

Rail Renaissance for the West Midlands

Tom Painter, Head of Franchise
Management



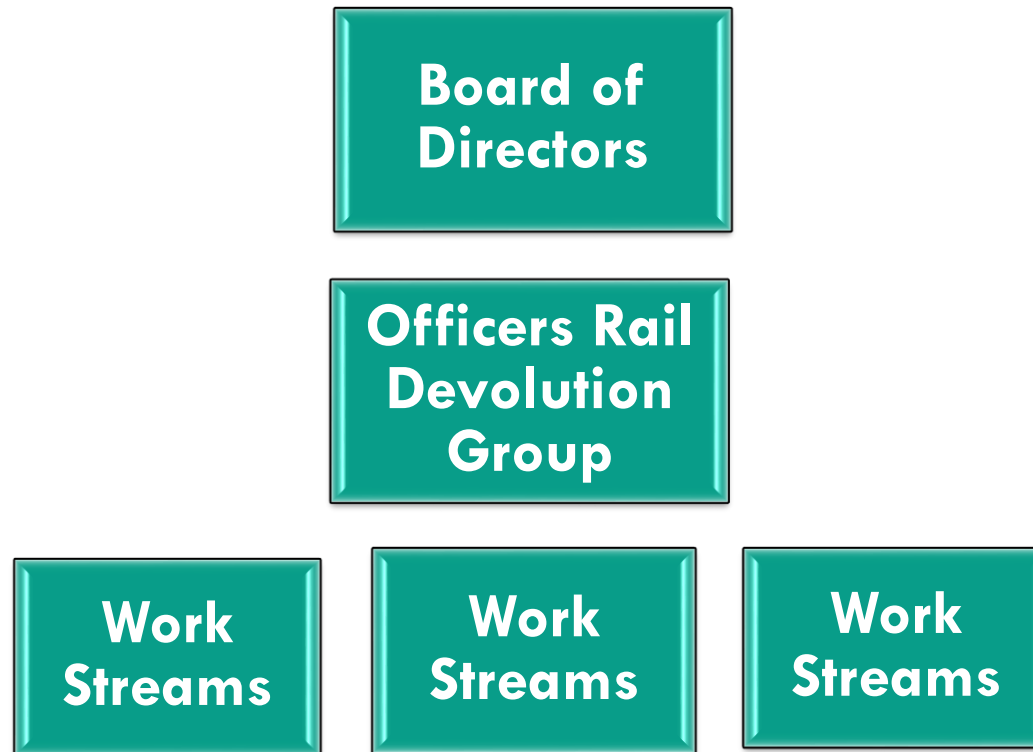
Who is West Midlands Rail Ltd?



- Partnership of local authorities:
 - WMCA, met districts, Shire and Unitary LTAs
 - Local democratic accountability at its heart
 - Directors are senior local politicians
 - Small officer exec team
- Exists to provide local leadership for rail in the region



Current Governance

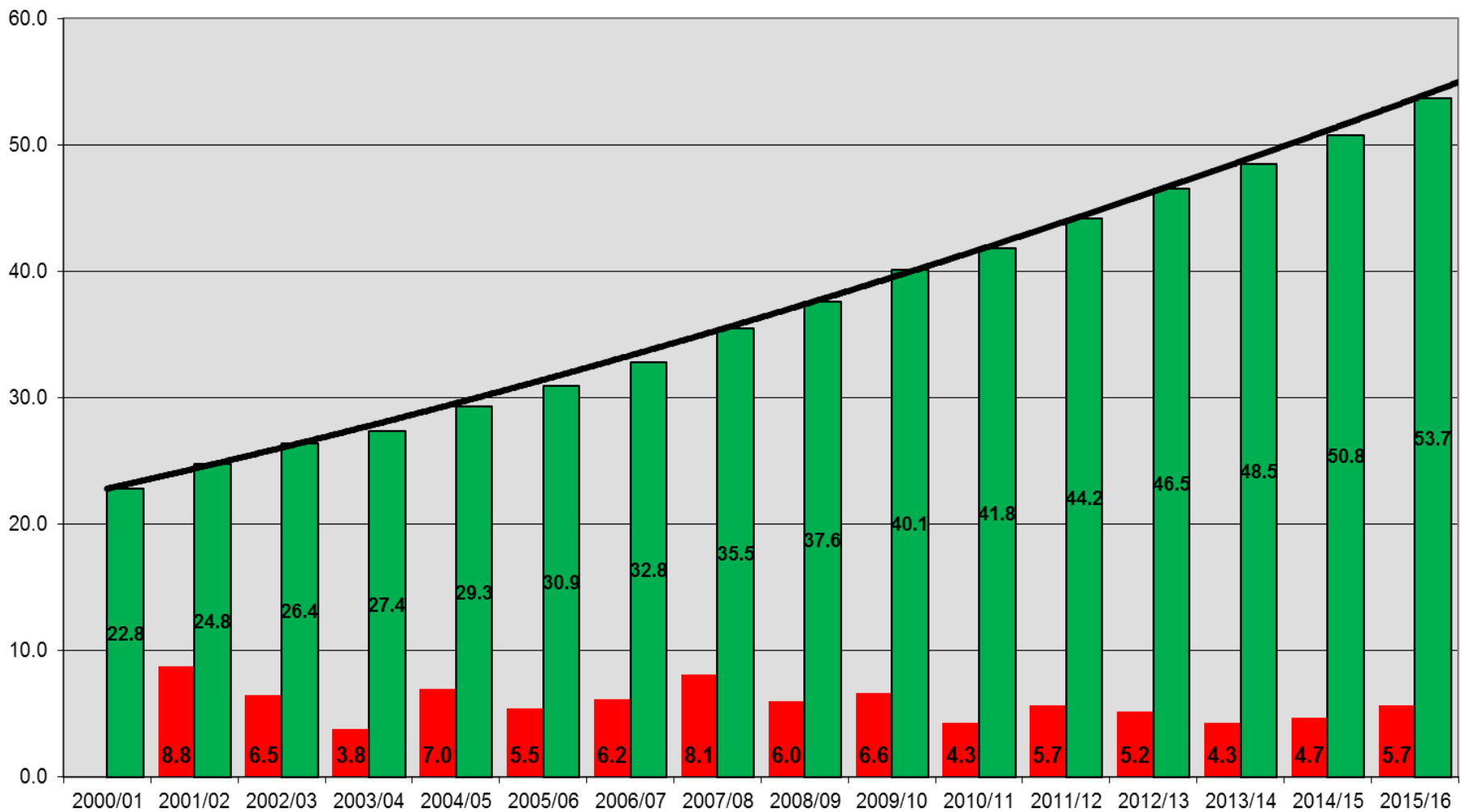


WHY BOTHER?



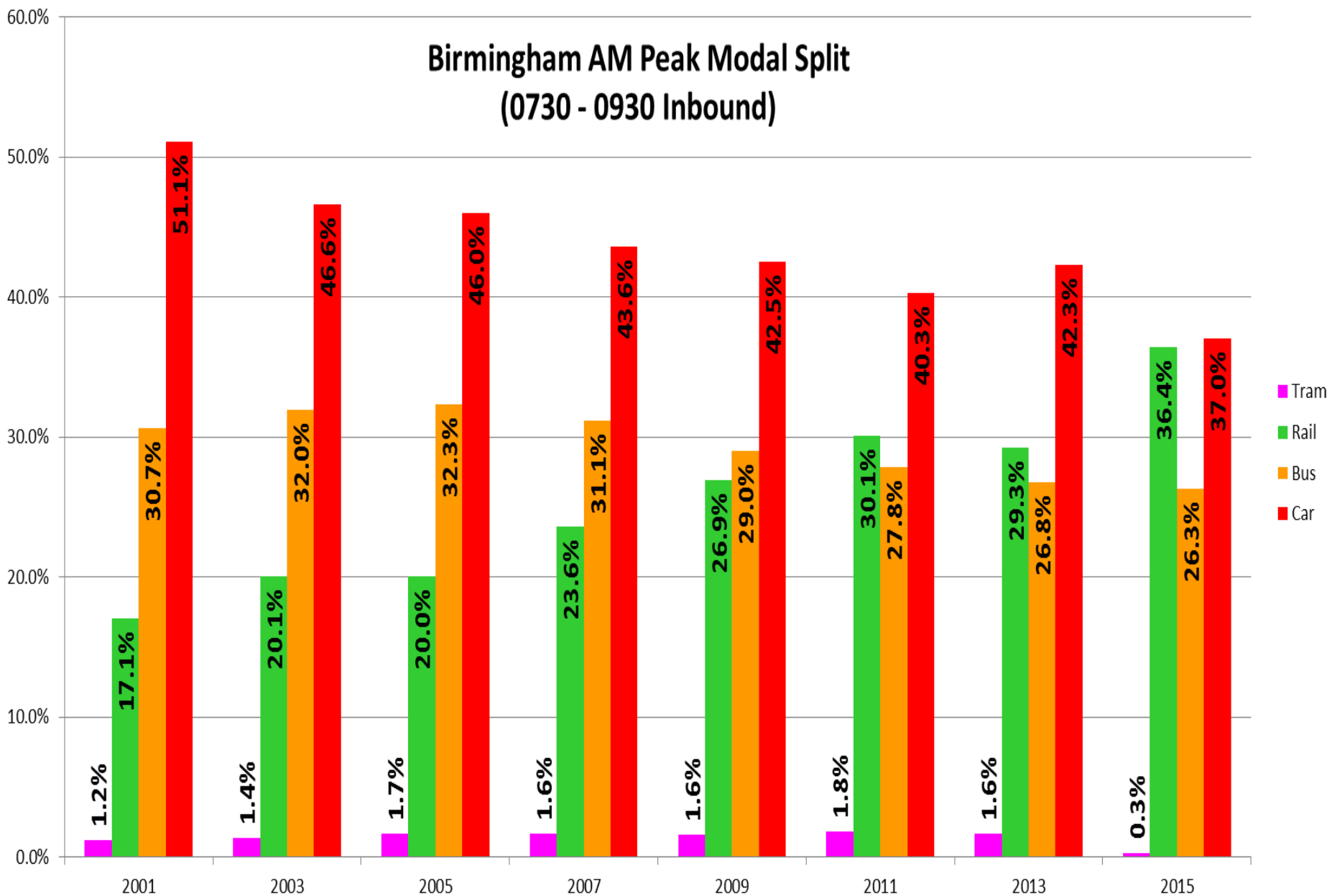


West Midlands Metropolitan Area Rail Passenger Journeys (millions) & Year on Year Percentage Increase



**West Midlands Metropolitan Area Rail Patronage has increased by 135% since 2000
and increased by over 70% in the last 10 years**

Birmingham AM Peak Modal Split (0730 - 0930 Inbound)





POPULATION

**6.47
MILLION**

MODAL SHARE
FOR RAIL



BIRMIINGHAM
AM PEAK
36.4%

ACCESSING RAIL
STATIONS IN
THE WMR REGION

**200633
PEOPLE
DAILY**

PEOPLE IN EMPLOYMENT



3.2 MILLION

TOTAL VALUE OF
EXPORTS FROM
EAST MIDLANDS



**£7.5
BILLION**

**£11
BILLION**



TOTAL VALUE OF
EXPORTS FROM
WEST MIDLANDS



HOUSE AN
EXTRA



**391000
NEW HOMES**
PROPOSED IN THE WMR REGION
BETWEEN NOW AND 2033

**900000
PEOPLE**



WORKING AGE POPULATION IN EMPLOYMENT

75.42%



AVERAGE ANNUAL
SALARY IN WMR REGION

£27134



TOTAL VALUE ADDED TO UK ECONOMY

£128 BILLION



**12250
BUSINESSES**
EXPORT FROM THE
WEST MIDLANDS

POTENTIAL FOR
**454000
NEW JOBS**

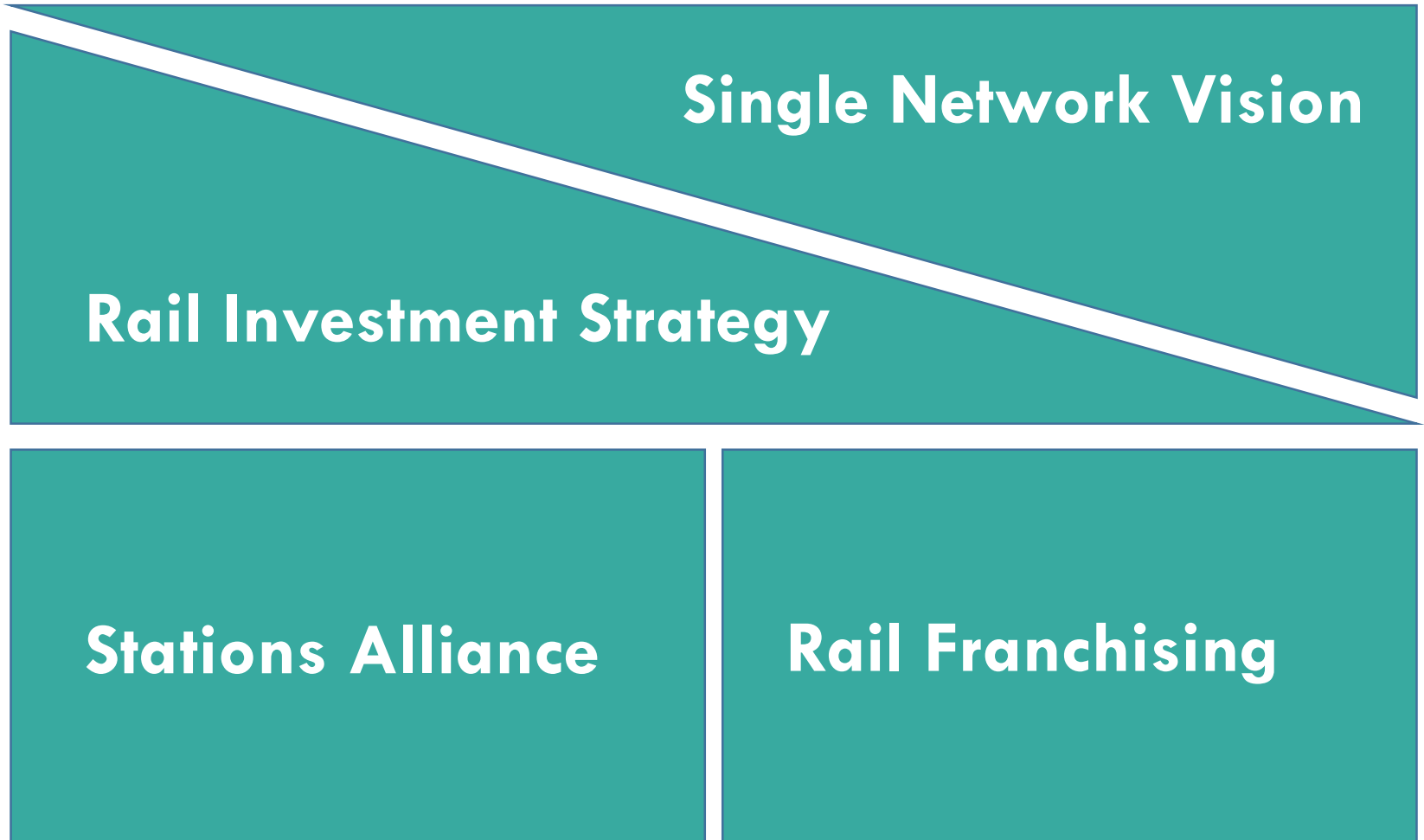


IF ALL IDENTIFIED
DEVELOPMENT
LAND IS TAKEN UP

WHAT ARE WE DOING?

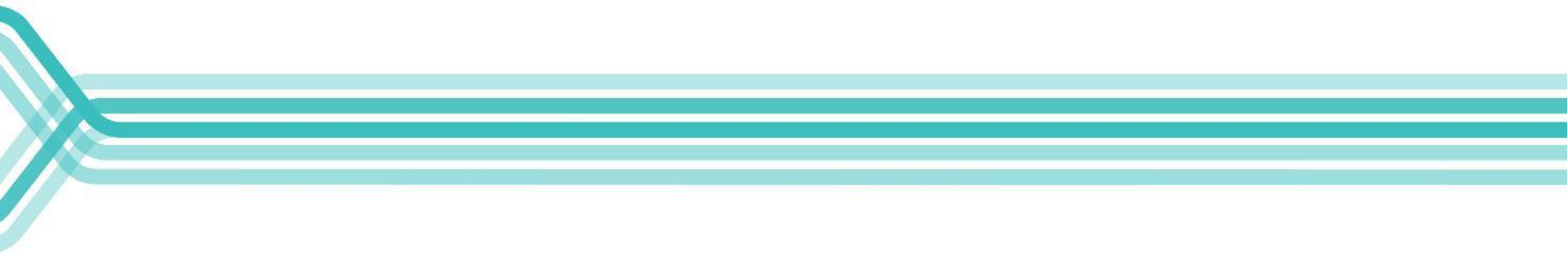


WMR Strategy



WEST MIDLANDS FRANCHISE





Separable Business Units



Big Wins



- Separable business units
- Brand and identity
- Capacity
- New services
 - Stoke/Crewe
 - Shrewsbury
- Service quality regime
- Better evening services
- Better Sunday services
- Wolverhampton station transfer
- Smart ticketing
- West Midlands marketing



Waiting room

**WEST MIDLANDS
STATIONS ALLIANCE**

The Alliance

- Unique and innovative
- Robust governance
- Recognises and resolves inherent failings of current arrangements

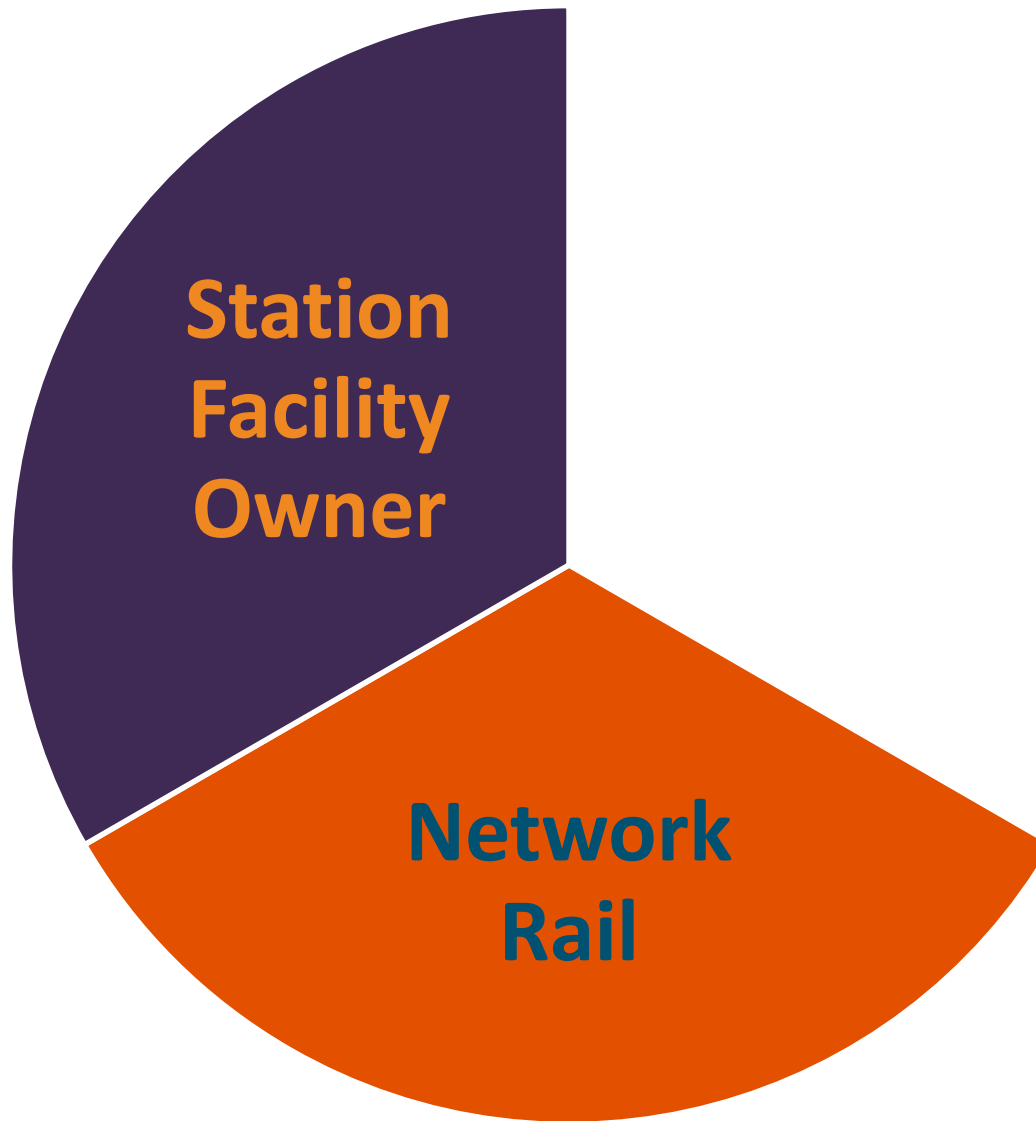


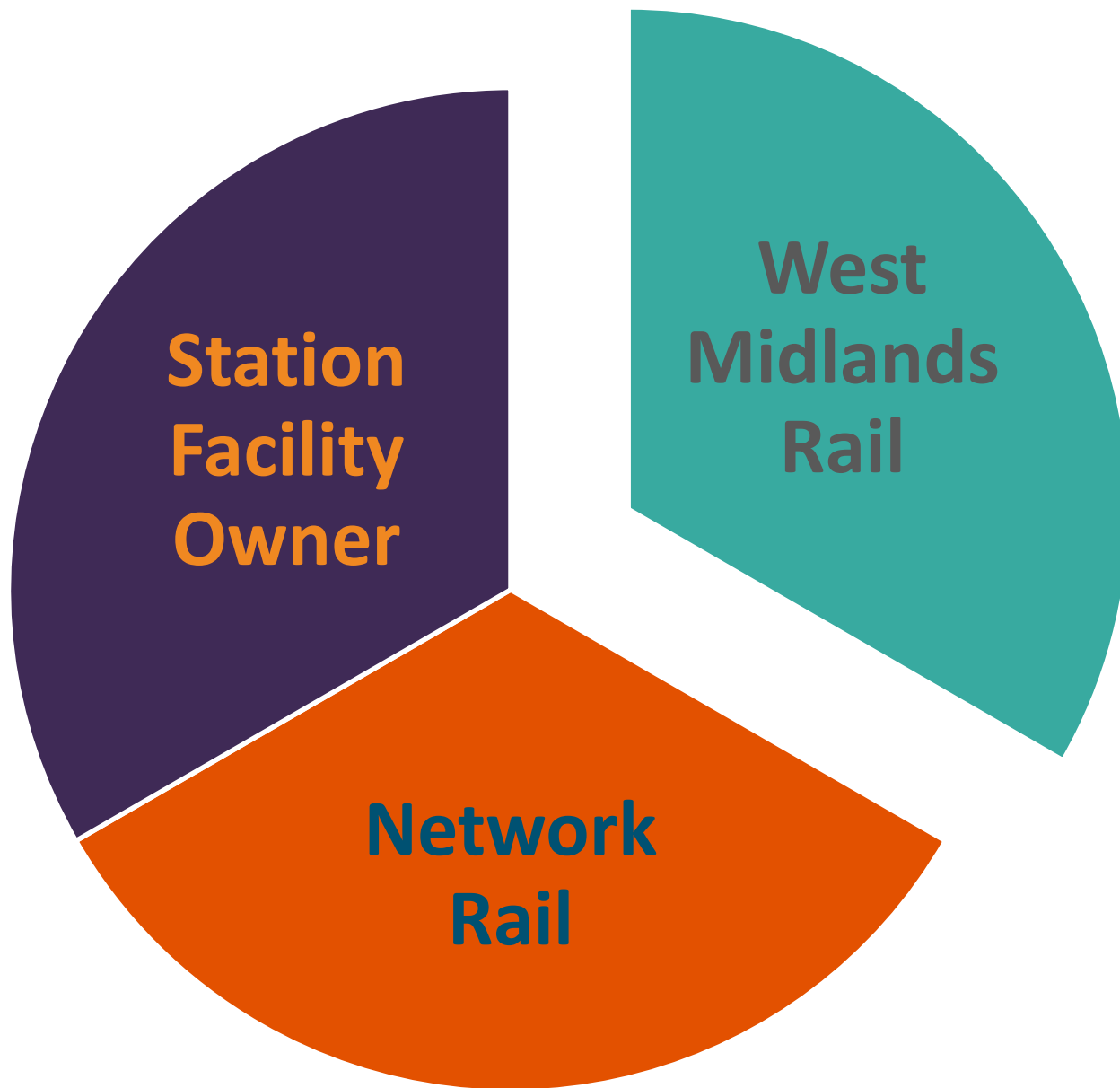
THE PHILOSOPHY

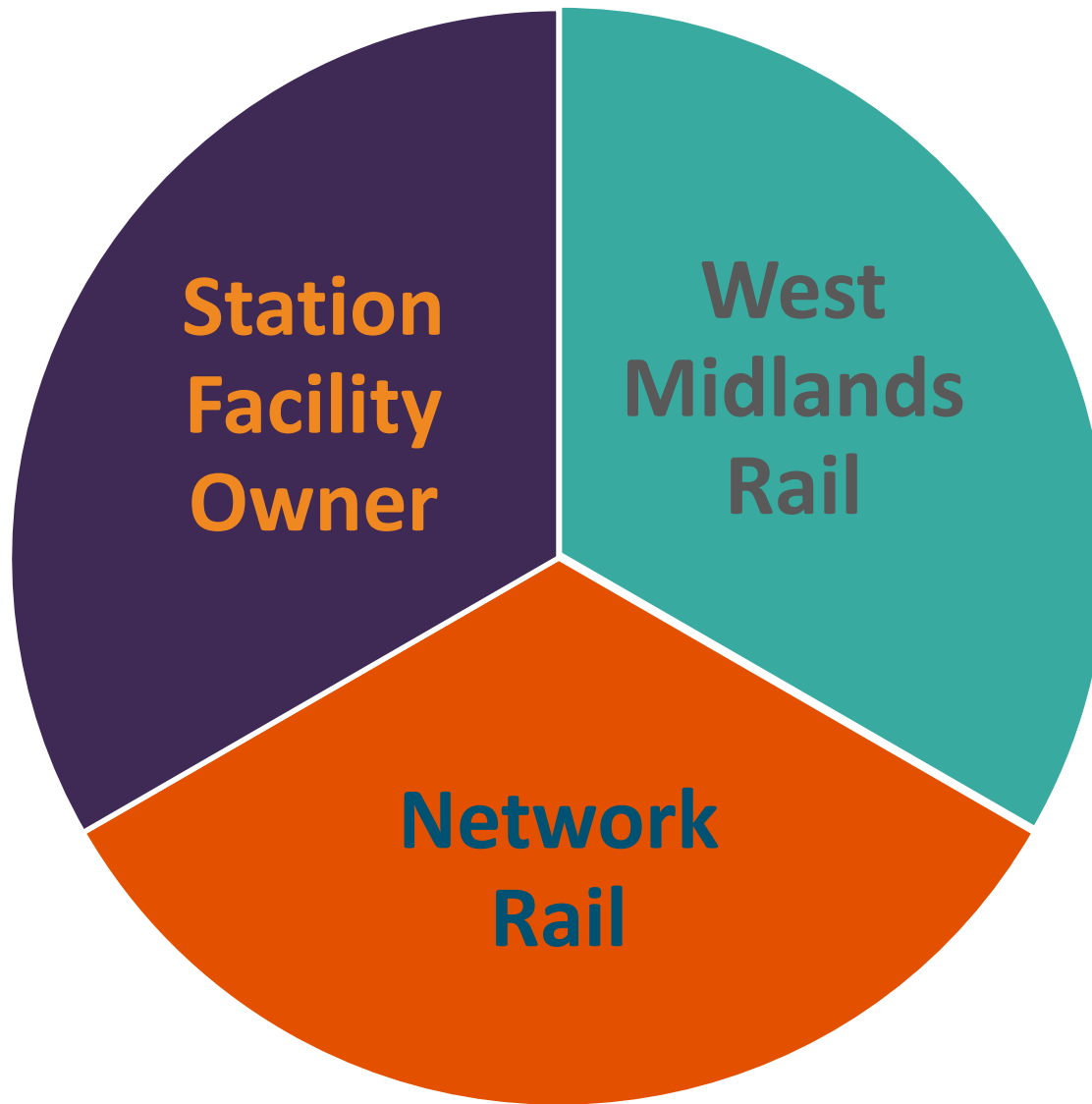


A large, solid orange fan-shaped graphic, resembling a stylized 'V' or a wide wedge, is centered in the lower half of the image. It has a sharp point at the top and a curved bottom edge.

**Network
Rail**





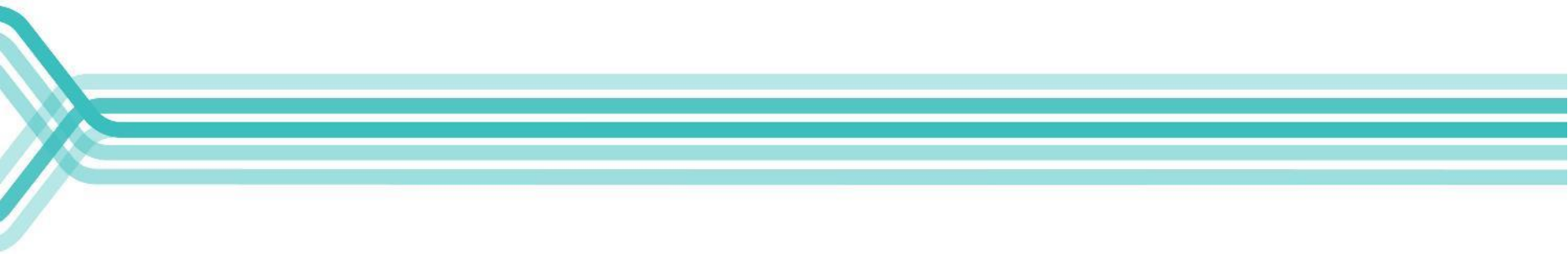


West Midlands Stations Alliance

Work Underway



- Master plan development for two routes
 - Funded by LEPs
- Station Design Vision
- Potential opportunity at Redditch being investigated
- Discussions with other authorities underway



IN SUMMARY...



All good news...



- Creating a network that delivers for passengers:
 - WMR is leading the creation of a better rail network for the region
 - A new franchise, with much to celebrate
 - Real influence with DfT, and franchise management responsibility
 - Exciting plans for future station and network development

A purple and silver high-speed train is shown from a side-front perspective. The train features a stylized 'X' logo in grey and orange on its side. Below the logo, it says 'Operated by West Midlands Trains'. The train is on a track with a concrete platform in the foreground. In the background, there are tall buildings under construction with red cranes. The sky is overcast.

westmidlandsrail.com

**West Midlands Rail is a movement
for change – driving a revolution
in rail services for West
Midlanders.**