CITY OF WOLVERHAMPTON COUNCIL

Vibrant and Sustainable City Scrutiny Panel

3 March 2022

Time 6.00 pm **Public Meeting?** YES **Type of meeting** Scrutiny

Venue Council Chamber - 4th Floor - Civic Centre

Membership

Chair Cllr Barbara McGarrity QN (Lab)
Vice-chair Cllr Paul Appleby (Con)

Labour	**Conservative**
Cllr Mary Bateman	Cllr Christopher Haynes
Cllr Greg Brackenridge	Cllr Andrew McNeil
Cllr Chris Burden	
Cllr Alan Butt	
Cllr Keith Inston	
Cllr Tersaim Singh	

Quorum for this meeting is three Councillors.

Information for the Public

If you have any queries about this meeting, please contact the Scrutiny Team:

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Copies of other agendas and reports are available from:

Website http://wolverhampton.moderngov.co.uk/
Email democratic.services@wolverhampton.gov.uk
Tel 01902 555046

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Agenda

Part 1 – items open to the press and public

Item No. *Title*

MEETING BUSINESS ITEMS

1 **Apologies and Notification of Substitutions**
[To receive any apologies for absence and notification of substitutions].

2 **Declarations of interest**
[To receive any declarations of interest from Members or Officers present].

3 **Minutes of the previous meeting** (Pages 3 - 8)
[To approve the minutes of the previous meeting as a correct record]

DISCUSSION ITEMS

4 **West Midlands Local Transport Plan Core Strategy Engagement** (Pages 9 - 102)
[To receive information on the West Midlands Local Transport Plan Core Strategy].

5 **Arbor Services Future Plans Update** (Pages 103 - 108)
[To receive information on the Arbor Services Future Plans Update, briefing note attached].

6 **WV Living Governance**
[To receive a presentation from the Council's Chief Operating Officer on the Governance arrangements of WV Living].

[Presentation is marked: To Follow].

CITY OF WOLVERHAMPTON COUNCIL

Vibrant and Sustainable City Scrutiny Panel

Agenda Item No: 3

Minutes - 21 October 2021

Attendance

Members of the Vibrant and Sustainable City Scrutiny Panel

Cllr Paul Appleby (Vice-Chair)
Cllr Mary Bateman
Cllr Greg Brackenridge (Via MS Teams)
Cllr Christopher Burden
Cllr Alan Butt
Cllr Christopher Haynes (Via MS Teams)
Cllr Keith Inston (Via MS Teams)
Cllr Barbara McGarrity QN (Chair)
Cllr Andrew McNeil

In Attendance
Cllr Steve Evans (Portfolio Holder for Environment and Climate Change) (Via MS Teams)

Employees
Martin Stevens DL (Scrutiny Officer) (Minutes)
Julia Cleary (Scrutiny and Systems Manager)
Earl Piggott-Smith (Via MS Teams)
Steve Woodward (Head of Environmental Services) (Via MS Teams)
Oliver Thomas (Project Manager) (Via MS Teams)
Shaun Walker (Service Lead – Environmental Crime) (Via MS Teams)
Ian Crutchley (Compliance Officer – Environmental Protection) (Via MS Teams)

Part 1 – items open to the press and public

Item No. *Title*

1 **Apologies**
There were no apologies for absence.

Cllr Greg Brackenridge indicated that he had a Mayoral appointment and would therefore have to leave the meeting early.

2 **Declarations of interest**
There were no declarations of interest.

3 **Minutes of the previous meeting**
The minutes of the meeting held on 22 July 2021 were confirmed as a correct record.

4 **Climate Change Action Plan Review**

The Project Manager presented a report on the Climate Change Action Plan review, a copy of which is attached to the signed minutes. The Council had procured a renewable energy provider which had significantly reduced the Council's carbon footprint. The LED street light programme was 50% complete. The Staff Climate Tool Kit had recently been completed, this helped employees reduce their own carbon footprint. The Council 2020 action plan had been approved which had about 80-90 actions, 20 of which were currently ongoing.

The Project Manager remarked that there were 30,000 street lights across the City, which contributed to about 50% of the Council's electricity consumption. The LED street light programme reduced carbon emissions and energy expended. It was hoped that the remaining 50% of street lights would be fitted with LEDs by September 2022. To the present date there had been 12,500 installations, approximately 20% reduction in energy consumption and 350,000 of savings.

The Project Manager presented a slide on Buildings and Energy. There were 84 Corporate buildings to decarbonise. A fabric first approach was required, which meant making buildings as energy efficient as possible before replacing heating systems and introducing solar panels. The Council already had half a mega watt installed across the Council buildings, there was however a lot more which could be done. Officers were working on a fully costed programme lasting until 2028 to decarbonising and improving energy efficiency in the Council's buildings.

The Project Manager spoke on the matter of the Council's fleet. There was about 500-600 vehicles in the Council's fleet, most of which were quite old. An all electric fleet would lead to an 87-100% reduction in Co2 emissions, depending on how the vehicles were charged. There would be approximately £817K of fuel cost savings each year and a significant reduction in maintenance costs. The first step was to update the fleet management system and install telematics on all the Council's vehicles. This process would provide useful data on the Council's approach to converting the fleet to electric and help to improve the efficiency of the vehicles as they were being driven. It was hoped that the Council would have a fully electric fleet by 2028.

The Project Manager presented a slide on consumption, waste and plastics. Plastics had been removed from Committee rooms in 2019 but more work needed to be done to remove them from other areas. Plastic use at the Council had decreased significantly since Covid with people being at home. Steps were being taken to ensure that future contracts included recyclable packaging. The Procurement team was identifying ways in which waste and climate change could be incorporated into future tenders following government advice.

The Project Manager spoke on the City 2041 Action Plan and the work the Council was completing with the West Midlands Combined Authority. He then presented a slide on communications and the Citizen Assembly. Following the recent Citizen Assembly on climate change the participants couldn't be contacted as none had selected follow-up engagement on the form. They were however looking to ensure they had regular future assemblies in the future as part of the consultation process. They were currently in the process of developing a quarterly newsletter, which would provide updates on the action plan and offer tips, tools and advice to subscribers on their carbon footprint.

The Chair on behalf of the Panel thanked the Project Manager for a comprehensive presentation. She praised the idea of the quarterly newsletter.

The Vice-Chair asked how Officers were calculating the figures in the presentation relating to staff commuting. He also asked if the Council was looking to obtain accreditation such as ISO 14,000 Environmental Management System Certification. Finally, he asked if the Project Manager had everything he needed to be successful in his role.

The Project Manager responded that when lockdown had first been entered, a life in lockdown survey had been conducted so the Council could understand commuting habits across staff. They used the data from the survey to calculate the carbon emissions across the staff that had responded to the survey. He then extrapolated this out for the remainder of the workforce across the Local Authority to come up with a total estimated figure of the carbon emissions. He had not given much thought to the process of accreditation but considered it something that was worthwhile pursuing. They were looking to sign up to various global groups which demonstrated the Council's commitment to decarbonisation. On the matter of resources, as the Council developed the programme they were looking to identify where extra resources were required. Where these were identified they would request additional funding from the Council. They were looking to recruit some people in the near future who would be tasked with delivering actions regarding the fleet and asset decarbonisation.

The Portfolio Holder for City Environment and Climate Change praised the Project Manager for his presentation to the Scrutiny Panel. It was essential to reduce pollution and improve the environment to stop suffering in the future. He referenced the new solar panel farm to power New Cross Hospital, work to manage traffic flows and the tree planting scheme. He paid tribute to Officers of the Council who had progressed the work on Climate Change within the Council.

A Panel Member requested that communications regarding the Citizens Assembly should be sent to Ward Councillors. He believed all Councillors would be willing to distribute this information. Reducing carbon by electrification of the fleet should also be praised for the advantages to Public Health. He asked for a breakdown of the LED Street light installation programme by Ward area to be distributed to Councillors. He enquired about the WMCA targets and programme and where the £500 million needed to carry out this programme in Wolverhampton would come from.

The Project Manager agreed that communication with Ward Councillors regarding Citizens Assemblies was important. They were also thinking of introducing a Councillor newsletter which would be distributed by Councillors in their own Ward. He agreed with the Panel Member of the core benefits which could be achieved with the Climate Change Programme including better air quality and Public Health outcomes. He also referenced a reduction in fuel poverty through the installation of energy efficient measures in social housing. He promised to look into sending the information on the progress of the LED street light programme at a Ward level. There was an anticipation that some funding would become available through the WMCA. He had not yet received any details as to what the funding package would entail. He was happy to enquire further with the WMCA and come back to Members on this point.

A Panel Member asked how the Council intended to save 10,000 tons of emissions by 2028. He asked whether people working from home was in conflict with the plans for the City economy. People working at home was not advantageous for businesses in the City Centre. The Project Manager responded that to reach a saving of 10,000 tonnes there were four themes, transportation, building and energy, consumption and waste, and land use with natural capital. Most of the emissions from the Local Authority were direct emissions from the energy used to heat and power the buildings and the fuel used in the fleet. Staff commuting did not count towards the direct emissions but had been included in the presentation to demonstrate the wider implications. More detailed plans would be available in the coming months. On the question of home working he commented that it was important to find the balance between business needs, the City economy and reducing carbon emissions. There was an ambition to have a more greener, low carbon economy.

A Panel Member commented that the presentation had detailed that as a result of Covid and the consequent changes to service provision a further saving of 1050 tons of Carbon emissions had been saved. He asked what the changes to service provision entailed. With reference to the LED light programme and the estimated saving of 1781 tonnes of carbon, he asked for what period this was being measured. He asked for further clarification on the figure in the presentation regarding the 0.5 MW of Solar Energy already installed. He asked for details on who the Council's renewable energy supplier was, as different suppliers accounted for their green credentials differently.

The Project Manager in relation to the question on changes to service provision responded that the majority of emissions saved was as a consequence of the reduction in SEND (Special Educational Needs and Disabilities) transport. Business mileage reduction had also caused significant carbon emission savings. People working from home by proxy was also causing a carbon saving for the Local Authority. The 1781 tonnes of carbon saving for the LED light programme was the saving that would be made when all the street lights were turned on. The figure of 0.5 MW of Solar energy installed was the maximum amount of energy that could be absorbed from sun rise to sun set in one day, if the weather conditions were perfect. The Council's energy supplier was REGO (Renewable Energy Guarantees of Origin) backed. The savings in carbon from this was accounted for in the national carbon accounts and could therefore not be counted twice in the City's overall figures. The Council's energy supplier was called, "Total Gas and Power".

A Panel Member asked about the level of climate resilience in the Council's fabric first approach. The Project Manager responded that climate resilience and adaptation were a huge part of the Council's Climate Change Programme. He saw resilience as a separate piece of work and was happy to talk to the Council's resilience team further about this area.

5 **Abandoned Vehicles Process**

The Chair reported that the item on abandoned vehicles had been requested by the Vice-Chair. The Service Lead, and Compliance Officer for Environmental Protection gave a presentation, a copy of which is attached to the signed minutes.

The Service Lead for Environmental Crime covered a number of areas in the presentation, including the definition of an abandoned vehicle, the huge resources dedicated to dealing with over 1000 vehicle investigations annually, the service challenges, the process and legislation. They were looking to refresh their agreement with Wolverhampton Homes to ensure they were working collaboratively to assess abandoned vehicles and take the appropriate action on land Wolverhampton Homes were responsible for. It was acknowledged that this was an area which needed to be strengthened. They were also looking to make improvements on the mapping system Geowulf as some asset layers were not accurate. They needed to be mindful of a potential increase in abandoned petrol and deiseal cars as the country moved to electric vehicles.

The Chair asked about timescales from the moment the Council Officer had placed a notice on a vehicle. The Compliance Officer for Environmental Protection responded that the notice asked for the Council to be contacted with seven days. The legislation made it clear that the Council needed to do everything they could to identify the owners of the vehicle. If they were not contacted within the seven days, they would gather evidence and put the case forward to the DVLA for a registered keepers check. If there was a registered keeper listed, the Council would write to them giving them a further notice of seven days for them to contact the Council in relation to the vehicle. A decision would be reached by Officers within 21 days to four weeks on whether the vehicle should be removed. If a person claimed the vehicle, under the current legislation the Council could no longer consider the vehicle as abandoned. If the vehicle was on Council land, they could encourage them to move the vehicle, failing that they would have to take other Civil steps dependent on who was responsible for the land.

A Panel Member asked how the process could be improved with Tenant Management Organisations (TMOs). Some of the hot spot areas were in areas managed by TMOs. He believed there was some miscommunication with the TMOs and Wolverhampton Homes. The TMOs believed they needed to go to Wolverhampton Hones first before going to the Council. His second question related to how long it took Officers to conduct a site visit from the point a vehicle had been reported as abandoned. His final question concerned if an abandoned vehicle was dealt with by the Police or the Council, in cases where it was clear it was not a legally parked vehicle.

The Compliance Officer for Environmental Protection remarked that they could offer the TMOs the same guidance and training as they offered to Wolverhampton Homes. The Police did have devolved powers from the DVLA to deal with vehicles that were not legally taxed. The Council would give the Police details of vehicles they suspected had been cloned, stolen or been involved in crime. The Police would also give the Council details of vehicles for them to investigate. They therefore worked in collaboration. The Police were able to move a vehicle quickly if it was causing an obstruction.

The Vice-Chair asked if Officers could provide the data which showed the hot spot areas for abandoned vehicles across the City. He thought a map provided to Members of the Council would be useful in showing the hot spot areas within their Wards. He also asked if certain abandoned vehicles could be prioritised if they met certain criteria.

The Compliance Officer for Environmental Protection responded that the hot spot data was easily retrievable at Ward level. They did prioritise vehicles reported as abandoned, such as if it had been reported as burnt-out. For a burnt-out vehicle there was 72 hours maximum turnaround from report to removal. Vehicles that were causing a public nuisance or considered as a hazard (i.e. - smashed vehicles, fire hazard) were also prioritised.

6 **Draft Work Programme**

The draft work programme of the Vibrant and Sustainable City Scrutiny Panel was agreed.

The Chair thanked Members and Officers for their contributions to the meeting.

The meeting ended at 7:17pm.

Purpose

The purpose of this briefing is to provide an update for Wolverhampton's Vibrant and Sustainable City Scrutiny Panel on the development of a new West Midlands Local Transport Plan and in particular the engagement on the new Local Transport Plan Core Strategy. WMCA Board approved the draft Core Strategy for consultation on 14th January 2022. The engagement commenced on 7th February 2022 and will run until 4th April 2022.

Members are requested to:

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

Background – statutory requirement for a West Midlands Local Transport Plan

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

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

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

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

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

Green Paper Engagement, Summer 2021

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

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

National Policy

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

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

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

Developing the new West Midlands Local Transport Plan

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

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

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

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

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

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

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

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

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

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

Through Action against the 6 big moves…	**…changes citizens' experience of transport options…**	**…which changes their behaviour…**	**…which divorces accessibility from the impacts of transport…**	**… and delivers our motives for change**
• Behaviour change for the better • Growth that helps everyone • Safer streets to be more active • Public transport that connects people and places • A resilient and safe transport network • Delivering a green revolution	• Reliable • Efficient • Flexible and convenient • Personalised • Well-connected • Comfortable • Accessible and easy to use • Affordable • Safe and secure • Cleaner and greener • Healthy • Modern	**Avoid** • Reduce travel **Shift** • Change destination or route • Change mode **Improve** • Choice to drive more efficiently • Choice to use more energy efficient vehicles	• Traffic reduction • Electrified transport • Improved accessibility	• Sustaining economic success • Creating a fairer society • Supporting local communities and places • Becoming more active • Tackling the climate emergency

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

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

Further Information	
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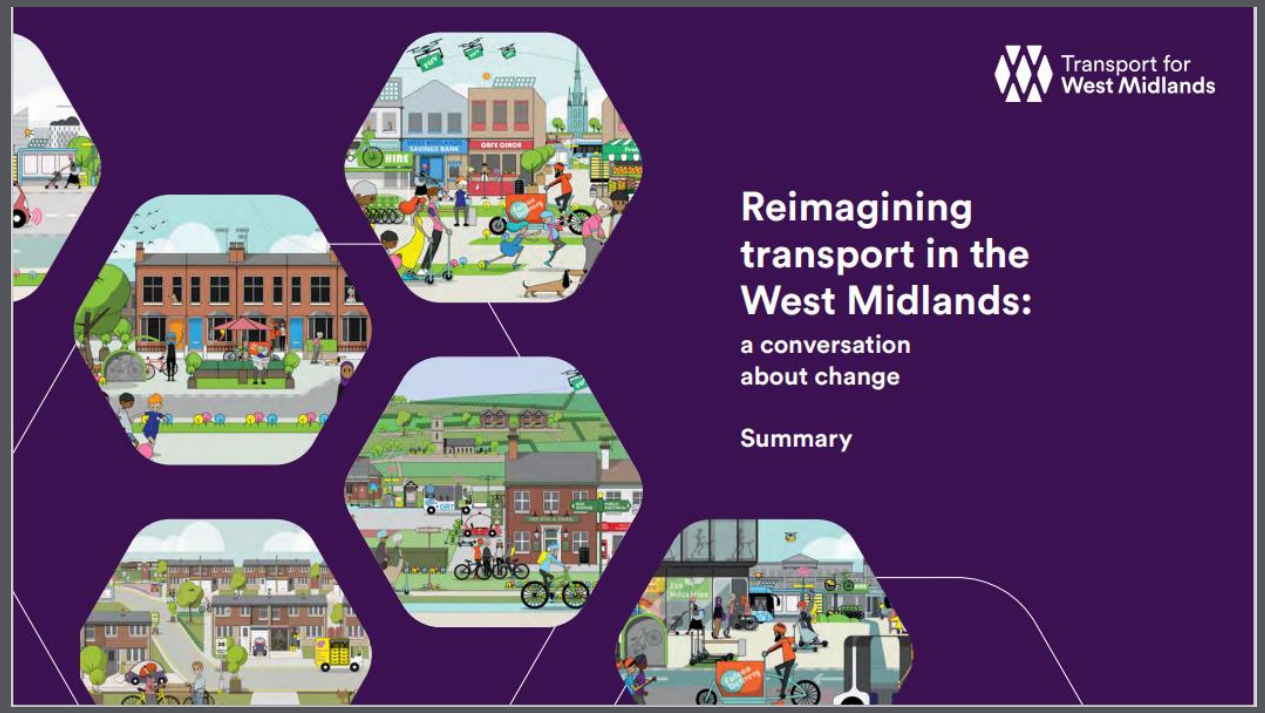
Transport for West Midlands

Reimagining transport in the West Midlands: A conversation about change

LTP Green Paper
Engagement Summary



LTP Green Paper Engagement Summary

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

Produced by TfWM Policy, Strategy and Innovation Directorate

LTP Green Paper: Overview

- The LTP Green Paper: Reimagining Transport in the West Midlands was published on the 1st July 2021
- The Green Paper serves as a consultation document for the general public, businesses and other key stakeholders in the West Midlands
- It will inform the development of the new Local Transport Plan (LTP5) for the West Midland Combined Authority

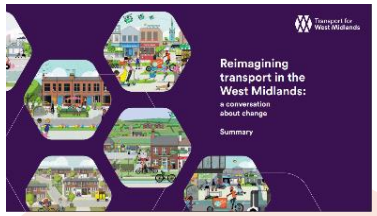
The document is based around five key Motives for Change, which encapsulate the main challenges facing the region in relation to transport:

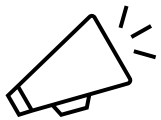
- Creating a fairer society
- Supporting local communities and places
- Becoming more active
- Tackling the climate emergency
- Sustaining economic success

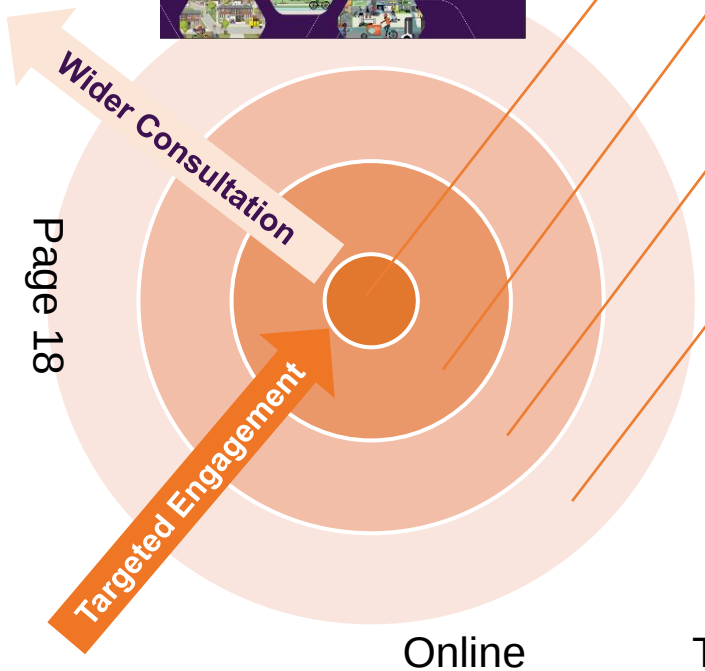
- The Motives for Change were developed as part of an evidence gathering exercise which formed the basis of the LTP Green Paper

[Reimagining transport in the West Midlands - WMLTP5 Green Paper | Transport for West Midlands (tfwm.org.uk)]

LTP Engagement Strategy







Internal Political Engagement

Stakeholder Workshops

MROC

Citizen and Business and Community Surveys; Social Media and Mailshot campaigns

LTP Engagement was conducted through various channels, including:

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

MROC Activities

Online Stakeholder Workshops

Transport Scrutiny Sub-Committee

Public and Community Survey Responses

Chamber of Commerce Event

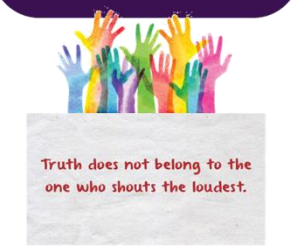
June 2021 | July 2021 | August 2021 | September 2021 | October 2021

LTP Public Engagement Campaigns

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

Engagement Principles and Aims

Inclusive
Everyone is a stakeholder. Need to exploit multiple channels



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

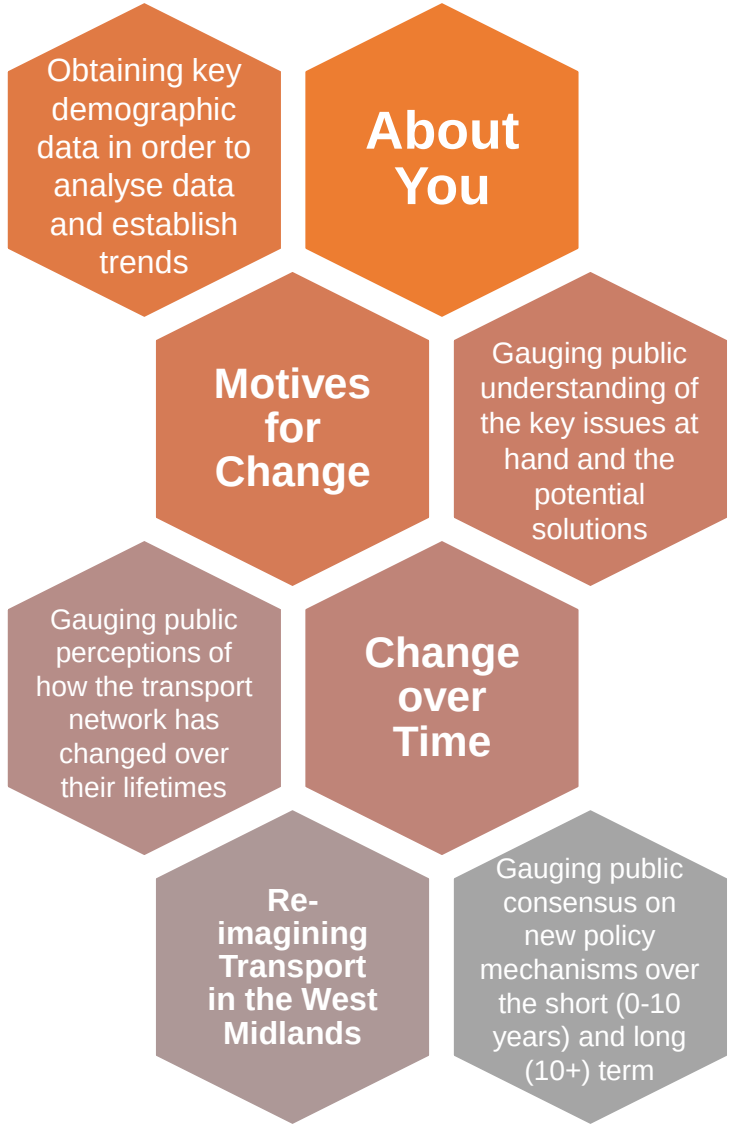
Deliberative
Enabling consensus around complex issues with diversity of stances. Need to exploit new types of forums.

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

Public Survey Design

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

Survey Sections



Market Research Online Community (MROC) Engagement

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

Targeted Stakeholder Activities

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

Stakeholder Selection Process

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

Response overview

Citizens

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

Business and Stakeholders

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

MROC

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

How have travel experiences changed over time?

Transport for West Midlands

Most Significant Changes

1) More car use/ownership (43%)

2) Deterioration in public transport performance (23%)

3) Improvement in public transport performance (16%)

4) More out of town development (8%)

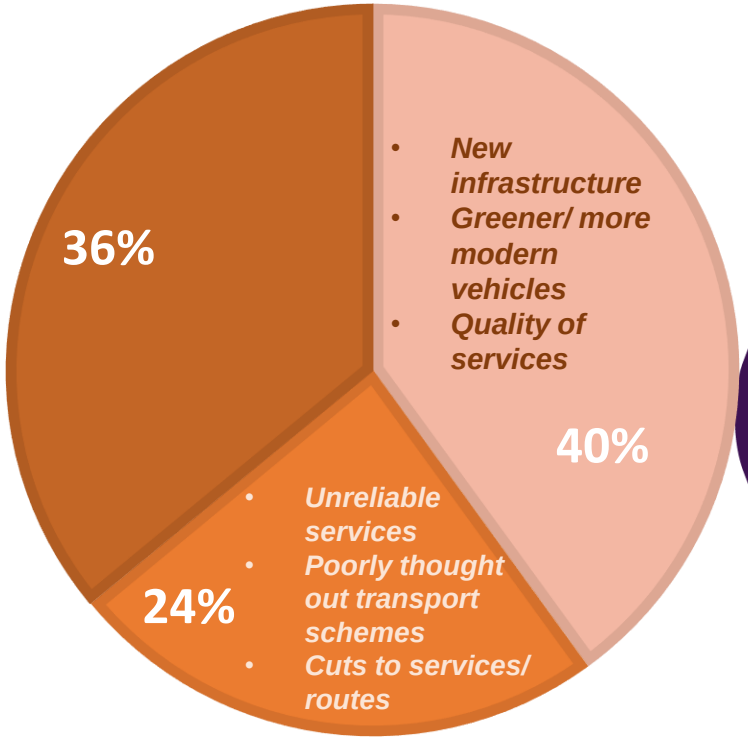
Business and community organisations also recognised this as the most significant change

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

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

Loss of green space, pollution, noise.

LOCAL TRANSPORT PERFORMANCE OVER TIME



Quick Poll Citizen Survey: Looking to the Future

Transport for West Midlands

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

Tension between latest trends and future pathways?

WM2041 Decarbonisation Plan

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

More of the same?

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

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

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

Perceptions of Living in a Car Free World

Transport for West Midlands

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

Things People Would Miss the Most

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

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

Public Sentiments on Motives for Change

Transport for West Midlands

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

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

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

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

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

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

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

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

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

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

Public Perception and Understanding

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

Public and Business Consensus

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

MROC engagement and appetite for change

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

How do stakeholder and public sentiments compare?

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

Achieving change and policy implications

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

Transport for
West Midlands

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Reimagining transport in the West Midlands:

Local Transport Plan

Draft Core Strategy

Transport for West Midlands

Contents

Foreword . . . 3

Introduction . . . 4

Our Aims . . . 6

Motives for Change . . . 7

Reimagining transport . . . 8

Behaviour change . . . 10

Citizen focussed mobility . . . 12

The Vision . . . 13

Our mission . . . 14

The vision for travel . . . 15

Places . . . 16

Our Approach . . . 22

A plan that works for all places . . . 23

A long term plan that starts today . . . 25

A plan to avoid a car-led recovery . . . 26

A plan that makes an impact . . . 27

A dynamic plan in the hands of communities . . . 29

A plan that ensures a just transition . . . 30

Our Actions . . . 31

6 Big Moves . . . 32

Behaviour change for the better . . . 33

Growth that helps everyone . . . 36

Safer streets to walk and wheel . . . 39

Public transport that connects people and places . . . 42

A resilient transport network . . . 45

Delivering a green revolution . . . 48

Implementation . . . 51

LTP Development . . . 52

Sustainability throughout plan implementation . . . 53

Working together . . . 55

Prioritising and resourcing our efforts . . . 56

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

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

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

Foreword

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

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

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

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

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

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

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

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

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

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

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

Andy Street

Mayor of the West Midlands

Councillor Ian Ward

Portfolio Lead for Transport
Leader of Birmingham City Council

Introduction

Our role

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

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

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

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

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

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

But while making it easier to travel can help people access what they need to thrive and support economic growth, it can result in issues, such as emissions that pollute the air we breathe and cause climate change. The recent COP26 summit made it clear that we must urgently scale up action to respond to the threat of climate change to have a chance of limiting global warming. Transport is both a big part of the problem, but also a part of the solution. This plan highlights the need for urgent action to change things for the better.

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

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

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

Our Aims

Motives for Change

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

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

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

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

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

Reimagining Transport

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

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

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

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

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

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

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

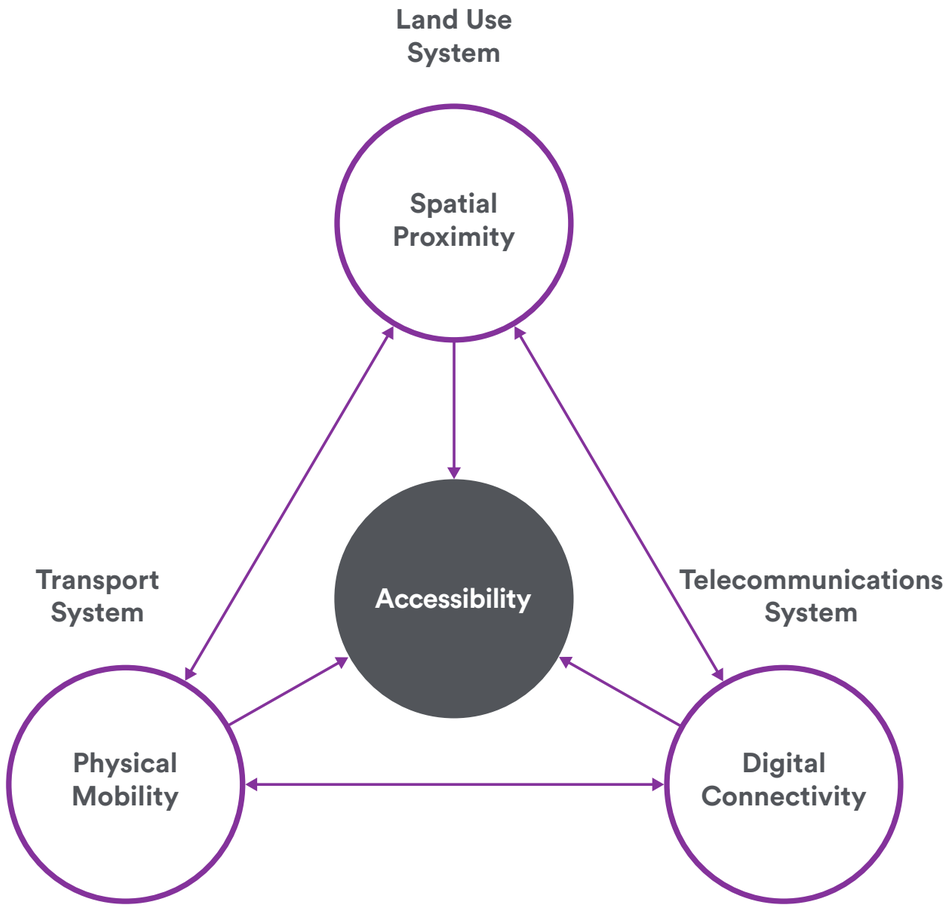
- Use vehicles with higher occupancy; and/or
- Use more energy efficient vehicles (by reducing power, weight, and/or speed).

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

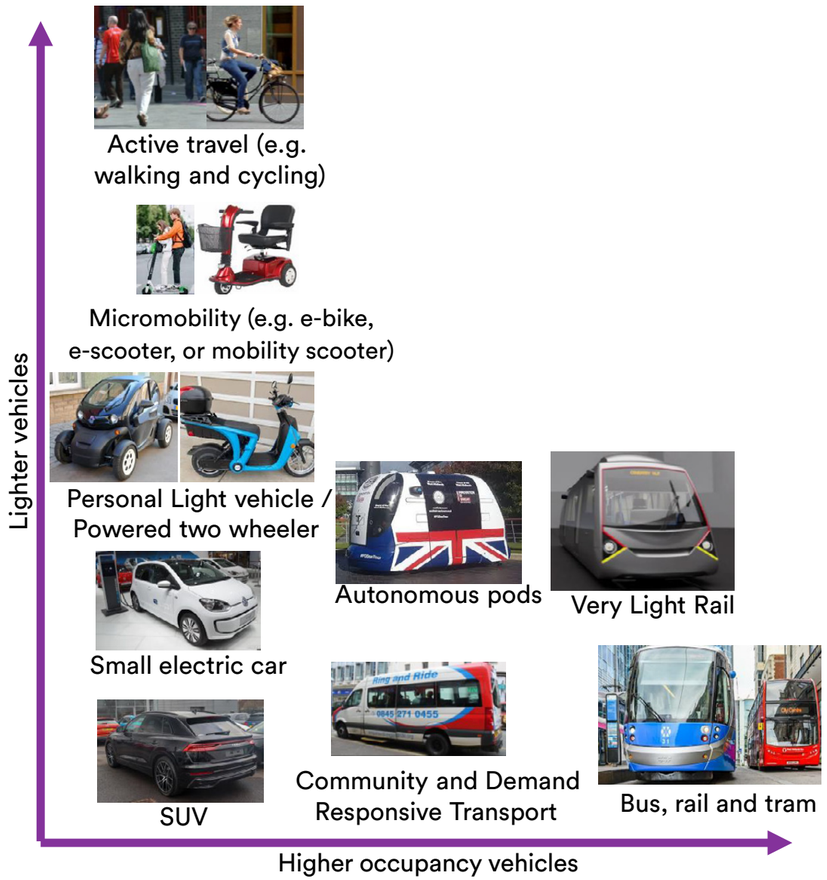
There are three primary changes to the transport system that will help us understand whether we have struck the right balance between providing access and managing the impacts of transport that is needed to address our Motives for Change.

We have lots of options for accessing what we need

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



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



Behaviour Change

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

Avoid

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

Shift

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

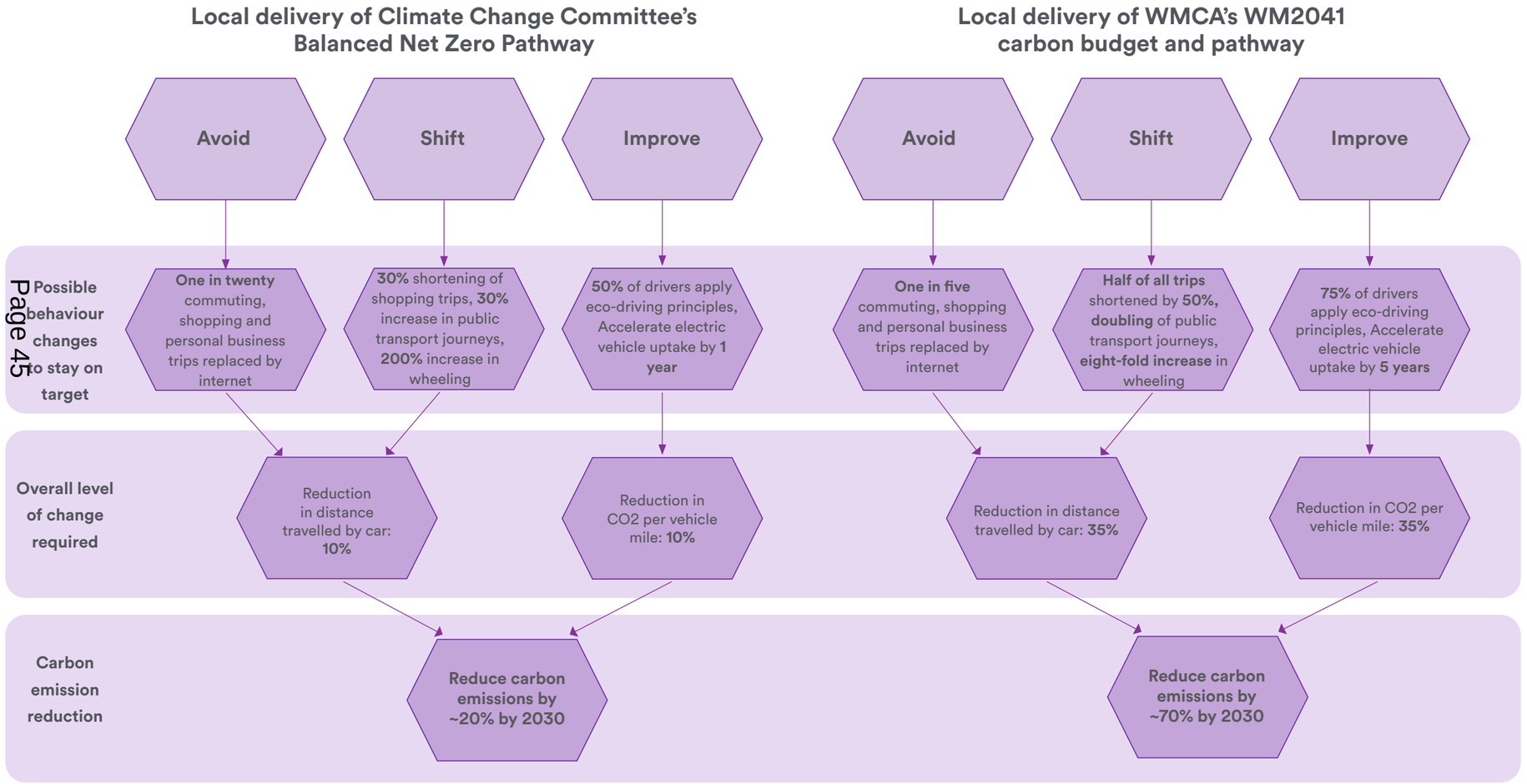
Improve

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

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

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

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



These required shifts for passenger travel are relative to travel demand and fleet composition predictions for 2030 and they are additional to key national policy proposals to stop the sale of petrol and diesel cars and vans by 2035.

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

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

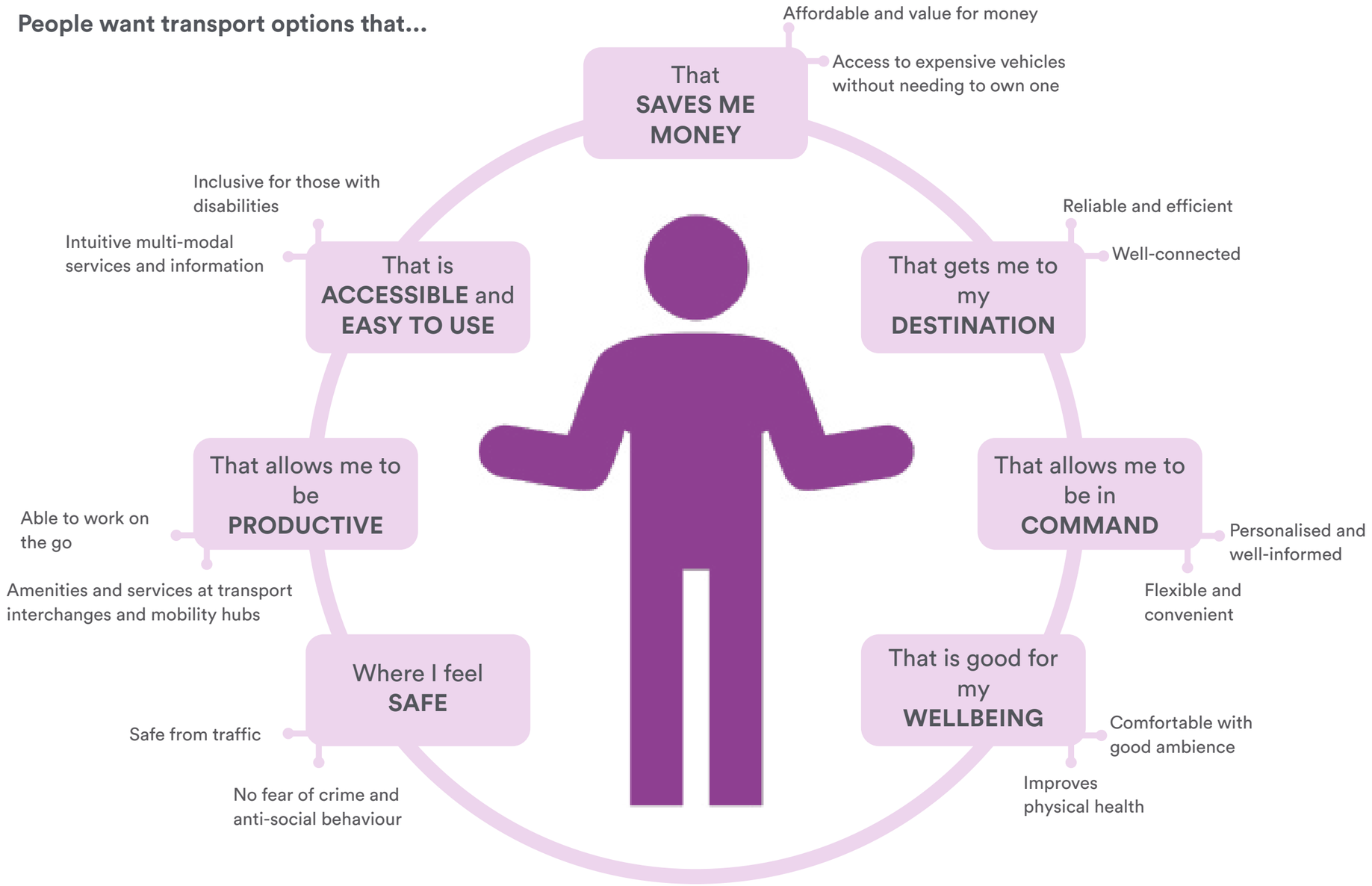
Citizen Focussed Mobility

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

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

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

People want transport options that...



The Vision

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

Supports our growing economy and connects you to it

By enabling our transport innovators to test and develop new products and services and ensure businesses have access to the people and markets they need to grow.

Protects your family's future

Because your children have safe places to play, walk and cycle outside and be more independent. Our transport choices will also be clean to use with minimal damage to our environment.

Delivers you affordable and dependable travel choices

By providing safe, simple and reliable connections you need without having to own a car.

"Using the big ideas of the people and businesses of the West Midlands, we will show the world how we reimagined and decarbonised our transport system."

"Our choices will create safe, reliable and affordable connections for everyone that are healthy, sustainable and efficient. This will create great places where generations will thrive."

Gives you better quality of life and places

Because safe, quiet and better street design will mean you can be more active and enjoy spending time outside.

Empowers you to decide what happens on your street

By working with your community to understand the problems you face and giving you a stronger voice as we find the solutions.

The vision for travel

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

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

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

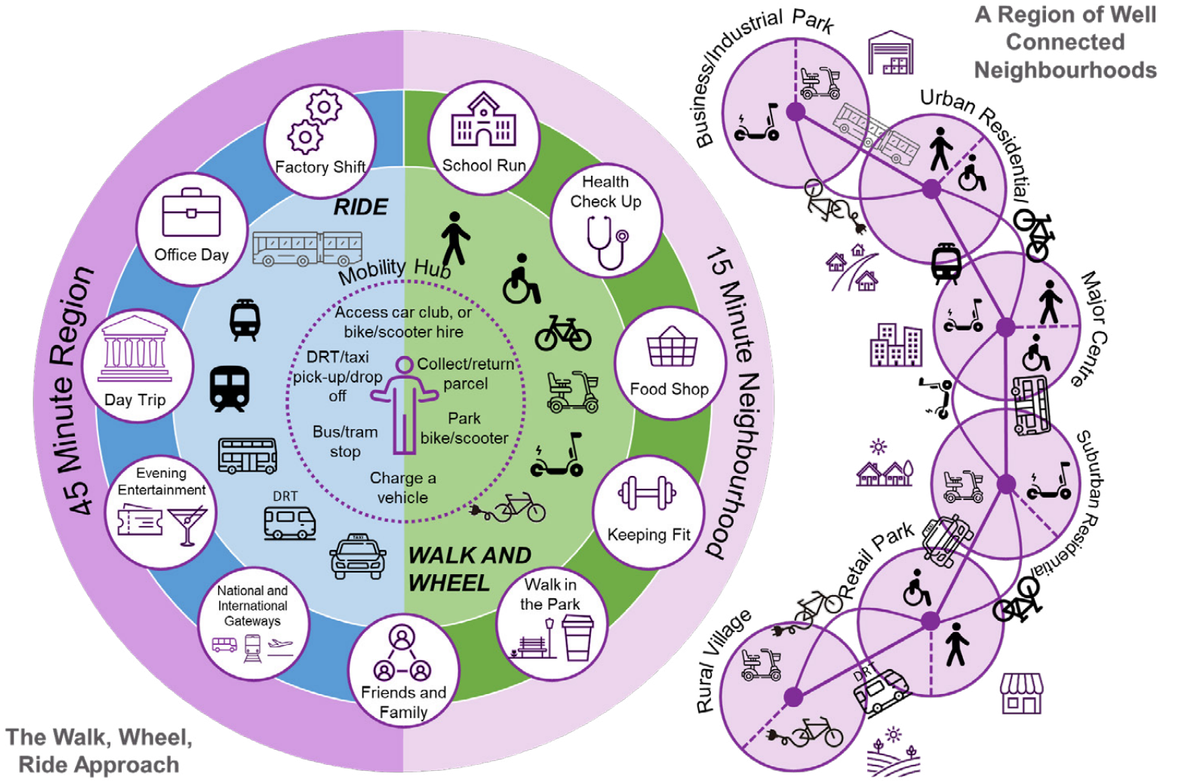
We have conceptualised what this could look like with our vision for 15 minute neighbourhoods within a 45 minute region. The vision is based on a combination of walking, wheeling and riding - travel options that require neither an expensive private vehicle or a full driving licence.

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

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

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

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



The Walk, Wheel, Ride Approach

Ride modes

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

Walk and wheel modes

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

City and Town Centres

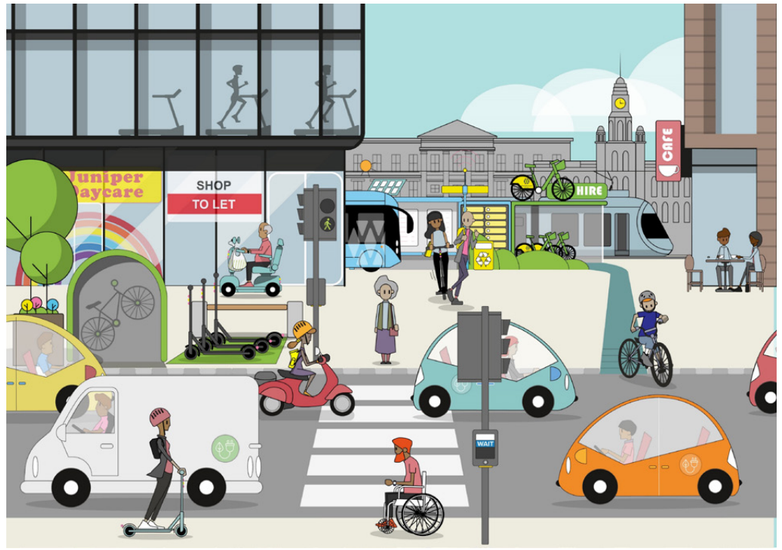
Carry-on as we are

Change course

Congested centres which support some improvement in active travel and micromobility

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

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



Vibrant centres which support diversity of activities and people

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

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

Local High Street

Carry-on as we are

Change course

Designed to accommodate the private car

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

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

Designed for local activities

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

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

Rural Living

Carry-on as we are

Change course

High car ownership and limited public transport options

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

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

Connected and convenient

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

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

Modern Suburban Neighbourhood

Carry-on as we are

Change course

Car dominated neighbourhood

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

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

Safe for living and working and playing

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

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

Older Urban Neighbourhood

Carry-on as we are

Change course

Cluttered Streets

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

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

Social Streets

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

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

Main Road

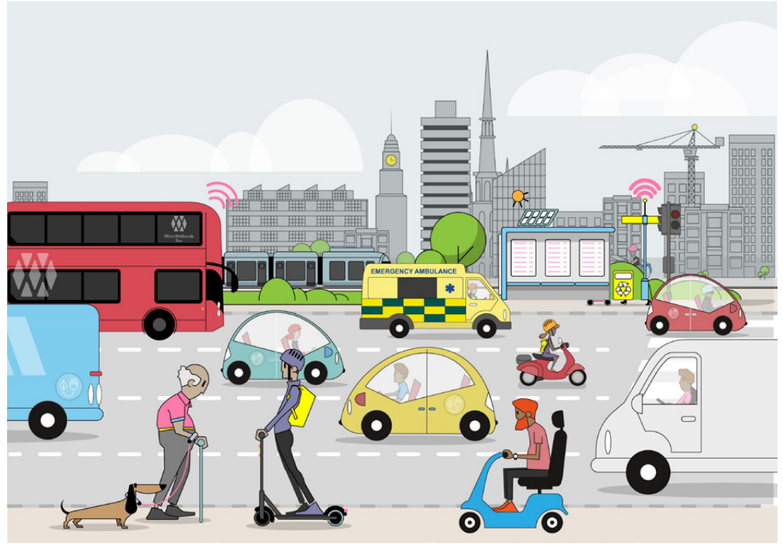
Carry-on as we are

Change course

Supporting highly trafficked main roads

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

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



Supporting a broad range of mobility choices

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

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

Our Approach

A plan that works for all places

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

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

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

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

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

Diversity of places

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

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

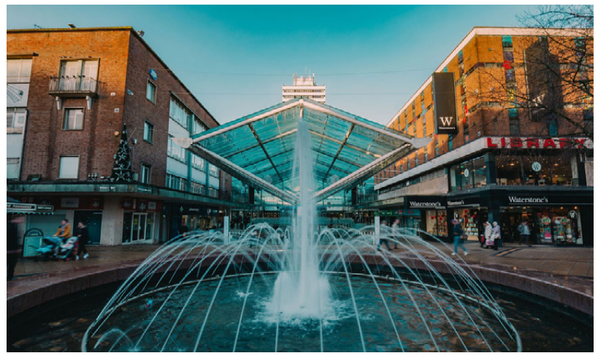
We will develop Area Strategies with local authorities, ensuring that the identification of the measures needed will be problem-led rather than solution-led.

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

- Neighbourhoods;
- Corridors; and
- Centres

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

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



Birmingham

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

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

Black Country

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

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

Coventry

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

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

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

Solihull

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

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

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

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

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

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

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

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

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

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

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

What could change before 2030?

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

Avoiding travel	through digital connectivity
Shifting travel	by consolidating how goods and services are delivered; shifting shorter journeys to walking and wheeling and longer journeys to public transport (including demand responsive services) and supporting communication tools to make mode shift easier
Improve travel	by driving more efficiently using eco-driving techniques

And the long term?

Avoiding travel	though land use changes to existing and future areas to put homes, work, services and amenities closer to each other
Shifting travel	by redesigning streets and the public realm to encourage walking and cycling; by building new rail and rapid transport infrastructure to increase the journeys that could be made by public transport
Improve travel	by switching to ZEV technologies; and improving the efficiency and impacts of travel using connected and autonomous technologies

A plan to avoid a car-led recovery

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

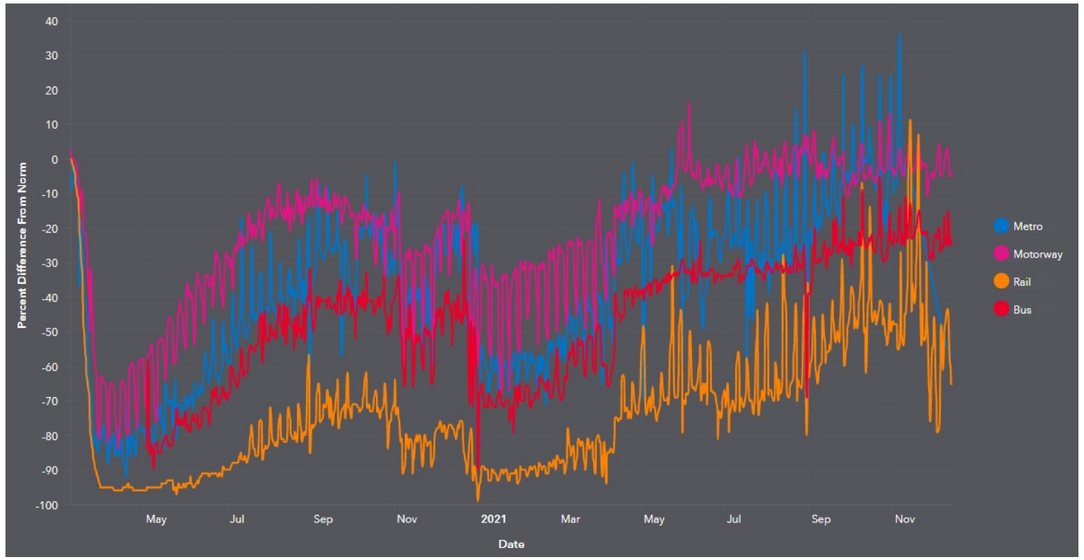
Public transport faces serious challenges ahead. As with many businesses, demand for services dropped during the pandemic. People have been specifically advised to avoid using public transport during the pandemic where possible to manage the spread of the virus. Maintaining service levels required greater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

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

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

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

Travel demand throughout the pandemic



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

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

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

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

A plan that makes an impact

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

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

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

Our current approach is focussed on improving alternatives to the car and informing travellers so they understand the benefits of using them. Continuing to invest in the alternatives is important and we will continue to do this, but this alone won't be sufficient to generate the kinds of behaviour change needed to meet our aims.

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

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

- Often measures to improve the alternatives require us to manage demand, for example when we need to reallocate space from general traffic or selectively restrict access to particular places to support public transport, walking and/or cycling. Avoiding these measures reduces the extent to which our efforts can improve the alternatives.

- There is a limit to how much mobility, comfort, and convenience these alternatives can offer in contrast to the mobility, comfort, and convenience the car can provide today. This means that even if we use every feasible option to improve the current alternatives to the car, they will still not be as attractive as car use is today.

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

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

- Enable people to travel by better alternatives by **investing in measures that support better access** to what people need via these alternatives; and

- **Manage demand** by discouraging the behaviours we want to do less of using physical measures (such as allocating less space to particular vehicles), and regulatory measures (such as increasing the price of travel by particular means or restricting access to particular roads).

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

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

Increasing policies to manage demand →

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

Limited Progress — **Partial Progress** — **Significant Progress**

Achieving the Aims of the LTP

A dynamic plan in the hands of communities

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

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

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

Government has not yet committed to manage demand through policy levers that are applied across the whole country, but it is likely that these will be required to deliver against national commitments to decarbonise and achieve their aim for half of all trips in urban areas to be made by active travel.

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

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

Government's expectations

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

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

Carrots

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

It's not about making the car onsolete 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 workkable alternative method, I would chose the alternative option, even if the journey took longer.

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

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

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

Source: Engagement with our Market Research Online Community made up of a diverse selection of real, everyday people from across our region

A plan that ensures a just transition

Equity is at the heart of our motives for change. If we achieve our aims, the harmful impacts of transport and places will be reduced, people who have no or limited access to a car today will be better able to participate in society and our economy, and a better legacy will be secured for future generations. There are many better ways of being more mobile and having better access without the harmful effects we experience today. There will be something that can work for everyone and everywhere. This is what our vision for transport is about, helping people access what they need without needing a driving licence and having to own an expensive vehicle.

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

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

Change is not an easy process and we often fear it. However, our ability to adapt is often greater than we give ourselves credit for. The pandemic has shown this clearly; for the right cause and with willpower, we changed our social rules and everyone has found creative ways to carry on living their lives and doing business. The struggle of the pandemic has been unquestionable, but we showed great capacity to adapt in the face of adversity. Nonetheless, the pandemic has also reminded us that some people face greater barriers to adapt than others.

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

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

Our adaptability

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

Practice makes perfect

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

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

Better the devil you know

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

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

Social rules can change

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

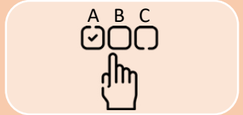
Our Actions

6 big moves

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

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

AVOID



Behaviour change for the better

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

Growth that helps everyone

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

SHIFT

Safer streets to walk and wheel

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

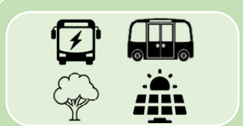
Public transport that connects people and places

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

IMPROVE

A resilient transport network

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



Delivering a green revolution

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

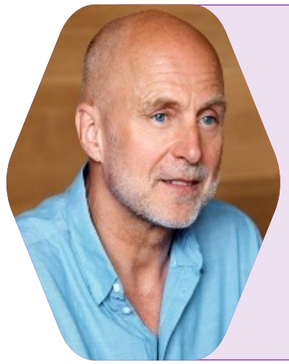
Behaviour change for the better

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

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

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

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



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

Better information to make better travel choices

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

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

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

Managing the transport network to promote behaviour change

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

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

Building consensus and appetite for action on our streets

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

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

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

Behaviour change for the better – policy showcases

Controlled Parking Zones

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

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

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

Birmingham's Controlled Parking Zone

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

Mobility Credits

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

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

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

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

Schools Restart Campaign

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

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

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

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

Growth that helps everyone

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

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

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

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

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

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

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

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

Promoting accessible new development

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

Designing and getting transport right for new developments

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

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

Making the most of digital connectivity

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

Growth that helps everyone – policy showcases

Eastern Green, Coventry

Eastern Green in Coventry is a 435 acre, residential led mixed use urban extension, with a range of developers and local companies involved including Coventry City Council and Homes England.

The site will deliver significant housing numbers and associated employment, retail and community uses including 2250 new homes, 15ha employment land, a new major district centre, and primary schools. It will be served by extensive green infrastructure and public open space as well as good bus services and cycleways. A car club is also being explored together with our West Midlands Cycle Hire service to ensure active travel within and beyond the site. Mobility credits will also provided to families moving in, to help reduce car usage at the site and Very Light Rail is also being considered as part of the wider design of the site.

Icknield Port Loop

This development sees a multi-million-pound investment programme to drive forward new housing in central Birmingham.

Port Loop, when completed will see 43 acres of derelict industrial land transformed into a new 1,150-home waterside district featuring two, three and four-bedroom houses, apartments, public and communal green spaces, as well as excellent walking and cycling links throughout the development and beyond including along the Old Main Line Canal.

The Port Loop investment is the latest from the WMCA's devolved housing and regeneration programme – providing new homes, jobs and commercial floorspace while supporting the region's economic recovery and ambitions to be a net-zero carbon region over the next 20 years.

This site is also helping protect the Green Belt while creating new jobs and communities on brownfield land, with active travel and excellent transport links at the heart of the development.

Safer streets to walk and wheel

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

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

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

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

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

Equipping people with skills and confidence

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

Quiet and safe local streets

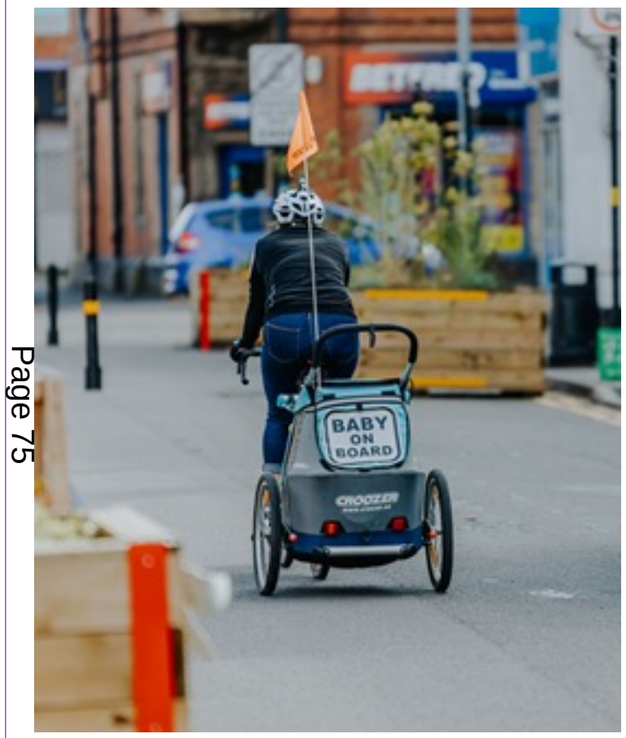
To promote the uptake of active modes and micromobility, we will make local streets more attractive by making them clean, quiet and safe. We will continue to invest and focus on road safety with a view to meeting an ambitious target of reducing the number of people killed or seriously injured on our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

A Starley Network with segregated routes for wheeling

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

Safer streets to walk and wheel – policy showcases

Low Traffic Neighbourhoods



Low Traffic Neighbourhoods (LTN's) are schemes which are designed in a way to limit the access of vehicular traffic to a street or collection of streets, in order to make them safer, easier and more appealing for cycling and walking.

Within the West Midlands, Birmingham City Council has trialled a number of LTN schemes across Kings Heath, Moseley, Bournville and Lozells as part of their Places for People initiative. Through use of the council's online engagement platform, residents, businesses and travellers in the area have been able to put forward their opinion on how each of these schemes is having an impact on the area. These are currently being reviewed.

Reactions to LTNs in Birmingham and across the UK has been mixed and sometimes divisive. In Walthamstow they have proved popular and have had a number of benefits such as reduced private car ownership and dependency and an increase in active travel.

Micromobility

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

Micromobility provides more sustainable and affordable options for travel.

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

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

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

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

Public transport that connects people and places

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

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

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

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

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

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

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

Better public transport services

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

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

More options for shared mobility

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

A better connected and integrated network

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

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

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

Public transport that connects people and places – policy showcases

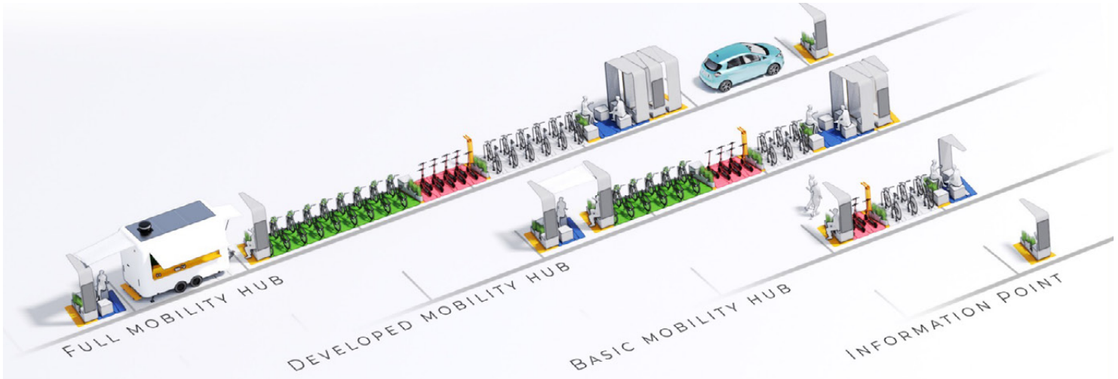
Mobility Hubs

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

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

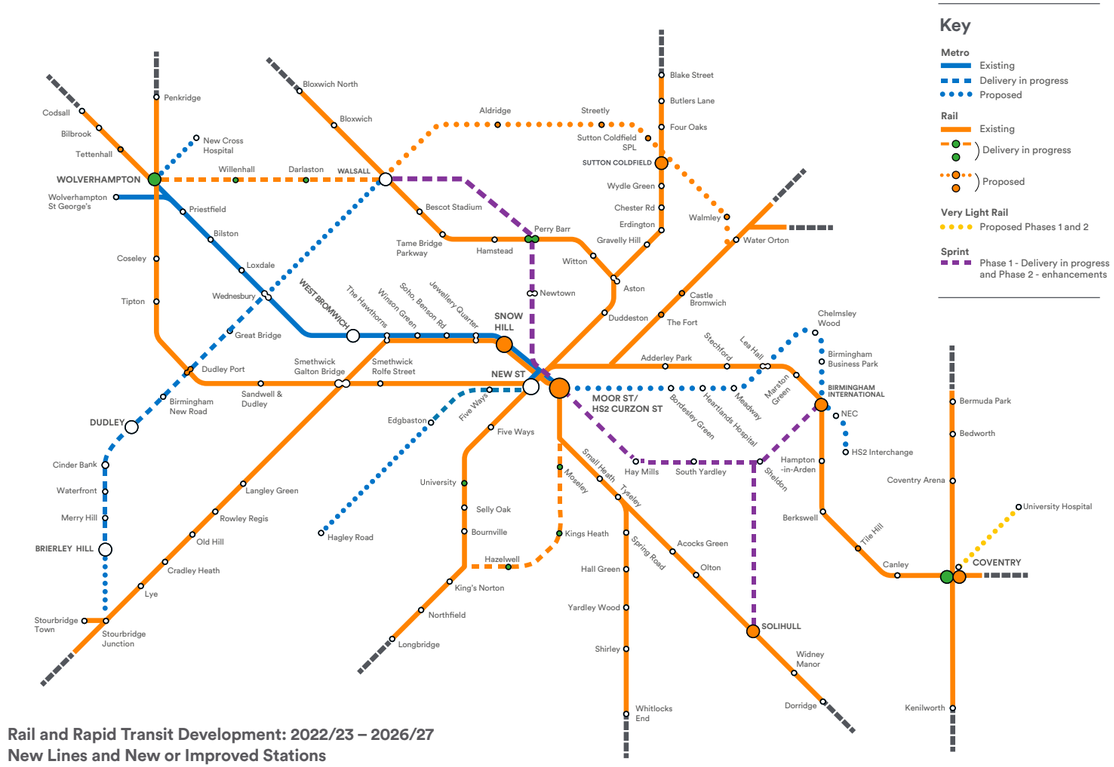
As we expand our charging infrastructure across the region there is also opportunity to bring together electric vehicles and even car share facilities at certain interchanges as part of our effort to encourage people to move away from private car ownership.

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



An Integrated Public Transport Network

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



Rail and Rapid Transit Development: 2022/23 – 2026/27
New Lines and New or Improved Stations

A resilient transport network

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

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

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

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

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

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

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

Keeping the West Midlands moving

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

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

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

A well maintained network

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

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

Using our network for efficient and safe travel

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

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

A resilient transport network – policy showcases

LODE LANE ROUTE ENHANCEMENT

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

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

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

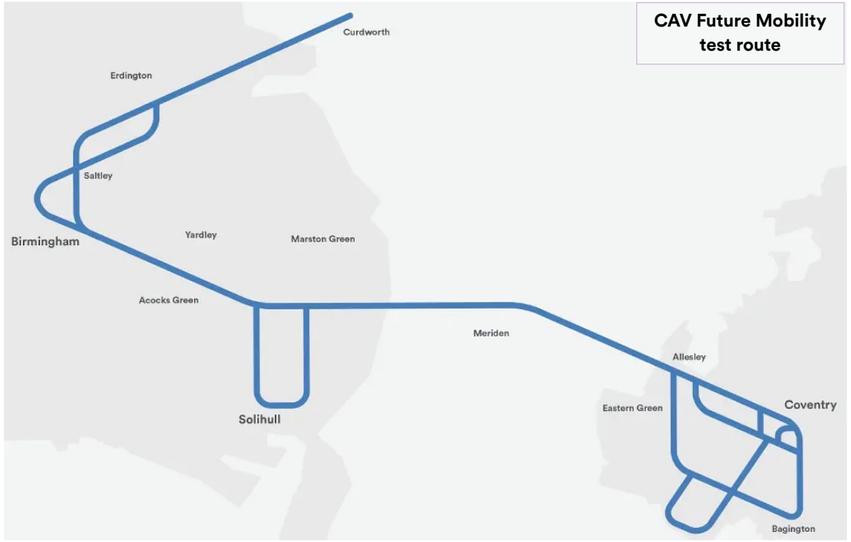
The scheme opened in October 2016 and has achieved a 45% reduction in bus journey times in the morning peak hour into Solihull Town Centre. Bus patronage increased by 11%, and there is now an enhanced environment for pedestrians and cyclists.

Wireless Infrastructure Project / CAV Infrastructure

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

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

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



Delivering a green revolution

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

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

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

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

Assisting the switch to zero emission vehicles

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

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

Working with businesses to innovate and export future mobility solutions

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

Using our transport system to enhance and protect our environment

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

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

Delivering a green revolution – policy showcases

Green bus shelters

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

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

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

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

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

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

Coventry Electric Bus City

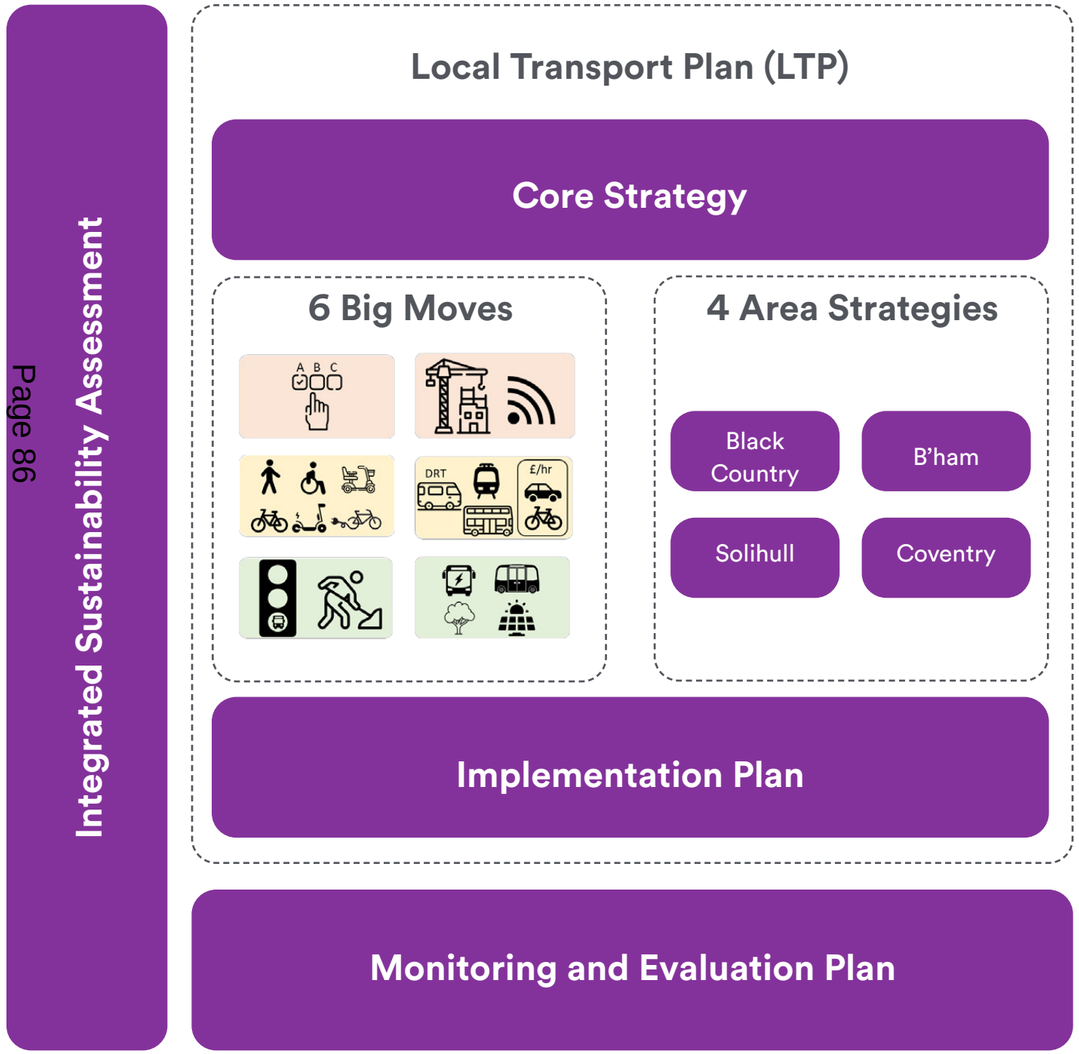
Coventry City Council, Warwickshire County Council, Transport for West Midlands (TfWM) and bus operators are working together to make the bus fleet in Coventry all electric.

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

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

Implementation

LTP Development



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

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

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

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

A **Monitoring and Evaluation Plan** and **Integrated Sustainability Assessment** will continue to be iteratively developed to support the LTP and updated throughout the life of the plan. They will transparently ensure that LTP development and delivery is meeting the LTP objectives and broader duties relating to equalities and sustainability.

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

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

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

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

Sustainability throughout plan implementation

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

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

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

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

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

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

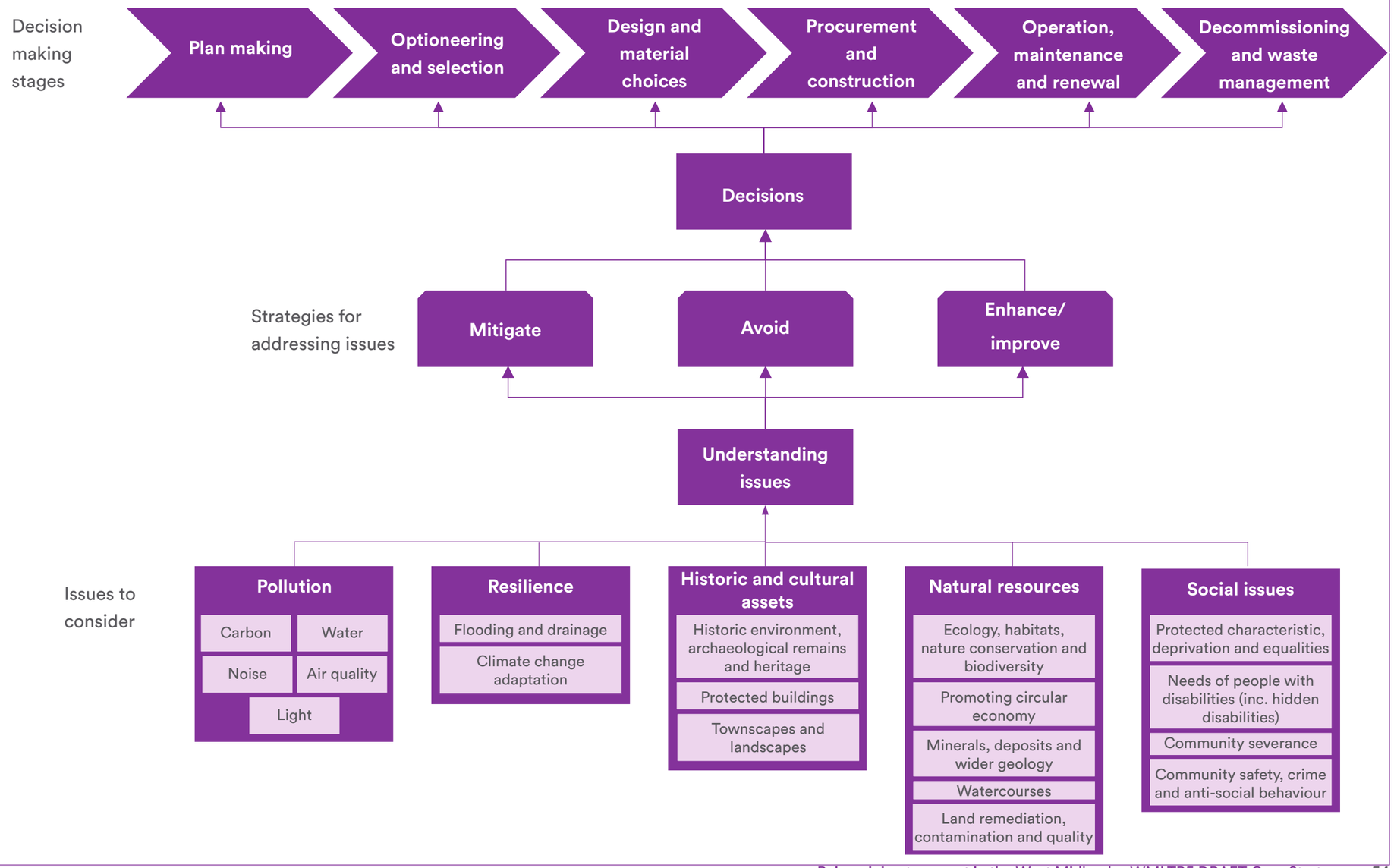
For any measures that could potentially affect sites that are designated for nature conservation or for other reasons, such as geodiversity, we will appropriately assess any potential direct or indirect impact that may arise over the life span of LTP. We will mitigate and / or compensate for any impacts,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

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

Embedding sustainability in decisions at all stages

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

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



Working together

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

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

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

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

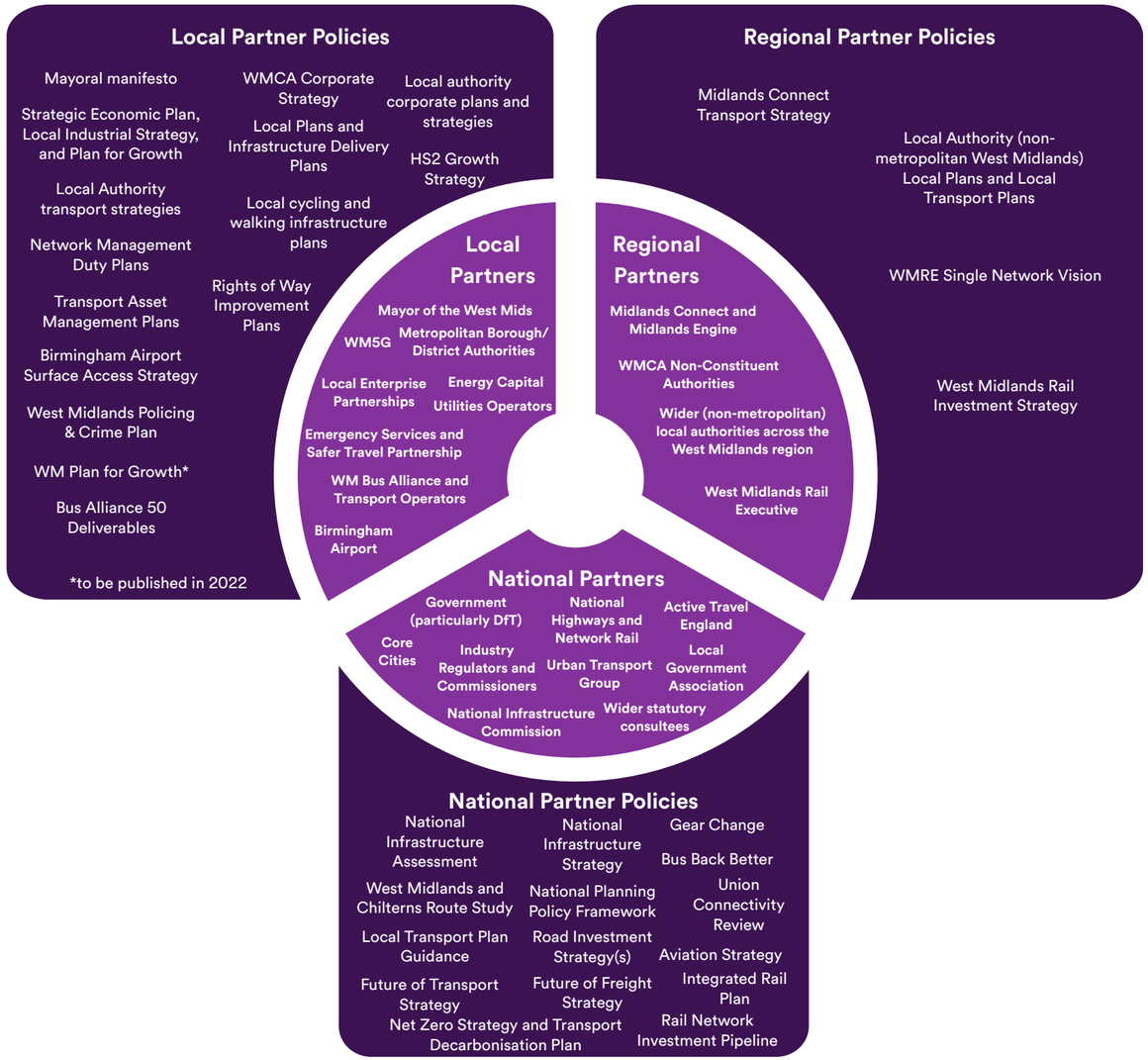
There are a number of delivery partners who are critical for delivering this LTP:

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

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

Key Partners and Policies

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



Prioritising and resourcing our efforts

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

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

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

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

We don't have complete discretion to use these funding sources for any activity – e.g. grants often come with conditions requiring the funding of particular projects and much of the transport levy has to be spent on the statutory English National Concessionary Travel Scheme (providing free bus passes for older and disabled people who qualify).

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

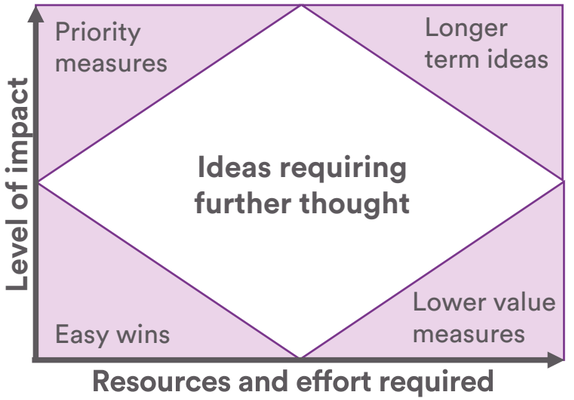
Local transport relies heavily on funding from central Government. We will continue to make the case for investment in our region, and we will continue to push for better long-term security of funding and flexibility in how to invest it best in our region. TfWM and local authorities will continue to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

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

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

A balanced and impactful programme

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



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

- We will prioritise critical functions to ensure services for our most vulnerable service users are protected and to ensure our core assets continue to function;
- We will maintain a balanced programme of measures delivering actions across the 6 Big Moves to ensure impacts are felt across our Motives for Change;
- We will seek to ensure as many benefit from our actions as possible by ensuring delivery is felt across our region;
- We will seek to make investments that provide good value for money;
- We will have a balanced programme of short and long-term activity; of measures that can be delivered quickly for immediate impacts, and investments that will take longer to develop and deliver; and
- We will minimise redundant work, seeking to "dig once" where possible and otherwise ensuring schemes include future planning to minimise disruption and costs when further schemes are progressed (for example where bus priority schemes may be upgraded to Sprint and/or West Midlands Metro in future).
- We will coordinate schemes either to avoid excessive disruption to our networks or to capitalise on opportunities to reduce costs where multiple schemes can be delivered simultaneously nearby (without excessive disruption)

Transport for
West Midlands

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Transport for West Midlands

Reimagining transport in the West Midlands:

Local Transport Plan Core Strategy - Summary

Contents

Introduction 3

Our Aims 4

The Vision 5

Our Actions 6

Implementing our new Local Transport Plan 9

Introduction

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

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

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

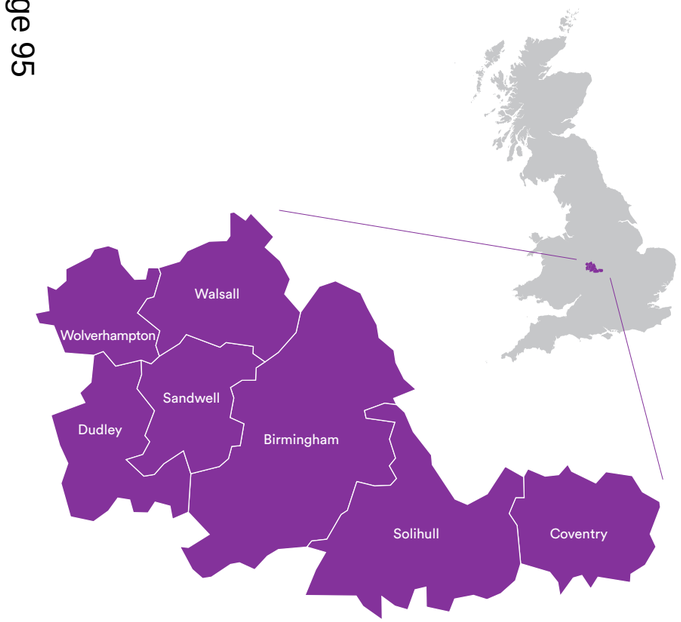
Those we spoke to when we engaged on the Green Paper agreed that we need an emission free transport system that’s fairer, safer and healthier. It also needs to be a transport network that gets people to places without clogging up our streets or causing climate change and making pollution worse.

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

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

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

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



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

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

Feedback from engagement on our Green Paper

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

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

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

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

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

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

Our aims

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

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

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

Meeting commitments to decarbonise

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

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

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

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

National targets (net-zero by 2050)	Local ambition (net-zero by 2041)
10% reduction in car mileage	**35%** reduction in car mileage
Accelerate ZEV uptake by **1 year**	Accelerate ZEV uptake by **5 years**

The vision

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

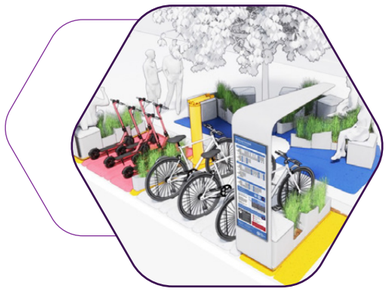
We have developed a vision for a well-connected 45 minute region and 15 minute neighbourhoods, where people can travel to access what they need through a mix of walk and wheel, and ride modes.

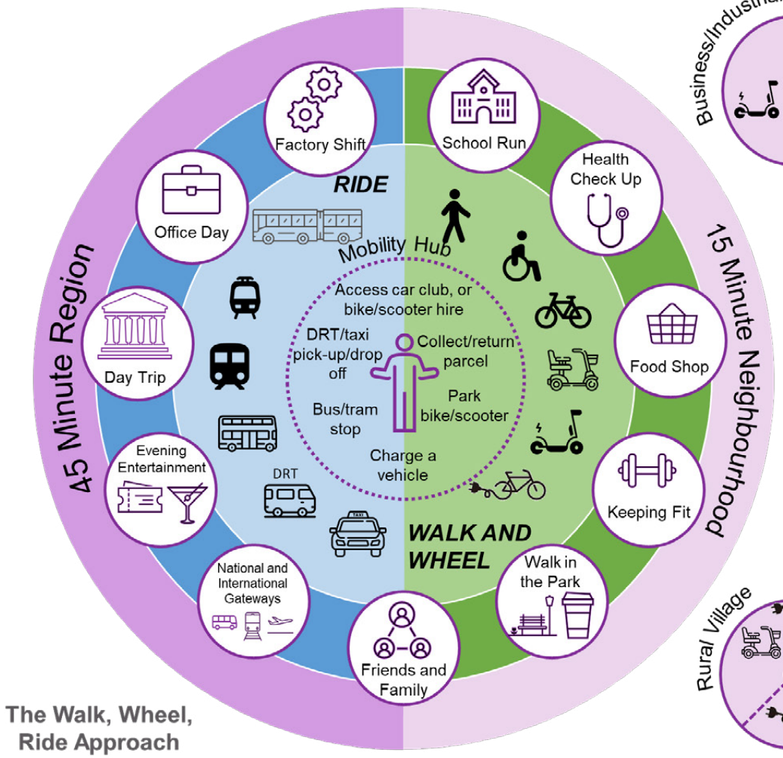
It means that a good range of services in our neighbourhoods can be accessed by “walking or wheeling” in a round trip of no more than 15 minutes, and a good range of places across our region to undertake work, leisure and socialising can be accessed by “ride” modes within a 45 minute trip.

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

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

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





The Walk, Wheel, Ride Approach

15 Minute Neighbourhoods

a good range of services in our neighbourhoods can be accessed by “walking or wheeling” in a round trip of no more than 15 minutes

45 Minute Region

a good range of places across our region to undertake work, leisure and socialising can be accessed by “ride” modes within a 45 minute trip.

Ride modes

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

Walk and wheel modes

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

Our actions

To help deliver the changes needed we will focus on action across 6 ‘Big Moves’.

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

Avoid

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

Shift

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

Improve

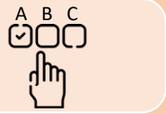
Improve travel - by designing out emissions and other impacts from the vehicles we use and tailoring their use, for example by adopting zero emission vehicles (such as electric/hydrogen vehicles).

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

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

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

AVOID



Behaviour change for the better

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

Growth that helps everyone

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

SHIFT

Safer streets to walk and wheel

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

Public transport that connects people and places

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

IMPROVE

A resilient transport network

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

Delivering a green revolution

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

Behaviour change for the better

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

Growth that helps everyone

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

Safer Streets to walk and wheel

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

Avoid

Information

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

Avoid

Sustainable and accessible development

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

Shift

Low Traffic Neighbourhoods (LTN's)

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

Demand Management

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

Digital connectivity

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

Micromobility

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

Public transport that connects people and places

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

A resilient transport network

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

Delivering a green revolution

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

Shift

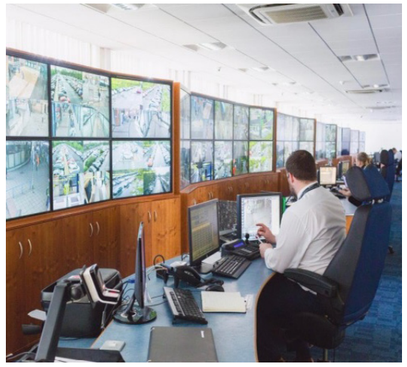
Public transport

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

Shared mobility

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

Improve



Regional Transport Coordination Centre (RTCC)

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

Highway maintenance

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

Improve

Electric Bus City

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

Green bus shelters

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

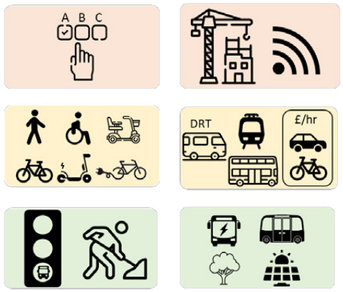
Implementing our new Local Transport Plan

Integrated Sustainability Assessment

LTP

Core Strategy

6 Big Moves



4 Area Strategies

Black Country

B'ham

Solihull

Coventry

Implementation Plan

Monitoring and Evaluation Plan

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

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

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

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

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

Choices matter

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

Transport for
West Midlands

Briefing Note

CITY OF WOLVERHAMPTON COUNCIL

Title: Arbor Service Future Plans Update **Date: February 2022**

Prepared by: Claire Walters
Job Title: Environmental Place Based Development Manager

Intended Audience: Internal ☒ Partner organisation ☐ Public ☐ Confidential ☐

1.0 Purpose of the Report

1.1 To update Scrutiny Panel on the progress made to increase the number and frequency of tree inspections on the highway, parks and open spaces, cemeteries, and responsible land under the Corporate Landlord.

1.2 To provide an update on the Expanded Arbor Project.

1.3 To provide an overview of current process with Councillor complaints and responses.

1.4 Future Inspection plans for current tree planting.

2.0 Background

2.1 The Council's Risk Management and Insurance Team had recommended that the Council escalate the requirement to review tree inspections citing that, in the event of a serious incident, the Health & Safety Executive would look back through processes in setting inspection regimes, including reviews of processes and outcomes. Health and Safety breaches which arise due to financial gain attract high culpability ratings in sentencing.

2.2 There has been an investment in the service to map all assets on CONFIRM, (the service area's preferred digital platform to record arboriculture activity), to support in the extended inspection programme.

3.0 Arrangements put in place by Environmental Services for expanded inspection programme

3.1 The number of existing highway tree inspections have been doubled and a new two-yearly Condition Survey will be introduced to routinely inspect trees in our parks, green open spaces, cemeteries, and land under the responsibility of the Corporate Landlord. This will result in at least a fivefold increase (at this point estimated to be circa 14,000 additional inspections a year) in the number of trees to be inspected. Additional resources have been identified and a review of work schedules and efficiencies is being delivered through the IT solution 'CONFIRM' software.

3.2 The highway tree maintenance programme has been updated and is available to view on the council's highway tree maintenance web page. The web page details the two-yearly inspection schedule which also incorporates the four-yearly maintenance programme for every council street tree in Wolverhampton.

3.3 The Customer Services tree maintenance business rule has been revised so that tree issues reported on land maintained by the Corporate Landlord are now raised directly to the Environmental Services Arboriculture team to resolve. Previously enquiries about these trees were bought to the attention of the Corporate Landlord to resolve.

3.4 Customer Services' tree enquiries interface with CONFIRM is now to be configured so that emergency jobs can be raised directly to a Supervisor's handheld device, to enable issues to be dealt with whilst 'out-on-site'.

3.5 CONFIRM, an asset IT solution presently used in other areas of City Environment, has been configured for the Arboriculture operation. Tree asset data along the adopted highway and within our parks has been uploaded onto CONFIRM. The mapped tree asset data will, over time as inspections are undertaken, be enhanced to show all individual council trees and woodlands in situ across the city.

3.6 CONFIRM is also being used to schedule inspections and maintenance. The Condition Surveys, which include photographs of the trees, are being updated and recorded within CONFIRM at the time of the inspection using a remote handheld device (I-pad). Trees not yet captured as an asset/mapped on CONFIRM will be added as the Arboriculture Officers go about their scheduled Condition Surveys. In addition, Environmental Services are evaluating all Parks & Open Spaces to capture all tree assets for inclusion on the inspection programme. Once the data is captured the assets are automatically added to future scheduled inspections.

3.7 The Corporate Landlord service has been requested to provide Environmental Services with details of locations and land accessibility, where trees are present, for the tree asset to be mapped on CONFIRM and two-yearly inspections to commence.

3.8 In order to conduct the two-yearly Condition Survey for trees along the highway and in our parks & open spaces, cemeteries, and land under the Corporate Landlord, whilst also having the ability to respond to any additional works flagged as a priority, a resource equivalent to six Arboriculture Officers and an additional arboriculture maintenance team is needed. Additional technology has been purchased and resources reconfigured by increasing in-house staffing levels and out-sourcing work to a subcontractor (presently Acorn). This will enable the council to inspect all the trees (estimated 60,000) every two years.

4.0 Expanded Arbor Project

4.1 There has been a significant investment in the Arbor Service to both increase our inspection regime and to better use technology to support our maintenance programme. As a consequence, it will improve the information available to our residents about our trees and how/when we maintain them. This will ensure we design a service that is both best value for money and modernises and increases

transparency across the board while delivering on our Health and Safety responsibilities as the landowner.

4.2 The key outcomes of the project, which is supported by a Project Manager (started CWC on 14 February 2022) with progress reported via Verto, are:

- Understand and log all the tree assets onto CONFIRM
- Programme of digitising historical tree inspections, so the 'history' of a tree can be easily accessed
- Design the service structure and resource needed in order to inspect and maintain these assets
- Design the new structure needed to deliver this new service
- Embed this information on a front facing system, (for example Geowolf), that is easily accessible by residents to provide:
    - Type of tree
    - Last time it was inspected
    - Current Inspection regime
    - When work can be done on each tree
- Embed delivery into BAU

This will be in addition to our currently inspection schedule, required arboriculture maintenance and emergency responses as per CWCs responsibility.

4.3 Whilst this information currently exists it is not in a format that is easily accessible for those staff fielding service enquires from both residents and councillors.

4.4 Two tree inspectors have been bought into the service to start the mapping process. This needs to be done before the new service is designed

4.5 The service will experience an underspend this year, as there has been a delay in recruitment to the project manager role and bringing in the agency tree inspectors whilst the CONFIRM software has been developed.

4.6 Now the inspectors are in place, around 2000 inspections have already been completed.

5.0 Councillor Enquiry Unit, (CEU) – Current Challenges

5.1 The team have experienced an unprecedented number of enquiries since the CEU went live (prior to CEU the service would have on average 20 Councillor enquiries a year and, in the first seven months of the CEU, 176 tree maintenance enquires have been received). Since this, some challenges have been identified within the Service along with other services within Environmental Place Based Development. We have been working with the CEU team to address these challenges, in order to both better resolve the enquiries and streamline and improve the back-office systems. This will mean that the councillors have better information to advise and support their constituents in tree related matters.

5.2 The issues include:

- Enquires made around trees that can only be maintained post leaf fall remain open until the work is completed
- The balance between protecting our trees and responding to residents' requests for pruning is not always well received
- Service emergencies take priority over requested inspections
- The balance being struck between being out inspecting and responding to enquiries
- Complaints coming in around issues that will not be resolved with pruning of the tree
- Reoccurring requests that have been previously answered
- Enquires can be left 'open' for weeks beyond our 4-week SLA to respond to queries when our service response is challenged, and the enquiry escalated for a reviewed response
- Increased enquiries around leaf fall
- Repeated enquires around trees that are not the Council's responsibility to maintain

5.3 Whilst it is not always well received, it is our position that we will not do work on a healthy tree. In fact, working on a healthy tree can increase the liability to the authority. It is always better to leave a tree in its maiden condition unless absolutely necessary. We do of course look at individual cases balancing a variety of different considerations around pruning and removal, but it does remain out policy that we only work on a dead, diseased, or dangerous tree. The team have to ensure that any work does not compromise the tree, especially when there are targets around tree planting across the city (including the Arboriculture Service's own tree planting programme replacing street trees).

5.4 Unfortunately, what we have also seen is an increase in verbal abuse and threats to our Arbor Service Officers, due to unrealistic expectations of what tree maintenance can do for the issues that some residents face. This is not acceptable and is causing distress and worry for staff who are doing their job and causing them to consider whether they want to continue in their roles. We accept that tree management can be a contentious issue, but we must always consider and respect the professional opinions of the trained Arbor staff when making decisions around tree safety and protecting our green city.

5.5 We have worked closely with CEU around the above, improving the information on the FAQs section of the CEU so Councillors have more detailed information to pass to residents when they approach them with tree enquiries

5.6 Whilst the expanded Arbor programme will not resolve all queries, by providing more information and transparency about the service it will reduce some of the CEU request we get through. The increased inspection programme will also offer residents more confidence about the safety of our Trees. We are also internally reviewing how we respond to Councillor enquiries to keep everyone updated on cases that are not quick to resolve.

6.0 Tree Planting Coordination Group

6.1 in 2021/22 30,000 trees will have been planted by the City of Wolverhampton Council, (CWC). All of this planting has been carefully discussed and planned through the Tree Planting Coordination Group.

6.2 The purpose of the Tree Planting Coordination Group is to agree, plan and coordinate tree planting on the city's parks and open spaces and any joint initiatives with other bodies. The Group is aware of the issue of maintenance and have sought funding streams which provide a level of support for maintenance and produce low maintenance projects.

6.3 The majority of the planting is in areas where the trees will not need routine maintenance, and if they do this will not be for many years in the future. In addition to this the Service receives an extra £10,000 per annum from our Parks, Landscape & Countryside Service to inspect new trees that have been planted.

6.4 It should also be added that we do not expect tree planting to continue at these levels, as it will depend on funding opportunities and available space.

6.5 Complementing our improved data collection is the Black Country-wide iTrees Eco survey which is mapping the coverage, species, and health of trees across the four Black Country boroughs. This will provide additional data to help plan our maintenance and planting programme.

7.0 Current Service Improvements

7.1 Defining our response to the 'right tree in the wrong place', we recognise that as the city has evolved some trees, whilst healthy and beautiful, are causing issues for residents who use the streets. Our new, digital service will enable us to collate intelligence on some of these trees and engage with communities to strike a balance whilst protecting our green city.

7.2 Additional support is being dedicated to CEU tree enquires and responses to free capacity within the service to make inspections around enquiries.

7.3 Our tree identification and mapping project has begun where all the trees in the city will be mapped. 1000s of trees have already been added, alongside digitising all our previous tree inspections on our new system to be able to access information quicker and build up our intelligence around all the trees in the city.

8.0 Summary

8.1 Our current tree inspection and maintenance programme is working, and there are clear plans in place to ensure that now CWCs responsibility has increased, due to the more frequent inspection programme, which is required, we deliver on our legislative responsibility.

8.2 More trees in more locations than ever before will be inspected as part of this expanded programme but getting to this point takes time. We need to ensure that

the right amount of resource is in place to deliver to ensure best value for our residents.

8.3 This will not solve all our residents' complaints around trees, and not everyone will be happy about our decisions 100% of time, but it will make the service more transparent and accessible with more information on the city's trees than ever before.