Reimagining Transport in the West Midlands

Local Transport Plan
Area Strategy Guidance Tool

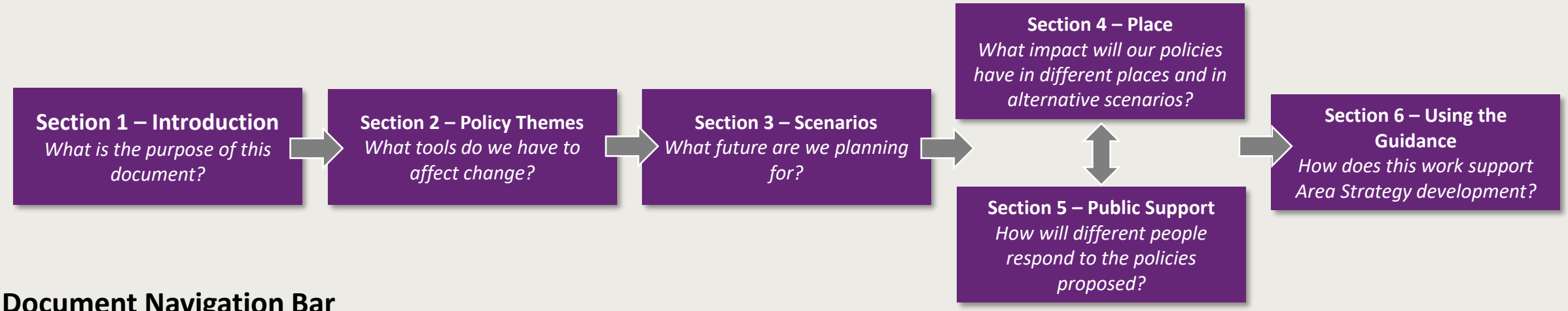
Contents

Structure of this Document

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

The guidance blends technical assessment and professional judgement to identify the transport policy themes that should work well in different place types across the region and where the transfer of ideas could be best applied. In preparation for an uncertain future, scenarios have been used to reflect how policy may need to evolve and adapt as the political and funding environment changes over time. This helps to capture no-regrets decisions alongside longer term policy aspirations which may require more work or a change in the policy landscape at a local and national level to effect change. Either way, tactics will need to be considered as to how these issues are navigated to deliver change on the ground. These will be explored further through consultation and discussion with the local authorities as Area Strategies develop.

The structure of the document provides a step-by-step guide to the evidence collated before detailing its application. To assist the reader a navigation bar has been added to each section to highlight the key considerations and questions which seek to be answered at each stage and how they build upon the previous section. The flow chart below sets out the structure of the document and the questions which will be answered at each stage.



Document Navigation Bar

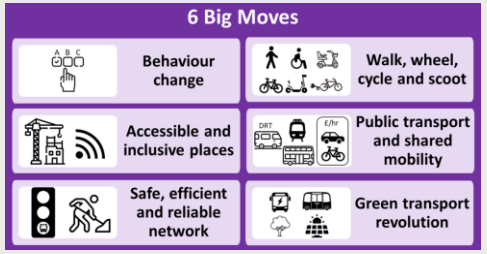
Section 1: Introduction

Introduction

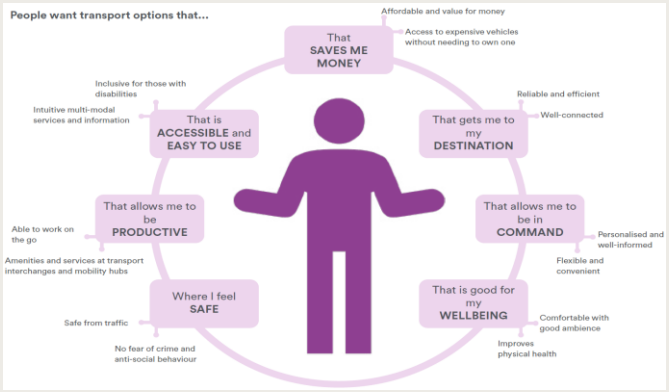
The LTP Core Strategy sets out how we will make progress against the 5 Motives for Change. At the heart of this LTP is a need to deliver behaviour change – local and national analysis suggests that in order to achieve the rapid decarbonisation needed to meet climate change targets but also to create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

A particular challenge is car dependence which is deeply rooted in the way we have built our urban environments, the way we live, the way we provide services, and the way businesses operate. Reducing car dependence doesn't mean that we can't have or use cars, but it does suggest that many of us should (and probably can) use them less. Unpicking car dependence is not easy and for many it will be difficult if not unthinkable. But we do know from our research that many people recognise and accept the need for change. Nonetheless, our progress will require a co-ordinated, sustained approach employing many of the measures set out in the LTPs Big Moves.

The West Midlands is already delivering some significant improvements to the transport system. But as the LTP Green Paper explains our, current strategy won't be enough to enable us to make changes of the scale and pace which is needed. The challenge of change is not just a technical one, it is also a human one and how the need for change and the approaches that might be required are communicated and how people are engaged and become part of that process is also critical.



Policy Delivery



...changes perceptions and experiences

...changes behaviours

...delivers our aims.

Introduction

Investment in key regional transport schemes including our rapid transit and core bus networks will continue to be an important part of our strategy. But there is a need to do more to support much more local behaviour change and think about the measures that can help people move around more sustainably in their local neighbourhoods and on their streets. At the same time, we are in an uncertain world where huge social issues such as the cost of living and wider impacts on the economy make planning for the future more challenging than it has ever been.

We need to able to be more confident that our decisions are going to be resilient to changes; helping us keep on track to deliver our longer terms goals but able to help us adapt and respond to the more pressing issues of the here and now. Furthermore, we are being required to be able better demonstrate the impacts of our policies and investment by Government - particularly in response to the challenge to rapidly decarbonise and to level up the UK.

As set out in the Core Strategy we will produce Area Strategies for the Black Country, Birmingham, Solihull and Coventry to apply and tailor the policy principles and interventions of the Core Strategy and Big Moves. 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.

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

The rest of this document sets out the methodology and approach we plan to take for developing Area Strategies for this Local Transport Plan. It sets out the background to the:

- Scenarios
- Defining places
- Understanding public support for policy themes
- Initial assessments of the viability and effectiveness of progress under different policy themes for different places

This guidance and tool will form the basis for WMCA/TfWM and local authorities to start development of the LTP Area Strategies which will help to inform regional and local policy and decision making. The guidance is a starting point, it doesn't have all the answers and we will need to keep it under review and evolve it as we continue to develop our thinking over the coming years.

Background

Whilst our Core Strategy and the Big Moves set out universal aims, principles and proposals, it also acknowledges that application of these elements requires tailoring. In particular the Core Strategy acknowledges:

- The West Midlands is made up of a diversity of places; what works where depends on the function, form, setting, character of those places, and needs and capabilities of the people that live in them.
- The provision of transport services that depend on revenues is at risk. Our ability to rely on these services within our strategies depends on whether locally and as a nation we see big changes in policy with widespread management of demand and/or much greater subsidisation of services. Some of this policy shift is in our gift, but much of it relies on much greater commitment beyond our own area regardless of our own position.
- Support from the general public (both within and beyond our borders) for policies to manage demand is essential to delivery, but people are often split over the most effective policies.

Because of all this, we set out that our LTP would need to be dynamic both in how it is applied in different places within the West Midlands but also in how it evolves to reflect the changing public mood and wider national context on critical policies that will fundamentally shape what is and isn't viable in the West Midlands.

This guidance unpacks these issues and aims to explain how we can tailor strategy based on our circumstance to ensure we are delivering the best we can given our constraints.

The information within has three key purposes:

1. It will enable the development of the 4 Area Strategies that we committed to develop in the Core Strategy and it will aid any other place-based planning;
2. It will help provide strategic context for optioneering and developing the case for specific transport schemes; and
3. It will help us monitor LTP delivery by giving us benchmarks for different circumstance to assess alignment of implementation plans and progress of delivery

> *"Principle that local democracy is important in ensuring that local policies reflect local preferences and local differences that need to be balanced within a framework of regional policies and strategies"*

Structure

This guidance is broken down into a number of sections as follows:

- **Section 2 – Policy Themes**

  This section sets out a number of policy themes that will be assessed later in the document according to their potential to unlock positive impacts in different circumstances and public support.

- **Section 3 – Scenarios**

  This section defines two future policy scenarios based around appetite to manage demand and subsidise services which will have fundamental consequences for the viability of progress under our Policy Themes.

- **Section 4 – Places**

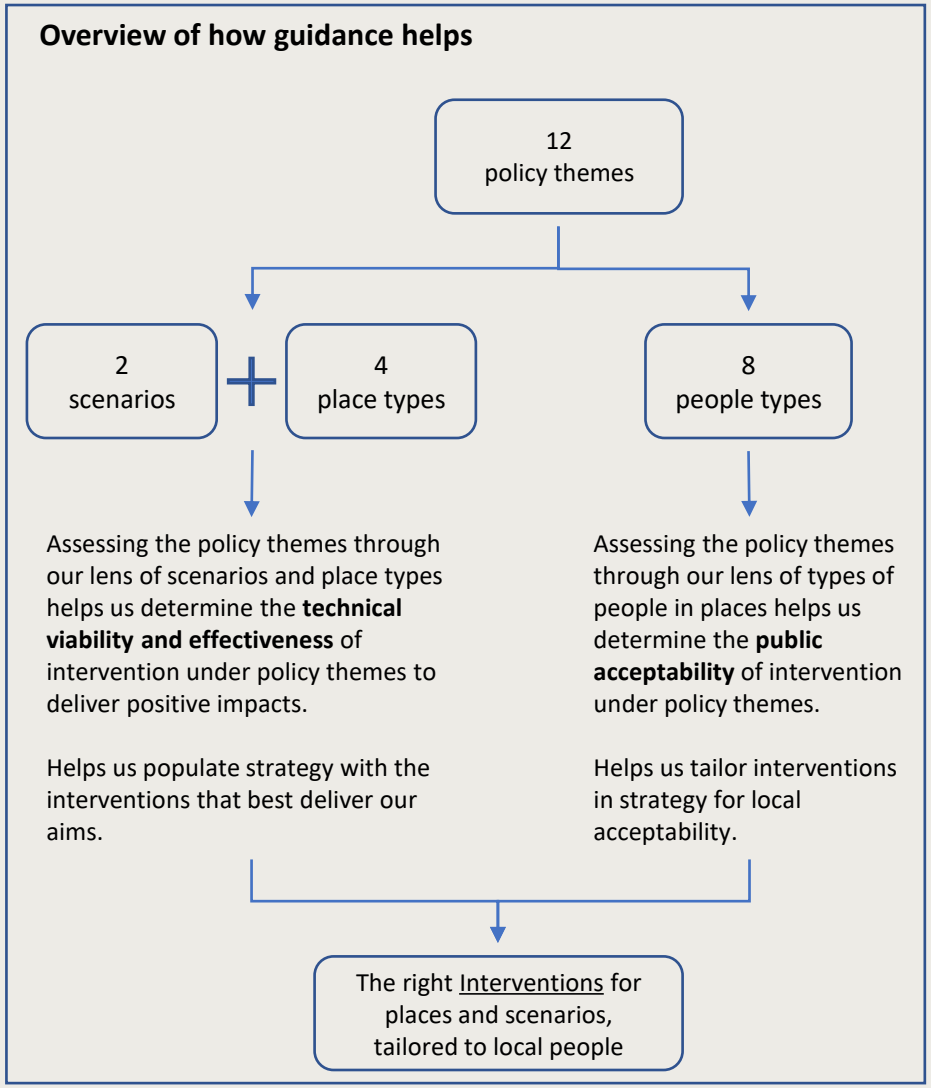
  This section sets out a simplified framework for categorising places based on the accessibility and transport behaviours of places (and the people in them). It then sets out a comprehensive assessment of the viability of progress under our Policy Themes within the full set of circumstances represented by the cross section of our different possible future policy scenarios and different places. Commentary is provided on focuses that represent "no-regrets" where progress is possible in both our scenarios with the same/similar approaches, and areas of divergence are highlighted where progress is less plausible and different approaches are needed under particular policy themes.

- **Section 5 – Public Support**

  This section sets out our understanding of public support from the public for progress under the Policy Themes and compares public support with the technical viability of progress.

- **Section 6 – Using this Guidance**

  This section will set out how this guidance can be used in the production of LTP area strategies.



Section 2: Policy Themes

Section Overview

In this guidance, we have provided an assessment to aid the tailoring of strategy to future and local circumstance. To do this, we have developed a number of “policy themes” to be assessed. The policy themes represent key areas of change in components of access and transport.

The policy themes were developed using key concepts from the Core Strategy aims and vision as shown on the diagram overleaf. Each policy theme is **principally** (not wholly) associated with supporting one of the three LTP primary outcomes (improve accessibility, reduce traffic, and electrify transport). Most of these policy themes also principally relate to the principles, policies and proposals set out across our 6 Big Moves.

The assessment of the policy themes later in the document has two main components:

- A technical assessment of the potential to deliver positive impact in different circumstances (future policy scenarios and places) against the Core Strategy aims by delivering interventions for each policy theme; and
- An assessment of the public’s potential support for improvement under each policy theme.

As the LTP progresses it will be important to validate or check that the judgement made in establishing the impact of each policy theme translates into reality on the ground. The LTP Monitoring and Evaluation programme will need to remain live to changes in relative impact of each policy theme and report accordingly. Where necessary, the impact assessment of the policy themes can be updated to reflect latest evidence.

*Interventions may include areas of public policy beyond the entire remit of Local Transport Authority, including but not limited to digital connectivity, and land use.

Behaviour change

Accessible and inclusive places

Safe, efficient and reliable network

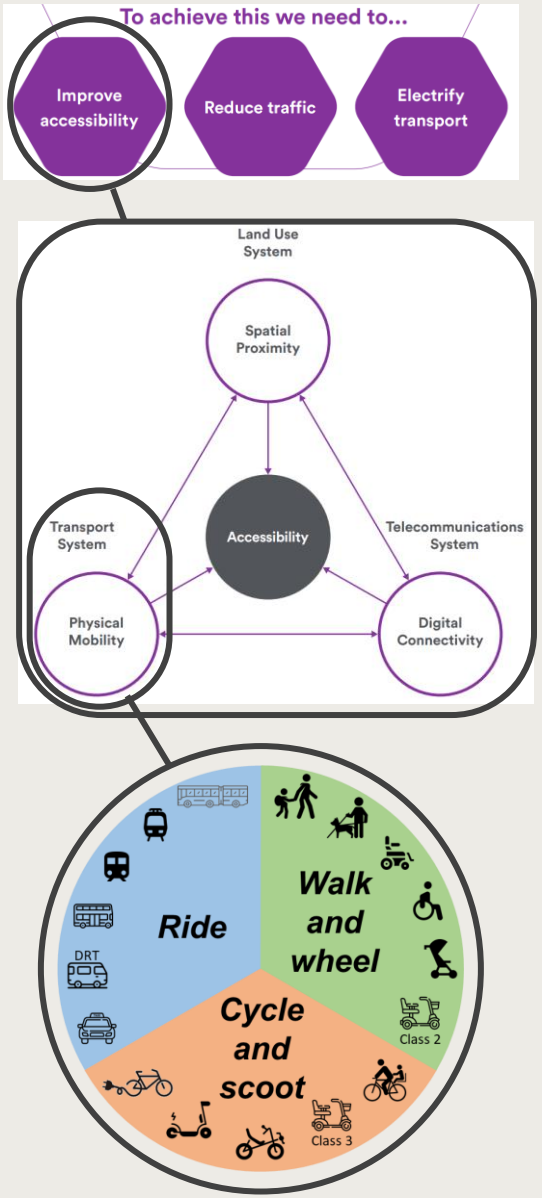
Walk, wheel, cycle and scoot

Public transport and shared mobility

Green transport revolution

These are our policy themes for guidance on tailoring strategy. Progress under these policy themes primarily links to the delivery of impacts against the three primary LTP outcomes.

Policy themes	Primary LTP Outcome
Changing land use	Improve accessibility
Digital alternatives	
Walking and wheeling	
Cycling and scooting	
Ride - Fixed PT	
Ride - Dynamic PT	
Shared services – cycle and scooter hire	
Shared services – car clubs	
Managing demand – roadspace, access, and priority	Reduce traffic
Managing demand – parking control	
Managing demand – pricing	
ZEV charging/refuelling	Electrify transport



The LTP's three primary outcomes to address our Motives for Change, thereby delivering Inclusive Growth

The "Triple Access System" which explains how accessibility depends on transport, land use and digital connectivity.

The three main components of travel from our LTP's Vision for Travel.

Primary LTP Outcome	Policy themes	Comment
Improve accessibility	Changing land use	Changes to land use can help bring people closer to opportunities and can improve their ability to access what they need through sustainable transport connections. Principally, this requires denser urban development, with a greater mix of land uses, more permeable street layouts, and development that is focussed around centres and along transit corridors. Local authority control over local planning can shape development, however, transport policies can also impact how people and businesses invest in and use land and property.
	Digital alternatives	With the right digital infrastructure (network and user hardware and software) and skills, people can access more through digital means. The extent to which digital alternatives supports access also depends on how accessible things are in the physical world (through land use and transport); during the Covid-19 pandemic our digital connectivity improved as we adapted to lockdown. Local authorities have more limited direct influence over digital connectivity than land use and transport, however, they can encourage investment in skills and infrastructure. Local authority influence over land use and transport has significant indirect influence over how people and businesses invest in and use digital connectivity.
	Walking and wheeling	Walking and wheeling are the fundamental modes of access underpinning everyone's lives. These can be enhanced by changes to land use that reduce the distances people have to travel and improve the permeability of street layouts. They are also supported by removing clutter on paths and pavements, providing safe and prioritised crossing points, and otherwise reducing the risk to walkers and wheelers from traffic.
	Cycling and scooting	Cycling and scooting (by powered or unpowered means) is critical for delivery of our LTP aims. Access by cycling and scooting is more important where people have to travel further to access what they need, and the availability of connecting public transport is low. But cycling and scooting may otherwise be popular owing to its affordability, ability to penetrate urban environments, and flexibility. Our principal way of supporting cycling and scooting involves the creation of coherent, direct and safe networks of infrastructure including streets with less vehicular traffic and segregated infrastructure.
	Ride - Fixed PT	Fixed PT includes all buses, trams, trains and more that run on fixed routes, to fixed stops, on a fixed timetable. There are lots of things that affect accessibility by public transport. Principle components include service coverage, frequency, hours of operation, journey times and reliability. Public transport is fundamentally better at connecting key centres of activity along direct corridors. The level of service is strongly dependent on both farebox income and/or public subsidy. Fixed PT can be supported in many ways, but particularly through the construction of supporting network infrastructure, prioritisation on network infrastructure and public subsidy.
	Ride - Dynamic PT	Dynamic PT includes DRT, community transport, Ring and Ride, and taxis/PHVs. These modes can play a critical role in connecting those who find it difficult to travel by fixed PT or other sustainable modes as well as helping where longer distance connections by fixed public transport are weak. They are weak as a general form of mass transit as frequent diversions to make stops result in very long journey times. Like fixed public transport, the level of service is strongly dependent on both farebox income and/or public subsidy. However, increases in commercial demand for public transport do not necessarily go hand in hand with improved level of service for dynamic PT services if increasing demand enables better fixed PT services (reducing the need for dynamic services). Dynamic PT can be supported in many ways, but particularly through the public subsidy.
	Shared services – cycle and scooter hire	Cycle and scooter hire enables people to use publicly available powered and/or unpowered cycles and scooters on a pay as you use basis. They are useful for people who cannot own their own cycle / scooter or find it impractical to do so (perhaps owing to unaffordability or lack of storage), or in places where a person might find it difficult to bring a personal cycle/scooter (for example if arriving into a city centre by train). Whilst the need for cycle/scooting might be higher in areas of low urban density where people have to travel further, the commercial demand for hire services may also be low here owing to low density. Like public transport, the level of service is strongly dependent on potential customer payments and subsidy. Cycle and scooter hire can be supported by development of docking points/hubs and the provision of subsidy.
	Shared services – car/van clubs	Car/van clubs enable people to use publicly available cars/vans on a pay as you use basis. They are useful for people who cannot own their own car/van or find it impractical to do so (perhaps owning to unaffordability or lack of parking), or those looking to save money by reducing their car ownership. Like public transport, the level of service is strongly dependent on potential customer payments and any subsidy.

Primary LTP Outcome	Policy themes	Comment
Reduce traffic	Managing demand – roadspace, access, and priority	By changing how roadspace is allocated, access is granted to particular lanes/roads, and by giving priority to different users we can manage demand – ie. we can influence people's travel choices to make some options easier and others less so. In particular, these methods can be used to promote more sustainable travel options and discourage less sustainable travel options to reduce traffic and its impacts. Local authorities have significant influence over this through control of local highways.
	Managing demand – parking control	Parking control is a powerful way to manage demand in urban areas. By introducing parking and kerbside restrictions and controls to limit the parking for those that need it most and to ensure that parked vehicles do not cause obstructions for higher priority road users. In general, stronger parking control is more effective in places that are more accessible by other modes, otherwise there are risks of inequity (as people may become isolated) and risks of displaced and nuisance parking. Local authorities can directly influence parking supply through parking controls and management of council run stock.
	Managing demand – pricing	Pricing can also be used to manage demand. This can be achieved by changing taxes and charges on vehicle use and/or subsidising the cost of travel. Local authorities primarily control elements of pricing through parking charges, powers to apply road user charges and subsidising fares. However, national controls over national tax regimes and overall subsidies available are much more powerful levers and can be used to more efficiently apply a coherent and consistent regime (minimising unintended consequences such as displacement of traffic and travel demands).
Electrify transport	ZEV charging/refuelling	Ensuring there is a sufficient network of Zero Emission Vehicle charging and refuelling infrastructure is critical to enabling the shift from internal combustion engines to. Much of this infrastructure can be delivered privately, however, there are particular cases where charging infrastructure will be needed on public land, often as part of the highway.

Section 3: Scenarios

Section Overview

Local Transport Plans have tended to focus on planning around a central set of assumptions. The problem with this approach is that there are many uncertainties, some within and some outside our control, that may affect how the future looks; for example how might technology, recession or a pandemic affect our transport needs and behaviours and the services that support those. A course of action that works for one set of assumptions, may not be sensible in another.

Our transport plans will involve action in the near term that will create changes that will last for a long time.

By thinking about a range of plausible scenarios and examining how challenges, opportunities and constraints might differ, we could identify a range of strategies. Within these strategies, there will be common actions that make sense in a range of futures ("no regrets" actions), and there will be actions that only make sense in certain futures (actions we need to "think carefully" about) or require the development of new tactics or approaches to realise change.

Thinking about the future in this way can help us develop more resilient strategies and implementation plans. It can also help us dynamically manage and plan delivery; changing our programmes as it becomes more clear what kind of future we are heading towards.

It is impossible to plan for every plausible future considering every plausible uncertainty. In developing this guidance, we have focused on two extreme scenarios set around particular uncertainties that we considered would fundamentally affect the strategic context for intervention. We have also made some key common assumptions to shape these.

We have focussed on the political uncertainties over policies to manage demand and providing increased subsidies for transport services. We have constructed two scenarios in which these uncertainties align – where appetite to manage demand aligns with appetite to subsidise transport.

Our rationale for constructing our scenarios in this way is because:

- It is widely understood that demand management is required to substantially shift travel behaviours to achieve all our LTP aims, particularly at the pace needed to decarbonise transport.
- Visions for future transport and the public's own aspirations have long included ambitions for high levels of service for public transport and these are dependent on revenue either from farepayers or from public subsidy (or both). 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.

This is explicitly recognised in our Core Strategy.

Section Overview

In spite of these ambitious aims, demand has not generally been managed and subsidies have (over the long term) been kept low. As a result, the availability of many revenue dependent transport services has generally worsened, particularly outside of routes to major centres. This has been a long-standing national impasse in transport policy, and there are limitations on the ability of any single local area to break past this; progress tends to be limited to particular places (such as particular town/city centres, particular corridors, or particular neighbourhoods) and being "bolder" in these places is not sufficient to trigger wider transformative system change.

This is why we have chosen to focus on the following "do something" scenarios for local strategy:

Within local control: National and Local Policy has marginal impact on behaviour change owing to low levels of demand management and low revenue based subsidy for transport services. *Note that this does not exclude localised demand management in places that support it.*

Bold: National and Local Policy have significant impacts on behavioural shift and improvements in transport services owing to widespread implementation of measures to manage demand and improved revenues for transport services.

It is important to note that the "Within Local Control" Scenario does not represent a projection of the current policy approach. Therefore in order to provide a sense of the current trajectory a 'Future Do Nothing' narrative is presented to highlight the potential outcome for different place types based on the current pathway.

There are a number of key common assumptions we have made across the scenarios:

- We have assumed that economic growth resulting in improved disposable incomes is delivered. Our rationale for this is that the LTP should be a long term plan (and over the long term economies grow in spite of short-term troughs) and other plans (economic and land use) are based on similar assumptions and aspirations. Regardless of whether external factors have resulted in recession or not, our LTP aims and the overall Vision for Travel remains important.
- We have focussed on technologies that are highly plausible over the next 10 years, for example discounting widespread fully autonomous vehicles. Our rationale for this is to keep planning grounded in pathways that help us decarbonise at pace.
- We have assumed that the Government will pass legislation in the coming years permitting "powered cycle and scoot modes" like (but not limited to) escooters. The rationale for this is that these modes are ubiquitous in a growing number of cities around the world, and Government has maintained stated commitment to legislate.
- We have assumed that the Government will remain committed to legislating to phase out the use of petrol/diesel vehicles.

“Within Local Control” Scenario

Implications

- Improved disposable incomes risks higher car ownership and use

- Increased car ownership and use risks:
  - Continued commercial pressures to focus business and service models, and investment and use of land on a market dominated by car ownership. Declining commercial case for local amenities/services (this is coupled with the impacts of digital connectivity on the decline in local amenities/services)
  - Declining demands for a range of strongly revenue dependent transport services, particularly public transport. The extent of this is more acutely felt in lower density parts of the area away from main transport corridors.
  - Increased pressure on highways from traffic and parking.

- Increased pressure on highways from traffic and parking risks:
  - Reduced reliability of public transport services
  - Worsening conditions for walking, wheeling, cycling and scooting.
  - Worsening the impact that traffic and parking has on quality of place, environment, safety and health.
  - Increasing network maintenance costs and worsening network resilience

- Anticipated legalisation of powered cycle and scoot vehicles will introduce a very new travel option for people and may prove popular with a range of users including:
  - Some non-car owners (who will be able to access more than public transport could provide access to, and for whom public transport will be declining) and
  - Some car owners (who may be able to save money and beat traffic by switching mode)

- The increased level of cycle and scoot travel coupled with increased pressure on highways from traffic and parking risks increases to casualties.

- Overall there are risks that those who are unable to drive or afford a car may become further marginalised and isolated in this scenario, and the overall economic performance of our transport system worsens including the detrimental impacts it has on the environment, people’s wellbeing, and quality of place.

Strategy

In this scenario, our focus is best spent on **doing the best we can for those who are unable to drive** against a backdrop of declining levels of services such as public transport.

Land use policies to encourage land use patterns that support sustainable access may have limited success but will not remove commercial drivers to use land in a way that caters more for car use (e.g. large parking supply and poor accessible low density development)

Digital connectivity will continue to play an important role in how people access things, however, the overall relationship with travel may be to change the reasons we travel rather than reducing the amount we travel (just as has happened in the past when advances in our ability to communicate went hand in hand with increasing mobility).

Our ability to prevent the reduction in transport services in this scenario will be limited by a lack of available subsidy. Our strategy for services may require managed decline/contraction of services through influences on network planning and reprioritising subsidies to those with greatest needs.

Demand Responsive services may present an alternative use for subsidy in areas where fixed services would become so infrequent and of limited coverage to be poor value for money.

Powered cycle and scoot modes could play a critical role in enabling greater access without a car in this scenario. The potential of this would be enhanced by an inclusive policy agenda where a range of vehicle designs are permitted and available, and capital investment is focused on providing safe infrastructure where both cycling and scooting, and walking and wheeling are protected.

In spite of the lack of widespread demand management (including beyond our local borders across the UK), localised demand management (e.g. reallocation of space, managing access and management of kerbside parking) could still help to improve the reliability of public transport services and support travel via walk, wheel, cycle and scoot modes (and will remain important to manage risks). Doing this would support the improvement of accessibility without a car but could present a risk of delays for general traffic.

Increased car ownership rates could require greater levels of public charging infrastructure, particularly in places lacking off-street parking. The need for this infrastructure may increase pressure on available space in already constrained environments.

In spite of increased car ownership rates, delivering greater highway capacity is already understood to be a poor policy; we can’t match supply to demand. Even if we try, the transport system offers progressively less value for money as increasingly extensive investment is needed for marginal and short-lived benefit. Eventually limited capacity constrains demand as the space for more traffic runs out.

Bold Scenario

Implications

- Widespread management of demand (within and beyond our local borders) disrupts car ownership and use, leading to wider-spread behavioural shifts towards other forms of access.

- These behavioural shifts support:
    - Increased commercial pressures encourage business and service models, and investment and use of land decisions that support sustainable access. This means that consumers place pressure on businesses to better cater for non-car access. The availability of local amenities/services may improve as a result.
    - As more people require alternative options to the car, the level of service that can be provided by public transport and other revenue dependent services strengthens.
        - This could help reverse the decline in services in low density isolated neighbourhoods; however,
        - In some parts of the region there are capacity constraints that prevent the matching of public transport supply to demand (e.g. central rail pinchpoints and highway routes into and through centres accommodating many bus services).
    - Reduced pressure on highways from traffic and parking.

- Reduced pressure on highways from traffic and parking generally supports:
    - Improved reliability of public transport services
    - Improved conditions for walking, wheeling, cycling and scooting.
    - Reduced impact that traffic and parking has on quality of place, environment and health.
    - Reduced maintenance costs and improved network resilience

- Legalisation of powered cycle and scoot vehicles will introduce a very new travel option for people and may prove popular with a range of users including both non-car owners and car owners. It offers a way of achieving the penetration of the urban environment and flexibility of travel times that the car previously held as a key advantage over public transport. Whilst popularity might be widespread, these modes will be particularly important in areas of the urban environment that were developed and laid out primarily for the car (impermeable street layouts with low density development).

- The increased level of cycle and scoot travel increases risks of casualties but this may be offset by the reduced pressures on highways from traffic and parking.

- Overall the main places at risk of becoming more isolated and devalued are those that were developed for the car (impermeable street layouts with low density development at the periphery of the urban area (or beyond))

Strategy

In this scenario, our focus is on **rapidly restructuring our transport system to accommodate behavioural shifts away from car use**, aided by improved levels of demand for sustainable use of land and services such as public transport and shared services.

Planning policies to support development in more sustainable locations and forms will be complimented by commercial interests to develop in the same way.

Digital connectivity will also to play an important role in how people access things, however, the overall relationship with travel will be to support a reduction in overall travel through substitution of travel.

To support the growth in services and to improve their reliability, this will require intervention to address constraints in public infrastructure. This includes reconfiguring rail and highway networks as well as interchanges to support throughput of service vehicles with greater carrying capacity. With greater demand, the commercial case for more expensive public transport options such as trams may become more viable.

Subsidy to boost services in areas of relatively lower levels of service may become more readily available either through ringfenced revenues from measures to manage demand or (noting that pricing is designed to change behaviour not raise revenue) influence over reinvestment of profits of now thriving transport service operations. This may help improve services in more car dependent / isolated locations and for people who find it difficult to use conventional public transport / walk, wheel, cycle and scoot.

Powered cycle and scoot modes could play a critical role in enabling greater access without a car in this scenario. The potential of this would be enhanced by an inclusive policy agenda where a range of vehicle designs are permitted and available (for users with different uses), and capital investment is focused on providing safe infrastructure where both cycling and scooting, and walking and wheeling are protected.

Localised demand management (e.g. reallocation of space, managing access and management of kerbside parking) becomes important to enable people to change the way they're travelling (providing sufficient capacity and protection for sustainable modes). Given the reduction in general traffic, these measures can be taken with reduced risk of unintended consequences (e.g. congestion of general traffic and displaced parking) and with reduced tension with road users seeing their priority reduce.

Reduced car ownership rates could reduce the levels of public charging infrastructure required, helping to keep road space clutter free.

Overall reductions in traffic could help reduce maintenance costs of the transport network and reduce political pressure to enhance and protect capacity for general traffic.

Overview of scenarios

	"Within local control"	Bold
Uncertainties	Weaker national and local demand management Policy Lower level of funding (esp. revenue)	Stronger national and local demand management policy Higher levels of funding (esp. revenue)
Implications	Increase car dependence Managing decline of services and maintaining the core network	Reducing car dependence Enabling aspirational levels of service
Our Focus	Focus on supporting those who can't drive	Focus on significant levels of behaviour change and modal shift

No regrets – supporting citizens to walk, wheel, cycle and scoot; improving the reliability of core public transport services; reallocating roadspace, priority and access; increasing the availability of charging/refuelling infrastructure for Zero Emission Vehicles.

Section 4: Place

Section Overview

The need to develop place based policies which respect and adapt to local circumstances will be essential for a successful LTP. This will ensure we promote the policies which have optimal impacts in each of the place types identified.

The evidence base generated from this approach will help to provide a rationale for the policy themes being promoted at a local and strategic level. This can compliment and support decision making. The use of scenarios in the place assessment helps to mitigate the impact of a changing world by establishing those policies which should have an impact in each place type no matter how the world changes over the years to come.

The assessment also seeks to factor in the potential impact of each policy theme on each place type. This establishes a common set of principles which provides guidance on the measures which are likely to have the greatest impact. In establishing impact, the assessment takes into account the extent each policy theme could viably contribute to the LTP outcomes of improving accessibility, reducing traffic and electrifying the transport system.

The place focus assessment helps to answer the following key questions in each place type:

- What will the future look like if we either do nothing or realise the “within local control” or bold scenarios?
- What viable impacts will different transport policies have on each place type both in a “within local control” and bold scenario?
- What are the policies which should be progressed no matter how the world changes over the years to come?
- What are the policies which could have an impact but require greater thought and development to enable their development?

Defining and Assessing Places

The West Midlands is made up of a range of different places. There are many factors that need to be considered when planning at a local level to account for the features of places. These include:

- 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?

Whilst these characteristics need to be considered for detailed plans, we have produced a simplified framework to think about different kinds of places with common challenges and opportunities.

The viability of improvements under the policy themes we identified is significantly affected by:

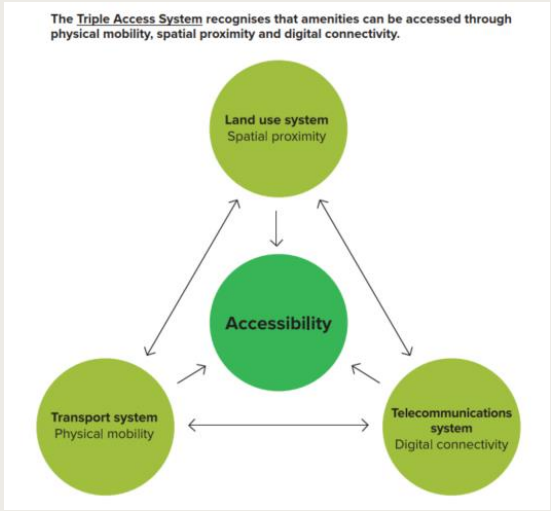
- Characteristics of the **place** – for example it is more difficult to walk around an urban areas with less permeable street layouts; and
- Needs, behaviours and capabilities of the **people** – for example where the population is younger, more people may find it easier to use two wheeled cycles or scooters to travel.

Key features of people and places are not necessarily independent; particular types of people tend to live in particular kinds of places – for example the population of suburbs tends to be older.

By thinking about key characteristics of places, and key needs, behaviours and capabilities of the people that live in them, we can tailor strategy to make the most of local opportunities and account for the constraints. This tailoring helps us better support local communities and more effectively deliver our aims to improve accessibility, reduce traffic and electrify transport.

To provide a framework for considering how places might change in different future scenarios and the viability of policy themes to deliver impact, we created a place typology based on two axes relating to place and people:

- **Triple-access accessibility** (which correlates with many relevant and significant features of **place**) – we assessed the relative accessibility of different places in the West Midlands using Triple Access principles, a concept developed by Glenn Lyons and Cody Davidson.
- **Car ownership and use** (which correlates with many relevant and significant features of **people**) – we assessed the relative levels of car ownership and use



Using **triple-access accessibility** and **car ownership and use**, we have categorised all places in the West Midlands as falling into 9 “bins” in a 3 X 3 matrix, describing relative access and car ownership and use (as across).

We have mapped the assessment showing all 9 matrix categories, as well as showing the four extreme corners on the following pages.

Starting with the 4 extreme corners of this matrix enabled officers to apply critical thinking to how the key **place** (**accessibility**) and **people** (**car ownership and use**) factors would result in differences in how transport needs and options might evolve in different scenarios and places.

We considered:

- general present day behaviours, available options and challenges,
- how places in the four corners might change if we take no action over the next 10-20 years,
- and then finally what local policy driven changes could be viable and effective under our “within local control” and bold scenarios to best achieve LTP aims.

In addition to the development of narratives describing this, we also scored policy themes in each scenario and extreme place type.

Scoring was applied using shared professional judgement, based on insights on the issues, constraints and opportunities in different place types and different scenarios. The scoring represents an assessment of the viability and potential effectiveness of local policy driven changes to transport under the various policy themes to deliver their relevant LTP impacts (see pg 10 for mapping of policy themes to impacts).

The output was 96 scores (12 policy themes, 4 place types, and 2 scenarios)

In each case (for each place type and scenario), policy themes are scored as follows:

1. Very minor
2. Minor
3. Moderate
4. High
5. Very High.

This section presents the assessments in two ways:

- Firstly with a focus on the four place types in turn;
- Secondly with a focus on the twelve policy themes in turn

The assessments are then brought together at the end of this section with conclusions focussing on:

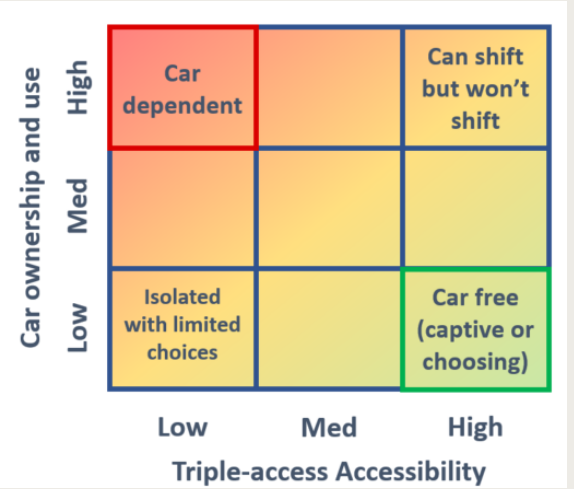
- Interactions between policy themes (e.g. reallocation of space particularly affecting walk and wheel, cycle and scoot, and fixed public transport); and
- Which policy themes are “no regrets” areas for focus (i.e. we are confident that supporting action would be viable and effective in both “within local control” and bold scenarios), and which policy themes we need to “think carefully” about (i.e. we are less confident that supporting action would be viable and effective under both scenarios – and therefore different strategies would be required)

Whilst the assessment presented in this section focuses on the four extreme corners, the scorings can be applied to the other 5 categories by averaging of relevant scores from the corners.

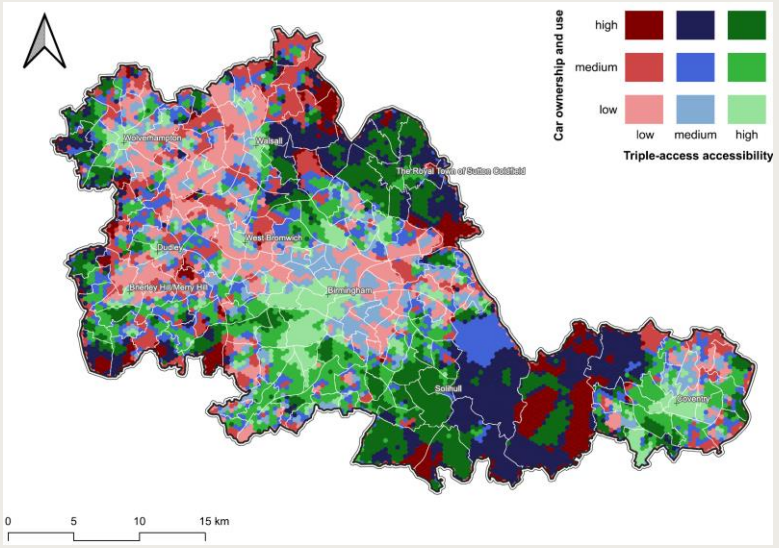
The issues and opportunities faced in the intermediate categories can be explored by considering the relevant findings in neighbouring extreme corners, and using local knowledge to validate.

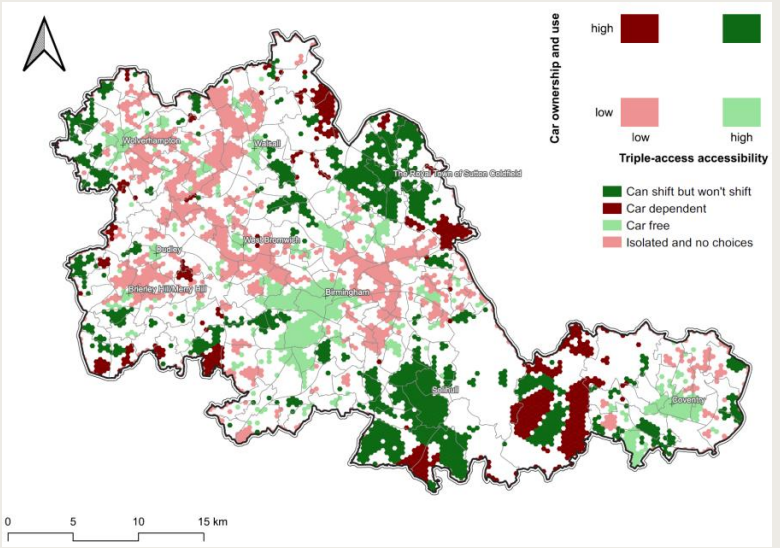
The nature of our approach is subjective in that it has required technical interpretation of complex issues and this, despite objectivity of professionals, requires judgment. It is for this reason that the approach has focussed on the four extreme corners where professionals are more accurately able to interpret relevant issues to make judgments.

All the judgments presented are not intended to definitively prescribe an approach in a specific place as there are many other local factors to consider in determining the best approach, however, they can be used to steer strategy and scheme development in the right direction by drawing attention to key issues and opportunities likely to be faced in different types of places in different future scenarios.



Overview of Places





'Car dependent' areas tend to be on the outer edges of the conurbation and rural areas, including Aldridge and much of the Meriden gap. *Travel choices in these areas are poor and people drive long distances to access jobs and services.*

'Can shift but won't shift' areas include large parts of Sutton Coldfield, Solihull, some commuter villages with rail, and outer parts of the Black Country. *Many of these areas have relatively good accessibility (including train services) but residents choose to drive long distances. Many of these areas tend to be relatively wealthy.*

Car ownership and use

High

Low

Low

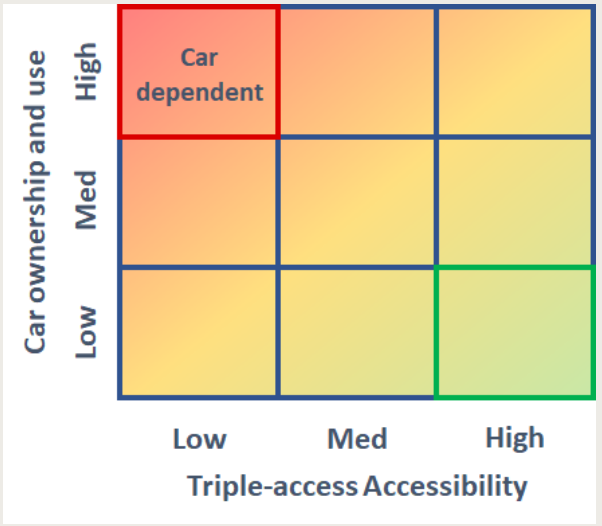
Triple access accessibility

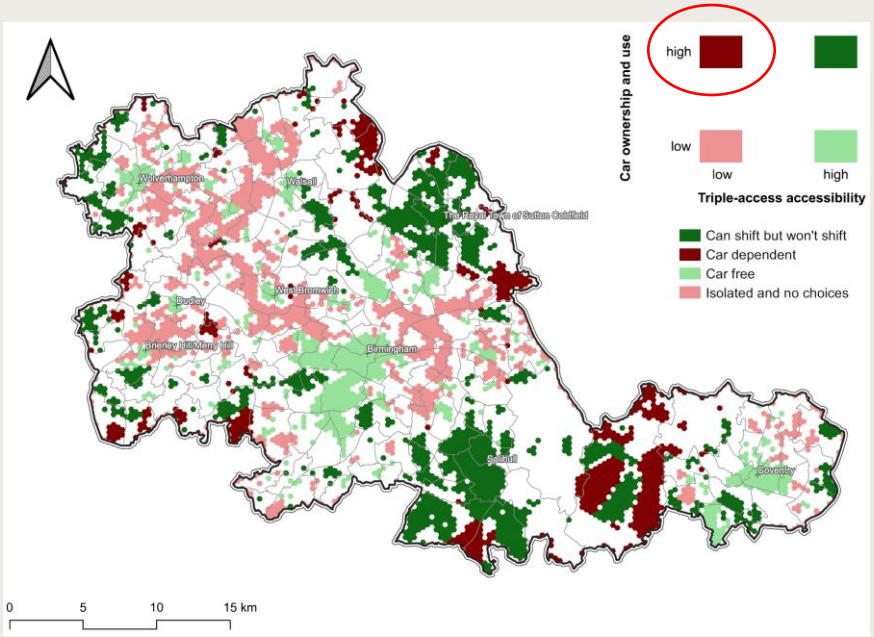
High

'Isolated with limited choices' areas include large swathes of East Birmingham, North Solihull, North Coventry, and much of the Black Country (including the spine from Birmingham to Wolverhampton). *These areas suffer from poor accessibility, but also have low car use. Many of these areas suffer from high levels of deprivation.*

'Car-free' areas include the central areas of Birmingham, Coventry and Wolverhampton, corridors extending south and west of Birmingham city centre, University of Warwick, town centres and district centres. *These areas are close to jobs and services, with relatively low levels of car travel.*

‘Car Dependent’ – Current Conditions





Car ownership and use stats:

% carless households	Highest hex	30%
	Lowest Hex	3%
	Average (median)	10%
Average cars per household	Highest hex	2.02
	Lowest hex	1.09
	Average (median)	1.65
kgCO2e per person emissions from cars	Highest hex	1680
	Lowest Hex	1021
	Average	1340

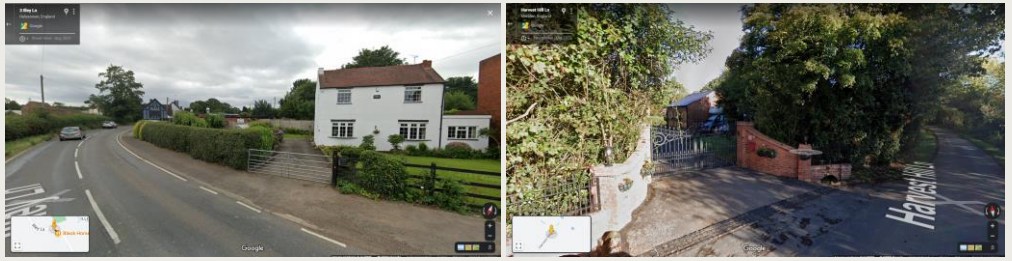
‘Car dependent’ areas are areas where accessibility is relatively low and car ownership and use is high.

Local amenities tend to be scant, public transport connections poor or none existent, and these places tend to be located on the edge of the main urban conurbations or small villages and hamlets beyond (meaning people have to travel far).

Examples of ‘car-dependent’ areas include large parts of the Meriden gap and communities on the outer fringes of the conurbation such as Aldridge.

These areas have either been developed with motor vehicle access in mind with limited consideration to sustainable access, or may include some older hamlets which have been retrofitted to enable car oriented living (with narrow country roads now being the domain of motor vehicles with limited/no provision for walking, wheeling, cycling or scooting).

‘Car Dependent’ – Current Examples



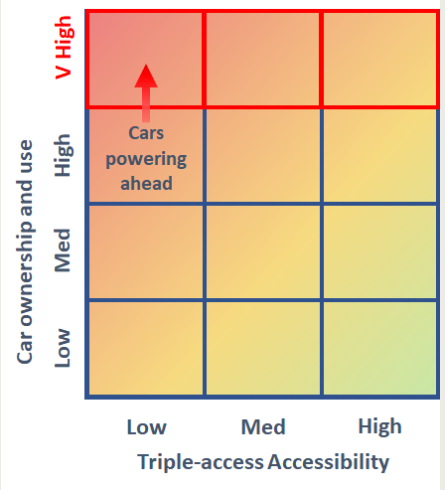
There are **a range** of very small settlements dotted around the area protected by green-belt planning restrictions. Routes to access these communities often involve narrow country roads where at times national speed limits apply. Some larger villages may have a fair range of local amenities but won’t offer enough to meet all needs, and so people have to travel further afield to access what they need. Bus services have limited coverage, frequency and operating hours, and walking, wheeling, cycling or scooting is an intimidating prospect on current highway provision (especially between settlements with limited dedicated paths/lanes).

House prices in these areas tends to be very high, so living here often means a lifestyle choice has been made to be car dependent. Whilst these areas are some of the wealthiest, there are people living here who are not so fortunate.

There are **a range** of peripheral residential areas towards the very edge of the conurbation. Here the example is **a small development to the north of Aldridge**. There are very limited amenities within a short walking distance and local bus services are relatively infrequent and serve limited destinations. Being at the edge of the conurbation means that you may have to ride your infrequent bus quite far to get to where you need to get to (if the bus takes you to the right place).

Uniquely in the case of this development, the site has been oriented such that cars (for which there is fair provision) are meant to be stored at the rear of properties with residents accessing frontages via green lined footways. The development seemed to want to promote walking, but the lack of local services and poor public transport frequencies likely means there is limited reason to leave the house by foot except to talk to the neighbours or get some exercise. This is an older example of what we are seeing in poorly connected sustainable “garden villages” across the UK which may also fall into this category.

‘Car Dependent’ – Future Do Nothing



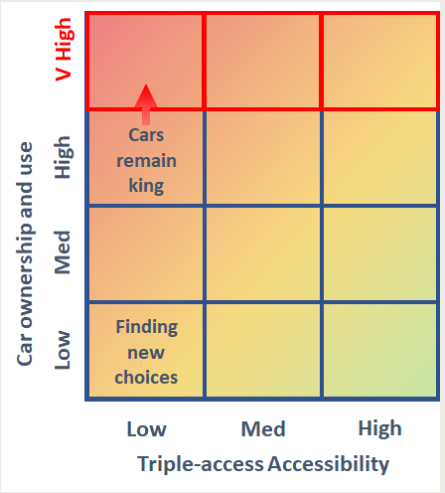
On one hand, with car ownership initially being relatively high, there may be more limited room for growth than in areas where car ownership and multi-car ownership is much lower. However, growth in car ownership may come from limited development (increasing local populations or creation of new car dependent communities), and an increase in the number of younger people living with parents who can afford to drive. Furthermore, with the higher wealth of these area, they are likely to switch to EVs more readily with low running costs which may encourage them to drive more.

Bus services (where they exist) may deteriorate to the point where they offer limited practical value (along with the already limited local amenities).

The legalisation of powered cycle/scoot modes would result in more limited popularity of powered cycle/scoot travel in these areas (mainly amongst younger people unable to drive in peripheral developments (as opposed to hamlets)). In rural areas, safety on narrow roads between settlements would be a particular concern, but they may be used in and around some of the rural settlements themselves.

These areas could be characterised by ***cars powering ahead.***

‘Car Dependent’ – “Within local control” Scenario



The potential to deliver improvements to non-car accessibility would be severely limited by underlying market dynamics – i.e. limited commercial interest to improve the availability of local services through changes to land use and the provision of transport services.

Overall focus may be exploration of shifting local subsidisation of public transport to demand responsive services or other options other than fixed PT options.

There would likely be limited need for public EV infrastructure owing to the ability for business owners and citizens to provide their own.

It is possible that greater efforts could be made to improve walking, wheeling, cycling and scooting links, for example particularly beyond the conurbation on roads with substantial verges but overall use is likely to be limited.

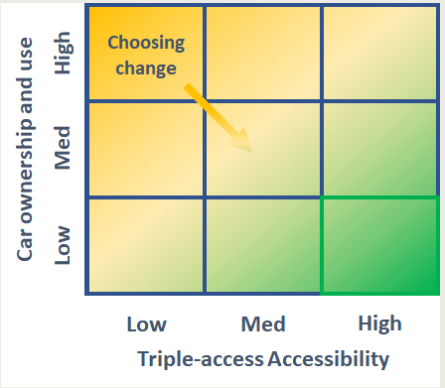
The overall potential for policy to improve non-car accessibility is limited and therefore in these places ***cars remain king***

Policy Theme Potential - Scoring

Changing land use to support urban living	1	No role in "within local control" scenario (no market interest in repurposing). Policies would potentially conflict with commercial drivers for investment. There would be no support or demand for more intensive land use policy, and there'd be risks of further low density low accessibility peripheral development
Digital alternatives to reduce need to travel	1	No practical role. Those people who have digital access already make use of digital channels for WFH and shopping. There is limited pressure to drive further use.
Walking and wheeling	1	Very limited role (few facilities within walking distance).
Cycling and scooting	3	Modest role (improve access to destinations within cycling distance). Diminishing role of fixed PT would make cycling and scooting good alternatives for some groups.
Delivering a fixed PT network	1	Overall likely to face greatest challenge of viability out of all places, but high car ownership limits impacts on many in communities. Limited potential to prevent with increasing car ownership and limited subsidy.
Dynamic PT network that responds to demand	3	Modest role, potentially replace fixed PT, dependent on local context.
Shared services: bike and scooter hire	1	Very limited role (unlikely to be sufficient market demand). There would be an absence of wider policy measures to help stimulate demand.
Shared services: car clubs	1	Limited, unlikely to be market demand where car ownership is high and population desnsities are low. There would be an absence of wider policy measures to help stimulate demand.
Electrified transport: EV charging	3	Very strong demand for EV charging in these areas, but with greater potential to resolve without local public interventions (with possible exception in some local centres)
Managing demand: reallocating roadspace	3	Enables delivery of cycling measures, targeted to areas of greatest need. Important in improving safety and convenience of cycling.
Managing demand: parking controls	2	Limited role in areas with limited travel choices (high car dependence) Measures could include on-street parking controls in/through centres to support road safety and network management and efficiency.
Managing demand: pricing measures	1	No role in "within local control" scenario (very limited alternatives to driving).

1. Very minor
2. Minor
3. Moderate
4. High
5. Very High.

‘Car Dependent’ – Bold Scenario



Wide-spread demand management would result in substantial impacts on the way of life for car-dependent communities – particularly the most isolated communities in small hamlets/villages. These communities are likely to remain relatively car dependent albeit to a reduced extent.

Over time, land use changes may be needed to enable densification and to boost local demand for services (local amenities and public transport) and to enable changes to the use of buildings (so as to permit services to locate closer).

We may see some reinstatement and improvement of some fixed PT services, although overall connectivity is likely to be limited. The use of subsidies to bolster connectivity with flexible demand responsive services may be viable. Park and ride facilities in other places could support access into the urban area via rail/rapid transit.

Measures to support walk, wheel cycle and scoot may also become more important, including for example:

- Reducing (or introducing) speed limits on rural roads
- Using wide verges for segregated routes to local village centres and considering working with landowners to improve other rights of way / creating more capacity for these routes.

The level of demand management (either nationally or locally applied) required to change behaviours of these citizens may be quite high because of the entire gearing of life towards car use and the affluence of travellers. There needs to be a careful balance here though as other options are lacking locally. In the main, the management of demand may be achieved more through reallocation of space and road use with obstructions from parking kept to a minimum in local centres.

There would likely be limited need for public EV infrastructure owing to the ability for business owners and citizens to provide their own.

People living in these areas could be characterised as ***choosing change*** in this scenario.

Policy Theme Potential - Scoring

Changing land use to support urban living	4	Markets and public policy are aligned, and there are opportunities to gently densify and improve local amenities. Wider policy measures will also encourage more local living.
Digital alternatives to reduce need to travel	4	Strong role in improving access to services and reducing the need for travel. There would be some suppression of demand for travel, so digital options would support access to more services and for increased WFH.
Walking and wheeling	3	Improve access to improved local amenities - a lot of work in areas with no existing infrastructure.
Cycling and scooting	4	Strong role, improve access to destinations further afield and to key PT interchanges.
Delivering a fixed PT network	3	Despite some land use changes, fixed PT demand will be lower than elsewhere, which could constrain viability. However, services could be cross-subsidised by areas with higher levels of use or through public subsidy.
Dynamic PT network that responds to demand	4	Likely to play key role in supporting future PT connectivity needs. To be fully integrated with fixed PT network.
Shared services: bike and scooter hire	3	Low population density will constrain feasibility in many areas. However, reduced car ownership and use could support the case for hire schemes at local hubs.
Shared services: car clubs	2	Potential complementary role to reduce need for EV ownership. Large numbers of people in these areas have driving licences, but wider policies would make car ownership less attractive. The struggle will be low population desitiies - car clubs could be located in some village centres.
Electrified transport: EV charging	3	Very strong demand for EV charging in these areas, but with greater potential to resolve without local public interventions (with possible exception in some local centres)
Managing demand: reallocating roadspace	3	Enable roadspace reallocation and manage speeds for active travel, focused on where needed. Important in improving safety and convenience of cycling.
Managing demand: parking controls	3	Complementary, enable local development, support modal shift where feasible. Local parking measures would complement measures to support road safety and network management.
Managing demand: pricing measures	3	Limited suitable local levers but national pricing would need to influence. Some pricing would be necessary as part of the wider policy measures to manage overall demand for car use.

1. Very minor
2. Minor
3. Moderate
4. High
5. Very High.

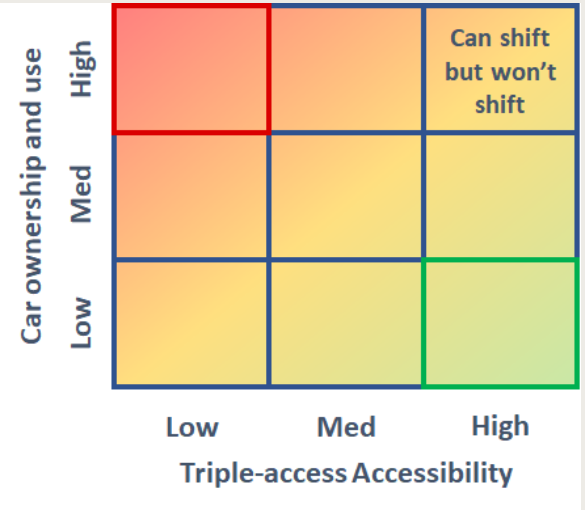
‘Car Dependent’ – Issues to Consider

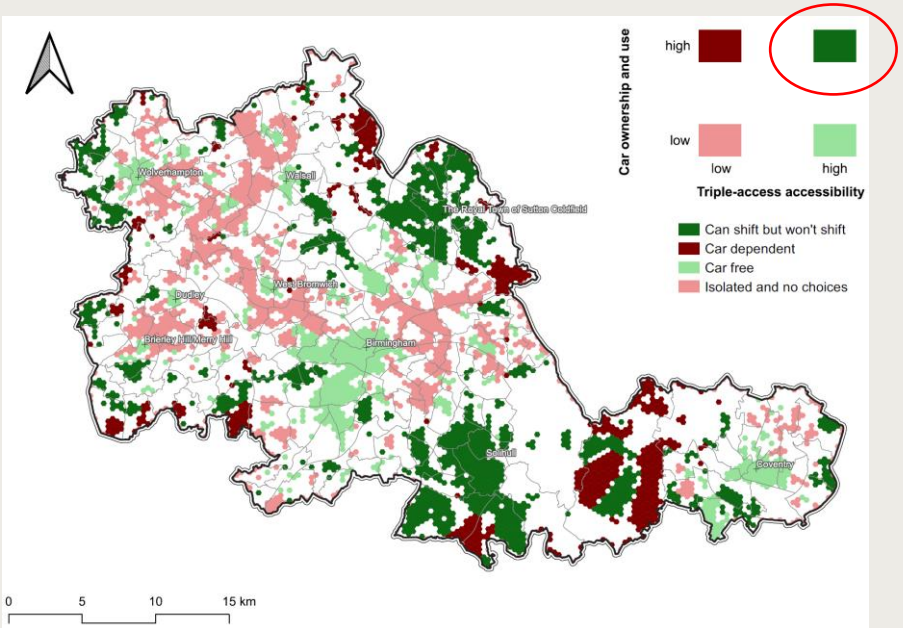
The ‘car dependent’ assessment highlights that doing nothing will result in car use powering ahead. If we are to effect change in car dependent locations operating in the “within local control” scenario with limited national policy intervention and lower levels of funding will potentially result in public transport services which remain largely unattractive to car users and limited uptake of walking and cycling where investment is made in selected locations. Demand responsive transport remains an important lifeline for people who do not own a car in ‘car dependent’ locations. It is only in the bold scenario where change can start to be realised through a greater focus on driving behaviour change. This can be realised (locally) primarily through effective land use policies, digital alternatives and better integration between walking, cycling and public transport infrastructure.

The table below details those policies which are no regrets in any future scenario and those which should be considered more carefully to truly affect change:

No Regrets	Think Carefully
Cycling and scooting	Changing land use
Delivering a dynamic PT network	Digital alternatives
Electrified transport – EV charging	Delivering a fixed PT network
Managing demand – Reallocating road space	Shared services – bike and scooter
	Managing demand – parking controls
	Managing demand – pricing measures

‘Can Shift But Won’t Shift’ – Current Conditions





Car ownership and use stats:

% carless households	Highest hex	31%
	Lowest Hex	2%
	Average (median)	12%
Average cars per household	Highest hex	2.02
	Lowest hex	1.01
	Average (median)	1.53
kgCO2e per person emissions from cars	Highest hex	1662
	Lowest Hex	1021
	Average	1222

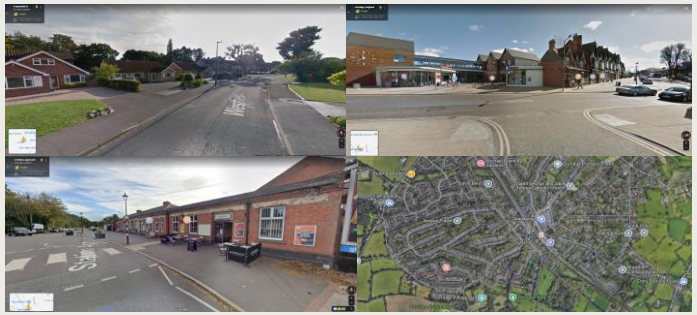
‘Can shift but won’t shift’ areas are areas where accessibility is relatively high but so is car ownership and use.

Shops and services are nearby and accessible by walking and cycling, and there are good quality public transport options (including by rail).

Examples of ‘car-free’ areas include large parts of Sutton Coldfield, Solihull, some commuter villages with rail, and outer parts of the Black Country.

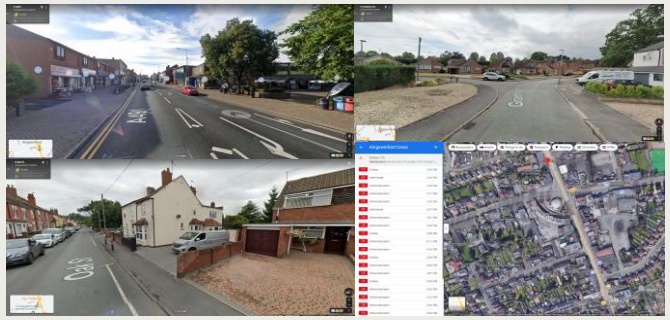
These areas include some of the most expensive and desirable places to live in the suburbs. These areas tend to include a mix of post-war developments, generally with ample off street parking. Densities are far from high, but the good accessibility is often associated with a nearby town or historic village centre that has continued to thrive and key bus/rail corridors. Sutton Coldfield and Solihull town centres are also categorised as can shift but won’t shift.

‘Can Shift But Won’t Shift’ – Current Examples



Dorridge in the Meriden Gap is a “Can shift but won’t shift” community. Although it has a mix of layouts with varying permeability, it is characterised by a compact urban form (meaning people do not have to travel far to access the local amenities), a bustling centre and railway linking it to key destinations including London, Solihull and Birmingham. Bus services are weak here. Even though car ownership per household is very high here, the considerable space allocated to off-street parking means streets remain uncluttered.

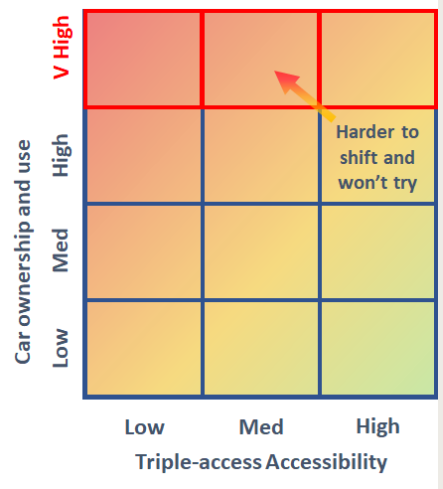
Whilst Dorridge is centred on an older railway centre and village centre, it is very much mostly 20th century development with ample provision for cars.



Kingswinford in the west of the Black Country is another “Can shift but won’t shift” community. It is also comprised of a mix of layouts with varying permeability, and is characterised by its centering on two key local highways with a good range of local amenities provided. In spite of the mix of street layouts, most areas are well linked to the centre. Kingswinford is well served by frequent bus services.

Although there is some limited “pre-car” older housing, most housing is relatively low density with ample parking provision.

‘Can Shift But Won’t Shift’ – Future Do Nothing



On the one hand, with car ownership initially being relatively high, there may be more limited room for growth than in areas where car ownership and multi-car ownership is much lower. However, growth in car ownership may come from limited local development (increasing local populations) and an increase in the number of younger people living with parents who can afford to drive. Furthermore, with the higher wealth of these areas, they are likely to switch to EVs more readily with low running costs which may encourage them to drive more.

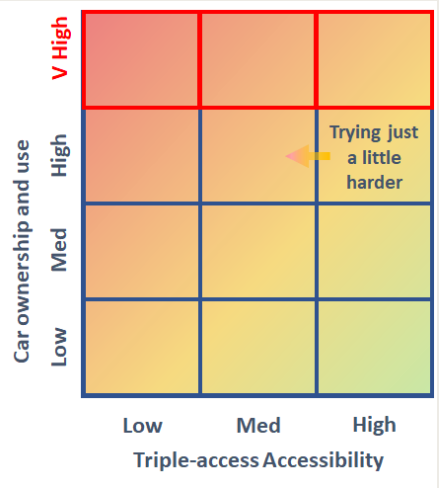
In those communities that are on core bus corridors and in town centres, worsening congestion may reduce the reliability of service and service levels may reduce. Resilience of service for communities on core bus corridors is likely to be higher than those communities where accessibility is derived from rail, and where bus services are already weak (such as communities in the Meriden Gap). Rail services may reduce in frequency as post Covid commuting demands remain supressed, however, rail will retain the potential advantage for wealthier travellers of being faster than car.

The legalisation of powered cycle/scoot modes may result in some limited popularity of powered cycle/scoot travel in these areas particularly amongst the younger population, but without infrastructure improvements this risks being accompanied by accidents caused by traffic as well as nuisance riding on pavements.

The ample provision of off-street parking is likely to protect walkers and wheeling from nuisance parking but increases in traffic may make walking to local shops less attractive, leading to more people choosing to make short car trips.

People living in this area would become ***harder to shift and won’t try.***

‘Can Shift But Won’t Shift’ – “Within local control” Scenario



Overall, the focus in this scenario in these places would be supporting safe cycling and scooting and supporting bus reliability on key corridors (where applicable). The level of focus overall in these areas as compared to other areas is likely to be lower as by and large the population is likely to be more protected against the impacts of increased car ownership and use, and reduced non-car accessibility.

In communities served with good levels of bus service on key corridors, kerbspace management and use of bus priority measures may help reduce the impacts on bus reliability from congestion. In communities where bus service is poor, targeted demand responsive services including community transport may help protect particular community members against isolation stemming from loss of limited bus services.

Providing segregated routes and creating quieter streets (using measures such as filtered permeability and speed limits) for cycling and scooting could keep vulnerable road users safe and improve access without a car. This would also help more people in carless households adopt cycling/scooting who might otherwise have lacked confidence to do so and faced isolation.

Achieving this would still require appetite to apply localised measures to manage demand through reallocation of space and changes to access. This involves a trade-off where “motorists” are inconvenienced to a degree for the sake of helping those who can’t or don’t want to travel by car.

Given the affluence of most of these communities, demand for shared scooter/bike hire and car clubs is likely to be relatively low.

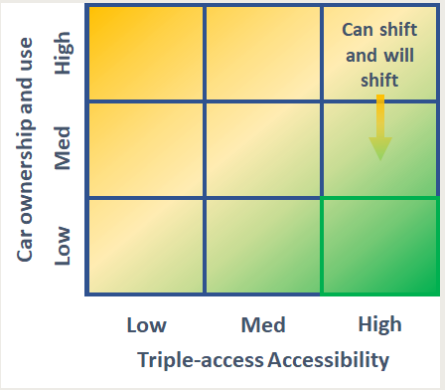
Although demand for EV charging will be strong, there will be limited need for public intervention given the greater capacity of people to provide their own infrastructure.

Policy Theme Potential - Scoring

Changing land use to support urban living	2	Limited role in "within local control" scenario. Policies would potentially conflict with commercial drivers for investment. There would be limited support or demand for more intensive land use policy, except perhaps around higher accessibility locations (such as rail / local centres) - however, this may be met by local opposition.
Digital alternatives to reduce need to travel	2	Limited role. Those people who have digital access already make use of digital channels for WFH and shopping. There is limited pressure to drive further use.
Walking and wheeling	4	Strong role, enhance network to access local amenities.
Cycling and scooting	4	Strong role, enhance network to access facilities further afield helping those who can't drive. Diminishing role of fixed PT would make cycling and scooting good alternatives for some groups.
Delivering a fixed PT network	2	High liklihood of reduced services. Limited potential to prevent with increasing car ownership and limited subsidy. Detrimental impacts limited by good starting point (high access) and high car ownership.
Dynamic PT network that responds to demand	1	Very limited role in these areas, owing to high access and high car use; unlikely to be needed or attract users.
Shared services: bike and scooter hire	2	Could complement good active travel accessibility and help with the diminishing role of fixed PT services, but communities are likely to afford personal vehicles.
Shared services: car clubs	2	Limited role. With car ownership rates and affluence generally high here and the affordability of motoring improving in this scenario, interest in car clubs is likely to be low.
Electrified transport: EV charging	3	Very strong demand for EV charging in these areas, but with greater potential to resolve without local public interventions (with possible exception in some local centres)
Managing demand: reallocating roadspace	4	Important in enabling active travel (and PT priority if required, particularly on key corridors).
Managing demand: parking controls	2	Limited role in "within local control" scenario. Measures could include on-street parking controls in/through centres to support road safety and assist the operation of fixed PT services.
Managing demand: pricing measures	2	Limited role in "within local control" scenario.

1. Very minor
2. Minor
3. Moderate
4. High
5. Very High

‘Can Shift But Won’t Shift’ – Bold Scenario



In spite of existing high accessibility without a car, with high levels of car ownership and use, residents will have built their lives around being able to access many more places than sustainable transport options permit. So the reduction in car use will represent a substantial shift in lifestyles and the relationships these previously hypermobile locals have with their local neighbourhood and the region beyond. And because of the good sustainable access, there may be pressure to redevelop some of the lower density communities to achieve “gentle densification”, which could substantially change their character.

Overall, the focus in these places would require substantial efforts to enable changes to land use (enabling greater density to make the most of existing “accessibility assets”), strengthening walk, wheel, cycle and scoot access (particularly) to key local centres, and ensuring there is sufficient capacity to enable public transport to flow freely along key corridors and through town centre interchanges.

Providing segregated routes and creating quieter streets (using measures such as filtered permeability and speed limits) for cycling and scooting could keep vulnerable road users safe and improve access without a car. This would also help more people adopt cycling/scooting who might otherwise have lacked confidence to do so.

Reallocation of space would support the capacity needed to ensure more frequent bus services can flow unimpeded on key corridors and through centres, and schemes may be needed to improve interchange facilities, particularly in town centres. In some cases demand on key corridors may be sufficient to justify a more expensive light rail option.

The level of demand management (either nationally or locally applied) required to change behaviours of these citizens may be quite high because of the ease of using a car in these environments and the affluence of travellers. This may mean having to implement more stringent restrictions on parking locally and possibly measures such as road user charges and/or car free streets in town centres.

Policies would transform these area types such that people ***can shift and will shift***

Policy Theme Potential - Scoring

Changing land use to support urban living	5	Markets and public policy are aligned to focus development in accessible places. Transport policy would align with land use policy, especially densification to stimulate travel demand.
Digital alternatives to reduce need to travel	3	Complementary role in further enhancing access to services. There would be some suppression of demand for travel, so digital options would become popular for accessing more services and for increased WFH.
Walking and wheeling	4	Further enhance access to local amenities, enable mode shift.
Cycling and scooting	4	Further enhance access to destinations further afield and key centres/interchanges, enable mode shift.
Delivering a fixed PT network	3	Enhanced frequencies and connectivity as previous car owners shift resulting in more revenues.
Dynamic PT network that responds to demand	3	Complementary role to fixed PT to further enhance connectivity. In more peripheral areas there would be a greater need for dynamic PT to feed into the fixed network and provide a greater range of destinations served.
Shared services: bike and scooter hire	4	Strong role, complementing major improvements to cycling facilities, and arrivals by public transport.
Shared services: car clubs	3	Supportive in enabling people to access wider range of destinations. Large numbers of people have driving licences, but wider policies would make car ownership less attractive. Mobility needs met through active travel and PT, with car clubs for more complex needs.
Electrified transport: EV charging	3	Very strong demand for EV charging in these areas, but with greater potential to resolve without local public interventions (with possible exception in some local centres)
Managing demand: reallocating roadspace	4	Enable major improvements to active travel and PT networks. This would stronger, more viable fixed PT and active travel choices.
Managing demand: parking controls	4	Support modal shift, reduce need for car use, unlock local development. Local parking measures would complement measures to support roadspace reallocation and manage demand.
Managing demand: pricing measures	3	Support modal shift, creates revenue to invest in alternatives. This would help to manage overall demand for car use and help shift decisions about car ownership. Local application mainly in town centres with main levers being national policy.

1. Very minor
2. Minor
3. Moderate
4. High
5. Very High.

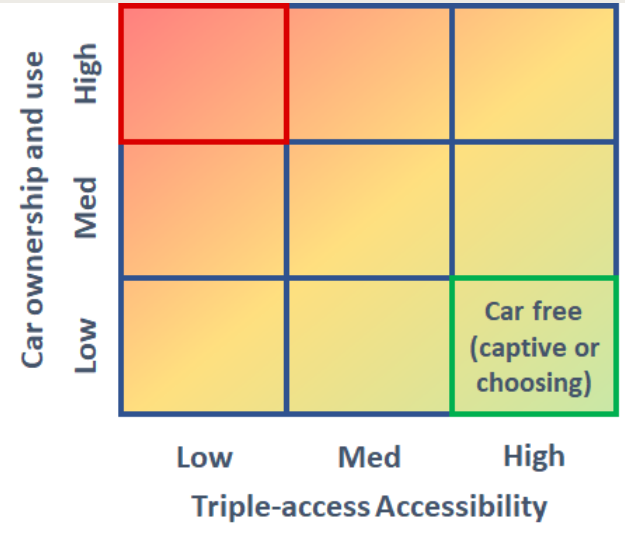
‘Can Shift but won’t Shift’ – Issues to Consider

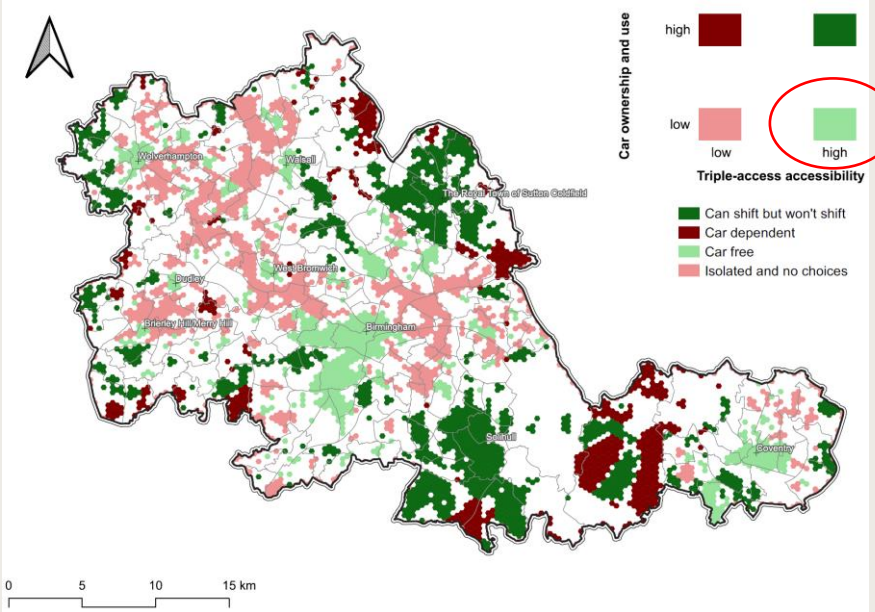
The ‘can shift but won’t shift’ assessment highlights that doing nothing will cement behaviours and lead to an even greater reliance on car as they become ‘harder to shift and won’t try’ despite the alternatives available. If we are to effect change in these locations operating in the “within local control” scenario with limited national policy intervention and lower levels of funding a focus on road space reallocation to improve public transport service reliability alongside better walking and cycling through such measures as cycle lanes could start to have an effect on travel behaviours. It is only in the bold scenario where change can start to be realised through a greater focus on driving behaviour change. This can be realised primarily through effective land use policies, digital alternatives and better integration between walking, cycling and public transport infrastructure which improves the speed, reliability and safety of journeys. Town and city centre demand management measures could also start to influence travel choices as parking and the cost of car use makes driving less attractive compared to the public transport service on offer.

The table below details those policies which are no regrets in any future scenario and those which should be considered more carefully to truly affect change:

No Regrets	Think Carefully
Cycling and Scooting	Changing land use
Walking and Wheeling	Digital alternatives
Electrified Transport – EV Charging	Delivering a Fixed PT Network
Managing Demand – Reallocating road space	Delivering a dynamic PT network
	Shared services – bike and scooter
	Shared services – car clubs
	Managing demand – parking controls
	Managing demand – pricing measures

‘Car-free’ – Current Conditions





Car ownership and use stats:

% carless households	Highest hex	85%
	Lowest Hex	5%
	Average (median)	43%
Average cars per household	Highest hex	2.05
	Lowest hex	0.18
	Average (median)	0.79
kgCO2e per person emissions from cars	Highest hex	693
	Lowest Hex	50
	Average	486

‘Car-free’ areas are areas where accessibility is relatively high and car ownership and use (by those living in these areas) is relatively low.

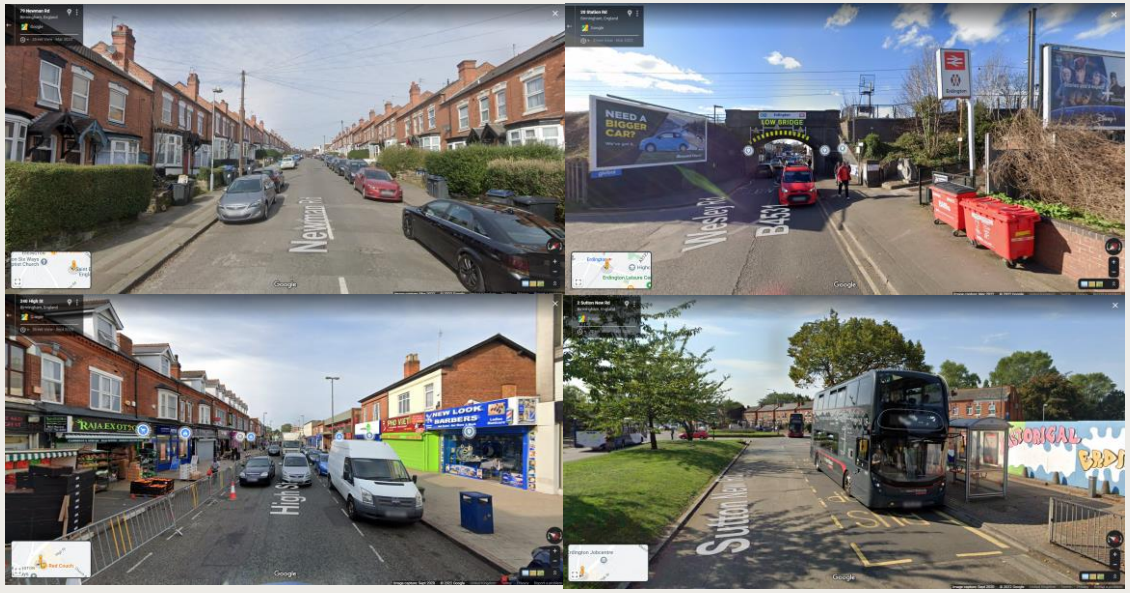
Shops and services are nearby and accessible by walking and cycling, and there are good quality public transport options.

In some cases, people are captive to non-car options (e.g. because it would be very difficult to own a car in these areas) or people actively choose to avoid car dependency.

Examples of ‘car-free’ areas include areas around central areas of Birmingham, Coventry and Wolverhampton, corridors extending south and west of Birmingham city centre, University of Warwick, town centres and district centres.

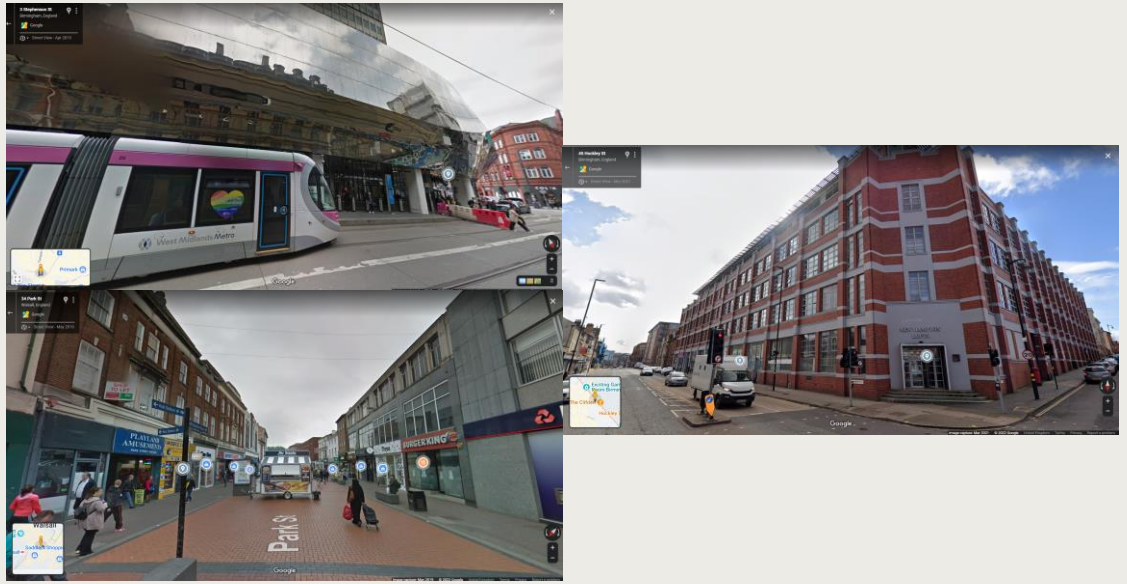
There are different kinds of ‘car-free’ populations, for example the relatively poorer population of Erdington contrasts with the relatively higher skilled and affluent young cosmopolitan population of the Jewellery Quarter, contrasts with the student populations of Selly Oak and campuses of the University of Warwick.

‘Car-free’ – Current Examples



Erdington is classed as a “car-free” community. It is characterised by permeable street layouts for pedestrians, relatively high development density, low levels of off-street parking capacity, good levels of bus and rail access, and a good selection of local amenities and services in and around the local centre and high street.

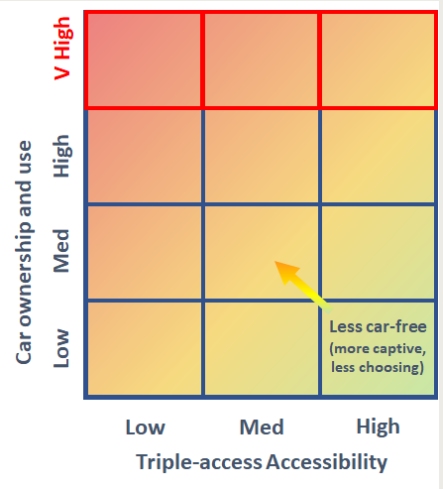
Note that whilst car ownership and use is relatively low, car ownership and use is still evident (with prevalent on-street parking) and there are challenges that traffic poses to walking, wheeling, cycling and scooting.



Various **City and town centres** are also found to be “car-free” communities. It is important to note this assessment is made based on resident populations living in these centres as opposed to visitors.

They are characterised by the highest development densities and local availability of services, amenities and employment. They also have the best levels of public transport accessibility and generally parking is managed with lower availability of parking (particularly long-stay/residential parking).

‘Car-free’ – Future Do Nothing



With car ownership initially being relatively low in car-free areas, improvements to disposable income may enable car-free households to buy a car and single car families to upgrade to buy another car (significantly expanding their mobility). Given the high density of the urban form and lack of off-street parking, this will exacerbate local traffic and parking problems. The need to provide public on-street charging may result in additional clutter.

This would make it less safe and more difficult to walk, wheel, cycle and/or scoot.

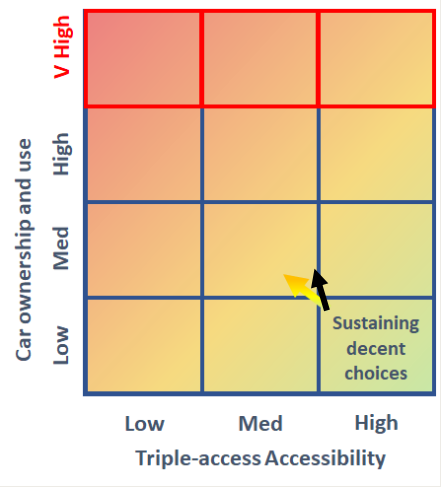
Congestion would impact on the reliability (and also therefore attractiveness) of buses.

The legalisation of powered cycle/scoot modes is also likely to result in popularity of powered cycle/scoot travel in these areas particularly amongst the younger population, but without infrastructure improvements this risks being accompanied by accidents caused by the busy traffic and parking on carriageways as well as nuisance riding on pavements.

Because these areas initially benefit from high PT accessibility (as they are in key centres or on key corridors) it’s unlikely that deterioration of PT would fundamentally reduce the ability to depend on PT, but there may be some reductions in frequencies and operating hours, as well as a reduction in the number of destinations that can be reached (as services deteriorate at the deteriorate at the distant ends of routes).

People living in this area would become ***less car-free, more captive*** *(to car ownership)* ***and less choosing*** *(of sustainable modes of access and travel)****.***

‘Car-free’ - “Within local control” Scenario



Overall, the focus in this scenario in these places would be trying to limit the impacts of increasing traffic on safety to walk, wheel, cycle and scoot travel and reliability of public transport.

There would be limited potential to improve the overall level of service of public transport with declining patronage, however, managing kerbside obstructions and providing priority measures could support reliability.

Providing segregated routes and creating quieter streets (using measures such as filtered permeability and speed limits) for cycling and scooting could keep vulnerable road users safe and improve access without a car.

In some locations and particularly around existing key public transport interchanges, there may be sufficient demand to provide shared bike/scooter hire.

Achieving this would still require appetite to apply localised measures to manage demand through reallocation of space, management of parking and changes to access, and also to ensure parking nuisances are managed. This involves a trade-off where “motorists” are inconvenienced to a degree for the sake of helping those who can’t or don’t want to travel by car.

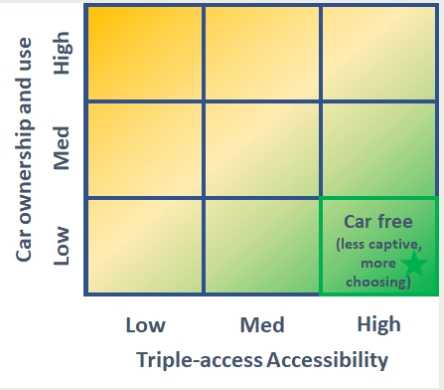
Policies for this area type would focus on ***sustaining decent choices.***

Policy Theme Potential - scoring

Changing land use to support urban living	2	Limited scope to significantly change land use because densities are (mostly) already high compared to other areas and costs to regenerate are high (in comparison to developing elsewhere).
Digital alternatives to reduce need to travel	2	Limited role, but in some cases could potentially complement other measures. High levels of access through mobility and limited suppression of demand will mean that digital connectivity plays a more limited role in substituting access.
Walking and wheeling	4	Strong role as fundamental mode of travel. Enhance network to access local amenities. This is already a popular travel option so it is important to support and reinforce.
Cycling and scooting	4	Strong role opening new opportunities for non-car access. Enhance network to access facilities further afield and to speed up access to local facilities.
Delivering a fixed PT network	3	Sustain existing strengths in PT system. This is already a popular option so it is important to support and reinforce. Support improvements to reliability.
Dynamic PT network that responds to demand	1	The fixed PT network is strong and sustainable and there is limited scope for general DRT (beyond existing taxi/PHV and Ring and Ride.)
Shared services: bike and scooter hire	3	New options to complement good active travel accessibility, particularly useful in city/town centres and around key public transport interchanges where visitors may use them, and/or in lower income areas where people can't afford to buy.
Shared services: car clubs	2	Limited role. In some denser urban areas there may be sufficient demand for car clubs and bays might be created. But with high overall accessibility anyway and low car use, significant use of resource would be disproportionate to level of prioirty. Commercial demand will also be constrained by other policies, e.g. lack of demand management and land use policies (resulting in low demand).
Electrified transport: EV charging	4	Although car ownership is low in these places, off-street parking is more limited and so public intervention to provide charging is more essential
Managing demand: reallocating roadspace	4	Very important role in enabling WWCS and PT priority. Overlaps with on-street parking controls to improve road safety and support fixed PT.
Managing demand: parking controls	4	Strong role in areas with good travel choices. To include on- and off-street parking controls to manage demand for car travel from other areas.
Managing demand: pricing measures	2	Limited role in "within local control" scenario. Pricing measures need to be linked to parking controls to manage demand for car travel from other areas.

1. Very minor
2. Minor
3. Moderate
4. High
5. Very High.

‘Car-free’ - Bold Scenario



Overall, the focus in this scenario in these places would be more significant restructuring of highway access and allocation to provide the capacity needed to cope with increased demands for sustainable travel as car dependence and use reduces. In addition, work may be needed to enable regeneration and greater development intensity.

With widespread demand management beyond these places, the attractiveness and value of these places (which already are more accessible without a car) would increase. This may drive regeneration and (where possible) greater development intensity. This would require supporting transport infrastructure development (but focussed on sustainable access). In areas with asset poor and low income populations, social housing policies may be required to manage inequitable effects of gentrification.

Public transport demands may exceed capacities in these areas requiring reconfiguring of interchanges, greater allocation of space and priority and network capacity improvements. In some cases this may include light rail development where the commercial case is strong. Overall levels of service (coverage, connectivity, frequency, operating hours) would improve.

More significant reallocation of space and protection of access to particular places via walk, wheel, cycle and scoot demands is both possible and necessary with the reduction in car ownership and use. In particular the extent of segregation needed for cycle and scoot modes increases (covering more routes) as demands become more substantial and as the variety of users increases (needing to support more than just young willing switchers in the “within local control” scenario – also needing to support adapted vehicles for those with reduced mobility, families and cargo).

Localised demand management would compliment national action and measures in other places. The extent of restriction would go further than those measures under the “within local control” scenario. For example, the amount of parking might need to be substantially reduced as opposed to “managed”, and more significant restrictions placed on access to streets to ensure the space is prioritised for other traffic. In centres, the application of pricing such as local road user charges and workplace parking levies may be applied and the strong alternative access would ensure that this would be a “just” application. Overall need for public on-street charging may be limited in residential areas.

Policies for this area type would enable people to be ***more car-free, less captive, and more choosing.***

Policy Theme Potential - Scoring

Changing land use to support urban living	5	Markets and public policy are aligned to focus development in accessible places. Commercial interest owing to high accessibility.
Digital alternatives to reduce need to travel	3	Complementary role in further enhancing access to services. Plays a role in enabling substitution of access, but overall need remains limited owing to high phycial accessibility.
Walking and wheeling	5	Critical role in further enhancing access to local amenities. Enhanced role compared to "within local control" scenario.
Cycling and scooting	5	Critical role in further enhancing access to facilities further afield. Enhanced role compared to "within local control" scenario.
Delivering a fixed PT network	4	Strong role for PT in providing fast, frequent access to multiple destinations with strengthened demand. Pinchpoints to be addressed and possibility to upgrade to more expensive PT modes as commercial case improves.
Dynamic PT network that responds to demand	2	Limited role, expectation that fixed PT would instead meet needs, but some increased need for those who struggle to use other alternatives to the car.
Shared services: bike and scooter hire	5	Even more critical role in further enhancing access to a wide range of destinations, particularly with more visitors to these places arriving by non-car means.
Shared services: car clubs	2	Limited role, due to very limited future need to access cars in these areas and lower license uptake.
Electrified transport: EV charging	3	Complementary role, but focused on supporting essential car travel. Reduced level of public infrastrcuture required compared to "within local control" scenario.
Managing demand: reallocating roadspace	5	Critical role in enabling transformation of active travel and PT connectivity.
Managing demand: parking controls	4	Responds to and locks-in lower need for car use, enables land/space repurposing.
Managing demand: pricing measures	4	Encourages alternatives to car use, creates revenue to reinvest in alternatives. "Just" where alternative accessibility is strong. Strong local levers.

1. Very minor
2. Minor
3. Moderate
4. High
5. Very High.

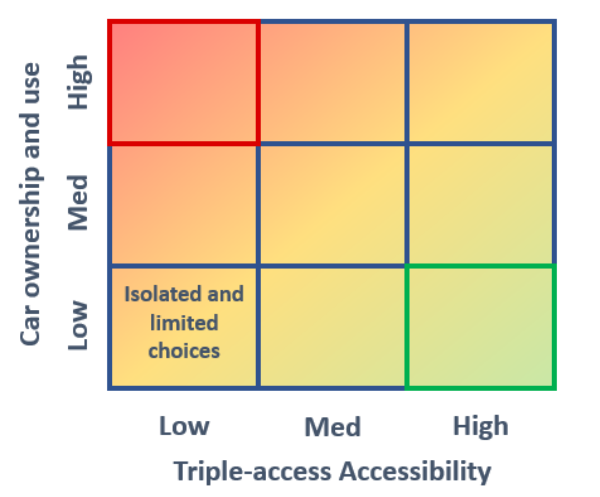
‘Car Free’ – Issues to Consider

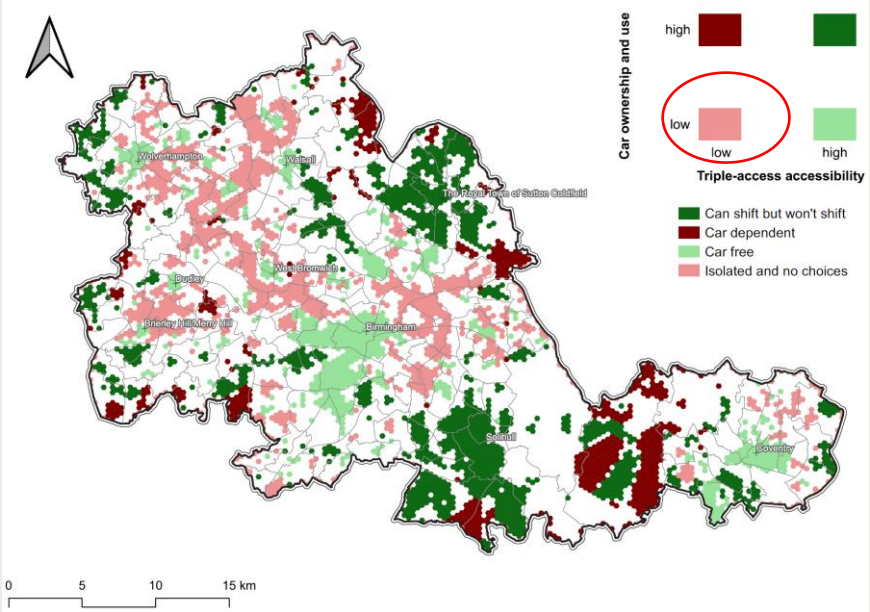
The ‘car free’ assessment highlights that doing nothing could see a move away from public transport and active travel modes if congestion and safety concerns start to affect travel choices from this place type. If we are to sustain positive choices in these locations operating in the “within local control” scenario with limited national policy intervention and lower levels of funding, a focus on road space reallocation to maintain public transport service reliability alongside segregated walking and cycling routes could help to alleviate any safety fears and support continued use. Building upon desired behaviours is a key aspect of the bold scenario. Additional funding could help to upgrade bus routes to light rail lines where demand allows. Whilst the additional provision of effective public transport services, shared services and active travel measures can lead to people choosing to not to own a car for their day to day transport needs.

The table below details those policies which are no regrets in any future scenario and those which should be considered more carefully to truly affect change:

No Regrets	Think Carefully
Walking and Wheeling	Changing land use
Cycling and Scooting	Digital alternatives
Delivering a Fixed PT network	Managing demand: pricing measures
Shared services – bike and scooter	
Electrified transport – EV charging	
Managing Demand – Parking controls	
Managing Demand – Parking controls	

‘Isolated With Limited Choices’ – Current Conditions





Car ownership and use stats:

% carless households	Highest hex	69%
	Lowest Hex	24%
	Average (median)	42%
Average cars per household	Highest hex	1.20
	Lowest hex	0.00
	Average (median)	0.72
kgCO2e per person emissions from cars*	Highest hex	693
	Lowest Hex	261
	Average	547

‘Isolated with limited choices’ areas are areas where accessibility is relatively poor and car ownership and use is relatively low.

People are isolated with very limited travel choices and a lack of local services and amenities. People suffer high levels of transport-related social exclusion due to the poor transport options and relatively low levels of access to cars to make journeys. These areas are also likely to include households facing car-related economic stress. Many of these areas suffer from high levels of deprivation and high proportions of historic and current social housing stock.

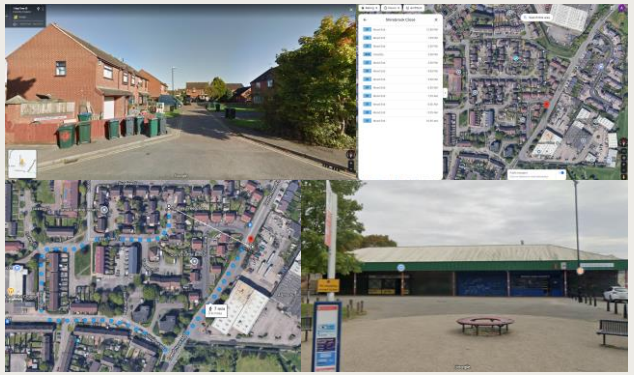
Examples of ‘isolated with limited choices’ areas include large swathes of East Birmingham, North Solihull, North Coventry, and much of the Black Country (including the spine from Birmingham to Wolverhampton).

Many of these areas include more affordable parts of the region that were developed during post-war expansion and to where many lower income communities migrated to out of inner city and central areas. Development densities tend to be lower and streets are less permeable.

Areas include peripheral developments that are more distant from employment opportunities (which may have once existed but dried up with industrial decline) and polycentric infill where disperse travel demands and low densities lead to weak public transport connectivity.

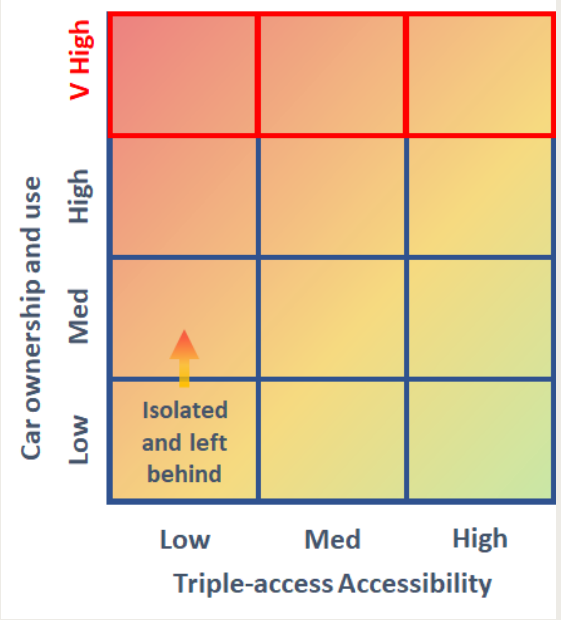
‘Isolated with Limited Choices’ – Current Examples

Weoley Castle in South Birmingham is in an area that is “Isolated with limited choices”. It is characterised by impermeable road layouts (long sweeping distributor roads and culs-de-sacs), low density development with off-street parking, very limited local amenities and limited frequency and limited connectivity PT. The general migration of employment opportunities into the city centre (particularly with the reduction of manufacturing elsewhere) means the citizens of Weoley Castle might need to travel further to find opportunities but are less able to because of the limited accessibility. Housing is more affordable here than better connected suburbs to the south of Birmingham nearby.



Wood End in the north of Coventry is a more modern example of an “isolated with limited choices” community. Here the same issues of poor permeability of streets, lack of local amenities and poor public transport connectivity. However, here culs-de-sacs were built with an omission of dedicated pavements, and narrow roads making it even more difficult to get around without a car.

‘Isolated with Limited Choices’ – Future Do Nothing



With car ownership initially being relatively low in ‘isolated with limited choices’ areas, improvements to disposable income may enable car-free households to buy a car and single car families to upgrade to buy another car (significantly expanding their mobility). This is made more likely by the low accessibility of these places. The improved disposable income will be a relief for existing families with households, alleviating their car related economic stress, but as carless households enter the world of car ownership, they are then also likely to experience that stress. The shift to EVs may however heighten car related economic stress in these neighbourhoods because of the high upfront costs of the vehicles and chargers, and households will be under pressure to keep squeezing a few more years out of diesel/petrol cars that become more expensive to maintain and use.

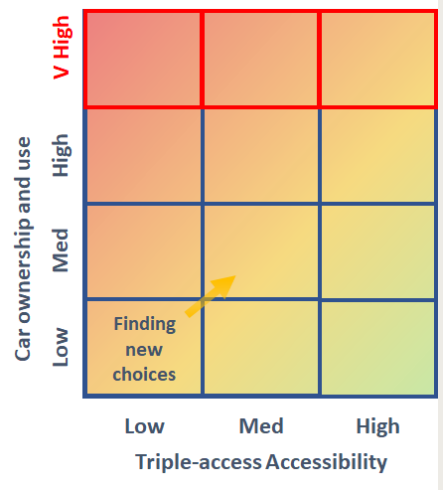
Traffic on local roads may increase and whilst off-street parking is more available in these neighbourhoods, an increase in multi-car households may begin to increase on-street parking as demand exceeds supply. This has the potential to obstruct the flow of traffic and create a more risky environment for cycling and scooting on the carriageway and crossing the road whilst walking and wheeling.

The legalisation of powered cycle/scoot modes is also likely to result in popularity of powered cycle/scoot travel in these areas particularly amongst the younger population. This will be a boon for those who cannot drive because their local amenities and public transport are already poor. However, without infrastructure improvements, this risks being accompanied by accidents caused by the busy traffic and parking on carriageways as well as nuisance riding on pavements.

Many of these areas have already seen public transport service levels deteriorate over decades and the further shift to car ownership, adoption of powered cycle/scoot and the post covid suppression of demand from changing ways of working will result in more cuts to services. This could mean lower frequencies, reduced operating hours, and loss of service. There also may be consolidation of some services, where a reduced number of services must serve all communities (resulting in long winding services that take longer to get to useful destinations).

People most at risk here are those who remain unable to afford a car and unable to use powered cycles/scooters, including older people and families with small children. These people would become ***isolated and left behind.***

‘Isolated with Limited Choices’ – “Within local control” Scenario



Overall, the focus in this scenario in these places would be supporting safe cycling and scooting, and trying to minimise the loss of public transport services.

It will be unlikely that the reduction in patronage could be avoided and this would have fundamental consequences for the viability of existing services. However, there may be potential to work with partners to manage any changes in service to minimise the loss in accessibility. This may include a combination of:

- Careful prioritisation of subsidies for fixed and (new) demand responsive services;
- Network planning/design with operators; and
- Extending the reach of the core network and rail/rapid transit with measures to help people travel further to access these (for example tying local services into key interchanges, and providing safe routes to key interchanges and storage for cycles/scooters)

Providing segregated routes and creating quieter streets (using measures such as filtered permeability and speed limits) for cycling and scooting could keep vulnerable road users safe and improve access without a car. This would also help more people in carless households adopt cycling/scooting who might otherwise have lacked confidence to do so and faced isolation. Walking, wheeling, cycling and scooting may also be supported by breaking through the impermeability of street layouts with tactical introduction of new through links (however, this could require substantial investment as this is likely to involve land ownership issues and so the extent of this may be limited)

Given that many of these places are lower income, there may be sufficient demand to provide shared bike/scooter hire owing to unaffordability of ownership (however, factors suppressing demand would include the low development density and improved affordability of cycle/scoot ownership as the market develops).

Achieving this would still require appetite to apply localised measures to manage demand through reallocation of space and changes to access. It would be sensible to introduce parking controls before proliferation of on-street parking pressures become as bad as they are in denser “pre-car” parts of the region. This involves a trade-off where “motorists” are inconvenienced to a degree for the sake of helping those who can’t or don’t want to travel by car – primarily to provide for cycle and scoot (thereby also keeping pavements for walking/wheeling).

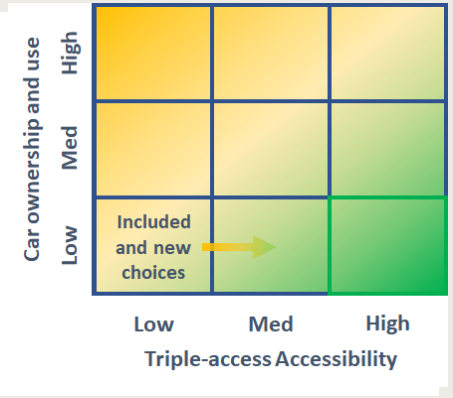
Policies for this area type would focus on helping people ***find new choices.***

Policy Theme Potential - Scoring

Changing land use to support urban living	1	No role in "within local control" scenario (no market interest in repurposing). Policies to regenerate/densify would not be supported by commercial drivers for investment.
Digital alternatives to reduce need to travel	3	Digital connectivity may open new channels to improve access to services for those with limited mobility but jobs in these areas are not appropriate for WFH models. The role in substituting access will be limited without demand management.
Walking and wheeling	3	Important role, improve accessibility to local amenities (where these exist). This will remain as important as today for local accessibility. Walking is the second most popular mode after car use.
Cycling and scooting	4	Strong role, improve accessibility to destinations further afield (including PT interchanges) helping those who can't drive. Diminishing role of fixed PT and lack of local amenities will make cycling and scooting good alternatives for some groups.
Delivering a fixed PT network	2	High liklihood of reduced services and limited potential to prevent with increasing car ownership and limited subsidy. High detrimental impacts on these places owing to low car ownership.
Dynamic PT network that responds to demand	4	Strong role, possibe to replace fixed routes deregistered by operators and enhance the number of destinations served. Where fixed PT services are less viable, introduction of DRT may help to preserve a level of accessibility. DRT may connect to more places but with reduced availability than fixed PT
Shared services: bike and scooter hire	3	Important role in providing new travel options to improve accessibility. Schemes could provide new travel options to low income households in low accessibility areas who cannot afford to buy their own vehicles.
Shared services: car clubs	2	Limited role. With prevalence of car related economic success, a rationale for car clubs might exist, but with overall low population densities and low incomes, car clubs are unlikely to be commercially sustainable and there is a limited pool of subsidy to support.
Electrified transport: EV charging	4	Strong role in "within local control" scenario, incl levelling-up access to EV charging. Although car ownership is low, it is seen as a key intervention. Low income populations may struggle to afford upgrading to EVs and will need support (possibly via public charging).
Managing demand: reallocating roadspace	3	Enables delivery of active travel measures. Walking, cycling and scooting would be key in this area.
Managing demand: parking controls	3	Need to be careful in areas with limited alternatives to avoid inequitable impacts, but measures could include on-street parking controls to keep highways clear to support road safety and assist the operation of fixed PT services.
Managing demand: pricing measures	1	No role in "within local control" scenario (equity impacts for people with limited travel choices).

1. Very minor
2. Minor
3. Moderate
4. High
5. Very High.

‘Isolated with Limited Choices’ – Bold Scenario



Overall, the focus in these places would require substantial efforts to enable changes to land use (enabling greater local amenities), breaking the impermeability of the urban form, and ensuring space is reallocated and access controlled to maintain safe spaces to walk, wheel, cycle and scoot.

With widespread demand management beyond these places, the attractiveness and value of these places may decline owing to their inaccessibility. Public investment and planning policies would be needed to avoid the creation of isolated and declining neighbourhoods. This would require changes in land use permissions and building stock to improve the local availability of services/amenities, and substantial efforts to reduce the impermeability of the urban form (involving the creation of links between nearby streets separated by barriers).

The decades of decline in public transport provision may begin to reverse. However, services are still likely to have limited penetration into impermeable urban layouts (and sending services around distributor roads is detrimental to the level of service). Careful planning will be required to improve walking/wheeling routes to local services and to keep any local roads served by buses free from obstruction (particularly on smaller roads where bus priority lanes are not possible). PT network and local WWCS network design may also help provide local links between previously isolated areas and rail/rapid transit and the core bus network.

As in the “within local control” scenario, providing segregated routes and creating quieter streets (using measures such as filtered permeability and speed limits) for cycling and scooting could keep vulnerable road users safe and improve access without a car. This would also help more people adopt cycling/scooting who might otherwise have lacked confidence to do so.

Demand for car clubs may be sufficient in these areas to support a degree of sustainable service. These could be provided in neighbourhood centres with other (new) amenities and (now more frequently served and better connected public transport stops). Overall need for public on-street charging would continue to be limited in residential areas but could be co-located with services such as car clubs in mobility hubs.

Localised demand management would compliment national action and measures in other places and as in the “within local control” scenario would include reallocation of space and restricted access to support safe walking, wheeling, cycling and scooting, alongside the management of kerbside parking to remove obstructions to sustainable travel. The significant application of pricing would be avoided owing to the lower relative accessibility and lower income of these places (with pricing being an inequitable measure here).

Policy Theme Potential - Scoring

Changing land use to support urban living	5	Markets and public policy would be aligned (with public investment), with a strong focus on regeneration of communities, densification to stimulate travel demand, intervention to improve permeability, and improved local amenities.
Digital alternatives to reduce need to travel	4	Strong role for digital channels in improving access to services. This scenario would require people to adapt their lives and digital channels could play a more significant role (particularly given the starting point of low accessibility)
Walking and wheeling	4	Transformed access to enhanced local amenities, supported by land use changes highlighted. Demand would increase due to wider policies to shift people's travel choices. Significant efforts to address impermeable layouts and severance.
Cycling and scooting	4	Supports local regeneration, would help to transform access to destinations further afield (including PT interchange). Upward pressure on demand due to wider policies to shift people's travel choices countered to an extend by improved PT.
Delivering a fixed PT network	5	Transformed PT network (relative to low starting base), attractive new connections to multiple destinations. Fixed PT would be strengthened through higher revenues/subsidy, supporting improved services, resulting in further increases in demand.
Dynamic PT network that responds to demand	3	Complementary role to fixed PT to create new journey opportunities. However, there would be less need for DRT because the fixed PT network would be in a much stronger position.
Shared services: bike and scooter hire	4	Strong role, complementing major improvements to cycling facilities.
Shared services: car clubs	3	Greater potential, particularly with greater subsidies available to support. Enabling people to access wider range of destinations. People would move away from private car ownership as wider policies make car ownership less attractive and alternatives more convenient.
Electrified transport: EV charging	3	Complementary role, but focused on supporting essential car travel. There would be reduced overall car usage and EV charging demand would reduce. There would also be less kerbspace available for vehicles.
Managing demand: reallocating roadspace	4	Enable transformation of active travel and PT networks with reliable services.
Managing demand: parking controls	4	Locks-in lower need for car use, support local regeneration and placemaking. Local parking measures would complement measures to support roadspace reallocation and manage demand.
Managing demand: pricing measures	2	Limited role, avoid creating equity impacts for those who need to drive. There could be a role for pricing through parking measures, but road pricing measures would be more likely to be successful if implemented nationally.

1. Very minor
2. Minor
3. Moderate
4. High
5. Very High.

‘Isolated with Limited Choices’ – Issues to Consider

The ‘isolated with limited choices’ assessment highlights that doing nothing could result in a further reduction in access (particularly for those without a car) as public transport services reduce due to falling demand. If we are to affect change in these locations operating in the “within local control” scenario with limited national policy intervention and lower levels of funding will require a targeted approach to public transport network design to ensure these locations are better connected to the core network. Demand responsive transport remains an important lifeline particularly for elderly people who do not own a car whilst cycling and scooting offers an important lifeline for younger residents if used as intended. It is only in the bold scenario where change can start to be realised through a greater focus on driving change through greater choice . This can be realised primarily through better integration between walking, cycling and public transport infrastructure so that provision meets demand and people have flexibility in their travel choices.

The table below details those policies which are no regrets in any future scenario and those which should be considered more carefully to truly affect change:

No Regrets	Think Carefully
Walking & Wheeling	Changing land use
Cycling & Scooting	Digital alternatives
Delivering a Dynamic PT Network	Delivering a fixed PT network
Shared Services – bike and scooter	Shared services – car clubs
Electrified transport – EV charging	
Managing Demand – Reallocating road space	
Managing Demand – parking controls	

Assessment – Policy Theme Focus

Having established the potential impact of each policy theme in each place type under the bold and “within local control” scenario the analysis has been developed further to present the policy themes which could be regarded as no regrets approaches under any future scenario. Conversely, a view has also been taken on those policy themes which should only be advanced in a bold scenario or should be considered carefully in a “within local control” scenario as they are likely to be most effective in a bold scenario with complementary policy/funding support. The table below provides a summary of the analysis for each place type with further detail provided in the subsequent slides for each policy theme. Please note grey boxes refer to those policy themes which are likely to have a limited role in the place type identified.

Policy themes	Car free (Access high & car use low)	Isolated & limited choices (Access low & car use low)	Can shift, won’t shift (Access high & car use high)	Car dependent (Access low & car use high)
Changing land use				
Digital alternatives				
Walking & wheeling				
Cycling & scooting				
Delivering a fixed PT network				
Delivering a dynamic PT network				
Shared services – bike and scooter				
Shared services – car clubs				
Electrified transport: EV charging				
Managing demand: reallocating road space				
Managing demand: parking controls				
Managing demand: pricing measures				

No regrets	
Most effective in bold	
Bold only	

Changing Land Use to Support Urban Living

	Access	Car use	"Within Local Control)			Bold			
Car free	High	Low	Sustaining decent choices	2	Limited scope to significantly change land use because densities are (mostly) already high compared to other areas and costs to regenerate are high (in comparison to developing elsewhere).	Car free (less captive, more choosing)	5	Markets and public policy are aligned to focus development in accessible places. Commercial interest owing to high accessibility.	Most effective in bold
Isolated with limited choices	Low	Low	Finding new choices	1	No role in "within local control" scenario (no market interest in repurposing). Policies to regenerate/densify would not be supported by commercial drivers for investment.	Included and new choices	5	Markets and public policy would be aligned (with public investment), with a strong focus on regeneration of communities, densification to stimulate travel demand, intervention to improve permeability, and improved local amenities.	Most effective in bold
Can shift but won't shift	High	High	Trying just a little harder	2	Limited role in "within local control" scenario. Policies would potentially conflict with commercial drivers for investment. There would be limited support or demand for more intensive land use policy, except perhaps around higher accessibility locations (such as rail / local	Can shift and will shift	5	Markets and public policy are aligned to focus development in accessible places. Transport policy would align with land use policy, especially densification to stimulate travel demand.	Most effective in bold
Car dependent	Low	High	Cars remain king	1	No role in "within local control" scenario (no market interest in repurposing). Policies would potentially conflict with commercial drivers for investment. There would be no support or demand for more intensive land use policy, and there'd be risks of further low density low	Choosing change	4	Markets and public policy are aligned, and there are opportunities to gently densify and improve local amenities. Wider policy measures will also encourage more local living.	Most effective in bold

1. Very minor
2. Minor
3. Moderate
4. High
5. Very High.

What are the implications?

Under the **"Within local control" scenario**, whilst policy might encourage sustainable development, the commercial drivers that dictate investment decisions would be misaligned. Problems would include limited pressure to regenerate and further intensify accessible places, and temptation to develop low density peripheral land uses to appeal to high mobility oriented consumers.

Under the **Bold scenario**, the legal, political and governance mechanisms could be better aligned to deliver transformational land use change across the West Midlands to intensify accessible places and deliver gentle densification in low density areas, with close alignment of transport and land use policies to support walking, cycling and public transport.

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

Think carefully
Attempts to force car free developments may backfire if not done in the right place; there are plenty examples of "car-free developments" that have ended up car dependent and/or littered with nuisance parking.

Connections with other policies:
"Within local control" scenario: no significant connections with other policies.
Bold scenario: very strong synergies with digital policies (local digital hubs), walking and cycling policies (to facilitate local trips), public transport (transit-oriented development), roadspace reallocation (to support placemaking), and parking and pricing policies.

Digital Alternatives to Reduce the Need to Travel

	Access	Car use	"Within Local Control"			Bold			
Car free	High	Low	Sustaining decent choices	2	Limited role, but in some cases could potentially complement other measures. High levels of access through mobility and limited suppression of demand will mean that digital connectivity plays a more limited role in substituting access.	Car free (less captive, more choosing)	3	Complementary role in further enhancing access to services. Plays a role in enabling substitution of access, but overall need remains limited owing to high phycial accessibility.	Most effective in bold
Isolated with limited choices	Low	Low	Finding new choices	3	Digital connectivity may open new channels to improve access to services for those with limited mobility but jobs in these areas are not appropriate for WFH models. The role in substituting access will be limited without demand management.	Included and new choices	4	Strong role for digital channels in improving access to services. This scenario would require people to adapt their lives and digital channels could play a more significant role (particularly given the starting point of low accessibility)	Most effective in bold
Can shift but won't shift	High	High	Trying just a little harder	2	Limited role. Those people who have digital access already make use of digital channels for WFH and shopping. There is limited pressure to drive further use.	Can shift and will shift	3	Complementary role in further enhancing access to services. There would be some suppression of demand for travel, so digital options would become popular for accessing more services and for increased WFH.	Most effective in bold
Car dependent	Low	High	Cars remain king	1	No practical role. Those people who have digital access already make use of digital channels for WFH and shopping. There is limited pressure to drive further use.	Choosing change	4	Strong role in improving access to services and reducing the need for travel. There would be some suppression of demand for travel, so digital options would support access to more services and for increased WFH.	Most effective in bold

1. Very minor
2. Minor
3. Moderate
4. High
5. Very High.

What are the implications?

Under the **"Within local control" scenario**, digital connectivity would play a more limited role in reducing travel overall through substitution of access, noting that technologies in the past that have in theory reduced the need to travel have freed up time for travel for other purposes or encouraged longer distance travel.

Digital access may be more important in areas of low access and mobility to support access to public services (e.g. virtual GP consultations), however, these are also areas where digital skills are likely to be low and therefore strengthening will be required.

Under the **Bold scenario**, there would be much greater drivers to deliver access to a range of amenities (inc public services and retail) and widespread adoption of working from home across the economy.

Efforts will be needed to ensure no one ends up being "left behind" with this shift with a focus on skills and affordability.

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

Think carefully
Digital alternatives can't be relied upon to reduce traffic; they improve accessibility.

Connections with other policies:
"Within local control" scenario: no significant connections with other policies.
Bold scenario: strong synergies with land use policy (to support digital service and working hubs, plus home deliveries from local retailers), car clubs (more flexible options for accessing car services for people who make fewer physical journeys), and pricing measures (to encourage people to access digital services and reduce the need to travel).

Walking and Wheeling

	Access	Car use	"Within Local Control"			Bold			
Car free	High	Low	Sustaining decent choices	4	Strong role as fundamental mode of travel. Enhance network to access local amenities. This is already a popular travel option so it is important to support and reinforce.	Car free (less captive, more choosing)	5	Critical role in further enhancing access to local amenities. Enhanced role compared to "within local control" scenario.	No regrets
Isolated with limited choices	Low	Low	Finding new choices	3	Important role, improve accessibility to local amenities (where these exist). This will remain as important as today for local accessibility. Walking is the second most popular mode after car use.	Included and new choices	4	Transformed access to enhanced local amenities, supported by land use changes highlighted. Demand would increase due to wider policies to shift people's travel choices. Significant efforts to address impermeable layouts and severance.	No regrets
Can shift but won't shift	High	High	Trying just a little harder	4	Strong role, enhance network to access local amenities.	Can shift and will shift	4	Further enhance access to local amenities, enable mode shift.	No regrets
Car dependent	Low	High	Cars remain king	1	Very limited role (few facilities within walking distance).	Choosing change	3	Improve access to improved local amenities - a lot of work in areas with no existing infrastructure.	Bold only

1. Very minor
2. Minor
3. Moderate
4. High
5. Very High.

What are the implications?

Under the **"Within local control" scenario**, there would be a strong focus on walking and wheeling in those areas that already benefit from high levels of accessibility, building on existing strengths, but also supporting those areas where car use is low and walking/wheeling remains a more critical form of travel. These policies would also be used to improve access to local amenities in more deprived areas to help combat the impacts of a declining PT system.
Efforts may primarily focus on decluttering pavements (including from parking), ensuring safe crossing points, limiting traffic in some places and some efforts to make impermeable street layouts more permeable (although the case for the latter may suffer from land costs)

Under the **Bold scenario**, there would be a strong focus on walking and wheeling across all areas, with particular synergies with land use changes that will improve provision of local amenities.

Efforts to break impermeable street layouts would need to increase as more people walk and wheel, and significant changes may be required in more rural settings where we may be starting from a position of no dedicated infrastructure.

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

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

Connections with other policies:
"Within local control" scenario: strong connections with cycling and scooting, and bike & scooter hire, with roadspace reallocation to create the conditions on the road network to enable behaviour change. There will also be consideration of the needs of walking & wheeling in planning of on-street EV infrastructure (including adequate footway widths at EV chargepoints).
Bold scenario: strong synergies with almost all policy themes to bring walking and wheeling to the heart of transport policy, including land use (localisation of shops and services), all aspects of active travel, PT (access to stops), roadspace reallocation, and demand management.

Cycling and Scooting

	Access	Car use	"Within Local Control"			Bold			
Car free	High	Low	Sustaining decent choices	4	Strong role opening new opportunities for non-car access. Enhance network to access facilities further afield and to speed up access to local facilities.	Car free (less captive, more choosing)	5	Critical role in further enhancing access to facilities further afield. Enhanced role compared to "within local control" scenario.	No regrets
Isolated with limited choices	Low	Low	Finding new choices	4	Strong role, improve accessibility to destinations further afield (including PT interchanges) helping those who can't drive. Diminishing role of fixed PT and lack of local amenities will make cycling and scooting good alternatives for some groups.	Included and new choices	4	Supports local regeneration, would help to transform access to destinations further afield (including PT interchange). Upward pressure on demand due to wider policies to shift people's travel choices countered to an extend by improved PT.	No regrets
Can shift but won't shift	High	High	Trying just a little harder	4	Strong role, enhance network to access facilities further afield helping those who can't drive. Diminishing role of fixed PT would make cycling and scooting good alternatives for some groups.	Can shift and will shift	4	Further enhance access to destinations further afield and key centres/interchanges, enable mode shift.	No regrets
Car dependent	Low	High	Cars remain king	3	Modest role (improve access to destinations within cycling distance). Diminishing role of fixed PT would make cycling and scooting good alternatives for some groups.	Choosing change	4	Strong role, improve access to destinations further afield and to key PT interchanges.	No regrets

1. Very minor
2. Minor
3. Moderate
4. High
5. Very High.

What are the implications?

Under the **"Within local control" scenario**, there would be a strong focus on cycling and scooting in those areas that already benefit from high levels of accessibility, building on existing strengths. These policies would also be used to improve access to local amenities where access is poor, particularly in the context of a declining PT network. These modes will become more critical for those who can't drive.

Although younger people are likely to be more inclined to make use of this, it's important to deliver an inclusive cycle/scoot agenda (infrastructure that helps those with mobility scooters/adapted cycles etc) esp. in areas of low car use and worsening PT.

Under the **Bold scenario**, there would be a stronger focus on cycling and scooting across all areas, with particular synergies with land use policies to improve provision of local amenities.

The variety of people who would need to cycle/scoot may increase as alternative modes to the car become more mainstream – again, an inclusive cycle/scoot agenda is critical.

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

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

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

We should get infrastructure right the first time. We need to build aspirationally even in the "within local control" scenario..

Connections with other policies:
"Within local control" scenario: strong connections with walking & wheeling, and bike & scooter hire, with roadspace reallocation to create the conditions on the road network to enable the required behaviour change.
Bold scenario: strong synergies with most policy themes, including land use (localisation of shops and services), all aspects of active travel, PT (access to stops and system integration), roadspace reallocation, and demand management, all based on Decide & Provide principles.

Fixed Public Transport

	Access	Car use	"Within Local Control"			Bold			
Car free	High	Low	Sustaining decent choices	3	Sustain existing strengths in PT system. This is already a popular option so it is important to support and reinforce. Support improvements to reliability.	Car free (less captive, more choosing)	4	Strong role for PT in providing fast, frequent access to multiple destinations with strengthened demand. Pinchpoints to be addressed and possibility to upgrade to more expensive PT modes as commercial case improves.	No regrets
Isolated with limited choices	Low	Low	Finding new choices	2	High liklihood of reduced services and limited potential to prevent with increasing car ownership and limited subsidy. High detrimental impacts on these places owing to low car ownership.	Included and new choices	5	Transformed PT network (relative to low starting base), attractive new connections to multiple destinations. Fixed PT would be strengthened through higher revenues/subsidy, supporting improved services, resulting in further increases in demand.	Bold only
Can shift but won't shift	High	High	Trying just a little harder	2	High liklihood of reduced services. Limited potential to prevent with increasing car ownership and limited subsidy. Detrimental impacts limited by good starting point (high access) and high car ownership.	Can shift and will shift	3	Enhanced frequencies and connectivity as previous car owners shift resulting in more revenues.	Bold only
Car dependent	Low	High	Cars remain king	1	Overall likely to face greatest challenge of viability out of all places, but high car ownership limits impacts on many in communities. Limited potential to prevent with increasing car ownership and limited subsidy.	Choosing change	3	Despite some land use changes, fixed PT demand will be lower than elsewhere, which could constrain viability. However, services could be cross-subsidised by areas with higher levels of use or through public subsidy.	Bold only

1. Very minor
2. Minor
3. Moderate
4. High
5. Very High.

What are the implications?

Under the **"Within local control" scenario**, public transport will suffer from reduced demands reducing commercial viability of services, resulting in service reductions. The core network (through high access places) is likely to be most resilient but in suburbs and the peripheral areas (low access places) service could become even poorer and withdraw altogether in some places. Limited subsidies might be focussed in these at risk places where car use is low, but might be better focussed on other policy solutions (such as demand responsive PT). In spite of this grim outlook, there will be an important role for bus priority measures to maintain service reliability, and the case for this is likely to be stronger in higher access areas on key corridors and through centres (ie. supporting the core network).

Under the **Bold scenario**, increased demands for services from reduced car ownership and use bolsters revenues and the commercial case for services. This naturally leads to improved levels of service across the West Midlands. The greater availability of subsidy coupled with profits from thriving services offers the potential to strengthen services further in lower access areas.

In high access places, the high demand for services may need to be enabled by unblocking capacity pinchpoints on busy roads and railways and at interchanges. Some highway routes may be upgraded to light rail. The case for new rail stations (and services) providing faster connections across the region may also improve.

No regrets
Bus priority measures on the core network may be important in both scenarios.

Think carefully
Delivering significant rail and light rail improvements may be unsustainable in the "within local control" scenario, and may represent a substantial opportunity cost where other policies can better support access.

Connections with other policies:
"Within local control" scenario: relationship with dynamic PT (especially in the context of use of subsidy in a declining PT network and redesign of core and non-core services) and roadspace reallocation on core parts of the network. Otherwise limited significant connections with other policies.
Bold scenario: strong synergies with changing land use (transit-oriented development), walking and wheeling (start/end of journeys), reallocating roadspace (prioritising roadspace to deliver reliable journeys), and parking and pricing measures (to incentivise modal shift and support modal hierarchy), based on Decide & Provide principles.

Dynamic Public Transport that Responds to Demand

	Access	Car use	"Within Local Control"			Bold			
Car free	High	Low	Sustaining decent choices	1	The fixed PT network is strong and sustainable and there is limited scope for general DRT (beyond existing taxi/PHV and Ring and Ride.)	Car free (less captive, more choosing)	2	Limited role, expectation that fixed PT would instead meet needs, but some increased need for those who struggle to use other alternatives to the car.	No/limited role
Isolated with limited choices	Low	Low	Finding new choices	4	Strong role, possibe to replace fixed routes deregistered by operators and enhance the number of destinations served. Where fixed PT services are less viable, introduction of DRT may help to preserve a level of accessibility. DRT may connect to more places but with	Included and new choices	3	Complementary role to fixed PT to create new journey opportunities. However, there would be less need for DRT because the fixed PT network would be in a much stronger position.	No regrets
Can shift but won't shift	High	High	Trying just a little harder	1	Very limited role in these areas, owing to high access and high car use; unlikely to be needed or attract users.	Can shift and will shift	3	Complementary role to fixed PT to further enhance connectivity. In more peripheral areas there would be a greater need for dynamic PT to feed into the fixed network and provide a greater range of destinations served.	Bold only
Car dependent	Low	High	Cars remain king	3	Modest role, potentially replace fixed PT, dependent on local context.	Choosing change	4	Likely to play key role in supporting future PT connectivity needs. To be fully integrated with fixed PT network.	No regrets

1. Very minor
2. Minor
3. Moderate
4. High
5. Very High.

What are the implications?

Under the **"Within local control" scenario**, there will be an important role for Dynamic PT in places where the fixed PT network faces viability challenges and offers very limited connectivity. This will focus on places where accessibility is poor and it is difficult to deliver viable fixed PT services.

Under the **Bold scenario**, there will be an enhanced role for Dynamic PT, which will complement a transformed Fixed PT system. Dynamic PT will focus on reaching places difficult to serve by Fixed PT, particularly places with poor accessibility and high car use, including the urban edges and rural areas.

No regrets
The role of and case for DRT in providing connectivity where accessibility is poor (and deteriorating) should be explored and the need for alternatives for those who struggle to use other alternatives to the car will continue.

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

Connections with other policies:
"Within local control" scenario: relationship with fixed PT (taking a greater role in the context of a declining fixed PT system), potential integration with bike / scooter hire schemes (to create new accessibility options).
Bold scenario: strong synergies with fixed PT, walking & wheeling (local access to pick-up points), some synergies with demand management measures (to encourage shift where this is possible).

Shared Services: Bike and Scooter Hire

	Access	Car use	"Within Local Control"			Bold			
Car free	High	Low	Sustaining decent choices	3	New options to complement good active travel accessibility, particularly useful in city/town centres and around key public transport interchanges where visitors may use them, and/or in lower income areas where people can't afford to buy.	Car free (less captive, more choosing)	5	Even more critical role in further enhancing access to a wide range of destinations, particularly with more visitors to these places arriving by non-car means.	No regrets
Isolated with limited choices	Low	Low	Finding new choices	3	Important role in providing new travel options to improve accessibility. Schemes could provide new travel options to low income households in low accessibility areas who cannot afford to buy their own vehicles.	Included and new choices	4	Strong role, complementing major improvements to cycling facilities.	No regrets
Can shift but won't shift	High	High	Trying just a little harder	2	Could complement good active travel accessibility and help with the diminishing role of fixed PT services, but communities are likely to afford personal vehicles.	Can shift and will shift	4	Strong role, complementing major improvements to cycling facilities, and arrivals by public transport.	Bold only
Car dependent	Low	High	Cars remain king	1	Very limited role (unlikely to be sufficient market demand). There would be an absence of wider policy measures to help stimulate demand.	Choosing change	3	Low population density will constrain feasibility in many areas. However, reduced car ownership and use could support the case for hire schemes at local hubs.	Bold only

1. Very minor
2. Minor
3. Moderate
4. High
5. Very High.

What are the implications?

Under the **"Within local control" scenario**, there would be a focus on bike and scooter hire schemes to help combat the impacts of a declining PT network particularly in low income areas, and to create new travel choices to access local destinations (particularly through the use of shared bikes/scooters for last mile travel by those travelling to places by public transport).

Under the **Bold scenario**, bike and scooter hire schemes would remain useful as in the "within local control" scenario, albeit with higher demands from people switching from car use. This would be an attractive option across most of the West Midlands, including areas on the urban fringes and potentially for local accessibility around villages in the rural areas.

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

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

Connections with other policies:
"Within local control" scenario: relationships with walking & wheeling (local access to bike & scooter hubs), cycling & scooting (investment to make journeys safer and more attractive), and roadspace reallocation (to support wider active travel investment).
Bold scenario: strong synergies with walking & wheeling, cycling & scooting, land use (localisation of shops and services), car clubs (micromobility complementing, not competing), roadspace reallocation (to support wider active travel transformation), and demand management (to incentivise making the right travel choices).

Shared Services: Car Clubs

1. Very minor
2. Minor
3. Moderate
4. High
5. Very High.

	Access	Car use	"Within Local Control"			Bold			
Car free	High	Low	Sustaining decent choices	2	Limited role. In some denser urban areas there may be sufficient demand for car clubs and bays might be created. But with high overall accessibility anyway and low car use, significant use of resource would be disproportionate to level of prioirty. Commercial demand	Car free (less captive, more choosing)	2	Limited role, due to very limited future need to access cars in these areas and lower license uptake.	**No/limited role**
Isolated with limited choices	Low	Low	Finding new choices	2	Limited role. With prevalence of car related economic success, a rationale for car clubs might exist, but with overall low population densities and low incomes, car clubs are unlikely to be commercially sustainable and there is a limited pool of subsidy to support.	Included and new choices	3	Greater potential, particularly with greater subsidies available to support. Enabling people to access wider range of destinations. People would move away from private car ownership as wider policies make car ownership less attractive and alternatives more	**Bold only**
Can shift but won't shift	High	High	Trying just a little harder	2	Limited role. With car ownership rates and affluence generally high here and the affordability of motoring improving in this scenario, interest in car clubs is likely to be low.	Can shift and will shift	3	Supportive in enabling people to access wider range of destinations. Large numbers of people have driving licences, but wider policies would make car ownership less attractive. Mobility needs met through active travel and PT, with car clubs for more complex needs.	**Bold only**
Car dependent	Low	High	Cars remain king	1	Limited, unlikely to be market demand where car ownership is high and population desnsities are low. There would be an absence of wider policy measures to help stimulate demand.	Choosing change	2	Potential complementary role to reduce need for EV ownership. Large numbers of people in these areas have driving licences, but wider policies would make car ownership less attractive. The struggle will be low population desitiies - car clubs could be located in some	**No/limited role**

What are the implications?

Under the **"Within local control" scenario**, car clubs would have a very limited role in transport policy. A particular challenge is the lack of commercial demand for services and lack of available subsidy.

The commercial case may be stronger in more affluent, dense, high accessibility locations (e.g. dense Victorian suburbs and city centres), but the strategic need and priority is limited.

Under the **Bold scenario**, car clubs would have a more prevalent role. This would be supported by greater quantities of subsidy available (but car clubs are unlikely to be a very high priority for using these subsidies).

These could be as an option when people need to make more complex journeys that would be more difficult to make by public transport. These would tend to focus on areas with lower accessibility and where there are higher numbers of car users making more complex journeys.

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

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

Connections with other policies:
"Within local control" scenario: this policy would tend to be introduced in isolation, with very little relationship with other policies.
Bold scenario: synergies with bike & scooter hire (schemes designed to complement, not compete), walking & wheeling (local access to car club hubs), digital alternatives (car clubs catering for people making fewer physical journeys, reducing the need for car ownership), land use (higher density development, supporting mobility stations & car club hubs), reallocation of roadspace and parking (space set aside for shared cars), and pricing policy (supporting shift to use of 'Cars as a Service').

Electrified Transport: EV Charging

	Access	Car use	"Within Local Control"			Bold			
Car free	High	Low	Sustaining decent choices	4	Although car ownership is low in these places, off-street parking is more limited and so public intervention to provide charging is more essential	Car free (less captive, more choosing)	3	Complementary role, but focused on supporting essential car travel. Reduced level of public infrastrcuture required compared to "within local control" scenario.	No regrets (but less focus in Bold)
Isolated with limited choices	Low	Low	Finding new choices	4	Strong role in "within local control" scenario, incl levelling-up access to EV charging. Although car ownership is low, it is seen as a key intervention. Low income populations may struggle to afford upgrading to EVs and will need support (possibly via public charging).	Included and new choices	3	Complementary role, but focused on supporting essential car travel. There would be reduced overall car usage and EV charging demand would reduce. There would also be less kerbspace available for vehicles.	No regrets (but less focus in Bold)
Can shift but won't shift	High	High	Trying just a little harder	3	Very strong demand for EV charging in these areas, but with greater potential to resolve without local public interventions (with possible exception in some local centres)	Can shift and will shift	3	Very strong demand for EV charging in these areas, but with greater potential to resolve without local public interventions (with possible exception in some local centres)	No regrets (but limited public infrastructure needed)
Car dependent	Low	High	Cars remain king	3	Very strong demand for EV charging in these areas, but with greater potential to resolve without local public interventions (with possible exception in some local centres)	Choosing change	3	Very strong demand for EV charging in these areas, but with greater potential to resolve without local public interventions (with possible exception in some local centres)	No regrets (but limited public infrastructure needed)

1. Very minor
2. Minor
3. Moderate
4. High
5. Very High.

What are the implications?

Under the **"Within local control" scenario**, there would be a strong focus on rapid roll-out of EV charging, to enable rapid transition of the vehicle fleet, particularly in places with limited potential for private sector to address needs (ie. where there is limited space or where there are affordability barriers).

Under the **Bold scenario**, EV charging would still play an important role as a key tool in decarbonising the transport system, but with overall reductions in car ownership and use, the level of infrastructure required would be less.

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

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

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

Connections with other policies:
"Within local control" scenario: this policy would be introduced largely in isolation, with limited consideration of system effects. There would be consideration of the impacts of on-street chargepoints on walking & wheeling, and potential implications for on-street parking.
Bold scenario: planned in context of transformation of the transport system, based on 'Decide & Provide' principles for car use across the West Midlands. Strong synergy with pricing policies (designed to manage costs of travel by EVs), parking policies, and relationships with car club provision (less focus on general EV charging where car clubs are located).

Managing Demand: Reallocating Roadspace and Prioritising Access

1. Very minor
2. Minor
3. Moderate
4. High
5. Very High.

	Access	Car use	"Within Local Control"			Bold			
Car free	High	Low	Sustaining decent choices	4	Very important role in enabling WWCS and PT priority. Overlaps with on-street parking controls to improve road safety and support fixed PT.	Car free (less captive, more choosing)	5	Critical role in enabling transformation of active travel and PT connectivity.	No regrets
Isolated with limited choices	Low	Low	Finding new choices	3	Enables delivery of active travel measures. Walking, cycling and scooting would be key in this area.	Included and new choices	4	Enable transformation of active travel and PT networks with reliable services.	No regrets
Can shift but won't shift	High	High	Trying just a little harder	4	Important in enabling active travel (and PT priority if required, particularly on key corridors).	Can shift and will shift	4	Enable major improvements to active travel and PT networks. This would stronger, more viable fixed PT and active travel choices.	No regrets
Car dependent	Low	High	Cars remain king	3	Enables delivery of cycling measures, targeted to areas of greatest need. Important in improving safety and convenience of cycling.	Choosing change	3	Enable roadspace reallocation and manage speeds for active travel, focused on where needed. Important in improving safety and convenience of cycling.	No regrets

What are the implications?

Under the **"Within local control" scenario**, reallocation of roadspace would support the active travel agenda, with increased bus priority to maintain the viability of the core bus network. However, it is likely that there would be significant delivery challenges in some areas, particularly where there is any loss of on-street parking or potential for increased traffic delays.

Under the **Bold scenario**, roadspace would be transformed, based on Decide & Provide principles, with reduced need for space for cars resulting from high levels of mode shift to active and shared travel.

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

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

Connections with other policies:
"Within local control" scenario: relationships with walking & wheeling and cycling & scooting (to support active travel agenda), fixed PT (bus priority along core bus network), and on-street parking (potentially removed to support delivery of active travel and PT schemes).
Bold scenario: strong synergies with walking & wheeling, cycling & scooting and fixed PT, with roadspace allocated on Decide & Provide principles. Strong integration with land use, with strong application of place principles in regenerated local centres. Strong integration with parking and pricing policies, founded on Decided & Provide principles.

Managing Demand: Parking Controls

	Access	Car use	"Within Local Control"			Bold			
Car free	High	Low	Sustaining decent choices	4	Strong role in areas with good travel choices. To include on- and off-street parking controls to manage demand for car travel from other areas.	Car free (less captive, more choosing)	4	Responds to and locks-in lower need for car use, enables land/space repurposing.	No regrets
Isolated with limited choices	Low	Low	Finding new choices	3	Need to be careful in areas with limited alternatives to avoid inequitable impacts, but measures could include on-street parking controls to keep highways clear to support road safety and assist the operation of fixed PT services.	Included and new choices	4	Locks-in lower need for car use, support local regeneration and placemaking. Local parking measures would complement measures to support roadspace reallocation and manage demand.	No regrets
Can shift but won't shift	High	High	Trying just a little harder	2	Limited role in "within local control" scenario. Measures could include on-street parking controls in/through centres to support road safety and assist the operation of fixed PT services.	Can shift and will shift	4	Support modal shift, reduce need for car use, unlock local development. Local parking measures would complement measures to support roadspace reallocation and manage demand.	Bold only
Car dependent	Low	High	Cars remain king	2	Limited role in areas with limited travel choices (high car dependence) Measures could include on-street parking controls in/through centres to support road safety and network management and efficiency.	Choosing change	3	Complementary, enable local development, support modal shift where feasible. Local parking measures would complement measures to support road safety and network management.	Bold only

1. Very minor
2. Minor
3. Moderate
4. High
5. Very High.

What are the implications?

Under the **"Within local control" scenario**, parking constraint (ie. reducing supply) would be focused on areas with good travel choices, e.g. town centres.

However, wider controls of on-street restrictions (either preventing stopping or restricting who can park) could be explored in other areas, generally focusing on keeping infrastructure unobstructed for road safety and network management.

Under the **Bold scenario**, parking policy would play a key role in supporting the shift to a more sustainable transport system. Parking supply would be informed by Decide & Provide principles, with priority given to people who are dependent on cars for their day-to-day needs (e.g. people with disabilities).

In this scenario, the constraint of parking supply would be more substantial across the region.

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

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

Connections with other policies:
"Within local control" scenario: very limited relationships with other policies, limited to management of roadspace (treatment of on-street parking and network management) and on-street and off-street EV charging.
Bold scenario: strong synergies with many other policies, including changing land use (regenerated local centres focusing on access by multiple modes, not just car parking), reallocating roadspace, which enables walking & wheeling (tackling pavement parking, creating more space for play) and cycling & scooting, and pricing measures (cost of parking integrated into overall transport pricing system).

Managing Demand: Pricing Measures

	Access	Car use	"Within Local Control"			Bold			
Car free	High	Low	Sustaining decent choices	2	Limited role in "within local control" scenario. Pricing measures need to be linked to parking controls to manage demand for car travel from other areas.	Car free (less captive, more choosing)	4	Encourages alternatives to car use, creates revenue to reinvest in alternatives. "Just" where alternative accessibility is strong. Strong local levers.	**Bold only**
Isolated with limited choices	Low	Low	Finding new choices	1	No role in "within local control" scenario (equity impacts for people with limited travel choices).	Included and new choices	2	Limited role, avoid creating equity impacts for those who need to drive. There could be a role for pricing through parking measures, but road pricing measures would be more likely to be successful if implemented nationally.	**No/limited role**
Can shift but won't shift	High	High	Trying just a little harder	2	Limited role in "within local control" scenario.	Can shift and will shift	3	Support modal shift, creates revenue to invest in alternatives. This would help to manage overall demand for car use and help shift decisions about car ownership. Local application mainly in town centres with main levers being national policy.	**Bold only**
Car dependent	Low	High	Cars remain king	1	No role in "within local control" scenario (very limited alternatives to driving).	Choosing change	3	Limited suitable local levers but national pricing would need to influence. Some pricing would be necessary as part of the wider policy measures to manage overall demand for car use.	**Bold only**

1. Very minor
2. Minor
3. Moderate
4. High
5. Very High.

What are the implications?

Under the **"Within local control" scenario**, there would be very limited opportunity to influence transport policy through pricing measures.

Strong localised pricing measures when wider support for demand management and subsidies is lacking (within and beyond our borders) is likely to create inequitable and distributional negative impacts - discouraging people from accessing places and marginalising particular groups.

There may be some measures that are suitable in town and city centres but the level should be carefully set to avoid impacts as described above.

Under the **Bold scenario**, there would be a system-wide approach to transport pricing, set within a national Road User Charging system, with the ability to flex charges in the West Midlands to support the region's policy goals based on Decide & Provide principles.

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

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

Connections with other policies:
"Within local control" scenario: modest relationship with parking policy, otherwise no relationships with any other policies.
Bold scenario: strong relationships with other policy measures, with pricing helping to influence travel behaviour informed by Decide & Provide approach to system planning. Pricing influences travel choices across the transport system. Localisation of services, active travel and shared transport provide highly attractive alternatives to driving. Revenue generated from the pricing system helps deliver continual improvement to the whole transport system, including car users.

No-regrets Actions and Policy Interactions

The previous section has provided a detailed analysis of the impact of each policy theme in both the “within local control” and bold scenario. This has helped to determine which policy themes are likely to viably have the most impact on each place type. More importantly, it has documented which elements form no regrets policies under any scenario. This provides confidence to policy makers that interventions such as walking & wheeling, cycling & scooting, electrified transport, reallocating road space and bus priority on core corridors are policy measures which should be developed under any given future scenario. This helps to strengthen the case for the approach currently being promoted through the delivery of the City Region Sustainable Transport Settlement (CRSTS) programme as the no regrets policies show strong synergies with the CRSTS programme.

The next section summarises these outputs further by highlighting the link between no regrets policies, place types and the potential policy implications for each theme. It is also valuable to highlight the dependencies between each policy themes in both the bold and “within local control” scenarios. This analysis highlights that there are less dependencies in the “within local control” scenario as the level of impact is lower due to the limited systemic change marginal policy change has on the transport system, wider access, and behaviours. Conversely, a bold scenario leads to greater dependency across the policy themes as the interdependency between measures such as fixed PT and Demand Management is stronger due to the behaviour change resulting from priced demand management which leads to greater demand (and the need and resources for investment) into public transport alternatives.

This analysis can help support Area Strategy development as local authorities can quickly see where complimentary policy measures need to be developed in tandem, what can be delivered in isolation or where further thought is required on the tactics necessary to change the policy context within which policy themes are developed.

No Regrets Analysis

This table summarises the No Regrets analyses for the different policy themes and how these would apply **across the different policy themes.**

Access	High	Low	High	Low
Car use	Low	Low	High	High
Changing land use to support urban living	Most effective in bold	Most effective in bold	Most effective in bold	Most effective in bold
Digital alternatives to reduce need to travel	Most effective in bold	Most effective in bold	Most effective in bold	Most effective in bold
Walking and wheeling	No regrets	No regrets	No regrets	Bold only
Cycling and scooting	No regrets	No regrets	No regrets	No regrets
Delivering a fixed PT network	No regrets	Bold only	Bold only	Bold only
Dynamic PT network that responds to demand	No/limited role	No regrets	Bold only	No regrets
Shared services: bike and scooter hire	No regrets	No regrets	Bold only	Bold only
Shared services: car clubs	No/limited role	Bold only	Bold only	No/limited role
Electrified transport: EV charging	No regrets (but less focus in Bold)	No regrets (but less focus in Bold)	No regrets (but limited public	No regrets (but limited
Managing demand: reallocating roadspace	No regrets	No regrets	No regrets	No regrets
Managing demand: parking controls	No regrets	No regrets	Bold only	Bold only
Managing demand: pricing measures	Bold only	No/limited role	Bold only	Bold only

No regrets – theme scored 3+ in both bold and "within local control" scenario

Bold only – theme only scored 3+ in bold

Most effective in bold – despite only scoring 3 in bold, considered there'd be little opportunity cost from supporting in bold and "within local control" scenarios

The table shows that there are only a few transport policy themes that generally performed well across both scenarios and most areas:

Whilst the potential for positive impacts for policies to change **land use** and support **digital alternatives** to reduce travel demand and improve accessibility was judged to be much lower in the "within local control" scenario. However, it was not considered that there were substantial risks/opportunity costs from supporting such policies in a "within local control" scenario.

The potential for positive impact across **walking and wheeling**, and **cycling and scooting** was judged to be high across scenarios and places. This was tied to the high potential for positive impact assigned to **reallocating roadspace** across areas and scenarios.

The potential for positive impact through supporting **ZEV infrastructure** was also seen as high across all areas and scenarios, although with a reduced need for infrastructure in the bold and less need for public infrastructure outside of denser areas without off-street parking.

The potential for **fixed and dynamic public transport** and **shared services** was more mixed across scenarios and places owing mainly to the challenges of the commercial sustainability of such services.

The potential for **parking controls** and **pricing measures** was also mixed, and this was primarily owing to the risk of inequitable and/or distributional impacts.

No Regrets Analysis (2)

This table summarises the No Regrets analyses for the different policy themes and how these would apply **in the different place types.**

Access	High	Low	High	Low
Car use	Low	Low	High	High
Changing land use to support urban living	Most effective in bold	Most effective in bold	Most effective in bold	Most effective in bold
Digital alternatives to reduce need to travel	Most effective in bold	Most effective in bold	Most effective in bold	Most effective in bold
Walking and wheeling	No regrets	No regrets	No regrets	Bold only
Cycling and scooting	No regrets	No regrets	No regrets	No regrets
Delivering a fixed PT network	No regrets	Bold only	Bold only	Bold only
Dynamic PT network that responds to demand	No/limited role	No regrets	Bold only	No regrets
Shared services: bike and scooter hire	No regrets	No regrets	Bold only	Bold only
Shared services: car clubs	No/limited role	Bold only	Bold only	No/limited role
Electrified transport: EV charging	No regrets (but less focus in Bold	No regrets (but less focus in Bold	No regrets (but limited public	No regrets (but limited
Managing demand: reallocating roadspace	No regrets	No regrets	No regrets	No regrets
Managing demand: parking controls	No regrets	No regrets	Bold only	Bold only
Managing demand: pricing measures	Bold only	No/limited role	Bold only	Bold only

Analysis also shows that the area types with the greater extent of potential across policy themes are those areas with already (relatively) low car use.

In particular, in the "within local control" scenario there are greater limitations on the potential to deliver positive impact in areas with high car use and this means that non-car drivers in these places risk becoming further marginalised.

The potential to deliver positive impacts is fundamentally reduced in a "within local control" scenario as compared to a bold scenario and the extent of local intervention may therefore be more limited.

“Within local control” Scenario: Matrix of Synergies

The table below identifies potential strengths of relationships between policy themes under the “within local control” scenario. These interdependencies are informed by the policy theme assessment undertaken previously to determine potential synergies under the “within local control” scenario.

Combinations of policy themes	Changing land use to support urban living	Digital alternatives to reduce need to travel	Walking and wheeling	Cycling and scooting	Delivering a fixed PT network	Dynamic PT network that responds to demand	Shared services: bike and scooter hire	Shared services: car clubs	Electrified transport: EV charging	Managing demand: reallocating roadspace	Managing demand: parking controls	Managing demand: pricing measures
Changing land use to support urban	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship
Digital alternatives to reduce need to	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship
Walking and wheeling	Strong	Slight	Slight	Moderate	No relationship	Moderate	Moderate-strong	No relationship	No relationship	No relationship	No relationship	No relationship
Cycling and scooting	Slight	No relationship	Moderate	No relationship	No relationship	No relationship	Moderate-strong	No relationship	No relationship	No relationship	No relationship	No relationship
Delivering a fixed PT network	Moderate-strong	Moderate	No relationship	No relationship	No relationship	No relationship	Moderate-strong	Slight	No relationship	No relationship	No relationship	No relationship
Dynamic PT network that responds to	Slight-moderate	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship
Shared services: bike and scooter	Slight	No relationship	Slight-moderate	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship
Shared services: car clubs	Slight	No relationship	No relationship	Slight	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship
Electrified transport: EV charging	Slight	No relationship	Slight-moderate	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship
Managing demand: reallocating	Slight-moderate	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship
Managing demand: parking controls	No relationship	No relationship	No relationship	No relationship	Slight	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship
Managing demand: pricing measures	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship	No relationship

There are very limited synergies between different policy themes under the “within local control” scenario.

Most policy themes would tend to operate in isolation, with very limited synergistic benefits. These would be limited to:

- Walking & wheeling, cycling & scooting, and bike & scooter hire
- Fixed PT and dynamic PT (working in combination under an overall scenario of managed decline)
- WWCS, fixed PT and reallocation of roadspace (with reallocation of roadspace supporting ambitions for WWCS, and limiting the level of overall decline in fixed PT).

This highlights that in the “within local control” scenario, we are unlikely to see systemic change in the transport system, wider access, and behaviours.

This scenario is less disruptive and complex to manage but the impacts are likely to be much more limited.

This reinforces our earlier assessment that in this scenario we are doing the best we can for those who are unable to drive against a backdrop of declining levels of services such as public transport.

Bold Scenario: Matrix Of Synergies

The table below identifies potential strengths of relationships between policy themes under the Bold scenario. These interdependencies are informed by the policy theme assessment undertaken previously to determine potential synergies under the bold scenario.

Combinations of policy themes	Changing land use to support urban living	Digital alternatives to reduce need to travel	Walking and wheeling	Cycling and scooting	Delivering a fixed PT network	Dynamic PT network that responds to demand	Shared services: bike and scooter hire	Shared services: car clubs	Electrified transport: EV charging	Managing demand: reallocating roadspace	Managing demand: parking controls	Managing demand: pricing measures
Changing land use to support urban	Moderate - strong	Strong	Strong	Strong	Moderate-strong	Moderate-strong	Moderate-strong	Moderate	Strong	Strong	Strong	
Digital alternatives to reduce need to	Slight	Slight	Slight	Moderate	Moderate	Moderate-strong	Moderate	Slight	Slight	Strong		
Walking and wheeling	Strong	Strong	Strong	Strong	Moderate-strong	Moderate	Strong	Strong	Moderate			
Cycling and scooting	Moderate	Moderate	Strong	Moderate	Slight	Strong	Moderate-strong	Moderate				
Delivering a fixed PT network	Strong	Moderate	Moderate	Slight	Strong	Strong	Strong					
Dynamic PT network that responds to	Slight-moderate	Slight	No relationship	Slight	Slight	Moderate						
Shared services: bike and scooter	Moderate-strong	Slight	Moderate-strong	Moderate	Moderate							
Shared services: car clubs	Moderate	Moderate	Moderate-strong	Strong								
Electrified transport: EV charging	Moderate	Moderate	Strong									
Managing demand: reallocating	Strong	Strong										
Managing demand: parking controls	Strong											
Managing demand: pricing measures												

There is a completely different pattern of relationships under the Bold scenario.

There would be strong synergies between many of the different policy themes, which would work together to support transformational systemic change, all based on Decide & Provide principles to inform system planning.

This could mean that there are more risks in delivering policies (because of multiple interdependencies), but the impacts are likely to be much more transformational.

This reinforces our earlier assessment that in this scenario we are rapidly restructuring our transport system to accommodate behavioural shifts away from car use.

Section 5: Public Support

Section Overview

Technical assessment of the viability and impact potential of policy interventions are important but not sufficient to develop and implement plans. It is of course critical to understand citizens' own stated interests and desires.

There are challenges, however, where these two types of assessment do not align - where the public desire policies that are likely to be of limited impact or that are unviable given our constraints, or where the public rejects viable policies that could deliver substantial benefit.

The only way to resolve these challenges is through public engagement (including co-development) and leadership.

In this section we present an assessment of our understanding of public support for progress under our policy themes and an assessment of where this aligns or doesn't align with the technical assessment presented in Section 3: Places.

The West Midlands is made up of a range of different people who have different motivations and attitudes towards travel.

To simplify our assessment of public support, we have used TfWM's own population segmentation work, which has grouped the West Midlands into different types of people depending on key common attributes that affect their transport needs and behaviours.

TfWM have split the West Midlands population into the following segments:

- **Traditional Ways:** Elderly singles with low levels of affluence living in council-provided accommodation who are heavily reliant on public transport.
- **Striving to Get Ahead:** Lower affluence younger individuals living in urban rented properties and regularly using public transport.
- **Pressured Families:** Young to middle aged families with children, living on stretched budgets
- **Comfort in the Community:** Retired or near retirement homeowners just below average affluence, making use of public transport to reduce travel costs.
- **Progressive Families:** Tech savvy, middle income families living in affordable medium sized properties.
- **Comfortable Empty Nesters:** Ageing homeowners enjoying their later years and regularly using cars to access work, leisure and retail.
- **Smart Digital Families:** Affluent families living in desirable suburbs, only using public transport when it is the most convenient option.
- **Carefree Affluence:** Very affluent older families or retired couples living in upmarket, rural locations, reliant on their cars.

The following pages describe these different segments in more detail.

Our assessment of acceptability of progress under policy themes was based on assessment of the travel needs, attitudes and desires of the different segments described.

The likely acceptability of different policy measures was graded for each persona using the following scoring criteria:

3. Supportive
2. Disinterested or mixed feelings
1. Unsupportive

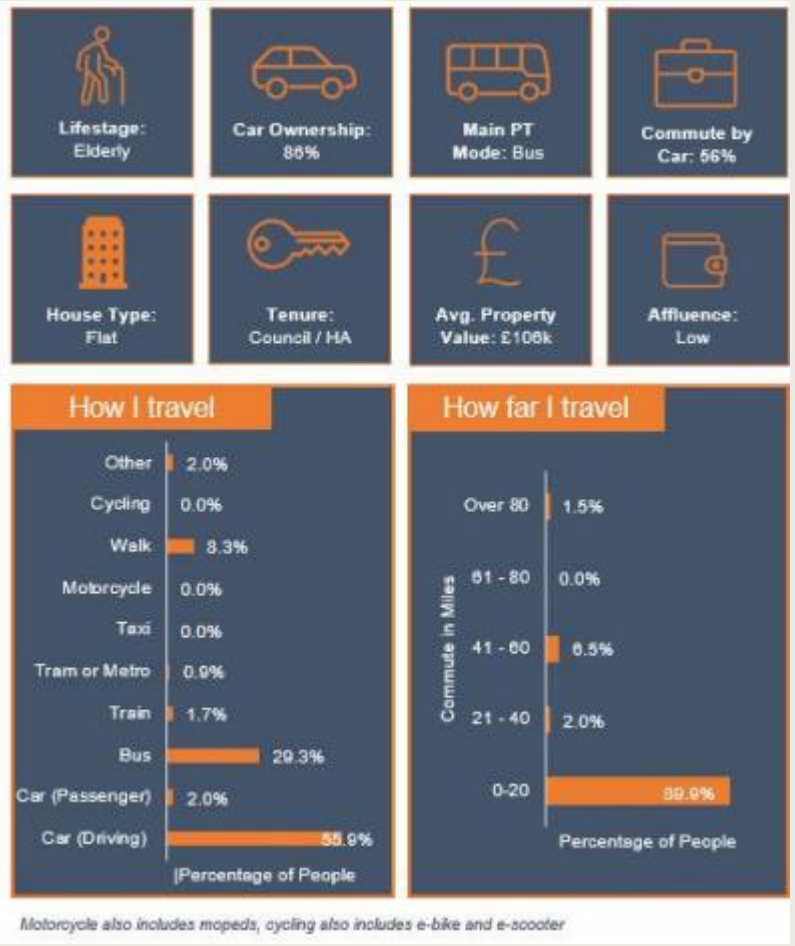
For each traveller segment, the assessment is presented alongside the rationale.

It is important to note that even though car ownership and use is higher in some population segments than others, all segments rely on cars as their main mode of travel (considering the "average" person in the segment).

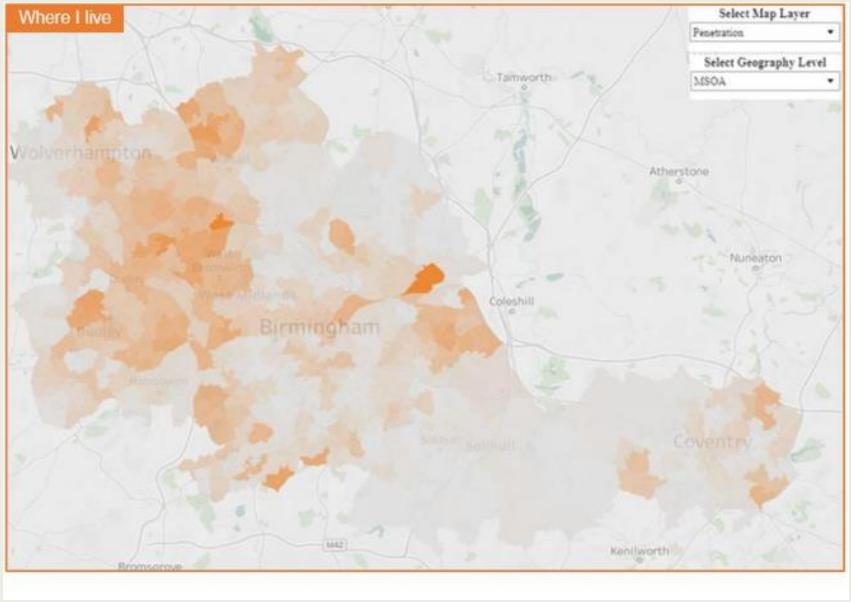
The assessment presented here is based off officer understanding of population segments. However, it can and will be validated and refined through public engagement.

Traditional Ways

Elderly people with low levels of affluence, 82% live in housing association properties. This segment of the population has the highest percentage of people who commute primarily by bus; car ownership levels are high. This segment do not use technology often and generally make use of local shops and amenities.



Meet Silvia… aged 75, female, lives in Dudley town centre in a flat, retired. Primarily uses the bus and does not feel confident using technology.



Traditional Ways

Assessment

Changing Land Use	3
Digital Alternatives	2
Walking and Wheeling	3
Cycling and Scooting	2
Ride –Fixed PT	3
Ride – Dynamic PT	3
Shared Services – Cycle and Scooter Hire	1
Shared Services – Car Clubs	2
Managing Demand – Road space, access, and priority	2
Managing Demand – Parking Control	2
Managing Demand – Pricing	2
ZEV Charging/ Refuelling	2

Key

Supportive	3
Disinterested or mixed feelings	2
Unsupportive	1

We think that

This group would be very supportive of policy themes that will impact on their local area as this is where they spend most of their time. Interventions that will ensure there are more facilities that can be accessed by high quality walking/wheeling routes would be strongly supported.

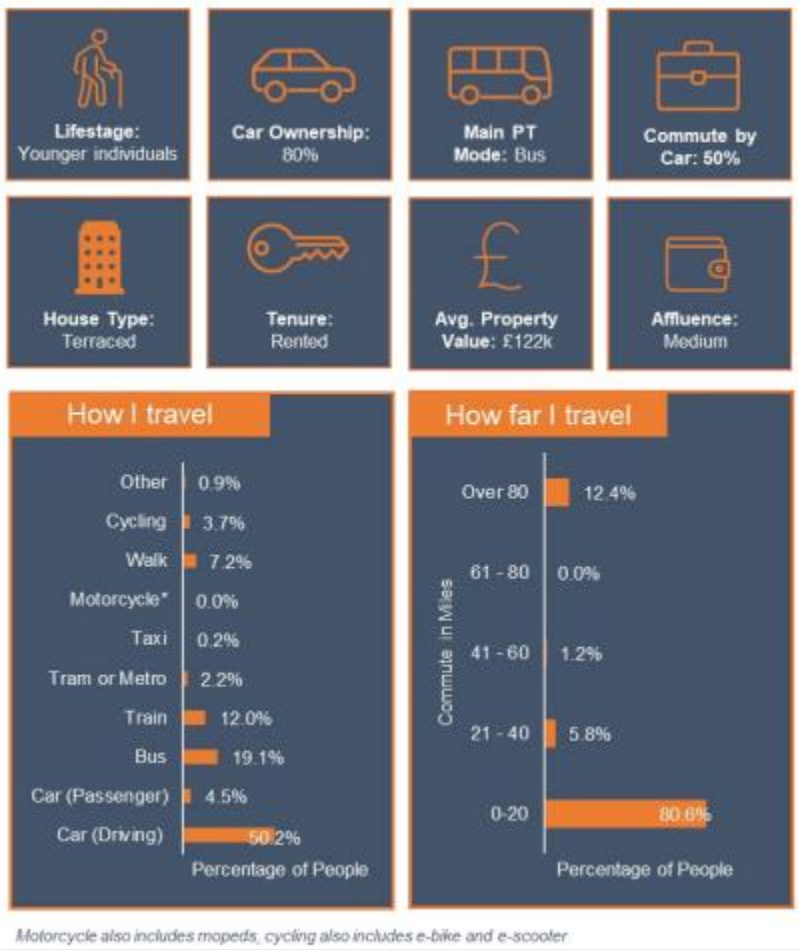
Public transport improvements, and especially bus improvements, would also be strongly supported as this is their main mode of public transport. Additionally, the introduction of demand responsive transport would be favourable for this group in areas where there is not a high quality bus network.

Although use of class 3 mobility scooters may be more prevalent in this group, they may remain sceptical of cycling and scooting interventions. Some members of this group may have strong views on powered scooter and bike and associated hire schemes due to perceived risk of conflicts with riders and clutter when walking/wheeling. They may feel less comfortable on mainstream cycles and scooters and perceive that the environment is unwelcoming for adapted cycles/scooters. Also influencing disinterest is the concepts for more inclusive designs of cycles and scooters being outside social norms.

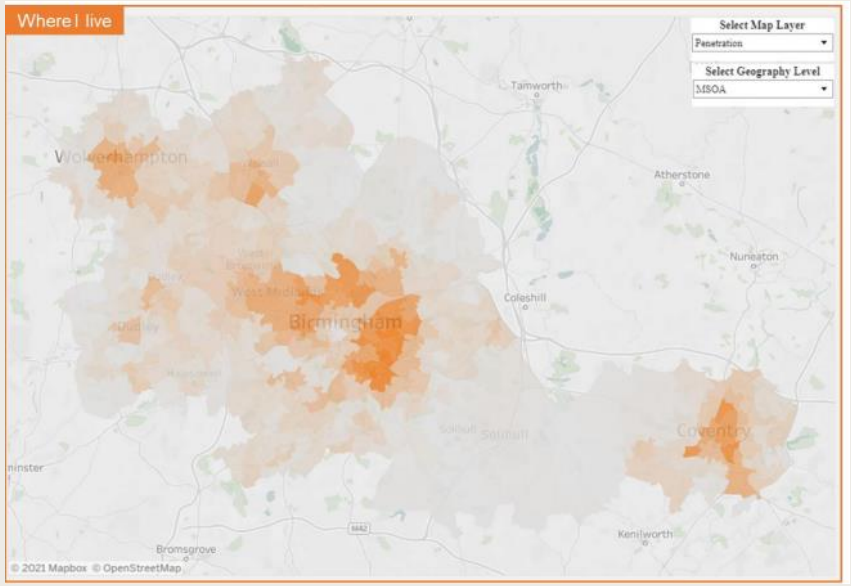
The majority of this group are likely to travel by bus, however car ownership is still high. They are unlikely to be strongly opposed to reducing traffic and reallocating road space as they could see the benefits that could be made to their walking environment, although they may have concerns over the removal of parking close to their destination (noting the higher uptake of blue badges in this group).

Striving to Get Ahead

Lower affluence younger individuals, living in urban rented properties, 44% live in rented properties. This segment of the population tends to use public transport to get round the city, although car ownership levels are high. This segment uses technology often and generally makes use of apps to book taxis and use smartphones for live travel information.



Meet Sam… aged 22, lives in Birmingham, works full-time, lives in rented accommodation. Uses public transport to get around the city. Uses technology especially apps.



Striving to Get Ahead

Assessment

Changing Land Use	3
Digital Alternatives	3
Walking and Wheeling	3
Cycling and Scooting	3
Ride –Fixed PT	3
Ride – Dynamic PT	2
Shared Services – Cycle and Scooter Hire	2
Shared Services – Car Clubs	3
Managing Demand – Road space, access, and priority	2
Managing Demand – Parking Control	2
Managing Demand – Pricing	2
ZEV Charging/ Refuelling	2

Key

They'll love it	3
They'll allow it	2
They'll be upset	1

We think that

This group tend to live in urban areas so would be very supportive of policy themes that would improve their local area as they access shops and services nearby. Improvements to the quality of walking and cycling environment would be supported.

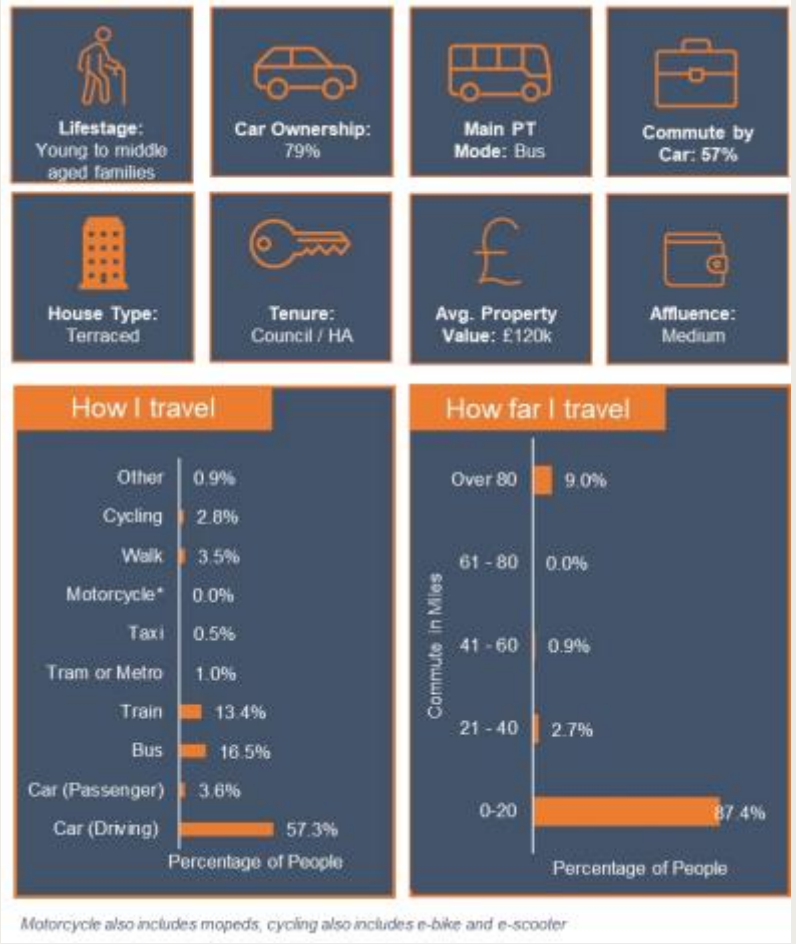
This group are tech savvy and the majority are likely to now have the option for hybrid working, so would be supportive of interventions that provide high quality digital alternatives.

Public transport improvements, and especially bus improvements would also be strongly supported as this is their main mode of travel. The majority of their journeys will be between urban centres to work or study.

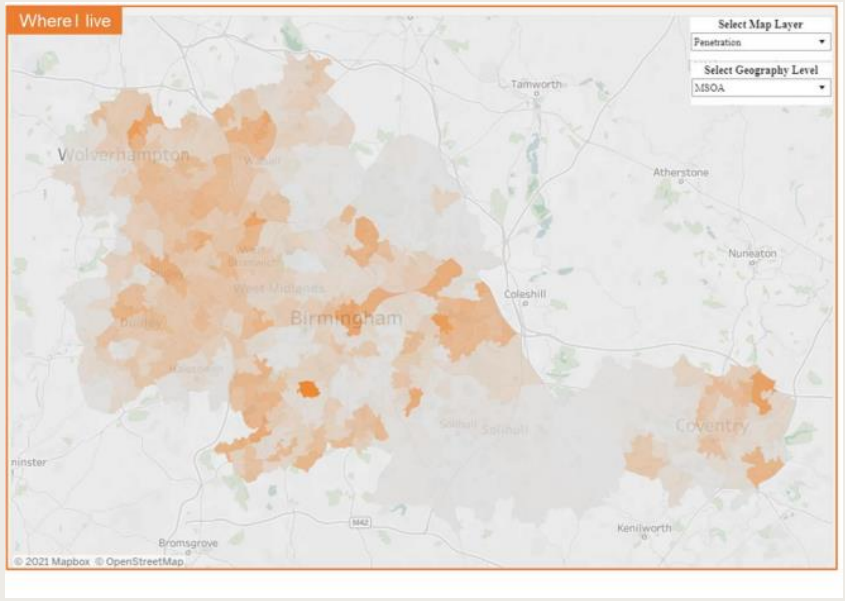
The majority of this group are likely to travel by bus, however car ownership is still high. Therefore, car clubs are likely to be popular for this group as they are likely to be more open to sharing and saving costs on owning a car. They are unlikely to be strongly opposed to reducing traffic and reallocating road space as they could see the benefits that could be made to their urban environment.

Pressured Families

Pressured families are typically couples or single living with children. They generally work full or part-time in low paid jobs and live primarily in terraced housing, 51% are council or housing association properties. This segment of the population tends to have high car ownership and use bus and train to get around. This segment uses technology often and generally makes use of apps to check train and bus timetables.



Meet Anita… aged 35, female, lives in Bilston, works part time and is a single parent with two children. Mainly uses public transport and open to technology



Pressured Families

Assessment

Changing Land Use	3
Digital Alternatives	2
Walking and Wheeling	3
Cycling and Scooting	2
Ride –Fixed PT	3
Ride – Dynamic PT	2
Shared Services – Cycle and Scooter Hire	2
Shared Services – Car Clubs	2
Managing Demand – Road space, access, and priority	2
Managing Demand – Parking Control	1
Managing Demand – Pricing	1
ZEV Charging/ Refuelling	2

Key

They'll love it	3
They'll allow it	2
They'll be upset	1

We think that

This group tend to live in terraces in suburban areas so would be very supportive of policy themes that would improve their local area as they access shops and services nearby. School trips are also likely to be short and therefore improvements to the quality and safety of the walking environment would be supported.

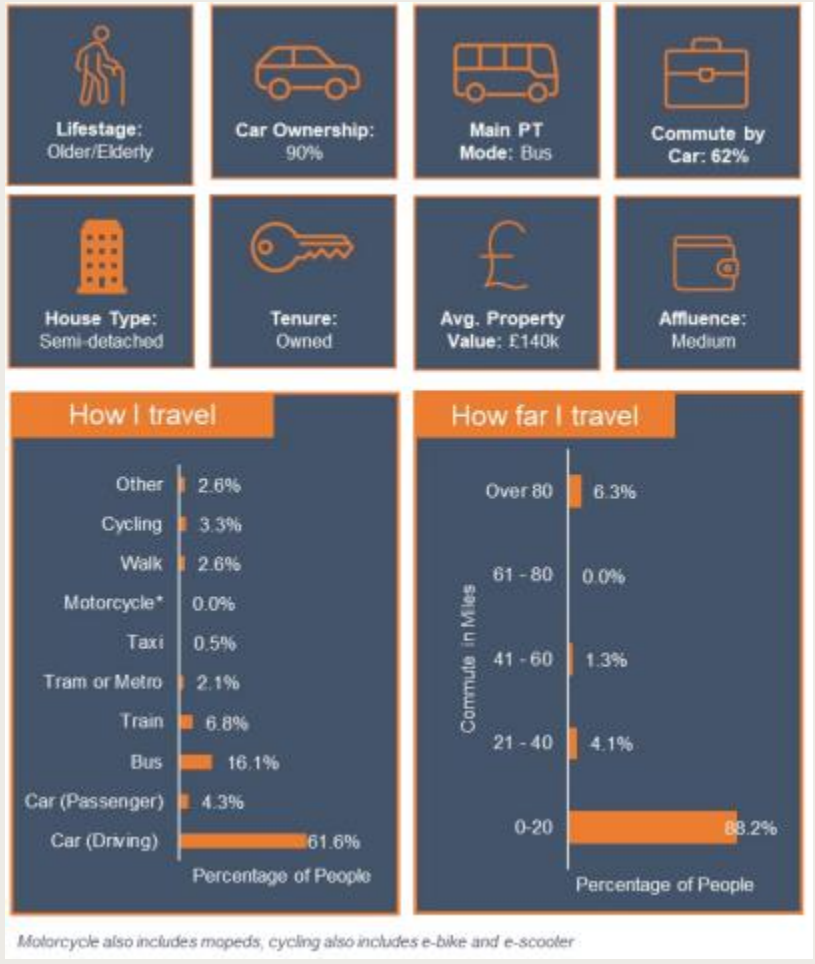
This group are likely to travel to urban centres for work, and may not have the option to work from home so may be less interested in digital alternatives.

Public transport improvements, and especially bus improvements, would also be strongly supported as this is their main mode of public transport. The majority of their longer journeys will be commuting trips to urban centres such as Birmingham.

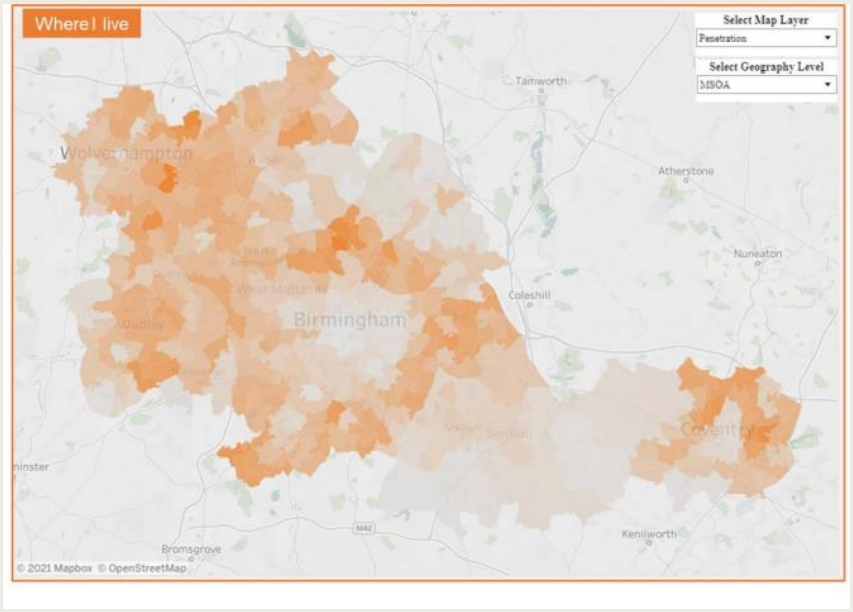
The majority of this group are likely to own a car and would be strongly opposed to parking control and pricing measures due to the cost and the pressures they are already facing financially.

Comfort in the Community

Older/elderly singles or couples, either retired or near retirement. They are likely to own a semi-detached property. 87% own their own property. This segment of the population tends to have very high car ownership and uses car and bus primarily to travel around. This segment uses technology occasionally but does not tend to use apps for travel purposes.



Meet Dennis and Amanda… aged 61, live in semi-detached house in Allesley, Coventry, retired. High car ownership, use bus and car to get around.



Comfort in the Community

Assessment

Changing Land Use	3
Digital Alternatives	2
Walking and Wheeling	3
Cycling and Scooting	2
Ride –Fixed PT	3
Ride – Dynamic PT	3
Shared Services – Cycle and Scooter Hire	1
Shared Services – Car Clubs	2
Managing Demand – Road space, access, and priority	2
Managing Demand – Parking Control	2
Managing Demand – Pricing	1
ZEV Charging/ Refuelling	3

Key

They'll love it	3
They'll allow it	2
They'll be upset	1

We think that

This group would be very supportive of policy themes that will impact on their local area as this is where they spend most of their time. Interventions that will ensure there are more facilities that can be accessed by high quality walking routes would be strongly supported.

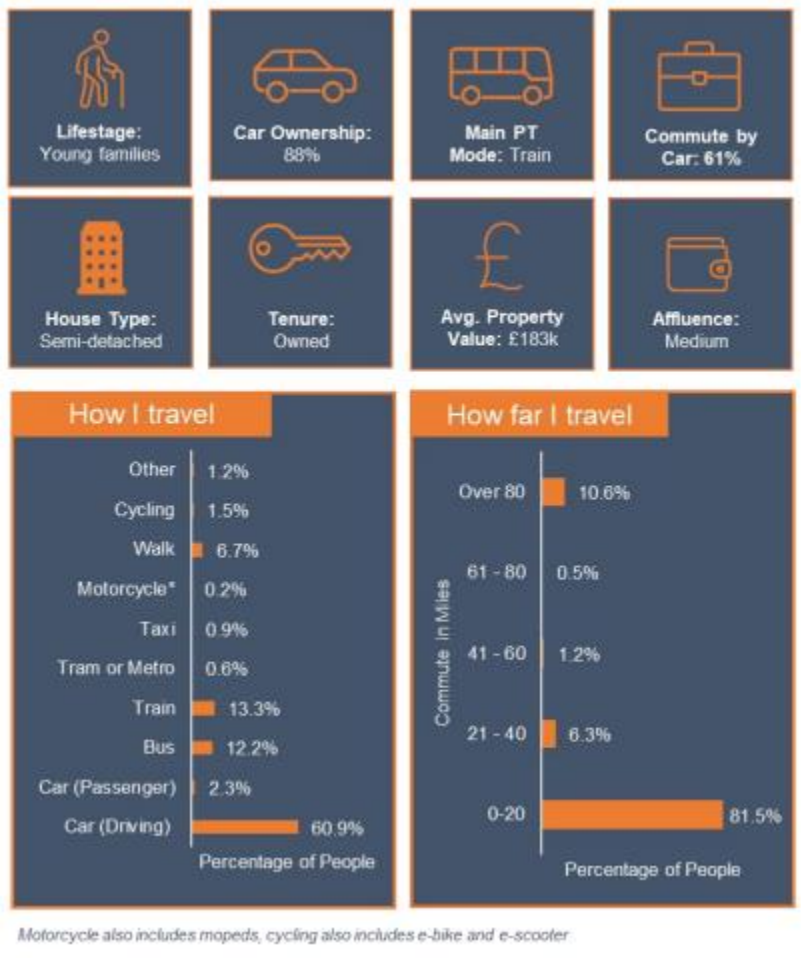
Public transport improvements, and especially bus improvements, would also be strongly supported as this is their main mode of public transport. Additionally, the introduction of demand responsive transport would be favourable for this group in areas where there is not a high quality bus network.

This group would be less interested in cycling and scooting interventions as they may feel less comfortable on mainstream cycles and scooters and perceive that the environment is unwelcoming for adapted cycles/scooters. Also influencing disinterest is the concepts for more inclusive designs of cycles and scooters being outside social norms. Some members of this group may have strong views on powered scooter and bike and associated hire schemes due to perceived risk of conflicts with riders and clutter when walking/wheeling.

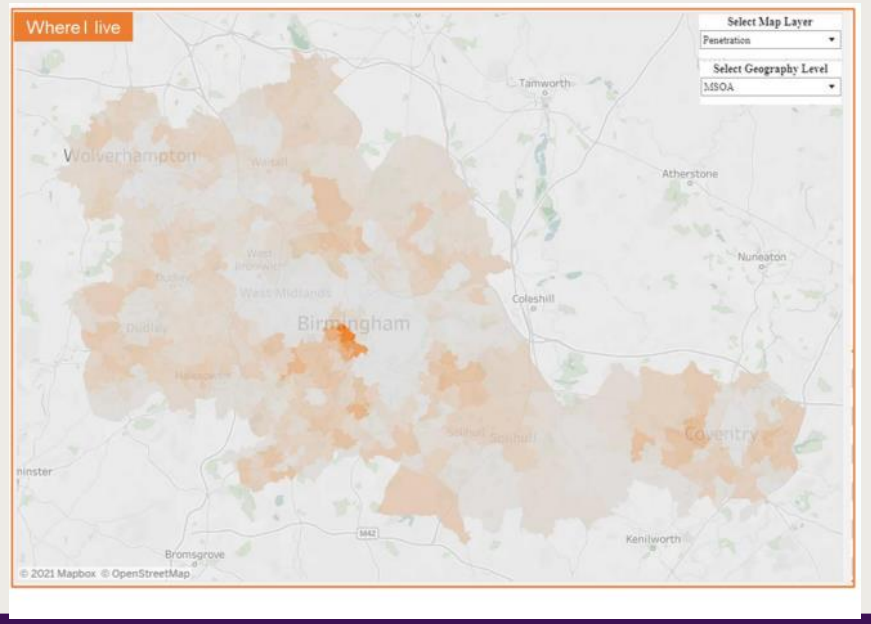
The majority of this group are likely to own a car and are likely to be able to afford the transition to an electric vehicle. However, they would be opposed to pricing due to their continued reliance on the private car and the impact this may have on their freedom to travel.

Progressive Families

Tech savvy, middle income families living in affordable semi-detached three bedroom properties. 69% own their own property. This segment tends to have high car ownership and uses car, train and bus to travel. This segment uses technology very often and is likely to adopt new technologies.



Meet The Patel Family… live in Aston in a semi-detached house with three children. Open to EVs and MaaS. Concerned about their children's safety and health.



Progressive Families

Assessment

Changing Land Use	3
Digital Alternatives	3
Walking and Wheeling	3
Cycling and Scooting	3
Ride –Fixed PT	3
Ride – Dynamic PT	2
Shared Services – Cycle and Scooter Hire	3
Shared Services – Car Clubs	3
Managing Demand – Road space, access, and priority	3
Managing Demand – Parking Control	3
Managing Demand – Pricing	3
ZEV Charging/ Refuelling	3

Key

They'll love it	3
They'll allow it	2
They'll be upset	1

We think that

This group would be generally strongly supportive of all policy themes. Interventions that will impact on their local area would be supported as they tend to complete shopping trips locally.

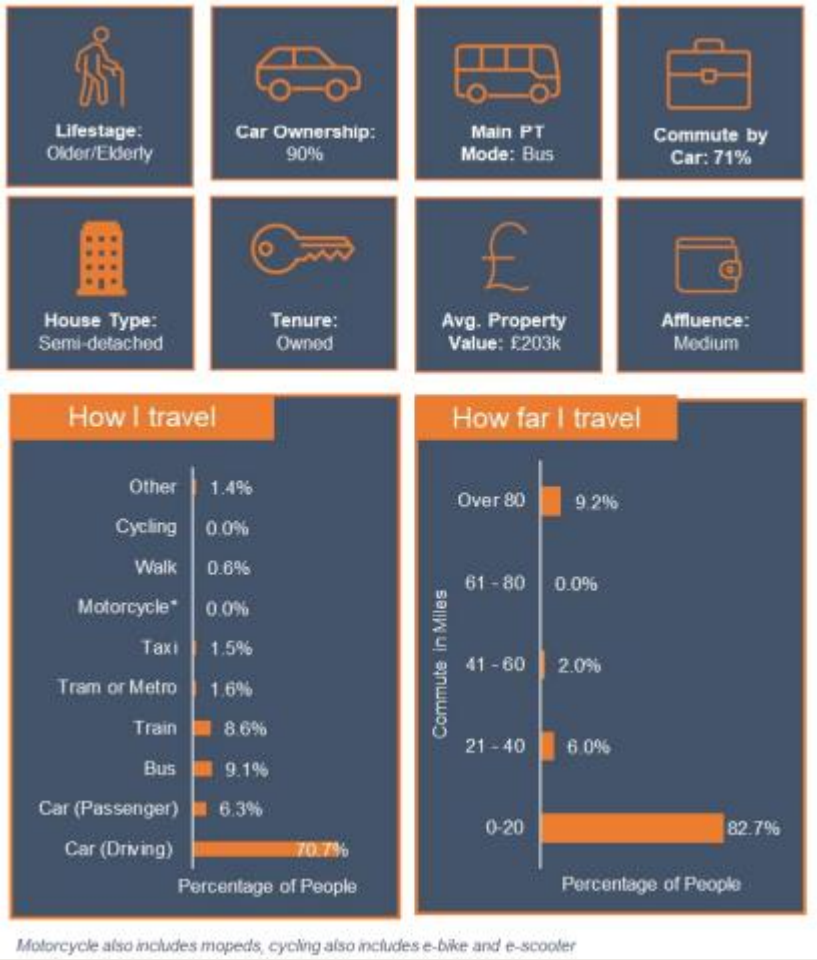
This group are likely to travel further to nurseries and schools for children and dependents and therefore improvements to cycling and scooting would be welcomed to support safe routes to these destinations.

Public transport improvements including bus and rail would be strongly supported if services were more reliable. Progressive Families tend to use apps and e-tickets for travel purposes.

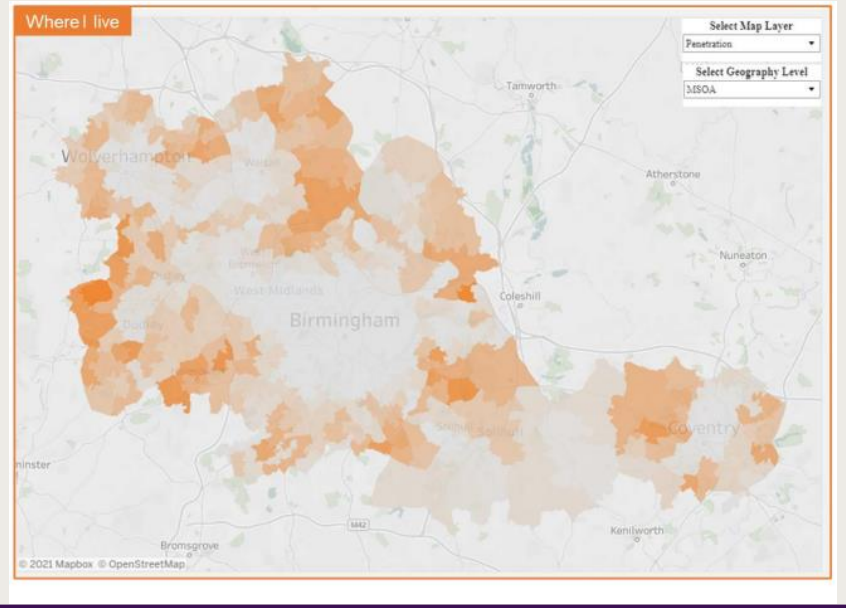
The majority of this group are likely to own a car and are likely to consider owning an electric vehicle with motivations to reduce emissions. This group are likely to be supportive of demand management measures as they tend to live in areas that are more accessible and are likely to understand the wider benefits of a safer and cleaner environment for families to live in.

Comfortable Empty Nesters

Older or elderly homeowners, who are enjoying their later years and using their cars to access work, leisure and retail. Many within this segment will be retired. Most own their own property, primarily semi-detached houses. This segment of the population tends to have high car ownership and uses car and bus primarily to travel around. Uses technology occasionally.



Meet Jeffrey… 58, lives in Castle Bromwich in a semi-detached, nearing retirement. High car ownership and use car and bus to get around. Occasionally uses apps.



Comfortable Empty Nesters

Assessment

Changing Land Use	3
Digital Alternatives	3
Walking and Wheeling	3
Cycling and Scooting	2
Ride –Fixed PT	3
Ride – Dynamic PT	2
Shared Services – Cycle and Scooter Hire	2
Shared Services – Car Clubs	2
Managing Demand – Road space, access, and priority	2
Managing Demand – Parking Control	2
Managing Demand – Pricing	2
ZEV Charging/ Refuelling	3

Key

They'll love it	3
They'll allow it	2
They'll be upset	1

We think that

This group tend to live in the outer suburbs. They would be very supportive of policy themes that will impact on their local area as this is where they spend most of their time. Interventions that will ensure there are more facilities that can be accessed by high quality walking routes would be strongly supported.

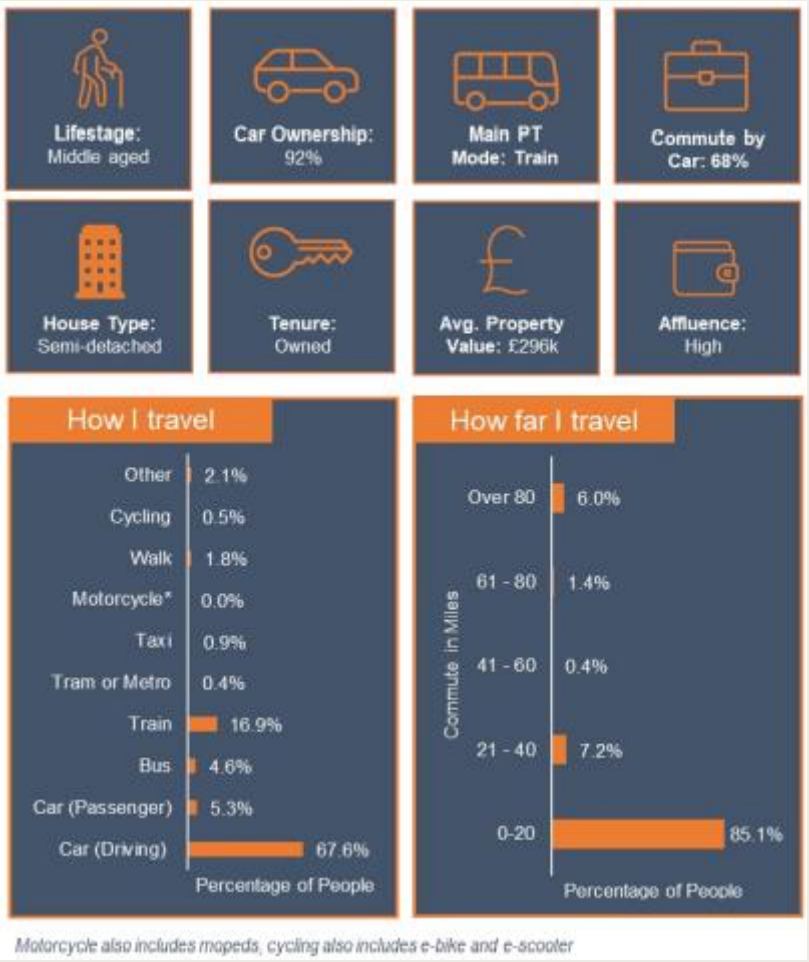
Public transport improvements, and especially bus improvements, would also be strongly supported as this is their main mode of public transport. Improvements to rail and metro, including new stations would be welcomed and likely to increase train use.

This group are likely to be able to afford premium cycles and scooters, however mainly cycle and walk for leisure purposes and fairly rarely.

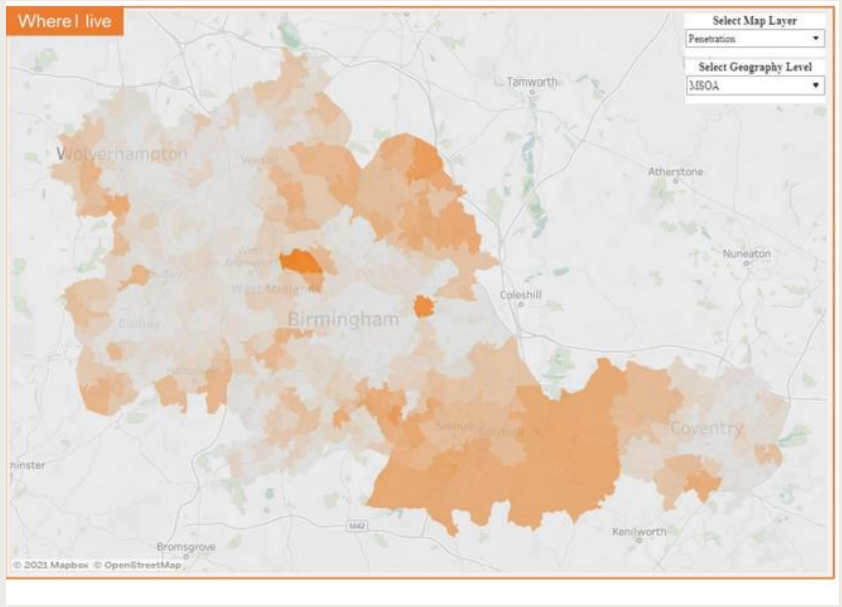
This majority of this group are likely to own a car and are likely to be able to afford the transition to an electric vehicle and see it as an environmentally friendly alternative. This group are not likely to strongly object to demand management as they have medium levels of affluence and can see the benefits that could be made their walking environment.

Smart Digital Families

Families living in desirable suburbs, only using public transport when it is the most convenient option. They are likely to own a semi-detached property. 92% own their own property. This segment of the population tends to have high car ownership and uses car primarily and occasionally the train to travel around. This segment is confident in using technology and uses apps for travel purposes.



Meet The Thompsons… live on outskirts of Solihull in a semi-detached, work full time with two young children. Primarily use car and train to get around. Confident using technology and apps.



Smart Digital Families

Assessment

Changing Land Use	3
Digital Alternatives	3
Walking and Wheeling	3
Cycling and Scooting	2
Ride –Fixed PT	3
Ride – Dynamic PT	2
Shared Services – Cycle and Scooter Hire	2
Shared Services – Car Clubs	2
Managing Demand – Road space, access, and priority	2
Managing Demand – Parking Control	2
Managing Demand – Pricing	2
ZEV Charging/ Refuelling	3

Key

They'll love it	3
They'll allow it	2
They'll be upset	1

We think that

This group would be strongly supportive of interventions that will impact on their local area would be supported as they tend to complete shopping trips locally. This group are likely to travel locally to nurseries and schools for children and dependents and therefore improvements to cycling and scooting would be welcomed to support safe routes to these destinations.

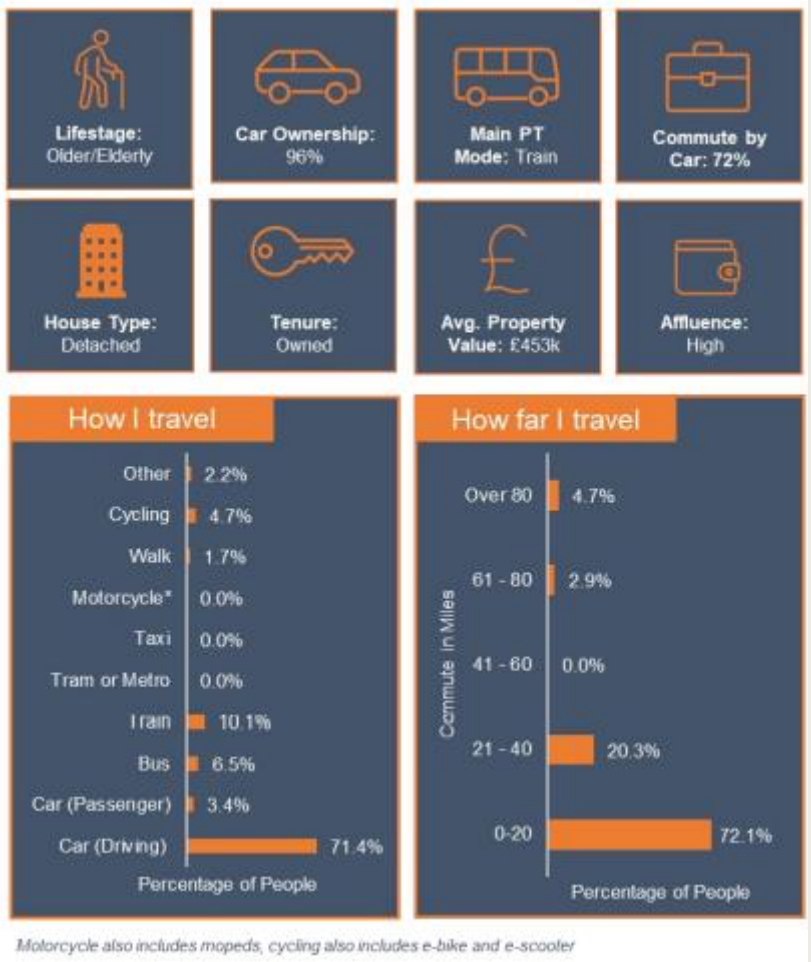
Smart Digital Families are confident technology users. They are likely to use an app or online services to access work or shopping so would be strongly supportive of improvements to digital accessibility.

Public transport improvements including bus and rail would be strongly supported for commuting if services were more reliable. However this group tend to use the private car when travelling with family.

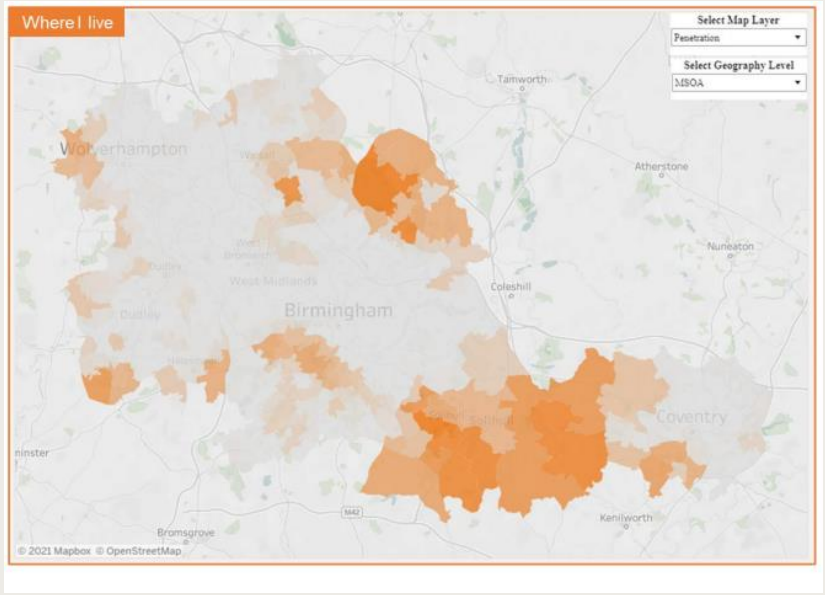
The majority of this group are likely to own a car and are likely to consider owning an electric vehicle if they have the same level of convenience as an ICE vehicle. This group are not likely to be object to demand management measures as although they own a car they understand the wider benefits of a safer and cleaner environment for families to live in.

Carefree Affluence

Very affluent older families or retired couples living in rural locations, with very high car ownership. They are likely to own a detached property, 97% own their own property. This segment of the population tends to use car primarily to travel around with use of the train on occasion. This segment has access to a variety of technology, but may be less confident with new technology and does not tend to use apps.



Meet Marcus… aged 65+, male, lives in Hampton in Arden in a detached house, retired. Loves driving and open to new technology such as EVs.



Carefree Affluence

Assessment

Changing Land Use	3
Digital Alternatives	2
Walking and Wheeling	3
Cycling and Scooting	2
Ride –Fixed PT	2
Ride – Dynamic PT	2
Shared Services – Cycle and Scooter Hire	1
Shared Services – Car Clubs	2
Managing Demand – Road space, access, and priority	1
Managing Demand – Parking Control	1
Managing Demand – Pricing	1
ZEV Charging/ Refuelling	3

Key

They'll love it	3
They'll allow it	2
They'll be upset	1

We think that

This group would be strongly supportive of interventions that will impact on their local area as they tend to complete shopping trips locally.

Public transport improvements to rail would be supported for long distance travel if new local train stations were opened. This group would consider using more environmentally friendly travel options such as public transport, however, not at the expense of journeys being slower or less pleasant.

This group would likely be less interested in cycling and scooting interventions for utility travel.

This group has very high car ownership and are likely to consider electric vehicles and not be perturbed by cost. This group are likely to be very vocal about demand management measures as they are attached to the private car and feel that they are being unfairly penalised for owning one. They are likely to have time and money to object to new schemes.

Public Support

Overview

They'll love it	3
They'll allow it	2
They'll be upset	1

Primary LTP Outcome	Area strategy priority themes	Traveller segments							
		Traditional ways	Striving to get ahead	Pressured families	Comfort in the community	Progressive families	Comfortable empty nesters	Smart digital families	Carefree affluence
Improve accessibility	Changing land use	3	3	3	3	3	3	3	3
	Digital alternatives	2	3	2	2	3	3	3	2
	Walking and wheeling	3	3	3	3	3	3	3	3
	Cycling and scooting	2	3	2	2	3	2	2	2
	Ride - Fixed PT	3	3	3	3	3	3	3	2
	Ride - Dynamic PT	3	2	2	3	2	2	2	2
	Shared services – cycle and scooter hire	1	2	2	1	3	2	2	1
	Shared services – car clubs	2	3	2	2	3	2	2	2
Reduce traffic	Managing demand – roadspace, access, and priority	2	2	2	2	3	2	2	1
	Managing demand – parking control	2	2	1	2	3	2	2	1
	Managing demand – pricing	2	2	1	1	3	2	2	1
Electrify transport	ZEV charging/refuelling	2	2	2	3	3	3	3	3

Public Support – Key Issues to Consider

The assessment of public support against each policy theme highlights the challenge policy makers have in balancing the need to promote 'good ideas' that the public will be sceptical of with those ideas that the public will support but do not align with policy.
A key aspect of the Area Strategy development process will be working with local authorities to identify the tactics (e.g. the role of trials, starting small) to overcome these challenges. We will also need to collaborate to evolve the definition of the interventions in Section 6 by exploring which policy themes are most scalable to help introduce those measures the public are not expected to support. When comparing the public support and place assessment the following issues are worth noting for further discussion during the area strategy process:

- Land use changes are anticipated to be universally supported by the public but the place assessment highlights that they are only likely to be most effective with complimentary bold policy measures
- Walking and wheeling is expected to be supported by all travel segments and is considered to be a no regrets decision for all place types except 'car dependent' locations
- Fixed PT is largely supported by all traveller segments but the level of funding required to deliver such policies effectively means it is only likely to have a significant impact in a bold scenario where other policies compliment and support investment, in a "within local control" scenario we will face significant issues of viability for improving fixed PT.
- Shared services (such as scooter hire) are likely to receive public opposition amongst older traveller segments however for places such as 'car free' and 'isolated with limited choices' it forms a no regrets policy theme which could help to overcome accessibility constraints and/or reduce the need for car ownership
- Managing demand is an issue which needs to approached carefully with the majority of traveller segments however policy themes focusing on road space reallocation are no regrets decisions across the place types. Parking controls and pricing measures would either need to be place specific or progressed alongside complimentary policy themes. The key challenge will be managing roadspace and priority which is a key enabler of improving access by non-car means but which has limited support from the public (despite their desire to improve access by non-car means)

Section 6: Using this Guidance

Section Overview

The information and evidence in this guidance is intended to support transport professionals and scheme promoters in the development of place-based plans and strategic case development across the West Midlands.

The information about scenarios and place can help planners/promoters consider the strategic context and rationale for local action and the information on public support can help understand deliverability issues.

The potential of each policy theme to deliver positive impacts in different places and scenarios, ensures the development of plans that optimise the outcomes we're able to achieve for the public given constraints at any given time during the strategy period. The identification of no-regrets interventions across different place types provides a useful benchmark for any place to ensure the fundamentals for any future are being addressed. The bold scenario helps areas understand what is needed to unlock visionary aspirations whilst recognising the need to develop effective tactics both locally and with national government to effect change.

This focus on how we might evolve our policy themes between scenarios across different places will help us to dynamically manage and maintain the West Midlands' LTP programmes as wider policy shifts move us from a "within local control" scenario into a bolder one.

The framework links policy themes, to primary LTP outcomes, and the assessment of the potential of different policy themes to deliver impacts against outcomes in different circumstances. This provides a basis for a sensible central starting point to help develop local strategy which will help to form a comparable approach/methodology across the region to enable an understanding of our impacts. The guidance will also allow flexibility for areas to tailor their approach at their own pace.

This guidance therefore provides the foundations for further area strategy development. During which, the method and approach can be refined further. A number of recommendations have been included in this section for further development during the Area Strategy process. Ongoing M&E will help to refine the approach and identify how and where policy choices can be changed to help close the policy gap. This can be monitored through the Strategic Transport Board to provide transparency and accountability around the strategy.

Using This Guidance

The information and evidence in this guidance is intended to:

1. Enable the development of the 4 Area Strategies and aid any other place-based planning;
2. Provide strategic context for optioneering and developing the case for specific transport schemes; and
3. Help us monitor LTP delivery by giving us benchmarks for different circumstances to assess alignment of implementation plans and progress of delivery

The information about scenarios and place can help planners/ promoters consider the strategic context and rationale for local action.

The information on public support can help understand deliverability issues.

The information on key interventions can help develop proposals in places and consider how they might be tailored to address local citizens views.

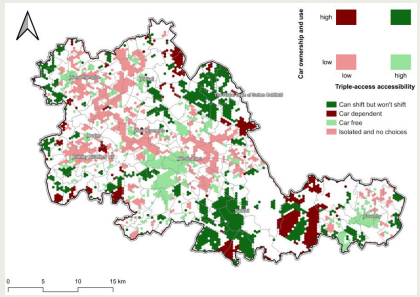
This guidance should be used as the **first step** in creating tailored place-based strategies that improve accessibility, reduce traffic and increase electrification across the region. *The following diagram provides a step-by-step approach to using the evidence in this guidance.*

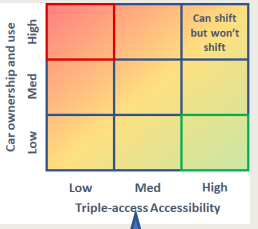
The **second step** is to understand the local context through local engagement and asking the following questions:

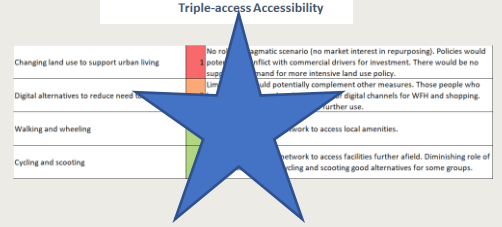
1. What's stopping us delivering the most impactful policy themes in this area?
2. How might we deliver these policy themes?

This enables the development of a specific detailed programme of interventions that delivers the LTP's primary outcomes.

Key questions	How does the framework try to answer this?	Where can I find the evidence?
Which areas are similar to mine?	What type of area is it? *Section 4*	• Place typology map • Four corners map • Background information
Why do we need to invest in this area?	What are the current conditions in this area? *Section 4*	• Triple-access accessibility • Background research
	What policy themes will have most impact in this area? *Section 4*	• Triple-access accessibility • Technical assessment results
What will have an impact?	Who lives in this area? *Section 5*	• Traveller segments • Public acceptability assessment results
Will people accept it?	What does this mean for acceptability? *Section 5*	• Public acceptability assessment results • No regrets interventions
Can we do more?	What does this mean for transformational change? *Section 4*	• Technical assessment results – bold scenario • Public acceptability assessment results

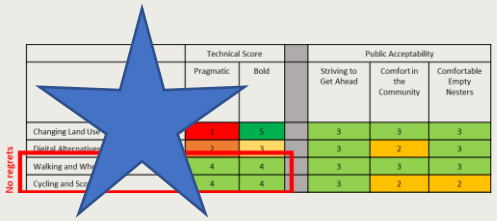






Striving to get ahead

- Lower affluence, younger individuals
- Live in urban, rented properties
- Use public transport frequently
- Use technology often and for travel purposes
- May occasionally walk or cycle



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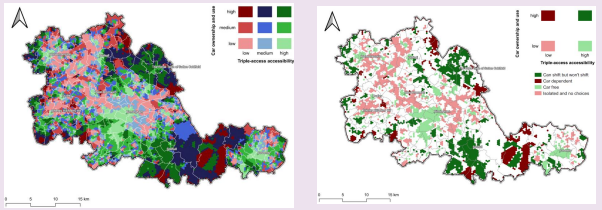
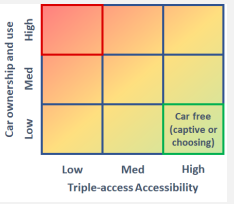
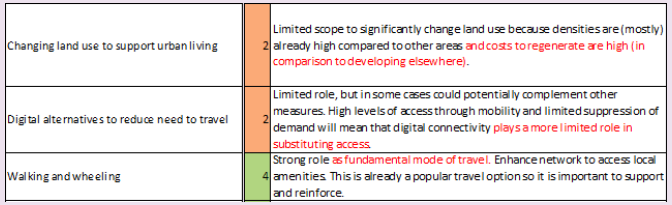
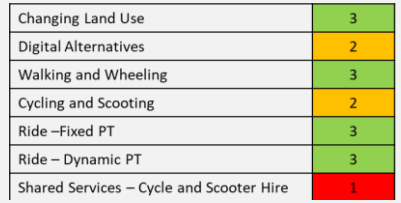
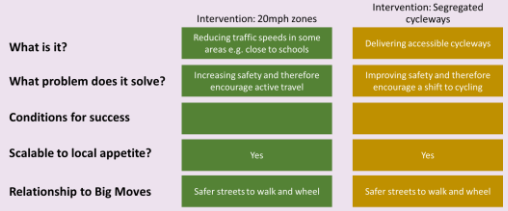
Stage	Key questions	Evidence in the framework		Examples from framework
Informed by evidence				
1. Defining Place	Which areas of the West Midlands are similar to my area?	Nine place typologies		
2: Place Focus	Why do we need to invest in this area?	Four corners matrix	Current conditions	
3: Policy Theme Focus	What will have an impact?	Assessment of 12 policy themes		
4: Public Support	Will people accept it?	Assessment of likely acceptability	'No regrets' policy themes	 
Local decision making				
5: Interventions	Which interventions should be considered?	Long list of interventions		
6: Transformational Change	Can we do more?		What does this mean for transformational change?	

STEP ONE: Defining Place

Key question

Which areas of the West Midlands are similar to my area?

How does the framework try to answer this?

The framework categorises the West Midlands into nine place typologies. The place typologies are based on an assessment of triple-access accessibility (spatial proximity, digital access and transport accessibility) and carbon output per capita.

Where can I find the evidence?

Slide 18 provides a map which shows the West Midlands categorised into the nine place typologies.

In order to simplify this categorisation, we will develop a 'zone map' which will categorise the West Midlands into several zones based on place typologies and geographical location.

Why should we do this?
To understand which areas of the West Midlands are similar to yours and whether you could use any lessons learnt from other local authorities.

What is the value of doing this?
Categorising the West Midlands will encourage local authorities with similar place types to work together to develop solutions to the same problems. This should help to avoid duplicate work and ensure that potential interventions cross boundaries where appropriate.

What outputs will be achieved?
You will understand your areas triple accessibility rating and carbon output, both in isolation and compared to other areas of the West Midlands.

How does this link to other parts of the framework?
This information will be useful for the next stage of the framework where we begin to look at the type of area and why we should invest.

STEP TWO: Place Focus

Key question

Why do we need to invest in this area?

How does the framework try to answer this?

The framework categorises the West Midlands into four area types based on car ownership/use and triple-access accessibility: car dependent, can shift but won't shift, isolated with limited choices, and car free. The framework also outlines current conditions in each area in terms of car ownership/usage stats and population types.

Where can I find the evidence?

Slide 17 introduces the 'four corners' diagram (a matrix of the four area types)
Slides 20, 25, 30 & 35 outline the current conditions for each of the four corners
Slides 21, 26, 31 & 36 outline examples of areas of the West Midlands which fit into each of the four corners

Why should we do this?
To understand which areas of the West Midlands should be invested in and why they should be invested in.

What is the value of doing this?
Categorising the West Midlands into a 3x3 matrix with four extreme area types helps to understand relative access and car ownership and use. This helps to identify general present day challenges across different areas of the West Midlands.

What outputs will be achieved?
You will understand where your area fits in the 'four corners' matrix and what this means in terms of car use and accessibility.

How does this link to other parts of the framework?
This information will be useful for the next stage of the framework where we begin to look at which interventions might have an impact in each area.

STEP THREE: Policy Theme Focus

Key question

What will have an impact in this area?

How does the framework try to answer this?

The framework assesses each of the 12 policy themes against the four corner area types in the “within local control” and bold scenarios to understand which policy themes would have the most impact in each area type.

Where can I find the evidence?

Slides 23/24, 28/29, 33/34. & 38,39 provide a score against each of the 12 policy themes for each area type in the “within local control” and bold scenarios
Slides 41-52 provide a more in-depth assessment of the 12 policy themes and outlines potential implications and connections with other policy themes

Why should we do this?
To understand which policy themes will have the greatest impact in each area type and which policy themes will not have a strong impact.

What is the value of doing this?
Understanding the impact of each policy theme will help to prioritise the policy themes for each area type. This will ensure that the policy themes with the greatest impact are prioritised and also help to inform sequencing of delivery, particularly in regards to relationships with other themes.

What outputs will be achieved?
You will have a prioritised list of policy themes for your area type which can be used to identify potential interventions.

How does this link to other parts of the framework?
This information will be useful for the next stage of the framework where we begin to look at who lives in each area type and their potential acceptability.

STEP FOUR: Public Support

Key question

Will people accept it?

How does the framework try to answer this?

The framework outlines the eight traveller segments in the West Midlands and assesses the 12 policy themes against the likely acceptability of each traveller segment. The framework uses the outcomes of this assessment to identify 'no regrets' policy themes.

Where can I find the evidence?

Slides 60, 62, 64, 66, 68, 70, 72, & 74 introduce the eight traveller segments and provides key stats about each segment
Slides 61, 63, 65, 67, 69, 71, 73, & 75 provide the results of the assessment of the 12 policy themes against likely acceptability
Slide X outlines the 'no regrets' policy themes

Why should we do this?
It is important to understand citizens interests, desires, motivations and attitudes towards travel to ensure that policies meet the needs of the region's population.

What is the value of doing this?
A technical assessment if the potential impact of policy themes is not enough to development and implement plans. Understanding the likely acceptability by different population groups will enable us to develop and implement plans which meet the needs of as many residents as possible, thereby having the biggest impact on change.

What outputs will be achieved?
You will understand the likely public acceptability of each of the policy themes which will help to develop tactics for implementing 'no regrets' policy themes

How does this link to other parts of the framework?
This information will be useful for the next stage of the framework where we begin to consider specific interventions.

STEP FIVE: Interventions

Key question

Which interventions should be considered?

How does the framework try to answer this?

The framework sets out key interventions that should be considered when developing place-based plans for transport. Each intervention is described under the terms of what it is, what problem it solves, conditions for success, its scalability to local appetite and relationship to the six big moves.

Where can I find the evidence?

Slide 82 provides an overview of the long list of interventions
Slides 83 to 99 discusses the long list of interventions in more details

Why should we do this?
It is important to consider the different kinds of interventions which could fall under each policy theme which should be considered.

What is the value of doing this?
There is value in understanding potential interventions which should be considered when developing place-based plans for transport.
The long list of interventions, whilst not exhaustive, represents interventions that are likely to be particularly key in delivering relevant impacts under each policy theme.

What outputs will be achieved?
You will understand the different kinds of interventions which could support each policy theme.

How does this link to other parts of the framework?
This information will be useful for the next stage of the framework where we begin to consider what else we can do to encourage change.

Benefits of This Approach

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

Informs funding decisions

Advocacy between DfT (LTP Guidance) and local policy

Provides evidence in a way we have never seen before to support conversations with decision-makers and the public

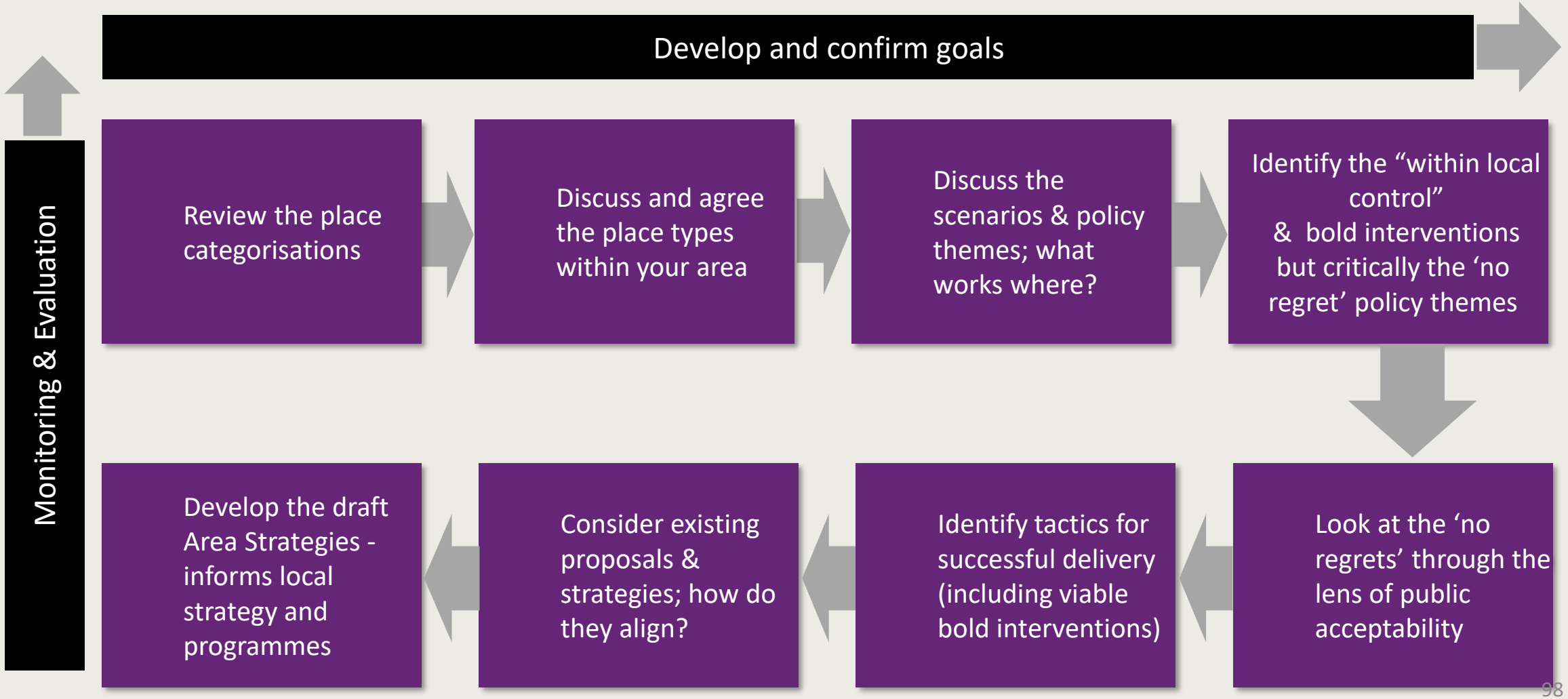
Reference tool to support and guide decision making and supports existing local strategy

Reduces costs of local policy making

Forms the basis of a consistent approach to thinking about problems across the region

Next Steps

For each Area Strategy we will work collaboratively through the guidance and develop area strategies by focusing on the tactics and the changes needed to affect future policy and deliver impact on the ground. A number of recommendations are made overleaf for the next stage of work.



Recommendations and next steps for Area Strategy Development

In developing the Area Strategies the following key elements are proposed for the next stage:

- Benchmark and compare current strategies with the guidance to identify areas of synergy and close any gaps in the policy themes presented.
- Develop a zoning system to simplify the place categorisations. This will seek to merge common characteristics which will help to inform priority policy themes across a larger geography and simplify the presentation of the strategy in each area.
- Develop the definition of the interventions based upon local priorities and approaches. This will tailor the interventions based upon place characteristics and the public support for different interventions.
- Develop a long list of potential interventions for each area using the guidance to inform those interventions which are likely to be no regrets policy themes.
- For those which should be considered carefully or have greater impact in the bold scenario tactics should be considered to advance progress.
- Consider how we increase public acceptability for unpopular interventions that could deliver positive outcomes. Approaches include:
    - The role of trials
    - Starting off at a smaller scale
    - Learn lessons from successful delivery elsewhere
    - Use the guidance to identify areas of similarity and share ideas on where new ideas have been developed in similar locations

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