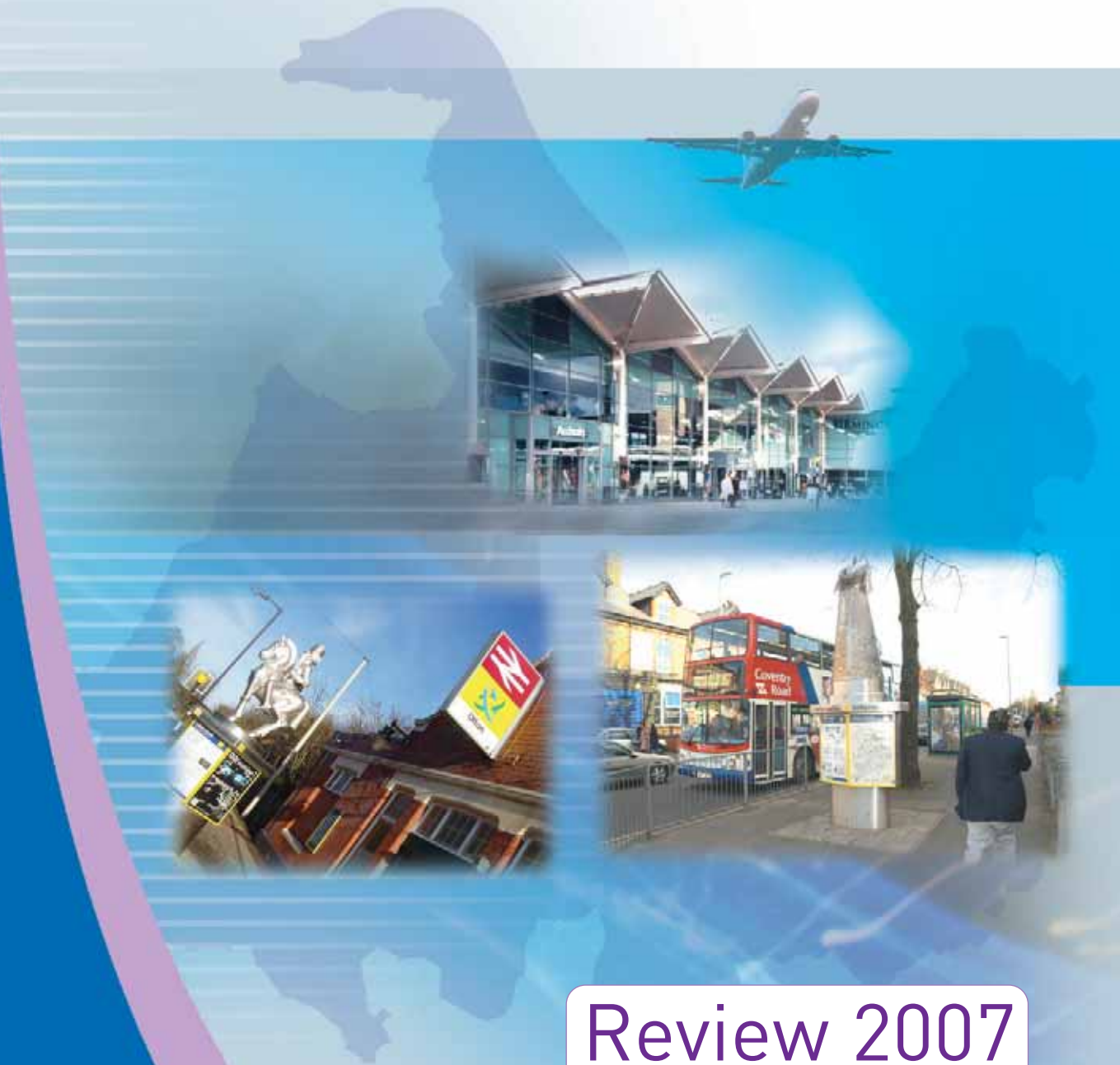


A Public Transport Strategy for Solihull



Review 2007

SOLIHULL

PUBLIC TRANSPORT

STRATEGY

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A Public Transport Strategy for Solihull - Review 2007

1) Introduction

This document is a review and update of the Solihull Public Transport Strategy, which was approved in 2003. It builds on that document and the findings of stakeholder consultations, held in December 2006. It has been produced working in partnership with Centro.

It is recognised that an integrated high quality public transport network is vital for the long-term sustainable future of Solihull. It is vital to economic development and social inclusion within the Borough.

Transport is not an end in itself. It is the means by which access to business, education, social and leisure activities is achieved. It is a quality of life issue. There are two means of transport - private and public and the quality of each is vastly different. Private transport is the ultimate 'turn up and go' system. It offers good access to most destinations. Public transport in Solihull does not offer adequate access to all the key destinations for many people. Some destinations cannot be accessed at all and others may take too long to access or only be available at restricted times. This means that for many, opportunities in life are reduced.

It also means that many car owners remain committed to car use. Many car journeys could be avoided if public transport offered a quality alternative. European urban experience has shown that countries with high car ownership can develop different usage patterns, where good quality public transport exists. In other words, it is possible to offer real transport alternatives without challenging the right to own a car. If Solihull could incorporate this European experience into its transport provision, there would be benefits for all.

Public transport also offers huge environmental benefits in comparison to private transport. Concerns regarding carbon dioxide emissions, global warming and sustainability are increasing. This reinforces the need to review the Solihull public transport strategy.

Changes ahead and a brighter future for public transport?

The bus industry has operated in a free market for over 20 years. This regime is now being questioned and the debate at national level is focussing on better ways of meeting the needs of the travelling public. The outcome may change bus service procurement and begin to arrest the general trend of year on year decline of bus use, as witnessed outside of London.

New Rail Franchises will be introduced for some Solihull services during 2007. This should improve the service quality, particularly on the Snow Hill lines.

In addition, the Transport Innovation Fund (TIF) presents a potential funding investment across the public transport spectrum, which could transform the quality of public transport. This would require the West Midlands to embrace congestion charging as a principle. The consultation and decision process is programmed in 2007/08. (See section 5.0 for more details)

It can be concluded that difficult choices will have to be faced. On the one hand the continuation of the present system is likely to lead to further decline, but a brighter public transport future would require a more comprehensive approach to be taken regarding managing car based demand and public transport management/ investment.

It is for all of these reasons that a public transport strategy is required for Solihull, and these benefits, are outlined more specifically below:

Benefits

- Improved access to Centres, business, work, education, health, fresh food and social activity
- Regeneration of deprived areas
- Economic growth
- A better quality environment
- Inward investment
- Social Inclusion
- Less congestion
- More efficient use of road / car parking space
- Improved air quality
- Reduction in carbon dioxide emissions.
- Promotion of environmental issues
- Improved fitness and health
- Greater choice of travel mode
- Improved image for Solihull

Areas of Influence

There are many key players in the public transport arena. It is important to recognise the effect each has on public transport quality. It is possible to assign a percentage to reflect their degree of influence. These are arbitrary percentages, but serve to make a point:

Central Government Policy	around 35%
Transport Operators	around 25%
Passenger Transport Authority	around 20%
Private Sector	around 10%
Local Authority	around 10%

This is merely to illustrate that while all parties may aspire to a European style of public transport, it is difficult to achieve, given the multi-agency, fragmented delivery system, which operates in the UK.

If the Local Authority, Centro and the operator were operating to maximum effect, this would not address the whole picture. Nevertheless, that does not mean that each party should not aim to maximise the effect it can influence.

In respect of the Council, it has direct control over its own input and can work with other partners on some jointly agreed projects. However, there are areas where the Council may have very valid aspirations but no effective way of delivering.

The revised document focuses very clearly on the deliverable. It is based on the principle of finding what can be done rather than creating a "wish list".

There is little point in spending resources on actions which have little or no chance of being achieved – no matter how virtuous they may seem to be or how much they are wished for. The focus from stakeholders suggest areas that can be worked on individually or jointly. The strategy needs to develop these ideas into a work programme, which can be properly agreed, resourced, delivered and monitored over a realistic but relatively short timescale – possibly a 3 year programme.

2) Vision

The vision for public transport in Solihull is: -

“An attractive public transport system which delivers safe reliable affordable and convenient access to business, education, service and leisure destinations to all citizens and visitors in Solihull, as part of an overall high quality public transport system for the West Midlands”

3) Key Issues

3.1 Key Issues - Context

In developing a list of Key Issues, it is useful to be mindful of the overall context:-

- 20.6% of households (2001) in Solihull do not have a car. Where households do have one or more cars, there are still many households, who do not have access to them for some or all of the time. There are people within car owning households who are not able to use a car also, either through age or inability.
- The financial contribution made by Solihull to the Passenger Transport Authority is high in absolute terms. In 2006/07 the figure is £9.955 million. This equates to £49.67 per head of population - so, in relative terms it is the second lowest of all English PTAs.
- The West Midlands has the highest per capita bus use outside London
- Most bus passengers use buses as a matter of need, not choice. They tend not to be car owners. They use the bus because they feel that journey is too far to walk, too far or unsafe to cycle (a cycle may not be available) too expensive by taxi or not served by train. The bus is only one component of the total journey, which will involve walking and possibly another mode of transport.
- The long-term trend of increasing car ownership reduces the demand for bus travel and undermines services. This can lead to fewer services and lower frequencies. Buses then appear to be a less attractive option for those who have a choice and causes hardship for the many with no choice.
- Congestion slows bus services. As car usage increases, so does congestion, putting buses at a greater relative disadvantage. This makes them less attractive, contributing to lower ridership and is a further element in the spiral of decline.
- Land use also plays a part and can be used more effectively. Urban concentration is conducive to good transport provision. Solihull has a mix of urban and rural areas with very different levels of transport quality. This is reflected in the high subsidy used to support rural services in Solihull, when compared to other West Midlands Districts. Clearly, there are gains to be made by locating future large-scale development in areas, which can be served effectively by public transport. It makes sense to have higher levels of residential density in the vicinity of stations and interchanges. It also contributes if health facilities, educational establishments and major developments are located where they can be accessed easily by public transport. This is against a background of decentralisation from the urban area towards rural and semi rural living, over the last few decades.
- Sustainability is a key issue. Carbon emissions are of great concern to Government and policies are starting to shift in direction with the aim of minimising carbon footprints. Transport has a key role to play and public transport is vital in this respect
- Key issues may differ for various groups within society. The needs of the young, the elderly, school children, rural dwellers and urban users can be very diverse and the strategy needs to consider all of these elements.

3.2 Key Issues - Strengths and Weaknesses

In discussions relating to public transport provision, two types of findings have emerged - Real problems and Perceived problems

There is also a difference between the views of public transport users and those who are committed car users. Perceptions tend to reinforce the regular car user view, that public transport is not good and so they rarely use it.

Regular users of public transport are able to detect some improvements over the last 2-3 years and feel that many of the problems with public transport are exaggerated.

In terms of factual issues, the following points have emerged and the Public Transport Strategy needs to address these issues - whether they are real or perceived, in order to remove barriers to the use of public transport.

In addition, regular users have identified strengths which the strategy needs to build on.

The following strengths and weaknesses were developed from findings of the Citizens' Panel and a small focus group involving the Chairman of the Council's Transport and Highways Committee and Officers from Centro and Solihull Council.

The Citizens' Panel findings are contained as Appendix A.

PUBLIC TRANSPORT - WEAKNESSES (Citizens' Panel view)

Access

Public transport does not give access to key destinations for business, education and social needs. The service does not give door to door access.

Time

Journey times are too long.

Waiting times are too long.

The service does not go when we need to go.

Reliability and punctuality

Levels of reliability and punctuality are not guaranteed.

Service frequency

Frequencies are not high enough

Integration

Services do not link together cohesively. Rail and bus services do not run timetables to support each other and are often in competition. Information and ticketing are often linked to the particular mode of travel rather than origin and destination required by the customer. It is difficult to achieve this without accusations of anti-competitive behaviour.

Safety

There are fears regarding personal safety during the journey - both on board the vehicle and also whilst waiting for the vehicle. Incidents are rare, but each one can become high profile, leading to erosion of user confidence. The level of human presence on many public transport services is so low that confidence in the safety of the package is reduced.

Expense

The fares on public transport are perceived as being high when compared to the marginal cost of running a car, i.e. the cost of petrol used for the journey only.

Comfort

Comfort levels are not well regarded. Cramped conditions, overcrowding and dirty interiors and exteriors are not attractive to existing or potential customers.

Customer friendly

The transport system does not give up its secrets easily. It is difficult to find out how to get from A to B. It is difficult to find out how much the journey is going to cost. It is difficult to know how the system works. Where are route maps to be found? Where are the timetables located? - Why are there so few timetables at bus stops? Who operates the train service? Who operates the bus service? Why should a customer be expected to know that bus drivers are unlikely to give them change?

Inclusive issues

Many sectors of society would find that aspects of public transport exclude them from using them the system. Disabled people, elderly people, carers with children and shopping can experience problems, which reduce the attractiveness of public transport as a real option for them.

Historic image

Metro is seen as modern and efficient and a strength of the modern public transport system, but local heavy rail and buses in particular still retain an old fashioned image. Comparisons with the cinema industry illustrate how what is basically the same service can be repackaged to meet the expectations of the modern consumer.

PUBLIC TRANSPORT - STRENGTHS (Citizens' Panel view)

Reliability and Punctuality

83 % of Citizens' Panel rail users agree that trains generally run to timetable. Some operators, e.g. Chiltern Railways, have established a reputation for reliability and punctuality. The benefits of this are reflected in growing patronage and customer satisfaction.

Access to city centres

It is easier to gain access to the city centres of Birmingham and London via rail than it is by car. In terms of time, cost and convenience, rail is able to offer a preferable alternative for this type of journey. This is particularly true for people living close to stations.

Cleanliness

Regular users have noticed improvements over the last 2-3 years.

Use of time

It is possible to make effective use of travel time. This may involve working, relaxing or socialising.

Family friendly

Regular users find that children enjoy the journey and carers find it easier to look after their children in a public transport environment, rather than in the car.

Safety

Most people feel buses and rail offer a safe mode of transport.

Bus Stop and Station location

Most people think bus stops and stations are located in convenient places.

Cost of travel

72 % of bus users and 69 % of rail users think that the cost of a journey is reasonable.

4) History

The public transport industry has a complex structure. It is made up of a large number of operators and regulators, who between them provide a mixture of services including heavy rail, light rail, buses and taxis.

The vast majority of public transport trips in the West Midlands area are made by bus.

Bus services

The bus industry operates in a free market following the deregulation of the industry in 1985. Bus operators can run a service by registering the route with the Traffic Commissioners. This is a commercial decision. If this were the complete picture, many essential services would not run, as they would not be profitable.

There is a Passenger Transport Authority in the County area. The West Midlands Passenger Transport Authority (WMPTA) is a political body, which has elected Member representation from each of the West Midlands' District Councils. Day to day operations are overseen by their executive arm, the West Midlands Passenger Transport Executive, which is branded as 'Centro'.

Centro tenders socially necessary services according to criteria laid down by WMPTA. Many rural services benefit from this arrangement.

In the West Midlands, there are around 50 bus operators (see section 6.0); one operator dominates the market - Travel West Midlands, who operate over 80% of bus services.

These services are supplemented by specialist provision by Centro:

In addition to the levy paid to Centro, the Council spends significant sums annually, supporting the main transport network and providing public service buses in mostly rural areas for school pupils. Current expenditure (rounded) includes:

Senior Citizens Bus Passes	£226k
Secondary school passes	£146k
Primary school coaches	£227k
Special Education Needs Travel	£2m

Taxibus

A Monday - Saturday rural network is operated in Solihull - available to all.

Ring and Ride

This is an accessible door-to-door service, operating in most parts of Solihull for people unable to use conventional forms of public transport.

Community Transport

Community transport services are provided by a number of non-profit making bus operators. They provide services for organised groups, such as youth organisations and also groups as diverse as pensioners and prison visitors. This form of transport fills a gap, which conventional transport struggles to serve. There is a view that this resource is greatly under employed. There is scope to use the vehicles for longer periods and for a greater range of activities.

It is important that efficient use of all available vehicles is considered within the strategy. They may well have a significant role to play in providing access to employment, education, health and some leisure activities.

There are initiatives being undertaken on a number of fronts *Solihull Community Transport* provides a service for groups or organisations to use, building on the existing network.

'Merlin Venture' provide services, aimed at individuals wishing to travel to locations which conventional buses do not serve, either geographically or because of time difficulties. This follows on from their '*Buster Werkenbak*' demand responsive project. Services to Hams Hall and Birmingham International Airport are the current focus.

Running in parallel to these initiatives is '*WorkWise*'. This is a scheme to place a transport broker in Job Centres, so that transport barriers facing job seekers can be addressed on a one to one basis. It operates in Chelmsley Wood, Sparkhill and Walsall.

Rail Services

The rail industry operates in a semi-privatised environment and it is split into the following components: -

- Department for Transport - The policy maker and 'client'
- Office of the Rail Regulator - the independent government department responsible for the regulation of the railways in Great Britain
- Network Rail - a "not for dividend" company, which owns track, signalling and stations
- Train Operating Companies (TOCs) - private companies, which operate train services under 25 different franchise agreements.

In the West Midlands local rail services are procured by Centro/DfT and operated on their behalf by Central Trains. This West Midland franchise will be replaced in 2007. The Cross Country Franchise will also be replaced in 2007.

Regional services through Solihull include the following franchises:

West Coast Trains (Virgin)

Cross Country (Virgin)

Chiltern Railways

Central Trains

Metro

Light rail services are relatively new to the area. Line 1 operates between Birmingham and Wolverhampton. It is owned by WMPTA Centro and operated by Travel Midland Metro as part of a 23-year concession to the Altram Consortium. Extensions are planned over the next 12 years and routes to Solihull are included, beginning with the proposed Coventry Road corridor, linking Birmingham to Birmingham International Airport and NEC. Metro has high specification in terms of acceleration and braking which leads to reduced journey times and energy efficiency, in comparison to heavy rail. Passenger feedback has been very positive, placing Metro as the closest public transport rival to the car and consequently offering great potential to reduce car usage in the areas in which it can serve.

Network West Midlands

This is the overarching branding currently being introduced across the whole of the West Midlands public transport system.

Taxis

There are two basic types of service, namely the black cab and the private hire vehicle. Both operate under licence from the Local Authority and the basic difference relates to the conditions of hire. Black cabs can be hailed or picked up at a taxi rank and they operate on a metered fare basis. Private hire vehicles need to be pre booked. The contribution of taxis to public transport is often overlooked in view of the

relatively small number of passengers involved, nevertheless, it is important to design facilities for taxis within larger developments such as airport or town centre proposals in order for their contribution to be made effectively.

Air Services

Birmingham International Airport is located in the Borough, offering public transport on a worldwide basis. This is an expanding market and it is vital that this angle is not overlooked. Air services need to be integrated into surface transport. It must also be remembered that the number of passengers is low when compared to the total number of public transport passenger making trips in the area on a daily basis. For most purposes, the airport is considered as a large destination, (like the NEC) for the purposes of this strategy.

There are however some relevant issues and suggested actions to address them in Table A;

Internal flights There may be issues regarding roles of rail v air.

Low cost Operators This market is expanding nationally. It is hoped that BIA will continue to encourage low cost operators to provide services from Birmingham, as this will reduce the demand for travel to more distant airports.

5) Policy Context

The following policies set the scene for public transport in Solihull: -

Transport 2010 - The Ten Year Plan

This plan pledged £180 billion to modernise Britain's infrastructure with spending on public transport, rail and roads.

A New Deal for Transport: better for everyone - The Government's White Paper on the Future of Transport

This Paper sets out the Government's policy to create a better, more integrated transport system to tackle congestion and pollution.

From Workhorse to Thoroughbred - A better role for Bus Travel

This 'Daughter Paper' defines the role of buses within the integrated transport policy.

Planning Policy Guidance 13 - Transport

The relationship between Land Use Planning and Transport is crucial to the success of integrated transport. PPG 13 gives guidance on how this should be achieved.

Planning Policy Statement 1 - Delivering Sustainable Development

Planning Policy Statement 1 Part 2 Supplement - Planning and Climate Change

Planning Policy Statement 6 - Planning Town Centres

Regional Spatial Strategy

Emerging Regional Strategy Review

Regional Economic Strategy

Network Railtrack - Route Utilisation Strategy

Defines Railtrack's rail network policy and investment programme, covering track, signalling and stations.

West Midlands Local Transport Plan 2006 and Annual Progress Reports

This is the statutory transport plan for Solihull. It sets out the transport policies and investment programme in a 5-year plan.

Solihull Unitary Development Plan and Local Development Framework

The land use plan for the Borough

Success built on Quality

An Economic Development Strategy for Solihull

The partnership document defining economic strategy, shared by Solihull Council, Solihull Chamber of Commerce and Industry and Birmingham & Solihull TEC.

East Birmingham and North Solihull Regeneration Zone

Zone Implementation Plan (ZIP)

This plan steers the strategy and investment plan for the Regeneration Zone, which includes 4 wards in North Solihull. Poor transport links have been highlighted as a barrier to employment and the ZIP contains measures to improve the access to jobs, education and key services.

North Solihull Strategic Framework

Sets the framework for the regeneration work in North Solihull

North Solihull Strategic Transport Framework

This sets the principles for access, movement and infrastructure design for the transport network within the programme of regeneration for North Solihull.

North Solihull Design Code

This defines the design element requirements of the previous two frameworks and includes transport

20 Year Public Transport Strategy - West Midlands Passenger Transport Authority/Centro

Provides the long-term view of local public transport.

West Midlands Local Transport Plan Statutory Bus Strategy

Defines the role of buses in the local transport system.

Centro Bus Passenger information Strategic Plan - making information simple for all

This 5 year plan sets out the requirements for the provision of bus information in accordance with Sections 139 to 141 of the Transport Act 2000.

Centro Community Transport Strategy

This strategy provides a framework for 'Community Transport' the organisation and other partners to endorse and work to.

Education Transport Policies

Covers the provision of free or subsidised travel arrangements between home and school for school pupils, post 16 students and those with special needs and the mechanisms for delivering the services.

Cycling Strategy for Solihull

Defines how cycling will be integrated into the transport system and how Solihull intends to meet the Government's Cycling targets.

Walking Strategy for Solihull

Summarises Solihull's initiatives for urban and rural walking. Clearly, walking forms a component of every public transport journey.

Solihull Green Travel Plan 2000 - 2005

Details the approach taken by the Council to promote sustainable transport by the Council's own staff.

Solihull Council Vision and Values, Council Objectives and Priorities

Of particular relevance are:

Council Objective 2

"Improving your quality of life"

Council Priority 6

"To improve transport facilities throughout the Borough

Council Priority 7

"To reduce inequalities in respect of health and education and improve access to work and leisure"

Solihull Community Strategy

The document which contains policies agreed with the key partners of the Council.

Transport Innovation Fund (TIF)

This competitive DfT fund has the potential to dramatically increase public transport funding. It promises £10 bn over the 7 year period 2008/09 to 2014/15. The release of funds is dependent on the West Midlands adopting a policy of congestion charging, which would reduce car based travel. The funds raised would be ploughed back into public transport investment. The principles and consultation feedback will be considered by the West Midlands Councils and DfT through 2007/08, prior to a final decision being taken.

6) Partnerships

Bus Operators in the West Midlands (at January 2007)

A Line	Hardings Coaches
A2Z Travel	Hi-Ride Coaches
AK Travel	J-Line
A Line Coaches	Johnsons Coach Travel
Arriva	Midland Rider Ltd
Banga Travels	Mike de Courcey Travel
Birmingham Motor Traction	National Express
Bull Ring Travel	North Birmingham Busways
Central Buses	Rainbow Taxis
Central Connect	Ring and Ride
Central Logistics	Second City Travel
Chase Bus Services	Siverline Travel Services
Choice Travel	ST Buses
City Solutions	Stagecoach in Warwickshire
City Way Travel	Star Bus Service
Claribels Coaches	Stratford Blue
Coastal Liner	Sunrise
Diamond	Swan Street Coaches
First Midland Red	Travel Express
Flights Coaches	Travel Ludlows
Gold Line	Travel West Midlands
Green Bus Service	Valley Travel
Hansons Bus Services	Whittle Bus & Coach

Train Operating Companies at Jan 2007 - Solihull related operators in bold

Arriva trains wales

Central Trains

Eurostar

First Great Western

Gatwick Express

Heathrow Connect

Hull Trains

Mersey Rail

Northern Rail

Silverlink

South West Trains

TransPennine Express

c2c

Chiltern Railways

First Capital Connect

First ScotRail

GNER

Heathrow Express

Island Line

Midland |Mainline

One

Southeastern

Southern

Virgin Trains

7) Measures

Following Consultation with Stakeholders, ideas and priorities were gathered. The feedback is summarised in Appendix 1.

The tables below is based on that information and concentrates on actions, which Solihull Council and its key stakeholders could deliver, subject to funding and the required democratic approvals in some cases.

Table 1 - New Solihull MBC Measures

New SMBC Measures	Benefit	Resource implications	Provisional Timescale	Comments
1.1. Establish Cross-boundary PT group with Centro, Solihull MBC, Warwickshire CC and Solihull MBC	Integrated service and tickets arrangements for Coleshill Interchange related services	Staff time	Sep 07	Members may wish to be involved?
1.2. Challenge TWM 'exact fare' policy - via letter - via PTE	Easier bus use	Staff time	Nov 07	Would require Cabinet Member approval
1.3. Review procedure for Sec 106 Planning Agreements to assess PT input and involve Centro	Strengthen bus services	Solihull MBC and Centro Staff time	Dec 07	This covers agreements and contributions around developments and is currently under Government review., which is expected to result in new legislation
1.4. Personal safety audit for bus stops and shelters, including waiting area and 400m walk approach	Improved actual and perceived safety	TBC	Sep 07 - July 10	Would require Cabinet Member approval for LTP programme inclusion
1.5. Expand SMBC CCTV review to include transport 'hot spots', in consultation with Centro and other partners	Better environment on PT journey. Reduced crime rates and improved personal safety	Staff time + possible additional capital expense	July 2007 - July 2009	Would need partnership involvement of the Police
1.6. Review Parking restrictions at bus stops to allow bus to stop at the correct location	Assist easier bus boarding	Staff time and £?	Sep 07 - July 10	Would require Police enforcement to be effective, but would be more achievable following Decriminalisation of Parking enforcement
1.7. Review Park and ride provision and link to Centro's medium/long term Park & Ride Strategy	Encourage more Public Transport use	Staff time+ LTP projects	July 07 - July 08	Part of LDF review process
1.8. Identify Bus congestion spots and review opportunity for bus priority schemes	Faster and more reliable services	Staff time + LTP projects	July 07 - July 10	Require partnership working with Operators and Centro

Table 1 (cont) - New Solihull MBC Measures

New SMBC Measures	Benefit	Resource implications	Provisional Timescale	Comments
1.9. Explore the opportunities for using parking space supply and pricing policy to encourage public transport use	Public Transport becomes a more attractive option	Staff time and revenue implications	2007-2008	Would require comprehensive review of current policy
1.10. Inform bus operators of design issues for wheelchair users	Ensure procurement takes these needs into account	staff time	Aug 07	
1.11. Review and redevelop Solihull PT network (Building on first draft with Centro and operators)	Better aligned route network and better accessibility to work, education, health facilities and essential shopping / services	Staff time	2007 - 2008	Would need to be cost effective and would also input from operators and Centro
1.12. Stagger school times	Spread travel peak and reduce congestion	?	?	Difficult to change social habits.
1.13. Promotion of public transport to Solihull residents with Centro in conjunction with improvements to the public transport offer	Greater Public Transport use	Staff time and budget	2007/10	
1.14. Improve understanding of taxi fare structures and regulation	Reduce car use	Staff time	2007/08	
1.15. Support vulnerable people on public transport	Needs to be defined	?	2007/08	Needs work with representative groups to define understanding of needs and actions required
1.16. Formulate policy regarding bus regulatory system with Centro and partners and lobby Government in support of that position	Improved bus services	Staff time	Jan 08- July 08	Would need Cabinet Member approval and a decision regarding a Solihull v West Midlands led approach.

<p>1.17 Establish a regular PT Forum for Solihull</p>	<p>Closer links between public and Operators, Centro, Council Review progress and receive customer feedback</p>	<p>Staff time</p>	<p>Sep 08</p>	<p>Members may wish to be involved. To be held three times per year</p>
<p>1.18 Establish Public Transport Working group for Cranmore Industrial Estate</p>	<p>Establish the best public transport option for access to work in Cranmore</p>	<p>Staff time</p>	<p>Jan 07 – Dec 07</p>	<p>There is a growth of job numbers in the area and a review of the PT network is timely</p>

Table 2 Ongoing SMBC Measures

Ongoing SMBC Measures	Benefit	Resource implications	Timescale	Comments
LTP RELATED CAPITAL SCHEMES				
2.1 Red Routes	Improved PT reliability and improved journey times	Staff time+ approved LTP budgets	Ongoing	
2.2 Bus ShowCase	Better service frequency and journey quality	Staff time + approved LTP budgets	Ongoing	
2.3 Metro		Staff time + approved LTP budgets	Ongoing	There is a long lead in time for delivery of new schemes, but there is a proven record of attracting motorists, reducing congestion and improving accessibility, air quality regeneration and road safety.
2.4 BIA / NEC Annex E submission	Improve PT infrastructure around BIA and NEC and strengthen links to North Solihull	Staff time + approved LTP budgets	Ongoing	Submission to DfT for conditional approval in April 07
OPERATIONAL PRACTICE				
2.5 Develop on transport corridors and concentrate density of residential development near stations and interchanges	Strengthens the PT network and reduces the need to travel by car	Already ongoing	Ongoing	Needs strengthening to be more effective
2.6 Develop school travel plans and Safe Routes to school	Reduce car dependency on the school run	Staff time and existing budget	Already ongoing	
2.7 Travel Planning for Business	Reduce car dependency for business	Staff time and existing budget	Already ongoing	A dedicated resource would be effective

Ongoing SMBC Measures	Benefit	Resource Implications	Timescale	Comments
PROJECT SUPPORT				
2.8 Continue supporting the 166 Service to Blythe Valley	Access to employment	Staff time	Ongoing	This will become established as Blythe Valley Park fills
2.9 Continue supporting the 966 Service Partnership	Access to employment	Staff time + externally funding contribution	Ongoing	A long term sustainable solution will need to be found in the long term
2.10 Continue to support 'Merlin Venture' operated and Centro supported bus services to Hams Hall and Birmingham International Airport	Access to employment	Staff time (previously a funder)	Ongoing	
2.11 Support Solihull Community Transport	Plugs gaps not filled by conventional network	Staff time and/or Budget	ongoing	
2.12 Support the WorkWise project	Remove barriers to employment promote sustainable travel	Staff time and/or budget	ongoing	

Table 3 - Centro-WMPPTA Measures

Centro-WMPPTA Measures	Benefit	Resource implications	Provisional Timescale	Comments
BUS				
3.1 Promotion of access to employment sites - Workwise	Reduce transport barriers to employment	Multi-partner funded	Ongoing	Workwise in Chelmsley Wood providing travel advice and travel passes for accessing job interviews and first period of new employment.
3.2 Develop Showcase routes	Improved main bus route provision	LTP capital funding and ongoing maintenance from PTA revenue budget	Ongoing programme	Routes currently showcased or programmed for showcase are 6, 57, 97 and 37
3.3 Continue weekly cleaning of shelters	Enhanced quality/perception	PTA Revenue budget	Ongoing	
3.4 Safer Travel Police Support Unit operation	Improve real and perceived levels of safety	Multi-partner funded	Established 2005 ongoing	
3.5 Real time information at bus stops	Improved information provision and perception of bus travel	Multi-partner funded	ongoing	Roll out of displays at key bus stops/interchanges and "next bus" text facility for all stops
3.6 Better timetable information at stops	Improved information provision and perception of bus travel	operator /Centro funded	Roll out to be completed winter 2007	Roll out across the West Midlands as part of "Network West Midlands"
3.7 Investigate potential for bus quality contracts/enhanced partnership working	Comprehensive improvements	staff resource	Ongoing in light of DfT consultation on UK bus framework	

3.8 Progress East Birmingham North Solihull Mobility and Access Project	Major improvements for North Solihull	LTP funding	Ongoing	Future LTP major capital scheme bid
3.9 Promotion of access to employment sites/Review of bus subsidy criteria	Re-focused bus service support to reflect West Midlands wide agreed priorities	staff resource	Would need PTA agreement	Commitment in PTA Policy Statement in light of UK introduction of Accessibility Planning process
RAIL				
3.10 Investigate additional parking at stations	Increase access to the rail network	LTP funding	Ongoing	Relates to wider West Midlands RUS implementation strategy currently in progress
3.11 Refurbishment of Class 150 rolling stock	Improved comfort/attractiveness of rail services	Funded 06/07	2007	Currently being implemented
3.12 Real time information at stations	Improved information provision	DfT funded	2007	Being implemented 2006/07 at Solihull, Marston Green and Dorridge stations
3.13 Network West Midlands branding at stations	Improved understanding of public transport system	PTA budget	by winter 2007	Implemented at Snow Hill station. Other stations programmed 2007/08
3.14 Berkswell platform lengthening with partners	Allows increased train capacity	Network Rail funding		RUS recommendation
3.15 Promote New Street station redevelopment with partners	Increased passenger handling capacity and improved perception of key national station	Multi-partner funding	DfT decision expected in 2007.	Longer term nationally significant project
3.16 Promote improved rail capacity with partners	Increased train capacity to meet increasing demand	Network rail funding	Ongoing	Need to ensure RUS recommendations are implemented
3.17 Promote the development of Metro Phase 2 Birmingham – Airport scheme	High quality rapid transit for suitable High Volume Corridor	DfT funding	Ongoing	

METRO					
Public Transport - system wide					
3.18	London Underground style network map	Improved understanding of public transport network	Funded	2006/07	Network West Midlands main network map completed and being installed at key interchanges across the West Midlands
3.19	Integration of transport information with Solihull Connect	Better customer service			Entails provision of public transport information, journey planning and a 'check and send' service for people applying for Concessionary Travel Passes at Solihull Connect branded outlets. These now provide a public transport information point in Solihull town centre and at Chelmsley Wood, with plans for a further outlet at Shirley
3.20	Introduction of Smart cards	Simple system of payment	Multi-partner funding	Earliest practical opportunity	Dependent on sound business case and joint working with operators
3.21	Promotion of Network West Midlands	Improved understanding and perception of public transport network	PTA budget	Ongoing	
3.22	Promotion of Travelwise and business travel plans	Increased awareness and reduced fares for employees	PTA/LTP budgets	Ongoing.	

Feedback from Stakeholders

Question 1

What outcomes should the Council focus on?

- Specific wins
- Easily achievable targets – early win
- Better services across LA boundaries – (Birmingham/Warwickshire)
- Challenge TWM exact fare policy
- Better use of Section 106 Planning Agreements to improve/fund Public Transport provision
- Crime prevention and reduction of fear of crime.
- Review transport in line with SMBC CCTV strategy review
- Lobby on deregulation
- Safe direct access on foot to bus stops
- Review parking restrictions around bus stops to ensure buses can stop at the correction location
- Review park & ride potential at airports and stations
- Review bus priority need/relationship to private car
- Use car parking supply/pricing to encourage PT
- Develop on transport corridors
- Home/school transport review/integrate
- Wheelchair access to buses – inform client procurement officers
- Strengthen travel planning approach
- Identify & deal with PT bottle necks e.g. Wheatsheaf (A45 jcn Hobs Moat Road)
- Redevelop Solihull network with Centro
- Flexible school hours
- Encourage residents to use public transport
- Continue funding community transport
- Clearer understanding of taxi fare regulation
- Funding workwise
- Support vulnerable people on public transport
- Support employment opportunities
- Break down PTA cross boundary issues
- Easily achievable targets
- Improved communication between Neighbouring Local Authorities
- Innovation partnership to improve links to M42 corridor
- Challenge exact fare policies
- Improved customer care
- Availability of public transport systems to employers and general public
- Better use of Section 106 (planning) to improve/fund better public transport routes and systems, particularly for larger schemes
- Quality of service & the mode of transport reliability, predictability, sustainability, comfortable, accessible
- Raising awareness of marketing information
- Interchangeable between modes of transport
- Focus on preventing crime – on the increase around the environment where people access services. Difficult to focus on all stops but identify key areas
- CCTV to link to strategy with the review of the Council's CCTV strategy
- The public's needs and wants
- Formal policy on bus regulation & deregulation
- Safe direct access to bus stops

- Being able to get off/on buses at stops (due to people parking)
- Park & Ride – airports & stations
- Enough carriages on trains for demand
- Focus on what the Council can actually deliver – this might be limited e.g. bus priority
- Lobby on bus regulation – to Central Government, look towards a regulated network
- £10m – make this Centro levy more effective
 - Currently subsidising less effective routes in terms of revenue support
 - Social need based
 - More integration with main line services
- Is there effective PT, where there is the demand
 - Effective use of research
 - Where there is a clear need
- Will there be an effective link with private transport strategy e.g. not worked in parallel sites
- Car parking policies /Park & Ride – land use, planning
- Develop on transport corridors
- Bus lanes / congestion to buses
- School transport
- Education Bill. Government wants to give better choice of school, larger bus network needed for school children. Free pass for choice of school. Problems in Chelmsley Wood – long walk to bus stop – behaviour problems
- Passengers in wheelchairs – more accessibility
- Need more specific school buses – frees up other services
- Highways agency – sustainable transport for local area
- More ‘teeth’ in travel plans – improve marketing
- Council to look at key road junctions which holds up traffic – Wheatsheaf
- Centro has consultants looking at network – meeting with Council 2007
- Travelwise promotion with local employers
- Bus lane enforcements – stop parking & illegal use
- Flexible school hours and working times
- Encourage residents to use public transport – link to Older People strategy
- Funding of community transport
- Accessibility for all services – perception of crime
- Green travel – car share schemes
- Park & Ride operations
- Improved access between North & South
- Better links between bus & train operators – scheduling
- Taxi pricing policy (made more understandable) Regulation
- Look at parking charges
- Access to Health

Question 2

What outcomes can each stakeholder provide?

- Improved service in M42 corridor
- Improves customer care
- Availability of PT to employers and general public
- Quality of service
- Raising awareness/marketing
- Increase carriages on trains to meet demand
- Review subsidised route network – match need/demand
- Child behaviour on buses
- Enforce bus lanes
- Improves North South PT
- Better integration between bus & rail operators
- Access to health
- Access to PT for disadvantaged people
- Vandal proof bus shelters
- More timetable/information outlets
- Monitor operators performance
- A willingness to participate in partnerships
- Review & improve education (NVQ) of drivers & other staff
- Review & improve systems to improve service provided to public. Seek formal quality partnerships
- PIPS
- Provide routes from remote villages to popular bus routes
- Feedback – direct to LA, planners, police, bus companies (Agesafe)
- Police ‘design out crime’ perspective
- Enforcement & reassurance (police)
- Co-ownership of issues, partnership working, not just one organisation/agency
- Bus design – usable by all, energy, safety & quality of the experience, cleanliness
- Better public transport service e.g. RT1 for buses
- Airport/NEC – many forums exist – all transport mode
- Key outcomes are with the operators
- N. West Midlands – Centro – improved information – incorrect at bus stops
- TWR new buses being ordered
- Choice of school 2 years ahead. Changing benefit arrangement for poorer families
- Centro promoting simpler network. Cleanliness, reliability. Promoting Metro. Centro needs to influence timetables. Centro liaises with Council over bus lanes
- Trains need replacing
- Disabled network happy to work with Council to improve accessibility
- Highways Agency assist with planning applications – can holster up & add more authority M42 A45 development – assist with traffic flows around NEC
- Improved communication - Understanding

Question 3

What outcomes should existing partnerships focus on?

- Willing to participate in Partnerships
- Review/improve driver training e.g. NVQ
- Formal Quality Partnerships
- PIPS Punctuality Improvements Partnerships
- Provide services between main bus routes & remote villages
- Feedback/integrated thinking
- Design outcome
- Enforcement & reassurance
- Joint ownership of problems
- Bus design improvements
- Better customer service
- Centro – Network West Midlands
- Correct information at shelters
- New buses
- Cleanliness standards / reliability standards
- Simpler network
- Cleaner local trains
- Better communication
- Improve cross connections over boundaries
- Divert Section 106 funds to improve a joined up thinking approach
- Short term delivery to change people's views to want to use transport
- Environment around bus stops & trains making it safer
- Removal of advertising on bus stops/covering people's view to feel safe
- Look at parking issues around stops and at bus stops
- Good communication between all
- Improve design & quality of interchanges
- Short term delivery achievable outcomes & let people know outcomes
- Safety
- Quality
- Reliability/well being
- Customer focussed / park tenants / North Solihull / Local Community
- Need to ramp up the 'quality'
 - Improve experience
 - Turn up & go
 - Evening / night time – security experience
 - Deliver improvements
 - Cleanliness
- Integrated ticketing
- Buses need to get where the trains are in customer service terms
- Education – more funding, more buses, more bus lanes and more trains
- Better services for disabled people – Ring & Ride unreliable
- Council promote awareness of public transport
- Ensuring North Solihull regeneration places are effected to improve transport connections – dialogue between operators & Council
- Working together – regular meetings
- Problems for disabled passengers (especially if partially sighted)
- Green travel audit of SMBC businesses
- Improved linkages between operators
- Rural initiatives
- Subsidised network
- Funding of VCS/CT transport provision

Question 4

Are there opportunities to create new partnerships?

If yes what outcomes could we expect to achieve?

- Cross boundary connections
- Section 106
- Short term delivery
- Removal of adverts which mask view into/out of bus shelters
- Better communication
- Better designed interchanges
- Customer focus
- North Solihull
- Local community
- Improve quality
 - Journey experience
 - Turn up & go network
 - Evening nighttime security
 - Driver improvements
 - Cleanliness
- Integrated ticketing
- Buses need to be like trains in customer service terms
- More metro
- Services for disabled people
- Ring & Ride reliability
- North Solihull Partnership should include good PT provision
- Travel plans
- Better links to operators
- Review subsidised network
- Funding VCS/CT provision
- Cross regional bus operational working group
- Integration
- Information sharing
- Design improvements
- PT public forum
- Review group
- Involve business working group/forum
- Cross regional action plan
- Encourage integration
- Stronger links between partnerships, increase levels of understanding of difficult issues
- Encourage suppliers to design with gathered information
- Deliver outcomes identified/achievable outcomes
- Encourage integrations
- Stronger links – raise awareness of agencies/suppliers
- Effective partnerships – high quality decisions
- Involve more businesses
 - Clusters – spread the load/cost
 - NEC/Airport – plus surrounding businesses
- Links to TRW/WCC & Cranmore
- Wider ownership

- Service Quality – needs to be at international standard, becomes self feeding
- Remove barriers to make this happen
 - Regulation
 - Wide ownership
 - Needs funding
- Encourage a wider business group – not just usual suspects
- Arrange more meetings like today – face to face discussions of various interest groups to achieve desired outcome – ¼ meetings
- Need to follow through action points
- School transport issues
- Effective highway operation issues – Travel plans with ‘teeth’
- More meetings like this to make organisations

the fact that the *de facto* standard of care is not the same as the *de jure* standard of care. The *de facto* standard of care is the standard of care that is actually followed by the majority of practitioners in the field, while the *de jure* standard of care is the standard of care that is prescribed by the law.

The *de facto* standard of care is often used as a benchmark for the *de jure* standard of care. This is because the *de facto* standard of care is often more practical and more reflective of the actual practice of the profession than the *de jure* standard of care.

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