

# New Timetable & Transport Integration Forum



West  
Midlands  
Railway



London  
Northwestern  
Railway

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Operated by West Midlands Trains

9<sup>th</sup> April 2019 - Birmingham



# Welcome



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Operated by West Midlands Trains

April 2019



## Morning Session

|       |                           |                                  |
|-------|---------------------------|----------------------------------|
| 09.45 | Welcome & Business update | – Jan Chaudhry-van der Velde     |
| 10.00 | How others see us         | - Linda McCord Transport Focus   |
| 10.15 | May 2019 timetable        | -Russ Cunningham                 |
| 10.45 | Timetable Q&A             | - Jonny Wiseman & Richard Brooks |
| 11.15 | Tea break                 |                                  |
| 11.30 | New Trains Update         | – Stuart Drakard                 |
| 11.45 | General Q&A               | – All                            |
| 12.30 | Lunch                     |                                  |



## Afternoon Session

- |       |   |                                |
|-------|---|--------------------------------|
| 13.30 | Welcome and The Hub Project               | – Andy Camp                    |
| 14.00 | Our integration vision and journey so far | – Jon Harris                   |
| 14.45 | Q and A                                   | - All                          |
| 15.00 | Coffee break                              |                                |
| 15.15 | The social and equity side of integration | - Stakeholder Equalities Board |
| 15.45 | Final Q and A & Thanks                    |                                |
| 16.00 | Close                                     |                                |



# Business Update

Jan Chaudhry-van der Velde

Managing Director



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# Achievements so far include





# Achievements so far include







## Ask Annie





# Community Programmes





# Coming soon





- Hottest summer on record
- Infrastructure challenges
- Major remodelling works – Euston & Liverpool
- Winter 2018 Timetable postponement



## Period 11 - 6 Jan - 2 Feb

**PPM**

89.4%

**MAA**

85.9%

**Reliability - 98%**

## Period 12 - 3 Feb - 2 Mar

**PPM**

89.7%

**MAA**

85.9%

**Reliability - 98%**

## Period 13 - 3 Mar - 31 Mar

**PPM**

89.2%

**MAA**

86.4%

**Reliability - 97%**

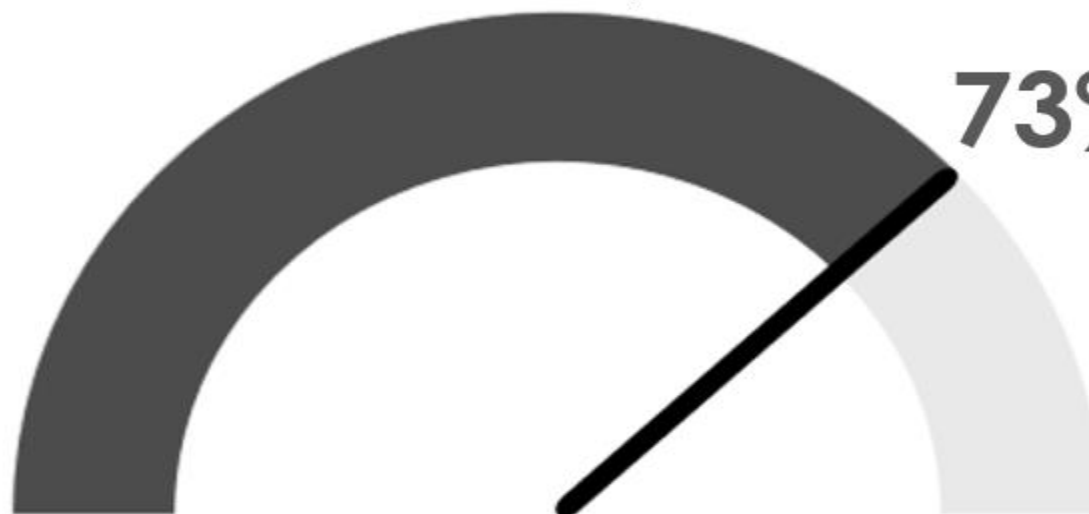


## Overall Satisfaction with WMT

*(Important to note that not all participants stated which line(s) they deal with, therefore some statistics appear not to tally in some of the comparison charts in this report) i.e. those who did not state which line(s) they deal with gave lower ratings than average*

Total sample

73%



77%



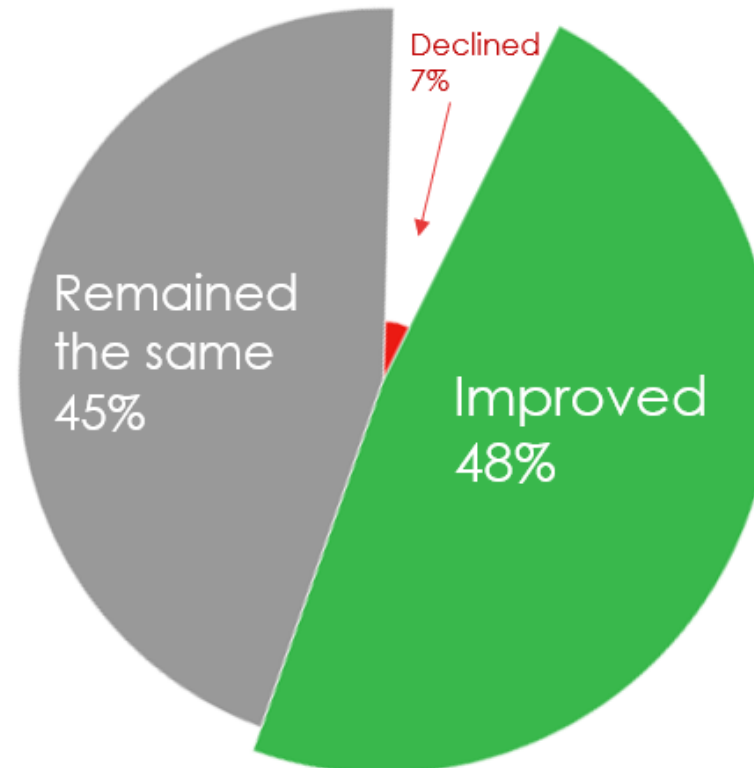
79%





## WMT's engagement with stakeholders over the last 12 months

- This represents a net improvement of **41%** overall for WMT. *(Improved less declined)*
- The equivalent net improvement figures are **50% for LNR** *(54% - 4%)* and **41% for WMR** *(50% - 9%)*





# How passengers see us

Linda McCord

Transport Focus



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# The importance of the core product:

- Performance (punctuality and reliability)
- Value for money
- Managing disruption
- Cleanliness of train

Key priorities for improvement and drivers of satisfaction and dissatisfaction



# NRPS passenger comments

Everything was perfect-  
train on time, the guard  
was visible which is  
reassuring

Excellent service, very relaxing

Overall I am happy. The ten minute frequency on the Cross City line is an intense operation which is generally reliable under the new train operator. There have been a number of signalling issues over the past few years which have been frustrating, although I recognise this is an infrastructure issue. Current experiences of the Snow Hill route (Journeys from Birmingham to Kidderminster/Stratford) are good, punctual and clean.

Rail service quite good, I have  
always enjoyed my long  
distance journey. Many thanks

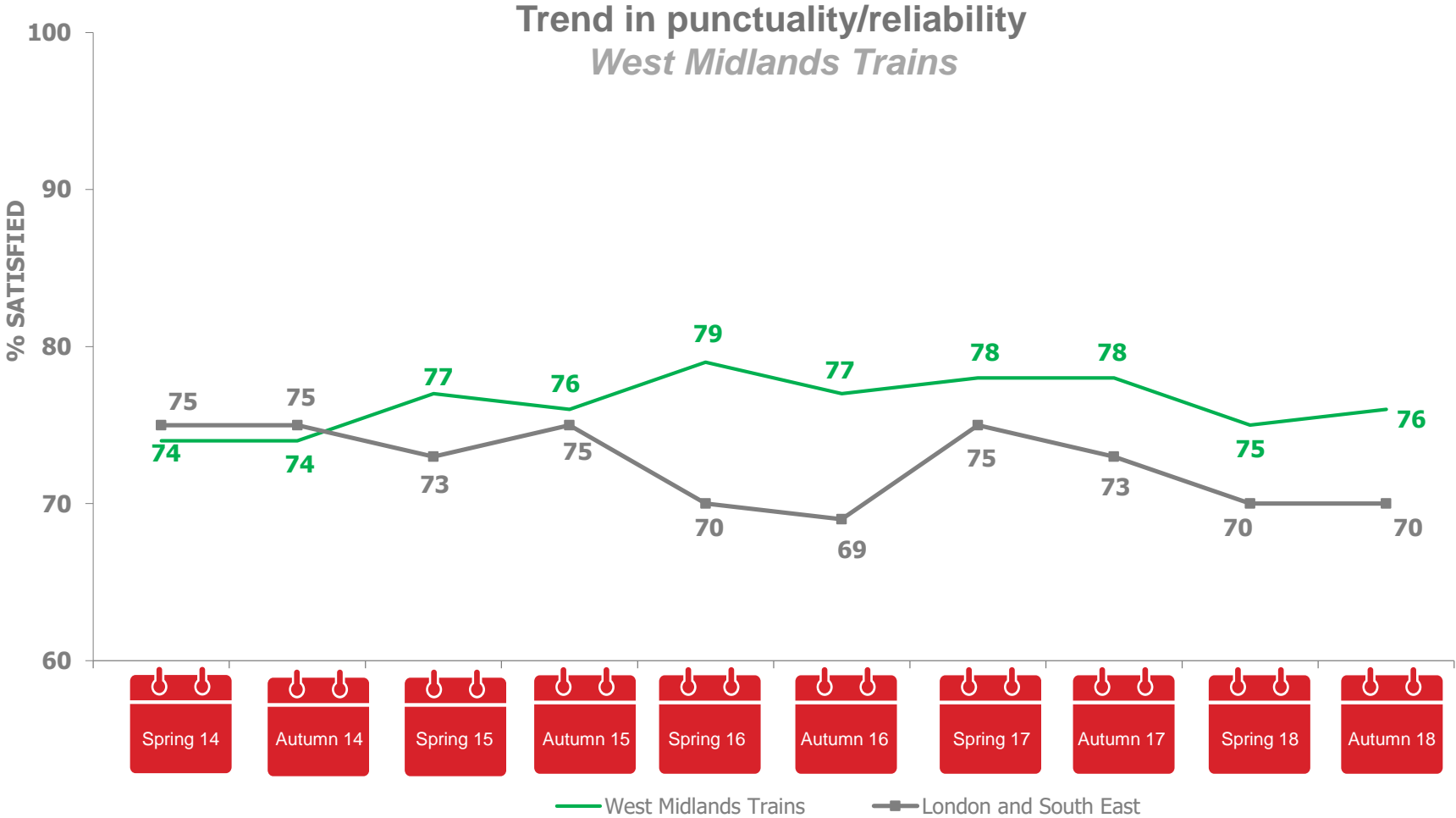


# National Rail Passenger Satisfaction Autumn 2018

- Overall passenger satisfaction 84% same as Autumn 2017 and increase of 3% from Spring 2018
- Punctuality and reliability no significant change at 76 %
- Value for money no significant change at 57%
- Dealing with delays increased by 9% to 49%
- Cleanliness of inside of train no significant change to 76%



Trend in punctuality/reliability for West Midlands Trains and the LSE sector





# Delays – common theme in comments.

## Regular experiences reported

The Four Oaks - Birmingham trains are really very unreliable with either delay or cancellation a weekly if not daily occurrence. The staff are generally very apologetic and help where they can.

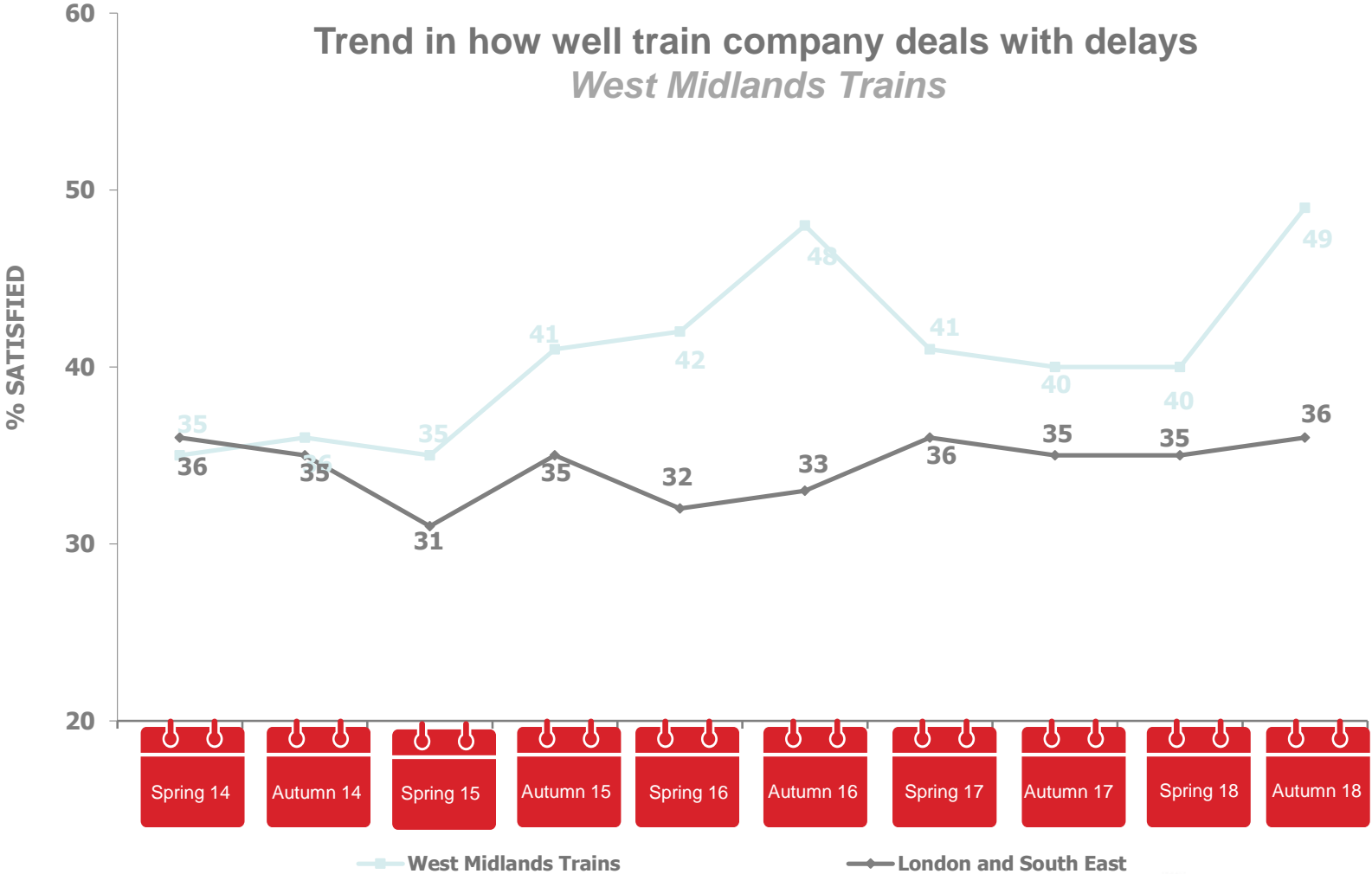
Often the train is delayed. Also due to backed up trains often the service crawls into Watford Junction.

Every day a train is delayed or cancelled with West Midlands train services. I no longer catch my morning train with this service as I was always late to work - sometimes up to an hour or more. Now I catch Chiltern Railways services every morning whenever possible, in the evening too, as they are reliable and comfortable.

Too often train delayed are terminated short of the proper destination, or skip stations. This happens if trains are a few minutes late but the passengers can then be delayed for a much longer time getting to their destination.



Trend in how well dealt with delays for West Midlands Trains and LSE sector





# Dominant mindset of passengers during disruption is frustration

Passengers' experience is at its worst when the frustration of the delay is made worse by a poor information experience

Poor information makes them feel powerless to control their travel, change plans, inform other people, make alternative arrangements

This leads to a sense of being a "hostage"





# Information during disruption

There was no information or apology for the 20+ minute delay that caused me to miss my appointment.

Train was very late. No announcement was made about the reason for the delay or to give an apology. Train floor was messy but that was due to a customer spillage so not fault of train company

One of the people using speaker system; 1. talked over another broadcast; 2. spoke quickly in a state of panic. There were delays and alternative buses and this information needs to be delivered calmly and clearly.

Blake street's display board has been out of service (i.e. no arrival times/information) for over 6 months.

I am a fairly regular traveller on the Cross City line. You cannot rely on the trains to run on time or sometimes at all. Staff can be fairly unhelpful with reasons for delays/cancellation.



# During disruption what do passengers want

*“They should have provided up-to-date information as soon as they had it. It is very frustrating to have no information.”*

*(Focus group, Birmingham)*

*“They should have apologised first and foremost...I do not think it should be up to the customer to investigate why the train is delayed. It is very frustrating to have no information. The tone of the social media staff could also better managed. I have often been told that they understand my problem - frankly I find that irritating.”*

*(Commuter, online forum)*

*“I saw [Twitter] reports of the delays early into my journey, but this wasn't announced over the Tannoy system until we pulled into Bolton half an hour later.”*

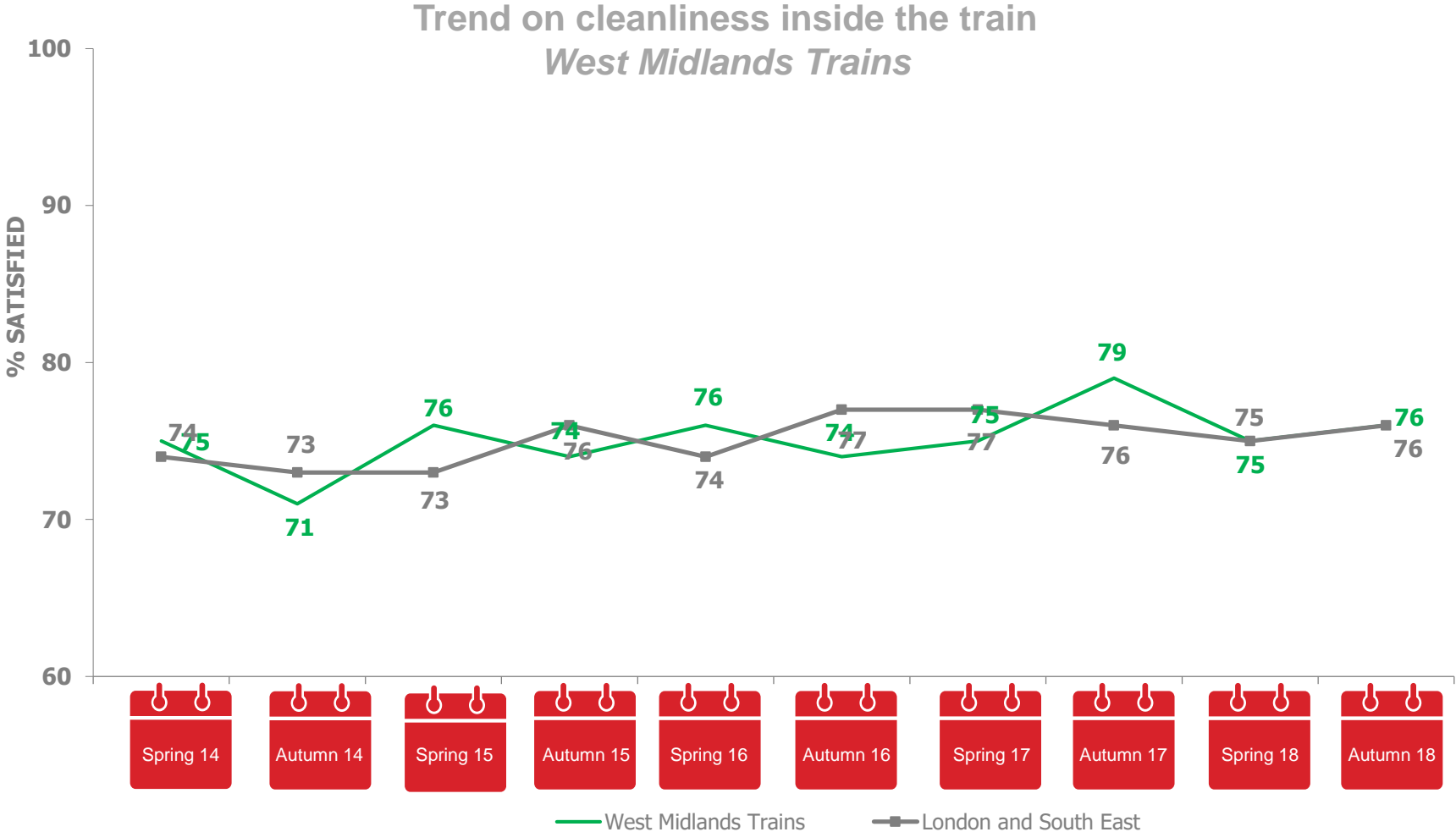
*(Commuter, online forum)*

*“[I wanted an] explanation as to why the scenario couldn't have been avoided & if it could have been, why it wasn't.”*

*(Leisure, in-the-moment)*



Trend in cleanliness inside the train for West Midlands Trains and LSE sector





# Cleanliness of trains

Cheap ticket so satisfied! But poor seating, cleanliness and scruffy, dirty floor.

New Street doesn't provide adequate means to exit the platform. The interior of West Midlands trains has not been cleaned since taking over the service - no change!

Litter all over train - very dirty!

I have used the Cross City line since 1983. The trains are old, tatty and dirty. No matter which company takes over, we get the old cast off. The carriages have recently been painted outside but we still have the original dirty green seats, dirty interiors and no illuminated signs onboard to tell passengers where they are, especially at night.

The Lichfield Line - Four Oaks line is not good. The train is covered in food and beer. Literally everywhere



# What happened next?





In this together – plea: share good practice

Team Victoria visit

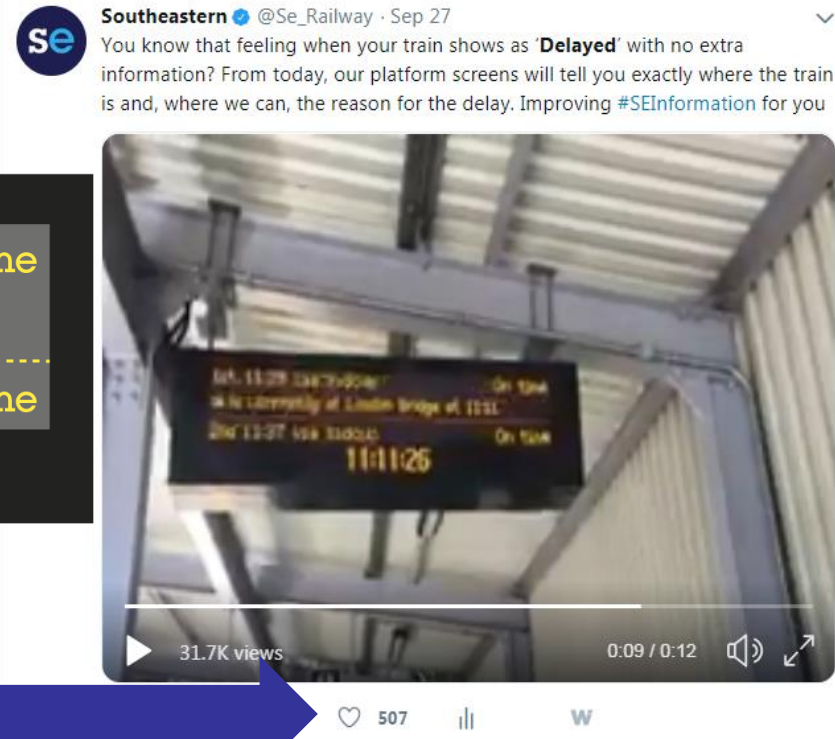




# Sharing good practice

- **Last known location of a train**

|  |       |                     |         |
|--|-------|---------------------|---------|
| 1st                                    | 11:29 | Slade Green         | On time |
| train currently at London Bridge 11:11 |       |                     |         |
| <hr/>                                  |       |                     |         |
| 2nd                                    | 11:37 | Dartford via Sidcup | On time |
| 11:11:25                               |       |                     |         |





# Stations working with WMT staff and stakeholders

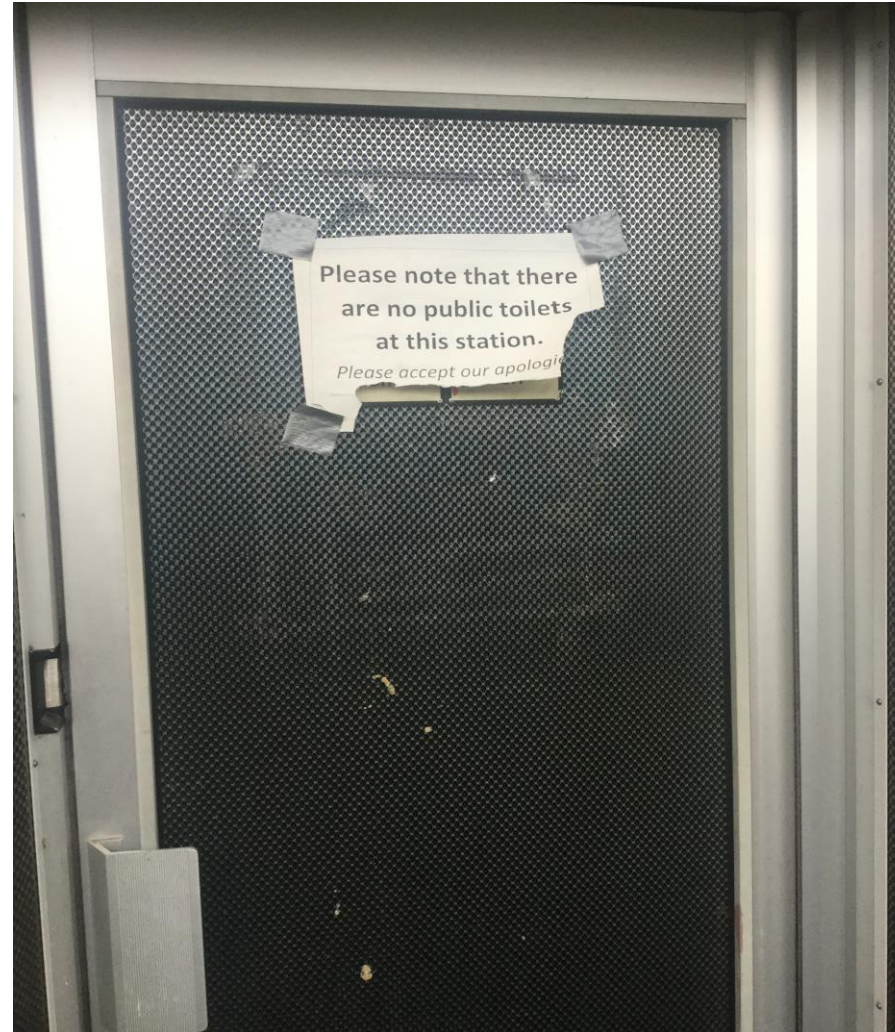
## The good





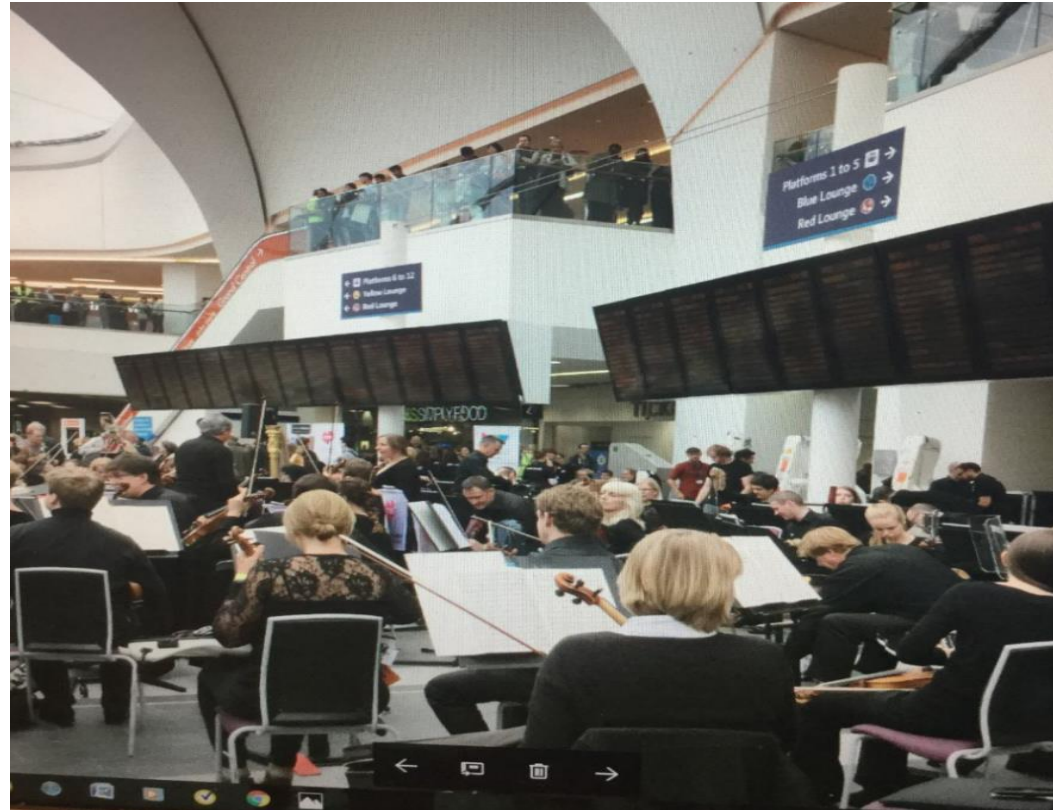
# Stations working with WMT staff and stakeholders

## The bad





# The Fantastic





# May 2019 Timetable

Russ Cunningham

Head of Strategic Planning



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9<sup>th</sup> April 2019



- Major structural timetable re-write designed to deliver:
  - Faster journey times Birmingham-London
  - New frequent and direct journey opportunities with new cross-city links
  - More frequent services
  - Better performance
  - Longer trains with more seats and space





# Journey Times New St-Euston

Today BHM-EUS

2h 13m

2h 13m

2h 24m

Today EUS-BHM

2h 04m

2h 13m

2h 29m

May 2019

1h 57m

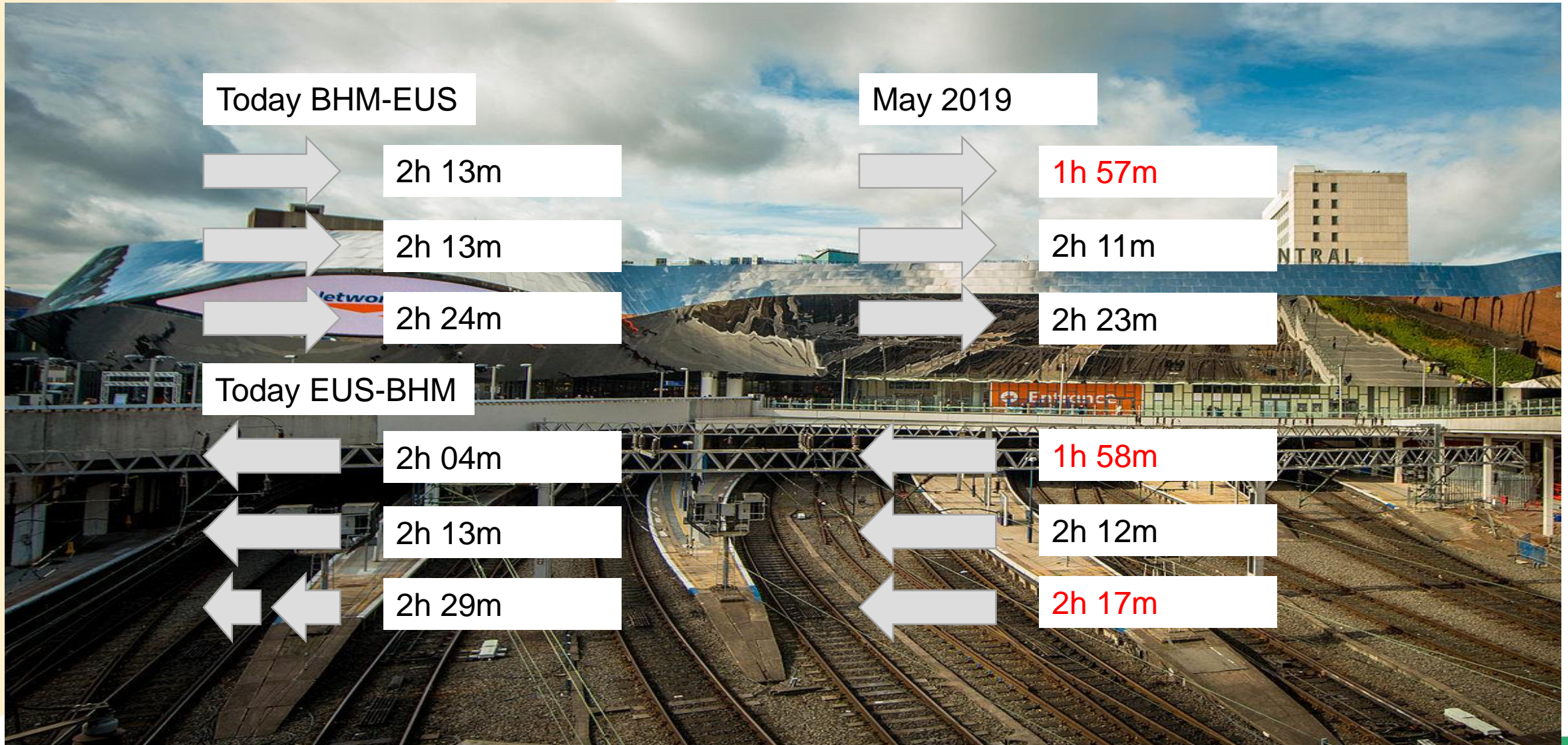
2h 11m

2h 23m

1h 58m

2h 12m

2h 17m





At least hourly throughout the day Monday-Saturday:

- Liverpool/Crewe/Stafford/Wolverhampton-New St-Euston
- Crewe/Stoke/Stafford/Wolverhampton-New St-Euston
- Rugeley-Walsall-New St-Euston
- Nuneaton-Coventry-Leamington Spa

Sunday extensions to match these are planned for December



# Service Frequency increases

- New St-Euston Earlier and later services. 3tph continues until 0040 and 3tph on Sundays.
- Chase Line 2tph continues until 2220 (currently 1920)
- Cross-City 4tph to Trent Valley (currently 2tph) and 4tph after 1900 on Cross City north (currently 2tph)
- Shrewsbury-New St 2tph all day (currently 1tph) and a new hourly Sunday service
- Crewe-Stoke-New St Additional new hourly service
- Wolverhampton Later and earlier services
- Nuneaton-Coventry Shuttle runs through and new Sunday service
- Snow Hill Additional peak and evening services
- Worcester-New St Additional peak services and hourly Sunday trains
- Trent Valley Earlier and later additional services



# Birmingham New St

- Currently 10 services terminate and start – turnrounds - at New St every off-peak hour which occupy platforms
- May 2019 adds two more services which would be 12 but our changes mean we will only have **THREE** turnrounds
- Platform occupation will be reduced from 114 minutes to only 65 minutes
- New St has the highest level of reactionary delay on the network so this will improve performance for all operators
- New portion working for New St but we have been preparing for this with a military-style process





# Longer Trains

- Existing four-car trains between New St and London will get longer. The flagship hourly under-two-hour services become eight car and peak services are also strengthened to eight car
- Up to one-third Trent Valley services become eight car
- All London services become eight car on Sundays
- Nuneaton-Coventry Leamington Spa services are doubled in length from one to two car and frequency will be doubled/tripled soon
- Eleven additional 2/3 car diesel trains are added from May
- More services are doubled from December when we receive ten more electric trains
- New trains start arriving this year, replacing 52 diesel vehicles with 80 and adding 185 more electric vehicles which are longer than existing
- By 2021 with almost all services will be longer and we are planning some exciting new services to new stations





# Timetable Q&A

Richard Brooks

Customer Experience Director WMR

and

Jonny Wiseman

Customer Experience Director LNR





# Tea Break





# New Trains Update

Stuart Drakard

New Trains Project Manager



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# Class 196 Civity DMU for WMT



Operated by West Midlands Trains





# Overview



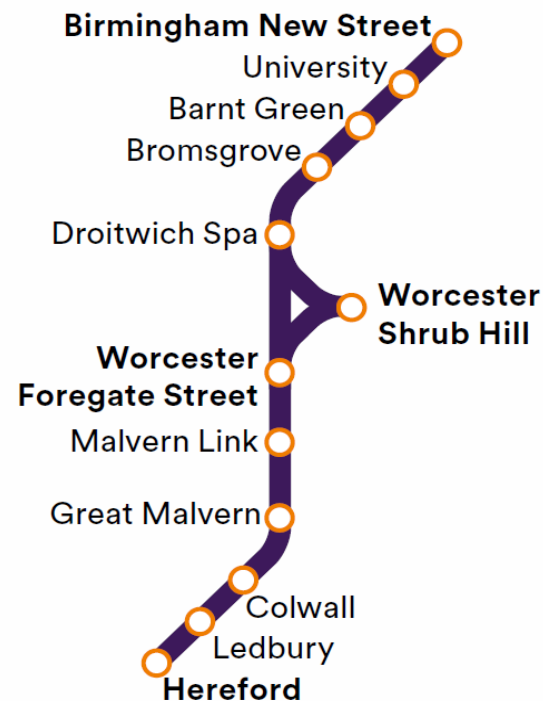
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- 26 new trains, 80 new carriages: 12 x 2 car and 14 x 4 car
- Replace Class 170 (intro 1999 - 2000) and ex BR 15X (1980s)
  - Add capacity
  - Flexibility and service frequency uplift
  - New technology to improve safety and performance
- Delivery 2020





# The trains

- More seats
  - 2 Car: 141 seated
  - 4 Car Units: 311 seated
- Multiple Operation
  - up to 8 Cars
  - through gangways between the trains
- Quick acceleration
- Compliant to latest emissions legislation





**Cantilever seats**

**Passenger Wi-Fi**

**At seat power (plugs/USB points)**

**Self regulating HVAC**

**Side LED destination displays**





## **Intelligent PIS - 6 screen per vehicle**

**21,5' display, high brightness and resolution**

**LED lighting - adjusts to ambient conditions**



## **Universal Access Toilet**

**Reclamation unit recycles wash basin water**

**Cycle storage area and PRM area separated**





**Transparent swept back draught screens aid visibility**



**Seat back tables at all seats**





## Overhead luggage racks

Good seat to window ratio NB: windows are large size (1210mm x 880mm)





## Clear vestibules for improved passenger access and egress





# Class 730 Aventura EMU for WMT



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- 81 new trains, 333 new carriages
- 36 x 3-car for WMR
- Replace Class 323 (intro 1994)
  - Add capacity
  - New passenger features
  - New technology to improve safety and performance
- Delivery 2020-2021





- **45 x 5 car for LNR:**
  - 29 outer suburban layout
  - 16 long distance layout
- **Replace Class 350/2 (2009)**
  - Add capacity
  - New passenger features
- **Delivery 2020-2021**





# The trains



**Longer carriages**  
**Longer trains**  
**Front-end gangway – to allow passenger flow**  
**Destination screen on front and side**





# 3-car for the Cross City routes



**Wide, open gangways**



**Air conditioning**  
**At-seat power sockets**  
**and USB**  
**Seat-back tables**  
**More seats**  
**More capacity**



# 3 and 5-cars



**Intelligent PIS**  
**Good visibility of PIS screens**  
**Dedicated bike area**  
**Wheelchair areas**  
**Accessible toilet**  
**LED lighting**

**CCTV**  
**Passenger counting**  
**Passenger Wi-Fi**



# 5-cars for the LNR routes



**110mph**  
**Outer suburban and long distance layout**  
**First Class**  
**Lighter and lower energy usage**  
**Air conditioning**  
**Power sockets and USB**  
**3 toilets per train**





# Q&A













# LUNCH





# Introduction to Integration and The Hub Project

Andy Camp

Commercial Director

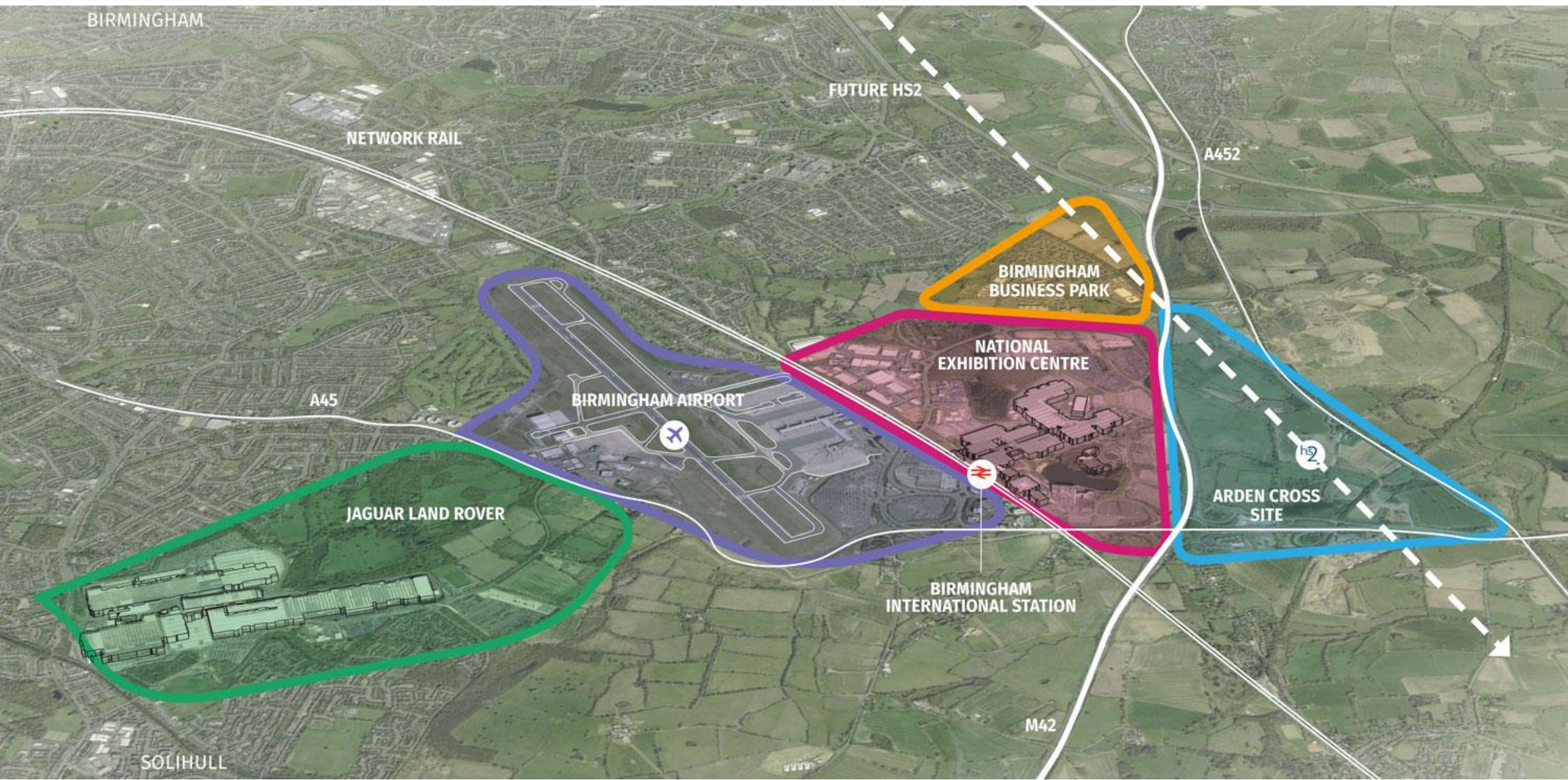


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# Birmingham Hub – A Growth Node of Opportunity





# Development of the Airport Hub as a strategic opportunity

- The Airport Hub at Birmingham International is a key strategic location, with **18m visitors per annum** and a growing revenue opportunity, but intense competition both from other TOCs as well as other modes of travel.
- It's our aim to **improve service quality and grow market share** (currently just 10% of all train revenue), which we're delivering through a diverse set of initiatives.

Increased direct services with the introduction of the new May timetable, Inc. new services to Liverpool and Wolverhampton

Formalised relationships with key partners- Birmingham International Airport and Resorts World- with regular touchpoints

New "Grab & Go" tickets (Carnet) being introduced offering flexible anytime travelling for frequent visitors

Development of staff offers to support those with irregular and varied shift patterns

Introduction of collaborative offers with partners, amplified through joint PR initiatives and social

Brand presence tactically increased in key locations

Reviewing the opportunity for more timetable changes, with a view to developing earlier and later services.

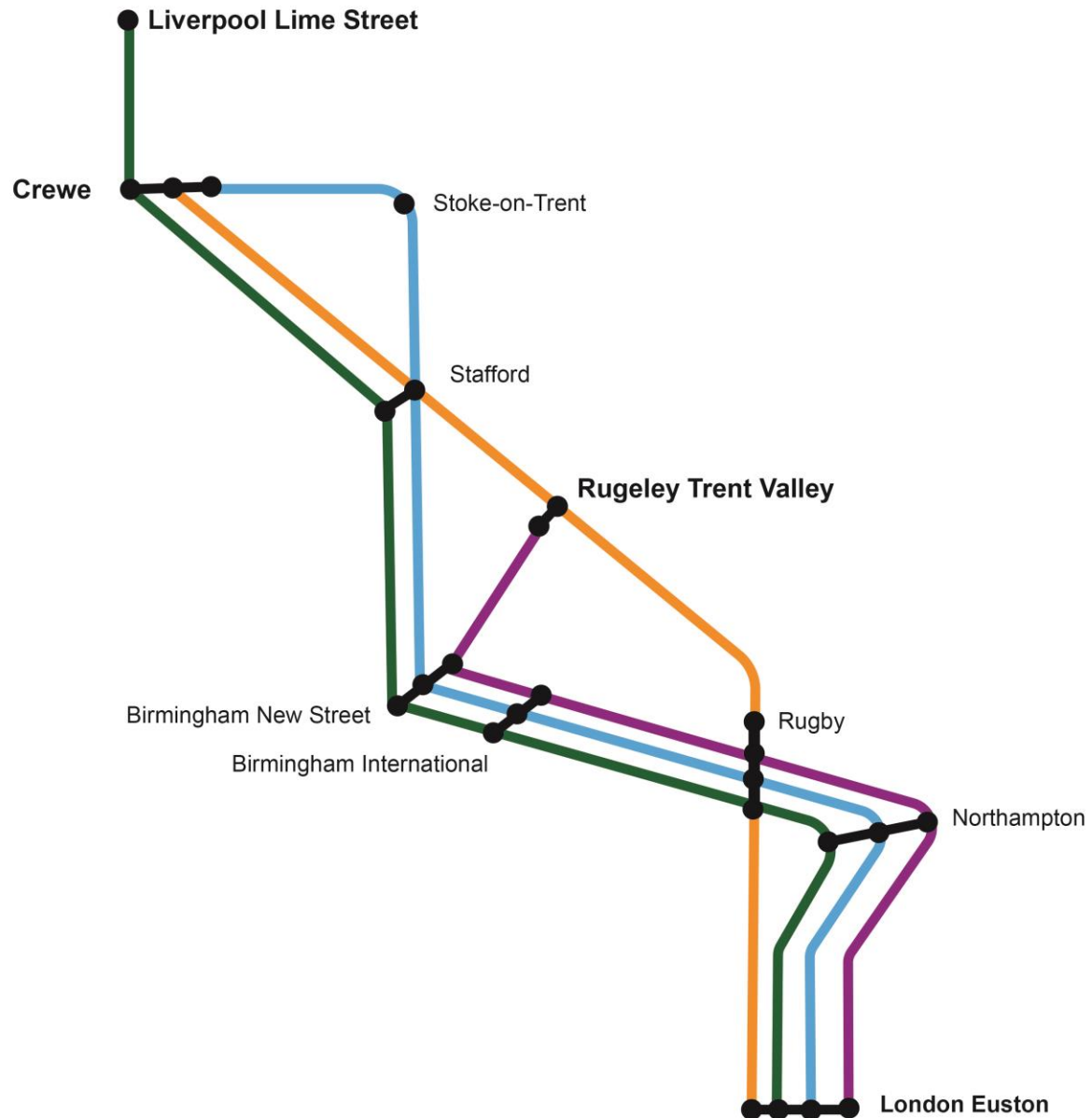
Train wraps for Birmingham International and Resorts World now live

Consideration being given to a unique, standalone website akin to Stansted Express offering via Greater Anglia





# New Long Distance Services





## Birmingham International

We will use our partnership station travel plan to support the wider Hub initiative

This means working with Birmingham Airport, Virgin West Coast, Transport for Wales, National Express and key leisure and conference destinations

We'll provide helpful evidence base to make Birmingham International station – and those stations close to it – work even more effectively





# Integration Vision & Our Journey So Far

Jon Harris

Integration & Accessibility Manager

And

Steve Leyland - WM Stations Alliance

Emma Down - Cycling/Walking – TfWM

Stephen Holloway - Bus - TfWM





A reminder of  
where we  
were –  
and where  
we are now

**The original plan** was to deliver 89 STP's over a three year period leading up to the end of May 2021 across a variety of different stations. The delivery programme proposes:

**34** Updated STP's

**6** Partnership STP's

**39** New STP's

**10** Community Rail STP's

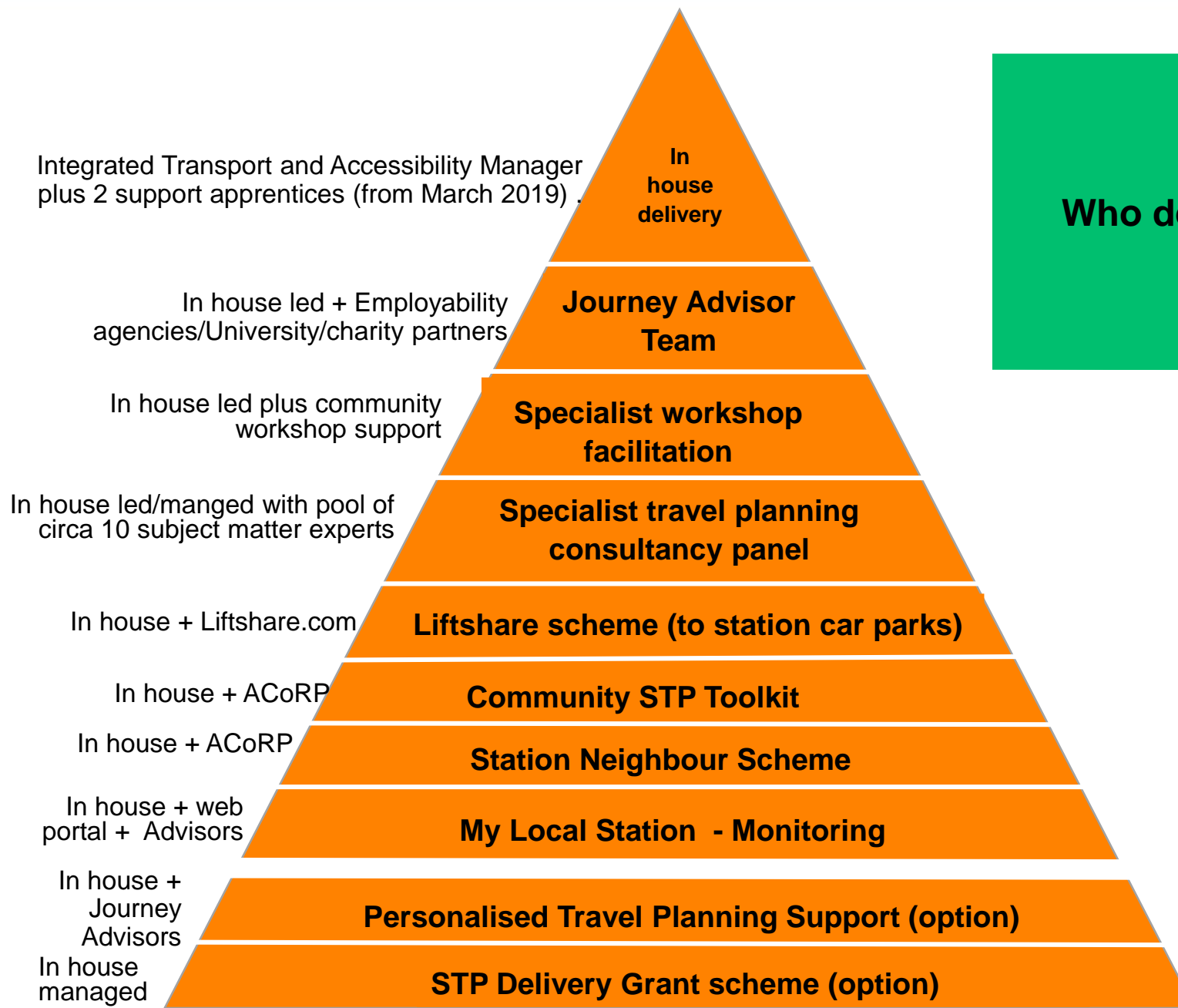
## **Fast forward to April 2019**

We want to work with WMRE and Network Rail to fulfil the objective of every station having a 'station masterplan' in place.

We also want every LNR station to be covered by the station travel planning programme and to use the masterplanning thinking universally



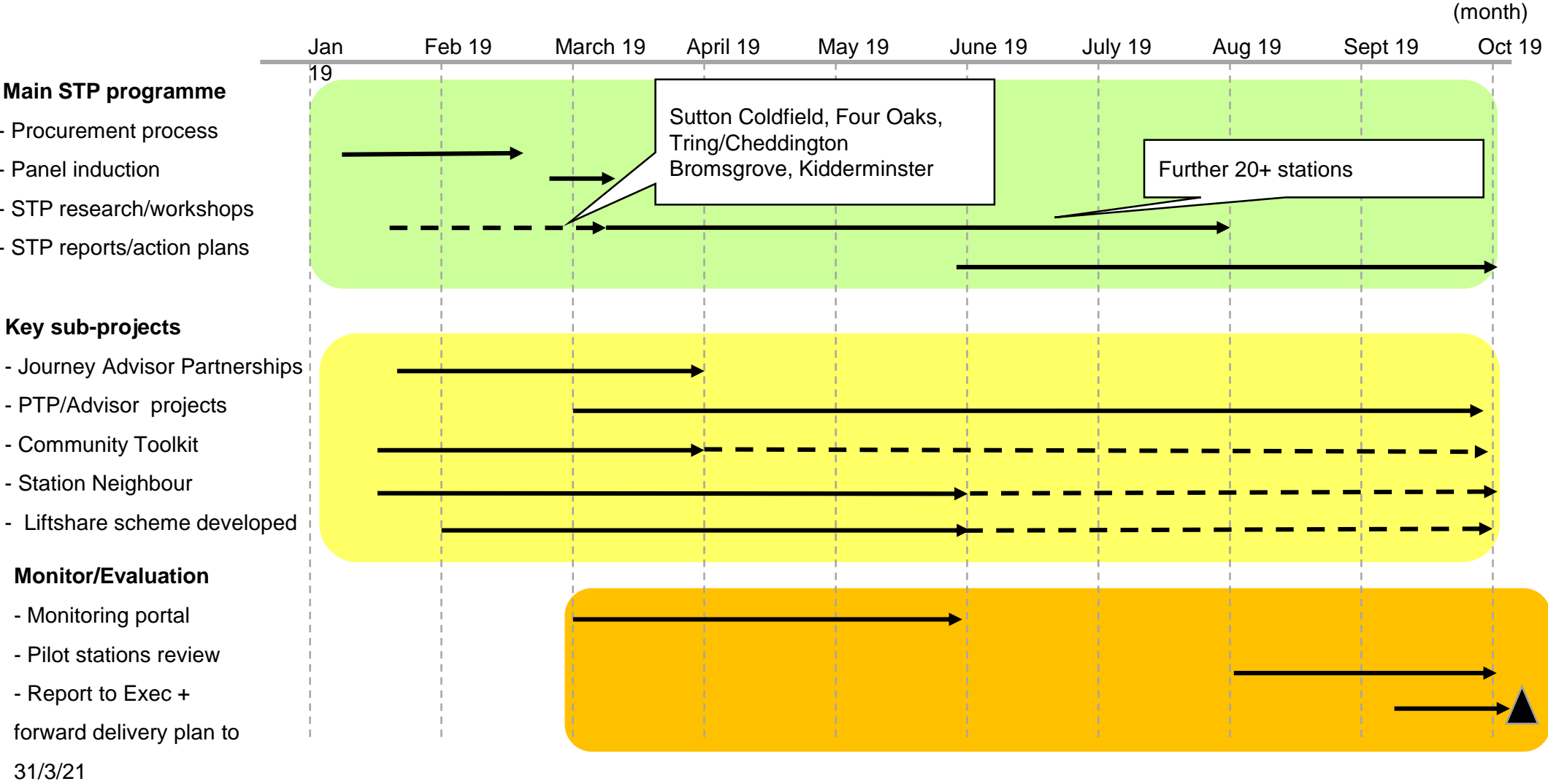
# STP Delivery Structure



**Who delivers the initiatives**



# Station Travel Plan Pilot – Timeline





# Station Travel Planning & Masterplanning Framework

*Developing an opportunity prospectus  
for stations and the communities they  
serve*







*“We will develop stations as **quality gateways between communities and the railway**, supporting the changing needs of our passengers, residents and visitors. Stations in the West Midlands will be **community assets**, supporting the wellbeing and development of the areas they serve through **involving local community and business.**”*

*- WMSA Mission Statement*

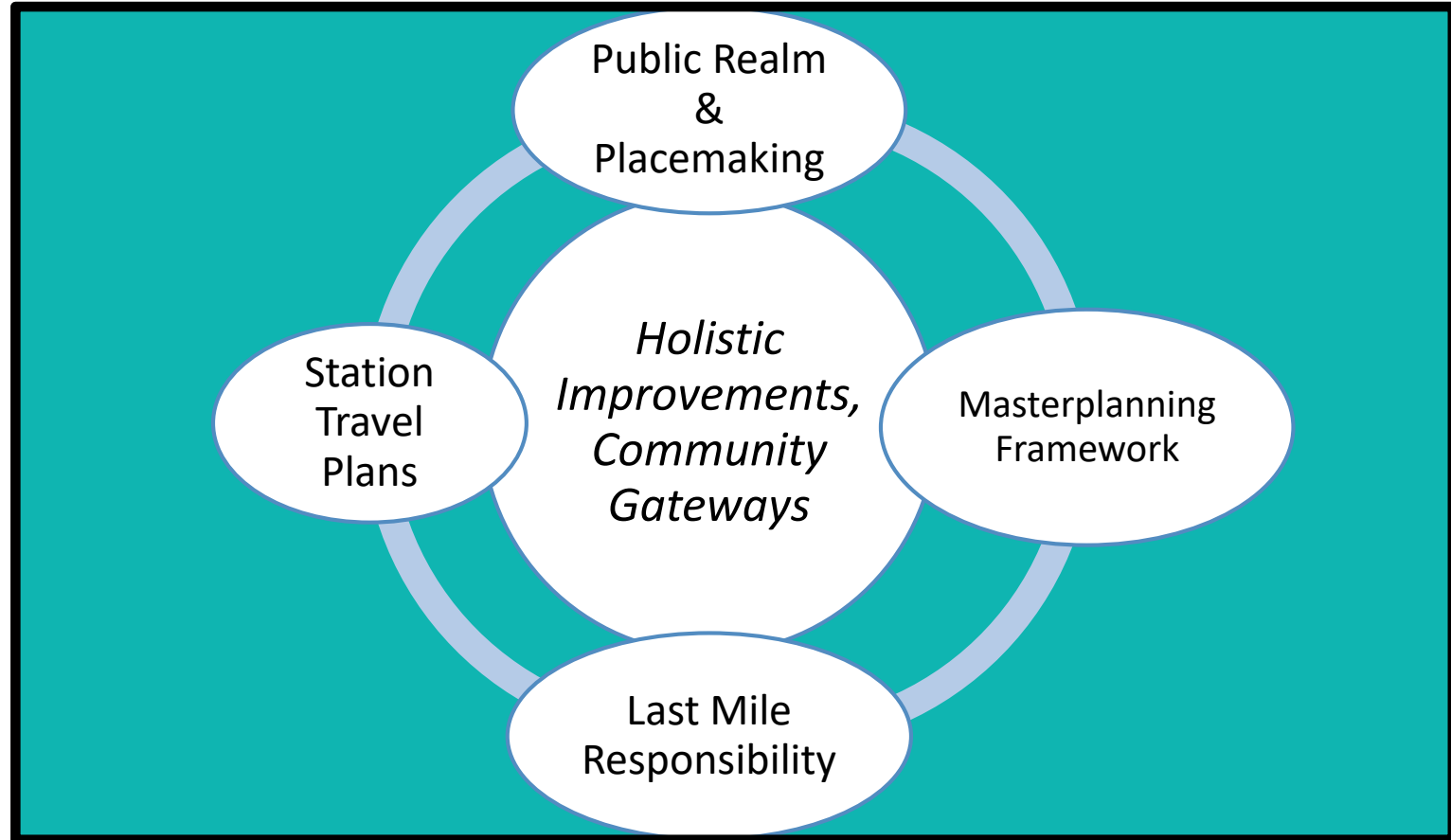
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# *An Opportunity Prospectus – our Stations as Places thinking*

STPs and Masterplans are enablers of change.

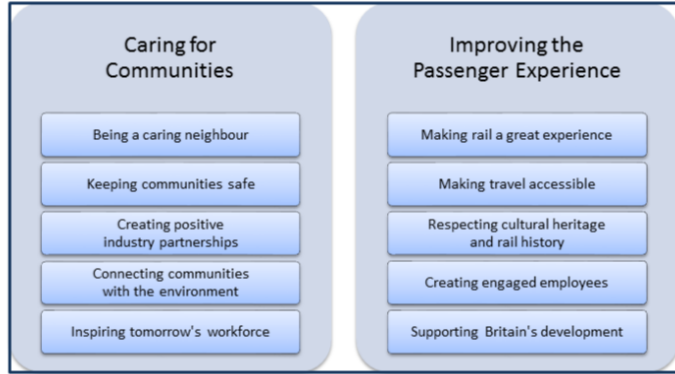
- ❖ It's a **shared vision** and collaborative plan putting stations at the heart of the community, achieved by:
- ❖ Engaging with key community partners and stakeholders
- ❖ Knowing what is missing from the community
- ❖ Identifying a menu of improvements and initiatives
- ❖ Developing an opportunity prospectus for the station
- ❖ Owning a joint action plan
- ❖ Creating legacy benefits for partners and the community





# Strategic Layers of Focus

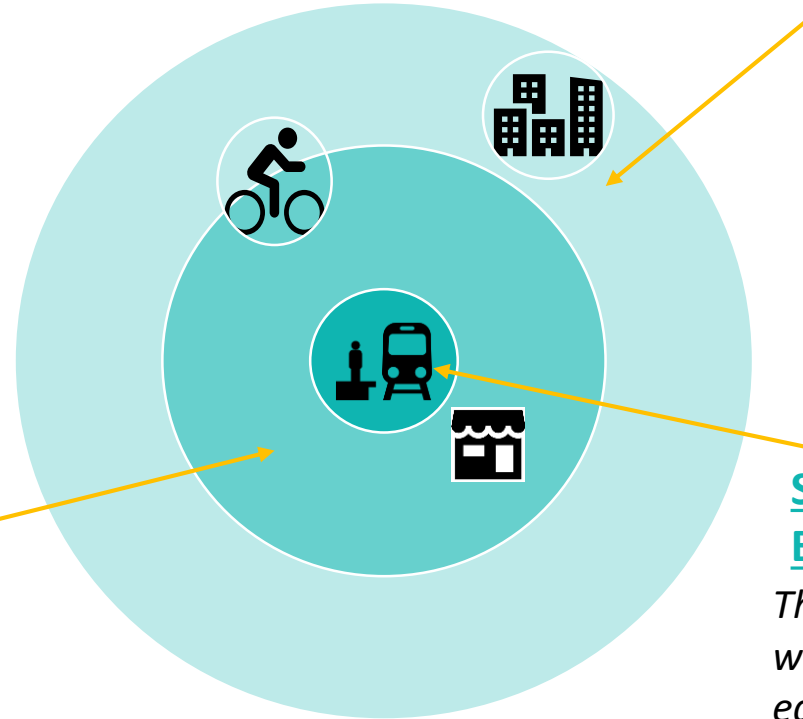
## Creating social value



## Immediate Station Environment

Land beyond the station lease area.  
Where connections to the public realm begin.

- Last mile connections & wayfinding
- Strong partnerships needed
- Planning uplift
- Station Neighbours



## Wider Catchment

The total area influenced by activity at and around the station .

- Trip generation
- Section 106 contribution
- Harmonise with wider strategic visions



## Station Boundary

The defined land take of the alliance – what do we own, what can we change and influence easily.

- Can we build above the tracks?
- Redundant buildings back to life
- Community, Commercial, Charity

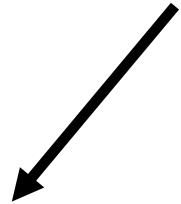




# Pilot Station Development – WMRE area

Autumn 2018

Station Sift  
Exercise



*Weighted criteria to establish baseline and identify pilots and future priority.*

January 2019 onwards

Data Pack  
Preparation



*A cross organisation bank of knowledge to build a picture of the station and its surroundings.*

April – August 2019

Combined STP-  
Masterplan  
Write Up



*Locating the station in a wider strategic vision. Suggestions of practical recommendations for change. Publication of final documents for 20+ stations.*



# Station Data Pack

## 1. Station Dashboard

*A basic introduction to station via key metrics, demographics and indicators. Readily available secondary research (population, age characteristics, social grade. Includes list of research available through WMSA contacts.*

## 2. Visioning, Opportunity and Funding

*How is the station and wider catchment being depicted in other strategic visions. How will our document align with other key players and potential partners. Regeneration, opportunities and funding pathways identified.*

## 3. Station Environment

*Accessibility, facilities, asset (commercial) potential, placemaking. Heavily visual.*

## 4. Wider Catchment & Land Use

*Factors in wider catchment area that will affect the STP: land use, future regeneration and housing development, tourism & events, railheading zones, nearby stations. Interactive map will be handy. Understand local context.*



# Station Data Pack

## 5. Travel Pack

*All aspects of how the station fits into local travel patterns. Includes car park and cycle auditing, route connectivity, bus connectivity, multi modal connections. Problems and opportunities identified.*

## 6. Community

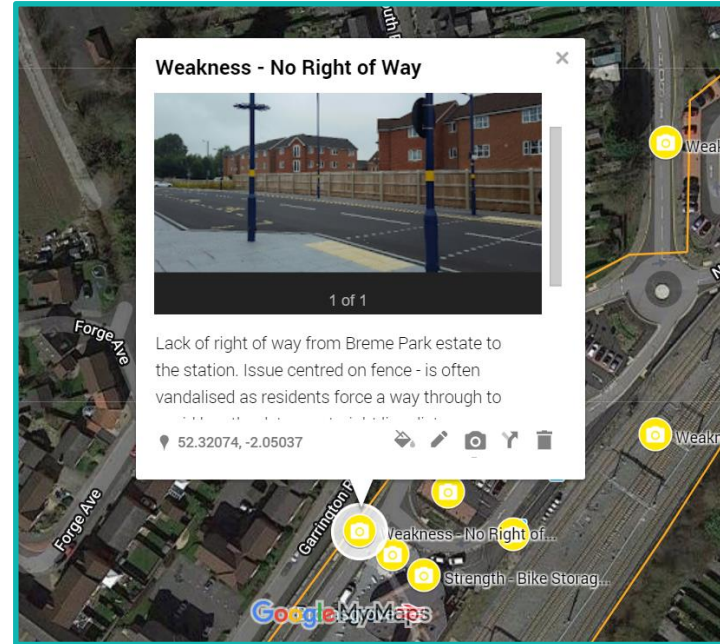
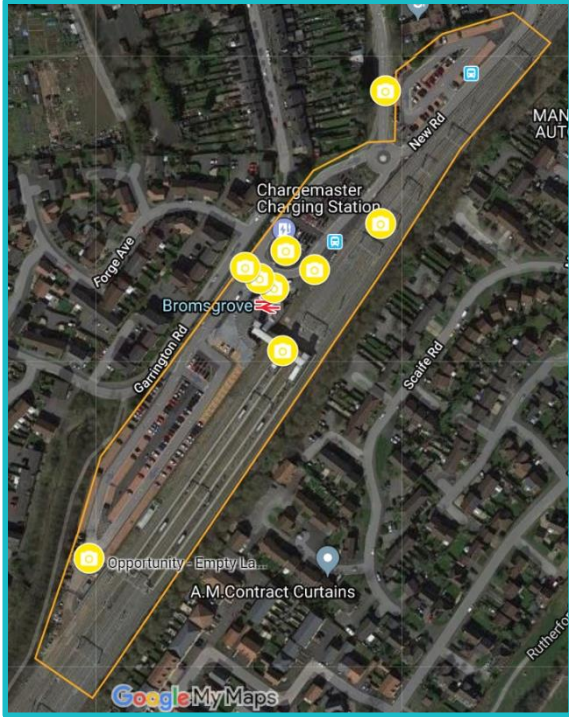
*Identification of community partners and potential for activity at the station site. Can include reports and surveys that have taken place in local communities, NRPS scores, and launch of station neighbours programme. Community Rail involvement/potential.*

## 7. Contacts

*Establish thick network from the wider alliance network to identify key players who can provide information, advice, or expertise (i.e. community skills register). Beneficial starting point for implementation of STPs/Masterplans.*



# STP Toolkit: Interactive Planning Tools



*One of many tools available to allow the team to visualise the station site without multiple time consuming visits or duplicating research.*

- ❖ Spatially understand the station environment
  - Combines images (aerial and ground view) with data tables.
- ❖ Easy visualisation of actual vs potential use via colour coding.
- ❖ Opportunity to share between working groups.
  - WMSA efficiency and partnership
- ❖ A dynamic resource.
  - Multiple layers of information can be added
  - Update as progress made



# Pilot Station: Bromsgrove

## Strengths

- New station
  - > *increased services to Birmingham (5 tph at peak).*
  - > *won't have to expend significant resources upgrading this as up to spec.*
- Good knowledge of local situation: both WMR and WMRE have recently undertaken reports in area. Shared intel as part of alliance.
- End of line station: propensity to encourage community transport as extend boarding times, step free access and room for vehicle drop offs.
- Worcestershire County Council have a very clear walking/cycling map which includes link to town.
- High density of houses near to station which is generally good for local commutes to station, but some localised barriers to cycling.
- Cycle parking well used – suggests demand but could be extended.
- Fir for purpose cycling route: Into station from south and through to town centre (NCN Route 5).





# Pilot Station: Bromsgrove

## Opportunities

- WMR flagship station – may be easier to secure funding and support here.
- New housing = more potential passengers in future – need STP to be future proof
- Promote onward bus travel opportunities as bus operators not always the best at this:
  - > *simplified maps.*
  - > *better integration of bus/train arrivals.*
  - > *advertise integrated ticketing via Swift.*
- Make STPS electronic so people can read before travelling / use all these visual resources which will come out of the project.
- Accessible community involvement.
- Old section of car park at Aston Fields (currently Bromsgrove DC) a potential asset site, opportunity for further creative thinking about how this could be used.
- Plenty of space at the station which could be used – and as isolated from town centre has potential to become its own hub.
- Retail opportunities, both in current retail unit and potentially elsewhere on site.
- Booking office is currently quite sparse, there is an opportunity to consider what extra facilities may be useful here e.g. seating, charging points etc.
- Community engagement. Bromsgrove has a rich heritage (both railway and in other areas) which could be drawn upon to engage the local community.





# *What the Stations Alliance will be doing*

## ❖ Create proof of concept that works across the network

- adaptable frameworks for varying local contexts (restricted development, large potential asset sites, smaller community based stations).

## ❖ Deliver a set of pilot integrated *Station Travel Plan – Masterplan* frameworks.

- 20+ stations identified by initial sifting baseline and professional site knowledge.
- complete within 6 months in tandem with WM Trains STP pilots

## ❖ Strengthen partnerships and efficiencies between organisations.

- Collaborative, creative working space
- establish working relationships with external organisations i.e. local authorities and housing developers.



# Thank You

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**Steve Leyland**

***Mobilisation Lead (WMSA)***

*Email: [Steve.Leyland@wmre.org.uk](mailto:Steve.Leyland@wmre.org.uk)*

*Mob: +44 (0) 7734 457 869*



## Our new Development Planning Forum





## Development Planning Approach

### Our overall aim

To engage with the development and masterplanning sector at strategic, operational and promotional levels

### We plan to



Present to NHBF, strategic land and property developers, key housebuilders across the network



Cascade messaging through local authorities/partnerships, professional bodies and developers/consultants



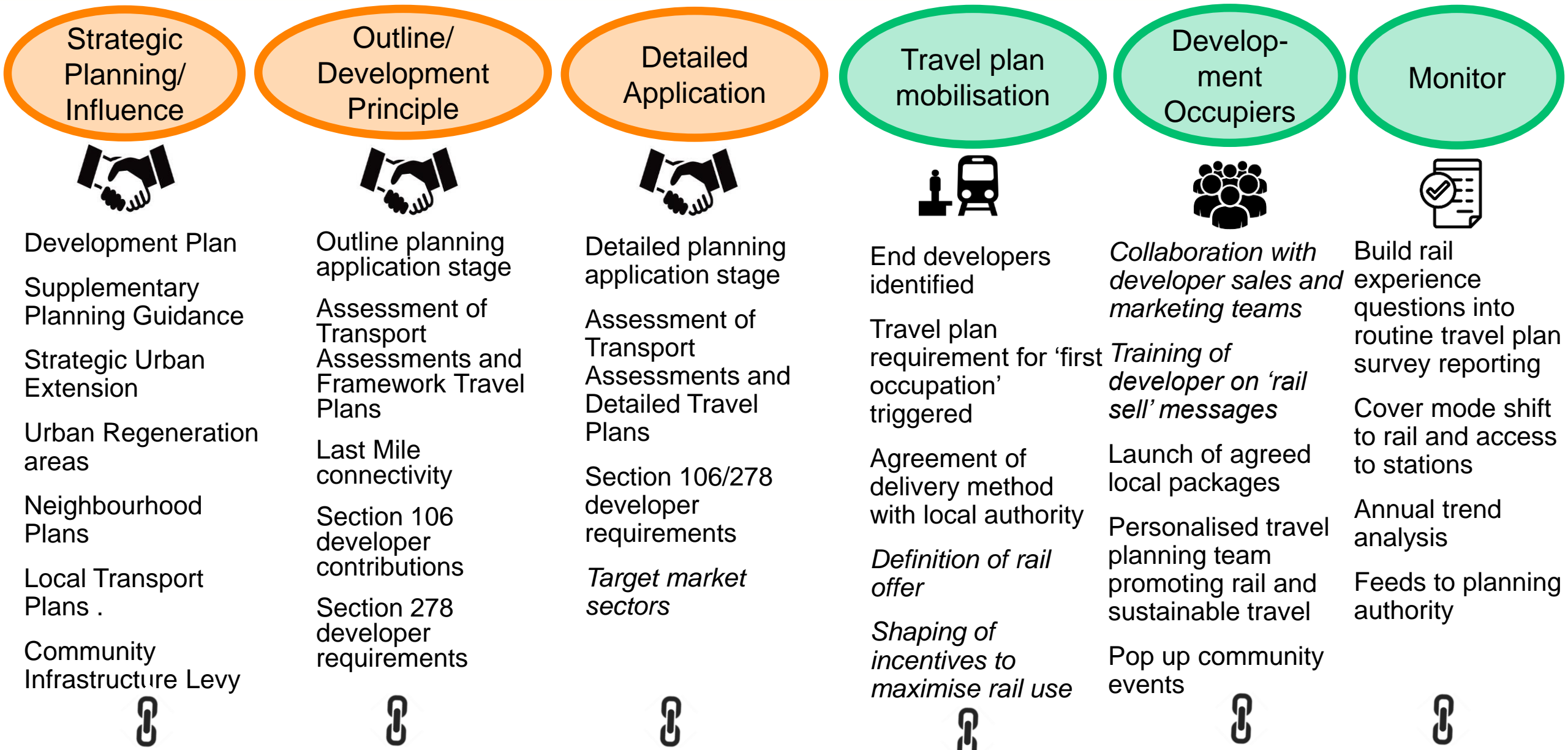
Launch our first Development Business Breakfast in May 2019 in Wolverhampton followed by further locations



Set up our Developer Forum



# Developer Engagement Model



Station travel planning and personalised travel planning evidence base for the area being fed in



# Cycling investment and Cycle Schemes Plan

## **Our proposed approach generally**

- Additional cycle parking provision across the network
- DfT CycleRail funding bid for 2019 just submitted
- Quality and quantity
- Consultation and engagement with cyclists and non-cyclists
- Focus on the 'last mile' to the station as part of the station travel planning process

## **Our proposed approach to the Schemes Plan**

- Flexible funding pot
- Capital and revenue spend
- Adds value to existing projects and commitments (eg bikehire)
- Enables tackling of security and safety issues
- Allows for cycle promotion, health and wider wellbeing benefits



# Tiered Bikehire strategy







**West Midlands  
Cycling and Walking**

**Emma Down  
Cycling Development Officer  
Transport for West Midlands**





A few facts...





Transport for  
West Midlands



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**Levels of cycling in Dudley,  
Wolverhampton, and Sandwell  
are approximately half that  
of the national average**



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**1.8%**

**of adults cycle to work**  
(Census 2011)





Transport for  
West Midlands



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**48.9%**

of people with disabilities in the  
West Midlands are inactive



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The lowest levels for walking  
in the West Midlands are  
in Sandwell, Walsall  
and Wolverhampton



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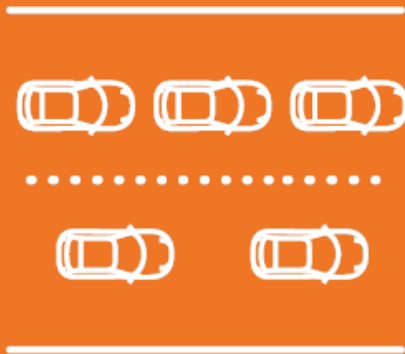
**1 in 3**

adults in the West Midlands  
are physically inactive





Transport for  
**West Midlands**



**Birmingham is third  
most congested city  
outside of London**

National Infrastructure Commission





# Our Challenges

## By cycle:

- Safety concerns
- Lack of good quality cycling infrastructure
- Lack of bike ownership
- Perception of being too unfit to cycle
- Lack of cycle training

## By foot:

- Lack of time: People overestimate walking time and distance
- The weather
- Unattractive walking environments
- Safety
- Lack of knowledge of the walking environment and benefits



## Cycling Charter

- Leadership and Raising the Profile
- Cycling Network
- Promotion and Encouragement
- Funding

### Vision

Our vision is to realise the full potential of cycling and walking contribution to the health and wealth of the West Midlands.





# Supercharging cycling so far...

- New regional ambassador Shanaze Reade
- Segregated cycleways
- Improvements to Wolverhampton-Birmingham canal
- West Midlands Bike share scheme
- Cycling UK/Living Streets
- Cycle Design Guidance





## Supercharging cycling on the rail network

- Investment in cycle Parking
- Supporting WMT station travel plans
- Cycle Crime Action Plan
- New stations





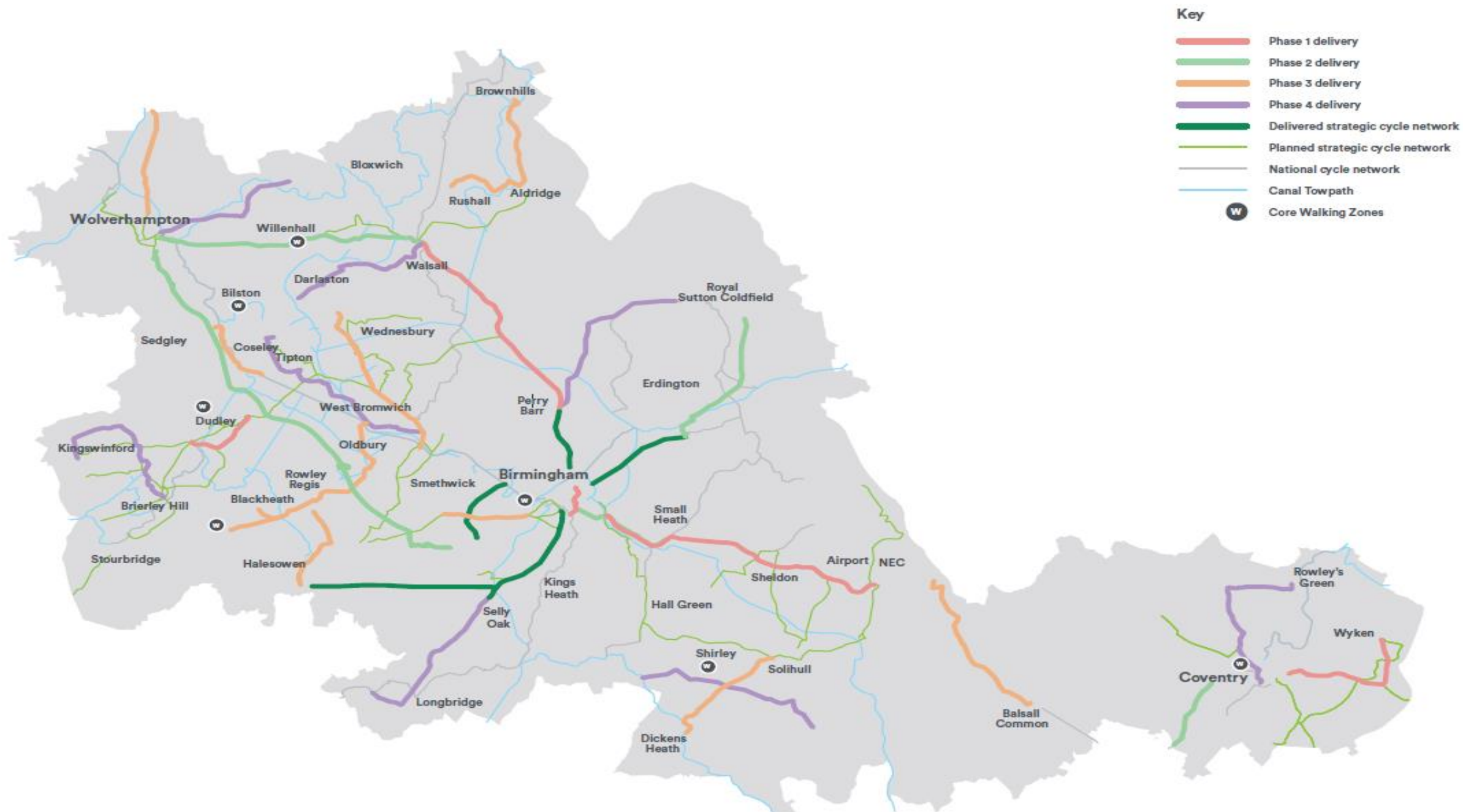
# West Midlands Local Cycling and Walking Infrastructure Plan



- 7 Core Walking Zones
- 26 Cycling Routes
- Development in partnership
- Priority areas for investment in cycling and walking
- Links with public transport









## Going Forward...

- Cycling Summit launching ambassador
- Continue to promote partners events
- Start on delivery of new routes
- New cycle parking spaces
- STPs – 25 by September 2019.



**West  
Midlands**  
Cycle



# **Thank you!**

**Any questions?**

**[Emma.down@tfwm.org.uk](mailto:Emma.down@tfwm.org.uk)**





# Bus Access and Mobility

Stephen Holloway  
Transport for West Midlands



# Bus Access and Mobility





# Bus Access and Mobility

Minimum standards for bus/rail interchange to be delivered at all stations, including the provision of:

- Directional signage
- Multi-modal ticketing initiatives
- Bus stop facilities and safe/secure pedestrian routes
- Bus information



# Bus Access and Mobility

- Marketing initiatives to promote bus/rail interchange
- Early sharing of rail timetable changes that impact on bus/rail interchange coordination
- Sharing of data (where commercially acceptable) to help to improve bus/rail interchange
- Best in class pilot schemes for bus/rail interchange to be delivered



# Bus Access and Mobility





# Bus Access and Mobility

- Collaborative approach required to maximise the opportunity:
- Sharing of planned bus timetable changes impacting on bus/rail coordination two weeks prior to registration
- Investment in vehicles and infrastructure on key routes
- Enhancements to walking routes, production of high quality information at interchange points and joint marketing initiatives



# Bus Access and Mobility

- Community Transport engagement
- Supporting CT as a sector
- Looking at the 'gaps' in provision from a CT and subsidised public transport networks
- Partnering with the bus sector to secure 'last mile' solutions from new developments to stations



# Bus Access and Mobility

## The engagement toolbox:

- West Midlands Bus Alliance
  - Area Bus Forums
  - Community Transport Operators Panel
  - MultiModal Steering Group
- 
- Plus new Bus Integration Forum for London Northwestern Railway (North/South)



# Q&A





# Coffee Break





# The Social & Equalities side of Integration

Stakeholder Equalities Group

With

Josh Feehan  
Mark Sanders  
Jon Harris





New Access for All funded schemes announced by DfT last week

- Wellington
- Smethwick Rolfe Street
- Kings Langley
- Plus 'roll forward' for Worcester Shrub Hill

Around £350k of minor works planned for FY19/20 across the network

Innovation/demonstration plans for

- Tactile paving and sensor pilots
- Access guides for stations and their local area

Enhanced equality assessments for projects



# The importance of social integration

Connecting people to family, friends, jobs and opportunities

We're focusing on a balanced approach to 'connectivity' in all senses of the word

Partnership development with The Salvation Army, Princes Trust and other organisations

Station Neighbour scheme to encourage more social interaction and activity - as well as helpful places to wait

On train personalised travel planning advice for planned disruption and events – following the London 2012 model





# Introducing the Way to Work scheme

**The Way to Work scheme is a free ticket programme.**

Way To Work provides support to your service users to help them

- access **job interviews** (6 tickets)
- access **training and placements** for up to a month
- obtain a **season ticket for up to three months** once a service user has secured a new job



WAY TO WORK  
Helping you get on track





# The Application Process it's simple and easy

1. **Register to be a member of the scheme and submit your evidence.**

Online (download pdf application form and email)

<https://www.westmidlandsrailway.co.uk/about-us/way-work>

<https://www.londonnorthwesternrailway.co.uk/about-us/way-work>

Phone (helpline is there for you)

Send off application form by post

2. **Receive online log in**
3. **Apply for tickets (try and leave 5 working days)**
4. **Pick up from ticket machine or office.**







# Workwise and Way to Work Joint working



# Workwise Offer

- 50% off travel by bus, train and tram for first 3 months of new job
- Need to be working 16+ hours per week
- Live within the West Midlands or registered at a Job Centre within the West Midlands
- Only apply once within a 12 month period
- Easy online application process
- Must apply within 5 days of starting new job



# Workwise and Way to Work Joint working

- Recognise offers complement each other
- Working together presenting to Job Centres, training providers, attending Jobs Fairs and other events
- Promoting both offers alongside one another
- Working together provides us with the capability to promote both schemes with more effectively and efficiently
- Fantastic partnership working and sharing of contacts is making the marketing of both schemes simpler and more effective







Transport for  
West Midlands

**Rachel Evans**  
**Employment Engagement Officer**  
**[Rachel.evans@tfwm.org.uk](mailto:Rachel.evans@tfwm.org.uk)**  
**0121 214 7450**



## Students Get 25% Off

- We've launched a new 25% discount on termly season tickets for students.
- Online only, with the focus on self-serve.
- Three months of discounted travel offering a significant saving vs. buying daily.
- New lines of engagement created with schools



To find out more visit:  
[www.wmr.uk/students](http://www.wmr.uk/students)

To find out more visit:  
[www.lnr.co.uk/students](http://www.lnr.co.uk/students)

- Focus will turn to the annuals market in the summer, building on existing relationships and targeting new students to develop mode shift.
- DD options being explored, allowing parents/students to spread payments.
- Proposed introduction of 16-17 railcard being reviewed, with potential for further strengthening of the proposition



# Q&A





## Introducing Josh Feehan and Mark Sanders





# Thank you Josh and Mark

To get involved in the work of the Stakeholder Equality Group please get in touch with

Jon Harris  
Integrated Transport and Accessibility Manager  
West Midlands Trains

Email: [jon.harris@wmtrains.co.uk](mailto:jon.harris@wmtrains.co.uk)  
Tel: 07970 447 880



# Q&A





# Thank You



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Operated by West Midlands Trains

April 2019





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