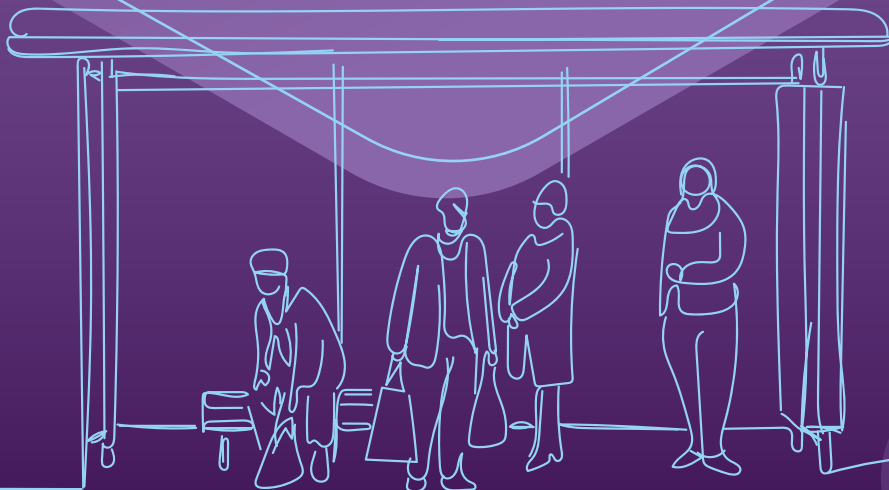


**Mayor of the
West Midlands**

Local Transport Plan

Core Strategy

Journeys for Everyone



**West Midlands
Combined Authority**



**Transport for
West Midlands**



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Foreword

When I took office, I inherited a transport system facing a £120m deficit. It was a clear warning. Without action, we risked losing the ability to deliver the services our region depends on.

By the end of 2025, we balanced the budget and drew a line under an overpriced, overdue system. That took difficult decisions and discipline. But it matters. Because without strong foundations, we cannot build the future our residents deserve.

Transport is about opportunity.

It is the apprentice getting to work without worrying about the fare. It is an older resident travelling to a GP appointment with confidence. It is families, workers and businesses able to reach the places that matter. When transport works, opportunity grows.

That belief runs through this Local Transport Plan.

We are starting to see real progress. Five new railway stations are reconnecting communities with jobs and education. Metro extensions are moving forward. Active travel routes are expanding. We now have one of the cleanest bus fleets outside London.

But we need to go further and move faster.

Our £2.4bn capital programme gives us that platform. Following the Rosewell Review, we now have a clear and deliverable pipeline. This investment will unlock growth across the West Midlands - new homes, stronger town centres and major projects like the Sports Quarter. It will create jobs and back local people.

I am also delivering on a central promise - bringing buses back under public control.

For too long, the system has not worked for the people who rely on it. Services have been unreliable. Routes confusing. Fares inconsistent. Franchising will change that. It will put communities first and give people a network they can depend on. Buses carry more passengers than any other mode. Getting this right matters.

It is the key step in creating our fully integrated transport network.

This all sits alongside my West Midlands Growth Plan. Growth, jobs, homes and opportunity all depend on transport. It connects people to work, supports education and helps businesses thrive.

But we know the system is not fair.

Twenty seven percent of households in our region do not have access to a car. In some areas, it is much higher. Those with a car can reach more than twice as many jobs within forty five minutes as those without. That gap is holding people back.

This plan is clear. Transport must be inclusive, affordable and accessible. It must give people real choices.

We also face real challenges. Climate change. Congestion. Health inequalities. The cost of living. Uncertain national funding.

So, we will reduce unnecessary car journeys, improve public transport, expand active travel and accelerate the shift to zero emission vehicles. Cars will still have a role. But they cannot be the default.

Our six Big Moves set out how we will do this. They focus on behaviour change, better public transport and shared mobility, safer roads, making active travel better for short journeys, creating good quality and accessible places and a green and clean transport system. Together, they give us a clear direction for the years ahead.

This plan has been shaped by people across the region. Thousands shared their experiences through our Reimagining Transport work. We have listened. And we will keep listening. Every three years, we will review and update our priorities to reflect what communities need.

I'm determined to deliver a transport system that works for everyone.

One that unlocks growth. Expands opportunity. Strengthens communities. And serves the West Midlands for the long term.



Richard Parker
Mayor of the West Midlands

Introduction

Our role

The West Midlands Combined Authority (WMCA) is a group of local authorities working together to drive economic growth and improve the quality of life in the West Midlands region.

Its statutory administrative functions apply to the seven metropolitan boroughs of the West Midlands. One of WMCA's key statutory roles is being the Local Transport Authority and must produce a Local Transport Plan (LTP) for the area.

The LTP must set out policies to promote safe, integrated, efficient and economic transport to, from and within the area as well as plans to implement those policies.

WMCA and the seven city and metropolitan borough authorities (councils) are legally required to deliver this plan through the use of all their powers and functions.

The LTP forms a key part of the West Midlands' statutory policy framework alongside the WM Growth Plan and the Spatial Development Strategy.

Devolution means that the West Midlands now has a Multi-Year Integrated Settlement from the Government. This enables WMCA to plan, fund and deliver transport measures over a longer period and as a result secure better outcomes for the region. The LTP provides the policy framework to help guide the decisions on how the transport system is managed and improved.

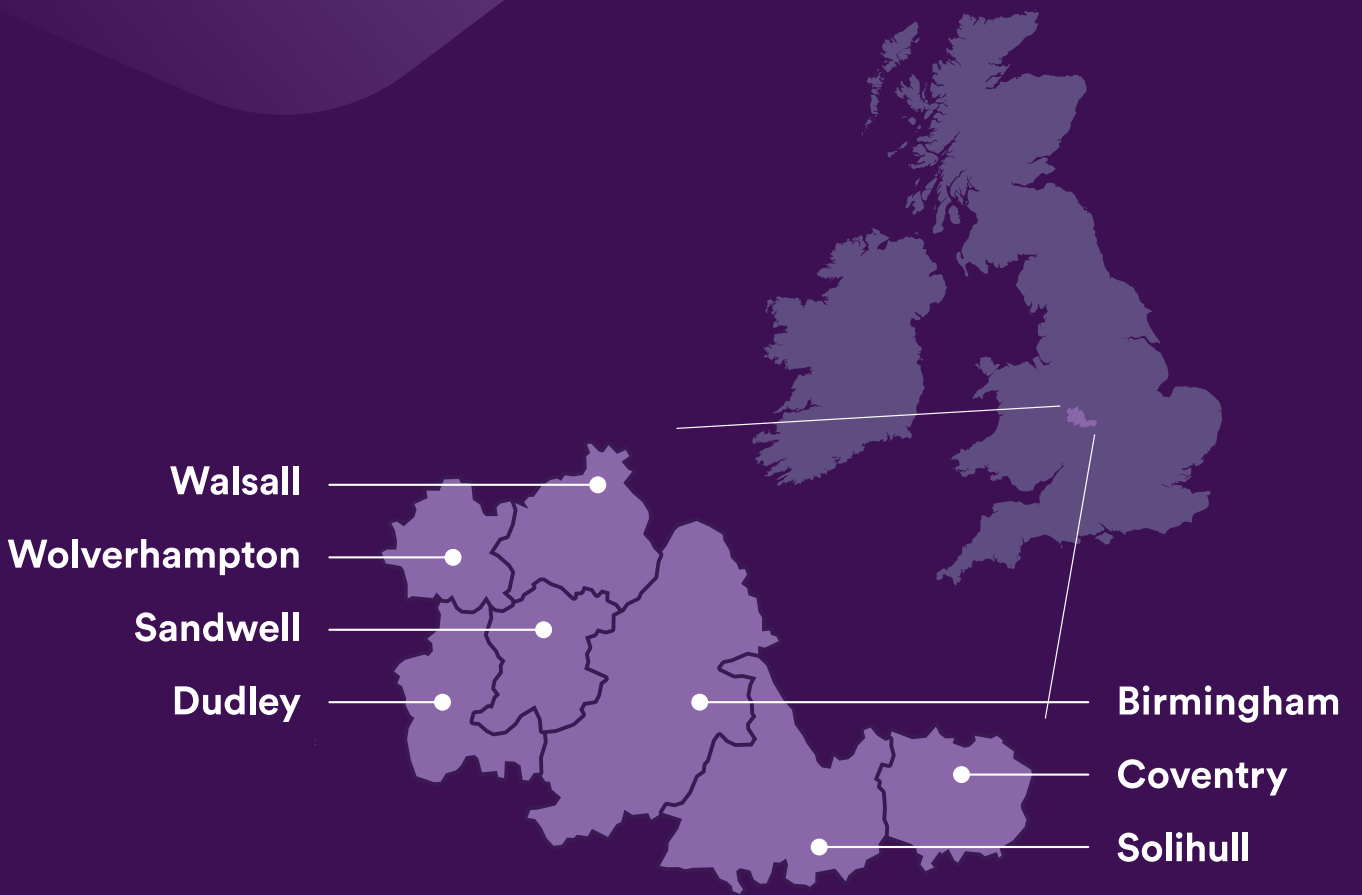
We are a large region, filled with opportunities for people and businesses to thrive. Due to the nature of our geography, that our economic centres are spread across the region, transport is key to connecting everything and everyone together.

We strive for a vibrant region fuelled by transport choices that are not just inclusive and fair, but appealing.

WMCA will ensure there are journeys for everyone, and support our vision to create a better connected, more prosperous, fairer, greener and healthier region. We want to make the West Midlands the best place to live, work and visit.

The West Midlands Growth Plan, signed by the Mayor and the Leaders of our seven constituent local authorities, articulates the region's long-term vision for improving living standards in all parts of the West Midlands.

Transport is seen as a key enabler of our growth ambitions.



Walsall

Wolverhampton

Sandwell

Dudley

Birmingham

Coventry

Solihull



Getting transport right is key to the health and wellbeing of our residents. We want to enable safe, convenient and accessible walking and cycling opportunities, to increase active travel, improving the health, wellbeing and productivity of people today as well as leaving a healthy legacy for future generations. The LTP also targets how transport can affect people's health and wellbeing by improving road safety, reducing air pollution, and noise.

We know we need to better connect all of our cities and boroughs to improve the flow of people, goods and ideas to ensure we fulfill the economic opportunities open to us. The LTP, supported by the emerging Spatial Development Strategy, will fulfil the aims of the West Midlands Growth Plan by harnessing the different and complementary roles of different places in the regional economy, playing to the strengths of the West Midlands' polycentric geography.

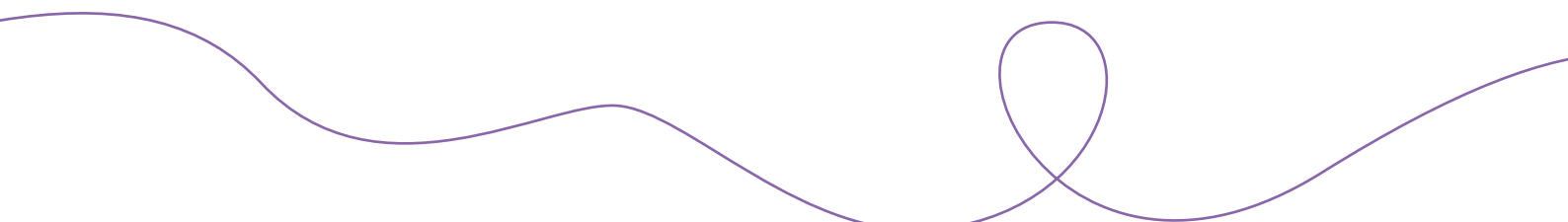
The COVID-19 pandemic hit the region hard. Data has shown that the economic impact was felt more severely in the West Midlands than elsewhere in the UK. Since then the economy and people's lives have been further exacerbated by the cost of living and energy crises. But our economy is resilient and has many strengths, including in the automotive, manufacturing, leisure and hospitality sectors. The region, through the West Midlands Growth Company, has a strong track record of attracting growing high value services firms. The competitive advantages of the region of access to talent, connectivity and quality of life must be developed if the region is to continue to succeed.

Housing is also a key challenge for the region with the need to deliver an extra 12,200 homes a year. The West Midlands Spatial Development Strategy is our regional land use planning strategy, indicating broad locations where we expect to see growth and how we will meet our future housing needs.

Transport is key to helping to unlock this housing delivery. We can support higher housing and business density in key urban centres around transport hubs and corridors, to enable a more complex and diverse regional economy.

To support all these needs and ambitions will require us to invest in new and improved physical infrastructure, like Sprint bus routes and Metro extensions, and be innovative in how we bring forward solutions such as Coventry's pioneering work on Very Light Rail.

A new West Midlands Spatial Development Strategy (SDS) is being developed to guide future growth, housing, and commercial development across the region, particularly to address a predicted shortfall of homes by 2042. Initiated in July 2025, the SDS will be a crucial component of the West Midlands Growth Plan, focusing on brownfield development, increased housing density, integrated transport and social infrastructure, and protecting green spaces and biodiversity. It aims to ensure a fair distribution of housing, support economic growth, and improve quality of life by working collaboratively with local authorities.



Importantly for transport the SDS will seek to ensure that new development is guided by principles including:

Infrastructure First – growth must be supported by the guarantee of provision of transport, energy, green and blue infrastructure and social infrastructure. The SDS can make this explicit in terms of timing and costs associated with different growth options.

Brownfield First – the SDS must maximise the use of previously developed land consistent with national and local priorities. However, alternative sources of land supply will be required to be identified given anticipated levels of need and finite availability of sites within the existing urban area. There will need to be a consistent approach to any greenfield or Green Belt release activity, and an opportunity to give priority to sites in highly sustainable locations.

All parts of the West Midlands have sites that are opportunities for future development, but there are a small number of corridors and zones that will be game changers for local, regional and national growth. While these are in specific places, their benefits, the jobs they create and the higher living standards they generate will extend across the region and wider country, creating benefits for all.

These four proposed corridors are:

- Birmingham and North Solihull Gateway Corridor
- Coventry Growth Arc Corridor
- Back Country Growth Corridor
- Wolverhampton-Walsall Growth Cluster Corridor

These four geographic areas give us a focus to prioritise transport infrastructure to catalyse and support growth. Although these corridors will be a big focus of ours we know we need to balance big-ticket infrastructure items with smaller, complementary programmes. We need to support our residents to make shorter trips using active travel, like walking, wheeling, cycling or scooting and reduce their need for short-distance car journeys. We also cannot forget that we need to make our transport system more affordable, accessible, safe and attractive, so that people can and want to use it.

To help inform the LTP we consulted widely on our Green Paper 'Reimagining Transport in the West Midlands' which started a conversation with people, business and key stakeholders on the challenges and opportunities facing the region. This helped us to understand what people want and need from a future transport system and what we could do to get there. Balancing the needs of all communities and businesses is hugely important. There may be times we have to make tradeoffs between the needs of some to ensure that the transport system is inclusive for all and no-one is left behind.

This document is built on that Green Paper, it is the Core Strategy for the fifth LTP for the West Midlands. Here we set out the overall aims, vision and approach we will use to guide the development and delivery of transport policies until the end of 2041.



Local Transport Functions

The roles and responsibilities of WMCA and local authorities in transport are set out across a range of statutory documents, policies and guidance. These roles and responsibilities are critical for planning, operating, managing and delivering a safe, clean and efficient transport system. The region's Integrated Settlement which consolidates funding to the region from Government will also allow WMCA and local authority partners to have greater freedom and flexibility to prioritise and allocate funding to those schemes which best align with the LTP.

WMCA's roles on transport are:

1. Oversight and delivery of the area's transport strategy. This includes developing local transport plans, considering how transport will support wider objectives such as employment, housing, and net zero. The WMCA has developed its LTP Core Strategy, and its outcomes are focused on levelling up accessibility across the WMCA area, electrifying the transport system and reducing traffic through behaviour change.
2. Working with their Local Highway Authorities on, delivery of local transport capital projects, including but not limited to: highways maintenance and small-scale renewals as well as transformational local projects. This excludes strategic national transport infrastructure. Local authorities have a legal duty to maintain highways (including asset management of structures) and deliver critical infrastructure schemes in their local areas. WMCA supports the development and funding of these local schemes through the Integrated Settlement. WMCA, develops and delivers a programme of public transport and shared mobility investment projects.
3. Managing local public transport services, including but not limited to the local bus network, mass transit, local rail integration, integrated multimodal fares, network information and branding, promoting safety and tackling anti-social behaviour. The WMCA manages and coordinates the local public transport network, including:
 - Local bus and metro services and oversight of the local rail franchise performance
 - BSIP delivery and assessing future regulatory options.
 - Multi modal fares, ticketing and payments including Swift Go on Rail.
 - Promoting safety and security working with the police and emergency services.
4. Delivery of local active travel strategy and schemes. WMCA and partner authorities work together to develop regional and local Cycling and Walking Infrastructure Plans (LCWIP). This also includes development and delivery of active travel schemes.

5. **Delivery of local transport decarbonisation schemes, such as the local electric vehicle infrastructure funding programmes.** WMCA and partner authorities work together to develop and deliver transport decarbonisation schemes. As a supporting document to the LTP, the WMCA has developed a Zero Emission Vehicle Infrastructure Strategy, which has close alignment to the Net Zero functional pillar.
6. **Strategic oversight of local road network and promotion of road safety.** WMCA (on behalf of the Mayor) and partner authorities work together to manage the West Midlands Key Route Network (KRN). Local highways and traffic authorities (constituent authorities) have legal duties to undertake urban traffic control and network management. This includes planning for the flow of traffic on the road network and responding to planned and unplanned events. WMCA has a supporting role through the Regional Transport Coordination Centre (RTCC). WMCA (on behalf of the Mayor), partner authorities and Emergency Services jointly promote the Regional Road Safety Strategy and Action Plan.
7. **Undertaking scalable, feasible, and tangible transport innovation, including trialling new transport-related products and processes, improving existing services via technological upgrades, and implementing regulatory changes / best practice.** WMCA and partner authorities are a trusted partner for government with expertise and maturity, and continued leadership in transport innovation.



The Local Transport Plan framework

Our LTP Core Strategy sets out what, how and importantly why we want to change our region's transport system to benefit all. As a means to convey this we use five clear Motives for Change which, if followed, will help us deliver inclusive growth supporting the West Midlands Growth Plan.

Our evidence then tells us that to achieve these motives then three main outcomes need to be realised: improve accessibility, reduce traffic and electrify transport.

The LTP is not a single document. It is a suite of policy documents which work together to take us from vision/aspiration, through policy and principles and on to actually what we'll deliver to meet the vision. In all the LTP made up of:

- The **Core Strategy** (this document): sets out the overarching aims, vision, approach and framework for transport action in the region over the next decade and beyond.
- The six **Big Moves**: set out more detailed policies for thematic areas of policy affecting the whole of the West Midlands.
- Four **Area Based Implementation plans**: to be developed to outline the local investment and policy proposals that will be progressed in different parts in the West Midlands, and outlines priorities for developing these further.



All parts of the
West Midlands
have sites that
are opportunities
for future
development



Our Aims

Context and challenges for Local Transport

Travel in the region is dominated by car use. Whilst cars offer a form of freedom of choice and flexibility that other modes find it difficult to match there is no escaping the fact that there are significant downsides to too many cars. No one would dispute that poor-quality places, poor air quality, high levels of road related deaths and injuries, physical inactivity and climate change are all serious issues. A key challenge remains around the scale of the impacts the region can have without a more coherent national strategy for transport which seeks to tackle behaviour change. The forecast growth in traffic is likely to mean that achieving strategic outcomes is even more difficult.

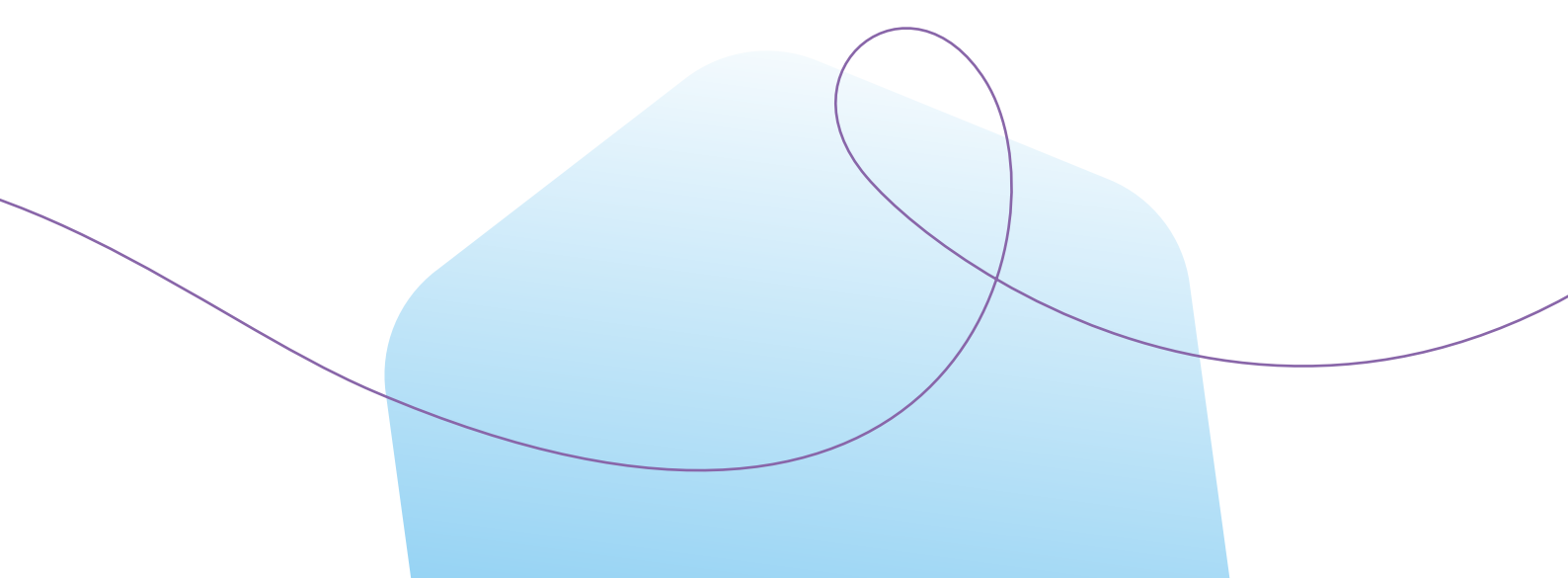
Investments across the WMCA area are delivering improvements to the alternatives to car travel through unprecedented investment in buses, trams, trains and walking/cycling. However, big infrastructure takes time to deliver and it will be sometime before we see all the benefits.

Key challenges for the region to consider include:

Accessibility

Whilst the overarching strategy looks at ways to support people to use their cars less, our immediate focus must be on those who don't own a car and therefore don't have the advantages of those who do. On average 27% of households in the West Midlands don't have access to a car and this rises to 40% in some areas.

People with cars can access more than those without. Most West Midlands residents could access more than double the job opportunities within 45 minutes of where they live with a car than without a car. The quality of access to public transport varies considerably across our region and can be a significant barrier for lower-income households and more vulnerable groups to access economic opportunities. Unfortunately, the trends in access are moving in the wrong direction, with bus service frequencies reducing in some parts of the region by 30% since 2010.



Affordability of public transport services and network

Affordability works in two ways: people's ability to pay a fare to use public transport and the affordability of the public sector to subsidise the network to the extent that it provides the coverage the region needs.

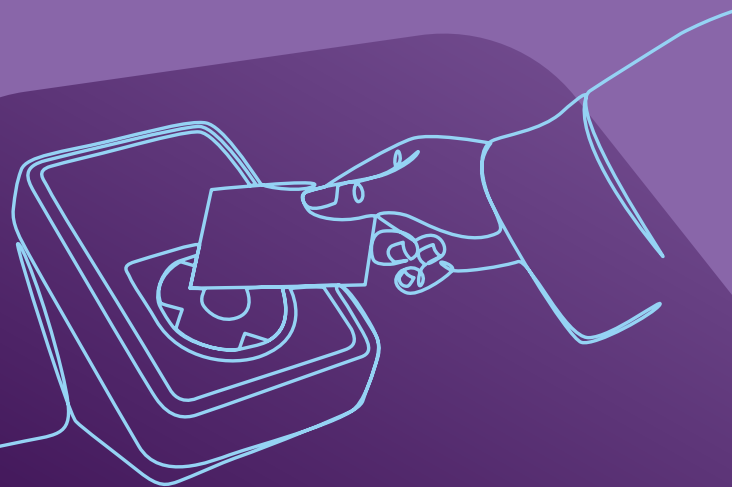
Household income and the ability to pay for transport are clear barriers for some. The region currently ranks in the bottom quartile for public transport affordability of 66 global cities. Our bus network is getting more expensive to run, whilst at the same time the revenue it generates is declining. Like most places outside of London bus use in the West Midlands has experienced long-term decline. Patronage levels are returning to pre-pandemic levels, but the increasing cost of operating the bus network means that less and less of it can be run commercially. This puts more pressure on WMCA to subsidise ever more services to maintain the bus network.

The Mayor and the Leaders of the Combined Authority believe we can and should offer so much more from our bus services. Work undertaken by WMCA through the franchising assessment provides strong evidence of the benefits of local control of how bus services are run and planned. We have shown that through franchising, we can deliver better value for money and achieve our ambitions for bus services to play their part as part of an integrated West Midlands transport network.

Growing reliance on road travel

Despite recent investments in sustainable transport alternatives, car mileage has continued to grow. Current national forecasts suggest that traffic will grow nationally between 5 and 12% between 2025 and 2035. We are having a positive impact in the areas where they are delivered but we continue to be limited in terms of the pace and scale at which we are able to make changes so as to have a bigger impact on how people use the transport more widely.

Most trips in the West Midlands are less than 10 miles and around 70% of all journeys which are less than 5 miles are made by car. This dependence on cars results in congestion, road safety issues, poor air quality, negative environmental impacts and contributes to declining health outcomes. 57 lives were lost on our roads in 2022, and around 950 people suffer from serious, sometimes life-changing injuries each year. Significant action is required if we want to achieve 'Vision Zero' as set out in the Regional Road Safety Strategy.



Reducing transport's impact on places

Another balance to be struck will be how we develop and manage the transport system in a way that gives people the choice and but also ensures that we can all reduce the sometimes negative impacts on the quality of our people's health and wellbeing, the quality of our places and the environment. For example, we know that the issue of pavement parking is a real concern for many residents. It can create unsafe environments where people with buggies or wheelchair users have to walk in the road to avoid parked cars. Problems from heavy traffic causing air and noise pollution is also highlighted to us as a major concern for communities.

Transport is key to successful places but done badly, it can also be a significant handbrake on achieving our ambitions. There are challenges in how we do this and we will need to ensure that we work with local communities to ensure that we secure their support for the measures we seek to make.



Supporting inclusive growth

It is well-known that economies grow faster and more sustainably when wealth is shared more equally – Growth for Everyone. Underpinning the region’s Growth Plan and LTP is an Inclusive Growth framework, which channels all our investments – of public and private sector funding, capital and revenue funding, time and attention – towards one shared set of social and environmental missions.

Inclusive Growth in the West Midlands means that all citizens can shape, contribute and benefit from the advancement of the region.

The Inclusive Growth Framework seeks to translate inclusive growth from an intellectual concept into a reality that can be put into practice to build a fairer, greener and better-connected region. It focuses all types of investment – public, private, capital, revenue, time, attention – on a set of eight ‘fundamentals’.

Transport is an important consideration of the ‘Connected Communities’ fundamental – making sure that all residents connected to all opportunities across the region through quick and reliable public transport. This is particularly important when considering that many residents do not have access to a car.

WMCA’s goal for inclusive growth is to occupy a space where social need, economic ambition and our responsibilities to the environment are in balance.

However, hitting this balance will be complicated by the fact that improving transport is not always win-win:

Improving connectivity for movements across the region can result in some behaviours which the environment can’t sustain.

There’s a danger that what we deliver could have negative social impacts if those most in need of help are excluded.

Improving one mode of transport through infrastructure could limit or even worsen connectivity for others as space in our networks is finite.

This LTP can help us deliver inclusive growth through equitable access to opportunity in a way that helps us create great places, healthy habits, and low emissions.

The Transport Green Paper ‘Reimagining Transport in the West Midlands’ unpacked how the transport system could better support Inclusive Growth across our five Motives for Change.

These form the basis for our objectives for this LTP (as set out on the next page).

They capture a range related issues including: how we can sustain economic successes, how we can have a more equitable transport system, how we can ensure transport supports better quality of places, reducing impacts on the environment and help us to have a healthier population.



Motives for Change

Policy – Aims – LTP Objectives

Our objectives for this LTP (see below) are framed around 5 Motives for Change. These are five areas where changing transport could help us better support inclusive growth by improving the impacts of transport on people, and the places and environment on which they depend.

Motive for Change	Current issues	Objectives
Sustaining economic success	The West Midlands has experienced strong economic growth and investment in recent years; our WM Growth Plan sets out how transport is key to sustain and build on this success and to ensure everyone can benefit and participate. We currently use our infrastructure inefficiently, which limits our ability to move people and goods, and results in high costs to users and the taxpayer. And poor accessibility limits participation in the economy of more disadvantaged groups.	<p>Inclusive economy:</p> <p>We will inclusively grow our economy by making it easier to travel in a way that: reduces the economic cost of congestion, improves the reliability of our network, improves the health of the workforce, and levels up access to opportunities. This will help us raise productivity and enable greater participation in our economy.</p>
		<p>Mobility market transformation:</p> <p>We will create the conditions in our local transport market that enables innovation, development and deployment of transport products and services that best support inclusive growth. We will work with local businesses to take advantage of these new products and services helping us to become a global leader in future transport.</p>

Motive for Change	Current issues	Objectives
<p>Creating a fairer society</p>	<p>The way our urban environment developed to suit lifestyles that revolve around the car has resulted in significant disparities in access. Those without access to a car have demonstrably less access than those who can access a car, hampering their ability to thrive. There are particular groups who are much less likely to have access to a car, including younger people, women, those who are on lower incomes and those from ethnic minority backgrounds. These same people also often bear the brunt of the negative impacts of traffic (such as transport related casualties and local pollution).</p>	<p>Fair access:</p> <p>We will support social mobility by improving equity of access to opportunity ensuring everyone has safe, usable and affordable travel choices that enable them to prosper.</p>
		<p>Fair impacts:</p> <p>We will reduce the negative external effects of transport on people's health and wellbeing by improving road safety, reducing air pollution and noise.</p>
<p>Supporting local communities and places</p>	<p>As car ownership has risen, traffic increasingly dominates our streets. The majority of space in our neighbourhoods is given over to enabling cars to move or park. This has harmed the quality of places and limited opportunities to use streets for wider functions that can enrich people's lives.</p>	<p>Local access:</p> <p>We will strengthen local communities and economies by improving local sustainable travel connectivity and removing severance within and between neighbourhoods by sustainable means to provide better access to local opportunities</p>
		<p>Streets for communities:</p> <p>We will strengthen communities by reducing the dominance of motor vehicles in local neighbourhoods to enable repurposing of streets.</p>

Motive for Change	Current issues	Objectives
<p>Becoming more active</p>	<p>We know that walking more in our daily lives is a simple way to maintain health. Currently there are millions of trips happening per year across the region which are of the type which could, for many, be walked or cycled. There is an opportunity to sustain healthier habits and support local economies. It will require us to change the street environment to one where people feel safe with direct and convenient routes for travel without a car.</p>	<p>Physically active:</p> <p>We will enable safe, convenient and accessible opportunities to walk and cycle, to increase active travel for whole journeys or as part of journeys. This will improve the health, wellbeing and productivity of people today as well as leaving a healthy legacy for future generations.</p>
<p>Tackling the climate emergency</p>	<p>WMCA has adopted an ambition for the region to achieve net-zero carbon by 2041. Transport accounts for a large proportion of greenhouse gas emissions across the region and reducing them is imperative. A lot of work is needed to change the way we travel and push towards greater electrification of our transport sector. Given the time that this will take, early momentum and action will be key to helping WMCA reach its net-zero target.</p>	<p>Transport Decarbonisation:</p> <p>We will protect the future of our own community as well as communities around the world from the effects of climate change by rapidly reducing transport carbon emissions at a rate consistent with WM2041*.</p> <p>*WMCA's decarbonisation policies.</p>



Reimagining transport

Policy – Aims – Reimagining Transport

Reimagining transport in the West Midlands to better support inclusive growth means we need to reduce the harmful impacts of transport on people, places and the environment, while ensuring we improve access equitably.

In determining how our LTP measures impact accessibility, we will consider how accessibility is affected by the transport system, the way land is used and telecommunications.

The way we assess accessibility will not just account for the availability and qualities of infrastructure, it will also account for the capabilities and concerns of different people.

Aside from travelling less and increasing the segregation between people and traffic, there are two universal ways to reduce the impacts of vehicles and traffic:

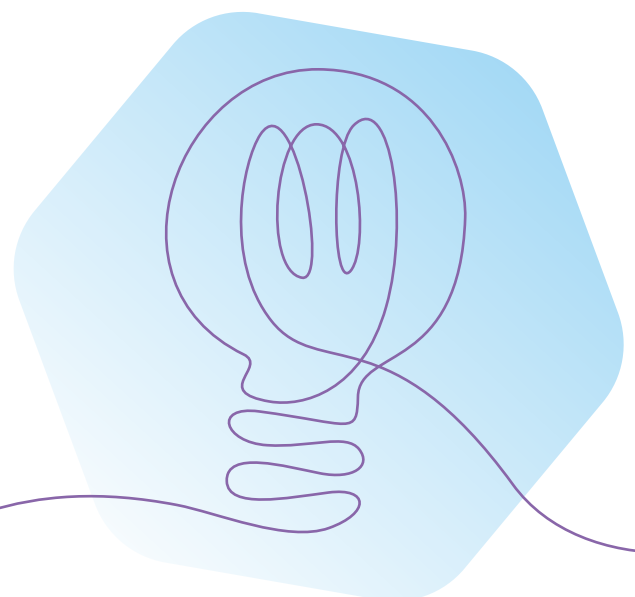
- **Use vehicles with higher occupancy;** and/or
- **Use more energy efficient vehicles** (by reducing power, weight, and/or speed).

This provides us with a basic framework for our LTP of mobility options that can help us enhance our physical mobility to provide better access to opportunities whilst reducing the negative impacts of travel.

As noted access to opportunity for all is worsening across the West Midlands. Accessibility is critical to our economic and social success as it shapes what people and organisations can achieve and this LTP reflects a key priority of the WM Growth Plan: to better connect the region's boroughs to its cities and its cities to each other by public transport.

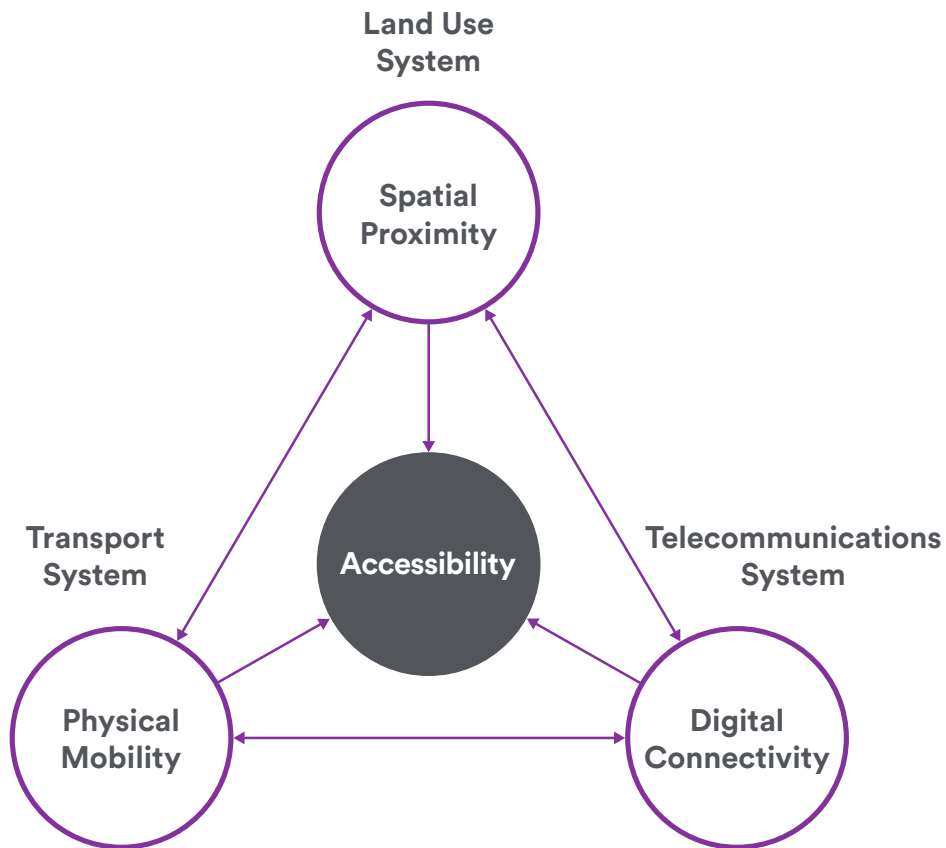
Accessibility is more than connectivity, i.e. how well connected one place is to another. Accessibility is also about how good that connectivity is; do people want to use it, are they able to use it, connectivity is one element within the broad spectrum of what creates good accessibility.

Even though access is affected by more than just transport, physical mobility is a key component of it. Our physical mobility is only one factor; accessibility is also affected by where we need to travel to and from, and whether we can remotely access opportunity using telecoms (such as the internet).



The Triple Access System

This is the triple access system that shows how physical mobility, digital connectivity and spatial proximity interrelate and provide access.



Source: Lyons, G. and Davidson, C. (2016). Guidance for transport planning and policymaking in the face of an uncertain future. *Transportation Research Part A: Policy and Practice*, 88, 104-116.

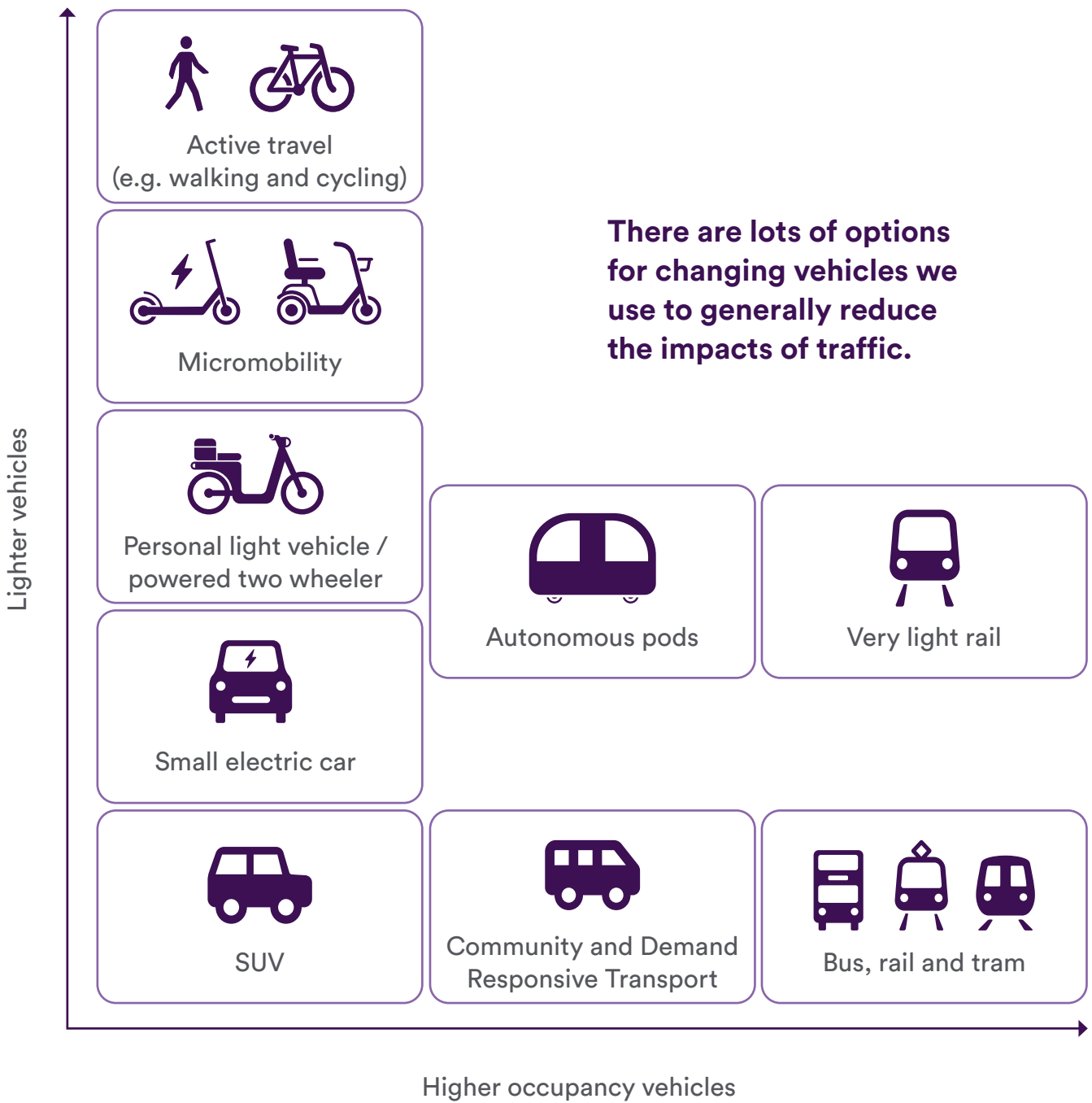
Policy – Aims – Primary Transport Outcomes

There are three primary changes to the transport system that will help us understand whether we have struck the right balance between providing access and managing the impacts of transport that is needed to address our Motives for Change. These are:

- Improving accessibility – we will improve the range of opportunities that people can access without a car.
- Reducing traffic – we will reduce the total number of vehicle kilometres travelled per year by motor vehicles (cars and all heavier vehicles); and
- Electrifying transport – we will reduce the number of vehicles powered by internal combustion engines (e.g. petrol and diesel fuelled vehicles).

One of the longer-term impacts of the Covid-19 pandemic is that we have seen an increase in people making journeys by walking and by using technology to reduce their need to travel (e.g. working from home and telephone consultations with doctors).

Figure 1 – Options for helping us reimagine the transport system



Behaviour change

As set out in the Motives for Change, there are lots of reasons for changing our travel behaviours. There are millions of journeys made per year which could, with some support, switched location to make them more local/shorter, be made using alternatives to cars or even not made at all if there is a digital alternative. We know that if we can support some of this change in behaviour through our policies and plans then huge benefits will be felt across the region.

Policy – Aims – Behaviour Change

The behaviour changes that are needed to make progress against our Motives for Change are described by the “avoid, shift, improve” framework. Our actions will be designed to result in behaviour change across this framework.

Avoid

Avoiding travel - for example by accessing services online and consolidating trips we make;

Shift

Shifting travel - to places that are more accessible by sustainable modes of transport, such as cycling, walking or public transport and travelling by those modes; and

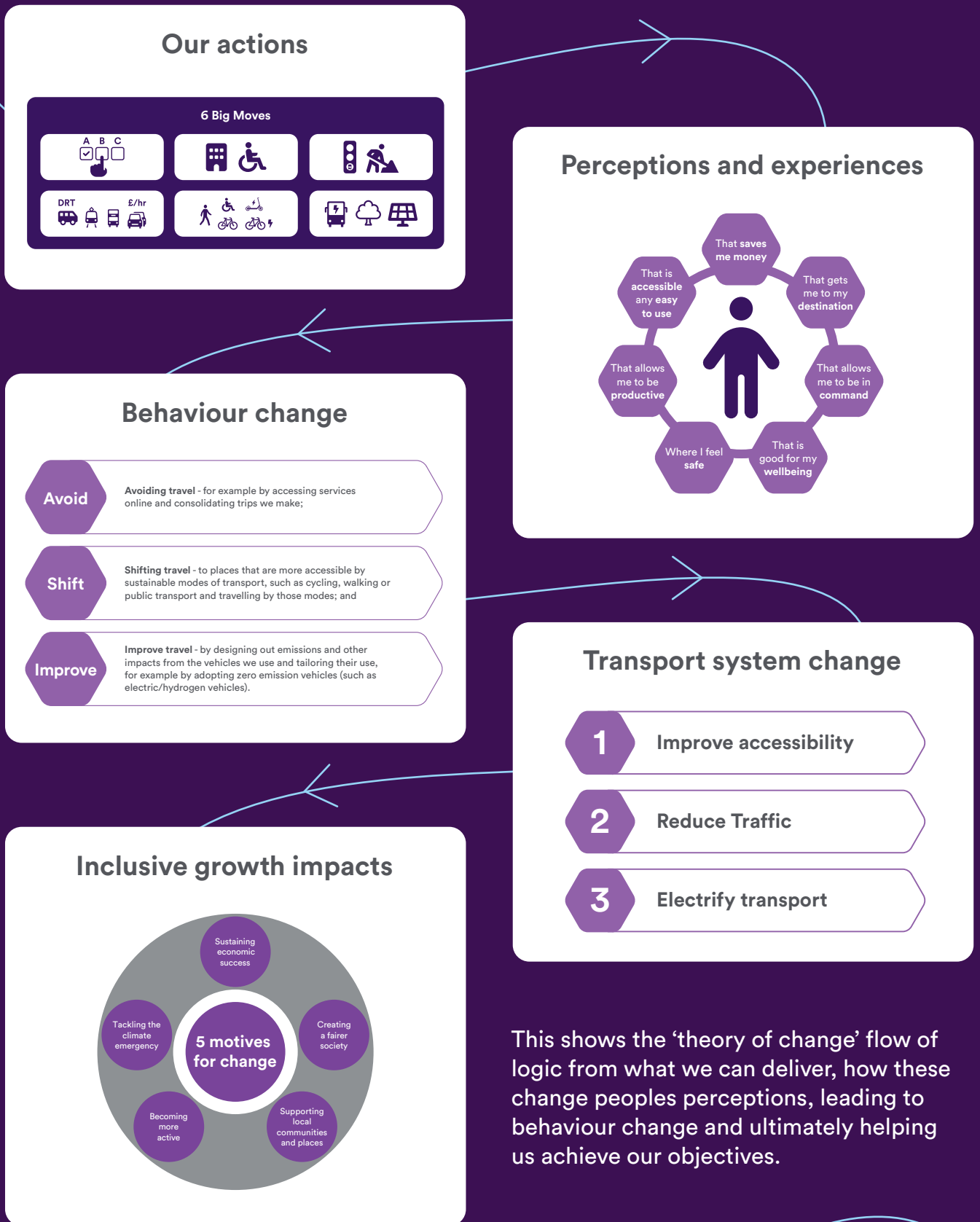
Improve

Improve travel - by designing out emissions and other impacts from the vehicles we use and tailoring their use, for example by adopting zero emission vehicles (such as electric/hydrogen vehicles).

Helping to give people more choices to help them and to help us to create better places is core to our aims, but realising it is challenging. To develop this LTP we have used a process called the ‘theory of change’. With this we have mapped out a logic chain that tells us that to change behaviours we first need to change people’s perceptions and experiences of the transport system. If we can achieve this through: the infrastructure we deliver, providing safer and more convenient alternatives, marketing their benefits and incentivising non-car travel; we can impact on the choices people make.

If we provide more choice and behaviours do change then we can make the wider changes to the transport system we’ve discussed to achieve the aspirations set out in the Inclusive Growth Plan.

Figure 2 – Theory of change



This shows the ‘theory of change’ flow of logic from what we can deliver, how these change peoples perceptions, leading to behaviour change and ultimately helping us achieve our objectives.

Continuing to invest in the alternatives and promoting them is vital, but this alone won't be sufficient to generate the level of behaviour change needed to meet our aims. We know from reviewing the impact of infrastructure we've already delivered and modelling different future policy scenarios, that the policies and programmes we have in place now won't deliver the scale and pace of change that we need to meet either local or national aims. We know that stepping in to fundamentally manage the demand for car travel is the only way we can meet our aims.

This situation would not change even if we had significantly higher levels of funding to deliver more investment in infrastructure to support walk and wheel, cycle and scoot, and public transport modes. We are not on track to meet our WM2041 target for carbon reduction or even the UK 2050 climate change emissions targets. We also would continue to make limited progress against the other issues raised in our Motives for Change.

There are two key limitations with only trying to improve alternatives without managing demand:

- Often measures to improve the alternatives require us to first manage demand. For example, to speed up buses we may need to reallocate space from general traffic or to support local journeys by walk and wheel, cycle and scoot, public transport and shared mobility we might need to remove parking or close off some residential roads to through traffic. Avoiding these kinds of measures because they're seen as difficult reduces the extent to which our efforts can improve the alternatives. Sometimes we will need to do what's difficult to achieve the benefits we know will come.
- There is a limit to how much mobility, comfort, and convenience alternatives can offer in contrast to the mobility, comfort, and convenience the car can provide today. Even if we use every feasible option to improve alternatives, they will still not be as attractive as cars are today. But in a vicious cycle, it is often the impacts of too many cars which make the alternatives less attractive (e.g. buses get stuck in traffic, cycling is felt not to be safe on busy roads, children don't walk to school because crossing the road is unsafe).

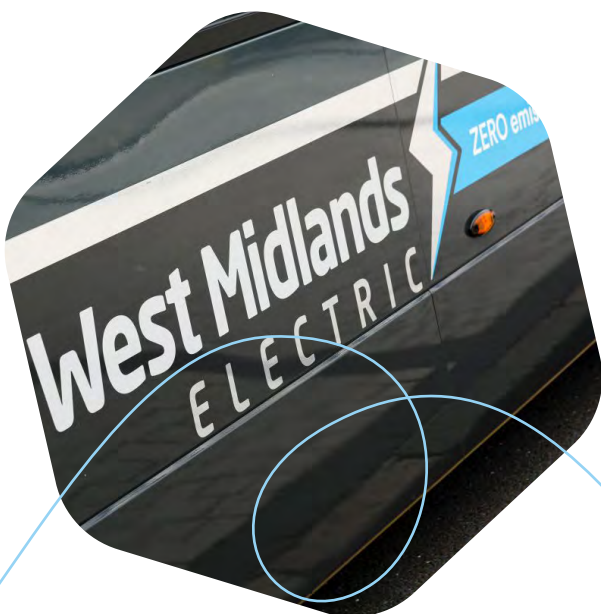


Both of these key challenges mean that the current approach limits the extent to which we can improve travel choices, and achieve wider aims.

That is why the way we develop and manage the transport system is as, if not more, critical than new infrastructure to achieving behaviour change.

Devolution will be key to helping with this, which is one of the key reasons we are bringing buses in the region back under public control.

To achieve the aims of the LTP, both demand management measures and investment in the transport network will be vital. Demand management is critical for changing behaviours and shifting consumer spending on transport. Public investment in networks and services is critical for ensuring travel by alternative modes is safe and reliable. Implementing both demand management and public investment together is critical for improving the coverage, affordability and frequency of revenue dependent transport services such as public transport and car clubs.



Policy – Approach – Having the right impacts

To achieve our aims and the vision – to change behaviours without compromising what people can access – simultaneous measures would be required to:

- Enable people to travel by better alternatives by investing in measures that support better access to what people need via these alternatives; and
- Manage demand by discouraging the behaviours we want to do less of using physical measures (such as allocating less space to particular vehicles), and regulatory measures (such as increasing the price of travel by particular means, restricting access to particular roads or limiting speeds).

Demand Management will not be appropriate everywhere, but in areas such as city and town centres and along key corridors, measures which help to manage demand by making non-car modes more attractive should be considered as part of local transport strategies. We will take this into account when assessing the case for and impact of proposals.

Finally, Behaviour Change for this LTP is not just about helping people to make different journeys or choose different forms of transport - it's also about the way that WMCA seeks to understand, engage and ultimately make decisions on how the transport system is planned, built and operated.

User focussed policy

It is important that this WMLTP5 delivers for the people of the West Midlands. We want people to have choices and to make the most appropriate choice for their journey by the most sustainable mode. And we want these to be experiences that people want to repeat.

From research we have undertaken we now have a good understanding on what factors influence the way people choose to travel. We have refined this down to five key factors that help to create a good customer experience:

We acknowledge that these factors are important to users of the transport system and the success of the WMLTP5 and will be accounted for throughout its development and delivery and the implementation of measures. Understanding and better accounting for the range of impedances to travelling will be core to improving our understanding of accessibility.

Policy – Aims – User Focused Policy

Achieving a good customer experience will be integral to delivering the outcomes of this LTP.

We will use our customer experience principles to help us to develop policies and interventions to influence consumer choice and make sustainable transport choices an obvious and viable option for travel, and it will also help us improve accessibility for all.

In order to best understand our people's needs, we will also need to put them at the heart of our conversations on how to change transport through engagement and co-development.

1. Dependable

Available when customers want them. Consistently accurate and reliable. Prevent things going wrong. If they do, make things right by the customer.

2. Safe & Secure

Customers feel able to travel without concern. Customers feel their personal information is secure.

3. Easy to use

Low effort for the customer. Products and services are simple, easy to understand and work for everyone, whatever their needs.

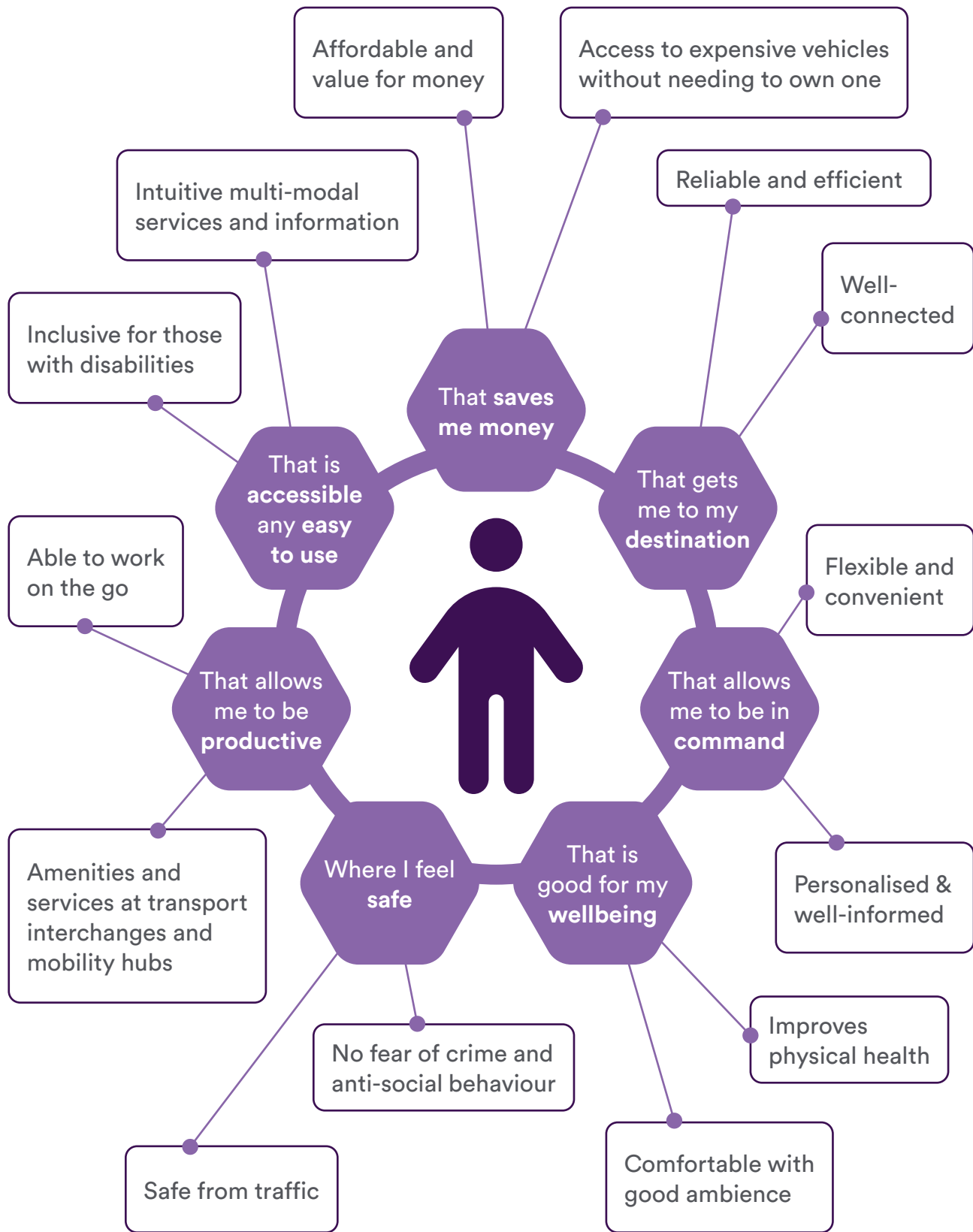
4. Fair

Equitable products and services that are designed and delivered with a deep understanding of the differing needs of communities.

5. Inviting

Delivering digital environments customers choose to use. Delivering comfortable physical environment customers choose to be in.

Figure 3 - Customer Experience Principles



The Vision

The vision for travel

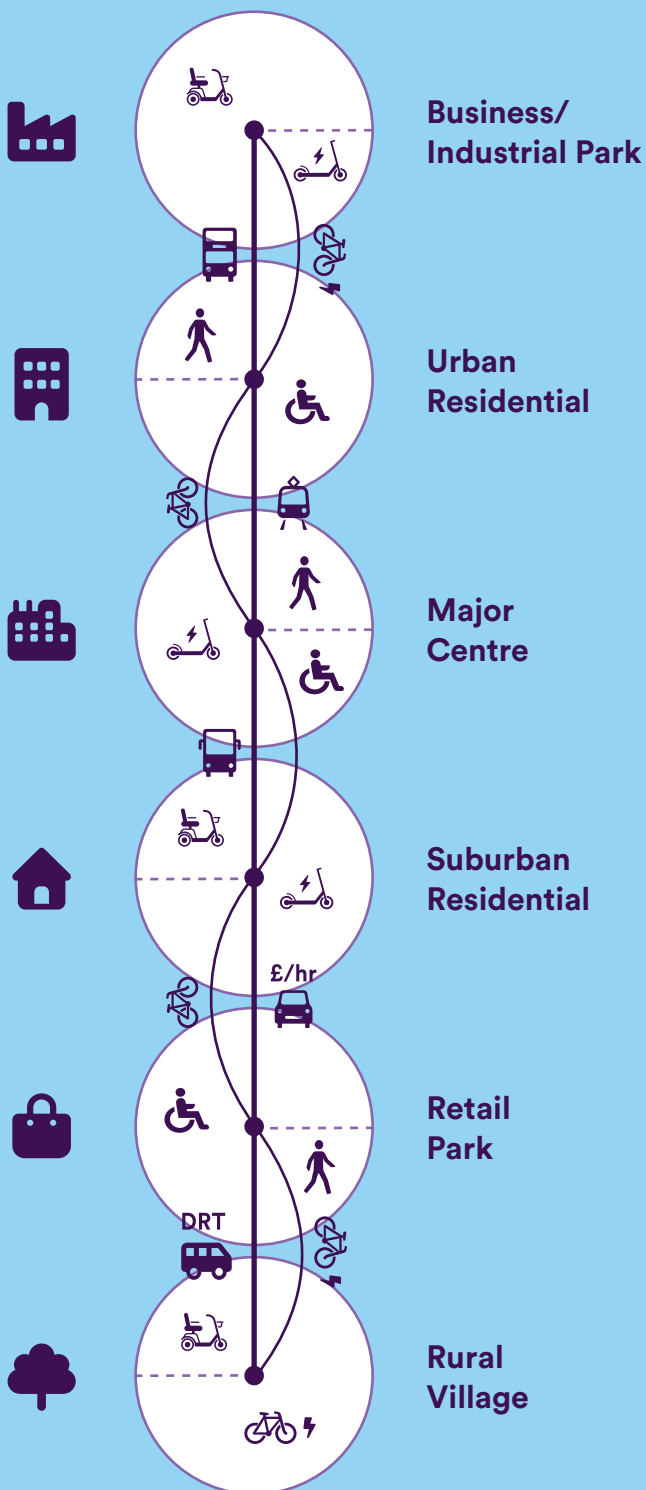
Policy – Vision – The vision for travel

Whilst we expect private motor vehicles to play an important role in our future transport system, we still envision a system where everyone can thrive without a driving licence and the need to own an expensive vehicle – a system that better caters for the 1 in 4 households in the West Midlands who do not have access to a car.

To help us move in the right direction, we have set ourselves an ambitious target for 50% of all trips to be made by sustainable modes by 2035. We have conceptualised what this could look like with our vision for connected communities within a 45 minute region. The vision is based on a combination of walking and wheeling, cycling and scooting, and riding - travel options that require neither an expensive private vehicle or a full driving licence. It means that a good range of services in our neighbourhoods can be accessed in a round trip of no more than 15 minutes, and a good range of places across our region to undertake work, leisure and socialising can be accessed within a 45 minute trip. These modes will be supported by shared services, granting to access to vehicles without having to own one, and interchanges that bring transport services together to create places with greater amenity.

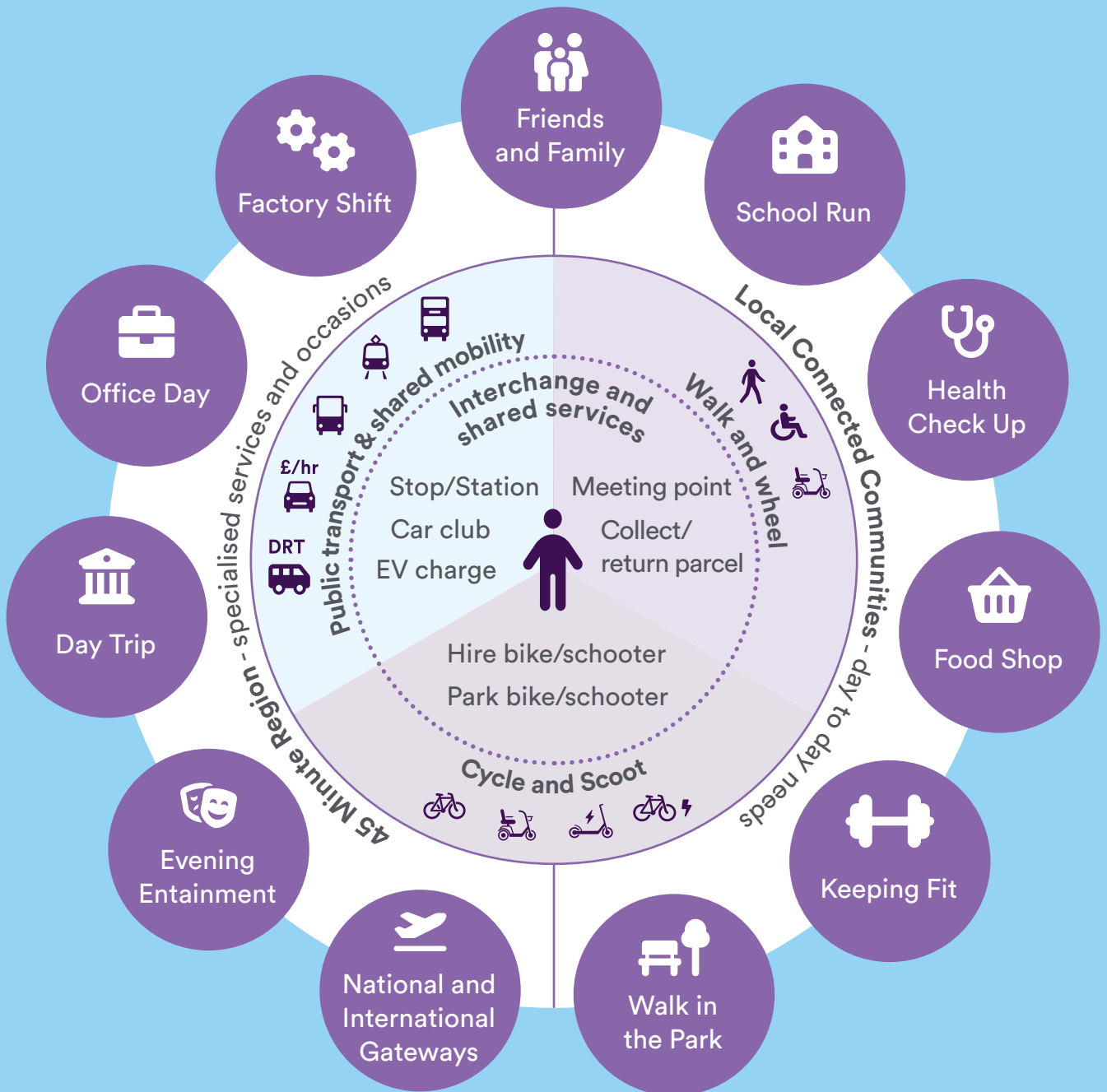
50% of all trips to

A Region of Well-Connected Neighbourhoods



Mode made by sustainable modes by 2035

The Walk, Wheel, Cycle, Scoot and Ride approach





We are not planning for, nor expect that within the lifespan of this plan that people will stop using cars. But a key part of our future vision for travel is help support travel choices without cars and to help reduce distances travelled. From the work on the LTP we know that the extent to which we achieve this, the better we address our aims. We are also acutely aware that although cars are popular, not everyone wants or can afford the expense of owning one.

Our vision is based on how we can provide a transport system which provides as much accessibility and opportunity as possible for everyone without the need to own or have access to a car. In doing so we're both supporting some of the most disadvantaged in the region and helping to get some of behaviour change we need to meet our aims.

By creating well-designed walkable and wheelable neighbourhoods with appropriate mixes of land uses, connected through high quality public transport along with other forms of shared mobility, we can create more healthy, liveable communities.

Our vision is not meant to be prescriptive; we recognise that everyone travels for different reasons, to different places and using different modes, and places themselves are different which means that what works in one neighbourhood might not work in another. But it does represent something to aim for where everyone will have decent options to access what they need.

Walk and wheel

Walking and wheeling includes pedestrians, but it also includes people who use mobility aids such as powered/unpowered wheelchairs.

The use of prams and trolleys by those travelling also needs to be considered as well as other aids such as guide dogs, sticks and canes.

Cycle and scoot

Cycling and scooting includes a range of pedal powered, electrically powered, and pedal assisted personal vehicles.

It includes vehicles that can currently legally be used on public highways and cycleways (such as pedal bikes), as well as new devices that Government is trialling and proposing to legislate for (such as escooters).

Public transport

Fixed public transport

Fixed public transport includes public transport services that run to a fixed timetable, routes and stops.

They include services like buses, trains and trams.

On-demand services

On-demand services include a range of driven services available to the public which can be requested on-demand and are not constrained by timetables, specific routes and stops.

They include services like taxis, community transport, and Ring and Ride, and liftsharing. They include services like buses, trains and trams.

Shared mobility services

In our LTP, shared services are services that provide the public access to personal vehicles that they can drive themselves.

They include services like car clubs and cycle/scooter hire.

Interchanges

Interchanges are places where people can access public transport, on-demand, shared transport services, and/or other ancillary transport services.

They include places like bus stops/stations, rail stations, or neighbourhood mobility hubs.

Planning for an uncertain future

We need to make sure our transport policies are appropriate and robust and that we have the right set of measures to help us improve the transport system that work for everyone and deliver the Vision for Travel. To help us do this we need to consider as far as possible uncertainties that impact what we can/can't do or what may or may not be most effective and valuable.

Previously, WMLTPs have been developed around a singular set of assumptions for the future and often on the basis of “**predict and provide**”. This is where we use a single future forecast, based on trends and observations of the past, and make a plan to provide what we think people will want or need and to mitigate the worst negative impacts of what that future might bring.

For this WMLTP5 we have taken a different approach. We have applied “**decide and provide**” techniques. Instead of accepting that the future will look like the past, but with more people travelling, we have used our vision to describe what we would like the future of transport in the region to be, and then developed a plan to get us there.

As part of our vision-led approach we have set ourselves a target that half of all journeys across the region should be by sustainable, or non-car, modes. Importantly, this target should not be interpreted as anti-car; more that we aim to provide the right mix of options for people to have the choice to use other modes.

We know that to meet our 50% sustainable mode share target as an average across the region then certain journeys will need to take more of the heavy lifting (achieving much more than 50%) as meeting the target for some journeys will be much more difficult.

For some places the non-car options will be lower than others and this will still be the case even if our LTP interventions are delivered. We would also expect that shorter distance journeys, locally to the shops/school etc., can more easily be made by walk, wheel or cycle than longer journeys across the region.

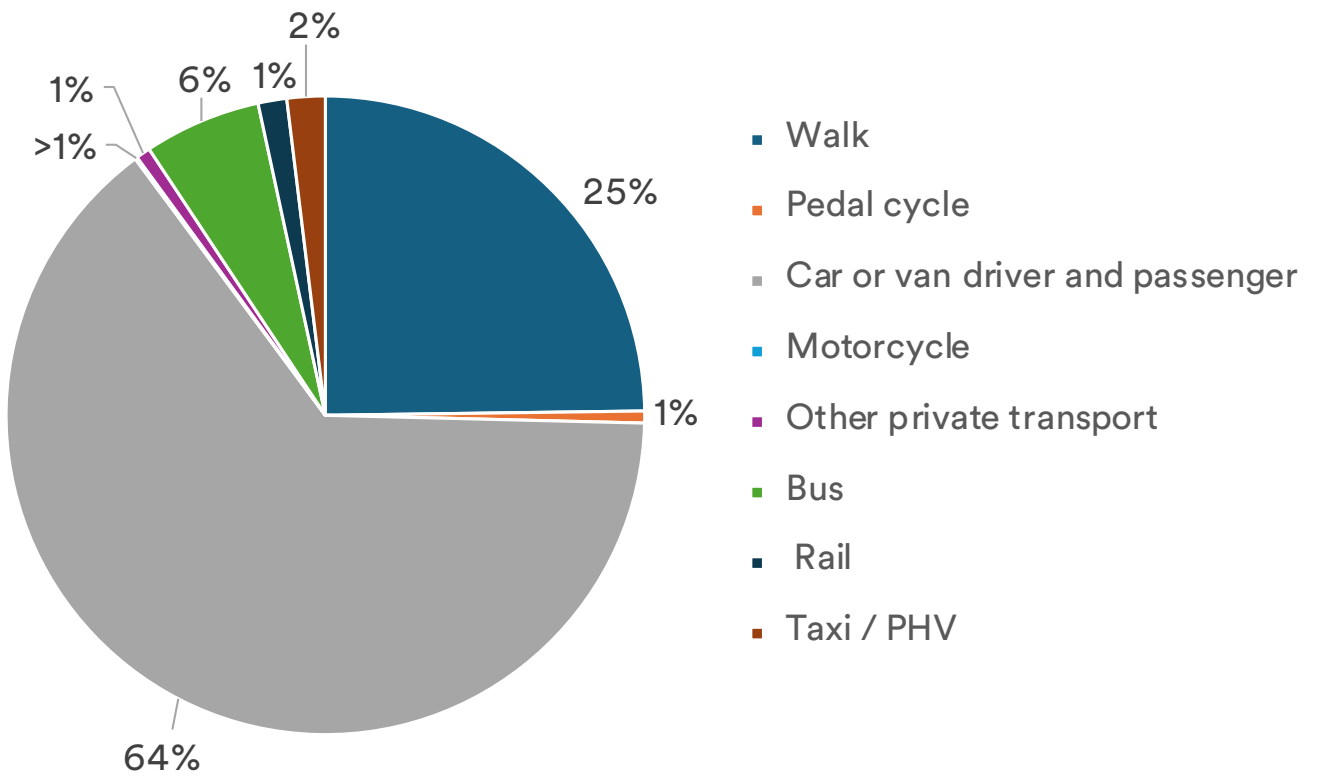
We have therefore built up our 50% mode share target by looking at how journeys are made today and where they are travelling to/from to establish our vision for how journeys should be made if we're to hit our overall 50% target. For example:

- Trips to/from Rural areas will likely be most difficult to find non-car choices and would likely be able to contribute less towards achieving the sustainable mode share targets.
- Trips to/from our Strategic Centres will have the most non-car choices and should therefore have the highest scope to contribute to the sustainable mode target.
- Trips to/from high density employment areas should be considered for a higher sustainable mode share as the large trip attractors should make it easier to provide for public transport options.
- Trips wholly within local areas should be considered for much higher levels of sustainable mode share for walk, wheel and cycle (or scoot) trips.
- Trips to/from suburban areas to anywhere other than the Strategic Centres will likely have fewer non-car choices available than denser inner-urban areas where there are local centres which are more easily reachable. Hence the targets for each should be different.

Below we show where we believe we are today, using data from our strategic transport model (with some augmentation from statistics from the National Travel Survey). This shows our average non-car mode share is currently around 35%. Which means we need to shift more trips from cars to meet our target.

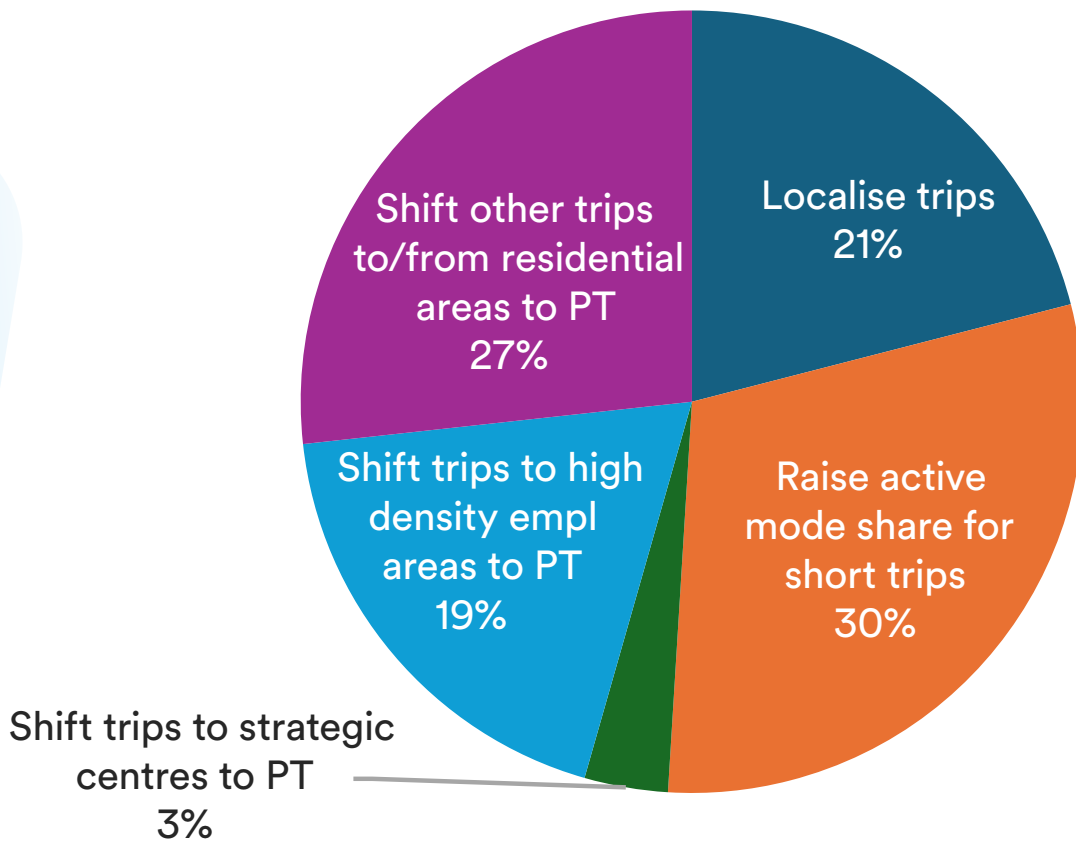
Average % West Midlands Mode Share for all trips 2023/24

Source: NTS



From this as a starting point and using some principles of which journeys should be pushing harder towards the target than others, noting that the aim is for all journey types to show some form of shift, the following shows how we believe we can meet our target:

Total daily car journeys in-scope (drivers only) - WMCA



Using these targets for different journey types enables us to focus our policy and interventions where it's most needed to achieve the biggest change from today.

There are determining factors which will govern whether our vision can be realised. Many of these are in our hands, and this is what our infrastructure plans and policies described in this WMLTP5 (and accompanying documents) set out. But there are external factors which will have

an impact on our region which WMCA are not in control of. A major factor is national transport policy. This has a significant impact at a local level. For instance, the national £3 capped bus fare impacts on how many people use buses in the WM as much as any plan we have. Or national government grants/incentives to purchase electric vehicles will have a massive impact on the decarbonisation trajectory in our region. We will also need national policy and planning to be aligned to our vision if it is to be realised.



Our Approach

Transport must be inclusive and equitable

An equitable and fairer transport system is at the heart of our motives for change and essential for ensuring everyone—regardless of age, disability, income, location or other circumstances—can travel safely, independently, and with dignity. By removing physical, financial, and social barriers, it enables equal access to vital opportunities, helping to reduce inequality and isolation. Equitable transport also benefits wider society by supporting economic growth, improving public health, and creating more connected, sustainable communities.

A major focus of our approach is to acknowledge that our interventions into transport, through infrastructure or policy, must support people who do not have access to a car or for whom car ownership is financially difficult. Access to opportunity across our region should be for everyone and we need to intervene where communities us to support them to achieve that.

Policy – Approach – Equitable and Inclusive Behaviour Change

We should not let fear of change hold us back. Instead, we will ensure a fair transition happens by:

- Assist and inform people who face fewer barriers but have the potential to create the biggest positive change and impact.
- Target our support to those with the greatest barriers and least resources.
- Move at a pace that keeps momentum while allowing people time to adapt and change, and

Use innovation to help specific groups and places access opportunities and overcome existing barriers.

A dynamic plan in the hands of communities

Engagement with communities and businesses is crucial to our approach. We have listened in the process of developing the LTP so far, through consultation on our Green Paper in 2021. But we must continue to listen as we develop the schemes and detailed policies over the lifetime of this Plan. Our intention is that this is a 10 year + vision and plan, but every three years we will develop new programmes of intervention based on our monitoring of what's working well and continued engagement with our communities.

Policy – Approach – Empowering communities

We will promote measures to manage demand through the deployment of this LTP alongside and as part of wider measures. This will primarily be in areas where access by non-car modes is already good or being improved. Commitment to deliver such measures has to be conditional on public support.

This requires us to engage with the public to help them make informed choices over how the transport system is governed.

Policy – Approach – A Dynamic Plan

Our LTP will be dynamic allowing us to make different choices over time and in different places according to:

- Local public appetite to manage demand
- National transport policies and guidance
- Monitoring and evaluation of local transport policy delivery and impacts; and
- Monitoring of external drivers of travel behaviours.

A long term plan that doesn't lose sight of early opportunities

This is a ten-year plus plan, setting out the actions we need to start now that will need to scale up over that period. However, it's not just about jam tomorrow, we also set out the changes we can make today and the early benefits they can bring.

The climate emergency is a unique Motive for Change because it has a particular urgency and definitive scale of action required. This means we need to reduce our transport carbon emissions now and not defer action to later years.

Some things take longer to happen than others. It took hundreds of years to build our cities, towns, villages, and neighbourhoods. We can, and should, ensure that new developments are built in a way that is better suited to our future vision for travel but it will take a long time for our built environment to be renewed in this way. The emerging Spatial Development Strategy provides an opportunity to plan transport improvements as part of long term spatial planning policies.

Similarly, it takes a long time to deliver significant transport infrastructure changes across our region. It also takes time for new technologies to be developed and deployed safely (such as autonomous vehicles).

To successfully rapidly change we would need to consider that even though many households do not have a car, the majority do.

Policy – Approach – Quick Wins

Change is possible, to help deliver inclusive growth and if we want to move quicker to improve our transport system factors it would likely need early actions that enable and encourage people to:

- Change the way that we use existing infrastructure, by making widespread small-scale changes to physical infrastructure supported by local highway regulations, to create conditions that make walk, wheel, cycle and scoot trips more attractive for shorter, more local journeys.
- Through planning policies change land use / building use in our existing built environment so that people have better local provision of opportunities.
- Make best use of digital connectivity to access what we need without the negative impacts of transport.
- Encourage the use of personal vehicles which have fewer impacts than cars (e.g. micromobility).
- Support the use road-based public transport such as buses and demand responsive transport.

These would be in addition to other actions that are focussed on longer term change.

A plan that works for all places

The West Midlands is home to nearly 3 million people with a range of diverse communities and places; what works in a modern estate with driveways and cul-de-sacs might not work in a terraced street with no off-street parking, and what makes sense in a city centre might not make sense in a village high street.

The WM Growth Plan and the SDS supported by the LTP will set out the big strategic development and infrastructure priorities for the region. A set of Place Portfolios will (set out more detail on priority areas of investment) focused on the region's four growth corridors.

Supporting these the LTP sets out a regional vision for how we can improve the transport system. We are clear that a “one size fits all” approach to delivering the LTP is not appropriate.

A range of solutions are needed, with engagement with local communities and businesses being an essential element of any new proposals.

The policy framework set across the Big Moves provides a vast combination of measures that can be implemented to support the improvements to the transport system to deliver our strategic ambitions.

Local authorities working with WMCA will develop and deliver the programmes of interventions. The Area Based Implementation Plans (ABIPs), which form part of the LTP, will set out the committed pipeline of projects being delivered and those being developed in each area. The ABIPs will reflect how transport is enabling the delivery of strategic outcomes and consider the future needs of the areas to inform future strategy development.



Diversity of places

The way people travel is different in different places across our region. This is because of a complex range of factors relating to the people, function, form and setting of places. It's important to understand that just as travel is different across the region today, it will be different in future. Our plans must reflect this.

There are many different kinds of places across our area. None of our boroughs are characterised by one kind of place; they all have a diversity of places within them. No two places are exactly alike, but there is commonality in different urban and rural environments found across our region. There are great opportunities to share learning and to develop solutions that can work across the region in places that share common features.

Policy – Approach – Area Based Implementation Plans

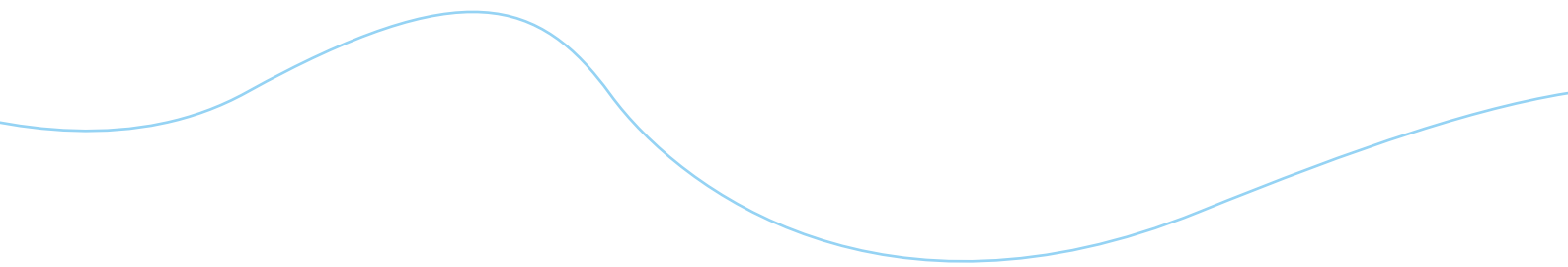
Working in partnership with our local authorities we will produce Area Based Implementation Plans (ABIPs) for the Black Country, Birmingham, Solihull and Coventry. These will apply the policy principles and interventions of the LTP to deliver local and regional outcomes.

Working with the local authorities we will ensure that the identification of the measures needed will be linked to clear evidence for an opportunity/problem and do not start with a solution in mind. We will produce guidance accompanying this LTP to enable this.

Birmingham

Birmingham is a city of over 1 million people that will continue to evolve with the arrival of High Speed 2 (HS2) and the realisation of plans detailed in 'Our Future City Plan.' For those travelling outside of the city centre car travel remains an important mode of travel whilst cycling and walking levels are improving following investment in active travel infrastructure. A Clean Air Zone was introduced in Birmingham City Centre in summer 2021 and this has helped to support the delivery of bus priority measures within the city centre and its radial routes.

Looking forward, Birmingham City Council published its Birmingham Transport Plan in 2021 which provides key principles for the evolution of transport in the city. The reallocation of roadspace away from private car together with parking and demand management measures aims to complement public transport and active travel improvements.



Black Country

The Black Country forms a distinctive sub-region with many towns and a city. The denseness of the urban area and the number of local centres create particularly complex movement patterns and have led to a complicated transport network.

Travel by car remains very important, reflecting in part the complexity of the urban area and declining bus speeds. Targeted investment in the Key Route Network remains a key focus to improve reliability. Alongside this we know that the public transport network needs incremental improvement to support multi-modal connectivity. Walking and cycling is currently lower in the Black Country than other parts of the region but there is significant planned investment which will support fewer short trips by car and increase physical activity.

Coventry

Coventry is a city of 370,000 people that is largely dominated by car travel. Both the total number of cars owned by Coventry residents and the number of cars per household have been increasing steadily over the past few decades. Although Coventry is a relatively compact city, the number of people walking and cycling is not as high as it could be.

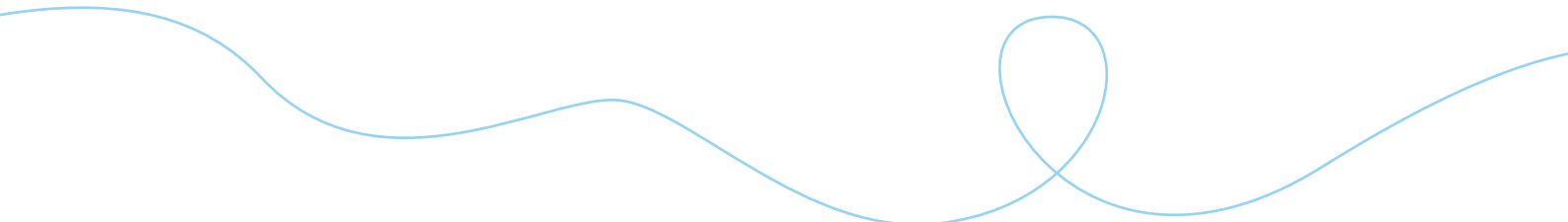
Coventry's Local Plan details plans to stimulate growth and meet a growing demand for housing. There are huge benefits to this growth, but it must be managed. It will generate large numbers of new journeys, both within the city and to and from neighbouring areas, which will need to be accommodated in the transport system.

Looking forward, the city seeks to place innovation at the heart of its plans for economic and environmental success. Initiatives such as Very Light Rail (VLR), Electric Bus City and an Urban Airport will complement other plans for growth including a new Gigaport to support electric vehicle growth.

Solihull

Solihull has a population of over 215,000 residents across its urban and rural centres and villages. It has embarked on a strategy of 'managed growth' through the promotion of 'UK Central'. Solihull Connected provides a transport strategy which will support future development and maximise the benefits of the arrival of HS2.

More than 60% of all journeys to work made by Solihull commuters are made by car and this is increasing. Given this current position, the ambition behind Solihull Connected is to plan for balanced investment in transport infrastructure that still caters for cars, while emphasising alternatives. Walking and cycling activity is some of the highest in the West Midlands which provides a good foundation for further investment in infrastructure to promote greater use. Solihull Connected is now accompanied by a detailed Delivery Plan which sets out key investment priority areas.



Our Actions

LTP Development

The West Midlands Growth Plan provides a strong foundation, backed by our constituent local authorities and key regional partners, to deliver the change we need in our region. It outlines our economic priorities including key development and investment areas, growth zones, and investment zones.

It recognises the role of transport in the success of the region and the Spatial Development Strategy will serve as a land use planning blueprint for where future housing and commercial developments should go over the next 20–30 years. It will help to identify and prioritise the supportive infrastructure required to help deliver the Growth Plan—including transport—thus directly shaping the LTP and the delivery programme.

Building on the foundation of the Growth Plan, the WMCA's Strategic Framework links our long-term regional priorities to what the WMCA will deliver over the medium-term to an annualised approach to people and resourcing. This framework, explained in more detail below, will shape the WMCA's approach to business planning.

The LTP and its delivery programme will be developed to support these regional outcomes and through the Integrated Settlement Outcomes Framework we will need to demonstrate how transport as part of our regional strategy is delivering against national missions.

WMCA and partners must use their resources across three broad areas of spend to ensure our transport system is working effectively:

- Maintenance and renewal – maintaining assets to keep them performing and replacing them when they are at their end of life;
- Network enhancements – schemes to make our transport system better;
- Service and concession delivery – the day to day spending required to keep services and concessions going.

There are lots of ideas for actions we can take to make our transport system better. But we need to make sure we have a balanced programme: this means that we need to make sure that we don't use all our resources on a few expensive big projects; we need a programme that delivers benefits today and helps support immediate, scalable behaviour change as well as focussing on building towards bigger change over the long term; and ultimately what we do must represent value for money for citizens.



The policy framework of the Core Strategy and Big Moves are supplemented by a number of more detailed strategy documents including:

- Bus Strategy – setting out how the region will make the most of bus franchising
- Local Cycling & Walking Infrastructure Plan – which informs the region’s key priorities for walking, wheeling, cycling and scooting
- Zero Emission Vehicle Infrastructure Strategy – setting out how the West Midlands will deliver ZEV charging infrastructure to provide scaled, commercially sustainable public charging provision.
- Regional Road Safety Strategy – sets out how we are working towards Vision Zero, where nobody is killed or seriously injured on our roads and how by 2030 we aim to have halved the number of road deaths and serious injuries.
- The Area Based Implementation Plans will set out the committed pipeline of projects being delivered and those being developed in Birmingham, the Black Country, Coventry and Solihull. The ABIPs will reflect how transport is enabling the delivery of strategic outcomes and consider the future needs of the areas to inform future strategy development.





A Monitoring and Evaluation Plan and Integrated Sustainability Assessment will continue to be iteratively developed to support the LTP and updated throughout the life of the plan. They will transparently ensure that LTP development and delivery is meeting the LTP and wider Growth Plan objectives and broader duties relating to equalities and sustainability.

Apart from the Core Strategy, it is proposed that the LTP will be a living document and will be updated and amended with new policies and implementation proposals periodically. Updates to the LTP will be agreed through discussions with officers, Mayor and Leaders and other elected members including transport portfolio holders of the seven metropolitan borough authorities. Where these are deemed to be significant, approval will be sought from WMCA Board.

Where the decision to amend the strategy is considered to have a significant impact on a local community, local stakeholders will have an opportunity to comment through a targeted local consultation process.

WMCA Board is responsible for setting regional transport strategy. The WMCA's Transport Delivery Overview & Scrutiny Committee is responsible for overseeing delivery of the LTP on behalf of WMCA.

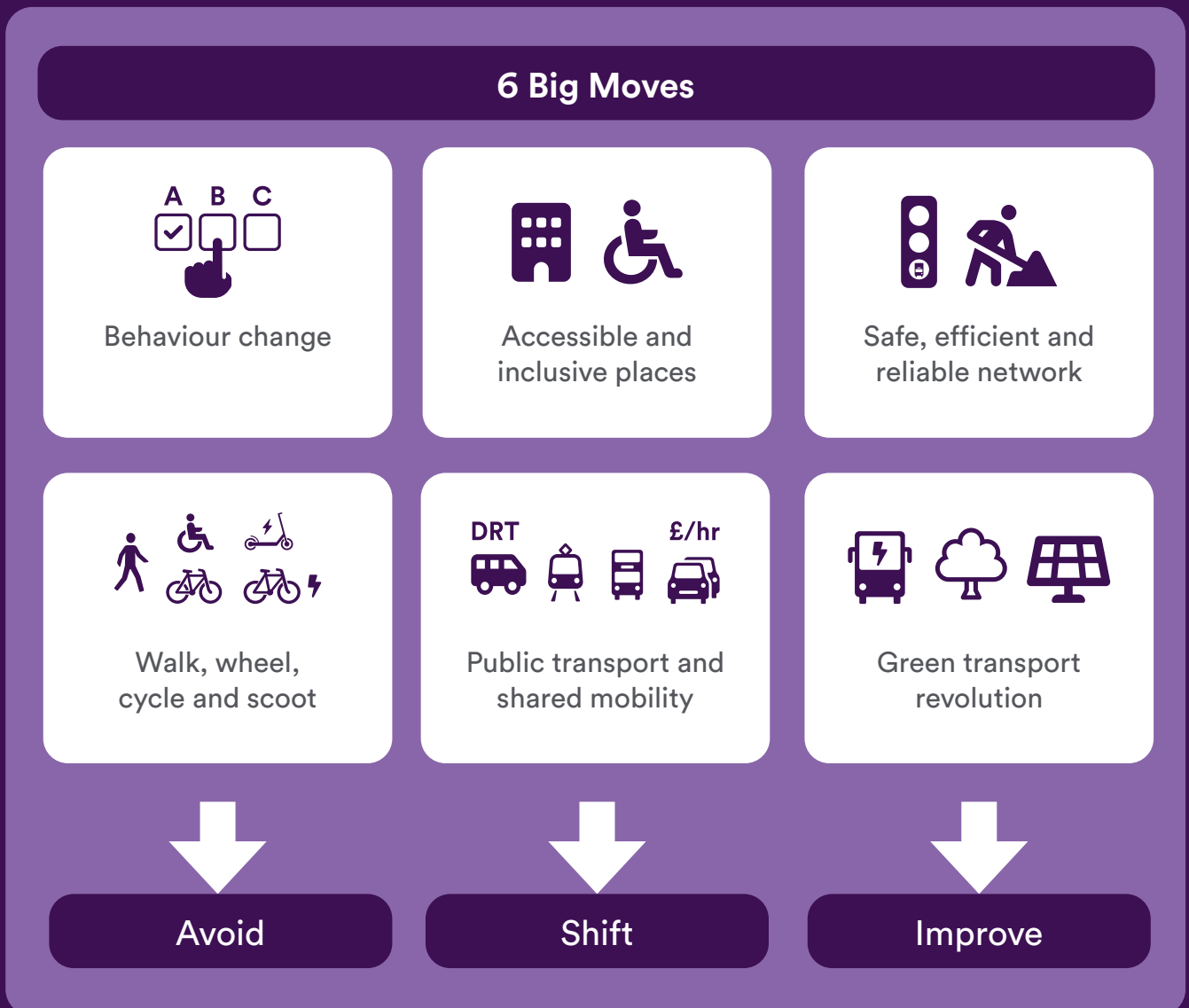
At officer level, delivery will be overseen by Strategic Transport Officers Group (STOG), comprising managers from the seven metropolitan borough authorities with responsibilities for transport and TfWM's Executive Director.

Our 6 Big Moves

To deliver on the vision, we are building our policy and delivery programmes base on six 'Big Moves'. These create a framework within which the region can develop transport priorities and deliver the LTPs outcomes which in turn will support the West Midlands Growth Plan.

The decisions about how to apply policies within the Big Moves is not prescriptive. The Big Moves consider the various essential components of the transport system and provide a range of policies that can be used together and in different ways to help achieve our outcomes. The decisions made about how to prioritise and apply them will vary from place to place. These decisions will reflect the needs of the people and communities and the ambitions of different areas and will shape the development of the Area Based Implementation Plans.

An overview of each of the Big Moves is presented on the following pages. Alongside the Area Based Implementation Plans, the LTP Core Strategy will be complemented by detailed policy documents for the each of the Big Moves.



1. Behaviour change

This Big Move is fundamental to both the overall Core Strategy, but also the other 5 Big Moves. To enable the city region to be more prosperous, inclusive and sustainable, we need to tackle the high levels of car dependency in the region. If we cannot support more people to travel less, use cars less and live more locally, then we will be in danger of not meeting the core goals of the Local Transport Plan.

This Big Move requires us to have conversations with businesses and communities about how they travel. TfWM and its partners will need to work differently to deliver better outcomes for the region, based on a deeper understanding of people's travel needs and the challenges they face in accessing opportunities. This Big Move requires changes in how we govern the transport system, how we change people's experience of the transport system, and how people choose to travel.

This Big Move is all about:

- How the public sector can take a **leadership** role to change behaviours in the region, both in terms of how we make decisions and how our residents and businesses make travel choices.
- How we will focus our work towards policies and decisions which understand the **users of our networks**, their needs, the barriers they face and how they make choices.
- How we can **manage the demand for transport** in our region to help us meet the objectives of the LTP Core Strategy.
- How we will **engage with the public** to help them to understand the problems and issues we're facing, how they can change behaviours to help and importantly how they will be part of the decision making process.



TfWM and its partners will need to work differently to deliver better outcomes for the region

Where we are now:

For most of our residents and businesses, travelling or moving goods using a petrol or diesel engine motor vehicle feels like the only choice available, even if they do not want or cannot afford to own one. Those who don't own a vehicle are excluded from many activities and opportunities

Where we would like to be if our Big Move is successful:

The lifestyles of our many of our residents have changed, they don't need to travel as often because more of their daily activities can be done from home or close to where they live, and more goods/services come to them.

When they do travel, their first choice is to walk or wheel because the places they need to go regularly are close by. They have confidence to use public transport or active modes when travelling further. Cars still provide the most flexible way to travel but they're needed less often, they're zero emissions and car clubs are available so fewer households need to own a car.

Businesses make fewer journeys when delivering their goods and services because AI technology is creating the most optimal routes and all their vehicles are now zero emissions. And business travel is reduced overall because more work and meetings can be done remotely.



2. Public Transport and Shared Mobility

Different sorts of public and shared transport are appropriate for different journeys. TfWM and its partners will need a deep understanding of the varied transport needs of individuals and businesses in different parts of the region to ensure people have the options they need.

There are three key focus areas that will play a part in helping TfWM this Big Move:

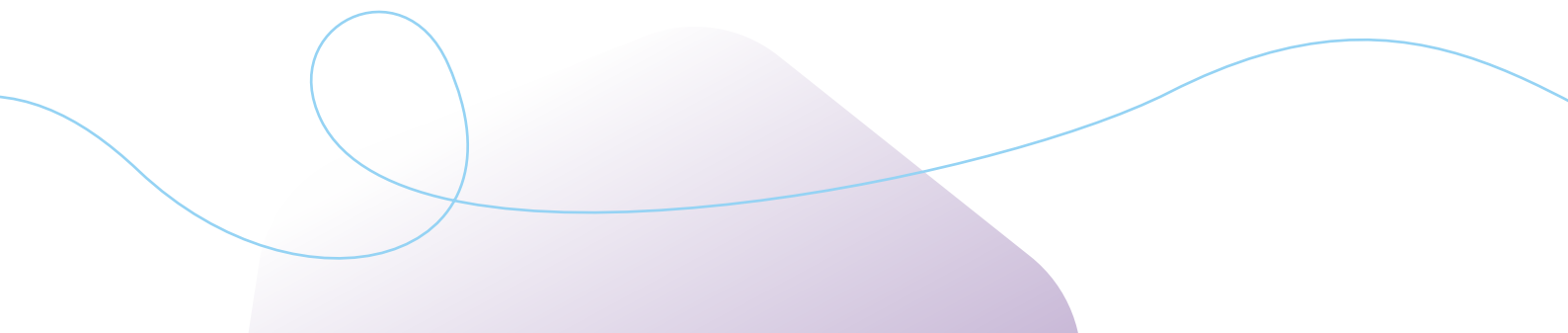
- **A fully integrated public and shared transport system** which provides excellent international, national, regional and local connectivity.
- **Accessible and safe passenger facilities** which deliver a seamless and high quality customer experience.
- **Integrated fares, ticketing and information** which make public and shared transport easy and attractive to use.

This Big Move is all about:

- How we will plan for and create a **truly integrated transport system**, not just between different public transport modes but also across all methods of travel. This is about providing real choice to people as to how they can make any journey.
- Models of **shared ownership or shared access** to vehicles have a strong role to play to reducing traffic (by enabling people to live in our region without feeling that they must own a car) and reducing the impacts of parking, releasing our streets back to people not vehicles.
- How, as part of the integrated system, we will plan for and deliver well designed **interchanges** which provide connections between services and are gateways to/from places.
- How we will **manage the overall system** and make it as simple and easy as possible to use. This includes common branding, ticketing, information and promotion, with accessible design deployed throughout all elements of the system.

Where we are now:

For many people and businesses, there isn't a reliable public transport network that gets them where they need to go, when they need to go. The lack of integration between different services and operators makes the system difficult and expensive to use. For some there is a lack of understanding of how to get the best out of the transport system.





Where we would like to be if our Big Move is successful:

The West Midlands has a public transport system that fulfils our goal of being a 45-minute region of connected 15-minute neighbourhoods. All residents can live good lives without needing to own a car.

The series of networks, integrated as one overall system will be easy to understand, reliable, ticketing is easy and the services are efficient, accessible and comfortable.

Shared services (such as car clubs, rideshares etc) are incorporated into the overall system so are seen as complementary to public transport. This enables a 'go anywhere' integrated system to function as one entity for users.

3. Walk, wheel, cycle and scoot

This Big Move is needed to support people to walk, wheel, cycle or scoot when and where they want, safely and conveniently. We believe strongly that everyone in the West Midlands should be able to safely access a range of local destinations on foot, in a wheelchair or on a bike or scooter; with the aim of at least half of all trips in our area to be made by active modes by 2030.

TfWM and the local authorities need to understand and address the barriers to achieving this.

The two focus areas include:

- **Walking and Wheeling** – travelling on foot or in a wheelchair are everyone’s fundamental modes of travel; every journey at least starts and ends by walking or wheeling. In our vision, they underpin local connected communities as these modes are essential for navigating all places such as residential estates, town centres, retail parks or villages, and for citizens to access local amenities and services.
- **Cycling and Scooting** – bikes and scooters are light personal vehicles, powered or unpowered, that help people access what they need without needing a car and without being constrained by the timetables, fares/ticketing and coverage of public transport modes. They can help people navigate local places quicker than walking and wheeling or perhaps where distances to local services/amenities are beyond a comfortable walking or wheeling range, but also -depending on the individual and the reasons for travel – they can help people make longer journeys between neighbourhoods and centres.

This Big Move is all about:

- How important **leadership** will be in making bold decisions to create the best possible walk, wheel, cycle and scoot facilities for our residents and visitors.
- How we will plan and deliver **infrastructure and networks** which are compliant with the government’s highest design standards (LTN1/20).
- How we can support more people to get **access to vehicles** (e.g. powered scooters/ hire bikes etc) to give them real choice for their journeys and how we can integrate these with the wider public transport network.
- How we can raise the **awareness, skills and knowledge** of the options and opportunities available to people to help them travel confidently and safely.

Where we are now:

Many of our existing streets have been designed around motor vehicles; creating environments that are not welcoming for people to spend time in and do not support more sustainable travel modes. In many parts of the region, people don't feel safe walking, wheeling, cycling or scooting which acts as a barrier to being more active and travelling by these modes. Cycling and scooting is particularly poorly catered for.

Where we would like to be if our Big Move is successful:

People of all ages and from all walks of life can walk, wheel, cycle and scoot easily and safely around our neighbourhoods and local centres.

Through the creation of local connected communities, people have better access to the day-to-day services and opportunities which enable them to lead a good life without needing to own a car.

As a result, these places are less polluted, more pleasant to spend time in and people are healthier because they are more physically active in their everyday lives.



4. Safe, efficient and reliable network

This Big Move sets out the need to develop and manage the West Midlands highway network in a way that improves its reliability and resilience and better supports travel by more sustainable modes of transport.

We need a network that adopts a shared approach to safer streets, one that responds to the needs and wants of existing and new users and provides short- and long-term benefits to the users.

We want to use our road network to:

- Encourage travel behaviour change and the use of more sustainable modes of transport.
- Reduce collisions and promote public safety.
- Deliver improved access to employment, leisure and educational facilities in line with the region's vision for travel.
- Promote economic activity in and through the region, facilitating efficient freight & logistics operations.
- Create a more reliable network, reduce air and noise pollution and carbon emissions.
- Ensure highway structures and road surfaces are designed and maintained with in-built resilience.

This Big Move is all about:

- How we will effectively manage the performance of the highway network to make sure it is reliable and safe and provides good access to opportunities for all road users.
- How we will maintain the existing highway network to a high standard for everyone who uses it.
- How we will make investment decisions to improve the network for current and future generations.

Where we are now:

Our road networks are often congested and poorly maintained with high levels of air and noise pollution. Journeys by car, bus and goods vehicle are often unpredictable, and walking, wheeling and cycling feel unsafe due to heavy and fast-moving traffic.

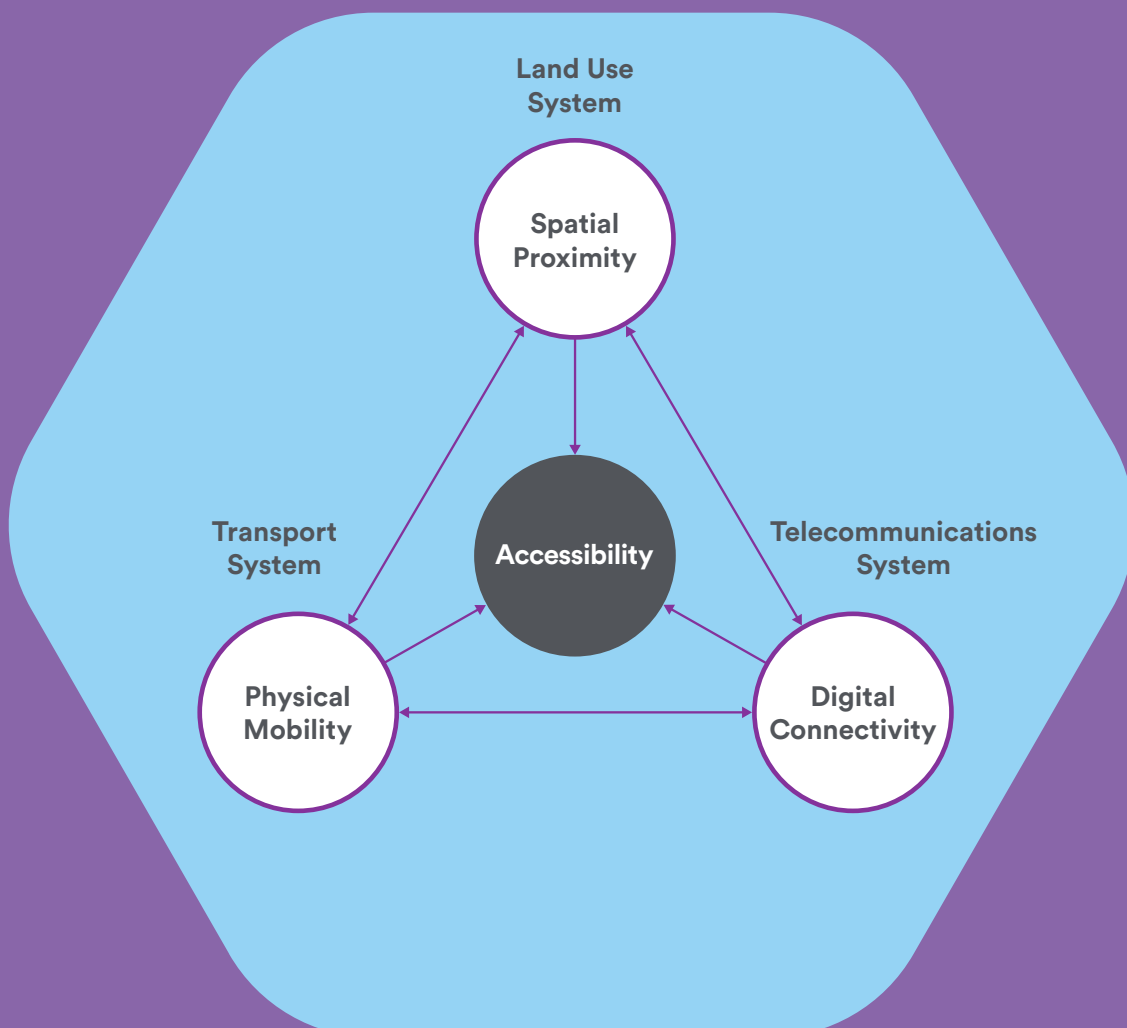
Managing and maintaining the network to ensure it adapts to climate change and changing travel habits is an ongoing challenge.

Where we would like to be if our Big Move is successful:

Through better use of technology, partnership working and reallocation of space, our road network is reliable, safe and efficient for all users. It is well maintained and more resilient to extreme weather events, and road deaths are a thing of the past.

We make better use of our existing infrastructure by giving more space to modes which move people and goods most efficiently rather than trying to accommodate more cars, vans and lorries.

The road network supports our region's businesses to grow and thrive but balances this with creating safe and comfortable spaces on streets where people live or spend time.



5. Accessible and inclusive places

This Big Move is all about creating more accessible places where people don't require a car to live good lives. This entails more careful planning of places with accessibility in mind, as well as improving sustainable transport and digital connectivity to allow people to access opportunities without needing a car.

In the past, too many communities were designed solely around the needs of cars with little consideration given to how people will access jobs, schools, shops and essential local services without a car.

The "Triple Access System" shows how the accessibility of places is determined not only by its transport infrastructure and services, but also its physical proximity and digital access to every day services and opportunities. It's therefore crucial that we plan transport, land use and digital connectivity in a co-ordinated way.

In this Core Strategy we emphasise the importance of planning transport and new developments in an integrated way, starting with the integration of spatial plans with local transport plan objectives and policies. We know that x number of new homes and x no. of new jobs are needed in the region to support the forecasted population growth. We need to ensure that all new housing and employment is located and designed to be as accessible as possible so that everyone benefits, regardless of whether they have access to a car, and to ensure that environmental and traffic impacts are minimised.

Similarly, we need to identify opportunities to improve accessibility in existing places e.g. by creating 15-minute neighbourhoods through the relocation of essential services to local areas; better walking, cycling and local public transport links; and through improved digital connectivity and online provision of services/remote working.

This Big Move is all about:

- How we will define and measure accessibility for future decision making. We need to move away from previous definitions which simply looked at journey times to access jobs and services and instead recognise that people's accessibility is more complex than that. We need a more evolved approach that better accounts for the quantity, diversity and quality of options available, who they're available for, what they need, and how the options change over time. This new way of thinking about accessibility for our residents and businesses will be crucial to our future decision making.
- How we need to think differently about our plans for changes in land use across the region, for both new developments and how our urban and rural areas evolve over time.
- How we need to incorporate digital connectivity into all of our thinking. As technology evolves it has a greater and greater potential to reduce our need to travel and is a vital tool to help us meet traffic reduction targets.

Where we are now:

Most existing communities and new developments are planned around the needs of the private vehicles, with sustainable transport modes an afterthought.

Where we would like to be if our Big Move is successful:

People living or working in places which do not need a car to access them. Those who need a car, can access a car club vehicle and have convenient access to electric vehicle charging infrastructure.

All communities have excellent walking, cycling and public transport access to local schools, shops, healthcare and leisure activities so that most local trips are made by sustainable modes of transport. As a result neighbourhoods have less traffic, better air quality and people are more physically active because they can safely and easily walk, wheel, cycle and scoot for everyday journeys.

Careful consideration is given to servicing and deliveries to minimize the impact of goods vehicles on local roads.



6. Green transport revolution

Improving how we travel is not enough to respond to the climate emergency that the region face today; we need to make sure that the whole transport system (including its physical infrastructure) has a significantly reduced impact on the environment. The land, water and air that we depend on is being damaged at a rate that is unsustainable. We need to reduce our impacts by pursuing the appropriate policies in an appropriate way to help us minimise and where possible turn back damage to our environment.

Delivering a green revolution through our LTP means partnership working between the public and private sector to rapidly decarbonise the transport system and to enhance our built and natural environment.

This Big Move requires TfWM to respond to the following key issues:

- Electric Vehicle Charging Infrastructure is inadequate in quality and coverage to support a rapid and just transition to Zero-Emission Vehicles (ZEVs).
- A poor urban environment and high transport emissions undermines people's quality life and wellbeing.
- Limited integration of regional land use, transport, energy and infrastructure plans to deliver better environmental outcomes.
- Limited funding to address environmental challenges and to support climate change adaptation.
- Transport and business models without the right frameworks and policies could have potentially disruptive impacts on people and places.

This Big Move is all about:

- Supporting the transition to a zero emission vehicle fleet in the West Midlands to radically reduce transport emissions. This requires the right **recharging and refuelling network** to support an accelerated shift away from internal combustion engines; and requires investment to support rapid transition of the public transport and shared transport fleet to zero emission vehicles.
- How we will ensure that all decisions we make will consider the impacts on and seek to improve the quality of **built and natural environments**.
- How we will embed **innovation** into our way of working through partnerships, both within the public sector and with the private sector. We are seeking to maximise the opportunities of the assets we hold, the expertise in our teams and the data we collect.



Where we are now:

The pace and rollout of electric vehicle charging infrastructure is too slow and a known barrier to more people making the switch.

Innovation in the transport field often happens in silos which is holding back further opportunities and benefits.

Where we would like to be if our Big Move is successful:

We are exploiting our strengths in products such as public transport, connected and autonomous vehicles, 5G, Mobility as a Service and modern infrastructure construction techniques as well as battery technology to provide world-class transport services for residents and businesses.

Our proposals for a regulatory sandbox focused on the region enable us to test and trial innovative new ways of developing, managing and maintaining the transport network.

The extensive network of recharging and refueling hubs available supports a rapid transition to low-emission vehicles (car/van, lorries and public transport), creating cleaner air and meeting our net zero commitments.



Sustainability throughout the LTP and beyond

Implementing the LTP will require a balance between maintenance and operation of the existing transport network alongside construction or enhancement of infrastructure. These developments have the potential to impact the environment and local communities and visitors to the affected area. We will ensure that throughout our design and implementation process we understand and take account of the potential impacts and, wherever possible, specify designs to avoid or mitigate them, or enhance them where appropriate.

Where intervention takes place, measures will be subject to the appropriate level of assessment by the relevant authority, adhere to the relevant legal framework and be reflective of the scale and nature of the project. This will ensure that we understand potential impacts and how these can be best avoided or mitigated, or enhanced where beneficial. Dependent on the scheme, assessment will include Health Impact Assessment, Equalities Impact Assessment, Habitats Regulation Assessment and Environmental Impact Assessment. Where these statutory assessments are undertaken they will be guided by HM Treasury's Green Book and DfT Transport Appraisal Guidance.

We will work closely with partner organisations, including the local authorities to ensure that consideration of sustainability, including health and equality, is made at the earliest possible planning stage for schemes. We will identify the types of assessment that are appropriate for the scale and nature of the scheme at each stage of development and which organisation has responsibility for the assessment process. This will allow for full consideration of requirements in Local Plans and required statutory processes as necessary.

In developing this LTP, we will have a presumption in favour of working with partners to make net improvements to the local environment wherever possible and, as a minimum, will always follow the policies set out in this LTP to take every opportunity to protect and enhance the environment. These principles have been integrated within our Big Moves. For any measures that could potentially affect sites that are designated for nature conservation or for other reasons, such as geodiversity, we will appropriately assess any potential direct or indirect impact that may arise over the life span of LTP. We will mitigate and / or compensate for any impacts, in line with existing best practice and relevant legislation. This will include undertaking a Habitats Regulation Assessment (or equivalent) when necessary. Environmental Management Plans (EMPs) will be prepared and implemented for all construction, refurbishment and maintenance contracts and will include the findings and suggested mitigation from any assessment made. The EMPs will consider material resource use, energy use, and other environmental issues relevant to the scheme, and will explain how risks and impacts will be mitigated, managed and addressed.

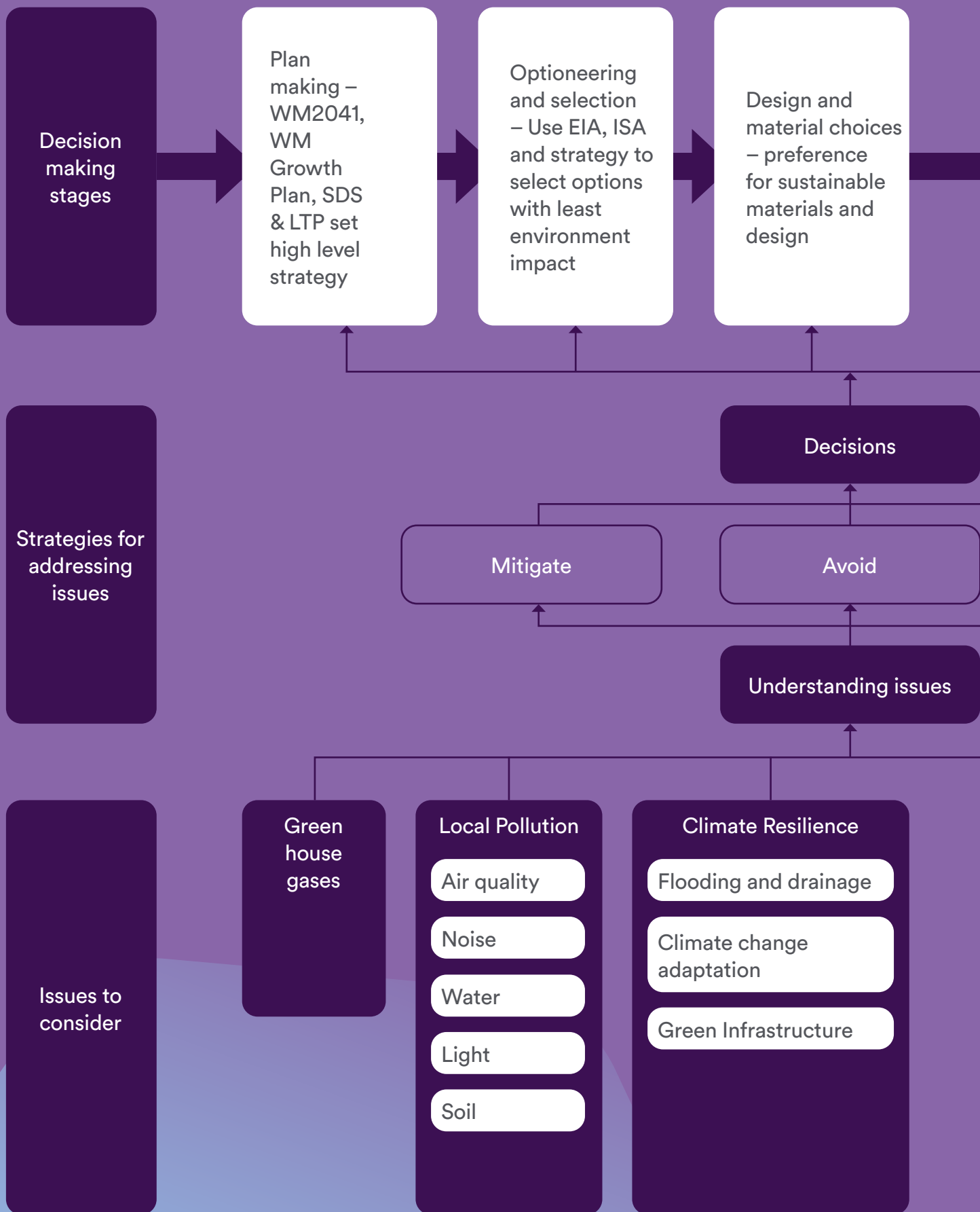
Policy – Approach – Sustainable planning and delivery

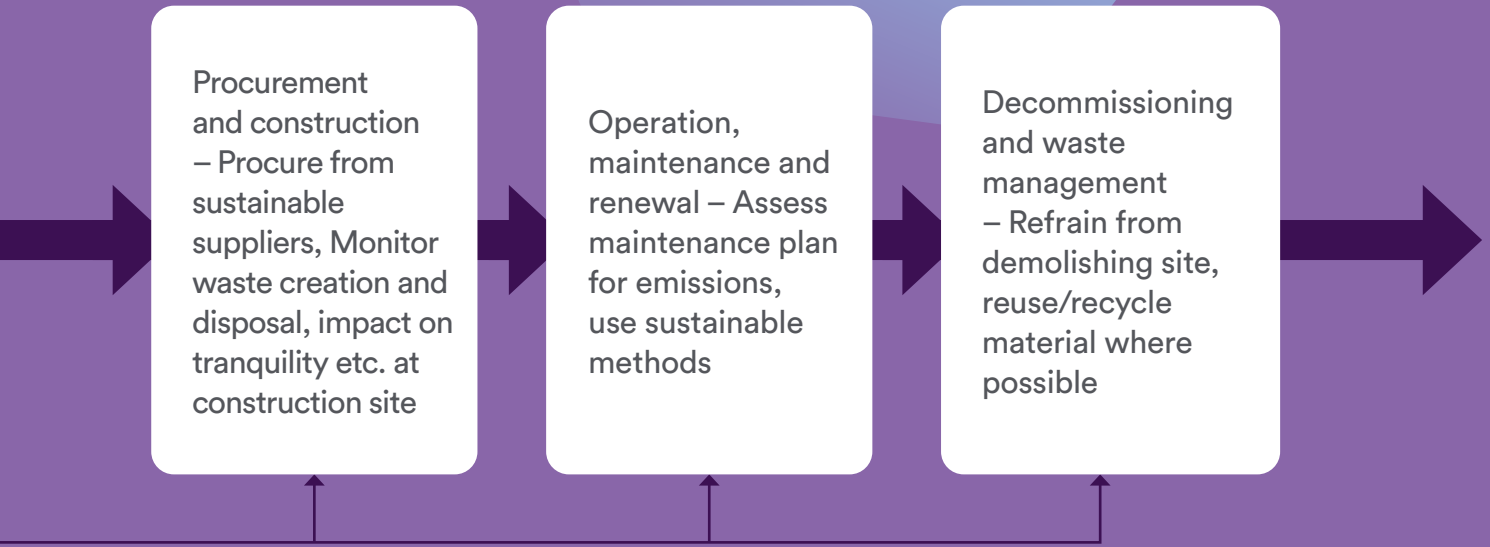
We will work closely with statutory and wider stakeholders to understand issues relating to key assets for sustainability and develop strategies to enhance and protect these through options to be considered and decisions to be made at all stages of LTP development and implementation (including scheme development and asset operation).

Delivering a green revolution through our LTP means partnership working between the public and private sector to rapidly decarbonise the transport system and to enhance our built and natural environment



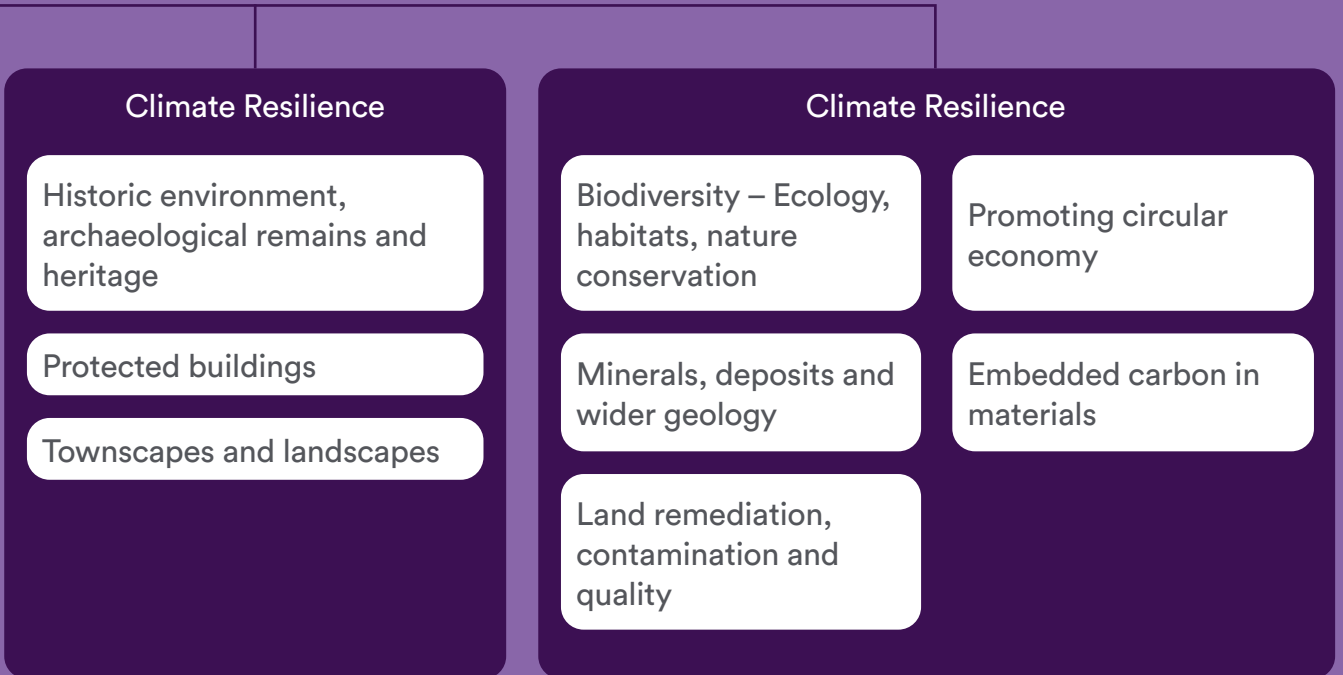
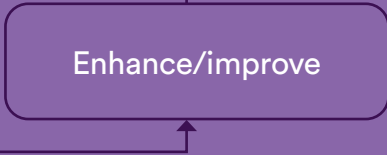
Figure 4 – Sustainability as part of WMLTP development and delivery





Embedding sustainability in decisions at all stages

Decisions throughout the development and operation of our transport system affect environmental, social and economic assets that must be protected and improved. This includes any “embedded” impacts such as carbon emissions associated with materials used for construction.





Working together to implement the LTP

Whilst WMCA does have statutory responsibility to set the LTP for the area, it does not have direct responsibility for managing and operating most aspects of the transport system. Meeting our aims through delivering action will involve many partners.

WMCA, TfWM and the seven metropolitan borough authorities will continue to work together with local partners such as transport operators, with our neighbouring local authority partners, with our regional partners such as West Midlands Rail Executive and Midlands Connect, and with national partners such as Government and the national agencies responsible for transport functions to develop and deliver the LTP.

Ensuring that our transport system can support the wider objectives for growth, sustainability and quality of life in the region will mean working closely with those with responsibility for wider public outcomes, locally and beyond.

The successful delivery of the LTP will require other partners to deliver the policies and implementation proposals within it, reflecting them in their own plans.

There are a number of delivery partners who are critical for delivering this LTP:

- The seven metropolitan borough authorities as highway, traffic and planning authorities.
- Local public transport operators who are responsible for running the buses, trams and trains our citizens use every day as well as emerging operators of shared mobility services (e.g. car clubs, and bike and e-scooter hire).
- National Highways, Network Rail and HS2 who are responsible for managing and developing the strategic road network and railways in the West Midlands.

Devolution and reform of responsibilities will enhance our voluntary partnerships, helping us to make best use of partners resources and ensuring we have the powers we need locally to achieve the best possible outcomes for the public.



Key partners and policies

Local Partner Policies

- Mayoral manifesto
- Local authority corporate plans and strategies
- Local Industrial Strategy, and Plan for Growth
- Local Plans and Infrastructure Delivery Plans
- Local Authority transport strategies
- Local cycling and walking infrastructure plans
- Network Management Duty Plans
- Transport Asset management Plans
- Rights of Way Improvement Plans
- HS2 Growth Strategy
- Regional Road Safety Strategy & Action Plan
- Birmingham Airport Surface Access Strategy
- West Midlands Policing & Crime Plan
- West Midlands Growth Plan
- WMCA three year strategy
- Spatial Development Strategy
- WMCA Major Investment Prospectus
- WMCA Net Zero Five Year Plan
- West Midlands Safer Travel Partnership Strategy
- Place Portfolios TBC
- WM Air Quality Strategy and Action Plan

Local Partners

- Mayor of the West Midlands
- Metropolitan Borough/ District Authorities
- Energy Capital
- WM5G
- Emergency Services and Safer Travel Partnership
- WM Bus Alliance and Transport Operators
- Utilities Operators
- Birmingham Airport

Regional Partners

- Midlands Connect
- WMCA Non-Constituent Authorities
- Wider (non-metropolitan) local authorities across the West Midlands region
- West Midlands Rail Executive

Regional Partner Policies

- West Midlands Growth Plan
- WMCA three year strategy
- Spatial Development Strategy
- WMCA Major Investment Prospectus
- WMCA Net Zero Five Year Plan
- West Midlands Safer Travel Partnership Strategy
- Place Portfolios TBC
- WM Air Quality Strategy and Action Plan

National Partners

- Government (particularly DfT)
- National Highways and Network Rail
- Active Travel England
- Industry Regulators and Commissioners
- Urban Transport Group
- Core Cities
- Local Government Association
- Wider statutory consultees
- Great British Railways
- National Infrastructure and Service Transformation Authority

National Partner Policies

- National Infrastructure Assessment
- National Infrastructure Strategy
- Net Zero Strategy and Transport Decarbonisation Plan
- Future of Transport Strategy
- Future of Freight Strategy
- Aviation Strategy
- Road Investment Strategy(s)
- Integrated Rail Plan
- National Planning Policy Framework
- Local Transport Plan Guidance
- Rail Network Investment Pipeline
- UK Infrastructure: A 10 Year Strategy
- Cycling and Walking Investment Strategy (CWIS3)

wmca.org.uk

**Mayor of the
West Midlands**



**West Midlands
Combined Authority**



**Transport for
West Midlands**