

3rd March, 2022

West Midlands Local Transport Plan Core Strategy Engagement

Ward(s): ALL

Portfolios:

1. Aim

- 1.1 Under the Transport Act 2000, Local Transport Authorities (LTAs) have a statutory duty to produce and review a Local Transport Plan (LTP). As a consequence of the Local Transport Act 2008 and the West Midlands Combined Authority Order 2016, WMCA is the LTA for the seven constituent metropolitan districts/boroughs.
- 1.2 The LTP must set out policies for the promotion and encouragement of safe, integrated, efficient and economic transport to, from and within the LTA area as well as proposals for the implementation of those policies. WMCA and the seven-metropolitan district/borough councils of the West Midlands must carry out their functions so as to implement these policies.
- 1.3 The LTP carries statutory weight in a range of decisions made by many public authorities as they execute their functions under their relevant statutory provisions. It is a critical document for ensuring the West Midlands public's interests with regards to transport and its impacts are considered in such decisions. The LTP must be developed collaboratively between the WMCA as LTA and the 7 local authorities and implemented in partnership with other agencies and organisations such as National Highways, Network Rail and public transport operators.
- 1.4 Transport for West Midlands is now undertaking a period of engagement on a draft Core Strategy for a new, fifth West Midlands LTP, which will cover the period up to 2021.

2. Recommendations

Members are requested to:

1. Note the proposed approach and progress on development of the West Midlands Local Transport Plan (LTP) and the publication of the West Midlands Transport LTP Core Strategy for consultation.
2. Provide comments and views on proposed vision and approach for the new West Midlands Local Transport Plan and what it means for Walsall.
3. Note the approach for developing the LTP Big Moves and Area Strategies through to Summer 2022.
4. Advise how TfWM and Walsall officers can support and work with elected members in communicating and building awareness of the issues the LTP seeks to tackle and developing improved engagement with communities on how we can start to change travel behaviours.

3. Report Detail

Background

- 3.1 Since Movement for Growth (the fourth West Midlands LTP) was published there have been significant changes to the policy context including changes to the political, social and economic landscapes which have implications for transport policy and plans. Most significant of these are the impact of the Covid-19 pandemic and the challenge of climate change, with the WMCA declaring a climate emergency in 2019 and committing to ambitious plans of becoming a net zero region by 2041.
- 3.2 The first [WM2041 five year carbon plan](#) was approved and adopted by the WMCA Board in March 2021. This set out a priority for WMCA to support changes in travel behaviours through reduction in car usage and a much higher modal share of public transport and cycling. A key deliverable for WMCA was producing a new LTP aligned to WM2041. In July 2021, Transport for West Midlands published the 'Reimagining Transport in the West Midlands' Green Paper. The purpose of the Green Paper was to start a conversation with politicians, public and stakeholders on how transport policy and strategy in the West Midlands could change. The focus was to engage on how the region could better respond to the big challenges it faces, including responding to the economic downturn and the climate emergency, as described in the Green Paper through five 'Motives for Change'.

Green Paper Engagement, Summer 2021

- 3.3 The [Green Paper](#) engagement over the summer of 2021 saw over 600 full responses (and around 700 partial responses) to the public survey and around 20 detailed responses from a range of stakeholders including local businesses. In addition, a series of deliberative engagement and citizens panel sessions also took place with around 60 stakeholders and a group of around 70 individuals through the Transport for West Midlands online community. This group was demographically representative of people from across the region. A summary of the results of the engagement is appended at **Appendix 1**, but the key messages include:
- The issues raised in the motives for change resonated with respondents who felt that these were important. Climate change and addressing inequality were the areas of most concern.
 - There was a clear sense from responses that the current approach to transport was not delivering sufficient improvements, or that things were getting worse. 92% of respondents were fairly concerned or very concerned by climate change and 83% agreed that a key policy aim should be to tackle inequalities in transport access.
 - There was a view that the West Midlands could not build its way out of the problems and should adopt an approach which places greater emphasis on using existing transport infrastructure better.
 - Two thirds of respondents felt that levels of traffic on local roads were now a problem.
 - The majority of people acknowledged that increasing levels of active travel were important, but that a lack of safe infrastructure and busy roads were a barrier to more people choosing to walk and cycle.

- The shift to electric vehicles was supported, but there was concern that the challenges of congestion would not be resolved.
- Whilst the car is still going to be important for many people's travel choices, a majority of people agreed that car use needed to be reduced. Many were open to new ways of accessing cars instead of private car ownership.
- When subsequently polled, 68% of a sample of respondents to the original consultation strongly agreed or agreed with the need for the use of 'sticks' to achieve significant change in travel behaviour. However, less people believed that either national or local government would use them within the next 5 years.

National Policy

- 3.4 The last 18 months have also seen a number of policy statements from Government which have placed an emphasis on transport's role in responding to the need to rapidly decarbonise; delivering HMG's levelling up agenda; and supporting the post pandemic recovery of the UK. This has included an ambition to see half of all journeys in cities and towns walked or cycled by 2030. The Government has made it clear that local authorities will be expected to take the lead on bold decisions to influence how people travel; and to take local action to make the best use of space. These changes are in order to enable active travel and transform local public transport, including though considering appropriate parking or congestion management policies to promote and support the desired behaviour change.
- 3.5 Government has said it will drive decarbonisation and transport improvements at a local level by making quantifiable carbon reductions a fundamental part of local transport planning and funding. This has influenced the approach to the City Regional Sustainable Transport Settlement programme. Further LTP guidance is expected to be published by Department for Transport in early 2022; and future funding decisions are likely to be directly informed by the level of reductions which are evidenced.

Developing the new West Midlands Local Transport Plan

- 3.6 Following engagement on the Green Paper, a discussion with local authority Leaders took place on how the West Midlands should develop its new LTP. There was consensus that investment in transport remains critical to support the region's growth outcomes, enable modal shift, and improve accessibility – especially in traditionally under-served and deprived areas of the region. The pandemic has exacerbated some of our longstanding economic challenges around inequality, poverty, and poor health. The new LTP will help continue to make a strong case for transport investment, such as the City Regional Sustainable Transport Settlement, that will play a critical role in opening-up opportunities for communities across the region. There will be a focus on allowing the region to quickly regain growth momentum and avoid long-term post-pandemic economic scarring, whilst helping us to make good progress towards developing a carbon neutral transport system.
- 3.7 However, despite the positive progress being made, the need for more fundamental change was acknowledged and accepted. Our current approach is largely focussed on improving alternatives and informing travellers so they understand the benefits of using those alternatives. Whilst continuing to invest in the alternatives to the car

is going to continue to be important, this alone won't be sufficient to generate the kinds of behaviour change needed to meet our aims.

- 3.8 We know from reviewing the impact of the current approach and modelling different scenarios that with the policies and programmes we have in place now we won't deliver the scale and pace of change that we need – even if we had significantly higher levels of funding to improve the public transport network or build more cycle infrastructure. Based on current actions we would not meet our WM2041 target for carbon reduction (or even the UK 2050 climate change emissions targets), and we would continue to make marginal progress against the other issues raised in our Motives for Change. Ultimately, without a change in direction, transport risks becoming a handbrake on the greener, fairer inclusive growth the region wants to deliver.
- 3.9 In discussion Leaders identified that being risk averse (carrying on with the same policy approach) would in itself be a risky strategy that fails to deliver the kind of transport system needed to meet the aims the region has agreed to try and achieve. The importance of demand management to achieving behaviour change was understood and it was acknowledged that Government policy is channelling local government towards such measures.
- 3.10 However, across the public and stakeholders there remains a significant lack of consensus around the best way to engender the behaviour change required. There are also significant concerns about the impacts of change at such an unprecedented scale and pace. To further complicate the matter, as a result of COVID-19 impacts, there has also never been so much uncertainty about how travel behaviours will change further into the medium to long term.
- 3.11 A challenge for the new LTP will be honesty about the need to manage demand to help deliver the scale of behaviour change required and about the consequences of not taking appropriate action. The plan is being developed to account for this challenging position. It is being honest about the need for a demand management approach to help the transport system deliver against the region's wider objectives and vision. However, it is positioning the choice to manage demand as something that needs to be worked through with local people, communities and stakeholders with an understanding of the issues that will need to be managed if we carry-on as is. Engagement with the public and stakeholders will need to be on-going and more extensive than ever before. It will be important for the LTP to be understandable and relatable for the public and using TfWM's traveller segmentation tools we have started to articulate the vision through images of the places people experience and how transport underpins their day-to-day activities.
- 3.12 This approach will also enable the West Midlands to be realistic and clear over what is and is not within the gift of local leadership – understanding that appropriate local action on local streets can help give us a quieter and healthier urban environment, but that more transformational behaviour change (for example to significantly reduced carbon emissions) requires broader consensus across the country and national leadership (and sharing of the burden). Ultimately one regional area will struggle to be radically transformational without risking unintended and disadvantageous consequences for its economy. Conversely, change adopted at a similar pace and more uniformly across the country means concerns over economic displacement effects can be managed and companies operating across these geographies can plan and deliver national operating protocols with more

confidence. This latter point is particularly relevant to the freight, logistics and automotive industries which the West Midlands is a national leader in.

3.13 Given the above context the approach to developing and implementing change will need to be different. To respond to this, the new LTP will have a dynamic and flexible approach to transport policy and delivery. A dynamic plan, which is regularly reviewed, will enable an on-going discussion with members and the public on how and where progress can be made on more or less difficult pathways. The draft Core Strategy sets out a policy tool kit framed within 6 Big Moves, from which WMCA, TfWM and local authorities will need to develop their delivery plans.

3.14 The Big Moves are all intended to improve the transport system to encourage a change in travel behaviours and deliver against our motives for change. The need to consider accessibility more holistically, i.e. not just through mobility but also through better spatial planning and digital connectivity ('the triple access system') is also reflected. This is illustrated in the figure below showing connection from the 'big moves' the motives for change.

Through Action against the 6 big moves...	...changes citizens' experience of transport options...	...which changes their behaviour...	...which divorces accessibility from the impacts of transport...	... and delivers our motives for change
<ul style="list-style-type: none"> • Behaviour change for the better • Growth that helps everyone • Safer streets to be more active • Public transport that connects people and places • A resilient and safe transport network • Delivering a green revolution 	<ul style="list-style-type: none"> • Reliable • Efficient • Flexible and convenient • Personalised • Well-connected • Comfortable • Accessible and easy to use • Affordable • Safe and secure • Cleaner and greener • Healthy • Modern 	<p>Avoid</p> <ul style="list-style-type: none"> • Reduce travel <p>Shift</p> <ul style="list-style-type: none"> • Change destination or route • Change mode <p>Improve</p> <ul style="list-style-type: none"> • Choice to drive more efficiently • Choice to use more energy efficient vehicles 	<ul style="list-style-type: none"> • Traffic reduction • Electrified transport • Improved accessibility 	<ul style="list-style-type: none"> • Sustaining economic success • Creating a fairer society • Supporting local communities and places • Becoming more active • Tackling the climate emergency

3.15 The big moves policies will be detailed further in a series of additional LTP documents to be developed and consulted on during 2022. In addition TfWM is working with local authorities to develop a suite of Area Strategies within the framework of LTP policies. These will sit beneath the Core Strategy and alongside the Big Moves and will translate the policy tool kit into local areas. They will help us develop plans to solve the challenges of different kinds of places, covering neighbourhoods, corridors and centres but which are tailored to diverse places within areas/districts.

3.16 Following WMCA Board approval in January, engagement on the draft Core Strategy has now started and will run through to 4th April 2022. The engagement will use a range of channels to maximise awareness and engagement across stakeholders and the general public. The Local Transport Plan details can be viewed [here](#). Subject to

feedback and updates to the LTP it is intended that a final Core Strategy and draft Area and Themes strategies will be presented to WMCA Board in summer 2022. A copy of the draft Core Strategy (**Appendix 2**) and summary document (**Appendix 3**) are attached.

4. *Financial information*

- 4.1 There are no direct financial implications as a result of this report. Any costs associated with Walsall Council officer time to support TfWM in the preparation of the strategy will be met from existing revenue budgets. WMCA Board has recently approved the £1.3bn City Regional Sustainable Transport Settlement (CRSTS) programme which includes a number of schemes in Walsall. The CRSTS programme will form a large element of the first five-year delivery programme for the new Local Transport Plan. It includes funding to help local authorities further develop and deliver schemes and initiatives and improve existing infrastructure conditions.

5. *Reducing Inequalities*

- 5.1 Covid-19 has exacerbated many already underlying inequalities – be it socioeconomic or health. As more evidence comes to light, it demonstrates how vulnerable groups are suffering more – the impacts of which are then further exacerbated as we move into recovery and as we then seek to tackle climate change. This will present a significant challenge for delivering Inclusive Growth.
- 5.2 The draft Core Strategy presents Creating a Fairer Society as one of the five motives for change and describes the need to address inequity of access and of transport impacts. The draft LTP has been developed to take account of the principles of WMCA's inclusive growth framework and these will need to be considered through the ongoing development and delivery of the new LTP, to ensure all WMCA activity drives more inclusive and sustainable growth.
- 5.3 Transport is an essential part of our lives and plays a critical role in creating a fairer society. The aims of the LTP motives for change have been informed by the needs of people in the West Midlands and the role of the transport system in helping to meet those needs. An Equality Impact Assessment (EqIA), as required by section 149 of the Equality Act 2010 as amended, has been undertaken as part of the Integrated Sustainability Assessment which has been undertaken to challenge and support the development of the LTP.
- 5.4 The new LTP will be developed in line with the 'Marmot Objectives'. These are: -
- Giving every child the best start in life – programmes include measures to support travel to school by sustainable modes, which is part of a rolling programme across the Borough;
 - Enabling all children, young people and adults to maximize their capabilities and have control over their lives – measures to promote sustainable transport modes help promote healthy and independent travel choices;
 - Creating fair employment and good work for all – improved transport networks help people access employment and training opportunities;
 - Ensuring a healthy standard of living for all – access to paid employment is facilitated by improved transport networks;

- Creating and developing sustainable places and communities – programmes include active travel, public transport and road safety measures, which all support sustainable places and communities;
- Strengthening the role and impact of ill-health prevention – healthy travel choices, such as walking or cycling, can help prevent ill health.

6. Decide

6.1 The development and implementation of the LTP will continue to be an iterative process. As noted Leaders acknowledged the need for change but noted that change would only be possible if the case for change was made and supported. The draft Core Strategy provides a framework for the measures that could be introduced to drive behaviour change. The next stage of LTP development will see a set of Area Strategies produced (for the Black Country together with Birmingham, Solihull and Coventry) where the principles and tool kit in the Core Strategy will be translated into local areas. This will help to build a picture of what sort of measures can best deliver encourage behaviour change for different people in different places. It is hoped that the Area Strategies will help identify where additional work is needed working with communities to discuss and develop the choices for future travel options.

7. Respond

7.1 In terms of views and feedback, officers are keen to continue to engage with the committee and Walsall members as the development of the new LTP progresses.

8. Review

8.1 As noted the development of the LTP will continue to seek Elected Member input as it progress with further stages of engagement planned later in the year including on the Black Country Area Strategy. The new LTP will include a set of targets against which progress and success can be measured and will be linked to the delivery of the West Midlands City Region Sustainable Transport Settlement programme as well as wider national policy agendas including decarbonisation and levelling up.

Background papers

‘A Transport System Fit to Tackle Climate Change? - Reviewing the West Midlands Local Transport Plan to support a Greener, Fairer, Healthier Recovery’, WMCA Board Report, 24th July, 2020.

<https://governance.wmca.org.uk/documents/s4451/WMLTP%20Review.pdf>

‘Reimagining Transport in the West Midlands – A Conversation About Change’, Local Transport Plan Green Paper, July 2021

<https://www.tfwm.org.uk/who-we-are/our-strategy/green-paper-2021/>

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