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T3 Walking and Cycling

- Reduction in mileage walked to 165 miles, which is the lowest value of any English region and is nearly one-fifth (18%) lower than the average for England.
- Walking accounted for 10% of travel to work journeys both in England and the Region.
- Cycling Accounted for 2% of travel to work journeys, compared to 3% for England.
- **Why is this the case in the West Midlands?**

In Birmingham a lot of money has been spent on improving and implementing facilities. The Council has encountered problems encouraging cycling in schools and there isn't the support to implement a bicycle hire scheme like in Paris, which incidentally is currently losing money.

Walking is particularly difficult to measure.

Demographics may be an issue with an ageing population outweighing younger age groups.

Trip lengths are increasing, especially the journey to work, making walking and cycling unrealistic modes.

There needs to be a change in land-use planning with a much stronger steer towards mixed use developments.

The design of many schemes such as cycle lanes are poor. Schemes are currently designed from a safety perspective, however, for schemes to be successful they need to be designed from a pedestrian and cyclists point of view. Improved junction design is also a requirement in the West Midlands and the Region should look at London who has given priority at junctions to cyclists.

A large number of people work for small-scale employers who can't afford to provide the facilities e.g. showers etc. that are expected by employees who walk/cycle to work.

Traffic growth and safety perceptions are both barriers to vulnerable modes.

Park and Ride may encourage multi modal journeys to work and help counteract increasing journey lengths e.g. drive to the park and ride facility completing the remainder of the journey by cycling. However, more facilities are needed.

It is necessary to reduce the source of danger through reductions in speed.

Currently bicycles cannot be taken on the Metro and there is very little space for them on trains. To encourage cycling it is necessary to make it easy as possible for people.

A change in culture is necessary in the UK. To tackle this it is, therefore, imperative that cycling and walking is advertised and promoted.

T5 Public Transport

- Bus Patronage has declined by 11.6% since 2001/02, at a greater rate than the national average for English regions outside London (2.5%).

Local Authority	2005/06 BVPI Return	2006/07 BVPI Return	Patronage Increasing/Declining
Worcestershire County Council	13,117,416	15,246,166	↑
Shropshire County Council	6,358,508	6,678,284	↑
Staffordshire County Council	21,859,009	23,632,020	↑
Warwickshire County Council	11,710,000	13,300,000	↑
Herefordshire Council	3,248,935	3,433,043	↑
Stoke-on-Trent City Council	12,500,000	14,573,345	↑
Telford and Wrekin Council	6,369,000	6,306,000	↓
West Midlands PTA	308,500,000	N/A	Data not available

- **Why has bus patronage in the West Midlands declined at a much greater rate than the national average?**

The general patronage trend is increasing the Shire authorities whilst decreasing the Met authorities.

The demography has changed in recent years with a much younger population now in the Met authorities who use other means of transport rather than the bus.

Free concessionary travel has always been in place in the WM Met authorities which hasn't always been the case in Shire authorities. This meant that when the free national concessionary fare scheme was introduced the effect on patronage was negligible in the Mets compared to the Shire authorities.

The West Midland Met authorities have the highest number of passengers outside London and patronage again increased during 2007/08

It is necessary to promote high quality integrated services which are attractive to people.

There is a need to improve the perception of safety for people.

Operators need to encourage people to leave the car at home and cost is a big issue. The increase in fuel costs has created an opportunity which operators need to embrace by keeping fares low.

Branded bus routes and quality partnership routes increase everyone's accessibility to the network by allowing people to know where they are going.

A quality integrated network which includes ticketing and also information to help with planning a journey is essential to make using public transport as easy as possible.

A change in mindset is needed to accept that we should spend money on soft measures.

How do we develop a broader public consensus of the challenges?

Transport's contribution to climate change

- In all three surveys around 80% of adults said that they were very or fairly concerned about climate change, with a quarter being very concerned.
- The majority of the public believe that transport emissions contribute to climate change, with around 70% spontaneously selecting emissions from road transport as a cause of climate change.

(Attitudes to climate change and the impact of transport (2006 & 2007), Department for Transport, 23rd January 2008)

We should reward rather than penalise people. There is evidence that 'sticks' work but that 'carrots' don't. In one local authority majority of residents declared that parking charges were too high; however, in the same area an independent car-park has been charging three times that of the local authority car-parks.

It is necessary to promote the improvements that would be undertaken as a result of 'sticks' otherwise there won't be the support for change. For example in London congestion charge money has been ploughed straight into bus improvements.

Why should people pay road tax and insurance to leave their car on the drive. The charge should be based usage rather than ownership.

Should promote the wider benefits of undertaking shorter distance trips by alternative modes to the car e.g. increase the number of shorter distance trips by walking for improved health etc.