



# BIRMINGHAM MOBILITY ACTION PLAN

Summary Consultation Report (Draft)

27/02/2014

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# Quality Management

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# Birmingham Mobility Action Plan

## Summary Consultation Report (Draft)

27/02/2014

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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
- 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 al

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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 G

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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;





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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

Further rail investment is required, especially Camp Hill Chords and Sutton Park Line.





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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

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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







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## Public Transport Vision

- 4.3.9 There is unanimous support for a major overhaul of 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 *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 participants agreed that a more equitable use of road space

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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 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

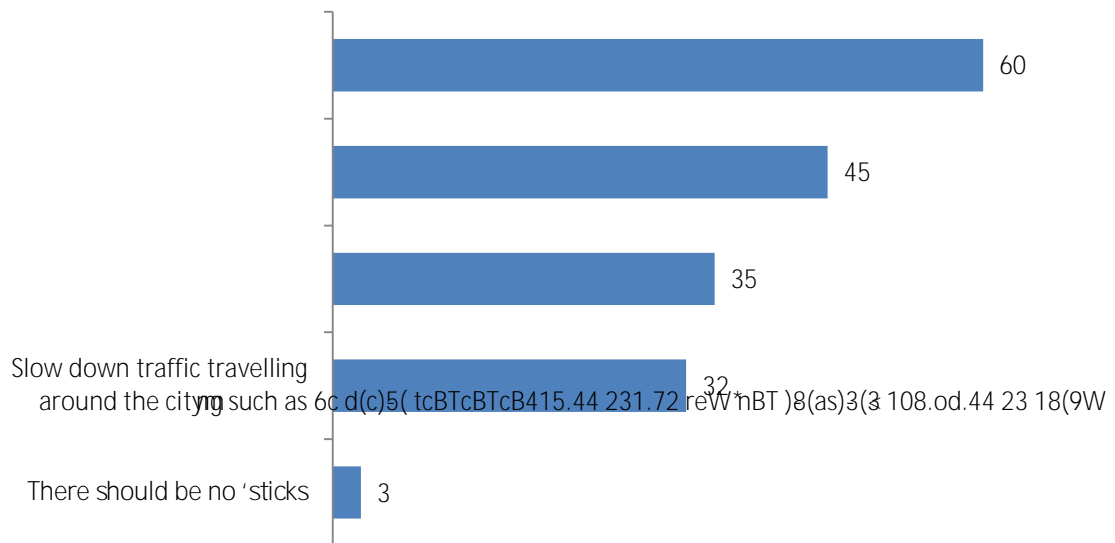


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## Realising the Vision: Delivering Behavioural Change

4.3.17

**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**

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4.3.23

three-



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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 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 structure 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 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 t 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,
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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 (male 378.79 Tm[(de)4(nt)-8(s)-5

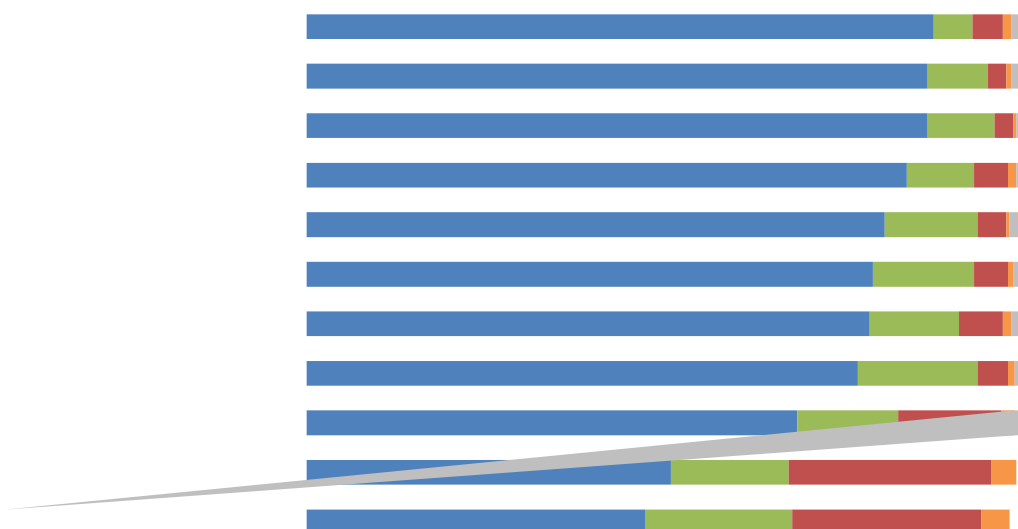
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5.1.4 Respondents generally agree that *residents and visitors need to change the way they travel* (72%) and that *businesses need to change how they use transport* (71%). There is less support for the need for *major*



**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).

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**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-

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## 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. Respondents were asked to rank the following actions in order of importance from 1 (most important) to 5 (least important).





## 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

	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-

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### **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 current situation. Others highlighted that there is a need for improvement at the moment. Others highlighted that

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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 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 be sing 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

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**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.

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

**Tram**

6.2.17







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**Figure 6-5: Importance of BMAP objectives**

Prioritising Road Space

6.2.27 To



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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 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.

better driver attitudes to cyclists and increase desire to cycle (or use other sustainable options) was mentioned several times.

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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;

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6.2.35 The results demonstrate that *working with the private sector* is the preferred method of financing the transport improvements (69%)









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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 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 system (key transport problems are felt to be congestion, the cost and quality of public transport, and

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agreement that they should not be introduced prior to the infrastructure, quality

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# Appendices

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