Reimagining transport in the West Midlands:

Local Transport Plan

Core Strategy

Transport for West Midlands

Contents

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 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 crossroadsthe West Midlands is at another kind of crossroads. In a short space of time there have been a number of shocks to the way we live we are in a Climate Emergency, we have just weathered the global Covid 19 pandemic, and we are now in the midst of a cost of living and energy crisis. All of these have shone a light on the transport challenges we face with a real need for affordable, reliable, accessible, and sustainable travel options for all. By acting now to respond to this need we will ensure we can carry forward the reputation for economic success the region has built in the new millennium while reimagining our transport system to support Inclusive Growth .

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. It is critical that we are able to act decisively with the best available evidence and insight.

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 through the heart of the Black Country. We have improved our railways, with a new station delivered at Perry Barr and more on the way at University, Darlaston, Willenhall, and along the old Camp Hill line. Our new HS2 railway is under construction. And 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.

walking routes springing up across the region. And we are on the cusp of revolutionising travel through new Powered Light Electric Vehicles, like the Voi eScooters we have been trialling in parts of 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 the cost of living and energy pressures facing our citizens. 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 – but all of our aims require us to act to reimagine transport and this can start tomorrow.

To enable Inclusive Growth means improving people's access to opportunities. But the pandemic and the cost of living crises have resulted in problems to overcome. Public transport costs have gone up whilst demand to travel has dropped, this has put levels of service at risk. And although people are driving less as fuel has increased in cost, this has not resulted in a proportionate uptick in travel by other modes; people are less socially and economically active.

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.

There are also equality issues we need to grapple with because while improved transport might benefit some people it can marginalise 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.

The recent COVID-19 pandemic hit the region hard. The economic impact of the pandemic has been more severe in the West Midlands than elsewhere in the UK, and this has now been exacerbated by the cost of living and energy crises. 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.

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.

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 recommendations of the UK's own Climate Change Committee, the UN's Intergovernmental Panel on Climate Change, and the signing of the Glasgow Climate Pact makes 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.

Our Aims

Motives for Change

Inclusive growth

Our starting point for developing the LTP was the WMCA's ambitions for Inclusive Growth, which sits behind the WMCA's vision and approach for advancing our region.

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

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

WMCA's goal for Inclusive Growth is to occupy a space where social need, economic ambition and our responsibilities to the environment are in balance – so we can sustain social and economic advancement.

Transport's relationship with Inclusive Growth is complex:

- Meeting many of our needs and ambitions relies on transport connections;

- But those same transport connections have impacts that the environment can't sustain and which are detrimental to other social and economic outcomes; and

- Improving connections for a particular group of people, by a particular mode, to particular places can limit and even worsen connectivity elsewhere for others.

This LTP can help us deliver inclusive growth by delivering equitable improvement of access to opportunity in a way that helps us create great places, healthy habits, and low emissions.
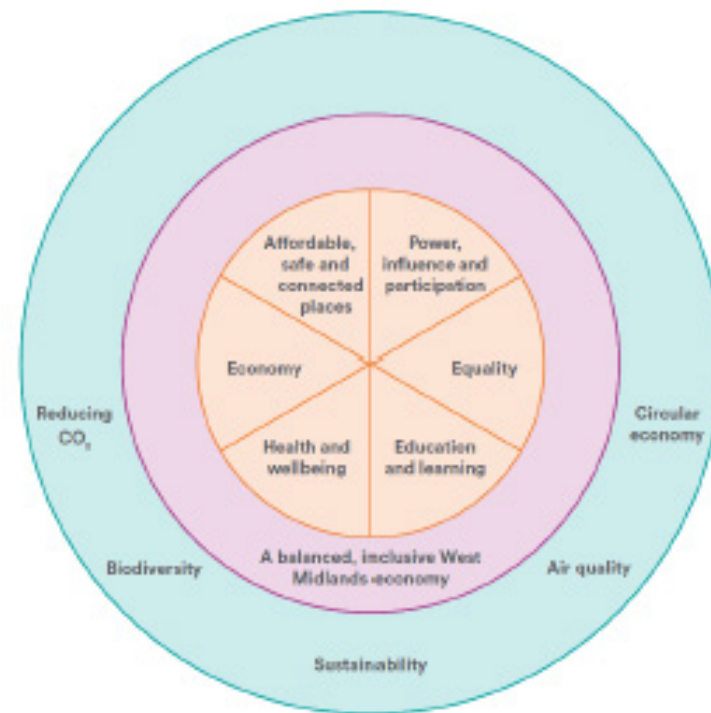
Our Green Paper 'Reimagining Transport in the West Midlands' unpacked how the transport system could better support Inclusive Growth across five Motives for Change.

These Motives for Change form the basis for our objectives for this LTP (as set out on the next page). They capture a range of different but related issues including, how we can sustain economic successes, how we can have a more equitable transport system, how we can ensure transport supports better quality of places and a healthier population, and how we can support global efforts to decarbonise.

All the Motives for Change are important and none are mutually exclusive; there are ways to reimagine transport in the West Midlands that deliver across all our objectives to support Inclusive Growth.

A common challenge to solve across all of the Motives for Change is how to unpick car dependency and shift to more sustainable forms of access. The need to reduce our use of cars and the desire for us to have better alternatives already has significant local consensus amongst the people of the West Midlands.

However, car dependence is deeply rooted in the way we have built our urban environments, the way we live, our aspirations and expectations, and the way we provide services, and the way businesses operate. Reducing car dependence is not easy, however, with consensus and commitment it is possible.

Policy - Aims - LTP Objectives

Our objectives for this LTP (see below) 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. We currently use our infrastructure inefficiently, which limits our ability to move people and goods, and results in high costs to users and the taxpayer. And poor accessibility limits participation in the economy of more disadvantaged groups.	**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. This will help us sustain productivity improvements and enable greater participation in our economy.
		Mobility market transformation - We will create the conditions in our local transport market that enables innovation, development and deployment of transport products and services that best support Inclusive Growth. We will work with local businesses to take advantage of these new products and services helping us to become a global leader in future transport.
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. These same people also often bare the brunt of the negative impacts of traffic (such as transport related casualties and local pollution).	**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. The cost of living and energy crisis is continuing to constrain mobility, highlighting how critical it is for people to have affordable and reliable travel options available.

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.

Policy - Aims - Reimagining Transport

Reimagining transport in the West Midlands to better support inclusive growth 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.

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.

Policy - Aims - Primary Transport Outcomes

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. These are:

- Improving accessibility we will improve the range of opportunities that people can access without a car.
- Reducing traffic we will reduce the total number of vehicle kilometres travelled per year by motor vehicles (cars and all heavier vehicles); and
- Electrifying transport we will reduce the number of vehicles powered by internal combustion engines (e.g. petrol and diesel fuelled

Why change?

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

To achieve this we need to...

Improve accessibility
Reduce traffic
Electrify transport

We have lots of options for accessing what we need

As explored on the previous page, travel options isn't the only thing that determines what you can access, it also depends on where things are and whether you can communicate or access services remotely.

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.
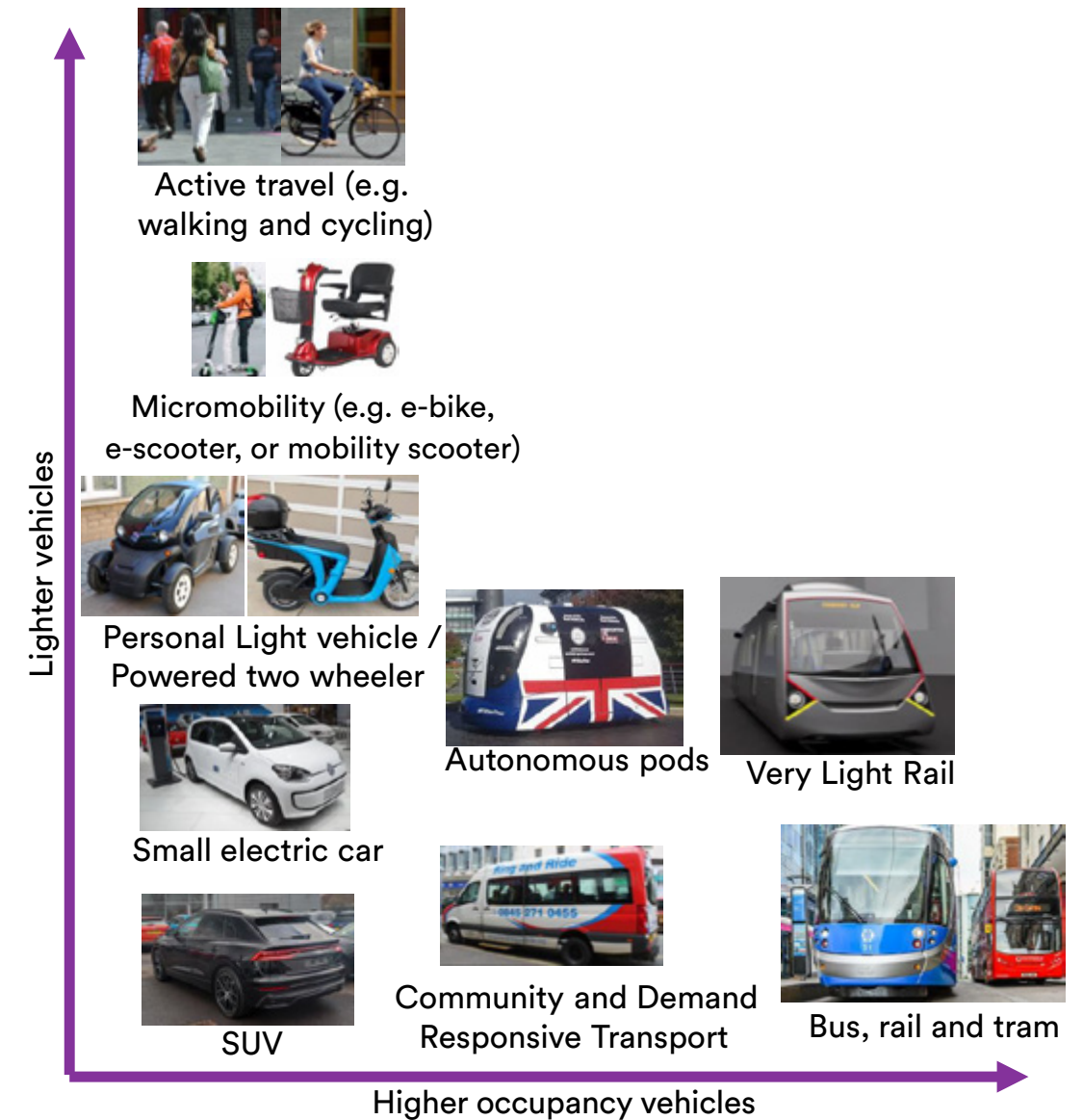
Land Use System — Spatial Proximity

Transport System — Physical Mobility

Telecommunications System — Digital Connectivity

Accessibility

If you wanted a treat for dinner would you…

Walk to the local chippy

Drive to a drive-thru

Order food to your door

Lighter vehicles ↑

Active travel (e.g. walking and cycling)

Micromobility (e.g. e-bike, e-scooter, or mobility scooter)

Personal Light vehicle / Powered two wheeler

Small electric car

SUV

Autonomous pods

Very Light Rail

Community and Demand Responsive Transport

Bus, rail and tram

Higher occupancy vehicles →

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.

Behaviour change is core to our aims, but delivering behaviour change is challenging. In our approach section of this document, we explore some of those challenges, and they are unpacked in more detail in our Behaviour Change Big Move.
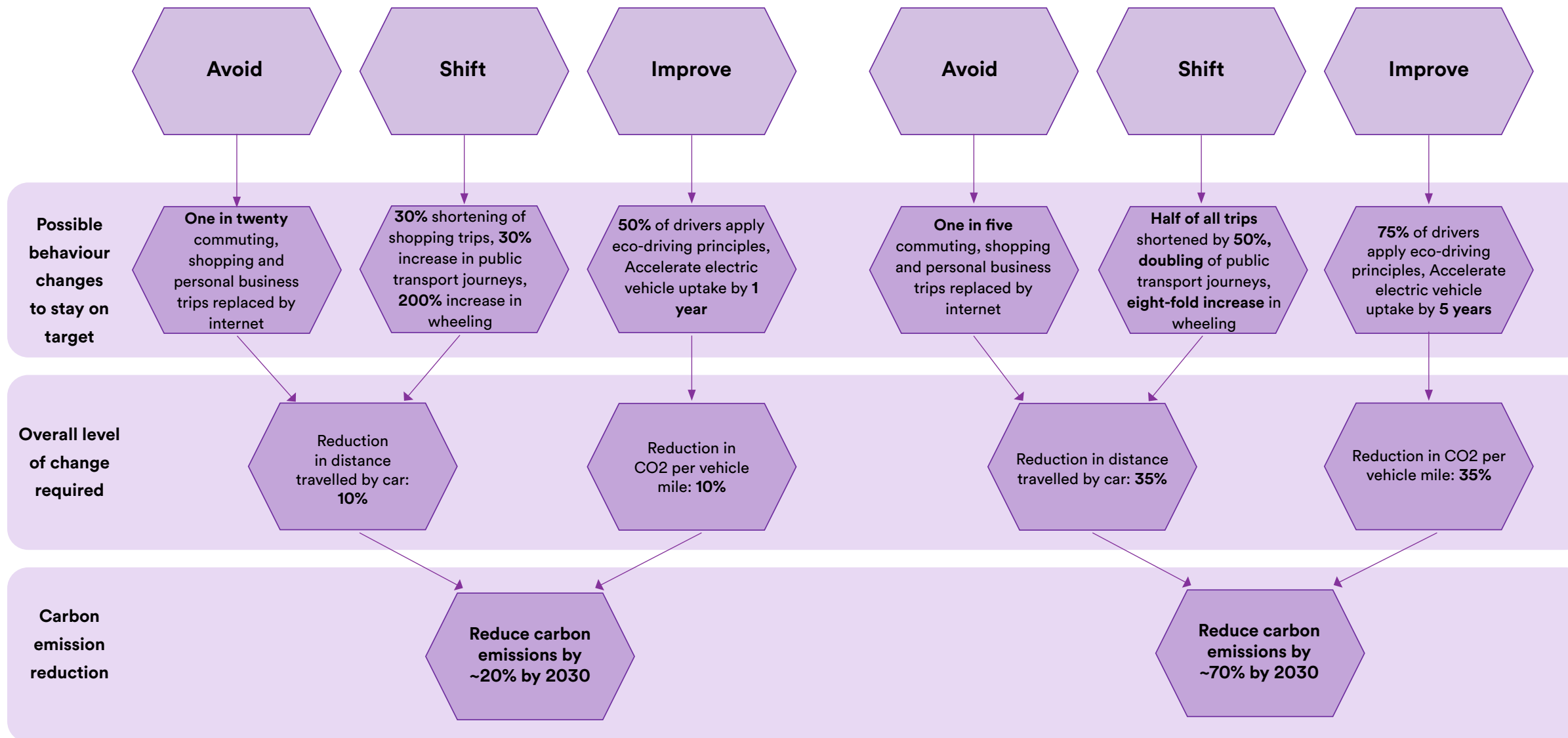
Policy - Aims - Scale and Pace of Change

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.

Local delivery of Climate Change Committee's Balanced Net Zero Pathway

Local delivery of WMCA's WM2041 carbon budget and pathway

Avoid | **Shift** | **Improve** | **Avoid** | **Shift** | **Improve**

Possible behaviour changes to stay on target

- **One in twenty** commuting, shopping and personal business trips replaced by internet
- **30%** shortening of shopping trips, **30%** increase in public transport journeys, **200%** increase in wheeling
- **50%** of drivers apply eco-driving principles, Accelerate electric vehicle uptake by **1 year**
- **One in five** commuting, shopping and personal business trips replaced by internet
- **Half of all trips** shortened by **50%**, **doubling** of public transport journeys, **eight-fold increase** in wheeling
- **75%** of drivers apply eco-driving principles, Accelerate electric vehicle uptake by **5 years**

Overall level of change required

- Reduction in distance travelled by car: **10%**
- Reduction in CO2 per vehicle mile: **10%**
- Reduction in distance travelled by car: **35%**
- Reduction in CO2 per vehicle mile: **35%**

Carbon emission reduction

- **Reduce carbon emissions by ~20% by 2030**
- **Reduce carbon emissions by ~70% by 2030**

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.

*Eco-driving involves changing the way we accelerate and brake, the speed we travel at, and engine rpm to reduce overall energy consumption whilst driving.

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.
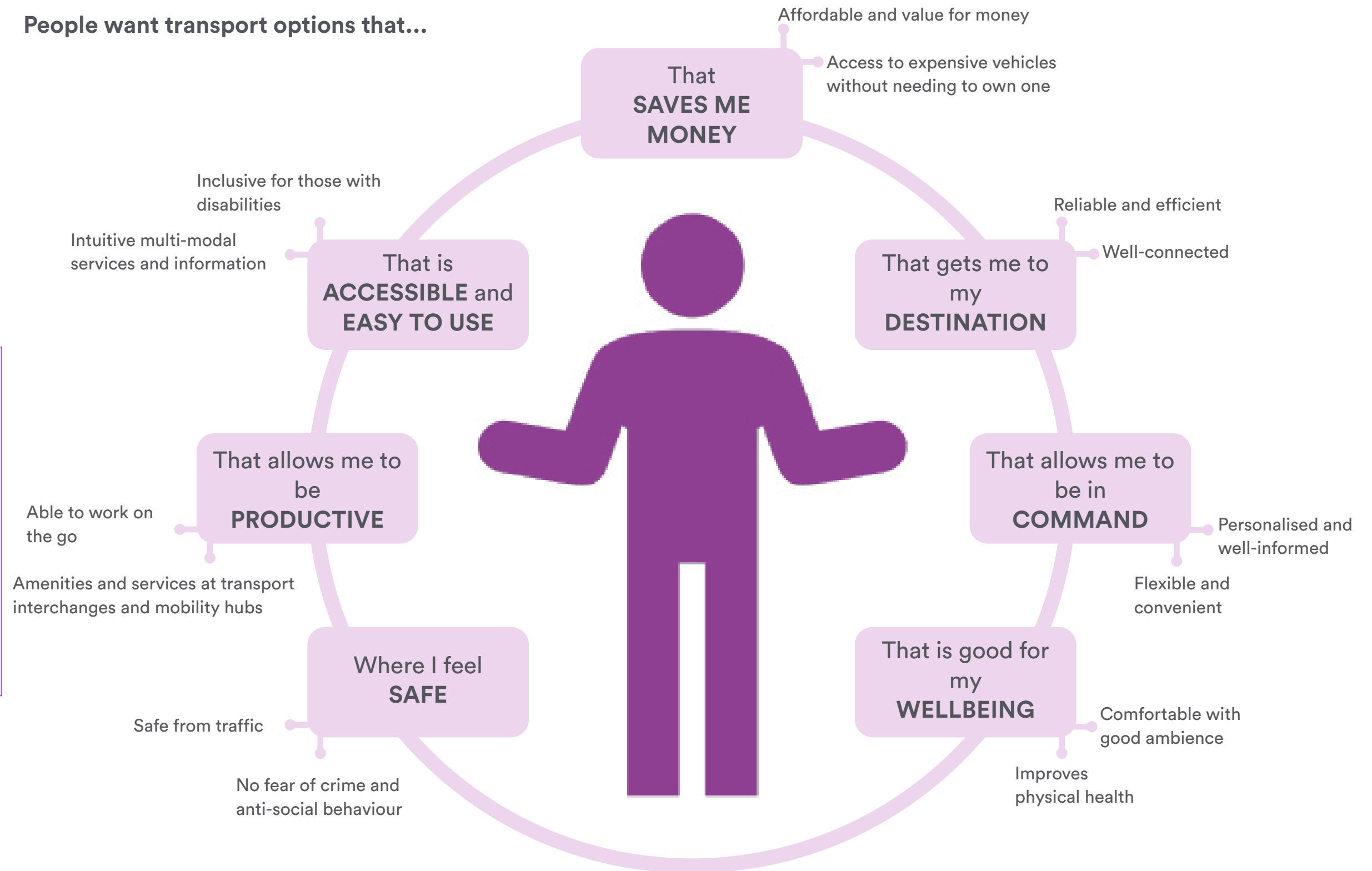
Citizen Focussed Mobility

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.

Understanding and better accounting for the range of impedances to travelling will be core to improving our understanding of accessibility.
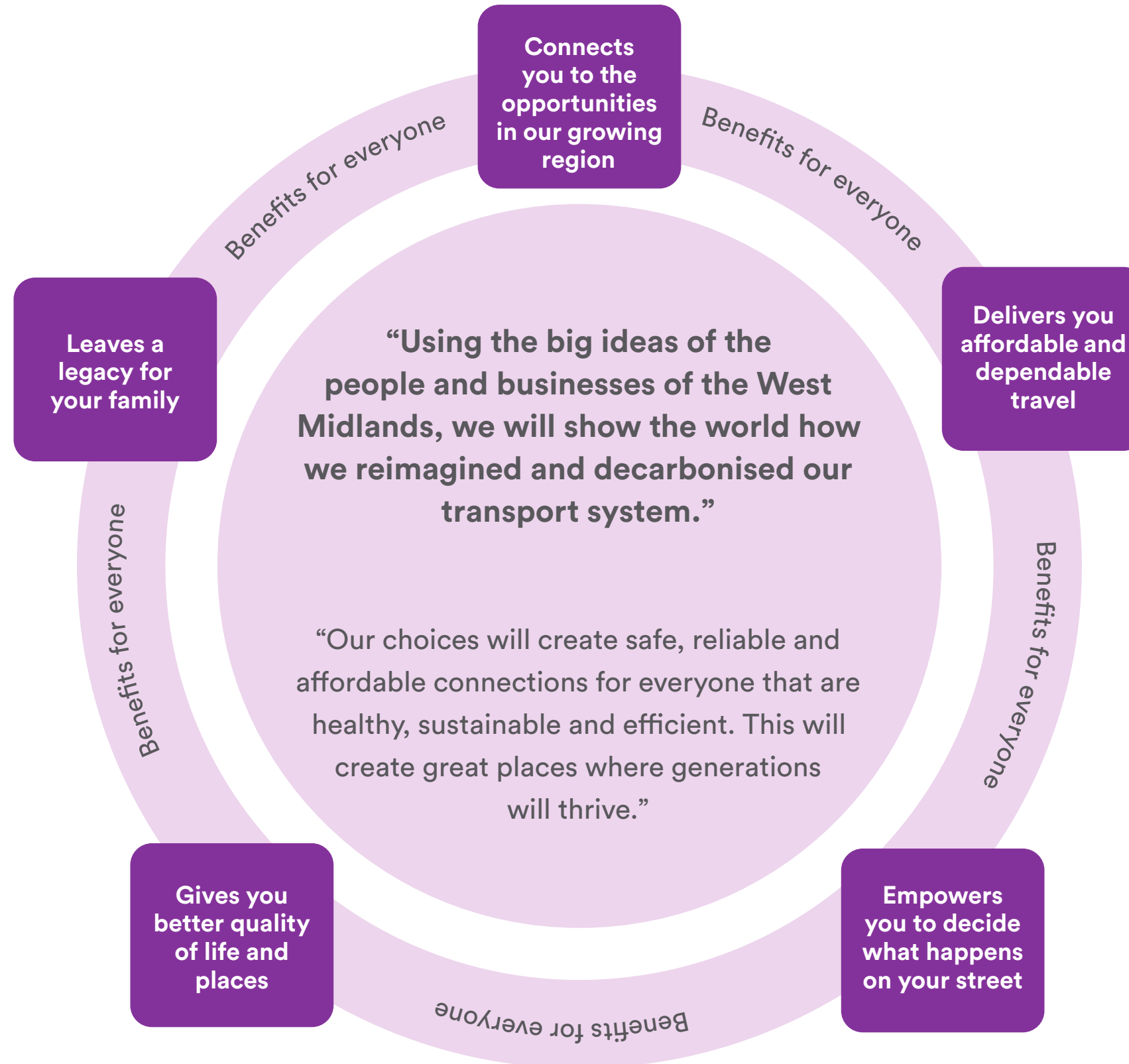
Policy - Aims - Citizen Focussed Mobility

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, and it will also help us improve accessibility for all.

In order to best understand our citizens needs, we will also need to put them at the heart of our conversations on how to change transport through engagement and co-development.

People want transport options that…

That **SAVES ME MONEY**
- Affordable and value for money
- Access to expensive vehicles without needing to own one

That gets me to my **DESTINATION**
- Reliable and efficient
- Well-connected

That is **ACCESSIBLE** and **EASY TO USE**
- Inclusive for those with disabilities
- Intuitive multi-modal services and information

That allows me to be in **COMMAND**
- Personalised and well-informed
- Flexible and convenient

That allows me to be **PRODUCTIVE**
- Able to work on the go
- Amenities and services at transport interchanges and mobility hubs

That is good for my **WELLBEING**
- Comfortable with good ambience
- Improves physical health

Where I feel **SAFE**
- Safe from traffic
- No fear of crime and anti-social behaviour

The Vision

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

Connects you to the opportunities in our growing region

Benefits for everyone

Benefits for everyone

Leaves a legacy for your family

Delivers you affordable and dependable travel

Benefits for everyone

"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."

Benefits for everyone

Gives you better quality of life and places

Empowers you to decide what happens on your street

Benefits for everyone

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.

By focussing on access to opportunity without a car, we will not only support the behaviour changes that we need to meet our aims, but we will also be supporting some of the most disadvantaged in the region who do not have the privilege of driving a car.

Policy – Vision – The vision for travel

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 and wheeling, cycling and scooting, and riding - travel options that require neither an expensive private vehicle or a full driving licence.

It means that a good range of everyday services in our neighbourhoods can be accessed 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 within a 45 minute trip.

These modes will be supported by shared services, granting to access to vehicles without having to own one, and interchanges that bring transport services together to create places 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.

Walk and wheel

Walking and wheeling includes pedestrians, but it also includes people who use mobility aids such as powered/unpowered wheelchairs.
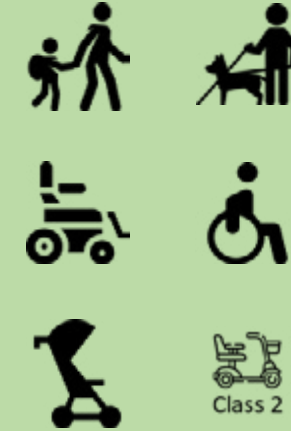
The use of prams and trolleys by those travelling also needs to be considered as well as other aids such as guide dogs, sticks and canes.

Cycle and scoot

Cycling and scooting includes a range of pedal powered, electrically powered, and pedal assisted personal vehicles.

It includes vehicles that can currently legally be used on public highways and cycleways (such as pedal bikes), as well as new devices that Government is trialling and proposing to legislate for (such as escooters.)

Ride modes

Fixed public transport

Fixed public transport includes public transport services that run to a fixed timetable, routes and stops.

They include services like buses, trains and trams.

On-demand services

On-demand services include a range of services available to the public which can be requested on on-demand and are not constrained by timetables, specific routes and stops.

They include services like taxis, community transport, and Ring and Ride, and liftsharing.

Shared services

In our LTP, shared services are services that provide the public access to personal vehicles that they can drive themselves.

They include services like car clubs and cycle/scooter hire.

Interchanges

Interchanges are places where people can access public transport, on on-demand, shared transport services, and/or other ancillary transport services.

They include places like bus stops/stations, rail stations, or neighbourhood mobility hubs.

The Walk, Wheel, Cycle, Scoot and Ride Approach

A Region of Well Connected Neighbourhoods
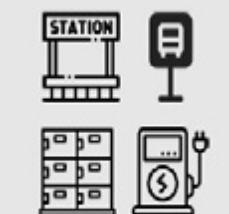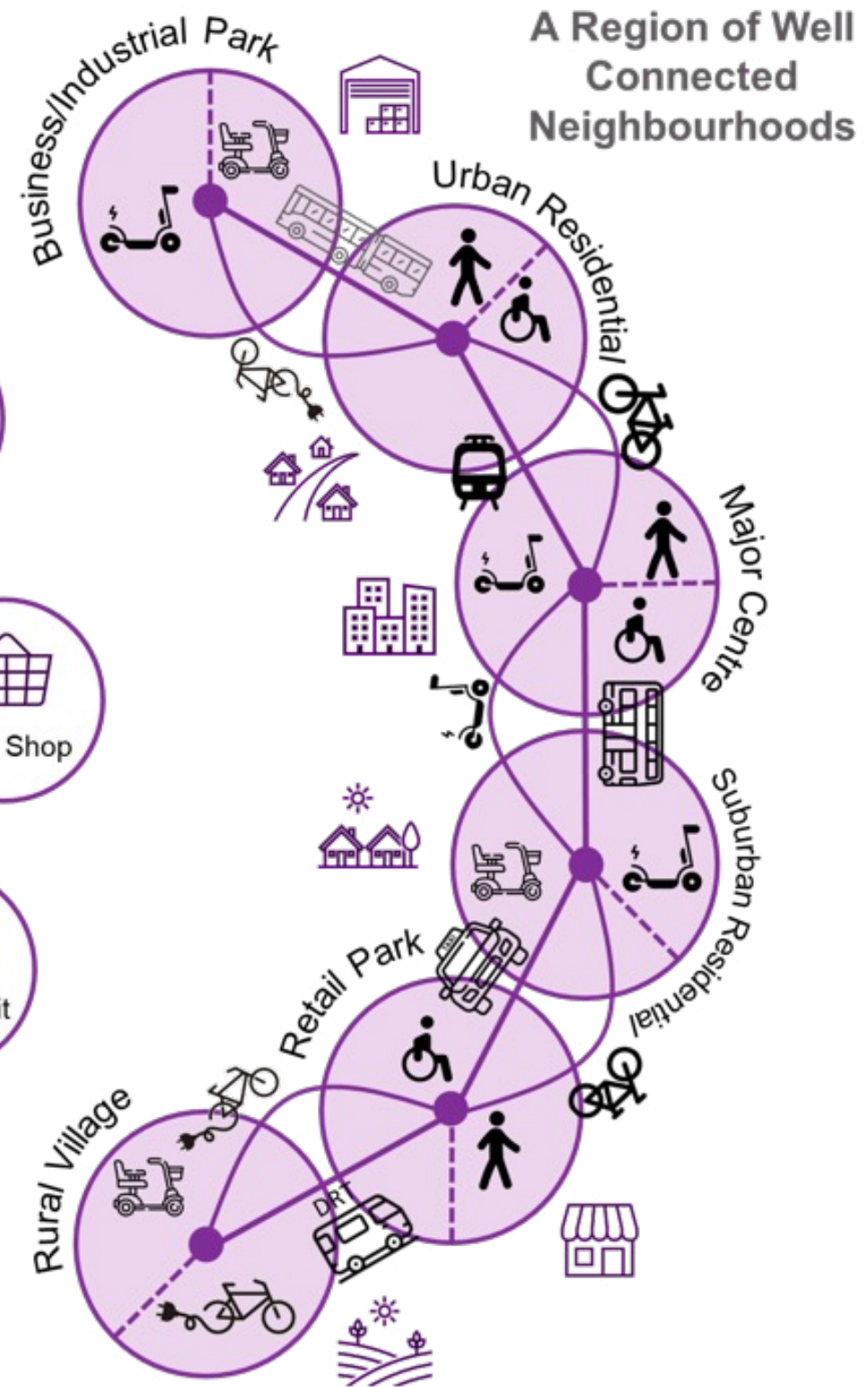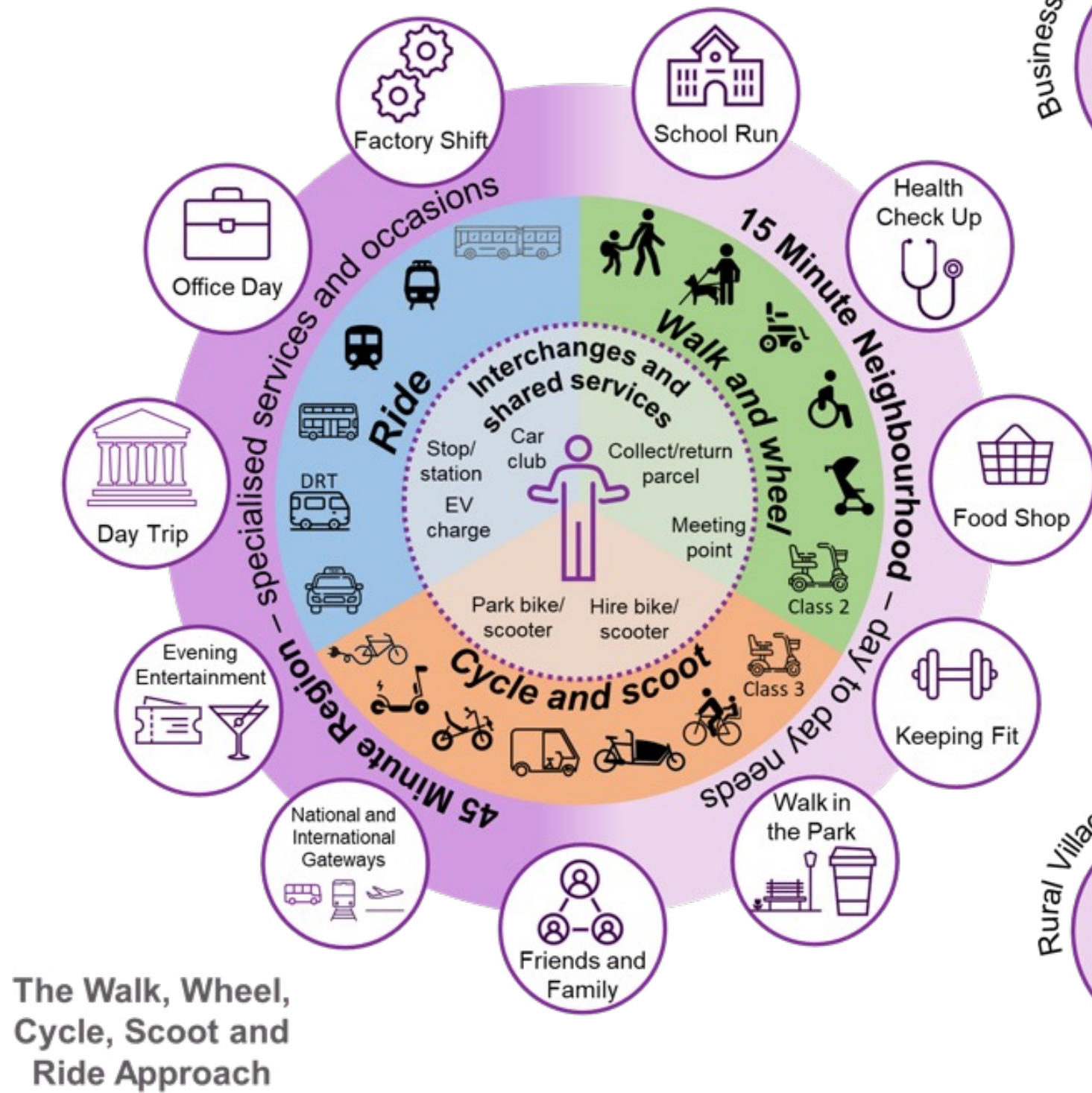
Our Approach

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; the two are inseparable and so must be progressed together.

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 and promoting them 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 approach and mix of 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 infrastructure to support walk and wheel, cycle and scoot, and ride modes. 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 travel by walk and wheel, cycle and scoot, and ride modes. 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 deliver our Vision for Travel by improving travel choices, and achieve wider aims through behaviour change.

We therefore need to develop a different strategy which includes the use of a greater range of policy measures including those which will help us to manage demand alongside improvements to accessibility.

Policy – Approach – Making an Impact

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, restricting access to particular roads or limiting speeds).

We will take this into account when assessing the case for and impact of proposals.

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 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.

Policy – Approach – Just Transition

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.

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. It has also consulted on proposals to ban pavement parking across the UK. Such measures 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.

Policy – Approach – Empowering communities

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.

This requires us to engage with the public to help them make informed choices over how the transport system is governed.

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"

Policy – Approach – A Dynamic Plan

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.

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

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

Reimagining transport in the West Midlands - WMLTP5 Core Strategy   22

Planning for an uncertain future

Previously, LTPs have been developed around a singular set of assumptions for the future. However, there are many uncertainties that impact what we can/can't do or what may or may not be most effective and valuable.

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

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

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

It is impossible to plan for every plausible future considering every plausible uncertainty. However, to support the development of our LTP we have focussed on two extreme scenarios around particular uncertainties that we considered would fundamentally affect the strategic context for intervention.

We have focussed on the political uncertainties across the UK over policies to manage demand and providing increased subsidies for transport services.

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

- It is widely understood that demand management is required to substantially shift travel behaviours to achieve all our LTP aims, particularly at the pace needed to decarbonise transport.

- Visions for future transport and the public's own aspirations have long included ambitions for high levels of service for public transport and these are dependent on revenue either from farepayers or from public subsidy (or both). Without wider policies to substantially increase recovery of demand for public transport, maintaining and growing public transport will require greater public subsidy than has currently been provided by Government and we will continue to make the case for this.
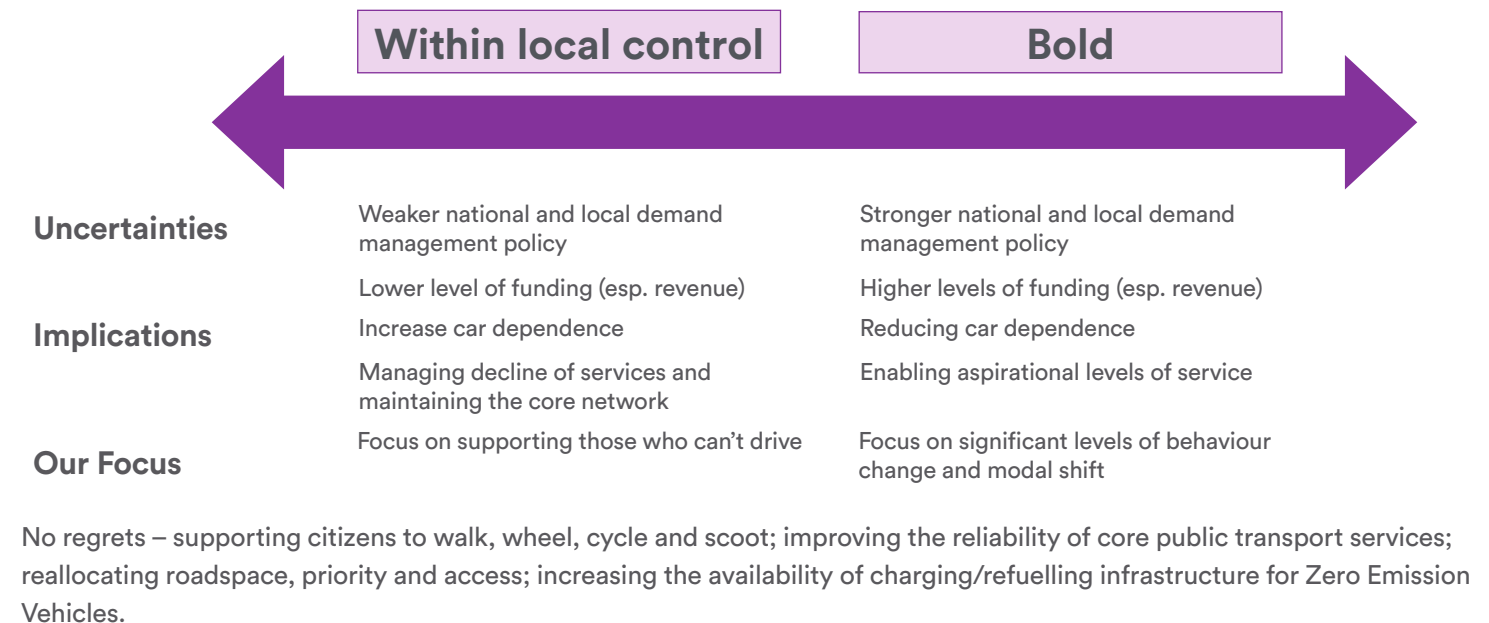
In spite of these ambitious aims, demand for car travel and carbon intensive trips have not generally been managed and funding subsidies have not been sufficient to deliver aspirational service levels. As a result, the availability of many revenue dependent transport services has generally worsened, particularly outside of routes to major centres. This has been a long-standing national impasse in transport policy affecting all urban areas for several decades and there are limitations on the ability of any single local area to break past this within level of powers and fiscal devolution common to all Combined Authority areas. Consequently, progress has tended to be limited to particular locations within a local area (such as areas of direct investment in town/city centres, local corridors, or specific neighbourhoods).

To tackle the scale of change needed at a regional level it is necessary to be "bolder" in both the scale of transformation of the network and services AND in the application of demand management. Together a bold approach of local measures delivered within a strong national policy framework will be sufficient to trigger the wider transformative system change which is required by the national policy targets, and by the region's own ambition for #WM2041, inclusive growth and health agenda. This is the 'bold' policy heart and ambition of our LTP.

Overview of LTP scenarios

This is an overview of our "within local control" and "bold" LTP technical assessment scenarios, noting more detail on the implications of these scenarios will be provided in guidance accompanying our LTP.

These will be used to frame the progress that we make towards the level of "bold" ambition which the LTP firmly targets. Unlocking our ambition to deliver the fullest extent of our LTP aims (including decarbonisation) requires bold action not only from us but from partners across and beyond our region, up to and including the national level. Strong action to manage demand within a robust national framework and toolset and with devolved funding for transport services would enable us to transform sustainable accessibility and help our citizens change their travel behaviours. In all our actions we will maximise what we can do that is within our power to enable and influence travel behaviour change. However, without a coherent approach as described by the 'bold' scenario and a unified level of commitment to act across and beyond our area, we may face challenges in sustaining shared public transport services and addressing car dependence. Notwithstanding this, there is positive progress we can and are making now within the funding and wider policy framework we currently operate in. This 'Within Local Control' scenario will move us towards delivering a more inclusive transport system and make progress on delivering our aims. It will do this by focussing on interventions that can support better access for those without access to a car and with limited alternative options. Many of these actions will make sense in both scenarios and are our "no regrets" priorities.

Within local control	**Bold**

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

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

Policy – Approach – Planning for Uncertainty

We will adopt an approach to developing and implementing the LTP that accounts for key uncertainties through approaches such as scenario planning.

In particular, we will use our "within local control" and "bold" scenarios to identify and prioritise resilient implementation proposals, and to work with partners across the region and beyond to raise the appetite for action needed to deliver our LTP aims at a more transformational level.

Scenario planning will help us dynamically manage LTP delivery.

Responding to the emerging car-led recovery
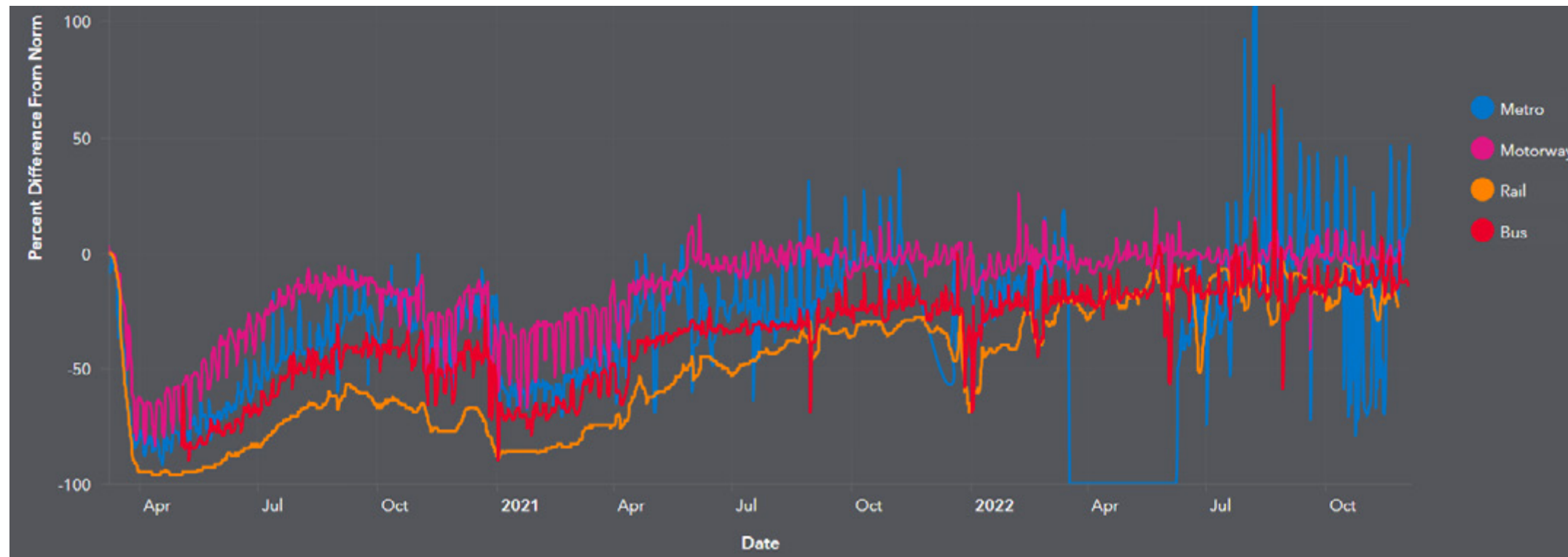
Changes in demand by mode since the Covid-19 pandemic.

Patterns of demand – why, when, how and where people travel – have been diverging significantly from trends before the pandemic. In part this is a result of the pandemic, people's adaptations to it, and the continuation of new habits/practices. However, the cost of living and energy crises have also been driving behaviour change.

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 has been a desire to "build back better" but doing so will require a conscious effort to do things differently.

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.

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.
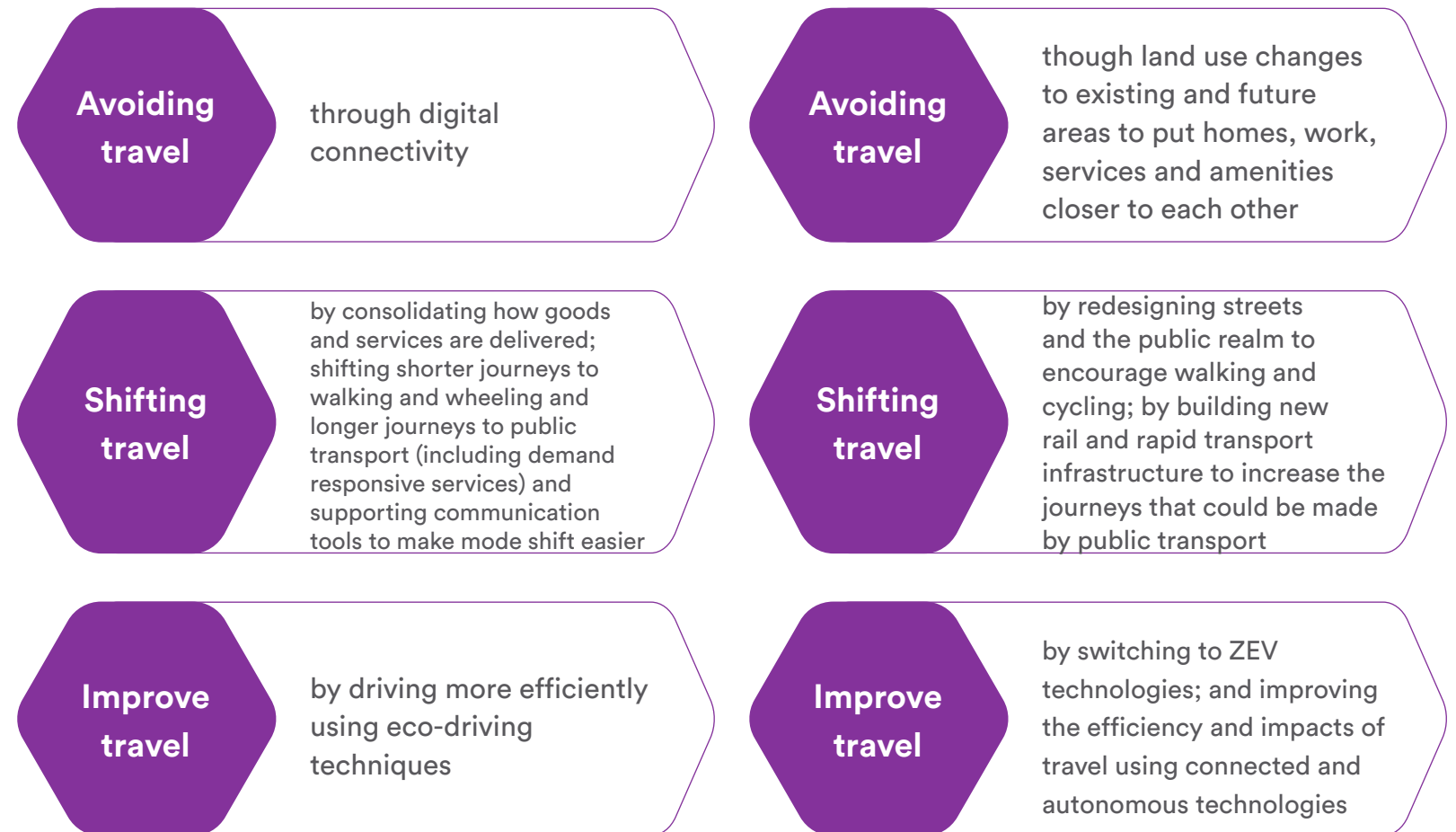
Policy – Approach – Early opportunities

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?

And the long term?

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

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 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.

Policy – Approach – Area strategies

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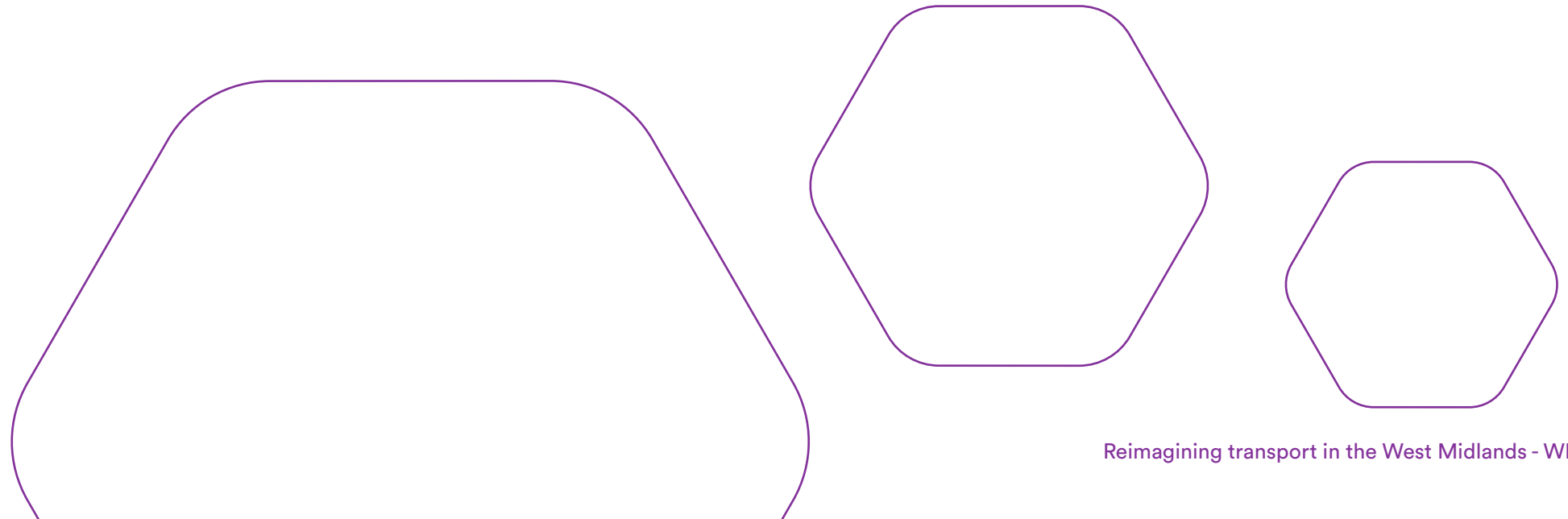
We will enable different plans to be drawn up for different places but we will foster and encourage collaboration to solve the problems in places that face similar challenges.

We will develop these strategies with local authorities, ensuring that the identification of the measures needed will be outcome-focussed and problem-led rather than solution-led. We will produce guidance accompanying this LTP to enable this.

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.

Villages | Business district | Farmland | Modern estates
Town high streets | Industrial parks | Older urban terraces | Local centres
Retail parks | High-rise living | Neighbourhood shops | Business parks

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, made up of Dudley, Sandwell, Walsall and Wolverhampton, 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.
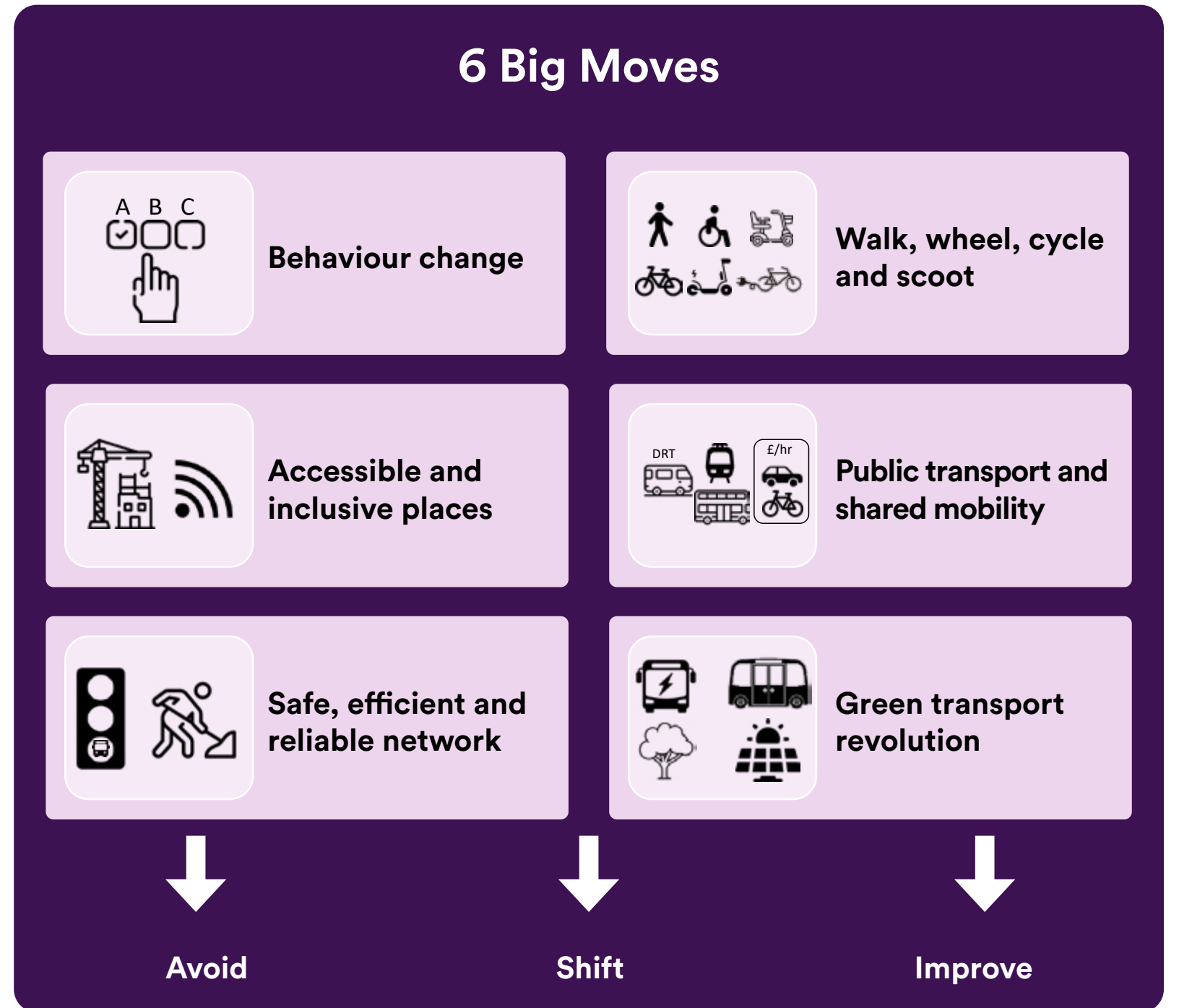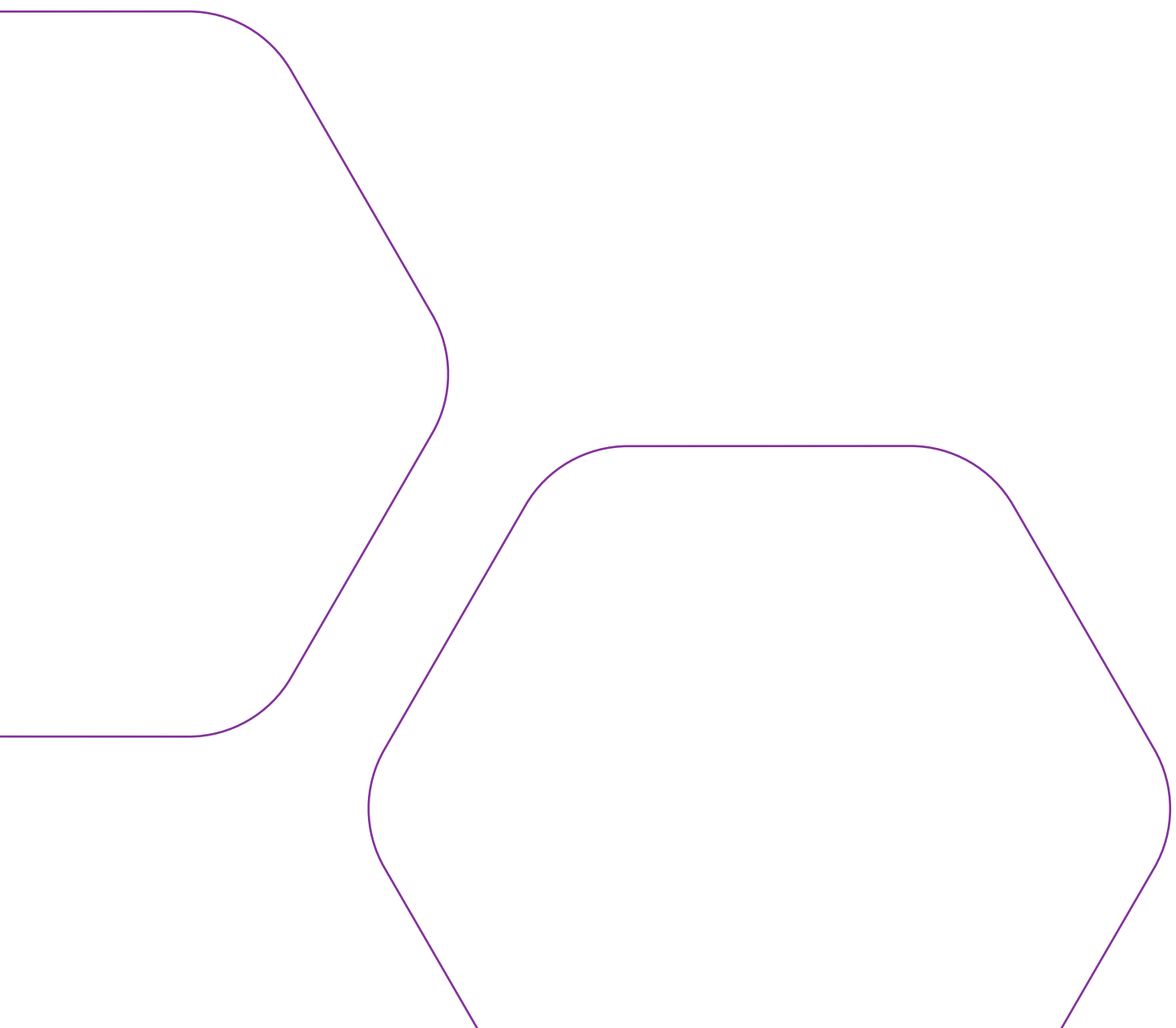
Our Actions

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.

6 Big Moves

Behaviour change

Walk, wheel, cycle and scoot

Accessible and inclusive places

Public transport and shared mobility

Safe, efficient and reliable network

Green transport revolution

Avoid   **Shift**   **Improve**

Behaviour change
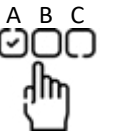
This Big Move is fundamental to both the overall Core Strategy, but also the other 5 Big Moves. To enable the city region to be more prosperous, inclusive and sustainable, we need to tackle the high levels of car dependency in the region. If we cannot support more people to travel less, use cars less and live more locally, then we will be in danger of not meeting the core goals of the Local Transport Plan.

This Big Move does not just require different conversations with businesses and communities about how they travel, but also requires TfWM and its partners to work differently to deliver better outcomes for the region, based on a deeper understanding of people's travel needs and the challenges they face in accessing opportunities. This Big Move requires changes in how we govern the transport system, how we change people's experience of the transport system, and how people choose to travel.

The West Midlands should become a place where no matter where you live you do not need to own a car to live a full life, and if you cannot afford to own a car you are not excluded from everything the region has to offer.

This Big Move is all about:

- How the public sector can take a leadership role to change behaviours in the region, and how we will do that with a vision-led approach that focusses on where we want to be not where we predict we'll be.

- How we will focus our work towards policies and decisions which understand the users of our networks, their needs, the barriers they face and how they make choices. This will be inclusive of all users to ensure the West Midlands transport system works for all, not just the majority.

- How we can manage the demand for transport in our region to help us meet the objectives of the LTP Core Strategy.

- How we will engage with the public to help them to understand the problems and issues we're facing, what they can do to help tackle the big challenges and, importantly, how they will be part of the decision making process to reshape our streets.

Where we are now:

For most of our residents and businesses, travelling or moving goods using a petrol or diesel engine motor vehicle feels like the only choice available, even if they do not want or cannot afford to own one. Those who don't own a vehicle are excluded from many activities and opportunities

Where we would like to be if our Big Move is successful:

The lifestyles of many of our residents have changed, they do not need to travel as often because more of their daily activities can be done from home or close to where they live, and more goods/ services arrive to them.

And it's not just that more of what people need is closer by, it's also that travelling around their local area is more rewarding because we've created an environment where walking, wheeling, cycling or scooting is safe, prioritized and convenient.

But it's not just about local living, people find that more is accessible by reliable public transport, with more opportunities found close to centres and along key transit corridors, and it is accessible by reliable and available public transport.

Cars still provide the most flexible way to travel but they are needed less often. It might feel less convenient than before to jump in the car for a trip around the corner but that's because of the trade-offs we've all chosen to make to reshape our streets to support other forms of transport. And with car clubs available fewer households will need to own a car.

Businesses make fewer journeys when delivering their goods and services because AI technology is creating the most optimal routes, and all their vehicles are now zero emissions. Business travel is reduced overall because more work and meetings can be done remotely.

Accessible and inclusive places

This Big Move is all about creating more accessible places where people don't require a car to live good lives. This entails more careful planning of places with accessibility in mind, as well as improving sustainable transport and digital connectivity to allow people to access opportunities without needing a car.

In the past, too many communities were designed solely around the needs of cars with little consideration given to how people will access jobs, schools, shops and essential local services without a car.

We want to create a new kind of city-region, one where people and businesses can thrive, access all that the West Midlands has to offer; but also where they can live more sustainably without having to make sacrifices.

How we plan the growth and transformation of the places we live, work and play has a huge impact on the transport system we need to provide, and vice-versa, so we need to bring how we think of them together.

This Big Move is all about:

- How we will define and measure accessibility for future decision making. We need to move away from previous definitions which simply looked at journey times to access jobs and services, and instead recognise that people's accessibility is more complex than that. Our new way of thinking about accessibility for our residents and businesses will be crucial to our future decision making.

- How we need to think differently about our plans for changes in land use across the region, for both new developments and how our urban and rural areas evolve over time.

- How we need to incorporate digital connectivity into all of our thinking. As technology evolves it has a greater and greater potential to reduce our need to travel and is a vital tool to help us meet traffic reduction targets.

Where we are now:

Most existing communities and new developments are still planned around the needs of the private vehicles, with sustainable transport modes an after thought.This locks in car dependent behaviours, undermining efforts to encourage more sustainable travel.

Where we would like to be if our Big Move is successful:

We will have reduced the impacts of growth on the region by using land more effectively and reducing additional travel demand by private car.

People will be living or working in places which do not need a car to access them. Those who need a car, can access a car club vehicle and have convenient access to electric vehicle charging infrastructure.

All communities have excellent walking, cycling and public transport access to local schools, shops, healthcare and leisure activities so that most local trips are made by sustainable modes of transport. As a result, neighbourhoods have less traffic, better air quality and people are more physically activity because they can safely and easily walk, wheel and cycle for everyday journeys.

Careful consideration is given to servicing and deliveries to minimise the impact of goods vehicles on local roads.
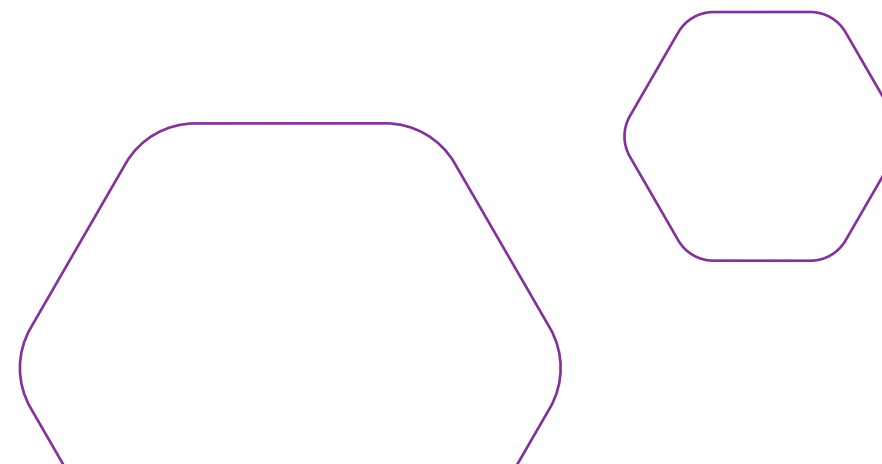
Walk, wheel, cycle and scoot

This Big Move is needed to support people to walk, wheel, cycle or scoot when and where they want, safely and conveniently. Our vision is: *Everyone in the West Midlands should be enabled to safely access a range of local destinations on foot, in a wheelchair or on a bike or scooter; with the aim of at least half of all trips in our area to be made by active modes by 2030.*

TfWM and the local authorities need to understand and address the barriers to achieving this vision for the different places and people of the region.

The two focus areas include:

- **Walking and Wheeling**– travelling on foot or in a wheelchair are everyone's fundamental modes of travel; every journey at least starts and ends by walking or wheeling. In our vision, they underpin 15 minute neighbourhoods as these modes are essential for navigating all places such as residential estates, town centres, retail parks or villages, and for citizens to access local amenities and services.

- **Cycling and Scooting**– bikes and scooters are light personal vehicles, powered or unpowered, that help people access what they need without needing a car and without being constrained by the timetables, fares/ticketing and coverage of public transport modes. They can help people navigate local places quicker than walking and wheeling or perhaps where distances to local services/amenities are beyond a comfortable walking or wheeling range, but also -depending on the individual and the reasons for travel – they can help people make longer journeys between neighbourhoods and centres.

This Big Move is all about:

- How important leadership will be in making bold decisions to create the best possible walk, wheel, cycle and scoot facilities for our residents and visitors.

- How we will plan and deliver infrastructure and networks which are compliant with the government's highest design standards (LTN1/20).

- How we can support more people to get access to vehicles (e.g. powered scooters/ hire bikes etc) to give them real choice for their journeys, and how we can integrate these with the wider public transport network.

- How we can raise the awareness, skills and knowledge of the options and opportunities available to people to help them travel confidently and safely.

Where we are now:

Many of our existing streets have been designed around motor vehicles; creating environments that are not welcoming for people to spend time in and do not support more sustainable travel modes. In many parts of the region, people don't feel safe walking, wheeling, cycling or scooting which acts as a barrier to being more active and travelling by these modes. Cycling and scooting is particularly poorly catered for.

Where we would like to be if our Big Move is successful:

People of all ages and from all walks of life can walk, wheel, cycle and scoot easily and safely around our neighbourhoods and local centres, as well as making some longer hops from one neighbourhood to another.

As we step out of our homes onto our streets, we're greeted by a safe and welcoming environment. Our pavements are decluttered and well-maintained, our local streets are quiet and feel safe to cycle/scoot and as we head toward main roads, we find segregated lanes/paths for cycling and scooting and safe crossing points. And when we arrive at our high streets and local centres, we find that these are environments where the congested high streets have given way to walking and wheeling friendly environments.

Through the creation of 15-minute neighbourhoods, people have better access to the day-to-day services and opportunities which enable them to lead a good life without needing to own a car.

As a result, these places are more pleasant to spend time in and people are healthier and happier because they are more physically activity in their everyday lives.

Public Transport and Shared Mobility

The public transport system is the backbone of our whole sustainable transport network and will play a key role in delivering our Vision for a 45-minute region with connected 15-minute neighbourhoods.

Our ambition is to create a high quality and affordable public transport system of integrated networks (including fixed public transport services, and demand responsive and shared services) linked by accessible and secure interchanges and promoted and branded as a single system.

This Big Move is all about:

- How we will plan for and create a truly integrated transport system, not just between different public transport modes but also across all methods of travel. This is about providing real choice to people as to how they can make any journey.

- How we will support access to shared services that allow people to access vehicles (including bikes, scooters, cars or vans) to drive without having to own one. This is useful to citizens of the West Midlands when they might not be able to own a vehicle, they might need to access a vehicle away from home, or they might need a specialist vehicle to meet a less frequent need.

- How, as part of the integrated system, we will plan for and deliver well designed and safe interchanges which provide connections between services and are gateways to/ from places

- How we will manage the overall system and make it as simple and easy as possible to use. This includes common branding, ticketing, information and promotion, supported by smart technology; with accessible design deployed throughout all elements of the system.

Where we are now:

For many people and businesses, there isn't a reliable public transport network that gets them where they need to go, when they need to go. The lack of integration between different services and operators makes the system difficult and expensive to use. For some there is a lack of understanding of how to get the best out of the transport system.

Where we would like to be if our Big Move is successful:

The West Midlands has a public transport system that fulfils our goal of being a 45-minute region of connected 15-minute neighbourhoods. All residents can live good lives without needing to own a car.

The series of networks, integrated as one overall system will be easy to understand, reliable, ticketing is easy and the services are efficient, accessible and comfortable.

Shared services (such as car clubs and bike hire) are incorporated into the overall system so are seen as complementary to public transport. This enables a 'go anywhere' integrated system to function as one entity for users.

Safe, efficient and reliable network

This Big Move sets out the need to develop and manage the West Midlands highway network in a way that improves its reliability and resilience and better supports travel by more sustainable modes of transport.

A network that adopts a shared approach to safer streets, one that responds to the needs and wants of existing and new users, and provides short- and long-term benefits to the users.

We want to use our road network to:

Encourage travel behaviour change and the use of more sustainable modes of transport	Reduce collisions and promote public safety
Deliver improved access to employment, leisure and educational facilities in line with the region's vision for travel	Promote economic activity in and through the region facilitating efficient freight & logistics operations
Create a more reliable network, reduce air and noise pollution and carbon emissions.	Ensure highway structures and road surfaces are designed and maintained with in-built resilience.

This Big Move is all about:

- How we will think about planning, developing and making investment decisions to improve the network for current and future generations.

- How we will effectively manage the performance of the highway network to make sure it is reliable and safe and provides good access to opportunities for all road users.

- How we will maintain the existing highway network to a high standard for everyone who uses it.

Where we are now:

Our road networks are often congested and poorly maintained with high levels of air and noise pollution. Journeys by car, bus and goods vehicle are often unpredictable, and walking, wheeling and cycling feel unsafe due to heavy and fast-moving traffic.

Managing and maintaining the network to ensure it adapts to climate change and changing travel habits is an ongoing challenge.

Where we would like to be if our Big Move is successful:

Through better use of technology, partnership working and reallocation of space, our road network is reliable, safe and efficient for all users. It is well maintained and more resilient to extreme weather events, and road deaths are a thing of the past.

We make better use of our existing infrastructure by giving more space to modes which move people and goods most efficiently rather than trying to accommodate more cars, vans and lorries.

The road network supports our region's businesses to grow and thrive but balances this with creating safe and comfortable spaces on streets where people live or spend time.

Green transport revolution

Improving how we travel is not enough to respond to the climate emergency that the region face today; we need to make sure that the whole transport system (including its infrastructure) has a significantly reduced impact on the environment. The land, water and air that we depend on is being damaged at a rate that is unsustainable. We need to reduce our impacts by pursuing the appropriate policies in an appropriate way to help us minimise and where possible turn back damage to our environment.

Delivering a green revolution through our LTP means partnership working between the public and private sector to rapidly decarbonise the transport system and to enhance our built and natural environment.

This Big Move requires TfWM to respond to the following key issues:

- Electric Vehicle Charging Infrastructure is inadequate in quality and coverage to support a rapid and just transition to Zero-Emission Vehicles (ZEVs).

- A poor urban environment and high transport emissions undermines people's quality life and wellbeing

- Limited integration of regional land use, transport, energy and infrastructure plans to deliver better environmental outcomes

- Limited funding to address environmental challenges and to support climate change adaptation

- Transport and business models without the right frameworks and policies could have potentially disruptive impacts on people and places

Addressing the above will help TfWM achieve the following vision for this Big Move:

Tackling the climate emergency, improving air quality and maintaining biodiversity, promoting the use of environmentally responsible and sustainable behaviour and travel.

This Big Move is all about:

- Supporting the transition to a zero emission vehicle fleet in the West Midlands to radically reduce transport emissions. This requires the right recharging and refuelling network to support an accelerated shift away from internal combustion engines; and requires investment to support rapid transition of the public transport and shared transport fleet to zero emission vehicles.

- How we will ensure that all decisions we make will consider the impacts on and seek to improve the quality of built and natural environments.

- How we will embed innovation into our way of working through partnerships, both within the public sector and with the private sector. We are seeking to maximise the opportunities of the assets we hold, the expertise in our teams and the data we collect.

Where we are now:

The pace and rollout of electric vehicle charging infrastructure is too slow and a known barrier to more people making the switch.

Innovation in the transport field often happens in silos which is holding back further opportunities and benefits.

Where we would like to be if our Big Move is successful:

We are exploiting our strengths in products such as public transport, connected and autonomous vehicles, 5G, Mobility as a Service and modern infrastructure construction techniques as well as battery technology to provide world-class transport services for residents and businesses.

Our proposals for a regulatory sandbox focused on the region enable us to test and trial innovative new ways of developing, managing and maintaining the transport network.

The extensive network of recharging and refueling hubs available supports a rapid transition to low-emission vehicles (car/van, lorries and public transport), creating cleaner air and meeting our net zero commitments.

LTP Development

Integrated Sustainability Assessment

Local Transport Plan (LTP)

Core Strategy

Area Strategy Guidance Tool

4 Area Strategies

Black Country	B'ham
Solihull	Coventry

6 Big Moves

Implementation Plan

Monitoring and Evaluation Plan
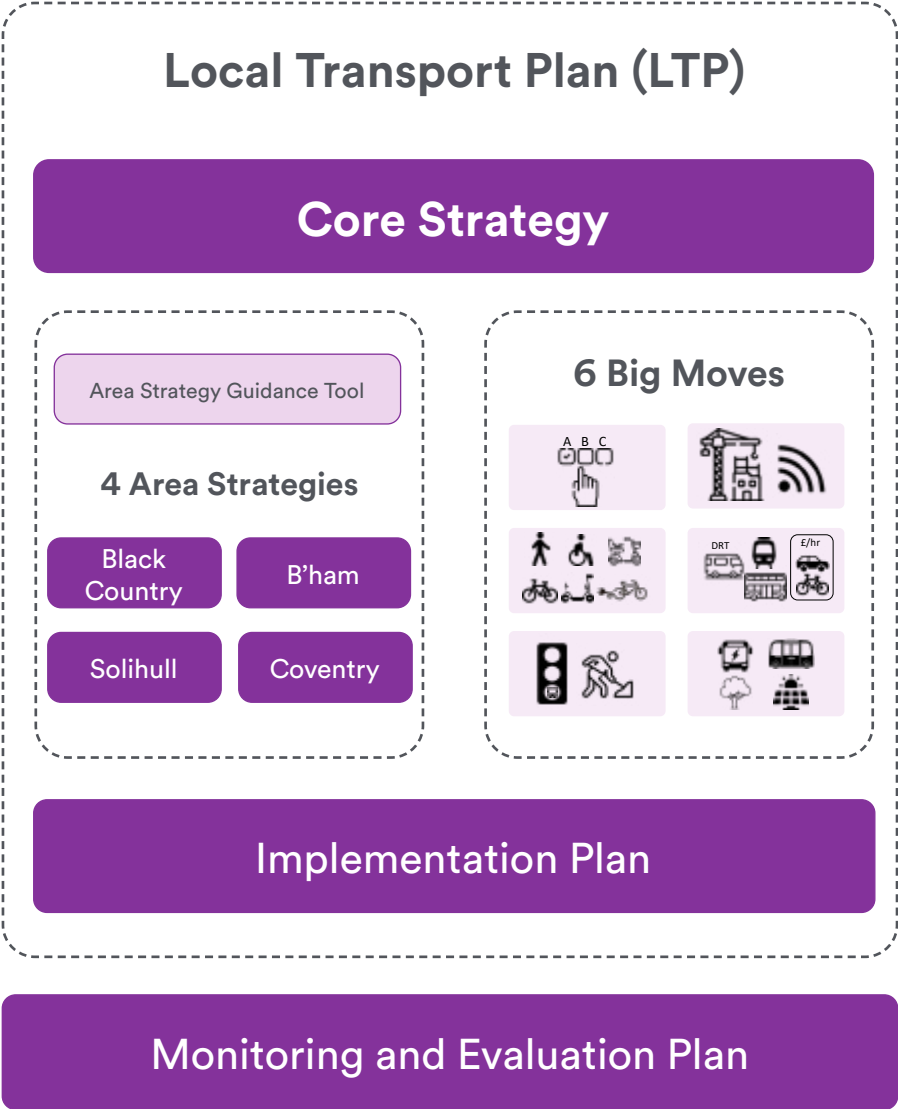
Other Strategies and programmes as required by Government (examples below)

- Bus Service Improvement Plan
- Local Cycling and Walking Investment Plan
- Zero Emission Vehicle Charging Infrastructure Strategy
- City Regional Sustainable Transport Settlement

The LTP will inform the approach and priorities under other strategies and programmes. And the resultant implementation proposals from these strategies and programmes will form part of the LTP implementation plan.

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 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. Development of these will be supported by our own guidance for tailoring strategy.

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.
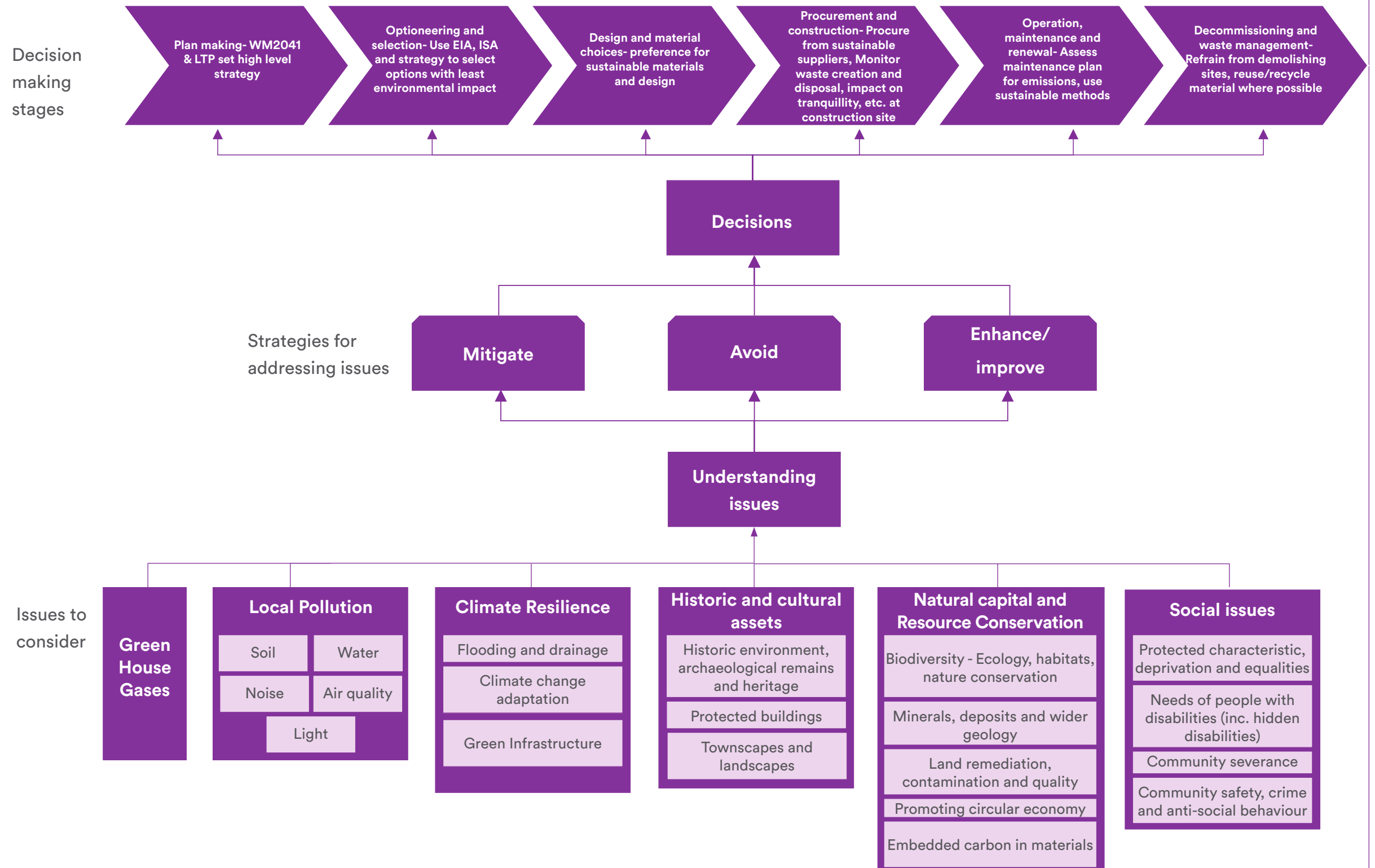
Policy – Approach – Sustainable planning and delivery

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).

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.

Decision making stages

| Plan making- WM2041 & LTP set high level strategy | Optioneering and selection- Use EIA, ISA and strategy to select options with least environmental impact | Design and material choices- preference for sustainable materials and design | Procurement and construction- Procure from sustainable suppliers, Monitor waste creation and disposal, impact on tranquillity, etc. at construction site | Operation, maintenance and renewal- Assess maintenance plan for emissions, use sustainable methods | Decommissioning and waste management- Refrain from demolishing sites, reuse/recycle material where possible |

Decisions

Strategies for addressing issues

Mitigate   **Avoid**   **Enhance/ improve**

Understanding issues

Issues to consider

Green House Gases

Local Pollution
- Soil
- Water
- Noise
- Air quality
- Light

Climate Resilience
- Flooding and drainage
- Climate change adaptation
- Green Infrastructure

Historic and cultural assets
- Historic environment, archaeological remains and heritage
- Protected buildings
- Townscapes and landscapes

Natural capital and Resource Conservation
- Biodiversity - Ecology, habitats, nature conservation
- Minerals, deposits and wider geology
- Land remediation, contamination and quality
- Promoting circular economy
- Embedded carbon in materials

Social issues
- Protected characteristic, deprivation and equalities
- Needs of people with disabilities (inc. hidden disabilities)
- Community severance
- Community safety, crime and anti-social behaviour

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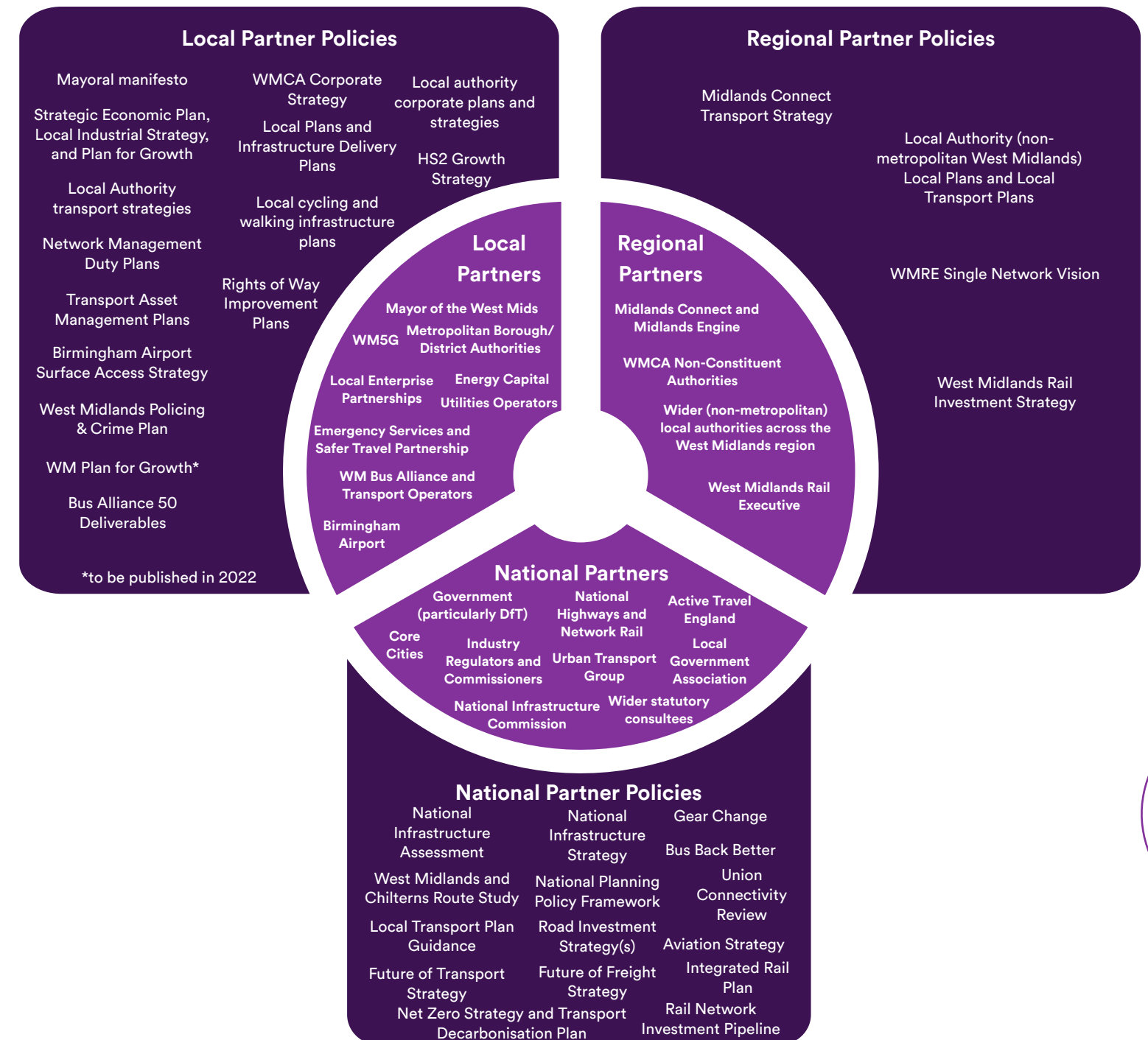
There are a number of delivery partners who are critical for delivering this LTP:

- 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.

Local Partner Policies

Mayoral manifesto

Strategic Economic Plan, Local Industrial Strategy, and Plan for Growth

Local Authority transport strategies

Network Management Duty Plans

Transport Asset Management Plans

Birmingham Airport Surface Access Strategy

West Midlands Policing & Crime Plan

WM Plan for Growth*

Bus Alliance 50 Deliverables

WMCA Corporate Strategy

Local Plans and Infrastructure Delivery Plans

Local cycling and walking infrastructure plans

Rights of Way Improvement Plans

Local authority corporate plans and strategies

HS2 Growth Strategy

*to be published in 2022

Regional Partner Policies

Midlands Connect Transport Strategy

Local Authority (non-metropolitan West Midlands) Local Plans and Local Transport Plans

WMRE Single Network Vision

West Midlands Rail Investment Strategy

Local Partners

Mayor of the West Mids

WM5G

Metropolitan Borough/District Authorities

Local Enterprise Partnerships

Energy Capital

Utilities Operators

Emergency Services and Safer Travel Partnership

WM Bus Alliance and Transport Operators

Birmingham Airport

Regional Partners

Midlands Connect and Midlands Engine

WMCA Non-Constituent Authorities

Wider (non-metropolitan) local authorities across the West Midlands region

West Midlands Rail Executive

National Partners

Government (particularly DfT)

Core Cities

Industry Regulators and Commissioners

National Infrastructure Commission

National Highways and Network Rail

Urban Transport Group

Wider statutory consultees

Active Travel England

Local Government Association

National Partner Policies

National Infrastructure Assessment

West Midlands and Chilterns Route Study

Local Transport Plan Guidance

Future of Transport Strategy

Net Zero Strategy and Transport Decarbonisation Plan

National Infrastructure Strategy

National Planning Policy Framework

Road Investment Strategy(s)

Future of Freight Strategy

Gear Change

Bus Back Better

Union Connectivity Review

Aviation Strategy

Integrated Rail Plan

Rail Network Investment Pipeline

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.
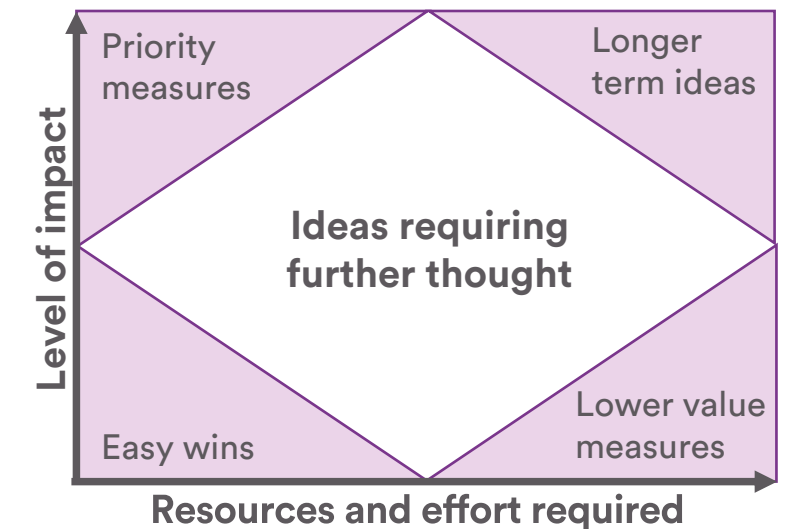
Local transport relies heavily on funding from central Government. We will continue to make the case for investment in our region, and we will continue to push for better long-term security of funding and flexibility in how to invest it best in our region. TfWM and local authorities will continue to 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)

We will continue to lobby for greater devolution of funding that gives us greater flexibility and long term certainty to enable us to invest in our own priorities for meeting the needs of the West Midlands.

Policy Summary

Aims

Policy - Aims - LTP Objectives

Our objectives for this LTP 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.

Policy - Aims - Reimagining Transport

Reimagining transport in the West Midlands to better support inclusive growth 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.

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.

Policy - Aims - Primary Transport Outcomes

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.

These are:

- Improving accessibility we will improve the range of opportunities that people can access without a car.
- Reducing traffic we will reduce the total number of vehicle kilometres travelled per year by motor vehicles (cars and all heavier vehicles); and
- Electrifying transport we will reduce the number of vehicles powered by internal combustion engines (e.g. petrol and diesel fuelled vehicles).

Policy - Aims - 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.

Policy - Aims - Scale and Pace of Change

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. We will assess our progress against this scale of change as we deliver the LTP.

Policy - Aims - Citizen Focussed Mobility

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, and it will also help us improve accessibility for all.

In order to best understand our citizens needs, we will also need to put them at the heart of our conversations on how to change transport through engagement and co development.

Vision

"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."

Policy - Vision - The vision for travel

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 and wheeling, cycling and scooting , and riding travel options that require neither an expensive private vehicle or a full driving licence.

It means that a good range of everyday services in our neighbourhoods can be accessed 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 within a 45 minute trip.

These modes will be supported by shared services, granting to access to vehicles without having to own one, and interchanges that bring transport services together to create places with greater amenity.

Approach

Policy - Approach - Making an Impact

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, restricting access to particular roads or limiting speeds).

We will take this into account when assessing the case for and impact of proposals.

Policy - Approach - Just Transition

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.

Policy - Approach - Empowering communities

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.

This requires us to engage with the public to help them make informed choices over how the transport system is governed.

Policy - Approach - A Dynamic Plan

- 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.

Policy - Approach - Planning for Uncertainty

We will adopt an approach to developing and implementing the LTP that accounts for key uncertainties through approaches such as scenario planning.

In particular, we will use our "within local control" and "bold" scenarios to identify and prioritise resilient implementation proposals, and to work with partners across the region and beyond to raise the appetite for action needed to deliver our LTP aims at a more transformational level.

Scenario planning will help us dynamically manage LTP delivery.

Policy - Approach - Early opportunities

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.

Policy - Approach - Area strategies

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 outcome focussed and problem led rather than solution led. We will produce guidance accompanying this LTP to enable this.

Implementation

Policy - Approach - Sustainable planning and delivery

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).

Policy - Approach - Prioritising resource

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)

We will continue to lobby for greater devolution of funding that gives us greater flexibility and long term certainty to enable us to invest in our own priorities for meeting the needs of the West Midlands.

Transport for
West Midlands