



Influencing Transport Lab



Transport for
West Midlands

Introduction

In October 2022, the West Midlands Combined Authority published the Levelling Up Prospectus.

The Influencing Transport Lab is a programme that will aim to change behaviours to reduce traffic and create safer streets to walk, wheel, cycle and scoot, ultimately contributing to the Levelling Up Mission.

Our work will first help us understand how people use our transport network, ultimately seeking to bring about change in how people use it. We seek to better understand how to help 'avoid, shift, and improve' polluting journeys and intend to disseminate the learnings, models and methodologies that are proven through testing.

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

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



Context & Background

The Influencing Transport Lab is being pioneered by Transport for West Midlands, to address mass behaviour change challenges when it comes to transport.

In order to meet our national and regional climate, environmental, decarbonisation targets and to meet cost of living challenges, there is a clear need for mass behaviour change when it comes to travel choices. We need to better understand barriers to sustainable transport faced by different people in different places for different journeys. Recognising that infrastructural improvements and introduction of technology alone isn't enough to effect change, the lab exists to answer the big questions of:

- **Who** responds best to which kind of interventions and influences?
- **What** Models & Methodologies work for which kind of outcomes?
- **Where** do certain theories of change work best?
- **How** might we design new services with built in interventions that work?
- **Why** do people do what they do?



Scope

The Influencing Transport Lab (ITL) will:

- Build and offer expertise in transport behaviour change, including insights from West Midlands' Projects as well as undertaking rigorous research reviews of existing academic research and trials
- Build a pool of Behaviour Change experts e.g. Academic advisors who can be brought in for various consultations / to peer review existing / new projects.
- Develop a capability catalogue of national key players – organisations, think tanks and charities that have experience in delivering behaviour change initiatives and campaigns
- Collate a shared understanding of consumers in the transport sector from the West Midlands' datasets as well as nationally and internationally available data
- Facilitate behaviour change workshops, hack-a-thons and co-creation sessions for HMG Departments to help understand nuances and influencers of behaviour as well as for local governments to guide and shape behaviour change initiatives to be the most effective.
- Create an online platform that includes a library of transport related behaviour change case studies as well as research reviews & agreed models and methodologies of change
- Build and publish a national Transport Behaviour Change Framework with tested methodologies
- Manage the delivery of intervention testing / pilots for different use cases and journey types
- Establish regional satellites to test interventions in different places and with different people





Join the Journey

Collaboration and knowledge sharing is at the heart of the ITL. The national focus means that we want to take private and public sector organisations, research bodies and other partners along with us on this journey.

We are looking forward to working with organisations from different sectors to get involved as delivery partners, to be able to test some interventions and further develop the sector's understanding around influencing travel behaviour.

Behaviour change practitioners can also become members of the lab as individuals and have access to an online platform once created, for insights and tools when it comes to behavioural interventions within a transport context.

Further, we are seeking academics and researchers to join our pool of experts, providing peer review of some of the research methodology, intervention design and delivery of these experiments.

For more information on levels of membership and how you can get involved as an individual or organisation, please email itl@tfwm.org.uk.





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