

Appendix D7.1:

Black Country Shared Transport Statement

The Black Country –A Statement of Shared Transport Aspirations

The creation and marketing of sustainable urban communities in which people choose to live, work and invest is fundamental to the achievement of urban renaissance. This is acknowledged in the West Midlands Regional Spatial Strategy and the Black Country's Vision for Urban Renaissance.

It requires an integrated approach to improving the urban environment, housing choice, access to jobs, transport efficiency, the distinctiveness of centres and service delivery.

The Region's transport infrastructure needs substantial improvement to facilitate urban renaissance. Congestion constrains existing businesses, discourages inward investment and reduces quality of life.

The Black Country's 30 year Vision aims to deliver urban renaissance in the sub-region and deal with long term environmental, housing, economic, transport and quality of life and place issues. We need to reduce the £3bn productivity gap.

The Black Country is one of only 3 areas to experience a net loss of population, yet despite having less people living here, projections indicate that the levels of road congestion will continue to increase significantly in the future.

Forecasting future travel patterns indicate an increase in the number of car trips and a decrease in

public transport trips, with 83% of trips in 2031 being made by car and 17% by public transport.

A potential increase, over 30 years of an additional number of 71,000 households to reverse the population decline and around 600,000 people working will further augment this situation, unless a sustainable Transport Strategy is put in place.

The people of the Black Country are entitled to a world class transportation system. This will require:

- A high level of aspiration and commitment
- A shared inspirational vision with regional co-operation
- Development of an optimal transport solution for the Black Country
- A clear understanding of the levels of investment needed
- Agreement on the intermediary actions necessary
- Resolution of immediate transport issues
- Efficient use of road space including greater priority for buses and new technology to manage demand
- Action to ensure that the transport needs of the Black Country to support an urban renaissance, are a key part of the **Government's future plans** for the West Midlands Region.

To achieve our Vision for the Black Country we will develop a spatial plan that will include new patterns of land use that allow:

- **people** to choose sustainable ways of going to work, to school, to the shops, and to leisure and cultural activities
- **Provides the transport system that modern businesses demand**

To achieve a world class **transport network** in which all modes of transport have their roles to play **we will**

- **Develop new and innovative ways to finance change**
- Provide an **effective and efficient** means to achieve our aspirations
- Develop an **integrated strategy** that utilises all modes of transport
- Develop high level of **external connectivity** to national and international markets by air, motorways and rail
- **Exploit Existing Rail** to provide high quality links between centres and to Birmingham International airport.
- **Develop Midland Metro** to provide strategic links between centres as a priority for strategic centres in the Black Country (phase 1 spring 2011, Phases 2a and 2b beyond 2021).
- **Develop a Strategic Bus network** to provide high quality links between all strategic centres and areas of growth.

- **Develop high quality road** links in a sustainable framework to transport goods and people, within and beyond the Black Country.
- **Create Walking and cycling opportunities** to encourage healthy living and complement the above

To achieve a sustainable way for people and goods to move around we will

- Work with our partners in the West Midlands Urban area and in the wider region to assess how effective management of demand may have a role in achieving this objective.
- Work in partnership with public transport operators and private investors to ensure commitment and investment from public and private organisations.
- Reflect the diversity of the communities that our networks will serve and ensure equality of access through the transport networks we propose.

*In order to meet clear **environmental objectives through the Black Country Study** we will test the:*

- *Concentration of development in strategic centres and the corridors that link these centres.*
And;
- *Promote, smarter choices, workplace and school travel plans, personalised travel planning, travel awareness campaigns and public transport marketing, car*

clubs and car sharing schemes, teleworking and home shopping.

- *Explore new ways of flexible working and networking to help people travel and work in a sustainable way.*
- *Support the use of new technologies, cleaner fuels, satellite navigation, and real time information.*

In order to implement our Transport Strategy, we will

- **Lobby at national level** for the rapid implementation of Midland Metro in the Black Country as a priority within the West Midlands region.
- Present clearly to Central Government the need to take full account of the results of the Black Country Study in their planning of use and evaluation of need, of national road and rail services.
- Work closely with the Highway's Agency to ensure that the Black Country continues to benefit from its location at the core of the National Highway network.

