

West Midlands Local Transport Plan

Making the Connections

Public
Consultation
Draft Strategy



Contents

04	LTP3 Strategy Consultation
04	LTP3 Process
06	Introduction
08	The Big Picture
09	What is LTP3?
10	The Structure of LTP3
10	The Strategy
10	Implementation Plan
12	Our Shared Vision
13	Delivering the Plan
13	Our Undertakings
14	The Context for LTP3
14	A Sense of Place
16	Black Country
19	Birmingham and Urban Solihull
22	Coventry
23	The Rural Area
24	Questions and Challenges
27	How LTP3 Can Help Us Meet These Challenges and Deliver Our Shared Vision
29	The 'Golden Thread': From Challenges to Strategy
33	What Key Outcomes Will LTP3 Deliver?
34	The Strategic Principles of LTP3
34	Smarter Management
35	Smarter Choices
35	Smarter Investment
36	The Objectives
38	From Objectives to Preferred Strategy

38	The Options
40	Option A
41	Option B
43	'Emphasis Options'
44	The Strategy
45	Long Term Theme 1: Transport asset management - a foundation for growth
46	Long Term Theme 2: Making best use of the highway network
51	Long Term Theme 3: Modal transfer and the creation of sustainable travel patterns
52	Long Term Theme 4: Regeneration, thriving centres and gateways
53	Long Term Theme 5: A rail and rapid transit network 'backbone for development'
56	Long Term Theme 6: Improved local accessibility and connectivity
57	Long Term Theme 7: Sustainable and efficient freight transport
58	Long Term Theme 8: Effective and reliable transport integration
59	Long Term Theme 9: Improved safety and security
60	Long Term Theme 10: Reduced carbon through new technologies
62	Sub-Area Approaches
62	Black Country
63	Birmingham/Urban Solihull
63	Coventry
63	The Rural Area
64	Links to the Implementation Plan
65	Policies
75	Initiatives Evaluation
76	Finance and Funding
78	Governance
82	Risk
86	Monitoring
90	Concluding Remarks

LTP3 Strategy Consultation

The West Midlands Local Transport Plan 3 (LTP3) is a statutory document, which, when approved, will set out the transport strategy and policies for the West Midlands Metropolitan Area to 2026, including a detailed delivery programme for the first five years (2011 – 2016).

The LTP3 Process

We are preparing the Plan in three clear and distinct parts:

- **Vision and Issues**
- **LTP3 – Strategy (to 2026)**
- **LTP3 – Implementation Plan One (2011-2016)**

Vision and Issues

We considered it appropriate to start the LTP3 process by seeking views on the Draft Vision, and to ask for suggestions for the key issues LTP3 needed to address. We did this over a 14-week period from 25 September to 18 December 2009.

Whilst we were not required by Department for Transport (DfT) guidance to undertake this stage, we believed it was beneficial to ensure we had early stakeholder and public contributions and ensure we were fully aware of these concerns and issues from the outset. This has proven to be so. The comments and views of respondents to the Vision and Issues stage have been fully taken into account in formulating the Draft Strategy.

This initial engagement and consultation stage set the framework for this next stage, which combines consultation on the Draft Strategy (2011–2026) and Implementation Plan One (2011–2016).

The LTP3 Consultation Process

Formal consultation on the Draft LTP3 Strategy and Implementation Plan One is being held over a 9 week period, from Monday 29th November 2010 to Monday 31st January 2011.

During this period, meetings will be held with key stakeholders, and a series of public engagement events will be held.

Full details of the consultation process, the dates and venues of events, and downloadable copies of all documents, including Response Forms, can be found at the LTP3 Website:

www.westmidlandsltp.gov.uk/formalconsultation

Further information can also be obtained by emailing ltp3@centro.org.uk

Once this consultation has been completed, all responses and comments will be considered and taken into account when preparing the final Strategy document and Implementation Plan One.

It is anticipated that these final documents will be approved in March 2011, with them becoming operative on 1st April 2011.

This consultation draft has been prepared in a period of national policy and strategy development and reflects national policy as of 10th November 2010.

1: Introduction

This Local Transport Plan is subtitled ‘Making the Connections.’ It encompasses the three approaches that are most important about our Third Local Transport Plan.

Firstly, it is about making the important connections at various levels, including:

- The Coalition Government’s emerging national priorities and the drive for localism
- The aspirations of the public and private sectors
- Transport and economic, spatial, health and social policy
- The ‘Big Society’ and community aspirations
- Ourselves, our partners and stakeholders
- Businesses and their workforces and markets
- Making the connection between low carbon-based growth and the potential for new jobs and economic prosperity
- Connecting centres within the Metropolitan Area and connecting the West Midlands region, nationally and internationally and, of course
- People and their everyday travel needs

Secondly, it is about facilitating the growth of the economy by supporting increased employment, helping address the output gap and providing for major housing growth to meet our demographic needs.

Thirdly, LTP3 is about how transport can make a real difference over the next 15 years in moving to a low carbon economy and helping to deliver our economic, environmental and social aspirations.

Transport is not an end in itself. At its best, it is a series of efficient networks that support the everyday needs of people, businesses and organisations as they strive to meet their work and personal objectives. Consequently, this is more than just a Local Transport Plan - It sets out how transport will play its part in the transformation of the Metropolitan Area’s economy over the medium to long-term, and how this will bring real benefits in terms of economic revival and quality of life.

Travel and transport are essential to almost every aspect of our daily lives. We travel to get to school or work, to meet family and friends, to go shopping, to watch our favourite football team, or to get to the cinema or our place of worship.

The goods we buy in shops and the raw materials used in factories all have to be transported. In fact, very little happens without us needing to walk, cycle, ride or drive, or use a car, bus, train, plane or lorry. There are also networks for the distribution of water, power and communications, all of which are crucial to our daily lives. Transport is therefore a key to economic prosperity.

We all want a better quality of life. But as each of us travels, we can create problems for other travellers, local residents and businesses, and for the environment as a whole. We therefore face huge challenges in improving travel for everyone, without at the same time creating congestion, noise or pollution that can adversely affect each of us. The current period of austerity means that there will be less public investment in transport than has been historically the case, certainly in the early years of this Local Transport Plan.

Rather than undermine the need for an LTP3, this situation places even greater importance on the Metropolitan Area having a clear, well thought-out approach, which provides a sound and robust basis for determining priorities, ensuring maximum value for money and finding new ways to solve transport problems.

Transport infrastructure is a major asset, which needs to be maintained to allow the safe and efficient movement of people and goods across the Midlands. The Metropolitan Area requires major investment to ensure that infrastructure is maintained to a standard expected by the travelling public, both to reduce delays and to allow access to all parts of the network without incident.

The Big Picture

The West Midlands Metropolitan Area lies at the geographical centre of England. It has been badly affected by the recent recession, resulting in some of the highest levels of unemployment in the UK. Over most of the area, productivity has been falling for some years; this decline was exacerbated by the recession, creating a current output gap estimated at £15bn across the region, compared to other regions of the country.

There is broad agreement between the Local Authorities, government agencies, the business sector and the ITA that tackling the weaknesses in the metropolitan economy and creating the conditions for revival, growth and prosperity is our top priority. Improved infrastructure has a vital part to play in creating those conditions whether it be to secure energy supplies, develop communications such as broadband, or the creation and maintenance of an effective and efficient transport network, to enable people to get to and from work and move goods.

Much work has been done across the region in the areas of economic development, inward investment, skills, innovation, planning, housing, social cohesion and transport, to create a co-ordinated and integrated response

to the challenges we face. LTP3, with a long-term horizon of 15 years, is a vital part of this big picture and helps create and sustain the transport conditions necessary to support growth, development and regeneration.

LTP3 seeks to tackle the issues from the viewpoint of the needs of people and business, focussing on how and why people make their journeys and what can be done to make them easier, quicker and more pleasant. Providing the right transport, at the right time and in the right place, is key to helping people meet their everyday needs and to support business, which relies on employees and customers.

LTP3 will enable everyone, including Government, to understand the issues we face, to appreciate the opportunities for positive change, and to see how both individually and collectively how we can all play a part in making the West Midlands Metropolitan Area a better place in which to live, work and enjoy life.

What Is LTP3?

A Local Transport Plan sets out a vision for an area; it analyses travel problems and opportunities, and then sets clear objectives, policies and targets. It also includes a programme of integrated transport and maintenance capital schemes that will help to achieve these targets, and provides the basis for gaining Government approval for major schemes (those that cost more than £5 million).

Transport networks cross administrative boundaries, as do travel-to-work patterns. Therefore, LTP3 has been prepared for the entire Metropolitan Area, which comprises the Metropolitan Districts of Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall and Wolverhampton. We have also worked closely with surrounding Local Authorities and other transport-related providers, operators and interest groups, as well as the business community. LTP3 is therefore a policy document developed in co-operation with local transport interests, in line with the Transport Act 2008.

The West Midlands Integrated Transport Authority (WMITA), which acts through its implementing agent, Centro, has the statutory duty to prepare and approve LTP3. Delivery of the policies, projects and programmes set out in LTP3 is, however, only possible with the active co-operation and involvement of a wide range of partners, stakeholders and interest groups.

LTP3 deals with investment in and management of local transport networks. Responsibility for investment in motorways, trunk roads and strategic rail schemes lies with Government bodies such as the Highways Agency and Network Rail. In order to achieve an integrated approach, therefore, LTP3 has been prepared in close co-operation with these organisations.

10

The Structure of LTP3

LTP3 will be in two parts:

- **The Strategy – covering the 15-year period 2011 - 2026**
- **Implementation Plan One – which details how we will deliver the first five years of the Strategy (2011-2016)**

LTP3 – Strategy

This contains the Vision and Objectives, and sets out the overall Strategy and the detailed policies required to deliver that Strategy.

It covers the 15-year period 2011-2026. It is a continuation of a regional and Metropolitan process that has produced the Regional Transport Priorities, Regional Funding Advice, the development of Smarter Choices and our Sustainable Travel Cities submission, as well as the development of Core Strategies by the Metropolitan District Councils. It also reflects the aspirations of the emergent Local Enterprise Partnerships.

Our strategic options are, to a considerable extent, already pre-determined by these earlier initiatives and policy choices. However, LTP3 places a clear emphasis on delivering what we are already committed to, moving further away from new road construction towards the development of smarter travel choices, and the better management and maintenance of our existing networks, for both public and private transport modes.

We are undertaking consultation and engagement on the Draft LTP3 Strategy, alongside the Draft Implementation Plan One. Approval of the final document, as a whole, will follow in March 2011.

LTP3 – Implementation Plan One (2011 – 2012)

Implementation Plan One of LTP3 contains our programme for delivering the strategy, and a further series of Implementation Plans will be developed as a rolling programme, throughout the 15-year period. The Implementation Plan of LTP3 identifies funding sources, and makes detailed proposals for investment.

It is essential that we measure and monitor progress made in delivering the Strategy. Therefore, Implementation Plans will ultimately contain five-year targets, with trajectories that stretch beyond this period. These will be closely monitored to ensure we make progress towards achieving the goals set out in the Strategy.

Implementation Plan One covers the five-year period 2011-2016 and has a single purpose - to set out proposals for how, when and where specific aspects of the LTP3 Strategy will be delivered.

Local Transport Plan 3 (LTP3) development is occurring in a period of significant policy and funding uncertainty. In relation to Implementation Plans, indicative fundings levels for 2011/12 to 2014/15 have been provided by the Government's Comprehensive Spending Review (CSR) on 20th October 2010. However, the final levels will not be known in detail until subsequent Department for Transport Local Transport Funding Settlement advice is received by the West Midlands Metropolitan Authorities in December 2010.

In addition, the emerging proposals for Local Enterprise Partnerships (LEPs) and on-going Transport Governance Reviews mean that governance, funding and requirements for transport may change from April 2012. This draft first Implementation Plan (IP One), has therefore been developed based on anticipated funding availability, and continuation of the current funding distribution arrangements during the period 2011/12-2015/16. These will be revised as appropriate in early 2011, to reflect the Local Transport Funding Settlement advice referred to above. Additionally, Government has recently

consulted on the appropriateness of the current funding level determination methodologies, and the distribution arrangements for both Integrated Transport and Highway Maintenance funding. This may result in future changes in approach during the life of this Plan.

Consequently, this document outlines draft proposals for consultation to allow the start of delivery of the LTP3 Strategy through Implementation Plan One, and identifies provisional proposals for further progress through subsequent Implementation Plans. Our approach to the Second Implementation Plan (IP2) (and subsequent Plans beyond that) will be informed by the outcome of the above, reflecting any emerging changes to national transport policy and governance, which, it is anticipated, will be known by April 2011.

2: Our Shared Vision

The starting point for LTP3 has been the development of a clear Shared Vision, which sets out what we want the Metropolitan Area to be like at the end of the LTP3 period, and how we see LTP3 making a positive and integral contribution to that change.

The Shared Vision is based on the fundamental belief that transport is not a means to itself, but a vital function which will help achieve our partners' wider policy objectives for the development of the Metropolitan Area and, in particular, to help stimulate and grow the economy in low-carbon ways to assist regional and national recovery.

Our Shared Vision is:

'To make the West Midlands Metropolitan Area more prosperous, healthier and safer, offering a high quality and attractive environment where people will choose to live, work and visit, and where businesses thrive and attract inward investment.'

We will do this by offering sustainable travel and transport choices with improved connectivity within and between the whole range of centres,

large and small, which make up the Metropolitan Area. Improved technology and local accessibility will reduce the need to travel, whilst supporting economic growth, within a low carbon environment.

By improving our transport system we will work towards equal opportunity for everyone to gain access to services and facilities, reflecting our strong ethnic and cultural diversity, positively building on this distinct competitive and social advantage.

As the Area continues to develop its role as the economic and service hub for the West Midlands Region, so the Plan will develop a sustainable transport system that takes full account of its location at the Heart of England.'

This Shared Vision builds on national transport goals and applies them to the particular circumstances of the West Midlands Metropolitan Area:

- Supporting economic growth, reflecting the Area's major contribution to the regional and national economies
- Tackling climate change
- Is safe, secure and healthy
- Presenting equality of opportunity to all, in an area of wide cultural and ethnic diversity, and
- Enhancing our health, quality of life and the built environment

Our Shared Vision is consistent with the approach which the region and the Local Authorities have taken towards regeneration and urban renaissance, and in drawing up the Regional Transport Priorities which are required to deliver sustainable physical and economic growth

Delivering the Plan

Our Shared Vision for the Metropolitan Area in 2026 is comprehensive and ambitious and, we believe, realistic given the current economic situation. Consequently, LTP3 does not shy away from setting out the challenging policies and proposals that are necessary to deliver that Shared Vision. This requires innovative approaches to funding and programme development, and close co-operation and partnership working. It is particularly important to ensure a joined-up approach between transport and spatial planning, as the latter is often a key delivery mechanism for LTP3's proposals.

The ITA and Local Authorities cannot deliver LTP3 alone, so we will implement many policies and proposals in partnership with our broad range of stakeholders - including Central Government, Local Strategic Partnerships, Local Enterprise Partnerships, Business, freight operators, environmental and other interest groups, public transport operators, plus cycling and walking groups.

As much of our approach focuses on Smarter Choices and lifestyle changes, delivering LTP3 also needs the active help and co-operation of the public and special interest groups.

A partnership approach is essential to ensure we make the most effective and co-ordinated use of the Area's limited financial resources, and to reflect the over-arching principle that transport is an outcome of all the other activities taking place in the area, rather than simply a means in itself

Our Undertakings

Our Shared Vision is underpinned by fundamental commitments on our behalf. These are as follows:

- **We seek to deliver what we promise, where this lies within our direct control**
- **We will use our influence and persuasion to ensure delivery of those elements of LTP3 that lie outside our direct control**
- **We will demonstrate the best use of available funding**
- **We will secure support for our LTP3 programmes from our partners and stakeholders, including Central Government**
- **We will display good governance and stewardship of resources at all times**

3: The Context for LTP3

A Sense of Place

The Metropolitan Area ('the Area') comprises the cities of Birmingham, Coventry and Wolverhampton and the boroughs of Dudley, Sandwell, Solihull and Walsall. Taken together, these form the largest urban area in the country outside London. The Area also lies at the geographical centre of England and at the heart of the West Midlands Region - England's only completely land-locked region.

The Area is home to some 2.6 million people and it is one of the most ethnically and culturally diverse parts of the country. Like the rest of the country it has an aging population overall, though Birmingham itself has a very young age profile.

Since the Industrial Revolution, the Area has been the centre of the UK's manufacturing industry, bringing it wealth and international prestige. During the 20th Century it was the focus of Britain's automotive, aircraft, machine tool and other metal-based industries. Much of this was due to the readily available minerals and coal resources in or adjacent to the Metropolitan Area.

Over the last 30 years, the Area has lost thousands of manufacturing and mining jobs due to globalisation and other factors. However, economic restructuring has created employment in the service and logistics sectors. The recent recession has, however, led to significant

overall increases in unemployment, compounding the historical problem of low levels of skills within the workforce compared to many other regions of the country.

The region's output gap compared to the average for other English regions, measured in Gross Added Value (GVA), has been increasing, and is now estimated to be around £15 billion per annum. As the economic heart of the region, the Area has a major role to play in helping to reduce this gap, and in re-establishing the region as a major economic driver of the national economy. There is, therefore, a regional competitiveness issue to address, within the context of national economic recovery. Transport has a key role to play in this challenge.

The Area lies at the hub of many of the country's transport networks, including rail, motorway/trunk roads, freight and air travel via Birmingham Airport (BA). It is crossed by two Trans-European Routes and has one of the most extensive canal networks in the UK, focused on the Black Country and Birmingham.

The area can justifiably be called 'the Crossroads of England' with these networks being crucial to the effective movement of people and freight nationally and internationally.

Many of these networks are, however, near or at capacity and are frequently subject to congestion,

which in turn increases journey times. This places additional costs on business, which then adversely affects the region's productivity and output, to the disadvantage of both national and regional economies. A 'vicious circle' is therefore created by these capacity issues, which have a negative impact on the area's underlying competitiveness and its attractiveness as a location for future inward investment.

Although the individual parts of the Metropolitan Area have much in common, there are areas of marked physical, social and economic contrasts. Coventry and Solihull score well in terms of their GVA, but the Black Country scores significantly below the regional and national average, contributing disproportionately to the productivity gap. LTP3 must provide transport policies to help the Black Country reduce this.

As the major regional centre for jobs, education, culture and shopping, the Area attracts workers and visitors from far and wide, but in particular from a 'necklace' of communities around the Metropolitan Area. These include market towns such as Shrewsbury, Worcester, Lichfield, Bromsgrove, Nuneaton/Bedworth and Warwick/Leamington, and also former New and Expanded Towns such as Telford, Redditch and Tamworth, all of which lie within the Metropolitan Travel to Work Area.

In preparing LTP3, we have worked closely with the neighbouring Shire County Councils to ensure a 'joined-up' and complementary approach to the issues that affect the Travel to Work Areas lying immediately next to the Metropolitan Area, whose prosperity is fundamentally linked with that of the conurbation, and of Coventry.

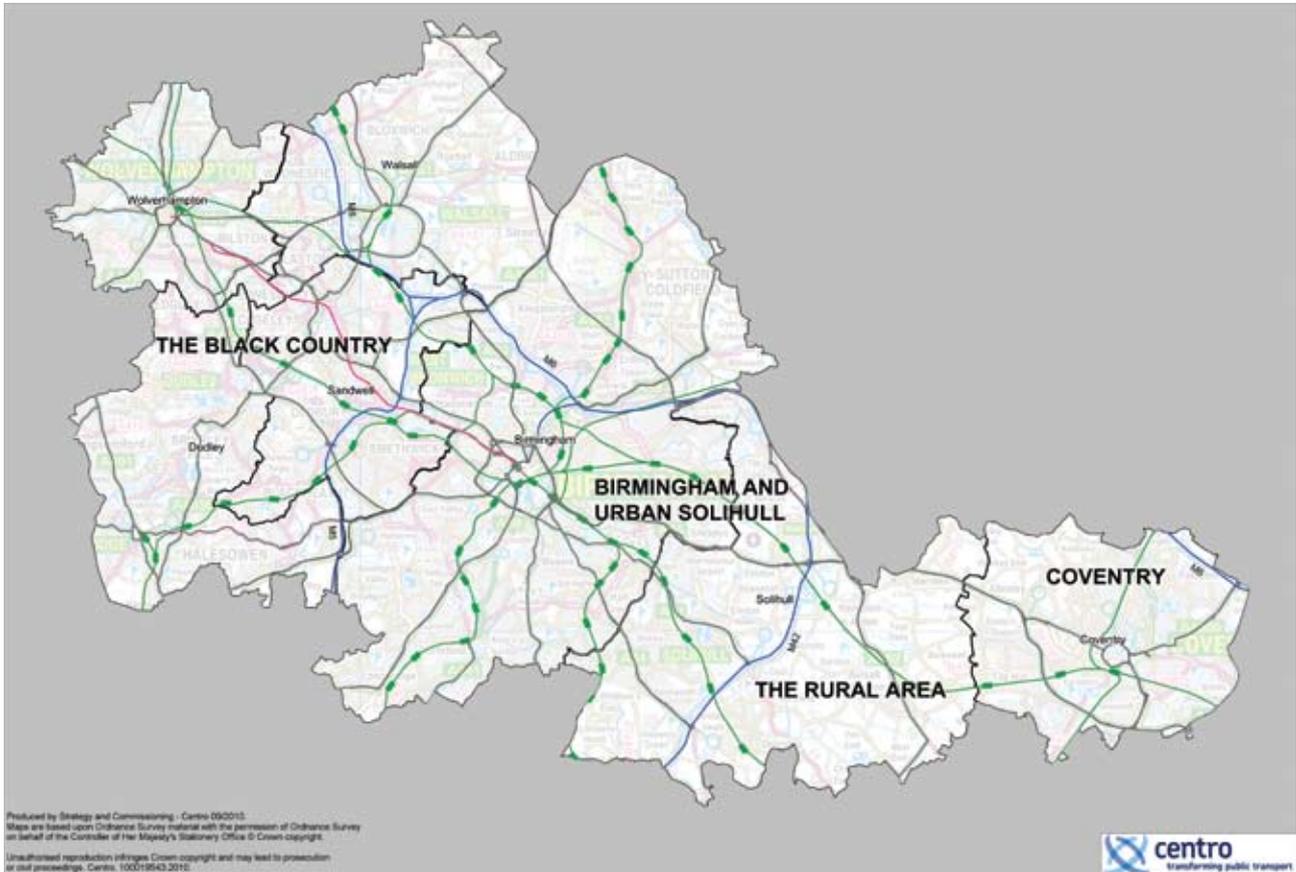
Physically, the Metropolitan Area is not a single, continuous urban area. It is made up of many individual centres of differing population, size and character. These sub-areas have quite varied characters and, therefore, different transport needs.

This lack of consistency presents additional challenges. It is important to recognise these characteristics, because different areas require different interventions to achieve the same policy goals. LTP3 seeks to develop bespoke solutions, within a consistent and clear overall policy context.

Broadly speaking, the Metropolitan Area comprises four sub-areas, each with its own distinctive set of relationships with its hinterland in the adjacent Metropolitan Districts, Unitaries and Shire Counties. These sub-areas are:

- **The Black Country**
- **Birmingham and Urban Solihull**
- **Coventry**
- **The Rural Area**

The West Midlands Metropolitan Area



Black Country

The Black Country lies on the western side of the Metropolitan Area, and comprises the boroughs of Dudley, Sandwell and Walsall and the City of Wolverhampton. There are some 440,000 households and, after years of decline due largely to out-migration, the population has started to increase again. The total now stands at 1,080,000, of which some 15% are from Black and Ethnic Minority (BME) origins.

The Black Country was the cradle of the Industrial Revolution, leading to a rapid expansion of many

villages and communities, often with their own industrial specialism, creating what is now a dense and almost continuous urban area, with a very complex spatial pattern.

Today, there are some 25 towns, and 4 'Strategic Centres' (as defined in the emerging Black Country Joint Core Strategy):

- **Brierley Hill**
- **Walsall**
- **West Bromwich**
- **Wolverhampton**

The density of the area and the large number of individual centres has created complex movement patterns and a particularly intricate transport network. Travel to Work relationships with Birmingham, as well as with parts of Worcestershire, Staffordshire, Shropshire and Telford & Wrekin, add to this and produces a particularly challenging situation for LTP3 to address.

The decline of the Area's manufacturing and mining industries in the latter part of the 20th Century has resulted in parts of the Area having amongst the highest indices of deprivation in the country, with a low skills base and a resultant low level of economic activity. Being the most deprived part of the region leads to specific transport needs, often resulting in a high level of reliance, both economically and socially, on public transport. This clearly means specific challenges for LTP3.

The Black Country has some of the lowest levels of economic activity within the region, but it also the second largest population. Therefore, achieving economic growth within the Black Country is seen as a major objective if the regional productivity gap is to be narrowed. It is rightly the focus for considerable local, regional and national activity to address the underlying causes of these gaps.

The Regional Spatial Strategy (through the Phase One Review), the Black Country Study and the Black Country Strategy for Growth and Competitiveness all supported the undeniable case for the regeneration and growth of the Black Country to reverse years of decline.

Although Government has revoked Regional Spatial Strategies as a planning tool, the principles of urban renaissance established by the RSS process, and the growth levels sought by the Black Country Authorities (set out further in the emerging Black Country Joint Core Strategy) remain relevant and form a key part of the evidence base for this LTP3 Strategy.

The Area is also a focus for intervention through 'Connecting to Success', the Regional Economic Strategy, by addressing multiple market failure through the establishment of the Black Country Regeneration Zone and the Wolverhampton-Telford Technology Corridor.

The Homes and Communities Agency (HCA) supports housing renewal via Urban Living (the Birmingham/Sandwell Housing Market Renewal Area), and the Black Country Spine is one of the Regional Transport Priorities.

The whole of the Black Country area is designated a Growth Point, and seven out of the 20 Impact Investment Locations (IILs) are wholly or partly within the Black Country:

- **Bilston Urban Village**
- **Dudley Town Centre/Brierley Hill**
- **Icknield Loop/Birmingham-Sandwell Western Corridor (part)**
- **i54 (part)**
- **Walsall Waterfront/Housing Regeneration**
- **West Bromwich Town Centre**
- **Wolverhampton City Centre**

18

Car ownership levels vary across the four Boroughs. This is indicated in the tables below, showing car ownership across the whole Metropolitan Area:

Growth in Car Ownership in the Region (DFT statistics)

	2000			2007		
Household car ownership	0	1	2+	0	1	2+
West Midlands region	25%	45%	29%	21%	42%	37%

2001 Census Household Car Ownership

	0	1	2+
Birmingham	38.5%	41.7%	19.8%
Coventry	33.1%	44.2%	22.7%
Dudley	25.3%	43.2%	31.5%
Sandwell	37.5%	43.2%	19.3%
Solihull	20.6%	41.0%	38.4%
Walsall	31.0%	42.8%	26.2%
Wolverhampton	35.2%	42.9%	21.9%

2001 Census Mode of Travel to Work

	Car driver	Car Passenger	Public Transport	Walk	Bicycle	Other
Birmingham	51.8%	6.2%	22.8%	8.8%	1.4%	9.0%
Coventry	56.7%	8.4%	13.3%	10.7%	2.8%	8.1%
Dudley	63.4%	7.5%	10.1%	8.6%	1.3%	9.1%
Sandwell	54.4%	8.0%	17.2%	10.3%	1.7%	8.4%
Solihull	62.9%	5.7%	13.7%	5.7%	1.5%	10.5%
Solihull urban	61.1%	6.1%	15.1%	6.2%	1.8%	9.7%
Solihull rural*	67.5%	4.7%	9.9%	4.2%	1.0%	12.7%
Walsall	58.4%	7.7%	12.9%	10.0%	2.0%	9.0%
Wolverhampton	55.0%	7.4%	15.6%	10.1%	2.7%	9.2%
Met Area	56.2%	7.0%	16.9%	9.1%	1.8%	9.0%

*Solihull rural is the five wards of Bickenhill, Blythe, Dorridge & Hockley Heath, Knowle and Meriden

Birmingham and Urban Solihull

Birmingham and the urban part of Solihull lie at the geographical centre of the Area, with Birmingham being both the region's principal city and the largest outside London. The sub-area has a population of over 1.15m, with just over 1m living within Birmingham itself. Birmingham seeks to be a global city and its importance to both the regional economy and that of the country as a whole cannot be overstated. This must be reflected in the LTP3 Strategy, if the fundamental objective of securing economic growth for the Metropolitan Area as a whole, and thus for the region, is to be achieved.

Birmingham has a long history of manufacturing and, along with the Black Country, was at the centre of the industrial revolution. Its economic base was built on a wide range of metal-based industries and it became known as 'the city of a thousand trades' and 'the workshop of the world.'

In the 20th Century, it became associated with the automotive industry and chocolate manufacture, being home to major international brands such as Dunlop at Fort Dunlop and the Mini at Longbridge. It is still the home of Cadbury at Bournville. Top range vehicle manufacture continues at Jaguar in Castle Bromwich and at Land Rover in Solihull.

Whilst manufacturing continues to employ thousands of people, its relative decline over

recent decades has, to some extent, been offset by the development of high technology research and development, financial, banking and professional services, and by expansion of the higher education sector. The latter is focused on the Universities of Aston, Birmingham and Birmingham City. Birmingham Business Park and Blythe Valley Business Park, both located in Solihull Borough, provide modern, high quality office and headquarters facilities.

Birmingham city centre has the largest concentration of highly skilled and highly paid jobs outside London and the South East, and is the leading regional retail centre. It is the location of many nationally important facilities, including the International Convention Centre, Symphony Hall, recently refurbished Birmingham Town Hall and the multi-purpose National Indoor Arena, together with several major art galleries and museums.

Solihull town centre, which includes the Touchwood and John Lewis shopping developments, fulfils an important sub-regional retail role. Major national and regional assets are located in the north of the Borough, close to the M42, including the National Exhibition Centre, recently expanded LG Arena, Birmingham Airport and Birmingham International main line rail station.

20

The East Birmingham/North Solihull Regeneration scheme is a £1.8bn project to improve the lives of over 40,000 residents, through new and refurbished housing, new primary schools and village centres, and transport, connectivity and green space improvements. Although progress has been slowed by the recession, it remains a priority for the Regeneration Partnership.

The sub-area is one of great contrasts, with high quality and affluent suburbs in such places as Sutton Coldfield, Edgbaston, Bournville and Solihull, which contrast sharply with some of the most serious deprivation in the country.

The scale of regeneration needed to achieve renaissance, and to secure sustainable growth in households and jobs, is demonstrated by the scope of various initiatives, which focus on this part of the Metropolitan Area. Growth, in the main, will be focused in:

- **Birmingham city centre (in accordance with Birmingham's Big City Plan)**
- **The Western Growth Corridor linking in to Sandwell**
- **South West Birmingham focusing on Longbridge**
- **The East Birmingham Corridor linking in to North Solihull**

Six Impact Investment Locations are located within the sub-area:

- **BA Runway Extension/A45 Relocation**
- **Birmingham Eastside**
- **Icknield Port Loop/Birmingham Sandwell Western Corridor**
- **Longbridge/South West Birmingham Corridor**
- **New Street Station**
- **North Solihull Regeneration.**

The sub-area is ringed by a motorway box, comprising the M5, M6 and M42, all of which are subject to congestion, particularly at the junctions on the M5 and M42. The A38(M) provides a link from the M6 to Birmingham city centre.

Outside the Area, immediately to the north, is the M6 Toll. This provides a privately funded congestion-free alternative to the M6. The primary route network, including the A38, A41, A45, A34, and A435 is essentially radial in nature, reflecting the historic development of Birmingham and its links with Solihull and the Black Country.

This central part of the Metropolitan Area is also at the hub of the national rail network, with several main and suburban lines converging on Birmingham city centre, in particular at New Street Station, which is the busiest station in the country outside London and currently the subject of the £600 million 'Birmingham Gateway' redevelopment project. Initial proposals for High Speed Rail 2 (HS2) include a new station at Curzon Street in the city centre.

Birmingham city centre has two other principal stations - Birmingham Snow Hill and Birmingham Moor Street. The latter is currently the subject of major investment by rail operator Chiltern, which will open additional track and platform capacity by late 2010, significantly reducing journey times to London Marylebone.

Solihull is a principal station on the Chiltern Line and it meets both inward and outward commuting needs. It will also benefit from the reduced journey times to London Marylebone from late 2010.

Birmingham Airport (BA), the fifth largest in the UK, is located in Solihull, close to the junction of the M42 and A45 and is served, along with the NEC and LG Arena, by Birmingham International Station on the West Coast Main Line (WCML). The ANITA project, currently being implemented, will improve public transport access to BA, the NEC and International station. Initial proposals for HS2 include provision of a new station to serve BA/NEC, located in this area. This will present challenges in terms of connectivity and access, as well as the sensitive Green Belt location.

Birmingham's canals, along with those of the Black Country, the Coventry Canal and the Grand Union Canal in Solihull, still comprise one of the most extensive waterway networks in the world. Used principally these days for leisure purposes and providing an extensive network of towpath walkways, they also offer limited opportunities to move certain types of freight in a sustainable way, over short distances, as well as for further development as routes for active travel modes such as cycling and walking.

The Midland Metro provides a rapid transit route from Birmingham Snow Hill to Wolverhampton city centre, with 23 stations on the single line, serving a wide catchment in western Birmingham, West Bromwich/Sandwell and Wolverhampton. Proposals to extend the Metro line within Birmingham City Centre, to link with the redeveloped New Street Station (Birmingham Gateway), have been accepted in principle by Government, subject to funding availability.

Car ownership levels vary significantly across Birmingham and Solihull, with parts of Birmingham being well below the national average and parts of Solihull being significantly above. This, together with the availability of rail, bus or Metro services significantly affects the journey to work choice.

The importance of the transport network in the central part of the West Midlands, both regionally and nationally, is reflected in the DaSTS study 'Access to Birmingham,' currently being undertaken by consultants on behalf of the DfT.

Coventry

The City of Coventry forms the eastern boundary of the Metropolitan Area and is a free standing city, separated from the rest of the conurbation by an extensive Green Belt known as the Meriden Gap. Following years of decline, its population has stabilised and is now increasing, currently standing at about 306,000.

From the Middle Ages, Coventry has been a centre for manufacturing. Historically, it has shown remarkable resilience to changing markets, moving from ribbon weaving to watch making to bicycles and more recently to the automotive and machine tool industries.

The rapid decline in the manufacturing and coal mining sectors during the 1980s and 1990s led to a determined effort to diversify the economy, with a focus on company HQs, education and health facilities, high technology manufacturing and research and development. The city now has more people in employment than in the 1970s, when the population was at its peak.

Coventry City Council is reviewing its draft Core Strategy with the aim of meeting people's needs, notably in housing and employment. However, it is not expected to support greenfield development as set out in the revoked RSS Phase 2 Revision.

Although Coventry, together with Warwickshire and Solihull, has the highest GVA in the region, there are still significant pockets of deprivation. These are mainly focused in the northern part of the city, and in some peripheral housing estates.

The city is the beneficiary of proposals supported by the HCA for the comprehensive redevelopment of much of Wood End, Henley Green and Manor Farm New Deal for Communities area.

The city is a Growth Point, and proposes major redevelopment of the city centre, including the Station and Swanswell Areas.

Two ILLs are located in or adjacent to the city:

- **Coventry City Centre/North**
- **Ansty**

Coventry has a reasonably traditional urban structure, with a central hub (the Ring Road around the City Centre) and a series of 'spokes' comprising major radial roads, but with routes of national importance superimposed on

them. These comprise the M6/M69 junction to the north, the A46 to the east and the highly urbanised A45 to the south.

Significant investment has been undertaken to upgrade the city's bus network through the PrimeLines project, which has resulted in increased bus patronage. The rail network includes the West Coast Main Line, with stations at the city centre, Canley and Tile Hill, and a north-south line to Nuneaton and Leamington Spa, the development of which, with additional stations, has been a long-term ambition. One of the Regional DaSTS studies, 'Improving Connectivity in the Coventry North/South Corridor,' is investigating options to deal with growth proposals and the associated transport issues in this key corridor.

Car ownership varies across the city and, overall, is below the national average. This places increased importance on further development of the local bus and rail network.

The Rural Area

This is located between the eastern edge of urban Solihull, broadly defined by the line of the M42, and the western edge of Coventry. This is known as the 'Meriden Gap', the majority of which is designated Green Belt. This has been strongly protected over the years, to prevent the merging of the conurbation with Coventry. There is also a significant area of countryside within the M42, south of the Solihull urban area, including the new settlement of Dickens Heath.

The area has a pleasant rural character with the eastern areas forming part of the Ancient Arden Landscape. It is characterised by a pattern of small settlements, with a few significantly larger villages such as Hockley Heath, Knowle, Dorridge, Balsall Common and Henley in Arden. The rural area is generally very affluent, having some of the highest household incomes in the region.

The Area is covered by the Coventry/Solihull/Warwickshire High Technology Corridor, although the opportunity for large-scale development is severely restricted due to the Green Belt status.

The area is crossed by a number of national and regional highway routes, including the A45, A452 and M42 on its western edge, and several rail routes, principally the WCML and Chiltern Line. The WCML has stations at Berkswell and Henley in Arden and others on the edge of the area at Tile Hill in Coventry and Birmingham International, whilst Dorridge Station is on the Chiltern Line. All are used for commuting into Birmingham, Coventry and wider afield. The area has one of the highest car ownership rates in the region with many residents commuting to work by car.

Questions and Challenges

Arising from the above analysis, the overall strengths and threats for the Metropolitan Area, over the LTP3 period and beyond, are summarised in the Table below:

Strengths & Opportunities	Risks & Threats
<p>Central location at the hub of major national transport networks including rail and motorways – a challenge is to maximise this locational advantage</p>	<p>High levels of congestion and service overcrowding diminishes location advantages. Failure to invest in infrastructure maintenance will cause a decline in network availability and reduce the attractiveness of the Area for inward investment</p>
<p>Strong regional policy and evidence base which acknowledges the importance of the Area in spatial, economic and social terms</p>	<p>Current economic difficulties may delay essential investment required to deliver growth and economic goals</p>
<p>‘Connecting to Success’ is the first low carbon regional economic strategy, supported by Government and European Union investment to make the Metropolitan Area a Low Carbon Economic Area.</p>	<p>Per capita CO2 emissions in the Metropolitan Area are better than the national average and showing signs of small reductions. The growth agenda could undermine this progress if it results in significant increases in private car journeys.</p>

Strengths & Opportunities	Risks & Threats
<p>Birmingham's status as a global city, and the Area's many national and regional assets such as NIA, ICC, NEC and LG Arena.</p>	<p>Improvement of transport networks required to improve accessibility and maximise the economic benefits of the Second City and the Area's assets.</p>
<p>Home to many famous manufacturing brands, and successful record in economic diversity.</p>	<p>Black Country less successful in diversifying the economy with 18% of workforce in manufacturing compared to 11% nationally. Skills shortage with significantly higher proportion of population with no qualifications (37%) compared to England and Wales (29%)</p>
<p>Birmingham's relatively young and dynamic population.</p>	<p>Although slightly younger population overall than England and Wales, age profile is increasing with changing demands on services and transport provision.</p>
<p>Redevelopment of New Street Station underway to create major regional gateway.</p>	<p>Maximisation of benefit for the Area and the region requires complimentary improvements in rail capacity and improved accessibility and connectivity.</p>
<p>High Speed 2 has significant potential to improve Area's competitiveness and productivity.</p>	<p>Firm decisions are still awaited on route and station locations and benefits are some years away. However, it is important to take early steps to ensure that the whole of the Metropolitan Area and the rest of the Region will gain real benefits.</p>
<p>Extensive local transport networks (suburban rail, metro and bus) provide the basis for an integrated and sustainable transport system, supporting growth and regeneration.</p>	<p>Gaps in networks (physical and service quality) need to be addressed to increase accessibility and connectivity, particularly in respect of rapid transit in Birmingham, the Black Country and Solihull, along with infrastructure maintenance and improvement.</p>

Strengths & Opportunities	Risks & Threats
<p>The Area's polycentric structure, with Birmingham at its heart, comprises centres with individual roles, which are the focus for regeneration.</p>	<p>Failure to provide effective connectivity between centres and to national transport networks limits contributions to productivity and economic recovery.</p>
<p>Birmingham Airport, the fifth busiest in the UK, with proposals for a runway extension and associated infrastructure, is a major economic asset in terms of international competitiveness.</p>	<p>Timescales for the runway extension and infrastructure works are currently unclear, due to the economic situation.</p>
<p>The majority of planned growth in the Area is on brownfield land, minimising adverse effects on the environment and requirement for brand new infrastructure.</p>	<p>Existing transport infrastructure and services to many brownfield sites are in poor condition and require upgrading to make them fit for purpose and to attract investment.</p>
<p>The West Midlands Freight Quality Partnership and the Regional Freight Strategy provide an agreed framework for the movement of goods in the Area</p>	<p>The further development of freight networks and terminal capacity within the Area will be significantly influenced by the National Policy Statements on Ports (in draft) and National Networks [to include strategic road and railways including strategic rail freight] (awaited)</p>

Even more so in this current period of financial austerity, the Area will have to change if it is positively address these challenges and build on its strengths, seize its opportunities, deal with the risks and overcome the threats to its success.

Although the analysis of strengths and weaknesses raises many issues, there are two major questions that must be addressed:

1. How do we halt then reverse the growing output gap, stimulate business, improve productivity and increase GVA?

2. How can we reduce the area's CO2 emissions, meet or exceed Government targets and create a clean, low-carbon future?

Transport has a crucial role to play in answering both these key questions. LTP3 sets out a clear strategy to deliver solutions and address the subsequent challenges of achieving regeneration and renaissance, accommodating growth whilst, at the same time, reducing congestion and delivering practical low-carbon solutions which will support a low carbon economy.

4: How LTP3 Can Help Us Meet These Challenges and Deliver Our Shared Vision

We cannot manage existing levels of transport movement without suffering the adverse effects of congestion. These include environmental pollution, reduced quality of life, problems of ill health, increased business costs and reduced attractiveness of the area to inward investment and local jobs growth. LTP3 must therefore actively address congestion and connectivity issues. It also recognises that with increases in transport movements there is an increase in the damaging effect on the existing network. This means that robust maintenance planning and funding to allow for this growth is essential.

Working within the framework of the previous regional arrangement, there was widespread agreement amongst the partner Local Authorities that the Area needs to accommodate population change and improve its economic competitiveness. This was a common theme to the Regional Spatial Strategy (RSS) and the Regional Economic Strategy (RES) and it is anticipated that this focus will be sustained by the emerging LEPs.

Evidence was presented to the Examination in Public of the RSS Phase 2 Review regarding issues such as housing and employment growth, and transport. The Panel's Report of the EiP was received in late 2009 and broadly agreed with the stance of the Local Authorities. Although the

Government has now revoked Regional Spatial Strategies, the evidence considered by the Panel remains valid and suggests a further modest increase in households within the Area, over previous figures, from 152,900 houses, to a revised total of 164,500 by 2016.

The Panel also proposed that the amount of employment land provided in the Area be increased from an initial additional provision of 1,236 hectares, to over 1,600 hectares. Furthermore, substantial office and retail floorspace is proposed in key city and town centres.

It is not yet clear how these requirements, or some modification of them, will be taken forward in Core Strategies following the revocation of the RSS, but it is clear that levels of growth and new development, on a scale not previously seen, will still be required over the next 15 years if the Area is to fulfil its potential. Indeed, the aspiration for such levels of growth is broadly reflected in the emerging Black Country Joint Core Strategy, prepared by Dudley, Sandwell, Walsall and Wolverhampton Councils.

The priorities of delivering economic growth whilst providing low carbon transport solutions for a low carbon economy are reflected in the key outcomes discussed below. To achieve both growth and carbon reduction requires LTP3 to successfully perform a delicate balancing act.

LTP3 therefore has to respond effectively to three sets of challenges:

- **Managing existing levels of congestion and associated problems within the Metropolitan Area at the current time ('the existing situation') and**
- **Ensuring investment in, and provision of, appropriate and effective infrastructure to enable significant economic and population growth to take place to 2026 ('accommodating planned future growth')**
- **Dealing with the uncertainties the current economic situation has created in terms of funding and other resources needed to address the challenges above, and the timescales within which action can be taken**

These challenges need to be addressed in an integrated and holistic way, which enables our Shared Vision for 2026 to be achieved. However, limited resources mean we must work 'smarter' to maximise use of these scarce resources.

It is clear that we cannot simply 'build our way' out of the existing situation. Even if we had the physical space, the resources are unlikely to be available in the short to medium term, and critically, to do so would run contrary to the key outcome of reducing carbon emissions. We therefore have to make the best use we can of our existing transport assets, including roads and public transport facilities.

The fundamental thrust of our Strategy, therefore, is to maximise existing capacity for all transport

modes, making the best of what we already have. This is reflected in our three Strategic Principles set out below.

We cannot reduce reliance on the use of private transport, and thus encourage modal transfer unless we have a public transport alternative, which meets our five 'REACT' principles:

- **Reliable**
- **Efficient**
- **Affordable**
- **Convenient**
- **Timely**

It is also not just public transport that provides a modal alternative - LTP3 also includes policies and proposals relating to 'active travel', including enhanced provision for cycling and walking. There is also a raft of Smarter Choices, which support better-informed travel decisions, and these are also encompassed comprehensively within LTP3 and reflected in our Strategic Principles.

The above measures relate to solving problems associated with the existing situation in the Area. We also have to consider how we meet transport requirements to accommodate the future growth in jobs and housing, even if they may be further into the future than originally anticipated.

We need to foster regeneration and growth, by ensuring that appropriate infrastructure is improved or established, **in advance** of new development, to enable that growth to take place and help address the regional productivity gap.

It is vital that we properly maintain our existing transport infrastructure and provide for the future upkeep of additions made to accommodate growth. This involves addressing our existing maintenance backlog, providing a firm basis for future growth.

This provision for current and future maintenance has to be made in the context of increasingly limited resources. This is a key challenge, and consequently LTP3 reflects the importance of appropriate Asset Management over the entire Plan period.

The 'Golden Thread' From Challenges to Strategy

There is a clear linkage and flow from the identification of the challenges the Area faces, through to the Strategy, which we have termed the 'Golden Thread'. This is set out in the diagram below. Each of the components is discussed in detail later in the document but an overview is helpful at this stage:

Two Key Outcomes

The two Key Outcomes are the principal 'deliverables' LTP3 seeks to achieve, based on both national policy and the findings of our Vision and Issues consultation. They provide the fundamental basis for this LTP3 Strategy.

The two Key Outcomes are:

- **Economic recovery and closing the output gap (Key Outcome 1)**
- **Creation of a clean, green low carbon future (Key Outcome 2)**

Three Strategic Principles

Three principles are used to determine the basis of the Strategy, which are fully consistent with the Key Outcomes and the Key Objectives. These are:

- **Making the best use of the transport assets and capacity we already have (Smarter Management)**
- **Encouraging people to move away from car use through providing attractive, effective and efficient alternatives which reduce our carbon footprint (Smarter Choices)**
- **Targeting our scarce resources at programmes, initiatives and schemes that support either or both of the first two Strategic Principles (Smarter Investment)**

Three Strategic Principles

In addition, we have two principles in terms of our way of working:

- To continue to work with adjoining Local Transport Authorities to ensure a co-ordinated approach to matters of joint interest; and
- To work towards 24/7 transport accessibility, where this is desirable and where there is sufficient demand.

Five Key Objectives

Our five Key Objectives underlie the Key Outcomes, build upon them and provide a set of detailed goals the LTP3 Strategy is seeking to achieve. Each Key Objective is also consistent with the Strategic Principles and has a series of subsidiary elements within it:

- To underpin private sector led growth and economic regeneration in the West Midlands Metropolitan Area, including support for housing development and population growth, increased employment and low carbon technologies (KO1)
- To contribute towards tackling climate change through achieving a reduction in the emission of greenhouse gas emissions and ensure the resilience of the transport system to any changes to the West Midlands Metropolitan Area's climate (KO2)
- To improve the health, personal security and safety of people travelling in the West Midlands Metropolitan Area (KO3)
- To tackle deprivation and worklessness, so enhancing equality of opportunity and social inclusion, by improved access to services and other desired destinations within and adjacent to the West Midlands Metropolitan Area (KO4)
- To enhance the well-being and the quality of life for people in the West Midlands Metropolitan Area and the quality of the local environment (KO5)

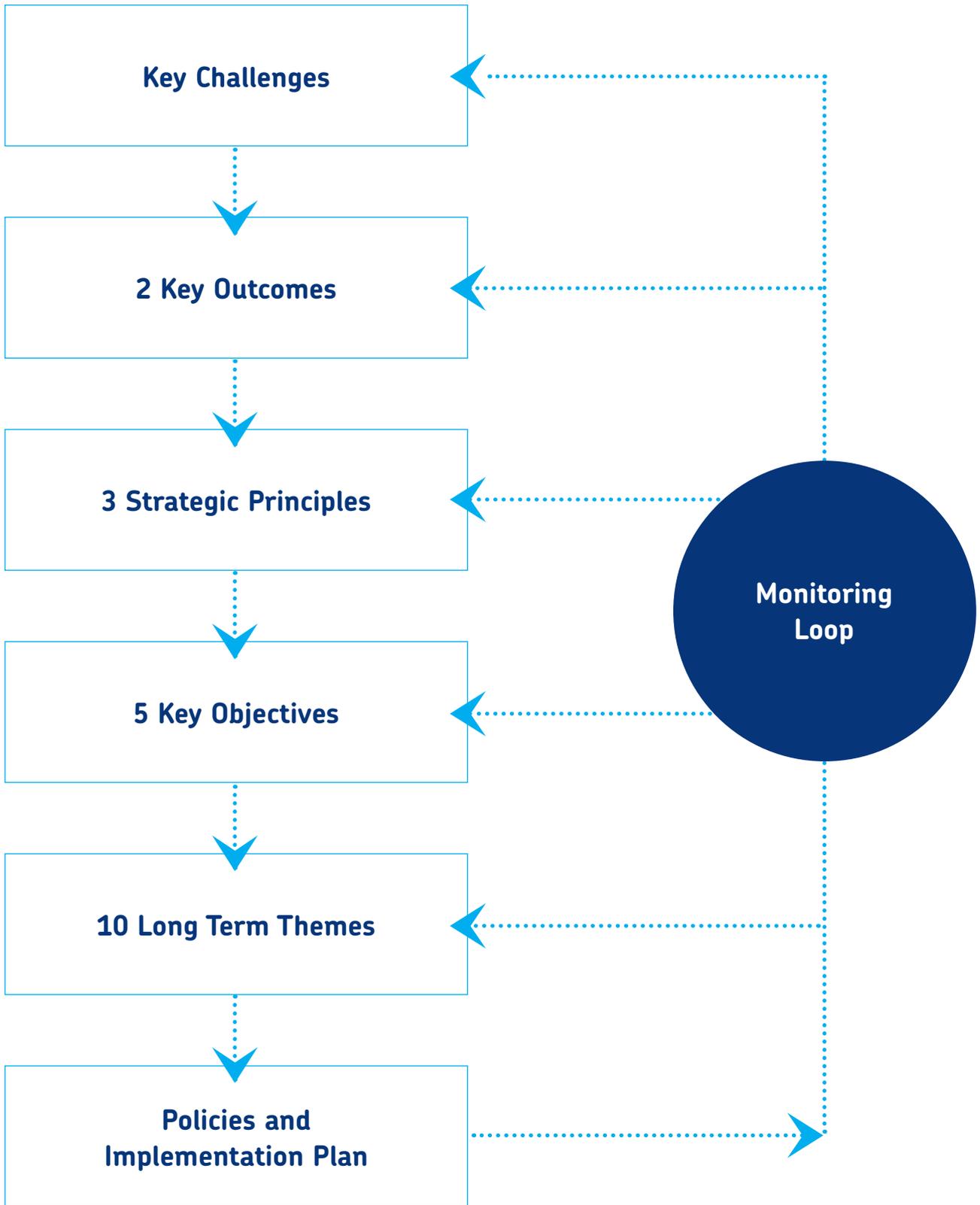
Ten Long-Term Themes

These define the more detailed outcomes and outputs we are seeking to achieve, by 'Theme'. Each Theme links back to one or more of the Key Objectives, and is consistent with the Strategic Principles. These are:

- 1 **TRANSPORT ASSET MANAGEMENT – A FOUNDATION FOR GROWTH**
- 2 **MAKING BEST USE OF THE HIGHWAY NETWORK**
- 3 **MODAL TRANSFER AND THE CREATION OF SUSTAINABLE TRAVEL PATTERNS**
- 4 **REGENERATION, THRIVING CENTRES AND GATEWAYS**
- 5 **A RAIL AND RAPID TRANSIT NETWORK 'BACKBONE FOR DEVELOPMENT'**
- 6 **IMPROVED LOCAL ACCESSIBILITY AND CONNECTIVITY**
- 7 **SUSTAINABLE AND EFFICIENT FREIGHT TRANSPORT**
- 8 **EFFECTIVE AND RELIABLE TRANSPORT INTEGRATION**
- 9 **IMPROVED SAFETY AND SECURITY**
- 10 **REDUCED CARBON THROUGH GREEN TECHNOLOGIES**

Policies

Policies are statements of intent, which show how each of the Long Term Themes will be delivered in practice, through specific interventions and actions. These are closely related to the specific project and programme proposals set out in the Implementation Plan.



What Outcomes Will LTP3 Deliver?

We must be clear in terms of the outcomes that we expect LTP3 to deliver, reflecting our overriding priorities, which underpin LTP3.

The Key Outcomes that we seek from the delivery of LTP3 are therefore:

- **Economic recovery and closing the output gap (Key Outcome 1)**
- **Creation of a clean, green low-carbon future (Key Outcome 2)**

LTP3 seeks to strike an appropriate balance between these two Key Outcomes.

The absence of economic growth will prevent our Shared Vision from being achieved. Without job- and wealth-creation, we will not be able to deliver a low carbon future, let alone our aspirations

in respect of the other elements of the Shared Vision, such as equality of opportunity, improved health and a high quality physical and natural environment.

The Area's location makes it crucial for the economic health of the nation that goods and people are able to flow freely, whatever their mode of transport and irrespective of their origin or ultimate destination. There is therefore also a national dimension to this outcome, reflecting the importance of the Area to the country's transportation network.

At the local level, movement to, from and within the Area is essential to its own economic health. There is therefore clearly also a local dimension.

Key Outcome 1 for LTP3 is to positively assist economic recovery and to close the productivity output gap. This will involve interventions designed to:

- **Enhance the productivity and skills of the workforce**
- **Meet the aspirations of the people within our labour market**
- **Attract investment in locations within the Metropolitan Area and the broader West Midlands region**
- **Increase overall levels of employment**
- **Underpin private sector led growth**

Key Outcome 2 underpins our commitment to a low carbon future. We need to reduce fossil fuel dependency and harmful emissions through achieving modal transfer away from the use of private vehicles, and by actively supporting a sustainable urban form with an appropriate and environmentally friendly transport system.

The major challenge facing us is how to grow the economy whilst at the same time reducing carbon, i.e. how to achieve both of the Key Outcomes. LTP3 seeks to set out a Strategy that accomplishes this difficult and delicate balancing act.

5: The Strategic Principles of LTP3

The LTP3 Strategy is firmly built on three Strategic Principles, intended to both address existing problems and to meet the transport needs arising from future growth:

- **Making the best use of the transport assets and capacity we already have (Smarter Management)**
- **Encouraging people to move away from car use through providing attractive, effective and efficient alternatives which reduce our carbon footprint, and reducing the need to travel by promoting virtual travel and maximising the co-location of facilities (Smarter Choices)**
- **Targeting our scarce resources at programmes, initiatives and schemes that support either or both of the first two Strategic Principles (Smarter Investment)**

These Strategic Principles are wholly consistent with our two Key Outcomes.

Smarter Management - Making the Best Use, and ‘Smarter’ Management of Our Assets

We cannot build our way out of our current transport capacity problems. The effects of accommodating greater overall levels of traffic would also mean that even if the congestion problem was temporarily contained, this would only be at some reduced level for a limited period of time, rather than being effectively and holistically addressed.

We therefore have to make better use of existing capacity for all modes and users, including freight, public transport, cyclists and pedestrians. This has to be done in a way that is consistent with our Shared Vision, especially our commitment to regeneration, housing and economic growth, reduced pollution,

environmental improvement, and increased user safety. This Strategic Principle therefore attempts to embrace the needs of all our stakeholders, to ensure that maximum benefits flow to all from our policies and proposals.

We will employ effective Transport Asset Management, which is a vital factor in improving a sustainable local infrastructure. An ‘Asset Management Planning’ (AMP) approach to support the effective management of highways and associated infrastructure assets has recently been adopted. This will achieve two things, firstly to set out the strategic approach, which can be closely integrated with local transportation management and secondly to enable the true costs of holding and maintaining those assets to be understood. This will include promoting long-term financial planning and the robust articulation of maintenance demands.

Smarter Choices – Providing an Attractive and Effective Alternative

We need to persuade people away from using the car unless it is absolutely necessary. This requires three things, both of which are incorporated within LTP3.

Firstly, a package of ‘Smarter Choices’ policies and proposals, which help people find a viable alternative to car use or, if the car is the only alternative for a journey, to minimise its impact. This includes promoting “active” modes of travel like cycling and walking, which have both environmental and health benefits.

Secondly, we need to achieve a step change in the attractiveness of public transport as an alternative. This involves formulating a range of policies and proposals to improve all aspects of public transport – rail, rapid transit, Metro bus and coach, such as promoting a more responsive and better-connected network, investment in facilities, making best use of capacity, and providing accurate high-tech information systems. This requires effective collaboration between the public and private sectors and in particular the transport operating Companies.

Thirdly, reduce the need to travel by promoting virtual travel (via high-speed broadband, e-commerce, video conferencing etc) and maximising the co-location of facilities to minimise the need for multiple journeys.

Smart Investment – Making Best Use of Our Limited Resources

Resources will be limited over most, if not all, of the LTP3 period. Therefore, maximising value for money is the third Strategic Principle. As LTP3 has to address fundamental and complex issues, we need to prioritise our limited resources if we are to be successful.

We must target and spend our funding in the most effective way, to support the other two Strategic Principles set out above. This forms the basis of the Implementation Plan of LTP3, which details our investment proposals.

LTP3 is not a ‘knee jerk’ reaction to prevailing economic circumstances, but a continuation and development of the key principles which underpin the ‘Three Point Plan’ we have been developing and implementing since 2008.

The three Strategic Principles are consistent with our Shared Vision and will enable us to provide a transport platform that responds to current issues, whilst supporting the growth of the Metropolitan Area within a sustainable, low carbon framework.

Ways of Working

In addition, we have two principles in terms of our future ways of working:

- **To continue to work with adjoining Local Transport Authorities to ensure a co-ordinated approach to matters of joint interest; and**
- **To work towards 24/7 transport accessibility, where this is desirable and where there is sufficient demand.**

6: The Objectives

We have developed five specific and integrated objectives, based on national transport goals.

Key Objectives

The following five Key Objectives for the Metropolitan Area reflect our priorities. A number of Supporting Objectives further underpin these:

Key Objectives	Supporting Objectives
<p>K01 – Economy</p> <p>To underpin private sector led growth and economic regeneration in the West Midlands Metropolitan Area, including support for housing development and population growth, increased employment and low carbon technologies.</p>	<ol style="list-style-type: none"> 1. To help attract investment to development areas. 2. To increase the mobility of labour markets and help people access jobs through sustainable travel. 3. To improve access to markets for freight and business travel. 4. To improve journey time reliability in the context of forecast increases in travel demand. 5. To facilitate accelerated development of low carbon technologies in transport related fields.
<p>K02 – Climate Change</p> <p>To contribute towards tackling climate change through achieving a reduction of greenhouse gas emissions and ensure the resilience of the transport system to any changes to the West Midlands Metropolitan Area’s climate.</p>	<ol style="list-style-type: none"> 1. To reduce greenhouse gas emissions from the Area’s transport system, in terms of infrastructure, vehicles and journeys. 2. To encourage greater use of the most sustainable and low carbon transport systems 3. To future-proof the transport system to cope with any unavoidable changes to the Metropolitan Area regional climate.

Key Objectives	Supporting Objectives
<p>K03 – Health, Personal Security & Safety To improve the health, personal security and safety of people travelling in the West Midlands Metropolitan Area.</p>	<ol style="list-style-type: none"> 1. To reduce local air, noise and other pollutants from the transport system. 2. To increase levels of exercise through active travel to improve health. 3. To reduce the number of criminal and anti-social incidents on the public transport network and reduce its vulnerability to terrorism and vandalism. 4. To improve perceptions of personal security on the public transport network. 5. To improve community and neighbourhood safety and social cohesion. 6. To reduce the number of severity of road traffic casualties.
<p>K04 – Equality of Opportunity To tackle deprivation and worklessness, so enhancing equality of opportunity and social inclusion, by improved access to services and other desired destinations within and adjacent to the West Midlands Metropolitan Area.</p>	<ol style="list-style-type: none"> 1. To improve access to key services for all, including education and training opportunities. 2. To improve the accessibility to transport for all including those with mobility difficulties. 3. To remove affordability as a barrier to public transport use. 4. To align availability of public transport with changing travel demand patterns.
<p>K05 – Quality of Life & Local Environment To enhance well-being and the quality of life of people in the West Midlands Metropolitan Area and the quality of the local environment.</p>	<ol style="list-style-type: none"> 1. To reduce stress by improving the journey experience of highway and public transport users. 2. To enhance the quality of the urban realm in centres. 3. To enhance the quality of streetscapes and the historic environment. 4. To protect and enhance green spaces, the natural environment and biodiversity.

7: From Objectives to Strategy

The Strategic Principles, together with the Key and Supporting Objectives, are closely aligned with national transport goals and provide the basis for LTP3's Strategic Options.

The Options

The Integrated Sustainability Appraisal (SA) provides a detailed evidence base underpinning LTP3. In compiling this evidence base, some 150 plans, policies and strategy documents, which are relevant to LTP3, have been analysed and considered. These documents range from the Coalition's Programme for Government and national policy statements, to plans and policies at the individual District level. Whilst their sources are wide-ranging, there is a great deal of commonality and agreement between them. LTP3 must positively assist their implementation.

A large number of policy decisions, based on extensive evidence, have already been made in both a regional and local context which influence the LTP3 Strategy, and these need to be taken into account. Notwithstanding the revocation of the RSS, many of its policy objectives (which have been extensively and independently tested) and emerging Core Strategies are broadly consistent. This is an important basis for our Key

and Secondary Objectives and provide a strong platform to build our Strategy.

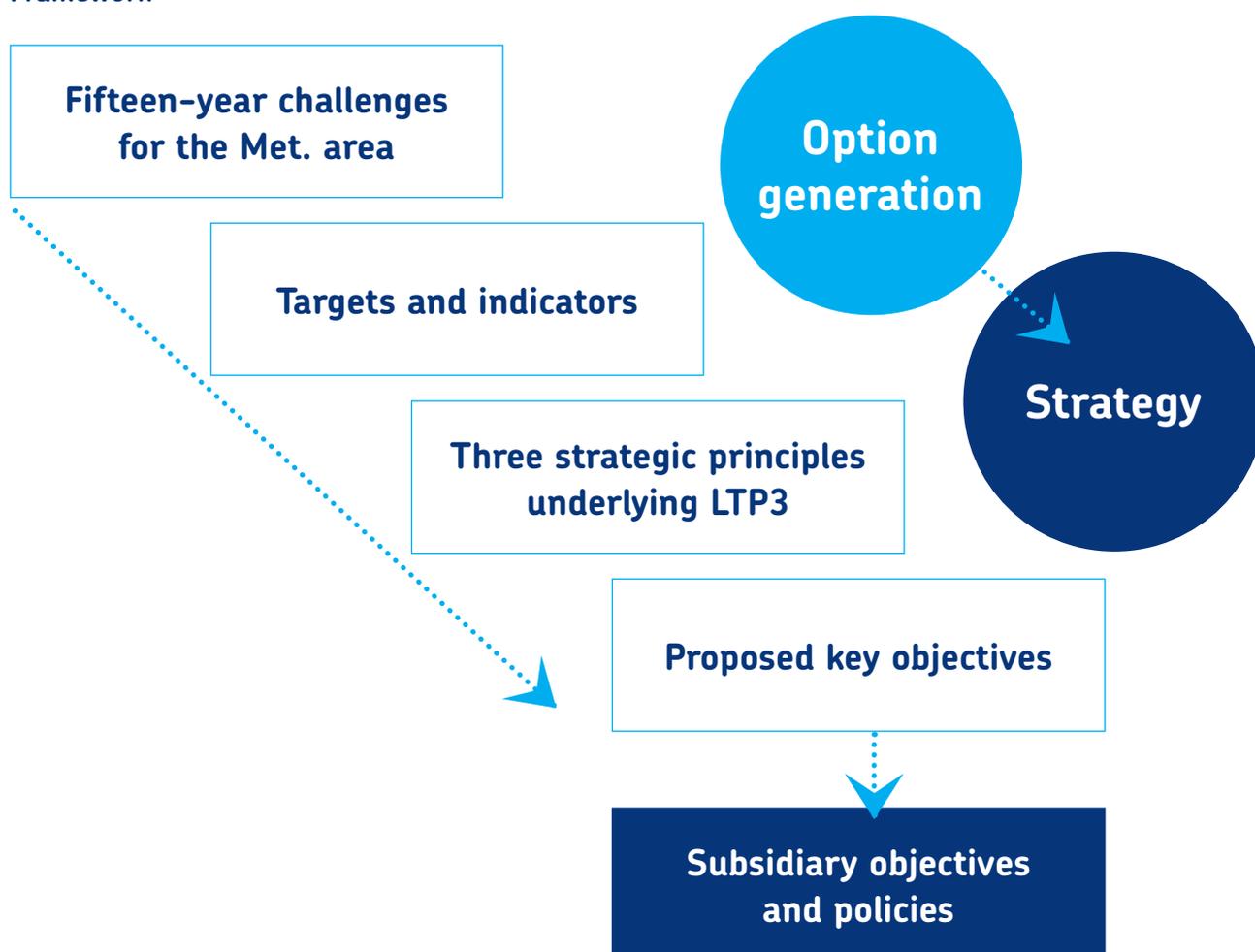
Many of these documents have considered a range of options as part of their development process. For example, the work undertaken in connection with the Transport Innovation Fund examined the option of introducing road user charging within the Area, and the Regional Funding Advice (Round 2) considered the merits of a large number of transport capital schemes competing for limited resources.

A considerable amount of 'optioneering' has therefore already been undertaken 'upstream' of LTP3; this has been taken into account when formulating our proposed Strategy. However, it is important to note that the significant amount of commonality between the objectives, underpinning most of these documents, means that much of the work already undertaken supports and is consistent with our proposed strategic position.

We therefore have limited additional scope to generate options within LTP3, as our parameters are constrained by decisions already made, which were based on empirical evidence and the consideration of detailed alternative courses of action. Clearly, however, LTP3 needs to reflect emerging national policy and to be responsive to local circumstances.

We have therefore considered two broad strategic options, generated through the following framework:

Framework



40

The Strategic Options have been developed in parallel with the logical process of defining the challenges, determining appropriate targets and indicators, setting the three Strategic Principles and defining Key and Subsidiary Objectives.

The Options have also been considered against the need to meet the following eight criteria:

- **Ambitious** – Despite the prevailing economic circumstances, this is not the time to be timid in terms of the Strategy
- **Positive** – We must attempt to meet the '15-year Challenges' directly
- **Robust** – The Strategy must stand up to scrutiny and be compliant with legislation, including European Directives
- **Flexible** – The Strategy covers a 15-year period and must therefore be capable of adapting to changing circumstances over the medium-term
- **Realistic** – It must be capable of being financed, resourced and delivered
- **Innovative** – Whilst reflecting established best practice, seeks new ways of delivering solutions
- **Metropolitan Area Specific** – It seeks to close the GVA gap through facilitating low-carbon solutions for a low-carbon economy
- **Clear Audit Trail** – supported by the Evidence Base, and in line with the Sustainability Appraisal

This has led to two broad Strategic Options.

As these have been drawn up against the background of national and local policy, they are not radically different. The distinctions are principally in terms of the balance of policies and interventions, and the emphasis placed on certain themes. They are also as much a product of timeframe as philosophy. The two Options are:

- **Option A** – Roll Forward and Enhance Existing LTP2 Policies
- **Option B** – Develop a Low-Carbon Transport Strategy to Support a Low-Carbon Economy

These Options and the differences in emphasis are now discussed in detail.

Option A – Roll Forward and Enhance Existing Policies

This entails the updating and continuation of current key policies from LTP2, but with increased prioritisation due to constrained economic circumstances. The emphasis would be on limited capital investment, at least in the early years of LTP3, with a focus on:

- Dealing with congestion and addressing accessibility, air quality and road safety
- Ensuring delivery of existing commitments, including RFA2 Major Schemes
- Solutions based on single modes of travel and individual interventions such as Red Routes, Quick Wins and Urban Traffic Control Management

- **Developing Smart Routes as an integrated approach to corridor-based improvements**
- **Increasing patronage on bus, Metro and rail**

This would involve:

Developing a balanced package between public and private transport within the parameters of limited capital and revenue funding for the foreseeable future. There would be an emphasis on achieving modal transfer through selected Smarter Choices initiatives, which tend to be non-capital intensive.

Demand management would be sought through a range of initiatives, within the context of limited funding. Examples might include the use of car parking charges to encourage modal transfer.

Implementation of committed RFA Major Schemes would be a priority.

Road and junction improvements would be undertaken, where they benefit all road users,

including public transport, the freight industry and 'active travel' modes such as cycling. This would be achieved through an enhanced 'Quick Wins' programme.

Network capacity management would be achieved using the existing initiatives of Red Routes, Urban Traffic Control Management, 'Quick Wins' and Congestion Target management.

Support would be extended for public transport schemes. Apart from the public transport components of Bus Showcase and Primelines, rail and station upgrades would be undertaken, alongside the proposed Metro extensions in Birmingham and Wolverhampton city centres.

We would work closely with the freight industry to ensure their interests are taken account of as the strategy is implemented, recognising the vital role that freight and logistics plays in economic regeneration.

Option B – Low Carbon

Option B specifically responds to the Coalition Government's sustainability agenda, acknowledging the need for fiscal, economic, environmental and social sustainability, whilst at the same time cutting our carbon output and promoting the Metropolitan Area as a low carbon economy.

Whilst both options strike a balance between economic recovery and carbon reduction, Option B proposes a greater focus on carbon and climate change aspects than Option A. The balance and emphasis will inevitably change over the Plan period, with fiscal and economic imperatives at the fore in the early years, but with the low carbon approach to the Long Term Themes becoming increasingly prominent as the Plan progresses.

Option B builds on the foundations provided by Option A, but is bolder and goes further in its ambition. Fundamentally, it acknowledges the imperative of tackling climate change through developing and implementing innovative low carbon solutions to our transport challenges, focusing on how this supports a low carbon economy. This Option focuses on:

- Asset Management and enhanced maintenance, ensuring existing networks are fit for purpose for both current and future travel demands.
- Implementation of committed RFA Major Schemes as a priority.
- Smart Routes forming the basis for network capacity management, benefiting all road users. These bring together, in a co-ordinated manner, such existing initiatives as Red Routes, Bus Showcase, PrimeLines, 'Quick Wins' and Congestion Target Management, alongside public realm enhancements.
- Aligned with Smart Routes, the development of Low Carbon Corridors to tackle carbon reduction from transport in a targeted and co-ordinated manner.
- An emphasis on expanding public transport capacity to meet new demand, arising from additional housing development, economic recovery and additional growth. Available capital resources would be used to undertake focused investment on network and service improvements for bus, rail, Light Rapid Transit and Metro.
- A focus on more robust demand management measures such as road space reallocation, parking controls and charges, and the effective use of Traffic Management Powers, alongside a robust enforcement regime.
- A commitment to reduce the need to travel through promotion of virtual travel and maximising the co-location of facilities to minimise the need for multiple journeys.
- Additional highway schemes (apart from an extended 'Quick Wins' Programme to ensure that the strategic highway network continues to operate effectively and safely, including junction improvements where required) would only be undertaken where these are essential to unlocking economic development (for example, where they are associated with Impact Investment Locations), attracting other inward investment or are necessary to enable the development of key housing sites.

- Preparation for the impact of HS2 to ensure that the appropriate connectivity measures are in place to ensure that the whole Metropolitan Area and the broader region gain the maximum benefit from HS2's development, whilst minimising its environmental impact.
- Support would be extended to innovative technological low-carbon solutions, such as Climate KIC, the Vehicle Technology Project and the CHARGED initiative.
- Positively responding over the Plan period to forecast rising fuel prices and the opportunity this presents to change travel behaviour. This requires taking the Smarter Choices programme to a new level, on a more comprehensive, integrated and significant scale.

'Emphasis Options'

In addition to the two broad Strategic Options A and B, we also have a choice in terms of the emphasis we place on the use of our limited resources, through the Strategic Principle of Smarter Investment.

We have a choice, for example, in how we balance the use of resources between Smarter Management interventions on one hand, and Smarter Choices measures on the other. We also have a choice when it comes to directing limited resources at particular modes of travel. For example, how we allocate resources between and within the bus, rail, LRT and Metro modes when considering public transport, and between car, freight, cyclist and pedestrian when looking at private modes.

Finally, we also have some choice between the emphasis we place on the use of resources for capital projects on one hand, and revenue schemes on the other, although our room for manoeuvre in this may now be rather more restricted than in the recent past.

8: The Strategy

Based on the above analysis and all the available evidence, we firmly believe that Option B – Low Carbon - is the more appropriate of the two, as it represents the best strategic fit in terms of:

- The Coalition's agenda as set out in the Programme for Government
- Meeting the needs of the Metropolitan Area and its Travel to Work Area by best achieving the two Key Outcomes and the five Key Objectives
- The overall level of resources likely to be available within the Plan period from the both the public and private sectors
- The findings of the Sustainability Appraisal and the evidence base

The balance between our 'Smarter' approaches and the Long-Term Themes may well change during the plan period, and may differ in emphasis across different parts of the Area in order to meet local challenges and circumstances.

The main elements of the preferred LTP3 Strategy can be summarised as follows:

- Cost-effective transport investments creating maximum economic benefits through improved GVA and new jobs
- Ensuring the timely implementation of existing committed Major Schemes
- Working with national and regional agencies to ensure appropriate links with national and international transport connections, such as preparations for High Speed Rail (HS2) to maximise benefits for the West Midlands
- Limiting new road building to where explicitly required, in order to attract inward investment, allow expansion or renewal of existing employment areas, and/or major new housing development, but not excluding improvements to the existing strategic and local highways networks
- A presumption in favour of increasing public transport capacity to accommodate additional transport demand arising from the Growth Agenda
- A focus on Smarter Choices to encourage modal transfer, including encouraging cycling and walking
- Development of the Smart Routes concept as the key network management tool, integrating a range of existing initiatives to promote smoother traffic flows and more reliable journey times
- Pursuing a programme of structures Transport Asset Management, especially in the early years of LTP3, to ensure a solid infrastructure basis on which to build the Growth Agenda

To maintain a clear long-term direction to help with difficult decisions over priorities and future resource allocations (indicated in Section 5), we have developed ten Long Term Themes, which underpin our policies, programmes and other interventions. In the following section we provide more detail on what each of the Themes comprises, together with key priorities, interventions, outcomes and outputs where appropriate

Long Term Theme 1:

Transport asset management – a foundation for growth

The highway network plays a highly visible and pivotal role in connectivity. It is also the most valuable asset each Highway Authority owns and manages. The local road network distributes traffic to and from the National Strategic Network, providing local access for employment, commerce and leisure. Development of the network for all transport modes must be founded on a sound asset base, providing for both current and future maintenance requirements.

Effective Asset Management is vital to building sustainable local communities and we have recently adopted an 'Asset Management Planning' (AMP) approach to support the effective management of highways assets. It will set out a strategic approach which can be closely integrated with transport strategy, enabling the true costs of holding and maintaining an asset to be understood. This includes promoting long-term financial planning, budgeting and robust articulation of maintenance demands to deliver service improvements and efficiency savings.

Historically, maintenance of the highway network and the associated structures we rely on has suffered relative to other transport areas due to policy priorities. The seven Highways Authorities' individual Asset Management Plans (AMPs) define how they will manage their transport and highway assets along well disciplined principles, which are essential for high quality service delivery to meet the needs of current and future customers. The contents of AMPs are based on a generic plan developed for the Area, providing a uniform approach to asset management planning.

A fundamental basis for the LTP3 Strategy is the implementation of the eight AMPs being developed by Centro and the Highways Authorities. These take a strategic view of the best use of resources for the management, preservation and enhancement of the Area's transport assets, now and in the future.

Areas covered include the role of planned maintenance, Public Finance Initiative Highway Schemes, and the need to ensure that bridges are maintained so that access to existing and future employment areas is not hindered by excessive weight restrictions or other structural problems. They also consider the role of 'future-proofing' the transport system to ensure its reliability in the event of any unavoidable climate change effects for the Area.

Priorities for Action:

- Implement the policies and measures that will ensure that the highways network is maintained in a safe and serviceable condition, and provide a sound infrastructure for the long term.
- Create an attractive well-maintained highway environment, which will contribute to an efficient local economy, whilst maximising the return on a given level of investment to reduce the amount of unplanned, reactive maintenance.
- Implement the principles of the recently published CIPFA Infrastructure Code for asset management and maintain a comprehensive knowledge of highway assets.
- Prepare for asset valuation in line with Whole Government Accounts and depreciated accounting methods, which will measure the cost of the economic benefits embodied in the assets and quantify the level of asset consumption during an accounting period.
- Endorsement of finalised AMPS, and embedding their recommendations into future capital and revenue programmes.

Long Term Theme 2:

Making best use of the highway network

Highways Network Management

Transport needs are met by complex networks managed by a range of authorities and organisations and, as far as the users are concerned, operate irrespective of authority boundaries.

The Traffic Management Act 2004 (TMA) places network management duties on Highway Authorities. The main duty is to secure the expeditious movement of traffic, including cyclists and pedestrians, on the Authority's road network and on adjacent road networks for which another Highway Authority is responsible. The TMA requires each Highway Authority to appoint a Traffic Manager who is responsible for meeting this duty.

Each of the Metropolitan Highway Authorities has thus appointed a Traffic Manager to oversee network management within individual authorities, and participate in inter authority working across authority boundaries. They work in partnership through the established Traffic Managers Group to strengthen co-operation and collaboration, as well as linking with the community and other stakeholders including the Police, emergency services, Highways Agency, bus operators and utility companies.

The Metropolitan Districts manage some 7,600 km of highway (including associated bridges, footpaths, pedestrian areas, bus lanes, and cycleways). They are responsible for 650 traffic controlled junctions, and control the use of over 100,000 publicly available parking spaces in city and town centres. The utility and communication companies also make use of the highways to carry their networks of gas, electricity, water, communications and drainage.

Metropolitan Area Road Lengths (km) by Type

	Road Length 2007 (km, DfT)	% of total Road network	% of total Traffic carried
Motorway	81.0	1.0%	18.2%
Trunk / Principal	626.6	8.1%	24.5%
Classified Non-Principal	825.7	10.7%	18.4%
Unclassified	6,211.1	80.2%	38.9%
Total	7,744.4	100.0%	100.0%

Public transport operators provide approximately 450 bus routes covering 135m bus service kilometres (8% of which are subsidised by the ITA, who also manage 12 bus stations and over 11,000 bus stops).

The highway network provides access to 6,091 park and ride car parking spaces at 37 rail stations.

Managing transport networks, in a way that continues to serve the needs of the whole community, requires a high degree of understanding and collaboration between the Metropolitan, Highways and Local Planning Authorities, Highways Agency, emergency services, utility companies, users and other stakeholders.

Effective management of the highway network will contribute to achieving the wider objectives of LTP3. By improving travel to work and facilitating freight operation, it will encourage job opportunities, promote economic growth and encourage regeneration. It will also underpin policies of improving the environment and general quality of life through reducing congestion, improving air quality, transport accessibility and road safety. In addition it will promote improvement in social inclusion by increasing access to travel through a range of measures, including improved and affordable public transport, greater safety in personal travel, and arrangements for inclusion of those with mobility and other difficulties.

Priorities for Action

- **To develop and maintain systems to manage planned activities on the highways network to minimise disruption to the movement of people and freight**
- **To develop and review with emergency services, adjacent Highways Authorities, the Highways Agency and other appropriate bodies, contingency arrangements for dealing with unplanned incidents on the highways network**
- **To liaise with adjacent Highways Authorities and the Highways Agency to achieve consistency in the journey experience for users of the highways network**

Smart Routes

Maximising the effectiveness of the Highway Network will primarily be achieved through the Smart Routes approach of combining existing corridor-based initiatives to achieve maximum synergy and to improve the overall journey experience for all users of these corridors.

LTP2 sought to address congestion through a number of individual network-wide initiatives, including Bus Showcase, Red Routes and Congestion Target Delivery Routes, with significant successes recorded to date. LTP3 seeks to build on those in a more coordinated and integrated manner, to provide an efficient and attractive transport network, tackling the problem of congestion.

Strategic Transport Corridors within the network perform a dual function, as key transport links and places where people live and work (the 'Link and Place' principle).

Full details of the Smart Routes concept, which is the key network management tool in LTP3, are contained in the appendices document. In brief, the key requirements of a Smart Route are to:

- **Make the most effective use of available highway space**
- **Equitably allocate road space (the 'Link and Place' principle)**
- **Assist the creation of vibrant, safe and attractive centres**
- **Seek to achieve a consistent and reliable journey experience for all users**
- **Consider all modes of transport**
- **Actively encourage sustainable travel solutions**
- **Effectively engage with stakeholders throughout**

The following guiding principles will be used to develop a Smart Routes network:

- **Clearly defined development and delivery strategies for individual corridors**
- **Maximising synergies and economies of scale between various resources (Red Routes, Bus Showcase, UTMC and 'Quick Wins' funds) and optimising the use of staff**
- **Providing a flexible 'toolkit' of intervention measures which can be adapted to meet particular local circumstances within each separate part of a corridor**

- **Improved governance and ownership**
- **Collaborative working between partners and stakeholders**
- **Integrated communication**
- **Integrated programmes, ensuring a consistent approach across the Metropolitan Area**

Work undertaken within LTP2 provides a basis for the Smart Routes concept:

- **The marketing of existing joint network schemes that have been, or are about to be, implemented**
- **Opportunities for closer co-ordination and integration are being actively promoted during the development of existing LTP2 programmes (e.g. Bus Showcase/Red Routes)**
- **Through the Smart Route Pilot on the A41 Warwick Road between Birmingham and Solihull, where a formal three stage development process is being adopted, as follows:**
 - Route Strategy
 - Identification and design of measures
 - Implementation

50

The long-term network of Smart Routes is defined in the appendices document, closely aligned with the Area's growth and regeneration priorities. The proposed network supports the Key Outcomes of economic growth and reducing carbon emissions. A prioritised set of delivery programmes will be established through the rolling programme of Implementation Plans. Development of the Smart Routes network will be coordinated with neighbouring Shire Authorities and the Highways Agency, to allow better connectivity with the wider Travel to Work Area.

Priorities for Action:

- **Pilot and Phase One implementation of Smart Route corridors, with a continual improvement process of lessons learnt and actions for future schemes**

Urban Traffic Control

Urban Traffic Control Management

The £27 million Urban Traffic Management Control Major Scheme, is being developed across the Area with the following objectives:

- **Smoothing traffic flow, based upon improving journey time reliability and the efficient use of adaptive signal control methods and strategy deployment**

- **Prioritisation of the use of road space aimed at providing appropriate allocation to all users in accordance with Smart Route principles.**
- **Proactive management of planned and unplanned events across the network to minimise disruption to the rest of the travelling public.**
- **Developing contingency plans, operational strategies and diversion routes**

MATTISSE

MATTISSE is a 'real time' communications network for traffic and travel information. It provides multi-modal information and posts notices of planned and unplanned events and gives advance notice of planned street works.

Priorities for Action:

- **Ensuring the effective implementation of the UTMC Major Scheme**
- **Keeping the UTMC under review once implemented, to ensure it continues to support wider Highways Management objectives, including development of Smart Routes principles**
- **Keeping MATTISSE under review to ensure it continues to positively contribute towards meeting LTP3 Key Objectives**

Long Term Theme 3:

Modal transfer and the creation of sustainable travel patterns

Smart Routes and an emerging Rail and Rapid Transit Network will help maximise the effectiveness of the Highway Network, and meet the bulk of new travel demand arising from increased economic activity. However, to improve journey time reliability and experience, and to smooth traffic flows, supporting interventions are also needed to take pressure off highway locations which suffer severe congestion at busy times.

These supporting approaches emphasise Smarter Choices, which will further raise awareness of alternatives to the car, and comprise the following initiatives:

- **Increasing Public Awareness of Travel Choices**
- **Workplace Travel Plans**
- **School Travel Plans**
- **Community Travel Plans**
- **Residential Travel Plans**
- **Rail Station Travel Plans**
- **Promotion of Walking and Cycling**
- **Personalised Travel Plans**
- **Car Sharing**
- **Car Clubs**
- **Smarter Travel Working (Teleworking/ Home Working/Flexible Working)**

The evidence base has been growing in recent years, and shows that Smarter Choices can deliver the following important benefits:

- **Reduce modal share of car and increase modal share of public transport, walking, cycling and car sharing**
- **Playing a role in addressing the 'School Run' problem and delivering improved health and safety**
- **Reduction in the overall number of car trips**
- **Change in the timing of travel, in particular a reduction in car travel during periods of peak traffic volumes**

Impressive increases in public transport use, and walking and cycling, have been witnessed where resources are carefully targeted, such as the Government's recent Sustainable Travel Demonstration Towns project.

Alongside Smarter Choices is the need to continue pursuing a common parking management and pricing approach, to deter long stay off-street public parking in locations with high public transport accessibility.

Long Term Theme 4: **Regeneration, thriving centres and gateways**

Economic growth is one of the two Key Outcomes. This requires alignment of the LTP3 Strategy with spatial planning and regeneration proposals and policies set out by the Districts, regeneration agencies and other stakeholders. The ITA has an influencing role in this respect, and it will work closely with its partners to ensure that LTP3 actively supports the Key Outcome of economic growth and regeneration, as well as assisting the implementation of Core Strategy policies and proposals.

The Area's centres are the foci of a sustainable form of urban land use/ transport development. The strategic, town and suburban district centres therefore need to thrive by attracting inward investment. This requires improved access, alongside a transformation of the quality of the environment with modern walkable urban realms. Streetscape improvements, appropriate parking strategies and a reduction in the dominance of the car in town and city centre streets are integral to this. Interchange improvements to connect the rail and rapid transit network with local bus networks are also integral to promoting thriving centres.

Birmingham city centre, as the main regional centre and hub of the public transport network, has particular significance. A city centre transport strategy is currently being finalised, in accord with the "Big City Plan" initiative. This will set out how increased demand arising from development in central Birmingham will be accommodated, and how internal movement will be improved.

Action Area Plans for other strategic centres in the Metropolitan Area are also vital and are being prepared across the Metropolitan area.

Priorities for Action:

- **Smarter Choice trial packages in suitable corridors, as part of a Sustainable/Smart Package, with Smart Route development**
- **Activities aimed at encouraging businesses to reduce the need for company travel by greater use of technology, including broadband and video conferencing**
- **Cycle route network development with suitable measures appropriate to traffic flows and speeds on priority links**
- **Development of a long term sustainable approach to school travel plans**

Birmingham Airport (BA) and the National Exhibition Centre (NEC) are key national and regional assets. They are essential elements within the regional and Metropolitan 'toolbox' for economic growth and regeneration. LTP3 therefore seeks to ensure that an appropriate regional, Metropolitan and local transport infrastructure is provided which supports both of these assets, including the longer-term development of HS2.

Priorities for Action:

- Alignment of Strategic Transport Corridors with Impact Investment Locations and other key regeneration policy designations
- Implementation of key transport improvements identified in Core Strategies, Action Area Plans and other relevant documents
- Active promotion of HS2, with stations at Birmingham International and Birmingham City Centre
- Ensuring that HS2 will benefit the whole of the Metropolitan Area, and the wider region, through ensuring maximised connectivity and the best use of capacity released from the 'classic' rail network
- Development of a transport infrastructure that supports access to Birmingham Airport/NEC.

Long Term Theme 5:

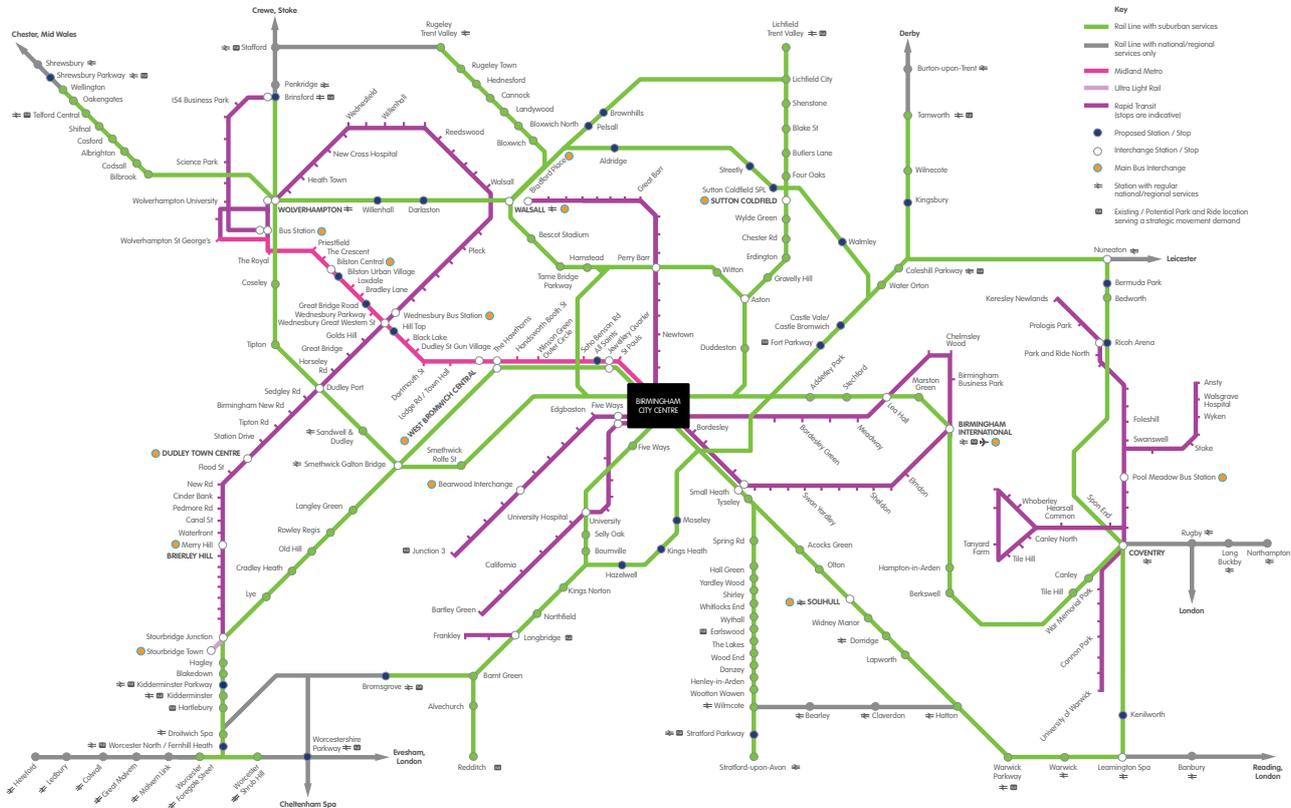
A rail and rapid transit network 'backbone for development'

Development of a Rail and Rapid Transit Network is an ambitious approach matching the deep economic and environmental challenges faced by the UK's second largest urban area.

Development of this network has four main functions:

- To act as an 'anchor' for attracting inward investment and widening labour markets, particularly in the Black Country
- To accommodate the bulk of increased demand for travel arising from increased economic and housing growth, through high capacity, rapid fixed links between centres and regeneration areas in busy, high volume corridors
- To provide fast links to the wider regional Travel to Work Area, allowing sustainable forms of movement to the main centres within the Metropolitan Area
- To maximise accessibility to HS2 stations and an expanding Airport/NEC, broadening the benefits to the whole of the Metropolitan Area

The West Midlands Metropolitan Area's long-term vision for the Rail and Rapid Transit Network is shown in the figure overleaf.



West Midlands Long Term Rail and Rapid Transit Network

The network aims to bring together all rail connections and rapid transit lines in high volume corridors. The result is a 'backbone' of rapid, high capacity public transport, linking the Area with its hinterland, the main centres and key regeneration corridors. The network comprises:

- Rail (national, regional and suburban)
- Tram-train
- Light Rail/tramway
- Bus Rapid Transit
- Park and Ride (strategic and local)

The main features of this integrated public transport network are:

- **Speed:** forms of public transport which are faster than local bus services, to enable longer journeys to be made within an 'acceptable overall journey time', often considered to be 45 minutes.
- **Capacity:** forms of public transport which have higher passenger capacity than local bus services for key flows of movement, typically for corridors of over 12,000 public transport passengers per day

- **Permanence:** fixed permanent links, to shape land use plans and provide security on which to invest in sustainable developments
- **Integration:** to enable journeys to be easily made through use of more than one mode or service, with convenient availability of local bus services to make the initial or final connections on a journey
- **Accessibility:** the provision of accessible infrastructure, information and services, supported by staff with disability awareness training

These attributes are supported by operational elements, to deliver improved quality through:

- **Frequency:** 'turn-up-and-go' frequencies of at least every 8 to 10 minutes which, market research shows, remove the constraint of organising personal time around public transport timetables. Where this high frequency is not possible (e.g. where suburban rail services link small settlements within the Travel to Work Area with main centres), then regular service is critical, ideally at 15 to 30 minute intervals.
- **Reliability:** through effective operational management and significant segregation of public transport from the general traffic flow results in people having confidence in, and therefore choosing, public transport
- **Operating Hours:** as employment and leisure patterns change, so an 18 hour operating day should be the minimum standard for rail and rapid transit, with an aspiration for 24 hour service provision where demand warrants it.
- **Image and Perception:** high quality service features, and a strong positive image, help rail and rapid transit achieve modal shift

Priorities for Action:

- Rail capacity enhancements: rolling stock, suburban station platforms, park and ride
- Local rail station improvements
- Birmingham City Centre Metro extension and new Line 1 trams
- Wolverhampton City Centre Metro extension
- Black Country Rapid Transit Spine development, linking the main centres of the Black Country and Stourbridge
- SPRINT Bus Rapid Transit development in regeneration corridors serving significant economic development areas

Long Term Theme 6:

Improved local accessibility and connectivity

Local journeys under 7.5 kms in length comprise 66% of all journeys in the Metropolitan Area. More than half of these are currently made by car. To support both Key Outcomes and all five Key Objectives of LTP3, some targeted modal shift of these local journeys is sought through the development of principal bus corridors, as part of our Smart Routes strategy. There is also a role for increased walking and cycling, especially for shorter journeys, as part of our Smarter Choices strategy.

The social inclusion objectives of equality of opportunity are pursued through:

- Developing the rail and rapid transit network for longer journeys
- Comprehensively improving local bus networks, through the joint approach between Centro and bus operators of 'Transforming Bus Travel'
- Undertaking local bus network reviews, taking account of proposed new development sites, and changes to local service provision, for example in respect of health care and retailing facilities
- Providing complementary travel measures, such as Ring and Ride, Community Transport and travel training
- Concessionary fare policies, designed to promote increased social inclusion for elderly and disabled persons, children, and, through the Workwise initiative, for jobseekers
- Improving cycling facilities and networks
- Making local improvements to walking routes as part of wider community safety projects

Priorities for Action:

- Local bus network reviews, mindful of accessibility planning outputs, proposed new development sites and changes in service provision
- Ring and Ride business plan implementation
- 'Putting People First' agenda to influence the role of community transport in the complementary travel services tier of the Metropolitan Area public transport network
- To work with transport operating companies towards provision of 24/7 services where this is economically or socially desirable and where sufficient demand exists

Long Term Theme 7: **Sustainable and efficient freight transport**

The movement of freight reflects of the strength of any economy, showing the demand for manufactured goods, as well as retail and commercial demands. LTP3 covers all aspects of freight movements from the start of a journey, along transport networks and end point unloading. It focuses on road and rail freight as the primary method of freight movements in the Area, whilst also covering water and air freight.

LTP3 covers the roles of:

- **The West Midlands Freight Quality Partnership**
- **Integrated Transport Authority (ITA)**
- **Local Authorities**
- **Network Rail**
- **Freight Operators**

It sets out a strategy to address complex and inter-linked issues such as lorry parking, effective delivery access, access to the Strategic Highway Network, improving environmental performance, urban freight consolidation centres, and schemes to support the movement of goods by heavy rail.

Priorities for Action:

- **Journey time reliability improvements to the Strategic Highway Network, based on Smart Route implementation**
- **Bridge strengthening to improve access to employment areas from the Strategic Highway Network**
- **Development of urban freight consolidation centres**
- **Improved lorry parking**
- **Quick Win rail freight improvements, which will also benefit passenger rail services**

Long Term Theme 8: Effective and reliable transport integration

The Area's public transport system comprises an integrated network of four tiers:

- **Rail and Rapid Transit Network**
- **Principal Bus Corridors**
- **Local Bus Networks**
- **Complementary Travel Measures**

The whole is greater than the sum of the parts, and integration measures will ensure that full connectivity is achieved by the overall network. These measures are:

Integrated Branding/Network Identity

The implementation of the Network West Midlands (NWM) initiative by Centro and operators in 2006/7 has created a recognisable single brand for the Area's public transport system and for parts of the Travel to Work Area. This will be further developed, so that marketing of an ever-improving NWM creates a relationship with the population of the Metropolitan Area akin to that which world cities residents have with their public transport systems. It will also play a key role in rolling out the wider Smarter Travel Choices strategy.

Information

Integrated information provision has improved dramatically through development and implementation of the NWM brand. The next phase takes into account advances in electronic information and mobile phone technology. These include the potential to improve information provision for all, helping overcome existing barriers for disadvantaged groups. Areas for improvement include next-stop information aboard buses and greater use of real time information.

Integrated, affordable ticketing

The cost of travel is a critical factor in maintaining and growing public transport use. Competitive, value-for-money fares are a pre-requisite for sustained increases in public transport patronage across the Area, including the Travel to Work Area. We will continue to work with local commercial operators to ensure that fares represent value for money to customers. We will also manage local concessionary travel for elderly and disabled people, and promote Workwise where jobseekers can obtain travel advice and free public transport passes for interviews and for the first three months of employment.

Smartcard technology brings huge potential benefits to integrated ticketing and is currently being introduced to the Area, initially with concessionary passes, followed by rollout to fare paying passengers. The goal is for occasional and regular public transport customers to be able to easily interchange between different modes and services, without being unduly financially penalised for having to use more than one service to meet their travel needs.

High Quality Interchanges

Interchanges between the rail and rapid transit and bus networks are an important part of city and town centre improvements. A series of small, on-street interchanges is also required to allow easy transfer between bus services at key intersections, often in suburban district centres.

Long Term Theme 9: Improved safety and security

Road Safety

Interventions aimed to meet national targets for road safety will build on the Area's major successes over recent years in reducing the number and severity of road traffic accidents. We will continue to use a blend of engineering measures, enforcement approaches and education programmes.

The overall long-term direction presents challenges to road safety through its commitment to increase cycling. The Area will reach a critical mass of cycling, supported by the implementation of measures in line with best practice for the promotion of cycling. In partnership with Districts, opportunities will be explored to trial extensive 20 mph zones to improve road safety, promote cycling and walking, develop local streetscapes and enhance the quality of the built environment.

Taxis

Accessible taxis have a valuable integration role to play, as first and last links in some journeys, particularly related to long-distance rail stations where suitable taxi ranks are a basic facility requirement. There are also a social inclusion issue where car ownership is low, and taxis provide transport links that would otherwise be difficult or not possible.

Priorities for Action:

- **Roll out of Smartcard**
- **Programme of bus interchange improvements**
- **Rail Park and ride expansion**

Public transport Users' Safety and Personal Security

A successful and attractive integrated public transport system requires high levels of personal security across all modes, through high levels of passenger use enabling 'natural surveillance' and through design of infrastructure, use of CCTV and a targeted policing presence.

We will continue to work in partnership with West Midlands Police and our partner Districts in the Safer Travel Team. This has reduced bus crime by 41% in two years, through targeted police operations and by raising awareness with schoolchildren on personal safety issues and the effects of anti-social behaviour and crime.

Long Term Theme 10: Reduced carbon through new technologies

It is vital that the approach to low carbon transport in the Metropolitan Area is compatible with its wider strategy for carbon reduction. Sustainability West Midlands' Low Carbon Vision 2020 sets out what is possible now in terms of energy, transport, construction and demographic change to reach 2020 in a framework that reduces current levels of carbon use.

Travel of the future is envisioned as having important roles for:

- Virtual travel
- Electric cars
- Smart logistics
- Improved coach/bus
- Bike and car sharing
- Demand for travel decrease
- Up to date information and journey planning facilities for public transport

Community Safety

Local community safety partnerships will bring forward revenue and capital methods to improve safety and personal security in residential areas and centres through community, Local Authority and West Midlands Police actions.

Priorities for Action:

- Road safety priority measures
- Exploring potential for extensive 20 mph area trials
- Maintain and enhance Safer Travel initiatives
- Reducing lorry crime

The Metropolitan Area has Low Carbon Economic Area status with such initiatives as:

- 70% of all UK low carbon vehicle research and development occurs in the region
- The CABLED project between Birmingham and Coventry to trial 100 electric cars – the largest such trial in the UK.
- Modec van – Coventry – joint venture with US
- The recent regional growth into low carbon economy study, which has confirmed the green job opportunities for the transport sector

A key area will be to develop practical cross-sector solutions through the Business Futures network – sharing good practice between large companies and business networks, such as Chambers of Commerce – including sustainable business travel. Centro's Sustainable Transport Charter will share good practice with operators.

Measures such as a charging point strategy for electric vehicles will be needed to translate national initiatives into local action in the Metropolitan Area.

Priorities for Action:

- Clarifying the Metropolitan Area role in the national policy context of electric vehicle and other low carbon technology roll out
- Working with public transport operators to ensure that carbon emissions are minimised

Sub-Regional Balances of Long Term Themes

Our Strategy is comprehensive, covering the whole of the Area with appropriate links to the wider travel to work area. However, the balance between the ten Long Term Themes, and the mix of specific interventions will vary to reflect different sub-regional characteristics.

In overall terms, the main ambitions for the sub-regions are:

- Attracting investment to the Black Country, and strengthening connectivity for its labour markets
- Supporting investment in Birmingham/Solihull, in line with global city aspirations, and serving the ensuing increased travel demand in sustainable ways which do not exacerbate existing congestion levels
- Supporting housing and employment growth in the Coventry-Warwickshire North–South corridor.

On a more specific basis, the key issues LTP3 seeks to address for each of the Sub-Regions are set out below:

The Black Country

The key transport issues facing the Black Country are the need for:

- Improved connectivity between the four strategic centres of Brierley Hill, Walsall, West Bromwich and Wolverhampton
- Improved local connections with the M5 and M6, and tackling congestion at the motorway junctions, especially J9 and J10 of the M6, and J1 and J2 of the M5
- Extension of the Midland Metro within Wolverhampton city centre
- Improved accessibility to housing and employment areas within the Regeneration Corridors
- Improved road freight access to employment areas
- Improved rail freight, linking to the national network
- Enhanced walking and cycling networks, linking to the green infrastructure network.
- Ensuring that, through enhanced connections, the benefits of HS2 extend to the Sub-Region

Birmingham/Urban Solihull

The key transport challenges facing this part of the Metropolitan Area are:

- Influencing and preparing for High Speed 2 (HS2) to maximise benefits for the West Midlands
- Maximising the benefits of the redevelopment of New Street Station, by improving accessibility and connectivity
- Progressing the runway extension at BA and its associated infrastructure works
- Public transport improvements from Birmingham city centre to BA, via extensions to Midland Metro
- Midland Metro extensions in Birmingham city centre
- Addressing congestion on the motorway network and the consequent impact on the Primary Route Network
- Providing improved accessibility and connectivity to the Growth Corridors and North Solihull Regeneration Area
- Improving access to Solihull town centre
- Promoting more sustainable travel modes.

Coventry

The key transport issues which the City faces are:

- To improve connectivity in the north/south corridor
- To enhance accessibility to and support the redevelopment of the city centre
- To develop a high quality public transport network that is efficient and affordable.
- To improve connections with the rest of the Metropolitan Area with rapid transit, for example by Metro or SPRINT
- To improve connections with the South Midlands, including Milton Keynes and Northampton

The Rural Area

The key transport issues facing the Rural Area are:

- Dealing with the effects of congestion on the M42, particularly at the junctions with BA and the NEC
- Addressing the dominance of car commuting by encouraging shift to more sustainable modes of travel, particularly public transport
- Accommodating the impact of HS2

Links to the Implementation Plan

The 15-year strategy set out in this document and its appendices provide a clear direction for the development of transport interventions serving the Metropolitan Area.

The Ten Long Term Themes provide the link between the Challenges, the Key Outcomes and the Key Objectives, and provide a strategic framework to develop suitable transport schemes in phases over the 15-year period.

The first years of the Plan will be particularly challenging. Making best use of existing assets and limited-scale, high impact, value for money improvements must be the prevailing 'culture' for the initial phase of delivering the 15-year strategy.

Whilst embracing this restricted approach to delivery, at least in the early years, we do not lose sight of the scale of the real and urgent economic and environmental problems and needs of the Area, and the practical interventions needed to address them. These require commensurate measures to meet LTP3's objectives and to secure its outcomes. Some of these proposed measures are substantial, and proportionate to the needs of a major urban area with a population of over 2.6 million people. They are legitimate areas of activity and intervention for the public sector, and therefore we will continue, with our stakeholders and partners, to develop appropriate schemes for implementation in the longer term.

9: Policies

A key component of LTP3 is our set of policies, which are statements of intent as to how we will deliver the various elements of our Strategy.

The policies are detailed in the Appendices document which accompanies this Strategy, where they are grouped by the Long Term Theme to which they are intended to contribute.

The detailed Appendices also show how each policy will be delivered, in terms of the resources required and the partners who will be responsible for the policy's implementation.

A summary of the policies is shown overleaf.

Policy		Implementation Partners
LTT1		
TAM1	The Metropolitan District Councils will ensure that the transport network is adequately managed through effective Asset Management	District Councils
TAM2	The Metropolitan District Councils will seek to improve the performance of the Highway Network	District Councils
TAM3	The Metropolitan District Councils will seek to improve the performance of the Footway Network	District Councils
TAM4	The ITA will work with the Metropolitan District Councils to ensure that current service levels are maintained in respect of highway structures.	District Councils Centro
TAM5	The Metropolitan District Councils will seek to improve the performance of the Street Lighting Network	District Councils
TAM6	Legacy Urban Traffic Management and Control Systems will be upgraded and proposals for integrated management of the network will be progressed	District Councils
TAM7	Centro and the District Councils will work together to improve the performance of delivered services	District Councils Centro

Policy		Implementation Partners
LTT2		
HN1	Urban Traffic Management and Control will be used to support wider Highways Management objectives	District Councils
HN2	The Metropolitan District Councils will review the highway network.	District Councils
HN3	District Traffic Managers will co-ordinate expeditious traffic movement within their own area and across Metropolitan District boundaries	District Councils Centro Police and Fire Services Highways Agency Public Transport Operators Utility Companies
HN4	The LTP3 Partners will provide dynamic travel information	District Councils Centro Police and Fire Services Highways Agency Public Transport Operators Utility Companies Business
HN5	Centro and Local Authority Partners will co-ordinate the development and implementation of a Smart Route network, including a common assessment of problems, joint consultation, common design and procurement activities	Centro District Councils Bus Operators User Groups Business Residents
LTT3		
MT1	The ITA will work with Local Authorities to ensure car parking policies and provision support the LTP3 aims of encouraging sustainable transport patterns across the Metropolitan Area and promoting vitality of centres. Such policy interventions may include availability and car park pricing.	District Councils Centro Business Residents
MT2	Centro and its LTP3 Partners will seek to manage travel demand through a mix of hard and soft measures to encourage sustainable travel patterns, including: <ul style="list-style-type: none"> • Car parking policies • Prioritising the use of the highway network • Encouraging Smarter Choices • Land use planning policies • Encouraging people and business to reduce the need to travel via virtual travel and co-location of facilities through the land use planning process 	Centro District Councils Highways Agency Business and Employers

Policy		Implementation Partners
LTT3		
MT3	Centro and its LTP3 Partners will promote modal shift towards sustainable travel modes for work, school and leisure journeys through the application of targeted and intensive Smarter Choices measures	Centro District Councils Highways Agency ACT TravelWise Bus Operators Homes & Communities Agency Job Centre Plus Sustrans Primary Care Trusts and Successor Bodies British Waterways
MT4	Centro and its LTP3 Partners will seek to increase levels of cycling in the West Midlands to improve health, the environment, reduce car use and improve the accessibility of people without access to a car.	Centro District Councils Sustrans Primary Care Trusts and Successor Bodies British Waterways Cycling England
MT5	Centro will work with its LTP3 Partners to increase opportunities for cyclists to integrate and interchange with public transport	Centro District Councils Public Transport Operators
MT6	Centro and its LTP3 Partners will seek to improve the attractiveness of walking as a travel choice by creating an environment and culture where walking is actively encouraged for short trips	Centro District Councils Primary Care Trusts and Successor Bodies British Waterways
MT7	The Metropolitan District Councils will work with British Waterways to ensure that bridges over canals on key routes between employment areas and the motorway junctions are, as far as possible, free of weight restrictions.	District Councils British Waterways
MT8	Centro will work with its LTP3 Partners to ensure that all canals are safeguarded as navigable waterways to support water-based local economic activity and existing wharf facilities are safeguarded and to maximise the potential of canal towpaths as part of a signposted network of pedestrian and cycling green infrastructure.	Centro District Councils British Waterways Sustrans West Midlands Canals Partnership
MT9	The Metropolitan District Councils as Local Planning Authorities will seek to ensure that access to the canal network, particularly by pedestrians and cyclists is safeguarded and, where possible, enhanced.	District Councils British Waterways

Policy		Implementation Partners
LTT4		
REG1	When preparing Local Development Documents, and their regeneration and investment strategies, District Councils and Regeneration Agencies shall have regard to the provisions of Local Transport Plan 3, to ensure that as far as possible, development and redevelopment proposals make the best use of existing transport infrastructure and services, improve connectivity locally and in the wider area where appropriate and provide high levels of accessibility for all with an emphasis on sustainable modes of travel.	District Councils Centro Homes and Communities Agency Development Industry
REG2	The ITA welcomes and supports High Speed Rail and will work with Government and LTP3 Partners to maximise the benefits and opportunities High Speed Rail will bring to the Metropolitan Area, including maximising the benefits of released capacity on the “classic” network	Centro Department for Transport High Speed Two Limited Office for Rail Regulation Network Rail
REG3	The ITA will work with Local Authority partners and public transport operators to promote and deliver high quality sustainable access to High Speed Rail, ensuring that the resultant benefits and opportunities can be accessed by people and businesses across the entire Metropolitan Area	Centro District Councils Department for Transport High Speed Two Limited Network Rail Rail Operators
REG4	Centro will work with the local highway authorities to help overcome deficiencies in on street set-down and pick-up facilities in the vicinity of the Area’s major visitor attractions.	Centro District Councils Bus and coach operators
REG5	Centro will work with local coach operators and/or their trade body to identify adequate long-stay coach parking facilities convenient to town and city centres and near major attractors during daytime and evening hours.	Centro District Councils Coach operators
REG6	Recognising Birmingham Airport as an international gateway to the region, Centro and Local Authorities will work with Partners to ensure high quality surface access to the Airport to support existing and projected passenger growth.	Centro District Councils Birmingham Airport Limited Highways Agency Network Rail Public transport operators
REG7	Recognising the important role of the National Exhibition Centre in supporting the West Midlands economy, Centro and Local Authorities will work with partners to ensure high quality sustainable surface access to the NEC site	Centro District Councils National Exhibition Centre Highways Agency Network Rail Public transport operators

Policy		Implementation Partners
LTT5		
RR1	Centro will work with LTP3 Partners to expand local rail network capacity to meet forecasted growth in patronage, delivering the schemes and objectives of the Regional Rail Development Plan. This will include maximising capacity of the 'classic' rail network derived from High Speed Rail	Centro District Councils Network Rail Train operating companies Passenger Focus
RR2	Centro will work with DfT, ORR, Network Rail, Local Authorities, Train Operating Companies and Rail Freight Operators to identify and develop schemes on the rail network to increase capacity and reliability for both passenger and freight services	Centro District Councils Office for Rail Regulation Network Rail Train operating companies Rail freight operators
RR3	Centro will work with Local Authorities, Network Rail and Train Operating Companies to deliver high levels of services standards and accessibility which delivers an inclusive network accessible to everyone	Centro District Councils Network Rail Train operating companies
RR4	The ITA will work with LTP3 Partners to expand the rapid transit network	Centro District Councils Travel Midland Metro
RR5	Future rapid transit will be ultra low emission at source with an aspiration target for Zero Emission as technology permits	Centro District Councils Travel Midland Metro
RR6	The ITA, Birmingham City Council and the Business Improvement Districts will work together to identify rapid transit alignments and develop interim rapid transit to improve access in and around Birmingham City Centre	Centro Birmingham City Council Business Improvement Districts
LTT6		
LA1	Centro will work with the Local Planning Authorities to ensure that Accessibility Planning is embedded within planning and strategy documents and continue to encourage service providers to embed accessibility considerations within their service delivery investment programmes.	Centro District Councils
LA2	Centro will continue to work in partnership with relevant organisations to ensure the access needs of groups defined in the Equalities Act 2010 are met as far as practicable.	Centro All Partners
LA3	Centro will continue to secure socially necessary local bus services to complement commercially provided services so that residents have the best possible access to local facilities.	Centro District Councils Bus operators Interest groups

Policy		Implementation Partners
LTT6		
LA4	Centro will keep local bus service networks and provision under review, in partnership with the main operators and the relevant District Authority, with the aim of improving service levels and accessibility for all to essential services and facilities.	Centro District Councils Bus operators Interest groups Residents Business
LA5	Centro will work with public transport operators to ensure that cost of travel is not a barrier to accessibility to employment opportunities and services.	Centro Public transport operators
LA6	Centro will work with bus operators and Local Authority partners to create a high-quality bus network serving the Metropolitan Area	Centro District Councils Bus operators Interest groups
LA7	Centro will increase social inclusion in the Metropolitan Area, through a thriving 'Ring and Ride' service to help meet the needs of disabled people for clearly defined markets, as part of the overall public transport system	Centro District Councils Operators Interest groups
LA8	Centro will increase social inclusion in the Metropolitan Area, through a thriving community transport sector to help meet the needs of clearly defined markets, as part of the overall public transport system	Centro District Councils Operators Interest groups
LTT7		
SF1	The ITA will seek to increase the availability of HGV parking in appropriate locations across the Metropolitan Area	Centro District Councils Freight operators Business
SF2	The ITA will work with LTP3 Partners to seek to ensure effective and reliable freight deliveries can occur in all types of centres across the Metropolitan Area	Centro District Councils Freight operators Business
SF3	The ITA will support national and locally led initiatives to accelerate the introduction of low carbon transport through improving the environmental performance of the freight industry	Centro Freight operators

Policy		Implementation Partners
LTT7		
SF4	The ITA will work with its LTP3 Partners to develop and enhance the Area's rail network capacity, efficiently and reliability which can meet existing and future rail freight growth demands	Centro Network Rail Rail freight operators
SF5	The ITA will identify and encourage the development of new rail freight terminals to meet future growth requirements, especially intermodal terminals to meet projected container traffic growth	Centro District Councils Network Rail Rail freight operators
SF6	The ITA and its LTP3 Partners will work with freight operators and Airport owners to support Air Freight reflecting its role in international markets access, trading high value goods and receiving 'Just in Time' goods whilst taking due regard to associated impacts from air freight to local residents and the environment	Centro District Councils Airport operators Freight operators (air and road) Business Interest groups
SF7	Local Authorities will work with British Waterways, freight operators and businesses to identify and support new concepts and initiatives in developing further opportunities for water based freight movements	Centro District Councils British Waterways Freight operators Business West Midlands Canals Partnership
LTT8		
TI1	Centro and its LTP3 partners will develop strategic park and ride capacity at appropriate locations to serve strategic movement demands.	Centro District Councils Highways Agency Network Rail Train operating companies
TI2	Centro and its LTP3 partners will develop increased local park and ride capacity appropriate to meeting local demand.	Centro District Councils Highways Agency Network Rail Train operating companies
TI3	Centro will work with Metropolitan District Councils and Public Transport operator partners to ensure high quality information is accessible to all about public transport services covering before, during and after a journey	Centro District Councils Public transport operators
TI4	Centro will work with Metropolitan District Councils and Public Transport partners to develop seamless integration between all types of transport modes with focus upon high quality public transport interchanges	Centro District Councils Public transport operators

Policy		Implementation Partners
LTT8		
TI4	Centro will work with Metropolitan District Councils and Public Transport partners to develop seamless integration between all types of transport modes with focus upon high quality public transport interchanges	Centro District Councils Public transport operators
TI5	Centro will work with the Licensing and Local Highway Authorities to help ensure that taxis and PHVs can continue to play a role in an integrated transport offer to residents, visitors and businesses in the Metropolitan Area.	Centro District Councils Taxi and PHV operators
TI6	The Integrated Transport Authority will work with the Planning & Transportation Sub-Committee to develop an integrated approach to restrictions on access to bus lanes across the Metropolitan Area.	Centro District Councils Planning & Transportation Sub-Committee Bus operators
LTT9		
SS1	The ITA and its Partners will seek to reduce further casualties resulting from road traffic collisions, including achieving a greater understanding of where and why collisions happen	Centro District Councils Police, Fire & Rescue services Highways Agency Interest and campaign groups
SS2	The ITA will seek to achieve greater co-ordination between road safety partners	Centro District Councils Police, Fire & Rescue services Highways Agency Interest and campaign groups
SS3	The ITA and its LTP3 Partners will actively take account of the needs of Powered Two-Wheelers and promote their safe use	Centro District Councils Police, Fire & Rescue services Highways Agency Interest and campaign groups
SS4	Centro will work with public transport operators, the police, Local Authority partners and Network Rail to reduce actual and perceived safety concerns towards public transport use and to reduce its vulnerability to vandalism and terrorism.	Centro District Councils Network Rail Police Public transport operators

Policy		Implementation Partners
LTT10		
GT1	Centro and its LTP3 Partners will work with organisations, businesses and the academic sector to support the transformation to a low carbon economy and will work with partners to reduce carbon emissions caused by travel and transport through smarter choices, reduced congestion, highway management and by supporting in all practical ways, the roll-out of low carbon infrastructure and the development of low and zero carbon public service and private vehicles.	Centro District Councils Public transport operators Business Academic and research sector Interest groups Manufacturers
GT2	The ITA will work with its LTP3 partners to reduce air pollution emissions from transport	Centro District Councils PCTs Interest groups
GT2	The ITA will work with its LTP3 Partners to improve local air quality in pursuit of UK standards and European Directive limits	Centro District Councils PCTs Interest groups
GT4	The ITA will work with its LTP3 Partners to minimise noise nuisance from the transport network	Centro District Councils PCTs Interest groups

Relationship between Long-Term Themes, Key Outcomes, Key Objectives and Strategic Principles

		Key Outcome 1 - Economy	Key Outcome 2 - Economy	Key Objective 1 - Economy					Key Objective 2 - Climate Change			Key Objective 3 - Health, Security and Safety						Key Objective 4 - Opportunity				Key Objective 5 - Quality of Life				Strategic Principles (excl Smarter Investment)	
				1	2	3	4	5	1	2	3	1	2	3	4	5	6	1	2	3	4	1	2	3	4	SM	SC
a	Maintenance	X	0	X	X	X	X	0	0	X	X	0	0	-	-	-	-	0	0	0	0	X	0	X	0	X	X
b	Highway Network	X	X	X	X	X	X	X	X	0	X	X	-	-	X	X	X	X	X	X	X	X	X	X	X	X	X
c	Modal Transfer	0	X	X	X	X	X	X	0	0	X	X	-	0	X	X	X	X	X	X	X	X	X	X	X	X	X
d	Regeneration Areas	X	0	X	X	X	X	X	X	0	X	X	0	X	X	X	X	X	X	X	X	X	X	X	X	X	X
e	Rail and Rapid Transit	X	X	X	X	X	X	X	X	0	X	0	0	0	-	0	X	X	v	X	X	X	X	X	X	X	X
f	Accessibility and Connectivity	X	X	0	X	0	X	-	X	X	0	X	0	0	X	X	0	X	X	X	X	X	0	0	0	X	X
g	Freight Transport	X	0	X	-	X	X	X	0	-	X	-	-	-	-	-	-	-	-	-	X	X	X	X	X	X	X
h	Interchanges and Integration	0	X	0	X	0	0	-	X	X	-	X	0	-	0	-	0	X	X	X	X	X	X	0	0	X	X
i	Safety and Security	X	X	-	0	-	0	-	0	X	-	0	-	X	X	X	X	X	X	X	X	0	0	-	-	X	X
i	Green Technology	X	X	X	-	-	-	X	X	X	X	X	X	-	-	-	-	-	-	-	-	-	-	-	X	X	X

Key X Substantial Impact 0 Minor Impact - No Impact

10: Initiatives Evaluation

Introduction

To ensure initiatives are selected that best fit with the LTP3 Strategy and other complimentary strategies, and represent good value for money, appropriate assessment methodologies have been developed with our partner authorities.

Over the course of the Strategy, transport challenges and priorities will change reflecting the wider national or local policy environment of the day. However, in order to ensure ongoing alignment between LTP3 Strategy and associated Implementation Plans, the following headline set of criteria will be used to assess LTP3 schemes and initiatives. It is expected that such criteria will be used for both locally derived and strategic level programmes.

Specific criteria will be outlined in each Implementation Plan reflecting contemporary priorities, tested against the Sustainability Appraisal methodology for LTP3, to ensure consistency. Broad assessment criteria will include the following elements, plus any additional criteria as appropriate, for each Implementation Plan:

- **Strategic** – fit with planning policy
- **Value for Money** – as defined by DfT for Major Schemes
- **Transport Usage** – propensity to encourage mode shift
- **Asset Management** – strategic approach to managing the infrastructure
- **Partnership working** – appropriate arrangements with partners established
- **Congestion** – proximity of scheme to Congestion Target Corridor
- **Accessibility** – impact on access to employment, health, etc
- **Health** – encouraging walk / cycling
- **Safety** – road / Public transport / Pedestrian
- **Employment / Housing Impact** – proximity to regeneration proposal
- **Environment** – impact on greenhouse gases, built and natural environment
- **Risk** – experience of delivering similar schemes to time and budget
- **Delivery** – requirement for planning powers / land
- **Affordability** – scheme within overall budget available

The degree of scrutiny to be applied using these criteria, to individual initiatives or programmes of initiatives, would be tailored to meet the detail of the initiative. A simplified methodology would be appropriate for non-complex / low value initiatives or programmes, but regard would also be given to established specialist appraisal methodologies appropriate to of the specific initiatives.

11: Finance and Funding

Evidence shows that investing in transport in congested urban areas is effective in support of wider economic, carbon reduction and social inclusion agendas.

Ensuring value for money and efficient delivery are key objectives when preparing an LTP3. Implementation of the Plan will require both capital and revenue funding, available from central Government support, council tax and other sources.

Infrastructure will be maintained in line with asset management principles and whole life-costed modelling, to understand costs and maximise value over the long term.

Most revenue funding will continue to be provided as part of three-year Local Government Settlements. It will be for individual authorities to decide on actual levels of transport spend. The detail and impact of the forthcoming public expenditure reductions is unclear, however the overall scale of cuts will be unprecedented. Aside from the pressures on public spending the devolution of funding flows and powers could also have a significant impact on the delivery of transport objectives and the outcomes outlined for the West Midlands.

Potential new avenues of funding will need to be explored to increase overall funding, with a balanced approach to delivery through:

- **Regional Growth Fund**
- **Local Sustainable Transport Fund**
- **Community Infrastructure Levy/S106 and S278 monies**
- **Tax Increment Financing/Accelerated Development Zones**
- **Supplementary business rates**
- **EU monies**
- **Exploiting commercial opportunities that arise from the development of transport infrastructure**
- **Exploring joint funding of transport initiatives/services with other sectors, e.g. health, education, skills**
- **Capital contributions from public transport operators**
- **Third-party funds**

Given the economic logic for investment in local transport, over the next few years the West Midlands will need to be even more adept and innovative in its ways of working, so the right policies are developed, implemented, fully integrated and responsive to the needs of the Area, ensuring the limited funding available is spent in the most effective manner.

The pace of delivery of the vision set out in this LTP will be determined by the funding packages available, and the levels of investment proposed are therefore responsive and realistic, in the light of prevailing financial pressures.

12: Governance

LTP3 responds to the distinct challenges and opportunities facing the Metropolitan Area, including the role that transport plays in delivering economic growth and reducing carbon.

Research (including Centre for Cities - Beyond the Boundaries, September 2010) highlights this and sets out why transport should become fully aligned with an over-arching economic strategy, as part of an integrated economic development programme which will drive forward the Area's economy.

Current structures are not optimal for maximising economic development, regeneration and transport, and therefore the Metropolitan and its Travel to Work Area are not performing to their full potential. Current governance arrangements are fragmented in terms of how transport strategy is set, how it is integrated within wider economic development and regeneration policies, and who is ultimately responsible for ensuring the effective delivery of schemes and initiatives. Transport strategy and delivery is currently shared between a number of different bodies, from Central to Local Government and commercial organisations.

Responding to the Challenge

In recognition of these barriers, the previous Government brought in legislative changes to address transport and the role it plays in a City Region economy:

Local Transport Act (2008)

The Local Transport Act (LTA) recognised the key role that transport plays in urban areas to ensure they achieve their full potential. Recognising that current structures did not deliver as well as they could, the LTA provided ITAs with the ability to undertake a transport governance review to ensure the ITA has the powers to deliver LTP3 and the outcomes sought from it.

Local Democracy, Economic Development and Construction Act (2009)

The Local Democracy, Economic Development and Construction Act (LDEDC Act) gave City Regions the powers to co-ordinate economic development functions including planning, housing and regeneration through Economic Prosperity Boards, or embedding transport firmly within these structures by bringing Integrated Transport Authorities' powers into Economic Prosperity Boards, to create a Combined Authority.

The Metropolitan Area responded to this agenda and in turn conducted a Transport Governance Review. The Review concluded that the current arrangements were sub-optimal for improving economic competitiveness and promoting regeneration of the Metropolitan Area, and therefore change was needed if we are to improve our economic performance.

Local Enterprise Partnerships (LEPs)

The Coalition Government came to power in May 2010 and announced the abolition of a number of regional structures, including Regional Development Agencies. Their economic development function will be undertaken more locally, based on natural economic areas led through a partnership of business and Local Authorities called Local Enterprise Partnerships (LEPs).

The Government sees LEPs as a vehicle for locally-elected leaders to work with the business community to lead economic development and help provide a means of building on and supporting the concept of a 'Big Society'. A White Paper will provide more detail. Legislation that will follow will centre on supporting the

creation of strong LEPs, particularly those based around England's major cities and other natural economic areas, to enable improved coordination of public and private investment, potentially in transport, housing, skills, regeneration and other areas of economic development.

Transport and the Local Enterprise Partnerships

The Transport Governance Review in 2009 has enabled the Metropolitan Area to fully understand the issues it needs to address to deliver an integrated transport network which is able to support economic growth in the Metropolitan Area. Whilst the Government has provided a new framework to deliver this, the principles of what improved transport governance arrangements should look like and how they need to work remains the same.

Transport strategy setting and delivery is currently fragmented across agencies such as Network Rail, the Highways Agency, Local Authorities and the ITA. This will improve, with the ITA having responsibility for the delivery of LTP3 for the

Metropolitan Area from April 2011. However, the link between regeneration, the low carbon economy and transport means there is an overriding imperative to ensure transport and regeneration strategy are fully integrated.

The question therefore is how would transport work in the context of LEPs covering the Metropolitan Area and the Journey to Work Area?

The Local Enterprise Partnerships in the Metropolitan Area will be natural partners in the development and delivery of transport. Prioritising, creating the opportunity to make a step change in the delivery of private sector growth and alignment of the economic development, housing, planning, inward investment, skills and transport agendas. Transport will play a vital role in the success of each of these LEPs, to deliver improved economic performance. In responding to this agenda two options are currently being explored:

- **Local Enterprise Partnerships responsible for transport**
- **Commission for Integrated Transport**

Local Enterprise Partnerships responsible for transport

The first option is for transport to be co-ordinated and delivered through each LEP. In this scenario, each Local Authority wishing to do so would cede from the ITA, in effect creating a Combined Authority at a local level. This option would enable each LEP to prioritise and deliver their own transport initiatives which support their strategy for growth.

However, as evidenced above, transport strategy setting and delivery works most effectively at a strategic level that can respond in a coordinated fashion to the numerous economic drivers that influence economic growth. Consideration

would need to be given as to how transport would be co-ordinated across boundaries. The transport governance review has highlighted the fragmented nature of transport within the Metropolitan Area; the transfer of ITA responsibilities under this scenario could lead to an exacerbation of this and an increased level of competition between LEPs for funding.

Therefore, if this transfer of all ITA responsibilities was not seen to fulfil the role and aspirations of transport within the LEP, a variant of this option would be for transport strategy and commissioning powers to be undertaken by each LEP with Centro continuing to provide a public transport co-ordinating and delivery function.

Commission for Integrated Transport

The Commission for Integrated Transport (CfIT) would assume the role of strategy setting, planning and commissioning the delivery of transport interventions across the LEP areas embracing the Travel to Work Area.

The foundation for this would be the planning of an optimal integrated transport network coordinated across a number of LEPs - the Integrated Transport Strategy or LTP for the travel to work area would meet the economic development aspirations of those LEPs in the context of transport.

This would include a funding strategy, coordinating integration between transport modes and ensuring transport meets its full contribution to the delivery of economic growth and regeneration priorities.

In order to ensure coordination of strategic transport planning functions, protocols would be put in place with Network Rail and the Highways Agency to ensure coordination of transport strategy setting and delivery across the area.

Further discussion is needed on the membership

of CfIT. However it is envisaged that membership would come from both Local Authorities and the LEPs within the CfIT area. The LEPs would help secure the funding and, through CfIT, would commission the delivery of transport initiatives through a number of delivery 'agencies,' including Local Authorities for highway works and Centro for public transport. A number of funding options will be explored further. For example, CfIT could be funded from a precept to enable the chosen priorities to be planned, commissioned and delivered according to the needs and prioritisation desired by the LEP.

This option would advance how transport strategy is set and delivered within the Travel to Work Area, and ensure the LEPs of the Black Country, Birmingham/Solihull with East Staffordshire, Lichfield and Tamworth and Coventry/Warwickshire receive the world-class integrated transport network they need to deliver sustainable economic growth.

13: Risk

Continuous assessment of risk has been undertaken as an integral part of the preparation on LTP3, and will continue throughout the various phases of the Implementation Plan.

Risk assessment has been undertaken with the Sustainability Appraisal to ensure a holistic approach to identifying both the strategic and practical risks in the development of the Strategic Options, and the selection of our Preferred Strategy.

The coming to power of the Coalition Government during the preparation of the Draft plan, the publication of the Programme for Government, and the immediate cuts in transportation budgets to help address the national deficit, have created short term uncertainty and consequently increased some risks.

Individual authorities within the Metropolitan Area each have their own approaches to identifying and managing risks, and all have considered the possible LTP delivery risks within the context of their own corporate management approaches. These have been brought together through a series of workshops, and via the West Midlands

Planning and Transportation Committee's Annual Strategic Risk Assessment, to develop a Metropolitan approach to risk assessment and the identification of appropriate remedial and mitigation measures. The use of the risk management module in the West Midlands Capital Programme Management System (IMPREST) has greatly assisted, and continues to do so, in ensuring effective monitoring of project delivery across the Metropolitan Area, reducing risk accordingly.

Risks have been assessed under several main headings, a number of which arise directly from a need to respond positively to the new localism agenda, whilst still preparing a robust plan which covers not only the whole Metropolitan Area, but also seeks to influence transport issues in the wider travel to work area. The key categories, and particular aspects of risk considered, are:

Financial

Consideration of the impact of reduced funding, with reductions in the Integrated Transportation Block and Major Schemes moratorium, together with uncertainty as to future levels of resources.

Consideration of the impacts of possible methods of grant distribution and ensuring that transport solutions are seen as vital to the area's economic recovery, and are reflected in corporate priorities.

Dealing with uncertainty as to other methods of transport funding from the private and development sectors, and the likelihood of innovative schemes such as TIF and ADZs coming to fruition.

Spatial Policy

Reviewing the impact of the revocation of Regional Spatial Strategies, the potential for delay to Core Strategies with consequent impacts on the determination of the major new locations for housing and employment growth and consideration of the transport implications.

Co-operation

Consideration of how to ensure the development of consistent and complimentary policies and implementation programmes with the adjacent Shires and Districts, within the Metropolitan Travel to Work Area.

Delivery and Implementation.

Determining how to prioritise the allocation of the IT and Maintenance Blocks, given the uncertainty as to future levels of funding, whilst addressing the maintenance backlog and the need for significant interventions to address existing problems and to support future growth and economic recovery.

Major Schemes

Consideration of how to ensure that Major Schemes (previously identified as priorities in the Regional Funding Advice) are programmed as speedily as the national financial position will allow, which involves ensuring that development costs can be met, and appropriate expertise procured, to ensure effective project delivery.

Bus Service Operators Grant

Bus Service Operators Grant (BSOG) is given directly to bus operators as a partial rebate of fuel duty paid for the fuel used operating local bus services. It is the main public funding source for local bus services (not counting concessionary fares reimbursement, which is a 'people' subsidy) and it is acknowledged that BSOG offers good value-for-money nationally, with estimates of over 7% extra services, with 6½% lower fares, leading to almost 7% more passengers than without BSOG. The basis of BSOG has changed marginally recently to encourage fuel efficiency and the use of GPS and Smartcard systems. Further longer-term changes are being considered to align this grant with passenger use. This is likely to impact upon the viability of less well-used services. However, an immediate risk is that the Coalition Government could fundamentally change the amount of grant paid to operators with the consequent risk of bus service withdrawals and/or fares increases.

(The statistics come from 'Local Bus Service Support – Options for Reform' a DfT consultation paper, March 2008)

Our principal approach to dealing with the current uncertainty and difficult financial position has been to develop our Preferred Strategy based on Ten Long Term Themes. We have retained the plan horizon as 2026 as we do not think that now is the time for short-termism or timid thinking.

Many things will change over time, some for the better, some for the worse, but we are convinced that our Long Term Themes will be as relevant in 15 years' time as they are today. The outcomes, which we are committed to achieving, provide a robust context within which we can regularly review and amend our Implementation Plans, depending on the prevailing physical, economic, social and financial circumstances.

It is our intension to undertake periodic reviews of the Plan to assess and re-evaluate both the strategic and practical delivery risks to ensure that LTP3's Long Term Themes and delivery objectives are being progressively realised.

14: Monitoring

Target setting has been an integral part of LTP development since the start of the LTP process in 1999. It provides a benchmarking process against which we can measure our performance in delivering our objectives, and also compare ourselves with other authorities.

The number of targets proposed for LTP3 has been reduced to 14 from the LTP2 total of 26. This enables a closer focus on the LTP3 Key Objectives. 13 LTP2 target issues do not have targets in LTP3, although they could still be monitored as indicators, alongside issues such as walking:

- Peak period traffic flows to urban centres
- Access to health
- Child killed and seriously injured casualties
- Total slight casualties
- Powered two-wheeler casualties
- Light Rail use
- Satisfaction with local bus services
- School Travel Plans
- Workplace Travel Plans
- Economic viability of centres
- More efficient use of the existing transport network
- Unclassified Road Condition
- Footway Condition

These target issues either do not directly support the monitoring of our performance against the Key Objectives, are to some extent already replicated in the target areas we have chosen, or are model-based targets where key data may not continue to be available, or the assumptions the target was based on become invalid. However a new target on CO₂ reduction has been included for the first time.

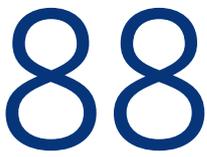
While largely based on the ten transport-focused National Indicators, SMART and other principles have also guided the choice of targets:

- They are able to be monitored regularly (usually annually);
- Performance can be monitored at a district or route level where possible;
- Data to support the targets is robust and is expected to continue to be available for the foreseeable future;
- Targets are 'outcome' (a change in travel behaviour) rather than 'output' (provision of infrastructure) focused;
- Measures are being considered in the LTP3 Implementation Plan that would contribute to improved performance.

The proposed targets are set out in the Table opposite.

	National Indicator	LTP3 Implementation Plan Long-Term Outcome	Target Issue	KO1 Economy	KO2 Climate Change	KO3 Health Security & Safety	KO4 Equality of Opportunity	KO5 Quality of Life and Environment	Possible Target
1	NI167	LTA b	Road Congestion / Journey Time Reliability	✓	✓			✓	on target routes in the AM peak accommodate an expected increase on travel of X% with X% increase in journey times between 2009-10 and 2011-12
2		LTA c	Total Road Traffic growth	✓	✓	✓		✓	annual road traffic to grow less in % terms than the local economy between 2010-11 and 2013-14
3		LTA g	Freight Accessibility	✓		✓		✓	reduce the number of weight-limited bridges on key routes by X% between March 2011 and March 2015
4	NI168	LTA a	Principal Road Maintenance	✓		✓		✓	reduce the length of Principal Roads requiring further investigation according to DIT rules and parameters by X% between 2010-11 and 2014-15
5	NI186	LTA j	CO2 Emissions from Transport		✓	✓		✓	reduce CO ₂ emissions from transport by 8% between 2008 and 2020
6	NI47	LTA i	Road Accident Casualties	✓		✓		✓	reduce annual KSIs by between 10% and 15% between the baseline 2004-08 average and the 2010-14 average
7	NI198	LTA c	Travel to School	✓	✓	✓		✓	maintain the proportion of children (aged 5 to 16) travelling to school by non-car modes (including car share) between 2010-11 and 2014-15
8		LTA j	Air Quality		✓	✓		✓	reduce the total spatial area where NO ₂ values exceed 40ppg per m ³ and 60ppg per m ³ by X% between the 2008 baseline and 2013
9		LTA i	Safety & Security on Public Transport			✓		✓	reduce incidents of crime around buses by X% between 2010-11 to 2014-15
10	NI175	LTA f	Accessibility	✓			✓	✓	improve access to the 13 West Midlands Met Area Impact Investment Locations as a whole by X% between 2010-11 and 2014-15
11	NI177	LTA f	Bus Patronage		✓		✓	✓	retain bus patronage at 2010-11 baseline levels by 2014-15
12	NI178	LTA f	Bus Reliability	✓			✓	✓	X% increase in key bus services operating between "1 minute early and 5 minutes late" between 2010-11 and 2014-15
13		LTA c	Cycling			✓	✓	✓	increase the West Midlands cycling index by X% from the 2010-11 baseline of 100 by 2014-15
14		LTA c	Public Transport Trips to Centres	✓	✓		✓	✓	increase the proportion of trips by public transport into the 9 LTP strategic centres as a whole during the morning peak by X% between 2010-11 and 2014-15

✓ Direct Impact ✓ Indirect Impact



In view of uncertain funding levels for the foreseeable future, which would go a long way to determining our performance, we have, in most cases, decided against defining a target figure, inserting 'X' until funding becomes clearer. Specific issues around the proposed targets include:

Road Congestion

The target is in the same terms as current national indicator NI167. However we await DfT guidance on future of NI167. Journey Time Reliability on Smart Routes may be a better measure if NI167 is completely discontinued. Continued supply of TrafficMaster historical journey time data is crucial for monitoring purposes. There are many outside influences on target performance including the economy, fuel prices, public transport fares, availability of rail alternatives, and population growth.

Traffic Growth

It is generally felt that traffic growth is closely related to economic growth. We will be successfully containing road traffic growth if we can break this link so that traffic grows less than the economy.

Freight Accessibility

The number of bridges with very restrictive weight limits is a real economic and access issue. A potential bridge maintenance major scheme bid could improve performance significantly.

Principal Road Maintenance

The target wording is largely driven by requirements of NI168, the future of which is uncertain. This an output target but performance is in our control (funding permitting).

CO2 emissions from transport

This was the joint most important issue in the LTP Vision consultation. It is based on a target in the 2004 Regional Energy Strategy. However, due to the time lag of Government reporting, LTP3 targets may only cover 2008-11, discounting any LTP3 action. EU target for all sectors is a 20% reduction in 2000-20.

Road Accident Casualties

This is based on a combination of two targets contained in the draft National Road Safety Strategy, 'A Safer Way', with a shorter-term target period for the LTP. However it is unclear when / if the strategy may be adopted, or if final targets or NI47 indicator will be defined in these terms.

Travel to School

Targets links to health agenda. Wording is based on the LTP2 target. 0.25% fall 2007-9 but cut in funding for School Travel Advisors from April 2011 means around 50% fewer staff to work on School Travel Plans. Therefore the target to maintain is still challenging, and in line with LTP emphasis on Smarter Choices.

Air Quality

This was the joint most important issue in the LTP Vision consultation. Strong links to the health agenda and Smarter Choices.

Safety & Security on Public Transport

This was the second most important issue in the LTP Vision consultation. However monitoring is restricted to buses using annual data from West Midlands Police.

Accessibility

DfT Core Indicator data showing access to key services in the Metropolitan Area is not a problem. The target therefore focuses on future land use development where access is still an issue.

Bus Patronage

Given the long-term decline, maintaining Met-wide patronage is challenging. Increases are achieved where specific measures are installed, such as on Bus Showcase routes.

Bus Reliability

This was the third most important issue in the LTP Vision consultation, the current National Indicator. Smart Routes will aid an improvement in performance.

Cycling

Strong links to the health agenda and a key element of Smarter Choices if modeshift from cars can be achieved. Cycle Index method of monitoring has been further developed from the LTP2 version, to include more permanent count sites and Active Travel Survey data.

Public Transport Trips to Centres

Target supports the Smarter Choices agenda and helps the environment and economy via reduced congestion. This is easily monitored via well-established Cordon Surveys.

15: Concluding Remarks

Taken together, our Draft LTP3 Strategy and Implementation Plan set out our Shared Vision for the role of transport, the long term development of transport in the Metropolitan Area, how we will build a world class integrated transport network and a shorter term Implementation Plan that sets out in detail our first phase of actions along with a long term view of the cost for the major schemes that will provide the key infrastructure necessary to achieve our outcomes.

LTP3 is ambitious in its outlook and seeks to provide a major catalyst for the economic growth and regeneration that the Metropolitan Area requires in order to meet the challenges it faces to 2026, and recognises transport's major role in this task. However, it also promotes the delivery of these transport solutions within a sustainable, low-carbon framework.

LTP3 cannot be delivered by a single body alone. It will require concentrated and co-ordinated efforts on behalf of Centro, the Metropolitan District Councils, the private sector, Government Agencies, transport operators and a broad range of other Partners and Stakeholders.

The rewards of success will be to ensure the provision of a sustainable transport system that underpins and supports economic growth, regeneration and the quality of life, to the benefit of all who live, work, visit and conduct business in the Metropolitan Area.

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