

Birmingham Connected

Edmund Salt
Transportation Policy
Birmingham City Council

Birmingham Connected – the story so far

Broadly following EU Guidance...

...to get here

...to deliver a White Paper...

...and this...

We've done all of this...

...this...



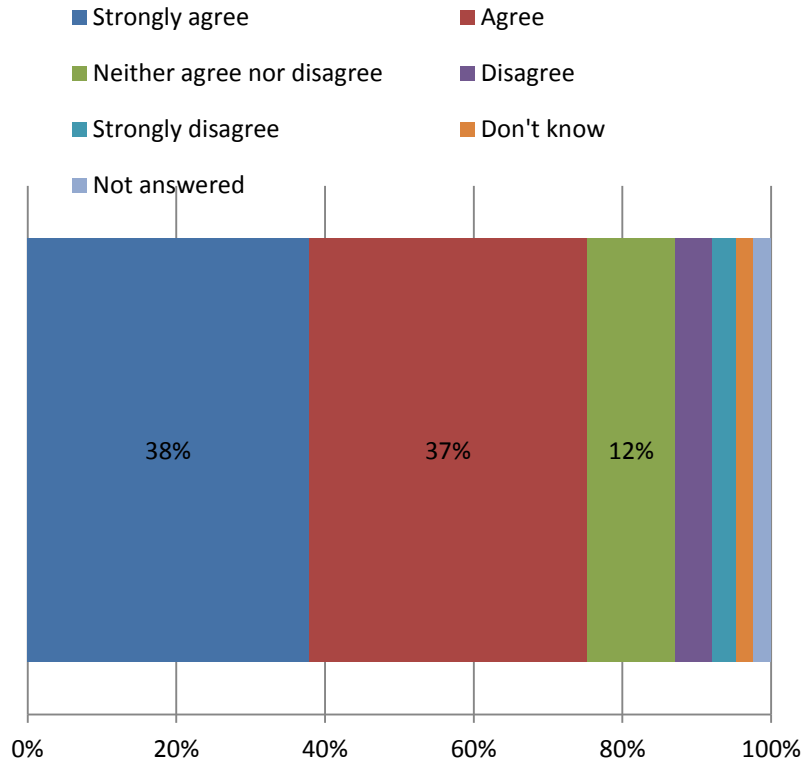
The Green Paper

- November 2013
- Presented the case for change and offers a vision for the future
- A discussion document
- The basis for consultation

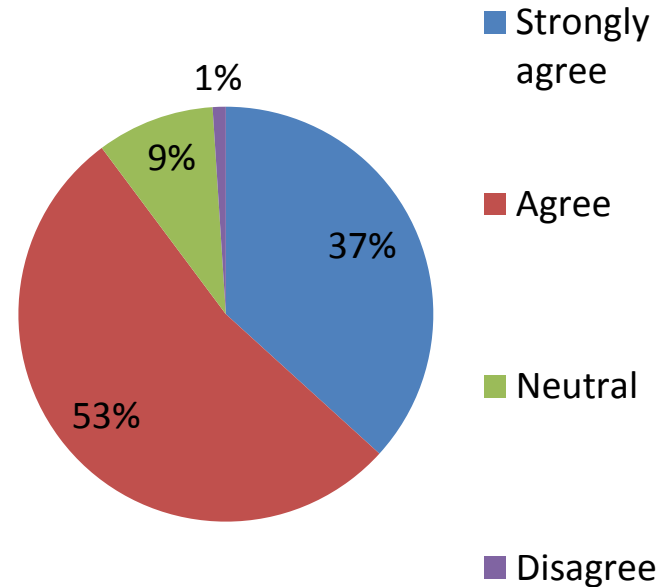


Consultation

Public Responses



Stakeholder Responses



What's the White Paper

- Turns the Green Paper discussion into **Birmingham City Council Policy and Strategy** – accounting for consultation feedback
- **Birmingham Connected** White Paper published November 2014 – a statement of intent
- Brings together a range of projects and other on-going initiatives as well as new ideas under one clear overarching agenda
- Closely aligned to the Birmingham Development Plan but includes a longer term vision
- Includes a delivery and implementation strategy

Bold 20 Year Programme

- £4 billion of investment over 20 years
- Support walking and cycling for short trips
- Integrated mass transit network
- Develop a strategy for the re-allocation of road space
- Re-open and upgrade rail routes and stations
- Deliver our local connectivity strategy for HS2
- Clean Air Zone
- **Green Travel Districts**

Transforming urban mobility through walking and cycling

- Birmingham Cycle Revolution
- Big Birmingham Bikes
- 20 mph limits roll out
- Birmingham Cycling Design Guide
- Input to the Public Health led Childhood Obesity Strategy
- **Selly Oak Green Travel District**
- Safer Routes to Schools

Taking Birmingham Connected Forward

- **Partnership working and engagement**
- Roadspace Allocation Framework
- Walking and Cycling Strategy
- Clean Air Zone
- Travel Plan SPD
- City Centre Transport Plan
- Updated parking standards and controls
- Road Safety Strategy

Green Travel Districts

Making **Birmingham Connected** happen locally

Mark Nettleton

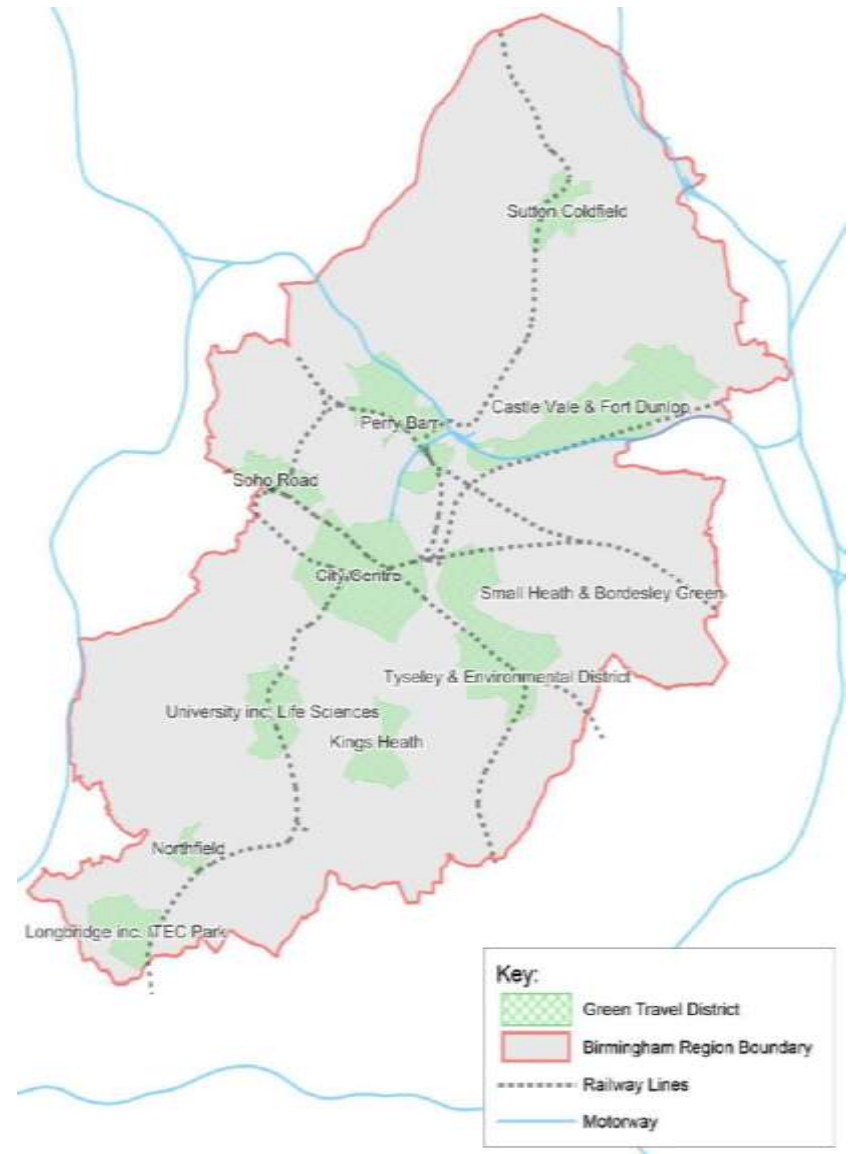
Director

Phil Jones Associates

Green Travel Districts

The Vision is for specific areas where there is a concentration of people living and working, to create an environment where people are put before cars, where residents, workers and visitors can safely walk, cycle or take public transport.

The vision is for Districts with less congestion, less pollution, fewer accidents, and healthier, safer, more productive communities.



GTD Selection

- Locations with high concentrations of existing or future employment and other economic activity
- Predominant flow of people on the local level
- Locations where public transport is already good or areas where car oriented planning policies may have resulted in poor modal choice but potential to improve the attractiveness and practicality of walking, cycling and public transport

University, Hospitals and Selly Oak

Green Travel District

- Strategically important location on the A38 corridor to the south-west of the City Centre
- Economic growth zone
- Good public transport links
- Existing parking and travel demand pressures
- Very high number of journey to work trips and large resident population
- Workplace and student population of more than 25000 the equivalent of many UK towns and small cities



What is a GTD?

- Modelled on a Business Improvement District;
- Member organisations include businesses, residents and retail associations, leisure, health and education organisations;
- Led locally, not by the organisation;
- Travel Management Association.



Exemplars

- **North Bristol SusCom** - A group of major employers, promoting sustainable commuting for 40,000 employees and 30,000 students. Working together to influence and improve local transport provision to combat traffic congestion and reduce the impact upon our environment.
- **Thames Valley Park** - Major business organisations, including Microsoft, Oracle, ING and BG Group worked together to develop, fund and implement a major business park travel plan covering over 10,000 employees.



Setting up the GTD

- Approached the member organisations
- Demonstrated a need using
 - Local issues
 - Environmental drivers
 - Planning benefits
 - Financial incentives
- Created a formal Association
- Established a consensus of the issues and opportunities, with a common vision and shared objectives
- Ensured buy in at all levels of the organisations
- Started building momentum with an immediate action plan

Outcome driven

Seeing something
Tangible:

- Delivery vehicle
- Local knowledge
- Local ownership
- Local accountability
- Funded
- Clout
- Buy in
- Collaboration

Seeing the potential Benefits:

- Objectively focussed
- Arms length
- Influenced
- Access
- Communication lines
- Different rules
- Receive cash
- Commission
- Lobbying

How do we “Make *Birmingham Connected* happen locally”?

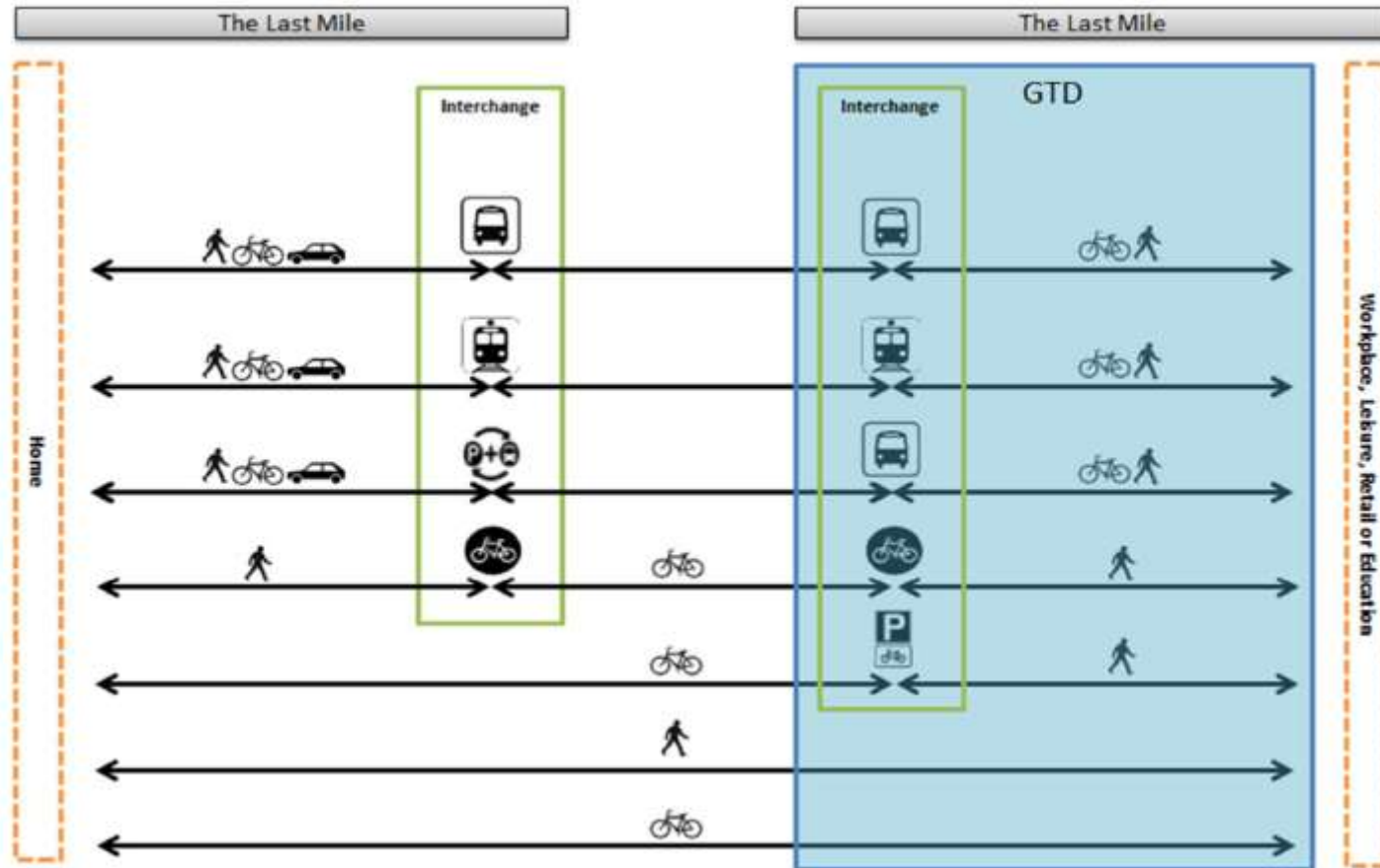
Ask the customer!

- Improved access roads to maintain **PT reliability**
- Get better access to off road **cycle network** (canal towpath)
- Improve **pedestrian routes** to the site and bus stop
- Proactive approach to **local on-street parking** issues
- Assistance with **travel marketing** and travel **surveys**
- Deliver Personalised Journey Planning
- Better discounts
- Boris Bike scheme/Brompton stands
- Improve the **Shuttle Bus** service
- Coordinate **logistics and servicing**



Birmingham Women's Hospital

Priority No.1 - Sort out the 'Last Mile'



European Structural Investment Fund

- Modal Split is our driver, but it isn't everyone's!
- Bidding process for low energy production projects
- GTD objective to reduce single occupancy car usage has a direct correlation to the low carbon agenda
- Provide funding for GTD package of measures
- Total bid value £2m
- 50% match funding to come from partner organisations and local transport interventions (required £1m, secured almost £2m)
- Bid preparation for submission early 2016

ESIF Travel To Packages



The Cycle To Selly Oak Package

- Increasing cycle support (cycle hubs, cycle hire, cycle loan, training, maintenance etc..)



The Walk To Selly Oak Package

- Improve walking infrastructure (improved pavements, lighting etc..)



The Public Transport To Selly Oak Package

- Improve bus connectivity and use (increased frequency, getting services closer to destinations, improved bus shelters)
- Incentives



The Less Cars To Selly Oak Package

- Car share + Guaranteed Lift Home
- Structured car parking charges
- Traffic regulation



The Freight To Selly Oak Package

- Investigate opportunities for freight consolidation

Green Travel District - Programme

Timeline	Action
July 2015	- Formation of the UHSO GTD Association
September 2015	- GTDA Chair agreed
October 2015	- GTDA Memo of Understanding signed - Green Travel Taskforce Summit
December 2015	- ESIF bid finalised
Early 2016	- Form the UHSO GTD Company and identify a Programme Director - ESIF bid submission - Launch of the first raft of initiatives
March 2016	- Review of the GTD, its structure, delivery.

Key points to note

- Understand local needs and drivers;
- Establish early actions;
- Improving the last mile is #1;
- Local ownership;
- Local commitment;
- Local leadership;
- Combined voice of a community having greater influence.

