Catenary-free tram in Victoria Square, Birmingham
Artist’s impression
ACHIEVEMENTS

AWARD-WINNING SUPPORT SCHEME ONLINE

Jobseekers in the West Midlands can now access award-winning support anytime, anywhere with WorkWise Online - the first scheme of its kind in the country.

The ground-breaking programme, which offers free public transport tickets and expert journey planning advice, is run by the sustainable travel team at Transport for West Midlands (TfWM) and is available at the Network West Midlands website.

WorkWise was introduced in 2013 with the aim of removing travel barriers for people trying to get back into work, linking up with Jobcentre Plus (JCP). It proved extremely popular and gained nationwide recognition as a best practice way to deliver travel support for unemployed people, capitalising on a particularly effective working partnership with JCP.

To date, the WorkWise free travel offer has helped more than 27,000 people in the West Midlands find and stay in employment and over 12,000 people to attend job interviews.

SATISFACTION LEVELS SUSTAINED

An independent bus passenger satisfaction survey showed a sustained satisfaction level from travellers in the West Midlands. Around 9 in 10 bus passengers in the region reported that they remain happy with the service overall - and showed improved satisfaction with waiting times and a reduction in anti-social behaviour incidents.

The findings are the results of the survey carried out in spring, conducted by Transport Focus, on behalf of and jointly funded by TfWM and bus operator National Express West Midlands. TfWM joined forces with local authorities and bus operators in the region to form the Bus Alliance, designed to drive up standards and continue to develop the network through a joint investment of £150 million.

The Bus Passenger Survey is the nationally recognised measure of bus passenger satisfaction, used by operators, transport authorities, stakeholder groups and governments, for research and comparison studies.

RTI AVAILABLE ON GOOGLE MAPS

Up-to-the-minute bus and Midland Metro timetable information is now available via the maps service of internet giants Google. Users of the desktop and app service can now tap or click on the icon for a bus or Metro stop anywhere in the Midlands and it will reveal not just the timetable for the services using that stop but also how far away it is from arrival.

It has been developed by TfWM and Ito World of Ipswich. Users simply go into Google Maps, tap the bus/Metro stop icon then tap on the service number to bring up the information. The service is available on Android and IOS phone platforms.

STUDENT STARS SCOOP SUSTAINABLE TRAVEL AWARD

The Phoenix Collegiate in Tipton has earned a top government award for supporting students and staff in sustainable and active travel. The Modeshift STARS Award - Sustainable Travel Accreditation and Recognition for Schools - is a Department for Transport-sponsored scheme covering schools in England.

TfWM’s education team work with schools towards the award - helping them achieve excellence in commitment to support for cycling, walking and other forms of sustainable travel. Schools are encouraged to carry out various active travel incentives and log these on their Modeshift STARS travel plan.

The Phoenix Collegiate picked up a STARS bronze award after continuously promoting public transport to its staff and students by taking class groups out on the bus and informing young people about discounted travel tickets at induction events and parents’ evenings.

The school has worked with partners from Sandwell Council, the TfWM education team, West Midlands Police Safer Travel Team and cycling skills provider BikeRight, to educate students on travelling safely, easily and cheaply to and from school.
**AIR QUALITY AWARD FOR AMBITIOUS LOW EMISSION BUS PLAN**

TfWM won a top national award for a low emission bus scheme designed to improve the region’s air quality. The West Midlands Low Emission Bus Delivery Plan won first prize for ‘Passenger Transport Project of the Year’ award at the National Air Quality Awards.

Judges recognised the plan as being industry leading, with particular emphasis on TfWM’s partnership approach with bus operators and district authorities. They praised that multi-organisational buy-in as a real strength of the submission, commissioned by TfWM.

The Plan was developed by TfWM to set out ambitions for delivering low emission buses to help address the region’s significant air quality problems. It highlights areas where use of low emission buses should be prioritised – by identifying air quality hot-spots – and sets out a timeline for reducing emissions of nitrous oxides by over 90% by 2035.

It has already formed the basis of three successful funding bids and by demonstrating a commitment to improving air quality in the region, it will support many more bids and give bus operators confidence to invest.

Poor air quality is a major issue in the West Midlands, with much of the region designated an Air Quality Management Area and an estimated 1,500 premature deaths in the region each year due to road transport emissions. The West Midlands has 49 electric-diesel hybrids and three electric buses operating, supported by successive Government Green Bus funding.

**WEST MIDLANDS BUS ALLIANCE WIN**

The West Midlands Bus Alliance (WMBA) celebrated being crowned winner of the Local Authority Bus Project of the Year at the UK Bus Awards. A judging panel of industry experts praised the region-wide partnership and the collaborative working at the heart of bus services in the West Midlands. They said the partnership, made up of Transport for West Midlands (TfWM) with bus operators, highways authorities, Local Enterprise Partnerships (LEPs), the Safer Travel Partnership and other stakeholders, had impressed with a comprehensive and well-supported project incorporating integration at all levels.

The judges described the Bus Alliance as ‘a good model which could be reproduced elsewhere’ and said they were ‘delighted’ to see one single body acting in the interests of bus passengers.

They also felt that the involvement of the highways authorities was key, with council partners investing hundreds of thousands of pounds to deliver road improvements which meant buses on key routes could rival private cars for journey times.

The WMBA was established in November 2015 to further strengthen partnership working between stakeholders, boost patronage, increase passenger satisfaction and provide a bus network to support economic development in the region.

The West Midlands Safer Travel Partnership also came runner-up in the Putting Passengers First Award category. The judging panel described this initiative as being a very good example of partnership working with a number of agencies. The scheme has been very successful in reducing anti-social behaviour and making bus passengers feel safe using a combination of traditional methods and new technologies.

**INVESTMENT BOOST FOR SUTTON COLDFIELD STATIONS**

Passengers in the Sutton Coldfield area are set to benefit from more than half a million pounds of investment to improve their local stations.

Over the next few years Network Rail, London Midland and TfWM have plans in place to improve Butlers Lane, Four Oaks, Sutton Coldfield and Wylde Green stations – key transport hubs on the Cross City line.

London Midland introduced a new early Sunday morning service on the line to Birmingham from 11 December and will also be spending £14,000 at Butlers Lane, Four Oaks, Sutton Coldfield and Wylde Green stations. This is to upgrade help information points, as well install new signage to improve accessibility.

Meanwhile at Sutton Coldfield and Wylde Green stations, TfWM will be installing new LED lighting, and resurfacing the park and ride facilities. Collectively, this work will make these stations more welcoming for travelling passengers. The investment is part of the national Railway Upgrade Plan to provide a bigger, better railway across Britain.

**WHEELS IN VE-MOTION FOR SAFER TRAVEL IN THE WEST MIDLANDS**

As part of the Safer Travel Partnership with TfWM, National Express West Midlands (NXWM) has installed 4G Vemotion CCTV units to some of its vehicles, helping Safer Travel police officers to target anti-social behaviour on the bus network in real-time.

The easy-to-use nature of the technology allows the Safer Travel team to tap into live CCTV feeds and view anti-social behaviour on any vehicles housing the equipment. The real-time footage means officers can then stop the bus and quickly act upon any anti-social behaviour.

Working together in the Safer Travel Partnership, anti-social behaviour and crime captured on CCTV from NXWM buses has already resulted in a 75% success rate in identifying offenders.
Bus passengers can also use the Safer Travel Partnership’s See Something, Say Something service to report any anti-social behaviour on NXWM buses. The reports help to build intelligence data which assists Safer Travel officers with pinpointing any particular hotspots to target.

See Something Say Something provides the travelling public with a discreet way to report nuisance and anti-social behaviour on the bus network. Passengers can text ‘bus’ then details of the anti-social behaviour including time, date, location and route number to 83010. Alternatively passengers can download the free ‘See Something, Say Something’ phone app, or by report incidents via the website www.safertravel.info.

Crime on public transport in the West Midlands has fallen by 70% per cent in the last eight years. On the bus network the total number of recorded crimes from 1 April 2015 to 31 March 2016 was 2,755, a six per cent fall from 2,930 the previous year.

The most recent Transport Focus data showed that 78% of passengers said they feel secure on NXWM buses in the West Midlands. This figure has climbed 6% since 2012.

TFWM, West Midlands Police, British Transport Police and transport operators, including NXWM, make up the Safer Travel Partnership, helping make public transport in the West Midlands even safer. The partnership is the first of its type in the country.

SUSTAINABLE TRAVEL AWARD FOR BIRMINGHAM BUSINESS PARK

Birmingham Business Park earned both Top Cycling and Top Walking Location Bronze status, awarded by TFWM. The award was in recognition of its commitment to supporting sustainable commuting among some 7,000 people based there.

TFWM presents the awards each year to businesses and educational establishments taking action to encourage greener and more sustainable modes of travel. The park has installed cycle stands and works jointly with firms on site to encourage active travel.

TFWM is supporting the project with tailored travel support advice and free tickets for interviews, training and employment.

They work with partner organisations, including the Prince’s Trust, University Hospital Birmingham and Solihull MBC, and also engage directly with groups of young people on a one-to-one basis. The project has received £33,600,000 in funding from the European Social Fund and Youth Employment Initiative as part of the 2014-2020 European Structural and Investment Funds Growth Programme in England.

INNOVATIVE SUPPORT FOR YOUNG PEOPLE

TFWM is to take over the day-to-day running of its Midland Metro trams from October 2018 when the current concession, held by National Express, finishes.

The move will enable TFWM to plough millions of pounds of future profits back into expanding the network. Existing National Express staff will be transferred over to a new subsidiary company – Midland Metro Ltd – which will be wholly owned by the WMCA.

The Midland Metro has seen the biggest rise in passenger satisfaction in the country, a key survey found. The study by Transport Focus – the independent public transport watchdog – revealed overall satisfaction with the service rose from 81% in 2015 to 92% last year, the largest of all the tram networks surveyed.

In a further boost to the Metro, patronage on the line between Birmingham and Wolverhampton city centres is at an all-time high – 7.89 million passengers took the tram between June 2016 and May 2017.
Improved roads, reduced congestion and better journey times are the target in a £5.84m programme of improvements underway across the West Midlands. The work is being done on behalf of the TfWM following funding from the National Productivity Investment Fund (NPIF) programme.

The money is a share of a £210m national pot set up by the government last year towards improving transport networks. The WMCA programme is focused primarily on the upgrade of traffic signal technology, bus lane enforcement and the repair of a bridge to help enable efficient operation of the network in Solihull during HS2 construction.

Locations include along the A34 in Solihull, the A4124 in Wolverhampton, and A461 in Walsall. It is also being used in schemes such as Keeping Coventry Moving and to improve infrastructure around Merry Hill in Brierley Hill.

The Tram Passenger Survey covered the tram networks in Blackpool, Edinburgh, Greater Manchester, Nottingham, Sheffield and the West Midlands and more than 5,000 passengers took part.

In the West Midlands, 637 passengers were surveyed. Transport Focus said satisfaction levels of users in 2015 would have been influenced by the work to build the Birmingham City Centre extension from Snow Hill station to New Street station.

Overall journey satisfaction before the works began was 85%. The increase from 85% (before the 2015 improvement works began) to 92% (in 2016) is still a significant increase in overall journey satisfaction.

Future expansion of the Metro includes an extension of the route from New Street Station to Centenary Square, with services expected to start running in 2019. Nearly £60 million has also been confirmed for the line to go further along Broad Street, past Five Ways and on to Edgbaston by 2021.

Extensions are also planned through Digbeth in Birmingham, to the forthcoming HS2 high speed rail station at Curzon Street. Works have begun in Wolverhampton on an extension through the city centre to the bus and railway stations as part of the £51.8 million Wolverhampton Interchange Programme.

The line is expected to open in 2019. Meanwhile, a business case is also being prepared to extend the Metro from Wednesbury to Brierley Hill.

Swift, the region’s travel smartcard, has seen another major rollout. With three million journeys now being made every month with the card, access to it has been made even wider.

TFWM also introduced three new schemes:

- Rail passengers travelling into the metropolitan West Midlands from stations in neighbouring non-constituent local authorities were able to use Swift from July
- A pilot scheme using Swift on buses in non-constituent member began in autumn
- Self-service kiosks issuing Swift cards with the holders photograph are being rolled out across the region following a successful trial at Wolverhampton Interchange

Swift can be used on rail by passengers paying by direct debit and who have an ‘add-on’ to their ticket that allows them to travel to a participating station outside the TfWM area. The Redditch bus scheme sees Diamond - the largest bus operator in the town – put its 1 and 4 week tickets onto Swift as well as accepting Swift Pay-As-You-Go. Johnsons are also taking part and are accepting the same on the 150 route which runs between Birmingham-Redditch-Worcester.

TFWM installed the Swift vending kiosk – the UK’s first Smartcard vending machine to take photos – at Wolverhampton Interchange in April. It has proved so successful that by the start of June 2017, ticket sales were nearly 100 a week and have continued to grow. A further 20 machines are being installed at key locations around the region.

The kiosks let people buy tickets when the Travel Centre is closed, top-up and renew existing cards, just like a Swift Collector or the Swift Card android app. It can vend all Swift products except the Student ticket, which requires eligibility checks. Swift is available online from the Network West Midlands website.

£5.84M TO KEEP TRAFFIC MOVING

Improved roads, reduced congestion and better journey times are the target in a £5.84m programme of improvements underway across the West Midlands. The work is being done on behalf of the TfWM following funding from the National Productivity Investment Fund (NPIF) programme.

The money is a share of a £210m national pot set up by the government last year towards improving transport networks. The WMCA programme is focused primarily on the upgrade of traffic signal technology, bus lane enforcement and the repair of a bridge to help enable efficient operation of the network in Solihull during HS2 construction.

Locations include along the A34 in Solihull, the A4124 in Wolverhampton, and A461 in Walsall. It is also being used in schemes such as Keeping Coventry Moving and to improve infrastructure around Merry Hill in Brierley Hill.

MAYOR WELCOMES NEAR £1 BILLION RAIL INVESTMENT

Andy Street, Mayor of the West Midlands, welcomed a near £1 billion investment in the West Midlands rail network as passengers are to get more frequent services with new trains and extra seats as a result of the agreement that will see West Midlands Trains Ltd (a joint venture between Abellio, East
Japan Railway Company and Mitsui & Co Ltd) run the region’s rail services under new franchise from December 2017.

Under the franchise agreement West Midlands Trains will run local rail services in the West Midlands from December until March 2026. As well as increased frequencies, there will be major investment in new trains with local services branded under a new West Midlands Railway livery.

The 100 new carriages for the Cross City line, the busiest route on the West Midlands network, will provide increased space to carry more passengers and wider doors for quicker access.

The franchise covers services across the West Midlands, as well as trains from London Euston to Crewe and from Liverpool to Birmingham. For the first time passengers will be entitled to 25% compensation if their train is delayed by more than 15 minutes. They already receive 50% back for delays of half an hour and full compensation if it is more than an hour.

Around £60m will be invested on station improvements across the franchise area delivering 1,000 new car park spaces, 2,500 cycle parking spaces, a cycle hire scheme, new and refurbished waiting rooms and more seats at stations. There will also be improved access for those requiring extra assistance, including disabled people.

Feasibility studies will be undertaken for the development of new stations in the West Midlands and there will be plans to limit the impact of delays caused by leaves on the line in the autumn, including through the introduction of new, modern trains.

**HALF PRICE TRAVEL FOR 30,000 APPRENTICES AND TRAINEES**

Apprentices and trainees aged 18 or under now receive half price travel on the region’s bus, train and tram network as part of an initiative to help them stay on the career ladder, meaning an extra 31,000 young people across the metropolitan area enjoy the 50% discount.

Those aged between 16 and 18 and in full-time education are eligible for half price travel, although the scheme has now been extended to those on apprenticeships or traineeships who would normally pay the full adult fare.

TFWM is paying bus and tram companies a subsidy to contribute towards the cost of the discount which will run on a trial basis for 12 months, underpinning a pledge by Mayor of the West Midlands, Andy Street, to support young people in their efforts to gain employment and training.

The law requires all young people between 16 and 18 to either be in full time education or undertake an apprenticeship or a traineeship, so the half price travel deal now applies to all 105,000 West Midlands youngsters in that age bracket, 74,000 of which are in full-time education.

**PASSENGERS BENEFIT AS BUS ALLIANCE RENEWED**

Bus passengers across the West Midlands can look forward to even higher standards of service and reliability thanks to a landmark agreement being renewed. Members of the West Midlands Bus Alliance gathered for the signing at the Coach & Bus UK Show at the National Exhibition Centre near Birmingham.

The aim is to build on the success of the first two years of the Alliance and ensure further commitment from its partners towards continuing enhancements to the bus network across the region up to 2020.

The new agreement aims to:

- Improve bus emission standards
- Make bus travel more attractive for young people
- Make bus journeys better value
- Tackle congestion and speed up bus journeys
- Make it easier to buy a ticket
- Make it easier to catch a bus
- Shape the bus network to improve economic growth
- Make it more pleasant to travel by bus

The West Midlands Bus Alliance was the first of its kind in the UK when launched in 2015. It consists of Mayor of the West Midlands Andy Street, TfWM, the Safer Travel Partnership, watchdog bodies Transport Focus and the Confederation of Passenger Transport, local highways authorities and local bus operators including National Express West Midlands, Stagecoach Midlands and Central Buses.
Traffic officers are to help combat congestion on roads surrounding the M5 Oldbury viaduct as TfWM and Highways England join forces to improve journeys. The two organisations have signed a partnership agreement that involves closer communication and sharing working arrangements to provide better journeys and reduce congestion.

Meanwhile, Highways England traffic officers will, for the first time, provide additional support to motorists that encounter vehicle breakdowns on key roads near the M5 as part of a 13-month pilot scheme. The service, which normally only patrols motorways and key trunk roads, is working closely with Sandwell Council as well as West Midlands Police to assist motorists and clear obstructions from incidents to keep traffic flowing in and around Sandwell.

The Oldbury scheme, valued at more than £100 million, includes concrete repairs and waterproofing on the ageing viaduct. It is the largest concrete repair project, by value, ever carried out in Britain.

Since its launch, the Alliance has overseen:

- £7.3 million invested in highways schemes to improve bus journey times.
- 570 brand new and refurbished buses, driving up the standards of bus travel and helping to improve local air quality across the area.
- £3.5 million successful funding bids to improve vehicle emission standards.
- More than £1m of funding committed by the WMCA to assist contracted operators to provide cleaner vehicles on subsidised services.
- £550,000 investment from the owners of Merry Hill shopping centre Intu, to modernise the bus station.

- Birmingham City Centre Midland Metro tram extension, which has seen passenger numbers increase by more than two million.
- Collaborative work with Government to put more control of local train services in local hands through West Midlands Rail.
- The innovative Bus Alliance working with private bus companies and local councils to secure a £150 million investment in new, low polluting buses, new bus lanes and other passenger improvements.
- A series of major operations by the region’s Safer Travel Partnership which saw recorded crime on the transport network fall by more than two per cent over the year contributing to a drop in offences from 7,500 a decade ago to just 2,700.

Beating opposition from other regions, the award also recognised TfWM’s work in the continuing roll out of the Swift smartcard through a range of new products for local trains, buses and trams. Swift is now the most advanced smartcard in the UK outside London.

The accolade also marked the second major award for TfWM this year. Last week it won, jointly with National Express Midland Metro, the “Most Improved System” at the annual Global Light Rail Awards.

TFWM Wins Major Award for Second Year

TFWM was named best in the UK for the second year running after winning City Region Transport Authority of the Year at the National Transport Awards in London. The award was in recognition of a number of key projects that TfWM had delivered over the last 12 months including:
INTRODUCTION

This fact sheet contains information about topics that have an impact on public transport provision within the West Midlands. Areas covered include population estimates, unemployment, car ownership, household expenditure on transport and fuel consumption.

POPULATION

- Mid-year population estimates for 2016 show the West Midlands Metropolitan Area had a population of 2.8 million. This was 56,500 more compared with 2015 and an increase of 2%.
- The largest percentage increases were 4.6% in Coventry and 2.1% in Birmingham.
- Population density remains highest in Birmingham, with 42.1 people per hectare and lowest in Solihull with 11.9 people per hectare.

POPULATION PROJECTIONS

- The West Midlands Metropolitan Area population is projected to increase by 499,000 (17.8%) during the period 2014 to 2039.
- In common with the UK and most other countries, the West Midlands has an ageing population. The proportion of people aged over 60 is projected to increase from 20.3% in 2014 to 23.8% by 2039.
- The younger population, with the proportion of people aged 0 to 19, is projected to drop slightly from 26.7% in 2014 to 26.1% in 2039.

UNEMPLOYMENT

- Unemployment for the West Midlands Metropolitan Area in 2016/17 stands at approximately 7.1%. Compared with 2015/16 there are now circa 8,700 fewer people unemployed in the West Midlands. There have been decreases in Birmingham (5.4%), Dudley (18%), Walsall (25.6%) and Wolverhampton (44.8%). Coventry, Sandwell and Solihull are the only districts to experience a rise in unemployment during this period (by 3.3%, 23.7% and 52.3% respectively).
- The trend is the same for the United Kingdom, with a 7.4% decrease in unemployment from 2015/16 to 2016/17. Over this period, the number of people unemployed in the United Kingdom has decreased to approximately 1.57 million from 1.69 million.
- The unemployment rate shows the percentage of people aged 16+ who are unemployed.
- The 2016/17 unemployment rate for the West Midlands is 7.1% (7.9% in 2015/16). In comparison, the unemployment rate for the United Kingdom is 4.7% (5.2% in 2015/16).
- The 2016/17 unemployment rates for the districts are Birmingham 8.6%, Coventry 3.7%;

17.8% Projected population increase in West Midlands Metropolitan Area during 2014 to 2039

By comparison, the proportion of people between the ages of 20 to 59 is expected to fall from 53% to 50.2% in 2039.

The population projection chart shows the estimated trend in the West Midlands population from 2014 to 2039.

SOURCE 1

SOURCE 2
The census shows a continual increase in car ownership, with more households having two or more cars and fewer households having no car. Since 1971, the percentage of households in the West Midlands Metropolitan Area with two or more cars has risen from 8% to 27% in 2011. The percentage of households with no car has fallen from 51% in 1971 to 31% in 2011. This trend has been seen in each of the seven West Midlands metropolitan districts.

The car ownership map illustrates the increase in levels of car ownership from the 2001 to 2011 census and also illustrates that levels of car ownership varies across districts. In 2011, there were 20% of households in Solihull who did not have a car, compared with 36% in Birmingham. A continual increase in car ownership is expected over the next few decades. In 2035 it is projected that 19% of households in the West Midlands will have no car and 26% will have two or more cars. A similar picture is projected for Great Britain as a whole. In 2035 it is projected that 19% of households will have no car and 32% will have two or more cars.

7.1% Unemployment for the West Midlands Metropolitan Area in 2016/17

KEY FACTS
- West Midlands population: 2.8 million
- Unemployment in West Midlands stands at 7.1%
- Birmingham (8.6%) and Sandwell (8.4%) now have the highest rates of unemployment. Coventry has the lowest at 3.7%

CAR OWNERSHIP
- The census shows a continual increase in car ownership, with more households having two or more cars and fewer households having no car. Since 1971, the percentage of households in the West Midlands Metropolitan Area with two or more cars has risen from 8% to 27% in 2011. The percentage of households with no car has fallen from 51% in 1971 to 31% in 2011. This trend has been seen in each of the seven West Midlands metropolitan districts.
- The car ownership map illustrates the increase in levels of car ownership from the 2001 to 2011 census and also illustrates that levels of car ownership varies across districts. In 2011, there were 20% of households in Solihull who did not have a car, compared with 36% in Birmingham.
- A continual increase in car ownership is expected over the next few decades. In 2035 it is projected that 19% of households in the West Midlands will have no car and 26% will have two or more cars. A similar picture is projected for Great Britain as a whole. In 2035 it is projected that 19% of households will have no car and 32% will have two or more cars.

19% of households will have no car in 2035

32% will have two or more cars
The Family Spending Survey identifies average weekly household expenditure within Government Office regions; this includes the wider shire counties of the West Midlands.

The latest statistics show that weekly household expenditure in the West Midlands region in 2016 was £454.10 compared with £454.50 in 2014. This trend contradicts what is apparent in the UK as a whole, with an increase from £512 to £527. The commodity or service with the greatest increase year-on-year was housing, fuel & power (an additional £2.60 per week) with recreation & culture having the largest decrease (£2.10).

Transport represents the second largest portion of weekly household spending at 14%. Transport costs include purchase of vehicles and operational costs and represents 11.5% of weekly household expenditure. Public transport fares represent the remaining percentage share.

The table shows expenditure for each commodity as a percentage share of total expenditure, and the chart illustrates the average weekly household expenditure by commodity.
Latest regional road transport consumption statistics show the West Midlands Metropolitan Area uses approximately 1.2 million tonnes of fuel a year, a slight increase from the previous year. Cars represent 65.6% of the total fuel consumption, with petrol cars representing the largest share at 37.4% and 28.2% for diesel cars.

- Buses represent only 5% and goods vehicles make up 29% of the total road transport consumption.
- Statistics for the UK show broadly the same trend as the West Midlands with cars representing 63% of total fuel consumption and buses only 3%.

Fuel prices have increased, comparing April 2017 to April 2016:
- Super unleaded up 11.7p per litre
- Premium unleaded up 10.9p per litre
- Diesel up 12.9p per litre
- Tax per litre on unleaded fuel decreased to 66.1% from 71.1%

Comparing fuel prices in April 2017 with prices in April 2016 shows that there has been an increase in prices per litre for diesel, super and premium unleaded.

- Super unleaded has increased by 11.7p, premium unleaded by 10.9p and diesel by 12.9p.
This fact sheet highlights trends in public transport patronage and fares. Travel by bus, rail, Metro and accessible bus services are analysed. Sales volumes and revenue for the different ticket types and trends in fare prices are examined.

**INTRODUCTION**

- The total number of passenger journeys in 2016/17 was 261 million.
- Concessionary travel in 2016/17 was 84.2 million and non-concessionary travel was 176.8 million journeys.
- Comparing bus patronage across Passenger Transport Executives (PTE)* shows that bus patronage has fallen in all PTE areas apart from Tyne & Wear (there was no Merseytravel patronage data for 2015/16 to compare against).
- Bus patronage per head of population remains the highest in Tyne & Wear with 11.4 million passenger journeys per 100,000 people, followed by Merseyside with 10.5 million, the West Midlands with 9.2 million and then South Yorkshire and Greater Manchester with 7.3 million each.
- Bus boardings fell by 2% again in 2016/17, which is the long-term average rate of the last 20 years. This reflects journeys lengthening, and alternatives to bus travel – from cars and trains to taxis and smartphones – becoming more accessible and affordable, at least outside of major centres and peak times. The decline is not being offset by population growth, since this largely reflects an ageing population, and trips by older people are falling at twice the average rate. This is partly because of tightening eligibility for free travel, but also because the first generation of women drivers are now reaching eligibility age – for the first time, women with a driving licence are a majority in the over-70 group. Today, younger people aged 17-29 make more bus trips per head than those aged 60+.

*Bus patronage figures were unavailable from West Yorkshire Combined Authority.

**BUS PASSENGER JOURNEYS**

- The charts opposite and overleaf show the volumes and percentage share of journeys for each of the passenger groups.
- The number of total passenger journeys made in 2016/17 under both the Disabled Concessionary Travel Pass and the Older Person’s Concessionary Travel Pass schemes decreased to 59 million from 61.3 million in 2015/16.
- Passenger journeys made under the Child and Scholar scheme have increased to 25.2 million in 2016/17 from 21.7 million in 2015/16.

**CONCESSIONARY TRAVEL ANALYSIS**

- The charts opposite and overleaf show the volumes and percentage share of journeys for each of the passenger groups.
- The number of total passenger journeys made in 2016/17 under both the Disabled Concessionary Travel Pass and the Older Person’s Concessionary Travel Pass schemes decreased to 59 million from 61.3 million in 2015/16.
- Passenger journeys made under the Child and Scholar scheme have increased to 25.2 million in 2016/17 from 21.7 million in 2015/16.

**KEY FACTS**

- Bus passenger journeys made in 2016/17 were 261 million
- Non-concessionary passenger journeys: 176.8 million
- Concessionary passenger journeys: 84.2 million
- 856,932 passenger trips were made using accessible door-to-door bus services
- nNetwork total ticket sales have decreased by 2.5%
- nBus total ticket sales have decreased by 1.3%
• Of the 261 million bus journeys made in 2016/17, 84.2 million journeys were made under concessionary travel schemes (older person, disabled and children); this represents 32% of all bus journeys.

• Passenger journeys made under the combined Senior Citizen and Blind and Disabled scheme represent 23% of all bus journeys. There are approximately 479,000 free passes on issue under the combined scheme.

• The take-up rate of the free Older Persons Concessionary Travel Pass was estimated to be around 95% but due to the changes in eligibility, it is difficult to assess how many eligible people there are at present in the area. It would appear the take up rate amongst the 60–64 year olds who came into the free scheme in July 2005 continues to run at a significantly lower level than those 65 or above. It is generally considered that 60–64 year-olds undertake significantly less trips per year than has historically been the case, partly due to many of the new pass holders being economically active and their trips are commercial and not valid under some schemes if going to work in the morning peak.

• Child and Scholar peak (to and from school) passenger journeys represent 10% of all bus journeys.

ACCESSIBLE DOOR-TO-DOOR BUS SERVICES

• Ring and Ride is the main door-to-door accessible transport service operating throughout the West Midlands. The service operates from 0830 until 2230 from Monday to Saturday and from 0830 to 1530 on Sundays and is run by a charity, West Midlands Special Needs Transport Ltd (WMSNT).

• The grant paid to WMSNT in 2016/17 was £7.5m (down from £7.8m in 2015/16).

• In 2016/17, 21,200 passenger journeys were made by Taxibus, an increase of 0.3% from 2015/16 when 21,139 journeys were made. The Taxibus service undertook a change in 2016/17 – it ran as the regular Taxibus service from April to September 2016 at which point it was replaced by the number 89 service.

• The chart below shows the trend in the number of journeys made by passengers on Ring and Ride bus services within each operating area.

• Passenger trips made by Ring and Ride increased by 0.6% in 2016/17 compared with 2015/16. The total number of trips was 856,932, up from 852,044 in 2015/16. This is the first increase in the number of Ring & Ride trips since 2005/06.

• Comparing trips in operating areas in 2015/16 with 2014/15 shows that all eight operating areas experienced an increase in passenger trips (bar Dudley and Walsall), with the largest increase in Coventry (4.8%).

• Of the total trips made in 2016/17, 841,382 trips were registered user trips and 15,550 were companion trips. There was an increase of 0.3% for registered user trips and a decrease of 15.5% for companion trips.

• The number of active registered users (who have used the service in the previous six months), decreased by 4.1% to 12,002 in 2016/17 compared with 12,510 at the end of 2015/16.

• Trip refusals decreased by 6.4% and cancellations by users also fell by 39%.

• Ring and Ride services operate within the urban areas of the West Midlands and Taxibus services operate within the rural ‘Meriden Gap’ area between Solihull and Coventry.
**Network**
- The overall value of the network ticketing range for 2016/17 is £17.2m, down by 2.3% from £17.6m in 2015/16.
- Validity for network, or the total weeks of travel sold, fell by 2.7% in comparison to last year, moving from 859,227 to 836,175.
- The Direct Debit schemes continue to be popular with customers, the Adult scheme seeing growth of 10% and the Child scheme 9%.
- Including the growth of the Direct Debit scheme, the Child season ticket range this year overall has seen some significant growth, up a total of 7%. Although there has been some decline in sales of the Term ticket variant, the 1 and 4 week tickets have seen growth of 10% and 15% respectively.
- Also performing well over the year were the 4 week Pre930 and 2 week Off Peak tickets with sales increasing by 8% and 3% respectively. Sales overall for the adult season ticket range are up by 1.7%.
- Unfortunately there has been a decline in sales in other areas with the Student Term Extra product down by 16% and the Day ticket range down by 4.1% overall.

**Bus**
- The bus ticket scheme has had another successful year, with the overall value for 2016/17 standing at £13.2m, up 4.8% from £12.6m in 2015/16.
- The growth in the scheme can also been seen in the increase in validity, or the total weeks of travel sold, up 4.9% in 2016/17 compared to last year, moving from 950,812 to 997,145.
- During 2016/17 the bus product range was further enhanced for customers on the Swift card with a number of new products launching, including a Student season ticket range seeing a total of 432 sales sold in variants of 1 term, 2 term or academic year passes; an Off Peak ticket range (both a day ticket and season tickets) and at the end of March 2017 a new smart carnet product was launched called bus Multi-day. This allows customers to bulk buy multiples of day tickets to use whenever they like at a discounted price.
- The child season ticket range has continued to grow this year again with sales up 10% overall with the 1 and 4 week tickets up 17% and 11% respectively. However, there has been some decline in sales of the Term ticket (down 7%) although the Child Direct Debit scheme has grown by 7% with customers likely to have transferred.
- The adult season ticket range has remained fairly static showing growth of 1% overall. This is largely due to some decline in sales of the 1 and 4 week regional variants. However, all other individual products have had a successful year seeing significant growth for the cheaper Coventry and Black Country variants and the Direct Debit Scheme. Overall the Adult Direct Debit schemes have grown by 19% with the 52 week ticket sales up 6.8%. The 1 & 4 week Black Country range has grown by 84% compared to last year with the reciprocated Coventry tickets seeing sales grow from 3,696 last year to 9,392 in 2016/17.
- There has been some decline in the performance of the day ticket range, down 3% overall, but growth in the Pre 0930 products which are up by 3.8%.

**Swift Pay-As-You-Go**
- When the Swift Pay-As-You-Go scheme launched in June 2015 it had a base of 1,000 customers. This scheme offers customers travel on virtually all bus operators, with National Express West Midlands joining in October 2015 and Midland Metro in January 2016. Customers are now benefiting from discounted travel on virtually all bus operators and the tram compared to paying on board with cash.
- By the end of March 2017 the scheme had just over 37,000 card holders up from 12,000 at the end of March 2016.
- On average Pay-As-You-Go is used 16,540 times per week or 2,365 times a day on the bus and tram network. This accounts to £45,702 worth of spend per week.
- The average value of card top-ups per week is £51,373 or £7,359 worth of top-ups per day, with the customers adding an average of £18.82 worth of credit to their cards each time they top-up.
- The most popular way to top-up is online which accounts for nearly 60% of all transactions.
- By the end of March 2017 the Scheme was worth just over £2.2m compared to just under £500,000 at the end of March 2016.
The chart shows the number of passenger journeys made annually since 1999.

Rail patronage in the West Midlands has increased by 1.8% during 2016/17 to 54.7 million. In 2015/16 rail patronage was 53.7 million.

Comparing rail patronage across Passenger Transport Executives (PTE) shows that rail patronage has increased in most of the PTE areas. Tyne & Wear had the highest increase (7.1%) followed by Greater Manchester (6.4%) and Merseyside (2.1%).

Rail patronage per population remains the highest in Merseyside with 3.2 million passenger journeys per 100,000 people, followed by the West Midlands with 1.9 million, Greater Manchester 1 million, South Yorkshire 0.6 million and Tyne and Wear with 0.1 million.

The chart shows the number of passenger journeys made annually.

Metro patronage has increased to 7.2 million in 2016/17.

The chart shows indices for motoring expenditure and public transport fares, as well as the Retail Price Index (RPI) to allow a comparison of trends.

In 2016/17 rail fares increased by 1.9%, Metro by 2.8% and bus fares by 2.4%.

In comparison, fuel price increases meant that motoring expenditure increased by 8.6%. RPI increased by 3.1%.

1.8% increase of rail patronage in the West Midlands during 2016/2017 to 54.7 million.

Source 1: WMCA - Corporate Services, Finance
Source 2: TfWM - Policy & Strategy, Intelligence
Source 3: WMSNT
Source 4: Consumer Price Indices: National Statistics
A key transport objective for the West Midlands is to ensure significant modal shift away from the car. For the vast majority of West Midlands’ residents, the main alternative will be the bus. Ensuring that buses are readily accepted as the mode of choice is at the heart of the West Midlands Bus Alliance, a strategic partnership looking to bring about significant quality and network improvements and addressing the concerns, needs and expectations of current and future passengers. Building strong partnerships with bus operators is fundamental to the successful delivery of quality end-to-end services that passengers expect and the Bus Alliance is key to this. This factsheet gives details of bus services provided in the West Midlands, the level of service kilometres (kms) operated by bus companies and details of the subsidised bus network.

BUS PASSENGER JOURNEYS

- Bus service kms operated during 2016/17 totalled 122.8 million, an increase of 1.6% from 2015/16.
- The majority of service kms are operated commercially and the rest require public subsidy to operate. The percentage share of commercial and subsidised bus service kms is 90.1% commercially operated and 9.9% subsidised.
- The number of commercial bus service kms increased by 2% in 2016/17 (110.6 million kms). The number of subsidised bus service kms decreased by 2.2% in 2016/17 (12.1 million kms). The chart shows the annual commercial and subsidised bus service kms operated within each district.
- Many bus services are subsidised to operate at times when operators have decided that they are not commercially viable.
- During 2016/17, the number of journeys made on subsidised bus services decreased to 10.5 million.

COMMERCIAL PERFORMANCE

- Bus punctuality is a top priority for people in the West Midlands and is key to helping increase bus usage. Continual surveys are undertaken to monitor progress in improving the punctuality of bus services throughout the West Midlands.
- Monitoring across the commercial bus network began in 2002/03 and results are reported annually. Since 2005, following the guidance issued by the Department for Transport, bus punctuality is calculated from a combination of departures from termini and intermediate timing points.
- The last eight years’ results are presented in the graph. 84.6% of surveyed buses departed between one minute early and five minutes late in 2016/17, up by 5.3% on what was reported in 2015/16. Analysis suggests that Diamond have increased their punctuality from 80.2% in 2015/16 to 95.6% in 2016/17 whilst smaller increases were also observed with Hansons, igo and Sandwell Travel buses.
SUBSIDISED BUS NETWORK

- The cost of operating subsidised bus services has increased to £7.5 million from £7.4 million in 2015/16. Tenders are issued for subsidised bus services which are not provided on a commercial basis. These cover socially necessary services, many of which run early in the morning, late evening, or on Sundays. They provide essential access to employment, shops, health and leisure. The subsidised cost per trip for 2016/17 was 71 pence, which equates to an increase of 3 pence from 2015/16.

OPERATOR ANALYSIS (ALL SERVICES)

- The table shows annual bus service kms made by operators and their percentage share of bus service kms.
- National Express West Midlands/Coventry operated 79.6% of bus service kms during 2016/17, an increase from 79% in 2015/16. Diamond Bus operated 7% of bus service kms during 2016/17, a fall from 7.3% in 2015/16. Arriva Midlands operated 3.2% of bus service kms during 2016/17, a fall from 3.7% in 2015/16. Igo operated 2.1% of bus service kms over 2016/17 which was the same percentage operated in 2015/16.
- Three operators provided a 1% to 2% share of the total bus service kms.
- The remaining 35 operators individually provided less than 1% share of the total bus service kms, with a total share of 4.7%.

INFRASTRUCTURE & INFORMATION

- Merry Hill Bus Station has benefited from a full redevelopment that has seen many enhancements for the passengers that use the site. The bus station has been reconfigured to a horseshoe arrangement of stands to improve the health and safety performance of the site as well as traffic flow. Passengers have benefited from new stands with bus activated automatic doors and these have greatly reduced the number of incidents of passengers walking in the carriageway and have made the site a much safer location. There are now six enclosed stands with new seating and passenger information enhancing the customer experience. In addition to these six stands, there are two new cantilever shelters that benefit from automatic doors and passenger information.
- Dudley Bus Station introduced a Customer Service Excellence Programme in 2016/17 which saw National Express and TfWM work together to provide an enhanced customer experience through partnership working. As part of this initiative a Customer Satisfaction Survey was undertaken and as a direct consequence of the results, the following customer enhancements were completed on site. The bus station has been completely redecorated and all of the passenger wayfinding signage reviewed and replaced to provide a better customer experience. The exit to Portersfield was renewed with old granite kerbstones replaced with a new tarmac exit. In addition, the site was completely re-line marked and repairs were carried out to concrete bus boxes throughout the station to reduce ongoing maintenance costs and increase the experience for drivers and customers.
- Halesowen Bus Station and Stourbridge Interchange. New Swift readers were installed to let passengers collect Swift purchases from the two sites. In addition, the sites were completely re-line marked to reduce ongoing maintenance costs and increase the experience for drivers and customers.
- Bearwood Interchange. A mid-life refurbishment was completed in September 2016 in partnership with Sandwell MBC. The refurbishment included the installation of new shelters, Real Time Information, improved paving and redesign of public space, improvements to information displays and the pavement levels to promote interchange with the services on Hagley Road. The old toilet block was removed and a new self-cleaning facility installed.
- Walsall St Pauls Bus Station. TfWM successfully completed an automatic door project in December 2016, installing 14 new automatic doors. Each departure stand from A to M now has an automatic bus loading door which has significantly reduced the amount of pedestrians in the main carriageway of the bus station, creating a safer environment for customers and bus drivers.
- Bilston Bus Station. TfWM has made a number of enhancements including vital planned maintenance and a full refresh of line markings on the carriageways.
- Coventry Pool Meadow Bus Station. TfWM successfully completed an automatic door project in August 2016, installing nine new automatic doors. All departure stands now have an automatic bus loading door. TfWM has also relocated five cycle lockers to ensure they are accessible and promoted.
- Wolverhampton Bus Station. Coaches were relocated to Wolverhampton Bus Station in June 2016. Due to the closure of Pipers Row when the Metro development works begin, TfWM worked with Wolverhampton City Council and National Express to find an alternative for coaches and customers in the city centre. Customers are now experiencing an enhanced multi-modal facility. Customer benefits include high quality waiting facilities available 24 hours a day, 7 days a week, with CCTV and on-site security. Real Time Information is available at the main entrances for services across all modes with National Express and TfWM staff being co-located within the travel shop to provide tickets and customer assistance. The bus station delivers improved accessibility, including a RADAR disabled toilet, a colour contrasted tactile paving strip, tactile/braille map of the station and information at each stand. Passenger safety is also enhanced by the designated coach stand and loading point with automatic doors that open when alighting and boarding.
- West Bromwich Bus Station. During 2016/17, a number of enhancements were made at West Bromwich Bus Station. These include essential works on automatic doors to ensure they are working correctly for the benefit...
of all users and installation of anti-perching spikes to deter pigeons from settling throughout the loading bays and on top of infrastructure within the bus station.

- Travel Centres. TfWM operates two travel centres, one in Birmingham New Street and the other in Wolverhampton Bus Station. In December 2016, retail sales posts were installed with cameras and printers on every till point at both locations. This technology allows the retailing of turn-up-and-go Swift cards and has benefited customers by improving the speed at which they can make purchases.

PASSENGER SATISFACTION

The autumn 2016 Bus Passenger Survey (conducted by Transport Focus) reports 85% of passengers were either ‘fairly satisfied’ or ‘very satisfied’ with the overall bus experience on all operators in the West Midlands. This is compared to spring 2016 where the overall satisfaction was at 87%, showing a decrease of 2%.

85% of passengers were either ‘fairly satisfied’ or ‘very satisfied’ with the overall bus experience on all operators in the West Midlands.

KEY FACTS

- We manage all of the 12 bus stations and over 11,000 passenger stops, stands and shelters
- National Express West Midlands/Coventry has the largest share of bus service kms at 79.6%
- In 2016/17, 122.8 million bus service kms were operated
- Approximately 9.9% of service kilometres are subsidised
- We provide 5,086 passenger shelters of which 1,343 have Real Time Information displays
- We provide 6,061 Network West Midlands bus stops and 109 now have Real Time Information displays
- We provide 275 bus station and interchange stands and all have Real Time Information displays (includes BCCI which numbers 66)

Source 1: TfWM – Transport Services, Network Delivery
Source 2: TfWM – Policy & Strategy, Intelligence
Source 3: Corporate Services, Finance
INTRODUCTION

Midland Metro is a light rail system in the West Midlands between Birmingham and Wolverhampton.

A team of planning, design and construction specialists, the Midland Metro Alliance, is responsible for building six new tram extensions over the coming decade on behalf of the West Midlands Combined Authority to help deliver a lasting legacy, aiding social and economic regeneration across the region.

Building on lessons from past projects and best practice from across the world, the nine project partners are fully committed to making the delivery a success and encouraging collaborative working.

With around £1.3bn planned to be invested in the programme, the new extensions will see the tram network extended by over 32km across the region. As part of the Wolverhampton Interchange Project, the line from the existing Midland Metro on Bilston Street will run along Pipers Row and Railway Drive with new stops at the bus and railway stations. Utility diversion works have already begun with a completion date planned for 2019.

The 0.85km Centenary Square extension will see the tram run from Grand Central station in Birmingham City Centre, up Pinfold Street to Victoria Square and Centenary Square. With enabling works already started, this extension will provide stops serving Paradise Circus and Arena Central developments with a completion date of 2019. The 1.4km Edgbaston extension will continue from Centenary Square along Broad Street to Hagley Road in Edgbaston (just West of Five Ways). The two extensions will be combined in terms of management, funding and delivery.

The 1.7km further extension of the Birmingham City Centre line to Eastside will serve the proposed HS2 Curzon Station and onwards to Digbeth. Funding has been provisionally allocated by the Government to the Greater Birmingham & Solihull Local Enterprise Partnership and a Transport and Works Act Order application was submitted in October 2016. The extension is pencilled to open in 2022/23. Still in development stage, the proposed 16.5km extension from Digbeth to East Birmingham and Solihull will link growing residential areas and communities (such as Heartlands Hospital) with new growth and development areas including HS2, Birmingham City Centre, Arena Central, Brindley Place/Five Ways/Edgbaston, the NEC and Birmingham Airport.

The 11km Wednesbury to Brierley Hill extension will run from Wednesbury via Dudley town centre and Waterfront/Merry Hill to Brierley Hill. Clearance of part of the overgrown disused railway line began in January 2017 (funded by WMCA) so that full environmental and structural surveys can be carried out to identify the scale of works. A business case was submitted in June 2017 to secure major funding.

KEY FACTS

- Passenger journeys increased to 7.2 million
- Busiest stops: Wolverhampton St George’s, Birmingham Snow Hill, West Bromwich Central and Birmingham New Street.
- Overall reliability of Midland Metro is 99.2%
- Car Park Usage: 96.1%

MIDLAND METRO LINE ONE FACTS

- Midland Metro has been operating since May 1999 and runs for 21 kilometres, providing a fast link between Snow Hill Station in Birmingham City Centre and Wolverhampton via West Bromwich and Wednesbury.
- National Express West Midlands holds the concession until 2018 and the route is operated by Travel Midland Metro.
- During 2016/17, figures showed that 7.2 million passenger journeys were made on Midland Metro.
- Typically, 15,275 passengers travel on Midland Metro on a Saturday and just over 9,400 on a Sunday.
- During a typical week, over 138,000 passengers travel on Midland Metro.
• The chart shows the number of boarders and alighters at each of the stops on a typical weekday, averaged over the two directions of travel.

• With services now calling at New Street and Corporation Street, boarders and alighters in central Birmingham are spread across several stops. Snow Hill remains busy with 3206 boarders and alighters in each direction, with an average of 2647 passengers getting on and off services at New Street.

• The result of this is that Wolverhampton St George’s is now the busiest stop with an average of 3553 boarders and alighters, followed by Snow Hill at 3206.

• The Royal is the least used stop with 330 on a typical weekday.

• Midland Metro service reliability is quantified by the percentage of scheduled mileage that runs during each month.

• The overall reliability for Midland Metro during 2016/17 was 99.3%.

• Monthly reliability data shows that Midland Metro remained above 96.9% throughout 2016/17.

• April and September (2016) had the highest reliability at 100%.

• The chart shows the reliability of Midland Metro each month from April 2016 to March 2017.
• Car parking facilities are provided at four of the 26 Metro stops; Priestfield, Wednesbury Parkway, Black Lake and The Hawthorns. Parking facilities at The Hawthorns are shared with rail users.

• The number of spaces and the levels of occupancy are surveyed on a regular basis at all Metro and rail car parks in the West Midlands area. In 2016/17 there were a total of 572 car parking spaces and overall occupancy levels were observed to be 546. The table provides a summary of the results for each of the four Metro stops.

• Cycle parking is provided at all Metro stops.

### Parking Facilities

<table>
<thead>
<tr>
<th>No. of parking spaces</th>
<th>Total of all 4 stops</th>
<th>Priestfield</th>
<th>Wednesbury Parkway</th>
<th>Black Lake</th>
<th>The Hawthorns</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of parking spaces</td>
<td>572</td>
<td>150</td>
<td>152</td>
<td>85</td>
<td>185</td>
</tr>
<tr>
<td>Occupancy Levels</td>
<td>546</td>
<td>143</td>
<td>145</td>
<td>83</td>
<td>175</td>
</tr>
<tr>
<td>% Usage</td>
<td>95.5%</td>
<td>95.3%</td>
<td>95.4%</td>
<td>97.6%</td>
<td>94.6%</td>
</tr>
</tbody>
</table>

**Source 1:** TfWM – Policy & Strategy, Intelligence

**Source 2:** TfWM – Metro, Metro Operations
RAIL SERVICES

INTRODUCTION

This fact sheet provides general facts about local rail services, including parking facilities and rail service punctuality throughout the Network West Midlands area.

TRANSPORT FOR WEST MIDLAND RAIL FACTS

The majority of local rail services in the Network West Midlands area are operated by London Midland (part of Govia). Other franchised train operators (CrossCountry, Chiltern Railways, Virgin Trains and Arriva Trains Wales) also provide rail services within the Metropolitan area, the wider region and beyond.

TFWM directly provides Park and Ride facilities at 38 rail stations. These are all high-quality car parks with full CCTV monitoring. Since September 2014 TFWM has operated a “considerate parking” scheme in order to enforce parking within bays at the car parks, and this is successfully managing the issue of inconsiderate parking that had been experienced previously.

RAIL DEVELOPMENT AND DELIVERY 2016/17

New Bromsgrove Station - TFWM’s joint project with Worcestershire County Council to build the new station at Bromsgrove has been completed and the new station opened on 12 July 2016. This has delivered a large new four-platform, fully-accessible station with booking office, bus interchange and large new car park replacing the previous two-platform, unstaffed and inaccessible station. Network Rail has also delivered new track and signaling around the station and is currently working on the project to electrify the route from Barnt Green in order to allow a major improvement in train service in 2018.

TFWM has responsibility for managing the station as Station Facility Owner, and has a contract with London Midland to provide the day-to-day management of the station.

University Station - TFWM is leading the project to rebuild University (Birmingham) station which is used by more than three million passengers a year and has inadequate facilities to meet current and future rail demand. The station will form the heart of a wider area master plan for the hospitals and university campus area. The scheme has been allocated £10m of Local Growth Fund resources and is currently under development. Multiple project partners are involved and there is strong support for the project among stakeholders.

Longbridge Connectivity - TFWM is actively taking forward the development of a multi-storey car park at Longbridge which will provide a significant enhancement to the capacity available for rail users wishing to drive to the station. This is being developed alongside other highway and station projects at Longbridge which will transform the travel experience for users of the station.

Park and Ride Locations - In addition to proposals for the development of Longbridge station car park, TFWM is actively looking at options to expand Park and Ride sites at a number of other locations across the network.

RAIL PARTNERSHIP AGREEMENTS

London Midland Direct Award - A revised partnership agreement was agreed with London Midland after they received a Direct Award extension to their existing franchise from 1 April 2016 to the 15 October 2017. The agreement ensures the continuation of the partnership working with London Midland to develop customer improvements until a new franchise is awarded.

TFWM has also continued to work closely with Chiltern Railways regarding the delivery of its services in the West Midlands and has also developed a draft Partnership Agreement with Virgin Trains.

KEY FACTS

All Day Performance (Travel to Work Area)
- Overall punctuality 88.7%
- Overall reliability 97.7%
- Most punctual line, Snow Hill lines 89.3%
- Least punctual line, Cross City line 85.2%

AM Peak Performance (NWM area)
- Overall punctuality 86.3%
- Overall reliability 98.2%
- Most punctual line, Shirley 93.0%
- Least punctual line, Cross City North 82.4%

PM Peak Performance (NWM area)
- Overall punctuality 77.8%
- Overall reliability 97.6%
- Most punctual line, Solihull/Dorridge 84.8%
- Least punctual line, Cross City South 60.3%

NPS Customer Satisfaction (2015)
- Overall 87% (this is an average of the two surveys for spring (87%) and autumn (86%) for 2016
- Station Environment 76%
- Train Frequency 85%
- Train Punctuality 77%

LOCAL RAIL PUNCTUALITY AND RELIABILITY

Overall all day punctuality (% of trains arriving within five minutes of schedule) provided by London Midland increased by 1.5%, from 87.2% to 88.7%. Overall all day reliability (% of scheduled trains operated) of all local rail services slightly decreased by 0.3% from 98.0% to 97.7%. The performance of individual routes in the wider travel to work area, which includes some of the bordering shire regions, showed the Snow Hill Lines...
as being the most punctual in 2016/17 at 89.3% which is a slight decrease of 1% from the 2015/16 figure of 90.3%. In 2015/16 and 2016/17 the Cross City lines were the least punctual at 84.4% and 85.2% respectively.

In the important commuter peak periods (defined as AM arrivals into Birmingham between 0620 and 0930 and PM departures from Birmingham between 1620 and 1840) overall punctuality and reliability decreased slightly for 2016/17 compared with 2015/16. For the AM departures, overall punctuality has fallen slightly from 86.6% to 86.3%. Reliability for the same period has slightly decreased from 99% to 98.2%. For the PM departures, punctuality increased slightly for 2016/17 from 77.4% to 77.8% and reliability also decreased slightly in 2016/17 compared with 2015/16 98.8% to 97.6%.

**AM Peak**
- Punctuality has slightly decreased by 0.3% in the AM peak to 86.3% (of local rail services arriving within five minutes of their scheduled arrival time) compared to 86.6% in 2015/16.
- Snow Hill Lines are the best performing lines in the morning peak, with punctuality of 89.3% for 2016/17.
- Punctuality increased on the Northampton, Cross City South, Solihull, Shirley and Wolverhampton lines in 2016/17 compared to 2015/16.

**PM Peak**
- Punctuality in the PM peak has increased by 1.4% with 77.8% (of local rail services arriving within five minutes of their scheduled arrival time) compared to 76.4% in 2015/16.
- There were slight increases in punctuality along all lines except for Shirley and Stourbridge which saw decreases of 3.2% and 3.9% respectively. The Wolverhampton line showed the largest increase of 6.4% from 80.1% in 2015/16 to 86.5% 2016/17.

**PARK & RIDE**
- The number of spaces and the levels of occupancy are surveyed on a regular basis at all rail station car parks in the TfWM area.
- At 38 rail station car parks, there is total of 8,319 rail car parking spaces compared with the 2015/16 total which was 8,259, an increase of 0.7%.
- More people are making use of the rail park and ride facilities as occupancy levels have increased by 4.2% to 7,642 from the 2015/16 figure of 7,333.
- Average usage of the facilities is at 91.9% compared with the 2015/16 total of 90%. (Car Park enforcement came into place in September 2014, meaning over occupancy has declined).
- Usage of the park and ride facilities varies by line - the Cross City lines have a total of 2,152 spaces with an occupancy level of 2,039 and a usage of 94.8%. The Birmingham New Street – Walsall line car parks have 346 spaces with an occupancy level of 261 and a usage of 75.4%.
- The chart shows the number of park and ride spaces and usage for 2016/17.

(Note: The car park counts now include all of the blue badge bays as well as standard bays. The figures collated are based on the weekday counts carried out on a Thursday every other month between 10am and 12:30pm at all park and ride sites).

**PASSENGER SATISFACTION**
The autumn 2016 National Passenger Survey (conducted at railway stations by Passenger Focus) reports 86% of passengers were either ‘fairly satisfied’ or ‘very satisfied’ with the overall rail experience on all operators in the Network West Midlands area. This is compared with the same period for autumn 2015 where the overall satisfaction was at 90%, showing a decrease of 4%.
MODAL SPLIT

INTRODUCTION

Cordon counts are carried out at nine centres throughout the West Midlands. The map shows the locations of the centres included in the two-yearly cordon count programme. Dudley, Sutton Coldfield, West Bromwich and Wolverhampton were surveyed in 2016.

Separate counts are undertaken for bus, rail and Metro, whilst Automatic Traffic Counters are used to monitor the number of cars and private vehicles crossing the cordons. All information is for inbound AM Peak trips (0730 to 0930) unless otherwise stated.

BIRMINGHAM

• In 2015, morning peak trips by public transport into Birmingham represented a 63% share of all trips (bus 26.3%, rail 36.4% and Metro 0.3%) with car representing the remaining 37% share. Once again, the number of morning peak trips into Birmingham by rail is greater than the number of peak trips by bus. However, Snow Hill Metro stop was closed at the time of the counts so there is possible modal shift from Metro to rail. This also explains the low mode share for Metro compared to previous years.

• The share of public transport has increased from 57.7% in 2013 with an increase in the number of public transport trips by 11.9%. The number of trips made by bus has increased by 0.5%, the number of rail trips has increased by 27.6% and Metro trips are not comparable for the reasons above. Car trips have seen a 10.3% decrease from 2013.

• Overall, morning peak inbound trips into Birmingham have increased by 2.5%.

Progress Against LTP Targets

<table>
<thead>
<tr>
<th>Public Transport Modal Share (all centres)</th>
<th>2013/14</th>
<th>2014/15</th>
<th>2015/16</th>
</tr>
</thead>
<tbody>
<tr>
<td>35.49%</td>
<td>37.44%</td>
<td>36.97%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AM Peak Traffic Flows (Car trips – all centres)</th>
<th>2013/14</th>
<th>2014/15</th>
<th>2015/16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus 25,749</td>
<td>25,179</td>
<td>25,315</td>
<td></td>
</tr>
<tr>
<td>Rail 27,798</td>
<td>27,506</td>
<td>35,085</td>
<td></td>
</tr>
<tr>
<td>Metro 1,687</td>
<td>1,538</td>
<td>299</td>
<td></td>
</tr>
<tr>
<td>Car 37,256</td>
<td>39,751</td>
<td>35,658</td>
<td></td>
</tr>
<tr>
<td>Total 92,490</td>
<td>93,974</td>
<td>96,357</td>
<td></td>
</tr>
</tbody>
</table>

NB: Data collected from January to December over a two year period
BRIERLEY HILL

- In 2015, morning peak trips by public transport into Brierley Hill represented a 11.1% share of all trips, a slight decrease from 11.4% in 2013. Bus passenger trips have decreased by 3.6%.
- Car trips into Brierley Hill represent the remaining 88.9%. The number of car trips decreased by 0.5% in 2015.
- Overall, morning peak inbound trips into Brierley Hill have decreased by 0.9%.

COVENTRY

- In 2015, morning peak trips by public transport into Coventry represented a 22.7% share of all trips (bus 17.1%, and rail 5.6%) across the cordon, with car representing the remaining 77.3% share.
- The share of public transport has decreased from 24.2% in 2013, with a 3.3% decrease in bus passenger trips and a 0.6% decrease (13 trips) in rail passenger trips. Car trips have increased by 6.1% from 2013.
- Overall, morning peak inbound trips into Coventry have increased by 3.9%.

SOLIHULL

- In 2015, morning peak trips by public transport into Solihull represented a 22.7% share of all trips (bus 17.6%, and rail 5.2%) with car representing the remaining 77.3% share.
- The share of public transport has increased from 21.2% in 2013, with an increase of 9.7% in the total number of trips made by bus and rail combined. Bus passenger trips have increased by 4.2%, whilst rail passenger trips have increased by 33.5% since 2013.
- Car trips have increased by just 0.3% (40 trips) since the last survey and remain the dominant mode.
- Overall, morning peak inbound trips into Solihull have increased by 2.3%.
WALSALL

- In 2015, morning peak trips by public transport into Walsall represented a 33.9% share of all trips (bus 31.2%, and rail 2.6%) with car representing the remaining 66.1% share.
- The share of public transport has increased since 2013 (by 1.8%). Bus passenger trips have increased by 8.2% whilst rail passenger trips have also increased (by 37.4%).
- Car trips have increased by 1.7% and remain the dominant mode.
- Overall, morning peak inbound trips into Walsall have increased by 4.4%.

DUDLEY

- In 2016, morning peak trips by public transport into Dudley represented a 12.7% share of all trips with car representing the remaining 87.3% share.
- The share of public transport has decreased from 15% in 2014, with a decrease of 18.2% in bus trips.
- Overall, morning peak inbound trips into Dudley have decreased by 3.2% back to 2012 levels. The decrease has been in both bus and car trips, though a smaller decrease (-0.5%) was evident in car trips.

SUTTON COLDFIELD

- In 2016, morning peak trips by public transport into Sutton Coldfield represented a 21% share of all trips (bus 16% and rail 5%) with car representing the remaining 79% share.
- The share of public transport has decreased slightly from 21.3% in 2014. Total public transport trips decreased by 4% in Sutton Coldfield. Car trips have decreased by 2.2%.
- Overall, morning peak inbound trips into Sutton Coldfield have decreased slightly by 2.5% (400 trips).
WEST BROMWICH

- In 2016, morning peak trips by public transport into West Bromwich represented a 34.3% share of all trips (bus 31.2% and Metro 3.2%) with car representing the remaining 65.7% share.
- The share of public transport has decreased slightly from 35% in 2014, despite an increase in the number of trips. The number of bus trips increased by 5.3%, Metro trips increased by 9.1% and car trips increased by 8.6%. Total public transport trips increased by 5.6%.
- Overall, morning peak inbound trips into West Bromwich have increased by 7.6%.

WOLVERHAMPTON

- In 2016, morning peak trips by public transport into Wolverhampton represented a 27.4% share of all trips (bus 19.5%, rail 6.5% and Metro 1.4%) with car representing the remaining 72.6% share.
- The share of public transport has decreased from 29.1% in 2014, with a decrease of 8.9% for bus passenger trips, a 21.8% increase for rail passenger trips and a 19.5% increase in Metro trips (2016 compared to 2012). Total public transport trips increased by 2.5%.
- Car trips into Wolverhampton have increased by 11.4%.
- Overall, morning peak inbound trips into Wolverhampton have increased by 8.8%.

KEY FACTS OF THE CENTRES SURVEYED IN 2016

- Bus trips have increased in West Bromwich (5.3%).
- Rail trips have increased in Wolverhampton (21.8%).
- Metro trips have increased in West Bromwich (9.1%) and Wolverhampton (19.5%).
- Car trips have decreased in Dudley (0.5%) and Sutton Coldfield (2.2%).

Source: TfWM – Policy & Strategy, Intelligence
INTRODUCTION
The Transport for West Midlands Customer Services Team provides products and services to help and encourage people to use the transport network in the West Midlands.

GETTING IN TOUCH
The Customer Services Centre provides a single point of contact for all customer enquiries.

Contacting by telephone is the most popular method of getting in touch. During 2016/17, the Customer Services Centre received 155,296 calls and was able to answer 82.5% of them (128,106). The team also responded to 18,020 emails between calls. A further 9,502 formal enquiries were received and investigated, 91.2% of which were responded to within the target of 10 working days. The team also responds to questions and comments via Social Media for customers who have a question and need a quick response.

CUSTOMER ENGAGEMENT
The Customer Services Team meets face-to-face with customers throughout the year at specially organised engagement sessions called ‘Your Public Transport Matters’. During 2016/17, 14 events were organised giving members of the public the chance to talk directly with representatives and elected Members from Transport for West Midlands, bus users and the operators of bus, rail and the Metro services in the West Midlands. These events were held in busy public places and provided an informal opportunity for customers to share their views, comments and find out further information about public transport services and facilities.

CUSTOMER SATISFACTION
Midlands. We therefore measure the quality of the services we provide both over the telephone and in writing. We look carefully at factors around customer greeting, obtaining information, displaying empathy and resolving our customer’s enquiries satisfactorily. Using our Quality Audit Programme, in 2016/17 the Customer Services Centre achieved a 93.8% service rating against a target of 95%.

SALES AND TRAVEL PASSES
A number of ticketing schemes for travel in the West Midlands were administered by Transport for West Midlands in 2016/17. These include the Direct Debit scheme for multi-modal and multi-operator season tickets. A separate Corporate Travel scheme retails tickets direct to businesses for the benefit of employees. Where available, products are retailed to customers via Swift cards making the arrangements simpler and more efficient by removing the need to reissue paper tickets on a monthly basis. In 2016/17 Transport for West Midlands administered tickets and passes to 548,934 customers; a breakdown by product type is shown in the chart below.

In 2016 the administration of the Workwise ticketing scheme that helps unemployed people travel to their new place of work was transferred into the Customer Services department. During the year 4,593 customers were supported by the scheme.

Direct Debit continues to be a popular and cost effective means of purchasing travel passes. The number of customers purchasing travel passes via Direct Debit continued to grow during 2016/17 with membership up 15% on the previous year.

The graph shows the growth of the Direct Debit scheme during the year.
Travel Centres provide a range of services including ticket retailing, information and journey planning. Working with the bus operator National Express West Midlands, a network of eight Travel Centres is available across the West Midlands. These are located at Birmingham New Street Rail Station, Coventry Pool Meadow Bus Station, Dudley Bus Station, Corporation Street (Birmingham City Centre), Wolverhampton Bus Station, Walsall Bus Station and West Bromwich Bus Station. These outlets provide joint ticketing and information services to customers and are also able to retail personalised Swift smartcards while customers wait.

Travel Centres in Birmingham New Street Station and Wolverhampton Bus Station, which are operated by Transport for West Midlands, received a combined 718,816 visitors during 2016/17. This is a 15% increase compared to the previous year (624,198 visitors).

Photocards for 16-18 year olds in full time education entitle the card-holder to discounted travel to school and college. The online application process which was introduced in 2013 has continued to prove successful with 33,881 16-18-year olds in education purchasing a photocard through the online system last year. An independent customer satisfaction survey administered by the Institute of Customer Services and undertaken in October 2016, demonstrated high levels of customer satisfaction with the online application arrangements.

English National Concessionary Travel Passes (ENCTS) expire on the fourth (plus birthday) year of issue with 179,000 ENCTS passes requiring renewal between March 2016 and March 2017. For the entire year’s renewal campaign, 79% of pass holders renewed (140,882) with 48% of these customers choosing to renew online via the easy to use self-service portal. The process of renewing an ENCTS Pass is now simpler and more efficient as emails are being used as the initial method of inviting the customer to renew.

<table>
<thead>
<tr>
<th>Travel Information Centres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birmingham New Street: 449,204</td>
</tr>
<tr>
<td>Wolverhampton: 269,612</td>
</tr>
</tbody>
</table>

**KEY FACTS**

- Total number of users of the Travel Centres: 718,816
- Customer Services Centre administers tickets and passes to 548,934 customers
- Customer Services Centre handled 128,106 enquiries in 2016/17 via the more traditional methods of telephone or by letter/email
ENVIRONMENT

INTRODUCTION

It is recognised that there is an important role to play in increasing the environmental well-being of the West Midlands through promotion of public transport. Travel has an effect on all aspects of sustainability: environmental, social and economic. Transport is one of the core challenges for sustainable development, especially in urban and densely populated areas.

CARBON DIOXIDE (CO\(_2\)) EMISSIONS

- CO\(_2\) is estimated to account for approximately two thirds of man-made global warming. Transport accounts for 29.4% of total CO\(_2\) emissions, 92.9% of which can be attributed to road transport.
- Travel by private car as opposed to public transport emits the greatest level of CO\(_2\). In 2015, 68.5 million tonnes of carbon dioxide was emitted by private cars compared with only 1.9 million for rail and 3.6 million for buses. The chart illustrates the trend in total CO\(_2\) emissions in the UK from 2003 to 2015.
- The UK Government is committed to addressing both the causes and consequences of climate change through its Climate Change Bill. The bill upholds a legally binding target of at least an 80% cut in greenhouse gas emissions by 2050 and a reduction in emissions of at least 34% by 2020. Both these targets are against a 1990 baseline.

CO\(_2\) EMISSIONS PER PASSENGER KILOMETER

- The effect of the private car on the environment compared with other modes of transport is most obvious when comparing levels of CO\(_2\) emissions per passenger km. Travel by private car will emit on average 153 grams of CO\(_2\) per passenger km, compared with only 120* by bus, 61 by light rail and 56 by rail.
- The chart to the right provides an indication of current levels of CO\(_2\) emissions by car, air and public transport.

ACTUAL AND POTENTIAL CO\(_2\) EMISSIONS BY MODE

- Public transport survey data showed that car owners who choose to use public transport instead of their car are helping to reduce CO\(_2\) emissions by approximately 109,000 tonnes of CO\(_2\) per year. This breaks down into 86,000 tonnes from rail users, 4,000 tonnes from Metro users and 19,000 tonnes from bus users.
- For rail, in 2016/17, 53.8 million journeys were made, assuming an average rail journey is 21.4 km, and 77% of rail users had access to a car. Had these users taken their car then 41.4 million more car journeys would have been made, which would have contributed to 888 million passenger km and 136,000 tonnes of CO\(_2\) compared with 50,000 tonnes of CO\(_2\) for the same journeys made on rail.
- For Metro, in 2016/17, 7.2 million journeys were made, assuming an average Metro journey is 9.5 km, and 61% of Metro users had access to a car. Had these users taken their car then 4.4 million more car journeys would have been made, which would have contributed to 41.7 million passenger km
and 6,000 tonnes of CO₂, compared with 2,000 tonnes of CO₂ for the same journeys made on Metro.

- For bus, in 2016/17, 261 million bus journeys were made, assuming an average bus journey is 5 km, and 45% of bus users had access to a car. Had these users taken their car then 117.5 million more car journeys would have been made, which would have contributed to 587 million passenger km and 89,000 tonnes of CO₂, compared with 70,000 tonnes of CO₂ for the same journeys made on bus.

- *The figure for bus is based on average occupancy on a national level.

### KEY FACTS

- Transport accounts for just under 30% of total CO₂ emissions, 92.9% of which can be attributed to road transport
- Travel by private car will emit on average 153 grams of CO₂ per passenger km, compared with only 120 by bus, 61 by light rail and 56 by rail
- Public transport users with access to a car but who choose to use public transport for their journey are helping to reduce CO₂ emissions by approximately 109,000 tonnes per year

#### MODAL SHIFT FROM CAR

- As illustrated above, the key to reducing CO₂ emissions is to encourage transfer from car onto more sustainable modes; bus, rail or Metro. To do this, continual improvement of public transport is required. Work with partners to improve both the quality and patronage of public transport is ongoing.
- In 2015/16, rail passenger journeys in the West Midlands were 64% higher than a decade ago. Bus patronage per population in the West Midlands is the third highest of all PTE areas, with 9.2 million journeys being made per 100,000 people. Development of the Midland Metro network to include additional extensions and further integration with rail and bus will help transfer more journeys made by car onto public transport.
- It is encouraging to see a continual increase in the number of journeys by public transport into Birmingham City Centre. 63% of all journeys into the city centre during morning peak are now by public transport, compared with only 48% in 1997. The charts illustrate the morning peak travel by mode into Birmingham City Centre in 1997 and 2015.
- Many more successes and initiatives to help improve and encourage transfer onto public transport can be seen in the Achievements factsheet of this report.

### Sources and Notes

**Source 1:** DECC (2017)
**Source 2:** TfWM – Policy & Strategy, Intelligence
**Source 3:** VISUM Public Transport Model (2005)
**Source 4:** TfWM Customer Satisfaction Survey (2012)
**Source 5:** Metro Counts (2013)
**Source 6:** SDG Survey (2001)
**Source 7:** WMCA – Corporate Services, Governance

**Note 1:** Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs (‘World Commission on Environment and Development’).

**Note 2:** Emission estimates are calculated by applying emission factors to statistical information on processes that produce emissions, i.e. fuel consumption, as opposed to measurements at the point of emission.
**INTRODUCTION**

The Sustainable Travel Team, in partnership with the seven West Midlands Metropolitan local authorities, work together to help local businesses, schools and communities make smarter travel choices to access jobs, education and leisure opportunities – supporting the economy while reducing carbon. This fact sheet provides information on the services provided by the Sustainable Travel Team.

Smarter Choices are techniques for influencing and supporting people's travel behaviour towards more sustainable options, including:

- Providing people with better information about their travel options
- Actively marketing sustainable travel options
- Making improvements to transport services to meet people’s needs
- Providing options that reduce the need to travel at all

**SMART NETWORK, SMARTER CHOICES**

In 2012, a landmark £50 million project to help the West Midlands economy and cut traffic congestion and carbon was officially launched. The Smart Network, Smarter Choices (SNSC) project delivered a package of measures to help people change their travel behaviour in favour of green options such as public transport, cycling, walking and carsharing along 10 key routes across the West Midlands.

Measures included better walking and cycling routes, bus and road improvements, expert journey planning for families, schools and businesses and free travel for jobseekers. The project aims to better connect people to work, skills and training opportunities, helping to underpin the local economy. It is playing an important role in tackling congestion and supporting local economic growth, whilst cutting carbon as more people switch to sustainable travel.

Additional funding was secured in 2015/16 to continue to deliver a range of Smarter Travel support to local businesses, education sites and community groups across the West Midlands. This programme is now mostly concluded.

**SUPPORTING LOCAL BUSINESSES AND EMPLOYERS**

In 2016/17, the Sustainable Travel team and local authority partners supported key employers across the West Midlands with sustainable travel as part of the Smart Network, Smarter Choices (SNSC) project.

In 2016/17, 89 employers participated in the SNSC programme. These businesses benefited from an enhanced travel support package, including site-specific audits and advice, free staff travel surveys, a tailored Action Plan to reduce car use and free cycle support and public transport discounts for their staff.

The Sustainable Travel team also attended 46 events at local businesses, promoting the SNSC offers to over 2,095 employees, and have delivered a series of training workshops for employers to help them promote sustainable travel at their workplace and share best practice with other companies.

The team is continually looking for ways to improve our offer and listen to and respond to customers’ needs. In 2016/17 we have offered ticketing discounts for employees at our businesses, including ‘try before you buy’ weekly tickets and a Direct Debit offer of 12 months travel for the price of 11.

The team is now working towards refining the web page content and adding more resources for businesses to use to assist with helping them to produce their own Travel Action Plans.

**SUPPORTING YOUNG PEOPLE**

The Young Persons’ Delivery Plan is supported by our vision to create lifelong sustainable travel users to increase patronage, deliver modal shift and contribute to a low carbon economy. This will be achieved through the delivery of four key objectives:

- Encourage, support and enable young people to use sustainable travel at key life changes
- Achieve a step change in the travel behaviour of young people and their families towards sustainable travel
- Achieve sustainable travel change behaviour in educators
- Influence services and products provided to ensure they meet young people’s travel needs

During 2016/17, the education team delivered the following:

**Youth Forum**: Launched in October 2013, the forum now has over 30 members who are engaged via face-to-face and virtual meetings, social media and email. The young people are from the seven local authorities in the West Midlands and are involved in shaping the future of transport in the area. The newly rebranded Transport for West Midlands Youth Forum acts as a focus group for new travel promotional campaigns (e.g. the 16 to 18 card marketing campaign), they actively promote public transport by being involved in Catch the Bus Week, Rail Week and regularly attend Your Public Transport Matters (YPTM)
The award-winning WorkWise service helps unemployed people return to work by providing travel advice and support, enabling them to find, start and stay in work. WorkWise offers a range of travel assistance to jobseekers including:

- Personalised information, advice and journey planning for travelling by bus, train, tram, on foot or by bike
- Free day tickets to attend interviews
- Free monthly travel passes for the first month of a new job

As part of the Smart Network, Smarter Choices project, the team (in partnership with local authorities) provided support to 60 secondary schools, colleges and eight universities. These education sites benefitted from an enhanced travel support package, including site-specific audits and advice, free staff and student travel surveys, a tailored Action Plan to reduce car use, free cycling support and public transport discounts for their staff. Staff and students also benefitted from journey planning sessions, Smart Events boxes, travel information sessions and skills-based and journey planning workshops, with over 8,963 students receiving face-to-face engagement and support.

The Travel Academy programme was also a success, and saw students run their own Sustainable Travel marketing campaigns within their schools to encourage their fellow students and families to travel more sustainably.

The team also supported an additional 1,812 young people by supporting Joseph Chamberlain College with their BTEC Business Studies Module on Public Transport, are actively involved in the Birmingham Project with the University of Birmingham and supported schools in Professional Services Week by helping them travel to work experience and beyond. We’ve supported Pupil Referral Units with the Safer Travel Team to encourage better behaviour when using public transport and we have produced a follow-up to our Access All Areas DVD which includes feedback videos and lesson plans for teachers to encourage young people with learning difficulties and disabilities to use public transport.

SUPPORTING THE UNEMPLOYED BACK TO WORK – WORKWISE

As well as helping the economy by getting people into work, WorkWise encourages green, congestion-busting travel with nine out of ten customers continuing to make sustainable travel choices after six months in their jobs. To date, WorkWise has supported just under 40,000 people into employment across the West Midlands. Its success is thanks to a strong partnership, developed since 2003, between TfWM, Jobcentre Plus, Connexions and local authority partners across the West Midlands. In February 2016 WorkWise was presented with a special recognition award by the Department for
Works & Pensions for Discovering Potential at the Annual Best Companies Award. This is the latest of several awards for WorkWise, widely recognised for effective work with jobseekers and held up as a model of best practice in the field.

In April 2016 WorkWise introduced the on-line service, enabling individuals, Job Centres and employment providers to access WorkWise support via the Network West Midlands website. This embraces the changes brought about by Universal Credit and brings WorkWise in line with the Government’s ‘Digital by Default’ way of working.

WorkWise also offers travel training to advisers in job centres and training providers. This training empowers advisers to help clients plan their journeys to interviews and new jobs – whether by public transport, on foot, by bike or by car-sharing – and to advise them on the best value tickets for commuting.

In 2017, the WorkWise Travel Information Package was launched to help providers to support the travel needs of their learners whilst supporting an individual’s literacy, numeracy and ICT skills up to level 1. The package is available to all providers and can be downloaded from the NWM website.

**Source 1: TfWM – Scheme Development, Sustainable Travel**

### YOUTH EMPLOYMENT INITIATIVE

TfWM provides a travel support package to participants of the ESF/YEI funded Youth Employment Initiative within Birmingham and Solihull. ‘Youth Promise Plus’ travel support commenced in August 2016. The project supports young people aged 15-29 who are not in employment, education or training (NEET) access these opportunities through a bespoke support service. There are a large number of delivery partners and providers for the project working with young people across Birmingham and Solihull. The target is to support over 16,000 young people by July 2018. There are specialist services also working on the project including provision for young people who need support with mental health, learning difficulties and disabilities, vulnerable NEETs and those at risk of reoffending.

The travel support includes the provision of one day tickets for interviews and training. In addition 1 and 4 weekly tickets are available for training, education and employment. We are removing travel being a barrier for young people to access these opportunities. We also offer advice and guidance sessions in a number of formats including group workshops, one-to-one or drop in sessions to help young people to plan journeys, build confidence using public transport and travel safely.

**Youth Promise Plus is a Birmingham and Solihull Employment Pathway Project supported under the European Social Fund and Youth Employment Initiative**

**Number of Workwise Passes Issued**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Passes/People</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003/04</td>
<td>0</td>
</tr>
<tr>
<td>2004/05</td>
<td>2000</td>
</tr>
<tr>
<td>2005/06</td>
<td>4000</td>
</tr>
<tr>
<td>2006/07</td>
<td>6000</td>
</tr>
<tr>
<td>2007/08</td>
<td>8000</td>
</tr>
<tr>
<td>2008/09</td>
<td>10000</td>
</tr>
<tr>
<td>2009/10</td>
<td>12000</td>
</tr>
<tr>
<td>2010/11</td>
<td>14000</td>
</tr>
<tr>
<td>2011/12</td>
<td>16000</td>
</tr>
<tr>
<td>2012/13</td>
<td>18000</td>
</tr>
<tr>
<td>2013/14</td>
<td>20000</td>
</tr>
<tr>
<td>2014/15</td>
<td>22000</td>
</tr>
<tr>
<td>2015/16</td>
<td>24000</td>
</tr>
<tr>
<td>2016/17</td>
<td>26000</td>
</tr>
</tbody>
</table>

**Source 1**
As part of an integrated transport system, cycling and walking can:

- Support economic growth by reducing congestion and delays on our road network
- Improve the environment by helping to reduce carbon emissions, air pollution and noise
- Offer an affordable, convenient and low-cost travel option to access jobs, education and leisure opportunities, particularly for people without a car
- Increase people’s physical activity levels and improve both the physical and mental health of West Midlands’ residents
- Create better places to live and visit, by making it easier for people to move around their local communities.

Within the West Midlands, 82.8% of adults walked at least once a month in 2014/15 compared to the English average of 86.3% - a fall from 83.1% in 2013/14. 10.4% of residents cycle at least once per month which is lower than the English average of 14.7%, although a rise from 10.2% in 2013/14.

Three of the seven local authorities within the West Midlands saw an increase in the proportion of residents who cycle recreationally in 2014/15 when compared to 2013/14. Birmingham saw an increase of 1.9%, Dudley 1% and Solihull 2.5%. The West Midlands does, however, still have one of the lowest levels of recreational cycling with Sandwell appearing in the bottom 10 English local authorities (4.3% of residents cycling recreationally for any length of time per day), which is in stark contrast to Richmond Upon Thames in London (21.1%). 6.9% of West Midlands’ residents cycle recreationally for any given length of time a day which is below the English proportion of 9.6%, although it does represent an increase of 0.4% in comparison to the previous year.

The proportion of West Midlands’ residents who walked recreationally in 2014/15 stands at 41.6% which is 1% down on the previous year and below the English average of 50.5% with Birmingham, Sandwell and Dudley appearing in the bottom 25 local English authorities. Four local authorities did record a rise in the percentage of residents walking recreationally with Coventry seeing an increase of 3.2%, Sandwell 4.7%, Walsall 7.7% and Wolverhampton by 5.2%.

Encouraging more people to walk and cycle can contribute to the vision of “building a healthier, happier, better connected and more prosperous West Midlands.”

The Cycling Charter is a set of aims to make the step change to increase cycling to 5% of modal share across the West Midlands. These aims were agreed by key stakeholders including the seven constituent local authorities, TfWM, Sustrans, Cycling UK and the Canals & Rivers Trust. The West Midlands Cycling Charter has the following themes around which an action plan was developed and is currently being delivered:

- Leadership and Profile
- Cycling Network
- Promoting and Encouraging Cycling
- Funding

During 2016/17, there was successful engagement of the Cycling Charter member organisations through stakeholder management by the Cycling Charter Coordinator. Quarterly meetings were held with an average of 14 of the 20 participating organisations attending. Meetings included workshops and facilitated discussions to foster dialogue between the members of the group, to share ideas and best practice. New stakeholders have been identified (Chiltern Rail, West Midlands Rail, and Cycling Projects) and will be invited to future meetings.

At the March 2017 meeting, the group voted to update the Cycling Charter Action Plan as some activities were completed and others were no longer relevant.
CYCLE PARKING

Over 1,740 spaces are provided at rail stations, Metro stops and bus interchanges across the Network West Midlands area, allowing people to park their bikes before continuing with their journeys.

Since 2012, TfWM has improved cycle parking at a number of rail interchanges, including installation of cycle hubs at Selly Oak, Stourbridge, Rowley Regis and Longbridge. Cycle parking provisions have recently been improved at Tile Hill, Dorridge and Sutton Coldfield stations. Funded by the Rail Delivery Group and in partnership with London Midland, several more improvements are to be delivered in Spring 2017 including at Widney Manor station. TfWM is looking to continue to deliver innovative and secure solutions that integrate cycling with public transport journeys to help achieve the aim of the Cycling Charter to increase cycling to 5% of modal share.

Cycle parking occupancy at stations averaged 27% in 2016. The chart below highlights the increase in both capacity and actual occupancy and the slight deline in average occupancy.

CYCLE ROUTES

Managing Short Trips (MST) is a £6.3m programme of infrastructure schemes that is delivering 31km of cycleway improvements to canal towpaths in the Black Country together with associated physical highway improvements, such as footway widening, improved crossing facilities and tactile paving. These improvements are all designed to create cycle-friendly corridors between existing cycle routes, residential areas and local centres. A second phase of MST work has been proposed to complete the connectivity along the canal towpath between Wolverhampton and Birmingham and an estimated £4m is being invested towards this.

MST has delivered the remaining £4.4m of improvements forecast for 2016/17, including:

- The Birmingham new mainline canal between Smethwick Galton Bridge and Bridge Street and Aldersley Junction and Dixon Street in Wolverhampton
- The Walsall canal between Bridgeman Street and Bentley Mill Way
- The Stourbridge canal from the Bonded Warehouse, through Wordsley Junction, Glass House Bridge and Leys Junction to Brockmoor Junction Bridge

BROMPTON DOCKS

TfWM has collaborated with Birmingham City Council to install Brompton Dock facilities in the city centre at Birmingham New Street, Snow Hill and Moor Street station. Each dock houses 20 folding Brompton bikes for hire. The scheme enables people to more easily switch between rail and cycle journeys, as well as offering an attractive cycle hire solution for local residents and visitors. To date there have been 3,424 hire days in Birmingham and there are currently 623 members of the hire scheme in the region.

SMART NETWORK SMARTER CHOICES

As part of the Department for Transport (DfT) Local Sustainable Travel Fund Smart Network, Smarter Choices (SNSC) programme, delivery of a range of cycling support formed a key element of the programme to enable more people to cycle. Many of these activities are now concluded with the completion of the SNSC project, although some local schemes are continuing. The support includes the following activities:

- National Standards Cycle Training up to Level 3
- Maintenance
- Route planning
- Led rides
- Bike instructor training
- Lorry and bus driver cyclist awareness training

From April 2016 to March 2017, 3,401 participants had benefitted from SNSC cycling provision including cycle training, maintenance training, route planning and journey accompaniment. This support was made available to people who live, work or study in the West Midlands. Since the start of the LSTF programme in 2012, 25,207 participants have received support.

The map below shows the breakdown of participants across the seven local authorities during 2016/17. Of the 3,401 people who have participated since April 2016, 2,680 took part at public venues, 355 at businesses and 366 at education establishments.
Our streetscape is evolving to encourage more walking and cycling, making it vital that we share our roads safely and respect the vulnerability of all road users. Safe Urban Driving Courses focus on vulnerable road users with a particular focus on cyclists. The practical ‘on-road’ cycle training element of the course gives bus and HGV drivers a ‘real life’ experience as to a cyclist’s perspective of riding on our roads, as well as in traffic. The training also counts towards the 35 hours Driver Certificate of Professional Competence (DCPC) that professional drivers need to complete. A total of 12 free SUD courses were offered and promoted across the region to support the reduction of fatalities or serious injuries on our roads in 2016/17.

We continue to deliver on our award winning five point Cycle Crime action plan focusing on five key areas of enforcement, engagement, education, environment and evaluation to combat cycle theft at stations. Between April 2016 and March 2017, there were been 194 cycle thefts from stations in the region. Our intelligence-led operations, Love Your Bike sessions, free bike marking, CCTV security systems, online advice, subsidised D-locks, decoy tracker bikes and secure cycle hub parking contributed to keeping cycle crime relatively low in the region.

Cycling UK has recruited a community engagement officer to work with deprived communities across the West Midlands. Cycling UK is working directly with TfWM to help identify areas that could benefit from this work. The role involves working with communities to develop localised cycling clubs and promote cycling.

To improve local cycling awareness the Network West Midlands (NWM) website has been developed to become a central portal of information on cycling in the region. The pages contain information on local bike shops, cycle training, national cycling campaigns and activities, along with updates on cycle route improvement projects in the region.

Top Locations are organisations that have proven their ongoing commitment to cycling and walking. As part of the SNSC Travel Support Package, TfWM carried out assessments against a range of criteria and award either bronze, silver or gold Top Location status. Across the West Midlands 85 organisations currently hold Top Location status.

**SAFE URBAN DRIVING COURSES**

Our streetscape is evolving to encourage more walking and cycling, making it vital that we share our roads safely and respect the vulnerability of all road users. Safe Urban Driving Courses focus on vulnerable road users with a particular focus on cyclists. The practical ‘on-road’ cycle training element of the course gives bus and HGV drivers a ‘real life’ experience as to a cyclist’s perspective of riding on our roads, as well as in traffic. The training also counts towards the 35 hours Driver Certificate of Professional Competence (DCPC) that professional drivers need to complete. A total of 12 free SUD courses were offered and promoted across the region to support the reduction of fatalities or serious injuries on our roads in 2016/17.

**CYCLE MARKETING AND PROMOTION**

To improve local cycling awareness the Network West Midlands (NWM) website has been developed to become a central portal of information on cycling in the region. The pages contain information on local bike shops, cycle training, national cycling campaigns and activities, along with updates on cycle route improvement projects in the region.

**BIG BIKE REVIVAL**

Cycling UK has recruited a community engagement officer to work with deprived communities across the West Midlands. Cycling UK is working directly with TfWM to help identify areas that could benefit from this work. The role involves working with communities to develop localised cycling clubs and promote cycling.

---

**Source 1:** TfWM – Department for Transport, Local area walking and cycling in England: 2014 to 2015

**Source 2:** TfWM – Scheme Development, Sustainable Travel
INTRODUCTION

The West Midlands is at the heart of the road network which gives it a competitive advantage in terms of attracting and retaining businesses, with freight playing a huge part in the regional economy. As a fundamental element of the devolution plans, TfWM are investing in local infrastructure, ready for the arrival of HS2 and to ensure that goods and people are able to move seamlessly throughout the West Midlands. This factsheet provides an overview of the Key Route Network (KRN), and highlights recent trends in safety, condition, and traffic flow.

KEY ROUTE NETWORK

The West Midlands is at the heart of the road network which gives it a competitive advantage in terms of attracting and retaining businesses, with freight playing a huge part in the regional economy. As a fundamental element of the devolution plans, TfWM are investing in local infrastructure, ready for the arrival of HS2 and to ensure that goods and people are able to move seamlessly throughout the West Midlands. This factsheet provides an overview of the Key Route Network (KRN), and highlights recent trends in safety, condition, and traffic flow.

The identification and adoption of a designated West Midlands Key Route Network (KRN) provides the Combined Authority and its stakeholders greater ability to work together to maximise flows, minimise congestion along the strategically important parts of the West Midlands road network and improve customer experience.

The KRN is a 605km network of key highways across the West Midlands region representing approximately 7% of the non-trunk road network in the West Midlands and it carries approximately 50% of all car, public transport and freight journeys. The network serves the main strategic demand flows of people, goods and services across the metropolitan area, whilst also serving large local traffic flows and providing connections to the national Strategic Road Network.

The KRN will enable an efficient and resilient transport system to underpin the future economic success of the region by widening labour markets, unlocking development and supporting regeneration. A further critical function of the KRN is encouraging healthy travel choices through better integration across travel modes, including improving junctions where cycling and walking routes cross a main road. Closer co-operation with Highways England and neighbouring shire highway authorities will ensure that roads on the KRN which cross administrative boundaries will have improved collaborative planning.

As part of the mayoral dashboard reports, TfWM will be reporting on a number of metrics that concern the performance of the constituent parts of the KRN in order to identify potential issues and opportunities that can be addressed in order to improve performance whilst benchmarking the network against various criteria that will help inform where future investment priorities should be considered.
Recent years have seen a steady increase in the Average Annual Daily Flow (AADF) of traffic on the network. It is apparent from yearly data published by the Department for Transport that this increase has not been even across modes of transport. Car and taxi use as well as light goods vehicles have increased by 6.3% and 36.6% respectively since 2000, though this effect was dampened in the years immediately following the recession in 2008/09. Use of heavy goods vehicles did not change significantly over this period, while bus traffic flow declined by 32%. It should be noted that as these data do not include B roads and unclassified roads, the fall in bus traffic may be overstated. This trend also reversed in 2015-16, with 5% growth, indicating that the decline may have bottomed out.

Road safety data available from 2009 onwards indicate that this increase in traffic throughput has not coincided with an increase in road casualties, which have declined by 21%, from a peak of 10,099 in 2009 to 7950 last year. This includes a steep decline of 5% from 2015-2016, a year in which there was overall traffic growth.

As part of the mayoral dashboard reports, TfWM will be reporting on a number of metrics that concern the performance of the constituent parts of the KRN in order to identify potential issues and opportunities that can be addressed in order to improve performance whilst benchmarking the network against various criteria that will help inform where future investment priorities should be considered.

TRAFFIC FLOW AND SAFETY

Recent years have seen a steady increase in the Average Annual Daily Flow (AADF) of traffic on the network. It is apparent from yearly data published by the Department for Transport that this increase has not been even across modes of transport.

Car and taxi use as well as light goods vehicles have increased by 6.3% and 36.6% respectively since 2000, though this effect was dampened in the years immediately following the recession in 2008/09. Use of heavy goods vehicles did not change significantly over this period, while bus traffic flow declined by 32%. It should be noted that as these data do not include B roads and unclassified roads, the fall in bus traffic may be overstated. This trend also reversed in 2015-16, with 5% growth, indicating that the decline may have bottomed out.

Road safety data available from 2009 onwards indicate that this increase in traffic throughput has not coincided with an increase in road casualties, which have declined by 21%, from a peak of 10,099 in 2009 to 7950 last year. This includes a steep decline of 5% from 2015-2016, a year in which there was overall traffic growth.
CONGESTION

Growth in vehicle throughput has not always corresponded with increased congestion. Since 2007, vehicle speed through the main traffic arteries of Birmingham city centre has remained fairly constant, including at peak times.

However, there has been a steep decline in all-day average speed for bus traffic, falling 5.7% from 11.5mph to 10.8mph in the last ten years.

OUTSTANDING ROAD MAINTENANCE

There has been a considerable improvement in recent years to scheduled road maintenance, with a DfT data on principle and local roads maintained by the seven Local Authorities indicating a fall of 45% in the number of roads considered in need of maintenance, since 2007.

Source 1: Average Annual Daily Flow (2016)
Source 2: STATS19 (2016)
Source 4: DfT (2016/17)