

WMCA Board

Date	08 February 2019
Report title	A Common Approach to Cycling and Walking in the West Midlands
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Report has been considered by	Strategic Transport Officers Group Programme Board

Recommendation(s) for action or decision:

The WMCA Board is recommended to:

- (1) Endorse the approach to investing in cycling and walking in the West Midlands and for raising the profile of cycling and walking through effective leadership.
- (2) Ensure capital investment is focused on the corridors and zones identified by Local Authorities as set out in the West Midlands Local Cycling and Walking Infrastructure Plan.
- (3) Endorse the transition to a West Midlands cycle brand for future cycling initiatives in the West Midlands.

1. Purpose

- 1.1 The purpose of this report is to set out how we will direct and drive investment into cycling and walking and ensure that future schemes and programmes are delivered using a joined-up approach across the West Midlands. This will also ensure that we deliver the aims of the WMCA Wellbeing Strategy and the West Midlands Cycle Charter.

2. Background

- 2.1. The West Midlands Strategic Transport Plan “Movement for Growth” addresses the transport challenges from the current pressures on the local transport system, the demands of new developments and our growing population. Approximately 41% of journeys made by car are under 2 miles in the West Midlands. There is therefore great scope for the increased role of sustainable travel including cycling and walking as a viable solution to address challenges in congestion and air quality.
- 2.2. The Strategic Cycle Network (SCN) in Movement for Growth identifies the main corridors for cycling which includes 274 km of roads in the region. The Metropolitan Cycle Network includes all routes including on-road (including shared use bus lanes, segregated, quiet streets), off-road (including green and canal towpaths), and shared use routes.
- 2.3. The *West Midlands Cycling Charter* outlines the key principles that all partners, including the seven constituent Local Authorities, have adopted to deliver the required step change in cycling across the West Midlands Metropolitan area. It represents a shared vision and approach that will increase cycling levels across the West Midlands. With this agreed approach, the Cycling Charter is being embedded within the local strategies of the constituent local authorities.
- 2.4. The Cycling Charter is based on the following four principles:
 - Leadership and Profile
 - Cycling Network
 - Promoting and Encouraging Cycling
 - Funding.
- 2.5. The WMCA Wellbeing Strategy including On the Move – Physical Activity Framework sets out the objectives and actions to improve the quality of life for everyone who lives and works in the region. The West Midlands continues to have the highest levels of physical inactivity in both adults and children and young people. Creating opportunities for active travel through an integrated transport network that makes cycling and walking an attractive option for shorter journeys can contribute to behaviour change. Encouraging employers to encourage their staff to use active travel is also one of the Thrive at Work Wellbeing Commitment criteria to grow healthier and happier workplaces.
- 2.6. In the West Midlands, 34.2% of children are either overweight or obese. A strategy to address childhood obesity is being developed by WMCA. Cycling and walking to school are simple ways for school aged children to build in daily active lifestyles.
- 2.7. The Cycling Charter Action Plan is currently being delivered with the target of increasing levels of cycling to 5% of all trips by 2023 from the current levels of 1.7% (Census Data, 2011). The Action Plan was developed in partnership and is currently being delivered by the member organisations of the Cycling Charter Steering Group using a common approach wherever possible. The Action Plan needs to continue to bring together the actions and priorities across WMCA related to cycling and walking.
- 2.8. Levels of walking have been in decline in the region with current levels at 21.4% of modal share. The total number of walking trips per person per annum has fallen from 336 to 186 from the mid-1970s until 2011. Significant changes are needed if we are to achieve our 5% target. In order to increase levels of cycling and walking, the quantity and quality of provisions requires significant improvement in terms of:

- Direct and joined up routes that improve access via these modes to trip generators and destinations
- Provision of adequate proportion of road space
- Safe crossing points
- Higher standards of safety and visibility including signage/wayfinding and lighting

2.9. Current levels of cycling are low across the region with only 11.6% and 8% cycling at least once per month and once per week respectively (below national average of 16.9% and 11.9%). Safety concerns, low quality cycling provisions and bike ownership are the top three barriers for people to take up cycling.

National Levels for Cycling (Regions)

All values are in %	Active Lives Survey (2017)	
	Cycling for any purpose	
	Cycle at least Once per month	Cycle at least once per week
England	16.9	11.9
Oxford	40	36.6
Bristol	28.8	20.6
Newcastle	18.0	13.6
Greater Manchester	13.8	10
West Midlands	11.6	8.0
Birmingham	13.6	9.9
Coventry	15.0	10.6
Dudley	8.7	4.9
Sandwell	8.3	4.9
Solihull	11.7	7.1
Walsall	8.6	5.6
Wolverhampton	8.4	6.9

3. Cycling and Walking – A Common Approach for Delivery

3.1. Since the launch of the West Midlands Cycling Charter, WMCA and local councils have been working to deliver improvements to cycling and walking using a joined-up approach where possible. With 57% of journeys crossing an administrative boundary, it is vital that there is consistent delivery across the West Midlands of high quality provisions based on best practice design. All residents should have equal and similar access to supporting promotional schemes, such as led rides and training.

3.2. The Cycling Charter Steering Group meet quarterly to share on successes and best practice and to identify opportunities for coordinated delivery across the region. Examples of schemes being delivered using a collaborative approach include:

- West Midlands Local Cycling and Walking Infrastructure Plan (see below)
- West Midlands Cycle Branding (see below)
- Nextbike bikeshare scheme
- Improvement of monitoring and evaluation across the network including data management
- West Midlands Cycle Design Guidance
- Cycling UK Community Cycle Clubs
- Living Streets Walking to School programme.

- 3.3. Other opportunities for a common approach are continuing to be identified, for example through a renewed central offer of cycle training and branding.
- 3.4. Several of our partners work across the country including the West Midlands (e.g. Cycling UK, Sustrans, Canal and River Trust, Midland Mencap and British Cycling). WMCA and the seven local authorities will continue to engage and work with these partners to ensure that schemes can be delivered across the West Midlands through a common approach or offer.
- 3.5. Another key example to moving to a joined-up approach is the Sustrans Bike Life Report. Starting in 2020, the scope of the Birmingham Bike Life is being expanded to deliver a West Midlands Bike Life Report. This will provide a regional snap shot of the current attitudes to cycling as well as the types of provisions available which will inform future planning and delivery.
- 3.6. As more funding is made available from central government, there will be further opportunities to ensure that future cycling and walking schemes and programmes are delivered using common best practice and joined up approach across the West Midlands.
- 3.7. **It is recommended that West Midlands wide cycling and walking schemes continue to be delivered using the common approach as has been taking place. While these will be delivered at a local level, an agreed upon approach should be used, such as using the West Midlands Cycling Design Guidance. The West Midlands Local Cycling and Walking Infrastructure Plan (see below) plays a key role to join up future planning across the region.**

4. Cycling Charter Action Plan – Leadership and Profile

- 4.1. Bold leadership is needed to raise the profile of cycling and walking to influence increased investment. This has been observed in London and more recently in Manchester.
- 4.2. A proposal to raise the profile of cycling and walking across the West Midlands is currently being developed and includes forming National and Regional Task Forces as well as appointing a West Midlands Cycling and Walking Ambassador. We will work together with our partners to ensure that these task forces add value to existing district stakeholder groups.
- 4.3. The National and Regional Taskforces, alongside the district stakeholder groups will help shape cycling and walking in the region.
- 4.4. The Regional Task Force will support the Cycling and Walking Ambassador, providing expert strategic advice on matters relating to cycling and walking in the West Midlands.
- 4.5. **Effective leadership to raise the profile of cycling and walking has been a catalyst for change in other cities including London and Manchester. Committed leadership at all levels will enable the development and delivery of a network that is safe for active travel, and promotion of cycling and walking to the people who live and work to the West Midlands.**

Ambition 2020
Leadership and Raising the Profile
Appoint a West Midlands Cycling and Walking Ambassador
Coordinate leadership for cycling and walking at three levels – National, regional, local
Cycling and Walking Network
Deliver a flagship corridor as identified in the LCWIP
Support Local Authorities to deliver local schemes
Signage and wayfinding regional strategy

Promotion and Encouraging Cycling and Walking
Ensure that all capital schemes have adequate revenue associated to deliver a package of promotion and training
Expand the VeloBirmingham and Midlands event into a family festival of cycling
Launch the West Midlands Cycling and Walking brands
Develop Walking Action Plan
Car Free Day(s)
Expand Walk to School Offer

4.6. The seven local authorities and WMCA will work collaboratively on promoting and encouraging cycling and walking.

5. Local Cycling and Walking Infrastructure Plan

5.1. The Cycling Charter Action Plan objective is to ensure that there are significant changes in the planning, design and maintenance of the West Midlands transport network if we are to increase cycling levels.

5.2. In April 2017, Department for Transport (DfT) announced the Cycling and Walking Investment Strategy (CWIS). The aim is to double the current levels of cycling and increase walking to 300 walking stages per person per year by 2025. Local Cycling and Walking Infrastructure Plans (LCWIP) are included as part of CWIS as a long-term approach (e.g. ten-year plans) to identify improvements that can be made to cycling and walking provisions at the local level.

5.3. Following the submission of a joint Expression of Interest, TfWM and the 7 local authorities received a grant from central government to develop a **West Midlands strategic LCWIP**. A partnership of the seven constituent local authorities and TfWM was established in early 2018.

5.4. DfT describes in the Technical Guidance of the LCWIPs the following outputs:

- A network plan for walking and cycling which identifies preferred routes and core zones for further development.
- A prioritised programme of infrastructure improvements for future investment.
- A report which sets out the underlying analysis carried out and provides a narrative which supports the identified improvements and network.

5.5. The LCWIP is to be used to develop business cases for priority routes and corridors. The focus of the LCWIP process itself is on capital investment. Delivery of new infrastructure will require a programme of behaviour change interventions to encourage people to take up cycling and walking and give up the car for shorter journeys. Market research and baseline surveys during future feasibility studies will identify the revenue schemes needed.

5.6. The following LCWIP objectives were agreed by TfWM and the seven local authorities:

- Inform the implementation plan for the Strategic Cycle Network
- Identify the local networks within each of the local authorities with a prioritised plan for delivery
- Coordinate the plans across the local authorities to ensure a consistent and aligned approach to delivery
- Integrate these plans into a clear series of planning and transport policies, strategies and delivery plans in the West Midlands
- Training for local authority leads on effective use of the related tools to continue to develop and update the LCWIP

5.7. TfWM coordinated the LCWIP work to ensure:

- Development approach and methodology is consistent across the region

- Inclusion of cross boundary plans that provide links to city centres and other key destinations to support access to employment, education, retail and leisure sites through sustainable active transport
- Cross sector engagement during the process to include officers from transport, public health, physical activity and mental health

5.8. The officers from TfWM and the seven local authorities worked very closely on the LCWIP. The LCWIP Working Group includes TfWM and an officer lead from each of the 7 local authorities:

- TfWM – Hannah Dayan/Claire Williams
- Birmingham City Council - Alison Kennedy
- Dudley Metropolitan Borough Council – Mark Sorrill
- Coventry City Council – Richard Smith
- Sandwell Metropolitan Borough Council – Talvinder Sandhu
- Solihull Metropolitan Borough Council – Tom Layzell
- Walsall Council – Tim Philpot
- City of Wolverhampton Council – Tim Philpot

5.9. In support of a common approach to delivery, the West Midlands LCWIP has provided a methodology that can be used by the seven local councils to develop their own plans.

6. Network Planning for Cycling

6.1. To build on the existing activity and achieve the necessary step change for cycling and walking, the LCWIP sets out to identify the key cycling routes where investment would provide benefit to the people living and working in the region, providing:

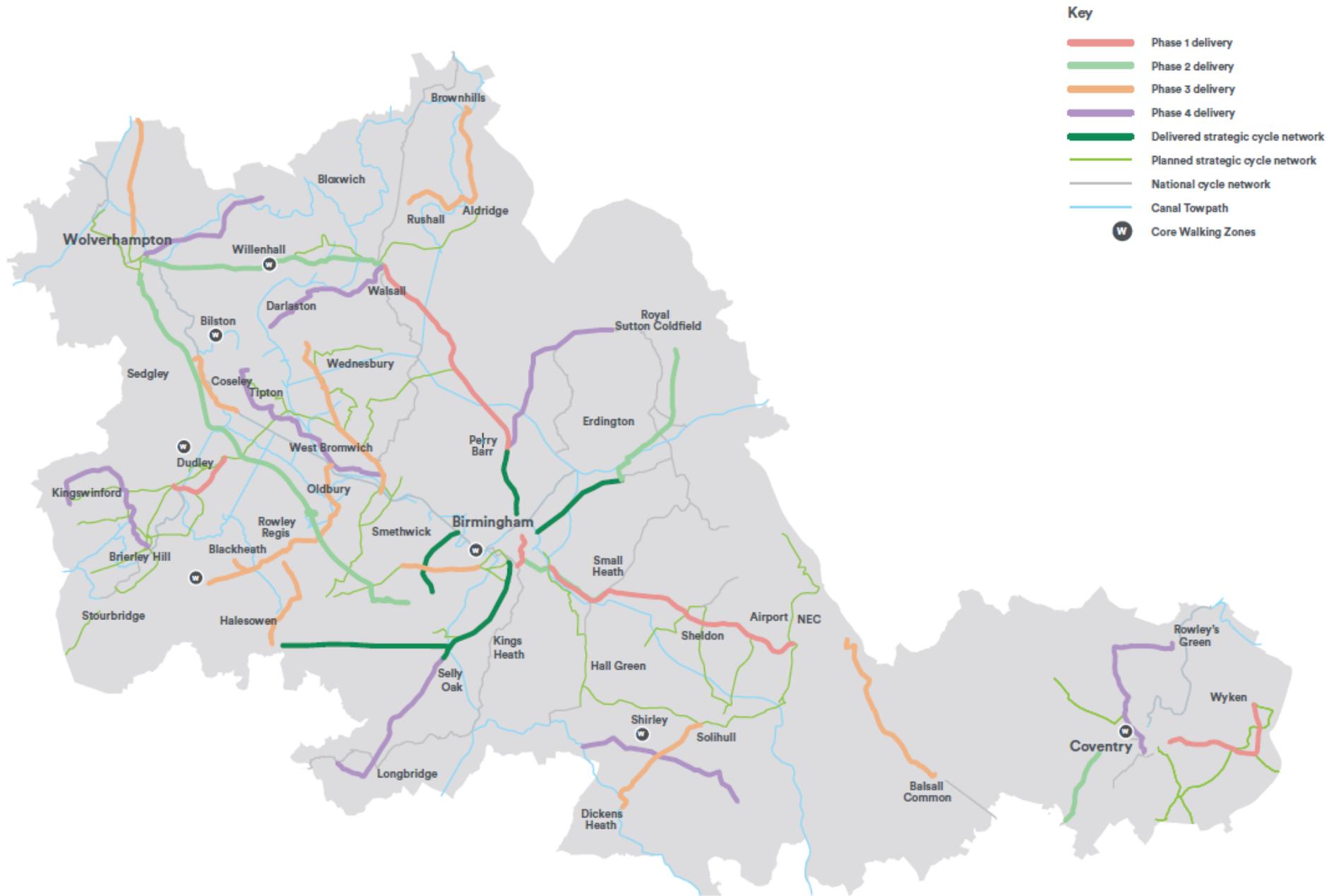
- improved access to safer infrastructure providing attractive routes for short journeys
- spaces around key destinations and event sites that can be enjoyed by everyone
- opportunities to combine cycling with public transport for longer journeys
- options to use for leisure or accessing other leisure routes such as green routes or the canal towpaths
- options to replace the car which in turn will increase levels of physical activity as well as improve air quality and reduce congestion
- safer infrastructure that is accessible by all including anyone new to cycling, children and people of all abilities.

6.2. Primary corridors were included in the West Midlands LCWIP where there are high flows of cyclists forecast along desire lines that link large residential areas to trip attractors such as a town or city centre. Routes were also prioritised based on links to other schemes and upcoming developments.

6.3. The work to develop the cycling routes of the LCWIP included the following:

- An audit of existing policies and strategies
- Propensity to Cycle Tool (PCT) was used to produce a long list of cycle routes in the region
- GIS analysis was used to identify trip generators and key destinations including: employment sites, new housing development, retail and event sites.
- Local data was used to highlight information on: population, mode share for cycling and walking, care use, health inequalities, areas of deprivation, air quality and accident data
- Local knowledge was applied to identify the top five routes in each local authority area
- Site audits using Cycling Level of Service tool were completed in two of the routes in each of the local authorities (14 routes in total)
- Workshops were held to get feedback on the selected routes and the process including officers across transport and public health, as well as members of the public.

- 6.4. While the routes focused on primarily on-road, it should be noted that the LCWIP for the region includes improvements to the canal towpath as well as the National Cycle Network (see below). Other off-road routes such as green routes which are important for people to enjoy for leisure should also be included within the individual plans of the local authorities.
- 6.5. The routes were prioritised based on their ability to improve the lives of the people living and working in the region through increased access to safer cycling routes which will improve connectivity and access and providing opportunities to include active travel to increase physical activity and improve air quality.
- 6.6. The following map and table summarises the prioritised routes and corridors in the West Midlands Local Cycling and Walking Infrastructure Plan. The timeline indicated is suggested on the start of work to develop the routes (i.e. when feasibility studies should commence) with delivery and construction to be completed in due course following the required due process and governance (e.g. business case). The indicative times lines are dependent on funding being committed for the development and delivery of the routes. The LCWIP will be reviewed on an annual basis as new information and development is available.



LCWIP: Priority Cycle Corridors and Routes – Potential Time Line

Year	Route/Corridor	Local Authority	Total Length (KM)	Indicative Cost* £m
Phase 1	A34 Perry Barr Extension through to Walsall	Birmingham Sandwell Walsall	10	£15m
	A45 Birmingham to Solihull	Birmingham Solihull	13	£19.5m
	Metro – Brierley Extension	Dudley	11	£16.5m
	City Centre A38 to A34 Connection	Birmingham	2	£2m
	Binley Road Coventry University to University Hospital	Coventry	5.9	£7.7m
Phase 2	A47, A38, B4148 Fort Parkway to Langley/ Walmley	Birmingham	6	£6.5m
	Birmingham East Side	Birmingham	1.5	£2m
	Coventry City Centre to Warwick University via Hearsall Common	Coventry	4.9	£6.4m
	A4123	Black Country	17	£22m
	A454 Wolverhampton City Centre to Walsall	Wolverhampton Walsall	6	£7.8m
Phase 3	Hagley Road Corridor	Birmingham	4.5	£6m
	Coseley to Tipton (via NCN 81)	Dudley	3.2	£2.1m
	Smethwick to West Bromwich and Wednesbury	Sandwell	8.7	£11.3m
	Old Hill, Blackheath to Oldbury and Halesowen	Sandwell Dudley	10.5	£13.7m
	B4102 Dickens Heath to Solihull town centre	Solihull	5.3	£6.9m
	Balsall Common to Stonebridge via A452	Solihull	5.3	£6.9m
	Rushall to Brownhills via B4152	Walsall	7	£9.1m
	A449 to Boundary	Wolverhampton	5.5	£7.2m
Phase 4	Tipton to West Bromwich	Sandwell	9	£11.3m
	A38 Extension from Selly Oak to Longbridge	Birmingham	6.1	£7.9m
	A453, B4138, Perry Barr to Sutton Coldfield	Birmingham	9.4	£12.2m
	Coventry City Centre to Holbrooks via B4098	Coventry	7.8	£10.1m
	Kingswinford to Brierley Hill via B4179	Dudley	7	£9m
	Shirley to Bentley Heath	Solihull	7.6	£9.9m
	Darlaston to Walsall town centre via A4038	Walsall	6	£7.8m
	A4124 Wolverhampton City Centre to Wednesfield	Wolverhampton	13.2	£19.8m

* Indicative Costs calculated based on DfT report

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/742451/typical-costings-for-ambitious-cycling-schemes.pdf

- 6.7. A full feasibility study for each route/work package will be needed to determine the precise interventions needed through the corridor, to define the exact routes and more accurate costings. This would should include engaging with communities to co-create and design spaces and routes that serve the people living and working in the West Midlands.
- 6.8. **It is recommended that future investment in cycling is focused on the priority routes of the LCWIP using a multimodal, holistic approach.** The table above only outlines the ambition for the West Midlands and the areas where investment should be focused. It should be noted that currently there is no funding specifically allocated for delivery of the full routes identified in the LCWIP.
- 6.9. The LCWIP cycling routes are also part of Sprint, Metro, and the Key Route Network (KRN). The multimodal approach will save the cost of retrofitting at a later date, prevent disruptions and supports delivery of an integrated transport network. With the move away from silo working and delivery, the converse is also true: funding of cycling and walking schemes needs to be embedded within other schemes such as Rapid Bus Transit or light rail.
- 6.10. The West Midlands are often compared with other Metropolitan areas such as Manchester and London who are developing high quality cycling and walking schemes with committed funding for delivery. With the LCWIP, the West Midlands now has the opportunity to demonstrate equal ambition to deliver exemplar schemes. We need to be bold and ambitious with delivery as we are at a tipping point in terms of health, air quality and congestion.
- 6.11. It is possible to deliver the LCWIP routes through a phased approach and build the network more gradually. The associated risks are a network that contains gaps or full routes that are never delivered.
- 6.12. In 2019/20, wider corridor investment in cycling should focus on the Sprint (Birmingham, Sandwell, and Dudley) and Metro schemes (Birmingham and Dudley), and the opportunity of Coventry's City of Culture.
- 6.13. Cycling infrastructure should be of the highest quality which is reflected in the costings:
- on-road sections with segregation from moving traffic
 - traffic calming measures and 20mph limits
 - lighting and wayfinding
 - best practice design (West Midlands Cycle Design Guidance) for route widths and junctions
- 6.14. The West Midlands LCWIP focused on primary corridors and areas of strategic priority. These routes provide the backbone of the Strategic Cycle Network. Local authorities will need to develop plans for the connector and feeder routes to link local communities to these main routes. This includes both on-road routes as well as off-road routes such as green routes which provide opportunities for more leisure and physical activity.

7 Network Planning for Walking

- 7.1 Current levels of walking are the lowest in the country with 266 stages per person in 2017 (national average 343 stages). Unattractive walking environments and fears of personal safety are issues which puts people off walking. Improvement of walking environments supports making healthy streets, improves social inclusion and provides people the needed connectivity to their local high streets.
- 7.2 The improvement of the walking network is needed for short journeys to local destinations such as high streets and parks. Attractive walking links are also needed at key origins and destinations to enable longer journeys using public transport.

- 7.3 As part of the LCWIP process, seven Core Walking Zones (CWZ) were assessed and audited. The audits undertaken within each CWZ have helped to identify the required interventions along the pedestrian corridors within each CWZ. The interventions proposed include improving existing infrastructure as well as introducing new pedestrian facilities such as wayfinding, new pedestrian crossings and benches to improve the public realm.
- 7.4 The CWZ were selected based on population densities around town centres and where there are opportunities for growth. These are considered prestige walking areas focusing on high streets and town centres where there is significant footfall:
- Birmingham – Ladywood Circus
 - Coventry – A4053
 - Dudley – Dudley Town Centre
 - Sandwell – Cradley Heath
 - Solihull – Shirley High Street
 - Walsall - Willenhall
 - Wolverhampton - Bilston
- 7.5 There are additional areas that are of strategic importance for walking including:
- Sutton Coldfield
 - Solihull - UK Central
- 7.6 The Town Centre Programme that was recently unveiled by WMCA can be linked to the CWZ assessments in Dudley and Walsall.
- 7.7 Walking trips are generally shorter than cycling trips with longer trips being enabled through high quality access around public transport stops and hubs. **It is therefore recommended that the results of the CWZ audits be used to inform a common approach across the region to deliver exemplary public realm and healthy streets to improve walking and accessibility.** This should include engagement across the relevant agendas included: Move WM, Congestion Management Plan and the delivery of new public transport. This will also require working collaboratively with our partners to define agreed upon principles and best practice for the delivery of attractive areas for people to walk to and around.
- 7.8 **It is recommended that the local authorities continue to identify other CWZ as part of their individual plans for cycling and walking. Prioritisation and timescales for walking should take into consideration future growth, opportunities such as the Commonwealth Games and new developments in transport, as well as areas where there are significant health inequalities and deprivation.**

8 Canal Towpaths

- 8.1 The canal towpath network is a significant part of the West Midlands Metropolitan Cycle Network with 219.2 km of towpaths across the region. TfWM and the 7 constituent local authorities have been working with Canal and River Trust (CRT) over the last several years to improve the condition of the canal towpath network.
- 8.2 Approximately 82km of towpath have now been improved to a high standard across the West Midlands region in the last four years through a variety of sources including, Department of Transport, Black Country Local Enterprise Partnership, and Section 106 funding.
- 8.3 The following table summarises the 3-year and 5-year priority plan for the remaining sections of the canal towpaths:

Council	3-Year Priority (total km)	5-Year Priority (total km)
Birmingham	0.88	-
Coventry	4.9	-
Dudley	0.88	0.71
Sandwell	8.61	2.48
Solihull	3.88	3.54
Walsall	-	2.86
Wolverhampton	3.61	5.87

9 National Cycle Network

- 9.1 The National Cycle Network (NCN) which is managed by Sustrans is an important part of the metropolitan network as these are part of a national system of routes. There are 180.2 km of NCN within the West Midlands.
- 9.2 Sustrans has recently completed an audit of the NCN across the country and has identified the ambition to upgrade the network so that it is completely off-road with the following vision: *“A UK-wide network of traffic-free paths for everyone, connecting cities, towns and countryside and loved by the communities they serve.”*
- 9.3 Sustrans has identified the following design principles for the upgrade to the NCN:
- Be designed in accordance with current best practice design guidance
 - Be designed in collaboration with the local community
 - Provide convenient links to key destinations: connecting cities, towns and countryside
- 9.4 The Rea Valley Route (NCN 5) serving the Longbridge area has been identified as the priority for the next five years to convert this section to an off-road route. The West Midlands LCWIP has also identified NCN 81 as a priority in Dudley. Other sections of the NCN may be included as part of the district specific plans for each of the local authorities. For example, in Birmingham NCN 53, 533, 534 and 535 have all been identified as important strategic routes.
- 9.5 Some sections of the NCN overlap with the canal towpath, for example NCN 5 is also along the Main Line Canal which has been recently upgraded.
- 9.6 WMCA and constituent local authorities should continue to engage with Sustrans on the delivery of the upgraded sections of NCN.

10 Strategy and Delivery

- 10.1 While the proposed delivery plan for the cycling routes has obvious links to transport development, there are also links to the other agendas and priorities of WMCA. The workplans for each of these need to be included within the Cycling Charter Action Plan to bring together all the relevant activities of this cross-cutting agenda.
- Air Quality and Birmingham Clean Air Zone (2020)
 - Commonwealth Games
 - Congestion Management Plan
 - Environment
 - Housing and Development
 - Inclusive Growth
 - Industrial Strategy
 - Wellbeing Strategy:
 - Physical Activity Framework – MoveWM
 - Mental Health - Thrive WM

- 10.2 The WMCA Strategic Economic Plan (SEP) has a vision to develop the West Midlands into the best region in the UK to do business. The SEP identified an increase in local employment, from 1.9m jobs to 2.4m jobs by 2030. Healthy life expectancy will rise from 61.5 years to 62.3 for men and from 62.3 years to 63.9 years for women. The rate of housing construction will increase to 1.9m homes by 2030.
- 10.3 Cycling and walking schemes support the vision of the SEP by providing a low cost, accessible, and active form of transport that addresses the low levels of physical activity in the region. Social inclusion and access to employment objectives are also supported through development of spaces that connect people with movement and place. These schemes will also help mitigate local transport challenges including poor air quality and congestion.
- 10.4 The West Midlands Industrial Strategy aims to improve levels of employment and the number of people in the West Midlands with the skills to develop our local industries including transport, technology and housing. Delivery of the LCWIP will build on the local capacity of our region for active travel, but also provides an opportunity to increase employment and skills on the design and construction of exemplar and Dutch style schemes.
- 10.5 Cycling and walking schemes can enhance housing and development by providing areas which allow for physical activity and social inclusion. Research has also shown that by providing infrastructure for sustainable travel increases the value of housing. Recent evidence from London has shown that the healthy streets approach increases the local levels of active travel. Revitalisation of local high streets can be realised through the delivery of spaces and streets that prioritise active travel.
- 10.6 Delivery of exemplar cycling and walking infrastructure develops a region where people want to live and work. Cities and streets become attractive spaces where there is movement of people and thriving businesses. Living Streets report Pedestrian Pound and Transport for London Walking and Cycling – Economic Benefits describe the dramatic increase in local spending by people who actively travel to their high streets. There are also the economic benefits to reducing pollution and improving health.
- 10.7 The Congestion Management Plan for the West Midlands is based on three pillars: improving capacity, improving efficiency and managing demand will be addressing movement issues on our local roads essential for serving the main strategic demand flows of people, goods and services. Cycling and walking infrastructure are identified as modes needing improvement in capacity. In addition, active travel for short journeys is important in reducing congestion through managing demand. Road safety is also included within the Congestion Management Plan to manage the disruptions and reduce accidents which have a significant impact on the local economy.
- 10.8 LCWIP is an ideal opportunity to challenge the existing road layout and to determine the priorities for the road network moving forward, particularly the role of active travel in facilitating increased demand on the network.
- 10.9 Movement for Growth Health and Transport Strategy is a key document to demonstrate the important relationships between health, wellbeing, and wealth. It addresses the links between people, movement and place and the impact of these on physical and mental health. Cycling and walking are recognised active travel modes that has a positive impact on health through increasing levels of activity and sense of wellbeing, as well as improving air quality.
- 10.10 West Midlands' On the Move Strategic Framework outlines the planning and delivery, where physical activity can provide significant added value to the WMCA priority themes including transport and productivity and skills. The framework recognises the importance of walking and cycling to encouraging more people to adopt an active lifestyle, reducing the West Midlands chronic levels of physical inactivity. The following action has a direct link to the delivery of the West Midlands LCWIP:

Action 1.3. Developing a combined authority approach to promoting the benefits of this enhanced network for physical activity.

- 10.11 Thrive, An Action Plan to drive better mental health and wellbeing in the West Midlands, identifies five themes which include supporting people whilst in work and developing safer and stable places to live. The aims of the Cycling Charter to improve provisions for cycling and walking play an important role in this plan as active travel increases physical activity and there is significant evidence that active travel also have a positive impact on mental wellbeing. Providing spaces that encourage cycling and walking also improves social inclusion and access to employment by developing places that link individuals with their communities.
- 10.12 The emerging strategy and action plan for the environment will address local issues in reducing pollution and waste as well as investing in Natural Capital such as green routes. The following action, "Development of Natural Environment approach as part of partnership with West Midlands Natural Capital Roundtable" which includes consideration of an urban connected park through the West Midlands would also be considered part of the Metropolitan Cycle Network. Cycling and walking as a transport mode have a positive impact on local air quality.
- 10.13 Several areas in the West Midlands have been identified for mitigation and improved of levels of particulates (PM10) and nitrogen oxides (NOx) by government. Birmingham has recently consulted on the Clean Air Zone which will be implemented in early 2020. For people to take up cycling and walking for shorter journeys and to use their cars less, improved provisions to provide safer routes will be needed.
- 10.14 Birmingham will be hosting the 2022 Commonwealth Games putting the city and the rest of the West Midlands on centre stage for the world. In London, the Olympic Delivery Authority (ODA) invested more than £11 million in upgrading walking and cycling routes around venues. The Commonwealth Games and Coventry City of Culture are a unique opportunity to deliver long term benefits for active travel that help people get more physically active through accessing safer routes for leisure or commuting. As well as providing a better environment for spectators travelling to event venues, new cycling and walking infrastructure will allow everyone to continue to enjoy using them long after the Games are over. Safer cycling and walking routes across the region (including public transport hubs) will be key to help address the disruptions caused by the Games to the people who live and work in the West Midlands and reduce congestion in and around the sporting event sites.
- 10.15 The development of the West Midlands LCWIP focused on capital investment in improving the infrastructure. The above agendas and strategies will provide the framework with which to engage with people, businesses and communities to raise awareness of the benefits of active travel and to address personal barriers. Working across sectors, we will identify the needs of the local communities to address the behaviour change and interventions to help people access the cycling and walking routes.
- 10.16 Delivery of revenue schemes will require a spectrum of best practice behaviour change interventions using a joint up approach including a single brand for the West Midlands (see below). These will be informed with local data such as those contained within the emerging West Midlands Bike Life Report. Additional local baseline surveys will be needed to identify the local personal barriers for people living and working adjacent the routes. Barriers can vary based on the demographics of the region because of differences in age, level of deprivation, health inequalities as well as other factors. By developing an understanding of the communities around the routes, a robust marketing plan to increase cycling and walking can be developed using an evidence-based approach.
- 10.17 Collaboration between transport and other sectors such as public health and air quality will be needed to develop and deliver the LCWIP routes. Local authority highway teams will be needed to ensure that all requirements for delivery of road schemes are completed such as, but not limited to road safety audits and transport modelling. All proposals will follow due process including cabinet approval and local governance.

10.18 New infrastructure design should include opportunities to co-create spaces with the communities and people who live and work in the West Midlands. This should not only include public consultations, but through active engagement throughout development and delivery with people of all ages who live here.

11 TfWM Cycle Branding

11.1 Throughout the West Midlands there are a number of brands and identities for various active travel initiatives and programmes (e.g. Birmingham Cycle Revolution, Cycling UK, Sustrans, British Cycling). This can be confusing for the end user as there is lack of clarity on the quality and consistency across the cycle network of the region.

11.2 To address the above and to raise the profile of cycling, it is important to have a single brand for cycling initiatives across the West Midlands. This provides a high-quality experience for the end user, one that is consistent with the other modes as part of the integrated transport network. A single brand will be the symbol for the joined-up delivery across the region. The end-user will be able to trust that no matter where they are in the region, they will have the same high-quality infrastructure and access to schemes.

11.3 West Midlands Cycle (Appendix A) has been developed as the brand for cycling initiatives delivered by TfWM and its partners. The branding has been utilised on the West Midlands Bike Share cycles for the PR announcement in May 2018 as well as all recent promotional material.

11.4 There will not be any unnecessary renaming of established routes as part of the branding exercise.

11.5 **It is recommended that the West Midlands Cycle brand be adopted for all future signage/wayfinding, promotion and any cycling related activities or infrastructure. This will support consistency in approach to delivery across the West Midlands and the common approach to cycling. A transition arrangement will be set up to introduce the West Midlands Cycle brand at the right time in respect to existing district programmes.**

12 Financial Implications

12.1 The 2018/19 forecast cycling investment per head is £9.47. Based on trend the cycling investment per head in subsequent years (from 2019/20 to 2022/23) is £7.26, £7.78, £6.23 & £6.50

West Midlands Cycling Investment						
£m	2018/19	2019/20	2020/21	2021/22	2022/23	Total
Capital Total	24.97	17.68	18.91	15.40	16.14	93.10
Revenue Total	1.55	2.65	2.88	2.03	2.05	11.16
Total Investment	26.52	20.33	21.79	17.43	18.19	104.26
Gap to £28m (£10 per head)	£1.48m	£7.67m	£6.21m	£10.57	£9.81m	£35.74m
Gap to £56m (£20 per head)	£29.48m	£35.67m	£34.21m	£38.57m	£37.81m	£175.74m
Investment per head	£9.47	£7.26	£7.78	£6.23	£6.50	
Gap per head (£10)	£0.53	£2.74	£2.22	£3.78	£3.50	
Gap per head (£20)	£10.53	£12.74	£12.22	£13.78	£13.50	

12.2 The costs in the above table are forecast estimated based on available information. Some schemes are subject to business case approval. The estimates above include funding by: DfT, WMCA, Canal and River Trust, Local Enterprise Partnerships, Cycling UK, private sector and the seven constituent local authorities.

12.3 While historically in the West Midlands, spend has been slightly lower than £10 per head target, to reach the 10% mode share by 2033, this will need to include higher investment as can be seen by the levels observed in other countries:

City	Mode share for cycling	Investment
Netherlands	43%	£26 per head
Amsterdam	40%	(Not published)
Copenhagen	41%	£35 per head
Malmö	25%	£20 per head
Berlin	13%	£12 per head
Stockholm	10%	£10 per head + other match funding
England (Outside London)	3%	£2 per head
West Midlands (Avg. of previous 5 years)	1 - 2%	£6 per head
West Midlands (Target)	5% - 10%	£10 - £20 per head

12.4 The commitment in the Cycling Charter is to achieve £10 per head. It should be noted that the gaps from one year to the next, increases the investment need to catch up on this target.

12.5 TfWM and the seven constituent local authorities will continue to ensure that bids for specific funding are joined up with single collective bids and proposals for the region wherever possible.

12.6 WMCA have agreed that £6m will be committed to cycling and walking. A further £71m of Transforming Cities Fund was announced November 2018, and over the coming months, the information contained within this report will form the basis of discussion to secure a further allocation for cycling and walking in order to achieve the £10 per head target.

12.7 The support provided by government for development of LCWIP has been very well received around the country with 43 local and combined authorities in the process of this work. To date, no funding has been committed for the delivery of any of priorities of the West Midlands LCWIP and the window of opportunity is closing with several programmes currently on-going or preliminary works taking place (e.g. Rapid Bus Transit, light rail, HS2). Mayor Andy Street and the metropolitan mayors could lobby government for funding to support delivery of cycling and walking priorities of the West Midlands LCWIP.

12.8 Funding for these schemes will need to include all aspects needed for the successful delivery and take up of cycling and walking (i.e. capital and revenue). The costs quoted above are for capital only. There are additional costs that are essential to be included in delivery budgets:

- Monitoring and evaluation
- Promotion and encouragement
- Signage and wayfinding

Inclusion of the above can make a difference in the level and rate of uptake. Monitoring also provides the evidence of value for money to support future investment. While there will be organic growth, to reach the aims of the Cycling Charter and CWIS, we will need to be more ambitious to encourage people to take up cycling and walking by 2023 and 2025, respectively.

13 Next Steps

13.1 Work on the development of the National and Regional Task Forces is currently ongoing with support from the TfWM Cycling and Walking Development Team.

- 13.2 The West Midlands Cycling and Walking Ambassador should be appointed by end of March 2019.
- 13.3 Investment in future cycling and walking infrastructure needs to focus on the priority areas identified in the West Midlands LCWIP. The priorities above outline the ambition for the region, however there is no funding specifically committed for delivery. We need to identify funding opportunities to support delivery of full packages of the West Midlands cycle routes and CWZ that include capital investment with a budget for the supporting revenue schemes and, monitoring and evaluation.
- 13.4 The information contained in this report will be used to form the basis of discussion over the second Transforming Cities Fund allocation to secure additional funding for cycling and walking. The initial £6m committed funding will be used to deliver a flagship scheme from the LCWIP priorities for cycling and walking.
- 13.5 With the West Midlands LCWIP providing the strategic back drop, the seven constituent local councils will be preparing their own local versions to provide the connector routes within the corridors identified above using the same methodology. Work is already underway in Birmingham, Sandwell and Solihull.
- 13.6 A joined-up offer to promote cycling and walking will be investigated including car-free days and expanding the walk to school offer.
- 13.7 The West Midlands Cycle brand will be introduced in the region through the launch of the nextbike bikeshare scheme.
- 13.8 A common approach to the delivery of future walking schemes and provisions including healthy streets and public realm will be considered bringing together agendas across WMCA into an agreed set of principles.
- 13.9 The Strategic Transport Officers Group and the Cycling and Walking Officers Group (formerly the LCWIP working group) will continue to work together to ensure common approach to delivery of cycling and walking schemes across the region. This includes identifying the next steps needed to develop and deliver the LCWIP cycling routes and CWZ.

14 Legal Implications

- 14.1 Legal and procurement support will be required as the LCWIP evolves especially around collaborative working arrangements between other sectors and emerging funding arrangements

15 Equalities Implications

- 15.1 The West Midlands Local Cycling and Walking Infrastructure Plan does not result in any negative disproportionate impact for any of the protected characteristics. However, cycling nationally (and regionally) is unequal with cyclists more likely being male, young, non-disabled and white. To address such inequalities and improve wider participation and representation there needs to be a stronger focus on the creation of more inclusive cycling environments (both in terms of infrastructure and cycling route choices) that can cater for bikes of all sizes, including tricycles, trailers and tandems and for all different types of cyclists. Moreover, promotion of cycling activities and opportunities needs to be reflective of the diversity of the region, both in terms of the images used and the way information is disseminated and communicated to residents.
- 15.2 People with special needs or physical disabilities may benefit from programmes in the region that use adapted bicycles. ParkRide and Wheels for All are initiatives organised by Midland Mencap and Cycling Projects in various locations across the UK including the West Midlands (Sutton Coldfield, Coventry, Birmingham, and Solihull).

16 Inclusive Growth Implications

16.1 The development of the West Midlands LCWIP supports inclusive growth by supporting the following themes:

- Affordable, safe, and connected places
- Sustainability
- Health and Wellbeing
- Equality
- Economy

16.2 The routes and CWZ will help provide the people who live, work, learn and play here with safer routes to walk and cycle to where they want to go. Active travel encourages people to combine physical activity as part of their journey which has a positive impact on health and wellbeing as well as air quality. Active travel is the most cost-effective investment for both the region and for individuals – yielding the best health outcomes for the lowest cost. As such, it needs to be a higher investment priority, as explained above.

16.3 While the LCWIP was developed considering cycling and walking only, there will be a wide spectrum of users who can access these routes including people who use adapted cycles, scooters, motorised scooters, and even inline skaters. The objectives are to get people to use alternative modes of travel and to participate in physical activity.

16.4 As accessible and low-cost modes of transport, cycling and walking can help people access their local high streets, jobs and education.

17 Geographical Area of Report's Implications

17.1 Transport for West Midlands (TfWM) will work with the Constituent Local Authorities to manage cross border relationships and align cycling and walking schemes to ensure consistency in access and quality. Approximately 57% of journeys in the West Midlands cross an administrative boundary.

17.2 Several members of the West Midlands Cycling Charter Steering Group have remits that cover the wider WMCA 3 LEP geography. CyclingUK and Living Streets have community development officers hosted within TfWM's Cycling and Walking Development Team to deliver promotional schemes across the region.

18 Other Implications

18.1 Improving cycling and walking provisions to increase levels will have a positive impact on air quality and health.

19 Schedule of Background Papers

19.1 West Midlands Cycling Charter

19.2 Mayor Andy Street Renewal Plan

19.3 Typical Costs of Cycling Interventions Interim analysis of Cycle City Ambition schemes

19.4 West Midlands Local Cycling and Walking Infrastructure Plan Background Report – available upon request.

19.5 West Midlands Local Cycling and Walking Infrastructure Plan Technical Report – available upon request.

19.6 West Midlands on the Move Physical Activity Framework

19.7 Action Plan to Combat Childhood Obesity Press Release

19.8 Walking and Cycling The Economic Benefits

19.9 Congestion Management Plan

19.10 West Midlands Industrial Strategy

19.11 Movement for Growth Health and Transport Strategy

19.12 Thrive West Midlands

19.13 Paths for everyone National Cycle Network physical review and action plan Midlands and East of England

Glossary

CLOS	Cycling Level of Service – an auditing tool to determine the quality of an existing cycle route
CWIS	Cycling and Walking Investment Strategy
CWZ	Core Walking Zone
DfT	Department for Transport
HS2	High Speed 2
KRN	Key Route Network
LCWIP	Local Cycling and Walking Investment Plans
LEP	Local Enterprise Partnership
NCN	National Cycle Network
PCT	Propensity to Cycle – an online tool that models future cycling uptake
SCN	Strategic Cycle Network
TfWM	Transport for West Midlands
WMCA	West Midlands Combined Authority

Appendix A – Branding

