



# Cycling Charter Action Plan 2021-22



West  
Midlands  
Cycle & Walk



Transport for  
West Midlands

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# Cycling Charter Action Plan 2021-22

The vision of the Cycling Charter is to recognise the full potential of cycling's contribution to the health and wealth of the West Midlands. This means creating more sustainable, suburbs, towns and cities that are healthier, greener, inclusive safer and more desirable places to live, work and learn.

This Cycling Charter Action Plan sets out specific, strategic, and targeted actions that will help realise the vision and aims of the Charter. The activities will be delivered by the Cycling Charter Steering Group through collaborative working with other partners and stakeholders (Appendix 1).

Delivery of these actions will be achieved through fostering a Combined Authority collaborative approach, where cycling schemes and programmes are aligned, cross boundary and delivered as a group effort.

This plan will be reviewed on an annual basis to ensure identified activities and schemes are up to date and continue to be relevant. This is the third update of the Action Plan.

The Action Plan specifically aims to increase the number of people cycling across the West Midlands (especially in BAME and under represented groups), however, ensure links to walking where possible. We acknowledge that not everyone will choose to cycle or can do so.

Many actions within this plan can help increase walking levels, which have been in decline in the region since the 1970s.



## Community and Green Recovery from COVID-19

Travel behaviours have been changing as a result of the COVID-19 pandemic and the resulting lockdown. During lockdown, road traffic had fallen and there has been an uplift in cycling and walking as people have adjusted to life in these new conditions.

The impact of the pandemic has been a marked increase in levels of car traffic and decreased trust in public transport. Further action to reduce the impacts of transport on the environment is more pressing than ever.

During this crisis people have taken to cycling and walking, whether for exercise or as a safe, socially distanced choice of transport. Whilst cars remain vital for many, there is an opportunity to enable cycling and walking as an attractive and safe sustainable transport option. This is particularly important for those who may rely on affordable travel. In the forthcoming months there will be a golden opportunity to embed greener travel habits which will give rise to cleaner air and healthier communities.

In the West Midlands, we are working with our partners to develop and implement a Community and a Green Recovery Plan because of COVID-19's significant impact on transport operators and travel behaviours. Transport for West Midlands (TfWM) will work closely with all regional partners to aid economic resilience and recovery. TfWM will work closely to support local highway authority colleagues, to keep a safe, clean and functioning transport system that is available for those

that need it. In addition, create local places that are safer, more accessible and easier to find and use.

On 9 May 2020 the Government announced the Emergency Active Travel Fund (EATF) to help make it easier for people to cycle and walk to get around. An allocation of £250 million (from the £2 billion investment in cycling and walking previously announced in the March budget) was made available immediately to support the delivery of temporary schemes such as pop-up cycle lanes and wider pavements.

The EATF and the Active Travel Fund (ATF) were awarded in two tranches with £16.9m allocated to West Midlands Combined Authority (WMCA). [Tranche 1 schemes were successfully delivered](#) within the required eight weeks upon the funding being awarded, and we are now commencing development and delivery on the programme for Tranche 2.

In the summer of 2020, the ambition for active travel in the West Midlands was announced with the name Starley Network, which pays tribute to the history of manufacturing of cycles in the region.

Our long-term West Midlands Active Travel ambitions still stand, and the West Midlands is serious about creating safer spaces for people to enjoy active lifestyles.

# Cycling Charter Principles

Each action of this plan is underpinned by the following four principles to ensure that its delivery achieves the vision for the West Midlands to be “Happier, healthier, better connected and more prosperous” for all.



## Inclusivity and Diversity

The West Midlands has a diverse population. It is also a region with higher than average levels of inequality and the highest levels of physical inactivity compared to all regions. Substantial inequalities are also found in relation to gender, age, disability and ethnicity for both utility and leisure cycling.

Cycling needs to be made more inclusive, accessible and affordable for people of all ages who live, work and learn in the West Midlands.

Inclusivity in cycling requires consideration of the social, structural and cultural barriers that can prohibit accessibility. In particular, all style of pedal cycles including hand cycles, trikes, recumbents and cargo cycles need to be taken into consideration when designing safe cycle routes as well as in the development of community-based cycling programmes so that everyone can enjoy cycling together.





## Monitoring and Evaluating the Impact

The Cycling Charter has a challenging target of achieving 5% of all trips to be made by cycling by 2023. Specific monitoring criteria will need to be identified for each activity as well as how they contribute to the objective of the Cycling Charter. It is important to also take a long-term view to ensure that a KPI is not the endpoint, but a stop along a journey to increase active travel.

The role of TfWM's Data Insight Team is to support internal and external partners in making evidence-based decisions and predicting changes with readily accessible data (transport, health, economics etc). Data Insight achieves this by providing self-service platforms, data visualisation and spatial tools. These tools can be used as evidence to demonstrate good value for money, to review schemes and infrastructure and to support future investment in cycling and walking.

We are also upgrading and improving the cycle counter network to better capture usage data in the region. We will be delivering 21 new cycle counters as well as upgrading several existing counters on the network during 2021-22.

TfWM have partnered with Sustrans to develop the West Midlands Bike Life Report, in which data is collated on cycling provisions and their impact, as well as perceptions on cycling in the region through a survey of residents. The first report was published in 2020 and the follow up in 2022, will provide an opportunity to track the effectiveness of the activities of the Action Plan to reach the aims of the Cycling Charter.

Success of the actions below will include the following observed changes in the region:

- Increased participation in cycling, whether for exercise, leisure or commuting
- Improved access to training and employment
- Improved health and activity levels
- Decreased car dependency
- Places that attract employers and residents
- Improved air quality

Each activity will need its own monitoring and evaluation programme to identify target, such as levels of cycling, increases in physical activity levels, as well as plans on how to gather the required data and reporting.



## Collaborative Working Across Boundaries and Sectors

The Cycling Charter was developed in partnership and is being embedded within local strategies and frameworks. This Action Plan belongs to the members of the Cycling Charter Steering Group, which includes a membership of over 20 organisations across boundaries and sectors.

With 57% of journeys (all modes) crossing an administrative boundary, it is vital that there is consistent delivery across the West Midlands of high-quality provisions and programmes based on best practice. This is achieved through collaborative working and agreement on a common approach to delivery.

Delivery of cycling and walking schemes is a cross cutting agenda that supports the aims of other programmes and strategies of WMCA and the seven constituent local authorities. Active travel is also identified within WMCA wellbeing priorities, Move WM (under review), Commonwealth Games Physical Activity and Wellbeing Legacy, and Thrive at Work, with specific actions to encourage uptake of cycling and walking a way to increase physical activity and improve mental health.

We are continuously striving to break out of silo working for delivery and engaging with partners outside of transport to reduce duplication of efforts and maximise on available funding.





## Inclusive Growth

Inclusive Growth is a way of realigning the values of the economy to what the people of the region want: to prosper, be connected and be healthier.

A city that is designed around the car leads to poor air quality and lower levels of activity, resulting in poor physical and mental health of the population. Current road allocation to cars is causing severances between communities, forcing people to choose driving for travel as well as causing social isolation. It will also become increasingly difficult to manage the impacts of climate change if we are locked into the way we invest in transport and do business (e.g. putting higher value on driving/car use than on active travel).

Cycling and walking as a mode of travel or means of recreation are accessible across age groups and socio-economic status. However, very little will change unless space is reallocated and investment focuses on schemes that make active travel the most attractive and convenient choice.

For the actions of this plan to align to inclusive growth they should:

- Enable all people to prosper through equal access to spaces and routes that get them to where they want to go, whether to work, school or for leisure.
- Be universally designed from the onset so that all groups have equal access.
- Be future proofed for our young people.
- Include investment that benefits all people equally and address any gaps in funding to ensure this is met.





## Theme 1 Leadership and Profile

### Action 1

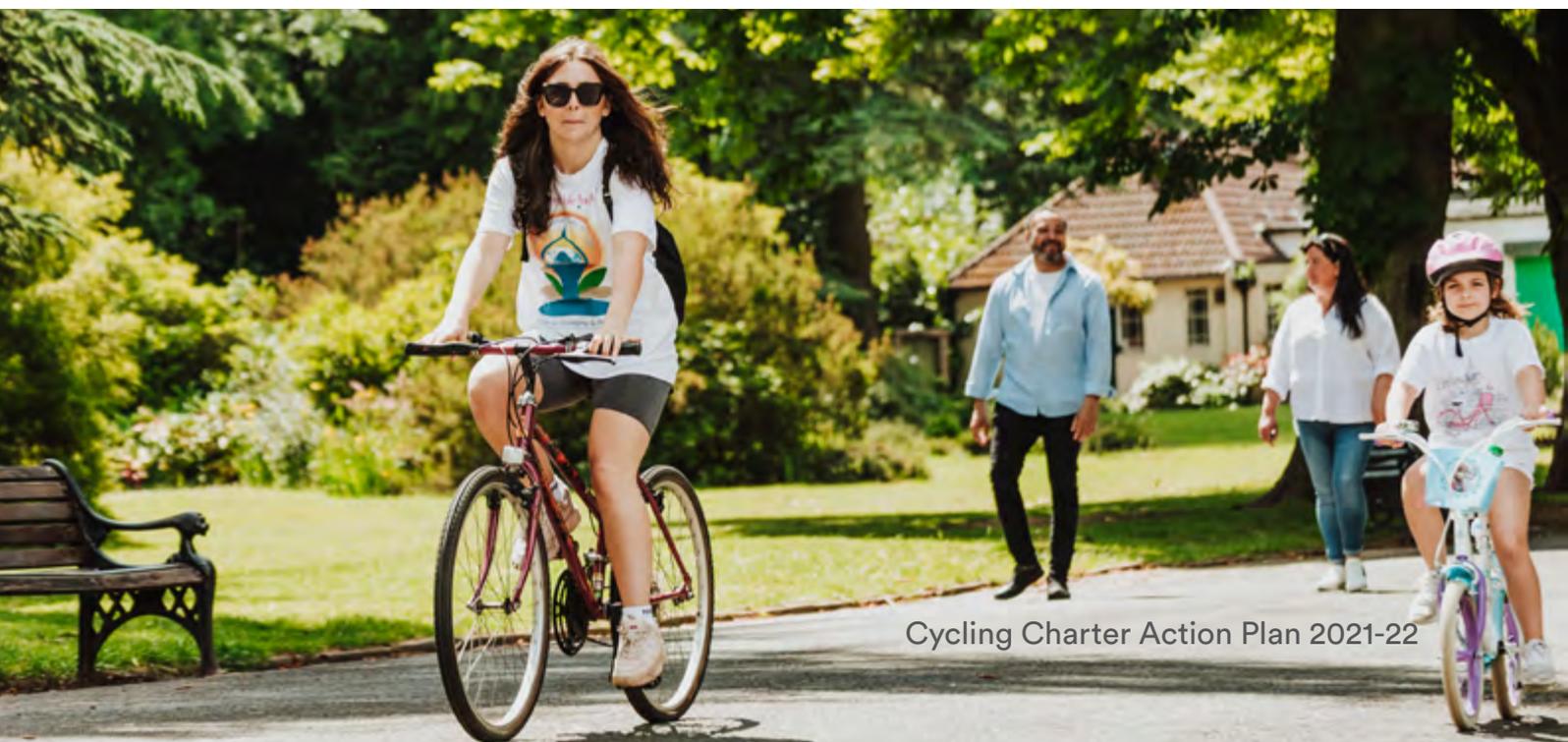
We will continue to work with the Mayor of the West Midlands and leadership teams to raise the profile of active travel.

### Our plan

We will work with our political leaders and decision makers to ensure the benefits of cycling and walking schemes and barriers are communicated and imbedded in all relevant policies. As part of the ATF programme, we will engage with local decision makers from the initial design through to the construction of new infrastructure. By working closely with our political leaders and encouraging them to join us on the journey from concept design to realisation, we hope to influence and inform the benefits of active travel for local communities. As a result, encouraging them to act as champions for positive change.

### The impact

With clear leadership and a strong vision for cycling and active travel in the region, we will be able to transform the West Midlands into a region where cycling and walking is a key part of daily life.



## Action 2

We will work with stakeholders to ensure cycling is included in their strategy and policy documents by providing influence, best practice, encouraging an inclusive approach, technical support and building a strong evidence base.

### Our plan

We will continue to engage with stakeholders, including developers of large-scale projects such as residential and commercial centres, and internal and external stakeholders within transport (working on Metro, Sprint, HS2, Key Route Network, and local areas) to ensure that cycling and walking are integrated within relevant policies, strategies and development frameworks. This includes participation in consultations to find opportunities for cycle proofing routes and to mitigate severances during and post construction.

The review of the TfWM Movement for Growth strategic transport plan will recognise the role of cycling in helping to enable a green recovery post-COVID-19. It will continue to recognise cycling as a key element of an overall sustainable urban transport strategy for the West Midlands.

We will also work with stakeholders (internal and external) in other sectors, such as housing and public health, to include active travel in their policies, strategies, strategic frameworks and implementation plans. We will also encourage the adoption of the best practice within the West Midlands Cycle Design Guidance with these stakeholders within designs.

### The impact

We will see provisions and funding for cycling and active travel integrated into policy and normalised into planning and developments. There will be a recognition at all levels of the positive impact of cycling to the local economy and public health, including reductions in inequalities, air quality and congestion on the road network.



## Action 3

We will raise the profile of cycling and active travel through the Birmingham 2022 Commonwealth Games Legacy programme.

### Our plan

We have developed a proposal for cycling legacy of the Birmingham 2022 Commonwealth Games, called Cycling for Everyone (currently unfunded).

With the aim of delivering a programme of behaviour change activities to the most disadvantaged communities of the region, we will seek to address barriers and help those communities benefit from investment in cycling. Through community led and developed programming, we will help communities and families become local champions for cycling and active travel. We will continue to scope out funding to complement the Sport England £3m funded Commonwealth Active Communities place based approach to reduce inequalities and get more people from disadvantaged communities active.

### The impact

Larger sport and cycling events have the potential to inspire people to take up more physical activity including cycling. Seeing a professional cyclist racing in their home town, will put cycling in the spotlight. However, with existing barriers such as ownership or lack of skills and road safety, those in the most deprived communities are less likely to benefit from investment. We will also include an adapted cycle offer, to support disabled people into cycling.

Cycling for Everyone will help address inequalities in health and cycling access. This package supports the aims of WMCA's On the Move Physical Activity Framework to increase the levels of physical activity in the region.



## Theme 2 Cycling Network

### Action 4

We will continue building the physical network and we will ensure new and existing infrastructure are well maintained, inclusive and accessible.

#### Our plan

The ambition and priority plans for the delivery of high-quality cycling and walking improvements along key corridors and routes was announced in August 2020, rebranded as the Starley Network. This includes construction of routes of high quality as well as linking opportunities for multimodal travel through improved access at stations and cycle parking. The routes should be designed based on best practice contained within the LTN 1/20 and West Midlands Cycle Design Guidance which ensure cycling is inclusive and accessible.

We will support the constituent local authorities with the development of their local plans to support the delivery of a cohesive and inclusive network of strategic and local cycling routes that links up people to where they live, work and play.

With the aim of improving the link between people, place and movement, we will engage with local planners, and developers to ensure that their sites and public spaces link up to existing networks and provide provisions for cycling and walking, such as suitable and secure parking, safer routes through the site and suitable signposting.

We will also seek to improve provisions for healthy streets, for example through filtered permeability in residential areas.

This will be done with the use of bollards and road restrictions in support of the 20 mile per hour speed limit in the region. In addition to this, the Better Streets Community Fund, which was launched in summer 2019, has started to deliver small local schemes that can make a big impact on cycling and walking in communities. Birmingham City Council have started to develop low traffic neighbourhoods in some areas as part of the Places for People programme and will expand these in the ATF programme.

We will continue to work on the development of the Transforming Cities Fund (TCF) Program in 2021 which seeks to build business cases and designs for:

- A34 Cycle route – from Birmingham to Walsall
- A45 Cycle route from Birmingham to Solihull boundary
- Cycling and walking connections along the Wednesbury to Brierley Hill Metro extension corridor
- Binley Road cycle route in Coventry
- Ladywood Core Walking Zone in Birmingham city centre

The A34 and A38 segregated cycleways are flagship cycle routes in the region. During EATF delivery, Birmingham City Council has delivered some additional pop-up cycle lanes across the city, expanding the network of safer cycle routes that are separated from moving motor traffic. We will see additional pop-up cycle lanes across the West Midlands as part of the ATF programme during 2021-22. Sandwell Metropolitan Borough Council will be delivering a high-quality segregated cycle route in Smethwick funded by the Towns Fund during 2021.

We will also continue to work with Sustrans and Canal and River Trust to link the Strategic Cycle Network with the canal towpaths and National Cycle Network (NCN). Where sites are near or adjacent to these we will work with both organisations and other stakeholders (e.g. Highways England) to improve access to those areas, improving both physical access but also working together to develop comprehensive, integrated signage and information provision.

In 2021, we are working with Sustrans on the development of a section of NCN (54) which is linked to the Local Cycling and Walking Infrastructure Plan Phase 1 Route on the Wednesbury to Brierley Hill corridor.

As part of local plans, we will also look to improve accessibility and safety around existing cycling facilities such as BMX parks and circuits. We will also work with both internal and external partners to enhance the local offer of facilities around the region through a focus on delivery corridors.

## The impact

We will see an increase in the number of kilometres of segregated and accessible cycleways across the region. There will be safer routes, separate from motorised traffic that will make cycling safer and more accessible to all ages and abilities, including for those with special needs who use trikes and recumbent cycles. There will be a network of cross-boundary corridors linking up key destinations across the region and providing opportunities to combine active travel with other public transport modes. The overall impact will be that residents will see cycling as part of their daily living whether for leisure or commuting.





## Action 5

We will improve provisions for cycling and walking at public transport interchanges to provide better choices to combine modes of travel.

### Our plan

TfWM will continue to work with train and bus operators, Metro Alliance and local authorities to fund and promote improvements to secure cycle parking, station access, as well as promote cycles on-carriage policies with rail operators. We will work with our partners to ensure the installation of visible, high quality cycle parking is sited in prime and secure locations with CCTV.

We will also look to support partner organisations to deliver station travel plans, safer routes to stations, high quality information and signage across the West Midlands.

We will work with West Midlands Trains on Station Travel Planning as part of the franchise agreement with TfWM.

### The impact

We will see a decrease in congestion around city centres, key destinations and interchanges. The pressure for car parking spaces will lessen in and around public transport interchanges. In time this will reduce the need to increase the number of car parking spaces at park and rides.

## Action 6

### We will support the delivery of the West Midlands Cycle Hire scheme.

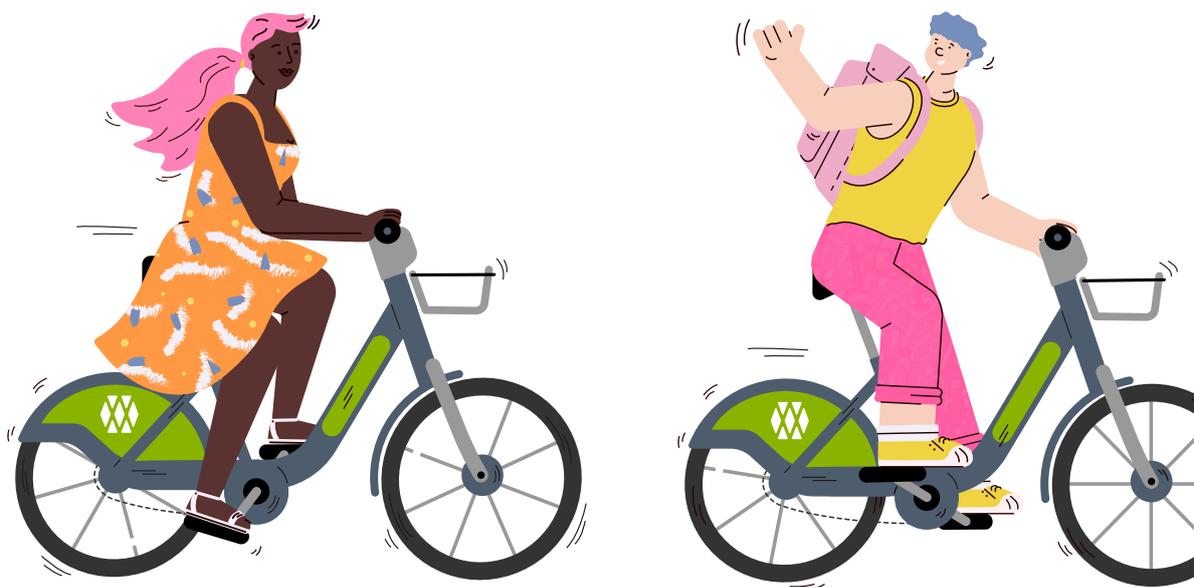
#### Our plan

We will work with our delivery partner to deploy hire cycles and docking station infrastructure at major public transport hubs as well as, at key trip generators and near new high-quality cycling infrastructure in the West Midlands. The scheme was launched in Sutton Coldfield in February and has been expanding across the region. The scheme will provide cost effective pricing solutions and concessions to support the most vulnerable West Midlands citizens.

We also aspire to integrate the scheme with the transport network through Swift to provide a seamless journey for citizens. To ensure increased accessibility and address some of the challenging topography in the West Midlands, the potential of electric bikes will be evaluated.

#### The impact

A regional cycle share scheme will improve access to bicycles for first and last mile journeys, providing a true multi-modal experience for citizens. It will also provide opportunities for leisure cycling, including taking part in Community Cycle Clubs and group rides (e.g. offered by Cycling UK and British Cycling). This will also result in supporting the wider goals of increasing physical activity and improving social inclusion and equity for cycling. It will positively increase cycling levels by reducing barriers of bike ownership and access.





## Theme 3 Promoting and Encouraging Cycling

### Action 7

Working with our national partners, we will deliver a customer-based approach to promote cycling. We will do this through behaviour change that addresses motivations, barriers and attitudes with coordination across sectors.

#### Our plan

Our active travel partners will deliver activities designed to inspire, motivate and teach people to be more confident on their pedal cycles, whether for work, education, leisure or exercise. A broad set of programmes will be delivered including offers for disabled people to use adapted cycles. These activities will be linked to the Starley Network.

As part of EATF and this year as part of ATF, a range of interventions will be delivered through a cross-sector approach (e.g. transport, health and air quality) that addresses the attitudes and barriers to cycling. The approach that is based on behaviour change that targets specific populations will be delivered in partnership with officers in public health, air quality and environment, as well as employers, businesses and education.

#### ATF – supporting measures package

- Engagement site – Commonplace
- Active Travel Partnerships – Cycling UK, British Cycling, Living Streets
- Park that Bike
- Road Safety package
- Love to Ride
- Travel Planning Support
- Social Prescribing
- Adapted Cycles offer
- Smart bike lights offer

We will conduct market research through focus groups, surveys and interviews to gain better understanding of the types of interventions that would be suitable to increase levels and also identify motivations and barriers.

We will learn how to apply new TfWM travel segmentation through the Future Transport Zone and Network Resilience Live Lab programmes. This is so that we easily reach people contemplating cycling and enable them to do so.

The West Midlands Bike Life report will also provide information on barriers and attitudes to cycling in the region.

With a better understanding of the target audience, a suite of resources and interventions will be developed that will address the barriers to cycling.

National campaigns such as Road Safety Week, Bike to Work Week and Clean Air Day will be used as springboards to initiate change.

As the public face for TfWM, the West Midlands Network (WMN) website will continue to offer information to passengers on combining active travel and public transport. TfWM will work to increase the number of people cycling and walking to stations through ongoing improvements in the WMN journey planner as well as online promotion of the facilities on the network.

## The impact

Behaviour change interventions will be more effective through improved understanding of our residents and visitors through segmentation and personas. This also includes undertaking market research to target people contemplating change and providing to support to enable them to cycle. By using a coordinated approach and making use of existing expertise in promotion, the different barriers to cycling amongst those less likely to participate can be addressed more effectively.

We will build on our learning and build a library of best practice that will inform future priorities and programmes. Cycling will become normalised within communities and we will see physical activity levels rise and air quality improve.



## Action 8

We will support our partners and stakeholders in travel demand management to deliver the Congestion Management Plan for resilience, to maintain existing cycling and walking routes and to promote active travel.

The West Midlands is experiencing extensive growth and development including the construction of HS2, Metro and Sprint. Resilience measures to manage the disruption that may occur during construction can include promotion of cycling and walking.

### Our plan

TfWM's 2018 10-point Congestion Management Plan details how we will make sure the West Midlands remains open for business while improvements are made. The plan has been developed in collaboration with partners including Highways England, Network Rail, local authorities and transport operators and is built around three key pillars;

- Improving capacity on our road and public transport networks
- Improving efficiency by building a more reliable network; and
- Managing demand by encouraging people to plan ahead, consider making changes to their journeys and use public transport wherever possible.

### The impact

Travel demand management (TDM) will help with managing the disruption arising from the delivery of the investment programme. In addition, it will enable long term behaviour-change to more sustainable travel habits through a longer-term programme.

In delivering our new travel demand management approach, people will:

- Be able to plan ahead as a result of our communications
- Feel better informed about levels of congestion, delays and roadworks
- Increasingly make travel choices that offer them health and wellbeing and other lifestyle benefits
- Take up the new public transport offer, especially outside of peak hours where there is capacity
- Be encouraged to cycle and walk

Examples of proactive TDM to aid cycling include production of cycling maps in places undergoing change, ensuring cycle lanes stay open during roadworks, where practicable, making sure that totems are up to date and small infrastructure improvements are made to make the cycling experience safer.

## Case Study

### COVID-19 Schools restart

West Midlands partners have made significant efforts to keep transport moving across the country during the COVID-19 pandemic. The DfT asked all Local Transport Authorities to develop travel demand management plans to assist the return to school in September 2020.

As part of its multi-modal response, TfWM embedded five travel planners in the seven West Midlands local authorities. Over six months, they have worked with 111 schools facing the most difficulties.

Actions have been captured in the Modeshift STARS for schools portal and in Walsall's A\*STARS programme.

#### Since the September 2020 restart





## Action 9

We will continue to work with local authority staff, West Midlands Police, West Midlands Fire Service, Safer Travel Officers, Police Crime Commissioner, and public transport operators to improve road safety.

### Our plan

From Bike Life West Midlands report, we know that 50% of residents do not feel safe whilst cycling on local roads. The Cycling Charter Steering Group will look for ways to address road safety through delivery of speed awareness programmes, car dooring campaigns and other programmes to reduce speeds on our roads and decrease the number of Killed or Seriously Injured.

We will continue to support the West Midlands Police award-winning Close Pass Campaign.

### The impact

With increased and coordinated road safety measures, the number of cyclists Killed or Seriously Injured will decrease. More people will be able to live more active lifestyles when they feel it is safer to cycle and walk.

## Action 10

We will work with West Midlands Police, British Transport Police and other stakeholders to reduce cycle crime.

### Our plan

We will continue to work with our partners, including public transport partners, to develop and fund new initiatives. We are a member of the National Cycle Crime Steering Group and share best practice, data and develop new initiatives to combat cycle theft. We will also continue to raise awareness to cyclists on keeping their pedal cycles secure through information on websites (e.g. WMN), social media and sign posting at cycle parking.

While the Cycle Crime Action Plan has focused on theft at cycle parking at stations and interchanges, initiatives to address preventing crime along the cycle network and new developments must also be considered. We will work with our partners including West Midlands Police and engage with communities to develop plans to keep our cycling and walking routes safe, including addressing anti-social behaviour.

### The impact

Through effective interventions and collaborative working, we will continue to reduce crime levels to ensure that people will feel safe to leave their cycles at stations and to cycle along the network.





## Theme 4 Funding

### Action 11

Working with our partners and stakeholders, we will use a coordinated approach to bid for funding and prioritise an allocation of regional funding on cycling and walking.

#### Our plan

We will develop business cases to deliver the priority routes identified in the West Midlands Local Cycling and Walking Infrastructure Plan (LCWIP), including budget for corresponding revenue schemes and monitoring and evaluation.

We will continue to scope out funding opportunities through transport, public health and air quality from central and local government. With the support of the Cycling and Walking Ambassador and the Regional Task Force, we will raise the profile of cycling and help increase spending on improving provisions and delivering programmes, particularly from large local investment schemes such as the Transforming Cities Fund and Local Growth Fund.

#### The impact

Residents of the West Midlands will see the development of high-quality routes across the West Midlands with increased levels of funding to schemes. Cycle training will become more readily available for both adults and children to learn basic skills and to build the confidence needed to use cycling for both transport and leisure. In short, cycling and active travel will become a normal aspect of everyday living in the West Midlands.

## Case Study

### EATF and ATF

In May 2020, the government announced the creation of the EATF to deliver cycling and walking facilities in response to the COVID-19 pandemic. The funding has been divided into two tranches:

- Tranche 1 to support the installation of temporary projects for the COVID-19 pandemic; and
- Tranche 2 funding to support both temporary, low-cost schemes, and permanent schemes with a short lead time.

Working in partnership, TfWM and the constituent local authorities built a programme of infrastructure schemes and supporting measures. TfWM put forward the application on behalf of the constituent local authorities.

The Tranche 1 indicative allocation for WMCA was £3,447,000; however, the region was awarded a total of £3,850,997, 11.73% higher than anticipated due to the application being particularly strong, which enabled the programme to be expanded through more comprehensive and additional schemes.

The indicative allocation for Tranche 2 for the region was £13,787,000. A funding application setting out the programme of proposed schemes for the region was submitted to DfT at the beginning of August 2020 with the announcements of funding awards scheduled to be made in September.

Over 2021-22 financial year we will deliver the ATF programme and are currently waiting for the government's announcement for additional funding towards cycling and walking.



## In closing

The West Midlands Cycling Charter has a clear vision to realise the potential of cycling as a form of healthy and sustainable transport in the West Midlands.

Success of the Charter will include:

- Increased participation in cycling whether for exercise, leisure or commuting
- More accessible region to support a wider range of non-traditional cycles.
- Improved access to training and employment
- Improved health and activity levels
- Decreased car dependency
- Places that attract employers and residents
- Improved air quality

The above is dependent on: establishing a collaborative approach and working across the WMCA metropolitan area, leadership that supports cycling and walking, integrating cycling and walking across relevant strategies and generating new investment and funding. Finally, the success will also be dependent on effective delivery of this Action Plan to ensure high quality infrastructure is developed alongside delivery of soft measures that promote cycling and the network.

The action plan is a living document that will be updated as progress is made to ensure that actions continue to be effective to achieve the targets laid out in the Charter and supports the vision the West Midlands.

# TfWM – Cycling and Walking Delivery Plan

## Capital/Revenue Programme

Scheme Type	Name of Scheme
Capacity for data collection	Cycle Counters
New Street Cycle Hub	Cycle Parking at Stations
Moor Street Cycle Parking	Cycle Parking at Stations
Report/Data collection	Bike Life West Midlands Report
Active Travel Partnerships – Living Streets	
Active Travel Partnerships – Cycling UK	
Cycle Crime Prevention	Cycling Crime Action Plan



## ATF Programme

Scheme Type	Reference	Scheme Name
Infrastructure	BIR201A	Moseley Local Centre – Transport Space Reallocation Location:
	BIR201B	Stirchley Local Centre – Transport Space Reallocation
	BIR201D	Cycle lanes – City Centre to Yardley (A45 corridor)
	BIR201E	Cycle lanes – Selly Oak to Longbridge (A38 corridor)
	BIR201F	Cycle lanes – City Centre to Castle Vale (A47 corridor)
	BIR201G	Cycle lanes – City Centre to Smethwick (A457 corridor)
	BIR201H	Cycle lanes – Bradford Street (City Centre Access)
	BIR202A	Lozells Places for People
	BIR202B	Kings Heath & Moseley Places for People
	BIR202C	Bournville Places for People
	BIR202D	Castle Vale Places for People
	BIR202G	School Streets Measures
	BIR202H	Places for People: further quick wins measures
	BIR203A	Further development of Tranche 1, Scheme 6 City Centre Traffic Cells Initiative
	BIR203B	Development of other elements of City Centre Traffic Cells Initiative
	BIR204A	More cycle lanes incl. A47 spur to Walmley, A47 spur to Ward End, A38 spur to Moseley
	BIR204B	Local Centres incl. Sutton Coldfield, Erdington and Soho Road
	BIR204C	City-wide cycle parking in public spaces
BIR204D	Big Birmingham Bikes	
Supporting measures	WMSM202	Regional enabling measures: continuation of Love to Ride package
	WMSM203	TfWM communications
	WMSM204	Local cycling and walking activation measures
	WMSM205	Bolstering cycling & walking partner delivery
	WMSM206	Support package for businesses and education sites
Supporting measures	WMSM207	Road safety package
	WMSM208	Pilot to help disabled people to be more mobile and connected
	WMSM209	Smart Lights Offer
	WMSM210	Community Enabling Project
	WOL206	Supporting measures

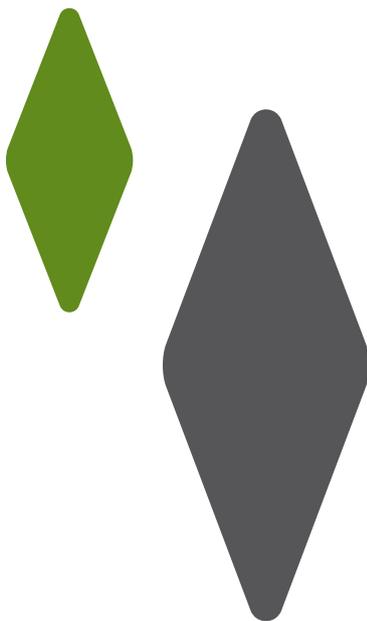
## Transforming Cities Fund Programme

Name of scheme	Type
Better Streets Community Fund	Smaller measures
Development Funding	Business case/Initial design
A34 Cycle Route (Perry Barr to Alexander Stadium)	Segregated cycle route
A45 – Birmingham to Solihull Boundary	Segregated cycle route
Binley Road Coventry University to University Hospital Cycle Route	Segregated cycle route
Wednesbury to Brierley Hill Metro Corridor Access Improvements at stops for cycling and walking	Local connections for active travel to Metro stops
West Midlands Cycle Hire Scheme	Cycle hire
Small Measures and Additional Community Fund	
Birmingham Core Walking Zone	Walking Area

# Better Streets Community Fund Projects

## Birmingham

- **Woodgate Valley Country Park:** Resurfacing of paths and inclusive cycling hub
- **Wheeler Lane and Barns Lane:** Improved crossings
- **Soho Road in Bloom:** Planters to prevent pavement parking
- **DELIVERED - Clifton Primary School:** Parking buddies to stop pavement parking
- **DELIVERED - Sparkbrook/Balsall Heath:** Cycle parking
- **Summer Lane Canal Access:** Inclusive access to canal towpath
- **Tangmere Drive Crossing:** Improvements to a crossing on Tangmere



## Coventry

- **Charterhouse Community Corridor:** Traffic free cycling and walking route
- **Stoke Aldermoor:** Cycle parking within the community
- **Allesley Park:** New crossing across Allesley Park Drive as well as safer entrance for pedestrians and cyclists to the park itself.
- **Parkride:** Delivery of Parkride Inclusive Cycling Centre in Coventry.
- **Stivichall Primary School:** The Better Streets Community Fund will provide funding to improve cycle parking outside Stivichall Primary School to enable more children from the local community to cycle to school.

## Dudley

- **DELIVERED - Thorns Road:** Improvement of two crossings across the busy Thorns Road near Quarry Bank
- **DELIVERED - Wordsley School:** Improvement of crossing outside Wordsley School in Dudley

## Sandwell

- **Millennium Community Centre and Friar Park Primary School:** Improvements at and between these two locations providing a safe and enjoyable space for local people to walk and cycle
- **Smethwick Old Church and Dorothy Parkes Community Centre:** Traffic speed reduction measures
- **Blackheath:** Dropped curbing to improve access
- **DELIVERED - West Bromwich Town Centre:** Cycle Parking outside YMCA

## Solihull

- **Berkswell Project:** Improvements for cycling and walking in the area
- **Green Hill Way Day Centre:** Community planters
- **Willow Park, Balsall Common:** Cycle parking

## Walsall

- **National Cycle Route 5:** Accessibility improvement on National Cycle Route 5
- **Hawes road:** Widen footpaths and calm traffic
- **Aldridge High Street:** Cycle parking and community planters
- **DELIVERED - Walsall Rugby Club:** Cycle hub

## Wolverhampton

- **Cycleways and Signage:** This improvements to cycleways and signage around a community of Wolverhampton
- **Wednesfield Road:** Improvements along the Wednesfield Road to create a cycling link into the Town Centre
- **Park Village Education:** Cycle parking, maintenance equipment as well as an area where cycle training can take place
- **DELIVERED - Aldersley Stadium:** Wheels for All centre

# Appendix 1

## Cycling Charter Steering Group

- WMCA / TfWM
- Birmingham City Council
- Coventry City Council
- Cycling UK
- Dudley Metropolitan Borough Council
- Sandwell Metropolitan Borough Council
- Solihull Metropolitan Borough Council
- Sustrans
- Walsall Council
- City of Wolverhampton Council
- Public Health
- Rospa
- Canal & River Trust
- Highways England
- British Cycling
- Bike West Midlands Network
- Midland Mencap
- Cycling Projects
- Living Streets



## Appendix 2

### List of Relevant Strategies

- Cycling and Walking Investment Strategy
- Movement for Growth: The West Midlands Strategic Transport Plan
- Movement for Growth 2026 Delivery Plan for Transport
- West Midlands Cycling Charter
- Thrive West Midlands: An Action Plan to drive better mental health and wellbeing in the West Midlands
- WMCA Strategic Economic Plan
- West Midlands Regional Road Safety Strategy
- Health and Transport Strategy
- Black Country Cycling and Walking Strategy
- Birmingham Connected
- Solihull Connected
- Midlands HS2 Growth Strategy
- On the Move Physical Activity Strategic Framework 2017-30
- Thrive WM
- WM2041
- Paths for everyone National Cycle Network physical review and action plan Midlands and East of England – Sustrans
- Birmingham – Walking and Cycling Strategy and Infrastructure Plan
- Birmingham – AQ Action Plan
- Coventry – Local Air Quality Action Plan
- Emergency Birmingham Transport Plan
- IncludeMe West Midlands
- Sandwell - Cycling and Walking Infrastructure Plan
- Solihull Local Cycling and Walking Infrastructure Plan
- Walsall - Town Centre Plan
- West Midlands Road Safety Partnership
- West Midlands Road Safety Strategy
- Wolverhampton - A Step in the Right Direction

# Glossary

**Capacity** – is the maximum number of people that can travel along a route (or through junction) during a unit of time (or block), using any type of travel be it private car, public transport, cycling or walking.

**Cross-sector** – This approach is about working together across different areas (e.g. transport and health) to achieve common aims and objectives. For example, cycling and walking are activities important as travel as well as physical activity.

**Low Traffic Neighbourhood (LTN)** – “A low-traffic neighbourhood is a scheme where motor vehicle traffic in residential streets is greatly reduced.” (definition from Sustrans)

**LTN 1/20** – refers to the cycle infrastructure design (LTN 1/20)

**Propensity to cycle** – is a term used to indicate the likelihood that cycling will be taken up within an area or by a certain group.

**Social prescribing** – “Social prescribing involves helping patients to improve their health, wellbeing and social welfare by connecting them with community services which might be run by the council or a local charity” (NHS). For example, a doctor can prescribe a patient to take up cycling and provide information for local led rides and Community Cycle Clubs.

**Sprint** – Rapid Bus Transit system being developed by Transport for West Midlands.

