

Reimagining transport in the West Midlands: A conversation about change

LTP Green Paper Engagement Summary



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2. How we did it
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Produced by TfWM Policy, Strategy and Innovation Directorate

LTP Green Paper: Overview

- The LTP Green Paper: Reimagining Transport in the West Midlands was published on the 1st July 2021
- The Green Paper serves as a consultation document for the general public, businesses and other key stakeholders in the West Midlands
- It will inform the development of the new Local Transport Plan (LTP5) for the West Midlands Combined Authority
- The document is based around five key Motives for Change, which encapsulate the main challenges facing the region in relation to transport:
 - Creating a fairer society
 - Supporting local communities and places
 - Becoming more active
 - Tackling the climate emergency
 - Sustaining economic success
- The Motives for Change were developed as part of an evidence gathering exercise which formed the basis of the LTP Green Paper



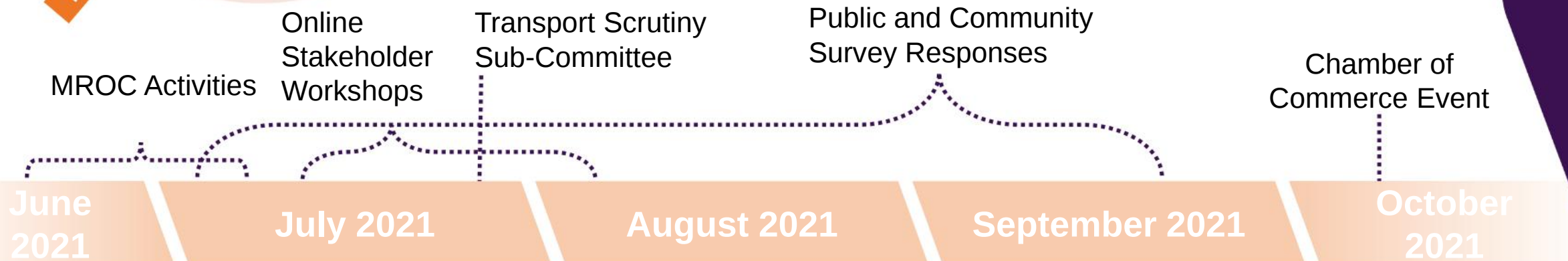
[Reimagining transport in the West Midlands - WMLTP5 Green Paper | Transport for West Midlands \(tfwm.org.uk\)](https://tfwm.org.uk)

LTP Engagement Strategy



LTP Engagement was conducted through various channels, including:

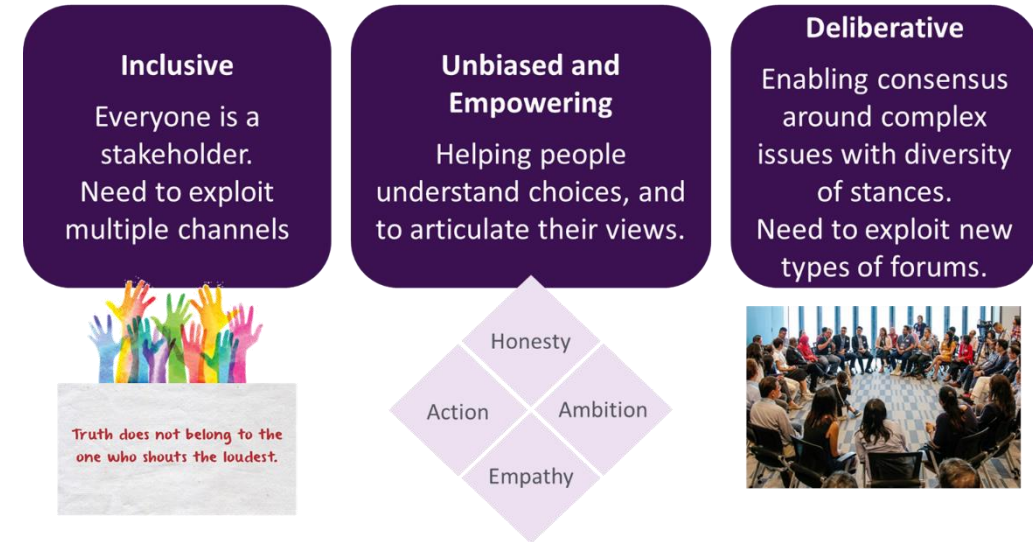
- Public surveys which were disseminated via social media, mail and email
- Market Research Online Community (MROC) and targeted quick-poll surveys
- Online and in-person workshops with key stakeholders
- WMCA Boards



LTP Public Engagement Campaigns

- The Green Paper was publicised via: TfWM's website, constituent authorities' websites, emails via Campaign Monitor and networks, social media, press releases and community outreach partnerships
- The citizen and business/community surveys were published on the 5th July and remained open until the end of September
- A follow up 'Quick Poll' survey for LTP survey participants who wished to take up in further research, which gathered more information on perceptions and use of policy mechanisms and the opportunities/threats posed by decarbonising transport
- An in-person business engagement event was facilitated by the Birmingham Chamber of Commerce and transport planning consultancy Atkins

Engagement Principles and Aims



- **Identify citizen's preferences** on how to meet objectives
- **Build understanding** of the day-to-day aspects of travel that are **key to positive customer experience**
- To build understanding of the **gap between plans, trends and aspirations**
- To build understanding of the **kinds of interventions** that **would bridge the policy gap**
- To **develop consensus around new policy strategies** that would help people make the changes required

Public Survey Design

- Two types of survey were developed for the LTP Green Paper:
 - one for general citizens of the West Midlands,
 - another for businesses and community organisations
- Each survey included four sections with a mixture of closed (selected from discreet options) and open-ended (respondents to provide text-based answers) questions.
- The public were also invited to leave further comments/ feedback at the end of the survey and to take part in future research.
- TfWM ran a follow up 'Quick Poll' survey for LTP survey participants who wished to take up in further research.
- This gathered information on perceptions and use of policy mechanisms and the opportunities/threats posed by decarbonising transport.

Survey Sections



Market Research Online Community (MROC) Engagement

- Engagement was facilitated by research agency Mustard, who ran two activities
- Activity 1 ran over one week in June 2021 and focused on members' travel behaviour and journey patterns, open for all to respond with a prize draw incentive
- Members were asked questions on their travel behaviour, why they chose to travel in certain ways and their perceptions of different modes of travel
- Activity 2, for which interested members were selected, involved a 9-day session which explored a world without cars and getting members to explore potential alternatives
- Here, projective techniques were used to gather more in depth data on members' motivations, beliefs, attitudes and values, through a hypothetical scenario where private cars were no longer available.

Targeted Stakeholder Activities

- Stakeholders were identified and selected for engagement activities according to how closely they needed to be involved, interest in the LTP and involvement in regional decision making.
- Four stakeholder webinars were held, which focused on recovery from the pandemic (short term) and the Motives for Change (long term).
- These ran in parallel to other surveys, social media and MROC activities.
- The Young Combined Authority was engaged. This is a WMCA board of 16-25 year olds, representing the diverse and young population.
- Key business stakeholder were also engaged through a face-to-face event facilitated by Birmingham's Chamber of Commerce and transport consultants, Atkins.

Stakeholder Selection Process

High Power/ influence	Keep satisfied Engage and consult so they are satisfied their voices are being heard on key issues Avoid low value contact so they do not lose interest in the project Anticipate and meet need Could be a risk if not satisfied	Key players Involve in key decisions Engage regularly to maintain relationship lots of effort made to satisfy their concerns and requirements for information. These will be valuable advocates
	Minimal effort Communicate generally to keep updated Do not overload with excessive communications or needless information Monitor to check if interest levels change/issues arise	Keep informed Make use of interest – could be an ambassador Keep these stakeholders regularly informed to maintain their interest. Monitor any issues or concerns that may arise and respond
Low power/ influence	Low interest	High interest

Response overview

Citizens

- 612 complete public responses. The responses tended to be skewed more towards white, older males, which doesn't give a true representation of the demographic profile of the West Midlands.
- Responses were relatively well spread across the region (with a slight bias towards Birmingham) and reflected the proportion of car and non-car owners.
- Younger age groups were more likely to answer Motive for Change questions, with 25-44 year olds providing the most responses.
- This age group were also more likely to answer questions on the Climate Emergency - 93% of respondents chose this motive.

Business and Stakeholders

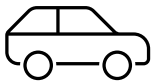
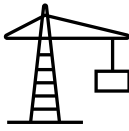
- Only 18 responses were received for the business and community survey.
- In the business and community survey, Tackling the Climate Emergency was the most engaged with Motive (15); Supporting Economic Success was also the least engaged with (9).

MROC

- 77 took part in Activity 2, with respondents more evenly distributed across all 7 districts.
- Responses have a greater gender balance compared to the LTP citizens survey.
- This activity also achieved a better age and ethnicity balance, although young adults and ethnic minorities are still underrepresented.

How have travel experiences changed over time?

Most Significant Changes

- 1) More car use/ownership (43%) 
- 2) Deterioration in public transport performance (23%) 
- 3) Improvement in public transport performance (16%) 
- 4) More out of town development (8%) 

Business and community organisations also recognised this as the most significant change

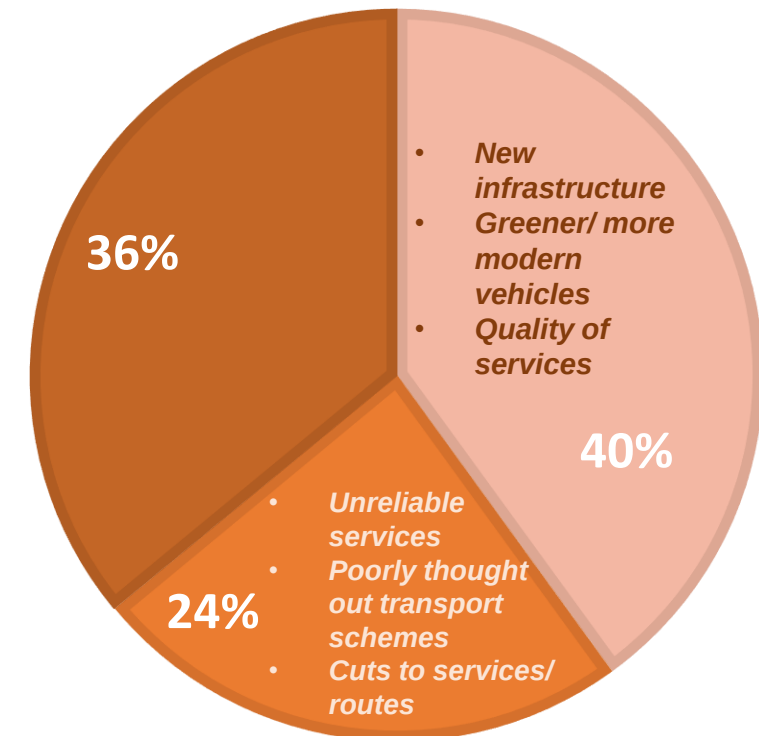
- People have witnessed significant changes to the transport system over their lifetimes; they were split on whether these changes were overly positive or negative, which could reflect the uneven distribution of benefits and impact across people and places.
- Whilst some have hugely benefited from increased mobility, freedom and choice, this has ultimately come at a price, with loss of green space, traffic, noise and pollution highlighted as key concerns.
- Over two-thirds of respondents thought traffic was a problem on local roads.

I can access places and areas I would never have been able to years ago.

Loss of green space, pollution, noise.

LOCAL TRANSPORT PERFORMANCE OVER TIME

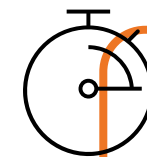
■ Better ■ Worse ■ Unsure/No difference



Quick Poll Citizen Survey: Looking to the Future

Effect of pandemic on travel	%
Travelling by public transport less	25
Very little change/nothing/travelled as usual/key worker	23
Working from home	18
Travelling less in general	14
Increase car use	7

← Tension between latest trends and future pathways?



WM2041
Decarbonisation
Plan

What will change? (In the next 20 years)	%
Move to electric vehicles/less polluting fuels	36
More public transport use/better public transport offer	29
Reduction in car use/less car ownership	8
Unsure/don't know/depends on too many things	7
More active travel/cycling/cycle facilities	7

← More of the same?

Positive changes to keep in the future	%
General comment about improvements needed to public transport in the future (not Covid related)	23
Being more active walking/cycling	15
Not commuting/more flexible working/working from home	12
None noted/hasn't changed things for me/nothing positive	8
Keep social distancing measures/Face mask/ventilation etc	6

Negative changes to avoid in the future	%
Increased car use/more traffic	20
Negative comments about public transport in general (not Covid related)	14
Reduction in amount of public transport services during Covid	12
Fear of using public transport/scared to use public transport	9
Not going out/isolation/restrictions	8

- In the Quick Poll Survey, 80% agree that without change to transport there will be negative consequences for the region; 17% of car owners disagreed compared to 6% of non car owners
- The main advantages to changes in the next 20 years would be a cleaner/less polluted environment (48%). With fewer cars on the roads (14%), an improved public transport offer (13%), with a healthier population (8%). However, 14% thought there would be no advantages
- The main disadvantage to changes in the next 20 years were seen as being the increased costs of travel (19%), others saw congestion continuing as EV cars simply replace current car types (10%), while 9% feared public transport would not be able to cope with increased demand or there was a lack of political will to make changes. 13% could see no disadvantages.

Perceptions of Living in a Car Free World

- Without access to cars, car owners were most concerned about not being able to see family and friends that live further afield
- Expressed frustration that they would be forced to use multiple forms of transport to reach their destination, would face longer journey times and could not complete activities
- Tended to evoke strong emotional responses; whilst many could see solution they would be very reluctant to follow through
- More importance was placed on the losses rather than the gains – 6 in 10 cited loss of independence and freedom, impact on wellbeing and reduced social circles and choice of destinations
- People would be less likely to travel to countryside further afield, travel around the UK, visit out of town retail parks and attractions that are not well connected by public transport.



Things People Would Miss the Most



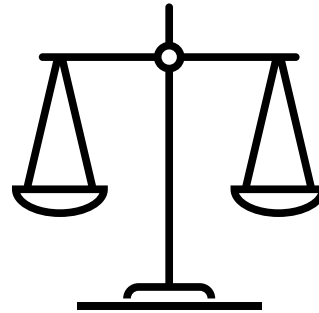
Family and friends



Option to be spontaneous



Freedom / independence



- There was a perception that a car free world could reduce inequality and make travel more accessible for all
- Non car drivers felt there could be an improvement if travel options were aimed at non-owners from the get go
- 4 in 10 said gains were important, namely environmental, road safety and health benefits
- People would be more inclined to stay local, visiting bars, restaurants, parks, high streets, museums and surrounding countryside.



[We'd be better off] If there were less cars on the road then I think it **would be better as less accidents, less traffic, less pollution.** However, to get less cars on the road **there needs to be incentives to use other forms of transport.** Male, 35-44, Coventry



Public Sentiments on Motives for Change

Most organisations saw 15-minute neighbourhoods as a good thing (8 out of 9), as it could lead to a reduction in traffic and help people realise healthier lifestyles. Citizens were also broadly supportive (78% of home owners and 80% of renters)

In terms of long-term changes, organisations were most in favour of redeveloping the urban realm, changing land use to put homes and services closer together, having a more extensive rail and rapid transport network and an ultra low emission fleet. Of least importance was connected/autonomous technology.

Business and community organisations broadly recognised the importance of having healthy and active workforces and that the urban environment for the West Midlands should support more active travel. Whilst 6 were already promoting active travel, 5 sighted the length of journeys as a key barrier, along with a lack of key infrastructure (3)

The majority of organisations agreed with the statement that the new transport plans should focus on rapidly changing how we travel (14 out of 17 respondents)

Business and community organisations were more likely to chose the 'Decide and Provide' approach (10 versus 2); however, 5 were unsure – one sighted the need for a blended approach, whilst another highlighting increased uncertainty in planning for the future, as proven by the Covid-19 pandemic

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Business and community organisations were most concerned about changes to the way we travel (8 out of 15 respondents); responses were generally mixed, however they were less likely to be concerned by digital connectivity (7 out of 15)

Organisations thought the most important changes were shifting to walking, using local services, using the tram and avoiding travel by using telecommunications

Agreement that Climate Change Represents an Opportunity to Address the Following Motives for Change (%) – Citizen Responses

Motive for Change	Total	16-24	25-34	35-44	45-59	60 or over	Male	Female	Car access	No access
Becoming more active	77	50	85	90	75	75	73	85	78	77
Supporting local communities and places	76	66	78	90	72	75	68	85	73	82
Creating a fairer society	68	67	74	83	68	63	64	75	67	73
Sustaining economic success	56	66	52	63	60	52	53	61	54	61
Average	69	62	72	82	69	66	65	77	68	73

Public Perception and Understanding

- People broadly understood the issues outlined in the Motives for Change; *many respondents believed that without changes to the transport system, negative consequences would get worse and stifle regional success.*
- Respondents were very likely to consider climate change a key threat, with 92% expressing mild or serious concern.
- 83% agreed that a key policy aim should be to tackle inequalities in transport access.
- To combat the issues at hand, the vast majority of respondents agree that improving mobility of those who don't have access to a car is the best approach to ensure future prosperity.
- However, respondents were more split on whether to prioritise using existing network capacity and vehicles differently or building additional network capacity to achieve positive change.
- Respondents were more likely to perceive tackling climate change as a threat to the economic success.
- On average 69% saw it as an opportunity to achieve positive change across all Motives.
- 91% thought it was very important/important that we show leadership in tackling the climate change emergency by decarbonising transport (plus 12 out of 15 organisations).

Public and Business Consensus

- Respondents were broadly supportive of what the new LTP was proposing, despite tensions between advocating increased network capacity and using existing technology/infrastructure.
- Tensions on the recognition that reduced vehicle use are required.
- A significant minority of respondents who believed public transport needs to improve first for people to make the changes required.
- Non public transport users were more likely to disagree with or be unsure of the measures proposed, representing 25% of this group compared to just 14% overall. Respondents were also concerned about the effect rapid change would have on land use (65%) and the way people travel (58%).
- The most important short term changes were considered to be shifting to local bus, walking and rail, as well as using local services and consolidating trips.
- Longer term, respondents thought it was important to have more extensive rail and rapid transport, as well as high quality public realm and green infrastructure.
- Only 8% thought that there would be a reduction in car use in the next year 8 years, however 36% believed there would be a move to electric/less polluting vehicles
- Respondents thought that it was important that we demonstrated leadership in decarbonising transport.
- Businesses highlighted the importance of identifying clear critical paths to delivery and monitoring mechanisms.



MROC engagement and appetite for change

- Respondents highlighted the importance of convenience, flexibility and lack of alternative options as to why the public continue to prioritise the car.
- People do recognise the environmental and health benefits of public transport and active travel, however, 8 out of 10 respondents agreed that we need to use cars less. This further demonstrates a disconnect between what is seen as desirable and what is currently possible in terms of travel in the West Midlands .
- The car is still seen as desirable by a significant minority.
- Giving up the freedom and independence which the car provides is perceived as too heavy a price to pay, particularly regarding visiting family, friends and places of interest further afield.
- Changing private vehicles or moving to shared ownership were seen as the least impactful changes to the transport network by respondents to meet their personal needs.
- But just under half of respondents would consider using an alternative private vehicles – such as a moped, e-bike, e-scooter.
- 6 out of 10 respondents where either already making changes to their car use or were willing to do so in the future.
- Respondents highlighted replacing trips through digital connectivity, having goods delivered to your door and using more local services.
- Research highlights the importance of engaging with a diversity of residents and places and understanding their needs, informing them of the alternatives and understand which incentives to change would work.



How do stakeholder and public sentiments compare?

- Stakeholders recognise the issues, with climate change also seen as the key driver for change, but also physical activity.
- This reflects a broader focus on enabling a healthy, productive workforce (brought into sharp focus by the Covid-19 pandemic) and safeguarding economic success of the region
- Clear feedback that the public and stakeholder felt that the political system is not geared up to tackle some of the huge challenges.
- Perception that decision-making tend to favour short-termist solutions.
- There was a need to acknowledge the lifespan of the LTP last 5 years, as do political tenures.
- Achieving longer-term buy in remains a key challenge.
- This is reflected in strong consensus around LTP measures, but less confidence in the ability to successfully mandate these within the next 5 years.



Achieving change and policy implications

- To achieve the most difficult changes, there is a general consensus that this should be done through the decarbonising transport lens.
- Clear that the LTP needs to identify a clear critical path for policy and transport scheme delivery.
- There is also a need to ensure all seven constituent authorities are adequately consulted and that the new LTP does not contradict other Local Plans and other regionally significant infrastructure projects
- Much like the public responses, stakeholders are split on whether additional capacity should be built on the network, or that we need to make better use of the existing network and change travel behaviours.
- There was a shared view that public transport offering had to be adequate enough to allow people to make the changes required.
- Respondents are most confident around the 'shift' element of the LTP, enabled through changing land uses, improving public realm and expanding mass transit in the next 10 years.
- Demand management solutions will also be key, although certain mechanisms – such as road charging – are still seen as contentious.
- To achieve change through policy, 68% people in the Quick Poll survey **agreed with the use of 'sticks' to achieve significant change in travel behaviour.**





Transport for
West Midlands