2016
West Midlands
Travel Trends
New Bromsgrove station opens
Bromsgrove’s new £24m railway station was officially opened by the town’s MP and Secretary of State for Communities and Local Government, Sajid Javid in September.

Mr Javid was joined by representatives from Worcestershire County Council, West Midlands Combined Authority (WMCA), Network Rail and London Midland, along with other stakeholders, to mark the opening of the new station, which became operational to the public on 12 July 2016.

Rail users are now benefitting from a range of improved facilities. These include a staffed ticket office, passenger waiting room, toilets and 350 onsite car parking spaces. An external concourse links passengers to the car parking areas along with new bus stops, a taxi rank, pedestrian footpaths and a cycle store.

In addition, the new station facilities and better integration with local bus services make it easier for passengers to use the train to travel between Bromsgrove and Birmingham and Worcester. It will also reduce congestion and carbon emissions and make it easier to access the town. In turn, this will make the local area more attractive for businesses and encourage job creation in the Bromsgrove area.

The station is fully accessible to all users and has the capacity to handle 800,000 passengers per year. In addition, the longer platforms will allow additional rail services to stop at Bromsgrove in the future. Once further works are complete, there will be four trains per hour between Bromsgrove and Birmingham.

WMCA jointly funded the new station in partnership with Worcestershire County Council to improve access to the wider West Midlands transport network.

National award success
The West Midlands Combined Authority won a major award after Transport for West Midlands (TFWM) picked up the City-Region Transport Authority of the Year title at the National Transport Awards in October.

TFWM was highlighted as an example of good practice after delivering important projects including the Midland Metro tram extension through Birmingham City Centre, the Swift smartcard - the most advanced of its kind outside of London - and the innovative Bus Alliance which works with bus companies to encourage investment in the network, increase standards and improve bus links. TFWM triumphed over tough competition from other regions including Greater Manchester, Merseyside and the North East.

There was further success for TFWM with a Highly Commended in the Improvements to Bus Services Award for the Platinum bus project.

Midland Metro also celebrated a glorious double after scooping two prizes at the prestigious Global Light Rail Awards in London.

It won Best Customer Initiative for the introduction of contactless payments on to the service and Project of the Year Over £50 million for the opening of the Birmingham City Centre Extension from Snow Hill to Grand Central station, the conclusion of the £128m city centre extension and fleet replacement programme.

The first part of the Midland Metro extension to Bull Street was opened by Her Majesty the Queen in December 2015, with the Grand Central opening marked by Birmingham rock legend Ozzy Osbourne the following May.

Since opening to Grand Central, Metro has seen passenger numbers rise by 30% on the previous year. The extension forms a part of a £128 million investment programme that saw the construction of the extension, a fleet of new trams and the expansion of the Metro depot at Wednesbury. It is expected to boost the West Midlands economy by more than £50 million a year and create 1,300 new jobs.

The extension is the first phase of the expansion of the network through Birmingham, with utility work already underway in preparation for the construction of extensions to Centenary Square and Wolverhampton Station which are due to open in 2019.

All systems go for Swift Pay As You Go
Catching the bus, tram or train is now even easier following the launch of the Swift Pay As You Go (PAYG) card. Passengers no longer need to root around for change thanks to the Swift smart card that now allows them to load cash on the card and then buy single, return and day tickets.

PAYG can now be used on all buses in the region including National Express West Midlands and National Express Coventry services as well as 22 other operators in the West Midlands.

It has also been rolled out on the Midland Metro and local rail services including Virgin, London Midland and Arriva. Identified as a priority by Transport for West Midlands (TFWM), Swift is used in the same way as cash but is cheaper as many bus operators offer a discount of more than 10%.

Passengers load cash onto their Swiftcard and use it to buy tickets. Cards can be topped up online through a passenger’s...
Swift account, or by visiting one of 250 PayZone outlets across the West Midlands and Network West Midlands Travel Centres.

They can also be topped up online by using one of 100 Swift card collector machines at bus stops across the region, or by using the Swift card android app available from the Google Play store.

As well as PAYG, a Swift card can also be used for weekly and monthly travel passes, available for bus and Midland Metro that can be stored on a Swiftcard. There are currently 13,000 Swift card users making more than 500,000 journeys a month.

**Bus passenger satisfaction riding high**

An independent survey has shown that around nine in ten bus passengers in the West Midlands are happy with their service. Figures released by transport watchdog Transport Focus show that 87% of the region’s bus travellers are satisfied.

The Bus Passenger Survey, which questioned more than 1,550 people across the metropolitan area between March and May 2016, shows that of the 48 key indicators rated for satisfaction by West Midlands passengers, a total of 36 scored higher than in the previous survey of autumn 2014, with a further seven, including the overall 87% satisfaction rate, remaining the same.

Key findings include an 81% satisfaction rating for punctuality (up 5%), a 90% score for ease of getting on and off the bus (up 1%) and 86% satisfaction with the on-bus journey time (up 1%).

The higher satisfaction rates are a reflection of improvements brought in over the last three years as part of the groundbreaking and award-winning Partnership Plus project. The partnership between TfWM (formerly Centro), and bus companies National Express West Midlands and Arriva Midlands has seen a range of passenger benefits introduced by all parties, including new buses and easy to understand networks along with improved information and ticketing. The partnership with National Express alone has seen more than £80 million of improvements introduced over the last three years. Among these has been the roll out of a £30m fleet of new, low emission buses.

**Sandwell school stars in Modeshift scheme**

A Sandwell school has scooped a government award for commitment to helping pupils and staff choose greener, healthier travel options.

Sandwell Community School has been named a winner in the national Modeshift STARS awards, handed out by government to schools making efforts to promote travel by public transport, walking or cycling.

The school’s Wodens Rise Campus, in Wednesbury, earned Bronze accreditation after TfWM (formerly Centro) supported the school throughout the project as part of its Smart Network, Smarter Choices sustainable travel programme. The Smart Networks Smarter Choices project involving the Modeshift STARS programme provided the school with funding for bikes and storage facilities which would not have been possible previously.

The school introduced a range of measures including:
- Organising a public transport race to the city centre
- Providing cycle maintenance and cycle training classes
- Including cycling in PE lessons
- Applying for a grant for pool bikes
- Organising led bike rides to Sandwell Valley

The Modeshift scheme encourages schools across the country to join in a major effort to increase levels of sustainable and active travel in order to improve the health and well-being of children and young people.

**Midland Metro extension given royal seal of approval**

Her Majesty the Queen gave the £128 million Midland Metro tram system the Royal seal of approval on a visit to Birmingham in 2015, while the extension was later officially opened by rock legend Ozzy Osbourne.

Accompanied by the Duke of Edinburgh, the Queen named a tram after the late Councillor Angus Adams, former chairman of Centro (now TfWM), at the new Bull Street stop in the city centre.

To mark the introduction of trams in the city centre in May 2016, Ozzy Osbourne returned to his home town to unveil a vehicle bearing his name. The Aston-born frontman of Black Sabbath received a hero’s welcome from hundreds of fans who lined Birmingham’s Corporation Street.

The extension is part of a £128 million project which has seen the introduction of a new fleet of 21 Urbos 3 trams, a refurbished depot at Wednesbury and a new stop at Snow Hill station. It is expected to boost the West Midlands economy by more than £50 million a year, create 1,300 new jobs and deliver more than three million people a year directly into the heart of Birmingham’s main shopping district.

The Midland Metro runs between Birmingham and Wolverhampton, serving locations such as the Jewellery Quarter, West Bromwich, Wednesbury and Bilston. Funding has also been earmarked to take trams to Edgbaston, while the route of another extension through Digbeth has also been finalised including to the planned HS2 high speed rail station. Work has already begun on extending the route from New Street Station to Centenary Square with services expected to start running in 2019.

**Operators sign up to West Midlands Bus Alliance**

Bus operators across the West Midlands have signed up to a groundbreaking initiative delivering millions of pounds of investment to the region’s network.
The Bus Alliance is the first of its kind in the country and will see £150 million invested by operators and partners between now and 2021.

The investment in bus fleets by operators will enable them to meet rigorous new standards on key issues such as vehicle emission levels, branding, maximum fares and frequency. The Alliance was devised by Transport for West Midlands (formerly Centro) and supersedes the previous Transforming Bus Travel/Partnership Plus initiatives.

Crucially, an area of focus for the Bus Alliance we will be working with the smaller bus operators to help them meet new standards and ensure the network is not monopolised by the larger companies.

The Bus Alliance will deliver quicker journey times, newer buses, better on board services and limit fare increases. It is the first time that bus companies, highways departments and leaders of local councils have come together to deliver such a raft of improvements. It will operate thorough much wider use of Statutory Quality Partnership (SQP) powers under the Transport Act 2000.

An SQP has been used since 2010 to set a minimum standard of quality for buses operating in Birmingham City Centre. They will now be rolled out over the entire region and, unlike previous agreements, companies will now have to comply with the standards set down by the Alliance.

This will allow the Alliance to tackle quality issues identified across all the districts of the West Midlands, such as working to remove older and more polluting buses.

The Alliance will also develop a multi-million pound package of measures to improve bus speeds and make journeys more reliable for customers across the region.

**Funding secured to upgrade 150 buses with clean air technology**

The engines in 150 West Midland buses were fitted with clean air technology after the region won nearly £500,000 of funding.

The money was secured from the Government’s Clean Bus Technology Fund following a joint bid by TfWM and bus operator National Express West Midlands (NXWM). The funding enabled 27 of the company’s buses to be retrofitted with the technology which can cut harmful emissions by up to 90%, helping to improve air quality in the region’s city and town centres.

In addition, NXWM is spending a further £2.2 million of match funding to upgrade another 123 buses and all of the buses will be fully refurbished.

The buses were fitted with exhaust gas treatment systems called selective catalytic reduction (SCR) over the summer and autumn, essentially seeing the older engines become as clean as the latest Euro 6 models already fitted in 159 of NXWM’s 1,540-strong fleet.

The buses selected for the upgrade operate in those areas of the West Midlands identified in a recent report as having the worst air quality. These include the area inside Birmingham’s inner ring road which has been highlighted as being of particular concern.

The funding secured under the bid will now complement the £125 million due to be invested in new buses over the next five years as part of the Bus Alliance agreement.

The Clean Bus Technology Fund is a core part of the government’s commitment to green transport which has seen £2 billion worth of measures introduced nationwide since 2011.

**New railway stations open under £13.6m scheme**

Two new railway stations serving Coventry and Nuneaton opened in the past year.

Bermuda Park and Coventry Arena stations became operational as part of a £13.6 million investment to improve rail services between Coventry and Nuneaton. This is the first part of a plan to develop the route from Nuneaton to Coventry and Coventry to Leamington Spa.

Later work will include a new platform at Coventry to increase the frequency of services and a new station at Kenilworth. The investment will give better rail access to jobs, retail, leisure and education across Coventry and Warwickshire while reducing road congestion.

The Coventry–Nuneaton upgrade is being delivered by Coventry City Council, TfWM and Warwickshire County Council and is funded by the three partners, the Department for Transport (DfT) and the European Regional Development Fund (ERDF).

Bermuda Park is the 150th station to join the London Midland network. The station has 30 free car parking spaces and Coventry Arena has 80 car parking spaces.

**Four Oaks expanded Park and Ride open for business**

Commuters can now take advantage of extra free parking at Four Oaks railway station with the opening of a new £2 million Park and Ride extension.

TfWM completed the work in just under four months, increasing Park and Ride capacity at the station by almost 20%.

The scheme, which built a steel framed single-deck car park over one of the existing car parks, added 70 more spaces to the existing 275 at the busy station near Sutton Coldfield.
The works will ease overcrowding at the Park and Ride facility - which proved so popular with commuters that it filled up well before the end of the morning rush hour.

The extra spaces will also help combat congestion and carbon emissions by taking a further 32,000 commuter car journeys off local roads each year. The scheme also included installation of low energy lighting, CCTV cameras and help points linked to the Network Safety and Security Centre.

More than £15 million has been invested in Park and Ride facilities since 1997 to provide more than 8,000 free spaces at 38 rail stations and three Midland Metro stops across the region.

These spaces are calculated to take more than three million journeys off the region’s roads each year, reducing carbon dioxide emissions by at least 6,000 tonnes.

Midlands Connect appoints Sir John Peace as independent chair

Midlands Connect, the partnership tasked with developing a transport blueprint to unlock economic growth across the region has appointed businessman Sir John Peace as its independent chair. He will support the partnership as it develops a Midlands-wide transport strategy that can facilitate economic growth and power the Government’s vision of a ‘Midlands Engine’.

Nottinghamshire-born Sir John is chairman of the global luxury brand, Burberry Group plc and leading international banking group Standard Chartered PLC.

A dedicated Midlands Connect website has also been launched, offering all the latest news from the partnership as well as background information, research studies and other useful documents.

The website explains why 28 local authorities and Local Enterprise Partnerships from across the East and West Midlands have come together to speak with one voice on the need for better transport links and work with Network Rail, Highways England, HS2 Ltd and the Department for Transport, as an associate member of the partnership, as they develop the strategy.

The partnership is currently in the process of identifying the major road and rail schemes needed to support the region’s economy and help power the Government’s vision of a ‘Midlands Engine for Growth’.

The schemes will form the backbone of a transport strategy due to be published in March next year.

The partnership believes improvements are badly needed to not only help release untapped growth across central England but to tackle the significant transport challenges that are already impacting on the competitiveness of both the Midlands and the wider UK economy.

Research has shown that speeding up journey times across the Midlands could boost the regional economy by more than £1 billion a year, create an additional 300,000 jobs and save businesses nearly £500 million.

Next stop University Hospital for Coventry bus users

It was all change at University Hospital, Coventry as University Hospitals Coventry and Warwickshire NHS Trust (UHCW) officially opened its new bus interchange.

The new interchange, developed with travel partners TfWM, has nine bus stops, which doubles the capacity of the previous interchange. It also has a new shelter that protects customers from the worst of the weather, as well as providing state-of-the-art real-time information at each stand.

UHCW has also committed to continue working with TfWM, local authorities and the bus operators to improve services.

Employment schemes scoop government award

TfWM’s trailblazing jobseeker schemes have carried off a brand new industry award for ‘Discovering Potential’. The Department for Work & Pensions-sponsored special award recognised the organisation’s support for jobseekers via both its WorkWise and Prince’s Trust schemes.

Minister for Employment, The Right Hon Priti Patel, made the presentation at the annual Best Companies Awards in London.

DWP introduced the See Potential campaign to showcase work by employers to help people from disadvantaged backgrounds find work - and the department sponsored the award after working closely with Best Companies over the last year.

To date, the WorkWise free interview travel offer has helped more than 27,000 people in the West Midlands find and stay in employment, while last year nine young people secured apprenticeships through the Prince’s Trust scheme.

TfWM operates the Prince’s Trust ‘Get Into Transport’ initiative jointly with industry partners National Express West Midlands, London Midland and Virgin Trains.

This is the latest of several awards for WorkWise, widely recognised for effective work with jobseekers and held up as a model of best practice in the field. It helps to remove transport barriers for people trying to get back into work by offering free public transport tickets and expert journey planning advice.

It provides free unlimited day passes to attend interviews and free travel on bus, train and tram, for the first month of a new job. WorkWise is part of the Smart Network, Smarter Choices initiative, launched after a successful bid to Government’s Local Sustainable Transport Fund (LSTF).

The project supports economic growth and reduces carbon emissions through linking travel to employment opportunities and encouraging people to travel by more sustainable means.
Regional Population & Economic Trends

Introduction
This fact sheet contains information about topics that have an impact on public transport provision within the West Midlands. Areas covered include population estimates, unemployment, car ownership, household expenditure on transport and fuel consumption.

Population
- Mid-year population estimates for 2015 show the West Midlands Metropolitan Area had a population of 2.8 million. This was 25,200 more compared with 2014 and an increase of 0.9%.
- The largest percentage increases were 2.4% in Coventry and 0.9% in Birmingham and Sandwell.
- Population density remains highest in Birmingham, with 41.6 people per hectare and lowest in Solihull with 11.8 people per hectare.

Population Projections
- The West Midlands Metropolitan Area population is projected to increase by 499,000 (17.8%) during the period 2014 to 2039.
- In common with the UK and most other countries, the West Midlands has an ageing population. The proportion of people aged over 60 is projected to increase from 20.3% in 2014 to 23.8% by 2039.
- The younger population, with the proportion of people aged 0 to 19, is projected to drop slightly from 26.7% in 2014 to 26.1% in 2039.
- By comparison, the proportion of people between the ages of 20 to 59 is expected to fall from 53% to 50.2% in 2039.
- The population projection chart shows the estimated trend in the West Midlands population from 2014 to 2039.

Unemployment
- Unemployment for the West Midlands Metropolitan Area in 2015/16 stands at approximately 7.9%. Compared with 2014/15 there are now circa 13,800 fewer people unemployed in the West Midlands. There have been decreases in Birmingham (8.1%), Coventry (41.7%), Sandwell (41.1%), Walsall (17.4%) and Wolverhampton (1.4%). Dudley and Solihull are the only districts to experience a rise in unemployment during this period (by 16.7% and 51.7% respectively).
• The trend is the same for the United Kingdom, with a 12.8% decrease in unemployment from 2014/15 to 2015/16. Over this period, the number of people unemployed in the United Kingdom has decreased to approximately 1.7 million from 1.9 million.
• The unemployment rate shows the percentage of people aged 16+ who are unemployed. The 2015/16 unemployment rate for the West Midlands is 7.9% (8.9% in 2014/15). In comparison, the unemployment rate for the United Kingdom is 5.2% (6% in 2014/15).
• The 2015/16 unemployment rates for the districts are Birmingham 9.7%, Coventry 3.8%, Dudley 7.5%, Sandwell 6.4%, Solihull 4.5%, Walsall 7.4% and Wolverhampton 12%.
• The district unemployment chart shows the number of unemployed for each district within the West Midlands Metropolitan Area.
• The West Midlands unemployment trends chart shows trends in unemployment in the West Midlands since 2003/04, when unemployment was 84,000.

Car Ownership
• The census shows a continual increase in car ownership, with more households having two or more cars and fewer households having no car. Since 1971, the percentage of households in the West Midlands Metropolitan Area with two or more cars has risen from 8% to 27% in 2011. The percentage of households with no car has fallen from 51% in 1971 to 31% in 2011. This trend has been seen in each of the seven West Midlands metropolitan districts.
• The car ownership map illustrates the increase in levels of car ownership from the 2001 to 2011 census and also illustrates that levels of car ownership varies across districts. In 2011, there were 20% of households in Solihull who did not have a car, compared with 36% in Birmingham.
• A continual increase in car ownership is expected over the next few decades. In 2035 it is projected that 19% of households in the West Midlands will have no car and 26% will have two or more cars. A similar picture is projected for Great Britain as a whole. In 2035 it is projected that 19% of households will have no car and 32% will have two or more cars.
Household Expenditure on Transport

• The Family Spending Survey identifies average weekly household expenditure within Government Office regions; this includes the wider shire counties of the West Midlands.

• The latest statistics show that weekly household expenditure in the West Midlands region in 2014 was £454 compared with £455 in 2013. This trend contradicts what is apparent in the UK as a whole, with an increase from £497 to £512. The commodity or service with the greatest increase year on year was housing, fuel & power (an additional £2.70 per week) with education having the largest decrease (£3.10).

• Transport represents the second largest portion of weekly household spending at 14%. Transport costs include purchase of vehicles and operational costs and represents 11.9% of weekly household expenditure. Public transport fares represent the remaining percentage share.

• The table shows expenditure for each commodity as a percentage share of total expenditure, and the chart illustrates the average weekly household expenditure by commodity.

KEY FACTS

• Transport represents one of the largest items of weekly household spending, at 14% for the West Midlands region and 13.6% for the UK

• Fuel prices have decreased, comparing April 2016 to April 2015
  - Super unleaded down 5p per litre
  - Premium unleaded down 6.1p per litre
  - Diesel down 12.1p per litre

• Tax per litre on unleaded fuel increased to 71.1% from 68.2%
Fuel Consumption

- Latest regional road transport consumption statistics show the West Midlands Metropolitan Area uses approximately 1.2 million tonnes of fuel a year, a slight increase from the previous year. Cars represent 66% of the total fuel consumption, with petrol cars representing the largest share at 37% and 29% for diesel cars.
- Buses represent only 5% and goods vehicles have decreased to 29% of the total road transport consumption.
- Statistics for the UK show broadly the same trend as the West Midlands with cars representing 63% of total fuel consumption and buses only 3%.

Fuel Prices

- Comparing fuel prices in April 2016 with prices in April 2015 shows that there has been a decrease in prices per litre for diesel, super and premium unleaded.
- Super unleaded has decreased by 5p, premium unleaded by 6.1p and diesel by 12.1p.

### Regional Road Fuel Consumption

<table>
<thead>
<tr>
<th>% of total</th>
<th>Buses</th>
<th>Cars</th>
<th>Motorcycles</th>
<th>HGV</th>
<th>LGV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birmingham</td>
<td>6%</td>
<td>68%</td>
<td>0.4%</td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>Coventry</td>
<td>5%</td>
<td>70%</td>
<td>0.4%</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>Dudley</td>
<td>6%</td>
<td>66%</td>
<td>0.4%</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>Sandwell</td>
<td>5%</td>
<td>60%</td>
<td>0.3%</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>Solihull</td>
<td>3%</td>
<td>64%</td>
<td>0.3%</td>
<td>19%</td>
<td>14%</td>
</tr>
<tr>
<td>Walsall</td>
<td>5%</td>
<td>58%</td>
<td>0.3%</td>
<td>21%</td>
<td>16%</td>
</tr>
<tr>
<td>Wolverhampton</td>
<td>7%</td>
<td>67%</td>
<td>0.5%</td>
<td>8%</td>
<td>17%</td>
</tr>
<tr>
<td>West Midlands</td>
<td>5%</td>
<td>66%</td>
<td>0.4%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>3%</td>
<td>63%</td>
<td>0.5%</td>
<td>17%</td>
<td>16%</td>
</tr>
</tbody>
</table>

### Fuel Prices per Litre (pence)

<table>
<thead>
<tr>
<th>YEAR</th>
<th>Super unleaded</th>
<th>Premium unleaded</th>
<th>Diesel (DERV)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>80.6</td>
<td>75.0</td>
<td>76.9</td>
</tr>
<tr>
<td>2003</td>
<td>83.1</td>
<td>78.2</td>
<td>80.9</td>
</tr>
<tr>
<td>2004</td>
<td>82.5</td>
<td>77.8</td>
<td>79.2</td>
</tr>
<tr>
<td>2005</td>
<td>91.1</td>
<td>85.3</td>
<td>89.6</td>
</tr>
<tr>
<td>2006</td>
<td>99.4</td>
<td>94.1</td>
<td>97.6</td>
</tr>
<tr>
<td>2007</td>
<td>98.4</td>
<td>91.9</td>
<td>94.7</td>
</tr>
<tr>
<td>2008</td>
<td>113.1</td>
<td>107.6</td>
<td>116.5</td>
</tr>
<tr>
<td>2009</td>
<td>99.4</td>
<td>93.6</td>
<td>101.9</td>
</tr>
<tr>
<td>2010</td>
<td>126.1</td>
<td>119.8</td>
<td>121.0</td>
</tr>
<tr>
<td>2011</td>
<td>141.8</td>
<td>134.7</td>
<td>141.1</td>
</tr>
<tr>
<td>2012</td>
<td>148.8</td>
<td>141.7</td>
<td>147.7</td>
</tr>
<tr>
<td>2013</td>
<td>144.2</td>
<td>136.8</td>
<td>141.2</td>
</tr>
<tr>
<td>2014</td>
<td>136.3</td>
<td>128.8</td>
<td>135.9</td>
</tr>
<tr>
<td>2015</td>
<td>120.0</td>
<td>112.5</td>
<td>119.0</td>
</tr>
<tr>
<td>2016</td>
<td>115.0</td>
<td>106.4</td>
<td>106.9</td>
</tr>
</tbody>
</table>
Introduction

This fact sheet highlights trends in public transport patronage and fares. Travel by bus, rail, Metro and accessible bus services are analysed. Sales volumes and revenue for the different ticket types and trends in fare prices are examined.

Bus Passenger Journeys

- The total number of passenger journeys in 2015/16 was 267 million.
- Concessionary travel in 2015/16 was 83 million and non-concessionary travel was 184 million.
- Comparing bus patronage across Passenger Transport Executives (PTE)* shows that bus patronage has fallen in all PTE areas apart from Tyne & Wear.
- Bus patronage per head of population remains the highest in Tyne & Wear with 11.4 million passenger journeys per 100,000 people, followed by the West Midlands with 9.5 million, South Yorkshire with 7.7 and Greater Manchester with 7.6 million.
- The eventual recovery from the last recession had seen local bus use grow, as people returned to work and the population increased, but in 2015/16 bus boardings fell by 3%, a decline for the second year running. This indicates a return to the long-term negative trend, a fall of 2% per year on average in the last decade. This decline has not been offset by continued population growth, since this in large part reflects an ageing population, and boardings by older people are falling faster than by other groups. The ‘new old’, especially women, are more likely to have cars and drive than before whilst younger people aged 18 to 30 now make many more bus trips per head. The decline in boardings on the services of smaller operators has also been more pronounced, falling 6% in the period.

*No bus patronage figures were available from either Merseytravel or West Yorkshire Combined Authority.

Concessionary Travel Analysis

The charts opposite and overleaf show the volumes and percentage share of journeys for each of the passenger groups.

- The number of total passenger journeys made in 2015/16 under both the Disabled Concessionary Travel Pass and the Older Person’s Concessionary Travel Pass schemes decreased to 61.3 million from 64.1 million in 2014/15.
- Passenger journeys made under the Child and Scholar scheme have increased to 21.7 million in 2015/16 from 20.5 million in 2014/15.
Travel Pass Analysis

- Of the 267 million bus journeys made in 2015/16, 83 million journeys were made under concessionary travel schemes (older person, disabled and children); this represents 31% of all bus journeys.
- Passenger journeys made under the combined Senior Citizen and Blind and Disabled scheme represent 23% of all bus journeys. There are approximately 495,328 free passes on issue under the combined scheme.
- The take-up rate of the free Older Persons Concessionary Travel Pass was estimated to be around 95% but due to the changes in eligibility, it is difficult to assess how many eligible people there are at present in the area. It would appear the take up rate amongst the 60-64 year olds who came into the free scheme in July 2005 continues to run at a significantly lower level than those 65 or above. It is generally considered that 60-64 year-olds undertake significantly less trips per year than has historically been the case, partly due to many of the new pass holders being economically active and their trips are commercial and not valid under some schemes if going to work in the morning peak.
- Child and Scholar peak (to and from school) passenger journeys represent 8% of all bus journeys.

Accessible Door-to-Door Bus Services

- Ring and Ride is the main door-to-door accessible transport service operating throughout the West Midlands. The service operates from 0800 until 2300 from Monday to Saturday and from 0830 to 1530 on Sundays and is run by a charity, West Midlands Special Needs Transport Ltd (WMSNT).
- The grant paid to WMSNT in 2015/16 was £7.8m (down from £8.5m in 2014/15).
- In 2015/16, 21,139 passenger journeys were made by Taxibus, an increase of 1.3% from 2014/15 when 20,862 journeys were made.

- The chart on the left shows the trend in the number of journeys made by passengers on Ring and Ride bus services within each operating area.
- Passenger trips made by Ring and Ride decreased by 15.7% in 2015/16 compared with 2014/15. The total number of trips was 852,044, down from 1,010,908 in 2014/15.
- Comparing trips in operating areas in 2015/16 with 2014/15 shows that all eight operating areas experienced a decrease in passenger trips, with the largest decrease in South Birmingham (21.5%).
- Of the total trips made in 2015/16, 838,578 trips were registered user trips and 13,466 were companion trips. There was a decrease of 15.6% for registered user trips and a decrease of 23.7% for companion trips.
- The number of active registered users (who have used the service in the previous six months), decreased by 14% to 12,510 in 2015/16 compared with 14,517 at the end of 2014/15.
- Trip refusals decreased by 26.2% and cancellations by users increased by 3.5%.
- Ring and Ride services operate within the urban areas of the West Midlands and Taxibus services operate within the rural ‘Meriden Gap’ area between Solihull and Coventry.
Ticket and Fares

@network

- The overall value of the @network ticketing range for 2015/16 is £17.6m, up by 6% from £16.6m in 2014/15.
- Validity for @network, or the total weeks sold, has seen growth of 2.3% compared to last year, moving from 839,609 to 859,227.
- There has been some significant growth throughout the year for the Child season ticket range up a total of 13% overall and both the Student Term Extra and the Pre 0930 ticket ranges up 8%. The sales for the day ticket range and the adult season ticket range have remained fairly static up 0.37% and 0.22% respectively overall.
- The key areas of growth across the whole ticket range continues to be seen on the Adult and Child Direct Debit schemes with ticket issues up by 8% and 23% respectively.

@bus

- The @bus ticket scheme has had an exceptionally successful year, with the overall value for 2015/16 standing at £12.6m, up 4% from £12.1m in 2014/15.
- The growth in the scheme is highlighted in the increase in validity, up 20% in 2015/16 compared to last year, moving from 791,598 to 950,812.
- Both the child and adult season ticket ranges have continued to grow significantly with sales up 21% and 20% overall. Virtually all individual products in these ranges have had a successful year with significant areas of growth seen in 1 Week sales up 30% for adults and 27% for children. Both the Adult and Child Direct Debit schemes have also grown up 24% and 21% respectively. Large areas of growth in the adult range is accountable to launch of the cheaper area variants that where introduced for the Coventry and Black Country regions on the Swift card.
- There has been some decline in the performance of the day ticket range down 24% overall, however, some of this decline can be accounted for by the growth in season ticket sales and a transfer of customers. Pre 0930 products are also down 6% overall.

Swift Pay As You Go

- This scheme was re-launched in June 2015 starting with a base of 1,000 customers. The new scheme offers customers travel on virtually all bus operators, with National Express West Midlands joining in October 2015 and Midland Metro in January 2016. Customers are now benefiting from discounted travel on virtually all bus operators and the Metro compared to paying on board with cash.
- By March 2016 the scheme had just under 12,000 customers with uptake largely coming from when National Express West Midlands joined the scheme.
- On average Pay As You Go is used 12,100 times per week or 1,730 times a day on the bus and tram network. This accounts to £32,000 worth of spend per week.

- The average value of card top-ups per week is £35,000 or £5,000 worth of top-ups per day, with the average customer adding £16.47 worth of credit to their cards each time they top-up. The most popular way to top-up is online which accounts for nearly half of all top-ups.
Rail Patronage
- The chart shows the number of passenger journeys made annually since 1999.
- Rail patronage in the West Midlands has increased by 5.7% during 2015/16 to 53.7 million. In 2014/15 rail patronage was 50.8 million.
- Comparing rail patronage across Passenger Transport Executives (PTE) shows that rail patronage has increased in most of the PTE areas. West Midlands had the highest increase followed by Merseyside (3.3%) and Greater Manchester (0.4%).
- Rail patronage per population remains the highest in Merseyside with 3.1 million passenger journeys per 100,000 people, followed by the West Midlands with 1.9 million, Greater Manchester 0.9 million, South Yorkshire 0.7 million and Tyne and Wear with 0.1 million.

Metro Patronage
- The chart shows the number of passenger journeys made annually.
- Metro patronage has remained at 5 million in 2015/16.

Trends in Patronage and Fares
The chart shows indices for motoring expenditure and public transport fares, as well as the Retail Price Index (RPI) to allow a comparison of trends.
- In 2015/16 rail fares increased by 1%, Metro by 2% and bus fares by 2% also.
- In comparison, fuel price decreases meant that motoring expenditure decreased by 1%. RPI increased by 1.6%.
Introduction

A key transport objective for the West Midlands is to ensure significant modal shift away from the car. For the vast majority of West Midlands’ residents, the main alternative will be the bus. Ensuring that buses are readily accepted as the mode of choice is at the heart of ‘Transforming Bus Travel’, a strategy which looks to bring about significant quality and network improvements which address the concerns, needs and expectations of current and future passengers. Building strong partnerships with bus operators will be fundamental to the successful delivery of quality end-to-end services passengers expect, and a number of these partnerships have already been agreed. This factsheet gives details of bus services provided in the West Midlands, the level of service kilometres (kms) operated by bus companies and details of the subsidised bus network.

Network

- Bus service kms operated during 2015/16 totalled 121 million, an increase of 3.6% from 2014/15.
- The majority of service kms are operated commercially and the rest require public subsidy to operate. The percentage share of commercial and subsidised bus service kms is 89.7% commercially operated and 10.3% subsidised.
- The number of commercial bus service kms increased by 3.6% in 2015/16 (108.5 million kms). The number of subsidised bus service kms also increased by 3.6% in 2015/16 (12.4 million kms). The chart shows the annual commercial and subsidised bus service kms operated within each district.
- Many bus services are subsidised to operate at times when operators have decided that they are not commercially viable.
- During 2015/16, the number of journeys made on subsidised bus services decreased to 10.9 million.

Commercial Performance

- Bus punctuality is a top priority for people in the West Midlands and is key to helping increase bus usage. Continual surveys are undertaken to monitor progress in improving the punctuality of bus services throughout the West Midlands.
- Monitoring across the commercial bus network began in 2002/03 and results are reported annually. Since 2005, following the guidance issued by the Department for Transport, bus punctuality is calculated from a combination of departures from termini and intermediate timing points.
- The last eight years’ results are presented in the graph. 79.3% of surveyed buses departed between one minute early and five minutes late in 2015/16, down by 2.6% on 2014/15. Analysis suggests that punctuality was affected by delays caused by congestion in areas that are being developed such as Birmingham City Centre (Paradise Circus).

Subsidised Bus Network

- The cost of operating subsidised bus services has decreased to £7.4 million from £7.6 million in 2014/15. Tenders are issued for subsidised bus services which are not provided on a commercial basis. These cover socially necessary services, many of which run early in the morning, late evening, or on Sundays. They provide essential access to employment, shops, health and leisure. The subsidised cost per trip for 2015/16 was 68 pence, which equates to an increase of 1 pence from 2014/15.

Operator Analysis (all services)

- The table overleaf shows annual bus service kms made by operators and their percentage share of bus service kms.
- National Express West Midlands/Coventry operated 79% of bus service kms during 2015/16, an increase from 78.2% in 2014/15.
Diamond Bus operated 7.3% of bus service kms during 2015/16, an increase from 4.5% in 2014/15. Arriva Midlands operated 3.7% of bus service kms during 2015/16, a fall from 4% in 2014/15.

- Three operators provided a 1% to 2% share of the total bus service kms with a total share of 3.6%.
- The remaining 36 operators individually provided less than 1% share of the total bus service kms, with a total share of 4.3%.

### Infrastructure & Information

- Coventry Pool Meadow – Automatic doors have been replaced during 2015/16 to ensure they are working correctly for the benefit of all users. The health and safety operation at Coventry was also improved by converting the free flowing automatic doors at the coach stands to vehicle activated automated doors so the door now only opens when a coach is on the stand. This restricts the access of pedestrians into the carriageways.
- Stourbridge – During 2015/16, a number of enhancements were made at Stourbridge Interchange. Modifications were made to the bus layover facility to allow two buses to park on site reducing the need for buses to park on the highway on Parkfield Road. The fire alarm system was upgraded to reduce ongoing maintenance costs. Improvements were made to the external lighting around the feature canopy by the rail station to enhance the customer experience.
- Halesowen – At the bus station a concrete bus box was installed at Stand G to reduce ongoing maintenance costs.
- Cradley Heath – During 2015/16 a new bus and rail Interchange opened providing a much enhanced customer experience over the old bus station. The number of stands has been increased by 50% allowing passengers that previously had to wait on the highway to benefit from station facilities. All stands have electronic passenger information screens and there are three banks of screens for bus and rail departures. The station also benefits from the inclusion of bus activated automatic doors to improve passenger and vehicle segregation. The interchange now includes new public toilets including a dedicated disabled and baby change facility.
- West Bromwich – New electronic passenger information screens have been installed at each stand to improve the customer experience by providing high quality and reliable information on bus services. Anti-perching spikes to deter pigeons from settling within the bus station have been installed throughout the loading bays and on top of infrastructure.
- Wolverhampton – In 2015/16, an improvement to wayfinding for visually impaired users was introduced. Rridged tiles (affixed to the top of the current floor) have been installed throughout the bus station. This work represents a positive improvement for visually impaired customers and encouraging feedback has been received from disability groups and customers.
- Walsall Bus Station – During 2015/16, a number of key improvements were carried out in Walsall including the installation of new electronic passenger information screens to provide a high quality, reliable summary of departures from the bus station.
- Wednesbury – New electronic passenger information screens have been installed at each stand to improve the customer experience by providing high quality and reliable information on bus services.
- Bilston – throughout 2015/16 the whole of the bus station has been painted enhancing the customer experience and prolonging the life of some assets contained within the bus station.

### Bus Services Infrastructure

#### Key Facts

- We manage all of the 12 bus stations and over 11,400 passenger stops, stands and shelters
- National Express West Midlands/Coventry has the largest share of bus service kms at 79%
- In 2015/16, 121 million bus service kms were operated
- Approximately 10.3% of service kilometres are subsidised
- We provide 5,096 passenger shelters of which 1,346 have Real Time Information displays
- We provide 6,306 Network West Midlands bus stops and 105 now have Real Time Information displays
- We provide 245 bus station and interchange stands and all have have Real Time Information displays including BCCI (which numbers 62)
Midland Metro is a light rail system in the West Midlands between Birmingham and Wolverhampton.

Midland Metro is at the heart of plans for an integrated public transport network to provide accessibility for all, as well as bringing regeneration benefits to our fast-expanding local cities and towns. With high levels of support from the public for its continuing development, Metro will help provide much-needed improvements to local transport, adding to the economic and social prosperity of the region.

Metro also helps deliver Government targets on air quality, accessibility, congestion and road safety in the West Midlands. Light rail has a key role to play in the world class integrated transport system it is committed to developing. It will be a major factor in reducing congestion by giving motorists a high-quality public transport alternative to the car.

Construction of the Midland Metro Birmingham City Centre Extension is complete with new stops at Snow Hill, Bull Street, Corporation Street and Grand Central serving the heart of the city. Construction to continue the route to Victoria Square, Centenary Square and Edgbaston will start in early 2017.

Twenty two new vehicles are operating on the route and a project to enhance these vehicles to make them operate ‘Catenary free’ is underway. This will mean that the trams, along certain sections of the new routes will be able to operate on battery power removing the need for overhead wires. Consequently areas such as Victoria Square and Centenary Square will not have the visual intrusion of poles and wires and will also mean that it is easier to bring Midland Metro under the proposed HS2 station on the Eastside route. A Transport and Works Act application for the route to Eastside will be submitted in 2016 and it is anticipated to be operating in service by 2022.

Service diversion works have started on the planned extension in Wolverhampton. This route takes Metro along Pipers Row and to the railway station. This project forms part of the Wolverhampton Interchange project which includes the redevelopment of Wolverhampton railway station and the creation of the new city centre retail and residential quarter with Midland Metro at its heart.

The Midland Metro Network project will boost the West Midlands economy by £50 million a year and create up to 1,300 sustainable new jobs. It will also link New Street Station to the emerging business district at Snow Hill and the historic Jewellery Quarter, serve as a platform for a future rapid transit network to Broad Street and out to the west of the city, and also connect to the planned High Speed Rail terminus and Eastside.

With the expansion of the routes in our city centres, patronage is expected to rise and we have identified a location along the existing route for a new Park and Ride site. Bradley Lane would offer a 196 space car park for Midland Metro users and a planning application was approved in November 2016. It will be delivered in the 2017/18 financial year.

**KEY FACTS**

- Passenger journeys remained at 5 million
- Busiest stops: Birmingham Snow Hill, Wolverhampton St George’s, West Bromwich Central and Bilston Central
- Overall reliability of Midland Metro is 99.7%
- Car Park Usage: 95.8%

**Midland Metro Line One Facts**

- Midland Metro has been operating since May 1999 and runs for 21 kilometres, providing a fast link between Grand Central Station in Birmingham City Centre and Wolverhampton via West Bromwich and Wednesbury.
- National Express West Midlands holds the concession until 2018 and the route is operated by Travel Midland Metro.
- During 2015/16, figures showed that five million passenger journeys were made on Midland Metro.
- Typically 12,800 passengers travel on Midland Metro on a Saturday and just under 5,500 on a Sunday.
- During a typical week, over 96,000 passengers travel on Midland Metro. During the weekday morning peak over 1,400 passengers arrive in Birmingham City Centre.
Stop Usage

- The chart shows the number of boarders and alighters at each of the stops on a typical weekday.
- Birmingham Snow Hill remained the busiest stop with 8,581 boarders and alighters on a typical weekday and Wolverhampton St George’s remained the second busiest with 6,167 boarders and alighters.
- Lodge Road is the least used stop with 439 boarders and alighters on a typical weekday.

Reliability

- Midland Metro service reliability is quantified by the percentage of scheduled mileage that runs during each month.
- The overall reliability for Midland Metro during 2015/16 was 99.7%.
- Monthly reliability data shows that Midland Metro remained above 98.6% throughout 2015/16. September and October (2015) and February and March (2016) had the highest reliability at 100%.
- The chart shows the reliability of Midland Metro each month from April 2015 to March 2016.

Parking Facilities

- Car parking facilities are provided at 4 of the 23 Metro stops; Priestfield, Wednesbury Parkway, Black Lake and The Hawthorns. Parking facilities at the Hawthorns are shared with rail users.
- The number of spaces and the levels of occupancy are surveyed on a regular basis at all Metro and rail car parks in the West Midlands area. In 2015/16 there were a total of 572 car parking spaces and overall occupancy levels were observed to be 548. The table provides a summary of the results for each of the 4 Metro stops.
- Cycle parking is provided at all Metro stops.

<table>
<thead>
<tr>
<th>Parking Facilities</th>
<th>Total of all 4 stops</th>
<th>Priestfield</th>
<th>Wednesbury Parkway</th>
<th>Black Lake</th>
<th>The Hawthorns</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of parking spaces</td>
<td>572</td>
<td>150</td>
<td>152</td>
<td>85</td>
<td>185</td>
</tr>
<tr>
<td>Occupancy Levels</td>
<td>548</td>
<td>143</td>
<td>146</td>
<td>84</td>
<td>175</td>
</tr>
<tr>
<td>% Usage</td>
<td>95.8%</td>
<td>95.3%</td>
<td>96.1%</td>
<td>98.8%</td>
<td>94.6%</td>
</tr>
</tbody>
</table>

Source 1: TfWM – Policy & Strategy, Intelligence
Source 2: TfWM – Metro, Metro Operations
Introduction
This fact sheet provides general facts about local rail services, including parking facilities and rail service punctuality throughout the Network West Midlands area.

Rail Facts
The majority of local rail services in the Network West Midlands area are operated by London Midland (part of Govia). Other franchised train operators (CrossCountry, Chiltern Railways, Virgin Trains and Arriva Trains Wales) also provide rail services within the Metropolitan area, the wider region and beyond.

Rail Developments
The HS2 Growth Strategy was submitted in April 2015 and an agreement was reached within the West Midlands Combined Authority (WMCA) Devolution Deal to fund the key proposals contained within the strategy. A key part of the HS2 Growth Strategy is the Connectivity Package. This has been developed during 2015/16 and identifies a robust set of transport schemes aimed at delivering excellent local and sub-regional connectivity to HS2 stations. This package includes Metro, Rail and Sprint routes across the area. Work is ongoing to develop an Implementation Plan which will be submitted to Government in spring 2017.

The second phase of the redevelopment of Birmingham New Street Station was completed during the year and officially opened by Her Majesty the Queen in November 2015. Work continues on the platform refurbishments and will be completed later in 2016.

Longbridge Connectivity - TfWM’s contribution to this Birmingham City Council-sponsored scheme is the delivery of new bus and wayfinding infrastructure on Longbridge Lane and an extension to the existing Park and Ride. The wayfinding and bus shelter infrastructure has been developed, as has a decked option for the Park and Ride expansion. Both are set for delivery during the next financial year, following the necessary funding agreement being put in place.

Tame Bridge: as the main car park is on a slope and parking bays can be affected during icy weather, an anti-skid surface has been applied to help keep the car park completely open. To date, the car park has remained fully operational.

The new decked car park at Four Oaks opened in December 2015 and is already full. A new Considerate Parking Enforcement contract has gone out to tender, so that current low levels of inconsiderate parking at stations can be maintained.

London Midland was awarded a franchise extension which commenced on 1 April 2016 and expires on 15 October 2017, with an option to extend for a further 13 rail periods as required to accommodate the new West Midlands Rail Franchise. The new franchise commits London Midland to £13m of new investment, as well as new performance and customer service targets and additional services across their network.

KEY FACTS

All Day Performance (Travel to Work Area)
- Overall punctuality 87.2%
- Overall reliability 98.0%
- Most punctual line, Snow Hill lines 90.3%
- Least punctual line, Cross City line 84.4%

AM Peak Performance (NWM area)
- Overall punctuality 86.6%
- Overall reliability 99.0%
- Most punctual line, Shirley 92.0%
- Least punctual line, Coventry 80.1%

PM Peak Performance (NWM area)
- Overall punctuality 77.4%
- Overall reliability 98.8%
- Most punctual line, Solihull/Dorridge 85.2%
- Least punctual line, Cross City South 54.8%

NPS Customer Satisfaction (2015)
- Overall 87% (this is an average of the two surveys for spring (85%) and autumn (90%) for 2015
  - Station Environment 74%
  - Train Frequency 85.5%
  - Train Punctuality 73.5%

Park & Ride Facilities
- The number of car park spaces increased by 5.5%
- Occupancy levels increased by 5.3%
- Usage of the park and ride facilities is at 90%

Local Rail Punctuality And Reliability
Overall all day punctuality (% of trains arriving within five minutes of schedule) provided by London Midland decreased from 88.1% to 87.2%. Overall all day reliability (% of scheduled trains operated) of all local rail services decreased from 98.9% to 98%. The performance of individual routes in the wider travel to work area, which includes some of the bordering shire regions, showed the Snow Hill line as the most punctual at 90.3% compared to 90.8% in 2014/15 with the Cross City line being the least punctual at 84.4% compared to 84.8% in 2014/15.
In the important commuter peak periods (defined as AM arrivals into Birmingham between 0620 and 0930 and PM departures from Birmingham between 1620 and 1840) overall punctuality and reliability all increased for 2015/16 compared with 2014/15. For the AM departures, it increased from 86.2% to 86.6%. Reliability for the same period has decreased from 98.9% to 98.8%. For the PM departures, punctuality decreased from 79.7% in 2014/15 to 77.4% in 2015/16 though reliability increased from 98% in 98.3%.

**AM Peak**
- Punctuality has increased in the AM peak to 86.6% (of local rail services arriving within five minutes of their scheduled arrival time) compared to 86.2% in 2014/15.
- Shirley is the best performing line in the morning peak, with punctuality of 92% for 2015/16.
- Punctuality increased for three lines in 2015/16 compared to 2014/15.

**PM Peak**
- Punctuality in the PM peak has decreased by 2.3% with 77.4% (of local rail services arriving within five minutes of their scheduled arrival time) compared to 79.7% in 2014/15.
- There were slight decreases in punctuality along all lines except for Cross City North, which saw an increase of 1.1%. The Stourbridge and Cross City South lines showed the largest decreases of 6.3% each compared to 2014/15.

**Park & Ride**
- The number of spaces and the levels of occupancy are surveyed on a regular basis at all rail station car parks in the West Midlands.
- Within 38 rail station car parks, there is total of 8,259 rail car parking spaces compared with the 2014/15 total which was 7,826, an increase of 5.5%.
- More people are making use of the rail Park & Ride facilities as occupancy levels have increased by 5.3% to 7,333 from the 2014/15 figure of 6,963.
- Average usage of the facilities is at 90%, compared with the 2014/15 total of 94.6%. (Car park enforcement came into place in September 2014, meaning over occupancy has declined).
- Usage of the Park & Ride facilities varies by line – the Cross City lines have a total of 2,149 spaces with an occupancy level of 1,879 and a usage of 87.4%. The Birmingham New Street – Walsall line car parks have 346 spaces with an occupancy level of 255 and a usage of 73.7%.
- The chart shows the number of Park & Ride spaces and usage for 2015/16.

(Note: The car park counts now include parent and child, shared occupancy, blue badge & electric cars as well as standard bays. The figures collated are based on the weekday counts carried out on a Thursday every other month between 10am and 12:30pm at all park and ride sites).

**Passenger Satisfaction**

The autumn 2015 National Passenger Survey (conducted at railway stations by Passenger Focus) reports 90% of passengers were either ‘fairly satisfied’ or ‘very satisfied’ with the overall rail experience on all operators in the Network West Midlands area. This is compared with the same period for autumn 2014 where the overall satisfaction was at 86%, showing an increase of 4%.

Source 1: TfWM – Transport Services, Rail
Source 2: TfWM – Policy & Strategy, Intelligence
Modal Split

Introduction

Cordon counts are carried out at nine centres throughout the West Midlands. The map shows the locations of the centres included in the two-yearly cordon count programme. Birmingham, Brierley Hill, Coventry, Solihull and Walsall were surveyed in 2015.

Separate counts are undertaken for bus, rail and Metro, whilst Automatic Traffic Counters are used to monitor the number of cars and private vehicles crossing the cordons. All information is for inbound AM Peak trips (0730 to 0930) unless otherwise stated.

Progress Against LTP Targets

<table>
<thead>
<tr>
<th>Public Transport Modal Share (all centres)</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2012/13</td>
<td>2013/14</td>
<td>2014/15</td>
</tr>
<tr>
<td></td>
<td>35.40%</td>
<td>35.54%</td>
<td>37.44%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AM Peak Traffic Flows (Car trips - all centres)</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2012/13</td>
<td>2013/14</td>
<td>2014/15</td>
</tr>
<tr>
<td></td>
<td>172,579</td>
<td>173,115</td>
<td>170,992</td>
</tr>
</tbody>
</table>

NB: Data collected from January to December over a two year period

Birmingham

- In 2015, morning peak trips by public transport into Birmingham represented a 63% share of all trips (bus 26.3%, rail 36.4% and Metro 0.3%) with car representing the remaining 37% share. Once again, the number of morning peak trips into Birmingham by rail is greater than the number of peak trips by bus. However, Snow Hill Metro stop was closed at the time of the counts so there is possible modal shift from Metro to rail. This also explains the low mode share for Metro compared to previous years.
- The share of public transport has increased from 57.7% in 2013 with an increase in the number of public transport trips by 11.9%. The number of trips made by bus has increased by 0.5%, the number of rail trips has increased by 27.6% and Metro trips are not comparable for the reasons above. Car trips have seen a 10.3% decrease from 2013.
- Overall, morning peak inbound trips into Birmingham have increased by 2.5%.
Brierley Hill

- In 2015, morning peak trips by public transport into Brierley Hill represented a 11.1% share of all trips, a slight decrease from 11.4% in 2013. Bus passenger trips have decreased by 3.6%.
- Car trips into Brierley Hill represent the remaining 88.9%. The number of car trips decreased by 0.5% in 2015.
- Overall, morning peak inbound trips into Brierley Hill have decreased by 0.9%.

Coventry

- In 2015, morning peak trips by public transport into Coventry represented a 22.7% share of all trips (bus 17.1%, and rail 5.6%) across the cordon, with car representing the remaining 77.3% share.
- The share of public transport has decreased from 24.2% in 2013, with a 3.3% decrease in bus passenger trips and a 0.6% decrease (13 trips) in rail passenger trips. Car trips have increased by 6.1% from 2013.
- Overall, morning peak inbound trips into Coventry have increased by 3.9%.

Solihull

- In 2015, morning peak trips by public transport into Solihull represented a 22.7% share of all trips (bus 17.6%, and rail 5.2%) with car representing the remaining 77.3% share.
- The share of public transport has increased from 21.2% in 2013, with an increase of 9.7% in the total number of trips made by bus and rail combined. Bus passenger trips have increased by 4.2%, whilst rail passenger trips have increased by 33.5% since 2013.
- Car trips have increased by just 0.3% (40 trips) since the last survey and remain the dominant mode.
- Overall, morning peak inbound trips into Solihull have increased by 2.3%.
Walsall
- In 2015, morning peak trips by public transport into Walsall represented a 33.9% share of all trips (bus 31.2%, and rail 2.6%) with car representing the remaining 66.1% share.
- The share of public transport has increased since 2013 (by 1.8%). Bus passenger trips have increased by 8.2% whilst rail passenger trips have also increased (by 37.4%).
- Car trips have increased by 1.7% and remain the dominant mode.
- Overall, morning peak inbound trips into Walsall have increased by 4.4%.

Dudley
- In 2014, morning peak trips by public transport into Dudley represented a 15% share of all trips with car representing the remaining 85% share.
- The share of public transport has increased from 14.3% in 2012, with an increase of 8.6% in bus trips.
- Overall, morning peak inbound trips into Dudley have increased by 3.2%. The increase has been in both bus and car trips though a smaller increase (2.3%) was evident in car trips.

Sutton Coldfield
- In 2014, morning peak trips by public transport into Sutton Coldfield represented a 21.3% share of all trips (bus 16.2% and rail 5.1%) with car representing the remaining 78.7% share.
- The share of public transport has decreased from 22.1% in 2012, despite an increase of 14.2% in rail passenger trips. Total public transport trips decreased by 3.8% in Sutton Coldfield.
- Overall, morning peak inbound trips into Sutton Coldfield have remained the same as in 2012 suggesting a modal shift from bus to rail and car.
West Bromwich
- In 2014, morning peak trips by public transport into West Bromwich represented a 35% share of all trips (bus 31.8% and Metro 3.1%) with car representing the remaining 65% share.
- The share of public transport has increased from 34.2% in 2012. The number of bus trips increased by 2.8%, Metro trips increased by 13.9% and car trips increased by 0.2%. Total public transport trips increased by 3.7%.
- Overall, morning peak inbound trips into West Bromwich have increased by 1.4%.

Wolverhampton
- In 2014, morning peak trips by public transport into Wolverhampton represented a 29.1% share of all trips (bus 23.3% and rail 5.8%, there was no count for Metro due to the service terminating at Priestfield because of essential engineering works) with car representing the remaining 70.5% share.
- The share of public transport has increased from 28.2% in 2012, with an increase of 5.1% for bus passenger trips and a 26.6% increase for rail passenger trips. Total public transport trips increased by 3.7%.
- Car trips into Wolverhampton have decreased by 0.5%.
- Overall, morning peak inbound trips into Wolverhampton have increased by 0.7%.

KEY FACTS OF THE CENTRES SURVEYED IN 2015
- Public Transport Mode Share has increased in Birmingham (63%), Solihull (22.7%) and Walsall (33.9%).
- Bus trips have increased in Birmingham (0.5%), Solihull (4.2%) and Walsall (8.2%).
- Rail trips have increased in Birmingham (27.6%), Solihull (33.5%) and Walsall (37.4%).
- Car trips have decreased in Birmingham (10.3%) and Brierley Hill (0.5%).

Source: TfWM – Policy & Strategy, Intelligence
Introduction

A wide range of services are provided for customers to enable more journeys to be made by public transport. Customer Services activities support the travelling public by providing information and products to help and encourage people to use the transport network in the West Midlands.

Getting In Touch

The Customer Services Centre provides a single point of contact for all customer enquiries.

Contacting by telephone is the most popular method of getting in touch. During 2015/16, the Customer Services Centre received 132,118 calls and was able to answer 91.1% of them (120,294). The Team also responded to 15,280 emails between calls. A further 8,376 formal enquires were received and investigated, 83.9% of which were responded to within the target of 10 working days.

Customer Engagement

A range of measures are used to engage with the public. During 2015/16, 21 ‘Your Public Transport Matters’ events were organised. These events gave members of the public the chance to talk directly with representatives and elected Members from TfWM, Bus Users UK and the operators of bus, rail and the Metro services in the West Midlands. These events were held in busy public places and provided an informal opportunity for customers to share their views, comments and find out further information about public transport services and facilities. A further 7 virtual events were organised using Twitter as a means to engage with customers.

The Area Engagement Groups (AEGs) met twelve times during 2015/16. They were established in order to consult with representative groups. Feedback from the AEGs, which were attended by a range of stakeholders, was used to inform decision making and the development of future plans.

Customer Audit

A customer audit programme is used to measure the quality of the service provided to customers. The quality programme covers services provided over the telephone by the Customer Services Centre and also face-to-face through the Travel Centres. In each case, mystery customers are used to measure the level of service and collect information relating to the helpfulness and professionalism of staff members, the accuracy and appropriateness of the response to the enquiry made and in terms of Travel Centres specifically, the physical environment.

Sales and Travel Passes

A number of ticketing schemes for travel in the West Midlands were administered by TfWM in 2015/16. These include the Direct Debit scheme for multi-modal and multi-operator season tickets. A separate Corporate Travel Scheme retails tickets direct to businesses for the benefit of employees. Where available, products are retailed to customers via Swift cards making the arrangements simpler and more efficient by removing the need to reissue paper tickets on a monthly basis. In 2015/16 TfWM administered tickets and passes to 548,934 customers; a breakdown by product type is shown in the chart below.
Direct Debit continues to be a popular and cost effective means of purchasing travel passes. The number of customers purchasing travel passes via Direct Debit continued to grow during 2015/16 with membership up 15% on the previous year.

The graph shows the growth of the Direct Debit scheme during the year.

Photocards for 16–18 year olds in full time education entitle the card-holder to discounted travel to school and college. The online application process which was introduced in 2013 has continued to prove successful with 33,148 16-18-year-olds in education purchasing a photocard through the online system last year. An independent customer satisfaction survey undertaken in October 2015 demonstrated high levels of customer satisfaction with the online application arrangements.

The ongoing administration of the English National Concessionary Travel Scheme saw a large pass renewal campaign for older people take place in March 2015 with 22,761 passes expiring that month. Arrangements with a new printing bureau for travel passes were established in December 2015 which now fulfil all pass renewal requests and associated reminder letters. For the March 2015 renewal campaign 81% of cardholders renewed (18,331) with 64% of these customers choosing to renew online via the easy to use self-service portal.

Travel Information Centres

Travel Centres provide a range of services including ticket retailing, information and journey planning and the ‘Check and Send’ application service for the Older Person’s Concessionary Travel Pass.

Partnership with National Express West Midlands provides a network of eight Travel Centres across the West Midlands. These are located at Birmingham New Street Rail Station, Coventry Pool Meadow Bus Station, Dudley Bus Station, Corporation Street (Birmingham City Centre), Solihull town centre, Wolverhampton Bus Station, Walsall Bus Station and West Bromwich Bus Station. These outlets provide joint ticketing and information services to customers and are also able to retail Swift smartcards while customers wait.

Travel Centres in Birmingham New Street Station and Wolverhampton Bus Station, which are operated by Transport for West Midlands, received a combined 624,198 visitors during 2015/16. This is a 19% increase compared to the previous year (523,261 visitors).
Introduction

It is recognised that there is an important role to play in increasing the environmental well-being of the West Midlands through promotion of public transport. Travel has an effect on all aspects of sustainability: environmental, social and economic. Transport is one of the core challenges for sustainable development, especially in urban and densely populated areas.

Carbon Dioxide (CO₂) Emissions

- CO₂ is estimated to account for approximately two thirds of man-made global warming. Transport accounts for 27.6% of total CO₂ emissions, 92.7% of which can be attributed to road transport.
- Travel by private car as opposed to public transport emits the greatest level of CO₂. In 2014, 68 million tonnes of carbon dioxide was emitted by private cars compared with only 2 million for rail and 3.8 million for buses. The chart illustrates the trend in total CO₂ emissions in the UK from 2002 to 2014.
- The UK Government is committed to addressing both the causes and consequences of climate change through its Climate Change Bill. The bill upholds a legally binding target of at least an 80% cut in greenhouse gas emissions by 2050 and a reduction in emissions of at least 34% by 2020. Both these targets are against a 1990 baseline.

CO₂ emissions per passenger kilometre

- The effect of the private car on the environment compared with other modes of transport is most obvious when comparing levels of CO₂ emissions per passenger km. Travel by private car will emit on average 160 grams of CO₂ per passenger km, compared with only 120* by bus, 68 by light rail and 56 by rail.
- The chart to the right provides an indication of current levels of CO₂ emissions by car, air and public transport.

* The figure for bus is based on average occupancy on a national level
Public transport survey data showed that car owners who choose to use public transport instead of their car are helping to reduce CO₂ emissions by approximately 118.8 thousand tonnes of CO₂ per year. This breaks down into 92.2 thousand tonnes from rail users, 2.7 thousand tonnes from Metro users and 23.9 thousand tonnes from bus users.

- For rail, in 2015/16, 53.7 million journeys were made, assuming an average rail journey is 21.4 km, and 77% of rail users had access to a car. Had these users taken their car then 41 million more car journeys would have been made, which would have contributed to 887 million passenger km and 141.9 thousand tonnes of CO₂, compared with 49.7 thousand tonnes of CO₂ for the same journeys made on rail.

- For Metro, in 2015/16, five million journeys were made, assuming an average Metro journey is 9.5 km, and 61% of Metro users had access to a car. Had these users taken their car then 3.1 million more car journeys would have been made, which would have contributed to 29 million passenger km and 4.6 thousand tonnes of CO₂, compared with 1.9 thousand tonnes of CO₂ for the same journeys made on Metro.

- For bus, in 2015/16, 267 million bus journeys were made, assuming an average bus journey is 5 km, and 45% of bus users had access to a car. Had these users taken their car then 120.2 million more car journeys would have been made, which would have contributed to 601 million passenger km and 96.1 thousand tonnes of CO₂, compared with 72.2 thousand tonnes of CO₂ for the same journeys made on bus.

As illustrated above, the key to reducing CO₂ emissions is to encourage transfer from car onto more sustainable modes; bus, rail or Metro. To do this, continual improvement of public transport is required. Work with partners to improve both the quality and patronage of public transport is ongoing.

- In 2015/16, rail passenger journeys in the West Midlands were 74% higher than a decade ago. Bus patronage per population in the West Midlands is the second highest of all PTE areas, with 9.5 million journeys being made per 100,000 people. Development of the Midland Metro network to include the Birmingham City Centre extension and further integration with rail and bus will help transfer more journeys made by car onto public transport.

- It is encouraging to see a continual increase in the number of journeys by public transport into Birmingham City Centre. 63% of all journeys into the city centre during morning peak are now by public transport, compared with only 48% in 1997. The charts illustrate the morning peak travel by mode into Birmingham City Centre in 1997 and 2015.

- Many more successes and initiatives to help improve and encourage transfer onto public transport can be seen in the Achievements factsheet of this report.

**Key Facts**

- Transport accounts for nearly a quarter of total CO₂ emissions, 92.7% of which can be attributed to road transport
- Travel by private car will emit on average 160 grams of CO₂ per passenger km, compared with only 120 by bus, 68 by light rail and 56 by rail
- Public transport users with access to a car but who choose to use public transport for their journey are helping to reduce CO₂ emissions by approximately 119 thousand tonnes per year
Centro’s Environmental Performance

Centro successfully achieved ISO 14001, the internationally recognised environmental management system standard (EMS) in 2015. The achievement demonstrates our commitment to protecting the environment and marks Centro as a leading environmentally responsible organisation through its operation and delivery of services.

The EMS provides the framework to ensure that the organisation’s Environmental Strategy (Think Global: Act Local) and Policy objectives are being delivered, that environmental risks and impacts are managed and continuous improvement can be made in a systematic, planned and documented manner.

The following is a summary of some of the initiatives implemented or being progressed to deliver our environmental strategy objectives and minimise our environmental impact:

Reducing Carbon

- Voltage optimisation (VO) equipment has been installed at 16 Summer Lane. VO reduces incoming voltage to the building thus enabling energy to be saved and consequently prolonging the life of electric equipment. Since the installation of the VO equipment, voltage has reduced from 262 to 225 volts at peak times. VO will be rolled out to bus stations pending the success of the trial period and the business case for wider installation.
- Low energy LED lighting has been installed at Park & Ride sites and at 16 Summer Lane. Energy is being further minimised as the lighting is on a timer system that is programmed to come on only when it is required.
- Energy, air conditioning and infrastructure surveys have been completed on our head office. The survey identifies energy saving opportunities to be undertaken to support carbon reduction.

Environmentally Friendly Buses

- The West Midlands Bus Alliance, which is made up of bus operators across the West Midlands and representatives from bodies including Local Authorities, LEPs and Transport for West Midlands has developed objectives that will require bus operators to meet rigorous new standards, including vehicle emission levels. Older, more polluting buses will either be replaced or retrofitted with particulate traps to ensure that all vehicles within the region are a minimum of Euro V standard by 2020. To date 38% of buses in the West Midlands meet this standard and further work will be funded commercially by operators and through bids for public funding to increase this to 100% by 2020.

Smart Mobility

- The ‘Save a Space’ scheme pilot is currently being developed and will be trialled at four Park & Ride locations in the West Midlands. The scheme is funded by Innovate UK and uses automatic number plate recognition technology to provide real time information to the public on car park capacity and usage, thereby reducing unnecessary car journeys to Park & Ride sites that are at capacity. The trial will also test a facility to enable registered users to pre-book their car parking space via a smartphone app.

Sustainable Procurement

The sustainable procurement action plan and key performance indicators supports and works towards ongoing monitoring of environmental, social, economic and engagement activity connected with the procure-to-pay process and ensures that we are continually delivering objectives in line with the BS8903 sustainable procurement standard.

Raising Environmental Awareness

TfWM continues to implement its comprehensive programme to raise awareness of environmental issues and to make action an intrinsic part of the ethos of the organisation. We have delivered a range of environmental awareness events and promotions, including supporting Green Office Week, Fair Trade Fortnight, Climate Week and the Energy Saving Week national campaigns. These events and other internal communication and engagement initiatives are designed to gain support for our commitment to continuously improve our environmental performance and minimise our impact.

Connected and Autonomous Vehicles

Connected and autonomous vehicles incorporate a range of different technologies, facilitating the safe, efficient movement of people and goods. Increased connectivity allows vehicles to communicate with their surrounding environment. This provides valuable information to the driver about road, traffic and weather conditions. Vehicles with increasing levels of automation will use information from on-board sensors and systems to understand their global position and local environment. This enables them to operate with little or no human input (be driverless) for some, or all, of the journey.

UK Connected Intelligent Transport Environment (UK CITE) is a project to create the most advanced environment for testing connected and autonomous vehicles. It involves equipping over 40 miles of urban roads, dual-carriageways and motorways with combinations of three ‘talking car technologies’ and testing for a fourth, known as LTE-V. The project will establish how these technologies can improve journeys, reduce traffic congestion, provide entertainment and safety services through better connectivity. The UK CITE consortium comprises leading industry, academic and local and national governmental organisations. It is jointly led by Visteon Engineering Services Limited and Jaguar Land Rover and includes Coventry City Council, Coventry University, Highways England Company Ltd, HORIBA MIRA, Huawei Technologies (UK) Ltd, Siemens, Vodafone Group Services Ltd, and WMG at University of Warwick.

The UK CITE project will create the UK’s first fully connected infrastructure on public roads using a combination of wireless technologies, which can enable real-world testing in a safe and managed way. Phase One of the project will continue until the end of 2016 and will include the preparation of infrastructure on routes along the M40, M42, A46, and A45 – as well as an urban route in Coventry – and the preparation of a Vehicle, Systems and Gantry App, which will ensure variable roadside messages appear in-vehicle, either on the vehicle display or smartphone. Finally, pre-test trials will take place on HORIBA...
Environmental Performance
Transport for West Midlands is committed to achieving a reduction of our carbon footprint by 26% by March 2017 (compared to the 2012/13 baseline).

Compared to baseline data (2012/13 Carbon Footprint) a 29.4% reduction of carbon footprint has been achieved as of the end of March 2016. This represents a saving of 898.4 tonnes of CO₂.

CO₂ Produced (Tonnes)
A reduction in the number of pool cars in our fleet achieved a further saving of 2 tonnes of CO₂.

Water Consumption (Tonnes CO₂)
Becoming more familiar with the use of water loggers, being more aware of leakages and high usage, has helped to reduce water consumption by 1.1 tonnes of CO₂.

Energy Consumption (Tonnes CO₂)
This year has been the first full period when we have been served by centrally controlled, more efficient heaters (as opposed to the previous two-year period where it was only in operation for a portion of that time) as well as the initial benefits of voltage optimisation (nearly two months’ worth). We have also seen a further rollout of LED lighting at Park & Ride sites. Due to this, we have seen savings in our energy consumption of 895.4 tonnes of CO₂ over the year (compared to our baseline).

Waste Produced (Tonnes CO₂)
We have increased the amount of waste we produced during 2015/16 by 0.1 tonnes of CO₂ this is largely due to commencement of the clearing out of our archives during this period, something that has not been conducted for some time.

Note 1: Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs (‘World Commission on Environment and Development’).
Note 2: Emission estimates are calculated by applying emission factors to statistical information on processes that produce emissions, i.e. fuel consumption, as opposed to measurements at the point of emission.

Source 1: DECC (2016)
Source 2: TTWM – Policy & Strategy, Intelligence
Source 3: VISUM Public Transport Model (2005)
Source 5: Metro Counts (2013)
Source 6: SDG Survey (2001)
Source 7: WMCA – Corporate Services, Governance
Introduction

The Sustainable Travel Team, in partnership with the seven West Midlands Metropolitan local authorities, work together to help local businesses, schools and communities make smarter travel choices to access jobs, education and leisure opportunities – supporting the economy while reducing carbon. This fact sheet provides information on the services provided by the Sustainable Travel Team.

Smarter Choices are techniques for influencing and supporting people’s travel behaviour towards more sustainable options, including:

- Providing people with better information about their travel options
- Actively marketing sustainable travel options
- Making improvements to transport services to meet people’s needs
- Providing options that reduce the need to travel at all.

Smart Network, Smarter Choices

In 2012, a landmark £50 million project to help the West Midlands economy and cut traffic congestion and carbon was officially launched. The Smart Network, Smarter Choices (SNSC) project delivered a package of measures to help people change their travel behaviour in favour of green options such as public transport, cycling, walking and car-sharing along 10 key routes across the West Midlands.

Measures included better walking and cycling routes, bus and road improvements, expert journey planning for families, schools and businesses and free travel for jobseekers. The project aims to better connect people to work, skills and training opportunities, helping to underpin the local economy. It is playing an important role in tackling congestion and supporting local economic growth, whilst cutting carbon as more people switch to sustainable travel.

Additional funding was secured in 2015/16 to continue to deliver a range of Smarter Travel support to local businesses, education sites and community groups across the West Midlands.

Supporting the unemployed back to work - WorkWise

The award-winning WorkWise service helps unemployed people return to work by providing travel advice and support, enabling them to find, start and stay in work. WorkWise offers a range of travel assistance to jobseekers including:

- Personalised information, advice and journey planning for travelling by bus, train, tram, on foot or by bike
- Free day tickets to attend interviews
- Free monthly travel passes for the first months of a new job

As well as helping the economy by getting people into work, WorkWise encourages green, congestion-busting travel with nine out of ten customers continuing to make sustainable travel choices after six months in their jobs.

To date, WorkWise has supported over 35,000 people into employment across the West Midlands. Its success is thanks to a strong partnership, developed since 2003, between TfWM, Jobcentre Plus, Connexions and local authority partners across the West Midlands.

In February 2016 WorkWise was presented with a special recognition award by the Dept. for Works and Pensions (DWP) for Discovering Potential at the Annual Best Companies Award. This is the latest of several awards for WorkWise, widely recognised for effective work with jobseekers and held up as a model of best practice in the field.

In April 2016 WorkWise introduced the on-line service, enabling individuals, Job Centres and employment providers to access WorkWise support via the Network West Midlands’ website. This embraces the changes brought about by Universal Credit and brings WorkWise in line with the Government’s ‘Digital by Default’ way of working.

WorkWise also offers travel training to advisers in job centres and training providers. This training empowers advisers to help clients plan their journeys to interviews and new jobs – whether by public transport, on foot, by bike or by car-sharing – and to advise them on the best value tickets for commuting. In 2015, a WorkWise Information, Advice and Guidance package was developed for providers to support the travel needs of their learners, further reinforced with a travel resource package which supports an individual’s literacy, numeracy and ICT skills up to level 1.

Number of Workwise Passes Issued

Supporting local businesses and employers

In 2015/16, the team and local authority partners supported key employers across the West Midlands with sustainable travel as part of the Smart Network, Smarter Choices (SNSC) project.

In 2015/16, 75 new employers participated in the SNSC programme, in addition to the 56 businesses still being
supported from the 2012 to 2015 SNSC programme. These businesses benefited from an enhanced travel support package, including site specific audits and advice, free staff travel surveys, a tailored Action Plan to reduce car use and free cycle support and public transport discounts for their staff. Forty seven employers have also taken up a sustainable travel grant of up to £5,000 to implement sustainable travel initiatives at their site.

The team also attended 135 events at local businesses, promoting the SNSC offers to over 3,380 employees, and have delivered a series of training workshops for employers to help them promote sustainable travel at their workplace and share best practice with other companies.

The team is continually looking for ways to improve our offer and listen to and respond to customers’ needs. In 2015/16 we successfully trialled new discounted ticketing offers for employees at our businesses, including ‘try before you buy’ weekly tickets and a Direct Debit offer of twelve months travel for the price of eleven.

**Supporting young people**

The Young Persons’ Delivery Plan is supported by our vision to create lifelong sustainable travel users to increase patronage, deliver modal shift and contribute to a low carbon economy. This will be achieved through the delivery of four key objectives:

- Encourage, support and enable young people to use sustainable travel at key life changes
- Achieve a step change in the travel behaviour of young people and their families towards sustainable travel
- Achieve sustainable travel change behaviour in educators
- Influence services and products provided to ensure they meet young people’s travel needs

During 2015/16, the Education team delivered the following:

**Youth Forum:** Launched in October 2013, the forum now has over 30 members who are engaged via face-to-face and virtual meetings, social media and email. The young people are from the seven local authorities in the West Midlands and are involved in shaping the future of transport in the area. The Youth Forum acts as a focus group for new travel promotional campaigns and Safer Travel workshops), with over 13,400 students receiving face-to-face engagement and support. Birmingham and Solihull schools also benefitted from the innovative Frame Academy, Smart Events boxes, travel information sessions and curriculum-based workshops (including the very popular Careers Crossroads and Safer Travel workshops), with over 13,400 students receiving face-to-face engagement and support. Bristol and universities.

As part of the Smart Network, Smarter Choices project, the team (in partnership with local authorities) provided support to 76 secondary schools, colleges and universities. These education sites benefitted from an enhanced travel support package, including site specific audits and advice, free staff and student travel surveys, a tailored Action Plan to reduce car use, free cycling support (including the very popular Big Bike Challenge) and public transport discounts for their staff.

Staff and students also benefitted from journey planning sessions, Smart Events boxes, travel information sessions and curriculum-based workshops (including the very popular Careers Crossroads and Safer Travel workshops), with over 13,400 students receiving face-to-face engagement and support. Birmingham and Solihull schools also benefitted from the innovative Frame Academy, GSCE PE Mountain Bike programme and Duke of Edinburgh Cycling Expedition pilots, delivered by our local authority partners. Our Travel Academy programme was also a success, and saw students run their own Sustainable Travel marketing campaigns within their schools.

The team also supported 33 education sites outside of the SNSC area and delivered our Moving On Up workshops to primary school Year 6 children making the move up to secondary school.

**Travel support for local residents**

During 2012 to 2015, Personalised Travel Planning projects were delivered to over 20,000 households along six of the Smart Network Smarter Choices corridors (the A4123/A459 Black Country West, A34 Walsall Road, A41 South Warwick Road and A45 Coventry Road, Bus Route 4 in the Black Country and Coventry North). This involved providing support for local residents to try journeys by sustainable modes by offering personalised travel packs and advice on travelling in their local area to work, education or leisure.

During 2015/16, legacy work in these areas continued, with over 45 community groups engaged and supported with bespoke travel advice for their site and local residents.

Source 1: TfWM – Scheme Development, Sustainable Travel 

**nNetwork Class Pass:** The nNetwork Class Pass ticket and journey planning service has been very well received by schools and colleges throughout 2015/16. Teachers and staff can accompany pupils and students and travel economically and flexibly throughout the day on just one ticket – avoiding the need for coach hire and enabling students to have the experience of travelling sustainably. We have referred over 60 schools to National Express for their Class Pass offer on bus services and they have offered us chaperones to escort our school parties. The nNetwork Class Pass has been sold to over 60 schools and colleges this year, with over 1,600 students travelling on bus, train and Metro, with the majority using public transport for the first time.

**Future Travel**

The Future Travel website is primarily aimed at Key Stage 3 teachers, with a number of lesson plans available to introduce sustainable travel within the curriculum for 11-14 year-olds. Future travel has achieved 3,300 web sessions over the 2015/16 financial year.

As part of the Smart Network, Smarter Choices project, the team (in partnership with local authorities) provided support to 76 secondary schools, colleges and universities. These education sites benefitted from an enhanced travel support package, including site specific audits and advice, free staff and student travel surveys, a tailored Action Plan to reduce car use, free cycling support (including the very popular Big Bike Challenge) and public transport discounts for their staff.

Staff and students also benefitted from journey planning sessions, Smart Events boxes, travel information sessions and curriculum-based workshops (including the very popular Careers Crossroads and Safer Travel workshops), with over 13,400 students receiving face-to-face engagement and support. Birmingham and Solihull schools also benefitted from the innovative Frame Academy, GSCE PE Mountain Bike programme and Duke of Edinburgh Cycling Expedition pilots, delivered by our local authority partners. Our Travel Academy programme was also a success, and saw students run their own Sustainable Travel marketing campaigns within their schools.

The team also supported 33 education sites outside of the SNSC area and delivered our Moving On Up workshops to primary school Year 6 children making the move up to secondary school.
Introduction

As part of an integrated transport system, cycling and walking can:

- Support economic growth by reducing congestion and delays on our road network
- Improve the environment by helping to reduce carbon emissions, air pollution and noise
- Offer an affordable, convenient and low-cost travel option to access jobs, education and leisure opportunities, particularly for people without a car
- Increase people’s physical activity levels and improve both the physical and mental health of West Midlands residents
- Create better places to live and visit, by making it easier for people to move around their local communities.

Within the West Midlands, 82.8% of adults walked at least once a month in 2014/15 compared to the English average of 86.3% and this is a fall from 83.1% in 2013/14. 10.4% of residents cycle at least once per month which is lower than the English average of 14.7% but a rise from 10.2% in 2013/14.

Three of the seven local authorities within the West Midlands saw an increase in the proportion of residents who cycle recreationally in 2014/15 when compared to 2013/14. Birmingham saw an increase of 1.9%, Dudley 1% and Solihull 2.5%. The West Midlands does, however, still have one of the lowest levels of recreational cycling with Sandwell appearing in the bottom ten English local authorities (4.3% of residents cycling recreationally for any length of time per day), which is in stark contrast to Richmond Upon Thames in London (21.1%). 6.9% of West Midlands residents cycle recreationally for any given length of time a day which is below the English proportion of 9.6%, although it does represent an increase of 0.4% in comparison to the previous year.

The proportion of West Midlands residents who walked recreationally in 2014/15 stands at 41.6% which is 1% down on the previous year and below the English average of 50.5% with Birmingham, Sandwell and Dudley appearing in the bottom 25 local English authorities. Four local authorities did see a rise in the percentage of residents walking recreationally with Coventry seeing an increase of 3.2%, Sandwell 4.7%, Walsall 7.7% and Wolverhampton by 5.2%.

Cycling Charter

There is widespread evidence that encouraging more people to walk and cycle makes sense – active travel can help to make the West Midlands a happier, healthier and wealthier place to live, improving the quality of life for all residents.

Following development and consultation with partners and key stakeholder, the West Midlands Cycling Charter was approved by the ITA in 2014. The Charter outlines a set of key principles required to deliver an increase in cycling to 5% of all trips across the West Midlands around the following themes:

- Leadership and Profile
- Cycling Network
- Promoting and Encouraging Cycling
- Funding

Since the endorsement of the Cycling Charter, a Task and Finish Group (including representatives from the Policy and Strategy Team, all West Midlands local authorities, public health representatives, TfWM, Sustrans, CTC and the Canals & Rivers Trust) developed a draft Cycling Charter Action Plan aligned to the key principles of the Charter.

This draft Action Plan was approved by the Integrated Transport Authority in September 2015. Cllr Peter Lowe has been nominated to act as the Cycling Charter Champion on behalf of the Leaders.

Smart Network, Smarter Choices Cycling And Walking Support

As part of the Smart Network, Smarter Choices (SNSC) programme, the Cycling and Walking team is working to increase levels of cycling and walking, offering support to local employers, educational establishments and communities. In partnership with suppliers, the following has been delivered:

Cycling support for Education sites and Businesses

- Cycling and walking support for employers and education sites
- Creation of top cycling and walking locations and educational establishments, providing one-to-one support to promote and facilitate a culture of active travel
- Development and support for workplace active travel champions
Cycling offers for adults:
- Adult cycle skills training
- Journey accompaniment and route planning
- Cycle maintenance courses
- Led rides
- Dr Bike surgeries
- Cycle instructor training
- Ride leader training
- Cycling awareness and safe urban driving courses for HGV and bus drivers
- Subsidised bike purchase and training package (known as Bostin Bikes in the Black Country)
- Supporting the cycle training element of Big Birmingham Bikes

Cycling offers for secondary school students:
- Big Bike Challenge
- Frame Academy
- GCSE PE programme
- Duke of Edinburgh

By the end of March 2016, over 21,500 participants had benefitted from BikeRight cycling support, including cycle training and bike maintenance classes and 63 local employers and educational sites had successfully achieved Top Cycle Location accreditation.

Promotional work to increase cycling was delivered during the year with a number of marketing campaigns including a ‘Light Fabulous, Be Safe Be Seen’ campaign to encourage people to continue cycling over the winter months. The team also attended public events and information sessions at workplaces, education sites and community venues throughout the year.

In Summer 2015, the Bostin Bikes pilot was launched in the Black Country. This offered level 1 cycle training participants a subsidised bike (for just £50) if they successfully completed their level 2 cycle training course. The pilot was a success with all bikes allocated and a 2nd pilot (Bostin Commuters) is now underway focusing on people who want to cycle to work.

The Black Country also benefitted from an area specific campaign with the objective of generating 1,000 cycle training participants by March 2016 - which was successfully achieved.

New cycling sessions were also promoted around the region to encourage cycling and explore new areas. This included Canal Cycle Training, Shared City and Metro training and Night Time Cycle Training.

The website mynetwork.org.uk has a dedicated cycling and walking page which contains information about the free cycle training on offer and links through to BikeRight’s online booking system. It also links to the Network West Midlands Cycling and Walking pages which contain a wealth of information on cycle hubs, Brompton Docks, cycling to your station, bike security, cycling in your local area and Love your Bike session dates. Cycle packs can be ordered via the website and include maps and information on cycling. For those who do not have internet access, a range of maps and resources produced by councils and organisations including the Canal and Rivers Trust are available free of charge at Network West Midlands Travel Centres.

Cycle Parking
Over 1,600 spaces are provided at rail stations, Metro stops and bus interchanges across the Network West Midlands area, allowing people to park their bikes before continuing with their journeys.

In addition to this, Selly Oak, Stourbridge Junction, Rowley Regis and Longbridge stations are home to award winning purpose built cycle hubs. These innovative hubs each store up to 30 cycles and provide secure, CCTV covered and smartcard accessed cycle parking to deliver a step-change in the quality and provision of cycle parking at rail stations in the West Midlands. The cycle hubs are free to use, and passengers can obtain access via a simple online registration form. We are pleased to report that there have been no reports of bicycle thefts from any of our cycle hubs.

Three Brompton Dock facilities have been installed in Birmingham city centre at Birmingham New Street, Snow Hill and Moor Street stations. Brompton Docks address the need for cycle-rail integration in the city and provide an end-to-end journey solution. The docks house 60 folding Brompton bikes for hire, 20 at each station. The popularity and interest in the Brompton Bike remains high, with hire from as little as £2.50 per day.

WALKIT Online Journey Planner
Walkit.com is a free online walking journey planner and smartphone app to help people walk more for either part or all of their journeys. In 2015/16, usage of the website increased from 360,392 walking journeys generated to 535,638, an increase of 48.6% upon last year.

Walkit Online Routes Generated

Source 1: Department for Transport, Local area walking and cycling in England: 2014 to 2015
Source 2: TfWM – Scheme Development, Sustainable Travel