



# **MOVEMENT FOR GROWTH:** The West Midlands Strategic Transport Plan Summary



The West Midlands Integrated Transport Authority (ITA) was established with a clear purpose: to plan for, and deliver, a transport system across the West Midlands Metropolitan area that will boost our regional economy and improve the daily lives of our residents and workers. This document, and the accompanying full document, sets out our vision and a strategy for how we will achieve it.

The ITA is made up of the seven leaders of the councils of the West Midlands Metropolitan Area (Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall and Wolverhampton). Representatives from the three Local Enterprise Partnerships in the Metropolitan Area are also part of the ITA.

Although our role and purpose will remain the same, the ITA will become part of the new “West Midlands Combined Authority” (CA) in 2016. It is from within this new structure that we will deliver on our commitments put forward in this strategy.

The recently announced devolution deal for the CA states that we will invest £5bn in our transport network over the next 10 years, including schemes in the High Speed Two (HS2) Growth Strategy to plug- in the two new High Speed stations to the wider West Midlands and so maximise jobs and growth from HS2. This document provides an overview of our plans for this West Midlands £5bn of funding.

## Our Aspirations

Our aspirations are set out in the following vision statement:

**"We will make great progress for a Midlands economic 'Engine for Growth'; clean air; improved health and quality of life for the people of the West Midlands. We will do this by creating a transport system befitting a sustainable, attractive and economically vibrant conurbation in the world's sixth largest economy."**

In this document we will describe how investing in our transport system can contribute to the overall vision for the West Midlands and what we believe are the right things to invest in:

### Invest in infrastructure

- Make better use of our existing road and rail capacity through schemes such as junction improvements
- Invest heavily in public transport, cycling and walking for much needed additional sustainable transport capacity

### Invest in Behaviour Change

- The infrastructure provides choice, we then need people to have the information to make their best travel choice possible

Our investment will achieve three key aims:

- 1 Improved national and regional links to boost our economy
- 2 Improved links across the Metropolitan Area to provide better access to jobs, leisure and services
- 3 Improved links within local communities to reduce the reliance on cars for short distance trips

The need for an accessible transport system with accessible infrastructure, services, information and customer care is integral to our vision

### To achieve these aims we will develop:

- Regional infrastructure to improve movement across the West and East Midlands and to maximise the opportunities provided to us from HS2
- A high quality metropolitan public transport network –so people can easily get across the conurbation in a space efficient, environmentally friendly way
- A metropolitan main road network (“Key Route Network”) to provide for the main flows of people and freight using public and private transport
- A metropolitan cycle network – to provide a “flagship” for cycling through a network of high quality cycle routes to serve main cyclist flows
- A ‘smart’ mobility platform to make better use of transport capacity, giving people a wider set of travel options and better information on those options

### By investing in transport we can help achieve our aims and tackle our current and future challenges:

- Support economic and population growth by linking ‘jobs and people’ and ‘products and markets’
- Meet the challenges greater demand for movement brings (capacity and congestion)
- Reduce the environmental impacts from transport ( Carbon, air quality)
- Improve people’s health through the encouragement of more active lifestyles
- Raise the standard of living by improving access to leisure and essential services



### THE FACTS

**9%** of UK  
population in the region

**12%**  
of all the goods &  
services exported  
from the UK

### Export growth up

**70%**  
between 2008  
and 2014



# Why We Should Invest In Transport

Investing in transport will have a number of positive impacts on our region:

## Supporting Jobs and Population Growth

We can support our planned growth in jobs and population by providing faster and more reliable connections between 'people and jobs'. Whether that be wholly within our borders or enabling people who live within the 'journey to work' area to access jobs in the West Midlands.

We also recognise that our transport system must also connect 'goods with markets'. We must also therefore invest in infrastructure allowing fast and reliable movement of goods within and to/from our region.

## Improving Reliability and Reducing Congestion

Our infrastructure is under pressure from the increasing demands placed on it; we have congestion and delays on our roads, we have capacity issues on our rail services and with the plans for more jobs and a larger population these challenges will continue and potentially worsen. Our goal is to reduce the problems and issues we face today and to off-set future problems before they happen.

“We will develop a programmed 10 year delivery plan which will demonstrate how the overall vision for each of these will progress.”

## The Figures

### CO<sub>2</sub> emissions per passenger km



**Car**

CO<sub>2</sub>  
205 grams



**Bus**

CO<sub>2</sub>  
110 grams



**Metro**

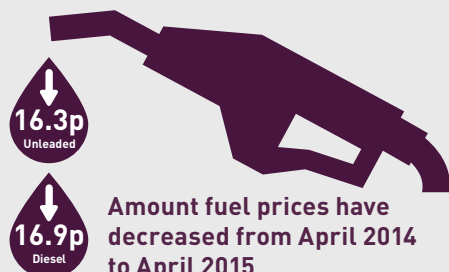
CO<sub>2</sub>  
73 grams
































**Train**

CO<sub>2</sub>  
56 grams

Transport accounts for around 25% of all man made CO<sub>2</sub> emissions



Population is set to grow by as many as

**444,000**                             

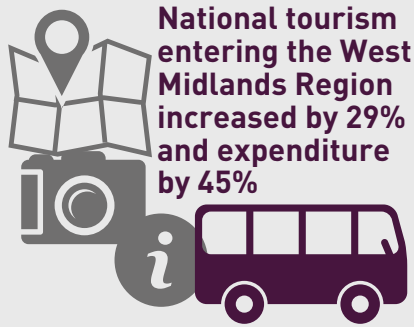
people by 2035

Transport represents the largest portion of weekly household spending at

**14%** 

The West Midlands Metropolitan Area has seen a 3.2% annual growth in GVA output, at **£53.2bn** 

This equates to **£19,244** per head of the population in West Midlands (compared to UK £23,168 per head) 

National tourism entering the West Midlands Region increased by 29% and expenditure by 45% 

36% of all morning peak trips to main centres are by public transport. In Birmingham city centre alone 58% of morning peak trips are made by public transport 

## Improving our Environment

Although there are many causes of impacts to our environment it is well known that transport contributes to poor local air quality, noise pollution and carbon emissions. We will have a strong focus on reducing transport's impacts and improving our local environment.

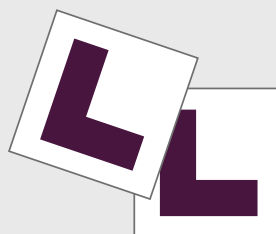
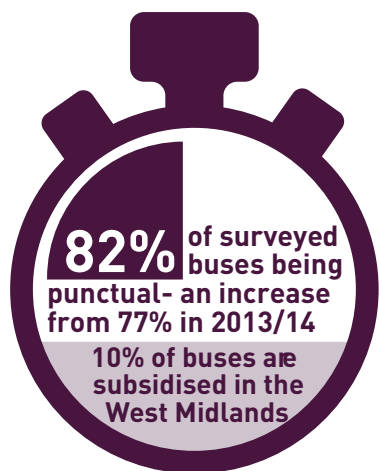
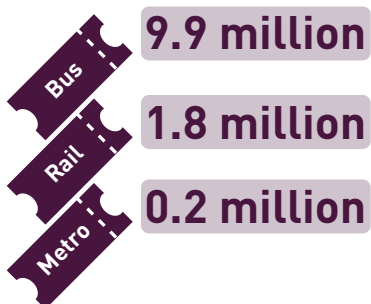
## Improving the Health of our Citizens

There is currently an emphasis nationally on the links between inactivity and poor health. This issue is being described as one of the biggest challenges of our generation. We can contribute to the overall solution by enabling people to make a choice to walk or ride a bike for particular journeys. To do so we must invest in infrastructure which make this a safe and attractive choice, but we must also invest in marketing and promotion to encourage changes in behaviour when making travel choices.

## Raising our Standard of Living

Transport isn't just about getting people to/from jobs or goods to/from markets; it is part of our everyday lives. As soon as we step out of the front door to go anywhere we are using the transport system. At the ITA our goal is to improve the lives of West Midlands' residents by raising the quality of our transport system but also ensuring that transport isn't a barrier to accessing essential services; such as health, education and leisure.

### Patronage per head of population: West Midlands



### Percentage of 17 - 20 year olds holding a driving licence:

48% in 1994  
29% in 2014

### Percentage of 21 - 29 year olds holding a driving licence:

75% in 1994  
63% in 2014



Currently 77% of households in the region own cars. This is projected to rise to 81% by 2035



The West Midlands Area uses approximately million tons of fuel a year.

0.95  
MILLION  
TONS

Percentage representation:

63%

31%

6%



# Our Strategy

To achieve our vision and ensure that our transport system contributes to helping the West Midlands move forward we must make key investments. Two main areas of investment will be targeted:

## A Infrastructure

To improve the level of service we provide to our customers (residents, workers, firms) we must invest in new infrastructure. Our strategy is very much based on new public transport, cycling and walking infrastructure alongside junction improvements and some limited new highway capacity to serve economic development sites.

Our investments will be targeting three key 'tiers' of movement:

### National and Regional Tier

A study is currently on-going which is looking at how to improve long distance connectivity within and to/from the West and East Midlands. 'Midlands Connect' is seeking to understand how the economy of the whole Midlands region can be boosted if connections to employment and key markets are improved. It is anticipated that a programme of significant new and upgraded infrastructure will come from this study; some of which will then become priorities for the West Midlands to deliver.

### Metropolitan Tier

We will invest in infrastructure which provides faster and more reliable journeys across the West Midlands Metropolitan area. This will provide better and more sustainable access to jobs, education, health facilities and leisure for all residents and visitors.

### Local Tier

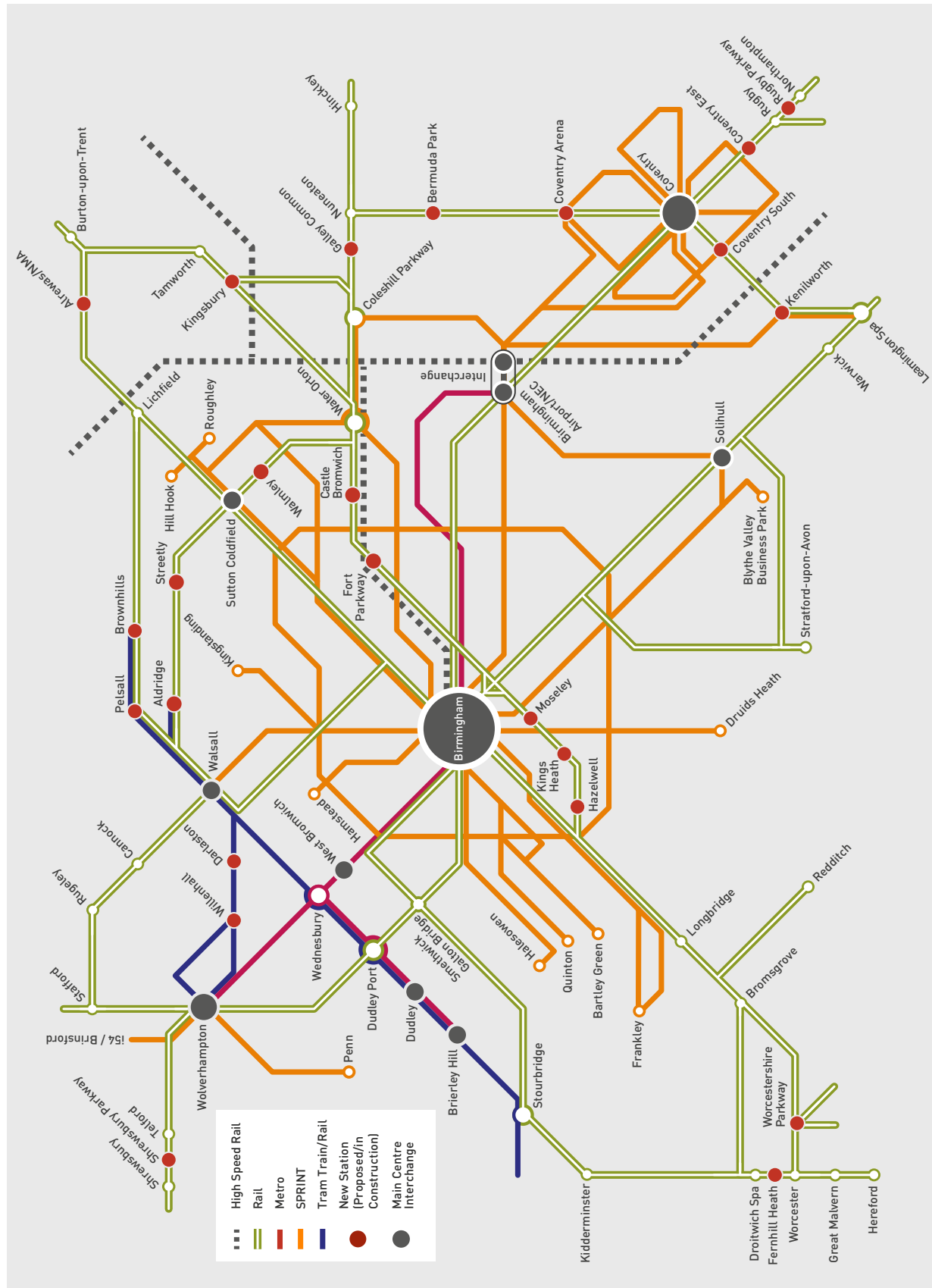
We will not forget that most daily trip making for our residents occurs very locally to where they live. We know that today 41% of journeys under 2 miles in the West Midlands are by car. We will therefore need to invest in local communities to ensure that very short distance trip making can be safely made by walking/cycling and public transport.



Specifically our investment will be centred on the following networks:

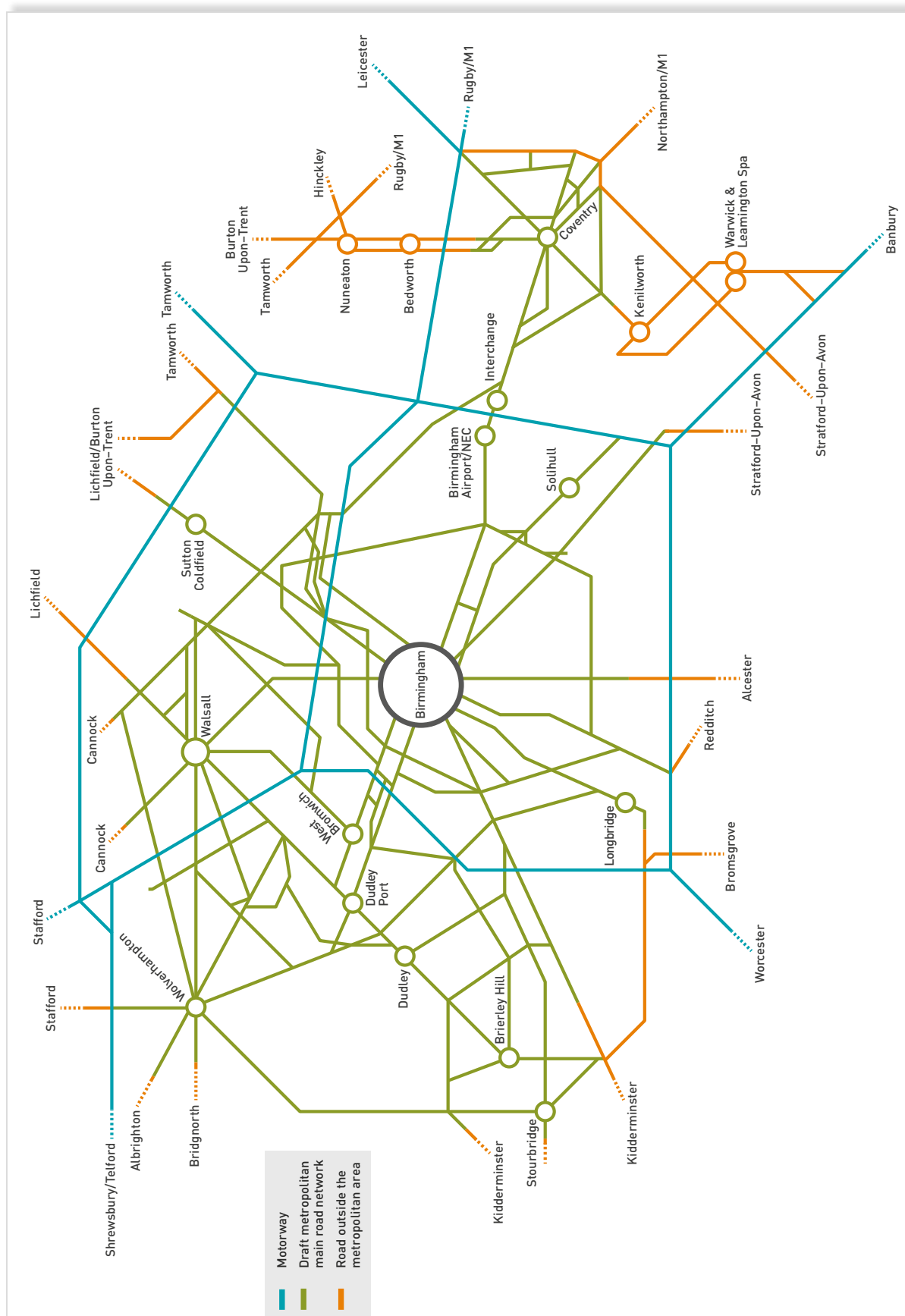
### Metropolitan Rail and Rapid Transit Network

The vision for this network is based on suburban rail, metro - light rail, tram-train, very light rail and SPRINT Bus Rapid Transit lines running on suitable routes of one single network. This will be integrated with local bus services and underpinned by park and ride, passenger information, promotion and ticketing. This system will be easy to understand and use and be provided with high standards of customer care.



## Metropolitan Main Road Network ("Key Route Network")

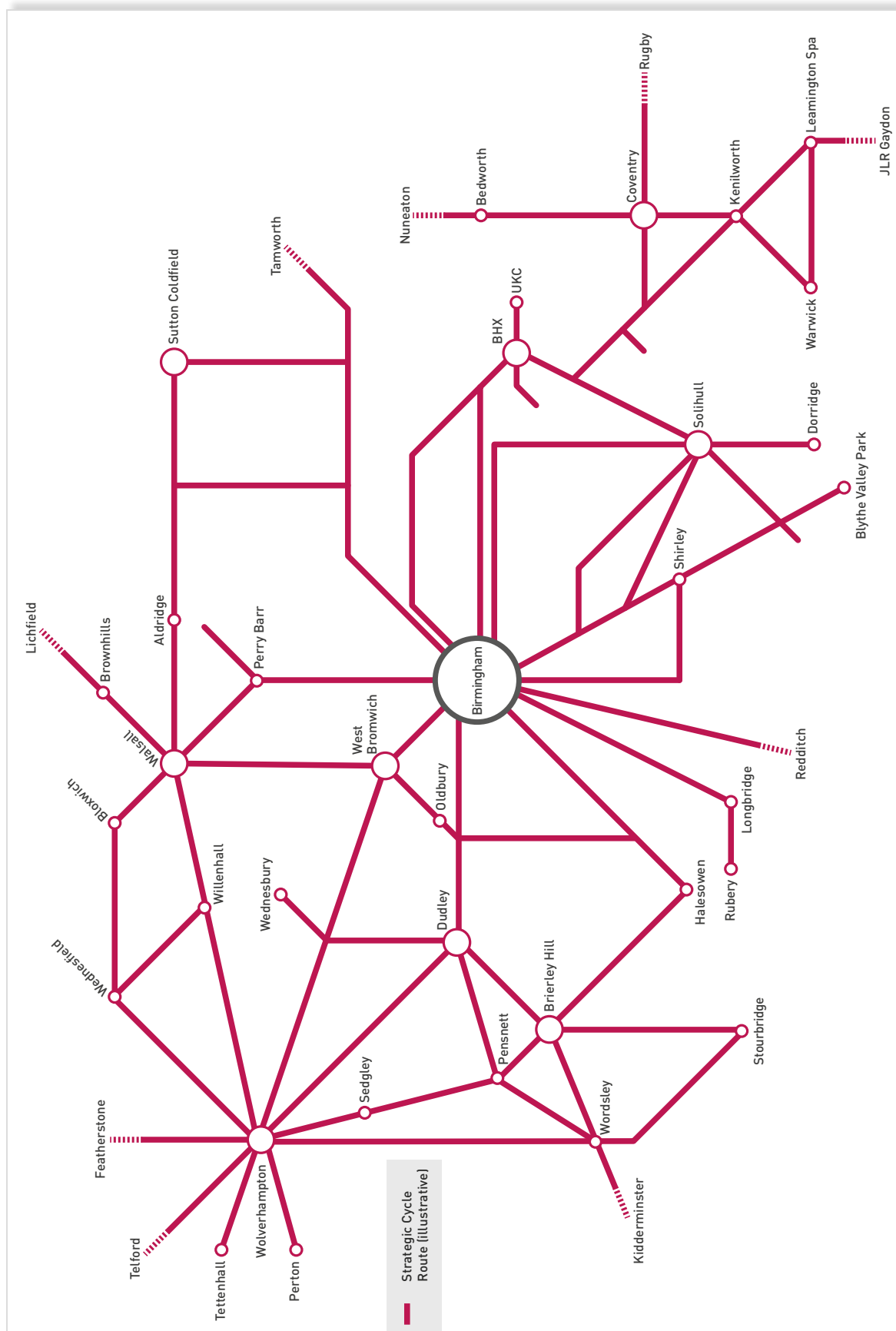
The Metropolitan Main Road Network is being developed as a "Key Route Network" and will serve the main strategic demand flows of people and freight across the metropolitan area, and provide connections to the national strategic road network.





## Metropolitan Cycle Network

The Metropolitan Cycle Network will provide high-quality, capacity and fast cycle infrastructure in key corridors. Its aim will be to raise the profile of cycling in the West Midlands and ensure that it is viewed as a viable option for most daily trip making. This network will be comprised of high quality core cycle routes supplemented by quietways using green corridors/well maintained canal towpaths and low traffic flow/speed streets; it will also be integrated with local cycle networks across the West Midlands.



## B New Transport Technology and Innovation: Smart Mobility

In addition to physical infrastructure that we will see on the ground, our strategy also recognises the importance of investing strongly in technology and behaviour change.

Our 'Smart Mobility' strategy will look at aspects such as technology and marketing/promotion to ensure that everyone has access to information. It is important to the success of the overall strategy that people can make informed choices as to what is the optimal way to make a particular journey; rather than defaulting to the car for even the shortest trips.

In addition we will look to take advantage of our region's strength and history in the automotive industry. We want to use this to help ensure the region becomes a world leader in innovative technologies around future vehicle manufacturing and engineering; leading to cleaner, greener and safer vehicles.

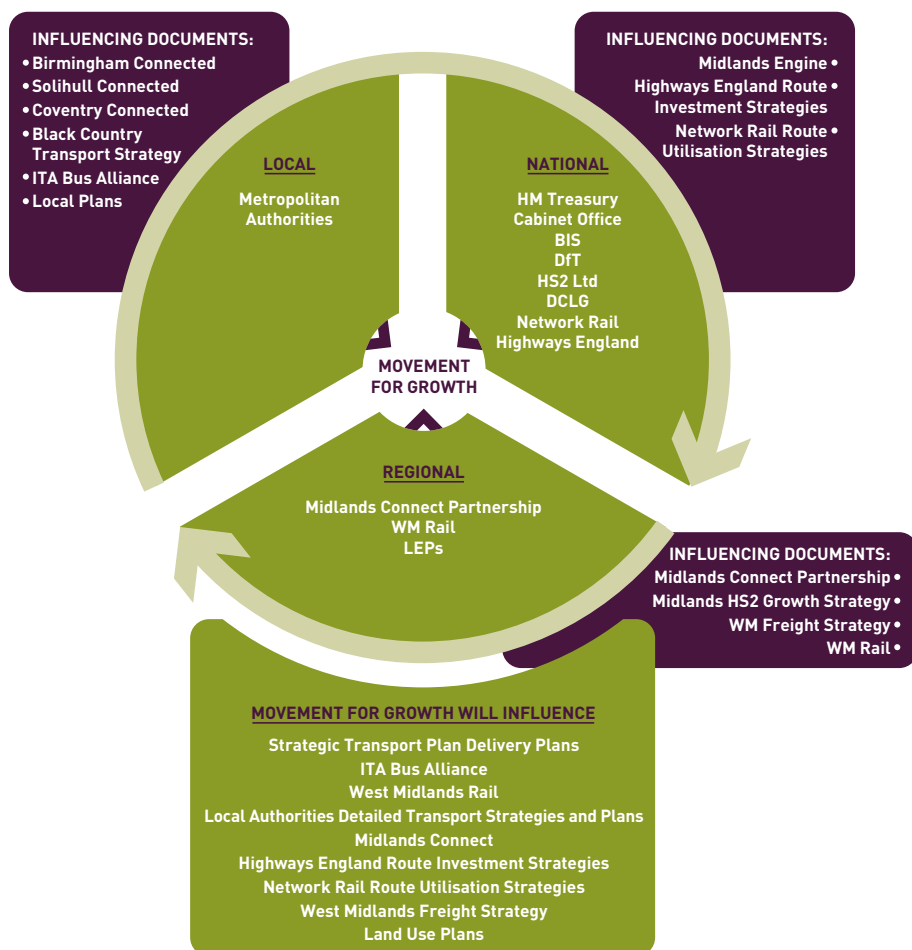
We will invest in technology to help deliver aspects such as:

- Simpler and more flexible payment mechanisms for public transport
- Innovations in vehicle manufacturing and engineering
- Increased access to and more varied travel choice information
- Reduced dependency on car ownership
- More efficient traffic management
- Reducing the need to travel
- 'Last Mile' logistics
- Road safety

“Our 'Smart Mobility' strategy will look at aspects such as technology and marketing/promotion to ensure that everyone has access to information”



## INFLUENCES ON MOVEMENT FOR GROWTH



## Delivering Our Plan

Work is progressing on developing a 10 year delivery plan (10YDP) in conjunction with West Midlands Local Authorities, Centro and the Local Enterprise Partnerships and this will continue to evolve alongside the formation of the West Midlands Combined Authority. The 10YDP will be finalised in 2016 and will form a key part of the West Midlands Combined Authority's transport workplan.

The proposed Combined Authority devolution agreement sets out how we intend to fund our ten year delivery plan. The proposed agreement covers a new £36.5 m per year revenue stream for 30 years from the Government, which the West Midlands can borrow against for up-front investment. This is part of a new overall investment plan for the Combined Authority which will also include existing committed capital investment, devolved funding streams, including those for local transport, private sector investment and locally generated funds. These locally generated funds will include, for example, business rate retention, expanded and new enterprise zones and prudential borrowing. It also includes £97m of Government funding of the metro extension in central Birmingham to Adderley Street

## Time to Start Delivering

We have consulted with the public and key stakeholders on the draft strategy, which was published in July 2015 and have had very positive feedback. There is strong support for the plan but the message to us is clear that people keenly want to see schemes delivered on the ground. That will be our focus from here on in, with the prospects of a new Combined Authority commencing next year providing a very solid basis for a prolonged period of delivery in line with this plan.





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