



West Midlands  
Combined Authority

# WEST MIDLANDS GREENER TOGETHER PANEL

LOCAL TRANSPORT PLAN WORKSHOP 2 (16 November 2024)

# For one last time... welcome back

- **Involve:** the UK's public participation charity, on a mission to put people at the heart of decision-making
- **West Midlands Combined Authority:** led by the directly-elected Mayor of the West Midlands. Combined Authorities are set up to invest in their regions through collaboration with partners, including local councils.
- **Facilitators:** Rob, Amanda, Anita, Sean, LaToyah, Linnea
- **Supporting:** Katie and Jackie (WMCA)
- **Speakers:** David (WMCA)

# Ground rules

- There are no right or wrong answers
- If you don't understand something, just ask
- Respect each other and our different views and experiences
- Be mindful how you phrase things to avoid others taking offence or feeling singled out
- Give each other time to speak – the facilitator will help with this
- Give each other your full attention – stay engaged
- Stick to one conversation at a time
- Respect confidentiality
- Try to stay on topic



# What we looked at last time...

We heard about the Local Transport Plan:

- Why it's needed
- What it's for
- What sort of future it could help us create in the West Midlands



**NOV**

**16**

# What we'll be doing today

Continuing our work on transport, we want to understand what kind of shift in transport use you would be willing to see – and exploring how you think those shifts should be enabled.

# This morning's programme

TIME	ITEM
10.00	<b>Welcome and introduction to the session</b>
10.15	<b>Quiz time</b> – recapping on what we learnt last time
10.45	<b>Presentation: we know that we need to make a shift in the ways we travel, but how?</b>
11.00	Q&A with David
11.15	<b>Setting up a 'deep democracy debate'</b>
11.30	<b>BREAK</b>
11.45	<b>The debate</b> – working in groups we'll be asking you to debate a key question that underpins today's work
12.45	<b>Feedback on the debate</b>
13.00	<b>LUNCH</b>



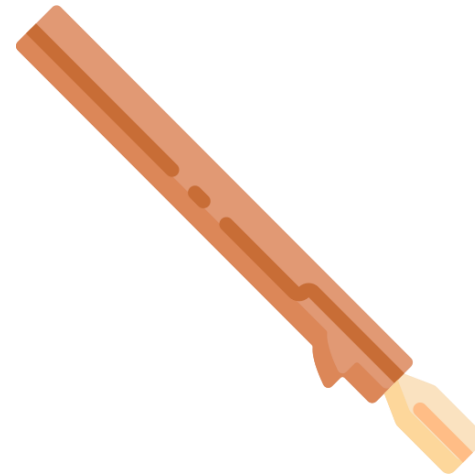
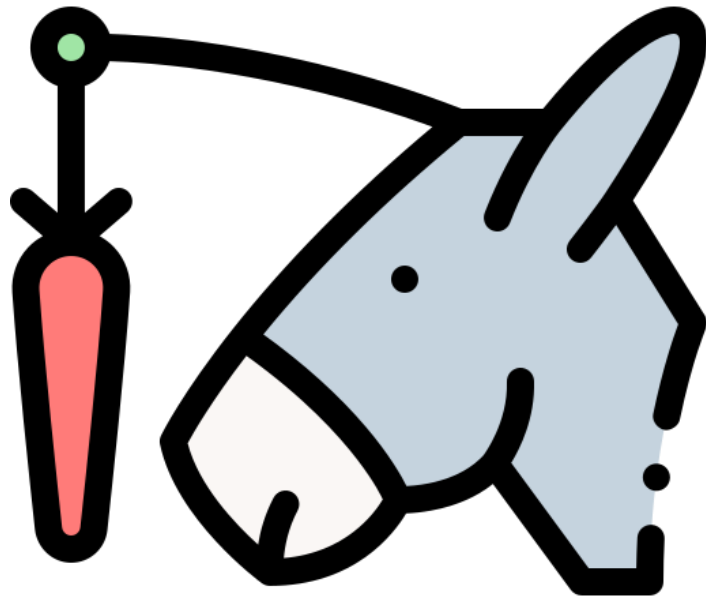
**QUIZ TIME**

# Introduction

- Your table facilitator will divide you up into pairs and send you off around the room to find the answers to a set of questions introducing the theme of climate adaptation and why it's necessary.
- Once everyone has returned to their groups your table facilitator will take you through the answer sheet and invite you to reflect on what you've just found.







# How can we make the shift?

David Harris

Transport Strategy and Place Manager

Transport for West Midlands

Got questions? Jot them down for the Q&A



# Why do we need to change?

## Inclusive growth impacts



27% of households in the Combined Authority area have no access to a car (it's slightly lower in the whole West Midlands region). Transport and the economy are intrinsically linked. Increased mobility for more people would have economic benefits for the region.

Cost of living increases have affected many. Transport is the second biggest household spend after housing.

2,300 people die prematurely each year in the West Midlands as a result of illness linked to poor air quality.

The West Midlands population is relatively unhealthy compared to other regions, with a third doing less than 30 minutes physical activity per week.

57 people lost their lives in 2022 and 950 suffer life changing injuries each year.

Traffic and parked vehicles can limit the opportunities to use streets for wider functions and harm "quality of place".

Transport biggest domestic source of carbon emissions. Being net-zero by 2050 requires more than just a shift to Zero Emission Vehicles.

The impact of climate change is already being felt and is likely to further increase the cost of both maintaining existing infrastructure and building new infrastructure.

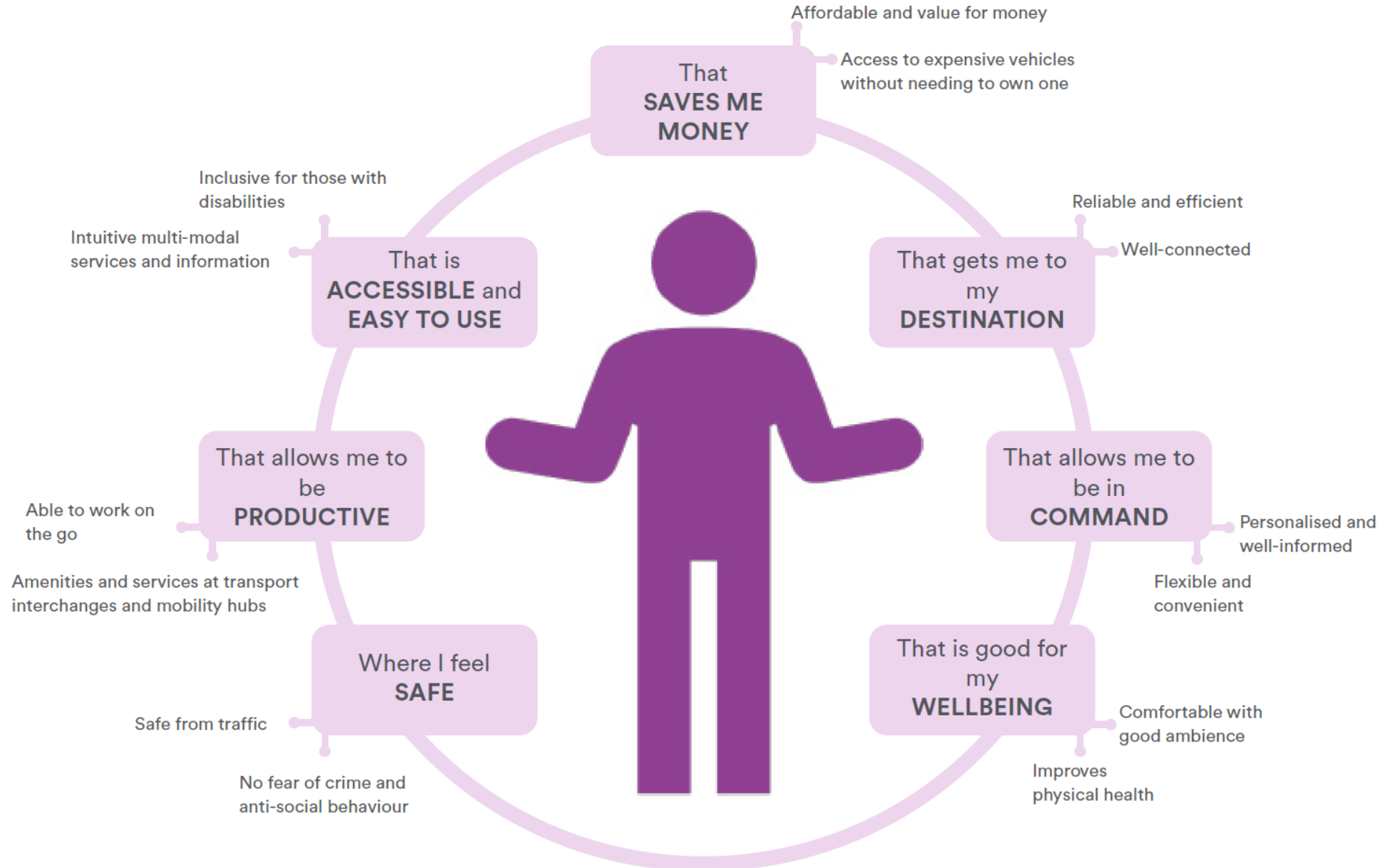
# What does change look like?

## WM2041

- **36%** reduction car travel distance
- **50%** reduction in shopping trip distance
- **100%** increase in PT
- **700%** cycling increase
- **5-6 yr** Acceleration in EV uptake

## UK 2050

- **9%** reduction car travel distance
- **30%** reduction in shopping trip distance
- **30%** increase in PT
- **175%** cycling increase
- **1 yr** Acceleration in EV uptake



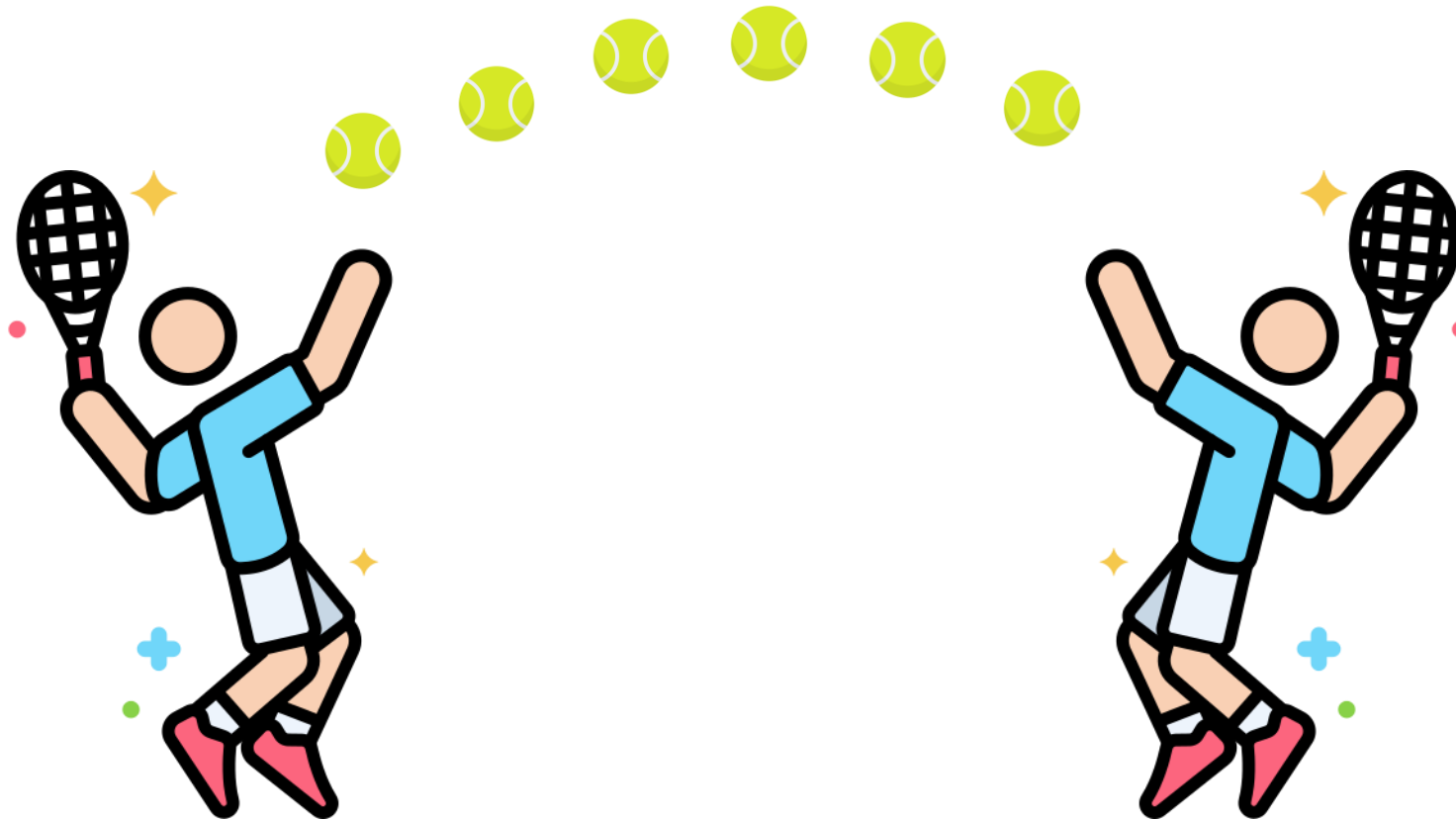


# Reflections and questions



# Setting up a 'deep democracy' debate

# Not your regular debate...



# Everyone's on the same side



Disagree





# Everyone's on the same side

Agree



Disagree





**BREAK**

# Three steps of LDD debate

**This is a ‘Lewis Deep Democracy’ style debate. It takes place between two sides – not between people.**

## **STEP 1**

- Everyone stands on one side (Side A) and airs all the views they can think of in support of that side. No one interrupts with opposing views – remember, you’re all on the same side! Keep your opposing views for later.
- Then, everyone stands on the other side (Side B) and airs all the views they can think of in support of THAT side.
- You repeat this to see if anyone has thought of anything new. Once the group is happy that there’s nothing new to add on either side, pause.

# Three steps of LDD debate

**This is a ‘Lewis Deep Democracy’ style debate. It takes place between two sides – not between people.**

## **STEP 2**

- Everyone who took part in the debate shares what they have discovered – what has stood out for them.
- The idea is that we deepen our consideration of the issues and the views on both sides because instead of defending our own position, each of us has been tasked with generating views in support of both sides.

# Three steps of LDD debate

**This is a ‘Lewis Deep Democracy’ style debate. It takes place between two sides – not between people.**

## **STEP 3**

- Make a decision based on the awareness you’ve raised in each other and the things you’ve discovered.

# The debate topic

“As a society we need to make driving cars more costly and less convenient. Only then will enough people start to choose alternative forms of transport for at least some of their journeys, or change their habits about how much travel they do. It will be hard and unpopular. Investment in public transport and active travel can help to make those alternatives more attractive, but experience tells us that just making the alternatives better won’t be enough – at the same time we have to make driving less easy and less appealing too.”



**LUNCH**

# This afternoon's programme

TIME	ITEM
13.45	<b>Presentation 2: what specific measures could be taken to encourage a shift in how we travel?</b> <ul style="list-style-type: none"><li>• 4 measures that we could take in the West Midlands</li></ul>
14.10	<b>Group discussions and voting</b> – how willing would we be to see these sorts of measures introduced?
15.00	<b>BREAK</b>
15.15	<b>Feedback on the group discussions</b>
15.30	<b>Extended wrapping-up</b> - Future of the panel: what happens next? Keeping in touch – if you want to be part of a 'panel friends' group, sign up with your email address; Remember: celebration event in January
16.00	<b>Time for vox pops, group photo, final comments and reflections</b>



# Measures that could be taken to shift transport behaviours

David Harris

Transport Strategy and Place Manager

Transport for West Midlands

# Shifting behaviours is important



As we've shown this morning, it's important for us to change behaviours and shift away from car dependency for our travel.

We're going to present 4 potential options to you that not only reduces barriers to public transport but also makes it more difficult for people to drive = carrot Vs stick approach.

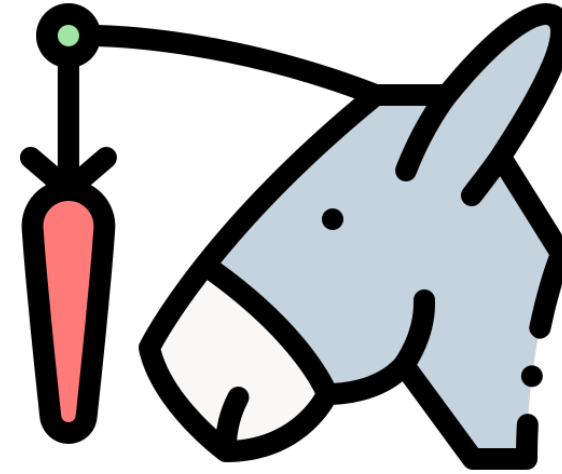
# There's recognition that sticks are needed, but not a widespread critical mass of consensus...

## Carrots

1 in 2 think better alternatives to driving need to exist first

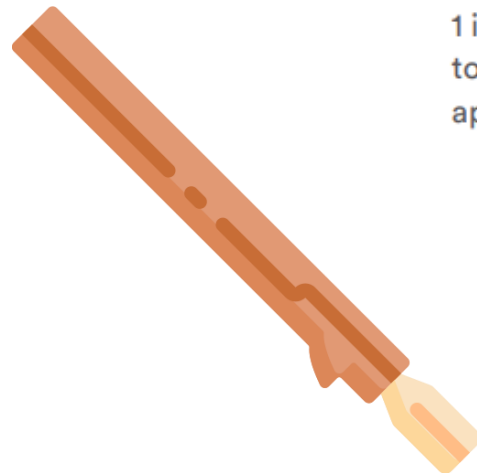
It's not about making the car obsolete and making that a poorer item, but more of making **public transport the better alternative** as it offers way more personalised and more luxury items for the price we pay then owning a car.

**16-24, Dudley, 2 cars in household, No licence**



## Sticks

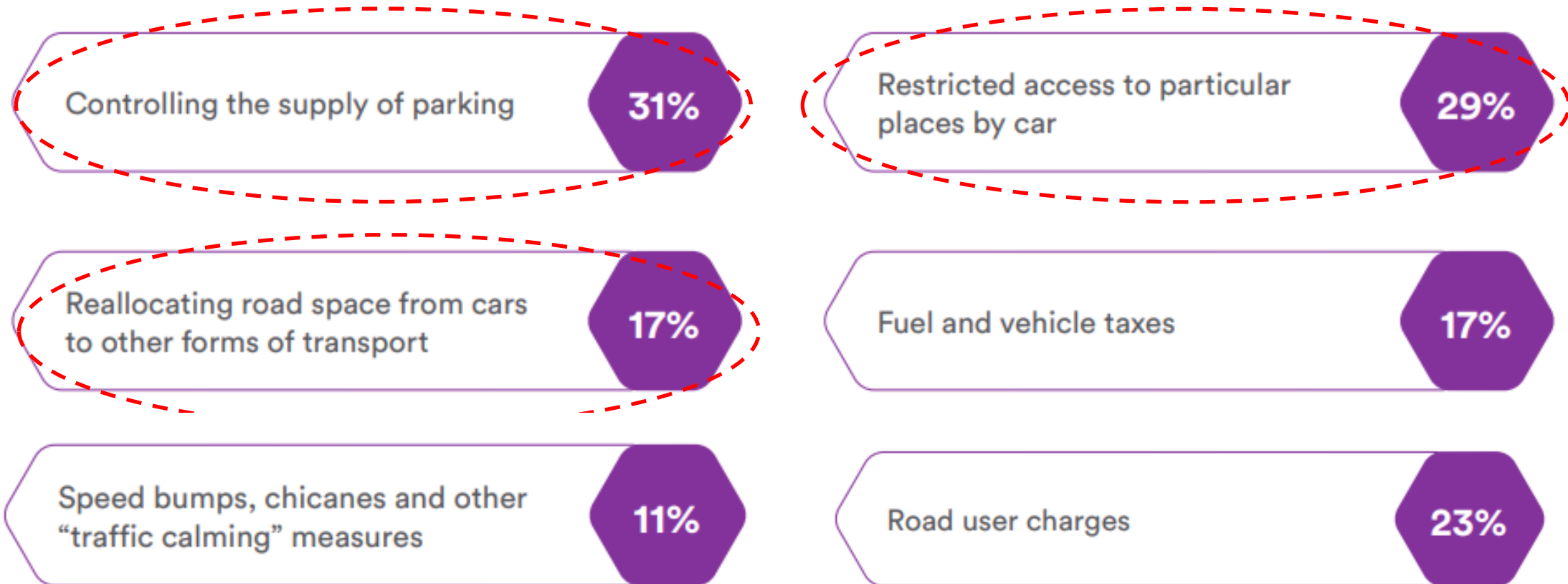
1 in 2 think restrictions to driving need to be applied first



If any added financial expenses of making a car journey far outweigh the cost of making a journey by a workable alternative method, **I would chose the alternative option, even if the journey took longer.**

**45-65, Birmingham, 1 car in household, Driver**

# There's recognition that 'sticks' are needed, but not a *widespread critical mass* of consensus...



# Reallocating space 1: Creating more space for sustainable transport

## What would this measure involve?

More road space or priority given over to buses, cycles, walking and wheeling – and less for cars.

## What impacts would people notice?

- Bus journeys are quicker and more reliable than they were at the busiest times so more people choose to take the bus.
- Walking, cycling and wheeling feels like a safer, more pleasant experience, so more people choose to travel in these ways.
- Car journeys take longer than they used to at the busiest times so the car is less convenient and fewer people choose to travel by car.



# Reallocating space 2: less parking

## What would this measure involve?

- Reducing the availability of on-street parking in town centres and residential areas.
- Reducing the provision of on-street and off-street parking in new developments.

## What impacts would people notice?

- In existing town centre and residential areas, parking a car close to your house could become more difficult as there are fewer spaces available. With parking less convenient than it used to be, more people choose not to own a car.
- In more new developments, reduced parking provision is built into the design so – depending on the property – it is a condition that households can have no more than one car, or even no car at all (this already happens in the Jewellery Quarter in Birmingham, for instance).
- With less parking, more space would be available for other things: wider walkways and cycle paths, trees and green spaces.



# Road User Charges

## What would this measure involve?

- Direct charges to motorists for driving on public roads.
- Could include toll roads, charges for using bridges / tunnels, zonal charging schemes e.g. London congestion charging.

## What impacts would people notice?

- Vehicle users would be charged depending on the mileage they do or based on where they are driving e.g. driving in a city centre would cost more per mile than on a motorway.
- Congestion has a negative effect on economic activity because it restricts and delays the movement of vehicles transporting goods and services. Reducing single occupancy car usage could bring economic advantages to the region.
- Less congestion will improve bus journey times and reduce air pollution in congested areas.
- Money generated through user charges could be ringfenced for improving transport system.
- Fuel duty and vehicle excise duty raise £35 billion a year – approx. 20% of that revenue is disbursed on maintaining and developing the roads.



# Incentivisation

## What would this measure involve?

- Giving financial/ tax relief for people using sustainable options for travelling e.g. cycle to work schemes
- Subsidised public transport to keep costs low.

## What impacts would people notice?

- Owning a car becomes a less attractive option if public transport remains at a lower cost. Increased public transport usage would see more money generated to maintain and improve the service.
- In Tallinn, Estonia, a fare-free network was implemented, which increased public transport use from 55% to 63%, successfully decreasing car use from 31% to 28%. Congestion would be reduced, and car parks could be reallocated to other public spaces.



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# What do you think?

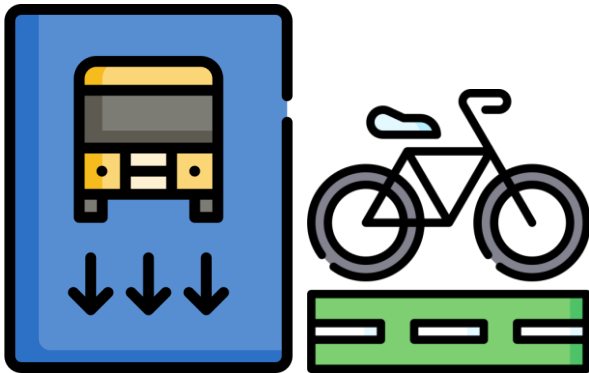
Working in your groups you will look at each potential measure in turn.

- Who would be the biggest winners and losers under this measure?
- How fair does it feel?
  - *For instance – road charging would make driving more expensive across the board, however wealthy you are. Measures that reallocate road space away from cars wouldn't directly cost drivers more – but would be an inconvenience.*
- How willing would you be for these measures to be introduced? Place your counter somewhere on the sliding scale.
- Why / why not? What if anything would make this more palatable? Would you accept it with certain caveats?



# Feedback

## 1. More space for sustainable transport and less for cars



## 3. Road user charges



## 2. Reducing parking space



## 4. Incentivisation



# Next Steps

We are investigating how to continue a citizens' panel for 2025, which would support wider WMCA work, not just our environment programme.

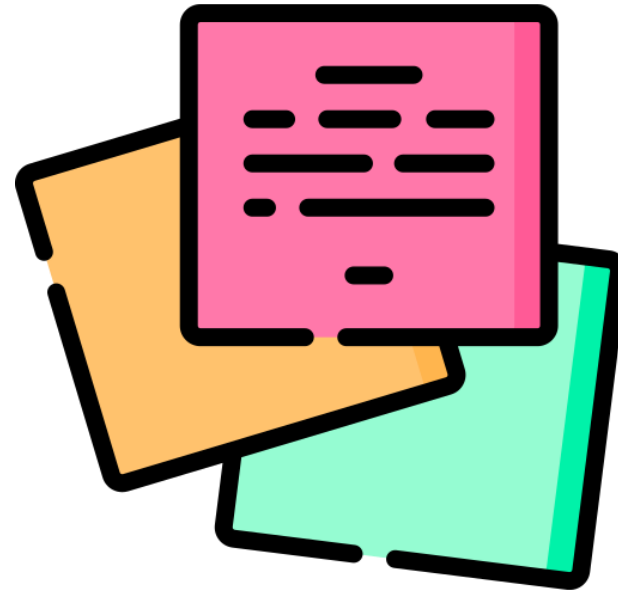
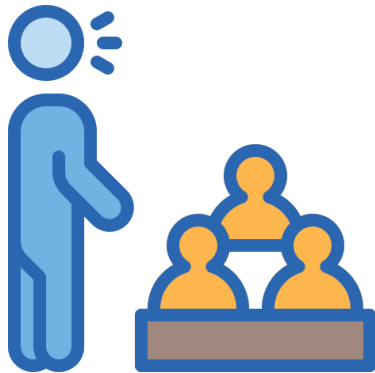
We hope to update you on this at the **Celebration Event on the 30<sup>th</sup> January**, at the Studio, 5:30 – 7:30pm with Richard Parker, Mayor of the West Midlands.

We would like to invite all of you **to join our research panel**, to continue to be engaged with WMCA work. You will be sent surveys to answer and as a thank you for signing up, we are giving a £10 reward.

We will send you both links to the celebration event and the research panel via email.

# Post-it notes on...

## Messages for facilitators



## Messages for WMCA

## Messages for your politicians



## Willing to set up a WhatsApp group?





**West Midlands**  
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**THANK YOU**