

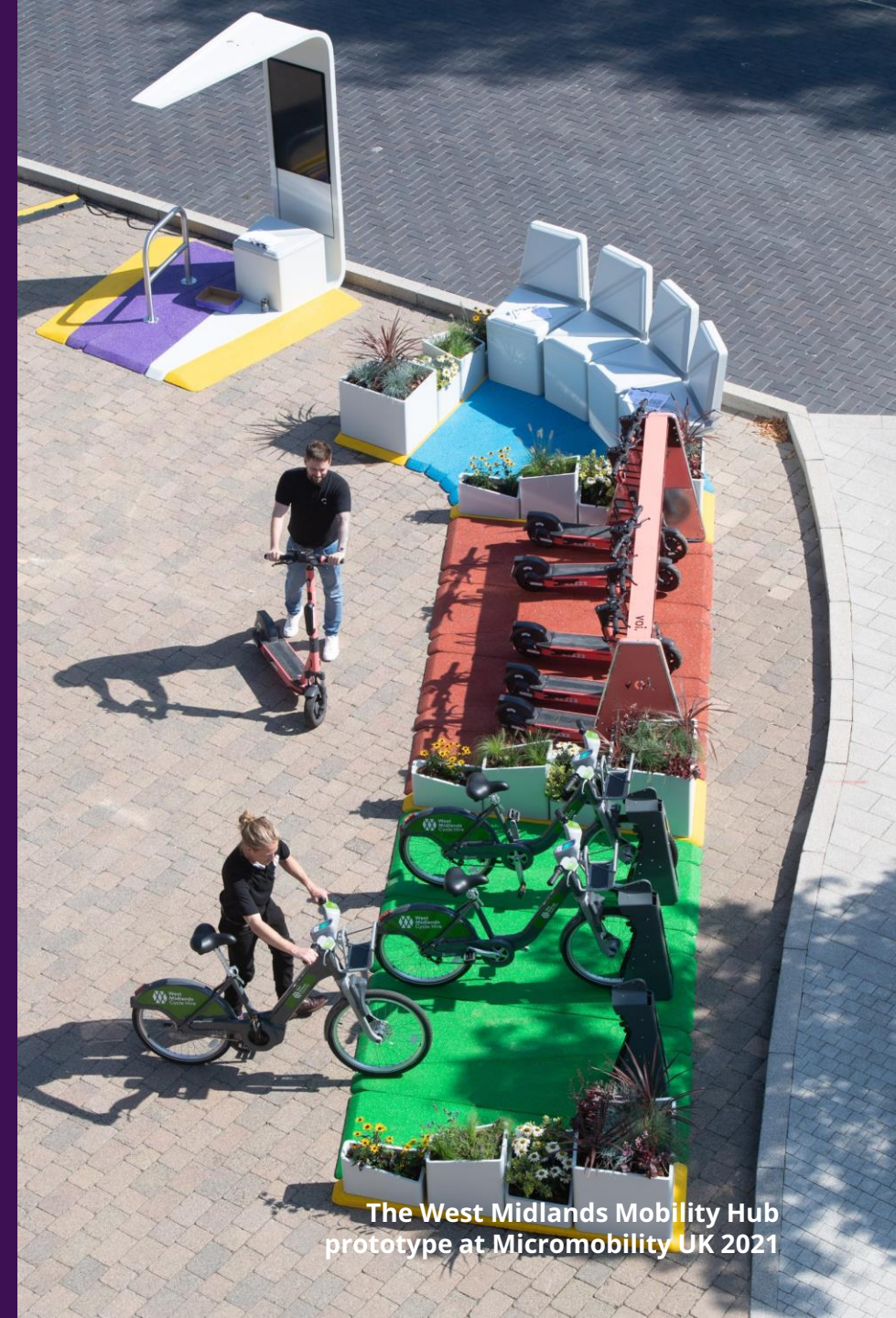
# Local Travel Points in the West Midlands

23 January 2024 presentation to MEG5: Sustainability and Active Travel  
Christopher Brown, Transport innovation team

# Introduction

These slides provide a brief introduction to work by Transport for West Midlands on the mobility hubs programme. It will cover the:

1. Value proposition
2. Programme timeline
3. Pilot plan
4. Long-term plan



# Problem to solve

---

**26%**

Share of UK carbon emissions from transport<sup>1</sup>

**7 in 10**

Trips between one and two miles taken by car<sup>2</sup>

**85%**

Share of trips in the morning peak which aren't between our strategic centres<sup>3</sup>

<sup>1</sup> DfT, 2023. [Transport and environment statistics](#)

<sup>2</sup> TfWM analysis of National Travel Survey 2016 – 2019

<sup>3</sup> From the [LTP Green Paper](#), based on TfWM's PRISM transport model



# Where are we trying to get to?



Reimagining transport in the West Midlands:  
Local Transport Plan  
Core Strategy



# Innovative interventions



Shared micromobility

Demand-responsive public transport



Online platforms

Physical platforms



# Local Travel Points

## Your **choice** awaits

Local Travel Points are green public spaces that bring together everything you need to get from A to B, and sometimes avoid needing to travel at all. You can choose from:

- **shared micromobility**, like WM Cycle Hire and eCargo bikes.
- **help to travel actively**, including bike storage, tools, and maps.
- **services for local living**, like parcel lockers, and social space.
- **car clubs**, for when four wheels are the right tool for the job.

### Headline

#### Local Travel Points: Your choice awaits

TfWM bring together the options you need to save money, be active, and love where you live

### Customer problem

Whether it's to stay healthy, save money, or improve our local area, many of us know we need to reimagine how we move. But it can be tough to imagine that anything can beat the convenience of driving, and it shows. Right now, we make 7 in 10 short trips by car.

The way we offer alternatives doesn't help. Outside major centres, people don't have access to innovative options like WM Cycle Hire and eCargo bikes for everyday trips to work and shop. Where they are available, it can be difficult to know where to go and what to do. It can be tricky for people using their own bikes, too. How do we know our bike will be safe? Where will I get myself ready to ride?

It's time to take some simple steps to make space for alternatives in our local areas. Let's give people the options and help they need, in the right place.

### Offer

Local Travel Points are green public spaces that bring together everything you need to get from A to B, and sometimes avoid needing to travel at all. You can choose from:

- **shared micromobility**, like WM Cycle Hire and eCargo bikes.
- **help to travel actively**, including bike storage, bike tools, and wayfinding
- **services for local living**, like parcel lockers, and social space.
- **car clubs**, for when four wheels are the right tool for the job.

### Outcome

People:

- have access to a bundle of transport options on their doorstep and at everyday destinations, with different vehicles suited to different types of trips.
- think that the convenience, cost, and feelgood factor of using shared transport surpasses driving, while being available to all.
- welcome the introduction of Local Travel Points in their area, whether they intend to use them or not.
- feel confident using their own bikes and scooters as they know they have access to the support to avoid something going wrong.

# Mobility components

## A canopy that:

- harvests sun and rain
- creates a covered place to meet, change, and rest
- displays key information



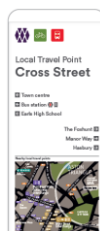
## Co-created community art to:

- improve the public realm
- engage local residents and cultivate community ownership



## A totem that:

- helps users find their way
- is a beacon for passers-by
- signposts local businesses and landmarks



## Shared electric or hybrid cars and charging for when people are travelling:

- with family and friends
- to a rural area
- for a big shop



Locations that integrate with existing provision, including:

- buses
- public services
- shopping
- housing developments



## Shared micromobility for:

- short A to B trips to other Local Travel Points
- there-and-back trips in the local area
- people new to cycling



## Secure bike storage for users who:

- live nearby and lack space.
- connect with bus services
- need to store their bike when using local services



## Greenery that:

- creates a sense of place
- engages the local community in planting and maintenance



## Lockers where everyone can collect and return parcels.



# Engagement



Community art



Bike training sessions



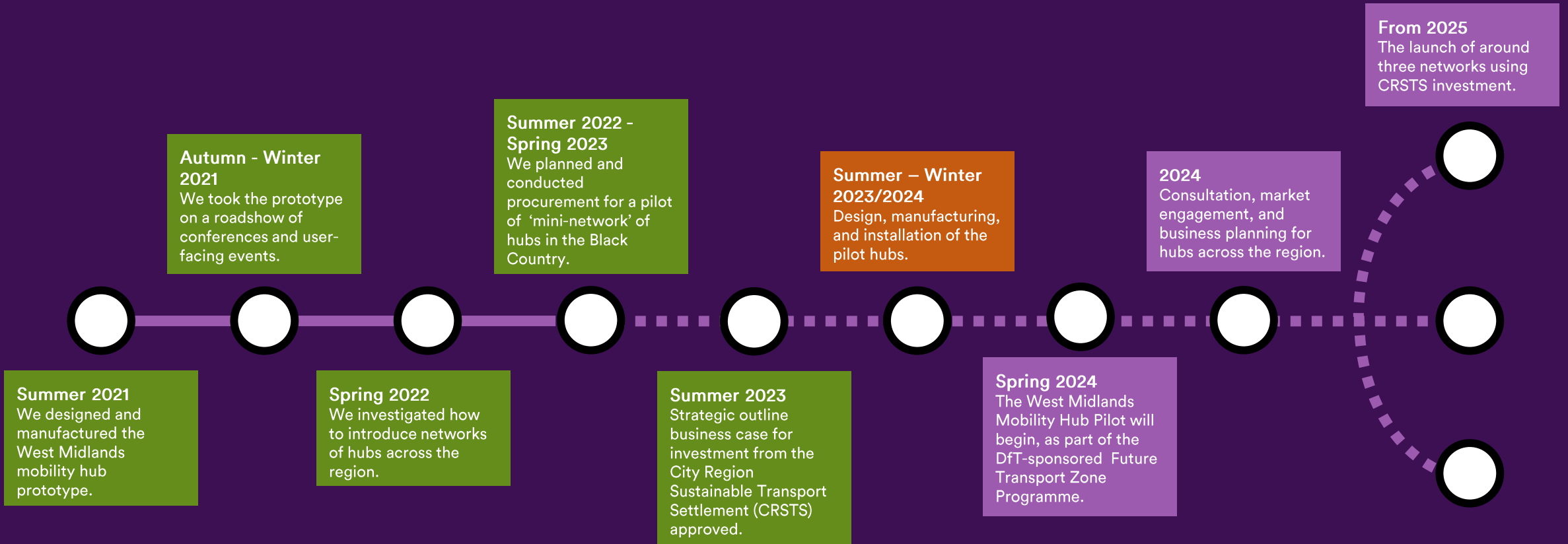
Events



Online engagement



# Planning Timeline





Halesowen pilot

# Layout example: Cross Street








Halesowen pilot

# Layout example: Andrew Road



# Breakdown of services by location

Location	 <p>Andrew Road</p>	 <p>Cross Street</p>	 <p>Huntingtree Park</p>
Services	<ul style="list-style-type: none"> <li>• bike hire (9 docks), repair and storage</li> <li>• car club</li> <li>• EV charging (existing)</li> <li>• travel information</li> <li>• parcel locker</li> <li>• canopied social space</li> </ul>	<ul style="list-style-type: none"> <li>• bike hire (6 docks), repair and storage</li> <li>• travel information</li> <li>• canopied social space</li> <li>• community art</li> </ul>	<ul style="list-style-type: none"> <li>• bike hire (9 docks), repair and storage</li> <li>• car club</li> <li>• travel info</li> <li>• parcel locker</li> <li>• canopied social space</li> </ul>
Security	<ul style="list-style-type: none"> <li>• CCTV (existing)</li> <li>• lighting (within canopy and existing)</li> </ul>	<ul style="list-style-type: none"> <li>• lighting (street)</li> </ul>	<ul style="list-style-type: none"> <li>• CCTV (existing)</li> <li>• lighting (within canopy existing)</li> </ul>
Nearby services	<ul style="list-style-type: none"> <li>• bus station (less than one minute walk)</li> </ul>	<ul style="list-style-type: none"> <li>• bus stop (two minutes walk)</li> </ul>	<ul style="list-style-type: none"> <li>• Healthy Hub Activity Centre (adjacent)</li> <li>• bus stop (two minutes walk)</li> <li>• park</li> <li>• basketball court</li> </ul>



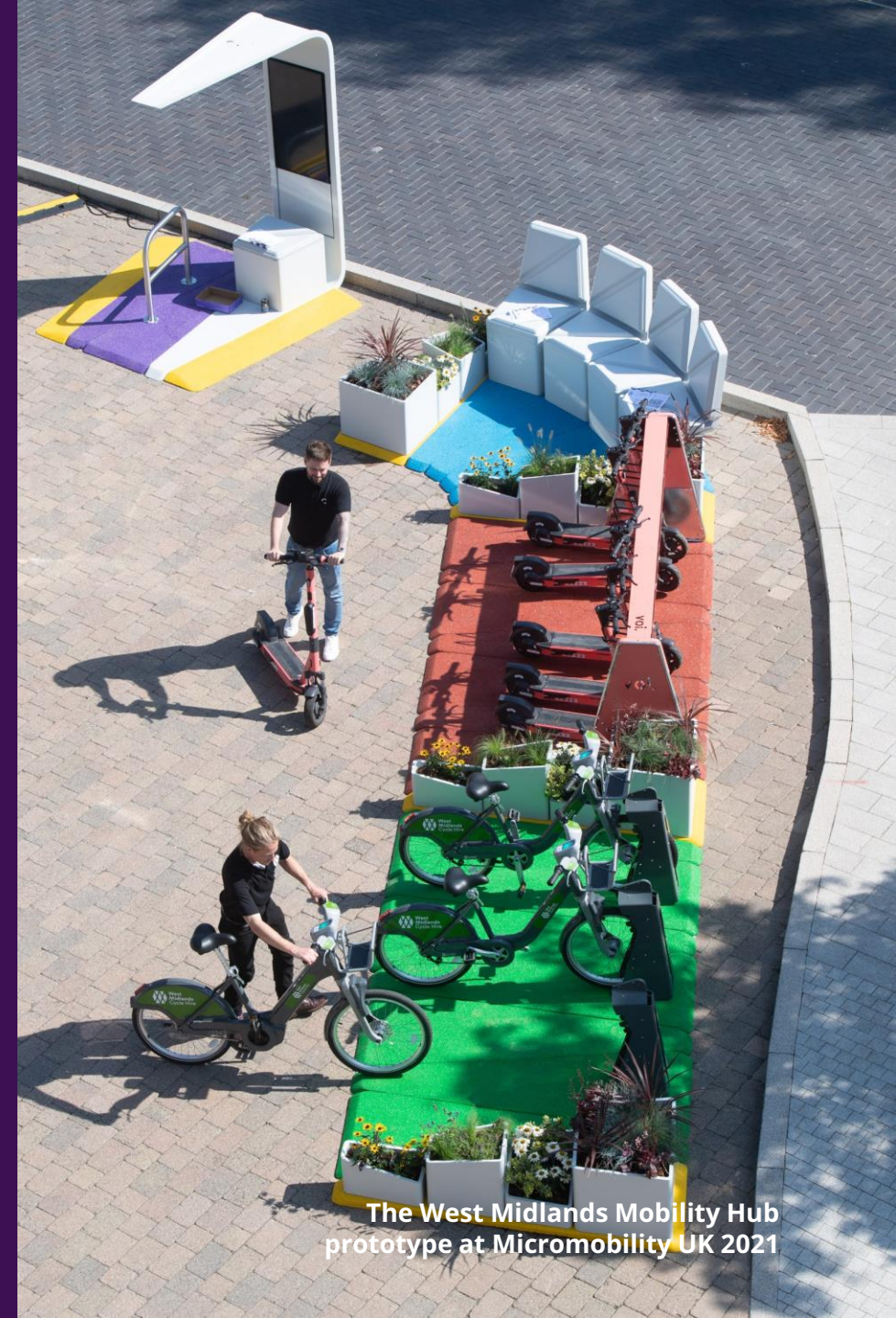
# Use cases being investigated





# Questions and discussion

Contact: [christopher.brown@tfwm.org.uk](mailto:christopher.brown@tfwm.org.uk)



The West Midlands Mobility Hub  
prototype at Micromobility UK 2021