

# Public Document Pack



Coventry City Council

## Agenda

### **Business, Economy and Enterprise Scrutiny Board (3)**

#### **Time and Date**

2.00 pm on Wednesday, 9th March 2022

#### **Place**

Diamond Rooms 1 and 2 - Council House

Please note that in line with current Government and City Council guidelines in relation to Covid, there will be reduced public access to the meeting to manage numbers attending safely. If you wish to attend in person, please contact the Governance Services Officer indicated at the end of the agenda

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#### **Public Business**

- 1. Apologies and Substitutions**
- 2. Declarations of Interest**
- 3. Minutes (Pages 3 - 12)**
  - (a) To agree the Minutes of the meeting held on 9<sup>th</sup> February 2022
  - (b) Matters arising
- 4. West Midlands Local Transport Plan Core Strategy Engagement**  
(Pages 13 - 108)  
  
Briefing Note of the Director of Law and Governance
- 5. Key Regeneration Projects (Pages 109 - 112)**
  - (a) City Centre South
  - (b) Friargate and Coventry Station  
Briefing Note of the Director of Property Services and Development
- 6. Support for Business (Green Business Programme) (Pages 113 - 120)**  
  
Briefing Note of the Director of Business, Investment and Culture
- 7. Work Programme 2021/2022 (Pages 121 - 124)**  
  
Report of the Scrutiny Co-ordinator
- 8. Any other items of public business which the Chair decides to take as matters of urgency because of the special circumstances involved**

**Private Business**

**Nil**

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Julie Newman, Director of Law and Governance, Council House, Coventry

Tuesday, 1 March 2022

Note: The person to contact about the agenda and documents for this meeting is Michelle Salmon, Governance Services, Email: [michelle.salmon@coventry.gov.uk](mailto:michelle.salmon@coventry.gov.uk)

Membership:

Councillors G Hayre, M Heaven, T Jandhu, R Lancaster, P Male, C Miks (Chair), E Ruane, B Singh, A Tucker

By invitation:

Councillor J O'Boyle - Cabinet Member for Jobs, Regeneration and Climate Change

Councillor P Hetherton – Cabinet Member for City Services

Councillor G Lloyd – Deputy Cabinet Member for City Services

Councillor L Bigham – City Council Representative on West Midlands Combined Authority Transport Delivery Committee

Councillor P Akhtar – City Council Representative on West Midlands Combined Authority Transport Delivery Committee

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**Michelle Salmon  
Governance Services  
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# Agenda Item 3

## Coventry City Council

### Minutes of the Meeting of Business, Economy and Enterprise Scrutiny Board (3) held at 2.00 pm on Wednesday, 9 February 2022

Present:

Members: Councillor C Miks (Chair)  
Councillor J Clifford (substitute for Councillor Lancaster)  
Councillor M Heaven  
Councillor T Jandu  
Councillor P Male  
Councillor B Singh

Other Members: Councillor P Hetherton – Cabinet Member for City Services  
Councillor G Hayre – Deputy Cabinet Member for Public Health and Sport  
Councillor L Bigham – City Council Representative on West Midlands Combined Authority Transport Delivery Committee  
Councillor P Akhtar – City Council Representative on West Midlands Combined Authority Transport Delivery Committee

Others Present  
(by invitation): Adam Tranter, West Midlands Walking and Cycling Commissioner

Employees (by Service):

Law and Governance: G Holmes, M Salmon

Transportation and Highways J Seddon, R Smith

Apologies: Councillor K Caan  
Councillor R Lancaster  
Councillor G Lloyd  
Councillor J O'Boyle  
Councillor E Ruane  
Councillor A Tucker

## **Public Business**

### **23. Declarations of Interest**

There were no disclosable pecuniary interests.

### **24. Minutes**

The minutes of the meeting held on 8<sup>th</sup> December 2021 were agreed and signed as a true record. There were no matters arising.

## 25. Local Cycling and Walking Infrastructure Plan

The Business, Economy and Enterprise Scrutiny Board (3) received a briefing note and presentation of the Director of Transportation and Highways that gave an update on the Local Cycling and Walking infrastructure Plan, a Plan that provided a strategic approach to identifying cycling and walking improvements as part of a long-term approach to developing local cycling and walking networks over a 10-year period as part of the Government's strategy to increase trips on foot or by cycle. The Cabinet Member for City Services, the Deputy Cabinet Member for Public Health and Sport and the City Council's two representatives on the West Midlands Combined Authority Transport Delivery Committee, attended the meeting for this item of business. The West Midlands Walking and Cycling Commissioner also attend the meeting for this matter.

The key outputs of the Plan were:

- a network plan for walking and cycling which identified preferred routes and core zones for further development
- a prioritised programme of infrastructure improvements for future investment in the short, medium and long term
- a report which set out the underlying analysis carried out and provided a narrative which supported the identified improvements and network
- to ensure that consideration was given to cycling and walking within both local planning and transport policies and strategies
- made the case for future funding for walking and cycling infrastructure

The Plan offered opportunities for walking and cycling to benefit people who lived, worked, studied or visited the city and the Coundon Cycleway, which improved connections to primary and secondary schools and shops along the corridor and was connecting onwards to the city centre, where new cycle parking had been provided, including at both the railway and bus stations, was an example of this opportunity. Access to bikes for visitors and residents had been improved by the West Midlands Cycle Hire scheme, which covered the city centre and both university campuses. Opportunities for walking had also been improved through campus improvements and as part of the city centre public realm, including a new pedestrian wayfinding system.

The Department for Transport supported the development of Local Cycling and Walking Infrastructure Plans (LCWIP) with funding awarded to the West Midlands Combined Authority (WMCA) to prepare a regional Plan prioritising cycle routes for development across the region and further funding for the City Council to develop and implement the Binley Cycleway via the Transforming Cities Fund. Additional funding had been provided from the Local Authority Capability Fund, to develop a more detailed LCWIP for Coventry in 2022 which would be informed by the draft Transport Strategy.

Coventry's draft Transport Strategy included 'Gear Change: A Bold Vision for Walking and Cycling', a national strategy focusing on a long-term shift towards active travel. Gear Change included a commitment to ensure that by 2030, 50 per cent of all journeys in towns and cities would be made by walking and cycling. The Strategy noted that although Coventry was a relatively compact city, the number of people walking, and cycling was not as high as it could be. A lack of convenient

and safe routes for cyclists was likely to be a barrier to higher levels of uptake. The Coventry Household Survey in 2021 found that only 52 per cent of residents agreed that it was easy to travel around Coventry by bike, this was significantly fewer than the number who felt it was easy to walk, drive and travel on public transport.

Walking and cycling contributed to all of the Strategy objectives: supporting the city's economic recovery and enabling long-term growth; delivering a sustainable, low carbon transport system; ensuring equality of opportunity; and maximising health and wellbeing.

The LCWIP would help to realise the Transport Strategy's aim to reduce the city's reliance on car travel, by identifying the opportunities to significantly improve conditions for those who walk and cycle through measures including developing Core Walking Zones, Low Traffic Neighbourhoods, School Streets and a network of dedicated cycleways within the city. It would also identify opportunities to improve connectivity by cycle to neighbouring areas of Warwickshire and Solihull, including key development sites such as the proposed Gigafactory and UK Central. Longer commutes by bike would be enabled by the expansion of the West Midlands Cycle Hire scheme with more e-bikes and an expanded network of docking stations.

The Plan would follow a process of scoping; information gathering; network planning for cycling; network planning for walking; prioritising improvements; and integration and application.

The next steps were to invite the respondents to the Transport Strategy consultation to sign up for the cycle newsletter to receive updates on the development of the Local Cycling and Walking Investment Strategy. Opportunities to participate would also be promoted via council channels to residents, community and business groups and other interested stakeholders, including neighbouring authorities, National Highways and others. It was important that the process had broad engagement with people who already walked and cycled, but also those who would like to be able to in the future if conditions were improved. This approach meant not only looking at how to get along busy corridors, but also how to cross them and how to make adjoining areas more pleasant for residents, businesses, and visitors. This also extended to improving routes through green spaces for recreation but also to connect to local services.

The Board questioned officers, received responses, and discussed the following issues:

- Foleshill Transport Package and Local Plan - would address the removal of heavy goods vehicles from Foleshill Road and Longford Road to using Keresley Link Road and A444, making walking and cycling safer along residential roads.
- Safer cycle routes and footways and quality bus travel to incentivise use.
- Educating the public to consider alternative forms of travel.
- Electric and hydrogen buses - options for the future.
- Planning process would determine cycle connections for new developments in Eastern Green.

- Charter Avenue and Canley cycle lanes – funding secured for permanent cycle routes that would link up to a wider network. Communication and consultation with residents' key.
- E-scooters – part of the future Transport Strategy, but there needed to be decision from Government on their legal usage
- Towpaths – engagement of users to be considerate and integrate with all users of the facility.
- Brookstray/Eastern Green area – external funding being sort to improve existing path. Consultation with residents and Ward Councillors to determine future requirements for path use.
- Making Walking and cycling an attractive offer to secure public buy-in.
- Pedestrianised streets – sign-posted for pedestrian use at specific times.
- The need for decent lighting - to ensure safety and make walking and cycling routes attractive.
- Restricted access to streets to create safer cycling or walking environments.
- The links within the Strategy with Planning Policy.
- Learning and gaining feedback from current schemes to inform future of schemes
- Coundon Cycle Lane – first of its kind. Recognised regionally as a high-quality provision. Monitoring feedback.
- Existing cycling and walking routes – asset management for maintaining existing and new footways/cycleways.
- Footpaths – consideration of quality of footways and lighting provision to ensure safe and attract use.
- Public consultation – positive outcomes of co-created schemes.
- Public Health – walking and cycling promotes health and wellbeing. Communication of public health message for active forms of travel important.
- Emergency Active Travel Fund – fund for cycling, parallel fund for footways (for making footpaths usable and safe during Covid). Active Travel Fund third round currently underway. Future funding for footways not yet known.
- Section 106 Agreements - opportunity for developers to include maintaining existing paths/roads in any plans/proposals.
- Binley Cycleway - £8m Scheme, 7 Kilometre route from Coventry University to University Hospital, funding secured for the project from WMCA (national government funding devolved through the Combined Authority).

**RESOLVED that the Business, Economy and Enterprise Scrutiny Board (3):**

- 1) Notes the update provided.**
- 2) Agrees to engage with the Plan development going forward.**
- 3) Makes no further recommendations to the Cabinet Member.**

## 26. **Regional Active Travel Update from TFWM**

The Business, Economy and Enterprise Scrutiny Board (3) received a briefing note and presentation from Transport West Midlands that gave an update on regional progress towards increasing active travel. The Cabinet Member for City Services,

the Deputy Cabinet Member for Public Health and Sport and the City Council's two representatives on the West Midlands Combined Authority Transport Delivery Committee, attended the meeting for this item of business. The West Midlands Walking and Cycling Commissioner also attend the meeting for this matter.

The Starley Network was the vision for cycling across the West Midlands, which included both the existing network and the planned future network, which was identified in the West Midlands Local Cycling and Walking Infrastructure Plan (LCWIP) as well as the LCWIP of the Local Authorities who had published them (Birmingham, Sandwell and Solihull). The aim was that other local authorities would follow suit through the development work of the Local Authority Capability Fund to build on the local connector LCWIP routes. The West Midlands LCWIP was updated in June 2021, moving from phased delivery to delivery specified within 1, 4 and 10 years, as required by Department for Transport (DfT). The longer routes were still expected to be delivered in phases, and these had been split up over years where appropriate.

The Mayor of the West Midlands, Andy Street, had appointed Adam Tranter as the region's first Cycling and Walking Commissioner; one of his key objectives was to accelerate the delivery of the Starley Network and improve the quality of infrastructure across the region.

The Active Travel Fund and the Transforming Cities Fund investment had allowed accelerated delivery of LCWIP schemes, including the Binley Road route in Coventry. The Full Business Case for Binley Road was endorsed by WMCA Board in September 2021. There was an ask for this scheme in the region's application for Active Travel Fund Capital 2021-22, for which a decision was currently awaited. Coventry's plans for the Binley cycleway would be the benchmark of the quality aimed for across the West Midlands.

Bike Life was the biggest assessment of cycling in cities and urban areas across the UK and Ireland. The 2019 Bike Life Report was published in March 2020 with the next report expected Spring 2022. The 2022 report would expand to include walking and a measure of neighbourhood connections to local services such as education and grocery shops. From the 2019 report, many West Midlands residents supported the delivery of measures that allowed for safer cycling, e.g. 76% think space should be increased for people socialising, cycling and walking on their high street, and 65% supported building more cycle tracks, even if that meant less room for motor traffic.

The West Midlands Cycle Hire Scheme had been operational within the West Midlands since March 2021. There was a total of 1,350 pedal and 150 e-bikes in 8 regional locations across the 7 West Midlands Metropolitan Authorities. Scheme sponsorship was currently being sought to support the Scheme financially. Scheme usage within Coventry to-date had been positive, with key stats / observations from Coventry's usage indicating that the city outperformed other locations.

The Board questioned officers, received responses, and discussed the following issues:

- The installation of Bike Hire Schemes in more deprived areas of the city to address health issues.

- Support from developers to encourage cycling and walking as modes of travel
- Far Gosford Street – currently being considered for pedestrianisation. Consultation and liaison with partners essential.
- Docking Stations in Gosford Street were among those most used in the City.
- E-Scooters - need to be legislated before being considered as an alternative form of travel.
- E-Bikes - well used. Not many in the fleet but very well used, with high demand.
- Mobility Hubs – being investigated, to include cafés/quick stop. London has good examples of these hubs.
- Air Quality - benefits of being active, running, walking, cycling, far outweighs any negative impact of poor air quality. Impact surveys/studies being undertaken to provide accurate information on how the implementation has impacted on health.

The Board requested that Adam Tranter's email address be forwarded to Members of the Board.

**RESOLVED that the Business, Economy and Enterprise Scrutiny Board (3):**

- 1) Note the updates on regional progress towards increasing active travel.**
- 2) Agrees to champion the continued investment in active travel within Coventry.**
- 3) Had no further recommendations for the Cabinet Member or representatives on the TfWM Transport Advisory Committee.**

**27. Active Travel to School**

The Business, Economy and Enterprise Scrutiny Board (3) received a Briefing Note and presentation of the Director of Transportation and Highways that provided an update on support to schools to increase active travel. The Cabinet Member for City Services, the Deputy Cabinet Member for Public Health and Sport and the City Council's two representatives on the West Midlands Combined Authority Transport Delivery Committee, attended the meeting for this item of business. The West Midlands Walking and Cycling Commissioner also attend the meeting for this matter.

Active Travel included walking, cycling and other non-motorised forms of transport and could provide an affordable way for children and adults to build physical activity into their daily routines. This could benefit their own health and wellbeing and also help to improve local air quality for the benefit of the wider community by reducing short car trips. Parking outside schools had traditionally been discouraged through waiting restrictions and enforcement, but new approaches were being explored such as School Streets, where vehicle access was limited during school drop off and pick up times. This was trialled as part of the Air Quality Early Measures project.

The consultation on Coventry's draft Transport Strategy, approved by the Cabinet in October 2021 (their minute 34/21 referred) and considered at a previous meeting of the Business, Economy and Enterprise Scrutiny Board (3) (minute 08/21 referred), included reference to active travel and schools as part of the vision of a safe, sustainable, equitable and resilient transport system, which enabled residents, visitors and businesses to thrive.

The draft strategy included four objectives: supporting the city's economic recovery and enabling long-term growth; delivering a sustainable, low carbon transport system; ensuring equality of opportunity; and maximising health and wellbeing. The Council could deliver some aspects of the Strategy with other being delivered by, or in partnership with, partners in the region.

One of strategy's themes was encouraging behaviour change including engaging with schools, which would help to meet sustainability and health and wellbeing objectives. Enabling active travel to school could also support economic and equality objectives by reducing travel costs for families and allowing older children to travel independently.

The Briefing note set out details of School travel trends, providing statistics on walking, cycling, bus use, car travel, lengths of journeys and ages of pupils undertaking each mode of travel, Local School Travel Data. It provided statistical information on Cycling to secondary school in Coventry providing statistical information; Bikeability Training, Walk to School, Go Ride Schools, and national charity Sustrans Smarter Travel Support.

Building on the experience to date, schools were being offered support to promote active travel in connection with the local air quality action plan, which focussed on the Holyhead Road corridor in particular. Support had already been provided to a number of schools in the target area with a particular focus on schools along the Coundon Cycleway. For example, support was already being provided to Coundon Court Secondary School at the western end of the route and St Osburg's Primary School at the eastern end. Discussions had also been taking place with Bablake School which located directly on the cycleway route.

Over 100 people had participated in adult cycle training from summer 2021 and beginners' sessions had moved inside over the winter. Cycles were available for people to borrow at the training. Outreach activities had been undertaken via public events including CycleFest, where bikes could be donated for recycling for refugees. This event included supervised cycle parking, Dr Bike maintenance checks with Cycling UK, test rides and inclusive cycling with Parkride/Midland Mencap.

A holistic package of support would be provided to maximise opportunities for walking, scooting and cycling to school and also for other journeys. If parents were confident cycling, they were more likely to allow their children to cycle to school and may then be able to continue to their destination by bike. The elements of the programme taking place over the next 2 years were: School Travel Planning; Learn to Ride; Bikeability in School; Go Ride Coaching; Cycle and Scooter Parking at School; Route Development; Public Events; and promotional campaigns.

Details of how work to support walking and cycling to schools and local communities would be complemented by further engagement programmes targeting businesses across the city, were detailed in a Plan in the Briefing Note.

The Board questioned officers, received responses, and discussed the following issues:

- Government had provided funding for work with schools on schemes – provide tools and best practice.
- Schools engaged and were keen to promote – the tools and infrastructure needs to be in place to enable the travel changes to be implemented.
- Investing in working with schools, businesses, communities to deliver training on travelling more sustainably.
- Would like to work with all schools in the City, but funding is always an issue.
- Important to get the message out to children early to have best outcomes.
- St Osburg's School – Air Quality Action Plan had been consulted on.
- Upper Hill Street – impact of proposals to open up Upper Hill Street raised concerns from Members. The Plan could change due to any adverse impact it may cause but the Government would require an alternative to improve air quality in that area.
- Bikeability – Implemented in Schools to provide cycle training to equip children with vital life skills. Pupils not only learn to cycle, but gain independence, social skills and a sense of wellbeing.
- Education of adults to cycle – work being undertaken.

**RESOLVED that the Business, Economy and Enterprise Scrutiny Board (3):**

- 1) **Notes the update on support to schools to increase active travel.**
- 2) **Supports ongoing activity to promote active travel to school as part of the Local Air Quality Action Plan.**
- 3) **Makes no further recommendations to the Cabinet Member.**

28. **Work Programme 2021/2022**

The Business, Economy and Enterprise Scrutiny Board (3) received a report of the Scrutiny Co-ordinator that detailed issues on the Board's Work Programme for the final meeting of the Board for 2021/2022 and the suggested items for the Board for 2022/23.

The Board were informed that an additional item to those listed on the Programme would be considered at the 9<sup>th</sup> March 2022 meeting, headed 'WMCA Local Transport Plan 5 Core Strategy Consultation'.

**RESOLVED that the Business, Economy and Enterprise Scrutiny Board (3):**

- 1) **Notes the issues on the Board's Work Programme for the final meeting of the Board for the Municipal Year 2021/2022, with an update to the Programme to include 'WMCA Local Transport Plan 5 Core Strategy Consultation' on the agenda for the 9<sup>th</sup> March 2022 meeting.**

- 2) Notes the suggested items for meetings of the Board for 2022/2023.**
- 29. Any other items of public business which the Chair decides to take as matters of urgency because of the special circumstances involved**

There were no other items of public business.

(Meeting closed at 5.00 pm)

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**To: Business, Economy and Enterprise Scrutiny Board (3)**

**Date: 3<sup>rd</sup> March 2022**

**Subject: West Midlands Local Transport Plan Core Strategy Engagement**

### **1 Purpose of the Note**

- 1.1 The purpose of this briefing note is to provide an update for Coventry's Business, Economy and Enterprise Scrutiny Board (3) on the development of a new West Midlands Local Transport Plan and in particular the engagement on the new Local Transport Plan Core Strategy. WMCA Board approved the draft Core Strategy for consultation on 14th January 2022. The engagement commenced on 7th February 2022 and will run until 4th April 2022.

### **2 Recommendations**

- 2.1 The Business, Economy and Enterprise Scrutiny Board (3) is recommended to consider the appended information and the following information:
  - 1) Note the proposed approach and progress on development of the West Midlands Local Transport Plan (LTP) and the publication of the West Midlands Transport LTP Core Strategy for consultation.
  - 2) Provide comments and views on proposed vision and approach for the new West Midlands Local Transport Plan and what it means for Coventry.
  - 3) Note the approach for developing the LTP Big Moves and Area Strategies through to Summer 2022.
  - 4) Advise how TfWM and Coventry officers can support and work with elected members in communicating and building awareness of the issues the LTP seeks to tackle and developing improved engagement with communities on how we can start to change travel behaviours.

### **3 Background and Information**

- 3.1 Please see attached the following Appendices:

Appendix 1 – WMCA LTP Consultation

Appendix 2 – Engagement LTP Paper – Final Summary

Appendix 3 - WM LTP Core Strategy

Appendix 4 - WM LTP Core Summary

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3<sup>rd</sup> March 2022

## Purpose

The purpose of this briefing is to provide an update for Coventry's Business, Economy and Enterprise Scrutiny Board (3) on the development of a new West Midlands Local Transport Plan and in particular the engagement on the new Local Transport Plan Core Strategy. WMCA Board approved the draft Core Strategy for consultation on 14<sup>th</sup> January 2022. The engagement commenced on 7<sup>th</sup> February 2022 and will run until 4<sup>th</sup> April 2022.

The Business, Economy and Enterprise Scrutiny Board (3) are requested to:

1. Note the proposed approach and progress on development of the West Midlands Local Transport Plan (LTP) and the publication of the West Midlands Transport LTP Core Strategy for consultation.
2. Provide comments and views on proposed vision and approach for the new West Midlands Local Transport Plan and what it means for Coventry.
3. Note the approach for developing the LTP Big Moves and Area Strategies through to Summer 2022.
4. Advise how TfWM and Coventry officers can support and work with elected members in communicating and building awareness of the issues the LTP seeks to tackle and developing improved engagement with communities on how we can start to change travel behaviours.

## Background – statutory requirement for a West Midlands Local Transport Plan

Under the Transport Act 2000, Local Transport Authorities (LTAs) have a statutory duty to produce and review a Local Transport Plan (LTP). As a consequence of the Local Transport Act 2008 and the West Midlands Combined Authority Order 2016, WMCA is the LTA for the seven constituent metropolitan districts/boroughs. The LTP will align to the core priorities of WMCA ensuring that all future funding bids and transport activity is optimised to meet the Corporate Aims and Objectives signed off by WMCA Board in November 2021.

The LTP must set out policies for the promotion and encouragement of safe, integrated, efficient and economic transport to, from and within the LTA area as well as proposals for the implementation of those policies. WMCA and the seven-metropolitan district/borough councils of the West Midlands must carry out their functions so as to implement these policies. The LTP carries statutory weight in a range of decisions made by many public authorities as they execute their functions under their relevant statutory provisions. It is a critical document for ensuring the West Midlands public's interests with regards to transport and its impacts are considered in such decisions. The LTP must be developed collaboratively between the WMCA as LTA and the 7 local authorities and implemented in partnership with other agencies and organisations such as National Highways, Network Rail and public transport operators.

Since Movement for Growth (the fourth West Midlands LTP) was published there have been significant changes to the policy context including changes to the political, social and economic landscapes which have implications for transport policy and plans. Most significant of these are the impact of the Covid-19 pandemic and the challenge of climate change, with the WMCA declaring a climate emergency in 2019 and committing to ambitious plans of becoming a net zero region by 2041.

The first [WM2041 five year carbon plan](#) was approved and adopted by the WMCA Board in March 2021. This set out a priority for WMCA to support changes in travel behaviours through reduction in car usage and a much higher modal share of public transport and cycling. A key deliverable for WMCA was producing a new LTP aligned to WM2041. In July 2021, Transport for West Midlands published the 'Reimagining Transport in the West Midlands' Green Paper. The purpose of the Green Paper was to start a conversation with politicians, public and stakeholders on how transport policy and strategy in the West Midlands could

change. The focus was to engage on how the region could better respond to the big challenges it faces, including responding to the economic downturn and the climate emergency, as described in the Green Paper through five 'Motives for Change'.

### Green Paper Engagement, Summer 2021

The [Green Paper](#) engagement over the summer of 2021 saw over 600 full responses (and around 700 partial responses) to the public survey and around 20 detailed responses from a range of stakeholders including local businesses. In addition, a series of deliberative engagement and citizens panel sessions also took place with around 60 stakeholders and a group of around 70 individuals through the Transport for West Midlands online community. This group was demographically representative of people from across the region. A summary of the results of the engagement is appended at **Appendix 1**, but the key messages include:

- The issues raised in the motives for change resonated with respondents who felt that these were important. Climate change and addressing inequality were the areas of most concern.
- There was a clear sense from responses that the current approach to transport was not delivering sufficient improvements, or that things were getting worse. 92% of respondents were fairly concerned or very concerned by climate change and 83% agreed that a key policy aim should be to tackle inequalities in transport access.
- There was a view that the West Midlands could not build its way out of the problems and should adopt an approach which places greater emphasis on using existing transport infrastructure better.
- Two thirds of respondents felt that levels of traffic on local roads were now a problem.
- The majority of people acknowledged that increasing levels of active travel were important, but that a lack of safe infrastructure and busy roads were a barrier to more people choosing to walk and cycle.
- The shift to electric vehicles was supported, but there was concern that the challenges of congestion would not be resolved.
- Whilst the car is still going to be important for many people's travel choices, a majority of people agreed that car use needed to be reduced. Many were open to new ways of accessing cars instead of private car ownership.
- When subsequently polled, 68% of a sample of respondents to the original consultation strongly agreed or agreed with the need for the use of 'sticks' to achieve significant change in travel behaviour. However, less people believed that either national or local government would use them within the next 5 years.

### National Policy

The last 18 months have also seen a number of policy statements from Government which have placed an emphasis on transport's role in responding to the need to rapidly decarbonise; delivering HMG's levelling up agenda; and supporting the post pandemic recovery of the UK. This has included an ambition to see half of all journeys in cities and towns walked or cycled by 2030. The Government has made it clear that local authorities will be expected to take the lead on bold decisions to influence how people travel; and to take local action to make the best use of space. These changes are in order to enable active travel and transform local public transport, including though considering appropriate parking or congestion management policies to promote and support the desired behaviour change.

Government has said it will drive decarbonisation and transport improvements at a local level by making quantifiable carbon reductions a fundamental part of local transport planning and funding. This has influenced the approach to the City Regional Sustainable Transport Settlement programme. Further LTP

guidance is expected to be published by Department for Transport in early 2022; and future funding decisions are likely to be directly informed by the level of reductions which are evidenced.

## Developing the new West Midlands Local Transport Plan

Following engagement on the Green Paper, a discussion with local authority Leaders took place on how the West Midlands should develop its new LTP. There was consensus that investment in transport remains critical to support the region's growth outcomes, enable modal shift, and improve accessibility – especially in traditionally under-served and deprived areas of the region. The pandemic has exacerbated some of our longstanding economic challenges around inequality, poverty, and poor health. The new LTP will help continue to make a strong case for transport investment, such as the City Regional Sustainable Transport Settlement, that will play a critical role in opening-up opportunities for communities across the region. There will be a focus on allowing the region to quickly regain growth momentum and avoid long-term post-pandemic economic scarring, whilst helping us to make good progress towards developing a carbon neutral transport system.

However, despite the positive progress being made, the need for more fundamental change was acknowledged and accepted. Our current approach is largely focussed on improving alternatives and informing travellers so they understand the benefits of using those alternatives. Whilst continuing to invest in the alternatives to the car is going to continue to be important, this alone won't be sufficient to generate the kinds of behaviour change needed to meet our aims.

We know from reviewing the impact of the current approach and modelling different scenarios that with the policies and programmes we have in place now we won't deliver the scale and pace of change that we need – even if we had significantly higher levels of funding to improve the public transport network or build more cycle infrastructure. Based on current actions we would not meet our WM2041 target for carbon reduction (or even the UK 2050 climate change emissions targets), and we would continue to make marginal progress against the other issues raised in our Motives for Change. Ultimately, without a change in direction, transport risks becoming a handbrake on the greener, fairer inclusive growth the region wants to deliver.

In discussion Leaders identified that being risk averse (carrying on with the same policy approach) would in itself be a risky strategy that fails to deliver the kind of transport system needed to meet the aims the region has agreed to try and achieve. The importance of demand management to achieving behaviour change was understood and it was acknowledged that Government policy is channelling local government towards such measures.

However, across the public and stakeholders there remains a significant lack of consensus around the best way to engender the behaviour change required. There are also significant concerns about the impacts of change at such an unprecedented scale and pace. To further complicate the matter, as a result of COVID-19 impacts, there has also never been so much uncertainty about how travel behaviours will change further into the medium to long term.

A challenge for the new LTP will be honesty about the need to manage demand to help deliver the scale of behaviour change required and about the consequences of not taking appropriate action. The plan is being developed to account for this challenging position. It is being honest about the need for a demand management approach to help the transport system deliver against the region's wider objectives and vision. However, it is positioning the choice to manage demand as something that needs to be worked through with local people, communities and stakeholders with an understanding of the issues that will need to be managed if we carry-on as is. Engagement with the public and stakeholders will need to be on-going and more extensive than ever before. It will be important for the LTP to be understandable and relatable

for the public and using TfWM's traveller segmentation tools we have started to articulate the vision through images of the places people experience and how transport underpins their day-to-day activities.

This approach will also enable the West Midlands to be realistic and clear over what is and is not within the gift of local leadership – understanding that appropriate local action on local streets can help give us a quieter and healthier urban environment, but that more transformational behaviour change (for example to significantly reduced carbon emissions) requires broader consensus across the country and national leadership (and sharing of the burden). Ultimately one regional area will struggle to be radically transformational without risking unintended and disadvantageous consequences for its economy. Conversely, change adopted at a similar pace and more uniformly across the country means concerns over economic displacement effects can be managed and companies operating across these geographies can plan and deliver national operating protocols with more confidence. This latter point is particularly relevant to the freight, logistics and automotive industries which the West Midlands is a national leader in.

Given the above context the approach to developing and implementing change will need to be different. To respond to this, the new LTP will have a dynamic and flexible approach to transport policy and delivery. A dynamic plan, which is regularly reviewed, will enable an on-going discussion with members and the public on how and where progress can be made on more or less difficult pathways. The draft Core Strategy sets out a policy tool kit framed within 6 Big Moves, from which WMCA, TfWM and local authorities will need to develop their delivery plans.

The Big Moves are all intended to improve the transport system to encourage a change in travel behaviours and deliver against our motives for change. The need to consider accessibility more holistically, i.e. not just through mobility but also through better spatial planning and digital connectivity ('the triple access system') is also reflected. This is illustrated in the figure below showing connection from the 'big moves' the motives for change.

<b>Through Action against the 6 big moves...</b>	<b>...changes citizens' experience of transport options...</b>	<b>...which changes their behaviour...</b>	<b>...which divorces accessibility from the impacts of transport...</b>	<b>... and delivers our motives for change</b>
<ul style="list-style-type: none"> <li>• Behaviour change for the better</li> <li>• Growth that helps everyone</li> <li>• Safer streets to be more active</li> <li>• Public transport that connects people and places</li> <li>• A resilient and safe transport network</li> <li>• Delivering a green revolution</li> </ul>	<ul style="list-style-type: none"> <li>• Reliable</li> <li>• Efficient</li> <li>• Flexible and convenient</li> <li>• Personalised</li> <li>• Well-connected</li> <li>• Comfortable</li> <li>• Accessible and easy to use</li> <li>• Affordable</li> <li>• Safe and secure</li> <li>• Cleaner and greener</li> <li>• Healthy</li> <li>• Modern</li> </ul>	<b>Avoid</b> <ul style="list-style-type: none"> <li>• Reduce travel</li> </ul> <b>Shift</b> <ul style="list-style-type: none"> <li>• Change destination or route</li> <li>• Change mode</li> </ul> <b>Improve</b> <ul style="list-style-type: none"> <li>• Choice to drive more efficiently</li> <li>• Choice to use more energy efficient vehicles</li> </ul>	<ul style="list-style-type: none"> <li>• Traffic reduction</li> <li>• Electrified transport</li> <li>• Improved accessibility</li> </ul>	<ul style="list-style-type: none"> <li>• Sustaining economic success</li> <li>• Creating a fairer society</li> <li>• Supporting local communities and places</li> <li>• Becoming more active</li> <li>• Tackling the climate emergency</li> </ul>

The big moves policies will be detailed further in a series of additional LTP documents to be developed and consulted on during 2022. In addition TfWM is working with local authorities to develop a suite of Area Strategies within the framework of LTP policies. These will sit beneath the Core Strategy and alongside the Big Moves and will translate the policy tool kit into local areas. They will help us develop plans to solve the challenges of different kinds of places, covering neighbourhoods, corridors and centres but which are tailored to diverse places within areas/districts.

Following WMCA Board approval in January, engagement on the draft Core Strategy has now started and will run through to 4<sup>th</sup> April 2022. The engagement will use a range of channels to maximise awareness and engagement across stakeholders and the general public. The Local Transport Plan details can be viewed [here](#). Subject to feedback and updates to the LTP it is intended that a final Core Strategy and draft Area and Themes strategies will be presented to WMCA Board in summer 2022. A copy of the draft Core Strategy (**Appendix 2**) and summary document (**Appendix 3**) are attached.

#### Further Information

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# Reimagining transport in the West Midlands: A conversation about change

LTP Green Paper  
Engagement Summary



# LTP Green Paper Engagement Summary



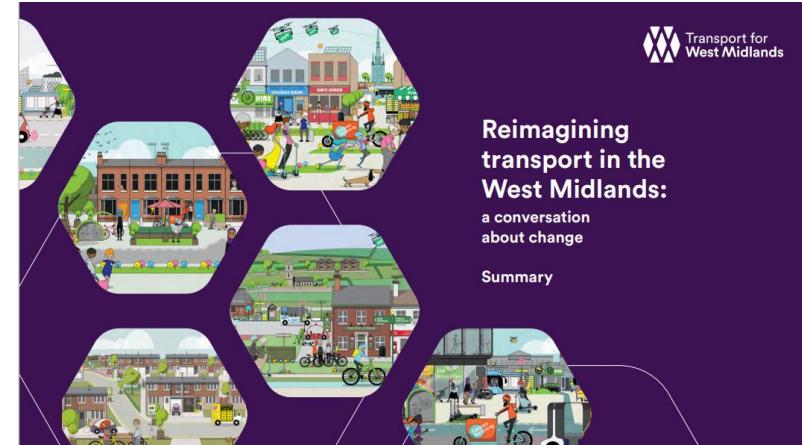
1. Engagement Plan “What we did”
2. How we did it
3. What was said
4. Engagement summary and policy implications

*Produced by TfWM Policy, Strategy and Innovation Directorate*

# LTP Green Paper: Overview

- The LTP Green Paper: Reimagining Transport in the West Midlands was published on the 1<sup>st</sup> July 2021
- The Green Paper serves as a consultation document for the general public, businesses and other key stakeholders in the West Midlands
- It will inform the development of the new Local Transport Plan (LTP5) for the West Midland Combined Authority
- The document is based around five key Motives for Change, which encapsulate the main challenges facing the region in relation to transport:
  - Creating a fairer society
  - Supporting local communities and places
  - Becoming more active
  - Tackling the climate emergency
  - Sustaining economic success

The Motives for Change were developed as part of an evidence gathering exercise which formed the basis of the LTP Green Paper

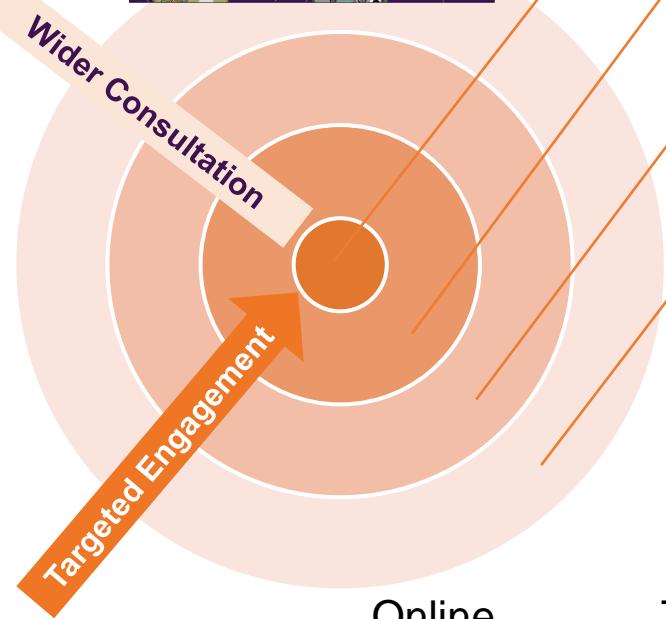
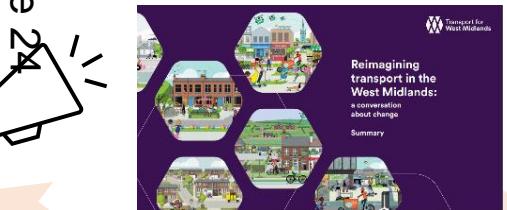


[Reimagining transport in the West Midlands - WMLTP5 Green Paper | Transport for West Midlands \(tfwm.org.uk\)](https://tfwm.org.uk/reimagining-transport-in-the-west-midlands-wmltp5-green-paper/)

# LTP Engagement Strategy



Page 2



June  
2021

July 2021

August 2021

September 2021

October  
2021

LTP Engagement was conducted through various channels, including:

- Public surveys which were disseminated via social media, mail and email
- Market Research Online Community (MROC) and targeted quick-poll surveys
- Online and in-person workshops with key stakeholders
- WMCA Boards

Public and Community Survey Responses

Chamber of Commerce Event

# LTP Public Engagement Campaigns

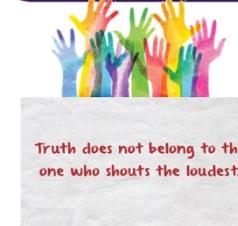


- The Green Paper was publicised via: TfWM's website, constituent authorities' websites, emails via Campaign Monitor and networks, social media, press releases and community outreach partnerships
- The citizen and business/community surveys were published on the 5th July and remained open until the end of September
- A follow up 'Quick Poll' survey for LTP survey participants who wished to take up in further research, which gathered more information on perceptions and use of policy mechanisms and the opportunities/threats posed by decarbonising transport

An in-person business engagement event was facilitated by the Birmingham Chamber of Commerce and transport planning consultancy Atkins

## Engagement Principles and Aims

**Inclusive**  
Everyone is a stakeholder.  
Need to exploit multiple channels



**Unbiased and Empowering**  
Helping people understand choices, and to articulate their views.



**Deliberative**  
Enabling consensus around complex issues with diversity of stances.  
Need to exploit new types of forums.

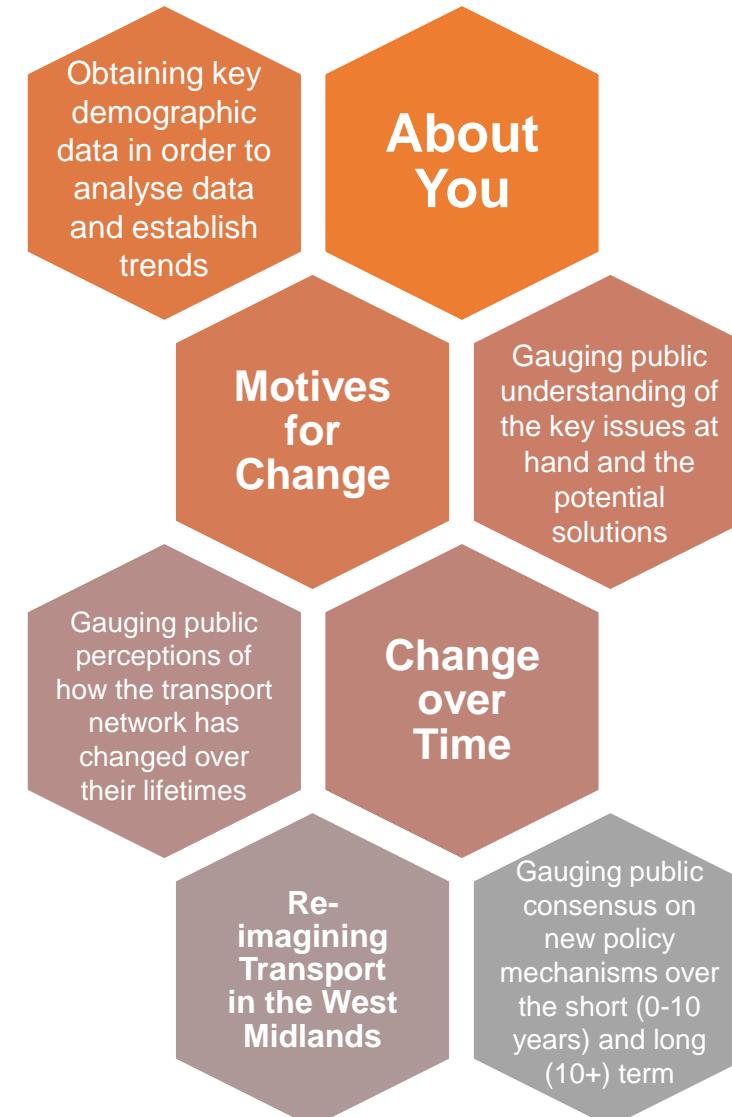


- Identify citizen's preferences** on how to meet objectives
- Build understanding** of the day-to-day aspects of travel that are **key to positive customer experience**
- To build understanding of the **gap between plans, trends and aspirations**
- To build understanding of the **kinds of interventions** that **would bridge the policy gap**
- To **develop consensus around new policy strategies** that would help people make the changes required

# Public Survey Design

- Two types of survey were developed for the LTP Green Paper:
  - one for general citizens of the West Midlands,
  - another for businesses and community organisations
- Each survey included four sections with a mixture of closed (selected from discreet options) and open-ended (respondents to provide text-based answers) questions.
- The public were also invited to leave further comments/ feedback at the end of the survey and to take part in future research.
- TfWM ran a follow up ‘Quick Poll’ survey for LTP survey participants who wished to take up in further research.
- This gathered information on perceptions and use of policy mechanisms and the opportunities/threats posed by decarbonising transport.

## Survey Sections



# Market Research Online Community (MROC) Engagement

- Engagement was facilitated by research agency Mustard, who ran two activities
- Activity 1 ran over one week in June 2021 and focused on members' travel behaviour and journey patterns, open for all to respond with a prize draw incentive
- Members were asked questions on their travel behaviour, why they chose to travel in certain ways and their perceptions of different modes of travel
- Activity 2, for which interested members were selected, involved a 9-day session which explored a world without cars and getting members to explore potential alternatives
- Here, projective techniques were used to gather more in depth data on members' motivations, beliefs, attitudes and values, through a hypothetical scenario where private cars were no longer available.

# Targeted Stakeholder Activities

- Stakeholders were identified and selected for engagement activities according to how closely they needed to be involved, interest in the LTP and involvement in regional decision making.
- Four stakeholder webinars were held, which focused on recovery from the pandemic (short term) and the Motives for Change (long term).
- These ran in parallel to other surveys, social media and MROC activities.
- The Young Combined Authority was engaged. This is a WMCA board of 16-25 year olds, representing the diverse and young population.
- Key business stakeholder were also engaged through a face-to-face event facilitated by Birmingham's Chamber of Commerce and transport consultants, Atkins.

## Stakeholder Selection Process

<b>High Power/ influence</b>	<b>Keep satisfied</b>	<b>Key players</b>
<p>Engage and consult so they are satisfied their voices are being heard on key issues</p> <p>Avoid low value contact so they do not lose interest in the project</p> <p>Anticipate and meet need</p> <p>Could be a risk if not satisfied</p>	<p>Involve in key decisions</p> <p>Engage regularly to maintain relationship lots of effort made to satisfy their concerns and requirements for information. These will be valuable advocates</p>	
<b>Low power/ influence</b>	<b>Minimal effort</b>	<b>Keep informed</b>
<p>Communicate generally to keep updated</p> <p>Do not overload with excessive communications or needless information</p> <p>Monitor to check if interest levels change/issues arise</p>	<p>Make use of interest – could be an ambassador</p> <p>Keep these stakeholders regularly informed to maintain their interest.</p>	<p>Monitor any issues or concerns that may arise and respond</p>
	<b>Low interest</b>	<b>High interest</b>

# Response overview

## Citizens

- 612 complete public responses. The responses tended to be skewed more towards white, older males, which doesn't give a true representation of the demographic profile of the West Midlands.
- Responses were relatively well spread across the region (with a slight bias towards Birmingham) and reflected the proportion of car and non-car owners.
- Younger age groups were more likely to answer Motive for Change questions, with 25-44 year olds providing the most responses.
- This age group were also more likely to answer questions on the Climate Emergency - 93% of respondents chose this motive.

## Business and Stakeholders

- Only 18 responses were received for the business and community survey.
- In the business and community survey, Tackling the Climate Emergency was the most engaged with Motive (15); Supporting Economic Success was also the least engaged with (9).

## MROC

- 77 took part in Activity 2, with respondents more evenly distributed across all 7 districts.
- Responses have a greater gender balance compared to the LTP citizens survey.
- This activity also achieved a better age and ethnicity balance, although young adults and ethnic minorities are still underrepresented.

# How have travel experiences changed over time?

Page 30

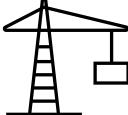
## Most Significant Changes

- 1) More car use/ownership (43%) 

Business and community organisations also recognised this as the most significant change

- 2) Deterioration in public transport performance (23%) 

- 3) Improvement in public transport performance (16%) 

- 4) More out of town development (8%) 

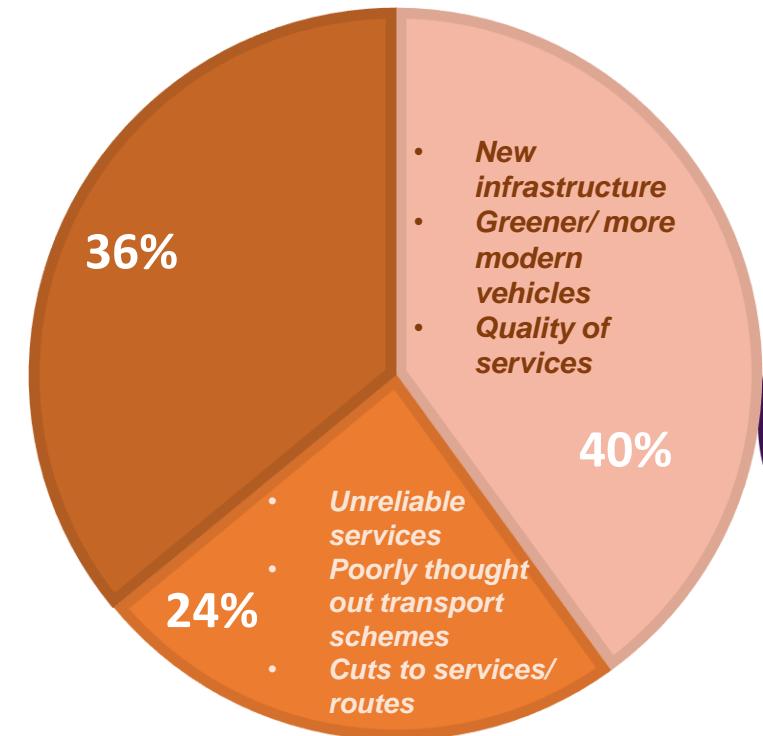
- People have witnessed significant changes to the transport system over their lifetimes; they were split on whether these changes were overly positive or negative, which could reflect the uneven distribution of benefits and impact across people and places.
- Whilst some have hugely benefited from increased mobility, freedom and choice, this has ultimately come at a price, with loss of green space, traffic, noise and pollution highlighted as key concerns.
- Over two-thirds of respondents thought traffic was a problem on local roads.

I can access places and areas I would never have been able to years ago.

Loss of green space, pollution, noise.

## LOCAL TRANSPORT PERFORMANCE OVER TIME

■ Better ■ Worse ■ Unsure/No difference



# Quick Poll Citizen Survey: Looking to the Future

Effect of pandemic on travel	%
Travelling by public transport less	25
Very little change/nothing/travelled as usual/key worker	23
Working from home	18
Travelling less in general	14
Increase car use	7

Tension between latest trends and future pathways?

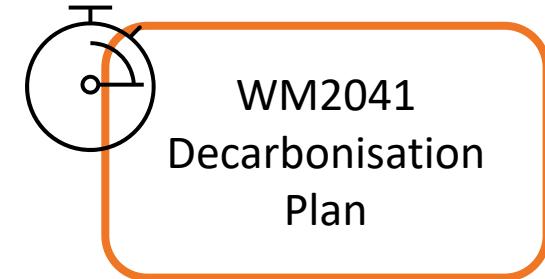
What will change? (In the next 20 years)	%
Move to electric vehicles/less polluting fuels	36
More public transport use/better public transport offer	29
Reduction in car use/less car ownership	8
Unsure/don't know/depends on too many things	7
More active travel/cycling/cycle facilities	7

More of the same?

- In the Quick Poll Survey, 80% agree that without change to transport there will be negative consequences for the region; 17% of car owners disagreed compared to 6% of non car owners
- The main advantages to changes in the next 20 years would be a cleaner/less polluted environment (48%). With fewer cars on the roads (14%), an improved public transport offer (13%), with a healthier population (8%). However, 14% thought there would be no advantages
- The main disadvantage to changes in the next 20 years were seen as being the increased costs of travel (19%), others saw congestion continuing as EV cars simply replace current car types (10%), while 9% feared public transport would not be able to cope with increased demand or there was a lack of political will to make changes. 13% could see no disadvantages.

Positive changes to keep in the future	%
General comment about improvements needed to public transport in the future (not Covid related)	23
Being more active walking/cycling	15
Not commuting/more flexible working/working from home	12
None noted/hasn't changed things for me/nothing positive	8
Keep social distancing measures/Face mask/ventilation etc	6

Negative changes to avoid in the future	%
Increased car use/more traffic	20
Negative comments about public transport in general (not Covid related)	14
Reduction in amount of public transport services during Covid	12
Fear of using public transport/scared to use public transport	9
Not going out/isolation/restrictions	8



# Perceptions of Living in a Car Free World

- Without access to cars, car owners were most concerned about not being able to see family and friends that live further afield
- Expressed frustration that they would be forced to use multiple forms of transport to reach their destination, would face longer journey times and could not complete activities
- Tended to evoke strong emotional responses; whilst many could see solution they would be very reluctant to follow through
- More importance was placed on the loses rather than the gains – 6 in 10 cited loss of independence and freedom, impact on wellbeing and reduced social circles and choice of destinations
- People would be less likely to travel to countryside further afield, travel around the UK, visit out of town retail parks and attractions that are not well connected by public transport.



## Things People Would Miss the Most



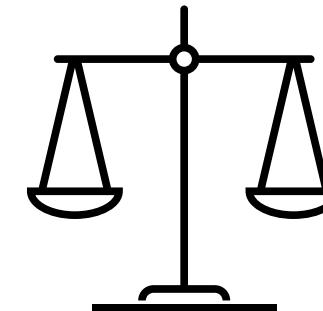
Family and friends



Option to be spontaneous



Freedom / independence



- There was a perception that a car free world could reduce inequality and make travel more accessible for all
- Non car drivers felt there could be an improvement if travel options were aimed at non-owners from the get go
- 4 in 10 said gains were important, namely environmental, road safety and health benefits
- People would be more inclined to stay local, visiting bars, restaurants, parks, high streets, museums and surrounding countryside.



*[We'd be better off] If there were less cars on the road then I think it **would be better as less accidents, less traffic, less pollution**. However, to get less cars on the road **there needs to be incentives to use other forms of transport**.* Male, 35-44, Coventry



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West Midlands



# Public Sentiments on Motives for Change



Most organisations saw 15-minute neighbourhoods as a good thing (8 out of 9), as it could lead to a reduction in traffic and help people realise healthier lifestyles. Citizens were also broadly supportive (78% of home owners and 80% of renters)

In terms of long-term changes, organisations were most in favour of redeveloping the urban realm, changing land use to put homes and services closer together, having a more extensive rail and rapid transport network and an ultra low emission fleet. Of least importance was connected/autonomous technology.

Business and community organisations broadly recognised the importance of having healthy and active workforces and that the urban environment for the West Midlands should support more active travel. Whilst 6 were already promoting active travel, 5 sighted the length of journeys as a key barrier, along with a lack of key infrastructure (3)

The majority of organisations agreed with the statement that the new transport plans should focus on rapidly changing how we travel (14 out of 17 respondents)

Business and community organisations were more likely to chose the 'Decide and Provide' approach (10 versus 2); however, 5 were unsure – one sighted the need for a blended approach, whilst another highlighting increased uncertainty in planning for the future, as proven by the Covid-19 pandemic

Business and community organisations were more likely to chose the 'Decide and Provide' approach (10 versus 2); however, 5 were unsure – one sighted the need for a blended approach, whilst another highlighting increased uncertainty in planning for the future, as proven by the Covid-19 pandemic

Business and community organisations were most concerned about changes to the way we travel (8 out of 15 respondents); responses were generally mixed, however they were less likely to be concerned by digital connectivity (7 out of 15)

Organisations thought the most important changes were shifting to walking, using local services, using the tram and avoiding travel by using telecommunications

## *Agreement that Climate Change Represents an Opportunity to Address the Following Motives for Change (%) – Citizen Responses*

Motive for Change	Total	16-24	25-34	35-44	45-59	60 or over	Male	Female	Car access	No access
Becoming more active	77	50	85	90	75	75	73	85	78	77
Supporting local communities and places	76	66	78	90	72	75	68	85	73	82
Creating a fairer society	68	67	74	83	68	63	64	75	67	73
Sustaining economic success	56	66	52	63	60	52	53	61	54	61
Average	69	62	72	82	69	66	65	77	68	73

# Public Perception and Understanding

Page 34

- People broadly understood the issues outlined in the Motives for Change; *many respondents believed that without changes to the transport system, negative consequences would get worse and stifle regional success.*
- Respondents were very likely to consider climate change a key threat, with 92% expressing mild or serious concern.
- 83% agreed that a key policy aim should be to tackle inequalities in transport access.
- To combat the issues at hand, the vast majority of respondents agree that improving mobility of those who don't have access to a car is the best approach to ensure future prosperity.
- However, respondents were more split on whether to prioritise using existing network capacity and vehicles differently or building additional network capacity to achieve positive change.
- Respondents were more likely to perceive tackling climate change as a threat to the economic success.
- On average 69% saw it as an opportunity to achieve positive change across all Motives.
- 91% thought it was very important/important that we show leadership in tackling the climate change emergency by decarbonising transport (plus 12 out of 15 organisations).



# Public and Business Consensus

- Respondents were broadly supportive of what the new LTP was proposing, despite tensions between advocating increased network capacity and using existing technology/infrastructure.
- Tensions on the recognition that reduced vehicle use are required.
- A significant minority of respondents who believed public transport needs to improve first for people to make the changes required.
- Non public transport users were more likely to disagree with or be unsure of the measures proposed, representing 25% of this group compared to just 14% overall. Respondents were also concerned about the effect rapid change would have on land use (65%) and the way people travel (58%).
- The most important short term changes were considered to be shifting to local bus, walking and rail, as well as using local services and consolidating trips.
- Longer term, respondents thought it was important to have more extensive rail and rapid transport, as well as high quality public realm and green infrastructure.
- Only 8% thought that there would be a reduction in car use in the next year 8 years, however 36% believed there would be a move to electric/less polluting vehicles
- Respondents thought that it was important that we demonstrated leadership in decarbonising transport.
- Businesses highlighted the importance of identifying clear critical paths to delivery and monitoring mechanisms.



# MROC engagement and appetite for change

- Respondents highlighted the importance of convenience, flexibility and lack of alternative options as to why the public continue to prioritise the car.
- People do recognise the environmental and health benefits of public transport and active travel, however, 8 out of 10 respondents agreed that we need to use cars less. This further demonstrates a disconnect between what is seen as desirable and what is currently possible in terms of travel in the West Midlands .
- The car is still seen as desirable by a significant minority.
- Giving up the freedom and independence which the car provides is perceived as too heavy a price to pay, particularly regarding visiting family, friends and places of interest further afield.
- Changing private vehicles or moving to shared ownership were seen as the least impactful changes to the transport network by respondents to meet their personal needs.
- But just under half of respondents would consider using an alternative private vehicles – such as a moped, e-bike, e-scooter.
- 6 out of 10 respondents where either already making changes to their car use or were willing to do so in the future.
- Respondents highlighted replacing trips through digital connectivity, having goods delivered to your door and using more local services.
- Research highlights the importance of engaging with a diversity of residents and places and understanding their needs, informing them of the alternatives and understand which incentives to change would work.



# How do stakeholder and public sentiments compare?

- Stakeholders recognise the issues, with climate change also seen as the key driver for change, but also physical activity.
- This reflects a broader focus on enabling a healthy, productive workforce (brought into sharp focus by the Covid-19 pandemic) and safeguarding economic success of the region
- Clear feedback that the public and stakeholder felt that the political system is not geared up to tackle some of the huge challenges.
- Perception that decision-making tend to favour short-termist solutions.
- There was a need to acknowledge the lifespan of the LTP last 5 years, as do political tenures.
- Achieving longer-term buy in remains a key challenge.
- This is reflected in strong consensus around LTP measures, but less confidence in the ability to successfully mandate these within the next 5 years.



# Achieving change and policy implications

Page  
30

- To achieve the most difficult changes, there is a general consensus that this should be done through the decarbonising transport lens.
- Clear that the LTP needs to identify a clear critical path for policy and transport scheme delivery.
- There is also a need to ensure all seven constituent authorities are adequately consulted and that the new LTP does not contradict other Local Plans and other regionally significant infrastructure projects
- Much like the public responses, stakeholders are split on whether additional capacity should be built on the network, or that we need to make better use of the existing network and change travel behaviours.
- There was a shared view that public transport offering had to be adequate enough to allow people to make the changes required.
- Respondents are most confident around the ‘shift’ element of the LTP, enabled through changing land uses, improving public realm and expanding mass transit in the next 10 years.
- Demand management solutions will also be key, although certain mechanisms – such as road charging – are still seen as contentious.
- To achieve change through policy, 68% people in the Quick Poll survey **agreed with the use of ‘sticks’ to achieve significant change in travel behaviour.**



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**West Midlands**

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# Reimagining transport in the West Midlands:

## Local Transport Plan Draft Core Strategy

# Contents

Foreword . . . . .	3
Introduction . . . . .	4
Our Aims . . . . .	6
Motives for Change . . . . .	7
Reimagining transport . . . . .	8
Behaviour change . . . . .	10
Citizen focussed mobility . . . . .	12
The Vision . . . . .	13
Our mission . . . . .	14
The vision for travel . . . . .	15
Places . . . . .	16
Our Approach . . . . .	22
A plan that works for all places . . . . .	23
A long term plan that starts today . . . . .	25
A plan to avoid a car-led recovery . . . . .	26
A plan that makes an impact . . . . .	27
A dynamic plan in the hands of communities . . . . .	29
A plan that ensures a just transition . . . . .	30
Our Actions . . . . .	31
6 Big Moves . . . . .	32
Behaviour change for the better . . . . .	33
Growth that helps everyone . . . . .	36
Safer streets to walk and wheel . . . . .	39

Public transport that connects people and places . . . . .	42
A resilient transport network . . . . .	45
Delivering a green revolution . . . . .	48
Implementation . . . . .	51
LTP Development . . . . .	52
Sustainability throughout plan implementation . . . . .	53
Working together . . . . .	55
Prioritising and resourcing our efforts . . . . .	56

Throughout this document, particular statements have been highlighted in boxes like this one. These statements constitute the primary policies of this Local Transport Plan Core Strategy.

Please visit <https://www.tfwm.org.uk/who-we-are/our-strategy/WMLTP5> for further information about this draft LTP core strategy, including how to provide feedback on it and engage.

Also, please visit [our MROC website](#) if you want to register to be a part of our Market Research Online Community and have your say in a range of conversations about transport.

# Foreword

As well as being at the heart of the UK's transport network, the West Midlands is at another kind of crossroads; one at which there is an opportunity to build back better from the COVID-19 pandemic, to ensure we can carry forward the reputation for economic success the region has built in the new millennium while improving the impacts of transport on our towns, cities and local communities.

This document is the Core Strategy for the fifth Local Transport Plan (LTP) for the West Midlands. It sets out the overall aims, vision and approach to guide the development and delivery of transport policies until the end of 2041. The plan seeks to address the challenges and opportunities currently facing our transport system. The decisions we make now about how we plan, invest in and manage our transport system will affect us all, as well as deciding what legacy we leave for future generations.

Over the past few years, the West Midlands has seen substantial improvements to its transport network. The West Midlands Metro has been extended through Birmingham city centre and a new line is under construction in the Black Country, connecting Wednesbury with Brierley Hill. We are improving our railways, with improved and new stations planned at Perry Barr, Darlaston, Willenhall, Aldridge and the revival of the old Camp Hill line. Fleets of electric buses are taking to the streets in increasing numbers. And our active travel revolution is well underway, with new cycling and walking routes springing up across the region.

After decades of underinvestment, our region is

beginning to turn things around. But significant challenges remain in tackling the defining issues of our time, such as climate change, air quality, our health, and now our economic recovery from the pandemic. The climate emergency presents a particularly unique challenge in that there is a definitive pace of progress that needs to be made, otherwise we will lose the ability to prevent escalating harm.

To enable economic recovery means improving people's access to opportunities. If we carry on our current path, trends suggest that we are heading towards a car-led recovery. That won't help the over 25% of our households without access to a car, or the many others for whom car ownership is a huge part of household spend that they can ill afford. We also know the negative implications this has on health, safety, air quality and climate change. We therefore need a collective effort to tackle these issues and encourage people to change the way they travel.

Managing demand will be critical to enabling behaviour change, and will provide the means to improve alternative modes of travel. We want to create a transport system where these alternative modes become the automatic first choice for residents. Cars will be needed and will be a critical part of our transport system for many years. However, they don't have to be the daily default choice that they are for many today. When needed they could more often and more easily be shared or drawn from a car club to get a safer zero emissions vehicle. This can save people money and help save the planet.

Whilst national policy measures do not currently address demand management, there are measures that are within our hands that we can implement at the local level now. Whilst some of these measures are considered more challenging and difficult to implement, we need to recognise the wider benefits that they can bring to local businesses, communities and residents.

We recognise that the plan will need to evolve and adapt over its lifetime, to account for changes to national policy and if it is going to meet the required outcomes. This Plan therefore proposes a new dynamic approach to transport planning in the West Midlands, and one that is in the hands of our communities. The Plan is focussed on 6 Big Moves which have been framed to target the benefits we want from a better transport system.

We will build on our City Regional Sustainable Transport Settlement (CRSTS) programme and have ensured that our 6 Big Moves and objectives align with this. The major infrastructure development within the first five years of this plan will be predominately be delivered through the CRSTS programme.

In developing proposals, we will be putting policies, measures and interventions to the people, to allow them to shape what they want the future to look like on their street.

So please engage and let us know what you think, so that together we can build a transport network that will serve our region for decades to come.



**Andy Street**

Mayor of the West Midlands



**Councillor Ian Ward**

Portfolio Lead for Transport  
Leader of Birmingham City Council

# Introduction

## Our role

The West Midlands Combined Authority (WMCA) is a special type of local authority. Its statutory administrative functions apply to the seven metropolitan boroughs of the West Midlands. One of WMCA's key statutory roles is being the Local Transport Authority and through Transport for West Midlands (TfWM) it must produce a Local Transport Plan (LTP) for the area.

The LTP must set out policies to promote safe, integrated, efficient and economic transport to, from and within the area as well as plans to implement those policies.

WMCA and the seven city and metropolitan borough authorities (councils) are legally required to deliver this plan through the use of all their powers and functions.



Transport is critical for a prosperous society. People need to travel, and goods need to be delivered. However, there are balances to be struck in how much the transport system can accommodate the diverse and competing needs of individuals and businesses.

The recent COVID-19 pandemic has hit the region hard. We need a transport system which will help get our region back on track and unleash its potential by improving access to opportunity for everyone. Transport systems can help economic growth by improving connections to workplaces and unlocking sites for development. It can also create more attractive places in which to do business and give more people access to the skills, education and training they need. The West Midlands economy supports a wide range of businesses from traditional manufacturers to hi-tech innovators and they all rely on transport.

The economic impact of the pandemic has been more severe in the West Midlands than elsewhere in the UK. That's because much of the local economy relies on exports which went into decline as a result of the COVID-19 crisis. But our economy is resilient and has many strengths within certain sectors, including automotive, manufacturing, leisure and hospitality. These sectors will enable a strong and fast recovery to happen and it's crucial that the transport system supports all sectors to recover.

But while making it easier to travel can help people access what they need to thrive and support economic growth, it can result in issues, such as emissions that pollute the air we breathe and cause climate change.

The recent COP26 summit made it clear that we must urgently scale up action to respond to the threat of climate change to have a chance of limiting global warming. Transport is both a big part of the problem, but also a part of the solution. This plan highlights the need for urgent action to change things for the better.

There are also equality issues because transport might benefit some people whilst marginalising others. When planning transport, balances of the positive and negative impacts on people, communities and places need to be considered.

Our Green Paper 'Reimagining Transport in the West Midlands' started a conversation with people, business and key stakeholders on the challenges and opportunities facing the region, helping us to pin down what a better future transport system looks like and what we need to do to get there.

This document is the proposed Core Strategy for the fifth LTP for the West Midlands. It sets out the overall aims, vision and approach to guide the development and delivery of transport policies until the end of 2041.

# Our Aims

# Motives for Change

WMCA's goal is to deliver a deliberate and socially purposeful kind of economic growth – measured not only by how fast or aggressive it is; but also by how well it is shared across the whole population and place, and the capacity of our environment to sustain it. This is Inclusive Growth.

Delivering Inclusive Growth will mean that we are meeting our social needs, economic ambitions and our responsibilities to the environment in a balanced way.

It also means that all citizens can shape, contribute and benefit from the advancement of the region.

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



Motive for Change	Current issues	Objectives
Sustaining economic success	The West Midlands has experienced strong economic growth and investment in recent years; we want to leverage transport to sustain this success and to ensure everyone can benefit and participate.	<b>Inclusive economy</b> - We will inclusively grow our economy by making it easier to travel in a way that reduces the economic costs of transport's negative impacts and maintaining the network, improves the reliability of the network, improves the health of the workforce, and levels up access to opportunities for those who are less mobile to enable greater participation in the economy. <b>Mobility market transformation</b> - We will support industrial transformation of the mobility sector to position the West Midlands as a global leader in future transport by creating a local transport market that enables innovation, development and deployment of transport products and services that best support Inclusive Growth.
Creating a fairer society	The way our urban environment has been retrofitted and developed to suit lifestyles that revolve around the car has resulted in significant disparities in access. Those without access to a car have fundamentally less access than those who can access a car. There are particular groups who are much less likely to have access to a car, including younger people, women, those who are on lower incomes and those from ethnic minority backgrounds.	<b>Fair access</b> - We will improve social mobility by improving equity of access to opportunity by ensuring everyone, regardless of personal circumstance, has safe, usable and affordable travel choices that enable them to prosper. <b>Fair impacts</b> - We will reduce the negative external effects of transport on people's health and wellbeing by improving road safety, reducing air pollution, and reducing noise.
Supporting local communities and places	As traffic and car ownership have increased, motor vehicles have become increasingly dominant in our streets with the majority of space being made available on them. This has harmed the quality of places and limited opportunities to use streets for wider functions that can enrich people's lives.	<b>Local access</b> - We will strengthen local communities and economies by improving local sustainable travel connectivity and removing severance within and between neighbourhoods by sustainable means to provide better access to local opportunities <b>Streets for communities</b> - We will strengthen communities by reducing the dominance of motor vehicles in local neighbourhoods to enable repurposing of streets.
Becoming more active	We can make our region more safe and convenient for walking and cycling to help people make more local trips and change how they're making short trips. This is an opportunity to sustain healthier habits and support local economies. It will require changing the street environment to one where people feel safe with direct and convenient routes for travel without a car.	<b>Physically active</b> - Enable safe, convenient and accessible walking and cycling opportunities, to increase active travel for whole journeys or as part of journeys. This will improve the health, wellbeing and productivity of people today as well as leaving a healthy legacy for future generations
Tackling the climate emergency	WMCA has adopted an ambition for the region to be net-zero by 2041. Transport accounts for a large proportion of greenhouse gas emission across the region and reducing them is imperative. A lot of work is needed to change the way we travel and push towards greater electrification of our transport sector. Given the time that this will take, early momentum and action will be key to helping WMCA reach its net-zero target.	<b>Transport Decarbonisation</b> - We will protect the future of our own community as well as communities around the world from the effects of climate change by rapidly reducing transport carbon emissions at a rate consistent with WM2041*. <small>*WMCA's decarbonisation policies.</small>

# Reimagining Transport

Our economic and social success depends on what people and organisations can access. Physical mobility is only one factor that affects this; it is also affected by where we need to travel to and from, and whether we can remotely access opportunity using telecoms (such as the internet).

During the pandemic, our physical mobility was constrained in order to protect public health; for example we were told to stay at home where possible and not to travel across borders. We saw that people adapted by accessing what they needed more locally and by using technology to work from home, speak to their doctor, and order supplies to their home.

Building back better from the pandemic means we need to reduce the harmful impacts of transport on people, places and the environment, while ensuring we improve access equitably.

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

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

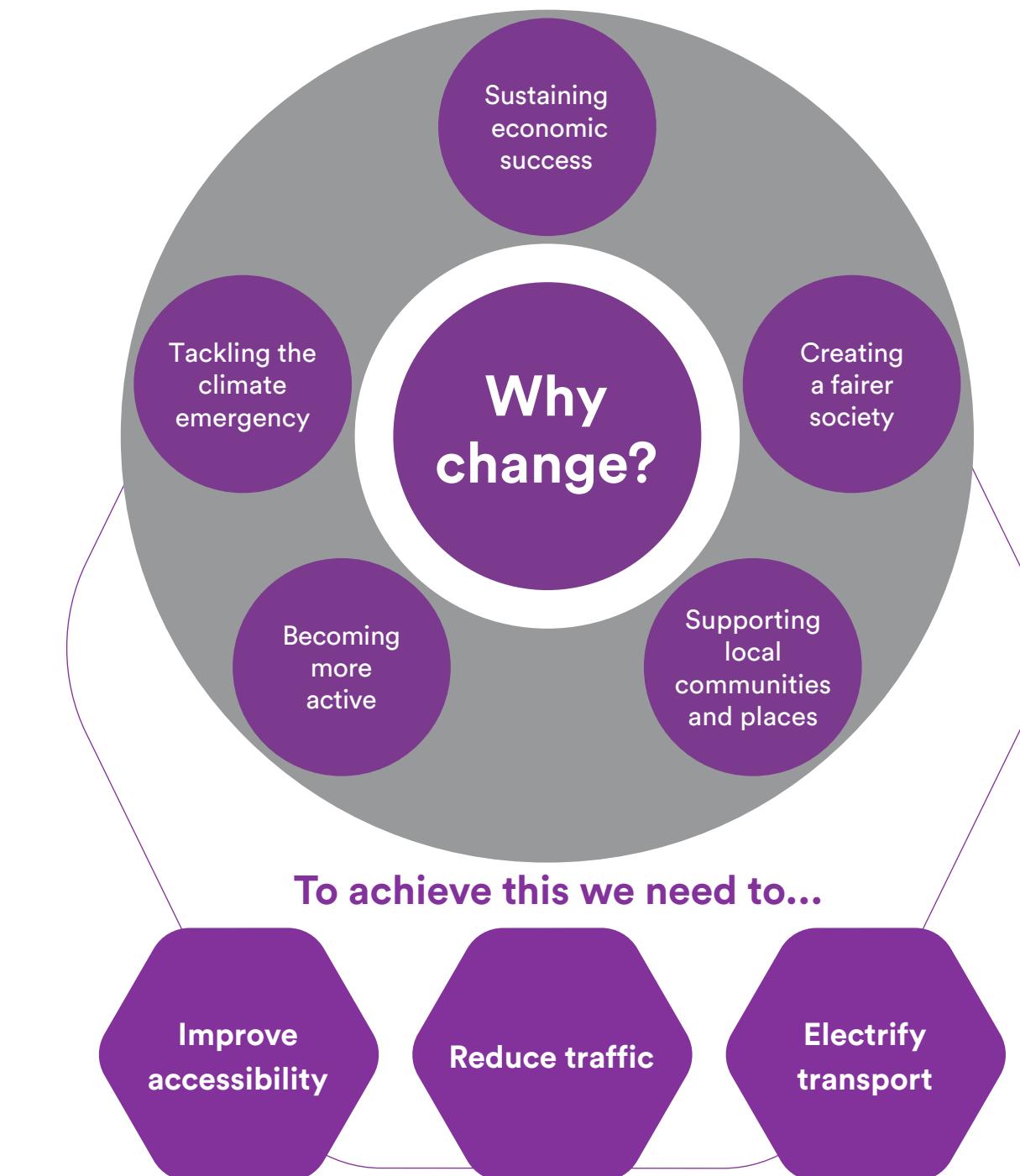
Even though access is affected by more than just transport, physical mobility is a key component of it. There are many ways of being mobile using today's technologies that will help us address our Motives for Change and wider aims.

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

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

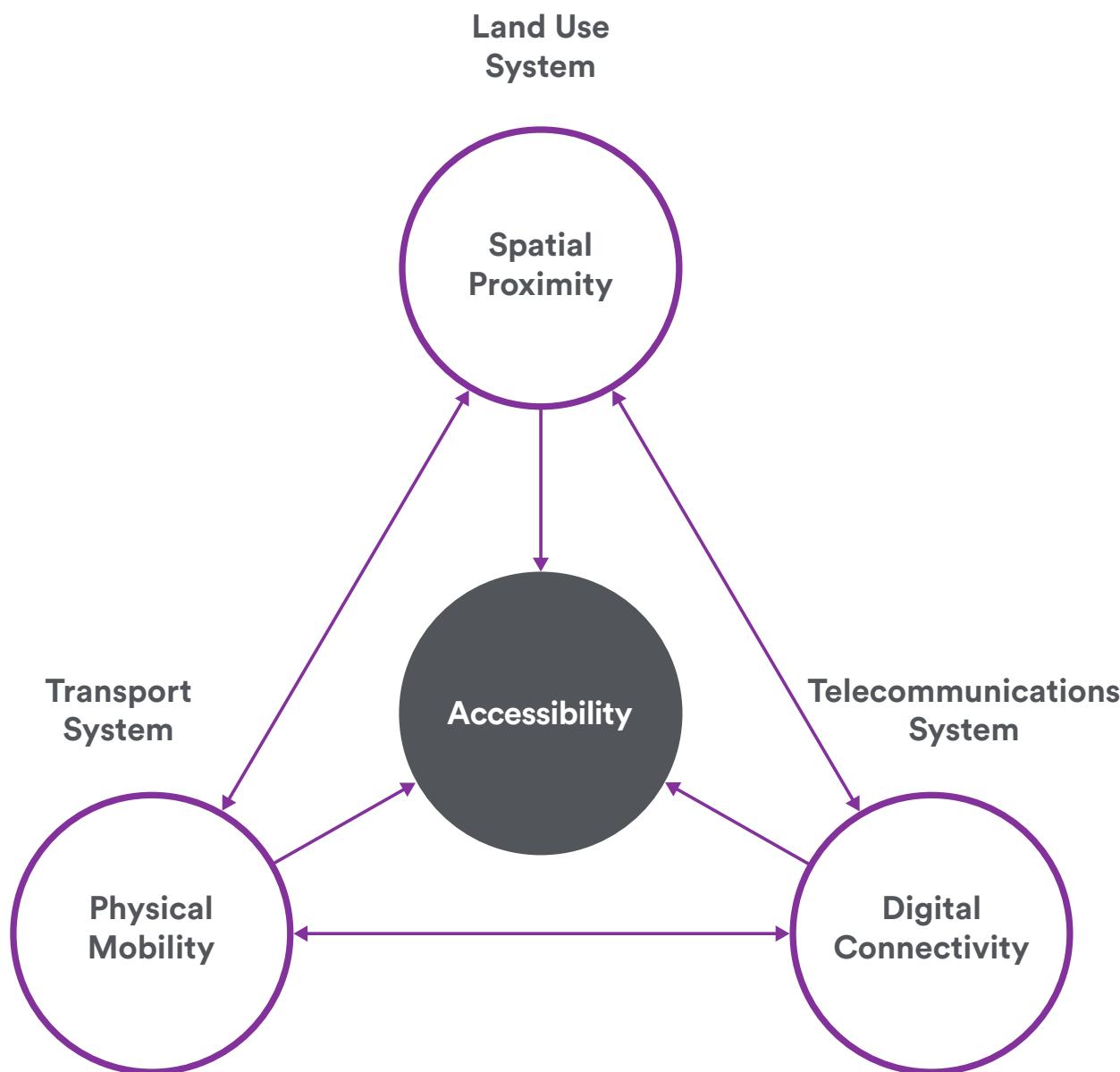
This provides us with a basic framework for our LTP of mobility options that can help us enhance our physical mobility to provide better access to opportunities whilst reducing the negative impacts of travel.

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

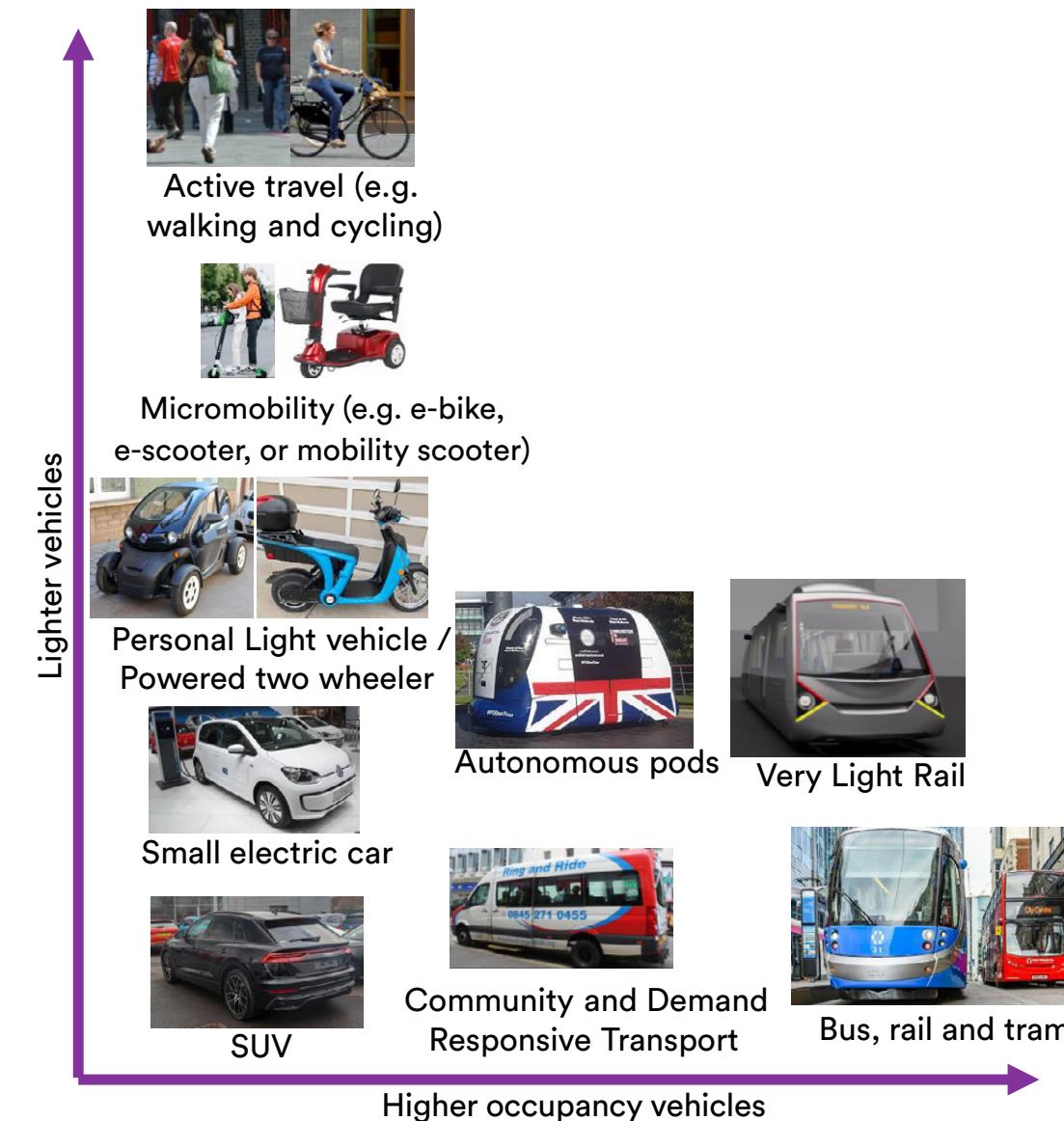


## We have lots of options for accessing what we need

The “Triple Access System” describes how accessibility depends on transport, land use, and telecoms.



There are lots of options available to us for changing our means of travel without fundamentally compromising access. They are all based on using higher occupancy vehicles and/or vehicles that consume less energy.



# Behaviour Change

Page 50

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

## Avoid

**Avoiding travel** - for example by accessing services online and consolidating trips we make;

## Shift

**Shifting travel** - to places that are more accessible by sustainable modes of transport, such as cycling, walking or public transport and travelling by those modes; and

## Improve

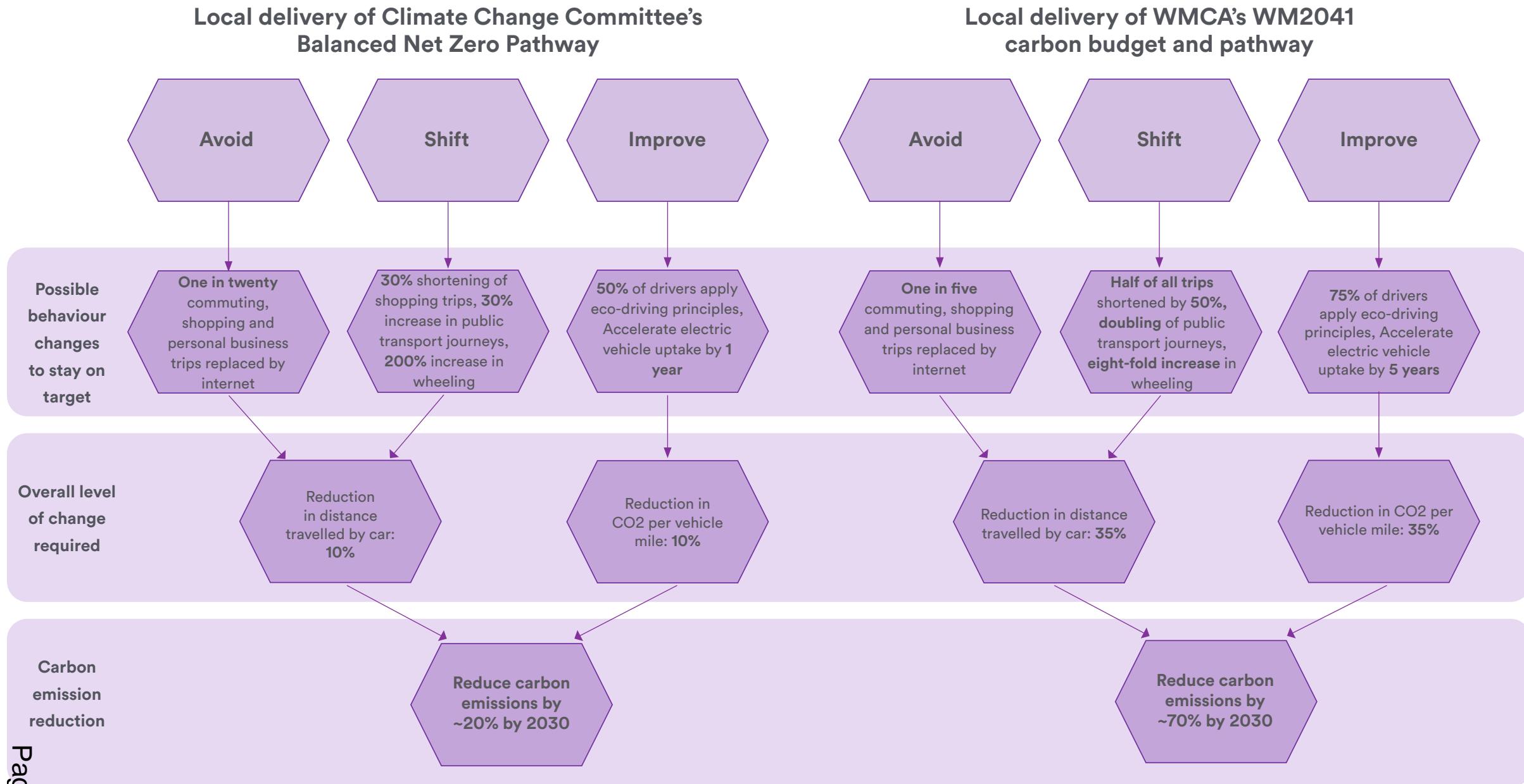
**Improve travel** - by designing out emissions and other impacts from the vehicles we use and tailoring their use, for example by adopting zero emission vehicles (such as electric/hydrogen vehicles).

The need for behavioural change towards sustainable travel is not new, most people understand that our overreliance on cars has caused us issues and resolving these issues would mean using cars less. However, like eating right and exercising, this can be easier said than done in the region as it stands today.

The climate emergency is a unique motive for us that makes the need for change more urgent; unlike our other motives, the global climate emergency is an issue which requires a definitive pace of progress, otherwise we will lose the ability to prevent escalating harm.



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



Before the pandemic distances travelled by cars were projected to increase by 15% between 2019 and 2031. The future is less certain now, however, demand to travel by car has recovered more than other modes. As our population grows and as the economy recovers it is expected that distances travelled by cars will continue to grow unless action is taken to change this.

Delivering a reduction in these distances will need us to disrupt long standing assumptions that economic growth and population growth go hand in hand with more car use. Even though these assumptions exist, there's no fundamental reason why our region's economy can't grow without an increase in car travel; and it would be needed to deliver Inclusive Growth. We would have to do things differently to change course and this is part of building back better. However, national policy to manage demand using national not only local policy levers would be essential to this.

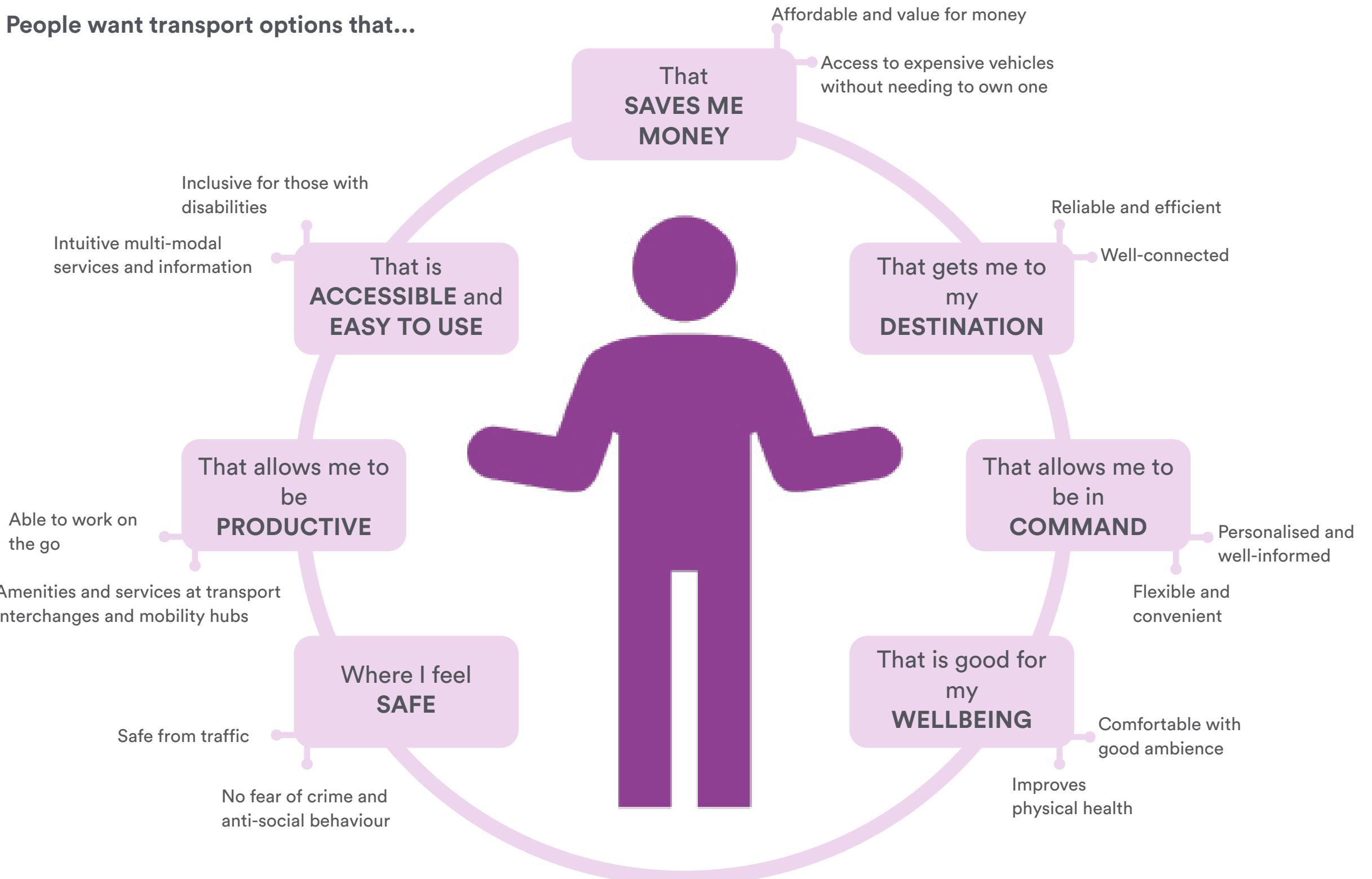
# Citizen Focussed Mobility

It is important that this LTP delivers for the people of the West Midlands. From recent studies we have a good understanding on what factors influence the way people travel.

We acknowledge that these factors are important to travellers and will be accounted for throughout the development and delivery of the LTP and its implementation proposals.

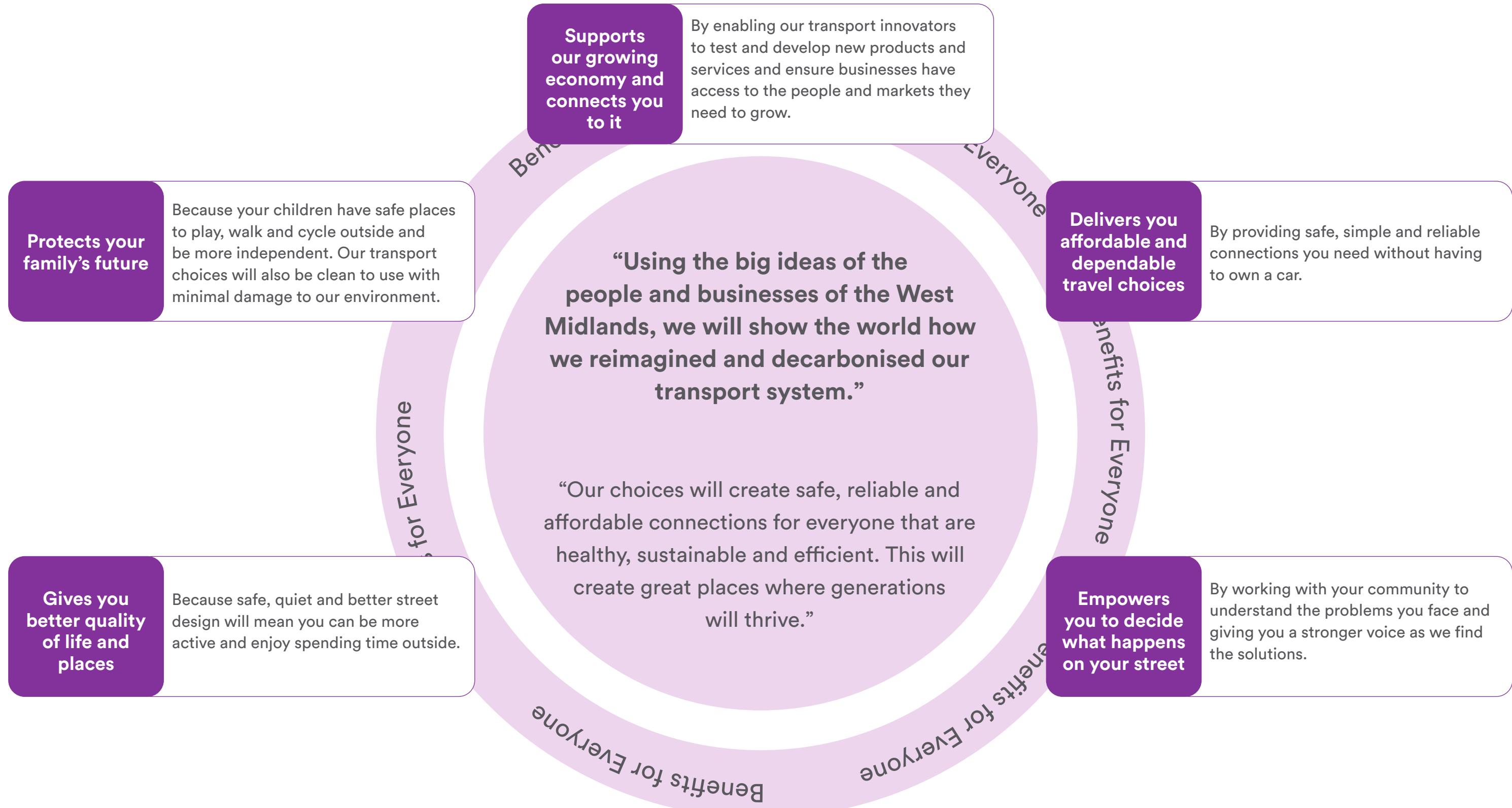
Achieving a good customer experience will be integral to the success of the proposed measures we wish to introduce as part of this LTP. This will help to influence consumer choice and make sustainable transport choices an obvious and viable option for travel.

People want transport options that...



# The Vision

## What we want to achieve for the people of the West Midlands



# The vision for travel

Within the lifespan of this plan it is not envisioned that people will stop using cars, but a key aim is to reduce distances and trips made by car, and the more we do this, the better we address our aims.

However popular the car is, there are significant barriers to gaining access to one, including the costs of ownership, maintenance, insurance and gaining a driving licence. Similar issues apply to motorcycles.

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

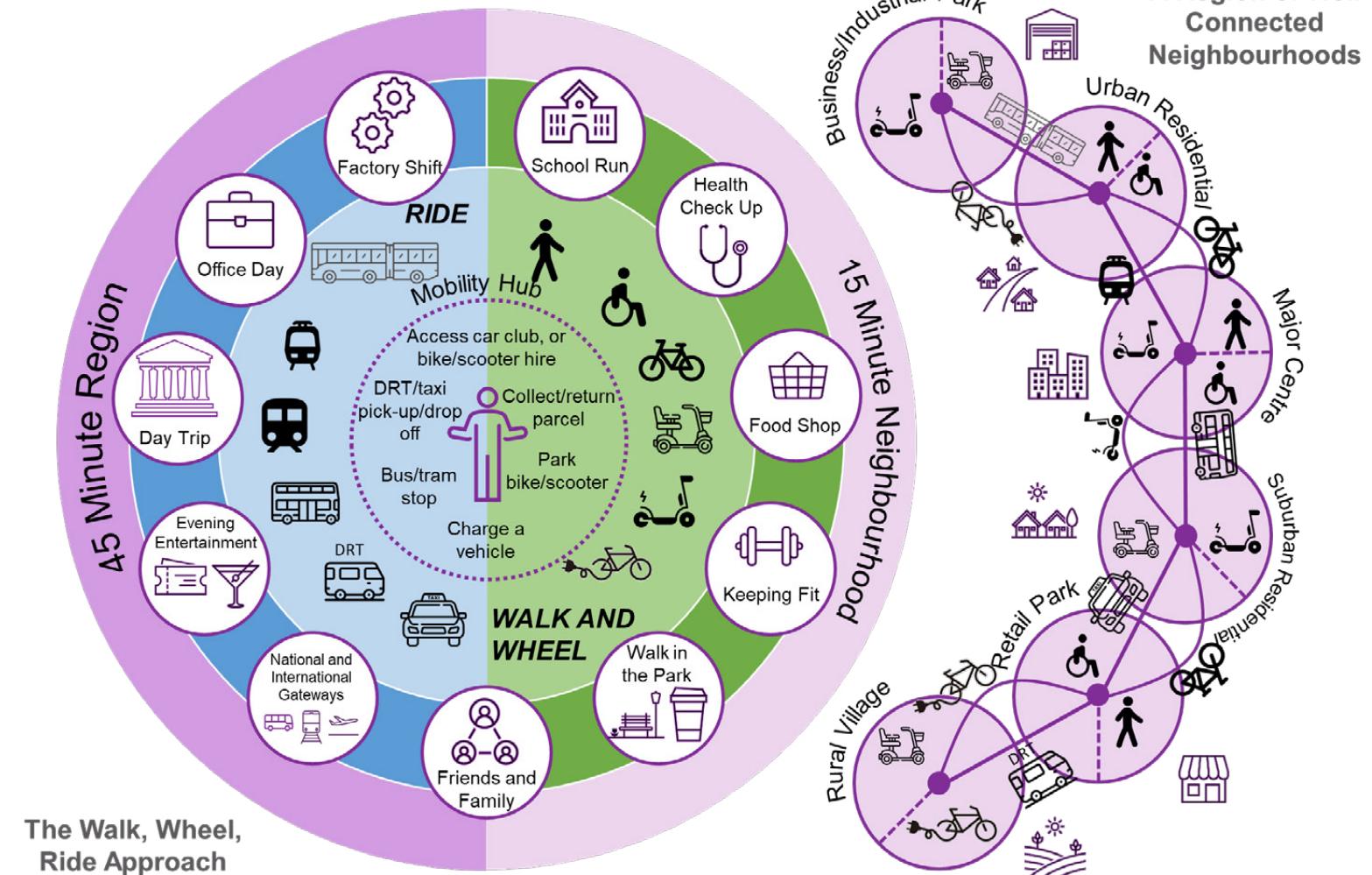
We have conceptualised what this could look like with our vision for 15 minute neighbourhoods within a 45 minute region. The vision is based on a combination of walking, wheeling and riding - travel options that require neither an expensive private vehicle or a full driving licence.

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

These modes will be supported by options to access cars and vans without owning a vehicle and underpinned by mobility hubs that bring transport services together to create transport interchanges with greater amenity.

By creating well-designed walkable and wheelable neighbourhoods with appropriate mixes of land uses, connected through high quality public transport, we can create more healthy, liveable communities.

This vision is not meant to be prescriptive; we recognise that everyone travels for different reasons, to different places and using different modes, and places themselves are different meaning that what works in one neighbourhood might not work in another. But it does represent something to aim for where everyone will have decent options to access what they need.



## Ride modes

- Sprint (bus rapid transit)
- Light rail, inc. very light rail and trams
- Local heavy rail services
- Conventional bus services
- Demand responsive bus services – mini-buses that can be hailed on-demand.(inc. Ring & Ride)
- Taxis and private hire vehicle (inc. ride hailing)

## Walk and wheel modes

- Walking
- Using a wheelchair
- Conventional pedal cycle
- Mobility scooter
- Micromobility - fully electric or electrically assisted light vehicles such as e-scooters and e-bikes (noting that these are not currently generally permitted on public highways)

## Exploring what the future could look like in different places

# City and Town Centres

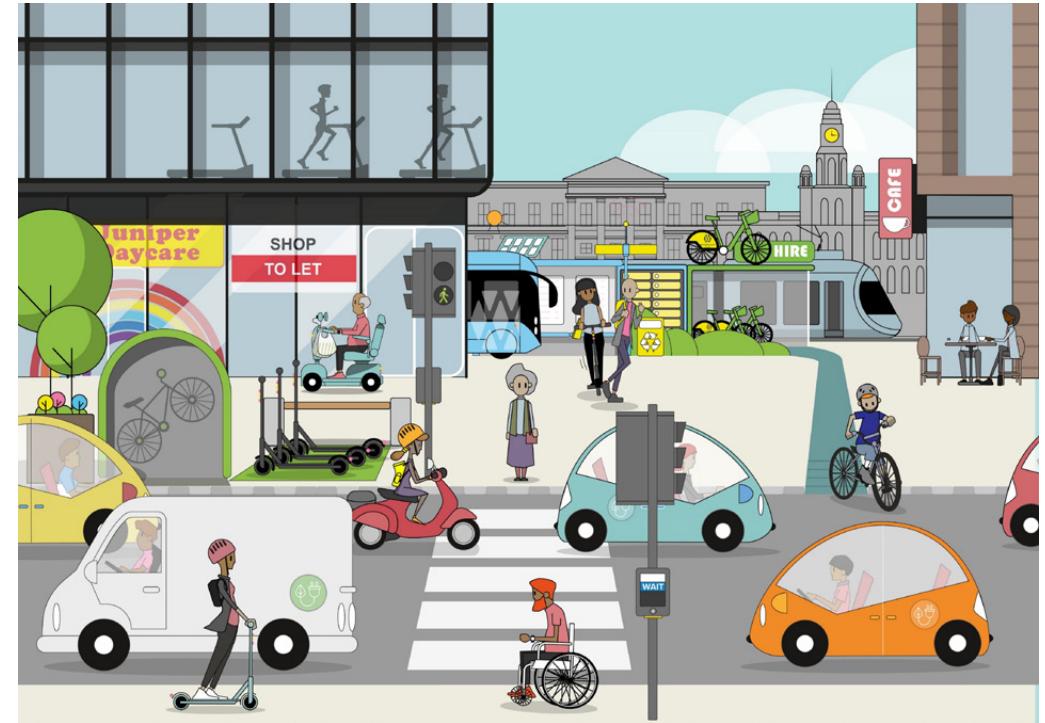
Carry-on as we are

### Congested centres which support some improvement in active travel and micromobility

- ZEVs now make up the majority of the fleet but cars still dominate the city centre
- Cycling has become more popular, though routes aren't segregated
- E-Scooters are popular but often come into conflict with pedestrians on the pavement
- Increased congestion through the city centre often means public transport services are delayed



Meet Anita..... she is 35 and lives in Bilston on the outskirts of Wolverhampton in a terraced house. Anita works part-time and is a single parent with two children. She works in the city centre at a shoe shop. Each day she has to drop off and pick up her children. She is often tired and frustrated as she is late picking up the children due to heavy traffic in the city centre.



### Vibrant centres which support diversity of activities and people

- Deliveries by cargo bikes or small electric vehicles
- Public transport efficiently connects to the region
- Digital working spreads transport demand more evenly throughout the day
- Space for active travel prioritised
- Reduced traffic makes for quieter and safer environment



In 2030, Anita has a new job at a sales company on the other side of the city. Previously, Anita would not have considered working that far away, but the electric bus is now much quicker due to priority bus lanes and there is less traffic on the road. This has opened up a lot of new opportunities for Anita. Anita switches to another electric bus at a mobility hub in the city centre where she picks up a coffee, which she gets for free from a voucher from her annual subscription to the TfWM app.



Change course

## Exploring what the future could look like in different places

### Local High Street

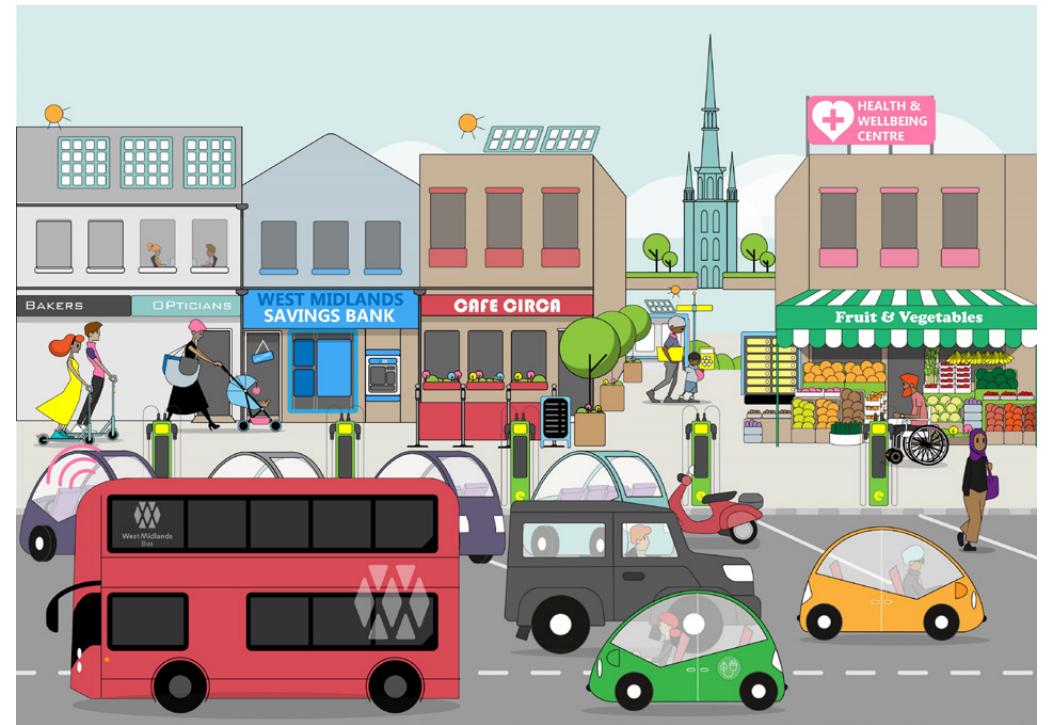
Carry-on as we are

#### Designed to accommodate the private car

- Street design remains unchanged with on-street parking and traffic running through the centre
- On-street electric vehicle charging points have increased, however this has made pavements more cluttered
- Cycling and micromobility has increased but this often comes into conflict with pedestrians on the pavement and traffic in the carriageway as there are no segregated routes



Meet... Silvia, she is 60 and lives in Dudley town centre in a flat. This morning she is frustrated as she has been waiting over 20 minutes for the bus, which means she is going to be late for her hospital. It begins to rain, so Silvia decides to hail a taxi as there is no shelter at the bus stop. Whilst waiting for the taxi, a teenager on a e-scooter nearly hits her as he is busy looking at his phone. Silvia chats to the taxi driver about how bad the traffic is getting in to the town centre and she eventually makes it to her hospital appointment 45 minutes late.



#### Designed for local activities

- Street design prioritises accessibility regardless of age or ability, green space, walking and public seating
- Local shops and services, and co-working spaces reduce the need for longer journeys
- Street connectivity is supported by active and shared travel, including bike and scooter hire, car clubs and ride hailing all accessible via one app
- Cargo delivery bikes are now a common sight



In 2030, Silvia decides to take a leisurely walk on her way back from her local community group. She stops at one of the benches along the way to admire all the bees that are attracted to the new planting that's been put in alongside the new area of shared space. Whilst sitting down, Silvia reflects on how nice it is to see more families walking and cycling in the town centre compared to a few years ago. She also reflects on how safe she now feels with far more people about.



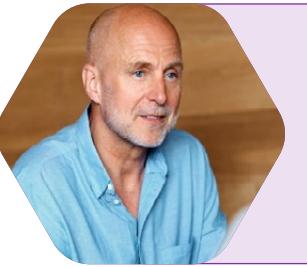
## Exploring what the future could look like in different places

### Rural Living

Carry-on as we are

#### High car ownership and limited public transport options

- Car ownership is very high with all houses having at least one car in the driveway, however most vehicles are now ZEVs
- Cycling still feels unsafe as the country lanes are badly lit and cars still drive very fast
- Lots of people choose to work from home as you now need to pay for parking in the city centre but the bus service does not provide a viable alternative
- Demand response transit provides access to local areas as an alternative to the bus



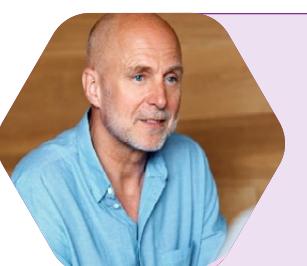
Meet... Marcus, he is 65 and lives in Hampton in Arden, Solihull in a detached house. Marcus is retired. Marcus is a proud owner of his diesel 4 × 4. Marcus loves cars and drives pretty much everywhere. This morning he is reading the newspaper which includes an article on electric cars. Marcus is aware that he may need to start thinking about switching to an electric vehicle at some point, but currently doesn't have any incentive to.



Change course

#### Connected and convenient

- Sustainable travel brings convenience, health benefit and reconnects people to nature
- Travel intensity is reduced by access to services online or nearby
- Active travel, taxis, and bus routes provides cleaner and more agile local connections
- Rural mobility hubs host zero emission community car hire and park and ride to quickly reach destinations
- Information is readily available to sustainably support lifestyle choices



In 2030 the ULEZ has been introduced, so Marcus has swapped his diesel car for an electric vehicle, which he can charge on his private driveway. Marcus' grandchildren are coming over for the afternoon and as it is a sunny day, he decides to take them into town. Due to the distance into town, Marcus has invested in a few electric bikes which he keeps in the garage. There is now a segregated cycle route, so Marcus does not feel nervous cycling with the children.



# Modern Suburban Neighbourhood

Carry-on as we are

### Car dominated neighbourhood

- Suburbs have changed very little, new housing continues to be built with the car owner in mind
- Public transport options are limited
- On-street parking on residential roads continues to be a problem
- Roads are not considered safe for pedestrians and cyclists as roads are used as a rat run to avoid congestion on the main roads
- E-scooters are popular with younger people to travel to local centres



Meet... the Thompsons, they live on the outskirts of Solihull in a semi-detached. Due to increased traffic on the main roads around Solihull, more drivers have taken to using the Thompson's neighbourhood as a rat-run. Peter and Sarah are particularly concerned about the safety of their local roads and do not feel comfortable letting the children walk or cycle to school. As they live in a relatively rural area, public transport provision is poor. They also don't like the children to play out on the street after school due to high levels of on-street parking on pavements and green verges.



### Safe for living and working and playing

- Attractiveness is enhanced with spaces designed for health, wellbeing and recreation
- Working and shopping from home frees up time for family, friends and accessing local centres
- Community car clubs and less travel remove the need for car ownership
- Cost savings can be invested locally



In 2030, the Thompson's now live in a low traffic neighbourhood. Peter and Sarah now feel confident letting the children play in the street. Peter now works from home 3 days a week, and today he needs to go and pick up a parcel which is delivered to the parcel storage unit at the local community centre. He walks there in 5 minutes and is then back at home to start his virtual conference call at 9am. At the weekend, they are planning a trip down to London. For the Thompson family, planning ahead is essential. Sarah uses the TfWM app to buy tickets for all the family to get them from home to South Kensington tube station (including the bus, HS2 mainline and tube).



## Older Urban Neighbourhood

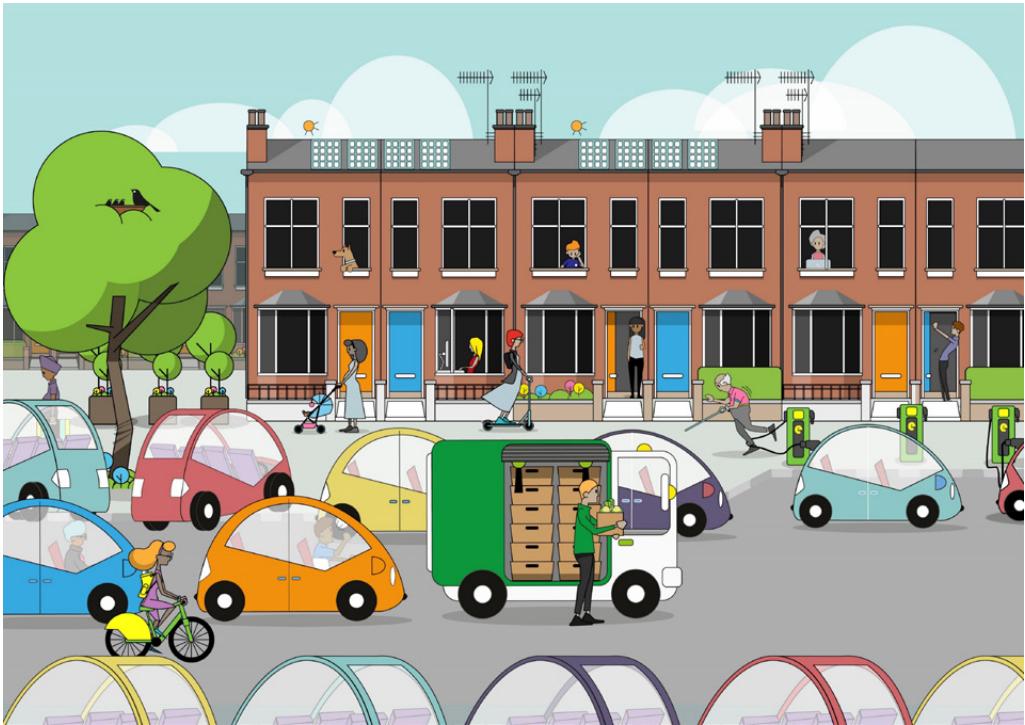
Carry-on as we are

### Cluttered Streets

- Pavements are cluttered as parking on the kerb continues
- Increase in the uptake of electric cars and vans but charging points make the pavements more cluttered
- Congestion through the neighbourhood continues and delivery vans often find it hard to park causing queuing
- There has been an increase in uptake of cycling and micromobility but there is often conflict with pedestrians on the pavement and traffic on the carriageway



Meet the Patels... they live in Aston in a semi-detached house. Pia and Raj work full-time with three children. The Patel parents, Pia and Raj are concerned about the safety of their son walking to school, so Pia takes him in the car. Pia struggles to find parking near the school so sometimes parks on the kerb while she takes him in. Recently, another Mum is frustrated as she has to walk in the road because she can't get her pushchair past all the parked cars on the pavement.



Change course

### Social Streets

- Streets are designed for people to connect, including safe spaces for children to play
- Online shopping is delivered by cargo bike or electric van
- Bike lanes and public transport make it easy to travel further when necessary
- Car ownership reduces alongside the shift to ZEVs, with positive impacts on mental, physical health, and frees up space for other activities



The Patel's have now got three children and their youngest is still at primary school. They got rid one their cars and have switched their remaining one to a small electric car. The family didn't bother investing in a larger car as when they need one to go and visit family, they use a car club. Pia walks her youngest to school and is happy to let her scooter ahead as their street now falls within Aston's low traffic neighbourhood. There is still some parking outside the school, but you now need to pay to park so Pia would rather save the money and walk. It also means that she can get in 20 minutes of exercise before work.



## Exploring what the future could look like in different places

### Main Road

Carry-on as we are

#### Supporting highly trafficked main roads

- Congested main roads often with queues
- Lack of segregated bus routes which causes delays to services
- Emergency services often get stuck in traffic
- E-scooters are popular but lack of segregated route means they often conflict with pedestrians on the pavement



Meet... Sam, he is 22 and lives in Birmingham city centre. He lives in rented accommodation on a main road and is a junior nurse at Birmingham Children's Hospital. Today, when he wakes up it is raining, so he decides to catch the bus to work. There is a lot of traffic and he starts to become irritated as he is going to be late for his shift again. He sees an ambulance stuck in the traffic and becomes more frustrated as he knows how urgent it is for his colleagues to be able to get to patients quickly. At the end of his shift, it has stopped raining so he decides to take an e-scooter from the local hire facility near the hospital. He is very tired and nearly collides with an old man on the pavement.



#### Supporting a broad range of mobility choices

- Walking, cycling, wheeling and public transport prioritised and connected to support personalised travel choices
- Quieter, cleaner and more accessible streets to support more dynamic workplaces and leisure activities
- Vehicles able to communicate with each other improves safety
- Pot holes are detected and fixed before they appear



In 2030, Sam has subscribed to the TfWM app and pays a subscription fee that gives him access to all modes of shared transport across the West Midlands. He has calculated that the convenience means he no longer needs to own a car. Sam travels to work based on the advice provided by the app on his phone – this can vary depending on his shift, the weather or any incidents in the area. He decides to cycle home from work today, and books via the TfWM app so that a bike is automatically reserved from this at the hospital. Sam cycles home on the dedicated cycle and walk greenway and drops the bike at the bike share hub nearest his home.



# Our Approach

# A plan that works for all places

The West Midlands is home to nearly 3 million people with a range of diverse communities and places; what works in a modern estate with driveways and cul-de-sacs might not work in a terraced street with no off-street parking, and what makes sense in a city centre might not make sense in a village's high street.

We are clear that a “one size fits all” approach to delivering the strategy is therefore not appropriate. A range of solutions will need to be developed and tested, with engagement with local communities and businesses being an essential element of any new proposals.

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

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

We will develop these strategies with local authorities, ensuring that the identification of the measures needed will be problem-led rather than solution-led.

## Diversity of places

The way people travel is different in different places across our region. This is because of a complex range of factors relating to the people, function, form and setting of places. It's important to understand that just as travel is different across the region today, it will be different in future. Our plans must reflect this.

There are many different kinds of places across our area. None of our boroughs are characterised by one kind of place; they all have a diversity of places within them. No two places are exactly alike, but there is commonality in different urban and rural environments found across our region. There are great opportunities to share learning and to develop solutions that can work across the region in places that share common features.



We will develop Area Strategies with local authorities, ensuring that the identification of the measures needed will be problem-led rather than solution-led.

Area strategies will include plans to solve the challenges of different kinds of places, covering:

- Neighbourhoods;
- Corridors; and
- Centres

Plans for these places will be based on a holistic understanding of the local context, including:

The people of places	who uses this place?
The function of places	what do people do here
The form of places	what are the key features of the urban environment?
The setting of places	How does this place relate to others around it?
The character of places	What are the natural and built environmental characteristics of this place to be enhanced/protected?



## Birmingham

Birmingham is a city of over 1 million people that will continue to evolve with the arrival of High Speed 2 (HS2) and the realisation of plans detailed in 'Our Future City Plan.' For those travelling outside of the city centre car travel remains an important mode of travel whilst cycling and walking levels are improving following investment in active travel infrastructure. A Clean Air Zone was introduced in Birmingham City Centre in summer 2021 and this has helped to support the delivery of bus priority measures within the city centre and its radial routes.

Looking forward, Birmingham City Council published its Birmingham Transport Plan in 2021 which provides key principles for the evolution of transport in the city. The reallocation of roadspace away from private car together with parking and demand management measures aims to complement public transport and active travel improvements.



## Black Country

The Black Country forms a distinctive sub-region on the western side of the West Midlands. The Black Country is an area of many towns and a city. The denseness of the urban area and the number of centres create particularly complex movement patterns and have led to a complicated transport network.

Travel by car remains very important, reflecting in part the complexity of the urban area and declining bus speeds. Targeted investment in the Key Route and Major Route networks remains a key focus to improve reliability alongside the incremental development of the public transport network required to improve multi-modal connectivity. Walking and cycling is lower in the Black Country compared to other areas of the West Midlands however planned investment aims to reduce short trips by car and increase physical activity.



## Coventry

Coventry's Local Plan details plans to stimulate growth and meet a growing demand for housing. This rapid growth could generate a significant level of travel demand, both within the city and to and from neighbouring areas.

Coventry is a city of 370,000 people that is largely dominated by car travel. Both the total number of cars owned by Coventry residents and the number of cars per household have been increasing steadily over the long-term. Although Coventry is a relatively compact city, the number of people walking and cycling is not as high as it could be.

Looking forward, the city seeks to place innovation at the heart of its plans for economic and environmental success. Initiatives such as Very Light Rail (VLR), Electric Bus City and an Urban Air Port will complement other plans for growth including a new Gigaport to support electric vehicle growth.



## Solihull

Solihull has a population of over 215,000 residents across its urban and rural centres and villages. It has embarked on a strategy of 'managed growth' through the promotion of 'UK Central'. Solihull Connected provides a transport strategy which will support future development and maximise the benefits of the arrival of HS2.

More than 60% of all journeys to work made by Solihull commuters are made by car and this is increasing. Given this current position, the ambition behind Solihull Connected is to plan for balanced investment in transport infrastructure that still caters for cars, while emphasising alternatives. Walking and Cycling activity is some of the highest in the West Midlands which provides a good foundation for further investment in infrastructure to promote greater use. Solihull Connected is now accompanied by a detailed Delivery Plan which sets out key investment priority areas.

# A long term plan that doesn't lose sight of early opportunities

This is a twenty year plan, but it also focusses on the changes we can make today and the early benefits they can bring, as well as the actions that will take a long time to scale up over that period.

The climate emergency is a unique Motive because it has a particular urgency and definitive scale of action required. Around the world, people are trying to prevent 1.5-2°C warming which is predicted to occur by 2030. Avoiding this means emitting no more carbon emissions than our carbon budget allows. This means we need to reduce our transport carbon emissions now and not defer action to later years.

The switch to zero emission vehicles (ZEVs), whilst positive and important, will not deliver substantial reductions in carbon emissions until closer to that date and will not address our wider aims. Earlier behaviour change is essential for doing our bit to address the climate emergency for future generations, but could also help us meet wider aims sooner for the benefit of current generations.

Some things take longer to happen than others. It took hundreds of years to build our towns, cities, villages, and neighbourhoods. We can, and should, ensure that new developments are built in a way that is better suited to our future vision for travel but it will take a long time for our built environment to be renewed in this way. Similarly, it takes a long time to change and deliver significant transport infrastructure changes across our region. It also takes time for new technologies to be developed and deployed safely (such as autonomous vehicles).

To successfully rapidly change we would need to

consider that even though many households do not have a car, the majority do. The current importance of independent mobility using a personal vehicle cannot be understated; in spite of current issues it is embedded in our culture, lifestyles and the way much of our built environment, economy and society is structured.

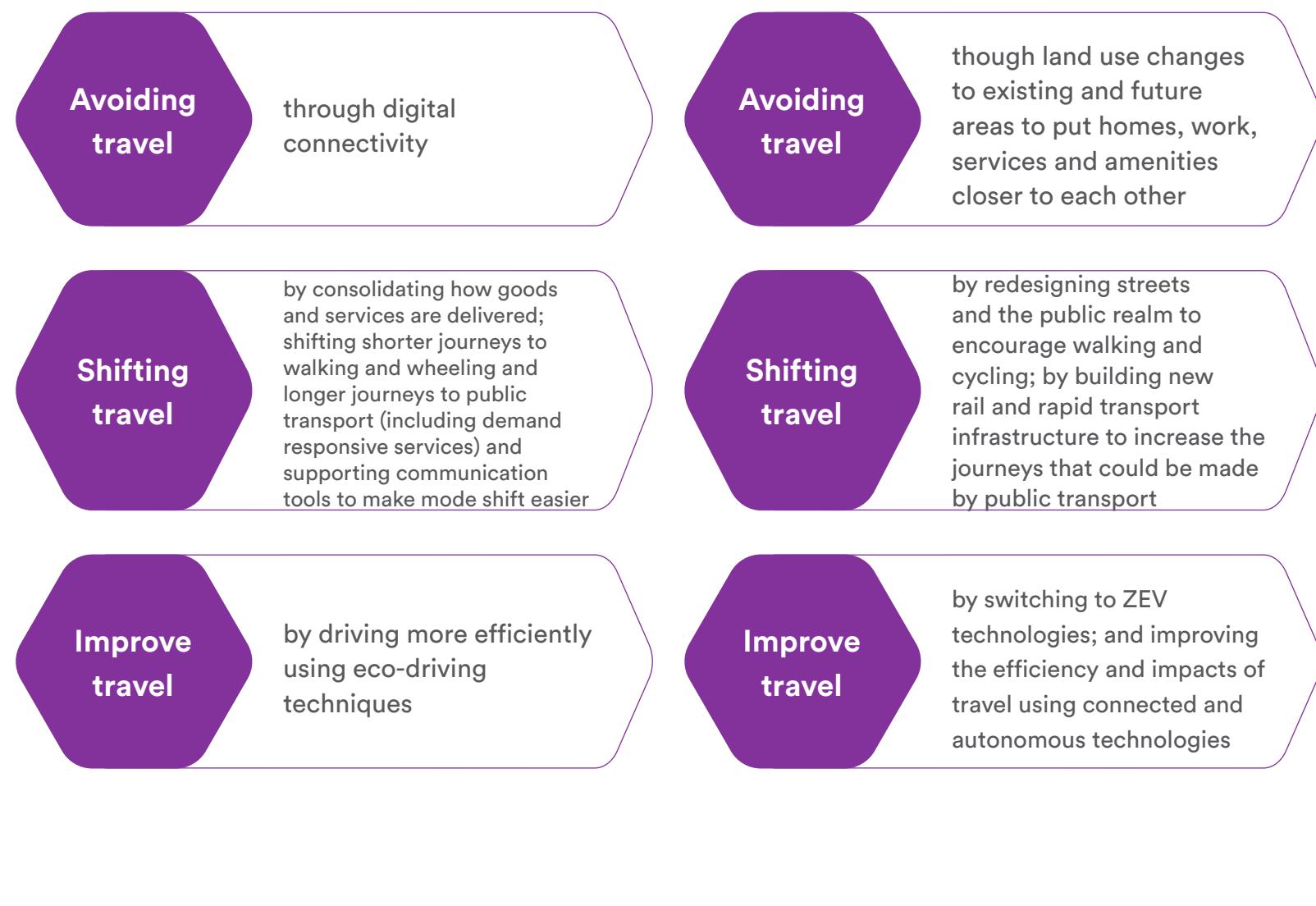
Rapid change is possible, and because of these factors it would likely need early actions that enable and encourage people to:

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

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

## What could change before 2030?

We can progress actions that have an impact before 2030 to meet our commitments to decarbonise and deliver rapid transformative improvements to address the other Motives for Change. However, there will also be actions we could take now that will take time to build and will have transformative impacts beyond 2030.



## And the long term?

# A plan to avoid a car-led recovery

Patterns of demand – why, when, how and where people travel – are likely to diverge significantly from trends before the pandemic. The shift to remote working and the increased role of e-commerce has been accelerated. The roles that big city and town centres and our local neighbourhoods play in our lives could well change because of this. The effect of these changes is likely to be more complex than a simple reduction in the amount of travel; we are likely to see that where travel for some reasons and between particular places may reduce, other kinds of travel demand may increase.

Public transport faces serious challenges ahead. As with many businesses, demand for services dropped during the pandemic. People have been specifically advised to avoid using public transport during the pandemic where possible to manage the spread of the virus. Maintaining service levels required greater public subsidy because there have been fewer fares collected.

There is a concern that as people have adopted new behaviours to avoid public transport where they can, these behaviours may persist after the pandemic is over. There are already signs that this will be the case; as lockdowns have relaxed, public transport has not recovered to the extent of car travel.

We are experiencing a “car-led recovery” something that the public, and local and national government has agreed should be avoided. Furthermore, much of the fare paying demand for public transport comes from regular commuting to and from busy centres. Persistence of remote working is likely to reduce demand for these services.

It is difficult to predict the long-term behavioural consequences of the pandemic, however, they will be influenced by public policies. There is a desire to “build back better” but doing so will require a conscious effort to do things differently.

## Travel demand throughout the pandemic



Travel restrictions and social distancing have caused reductions in travel across all modes. Car use has consistently recovered more than public transport when restrictions have been lifted. Rail demand has remained particularly low.

If public transport is to play an important role to avoid a car-led recovery in the early stages of our plan then something will need to prevent services reducing.

Without wider policies to substantially increase recovery of demand for public transport, maintaining and growing public transport will require greater public subsidy than has currently been provided by Government and we will continue to make the case for this.

Recovery of demand for public transport will include changes to why, when, how and where people use public transport compared to its use before the pandemic.

# A plan that makes an impact

Meeting the aims of this LTP doesn't just require an improvement to the options people have available to them to access what they need. It also relies on people using the options available to them differently, it requires people to change their behaviour.

It is a popular belief that before people can change their behaviour, they must have viable alternatives available to them. But in reality, things aren't so clear cut. For example, for cycling on local streets to become a safer option that people feel is viable, we would need people to change their behaviour so that those streets have less traffic. Also, if people change their behaviour so there is greater use of bus services, this can provide increased farebox revenues that operators can invest in more frequent services making use of the bus more viable. Behaviour change is often needed to make alternatives more viable.

Whilst behaviour change ultimately depends on individual choices, it is unfair and unrealistic to deflect all the responsibility for behaviour change onto individuals. A person might have a choice to cycle or drive, but they can't choose as an individual to reduce the traffic that puts them off cycling. A person might have a choice to take the bus or drive, but they can't choose as an individual for more people in their neighbourhood to take the bus so their fares can support more frequent services. That is why the way we govern the transport system is critical for behaviour change

Our current approach is focussed on improving alternatives to the car and informing travellers so they understand the benefits of using them. Continuing to invest in the alternatives is important and we will

continue to do this, but this alone won't be sufficient to generate the kinds of behaviour change needed to meet our aims.

We know from reviewing the impact of measures that have previously been progressed and modelling different future policy scenarios that the policies and programmes we have in place now won't deliver the scale and pace of change that we need to meet our aims. Furthermore, this would not change even if we had significantly higher levels of funding to deliver more investment in public transport and cycling infrastructure. We would not meet our WM2041 target for carbon reduction or even the UK 2050 climate change emissions targets, and we would continue to make marginal progress against the other issues raised in our Motives for Change.

There are two key limitations with only trying to improve alternatives without managing demand:

- Often measures to improve the alternatives require us to manage demand, for example when we need to reallocate space from general traffic or selectively restrict access to particular places to support public transport, walking and/or cycling. Avoiding these measures reduces the extent to which our efforts can improve the alternatives.
- There is a limit to how much mobility, comfort, and convenience these alternatives can offer in contrast to the mobility, comfort, and convenience the car can provide today. This means that even if we use every feasible option to improve the current alternatives to the car, they will still not be as attractive as car use is today.

Both of these key challenges mean that the current approach limits the extent to which we can provide better alternatives, and the extent to which behaviour change is likely to happen.

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

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



## Enabling and Driving Choices – The Importance of Demand Management and Public Investment

Page 68

achieve the aims of the LTP, both demand management measures and public investment in the transport network will be vital. Demand management is critical for changing behaviours and shifting consumer spending on transport. Public investment in networks and services is critical for ensuring travel by alternative modes is safe and reliable. Implementing both demand management and public investment together is critical for improving the coverage, affordability and frequency of revenue dependent transport services such as public transport and car clubs.

### Increasing policies to manage demand →

		Business as usual	Limited to local measures	Region/nationwide measures
		Measures to manage demand are largely avoided. This limits the measures that can be progressed to improve walking, wheeling and riding which require reallocation of space.	Measures such as: low traffic neighbourhoods; local speed restrictions; parking management; road space reallocation to riding, walking and wheeling; and access restrictions and/or road user charges to centres are implemented.	Measures such as: national pavement parking ban, national road user pricing, increased fuel and vehicle tax, and more stringent regulation to limit the use of higher impact personal vehicles (e.g. SUVs)
Increasing policies to invest and enable walking, wheeling and riding ↓	Focus on public transport	Measures such as Sprint and wider bus priority schemes (bus lanes and gates); light rail delivery; heavy rail capacity improvement and station delivery (inc. HS2); subsidy for conventional and demand responsive bus services; and multi-modal fares and ticketing	<p><b>More of the Same</b> – access by non-car modes does not improve whilst overall car mileage increases across the region. Public transport reliability improvement is limited, and coverage and frequency remains unchanged.</p> <p><b>Reliable and safe</b> – local public transport (particularly buses) become more reliable and streets are safer to walk and wheel. Mode shift occurs for trips to centres (but these are a minority of trips) and public transport services to centres become more frequent.</p>	<b>Sustainable but disconnected</b> – demand management has a significant impact, reducing car use everywhere. Public transport coverage and frequency improves, and land uses become less car oriented. People's lives become focused on where they can cycle to and travel to via public transport (they travel to fewer places). Particular communities in car-oriented urban environments become more isolated and under economic pressure as they struggle to maintain mobility through car ownership.
	Broader focus to unlock micromobility and shared mobility services	Measures such as regulating to permit greater use of micromobility (inc. privately owned vehicles); car clubs, bike and scooter hire; and segregated and priority cycleways.	<b>More choice for those without</b> – whilst people by and large continue to drive by car, the opportunities for those who cannot drive steps up as they are able to access the places that public transport cannot be sustained.	<b>Sustainable and connected</b> – demand management has a significant impact, reducing car use everywhere. Public transport coverage and frequency improves, shared mobility service coverage improves, and land uses become less car oriented. However, the greater ability to wheel and access shared services better maintains the reach of people's mobility helping to connect communities across the region.

Limited Progress

Partial Progress

Significant Progress

Achieving the Aims of the LTP

# A dynamic plan in the hands of communities

There is widespread awareness and support of the need to manage demand, but measures to manage demand are often divisive.

Government has acknowledged the need to manage demand in order to change behaviours to deliver its aims in its Transport Decarbonisation Plan, Bus Back Better and Gear Change strategies. It expects local authorities to explore and progress measures such as congestion charging, parking management, Low Traffic Neighbourhoods and reallocating space. Government may be less supportive of delivery of the measures within our LTP where our programmes do not include measures to manage demand.

Government has also acknowledged that there is a case to consider national road pricing as a possible measure to address the reduction in fuel duty as the use of fossil fuels in vehicles is phased out. Such a measure would have significant potential to support behaviour change across the whole of the country.

Government has not yet committed to manage demand through policy levers that are applied across the whole country, but it is likely that these will be required to deliver against national commitments to

## Carrots

1 in 2 think better alternatives to driving need to exist first

It's not about making the car obsolete and making that a poorer item, but more of **making public transport the better alternative** as it offers way more personalised and more luxury items for the price we pay than owning a car.

**16-24, Dudley, 2 cars in household, No licence**

decarbonise and achieve their aim for half of all trips in urban areas to be made by active travel.

We will promote measures to manage demand through the deployment of this LTP alongside and as part of wider measures. Commitment to deliver such measures has to be conditional on public support. As we develop Area Strategies with our local authority partners, the plans for different places will need to account for support for measures to manage demand. This will require us to engage with the public to help them make informed choices over how the transport system is governed in their local area.

We can make progress where there is support to manage demand locally to deliver local benefits for communities such as quieter, safer streets and more reliable public transport. However, more significant behavioural changes that will generate widespread uplift in the demands for the alternatives to the car will depend on national action to manage demand. Our plan will also therefore need to remain dynamic to account for future national policy.

## Sticks

1 in 2 think restrictions to driving need to be applied first



## Government's expectations

"Local authorities will have the power and ambition to make bold decisions to influence how people travel and take local action to make the best use of space to enable active travel, transform local public transport operations, ensure recharging and refuelling infrastructure meets local needs, consider appropriate parking or congestion management policies, initiate demand responsive travel, as well as promoting and supporting positive behaviour change through communications and education"

"We will drive decarbonisation and transport improvements at a local level by making quantifiable carbon reductions a fundamental part of local transport planning and funding"

Our LTP will be dynamic allowing us to make different choices over time and in different places according to:

- Local public appetite to manage demand
- National transport policies and guidance
- Monitoring and evaluation of local transport policy delivery and impacts; and
- Monitoring of external drivers of travel behaviours.

**45-65, Birmingham, 1 car in household, Driver**

# A plan that ensures a just transition

Equity is at the heart of our motives for change. If we achieve our aims, the harmful impacts of transport and places will be reduced, people who have no or limited access to a car today will be better able to participate in society and our economy, and a better legacy will be secured for future generations. There are many better ways of being more mobile and having better access without the harmful effects we experience today.

There will be something that can work for everyone and everywhere. This is what our vision for transport is about, helping people access what they need without needing a driving licence and having to own an expensive vehicle.

However, even if our end goal is a fairer West Midlands, the process of change can have its own inequities. Sometimes communities that might stand to receive the greatest benefits can also face the biggest barriers in adapting.

Pace of change is something that needs to be balanced. If we try to progress change at a very gradual rate we continue to suffer with the problems we're trying to fix and the world around us might move on faster than we ourselves are trying to change it. There is a risk that we could move further from our goals rather than closer. But if change is progressed too fast then people and businesses will face difficulties in trying to adapt.

Change is not an easy process and we often fear it. However, our ability to adapt is often greater than we give ourselves credit for. The pandemic has shown this clearly; for the right cause and with willpower, we changed our social rules and everyone has found creative ways to carry on living their lives and doing

business. The struggle of the pandemic has been unquestionable, but we showed great capacity to adapt in the face of adversity. Nonetheless, the pandemic has also reminded us that some people face greater barriers to adapt than others.

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

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

## Our adaptability

Many of us can think of times where we've been intimidated by change ahead but have been able to reflect that "it wasn't so bad" on the other side. There are three key factors that can help us understand why we are often surprised by how well we adapt to a new set of circumstances even when we worry about change.

### Practice makes perfect

People, organisations and whole industries learn to adapt to new ways of working following a surprisingly predictable pattern.

Individuals and organisations focused on the short-term are likely often to be unwilling to switch to "better" ways of working because the initial costs of switching will appear daunting even though they can decrease rapidly with practice

### Better the devil you know

People and organisations tend to prefer the current status quo and are sceptical of deviating from it. But when circumstances change they tend to adapt quickly and adopt a new status quo. What's more, people then quickly become sceptical of deviating from the new status quo.

There are many reasons why this is the case but a simple way of thinking about it is that people invest in whatever circumstances they find themselves. Even if circumstances are not perfect, people spend time and energy in getting the most out of them and become familiar with them.

### Social rules can change

Social rules, what is considered normal and appropriate, have a very powerful influence over people's behaviour. There can be a very important rationale behind these rules but sometimes the original rationale for a rule we all follow becomes irrelevant/redundant. Changing these rules can help us overcome our challenges but can often feel uncomfortable.

# **Our Actions**

# 6 big moves

The benefits we are targeting from a better transport system will be achieved by focusing on six ‘Big Moves’ which relate to the **avoid, shift, improve** framework. Making progress against these will require a sustained effort over 20 years or more.

An overview of each of the 6 Big Moves is presented on the following pages. Alongside the 4 Area Strategies, the LTP will be supported by 6 detailed strategies for the 6 Big Moves.



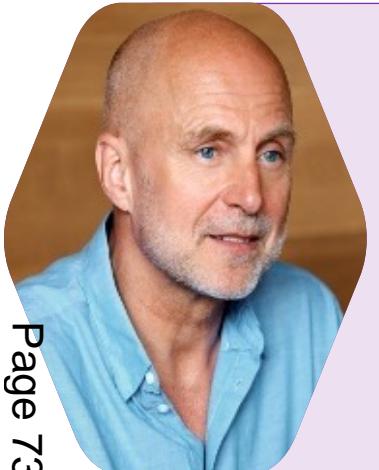
# Behaviour change for the better

Behaviour change is at the heart of this strategy – it is essential to help us deliver against our carbon reduction targets but also to help make progress against our wider motives for change. All of the interventions set out in this strategy are aimed at improving our transport network and ultimately supporting behaviour change. There is a clear need for us all to think about our travel behaviours – we are all part of the problem and we all need to play a part in the solution.

Simply increasing highway capacity is not sustainable or physically practical. The impact of technology is ultimately limited and wider behaviour change will be required to ensure that transport emissions are reduced faster.

Beyond the infrastructure measures planned, there is considerable communications work needed to build and grow public awareness around the impacts of behaviours and choices and to help them make more appropriate choices.

We know that many people now agree that there is a need for more restrictive measures to help solve some of the transport challenges. Our local authorities hold the powers around traffic management, parking and planning and we will work with them to identify how and where further measures could be introduced to help deliver behaviour change across the region.



Meet Marcus, he is 65 and lives in Hampton in Arden, Solihull. At the weekend, Marcus visits his family who live in a low traffic neighbourhood in Birmingham. Whilst he can't park outside their house, it does mean that their street is safe to play in and his grandchildren are playing in a local pocket park when he arrives.



## Better information to make better travel choices

Information is critical for helping people make the right decisions. We have already made significant progress in communicating transport information to the people who live and work in and visit the region. We have established recognisable brands across transport modes and services in the region. To drive public awareness of travel behaviours and choices we will further develop the TfWM brand as a key source of trusted, reliable information for transport information and journey planning.

We will broaden our communication and engagement to build on traditional information on public transport options and disruption and start to promote the role of shared mobility options, switching to zero emission vehicles, improving driver behaviour, promoting alternatives to travel and accessing services and mobility options differently.

Our customer information will be more targeted and impactful and we will use tools such as our traveller segmentation research, the West Midlands online transport engagement community engagement and further research to help us develop stronger, more effective campaigns. We will continue to build on the success of our Travel Demand Management programme to help more businesses better plan their use of our transport networks.

## Managing the transport network to promote behaviour change

To deliver behaviour change at the scale and pace required we will promote a range of interventions and measures that influence the cost and convenience of different forms of transport to manage demand, which could include physical, regulatory and pricing mechanisms (the latter which can provide income to support transport investment and be tailored to encourage use of cleaner vehicles).

We will need to deliver bold roadspace allocation, such as segregated cycling routes and bus priority, and consider how to prioritise and balance the competing needs of modes within our highway network. Parking management and charges are also a key lever, including tools such as Workplace Parking Levies. Planning policy also provides a mechanism through which to manage the supply of parking and TfWM will work with local authorities to ensure that appropriate local planning policies are in place. Finally, we will work closely with Midlands Connect and the National Infrastructure Commission to explore the case for a national Road User Charging (RUC) scheme and promote Government action to progress this. This would help with driving behaviour change in a more holistic way across the UK and help address the loss of fuel tax as fossil fuels are phased out.

## Building consensus and appetite for action on our streets

Engagement with the public and stakeholders is an essential part of the design and delivery of a new transport strategy. Activities cover everything from surveys tracking the performance of the transport system, to gathering feedback on new transport policy and strategy or commenting on major infrastructure proposals such as Sprint.

We have surveyed over 12,000 residents over five phases of engagement relating to travel behaviours during and after the pandemic. Separately, our quarterly Travel Trends and Behaviours Tracking Survey (TTABS) monitors travel patterns amongst local residents and their opinions on different modes of travel. We also engaged on our 'Reimagining Transport in the West Midlands' Green Paper, holding in depth discussion on key issues with our online community.

We will continue to develop our use of online communities and citizen assembly style forums to help us communicate, engage and build consensus on the most challenging issues and the measures that might need to be introduced. Engagement with the public will be critical for developing area strategies.

# Behaviour change for the better – policy showcases

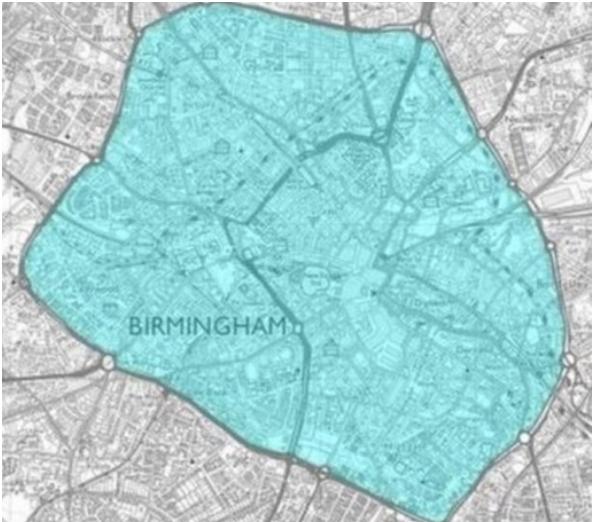
## Controlled Parking Zones

Controlled Parking Zones (CPZ) are introduced as a means of managing on-street and off-street car parking, in order to safeguard the access needs of local residents, businesses and their visitors. By managing car parking effectively, additional streetspace can be freed up for pedestrians and cyclists to create a more pleasant environment.

Birmingham City Council has already introduced CPZs across the entirety of Birmingham City Centre, which encompasses every street within the A4540 Ring Road. This area has already seen significant transformation with the Clean Air Zone (CAZ) introduced. Nevertheless daily trips are forecast to increase by nearly 150,000 in the next 15 years.

In response, Birmingham City Council has removed all no-fee on-street parking within the entire zone and will not be issuing any further Resident or Business Permits in certain city centre quarters. Charging regimes have also been adapted to support short and medium stay uses, whilst discouraging long-stay and commuter parking. Replacement or new off-street parking will not be supported unless there is a clear gap in provision; existing facilities will be linked to the city's traffic management system to provide real-time parking information and assist with wider network management.

### Birmingham's Controlled Parking Zone



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The Council is also looking to expand CPZs beyond the A4540 Ring Road into adjacent residential areas, to tackle displaced commuter parking which is becoming increasingly apparent since the introduction of the CAZ, as well as exploring the business case for a Workplace Parking Levy. This is a car parking management scheme which charges employers who provide workplace parking, to tackle issues such as peak time congestion, incentivise employers to manage work-based travel, as well as funding major transport schemes. Nottingham City Council have already successfully introduced this scheme, which has provided funding for tram extensions, redevelopment of the city's station as well as improving Linkbus services to areas where rail and West Midlands Metro are not currently available.

## Mobility Credits

Cost is often a significant barrier to people changing their travel behaviour, therefore Mobility Credits can offer an effective solution to overcome this.

The scheme is put in place to provide a financial incentive for people to scrap older, more polluting vehicles and get them using alternative forms of transport. In a national first, Coventry City Council launched a scheme in March 2021 where 74 residents received £3000 worth of credits for scrapping their personal vehicles. This was loaded onto a pre-paid card which could be used on public transport and other mobility services, included shared e-scooters, taxis, car clubs and car hire.

The scheme was put in place as part of a Department for Transport funded programme, where £22m was invested to trial new technologies that could support people to shift away from private car ownership and adopt more sustainable travel behaviours.

42% of participants gave up private car use altogether, by scrapping their only household vehicle. The majority of participants were aged 35-64 years old, although a fifth of respondents were aged over 65 years old.

## Schools Restart Campaign

TfWM worked with its local authority partners to support students to return to school at the start of September 2020, following pandemic closures. The team identified that 100,000 students would need to return safely to 1,500 sites.

By developing an understanding of school travel patterns across the region, pinch points were identified to manage demand. TfWM and local authorities came together in regional workshops to work through the challenge. A strategy for managing the demand was developed with a focus on communications and engagement. Schools in 'watch spot' areas benefited from free travel planning and implemented active travel measures. Imperative in the solution was the partnership work that saw TfWM strengthen local transport, schools transport and provision for those with Special Educational Needs and Disabilities (SEND). The public transport network was strengthened to accommodate social distancing and bus boarding figures were monitored daily.

A toolkit with a range of communications materials was developed for the 1,500 schools. In March 2021 the campaign was refreshed with an updated toolkit, face-covering campaign, walking bubble maps and social media campaign with strong emphasis on active travel.

As a result, TfWM has been able to successfully manage operational issues and maintain functional capacity on local transport networks since September 2020.

# Growth that helps everyone

Page 76

Creating good, sustainable access to opportunities is critical to help us deliver inclusive growth; and to be successful, transport strategy needs to be supported by complementary land use policy. We need to build the right things in the right places with new developments planned and delivered in a way which supports progress against the LTP's objectives.

90% of the built environment will substantially be the same at the end of the plan period. Therefore, whilst better land use planning and delivery will not fix the legacy challenge of over 50 years of planning geared around the car, it is critical to help us avoid perpetuating the problem.

Significant amounts of new housing and employment development is required in the metropolitan area and surrounding areas to accommodate the forecast population growth. Even with the new infrastructure associated with new developments, this growth will have implications for the wider transport network. In particular a key challenge will be mitigating the cumulative impacts of new development. Left unaddressed, the positive impact of regeneration and growth in the region is likely to be undermined or wiped out by unfettered traffic growth.

We must continue to improve how new development is planned, designed and delivered (in a coordinated way alongside wider transport policy) to help minimise transport impacts and maximise the attractiveness and success of sustainable modes.

This LTP promotes an approach which favours the use of brownfield land and supports higher density land uses with no or limited parking close to transport corridors and hubs. In turn this can help to deliver improved urban environments and crucially protect and reenergise our local centres.

We will need to be creative in how we provide more space for innovative solutions such as mobility hubs, car club facilities and ultra-rapid charging and residential on-street charging infrastructure.

Alongside better land use planning there is a need to consider the opportunities for digital connectivity to address some of the accessibility challenges which cannot be easily addressed by better transport. There has been a significant shift in demand towards home digital access and connectivity in recent years. Improving digital connectivity and addressing digital inclusion are key to supporting the communities and businesses of the West Midlands and their ability to work, upskill and learn from home whilst supporting reduced travel for work and other activities. In 2021 WMCA and its partners published the West Midlands Digital Roadmap taking an evidence-based approach to digital connectivity. The roadmap recognises the potential of digital technology to transform the regional economy and build economic resilience.



Meet... the Thompsons. In 2030, the Thompson family have moved to Arden Cross, a new neighbourhood with car free gateways. Peter and Sarah, can confidently let daughter Annabel cycle to school along low traffic local streets and the segregated blue cycle way that runs through the heart of the development. Sarah works a couple of days a week in London, and when she does, she travels part of the way with Annabel by e-scooter whilst on her way to the nearby HS2 Interchange Station, where it takes just 38 minutes to get to London. The family have local shops and places to eat and drink that they can walk to, they can use the nearby West Midlands Metro or Sprint services to go further afield in the urban area, and they can make use of the Arden Cross car club when they visit grandparents in Studley.

## Promoting accessible new development

TfWM and WMCA will continue to support and promote a brownfield land first policy. It is acknowledged that there are challenges around the amount of development required and the ability for this to be met from brownfield land. However, if the region is to meet its net-zero targets for carbon reduction we will need to increase the use of sustainable modes for necessary travel with moves to focus development around high frequency public transport corridors and public transport interchanges. As such, the planning process is an important part of encouraging behaviour change and to help reduce the impacts of transport on communities and the environment.

## Designing and getting transport right for new developments

Active, innovative and sustainable travel should be key elements considered in all new developments; minimising the impacts caused by single occupancy car usage. We need to encourage well-designed new developments which support mixed and sustainable communities with high levels of public transport usage as well as cycling and walking. We also seek to ensure that the cost of public transport, along with poor accessibility and availability are not prohibiting factors which prevents people moving into the region.

We will publish guidance to support developers, local planning authorities and local communities with information to assist developers in implementing transport infrastructure and services. The guidance will set out what measures TfWM has available to support developers in designing and implementing sustainable travel measures, together with how they can work with TfWM and local authorities to ensure the transport network is able to provide the support needed for developments to flourish and meet the wider needs of the West Midlands.

## Making the most of digital connectivity

Digital connectivity presents a huge opportunity for improving access, however, there is also a risk that as society shifts more towards online systems, an inequality gap defined by digital skills and capability will widen, with some households becoming more excluded and isolated. To support the objectives of the LTP it will be important to develop and deliver high speed, reliable broadband and 5G connectivity to all communities and businesses within the West Midlands. Delivering enhanced digital infrastructure will help to reduce digital poverty and create a series of connected communities across the region that have equitable access to digital connectivity. We will work across the WMCA to better integrate digital accessibility, improving everyone's access to opportunities, particularly those in poverty.

# Growth that helps everyone – policy showcases

Page 78

## 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.

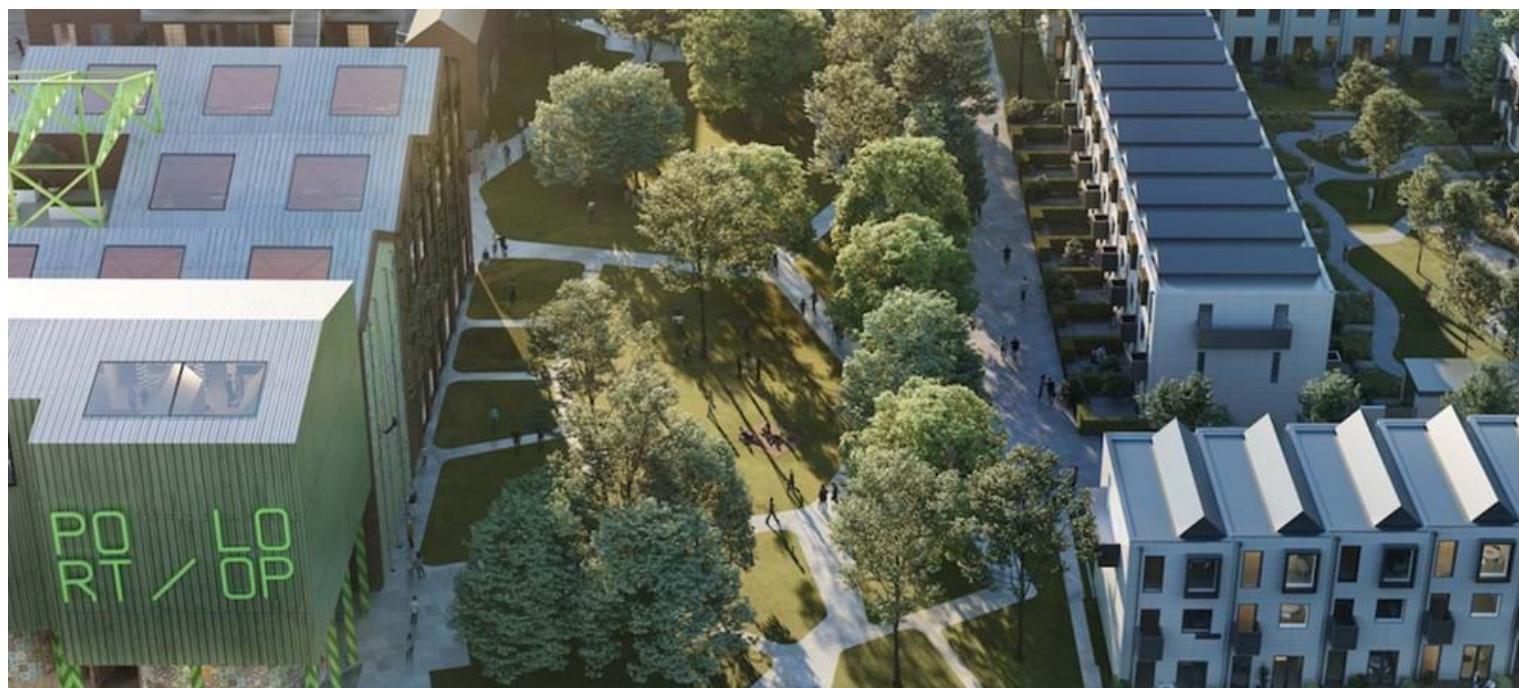
## Icknield Port Loop

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.



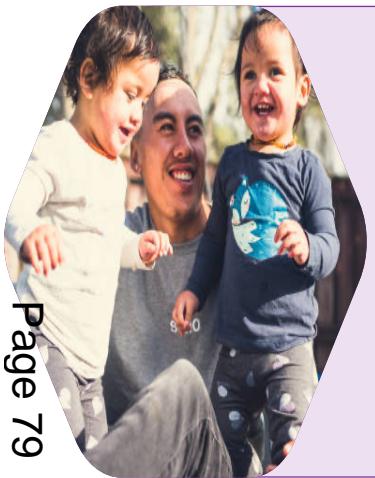
# Safer streets to walk and wheel

We want to deliver a step change in the way people travel, to encourage a greater proportion of trips to be made by walking and wheeling. This is because active modes and micromobility provide significant benefits to people and their local streets and communities and are the most sustainable forms of transport.

Increasing the uptake of active modes and micromobility will have a positive impact on people's physical health and mental wellbeing. Additionally, by making walking and wheeling more attractive, we seek to encourage the 'shift' away from traditional car trips. This can bring wider benefits such as a reduction in carbon emissions and improvements in local air quality, noise, safety and the local environment. Enabling people to walk and wheel will also improve people's accessibility. Active modes and micromobility are more affordable and therefore more accessible for a range of social groups. The roll out of micromobility such as e-scooters and e-bikes will enable greater distances to be travelled, where previously the car would have been first choice. Also, micromobility will improve access for a wider range of potential users, including by older or less fit users that may have been put off by conventional active modes.

Making streets safer to walk and wheel will help us support Government's target for half of all journeys in towns and cities to be walked or cycled by 2030, however, achieving this would also require other measures across our wider Big Moves, including demand management.

There is a role for e-cargo bikes and other modes of micromobility modes to help address the freight pressures we are seeing from the rise in online deliveries. E-cargo bikes are an affordable and sustainable method for making deliveries of locally produced and sold goods, or for making last mile deliveries from freight consolidation hubs located within towns and neighbourhood centres.



Meet.. The Patel family, they live in Aston, on the outskirts of Birmingham. At the weekend, The Patel family regularly go into the city to visit museums, shops, healthy fast food outlets etc and they use the nearby segregated cycle routes to get there. The streets are considered safe, clean and quiet with most cars now avoiding the city centre. The Patel's now consider their neighbourhood to have a positive impact on their children's physical and mental wellbeing.



## Equipping people with skills and confidence

We will work with local authorities to provide a package of measures to support behaviour change. This will include accessible, reliable information on available routes, as well as incentives and rewards for reaching certain levels of walking and cycling activity. Schools and businesses will be encouraged to promote active travel by providing training to equip people with the skills to make these changes. To support the uptake of active and micromobility modes, we will promote the provision of supporting facilities to make these options more attractive. This will include secure parking facilities, storage, changing facilities and charging facilities.

## Quiet and safe local streets

To promote the uptake of active modes and micromobility, we will make local streets more attractive by making them clean, quiet and safe. We will continue to invest and focus on road safety with a view to meeting an ambitious target of reducing the number of people killed or seriously injured on our roads by 50% by 2030 in line with the Towards Zero Foundation's vision. Potential measures to be delivered as part of Low Traffic Neighbourhoods could include introducing filtered permeability, reducing speeds, and managing on-street parking on residential streets and local centres. We will also identify and address key severance issues within and between neighbourhoods.

## A Starley Network with segregated routes for wheeling

We will ensure the delivery of our Starley Network. It is a network of cycling and walking routes that covers 500 miles of connected routes in the West Midlands. We will deliver a package of measures to provide cycle routes and towpaths, new pop-up cycle lanes, walking routes and walking zones in towns and cities. This will result in a high-quality network of walking and cycling corridors and public realm improvements in strategic centres, designed to Government standards.

# Safer streets to walk and wheel – policy showcases

## 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.

## Micromobility

Micromobility is a broad term used to describe personal light electrically powered vehicles that can be used for urban transport. E-scooters and e-bikes are generally well-known and understood to fall under this label, but there are other kinds of vehicles that offer different opportunities for different groups depending on their needs, helping to promote a more inclusive West Midlands in the future.

Micromobility provides more sustainable and affordable options for travel.

In the West Midlands we are currently trialling e-scooters in collaboration with VOI as this particular mode is growing in popularity across the region.

In Birmingham, 38% of VOI users would have otherwise travelled by car or taxi and 38% of users are now able to places they previously couldn't.

Although it is not yet legal to ride privately owned e-scooters, the government is currently reviewing legislation and it is possible that these kinds of vehicles will become more universally accepted in the UK in future.

We will continue to explore ways to introduce

more accessible types of micromobility as new technology enters the market and we will work to develop a roadmap to allow for the early adoption of these modes. We will continue to work with industry and governance to ensure that introduction of micromobility modes will represent a safe and sustainable way to travel.



# Public transport that connects people and places

Page 8

A safe, convenient, affordable and accessible public transport system is essential for enabling people to travel beyond their local neighbourhood without a car.

The West Midlands is at the heart of the UK's rail network and has its own network of services providing connections with the wider region and beyond. Our West Midlands Metro network is steadily expanding along with planned Sprint (bus rapid transit) and Very Light Rail services. Before the COVID-19 pandemic the West Midlands had the largest commercial bus network in England (outside of London). Our Ring and Ride service is also a lifeline for citizens who need extra help moving around the West Midlands.

As well as public transport services, shared mobility services have begun to expand helping people access vehicles without needing to use or even own a personal vehicle – for example, helping them access a car for a few hours from a car club in their local neighbourhood or perhaps hiring an e-scooter or bike to get from the train station to the other side of town.

Through a combination of walking and wheeling and public transport connected by seamless interchange, everyone will be able to explore the places across our region

Public transport plays a critical role in many peoples' lives today – particularly for the 1 in 4 households without a car. But in the future, public transport will need to play an even greater role in moving more people around the region and the country.

Because of the pace at which wide scale improvements to bus services can be made in comparison to rail and West Midlands Metro, rapid and early behaviour change in the LTP period will need to be supported by an increased role for and improvement of bus services. Our Bus Service Improvement Plan (BSIP) sets out a programme of bus investment to achieve this.



Meet... Anita she is 35 and lives in Bliston on the outskirts of Wolverhampton. At the weekend, Anita needs to take her two children to their grandparents so that they can stay over half term as she needs to work. Anita catches the tram to Birmingham where she puts them on the train to London on the new HS2 line. On her TfWM app she is able to create profiles for both her children. She only needs to buy one ticket for their whole journey and will be able to track their journey so she can check their journey and relax. Anita can use any device or card to pay and can relax safe in the knowledge at the end of the day no matter what combination of modes she has used she will never pay more than the lowest fare possible.



## Better public transport services

We will invest in highway and rail infrastructure so as to enable public transport operators to provide more frequent, quicker and reliable services where demand can sustain those services. This will include providing greater priority on highways to buses, extending our West Midlands Metro, and improving rail capacity and delivering new stations in the West Midlands.

We will also prioritise revenue funding available to us to subsidise the most socially necessary public transport services where these services cannot be sustained by commercial demand. This will include providing subsidy for tendered bus services as well as exploring the opportunity to provide coverage using Demand Responsive Transport where high quality conventional bus services are not viable, and commissioning services such as Ring and Ride to support people who find it difficult or impossible to use conventional public transport.

## More options for shared mobility

We will work with providers of shared mobility services such as car clubs, e-scooter and bike share schemes to provide infrastructure to support their operation where consumer demand can sustain them. These services will be particularly important as last mile solutions to travel where other options are not viable.

## A better connected and integrated network

A public transport network can offer more to people than the sum of its component parts where services are better planned and people do not face penalties for moving between services and operators. We will seek to improve integration of public transport by investing in better interchange facilities, continuing to evolve our Swift multi-modal best value ticketing offer, and exploring how governance changes could enable TfWM to better influence service planning and network design.

With a more proactive and assertive role in the design of public transport networks and services TfWM could ensure they integrate, don't duplicate and provide the highest quality most reliable experience possible. In the first instance we will strengthen our relationship with bus operators through the Enhanced Partnership which we are currently developing whilst exploring further the business case for franchising in the longer-term.

We will work with West Midlands Police and Crime Commissioner, transport operators and wider partners to deliver the principles and priorities set out in the Police and Crime Plan to ensure everyone can feel and be safe when using public transport.

# Public transport that connects people and places – policy showcases

Page 8

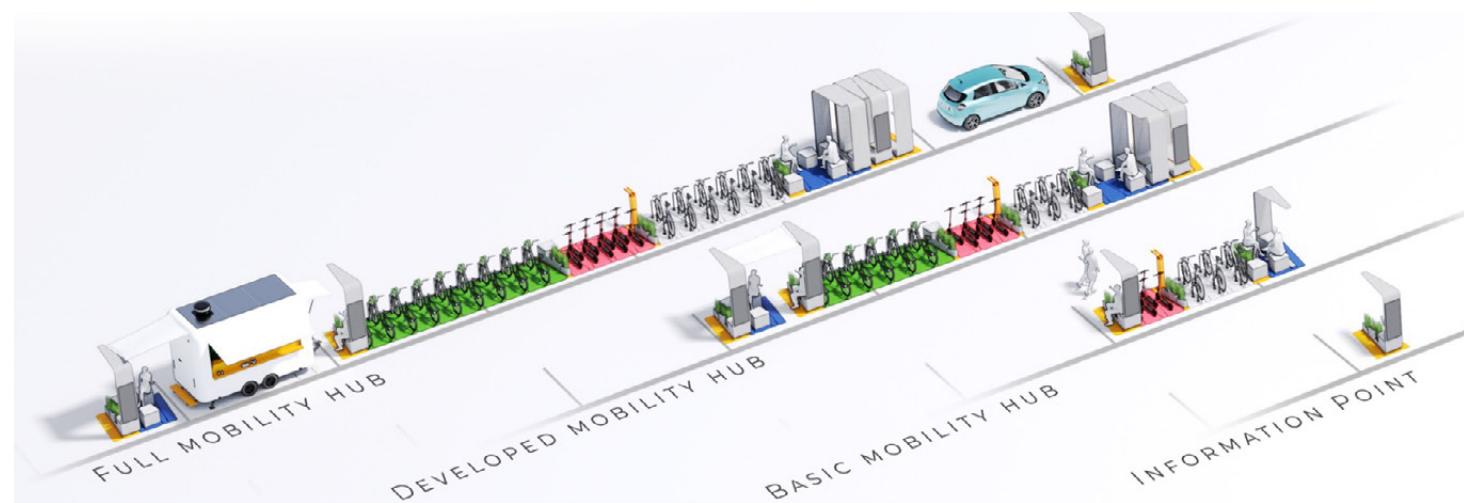
## Mobility Hubs

The purpose of mobility hubs is to bring together various transport modes into one place. The aim is to allow universal ticketing across different modes to make multimodal travel more seamless.

It has become feasible in recent years to offer certain types of micromobility – in particular e-scooters and bike hire – as short distance transport options to the public. In the West Midlands we have now introduced bike hire and e-scooter hire, and these are proving to be very popular for commuters and visitors to our strategic centres.

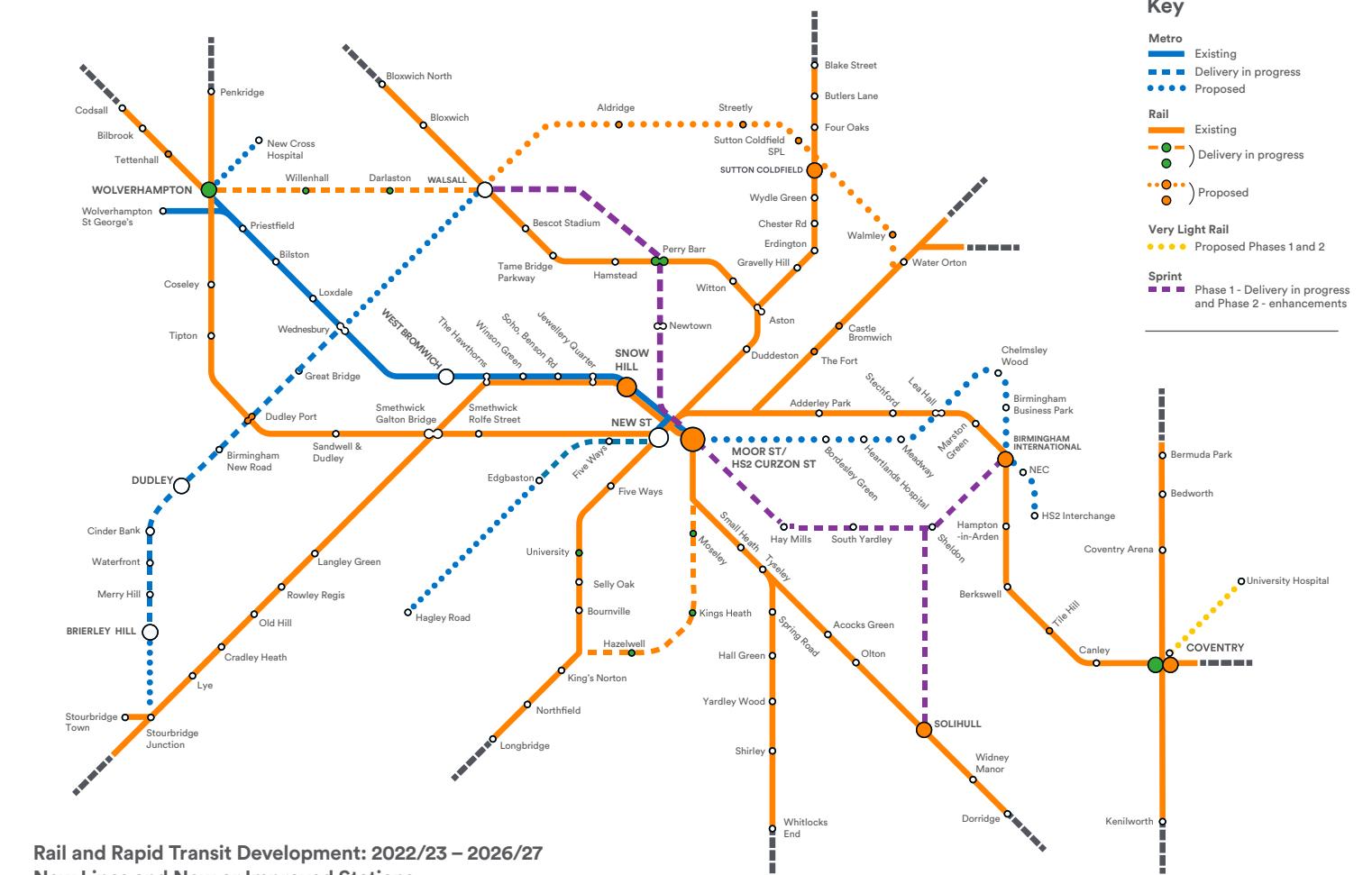
As we expand our charging infrastructure across the region there is also opportunity to bring together electric vehicles and even car share facilities at certain interchanges as part of our effort to encourage people to move away from private car ownership.

This can support those in society who do not own cars by providing last mile solutions to get from train stations and bus stops directly to desired destinations through micromobility and bike share, but also providing options for those in more rural regions through car share facilities. This supports a shift away from private car ownership by increasing convenience for users.



## An Integrated Public Transport Network

The West Midlands public transport network will become a more integrated system, based on measures set out in the City Region Sustainable Transport Settlement and the Bus Service Improvement Plan. TfWM is currently considering international best practice to inform development of an integrated public transport network in the West Midlands.



# A resilient transport network

Our streets and roads are the most important piece of transport infrastructure we have. Most trips take place on them whether it is by foot, bike, wheeling, micromobility, public transport or by car. Our streets and roads are also places, from local neighbourhood roads to busy high streets, and they play different roles in the lives of people and businesses.

The West Midlands has a Key Route Network (KRN) of 605km of key highways. Whilst consisting of only 7% of the actual roads, the KRN carries 50% of all traffic whilst serving the main demand flows of people, goods and services across the region and provides connections to the national strategic road network. Our KRN serves a range of travel demands and functions across a range of place types with different characteristics.

The local authorities play an invaluable role in developing, managing and operating this network, and on the surrounding local network, working closely with TfWM.

How we design and manage our streets, including the KRN, is important in helping to influence travel behaviours and to create good places.

We need to make our streets work for everyone by making the most efficient use of the network. This means ensuring our streets are in good condition and resilient to future climate change impacts. This will ensure our network is safe and reliable for all users.

We need a network which enables people and businesses to plan and go about their lives with confidence. We will also develop the network in a way that balances competing needs for space and encourages travel behaviours which will deliver our aims.



Meet... Sam, he is 22 and lives in Birmingham city centre. He lives in rented accommodation on a main road and is a junior nurse at Birmingham Children's Hospital. At the weekend, Sam drives to see his girlfriend in Tewkesbury. He uses an app to give him the quickest route and variable message signs along the route to provide travel information about traffic congestion and advise him of the route he should take.



## Keeping the West Midlands moving

We will continue to develop the Regional Transport Coordination Centre (RTCC) in partnership with local authorities, National Highways, West Midlands Police and operators to manage the network and incidents/major events. We will coordinate the delivery of the transport investment programme alongside utilities development plans and minimise impact through collaboration. We will coordinate schemes to avoid excessive disruption to our networks and to reduce costs where multiple schemes can be delivered simultaneously nearby (without excessive disruption).

We will invest in technology to help monitor performance and manage traffic and invest in communication and information tools to help us become a trusted source of travel advice and support travel behaviour change. We will build on the success of our Travel Demand Management programmes to encourage residents and businesses to re-mode, re-route, re-time or remove some journeys.

We will continue to invest in road safety to meet an ambitious target of reducing the number of people killed or seriously injured on our roads by 50% by 2030 in line with the Towards Zero vision. We will continue to work with the Strategic Road Safety Partnership to reduce and better manage road incidents. We will work with the local authorities and the West Midlands Police and Crime Commissioner to explore how reform of enforcement responsibilities for moving traffic offences could better support safe and efficient highways.

## A well maintained network

We will work with our local authorities to support development and delivery of the region's transport infrastructure asset management strategies and plans, underpinned by robust digital asset management, to prevent the deterioration of main carriageways, structures and the unclassified network. We will seek to "dig once" where possible and seek to future proof schemes to minimise disruption and costs when further schemes are progressed (for example where bus priority schemes may be upgraded to Sprint and/or West Midlands Metro in future). As with network development, we will coordinate our maintenance and renewals with plans of utilities providers to maximise opportunity to minimise disruption.

We will ensure the risks of climate change on transport infrastructure across our region are understood and accounted for in plans to enhance, renew and maintain infrastructure.

## Using our network for efficient and safe travel

The development of the West Midlands highway network will influence and be influenced by supporting strategies for active travel, public transport and delivering behaviour change. We will bring forward a series of multi-modal corridors and low traffic neighbourhoods that will deliver targeted road space re-allocation to support active travel and public transport and reduce the dominance of the car in residential areas. We will also address key pinch points which compromise overall public transport reliability or create safety problems. We will strengthen the key bus based rapid transit corridors that are at the heart of our overarching network strategy and focus on key multi-mode interchange points.

Many of the biggest challenges will be on the KRN and we will work with our local authorities to create a framework to help us to monitor its performance and contribution towards the LTP's objectives.

# A resilient transport network – policy showcases

## LODE LANE ROUTE ENHANCEMENT

Lode Lane is a key corridor providing access to over 20,000 job roles in Solihull Town Centre and at Jaguar Land Rover, as well as wider access to Birmingham Airport, the NEC and the UK Central Hub.

Lode Lane is one of the busiest bus corridors in the region, generating a bus every two minutes during peak periods which carry more people into Solihull Town Centre during mornings than in cars.

A comprehensive route intervention was delivered between Jaguar Land Rover and Solihull Town Centre, including new bus lanes and bus priority at junctions. Critically, the scheme was delivered by maximising existing road space with no loss of service to general traffic.

The scheme opened in October 2016 and has achieved a 45% reduction in bus journey times in the morning peak hour into Solihull Town Centre. Bus patronage increased by 11%, and there is now an enhanced environment for pedestrians and cyclists.

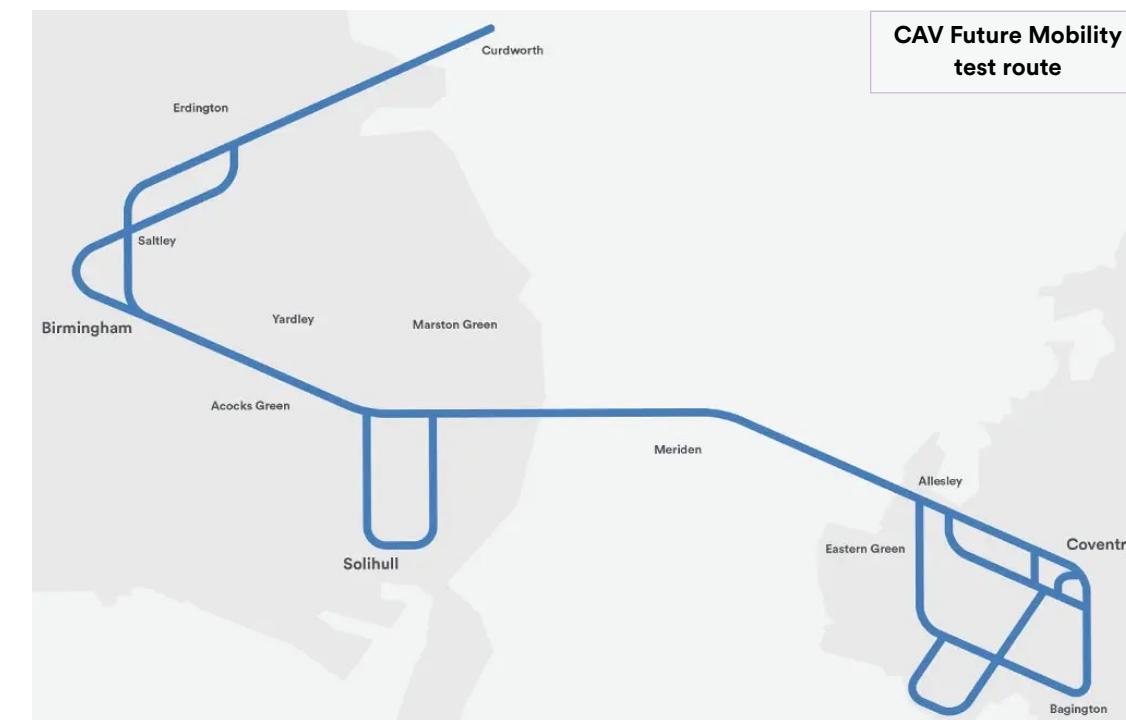


## Wireless Infrastructure Project / CAV Infrastructure

To improve the safety and efficiency of our roads we are introducing and installing hundreds of sensors across the network which will be able to facilitate fast communications across the network. Sensors will provide a breadth of useful information which can be used to make smart decisions about traffic management as well as relaying integral information to road users.

By updating the network in this way, we can work closely with our external stakeholders such as emergency services to provide safer roads, faster response times and improved data about the network.

This work is future proofing our region in advance of predicted changes which will be seen to our transport system. As society transitions to connected and autonomous vehicles (CAVs) we need to ensure that our infrastructure is fit for purpose.



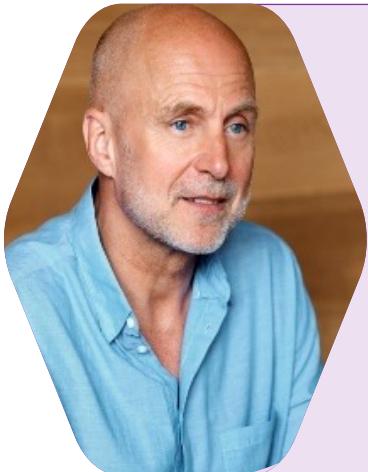
# Delivering a green revolution

Page 88

Delivering a green revolution through our LTP means partnership working between the public and private sector to leverage our transport system to enhance our built and natural environment, in a way that stimulates our local industry to produce the products and services that support inclusive growth.

We will aim to decarbonise the West Midland's private and public fleets by moving away from conventional and hybrid fossil fuel vehicles to zero emission alternatives. This will be critical to reducing emissions associated with transport and will also help to improve local air quality and reduce noise pollution. Our automotive industry is well placed to support this aim.

But transport innovation in the West Midlands, goes beyond making cars and we also have wider sector mobility strengths in products such as public transport, connected and autonomous vehicles, 5G, Mobility as a Service and modern infrastructure construction techniques.



Meet Marcus, he is 65 and lives in Hampton in Arden, Solihull. When Marcus visits his family in a low traffic neighbourhood in Birmingham, he parks his car in a nearby mobility hub and so takes advantage of the charging facilities there. Whilst plugging in his car, he reads the notice explaining that all that the electricity is generated from the solar panels on the roof of the mobility hub. Marcus talks with his son later that day about hiring a couple of e-bikes next time he visits to go round the local nature centre.



## **Assisting the switch to zero emission vehicles**

We will work with partners, including local authorities and businesses across the region to ensure that the West Midland's fleet moves to zero emission vehicles (ZEVs) as quickly and efficiently as possible, choosing the most suitable zero emission technologies (including a short-term role for low carbon fuels where zero emission technologies are less feasible within the next decade). We will help local authorities to plan and enable appropriate charging and fuelling infrastructure to be implemented, that is appropriate to the needs and characteristics of different places and avoids street clutter.

The provision and locations of charging stations will be strategically planned including on the key route network and strategic road network for HGVs and LGVs, but also at mobility hubs to provide easy access to other greener modes of transport (e.g. car clubs and e-scooters) and to provide charging for cars where private provision with off-street parking is unavailable. We will also work with our bus operators to support them with the adoption of hydrogen and/or electric buses where appropriate, understanding a particular need for electric vehicle charging en-route where charging in depots is insufficient.

## **Working with businesses to innovate and export future mobility solutions**

We will work with partners, including local authorities and businesses across the region to understand how innovation in the mobility sector can support our aims, and to support the development and trialling of new solutions by providing access to public assets (including our transport infrastructure, organisational expertise, match funding and publicly owned data).

## **Using our transport system to enhance and protect our environment**

We will use transport assets for non-transport functions so as to protect and enhance our built and natural environment.

This will include, but not be limited to, the use of transport land and buildings for sustainable energy generation, enhancing biodiversity and providing green spaces, and sustainable drainage systems (SuDS).

# Delivering a green revolution – policy showcases

Page 30

## Green bus shelters

Green bus shelters which can improve air quality, generate their own power and even attract bees are being trialled in Halesowen.

TfWM has worked with the Halesowen Business Improvement District (BID) and Halesowen in Bloom to bring some plant-topped bus shelters to improve the town centre environment.

The shelters are made from recycled materials and their roofs include plants designed to reduce carbon in the environment as well as filters to catch fine particles and improve air quality.

Wild flowers, which attract bees and other pollinators, will grow from the eaves and roof edges and appear during the Spring, turning the bus stops to buzz stops.

Further to this are solar panels which will not only generate power for the display screens, lights but also allow people to charge their mobile phones for free while waiting for the bus.

If the trial proves successful more of the environmentally friendly stops could be installed as TfWM replaces and renews its 5,000 bus shelters across the region – playing a part in helping the region achieve its #wm2041 net-zero carbon targets.



## Coventry Electric Bus City

Coventry City Council, Warwickshire County Council, Transport for West Midlands (TfWM) and bus operators are working together to make the bus fleet in Coventry all electric.

This will be the UK's first All Electric Bus City and under the ground-breaking project, every bus in Coventry will be electric powered by 2025, leading to improved air quality, reduced greenhouse gas emissions and lower running costs.

A £50m grant from the Department for Transport (DfT) will fund 297 all-electric buses and is supported by a further £78m of investment from local bus operator into depot charging facilities and associated power upgrades.

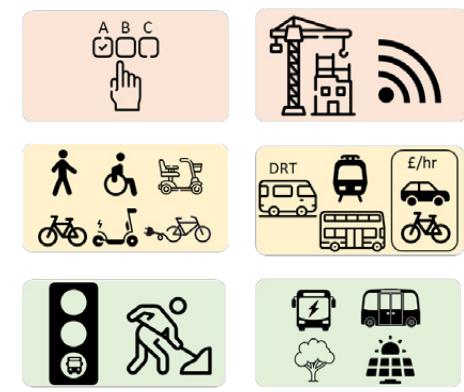


# Implementation

## Local Transport Plan (LTP)

### Core Strategy

#### 6 Big Moves



#### 4 Area Strategies

Black Country

B'ham

Solihull

Coventry

### Implementation Plan

### Monitoring and Evaluation Plan

The West Midlands LTP will include a number of component documents.

This **Core Strategy** primarily sets out the overarching aims, vision, approach, and framework for action for transport in the region until the end of 2041.

More detailed policies and implementation proposals will be identified aligned to the core strategy. These will be set out in 6 strategies relating to our **6 Big Moves** – focussed on regionwide principles and proposals for each Big Move – and **4 Area Strategies** – focussed on the planning of measures across our neighbourhoods, centres and corridors. The Big Moves and Area Strategies will be developed in tandem. The Area Strategies will be particularly important for resolving how measures across the 6 Big Moves will be delivered alongside each other in particular places, and for accounting for the land use and development proposals within Local Development Plans.

There are always more proposals than resources allow for. The **Implementation Plan** will set out our priorities for measures, how funding sources will be used to deliver these, and timescales for development and delivery. The implementation plan will also set out plans for further policy and scheme development where concepts require further development.

A **Monitoring and Evaluation Plan** and **Integrated Sustainability Assessment** will continue to be iteratively developed to support the LTP and updated throughout the life of the plan. They will transparently

ensure that LTP development and delivery is meeting the LTP objectives and broader duties relating to equalities and sustainability.

Excepting the Core Strategy, the LTP will be a living document and will be updated and amended with new policies and implementation proposals periodically.

Updates to the LTP will be agreed through discussions with the WMCA's Strategic Transport Board, comprised of transport portfolio holders of the seven metropolitan borough authorities. Where these are deemed to be significant, approval will be sought from WMCA Board. Where the decision to amend the strategy is considered to have a significant impact on a local community, local stakeholders will have an opportunity to comment through a targeted local consultation process.

Major reviews of the LTP will be undertaken periodically and linked to changes in local and national transport policy.

The WMCA's Strategic Transport Board will be responsible for overseeing delivery of the LTP on behalf of WMCA. At officer level, delivery will be overseen by Strategic Transport Officers Group (STOG), comprising managers from the seven metropolitan borough authorities with responsibilities for transport and TfWM's Executive Director.

# Sustainability throughout plan implementation

Implementing the LTP policies will require a balance between maintenance and operation of the existing transport network alongside construction or enhancement of infrastructure. These developments have the potential to impact the environment and local communities and visitors to the affected area. We will ensure that throughout our design and implementation process we understand and take account of the potential impacts and, wherever possible, specify designs to avoid or mitigate them, or enhance them where appropriate.

Where intervention takes place, measures will be subject to the appropriate level of assessment by the relevant authority, adhere to the relevant legal framework and be reflective of the scale and nature of the project. This will ensure that we understand potential impacts and how these can be best avoided or mitigated, or enhanced where beneficial.

Dependent on the scheme, assessment will include Health Impact Assessment, Equalities Impact Assessment, Habitats Regulation Assessment and Environmental Impact Assessment. Where these statutory assessments are undertaken they will be guided by HM Treasury's Green Book and DfT Transport Appraisal Guidance.

We will work closely with partner organisations, including the local authorities to ensure that consideration of sustainability, including health and equality, is made at the earliest possible planning stage for schemes. We will identify the types of assessment that are appropriate for the scale and nature of the scheme at each stage of development and which organisation has responsibility for the assessment process.

This will allow for full consideration of requirements in Local Plans and required statutory processes as necessary.

In developing this LTP, we will have a presumption in

favour of working with partners to make net improvements to the local environment wherever possible and, as a minimum, will always follow the policies set out in this LTP to take every opportunity to protect and enhance the environment. These principles have been integrated within our 6 Big Moves.

For any measures that could potentially affect sites that are designated for nature conservation or for other reasons, such as geodiversity, we will appropriately assess any potential direct or indirect impact that may arise over the life span of LTP. We will mitigate and / or compensate for any impacts, in line with existing best practice and relevant legislation. This will include undertaking a Habitats Regulation Assessment (or equivalent) when necessary.

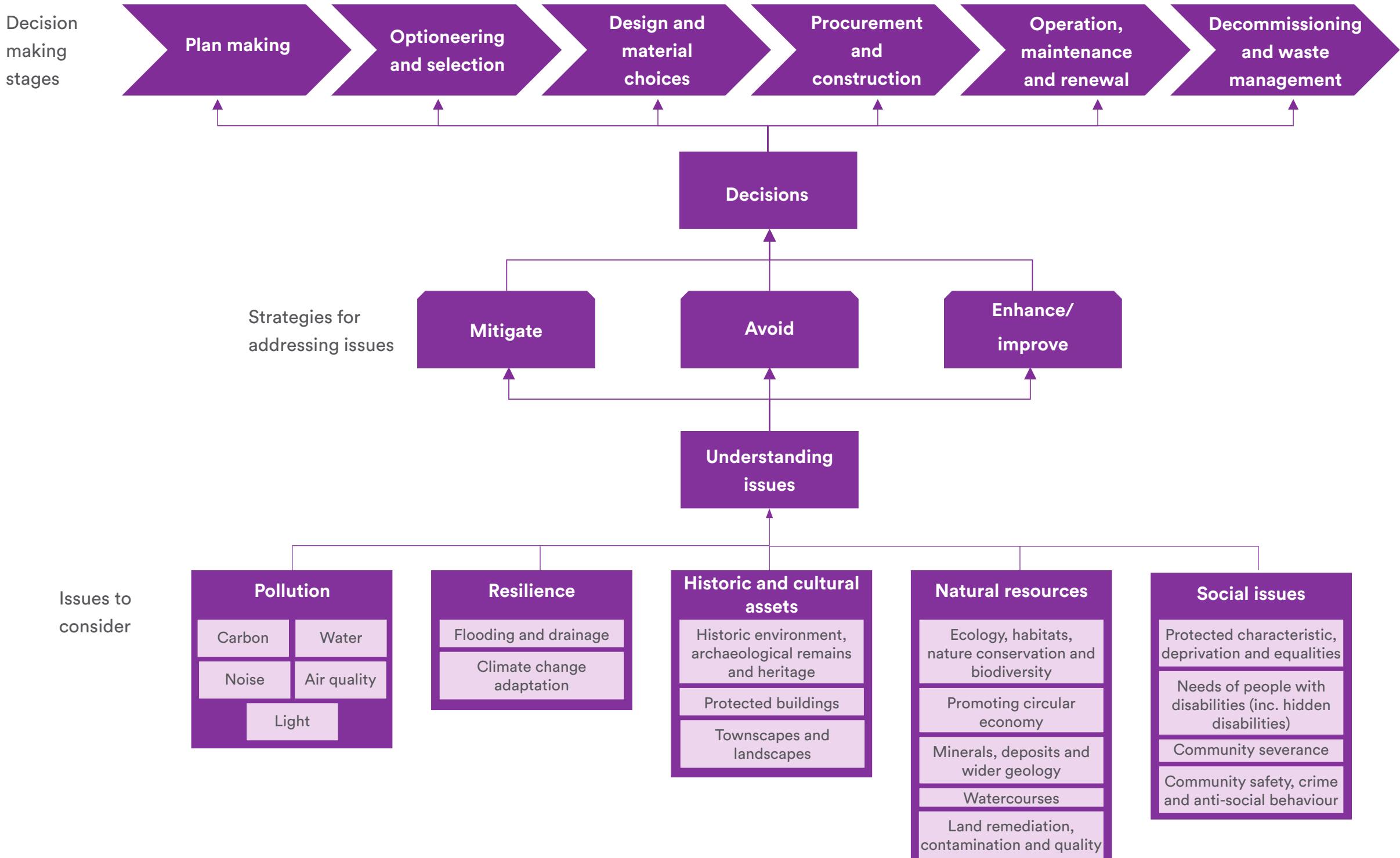
Environmental Management Plans (EMPs) will be prepared and implemented for all construction, refurbishment and maintenance contracts and will include the findings and suggested mitigation from any assessment made. The EMPS will consider material resource use, energy use, and other environmental issues relevant to the scheme, and will explain how risks and impacts will be mitigated, managed and addressed.



## Embedding sustainability in decisions at all stages

Decisions throughout the development and operation of our transport system affect environmental, social and economic assets that must be protected and improved. This includes any “embedded” impacts such as carbon emissions associated with materials used for construction.

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



# Working together

Whilst WMCA does have statutory responsibility to set the LTP for the area, it does not have direct responsibility for managing and operating most aspects of the transport system. Meeting our aims through delivering action will involve many partners.

WMCA, TfWM and the seven metropolitan borough authorities will continue to work together with local partners such as transport operators, with our neighbouring local authority partners, with our regional partners such as West Midlands Rail Executive and Midlands Connect, and with national partners such as Government and the national agencies responsible for transport functions to develop and deliver the LTP.

Ensuring that our transport system can support the wider objectives for growth, sustainability and quality of life in the region will mean working closely with those with responsibility for wider public outcomes, locally and beyond.

The successful delivery of the LTP will require other partners to deliver the policies and implementation proposals within it, reflecting them in their own plans.

There are a number of delivery partners who are critical for delivering this LTP:

- The seven metropolitan borough authorities as highway, traffic and planning authorities.
- Local public transport operators who are responsible for running the buses, trams and trains our citizens use every day as well as emerging operators of shared mobility services (e.g. car clubs, and bike and e-scooter hire).
- National Highways, Network Rail and HS2 who are responsible for managing and developing the strategic road network and railways in the West Midlands.

Devolution and reform of responsibilities will enhance our voluntary partnerships, helping us to make best use of partners resources and ensuring we have the powers we need locally to achieve the best possible outcomes for the public.

## Key Partners and Policies

This diagram highlights some of our key local, regional and national partners and the policies and plans that have influenced this LTP. In turn, we will continue to work with these partners to influence policy implementation and future policy development to take into account our approach to transport in the West Midlands.



# Prioritising and resourcing our efforts

TfWM and partners must use their resources across three broad areas of spend to ensure our transport system is working effectively:

- Maintenance and renewal – maintaining assets to keep them performing and replacing them when they're at their end of life;
- Network enhancements – schemes to make our transport system better;
- Service and concession delivery – the day to day spending required to keep services and concessions going.

There are many sources of funding available to and used by WMCA to fund these activities:

- Transport Levy
- Maintenance block
- Capital grants
- Prudential borrowing
- Transport user fares, charges and fees
- Non-fare revenue sources (e.g. advertising, property)

We don't have complete discretion to use these funding sources for any activity – e.g. grants often come with conditions requiring the funding of particular projects and much of the transport levy has to be spent on the statutory English National

Concessionary Travel Scheme (providing free bus passes for older and disabled people who qualify).

The Implementation Plan will set out a funding strategy for securing the resources required to deliver our implementation proposals.

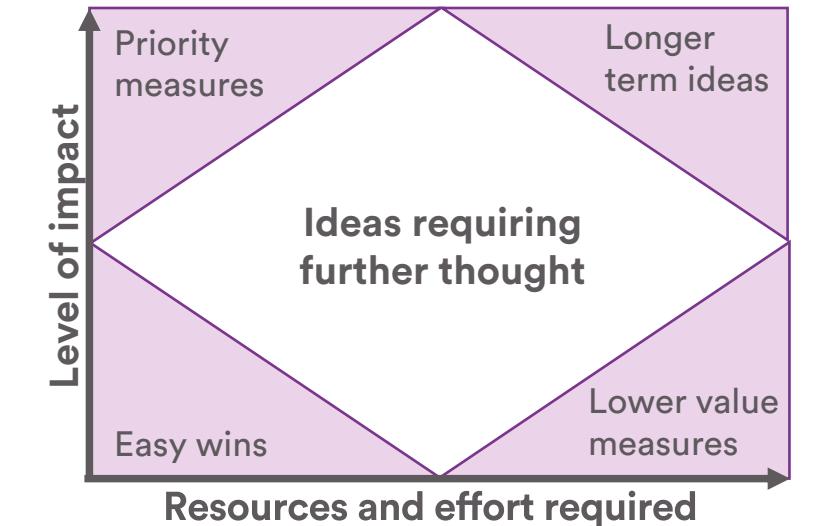
Local transport relies heavily on funding from central Government. We will continue to make the case for investment in our region, and we will continue to push for better long-term security of funding and flexibility in how to invest it best in our region. TfWM and local authorities will continue to explore options to create locally raised revenues from the planning and transport system to be used to develop and improve the local transport network.

Ambitious programmes of investment will also require continued close working with our delivery partners to secure the skills and knowledge required.

At the start of this LTP period, the UK will be emerging from the COVID-19 pandemic. It is likely that in the years to follow, public funding will be under pressure. We will need to think carefully how to best use funds available to enhance our network to greatest effect. However, we will make a strong case for increased revenue funding to support maintenance and renewal (which has already suffered a period of significant underinvestment owing to austerity policies) and public transport service delivery (noting that the pandemic will suppress demand for public transport for a number of years and services will be lost if any shortfall in fares is not made up in subsidy).

## A balanced and impactful programme

There are lots of ideas for actions we can take to make our transport system better. But we need to make sure we have a balanced programme: this means that we need to make sure that we don't use all our resources on a few expensive big projects; we need a programme that delivers benefits today and helps support immediate, scalable behaviour change as well as focussing on building towards bigger change over the long term; and ultimately what we do must represent value for money for citizens.



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

- We will prioritise critical functions to ensure services for our most vulnerable service users are protected and to ensure our core assets continue to function; for immediate impacts, and investments that will take longer to develop and deliver; and
- We will minimise redundant work, seeking to “dig once” where possible and otherwise ensuring schemes include future planning to minimise disruption and costs when further schemes are progressed (for example where bus priority schemes may be upgraded to Sprint and/or West Midlands Metro in future).
- We will seek to ensure as many benefit from our actions as possible by ensuring delivery is felt across our region;
- We will seek to make investments that provide good value for money;
- We will have a balanced programme of short and long-term activity; of measures that can be delivered quickly



Transport for  
**West Midlands**

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

## **Contents**

<b>Introduction</b> . . . . .	<b>3</b>
<b>Our Aims</b> . . . . .	<b>4</b>
<b>The Vision</b> . . . . .	<b>5</b>
<b>Our Actions</b> . . . . .	<b>6</b>
<b>Implementing our new Local Transport Plan</b> . . . . .	<b>9</b>

# Introduction

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

Feedback from engagement on our Green Paper

# Our aims

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

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



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



## Meeting commitments to decarbonise

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

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

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

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

**National targets  
(net-zero by 2050)**

**10%  
reduction in  
car mileage**

**Accelerate  
ZEV uptake by  
1 year**

**Local ambition  
(net-zero by 2041)**

**35%  
reduction in car  
mileage**

**Accelerate  
ZEV uptake by  
5 years**

# The vision

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

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

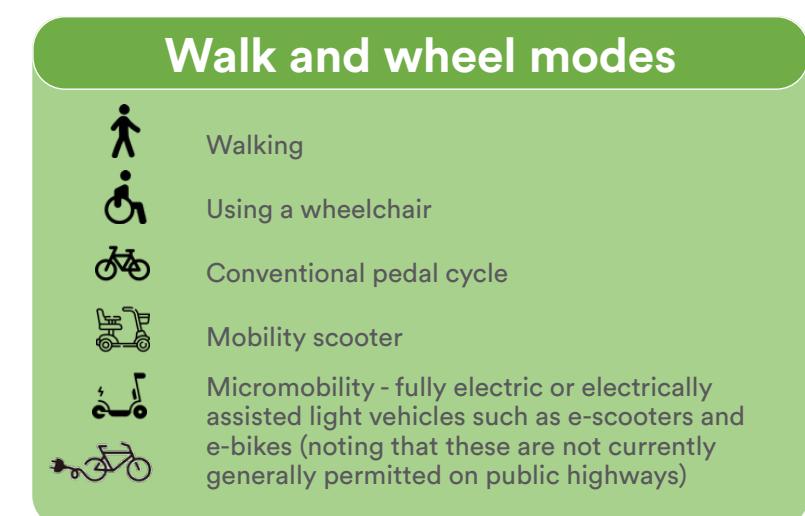
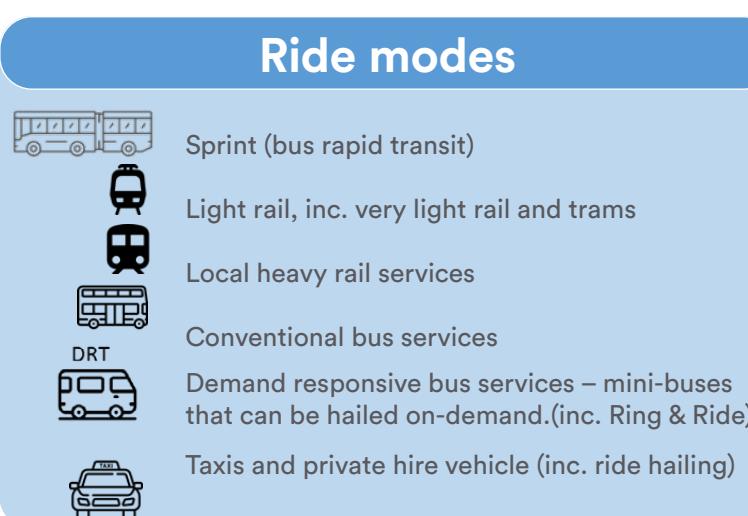
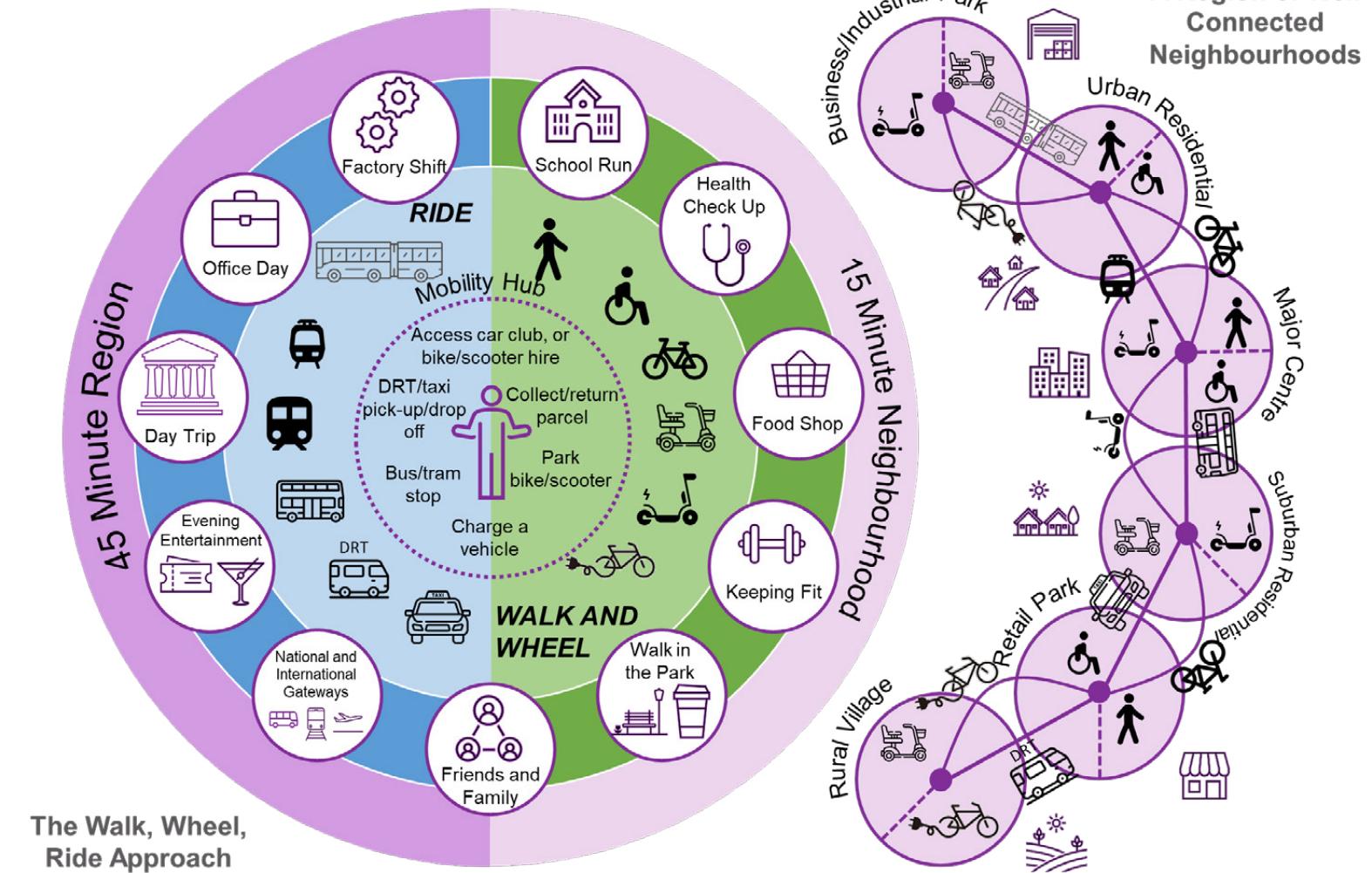
It means that a good range of services in our neighbourhoods can be accessed by “walking or wheeling” in a round trip of no more than 15 minutes, and a good range of places across our region to undertake work, leisure and socialising can be accessed by “ride” modes within a 45 minute trip.

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



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

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



# Our actions

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

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

## Avoid

**Avoiding travel** - for example by accessing services online and consolidating trips we make;

## Shift

**Shifting travel** - to places that are more accessible by sustainable modes of transport, such as cycling, walking or public transport and travelling by those modes; and

## Improve

**Improve travel** - by designing out emissions and other impacts from the vehicles we use and tailoring their use, for example by adopting zero emission vehicles (such as electric/hydrogen vehicles).

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

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

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

## AVOID



### Behaviour change for the better

- Better information to make better travel choices
- Building consensus and appetite for action on our streets
- Managing the transport network to promote behaviour change



### Growth that helps everyone

- Promoting accessible new development
- Designing and getting transport right for new developments
- Making the most of digital connectivity

## SHIFT



### Safer streets to walk and wheel

- Equipping people with skills and confidence
- Quiet and safe local streets
- A Starley Network with segregated routes for wheeling



### Public transport that connects people and places

- Better public transport services
- More options for shared mobility
- A better connected and integrated network

## IMPROVE



### A resilient transport network

- Keeping the West Midlands moving
- A well-maintained network
- Using our network better for efficient and safer travel



### Delivering a green revolution

- Assisting the switch to zero emission vehicles
- Working with businesses to innovate and export future mobility solutions
- Using our transport system to enhance and protect our environment

## Behaviour change for the better

Many measures being set out in this strategy are designed to improve sustainable travel options to support behaviour change. But these in isolation won't be enough to achieve impacts at the scale or at the pace that is needed! To deliver behaviour change, the travel choices that we will need to move away from - like driving - would need to become less appealing. We are all part of the problem and we can all play our part in the solution by choosing to travel differently. However, we will need to look carefully at the measures which drive behaviour change and build consensus on the need for "sticks" as well as "carrots".

## Growth that helps everyone

Good, sustainable access to opportunities is critical to help us deliver inclusive growth and to be successful. But to do this we need to be building the right things in the right places. New developments must be planned in line with the objectives of this LTP. We must minimise transport's harmful impacts and maximise the attractiveness and success of sustainable modes.

## Safer Streets to walk and wheel

We want more trips to be made by walking and wheeling. These 'active' modes provide significant benefits to people and their local streets and communities. They're also very sustainable and affordable. They can also have a positive impact on people's physical health and mental wellbeing and provide a good alternative to the car.

### Avoid



#### Information

- Critical in helping people make the right decisions.
- Even better promotion of public transport
- Visible brands across our different modes, including the SWIFT smart card.

### Avoid



#### Sustainable and accessible development

- Continue to support a brown field first policy
- Innovative and sustainable travel in all developments.
- Minimise the impacts of single occupancy car usage

### Shift



#### Low Traffic Neighbourhoods (LTN's)

- Limit traffic in a street or collection of streets
- Safer, easier and more appealing for cycling and walking.
- LTN's have resulted in a number of benefits.

### Demand Management

- Relocating road space and higher parking charges at key destinations and workplaces.
- Charges can also be used to encourage cleaner vehicles.
- Engagement is an essential part of the design and delivery



### Digital connectivity

- Improve access to high speed broadband and 5G connectivity to all
- Reduces digital poverty and create a series of connected communities.



### Micromobility

- A broad range of transport options that can be used for short distances
- E-scooters are also being trialed in the West Midlands.
- Starley Network for cycling and walking



## Public transport that connects people and places

Safe, convenient, affordable and accessible public transport is essential. This includes bus services and Ring and Ride across our area which are already vital for those who can't drive, as well as our expanding West Midlands Metro, Sprint and rail networks. Shared mobility services (like bike hire and car clubs) could also play a greater role in future. One in four West Midlands households don't have access to a car. Within a more inclusive transport system, public transport will need to play an even greater role.

### Shift



#### Public transport

- Invest and improve the infrastructure to enable operators to provide better services
- Greater priority on highways for buses
- Improvements to rail capacity, along with new stations

#### Shared mobility

- Allows people to move around without the need to own a car
- Services include car clubs and e-scooters and infrastructure to support their operation
- Mobility hubs in key locations where consumer demand can sustain them



## A resilient transport network

Roads are important because they are used for most trips, whatever the mode. They play a different role in the lives of people and businesses. We need to make our streets work for everyone by developing the network so that balances the competing needs for space and supports the travel behaviours, which will help to deliver our outcomes.

### Improve



#### Regional Transport Coordination Centre (RTCC)

- Oversees all transport modes in partnership with operator and local authorities.
- Helps to coordinate the delivery of the transport investment programme and minimise impact through collaboration with our partners.



#### Highway maintenance

- Work with local authority partners on a focused plan
- Prevent the deterioration of streets and structures
- This is essential in the improvement of all modes of transport, including emerging mobility solutions

## Delivering a green revolution

Places need to be cleaner and greener. Private and public vehicles need to be zero emission, helping to improve local air quality and reduce noise. In addition, providing green infrastructure will help habitats and biodiversity. This encourages people to spend more time outside improving physical health and mental wellbeing benefits.

### Improve



#### Electric Bus City

- Coventry to become the UK's first electric bus city
- Every bus will be electrical powered by 2025
- Improved air quality, reduced greenhouse gas emissions and lower running cost.



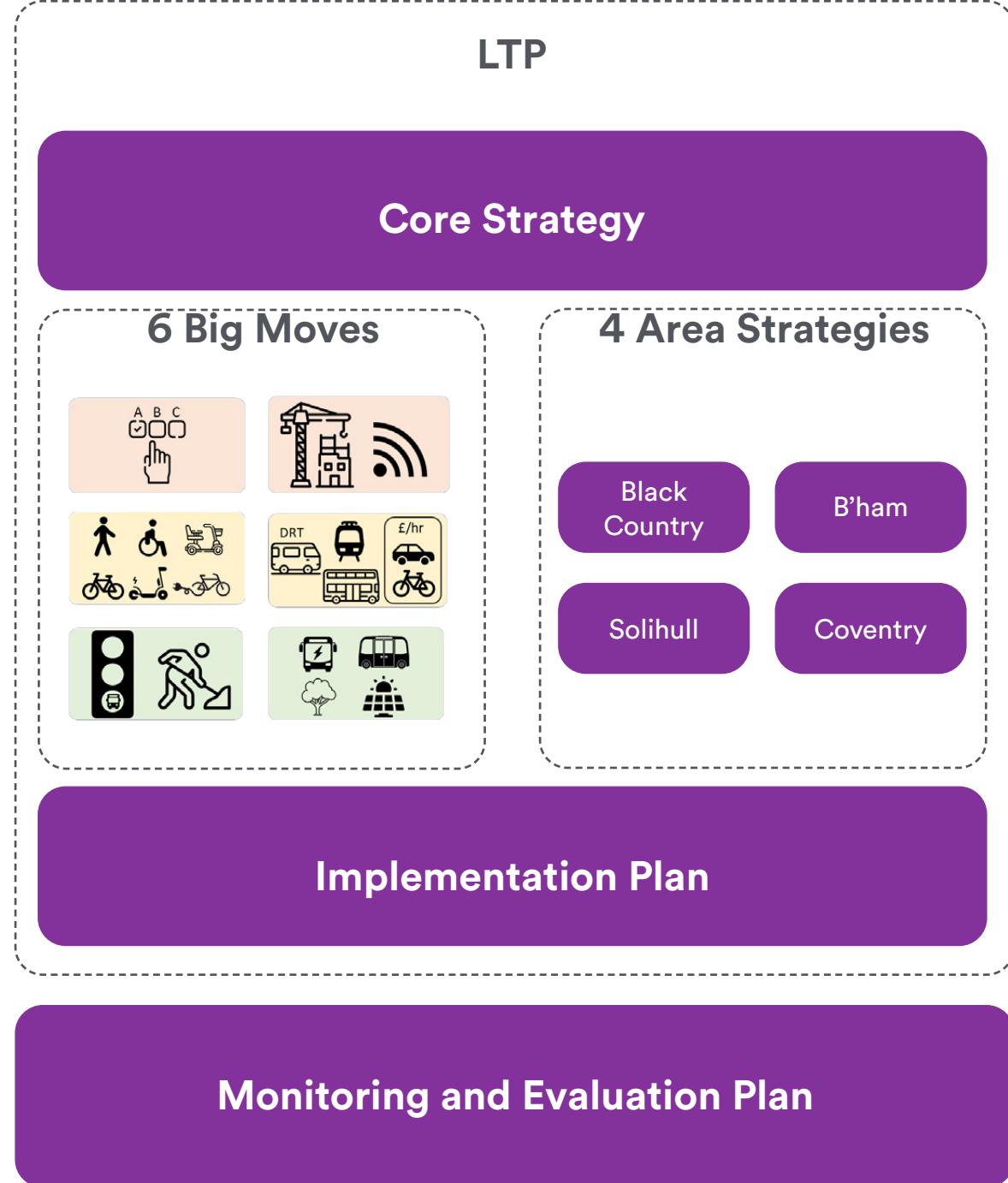
#### Green bus shelters

- Improves air quality and generates power. Being trialled in Halesowen.
- Transport for West Midlands worked with the Halesowen BID
- Roof top plants improve the town centre environment and attracts bees.

# Implementing our new Local Transport Plan

## Integrated Sustainability Assessment

Page 107



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

We have recently approved a £1.2bn funding programme to improve the transport system. This City Region Sustainable Transport Settlement will allow us to continue to invest in better public transport, opportunities for walking, wheeling and cycling and help to make our roads safer and places greener and cleaner.

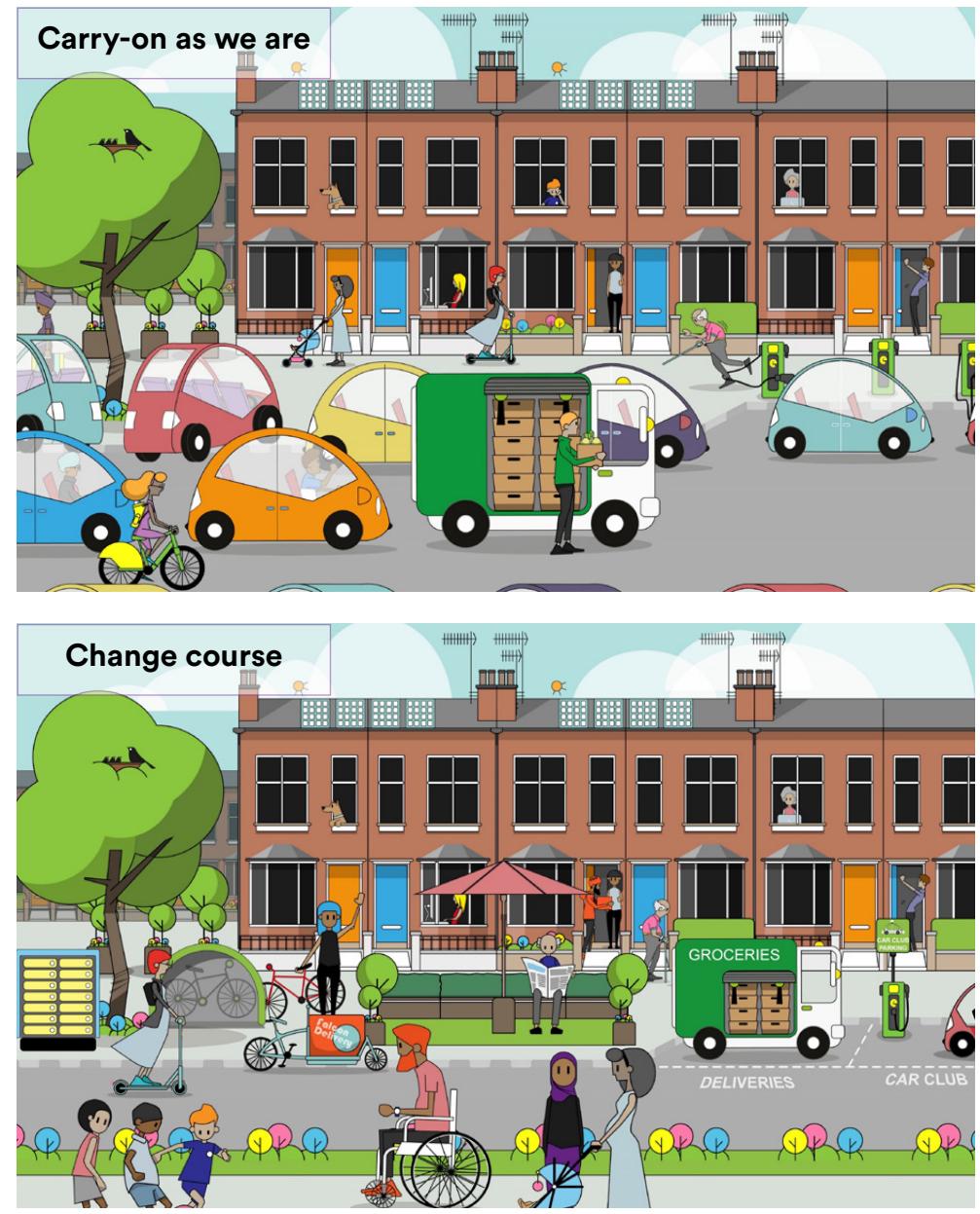
It does this by investing in measures that support better access to what people need via these alternatives. But alongside this investment there will also be a need to manage demand by discouraging the behaviours we want people to do less with the possible use of physical measures like bus lanes, which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

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

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

## Choices matter

As we develop detailed plans in different places we will need to think about how the decisions over how we govern transport locally will affect the future of transport in different places. It's important to think about what places will look like if we carry-on as we are or what they might look like if they change course. What kind of future do you want for you and your family?





Transport for  
**West Midlands**



**To: Business, Economy and Enterprise Scrutiny Board (3)**

**Date: 9<sup>th</sup> March 2022**

**Subject: Key Regeneration Projects - a) City Centre South b) Friargate and Coventry Station**

### **1 Purpose of the Note**

- 1.1 To update the Business, Economy and Enterprise Scrutiny Board (3) on progress with key regeneration projects in the city, namely: City Centre South, Friargate and Coventry Station.

### **2 Recommendations**

- 2.1 The Business, Economy and Enterprise Scrutiny Board (3) are recommended to:
  - 1) Note the contents of this briefing note.
  - 2) Identify any comments or recommendations for the appropriate Cabinet Member.

### **Background and Information**

### **3 City Centre South**

- 3.1 City Centre South (CCS) is the Council's key regeneration priority for the city centre and will deliver transformational improvements to Coventry city centre through new homes, jobs, commercial and leisure opportunities and high-quality public spaces.
- 3.2 The CCS scheme is being brought forward through a contractual partnership between the Council and its development partner Shearer Property Group (SPG) and is supported by £98.8m of grant funding from the West Midlands Combined Authority (WMCA). This grant is funding key enabling costs for the scheme such as land assembly, demolition and reimbursement payments to the Council for the loss of its existing income producing commercial properties once the scheme goes ahead.
- 3.3 On the 11<sup>th</sup> January 2022, the Council's Cabinet received a comprehensive report updating them on the CCS scheme and approved a number of recommendations necessary to move the scheme forward, including the authority to make a Compulsory Purchase Order (CPO), appropriate land interests and to take a number of ancillary decisions pertaining to planning, land and highways matters. This report is available to view on Modern.gov at the following link.<https://edemocracy.coventry.gov.uk/ieListDocuments.aspx?CId=124&MId=12556&Ver=4>

- 3.4 In terms of key next steps, the Council anticipates that the CPO will be made in March 2022 with an Inquiry (if required) likely during the Autumn of 2022. The developer, SPG, is in dialogue with a funding and development partner to bring in the necessary funding and development expertise in order to deliver CCS. The scheme has an Outline Planning Consent in place and there will likely be a Reserved Matters planning application coming forward during 2022 which will set out detailed proposals for the scheme, including design, amount of space for different uses and phasing. It is anticipated that vacant possession of the site will be achieved in early 2023 with demolition potentially commencing later that year depending on phasing and programme.

#### **4 Friargate**

- 4.1 The delivery of the Friargate district is a key corporate priority for the Council and £51.2m of grant funding from the WMCA was secured in 2018 to support the delivery of the next commercial office building – Two Friargate.
- 4.2 Two Friargate will deliver 134,000 sqft of high-quality lettable Grade A office space which will be able to compete with the best the wider region has to offer. The building provides the opportunity for significant jobs and business growth for the city. Construction work on Two Friargate commenced in November 2020 and is on track to be completed before the end of 2022.
- 4.3 Two Friargate has its own dedicated website which provides further information about the building. It covers the detailed specification of the office space available, benefits of the location and how to make enquiries. This website can be found at [www.twofriargate.com](http://www.twofriargate.com)
- 4.4 The Friargate district will have a range of uses and offers befitting its strategic location next to the railway station. The Council is working with hotel developers Castlebridge to realise a new four-star Hotel Indigo opposite the Council's One Friargate office building. Work on site is due to start this Spring with the hotel opening during 2023.
- 4.5 The Council is also working with the owners of the Friargate site, Friargate JV Project Limited (Friargate JV), to assess the opportunity for residential developments. Whilst ultimately a matter for the Friargate JV, the delivery of new homes in the Friargate area provides an opportunity to help create a new mixed-use neighbourhood in a highly sustainable part of the city.

#### **5 Coventry Station**

- 5.1 The £79m Coventry Station Masterplan works are nearing completion. Recent delays to the opening date are due to ongoing minor defect and snagging correction works by the Contractor which must be completed before the Council can accept the station and pass to Network Rail/Avanti. Depending on the contractor's progress it is expected that all the new facilities (car park, new concourse areas, footbridge and transport interchange) will be open and operational during the Spring.

## **6 Health Inequalities Impact**

- 6.1 As part of the City Centre South Cabinet Report referenced in para 3.3 above, a full Equalities Impact Assessment (EIA) was undertaken which included a relevant assessment on potential health impacts from the proposals. This is available to view as part of the Cabinet papers linked in para 3.3 above.

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**To:** Business, Economy and Enterprise Scrutiny Board (3)

**Date:** 9<sup>th</sup> March 2022

**Subject:** Support for Business (Green Business Programme)

### 1 Purpose of the Note

- 1.1 To explain the status of the Coventry and Warwickshire Green Business Programme, the current finite funding that is available and opportunities that are being explored to maintain this programme.

### 2 Recommendations

- 2.1 The Business, Economy and Enterprise Scrutiny Board (3) is recommended to:

- 1) Request that officers continue to pursue further funding opportunities which may be used to extend / re-establish a Green Business Programme when the current European Regional Development Funding (ERDF) expires in June 2023.
- 2) Support an approach which looks at synergies between the Green Business programme and our other service, Business Sustain; with the aim of identifying opportunities to continue the Green Business service beyond June 2023.

### 3 Context – background to the Green Business programme

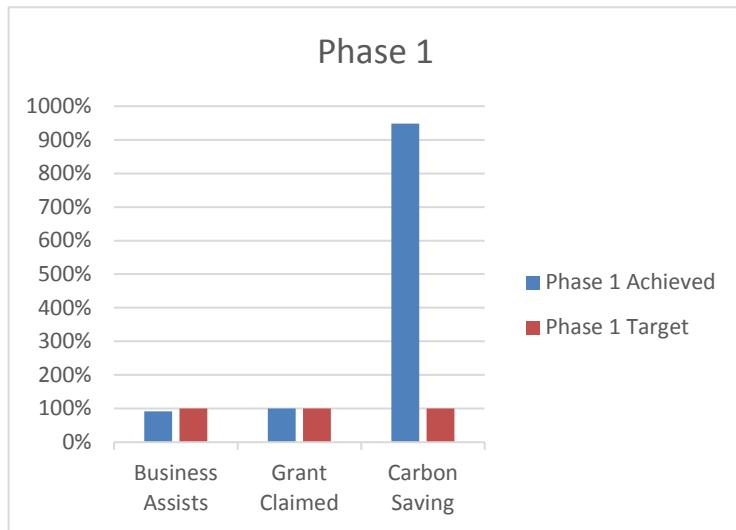
- 3.1 The Coventry & Warwickshire (CW) Green Business Programme (GBP) supports the shift towards a low carbon economy, delivering a cohesive package of SME support activities that facilitate economic growth through SMEs developing and adopting energy and resource efficiency measures, as well as renewable energy.
- 3.2 The Council acts as accountable body of this Programme through the Economic Development Service's (EDS) Project Management Team (PMT). Activities are then delivered by an established partnership of Coventry City Council Climate Change & Sustainability Team, Coventry University (CU) and Coventry University Enterprises (CUE).
- 3.3 Originally established in 2016, the GBP was the first integrated package of business support focused on low carbon that the Authority has delivered, and the first such programme in Coventry & Warwickshire. The opportunity was triggered by Low Carbon being a distinct theme in ERDF for the 2014-2020 programme (through Priority 4) and as such back then, it was decided we needed to adopt a proactive approach around the green economy and the role the area's SMEs need to play in tackling climate change and greenhouse gas emissions.
- 3.4 The success of the first phase of the programme (2016-2018) led to the establishment of Phase 2 (2019-2021), and ultimately was extended again until its current date of June 2023 when ERDF funding ceases.

- 3.5 Coventry City Council (CCC) provide grants (£1k-£50k), free energy & resource efficiency audits and a Green Business Network to maximise the energy efficiency and low carbon opportunities of SMEs (fewer than 250 employees), based in Coventry and Warwickshire. Our partners also offer funding and workshops around low carbon innovation, providing an integrated support package for SMEs.
- 3.6 SMEs engaged in the Programme experience a variety of benefits, namely:
- Reduced energy bills and maintenance costs
  - Reduced carbon emissions
  - Increased competitiveness, profitability, and efficiency
  - Improved working conditions
  - Reduced waste disposal costs
- 3.7 The GBP has remained flexible around the needs of the businesses. This includes the movement from onsite audits to online audits to continue delivery and support throughout the pandemic.
- 3.8 The Programme also includes a Green Business Network; the aim of which is to mobilise businesses to act against Climate Change through webinars, events and a monthly e-newsletter.
- 3.9 The network allows businesses to come together, share ideas and gain support in their ambitions for energy efficiency, and ultimately net zero. Through this networking, it also has the potential to create further local supply opportunities.
- 3.10 Through the network, we also aim to keep SMEs engaged with the latest news, technologies and legislation which will support them on their net zero journeys.

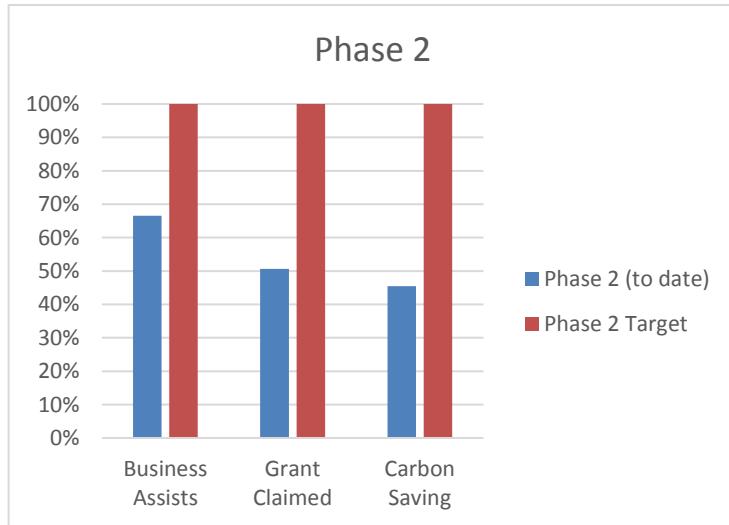
#### **4 Achievements to date (Coventry City Council)**

- 4.1 The main outputs which require reporting to the Department for Levelling Up, Housing and Communities are business assists, financial claims, and carbon savings, as shown in the table below. The table includes a breakdown of outputs achieved against targeted, for both phases of the Programme. As can be seen, Phase 1 (2016-2018) significantly overachieved on its main output target (carbon savings), vindicating our decision to run the project and highlighting the level of need across businesses in the region. We are on track to meet or exceed all targets for Phase 2, which runs from 2019 – June 2023.

Indicator	Phase 1 (Achieved)	Phase 1 (Targets)	Phase 2 (Achieved to date)	Phase 2 (Targets)
Business Assists	139	152	149	224
Grant Claimed	£1,520,783	£1,520,783	£1,156,862	£2,285,680
Carbon Saving (per annum)	11,667	1,230	1,892	4,158



*Figure 1 – Outputs achieved against outputs targeted during Phase 1 of the GBP for the 3 main outputs required to report.*



*Figure 2 - Outputs achieved (to date) against outputs targeted during Phase 2 of the GBP for the 3 main outputs required to report. We are on track to achieve all targets by June 2023.*

- 4.2 The businesses supported through the GBP cover a wide range of sectors, the majority of which are Manufacturing (c. 40%), but also includes sectors ranging from construction to professional services.
- 4.3 The grant funding has been used to support a wide variety of measures, ranging from LED lighting and heating improvements, to more innovative measures such as improvements to production efficiency and providing capacity for businesses to bring production in-house.
- 4.4 To put the carbon savings mentioned above in context, the 13,559 tonnes CO<sub>2</sub> saved by the two phases of the programme so far:
  - Is equivalent to the electricity consumption produced by 8,813 homes per annum.
  - Would look like over 6.7 million CO<sub>2</sub> fire extinguishers.

- 4.5 In addition to the main outputs mentioned, the Programme can also report the following:
- At least 60 jobs directly created because of energy-efficient machinery part-funded by the programme.
  - Since 2018, 30 events have been hosted by the Programme (13 face-to-face, 17 webinars) which has had 1,884 delegates register.
  - 440 followers on LinkedIn
  - 749 followers on twitter
  - 1,749 members of the Green Business Network, up from a base of zero in 2016. This has been testament to the pro-active nature of the team delivering the programme, and especially the energy put into marketing and comms.

## **5 Case Studies**

### **Sarginsons**

- 5.1 Sarginsons Industries Ltd, a manufacturer based at Torrington Avenue in Coventry, is buying a new de-coring machine at a cost more than £200,000.
- 5.2 The machine will help the company, which is a specialist in lightweight castings, reduce its carbon emissions by 524.9 tonnes per year. The machine is used to remove the internal sand cores that are manufactured, and cast over, to create the hollow section lightweight chassis components.
- 5.3 It is the latest in a series of investments made by Sarginsons to make it more environmentally friendly and has been supported by a £50,000 grant from the Coventry and Warwickshire Green Business Programme.
- 5.4 As well as delivering a very high carbon saving, this project will also deliver significant financial savings, including tens of thousands of savings in gas costs. This support has also helped Sarginsons diversify, now producing lightweight components for the electric car industry and have become a supplier to electric vehicle charging point manufacturer Char.gy.

### **Goodflex Rubber**

- 5.5 Goodflex Rubber Company is a global manufacturer and supplier of bespoke rubber hoses, mouldings & assemblies for the Automotive, Rail, Off-highway, Marine, Military, Food and Pharmaceutical industries.
- 5.6 The company commenced trading in 2002 and has recently re-located to a significantly larger manufacturing facility in Alcester.
- 5.7 The re-location has provided Goodflex with the necessary resources to enable them to venture out and seek new opportunities whether this be through acquisitions or organic growth, while also reducing their carbon footprint and safeguarding their business within the region.
- 5.8 Following a £19,588 grant from the GBP, they have been able to introduce several energy-efficiency improvements to their building including:

- Replacement of 72 metal halide light fittings in the factory with new intelligent LED fittings.
  - Replacement of fluorescent lighting units in the office and reception areas with LED fittings.
  - Installation of destratification fans in the factory to help heat retention.
- 5.9 This has resulted in the company reducing their CO<sub>2</sub> emissions by 35 tonnes per year and saving over £11,500 on their energy bills per year.
- 5.10 The company are planning more improvements with a complete installation of Heating Ventilation and Air Conditioning systems in the factory, office and reception areas, replacing large oil boilers in addition to the replacement of an old inefficient air compressor
- 5.11 Once the project is complete, we anticipate this will save the company a further 98 tonnes carbon, and a further £14,386 per year in savings.

## **6 Relationship to Climate Change Agenda**

- 6.1 Mitigating and adapting to the effects of Climate Change has never been more important. As highlighted by recent Intergovernmental Panel on Climate Change reports<sup>1</sup> and at COP26. Coventry City Council has a role to play in mitigating and adapting to Climate Change. Acting locally, responding to the needs of its residents and businesses; any emissions reductions on a local level will contribute to the global challenge.
- 6.2 To rise to this challenge, we are in the process of delivering a new Sustainability and Climate Change Strategy which will set the direction for the local authority and provide a foundation for further engagement. A Climate Change Board has recently been set up which will enable us to engage with the wider city on this issue. Several large and small companies with a track record of addressing sustainability issues are members of the Board which has highlighted the need to address zero carbon and the circular economy as a priority need to address. Various other programmes are required to deliver emissions reductions including support to businesses.
- 6.3 The Green Business Programme supports local businesses to understand and contribute to the challenge. It helps businesses to make gradual changes to reduce their overall emissions, as well as increasing regional engagement with net zero. This contributes to overall carbon reduction in the City, support business growth, and encourages other companies to make a similar journey to net zero.
- 6.4 Looking beyond June 2023, we want to revolve the programme under new funding, supporting SMEs in the climate change emergency, and supporting them to become leaders in the net zero carbon economy.
- 6.5 It is crucial that the design of UKSPF in the West Midlands (including size, thematic scope, geographical implementation and having a prompt start date to avoid a gap between ERDF ending and UKSPF starting) enables us to continue the successes of CW Green Business beyond June 2023, but also make any necessary enhancements to reflect the scale of challenge and opportunity within the green/climate change agenda.

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<sup>1</sup> <https://www.ipcc.ch/2021/08/09/ar6-wg1-20210809-pr/>

## **7 Other business support programme – Business Sustain**

- 7.1 Coventry City Council is one of the few authorities in the UK to provide a comprehensive business support and environmental consultancy service ensuring best practice and compliance with the highest standards of environmental and energy management.
- 7.2 In addition to the Green Business Programme, the Council also have an environmental consultancy arm, supporting small and large companies both locally and nationally which is known as Business Sustain.
- 7.3 Despite ‘Business Sustain’ not having a marketing resource it has established a very strong reputation from its clients principally by word of mouth for its expertise in Environmental Management and has built up an impressive client list including a major automotive OEM, a national chain of food companies, a national logistics company and a chain of medical establishments.
- 7.4 They supported over 180 clients last year across a range of activities including consultancy services to implement/maintain the environmental management system ISO14001:2015 standard, environmental legislation compliance audits and provision of up-to-date registers of legislation
- 7.5 The service is self-funded (and not for profit); fees charged cover employee costs to provide the service. It is also not a statutory responsibility, these services are relatively unique, few other local authorities provide such services and we are playing a leadership role providing this.
- 7.6 We are exploring opportunities to provide more services through Business Sustain. Firstly, by expanding the Team so we can support more businesses. Secondly, by identify additional areas where businesses are seeking support and understanding if we can provide this. Examples include expanding our Health & Safety audit provision, providing IEMA (Institute of Environmental Management & Assessment) training and supporting businesses with energy management system internal auditing (to the energy management standard ISO 50001:2018).

## **8 Differences and synergies between the two programmes**

We do not have a statutory responsibility to provide either service but the valuable support they provide to businesses is evident. Business Sustain is relatively unique, few other local authorities provide such services, and we are playing a leadership role providing this.

	Green Business Programme	Business Sustain
Main services	Supports Coventry & Warwickshire SMEs to develop and adopt energy efficiency measures and renewable energy e.g. 121 audits, grant funding support for energy/resource efficiency measures, networking & webinars.	Environmental advice and assistance; from Environmental Management - ISO 14001, environmental legislation and environmental legal compliance and registers of environmental and Health & Safety legislation.

Funding	Part-funded by the European Regional Development Fund. The current funding ends in June 2023 and covers grants, marketing, and a % contribution to staff costs. The funding does not allow for any of the GBP services to be chargeable.	The service is self-funded; fees charged cover employee costs to provide the service.
Criteria	Coventry & Warwickshire SMEs. Emissions reduction is the key reporting criteria.	Any business can access this service. Many businesses are local to Coventry with some further afield.

## **9 Future opportunities being explored**

- 9.1 Current European Regional Development Fund (ERDF) funding for the Green Business Programme ends in June 2023. We recognise the valuable benefit for businesses and are seeking ways to maintain the programme beyond this date.
- 9.2 Opportunities to fund similar programmes may emerge through the UK Shared Prosperity Fund. We are waiting for further information on this funding (and other funding) from central Government.
- 9.3 We are also exploring the relationship between the Green Business Programme and Business Sustain to understand synergies and services that businesses require. To find an approach to continue these two valuable services and expand them.
- 9.4 These are practical and innovative services to address climate change and support businesses. Particularly with the Green Business Programme supporting SMEs in Coventry & Warwickshire, from both a business growth and climate perspective. The concerns over energy prices, the costs of raw materials, levies such as the recent plastics packaging tax and rising waste disposal costs will all add pressure to businesses whose focus on reducing their ecological footprint is likely to increase.

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# Agenda Item 7

Business, Economy and Enterprise (3) Work Programme 2021-22

Last updated 23/2/22

Please see page 2 onwards for background to items

<b>14<sup>th</sup> July 2021</b>
Sustainability - Biodiversity
<b>8<sup>th</sup> September 2021</b>
Transport Innovation
<b>13<sup>th</sup> October 2021</b>
Digital Inclusion
Digital Skills for the Job Market
<b>8<sup>th</sup> December 2021</b>
Jobs and Business – impact of Covid
Tourism Strategy
<b>9<sup>th</sup> February 2022</b>
Local Cycling and Walking Infrastructure Strategy
Active Travel with Schools
<b>9<sup>th</sup> March 2022</b>
Sustainability Support to Businesses
Key Regeneration Projects - a) City Centre South b) Friargate and Coventry Rail Station
WMCA Local Transport Plan Consultation
<b>Suggested items for 2022-23</b>
Digital Inclusion
Very Light Rail
Bus Service Improvement Plan
Tourism Strategy and Destination Coventry – progress report
CWLEP (Coventry and Warwickshire Local Enterprise Partnership)
Coombe Country Park
Levelling Up Fund
UKBIC

## Business, Economy and Enterprise (3) Work Programme 2021-22

Date	Title	Detail	Cabinet Member/ Lead Officer
<b>14<sup>th</sup> July 2021</b>	Sustainability - Biodiversity	Looking at the issues of Climate Change focusing on one of the five strands	Cllr O'Boyle Bret Willers, City of Culture rep, Tim Wetherhill, Canals and Rivers Trust Rep
<b>8<sup>th</sup> September 2021</b>	Transport Innovation	Meeting to be held at the Transport Museum to coincide with the Innovation display	Colin Knight Cllr O'Boyle
<b>13<sup>th</sup> October 2021</b>	Digital Inclusion	To look at steps to improve digital inclusion for residents and customers	Adrienne Bellingeri Cllr Brown
	Digital Skills for the Job Market	To look in more detail how the Digital Strategy is supporting the development of digital skills across the city.	Cllr Lloyd/Cllr Hetherton/Cllr Sandhu Paul Ward/Kim Mawby
<b>8th December 2021</b>	Jobs and Business – impact of Covid	Continued scrutiny on steps to support economic recovery following Covid-19.	Steve Weir Cllr O'Boyle
	Tourism Strategy	To look at the Tourism Strategy in more detail, including actions since the previous report to scrutiny and the DMO partnership with Chamber	David Nuttall Cllr O'Boyle Cllr Hetherton
<b>9<sup>th</sup> February 2022</b>	Local Cycling and Walking Infrastructure Strategy	To consider the plans to introduce cycling routes including the West of the city.	
	Active Travel with Schools	Following consideration of the Local Air Quality Action Plan, the Board requested an item relating to the work undertaken with schools to gather information about their travel preferences and proposals to encourage modal shift	John Seddon Cllr Hetherton

Business, Economy and Enterprise (3) Work Programme 2021-22

Date	Title	Detail	Cabinet Member/ Lead Officer
<b>9th March 2022</b>	Sustainability Support to Businesses	Support offered to businesses as part of the Business Sustain and the Green Business Teams	Bret Willers Cllr O'Boyle
	Key Regeneration Projects - a) City Centre South b) Friargate and Coventry Rail Station	Progress on development at both Friargate and City Centre South.	Richard Moon/ Adam Hunt Cllr O'Boyle
	WMCA Local Transport Plan Consultation	Representatives from WMCA will involve members of the board in the consultation process of the Local Transport Plan. Council reps on the Transport Delivery Committee to be invited to attend.	John Seddon TfWM Cllr O'Boyle
<b>Suggested items for 2022-23</b>	Digital Inclusion	Progress report once an appointment has been made in terms of Digital Inclusion.	Adrienne Bellingeri Cllr Brown
	Very Light Rail		
	Bus Service Improvement Plan		
	Tourism Strategy and Destination Coventry – progress report	At their meeting on 8 <sup>th</sup> December the Board considered an item on the Tourism Strategy. Members requested that consideration be given to future representation on the Board, and promotional materials, to ensure that the cultural diversity of the city is reflected and represented	David Nuttall Cllr O'Boyle
	CWLEP (Coventry and Warwickshire Local Enterprise Partnership)	An update on the work and priorities of Coventry and Warwickshire LEP (Local Enterprise Partnership) - as well as future arrangements	Cllr O'Boyle
	Coombe Country Park	To consider progress on commercialisation and any plans for the visitors' centre	Andrew Walster Richard Moon Cllr O'Boyle
	Levelling Up Fund	To consider how the Council is maximising economic opportunities provided by the fund	Steve Weir/Kim Mawby Cllr O'Boyle

Date	Title	Detail	Cabinet Member/ Lead Officer
	UKBIC	To consider what the Council is doing to support jobs and local economy	Cllr O'Boyle Steve Weir