

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

Consultation draft



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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.

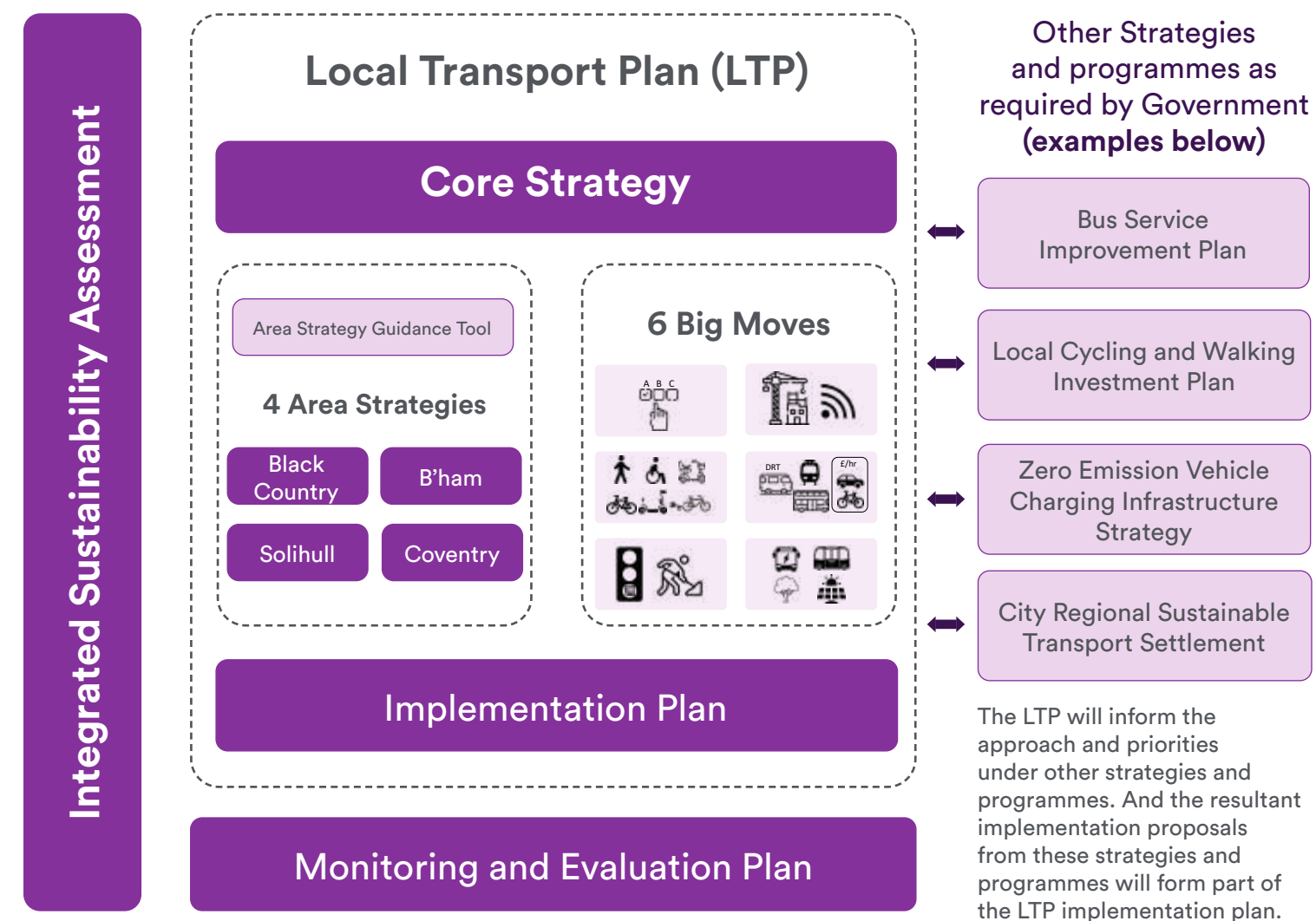
Our approach to delivering the LTP

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.

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.



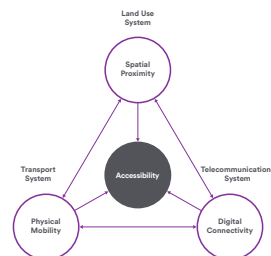
Introducing Our Big Moves

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.

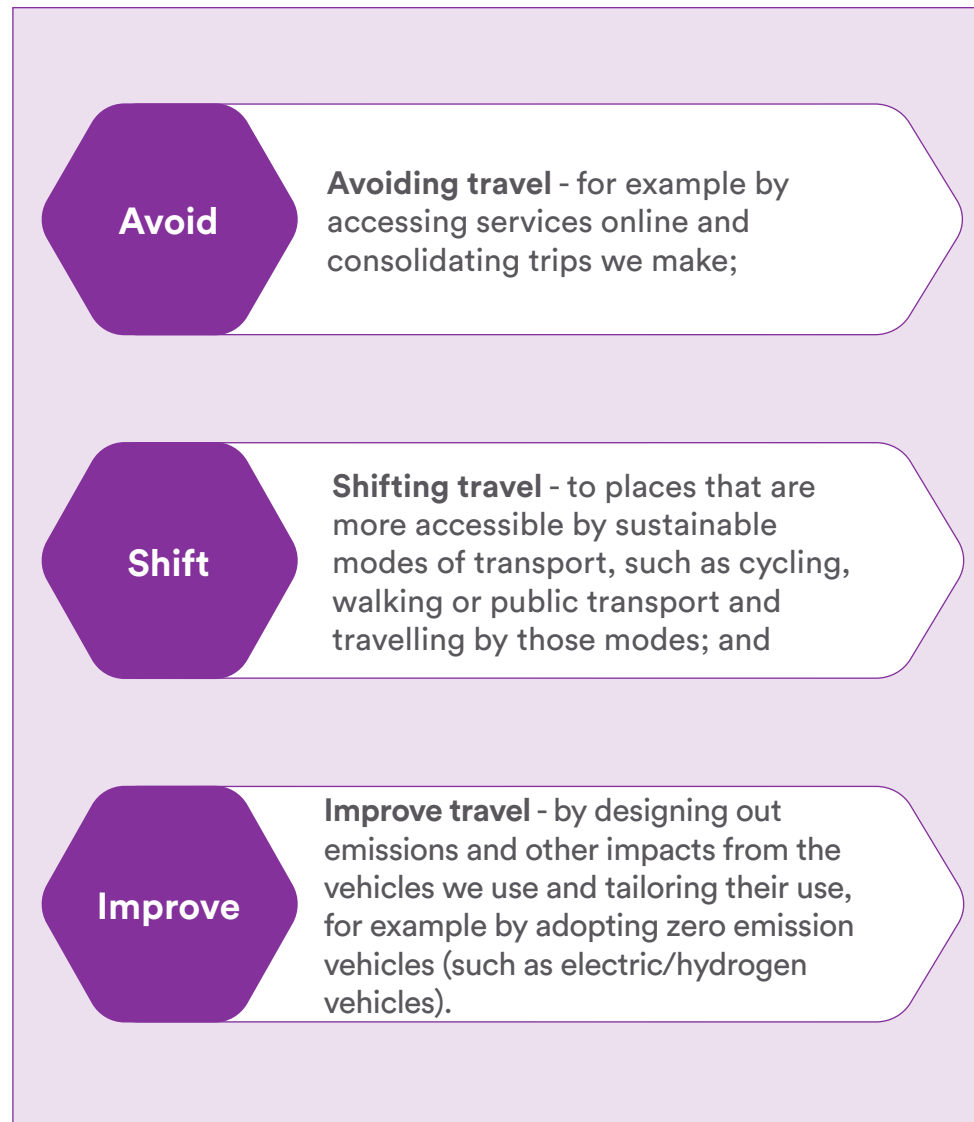


To achieve this we need to...



Our model for behaviour change

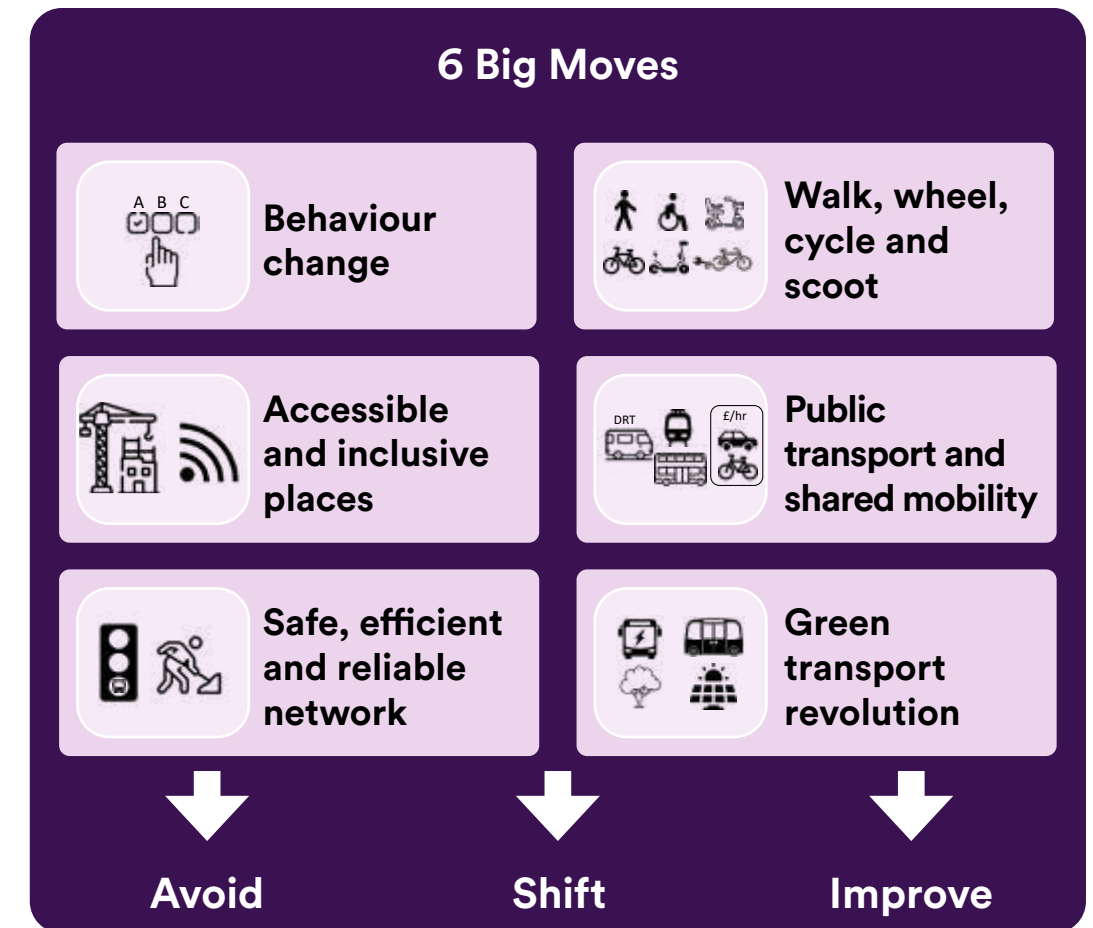
In the LTP Core Strategy we set out the building blocks for how we believe our vision and objectives for the region can be achieved. Behaviour change is key to unlocking enhanced delivery of our aims. The behaviour changes that help are summarised using the 'avoid, shift and improve' model shown below.



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.

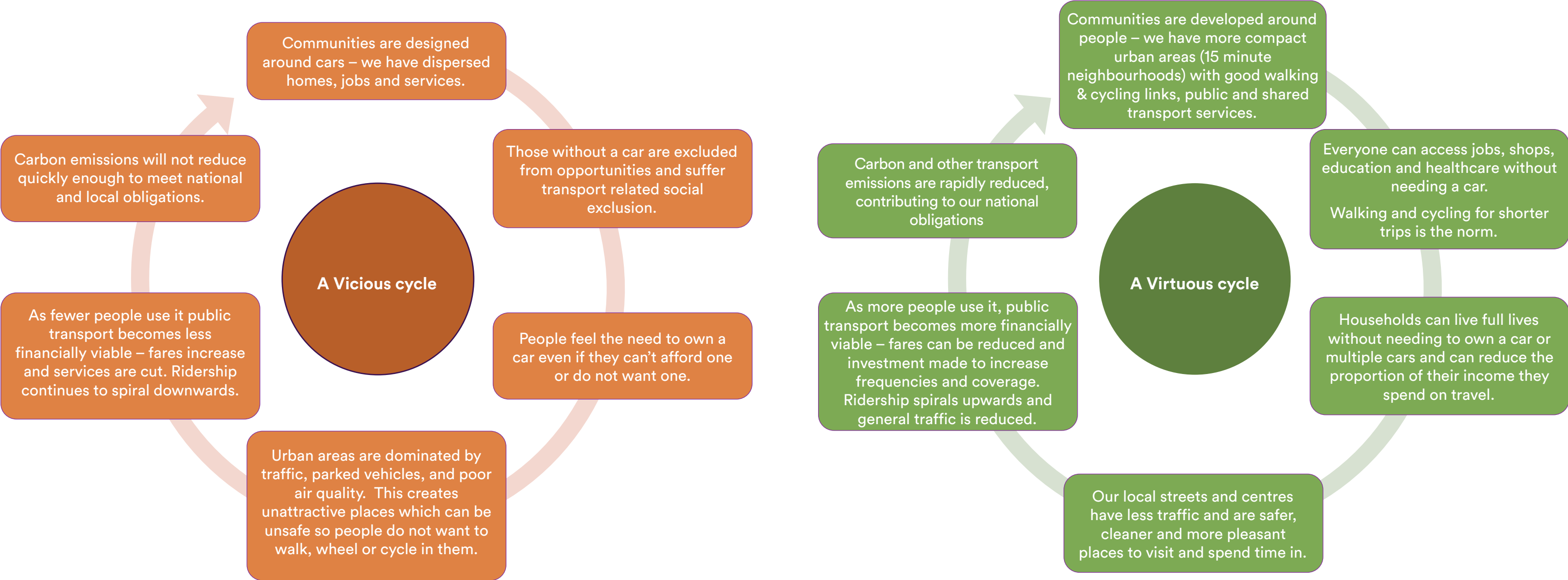


Our Big Moves help us break our vicious cycle of car dependence

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).





Big Move 1: Behaviour Change

Vision and need for change

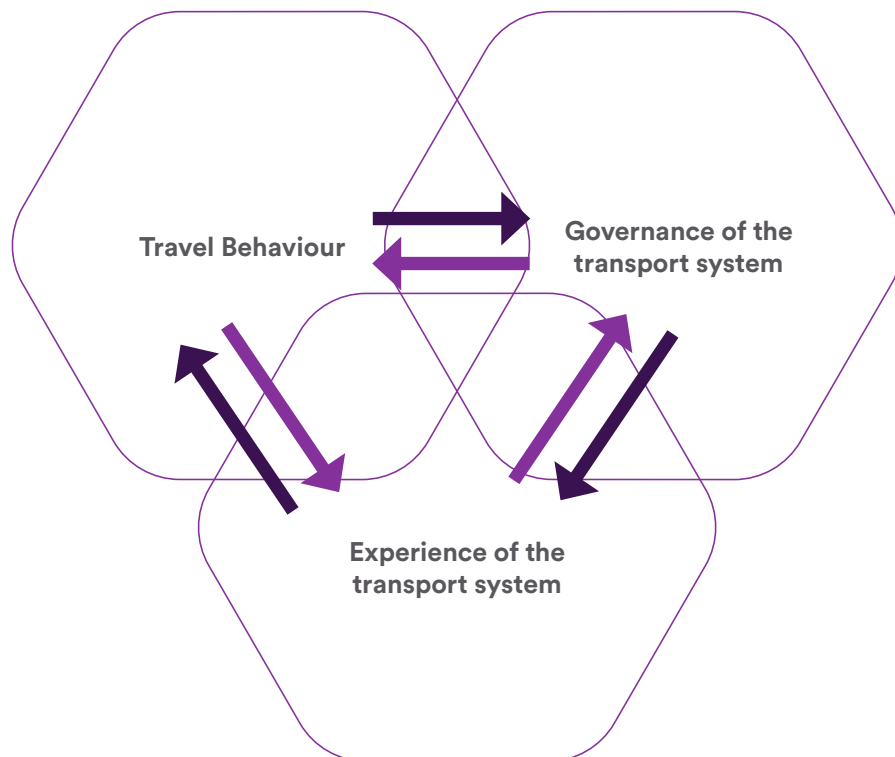
What is this Big Move?

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.

A 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"


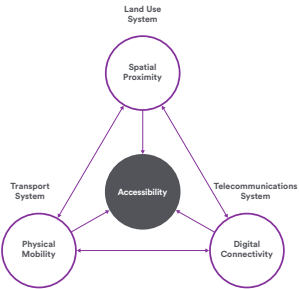

The pandemic saw most of us adapt to new circumstance by making new choices to access what we needed differently. When asked how people's journey habits changed, here's how people have responded:

- 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>



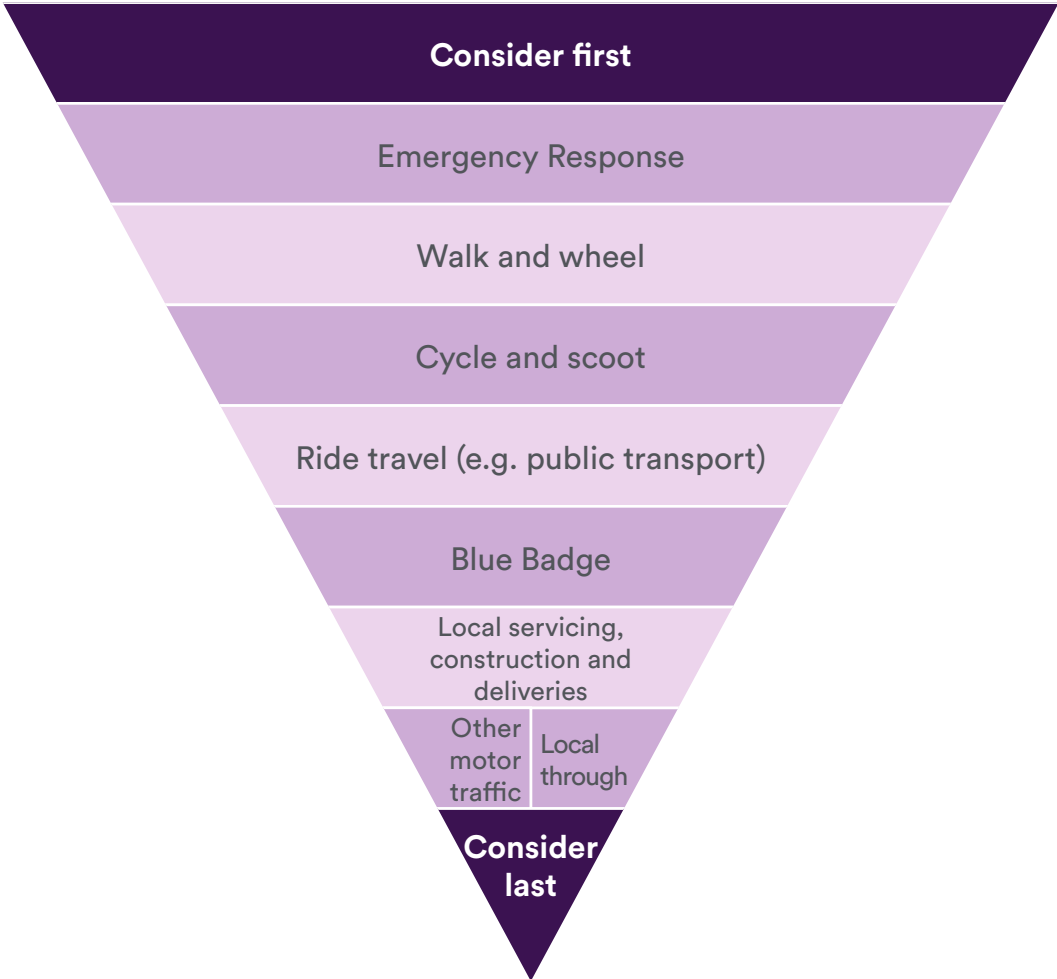
Key policies and accountabilities to deliver the ambition

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...



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.

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

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.

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.



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



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



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**

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.



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

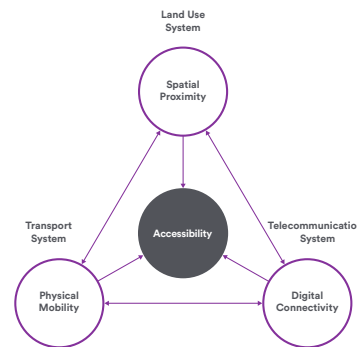
What does this mean in practice?

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.

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



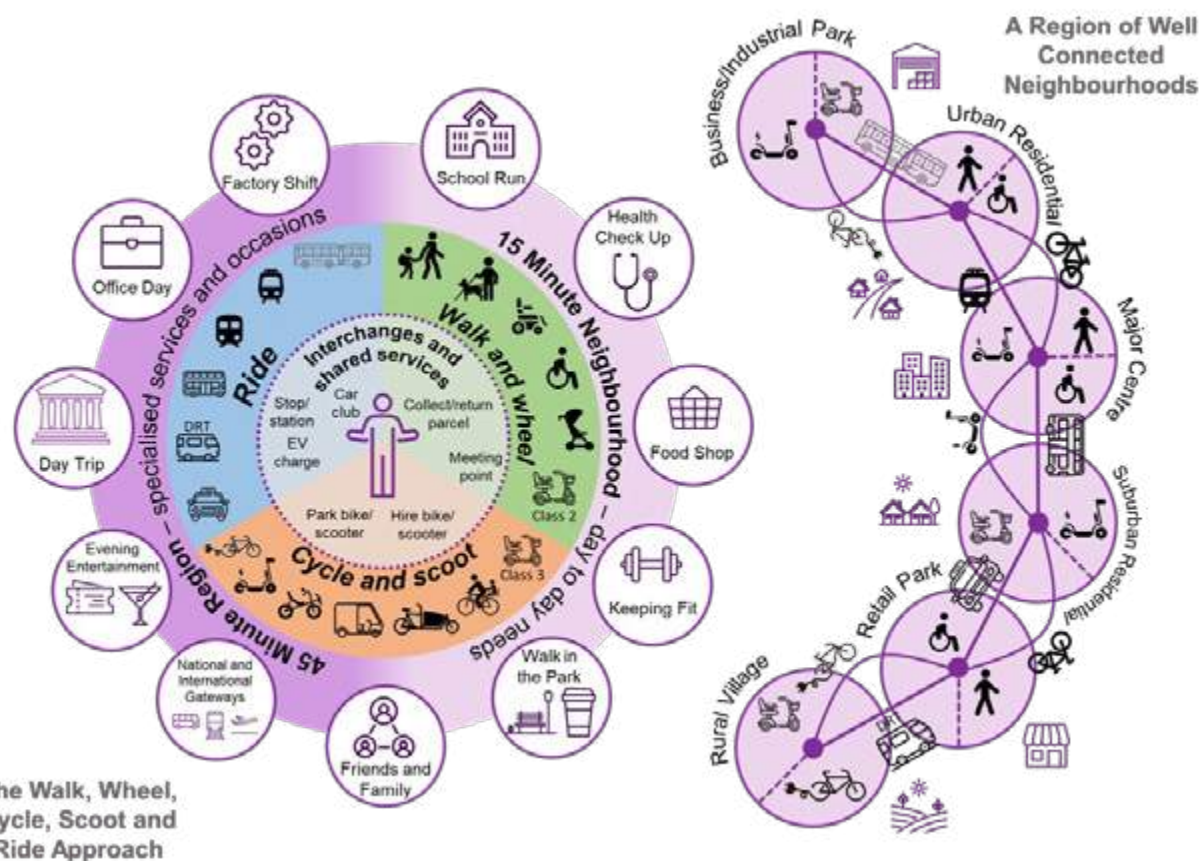
We want to grow our region in a way which fundamentally improves people's way of life, preferably being able to do more of their daily activities within a short walk or wheel from where they live; which is our '15 minute neighbourhood' concept. In addition we need to exploit the opportunities at regional 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.



The Walk, Wheel, Cycle, Scoot and Ride Approach

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.

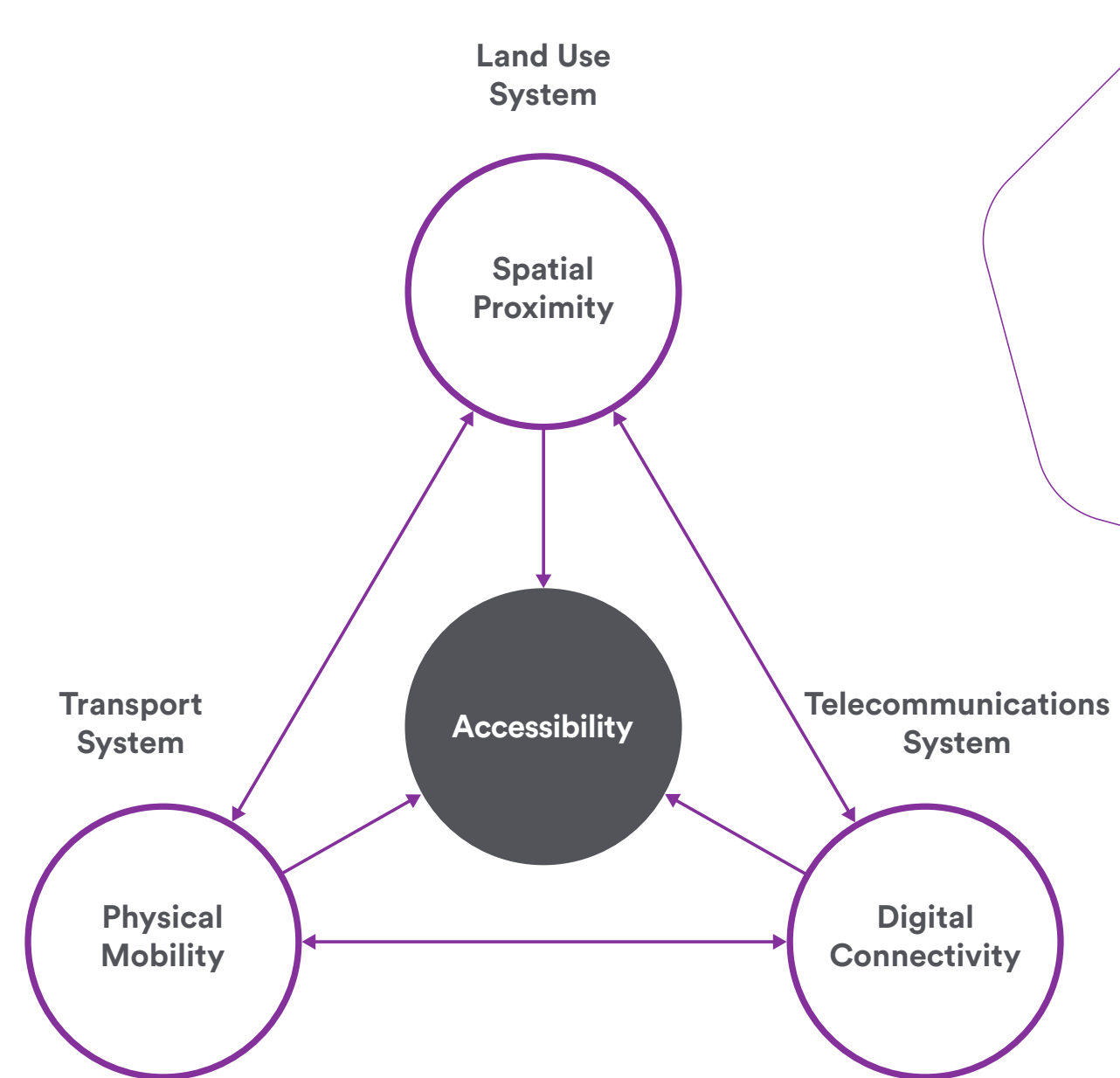
Finally, we also need to consider accessibility as a measure of social inclusion. It’s about how we provide access to opportunity, access to options/choices, physical access to the system for those with additional needs and it’s about how we support social mobility.

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.

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 an 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:

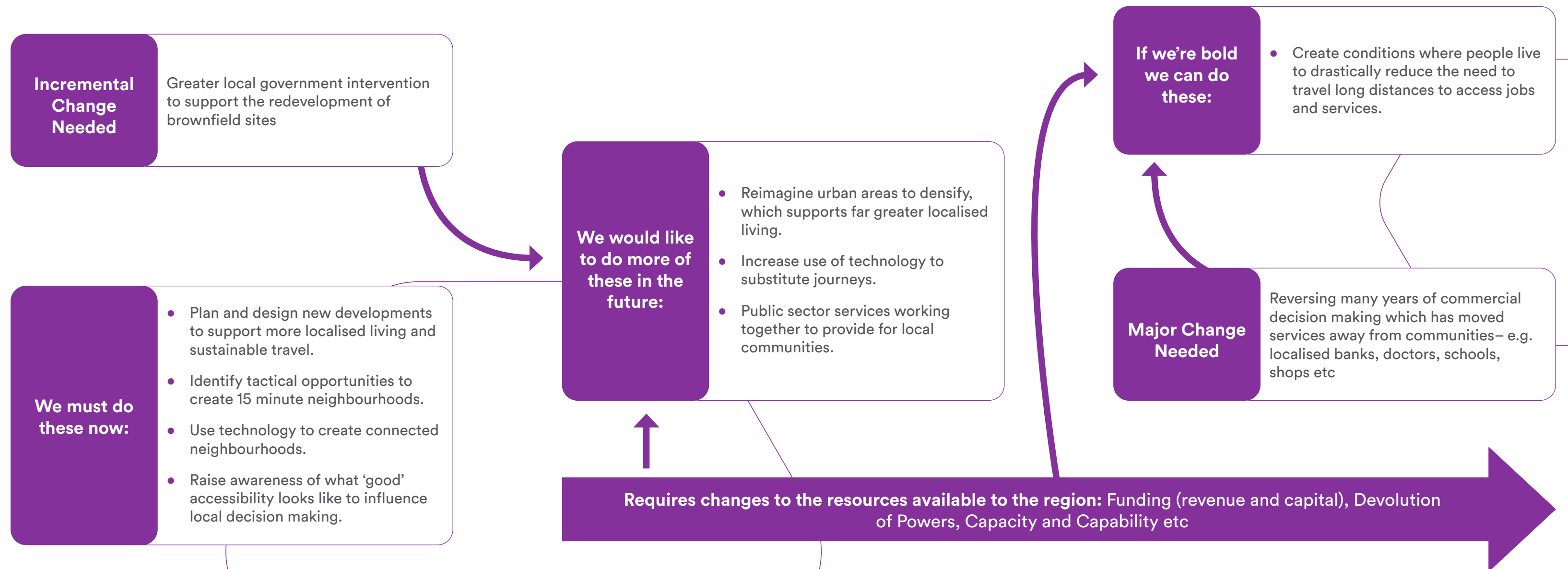
- Work with its partners to build a better understanding of how digital connectivity and accessibility can and does support wider accessibility to services; identifying locations and communities that are experiencing digital exclusion.
- Work with service providers, such as the NHS, identify opportunities 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.



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.



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. Cycling and scooting is particularly poorly catered for.

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

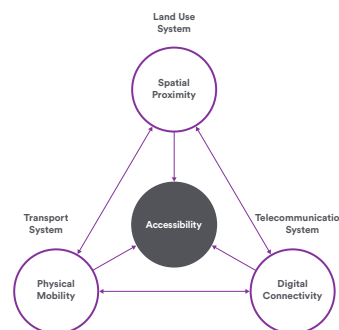
Cycling and scooting includes a range of pedal powered, electrically powered, and pedal assisted personal vehicles.

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.

Effective implementation of LTNs in appropriate areas is an effective way of reducing traffic and car accidents. Crucial to their success is their location and implementation which carries public support and enhances communities.

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:

- 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

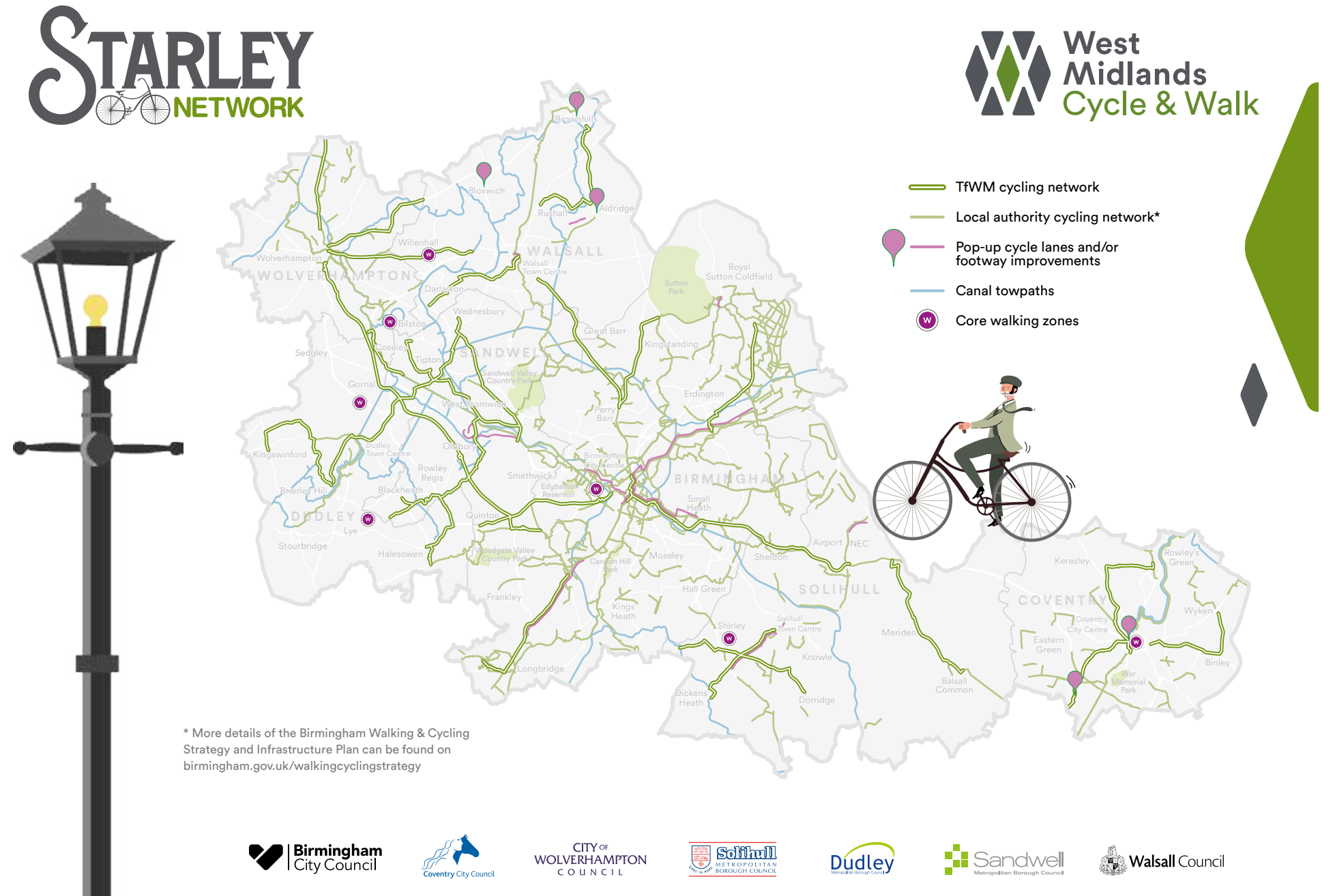
We need a fit for purpose network of routes for walking, wheeling, cycling and scooting that connect people with their neighbourhoods and the region beyond. Our network planning will be integrated with the planning of wider transport infrastructure and placemaking to make the best use of space available, 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.



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	

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 and bike hire) 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"

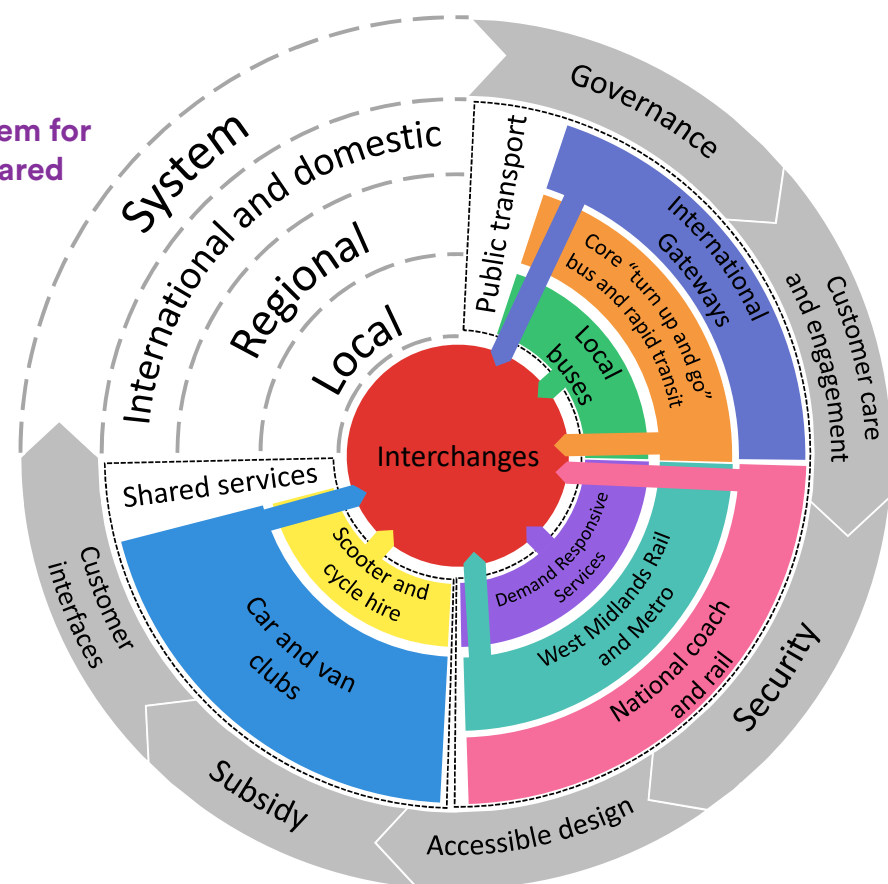
45-64, Birmingham, No cars in HH, Driver

What does this mean in practice?

This Big Move is all about:

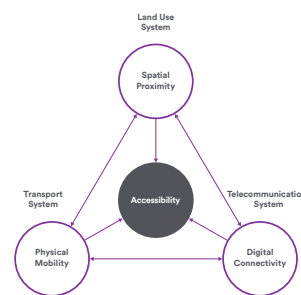
- How we will plan for and create a **truly integrated transport system**, not just between different public transport modes but also across all methods of travel. This is about providing real choice to people as to how they can make any journey.
- How we will support access to **shared services** that 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.

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:

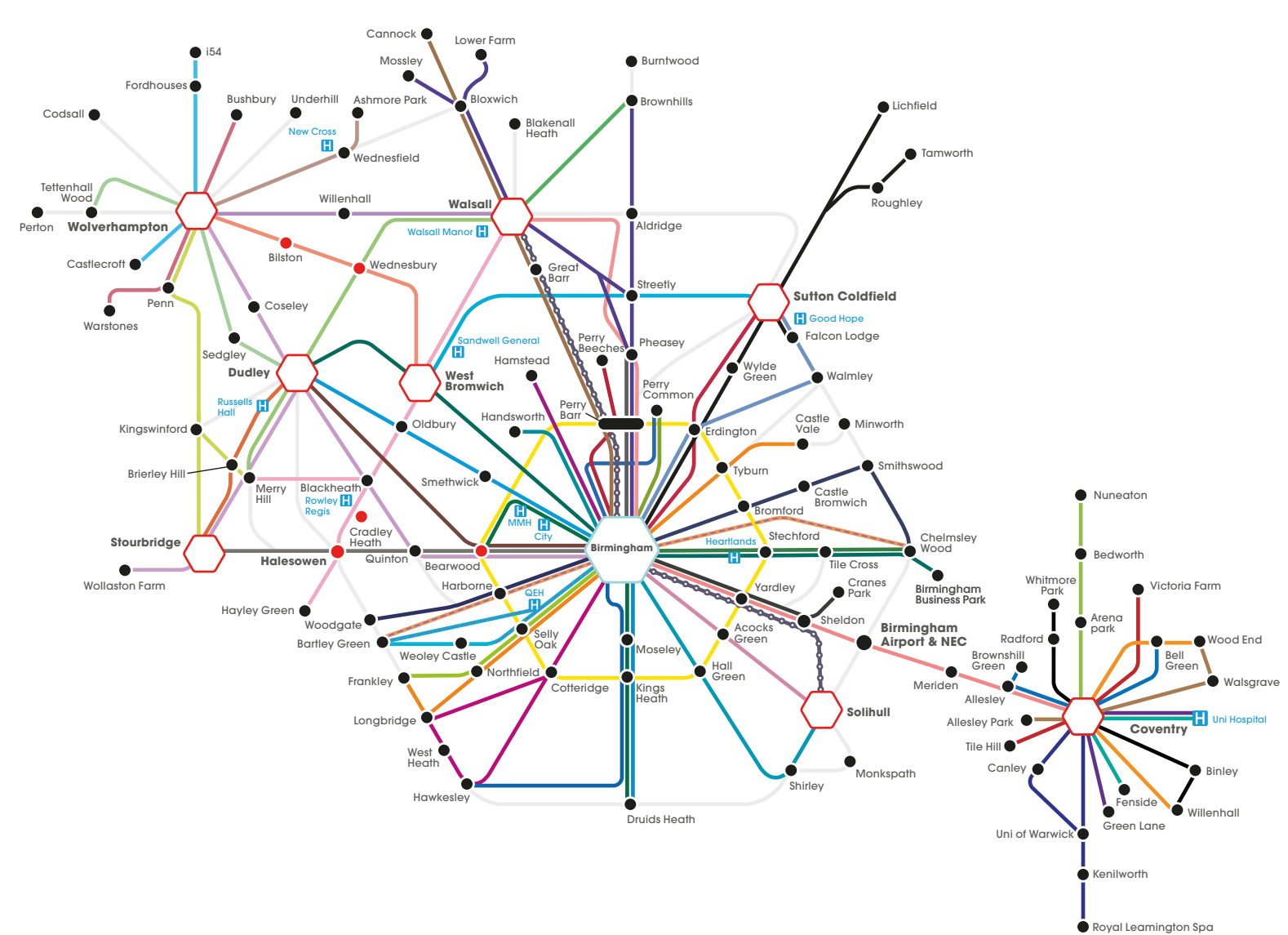
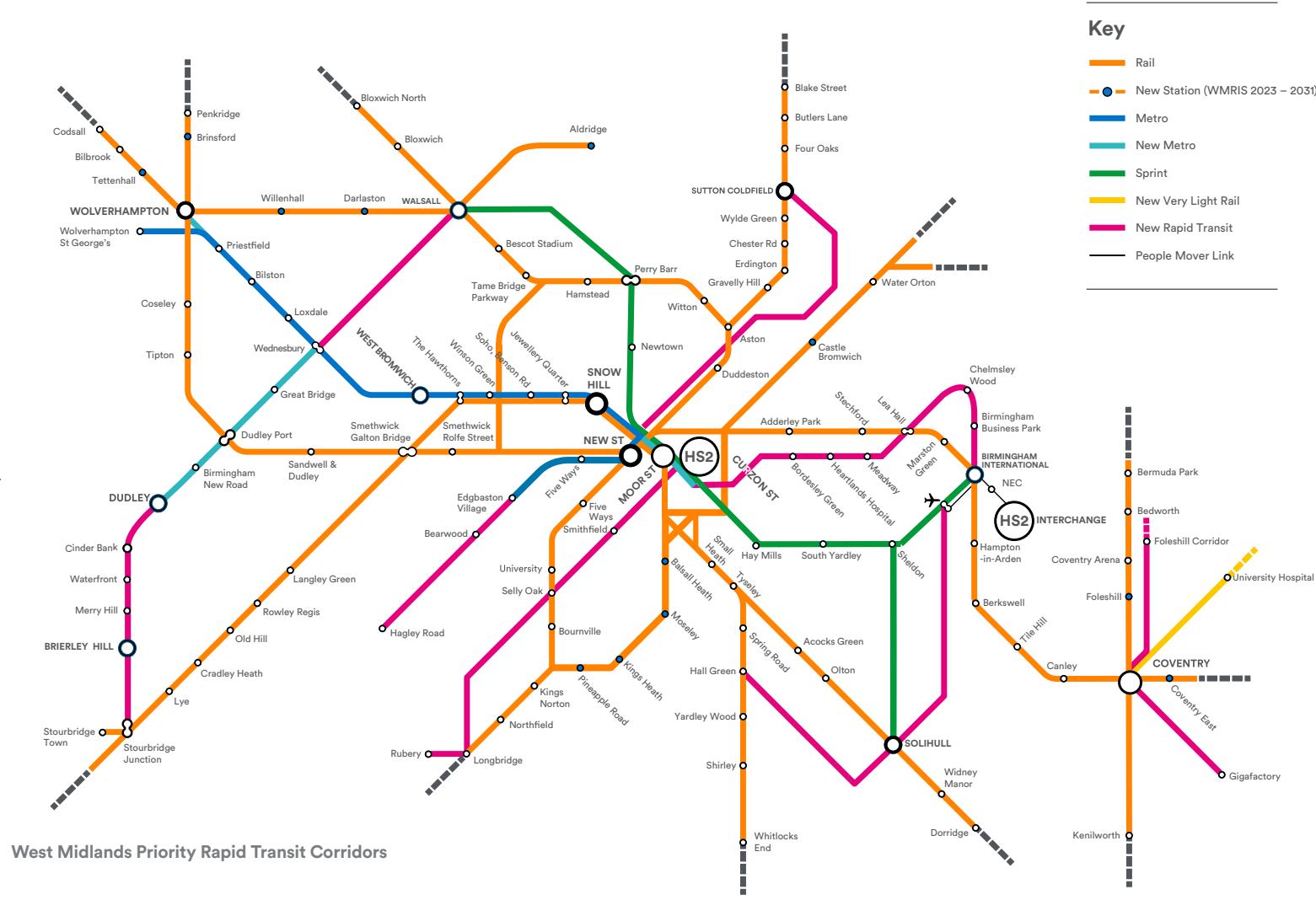
- Create a high quality and seamless Public Transport System comprised of integrated set of networks (including fixed public transport services and demand responsive services, and shared services) linked by interchanges and managed as one system.
- Optimise public and private sector funding for public 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

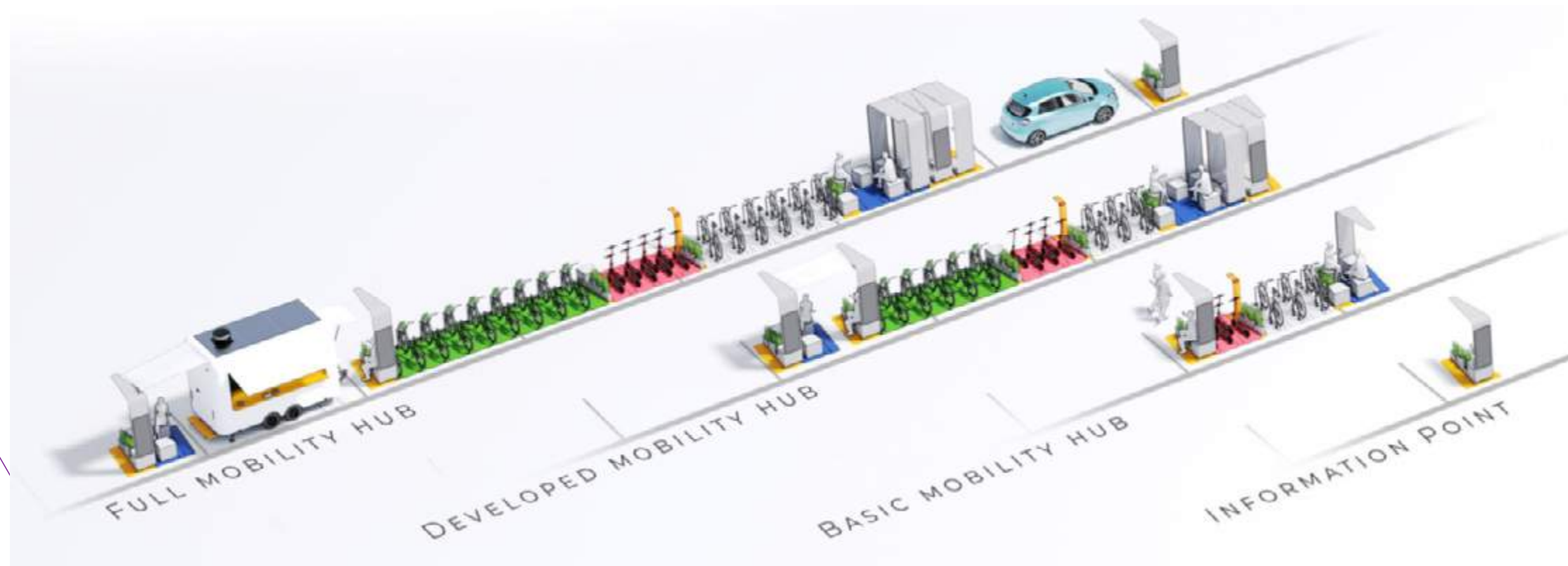
Interchanges are places where people can access transport services and transfer from one mode to another; they are a critical component of our integrated transport system providing connections between services and are gateways to local places. Where interchanges are, how they function and what opportunities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

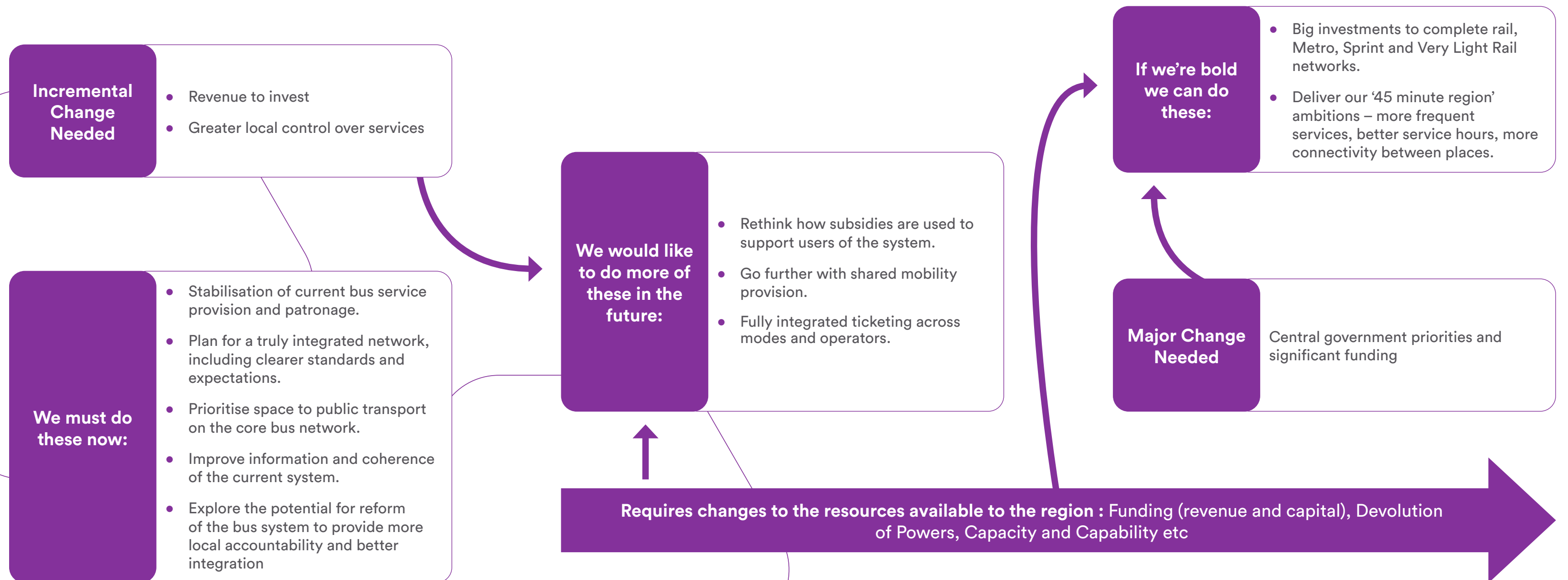
- Develop and apply common branding across services, infrastructure and travel information to help the public recognise and navigate the public transport and shared mobility network.
- Provide a simple range of multi-modal, multi-operator, affordable fares for the public transport system, supported by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



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**

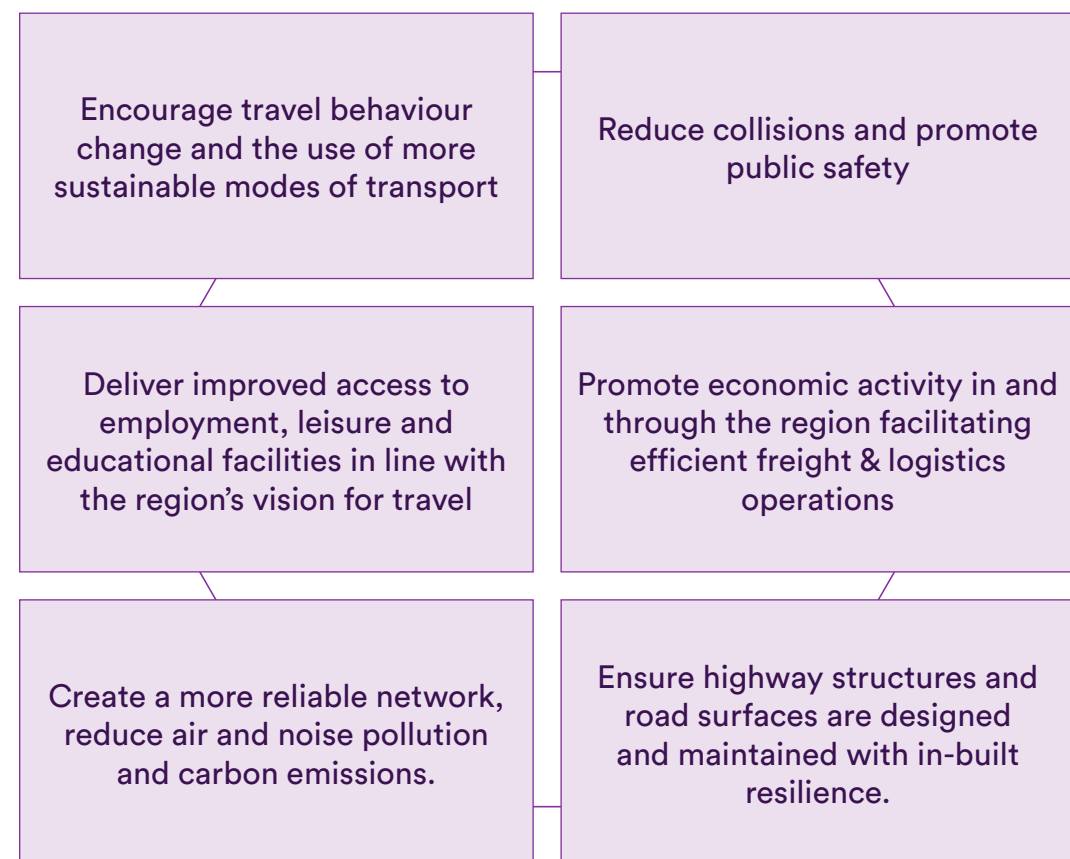
Vision and need for change

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.

A network that adopts 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:



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.



Our Core Strategy says we need to:

Reduce Traffic

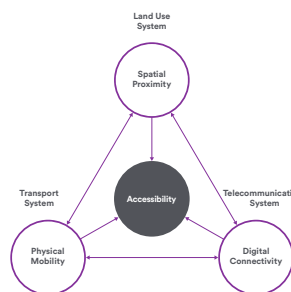


How our Big Move will contribute to these goals:

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

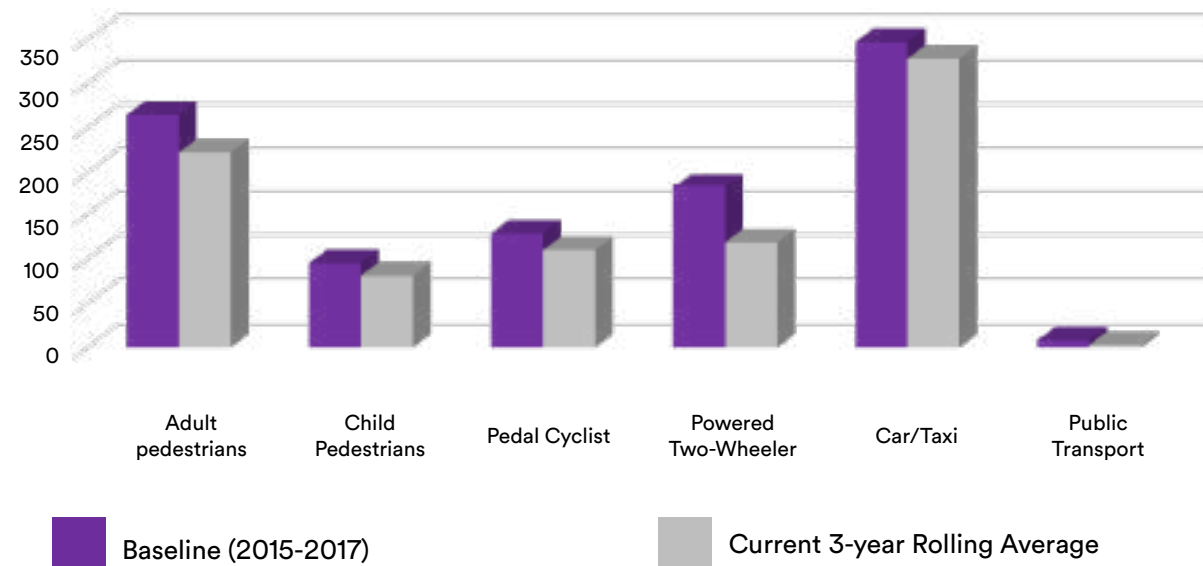
A new way to think about we plan and develop the network to encourage reliable and safe travel

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.

**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:

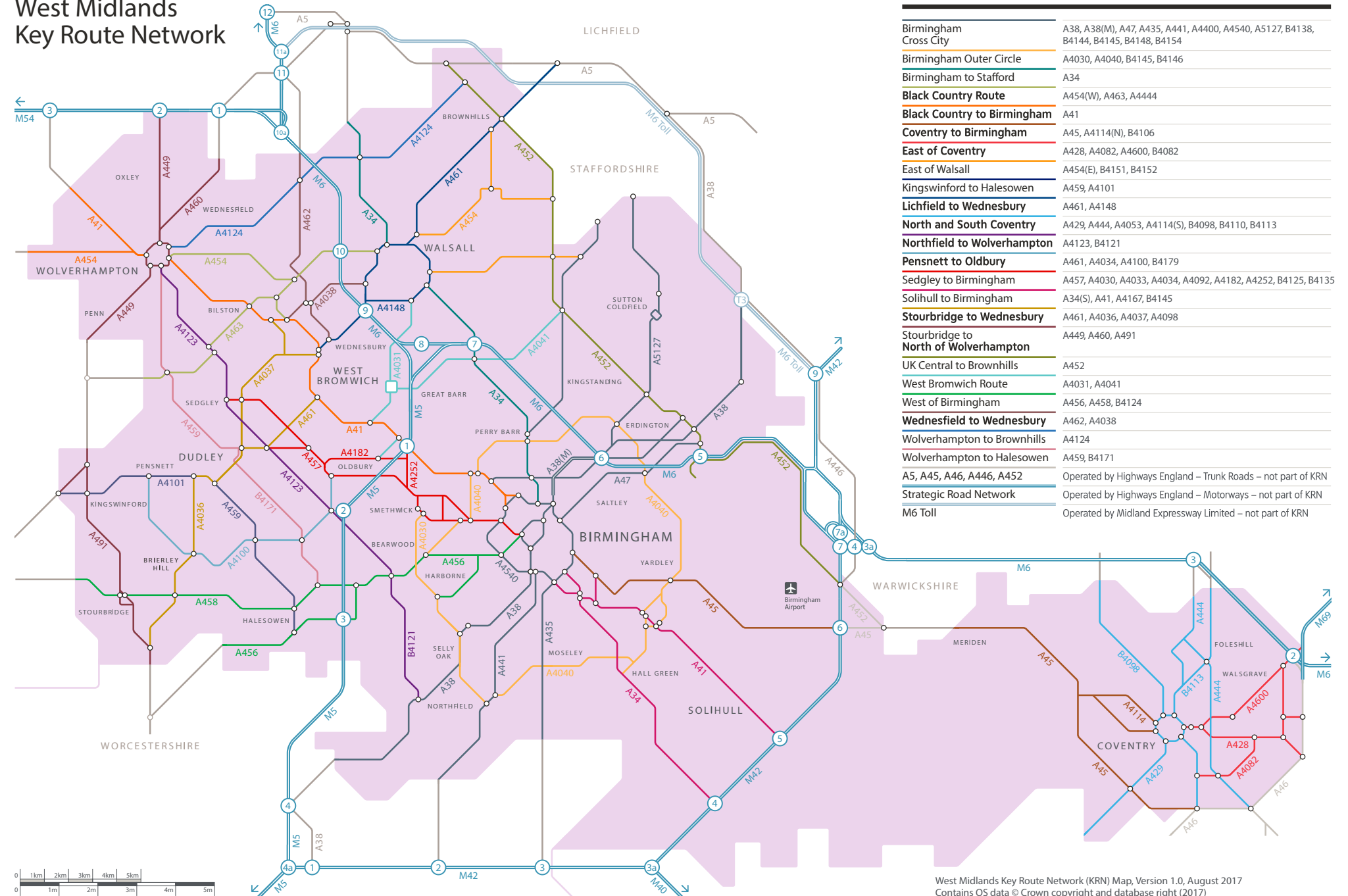
- Serving the main strategic demand flows of people, goods and services;
- Serving large traffic volumes; and
- Providing connections to the national strategic road network.

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.



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

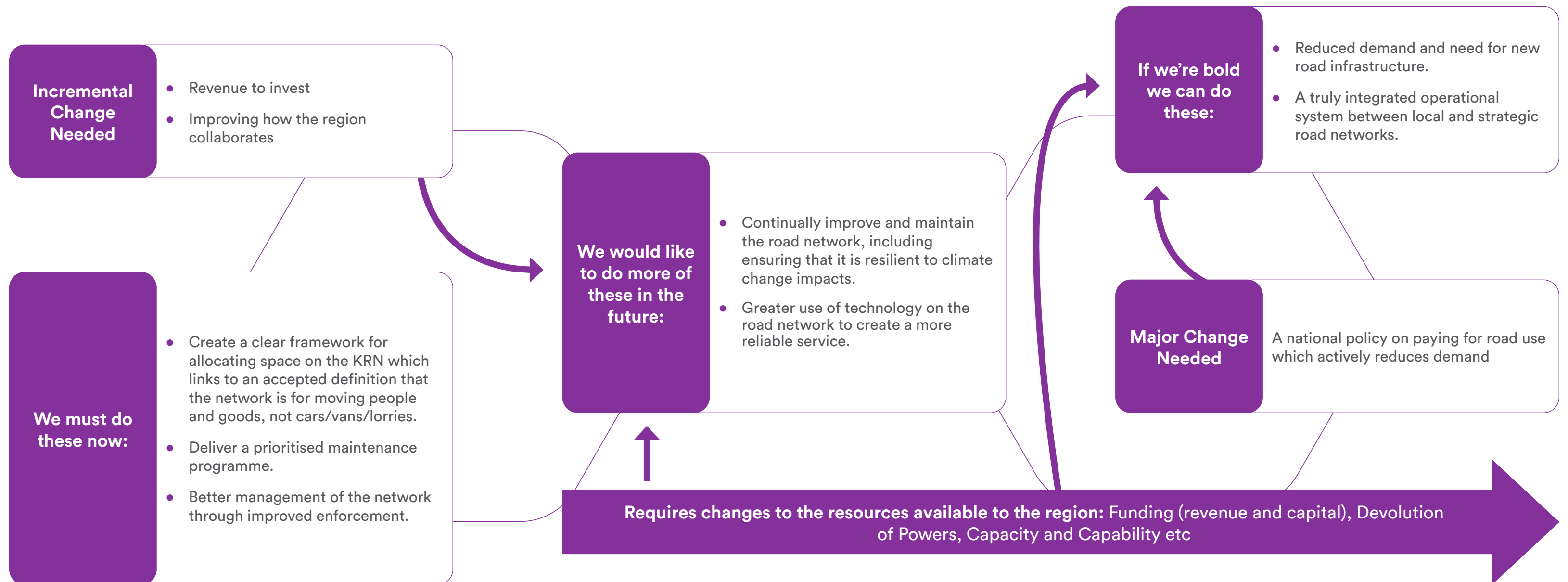
West Midlands Key Route Network



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.



**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.



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.
- 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.



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.

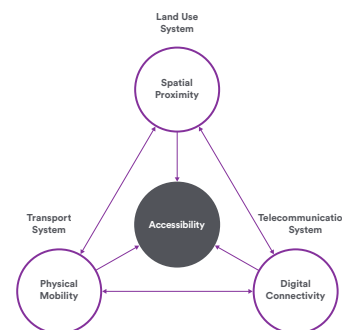
Reduce Traffic



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).



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.

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.

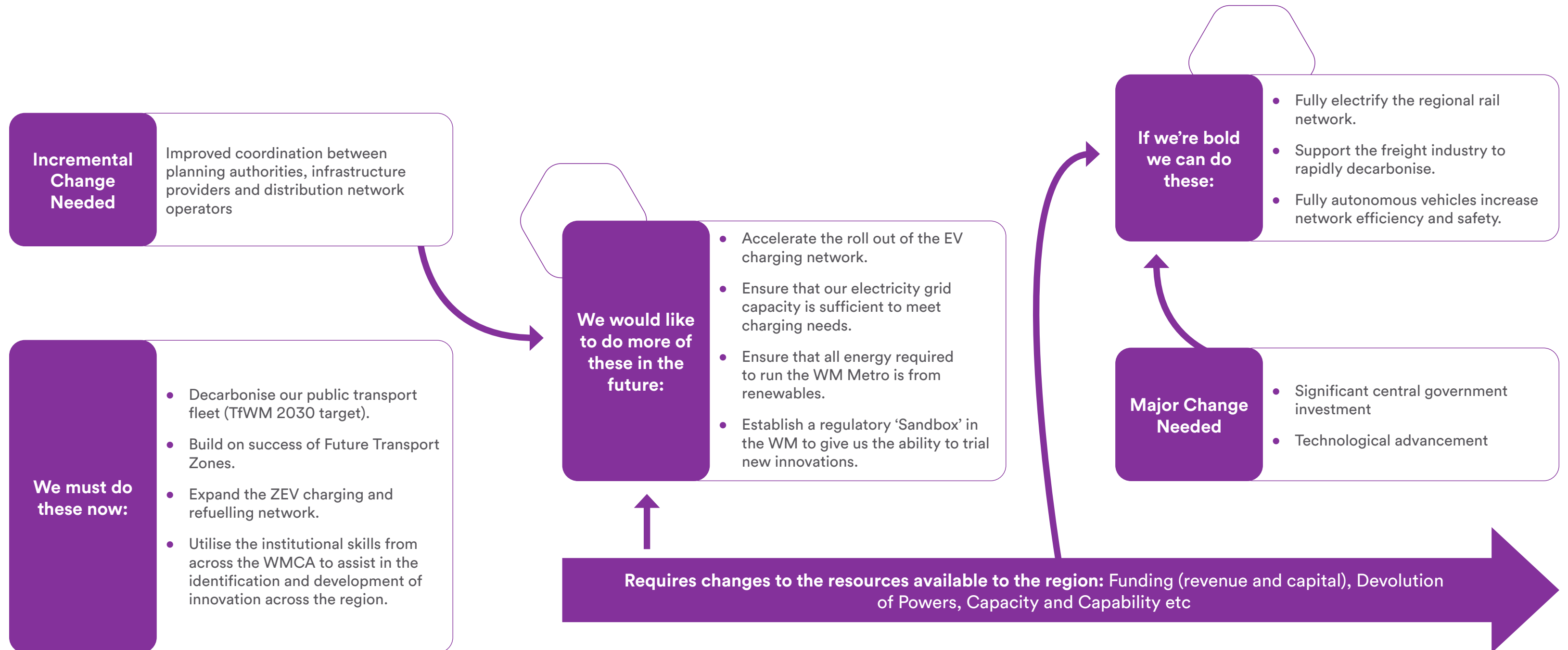
TfWM and partners will:

- 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.





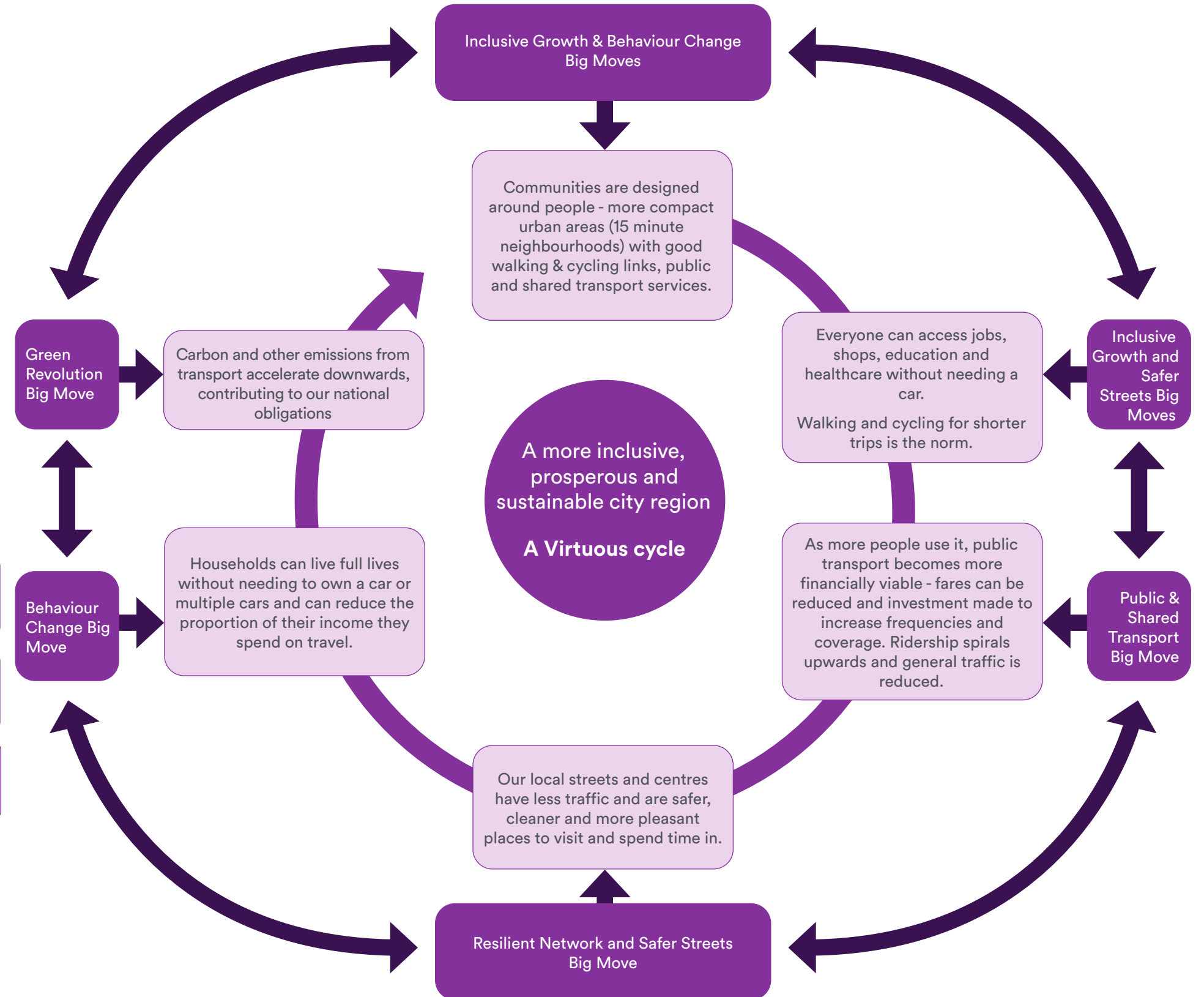
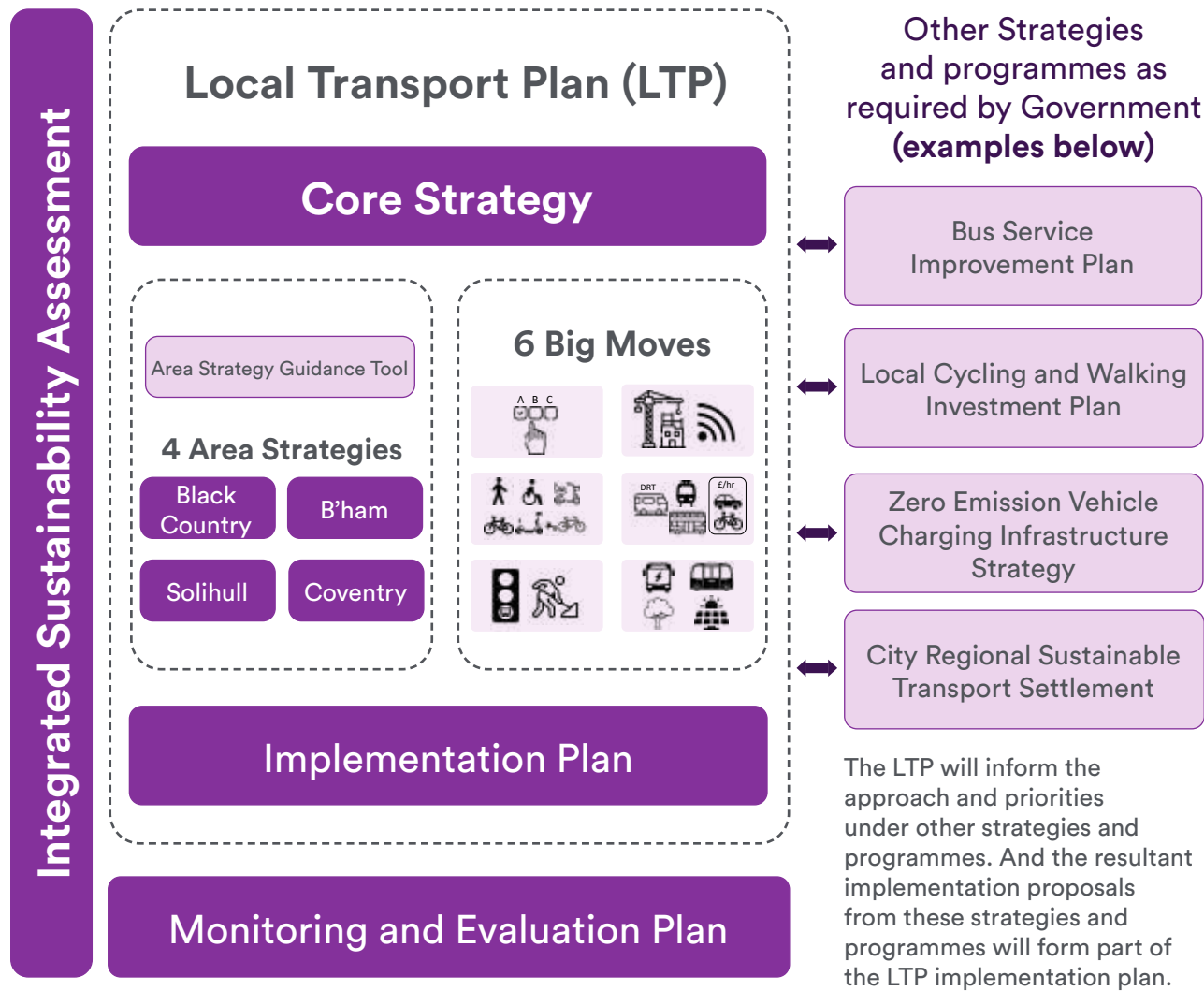
**Next steps towards
our Big Moves**

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

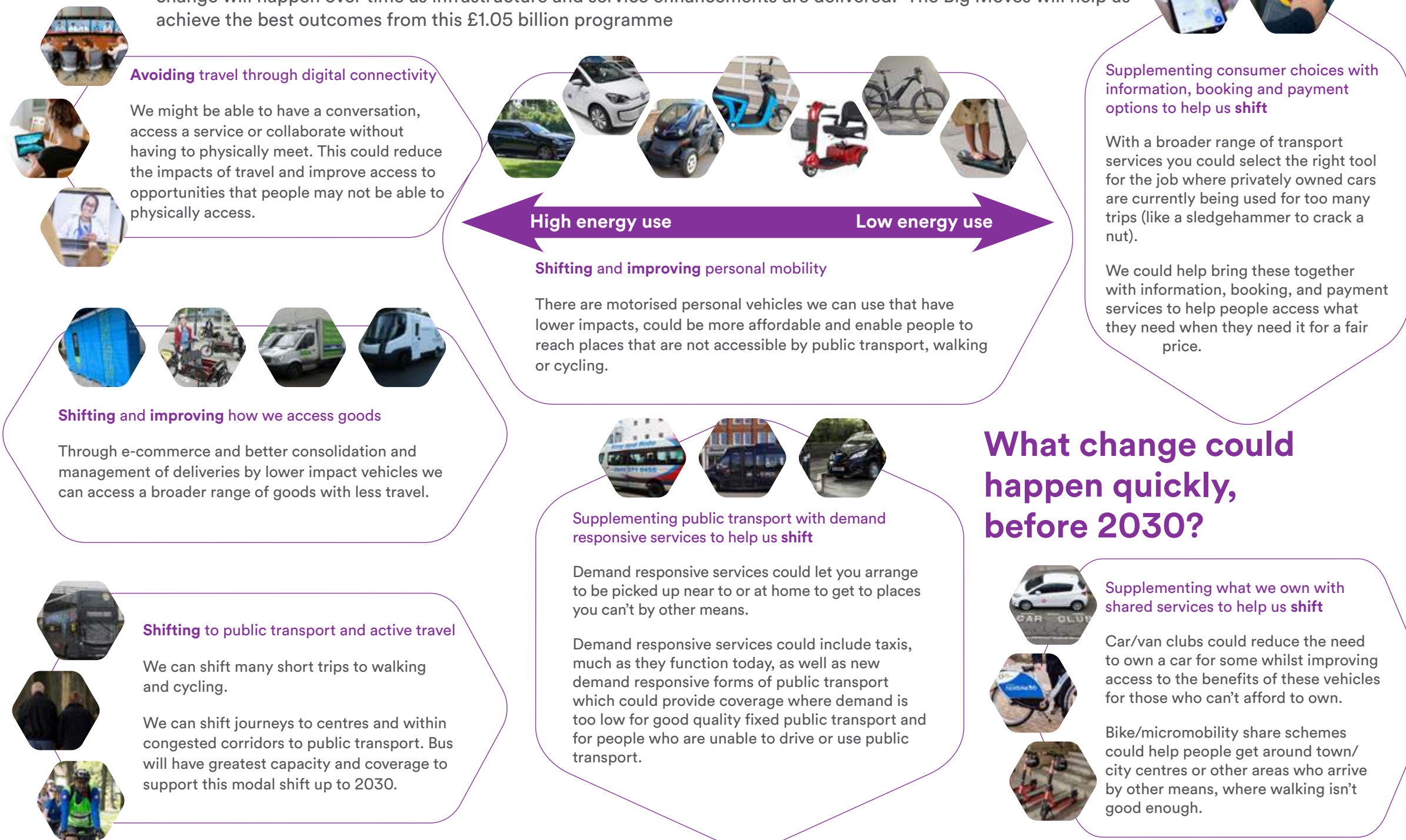
The future is inherently uncertain and some aspects of the Big Moves will need to be adapted over time, in response to changing circumstances. And for more innovative aspects of the plan, we may wish to trial some aspects in advance of rolling them out more widely across the whole region or on a permanent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



What change could happen quickly, before 2030?

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.

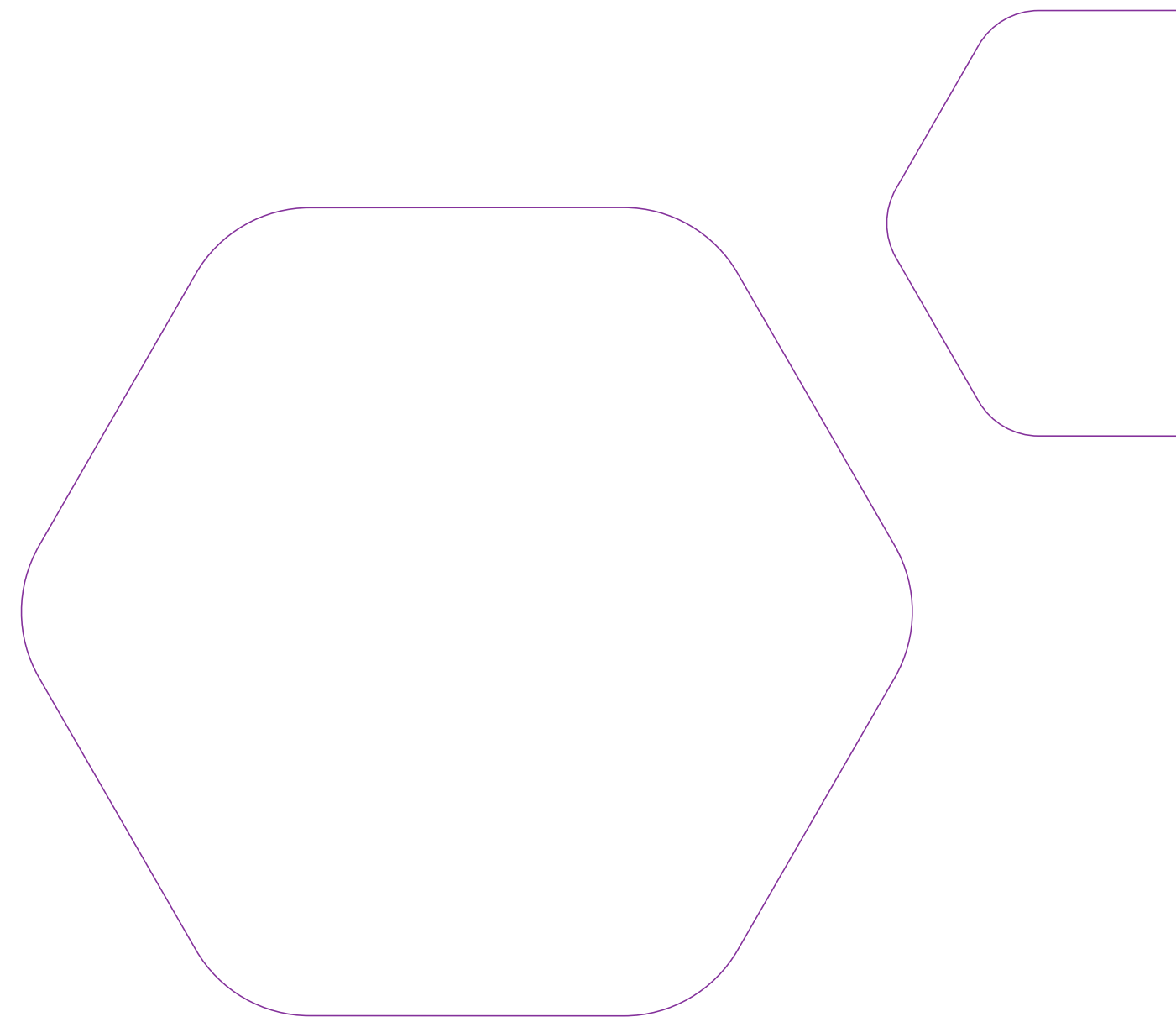
This work will draw on new data analysis techniques we have developed to map the characteristics of different communities in terms of levels of car ownership and access to every day services and opportunities. Along with significant local engagement, this will help to identify what sorts of interventions 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.





Transport for
West Midlands