



**MOVEMENT FOR GROWTH:**  
The West Midlands Strategic  
Transport Plan  
Summary Report  
Public Consultation Draft



The West Midlands Integrated Transport Authority (ITA) has developed a strategic transport plan aimed at delivering strong economic growth and the ability to be the regional powerhouse the UK needs us to be. This plan forms the metropolitan area's overarching Urban Mobility Plan; around which each authority can develop their own bespoke strategies which suit their needs but fit under the umbrella of the overarching objectives for the West Midlands. This document outlines the need for the West Midlands plan and what it contains.

## THE MAIN ASPECTS OF THE PLAN ARE:

1 A vision for transport in the West Midlands:

**"We will make great progress for a Midlands economic 'Engine for Growth', clean air, improved health and quality of life for the people of the West Midlands. We will do this by creating a transport system befitting a sustainable, attractive conurbation in the world's sixth largest economy."**

2 A set of objectives and policies for transport improvements to tackle four great challenges:

- Introduce a fully integrated rail and rapid transit network that connects our main centres with quick, frequent services, and which is connected into wider local bus networks through high-quality multi-modal interchanges.
- Increase the number of people that are within 45 minutes travel time by public transport to a minimum of three main centres and the two HS2 stations.
- Reduce transport's impact on our environment – improving air quality, reducing carbon emissions and improving road safety.
- Use transport improvements to enhance the public realm and attractiveness of our centres
- Ensure that walking and cycling are a safe and attractive option for many journeys especially short journeys below 1 or 2 miles, by delivering a strategic cycle network and enhancing local conditions for active travel.
- Facilitate the efficient movement of people on our transport networks to enable access to education and employment opportunities and health and leisure services.
- Enable businesses to connect to supply chains, key markets and strategic gateways through improved strategic connections by road and rail .
- Maintain and develop our transport infrastructure and services effectively to help ensure they are safe and easily accessible for all

3 A long term approach based on making better use of existing road and rail capacity, more public transport capacity, limited new highway capacity, better junctions at bottlenecks, a new strategic cycle network joined-up with local cycle networks and improved conditions for walking. All integrated with smart technology. This is set out in four tiers of an integrated transport system:

National / Regional

Local

Metropolitan

Smart Mobility

4 Ways to fund a long term programme of projects is set out, alongside a set of performance indicators to allow us to measure our successes.

# CREATING THE CONDITIONS FOR THE WEST MIDLANDS TO BE AN “ENGINE FOR GROWTH”

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The recent statement by the Chancellor that the UK needs the Midlands to be an “Engine for Growth” recognises the importance of our region to the success of the country as a whole. In the West Midlands we create 12% of all the goods and services exported from the UK, and considering the region has just 4% of the UK’s population it is obvious that we punch well above our weight. We have also seen our exports grow by 70% between 2008 and 2014, showing that even in the recession our region was successful.

The West Midlands’ success is due in a large part to our manufacturing sector. In all 40% of our exports come from the automotive industry where we are still a major global player. Prestigious brands such as Jaguar Land Rover are not only growing organically in the West Midlands but they are actively bringing back operations which had previously been sent abroad. These firms recognise the importance of having access to skilled labour, associated industries, supply chains and their core markets as major factors in the success of their businesses. We are also leading the way in developing new transport technologies; such as the trials of autonomous vehicles taking place in Coventry.

The economy of the West Midlands is a major success story as we move out of recession and into a period of growth across the UK. The West Midlands Strategic Transport Plan is a vitally important policy and strategy tool to help us continue this success into the future. We need a transport system that both builds upon our existing success stories but also helps our economy grow further and creates an even greater place to live.



## THE FACTS

**4%** of UK population

**12%**

of all the goods & services exported from the UK

Export growth up

**70%**

between 2008 and 2014

It is not just the manufacturing sector that is successful in the West Midlands. We are increasingly seeing high-end services choosing to move out of London to our region. This is evidenced by the location of Deutsche Bank's Wealth Management operation in Birmingham which has over 1,000 employees, and plans for up to 1,000 more; plus the publicised plans for HSBC to also move its UK operational headquarters and 1,000 staff to Birmingham by 2018. We are also now the most popular area, outside of London, where new graduates want to locate following university.

There are a number of reasons why firms and people want to locate here. Partly it is down to a critical mass of staff with the right skills, associated industries and services, but also it comes down to the quality of lifestyle the West Midlands provides. We are a world class region attracting world class business.

“The economy of the West Midlands is a major success story as we move out of recession and into a period of growth across the UK”



PERCENT OF OUR EXPORTS COME FROM THE AUTOMOTIVE INDUSTRY WHERE WE ARE STILL A MAJOR GLOBAL PLAYER

## Transport's Contribution to West Midlands Growth

We need our transport system to build a better place; our transport system helps us to create the conditions whereby:

- **Business** can access to supply chains, staff and customers
- **People** can access jobs, training, vital services and make the most of their leisure time
- Our built and natural **Environment** aren't adversely impacted by the challenges of millions of daily movements around the West Midlands

The West Midlands Strategic Transport Plan sets out in detail the specific needs of the metropolitan area and how the transport system in the future can help maximise our opportunities and limit our challenges. To make this happen we need to strategically invest in our transport system on a whole new scale.

Currently we invest less than half the amount spent in Scotland per head on transport infrastructure and many times less than spent in London. Unless there is a significant change in the scale of investment in our transport system we run the risk of getting left behind; not only nationally but also internationally as many of our competing regions across Europe, Asia and the Americas are also investing much higher amounts.

This is not just a problem for the competitiveness of the West Midlands but also for the ongoing strength of the UK's economy as a whole. As the Chancellor said, the UK needs the Midlands to be an 'Engine for Growth'. Without major investment in our transport system we risk that vision.

# MAINTAINING OUR SUCCESS

We cannot rest on our laurels. We are successful now and must set out plans as to how we will continue to be successful in the future. We are already facing challenges in maintaining our competitiveness. Access to skilled staff and supply chains are already being identified by industry leaders as becoming challenges. In a sense we are becoming a victim of our own success: as we attract further growth in specific industries so the demand for skilled labour increases and will eventually become a constraint to further investment. We have to create a transport system which allows labour to travel around the region easily and quickly. We must also remember that our influence goes beyond our boundaries. We have a wider 'travel to work' area where our neighbouring shire counties rely on the economy of the West Midlands. We must therefore also ensure that people and goods can easily move in and out of the region.

Across all this we must also create the kind of 'place' that people want to live and work in and move to. As part of this, we must make sure air quality is of a consistently high standard throughout the region.

In all, the West Midland's population is set to grow by as many as 411,000 people over the next 20 years. This is the size of a Bristol, or a Liverpool, or a Nottingham added the metropolitan area.



The number of new homes which will need to be built to help accommodate this growth is in the order of 165,000. We also know that many tens of thousands of new jobs could be created across the region; in part built upon the success stories discussed earlier but also the additional opportunities provided to us following the completion of HS2 by 2026. The high speed rail line will make our region even more attractive to inward investment.

Numbers on this scale present significant challenges. We need to continue to move people and goods efficiently within and in/out of the region and meet the challenges from having to accommodate a forecast of 22% more daily trips in twenty years time and an extra 1.2million car journeys per weekday.

We must meet challenges such as congestion on our road and public transport networks, air pollution, carbon emissions and road safety head on by developing an investment strategy which will keep our region competitive and attractive.

Population is set to grow by as many as

**411,000**



people over the next  
**20 YEARS**

**165,000**



new homes needed to  
accommodate this growth

**1.2 MILLION**



**more car journeys per weekday**

# MOVEMENT FOR GROWTH: THE WEST MIDLANDS STRATEGIC TRANSPORT PLAN

Movement for Growth sets out a tailored package of strategic transport investments for the West Midlands which match our specific future challenges. They have been packed together under three tiers of a transport system and a set of 'smart' mobility initiatives which provide the "glue" to maximise the success of these tiers. Accessibility needs and accessible design will be considered at the outset when developing infrastructure and services in each of the tiers. This will facilitate three types of movements:

## NATIONAL/REGIONAL TIER

**This tier is aimed at connecting the West Midlands to the wider Midlands region and nationally for the movement of people and freight, including effective links to the UK's ports and Birmingham Airport.**

HS2 is the biggest national transport scheme in decades, and we want to ensure that the opportunities for growth this presents will be maximised. We will "plug-in" the two High Speed Rail Stations in the Metropolitan Area to local transport networks through the HS2 Connectivity Programme. Evidence from "Midlands Connect" (a study looking at strategic transport across the whole of the West and East Midlands area and travel to work areas) shows that investment in road and rail networks, which tie into HS2, can provide an economic benefit to the wider Midlands of up to £800m per annum by 2036. A map of the Midlands Connect area is shown below. Coaches also have a role to play in this tier

## METROPOLITAN TIER

**This tier looks at how we can move across the metropolitan area and seeks to improve the ease of getting to a range of places throughout the West Midlands.**

Here we want to invest heavily in a new public transport network and improve conditions for moving people and goods on the main road network. We also want to create a new high quality strategic cycle network. Priorities for improvements will be to serve locations which will boost new jobs and facilitate sustainable development.

The new rail and rapid transit network, metropolitan main road network and metropolitan strategic cycle network are shown overleaf.

## LOCAL TIER

**The emphasis for this tier is to continue to make the West Midlands a fantastic place to live. We want to improve road safety, encourage walking and cycling in attractive local street environments, and encourage greater use of local bus services to reduce the pressure put on congested local highways by local trips.**

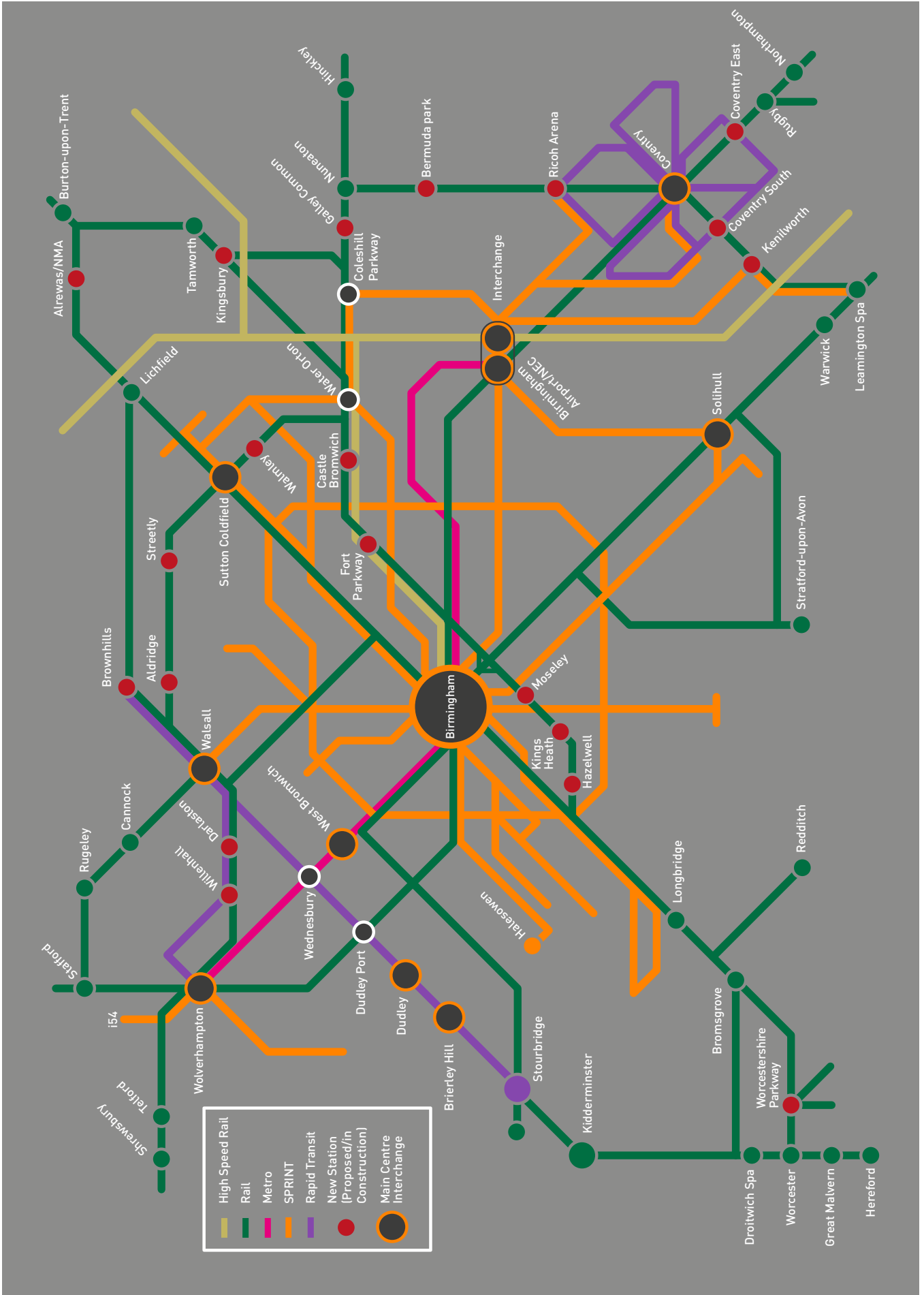
We know that almost 40% of trips made in the UK each day are less than 2 miles. This causes an undue amount of negative impact on society considering the distances travelled. To tackle this we must create the conditions where residents want to make more journeys on foot, by bike or local bus. We have to create a greater sense of 'place' within our local communities, led by new thinking on how we provide for movement. Key to this will be accessibility around local centres, making them the heart of communities.



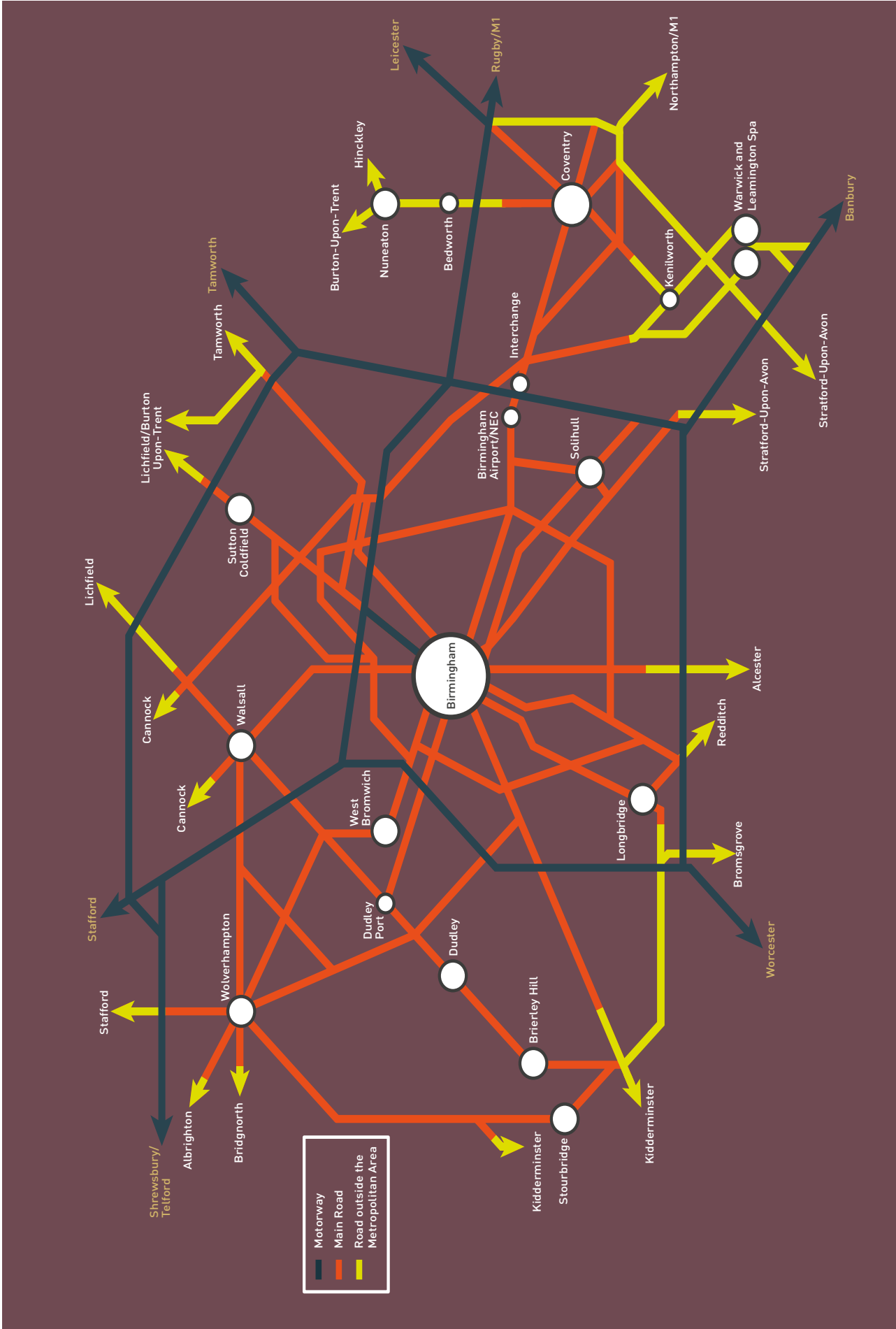
## SMART MOBILITY UNDERPIN

In the West Midlands we have the opportunity to lead the way in making best use of technology and information to underpin our overall transport system. Smart Mobility is all about using technology effectively to provide better traffic management and information on travel choices. We also want to provide the conditions where vehicles are safer and greener and have the opportunity to work with the world class automotive engineering firms located here to make that happen.

# Metropolitan Rail and Rapid Transit Network Map

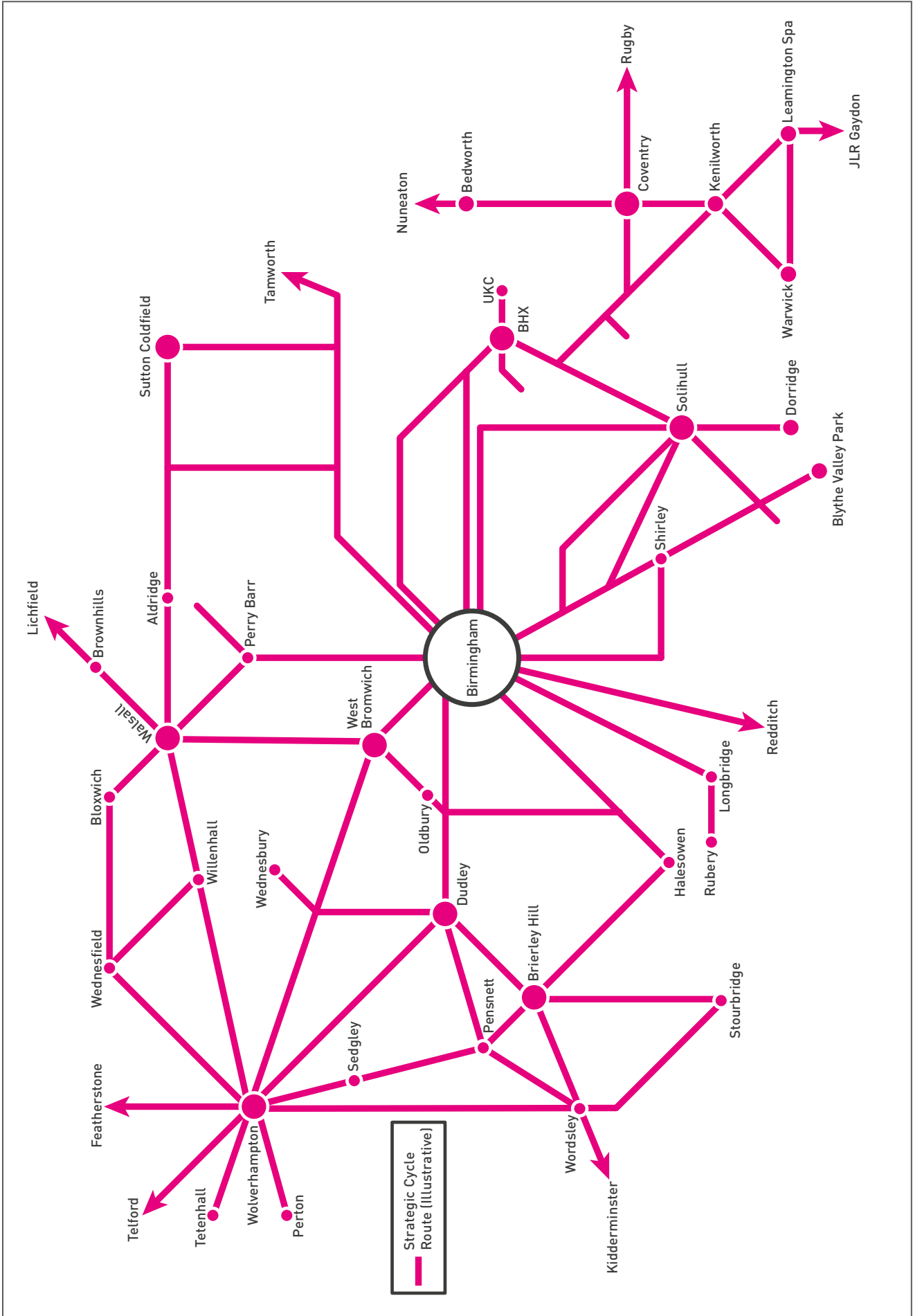


# Draft Metropolitan Main Road Network Map





# Draft Metropolitan Cycle Network



“ We also want to provide the conditions where vehicles are safer and greener and have the opportunity to work with the world class automotive engineering firms located here to make that happen ”

## CONCLUDING REMARKS

Our strategic transport plan sets out the long term approach to guide many improvements, to be made year in, year out, over a twenty year period. These improvements will be delivered by a number of organisations, through a number of programmes and packages. The Integrated Transport Authority's role is to ensure that this delivery is “joined-up” and in accord with this over-arching long term plan for transport for the benefit of the people who live and work in our metropolitan area.



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