



# **BIRMINGHAM** **MOBILITY ACTION PLAN**

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## BIRMINGHAM MOBILITY ACTION PLAN

Summary Consultation Report (Draft)

27/02/2014

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# Birmingham Mobility Action Plan

## Summary Consultation Report (Draft)

27/02/2014

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## Executive Summary

The Birmingham Mobility Action Plan (BMAP) will set out the overarching vision and strategy for Birmingham's future transport network. Birmingham City Council consulted widely on the BMAP Green Paper following Cabinet approval in November 2013. The aim was to engage with people who live and work in the city of Birmingham and gather their feedback on BMAP.

The consultation officially ran for eight weeks from 25th November 2013 to 24th January 2014 and comprised:

- Stakeholder communications, meetings, three stakeholder workshops and a questionnaire specifically for stakeholders and businesses; and
- 'Drop in' sessions, focus groups and a questionnaire for members of the public, alongside a widespread communications campaign to raise awareness of the consultation and encourage participation.

The consultation has been effective in its overarching aim, which was to start a conversation with residents, businesses and other stakeholders about their transport priorities and the future of transport in Birmingham. To this end, the city council has received feedback on the draft BMAP from a broad cross section of Birmingham's citizens, businesses and stakeholder organisations, with over 500 individuals and representatives of around 80 organisations having taken part.

The consultation has found that while there is broad support for the overall intention of BMAP and its vision, there is not necessarily agreement on the detail that should comprise Birmingham's Mobility Action Plan.

Stakeholders and members of the public recognise the limitations of Birmingham's current transport system (key transport problems are felt to be congestion, the cost and quality of public transport, and connectivity between routes and modes). There is strong support for a major overhaul of the transport network, particularly in terms of improving the quality and affordability of public transport and improving safety for users of all modes. While consultees agree there is a need to invest in mass transit of some sort, there is no overall consensus on whether it should be delivered solely by Metro, a bus based *Sprint* system or a combination of the two.

Though there is an acceptance that in order to achieve the BMAP vision, Birmingham's citizens, businesses and visitors to the city are going to have to change their travel behaviour, there is a reluctance to introduce punitive measures to realise this transformation. Many of the stakeholders and the public who responded urge the importance of using incentives (particularly financial) to encourage more sustainable travel to overcome the existing negative perceptions of alternative modes of transport. Whilst some accept there may be a need for measures to dissuade car use at a later date, there is definite agreement that they should not be introduced until the infrastructure, quality and service improvements are in place. If penalties of any sort are to be introduced further down the line, there is a strong feeling that they should be based on the reallocation of road space (i.e. making it harder to access certain destinations by private car) rather than fiscal. There is clear agreement that above all, in order to achieve modal shift, BMAP needs to demonstrate that sustainable travel can be cheaper, quicker and more convenient than using the car.

In terms of funding the transformation of Birmingham's transport system, there is a strong feeling across all those who participated that the private sector has a key role to play. The private sector itself feels that there is a need for more information about the type and level of investment that may be required of them. Though no consensus has been reached, consultees have discussed the appropriateness of introducing a charging mechanism of some sort to fund transport improvements. Some stakeholders, but not the general public, feel that it *may* be acceptable to introduce a charge once the new infrastructure is well established, but not before. Their main concerns relate to the likely impact on the economic position of Birmingham. The public are vehemently opposed to any measures which could increase the financial burden on transport users.

BMAP is currently being revised to reflect the breadth of feedback received during consultation and a White Paper containing the finalised BMAP will be issued to Cabinet later in 2014.

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# 1 Introduction

## 1.1 Background

- 1.1.1 The Birmingham Mobility Action Plan (BMAP) will set out the overarching vision and strategy for Birmingham's future transport network.
- 1.1.2 Birmingham City Council (the city council) consulted widely on the BMAP Green Paper following Cabinet approval in November 2013. The aim was to engage with people who live and work in the city of Birmingham and gather their feedback on BMAP.
- 1.1.3 The consultation officially ran for eight weeks from 25th November 2013 to 24th January 2014. However, the Green Paper was launched on 7th November and comments were gathered from this point onwards. A multi-faceted approach was adopted, using a variety of techniques and tools to engage with a wide range of groups and individuals.
- 1.1.4 This report provides a summary of the findings of this consultation.

## 1.2 Aims of consultation

- 1.2.1 For the BMAP vision to become a reality it requires the involvement of stakeholders in its development and refinement. The overarching aim of the consultation on the Green Paper was to start a conversation with residents, businesses and other stakeholders about their transport priorities.
- 1.2.2 The objectives, as defined in the Consultation Plan, were as follows:
  - Ensure that all stakeholders (i.e. all those with an interest, including groups/organisations and the general public) are aware of and can easily contribute to the BMAP consultation;
  - Engage with a wide spectrum of stakeholders; reaching further than the 'usual suspects';
  - Capture the interest and imagination of the local population and begin to sow the seeds that will go on to realise future behavioural change;
  - Enable stakeholders to give timely feedback on the Green Paper so that it can be refined and shaped accordingly.

## 1.3 Structure of this report

- 1.3.1 A summary of the methodology adopted for the consultation follows this introductory chapter. Thereafter, the consultation findings from each of the main methods of consultation (stakeholder/business detailed responses, stakeholder workshops, public questionnaire, focus groups) are presented in separate chapters. Finally, Chapter 7 provides a summary of the findings.

## 1.4 Next steps

- 1.4.1 Following consultation, BMAP will be revised to reflect the feedback received from stakeholder and the general public and a White Paper containing the finalised BMAP will be issued to Cabinet later in 2014.

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## 2 Methodology

### 2.1 Overview

- 2.1.1 BMAP was launched at a breakfast briefing event on Thursday 7<sup>th</sup> November 2013 which was attended by a range of key stakeholders, businesses and delivery partners. The event, although in advance of the start of the official consultation period, received a significant amount of media attention, with coverage by local television and print media. It also featured in social media which increased awareness and raised the profile of BMAP.
- 2.1.2 The consultation period officially commenced on Monday 25<sup>th</sup> November 2013 and concluded on Friday 24<sup>th</sup> January 2014, having run for nine weeks.

### 2.2 Stakeholder Consultation

- 2.2.1 An extensive stakeholder mapping exercise was undertaken to identify a range of groups to be targeted via the consultation.
- 2.2.2 Stakeholders were initially contacted by letter or email and invited to participate in the consultation<sup>1</sup>. This contact was followed up a number of times throughout the consultation period, including invitations to attend one of three stakeholder workshops. Stakeholders were also invited to comment on BMAP by email, letter or online through the BeHeard consultation website, using a series of broadly framed questions that were developed to assist in structuring responses.
- 2.2.3 In addition to the stakeholder workshops, presentations on BMAP were given at a range of forums and meetings of relevant existing groups (Table 2-1). Schools and educational establishments were contacted and invited to participate in the consultation, both directly and via a regular schools bulletin.

**Table 2-1: Stakeholder meetings**

Meeting
Centro Directors Board
Centro Integrated Transport Authority Passenger Engagement Group
Centro Members / Integrated Transport Authority
Chamber Business Transport Group
City Centre Members Steering Group
City Centre Steering Group
City Senior Leaders Group
Greater Birmingham & Solihull Local Enterprise Partnership Strategic Transport Advisory Group
Local Access Forum
Longbridge Connectivity Group
Obesogenic Environment Group

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<sup>1</sup> The stakeholder email was circulated to 394 unique email domains and a letter was sent to 1923 stakeholders.

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- 2.2.4 A particular focus has been placed on hard to reach groups in the community, working through existing channels to encourage participation in the consultation – both in terms of representatives responding on behalf of organisations, and individuals from within the community.
- 2.2.5 Councillors, MPs and MEPs were contacted a number of times throughout the consultation period and were provided with additional briefing material to assist them in preparing their responses. A drop-in session was held for councillors alongside the full Council meeting on 3<sup>rd</sup> December 2013.
- 2.2.6 In summary, stakeholder consultation has taken place through the following mechanisms:
- Breakfast briefing with stakeholders prior to the beginning of the official consultation period;
  - Direct communication with stakeholders and businesses to raise awareness of BMAP and the consultation;
  - Three stakeholder workshops held in January 2014;
  - Inviting comments on BMAP using a semi-structured questionnaire;
  - Presentations to forums and existing groups; and
  - Using existing channels to target hard to reach groups.

## 2.3 Public Consultation

- 2.3.1 With regard to the general public, consultation was undertaken through a range of channels including:
- A series of ‘drop-in’ events across the city throughout the consultation period;
  - Dedicated page about BMAP on the city council’s website, with a range of downloadable resources;
  - Public questionnaire on the BeHeard consultation website;
  - Hard copy materials available in libraries; and
  - A series of focus groups with randomly selected members of the public.
- 2.3.2 The consultation was promoted via a range of channels including social media, information in public buildings, use of Centro information points and displays, newspaper adverts and through stakeholder communication channels.
- 2.3.3 Members of the public were able to contact the city council through a designated telephone line for enquiries about the BMAP consultation and via email.
- 2.3.4 The mainstay of the public consultation was to direct interested parties to complete the questionnaire to formally record their views.

## 2.4 Internal consultation

- 2.4.1 Relevant internal departments and service areas have been closely involved in the development of the BMAP Green Paper throughout, coordinated via an officer level group coordinated via an officer level group and a senior officer group, including key partners Centro. Key officers were contacted alongside stakeholders and invited to participate in the consultation by commenting on BMAP and/or attending one of the stakeholder workshops. Information was also disseminated via appropriate internal channels down from strategic director level. The consultation was also promoted via the Weekly News email bulletin which goes out to all staff, asking staff to respond on behalf of their department or service area or as private individuals.



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## 3 Stakeholder & Business Questionnaire Responses

### 3.1 Overview

3.1.1 This chapter examines the responses that were received from the stakeholders and businesses via the questionnaire specific to these groups, as well as detailed responses to the consultation received by letter and email.

### 3.2 Responses

3.2.1 A total of 64 responses were received from stakeholders and businesses during the consultation period. The following groups are represented in the responses:

- Local authorities;
- Primary healthcare sector;
- Education providers;
- Business/business interest groups;
- Transport operators; and
- Other public authorities, the third sector, and neighbourhood forums.

3.2.2 The findings from the stakeholder and business groups are summarised under the relevant BMAP themes. A summary of responses by each stakeholder group is also provided.

### 3.3 Consultation findings

#### Improving Strategic Connectivity

3.3.1 Stakeholders and businesses were asked to identify the most important issues affecting transport in Birmingham from their organisation's perspective. The responses reveal recurring themes of traffic congestion, cost, reliability, connectivity, safety, accessibility and quality.

3.3.2 Stakeholders were also asked to consider the BMAP vision and its associated five objectives. The responses demonstrate that there is broad support for the vision but with a number of suggestions as to how it could be improved and/or adapted. For example, some respondents commented that the vision needs to be more focussed on the end user. Another comment was that the vision should be reconfigured to better reflect the BMAP proposals. Several stakeholders feel that the vision and objectives are too vague, insufficiently defined and potentially unrealistic.

3.3.3 With regard to the changes to the transport system that are required to support the economy and future growth of the city, the following key themes are identified in stakeholder responses:

#### Public Transport

- There is a need for better cross city links
- Support for a fully integrated ticketing system.

- 
- Mass transit is important (but there is mixed support for Sprint; Metro has a role to play on certain corridors).
  - Public transport needs to be cheaper, more efficient, reliable, and attractive in order to compete with the car. It has to be seen as 'cool' and aspirational.
  - Further rail investment is required, especially Camp Hill Chords and Sutton Park Line.
  - There is a need for park and ride expansion.
  - More priority for public transport is required.
  - There is a need to consider connectivity with High Speed 2.

### **Cycling**

- Cycling needs further support and promotion.

### **Reducing car trips**

- There is a need for a comprehensive car parking strategy, especially for the city centre.
- Car-centric planning must be reduced.
- Behaviour change is critical and there is a need for a more robust approach to travel plans.

### **Business needs**

- Efficient freight movement is essential.

### **Strategy Delivery**

- BMAP requires strong political will and joined up transport governance.

### **Environment**

- Pollution from transport must be addressed.
- Needs to consider adaptation to climate change.

## **Realising the Vision**

- 3.3.4 Respondents were asked to consider the statement *'that to achieve the BMAP vision, people and organisations need to change their attitudes towards their transport use'*. From the responses received, there appears to be a general consensus that there is a need to change. However, a number of respondents made the point that attitudes will only change as a result of improvement and investment in the alternatives. The need for investment in the 'carrots before the sticks' was identified in a number of responses, i.e. that alternatives need to be in place prior to applying any punitive measures.
- 3.3.5 When asked to consider what measures, in the form of 'sticks' and 'carrots', should be used to encourage people to travel more sustainably, a number of respondents commented that at present the planning approach is too car-centric and there is a need to prioritise public transport.
- 3.3.6 It is felt that efforts to improve the quality and perception of public transport (reliability, frequency, speed, safety, cleanliness, cost, integrated ticketing across all modes) are also required in order that public transport becomes something that is attractive and desirable to use.

- 3.3.7 Whilst there is significant levels of support for ‘carrots’, respondents have mixed views on the need for ‘sticks’. There is, however, a general acceptance that certain measures such as road space reallocation and reductions in parking provision will be necessary.
- 3.3.8 Stakeholders were also asked to consider, how, in addition to existing government and EU grants, transport projects should be funded in the future, and how they see the role of the private sector within that. From the responses received, it is evident that governance structures are considered an issue in terms of funding. There were a number of comments that the current geography and governance (LEPs, LAs, Centro etc.) of Birmingham and the West Midlands does not lend itself to effective, joined up decision making. It is also felt that local authorities need more autonomy on funding decisions.
- 3.3.9 There are concerns about over-burdening the private sector as a funding source although there is some support for the consideration of a business rate increase or an approach similar to the French ‘versement’ approach. However, respondents emphasised that businesses would need to understand the benefits they would receive from any investment.
- 3.3.10 Respondents have mixed views on the potential implementation of a workplace parking levy (WPL). Support for the introduction of a WPL was expressed by two businesses, a public transport operator and three sustainable travel/ environmental organisations. However, three businesses/ business organisations and one educational establishment stated their objection to the idea of a WPL. A further four businesses/ business organisations and one local authority respondent expressed caution about the potential introduction of a WPL.
- 3.3.11 There were several suggestions that foreign sovereign capital investment could be explored e.g. China.

### Responses by stakeholder group

- 3.3.12 The responses by stakeholder group are summarised below. It is clear from the summary, as would be expected, each stakeholder group has its own priorities and the responses vary according to these priorities. The comments show that stakeholders are keen for investment to be made but are lacking in clarity as to where the responsibility for funding transport improvement should lie.

**Table 3-1: Stakeholder responses by group**

Stakeholder Group	Summary Comments
Local Authorities	The local authorities who responded are broadly supportive of the document. They feel that it is important to incorporate the Travel to Work Area and GBS LEP connectivity issues. They would like to understand how the proposals would be funded. Adaptation to climate change is critical and may open opportunities for funding.
Primary healthcare sector	There is broad support for BMAP among these organisations. They note the need for better links across the city to connect up health facilities e.g. QE Hospital, Heartlands and feel that <i>Sprint</i> should serve key locations e.g. QEH, Royal Orthopaedic, etc. All support the improvement of integrated ticketing options. Respondents stress that any measures to restrict parking in the city centre should not be to the detriment of those accessing healthcare.
Education providers	This group expressed general agreement with the vision and they note the need to improve links across the city centre. One consultee has particular concerns regarding the impact of a possible WPL levy on staff and student retention.

Stakeholder Group	Summary Comments
Business/ business interest groups	<p>There is broad support for the BMAP vision and intentions among this group. There is agreement that there is a need to improve public transport and that mass transit is the appropriate way forward. This group has mixed views on whether there is too much emphasis on Sprint and not enough on Metro.</p> <p>Respondents expressed support for better walking and cycling provision.</p> <p>There is a feeling that the city could be better connected internally and within the travel to work area.</p> <p>There is agreement that more needs to be done to discourage car use particularly to and within the city centre but there appears to be little support for a WPL. A number of businesses support a city centre Low Emissions Zone.</p> <p>There is a need to factor access to childcare into the relationship between home, transport and job location.</p> <p>Public transport should be significantly improved such that it becomes something that people wish to use if it is to compete with the car.</p> <p>If the private sector is going to be asked to contribute financially then the case that it will be of positive benefit to businesses and staff needs to be well made. Rather than WPL, hypothecated taxation or business rate increase should be explored.</p>
Transport	<p>There is general support for the vision amongst this group although some criticism it is too vague and catch all.</p> <p>Public transport needs to be integrated, of a better quality and more affordable.</p> <p>Heavy rail development is important. More detail on HS2 Connectivity is needed.</p> <p>There should be less ambiguity on bus rapid transit vs Metro i.e. Metro for airport corridor.</p> <p>New funding options including French style 'versement' should be explored.</p> <p>There is a need to focus more on road safety.</p> <p>Anti-social behaviour on transport should be tackled.</p> <p>There is a lack of freight detail in Green Paper.</p> <p>Support for further enhancement to walking and cycling provision.</p>
Other public authorities, third sector, neighbourhood forums, etc.	<p>There is still a need to reduce the need to travel. Target journey to school trips.</p> <p>There needs more consideration of people with disabilities and the elderly to ensure easier and safer access to transport.</p> <p>There is a need to ensure that design takes account of the needs of disabled people e.g. the visually impaired.</p> <p>New infrastructure should not be at the expense of natural habitats.</p> <p>More focus on localism is needed.</p>

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## 3.4 Summary

- 3.4.1 The businesses and stakeholders who responded to the consultation by completing the relevant questionnaire or providing a detailed written response are generally supportive of the intention of BMAP, its vision and objectives. There are, however, a number of areas in which further work or clarity is required, particularly funding and governance structures.
- 3.4.2 Stakeholders identify the need for a major overhaul of public transport and feel that it needs to become an 'aspirational' way to travel if it is to compete more effectively with the private car. This will require large scale improvements in quality, reliability, connectivity and integration as well as pricing/affordability. While respondents accept that Birmingham citizens and businesses need to change their travel behaviour, there is a strong feeling that the public should be incentivised to use more sustainable modes, rather than being penalised for using the car.

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## 4 Stakeholder Workshops

### 4.1 Overview

4.1.1 In January 2014, three stakeholder workshops were held to inform the BMAP consultation. This chapter presents a summary of the views expressed during the workshops.

### 4.2 Participation

4.2.1 Of the three stakeholder workshops held in January, one was aimed at a business audience and two at a wide range of stakeholders including a number of influential partners, such as the three city centre Business Improvement Districts, transport operators, third sector organisations and large employers such as Jaguar Land Rover. Attendance levels were encouraging, with 113 stakeholders participating in total, the final workshop being the best attended (Table 4-1). It is noted that the organisations that participated in the workshops together represent and/or employ thousands of people in Birmingham.

**Table 4-1: Stakeholder workshop attendance**

Workshop	Audience	Attendance
Tuesday 14 <sup>th</sup> January	Businesses	35
Wednesday 15 <sup>th</sup> January	Stakeholders	30
Tuesday 21 <sup>st</sup> January	Stakeholders	48
Total		113

4.2.2 The workshops were based around interactive presentations and small group discussion, with attendees being split into four or five discussion groups at each session (8-10 participants per group). Participants were asked to give their views on a number of questions asked during the presentation using interactive 'electronic voting' handsets. The questions posed were designed to provide summaries of opinion on key discussion topics and a number were similar to the questions asked in the public questionnaire. The results are presented within this chapter, along with a summary of the qualitative points raised during the discussions.

### 4.3 Consultation findings

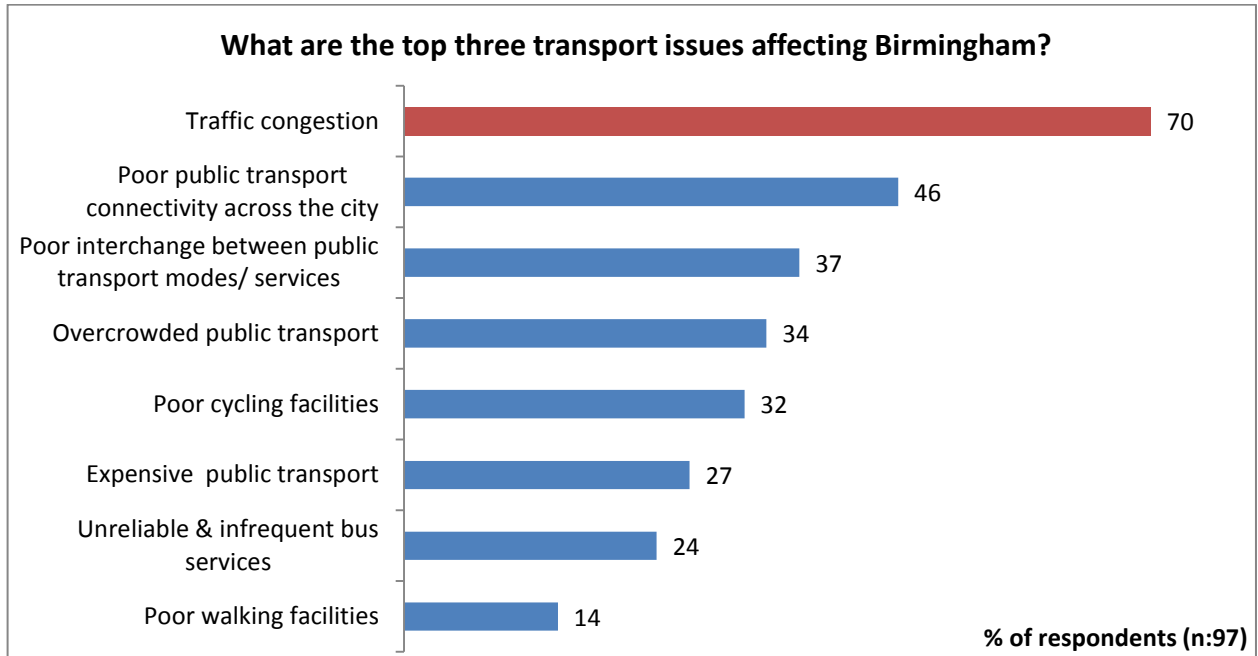
#### Transport Issues

4.3.1 When asked to identify the key transport issues affecting Birmingham from a list of eight options (Figure 4-1), stakeholders consider traffic congestion to be a major concern (70% of attendees identified this as one of the 'top three' transport issues), followed by *poor public transport connectivity across the city* (46%) and similarly, *poor interchange between public transport modes and services* (37%). Overcrowding on public transport is also considered to be a significant issue for around a third of stakeholders (34%), followed by *poor quality cycling facilities* (32%). During the discussions, a

number of stakeholders highlighted the urgent need to improve the quality and affordability of public transport.

- 4.3.2 Other significant issues which were highlighted during discussions included lack of parking at stations and park and ride facilities.

**Figure 4-1: Perceived transport issues affecting Birmingham**



### BMAP Vision & Objectives

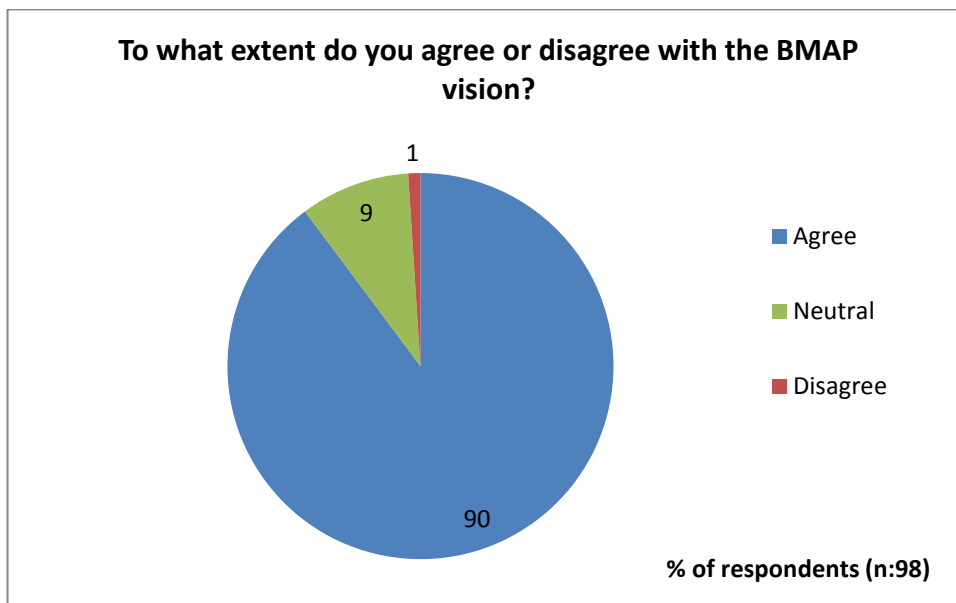
- 4.3.3 The vast majority of stakeholders agree with the BMAP overall vision for transport (Figure 4-2 shows that 90% expressed support<sup>2</sup>) and objectives. There is strong support to improve the city’s transport system if it is to ‘catch up’ with other British and European cities; as expressed by 93% of the stakeholders who attended the workshops, though there is also some feeling that we need to push further than what is proposed because Birmingham is lagging behind other cities, and indeed some would like to ‘overtake’ rather than ‘catch up’ with other European cities (e.g. Manchester, Lyon).
- 4.3.4 With regard to the BMAP objectives (Figure 4-3), stakeholders recognise the key role that *efficiency* must play in any future transport system (34% of stakeholders consider this to be the most important objectives), as well as *sustainability* (18%). However, around a third of stakeholders (32%) consider all five objectives to be of equal importance. It is noted that very few stakeholders (1%) consider *equity* to be the most important objective.
- 4.3.5 One of the discussion groups suggested that ‘Liveable Birmingham’ should be an additional objective in recognition of the role that transport plays in place-making. It was also felt that the *sustainability* objective should be modified to encompass social sustainability and sustainable communities<sup>3</sup>. A further suggestion was that the efficiency objective should focus on ‘making efficient use of Birmingham’s assets’, in other words investing in the *right* infrastructure.

<sup>2</sup> For simplification, the totals of ‘strongly agree’ and ‘agree’ have been combined into ‘agree’; likewise ‘strongly disagree’ and ‘disagree’ have been combined and presented as ‘disagree’

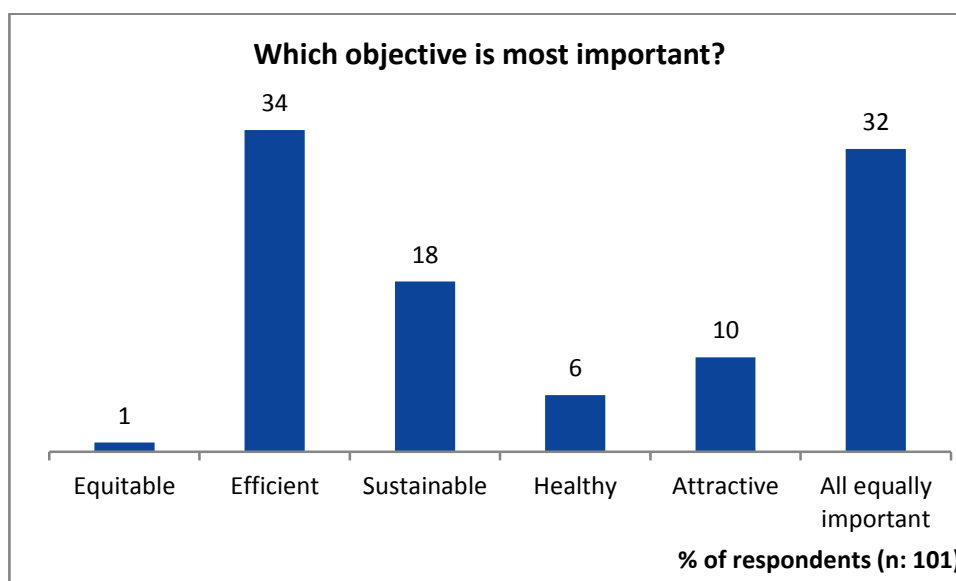
<sup>3</sup> It is noted that social sustainability forms the basis of the *equity* objective which suggests that there may be a lack of understanding about the scope of the objectives among some stakeholders

- 4.3.6 Several stakeholders stressed the need to make air quality improvement a priority. One stakeholder suggested that more should be done to quantify/define the impacts of pollution for car passengers, particularly prolonged exposure as a result of being 'stuck in traffic'.
- 4.3.7 The need for BMAP to emphasise the 'health angle' to a greater extent was identified in one of the stakeholder workshops, e.g. the knock-on effect on children's health if they are driven to school.
- 4.3.8 Over three-quarters of stakeholders (78%) agree that *the ideas set out in BMAP will help deliver economic growth, reduce deprivation and improve the environment in Birmingham* although nearly half of those who attended the workshops (45%) believe that *the ideas in BMAP do not go far enough to address the issues and challenges that Birmingham will face in the next 20 years*.

**Figure 4-2: Views on BMAP vision**



**Figure 4-3: Views on BMAP objectives**





## Public Transport Vision

- 4.3.9 There is unanimous support for a major overhaul of Birmingham's transport system, particularly in terms of improving the quality and affordability of public transport to make it more efficient and a more pleasant experience. None of the stakeholders who attended the workshops disagreed with the assumption *that Birmingham needs to invest in an extensive mass-transit system*.
- 4.3.10 Though there is strong support for an extensive Metro system in Birmingham, many stakeholders recognise the benefits (affordability, delivery time, flexibility) of focusing on expanding the *Sprint* network, at least in the short to medium term, in order to quickly deliver the comprehensive network that sits at the heart of the BMAP public transport vision, potentially upgrading to tram in the future. Others feel that the tram will be more effective in delivering behavioural change, particularly given the very negative views towards buses in Birmingham, and offers 'tried and tested' technology, unlike *Sprint*. It was also suggested in one workshop that a monorail could form part of the mass transit network and would also help relieve pressures on road space.
- 4.3.11 Attendees in one group suggested that given the pressures on road space in Birmingham, rail could play more of a role in BMAP.

## Sharing Road Space

- 4.3.12 Workshop attendees undertook a task to explore how road space should be allocated in a typical high street/local centre environment and on an arterial route corridor. Each discussion group (at each event) was provided with mock-ups of the two existing layouts and asked to re-arrange the various uses in a way which would best meet the BMAP objectives (Figure 4-4). They were provided with the following road uses: footways of different widths, on and off road cycle lanes, shared footway/ cycleways, parking lanes, lanes for general traffic, mass transit lanes (bus and Metro) and green verges.

**Figure 4-4: Road space allocation task**



- 4.3.13 Though some groups encountered some difficulties with the task as it was noted that most corridors are mixed use and function as 'links' as well as 'places', with no such thing as a 'typical' road, participants agreed that a more equitable use of road space is desirable but found it difficult to

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prioritise what is very limited road space to different uses. The general themes which emerged from the exercise are as follows:

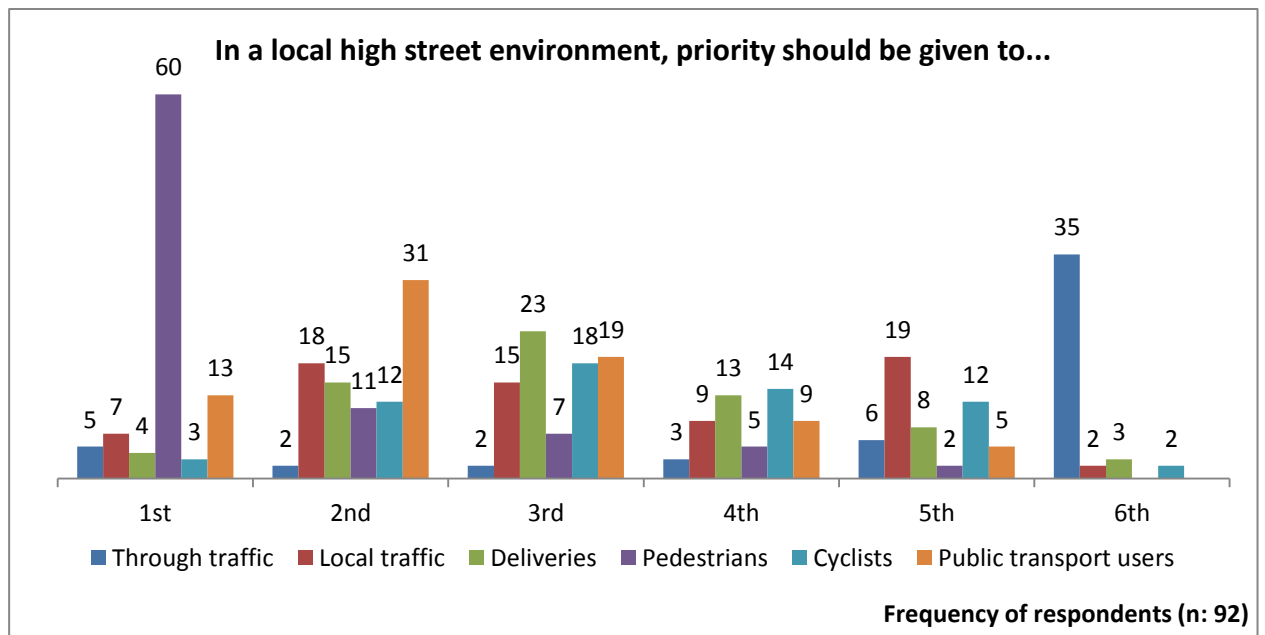
- There is recognition that while access for vehicles (deliveries, public transport and cars) is required, designing streets around cars limits capacity for pedestrians, which is important for the economic function of the high street. There is a feeling that when designing high streets, the priority should be pedestrians.
- Some road space in both environments should be given to mass transit, whether bus or Metro, in order to move people more efficiently. A number suggested bus rapid transit for the local centre and Metro for the arterial route (because the mock-up arterial route had greater capacity in terms of road width than the local centre). While in both cases this would reduce the space available for general traffic, it was felt that tidal flow systems may be appropriate on some routes. One group suggested removing general traffic from high streets completely (providing that access for the mobility impaired would be retained).
- Parking lanes should be removed from high streets and through routes if sufficient off-street parking is made available nearby. There are, however, some concerns about the potential negative impact on retailers, particularly for those which rely on passing trade, e.g. newsagents.
- Park and Ride facilities must be provided, linked directly to the mass transit network.
- There is a desire to allocate some road space in both environments to cyclists (although others feel that if traffic speeds were sufficiently reduced, on-road provision may be sufficient in the high street). A number of stakeholders advocate the importance of 'shared space' to facilitate movement. However, others noted the importance of recognising the needs of the visually and mobility impaired members of the community, for whom shared space can present some difficulties unless it is sensitively designed, e.g. using kerbs to distinguish the footway from the main carriageway.
- Where space permits and land use is appropriate (e.g. shopping areas), there should be more green space and wider footways with planters, shrubs, seating, etc., to make the environment more attractive and separate the non-motorised and motorised traffic. This was felt to be particularly important given the changing landscape of the high street over the next 10-20 years and the need for high streets to compete with out of town shopping areas and online shopping. Participants in several groups also stressed the need to move away from 'standards' for widths of cycle lanes, footways, etc. and make greater use of shared space to enable places to become more distinct.
- In contrast, it was generally felt that the arterial route environment should focus on the mass and efficient movement of moving people and goods rather than providing an attractive 'space'; meaning that there may not be space to accommodate green verges and/or a central median.
- Some elements of the high street may need to share space, e.g. off-peak service bays/ disabled parking areas, high occupancy vehicles (HOV) and mass transit lanes, providing it is safe to do so (e.g. cyclists using bus lanes is not considered to be safe).
- Enforcement will be a key tool to ensure that road space is used fairly, e.g. to ensure that mass transit lanes, HOV lanes and designated disabled parking areas are used only by the permitted vehicles to avoid abuse.
- There is some feeling that BMAP should not be anti-car as some individuals always need to use their cars in both the high street and the arterial route context.

4.3.14 It is also felt that over the next twenty years, travel behaviour is going to change as technological advances continue to reduce the need to travel, as one stakeholder said: *"In 20 years' time, what am I going to travel for?"* Another argued that the concept of the high street will be *"dead in the water"* within the same time frame as more and more trading is done online (e.g. innovative ways of providing home delivery). It was suggested that BMAP must be more radical and consider how travel needs and behaviours are going to change in the future.

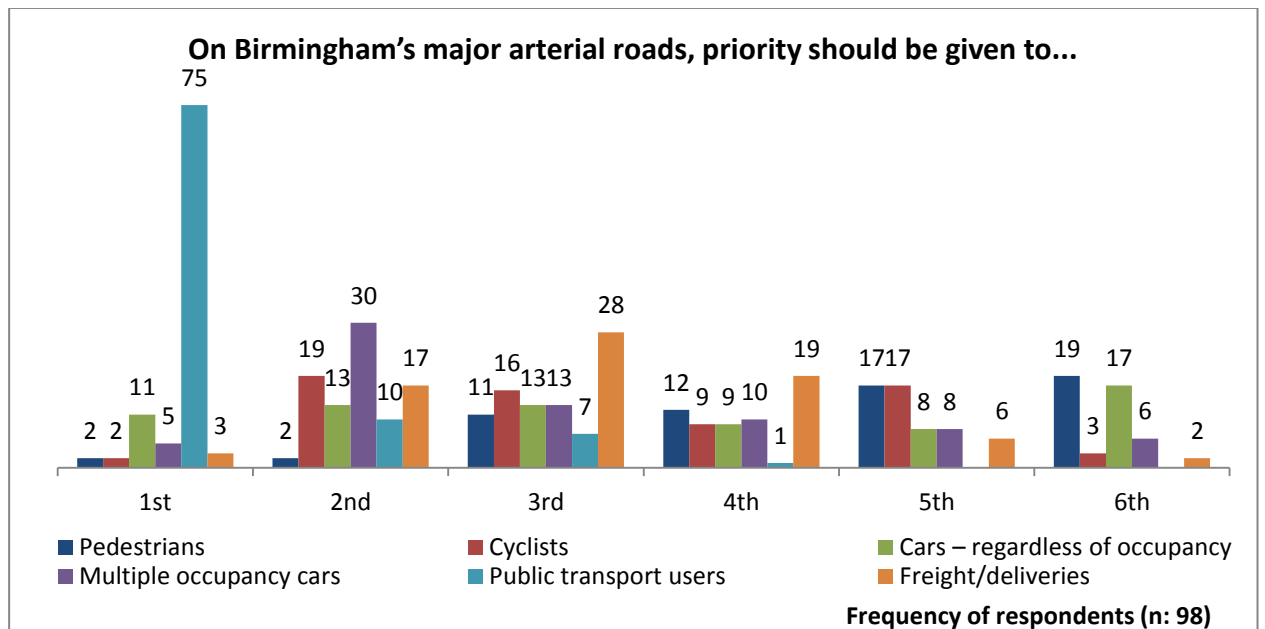
4.3.15 Following the exercise, participants were asked to rank six different uses of space in both types of environment. Stakeholders expressed strong support to give priority to pedestrians in a typical high street environment (Figure 4-5) and to public transport users on arterial routes (Figure 4-6).

4.3.16 A number of stakeholders commented that the theme of how best to allocate road space is of key importance to BMAP as it sets the entire context of the future transport system. It was suggested that BMAP should set out a road user hierarchy in order for schemes to focus on priority users.

**Figure 4-5: Views on how road space should be allocated in a typical local high street**



**Figure 4-6: Views on how road space should be allocated in a typical arterial route**

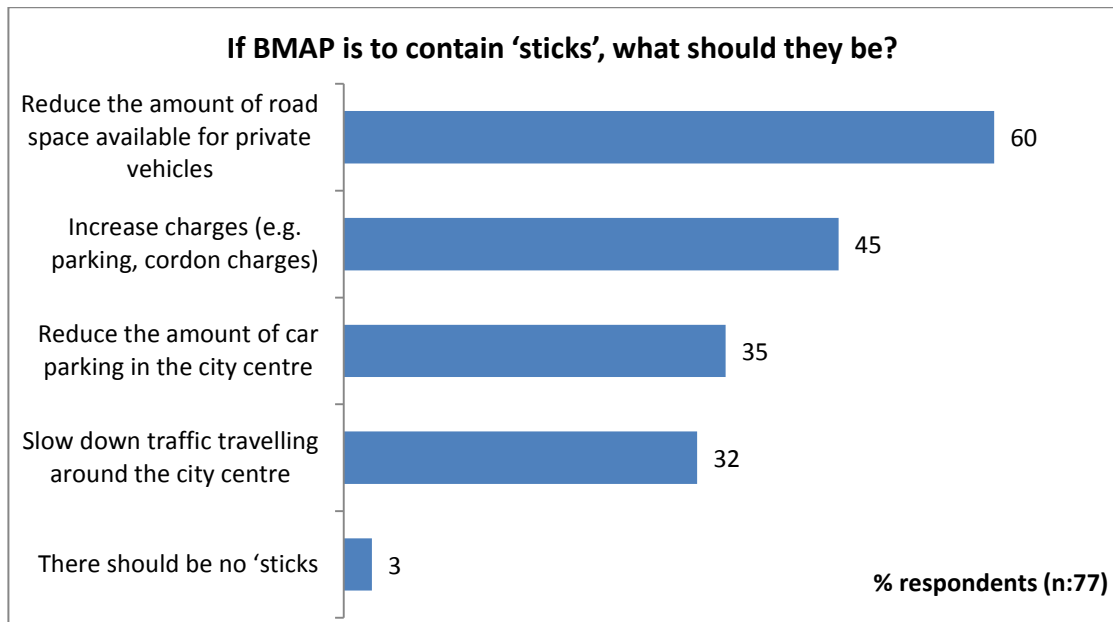


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## Realising the Vision: Delivering Behavioural Change

- 4.3.17 Stakeholders recognise that in order to achieve the BMAP vision, and ultimately deliver a step change in transport provision in Birmingham, *there is a need for people and businesses to change how they travel* (95% of stakeholders). The vast majority (some 96% of those who expressed a view) recognise that to be effective in realising a change in travel behaviour, *BMAP must contain “sticks” which discourage private car use as well as “carrots” to incentivise the use of alternative modes.*
- 4.3.18 There is less agreement on the form that any “sticks” or disincentives should take (Figure 4-7). Stakeholders are most supportive about measures which *reduce the amount of road space available for private cars* (60%). A number of participants expressed concern about the impact of introducing a charging mechanism on the economic vitality of the city centre. Though supported by some as a good source of revenue to make major improvements to the transport infrastructure, others feel that it would deter investment and result in the relocation of existing businesses to elsewhere in the region or country. There is some feeling that if a charge were to be introduced, it would have to apply to out of town shopping areas (e.g. The Fort) and business parks as well as the city centre and across the region. Several stakeholders share the opinion that a charging scheme could only be supported if it were to be part of a national scheme (to avoid discouraging investment). There are similar concerns related to the use of road space ‘sticks’ to deliver behavioural change; that undoubtedly, some consumers will choose to go elsewhere with ‘easier’ car access (e.g. out of town shopping centres), which will negatively impact on the economic vitality of the city centre. It was further suggested that BMAP will only be truly successful if the city council works with other authorities to create a West Midlands Mobility Action Plan.
- 4.3.19 Others feel that while charging may be appropriate in the future, a significantly improved transport infrastructure *must* be provided prior to the introduction of any charges. As one stakeholder stated: *“We’ll only get cars off the road if we have something civilised to get onto”.*
- 4.3.20 However, it should be noted that 45% (35 stakeholders) of those who expressed a view when ‘voting’ during the presentation identified the need for financial penalties through *increased charges* of some sort (e.g. cordon charges or parking charges). There is less interest in measures which *reduce the availability of city centre parking* (35%) and *reduce traffic speeds in the city centre* (32%).
- 4.3.21 Nevertheless, stakeholders strongly urge consideration of the quality and affordability of the transport system for the user, recognising that in order to influence behaviour, there need to be tangible financial incentives for the user. They feel that currently, driving is often seen as the ‘cheaper’ option and until alternative modes are recognised as being cheaper and quicker than the car, behavioural change will not be realised.

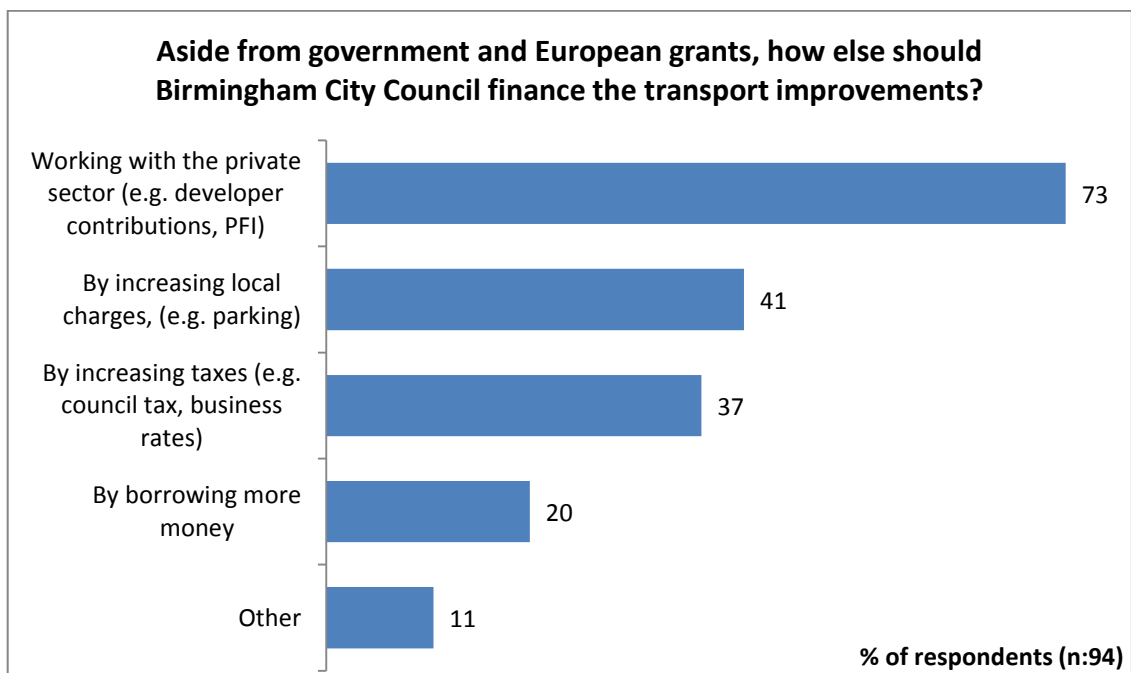
**Figure 4-7: Views on potential mechanisms to discourage car use**



### Realising the Vision: Funding

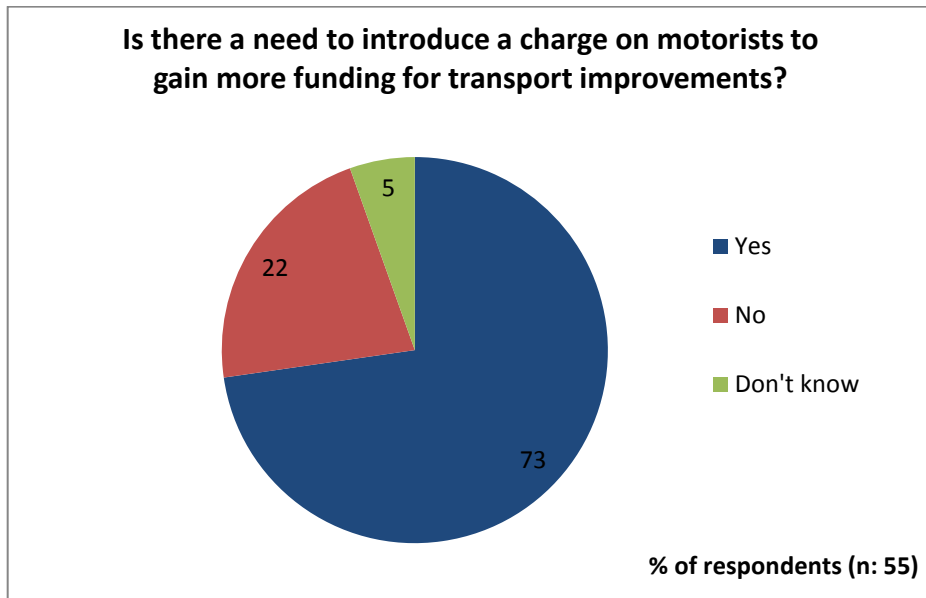
4.3.22 Overall, stakeholders feel that the private sector has a significant role to play in the funding of the new transport infrastructure in Birmingham (73%, as shown in Figure 4-8), including the Business Improvement Districts (BIDS). There is some, albeit at a lower level, support for pursuing other sources of funding such as increasing local charges and taxation (41% and 37%, respectively), but as noted above, there is no overall consensus on the appropriateness of introducing a charging mechanism.

**Figure 4-8: Views on potential sources of funding**



4.3.23 However, when ‘voting’ during the presentation, nearly three-quarters of stakeholders recognise that motorists could be a potential source of funding for transport improvements (Figure 4-9). It should be noted that this question was not asked in the first workshop (attended predominantly by businesses).

**Figure 4-9: Views on the need to introduce a charging mechanism**



4.3.24 There is also no overall consensus on whether if a charge were to be introduced, a workplace parking levy (WPL) or cordon-based congestion charge would be more appropriate for Birmingham. Some feel that a WPL would be more equitable than a cordon charge, given that it would be targeted at commuter trips only, whereas a cordon charge would target all car use, including essential trips such as hospital visits.

4.3.25 It was also suggested that rather than a workplace parking levy, a charge on parking which covers all land uses including retail, leisure, etc., would be more equitable. One group of stakeholders suggested that the introduction of parking charges in out of town centres and supermarkets could provide a funding stream for transport infrastructure (the inability to do this under the current system of land ownership was noted). It was also proposed that the development of a considered parking strategy could realise significant additional revenue streams. A further suggestion was to introduce a toll for vehicles using the A38 tunnel as a through route.

4.3.26 With regard to other funding sources, several stakeholders identified the need to consider cross-departmental funding sources, e.g. health and education sectors to contribute towards road safety measures. It was also suggested that as a number of the measures BMAP proposes would be part of wider ‘place changing’ packages, wider funding streams (i.e. planning) would be available. There is also some feeling that city centre schemes which release developable land have the potential to be funded by private investment. Stakeholders believe that public transport operators should also be considered as a potential source of funding.

4.3.27 There is also some support for changes at the national level, including:

- Lobbying government to introduce a French-style employee tax that could be ring-fenced to be invested in transport infrastructure;
- Introducing ‘pay as you go’ road user charging (GPS tracking) instead of the current road tax system, with the funds generated directed to the relevant highway authorities; and/or



- 
- Changes to concessionary fares schemes to allow greater flexibility in the groups subsidised.

## Priorities

- 4.3.28 In order to understand stakeholders' views on priorities for BMAP, workshop attendees participated in a second task which focused on spending. Each discussion group was provided with a fixed budget and a priced list of transport infrastructure schemes including: mass transit (bus based and Metro), bus priority corridors, new rail infrastructure, new Park and Ride capacity, cycling infrastructure, improvements to neighbourhood centres (e.g. improved accessibility for pedestrians and cyclists, improved shopping environments, reduced delays for public transport), safer pedestrian and cycling access to schools, city centre enhancements (e.g. Snowhill Station upgrade, city core low emissions zone, freight consolidation centre, electric car charging points) and major road upgrades, and asked to consider which elements they would fund over the next twenty years (divided into two ten year periods). Additional infrastructure funding could be realised through the introduction of a cordon charge or WPL scheme.
- 4.3.29 The task was refined slightly following the first workshop as it became apparent that stakeholders had too much to discuss in the allotted time. Though views on how the funds should be allocated varied considerably between (and within) groups, the task highlighted a number of common areas of thought, some of which have been discussed elsewhere in this chapter. Other key points raised during the exercise are as follows, though it should be noted that these points were not necessarily raised in all discussion groups:
- Stakeholders feel there is a need to invest in local area improvements, including improving access to schools, as well as city centre large scale infrastructure schemes.
  - It is felt that interventions to encourage mode shift for the journey to school could have a major impact on travel behaviour and congestion levels.
  - There is a strong desire to support public transport and active travel interventions rather than major road upgrades. It was also suggested that significant investment in improving the public transport infrastructure may negate the need to invest heavily in the road network.
  - While Metro is highly desirable, many stakeholders accept that a bus based rapid transit system offers better value for money. It is also felt that investment in mass transit should be focussed on routes where investment has not currently taken place.
  - Despite the high cost, there is support for investment in the Camp Hill Chord and support for new infrastructure to support access to HS2.
  - Park and Ride to feed into the new public transport infrastructure is considered vital, along with the infrastructure to support Park and Ride. For example, there is a general agreement that bus based rapid transit will not be effective if there are no substantial improvements for buses on key corridors.
  - Bus priority corridors (*Citylink*) services not considered to be essential as they replicate other transport options, but they are a 'nice to have'.
  - There is a desire to continue to invest in cycling in order to realise real change in cycling levels in Birmingham.
  - Transport stops and stations must be located in areas of demand. BMAP also needs to give consideration to where future demand is going to come from.
  - The majority of BMAP measures should be incentive-based 'carrots' but there is a need for a 'stick' in terms of road space, charging or the introduction of a low emissions zone. However, it is strongly felt that Birmingham is not ready for the introduction of a congestion charge.

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## 4.4 Summary

- 4.4.1 The three stakeholder workshops provided a useful means of discussing the content of BMAP with a large group of stakeholders representing a wide range of interests.
- 4.4.2 Stakeholders are strongly supportive of the need for BMAP, its vision and objectives. There is some feeling that it could go further if Birmingham is to surpass rather than 'catch up' with other British and European cities in the future, particularly considering the ways in which technological advancement is likely to affect our travel behaviour over the next twenty years.
- 4.4.3 Stakeholders agree that the need for a major overhaul of the city's transport infrastructure is long overdue and are keen to see the changes implemented as soon as possible. There is a strong appetite for a mass transit system, particularly a flagship Metro network, though at the same time, recognition that a bus based system offers benefits in terms of deliverability, affordability and flexibility, which may make it more appropriate in the first instance, with the option of upgrading to Metro in the future. Others disagree, stressing the importance of 'getting it right first time' given the significant challenge of overcoming negative perceptions of buses in Birmingham to realise behavioural change.
- 4.4.4 The allocation of road space is considered to be key to the success of BMAP but stakeholders accept that there are some difficult decisions to be made. A 'one size fits all' solution is not considered to be appropriate given the very different nature of every road in Birmingham. Nevertheless, there are principles which can be applied across the city, including:
- Allocating some road space to mass transit,
  - Removing parking lanes and some general traffic lanes,
  - Providing attractive space and continuous provision for cyclists and pedestrians, and
  - Considering the needs of the mobility impaired in street design, in order to provide for the needs of *all* users, not just the private car.
- 4.4.5 In order to achieve behavioural change, stakeholders feel that as well as providing a significantly improved transport system (particularly in terms of quality, affordability and connectivity), some measures to discourage car use are also required. The reduction of road space available to private cars is considered to be the most appropriate 'stick', as there is no overall consensus on the need to introduce financial disincentives (i.e. additional charges for car users).
- 4.4.6 While stakeholders appreciate that there is a significant funding gap which could be plugged by the introduction of a charging mechanism (which at the same time would help deliver behavioural change), and a number believe that motorists should contribute towards the funding of the new transport infrastructure, there is a strong feeling that it would not be appropriate to introduce charges until the new transport infrastructure is established. There are many concerns that the introduction of any sort of charging mechanism in Birmingham would impact on the economic competitiveness of the city. Notwithstanding this, there are also concerns that any measures to discourage car based traffic from high streets and the city centre may also impact on the economic viability of these centres.
- 4.4.7 In the short to medium term at least, stakeholders believe that the private sector will play the most significant role in the funding of the new transport infrastructure in Birmingham.



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## 5 Public Questionnaire

### 5.1 Overview

5.1.1 This chapter presents a summary of the views expressed in responses to the questionnaire that was available on the BeHeard website throughout the consultation period and in hard copy format in libraries and at the exhibitions.

### 5.2 Responses

5.2.1 In total, the city council received 428 responses to the public questionnaire. Of these, around two-thirds (68% or 291 responses) were submitted online via the BeHeard website, and the remaining 32% (137 responses) were submitted on paper.

5.2.2 The home locations of respondents have been plotted to understand their geographic spread. The data shows that the majority of respondents come from the Birmingham City Council area (Appendix A). However, some respondents come from further afield, mainly from the wider West Midlands area, but also from locations such as Stafford and Wrexham. When considering the Birmingham City Council area in more detail, it is evident that responses have been received from across the local authority area.

5.2.3 A brief summary of respondent demographics illustrates that:

- Age: a spread of ages is represented in the responses. The most represented age group is 35-44, accounting for over one fifth of respondents (21%). Younger people are less well represented, with under 25s making up 5% of the total respondents. It is evident that the under 25 age group is less well represented within the sample than within Birmingham as a whole where, according to the 2011 census, 38% of residents are under 25.
- Gender: males were more likely to respond to the consultation than females (males account for 59% of all respondents). When compared with 2011 census data for Birmingham (where 51% residents are female and 49% male), it is evident that, proportionally, there are more males within the sample than within Birmingham as a whole.
- Ethnicity: a mix of ethnicities are represented in the consultation responses, with the majority of respondents who provided the relevant details (76%) identifying themselves as being of White British ethnicity. The ethnicity profile of respondents is broadly reflective of Birmingham as whole though the proportion of those describing themselves as White British is above the Birmingham average (53% according to 2011 census data), and consequently other ethnic groups are less well represented (e.g. 12% of respondents are Asian/Asian British, compared to 27% in the city as a whole; 4% of respondents are Black/African/Caribbean Black British compared to 9% in the city overall).

5.2.4 An examination of the main mode of transport used demonstrates that respondents use a range of modes, with the most frequently stated 'usual mode' being car/ van drivers (37% of respondents), followed by bus users (22%). Cyclists are well represented among respondents (12% identify cycling as their main mode of travel). When compared with the 2011 Census method of travel to work data (calculated as the proportion of residents who travel to work by each mode<sup>4</sup>) it is evident that the representation of most modes of travel is broadly similar within the sample as it is within Birmingham as a whole, though there is an under-representation of car drivers (58% of the working population

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<sup>4</sup> it is noted that the Census data is not directly comparable as it is based on travel to work only

within Birmingham as a whole usually travel to work as car drivers) and an over-representation of cyclists (2% within Birmingham as a whole).

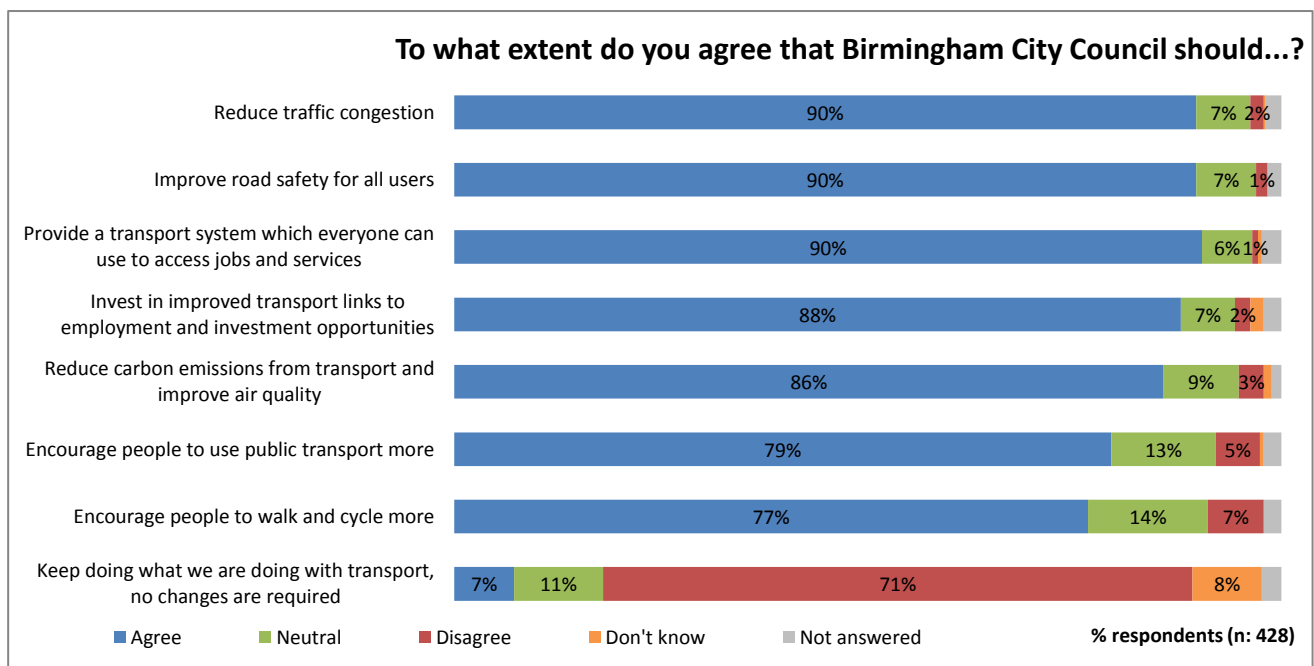
## 5.1 Consultation findings

5.1.1 This section sets out the consultation feedback captured via the responses received to the questionnaire. It should be noted that the focus is on the closed questions, the majority of which were presented as statements, on which respondents were asked to express their opinions using a scale of strongly agree through to strongly disagree. For simplification, the totals of 'strongly agree' and 'agree' have been combined into 'agree'; likewise 'strongly disagree' and 'disagree' have been combined and presented as 'disagree'. Analysis of the responses to the open questions will be presented in the full consultation report.

### Attitudes towards BMAP

5.1.2 Overall, there is strong support for the transport system to be improved, particularly with regard to *reducing traffic congestion, improving road safety for all users* and providing an equitable transport system (i.e. one which *everyone can use to access jobs and services*), 90% of respondents stating that they 'strongly agree' or 'agree' with each of the relevant statements. In fact only 7% of respondents agree (and 71% disagree) that the city council should *keep doing what we are doing with transport, no changes are required*, as shown in Figure 5-1. There is a strong overall consensus for change to the city's transport system.

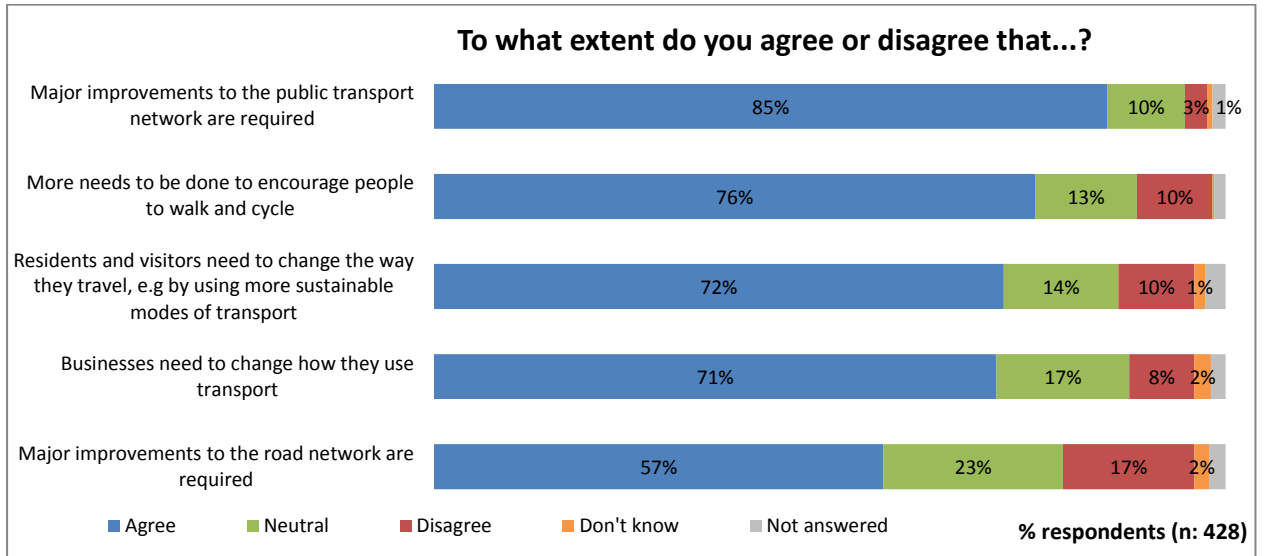
**Figure 5-1: Views on the need to improve transport**



5.1.3 When asked about the type of improvements that are needed in Birmingham, respondents demonstrate very strong support for the public transport network to be improved (85% agree that *major improvements to the public transport network* are required). There is also support for improvements to walking and cycling facilities (76%), as shown in Figure 5-2.

5.1.4 Respondents generally agree that *residents and visitors need to change the way they travel* (72%) and that *businesses need to change how they use transport* (71%). There is less support for the need for *major improvements to the road network* (57% agree and 16% disagree with the statement).

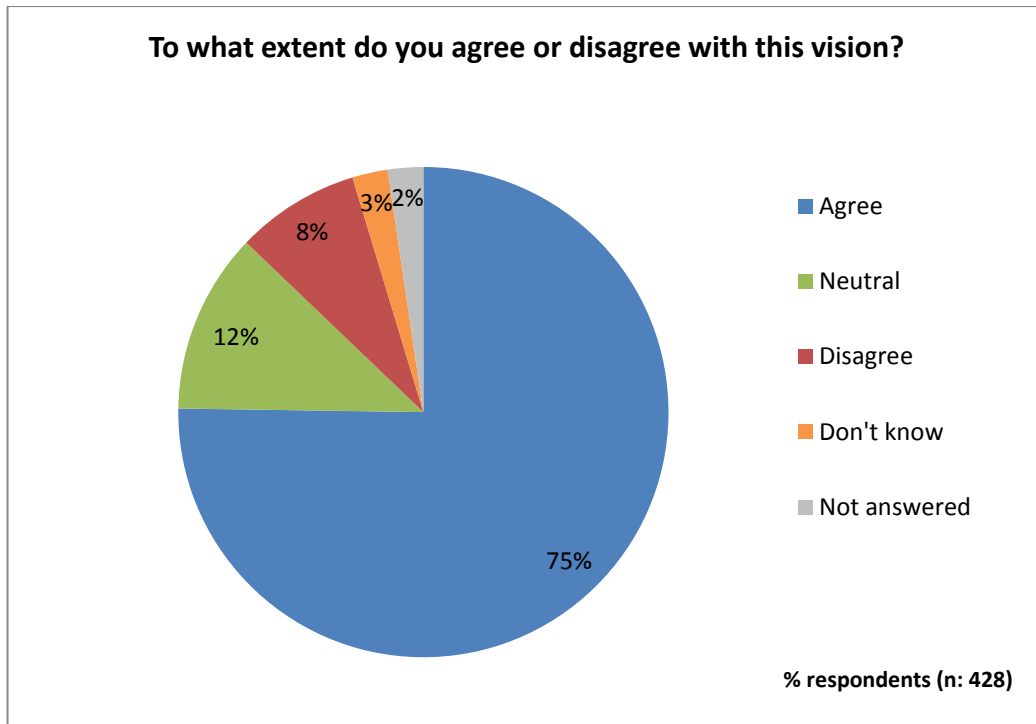
**Figure 5-2: Views on how transport should be improved**



### BMAP Vision and Objectives

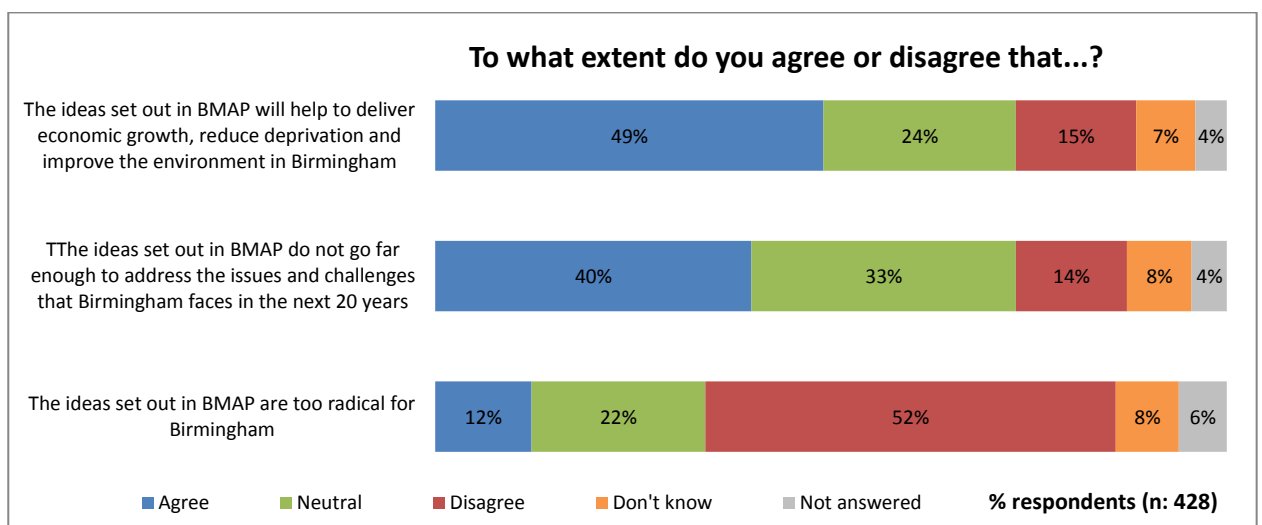
5.1.5 Feedback clearly demonstrates that there is support for the BMAP vision with a total of 75% of respondents agreeing with the vision stated in the Green Paper. Just 8% (35 individuals) disagree with the vision (Figure 5-3).

**Figure 5-3: Support for the BMAP vision**



- 5.1.6 Respondents were asked to select which of the five BMAP objectives is most important and the results shows that *healthy* and *equitable* are the most popular, each being selected by just over a quarter of respondents. *Efficiency* is the third most frequently selected (20%). Respondents are less likely to select *attractive* and *sustainable* as the most important objective (12% in each case).
- 5.1.7 Respondents were also asked to state their agreement with a series of statements in relation to the overall BMAP vision. The data shows that while respondents to some extent feel that BMAP will be *effective in delivering economic growth, reducing deprivation and improving the environment* (49% agree with the relevant statement; 15% disagree), there is some feeling that it *does not go far enough to address the issues and challenges that Birmingham will face over the next 20 years* (40% agree with the statement; 14% disagree). This view is also supported by the finding that only 12% of respondents agree that *the ideas set out in BMAP are too radical for Birmingham* and 52% disagree.

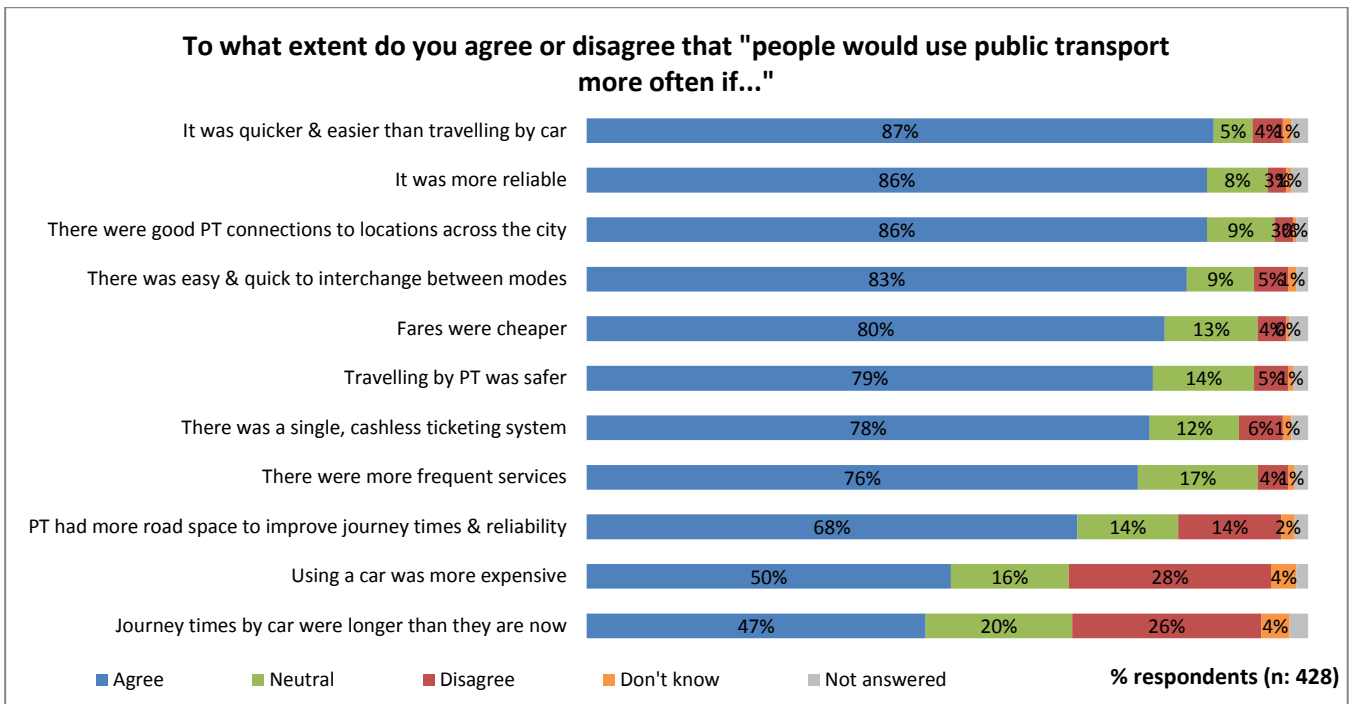
**Figure 5-4: Views on BMAP vision**



### Realising the Vision: Encouraging Sustainable Travel

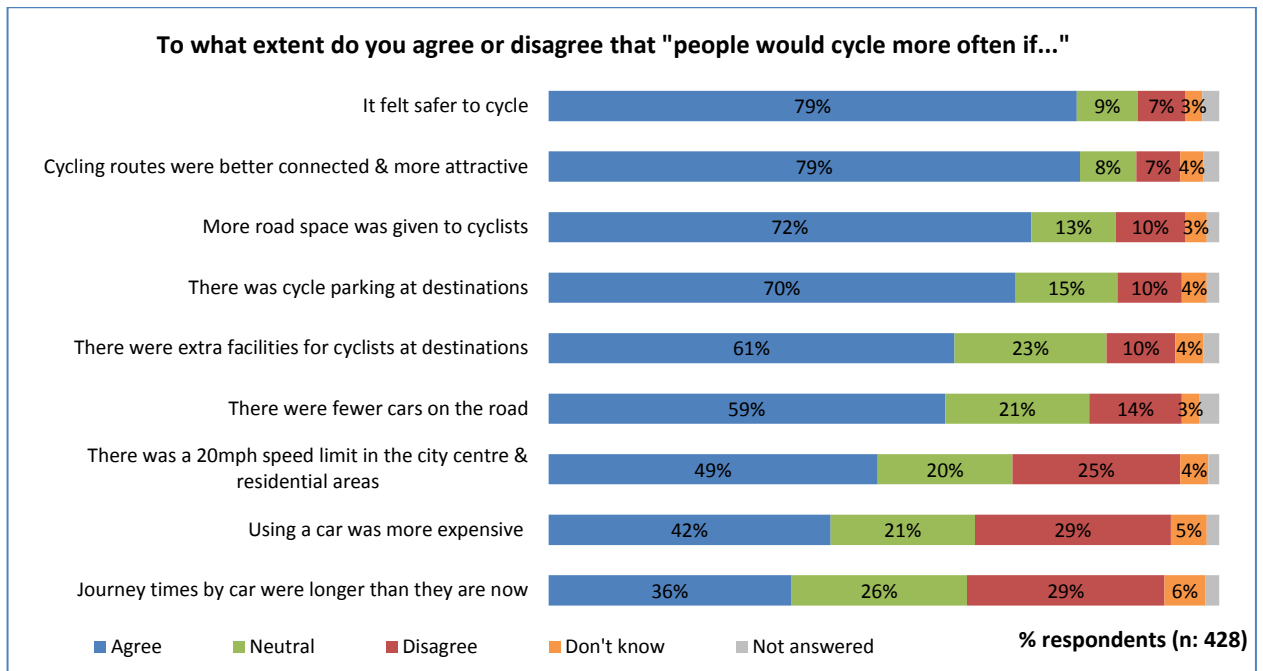
- 5.1.8 The questionnaire sought to understand how Birmingham's residents could be encouraged to travel more sustainably, asking them to state whether people would use different modes if a series of public transport, walking and cycling measures were provided.
- 5.1.9 Firstly, with regard to public transport (Figure 5-5), respondents support the need to improve the quality of public transport, and in particular believe that people would use it more often *if it was quicker and easier than travelling by car* (87%), there were *good public transport connections to locations across the city* (86%) and services were *more reliable* (86%).
- 5.1.10 However, there is notably less support for measures that would discourage car use. Half of respondents agree that they would use public transport more *if using a car was more expensive* (e.g. parking, cordon charges) and 47% *if journey times by car were longer than they are now*. Just over a quarter of respondents disagreed with both of these statements.

**Figure 5-5: Views on measures to encourage greater use of public transport**



- 5.1.11 When considering cycling, again it is evident that respondents are more supportive of measures to *improve cycling facilities*, in particular *safety* improvements (79%) and actions to *improve connectivity and attractiveness* of cycle routes (79%), than measures to discourage car usage (Figure 5-6) .
- 5.1.12 In contrast, 42% of respondents believe that people will cycle more often *if car use becomes more expensive*, and just 36% *if journey times by car are longer than they are now*. Despite the strong support for increased safety measures, there is a much lower level of support for the introduction of a *20 mph speed limit* in the city centre and residential areas (49% agree that this would encourage people to cycle more).

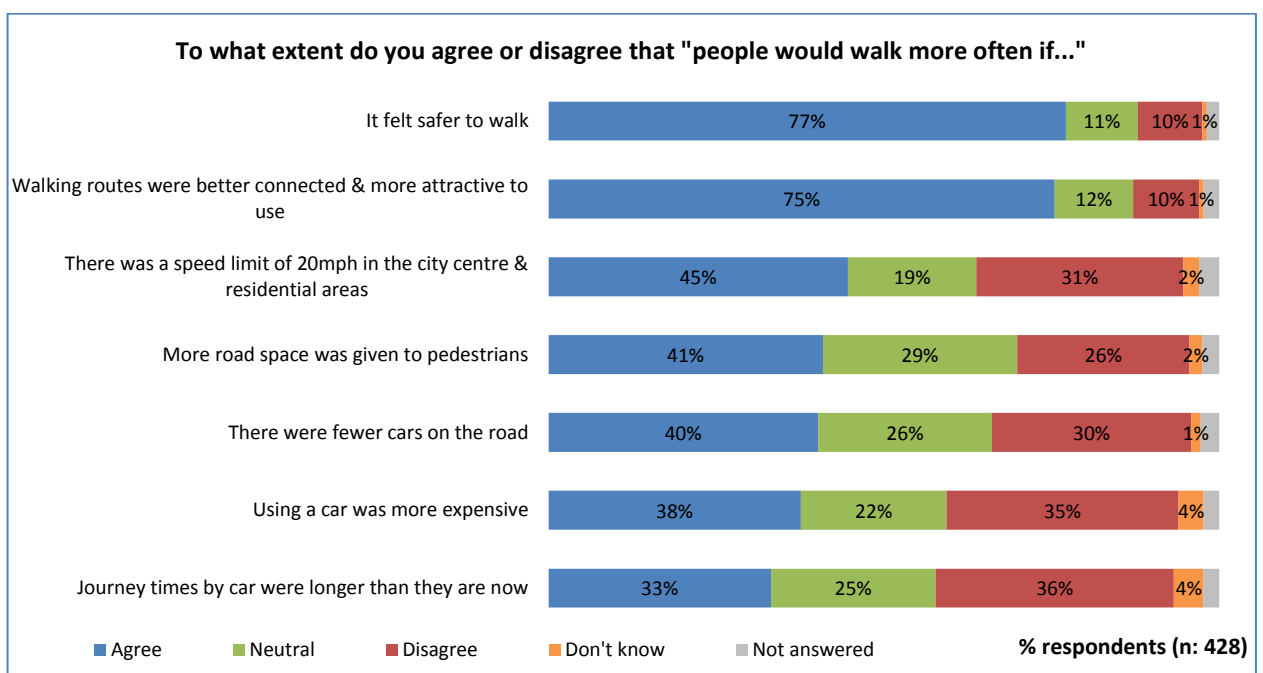
**Figure 5-6: Views on measures to encourage greater cycling activity**



5.1.13 Similar views are expressed in relation to measures to encourage walking (Figure 5-7). The two stand-out improvements that would make people walk more are *if it felt safer to walk (77%)* and *if walking routes were better connected and more attractive to use (75%)*. *Making journey times by car longer than they are by now* is the only suggested measure with which more people disagree than agree (36% disagree compared to 33% agree).

5.1.14 It is apparent that for all modes, there is a keen interest in 'carrots' – i.e. improvements to quality of service, price, that improve the journey experience, but penalties, or 'sticks' are not well accepted.

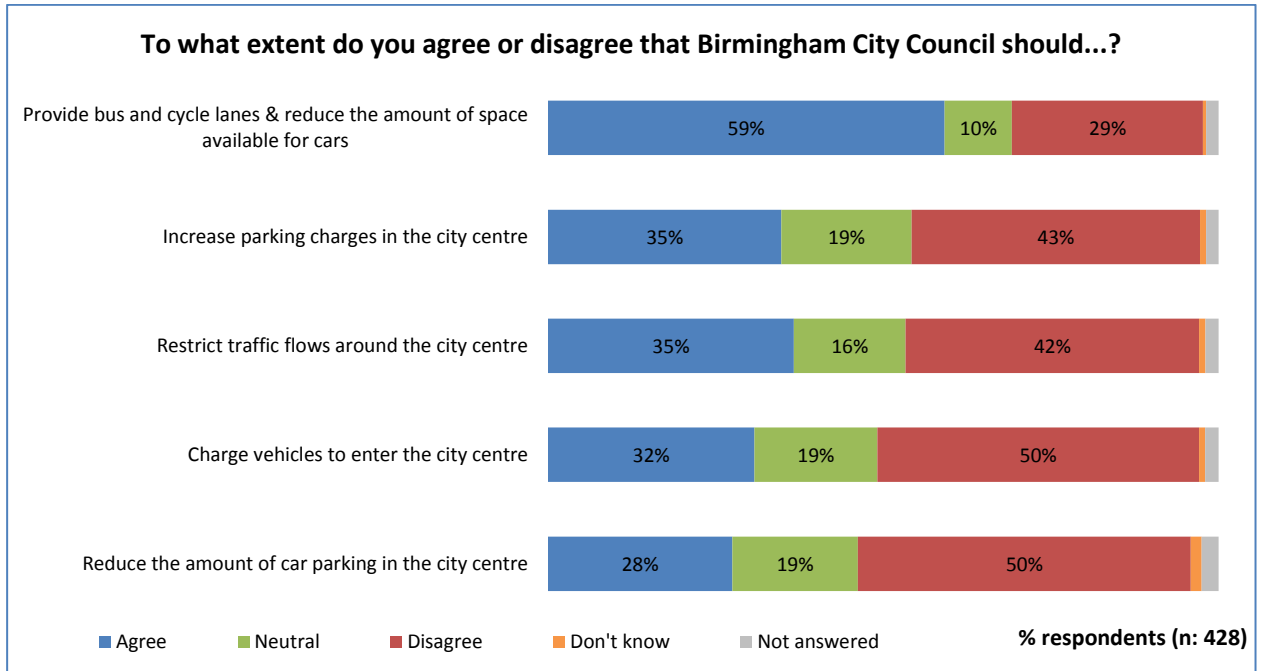
**Figure 5-7: Views on measures to encourage greater walking activity**



## Realising the Vision: Measures to Discourage Car Use

5.1.15 Respondents were asked to consider what actions the city council should take to actively discourage driving into and around the city if sustainable travel options were significantly improved. The results (Figure 5-8) show that there is limited support for all such measures. Of the options listed in the questionnaire, respondents are most likely to agree that the city council should reduce the amount of road space available to cars (59%). There is considerably less support for the introduction of charges for vehicles wishing to enter the city centre (32%) and reducing the amount of car parking in the city centre (28%).

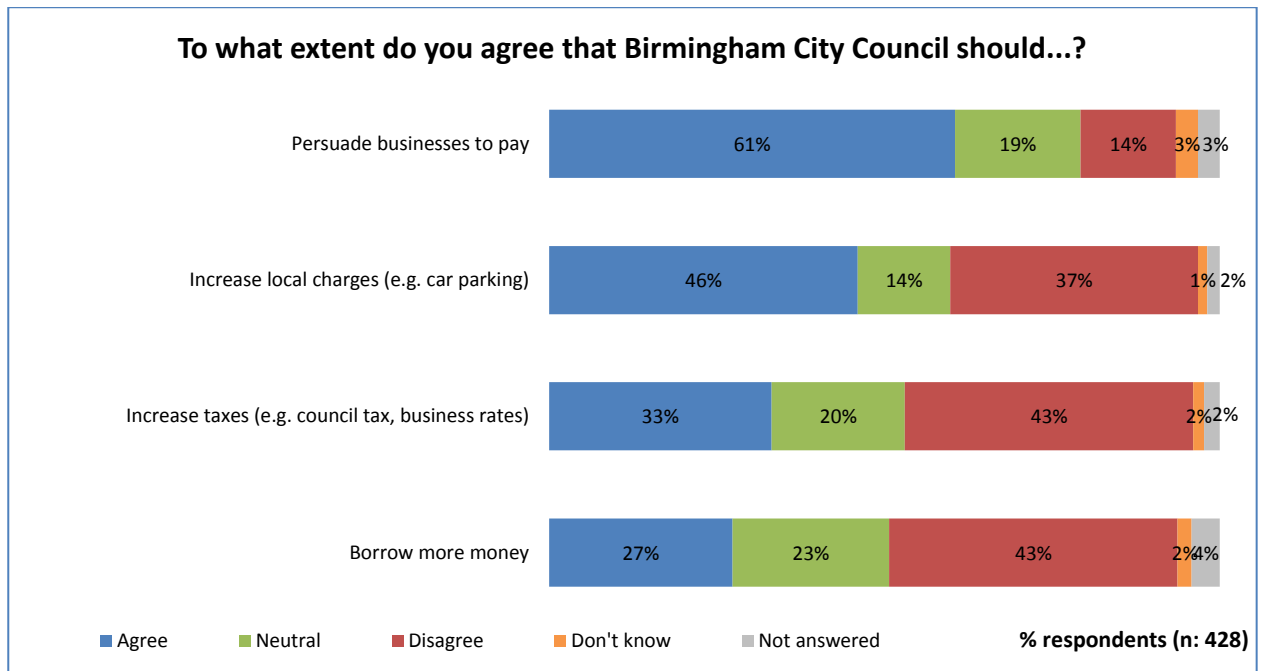
**Figure 5-8: Views on measures to discourage car use**



## Realising the Vision: Funding

5.1.16 When asked to state how the city council should fund the improvements to Birmingham's transport network, respondents are most likely to highlight the role of the private sector (61% agree that the city council should encourage businesses to pay for the improvements). Respondents are least likely to be supportive of the city council borrowing more money (27% agree) and increasing taxes (33% agree). There is also limited support for increasing local charges, with 46% of respondents agreeing that this is something the city council should do to fund the improvements.

**Figure 5-9: Views on potential sources of funding**



## 5.2 Summary

- 5.2.1 The public questionnaire yielded a good level of response (428 responses), which compares favourably with other the city council transport consultations. On the whole, respondents agree that major changes to transport, particularly public transport, are needed in Birmingham and are therefore supportive of the overall BMAP vision (75% are in agreement and just 8% disagree with the vision). With regard to the objectives, respondents identify 'healthy' and 'equitable' as being the most important.
- 5.2.2 Whilst respondents to some extent feel that BMAP will be effective in delivering economic growth, reducing deprivation and improving the environment, there is some feeling that it does not go far enough to address the issues and challenges that Birmingham will face over the next 20 years. Notwithstanding this, whilst there is recognition of the need for transport behavioural change, there is less support for BMAP to contain measures which penalise car use. Instead, respondents feel that by improving the quality of public transport, walking and cycling facilities, the citizens of (and visitors to) Birmingham will be more likely to travel sustainably. However, there is also an appreciation of the importance of road space allocation in encouraging mode shift.
- 5.2.3 Regarding funding, respondents are reluctant for the city council to fund the improved network by increasing local charges, taxes and further borrowing. Instead, respondents feel that the private sector has a key role to play.



## 6 Focus groups

### 6.1 Overview

- 6.1.1 This chapter sets out the findings from the four focus groups undertaken with around 100 members of the public from across Birmingham.
- 6.1.2 Four focus group events were held as part of the BMAP consultation - one in each city quadrant - north, south, east and west Birmingham - with participants recruited from across the wards comprising each quadrant. The main city centre wards of Nechells and Ladywood were included within the focus group for the west of Birmingham. The focus groups events were held in easily accessible venues within each quadrant in January 2014.
- 6.1.3 Participants were randomly selected by specialist market research recruiters according to set socio-demographic criteria to ensure a good balance and broad geographic spread of respondents was achieved. The proportion of participants in employment (57%) reflects that of Birmingham as a whole where 57.5% of the population is in employment<sup>5</sup>. The socio-demographics of respondents are set out within Table 6-1 below.

**Table 6-1: Socio-demographic characteristics of focus group participants**

		Number of participants	Percentage of participants
<b>Gender</b>			
Male		43	44%
Female		55	56%
<b>Age</b>			
18-24		19	20%
25-44		38	39%
45-64		35	36%
65 and above		5	5%
<b>Socio-economic group</b>			
B		11	11%
C1		29	30%
C2		24	25%
D		14	14%
E		19	20%
<b>Ethnicity</b>			
White	British	68	70%
	Any other white background	2	2%
Mixed	White and Black Caribbean	1	1%
	White and Asian	0	0%
Asian or Asian British	Indian	2	2%
	Pakistani	2	2%
	Any other Asian background	10	10%
Black or Black British	Caribbean	1	1%
<b>Employment status</b>			
In full-time employment		37	38%
In part-time employment		18	19%

<sup>5</sup> Source: Birmingham City Council Economic Update: November 2013

	Number of participants	Percentage of participants
Homemaker with children	10	10%
Homemaker with children and student	1	1%
Student	6	6%
Student/ in part-time employment	1	1%
Unemployed / unemployed looking for work	11	11%
Unemployed looking for work	7	7%
Retired	13	13%

6.1.4 The focus groups events were based around several interactive presentations and small group discussions/tasks, for which participants were split into three discussion groups, each led by an experienced facilitator. During the main presentation, participants were asked to give their views on a number of questions, many of which mirrored the questions asked in the stakeholder workshops and the public questionnaire. Some of the headline results are presented within this chapter, along with a summary of the points raised during the discussions.

## 6.2 Consultation Findings

### Existing Travel Behaviour

- 6.2.1 At the recruitment stage potential participants were asked to state their primary mode of travel in order to ensure a mix of modes that represented Birmingham as a whole as closely as possible. In addition, during the focus groups, interactive voting software was used to determine the existing travel behaviour of participants in order to stimulate thinking about transport issues and provide a guide as to the motivators behind the comments made during discussions. The results reveal that:
- Participants are regular car users though not all own a car (e.g. 88% travel by car at least once a week but 29% live in a non-car owning household);
  - There are mixed levels of bus use among participants (e.g. 54% travel by bus at least once a week though 38% rarely/never travel by bus);
  - The majority of participants use trains relatively infrequently (16% travel by train at least once a week while 53% rarely/never travel by train);
  - Participants regularly walk for more than 10 minutes (88% do so at least once a week);
  - Participants rarely cycle (15% cycle at least once a week, while 71% rarely/never cycle) though a number do have access to a bike.

### Improving Strategic Connectivity

- 6.2.2 A key aim of the focus groups was to understand barriers to the use of sustainable transport and therefore the extent to which the BMAP strategy includes measures to address these barriers. To this end, participants discussed the issues they face using Birmingham's transport network and why they do not currently make more use of sustainable modes.

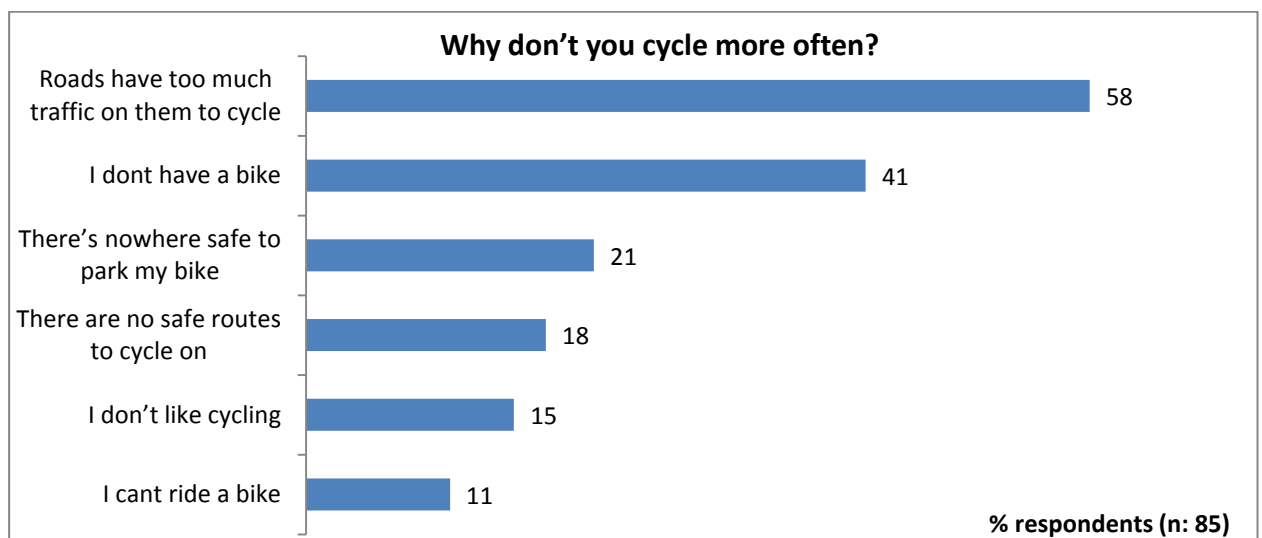
## Walking

- 6.2.3 Participants lacked any great strength of opinion about walking. Views were mixed and some groups felt there is “nothing wrong” with the pedestrian environment at the moment. Others highlighted that journey lengths are a key barrier, along with personal safety concerns, especially at night. Issues with the maintenance of footways were also mentioned. The works in the city centre are a problem in terms of frequent diversions and poor signage during works. Pedestrian overcrowding is experienced in the city centre and several people have concerns about drivers not stopping at red lights and zebra crossings. A number of participants referred to issues with school gate congestion and the conflict between pedestrians and motorists.

## Cycling

- 6.2.4 Generally speaking, the majority of participants do not see cycling as a viable mode of travel in Birmingham and they do not feel that there is much of an appetite for cycling in Birmingham as elsewhere. Personal safety and security are the main barriers to cycling, intrinsically linked to busy traffic and a lack of quality, safe, off-road routes. Existing routes are reported to be discontinuous and not to form a coherent network.
- 6.2.5 Other barriers to cycling mentioned are seasonality/ weather and difficulty carrying shopping on a bike. There are also concerns about cycle security and lack of places to park a cycle – including insufficient choice of locations in the city centre.
- 6.2.6 As few of the participants are cyclists themselves, a number view cyclists as a hindrance to other road users. Some feel that cyclists put pedestrians at risk by riding on pavements. Cyclists are also considered to ‘get in the way’ of traffic and create road safety issues. There is a general perception that there is a lack of education about cycling for both children (particularly secondary school age) and drivers.
- 6.2.7 During the presentation, participants were asked to state why they do not cycle more often (they could state more than one reason from a list of response options). Analysis (Figure 6-1) shows that for more than half of respondents (58%) the volume of traffic on the roads is a deterrent to cycling. A total of 41% of respondents do not cycle more often as they do not have a bike. A lack of cycling infrastructure is noted as being an issue with 21% of respondents stating that there is *nowhere safe to park their bikes* and 18% stating that there are *no safe routes on which to cycle*.

**Figure 6-1: Reasons for not cycling more often**



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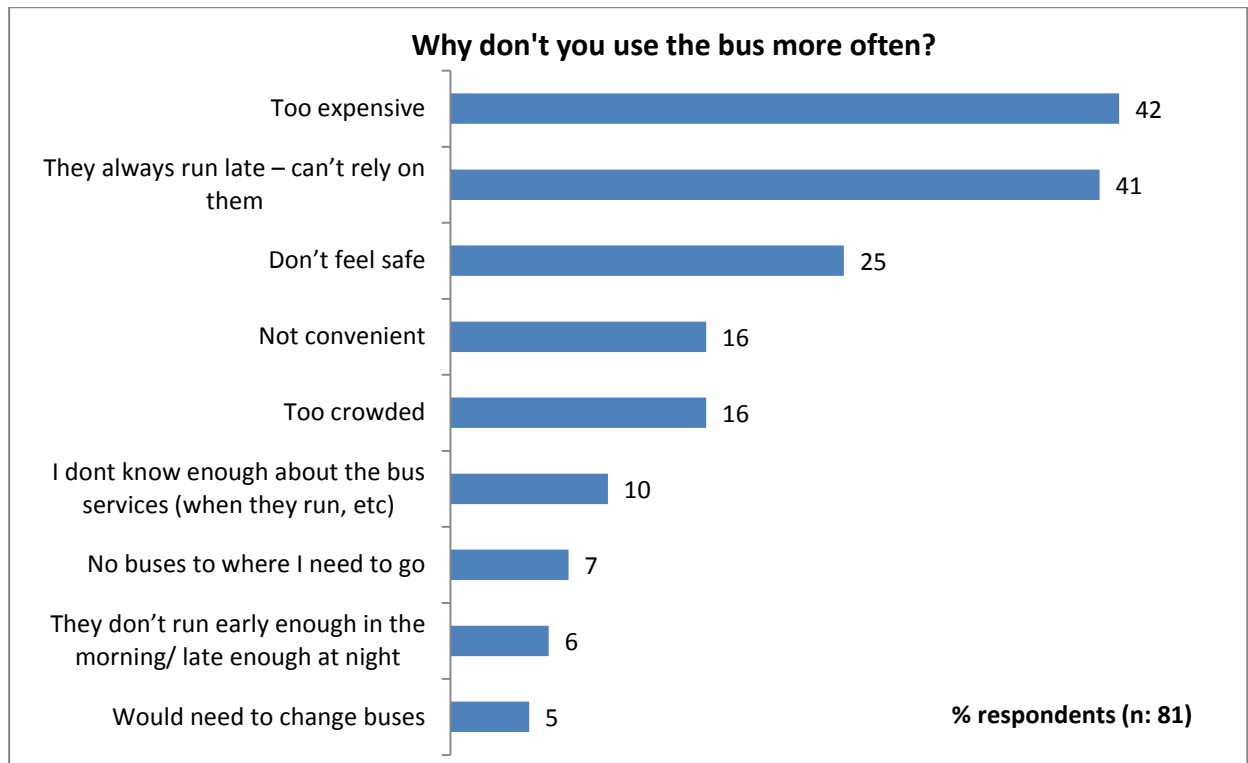
## Bus

- 6.2.8 A high number of participants, including both bus users and non-users, have very poor experiences and perceptions of bus services in Birmingham. Fear for personal safety is one of the key areas of dissatisfaction with or deterrents for using bus services. Many participants report noise, smoking, antisocial behaviour, media stories (or experiences) of people being attacked on buses, etc. Several car users said they 'would do anything to avoid taking a bus' and a number would 'never go upstairs' on a bus.
- 6.2.9 There is a general feeling of intimidation. Many feel drivers and passengers do not treat one another with mutual respect. Drivers rarely intervene in problems. It is evident that school children on buses are considered to be a source of many of the problems on buses and therefore the idea of separate school buses is popular and mentioned often.
- 6.2.10 Many find buses dirty and smelly and peak hour overcrowding into the city centre is mentioned numerous times. Participants also frequently mention issues around buggies, with some wanting more space and others feeling that these add to crowding. Overcrowding is generally felt to be an issue on bus services.
- 6.2.11 The cost of bus services is a common area of complaint; they are considered to offer poor value for money, particularly when travelling in a group or as a family (compared to parking all day in the town centre for £4). Prices are felt to 'keep on rising' with the quality of service not being reflected in the fares. The cost of short journeys is a particular issue. Many called for concessionary fares for under 18s, particularly those in education. There were some comments about poor information on services (particularly since there have been changes to town centre bus stop arrangements) and about services on key routes needing to run 24 hours.
- 6.2.12 A number of participants raised issues relating to journey times. They feel that buses can get caught in congestion, are frequently delayed, have to stop frequently to let people on and off and they take indirect routes to destinations. However, a number of participants recognise the benefits of bus lanes in improving bus journey times and therefore the quicker journey times afforded by buses compared to cars.
- 6.2.13 As a quantification of the above discussions, participants were asked to state why they do not use the bus more often<sup>6</sup>. Analysis (Figure 6-2) shows that cost and unreliability are the key issues, being selected by 42% and 41% of respondents respectively. Personal security is another key issue (25%), followed by a lack of convenience (16%) and overcrowding (16%).

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<sup>6</sup> Note that respondents were able to select more than one reason from the list of response options so the sum total of the percentages exceeds 100%

**Figure 6-2: Reasons for not using the bus more often**

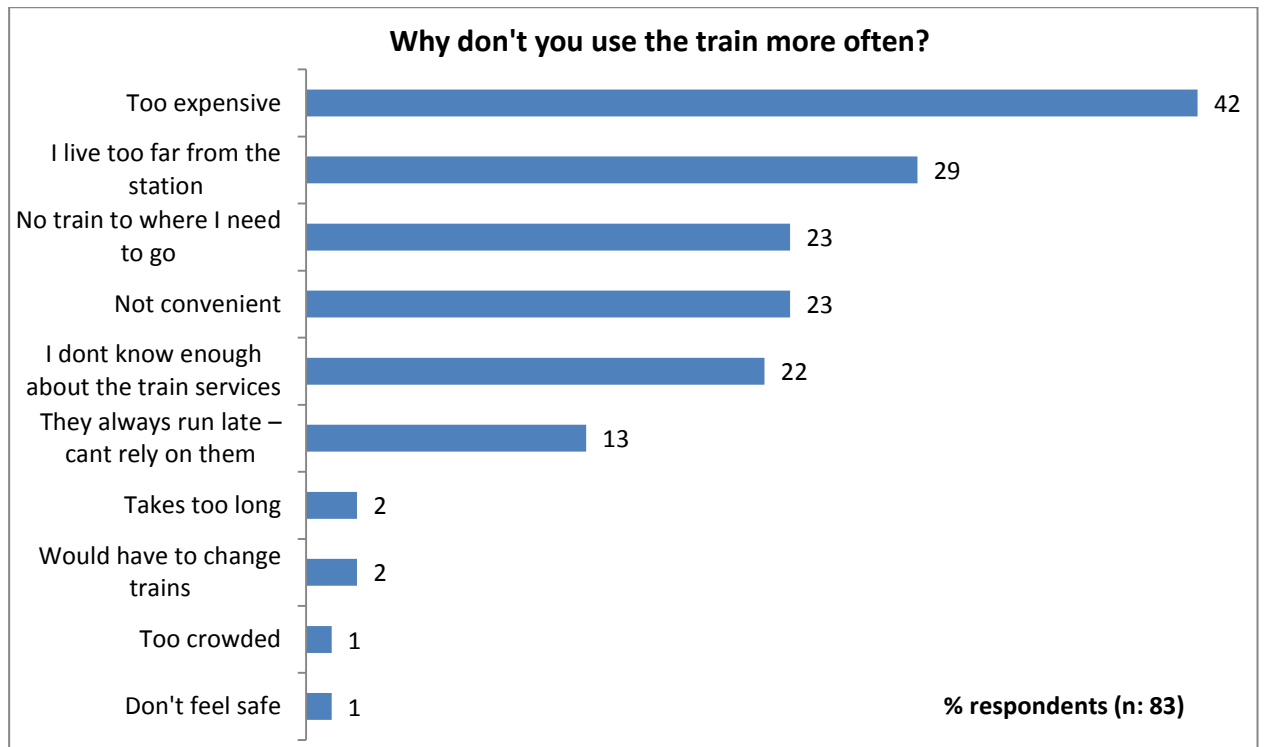


## Train

- 6.2.14 Rail travel is general perceived as better quality than bus, but still expensive (with cost being the main barrier). There are some concerns about personal safety and the quality of waiting facilities, but they are less commonly cited. On the whole, participants have limited experience of rail services, tending to use them for infrequent, longer distance journeys rather than for day to day travel. For many, there is a no train station or rail link within easy reach of their home.
- 6.2.15 Reliability is an issue for many, along with overcrowding, especially at peak hours into and out of the city centre. Some areas lack local rail services and some would like to see trains run later. The potential for park and ride (including rail based) is believed to be unrealised. Some participants commented that rail services can be confusing to use, particularly at large stations such as New Street.
- 6.2.16 When asked why they do not use the train more often, the results (Figure 6-3) clearly show that cost is the key issue, with 42% of respondents selecting this reason<sup>7</sup>. Around 30% are unable to easily access the rail network, living too far from a station, and a number (23%) feel that train services do not serve the destinations they need to access. Trains are also considered to be inconvenient (23%). Lack of knowledge of train services is a further barrier to use (22%). It is notable that train services are not perceived to be affected by the issues of unreliability, safety and overcrowding to nearly the same extent as bus services, though it is recognised that overall, most respondents have less experience of travelling by train than by bus.

<sup>7</sup> Note that respondents were able to select more than one reason from the list of response options so the sum total of the percentages exceeds 100%

**Figure 6-3: Reasons for not using the train more often**



### Tram

6.2.17 There is generally much less experience of tram/Metro use among participants, but perceptions of trams tend to be better than those of bus services. Many support the need for a more widespread tram network. The existing lack of tram services in Birmingham is considered to be symptomatic of the issue that Birmingham lags behind other UK cities, such as Manchester and Sheffield, in terms of its transport provision.

### Car travel and congestion

6.2.18 In terms of car travel there are mixed views on congestion and the extent that it is felt to be a problem. Some consider it to be a problem only on the approach to and around the city centre; others report more wide spread issues.

6.2.19 Many consider congestion to be limited to a peak hour issue and the 'school run'. City centre parking is considered too expensive by some drivers, whilst others consider it to be more cost effective than other modes, e.g. £4/day to park is the same cost as travelling by bus and driving is quicker and more direct.

6.2.20 There is widespread support for more park and ride provision to serve Birmingham city centre. A lack of parking at railway stations designated for park and ride ('full by around 6am') was mentioned by a number of participants. A number of participants suggested the potential for car sharing, with some support for this being allowed in bus lanes (particularly where bus frequencies are low and this space is seen as wasted).

6.2.21 Generally speaking, there is an acceptance that living in a city like Birmingham, congestion is 'to be expected'. Although some participants expressed concerns about air quality, many either do not think about it or do not consider it to be a problem. This is true for the other impacts of congestion such as

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the effect on the economy, noise, road safety and unreliable journey times; whilst some people recognise them as key issues, for many they are just 'part of life'.

### **Taxis**

- 6.2.22 There are mixed views on taxis. Some groups – particularly young people who tend to travel in groups and pre-book for a fixed fee – find these useful and convenient. Others report taxis to be too expensive (particularly black cabs) and to have an unpredictable and 'inconsistent pricing structure'. Many worry that drivers take you an indirect route to increase costs. Many are also concerned about personal security.

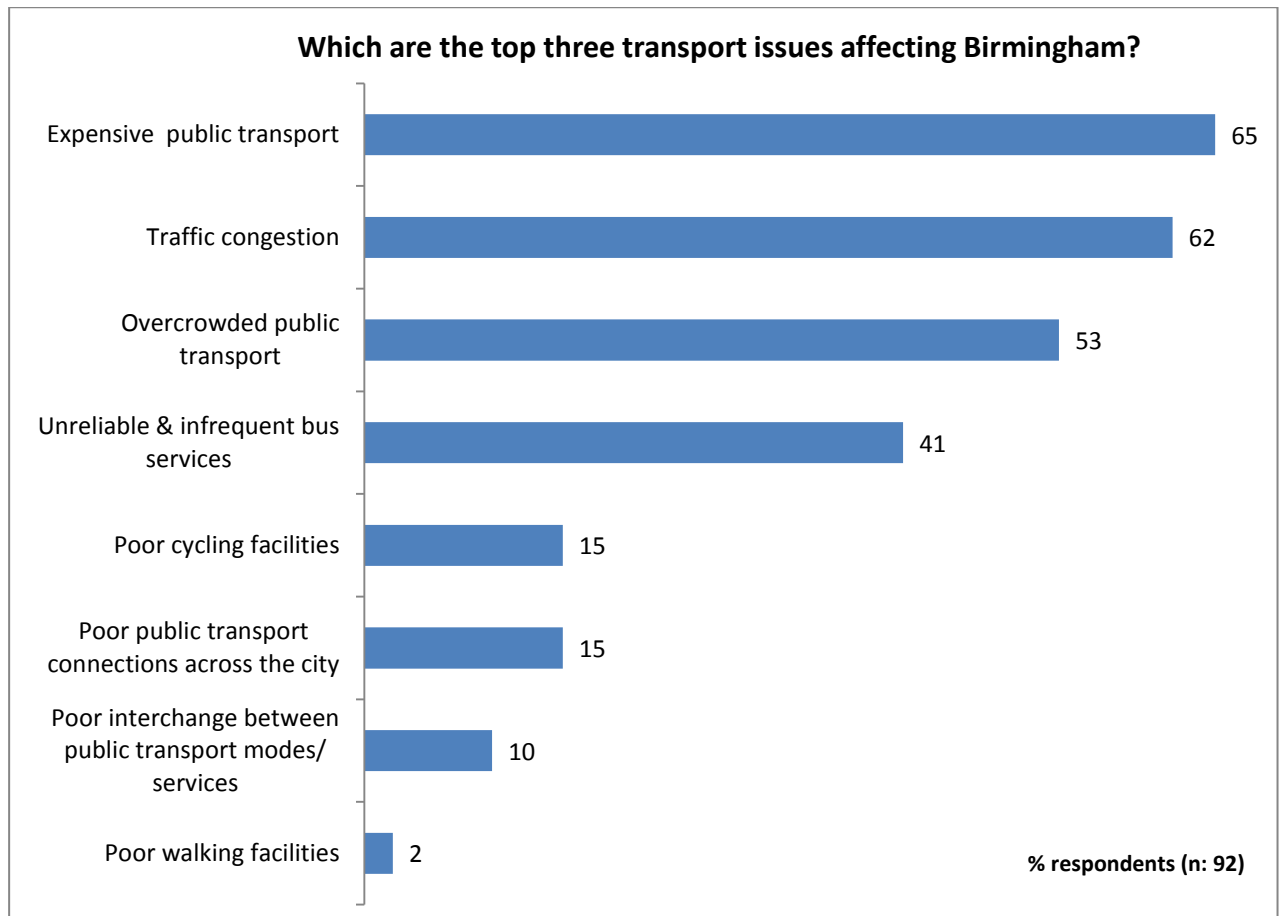
### **Key transport issues in Birmingham**

- 6.2.23 As a catch-all summary, participants were asked to select what they consider to be the top three transport issues affecting Birmingham<sup>8</sup>. Analysis shows that the key issue is cost, with almost two thirds of respondents (65%) identifying *expensive public transport* as a top issue. Although during discussions it was apparent that there were mixed views on the extent to which traffic congestion is an issue in Birmingham, 62% of respondents identified it as one of the top three transport issues affecting the city. Respondents also highlighted *overcrowded public transport* (53% of respondents) and *unreliable and infrequent bus services* (41%) as key issues.
- 6.2.24 Issues relating to cycle facilities are clearly not high on participants' agendas with only 15% of respondents considering *poor cycling facilities* to be one of the top three issues. Similarly, very few participants (2%) selected *poor walking facilities* as a key transport issue.

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<sup>8</sup> Note that as respondents were asked to select three reasons, the sum total of the percentages exceeds 100%

**Figure 6-4: Main transport issues affecting Birmingham**



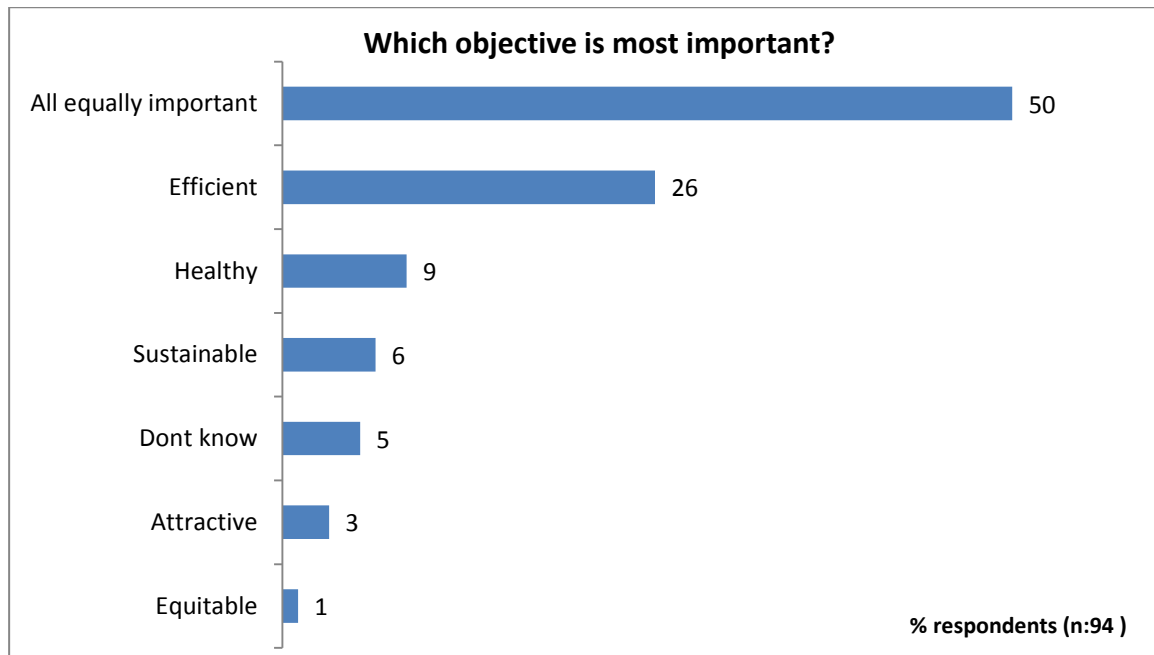
### Attitudes towards BMAP

- 6.2.25 Following discussions of the issues affecting Birmingham’s transport network, a presentation was given to outline the BMAP strategy and what it seeks to achieve. Analysis shows that, encouragingly, two thirds of respondents (67%) agree with the BMAP vision. Only 3% of respondents disagree with it and a quarter (24%) expressed a neutral opinion.
- 6.2.26 Like the stakeholders, participants were also asked to state which of the BMAP objectives is the most important<sup>9</sup>. As shown in Figure 6-5, half of all participants feel that all five objectives are *equally important* and where respondents did select a single objective, *efficiency* is markedly the most popular (26%).

<sup>9</sup> It is noted that respondents to the public questionnaire were required to select a single objective and no response of ‘all are equally important’ was permitted



Figure 6-5: Importance of BMAP objectives



## Prioritising Road Space

6.2.27 To understand the relative value of different road uses within the local community context, focus group participants all undertook a task to explore how road space should be allocated in a typical high street/local centre environment. The three discussion groups (at each event) were each provided with two mock-ups of an existing high street and asked to re-arrange the various road uses provided to better use the available space. They were provided with the following road uses: footways of different widths, on and off road cycle lanes, shared footway/ cycleways, parking lanes, lanes for general traffic, mass transit lanes (bus and Metro) and green verges. Key points from the ensuing discussions are summarised as follows:

- There is support for reducing (removing) car traffic on high streets - many feel that a pleasant environment favouring those shopping should be the key objective to ensure the economic viability of the high street. There is support for the removal of parking lanes as long as designated off-street parking areas are provided near the high street (with exceptions for the mobility impaired).
- Views vary about how much space should be maintained for through-movements by private vehicles, deliveries, etc. Some fear that reducing traffic on high streets could result in 'diverting traffic onto even less suitable routes via residential areas' or onto other congested routes, whilst others believe wherever possible a diversion to route traffic away from the high street environment should be sought. Some participants suggest that deliveries should be timed to avoid peak hours.
- There is limited support for providing parking lanes on a high street – they are viewed as slowing traffic, undermining pedestrian safety and are not required *within* the high street, providing parking is provided *near* the high street, or as part of park and ride facilities.
- There are mixed views on whether / how to support cyclists. Some see it as important to provide a designated lane for cyclists along the high street, however, others do not see cycle lanes as

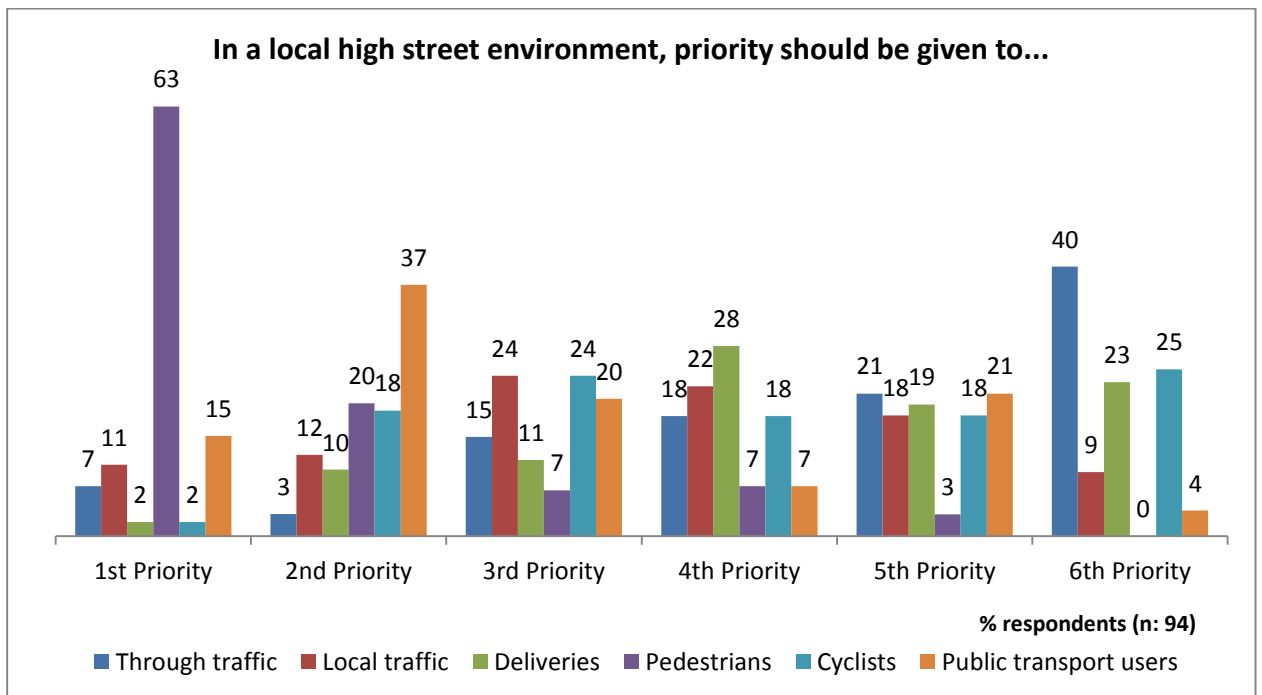
being a worthwhile use of space in this context (“people don’t and can’t cycle to the shops as they need to carry shopping”).

- There are also mixed views on the best public transport provision, with tram / Metro often favoured, but in some cases seen as perhaps not viable for local centres. There is strong support for good public transport links to and from local centres.
- Mixed views on who should manage car parking - many feel the Council should be responsible, to keep charges low and avoid ‘profiteering’ by private firms and charging inconsistencies. Others support privatised car parking. It is recognised that different solutions may be required for different high streets.

6.2.28 When examining the high street mock-ups produced in the groups (24 in total) it is evident that they tend to favour medium width footways over narrow or wide alternatives. There is a desire for some cycling provision, whether off-road, on-road or shared with the footway, and to allocate some road space to public transport, whether for bus based transit lanes or Metro. Providing for through traffic is seen as being more important than providing parking, with notably more mock ups providing lanes for traffic than providing on-street parking. Green space is a ‘nice to have’ rather than essential but there is some feeling that it could be integrated with the space reserved for pedestrians and cyclists.

6.2.29 Following the exercise, participants were asked to prioritise the different uses in a typical local high street environment. The results reinforce the messages from the discussions: pedestrians are the number one priority (63%), followed by public transport users, whereas through traffic is a much lower priority (40% of respondents selected this as their sixth priority).

**Figure 6-6: Views on how road space should be allocated in a typical local high street**



### Ideal transport system for the local area

6.2.30 Participants were asked to consider their ideal transport system in their local area and offer suggestions as to what this would comprise. Suggestions are summarised as follows:

- Address public transport quality issues – in particular, make buses safer, improve customer service, increase capacity on the public transport network, improve access for people with children and improve travel information. Participants would like public transport to be more frequent and more reliable and the cost of travel to be reduced, particularly for families. There is widespread support for an integrated smartcard ticketing system in Birmingham.
- Increase local tram and rail links across the city, with additional ‘express’ bus services for longer distance journeys.
- Invest in cycling – to provide more segregated cycle lanes, convenient, secure cycle parking at destinations and Bikeability training in all schools. A ‘hearts and minds’ campaign to encourage better driver attitudes to cyclists and increase desire to cycle (or use other sustainable options) was mentioned several times.
- Address the impact on the transport network of school travel - 20mph limits around all schools, better management and formalisation of school parking to make it easier for parents dropping off, reduce the inconvenience for others living and travelling locally and to make walking to school safer. Better maintenance of pavements is also important, with schools (infant and primary) continuing to incentivise walking and teachers to lead by example. There is widespread support for the introduction of American-style school buses.

### Ideal transport system in the city centre

6.2.31 During the discussions, participants were also asked to consider what would make the ideal transport system within the city centre. The key points identified can be summarised as follows:

- A car free city centre with parking both around the outskirts and further out, along with some form of courtesy link around the city centre (either bus, tram or monorail), linking the parking and different areas of the city centre. More widespread park and ride operating ‘further out’, including increased provision for rail station parking. There is support for exceptions in the car free core for low emissions shuttles, delivery vehicles and disabled motorists.
- High quality mass transit into the city centre, particularly tram based.
- Integrated public transport system with ‘Oyster type’ ticketing linked to a rewards scheme. Reduced fares/concessions/offers.
- Improved way finding in the city centre, as found in other cities.
- More cycle parking in the city centre.
- Mixed views on the role of cycling to the centre (many cannot see past the current lack of continuous routes into the centre and incompatibility of cycling with carrying shopping). However some support more continuous routes and some better use of the canal network for better linkage into the city centre. There is some interest in a cycle hire scheme.
- Improve general public transport quality, frequency, reliability, management and information and reduce overcrowding. Improved information is also seen as particularly important to the city centre, with some confused by recent changes and relocation of the travel information centre.

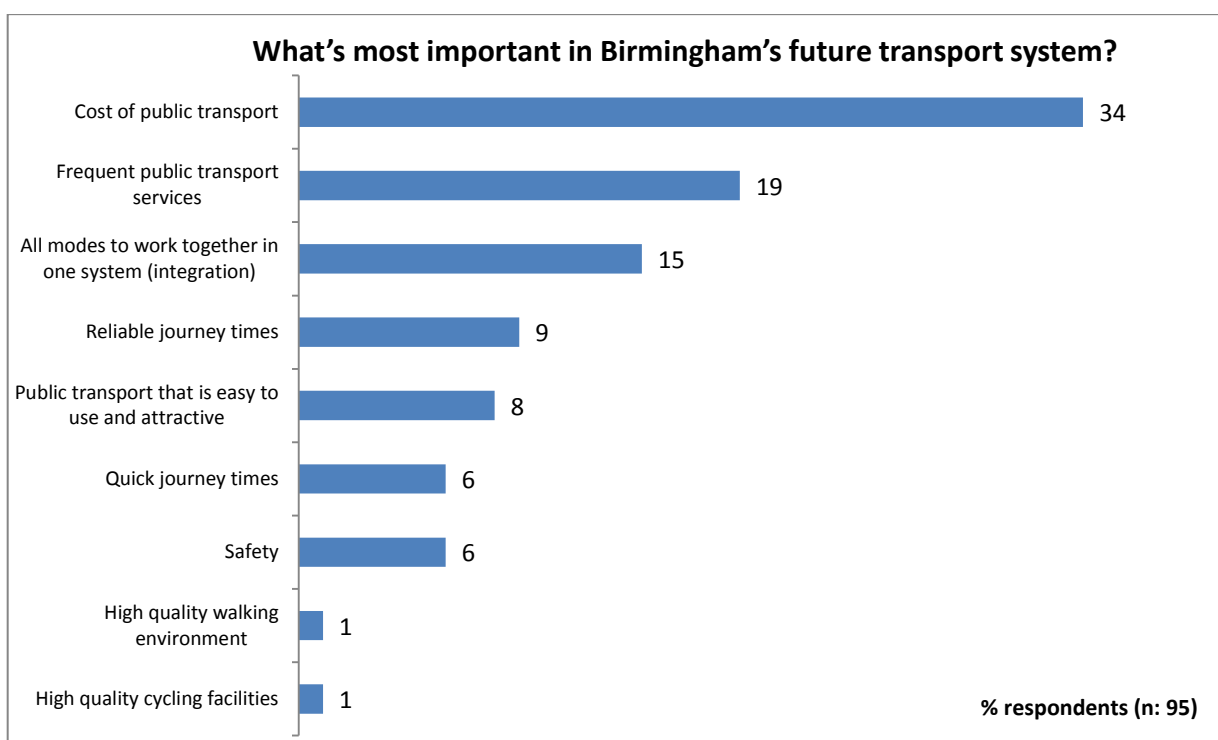
### Realising the Vision: Priorities for Action

6.2.32 To summarise the discussions and identify priorities for action, focus group participants were asked to agree the top five actions for encouraging people to travel more sustainably. The most commonly made suggestions were as follows:

- Improve safety on public transport and at stops / interchanges;
- Better quality, cleaner and more attractive public transport;
- Reduce public transport costs / fairer fare structure;
- More reliable and frequent public transport;
- Incentives to try public transport / reward scheme;
- Integrated public transport system and ticketing;
- Better transport information (online, apps, paper, on street within city centre, walking and cycling routes);
- More off-road cycle lanes, information about cycling in Birmingham and secure cycle parking;
- Park and Ride (bus, rail and Metro based); and
- Deal with the negative impact of the public transport operator profit impetus (discourages quality and reinvestment).

6.2.33 To gain quantitative data on this topic, participants were asked to vote on what they consider to be most important aspects of Birmingham's future transport system (Figure 6-7). The results again highlight that *cost of public transport* is the key factor (as stated by 34% of participants). Other key elements are considered to be *frequent public transport services* (19%) and an integrated transport system (15%).

**Figure 6-7: Views on the most important aspects of Birmingham's future transport system**

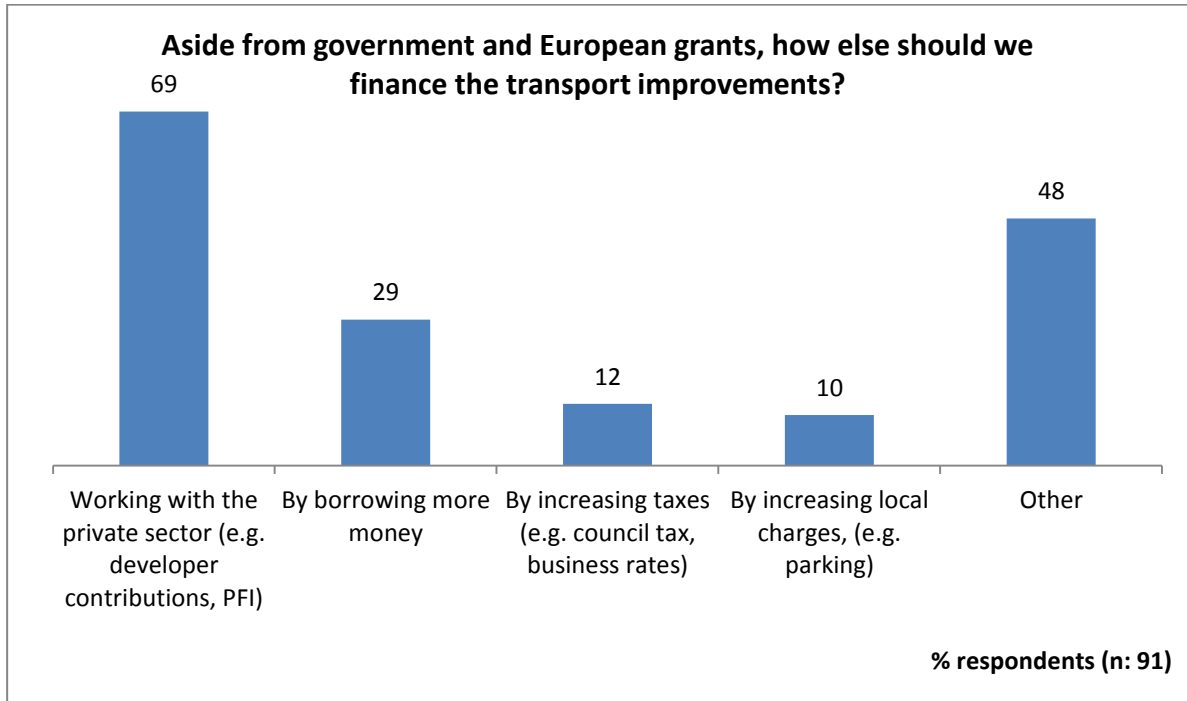


### Realising the Vision: Funding

6.2.34 Though the focus group discussions did not delve deeply into the more strategic issues such as funding for the transport improvements, participants were asked to state their views on the strategic delivery elements of BMAP during the presentation (the questions were similar to those asked of stakeholders).

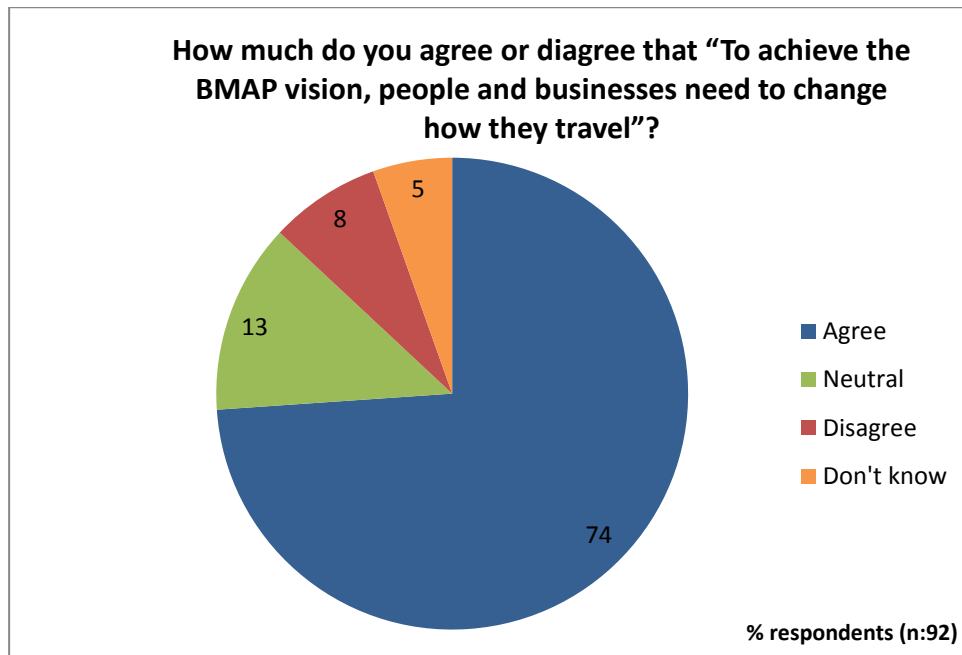
6.2.35 The results demonstrate that *working with the private sector* is the preferred method of financing the transport improvements (69%), as shown in Figure 6-8. Less popular options are *increasing taxes* (12%) and *increasing local charges* (10%). Almost half of participants would like to see other funding streams sought. Suggestions included a Birmingham lottery (this was spontaneously suggested in every session) and public transport operators investing more of their profits back into services and infrastructure.

**Figure 6-8: Views on potential sources of funding**



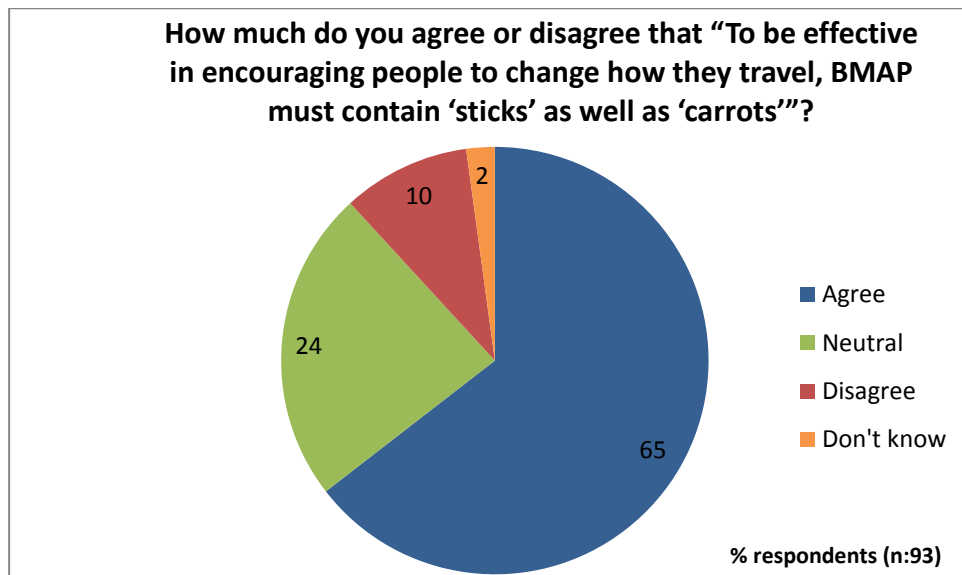
6.2.36 Participants were asked to state the extent to which they agreed with the statement *To achieve the BMAP vision, people and businesses need to change how they travel*. The results (Figure 6-9) show that the majority of participants (74%) agree that people and businesses need to change their travel behaviour to achieve the BMAP vision. Only 7% of respondents disagree with the statement.

**Figure 6-9: Views on the need for citizens and businesses to change travel behaviour**



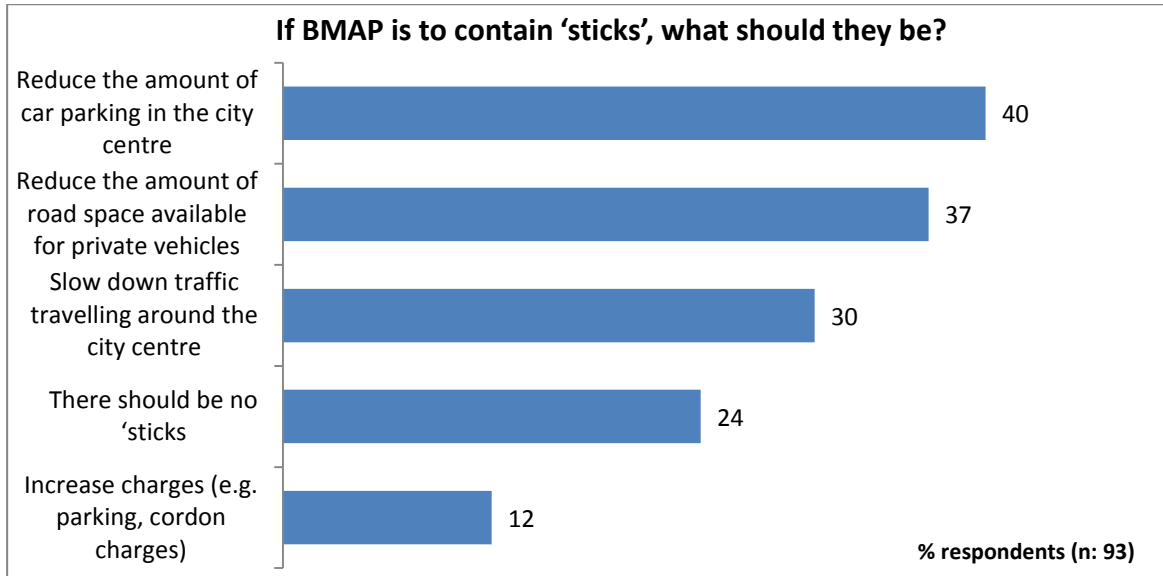
6.2.37 Participants were also asked to state the extent to which they agree with the statement *To be effective in encouraging people to change how they travel, BMAP must contain ‘sticks’ as well as ‘carrots’*. Analysis (Figure 6-10) shows that the majority of respondents (65%) agree with the statement. Only 10% disagree.

**Figure 6-10: Views on the need for ‘sticks’ to help change travel behaviour**



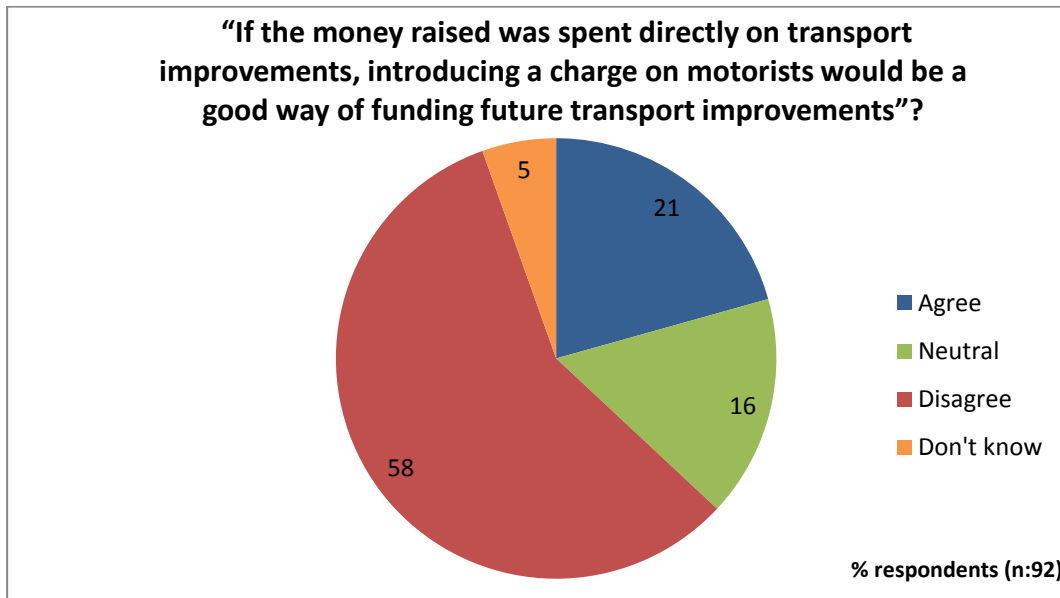
6.2.38 However, when asked to state what the ‘sticks’ should be, it is strongly apparent that there is no support for them to be of a financial nature (Figure 6-11). Instead, reducing the amount of car parking in the city emerged as the most popular response (40%), followed by reducing the amount of road space for private vehicles (37%). Only 12% of participants expressed support for an increase in charges.

**Figure 6-11: Views on potential mechanisms to discourage car use**



6.2.39 The discussions also sought to understand opinions on potential charges for motorists. To this end, participants were asked to state the extent to which they agree with the statement *If the money raised was spent directly on transport improvements, introducing a charge on motorists would be a good way of funding future transport improvements*. Analysis shows that there is clear opposition to this concept, with just 21% of respondents agreeing with the statement compared with 58% who disagree (Figure 6-12).

**Figure 6-12: Views on the need to introduce a charging mechanism**



6.2.40 Participants further discussed the concept of introducing a charging mechanism for car use. There was a degree of cynicism, with some feeling that the real aim of BMAP is to introduce congestion charging for motorists. Participants commented that motorists already pay enough and should not face more charges to use their vehicles. It was stressed that in order to achieve the objective of 'equity', BMAP should not use pricing or charges to remove cars from the city centre (and other local

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centres) as *all* should be encouraged to use public transport, not just those who can no longer afford to drive.

## 6.3 Summary

- 6.3.1 The focus groups provided an important opportunity to examine the everyday issues experienced by Birmingham's residents when negotiating Birmingham's transport network and how they aspire to travel in the future. They have provided a useful insight into how the vision and strategy outlined in BMAP might benefit and impact on those who live and work in Birmingham.
- 6.3.2 Overall, the local community feels strongly that 'something needs to be done' to enhance Birmingham's transport network. There is therefore support for what BMAP is trying to achieve (albeit qualified by a lack of support for some of the means that are being mooted to fund the improvements).
- 6.3.3 People need to be made aware that transport is 'on the city council's agenda'; that the city council recognises the problems that people are experiencing when using Birmingham's transport network and, through BMAP, are doing something about it. Feedback from the consultation demonstrated that there is currently a lack of awareness of BMAP among the local community.
- 6.3.4 There is a view that 'the money will come from somewhere' if there is a will for the investment to be made, without appreciating the challenges being faced by the city council in terms of funding. There is a risk that BMAP will be seen as a set of 'empty promises', if people are not clearly presented with the reality of what is achievable with the funding available and why alternatives such as a workplace parking levy must be seriously considered.
- 6.3.5 Linked to the above point, there is a lack of understanding of 'how things work' i.e. where responsibility for the transport network lies and where the funding comes from. There is a need to better articulate this to the local community so they understand what it is feasible for the city council to achieve.
- 6.3.6 There is a general cynicism about the motivations of the local authority and residents are jaded by experiences of a transport network that only seems to get worse. People therefore need to see improvements to their everyday journeys in the short term alongside the delivery of the more ambitious, longer term BMAP strategy. Addressing the negative perceptions of bus services would be a key area to prioritise in this respect.
- 6.3.7 Cycling is not currently seen as a viable mode of travel in Birmingham due to issues of safety (related to traffic) and the general feeling that cycling is just 'not something that people do in Birmingham'. There is a need to improve awareness and education about cycling before and alongside the planned infrastructure improvements. The Cycle City Revolution is a significant opportunity to start a 'hearts and minds campaign' about cycling in Birmingham.
- 6.3.8 For the local community, transport has an important function in their everyday lives – to get them from A-B in the quickest, most convenient and cost effective way. Sustainability, health and fitness are not considerations when they make journeys. To achieve modal shift, BMAP needs to demonstrate that sustainable travel can be cheaper, quicker and more convenient than using the car.



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## 7 Summary

### 7.1 Participation

7.1.1 The overarching aim of the consultation on the Green Paper was to start a conversation with residents, businesses and other stakeholders about their transport priorities and the future of transport in Birmingham. To this end, the city council has received feedback on the draft Birmingham Mobility Action Plan from a broad cross section of Birmingham's citizens, businesses and stakeholder organisations, with over 500 individuals and representatives of around 80 organisations having taken part.

### 7.2 Support for BMAP

7.2.1 Stakeholders and members of the public recognise the limitations of Birmingham's current transport system (key transport problems are felt to be congestion, the cost and quality of public transport, and connectivity between routes and modes). There is strong support for a major overhaul of the transport network, particularly in terms of improving the quality and affordability of public transport to make it more efficient and a more pleasant experience and improving safety for users of all modes.

7.2.2 There is broad support for BMAP's overall vision and objectives, though some stakeholders and members of the public feel that there is further work to be done on these. There are mixed views about which is the 'most important' objective; for stakeholders, efficiency is key, while the public also feel that health and equity are significant. A number of focus group and stakeholder workshop participants consider all five objectives to be equally important<sup>10</sup>. Interestingly, there is some feeling that BMAP is perhaps not radical enough given the challenges that Birmingham is going to face over the next twenty years.

7.2.3 Stakeholders and the public are strongly supportive of the need to improve the network and invest in mass transit of some sort. There is no overall consensus on whether the mass transit system should be delivered solely by Metro, a bus based *Sprint* system or a combination of the two. There is some feeling that a Metro based system will be more effective in delivering the required level of behavioural change, particularly given the very negative views towards buses in Birmingham, though at the same time, there is recognition that *Sprint* could be delivered more cheaply and quickly than a Metro system. It is felt that BMAP should be more definitive on the preferred approach of delivering mass transit.

### 7.3 Realising the Vision: Behavioural Change

7.3.1 There is an acceptance that in order to achieve the BMAP vision, travel behaviour amongst Birmingham's citizens, businesses and visitors to the city is going to need to change. However, there is a reluctance to introduce punitive measures to realise this transformation. Many of the stakeholders and the public who responded urge the importance of using 'carrots', particularly financial incentives, to encourage the populace to travel sustainably, at least in the first instance, in order to overcome the existing negative perceptions of alternative modes of transport. Whilst some accept there may be a need for 'sticks' to dissuade car use at a later date, there is definite

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<sup>10</sup> The public questionnaire required respondents to select one single objective

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agreement that they should not be introduced prior to the infrastructure, quality and service improvements being in place.

- 7.3.2 If penalties of any sort are to be introduced further down the line, there is a strong feeling that they should be based on the reallocation of road space (i.e. making it harder to access certain destinations by private car) rather than financial.
- 7.3.3 Above all, in order to achieve modal shift, BMAP needs to demonstrate that sustainable travel can be cheaper, quicker and more convenient than using the car.

## 7.4 Realising the Vision: Funding

- 7.4.1 In terms of funding the transformation of Birmingham's transport system, there is a strong feeling across all those who participated in the consultation that the private sector has a key role to play. The private sector itself feels that there is a need for more information about the type and level of investment that may be required of them and to understand how it would benefit their staff and organisations.
- 7.4.2 There have been a number of discussions about the appropriateness of introducing a charging mechanism of some sort to fund transport improvements, such as a workplace parking levy or a cordon charge, yet no overall consensus has been reached. There is some feeling amongst stakeholders that it may be acceptable to introduce a charge once the new infrastructure is well established, but not before. The main concerns relate to the likely impact on the economic position of Birmingham and the likelihood of investment being redirected elsewhere to the detriment of the city. Several stakeholders share the opinion that a charging scheme could only be supported if it were to be part of a national or at least regional scheme.
- 7.4.3 The public are vehemently opposed to any measures which could increase the financial burden on transport users. It was suggested that introducing charges would defy the 'equity' objective of BMAP given that essential car users will still need to travel.
- 7.4.4 Stakeholders and the public have also suggested a number of potential alternative funding sources to be investigated.

## 7.5 Next steps

- 7.5.1 The consultation has been effective in starting a conversation with Birmingham's citizens, businesses and stakeholder organisations about the future of transport in Birmingham. There is a wide consensus that this is a necessary conversation to be having and while there is broad support for the overall intention of BMAP and its vision, there is not necessarily agreement on all the detail that comprises the Mobility Action Plan.
- 7.5.2 BMAP is currently being revised to reflect the breadth of feedback received during consultation and a White Paper containing the finalised BMAP will be issued to Cabinet later in 2014.

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# Appendices

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