

“Local UK Authorities perspective for embedding equity in transport policies”

“COST”

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An overview of the WM



- ❖ Metropolitan Area: 7 LAs incl. Birmingham
- ❖ Population: 2.7m
- ❖ 34% residents without access to a car
- ❖ 11.5% Unemployment
- ❖ 26% 0-19 Age
- ❖ Deregulated PT market
- ❖ 63 Bus Operators (NX 78.8%)

Story so far...

- Making the Connexions: Transport & Social Exclusion, SEU 2001
- EU NAPs Social Inclusion (2008)
- DfT LTP3 Guidance (2009);
 - Social Inclusion: Accessibility planning remains crucial.
 - Monitoring/KPIs remain general
- Best Practice: PTEG, UITP...
- Dec 13: EU Adopted Urban Mobility Plans (UMP): A step change to tackle urban mobility challenges



Department for
Transport

Guidance on Local
Transport Plans



July 2009



May 2010

pteg
delivering public transport solutions





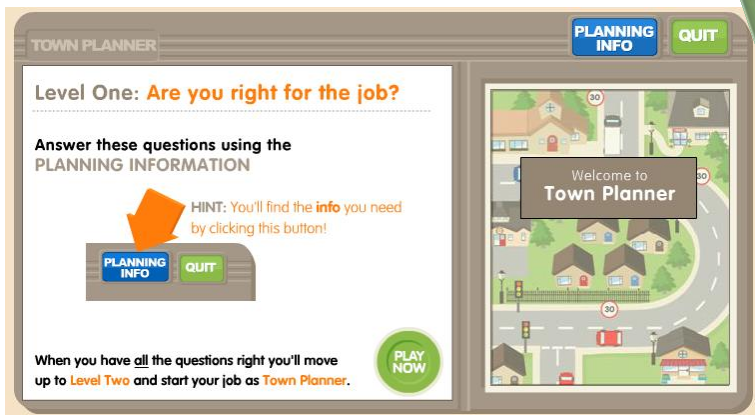
- £1 million of funding to 50 community projects
- £2 million of match funding
- Partnered 60 funding bodies
- Worked with over 120 organisations

- Address transport barriers to employment
 - Travel Costs
 - Access to Information
 - Widening travel horizons
- Promote sustainable travel habits
- Support cross-sector working (LTAs/JCP)
- WorkWise Measures:
 - Personalised door-to-door travel plan information
 - Free 'Day Rider' bus ticket
 - Free monthly bus pass for up to three months of work
- **So far:** +12500 people into employment & +3000 people to interviews!!!!
- Sustainable funding : Universal Credit/JCP & 50% WM Bus Operators Subsidy



During 2013/14:

- Over 1 million hits:
www.letzgogreen.org
- 130 Courses to
Primary and Special
Needs Schools.



Smart Network Smart Choices

- £50m (€430,000) in sustainable measures.
- Integrated Programme along 10 strategic PT corridors.
- Key measures:
 - Smarter Choices
 - ❖ Education: Working with 54 secondary schools, 16 special schools and universities (>163,000 students)
 - ❖ Companies: £10,000 grants to encourage access to employment using PT/cycling/car sharing....
 - ❖ Community Groups: Travel plans/advice to enhance their social activities – tailored to their needs
 - ❖ Unemployed (WorkWise)
 - Infrastructure Improvements (cycling, RTI..)
 - New Technology
- www.mynetwork.org.uk



Large Projects play also a part..

“Good Connectivity provides Business access to a larger employment pool inc. access to greater range of specialist skills which itself attracts people and businesses to locate in an area”

Table 1: Working Age Population Catchment of Birmingham City Centre (Curzon Street) HS2 Station

Time Catchment	Do-Minimum	Do-Something	Difference (%)
< 15 mins	376	376	0
15 – 30 mins	3,871	17,528	+13,657 (353%)
30 - 45 mins	241,085	335,825	+94,740 (39%)
< 45 mins	245,332	353,729	108,397 (44%)

Recommendations over 4 areas:

- Getting our Cities ready
- Getting our transport network ready
- Getting our people ready - **HS2 Academy**
- Getting our business ready



Equity vs. Economic Growth?



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