectives whilst getting the best value out of the resources the region has available to it.
- 2.7 There will be a limit to the impact that regional and local action alone can have on carbon emissions and on achieving other outcomes that require a behavioural shift to reduce car use and dependence. Whilst WMCA and local authorities have some key powers and policy levers to pull, especially the direct levers over how land and road space and priority is allocated via local development and regulation of highway infrastructure, transport behaviour is also affected by a range of factors beyond our direct control in the West Midlands. The approach set out in the LTP5 will help the region to better understand what it can realistically do to address some of these issues, and identify where further change is likely to be constrained without further action beyond our borders and up to national authorities.
- 2.8 This will be important as the Government is taking a renewed interest in Local Transport Plans and updated national guidance (the first since 2009) is anticipated to be published shortly. In particular, Government has indicated that it sees local areas in leading the transport response to decarbonisation through local influences on the provision of zero emission vehicle charging/refuelling infrastructure and levers to reduce overall travel demand. It is likely that it will aim to drive decarbonisation and transport improvements at a local level by making quantifiable carbon reductions a fundamental part of local transport planning and funding. Therefore the impact of Local Transport Plans is expected to be linked to future rounds of funding, and in particular a second round of City Regional Sustainable Transport Settlement (CRSTS).
- 2.9 It is acknowledged that change is difficult for many and that this is something that needs to be worked through with local people, communities and stakeholders. Engagement on this LTP has been more extensive than ever before, but will need to be on-going and even more extensive as the LTP is developed further and implemented. There will need to be an emphasis on helping people understand the need for change, responding to and helping provide viable alternative choices to support change, and in the event that change cannot be achieved in preparing to manage the issues that will arise.

2.10 This LTP is different so that it can better help the region to confidently respond to and plan for the future, accounting for challenges and uncertainties in a way that builds local support for change and demonstrates the impact of interventions. The draft Core Strategy published earlier in 2022 set out a new approach for the LTP and this report details the progress that has been made to develop a final Core Strategy and the next stages in progressing the LTP through the development of 6 Big Moves and an Area Strategy Framework.

3 LTP Core Strategy

3.1 The Core Strategy sets out the overarching approach and principles for the new Local Transport Plan. These are based on change of traditional transport policy which has tended to focus on predicting future demands and then seeking to provide the infrastructure and services to meet that demand, a 'predict and provide' approach. Instead the Core Strategy focus on a 'decide and provide' approach, in which the region focused on the end state it wants to achieve (for example, safe clean public highway within which it is comfortable to walk or cycle and public transport is reliable efficient and affordable) and then progressively implements the necessary changes to achieve this state. It is honest about the need for a demand management approach to help the transport system deliver against the region's wider objectives and vision. It also acknowledges the need to review and change our approach across the region in a dynamic way, reflecting the different people and places of the region and that there is not a 'one-size fits all' approach or a scale or pace of change which can be universally implemented.

3.2 To address the big social, economic and environmental issues we face, the objectives in the new LTP are framed around 5 'Motives for Change' where changing transport could help better support inclusive growth by providing a transport system that's fair to everyone and minimises the impacts on the environment.



3.3 There are three key changes needed in our transport system to make this happen - we need to:

- improve accessibility (particularly for those without access to a car);

- reduce traffic; and
- electrify the transport system.

3.4 Willing and proactive behaviour change in how, when, where and why we travel is critical to these changes, and implicit to achieving them means using our cars less and being able to access what we need in a different way. This doesn't mean that cars and vans will not still be very important in the future, but the West Midlands needs to become a place where the majority of people can thrive without having to own a car or drive most days of the week.

3.5 To achieve our aims and the vision at a pace and scale that reflects the demands of wider regional policy ambition such as the Inclusive Growth Framework and #WM2041 means we must collectively change behaviours without compromising what people can access. To do this simultaneous measures are required to:

- Invest in measures that support better access to what people need without having to use a car.; and
- Manage demand by discouraging the behaviours we want to do less of. This can be achieved by using physical measures (such as allocating less space to particular vehicles), and through regulatory measures (such as managing the price of travel by particular means, or restricting access to particular roads, or limiting speeds).

These measures are not mutually exclusive. Managing demand and car access in key locations can directly help enable the provision of viable and attractive choices for access without a car. Furthermore, doing this can boost demand for services such as public transport, enabling a better level of service (attracting more users), which is in turn more commercially viable. Without managing demand, the improvements we can make to enable access to places and opportunities without a car are fundamentally limited – ultimately limiting what can be achieved for wider policy aspirations and the LTP objectives. This is materially significant consideration not just for future provision, but for the 25% of West Midlands residents today who do not have access to a car, the majority of whom are young or are of working age.

3.6 Investment in key regional transport schemes including our rapid transit and core bus networks will continue to be an important part of our strategy. However, for the short to medium term these services tend to only be viable when serving our urban centres, which only ~20% of trip making is to or from. Therefore, it is equally (if not more important) to do more to support a more local level behaviour change. This means thinking about the measures that can help people move around more sustainably in their local neighbourhoods and on their streets. At the same time we are experiencing an uncertain world where huge social issues, such as the cost of living and wider impacts on the economy, make planning for the future more challenging than it has ever been.

3.7 To help us think about how we can achieve this the Core Strategy sets out a vision for a well-connected 45 minute region and 15 minute neighbourhoods. This means that a good range of services in our neighbourhoods can be accessed in a round trip of no more than 15 minutes, and a good range of places across our region to undertake work, leisure and socialising can be accessed within a 45 minute trip using a mix of active, shared and public transport modes.

3.8 This vision is not meant to be prescriptive and the LTP recognises that everyone travels for different reasons, to different places and using different modes. The vision recognises

that all modes will play an important role, including that of the car which will remain a vital and valid means of getting around for many. The LTP also recognises that places themselves are different. Unlike previous one size fits all policy, it provides a framework to accommodate the reality that what works in one neighbourhood might not work in another. Notwithstanding this, the LTP does give us shared fundamental outcomes to aim for, where everyone can have good options and choices to access what they need.

- 3.9 To achieve the scale of behaviour change required, we will need to better understand people and their needs. Viable travel choices will need to be defined by what it means to provide a good customer experience for those travelling in, to/from and through our region. We are continuing to develop an increasingly sophisticated understanding of what factors genuinely influence the way people travel and have one of the leading research programmes in the UK to do this. Using this customer led intelligence will help us develop the right mix of policies to influence consumer choice, and to design transport choices that can be an obvious and viable sustainable option for travel. Ultimately this will help us achieve the overall objective of improving accessibility for all.
- 3.10 Equity is at the heart of the LTP Core Strategy. If the LTP aims are achieved, the harmful impacts of transport and places will be reduced, people who have no or limited access to a car today will be better able to participate in society and our economy, and a better legacy will be secured for future generations. This is what our vision for transport is about, helping people access what they need without needing a driving licence and having to own an expensive vehicle. This helps both those without access to a car today and those who do. Owning a vehicle takes up household spending for an asset which is on average literally unused for 95% of its time. This domestic spend could be more productively released and used within the local economy and on improving the quality of life of the individual, their family and local community.
- 3.11 To accommodate the uncertainties outlined above the Core Strategy also sets out an approach for a dynamic plan, which can be regularly reviewed and progressively iterated. This will allow for an on-going discussion with elected members and the public on how and where progress can be made on more or less difficult issues. The Core Strategy sets out a policy tool kit framed within 6 Big Moves, from which WMCA, TfWM and local authorities will then use to inform local areas based strategies. The area strategies and delivery plans are to be developed using the approach set out in the draft area strategy guidance, which the Board are being asked to agree. More detail on the draft Big Moves documents and the draft Area Strategy guidance is provided later in sections 5 and 6 of this report.
- 3.12 A summary version of the Core Strategy is attached at Appendix 1 and the full version is available here (See [XXX ADD LINK XXX](#)).

4 Engagement on the Core Strategy

- 4.1 Public and business engagement on the draft Core Strategy took place between 7th February and 4th April 2022. The response to the engagement on the Core Strategy was the largest to any Local Transport Plan engagement to date, with over 1200 responses across a range of channels.
- 4.2 When looking at the profile of the West Midlands, survey responses were biased towards those from older age groups, males and white ethnic backgrounds. There was a relative lack of responses from younger, female respondents and those from ethnic minorities

despite pro-active efforts to engage with these groups. This was identified during the engagement and efforts were made to improve engagement with groups which were under represented. This remains a key challenge which our engagement strategies need to consider and improve on. There was a good representation of views from people with a disability and from those who owned a car (as well as those who did not).

- 4.3 Overall support for the draft Core Strategy was positive with 62% agreeing with the approach set out. Of the other respondents 27% said they neither agree or disagree or weren't sure. Only 12% said they disagreed or strongly disagreed with the Core Strategy, There were some common themes across the comments on the Core Strategy which were similar across the respondents location and socioeconomic backgrounds. The two major themes that arose were that public transport is not currently a genuine alternative (mentioned by 31%) and that the Core Strategy lacks the detail of how/when the plans will be delivered (mentioned by 16%).
- 4.4 Many of the additional comments received to the engagement were not explicitly opposing any element of the Core Strategy, but there are two key negative points mentioned by a minority of respondents: the sense that the plan was anti-car / anti-driver, and concerns for the elderly/disabled/low-paid/vulnerable. Both drivers and the disabled were less supportive than non-drivers and respondents with no disability, however a majority of both groups supported the Core Strategy overall (57% drivers, 51% disabled).
- 4.5 In finalising the Core Strategy and developing the Big Moves and Area Strategy guidance we have reflected on the points and feedback we have received and we will publish a LTP Engagement report document. Some of the issues raised, such as the use of technical language and the accessibility of documents, can be addressed more immediately, whilst others concerning how the transport system is planned and managed need to have sustained focus and attention as we continue to develop and implement strategy over the coming years. However, it is hoped that the approach being taken with this LTP is a key part of responding to these issues.

5 Big Moves

- 5.1 To deliver the behaviour change required, the Core Strategy sets out that there are a range of policies and actions that the region will need to consider and progress across 6 Big Moves. These Big Moves are a framework for the actions we will need to take to improve accessibility and encourage behavioural changes and the principles for how the transport system should be developed and managed. Actions across the Big Moves should not be taken in isolation and through developing programmes of activity we will need to consider how a range of complimentary policies can be used to deliver the most effective outcomes.
- 5.2 For example, we may consider investing more into improving and subsidising public transport (especially core and local bus services), but to make this successful/viable we will also need to:- implement measures which make bus journeys quicker and more reliable (bus priority and reallocating roadspace), alongside making travel to destinations such as centres less attractive by car (parking management).

5.3 The 6 Big Moves are:

Behaviour Change

This Big Move is fundamental to both the overall Core Strategy, but also the other 5 Big Moves. To enable the city region to be more prosperous, inclusive and sustainable, we need to tackle the high levels of car dependency in the region. If we cannot support more people to travel less, use cars less and live more locally, then we will be in danger of not meeting the core goals of the Local Transport Plan and in turn other key regional policy agendas.

This Big Move does not just require different conversations with businesses and communities about how they travel, but also requires TfWM and its partners to work differently to deliver better outcomes for the region, based on a deeper understanding of people's travel needs and the challenges they face in accessing opportunities. This Big Move requires changes in how we govern the transport system, how we change people's experience of the transport system, and how people choose to travel

Accessible and Inclusive Places

This Big Move is all about creating more accessible places where people don't require a car to live good lives. This entails more careful planning of places with accessibility in mind, as well as improving sustainable transport and digital connectivity to allow people to access opportunities without needing a car. This is not anti-car, but about providing a viable alternative whilst allowing those for whom car may remain the most appropriate choice to still be able to use it, just not without impunity to the impact of that on others living in and using that area.

Walk, Wheel, Cycle and Scoot

This Big Move is needed to support people to walk, wheel, cycle or scoot when and where they want, safely and conveniently. Our vision is: *Everyone in the West Midlands should be enabled to safely access a range of local destinations on foot, in a wheelchair or on a bike or scooter; with the aim of at least half of all trips in our area to be made by active modes by 2030.*

Public Transport and Shared Mobility

This Big Move sets out how we will deliver a safe, convenient, affordable and accessible public and shared transport system, essential for enabling people to travel beyond their local neighbourhood without a car.

A Safe, Efficient and Reliable Transport Network

This Big Move sets out the need to develop and manage the West Midlands highway network in a way that improves its reliability and resilience and better supports travel by more sustainable modes of transport.

Green transport revolution

This Big Move deals with how we will make sure that we as make changes to the transport system to deliver behaviour change we are doing it in the most effective and sustainable way. Improving how we travel is not enough to respond to the climate emergency that the region faces today; we need to make sure that the whole transport system (including its infrastructure) has a significantly reduced impact on the environment. The land, water and air that we depend on is being damaged at a rate that is unsustainable. We need to reduce our impacts by pursuing the appropriate policies in an appropriate way to help us minimise and where possible turn back damage to our environment.

- 5.4 These Big Moves have been developed as six separate substantive documents which provide more detail on key policies and principles which should be considered in developing and bringing forward transport (and land use and digital) strategy to deliver the LTPs objectives. The Big Moves will be made available online and it is noted that they are largely technical and aimed at a transport / planning practitioner audience. However, a summary version has also been developed which aims to provide a more accessible, simpler overview of the Big Moves for people and this is attached as [Appendix 2](#). Full versions of the Big Moves are available here ([See XXX ADD LINK XXX](#)) Board approval is sought to consult on these documents.

6 Area Strategy Guidance

- 6.1 The Core Strategy also sets out a commitment to develop 4 supporting LTP Area Strategies (covering Birmingham, the Black Country, Coventry and Solihull) in partnership with our local authorities. The rationale for these area strategies is to help translate the Big Moves into local areas recognising that the region is diverse:- the needs; capacity for change; views of people; and the opportunities and constraints of places, is different in different areas across our region. Whilst some of the measures required across the region might be similar, the approach and pace for introducing them may vary significantly. Through the Area Strategies we can collaboratively build a shared plan for what works best where, including how best to engage and communicate with local communities and stakeholders on the changes that could be made in different places.
- 6.2 The development of Area Strategies as part of the region's statutory LTP are not intended to replace local authorities own transport plans and strategies. Instead it is intended that these will help local authorities give greater weight to their transport priorities and approaches and help ensure that the region is taking forward an appropriate mix of actions. Within this context, existing transport plans will be critical for informing the Area Strategies. They are not intended to replace local authorities own and existing plans and strategies, but will assist by reflecting them within a statutory plan and an enhanced evidence base. This will give them more weight and ensure the region is taking forward an appropriate mix of actions. As noted, the Government will require LTPs to be able to demonstrate and quantify their impacts and is shortly due to publish updated LTP guidance which will also set out how they expect Local Transport Authorities to quantify the impact of LTPs on transport carbon emissions. By developing the Area Strategies we can establish a consistent approach to understanding and describing transport challenges and the different types of measures that will be introduced and this will ultimately enable a coherent assessment of the associated outcomes and impacts they can have (for example, how much do they help to reduce carbon emissions, improve air quality, improve access etc.). This will then help us to understand progress and enable

the plan to be dynamic, and allowing us to 'ratchet' strategy as necessary. As such this will be a key element of developing the West Midlands' approach to meet Government's requirements on measuring carbon impacts

- 6.3 To support the development of the Area Strategies and to enable a consistent approach across the region, TfWM working closely to support local authority officers. Collectively this group has developed an approach for doing this, which is now set out in the draft Area Strategy guidance, the summary version is attached as **Appendix 3. The Full version of the Area Strategy guidance is available here (See [XXX ADD LINK XXX](#)).**
- 6.4 This guidance will form the basis for WMCA and local authorities to start development of the LTP Area Strategies which will help to inform regional and local policy and decision making. The guidance is a starting point, it does not give us all the answers and we will need to keep it under review and evolve it as we continue to develop our thinking over the coming years.

7 Next Steps

- 7.1 Subject to approval from WMCA Board consultation will be undertaken for 8 weeks on the draft Big Moves and the draft Area Strategy guidance documents from 20th February 2023. It is also proposed that TfWM and local authority transport officers will begin initial discussions on the development of the Area Strategy documents.
- 7.2 Following and subject to engagement it is proposed that the final versions of the Big Moves be presented to CA Board for approval in autumn 2023. At the same time engagement on a set of 4 Area Strategies is also planned before the end of 2023 but also subject to WMCA Board approval.
- 7.3 An Implementation Plan will also be developed setting out priorities for action together with a proposed funding strategy.

8 Financial Implications

- 8.1 There are no direct financial commitments as a result of approving the approach and Core Strategy for the LTP. As a statutory duty, the development of the LTP is funded by transport levy and expenditure is within with the approved financial budget for 2022/23 and draft 2023/24 budget.
- 8.2 As the actions underpinning the implementation of the LTP are developed, the financial implications will be considered within the context of the current medium term financial plan (MTFP) to assess impact and whether proposed activity is within the agreed MTFP funding envelope.
- 8.3 It is noted that some areas of the LTP may be supported by both existing and new grant funding streams. The LTP aligns to the core priorities of WMCA ensuring that all future funding bids are optimised to meet the Corporate Aims and Objectives signed off by WMCA Board in November 2021.

9. Legal Implications

- 9.1 In exercising its duties under the Transport Act 2000, amended by the Transport Act 2008 WMCA must have regard to national policy in line with the statutory guidance issued by Department for Transport on LTPs as well as a number of other key pieces of legislation which have been passed subsequently including Equalities Act 2010 and the National Planning Policy Framework. To ensure that WMCA meet the various legislative requirements associated with developing a new Local Transport Plan TfWM have commissioned an Integrated Sustainability Appraisal (ISA) which incorporates;
- Strategic Environmental Assessment (SEA) in accordance with the Environmental Assessment of Plans and Programmes Regulations 2004 (SI 2004/ 1633, “2004 Regulations” as amended)
 - Habitats Regulation Assessment (HRA) (required under Regulation 105 of the Conservation (Natural Habitats, &c.) Regulations 2017 (SI No. 2017/1012, as amended by The Conservation of Habitats and Species (Amendment) (EU Exit) Regulations 2019 (SI 2019/579)).
 - Equality Impact Assessment (EqIA), as required by section 149 of the Equality Act 2010, as amended.
 - Community Safety Assessment (CSA) as required by the Crime and Disorder Act 1998 and the Police and Justice Act 2006, as amended.
 - Health Impact Assessment – while there is no statutory requirement, it is considered good practice and in keeping with promoting healthy and safe communities as per the National Planning Policy Framework.
- 9.2 The ISA is aimed at ensuring the early integration of sustainability considerations into the development of LTP. As such it will be an ongoing iterative assessment process informing the LTP as it develops, to ensure that potential significant effects arising from LTP are identified, assessed, mitigation and communicated to plan-makers. The draft initial ISA will also be published for consultation alongside the LTP Core Strategy document.
- 9.3 The ISA has been reviewed in light of the final version of the Core Strategy and the draft Big Moves and Area Strategy guidance. The review considers that across the areas of sustainability, health, equalities and safety LTP5 continues to perform strongly and remains aligned with the findings of the ISA.
- 9.4 A core objective of the LTP is to address the issue of transport decarbonisation. LTPs must have regard to national policy objectives and although there are currently no legally binding requirements on combined or local authorities the adoption of net zero carbon emissions by 2050 as a legally binding target under the Climate Change Act 2008 is government policy to which the Plan must have regard. There is also a statutory duty on the Authority to have regard to government guidance issued with respect to mitigation of or adaptation to climate change. The forthcoming update to Local Transport Plan guidance will set out Government’s expectations of Local Transport Authorities to demonstrate how they will deliver ambitious, quantifiable carbon reductions in transport, taking into account the different transport requirements of different areas.

9.5 It will be critical to demonstrate that in preparing the LTP WMCA is considering the issue of climate change and decarbonisation and taking reasonable measures to address this. Full and early public consultation on the plan and ongoing engagement will enhance the Plan and will also make legal challenge at a later date less likely.

10. Equalities Implications

- 10.1 Transport is an essential part of our lives and plays a critical role in creating a fairer society. The aims of the LTP motives for change have been informed by the needs of people in the West Midlands and the role of the transport system in helping to meet those needs. An Equality Impact Assessment (EqIA), as required by section 149 of the Equality Act 2010 as amended, is being undertaken as part of the ISA to challenge and support the development of the LTP.
- 10.2 The statutory engagement required on the draft LTP Core Strategy will require an inclusive approach and TfWM will seek to reach a broad range of people and groups.

11. Inclusive Growth Implications

- 11.1 Equity is at the heart of our motives for change and has been informed by the WMCA Inclusive Growth Framework. The LTP is of most positive relevance to the Connected Communities fundamental of this framework, but pertains to several others:
- Climate resilience: achieving the objectives laid out in WM2041 is also at the heart of the motives for change, and is embedded across the six 'big moves' that frame the next 20 years of activity.
 - Affordable and safe places: the LTP connects safety and perceived safety to uptake of active travel and mass transit options.
 - Health and wellbeing: this is at the heart of the vision for the LTP, which connects the way places are shaped to positive health outcomes – notably, how easy and safe they are to walk, ride and cycle through. Achieving this will realise other health benefits, including those associated with clean air.
 - Equality: the inequalities experienced by people in the West Midlands have been reflected in the motives for change.
 - Inclusive economy: affordable mobility is key to an inclusive economy, and this too is at the heart of the LTP vision.
- 11.2 Through the development of policy and strategy against the objectives set in the LTP the harmful impacts of transport and places can be reduced, people who have no or limited access to a car today will be better able to participate in society and our economy, and a better legacy will be secured for future generations. It will be important to ensure that these objectives hold firm, as there are many competing drivers for mobility investment that often supersede inclusive growth considerations.
- 11.3 There are better ways of being more mobile and having better access without the harmful effects we experience today. It is possible to shift to a system that can work for everyone and everywhere.

12. Geographical Area of Report's Implications

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

13. Other Implications

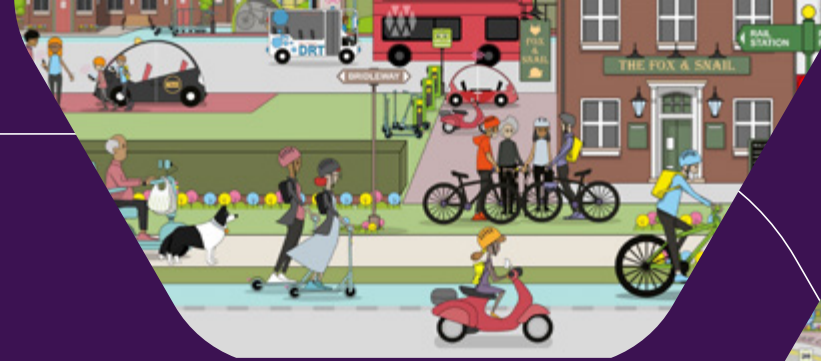
N/A

14. Schedule of Background Papers

WM2041 Five Year Plan, WMCA, 2021
Reimagining Transport in the West Midlands: A Conversation About Change. LTP Green Paper, TfWM, 2021
The Transport Decarbonisation Plan, DfT, 2021
Gear Change, DfT, 2020
National Bus Strategy, DfT, 2021
City Regional Sustainable Transport Settlement, WMCA Board Report, 17th September 2021

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Reimagining transport in the West Midlands: Local Transport Plan Core Strategy - Summary



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Introduction

'Reimagining Transport in the West Midlands' is the fifth Local Transport Plan for the West Midlands' seven metropolitan districts/boroughs.

This is the summary of the draft Core Strategy of the Local Transport Plan - the overarching document that sets out our aims, vision, approach, and a framework for action.

After the publication of our Green Paper for 'Reimagining Transport in the West Midlands' we asked for the views of stakeholders through a *conversation about change*. The engagement used a variety of channels including surveys, market research and online and in-person workshops.

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Those we spoke to when we engaged on the Green Paper agreed that we need an emission free transport system that's fairer, safer and healthier. It also needs to be a transport network that gets people to places without clogging up our streets or causing climate change and making pollution worse.

The issues raised around our 5 Motives for Change resonated with those who responded. Climate change and addressing inequality were the areas of most concern.

There was a clear sense from responses that the current approach to transport was not delivering sufficient improvements, or that things were getting worse.

The new draft plan shows how the transport system will be developed and managed in the region and we've already started talking to people and businesses about it and about how it can meet our future needs.

There are difficult decisions to be made; people know we can't build our way out of all our problems or rely on new technology, like electric cars, to solve them.

Whilst the car is still going to be important in future, the majority agreed that **car use needed to reduce.**

The shift to electric vehicles was supported but there was concern that **electric vehicles wouldn't solve the wider issues**

92% of respondents were concerned by **climate change**

2/3 of people felt that levels of **traffic on local roads** were now a problem.

People felt that we can't build our way out of all of our problems – we need to focus on **using existing infrastructure better**

Feedback from engagement on our Green Paper

83% agreed that a key policy aim should be to tackle **inequalities in transport access**

The majority thought increasing **active travel** is important, but that **dangerous and busy roads** were holding people back.

68% of polled respondents to our green paper consultation said **'sticks' are needed** to achieve significant change in travel behaviour.



Our aims

Whatever happens it's clear that there needs to be a change in our travel habits and behaviours.

To address the big social, economic and environmental issues we face, the objectives in the new plan are framed around 5 'Motives for Change' where we think that changing transport could help us better support inclusive growth by providing a transport system that's fair to everyone and the environment.



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There are three key changes needed in our transport system to make this happen - we need to improve accessibility, reduce traffic and electrify transport. That means using our cars less and accessing what we need in a different way.



Meeting commitments to decarbonise

Tackling the climate emergency is just one of our Motives for Change. It is unique because it requires a definitive pace and scale of change.

There are national legal targets to reach “net-zero” carbon emissions by 2050, and local ambitions within our WM2041 agenda to reach net-zero by 2041. But whilst those end dates are important, national targets and local ambitions also require us to hit carbon reduction milestones along the way.

Shifting to zero emission vehicles (ZEVs) like electric and hydrogen powered vehicles is important but not enough to meet these decarbonisation goals. We also need to reduce the amount we are using our vehicles.

By 2031, we would need to deliver the following scale of change to meet national obligations or to go above and beyond to deliver local ambitions.

National targets (net-zero by 2050)

Local ambition (net-zero by 2041)

10% reduction in car mileage

35% reduction in car mileage

Accelerate ZEV uptake by **1 year**

Accelerate ZEV uptake by **5 years**

The vision

Although private vehicles will still be important in the future, we want the West Midlands to be a place where people can thrive without having to drive or own a car.

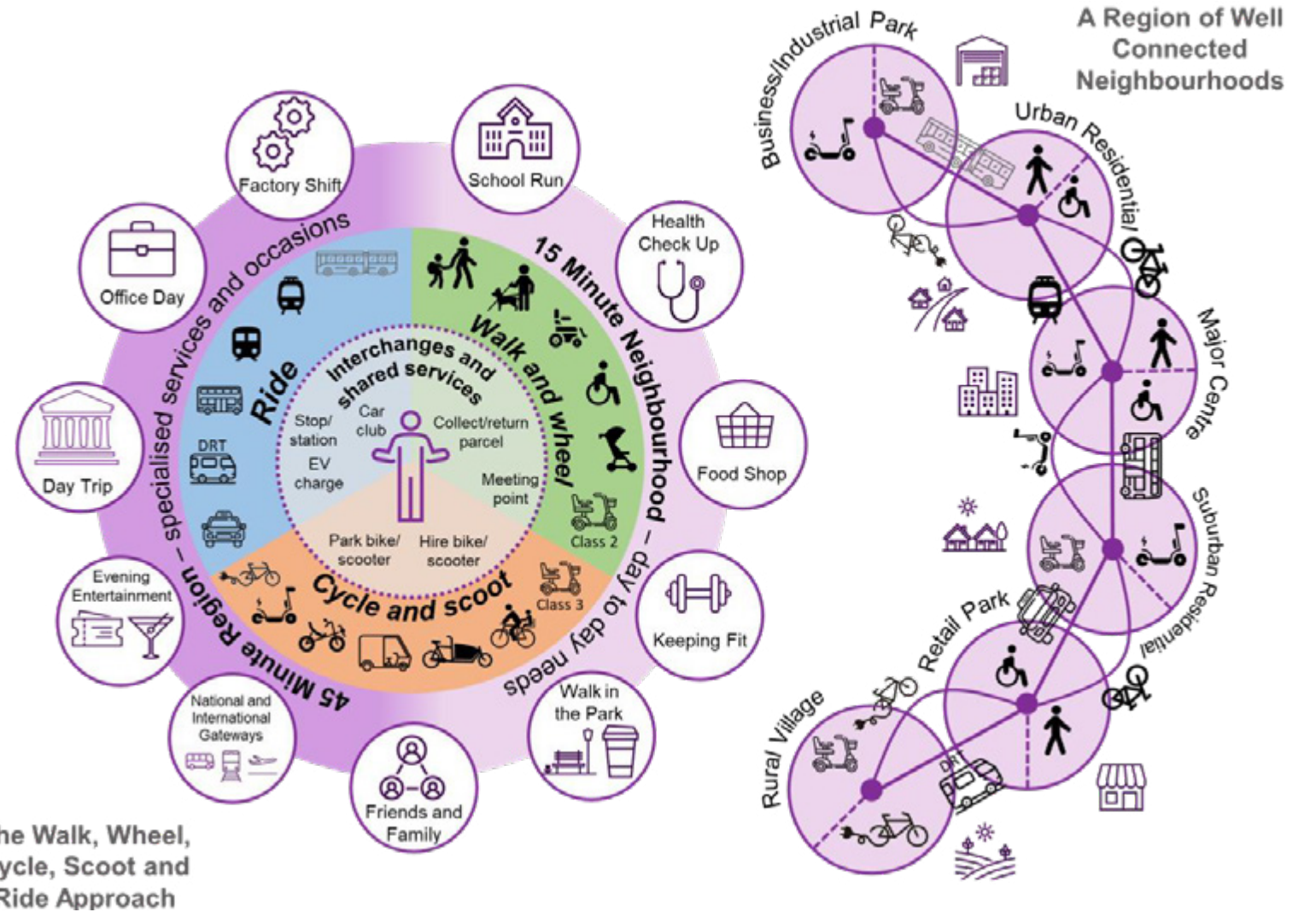
We have developed a vision for a well-connected 45 minute region and 15 minute neighbourhoods, where people can travel to access what they need through a mix of walk and wheel, cycle and scoot and ride modes.

It means that a good range of services in our neighbourhoods can be accessed by “walking or wheeling” in a round trip of no more than 15 minutes, and a good range of places across our region to undertake work, leisure and socialising can be accessed by “ride” modes within a 45 minute trip.

This system will be supported by shared mobility services. These are services like car and van clubs so you don't have to own an expensive vehicle, or bike and scooter hire schemes to use in places where perhaps you couldn't bring your own bike or scooter – for example when you've caught the bus or train into your town/city centre and need a quicker way to get around once there.

All of this will be connected by interchanges providing convenient and helpful amenities where you can conveniently access a range of transport services. So as well as catching a bus, you might be able to access car and van clubs, hire an e-scooter, charge your electric vehicle or perhaps make use of a parcel drop off and pick up point.

This vision is not meant to be prescriptive. We recognise that everyone travels for different reasons, to different places and using different modes, and places themselves are different. So what works in one neighbourhood might not work in another. But it does give us something to aim for where everyone will have good options and choices to access what they need.



The Walk, Wheel, Cycle, Scoot and Ride Approach

Walk and wheel

Walking and wheeling includes pedestrians, but it also includes people who use mobility aids such as powered/unpowered wheelchairs.

The use of prams and trolleys by those travelling also needs to be considered as well as other aids such as guide dogs, sticks and canes.

Cycle and scoot

Cycling and scooting includes a range of pedal powered, electrically powered, and pedal assisted personal vehicles.

It includes vehicles that can currently legally be used on public highways and cycleways (such as pedal bikes), as well as new devices that Government is trialling and proposing to legislate for (such as e-scooters).

Ride modes

<p>Fixed public transport</p> <p>Fixed public transport includes public transport services that run to a fixed timetable, routes and stops.</p> <p>They include services like buses, trains and trams.</p>		<p>On-demand services</p> <p>On-demand services include a range of services available to the public which can be requested on on-demand and are not constrained by timetables, specific routes and stops.</p> <p>They include services like taxis, community transport, and Ring and Ride, and liftsharing.</p>	
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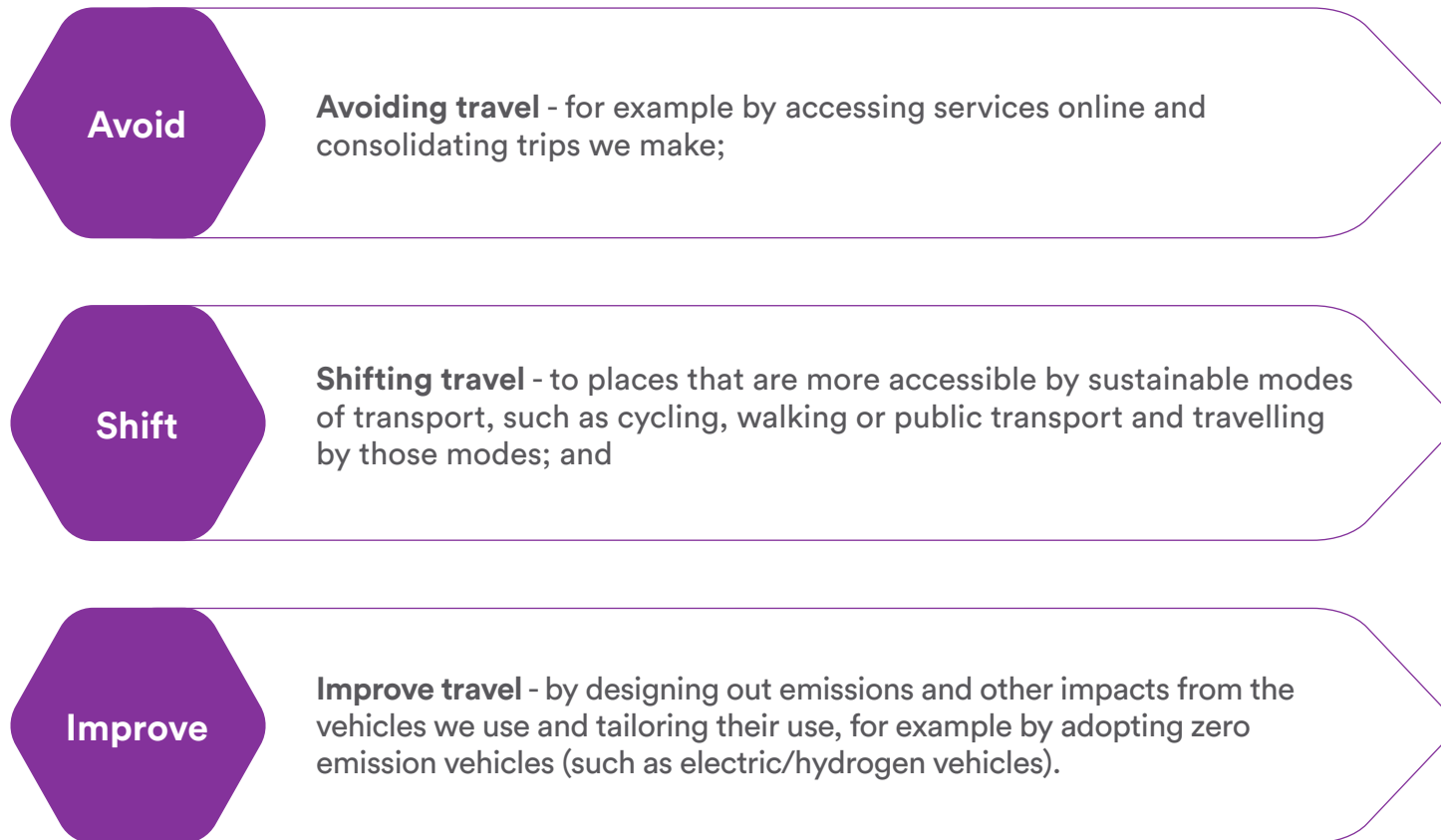
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Our actions

To help deliver the changes needed we will focus on action across 6 'Big Moves'.

These Big Moves are a framework for the actions we will take to improve accessibility and encourage **avoid, shift and improve** behavioural changes.

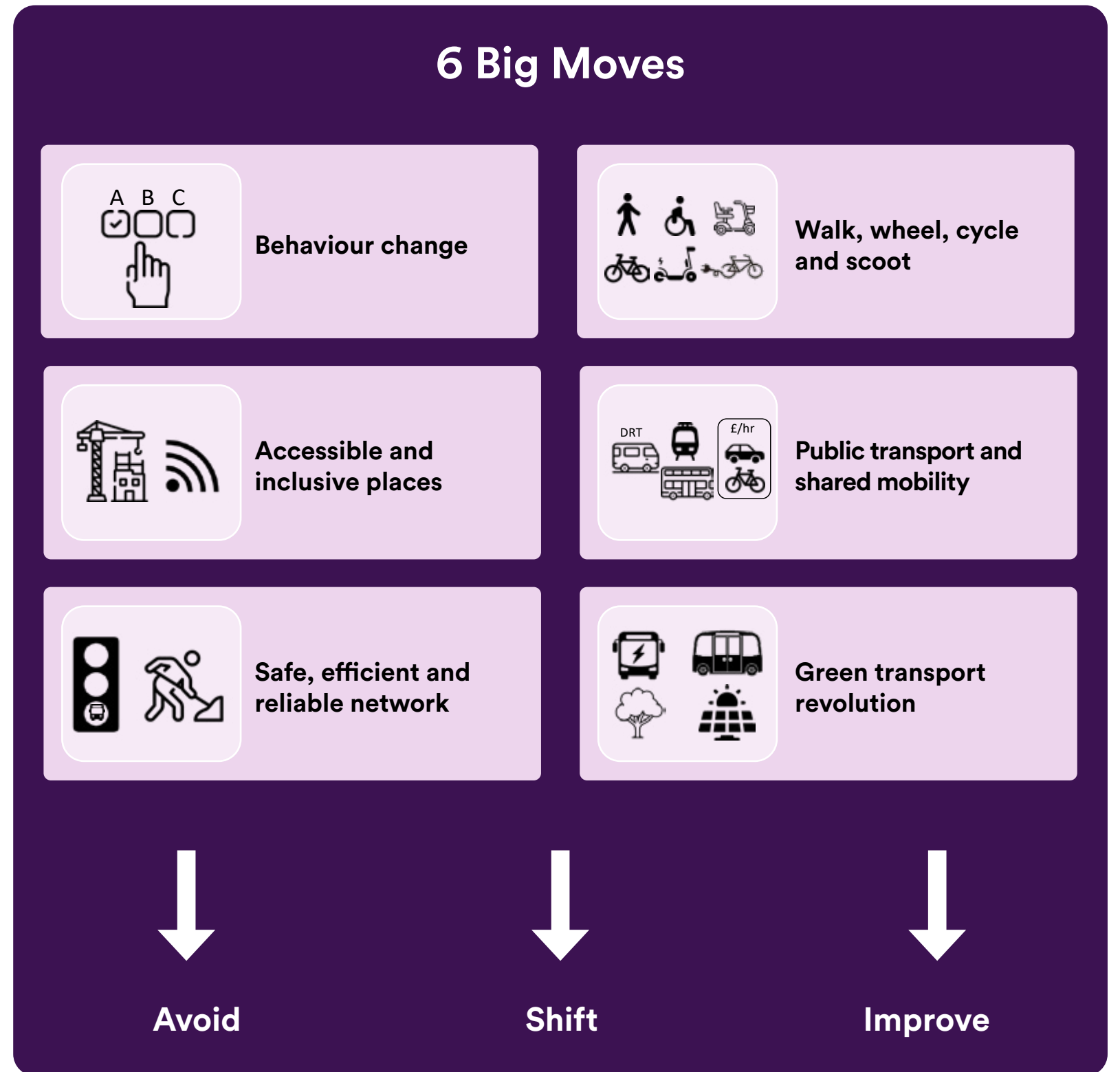
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For our new Local Transport Plan to be effective in reducing car use and improving access by other modes of travel it must include actions to:

- **Invest in better provision** for alternatives to our cars; and
- **Manage demand** by discouraging the behaviours we want to do less of, such as using our cars.

An overview of each of the Big Moves is presented on the following pages. The LTP will include six detailed strategies for the 6 Big Moves setting out challenges, opportunities and principles to consider across the region. Four Area Strategies will then set out how actions across the Big Moves are applied in specific places as appropriate to local views and context.



Behaviour change

- How the public sector can take a leadership role to change behaviours in the region, both in terms of how we make decisions and how our residents and businesses make travel choices.
- How we will focus our work towards policies and decisions which understand the users of our networks, their needs, the barriers they face and how they make choices.
- How we can manage the demand for transport in our region to help us meet the objectives of the LTP Core Strategy.
- How we will engage with the public to help them to understand the problems and issues we're facing, how they can change behaviours to help and importantly how they will be part of the decision making process.

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“The amount of people I know who get in the car to go to shops less than five minutes walk away is ridiculous. People don't think about it it's just a **state of mind**. Leave house...get in car! We have made the **car and roads god**. Walking and cycling are less of an option because it's harder to get places using legs and two wheels.”
45 - 64, Sandwell, 1 car in HH, No licence

“I think that changes to our streets and the way we travel is very important for a healthier future. Having more **green spaces, better footpaths, cycle lanes, bus lanes, affordable transport** etc. are all positive things which encourage people to partake in such activities.”
25 - 44, Coventry, No cars in HH, Driver

Accessible and inclusive places

- How we will define and measure accessibility for future decision making. We need to move away from previous definitions which simply looked at journey times to access jobs and services and instead recognise that people's accessibility is more complex than that. We need a more evolved approach that better accounts for the quantity, diversity and quality of options available, who they're available for, what they need, and how the options change over time. This new way of thinking about accessibility for our residents and businesses will be crucial to our future decision making.
- How we need to think differently about our plans for changes in land use across the region, for both new developments and how our urban and rural areas evolve over time.
- How we need to incorporate digital connectivity into all of our thinking. As technology evolves it has a greater and greater potential to reduce our need to travel and is a vital tool to help us meet traffic reduction targets.

“By staying local we could get around by active travel and wouldn't miss our cars. Active travel has environmental and health benefits and we can go at our own pace. Also **staying local helps the local economy and the increased use of local amenities will generate increased revenue which can be used to improve local services.**”
Female, 60+, Dudley.

“It makes things more accessible without a car. Currently it feels like the world is built for those who drive and the assumption is always that you will / do drive. I'd like everyone being on a level playing field, the bettering of public transport links and the cleaner air from less pollution.”
Female, 25 34, Sandwell

Walk, wheel, cycle and scoot

- How important leadership will be in making bold decisions to create the best possible walk, wheel, cycle and scoot facilities for our residents and visitors.
- How we will plan and deliver infrastructure and networks which are compliant with the government's highest design standards (LTN1/20).
- How we can support more people to get access to vehicles (e.g. powered scooters/ hire bikes etc) to give them real choice for their journeys and how we can integrate these with the wider public transport network.
- How we can raise the awareness, skills and knowledge of the options and opportunities available to people to help them travel confidently and safely.

How would less cars on the road make it easier/ better to travel by alternatives?

26% say that cycling would be more safer/ accessible

“I think it would encourage people to cycle more especially. I am aware of several people who would like to become cyclists but are currently too fearful to give it ago and the volume of traffic around makes them feel unsafe to try.”
Female, 60+, Dudley

However, **concerns around safety and cost** are holding back around one third, particularly from using a cycle or scooter.

26% say that cycling would be more safer/ accessible

“Please consider those with accessibility needs, create an inclusive environment for all.”
Female, 16 24, Birmingham

Public transport and shared mobility

- How we will plan for and create a truly integrated transport system , not just between different public transport modes but also across all methods of travel. This is about providing real choice to people as to how they can make any journey.
- Models of shared ownership or shared access to vehicles have a strong role to play to reducing traffic (by enabling people to live in our region without feeling that they must own a car) and reducing the impacts of parking, releasing our streets back to people not vehicles.
- How, as part of the integrated system, we will plan for and deliver well designed interchanges which provide connections between services and are gateways to/from places.
- How we will manage the overall system and make it as simple and easy as possible to use. This includes common branding, ticketing, information and promotion, with accessible design deployed throughout all elements of the system.

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“An extremely efficient public transport system, with buses or trams that cover all areas of the West Midlands, with people having to walk no more than 2 minutes to reach a bus stop regardless of where they live, and buses or trams arriving every 5 minutes. As part of this system would be a regular service for collecting and dropping off elderly and infirm like a ring and ride, but with more vehicles on the road.”

25 - 44, Dudley, 1 car in HH, No licence

“Shared transportation is better for the environment. But, it has to be attractive enough to tempt motorists out of their cars and use public transport. Public transport and any shared transport reduces the number of cars on the roads, which in turn reduces congestion and pollution. Reduced vehicles on roads also results in fewer accidents”

45 - 64, Birmingham, No cars in HH, Driver

Safe, efficient and reliable network

- How we will effectively manage the performance of the highway network to make sure it is reliable and safe and provides good access to opportunities for all road users.
- How we will maintain the existing highway network to a high standard for everyone who uses it.
- How we will make investment decisions to improve the network for current and future generations

“A healthier life expectancy is more beneficial however sometimes it’s hard to remember that when you’re running late or you’re tired and it is just easier to hop in the car. **I think if we knew that the public transport were more reliable and less crowded I believe more people would be inclined to use it more.**”

25 44, Birmingham, 2 cars in HH, Driver

“**Good connectivity, ample car parking** at bus/coach stations, airports and railway stations. **Regular and reliable bus transport . Trains that run on time** and aren’t cancelled all the time. Cost of transport should be **affordable as well**, maybe cross subsidised by heavy fines for those that don’t pay when they use public transport.”

25 - 44, Birmingham, 2 cars in HH, Driver

“The local community **should use public transport more and use the car less**, so we have less air pollution. **The planet as a whole should contribute to the green environment.**”

16 - 24, Birmingham, One car in HH, Driver

“I would like to see everyone have a long term benefit to an active lifestyle which means I will have a longer life expectancy, and I would also like people to be surrounded by **environmentally friendly modes of transport** which don’t deteriorate their health.”

16 - 24, Dudley, 2 cars in HH, No licence

Green transport revolution

- Supporting the transition to a zero emission vehicle fleet in the West Midlands to radically reduce transport emissions. This requires the right recharging and refuelling network to support an accelerated shift away from internal combustion engines; and requires investment to support rapid transition of the public transport and shared transport fleet to zero emission vehicles.
- How we will ensure that all decisions we make will consider the impacts on and seek to improve the quality of built and natural environments.
- How we will embed innovation into our way of working through partnerships, both within the public sector and with the private sector. We are seeking to maximise the opportunities of the assets we hold, the expertise in our teams and the data we collect.

“Our **local high street is one of the most polluted in the midlands**, both our kids have been in and out of hospital with breathing conditions exacerbated by pollution. **Reduce the amount of standing traffic. Pedestrianise the high street!**”

45 - 64, Sandwell, One car in HH, Non licence holder

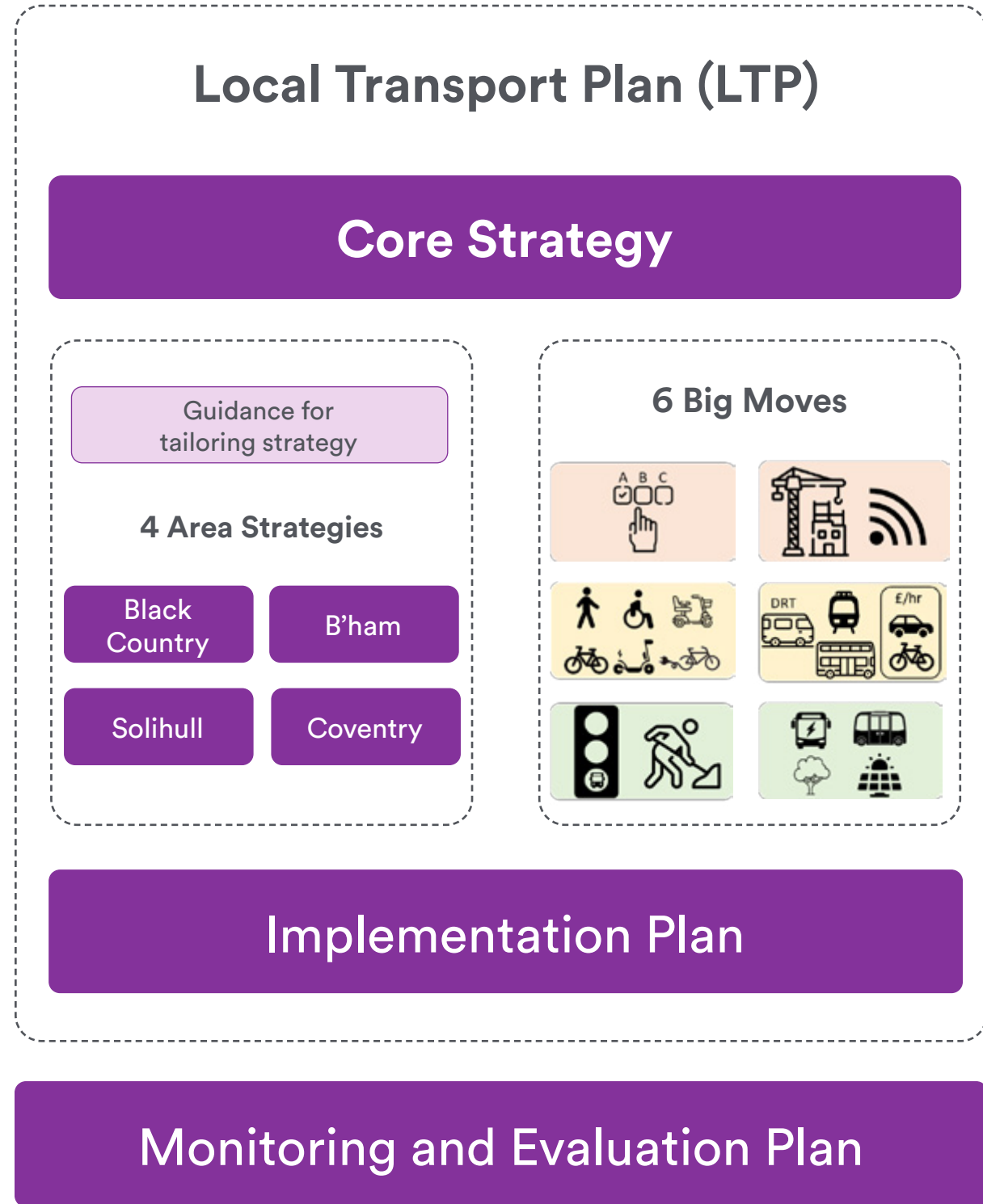
“It is very important to reduce or carbon emissions. Not only is it healthier for ourselves, but is good for the environment. Polluting our planet is not something that we should continue to do as the knock on effect will be effect for years to come”

25 - 44, Birmingham, 2 cars in Household ,Driver

“Car ownership has risen overtime and will continue to do so, but the **cars we use will gradually change to more environmentally friendly models such as electric cars**, but this will take time similar to the switch from leaded to unleaded petrol.”

65+, Dudley, 1 car in HH, Driver

Implementing our new Local Transport Plan



Other Strategies and programmes as required by Government (examples below)

- Bus Service Improvement Plan
- Local Cycling and Walking Investment Plan
- Zero Emission Vehicle Charging Infrastructure Strategy
- City Regions Sustainable Transport Settlement

The LTP will inform the approach and priorities under other strategies and programmes. And the resultant implementation proposals from these strategies and programmes will form part of the LTP implementation plan.

This LTP proposes a wide programme of improvements to provide better alternatives to the private car.

We have recently approved a £1.05bn funding programme to improve the transport system. This City Region Sustainable Transport Settlement will allow us to continue to invest in better public transport, opportunities for walking, wheeling and cycling and help to make our roads safer and places greener and cleaner.

It does this by investing in measures that support better access to what people need via these alternatives. But alongside this investment there will also be a need to manage demand by discouraging the behaviours we want people to do less with the possible use of physical measures like bus lanes, which remove the amount of road space available to cars and other vehicles.

As we develop and implement our plan we will foster and encourage collaboration to solve the problems in places that face similar challenges. We will use new ways of engaging and communicating to help people understand the changes required and how they can benefit them.

We will develop these strategies in partnership with local authorities, ensuring that the identification of the measures needed will be problem led rather than solution led to help us create a more prosperous and better connected West Midlands which is fairer, greener and healthier.

Policy Summary

Aims

Policy - Aims - LTP Objectives

Our objectives for this LTP (see below) are framed around 5 Motives for Change. These are five areas where changing transport could help us better support Inclusive Growth by improving the impacts of transport on people, and the places and environment on which they depend.

Policy - Aims - Reimagining Transport

Reimagining transport in the West Midlands to better support inclusive growth means we need to reduce the harmful impacts of transport on people, places and the environment, while ensuring we improve access equitably.

In determining how our LTP measures affect accessibility, we will seek to understand this by considering how accessibility is affected by the transport system, the way land is used and telecommunications.

The way we assess accessibility will not just account for the availability and qualities of infrastructure, it will also account for the capabilities and concerns of different people.

Aside from travelling less and increasing the segregation between people and traffic, there are two universal ways to reduce the impacts of vehicles and traffic:

- Use vehicles with higher occupancy ; and/or
- Use more energy efficient vehicles (by reducing power, weight, and/or speed).

This provides us with a basic framework for our LTP of mobility options that can help us enhance our physical mobility to provide better access to opportunities whilst reducing the negative impacts of travel.

Policy - Aims - Primary Transport Outcomes

There are three primary changes to the transport system that will help us understand whether we have struck the right balance between providing access and managing the impacts of transport that is needed to address our Motives for Change.

These are:

- Improving accessibility we will improve the range of opportunities that people can access without a car.
- Reducing traffic we will reduce the total number of vehicle kilometres travelled per year by motor vehicles (cars and all heavier vehicles); and
- Electrifying transport we will reduce the number of vehicles powered by internal combustion engines (e.g. petrol and diesel fuelled vehicles).

Policy - Aims - Behaviour Change

The behaviour changes that are needed to make progress against our Motives for Change are described by the “avoid, shift, improve” framework. Our actions will be designed to result in behaviour change across this framework.

Policy - Aims - Scale and Pace of Change

We have translated the need for urgency into the scale of change of behaviours that will need to be delivered in the next 10 years both to meet Government’s commitments and our local WM2041 commitments (see below). We will assess our progress against this scale of change as we deliver the LTP.

Policy - Aims - Citizen Focussed Mobility

Achieving a good customer experience will be integral to the success of the proposed measures we wish to introduce as part of this LTP. This will help to influence consumer choice and make sustainable transport choices an obvious and viable option for travel, and it will also help us improve accessibility for all.

In order to best understand our citizens needs, we will also need to put them at the heart of our conversations on how to change transport through engagement and co development.

Vision

“Using the big ideas of the people and businesses of the West Midlands, we will show the world how we reimagined and decarbonised our transport system.”

“Our choices will create safe, reliable and affordable connections for everyone that are healthy, sustainable and efficient. This will create great places where generations will thrive.”

Policy - Vision - The vision for travel

Whilst we expect private motor vehicles to play an important role in our future transport system, we still envision a system where everyone can thrive without a driving licence and the need to own an expensive vehicle a system that better caters for the 1 in 4 households in the West Midlands who do not have access to a car.

We have conceptualised what this could look like with our vision for 15 minute neighbourhoods within a 45 minute region. The vision is based on a combination of walking and wheeling, cycling and scooting , and riding travel options that require neither an expensive private vehicle or a full driving licence.

It means that a good range of services in our neighbourhoods can be accessed in a round trip of no more than 15 minutes, and a good range of places across our region to undertake work, leisure and socialising can be accessed within a 45 minute trip.

These modes will be supported by shared services, granting to access to vehicles without having to own one, and interchanges that bring transport services together to create places with greater amenity.

Policy Summary

Approach

Policy - Approach - Making an Impact

To achieve our aims and the vision to change behaviours without compromising what people can access simultaneous measures would be required to:

- Enable people to travel by better alternatives by investing in measures that support better access to what people need via these alternatives; and
- Manage demand by discouraging the behaviours we want to do less of using physical measures (such as allocating less space to particular vehicles), and regulatory measures (such as increasing the price of travel by particular means, restricting access to particular roads or limiting speeds).

We will take this into account when assessing the case for and impact of proposals.

Policy - Approach - Just Transition

We won't allow fear of change and the challenges of transitioning to paralyse us, but we will ensure a just transition by:

- Distributing the burden of change so those who face lesser barriers and who's behaviours have the greatest inequitable impacts make bigger changes;
- Targeting support towards those facing the greatest barriers with least capacity to overcome them themselves to help them adapt as we transition;
- Setting a pace of change that gives us the momentum we need but at a pace that enables people to adapt; and
- Adopting an innovative spirit to find new ways of accessing what we need that might better help particular groups and places overcome their barriers.

Policy - Approach - Empowering communities

We will promote measures to manage demand through the deployment of this LTP alongside and as part of wider measures. Commitment to deliver such measures has to be conditional on public support.

This requires us to engage with the public to help them make informed choices over how the transport system is governed.

Policy - Approach - A Dynamic Plan

- Our LTP will be dynamic allowing us to make different choices over time and in different places according to:
- Local public appetite to manage demand
- National transport policies and guidance
- Monitoring and evaluation of local transport policy delivery and impacts; and
- Monitoring of external drivers of travel behaviours.

Policy - Approach - Planning for Uncertainty

We will adopt an approach to developing and implementing the LTP that accounts for key uncertainties through approaches such as scenario planning.

In particular, we will use our "pragmatic" and "bold" scenarios to identify and prioritise resilient implementation proposals, and to work with partners across the region and beyond to raise the appetite for action needed to deliver our LTP aims at a more transformational level.

Scenario planning will help us dynamically manage LTP delivery.

Policy - Approach - Early opportunities

Rapid change is possible, and because of these factors it would likely need early actions that enable and encourage people to:

- Change the way that we use existing infrastructure, by making widespread small scale changes to physical infrastructure supported by local highway regulations.
- Change how we use the buildings in our existing built environment so that people have better local provision of opportunities.
- Make best use of digital connectivity to access what we need without the negative impacts of transport.
- Use personal vehicles which have fewer impacts than cars (e.g. micromobility).
- Use road based public transport such as buses and demand responsive transport.

These would be in addition to other actions that are focussed on longer term change.

Policy - Approach - Area strategies

Working in partnership with our local authorities we will produce Area Strategies for the Black Country, Birmingham, Solihull and Coventry to apply the policy principles and interventions of the Core Strategy with a more detailed understanding of places.

We will enable different plans to be drawn up for different places but we will foster and encourage collaboration to solve the problems in places that face similar challenges.

We will develop these strategies with local authorities, ensuring that the identification of the measures needed will be outcome focussed and problem led rather than solution led. We will produce guidance accompanying this LTP to enable this.

Implementation

Policy - Approach - Sustainable planning and delivery

We will work closely with statutory and wider stakeholders to understand issues relating to key assets for sustainability and develop strategies to enhance and protect these through options to be considered and decisions to be made at all stages of LTP development and implementation (including scheme development and asset operation).

Policy - Approach - Prioritising resource

Where there is flexibility over how resources can be used, resourcing of transport locally will be prioritised based on the following principles:

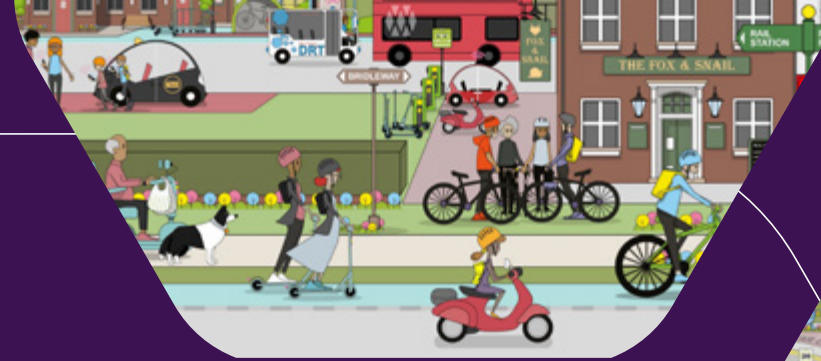
- We will prioritise critical functions to ensure services for our most vulnerable service users are protected and to ensure our core assets continue to function;
- We will maintain a balanced programme of measures delivering actions across the 6 Big Moves to ensure impacts are felt across our Motives for Change;
- We will seek to ensure as many benefit from our actions as possible by ensuring delivery is felt across our region;
- We will seek to make investments that provide good value for money;
- We will have a balanced programme of short and long term activity; of measures that can be delivered quickly for immediate impacts, and investments that will take longer to develop and deliver; and
- We will minimise redundant work, seeking to "dig once" where possible and otherwise ensuring schemes include future planning to minimise disruption and costs when further schemes are progressed (for example where bus priority schemes may be upgraded to Sprint and/or West Midlands Metro in future).
- We will coordinate schemes either to avoid excessive disruption to our networks or to capitalise on opportunities to reduce costs where multiple schemes can be delivered simultaneously nearby (without excessive disruption)

We will continue to lobby for greater devolution of funding that gives us greater flexibility and long term certainty to enable us to invest in our own priorities for meeting the needs of the West Midlands.



Transport for
West Midlands

Reimagining transport in the West Midlands: Local Transport Plan Big Moves Summary



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Introduction

Vision statement

“Using the big ideas of the people and businesses of the West Midlands, we will show the world how we reimagined and decarbonised our transport system”

“Our choices will create safe, reliable and affordable connections for everyone that are healthy, sustainable and efficient. This will create great places where generations will thrive”.

Purpose of the document

To summarise the ambitions and policies needed to deliver each of the six Big Moves identified by our Local Transport Plan (LTP) Core Strategy, providing a consistent framework for decision making across the region focused on enabling lower levels of car dependency with the aim to deliver Inclusive Growth.

Our approach to delivering the LTP

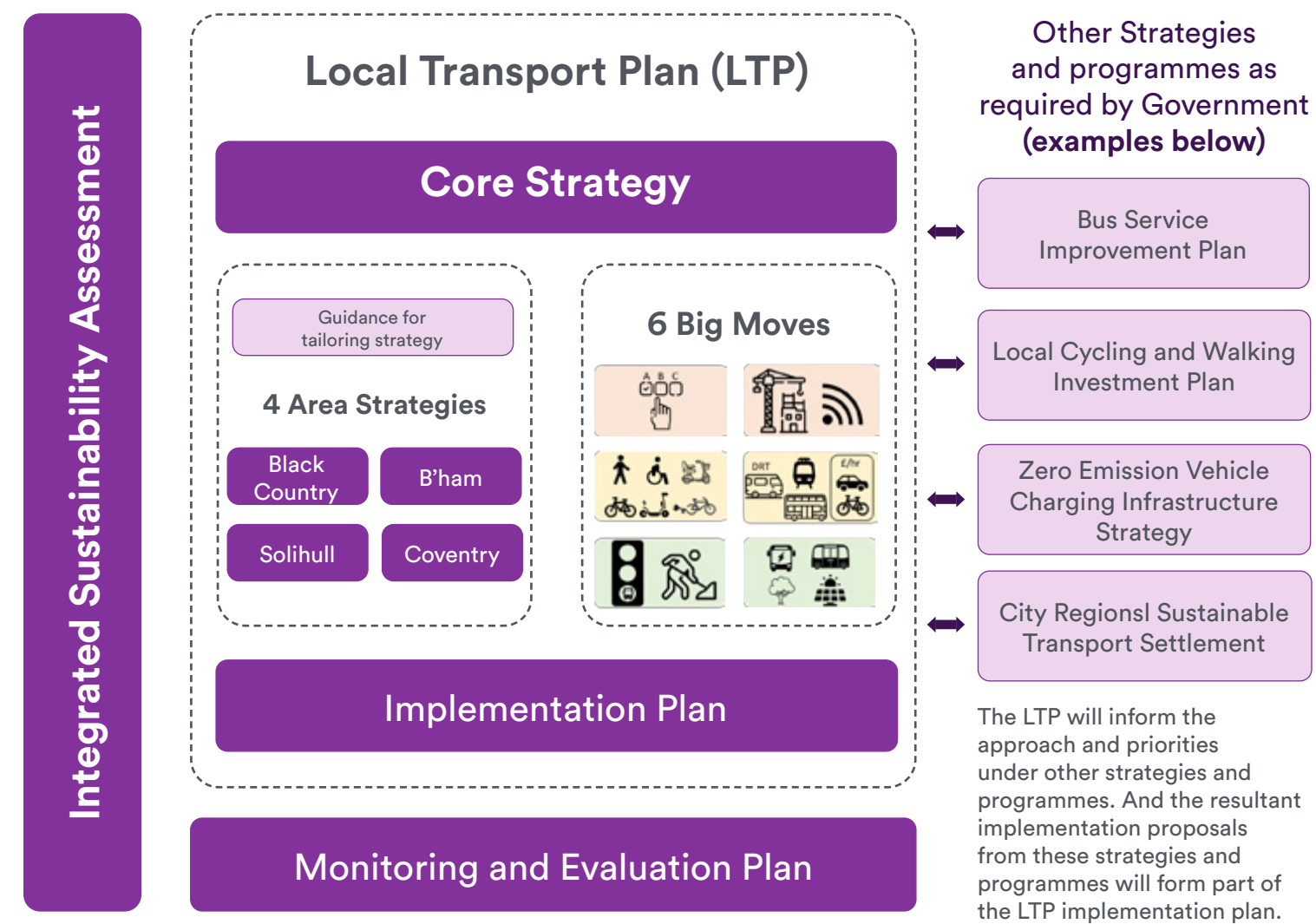
To achieve all of our Big Moves will require a new way of working in the West Midlands, firstly between West Midlands Combined Authority (WMCA) and our partners, and then between all local government and the public/businesses. This will influence wider West Midlands policy, strategy and planning. For our part, Transport for West Midlands (TfWM) commits to:

- Taking a vision-led approach to developing and delivering the LTP.
- Continually improving our knowledge of transport issues and the needs of people and businesses.
- Working with partners and communities to make choices based on consensus that ensure the transport system supports Inclusive Growth.
- Being innovative in the way we tackle transport challenges.
- Being held accountable by a Strategic Transport Board of elected members of the seven constituent authorities for delivering the policies and impacts we need to, as set out in our LTP and supporting monitoring and evaluation plan.

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Suite of Documents

- The Core Strategy sets out the overarching aims, vision, approach and framework for transport action in the region up to the end of 2041.
- The six Big Moves are strategies that highlight the more detailed policies and implementation proposals, which outline how the objectives of the Core Strategy will be achieved.
- The 4 Area Strategies will take the principles and policies of our Big Moves and focus them on our neighbourhoods, centres and corridors; setting out strategy at the local level.
- The Implementation Plan will set out our prioritised implementation proposals and pipeline for policy development, including our overarching funding strategy.



Introducing Our Big Moves

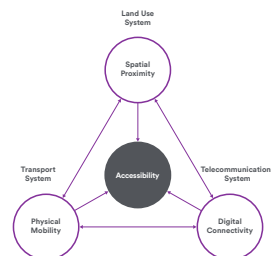
Why we want to change the West Midlands

The West Midlands is a great place to live, work, do business and visit. We're very proud of our region. Our plan for change is to build on what we've got and improve where things need to. Our LTP Core Strategy sets out what, how and importantly why we want to change our region to offset problems and issues we see now and how those may worsen in the future. In all, our LTP sets out five clear Motives for Change to deliver Inclusive Growth across the West Midlands. Our evidence then tells us that to achieve this change three main actions need to be realised: improve accessibility, reduce traffic and electrify transport.

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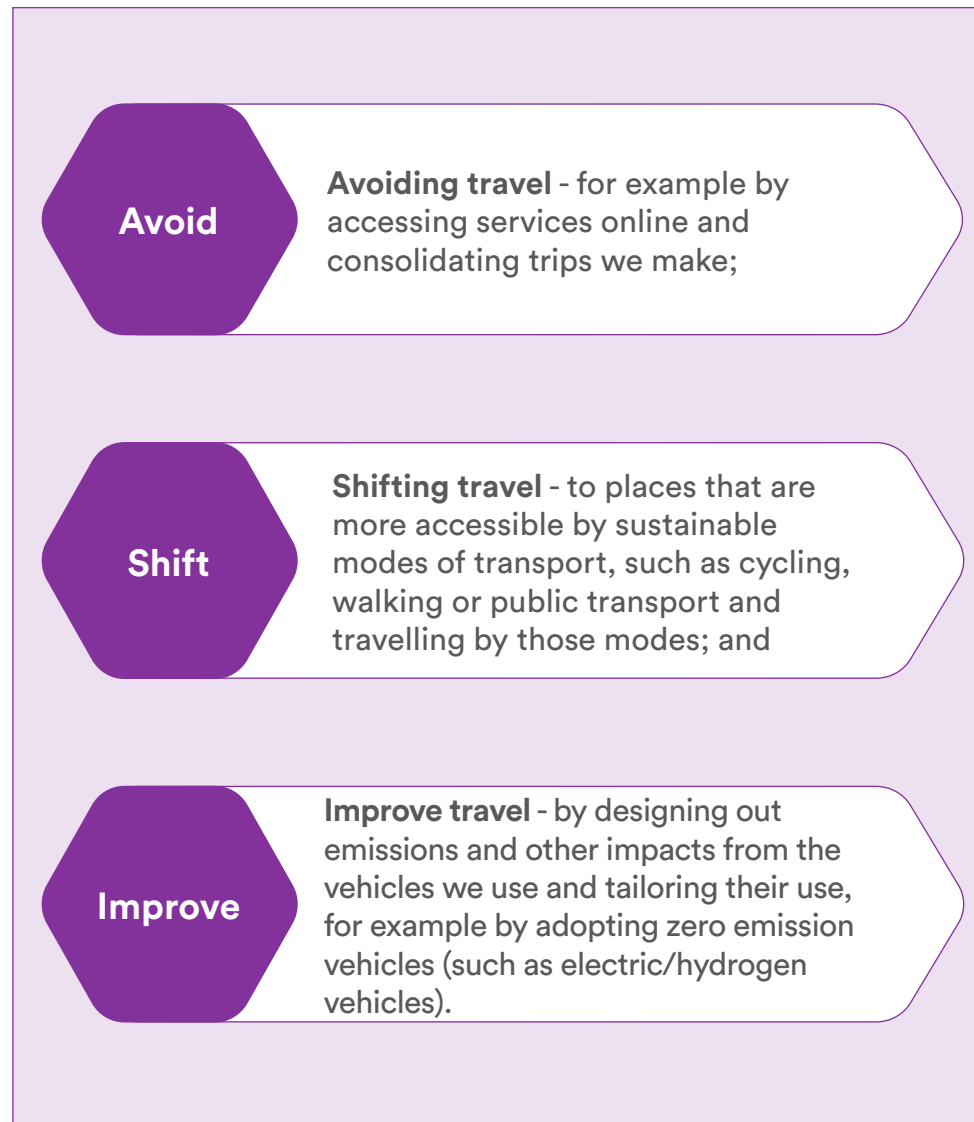


To achieve this we need to...



Our model for behaviour change

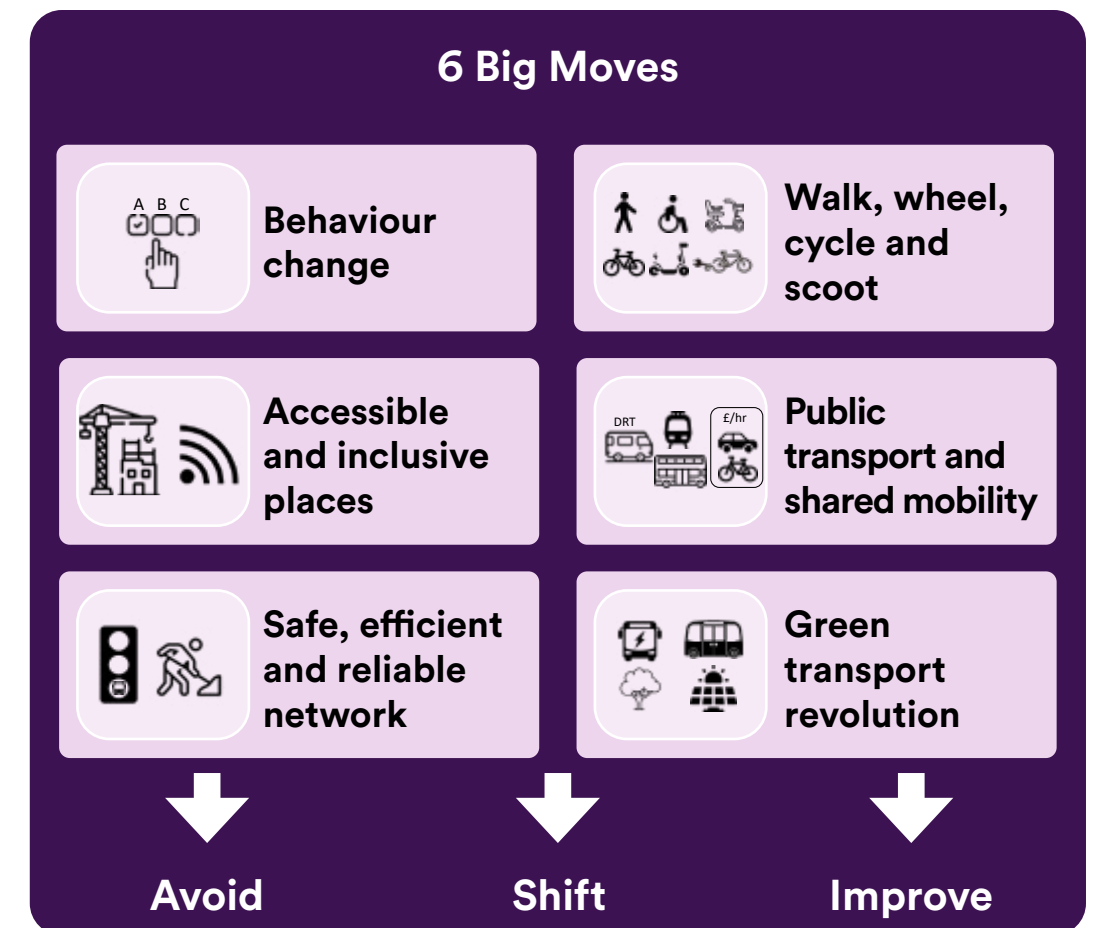
In the LTP Core Strategy we set out the building blocks for how we believe our vision and objectives for the region can be achieved. Behaviour change is key to unlocking enhanced delivery of our aims. The behaviour changes that help are summarised using the 'avoid, shift and improve' model shown below.



Our Big Moves

Using the avoid, shift and improve model our six Big Moves lay out the principles, policies and in some cases the specific interventions which we believe will help us achieve our goals under thematic areas of action.

We believe these truly are 'big moves' because of what they are setting out to achieve. If we get there then we will have moved the West Midlands forwards in a significant way. There are many hurdles and we cannot take for granted that what we want to happen will simply materialise because our LTP talks about it. Above all, we want to be honest with residents and businesses of our region, if we can agree on the kind of place we want, then we must all work together to change things. We know that 'business as usual' will not get us there.

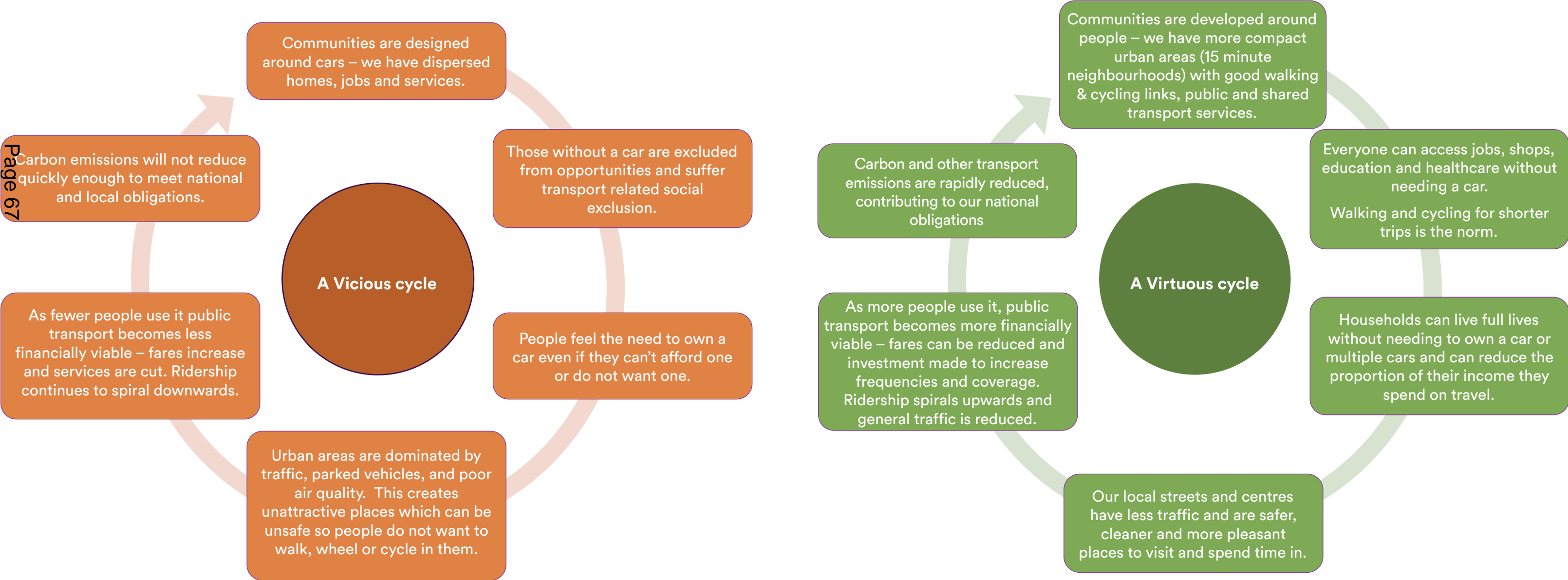


Our Big Moves help us break our vicious cycle of car dependence

Planning for Inclusive Growth

Our ability to deliver bold outcomes will depend on our ability to make bold decisions. Our six big moves are designed to support those bold decisions, setting out what’s needed to help reduce the need to travel, shift more travel onto sustainable modes of transport, and to improve the resilience and environmental performance of our transport system.

There are clear benefits to planning for a less car dependent future, with opportunities to generate a powerful virtuous circle if we focus on creating communities which are designed with accessibility and sustainable principles at their heart. In addition to investing in “no regrets” interventions such as new and better provision for walking, wheeling, cycling and scooting, electrified transport and more reliable public transport through measures including bus priority; we can deliver even faster and greater positive outcomes if these are combined with measures that create greater incentives to use cars less, such as giving more road space to sustainable modes and managing car parking more carefully (both in terms of availability and price).



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Big Move 1: Behaviour Change

Vision and need for change

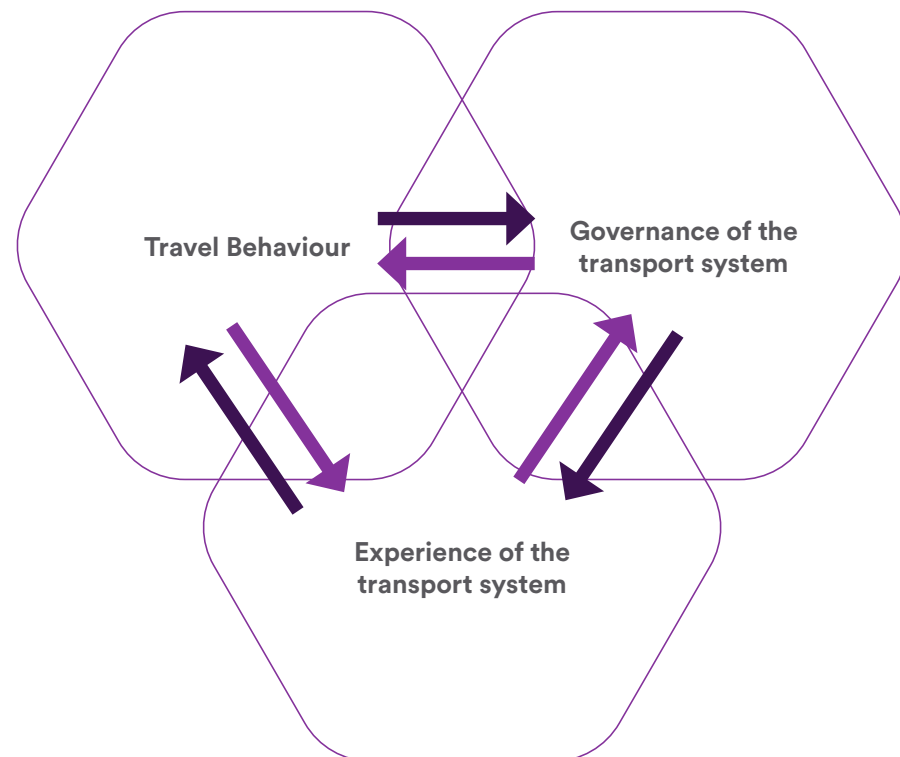
What is this Big Move?

This Big Move is fundamental to both the overall Core Strategy, but also the other 5 Big Moves. To deliver Inclusive Growth across the West Midlands, we need to tackle the high levels of car dependency and access what we need differently. This requires system change (changing the options available to people) and behaviour change. If we cannot support more people to travel less, use cars less and live more locally then we will be in danger of not meeting the core goals of the Local Transport Plan.

We need to be bold here to change behaviours because we have seen in the past that it's difficult to do. This isn't about hectoring citizens to just change their behaviour, it's about collective consensus to change the environment in which we all make decisions to make the choices we want to make the choices that are most rewarding.

The West Midlands should become a place where no matter where you live you do not need to own a car to live a full life, and if you cannot afford to own a car you are not excluded from everything the region has to offer.

framework for change



Where we are now:

For most of our residents and businesses, travelling or moving goods using a petrol or diesel engine motor vehicle feels like the only choice available, even if they do not want or cannot afford to own one. Those who don't own a vehicle are excluded from many activities and opportunities

Where we would like to be if our Big Move is successful:

The lifestyles of many of our residents have changed, they do not need to travel as often because more of their daily activities can be done from home or close to where they live, and more goods/ services arrive to them.

And it's not just that more of what people need is closer by, it's also that travelling around their local area is more rewarding because we've created an environment where walking, wheeling, cycling or scooting is safe, prioritized and convenient.

But it's not just about local living, people find that more is accessible by reliable public transport, with more opportunities found close to centres and along key transit corridors, and it is accessible by reliable and available public transport.

Cars still provide the most flexible way to travel but they are needed less often. It might feel less convenient than before to jump in the car for a trip around the corner but that's because of the trade-offs we've all chosen to make to reshape our streets to support other forms of transport. And with car clubs available fewer households will need to own a car.

Businesses make fewer journeys when delivering their goods and services because AI technology is creating the most optimal routes, and all their vehicles are now zero emissions. Business travel is reduced overall because more work and meetings can be done remotely.

What would our citizens like to see change?

"The amount of people I know who get in the car to go to shops less than five minutes walk away is ridiculous. People don't think about it it's just a **state of mind**. Leave house...get in car! We have made the **car and roads god**. Walking and cycling are less of an option because it's harder to get places using legs and two wheels.
45-64, Sandwell, 1 car in HH, No licence"

"I think that changes to our streets and the way we travel is very important for a healthier future. Having more **green spaces, better footpaths, cycle lanes, bus lanes, affordable transport** etc. are all positive things which encourage people to partake in such activities.
25-44, Coventry, No cars in HH, Driver"


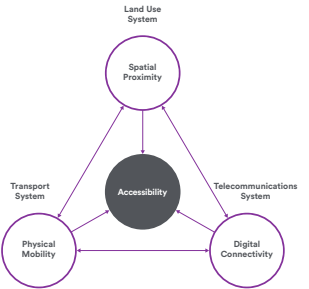

The pandemic saw most of us adapt to new circumstance by making new choices to access what we needed differently. When asked how people's journey habits changed, here's how people have responded:

- Avoiding public transport where possible, opting to drive, walk or cycle instead
- A decrease in commuting journeys as more people are working from home
- Less travel into city centres
- Shopping more locally
- Grocery shopping weekly, rather than every other day
- Travelling to visit friends and family less often
- Cycling more

What does this mean in practice?

This Big Move is all about:

- How the public sector can take a leadership role to change behaviours in the region, and how we will do that with a **vision-led** approach that focusses on where we want to be not where we predict we'll be.
- How we will focus our work towards policies and decisions which understand the users of our networks, their needs, the barriers they face and how they make choices. This will be **inclusive** of all users to ensure the West Midlands transport system works for all, not just the majority.
- How we can **manage the demand for transport** in our region to help us meet the objectives of the LTP Core Strategy.
- How we will **engage with the public** to help them to understand the problems and issues we're facing, what they can do to help tackle the big challenges and, importantly, how they will be part of the decision making process to reshape our streets.

Our Core Strategy says we need to:	How our Big Move will contribute to these goals:
<p>Reduce Traffic</p> 	<p>Over the coming years TfWM will need to reshape our streets to help us make the shifts in travel behaviours we all agree we need to make. In our Core Strategy, we acknowledge that this can't all be through measures that feel like they improve the alternatives to car use without any change that feels like it's making car use less convenient. And measures often can't simply do one or the other they often do both at the same time. If we do this, we will see behavioural shifts that reduce the amount of vehicular traffic on our streets whilst still allowing us to access what we need.</p>
<p>Improve Accessibility</p> 	<p>There are things we can do to improve accessibility to help change behaviours, but vice versa, shifting behaviour will actually enable us to improve accessibility. As we see less vehicular traffic, this will make our streets feel much safer to walk, wheel, cycle and scoot and it will help us make the network more reliable for public transport, emergency services and important goods movements. And as people shift from car use to public transport and shared services, the increased demand for these services will help operators provide more services, helping to increase service coverage, connectivity, hours of operation and frequency.</p> <p>This is the virtuous circle we discussed previously.</p> <p>We must be honest with our residents and businesses; whilst we all know we need to improve accessibility to change behaviours, we also need to remember that the inverse is true. This is one of the reasons why in our core strategy we acknowledge that to deliver our aims we need to invest in alternatives to improve accessibility at the same time as managing demand.</p>
<p>Electrify Transport</p> 	<p>Whilst this Big Move is not explicitly about electrifying transport, we will be developing ways to communicate the benefits of switching to both electric vehicles and exploring the opportunities from other alternative fuels (e.g. hydrogen). In particular this Move is about listening to the needs, choices and barriers to change of our residents and businesses; including what can be done to encourage a faster take up of these alternative fuels. The information we gather from this exercise will cascade down into our plans and policies to breakdown those barriers and support new choices.</p>

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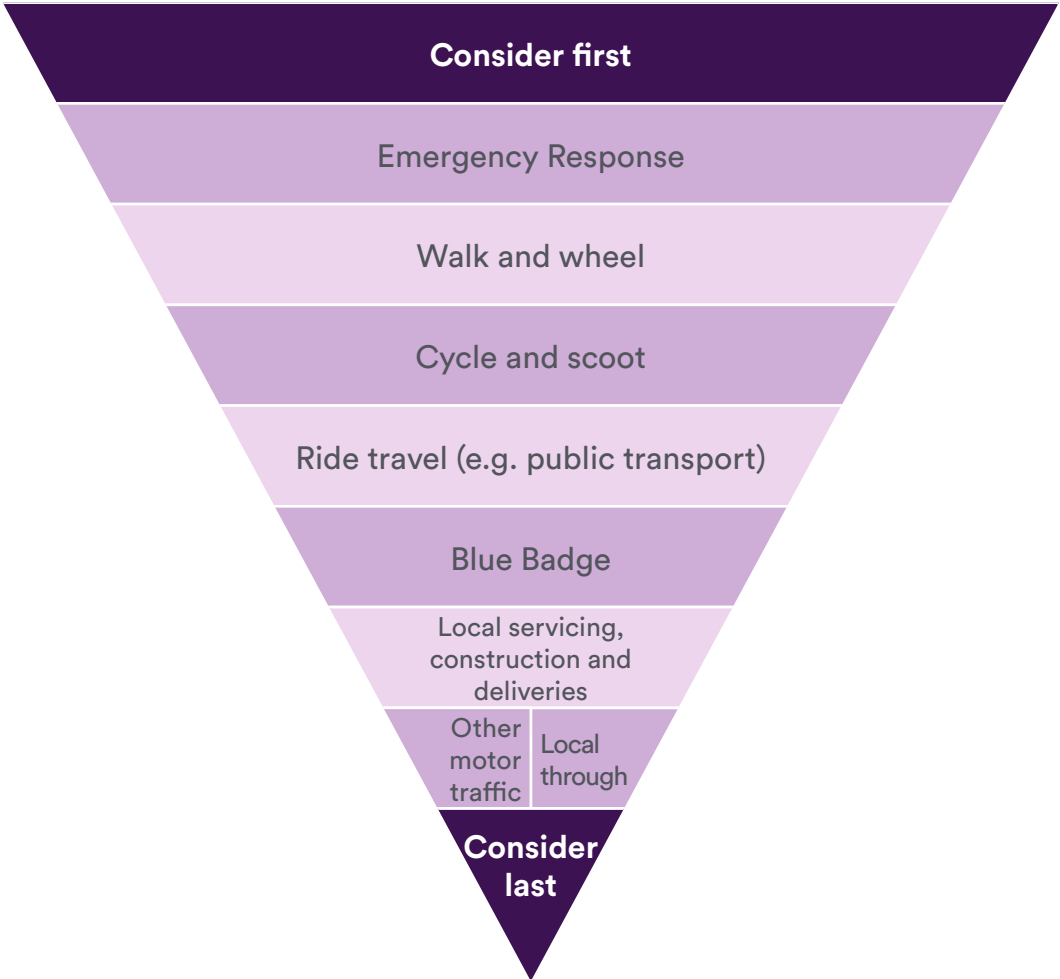
Key policies and accountabilities to deliver the ambition

Strong leadership using a vision-led approach

TfWM and our partners will work with communities to establish a compelling and shared vision, and create detailed plans for how we get there. In the past, the transport investment decisions were based on responding to forecasts of the future, based on past trends which often assume high levels of ongoing traffic growth, even if that's completely undesirable. We want to move away from the 'predict and provide' approaches of the past and move to new and more positive 'decide and provide' approaches to planning and delivery. This will require a full review of all our analytical toolkits and decision-making processes.

A key policy tool for us to achieve this vision-led approach will be a 'Sustainable Transport User Hierarchy'. This sets the priority given to different users when decisions need to be taken to deliver a more sustainable and inclusive transport system. By making this tool a central tenet to all decision making, we can ensure that we design a system overall which promotes the types of travel and choices, that we know will help us achieve the goals of the region.

Sustainable Transport User Hierarchy



TfWM will work collaboratively with partners and communities to:

- Ensure a shared understanding of the challenges and that all activity to enhance our transport system aligns with the ambitions of the WM LTP. Progress towards our objectives and targets will be regularly monitored and reported on.
- Review our analytical tools and planning practices to embed the decide and provide approach and Sustainable Transport User Hierarchy in policy and project development and delivery.
- Continue to test and adopt innovative ways of working and tools, where these align with and help to deliver the objectives of our LTP.

Key policies and accountabilities to deliver the ambition

Designing an inclusive transport system that focuses on the needs of users

The better we can understand the motivations, aspirations, values, needs and capabilities of the people of the West Midlands, the better we can deliver policies to support them to live sustainable lifestyles. Through the use of innovative engagement, data collection and analysis tools we will become increasingly sophisticated in our understanding of how and why the users of the system make certain choices, and therefore what we may be able to do to influence those. We can then design a system which puts the user’s needs at the centre.

An exciting initiative which will help us achieve this is our **“Influencing Transport Lab”**. The Lab is to act as a Centre of Excellence for influencing behaviour change, facilitated by Transport for West Midlands and sponsored by the Department for Transport. The Lab will be locally driven but its intention is to benefit nationwide local authorities and sub-national government authorities.

There are a number of groups that face particular barriers to using transport in a world where they often already face systemic disadvantages due to their income level, disability, gender, race or religion. It is imperative we design our plans and policies to be fully inclusive to achieve a fairer transport system.

People want transport options that...

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TfWM will work with partners to:

- Better understand citizens needs, capabilities, and motivations as well as their experiences and satisfaction with the West Midlands transport system. Doing this to identify opportunities to improve and promote sustainable alternatives.
- Develop an Influencing Transport Lab to build greater expertise and capacity in supporting behaviour change to more sustainable modes.
- Ensure that the transport system meets the diverse needs of our population and developing an Inclusive Mobility Action Plan to support this.
- Develop a workforce plan for improving diversity within TfWM.

Key policies and accountabilities to deliver the ambition

Managing Demand for Car Travel

Many of our objectives from the Core Strategy will require us to reduce the number of cars on our roads. If we do not achieve this then we will not meet the region's 2041 net zero carbon targets, our roads will be less safe, communities will still suffer from poor air quality, and we will struggle to accommodate the needs of all users of our system.

We have to therefore invest in and promote modes which have lower overall levels of emissions, and in some cases reduce the attractiveness of travel by single-occupancy cars. Some policies will need to be delivered by central government (e.g. subsidies to reduce the cost of travel by public transport and pricing of fuel and road use to disincentivise unnecessary car travel). Our view on what needs to be done to increase the reduction in car use is shown on the table opposite.

Many of these themes are revisited in the other Big Moves, which include more specifics on how we think they can be achieved.

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TfWM and its partners will:

- Engage with communities and residents to explore new ways of managing demand for car travel, and to provide more space and funding for sustainable transport infrastructure and services.
- Design places around 15-minute neighbourhood principles; travel planning for residential areas and businesses; exploring new pricing mechanisms, such as road user charging, workplace parking levies; allocating road space to give more priority to sustainable road users; and better enforcement of parking and moving traffic offences.
- Carefully consider the socio-economic impacts of any such policies to ensure they are fair.

How the region can work together to manage demand and deliver our Big Move:

Shaping places	Control over the use of space	Enforcement	The cost of travel
<p>To help people live their lives much closer to home we need to promote the development and repurposing of land to encourage higher densities and mixed use land patterns.</p> <p>New developments and changes to existing areas should focus on permeable streets for people to walk, wheel, cycle, scoot and ride.</p> <p>Ultimately we're seeking to create a series of connected '15 minute neighbourhoods' across the region by thinking carefully about how we create places with people's daily lives at their core.</p>	<p>By designing and re-designing the physical layout and control of space for transport it is possible to prioritise and enhance accessibility for our highest priority users.</p> <p>This can be achieved through reallocation of street space, controls on access, speed reduction measures, giving greater priority at junctions to sustainable transport users and managing the use of kerbsides for parking.</p> <p>We need a radical approach to how we use space on our road networks to balance the needs of all travellers and to actively promote travel choices which help us meet our regional objectives.</p>	<p>Effective enforcement is essential to ensuring the effectiveness of measures to manage demand and prioritise access for higher priority Sustainable Transport Users.</p> <p>Enforcement is now fully in direct control of local authorities and will be a vital tool to help ensure that the full intention of plans and policies are realised.</p> <p>A good example of this is enforcing pavement parking laws to give that space back to people walking or wheeling.</p>	<p>Local Government can use the cost of travel to directly influence choices. This could be something simple like raising car parking prices in certain locations to encourage more people to catch public transport to get to the shops; or perhaps something more complex like a workplace parking levy which aims to get more people to leave their cars at home when they commute. But policies need not always be to raise prices for driving, other ideas could include subsidising non car choices, although this needs to be set against challenging public sector finances.</p> <p>Any new policy would need to be designed very carefully so as not to impact certain groups of people unfairly. Pricing is also best targeted at places that are already very accessible by walk, wheel, cycle, scoot and public transport.</p>

Key policies and accountabilities to deliver the ambition

We need to work closely with our communities and businesses to deliver change

We recognise that some of the policies in this Big Move need to be developed through very close engagement with communities and businesses. Lifestyles are not easy to change, so we have to listen to our residents and businesses, understand their choices and involve them in shaping new policies. We can only move as fast as they will allow. We must also be upfront and honest with them about what is necessary to achieve some of our big ambitions for the economy, quality of life and a better environment. At the West Midlands Combined Authority we follow a set of simple principles for working with our communities, which will guide how we move our Local Transport Plan forward:

TfWM and its partners will:

- Continue to develop human intelligence to better understand citizens to develop better policy and inform scheme development.
- Use this information to help us better engage with communities, residents and stakeholders to help us build awareness and consensus around how we can start to change travel behaviours.

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Inclusive

All voices are heard that are impacted by proposals, but ensuring those who face the greatest barriers to movement and accessibility are fairly heard.

Empowering

Citizens are engaged to shape and make decisions on proposals that impact them, particularly those in their local area.

Deliberative

Deliberative techniques will be used where citizens will work together and with planners, to find solutions that represent collective consensus on trade-offs that need to be made.

What's the pathway to our Behaviour Change ambition?

We have set out our ambitions under this Big Move for what we believe the region can become and what policies are needed to help us get there. Here we present how we believe we can incrementally move towards the full ambition.

There are things we can do now. We have the resources, powers, funding and now the policies in place start the process of moving towards our vision. To get there fully will require future change to a number of factors; either resourcing/funding, devolution of powers or we may need more broad local public and political consensus of what the right choices are before we can make the next steps. In some cases we may also need changes in national policy/priorities or a technological advancement to help us make the leaps towards our Big Move.



Big Move 2: Accessible & Inclusive Places

Inclusive growth Big Move: Vision and need for change

What is this Big Move?

This Big Move is all about creating more accessible and inclusive places where people do not require a car to live good lives. This means careful planning of places with accessibility in mind, as well as improving sustainable transport and digital connectivity to allow people to access opportunities without needing a car.

We want to create a new kind of city-region, one where people and businesses can thrive, access all that the West Midlands has to offer; but also where they can live more sustainably without having to make sacrifices.

How we plan the growth and transformation of the places we live, work and play has a huge impact on the transport system we need to provide, and vice-versa, so we need to bring how we think of them together.

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Where we are now:

Most existing communities and new developments are still planned around the needs of the private vehicles, with sustainable transport modes an after thought. This locks in car dependent behaviours, undermining efforts to encourage more sustainable travel.

Where we would like to be if our Big Move is successful:

We will have reduced the impacts of growth on the region by using land more effectively and reducing additional travel demand by private car.

People will be living or working in places which do not need a car to access them. Those who need a car, can access a car club vehicle and have convenient access to electric vehicle charging infrastructure.

All communities have excellent walking, cycling and public transport access to local schools, shops, healthcare and leisure activities so that most local trips are made by sustainable modes of transport. As a result, neighbourhoods have less traffic, better air quality and people are more physically activity because they can safely and easily walk, wheel and cycle for everyday journeys.

Careful consideration is given to servicing and deliveries to minimise the impact of goods vehicles on local roads.

What would our citizens like to see change?

“It should try to **ensure equal access to opportunities for all because it would allow people to all have an equal chance at pursuing something** rather than it depending on if you’re able to reach it due to being able to afford a car and the mobility it brings.”

16-24, Dudley, 2 cars in HH, No licence

“I work on a hospital ward and so need to physically be at work. While I like the idea of avoiding travel by working from home etc. it wouldn’t work for a lot of people. I do think that people who are willing and able to work from home should be allowed to though as I feel this helps with work / life balance, **keeps cars off of the road during the rush hours and boosts the local economy** as people will be less likely to be in the busy town centres.”

Female, 25-34, Sandwell

“Use of local services and amenities - By staying local we could get around by active travel and wouldn’t miss our cars. Active travel has environmental and health benefits and we can go at our own pace. Also **staying local helps the local economy and the increased use of local amenities will generate increased revenue which can be used to improve local services.**”

Female, 60+, Dudley

“I know there are now electric scooters and bikes available near where I live. **I could not use these due to my mobility issues though**”

Female, 45-59, Sandwell

“It makes things more accessible without a car. Currently it feels like the world is built for those who drive and the assumption is always that you will / do drive. I’d like everyone being on a level playing field, the bettering of public transport links and the cleaner air from less pollution.”

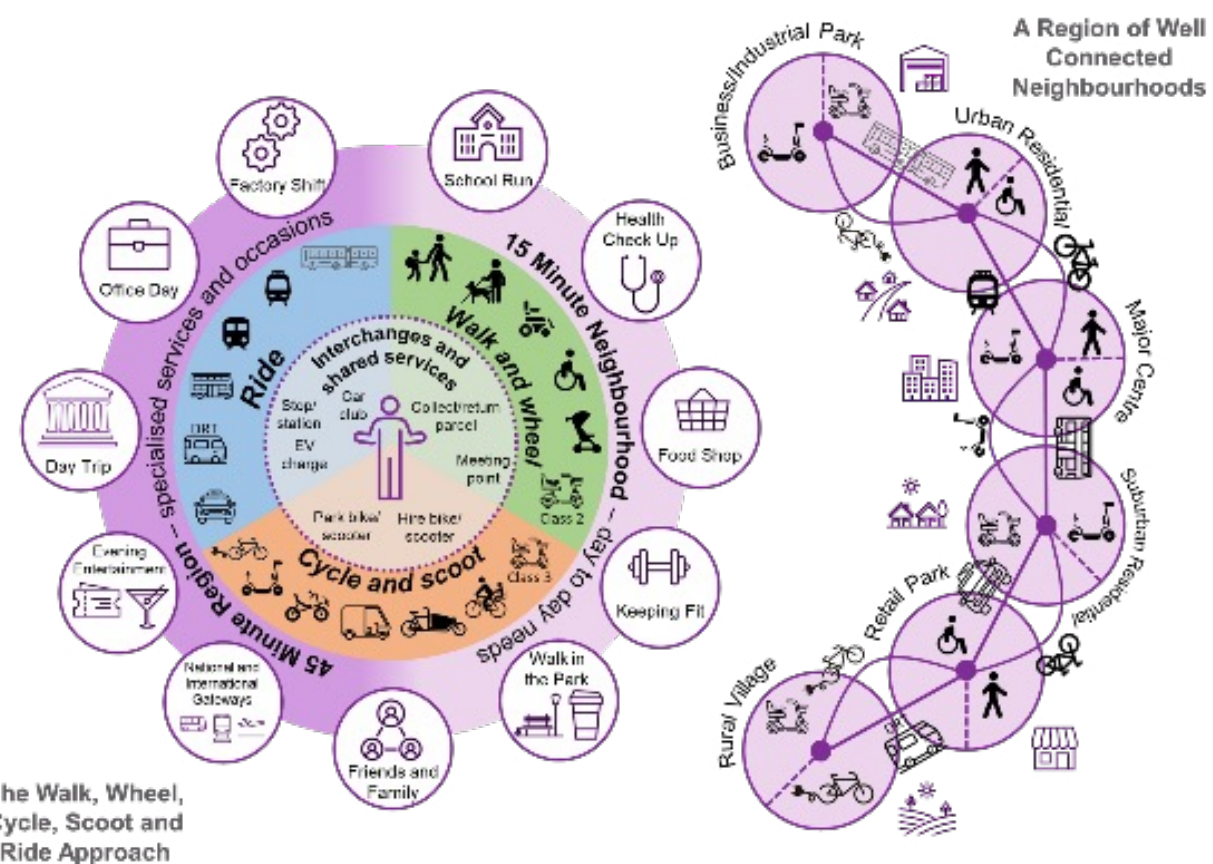
Female, 25-34, Sandwell

What does this mean in practice?

This Big Move is all about:

- How we will define and measure **accessibility** for future decision making. We need to move away from previous definitions which simply looked at journey times to access jobs and services, and instead recognise that people's accessibility is more complex than that. Our new way of thinking about accessibility for our residents and businesses will be crucial to our future decision making.
- How we need to think differently about our plans for changes in **land use** across the region, for both new developments and how our urban and rural areas evolve over time.
- **How we need to incorporate digital connectivity** into all of our thinking. As technology evolves it has a greater and greater potential to reduce our need to travel and is a vital tool to help us meet traffic reduction targets.

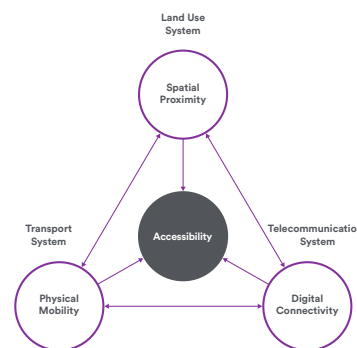
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The Walk, Wheel, Cycle, Scoot and Ride Approach

Our Core Strategy says we need to:

Improve Accessibility



How our Big Move will contribute to these goals:

Improving accessibility through a positive 'decide and provide' approach should become the guiding principle for both new growth in the West Midlands (i.e. new developments) but also how we reimagine our urban areas over time.

Importantly first we'll need to redefine what we mean by 'accessibility'. Previously we would have narrowly defined this by how easy it is for people to use the transport system to get access to jobs and services. Now we need to think much more broadly about what accessibility means for people and businesses. In some cases the solution may not be a transport intervention, it could be that existing places need to change to bring more of people's everyday lives closer to where they live. To achieve this will need a far greater interaction between the way in which we plan places and transport and to reimagine neighbourhoods and communities to bring shops, schools, doctors etc back. How new areas are developed or changed over time will also need to include these kinds of principles.

The region will also need to keep ahead of the technology curve to ensure that our residents and businesses can take full advantage of advances in digital technology to support new ways of working and living. Although our region is largely well supplied with super-fast broadband and 4G connectivity, there are some cold-spots in the network that require filling and we will need to exploit all that 5G has to offer in the coming years.

Reduce Traffic



We want to grow our region in a way which fundamentally improves people's way of life, preferably being able to do more of their daily activities within a short walk or wheel from where they live; which is our '15 minute neighbourhood' concept. In addition we need to exploit the opportunities at regional interchanges to ensure that people can access other services (e.g. health and leisure) by public transport; this is our '45 minute region' concept. A knock on impact of this will hopefully be fewer vehicles on the roads. However, we cannot just assume that one will lead to another.

As well as reducing the need to drive we also need to create the conditions where households feel that they can reduce the numbers of cars they own. In doing so we can create our virtuous circle where travelling by alternatives to the car just become habit for more and more journeys. In the case of new developments, this might also mean being restrictive on how we provide for parking to discourage high car ownership where there is less need to.

Electrify Transport



Although we want to see lower levels of dependency on cars in the region, we do recognise that the car will remain the most flexible form of transport for many journeys. We therefore need to support the transition to zero emission vehicles to deliver growth in a sustainable way. We can do this by ensuring that new homes and developments are built with access to charging points and that existing communities, particularly those homes with no access to an off-street parking place, are able to charge on-street near home. In the future, more community-led car clubs and car sharing options will also support greater use of zero emission vehicles.

Key policies and accountabilities to deliver the ambition

Re-think how we consider and measure accessibility

Accessibility is at the crux of this Big Move and is a strong theme throughout all six Big Moves. We want to create a more accessible region and we recognise that access to opportunities is critical for inclusive growth. To do so we must be clearer on what good accessibility looks like and smarter on how we measure and plan for it. In the past we would have looked at where people live, where they want or need to go and how quickly/ conveniently we can transport them to their destination. Now we know that accessibility is about far more than that one simple measure.

The “Triple Access System” to the right shows how the accessibility of a place is determined not only by its transport infrastructure and services, but also its physical proximity and digital access to every day services and opportunities. It’s therefore crucial that we plan transport, land use and digital connectivity in a co-ordinated way whereby the environment, infrastructure and technology play an equal part in supporting an integrated system.

Similarly, we need to identify opportunities to improve accessibility in existing places e.g. by creating 15-minute neighbourhoods through the relocation of essential services to local areas; better walking, cycling and local public transport links; including improved digital connectivity and online provision of services/remote working.

Finally, we also need to consider accessibility as a measure of social inclusion. It’s about how we provide access to opportunity, access to options/choices, physical access to the system for those with additional needs and it’s about how we support social mobility.

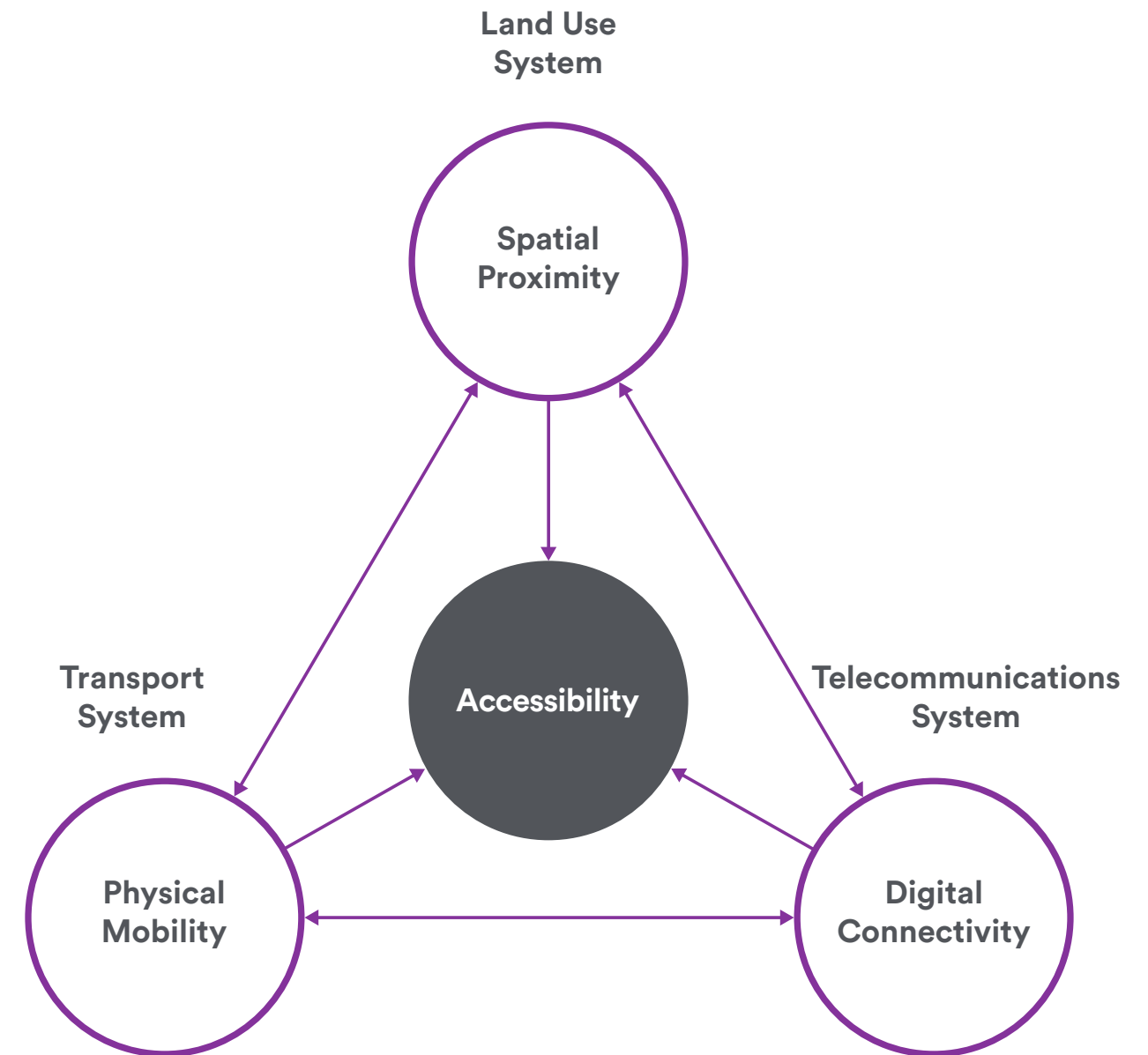
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TfWM will:

- Adopt a ‘decide and provide’ (rather than ‘predict and provide’) approach to new developments and associated transport enhancements.
- Work with local authorities and developers to identify opportunities to enhance accessibility in local areas and new developments, including:
 - Adopting 15 minute neighbourhood principles
 - Providing good public transport and active travel links
 - Providing car clubs and other shared services
 - EV charging infrastructure
- Develop accessibility KPIs and targets to allow ongoing monitoring and improvement of people’s access to key services and opportunities by sustainable modes.

Using the ‘Triple Access System’ enables us to plan for a more accessible region in a way which is more true to the needs of our residents and businesses:

The Triple Access System



Key policies and accountabilities to deliver the ambition

Change how we plan and deliver new development

According to the latest forecasts by the Office for National Statistics (2018 projections) the West Midlands Combined Authority area is expected to reach a total population of approximately 3.2 million by 2043. This is over 320,000 additional people and 160,000 new homes over the next 20 years. This is like adding the equivalent of another city the size of Coventry to our region. If this is not planned well then there could be some significant impacts on the efficiency of our transport system, the safety and attractiveness of our communities, as well as undermining our net zero carbon ambitions. A strong policy theme in this Big Move is to ensure that we plan new growth and new developments in a way that supports good access to key services and opportunities to support less car-dependent lifestyles.

TfWM will:

- Work with local planning authorities to develop a new Transport and Development Design and Principles Guide, setting out how sustainable transport principles and triple access planning will be embedded into the planning process and any TfWM review of development proposals
- Work alongside Local Planning Authorities to encourage new development in accessible locations by:
 - encouraging higher density development in locations close to public transport corridors and hubs
 - promoting mixed use development
 - adopting a brownfield first approach
- Collaborate with local planning authorities to ensure that all local plans and supplementary planning documents are accompanied by a robust transport evidence base and policy framework, to maximise the accessibility and sustainability of new developments (in line with the Transport and Development Design and Principles Guide).
- Ensure that any enhancements to the Key Route or Public Transport Network are co-ordinated carefully with local plan proposals along the corridor to maximise the benefits of investment.

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There are already some excellent examples of new developments being planned and delivered in the way in which we would like all new growth to come forward in the West Midlands. The following case studies show what is possible if we plan in the most sustainable way possible:

Eastern Green, Coventry



Eastern Green in Coventry is a 435 acre, residential led mixed use urban extension, with a range of developers and local companies involved including Coventry City Council and Homes England.

The site will deliver significant housing numbers and associated employment, retail and community uses including 2250 new homes, 15ha employment land, a new major district centre, and primary schools. It will be served by extensive green infrastructure and public open space as well as good bus services and cycleways. A car club is also being explored together with our West Midlands Cycle Hire service to ensure active travel within and beyond the site. Mobility credits will also be provided to families moving in, to help reduce car usage at the site and Very Light Rail is also being considered as part of the wider design of the site.

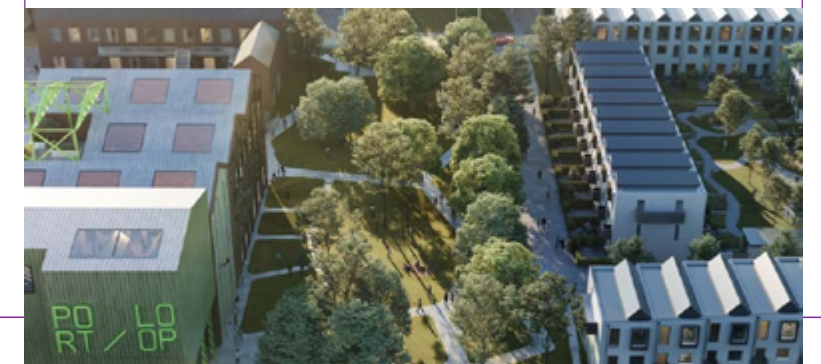
Icknield Port Loop

This development sees a multi-million-pound investment programme to drive forward new housing in central Birmingham.

Port Loop, when completed will see 43 acres of derelict industrial land transformed into a new 1,150-home waterside district featuring two, three and four-bedroom houses, apartments, public and communal green spaces, as well as excellent walking and cycling links throughout the development and beyond including along the Old Main Line Canal.

The Port Loop investment is the latest from the WMCA's devolved housing and regeneration programme – providing new homes, jobs and commercial floorspace while supporting the region's economic recovery and ambitions to be a net-zero carbon region over the next 20 years.

This site is also helping protect the Green Belt while creating new jobs and communities on brownfield land, with active travel and excellent transport links at the heart of the development.



Key policies and accountabilities to deliver the ambition

Incorporating digital connectivity into all our plans

In our new definition and practical application of how we plan for a more accessible region, digital connectivity is important component that can affect the demand for travel in different ways. People’s ability to access services digitally will determine their ability to substitute or avoid certain journeys.

We will ensure that we deliver digital infrastructure while we deliver our transport infrastructure. To do so we need to work with all infrastructure delivery partners through a ‘dig once’ approach to design and delivery so that we put cables, conduits and power into the ground where it’s needed whenever possible.

We will also maximise the use of digital solutions in our transport services. We will improve information, shared mobility and new thinking for ‘mobility as a service’ (MaaS) which would see far greater integration of the whole transport offer in the region. TfWM will continue to work with digital network planners to ensure digital infrastructure for citizens and businesses can be baked into transport infrastructure.

TfWM will:

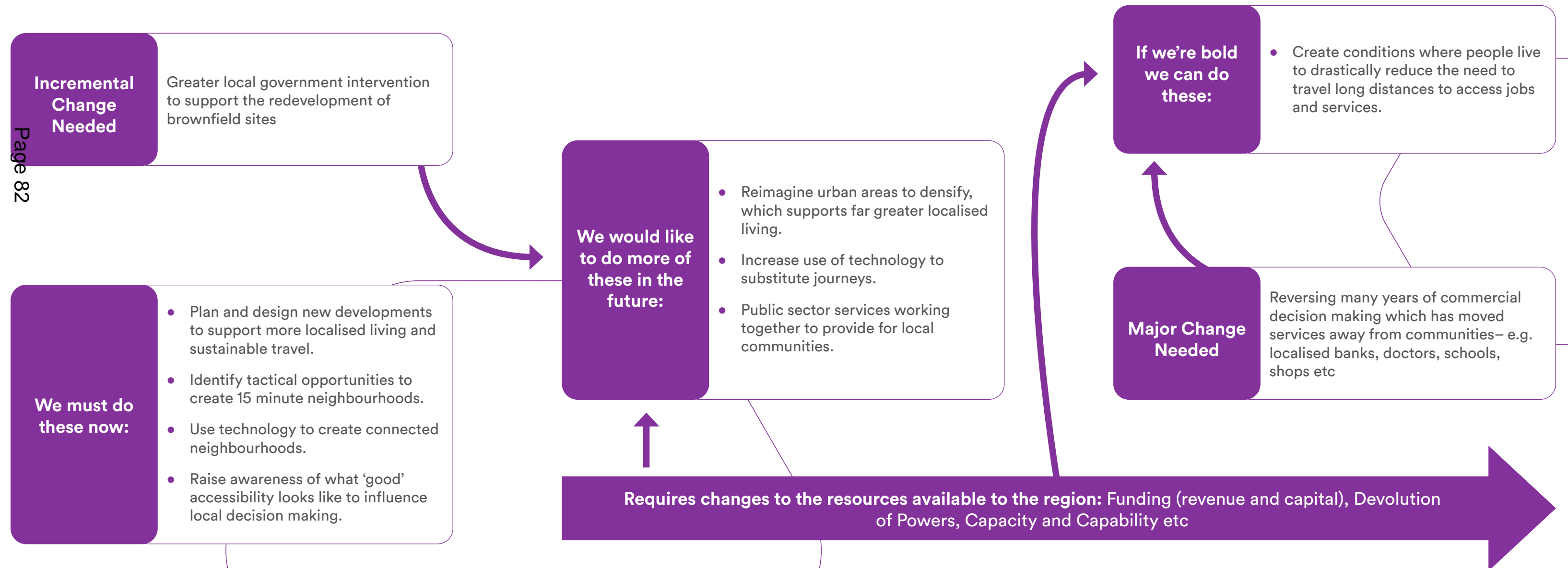
- Work with its partners to build a better understanding of how digital connectivity and accessibility can and does support wider accessibility to services; identifying locations and communities that are experiencing digital exclusion.
- Work with service providers, such as the NHS, identify opportunities for improving digital access to services
- Work with partners to ensure that all parts of West Midlands have excellent broadband and 4G/5G connectivity, with more integrated strategic planning for transport and digital infrastructure and new development.
- Work with partners to reduce digital exclusion in specific communities.
- Ensure digital infrastructure is planned into transport infrastructure (e.g. laying ducting for fibre when doing transport projects).
- Explore new opportunities to enhance travel information and transport services through enhanced digital platforms and by publishing transport data for others to use.
- Provide digital access points across the transport system including free Wi-Fi at stations and interchanges and on public transport services.

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What's the pathway to our Growth ambition?

We have set out our ambitions under this Big Move for what we believe the region can become and what policies are needed to help us get there. Here we present how we believe we can incrementally move towards the full ambition.

There are things we can do now. We have the resources, powers, funding and now the policies in place start the process of moving towards our vision. To get there fully will require future change to a number of factors; either resourcing/funding, devolution of powers or we may need more broad local public and political consensus of what the right choices are before we can make the next steps. In some cases we may also need changes in national policy/priorities or a technological advancement to help us make the leaps towards our Big Move.



Big Move 3: Walk, wheel, cycle and scoot

Vision and need for change

What is this Big Move?

This Big Move is needed to support people to walk, wheel, cycle or scoot when and where they want, safely and conveniently. Our vision is that:

Everyone in the West Midlands should be enabled to safely access a range of local destinations on foot, in a wheelchair or on a bike or scooter; with the aim of at least half of all trips in our area to be made by active modes by 2030.



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Where we are now:

Many of our existing streets have been designed around motor vehicles; creating environments that are not welcoming for people to spend time in and do not support more sustainable travel modes.

In many parts of the region, people do not feel safe walking, wheeling, cycling or scooting which acts as a barrier to being more active and travelling by these modes.

Where we would like to be if our Big Move is successful:

People of all ages and from all walks of life can walk, wheel, cycle and scoot easily and safely around our neighbourhoods and local centres, as well as making some longer hops from one neighbourhood to another.

As we step out of our homes onto our streets, we're greeted by a safe and welcoming environment. Our pavements are decluttered and well-maintained, our local streets are quiet and feel safe to cycle/scoot and as we head toward main roads, we find segregated lanes/paths for cycling and scooting and safe crossing points. And when we arrive at our high streets and local centres, we find that these are environments where the congested high streets have given way to walking and wheeling friendly environments.

Through the creation of 15-minute neighbourhoods, people have better access to the day-to-day services and opportunities which enable them to lead a good life without needing to own a car.

As a result, these places are more pleasant to spend time in and people are healthier and happier because they are more physically active in their everyday lives.

What would our citizens like to see change?

Walking, Cycling and E-Scooter use were ranked in the Top 5 alternatives to travel by car:



Walking (47%)



Cycling (45%)



E-Scooter (18%)

How would less cars on the road make it easier/ better to travel by alternatives?

26% say that cycling would be more safer/ accessible

"I think it would encourage people to cycle more especially. I am aware of several people who would like to become cyclists but are currently too fearful to give it ago and the volume of traffic around makes them feel unsafe to try."
Female, 60+, Dudley

However, concerns around safety and cost are holding back around one-third, particularly from using a scooter or bike

"Please consider those with accessibility needs, create an inclusive environment for all"
Female, 16-24, Birmingham

What does this mean in practice?

This Big Move is all about:

- How important **leadership** will be in making bold decisions to create the best possible walk, wheel, cycle and scoot facilities for our residents and visitors.
- How we will plan and deliver **infrastructure and networks** which are compliant with the government's highest design standards (LTN1/20).
- How we can support more people to get **access to vehicles** (e.g. powered scooters/hire bikes etc) to give them real choice for their journeys, and how we can integrate these with the wider public transport network.
- How we can raise the **awareness, skills and knowledge** of the options and opportunities available to people to help them travel confidently and safely.

Walk and wheel

Walking and wheeling includes pedestrians, but it also includes people who use mobility aids such as powered/unpowered wheelchairs.

The use of prams and trolleys by those travelling also needs to be considered as well as other aids such as guide dogs, sticks and canes.



Cycle and scoot

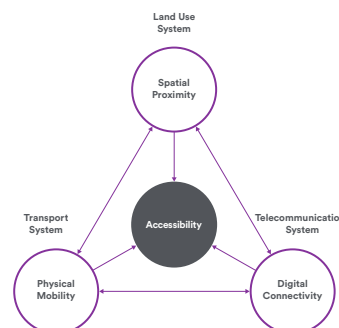
Cycling and scooting includes a range of pedal powered, electrically powered, and pedal assisted personal vehicles.

It includes vehicles that can currently legally be used on public highways and cycleways (such as pedal bikes), as well as new devices that Government is trialling and proposing to legislate for (such as escooters).



Our Core Strategy says we need to:

Improve Accessibility



How our Big Move will contribute to these goals:

We need a fit for purpose network of routes for walking, wheeling, cycling and scooting that connect people with their neighbourhoods and the region beyond.

Every journey starts with walking or wheeling. It's not only critical for accessing 15 minute neighbourhoods, linking people to their local amenities and neighbours; it's also a key part of every journey. Our envisaged walk and wheel networks will support a huge shift in how accessible our region is.

But our every-day lives regularly take us beyond our 15 minute neighbourhoods. This is where cycling and scooting can help. It doesn't just help us travel around our local neighbourhoods more quickly, it can help us travel from one neighbourhood to the next and into nearby centres. Because cycling and scooting is so good at permeating the streets of our urban environment it will help to replace the go anywhere, anytime features of car travel, helping us to access more.

Reduce Traffic



In this Big Move we put forward a comprehensive set of policies and strategies which will provide the networks, safe environments and access to the vehicles to support people to walk, wheel, cycle and scoot for their everyday journeys. If we are successful with this then one of the benefits could be to reduce traffic on our roads; which, as we've shown, in turn helps contribute to the virtuous circle needed to deliver Inclusive Growth across our region. Policies that help us reduce traffic will also support this Big Move as quieter streets give us greater confidence to walk, wheel, cycle and scoot.

Electrify Transport



New mobility solutions, such as electric scooters, bikes and cargo-bikes have a huge role to play to offer far more choice to people for real alternatives to driving. Electric bikes increase both the range people are willing to ride, but importantly also the effort required. You do not need to be a super-fit cyclist to get about on an electric bike or scooter. They have the opportunity to liberate far more people to be fit and healthy and to leave cars at home. This Big Move will support the transition to these new ways of travelling by providing the kinds of streets and roads needed to enable people to use them safely, and access to the vehicles themselves to give people greater choice.

Key policies and accountabilities to deliver the ambition

Bold thinking and bold leadership

We know what needs to be done. We need a dense network of high quality facilities for people to use active modes for a high proportion of their every day journeys. They need to be safe, convenient, have sufficient space to accommodate high levels of use, and they need to connect the places people want to go. Planning is the easy bit. Achieving these aims will require strong leadership and decision making in order to allocate sufficient space to the modes of travel we need to prioritise on our streets and roads.

These decisions will need to be bold because there will be a challenge to balance the needs and desires of all road users, but in some cases the needs of some users will need to take precedence over others.



Allocating space on our roads for people to walk, wheel, cycle and scoot is an essential tool to help us achieve our goals:

Low Traffic Neighbourhoods



Low Traffic Neighbourhoods (LTN's) are schemes which are designed in a way to limit the access of vehicular traffic to a street or collection of streets, in order to make them safer, easier and more appealing for cycling and walking.

Within the West Midlands, Birmingham City Council has trialled a number of LTN schemes across Kings Heath, Moseley, Bournville and Lozells as part of their Places for People initiative. Through use of the council's online engagement platform, residents, businesses and travellers in the area have been able to put forward their opinion on how each of these schemes is having an impact on the area. These are currently being reviewed.

Reactions to LTNs in Birmingham and across the UK has been mixed and sometimes divisive. In Walthamstow they have proved popular and have had a number of benefits such as reduced private car ownership and dependency and an increase in active travel.

TfWM and its partners will:

- Work collaboratively to rapidly increase the level of priority given to delivering safe streets for walking, wheeling, cycling and scooting. We will focus on:
 - increasing the proportion of investment in active travel;
 - increasing staffing and expertise through creation of a centre of excellence;
 - improving our decision-making tools;
 - showing leadership in making the case for greater investment; and
 - involving communities in designing schemes to build greater local consensus and support.

Key policies and accountabilities to deliver the ambition

Improving infrastructure and networks to boost cycling and scooting

There are many barriers to people choosing to walk, wheel cycle and scoot more in their daily lives. We need to break these barriers down so that people feel more inclined to travel by these modes.

The safety or feeling of safety for people when cycling in particular is a major barrier. We need to provide people with the environment to cycle in which they feel safe and secure. This means designing our infrastructure to the highest possible standards.

Sometimes actually owning or having access to a bike or scooter is the barrier to people using these to make their journeys. We will support more people to get access to vehicles through hire schemes, shared mobility and financial support schemes such as mobility credits and loans/leasing arrangements. We will have a particular emphasis on integrating access to bikes and scooters with our public transport network through the roll out of Mobility Hubs.

TfWM and its partners will:

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- Work with communities and key stakeholders to maintain a regional Local Cycling and Walking Infrastructure Plan (our Starley Network), identifying a coherent network of segregated routes which connect existing communities and new developments with key destinations.
- Design coherent, direct, safe, comfortable and attractive routes which meet or exceed LTN 1/20 design standards and sufficient capacity to meet future demand, and we will ensure that all new active travel infrastructure is kept clean, well-maintained and free from obstructions.
- Develop schemes to give people better access to bikes, e-bikes and e-cargo bikes, targeting those who can't afford to purchase their own vehicles.
- Work with government to develop appropriate regulations to enable the safe and legal operation of powered bikes and scooters in the West Midlands, minimising any negative impacts on more vulnerable road users.
- Seek to better integrate active travel and public transport provision.

Education, promotion and awareness

In addition to having access to a bike or scooter, we also know that a barrier to more people using these modes are the skills and knowledge they need to safely use transporters and how they can access the emerging network. We want to build on successes and programmes delivered in the region over the past few years to continue to give our residents access to training and education to support more people to walk, wheel, cycle and scoot safely for every day journeys.

One important area of promotion will be to raise the profile and awareness of what we do have available to our residents and businesses already, part of which will be to build on the new branding of the Starley Network shown overleaf.

WMCA will:

- Work with local and national partners to develop coherent and well-resourced education, awareness raising and promotional activities that support more people to walk, wheel, cycle and scoot safely for everyday journeys, including training for motorists.



Strategic cycle network and connected safer streets

We need a fit for purpose network of routes for walking, wheeling, cycling and scooting that connect people with their neighbourhoods and the region beyond. Our network planning will be integrated with the planning of wider transport infrastructure and placemaking to make the best use of space available, and ensure connections are integrated. Importantly we will need to consider the needs of all users of our new networks and ensure that they are designed to the highest levels of accessibility.

The Starley Network is a network of identified cycling and walking trails in the West Midlands. It's named after the Starley family from Coventry, who were innovators of the modern cycle. The Starley Network already covers 500 miles of connected routes. It forms the backbone of the strategic cycle network for the region and will connect into our local communities through safe streets.

As things stand the network includes:

- cycle routes and towpaths
- new pop-up cycle lanes
- walking routes
- walking zones in towns and cities

We've worked with local authorities to launch the network.

We'll keep extending it.

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What's the pathway to our Safer Streets ambition?

We have set out our ambitions under this Big Move for what we believe the region can become and what policies are needed to help us get there. Here we present how we believe we can incrementally move towards the full ambition.

There are things we can do now. We have the resources, powers, funding and now the policies in place start the process of moving towards our vision. To get there fully will require future change to a number of factors; either resourcing/funding, devolution of powers or we may need more broad local public and political consensus of what the right choices are before we can make the next steps. In some cases we may also need changes in national policy/priorities or a technological advancement to help us make the leaps towards our Big Move.



Big Move 4: Public Transport and Shared Mobility

Vision and need for change

What is this Big Move?

The public transport system is the backbone of our whole sustainable transport network and will play a key role in delivering our Vision for a 45-minute region with connected 15-minute neighbourhoods.

Our ambition is to create a high quality and affordable public transport system of integrated networks (including fixed public transport services, and demand responsive and shared services) linked by accessible and secure interchanges and promoted and branded as a single system.

Key principles for the WM integrated transport network

Easy to understand network	One source of ticketing	Accessible and comfortable vehicles, stations and stops
Network efficiency	Regular public feedback and customer care	High levels of passenger safety and security
One public transport brand	Reliable travel times	Easy and reliable transfer
	Access to shared service vehicles complements the system	

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Where we are now:

For many people and businesses, there isn't a reliable public transport network that gets people where they need to go, at the time they need to go. The lack of integration between different services and operators makes the system difficult and expensive to use. For some there is a lack of understanding of how to get the best out of the transport system

Where we would like to be if our Big Move is successful:

The West Midlands has a public transport system that fulfils our goal of being a 45-minute region and connected 15-minute neighbourhoods. All residents can live good lives without needing to own a car.

The series of networks, integrated as one overall system, will be easy to understand, reliable, ticketing is easy and the services are efficient, accessible and comfortable.

Shared services (such as car clubs, bike hire, rideshares etc) are incorporated into the overall system so are seen as complementary to public transport. This enables a 'go anywhere' integrated system to function as one entity for users.

What would our residents like to see change?

"An extremely efficient public transport system, with buses or trams that cover all areas of the West Midlands, with people having to walk no more than 2 minutes to reach a bus stop regardless of where they live, and buses or trams arriving every 5 minutes. As part of this system would be a regular service for collecting and dropping off elderly and infirm like a ring and ride, but with more vehicles on the road"

25-44, Dudley, 1 car in HH, No licence

1 in 2 think an improved public transport system would make themselves or people drive less

"Shared transportation is better for the environment. But, it has to be attractive enough to tempt motorists out of their cars and use public transport. Public transport and any shared transport reduces the number of cars on the roads, which in turn reduces congestion and pollution. Reduced vehicles on roads also results in fewer accidents"

45-64, Birmingham, No cars in HH, Driver

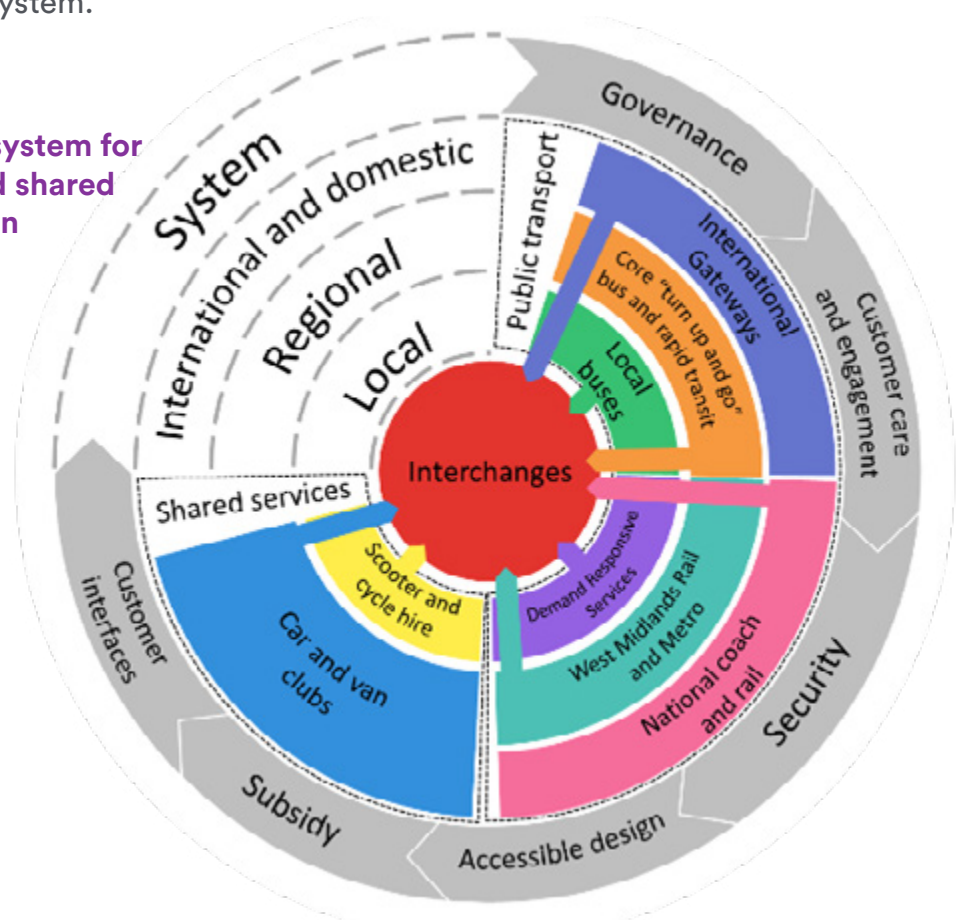
What does this mean in practice?

This Big Move is all about:

- How we will plan for and create a **truly integrated transport system**, not just between different public transport modes but also across all methods of travel. This is about providing real choice to people as to how they can make any journey.
- **Shared services** that allow people to access vehicles (including bikes, scooters, cars or vans) to drive without having to own one. This is useful to citizens of the West Midlands when they might not be able to own a vehicle, they might need to access a vehicle away from home, or they might need a specialist vehicle to meet a less frequent need.
- How, as part of the integrated system, we will plan for and deliver well designed and safe **interchanges** which provide connections between services and are gateways to/from places
- How we will **manage the overall system** and make it as simple and easy as possible to use. This includes common branding, ticketing, information and promotion, supported by smart technology; with accessible design deployed throughout all elements of the system.

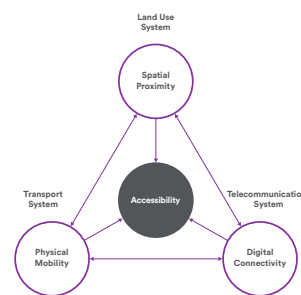
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How an integrated system for public transport and shared services will function



Our Core Strategy says we need to:

Improve Accessibility



How our Big Move will contribute to these goals:

The core aim of this Big Move will be to improve the public transport 'reach' for the region. Particularly for those medium to longer distance journeys which are more difficult to walk or wheel. This Move needs to work closely with the 'Growth that helps everyone' to support our region to enable jobs and leisure activities to be within 45 mins by public transport for all communities.

Accessibility here means a lot more than simply being close to a bus or tram stop, it is also about the safety, affordability, clarity and physical accessibility of the entire network. Our plans and policies for this Move (described overleaf) reflect this wider definition.

Reduce Traffic



We also want to create an attractive public transport experience which enables people to choose to leave their car at home or to decide to reduce the number of cars they own. This requires a public transport network which is reliable and with many journey times that are as quick or quicker than by car. As there is a finite amount of space for transport infrastructure in our region, and building new roads is expensive and environmentally damaging, we will need to dedicate more of our existing road space to sustainable modes, including public transport. If we do not do this then it will be difficult to achieve the public transport system we know our residents want to see, and this in turn will help to reduce traffic overtime as more people choose to use their cars less.

Electrify Transport



Public transport is one of the easier aspects of our system to move to electric or other zero or ultra-low emission propulsion. There are vehicles already available and some in use in our region now. However, it will take significant public and private investment to transition the whole fleet to zero emission vehicles. It may be possible to incentivise private operators to switch more quickly, by partnership arrangements or restricting access to certain areas for more polluting vehicle types. It will be easier to make the case for investment in zero emission vehicles if we can reverse the long-term decline in public transport patronage, which is what this Big Move is all about.

Key policies and accountabilities to deliver the ambition

A truly integrated transport system incorporating shared services

- There are lots of ways in which a system needs to be integrated, from timetabling, ticketing, branding/ awareness, access to alternative vehicles, customer care and accessible design. Key to the integration will be getting the different elements of the public transport network (see overleaf) to work coherently together (including integrating international and national networks with our local public transport system).
- We will be seeking reforms to the way decisions are made, and how public transport is funded and delivered. Over time, as funding becomes available, we will also seek to improve the capacity of the network and to provide new bus, Metro and rail links or additional services to achieve our overall vision for the system.
- So called ‘shared services’ (e.g. cycle/scooter hire and car clubs) are a vitally important part of an overall integrated system. They can enable those with further to travel (i.e. where the bus stop is not at the end of the road) access into the wider public transport system. We need to spread the availability of these services and where possible integrate them into a single payment mechanism to make a multi-modal journey as simple and seamless as possible.
- We will also keep our “accessible transport” services, (including ring and ride, community transport, social care and home to school transport) under careful review to ensure they meet the needs of communities, whilst ensuring value for money.

TfWM will work with its partners (including Central Government) to:

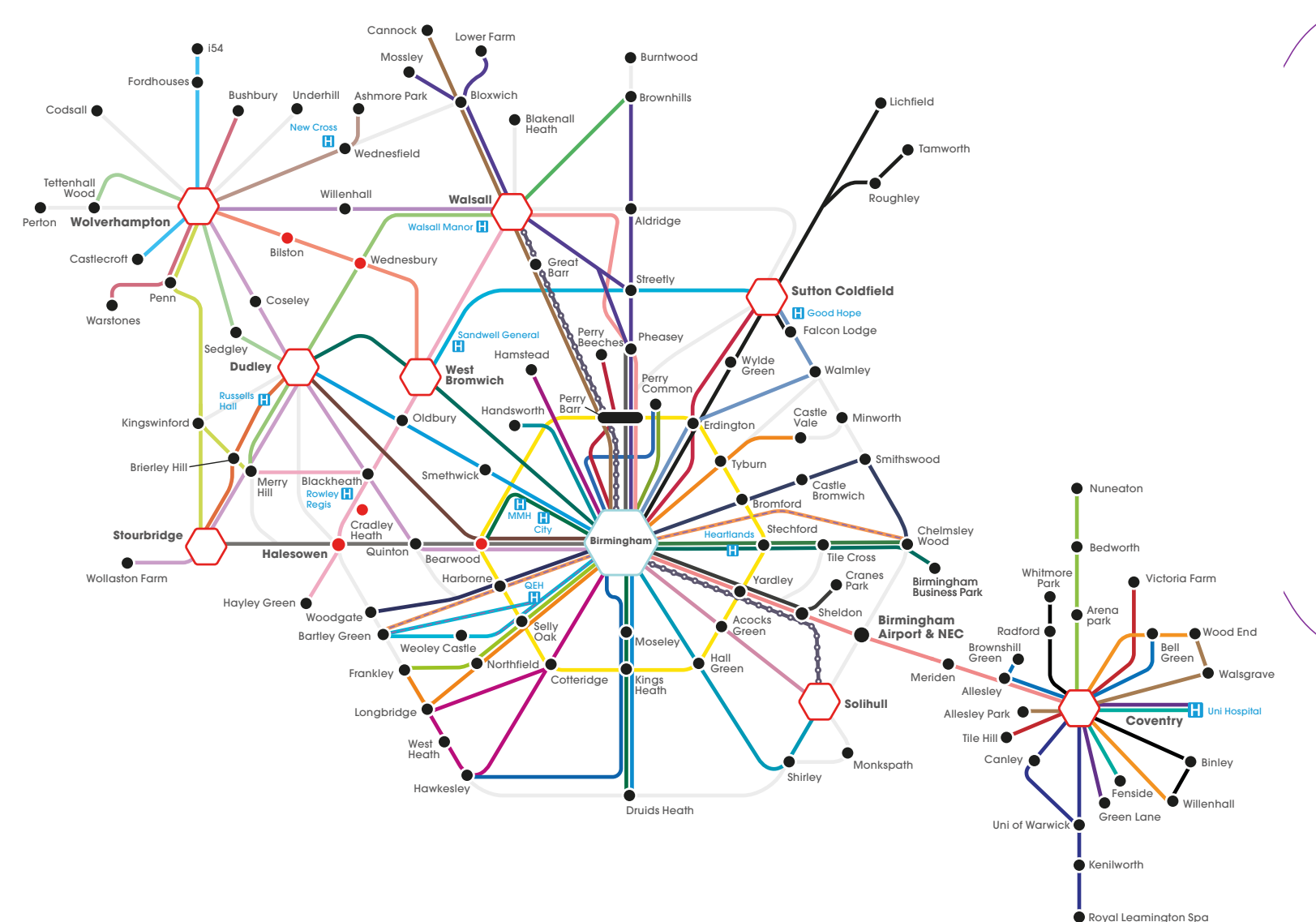
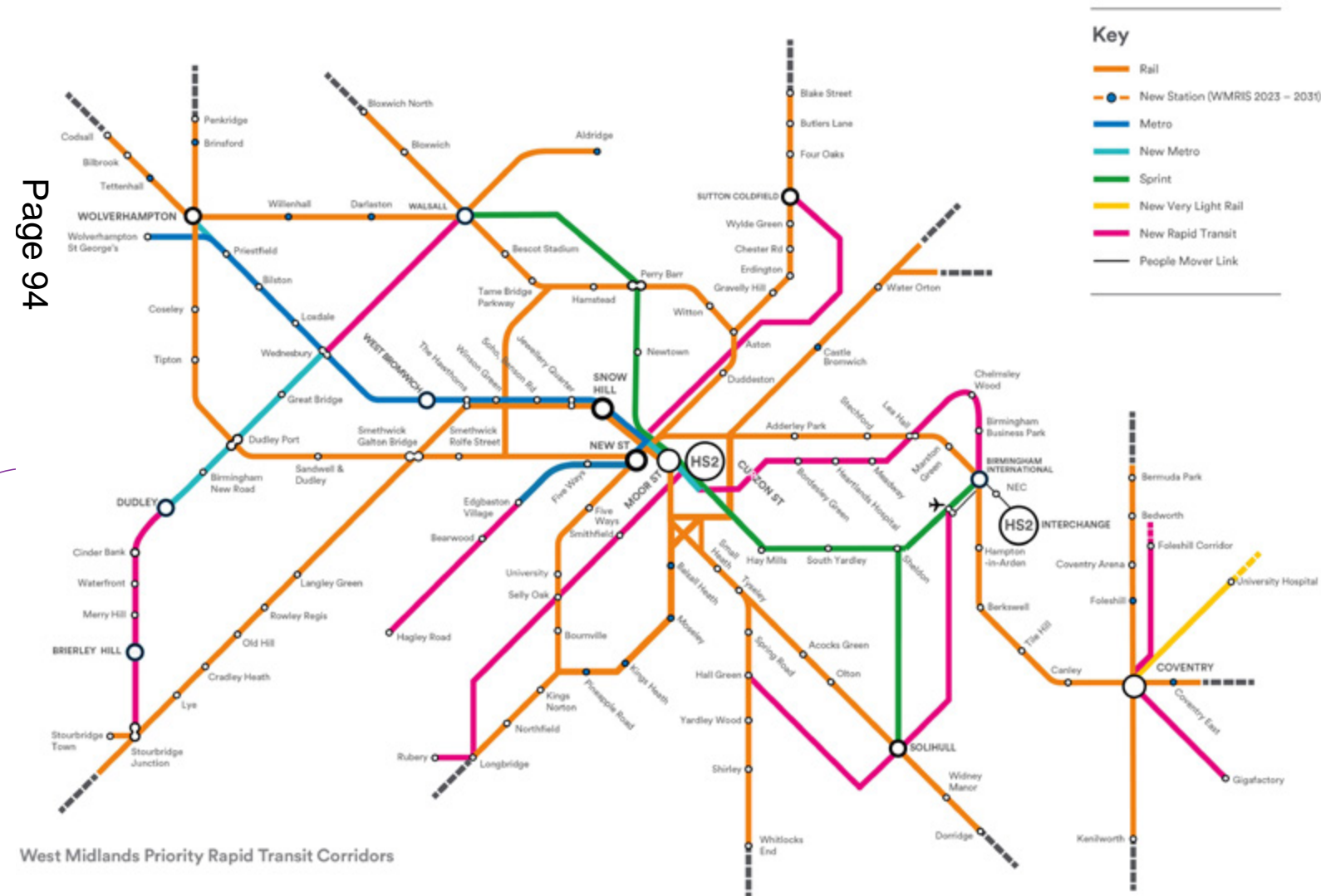
- Create a high quality and seamless Public Transport System comprised of integrated set of networks (including fixed public transport services and demand responsive services, and shared services) linked by interchanges and managed as one system.
- Optimise public and private sector funding for public transport services and concessions.
- Reform the way that public transport services are governed, funded and delivered to support our LTP Core Strategy outcomes.
- Support Birmingham Airport’s role as a key international gateway to the region by improving and promoting sustainable surface access to it.
- Improve links from the region to other major ports and airports.
- Ensure the aspirations of the West Midlands HS2 Growth Strategy are realised.
- Ensure that rail-based modes play their full part in the integrated public transport system, including improved capacity and service quality on the regional rail and Metro network, and exploration of new links where there is a business case.
- Seek Government support for a new rail partnership with Great British Railways, so that the region’s priorities are given greater consideration in future decisions on the local network.
- Develop and deliver a new network of Rapid Transit projects where there is a strong business case.
- Deliver an enhanced bus network that provides affordable, fast and reliable connections to key services and opportunities (as set out in the Bus Service Improvement Plan).
- Undertake a wider accessibility review to identify opportunities to improve provision in areas with poor access to public transport, including the potential for demand responsive transport services.
- Undertake regular reviews of “accessible transport” services, including ring and ride and community transport, to ensure that they meet the needs of communities whilst ensuring value for money. Such reviews will also consider social care transport and home to school transport as appropriate.
- Ensure that coaches, taxis and private higher vehicles play their full part in the integrated PT system.
- Support and promote lift sharing to increase vehicle occupancy and improve accessibility in the West Midlands.

Key elements of our integrated Public Transport network

The West Midlands seeks a public transport system that plays its full and proper part in achieving a 45-minute region and 15-minute neighbourhoods without the need to use a car. To achieve this, the West Midlands will seek to achieve a high quality integrated public transport system and complementary shared mobility services. The series of networks, integrated as one overall system will help us improve performance against these success factors. Two key elements of this system are shown below:

The **West Midlands rail and metro network** provides fast, high-capacity links between strategic centres, enabling public trips to be made across the conurbation. It also provides links between strategic centres and their inner and outer suburbs and the wider journey to work area. This is a key part of our '45-minute region' concept.

Our core **"turn up and go" network** comprises fixed-route bus services that connect our towns and cities with their surrounding suburbs. Compared to Rail and Metro, these services stop more frequently to allow people on and off (meaning it takes a little longer to travel further), use lower capacity vehicles, but offer very high frequencies allowing people to "turn up and go". TfWM will undertake a wider accessibility review to identify opportunities to improve network coverage in areas with poor access to public transport to explore potential for lower-frequency fixed route and/or demand responsive services to fill the gaps.



Maximising the opportunities from interchanges

Interchanges are places where people can access transport services and transfer from one mode to another; they are a critical component of our integrated transport system providing connections between services and are gateways to local places. Where interchanges are, how they function and what opportunities there are to transition to another part of the system are a vital part of a fully integrated system.

Interchanges are not simply about being able to move from one mode of travel to another, they can also be destinations in their own right. Our network as a whole will work best if it in itself is integrated into how people in the region go about their daily lives.

Mobility hubs will be a key too in helping us to provide safe and convenient interchanges and to integrate options for onward (first-mile/last-mile) travel. Hubs will provide a consistent, high quality and safe customer experience at passenger facilities across the West Midlands. This will include working with disability groups to develop and achieve the highest possible accessible design standards.

TfWM will work with partners to:

- Develop a programme of interchange improvements and mobility hubs based.
- Work with operators to establish more consistent and high quality customer experience standards, for all parts of the journey. Regular customer feedback will be used to identify customer pain-points and potential improvements.
- Improve the actual and perceived personal security of public transport use, including walking, wheeling, cycling or scooting, waiting, interchange, and in-vehicle elements of public transport trips.
- Improve park and ride provision at priority locations.
- Work with disability groups to ensure that accessible design standards are developed and applied across the network, working towards a barrier-free transport system, and will improve training for public transport staff to support vulnerable customers.



Key policies and accountabilities to deliver the ambition

Managing and promoting the system to provide the best experience for all users

A successful system is not just about the vehicles, the routes and how they interact, equally important is how easy it is to understand and navigate, particularly to encourage new users to it. We must therefore keep improving the information that's available to ensure that this is not a barrier to people using it more. Added to this is to promote what we've got, raising both awareness and interest in how people can travel differently. Finally, we need to support a range of different ways to pay to access the system, making sure we ensure that everyone can access the cheapest fare available to them for any journey or group of journeys without having to have an intimate knowledge of all of the options and permutations available.

West Midlands partners will work collaboratively to:

- Develop and apply common branding across services, infrastructure and travel information to help the public recognise and navigate the public transport and shared mobility network.
- Provide a simple range of multi-modal, multi-operator, affordable fares for the public transport system, supported by smart ticketing and payment solutions and digital journey planning tools.
- Develop and deploy Mobility as a Service.

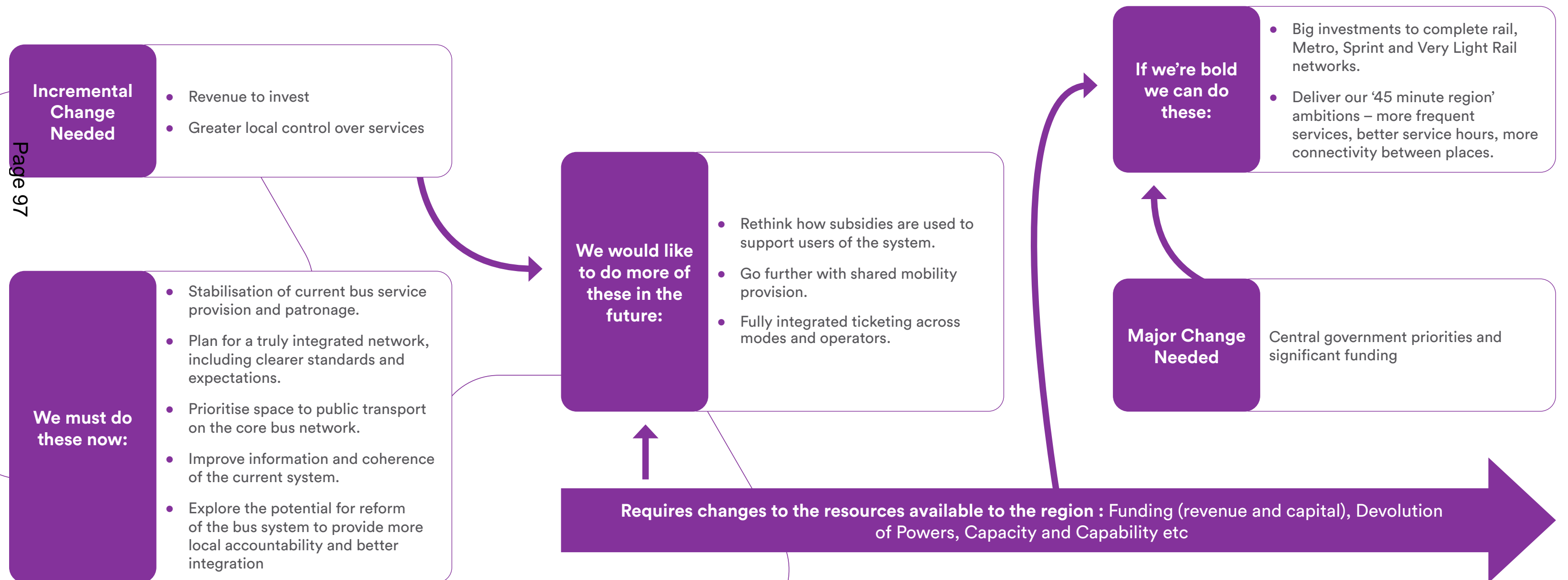
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What's the pathway to our Public Transport ambition?

We have set out our ambitions under this Big Move for what we believe the region can become and what policies are needed to help us get there. Here we present how we believe we can incrementally move towards the full ambition.

There are things we can do now. We have the resources, powers, funding and now the policies in place start the process of moving towards our vision. To get there fully will require future change to a number of factors; either resourcing/funding, devolution of powers or we may need more broad local public and political consensus of what the right choices are before we can make the next steps. In some cases we may also need changes in national policy/priorities or a technological advancement to help us make the leaps towards our Big Move.



**Big Move 5:
A Safe, Efficient and
Reliable transport
network**

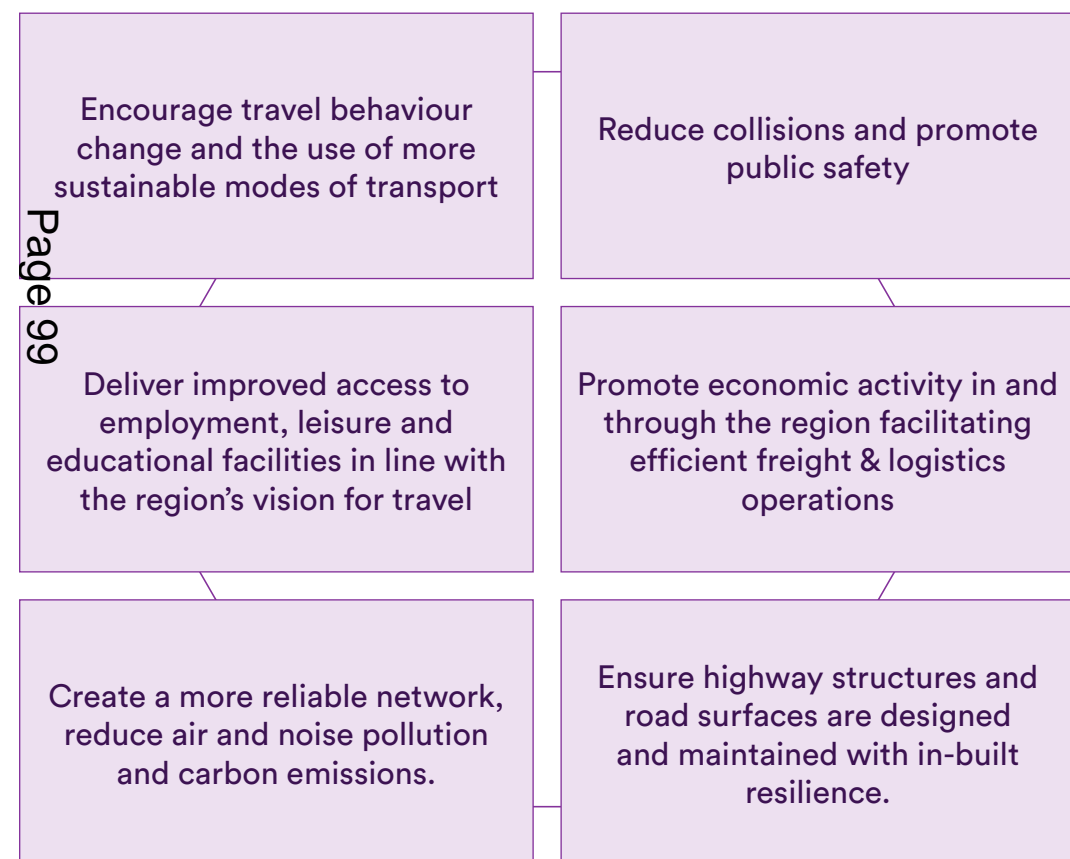
Vision and need for change

What is this Big Move?

This Big Move sets out the need to develop and manage the West Midlands highway network in a way that improves its reliability and resilience and better supports travel by more sustainable modes of transport.

We want our road network to adopt a shared approach to safer streets, one that responds to the needs and wants of existing and new users and provides short- and long-term benefits to the users.

We want to use our road network to:



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Where we are now:

Our road networks are congested and we have challenges with keeping them well maintained. We have with high levels of air and noise pollution. Journeys by car, bus and goods vehicle are often unpredictable and unreliable, and walking, wheeling and cycling feel unsafe due to heavy and fast-moving traffic.

Managing and maintaining the network to ensure it adapts to

Where we would like to be if our Big Move is successful:

Through better use of technology, partnership working and reallocation of space, our road network is reliable, safe and efficient for all users. It is well maintained and more resilient to extreme weather events, and road deaths are a thing of the past.

We make better use of our existing infrastructure by giving more space to modes which move people and goods most efficiently rather than trying to accommodate more cars, vans and lorries.

The road network supports our region's businesses to grow and thrive but balances this with creating safe and comfortable spaces on streets where people live or spend time.

What would our residents like to see change?

“A healthier life expectancy is more beneficial however sometimes it’s hard to remember that when you’re running late or you’re tired and it is just easier to hop in the car. **I think if we knew that the public transport were more reliable and less crowded I believe more people would be inclined to use it more.**”
25-44, Birmingham, 2 cars in HH, Driver

“**Good connectivity, ample car parking** at bus/coach stations, airports and railway stations. **Regular and reliable bus transport.** Trains that run on time and aren’t cancelled all the time. Cost of transport should be **affordable as well**, maybe cross subsidised by heavy fines for those that don’t pay when they use public transport.”
25-44, Birmingham, 2 cars in HH, Driver

“The local community **should use public transport more and use the car less**, so we have less air pollution. **The planet as a whole should contribute to the green environment.**”
16-24, Birmingham, One car in HH, Driver

“I would like to see everyone have a long-term benefit to an active lifestyle which means I will have a longer life expectancy, and I would also like people to be surrounded by **environmentally friendly modes of transport** which don’t deteriorate their health.”
16-24, Birmingham, One car in HH, Driver

What does this mean in practice?

This Big Move is all about:

- How we will think about planning, developing and making investment decisions to improve the network for current and future generations.
- How we will effectively manage the performance of the highway network to make sure it is reliable and safe and provides good access to opportunities for all road users.
- How we will maintain the existing highway network to a high standard for everyone who uses it.



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Our Core Strategy says we need to:

Reduce Traffic

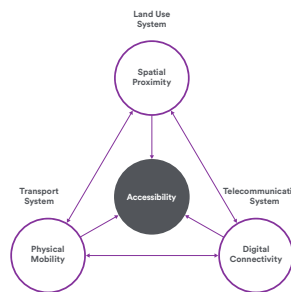


How our Big Move will contribute to these goals:

We need to think differently about our roads, they are part of a holistic transport system to move people and goods, not just to move cars, vans and lorries. We can make roads more efficient and still reduce traffic. At the same time this can help create better places.

The use of space on our roads will be one of, if not the most influential way in which we can achieve our overall aims for the Core Strategy. It is a scarce resource and one which we will need to manage appropriately. Sometimes we may need to reduce the amount of space available for traffic, in order to give that space to active and public transport, which will in-turn discourage some car use.

Improve Accessibility



Once again we need to think about accessibility differently. Previously we have been guilty of thinking in simple terms about how far a car, van or lorry can travel within a certain length of time. The further they could go was a measure of success. Unfortunately that kind of thinking simply re-enforces investment which seeks to continually improve this metric, often at the expense of other desirable outcomes (e.g. health and the environment). To think differently we need to consider that success could mean that journeys are made within a more predictable journey time, as opposed to simply faster, and that the journey has been safe and contributed less to air pollution.

Reliable and safe journeys can still help create an economically successful region. We need to be targeted as to what's the right approach for different parts of our network.

Electrify Transport



As with all our Big Moves we need to support the transition to all types of zero emission vehicles. Recharging and refuelling needs can largely be grouped into three: at home/business, en-route and at destination. The en-route elements is particularly important for how we plan our road networks. By working with the private sector we can help deliver a network of recharging and refuelling opportunities which meet all three of these needs, which over time will create more and more confidence for residents and businesses to make the switch.

Key policies and accountabilities to deliver the ambition

A new way to think about we plan and develop the network to encourage reliable and safe travel

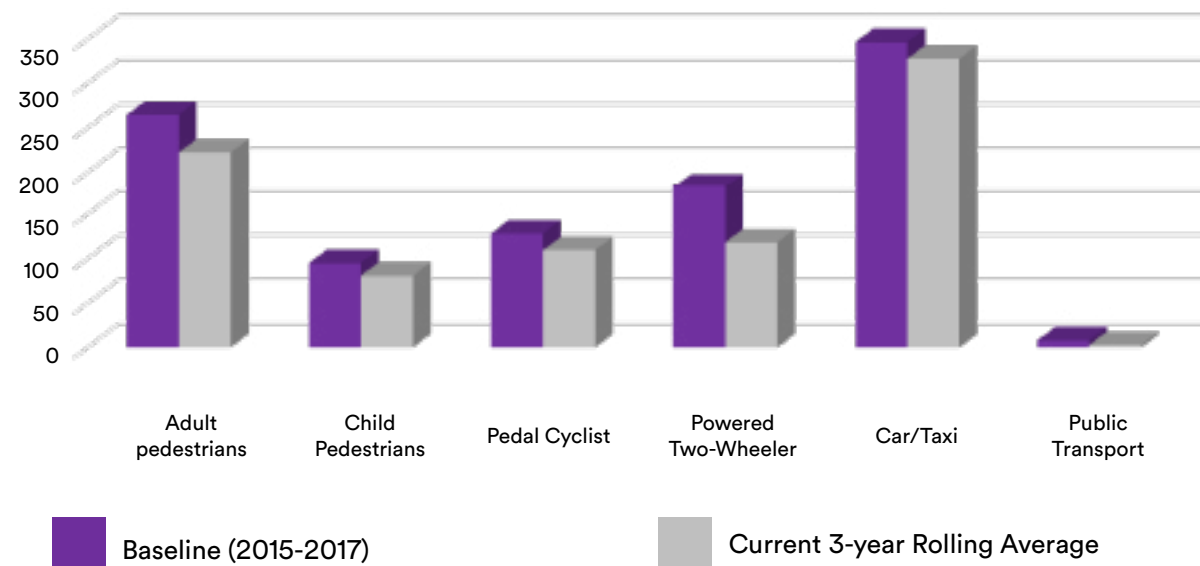
The need to consider how we use the space available to us is paramount, in future we will think about firstly who we want to give priority to and for what reasons, and secondly how we make the most efficient use of that space to move people and goods. As the home of UK transport innovation and leading the largest national transport innovation programme, we will continue to test and adopt new technology to improve our ability to manage and operate the transport network more reliably and safely.

We have known for some time that we cannot build our way out of congestion. More roads just produce more cars and the problems just repeat themselves. Given that much of our road network is in constrained urban environments, building new or widening existing roads is most often physically very difficult anyway. This means we need a new approach and guidance/policy on how/when and why we'll share the space available on our roads and streets. Our starting point will always be to find all ways possible not to increase the capacity of any road, but we should challenge ourselves to make alternatives work.

We recognise that deaths and serious injuries on the road are not an acceptable price to pay for mobility. This approach will enable a safe systems approach that considers safety on all aspects of the transport system and will be based on safe road users, safe vehicles, safe speeds, safe roads and mobility, and a post-crash response. In addition to achieving a 40% reduction in the amount of Killed and Seriously Injured (KSIs) across the region by 2028, the West Midlands will also adopt a more stretching target of a 50% reduction in killed and seriously injured road casualties per 100,000 population by 2030.

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KSIs by Target Categories - Baseline (2015-2017) vs Current 3-Year Rolling Average (2019-2021)



WMCA and local authorities will:

- Develop a more consistent framework for using and improving different types of streets to enable more people to travel safely by sustainable modes. This will guide investment and network management decisions and will help to future proof our streets for new technologies and extreme weather events.
- Adopt a general presumption against investment in new roads and highways capacity, except where such capacity is justified to provide transformational sustainable transport provision or to sustainably unlock development sites.
- Adopt a Vision Zero approach to road danger reduction and will publish a new Regional Road Safety Strategy containing a more detailed action plan based on the safe systems approach.
- Any improvements to the highway network will be designed to minimise the negative environmental impacts (including reducing embodied carbon) and to enhance the urban and natural environment.



Key policies and accountabilities to deliver the ambition

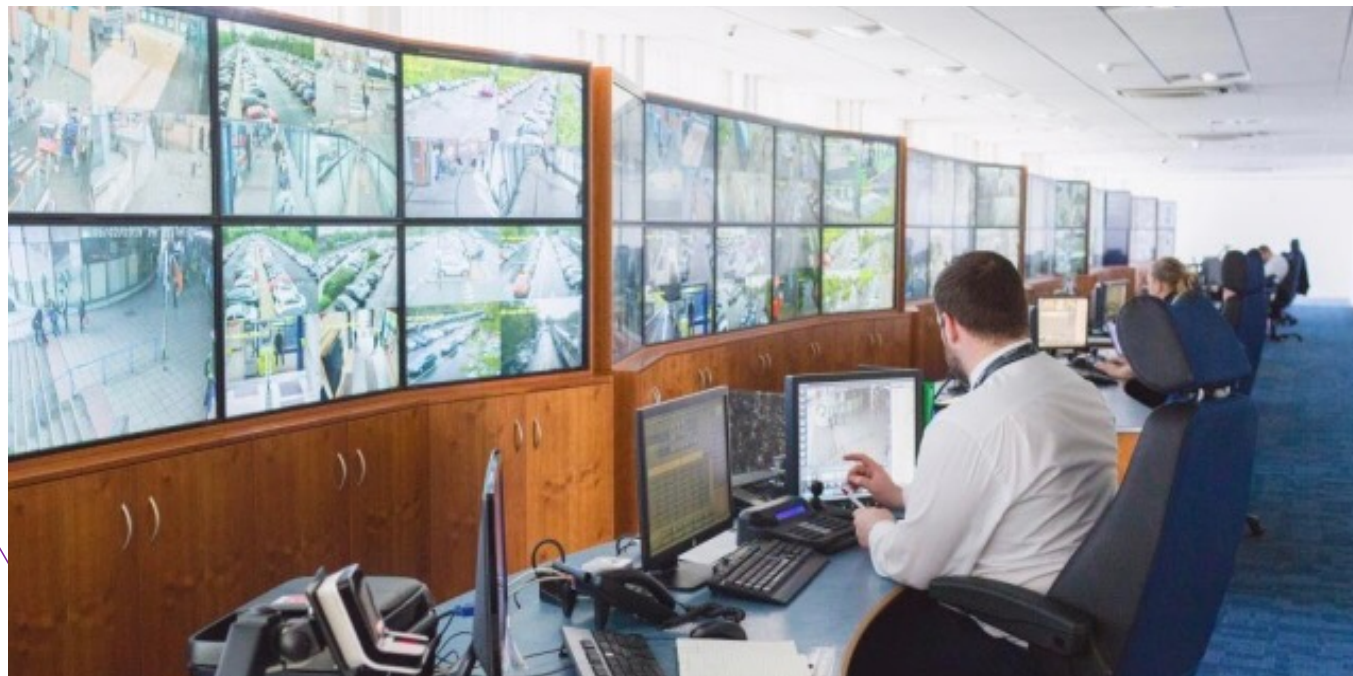
Making the most of the network we have any ensuring it operates efficiently

We have to make what we already have operate as efficiently as possible. WMCA and local authorities will improve the operational efficiency and reliability of the transport network through a collaborative partnership approach, including National Highways and West Midlands Police, focusing on measures to better manage the operation and maintenance of the highway network including responding effectively to planned and unplanned disruption. This may require some tweaks or changes to the road layout but often it will be to utilise technology.

We have started to do this through our Regional Transport Co-ordination Centre (RTCC), which opened in 2020. But there is much more to come from that asset as technology improves and we can integrate more into it. TfWM and local authorities will also work with freight and logistics operators to ensure that the development and management of our network supports more efficient, safe, sustainable and reliable freight & logistics journeys.

Across the region area strategies will be developed and these will apply consistent approaches to managing car parking availability, pricing and enforcement in different locations, to manage the amount of space that is given to parked vehicles, to tackle issues such as pavement parking, and to support the shift to more sustainable modes. Enforcement and regulation are essential tools for managing the network effectively. People need to feel encouraged to make sustainable journeys, WMCA will support this through providing journey planning tools and information.

The Regional Transport Co-ordination Centre (RTCC):



WMCA will:

- Work collaboratively with local and national partners (including National Highways and West Midlands Police) to manage and monitor the West Midlands Key Route Network (KRN) to achieve LTP objectives, including identifying additional powers and funding required to improve the management of the KRN.
- Focus on improved use of RTCC and new technology; better enforcement of moving traffic offences and management of parking; better management of street works; and travel demand management measures.
- Work with local authorities to ensure that area strategies consider robust approaches to managing local car parking, cycle parking, and deliveries and servicing, to support the shift to more sustainable modes.
- Maintain a programme of interventions to encourage people to make sustainable journeys and make best use of available capacity, including journey planning tools and information and supporting road users during times of planned and unplanned disruption.
- Work with freight and logistics operators to ensure that transport network supports more efficient, safe, sustainable and reliable movement of goods.

Making sure that our roads are well maintained and safe to use

We need to address the decline in road surface conditions and ensure all assets are maintained, but there are funding pressures which hamper this aspiration. Added to this comes the increased pressure of climate change causing more extreme weather (especially from hotter summers and colder winters) which is causing a faster degradation of our roads. As we develop new ways of delivering maintenance and greater use of technology to monitor the condition of our roads, we will ensure that we particularly consider the needs of vulnerable road users, such as people walking, wheeling, scooting or cycling.

TfWM and local authorities will:

- Develop the Central Asset Repository for the Key Route Network to ensure that highways assets are maintained to a high standard for all road users through our Highway Maintenance Programme.
- Make best use of data to proactively maintain and improve the network.

The Key Route Network

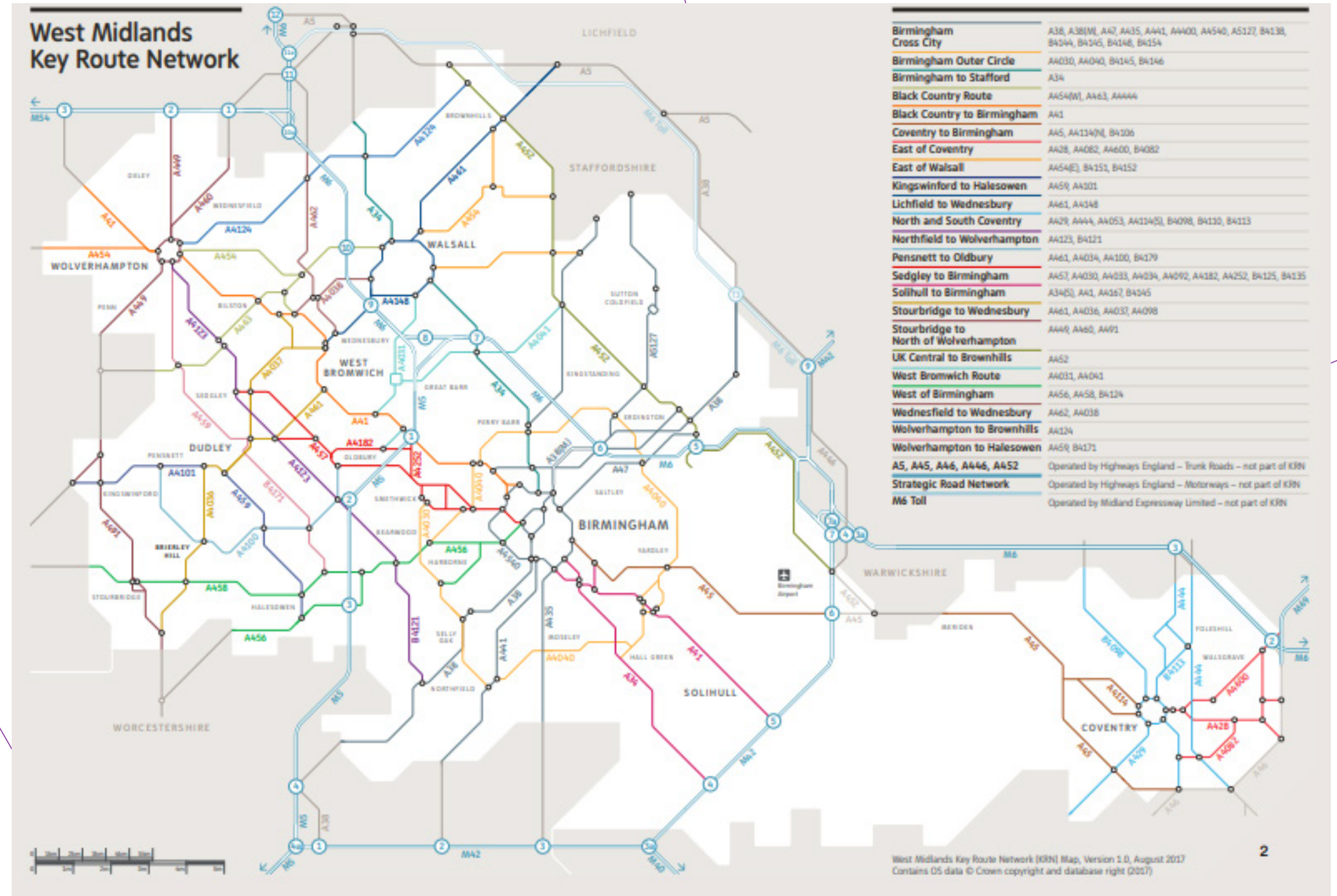
The Key Route Network is essential for the following main purposes:

- Serving the main strategic demand flows of people, goods and services;
- Serving large traffic volumes; and
- Providing connections to the national strategic road network.

A collaborative approach is required to develop and manage the KRN, WMCA will work with local and neighbouring authorities, national highways and other partners to plan, manage and maintain the network.



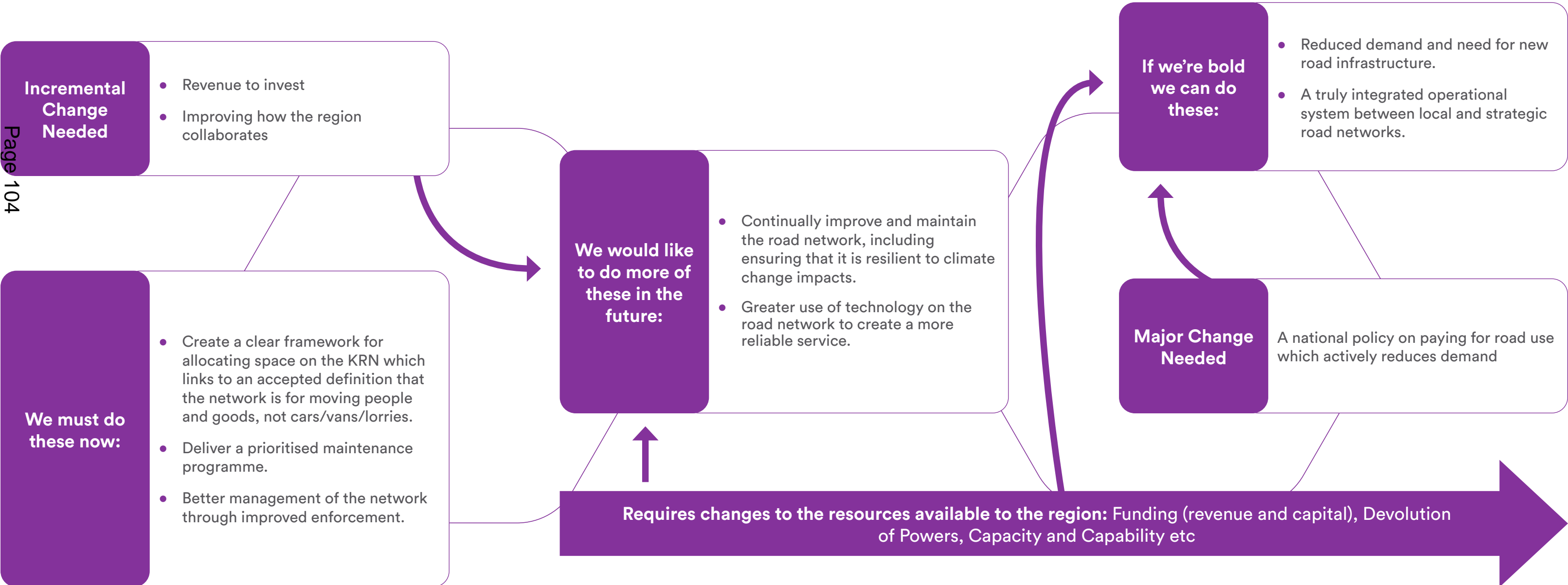
Page 03 ensure future management of the KRN, WMCA will monitor progress against an agreed set of key performance indicators using a shared dashboard.



What's the pathway to our Safe, Efficient & Reliable Network ambition?

We have set out our ambitions under this Big Move for what we believe the region can become and what policies are needed to help us get there. Here we present how we believe we can incrementally move towards the full ambition.

There are things we can do now. We have the resources, powers, funding and now the policies in place start the process of moving towards our vision. To get there fully will require future change to a number of factors; either resourcing/funding, devolution of powers or we may need more broad local public and political consensus of what the right choices are before we can make the next steps. In some cases we may also need changes in national policy/priorities or a technological advancement to help us make the leaps towards our Big Move.



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Big Move 6: A green transport revolution

Vision and need for change

What is this Big Move?

The West Midlands Combined Authority has declared a climate emergency and committed to achieving a net-zero region by 2041. Our transport system needs to support this goal by accelerating the use of zero emission vehicles and supporting more sustainable lifestyles. The land, water and air that we depend on is being damaged at a rate that is unsustainable. We need to reduce our impacts by pursuing the appropriate policies and maximising our use of technology and innovation in an appropriate way to help us minimise and where possible turn back damage to our environment.

Our region must work together to tackle the climate emergency, improve air quality and maintain biodiversity. We can achieve this by supporting sustainable lifestyles and supporting a technology revolution.



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Where we are now:

The pace and rollout of electric vehicle charging infrastructure is too slow and a known barrier to more people making the switch.

Innovation in the transport field often happens in silos which is holding back further opportunities and benefits, particularly to accelerate our trajectory to net-zero carbon by 2041.

Transport has a significant detrimental and ultimately unsustainable impact on the natural and built environment.

Where we would like to be if our Big Move is successful:

We are exploiting our strengths in products such as public transport, connected and autonomous vehicles, 5G, Mobility as a Service and modern infrastructure construction techniques as well as battery technology to provide world-class transport services for residents and businesses.

Our region has become a place to test and trial innovative new ways of developing, managing and maintaining the transport network.

The extensive network of recharging and refueling hubs available supports a rapid transition to low-emission vehicles (car/van, lorries and public transport), creating cleaner air and meeting our net zero commitments.

What would our residents like to see change?

“Our local high street is one of the most polluted in the midlands, both our kids have been in and out of hospital with breathing conditions exacerbated by pollution. **Reduce the amount of standing traffic. Pedestrianise the high street!**”

45-64, Sandwell, One car in HH, Non licence holder

“It is very important to reduce or carbon emissions. **Not only is it healthier for ourselves, but is good for the environment.** Polluting our planet is not something that we should continue to do as the knock on effect will be effect for years to come”

25-44, Birmingham, 2 cars in Household ,Driver

Environmentally Friendly Alternatives

“Car ownership has risen overtime and will continue to do so, but the cars we use will gradually change to more environmentally friendly models such as electric cars, but this will take time -similar to the switch from leaded to unleaded petrol.”

65+, Dudley, 1 car in HH, Driver

“I would like the planet to be more eco-friendly and the environment to be better, as well as pollution levels lowered.”

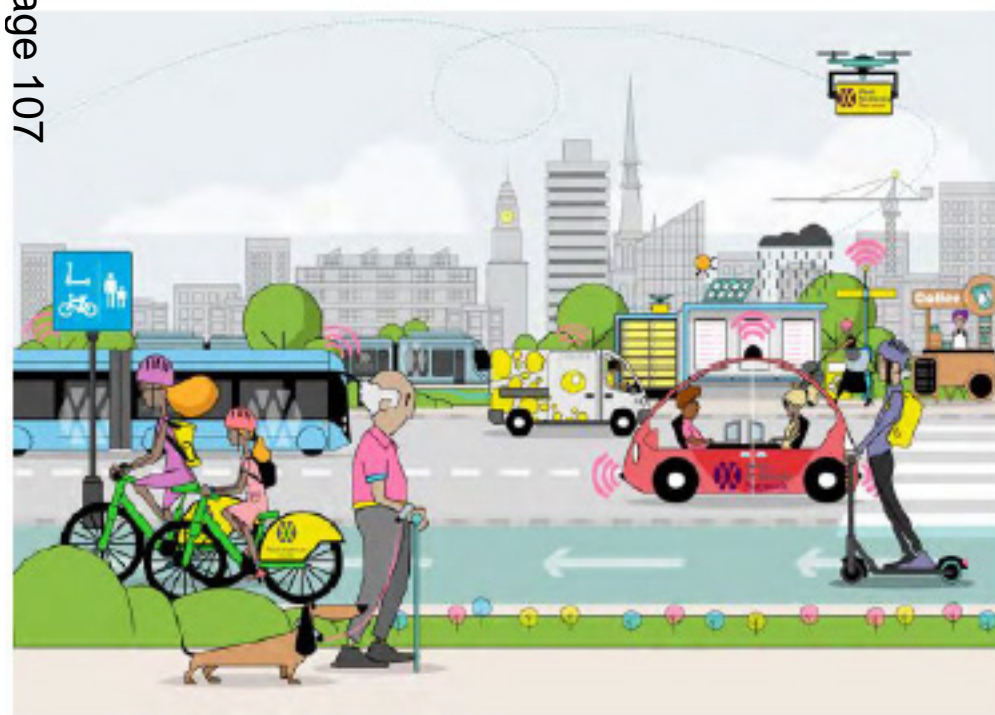
16-24, Sandwell, Three+ cars in HH, Driver

What does this mean in practice?

This Big Move is all about:

- Supporting the transition to a zero emission vehicle fleet in the West Midlands to radically reduce transport emissions. This requires the right **recharging and refuelling network** to support an accelerated shift away from internal combustion engines; and requires investment to support rapid transition of the public transport and shared transport fleet to zero emission vehicles.
- Delivering wider policies needed to support WM’s commitment to be Net Zero by 2041 – including reducing the need to travel and shifting more journeys to sustainable modes.
- How we will ensure that all decisions we make will consider the impacts on and seek to improve the quality of **built and natural environments**.
- How we will embed **innovation** into our way of working through partnerships, both within the public sector and with the private sector. We are seeking to maximise the opportunities of the assets we hold, the expertise in our teams and the data we collect.

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We can focus our innovative thinking towards creating a zero carbon transport system which brings our communities together.

Our Core Strategy says we need to:

Electrifying Transport



How our Big Move will contribute to these goals:

Accelerating the shift away from internal combustion engines is the main focus for this Big Move. We know that, despite excellent progress in recent years, our charging infrastructure network is not yet where it needs to be. We need to get infrastructure to where users need it: at home (for areas where there is little or no off-street parking), enroute for longer journeys and at the destinations people travel to. Each of those has their own needs (in terms of space, trickle/rapid or ultra-rapid charging) which will need to be planned for carefully.

There is also a need for us to think about integrating electric vehicles into a wider ‘public’ transport offer through the use of car clubs and the promotion of shared use/ownership models for EVs.

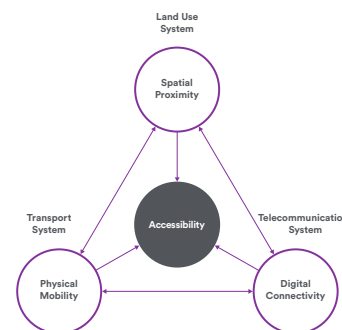
Reduce Traffic



Technology will drive radical changes in transport in the next few decades with profound implications for transport users and businesses. Electrification, connectivity, automation, and real-time data collection and analysis are driving the development of new modes of travel and new ways to do business. Transport innovation has significant opportunities for the people and businesses of the region by making journeys more affordable, reliable and safer whilst reducing the impact on the environment.

There is more to our innovation work than to simply reduce traffic but technology will have a strong role to play in both managing demand and reducing the need to travel.

Improve Accessibility



Digital connectivity forms part of our new definition and way of measuring accessibility for the West Midlands. Having access to good digital connectivity will have an increasing impact on people’s quality of life.

We will need to think carefully about some of the potential unintended consequences of future technology and innovation. We will ensure that it is a positive addition to our region and adds to our wider definition of how we want accessibility to improve. Without the right frameworks and policies in place new modes of transport and business models could have potentially disruptive impacts on accessibility.

Key policies and accountabilities to deliver the ambition

Supporting the switch to zero emission vehicles

- There is a strong theme through our LTP Core Strategy and these Big Moves to transition to a region where active and public transport are the first choice to make most journeys. However, we do recognise that cars will remain the most flexible form of transport. In order to meet our 2041 net-zero carbon targets we will therefore have to accelerate the take up of electric vehicles for residents, workers and visitors to our region. To meet the needs of existing and new communities and businesses across the region. Our plans for doing so will consider the needs of all types of vehicles and support an equitable transition to an electric future.
- It is not just cars that need to make the switch, we also need to find ways for businesses to electrify or use other alternative fuels for vans, lorries, buses and coaches. For buses, TfWM is aiming for a **100% zero emissions bus fleet by 2030**. This will use lessons learned from the Coventry zero emission bus project, identifying existing or new bus depot locations to accommodate vehicle infrastructure.
- We will work closely with Midlands Connect (the Sub-national Transport Body for the whole Midlands region) who are leading on national research and recommendations around the recharging and refuelling infrastructure needed to support the freight and logistics industry to decarbonise.

WMCA, TfWM, Midlands Connect, local authority and energy partners will:

- Work together with our local authorities and Midlands Connect to develop an updated Zero Emission Vehicle Strategy, to guide the provision of a public charging and refuelling infrastructure network to support an equitable transition to ZEVs. The strategy will consider the needs of both private vehicles and commercial vehicles, including public transport (targeting the bus, metro and rail networks).

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Key policies and accountabilities to deliver the ambition

Ensuring what we plan and deliver avoids harm to our built and natural environment

- Our Local Transport Plan commits us to embed sustainability practices into projects from the initial planning stages. Impacts on the natural environment occur throughout a project’s lifecycle, so it is important to be proactive as we plan, deliver, operate (and decommission) the transport system and its component elements.
- Improving the environmental quality of urban areas is fundamental to securing a sustainable future for the people of the region. WMCA will develop a regional Air Quality Framework to ensure air quality is improved and the opportunities to improve it are considered for all new schemes and projects.
- We recognise the impact that new developments and transport infrastructure can have on the surrounding environment and biodiversity of areas. TfWM and local authorities will work together to conserve and enhance the urban environment, including heritage assets for all new projects.

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WMCA, TfWM and local authorities partners will:

- Adopt PAS2080 standards to minimise embodied carbon emissions from new transport infrastructure, and meeting or exceeding statutory requirements with respect to issues such as Clean Air, Biodiversity Net Gain and conservation of the urban environment, including heritage assets.
- Place a strong emphasis on avoiding, mitigating and enhancing environmental impacts at all stages of developing and delivering transport improvements.

Innovation to enhance our region

The region has great assets as a public authority to unlock innovation. This includes our ownership and operation of the road network, of public transport infrastructure and land/space to allocate to promoting new modes of travel. We will put these assets to use in a way that ensures we explore innovation ideas in a way that seeks to unlock opportunity to support the wider aims of our Local Transport Plan.

Examples of innovation principles / the assets that we bring to our projects currently:

Title	Explanation	Example
Access to public funding	Innovation projects rely on money. WMCA applies for grants from Government for varying different projects.	Future Transport Zone – £22 million for numerous different innovations, such as Mobility Hubs and Mobility as a Service.
Access to authority and powers to plan, develop and regulate	In order to appropriately test new technologies, sometimes regulatory powers need to be changed. This allows trials to work in areas they would not previously	Trailblazing Devolution Deal – being negotiated to devolve more power to the metropolitan county. Potentially including Regulatory Sandbox to give more ability to trial new innovations.
Access to our partnerships and influence with key agents	WMCA innovation relies on constituent local authorities in the West Midlands, other nearby local authorities, Local Enterprise Partnerships, other local services, private enterprise and more.	Drone project is in partnership with police and local authorities within the West Midlands.
Access to public infrastructure	While the road/transport infrastructure comes collectively under the responsibility TfWM, local authorities, national government and private sector businesses, we do maintain a significant function and control.	WMCA holds particular responsibility for the Key Route Network of roads, the 23 busiest routes in the West Midlands.
Access to skills and expertise	Institutional skills from across the WMCA assist in the identification and development of innovation. Knowledge and previous experience can guide new innovation projects.	West Midlands Metro advising on new Very Light Rail (VLR) projects, to give insight on challenges facing light rail projects.
Access to public data and information	In order to decide which innovations are necessary and assess any innovation projects, data collection and analysis is vital.	Regional Transport Co-Ordination Centre (RTCC) which gives the ability to view the transport network 24 hours a day.

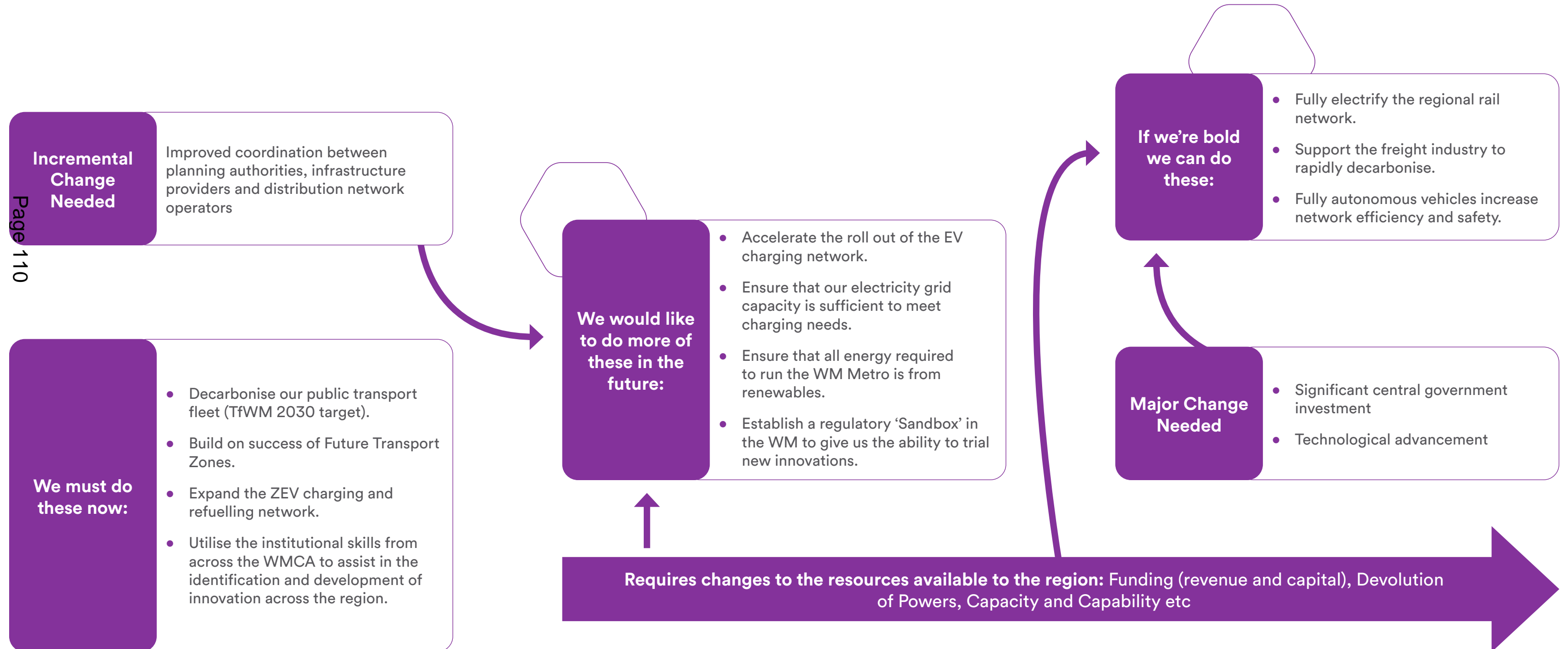
TfWM and partners will:

- As the home of UK transport innovation and leading the largest national transport innovation programme, TfWM and our partners will continue to test and adopt new technology; maximising opportunities which support our objectives of our LTP, whilst mitigating any potential negative impacts.

What's the pathway to our Green Revolution ambition?

We have set out our ambitions under this Big Move for what we believe the region can become and what policies are needed to help us get there. Here we present how we believe we can incrementally move towards the full ambition.

There are things we can do now. We have the resources, powers, funding and now the policies in place start the process of moving towards our vision. To get there fully will require future change to a number of factors; either resourcing/funding, devolution of powers or we may need more broad local public and political consensus of what the right choices are before we can make the next steps. In some cases we may also need changes in national policy/priorities or a technological advancement to help us make the leaps towards our Big Move.



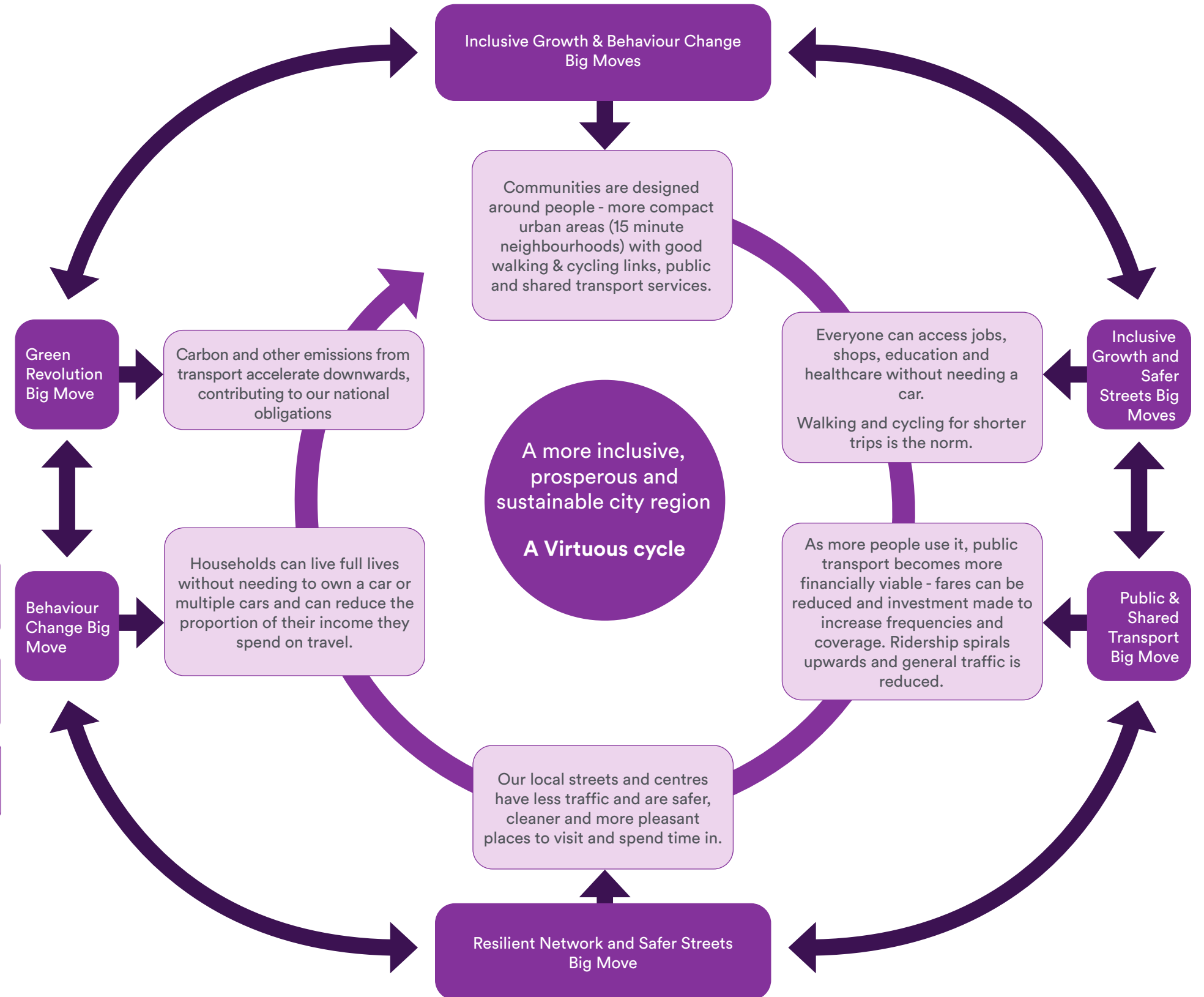
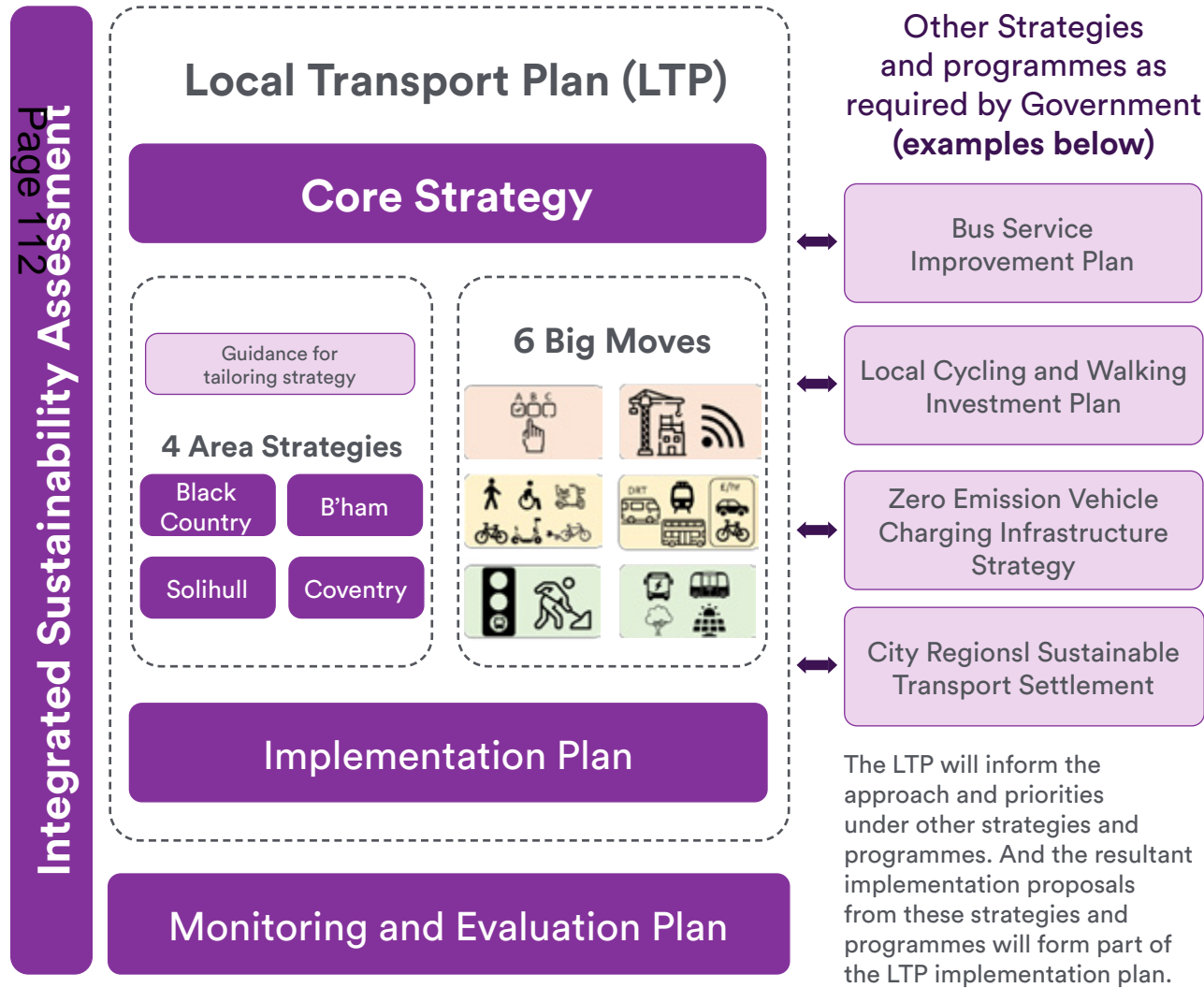
Next steps towards our Big Moves

Bringing our Big Moves together

Our Big Moves must work together

The Big Moves summarised in this document are designed to be the policy representation of what the LTP Core Strategy says is required to meet the vision and objectives of our Local Transport Plan. They are also designed to be a guiding hand for translating the ambitions of the Core Strategy through to the four area strategies to come.

The Big Moves need to be taken and implemented as a whole and as we progress we need to look at how actions across all the big Moves can be delivered effectively together to deliver the most effective impacts. Our approach for area strategies will help us understand what works where, reflecting the diverse characteristics of our region. This will help us identify what needs to be delivered as no-regrets measures but also how and where we can be bolder in a way that helps us create the virtuous cycle of improvements we identified at the start of this document. They need to be delivered in a way so as to complement each other to achieve our aims.



Things will start to change soon

Change requires collaboration

As we set out at the start of this document, to deliver Inclusive Growth across our region, we break away from the vicious cycle of car dependence to the virtuous cycle of continuous improvement.

Change needs to start now. We need buy-in from across the region for the need for change, and for everyone to play their part in getting us there. To achieve our shared vision, we may need to make some decisions which will challenge the status quo and which could be initially unpopular with some. Delivering the Big Moves will require changes in the way we engage with our residents and businesses ensuring that they are well-informed and involved throughout their evolution.

Change requires ongoing adaptation

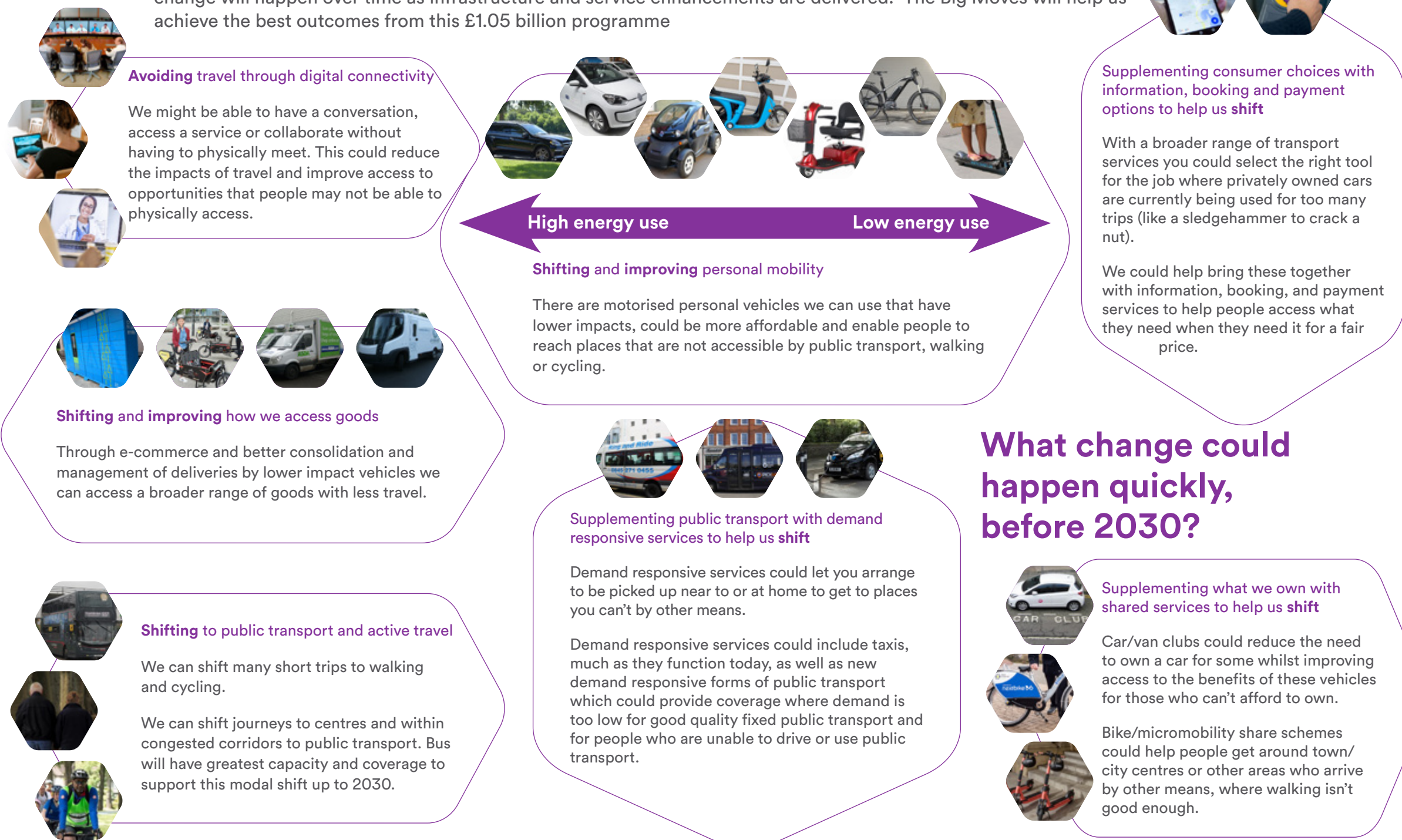
The future is inherently uncertain and some aspects of the Big Moves will need to be adapted over time, in response to changing circumstances. And for more innovative aspects of the plan, we may wish to trial some aspects in advance of rolling them out more widely across the whole region or on a permanent basis. Our success will be determined by our ability to be agile and to adapt our plans over time.

Change requires conversation

Through developing this Local Transport Plan, from publishing the Green Paper in 2021 to the draft Big Moves in 2023, we have started a conversation about how we can reimagine transport in the West Midlands. We need to keep that discussion going and getting better at understanding people's needs and engaging on the challenges we face and the changes we need to make with the people and businesses of the region.

Change starts now

For each Big Move we have given examples of what steps can be taken now with the funding, powers and policies we have in place. We also have a significant infrastructure programme to deliver over the next few years and so change will happen over time as infrastructure and service enhancements are delivered. The Big Moves will help us achieve the best outcomes from this £1.05 billion programme



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What will we do next

Transport Delivery Programme

Over the next 5 years TfWM and our partners will be delivering a significant £1.05 billion programme of transport improvements across our region. Our Big Moves policies provide additional support and direction for that exciting delivery programme by setting out a clear policy framework to guide our decision-making and priorities.

Area Strategies

We are aware that for some of the Big Moves there is more work to do to develop our ideas and to tailor them to the needs of specific areas before we can deliver them. A key next step is to take the frameworks and policies set out in the big move documents, and develop bespoke area-based strategies which will see them translated into more specific area-based programmes. TfWM will work closely with our constituent local authorities to develop strategies for the Black Country, Birmingham, Solihull and Coventry. These will help us develop a LTP implementation plan later in 2023.

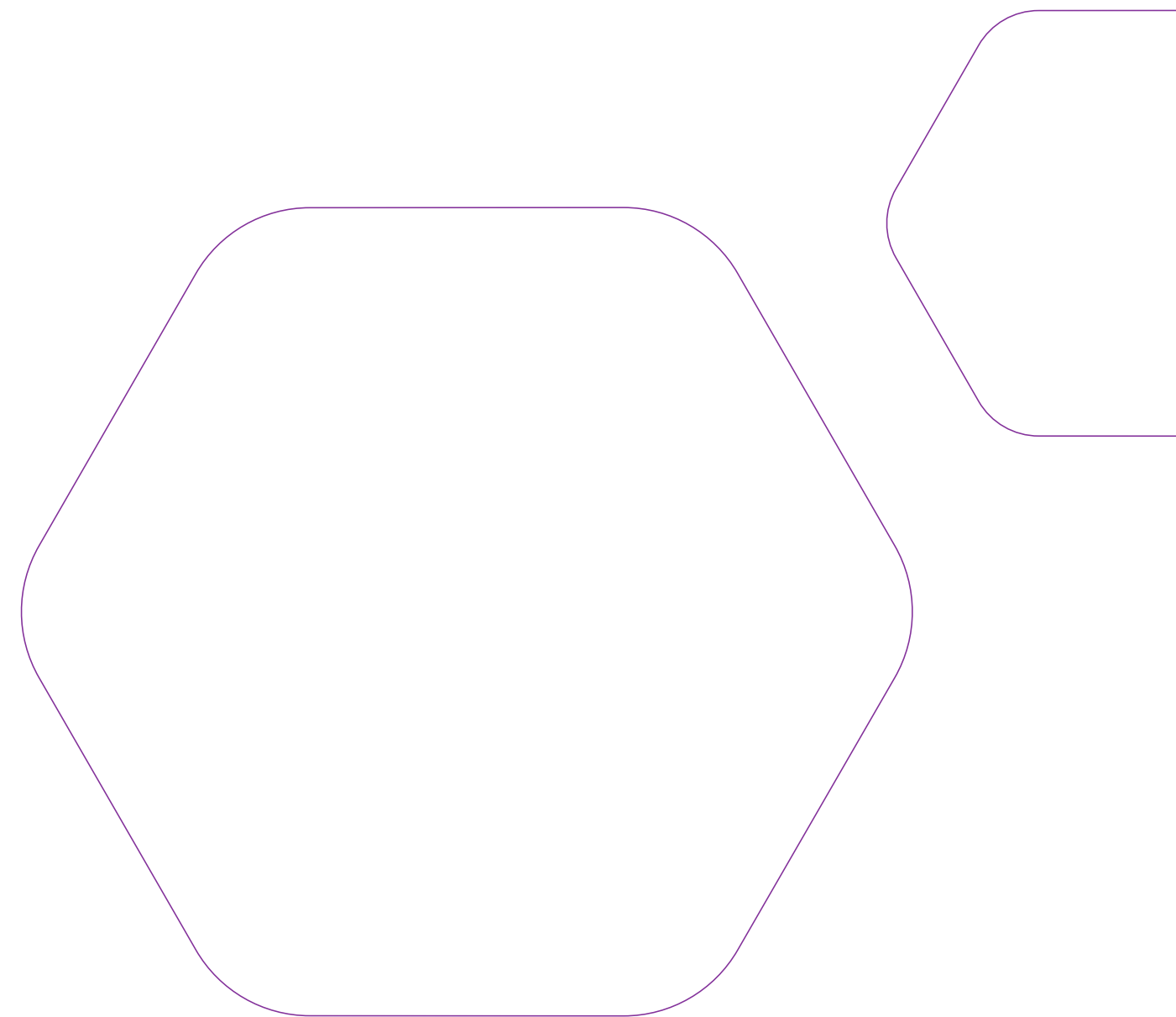
This work will draw on new data analysis techniques we have developed to map the characteristics of different communities in terms of levels of car ownership and access to every day services and opportunities. Along with significant local engagement, this will help to identify what sorts of interventions might be most appropriate in different locations, and to identify where non-transport actions are required (such as developing services closer to where people live or improving digital access to services).

Monitoring and Evaluation

We know that the way we approach the Big Moves will need to evolve over time, in response to changes in local and national circumstances and needs. We are developing an assessment framework to help us understand the impacts of the LTP on our objectives. In particular ambitious reductions in transport related emissions are needed to achieve the region's 2041 net zero target and the UK's legally binding carbon budgets to be net zero by 2050. The Transport Decarbonisation Plan sets out that the UK Government will seek to "drive decarbonisation and transport improvements at a local level by making quantifiable carbon reductions a fundamental part of local transport planning and funding".

To do this the Government has set out that it expects Local Transport Plans to be able to demonstrate how local transport authorities will "deliver ambitious, quantifiable carbon reductions in transport, taking into account the different transport requirements of different areas. The approach we have developed for Area Strategies will form a key element of responding to the Government's requirements to do this.

We will keep the performance of the Local Transport Plan under regular review, ensuring that TfWM and its partners are delivering the commitments in the plan, and that they are having a positive impact on social, environmental and economic outcomes in the region. We will adapt the plan over time on the basis of this careful monitoring and evaluation, and in response to feedback from communities and businesses.



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Transport for
West Midlands

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A summary of the Area Strategy Guidance Tool

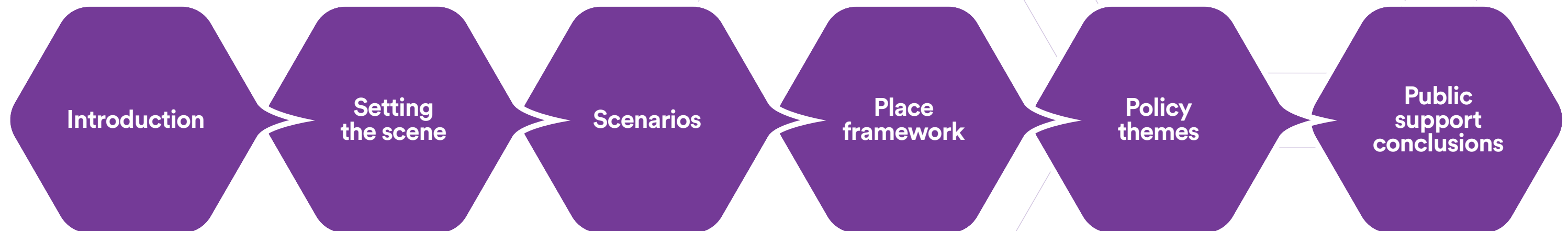
Introduction

This document is a summary of the Reimagining Transport in the West Midlands Local Transport Plan Area Strategy Guidance Tool.

The guidance tool has been written to help West Midlands transport professionals work collectively from a common evidence base. This will help promote and co-ordinate policies which support the Local Transport Plan at a strategic and local level.

This summary document provides a high-level overview of the full Guidance document, highlighting the key stages of the step-by-step guide.

The structure of this document is outlined in the following figure...

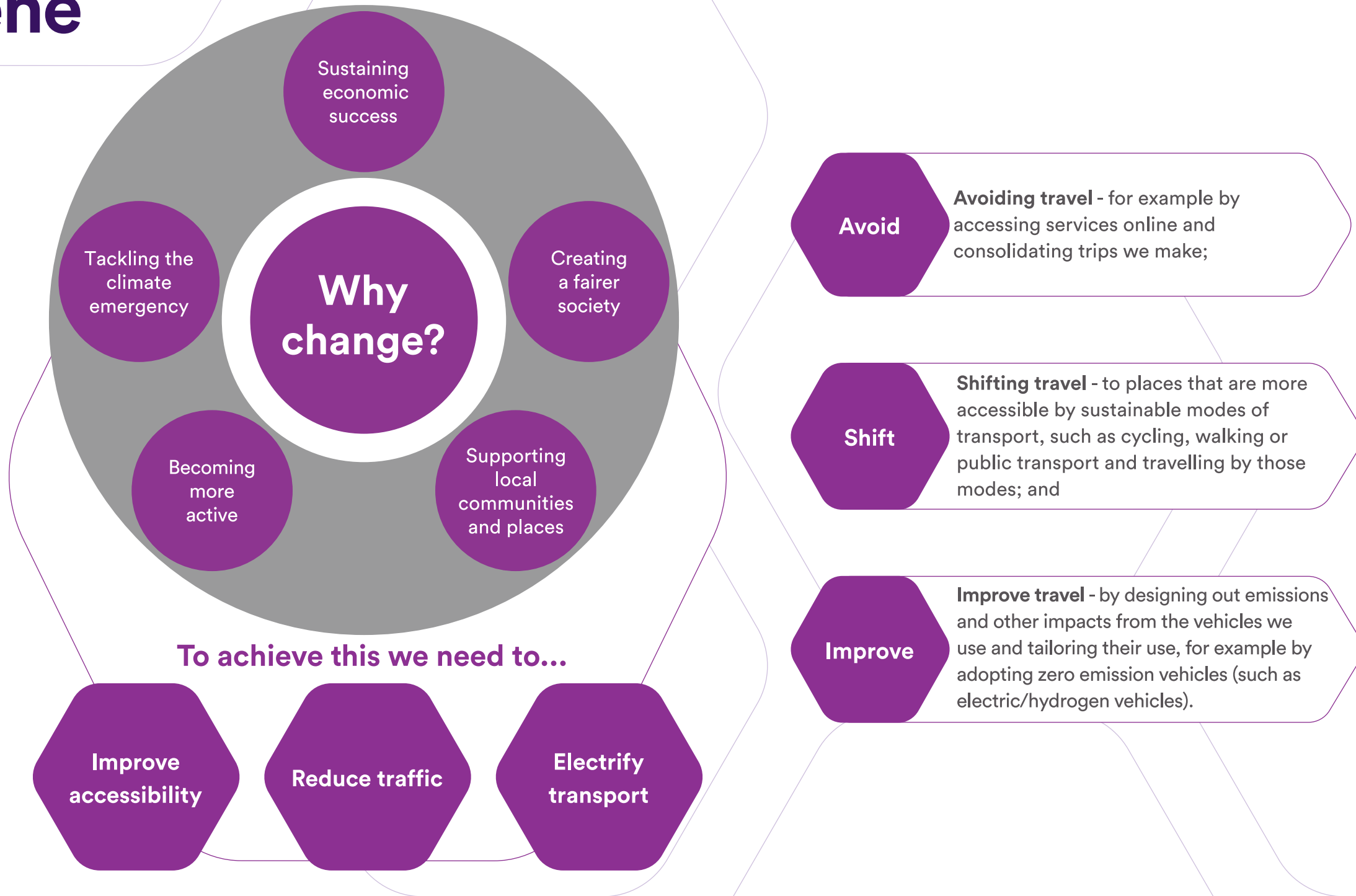


Setting The Scene

The LTP Core Strategy sets out how we will make progress against the 5 Motives for Change. At the heart of this LTP is a need to deliver behaviour change – local and national analysis suggests that in order to achieve the rapid decarbonisation needed to meet climate change targets but also to create a more equitable transport system that works for everyone, significant behaviour change is needed.

The West Midlands is already delivering some significant improvements to the transport system. But as the LTP Green Paper explains our, current strategy won't be enough to enable us to make changes of the scale and pace required.

This guidance and tool will help us to navigate challenges and develop the most appropriate approaches that work for the different people and places of the West Midlands. It will help us develop a common understanding of existing issues and constraints, the sorts of policies and measures that might be effective and appropriate and understand their impacts to help us continue to review and improve our approach. In particular it will help us to ensure we consider how people feel about how we might change the transport system.

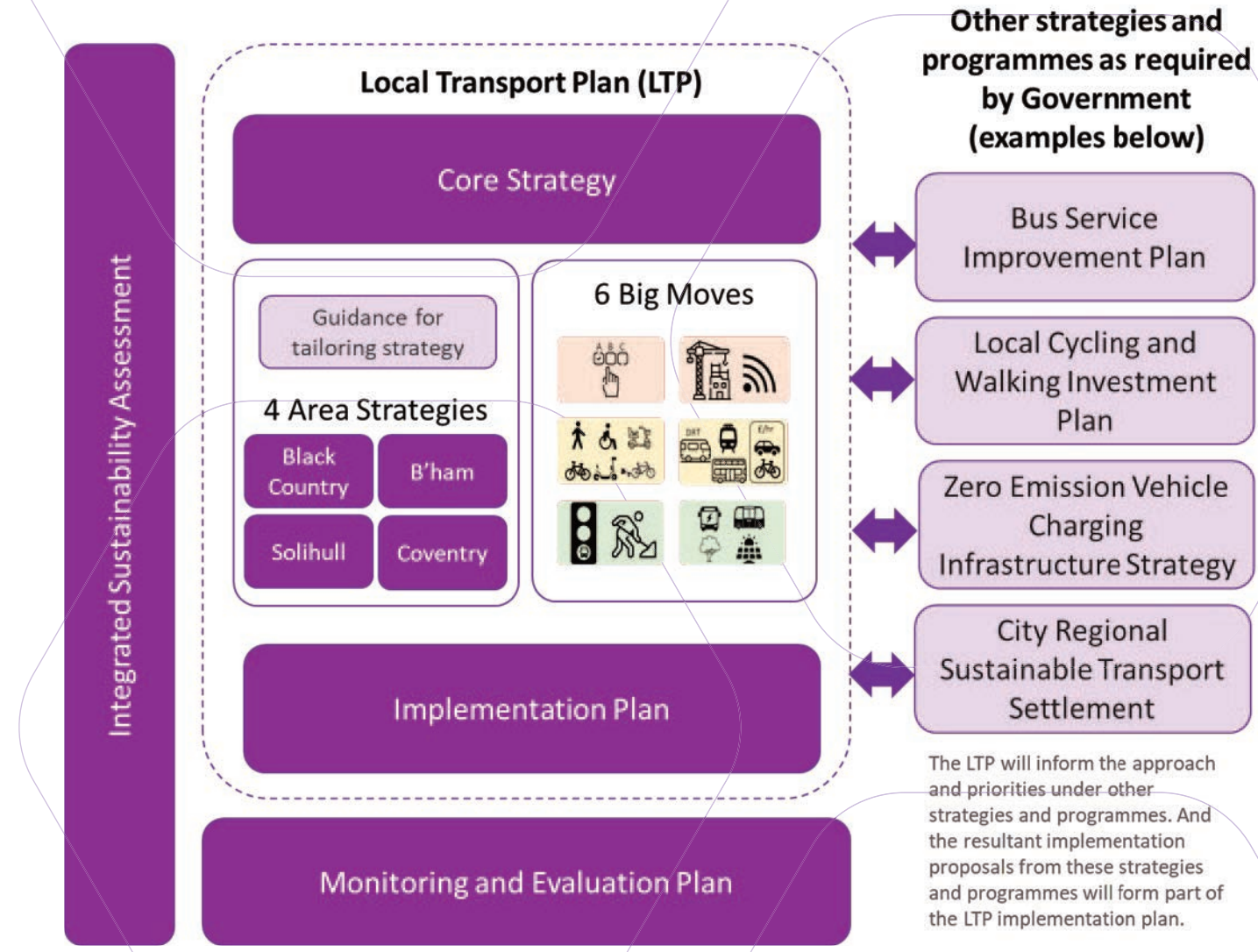


Setting The Scene

The West Midlands LTP will include a number of component documents as set out in this diagram.

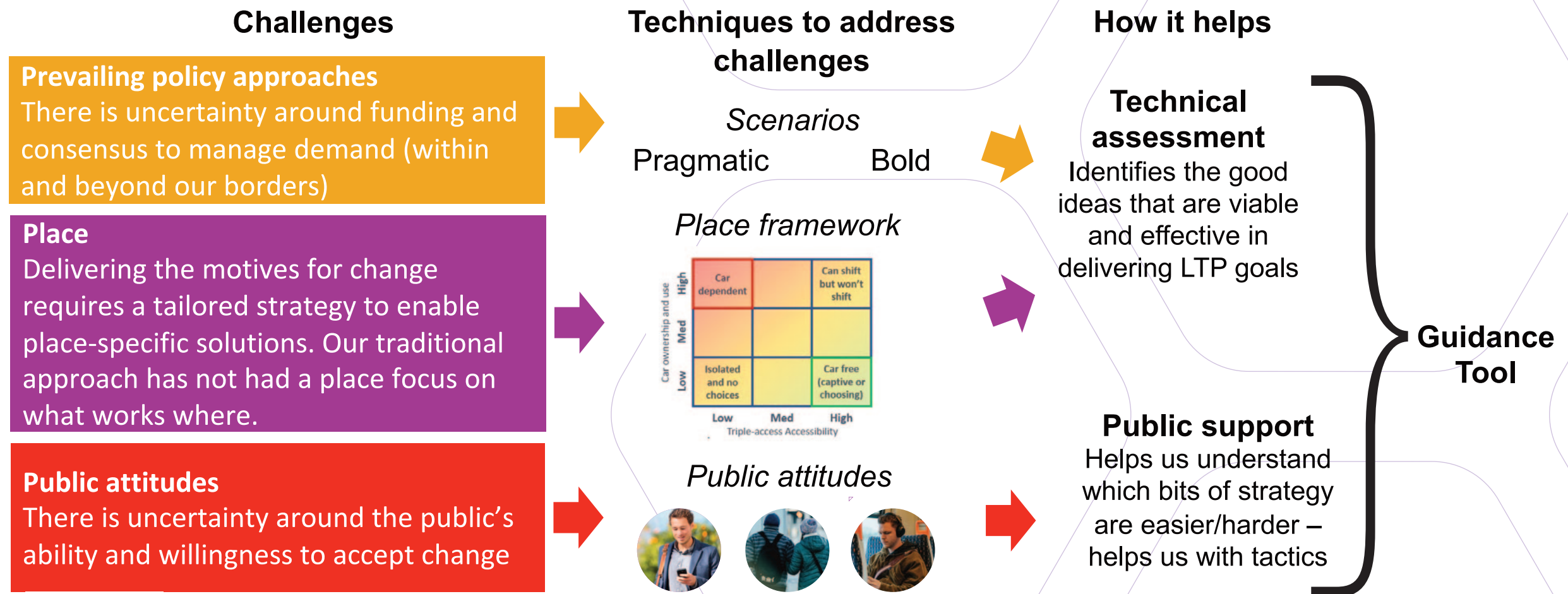
The Core Strategy sets out that we will develop four Area Strategies to help us with a strong and robust regional approach to tackling our shared challenges. This Area Strategy Guidance sets out a consistent approach to developing the four Area Strategies.

The Area Strategies will focus on the planning of measures across our neighbourhoods, centres and corridors. The Big Moves and Area Strategies will be developed in tandem. The Area Strategies will be particularly important for resolving how measures across the 6 Big Moves will be delivered alongside each other in particular places, and for accounting for the land use and development proposals within Local Development Plans.



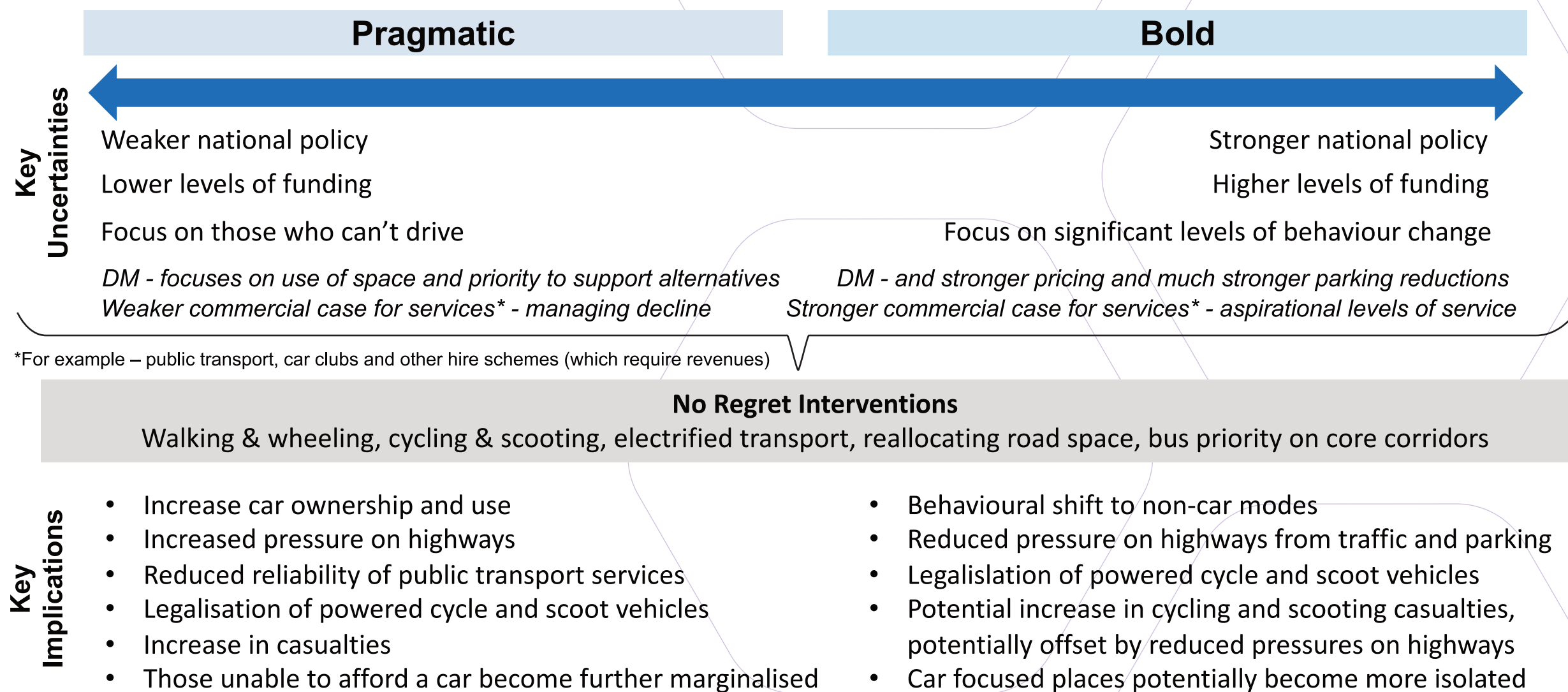
Setting The Scene

We need a consistent regional approach that provides long-term stability and aligns with DfT's LTP Guidance. A strategy that provides TfWM, local authorities and partners a starting place from which to develop the most effective localised approaches to the collective challenges that the region faces.



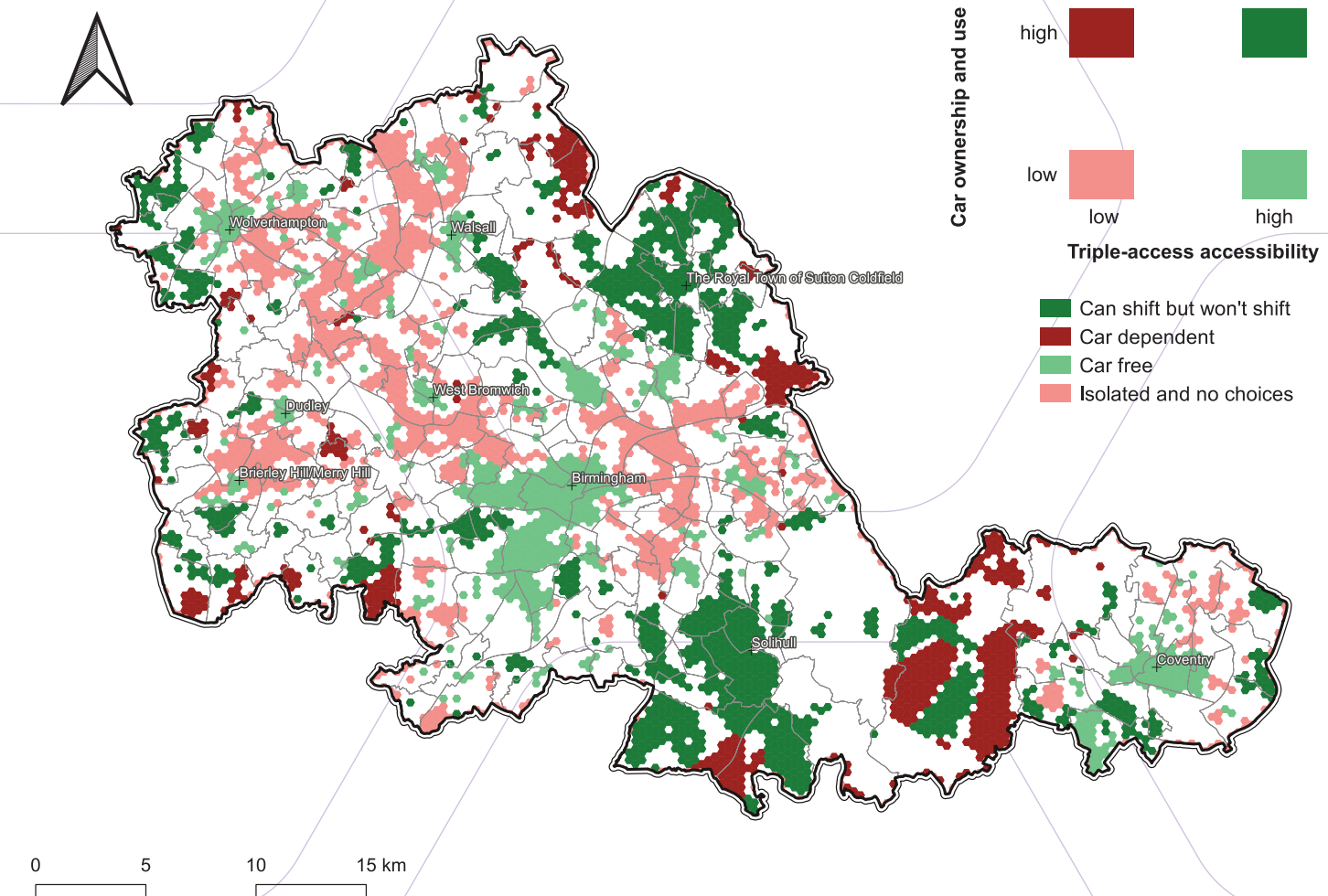
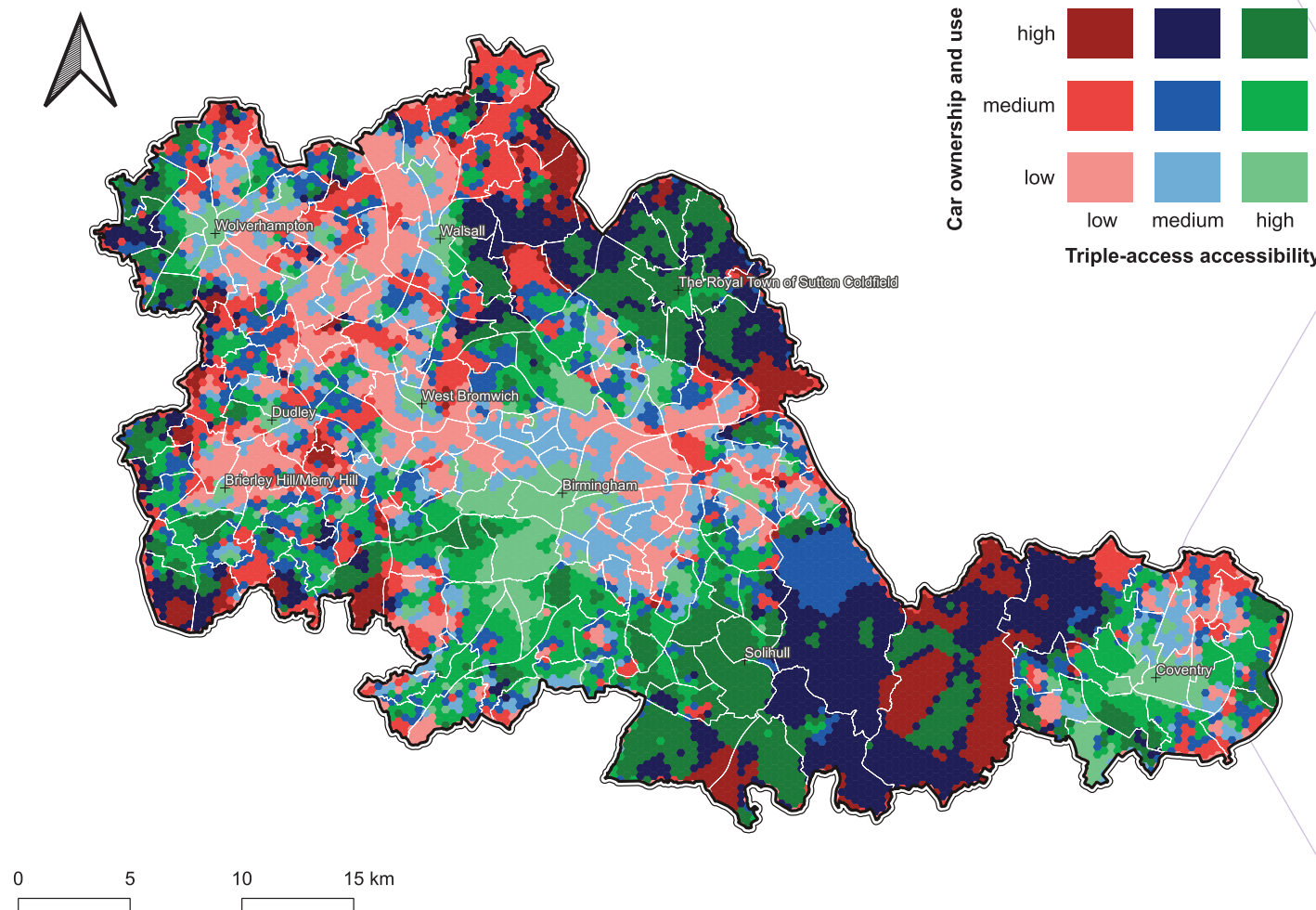
Scenarios

It is impossible to plan for every plausible future considering every plausible uncertainty, therefore we have focused on two extreme scenarios (Pragmatic and Bold) set around particular uncertainties that we considered would fundamentally affect the strategic context for intervention.



Place Framework

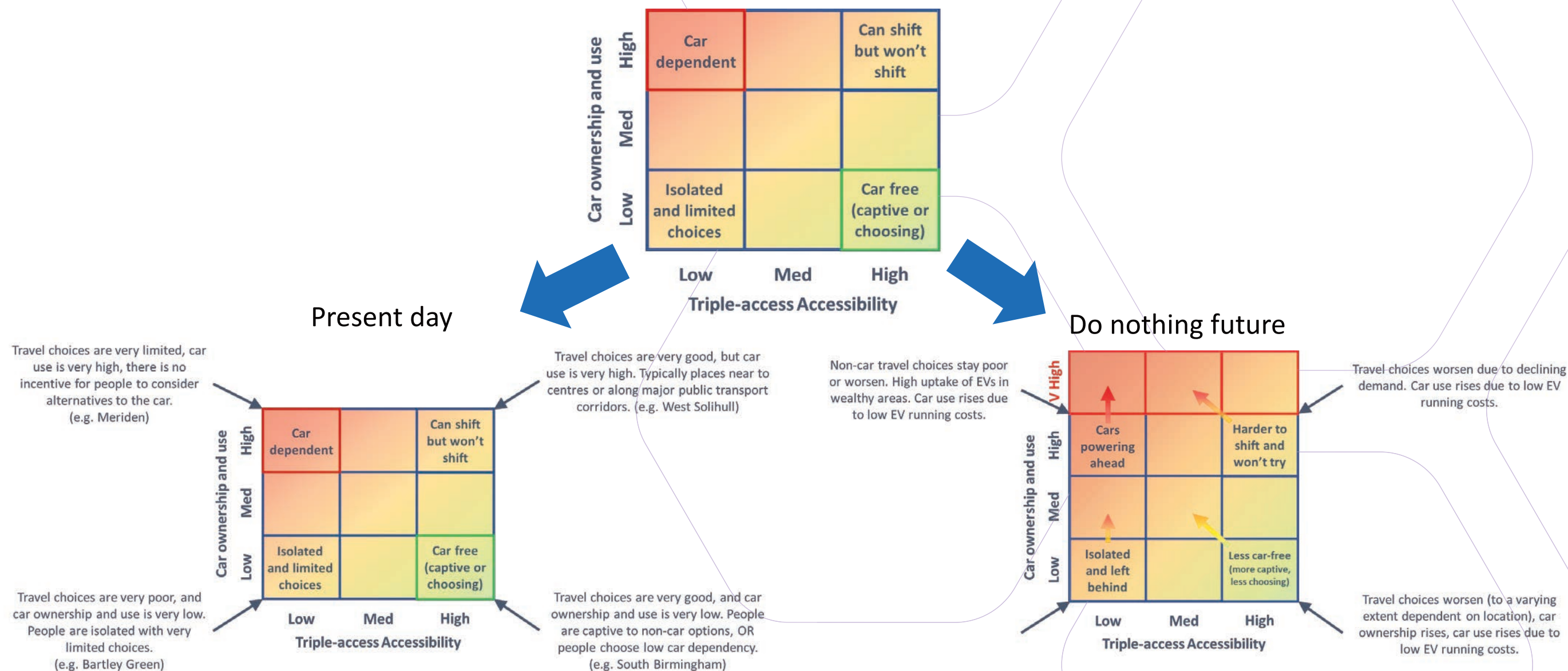
Using triple-access accessibility and car ownership and use, we categorised all places in the West Midlands as falling into 9 “bins” in a 3 X 3 matrix, describing relative access and car ownership and use. We have initially focused on the four extreme corners of the matrix to enable officers to apply critical thinking to how the key place (accessibility) and people (car ownership and use) factors would result in differences in how transport needs and options might evolve in different scenarios and places.



Place Framework

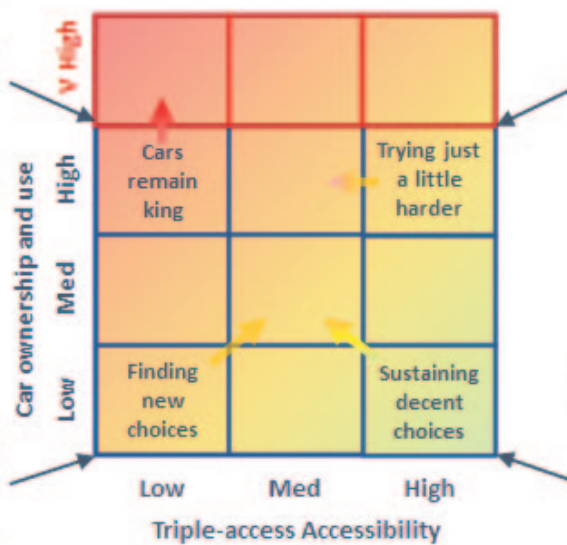
We considered:

- General present day behaviours, available options and challenges,
- How places in the four corners might change if we take no action over the next 10-20 years,
- What local policy driven changes could be viable and effective under our pragmatic and bold scenarios to best achieve LTP aims.



Pragmatic Future

Limited improvements to non-car travel choices. Public transport continues to struggle to compete, with service withdrawals (or replacement with DRT). High uptake of EVs in wealthy areas. Potential increase in car use, despite increased home-working.



Some attempts made to encourage mode shift but swimming against the tide of a declining PT network. Service withdrawals (or some replacement with DRT). Introduction of micromobility and active travel improvements help to mitigate. This helps to mitigate rise in car use.

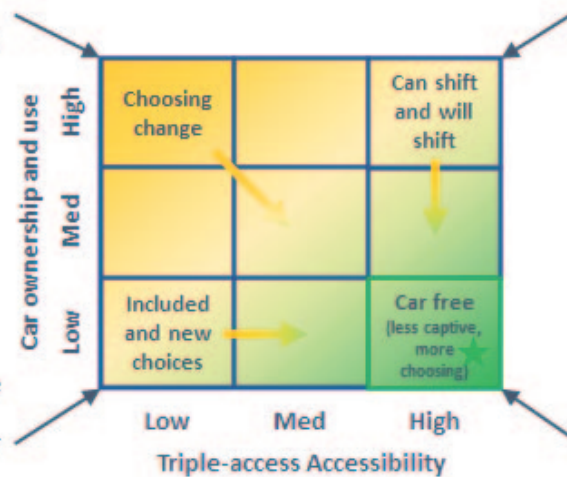
Improvements to active travel, micromobility and public transport (incl DRT, concessionary fares) to improve accessibility and inclusion. Car use starts to rise amongst some, although relatively modest due to costs of use and availability of alternatives.

Strong focus on improving active travel and introduction of micromobility. Public transport viability remains relatively strong, enabled by bus priority, mobility hubs and MaaS. But market dynamics could mean that there is some increase in car use in some communities.

Focus on doing the best we can for those who are unable to drive against a backdrop of declining levels of services such as public transport.

Bold Future

Significant improvements in Triple Access (improved local services, multi-modal connectivity). Widespread access to shared car services, less car use.



Travel choices further enhanced through Triple Access improvements (incl improved local services). Access to shared car services, less car use.

Significant improvements in Triple Access (local services, local connectivity). Shared cars to cater for more complex travel needs, but car use stays low.

World-class accessibility, delivered through close proximity to services and excellent travel choices. People opt to go car-free, occasionally using shared car services for complex journeys.

Focus on rapidly restructuring our transport system to accommodate behavioural shifts away from car use, aided by improved levels of demand for sustainable use of land and services such as PT and shared services.

On the next page we explain the implications of this for what policies can be pursued with no regrets, as opposed to those policies where we need to think more carefully because their future viability is impacted by what future we are in.

NO REGRETS

Policies that we can be more certain of pursuing in either scenario include:

- **Promoting accessible land use developments*** – development in places that can be accessed without a car and designed to enable non-car mobility and integration into wider area.
- **Supporting access via digital connectivity*** – supporting infrastructure, skills, and inclusively designed digital transport services
- **Supporting cycle and scoot** – enabling inclusive design and regulation of powered vehicles, enforcing rules, delivering education, and greater delivery of our cycle/scoot network.
- **Reliable core fixed PT** – our core network will weather uncertainty better than other services, we can deliver priority measures to enhance its reliability.
- **Walking and wheeling** - ensure footways/paths remain clear of obstacles, to provide safe crossing points, and to support pedestrian zones in some of our busiest high streets and centres.
- **Managing demand: reallocating space, access, and priority** – to support reliable core PT, walking and wheeling, and cycling and scooting, we will need to change how we use the space available for transport to create coherent, safe, convenient and reliable networks for these modes.
- **Electrifying transport: ZEV charging/refuelling** – whatever the future looks like, we need to reduce our use of ICE vehicles and this means we need sufficient charging/refuelling infrastructure. Care needs to be taken to strike a balance with overprovision of infrastructure as ZEV range improves and to avoid clutter that disrupts non-car travel.

* These policies are viable in both scenarios but the extent of their impacts will be much more limited in the pragmatic scenario, with a lack of wider market drivers to encourage more sustainable land uses, and digital connectivity modifying but not necessarily reducing overall travel.

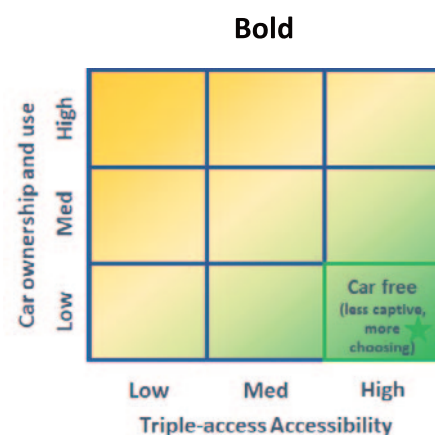
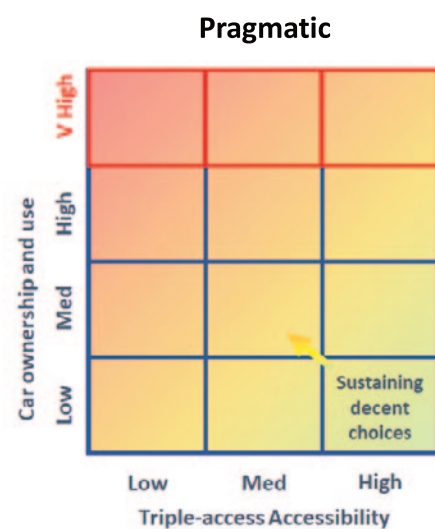
THINK CAREFULLY

Policies which deviate more significantly depending on scenario include:

Policy theme	Pragmatic	Bold
Fixed PT	With lower overall demand and subsidy for services we may find levels of service deteriorate, particularly away from the core network and there is more limited opportunity to upgrade to more operationally expensive rail and rapid transit services.	With higher levels of demand and subsidy, the overall levels of service (connectivity, frequency, hours of operation, coverage) for fixed public transport are likely to improve. Bolstering the core network (and with higher demands enabling wider upgrades to rail/rapid transit connectivity) and strengthening local bus services too, helping to connect isolated people in isolated communities to opportunity.
Dynamic PT	Dynamic PT may play a greater role where fixed PT services cannot be sustained, helping to maintain accessibility by shifting how we deliver services and subsidise transport.	The need for DRT to replace fixed services will diminish as fixed services strengthen in a bold future, but with additional subsidy and demands, it may also be viable for DRT to play a wider role in servicing some of the more disparate demands that fixed PT may be unable to cater for.
Shared services (car clubs and bike/scooter hire)	Like public transport, these services require paying customers and/or subsidy to survive. In a pragmatic scenario, the extent of coverage of these services may be more limited. The viability of bike/scooter hire is likely to be stronger where car ownership/use is low and in busy centres. Car clubs may face more significant challenges with viability.	Higher levels of demand and subsidy will enable us to improve the availability of shared services across the West Midlands. With more people using fixed and dynamic public transport services, cycle and scooter hire may help last mile connections across the West Midlands. With people shifting away from car ownership by reducing their cars per household or going carless, the demand for car clubs will also improve.
Managing demand: parking controls and pricing	Without the wider consensus within our region and beyond to drive behaviour changes that help change how we use land and improve the availability of services to improve access, very localised hard constraints on parking and application of charges will face issues of equity. We need to think carefully about how we implement such policies to avoid unintended consequences.	With wider behavioural shifts and with the resultant improvements in accessibility (as land uses and services improve) the use of parking controls and pricing will become more equitable in more of the West Midlands. These will be key local measures helping in the wider efforts of our neighbours and nationally to manage demand to travel.

Car Free

No regrets	Light Green
Most effective in bold	Yellow
Bold only	Red
Not relevant	White



Policy themes	Car free
Changing land use	Yellow
Digital alternatives	Yellow
Walking & wheeling	Light Green
Cycling & scooting	Light Green
Delivering a fixed PT network	Light Green
Delivering a dynamic PT network	Light Green
Shared services – bike and scooter	Light Green
Shared services – car clubs	Light Green
Electrified transport: EV charging	Light Green
Managing demand: reallocating road space	Light Green
Managing demand: parking controls	Light Green
Managing demand: pricing measures	Red

Key challenges: Whilst car ownership and use are relatively low, car ownership and use is still evident (with prevalent on-street parking). There are also challenges that traffic poses to walking, wheeling, cycling and scooting.

No regrets policy themes:

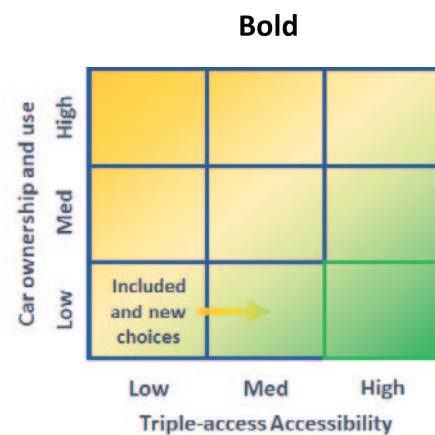
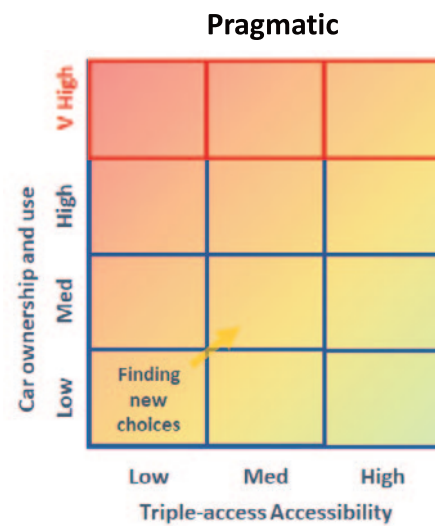
- Walking and wheeling
- Cycling and scooting
- Delivering a fixed PT network
- Shared services – bike and scooter
- Electrified transport – EV charging
- Managing demand – reallocating road space
- Managing demand – parking controls

Think carefully policy themes:

- Changing land use
- Digital alternatives
- Managing demand: pricing measures

Isolated and Limited Choices

No regrets	Light Green
Most effective in bold	Yellow
Bold only	Red
Not relevant	White



Policy themes	Isolated
Changing land use	Yellow
Digital alternatives	Yellow
Walking & wheeling	Light Green
Cycling & scooting	Light Green
Delivering a fixed PT network	Red
Delivering a dynamic PT network	Light Green
Shared services – bike and scooter	Light Green
Shared services – car clubs	Red
Electrified transport: EV charging	Light Green
Managing demand: reallocating road space	Light Green
Managing demand: parking controls	Light Green
Managing demand: pricing measures	Light Green

Key challenges: People suffer high levels of transport-related social exclusion due to the poor transport options and relatively low levels of access to cars to make journeys.

No regrets policy themes:

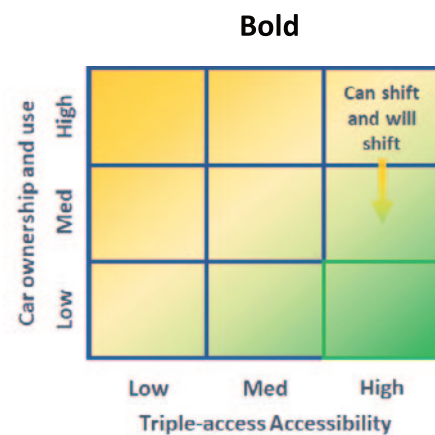
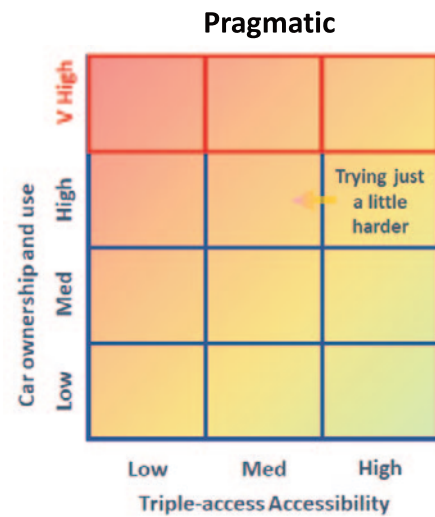
- Walking and wheeling
- Cycling and scooting
- Delivering a dynamic PT network
- Shared Services – bike and scooter
- Electrified transport: EV charging
- Managing demand: reallocating road space
- Managing demand – parking controls

Think carefully policy themes:

- Changing land use
- Digital alternatives
- Delivering a fixed PT network
- Shared services – car clubs

Can Shift Won't Shift

No regrets	Green
Most effective in bold	Yellow
Bold only	Red
Not relevant	White



Policy themes	Can shift
Changing land use	Yellow
Digital alternatives	Yellow
Walking & wheeling	Green
Cycling & scooting	Green
Delivering a fixed PT network	Red
Delivering a dynamic PT network	Red
Shared services – bike and scooter	Red
Shared services – car clubs	Red
Electrified transport: EV charging	Green
Managing demand: reallocating road space	Green
Managing demand: parking controls	Red
Managing demand: pricing measures	Red

Key challenges: There is potential for car ownership to increase even further. In particular, there is likely to be a greater uptake of EVs in these areas.

No regrets policy themes:

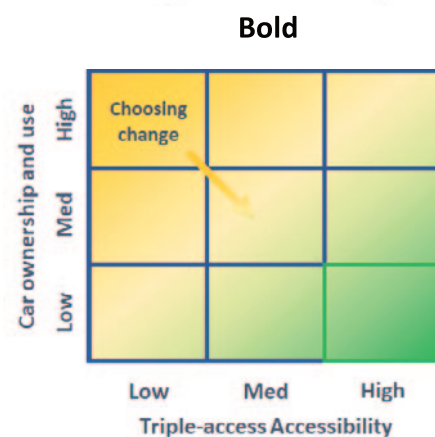
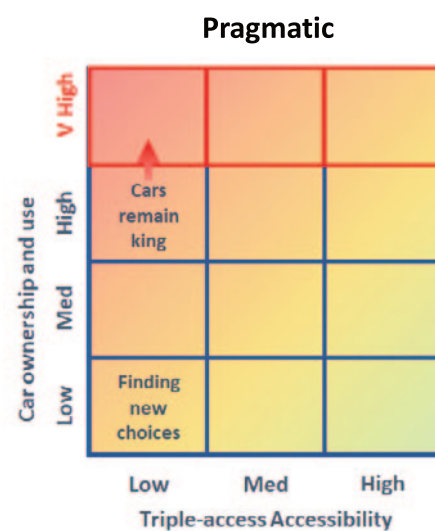
- Cycling and Scooting
- Walking and Wheeling
- Electrified Transport – EV Charging
- Managing demand – Reallocating road space

Think carefully policy themes:

- Changing land use
- Digital alternatives
- Delivering a fixed PT network
- Delivering a dynamic PT network
- Shared services – bike and scooter
- Shared services – car clubs
- Managing demand: parking controls
- Managing demand: pricing measures

Car Dependent

No regrets	Green
Most effective in bold	Yellow
Bold only	Red
Not relevant	White



Policy themes	Car dependent
Changing land use	Yellow
Digital alternatives	Yellow
Walking & wheeling	White
Cycling & scooting	Green
Delivering a fixed PT network	Red
Delivering a dynamic PT network	Green
Shared services – bike and scooter	Red
Shared services – car clubs	White
Electrified transport: EV charging	Green
Managing demand: reallocating road space	Green
Managing demand: parking controls	Red
Managing demand: pricing measures	Red

Key challenges: There is potential for car ownership to increase even further. In particular, there is likely to be a greater uptake of EVs in these areas. Furthermore, existing bus services may deteriorate to the point where they offer limited practical value (along with the already limited local amenities).

No regrets policy themes:

- Cycling and scooting
- Delivering a Dynamic PT Network
- Electrified transport: EV charging
- Managing demand: reallocating road space

Think carefully policy themes:

- Changing land use
- Digital alternatives
- Delivering a fixed PT network
- Shared services – bike and scooter
- Managing demand: parking controls
- Managing demand: pricing measures

Policy Themes Summary

Twelve policy themes aligned with the 6 Big Moves have been identified to deliver the primary outcomes of 'Improve Accessibility', 'Reduce Traffic' and 'Electrify Transport'. We have outlined key considerations under each policy theme in relation to 'no regrets' and 'think carefully'.

Land use

No regrets

Land use policies to encourage accessible mixed use permeable denser development are a no regrets action, but success may be limited in the pragmatic scenario.

Think carefully

Changing land uses to improve spatial proximity is outside of TfWM's control and requires close working with the planning authorities. In addition, interventions such as car free developments may backfire if not done in the right place; there are many examples of "car-free developments" resulting in car dependency and/or littered with nuisance parking.

Digital alternatives

No regrets

Delivering programmes to enhance digital infrastructure, skills and access to hardware (targeting those who need support) are generally no regrets, as long as people aren't left behind.

Think carefully

Improving digital connectivity is outside of TfWM's control and requires close working with external parties to achieve digital delivery or digital upskilling. Digital alternatives can't be relied upon to reduce traffic; they improve accessibility.

Walking and wheeling

No regrets

Keeping pavements clear, routes well lit and maintained, and addressing severance issues are generally no regrets (albeit with less case in car dependent places in the pragmatic).

Think carefully

Breaking of impermeable street layouts and installing infrastructure where there currently is nothing requires substantial resource, the case for which is likely to be higher in the bold scenario. Ensuring natural surveillance and lighting is critical.

Cycling and scooting

No regrets

Segregated routes and quiet streets for cycling and scooting is critical both in the context of declining PT under the pragmatic, and in the context of reduced car ownership in the bold (esp in car oriented urban environments). Policies to help people with limited space store vehicles securely are also no-regrets.

Think carefully

Cycle/scoot infrastructure needs to be delivered so as to enable a range of vehicles for a range of users to be used.

Natural surveillance and lighting are critical – isolated green/blue routes through parks and canals may be a poor investment.

We should get infrastructure right the first time. We need to build aspirationally even in the pragmatic.

Delivering a fixed PT network

No regrets

Bus priority measures on the core network may be important in both scenarios.

Think carefully

Delivering significant rail and light rail improvements may be unsustainable in the pragmatic scenario, and may represent a substantial opportunity cost where other policies can better support access.

Delivering a dynamic PT network

No regrets

The role of and case for DRT in providing connectivity where accessibility is poor (and deteriorating) should be explored and the need for alternatives for those who struggle to use other alternatives to the car will continue.

Think carefully

The wider case for DRT may be limited. Careful comparisons are needed between the role of DRT and fixed PT.

Improve accessibility

Reduce traffic

Electrify transport

Bike and scooter hire

No regrets
In areas of high demand for those who cannot afford their own vehicle (or find it difficult to perhaps owing to a lack of space) with limited alternatives, and around popular public transport destinations, there may be a more sustainable case for shared scooter/bike hire.

Think carefully
A scatter gun approach is not recommended for these shared services – thought needs to be given in particular to how the ability to own a powered cycle/scoot mode might alter demand.

Car clubs

No regrets
Installing some car club bays where it is understood that there may be commercial demand (likely to be limited locations) is a no-regrets action and may help complement wider policies to manage parking/kerbside controls.

Think carefully
Overall, the priority for car clubs is unlikely to be very high, don't look to these to play a substantial role in facilitating access; they are a complimentary measure to be considered when other priorities are addressed.

EV charging

No regrets
Focus on introducing infrastructure where households and businesses are unlikely to be able to provide for their own, and some limited hubs at key points on the KRN.

Keep infrastructure for walk, wheel, cycle and scoot clear of obstruction – sacrifice space for parking instead.

Think carefully
Overprovision of charging may risk redundancy in future and encouraging car lock-in.

Reallocate road space

No regrets
Across both the bold and the pragmatic, reallocation of roadspace and related access controls are our greatest tools to deliver LTP aims.
If we aren't prepared to reduce accessibility for general traffic to cater for sustainable travel, then we will marginalise those who are unable to drive in the pragmatic and will not provide the capacity needed to enable shifting behaviours in the bold.

Think carefully
Limit don't eliminate access for lower priority road users (with limited exceptions).

Parking controls


No regrets
Limiting supply in otherwise accessible centres is sensible. Keeping main corridors unobstructed.
Restraining on-street parking where off-street provision exists. Managing on-street parking where off-street provision is absent.


Think carefully
Removing parking supply altogether and severely constraining it outside of our most accessible locations may not be practical and will likely be ignored.

Pricing measures

No regrets
Setting parking charges to encourage sustainable access where it is stronger.

Think carefully
Strong localised pricing measures risk marginalising groups and discouraging access where applied without alternatives.

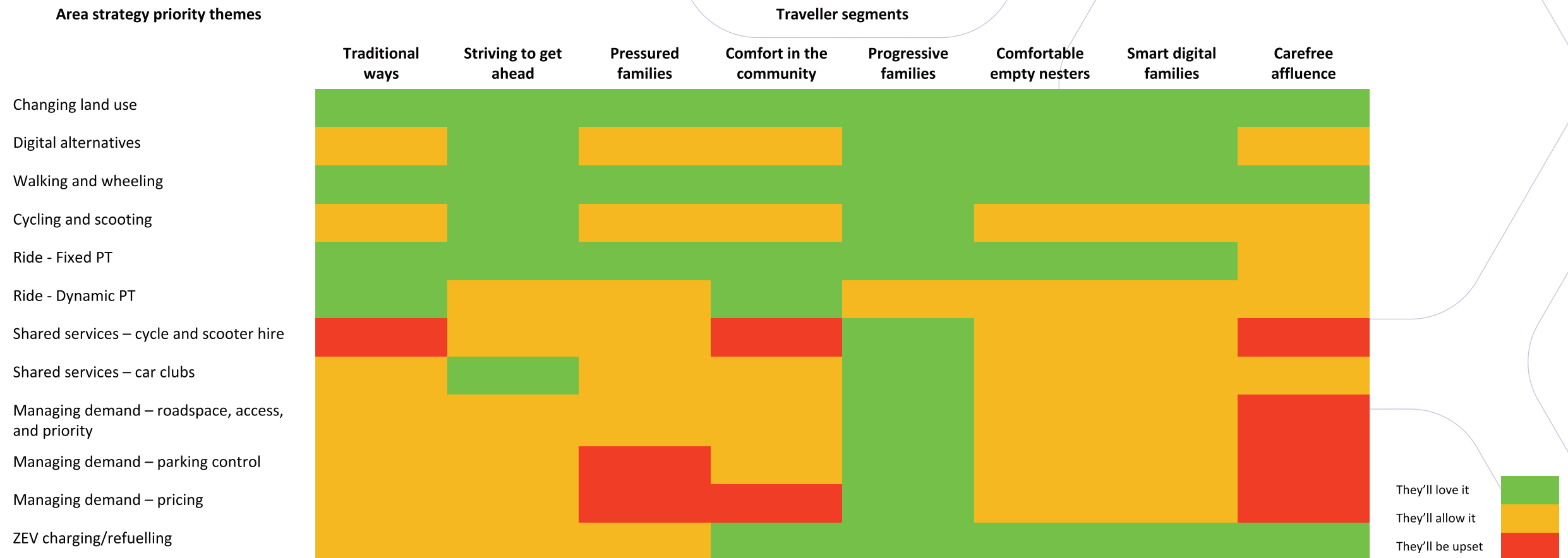
 Improve accessibility

 Reduce traffic

 Electrify transport

Public Support

The West Midlands is made up of a range of different people who have different motivations and attitudes towards travel. To simplify our assessment of public support, we used TfWM's 8 traveller segments. Our assessment of acceptability of progress under policy themes was based on assessment of the travel needs, attitudes and desires of the different segments described. We identified that what people support and what has been identified as viable and effective interventions don't always align. This will require local tactics to be identified to overcome these barriers.



Conclusions

We have identified a series of ‘no regrets’ policy themes, where we are confident that underlying interventions would be viable and effective in both pragmatic and bold scenarios and in all place types:

- Walking and wheeling
- Cycling and scooting
- Electrified transport: EV charging
- Managing demand: reallocating roadspace
- Changing land use
(viable but more effective in bold)
- Digital alternatives
(viable but more effective in bold)

We have also identified ‘think carefully’ policy themes, where we are less confident that underlying interventions would be viable and effective in all place types and across both scenarios:

- Delivering a dynamic PT network
- Shared Services – bike and scooter
- Managing demand – parking controls and pricing
- Delivering a fixed PT network
- Shared services – car clubs

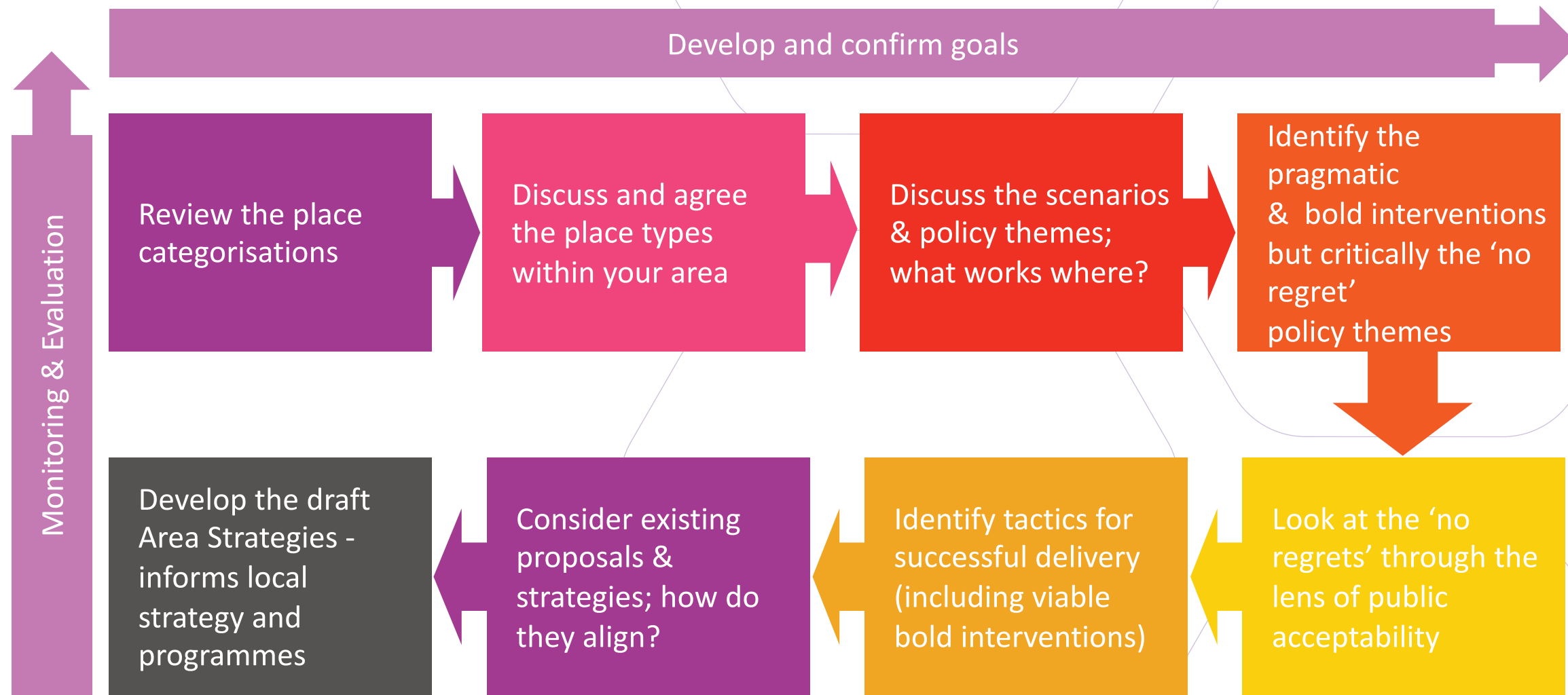
We are aware that the public acceptability assessment that we have presented in this Area Strategy Guidance Tool is based on officer understanding of population segments and therefore requires validation and refinement through public engagement. We will work with the public to help them understand where decisions can have most impact.

Our next step in the LTP process will be to use the Guidance Tool to develop area strategies for the four West Midlands Authority areas. For each Area Strategy we will work collaboratively through the guidance by focusing on the tactics and the changes needed to affect future policy and deliver impact on the ground.

A consistent approach for Area Strategy development will deliver a number of benefits for the West Midlands which should help to secure future funding and leave the area on the ‘front foot’ for when LTP guidance is published by the DfT.

Next Steps

For each Area Strategy we propose to work with each local authority to...







**Transport Scrutiny Sub-Committee
Work Programme**

Title of Report	Description of Purpose	Date of Meeting	Lead Member/Officer
Question Time: Chair of the Transport Delivery Committee (Transport Delivery) - 16 February 2023			
Question Time: Transport Delivery - Response to the Observations presented to Overview & Scrutiny Committee	To consider a response from the Chair of Transport Delivery Committee.	16 March 2023	Anne Shaw
Pre-Decision Scrutiny Transport Governance Review	To consider the findings and recommendations arising from the Transport Governance Review prior to its submission to the WMCA Board.	16 March 2023	Helen Edwards
Transport Capital Pressures	To consider the latest progress in securing the mitigation measures for addressing the funding gap identified for phase 1 of the project and to close the funding gap for the full scheme.	16 March 2023	Portfolio Lead Member for Transport Linda Horne

Title of Report	Description of Purpose	Date of Meeting	Lead Member/Officer
Future Meeting			
Pre-Decision Scrutiny Supported Travel Policy Review	To consider and comment on the findings of the review prior to its submission to WMCA Board.	tbc	Portfolio Lead Member for Transport Anne Shaw
Monitoring Report - 12-month review of the Commonwealth Games Legacy Funding	To determine whether the Commonwealth Games Legacy Fund has met the criteria that it was designed to meet.	tbc	Portfolio Lead Member for Finance Linda Horne

WEST MIDLANDS COMBINED AUTHORITY FORWARD PLAN: FEBRUARY 2023 - JULY 2023

Title of Report	Summary of purpose and recommendations	Lead Portfolio Holder	Lead Officer	Confidential	Category
Meeting 10 February 2023					
Regional Activity & Delivery Update	Purpose: To provide an update on the activity and delivery across the region since the last meeting.	n/a	Laura Shoaf	No	n/a
WMCA Budget 2023/234	Purpose: To approve the WMCA's 2023/24 budget.	Cllr Bob Sleigh	Linda Horne	No	Finance
Investigation into TfWM Cost Control Issues	Purpose: To update the board on the findings of the investigation.	Cllr Bob Sleigh	Helen Edwards	Yes	Governance
Race Equalities Taskforce Action Plan	Purpose: To approve the action plan.	Cllr Kerrie Carmichael	Ed Cox	No	Inclusive Communities
HS2 Growth Delivery Programme	Purpose: To provide an update of the actions and activities undertaken over the last twelve months by the HS2 Regional Enterprise Board and the workstreams that support the delivery of the WMCA's HS2 programme.	Cllr Ian Courts	Anne Shaw	No	Environment, Energy & HS2

Title of Report	Summary of purpose and recommendations	Lead Portfolio Holder	Lead Officer	Confidential	Category
Local Transport Plan	Purpose: To seek approval of the latest draft of the LTP for further public and stakeholder engagement.	Cllr Ian Ward	Anne Shaw	No	Transport
Meeting 17 March 2023					
Regional Activity & Delivery Update	Purpose: To provide an update on the activity and delivery across the region since the last meeting.	n/a	Laura Shoaf	No	n/a
Financial Monitoring 2022/23	Purpose: To outline the latest financial position of WMCA and provide an update on any current financial matters affecting WMCA.	Cllr Bob Sleigh	Linda Horne	No	Finance
Commonwealth Games Legacy Funding	Purpose: To consider the next steps in the allocation of unspent contingency spending from the Commonwealth Games.	Cllr Bob Sleigh	Linda Horne	No	Finance
Review of the West Midlands Growth Company	Purpose: To review the West Midlands Growth Company.	n/a	Julie Nugent	No	Governance
Inclusive Communities Strategy	Purpose: To agree the scope and design of a programme.	Cllr Kerrie Carmichael	Ed Cox	No	Inclusive Communities
City Region Sustainable Transport	Purpose: To consider the business case for essential renewal work to core elements of the existing line, including sections of	Cllr Ian Ward	Anne Shaw	No	Transport



Title of Report	Summary of purpose and recommendations	Lead Portfolio Holder	Lead Officer	Confidential	Category
Settlement - Metro Line 1 Business Case	key systems to ensure they continued to function correctly and avoided interruption to the service on the current routes.				
City Region Sustainable Transport Settlement Annual Monitoring & Evaluation Report	Purpose: Setting out the formal annual return to Department for Transport on the City Region Sustainable Transport Settlement and addressing the formal Change Control Submission submitted to Department for Transport.	Cllr Ian Ward	Anne Shaw	No	Transport
Wednesbury - Brierley Hill Metro Extension Funding Mitigation Measures	Purpose: To consider the latest progress in securing the mitigation measures for addressing the funding gap identified for phase 1 of the project and to close the funding gap for the full scheme.	Cllr Ian Ward	Linda Horne	Yes	Transport
Meeting 9 June 2023					
Regional Activity & Delivery Update	Purpose: To provide an update on the activity and delivery across the region since the last meeting.	n/a	Laura Shoaf	No	n/a
Transport Governance Review	Purpose: To consider the recommendations arising out of the review of the WMCA's transport governance.	n/a	Helen Edwards	No	Governance
Appointment of WMCA Boards and Committees 2023/24	Purpose: To approve consider the appointments to boards, chairs and meetings dates for 2023/24.	n/a	Helen Edwards	No	Governance



Title of Report	Summary of purpose and recommendations	Lead Portfolio Holder	Lead Officer	Confidential	Category
Overview & Scrutiny Committee Annual Report	Purpose: To consider a report setting out the activity of overview & scrutiny during 2022/23.	n/a	Helen Edwards	No	Governance
Financial Monitoring 2022/23	Purpose: To outline the latest financial position of WMCA and provide an update on any current financial matters affecting WMCA.	Cllr Bob Sleigh	Linda Horne	No	Finance
Meeting July 2023					
Regional Activity & Delivery Update	Purpose: To provide an update on the activity and delivery across the region since the last meeting.	n/a	Laura Shoaf	No	n/a
Financial Monitoring 2022/23	Purpose: To outline the latest financial position of WMCA and provide an update on any current financial matters affecting WMCA.	Cllr Bob Sleigh	Linda Horne	No	Finance