Transport for West Midlands

LTP Draft Core Strategy Consultation

February – April 2022

Consultation Objectives

TfWM is supporting the WMCA in updating its Local Transport Plan (LTP). This is a document that sets out policies to promote safe, integrated, efficient and economic transport to, from and within our area as well as plans to implement those policies. Publishing and reviewing the LTP is one of the WMCA's core statutory duties as the Local Transport Authority for the area covered by the West Midland's seven metropolitan districts/boroughs.

TfWM has developed a draft Core Strategy for the new LTP. It proposes a new vision for travel in the West Midlands where people can thrive without having to drive or own a car. The draft Core Strategy sets out the need to deliver action across 6 Big Moves to **improve accessibility, reduce traffic, and electrify transport,** thereby addressing its 5 Motives for Change.

The consultation aimed to gather the following:

- Public/stakeholder opinion on the draft core strategy.
- Level of agreement with the draft core strategy in terms of planned aims, vision, approach, actions and implementation.
- Reasons for supporting or not supporting the strategy.
- Whether anything is missing from the strategy.

What We Did

TfWM invited views on the draft Core Strategy from 7th February 2022 until 4th April 2022. Consultation was conducted through various channels, including:

- Online surveys which were disseminated via social media and email to TfWM contacts.
- Paper surveys at libraries across the West Midlands.

Consultation outputs:

- 1263 responses to the consultation questionnaire including 18 paper responses.
- 15 written responses via emails/letters.
- Responses on social media consisted of…

  Facebook/Instagram: 4,036 - Link Clicks, 143,557 – Reach, 461,078 – Impressions.

  Twitter: 1,128 - Link Clicks, 285,788 – Impressions.

  LinkedIn: 215 - Link Clicks; 74,845 - Impressions.

Along with the usual demographic information the data has been analysed using TfWM All-Traveller segmentation to gain greater insight into the thoughts of West Midlands residents – see Table opposite for details.

	West Midlands All - Traveller Segmentation
Traditional Ways	Elderly singles living in council provided accommodation reliant on public transport.
Striving to Get Ahead	Lower affluence younger individuals, living in urban rented properties using public transport to get around the city.
Pressured Families	Young to middle aged families with children, living on stretched budgets.
Comfort In My Community	Retired or near retirement home owners, making use of public transport to reduce travel costs.
Progressive Families	Tech savvy, middle income families living in affordable, three bedroom properties.
Mature Family Freedom	Ageing homeowners, enjoying their later years - likely to be using public transport less post pandemic and using their cars to access work, leisure and retail.
Smart and Secure	Affluent families living in desirable suburbs, only really using public transport when it is the most convenient option.
Carefree Affluence	Very affluent older families or retired couples living in upmarket rural valued community settings wedded to their high end motor car.

Transport for West Midlands

Traveller Segmentation

Using the traveller segments

In October 2018, the West Midlands was chosen as the UK's first Future Transport Zone Area (FTZ). As part of the project Transport for West Midlands (TfWM) will work with companies to trial and demonstrate new modes of transport, services and technologies, like mobility as a service, car sharing and electric bikes. They will also use data to improve congestion on our roads. The FTZ seeks to better understand the local population, developing new transport services to further modal shift and transport decarbonisation.

In 2019, as part of the FTZ work, TfWM working with Experian created a bespoke segmentation for the TfWM travel to work area. This segmentation provides an understanding of the travel behaviours of all travellers for all journeys and has been used by TfWM to gain a deeper understanding of individual's needs for a specific journey and in turn link this to innovative travel solutions.

Experian and TfWM have access to a wealth of data which they used to build the segmentation; however, a bespoke survey was conducted by YouGov to fill in any 'gaps' in knowledge and to harness more attitudinal and behavioural insights. Following the initial survey in 2019, further YouGov Surveys have been commissioned to refresh the segmentation ensuring it remains 'fit for purpose', this is especially crucial at a time when people's travel habits and attitudes are changing as a result of Covid 19 pandemic.

While the results of the YouGov survey are used primarily to update the segmentation tool, the data is shared with TfWM and reported separately to provide key insights from a representative sample of the West Midlands population. The 2021 survey provides insights into changing work patterns, travel habits, attitudes on the environment and community from a sample of 3,000 West Midlands residents

Working with Experian, using existing tractional data combined with transport data and bespoke surveys, TfWM have created a segmentation of the entire West Midlands population, across all households and travel modes. This approach segmented the population into one of eight categories. Users at TfWM accessed the segmentation through a visualisation portal built via Tableau. The huge quantity of insights within the portal offered TfWM a holistic view of their citizens demographics, attitudes towards travel and technology.

The creation of the segments has enabled an understanding of;

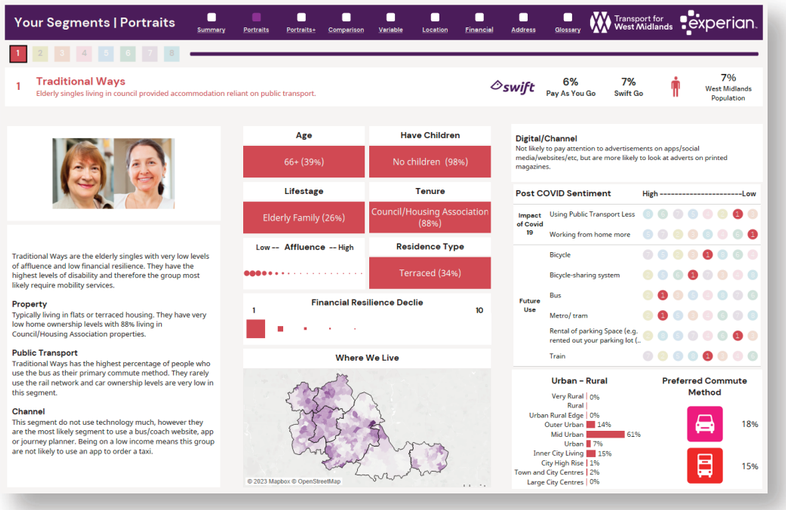
- Propensity to uptake new services and technologies and how these can be best communicated and marketed.
- Propensity to change travel behaviour
- Enabling some single occupancy car journeys to be replaced by public, shared or active transport.
- Enabling car journeys to be carried out at different times on different routes to allow the network to flow better.
- Consideration of how to improve the mobility offer to all residents including those that are currently excluded from many journeys.

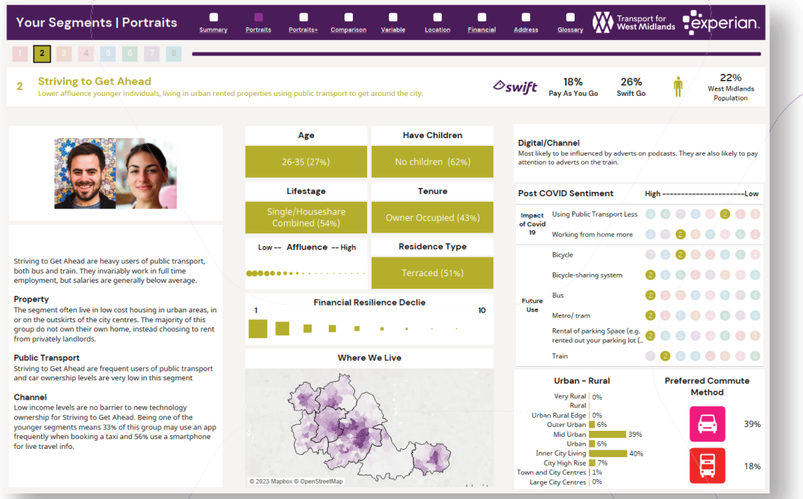
Here the segments have been used to help us understand how different people of the West Midlands feel about the various aspects of the draft Local Transport Plan Core Strategy. Variation in responses can help us to identify where particular issues may exist and help to inform our approach to make sure we are able to better address the needs of different people.

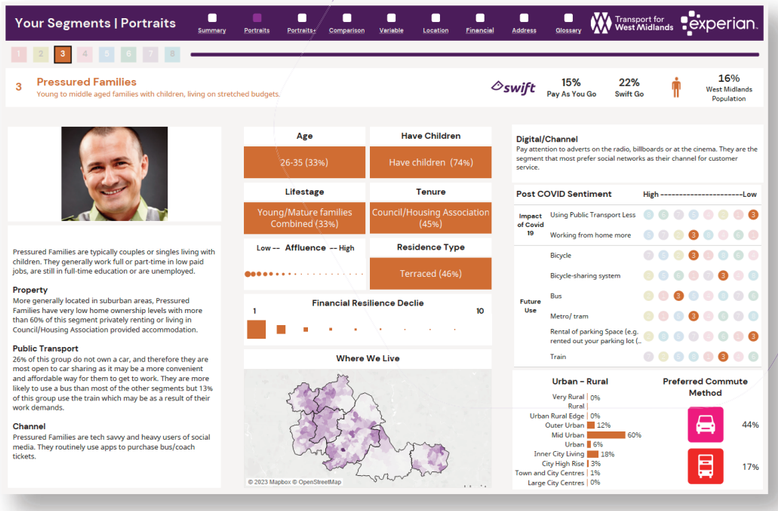
The Segments

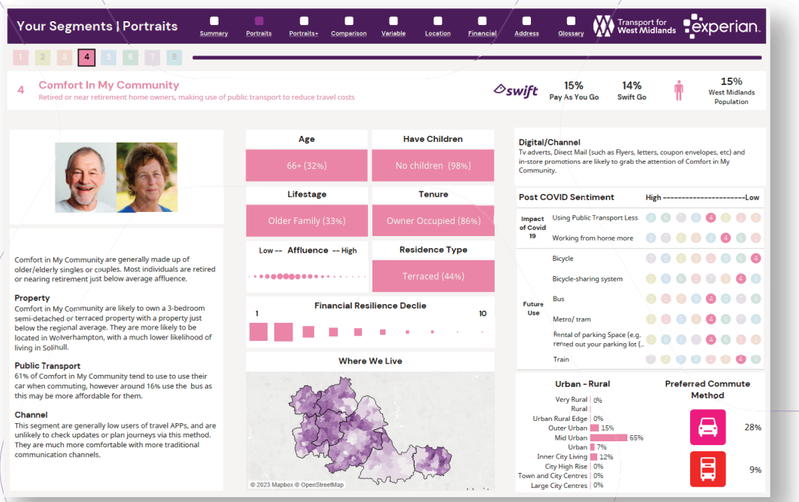
Name	Description	General
1. Traditional Ways	Elderly singles living in council provided accommodation reliant on public transport.	Traditional Ways are the elderly singles with very low levels of affluence and low financial resilience. They have the highest levels of disability and therefore the group most likely require mobility services. Traditional Ways has the highest percentage of people who use the bus.
2. Striving to Get Ahead	Lower affluence younger individuals, living in urban rented properties using public transport to get around the city.	Striving to Get Ahead are heavy users of public transport, both bus and train. They invariably work in full time employment, but salaries are generally below average. Car ownership levels are very low in this segment.
3. Pressured Families	Young to middle aged families with children, living on stretched budgets.	Pressured Families are typically couples or singles living with children. They generally work full or part-time in low paid jobs, are still in full-time education or are unemployed. They are more likely to use a bus than most of the other segments.
4. Comfort In My Community	Retired or near retirement home owners, making use of public transport to reduce travel costs.	Comfort in My Community are generally made up of older/elderly singles or couples. Most individuals are retired or nearing retirement just below average affluence.
5. Progressive Families	Tech savvy, middle income families living in affordable, three bedroom properties.	Progressive Families are young to middle aged couples and families. Predominantly earning mid-range salaries, they are most likely to be working remotely since the pandemic. Progressive Families tend to use to use their car when commuting.
6. Mature Family Freedom	Ageing homeowners, enjoying their later years - likely to be using public transport less post pandemic and using their cars to access work, leisure and retail.	Mature Family Freedom is made up of singles or couples whose children have now left home. It is the oldest segment with over 50% of the group being retired. Individuals in this group are quite affluent, being just above average. A very large proportion of this segment own a car.
7. Smart and Secure	Affluent families living in desirable suburbs, only really using public transport when it is the most convenient option.	Smart and Secure are typically middle aged to older families who are likely to have children living with them. On higher incomes, Likely to be working full time, part time or be a housewife. This group are very likely to use a car as their primary commute method and least likely to use the bus.
8. Carefree Affluence	Very affluent older families or retired couples living in upmarket rural valued community settings wedded to their high end motor car.	Carefree Affluence are the most affluent group on high incomes, they tend to invest their money and have the greatest financial resilience. They are older individuals who tend to be employed full time or retired. Carefree Affluence are most likely to own a car.

The Segments

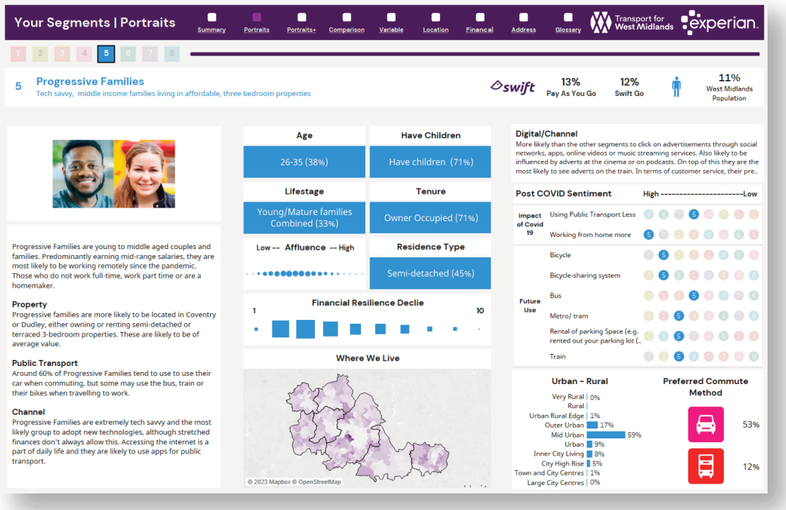


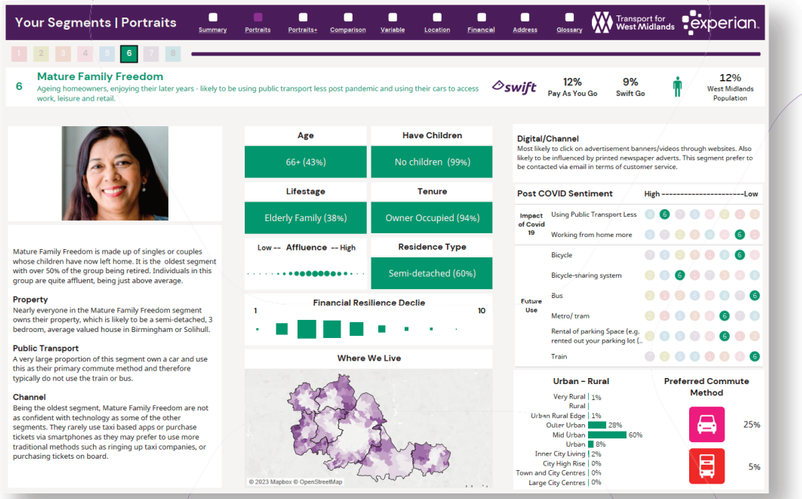


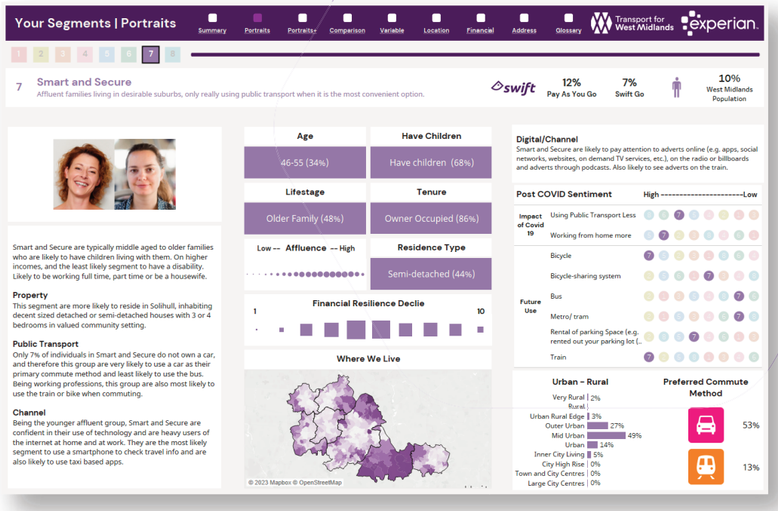


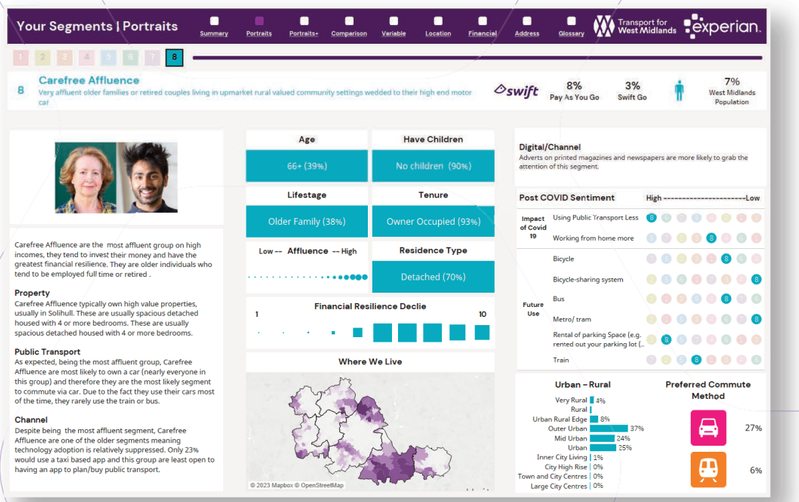


The Segments

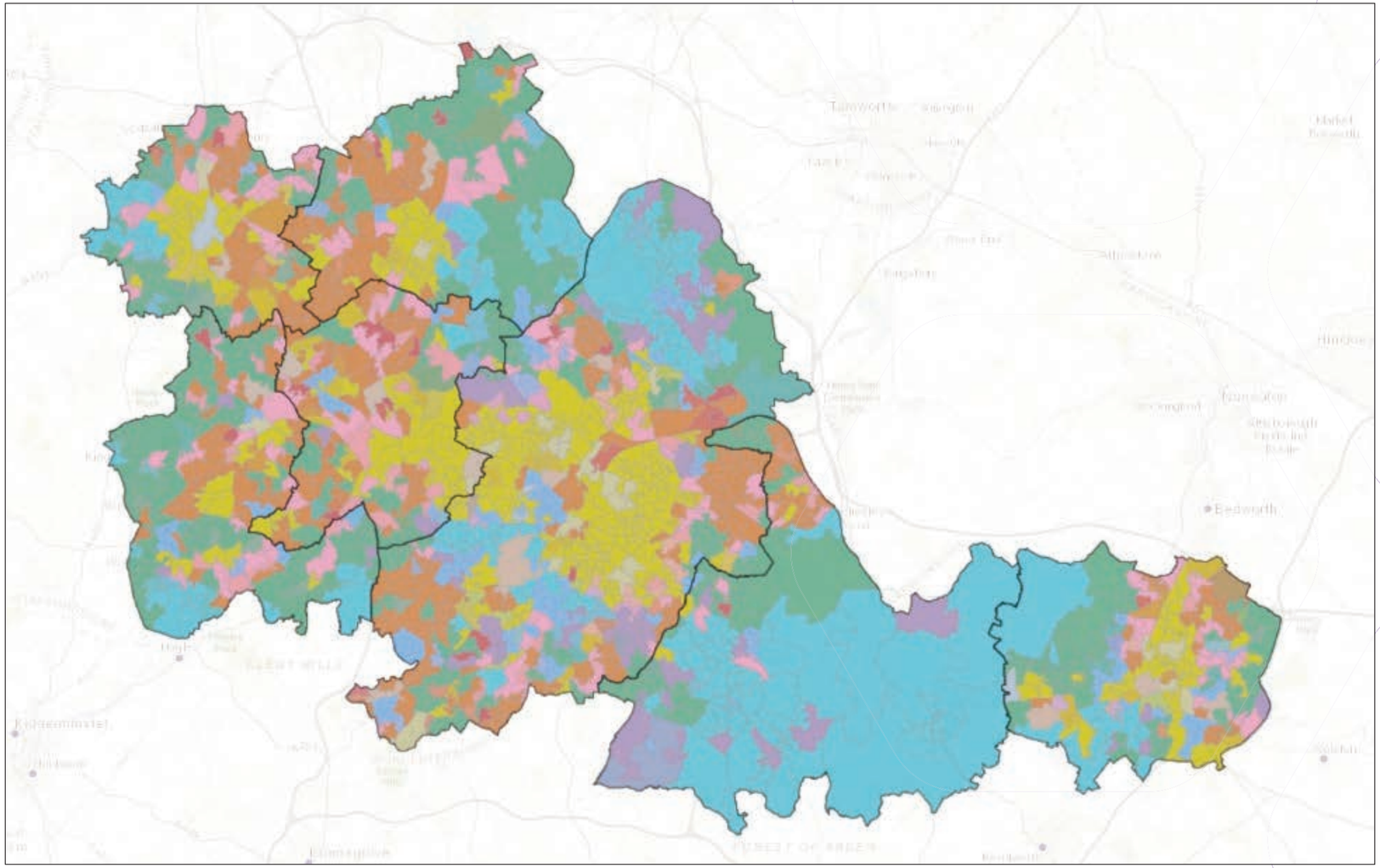








Main Segments By Area



Travel Segmentation LSOA

- Striving to get ahead
- Pressured families
- Comfort in my community
- Progressive families
- Traditional ways
- Mature family freedom
- Smart and secure
- Carefree affluence

Response By Segment

In terms of response there was an over representation of responses from the more affluent/elderly segments, namely Mature Family Freedom and Carefree Affluence, the more youthful affluent Smart and Secure and Progressive Families segments were under represented. There was also an under representation of respondents from the less affluent Striving To Get Ahead, Traditional Ways and Comfort in My Community – however there was a good level of response from the less affluent Pressured Families.

Traveller segmentation	% Consultation	% Wm Population	Average Age	Affluence Level	HHs with Children	Personal Income	Average Property Value	Where we live
1. Traditional Ways	3	9	60	Very Low	1.60%	£7,945	£140,808	Sandwell
2. Striving to Get Ahead	22	19	38	Very Low	65.70%	£14,611	£159,748	Birmingham, Walsall
3. Pressured Families	14	20	41	Low	36.90%	£16,215	£162,130	Birmingham, Coventry
4. Comfort In My Community	4	14	57	Low - Medium	2.30%	£15,367	£186,851	Birmingham, Wolverhampton
5. Progressive Families	9	12	39	Low - Medium	55.60%	£28,366	£244,290	Birmingham, Coventry, Dudley
6. Mature Family Freedom	28	8	62	Medium	1.90%	£18,193	£270,621	Dudley, Walsall
7. Smart and Secure	5	8	43	Medium - High	61.60%	£36,616	£394,587	Birmingham, Solihull
8. Carefree Affluence	17	6	58	Very High	8.90%	£41,131	£604,059	Solihull

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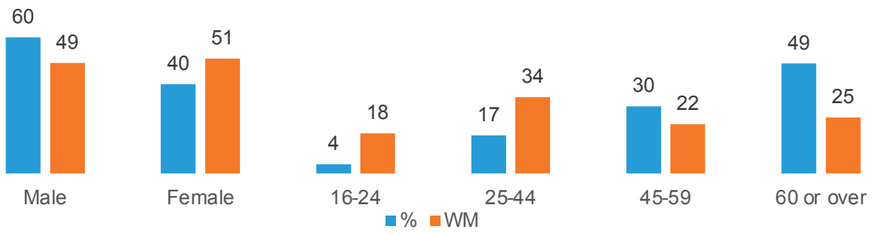
Who We Spoke To

Demographic information.

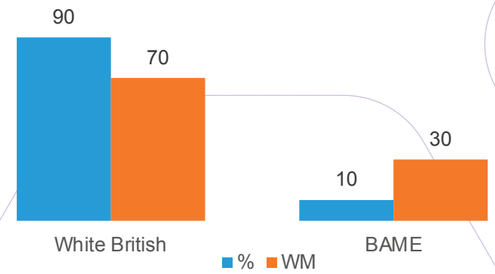
Survey profile compared to West Midlands population

When compared to the profile of the West Midlands, survey responses were biased towards those from older age groups, males and white ethnic backgrounds. There was a lack of responses from younger, female respondents and those from ethnic minorities. There was also a slight bias towards respondents living in Birmingham and an under-representation of responses from Coventry, Solihull and Walsall. There was a good representation of views from people with a disability and from those who owned a car.

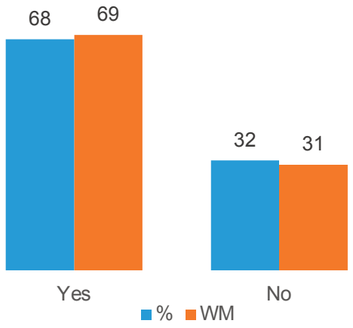
Age and Gender



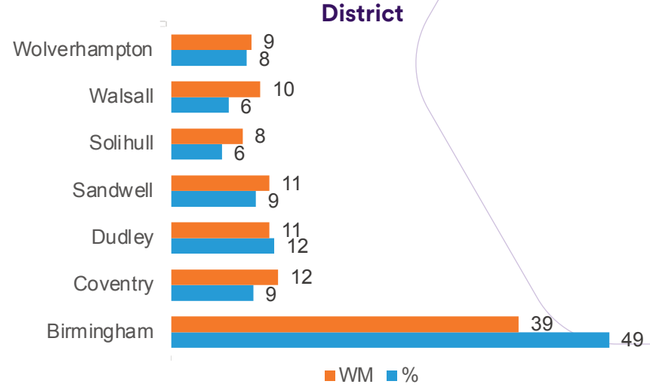
Ethnicity



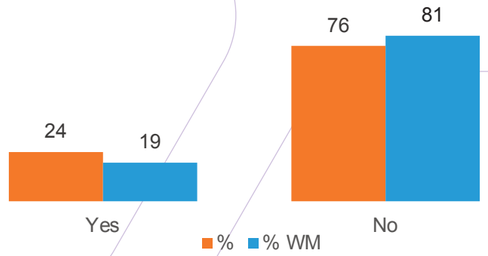
Car ownership



District



Disability



*Demographic questions added on 22.2.20 – Overall asked 712; no replies and prefer not to say excluded from base.

Key Findings

Public responses:

Overall there were 1263 responses to the online survey.

Respondents tended to be elderly (48% 60+), male (60%) and from White ethnic backgrounds (82%). There was a high level of response from people with a disability (24%).

61% agreed with the core strategy overall. Support was highest with our aims overall (70%); lower with the approach to implementation (63%) – support was especially low for plans to avoid a car led recovery (58%).

Further comments focused on the need to improve public transport. There were concerns over the plan being realistic/deliverable and that the needs of the elderly/vulnerable were not addressed.

Support for the core strategy tended to be highest amongst Comfort in my Community and Progressive Families and to a lessor extent Smart and Secure. It was lowest amongst the less affluent Traditional Ways and Striving To Get Ahead. Support was also lower amongst the elderly, affluent Mature Family Freedom and Carefree Affluence segments.

Younger respondents were more likely to support the plan than elderly respondents and those with a disability. Car owners were less supportive of the plan than non car owners.

Stakeholder responses:

29 unique stakeholders responded to the survey via the online form or email. The majority of stakeholder responses came from the charity/voluntary/community sector (46%) or a community or industry interest group (21%).

Stakeholders tended to have a higher level of agreement with the Core Strategy overall compared to members of the public (77%). Agreement was highest with the aims overall (85%), and lowest with the overall approach (71%). Support was lowest for a dynamic plan in the hands of communities (65%) and a plan that works for all places (67%).

Stakeholders made many varied comments, often in relation to their own sector's needs. However some key themes emerged, notably that for the plan to succeed public transport needed to be improved (38%). A quarter wanted more information on how behaviour change will be achieved or suggested more partnership working was needed.

Transport for West Midlands

Online Survey

Responses from members of the public to the online survey.

Online Survey Summary

Overall Opinion	% agree	% disagree	Opinion on details	% Agree
Overall draft Core Strategy	61	12		
Our Aims overall	70	9	Citizen focussed mobility	67
			Motives for Change	67
			Reimagining transport	67
			Behaviour change	67
Our vision overall	66	12	What we want to achieve for the people of the WM	71
			Vision for travel	65
Our approach overall	64	15	A plan that works for all places	71
			A plan that makes an impact	70
			A long-term plan that starts today	69
			A plan that ensures a just transition	64
			A dynamic plan in the hands of communities	63
			A plan to avoid a car-led recovery	58
Our actions overall	68	11	Public transport that connects people and places	78
			A resilient transport network	77
			Safer streets to walk and wheel	76
			Growth that helps everyone	74
			Behaviour change for the better	72
			Delivering a green revolution	68
Our approach to implementation	63	12	Sustainability throughout plan Implementation	67
			Prioritising and resourcing our efforts	65

Main Comments
Improve public transport/make public transport genuine alternative.
Concerns over delivery/unrealistic/undeliverable.
Needs of elderly/disabled/vulnerable not addressed.
Good idea/supportive/get on with it.
Plan is too long/hard to read/difficult to engage with.
Approach is too anti car/blame car for everything/cars are needed.
More consultation/engagement with real people needed.
Communities being left behind/not everyone will benefit equally.

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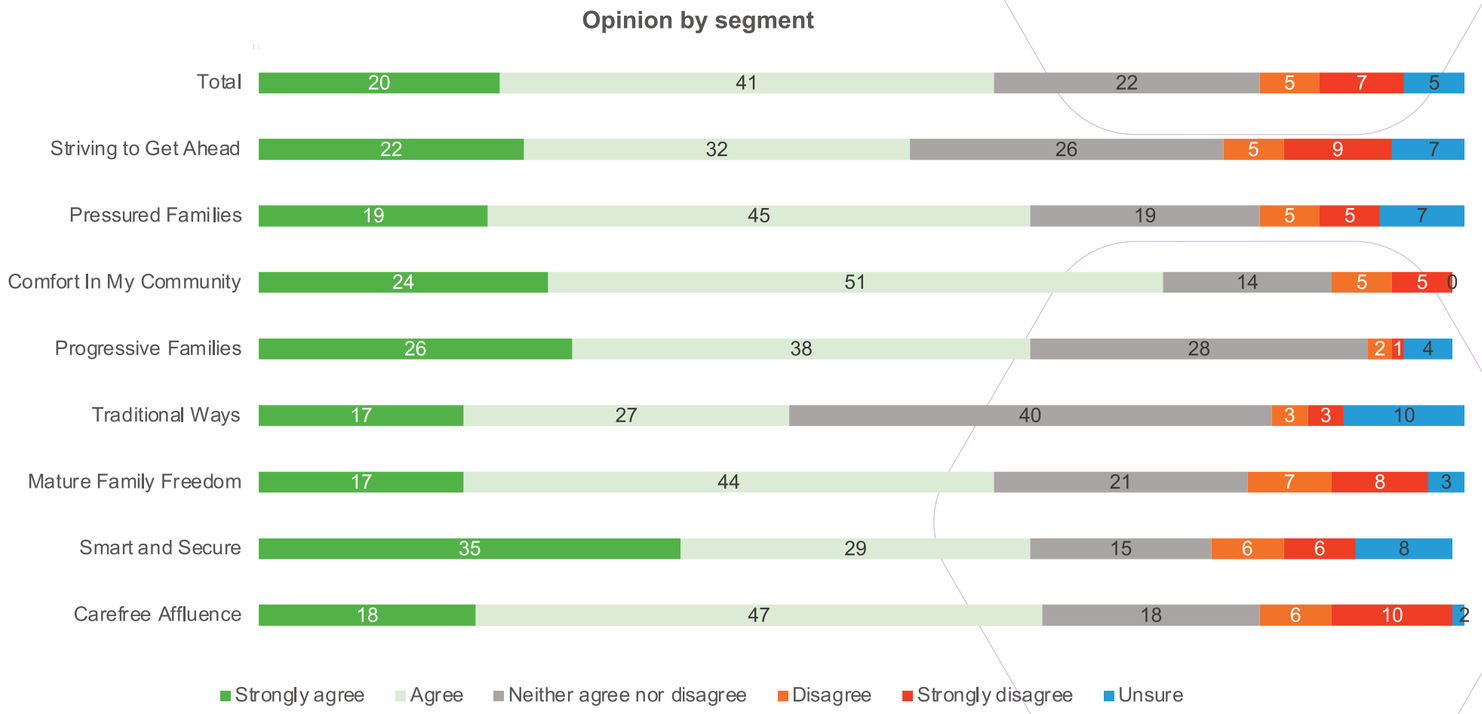
Overall Opinion On Core Strategy

Opinion on the draft core strategy and further comments.

Overall Opinion On Core Strategy

61% agreed with the draft core strategy; 12% disagreed. Support was highest amongst Comfort In My Community (75%), and lowest amongst the least affluent segments (Traditional Ways and Striving To Get Ahead). Disagreement levels peaked amongst the elderly, more affluent segments of Carefree Affluence (16%) and Mature Family Freedom (15%).



Question: Overall, to what extent do you agree or disagree with the draft core strategy? Base 1179 public responses

Issues Not Covered

It was felt that the main issue not covered in the strategy was the need for improvements to public transport (31%), a further 16% thought the plan lacked details of what/how it will be delivered. 1 in 10 thought the needs of some groups such as the elderly/disabled were not addressed. 8% wanted more information on how cycling/micromobility was going to be made more appealing to people, while 7% felt the plan was hostile to car drivers/that people still needed to drive cars.

Main issues not covered	%
Public transport needs to improve/be a genuine alternative	31
Lacking in details of what will be delivered/achieved/when and how	16
Concerned needs of elderly/disabled/low paid/vulnerable not met	9
More on how cycling/micromobility will be made more appealing/safer	8
Less hostile to car drivers/people still need to own cars/freedom of choice	7
Difficult to read/understand/engage with	6
Wider consultation needed/box ticking exercise	4
Invest in all areas/not just Birmingham & Urban areas	4
What will the costs be/where is funding coming from	3
More consideration on cross boundary travel	3
Nothing on how to improve inequalities/quality of life e.g. not everyone can afford EV	3
More details on measures to reduce car use e.g. CAZ/parking charges etc	3

"Perhaps more on what the next steps to get people to move away from their cars if the 'encouraging' and educating does not help."

"People lead extremely busy lives. Most families are chasing their tails trying to juggle work and home. Older people are struggling to get by using devices they are not confident with and services they used to rely on have all gone on line. Will the transport changes be able to support them. Will they be able to use the apps. I doubt it to be honest."

"Providing descent public transport before anything else."

Question: Please highlight any issues that you consider the core strategy does not sufficiently cover? Base 245 valid responses

Further Comments

The main further comment on the Strategy was that public transport needed improving (25%) while 1 in 10 thought the strategy was unrealistic/ undeliverable/won't happen. 9% commented that the document was hard to read/too long, while 7% thought the needs of the elderly/disabled were not sufficiently addressed.

Main Further comments	%
Improve public transport/make public transport genuine alternative	25
Unrealistic/undeliverable/won't happen	10
Plan hard to read/too long/dull/has errors	9
Need to consider the travel needs of disabled/elderly/low paid/vulnerable population	7
Opposed to the plan/negative comment in general	5
More cycle infrastructure needed/how will you encourage cycling	4
Invest equally in all areas/districts/to city centric	3
Better consultation/Box ticking exercise	3
Too much emphasis on E-scooters/E-bikes/cycling not the answer	3
Need to go further/be bolder/more ambitious	2
Less negatives about them e-scooters/more support for e-scooters	2
Supportive of plan	2

"Need to make public transport safer or I will continue to use mycar!"

"I think the Pandemic has sowed the seeds and the concepts are great I just fear that people are too addicted to cars."

"If found the strategy very long and couldn't really take it all in. There's an awful lot of reading there."

Question: Please add any further comments you would like to make on the draft core strategy? Base 181 valid responses

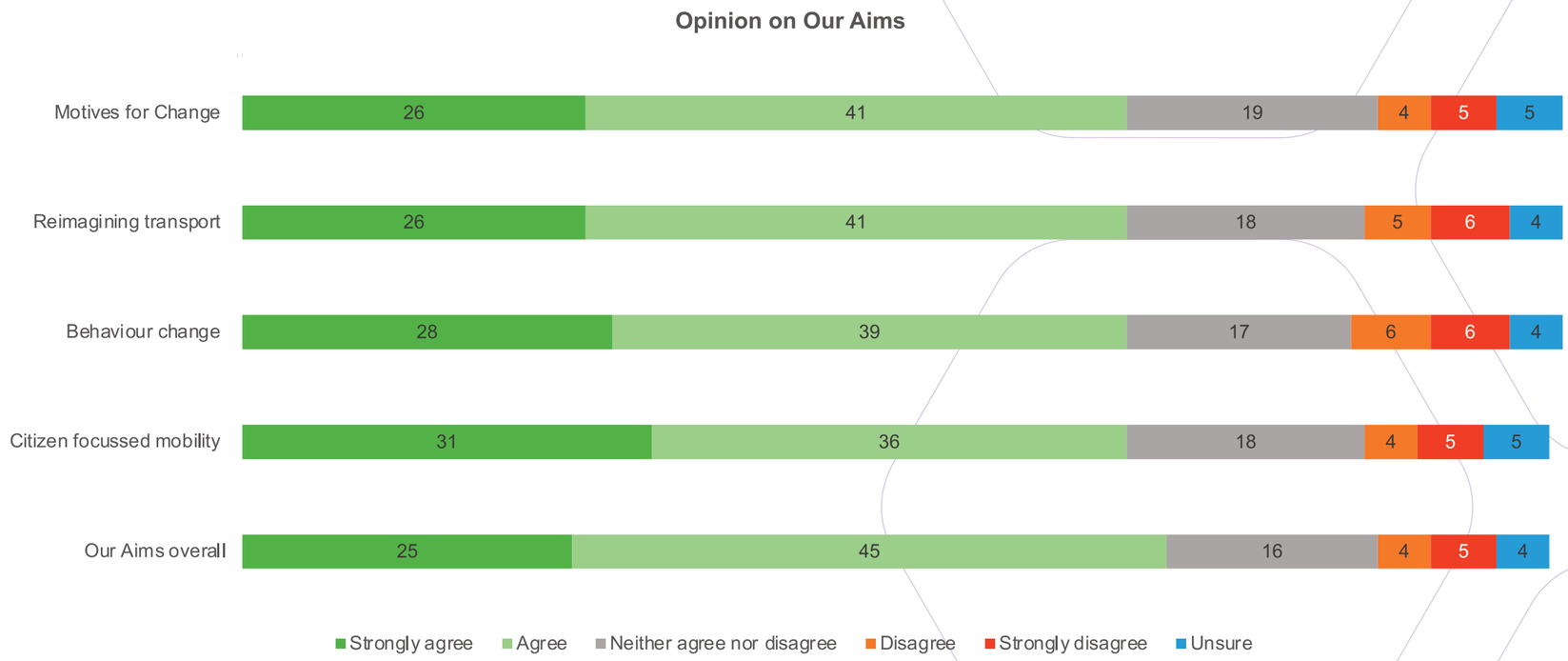
Transport for West Midlands

Our Aims

Views on our aims in terms of motives for change, reimagining transport, behaviour change and citizen focussed mobility.

Our Aims

70% agreed with Our Aims overall; 9% disagreed. 67% equally agreed with the aims around citizen focused mobility, behaviour change, reimagining transport and motives for change. Disagreement levels were highest with the aim around behaviour change (12%).



Question: To what extent do you agree or disagree with our aims as set out in the following sections citizen focussed mobility, motives for change, reimagining public transport, behaviour change? Question: Overall, to what extent do you agree or disagree with Our aims? Base 1233

Further Comments On Aims

38% commented that public transport needs improving/to provide a genuine alternative, while 18% felt the aims would be hard to deliver/unrealistic. 15% would like to see more consideration for the elderly/mobility impaired who could not walk and cycle. However 1 in 10 commented that they supported the aims.

Main Further comments	%
Public transport needs improving to become attractive option/genuine alternative/	38
Hard to deliver/unrealistic/don't see it happening/not based in reality of people's lives	18
Needs more consideration for disabled/elderly/mobility impaired people who can't walk/cycle etc	15
Support aims/good idea/get on with it	10
Dislike anti-car sentiment/taking away people freedom/politically correct nonsense	7
People will need to use cars for some journeys eg shift work/school run/carrying things	7
More needs to be done to encourage walking/cycling /micromobility	7
Plan is too long/hard to read/confusing/misleading	7
Need fewer cars/don't replace problem with EV cars/less emphasis on EV	6
Walking/cycling is not the answer/misguided to emphasis these as answer	5
Negative effects around move to online and effect on health/isolation/business	4
Invest in all areas/some areas always seem to miss out	3
Negative comment against e-scooters	3

"The focus seems to be on what we as citizens should be doing, and for me it is not realistic. For example, I do not have the flexibility of being able to work from home often and it should not be assumed that this is the case."

"It is made from a city centric point of view where young urban people can move around the city on bikes and trams…It barely addresses the aims of people in small towns and villages with poor public transport connections, people with mobility problems and those with families."

"We need a transport system that is fit for use imaginative, and one that encourages the use of transport options other than car usage."

Question: If you have any further comments about our aims; please provide them below: Base 319 valid responses

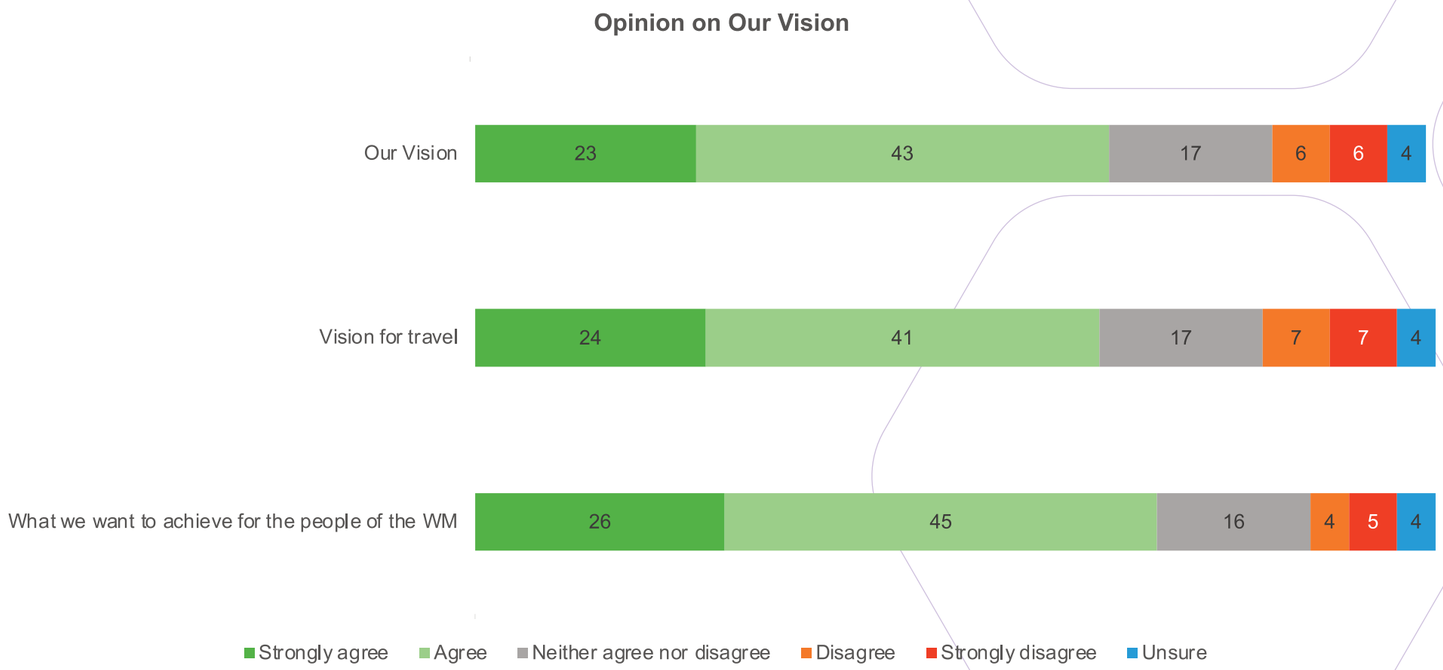
Transport for West Midlands

Our Vision

Support for our vision in terms of what we want to achieve for the people of the west midlands and our vision for travel.

Our Vision

Two thirds agreed with our overall vision (66%); 12% disagreed. Agreement was highest with our vision of what we want to achieve for the West Midlands (71%), slightly lower with our vision for travel (65%), 14% disagreed with this.



Question: To what extent do you agree or disagree with our aims as set out in the following sections what we want to achieve for the people of the West Midlands and Vision for Travel?
Base 1234 : Question: Overall, to what extent do you agree or disagree with Our vision? Base 1234

Further Comments On Vision

Similar themes emerged in the further comments section with most repeating public transport needs improving (27%), thinking the vision was hard to achieve/unrealistic (17%) or commenting that the plan was hard to read. More specifically 10% thought that providing good walk/wheel options was a priority, while 8% wanted more consideration for those who can't walk/cycle and 6% thought there was too much emphasis on walking/cycling.

	%
Public transport needs to be better/genuine alternative	22
Doubts over ability to deliver/lack of political and business will	17
Approach is too anti car/blame car for everything/cars are needed/stop penalising car users	15
Plan is too long/hard to read/difficult to engage with/leading	8
More needs to be done to reduce number of cars e.g. CAZ/fewer out of town developments	8
Fears of ghettoization/communities left behind/ideas won't work in all areas e.g. rural	7
More encouraging/bring people along with you/less sticks	6
Disabled/elderly needs need more consideration/groups need to drive/	6
More consultation/engagement with real people needed	6
Will increase inequality/only rich will drive/not everyone can afford EV	5
Good plan/supportive/way forward	4
More improvements to cycling needed	4
Investment in all areas/too Bham centric	3
Too much emphasis on cycling/walking/micromobility this will not fill the gap	3

"I don't like the possibility that areas which are now poorly served by public transport will not benefit because of the 15 or 45 minute criteria. Who decides what is walkable and safe to do so?"

"Relying on cycling and walking won't work in a city region as spread out as West Midlands, also lack of secure cycle storage and issues with weather in winter. It's not a replacement for investing in tram and rail routes or improved buses."

"15 minute neighbourhoods are a good idea. Segregated bi directional cycle lanes would support this and less parking."

Question: If you have any further comments about our approach; please provide them below: Base 213 valid responses

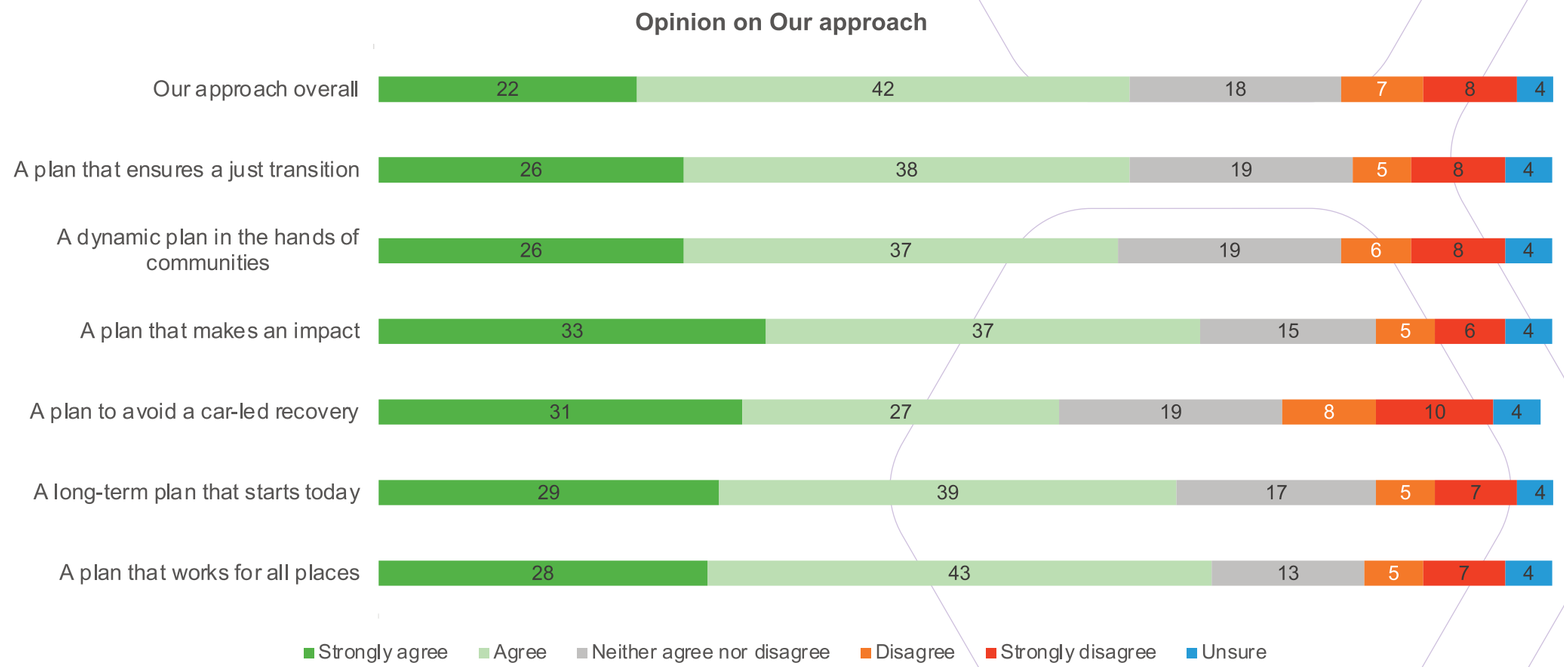
Transport for West Midlands

Our Approach

Support for our approach in terms of a plan that works for all places, a long term plan that starts today, a plan to avoid a car led recovery, a plan that makes and impact, a dynamic plan in the hands of our community, a plan that ensures a just transition.

Our Approach

Just under two thirds agreed with our approach overall (64%); 15% disagreed. Agreement was highest with it being a plan that works for all places (71%) and it being a plan that makes an impact (70%). It was lowest with it being a dynamic plan in the hands of communities (63%) and it being a plan to avoid a car led recovery (58%) – 18% disagreed with this. This may be due to a misinterpretation of 'avoiding a car-led recovery' by respondents, as this section explores aims for supporting public transport post-covid not promoting anti-car policies.



Question: To what extent do you agree or disagree with our aims as set out in the following sections a plan that works for all, a plan that makes and impact, a long term plan that starts today, a plane that ensures a just transition, a dynamic plan in the hands of communities, a plan to avoid a car-led recovery? Base 1225 : Question: Overall, to what extent do you agree or disagree with our approach? Base 1225

Further Comments On Approach

The top two further comments echoed those already made around the need for better public transport and doubts over delivery. 15% thought the approach was too anti car/that cars are still needed, while in contrast 8% thought more needs to be done to reduce the number of cars. 7% thought the approach could lead to ghettoization/communities being left behind.

Main issues not covered	%
Public transport needs to improve/be a genuine alternative	31
Lacking in details of what will be delivered/achieved/when and how	16
Concerned needs of elderly/disabled/low paid/vulnerable not met	9
More on how cycling/micromobility will be made more appealing/safer	8
Less hostile to car drivers/people still need to own cars/freedom of choice	7
Difficult to read/understand/engage with	6
Wider consultation needed/box ticking exercise	4
Invest in all areas/not just Birmingham & Urban areas	4
What will the costs be/where is funding coming from	3
More consideration on cross boundary travel	3
Nothing on how to improve inequalities/quality of life e.g. not everyone can afford EV	3
More details on measures to reduce car use e.g. CAZ/parking charges etc	3

"Too much emphasis on demonising cars - insufficient recognition of non plug in hybrids which are the most practical alternative to conventional combustion engines."

"I think it will be like everything. The leafy areas will get the pick of things and the poorer areas will go on looking litter filled, scruffy, lacking green spaces and still be awash with cars and congested roads."

"You need to get ruthless with the car owners to prevent car ownership, and use monetary levvies such as fines for driving in bus lanes to pay for more public transport."

Question: Please highlight any issues that you consider the core strategy does not sufficiently cover? Base 245 valid responses

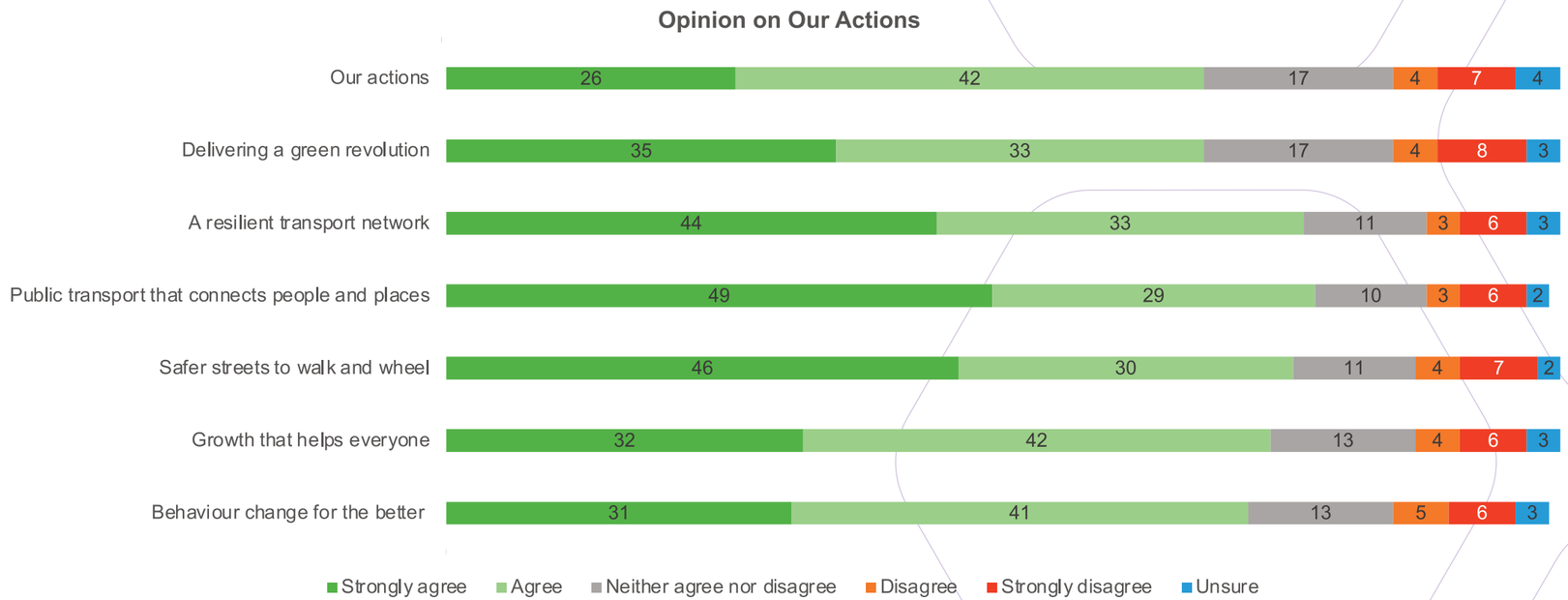
Transport for West Midlands

Our Actions

Support for our actions –
the proposed big moves.

On Our Actions

68% agreed with Our Actions overall; 11% disagreed. Agreement was highest with creating a public transport network that connects people and places (78%), a resilient public transport network (77%) and safer streets to walk and wheel (76%), agreement was lowest with delivering a green revolution (68% agreed 12% disagree).



Question: To what extent do you agree or disagree with our actions as set out in the following sections public transport that connects people and places, a resilient transport network, safer streets to walk/cycle, growth that helps everyone, behaviour change for the better, delivering a green revolution? Base 1181 : Question: Overall, to what extent do you agree or disagree with our approach? Base 1193

Further Comments On Actions

Further comments again focused on improvements to public transport, doubts over ability to deliver and more needing to be done for the elderly/disabled. There were other comments around the plan being against car users and being difficult to read. More specifically 6% commented that cyclists/e-scooters made streets less safe to use, that the long term effects of the plan on peoples' lives needs to be considered and that there are too many sticks/bring people along with you/stop telling people what to do. However 6% were supportive of measures for improving active travel.

	%
Public transport needs improving/inadequate/not suitable alternative	31
Doubts over ability to deliver/lack of power/political will/unrealistic	16
More consideration for disabled/elderly/mobility impaired	7
Change/Action is needed/supportive of plan	7
Cars are essential/stop trying to ban cars/pc nonsense	7
Plan is too long/hard to read/difficult to engage with/vague	7
Cyclists/scooters make streets less safe/too much focus on micromobility/pedestrian need to feel safe from cyclists/scooter users	6
Long term effect of plans on people need to be considered eg poorly implemented LTN's/cycle lanes	6
Too many sticks/bring people along with you/stop telling people what to do	6
Supportive of micromobility/more emphasis on improving active travel/making it safer	6

"Inducements should be used rather than penalties to get people out of their cars etc. The poorest should have easy access to cheaper travel costs"

"All too often cyclists race around Birmingham city centre at speed without a care for pedestrians safety. This needs to be addressed as pedestrians are more vulnerable than cyclists."

"My only issue is my experiences with LTNs as the downside is that they push the same amount of traffic into less roads/streets, thus passing the problem on elsewhere."

Question: If you have any further comments about our actions; please provide them below: Base 211 valid responses

Transport for West Midlands

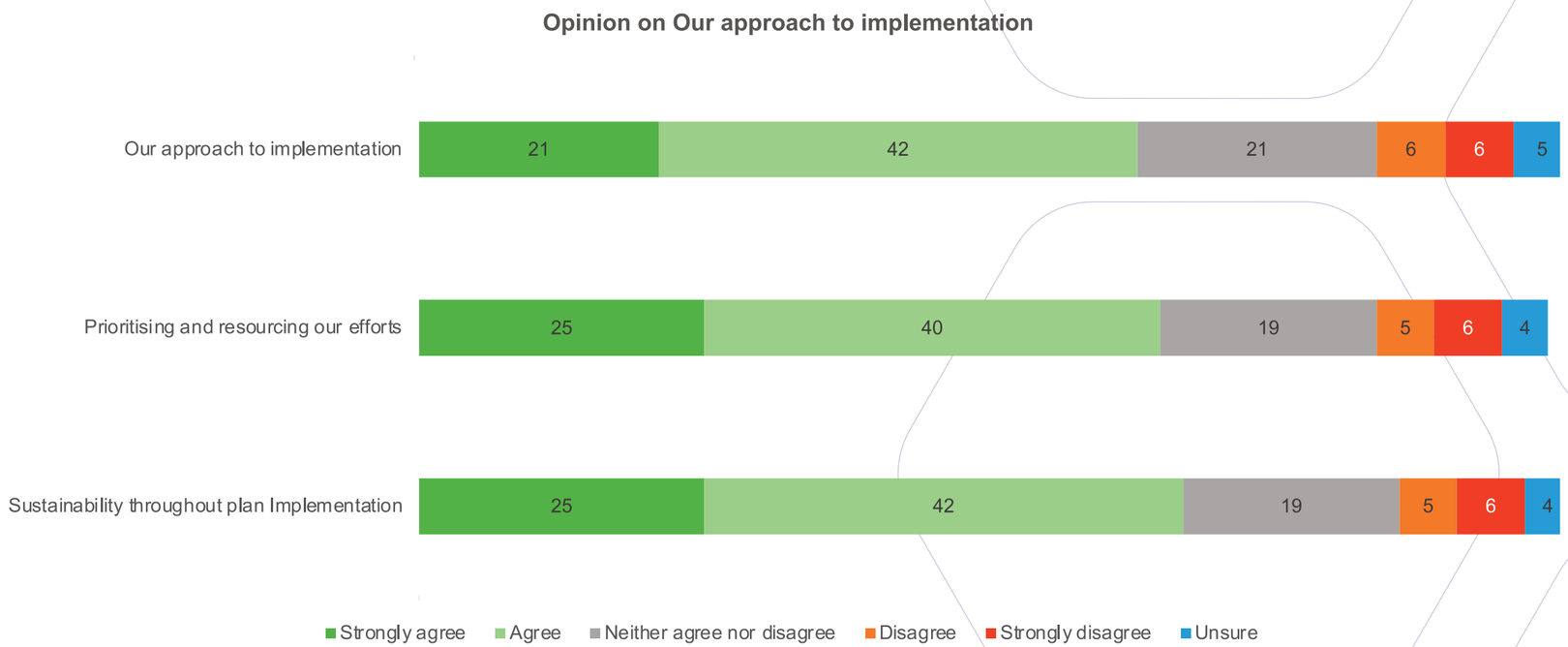
Our Approach To Implementation

Support for our approach to implementation.

Sustainability throughout plan implementation, prioritising and resourcing our efforts.

Opinion On Implementation

Under two thirds (63%) agreed with our overall approach to implementation; 12% disagreed. Agreement was highest with sustainability thoughout plan implementation (67%), while 65% agreed with the plans for prioritising and resourcing our efforts.



Question: To what extent do you agree or disagree with our actions as set out in the following sections sustainability throughout plan implementation; prioritising and resourcing our efforts ? Base 1190 : Question: Overall, to what extent do you agree or disagree with our approach to implementation? Base 1191

Further Comments On Implementation

Again further comments focused on similar themes to those previously mentioned with doubts over delivery, improvements needed to public transport and the plan being too long/hard to read/engage with. 10% thought there needed to be more consultation/community engagement/local voices.

	%
Doubts over ability to deliver/unrealistic	16
Improve public transport/needs to be genuine alternative	15
Plan is too long/hard to read/difficult to engage with	12
More consultation/community engagement/local voices	10
More emphasis on the travel needs of disabled/elderly/mobility impaired	9
Against plan/penalising car driver/stop telling people how to travel	7
Invest in all areas equally/don't leave some areas out	6
Plan will be too costly/who is going to pay	6
Too much investment in projects that will not improve area/offer poor VFM eg Hs2/Trams/DRT	5
Needs to happen earlier/act now to reduce carbon/do more	5

"We have no confidence in your commitment to putting resources into implementing what local people, especially from marginalized communities, actually want and need."

"I feel like the approach to implement the plans are too vague and I don't really understand what is going to be put in place to make a positive change. All I really took from it was that there will be more bikes/scooters to hire."

"Good in principle but I think underestimates willingness to voluntarily change habits such as massive reliance on single occupancy car journeys."

Question: If you have any further comments about our approach to implementation; please provide them below: Base 139 valid responses

Transport for West Midlands

Opinion By Segment And Profile

Opinion on draft core strategy by all traveller segmentation and respondent profile.

Opinion By Segment

Support for the various areas of the core strategy tended to be highest amongst Comfort in my Community and Progressive Families and to a lessor extent Smart and Secure. These segments are more likely to support the core strategy because of their preference for sustainable thinking. It was lowest amongst the less affluent Traditional Ways and Striving To Get Ahead. Political alignment does influence these segments, but economic status is a greater determinant of their support. Lower income and vulnerable groups have more limited travel options. Support was also lower amongst the elderly, affluent Mature Family Freedom and Carefree Affluence segments, due to less sustainable transport habits.

	Traditional Ways	Striving to get ahead	Pressured families	Comfort in my community	Progressive families	Mature family freedom	Smart and Secure	Carefree Affulence
Motives for Change	63	60	69	72	74	65	74	68
Reimagining transport	66	58	73	86	74	64	68	67
Behaviour change	73	63	72	83	75	63	74	66
Citizen focussed mobility	77	63	71	83	75	65	72	67
Our Aims overall	69	64	74	84	79	68	72	73
What we want to achieve for the people of the West Midlands	66	64	74	84	75	70	75	71
Vision for travel	61	59	67	79	76	64	70	65
Our vision	63	60	71	81	72	64	68	67
A plan that works for all places	80	67	74	86	81	69	69	73
A long-term plan that starts today	74	66	75	77	74	62	71	70
A plan to avoid a car-led recovery	69	49	64	78	64	53	66	60
A plan that makes an impact	75	68	72	83	83	65	73	70
A dynamic plan in the hands of communities	70	60	67	86	70	59	66	60
A plan that ensures a just transition	70	58	68	81	71	62	62	62
Our Approach	64	59	70	81	65	61	69	66
Behaviour change for the better	70	69	76	86	79	70	79	75
Growth that helps everyone	74	72	76	83	82	71	76	77
Safer streets to walk and wheel	77	71	79	91	88	74	80	77
Public transport that connects people and places	80	75	79	95	89	78	85	77
A resilient transport network	74	69	79	89	90	76	83	80
Delivering a green revolution	60	65	71	81	72	67	73	67
Our actions	64	60	72	78	71	68	75	67
Sustainability throughout plan Implementation	66	60	70	75	75	65	72	68
Prioritising and resourcing our efforts	72	61	71	78	72	62	70	67
Our approach to implementation	57	59	68	73	68	61	72	64
Overall Draft Core Strategy	**44**	**54**	**64**	**75**	**64**	**61**	**64**	**65**

Opinion By Profile

Support for the core strategy tended to be highest amongst younger respondents, females and non car owners. Younger people are more likely to think more sustainably and prefer public transport options as they live more often in urban areas. Women also often have more limited transport options for their work and family responsibilities. It was at its lowest amongst older respondents, males and car owners – a plan to avoid a car led recovery was particularly unpopular amongst these groups. This is due to their less sustainable transport habits, including greater car ownership and reliance levels.

	16-24	25-34	35-44	45-59	60 or over	Male	Female	Car owner	Non car	White/ White other	BAME
Motives for Change	90	75	78	61	63	66	67	65	66	66	67
Reimagining transport	83	76	73	63	64	65	68	65	68	67	67
Behaviour change	72	70	74	64	64	65	70	63	72	66	73
Citizen focussed mobility	83	74	79	61	64	62	70	63	71	66	68
Our Aims overall	76	72	71	66	69	67	71	66	72	69	65
What we want to achieve for the people of the West Midlands	86	74	78	66	66	67	71	66	71	69	74
Vision for travel	72	70	73	60	62	62	66	62	67	63	72
Our vision	71	74	72	62	62	62	66	62	67	64	69
A plan that works for all places	86	79	79	63	69	68	71	66	75	69	77
A long-term plan that starts today	86	72	71	65	66	66	69	63	75	67	73
A plan to avoid a car-led recovery	72	65	66	54	53	55	58	50	68	56	56
A plan that makes an impact	86	64	72	66	66	66	68	63	75	66	77
A dynamic plan in the hands of communities	83	71	68	61	58	60	65	56	72	61	76
A plan that ensures a just transition	76	72	68	62	60	60	68	59	72	63	69
Our Approach	73	68	72	59	61	61	63	58	68	63	64
Behaviour change for the better	83	70	80	66	72	68	75	67	77	70	76
Growth that helps everyone	90	74	82	71	72	73	75	70	80	73	79
Safer streets to walk and wheel	93	72	79	74	74	73	77	72	80	74	81
Public transport that connects people and places	93	79	81	73	78	76	79	74	82	77	78
A resilient transport network	97	73	81	73	77	75	79	75	80	77	78
Delivering a green revolution	90	68	78	67	62	62	74	63	73	67	67
Our actions	79	72	73	61	67	64	71	63	72	66	67
Sustainability throughout plan Implementation	86	78	73	59	63	61	69	62	67	64	73
Prioritising and resourcing our efforts	79	71	75	58	62	62	65	61	67	63	66
Our approach to implementation	75	70	68	57	61	59	66	58	67	62	65
Overall Draft Core Strategy	**74**	**71**	**74**	**57**	**56**	**57**	**64**	**57**	**64**	**59**	**67**

Opinion By District

Support for the strategy tended to be higher in Sandwell, Walsall and Birmingham. It was at its lowest in Wolverhampton. This is reflected in how the segments are represented across the districts. Comfort in My Community, Smart and Secure, and Progressive Families are well represented in Sandwell, Walsall and Birmingham. These areas are also more urban, thus reliant on public transport. Striving to Get Ahead and Traditional Ways can be found in Wolverhampton, but there isn't a greater representation there than other districts. However, respondents from this district did provide strong feedback about the need for improving transport and concerns that the Core Strategy may not achieve this.

	Birmingham	Coventry	Dudley	Sandwell	Solihull	Walsall	Wolverhampton
Motives for Change	69	60	69	66	65	74	57
Reimagining transport	70	60	67	70	59	72	62
Behaviour change	70	64	64	69	63	67	64
Citizen focussed mobility	72	64	64	69	65	62	67
Our Aims overall	71	71	71	77	74	67	62
What we want to achieve for the people of the West Midlands	73	70	69	75	70	72	66
Vision for travel	68	69	63	68	55	66	59
Our vision	68	67	64	71	64	67	58
A plan that works for all places	74	75	70	72	68	74	66
A long-term plan that starts today	71	67	64	71	67	74	63
A plan to avoid a car-led recovery	61	64	54	63	52	61	53
A plan that makes an impact	71	75	72	72	70	69	60
A dynamic plan in the hands of communities	65	67	62	64	58	67	54
A plan that ensures a just transition	65	65	66	64	69	59	57
Our Approach	65	68	64	72	63	68	53
Behaviour change for the better	76	73	72	73	73	74	66
Growth that helps everyone	77	70	76	77	75	77	66
Safer streets to walk and wheel	78	78	77	76	79	79	71
Public transport that connects people and places	81	77	82	77	75	82	74
A resilient transport network	81	81	79	76	74	77	69
Delivering a green revolution	70	70	64	69	72	75	59
Our actions	68	74	71	78	67	67	55
Sustainability throughout plan Implementation	69	65	65	71	70	70	58
Prioritising and resourcing our efforts	68	66	67	70	71	69	56
Our approach to implementation	64	62	65	73	68	67	47
Overall Draft Core Strategy	**62**	**63**	**62**	**62**	**68**	**65**	**49**

Feedback From People With Disabilities

It is noticeable that support for the strategy was lower amongst those with a disability. Plans to avoid a car led recovery and our approach and implementation were particularly lowly rated amongst this group. There are many barriers to accessing public transport for those with disabilities, contributing to concerns about LTP policies and preference for personal vehicles. Actions to tackle these barriers was not explicit within the draft Core Strategy, but will be picked up in the Big Moves text.

	Disabled	No disability
Motives for Change	57	68
Reimagining transport	61	68
Behaviour change	64	67
Citizen focussed mobility	64	66
Our Aims overall	64	69
What we want to achieve for the people of the West Midlands	62	71
Vision for travel	58	65
Our vision	57	66
A plan that works for all places	69	69
A long-term plan that starts today	64	67
A plan to avoid a car-led recovery	53	57
A plan that makes an impact	62	68
A dynamic plan in the hands of communities	57	63
A plan that ensures a just transition	59	64
Our Approach	54	63
Behaviour change for the better	69	71
Growth that helps everyone	68	75
Safer streets to walk and wheel	70	76
Public transport that connects people and places	74	77
A resilient transport network	73	77
Delivering a green revolution	60	68
Our actions	58	69
Sustainability throughout plan Implementation	61	66
Prioritising and resourcing our efforts	55	65
Our approach to implementation	52	63
Overall Draft Core Strategy	**51**	**62**

Key themes amongst disabled respondents
Need to improve public transport/make it genuine alternative
Plan doesn't consider needs of elderly/disabled/mobility impaired
Unrealistic/won't happen/hard to deliver
More carrots/incentives to get people to change
More on role of taxis for disabled travellers
Hard to read/vague/unclear
Plan could cause inequalities/doesn't cater for needs of all

Transport for West Midlands

Integrated Sustainability Appraisal And Habitats Regulation Assessment

Views on the draft ISA and HRA.

Comments On ISA

When commenting on the ISA respondents tended to re-emphasis the need to improve public transport rather than comment on the ISA itself. 23% mentioned it was another long PDF to read and understand.

	%
Improve Public Transport/ensure genuine alternative	28
Hard to understand/documents too long/another long PDF to read	23
Difficult to achieve/unrealistic	13
Supportive /right idea	1
Need to ensure plans don't have negative effect people lives eg disabled/low paid/rural areas	7
Plan is anti car/loss of freedom/pushing unproved green agenda	6
Better/more inclusive consultation needed/box ticking exercise	6
Less investment in schemes that don’t improve anything/cause disruption	4
More measures needed to improve cycling/micromobility	3

“There's so much reading, this is going to filter out the average person on the street (who is most likely to use your transport).”

“I agree or strongly agree in the main, however I do have concerns with the financial sustainability, due to the political negativity towards public transport.”

“I haven't read it. The language used should be simplified as it can be difficult to comprehend what's being said.”

Question: We have completed a draft Integrated Sustainability Appraisal (ISA) to assess the draft core strategy and to form the basis for assessment of future components of the LTP. The role of the ISA is to assess the extent to which the emerging LTP policies will help or hinder the achievement of wider environmental, economic and social objectives. We welcome your views on this, please add any comments below. Base 213

Comments On HRA

The main comment was that the draft HRA was hard to understand/another long document to read (23%). 17% stated that it was important to protect green spaces/natural habitats, however 9% mentioned the HRA won't protect environment and environment already being destroyed for transport measures.

	%
Hard to understand/document too long/another long PDF to read	23
Important to protect green spaces/natural habitats	17
Important/right idea/essential	15
Improve PT/ensure genuine alternative	11
HRA doesn't protect environment already cutting down trees etc for Hs2/Metro/Cycle routes	9
Difficult to achieve/unrealistic/hard to deliver	7
Waste of time and money	6
Green belt is important but development/housing/infrastructure needed	5
HRA Need to cover all areas not just Cannock	2
Box ticking exercise	2
Opposed to Green agenda/climate change thinking	2
Need to assess effect of works/LTP	2

"Bit late on that, been destroyed for decades, you doing it now destroying habitat with the HS2."

"It is vital that habitats in the green belt and other areas of international significance are protected. Where ancient woodland cannot be spared then new trees should be planted."

"Too much to read and digest half-way through a survey!"

Question: We have also completed a draft Habitats Regulation Assessment (HRA). The HRA is the process by which WMCA as a "competent authority" are legally required to assess the potential impacts of plans (including the LTP) on particular internationally important sites designated for their nature conservation value. Base 109

Transport for West Midlands

Stakeholder Responses

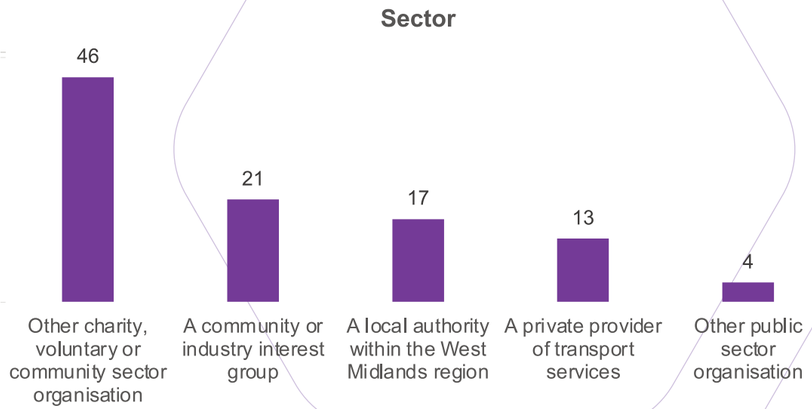
Responses from organisations.

Stakeholder Response

Overall there were 29 unique responses from stakeholders. 24 came via the online form while 9 submitted a written response. 3 organisations submitted both an online and written response. The majority of stakeholder responses came from the charity/voluntary/community sector (46%) or a community/industry interest group (21%).

Online form
Brereton Rail Transport Group
Reachout Network Ministries
Coventry for a Green New Deal
Sandwell area
Guide Dogs
OurBournville LTN campaign group
Lions Club of Coventry Godiva
Jolt
National Express
West Midlands Fire Service
Bus users in the West Midlands
RoSPA
Ward Councillor Solihull
Bite Back 2030
Logistics UK
4 Towers TMO LTD
E-bike manufacturer
Sustrans West Midlands
AECOM Ltd
Push Bikes Birmingham
Friends of Perry Park
CoMoUK
Coventry wheelchair user group
Women’s group Sparkhill

Written responses
Guide Dogs
The MotorCycle Action Group
JLR
Aecom
Push Bikes Birmingham Cycling Campaign
The Knowle, Dorridge, Bentley Heath Bus Action Group
Enterprise Holdings
Birmingham Living Streets
SUSTRAVWM



Stakeholder Engagement

Stakeholders tended to have a higher level of agreement with the Core Strategy than members of the public with 77% agreeing with the aims of the strategy and just 4% disagreeing. Agreement was highest with the aims overall (85%), lower with the overall approach (71%). A dynamic plan in the hands of communities (65%) and a plan that works for all places (67%) were lowest rated.

Overall Opinion	% Agree	% disagree
Overall draft Core Strategy	77	4
Our Aims overall	85	0
Our vision overall	76	3
Our approach overall	71	0
Our actions overall	76	7
Our approach to implementation	75	4

Base 24 responses to online survey

Opinion on details	% Agree
Motives for Change	85
Reimagining transport	81
Behaviour change	75
Citizen focussed mobility	77
Vision for travel	82
What we want to achieve for the people of the WM	82
A plan that works for all places	67
A long-term plan that starts today	79
A plan to avoid a car-led recovery	71
A plan that makes an impact	75
A dynamic plan in the hands of communities	65
A plan that ensures a just transition	71
Behaviour change for the better	82
Growth that helps everyone	82
Safer streets to walk and wheel	74
Public transport that connects people and places	86
A resilient transport network	80
Delivering a green revolution	77
Sustainability throughout plan Implementation	75
Prioritising and resourcing our efforts	72

Key Themes

Stakeholders made many varied comments, often in relation to their own individual sector needs. However some key themes emerged. Mainly that for the plan to be achieved public transport needed to be improved (40%), while 37% emphasised their support for the plan. A quarter wanted more information on how behaviour change will be achieved or suggested more partnership working was needed to achieve aims. A fifth supported plans around 15 minute neighbourhoods/liked the focus on improving communities/places.

	%
Improve public transport/better public transport	40
Support given for plan/measures in plan	37
How will behaviour change be achieved	23
Joined up approach/more partnership working/less silo working needed	23
Support 15 minute communities/better communities	20
Need to ensure better infrastructure for active travel/safer/ensure don't repeat mistakes made in past	20
lacks details/Key mile stones to ensure delivery	20
More engagement with communities over solutions/measures/need to be better at this	17
More support for elderly/disabled/not everyone can walk or cycle	17
Plan developments with sustainable travel in mind from start	17
EV charging/how will enough be provided for all	13
Support for measures for better active travel as healthier for people/less pollution/congestion	10
More consideration over access to leisure areas by sustainable modes/travel for leisure	10
Unrealistic/not been successful in past	10
Ensure a just transition to EV for everyone	10
More to improve road safety for all	10
More emphasis on MAAS as a solution	10
Lack of urgency/need to act quicker/act now to avoid car led recover	10

Base: Responses to online and written survey

Other Stakeholder Comments

Other comments	%
Support Taxi's/freight/commercial vehicles to move to EV eg grants	7
Effect on economy on some of these measures eg WFH/less travel	7
Impact of some schemes on emergency vehicles/deliveries	7
EV not the solutions/only small part to play	7
Consistent approach to scheme delivery to encourage change	7
More emphasis on car clubs/shared transport and its role	7
More on car scrappage/mobility credits	7
Effect of covid on PT use	7
Past money wasted/Hs2/tram/less money wasted on schemes that don't deliver	7
Too centralised/more on rural/edge of area/town provision	7
Start now with move to digital/WFH/hybrid	3
How will PT be funded in rural areas	3
Investigate healthy advertising on public transport policy	3
Recognition that car will still be needed to access some areas	3
Hard to read	3
Impact of congestion on services/deliveries	3
Effect of plan on areas outside WM	3
Effect of changes needed to be made at national level	3
Use of up to date tech/innovation to provide solutions for all	3
More on how shared transport will lead to more equal society	3
Recognise that digital solutions are not for everyone	3
Do not allocate road space away from freight/priority for freight	3
Consider role of micromobility in last mile for deliveries/micro-consolidation areas	3
Consider role of freight in planning process of schemes	3
Work with business to improve transport provision	3
More on innovations like very light rail/demand responsive transport	3
Effect of schemes/developments on business	3
in favour of prioritising things other than economy	3
Concerns of e-scooter and active travel	3
Taxi's and guide dogs	3
Use of equity rather than equality	3
More specific consideration needed for motorcycles as a mode of travel	3
More specific consideration needed for motorcycles decarbonisation	3
Plan will need to adapt to changing times	3
Shared cars to have access to priority lanes	3
Stop paving over spaces for cars	3
More bus priority measures	3

Base: responses to online survey and written responses

Transport for West Midlands

Summary

How we can use the engagement feedback to help us improve the LTP.

Summary

Public responses:

Overall there were 1263 responses to the online survey.

Respondents tended to be elderly (48% 60+), male (60%) and from White ethnic backgrounds (82%). There was a high level of response from people with a disability (24%).

62% agreed with the core strategy overall. Support was highest with our aims overall (70%) lower with the approach to implementation (63%) – support was especially low for plans to avoid a car led recovery (58%).

Further comments focused on the need to improve public transport, concerns over the plan being realistic/deliverable and that the needs of the elderly/vulnerable were not addressed.

Support for the core strategy tended to be highest amongst Comfort in my Community and Progressive Families and to a lessor extent Smart and Secure. It was lowest amongst the less affluent Traditional Ways and Striving To Get Ahead. Support was also lower amongst the elderly, affluent Mature Family Freedom and Carefree Affluence segments.

Younger respondents were more likely to support the plan than elderly respondents and those with a disability. Car owners were less supportive of the plan than non car owners.

Stakeholder responses:

29 unique stakeholders responded to the survey via the online form or email. The majority of stakeholder responses came from the charity/voluntary/community sector (46%) or a community/industry interest group (21%).

Stakeholders tended to have a higher level of agreement with the Core Strategy overall compared to members of the public (77%). Agreement was highest with the aims overall (85%), lowest with the overall approach (71%). Support was lowest for a dynamic plan in the hands of communities (65%) and a plan that works for all places (67%).

Stakeholders made many varied comments, often in relation to their own sector's needs. However some key themes emerged, notably that for the plan to succeed public transport needed to be improved (38%). A quarter wanted more information on how behaviour change will be achieved or suggested more partnership working was needed.

Summary

Level of engagement and feedback

- The consultation received an unprecedented level of engagement, with 1263 responses overall. This is the highest seen on any LTP engagement.
- Further public engagements should aim to replicate these response levels. Methods in this consultation such as promotion on social media can help to achieve this.

Continuing challenges with engagement

- Even with this level of responses, there are still challenges in engaging with as people and groups as possible.
- Respondents tended to be elderly (48% 60+), male (60%) and from White ethnic backgrounds (82%). There was a high level of response from people with a disability (24%).
- Reponses from non-car owning and female community members were at a lower level, but their insight into the transport system is just as important.
- There is a need to assess our methods of engagement, so that we can better garner responses from a more representative set.

Support Level

- A majority of respondents (62%) agreed with the core strategy overall.
- Support was highest with our aims overall (70%); lower with the approach to implementation (63%) – support was especially low for plans to avoid a car led recovery (58%).
- Younger, non-car owning respondents were more likely to support the plan.

Key Themes

- Respondents also provided comments on the Core Strategy, largely focussed on the need to improve public transport. Issues around providing transport for vulnerable groups, walking/wheeling options, and sustainability arose.
- There was some scepticism around the anti-car nature of the plan, the feasibility of delivery and how behaviour change will be achieved.

Key Themes – Public

There were some common themes across the comments on the LTP Core Strategy, cross cutting location and socioeconomic background. The two major comments were that public transport is not currently a genuine alternative (mentioned by 31%) and that the Core Strategy lacks the detail of how/when the plans will be delivered (mentioned by 16%). Most of the additional comments were not explicitly opposing any element of the Core Strategy, but there are two key negative points mentioned by a minority of respondents: the sense that the plan was anti-car / anti-driver, and concerns for the elderly/disabled/low-paid/vulnerable. Both drivers and the disabled were less supportive than non-drivers and respondents with no disability, however a majority of both groups supported the Core Strategy overall (57% drivers, 51% disabled).

Issues Not Covered	%
Public transport needs to improve/be a genuine alternative	31
Lacking in details of what will be delivered/achieved/when and how	16
Concerned needs of elderly/disabled/low paid/vulnerable not met	9
More on how cycling/micromobility will be made more appealing/safer	8
Less hostile to car drivers/people still need to own cars/freedom of choice	7
Difficult to read/understand/engage with	6

Question: Please highlight any issues that you consider the core strategy does not sufficiently cover?
Base 245 valid responses

Further Comments	%
Improve public transport/make public transport genuine alternative	25
Unrealistic/undeliverable/won't happen	10
Plan hard to read/too long/dull/has errors	9
Need to consider the travel needs of disabled/elderly/low paid/vulnerable population	7

Question: Please add any further comments you would like to make on the draft core strategy?
Base 181 valid responses

Key Themes – Public

Key Themes	%
Improve public transport/better public transport	40
Support given for plan/measures in plan	37
How will behaviour change be achieved	23
Joined up approach/more partnership working/less silo working needed	23
Support 15 minute communities/better communities	20
Need to ensure better infrastructure for active travel/safer/ensure don't repeat mistakes made in past	20
Lacks details/Key mile stones to ensure delivery	20
More engagement with communities over solutions/measures/need to be better at this	17
More support for elderly/disabled/not everyone can walk or cycle	17
Plan developments with sustainable travel in mind from start	17
EV charging/how will enough be provided for all	13
Support for measures for better active travel as healthier for people/less pollution/congestion	10
More consideration over access to leisure areas by sustainable modes/travel for leisure	10
Unrealistic/not been successful in past	10
Ensure a just transition to EV for everyone	10
More to improve road safety for all	10
More emphasis on MAAS as a solution	10
Lack of urgency/need to act quicker/act now to avoid car led recover	10

Question: Please highlight any issues that you consider the core strategy does not sufficiently cover? Base 245 valid responses

Key Themes – Stakeholders

Stakeholders made many varied comments, often in relation to their own individual sector needs. However some key themes emerged. Mainly that for the plan to be achieved public transport needed to be improved (40%), while 37% added comments emphasising their support for the plan. Around a quarter wanted more information on how behavioural change will be achieved or suggested more partnership working was needed to achieve aims. A fifth supported plans around 15 minute neighbourhoods/liked the focus on improving communities/places.

Key theme for stakeholders	%
Improve public transport/better public transport	40
Support given for plan/measures in plan	37
How will behaviour change be achieved	23
Joined up approach/more partnership working/less silo working needed	23
Support 15 minute communities/better communities	20
Need to ensure better infrastructure for active travel/safer/ensure don't repeat mistakes made in past	20
Lacks details/key milestones to ensure delivery	20
More engagement with communities over solutions/measures/need to be better at this	17
More support for elderly/disabled/not everyone can walk or cycle	17
Plan developments with sustainable travel in mind from start	17
EV charging/how will enough be provided for all	13

Base: Responses to online and written survey

Key themes: You said… We did…

You said…	We did…
Public transport needs to improve and provide a viable alternative	The Public Transport and Shared Mobility Big Move sets out the key elements of what we think an integrated transport network could look like. Taking forward policies in this Big Move in tandem would other policies through the 6 Big Moves will help us to develop an integrated transport network that will help to support behaviour change by offering more viable alternative to a private car. However, as the Green Paper published in 2021 set out there are many (mostly short) local trips made by car in the urban area for which there cannot be a viable public transport alternative. Instead we will need to find ways to encourage people to make these short local trips by other forms of travel – including walking and cycling but also exploring the role of powered cycle and scoot modes (such as e-scooters).
We should provide for those with mobility issues/vulnerable groups	Accessibility – both in terms of peoples ability to either travel to or digitally access services and opportunities and physical access / design of the transport system is a key part of this LTP. We have considered accessibility for all throughout the LTP and the Big Moves in an effort to ensure that everyone can access public transport and our services regardless of their mobility, gender, ethnic background, income and age. Through the development of strategy and implementation of policy and schemes, all aspects of inclusivity will be considered alongside the opportunity for people to engage and provide feedback.
We should provide better walk/wheel options	With ambitious targets to get more people walking, wheeling, cycling and scooting, the Big Moves provide more detail on the key policies to support and encourage the use of active travel and powered cycle and scoot modes. The policies set out will help to guide decision making to create the right conditions and to think about how we provide the right infrastructure and other facilities to allow this to happen, including how we can make the right choices about how we allocate roadspace. The Safer Streets to Walk, Wheel, Cycle and Scoot Big Move also anticipates changes in legislation around future Personal Light Electric Vehicles (or as referred to in the LTP, powered cycle and scoot modes).
There needs to be more details on delivery of the LTP	The immediate delivery plan for the LTP is mostly framed within the region's City Regional Sustainable Transport Settlements programme. The Big Moves and Area Strategies will highlight areas for specific action and we will set out an updated implementation plan once this next stage of work is complete in 2023. TfWM also plans to develop a set of specific topic/theme papers in 2023 which will help to communicate how action through the LTP is helping to address particular issues e.g. air quality, biodiversity, support access to opportunity etc.

You said... We did...

You said...	We did...
The plan was too anti-car	The plan has tried to strike a balance, recognising that the car will still have a role to play in future transport strategy. At the same time many of the challenges are a ultimately a result of over dependence on car use. The policies across the Big Moves recognise that there will always be a need for some people to drive but everyone should be able to thrive without having to drive. However, progress can only be made if we are able to reduce some of our dependence on the car. We believe that adopting the right mix of policies from across the Big Moves would enable us to do this and create the conditions for change. New models of car ownership and use such as car clubs can offer an alternative to private ownership.
Wider consultation with residents is needed	Engagement, consultation and communications has been and must continue to be a key theme for the Local Transport Plan. In developing the Green Paper and draft Core Strategy significant engagement through a range of channels took place including deliberative engagement with a West Midlands online community. The engagement on the draft Core Strategy received the highest response rate to any West Midlands LTP. As we progress and strategy continues to develop and evolve we will need to find new and better ways at engaging and communicating with local communities and stakeholders. Our success in delivering the LTP and its aims will depend on building consensus on the approach. Engagement on the Area Strategies later in 2023 will help us to further build our understanding of how to address and implement some of the policies at a local level.
The plan was too long and hard to read	This is acknowledged and steps have been taken to simplify the language, avoid jargon where possible and use diagrams and other ways to help explain our key policies. This is a genuine problem, related to the comments on how we engage with residents. The challenges we face are not simple and communicating them and the rationale for the different courses of action we might need to consider taking is something we need to quickly improve at.
It was unclear how behaviour change will be achieved	Behaviour Change is complicated. It is both the change to way that we all travel and our lifestyles but is also relevant to cultural change within organisations as well. The policies set out across the Big Moves should help to consider and think about how best to deliver behaviour change across these various areas. We have set out that the LTP needs to deliver a range of impacts (including rapid decarbonisation). The next stage of development will help us to understand the impacts of current policy and strategy better and inform how we respond. We have developed a suite of transport system Key Performance Indicators (KPIs) which will help us understand the impacts we are having and inform ongoing reviews of policy and strategy.

You said... We did...

You said...	We did...
More partnership working was needed	The transport system by its very nature involves partnership with a range of actors in planning, managing, operating and maintaining it. Through a more robust and clear set of strategies, it is hoped this LTP can help to be clear on how best the various actors play their role and support delivery of the plan's aims. At the same time, engagement with wider stakeholders and businesses is critical to build awareness and support for the LTP.
Sustainability should be embedded in plans from the start	An Integrated Sustainability Appraisal was undertaken alongside the development of the Core Strategy and has been reviewed further in light of the work to develop the Big Moves. The Core Strategy set out a high level framework for the consideration of sustainability and equality considerations in the plan development and delivery process. This has now been developed in more detail and forms a key part of the Green Revolution Big Move.
The just transition should include all communities	The cost of living crisis makes this even more important and delivering inclusive growth is a key objective of the LTP. Policies across the Big Moves aim to ensure that policies are equally inclusive for all groups. As noted in the comments around engagement, this will be a key area of focus continuing to develop our capabilities and building on the progress we have made - e.g. using the online community for deliberative engagement.
There's an urgency in ensuring there isn't a car-led recovery	The approach set out in this LTP is geared towards helping to ensure that the alternatives to car travel are supported and developed alongside measures that can make car use less attractive for some journeys.

Transport for
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