

Reimagining transport in the West Midlands: a conversation about change



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Throughout the paper are **quotes** we have taken from engagement with our Market Research Online Community made up of a diverse selection of real, everyday people from across our region

Please visit <https://www.tfwm.org.uk/who-we-are/our-strategy/green-paper-2021/> for further information about this green paper, including how to respond to it and engage.

Also, please visit <https://www.mytfwmcommunity.co.uk/> if you want to register to be a part of our Market Research Online Community and have your say in a range of conversations about transport.

Foreword

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

This green paper sets out the challenges and opportunities facing our transport system to inspire deliberation with the public over the kind of transport system we want to see in the future. The decisions we make now about how we plan, invest in and manage our transport system will affect us all, as well as deciding what legacy we leave for future generations.

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

revolution is well underway, with new cycling and walking routes springing up across the region. After decades of underinvestment, our region is beginning to turn things around.

But significant challenges remain in tackling the defining issues of our time, such as climate change, air quality, our health, and now our economic recovery from the pandemic. This paper poses some difficult questions about how we address these challenges. But it also offers real hope that, with a collective effort, we can create a West Midlands that leads the way in tackling these issues. We have a strong entrepreneurial and innovative heritage to build on. By thinking and acting differently we can create a place where transport improves the opportunities available to all our residents.

A key aim of this paper is to understand what our residents and communities want from their transport network. Your views will inform our new Local Transport Plan, due to be published later in the year.

This green paper sets out five reasons why we should consider changing the way we travel. We call these our five Motives for Change. These are focussed on creating a fairer, greener, healthier, happier and more prosperous West Midlands. In particular, we want to know how

the successive lockdowns have impacted our relationship with the transport network and how this should inform where we take the network in the coming years.

This is the start of a conversation with residents, organisations and businesses on the kinds of changes we want to see in our transport system and the trade-offs required.

So please engage with the prompts and issues raised in this paper and let us know what you think, so that together we can build a transport network that will serve our region for decades to come.



Andy Street
Mayor of the West Midlands



Councillor Ian Ward
Portfolio Lead for Transport
Leader of Birmingham City Council

Section 1: Introduction

A new Local Transport Plan

The aim of this green paper is to support conversations on difficult issues over the future of transport in the West Midlands. This will be used to support the development of a new statutory Local Transport Plan for our area which seeks to build consensus on the response to these challenges.

Transport is critical for a prosperous and healthy society; people need to travel, and goods need to be delivered. The COVID-19 pandemic has hit our region hard. We need a transport system which will help get our region back on track and unleash its potential.

The economic impact of the pandemic has been more severe in the West Midlands than elsewhere in the UK. Our exposure to the economic impacts of the global pandemic has been high because of our export led sectoral strengths - particularly sectors such as automotive, manufacturing, leisure and hospitality. However, these sectors remain great strengths that will enable a strong and fast recovery to happen. It is critical that the transport system supports all sectors to recover.

There is much to be positive about. We are already delivering significant projects that support inclusive economic growth. We will lead the charge in powering the West Midlands recovery through the construction of HS2, Coventry City of Culture in 2021 and the Commonwealth Games in 2022, as well as the region's leadership in the growth sectors of the future.

Our transport system has also been affected by the pandemic with significant changes to how, when and why we travel. This presents challenges in terms of uncertain consumer demand to support the rebuilding of public transport, as well as opportunities to move forward doing things differently – more healthily and with less impact on our environment. Transport has a critical role to play as the region looks forward and plans for recovery: through the creation and accessing of jobs; training opportunities and the delivery of skills plans; by unlocking and delivering much needed housing across the region; supporting the regeneration of our local centres and neighbourhoods; improving health and well-being, and last but by no means least; addressing the urgent challenge of climate change.

Transport plays an important role in supporting a successful economy. It connects workers to jobs; businesses to customers and suppliers; and students to schools, colleges and universities across the region. It also employs many people across a range of industry sectors, from public transport operators to high-tech innovators developing new modes of travel. Creating the right environment to support these businesses will be important as we bounce back from COVID-19. In particular, it

will be essential to continue to support the innovative companies who can both help improve transport and create high-quality local jobs as well as support our ambitions to prevent climate change.

However, planning transport is no simple task. There are balances to be struck in how much the transport system can accommodate the diverse and competing transport needs of individuals and businesses. The positive and negative impacts of transport on people, communities and places also need to be considered. Reducing barriers to travel can help people access what they need to prosper and support economic growth. However, depending on how this is achieved it can result in issues such as emissions that pollute the air we breathe and cause climate change, or it may benefit one set of citizens whilst marginalising another.

The places within our area are very different; what works in a modern estate with driveways and cul-de-sacs might not work in a terraced street with no off-street parking, and what makes sense in a city centre might not make sense in a village's high street. We should be clear that there is not a "one size fits all" approach to tackling this issue. A range of solutions will need to

be developed and tested, with engagement with local communities and businesses being an essential element of any new plans.

A transport system can be much greater than the sum of its many individual parts but ensuring the different elements are well coordinated and integrated takes conscious effort. The system cannot remain static and stagnant; it must constantly evolve to meet the changing needs of the people and businesses it serves.

There are also constraints to factor in, such as the amount of physical space available and the levels of public funding to support the transport system, as well as the legislative framework that also affects what can and can't be done.

WMCA role as the Local Transport Authority

The Local Transport Plan is a key statutory document in which the region sets out how we intend to approach this complex balancing act and improve transport in our region. It does not only affect how public authorities will carry out their transport functions, it also affects wider decision making on other matters which relate to transport such as land use and energy infrastructure.

The West Midlands Combined Authority (WMCA) is a special type of local authority.

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

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

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

We have already leveraged substantial investments for our transport improvements from Government and private sector partners. A new Local Transport Plan should not just be a plan for now, or even the next five years, but should support the ambition to build back better and level up our region for long term inclusive growth. Responding to the climate emergency and improving the way we move around the region presents us with some significant challenges. New infrastructure to provide viable and attractive alternatives to single occupancy car use is critical, but alone will not be enough. There will also be a need for us all to think about how our travel behaviours could change.



The purpose of this green paper

Since the current LTP (Movement for Growth) was adopted five years ago there have already been significant global and local changes affecting the West Midlands which have been reflected in new WMCA policies.

Inclusive Growth Framework

In response to growing **unease over the equity and sustainability of growth**, WMCA has adopted a more deliberate and socially purposeful model of economic growth – measured not only by how fast or aggressive it is; but also by how well it is shared across the whole population and place, and the capacity of our environment to sustain it.

WM2041

In response to the **pressing climate emergency**, WMCA has adopted an ambition for the region to be carbon neutral by 2041 and principles for decarbonisation. It is developing a series of 5 year plans to decarbonise the West Midlands, the first of which runs from 2021-2026.

West Midlands Local Industrial Strategy

Understanding the need and opportunity to enable and encourage **innovation in the transport sector** to align the products and services of industry to the needs of society, WMCA has placed 'Future of Mobility' at the heart of its new local industrial strategy.

Recharge the West Midlands

In response to the social and economic challenges the region now faces as a result of the **coronavirus (COVID-19) pandemic**, WMCA has adopted a plan to Recharge the West Midlands underpinned by the Community Recovery Roadmap; to use the opportunity to build back better to accelerate economic recovery in the West Midlands.

These four new WMCA policy agendas are shaping growth in the West Midlands.

These all have implications for the way we shape transport going forward. We have made a lot of progress that remains valid, however, there is a need to make sure that everything we are doing is appropriate and that we are doing everything we should be.

Transport is an important part of our lives, so we need to put people at the centre of developing how we respond to their transport needs and manage transport's impacts.

The aim of this green paper is to support conversations over the future of transport in the West Midlands to feed in to the development of a new statutory Local Transport Plan for our area. In this document we explore:

- **How transport has changed in our region**, where we are now, and where we think we are heading under current forces and policies;
- Some of the **biggest transport issues** that we think require attention if we are to achieve our ambitions for Inclusive Growth;
- The kinds of **changes we could make to our transport system** that could enable us to build back better from the COVID-19 pandemic, moving us towards a fairer, healthier, greener and more prosperous West Midlands; and
- Our proposed **approach to developing the LTP.**

Within this green paper, we have started to set out the choices we believe need to be considered in order to address the challenges we face in moving people and goods around our region. The nature of these complex discussions will increase the need for an open and honest, two-way discussion with our communities. We will take time to build understanding, debate, and allow reflection with groups to ensure the recommendations from those discussions are heard and addressed.

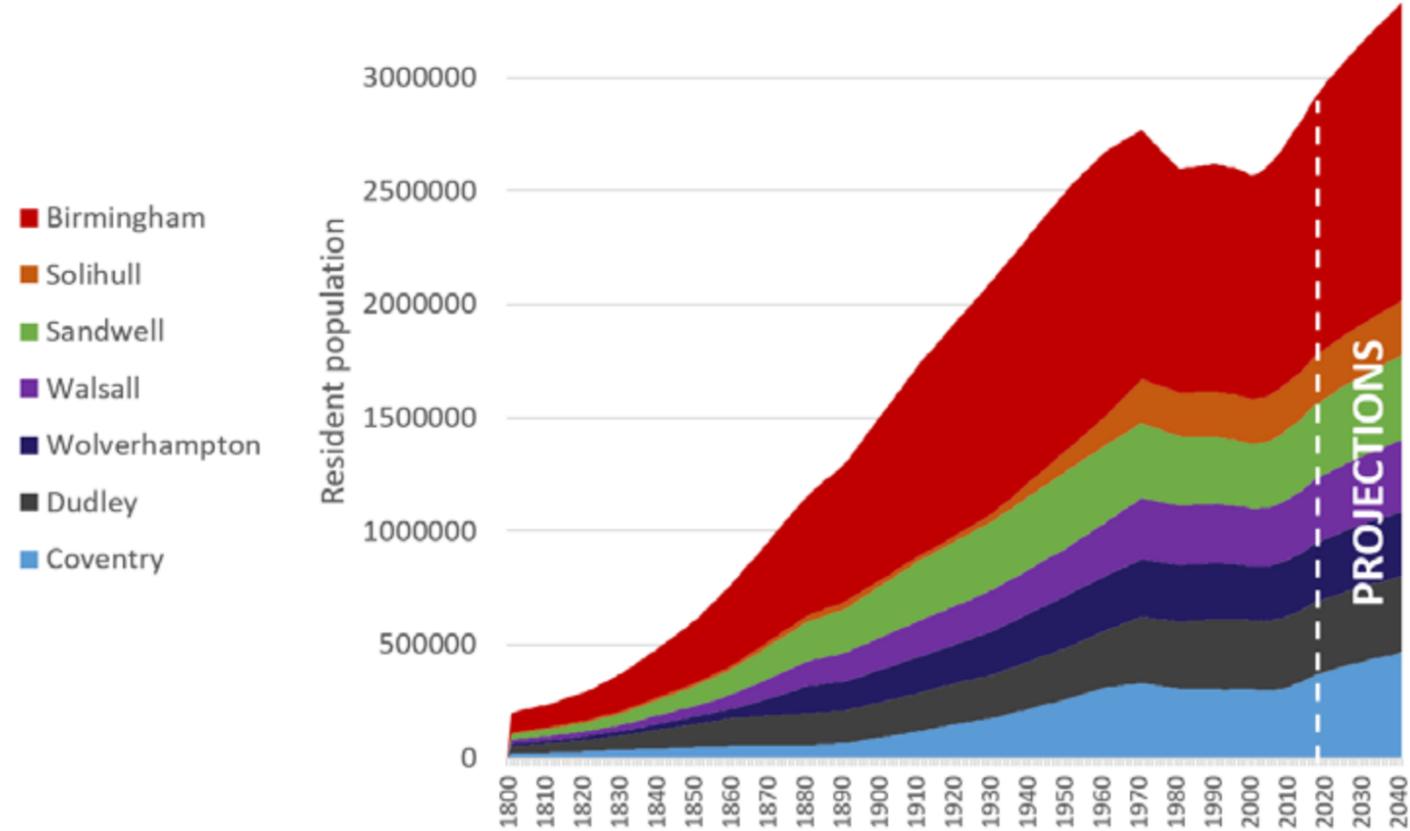


Section 2: The state of transport in the West Midlands

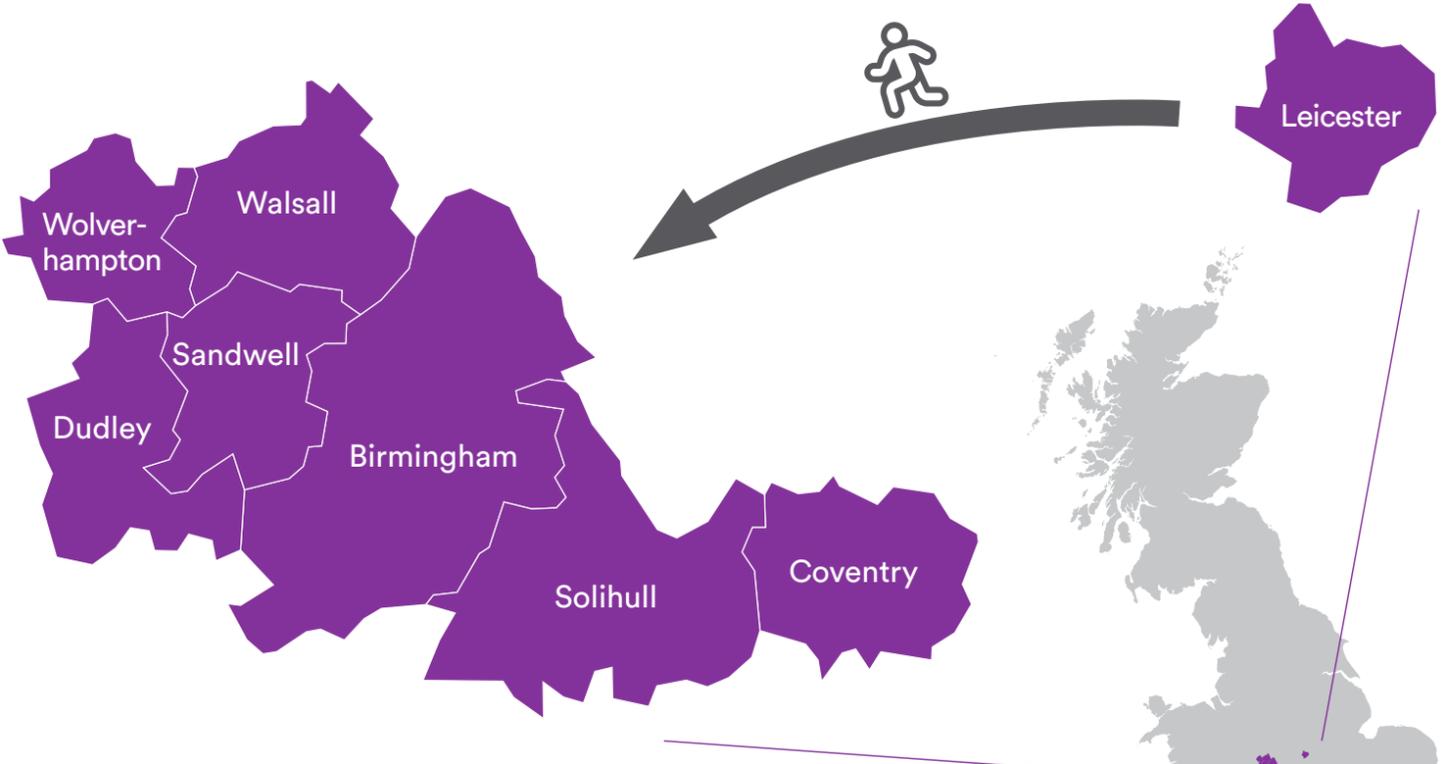
How transport has changed

Our growing population

Our region has grown a lot over the last 150 years. There was a period of contraction and stagnation following industrial decline in last few decades of the 20th century. However, growth has been strong in the new millennium and is projected to continue.



Source: Analysis of Census data and ONS population estimates and projections



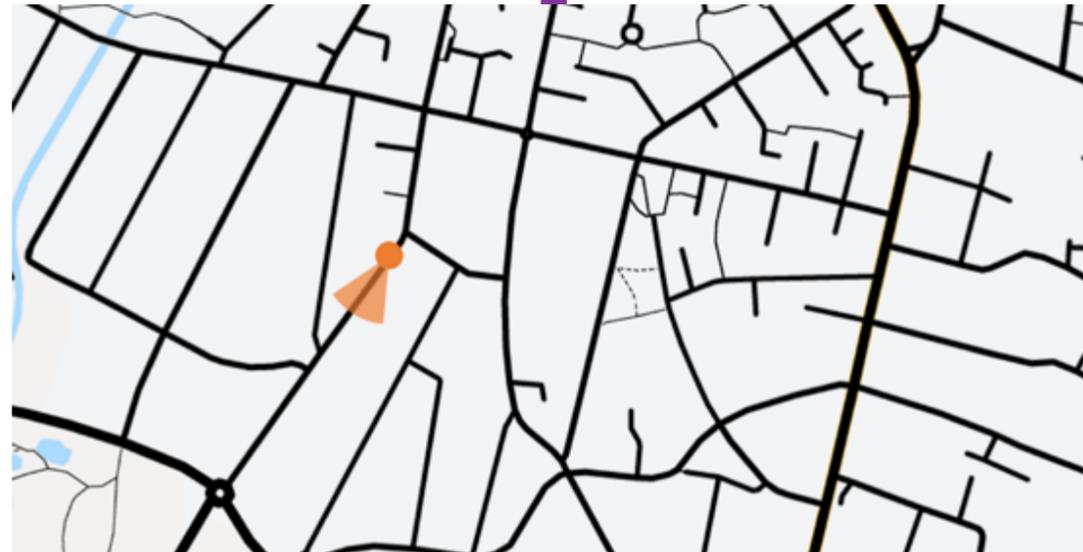
Population growth over the next 20 years would be like moving everyone who lives in Leicester into our area.

Transport has changed the design and layout of places

The population of our region has exploded over the last 150 years from a collection of small but important towns and cities to a region of nearly 3 million people, and it continues to grow. As we've grown, there's been much more travel in our region, but also the way we travel and where we can travel to has changed dramatically.

The **transport options** available to us impact what we can access. However, what we can access is also affected by **how we use land** and **how we communicate**. These three things are interdependent; a technological breakthrough in one can change our relationship with the others. It is no surprise that as travel options have changed, so have our lives and businesses.

Vehicles have made us much more mobile, and although vastly improved telecommunications have reduced the need to travel for some things, we are still travelling more overall. There are complex reasons for this; the scale of global supply chains, increased home deliveries, people's desire to travel to meet people and visit places, and the increased distance between where people live and work.

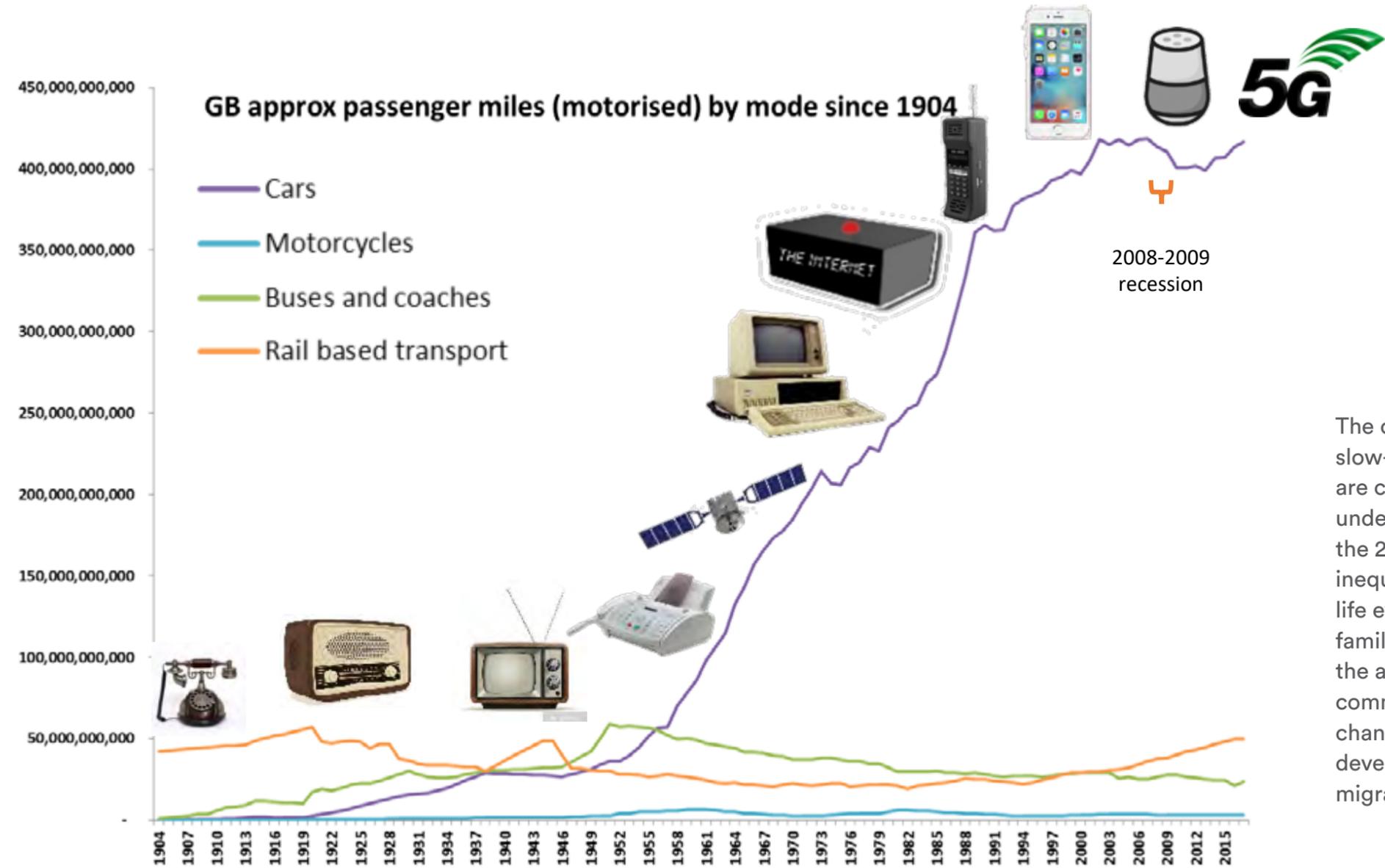


Source: Google Street View and Maps



As people could travel further and further, our settlements began to expand, streets became less connected, and buildings became more spread out with lots of space set aside for parking.

Travel and telecommunications have both increased a lot



Source: Transport Statistics Great Britain (DfT)

However, the explanation is also perhaps simpler than complex analysis of detailed trends; people travel more when they can.

Increased mobility has radically changed our lives. Improved affordability of car ownership and usage have meant that we have much greater flexibility over where we live and work within the region, where our children can go to school, travelling frequently to see distant relatives, and bulk-buying groceries and transporting bulky items. These are things that would not have been possible 100 years ago, but now are part of everyday life.

The causes of the recent slow-down of travel growth are complex and not fully understood. Factors include: the 2008 recession, wealth inequalities, changes to key life events such as starting families and buying a home, the advancement of mobile communications devices, changing patterns of urban development and population migration.

Whilst increased mobility has provided social and economic benefits for some it also has other costs to society. For the new LTP, we aim to work with the public to develop a vision and plans for a more equitable and sustainable transport system that continues to enable and catalyse growth and prosperity in our region.

Home
I live near the factory in terraces that were built for the workers.

Shopping
I walk to the butcher, baker and grocer around the corner for most supplies.

Work
It's not too far to walk to the factory.

Holiday
At the weekends the family sometimes takes the tram to the park. We might take a daytrip to Sutton Coldfield by train.

Keeping in touch with friends and family
Most of my friends and family live nearby, but I write to those who aren't.



1880

Home
We live in the suburbs away from the noise and pollution of the centre.

Shopping
We get groceries from around the corner, but sometimes I take the trolleybus into the city centre to meet my friends at a department store.

Work
I work in an industrial quarter in the city centre that I get to on the trolleybus.

Holiday
We took the train to Weston-super-Mare last year!

Keeping in touch with friends and family
I write to friends and family. We can use a public telephone but it's quite pricey!



1920

Home
I live in a cul-de-sac with my own driveway for my new car.

Shopping
We drive our car to get our shopping from the supermarket.

Work
I drive to the office in one of the commercial districts near to the centre of town.

Holiday
We're going on a coach trip to France this year on the ferry, but last year we drove to a holiday park.

Keeping in touch with friends and family
My friends and family are spread out. I call them on the telephone when we want a quick chat.



1960

Home
We've moved out of the area to one of the towns nearby.

Shopping
We use the supermarket for most shopping, but we've also started to visit some of the new out of town retail parks and malls. It's easy to drive and find parking

Work
I'm working in one of the business parks by the motorway. I have to drive even if I didn't want to because there's no other choice!

Holiday
The whole family's flying to Costa Brava for a package holiday. At the weekends, we might drive out to a country park.

Keeping in touch with friends and family
My friends and family are spread out but the motorways make it easy to visit them. I can always call them on the landline.



1980

Home
With a car and the internet I think I could live anywhere I could afford to in the region.

Shopping
I've been going to shops less and ordering more online.

Work
I drive to work when I have to but we're working from home more and more.

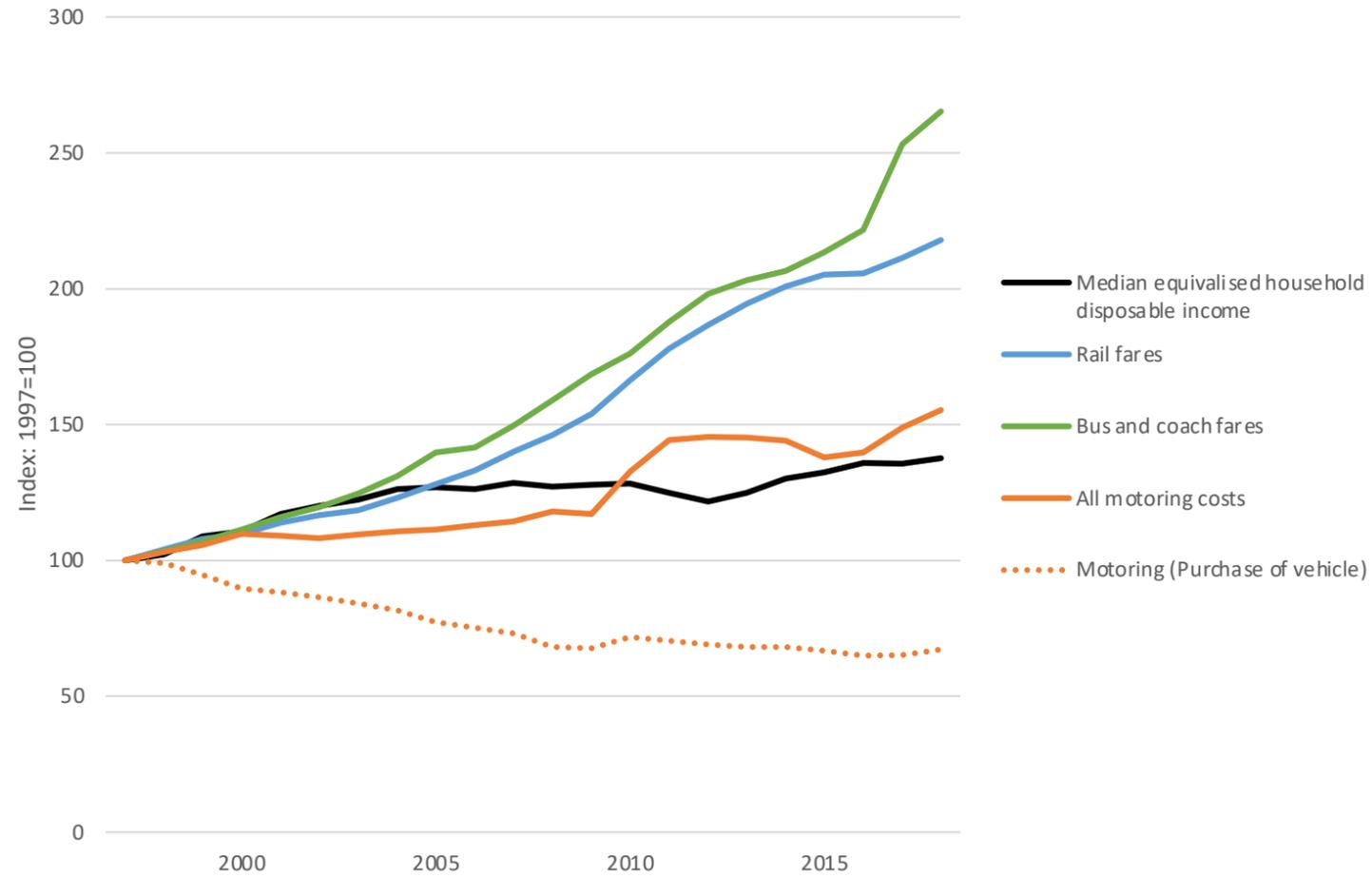
Holiday
The world is my oyster; I still like to fly to see the world, but I also like to take the train for UK city breaks and drive out into the wilds.

Keeping in touch with friends and family
I've got friends and relatives all over the UK. I like to visit them as often as I can and we all keep in touch everyday using social media across our many devices!



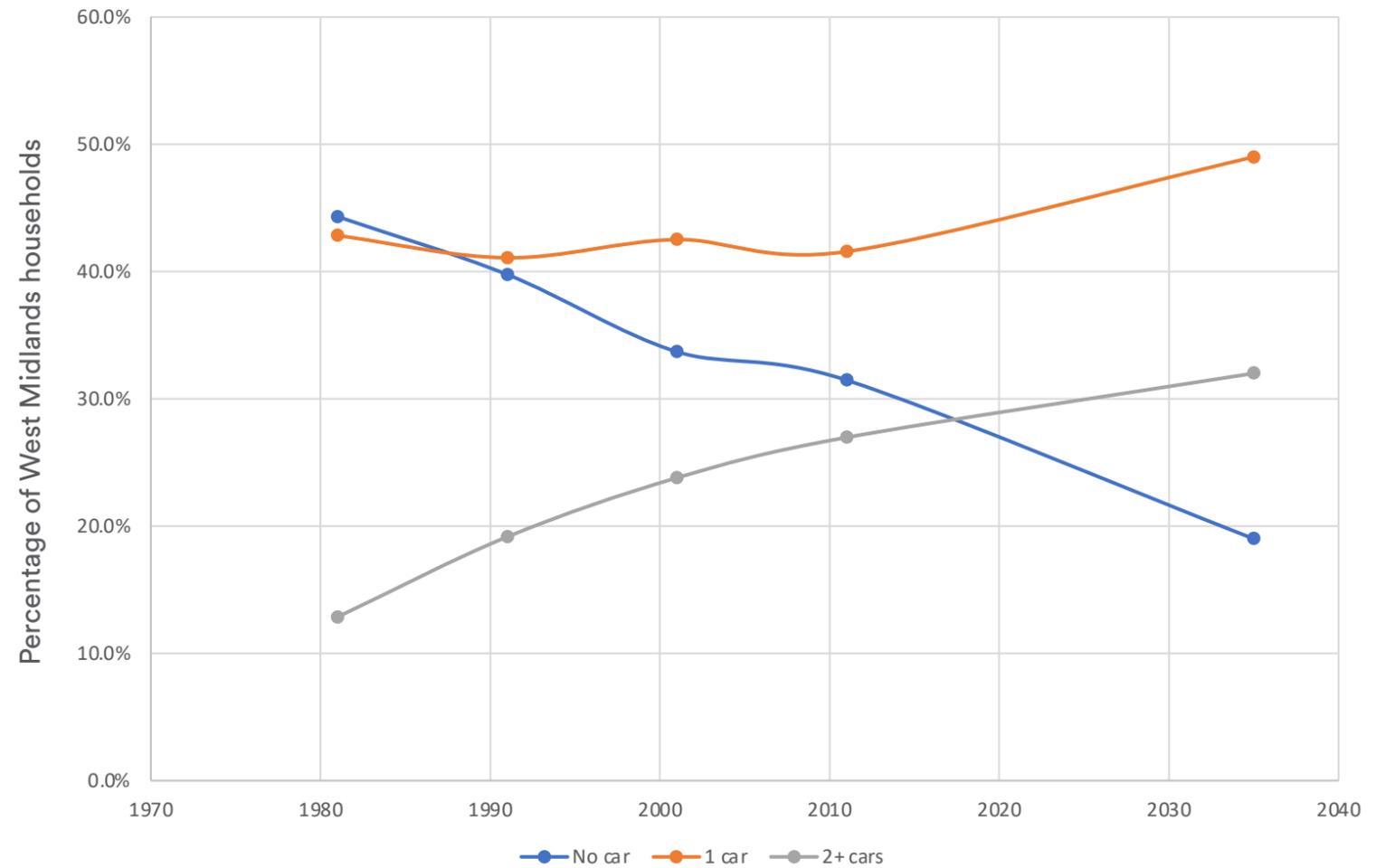
2020

Changes in the costs of transport (UK) and car ownership (West Midlands)



Source: Transport Statistics Great Britain (DfT) and ONS

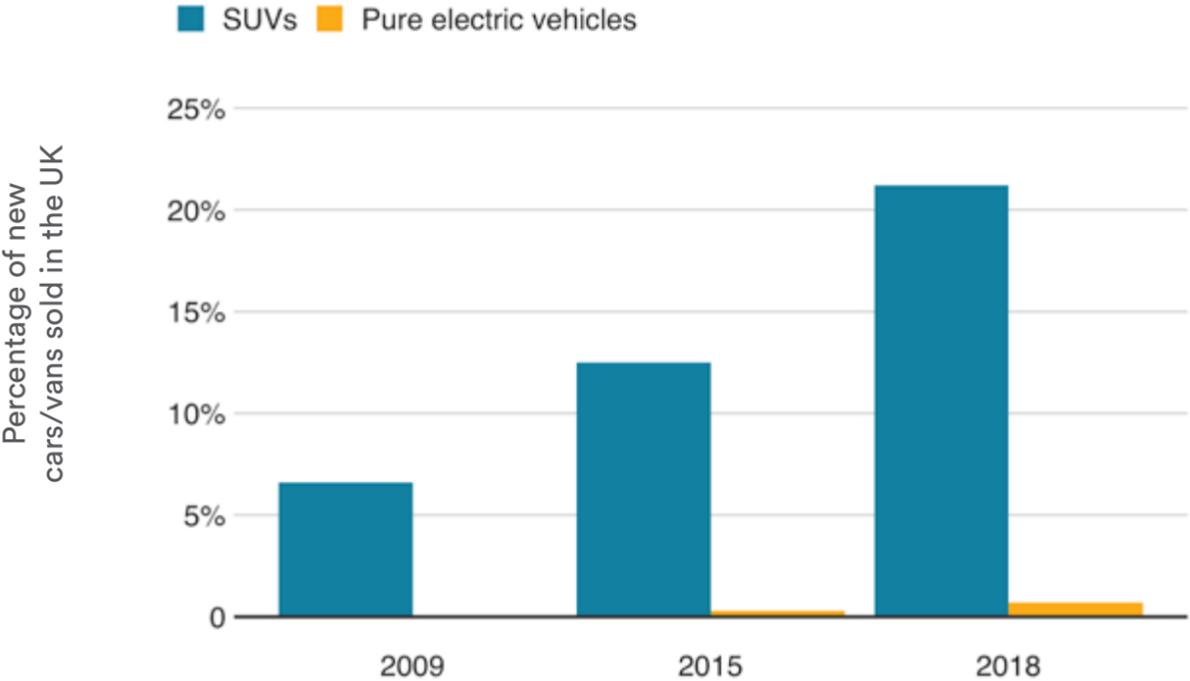
As motoring costs have reduced relative to public transport fares, car ownership has increased. Whilst the proportion of households without a car is decreasing, the number of households is still increasing because of our growing population.



Source: Census and PRISM

Cars are getting bigger

Growth of SUV and pure electric car/van sales



Source: UKERC



Mitsubishi Outlander Plug-In Hybrid Electric Vehicle



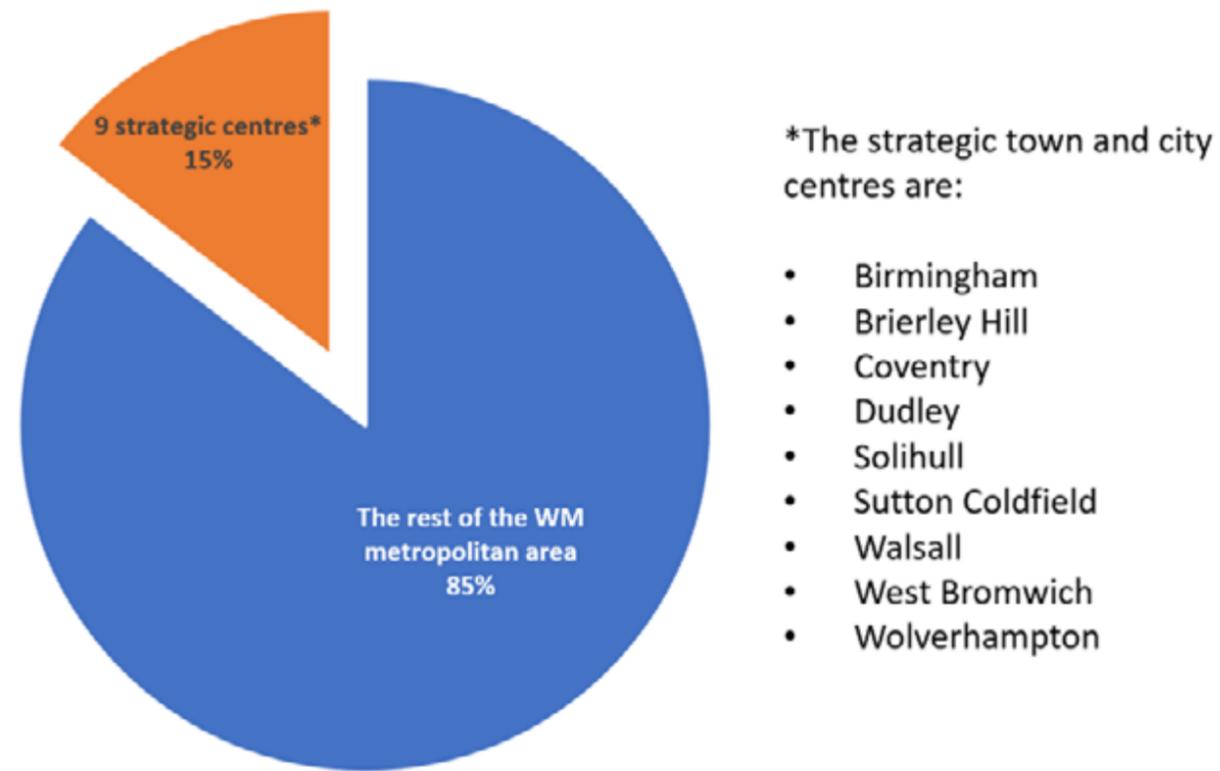
	1968 Morris Mini-Cooper S Mk II	2018 Mini Cooper Classic
Weight (kg)	670	1200
Length (m)	3.1	4.0
Width (m)	1.4	1.9
Height (m)	1.3	1.4

As the affordability of motoring has improved, the size and weight of the cars we drive has also substantially increased. The weight of a Mini Cooper has almost doubled and its length has almost increased by a third over the last 50 years. 1 in 5 cars sold in the UK were SUVs in 2018. The Mitsubishi Outlander PHEV is the UK’s most popular plug-in electric vehicle and it is an SUV.

Whilst these bigger vehicles have been associated with comfort and safety for vehicle occupants, it has also increased energy consumption, carbon emissions, road wear, space required for parking and other impacts.

Car accounts for most travel, except to particular centres

Destinations of car trips made in the morning peak



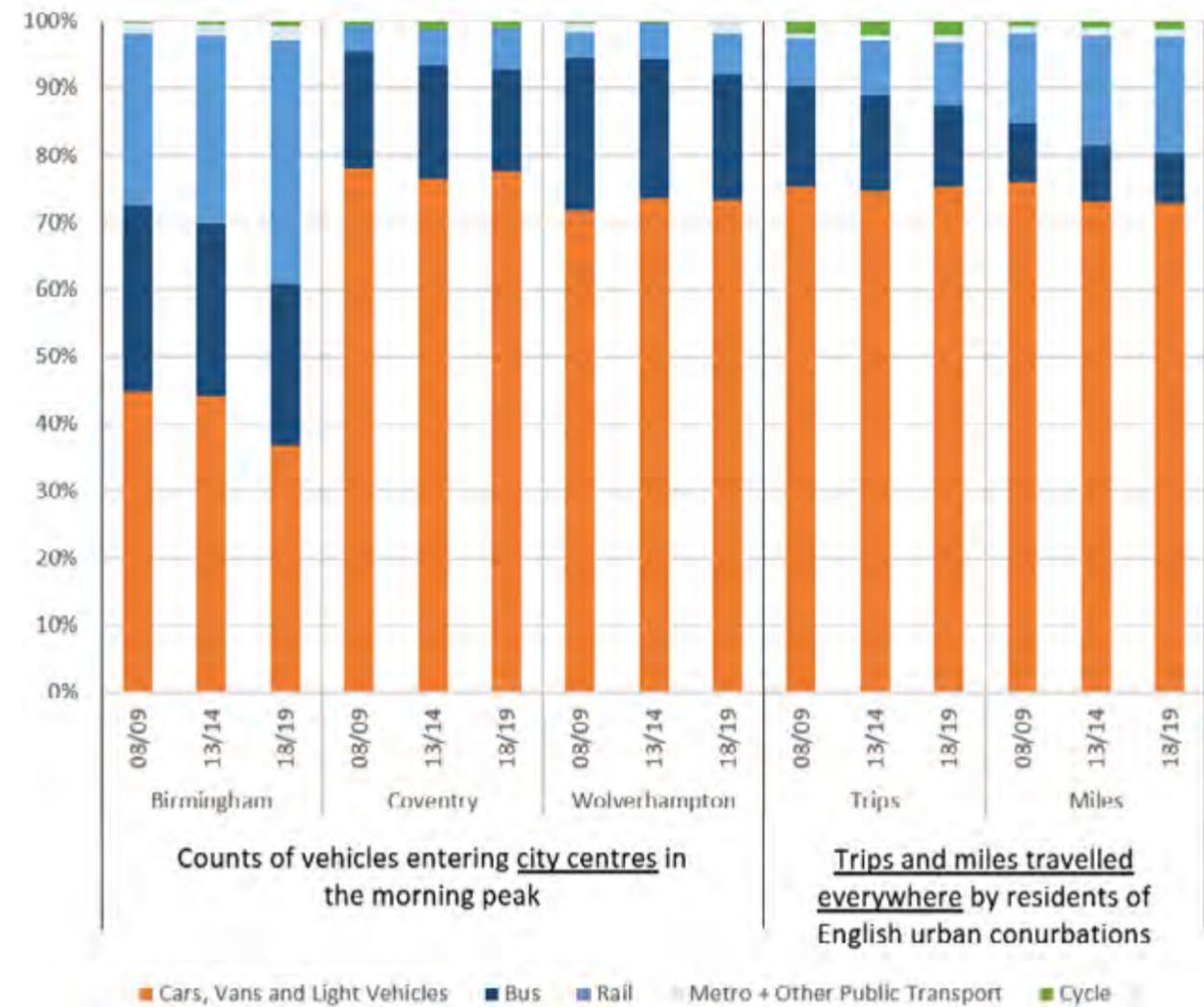
Source: PRISM

Most travel is not to or from our centres, even in the peak travel periods.

While public transport has remained a popular choice for accessing our big city centres, the car is by far the most popular choice for travel across the wider region.

For those who do use public transport, train and bus is popular for accessing big city centres but it is mainly bus that is used elsewhere.

Comparing mode shares to/from centres with mode share for all travel



Source: TfWM Cordon Counts and National Travel Survey (DfT)

While it's difficult to predict the future, we do know that change never stops and things that appear unachievable or unattractive today can be taken for granted as a new way of life in a few years' time.

Yet many of our streets have changed very little over the years; and so as we move forward we need to update, retrofit and adapt the urban environments we have, which will be our legacy to future generations.

Reflection

So a lot of change has happened very quickly and transport has shaped places and lifestyles significantly within many people's lifetimes.

Some changes are more easily embraced than others.

Is it possible that we could see more significant change in how and why we travel within the next 100 years?



Where we are heading

It's important to reflect on the effects of our current transport policies as we develop a new West Midlands Local Transport Plan.

Generally, local transport policies and plans have focussed on delivering specific impacts through:

- Infrastructure investments in specific places, for example:
 - Delivery of new rail stations, as well as the creation of new West Midlands Metro, Sprint bus, and Very Light Rail (VLR) routes;
 - Reallocating space to public transport on congested corridors;
 - Delivery of new high quality cycle routes; and
 - Pinchpoint schemes to increase the vehicular traffic that can flow through congested parts of the road network.
- Subsidised services for the benefit of those who are less mobile, or where private services would struggle to operate on a commercial basis, for example:
 - Concessionary travel schemes;
 - Subsidies for particular bus services and our Ring and Ride service; and
 - Multi-modal ticketing and fares.
- Travel information, advice and education, for example:
 - Supporting organisations with travel planning advice;
 - Providing journey planning tools and information for members of the public; and
 - Alerting the West Midlands to planned and unplanned disruptions on the network.
- Supporting innovation in mobility products and services, for example:
 - Exploring the commercial case for new products and services by collaborating with the private sector to test new transport modes and schemes; and
 - Working closely with industry, central government and our local authorities to understand regulatory changes needed to support new transport solutions.

Great stuff is already happening across the West Midlands



Extending our Metro

Metro extensions are currently being built for Wednesbury – Brierley Hill, Birmingham Westside, Birmingham Eastside and Wolverhampton city centre (as part of the Wolverhampton Interchange project).

The West Midlands Metro network expansion will ensure that all West Midlands strategic centres are served by a rail and rapid transit network and will open up investment in jobs and housing across the Black Country and Birmingham.



Blue cycle routes

The A38 Bristol Road cycle route provides a high quality two way segregated cycle route between Selly Oak, the University of Birmingham and Birmingham city centre.

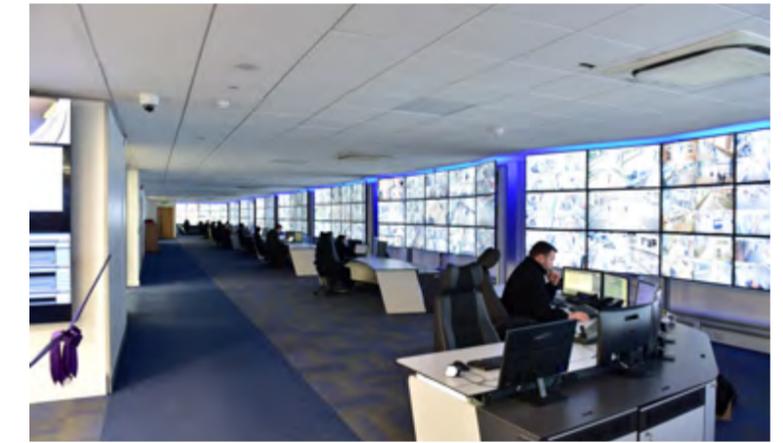
The blue surfaced route was opened in 2019 and is approximately 4 km long. Its high standard informs wider cycle network development in the West Midlands and the quality of this cycle route's infrastructure has received national acclaim.



Swift multi-modal ticketing

Swift is the largest and most comprehensive smartcard scheme in the UK outside of London. Before the pandemic it was used 75m times a year by 537,000 card holders.

The new "Swift Go" fare-capping service calculates the best value fare at the end of each day based on the journeys taken. Although currently only available on the West Midlands Metro line, the aim is to extend Swift Go to buses and rail services in 2021 as part of constant product innovation and development.



RTCC

The West Midlands Regional Transport Coordination Centre (RTCC) is part of a £22 million project to improve coordination across public transport and road networks and manage congestion in the West Midlands.

Opened in January 2020, the RTCC has the role of providing real time, data driven intelligence on the transport network. The RTCC operate across the entire region, across all modes to help better informed decision making through incidents, events and engineering and works to ensure a single cohesive message to the travelling public.

Our region has recently seen unprecedented delivery and commitment to investment into the transport system. This investment aims to create an integrated, multi-modal public transport system that is plugged into HS2.

Many policies target access to busy town and city centres to encourage economic growth by enabling more people to access these centres without increasing congestion. We are also delivering a step-change in public transport accessibility in areas of the region where access is currently poor. Delivery of particular transport infrastructure will encourage and enable the development of land for purposes such as housing and employment. As the connections between our region and the rest of the country improve, the markets that local businesses and people benefit from will expand and encourage investment in the West Midlands.

Economic benefits are a crucial driver of our current policies, however, these aren't only derived from the improvements to access. The construction of new transport schemes itself provides opportunity for those in the industry who plan, develop, build and operate new infrastructure and services - helping to develop skills and provide employment for local people.

In this way, public investment in the infrastructure our region needs will play an important role in supporting the post-COVID-19 economic recovery of our region.

Much of our investment and policies aim to improve provision for sustainable travel modes. However, whilst important, this isn't enough to generate sufficient travel behaviour changes to address wider environmental, social and economic challenges we face. The transport impacts of current schemes tend to make a big difference in some areas but their impacts across the wider region are more limited.

If significant behaviour change is a core part of our aims, then we will need to do more.

Reflection

Whilst we are seeing unprecedented levels of investment, does it feel like transport in the West Midlands is getting better?

The consequences of the COVID-19 pandemic

When asked how their journey habits have changed as a result of the pandemic, here's how people responded.

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

Almost all stated that their journey habits had changed as a result of the pandemic.

Source: TfWM's Market Research Online Community

The COVID-19 pandemic has disrupted our way of life. There have been and will be changes to the way we live and work during the pandemic. However, the pandemic will also have long term effects:

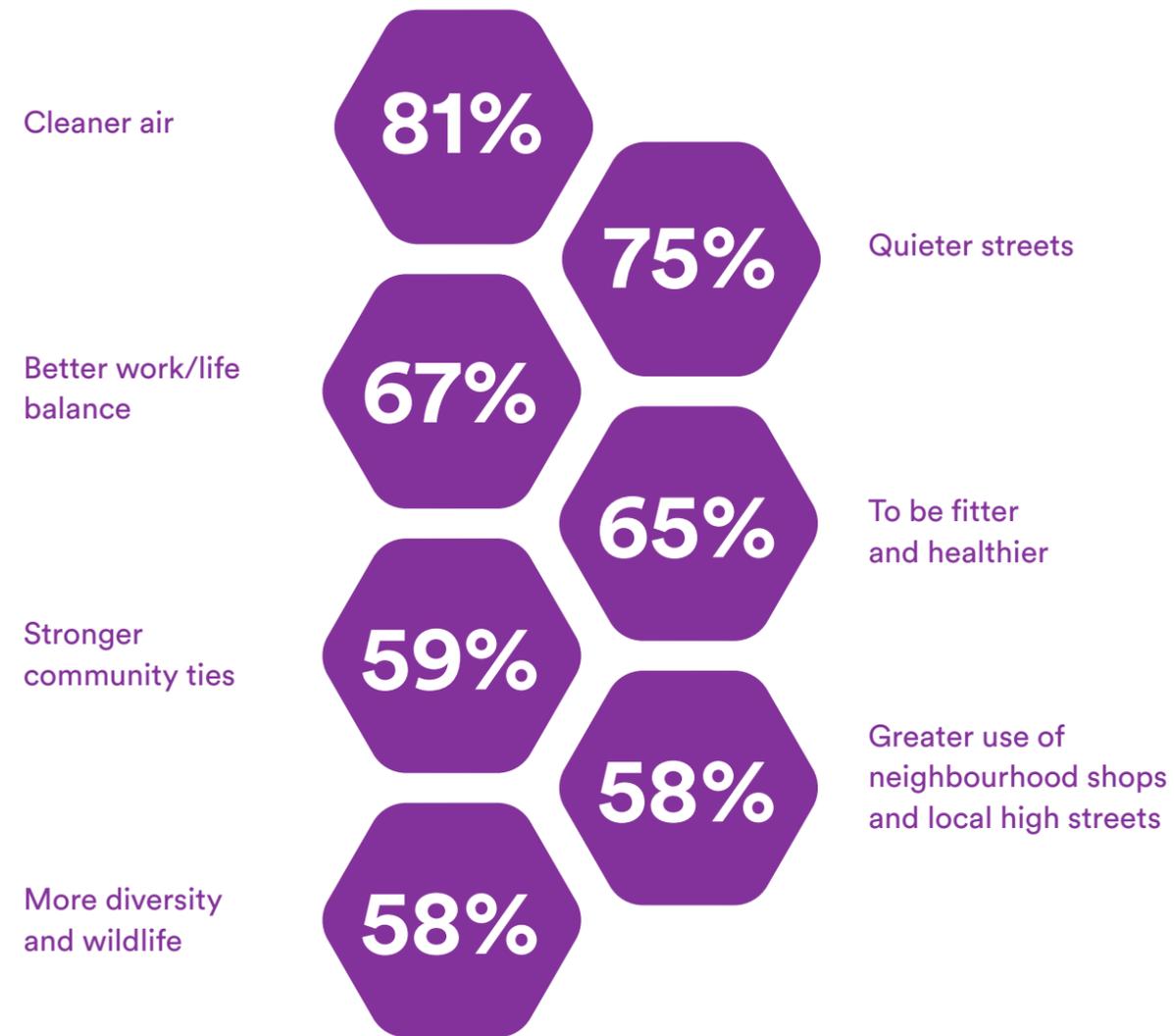
- There will be **economic shocks** in which people may face challenges finding employment and making ends meet;
- As we adapted our lives to minimise spread of the virus we have found **new ways of working and living** that people will want to keep; and
- The pandemic has triggered many to **reconsider what their priorities are** in terms of health, relationships with people, the environment, and the kind of economy we want.

Whilst the economic and social impacts of the pandemic are undeniable and many face significant challenges ahead, the ability of so many businesses and people to adapt so as to keep as much social and economic activity going as possible has shown us that we are resilient and adaptable to rapid change. A substantial amount of activity has been able to continue with far less travel than before, and in some circumstances this presents long term opportunities, for example:

- Reducing time and money spent on travel;
- Exploiting the potential of digital connectivity to expand access to markets and collaborators; and
- Increasing local spending in West Midlands businesses through increased active travel and living locally.

Changing priorities during the COVID-19 pandemic

When asked in May 2020 what they wanted to see change as a result of the crisis, people said...



Source: TfWM COVID-19 pandemic public surveys

...but when asked in Summer 2020 to name their top priority for the region's recovery after the pandemic, people said...



People do want to live in friendlier, nicer and sustainable places, but individuals also have fundamental basic needs; they want a job to make ends meet and they want to be in good health. As we explore in this green paper, these needs and desires do not have to be mutually exclusive.

People have been **working from home a lot during the pandemic**. I think it will become a **way of life in the future**, when more companies realise they don't need expensive offices and overheads.

65+, Solihull, No cars in household, Driver

We're already seeing it with COVID that companies are realising that they **can have staff working from home**.

25-44, Walsall, No cars in household, No licence

I do much **less activity since the pandemic** as I work from home and try to **avoid the risk of catching COVID-19**. Before that I used to regularly go hiking/walking in the countryside. Running once a week, and walking long distance – 10 to 20 miles most weekends.

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

Yes, COVID has proven that this (reducing travel without actually doing less) is effectively possible, particularly for business travel. Do you really need to meet in person? The answer these days is more likely to be no! **Stop making unnecessary journeys**, do you really need to get in the car to go to that shop that's five minutes away? Probably not.

45-64, Sandwell, 1 car in household, No licence

I know I'm not exercising enough now due to the pandemic, **my entire lifestyle has changed**. I'd like to see things go back to normal, so I can travel more as I tend to exercise when I explore new places.

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

Many people, businesses and public authorities have come together to tackle the challenges of the pandemic. TfWM and our partners are continuing to contribute with actions that aim to:

- Provide travel that is safe and secure;
- Get workers and businesses up and running (when safe);
- Support travel to schools and keep children and families safe;
- Keep the clean air, physical exercise and reduced carbon emissions; and
- Support a green economic recovery.

Even though there will be long lasting impacts of the pandemic, at some point, hopefully this year, we will be able to say that the pandemic is over and the restrictions designed to prevent the spread of the virus will be lifted.

We've been working hard to face the challenges of the COVID-19 pandemic



Emergency Active Travel Fund

The Government's Emergency Active Travel Fund was established to rapidly create and then enhance safe conditions for walking and cycling. This was to help cater for and grow increased UK levels of cycling and walking seen with the first lockdown.

The West Midlands was awarded £16.85m. These funds have helped create pop-up cycle lanes, footway widening and other active travel improvements as well as enabling some temporary measures to be upgraded and made permanent.



Maintaining public transport services

Public transport use has been massively affected as a result of the pandemic. TfWM has made the case for Government revenue support to keep services running, established a multi-modal and multi-organisation Transport Recovery Cell, and worked with partners to implement social distancing standards, regulations on face coverings, enhanced cleaning of public transport infrastructure and vehicles.



Shuttle buses for NHS staff

To support NHS staff, Ring and Ride services were repurposed to provide shuttles to key hospital sites from transport stops.

The free shuttle service started in April 2020 for NHS workers. The shuttles linked West Midlands Metro stops with Walsall Manor Hospital and Wolverhampton New Cross Hospital, along with shuttle services in Dudley for Russells Hall Hospital and services to Good Hope Hospital in Sutton Coldfield. By the end of 2020, these services had been used for 30,000 trips by NHS workers.

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

- If remote working becomes more popular, people may live further from the office. This may mean that a reduction in frequency of commuting is counteracted by an increase in commuting journey lengths.
- If e-commerce becomes more popular, people may have goods delivered on a weeknight freeing up their weekend for leisure trips and trips to see friends and family, which tend to be longer than shopping trips.

Public transport faces serious challenges ahead. As with many businesses, demand for services has dropped during the pandemic. People were specifically advised to avoid using public transport during the pandemic where they could to help manage the spread of the virus. Maintaining service levels has required greater public subsidy because there have been fewer fares collected. There is a concern that as people have adopted new behaviours to avoid public transport where they can, these behaviours may persist after the pandemic is over.

Furthermore, much of the fare paying demand for public transport comes from regular commuting to and from busy centres. With the likely move to remote working, this is also likely to reduce demand for these services.

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

Investment in transport can support the economic recovery from COVID-19 both in terms of direct employment to support development, delivery and management of infrastructure and services, but also by improving access. Getting the most out of this investment will need us to focus on “no regrets” actions that are consistent with our desire to “build back better” by providing the right kinds of improvement to access, but also that are resilient to any uncertainties in how the world will be disrupted in the long term by the experience of the pandemic.

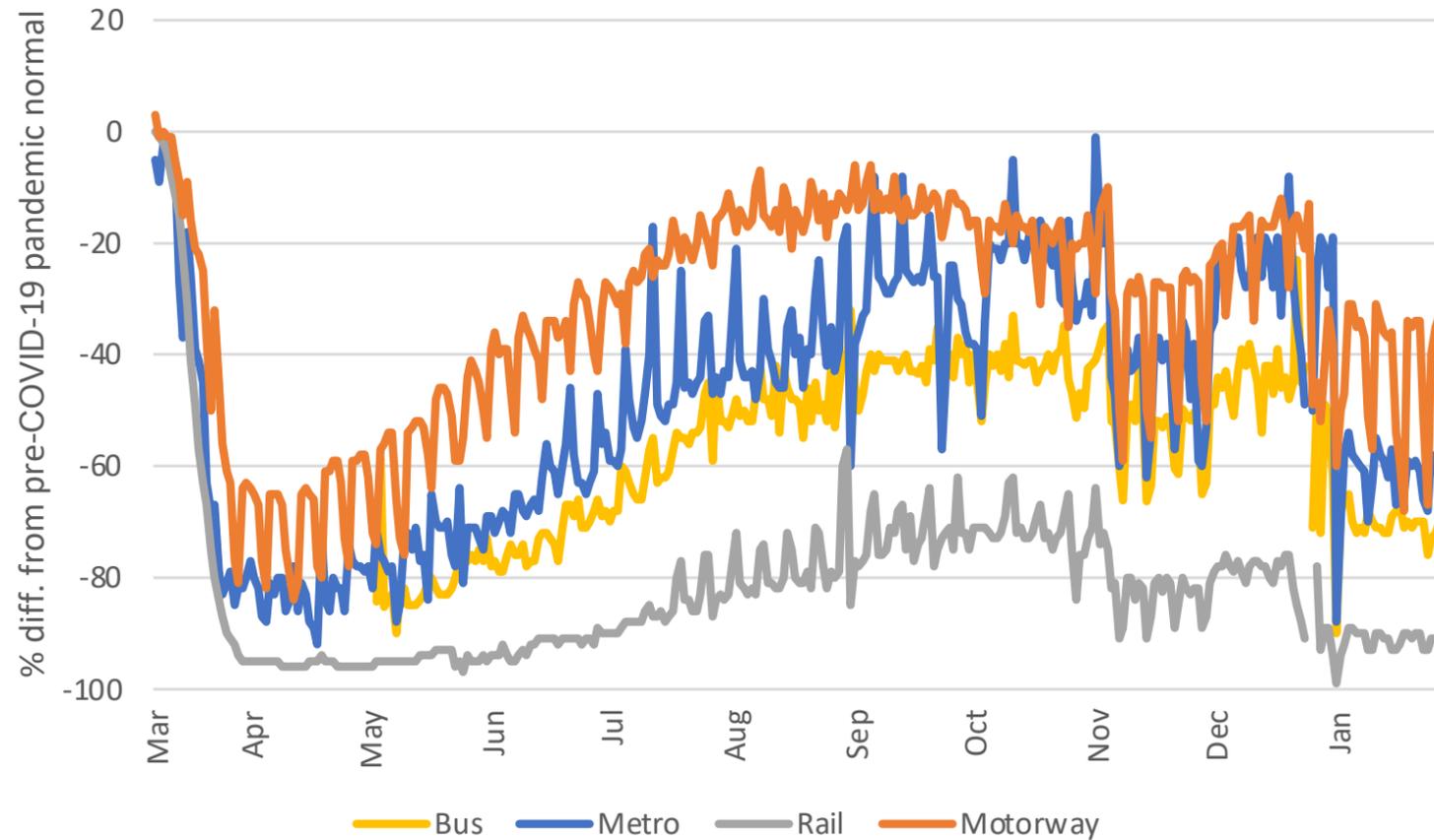
Reflection

What are some of the changes in how we live that you'd like to keep after the pandemic?



Changes to travel demand during COVID-19 pandemic

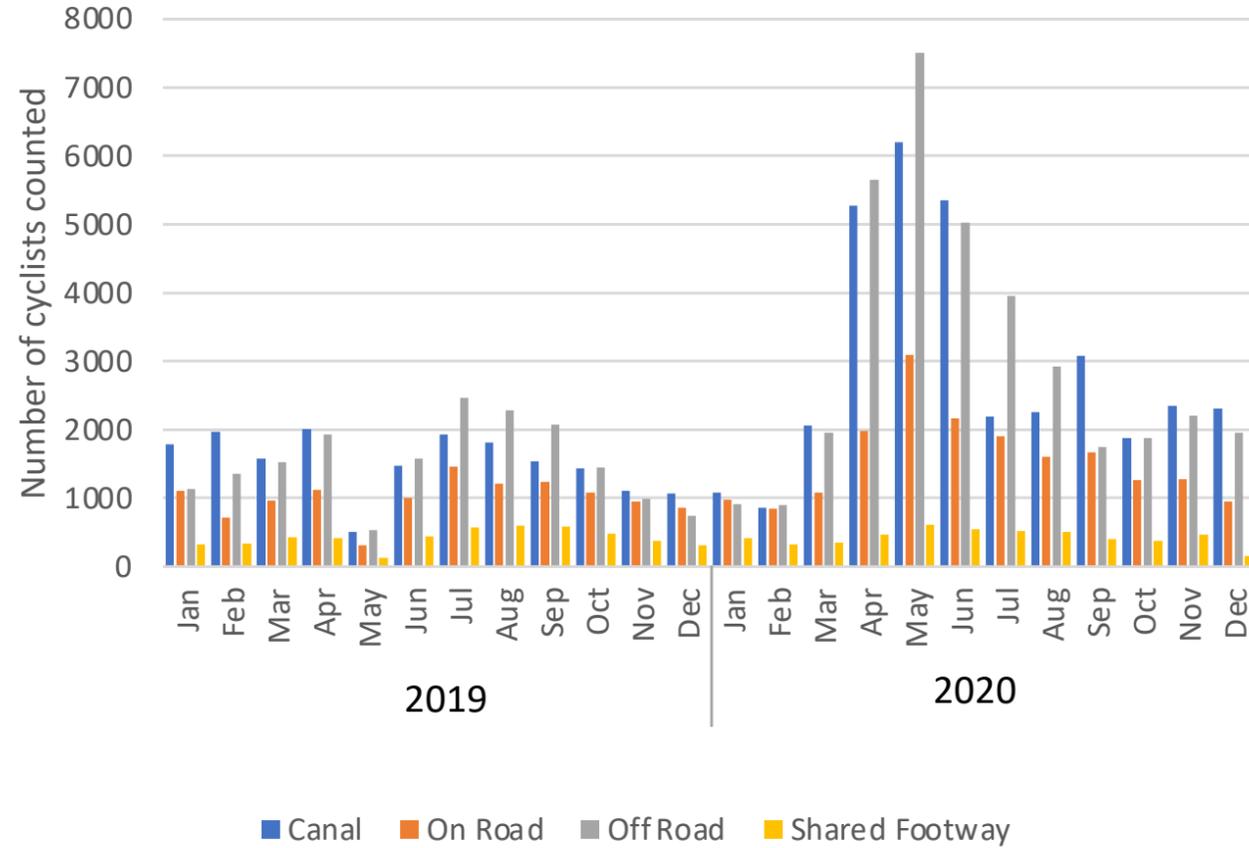
Public transport and car demand



Source: TfWM Data Insight Service analysis

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

Cycle counts



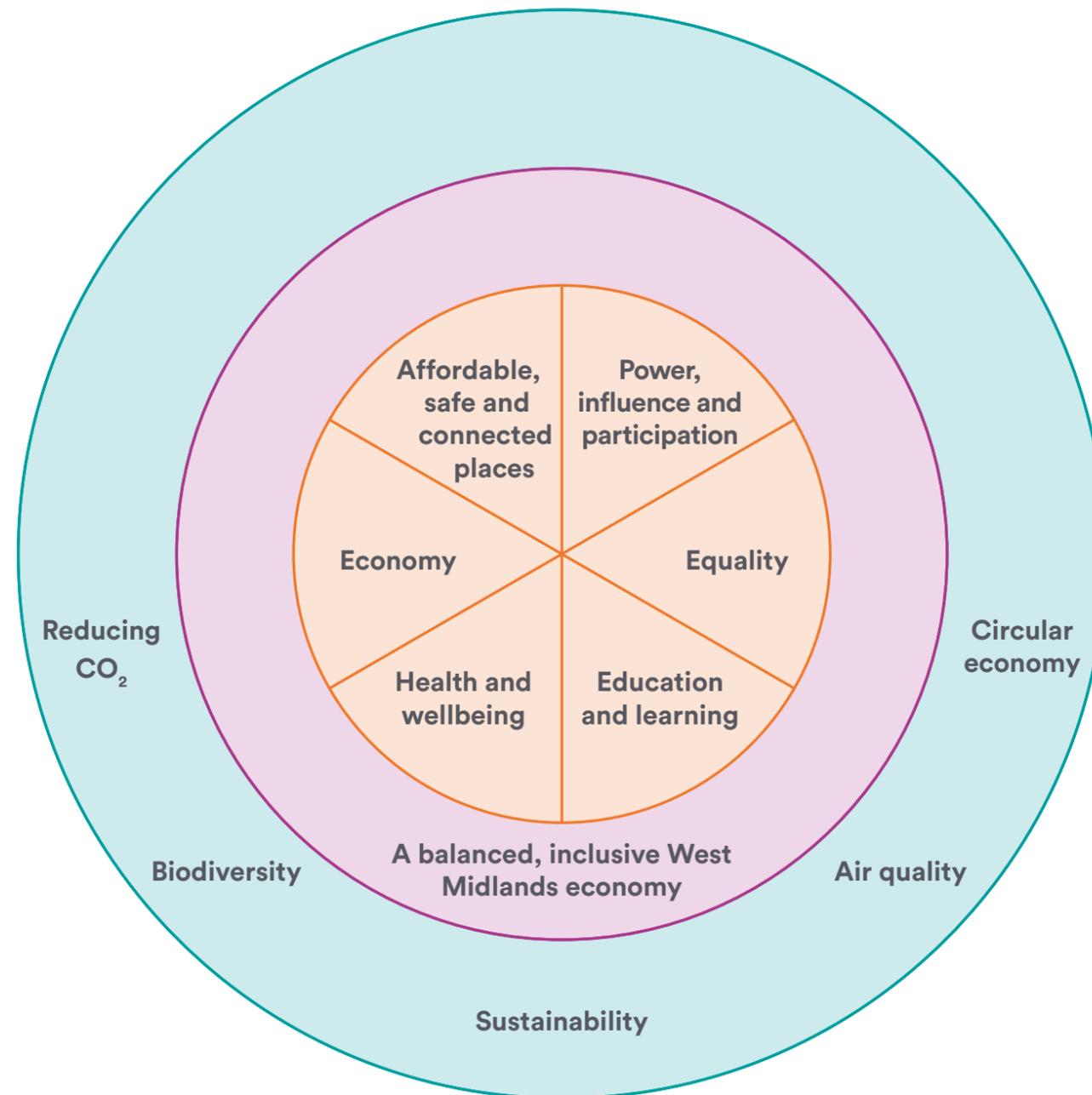
Many needed to cycle as a way of avoiding public transport and getting more exercise, and they were better able to cycle owing to the quieter streets, which people felt were safer and more pleasant to cycle on. As a result, cycling levels were much higher during 2020 than preceding years.

Section 3: Our Motives for Change

Inclusive Growth in the West Midlands means that all citizens can shape, contribute and benefit from the advancement of the region.

It is a deliberate and socially purposeful model of economic growth – measured not only by how fast or aggressive it is; but also by how well it is shared across the whole population and place, and the capacity of our environment to sustain it.

WMCA’s goal for Inclusive Growth is to occupy a space where social need, economic ambition and our responsibilities to the environment are in balance.



Inclusive Growth Framework

The space for a balanced, inclusive economy is where social challenges can be met without degrading the environment

Transport’s relationship with Inclusive Growth is complex:

- Meeting many of our needs and ambitions relies on transport connections;
- But those same transport connections have impacts that the environment can’t sustain and which are detrimental to other social and economic outcomes; and
- Improving connections for a particular group of people, by a particular mode, to particular places can limit and even worsen connectivity elsewhere for others.

TfWM has adopted five Motives for Change to frame society's relationship with transport and the sort of society and places in which we want to live. They explain why change, although difficult in the short-term, is likely to be much better for all in the long-term. This is because following through with the changes to satisfy our Motives for Change will involve trade-offs between benefits, impacts and other aspects of transport that many value.

All the Motives for Change are important. As we work with the public to set a new direction for transport, our collective challenge will be finding a new direction that best delivers the level of change people want across all our Motives for Change.

Any big changes to our transport system and the way we travel must be based on widely held public consensus; preparedness to travel differently and acceptance of the public policies that will effectively deliver change.

Change can be intimidating and some may be better positioned to adapt than others. We of course need to support those who need it most, however, in general we are often more adaptable and resilient to change than we give ourselves credit.

Through this green paper, we explore the changes to transport that can address the challenges we've set out, but we also need to understand whether the public feels there are paths we should not take, where progress towards one or more goals could be outweighed by negative impacts on other aspects of our lives.



Our Motives for Change

Motive 1: Sustaining economic success

Inclusive economy

Social and economic activity requires people and businesses to be able to access other places, people and resources. Reducing barriers and costs to travel can unlock new social and economic opportunities - helping people and businesses prosper, and enabling places to regenerate and develop.

However, reducing barriers to travel in an untargeted way can also be detrimental to economic success or make it increasingly difficult to sustain, for example where:

- Increased travel is accompanied by external impacts that harm our economy such as climate change and poor health of workers;
- Limited capacity for travel becomes congested with too many vehicles making journey times unreliable and reducing how far people can travel in a given time frame as the number of vehicles increases; and
- Transport infrastructure becomes more costly to maintain as more infrastructure is built and the demands on it increase.

It is also important to consider who benefits from reduced barriers to travel and how this can affect the economy. For example,

- Improving connectivity beyond our region can increase the labour pool that local businesses can access. This may help local businesses secure labour with particular skills sets that are challenging to source locally.
- Those who are more deprived are generally much less mobile than others (particularly where they lack access to a car). Targeted measures to increase the mobility of this group can enable them to participate more fully in our economy helping the region to prosper and levelling up their life outcomes.

Finally, it is also important to consider that quality of life and places are key factors that help attract and retain citizens and businesses in our area, supporting economic growth. Changes to transport can have either positive or negative impacts on places and quality of life and so this must be taken into account when thinking how transport helps (or hinders) us to prosper.



We can unlock sustainable economic growth by changing our approach

A comparison of the limitations of allowing current trends and practices to continue vs. the economic potential of a more inclusive approach to mobility are set out opposite

	Status quo	More inclusive mobility
Description	We focus on improving specific connections by adding or increasing the capacity of road and rail links. We continue to take actions that result in modal shift on journeys to centres but without overall reductions in traffic and without wider behaviour change across the region. We encourage a shift to Ultra Low Emission Vehicles (ULEVs) but without more fundamental changes to personal vehicles. We continue to adopt a laissez faire policy to freight and deliveries.	We focus on improving the mobility of those who are currently mobility poor. This includes a continued focus on public transport and active travel, but also includes more transformational levelling up of mobility through permitting new, more affordable and lower impact forms of mobility such as micromobility. We also focus on improving opportunities locally. We generate a significant shift from car usage to more sustainable forms of mobility. We take action to encourage better consolidation and planning of freight and deliveries.
Effect on mobility	This would have a marginal effect on mobility as we would be adding/improving links on an already extensive transport network.	This would enable much greater participation in the economy by enabling more people to be mobile, resulting in more transformational economic benefits.
Effect on external impacts	Traffic at best gets no worse into centres and at worst increases everywhere with associated worsening impacts on places, people and the environment. Tailpipe emissions reduce but road, tyre and brake wear continue to be an issue. Total energy consumption of transport activity increases, with consequent climate impacts.	Traffic reduces and the vehicles used for personal travel have fewer impacts. This reduces noise, pollution, stress, road collisions and community severance caused by traffic, which reduces the economic costs and foregone opportunities associated with these impacts.
Effect on resilience	The extent of the transport network expands as new links are formed and upgraded but the number and weight of vehicles increases at a rate that outpaces this. The result is increased maintenance costs because of a more extensive and heavily trafficked network and resultant disruptions.	Traffic and the impacts of traffic on transport infrastructure (particularly highways) reduce. This reduces maintenance costs and helps keep the network well-maintained.
Effect on congestion	Congestion reaches a limit where people will not accept longer travel times and choose other destinations. This excludes many from the benefits of opportunities in strategic employment centres. This stunts the growth of centres and over time the congestion spreads further as people seek opportunities elsewhere. The congestion results in highly unreliable journey times representing significant economic costs.	There is sufficient capacity to cope with transport demands but with some crowding on public transport during the peak travel periods. Regardless, journey times become much more reliable.

Before the COVID-19 pandemic, the West Midlands was experiencing a renaissance of economic growth and regeneration. We want to ensure our region continues to succeed but our ambition is to 'build back better'.

Like many urban areas, the success of the West Midlands economy has historically been linked to mobility. More people and more trade meant more movement and more vehicles. Moving out of the COVID-19 pandemic, the West Midlands faces the challenge of economic recovery and rebalancing. There is a need to decouple growth from the impacts of transport to address all our Motives for Change. This could require us to move towards lower impact forms of mobility that make more efficient use of available capacity and to ensure that the transport system enables those who are marginalised by its current form to better contribute to and benefit from the region's economic successes.

To “build back better” from the pandemic we could take more targeted actions to reduce travel barriers to catalyse growth by improving access in a way that ensures we make best use of existing infrastructure, reduce the negative impacts of transport and create new opportunities for those who are less mobile. This will ensure economic success is catalysed, can be sustained, spread across the population and coupled with a better quality of life.

We think that an objective for a new Local Transport Plan should be:

Inclusive economy - We will inclusively grow our economy by reducing travel barriers in a way that reduces the economic costs of transport's externalities and maintaining the network, improves the reliability of the network, improves the health of the workforce, and levels up access to opportunities for those who are less mobile to enable greater participation in the economy.



Reflection

We have historically seen transport and economic success intrinsically linked. They will still be important to each other but there are ways that we can help the green economy's relationship to be less reliant on transport.

If the long term aim is to reduce traffic then does it make sense to build infrastructure that enables and encourages traffic growth?

Is there a better way to deliver Inclusive Growth? Should we be doing it by improving the mobility of those who are already mobility rich or by improving the access for those who are mobility poor?

Mobility market transformation

The historic relationship between the West Midlands economic success and mobility goes beyond increasing travel.

The West Midlands is a key UK centre of automotive manufacturing and production, with 54,000 people employed in motor vehicle manufacturing.

It is also part of the UK's so called "Golden Triangle" within a 4-hour drive to all major UK ports and 90% of the UK's population. As such, it is the location of choice for some of the UK's major industries and largest distribution centres. Freight and logistics, a key sector for the West Midlands, supports almost every other economic sector, employing around 100,000 and generating £9.5 billion GVA.

There are also those employed in public transport services in our region, including many who work for National Express Group, a leading public transport operator with bus, coach and rail services across the world, headquartered in the West Midlands.

Much of the value of these sectors to the West Midlands is externally traded; not everyone in the West Midlands is driving a car that is made here, most of them are exported. So whilst local transport policies in the West Midlands may affect these industries, they only affect a proportion of their market, which may be large (in the case of public transport) or small (in the case of automotive).

However, many of the changes we believe are needed to transport here in the West Midlands, are also likely changes that are needed across the UK (and perhaps even the world).

These shifts will represent great challenges and opportunities to industry, both in terms of products and services created here and exported, and products and services created here and used by West Midlanders. Some examples of the challenges faced include:

- The automotive sector faces significant challenges with phasing out internal combustion engines but also with potential shifts away from private vehicle ownership to shared ownership and away from fashionable high-powered cars to vehicles more appropriate for urban usage; and
- The freight and logistics sector also faces a great challenge with phasing out internal combustion engines, but also with reducing vehicle miles through consolidation of deliveries and minimising the impacts of delivery vehicles in places with high pedestrian footfall.

However, there are also plenty of opportunities for new industrial activity in the provision of transport products and services that better support Inclusive Growth; after all, there will always be demand for transport.

The West Midlands currently leads on the Industrial Strategy's 'Future of Mobility' grand challenge building on its existing strengths in automotive innovation (e.g. the UK Battery Industrialisation Centre), and connected supply chains in rail, automotive and aerospace as well as digital communications with the West Midlands 5G testbed.

We are piloting and leading on a broad spectrum of transport innovations and technologies including

micromobility (such as e-scooters), Mobility as a Service (MaaS), connected autonomous vehicles (CAV) and mobility credit trials. We have also developed a UK first proposal for a transport regulatory 'sandbox' to help test and develop new solutions to our transport challenges. The West Midlands already has well developed infrastructure and energy plans to support the shift to zero carbon.

Cementing our position as a UK industry leader in mobility sectors will attract new investment, create and sustain highly-skilled jobs, accelerate clustering and catalyse innovation - boosting the international competitiveness of the region. However, it will require industrial transition.

We think that an objective for a new Local Transport Plan should be:

Mobility market transformation - We will support industrial transformation of the mobility sector to position West Midlands as a global leader in future transport by creating a local transport market that enables innovation, development and deployment of transport products and services that best support Inclusive Growth.



Motive 2: Creating a fairer society

Addressing transport inequity is twofold:

- Ensuring people have **more equitable access** to opportunities to support a more socially mobile West Midlands where everyone can prosper; and
- **Reducing the negative impacts of transport**, which generally are disproportionately attributable to the travel behaviour of more mobile citizens and disproportionately impact those who are more deprived.

I think the car has made for an unequal society, particularly for those on low/no incomes who don't have a choice...how we have put cars and transport above the needs of pedestrians is backwards and counter productive, we've created a car led society which creates unsightly streets, noise, pollution and everything else that entails.

45-64, Sandwell, 1 car in household, No licence



Fair access

Where you can travel is a big determinant of what you can access and affects the extent that people can participate in the economy and society. There are a number of key factors which can affect whether the transport system provides good access for everyone:

- **How land is used** – Where people live and how employment, opportunities and services are distributed is the biggest underlying driver of demand for transport and who can access what;
- **The availability and affordability of transport** – This includes cost, geographic accessibility, the design of the network, and availability of transport through the day; and
- **The experience and usability of transport** – Many factors affect whether people feel safe and confident using the transport system including a broad spectrum of things from the quality of information available to them, to fear of being a victim of crime/road collision.

The car remains the most popular choice because it offers affordability at the point of use and flexible convenience. However, the popularity of the car hampers the ability to provide high quality alternatives. Consider:

- More car drivers means less fare paying bus users means reduced bus services;
- Congestion impacts the ability to provide reliable bus journey times; and
- Heavy traffic dissuades people from walking and cycling.

The barriers to good access are often higher for particular groups; for example, the form of the transport system disadvantages those experiencing deprivation and disability, but also those from particular age, gender and ethnic minority groups. This inequity of access to opportunity reduces social mobility and participation. These groups also often live in areas that experience the worst levels of adverse impacts from transport.

Improving access to social and economic opportunities to disadvantaged communities can be achieved by reducing their barriers to travel. We often achieve this through changes such as improving connectivity via new or improved public transport services, or through reducing the cost of travel through subsidies. While important, it is not enough to support Inclusive Growth; there are wider systematic issues which cause inequity of access.

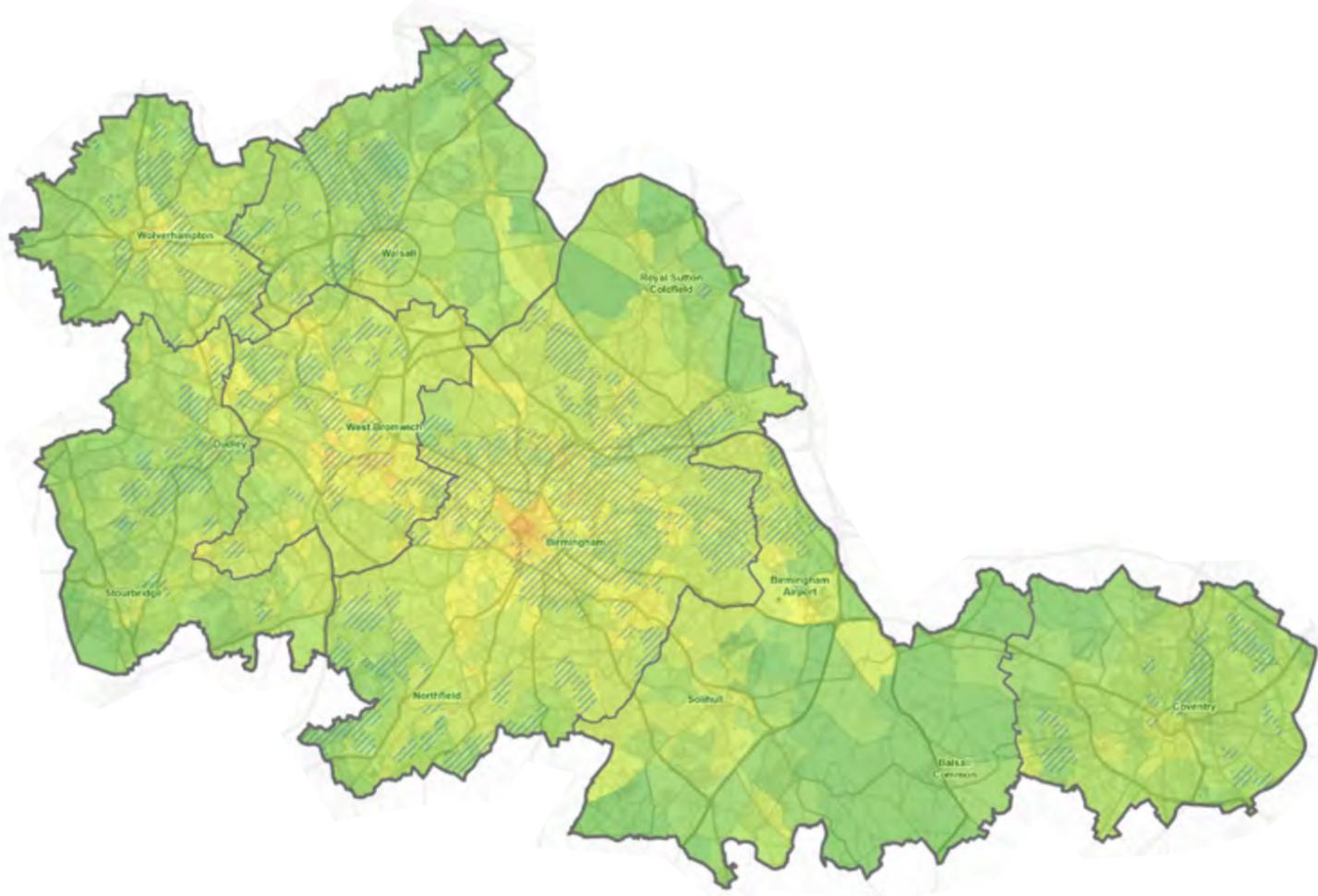
A systematic issue is the difference in mobility between those with and without access to a car and the way that land has been developed and used in a way which is geared towards car ownership. The result is those with access to a car have a much higher level of access to opportunity than those who don't. The extent to which this gap in access can be closed by extra public transport services or concessions is limited within the bounds of what is realistically affordable through public subsidy.

This isn't a minor issue; **1 in 4 households in the West Midlands don't have a car** and most households with a car don't have one for every person.

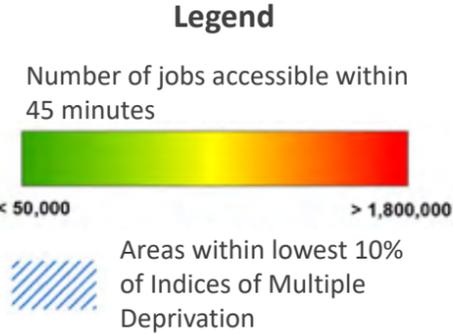
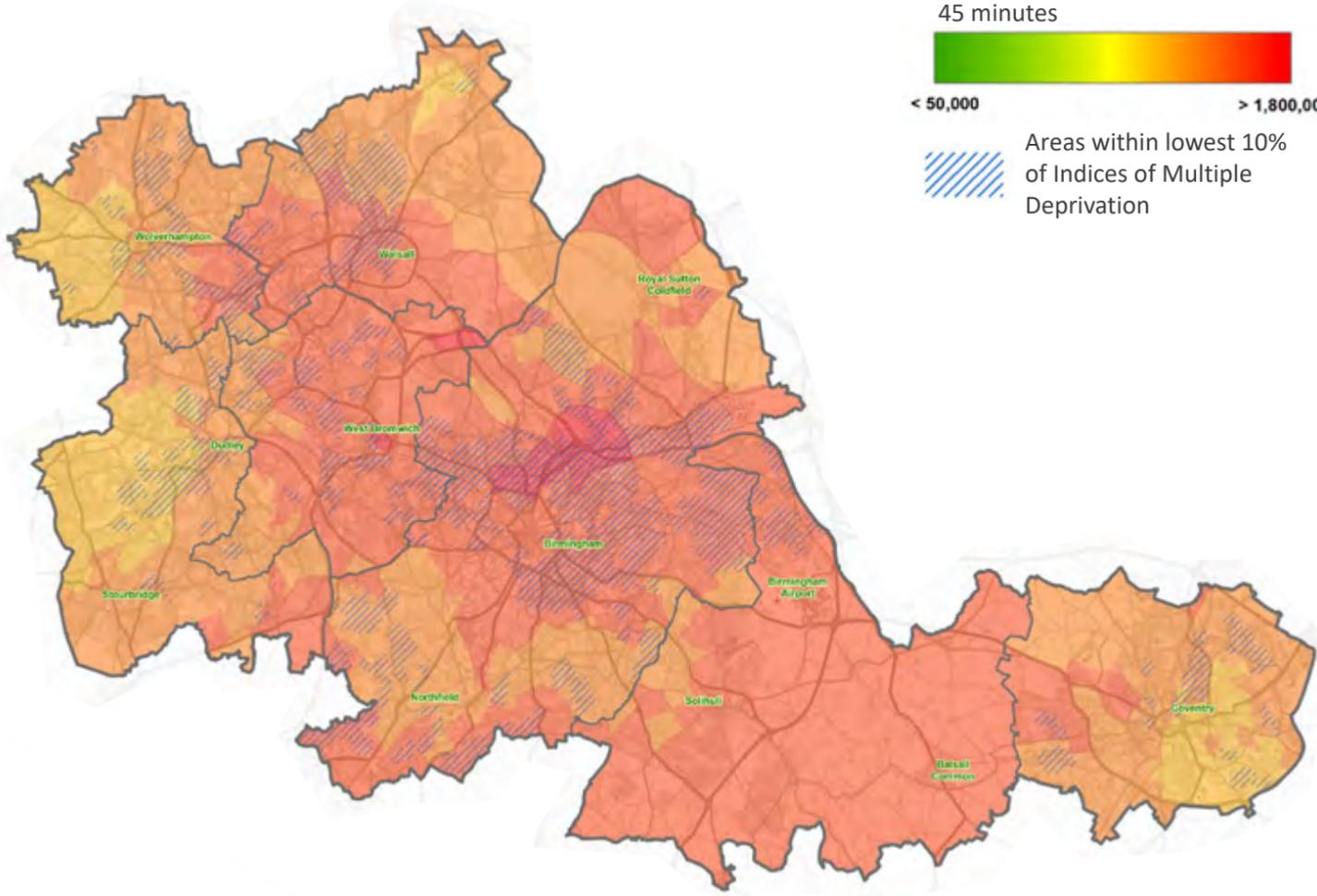
The gap in access to opportunity

People with cars can access more than those without. Most West Midlands residents could access more than double the job opportunities within 45 minutes of where they live with a car than without a car.

Jobs accessible within 45 minutes without a car



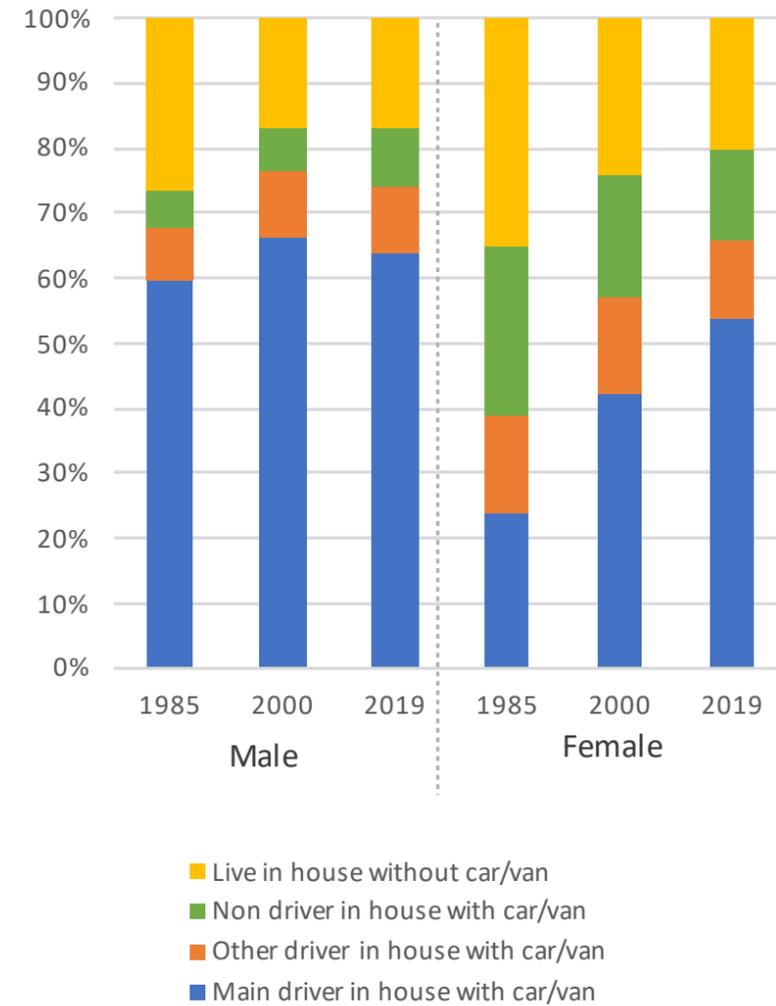
Jobs accessible within 45 minutes with a car



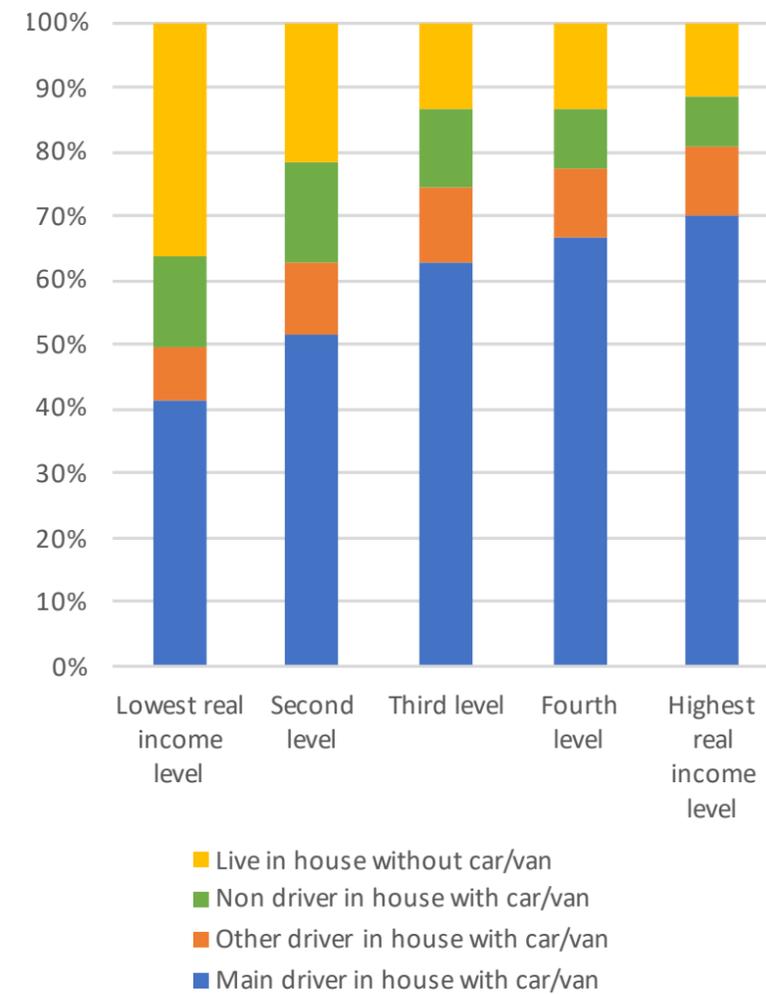
Source: PRISM

Inequalities in access to a car across different groups

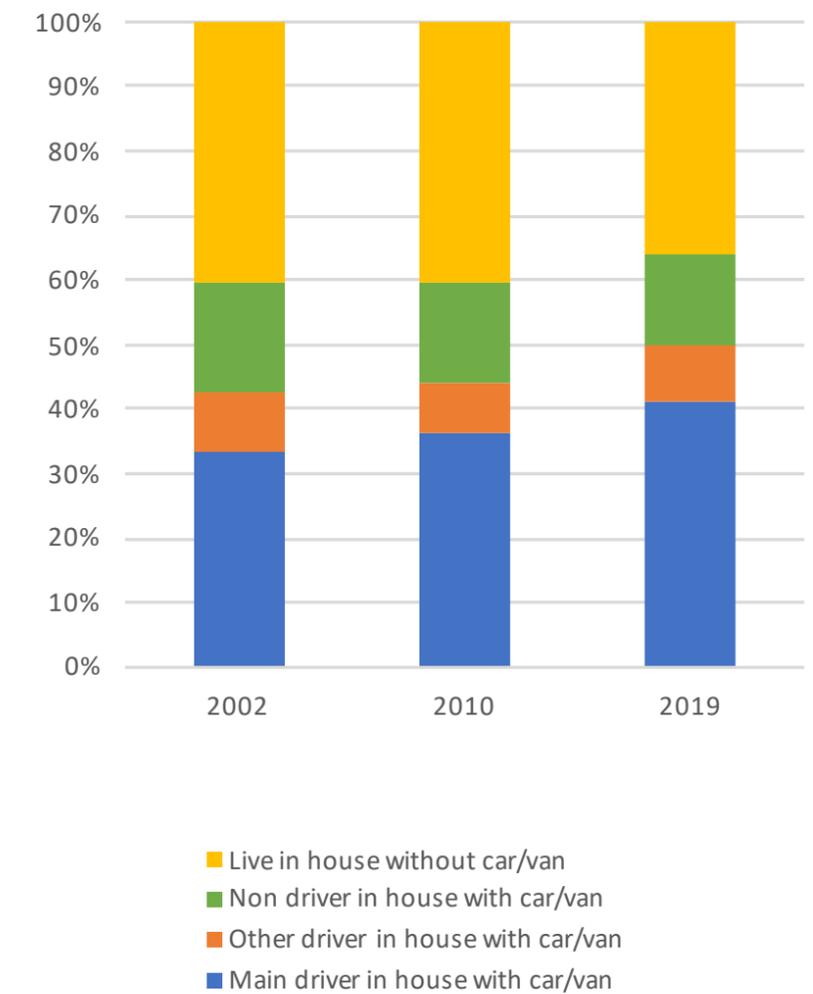
UK inequalities in car access by gender



UK inequalities in car access by income (2019)



UK improving car access for those on lower incomes



Access to cars has been improving amongst groups that historically have had poorer access. However, there is still a significant proportion of people without access to cars and particular groups such as women and those on lower incomes who are effectively less mobile because of it. Providing everyone with access to a car might level the playing field, but it would worsen many of our other problems.

The issue is more complex than the fact that it is the more deprived communities that tend to be less likely to own a car. Many people feel that not having a car denies them of a decent quality of life, particularly when it comes to having to find employment, manage the travel needs of having a family and finding affordable housing that meets their requirements.

Across the UK motoring has become more affordable as public transport has become less affordable. At the same time, whilst public transport service levels may have been maintained along key corridors into centres, elsewhere a reduction in farebox income and subsidy has led to reduced services in places. This has happened as A) land uses changed and patterns of travel demand have become more disperse as cars became more affordable leading to even greater switches from public transport to car use leaving operators with reduced income and B) subsidies have reduced with austerity policies.

This spiralling pattern of greater affordability of motoring relative to public transport and reduced usefulness and availability of public transport has meant many on lower incomes have stretched their finances by taking on a car. At the same time, many have moved to more affordable suburbs, where mobility via public transport is worse.

In the West Midlands we have invested significantly to address these wider issues by improving bus routes and introducing best value fare capping. But more needs to be done to ensure people are do not become more dependent on their cars. This is especially so for those might be in a financially precarious position where increases to the cost of motoring can represent a serious issue for their mobility and funding wider household needs.

I do think those that have access to a car have **greater flexibility and access to destinations**. Having a car often results in **less prior journey schedule planning and frees up time** to complete a lot more in a day.
45-64, Walsall, No cars in household, Driver

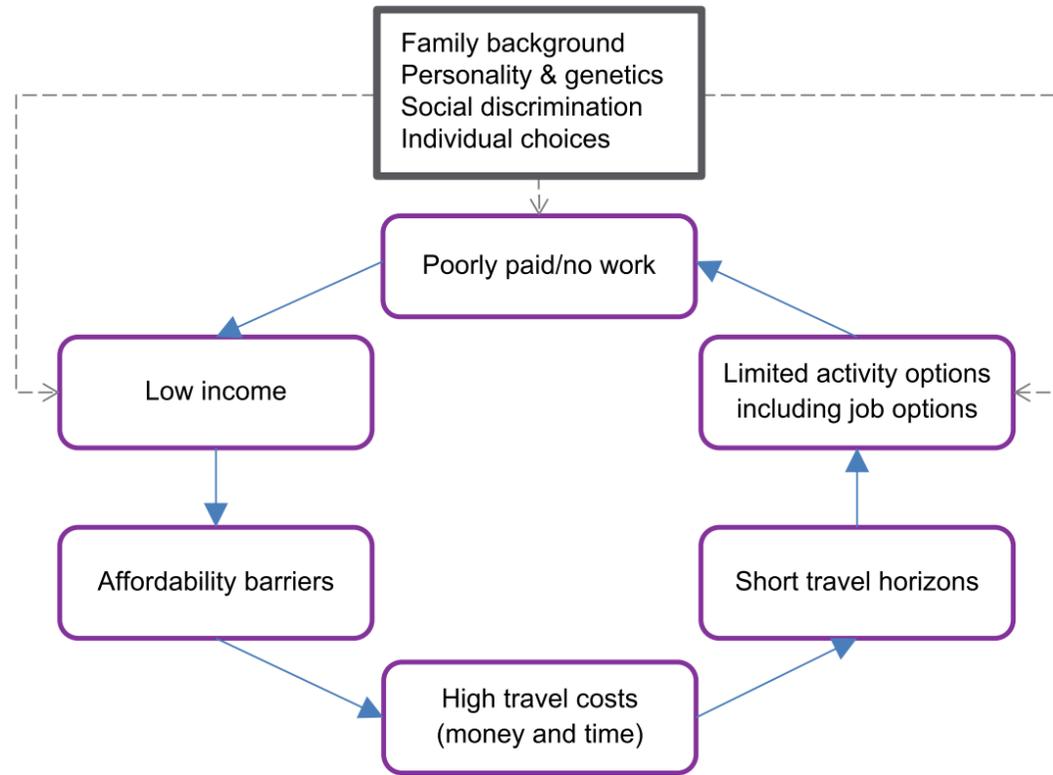
I have always taken my car for granted but I should realise that it gives people, particularly women, a **sense of freedom and independence**.
65+, Wolverhampton, 2 cars in household, Driver

Able to **work more flexibly**, work during bank holidays and Xmas day when public transport is limited. Able to drive to places that are more green like seashores and beauty spots and **have a better way of life**.
45-64, Birmingham, No cars in household, Provisional driver

Our family **would not be able to function as we do without a car**, because it is **quicker** to use the car. We are able to support picking up grandchildren, dropping off to various after school clubs etc, otherwise we would not be able to do it without the advantage of having a car.
45-46, Birmingham, 2 cars in household, Driver

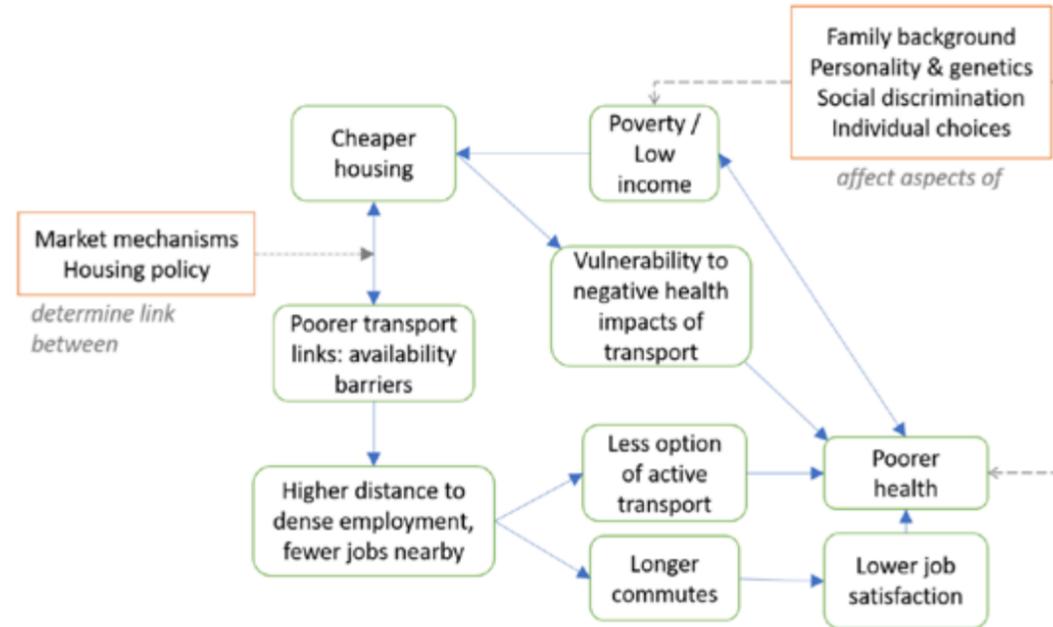
When an individual has access to a car, it means **their lifestyle can be improved in many ways**. For example, it's easier for them to **get to work** and commute as well as being **easier for shopping** for essentials. It also gives a **better lifestyle** in the way it allows you to visit friends and family more easily.
16-24, Sandwell, 3+ cars in household, Driver

Interrelations between transport and poverty



Source: NatCen Social Research on behalf of DfT

Transport barriers are an important factor in determining our ability to prosper.



Source: NatCen Social Research on behalf of DfT

It is unlikely that we can ever level up the mobility provided by public transport and active travel to the same level as cars today.

It is important that we continue to make significant improvements to public transport services and active travel, enabling these options to provide other attractive benefits which the car does not – such as wider experiences and the opportunity to do other activities whilst travelling.

However, if equity of access is a key aim, then we could look beyond these traditional solutions to close gaps in mobility across the population so that particular groups are not unfairly excluded from taking advantage of opportunities in and around our region. This is particularly important if the general population continues to be highly mobile in the future as they are today (by virtue of access to cars).

We believe that an objective for the new Local Transport Plan should be:

Fair access - We will improve social mobility by improving equity of access to opportunity by ensuring everyone, regardless of personal circumstance, has safe, usable and affordable travel choices that enable them to prosper.

Citizens' views on equity of access

A transport system that is designed for all is believed to have great potential in creating a fairer, more equal society, where access to basic necessities and opportunities is not determined by access to a car.

A transport system FOR ALL should be...



Source: TfWM's Market Research Online Community

Access to basic necessities is the starting point

Necessities are more important but if you can go further then that's great, but if the basic necessities aren't there what's the point of trying to go further when all passengers don't even have what they need.

16-24, Coventry, 2 cars in household, Provisional licence

A transport system for all should focus on offering basic necessities for all. Equal access would exist in an ideal world around every corner but is it feasible on a massive scale? Equal access should be ensured where it is needed the most.

25-44, Coventry, No cars in household, Driver

I think we should ensure equal access to all opportunities but **start off with the basic necessities.** We should see what is working and what isn't. Then what is working we can expand on those so that we can develop and progress the transport system.

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

Equal opportunities for all is the end goal

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

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

I feel it should go that step further, as it would mean that **everyone would be able to access places and areas they wouldn't normally be able to.** This would open up job opportunities and give them access to facilities that they would benefit hugely from.

45-64, Sandwell, 1 car in household, No licence

It recognises difference in need across the lifespan and **proactively enhances quality of life.**

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



Fair impacts

Any transport system has an impact on people; pollution and poor air quality, accident risk and busy roads affect people's health and wellbeing, make people feel less safe, and reduce the quality of the urban environment.

How much we are affected depends on:

- **Exposure to traffic** – this tends to be higher amongst those working and living in more heavily trafficked areas; and
- **Physical and mental condition and health** – some people may cope better with the effects of transport depending on their age and other factors affecting their wellbeing.

The effects of air pollution are cumulative and compounding; exposure to air pollution can irreversibly worsen physical condition and health, which in turn makes people more vulnerable to further exposure.

There are also particular deprived communities where exposure to air pollution is high because of nearby heavily trafficked roads (particularly in inner city areas and along major arterial routes). In these same communities, instances of poor health are already higher owing to wider health inequalities, and this makes these communities more vulnerable to the impacts of air pollution. The effect is that air pollution has a disproportionately high impact on the health of these communities.

There is also a strong link between risk of injury and death from road collisions and who you are. Pedestrians and cyclists are obviously vulnerable road users. However, in particular children and young people from deprived areas face the highest risks particularly on main roads, residential roads near shops and leisure services. Deprived areas tend to be more hazardous environments, with greater proximity to heavy traffic and high levels of on-street parking. Furthermore, exposure to these hazards is exacerbated by a reliance on walking, and the lack of safe spaces for children and young people. Higher levels of hazardous and illegal driving behaviour also pose a greater risk in these areas.

More than 1 in 20 deaths

Deaths in the West Midlands attributable to fine particulate matter (PM2.5)

38.4 for every 100,000 residents

People killed or seriously injured in a traffic accident between 2016 and 2018

235,000 residents

Exposed to levels of night-time noise pollution that can increase risk of heart attack

Physical and mental health conditions are adversely influenced by the stress associated with living in neighbourhoods where the environment is seen as threatening, such as high volumes of fast-moving traffic, where the quality of the housing is poor and where public transport facilities are lacking.

We think that an objective for a new Local Transport Plan should be:

Fair impacts - We will reduce the negative external effects of transport on people's health and wellbeing by improving road safety, reducing air pollution, and reducing noise.

Reflection

The transport system in the West Midlands is not working for everyone. Whilst there are improvements that are and can be made through transport policy and strategy, there are also changes in the way we plan for homes and provide access to key services such as employment, education and healthcare and in a way which reduces the negative impacts of transport for everyone.



Motive 3: Supporting local communities and places

Local access

The West Midlands is a region of diverse places and people. Our cities, towns, villages and neighbourhoods are all different and make the West Midlands what it is. We know that residents in the West Midlands are proud of their local areas.

As generations have become more mobile and spend more time online, this has enabled people to build connections and maintain relationships with people across a much broader area. People enjoy this freedom to expand their reach, but it has led to many spending less time in their local neighbourhoods and forming weaker relationships with their neighbours. There has been a decline in local centres, with people being attracted to out of town shopping centres and online shopping. Greater segregation of land uses and low-density car-oriented residential development have put many services out of easy reach of residents without a car, encouraging them to drive rather than travel more sustainably.

The COVID-19 pandemic has given many people an opportunity to re-discover their local areas and to reassess the importance and value of local communities pulling together. More flexible and remote working in particular has enabled people to explore the benefits of their local communities.

it's nice to have a vibrant community on your doorstep, without having to travel too far to access the facilities, many people do not have access to a vehicle so to be able to enjoy the outside more both for our physical health and mental health and to meet other people would be a great asset.

65+, Solihull, No cars in household, Driver

Local communities have lost essential businesses and services. Many villages and towns had their own shops e.g. butchers, greengrocers, bakers etc. The car has lead to people travelling further to larger supermarkets, leaving smaller local businesses to suffer.

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

The West Midlands is a region of diverse places and people – it is our unique strength. Our cities, towns, villages and neighbourhoods are all different and have a range of characteristics and are what makes the West Midlands. We know that residents in the West Midlands are proud of their local areas. Everyone is always fighting for space, reserved parking spaces are a joke as no one cares for them. The roads are packed either side with massive lines of cars making it all very uncomfortable and uneasy.

16-24, Sandwell, No cars in household, Non licence holder



3 in 5 people note that there are occasions when they travel further than they have to, primarily for shopping purposes e.g. trips to city centres for a wider range of items, or to shopping centres for convenience, or if they're wanting to visit a specific store.

Sometimes people will also travel further than necessary when visiting particular **bars and restaurants** or meeting up with friends.

Source: TfWM's Market Research Online Community

A new and strengthened role for local neighbourhoods in the lives of their people will need to evolve to adapt to the modern world; for example, e-commerce is here to stay, however, there may be particular goods and services that people prefer to access locally. Access to green space and safe spaces to play and exercise are also important.

The majority of the West Midlands population live within walking distance of key services; such as schools, food stores, doctors surgeries and post offices. However, the walking experience is often less than convenient, and whilst people may have access to a shop or a school by foot, they often lack a variety of choices; people and places thrive where they have more options.

The 15-minute neighbourhood concept is based around the idea that residents can access a good variety of daily goods and services within 15 minutes of their home without using a car. This can help people live healthier and reduce the impacts of traffic in their area. However, for this concept to work, it has to be underpinned by excellent local sustainable connections and land use strategies that enable greater density and mixed uses, not just in new developments but in the existing urban environment too.

We think that an objective for a new Local Transport Plan should be:

Local access - We will strengthen local communities and economies by improving local sustainable travel connectivity and removing severance within and between neighbourhoods by sustainable means to provide better access to local opportunities.

Localising social and economic activity

There are examples from around the world where transport and land use policymakers are working with communities to understand how to create places in which most people's daily needs can be met within a short walk, cycle or perhaps public transport journey.

Ensuring more can be accessed sustainably in local areas is essential for enabling the reduction of travel (and its impacts) whilst supporting inclusive and resilient communities where people enjoy good access to fundamental needs.

This is a concept that TfWM will look to develop more with partners and the public as we engage on this green paper and develop the new LTP.

Reflection

With quieter streets and a good selection of local services and amenities, could you imagine travelling less and staying more locally within a 15-minute neighbourhood?

20-Minute Neighbourhood Victorian Government, Australia



20-Minute Towns and a 45-Minute City Land Transport Authority, Singapore



Quarter Hour Paris Mayor of Paris, France



Streets for communities

The role and character of streets in our region has significantly evolved in the last 100 years. As we've become more mobile and car ownership has become more affordable, the number of vehicles on our streets has increased at a greater rate than the space available for them. As a result our streets have become ever more heavily trafficked and occupied with parked vehicles.

There are some streets in our region where people are frequently parking illegally, causing obstructions to other people, as the number of local vehicles has simply exceeded the capacity to park them safely. The space available is not increasing in these places but the number of vehicles could continue to rise.

Citizens' views on the impact of traffic on places

Those who have a generally positive experience (around a third) with traffic say:

They don't tend to have much traffic, or only have some peak hours, which is seen as tolerable at most.

People in the local area tend to drive safely (e.g. at or below the speed limit.)

There are a number of local travel options e.g. good bus system, trains etc. which eases traffic, or helps people to avoid traffic.

Those who have a generally negative experience (around two thirds) with traffic say:

Congestion is continuous, and some live in areas where collisions and accidents are commonplace.

There are issues with speeding and dangerous driving, making both driving and walking difficult.

Roadworks are commonplace and cause disruption and delays.

Suggestions to improve traffic issues included:

More frequent/reliable public transport.

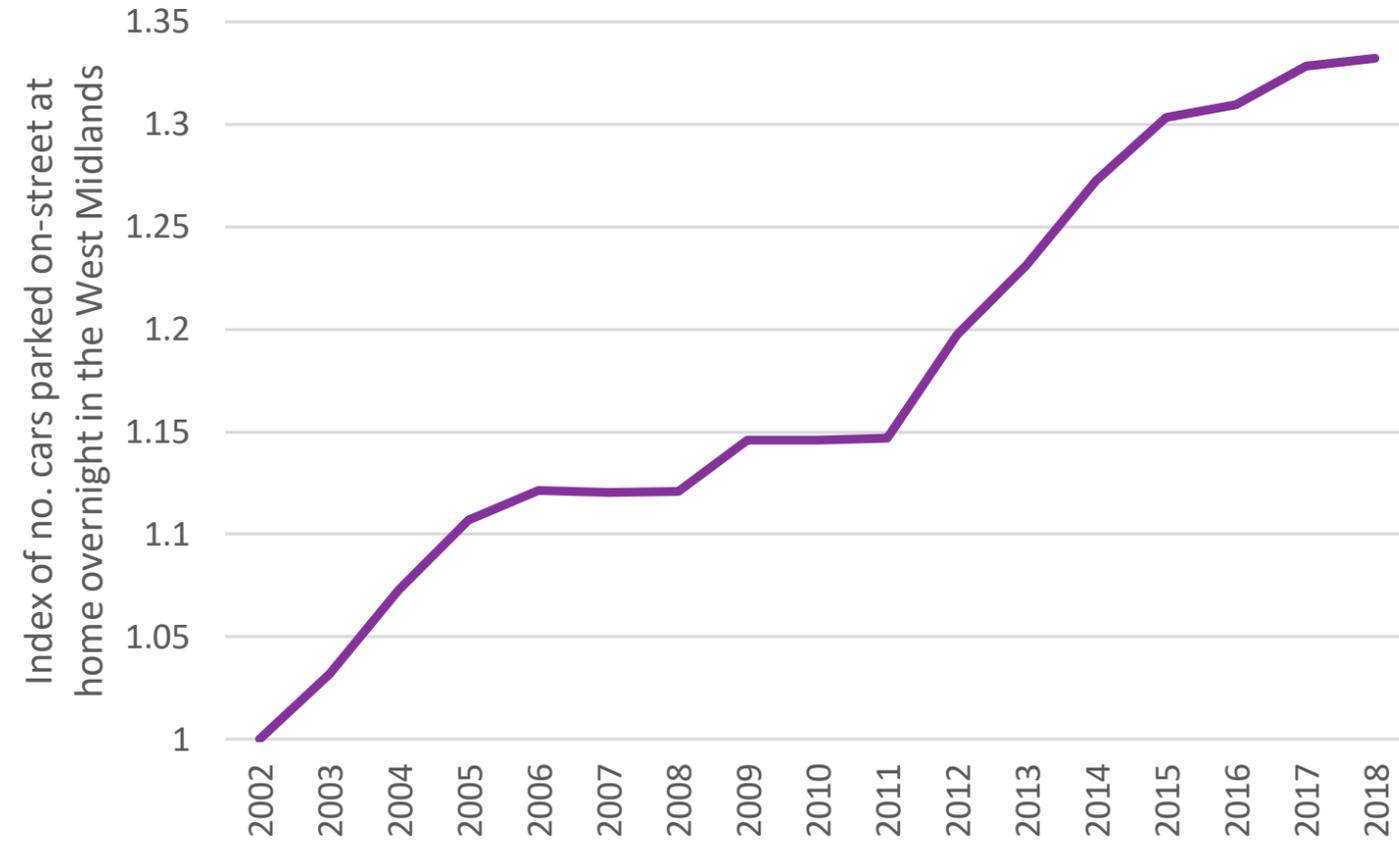
More policing locally.

Adding speed bumps in areas prone to speeding

A focus on 'walk to school' schemes to reduce congestion and on-street parking caused by parents at drop off/pick-up.

Source: TfWM's Market Research Online Community

Streets are filling with parked cars

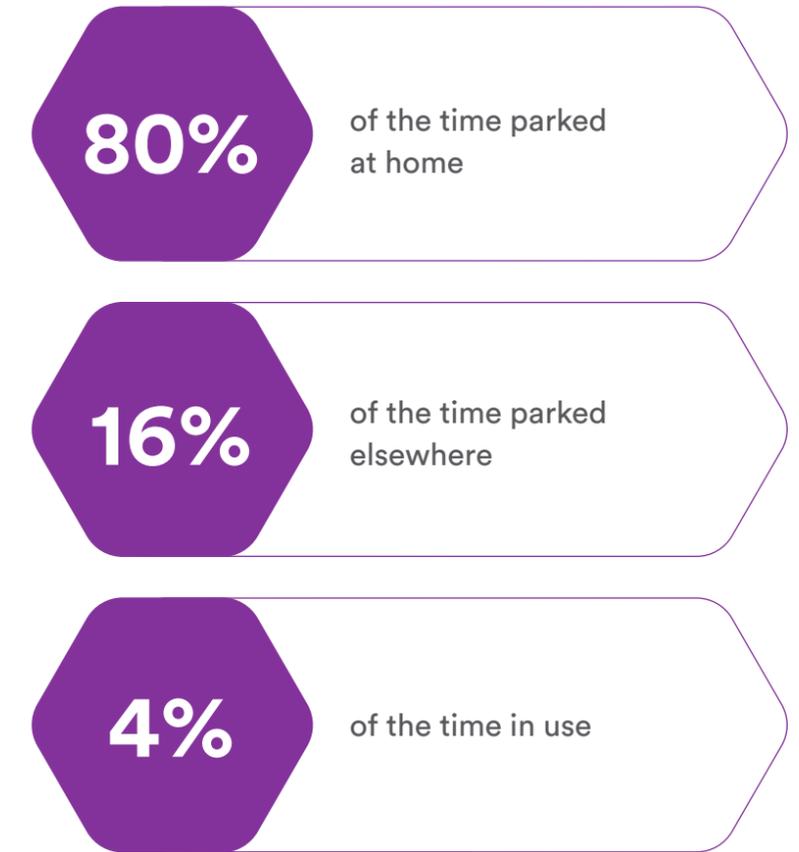


Source: Analysis of NTS (DfT) and APS (ONS)

The proportion of cars that are kept on-street overnight has remained relatively constant. However, the number of cars per household and the number of households have been increasing as motoring has become more affordable and as the population has grown. This has meant that in places where there is no off-street parking, more and more vehicles are being parked on-street. The space for this has run out in some places in our region.



The average car spends...



Source: RAC Foundation

The impact of traffic and mobility on local communities

Skipton Building Society UK Survey (2018)

68% Consider neighbours as strangers

67% Admitted that days passed without seeing others living on the same street

73% Don't know their neighbours' names

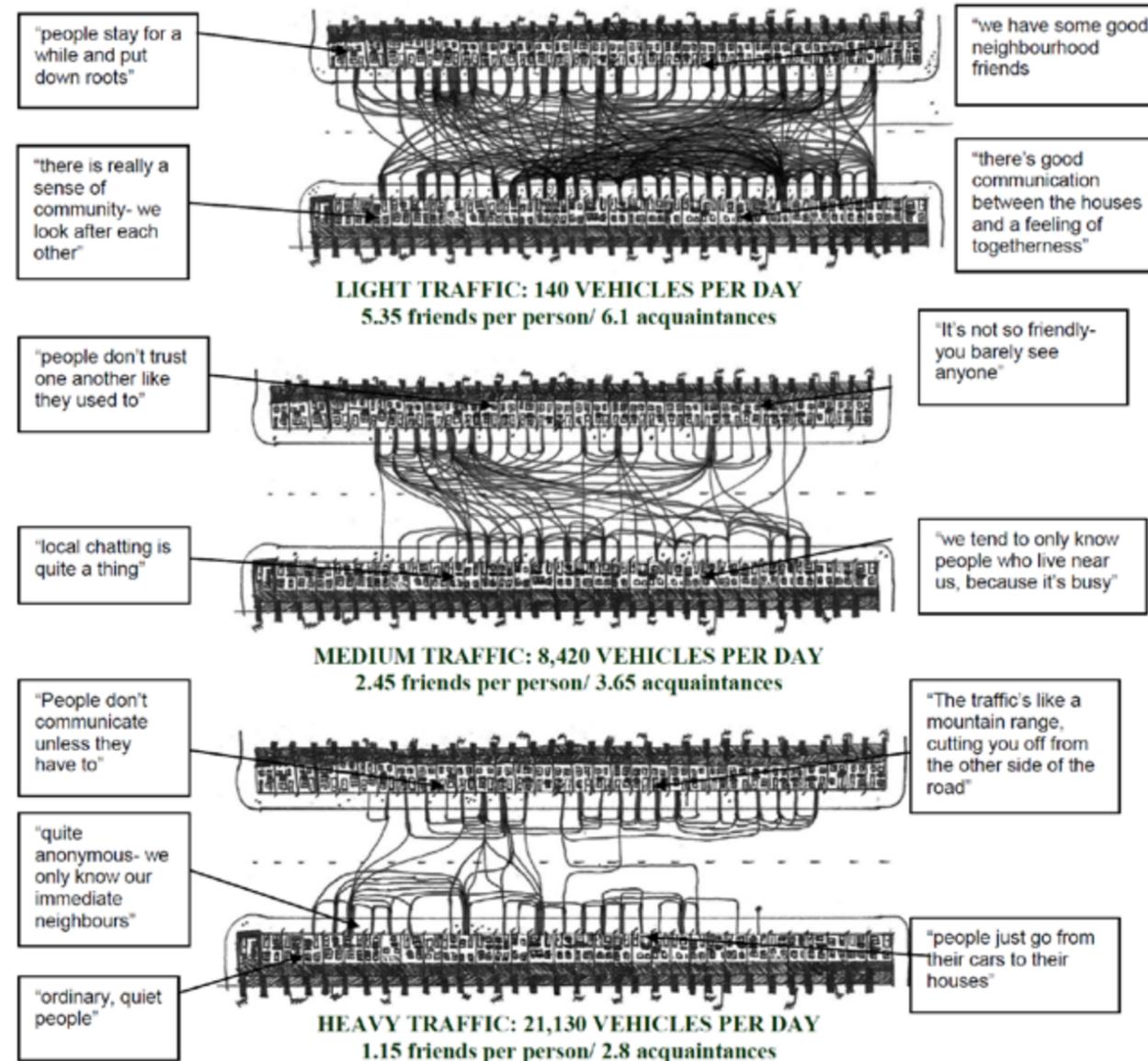
51% Don't know the names of the children next door

84% Don't participate in any local events

40% Felt no sense of pride about where they live

Increased mobility has a two-fold effect on the relationships we have with our neighbours. When we're more mobile we spend less time in our own neighbourhood cultivating local relationships. When people are more mobile, streets are more heavily trafficked, and this reduces the likelihood of people forming relationships with their neighbours.

Community interactions on 3 Bristol streets



Source: Hart and Pankhurst

These conditions are having a significant negative social impact; disconnecting communities, especially the elderly and children.

It is not only the fact that we spend more time online and further from our neighbourhoods that has weakened relationships with neighbours, the traffic on our streets also makes it less likely that we connect with one another.



Older generations experienced more time playing outdoors when they were children, often in local streets, than children today. As outdoor play became more dangerous with greater traffic, and as our relationships with neighbours weakened, parents became resistant to allowing children to travel independently to local parks and to play outside in our streets.

The space we all have outside our homes on our streets is undervalued. Streets make up 80% of urban space in the West Midlands. The function of streets is not just to enable the movement of motor vehicles; they are also spaces to exercise, enjoy, connect and be inspired by our surrounds. However, streets are often designed to primarily cater for vehicles and the impact of traffic reduces their enjoyment by others.

The benefits of better streets do not only apply to residential streets. Investments in the public realm to allocate more space for walking and cycling have proven to have benefitted many local retailers and businesses by increasing trade, even when this has reduced space for motor vehicles. Living Streets found that where the pedestrian experience has been improved, footfall has increased between 20 and 35%.

The COVID-19 pandemic has shown us the benefits of quieter streets. Vehicle usage drastically fell in April 2020 at the start of lockdown. Research undertaken during the pandemic found that people have welcomed this change. It has helped them rediscover their connections with their local communities, encouraged them to exercise, and given them cleaner air and peace.

Well-designed and managed streets can be pleasant and safe places for communities to explore; encouraging social contact, physical activity and supporting improved community cohesion. They can help make the region happier and healthier and more economically active.

We think that an objective for a new Local Transport Plan should be:

Streets for communities - We will strengthen communities by reducing the dominance of motorised transport in local neighbourhoods to enable repurposing of streets.

Reflection

Would you be happy / able to use your own vehicle less or could you give up road space and/or parking space on the highway if it meant that it would make your local streets safer and cleaner and more enjoyable for yourself and others?



Motive 4: Becoming more active

Physical activity

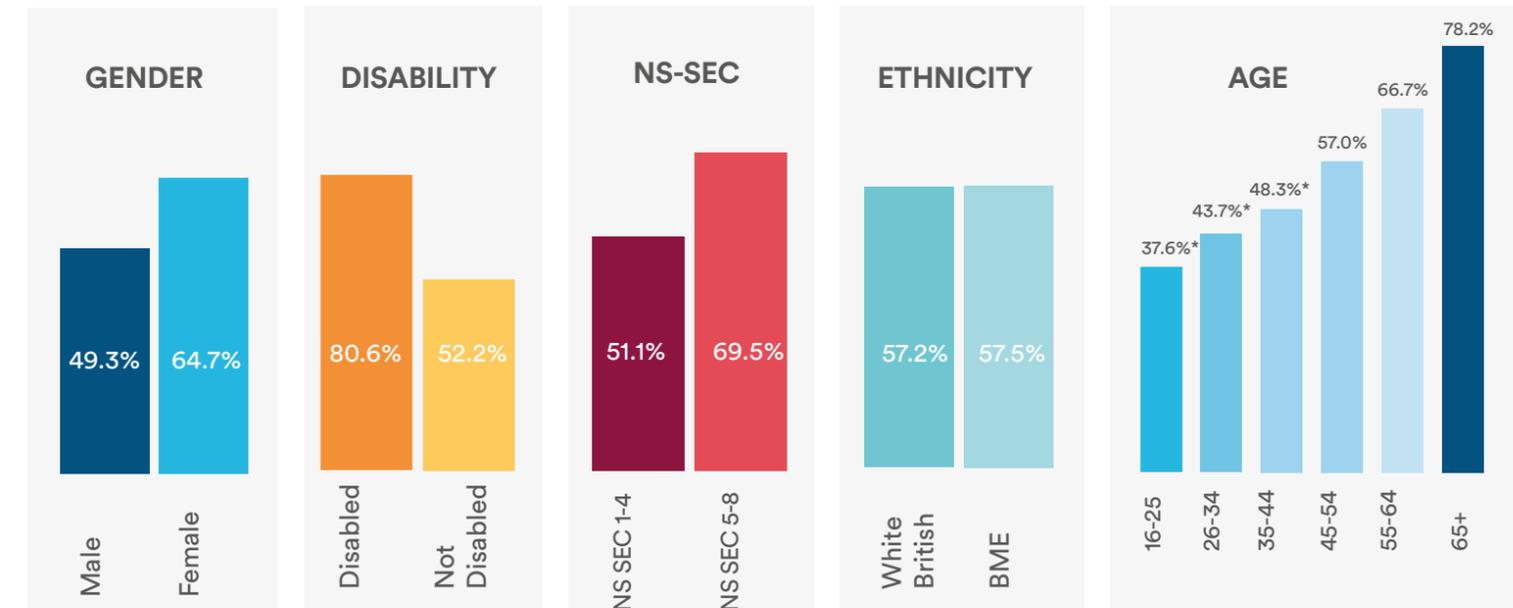
Economic development has supported improvements in many aspects of health and wellbeing as access to healthcare has become better, and living and workplace conditions have become safer. However, one set of health problems has been traded for another as changes to our lifestyles, diet and the nature of work have resulted in long term trends of declining physical activity and increasing obesity. Tackling these problems will not only improve life expectancy, but it will also ensure people can enjoy more of their life in good health – helping them to be happy and prosperous.

The hill to climb in the West Midlands is greater than other areas of the UK, with most adults spending less than 30 minutes participating in physical activity each week, far less than the recommended 150 minutes per week.

We can create a legacy where future generations are more active than we are rather than less, where our children are spared the associated health issues of inactivity as they grow up, improving their life chances and happiness. Doing this would avoid a future where the economic prospects of our region and its citizens are constrained by poor health. It is well understood that a healthier population is a more productive population as:

- People in better physical condition tend to have better mental health and cognition, helping them perform better when working and learning;
- Fewer days off are taken for sick leave;
- People can remain economically active for more of their life;
- Less public funding is needed for the treatment of preventable conditions and to provide long-term support for people who become unable to work because of poor health.

West Midlanders are not very physically active



Graph 1: the number of people in the WMCA 3 LEP geography who are physically inactive/ do not take part in physical activity by gender, age, disability, ethnicity and socio-economic grouping. Black Country Consortium 2017.

Sports England, Active People Survey 10, December 2016* denotes Incomplete Data

*Available from WMCA



A third of adults in WMCA are inactive, doing less than



30min
per week of activity

The cost of physical inactivity to the region economy is

£ 147m

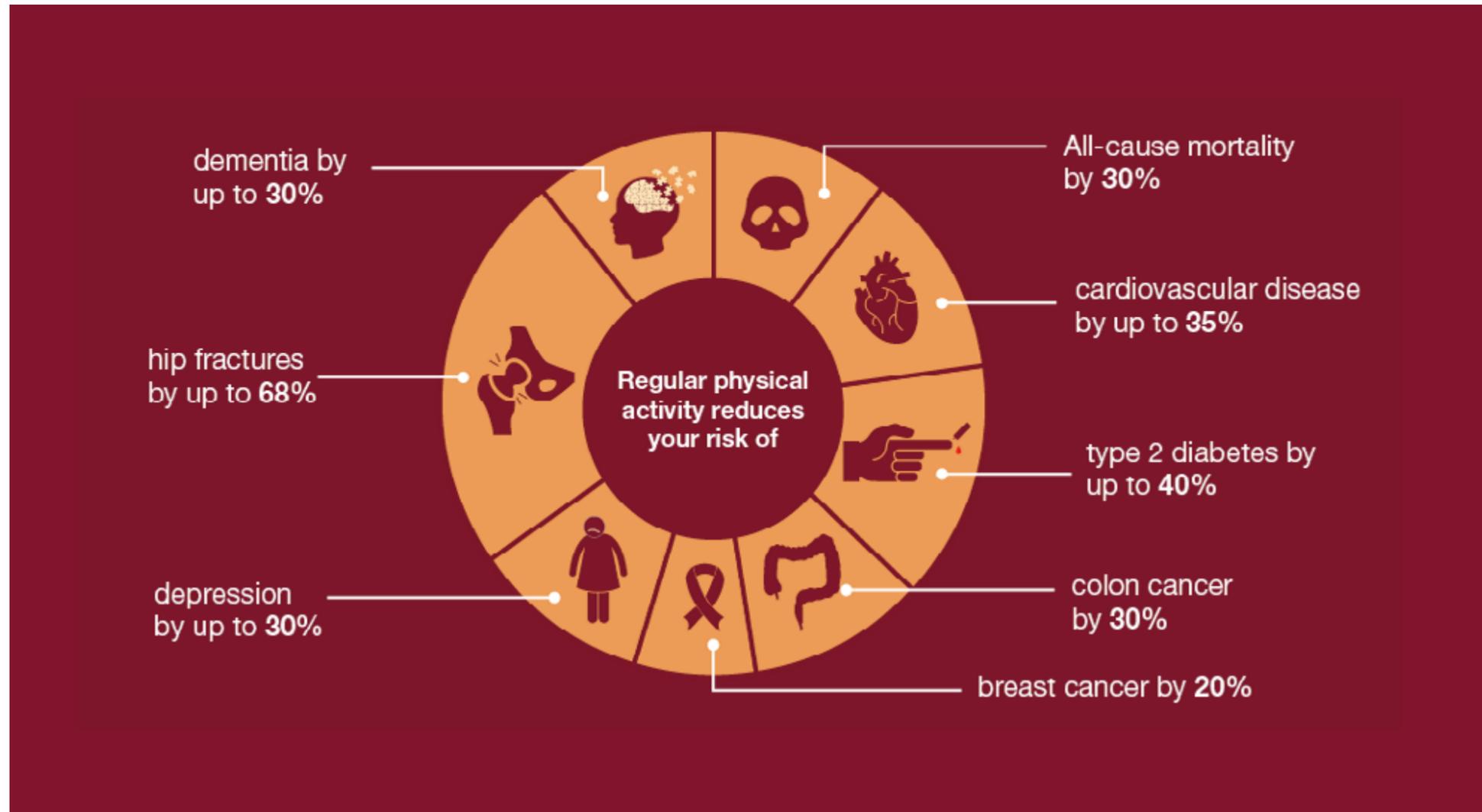
The Government recommends

150min

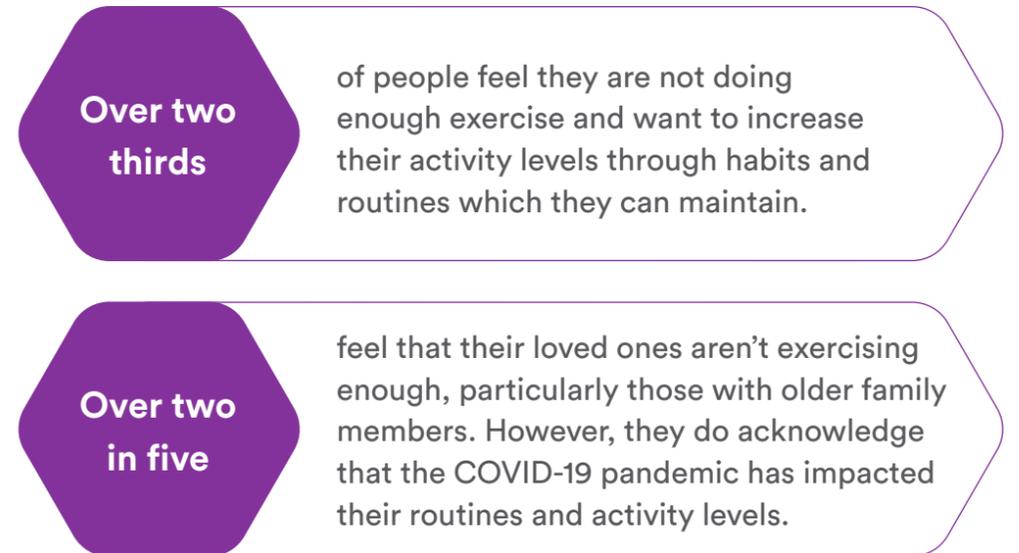
per week of moderate intense physical activity for a health-related benefit

Around a third of adults in the WMCA area are currently inactive, spending less than 30 minutes per week on physical activity. The estimated cost to the region's economy is about £147m a year.

What are the health benefits of physical activity?



Source: Public Health England



Source: TfWM's Market Research Online Community

The potential of shifting short trips to walking and cycling

Most trips are relatively short but overall they don't account for the majority of the total distance we travel over the course of a year.

Consider that fifty 1 mile trips in a year - perhaps a weekly shop - accounts for less annual mileage than a single family trip to the Snowdonian National Park.

This means that switching the short trips we currently make to walking and cycling could be great for increasing physical activity, and improving issues such as road safety and air pollution by reducing traffic in our urban area (by reducing the number of vehicles that are on our roads at once, particularly in peak travel periods). However, this would have limited impact on issues associated with our high annual mileage, such as carbon emissions that cause climate change. Walking and cycling could play a bigger role in reducing carbon emissions if people reduced the amount of longer trips they make and instead travelled more locally.

Unfortunately, people currently have little appetite for walking or cycling more than 1 or 3 miles respectively for everyday travel. Most journeys under a mile are made by walking, however, car use is also still fairly high for trips of these lengths. Also, people are more likely to jump in the car or on public transport than cycle for journeys that are 1 to 2 miles. Micromobility solutions such as eBikes, eScooters, and other light and low emission vehicles may provide attractive alternatives and help address this problem.

Trips and distance travelled accounted for by different journey lengths

	Trips	Distance travelled
Less than 1 mile	24%	1.6%
1 to 2 miles	19%	2.4%
2 - 5 miles	25%	11%

Upper limit of everyday journeys by active travel (85th percentile)

	Walk	Cycle
Commuting	1.3 miles	2.5 miles
Education/Escort	1.0 mile	2.5 miles
Shopping	1.0 mile	2.5 miles
Personal Business	1.0 mile	3 miles

Percentage of trips and distance travelled for short journeys by main modes

		Walk	Cycle	Car	Public transport	Other
Trips	Less than 1 mile	80%	1.1%	18%	0.7%	0.6%
	1 to 2 miles	31%	2.8%	60%	5.3%	1.9%
Distance travelled	Less than 1 mile	76%	1.2%	21%	1.0%	0.6%
	1 to 2 miles	31%	2.9%	59%	5.4%	1.9%

Source: NTS (DfT)

Re-incorporating physical activity into travel is a major opportunity to increase physical activity, leaving a healthier legacy for future generations, as well as playing a key role in helping to decarbonise the transport system and reduce the wider impacts of travel.

We need to understand what could motivate those who are currently less active to becoming more physically active. We need to understand what they feel the barriers are in the transport system to prevent them from doing so.

The increase in traffic and parked cars have made parents reluctant to allow their children to play and exercise in the street and made people nervous to walk or cycle. This means that children are missing out on the potential to exercise outside with local children, and lots of trips that could be made either by cycling or walking are currently made by car.

Reflection

Our lifestyles, including our travel behaviours, have contributed to creating some serious health issues for our society. Some of these would be improved if we undertook more physical activity.

Could you swap some of your short car journeys to walking or cycling?

Modern life doesn't really allow for there to be a choice; **motorised travel is a necessity for most and that trade off is accepted.**

25-44, Wolverhampton, 2 cars in household, Driver

Peoples' view is always short to **medium term** and mainly about what impacts them... **convenience plays more strongly** than the longer term repercussions.

45-64, Solihull, 2 cars in household, No licence

We need to continue the work we have already started to make our urban area safe and convenient for active travel. Walking and cycling should be the first choice for short journeys. We need to encourage people to combine active travel for the first and last mile of longer journeys by public transport.

We think that an objective for a new Local Transport Plan should be:

Physically active - Enable safe, convenient and accessible walking and cycling opportunities, to increase active travel for whole journeys and as part of journeys, improving the health, wellbeing and productivity of people today as well as leaving a healthy legacy for future generations.



Car
Less than one minute



Public Transport
8 - 15 minutes



Walking
17 minutes



Cycling
22 minutes

Amount of time spent active on an average journey by mode

Research for London has shown that whilst every trip begins and ends with a walk, a car trip involves much less walking than a public transport trip.

Source: London Travel Demand Survey 2012/13 - 2013/14 (TfL)

Motive 5: Tackling the climate emergency

Transport decarbonisation

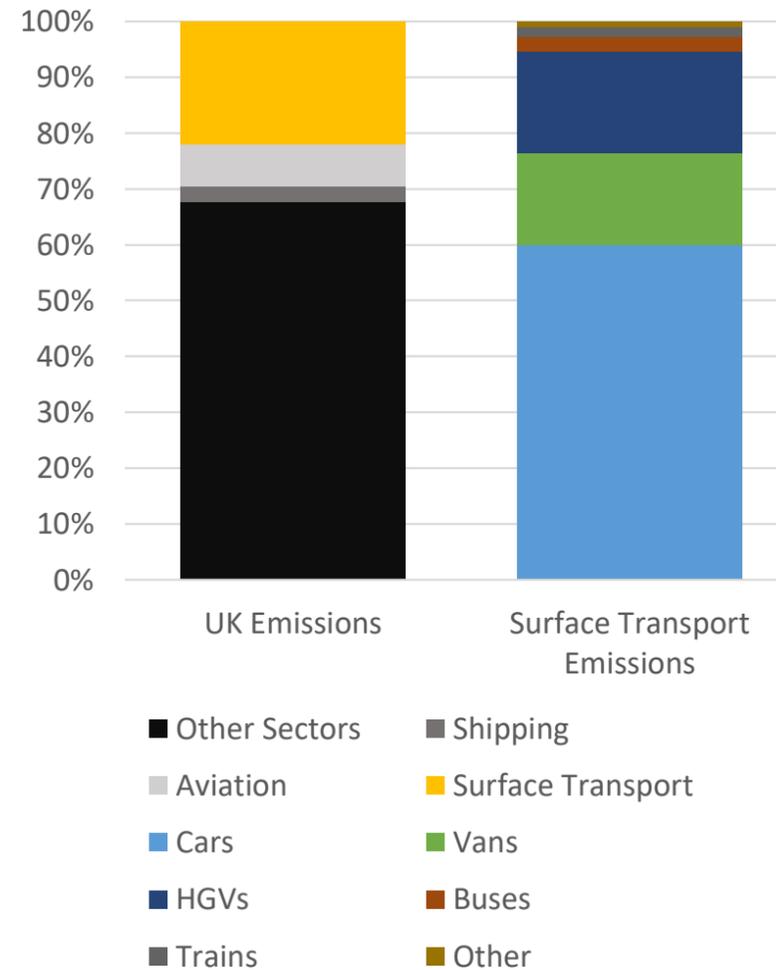
It is very important to reduce our carbon emissions. Not only is it healthier for ourselves, but it is good for the environment. Polluting our planet is not something that we should continue to do as the knock on effect will be felt for years to come.

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

The greatest environmental challenge we face is climate change. The majority of carbon emissions in the West Midlands are attributed to transport. Most of these emissions are from car use. Despite improvements to engines, transport emissions have remained stubbornly high for the last 30 years, largely because of increased travel demand associated with economic and population growth, increased car ownership and the increasing weight and power of the cars we drive.

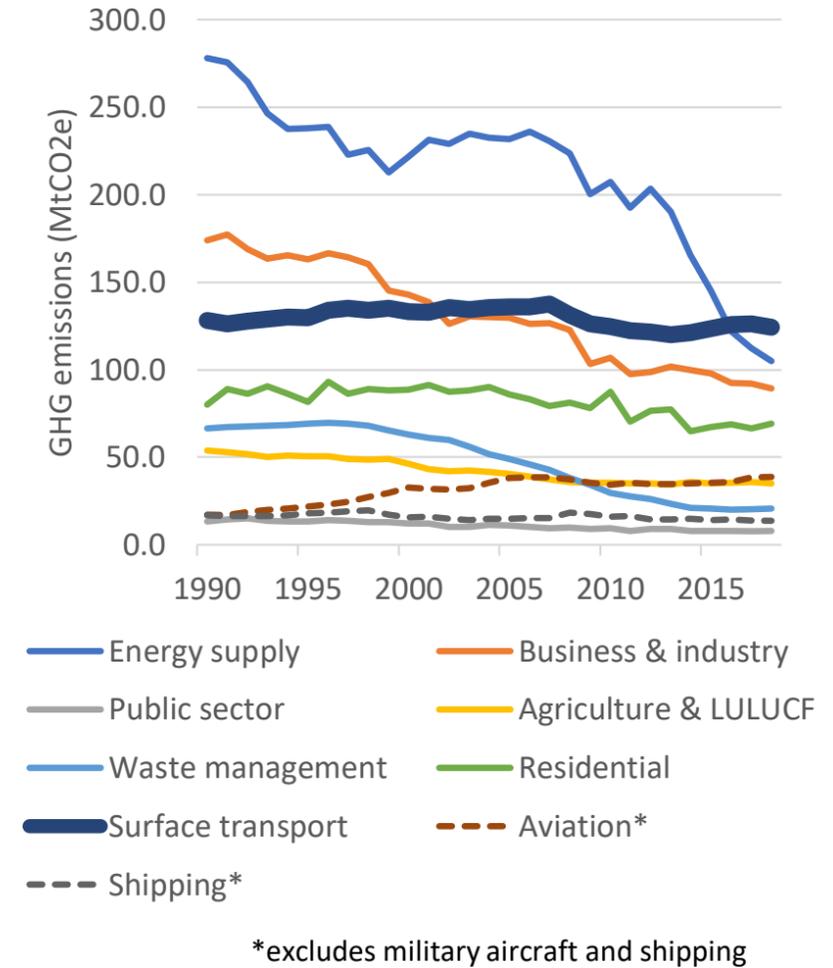
Transport carbon emissions compared to other sectors

Breakdown of UK and surface transport sector emissions (2018)



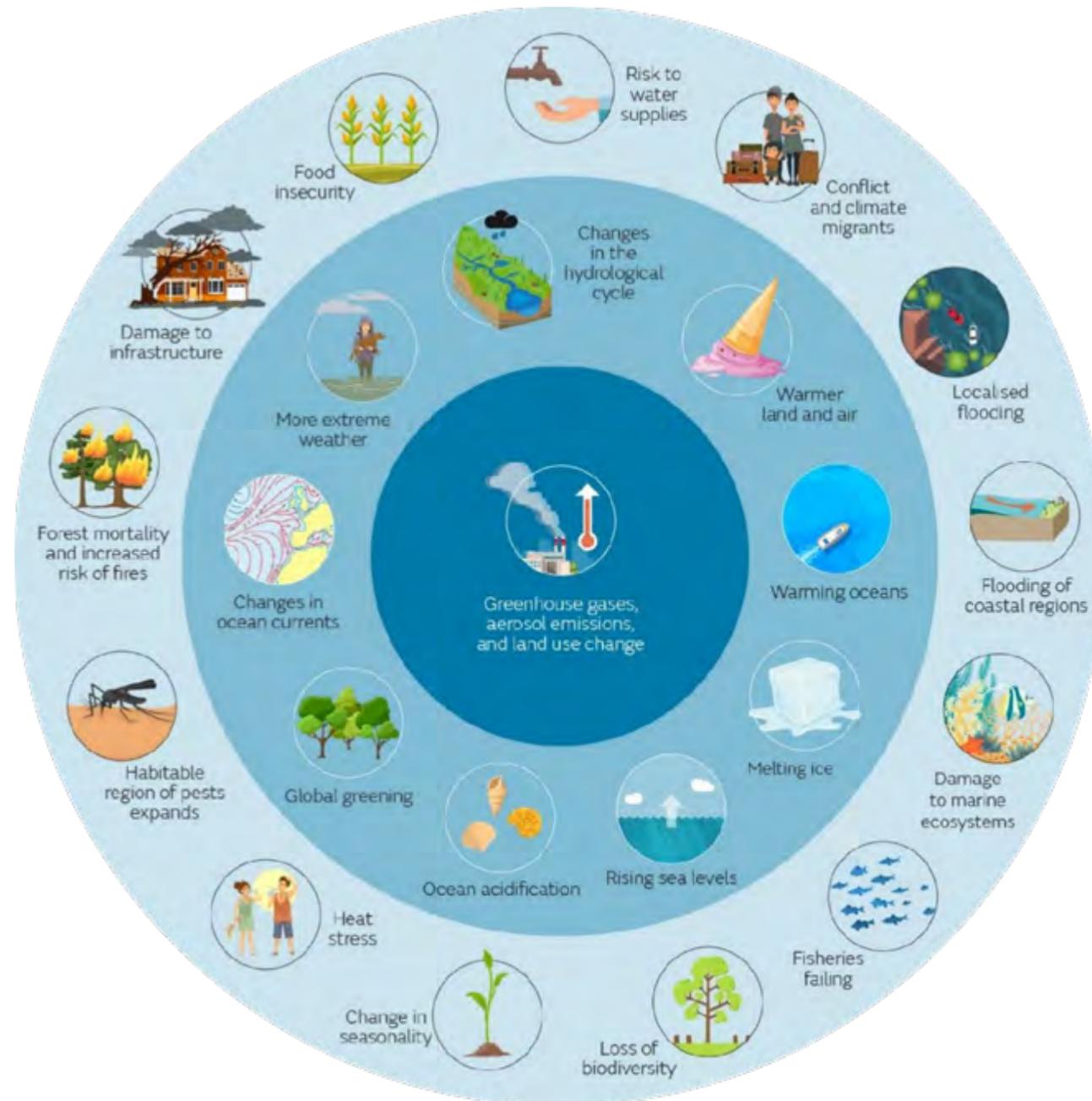
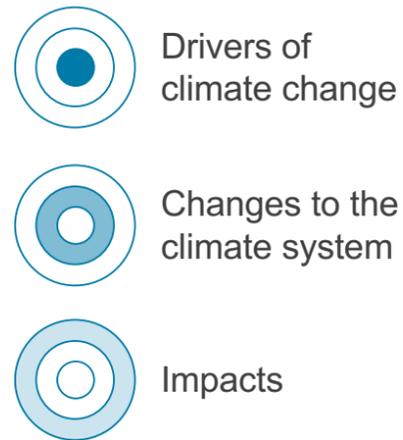
Source: UK GHG emissions national statistics (BEIS)

Estimated UK GHG emissions (by domestic sectors and aviation and shipping)



Most transport carbon emissions are now from surface transport, and most of those are from cars. Surface transport carbon emissions have not really reduced over the last 30 years and so surface transport carbon emissions are now the UK's greatest source of carbon emissions.

Causes of climate change and how it can affect us



Source: Met Office

If we do not reduce our carbon emissions, the average global temperature will soon reach a point where natural stores of carbon will start to be released into the atmosphere. This will itself accelerate global temperature rises and will create a positive feedback loop resulting in extensive climate change which we are unlikely to be able to prevent.

Such climate change would have substantial impacts around the world that would be catastrophic in particular places. The World Economic Forum agrees that climate change is the world's greatest risk to economic stability. The West Midlands would face direct and indirect impacts such as:

- Local weather risks including floods and heat waves, which could create casualties and damage infrastructure and property;
- Disruption of access to various global supply chains including key resources such as imported food and materials, placing pressures on people and businesses; and
- Diversion of public funds to cover and prevent damages caused by climate change in our own region but particularly more badly affected regions such as the UK's coastal communities, leaving less available for otherwise improving and maintaining local infrastructure and services.

Tangible impacts of climate change on our transport system in the West Midlands are already being seen. These include more occurrences of melting road surfaces in the summer and highway drains unable to cope with regular heavy rain (no matter how often they are cleaned).

The UK has signed the Paris Agreement and is committed to global efforts to prevent this environmental breakdown by reducing carbon emissions to net-zero by 2050. WMCA is committed to these efforts and has adopted its own WM2041 carbon ambition. It is developing plans to decarbonise our region by 2041. The first of these plans is published and runs from 2021-2026. Other authorities across the UK have ambitions to decarbonise faster.

Rapid and deep reductions of transport carbon emissions will be needed to meet the region's targets.

The shift to Ultra Low Emission Vehicles (ULEVs) is critical in the long term for meeting mobility needs while decarbonising. There will need to be virtually no petrol/diesel powered vehicles on our roads by 2041 (including hybrids). However, it will take a relatively long time for ULEVs to permeate our fleets and for the energy sector to decarbonise, as well as time in service that it will take for these vehicles to offset the additional carbon costs of manufacturing these vehicles.

Because the switch to ULEVs and the delivery of their carbon benefits will take time, we still need to reduce the energy we use for transport in the short term. In simple terms, this means using cars less for passenger travel – and this is the case across all local and national targets.

To do this, we could need a significant change in travel behaviour and the vehicles we use. It will require a mix of the following:

- **Reductions in the frequency of travel** – consolidation of trips or replacement of travel with use of information and communication technologies;
- **Changes to where people travel to/from** – making shorter journeys and/or to places that are more easily accessed and served by more sustainable modes of travel; and
- **Changing the vehicles we use to travel** – modal shift to more sustainable modes such as public transport and walking and cycling, and switching to personal vehicles that require less energy to use such as smaller cars, personal light vehicles, and micromobility.

However, the amount of behaviour change required depends on how fast we think we need to reduce our carbon emissions. This is not only about our net-zero date but also the path we take to get there, which determines how much carbon we will emit overall:

- The **Climate Change Committee** has recently advised Government that car mileage reduction of 5% by 2030 and 17% by 2050 would be required for Government to meet its commitments to the Paris Agreement and to be net-zero by 2050.
- However, research carried out by the **Tyndall Centre** found that even if all new cars were ULEVs by 2035, a 58% reduction in car mileage between 2016 and 2035 would be required to meet its recommended carbon budget for the UK.

We have been making good progress with building much of the infrastructure needed for a decarbonised transport system; supporting better public transport services, creating safer routes for active travel and enabling a shift to a ULEV based fleet. However, current policy delivery won't result in the scale and pace of behaviour change we now need to address the climate emergency.

We think that an objective for a new Local Transport Plan could be:

Transport decarbonisation - We will protect the future of our own community as well as communities around the world from the effects of climate change by rapidly reducing transport carbon emissions at a rate consistent with WM2041.

Reflection

Does climate change concern you?

Do you as an individual / organisation believe you have a role in tackling the climate emergency?

What changes could you make and how easy would it be to do?

Are there things that could make this change easier for you?

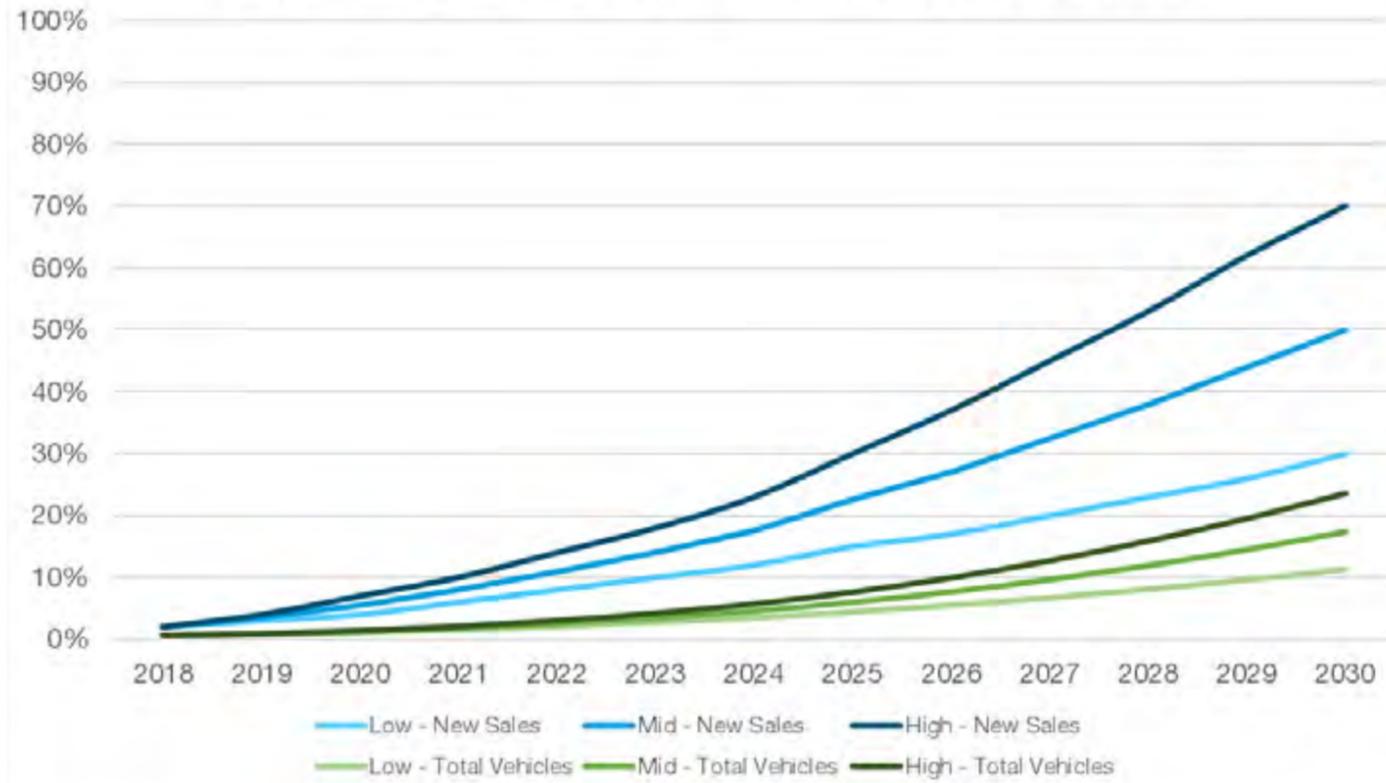
These kind of changes are on a scale that the UK has never yet achieved to tackle congestion or air quality concerns. They cannot be achieved through incremental changes to existing policy packages and through nudging people to make slightly different choices.

This level of systemic change requires investment in new options, but also a good deal of local political bravery and engagement with people to create a vision of a zero carbon future which communities benefit from.

Local Government Agency - Decarbonising transport: Getting carbon ambition right

The limitations of ULEVs in driving immediate carbon reductions

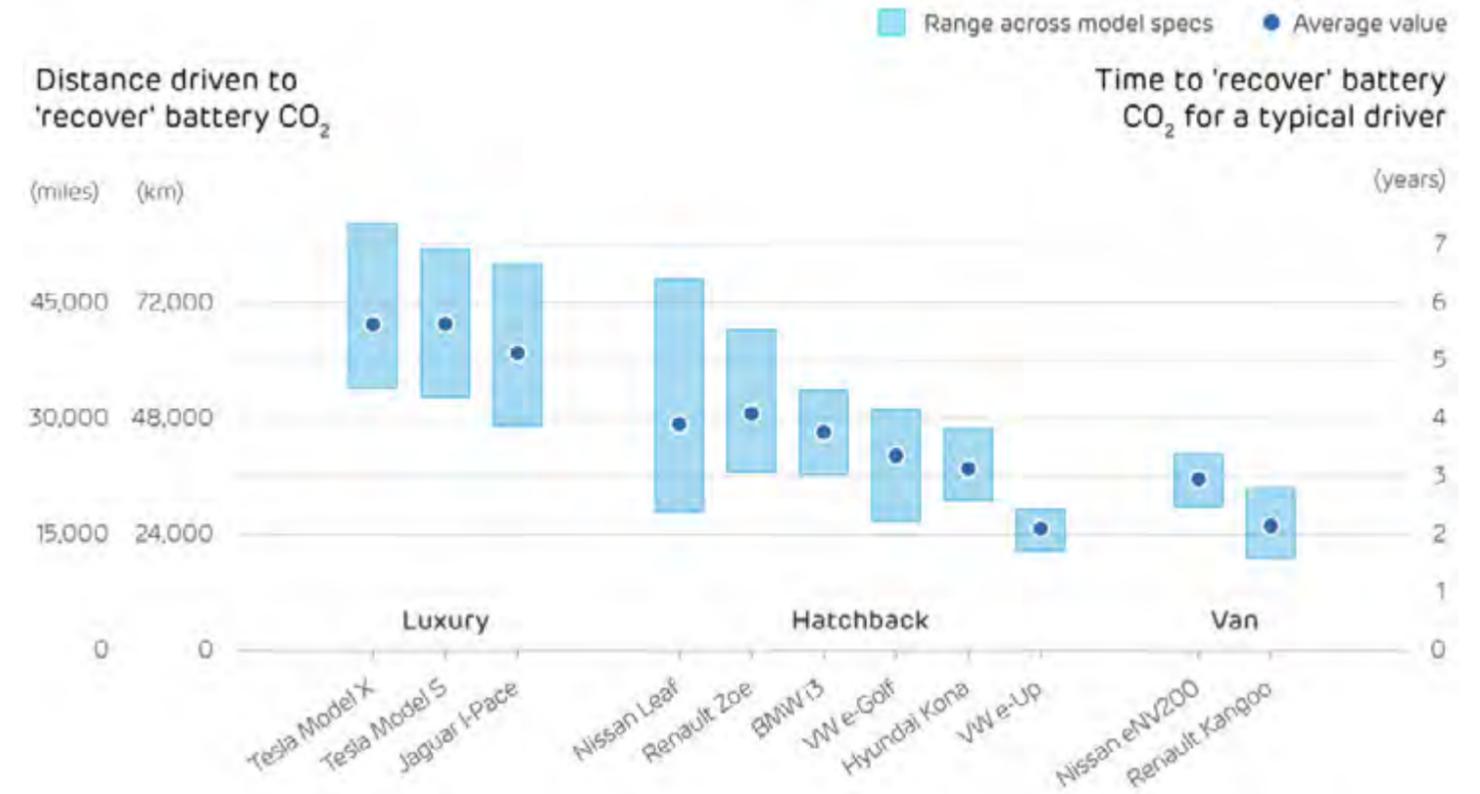
Projected take-up scenarios of ULEVs as a percentage of new sales (blue), and the whole fleet on our roads (green)



Source: TfWM ULEV Strategy

The total proportion of vehicles on our roads that are electric vehicles will lag behind the total proportion of sales that are electric vehicles in a given year. It will take time for people to upgrade their vehicles.

How far an electric vehicle must drive to become cleaner than a conventional equivalent



Source: Drax

Not all electric vehicles (EVs) are as good for climate change as each other. The use of some EVs will take considerably longer to offset the additional carbon cost of manufacturing them than others.

Section 4: Reimagining transport in the West Midlands

As we “build back better” from the COVID-19 pandemic, we have the opportunity to reimagine transport in our region to support an economic recovery that enables us to address all our Motives for Change. All of the Motives for Change could be argued to be as important and urgent as each other, and all could require significant changes to the way we travel.

Although all of our Motives for Change are independently important, the climate emergency is unique; there is a more definitive level and pace of change required in the way we travel to preserve the region for future generations, as well as to address global challenges.

The Paris Agreement binds its parties to pursue efforts to limit global warming to 1.5°C above “pre-industrial level”. If average global temperature rises exceed this, the impacts of climate change on people around the world will ramp up and we will pass particular tipping points where climate change will accelerate beyond our control and will be irreversible. The United Nation’s Intergovernmental Panel on Climate Change have warned that at current rates of emissions, we could exceed 1.5°C of global warming by 2030; carbon emissions would need to substantially reduce before that date to avoid passing this point.

How we change transport in the West Midlands before 2030 will be critical for the legacy we create for future generations.

The switch to ULEVs, whilst positive and important, will not deliver substantial reductions in carbon emissions until later in that timeframe and will not address wider issues such as road safety, the impact of traffic on streets and physical inactivity. So there is a need and opportunity for wider changes to the way we travel as well; we also need to reduce the energy demand for transport.

Whilst the COVID-19 pandemic has presented us with new challenges, it has also demonstrated that we are incredibly resilient to change and that there are viable alternatives to what we have. For example, many people switched to working from home and using videoconferencing, the commuting peaks and pressure on the transport network were reduced, and people also ordered more goods online and via local shops rather than travelling far. People benefitted from quieter streets and reduced emissions.

We understand that change can be a difficult process to navigate and that some will find it easier to adapt than others, that some will need more support. However, whilst change can be intimidating it can also be exciting and offers us a chance to make things better. As a world leader in transport innovation and the UK’s first Future Transport Zone, we’re well placed to develop a vision to enable a smooth transition to a low carbon future and a green recovery moving out of the COVID-19 pandemic.

Reflection

We know that rapid and significant change is possible before 2030. The question is whether people are up for it...do people agree that there’s a need to transform transport within the next decade and are people excited about the opportunity?

Is it right that the climate emergency should set our pace, or are there other issues which mean we need to go faster?

2030 doesn't seem so far away, but a lot of change has happened in few years previously...



14 years

US announced its intent to launch a satellite in 1955 and put a man on the moon in 1969.

In 2000 the most popular mobile phone was the Nokia 3310. By 2008 the most popular phone was the iPhone.

8 years



11 years

UK's first motorway opened in Lancashire in 1958 and the first 1000 miles of motorway are completed in 1969.

There are many ways to reduce transport carbon emissions rapidly, however, we will need to find a way that helps us address our wider Motives for Change too. It will be important to understand and resolve any trade-offs required to reach goals, where change may create new but different issues.

“Avoid, shift, improve” provides a useful framework for the sorts of changes that we need to make.

A new LTP can be more than a plan to create a great legacy for future generations, we can also set out how we want to make a difference in the lives of citizens today. We will need to challenge ourselves to build a

consensus around what kind of future people want and make decisions at a pace which reflects the urgency of the challenges we need to solve. People will clearly hold a range of different views on what is acceptable and what is not, and it is right that we account for them, however, we must also consider the risks of inaction if we are paralysed by a fear of change.

Once we have had these conversations, we can set a new vision and ambition to reflect what policy actions and changes are needed.

- Avoid** Avoiding travel – for example by accessing services online and consolidating the trips we make;
- Shift** Shifting travel – to places that are more accessible by sustainable modes of transport, such as cycling, walking or public transport and travelling by those modes; and
- Improve** Improve travel – by designing out emissions and other impacts from the vehicles we use and tailoring their use, for example by adopting ULEVs.

Rethinking the role of mobility in accessibility

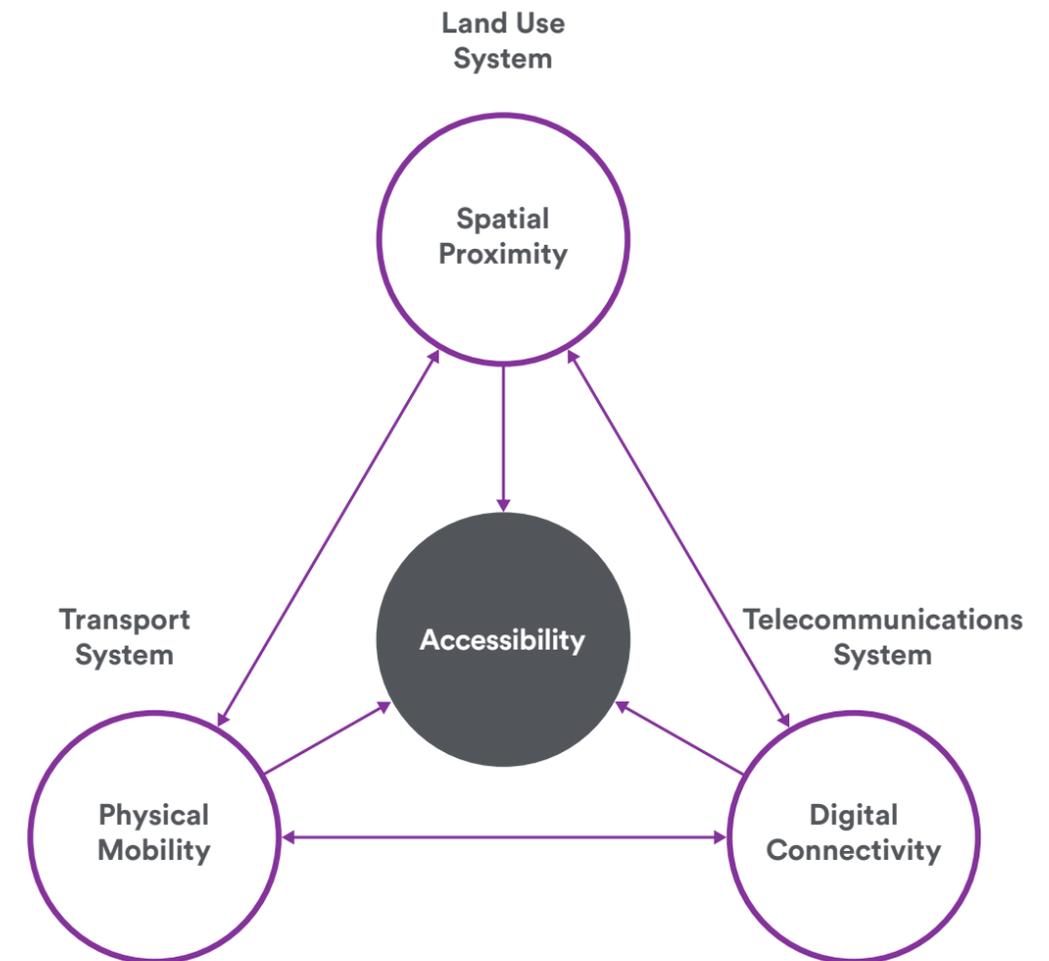
There are many options available to us that will help us deliver Inclusive Growth. To understand the range of options available to us, we need to consider:

- It is **access** that is critical for social and economic prosperity. The ability to access what we need is not just dependent on how **physically mobile** we are, it also depends on the **spatial proximity** of opportunity and our **digital connectivity**. This means for example that it is actually possible to be less mobile without necessarily sacrificing access.
- There are many ways of being mobile using today's technologies that will help us address our Motives for Change; these are modes of travel that result in fewer negative impacts, allow us to use space more effectively and are more affordable.



The Triple Access System

This is the triple access system that shows how physical mobility, digital connectivity and spatial proximity interrelate and provide access.



Source: Lyons, G. and Davidson, C. (2016). Guidance for transport planning and policymaking in the face of an uncertain future. Transportation Research Part A: Policy and Practice, 88, 104-116.

Sustainable modes - modes of travel with lower impacts

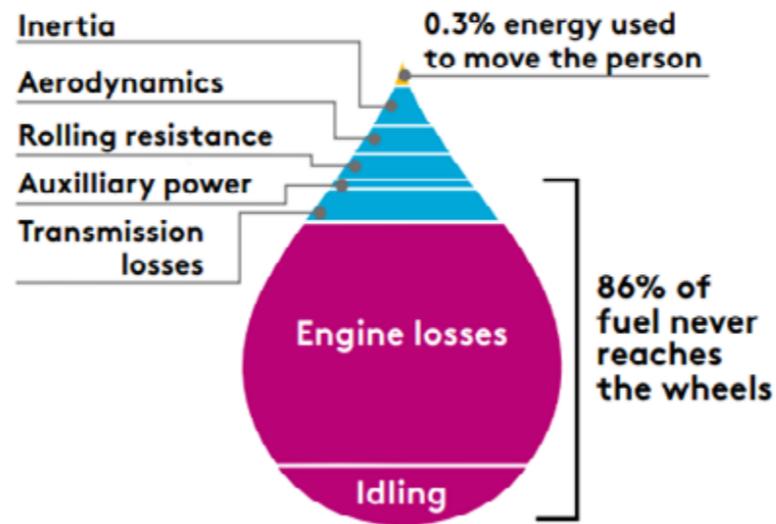
The impacts of vehicles are affected by a complex combination of factors such as their emissions, speed, size, and noise. The cumulative impacts of the sheer volume of traffic also needs to be considered.

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

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

Cars are mainly used to transport just one person, the driver, and only 0.3% of the energy used by a car is actually used to move the driver...

Energy flow through a combustion engine

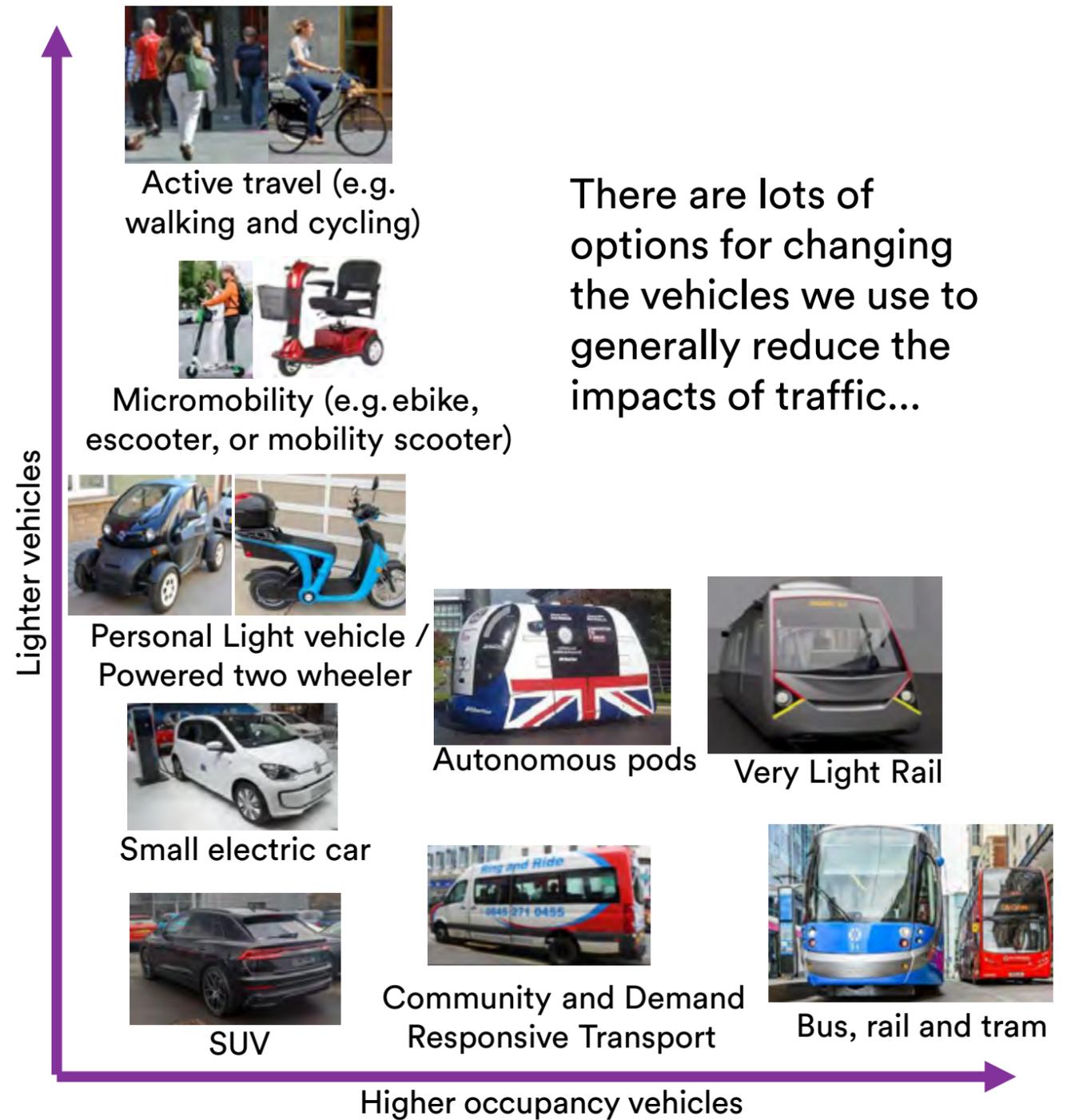


62%

car trips are single-occupancy trips

The average occupancy of a car is

1.6 people



There are lots of options for changing the vehicles we use to generally reduce the impacts of traffic...

However, we are a mature urban area - we are not building a transport system and urban environment from scratch - and we are constrained by the pace of change required. This has consequences for options that are more or less likely to be successful.

Land use

Investments in land are some of the longest term and most important investments that people and businesses make. It took hundreds of years to build our towns, cities, villages and neighbourhoods. We can, and should, ensure that new developments are built in a way that is well suited to our future vision for transport, and this could for example involve encouraging higher density walkable mixed-use developments in places accessible by public transport. However, it will take a long time for our built environment to be renewed, and so we will also need to consider how to adapt the existing built environment in the short-term, for example by enabling land use changes within existing building stock.

Physical mobility

Many of our places have either been developed or retrofitted for car-use. Many people's lifestyles are also dependent on cars. This means that our places and people are adapted for higher levels of mobility and disperse travel patterns. We could and should make those trips that could be made by walking, cycling and/or public transport by those modes. However, a lot of where people want to travel is to places that are unfeasible to access by these modes and where demand is too low to enable a high frequency public transport service. It is therefore important that we also consider new ways to provide a similar degree of mobility as a car does in the urban environment without the associated disbenefits.



Digital connectivity

The COVID-19 pandemic has demonstrated how people can communicate and work remotely. Using digital connectivity, we can modify or avoid the need to travel on a daily basis. eCommerce has increased the range of goods available to consumers, consolidating delivery trips and drastically reducing travel for shopping while still providing accessibility for consumers. Use of telecoms could offer a compelling alternative to business travel in many instances with the added benefit of being able to reach a broader market. For those whose personal circumstance enables it, remote working can help reduce the costs and time spent commuting and help people access work over a broader geography. Many aspects of public and private services have also been successfully migrated online helping people stay up to date with their finances at any time, and even helping doctors provide advice to patients. The pandemic has seen a strong movement towards home working. Even by September 2020, only a third of workers in the West Midlands were mainly working from their usual/pre-pandemic work location. Digital connectivity presents a huge opportunity for improving access, however, there is also a risk that as society shifts more towards online systems, an inequality gap defined by digital skills and capability will widen, with some households becoming more excluded and isolated.

Transport is different across the world

A particular kind of transport system is not necessarily a prerequisite for different levels of productivity/growth – there are functioning urban areas across the world where the defining characteristics of accessibility are very different.



Ho Chi Minh City, Vietnam



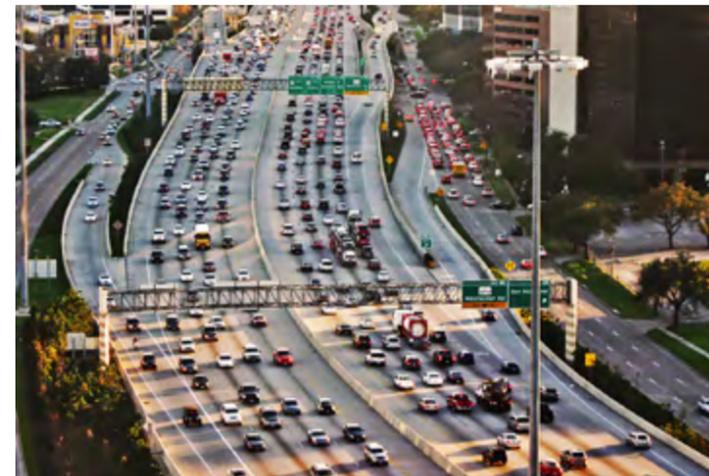
Copenhagen, Denmark



Tokyo, Japan



Curitiba, Brazil



Houston, USA



Kampala, Uganda

A framework for change

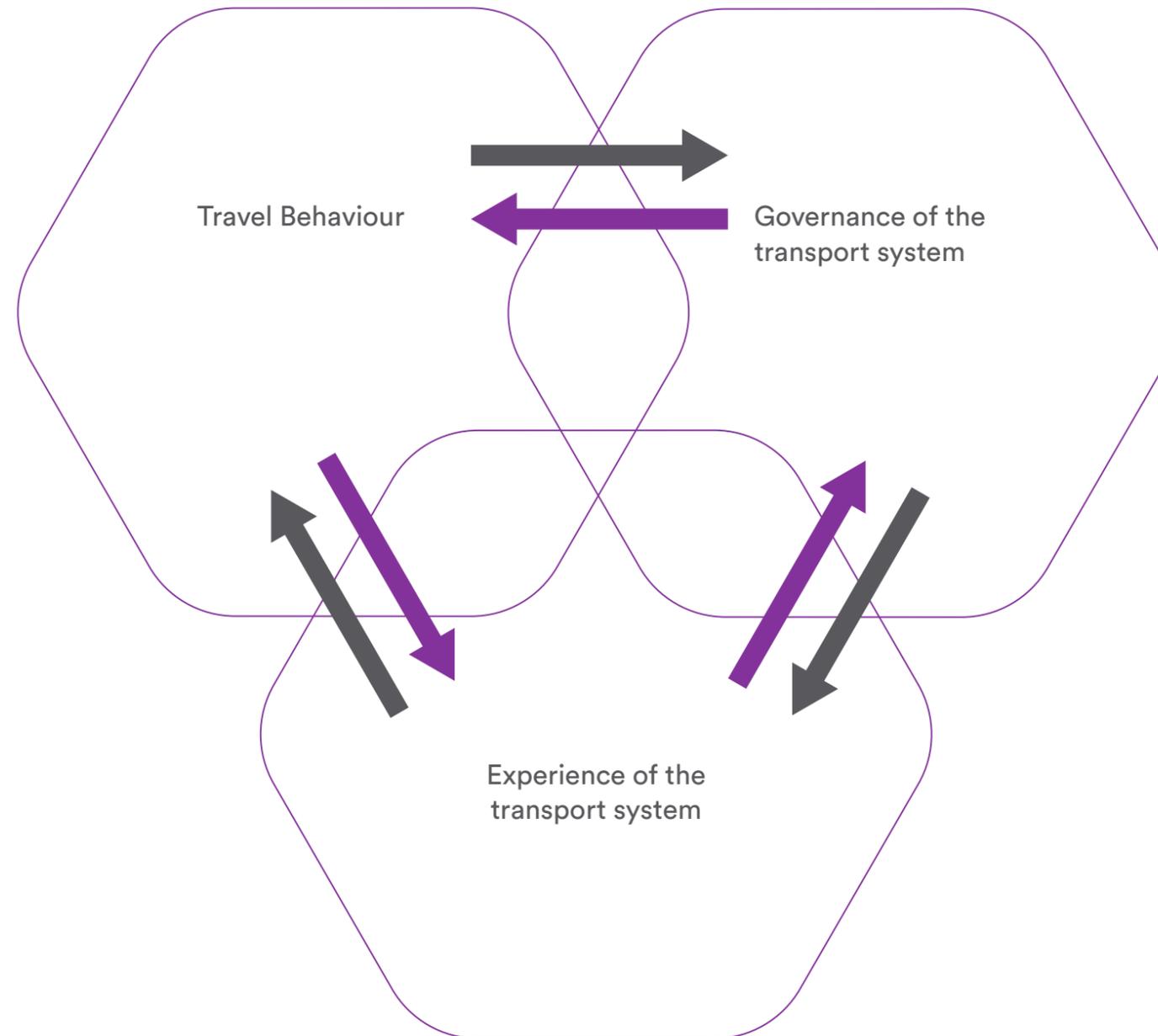
With the right mix of policies and measures, we can create an even better West Midlands. One that is fairer, greener, and healthier as well as a great place to live, work and visit. In order to achieve this we will, collectively, need to think differently about how we could travel and to agree what changes to the transport system would effectively help us shift.

The pace and scale of changes needed of our travel behaviour are unprecedented and will need to happen at the same time as planning for a shift to a ULEV based fleet, as well as other fundamental changes to the vehicles we use. This is change on a grand scale and could herald the start of a low carbon transport revolution that supports a growing green economy across the region.

We are not proposing a specific plan of action within this green paper. It is through our conversations with the public using this green paper that we will identify actions to change in the way we govern and invest in our transport system to respond to our Motives for Change.

Through these conversations we will need to consider how travel behaviour, the way we govern our transport system and citizens and businesses experience of the transport system are interlinked.

The way we govern the transport system changes people's experience of it, which in turn influences their decisions on how, when and where we travel. However, in a democracy, citizens' experiences also influence the way we govern.



Travel behaviour

How we choose to change our travel behaviour is at the heart of a new Local Transport Plan.

We need to think about how we want to travel in the future by making best use of what we have, before understanding what changes to infrastructure, services and governance would enable that change.

We know that people make transport and mobility decisions as a result of a complex range of factors, influenced by their own wants and needs, as well as options available to them, which are affected by the way the transport system is governed.

People are influenced by various lifestyle choices:

- Long-term choices - including family size, career and leisure activities;
- Medium-term choices - where to live and work; and
- Short-term day-to-day choices - which shop to visit or service to access.

Alongside these lifestyle choices, mobility decisions are influenced by practical, economic, psychological and social factors as well as by demographics and circumstances. These can change over time.

Generally, daily routines are repetitive and habitual. People start a pattern of behaviour, and they usually continue with it until particular events or triggers prompt them to change.

If people want the West Midlands to meet the proposed objectives associated with our Motives for Change, this will involve people changing their behaviour - doing less of one thing and more of another.

We must approach our new strategy in a way that helps us deliver Inclusive Growth; growth that is more equitable and sustainable.

Reflection

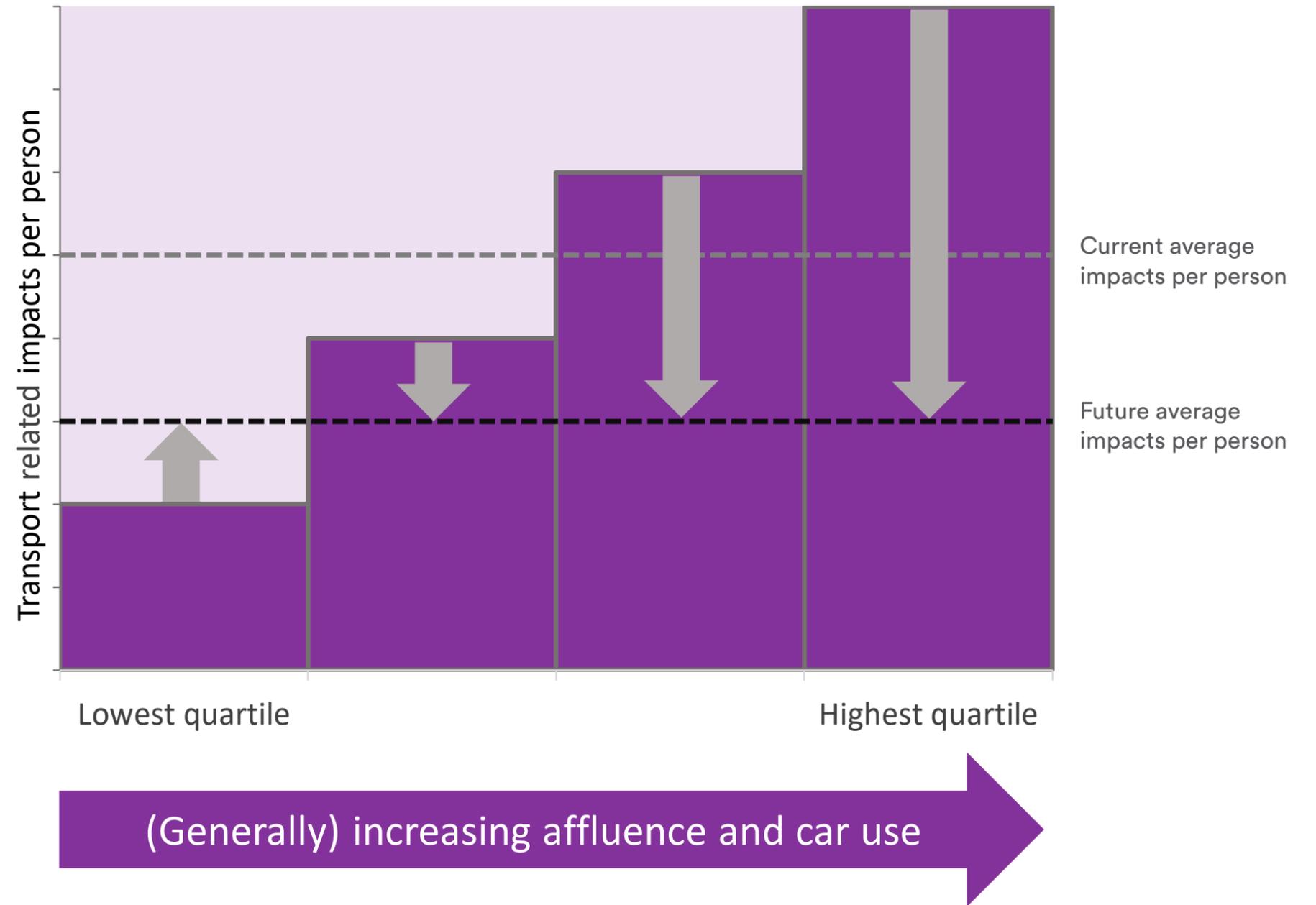
The people who have the highest impacts are also likely the people who feel they've become most dependent and accustomed to their cars. Is it fair to expect those who are dependent on their cars to use them less, and to help those who are less mobile and have less impacts to increase their mobility?

Fair contributions to transport challenges

Generally, transport impacts are caused by more mobile people.

Those who currently make the biggest impact will need to make the biggest changes.

However, there is a real opportunity to help level-up those who are less mobile whilst still reducing impacts of transport overall.



Our experience of the transport system

Citizens' experiences of the transport system shape and influence their behaviour and decisions of when and how to travel. The quality of the experience is largely influenced and shaped by how we plan, deliver and manage the transport system.

For example, we know that road safety is often a reason cited for people not walking and cycling more and that journey time reliability is often a problem raised by people using public transport.

For many, less time spent travelling can also contribute to good wellbeing, and people have more time for other activities that are good for their health and wellbeing such as sleep, exercising or spending time with friends and family.

We've recently worked with members of the public who told us what they believe makes a good travel experience. The following principles are important if we are to transform the user experience of the transport system to an easy to use, safe and accessible transport system which will give people a real alternative to using cars.

- **Easy/Reliable:** Reliable, seamlessly works, available when and where needed.
- **Trusted/Safe:** Safe, predictable, and informed.
- **Valued:** Desirable and affordable.
- **Efficient:** Quality assured with real choice.

Our engagement with the public during the pandemic has shown that people have hopes to retain some of the benefits of the pandemic and go further by building back better. However, they are also anxious about the economic challenges ahead.



Governance of the transport system

We need to develop our transport system to encourage people to travel differently in the future; we need to plan the infrastructure and manage it so that it doesn't exacerbate existing problems or become quickly redundant.

Investment in new roads can initially reduce congestion. However, the benefits are often short lived as capacity fills up again. There are other ways that can help deliver more sustainable and transformational improvements to the transport system so that it meets our long-term needs.

The pandemic has changed travel demands in an unprecedented way. There is uncertainty over how the influence of market forces, such as how land might be used and the nature of future employment, could affect future travel demands. However, we can influence this through public policies rather than leaving things to chance.

If we want to travel differently in the future, then we need to change how our transport system is governed to support the types of travel that we want to encourage. This could mean ensuring that regulations are in place to permit the safe use of new forms of travel, it could mean building new infrastructure that new modes may rely on, and – in our constrained urban area where space is not always an abundant resource – it may mean reallocating space and priority of right of way from modes that we don't want to travel by in future to those that we do.

We think there is a need to update and define what the West Midlands integrated transport system needs to be. This should set out clear plans and priorities for the network and how we can best deliver them to meet our objectives.

Notwithstanding recent years, there has been a long-standing downward trend of funding available to maintain our transport system and the capital we receive to enhance our transport system has been increasingly subject to competitive bidding processes (which means we lack long term security of funding). With such a significant change in behaviour required, this means we may need to consider more actions that can be delivered quickly and with greater impact across a larger area – which could be achieved using many low-cost interventions.

We know that our current approach of investing in public transport and active travel is critical, but alone won't be sufficient to generate the level of behaviour change needed. Our modelling shows us that increasing investment in initiatives such as e-scooters and e-bikes could have important benefits, but again is unlikely to generate the level of shift needed away from car use.

We are seeking to understand if people agree that car use needs to be replaced by alternatives (including options to avoid travel) in order to address the challenges and opportunities set out in this green paper. We want to explore more effective measures to change travel behaviour with the public as we shape the new LTP.

A coherent and effective plan must be able to match the ambition of our goals with the appetite for action. If effective measures that the public are willing to accept to deliver behaviour change cannot be identified, then together we must consider whether goals should change.

Impact of high level policy option testing (comparing modelled transport in 2036 to 2016)

Testing of policy options shows that whilst investment in and improvement of sustainable forms of transport will improve access to opportunities for those without cars, it is unlikely to have a significant impact on car travel. Measures that in effect restrain car use would be required to shift behaviours in a way that significantly reduces car travel.

Symbol	Change relative to levels before the COVID-19 pandemic
-	Little/no change
▲/▼	Notable increase/decrease
▲▲/▼▼	Significant increase/decrease

Green indicates a change is **good** for the Motives for Change.

Red indicates a change is **bad** for the Motives for Change.

As car travel increases, the impacts of traffic increase (carbon, physical inactivity, air pollution, noise, road accidents, on-street parking).

As access without a car increases, this helps those who are less mobile access more opportunities but does not necessarily reduce car travel.

Scenario		Access for those without a car	Amount of car travel everywhere	Amount of car travel to/from centres
1.	Do minimum	-	▲▲▲	▲▲▲
2.	Significantly improve public transport	▲	▲▲▲	▲▲▲
3.	2 + enable micromobility	▲▲	▲▲▲	▲▲▲
4.	Restrain car access to centres only	-	▲▲▲	-
5.	Restrain car travel across the region	-	▼	▼▼
6.	5+2	▲	▼	▼▼
7.	5+3	▲▲	▼	▼▼

The challenge with improving alternatives such as public transport, walking and cycling, and micromobility, is that there is simply a limit to how much mobility, comfort, and convenience these can offer in contrast to the car today. This significantly limits the extent to which people are likely to switch from cars to the alternatives to meet their travel needs if the level of mobility that the car provides remains as it is today. Furthermore, without that switch, consumer spending on alternatives will remain relatively low, which will also reduce the extent to which those services and products can be improved.

Evidence suggests that to effectively and significantly change behaviours without compromising what people can access, simultaneous measures would be required to:

- reduce barriers and costs to travel by the alternatives to the car; at the same time as
- restraining the use of cars using physical measures (such as allocating less space to cars), and regulatory measures (such as increasing the price of car use or restricting access to particular roads).

Often these measures can be combined, for example:

- Space can be reallocated from cars to other forms of transport to both improve the alternatives to car while restraining car use.
- Public funds generated by increased price of car use can be reinvested into alternative services and support for those who are disadvantaged and face greater barriers to change.



Measures to stimulate behaviour change couldn't and shouldn't be taken forward without understanding and acceptance from the public that they're a critical component of an overall plan that aims to create the kind of transport system and region that citizens want.

Whether or not these measures could be needed in such a plan largely depends on whether the public agrees that the role of the car in the future transport system should be considerably lower (with much lower levels of use) to reduce the impacts of traffic on people, places, communities and the environment on which we depend, and to help improve alternative choices for accessing what we need.

There are limits to the restraints on car use that local authorities can effectively implement in isolation without wider support and action from Government and neighbouring authorities. Government has also recognised the need for action to change behaviours, particularly to reduce carbon emissions. The Chancellor of the Exchequer has also recently signalled the Government's interest in exploring Road User Charging as part of fiscal policy reforms required to address the anticipated significant shortfall in tax revenue from fuel duty as more electric vehicles are adopted. There may be ways at a national level to restructure how way we pay for highways infrastructure that also support lower carbon travel choices and more viable travel alternatives.

When asked their opinions on the need for sticks as well as carrots, here's what citizens said...

Carrots

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

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

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

Sticks

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

If any added financial expenses of making a car journey far outweigh the cost of making a journey by a workable alternative method, **I would chose the alternative option, even if the journey took longer.**

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

Which ones of these measures do you think would be most effective at making the car less advantageous?

Controlling the supply of parking

31%

Restricted access to particular places by car

29%

Road user charges

23%

Reallocating road space from cars to other forms of transport

17%

Fuel and vehicle taxes

17%

Speed bumps, chicanes and other "traffic calming" measures

11%

Source: TfWM's Market Research Online Community.

Change over time

To help inform the development of a new Local Transport Plan, TfWM has undertaken an initial review of the transport delivery plan. The review has sought to assess both the current and alternative approaches to delivery to establish and understand the areas of focus and change, which are needed to support the refreshed strategy and new objectives.

From the review, we understand that our current mix of policies and strategies are likely to have shortcomings in responding to the Motives for Change. The analysis suggests a number of changes could be needed in the short, medium and long-term to better deliver objectives. Urgent action will be needed in certain intervention areas such as personal mobility to help 'shift the dial' in delivering positive outcomes in the region.

We have started to identify the measures and approaches to help address the gaps in the current approach and issues raised in the Motives for Change. This could include a change in focus on policy priorities and a reallocation of spend and effort to effect change. These measures will be critical to help us achieve a significant reduction in transport carbon emissions before 2030. If progressed right, it could also help us deliver Inclusive Growth.



Avoiding travel through digital connectivity

We might be able to have a conversation, access a service or collaborate without having to physically meet. This could reduce the impacts of travel and improve access to opportunities that people may not be able to physically access.



Shifting and improving how we access goods

Through e-commerce and better consolidation and management of deliveries by lower impact vehicles we can access a broader range of goods with less travel.



Shifting to public transport and active travel

We can shift many short trips to walking and cycling.

We can shift journeys to centres and within congested corridors to public transport. Bus will have greatest capacity and coverage to support this modal shift up to 2030.



Shifting and improving personal mobility

There are motorised personal vehicles we can use that have lower impacts, could be more affordable and enable people to reach places that are not accessible by public transport, walking or cycling.



Supplementing public transport with demand responsive services to help us shift

Demand responsive services could let you arrange to be picked up near to or at home to get to places you can't by other means.

Demand responsive services could include taxis, much as they function today, as well as new demand responsive forms of public transport which could provide coverage where demand is too low for good quality fixed public transport and for people who are unable to drive or use public transport.

What change could happen quickly, before 2030?



Supplementing what we own with shared services to help us shift

Car/van clubs could reduce the need to own a car for some whilst improving access to the benefits of these vehicles for those who can't afford to own.

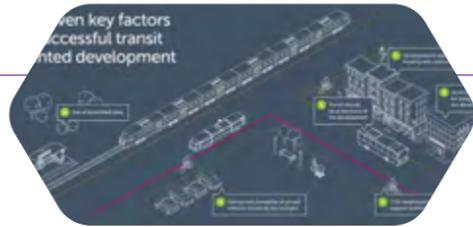
Bike/micromobility share schemes could help people get around town/city centres or other areas who arrive by other means, where walking isn't good enough.



Supplementing consumer choices with information, booking and payment options to help us shift

With a broader range of transport services you could select the right tool for the job where privately owned cars are currently being used for too many trips (like a sledgehammer to crack a nut).

We could help bring these together with information, booking, and payment services to help people access what they need when they need it for a fair price.



Shifting more journeys onto public transport, walking and cycling through land use changes

If we really want to shift even more journeys onto public transport, walking and cycling, this requires changes to where people are travelling to and from. This could be supported by changes to the way we use land; not just where we put new developments, but how we adapt the existing built environment so that there are more of the things people need nearby.

What change could take longer to happen?

Shifting more journeys to active travel and improving the experience of streets through redesigning the public realm

The public realm, the everyday streets and public places we all enjoy access to, is everywhere and extensive. There are quick changes we can make using low cost infrastructure changes, however, fundamental redesign and rebuilding of places would take time.



Shifting more journeys onto an expanded rail and rapid transit network

Improvements to rail and rapid transit that require significant infrastructure works will take time but it will increase the number of journeys that can switch to public transport.



Improving emissions by changing vehicle propulsion technology

It will take time for a shift to zero emission vehicles (battery electric and hydrogen) to eliminate carbon emissions. It will take time for the UK grid to decarbonise and it will take time for vehicle fleets to upgrade. However, we are making great progress.



Improving and shifting travel through the adoption of connected and autonomous vehicle (CAV) technologies.

CAV technologies have the potential to improve many aspects of travel, potentially revolutionising public transport, improving the productivity of time spent travelling, reducing road accidents and improving the flow of traffic. However, these technologies are still in development. Some technologies, such as driver aids, are already being implemented, however, full automation will take a long time if it occurs.

Reflection

We want to understand what you think about how your travel behaviour could change:

What could you do to **avoid, shift, or improve** your journeys?

How much different would your life be if you travelled less frequently, or less distance, or if you used different types of transport such as walking and cycling for some of the journeys you might currently make by car?

Could you see yourself using an e-scooter?

Could you see yourself using a car club vehicle as and when you need it instead of owning your own car?

Why would you make those changes?

Our vignettes paint a picture of what transport might look like in our region in the future. Can you see yourself living in these places?

What do you think you would be losing?

What do you think you could gain?

Who do you think is responsible for making these changes possible?

Some of these changes could be expensive, who should pay?



Change in different places

City and town centres

A possible future vision for our city and town centres:

This is an inclusive urban centre that attracts all kinds of people and businesses. The many unique experiences on offer have created an exciting and popular destination in which to live, work and play. Deliveries are made to the area using small electric vehicles and cargo bikes that are effective but low impact.

Getting to your nearest urban centre is quick and easy using the clean and efficient public transport network that connects the region. An increase in digital working and shopping means that people travel at different times, resulting in a quieter and more reliable transport network.

Moving around the centre itself is easiest by walking, wheeling and cycling which is prioritised and provided with plenty of space. Low levels of traffic have created a quieter and cleaner urban centre for you to enjoy. Public spaces are engaging and fun places for you to interact with the environment and with other people.

What could we do to achieve this in the West Midlands?

There will be more opportunities to live within urban centres close to transport hubs which will make it easier for you to travel by sustainable modes.

Embrace changes to our lifestyles and working practices which allow us to think about how and when we travel differently.

You will have the opportunity to try out and support new transport innovations which help you to connect with people and places cleanly and safely.



What do you think?

How would you feel about sharing your data in order to get a more personalised transport service?

How would you feel about working from home more (if it was possible for you) in order to reduce the level of traffic in your neighbourhood?

Local high street

A possible future vision for transport in our high street:

Your local High Street is designed for you, rather than for other people's cars. There are plenty of green spaces, wide footways and places for you to sit.

The street is accessible, regardless of age or ability, and provides a pleasant and safe environment for you to enjoy. There are many local shops and services and flexible co-working spaces save you making longer trips out of your neighbourhood.

The street is connected by shared and active transport, including bike and scooter hire schemes, as well as car-clubs and ride hailing services. Access to all of these services is available via one app and at your nearest travel hub.

What could we do to achieve this in the West Midlands?

Taking public transport or walking and wheeling on your journey reduces traffic on your own and other people's high streets.

Think before you travel outside of your own neighbourhood - can you make a shorter trip to stay local.

Spaces for people are provided instead of space for cars.

Parking spaces will be limited and reserved for those who really need them.



What do you think?

How would you feel about using a local parcel locker if it was attached to a bus/tram stop or train station rather than always having deliveries direct to home?

How would you feel about walking more to the shops if your local shops were arranged to deliver heavy and bulky items later that day using a cargo bike or an electric vehicle?

Rural living

A possible future vision for transport in our rural areas:

Your safe rural area is well connected and convenient to get around. Sustainable travel brings health benefits to the whole rural community, and reconnects people with nature and each other.

You don't need to travel unless you want to, as you are able to access services online or nearby. Less traffic and time spent travelling creates a more relaxed way of life and more time to do what you enjoy.

When you do travel, active travel is the go-to for getting around on a daily basis, supporting cleaner and more agile local transport including taxi services and Demand Responsive Transport. Rural mobility hubs provide access to services including zero carbon community car hire schemes and Park and Ride to help you reach destinations in a timely fashion. Information is accessible whenever and wherever you need it to help you reach local places of interest to support your lifestyle choices in the most sustainable way.

What could we do to achieve this in the West Midlands?

An even better sense of community as you get out and about without the car.

Order things to your door to reduce your need to travel

Charge points are available so you can use an electric bike to make your medium length trips more do-able

Power your home and your vehicle sustainably

Better active travel infrastructure provides connections to rural mobility hubs

Would you consider making more active trips if you had access to an electric bike?



What do you think?

How would you feel about using an electric bike or scooter to reach your nearest village if safer routes were provided?

How would you feel about using demand responsive transport instead of a timetabled bus service?

Older urban neighbourhood

A possible future vision for your local neighbourhood:

There is a greater sense of community spirit as you spend more time in your neighbourhood. Your local neighbourhood is safe, quiet and pleasant to walk around. The street has become a social space and is now designed for people. There is safe space for kids to play outside and for you to stop and chat with your neighbours.

Working from home is easy and you can receive your online shopping to your door by cargo bike or electric van. When you need to leave the neighbourhood there is public transport and cycle paths nearby.

People own fewer cars and remaining cars are electric and shared within the community. This results in a quieter and cleaner environment which is positive for people's physical and mental health. Reduced need for parking results in space you can use for other needs.

What could we do to achieve this in the West Midlands?

You might not own your own car, but you will have access to car sharing, public transport and walking and cycling paths.

If you do need to own a car, electric vehicles will be the default option with easy to access EV charging solutions.

Saving a journey by working from home or on line shopping will result in less traffic in your neighbourhood.

Your neighbourhood is inclusive, safe and enjoyable as there is a greater sense of community.



What do you think?

How would you feel about walking more if pedestrians were prioritised over cars in your neighbourhood?

How would you feel about not having your own car and using an electric car club if it was available near your home instead?

How would you feel about letting your kids play in the street if the movement of cars was reduced and restricted?

Modern suburban neighbourhood

A possible future vision for transport in our suburban areas:

Your suburban neighbourhood is a safe place in which to live, work and and travel in. The local area is attractive with lifestyles focussed on health and well-being with plenty of space for walking, cycling and recreation.

Working and shopping from home are embraced more with spare time well-spent with family and friends. You are connected to your local centre by public transport links that are within easy reach by walking, cycling or wheeling.

Less travel results in a reduced need for car ownership. Instead local neighbourhood/community car clubs make it easy for you to have access to a car when you really need it without the hassle and cost of owning and running your own.

This creates a cost-saving lifestyle whilst also helping you to contribute towards local zero carbon targets, also making your suburban neighbourhood a more pleasant and safe place to live.

What could we do to achieve this in the West Midlands?

Embrace sustainable transport as a way to create a friendlier and safer neighbourhood

Seek alternatives to travelling, in particularly commuting, to improve air quality and safer environments for the community

Improvements to local neighbourhoods and the development of '20 minute neighbourhoods' help you to be more active and access all the important things within easy reach of home.

Due to reduced traffic and improved infrastructure, active travel is a joy and is embraced by the local community.



What do you think?

How would you feel about reducing access to private vehicles on your road if it meant you could live in a low traffic neighbourhood?

How would you feel about cycling or wheeling? into town if there was a network of quiet routes and separated cycleways?

Main road

A possible future vision for transport on our main roads:

This street prioritises walking, cycling, wheeling and public transport. The cleaner air and reduced noise levels result in a welcoming place for you to access different travel options. Travel information, booking and payment that is personalised to you make travel easy and enjoyable.

The streets are active with more people around, heading to many dynamic workplaces and leisure activities. There is more space for you to walk, cycle and scoot, and the street is designed to be accessible to everyone, including people of all ages and abilities.

It is easy to travel without having a negative impact on the planet - public transport is cleaner and more comfortable and with less traffic on the roads it is faster and more reliable.

Roads will be clean, safe and smooth with vehicles communicating with each other to reduce accidents and pot holes detected and fixed before they appear.

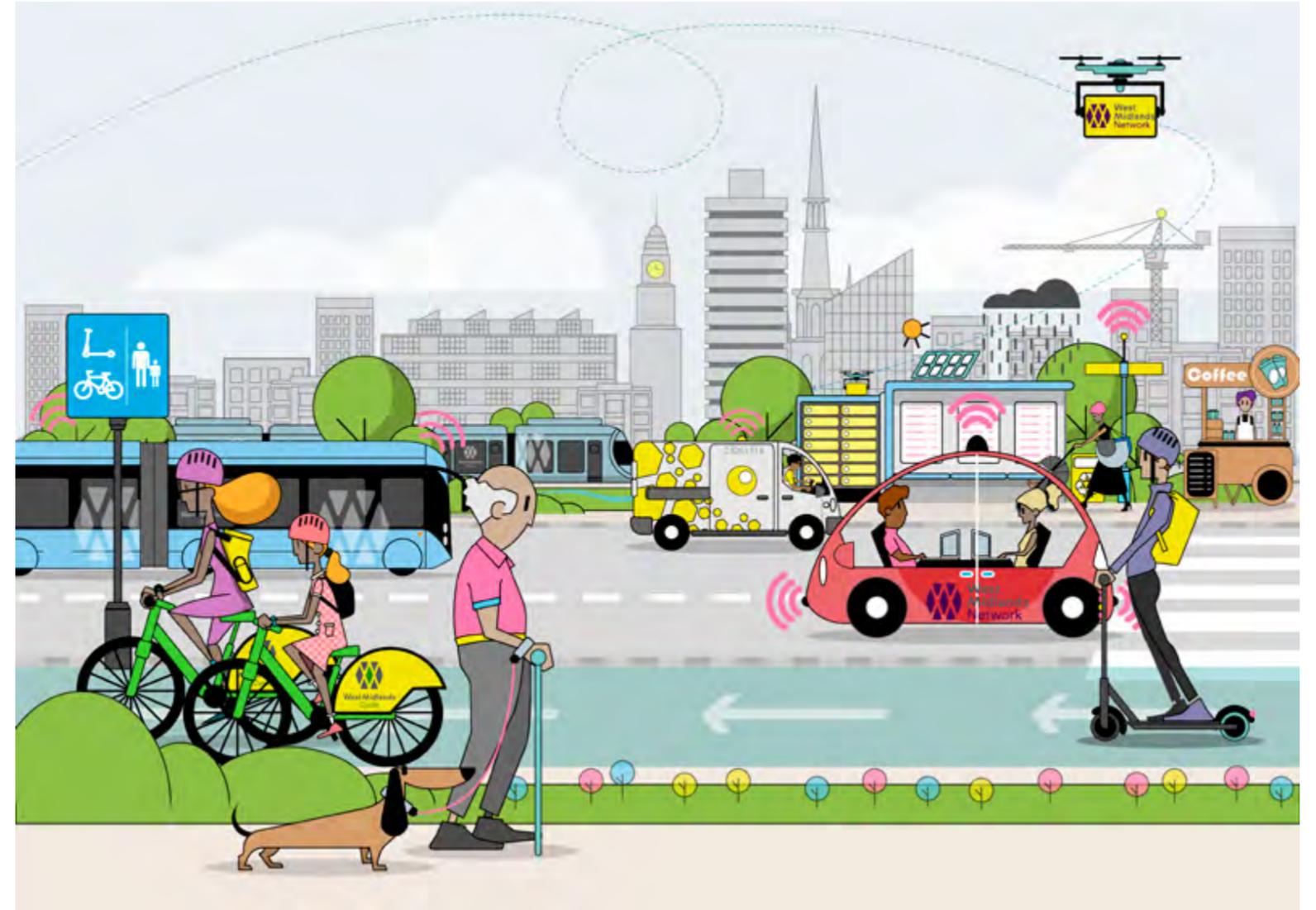
What could we do to achieve this in the West Midlands?

Public transport might look different with shared autonomous vehicles operating alongside conventional buses and trams.

More of the space on our streets will be given over to cycling and walking.

We will use our cars less as we work from home more and use new, innovative and clean transport services.

All of these services can be booked through an easy to use app that lets you know you are getting good value for the journey you are taking



What do you think?

How would you feel about walking and cycling more if you had priority over cars and vans and if there was less traffic?

How would you feel about getting in a shared vehicle (with comfy seats and WiFi) with others to get to your nearest public transport hub or destination?

Section 5: Developing the Local Transport Plan

Our partners

Transport governance in the UK is complex and made up of a number of key public and private authorities and agencies. The LTP will affect and need the cooperation of these parties, including:

- **Government** – Ultimately, Government sets national policies on transport, planning and digital infrastructure. It also proposes and sets (through parliamentary approval) legislation and distributes significant public funding.
- **National transport agencies** – Government tasks Highways England with running trunk roads and motorways, and Network Rail with running the vast majority of heavy rail in the UK.
- **West Midlands Combined Authority** – WMCA, working through Transport for West Midlands, is the local transport authority responsible for setting local transport policies in the Local Transport Plan. It also has wider powers and duties including those previously held by the Integrated Transport Authority and Passenger Transport Executive and additional powers granted through devolution agreements. This includes subsidising bus routes and fare concessions, providing travel information, developing transport schemes, and managing and maintaining some public transport infrastructure.

- **Seven metropolitan borough authorities** – These authorities are the highway and traffic authorities responsible for managing, maintaining and operating local highways and parking. They are also responsible for local development plans.
- **Public transport operators** – Private bus companies run services at their discretion including subsidised services. Train operating companies operate rail services under franchise agreements with Government. West Midlands Metro Ltd is a company owned by WMCA that operates the West Midlands Metro.
- **Transport partnerships** – WMCA is a partner of West Midlands Rail Executive and Midlands Connect, which are both partnerships including other local authorities to speak with one voice on rail issues across the West Midlands wider region, and strategic rail and highways investment across the Midlands.

We will also need to work closer with other bodies responsible for wider areas of public policy that affect and are affected by transport. In particular, we will work closely with local planning authorities to ensure that - through a mix of planning new developments and enabling the existing urban environment to be repurposed - the ability to access resources through more sustainable ways of travelling and transporting goods is improved.

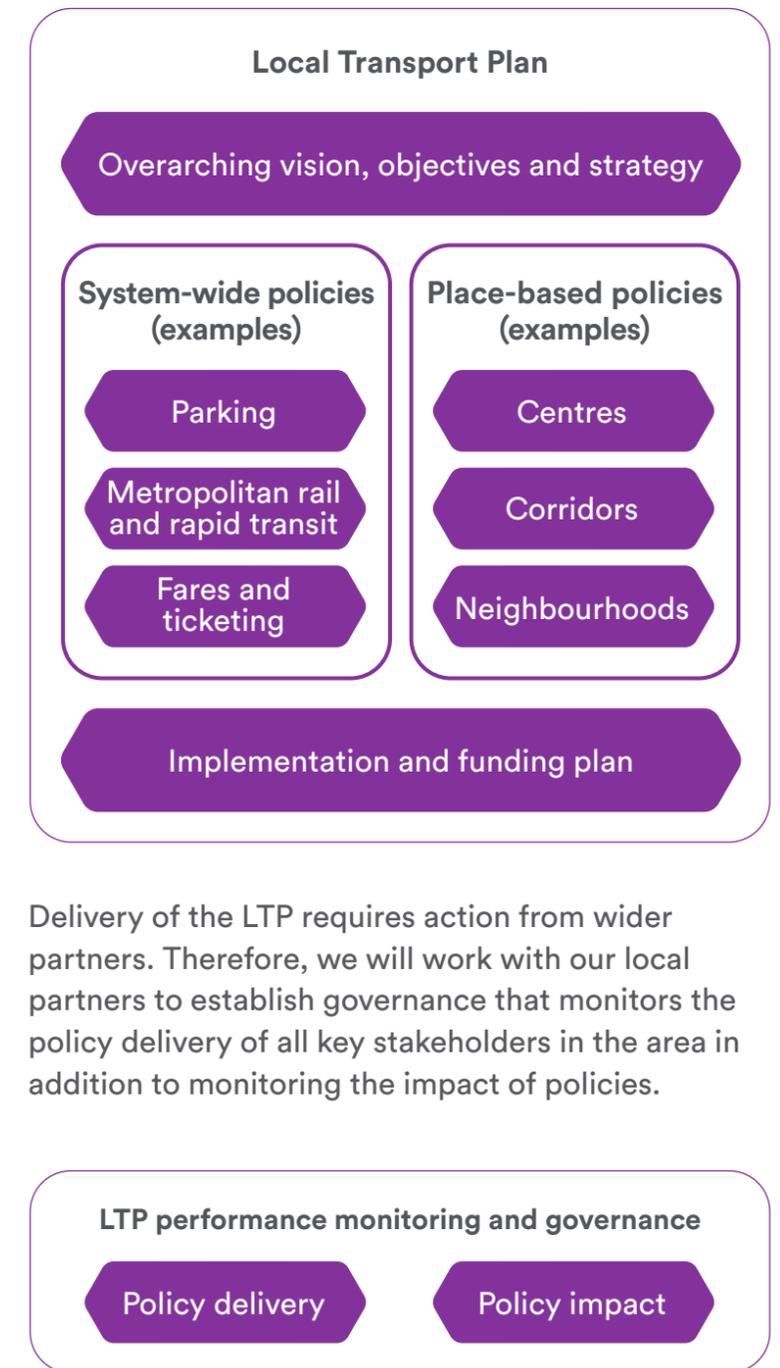
A new framework for transport policy

As part of the development of the new Local Transport Plan, we intend to develop a new framework for policy. The framework will cover both the form of the LTP (noting that the LTP can be set out in more than one document covering different aspects of policies and implementation plans) and how we are held to account on delivering it.

We intend to develop the new LTP in stages:

- An initial overarching vision, objectives and strategy, alongside an initial implementation and funding plan; and
- Supplementary system-wide and place-based policies, alongside detailed refinement of the implementation plan to reflect actions required.

The development of supplementary system-wide and place-based policies will enable more detailed policy making and planning and focussed engagement with partners. The development of system-based policies will allow us to develop policy with key delivery partners such as public authorities with relevant powers/duties and service providers. The development of place-based policies in specific parts of the West Midlands will allow us to work with relevant local authorities to tackle specific challenges in these areas.



Delivery of the LTP requires action from wider partners. Therefore, we will work with our local partners to establish governance that monitors the policy delivery of all key stakeholders in the area in addition to monitoring the impact of policies.

Working with the public, private organisations and public authorities

This green paper is starting our journey to develop a new Local Transport Plan for the West Midlands. Given the challenges we face, we will need to engage with the public and key stakeholders to shape its direction, particularly around difficult and complex decisions. The green paper will be used to engage with four key groups using a range of techniques:

- **General public** – deliberative engagement and consultation
- **Private organisations** – targeted events with representative organisations
- **Transport service providers** – targeted events with key operators and public agencies
- **Transport and place policymakers and planners** – transport summit and ongoing co-development of LTP

Using this green paper as a starting point, we will use feedback to help us develop a new West Midlands LTP.

The timelines for developing the overarching strategy of the LTP are shown across. Development of supplementary policies will follow, and engagement will continue throughout.





Transport for
West Midlands